

May 2015



a vision for the
Corey Avenue District

A Vision for the Corey Avenue District

FINAL DRAFT

May 2015

PREPARED FOR:
City of St. Pete Beach

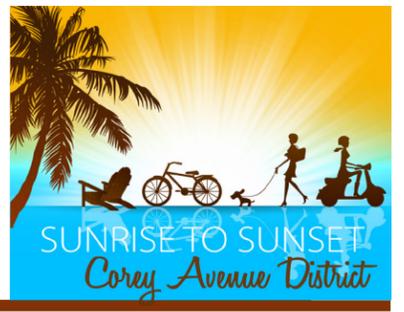


PREPARED BY:
Michael Baker International

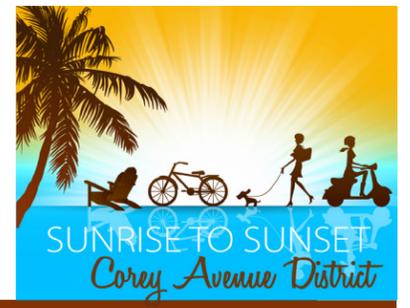
Michael Baker
INTERNATIONAL

TABLE OF CONTENTS

A Vision for the Corey Avenue District



01 INTRODUCTION.....	PAGE 04
02 THE COREY AVENUE VISION PLAN.....	PAGE 06
03 COREY AVENUE DISTRICT MOBILITY.....	PAGE 14
04 GATEWAYS & STREETScape DESIGN.....	PAGE 17
05 ARCHITECTURE & COMMERCIAL SIGNAGE.....	PAGE 24
06 POLICY ANALYSIS.....	PAGE 26



01 INTRODUCTION

History

The City of St. Pete Beach is a barrier island community located just off the Pinellas County mainland of Saint Petersburg, south of Treasure Island and 20 miles from Clearwater Beach. The City of St. Pete Beach has a permanent population of about 10,000 residents, but also has a high volume of seasonal visitors due to its vibrant beach community and tourist attractions.

In 1957, the City was incorporated as the City of St. Petersburg Beach, consolidating of the Towns of Pass-a-Grille, Don CeSar, Belle Vista, St. Petersburg Beach and unincorporated Pinellas County. Citizens voted to shorten the City's name to "St. Pete Beach" in 1994 to lessen the confusion with the City of St. Petersburg, located on the mainland to the east.

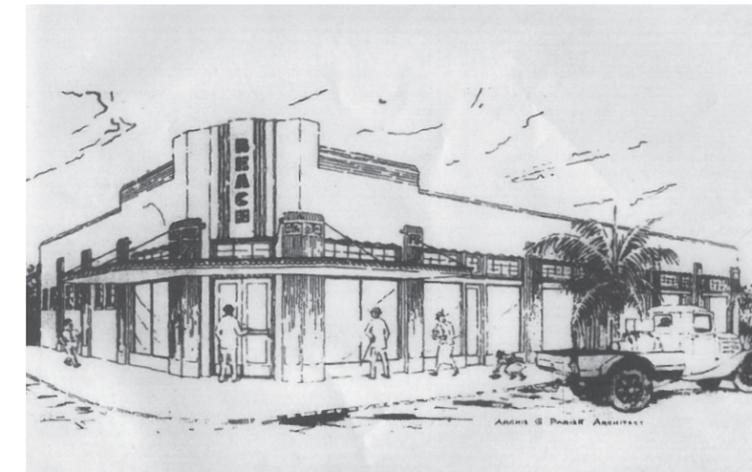
The historic Corey Avenue District saw its first store open in 1937. This event followed the opening of the Corey Avenue Bridge in 1923 which helped spur growth in the area.¹

Project Background and Purpose

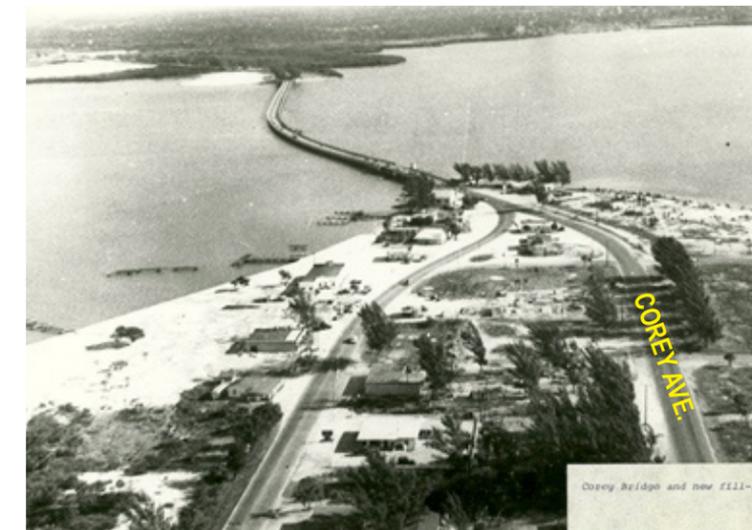
Following more than a decade of planning efforts in the Corey Avenue District, the City of St. Pete Beach initiated the Corey Avenue District Enhancement Project in 2013. Building on past efforts, the enhancement project will guide physical improvements and development on Corey Avenue and in the downtown, through:

- Streetscape and gateway enhancements;
- Circulation improvements for bikes, pedestrians, automobiles, and transit;
- Redevelopment opportunities; and
- Recommendations for the City development code.

The purpose of this Vision Plan is to re-imagine the future of the Corey Avenue District by infusing the historic main street with new life through redevelopment. Concepts and recommendations for implementation are conveyed through illustrations and text in the Vision Plan. A separate large "vision poster" shows a summary of the vision for the Corey Avenue District, including a concept plan drawing that provides a bird's eye view of the envisioned future downtown area.

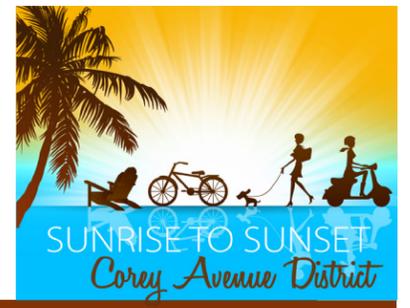


Major development of Corey Avenue occurred in 1937 when the Upham brothers filled in the mangrove swamp, paved Corey Avenue, and put up many of the still existing art deco style buildings.



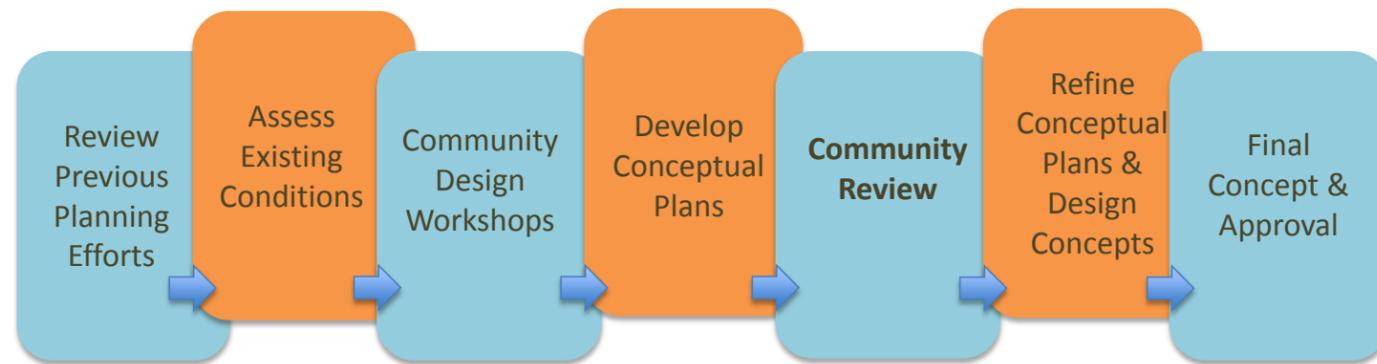
The Corey bridge built in the 1920's connected Corey Avenue with St. Petersburg. Historical images and plans from "Images of America St. Pete's Beach's Corey Avenue" by Roberta L. Whipple

¹ History information from the City of St. Pete Beach government website (www.stpetebeach.org) and St. Pete Beach Vacation Guide website (www.stpetebeachflorida.org).



Project Process and Timeline

The project used a multi-phased approach, centered on continuous engagement of the community. The project phases are shown in the graphic below.



Participants in Community Design Week and Community Review Week

Overview of Outreach Activities

The City of St. Pete Beach conducted outreach activities throughout the course of the project, including a Community Design Week in November 2013 and Community Review Week in March 2014.

Community Design Week provided three days of opportunities for property owners, business owners, and interested community members to provide ideas and feedback about Corey Avenue District enhancements. From Tuesday, November 19th through Friday, November 22nd, 2013, a team of community planners, landscape architects, and transportation engineers from Michael Baker worked in St. Pete Beach and engaged in the following activities:

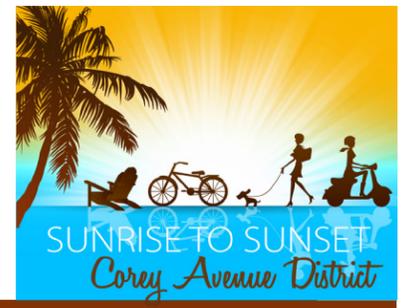
- CRA Workshop
- Breakfast Meet & Greet with Local Merchants
- District Walks
- Couplet Discussion Group
- Design Workshop
- Stakeholder Interviews
- City Commission Workshop

All of the activities were open and advertised to the public as opportunities to participate in Community Design Week. A summary report of Community Design Week is provided in Appendix A.

Community Review Week provided two days of opportunities for property owners, business owners, and interested community members to provide feedback about the proposed Corey Avenue District enhancements. From Wednesday, March 26th through Thursday, March 27th, 2014, a team of community planners, landscape architects, and transportation engineers from Michael Baker worked in St. Pete Beach and engaged in the following activities:

- Community Review Workshop
- Stakeholder Interviews
- Community Open House
- City Commission Workshop

All of the activities were open and advertised to the public as opportunities to participate in Community Review Week. A summary report of Community Review Week is provided in Appendix B.



02 THE COREY AVENUE VISION PLAN

Vision Plan

This Vision Plan provides development and design concepts for the St. Pete Beach community to aspire to in the future. It provides a re-imagined future for the Corey Avenue District through the Vision poster and design guidance for elements such as streetscape amenities and building architectural styles. But it is important to remember a vision is never set in stone. It can and will change, as circumstances and priorities within the City evolve over time.

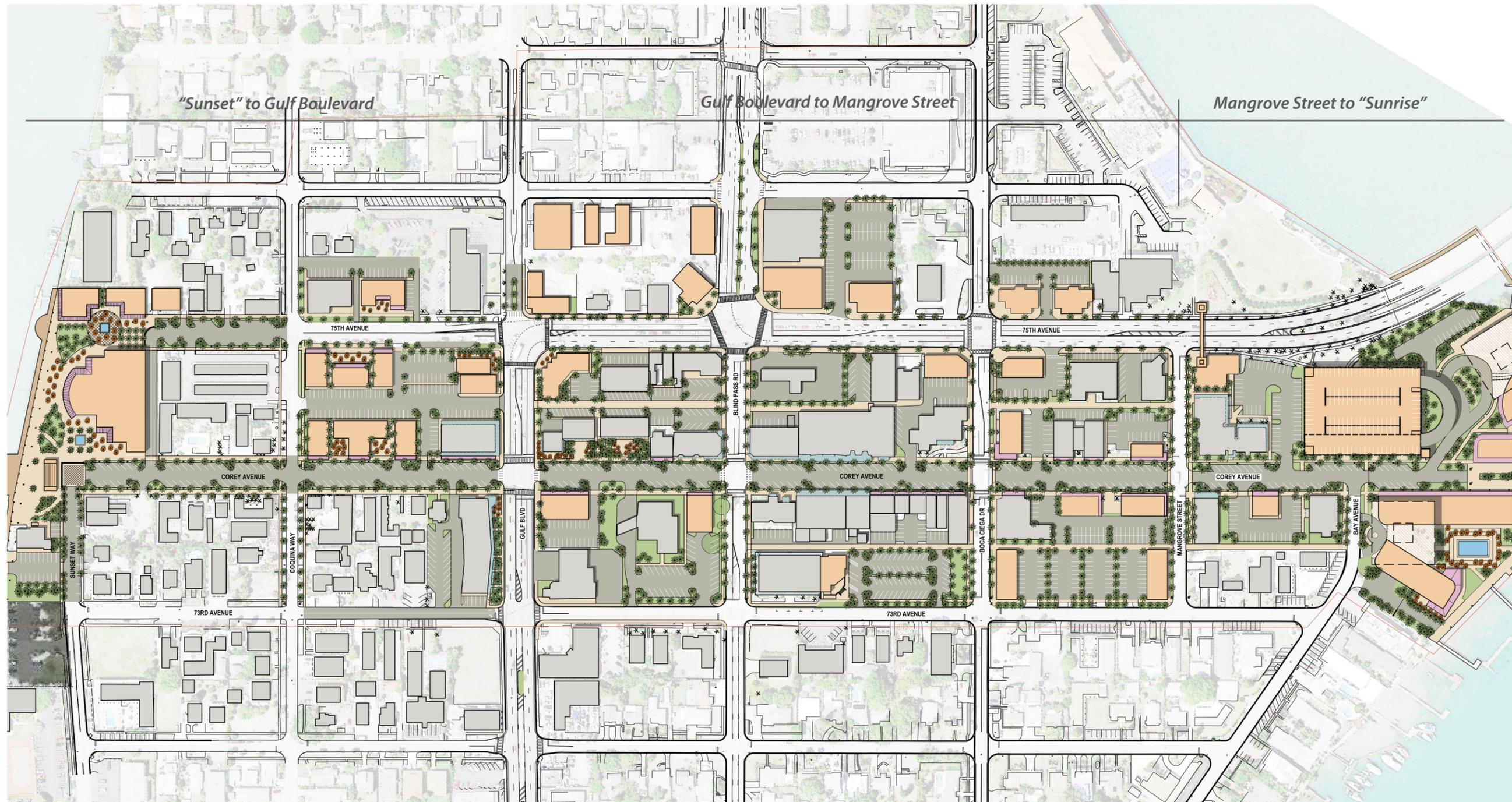
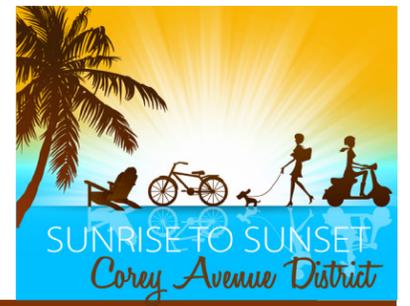
The following pages present the vision for the redesign of the Corey Avenue District through maps and detailed drawings and descriptions, as well as District-wide features that incorporate mobility, streetscape design, gateways, architecture and signage to enhance the vibrancy and beachy feel of St. Pete Beach.

Corey Avenue District Vision & Goals

The vision and goals for the Corey Avenue District are to :

- Enhance character, sense of place, and image
- Provide additional amenities
- Create gateways
- Capitalize on the “sunrise to sunset” features
- Take advantage of redevelopment opportunities
- Provide guidance for new architecture and land use
- Become more pedestrian and bicycle friendly
- Enhance mobility and connectivity
- Improve parking

A Vision for the Corey Avenue District



- DEVELOPMENT
- NEW CANOPY
- EXISTING CANOPY
- EXISTING BLDG.
- SIDEWALK
- BOARDWALK
- SPECIAL PAVING
- PLANTING - GROUND COVER AND SHRUBS
- UMBRELLA AND PICNIC TABLE
- PALM
- STREETLIGHT
- BOLLARD
- PALM IN PLANTER
- FOUNTAIN WITH SEAT WALL
- GATEWAY PIER

A Vision for the Corey Avenue District: "Sunrise to Sunset"

From “Sunset” to Gulf Boulevard

This section spans the west end of Corey Avenue (“Sunset”) to Gulf Boulevard.

Enhancements in this area will:

- **Create public space and a west side anchor.** Create a much-needed public space and mixed-use development anchor on the west side of Corey Avenue and along waterfront, providing a destination for visitors.
- **Integrate streetscape elements to improve the user experience.** Fulfill the intent of the Comprehensive Plan and Land Development Code for sidewalks, landscaping, shade, visual interest, etc.
- **Encourage pedestrian activity along Corey Avenue.** Visitors will find a more pedestrian-friendly environment near the waterfront. Plus, visitors will find a more consistent streetscape and pedestrian-friendly environment along the west side of Corey Avenue.
- **Preserve vehicular access from 75th Avenue to Corey Avenue and Corey Avenue to Sunset Way.** A new two-lane alley preserves vehicular access from 75th Avenue to Corey Avenue, and a flexible pedestrian/vehicle plaza at Sunset Way and Corey Avenue preserves vehicular access to Sunset Way.
- **Provide additional on-street parking along Corey Avenue.** The proposal installs on-street parking along the west end of Corey Avenue.
- **Enhance Corey Avenue streetscape and hide on-site parking from public view through structured parking or strategic infill development.** Structured parking would be provided within the proposed mixed-use building, making it more visually appealing than an open surface lot. Incorporating infill development along Corey Avenue would enhance the main street character of Corey Avenue, create a more consistent building edge, and hide on-site surface parking lots from public view.



From “Sunset” looking toward Gulf Boulevard



Provide a major open space

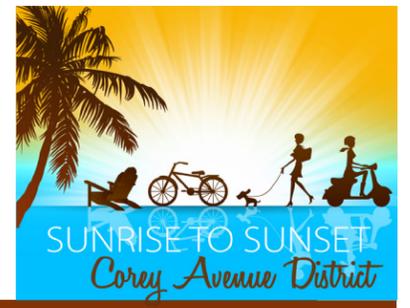


Encourage new hotel, retail, and restaurants



Create an activated public gathering area

A Vision for the Corey Avenue District



A Closer Look: From "Sunset" to Gulf Boulevard

From Gulf Boulevard to Mangrove Street

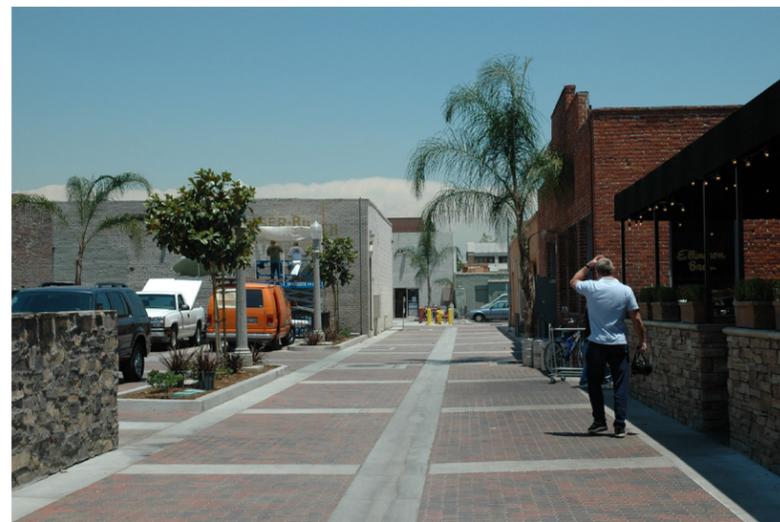
This section extends from Gulf Boulevard to Mangrove Street.

Enhancements in this area will:

- **Integrate streetscape elements to improve the user experience.** Fulfill the intent of the Comprehensive Plan and Land Development Code for sidewalks, landscaping, shade, visual interest, etc.
- **Encourage pedestrian activity and preserve on-street vehicular parking.** Visitors will find a more pedestrian-friendly environment along Corey Avenue that also preserves and enhances on-street parking.
- **Enhance vitality of Corey Avenue through infill development.** Incorporating infill development along Corey Avenue enhances the main street character, creates a more consistent building edge, and hides on-site surface parking lots from public view.
- **Renovate the movie theatre and other historic buildings.** Maintain existing character and style through rehab and/or adaptive re-use of key buildings.
- **Increase pedestrian and bicycle safety through the implementation of bulb outs** at intersections to create refuges and reduce the distance that pedestrian/cyclists have to cross in front of vehicular traffic.



Parklet (a small scale park replacing a parking space) concept and new streetscape along Corey Avenue



Enhance downtown alleys

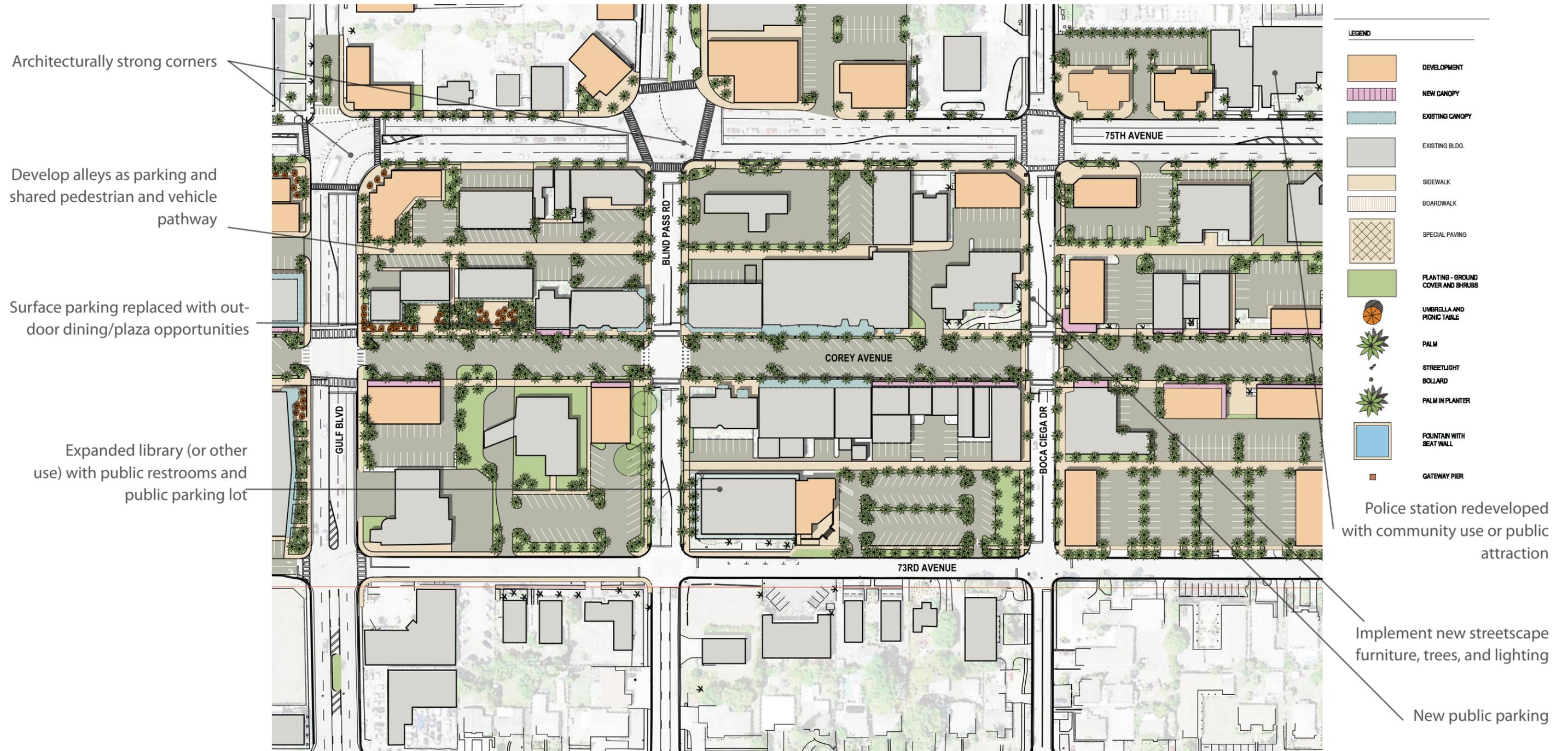
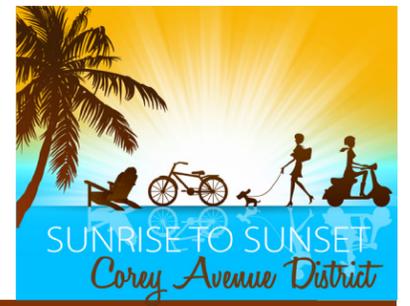


Encourage infill development



Provide outdoor dining

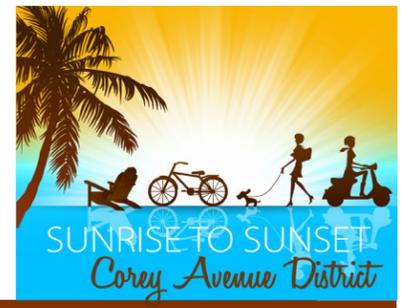
A Vision for the Corey Avenue District



LEGEND

	DEVELOPMENT
	NEW CANOPY
	EXISTING CANOPY
	EXISTING BLDG.
	SIDEWALK
	BOARDWALK
	SPECIAL PAVING
	PLANTING - GROUND COVER AND SHRUBS
	UMBRELLA AND PICNIC TABLE
	PALM
	STREETLIGHT
	BOLLARD
	PALM IN PLANTER
	FOUNTAIN WITH SEAT WALL
	GATEWAY PIER

A Closer Look: Gulf Boulevard to Mangrove Street



From Mangrove Street to "Sunrise"

This extends from Mangrove Street to the east end of Corey Avenue ("Sunrise").

Enhancements in this area will:

- **Create public space and an east side anchor.** Creates a much-needed public space and anchor on the east side of Corey Avenue, providing a destination for visitors. The promenade/boardwalk along the waterfront and pedestrian-only access to this area will provide a great amenity to the St. Pete Beach community. The transition from a traditional main street to the pedestrian-oriented boulevard at the end of Corey Avenue will provide a beautiful view of the water and access point to the waterfront public space.
- **Create housing on the east side of Corey Avenue, bringing residential activity to the area.** Providing housing in this area will infuse Corey Avenue with life outside of business hours. People will be able to live, work and play in the area.
- **Integrate streetscape elements to improve the user experience.** Easily fulfills the design intent of the Comprehensive Plan and Land Development Code for sidewalks, landscaping, shade, visual interest, etc.
- **Straighten Corey Avenue from Sunrise to Sunset.** By straightening Corey Avenue the city's downtown grid is enhanced. This helps establish a true connection from Sunrise to Sunset along Corey Avenue, reinforces a sense of balance, and provides a better view from one end to the other.
- **Encourage pedestrian activity and preserves vehicular access.** Visitors will find a more pedestrian-friendly environment near the waterfront that also preserves vehicular access to the area and parking along the extended Corey Avenue.
- **Consolidate all parking in a central, context-sensitive parking structure.** Provides parking as growth occurs within one standalone, providing parking for commercial uses, residential uses, City Hall, and other required users. This structure would feature ground level retail and context-sensitive architectural detailing to make it blend in with the surrounding streetscape.
- **Provide new connectivity and a gateway.** In addition to the new pedestrian-only pathways to the promenade/boardwalk, and along the extended Corey Avenue, a pedestrian bridge and gateway element from the parking garage over 75th Avenue will better connect this part of St Pete Beach to areas north of 75th Avenue. A pedestrian bridge underneath 75th Avenue will also better connect this part of St Pete Beach to areas north of 75th Avenue.



A bird's-eye view looking from Mangrove Street toward "Sunrise"

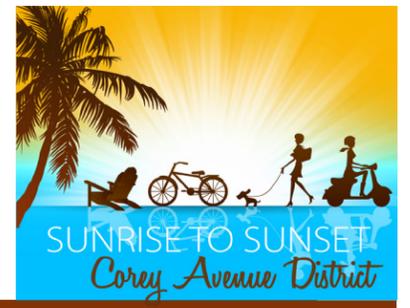


Mixed use with ground level shops and restaurants

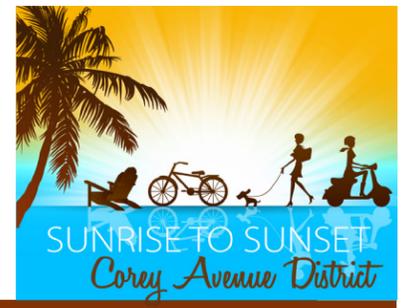


Pedestrian pathways and connections to amenities

A Vision for the Corey Avenue District



A Closer Look: Mangrove Street to "Sunrise"



03 COREY AVENUE DISTRICT MOBILITY

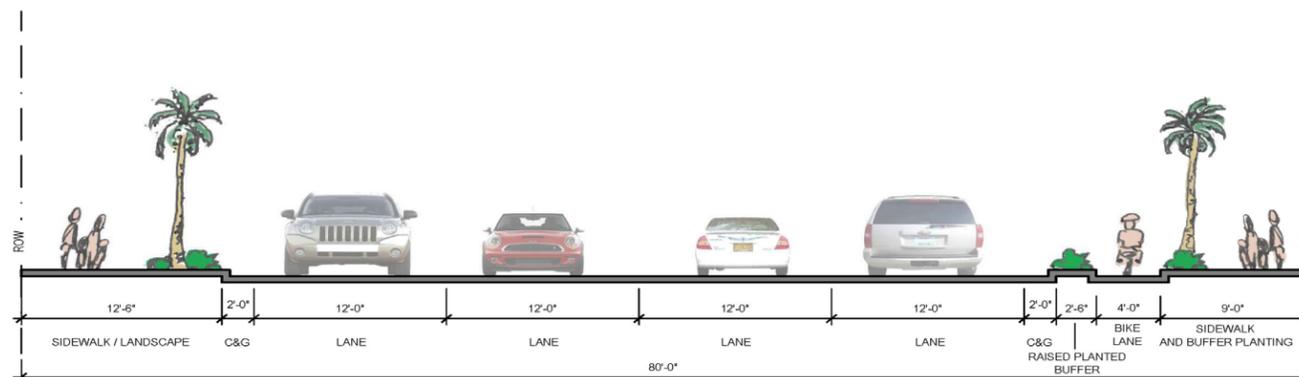
Community members express a desire to see a better pedestrian environment—with safer street crossings, landscaping that buffers sidewalks from vehicle traffic, more pedestrian connections, shade during the day, lighting at night, and shelter from rain. Fortunately the Corey Avenue District has a street grid that is highly supportive of pedestrian circulation.

Several opportunities for mobility improvements include enhancing bike and transit and improving the pedestrian experience:

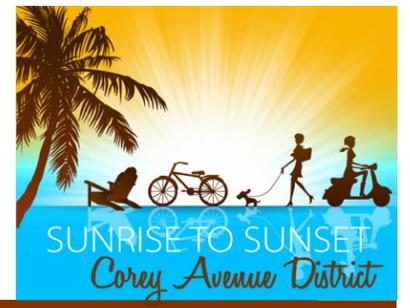
- Install transit shelters at major stops including 73rd Avenue and the Library
- Add bike lanes on Blind Pass Road, Gulf Boulevard, and 75th Avenue
- Provide aesthetic enhancements for pedestrians, like attractive landscaping, public art, and wayfinding signs
- Install corner bulb-outs that support pedestrian mobility and safety



A bird's-eye view of the intersection of Corey Avenue at Coquina Way. Bulb-outs, buffered sidewalks, shade, lighting, and shelter from rain increase pedestrian safety and convenience.



Typical cross-section (75th Avenue looking west) with dedicated bike lanes

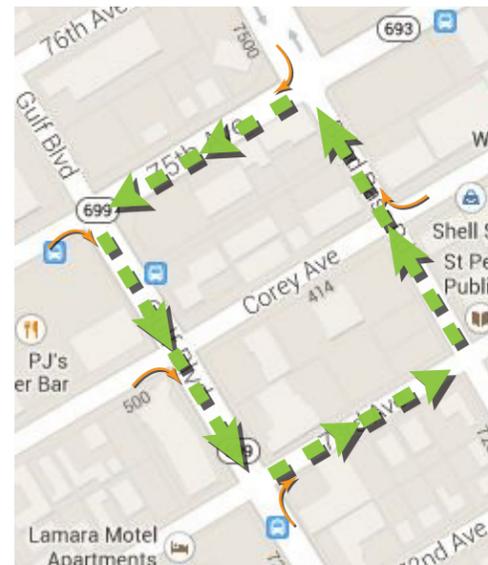


Couplet Alternative

In an effort to achieve a multi-modal, attractive and highly functional circulation system, a an alternative focused on a one-way couplet that moves travelers in and around Downtown is envisioned.

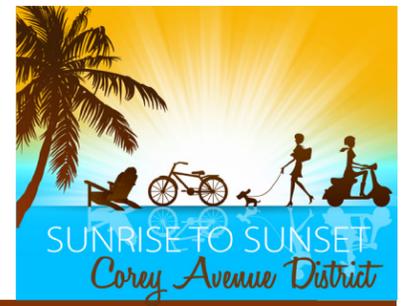
The one way couplet would carry traffic west on 75th, south on Gulf Blvd, east on 73rd Ave, and north on Blind Pass Road. The proposed couplet would create areas for street beautification, on-street parking and protected bike lanes, while improving traffic flow and intersection operations. The ease and safety of getting around the Corey Avenue District on foot, bicycle, car, and transit is key to its success. Themed wayfinding signage would help direct visitors to attractions and parking while promoting a visual brand for the district.

The graphics provided on the next page depict a vision of couplet design, how it would accommodate motorists, pedestrians and bicyclists, and how it would aide with beautification of the area.



A bird's-eye view of the intersection of Gulf Boulevard and Corey Avenue looking toward the "Sunset" end of Corey Ave. with couplet alternative

A Vision for the Corey Avenue District



Planted divider separates "through" traffic

Shortened crossing

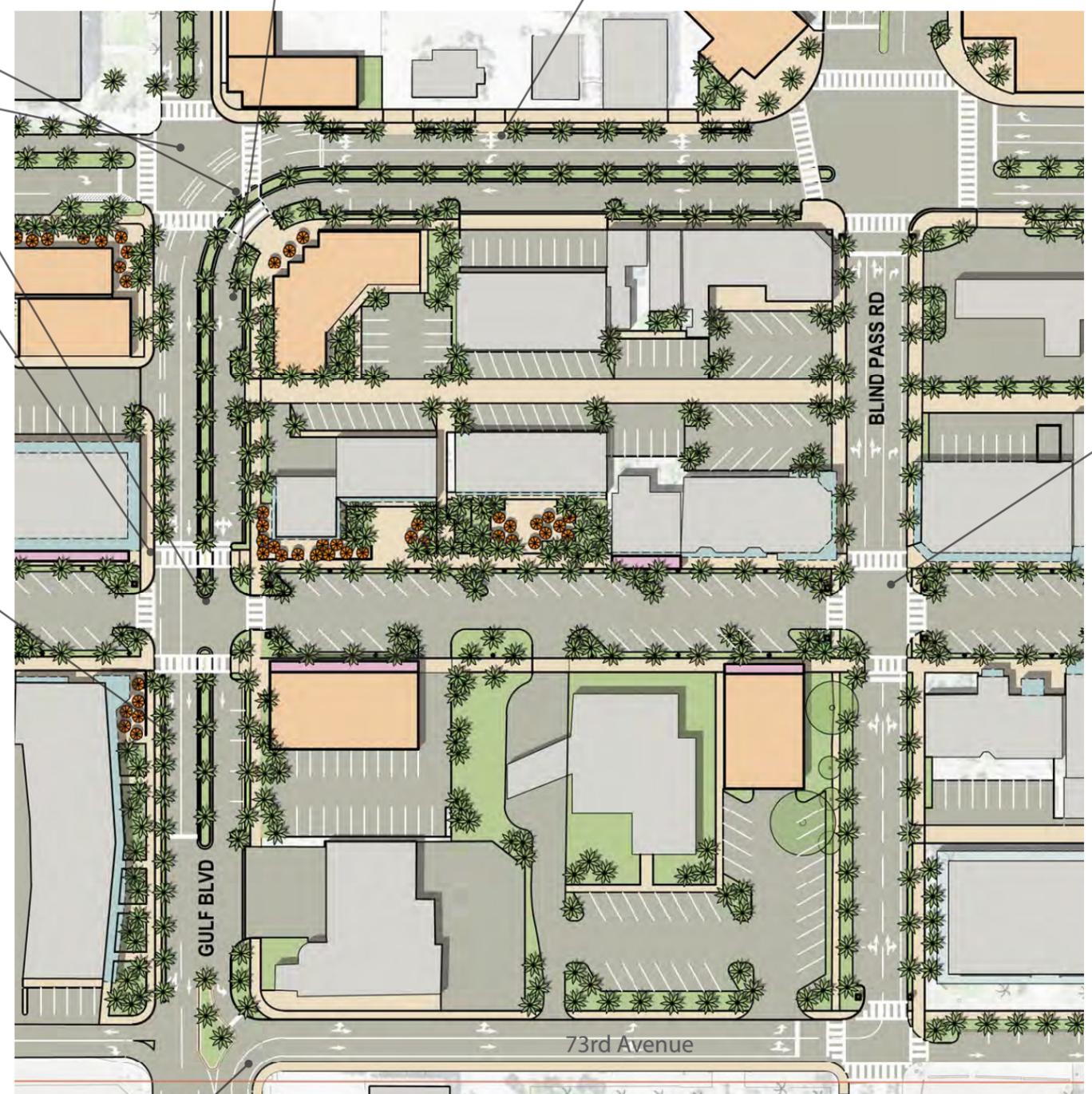
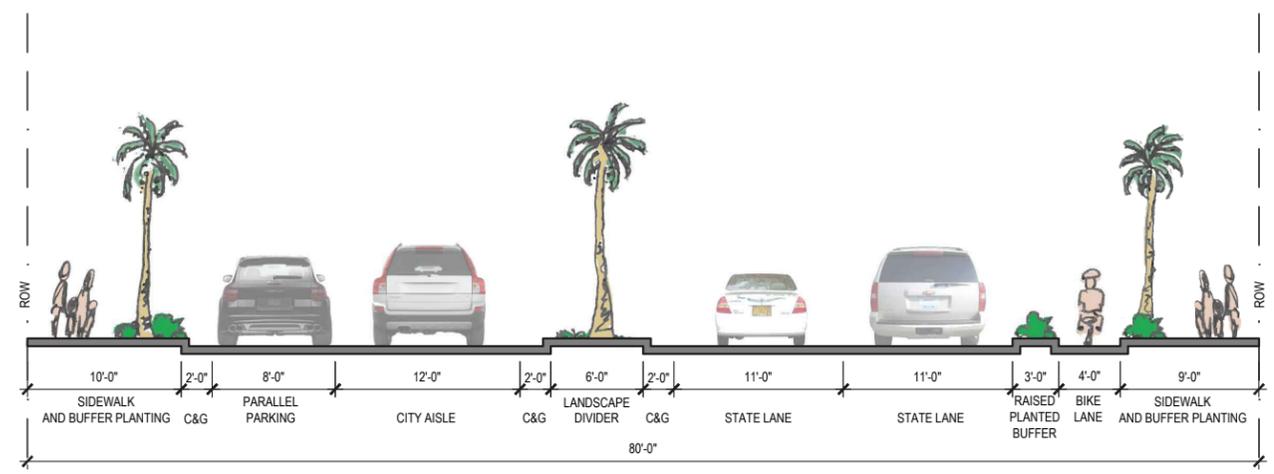
Wider sidewalk/buffer planting

Street trees and streetscape amenities

Parallel parking

Dedicated bike lane or cycle track

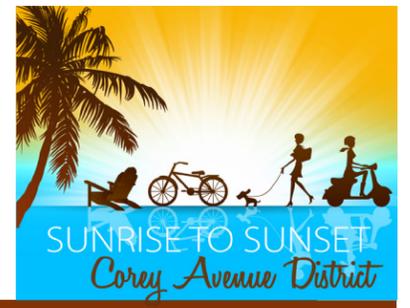
Bike lane couplet continues north



Typical couplet cross-section (75th Avenue looking west) with dedicated bike lanes

Plan of couplet with planted divider and cycle track

Couplet and bike lane continues



04 GATEWAYS & STREETScape DESIGN

Gateways

As part of their interest in creating a greater sense of place in the Corey Avenue District, community members desire a gateway or entrance improvements. Gateways communicate to people that they are entering a special place.

The entrance to the City on 75th Avenue could be marked by a pedestrian bridge or gateway arch. There are potential locations for major Corey Avenue District gateways around the “heart” of Corey Avenue between Gulf Boulevard and Blind Pass Road as well as at Sunset Way. Smaller, secondary gateway treatments could be created at any of the street corners between 75th and 73rd.

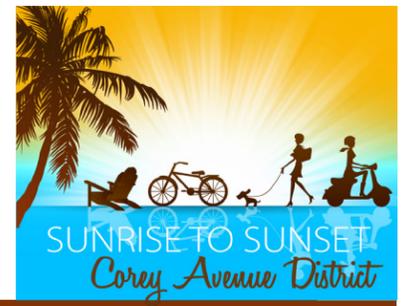
Gateways may be created in many ways:

- Monuments
- Arches
- Streetscape features
- Landscaping
- Signage
- Architecture
- Public art
- Special paving

The graphics provided on the next pages depict desired gateways and streetscape concepts for the Corey Avenue District.



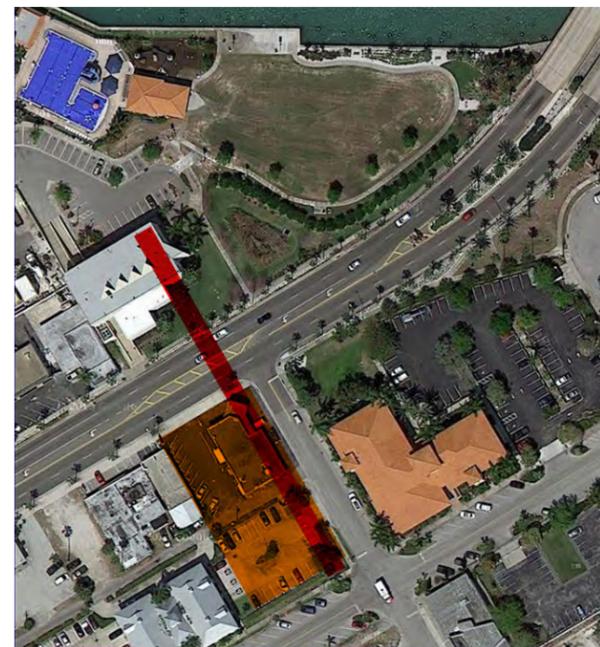
Potential gateway locations



**City Gateway/
Pedestrian Bridge**



Potential location of a Gateway/Pedestrian Bridge over 75th Avenue

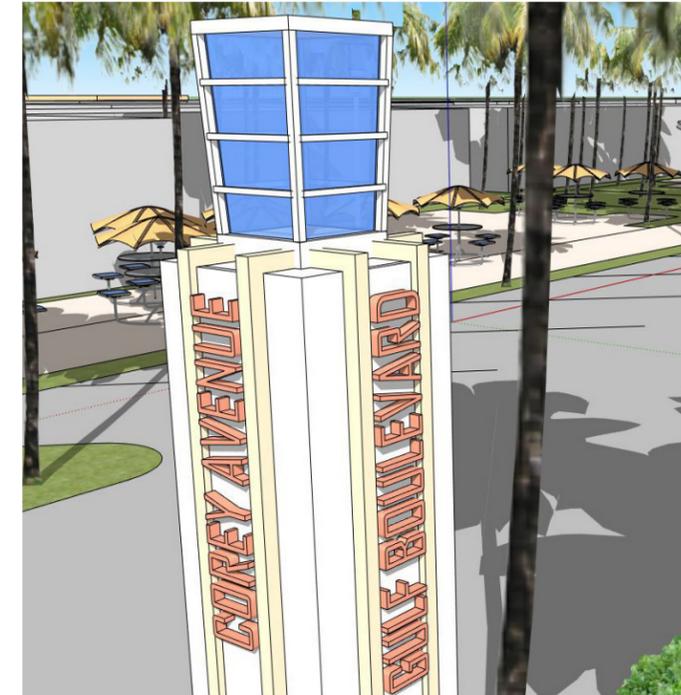
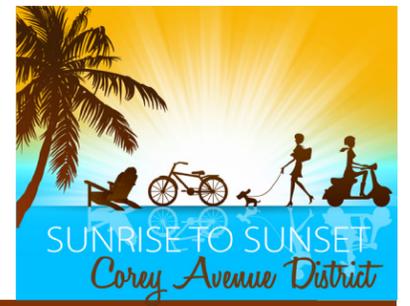


Alternative locations for gateway/bridge



Pedestrian bridge variations

A Vision for the Corey Avenue District



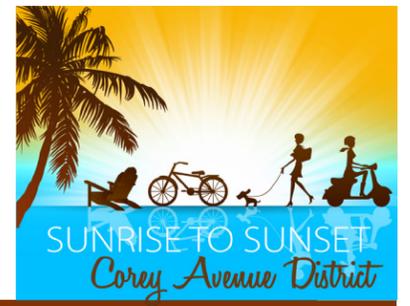
District Gateways



Art-deco gateway inspiration

Gateway pier concepts for significant intersections

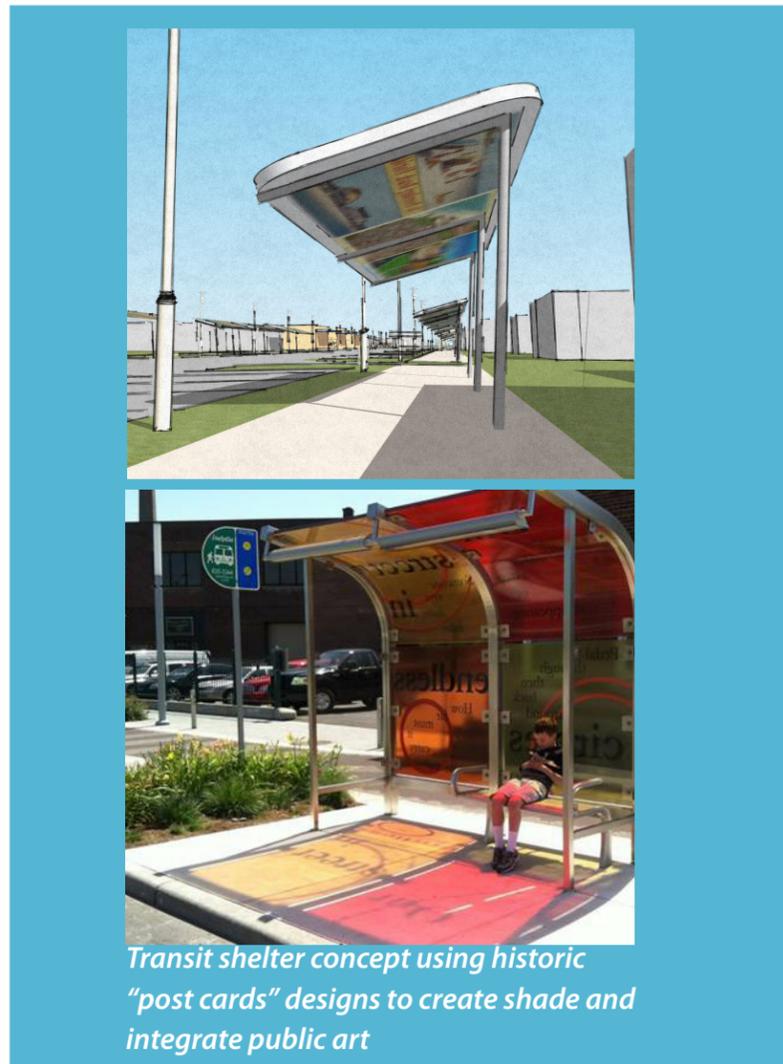
Piers also introduce wayfinding and creative lighting and color



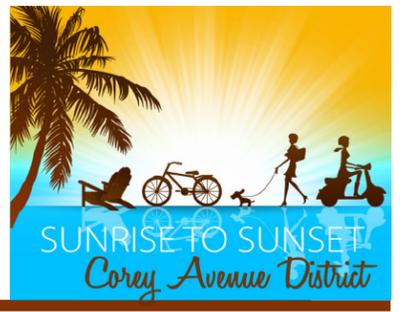
Street Furniture

As part of their interest in creating a greater sense of place in the Corey Avenue District, community members asked for street furniture with an upscale, yet relaxed beach feel. Hosting a beach furniture design competition was discussed to engage people in the design of the District.

The images on this page show possible street furniture themes and conceptual designs for the District.



Street furnishings design concept



EXISTING LIGHT POLE LOCATIONS AND TYPES

- EXISTING COBRA HEAD FIXTURES ON WOOD/ METAL POLES
- EXISTING GLOBE FIXTURES ON CONCRETE POLES
- POTENTIAL NEW GLOBE FIXTURES ON CONCRETE POLES



POTENTIAL CONTINUATION OF GLOBE LIGHT POLE LAYOUT



Contemporary fixtures evoke art-deco style used in initial Corey Avenue Development. (Selux Saturn Family) modern fixtures provide opportunities to use LED, cutoff, and dark skies compliant technologies.



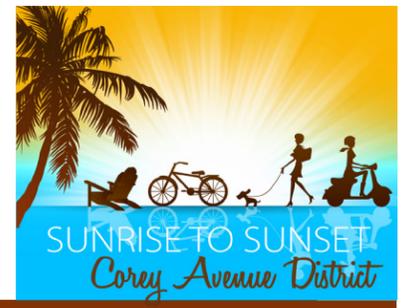
Contemporary bollards could be used along boardwalks or to highlight special zones along the streetscape.



Lighting Details

Lighting is an important element in creating a sense of place in a downtown environment. If lighting is absent, a place can feel dark and unsafe at night, discouraging people from remaining in the area to explore local sites and businesses. If lighting is present but intended for vehicle visibility and safety, then it can feel sterile and uninviting to pedestrians. Human-scale lighting in a downtown environment has both safety and aesthetic benefits.

The design team conducted an analysis of existing lighting. The graphic to the left shows the existing locations and types of lighting along Corey Avenue. The images to the left show proposed locations for the installation of additional street lighting and conceptual designs.



Sidewalk Details

Sidewalks are an important element of a streetscape and the user experience. The materials used to create the sidewalk can help define a sense of place. Community members were interested in a concept that acknowledged the City's roots as a beach community.

The images and drawings to the left show possible themes, sidewalk materials and conceptual designs for the districts that integrate art, storytelling, and "fun" through the use of creative boardwalk patterns, colored sea glass and flip-flops.

FLIP FLOP ELEMENT CAST INTO CONCRETE

GUTTER PAN CURB

BUILDING EDGE

CURB

GUTTER PAN

BOARDWALK PATTERN IN CONCRETE

FLIP FLOP ELEMENT CAST INTO CONCRETE

BUILDING EDGE

CORNER CONDITION

FLIP FLOP ELEMENT CAST INTO CONCRETE - GROUPED AT CORNER AS IF WAITING TO CROSS

BUILDING EDGE

GUTTER PAN CURB

BOARDWALK MOTIF W/ FLIP FLOP ELEMENTS

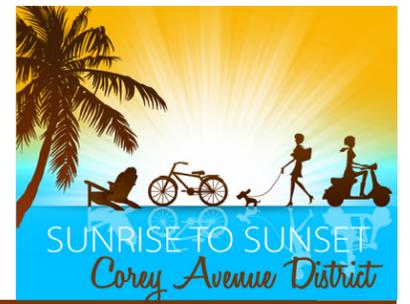
BUILDING EDGE

GUTTER PAN CURB

SEA GLASS EMBEDDED INTO CONCRETE - MORE DENSE AT CORNERS - LESS DENSE MID BLOCK

BUILDING EDGE

Sidewalk details design concept



Landscape Palette

A landscape palette helps reflect the character of a place and is a key element in any streetscape design.

The images of trees, shrubs and low groundcovers to the left show the proposed landscape palette for the Corey Avenue District that focuses on native and other plants that are both hardy and attractive.



Tabebuia impetiginosa



**Sabal-palmetto sp.*



Arbutus unedo

UNDERSTORY TREES



**Conocarpus erectus*



**Coccoloba uvifera*



Ajuga reptans



Archontophoenix alexandrae



Washingtonia robusta sp.



**Morella cerifera*



Carissa macrocarpa



**Muhlenbergia sp.*

LOW GROWERS



**Spartina patens*



Callistemon citrinus



Rraphiolepis

SHRUBS



Phoenix roebelenii



Ixora coccinea sp.

**=native*



**Scaevola plumieri*



A Vision for the Corey Avenue District

05 ARCHITECTURE & COMMERCIAL SIGNAGE

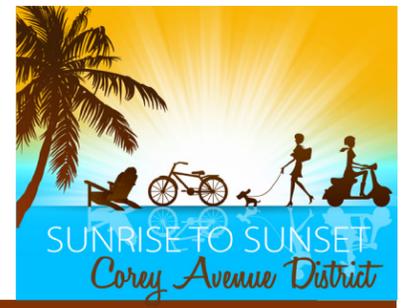
Architectural Character

St. Pete Beach community members want to see a diverse mix of architectural styles, colors, and scales that retains the current character of the Corey Avenue District. As noted earlier, shade features such as awnings and balconies are important given the Florida summertime climate and should be incorporated into building architecture whenever possible. These architectural features also can provide continuity between these diverse building types.

These images show the proposed architectural styles and character for the Corey Avenue District. They represent examples appropriate for larger new development at the east and west ends of Corey, along with smaller scale infill and rehab.



A Vision for the Corey Avenue District

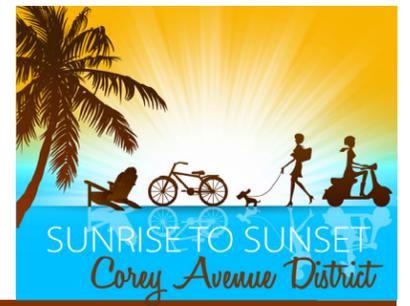


Commercial Signage

The use of attractive, high-quality commercial signage can also provide continuity among a diverse range of building types. Commercial signage contributes to the overall feel of a place.

The images are potential business signage types and conceptual examples for the district that showcase upscale retail and are oriented to the pedestrian.





A Vision for the Corey Avenue District

06 POLICY ANALYSIS

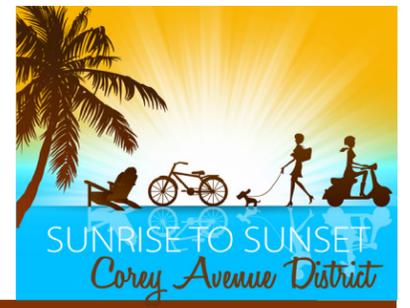
Baker conducted a review of St. Pete Beach's Comprehensive Plan and Land Development Code (LDC) in relation to the proposed Vision Plan for the Corey Avenue District (Vision Plan). The map to the right depicts the study area boundaries for the Vision Plan.

The Comprehensive Plan offers a general, long-range vision for the future development of St. Pete Beach in its entirety. It offers goals, objectives and policies to achieve the long-range vision for the City. Complimentarily, the LDC provides specific regulations for the development of land within the City such as principal uses permitted, conditional uses allowed, prohibited uses, minimum lot requirements, heights, densities and the parking required for the type of development. These requirements typically vary according to the district classification of the parcel of land.

This review explored how compatible St. Pete Beach's Comprehensive Plan and LDC are compatible with the future Vision Plan for the Corey Avenue District. Instances of incompatibility are noted in this section of the report and more detailed analysis is found in the Appendix. Baker recommends the City revisit any instances of incompatibility to determine if alterations to the Comprehensive Plan and LDC are required in order to effectively implement the Vision Plan for the Corey Avenue District.



Corey Avenue District study area



Comprehensive Plan Review

The St. Pete Beach Comprehensive Plan was adopted in October 2008 and last amended in 2012.

The Future Land Uses outlined in the Comprehensive Plan found within the study area include the following:

- Community Redevelopment District (CRD) which is subdivided into the Gulf Boulevard Redevelopment District and the Downtown Redevelopment District (DRD). The Downtown Redevelopment District contains character districts which represent the majority of the study area; and
- Commercial General District (CG) which contains a small amount of the study area.

A general review of the adopted Comprehensive Plan and its overall intent for the CRD, particularly within the DRD, reveals supportiveness of the key elements of this Vision Plan.

For instance, the Comprehensive Plan and Vision Plan both intend to encourage:

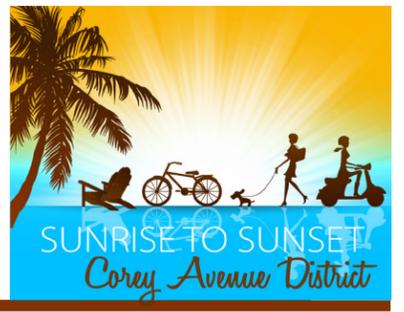
- Development that anchors the East and West ends of Corey Avenue
- A mix of uses in the downtown core area
- A variety of building forms and styles that respect the downtown character of Corey Avenue and enhances the quality of design found in the public realm
- Complete streets that encourage alternatives to driving and a different approach to parking
- More public spaces and access to the water for residents and visitors to enjoy while downtown

However, the Comprehensive Plan and Vision Plan differ in a few ways as well. In order to provide greater consistency between the plans, it is recommended that St. Pete Beach re-examine the following items in the Comprehensive Plan:

- **The exclusion of some land from the Town Center Coquina West District (TC-2) character district which is part of the Downtown Redevelopment District (DRD) which is a part of the Community Redevelopment District (CRD) in the Future Land Use Plan** (see p. 37; p. 190). There is a sliver of land on the west end of the Vision Plan study area that is classified as Commercial General rather than the adjacent Town Center Coquina West District (TC-2) character district which is a part of the DRD, and larger CRD. It is not clear in the Comprehensive Plan why the Commercial General parcels were left out of the TC-2 designation. The City should



A Vision for the Corey Avenue District



consider the consolidation of the Commercial General land into the TC-2 character district.

- **Support and pursuit of a pedestrian bridge over Gulf Boulevard connecting the east and west areas of Corey Avenue** (see p. 71, Policy 12; p. 95, Policy 12). Pedestrian bridges can improve pedestrian access, enhance pedestrian safety, and provide a unique opportunity for a city gateway if correctly placed. For that reason, the Vision Plan proposes the placement of a pedestrian bridge/gateway on 75th Avenue. A second pedestrian bridge/gateway would not be appropriate for the intersection of Gulf Boulevard and Corey Avenue. It would detract from the streetscape and safety improvements brought about by the Vision Plan. The City should consider eliminating these policies in its Comprehensive Plan.

More generally, when the City has the opportunity to update the Comprehensive Plan in the future, changes should:

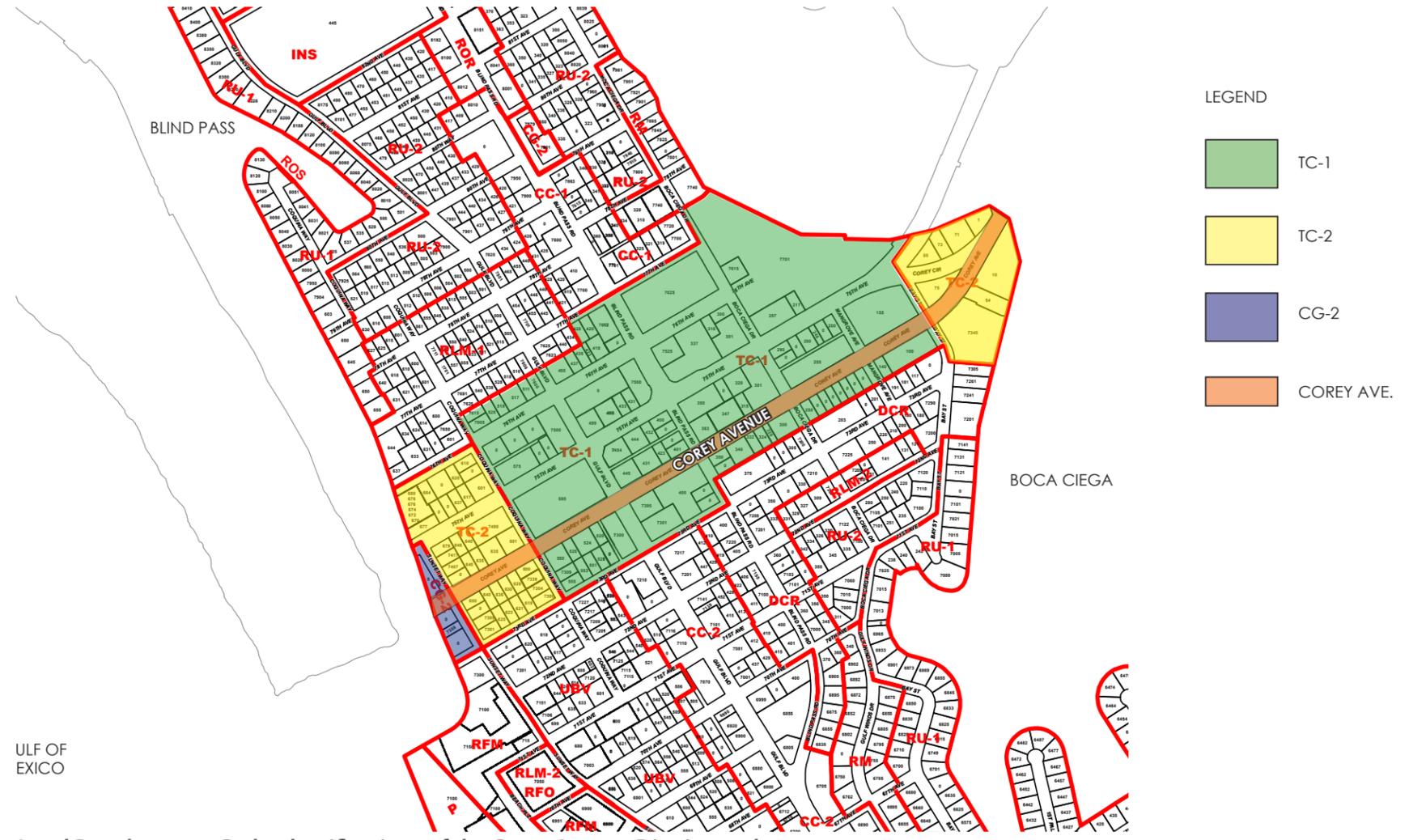
- Streamline the Comprehensive Plan's written text.
- Aid reader understanding of the complexity of the different land use districts, perhaps through the addition of more graphics such as tables and charts, matrices and maps.
- Ensure consistency between the permitted uses and standards in the Comprehensive Plan written text and the LDC.

Land Development Code Review

The districts in the LDC found within the Corey Avenue study area include the following:

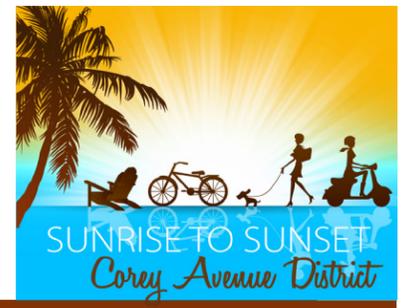
- CG-2 Commercial District
- TC-1 Town Center Core District
- TC-2 Town Center Corey Circle District (aka "Sunrise" end of Corey Avenue)
- TC-2 Town Center Coquina West District (aka "Sunset" end of Corey Avenue)

Furthermore, there are other key sections of the LDC that also apply to development of the study area addressed by the Vision Plan such as 1) Division 23 Off-Street Parking and Loading and 2) Division 39: Community Redevelopment District General Standards. Those divisions must be considered in tandem with the TC-1, TC-2 and CG-2 district regulations.



Land Development Code classifications of the Corey Avenue District study area

A Vision for the Corey Avenue District



The LDC review compared the Vision Plan for the Corey Avenue District against the LDC regulations for each district in the study area. In general, some potential conflict areas between the two revolve around:

- Parking
- Density
- Land assembly

Parking Requirements – The LDC’s parking requirements challenge the redevelopment potential of the Corey Avenue District because they are not tailored enough to the downtown environment and the city’s desire to offer more alternatives to driving a vehicle. The regulations take a fairly inflexible approach to parking by requiring off-street spaces onsite (or within 300 - 600 feet of the building if the spaces cannot be accommodated on site), by requiring a certain number of spaces based on the building’s use and size, by not allowing existing on-street parking spaces to help count against the total off-street spaces required, and by not making it easier to share parking with other businesses or facilities. Many downtown property lots are small meaning onsite parking is difficult to accommodate without devoting a sizable amount of the lot to spaces. In turn, street-facing parking lots interrupt a consistent Corey Avenue streetscape and detract from the traditional main street environment. The LDC also is vague about the treatment of parking structures and does not provide enough meaningful design guidance. Parking structures can have significant visual impacts on the streetscape of a downtown area, thus it is beneficial to address parking structure design in more depth and greater detail.

- **Recommendation** - The Vision Plan presents a redevelopment concept that does not adhere to the parking requirements currently in place. The concept has not provided the number of parking spaces in the locations the LDC would currently require. The City should revisit its parking regulations and consider taking a more flexible, tailored approach to parking requirements in the Corey Avenue District. The City should also better define its design expectations for parking structures.

Density – The LDC’s mixed use density regulations may challenge the redevelopment potential of the Corey Avenue District because regulations may not allow enough residential density to make mixed use redevelopment attractive in the City’s TC-2 districts. Redevelopment in these areas may remain stalled unless greater density and thus value to a developer can be extracted from the land.

- **Recommendation** - The Vision Plan presents a redevelopment concept that adheres to the City’s current height regulations, but in some cases does not meet the current site and density requirements in place under the LDC for mixed use buildings with temporary lodging uses or residential uses incorporated into

them. For instance, the Sunset development concept on the east end of Corey Avenue depicts mixed use buildings that could yield a density of 30 residential units per acre, which exceeds the currently allowed 24 units per acre. It remains to be seen if a developer will pursue a redevelopment scheme in either TC-2 district. The City should revisit its regulations in the future if redevelopment remains stalled due to the density restrictions.

Land assembly – Smaller lots are found in the downtown area. However, redevelopment schemes require a minimum site size of 1.8 acres for mixed use residential, or a minimum site size of 2 acres for mixed use temporary lodging uses (hotel, motel, or resort condominium) in the City’s TC-2 districts. Redevelopment in these areas may remain stalled due to practical difficulties associated with the land assembly of small lots and multiple property owners. Successful redevelopment is dependent on land assembly and/or the cooperation of multiple property owners on a shared vision.

- **Recommendation** - The Vision Plan presents a redevelopment concept that imagines successful land assembly to produce anchor development on the east and west ends of Corey Avenue. However, the Sunset development concept may not ultimately meet the minimum site size requirements of the current LDC. The Sunset concept depicts a mixed use building with a hotel and expanded public space sitting on 1.75 acres—a site size that falls just short of the 2 acre minimum for development. It remains to be seen if a developer will pursue a redevelopment scheme in either TC-2 district. The City should revisit its regulations in the future if redevelopment remains stalled due to the difficulty of small lot land assembly and meeting minimum site sizes.