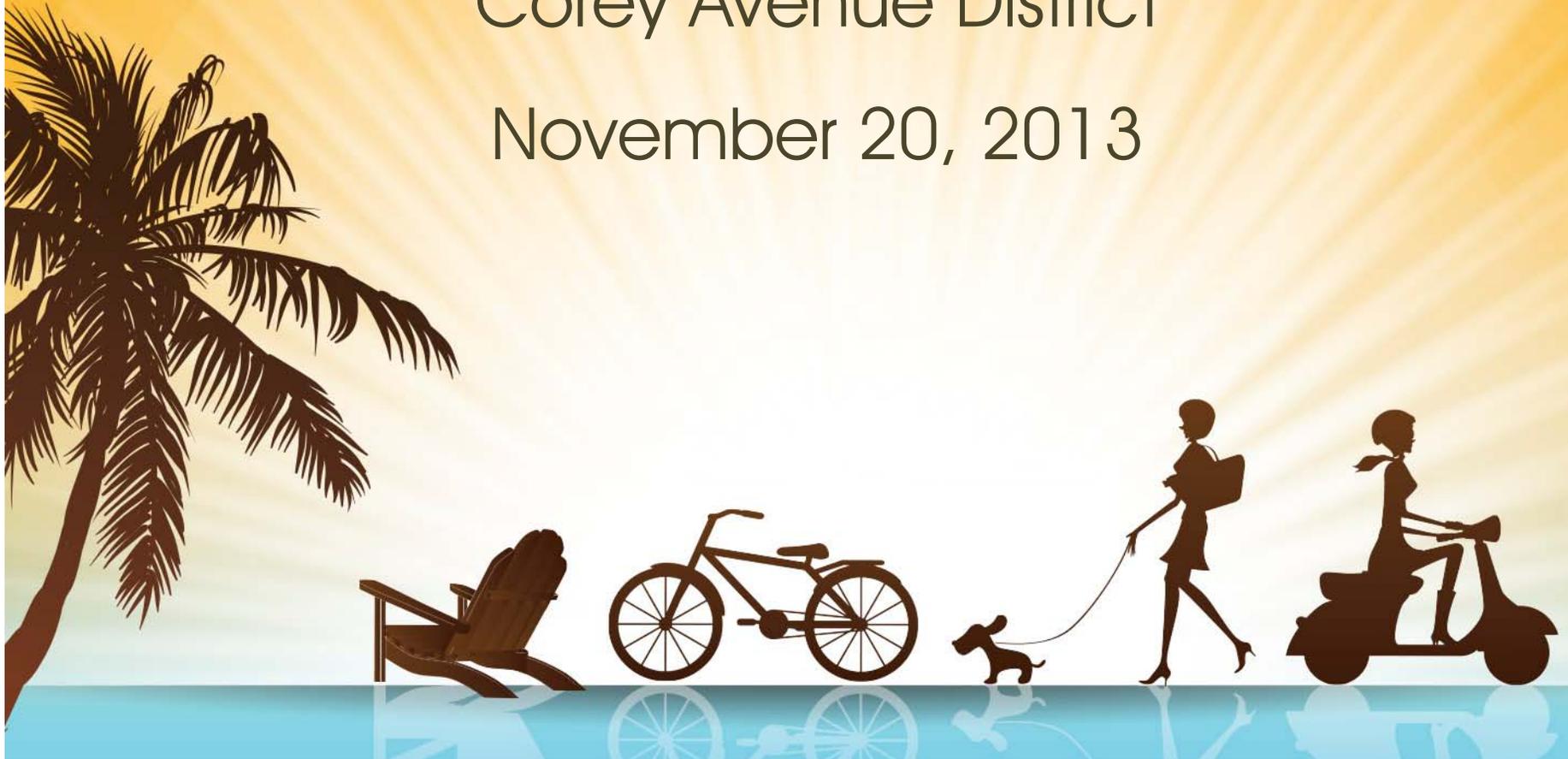


Community Workshop:

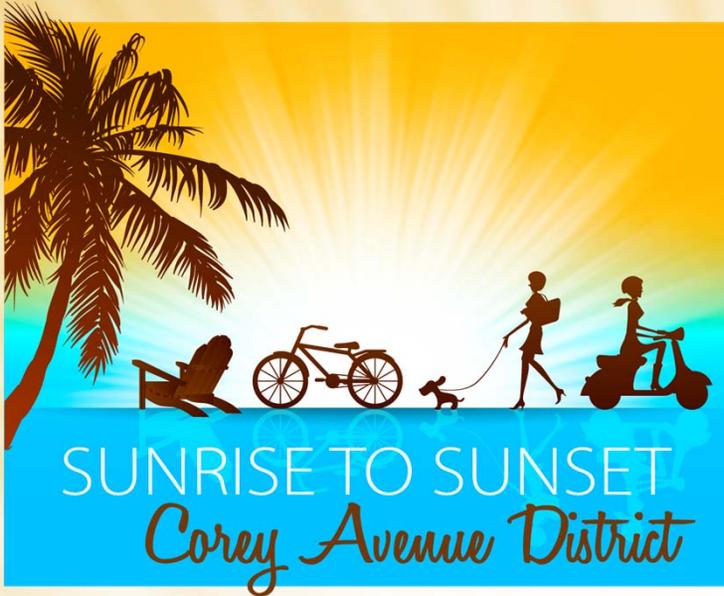
Corey Avenue District

November 20, 2013



Agenda

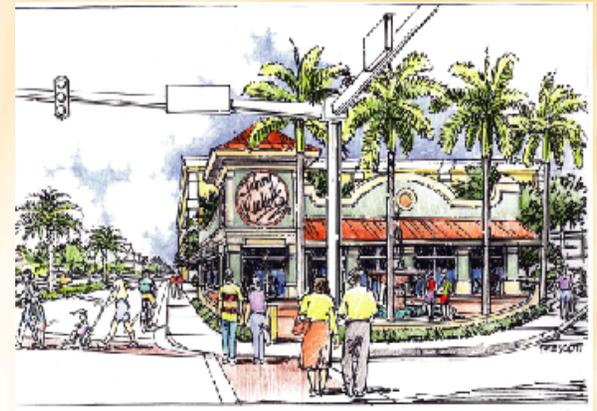
- Welcome and Introduction
- Project Overview
- The Corey Avenue District Vision
 - Roundtable Discussions & Presentations
- Urban Design Details
 - Image Ranking & Discussion
- Summary & Next Steps
- Conclusion

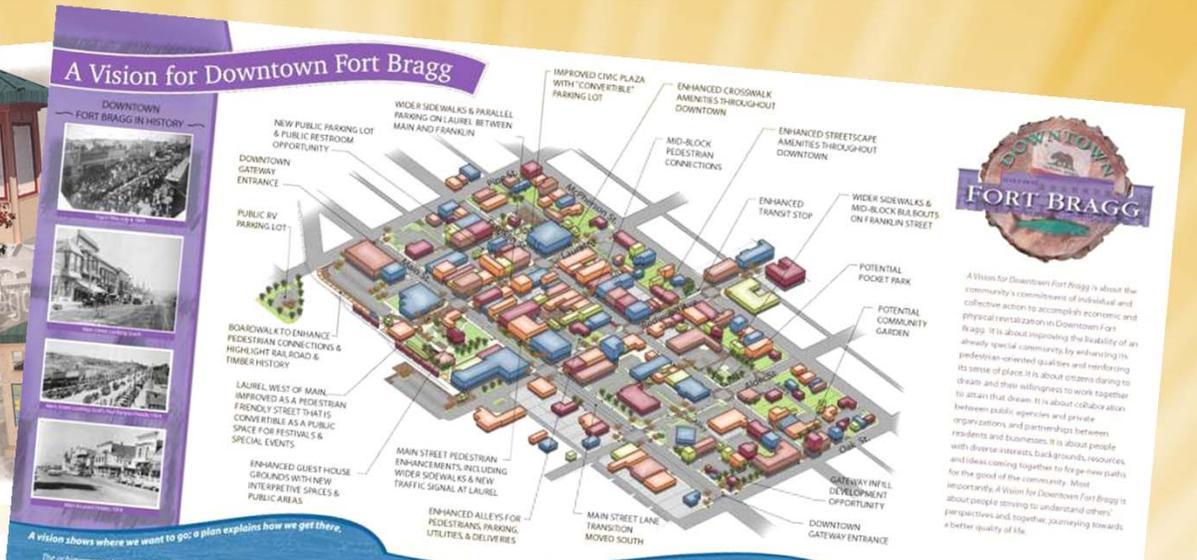
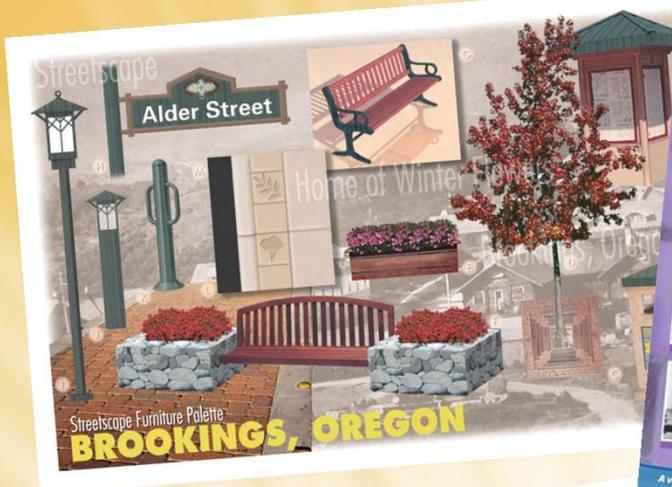


PROJECT OVERVIEW

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)





REDISCOVERING THE VILLAGE A COMMUNITY PLAN

- Streetscape
- Gateways
- Circulation – bike, ped, auto
- Redevelopment opportunities
- Development code recommendations



Mobile LiDAR

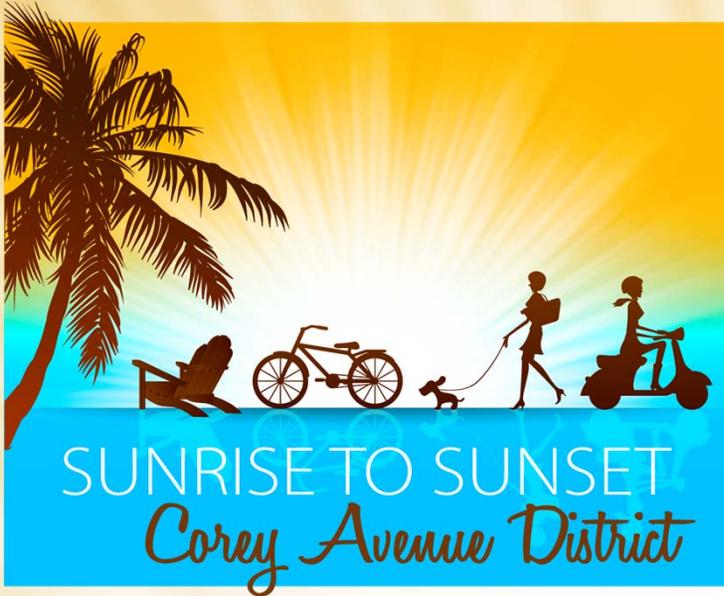
City of St Pete Beach



Baker

Process and Schedule





WHO'S IN THE
ROOM?

How To Use the Polling Devices



LED LIGHT
SHOWS YOUR
SCORE



KEYPAD
NUMBERS

My favorite color is:

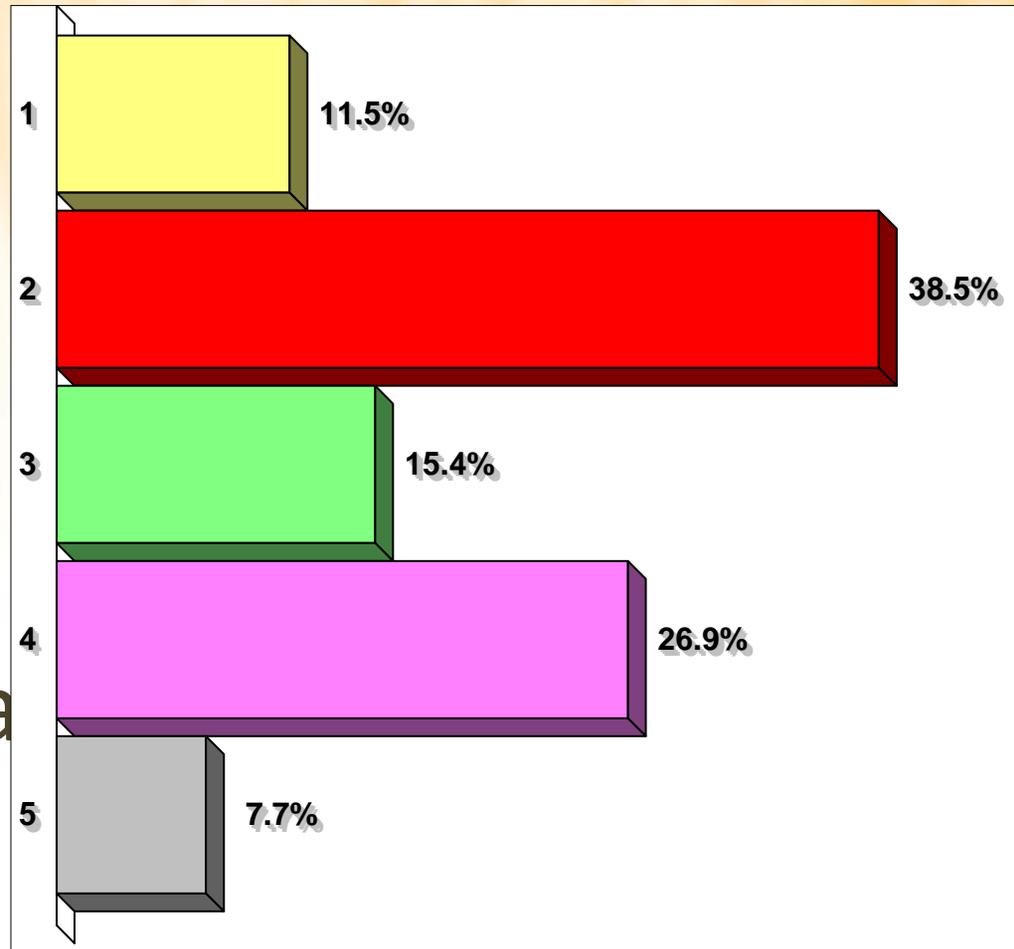
1. Yellow

2. Blue

3. Green

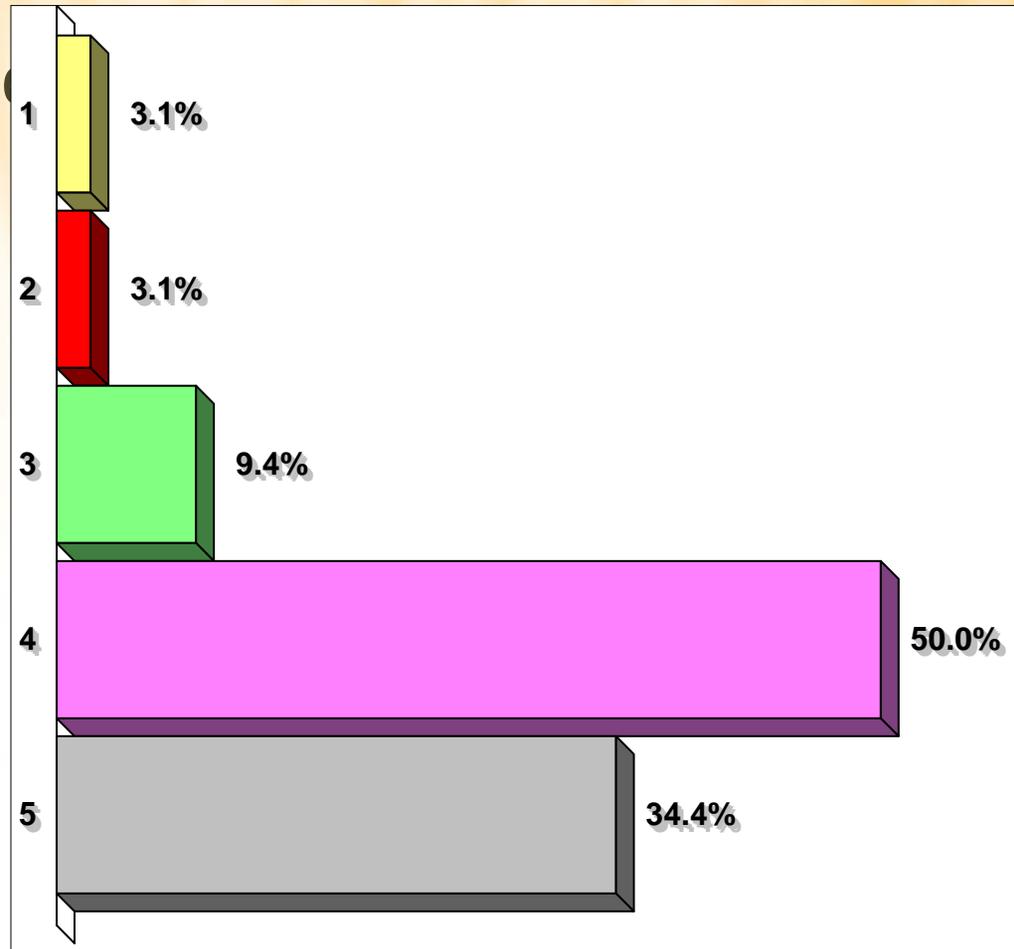
4. Red

5. None of the above



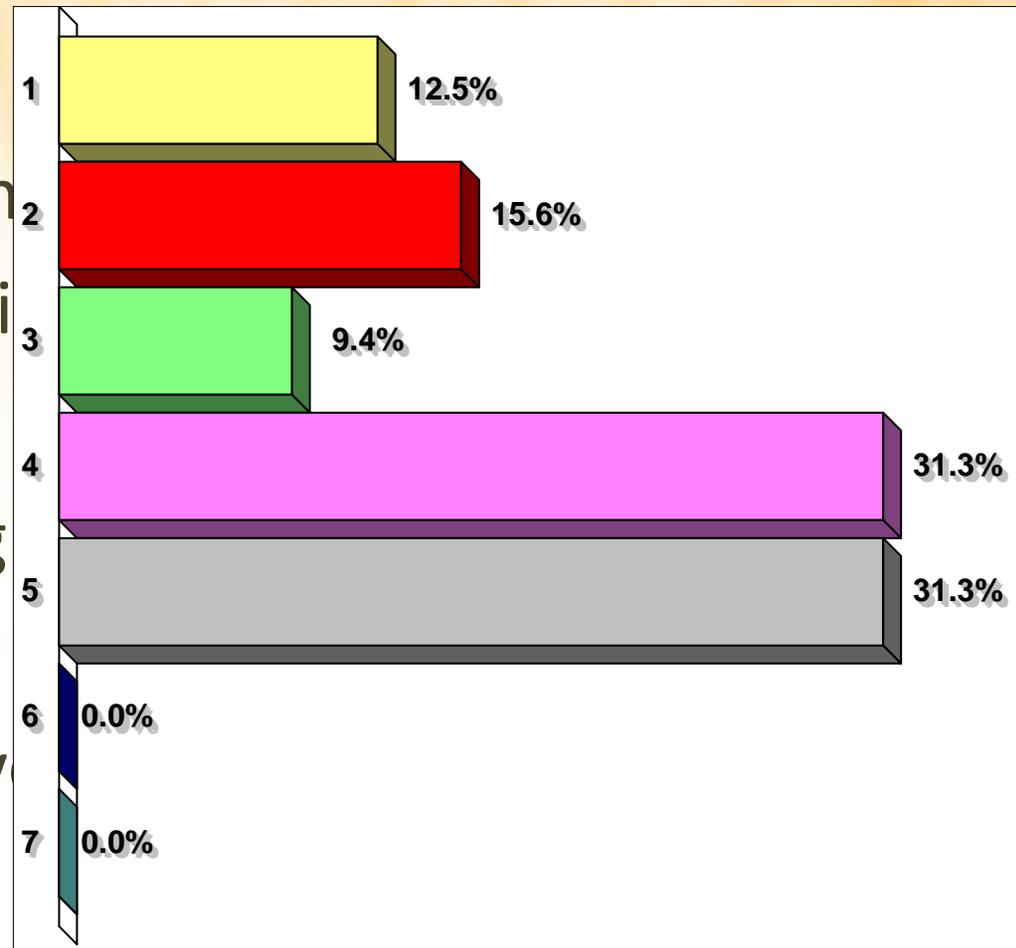
My age group is:

1. Under 20 years old
2. 20-35 years old
3. 36-50 years old
4. 51-65 years old
5. Over 65 years old



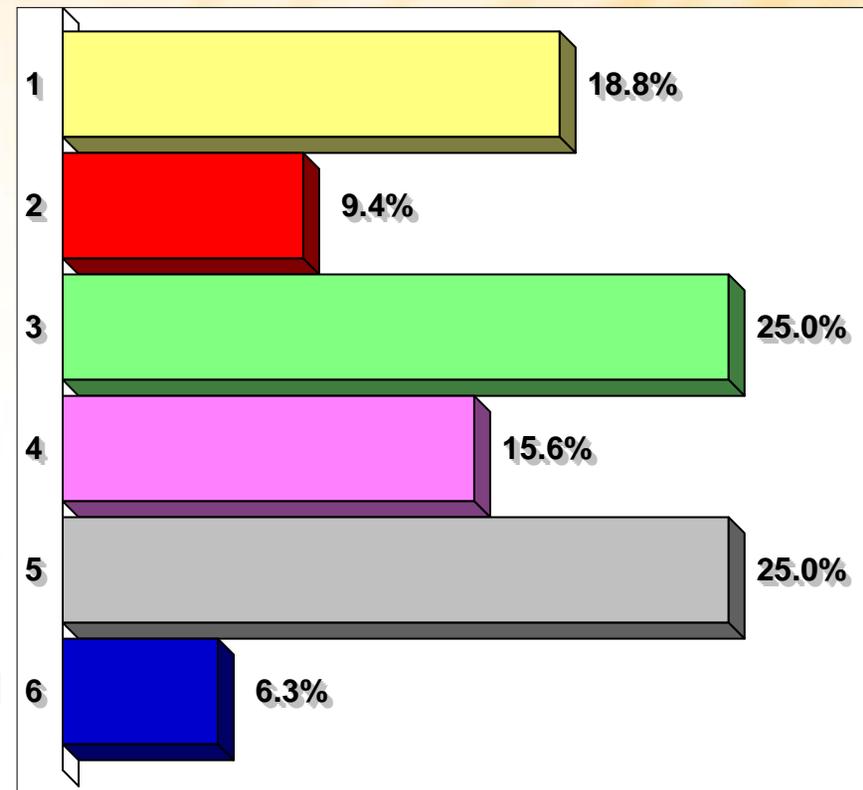
I am here tonight representing:

1. A public agency
2. I live in the community
3. I own a business in the community
4. I own property in the community
5. A concerned neighbor
6. I am only visiting
7. None of the above



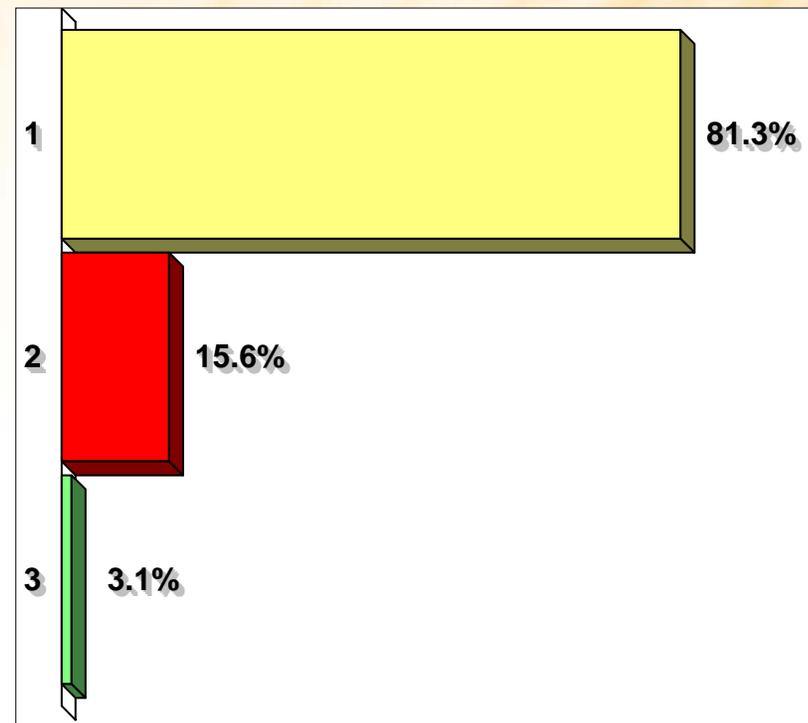
I have lived and/or owned a business/property here for:

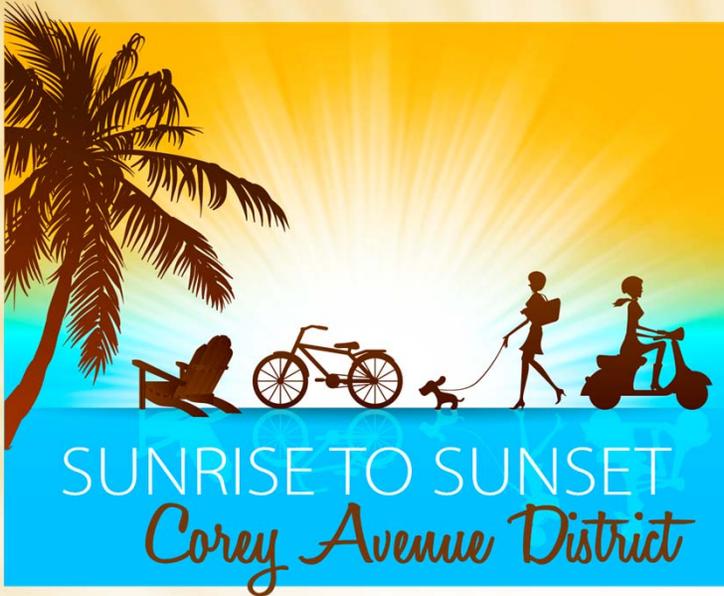
1. Less than 5 years
2. 6-10 years
3. 11-15 years
4. 16 – 20 years
5. 20+ years
6. I do not live or own a community



I was involved in prior planning efforts for Corey Avenue District:

1. Yes
2. No
3. Not sure





COREY AVENUE DISTRICT VISION

Build on Existing Strengths

- City Hall, Post Office, Library, Civic Uses
- Proximity to I-275 corridor
- Existing block layout – walkable
- Small, neighborly
- Beach access
- Trolley
- Natural beauty
- Variety of uses
- Merchants
- Tourism
- History



Source: A Master Plan for the Resort/Commercial Districts

Enhancement Ideas

- Connect Corey Ave to downtown
- Revitalize existing buildings
- Update infrastructure
- Parking/public-private parking
- Architectural continuity
- Re-use of existing civic buildings
- More outdoor dining
- Further diversify commercial uses
- Add hotels and residential



Source: Dawn Lagergren's Blog

Enhancement Ideas

- Beautification
- Improve beach access
- Outdoor events & entertainment
- Walkability - upgrade pedestrian safety & comfort
- Improve lighting
- Incorporate public art
- Build a bike lane network
- Add bike racks
- Keep it family-friendly

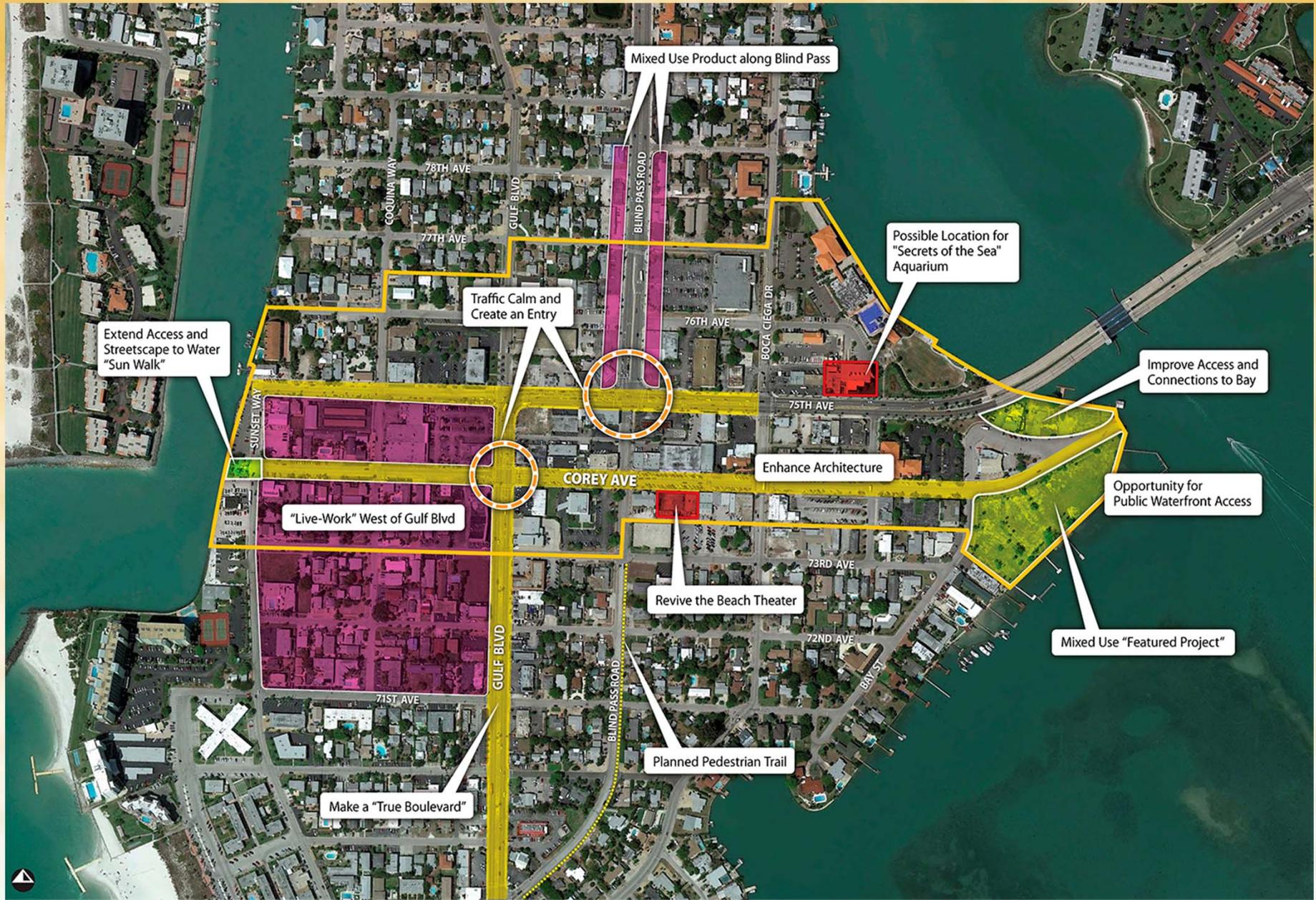


Source: St. Pete Beach Master Plan

CRA Meeting Brainstorm!

- Public restrooms
- Marina/docks at community center
- Signage & information - wayfinding
- Library expansion
- Parking garage
- Improved trolley stops
- Pedestrian plazas
- Unique street furniture
- Public art
- Underground utilities





Extend Access and Streetscape to Water "Sun Walk"

"Live-Work" West of Gulf Blvd

Traffic Calm and Create an Entry

Mixed Use Product along Blind Pass

Enhance Architecture

Possible Location for "Secrets of the Sea" Aquarium

Improve Access and Connections to Bay

Opportunity for Public Waterfront Access

Mixed Use "Featured Project"

Revive the Beach Theater

Planned Pedestrian Trail

Make a "True Boulevard"





Extend Access and Streetscape to Water "Sun Walk"

Traffic Calm and Create an Entry

"Live-Work" West of Gulf Blvd

Revi



Possible Location for "Secrets of the Sea" Aquarium

Improve Access and Connections to Bay

Enhance Architecture

Opportunity for Public Waterfront Access

Revive the Beach Theater

Mixed Use "Featured Project"

“Secrets of the Sea” Opportunity

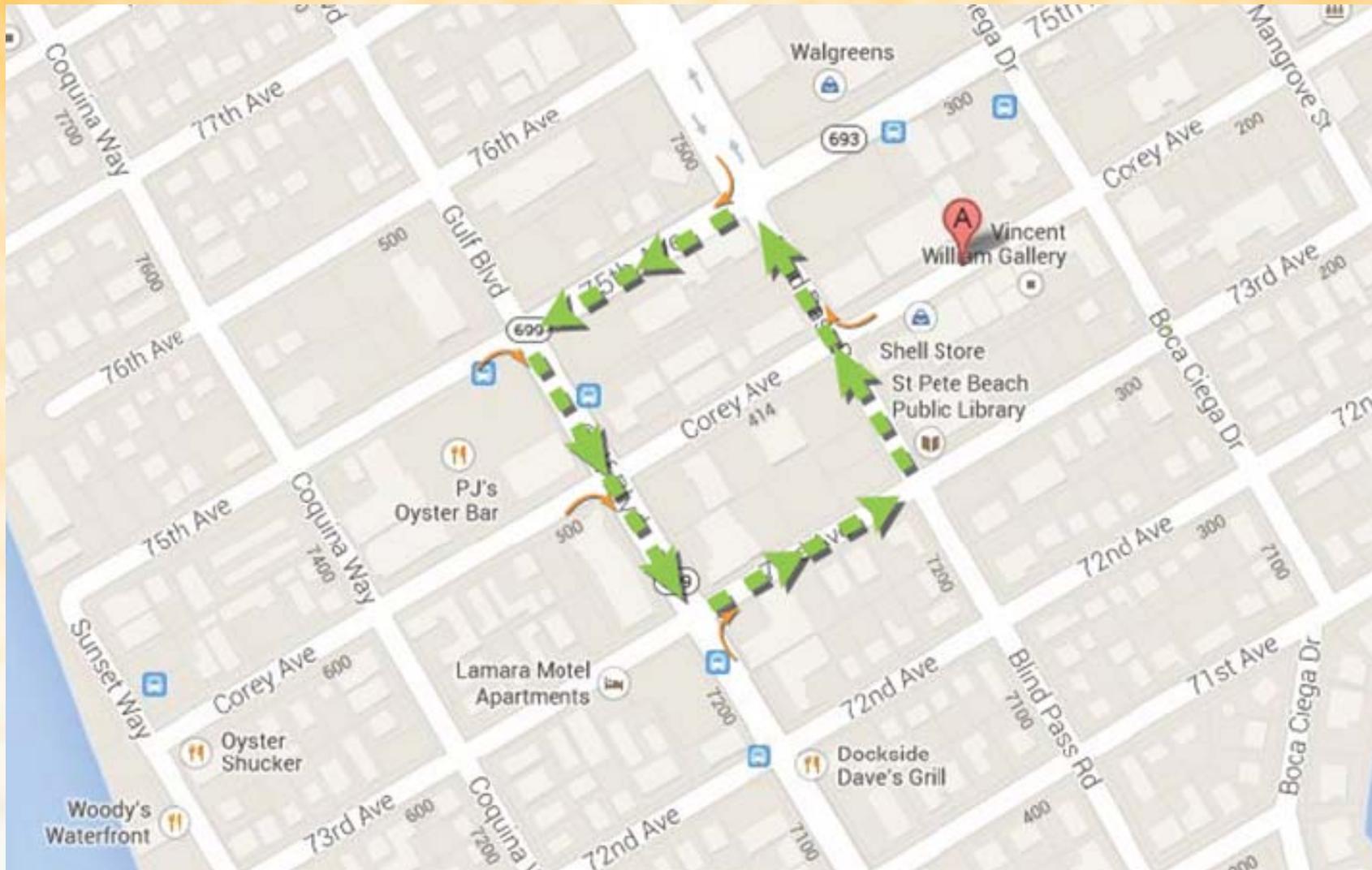


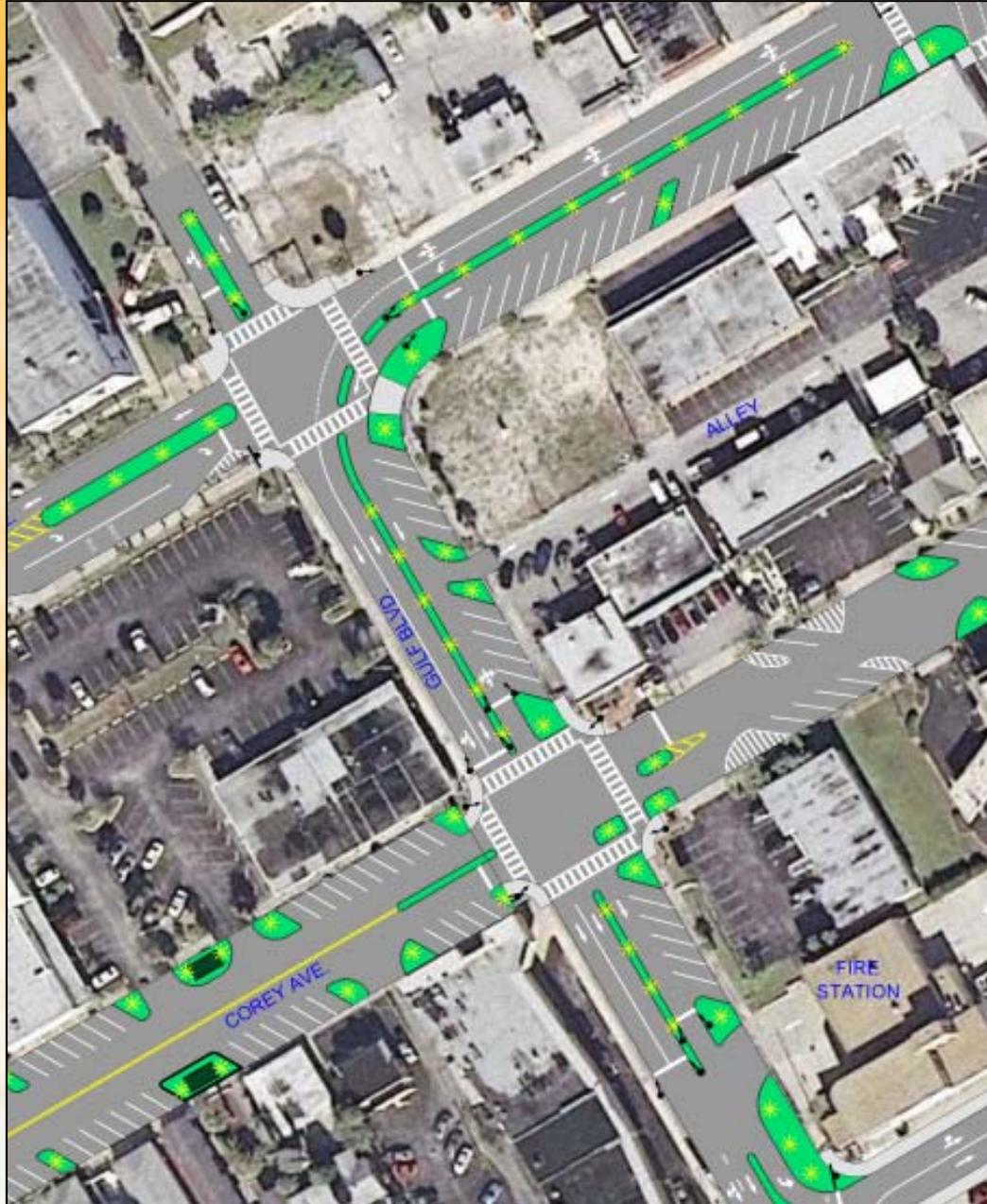
Couplet Concept

- One-way street design to improve traffic flow
- Improves the design and operation of key intersections
- Improves pedestrian and bicycle safety
- Increases area available for parking and landscaping



Couplet Concept





*Increased
areas for
beautification
& on-street
parking*

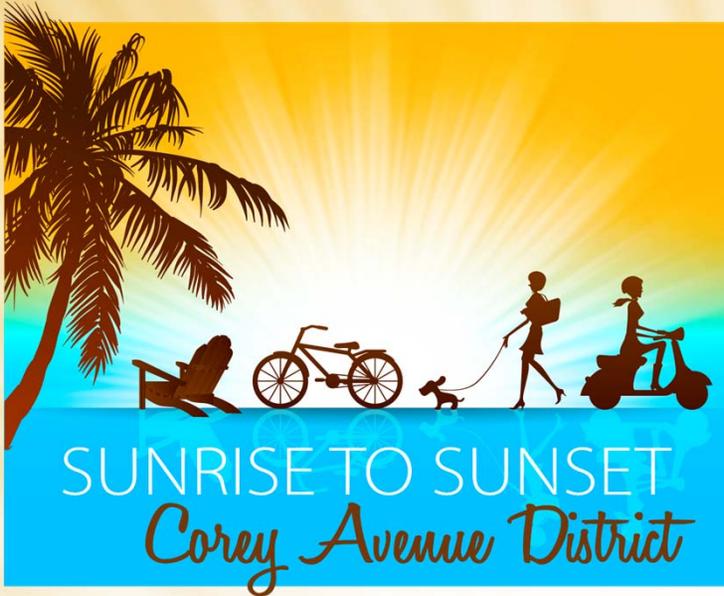
Roundtable Discussion

- A** Discuss with your table the various ideas shared for the Corey Avenue District
- B** Complete the “worksheet” provided, answering the three broad questions
- C** Present your table’s findings



Worksheet Questions

1. What three ideas/visions presented for the Corey Avenue District do you think are most important?
2. What three ideas/visions presented for the Corey Avenue District concern you the most?
3. What three new ideas would you like to add?



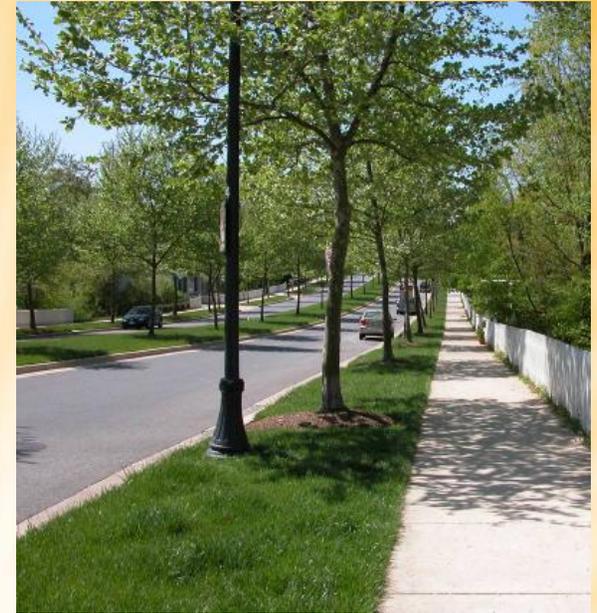
WALKABILITY & PLACEMAKING

A Community that is Walkable and Bikeable



- People of all ages and abilities have easy access to their community on foot or bike
- A car is not needed for every trip – park once!
- Parents feel comfortable about their children walking and biking
- Streets are places for social interaction
- People are more physically active

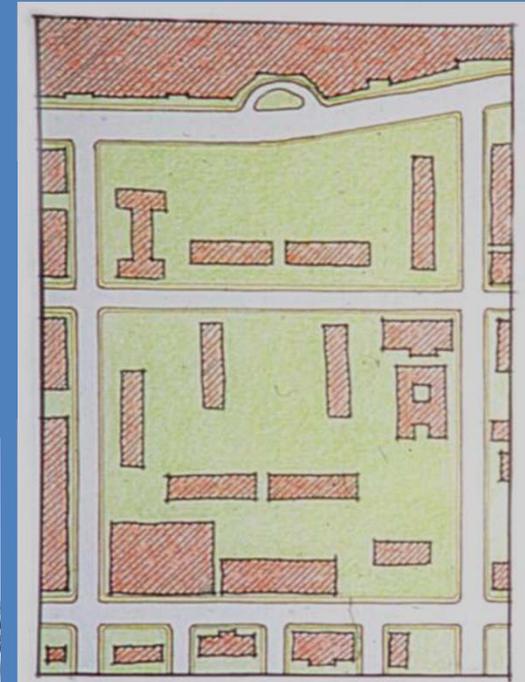
Tools & Techniques



Pedestrian-Scale vs. Auto-Scale



Pedestrian-Scale



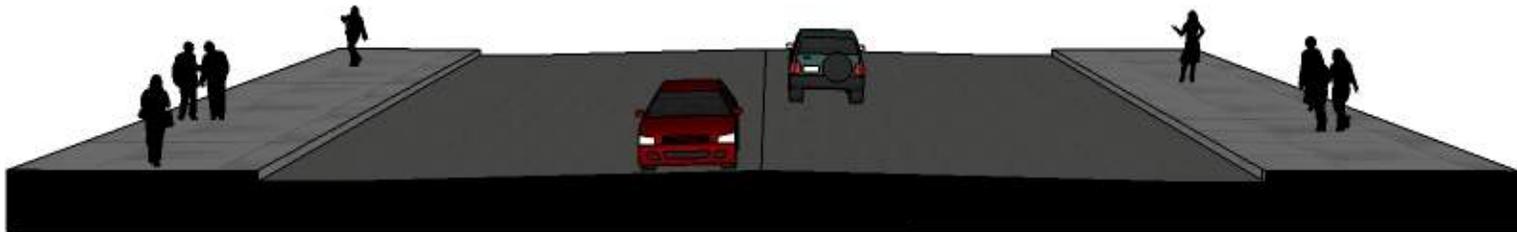
Auto-Scale

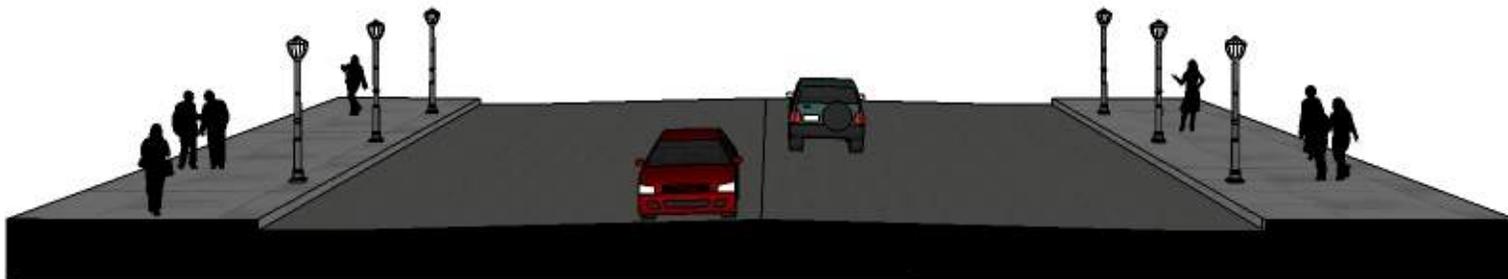


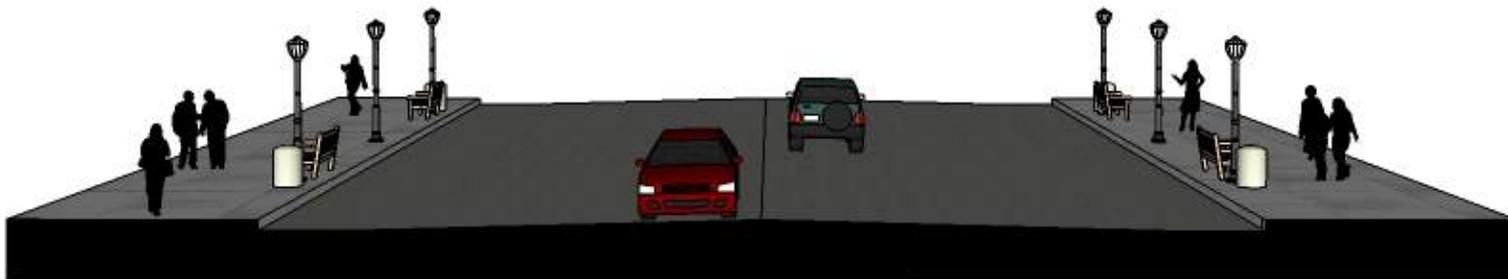
- Small buildings oriented to street
- Design details for pedestrians (architecture, signs, etc.)
- Short blocks, compact streets

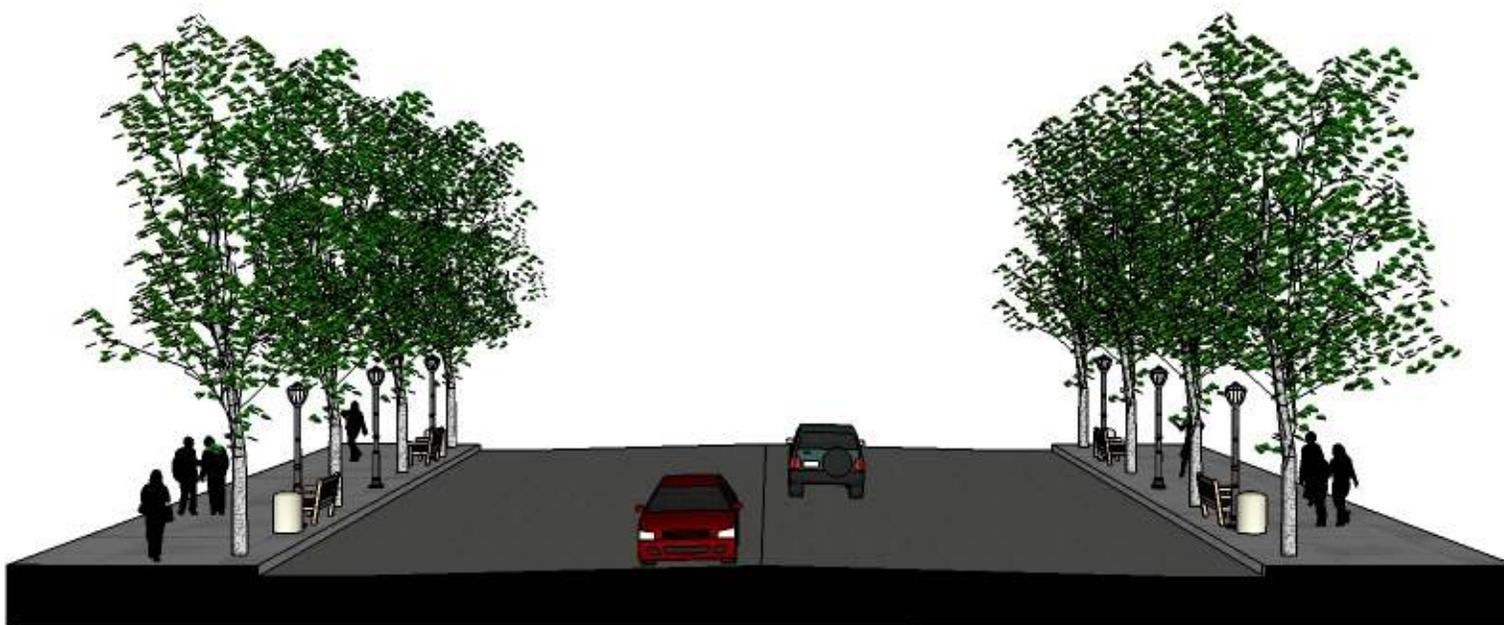


- Large buildings oriented to parking lots
- Design details for drivers
- Long blocks, streets wide and open

















Sense of Place

What is “Place”?

- Is well-defined for **social interaction**.
- Creates **memorable experiences** for individuals.
- Reveals underlying **natural systems**.
- Expresses local **culture**.
- Has a clear and positive **physical structure**.
- Celebrates built physical **heritage**.
- Realizes **economic benefit** from its unique qualities.



What is “Place”?

- Discussion about place can be broken into three separate parts:

What the
**PHYSICAL
ENVIRONMENT**
is like

The
EXPERIENCES
that the
environment
creates for
people

The **MEANING**
that the place
has for people

What is “Placemaking”?

- Process of adding value and meaning to the public realm
- Rooted in authentic **community values**
 - Unique Community Attributes
 - History & Culture
 - Natural Environment
- **Everything is a possible canvas**
 - Landscape
 - Architecture
 - Infrastructure

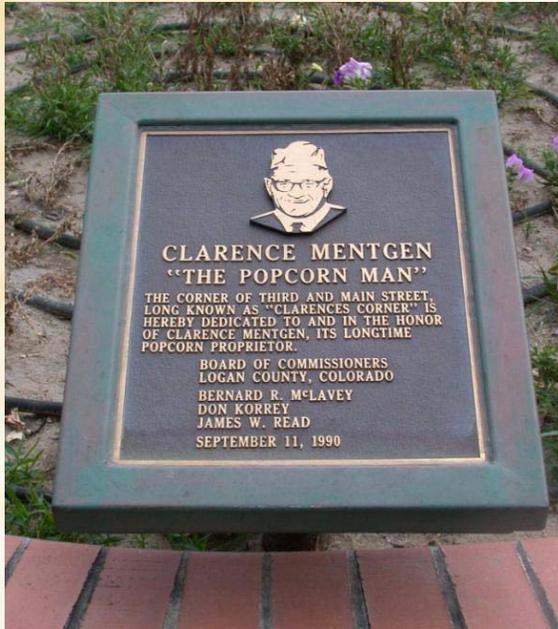




Placemaking Ingredients

Community Values

People & Culture



History





Placemaking Ingredients

Community Values



Physical Environment

Natural Environment



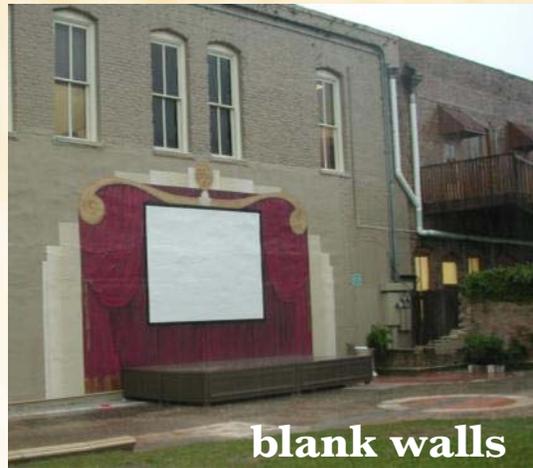


Placemaking Ingredients

Community Canvases: ARCHITECTURE



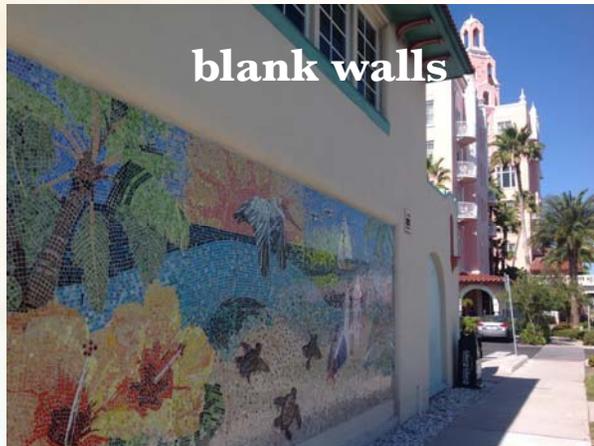
building form



blank walls



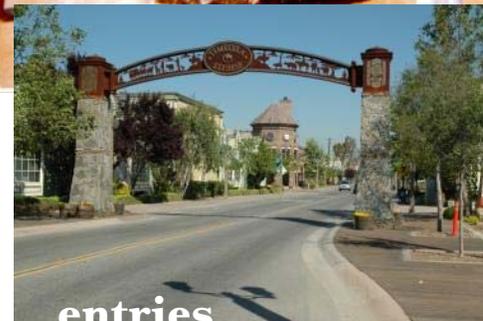
public art



blank walls



storefronts



entries



Placemaking Ingredients

Community Canvases: INFRASTRUCTURE



lighting



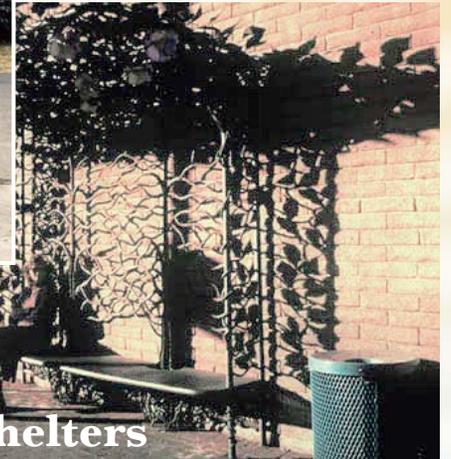
signage



sidewalks



bike racks



bus shelters



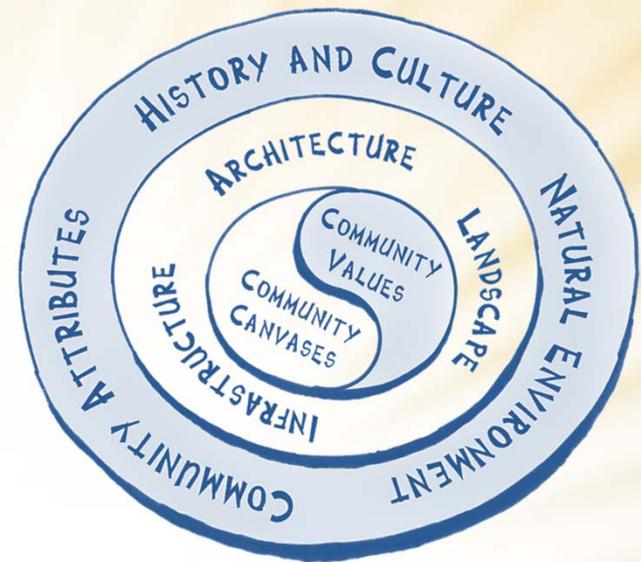
Placemaking Ingredients

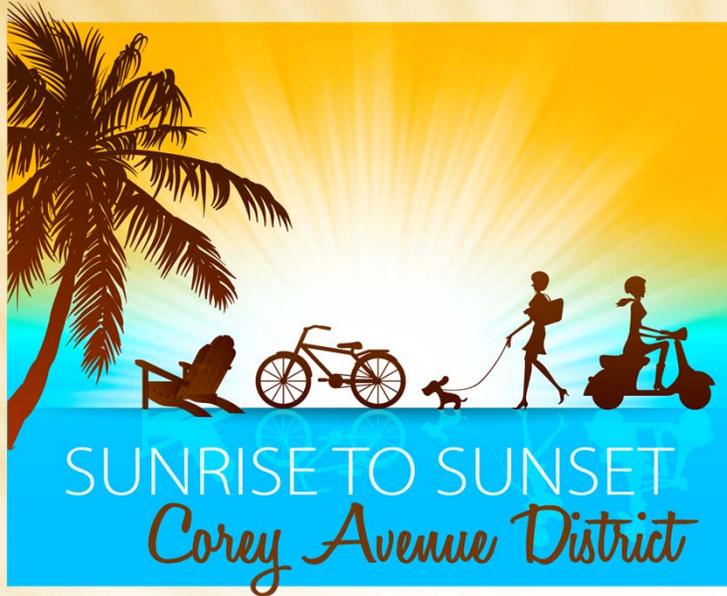
Community Canvases: LANDSCAPE



What is “Placemaking”?

- Process of adding value and meaning to the public realm
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 - Landscape
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TOWNSCAN: VISUAL IMAGE SURVEY



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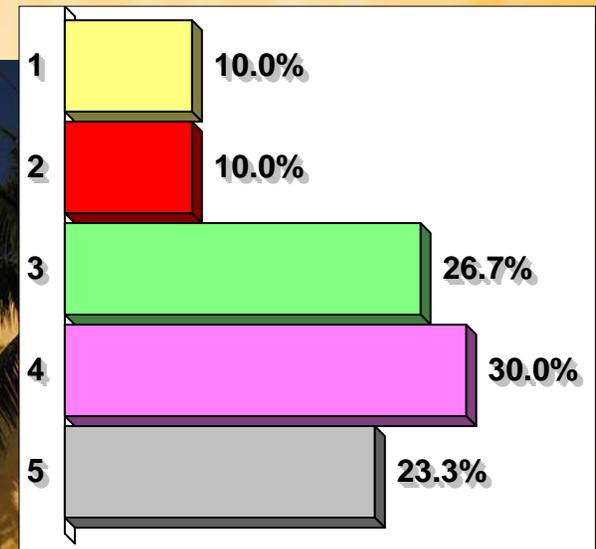
NOT MY VISION!



INDIFFERENT



YES, MY VISION!



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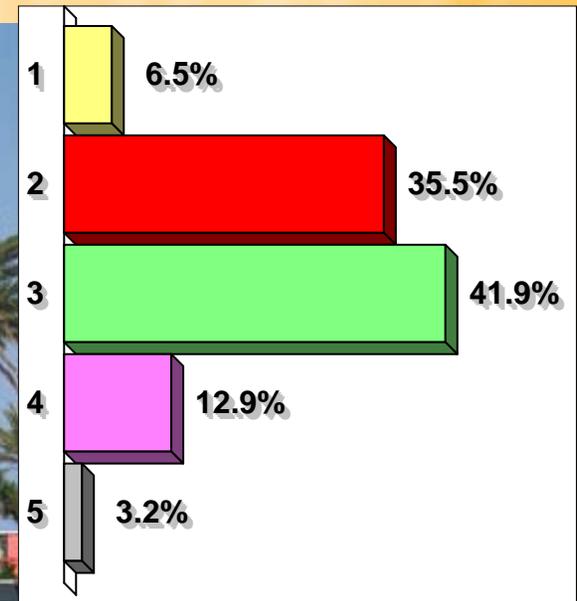
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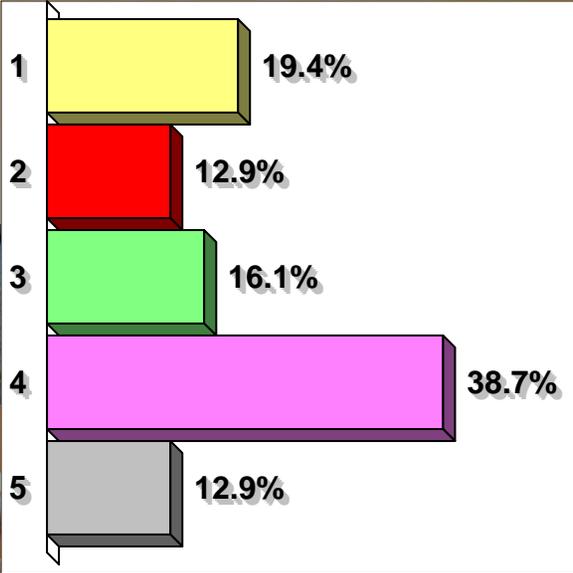
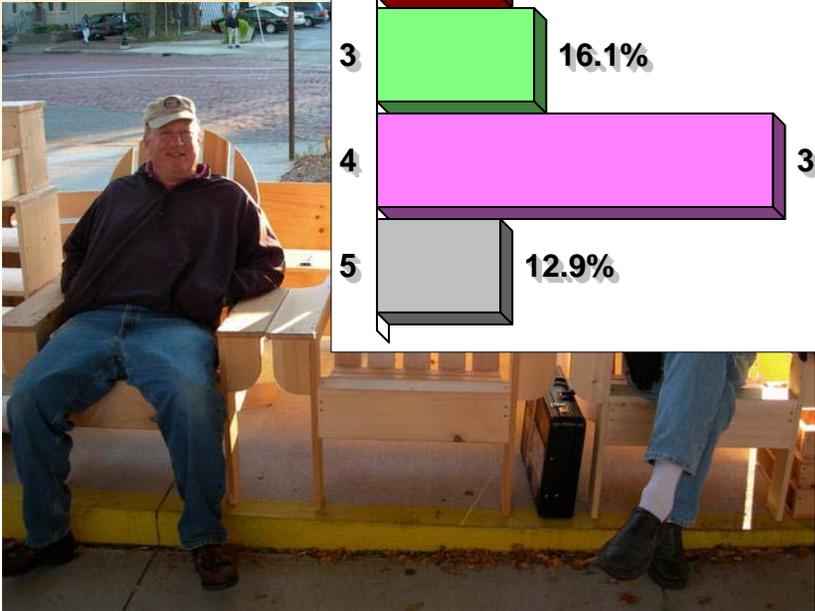
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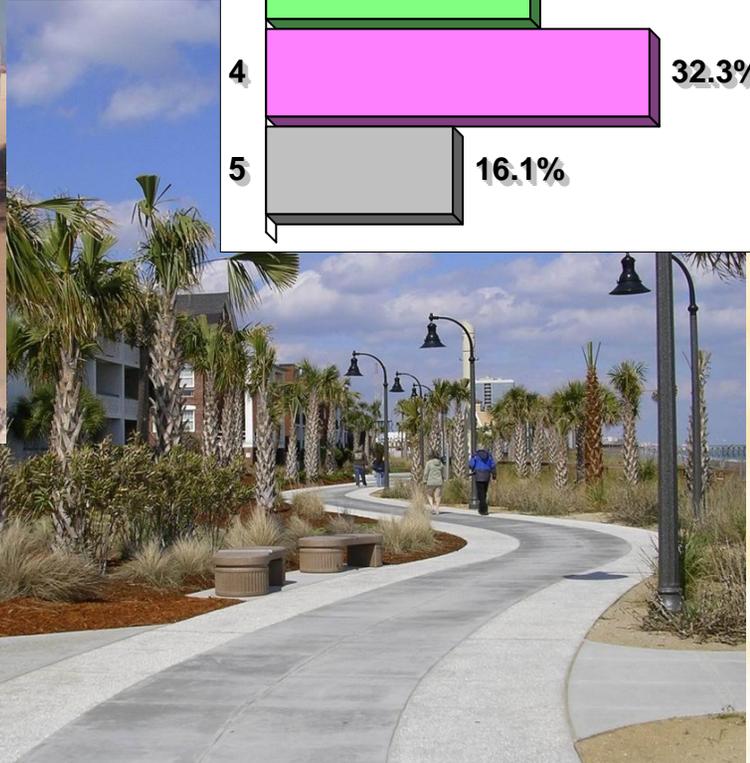
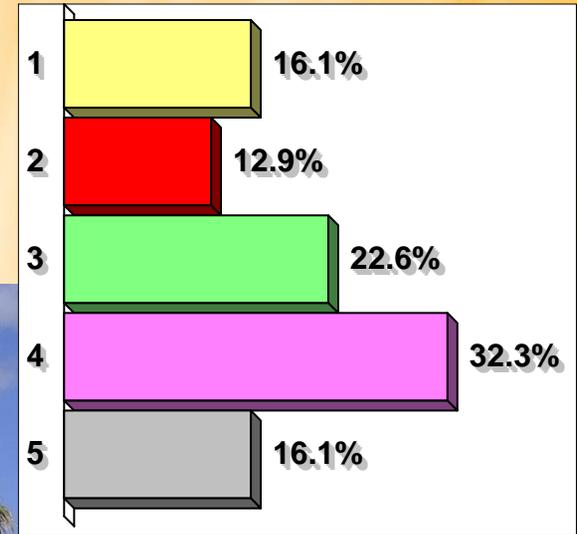
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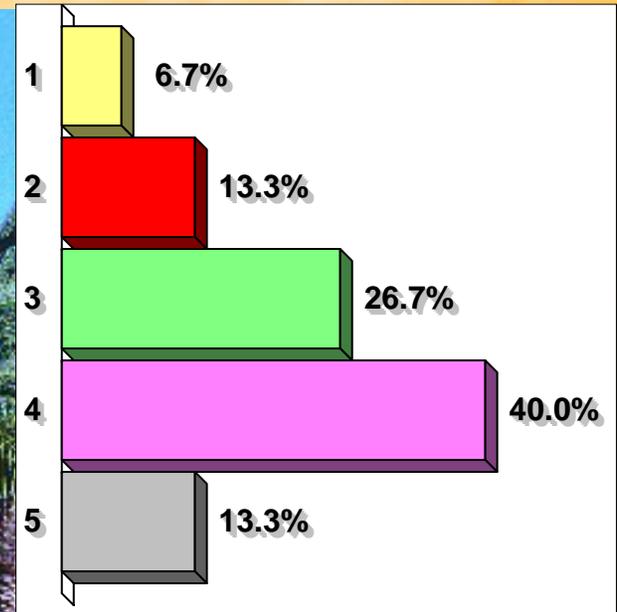
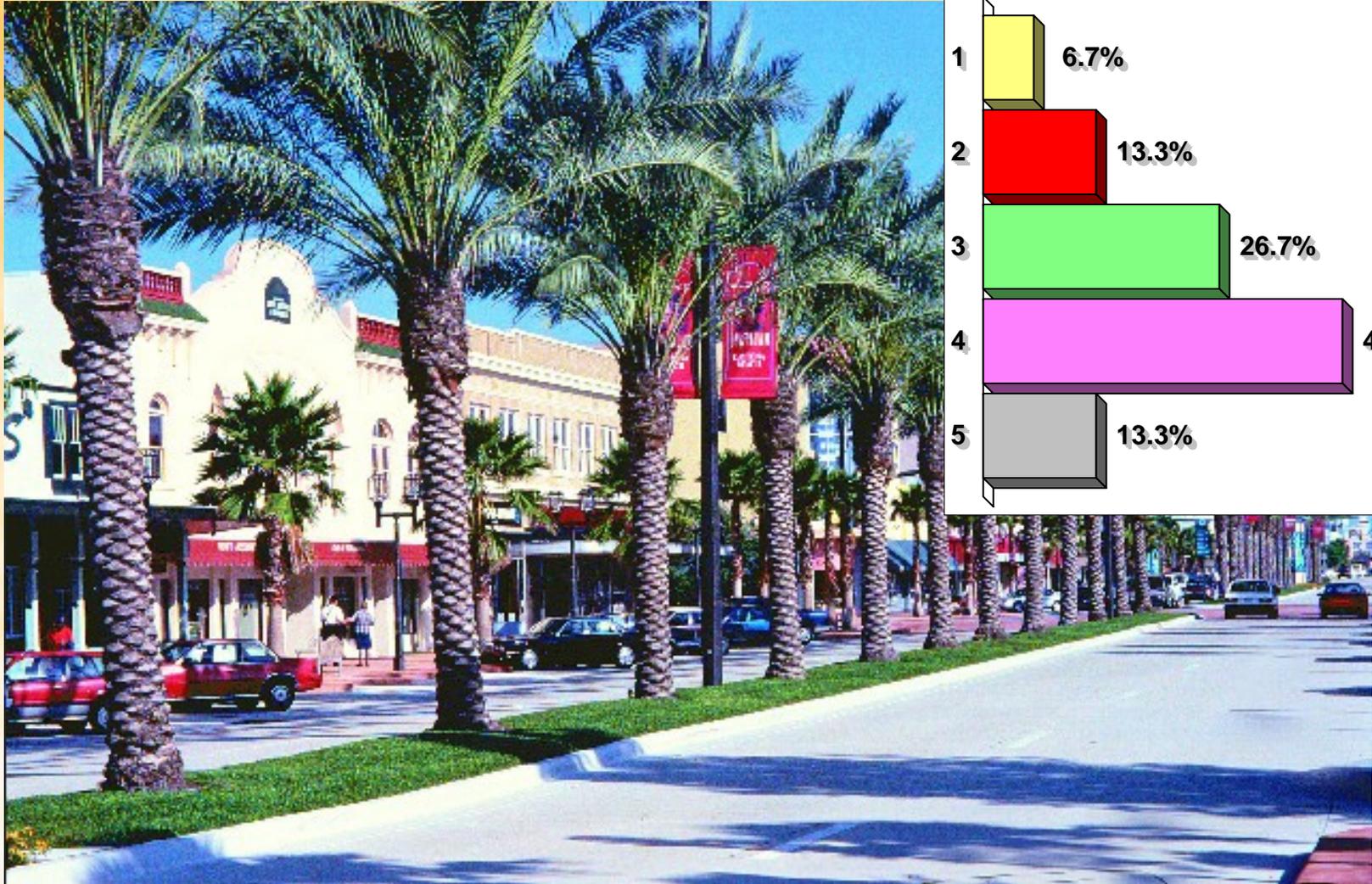
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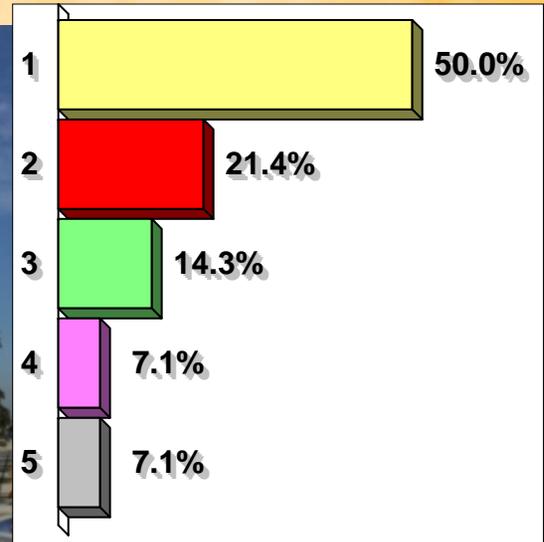
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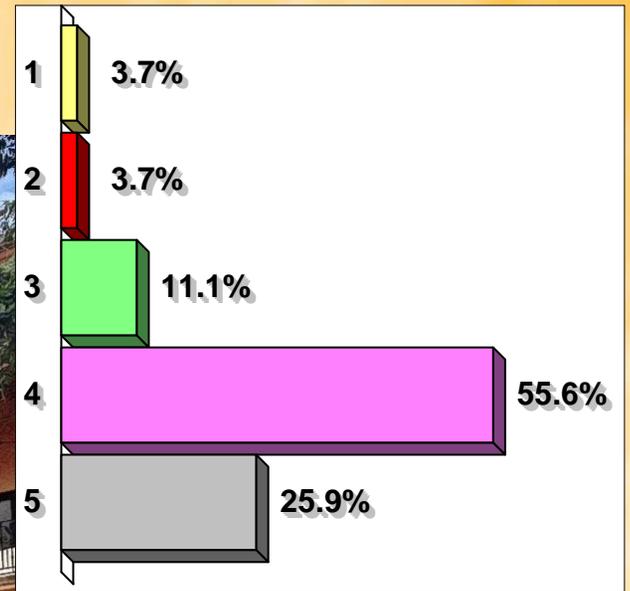
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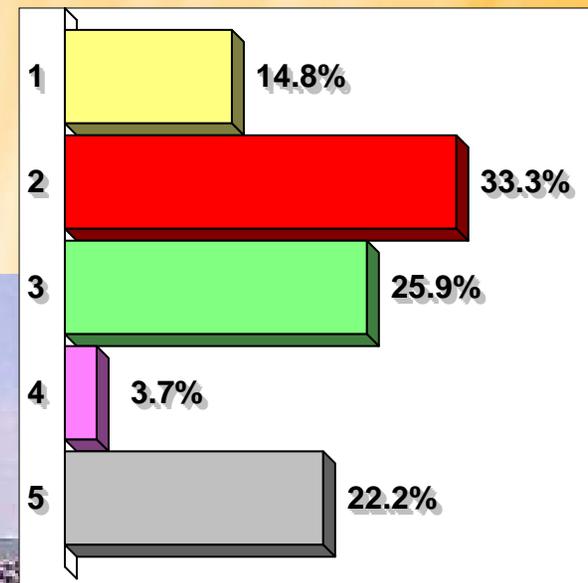
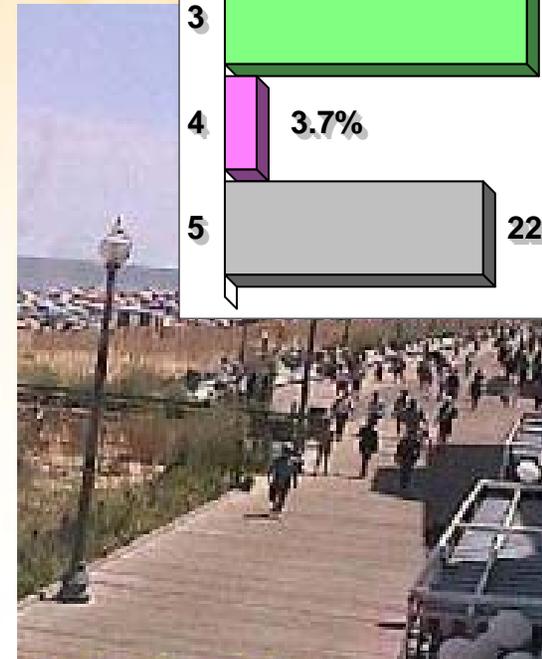
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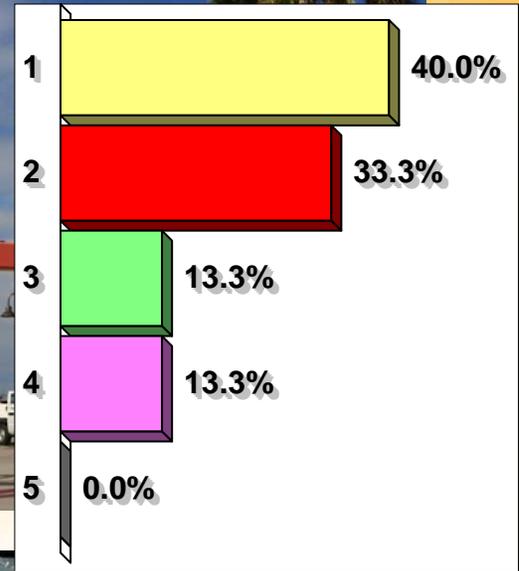
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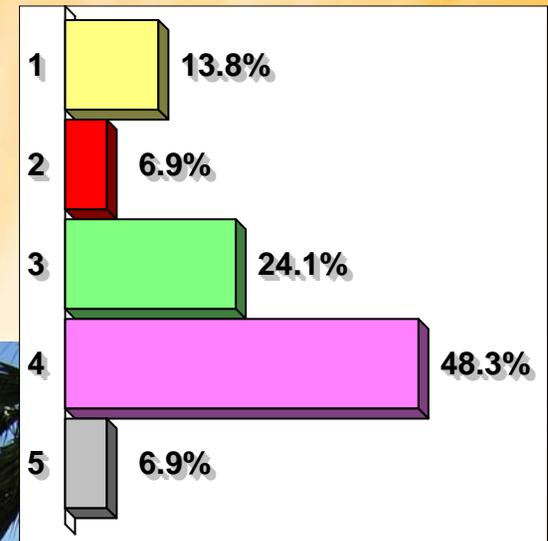
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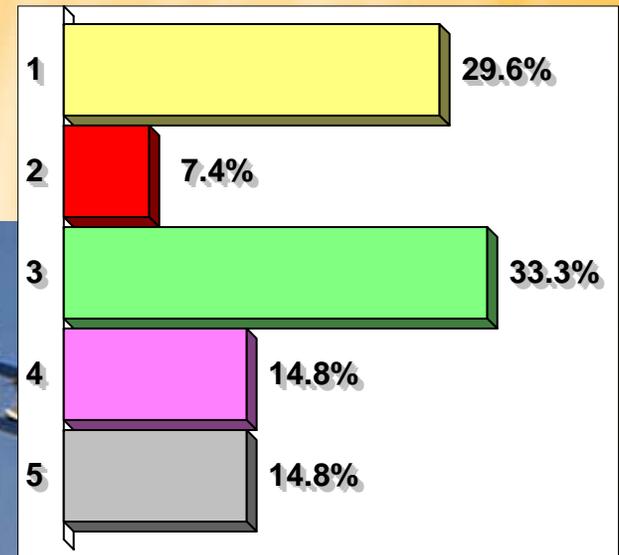
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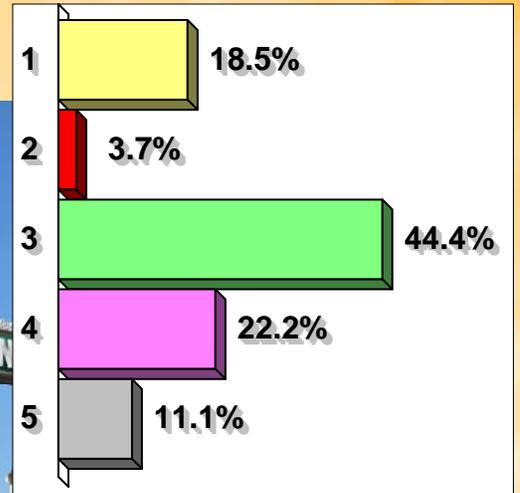
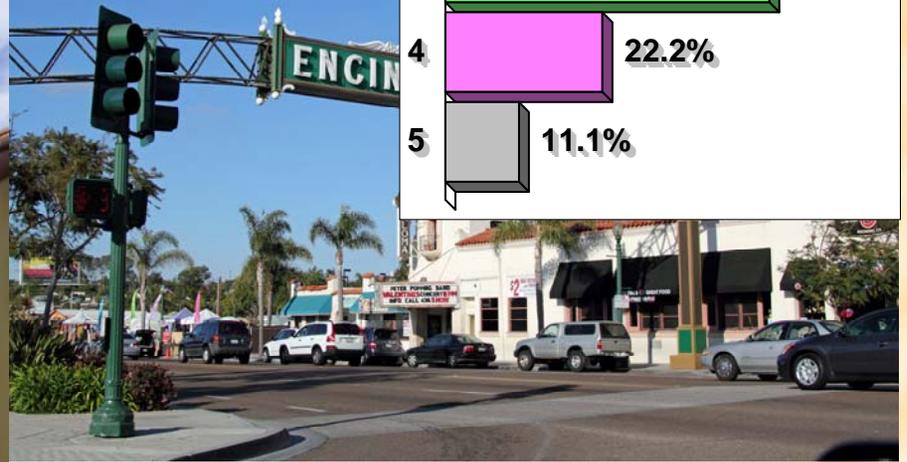
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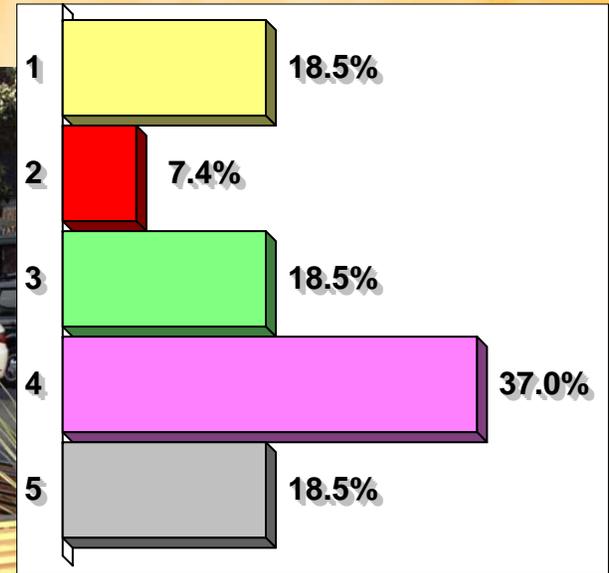
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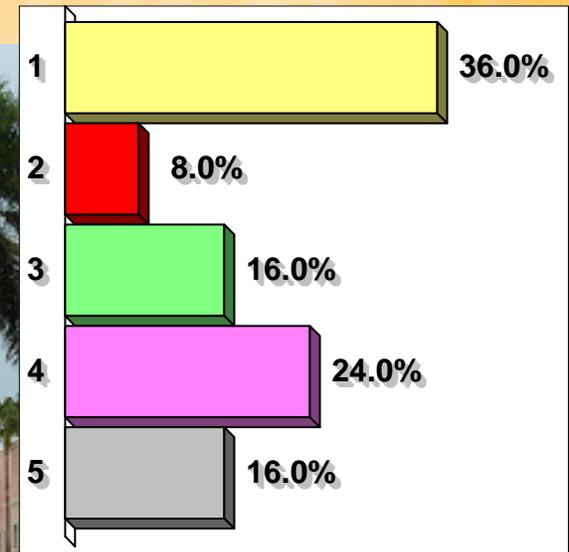
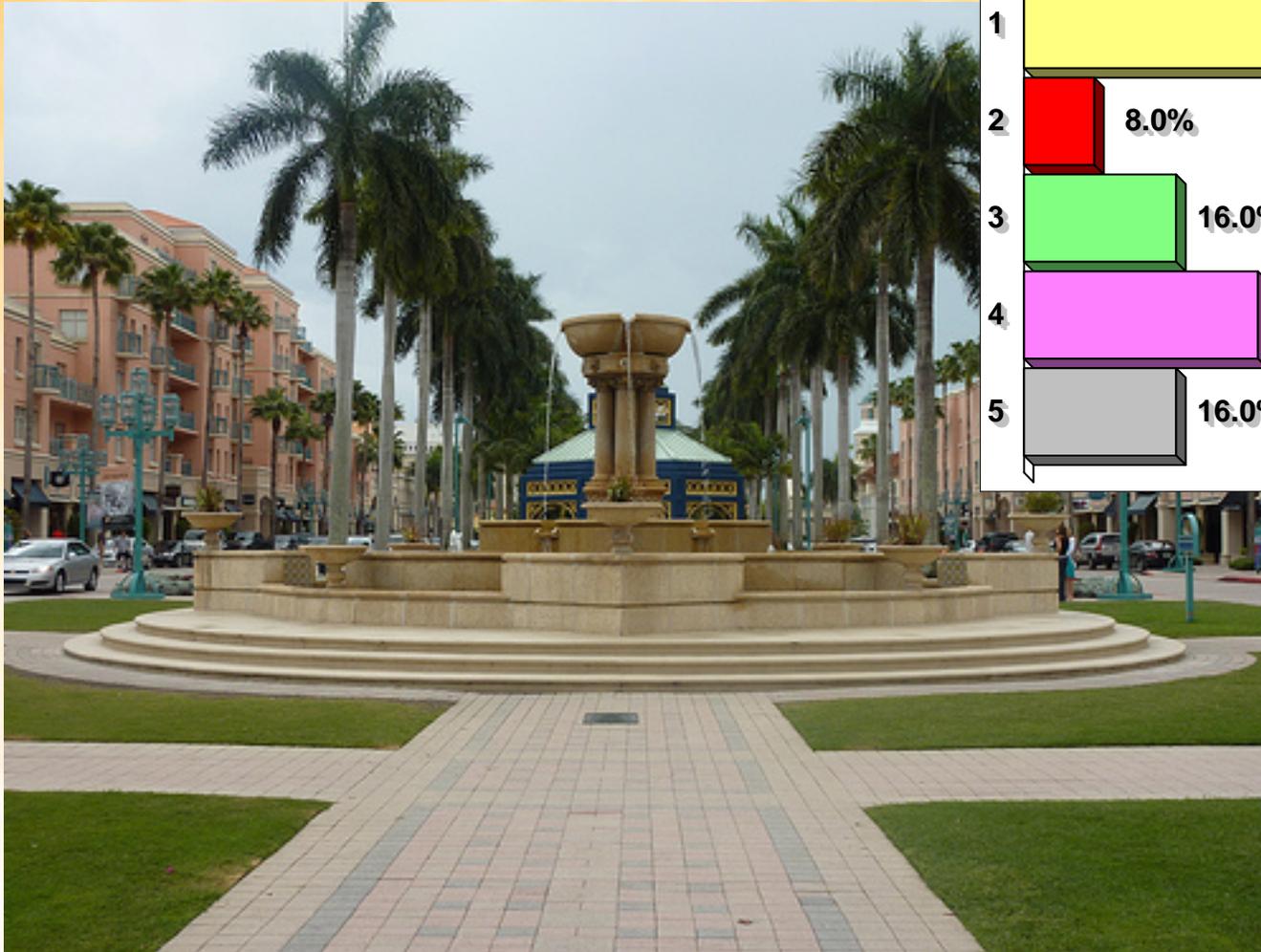
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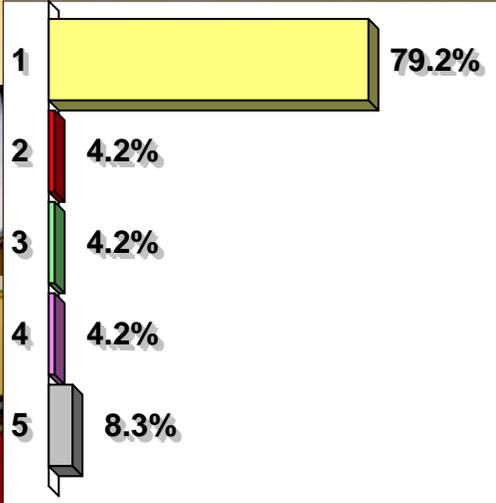
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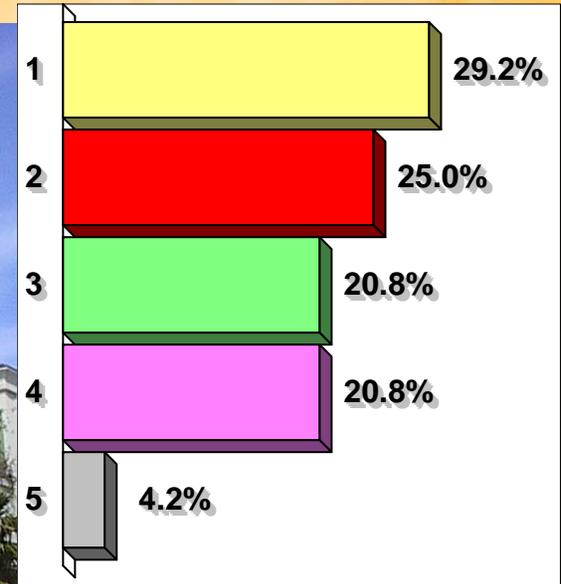
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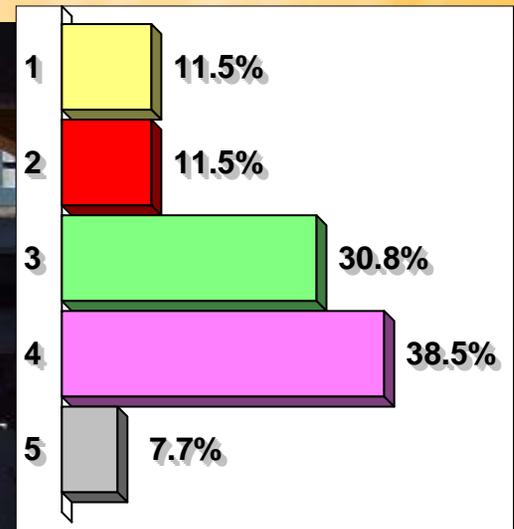
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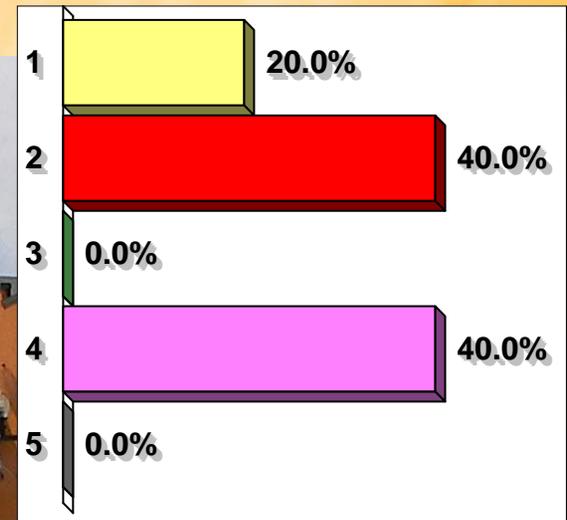
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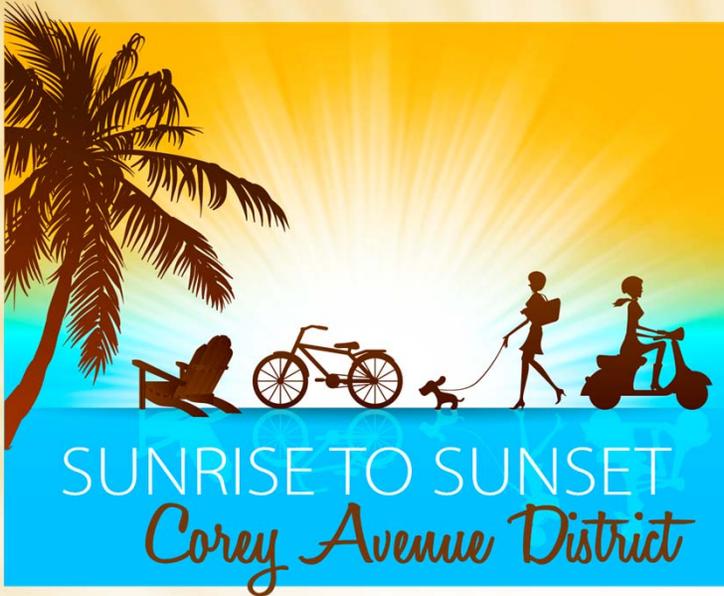
NOT MY VISION!



INDIFFERENT



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SUMMARY & NEXT STEPS

Stay Involved!

- More Design Week Activities
 - Two more walking tours
 - City Commission Workshop
- Final Design Concept Workshop – March
- For more information, visit: www.stpetebeach.org
 - Or contact:
 - George Kinney, Community Development Director, (727) 363-9265
 - Mike Bonfield, City Manager, (727) 363-9232

Thank You!