Workshop Outline

- Project Overview
- Week in Review
- Findings & Direction
- Questions & Discussion
- Next Steps
PROJECT OVERVIEW
Project Study Area

MASTER PLAN STUDY AREA (69.2 ACRES)
Corey Avenue District | Planning Efforts

- Couplet Study (2011-13)
- Master Planning S.W.O.T.
- Tampa Bay Regional Planning Council (2013)
- CRA process (2005-13)
• Streetscape
• Gateways
• Circulation – bike, ped, auto
• Redevelopment opportunities
• Development code recommendations
Mobile LiDAR

City of St Pete Beach
Process and Schedule

- Review Previous Planning Efforts
- Assess Existing Conditions
- Community Design Workshops
- Develop Conceptual Plans
- Community Review
- Refine Conceptual Plans & Design Concepts
- Final Concept & Approval

**Dates:**
- **Oct – Nov 2013:** Assess Existing Conditions
- **Dec 2013 – Mar 2014:** Develop Conceptual Plans
- **Mar – May 2014:** Refine Conceptual Plans & Design Concepts
WEEK-IN-REVIEW
Corey Avenue District
Community Design Week
City of St Pete Beach

Get Involved!!
November 19 – 22, 2013
Breakfast Meeting | Wednesday
District Walk | Wednesday
Couplet Discussion Group | Wednesday

- Concern re: diverting too much traffic to 73rd & Couna
- Current location of transit stop blocks traffic
- Design should improve Corey
- Park cuts vs. sidewalks = issue
- Trees vs. sidewalks = issue
- Courage off design feature
- Consider change?

- How will tourists "see" Corey?
- Apply to expand concept
- North? Ped. improvement
- Add complexity to driving movements
- What will make tourists step businesses
- Opply to add parking on Blind Pass
- Speed limit on Corey?
Design Workshop | Wednesday
Corey Avenue District
Community Design Week

Group Discussion:
1) What three ideas/visions presented for the Corey Avenue District do you think are most important?

2) What three ideas/visions presented for Corey Avenue District concern you the most?

3) What three new ideas would you like to add?

NONE

Design Workshop | Wednesday
Design Workshop | Wednesday

**DISLIKES**
- Too consistent
- Too "matchy"
- "Null" narrow sidewalk
- Lack of unique characteristics
- "Adirondak" does not = beach
- "Adirondak" looks lazy (Adirondak)
- Lack of visual interest
- Trees dominate
- Busy/trendy design
- Concrete benches
- Saneness
- Theme park aesthetic

**LIKES**
- Architecture - tile
- Mixed use
- Welcoming
- Color, awnings, consistency
Stakeholder Interviews | Wed & Thur
District Walk | Thursday
FINDINGS & DIRECTION
- Character, Sense of Place & Image
- Amenities
- Gateways
- Sunrise – Sunset
- Redevelopment Opportunities
- Architecture & Use
- Couplet
- Mobility & Connectivity
- Parking
- Implementation
Character, Sense of Place & Image

Not this!!!
Character, Sense of Place & Image

But, not this either!!!
Character, Sense of Place & Image

**Uniquely St. Pete Beach**

Mosaic of different communities in SPB – “everyone’s Downtown”

“Upscale beach”

“Relaxed, but not lazy”

Colorful

Comfortable
Amenities

Flexibility – movable chairs, parklets

Street furniture

Lighting

Public art

Dual purpose

Public restrooms

Comfort
Gateways
Gateways

• Gateway Treatment Options:
  – Monuments
  – Arches
  – Streetscape features
  – Landscaping
  – Signage
  – Architecture
  – Public art
Sunrise - Sunset
Sunrise - Sunset

- Signature projects
- Public space
- Views/vistas
- Pedestrian connections
- Fishing pier
- Boat docks/marina
- Festivals/events
Redevelopment Opportunities
Architecture & Use

- Diversity - architecture, color, & scale
- Quality signage
- Mixed use
- Shade features
- Hotels

Love it!

Retain character
Couplet
Couplet

Support:

Increasing areas for beautification & on-street parking

Improving traffic flow & intersection safety
Couplet

Concern:

- Loss of business visibility
- Will it work?
- Driver confusion
Couplet

Recommend:
Continued outreach & education
Explore couplet design options
Mobility & Connectivity

- Buffered Sidewalks
- Safe Street Crossings
- Wayfinding Signage
- Bike Facilities
- Alleys
- Water Taxis
- Enhanced Trolley Stops
Parking

• Park Once!
• Understand existing parking supply & utilization
• Employ parking management strategies
  – Shared parking
  – Relax standards
  – Signage
  – Valet
• New opportunities: library lot, couplet opportunities
• Consider structured parking with new development
<table>
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| • Funding | *Where? How much?*
| • CRA | *Connect ASAP*
| • Development Code | *Obstruction*
| • Business Types | *Appropriate*
| • Comprehensive Plan | *Uncertainty*
| • FEMA | *Insurance & Design*
| • Transitional Uses | *Allow*
| • Economic Development | *Focus*
| • Marketing & Promotion | *Essential* |
Return on Public Investment . . .

• For every $1 invested into a downtown, there is a $32 return into the community.
  - National Main Street Institute

• The Barracks Row/8th St SE District in Washington DC
  – $8 million invested in public funds. Within two years, the private sector invested additional $8 million
  – 32 new businesses

  - Source: CT Main Street
DISCUSSION & QUESTIONS
NEXT STEPS
Next Steps

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