

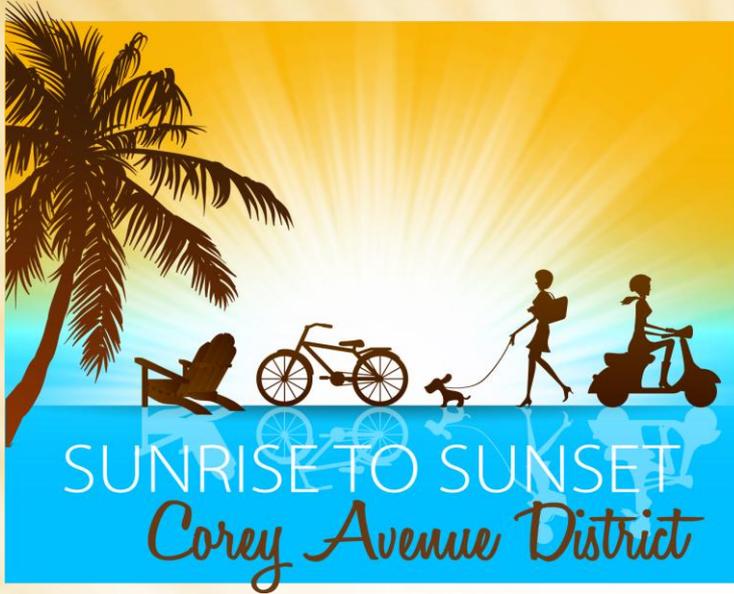
Commission Workshop

Corey Avenue District
November 21, 2013



Workshop Outline

- Project Overview
- Week in Review
- Findings & Direction
- Questions & Discussion
- Next Steps



PROJECT OVERVIEW

Corey Avenue District | Planning Efforts

- Visioning Workshop Report (2002)
- Regulatory Review & Assessment (2003)
- A Master Plan for the Resort/Commercial Districts (2003)
- Couplet Study (2011-13)
- Master Planning S.W.O.T.
- Tampa Bay Regional Planning Council (2013)
- CRA process (2005-13)



Mobile LiDAR

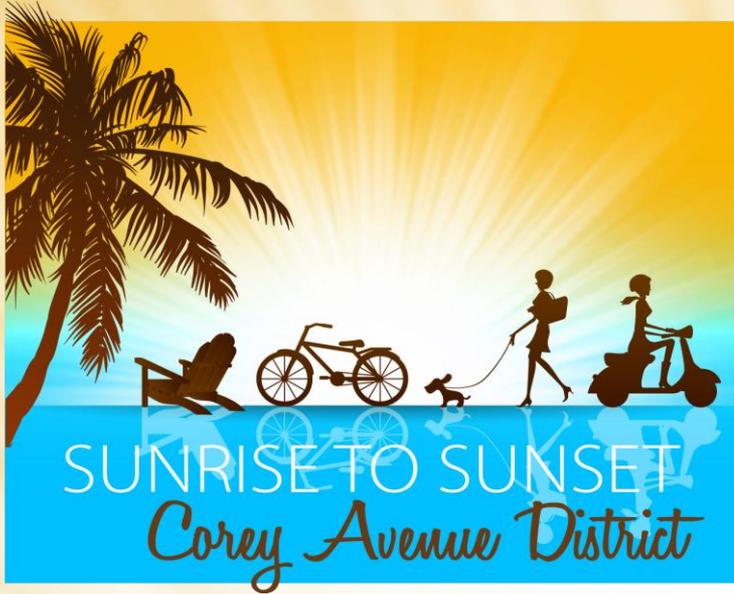
City of St Pete Beach



Baker

Process and Schedule





WEEK-IN-REVIEW

Corey Avenue District

Community Design Week

City of St Pete Beach

Get Involved!!
November 19 - 22, 2013



Schedule | The public is strongly encouraged to participate in one or all of the following Community Design Week events!

TUESDAY, NOVEMBER 19

Public Meeting - Community Redevelopment Area (CRA)
5:00 pm to 6:00 pm
Location: City Hall, 155 Corey Avenue
City Commission Chambers

In concert with the Corey Avenue District Enhancement Project is the update of the CRA. This public meeting will focus on giving a basic overview of what a CRA is, explaining how it is linked to the downtown project, and outlining specific outcomes that the community would like to accomplish through the CRA.

WEDNESDAY, NOVEMBER 20

Breakfast Meet & Greet with Local Merchants
8:30 am - 9:30 am
Location: City Hall, 155 Corey Avenue
City Commission Chambers

Business owners and employees are invited to meet the project team and informally discuss your ideas and thoughts about the Corey Avenue District. Coffee and a continental breakfast will be available.

Community Walk #1
9:30 am - 10:30 am
Location: Meet at City Hall, 155 Corey Avenue

Residents, property owners, merchants and all interested community members are invited to walk the Corey Avenue District with the project team. During the walking tour, participants will have a chance to point out general areas of concern and ideas for improvement. Comfortable shoes are recommended.

Community Discussion Group: Couplet Concept
10:30 am - 12:00 pm
Location: City Hall, 155 Corey Avenue
2nd Floor Conference Room

The concept of a couplet has been proposed to address downtown walkability, aesthetics and parking issues. Although the couplet has been discussed in previous public forums, no definitive decision has been made to this point. Interested community members are encouraged to join this focus group to learn more about the key factors which led to the current couplet concept and share your thoughts on this proposal or other design alternatives.

Community Workshop
6:00 pm - 8:30 pm
Location: Community Center, 7701 Boca Ciega Drive

Participate in a hands-on workshop to explore "old" and new ideas for the improvement of the Corey Avenue District. The general vision for Corey will be discussed along with the possibility of a couplet and other concepts. Additionally, participants will weigh in on specific preferences for enhancing urban design, gateways, and streetscape in a manner that strengthens the District's sense of place and unique character.

THURSDAY, NOVEMBER 21

Community Walk #2
1:00 pm - 2:00 pm
Location: Meet at City Hall, 155 Corey Avenue

Join your friends and neighbors to participate in an afternoon walk around the Corey Avenue District. During the walking tour, you are encouraged to pay particular attention to the unique features of the streetscape, architectural styles, pedestrian circulation and public spaces to identify potential areas and ideas for enhancement. Comfortable shoes are recommended.

City Commission Workshop
5:00 pm - 7:00 pm
Location: City Hall, 155 Corey Avenue
City Commission Chambers

Community members and stakeholders are invited as the Project Team shares with the Commission what they have learned and heard from the community thus far. Highlights from the walks, interviews, and workshop will be explored and discussed.

Community Walk #3
7:00 pm - 8:00 pm
Location: Meet at City Hall, 155 Corey Avenue

Join your friends and neighbors in a nighttime walk through the Corey Avenue District. Participants will be asked to pay particular attention to experience and image of the District at night - identifying areas of concern and those of opportunity. Comfortable shoes are recommended.

Throughout the Week ...
Watch for Project team members walking around downtown - they may invite you into brief impromptu interviews and conversations! The team will also be spending time during the week conducting site reconnaissance, working with City staff, conducting pre-scheduled interviews, and developing draft enhancement concepts.



CRA Workshop | *Tuesday*



Breakfast Meeting | *Wednesday*



District Walk | *Wednesday*



Couplet Discussion Group | Wednesday



- How will tourists "see" Corey?
- Oppy to expand concept north? → ped. improvements
- Adding complexity to driving movements
- What will make tourists stop & park on Corey?
- Oppy to add parking on Blind Pass
- Speed limit on Corey?

- ### COUPLET COMMENTS
- Concern re: diverting too much traffic to 73rd & Coona
 - Current location of transit stop blocks traffic
 - Design should improve Coona
 - Curbcuts w/ ^{buffer zone} sidewalks = issue
 - courage alt. design feature
 - pedestrian conflicts at Blind Pass
 - consider change?
 - traveling one direction only
 - businesses

Design Workshop | *Wednesday*



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?

PARKING → PARKING GARAGE
 COUPLET WALKABILITY
 OUTDOOR DINING
 UNIQUE STREETSCAPING

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

NONE

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

ENTRANCE FEATURES - COREY DOWN



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?

- Walkability - upgrading pedestrian Safety + Comfort
- Building a Bike Lane Network
- Adding Public Restrooms

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

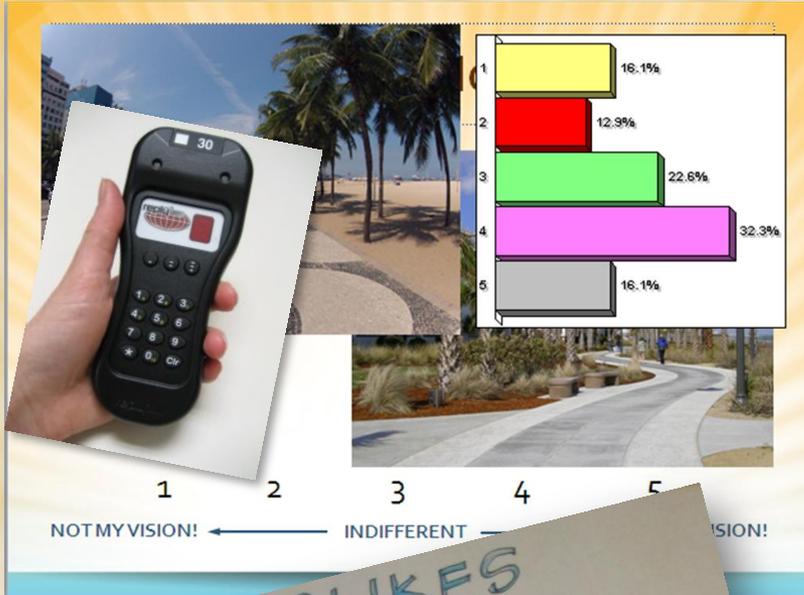
- ENSURE INFRASTRUCTURE CAN SUPPORT DEMAND
- PARKING LANES ON COREY AVENUE (FOR VISIBILITY, WHEN COMING AND GOING - PARKING)
- DO SOMETHING WITH EAST COREY

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

- WALK OVER FROM COREY OVER GUY ONE
- WALK OVER FROM 75TH TO MANGROVE
- UNDER GROUND UTILITIES USING PAVILLAS COUNTY GUY ONE BOUNDARY/SECTION MARKERS



Design Workshop | Wednesday



DISLIKES

- TOO CONSISTENT
- TOO "MATCHY"
- DULL -
- NARROW SIDEWALK
- NO UNIQUE CHARACTERISTICS
- ADIRONDAK DOES NOT = BEACH
- LOOKS LAZY (ADIRONDAK)
- LACK OF VISUAL INTEREST
- TREES DOMINATE
- BUSY/TRENDY DESIGN
- CONCRETE BENCHES
- SAMENESS
- THEME PARK AESTHETIC

LIKES

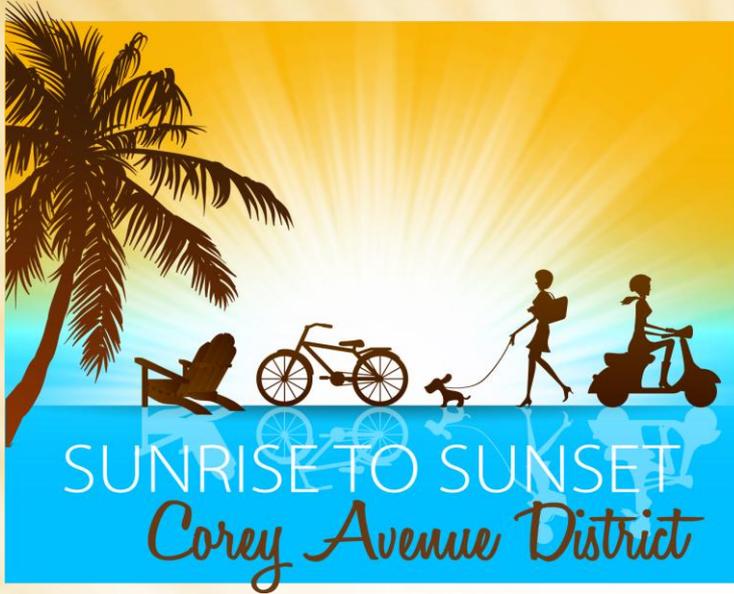
- ARCHITECTURE - TILE
- MIXED USE
- WELCOMING
- COLOR, AWNINGS
CONSISTENCY!

Stakeholder Interviews | *Wed & Thur*



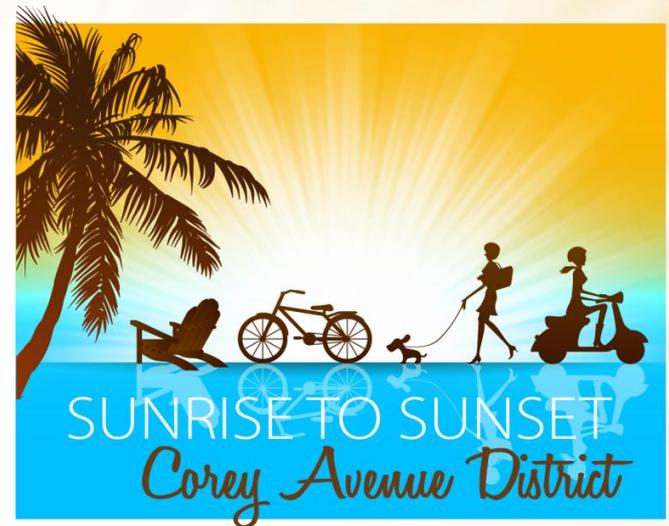
District Walk | *Thursday*





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



Comfort

Public restrooms



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



Love it!

Diversity - architecture, color, & scale

Quality signage

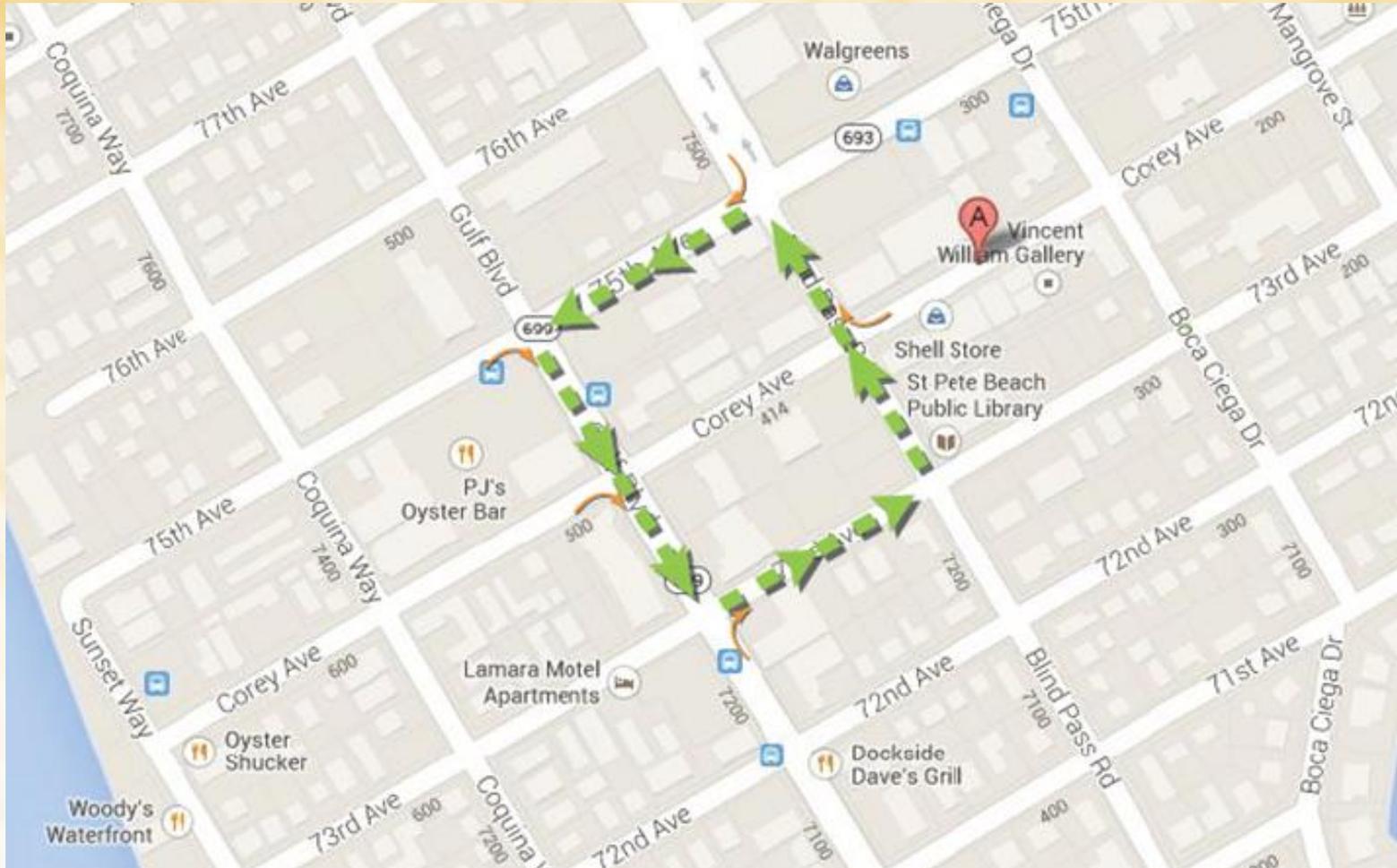
Mixed use

Hotels

Retain character

Shade features

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

Alleys



Bike Facilities

Water
Taxis

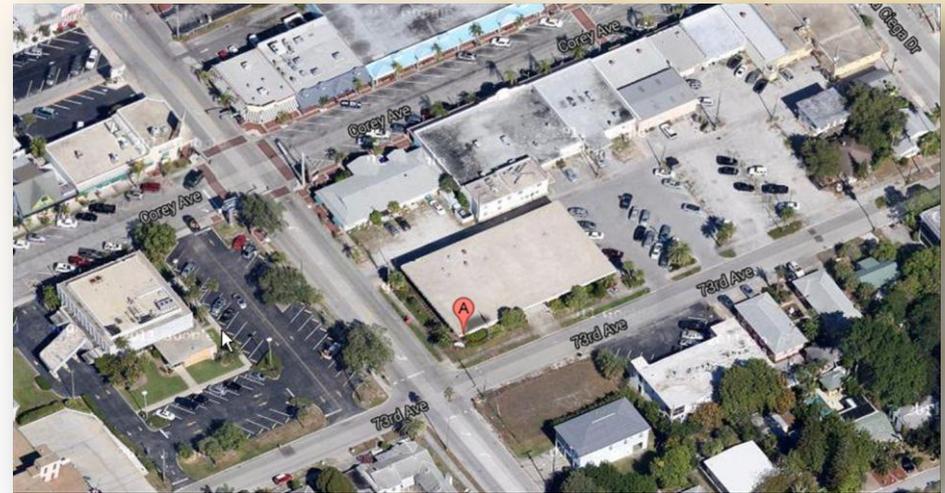


Enhanced
Trolley Stops



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



Implementation



- 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.

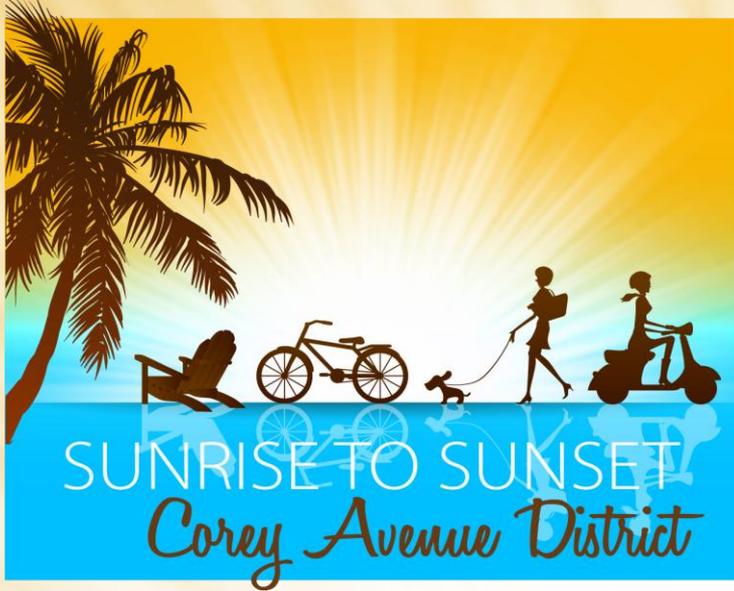
- National Main Street Institute

- The Barracks Row/8th St SE District in Washington DC

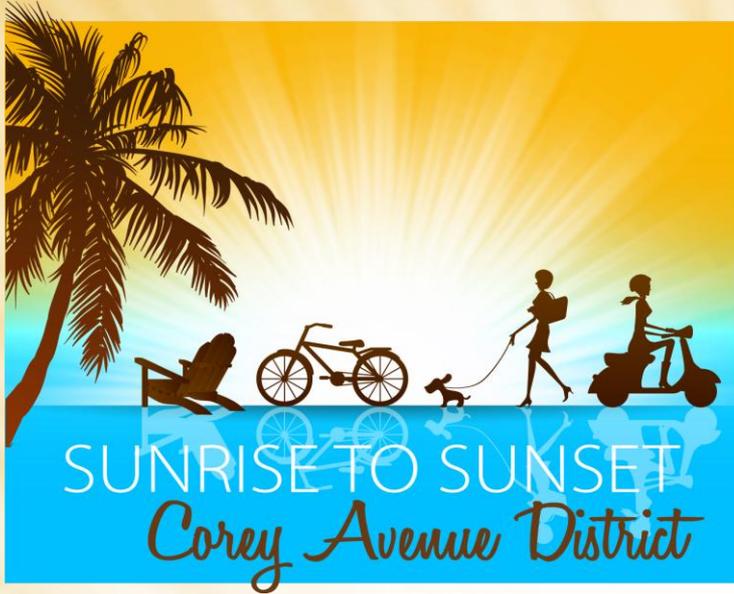
- \$8 million invested in public funds. Within two years, the private sector invested additional \$8 million
- 32 new businesses

- Source: CT Main Street





DISCUSSION & QUESTIONS



NEXT STEPS

Next Steps

