

RESOLUTION 2008-11

**A RESOLUTION OF THE CITY OF ST. PETE BEACH,
GOVERNING THE IMPLEMENTATION OF THE SETTLEMENT
OF A LAWSUIT AND GOVERNING THE PASSAGE AND
IMPLEMENTATION OF AN AMENDMENT TO THE
COUNTYWIDE PLAN AND THE IMPLEMENTATION OF
PROPOSED ORDINANCE 2008-09.**

WHEREAS, the citizens of St. Pete Beach, pursuant to Sections 7.02 and 7.04 of the City Charter, circulated a petition and gathered signatures to require that an ordinance proposing an amendment to the Countywide Plan, since designated Ordinance 2008-09, be presented to the voters; and

WHEREAS, the signatures on the petitions were verified by the Pinellas County Supervisor of Elections, and it was determined that a sufficient number of qualified electors executed the petition to require that the ordinances be presented to the voters; and

WHEREAS, the City Commission of St. Pete Beach questioned whether the petition conflicted with state law; and

WHEREAS, in subsequent legal action between the petitioning entity and the City of St. Pete Beach, the Circuit Court for the Sixth Judicial Circuit of the State of Florida determined that the petition did not conflict with state law and that the City of St. Pete Beach is required to submit the ordinance to the voters; and

WHEREAS, the City of St. Pete Beach and petitioning entity agreed to resolve the legal dispute by either presenting the ordinance to the voters or adopting an alternative ordinance; and

WHEREAS, the City of St. Pete Beach and petitioning entity have agreed that the approval of a Resolution detailing the implementation of the settlement and the later implementation of Ordinance 2008-09 is in the best interest of both the City and the citizens of St. Pete Beach; and

WHEREAS, the Pinellas Planning Council and the Countywide Planning Authority have final authority over the Countywide Plan Amendment that is proposed by Ordinance 2008-09.

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF ST. PETE BEACH:

Section 1. If the City Commission, in approving the Settlement of the Lawsuit, agrees to adopt the proposed alternative Ordinance 2008-09, rather than to put the version of Ordinance

2008-09 attached to the initiative petition to the voters, implementation shall be subject to the following:

- A. Upon the passage of this Resolution, the City shall schedule and notice Ordinance 2008-09 for first reading no later than April 22, 2008. The City Commission agrees that the proposed Ordinance and Countywide Plan Amendment shall not be altered at that hearing. Upon the passage of the Ordinance at first reading, the City Staff shall transmit the proposed Countywide Plan Amendment, all supporting data and analysis, along with the comprehensive plan amendment proposed in Ordinance 2008-10, and the land development code amendments proposed in Ordinances 2008-11, 2008-12, and 2008-13, for review by the Pinellas Planning Council.
- B. If the comprehensive plan amendment and Ordinance 2008-10 are approved by the voters at the Special Election, Ordinance 2008-09 shall be scheduled for Second Reading at the same time that Ordinance 2008-15 is set for first reading, with any changes approved pursuant to Section 4. If Ordinance 2008-10 is not approved by the voters, then the City Staff shall send the PPC a notice withdrawing the proposed Countywide Plan Amendment from further consideration.
- C. If, prior to second reading, the Pinellas Planning Council recommends denial of the Countywide Plan Amendment and the Special Area Plan or recommends one or more changes to the plan amendment pursuant to Section 5.2.1 of the Countywide Rules, the City may incorporate and approve the suggested amendments by further resolution so long as the changes are not inconsistent with the comprehensive plan amendment approved in Ordinance 2008-10. If the Pinellas Planning Council recommends denial of the Countywide Plan Amendment or recommends one or more changes to the plan amendments that are inconsistent with the proposed city comprehensive plan amendment, the City shall require the Countywide Plan Amendment to be placed before the Countywide Planning Authority unchanged.
- D. It is contemplated that the Countywide Planning Authority will not consider the approval or denial of the proposed Countywide Plan Amendment until after: 1) the Special Election scheduled for June 3, 2008; 2) the City has conducted its second

reading of Ordinance 2008-09; and 3) the Department of Community Affairs has reviewed the comprehensive plan amendment which is the subject of Ordinance 2008-10 and 2008-15 and issued its Objections, Responses and Comments Report. The Countywide Plan Amendment may be withdrawn if: 1) the voters fail to approve the comprehensive plan amendment which is the subject of Ordinance 2008-10 at the Special Election; 2) a countywide amendment with changes replaces the withdrawn countywide amendment which is the subject of Ordinance 2008-09 as a result of a PPC recommendation of denial, provided such compromise amendment is consistent with the proposed comprehensive plan amendment which is the subject of Ordinances 2008-10 and 2008-15; or 3) the voters approve the comprehensive plan amendment and it is subsequently denied by the City Commission at its second reading, and no petition is filed with the City Clerk within 31 days of the denial to initiate an adoption ordinance under Section 7.02 of the City Charter.

Section 2. If the City Commission, in approving the Settlement of the Lawsuit, determines to put the version of Ordinance 2008-09 attached to the initiative petition to the voters, implementation shall be subject to the following:

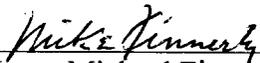
- A. Upon the passage Ordinance 2008-09 and 2008-10 by the voters, the City Staff shall transmit the proposed Countywide Plan Amendment, all supporting data and analysis, along with the comprehensive plan amendment proposed in Ordinance 2008-10, and the land development code amendments proposed in Ordinances 2008-11, 2008-12, and 2008-13, for review by the Pinellas Planning Council.
- B. Should either Ordinance 2008-09 or 2008-10 not pass, the City may decline to transmit the Countywide Plan Amendment and the city comprehensive plan amendment to the Pinellas Planning Council.
- C. The City agrees that SOLV shall be treated as the proponent or co-applicant to the Countywide Plan Amendment and the submission of the comprehensive plan amendment and land development regulations to the Pinellas Planning Council for review, and that SOLV shall be entitled to receive copies of all staff comments or reports, to participate in any meetings with staff, and to be present at and present to

the Pinellas Planning Council and Countywide Planning Authority when they consider the Countywide Plan Amendments.

- D. If, subsequent to the voter approval of Ordinance 2008-09, the Pinellas Planning Council recommends denial of the Countywide Plan Amendment and the Special Area Plan and suggests a compromise plan amendment pursuant to Section 5.2.1 of the Countywide Rules, the City may incorporate and approve the suggested amendments by further resolution so long as the changes are not inconsistent with the comprehensive plan amendment approved in Ordinance 2008-10. If the Pinellas Planning Council recommends denial of the Countywide Plan Amendment and suggests compromise plan amendments that are inconsistent with the proposed city comprehensive plan amendment, the City shall require the Countywide Plan Amendment to be placed before the Countywide Planning Authority unchanged.
- E. The Countywide Plan Amendment may be withdrawn prior to final action by the Countywide Planning Authority if the comprehensive plan amendment is denied by the City Commission at its second reading, and no petition is filed with the City Clerk within 31 days of the denial to initiate an adoption ordinance under Section 7.02 of the City Charter.

Section 3. Should the Countywide Plan Amendment be transmitted to the Pinellas Planning Council under either Section 1 or Section 2, the City agrees that SOLV shall be treated as a co-applicant to the Countywide Plan Amendment and the submission of the comprehensive plan amendment and land development regulations to the Pinellas Planning Council for review, and that SOLV shall be entitled to receive copies of all staff comments or reports, to participate in any meetings with staff, and to be present at and present to the Pinellas Planning Council and Countywide Planning Authority when they consider the Countywide Plan Amendments.

Passed and adopted by the City of St. Pete Beach, this 31st day of March 2008.



Mayor Michael Finnerty

ATTEST:



City Clerk

ORDINANCE No. 2008-09

AN ORDINANCE OF THE CITY OF ST. PETE BEACH, FLORIDA PROVIDING FOR AN AMENDMENT TO THE COUNTYWIDE FUTURE LAND USE PLAN; PROVIDING FOR TRANSMITTAL TO THE COUNTY FOR REVIEW AND RECOMMENDATION BY THE PINELLAS PLANNING COUNCIL TO THE BOARD OF COUNTY COMMISSIONERS ACTING AS THE COUNTYWIDE PLANNING AUTHORITY FOR FINAL APPROVAL AND ADOPTION; ESTABLISHING A SPECIAL AREA DESIGNATION-COMMUNITY REDEVELOPMENT DISTRICT BASED UPON A COMMUNITY REDEVELOPMENT PLAN FOR THE CITY OF ST. PETE BEACH; PROVIDING FOR SEVERABILITY; PROVIDING FOR THE REPEAL OF ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HERewith, TO THE EXTENT OF SUCH CONFLICT; PROVIDING FOR FUTURE AMENDMENT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of St. Pete Beach hereby finds that designating a Special Area Designation -Community Redevelopment District land use classification on the Countywide Future Land Use Plan promotes orderly redevelopment and managed growth by establishing two redevelopment districts and eleven character districts within this District; and providing for a specific strategic redevelopment plan for each of the eleven character districts as well as the Community Redevelopment District as a whole, that together will govern and control the use of land in a manner that protects the public interest through the imposition of specific requirements, restrictions and limitations for redevelopment; and

WHEREAS, the City of St. Pete Beach, following extensive research and public discussion, determined that providing for redevelopment of 248.25 acres of the Downtown commercial and residential core areas and the Gulf Boulevard core commercial and resort areas, is in the best interest of the citizens; and

WHEREAS, redevelopment policies have been devised based upon analysis of economic and land use trends with due consideration of public input; and

WHEREAS, the City of St. Pete Beach finds that appropriate redevelopment that will revitalize the Downtown commercial and residential core areas as well as the Gulf Boulevard commercial and resort core areas of the City, will not occur without a comprehensive community redevelopment plan; and

WHEREAS, the City of St. Pete Beach finds that adoption of permitted uses, densities and intensities to encourage primarily redevelopment of commercial and temporary lodging uses and protect existing residential neighborhoods from further commercial encroachment as set forth in Attachment A containing an amendment to the Countywide Future Land Use Plan, is necessary and essential to ensure appropriate strategic community redevelopment; and

WHEREAS, the City of St. Pete Beach hereby finds that the adoption of a Green Mission Statement and goals, objectives and policies consistent with Florida Green Local Government program as well as the sustainability and quality livable community strategies adopted by Pinellas County, is in the best interests of the health, safety and welfare of the citizens of St. Pete Beach and the environment, to reduce greenhouse gas emissions, improve air quality, conserve water, reduce energy consumption and protect other natural resources; and

WHEREAS, the City of St. Pete Beach finds that it is our social responsibility as global citizens of the world and in the best interests of the health, safety and welfare of this City and our natural environment to adopt a community redevelopment plan that initiates the first step to certification of St. Pete Beach as a Florida Green Local Government and the first Coastal Green City in Pinellas County; and

WHEREAS, the City of St. Pete Beach finds that it is our social responsibility as citizens of the State and County to adopt an affordable housing program that includes various forms of affordable housing mitigation, both mandatory and voluntary, to provide needed community workforce housing within close proximity to St. Pete Beach; and

WHEREAS, the City of St. Pete Beach finds that it is the social and financial responsibility of landowners and developers of this community to actively participate in private sector funding of community public improvements and amenities to create a quality livable community for the residents; and

WHEREAS, the City of St. Pete Beach hereby finds that the Countywide Special Area land use designation - Community Redevelopment District will promote orderly quality redevelopment, that embodies social and financial responsibility as well as environmental stewardship by providing goals, objectives and policies; establishing permitted uses, density and intensity standards to encourage redevelopment primarily of core commercial and resorts areas; providing goals, objectives and policies for green redevelopment standards, affordable housing, affordable housing mitigation, and an affordable housing density bonus for Large-scale temporary lodging use only; providing for public beach access, increased open space and green space; and

WHEREAS, the City of St. Pete Beach has determined that this Ordinance approving the Community Redevelopment Plan to amend the Countywide Future Land Use Plan as set forth in Attachment "A" is necessary for the preservation of the health, welfare and safety of the City and its citizens.

NOW, THEREFORE, THE CITY OF ST. PETE BEACH, FLORIDA, HEREBY ORDAIN:

Section 1. The terms of the Settlement Agreement and Resolution 2008-11, approved by the City Commission on March 31, 2008, are hereby adopted by reference and shall be considered part of this Ordinance.

Section 2. The Special Area Plan as set forth the in Attachment A, attached hereto and by reference thereto is incorporated fully herein, required for the purposes of amending the Countywide Future Land Use Plan designating a Special Area – Community Redevelopment District on the Countywide Future Land Use Plan in accordance with the Countywide Rules is hereby approved by this Ordinance and is hereby adopted by the Commission of the City of St. Pete Beach in accordance with the requirements of the Countywide Rules for the purposes of transmitting the Special Area Plan contained in Attachment A to the County for review and public hearing consideration:

See Attachment A

Section 3. The City Commission finds that the proposed Countywide Plan Amendment is necessary for the implementation of a comprehensive plan amendment and amendments to the land development code currently under consideration by the voters of St. Pete Beach and by the City Commission, and that should the comprehensive plan amendment be rejected by the voters, or finally denied by the City Commission and not adopted by initiative, the Countywide Plan Amendment shall not be necessary. Prior to the final adoption of this Ordinance, the City Staff has submitted the proposed comprehensive plan amendment which is the subject of Ordinance 2008-10 and the proposed land development regulations which are the subject of Ordinances 2008-11, 2008-12, and 2008-13 to the Pinellas Planning Council Staff as supplemental documentation required by the Countywide Rules to be evaluated for consistency between the Countywide plan amendment and a local government comprehensive plan amendment and its implementing land development regulations.

Section 4. Regardless of the date of passage of this Ordinance, the City Staff is authorized to withdraw the proposed Countywide Plan Amendment prior to its final adoption by the Countywide Planning Authority only if: 1) the voters fail to approved the comprehensive plan amendment which is the subject of Ordinance 2008-10; or 2) the voters approved Ordinance 2008-10 and subsequently the comprehensive plan amendment is denied by the City Commission at its second reading, and no petition is filed with the City Clerk within 31 days of the denial to initiate an adoption ordinance under Section 7.02 of the City Charter.

Section 5. If any portion, part or section of this Ordinance is declared invalid, the valid remainder hereof shall remain in full force and effect.

Section 6. All ordinances or parts of ordinances, in conflict herewith, are hereby repealed, to the extent of such conflict.

Section 7. This Ordinance shall become effective immediately upon final passage as required by law.

I, _____, City Clerk of the City of St. Pete Beach, Pinellas County, Florida, do hereby certify that the foregoing Ordinance was duly adopted by

voter referendum in accordance with the provisions of the City Charter this ____ day of _____, 2008.

, CITY CLERK

ORDINANCE 2008-09
ATTACHMENT "A"

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AN AMENDMENT TO THE COUNTYWIDE FUTURE LAND USE PLAN SPECIAL AREA PLAN - COMMUNITY REDEVELOPMENT DISTRICT

In accordance with the voter referendum requirements set forth in Sections 3.15 and 3.17 of the City Charter, the attached ordinance of the City of St. Pete Beach, if approved by voter referendum, shall constitute the required local government and local agency approvals that are necessary to transmit the following Special Area Plan to the County for appropriate review and public hearing consideration by the Pinellas Planning Council and the Countywide Planning Authority for an amendment to the Countywide Future Land Use Plan designating a Special Area - Community Redevelopment District.

Chapter 1 Introduction

HISTORY

St. Pete Beach is a barrier island community in southern Pinellas County with a resident population of approximately 10,000. Incorporated in 1957 by consolidating the four towns of Pass-a-Grille, Don CeSar, Belle Vista and St. Petersburg Beach, the City enjoys a long history of quality residential living complemented by resorts and supported by a tourist-based economy. In 1994, the residents voted to change the name to the City to St. Pete Beach.

With its location on the Gulf of Mexico and proximity to the greater Tampa Bay region, St. Pete Beach has seen considerable investment and reinvestment in its residential properties in recent years; the result has been continued strong growth of the residential community. At the same time, resort and other commercial properties in the City have not seen the same level of investment. While some resort and retail properties have received reinvestment to remain viable in today's market, many properties have recently become vacant or fallen in disrepair and many other properties remain essentially unimproved and risk becoming functionally obsolete.

The result is increasing pressure for these properties to transition to the residential condominium market, with further negative implications for the remaining resort and commercial properties. Ultimately, if this trend continues, the short and long-term economic sustainability of the community will be adversely impacted. Recent tax reform laws and local budget cuts have alone jeopardized some City and County services and planned capital improvement projects. If combined with this trend, the tax burden to maintain the City services and facilities at their current level will shift increasingly to residential property taxes and increased fees or new fees similar to those recently adopted by the City Commission to balance its budget. Alternatively, in the absence of redevelopment of commercial and resort properties or increased taxes and new fees, residents should expect less City services and a decline in, (perhaps an elimination of), any new improvements not deemed necessary as a matter of safety.

In late 2001, the residents and the St. Pete Beach City Commission recognized the need to take a comprehensive look at redevelopment in the City to determine what actions were necessary to assure redevelopment occurred in a balanced and sustainable manner. In 2002, the City retained HDR, a nationally recognized planning consultant firm, and Dr. Moore to lead a community visioning process to identify development priorities for the coming years. The result was an articulated desire by residents that participated in this year-long process back in 2002 to focus on improving the City's resort and commercial properties with land development regulations that would assure that tourism would remain a viable part of the City's economy. This effort was also identified as being critical to Pinellas County, as St. Pete Beach is one of only three major tourist destinations in the County. These same sentiments were expressed throughout 2006 as part of a Collaborative Labs workshop process that involved citizens

representing "both sides" but appeared to agree that resort redevelopment and reinvestment in our aging commercial properties was desirable.

In 2003, the City engaged the same planning consultant firm to develop a comprehensive master redevelopment plan for the City's downtown and beachfront areas. The plan was named a **Master Plan for the Resort/Commercial Districts**. It was prepared by Glatting Jackson Kercher Anglin, and was adopted by the City Commission over four years ago in August 2003. This Master Plan was based in part on an Opportunities & Strategies Analysis dated May 2003, prepared by Owen Beitsch, a nationally renowned economist. Both the planning and the economic expert consultants examined the economic and planning challenges of redevelopment on a barrier island, as well as the many regulatory issues in the current Comprehensive Plan and Land Development Code (LDC) that are causing artificial barriers to redevelopment that will meet modern site design, building safety, FEMA and environmental standards.

This Special Area Plan for the core resort and commercial areas of the City is the foundation for the proposed creation of a Community Redevelopment District (CRD) containing two separate Redevelopment District designations in the Comprehensive Plan. The locations of the two districts are shown on Map 1 on page 7. These districts are the Downtown and the Gulf Boulevard Redevelopment Districts. These Districts are created to provide the necessary changes to existing policies and the regulatory flexibility to realize the community's long-range vision to remain a small quality barrier island community with defined quiet residential neighborhoods complemented by resorts and neighborhood retail and business services. The long-term sustainability of the City's diverse temporary lodging uses ranging from large resorts, boutique hotels and smaller mom & pop motels is essential to maintain St. Pete Beach as a family-oriented tourist destination for a diverse visitor population; as well as continue to improve its tourist-based economy.

This Special Area Plan is the result of an almost six-year time span, initially undertaken by the City involving a substantial commitment of resources for professional consulting assistance as well as the substantial public involvement of many citizens and stakeholders in the community. However, from 2001 thru 2005, dozens of visioning sessions, public workshops and information sessions, neighborhood and community town hall and association meetings were held with residents participating in all of them. Public hearings were held before the City Planning Board, City Commission, Pinellas Planning Council, and the Board of County Commissioners. Regional and State agencies weighed in with their comments and adjustments to the Plan were made throughout this process.

Those adjustments were not enough. In November 2006, the residents of St. Pete Beach voted to repeal the Special Area Plan that had been previously approved by the County in March 2005 and adopted by the City in July 2005 ("2005 Special Area Plan"). As a result the City had no redevelopment plan in place to address the declining economy, aging buildings, and vacant properties and businesses. The City needed a solution and none were forthcoming while the destiny of several significant resorts and other waterfront properties lay in the balance and more businesses closed.

Thus, over the course of nearly six months, beginning in the spring of 2007, an extensive collaborative effort was initiated by a group of residents from "founding families" to relative "newcomers" from every corner of this barrier island to prepare a new Special Area Plan. During this collaborative process, budgets cuts were made and the City was forced to adopt increased fees for its residents which seems a telling predictor of the residents' future if the current trends are allowed to continue and action is not taken to revitalize the City sooner rather than later. Many of the residents who have worked on this Plan have expressed the same concern as some City officials that another divisive City election may be fatal for our small community and

that awareness as well as the awareness of our quickly declining economy and property values, prompted more creativity and compromise rather than fear, in finding solutions.

Initially, this resident-initiated planning effort began as an update and revision to the 2005 Special Area Plan. However, very early in the course of discussing and debating the issues and concerns raised by all residents, including those who opposed and those that supported the 2005 Special Area Plan, a decision was made to create an almost entirely new Special Area Plan (the "2007 Special Area Plan") to allow more creativity and compromise than the old Plan would allow with minor adjustments. Changing social and environmental conditions affecting our State, but more critically, our County and City prompted a different approach as well. As a result, rather than recycle a plan that was already rejected by the voters, the residents who collaborated on this Plan wanted an opportunity to address these issues and concerns with new ideas, particularly those that proactively address these changing fiscal, social and environmental conditions affecting all of us.

These residents didn't want to slap a band-aid on old wounds, they wanted to create a Plan for the next 50 years that is intended to heal the wounds that have been inflicted on our City both physically and psychologically regardless of political affiliation, that is fiscally, socially and environmentally responsible, that provides solutions that make economic sense and creates shared benefits for everyone.

These residents were not born yesterday, not by a long shot, some are grandparents and some are youngsters in their thirties and forties and every age in between. They come from all walks of life and with varied life experiences and skills that shaped very definitive opinions. These residents live in homes, town homes and condos, short and tall, some are wealthier than others and some go to work everyday. They all agreed on one thing for sure. These folks realized that great ideas that are not in sync with market conditions and the business community, will remain only good ideas on a shelf in City Hall or in someone's closet. These residents did not want just "great ideas"; they wanted great ideas that will work and breathe new life into our languishing community that is clearly declining in appearance, functionality and economically.

As a result, there had to be a recognition that this community is made up of more than just residents. This community is comprised of various partners and that the marriage of these partners through compromise and negotiation was essential to any successful plan for our community's future. Residents then extended their collaborative effort to include many business and resort community leaders to ensure that any "great idea" could be implemented in a meaningful way. Fortunately, some of those leaders chose to participate in the process. In a nutshell, the business community realized that without the support of residents for economic revitalization through redevelopment, their businesses will slowly die; and these residents realized that if these businesses close and are replaced with more residential condominiums, the economy will continue to decline and slowly over time, residents will become responsible for nearly 100% of the City's budget with their property taxes. This 2007 Special Area Plan was born from extensive debate, negotiation and collaboration among the various sectors of the community.

These community partners essentially formed a marriage, a commitment to each other arising from respect and a willingness to listen to each other. They discovered they found many shared goals and many areas of compromises that balance the desires and objections of residents with the needs of the business community to remain a viable presence in the City over the long-term. The most unexpected discovery during this process was a shared goal that ultimately became an overarching common objective as one of four Major Initiatives brought forth with this Plan. Everyone involved wanted to be leaders in environmental stewardship and social responsibility as everyone looks forward to the next 50 years of our community.

Those mutual desires lead to three Initiatives that make this 2007 Plan uniquely different from the 2005 Plan. The Fourth Initiative is the continued effort to seek approval of a community redevelopment area and Redevelopment Area Trust Fund to assist our community with needed public improvements. Those four Initiatives are explained in greater detail on pages 37-38.

Another major change in 2007 from 2005 that must be noted is the elimination of the potential threat of eminent domain as an economic redevelopment tool in "blighted" areas. This perceived threat caused much concern and fear in St. Pete Beach in 2005. Eminent domain is no longer a legitimate cause for concern or fear as a result of State legislation passed in the Fall of 2005 prohibiting the use of eminent domain for economic redevelopment purposes. Subsequently, in November 2006, Florida voters amended the State Constitution to prohibit the use of eminent domain for economic redevelopment. Although the 2005 Special Area Plan never permitted the use of eminent domain which was a power never asked for or given to the City Commission by the County as required by law, many feared that it did or could lead to a plan that would allow it. Fortunately, that concern should no longer be an issue and the long term vision for the City's future rebirth through redevelopment can now be the central focus for the residents of St. Pete Beach.

PURPOSE OF THIS 2007 SPECIAL AREA PLAN

The two goals that have remained consistent through expressed public consensus since 2002 have remained unchanged in this 2007 Plan. That goal has always been and continues to be the vision set forth by the community in 2002 contained in the *Master Plan for the Resort/Commercial Districts* adopted in 2003. That vision was and is the pursuit of revitalization of the City's core commercial and resorts areas, and protection of our residential neighborhoods from commercial intrusion. This 2007 Plan intends to enhance that vision by implementing "Green" and "Livable Community" strategies that focus on people to improve the quality of life for residents and the visitor experience. It provides a flexible framework for redevelopment that provides incentives for desirable redevelopment and restrictions or prohibitions on redevelopment that is politically, socially, and economically undesirable. However, all redevelopment will be raised to a higher standard of quality and will provide for community public improvements and amenities that lift the entire community to a better, safer, and more enjoyable quality of life.

Citizen Input on Community Redevelopment

The following are ten important factors that reflect existing conditions within the City along with resident suggestions and input during a nearly six year process beginning in December 2001. These principles have guided residents of the City in their preparation of this amendment to the Countywide Future Land Use Plan:

- (1) The City is essentially a "built-out" community. Of the 1,286.10 acres that comprise the community, approximately 13.40 acres, or 1.04 percent, are vacant and undeveloped.
- (2) There is strong community objection to high density unmanaged overdevelopment of our coastal Gulf community that will further degrade infrastructure and public services.
- (3) There is a strong desire to protect the quiet character of existing residential neighborhoods from encroachment and overdevelopment of non-residential uses.
- (4) There is a strong desire by both residents and multi-generational local hotel and motel owners to preserve the heritage of our City as a tourist destination because it is the foundation of our local economy and it offers the residents a diversity of services and

amenities as well as public access to our beaches.

- (5) Residents and local shop owners have also expressed a strong desire to revitalize the Downtown Corey area and create a vibrant main street that invites residents and visitors alike to shop, dine, play, work and live in a pedestrian-friendly and safe environment.
- (6) Residents have demanded that policies and strategies be adopted and implemented that maintain and improve existing infrastructure systems and facilities that ensure adequate capacity for new development that will maintain and improve the quality of life for residents and visitors alike.
- (7) Residents have expressed a need and desire to create a more environmentally friendly sustainable community that will improve the quality of life for residents and visitors by requiring the City to initiate an application with the Florida Green Building Coalition for certification as a Florida Green City and establishing goals, objectives and policies promoting Green practices and strategies for redevelopment that will be implemented through the City's land development and building regulations. The ultimate objective of certification and implementation is to rebuild a sustainable quality livable community that will:
 - (a) conserve water and other natural resources;
 - (b) lower energy consumption and operating costs both for private development as well as public improvements and public amenities;
 - (c) reduce traffic congestion and impacts on our roads by designing a "walkable" community that provides safe and comfortable pedestrian, bicycle, trolley and other environmentally-friendly modes of community mobility that also will reduce Greenhouse gas emissions, improve air quality and encourage outdoor fitness initiatives to promote a healthier City and healthier residents;
 - (d) reduce waste sent to landfills and increase utilization of recycling programs;
 - (e) provide for disaster mitigation strategies;
 - (f) maintain public access to our beaches and waterfronts using environmentally sensitive design;
 - (g) implement land development regulations that protect our waterways, Gulf beaches and Gulf waters from pollutants and debris that can harm natural resources including plant and species habitats;
 - (h) continue efforts to protect the sea turtle and preserve its habitat by maintaining and improving sea turtle protection regulations;
 - (i) demonstrate the community's commitment to environmental stewardship and social responsibility.
- (8) Residents have expressed a need and desire for a safer community through redevelopment of aging, functionally obsolete and vacant properties to:
 - (a) reduce crime and vagrancy; and
 - (b) replace older structures and buildings with new construction that meets current

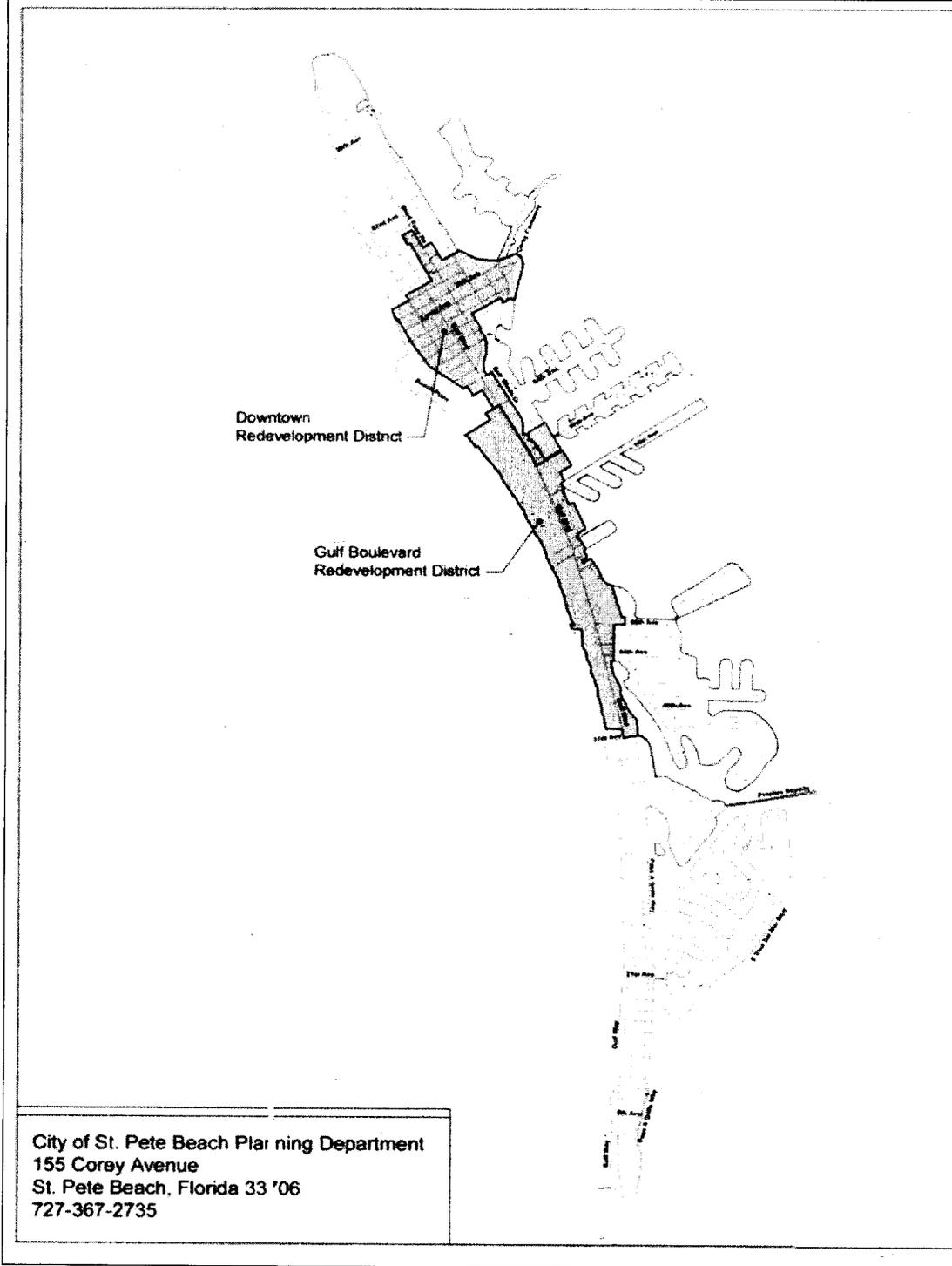
Building Code standards and FEMA flood protection regulations to maximize protection from both wind and flood damage caused by hurricanes and tropical cyclones.

- (9) Residents have expressed a need and desire to improve the safety, traffic flow and appearance of Gulf Boulevard that is the primary and most visible corridor through our community by:
- (a) improving pedestrian and bicycle safety;
 - (b) improving the appearance as well as protecting the community from storm damage by placing overhead utilities underground;
 - (c) improving traffic flow by reducing curb cuts and installing intelligent traffic flow devices; and
 - (d) creating a visually appealing boulevard worthy of a quality residential and resort community.
- (10) Residents strongly object to more high-rise residential development throughout the City that if permitted to continue will replace most, if not all, temporary lodging facilities, adversely impact our economy, commercial diversity, as well as diminish public beach and waterfront access. The impact, if permitted to continue under the City's 1998 Comprehensive Plan, will forever change the character and heritage of our City. Historically, the City has been a quality residential community complemented by resorts and supported by a tourist-based economy where residents and visitors for more than 50 years have lived and played in harmony with one another. However, many residents realize this legacy is in jeopardy if corrective regulatory action is not taken reasonably soon.

It is the intent of this Countywide Future Land Use amendment creating a Special Area Community Redevelopment Plan, prepared by residents, community leaders, and business as well as hotel owners, in an extensive collaborative effort, to address these desires, concerns and objections as expressed by the residents. This 2007 Special Area Plan establishes a Community Vision based upon four major Initiatives, a Green Mission Statement, and a Community Redevelopment District that forms the basis of a long-range redevelopment plan for the City's core commercial and resort areas. This 2007 Special Area Plan is one component necessary to effectuate the overall redevelopment effort including an amendment to the City's Comprehensive Plan Future Land Use and Housing Elements, a Ch. 163 Community Redevelopment Plan and implementing land development regulations that will pursue the stated redevelopment goals with tightly controlled density and design standards.

If the Countywide and City plan amendments as well as the Ch. 163 Community Redevelopment Plan are first approved by the voters of St. Pete Beach, and subsequently, the Countywide amendment and the Ch. 163 Plan is approved by the County, the City and its residents will benefit from a Redevelopment Trust Fund and a Community Improvements Fund that will provide capital infrastructure, public improvements and amenities that will improve the safety, services to, and the beauty of our City.

Map 1 Community Redevelopment Districts Location



This 2007 Special Area Community Redevelopment Plan reflects the desire of St. Pete Beach residents to: (1) maintain its 50 plus year history as a high quality residential community complemented by resorts and supported by a tourist-based economy; and (2) reclaim the downtown as the heart of the City with premier shopping, dining, entertainment and living activities. Every City needs unique places that promote community interaction and enjoyment. The resort areas and beaches along the Gulf of Mexico attract tourists, day visitors and residents alike, and they provide opportunities for recreation and relaxation. The downtown provides residents and visitors with shopping, personal services, dining, entertainment and access to essential government services provided by the Post Office, City Hall, Police and Fire Stations, Library and the new Community Center.

The potential loss of temporary lodging units to permanent residential condominium redevelopment will have a significant impact on the future economic and social fabric of the City. This may include the loss of many tourist-related commercial uses which suggests that residents would no longer be able to enjoy the dining and entertainment activities which are partially supported by the tourist population. Further, most of St. Pete Beach's condominiums have traditionally been largely owned by part-time residents. As many as 60 percent of the current units do not have homestead exemption, and that implies that they are not occupied as the owner's principal residence. It is likely that this trend will continue, making it probable that many residents will be absent during parts of the year. Many businesses would find it difficult to survive because of the lack of local population throughout the year.

The City's tax base will suffer if temporary lodging uses, including destination resorts, are replaced by residential condominium developments. While the property taxes would not be dramatically different initially, the long-term effects include loss of sales taxes, loss of bed tax and the loss of the general economic benefit of the tourist population. It is estimated that tourists spend about four to five times as much money daily as do permanent residents over the course of their stay in the City, impacting County and State revenues, as well as local tax collections. The loss of bed tax paid only by temporary lodging facilities, which is currently the only local funding revenue source for the multi-million dollar beach renourishment efforts undertaken every few years in Pinellas County and St. Pete Beach, could have a significant and substantial impact on local taxpayers. Beach renourishment is first and foremost an issue of public safety for protection against storm surge. Therefore, any loss of revenue that has historically funded that effort is a concern at the local, County, State and National levels. Any shortfall will need to be funded fully or partially by other revenues sources if bed tax revenue is not sufficient as a result of continued losses of temporary lodging facilities in the County.

The County has already lost 5,000 of its 40,000 rooms just between 2002 and 2006. This trend may have slowed slightly because of real estate market conditions, but that has not cured the property valuation issue or take into account ever increasing insurance costs that are equally responsible for the loss of hotels and motels, unless corrective regulatory action is taken that allows these properties to redevelop and compete in a national and international market. Experts say that vacancy rates have remained below average and stagnant on St. Pete Beach and throughout the Pinellas Beach communities as a result of aging small rooms and facilities that, for the most part, lack many of the amenities expected by vacationers today, especially families who want and need at least two bedrooms when traveling with children and grandparents.

The City has had a mixture of a residential and temporary lodging population since its incorporation in 1957 and for many decades before that. That is part of the rich heritage of St. Pete Beach. The majority of residents who participated in the earlier visioning processes have stated that they do not want to see St. Pete Beach turn into a bedroom community to St. Petersburg. In the many workshops held during the visioning and master planning process, there was a clear consensus that the City should act to preserve and strengthen the hospitality

industry component of City life. Since those early visioning and planning efforts, the one major issue of consensus amongst all of the residents, local businesses and local hotel and motel owners and operators, is that the community wants to preserve our resorts, boutique hotels, mom and pop motels and bed & breakfast inns.

The purpose of this 20-year plan is to serve as a Special Area Plan in accordance with the ***Rules Concerning the Administration of the Countywide Future Land Use Plan***, as amended and in support of a Community Redevelopment Plan that may be adopted pursuant to Part III Chapter 163, Florida Statutes. As a special area plan, this document is the land use plan for the St. Pete Beach resort and commercial areas, guiding future development by establishing goals, objectives and policies and by determination of the development potential for 11 unique "character" districts.

SUMMARY OF PLAN GOALS

Through this 2007 Special Area Plan, the residents by and through the City, seek to achieve an integrated, innovative and collaborative approach to long-range planning for the City's resort areas and the traditional downtown core. These are the two main commercial gateways into the City that must be revitalized if the City is to carry forward its tourism heritage into the next 50 years as its continued legacy. The Plan also seeks to address existing and planned downtown residential villages and small temporary lodging neighborhoods within or within close proximity to the Downtown core area that will:

1. reduce incompatible adjacent uses.
2. reduce commercial encroachment into residential neighborhoods.
3. create more cohesive neighborhoods as well as more cohesive core commercial and resort areas by consolidating compatible uses and establishing appropriate density, intensity and design standards that are adequately buffered from residential neighborhoods.
4. create a community improvement plan and program that encourages pedestrian, bicycle and mass transit mobility that will have the added benefit of improving and enhancing the social fabric of this small community that has seen more than its fair share of political divisiveness since the Spring of 2005.

The residents that collaborated on this Plan sincerely hope that the new sidewalks that will link our homes, neighborhoods and activity centers to each other, will both symbolically and physically provide the needed pathways to healing and bringing our community together once again.

In addition to the traditional and innovative planning tools provided to regulate development, this Plan establishes flexibility for future growth by defining a vision for each character district, which is implemented through site plan and design review. This Plan calls for the development of separate design guidelines for all new construction and reconstruction within each character district which shall be guided by the livable community design standards and strategies as well as a Green Mission Statement designed to achieve the goal of creating a quality sustainable Coastal Green City.

GREEN MISSION STATEMENT

The residents, local business owners and hotel owners/operators of St. Pete Beach, by and through its local government elected officials and city staff, support achieving a sustainable community by: protecting and conserving water resources; constructing energy efficient and healthy buildings; creating environmentally sensitive site and building design; recycling construction materials and debris; making building, planning and site design decisions that recognize the complexities and environmental sensitivities of our coastal environment and its vulnerability to storms.

By adopting a Green Mission Statement as part of this amendment, the first step will be taken towards becoming the first Coastal Green City in Pinellas County. This step will also support the sustainability efforts of Pinellas County, Florida's first official Green County recognized by the Florida Green Building Coalition Inc., in 2006. This Green Mission Statement is intended to be an overarching environmental mission statement for the entire City extending beyond the boundaries of the Community Redevelopment District in keeping with the spirit of a community redevelopment program that embodies a community mindset that extends well beyond the physical realm. This mission not only embraces a birth of a lifestyle, it promotes a lifestyle that is environmentally and socially responsible.

To achieve these goals, the residents and business community of St. Pete Beach want the City to initiate an application to the Florida Green Building Coalition, Inc., seeking certification as a Green Local Government. This is the second step in formalizing and bringing recognition to this environmental commitment by the residents and the local business community. This commitment is already rapidly becoming evident in our resort community, several of whom have either achieved, are in the process of achieving or intend to seek certification as a Green Building and/or Green Lodge by the Florida Green Building Coalition, Inc., and the Department of Environmental Protection. Ultimately, the Green Mission is a comprehensive effort requiring committed partnerships between the City, its citizens, Pinellas County, neighboring municipalities, developers, local businesses, as well as hotel and resort owner/operators to achieve this vision of long-term sustainability of our barrier island.

Extensive research revealed that the primary way for St. Pete Beach to become a certified Florida Coastal Green City as a result of its built-out and aging condition, is to encourage redevelopment of properties that no longer comply with current safety, environmental, energy and aesthetic standards. Without a plan to redevelop that makes economic sense for landowners to tear down structures and redevelop sites that are not built to these current standards, these buildings and properties will continue to deteriorate in terms of both safety and value as well as consume non-renewable resources and pollute the environment. Without a redevelopment plan, the nearly paved over existing sites that create urban heat, poor drainage, pollutant-filled storm water run-off and greenhouse gas emissions from an auto-dependent community, will continue to cause harm to our natural environment and quality of life, that adversely impacts our health and safety. Further, it was discovered that reconstruction of buildings and the land they are located on as well as our community streetscapes to promote a pedestrian and bicycle-friendly community, is the only way to implement Green practices and technologies that will achieve the conservation and air quality goals of a healthy Green City.

Chapter 2 Existing Conditions

This plan covers two distinct planning areas of the City under the umbrella of one Community Redevelopment District. The Gulf Boulevard Redevelopment District covers the resort area which begins at about 64th Avenue and runs south along the length of Gulf Boulevard to about 37th Avenue. The Downtown Redevelopment District covers core downtown primarily commercial area which encompasses the original downtown shopping district. The Downtown Redevelopment District extends east/west between Boca Ciega Bay and the Blind Pass Channel and is bounded on the north and south by 73rd and 76th Avenues. This "downtown" area also includes the southern part of the Blind Pass Road frontage, between 81st and 75th Avenues, and the northern part of Gulf Boulevard, between 75th Avenue and 64th Avenue, and a small mixed use area just west of the downtown between 73rd and 66th Avenues.

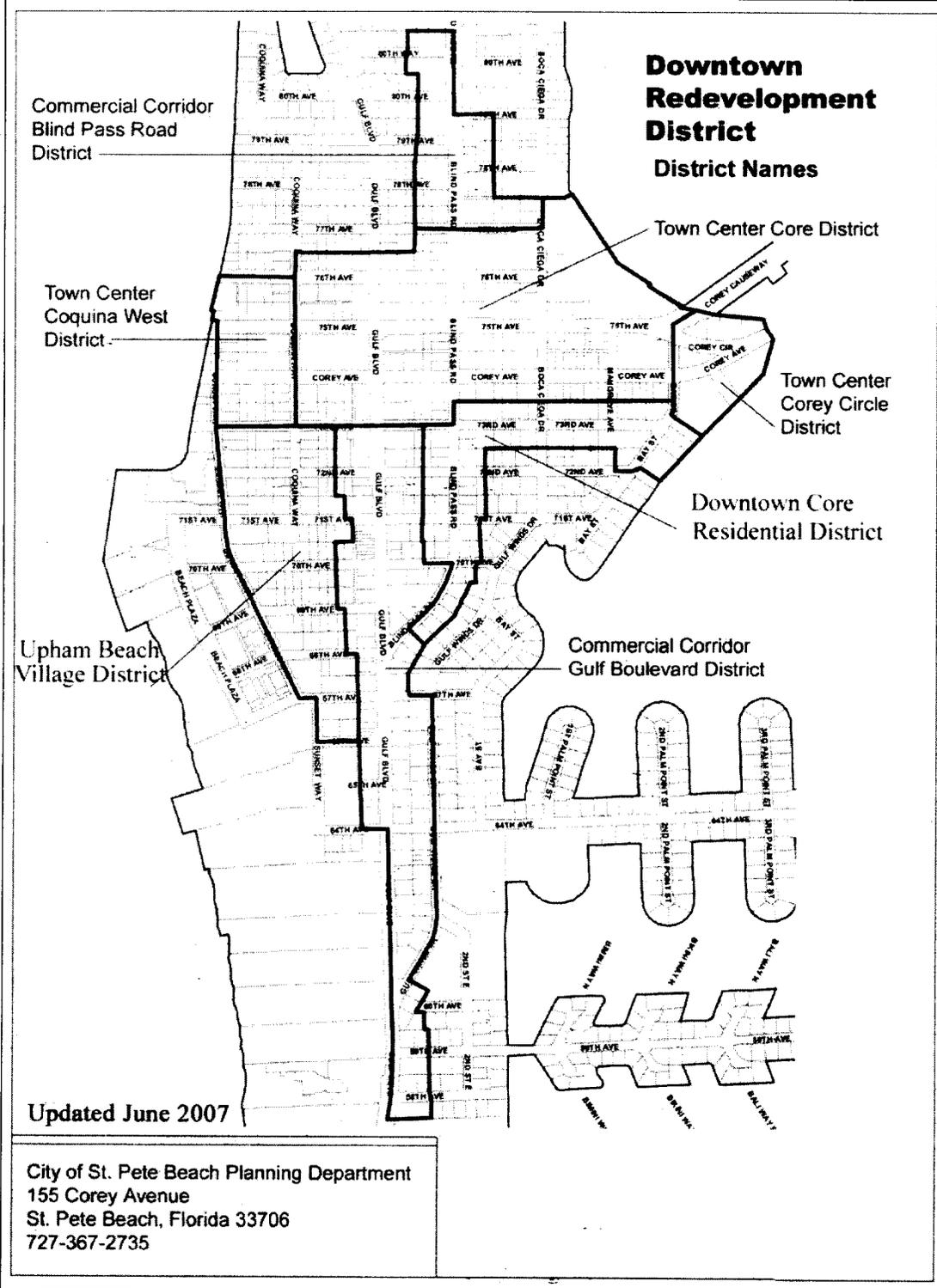
The resort area, which for the purposes of this plan will be referred to as the ***Gulf Boulevard Redevelopment District***, and is subdivided into four character districts for which individual redevelopment patterns are established by the character district plan related to that area. These four character districts are: the ***Large Resort District*** at the northern end of the beach; the ***Boutique Hotel/Condo District*** just south of the County Park and north of the Don Cesar; the ***Activity Center District*** which includes all of the commercial area on the east side of Gulf Boulevard from 46th Avenue northward to 64th Avenue; and the ***Bayou Residential District*** which covers a small area on the east side of Gulf Boulevard south of Dolphin Village and north of 37th Avenue that creates a transition buffer zone between an intense commercial area and the single family residential areas to the south and east in the Belle Vista neighborhood (see Map 2 on page 12).

The ***Downtown Redevelopment District*** establishes seven unique character districts in the downtown planning area and sets the framework for evaluating redevelopment within each character district. They are: the ***Town Center Core District*** which covers the traditional downtown business district; the ***Town Center Corey Circle*** and ***Town Center Coquina West Districts***, which are small areas east and west of the Town Center Core; the ***Downtown Core Residential District***, just southeast of the downtown core; the ***Upham Beach Village District*** which is a temporary lodging and residential area located between the commercial area and Upham Beach; and finally the ***Commercial Corridor Blind Pass Road*** and ***Commercial Corridor Gulf Boulevard Districts*** which are immediately adjacent to Blind Pass Road to the north and Gulf Boulevard to the south (see Map 3 on page 13). The purpose of the eleven (11) character districts in the two redevelopment areas is to allow for the differentiation of the development patterns within an overall, cohesive aesthetic. The intention of the Gulf Boulevard Redevelopment District is to facilitate a development pattern in which the more intense development occurs on the larger properties at the north end of Gulf Boulevard with less intense development transitioning into the smaller properties to the south. At the same time, the Downtown Redevelopment District will be recast as a downtown village with more intense development near the center and adjacent to the water, and less intense development towards the perimeter. Both areas will feature a high degree of pedestrian and bicycle activity with a greater focus on people and less emphasis on the automobile.

GULF BOULEVARD REDEVELOPMENT DISTRICT

The Gulf Boulevard Redevelopment District Area contains approximately 148.20 acres and 111 parcels of land lying on the east and west sides of Gulf Boulevard between 64th and 44th Avenues. Gulf Boulevard bisects the planning area creating east and west property designations.

Map 3 Downtown Redevelopment District Character Districts



There are no other significant streets in the Gulf Boulevard Redevelopment District, with the exception of those running to the east that provide access to single family areas to the east and a few short access streets to the west. Existing development is characterized by temporary lodging uses, multifamily developments and a variety of commercial uses with varying intensities and densities. Aesthetics and uses vary, depending on the specific location within this District.

Approximately 48 percent of the land area in this District is developed with temporary lodging uses. On the west side of Gulf Boulevard, this increases to almost 73 percent. About 22 percent of the area is used for commercial and office uses, and nearly 25 percent is devoted to residential uses. There are two major public parks in the Gulf Boulevard Redevelopment Area. The park located on the west side, just north of 46th Avenue, is owned by Pinellas County, and occupies approximately 5.3 acres and provides public beach access. The second park is located on the east side between 45th and 46th Avenues and is owned by the City. This park contains approximately 1.97 acres and currently provides passive recreation for the single family neighborhoods to the east. A County water tank is located near the City park.

Planning concerns and issues in the Gulf Boulevard Redevelopment District are:

- Functional obsolescence of many temporary lodging and commercial uses.
- Numerous curb cuts along Gulf Boulevard caused by the narrow lots or multiple entrances to the larger properties.
- Lack of pedestrian access, particularly related to crossing the 5-lanes of Gulf Boulevard and walking safely along the boulevard.
- Limited compliance with Federal Emergency Management Agency guidelines for flood hazard mitigation, with few buildings being either elevated or flood proofed.
- Below average growth of market property values as zoned.
- Significantly below average investment and reinvestment in commercial and temporary lodging properties as classified and zoned under the adopted 1998 Comprehensive Plan.

This area has received little public investment over the last few years, although the City, in cooperation with the Florida Department of Transportation (FDOT), installed planted medians to improve the appearance of Gulf Boulevard. The three traffic signals, at 55th Avenue, Dolphin Village Shopping Center and at 44th Avenue tend to lessen its level of service (LOS) capacity.

The Gulf Boulevard Redevelopment District is comprised of four unique character districts shown in Table 1 below.

Table 1 Acreage by Character District within the Gulf Boulevard Redevelopment District

District	Acreage	Percent of Total
Large Hotel	65.16	44.0
Boutique Hotel/Condo	22.50	15.2
Activity Center	52.68	35.5
Bayou Residential	7.86	5.3
Total	148.20	100.0

SOURCE: St. Pete Beach Planning Department – 2004 Updated in 2007 by deleting 5.01 acres of RU zoned land previously located within the Activity Center character district in the vicinity of 58th and 59th Avenues. The Activity Center District approved in the 2005 Special Area Plan was 57.69 acres.

Large Resort District

The Large Resort District is located on the west side of Gulf Boulevard from the Pinellas County Park (46th) northward to 64th Avenue. This area is devoted almost exclusively to larger temporary lodging uses which have a total of 2,122¹ rooms occupying 12 parcels and 54.44 acres of land, or about 84 percent of the land area in the district. There are five condominiums which will likely not be redeveloped in the foreseeable future. Eight single family residences and five commercial developments make up the balance of this character district. Except for the one-block area between 51st and 52nd Avenues, this area is designated Resort Facilities Medium (RFM) on the Future Land Use Map. A one-block area is designated Commercial General (CG). A detailed breakdown of existing land uses in the Large Resort character district is shown in Table 2 below.

Table 2 Existing Land Use – Large Resort District

Land Use	Total Parcels	Acres	Percent of Total
Single family	8	1.25	2.0
Multifamily	5	5.87	9.0
Temporary lodging accommodation	12	54.44	83.5
Commercial	5	2.83	4.3
Vacant	5	0.77	1.2
Total	35	65.16	100.0

SOURCE: St. Pete Beach Planning Department – 2004

Boutique Hotel/Condo District

The Boutique Hotel/Condo District is on the west side of Gulf Boulevard, beginning with the County park (46th) property and running south to approximately 220 feet north of 37th Avenue. This area has four remaining temporary lodging uses with 178 rooms, three multifamily uses, and one each of commercial and government uses. The temporary lodging uses are relatively small boutique hotels located on generally narrow lots that make larger scale resort redevelopment difficult. The government use is the 5.3-acre Pinellas County Park and beach access. This entire area is designated Resort Facilities Medium (RFM) on the Future Land Use Map and a detailed breakdown of existing land uses for this character district is shown in Table 3 below.

¹ See Appendix Table 24 showing 10 existing large resorts occupying 51.70 acres. St. Pete Beach Special Area Plan for the Resort/Commercial Districts

Table 3 Existing Land Use – Boutique Hotel/Condo District

Land Use	Total Parcels	Acres	Percent of Total
Multifamily	3	5.60	24.9
Temporary lodging accommodation	10	10.80	48.0
Commercial	1	0.80	3.6
Government	1	5.30	23.5
Total	15	22.50	100.0

SOURCE: St. Pete Beach Planning Department – 2004

Activity Center District

The Activity Center District is located on the east side of Gulf Boulevard from 64th Avenue to about 200 feet south of 44th Avenue. It includes the remainder of the commercially zoned land in the Gulf Boulevard area, the Dolphin Village Shopping Center being the largest commercial parcel recently rezoned to Planned Development, and subsequently, the City Commission approved a mixed use project containing 97,691 square feet of commercial and 175 multi-family residential uses² that comprises nearly half of the total commercial property in the District. In addition, there is one existing large multifamily use with 182 units, two new multi-family projects recently constructed and one multi-family project currently rezoned with a total of 110 additional units. The area is designated Commercial General (CG), Resort Facilities Medium (RFM), and Residential High (RH) on the Future Land Use Map. Over 45 percent of this area is developed with commercial uses, including the 11.4 acre Dolphin Village Shopping Center which was recently rezoned planned development (PD)³. In total, there are 21 commercial parcels, six small temporary lodging uses and one City public park. Table 4 below provides a detailed land use breakdown for the Activity Center character district.

Table 4 Existing Land Use – Activity Center District

Land Use	Total Parcels	Acres	Percent of Total
Planned Development ⁴	4	11.4	21.6
Single Family	5	1.05 ⁵	2.0
Duplex	4	1.69	3.2
Multifamily	7	14.83 ⁶	28.2
Temporary lodging accommodation	6	5.11	9.7
Commercial	21	15.05	28.6
Office	3	0.68	1.3
Government	1	1.97	3.7
Transportation/Utility	1	0.90	1.7
Total	51⁷	52.68⁸	100.0

² See Ordinance 2007-05.

³ See Ordinance 2006-03, St. Pete Beach that was subsequently approved by voter referendum on Nov. 7, 2006.

⁴ See Ordinance 2006-03 and 2007-05.

⁵ 2005 Special Area Plan Table 4 indicated 6.06 acres of single family and 35 parcels. The proposed Table 4 deleted 5.01 acres and 30 parcels of single family representing the single family neighborhood on 59th Avenue east of Gulf Boulevard behind Bats Taxi.

⁶ See Ordinance 2007-09 rezoning two parcels (.13 acres RU-2 to RM and 1.2 acres from CG-1 to RM) for a total of 1.33 acres added to the 13.50 acres of Multifamily indicated in Table 4 of the 2005 Special Area Plan.

St. Pete Beach Special Area Plan for the Resort/Commercial Districts

SOURCE: St. Pete Beach Planning Department – 2004 as updated and amended by Ordinance 2006-03 adopting a Planned Development (PD) zoning district and rezoning the Dolphin Village Shopping Center PD; and Ordinance 2007-05 rezoning the 11.4 acre parcel at the intersection of Gulf Boulevard and Punta Vista Drive to RM approving 19 multi-family residential dwelling units.

Bayou Residential District

The Bayou Residential District lies South of 44th Avenue and the Activity Center District, and is a small, narrow-depth area of land 7.86 acres in size. It has frontage on Gulf Boulevard and abuts the rear boundary of Belle Vista Subdivision, a large single family neighborhood to the east across McPherson Bayou at a distance of between 170 and 300 feet. The lot depths range from 101 feet to 370 feet, at the deepest point. The District previously had four temporary lodging uses and four commercial uses. All have recently been demolished leaving the properties vacant and undeveloped. There is one 20-unit multifamily development.

The entire District is designated RFM on the Future Land Use Map. Table 5 below provides a detailed existing land use breakdown. Redevelopment is currently impeded by artificial regulatory barriers that do not address the physical constraints of this area. The lot sizes and configuration simply will not accommodate redevelopment as a medium intensity resort of 30 units per acre. Under the 1998 Plan, RFM allows 0.65 floor area ratio. That equals the potential development of over 28,000 square feet of intense retail commercial uses per acre or approximately 222,500 square feet of commercial uses right next to the Belle Vista neighborhood. That is potentially 2.3 times more commercial square feet than recently approved in the Dolphin Village. Under the 2007 Plan, the maximum potential development is 141 residential units and if parcels are assembled, the potential for a small neighborhood retail use like a coffee shop or deli. Any development that is currently allowed under the 1998 Plan would result in intense nonresidential commercial uses that are incompatible with the residential uses located immediately south of this District and east in the Belle Vista neighborhood.

Table 5 Existing Land Use – Bayou Residential District

Land Use	Total Parcels	Acres	Percent of Total
Multifamily	1	1.83	23.3
Temporary lodging accommodation	4	3.35	42.6
Commercial	4	2.48	31.6
Vacant	1	0.20	2.5
Total	10	7.86	100.0

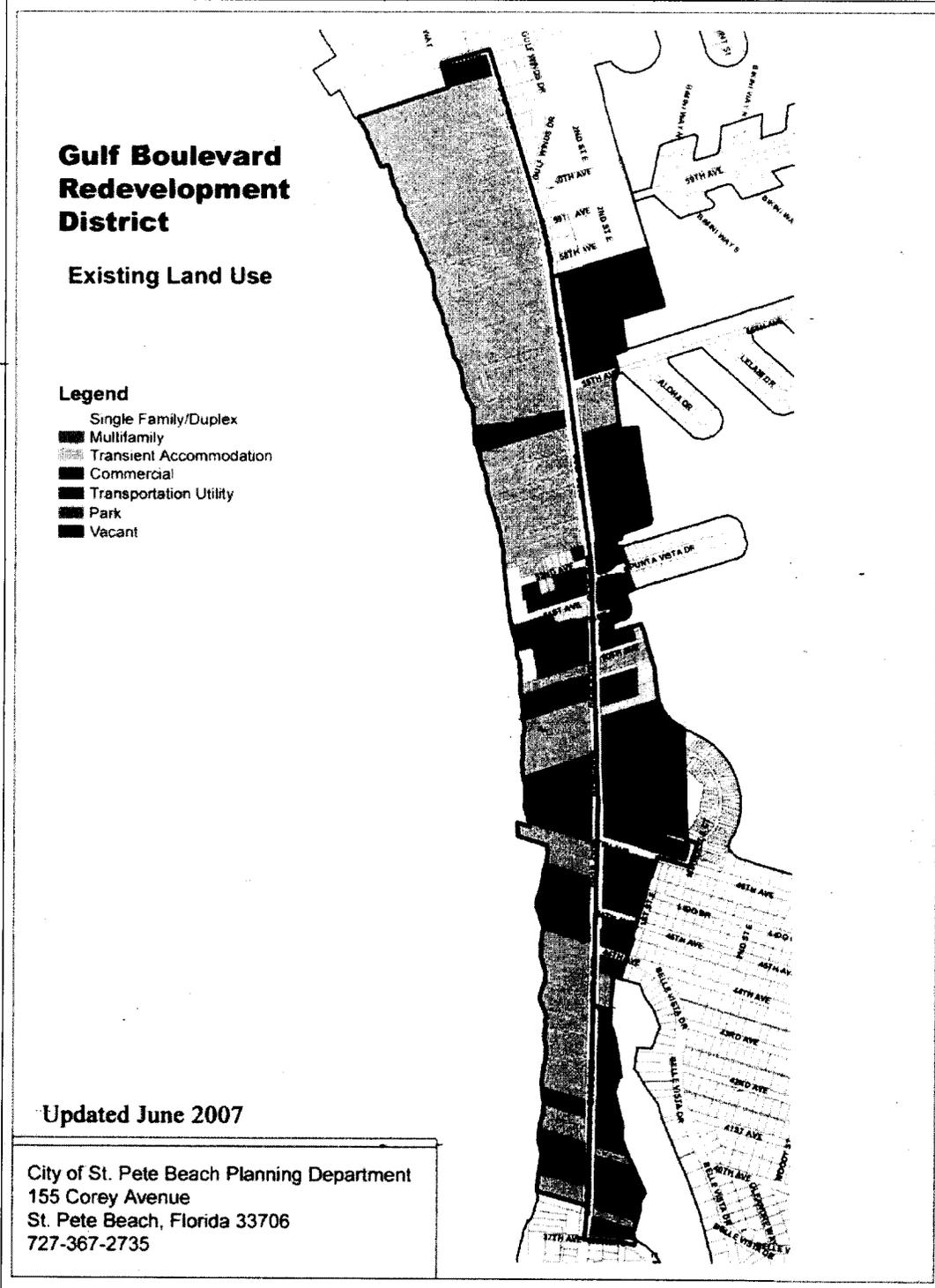
SOURCE: St. Pete Beach Planning Department – 2004

The existing land uses, current Future Land Uses and current zoning for the Gulf Boulevard Redevelopment District are shown on Maps 4, 5 and 6 on the following pages.

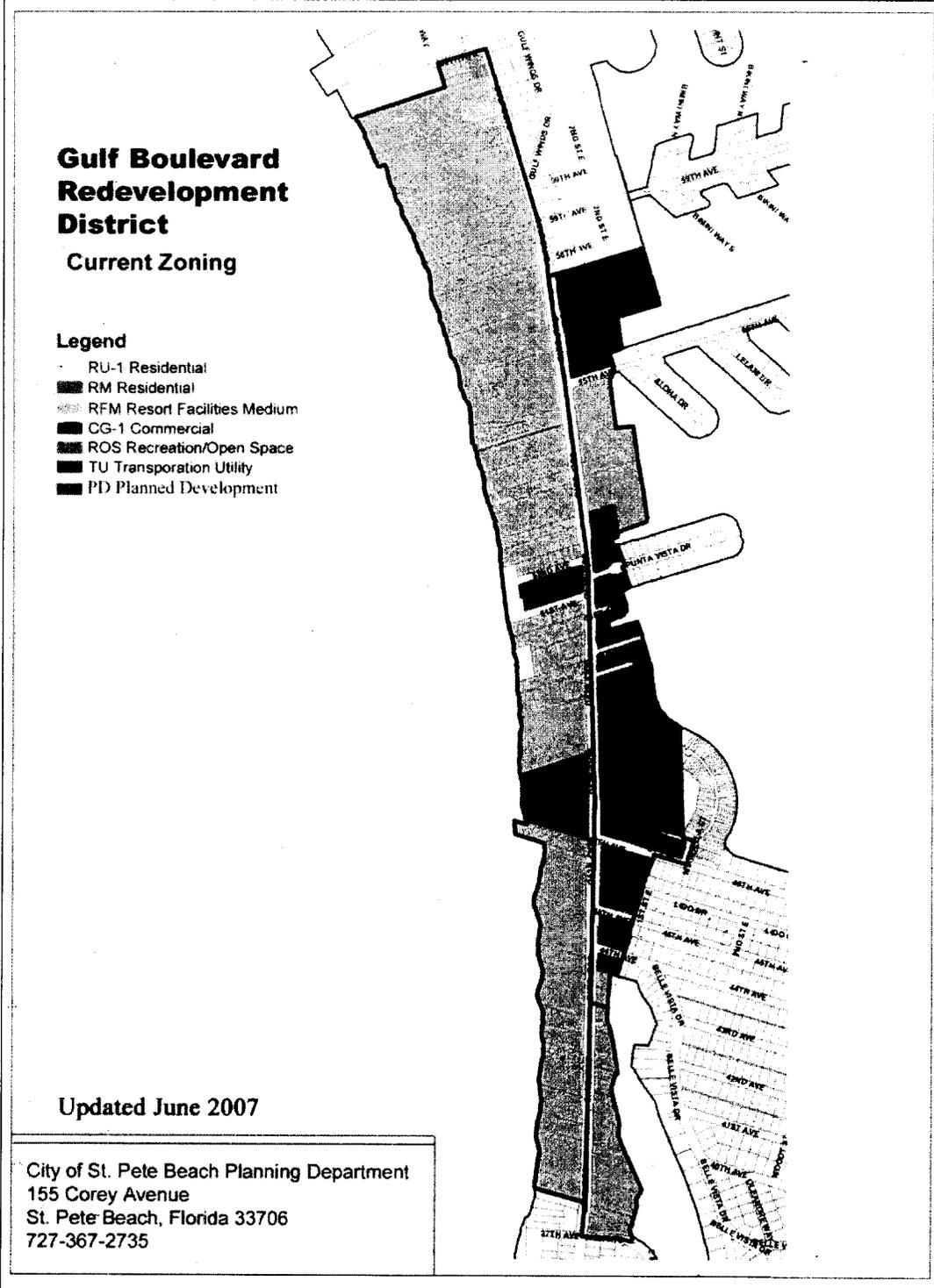
⁷ 81 lots shown on Table 4 of the 2005 Special Area Plan and the current 51 lots represents the deletion of 30 single family parcels from the removal of the 59th Avenue single family neighborhood from the Activity Center district.

⁸ Karl Holley, Director of Community Development, St. Pete Beach, confirmed that the acreage of Activity Center District approved in the 2005 Special Area Plan was 57.69 acres via email to the City Manager, Mike Bonfield on June 8, 2007 at 11:13am. The 59th Ave single-family residential neighborhood comprising 30 parcels and 5.01 acres is deleted in the proposed 2007 plan and represents the difference between the 57.69 acres approved and the 52.68 acres shown in the current Table 4.

Map 4 Gulf Boulevard Redevelopment District Land Existing Uses



Map 6 Gulf Boulevard Redevelopment District Current Zoning



DOWNTOWN REDEVELOPMENT DISTRICT

The Downtown Redevelopment District is comprised of approximately 100.05 acres and 391 parcels of land of a variety of uses with varying densities and intensities. Approximately 40 percent of the land area is currently developed with commercial and office uses. Approximately 33 percent of this planning area supports residential uses, 11 percent is used for temporary lodging and 11 percent of the area is devoted to government uses. Approximately two (2%) percent of the land is vacant and is primarily located at the east end of Corey Avenue on Corey Circle East. The balance of the area is institutional and utility uses. Few of the existing residential properties are owner occupied. In the Upham Beach and Downtown Residential areas, there are only a few residential units in the Blind Pass Road area. Seasonal residents dominate the existing high density Upham Beach area neighborhood.

Planning issues and concerns in the Downtown Redevelopment District area are:

- Poor lot layout with respect to size, accessibility and use.
- Physical deterioration.
- Obsolete development patterns.
- Inadequate street configuration, transportation facilities and parking.
- Violations of the Florida Building Code.
- Limited compliance with Federal Emergency Management Agency guidelines for flood hazard mitigation.
- Below average growth of market property values as zoned.
- Significantly below average investment and reinvestment in commercial properties as classified and zoned under the adopted 1998 Comprehensive Plan.

A major landscaping and sidewalk improvement project east of Gulf Boulevard was completed a few years ago and mast arm traffic signals were installed at several downtown intersections replacing some older style fixtures.

The Downtown Redevelopment District area is comprised of seven unique character districts shown in Table 6 below.

Table 6 Acreage by Character District within the Downtown Redevelopment District

District	Acreage	Percent of Total
Town Center Core	32.54	32.5
Town Center Corey Circle	4.67	4.7
Town Center Coquina West	6.11	6.1
Downtown Core Residential District	11.65	11.6
Upham Beach Village District	16.10	16.1
Commercial Corridor – Blind Pass Road	7.40	7.4
Commercial Corridor – Gulf Boulevard	21.58	21.6
Total	100.05	100.0

SOURCE: St. Pete Beach Planning Department - 2004

Town Center Core District

The traditional downtown core is located along 76th, 75th and Corey Avenues, running from Bay Street on the East to Coquina Way on the West. Most of the buildings in this area, particularly along Corey Avenue, are located at the front property line and cover the entire lot. They are used for a mixture of retail shopping, retail services and restaurants, and all depend very heavily on on-street parking. City Hall, which was first occupied in 2002, and the main U.S. Post Office are both located on Corey Avenue. Except for City Hall and a couple of new buildings that are built to FEMA standards, the existing aging buildings are almost exclusively one story in height. There are a handful of residential and temporary lodging uses in the Core, comprising a little over two acres total. This area is designated CG on the Future Land Use Map.

Corey Avenue, between Gulf Boulevard and Mangrove Avenue, has served as the "downtown" shopping area for almost 50 years. Women's clothing sales, the U.S. Post Office, two art galleries, a wine shop, two restaurants, the only movie theater, and funeral home in the City, along with several other specialty stores, help this area to survive. However, with the exception of the theater and one restaurant on Corey Avenue, all businesses close around 5 p.m. Guests of the resorts on Gulf Boulevard often observe that there is very little activity in downtown St. Pete Beach after dark. A detailed breakdown of existing land uses within the Town Center Core character district is shown in Table 7 below.

Table 7 Existing Land Use – Town Center Core

Land Use	Total Parcels	Acres	Percent of Total
Single family	6	.76	2.3
Duplex	4	.48	1.5
Multifamily	2	.26	0.8
Temporary lodging	4	.86	2.6
Commercial	50	18.59	57.1
Office	7	1.88	5.8
Government	5	9.36	28.8
Transportation/Utility	1	.23	0.7
Vacant	1	.12	0.4
Total	80	32.54	100.0

SOURCE: St. Pete Beach Planning Department – 2004

Town Center Corey Circle District

At the east end of the Town Center Core area is a small district designated as the Corey Circle area which is clearly visible from the Corey Causeway at the entrance to the City. This area is surrounded by water on three sides. Corey Avenue dead-ends where the former bridgehead for the old Corey Causeway is located. The Causeway was shifted north to 75th Avenue in the 1970s. This area is now below the new Corey Causeway. There is also extensive undeveloped public right-of-way in the area, as both Corey Circle and Corey Avenue have 80-foot widths. The Corey Circle area previously had two small temporary lodging uses and six commercial and office buildings, including three restaurants. Today, only one restaurant and one automotive service shop remains and the remainder of the land is vacant, unsafe and abandoned or under demolition. This entire area is designated Commercial General (CG) on the Future Land Use Map and was recently rezoned Planned Development (PD)⁹ in the Spring of 2006 and approved

⁹ See Ordinance 2006-03, City of St. Pete Beach.
St. Pete Beach Special Area Plan for the Resort/Commercial Districts
09/24/07

by voter referendum Nov. 7, 2006 for the entire character district with a maximum building height of seven (7) stories.

Table 8 Existing Land Use – Town Center Corey Circle

Land Use	Total Parcels	Acres	Percent of Total
Planned Development	8	4.67	100.0
Total	8	4.67	100.0

SOURCE: St. Pete Beach Planning Department – 2004

Updated and amended by Ordinance 2006-03 adopting a Planned Development (PD) zoning district and rezoning the entire Town Center Corey Circle District as Planned Development with a maximum height of seven (7) stories. This was approved by voter referendum on Nov. 7, 2006.

Town Center Coquina West District

On the west end of the Town Center Core area is a three-block area of mixed-uses, including residential, temporary lodging and commercial uses. The commercial uses include the only mini-storage facility in the City and three restaurants, in addition to four office uses. Another restaurant located on Blind Pass Channel at the end of 75th Avenue recently closed leaving yet another waterfront restaurant vacant on St. Pete Beach. The residential uses are mostly multi-family and duplexes, and there are three vacant parcels in the area. Except for the half-blocks on the south side of 76th Avenue and on the north side of 73rd Avenue, the area is designated CG on the Future Land Use Map. The northern-most half-block is designated Multifamily (RM), and the southern-most half-block is designated Residential Low Medium (RLM) with a Resort Facilities Overlay (RFO). A detailed breakdown of existing land uses is shown in Table 9 below.

Table 9 Existing Land Use – Town Center Coquina West

Land Use	Total Parcels	Acres	Percent of Total
Single family	3	.38	6.2
Duplex	6	.73	11.9
Multifamily	9	1.61	26.4
Temporary lodging	4	1.36	22.3
Commercial	5	1.16	19.0
Office	3	.49	8.0
Vacant	3	.38	6.2
Total	33	6.11	100.0

SOURCE: St. Pete Beach Planning Department - 2004

Downtown Core Residential District

Immediately south of the Town Center Core and east of Gulf Boulevard is a small mixed-use neighborhood located along 73rd Avenue and Blind Pass Road. It is a mostly residential with institutional uses and some temporary lodging uses along 73rd Avenue. The residential uses range from single family to multi-family and many were built in the 1930s and 1940s. The two institutional uses are the St. Pete Beach Public Library and the Rock Baptist Church. The area is designated RLM, Institutional (INS), CG, RM and Residential Urban (RU) on the Future Land Use Map and the detailed breakdown of existing land uses is shown in Table 10 below.

Table 10 Existing Land Use – Downtown Core Residential District

Land Use	Total Parcels	Acres	Percent of Total
Single family	20	3.44	29.5
Duplex	11	1.84	15.8
Multifamily	12	2.89	24.8
Temporary lodging	6	1.63	14.0
Commercial	1	.12	1.0
Office	1	.12	1.0
Government	1	.46	3.9
Vacant	3	.35	3.1
Church	1	.80	6.9
Total	56	11.65	100.0

SOURCE: St. Pete Beach Planning Department - 2004

Upham Beach Village District

Located on the western side of the Downtown and south of 73rd Avenue is the Upham Beach neighborhood. This neighborhood has a mixture of residential and temporary lodging uses, and the average density for this area is about 27 units per acre. Residential developments range from three units to approximately 30 units per acre. The temporary lodging uses range from five to 26 units per development on lots that range from a single 5,000 square foot lot to one-third of an acre resulting in temporary lodging densities as high as 78 units per acre.

Table 11 below reflects the substandard parcel sizes by current site design standards and highlights the need for parcel assembly in any redevelopment scenario. Residential and temporary lodging uses exist side by side and are fully mixed. Immediately west of this district are several large multifamily and temporary lodging uses on or near the Gulf of Mexico, which are just outside the redevelopment area. This neighborhood serves as a transition between the commercial area to the east and the more intense residential and temporary lodging uses to the west. The Upham Beach area is significantly overdeveloped with aging buildings in its existing as-built condition. The vast majority of structures do not comply with current building, FEMA, safety and land development regulations. This entire area is designated RLM with a Resort Facilities Overlay in the 1998 Plan. The densities adopted in 1998 Plan are less than one-half of the existing as-built density and this poses a redevelopment challenge. A detailed breakdown of existing land uses located in this character district is shown in Table 11 below.

Table 11 Existing Land Use – Upham Beach Village

Land Use	Total Parcels	Acres	Percent of Total
Single family	21	2.30	14.3
Duplex	10	1.33	8.3
Multifamily	30	7.38	45.8
Temporary lodging	19	4.25	26.4
Transportation/Utility	1	.23	1.4
Vacant	4	.61	3.8
Total	85	16.10	100.0

SOURCE: St. Pete Beach Planning Department - 2004

Commercial Corridor – Blind Pass Road District

The Commercial Corridor/Blind Pass Road District runs north/south along the newly widened Blind Pass Road, between 81st Avenue and 77th Avenue on the West, and between 79th Avenue and 77th Avenue on the East. Blind Pass Road is also Florida State Route 699, and in 2003 it was widened from its previous two lanes to five lanes by the Florida Department of Transportation (FDOT).

During the widening process, nearly all of the parcels fronting on the roadway lost property ranging from five to 20 feet in width. These frontage uses are all commercial. Many lost parking to the expansion of the road; some lost part of the original building, and some entire businesses were removed in the process. All of the frontage properties are limited in depth, averaging about 100 feet deep. The District includes the new FDOT retention pond between 80th Avenue and 80th Way on the west side of Blind Pass Road. The entire area, except for the pond, is designated CG on the Future Land Use Map. The pond is designated Transportation/Utility (TU). A detailed breakdown of existing land uses in this character district is shown in Table 12 below.

Table 12 Existing Land Use – Commercial Corridor Blind Pass Road

Land Use	Total Parcels	Acres	Percent of Total
Single family	13	1.74	24.4
Duplex	1	.15	2.1
Multifamily	10	1.75	24.6
Commercial	11	2.62	32.9
Office	1	.23	3.2
Transportation/Utility	1	.91	12.8
Total	37	7.40	100.0

SOURCE: St. Pete Beach Planning Department - 2004

Commercial Corridor – Gulf Boulevard District

The Commercial Corridor/Gulf Boulevard District runs south of the main downtown area between 73rd Avenue and 64th Avenue. It is one block west of the southern leg of Blind Pass Road. This segment of Gulf Boulevard begins the continuation of Florida State Route 699 after the transition from Blind Pass Road at 75th Avenue. The frontage properties along this corridor are a variety of commercial and office uses, while the properties immediately adjacent to the rear are mostly residential. There is limited parking for the businesses along this roadway. The frontage properties are designated CG on the Future Land Use Map. To the rear of the frontage properties on the west side, the properties are designated RLM with the Resort Facilities Overlay on the Future Land Use Map. On the east side, the adjacent properties are designated RLM and RM. A detailed breakdown of existing land uses within this character district is shown in Table 13 below.

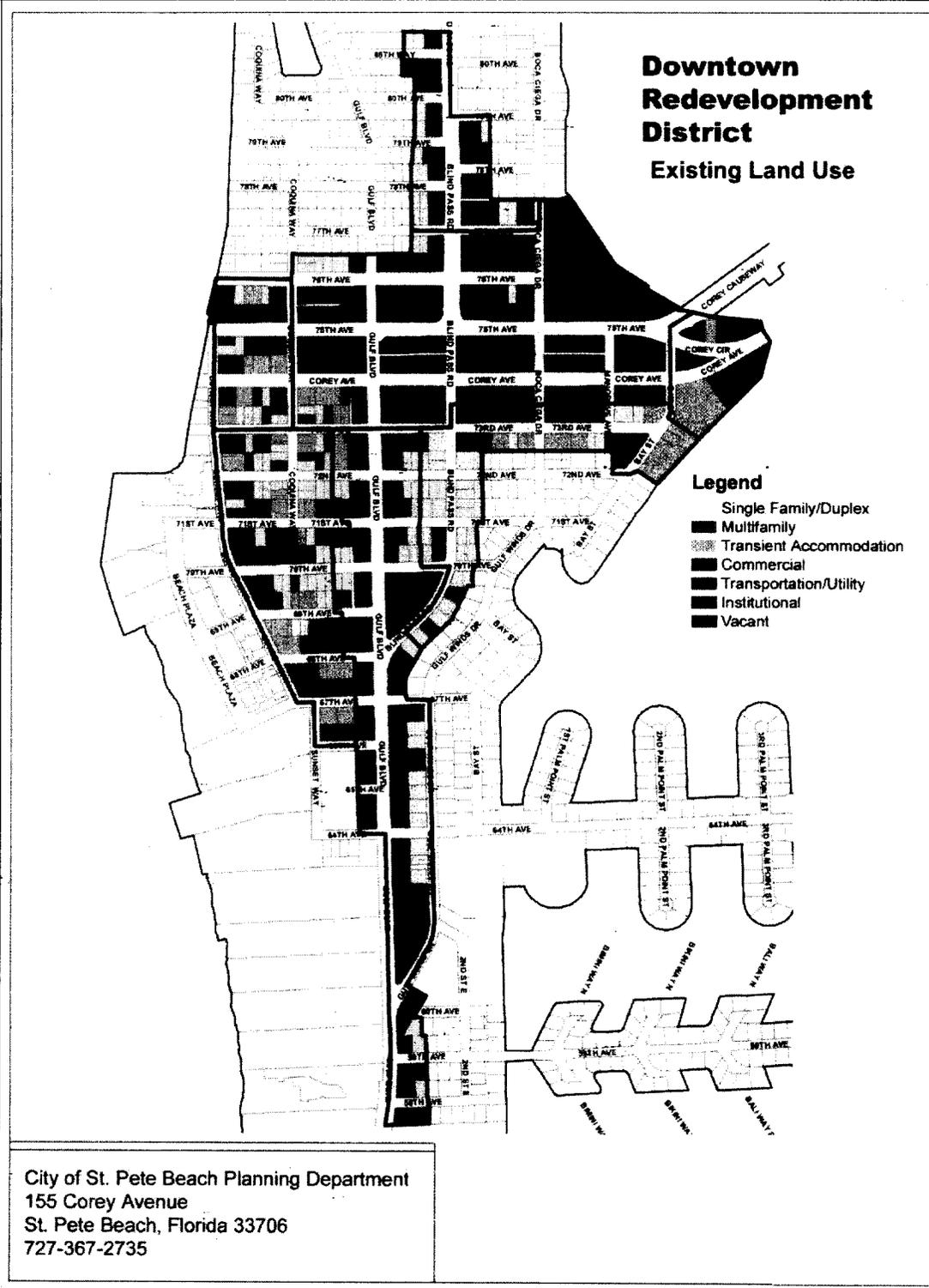
Table 13 Existing Land Use – Commercial Corridor Gulf Boulevard

Land Use	Total Parcels	Acres	Percent of Total
Single family	14	1.97	9.1
Duplex	6	.98	4.5
Multifamily	6	2.13	9.9
Temporary lodging	1	.42	1.9
Commercial	57	14.08	65.2
Office	4	1.41	6.5
Government	1	.23	1.2
Vacant	3	.36	1.7
Total	92	21.58	100.0

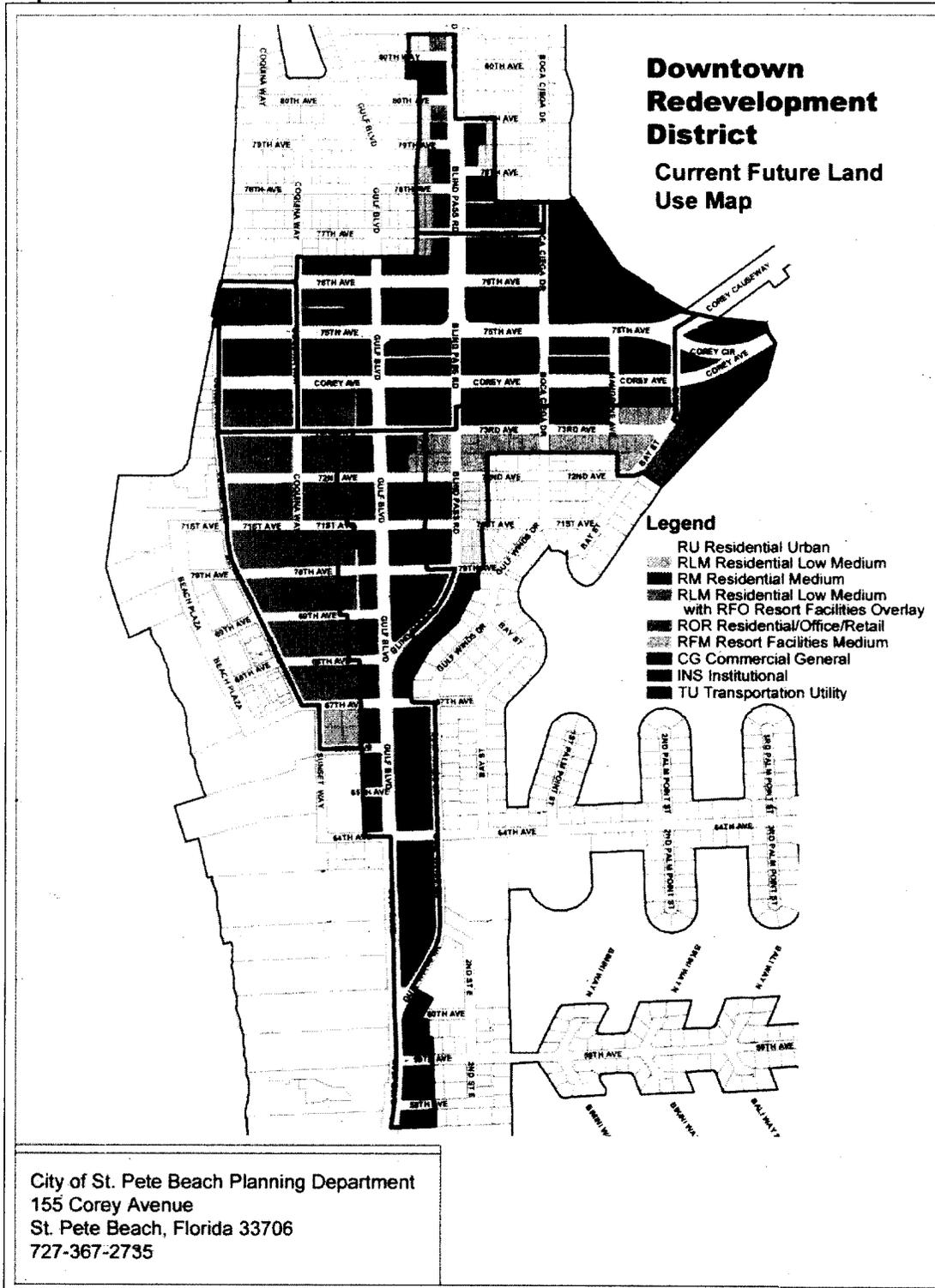
SOURCE: St. Pete Beach Planning Department - 2004

The Downtown Redevelopment District planning area is a diverse area with a mixture of uses and relatively few new structures. The area is dominated by older structures, most of which are 40-50 years old. The core area has substantial potential as a retail and entertainment center. The small residential and temporary lodging area southwest of the Downtown core can be revitalized and upgraded to provide more affordable residential and temporary lodging for families. The small residential area southeast of the Core can become a more modern downtown residential village and allow for the elimination of some of the older and less functional uses that are incompatible with existing and future residential uses. Finally, the two major roadway corridors can be revitalized to improve the entry into the downtown area, tying it together into a cohesive mixed use village aesthetic. Existing land uses current Future Land Use categories and zoning designations for the Downtown Redevelopment District are shown on Maps 7, 8 and 9 on the following pages.

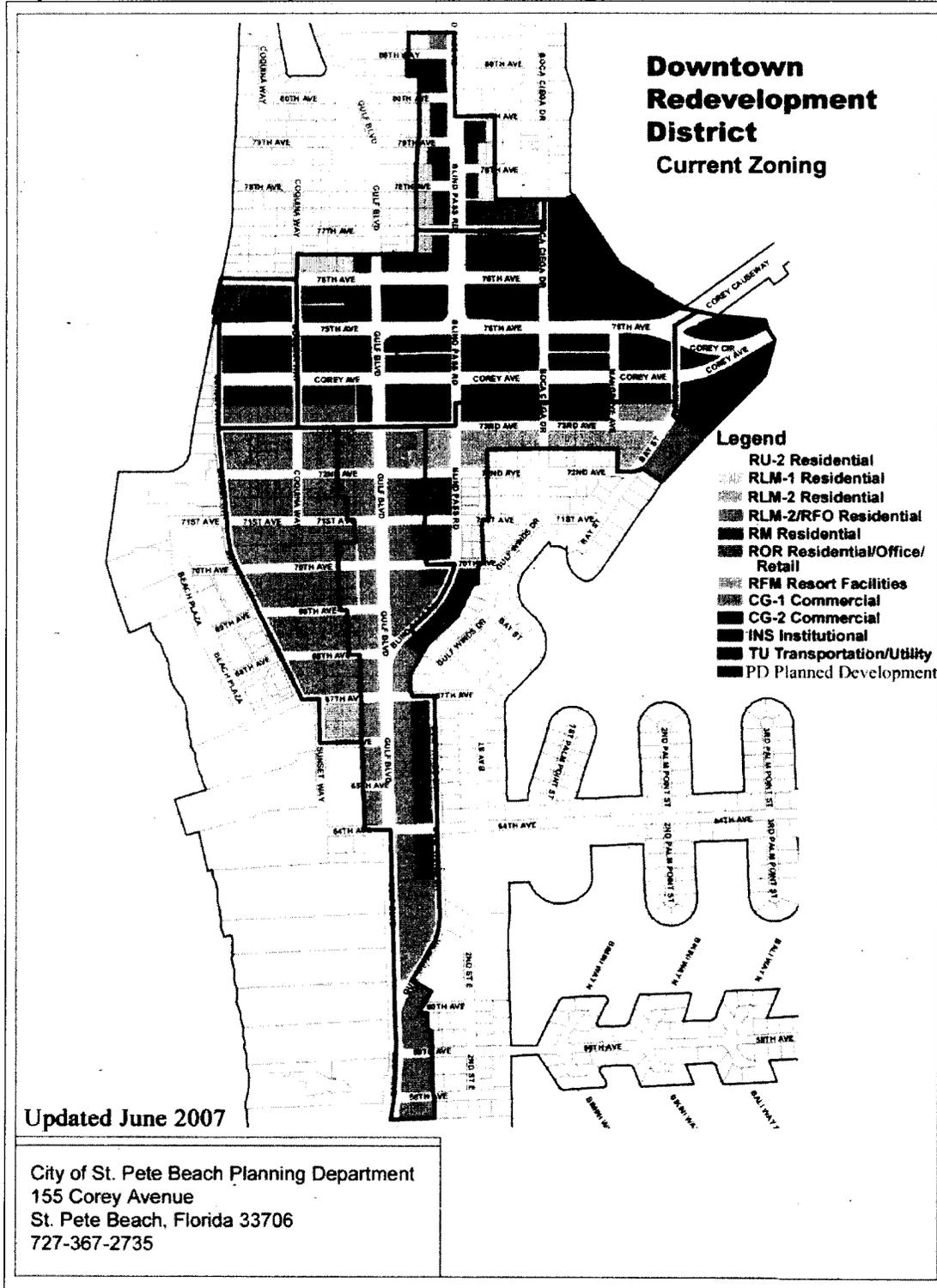
Map 7 Downtown Redevelopment District Existing Land Uses



Map 8 Downtown Redevelopment District Current Future Land Uses



Map 9 Downtown Redevelopment District Current Zoning



PROPERTY TAX VALUES

The Gulf Boulevard Redevelopment District, based on 2003 Property Appraiser data, has a just market value for all property of \$399,869,400. These properties paid \$6,785,503 in property taxes in 2003. The City share of those taxes was about \$1,017,825, approximately 24 percent of the City's total local ad valorem tax revenue in 2003. The breakdown by character district is shown in Table 14.

Table 14 Tax Information – Gulf Boulevard Redevelopment District

DISTRICT	JUST MARKET	TAX PAID	HOMESTEAD
Large Resort	\$ 215,193,000	\$ 4,076,126.46	3 condominium with 72 out of 245 units
Boutique Hotel/Condo	\$ 101,180,600	\$ 1,195,967.31	2 condominiums with 55 out of 176 units
Activity Center	\$ 72,369,200	\$ 1,294,374.06	21 parcels including 4 condominiums with 125 out of 351 units
Bayou Residential	\$ 11,126,600	\$ 218,035.27	1 parcel
Total	\$ 399,869,400	\$ 6,785,503.10	25 of 211 parcels including 7 condominiums with 214 out of 633 units

SOURCE: 2003 - Pinellas County Property Appraiser

Of the 141 parcels in the Gulf Boulevard Redevelopment District, 18 parcels are homesteaded and the seven condominium parcels have partial homesteads. Of the 633 condominium units in the area only 214 units, or 33.8 percent, are homesteaded. The Gulf Boulevard Redevelopment District covers 147 acres, about 12 percent of the total land area in St. Pete Beach, but generates almost 24 percent of the property tax revenues. Nearly half of the total taxes from the district come from the Large Resort area, which comprises about a third of the land area. It is clear that the large resort properties are an important asset to the community.

The Downtown Redevelopment District, according to the 2003 Pinellas County Property Appraiser report, has a just market value of \$121,293,600 and paid \$1,889,378 in total property taxes. The local portion of this total was approximately \$267,000, which represents about 6.1 percent of the City's total ad valorem tax revenue in 2003.

Of the 364 parcels in the district, 83 parcels are homesteaded, and the nine condominium parcels have partial homesteads. Of the 105 condominium units in the area, only 39 units, or 37.1 percent are homesteaded. Broken down by character district, the current just market values, taxes paid and homestead status is as follows:

Table 15 Tax Information – Downtown Redevelopment District

DISTRICT	JUST MARKET	TAX PAID	HOMESTEAD
Town Center Core	\$ 38,740,300	\$ 474,860.35	5 of 80 parcels
Town Center Corey Circle	\$ 4,467,000	\$ 88,027.45	0 of 8 parcels
Coquina West	\$ 8,743,400	\$ 157,152.86	6 of 33 parcels including 1 condominium with 3 out of 6 Units
Downtown Core Residential	\$ 12,592,200	\$ 184,738.95	22 of 56 parcels
Upham Beach Village	\$ 25,147,700	\$ 418,582.96	26 of 85 parcels including 8 condominiums with 36 out of 99 units
Commercial Corridor Blind Pass Road	\$ 7,070,900	\$ 104,291.39	16 of 37 parcels
Commercial Corridor Gulf Boulevard	\$ 24,532,100	\$ 461,724.61	8 of 65 parcels
Total	\$ 121,293,600	\$ 1,889,378.57	83 of 364 parcels including 9 condominiums with 39 out of 105 units

SOURCE: 2003 - Pinellas County Property Appraiser

The Downtown Redevelopment District has significant potential redevelopment value, especially the Town Center Core District which has almost \$38 million in current value in 80 separate parcels. Taxes have grown over the past few years through normal reassessments by the Pinellas County Tax Appraiser, but there has been little substantial new construction, investment or reinvestment in the area for many years. The exceptions are the new City Hall (2002) and the new Community Center (2007) which are not taxed, the new insurance office building across from the Post Office on Corey Avenue, and the Oyster Shucker restaurant at the west end of Corey on Sunset Way. The remainder of the Downtown Redevelopment District has remained stagnant or has declined in value as a result of demolition, abandonment and vacancies resulting from aging and deteriorating buildings, increased crime and a declining tourist economy over the past several years. This is particularly true on Corey Circle East and the entire Core area west of Gulf Boulevard.

INFRASTRUCTURE

Florida's growth management legislation requires municipalities to adopt level of service (LOS) standards for each public facility in order to ensure that infrastructure capacity and services are available to support development. In 2005, Senate Bill 360 expanded these concurrency requirements to tighten the rules around infrastructure, school, and water supply planning.

St. Pete Beach adopted Division 29, Concurrency Management, into its Land Development Code in December 2004, and last amended this code in January 2007 to address requirements for proportionate fair share. Although the City is not the primary service provider for each public facility, the City has adopted a level of service for the following: potable water, sanitary sewer, solid waste, drainage, recreation facilities, and roads. The existing Comprehensive Plan identifies no present concurrency issues.

Water

St. Pete Beach has an interlocal agreement with Pinellas County to handle both potable water supply and distribution. Tampa Bay Water (TBW), a regional water supply authority, provides the wholesale potable water supply to the county, and the Pinellas County Utilities Department St. Pete Beach Special Area Plan for the Resort/Commercial Districts

owns and maintains the distribution system. The City is a retail customer of the Pinellas County Utilities Department and has no responsibility regarding the supply of potable water to its citizens. See the Water Supply Planning section for more information regarding future plans to meet demand. St. Pete Beach's Comprehensive Plan currently states the adopted level of service standard for potable water will be 120 gallons per day per capita by 2005. This standard correlates to the LOS used by Pinellas County for planning purposes when preparing its 5-year and 20-year potable water demand projections.

Pinellas County adopts an annual concurrency test statement, which basically provides a status of LOS conditions for public services and facilities, including potable water supply. The County coordinates with Tampa Bay Water when developing this test statement¹⁰. According to the most current concurrency test statement, adopted by Pinellas County Ordinance #06-75, Tampa Bay Water is currently able to meet annual demand (existing LOS) within the Pinellas County Water Demand Planning Area, and "Except as otherwise provided in the Master Water Supply Contract or in the associated Interlocal Agreement, all potable water required by Pinellas County Utilities to service its customers will be supplied by Tampa Bay Water." This ordinance also includes provisions should the regional system experience a shortfall to institute one or more actions, including instituting additional water conservation measures or halting or otherwise restricting the issuance of development orders or permits.

In the new developments, the plumbing will be modernized using low-flow devices. As a result, of the overall potential density and intensity development potential in the 2007 Plan, water consumption is expected to be lower. Some of the properties that are most likely to be redeveloped under this Plan are the temporary lodging uses in the Large Resort District that were originally built in the 1950s and 1960s. Most feature older plumbing fixtures and probably substantial deferred maintenance, although some have taken steps to replace such fixtures. Current low-flow devices, shower heads, taps and toilets reduce water usage by 50 percent or more over the older devices.

Wastewater / Sewer

St. Pete Beach currently contracts with the City of St. Petersburg to provide its wastewater treatment. The adopted level of service within the 1998 Comprehensive Plan is 149.4 gallons per day per capita (GPCD). Wastewater from St. Pete Beach is treated in St. Petersburg's Northwest water reclamation facility located at 7500 26th Avenue NW. According to St. Petersburg's *2006 Concurrency Annual Monitoring Report*, the Northwest facility has an adopted LOS of 170 GPCD. This facility has the capacity to process 20 million gallons per day (mgd), and in 2005 was handling an average flow of 10.29 mgd, leaving an excess capacity of 9.71 mgd. St. Petersburg's Water Resources group monitors flows system wide and provides annual flow data and projected demands for wastewater, which are used to develop this annual concurrency report.

Any change in demand for service from St. Pete Beach would be reflected in this flow data and would be accounted for in future demand projections. Current capacity flow data shows that St. Pete Beach has generated less wastewater in the last two years, but this can in part be explained by a reduction in storm water due to drier years¹¹.

The fact that the maximum potential density and intensity is reduced from the 1998 Plan to the proposed 2007 Plan and as a result of the required implementation of minimum Green building

¹⁰ Source: SPB 2007 EAR citing City Staff Personal Communication, E. Freeman, Pinellas County Planning Department, March 26, 2007.

¹¹ Source: SPB 2007 EAR citing City Staff Personal Communication with E. Rosetti, City of St. Petersburg Water Resources Department, April 10, 2007.

and development standards in all redevelopment projects, including the installation of low-flow plumbing devices, future water consumption under the proposed 2007 Plan will be less than future water consumption under the current 1998 Plan. Sewer generation is a direct result of water usage, so it is reasonable to assume that when the water consumption is reduced, sewer demand will also be lessened.

It should be noted that the City recently completed a new Master Lift Station located on the north end of Boca Ciega Drive improving sewer wastewater flow.

Solid Waste

Waste management, including recycling, for residential customers, is provided through an agreement with Waste Services of Florida. Commercial customers obtain service from Waste Services under private contracts. The adopted LOS for solid waste is 1.3 tons per person per year. In 2006, Waste Services was processing approximately 65 pounds of solid waste per household per week in St. Pete Beach. Over the course of a year, this amounts to 1.69 tons per household. Using the 2000 Census average household size of 1.82 persons per household, Waste Services is currently removing approximately 0.93 tons per person per year total waste, including recycling¹⁵¹². Therefore, more than adequate solid waste capacity exists for the foreseeable future.

Storm water

The City of St. Pete Beach is a part of the Florida Gulf of Mexico barrier island system in Pinellas County. The barrier islands were originally built up from sand and shell as a result of wave and tidal action. On an undeveloped island, this porous material provides excellent drainage, but impervious surfaces such as streets and parking lots associated with development alter the natural drainage pattern and flooding occurs. Both Redevelopment Planning Areas are served by a series of drainage basins, some of which are under the control of FDOT. These are designed to channel storm water to appropriate outfalls. Development projects must submit plans for storm water management to the City for review and approval and include features to improve pre-treatment of storm-water runoff.

The St. Pete Beach 1998 Comprehensive Plan Infrastructure Element (IE) currently contains two references to levels of service for drainage. Under the objective of requiring compliance with the master drainage plan, IE Policy 2.1.1 states:

The St. Pete Beach's master drainage plan shall require new developments to meet the design requirements **(level of service) of the 25-year frequency, 24-hour storm event**. Post development runoff shall not exceed pre-development drainage peak discharge rates.
[Emphasis added]

Additionally, IE Objective 2.2 requires the establishment of a level of service for drainage, and Policy 2.2.1 states:

¹² Source: SPB 2007 EAR citing City Staff Personal Communication with S. Rheuble, Waste Services of Florida, April 16, 2007.

In accordance with the Drainage Ordinance, the level of service for drainage shall be the **10-year frequency, 60 minute storm event**. [Emphasis added]

The 10-year frequency, 60-minute storm event is the standard for engineering storm water management within the City's Code of Ordinances, which also requires that the rate of storm water discharge released from the post-developed site does not exceed the rate of storm water discharge of the pre-developed site.

The City is currently reviewing storm water ordinances that will address all drainage issues and will possibly establish a permit system for any and all work on a storm water/drainage system. Additionally, St. Pete Beach is coordinating with Pinellas County on a case-by-case basis for known drainage issues in order to implement proven solutions based on adequate resources and monies. Copies of all development plans are forwarded to the City's Public Works department for review to ensure that the standards and concurrency are met¹³.

Reclaimed Water

Reclaimed water is available throughout the City; however, much of the Downtown Planning Area, while having availability, is not served. Many of the properties in the Gulf Boulevard Redevelopment Area are presently reclaimed water customers. In any redevelopment scenario, reclaimed water will be required to be used as part of the Coastal Green City initiative adopted as part of the amendment to the City's Comprehensive Plan Future Land Use Element and this Community Redevelopment Plan.

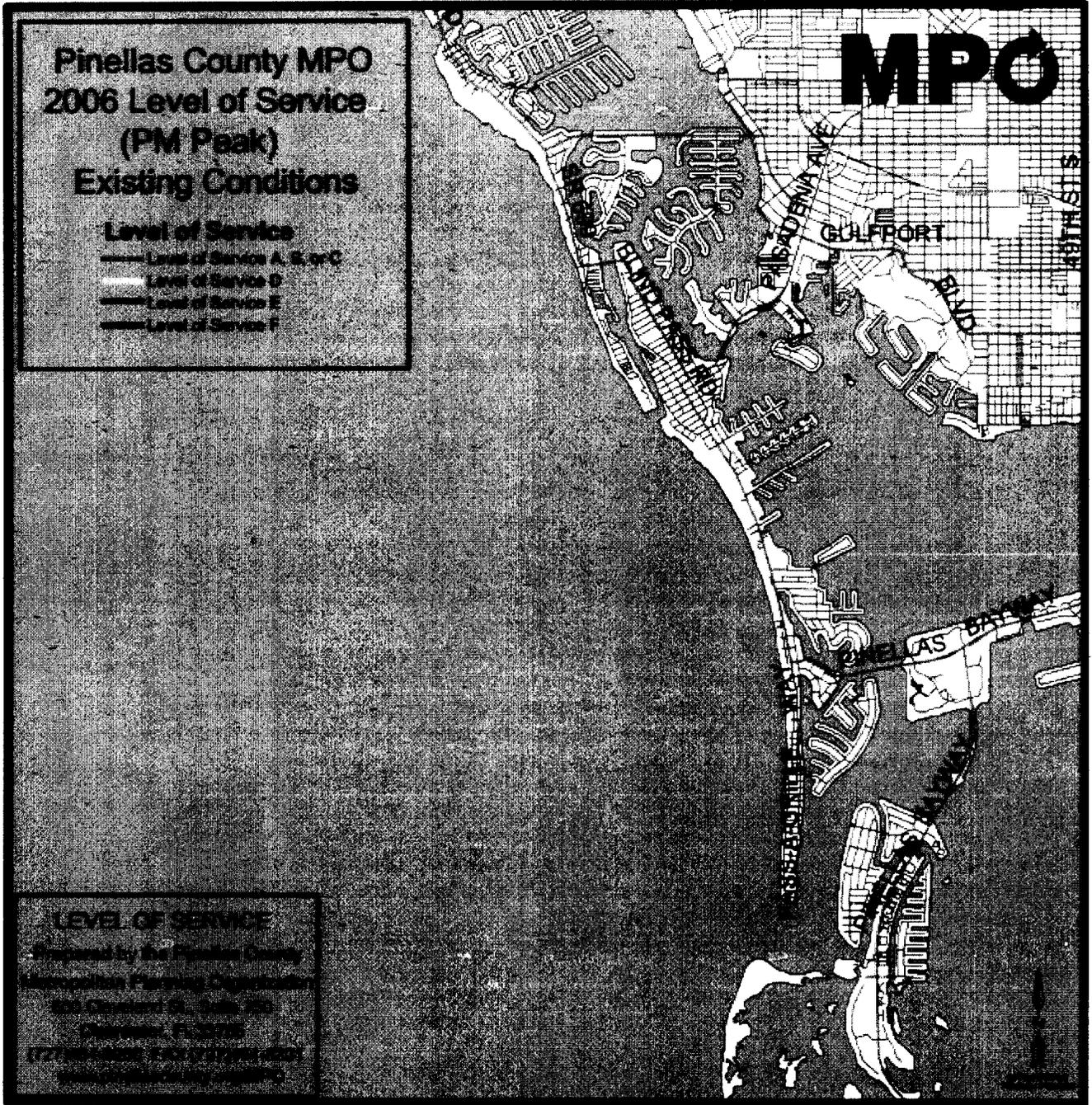
TRANSPORTATION AND PARKING

The functionality of a roadway is graded on a level of service (LOS) scale, which is a national standard used by traffic engineers to measure congestion. The use of LOS standards is mandated by both FDOT and the Florida Department of Community Affairs (DCA). The standards range from LOS A, representing roads with free flowing traffic, to LOS F, representing those roads which traffic approaching a point that exceeds the road's design capacity. The St. Pete Beach Comprehensive Plan establishes LOS standards for each of the major non-State roads in the City. The adopted minimum acceptable standard for the City is LOS D, which is considered reasonable for urban traffic where controlled by traffic signals.

The current minimum standard for all arterial and collector roads within the city is LOS D. The Pinellas County Metropolitan Planning Organization (MPO) prepares a report identifying operating conditions for these roads and identifies deficient roadways within the county. From a transportation management standpoint, the MPO is concerned only with the segments of Blind Pass Road and Gulf Boulevard that are part of State Road 699 and located within St. Pete Beach. (See Figure 1 below)

¹³ Source SPB 2007 EAR citing City Staff Personal Communication with S. Hallock, Director of Public Works, St. Pete Beach, FL, April 18, 2007.

Figure 1 Pinellas County MPO Road LOS (2006), St. Pete Beach, FL



According to the MPO's 2006 Annual Level of Service Report, the major roads within St. Pete Beach are operating at an overall LOS of B or C (Figure 2), and therefore are exceeding the adopted standard. Two segments, however, are currently operating at a LOS of F. Also, there are no roads identified by the MPO as constrained or deficient.

Table 16 Road LOS (2006), St. Pete Beach, FL

Facility	Actual LOS
Gulf Blvd S (Bayway -to- 75th Ave)	B
Bayway -to- 44 th Avenue	A
44th Ave -to- Dolphin Village	C
Dolphin Village -to- 55th Avenue	A
55th Ave -to- Gulfwinds Dr	B
Gulfwinds Dr -to- Blind Pass Rd	B
Blind Pass Rd. to Corey Avenue	A
Corey Ave -to- 75th Avenue	F
Corey Causeway / 75th Avenue (Shore Dr -to- Gulf Blvd)	B
Blind Pass Rd -to- Gulf Blvd	F
Blind Pass Rd (75TH Ave/Corey Ave -to- W Gulf Blvd)	C
75th Ave/Corey Ave -to- 84th Avenue	C
84th Ave -to- Bridge E	A
Bridge E -to- W Gulf Blvd	D

Source: Pinellas County MPO 2006 Level of Service Report

In the SPB-CRA Plan area, the only road of concern is Gulf Boulevard. This road currently has a level of service (LOS) of "C". The primary problems are associated with excessive curb cuts, multiple driveways and relatively narrow sidewalks.

Until Blind Pass Road was widened, it was rated an LOS F by the FDOT, carrying about 16,000 vehicles per day. The widening raised the level to LOS C or better. Gulf Boulevard, also a state road, has an LOS of C. Blind Pass Road north of 75th Avenue, Gulf Boulevard south of 75th Avenue and 75th Avenue from the Corey Causeway to Gulf Boulevard are all state highways and are under the jurisdiction of FDOT. The other roadways are local roads under the City's jurisdiction. Blind Pass Road and Boca Ciega Drive south of 75th Avenue are classified as collector streets. Both of these roads run parallel with Gulf Boulevard and eventually intersect with it south of the downtown area.

Multimodal Transportation

The Pinellas Suncoast Transit Authority (PSTA) operates the Beach Trolley which serves the Blind Pass Road corridor, Gulf Boulevard into Pass-a-Grille at the far south end of the City, and the Corey Avenue area. There are trolley stops all along the route, with major stops in Pass-a-Grille and on Corey Avenue. However, existing trolley stops are generally located on a narrow sidewalk with a trolley stop sign which does not provide adequate passenger safety or comfort and that deters mass transit rider-ship. The trolley also offers service into downtown St. Petersburg. It operates every 30 minutes from 5:05 a.m. to 10:10 p.m. daily, with service until midnight on Fridays and Saturdays. Fares range from \$1.25 per single trip to a Daily Go Card for \$3.00 or a 7-day Unlimited Pass for \$12.00. Senior and disabled discounts are available.

Minimal bicycle and pedestrian facilities exist throughout both planning areas. Improvement of these facilities is required to increase non-vehicular mobility and safety throughout the redevelopment area. Previously bike lanes have been added as an afterthought to existing roadways.

Public Parking

Except for some on-street parking at the public beaches and a metered parking lot adjacent to County Park, there are no public parking lots or garages in the City of St. Pete Beach. Parking is provided by some individual businesses, and on-street parking is available in most areas. There are about 500 total public parking spaces located throughout the downtown area. Parking availability, with emphasis on pursuing centrally located parking facilities, will have to be addressed as part of the redevelopment process and as part of a Community Redevelopment Area Plan and a Community Improvements Plan for the overall Community redevelopment District.

Sidewalks

The sidewalks along Corey Avenue are generally wider than other City sidewalks because they exist as part of an earlier infrastructure project. However, most of the sidewalks throughout the planning areas are narrow and most are in disrepair. The sidewalk along Gulf Boulevard from 75th Avenue all the way south through the Gulf Boulevard Redevelopment District are about five feet in width, but they are right up against the 35 MPH traffic in the street. These sidewalks also cross many driveway entrances and have several manholes in them. Much of the area does not have sidewalks at all. Sidewalk improvements will be implemented wherever possible as part of the redevelopment plans to improve safety and pedestrian mobility in the Downtown core and Gulf Boulevard resort areas.

PUBLIC RECREATION FACILITIES

The Gulf Boulevard District has two large parks. The largest is the Pinellas County Park and Beach Access on the west side of Gulf Boulevard at about 46th Avenue. The other is the City's Lido Park on the east side of Gulf Boulevard which is largely undeveloped.

The downtown area has the fewest public parks of any area of the City. There are a couple of small parks on the western edge of the redevelopment area which offer fishing to the public.

The City of St. Pete Beach offers a wide variety of parks and recreation amenities. In addition to miles of sandy beach and water, the City offers citizens and visitors picnic facilities, basketball and tennis courts as well as baseball fields and covered pavilions. The Recreation & Open Space Comprehensive Plan Element adopts the Recreation Levels of Service (LOS) contained in Figure 17.A below.

Table 17.A Recreation Levels of Service (2007), St. Pete Beach, FL

Facility	Level of Service	LOS Requires (est. 10,000 residents)	Actual Service Provided
Tennis	1 Court per 2,000 pop.	5 courts	9 courts (+4)
Basketball	1 Court per 5,000 pop.	2 Courts	3 courts (+1)
Baseball/Softball	1 Field per 6,000 pop.	1 Field	3 fields (+2)
Boat Ramps/Docks	1 Ramp/Dock per 5,000 pop.	2 Ramps/Docks	2 ramps, 3 docks (+3)
Bicycle Trails	1 Mile per 5,000 pop.	2 miles	Approx. 5 miles (+3)
Fishing	1 Site per 5,000 pop.	2 Sites 1 2 Courts	7+ sites (+5)
Racquetball Handball/	1 Court per 5,000 pop.		0 courts (-12)
Picnic Area	1 Acre per 6,000 pop.	1 Acre	12 acres (+11)
Shuffleboard	1 Court per 5,000 pop.	2 Courts	6 courts (+4)

Source: 1998 Comprehensive Plan,; SPB 2007 EAR citing City Staff Personal Communication with M. Whelan, Director of Leisure Services, St. Pete Beach, FL, March 19, 2007St. Pete Beach Leisure Services Director (March 2007)

Figure 2 Parks and Recreational Facilities (2007), St. Pete Beach, FL

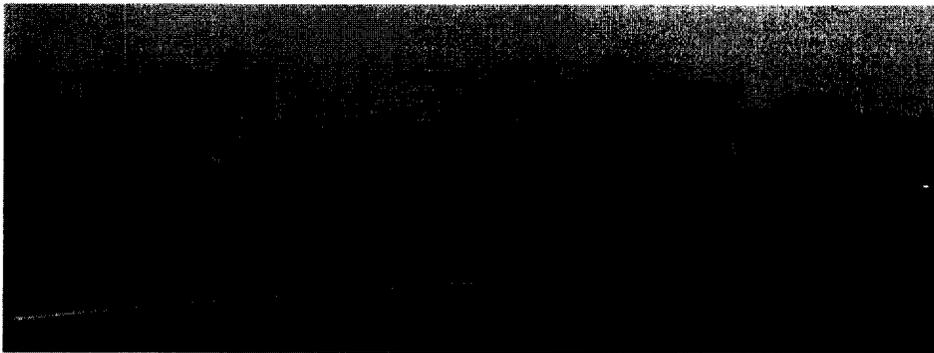
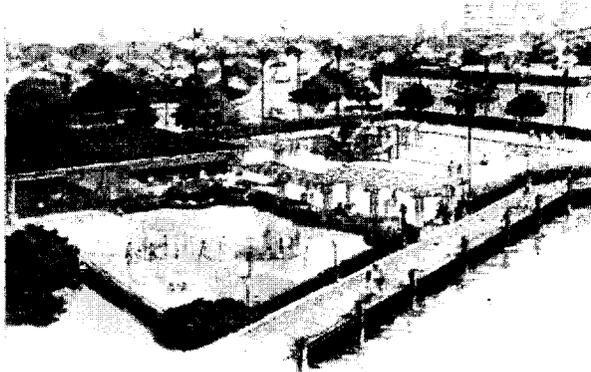




Table 17.B shows the name of the Recreational Amenity, location and size for all site within the City. The Recreation amenities located within the SPB-CRA are highlighted in yellow in Table 17.B.

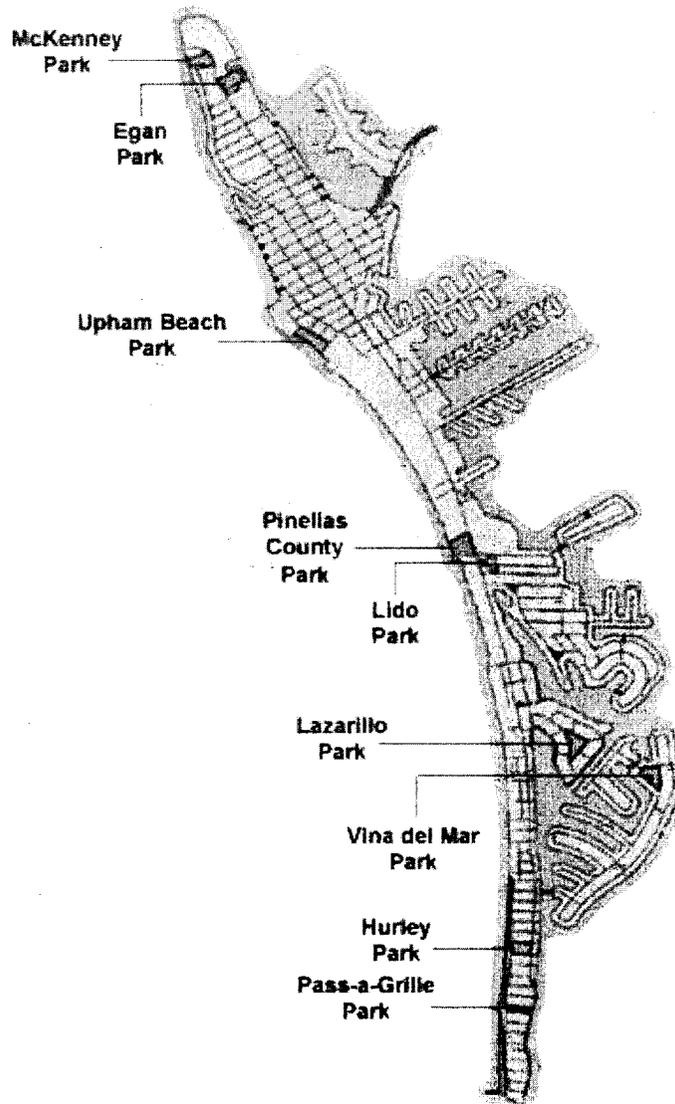
Table 17.B SPB Recreation Site Inventory

Site	Location	Acres
Mcenney Park	9300 Blind Pass Rd	5
Egan Park	9101 Bind Pass Rd	5.4
Community Center	7701 Boca Ciega Dr	6.4
Cidlowski Park	699 76 th Ave	.12
Fisherman's Park	7400 Sunset Way	.12
Sunset Park	7300 Sunset Way	.12
Upham Beach	6700 Beach Plaza	9.4
Boca Ciega Isle Mini Park	1142 Boca Ciega Isle Dr	.22
Lido Park	4503 Gulf Blvd	1.97
Belle Vista Triangle #1	125 44 th Ave	.5
Belle Vista Triangle #2	3715 Belle Vista Dr.	.25
Belle Vista Mini Park	3670 Belle Vista Dr. E	.22
Thomas Rowe Park	3501 Gulf Blvd	.11
Don Vista	3300 Pass A Grille Way	.52
Don Vista Park	500 33 rd Ave	.19
Lazarillo Park	224 Debazan Ave	3.9
Vina Del Mar Park	302 S. Isle Dr	3.5
Hurley Park	1501 Gulf Way	3.5
Ercius Park	1205 Pass A Grille Way	.1
Pass a Grille Park	1000 Pass A Grille Way	2.1
Pass a Grille Beach	1 st -22 nd Av	20

The physical locations of the City's recreational amenities are shown in Figure 3 below.

Figure 3 Location of City Parks (2007) St. Pete Beach, FL

Source: City of St. Pete Beach, FL



Since 1998, the City has purchased additional property to expand McKenney Park at the northern end of the island, and has added a park as part of the City's new community/recreation center. St. Pete Beach is exceeding all adopted levels of service for recreation facilities except handball/racquetball (See Figure 3 above). In a Citywide survey completed February 2007, there was not much public demand for this type of facility. Should this sentiment change in the future St. Pete Beach will provide these services to its residents¹⁴.

The former City Hall site, located just north of 75th Avenue on Boca Ciega Bay, has recently been redeveloped with a new Community Center, pool, and remodeled recreational center and gymnasium that officially opened its doors on July 7, 2007. This redeveloped park also includes

¹⁴ Source; SPB 2007 EAR.

a large open space along the intracoastal waterfront at the Corey Causeway entrance to the City. A small skateboard park and splash pad is planned for the future. This park site is the most significant City-owned park that offers the best opportunity for a first-class public recreation facility and represents the most significant public investment in the City, both public and private, in many years.

PUBLIC SCHOOLS

St. Pete Gulf Beaches Elementary School is located Blind Pass Road. Earlier in 2007, the School Board listed this elementary school on its potential school closure list but was later removed and remains open at this time.

No school impacts are likely to occur as a result of the overall decrease in residential density in the 2007 Plan from both the 1998 and 2005 Plans. In addition, within the Town Center Core, Downtown Core and Upham Beach areas, the residential units permitted will generally be smaller, some may be apartments, and most will be more suitable for "empty nesters" or young singles, neither of whom is likely have school-age children. On the other hand, the residential condominium development expected in the Boutique Hotel/Condo and the Bayou Residential Districts is not likely to be suitable for families with children because of its proximity to the higher-traffic along Gulf Boulevard as compared to neighborhood residential streets as well as limited on-site play space. Currently in the City, about 65 percent of the existing condominiums are owned by people who are snowbirds or vacationers. These units are occupied for about 40 percent of the year.

Chapter 3 The Redevelopment Plan

St. Pete Beach – Preserving Our Heritage & Creating Our Legacy - For The Next 50 Years

OUR VISION

In 2007, the City of St. Pete Beach celebrates its 50th Year Anniversary. It seems appropriate at this half century milestone that many of its residents have come together to celebrate not only this community's past, but also its future. This plan focuses on people and the environment to create a "sense of place" unique to St. Pete Beach. This amendment to the St. Pete Beach Comprehensive Plan Future Land Use Element creates a new land use category designation - Community Redevelopment District- as part of an overall Community Redevelopment Plan. The purpose is the long-term redevelopment of 248.25 acres of the core commercial and resort areas of the City that have experienced little or no reinvestment in the past 30 years. That lack of reinvestment has caused a progressive decline in the appearance, function, safety and value of the commercial and resort areas, most of which have, or will soon achieve, functional obsolescence. Unlike many other communities suffering from similar conditions, St. Pete Beach has an opportunity to take relatively simple regulatory corrective action that will emphasize commercial and resort reinvestment and discourage more residential condominium development. The goal of this correction is to simultaneously rebalance our tax base and economy while maintaining the City's diversity and heritage.

The Plan that follows is an extensive six month collaborative effort of many residents and business owners from every corner of this Gulf Coast barrier island, from "founding families" to relative "newcomers," that is built upon the five plus previous years of community redevelopment planning efforts sponsored by the City since late 2001. Ever mindful of the uniqueness of St. Pete Beach as a community where families both live and come to play, residents of this beloved island community want to ensure this rich history will not be relinquished to fond memories; but also will be the legacy of its future. This Plan represents a vision for the City's future that respects the heritage of its past.

St. Pete Beach has a long and vibrant history that has always included quiet residential neighborhoods as well as the excitement and economic support that only tourists can bestow upon a community. St. Pete Beach historically has been a family-oriented tourist destination located at the very southern tip of Pinellas County's white sandy peninsula. Its wide, sugar-white sandy beaches stretch for nearly six miles along the coast of the Gulf of Mexico. The beaches, Caribbean-blue waters and spectacular sunsets are the City's priceless and principal assets. Residents have shared these assets with visitors for over 50 years and look forward to 50 more years of shared experiences and memories with family, friends, neighbors and visitors.

The Special Area - Community Redevelopment District is part of an overall Community Redevelopment Plan that not only establishes the required redevelopment standards, but also establishes four major plan Initiatives. The Plan and the following four Initiatives provide solutions that will build the foundation for a sustainable future of St. Pete Beach as a Quality Livable Community for the next 50 years. These Initiatives also foster social responsibility and environmental stewardship and were developed in response to the Citizen Input captured on the pages 4-6. These Initiatives are intended to provide answers and solutions in response to several questions residents have been asking since 2001 such as:

1. How can our community focus more on people and less on the automobile?
2. What can we do to create a unique identity for St. Pete Beach through beautification, community improvements and redevelopment that preserve our heritage as a residential community and resort destination?
3. How do we revitalize and redevelop without overdeveloping?
4. How can we help people who work in our community live here or nearby?
5. How can we enhance our green spaces and blueways?
6. What can we do to improve the quality of our environment and ensure long-term environmental sustainability?
7. How can we ensure that our community services and amenities not only remain, but continue to improve and grow without more tax burdens on the residents?
8. What can we do to become a healthier and safer community?
9. What needs to be done to make our City a sustainable quality livable community?
10. What regulations must be changed to revitalize our community and ensure its long-term economic viability and sustainability that shifts more of the tax burden away from residents?

The residents and business owners responded to those questions with the following four Initiatives:

#1 The Coastal Green City Initiative adopts a Coastal Green City Mission Statement that promotes Green building, land development and operational practices for both the public and private sector that will support a healthy sustainable future for the community. This Initiative promotes eco-tourism and best practices in water, energy and waste efficiency standards for St. Pete Beach in recognition of our social responsibility to be global citizens, leaders and environmental stewards of our future. In addition this Initiative supports Pinellas County's commitment to fostering sustainable quality community strategies and follows the leadership of the Governor in his Executive Order No. 07-126 that establishes Climate Change Leadership by Example on July 13, 2007.

#2 The Affordable Housing Initiative mandates affordable housing mitigation and offers incentives to participate in a voluntary mitigation program. This Initiative recognizes our social responsibility as a County citizen and partner in responding to the need to provide affordable housing options in Pinellas County for our community workforce, some of whom are our teachers, police officers, firefighters, nurses and government employees, and who are increasingly unable to afford to live in or near our City.

#3 The Community Improvements Fund Initiative mandates the preparation of a Community Improvements Plan for neighborhood improvements and amenities that will be the basis for implementation of impact fees to be paid by developers.

- Those fees may also be used to pay for any improvements designed as part of the Gulf Boulevard Improvement Program prepared by Pinellas County dated April, 2007, that are the obligation of the City to fund as part of the Program. These improvements may include underground utilities along Gulf Boulevard, a downtown parking garage, streetscape, and beautification as well as other capital improvements and amenities defined in Division 41 of the LDC.
- These funds will be in addition to revenue that may become available from a Community Redevelopment Area Trust Fund (see Initiative #4) and Penny for Pinellas funds that are currently planned as a County contribution to pay for approximately half of the cost of implementing the Gulf Boulevard Improvement Program.
- This Community Improvements Fund arose from the initiative of community leaders, landowners, hotel owners, developers and residents of St. Pete Beach who recognize their social and financial responsibility, particularly in light of recent tax reform policies that have led to City

budget cuts, to actively participate in funding community improvements that will create a quality livable community for residents and visitors that can be sustained for the next 50 years.

#4 The Redevelopment Trust Fund Initiative promotes redevelopment of our core Downtown Corey and Gulf Boulevard Resort Areas to revitalize St. Pete Beach as a premier family-oriented community where families live and come to visit.

- If the Ch. 163 Community Redevelopment Plan is first approved by the voters, it will be submitted to Pinellas County for approval and ultimately will lead to a request for approval by the County of a Redevelopment Area Trust Fund. This Trust Fund will provide long-term tax increment revenue from the County to pay for infrastructure, safety and beautification improvements that are approved as part of the Ch. 163 Community Redevelopment Plan.
- This Ch. 163 Plan, if approved first by the voters and then the County, will also promote Green practices and livable community strategies for public improvements & amenities that will further support our Green Mission to create a quality sustainable residential and tourist community for the next 50 years on St. Pete Beach.

Together, this Community Redevelopment Plan for St. Pete Beach and embodied Initiatives, if approved, will also stimulate reinvestment and revitalization of resort, hotel, and other types of temporary lodging facilities for the purpose of sustaining a critical mass of rooms that in turn will support commercial revitalization and reinvestment. Resort and commercial reinvestment is essential to support a strong economically healthy and sustainable community anchored by a clean regional tourism industry.

If this Plan is approved by voters and the County, it will represent the joint commitment by residents, local government and the business sector that is essential for a sustainable environmental and economic future for St. Pete Beach that preserves both its heritage and continues its legacy as a quality residential and resort community. In this 21st Century, that future must be based upon environmentally sound practices and community-building principles based upon social responsibility to ensure that our community's future legacy is worthy of our past.

VISION OF THE PLAN

The intent of the *St. Pete Beach Gulf Boulevard Redevelopment District Plan* is to provide a flexible framework for the redevelopment of the Gulf Boulevard corridor, enhancing it as a place that serves residents and attracts visitors to a resort destination and the major commercial and entertainment area of the City. The principles and assumptions that guide the Gulf Boulevard Redevelopment District Plan are as follows:

- Gulf Boulevard is the economic engine of the City of St. Pete Beach.
- Gulf Boulevard is an important center of commercial and resort activity.
- Revitalization of Gulf Boulevard is critical to the City's overall success.
- Gulf Boulevard is best suited as an integrated community with a mix of retail, office, residential, temporary lodging and recreational opportunities.
- Gulf Boulevard should be redeveloped in a comfortable, safe and more pedestrian and bicyclist- friendly manner that focuses more on people and less on the automobile.

- The west side of Gulf Boulevard has a unique relationship to the Gulf beaches and should be a focal point for resort and boutique hotel revitalization efforts that maintains the area as primarily a resort area to be enjoyed by residents and visitors alike.
- Views and public beach access to the waters of the Gulf of Mexico must be preserved and enhanced wherever possible.
- Quality design, FEMA flood protection and current Building Code compliance is critical for new construction and renovated buildings.
- To encourage pedestrian activity, some automobile-oriented drive-thru uses should be restricted, sidewalks need to be installed and widened and be part of an overall continuous Citywide network of pedestrian pathways that includes decorative pedestrian-scale street lighting, street furniture and shade trees.
- Curb cuts along Gulf Boulevard must be reduced for safety and improved traffic flow.
- An adequate parking supply that functions properly and reduces curb cuts along Gulf Boulevard must be provided with new uses.
- Shared parking opportunities and a centrally located parking facility should be pursued as part of redevelopment.
- Non-vehicular alternative modes of transportation should be pursued to decrease dependence on the auto throughout the City, reduce the need for parking, and increase safe, convenient and more environmentally friendly mobility within the core areas of the City for residents and visitors alike.
- The elimination of vacant buildings and lots, as well as aging and deteriorating conditions are critical to the revitalization and safety of Gulf Boulevard that should be designed and redeveloped in a manner that supports the resort, retail, restaurant, and entertainment needs of the local residents and resort areas necessary for sustaining the quality of life historically enjoyed by residents and visitors as well as the long-term economic viability of the City.

The intent of the ***St. Pete Beach Downtown Redevelopment District Plan*** is also to provide a flexible framework for the redevelopment of the Downtown into a memorable place that attracts people to live, work, shop and play. The principles and assumptions that guide the Downtown Redevelopment District Plan are as follows:

- Revitalization strategies must be implemented to breathe new life back into the traditional Downtown core area of St. Pete Beach that was historically a vibrant place of activity as one of two traditional historic shopping and entertainment districts within the City.

Downtown St. Pete Beach needs to remain an important center of commercial activity, entertainment, business and government.

The revitalization and rebirth of the Downtown core area is critical to the City's efforts towards overall success of the Redevelopment Plan as a whole.

- Downtown is best suited as an integrated community with a mix of retail, office, residential, entertainment and recreational opportunities.

- Attracting new residents, locals and visitors to the downtown area is critical to the success of a revitalized Downtown.
- Blind Pass Road and Gulf Boulevard should be redeveloped as pedestrian-oriented streets in conjunction with Corey Avenue to form the major retail core and activity center of the Downtown area.
- Downtown's unique relationship to the waterfront to the east and west should be a focal point for revitalization efforts.
- Public views and access to the water must be preserved and expanded wherever possible.
- Quality architectural designs, FEMA flood protection and current Building Code compliance is critical for new construction and renovated buildings.
- Implementation of Green practices, design standards, technologies and operations are essential to achieving the goal of becoming a certified Florida Green City.
- To encourage pedestrian activity the following standards and infrastructure must be pursued and implemented wherever possible (1) some automobile-oriented drive-thru uses should be restricted; (2) curb cuts must be reduced; (3) a pedestrian bridge crossing over Gulf Boulevard linking East and west Corey Avenue physically and psychologically should be actively pursued; and (4) sidewalk and bike lane improvements must be installed where necessary to form continuous pedestrian and bicycle linkages throughout the Downtown area and adjacent residential neighborhoods.
- Architectural design elements that protect pedestrians from the weather and shade trees that provide comfort to the pedestrian to increase pedestrian mobility should be a focus of redevelopment.
- An adequate parking supply that functions properly must be provided with new uses.
- Shared parking opportunities as well as a centrally located parking facility should be pursued as part of redevelopment.
- Curb cuts must be reduced along Gulf Boulevard, Corey Avenue, 75th Avenue and Blind Pass Road.
- Alternative non-vehicular modes of transportation should be pursued and accommodated to provide a safer and more environmentally-friendly community that is less dependent on the auto, thereby reducing the need for parking.
- The elimination of vacant buildings and lots as well as aging and deteriorating conditions will dramatically assist in the revitalization and rebirth of the Downtown core area. Elimination of those decaying conditions is critical to supporting the retail, restaurant, and entertainment needs of the residents and visitors to the Downtown.

These principles and assumptions guided the formation of the goals, objectives and policies of this Redevelopment Plan. They also provide the basis for the establishment of eleven character districts divided between the Gulf Boulevard and Downtown planning areas as separate geographic districts; and set the parameters for redevelopment in each of these districts. These

principles and assumptions also provide direction for the types of regulatory strategies for public investment and development incentives that can be and should be used to encourage and facilitate private reinvestment and investment.

GOALS, OBJECTIVES AND POLICIES

Goals, Objectives and Policies for the Special Area - Community Redevelopment District

PEOPLE GOAL

Goal 1: To support achieving a quality sustainable community through livable community design standards as well as Green building, site design and operation strategies.

Objective 1.1: To promote a sustainable community by encouraging the use of Green standards and practices for all development and redevelopment within the Community Redevelopment District for a healthier environment and healthier residents by implementing standards that:

- conserve water and other natural resources.
- reduce energy consumption.
- improve air quality by reducing Greenhouse gas emissions.
- reduce impacts on infrastructure by participating in ride-sharing and shuttle service programs.
- reduce urban heat by reducing paved surfaces.
- reduce paved surfaces by reducing the need for parking by encouraging in shared parking plans as well as employer ride-share and shuttle service programs.
- reduce urban heat and encourage pedestrian mobility by planting additional shade trees.
- reduce waste through efficient design and recycling programs.
- promote a walkable environment by providing on-site pedestrian pathways that link to adjacent properties and off-site sidewalks to reduce traffic impacts and Greenhouse gas emissions.
- provide trolley stops or improve existing trolley stops by designing a comfortable and safe place that is convenient and attractive to encourage mass transit use.

Policy 1: Require minimum Green standards and encourage the use of Green redevelopment practices that exceed minimum standards for public and private development.

Policy 2: Encourage the use of low flow fixtures and high energy efficient rating construction materials, equipment and appliances.

Policy 3: Encourage the use of reclaimed water and rain sensor irrigation systems.

Policy 4: Parking lots should include trees to provide shade and reduce temperature for pedestrians.

Policy 5: Encourage construction waste management and recycling.

- Policy 6: Encourage the use of energy efficient and solar lighting.*
- Policy 7: Encourage the use of advanced storm water controls and waterfront considerations to minimize and eliminate pollutant run-off.*
- Policy 8: Encourage the use of fountains and water features that promote water conservation.*
- Policy 9: Encourage the use of Waterwise Florida landscapes and drought tolerant plant material to conserve water and minimize the use of pesticides.*
- Policy 10: In furtherance of pedestrian safety, coordination with the Pinellas County Metropolitan Planning Organization and the Florida Department of Transportation for the construction of traffic control/pedestrian crossings on Gulf Boulevard near beach access points shall be pursued.*

MOVEMENT GOAL

- Goal 2:** To meet the needs of residents and further the ideal of a quality community as a function of living, working, and recreational opportunities, the design and functionality of the Community Redevelopment District will have a renewed emphasis on livable community strategies that focus more on people and less on the auto through implementation of community improvements and site design that values connectivity, safe and attractive gathering places, functional and attractive design, and alternative safe mobility options.
- Objective 2.1: Parking lots and driveways should be designed to support pedestrian safety, connections and comfort by reducing the number of curb cuts and providing interconnectivity between and through sites.*
- Policy 1: Encourage site design that promotes safe, comfortable pedestrian pathways internally within the site and provides external pedestrian pathway linkages to activity centers, shopping, dining and entertainment.*
- Policy 2: Encourage employer-sponsored ride-share programs, mass transit subsidies for employees, shuttle services for employees, patrons and guests for work travel, airport and off-site recreational and entertainment destinations*
- Policy 3: Encourage temporary lodging facilities to have bicycles available for use by guests of the facility.*
- Policy 4: Where appropriate, development and redevelopment should promote pedestrian mobility by including the following pedestrian-friendly design features:*
- Continuous sidewalks with a minimum width of ten feet, buffered from traffic by on-street parking and/or landscaping, and include pedestrian amenities such as benches, trash receptacles, trolley shelters, and pedestrian-scale street lighting.
 - Street trees to provide shade and comfort to the pedestrian.

- Buildings should be served by primary walkways that directly link the building's main entryway to the street and parking lot. These primary walkways should be visually distinct from the parking lot and driveway surfaces and may include textured or colored materials.
- Permanent structures such as utility poles and traffic control poles within the sidewalk that restrict pedestrian movement should be prohibited for new construction; and existing poles should be eliminated and replaced in appropriate locations whenever possible.
- Direct walking and bicycling connections between neighborhoods and neighborhood activity centers.
- Additional sidewalk width and distinctive interesting sidewalk patterns for outdoor café seating.
- Drive-through windows within the Downtown core area will be prohibited and in the Gulf Boulevard core area should be limited and located along building façades facing the public right-of-way.
- Internal vehicular access and shared access driveways between adjacent parcels that allows vehicular and pedestrian movement between properties without returning to the street to reduce curb cuts, improve traffic flow on roadways and reduce vehicular conflicts with pedestrians and bicyclists.

Policy 5: To encourage safe, comfortable pedestrian and bicycle mobility and improve traffic flow, the following livable roadway strategies and features shall be pursued wherever appropriate within the Community Redevelopment District and all features shall meet or exceed ADA requirements:

- Construct sidewalks on both sides of the street.
- Provide bike lanes.
- Pedestrian crossing treatments such as bulb-outs, crossing islands, pedestrian refuge islands in the median, in-pavement pedestrian lights, textured or other distinctive crosswalk paving patterns, countdown signals, mid-block signals, "hot response" signals, pedestrian bridges over Gulf Boulevard located at critical activity areas, signals that are consistent with international symbols, and crosswalk signals that assist the visually and hearing impaired as well as wheelchair bound citizens with particular emphasis on Gulf Boulevard, Corey Avenue, 75th Avenue, and Blind Pass Road.
- Use of mid-block crossings for blocks more than 800 linear feet in length.
- Land development regulations that ensure signage requirements do not create visual clutter.

Policy 6: Where feasible, provide trolley transit stops in conjunction with pedestrian crosswalks as well as linked to pedestrian and bicycle pathways.

- Policy 7: Allow a parking requirement reduction for properties that share both cross access and a common entrance drive provided shared-parking agreements and cross-access agreements are utilized.*
- Policy 8: New commercial, office, and retail buildings and centers should be planned to reduce the number of curb cuts and driveways. Where possible, projects should share driveways and parking access with adjacent sites to provide an interconnected system of auto and service access points.*
- Policy 9: The location and width of driveways should be reviewed through local site plan review processes to identify opportunities for shared driveways with neighboring properties and to reduce access points on the surrounding road network to the extent possible.*
- Policy 10: Parking lots and driveways should provide pedestrian connections to main building entrances. Dedicated walkways through parking lots should be included in the design.*

AMENITY GOAL

- Goal 3: The City will encourage and promote public art and quality architectural and site design, as well as seek ways to increase opportunities for public art and quality aesthetic design of the public realm throughout the Community Redevelopment District.*
- Objective 3.1: Prepare a Public Art and Design Master Plan that identifies opportunities, locations and priorities for public art and establishes an implementation/funding strategy and schedule.*
- Policy 1: Encourage the use of fountains and water features provided such features promote water conservation.*
- Policy 2: Encourage the use of Waterwise Florida landscapes and drought tolerant plant material in creative designs consistent and compatible with a master plant palette developed by the City.*
- Policy 3: Where feasible, design and provide trolley transit stops with amenities that may include distinctive and interesting paving patterns, decorative lighting, public art, and other elements that attract rider-ship and provide a pleasing experience to the waiting trolley passenger.*
- Policy 4: The City will integrate art into City project designs, as appropriate.*
- Policy 5: The City will investigate revising building and land development regulations to create incentives to encourage private development to integrate public art into project designs, where appropriate.*

Special Area - Community Redevelopment District General Redevelopment Guidelines, Standards and Initiatives

(a) Public Safety Standards- Shall be required, implemented and updated as necessary in the City Land Development and Building Codes to provide the maximum flood, hurricane and tropical cyclone protection and mitigation; and further, to proactively improve public safety and emergency procedures in the event of a natural disaster with particular emphasis on emergency evacuation plans and procedures. All new construction shall comply with Federal Emergency Management Agency and National Flood Insurance Program rules and regulations as may be further restricted by local rules, regulations, and ordinances, building codes or other governing laws. All temporary lodging uses shall comply with closure and evacuation procedures in accordance with State, County and local rules.

(b) Traffic Generation Characteristics - The Community Redevelopment Plan standard for the purpose of calculating typical traffic impacts relative to a plan amendment for this land use category shall be based upon the actual mix and intensity of land use proposed in the Community Redevelopment District plan map area and represents the maximum trip generation rate potential, calculated by using the appropriate traffic generation characteristics for each corresponding category of land use, adjusted to account for proposed density/intensity of said land use. Actual implementation of the plan will not result in the maximum potential densities and intensities permitted herein. Actual implementation of land development regulations on a project by project basis will require transportation management plans and strategies. As a result, the maximum trip generation rate calculated under the maximum potential build out under this plan will further be reduced.

(c) Concurrency Management System and Transportation Management Plan Requirements:

a. **Concurrency Statement.** All new development or redevelopment that increases density or intensity shall be required to prepare and submit a Concurrency Management Statement to the City, at its sole expense, to determine the sufficiency of capacity and any potential adverse impacts or degradation of the levels of service below acceptable levels established by the City or County, as applicable, on existing or future infrastructure systems and facilities except transportation which shall be required to submit a Transportation Management Plan. At a minimum, Concurrency Management Statement(s) shall be submitted for the following:

- (i) Potable water;
- (ii) Sanitary sewer;
- (iii) Fire rescue;
- (iv) Parks and recreation facilities (for residential development only);
- (v) Reclaimed water;
- (vi) Library facilities (for residential development only); and
- (vii) Educational facilities (for residential development only).

b. **Infrastructure Study.** An infrastructure study may be required on one or more of the above-listed systems or facilities to determine the extent of any degradation of the infrastructure below the adopted levels of service caused by increases in density or intensity of use on the development site. Mitigation fees and/or physical or operational improvements determined to be reasonably required and in proportion to the impacts caused by the increased density and density of new development, in consideration of the long-term

concurrency management plan of the local government who owns and operates the facility or system, shall be a condition of site plan approval.

c. **Transportation Management Plan.** All new development, excluding single-family and duplex residential, shall be required to prepare and submit a Transportation Management Plan (TMP) to the City, at its sole expense, to determine the extent of the impacts on existing transportation systems based upon adopted levels of service and concurrency management standards to address impacts caused by any increases to density or intensity on the development site. The TMP shall determine any necessary physical or operational improvements, alternatives and other mitigation strategies that can be implemented to maintain the adopted levels of service and address a long-term concurrency management program. A TMP that includes one or more strategies to reduce external trip generation, improve traffic flow, reduce Greenhouse gas emissions, and/or emphasizes safe and comfortable pedestrian, bicycle and mass transit mobility, will be required. TMP strategies may include, but are not limited to:

- (i) Physical and operational improvements.
- (ii) Expanding and improving mass transit and trolley stops with amenities that provide protection from sun and rain and are aesthetically pleasing to encourage increased mass transit/trolley rider-ship.
- (iii) Employer-sponsored employee ridesharing and vanpooling programs.
- (iv) Employer-subsidized mass transit passes for employees.
- (v) Implementation of a temporary lodging shuttle service to the Tampa International and St. Petersburg/Clearwater Airports shall be mandatory for all Large-scale temporary lodging uses and encouraged for all other temporary lodging uses. Shuttle service to area attractions, parks and entertainment venues may be included as part of a TMP but shall not be required. Shuttle services for guests of temporary lodging facilities may be operated for one resort or as part of a shared shuttle service program with participating member resorts.
- (vi) Bicycle and/or segway rental or complimentary programs for temporary lodging guests.
- (vii) Provision of on-site pedestrian and bicycle linkages to external pathways to expand, improve and enhance a safe, continuous pedestrian, bicycle and segway network throughout the City.
- (viii) Expansion, improvement or enhancement of off-site bike/segway lanes and sidewalks to form a continuous safe and comfortable network Citywide.
- (ix) On-site secured bicycle storage areas.
- (x) Additional tree canopy adjacent to sidewalks to provide shade and comfort to the pedestrian that will increase pedestrian mobility.
- (xi) Pedestrian-scale decorative street lighting and street furniture along pedestrian pathways to create a safe and comfortable experience to encourage pedestrian mobility.
- (xii) Monetary contributions towards a City-owned and operated Loper Trolley fleet operated solely within the City limits and fueled by alternative fuels or electrically-charged batteries.
- (xiii) Construction or monetary contributions towards a Gulf Beach Boardwalk, should the City pursue a beach boardwalk or trail.

- (xiv) Construction of crosswalks and related crosswalk features that facilitate safe movement across roadways.
- (xv) Dedication of easements for pedestrian and non-motorized pathways.
- (xvi) Right-of-way donation for turn lanes and/or wider bike/segway lanes.
- (xvii) Construction or monetary contributions towards a pedestrian bridge over Gulf Boulevard linking major activity areas.

d. **Governing laws.** Mitigation or elimination of impacts shall comply with applicable State, County and City concurrency and proportionate share requirements, and shall also implement the goals, objectives and policies of the redevelopment and character district where the development is located.

(d) Transportation Concurrency Management Standard for Large-scale Temporary Lodging Development. In accordance with the Countywide transportation concurrency management rules and regulations, each temporary lodging use project developed or redeveloped within the Community Redevelopment District shall be consistent with the Metropolitan Planning Organization's (MPO) Countywide approach to the application of concurrency management for transportation facilities. Specifically, each transportation analysis for the project shall include the following:

1. Recognition of standard data sources as established by the MPO;
2. Identification of level of service (LOS) standards for state and County roads as established by the MPO;
3. Utilization of proportionate fair share requirements consistent with Ch. 163, F.S., and the MPO model ordinance;
4. Utilization of the MPO Traffic Impact Study Methodology; and
5. Recognition of the MPO designation of "Constrained Facilities" as set forth I in the most current MPO Annual Level of Service Report.

(e) Environmental and Conservation Standards. All development, redevelopment and major renovation projects shall be required to meet a minimum of two Green building and development standards that will be established by the City and shall be strongly encouraged to implement Green practices in building and site design that exceed the minimum standards. All development shall be encouraged to utilize fixtures, equipment and best practices in water, energy and waste efficiency standards during and after construction is completed to support the City goal of becoming the first Coastal Green City in Pinellas County. In addition, the City shall amend its LDC, Building Code, application procedures and processes, as applicable and appropriate, to implement a pilot Green practices incentive program and impact fees credits for Green development and redevelopment.

(f) Community Improvements Fund. The City shall establish by Ordinance a Community Improvements Fund for the Community Redevelopment District. The City shall amend its LDC and adopt an impact fee schedule based upon community improvements plan for the Community Redevelopment District supported by the necessary and appropriate documentation of projected costs.

(g) Temporary Lodging Unit Density Pools ("TLU Density Pools") -Generally.

1. **General Purpose.** The TLU Density Pools are intended to provide adequate and available temporary lodging unit density to those existing temporary lodging use properties to redevelop as economically viable resort facilities in the areas of the City where they have traditionally existed for decades. The initial base density provided for the temporary lodging uses in the Gulf Boulevard Redevelopment District are intended to bring almost every existing resort hotel property back into conformity which will allow them to rebuild as a resort hotel in the event of a natural disaster or other catastrophic event. The density provided above the base level, including reserve or density pools, is intended to provide economic incentives to redevelop existing temporary lodging properties as resort projects rather than multi-family residential projects.

2. **Limiting Overall Density.** Realistically, not all existing resort properties can or will be redeveloped as such. In some cases, the existing density is not only higher than the 30 units per acre allowed under the existing land use designation; it is also higher than the increased density for temporary lodging uses within the Community Redevelopment District. Therefore, rather than allowing every existing property the maximum potential density which would overestimate the need for density, and further, to ensure that almost every existing property first and foremost has the opportunity to become a conforming property in terms of use, TLU Density Pools shall be created to allow density to be utilized in meaningful ways in the areas of the City where temporary lodging uses currently exist. The goal and intent is to promote economic redevelopment but also provide an absolute overall maximum density cap to ensure that the overall approved density for the Community Redevelopment District is not exceeded and overdevelopment does not occur. Each TLU Density Pool shall have a maximum cap on the allocation of density on a project by project basis to ensure the redevelopment occurs on an orderly basis overtime throughout each character district and avoid a potential overdevelopment scenario that could arise without a cap and a program of first-come first-serve.

3. **TLU Density Pools Established.** TLU Density Pools shall be established in the following five specific character districts*:
 - a. Boutique Hotel/Condo*.
 - b. Town Center Core*.
 - c. Upham Beach Village*.
 - d. Town Center Core Corey Circle**.
 - e. Town Center Core Coquina West**.

The total number of temporary lodging units approved in 2005 as part of transient unit density pools for the three character districts designated with one asterisk* was 350 units. That 350 unit total for those three designated character districts* remains unchanged in this plan.

In this 2007 Special Area Plan, temporary lodging use density is reduced in the Large Resort District from 80 to 75 units per acre over 65.16 acres. The total temporary lodging unit decrease in the Large Resort District is 325 units. Therefore, these 325 units are available for redistribution to character districts with the potential for temporary lodging use redevelopment. These 325 available units are redistributed for potential use in the Town Center Core Corey Circle and Coquina West Districts ** upon approval of a

conditional use request. These two additional character districts are identified as having temporary lodging use redevelopment potential as a result of their location at either terminus of the Corey Avenue main street corridor and proximity to waterfront.

The TLU Density Pool for each character district was determined based upon the following factors:

- a. The existing number of temporary lodging units in each district.
 - b. The degree of existing non-conforming densities.
 - c. The base temporary lodging density allowed in the specific character district.
 - d. The realistic number of units that may be potentially utilized to promote temporary lodging use redevelopment balancing both acreage and the actual number of existing temporary lodging facilities.
 - e. The potential to maintain waterfront access and views for the public.
 - f. The potential to redevelop temporary lodging uses in close proximity to entertainment, shopping, dining and activity centers.
4. **TLU Density Pool Allocation.** Any units allocated under this provision shall be by conditional use approval and shall be specific to each character district's existing temporary lodging use classifications (i.e., hotel, boutique hotel, motel, resort condominium, and bed & breakfast inn). The allocation of TLU density shall only be by ordinance of the City Commission approving a conditional use on a project by project basis. Such allocations shall not exceed the maximum allocation cap per project and further, shall not exceed total available remaining density in each TLU Density Pool for each of the character districts listed in subsection (b) 3 above. *This limitation on density is absolute.*
5. **Large Resort District Not Eligible.** Temporary lodging uses in the Large Resort District shall not be eligible for any TLU Density Pool allocations.

Goals and Objectives for the Gulf Boulevard Redevelopment District

In order to guide the revitalization of the Gulf Boulevard area, three principle goals have been established. Objectives and policies have been developed to aid in reaching these goals. The development and redevelopment of properties within the Gulf Boulevard Redevelopment District be governed by the following goals, objectives and policies.

People Goal

Goal 1: Gulf Boulevard shall be a place that attracts people for living, employment and recreation. The City shall encourage commercial and hotel redevelopment that will attract residents and visitors to Gulf Boulevard as a recreation, entertainment and shopping destination.

Objective 1.1: All development and redevelopment within the Gulf Boulevard Redevelopment District shall further the goals, objectives and policies of the Community Redevelopment District, this District and each character district

within which the development occurs and shall comply with the design guidelines and the applicable land development regulations for the respective character district.

- Objective 1.2: *High-rise residential uses in the Gulf Boulevard Redevelopment District are prohibited along the Gulf beaches and intracoastal waters by prohibiting height and density increases for exclusively residential uses on Gulf Boulevard.*
- Objective 1.3: *A variety of incentives shall be available to encourage commercial and temporary lodging uses in the Gulf Boulevard Redevelopment District, with particular emphasis on developing and redeveloping temporary lodging uses on the west side of Gulf Boulevard along the Gulf beaches; and developing and redeveloping an appropriate mix of commercial and residential uses on the east side of Gulf Boulevard.*
- Objective 1.4: *The Gulf Boulevard Redevelopment District shall maintain, and where practical, expand parks and recreational activities, including waterfront recreation, that serves residents and visitors.*
- Objective 1.5: *The Gulf Boulevard Redevelopment District shall be a safe environment for both residents and visitors, and real and perceived public safety issues will be addressed including improved lighting, improved pedestrian circulation on the east and west sides of Gulf Boulevard and crossing Gulf Boulevard.*
- Objective 1.6: *The City shall recognize the unique features of Gulf Boulevard and shall develop a Master Boulevard plan that promotes uniform beautification landscape standards, provides a pedestrian and bicyclist-friendly and safe environment that minimizes pedestrian-vehicular conflict and bicycle-vehicular conflict.*
- Objective 1.7: *Public beach access will be preserved and expanded through temporary lodging use redevelopment.*
- Objective 1.8: *All new building construction shall comply with current Building and Safety Codes and FEMA regulations and National Flood Insurance Programs requirements to maximize protection of the City's built infrastructure from all manner of hazards, natural disasters and flooding.*
- Objective 1.9: *Redevelopment is encouraged to create a vibrant Gulf Boulevard core resort area environment that increases green space, reduces paved surface parking, increases side yard setbacks, increases setbacks from Gulf Boulevard, and provides amenities, retail services, restaurants and waterfront beach bars that serve guests and residents alike.*
- Objective 1.10: *The City shall recognize the importance of temporary lodging uses and public beach access to its residents and visitors in preserving and maintaining its socio-economic quality of life; and further, the City recognizes that additional high-rise residential development along the Gulf beaches is not desirable and not in keeping with the City and its residents' desire to preserve and expand public beach access and temporary lodging uses that if lost, and replaced with high-rise residential uses, will adversely impact the City's tourism-based economy; and further, such high rise residential development shall be discouraged throughout the Gulf Boulevard Redevelopment District.*

Movement Goal

Goal 2: Create an environment where people and vehicles can circulate in the Gulf Boulevard Redevelopment District safely and effectively.

Objective 2.1: *Gulf Boulevard shall be reclaimed as a functioning local street to the maximum extent permitted by FDOT to operate within the Gulf Boulevard District for vehicular, bicycle and pedestrian circulation.*

Objective 2.2: *Temporary lodging redevelopment shall be required to file an enforceable mandatory closure and evacuation plan that complies with County Emergency evacuation and management procedures and local emergency management rules and procedures, which shall be updated and amended as may be required by the County and/or City, from time to time.*

Objective 2.3: *A Master Boulevard Plan shall be implemented to enhance the pedestrian and vehicular environment, invite residents and visitors into the Gulf Boulevard Redevelopment core resort area, improve traffic circulation and encourage private reinvestment and investment.*

Objective 2.4: *A variety of parking solutions for motorized and non-motorized vehicles shall be pursued to support redevelopment, while maintaining ease of access and parking throughout the Gulf Boulevard Redevelopment District.*

Objective 2.5: *Temporary lodging redevelopment shall be required to develop and implement a Transportation Management Plan that may include shuttles to and from the airport as well as shuttles to off-site amenities and attractions, employee ridesharing or vanpooling programs and a guest bicycle program.*

Objective 2.6: *Public and private sector development shall create and contribute to pedestrian and bicycle linkages throughout the Gulf Boulevard Redevelopment District for safety, as part of the Coastal Green City Initiative to reduce green house gas emissions.*

Objective 2.7: *Development of on-site and off-site public parking that may include a joint public/private parking garage, as well as additional and enhanced trolley stops shall be pursued in proximity to public beach access points, pedestrian crosswalks and major areas of retail and entertainment activity.*

Objective 2.8: *Traffic flow devices and improvements to assist in daily traffic flow and emergency evacuation shall be pursued.*

Amenity Goal

Goal 3: Maintain and improve Gulf Boulevard as a memorable place to be enjoyed by residents and visitors that emphasizes a well-designed pedestrian-friendly public realm, quality architectural design and luxury resort landscaping,

waterfront and Gulf beach access, and provides a mixture of uses that offer activities and entertainment for residents and visitors.

- Objective 3.1: The existing parks shall be improved and increased wherever appropriate and possible to provide residents and visitors a memorable experience.*
- Objective 3.2: Public beach access points will be preserved, expanded and improved through redevelopment of temporary lodging uses and coordinated with pedestrian crosswalks, trolley stops and entrances to major residential neighborhoods on the east side of Gulf Boulevard to the maximum extent practical and feasible.*
- Objective 3.3: Redevelopment design standards will encourage vibrant Gulf Boulevard core resort area environment containing a variety of building forms and styles of exceptional architectural design and high quality finishes that respect the Gulf Boulevard resort character and heritage.*
- Objective 3.4: Redevelopment design standards will provide a well-designed, aesthetically pleasing and comfortable pedestrian-friendly environment.*
- Objective 3.5: Gulf Boulevard Redevelopment District will provide a mixture of uses in appropriate character districts that provide activities and entertainment opportunities for residents and visitors.*

Gulf Boulevard Redevelopment District Policies

- Policy 1: All development shall be consistent with building and site design guidelines and standards that establish the quality of design features expected for renovation, redevelopment and new construction in the Gulf Boulevard Redevelopment District.*
- Policy 2: The character of each district shall be reinforced through the site plan and design review and approval process. Projects shall be consistent with and contribute positively to the vision of the character district in which they are located.*
- Policy 3: The design of all projects in the Gulf Boulevard Redevelopment District shall make meaningful contributions to a safe and comfortable pedestrian environment through site and building design, internal connections between adjacent properties, and external connections to and along Gulf Boulevard.*
- Policy 4: On-site overhead utilities shall be placed underground as part of all development projects.*
- Policy 5: Utility and sidewalk easements along Gulf Boulevard may be required as part of all development projects if the existing site conditions and redevelopment plans permit the location of such easements that can be integrated into the redevelopment site plan without undue hardship to the property owner. The City may also require the construction of a sidewalk along Gulf Boulevard in a location that can be coordinated with existing off-site sidewalks and integrated with the proposed site plan to provide a continuous safe pedestrian sidewalk as part of a Master Boulevard Streetscape Plan.*
- Policy 6: Property owners/developers are encouraged to meet with area neighborhood associations/business groups prior to submitting a major redevelopment project for City review.*

- Policy 7: Residential developments shall provide on-site recreational opportunities wherever possible.*
- Policy 8: Shared parking for commercial, office and mixed uses shall be accomplished wherever possible.*
- Policy 9: All new development and redevelopment shall mitigate potential flood, hurricane and tropical cyclone hazards.*
- Policy 10: To improve traffic flow and reduce vehicular conflict with pedestrians and bicyclists to the practical extent feasible to allow reasonable, adequate and safe ingress and egress to new development, the following vehicular circulation and access standards shall be pursued: (1) minimization of curb cuts to access Gulf Boulevard; (2) shared access driveways; and (3) and internal connectivity between adjacent properties.*
- Policy 11: A Transportation Management Plan (TMP) shall be required on all development and redevelopment that increases density or intensity of development on a site. Physical and operational improvements and strategies should be considered as part of any project Transportation Management Plan.*
- Policy 12: Pedestrian bridges over Gulf Boulevard shall be pursued at critical intersections along Gulf Boulevard to ensure safe and continuous pedestrian linkages between major activity core areas such as Dolphin Village and the County Park/Resort Districts as well as between East and West Corey Avenue shopping, business and entertainment areas.*
- Policy 13: Increased setbacks from Gulf Boulevard for any building exceeding fifty (50) feet above base flood elevation.*
- Policy 14: All new development projects shall contribute their pro rata share to the Community Improvements Fund, as may be required at the time of building permit approval or before.*
- Policy 15: The assembly of smaller parcels into larger development sites will be encouraged.*
- Policy 16: All new development or redevelopment shall be required to obtain administrative site plan approval prior to construction.*

GULF BOULEVARD CHARACTER DISTRICTS

Careful consideration has been given to determining the appropriate boundaries and the number of character districts. Study of the issue focused on general development patterns, concentrations of uses, street patterns, as well as natural and man-made boundaries. The consideration of appropriate densities and intensities of proposed development is largely based on existing development density and what is feasible in the context of other limitations on development patterns which may be desirable. Based on this evaluation, four character districts are created to guide development and redevelopment within the Gulf Boulevard Area (depicted on Map 2, page 12). Each District contains a vision that includes use requirements, function, development patterns, intensity and density. Each District also includes policies specific to the District and associated design guidelines in addition to the general policies established for the Gulf Boulevard Redevelopment planning areas.

Large Resort District

The Large Resort District is bounded by 64th Avenue on the north, Gulf Boulevard on the east, the Pinellas County Park on the south (46th Avenue) and the Gulf of Mexico to the west, as shown on Map 2, page 12. The District encompasses 35 parcels totaling 65.16 acres and represents 44 percent of the Gulf Boulevard Redevelopment District Plan Area.

Existing Character

The Large Resort District is dominated by ten (10)¹⁵ large resorts which utilize approximately 84 percent of the land area in this District, representing 2,122 temporary lodging accommodation rooms. All of the resorts have beach frontage. In addition, there are five condominiums in this area; the balance of the land is divided among five commercial businesses, five (5) contiguous vacant lots and eight older single family homes on 52nd Avenue.

District Vision

Uses

The Large Resort District is the area which offers the most reasonable opportunity to preserve the hospitality industry in St. Pete Beach. Parcels in this District are mostly only 200 feet wide, are very deep, running 600 to 900 feet, and will support a modern family resort facility. The remaining few small commercial and single family lots can be combined with existing hotel lots to facilitate redevelopment. The existing five (5) condominium developments are anticipated to remain in their current configuration.

Function

This area will be the focus of resort activity and generate the largest share of pedestrian activity. While individual resorts will be self-contained in terms of restaurants, shops, spas, conference rooms and other recreational amenities, many of these amenities will not only serve resort guests but will also be available to the public-at-large. It is expected that resort guests and local residents will walk from place to place along Gulf Boulevard as well as along the Gulf beaches.

Development Patterns

The Large Resort District would be redeveloped in a pattern similar to the existing development, but a large part of the parking would be structured or otherwise screened from public view, landscaping and public beach access would be vastly improved and aging resort buildings, may, but not at all, would be replaced with taller structures. All new construction will have considerably better architectural and site design that would reduce building footprints, increase open space between buildings and from Gulf Boulevard as a result of larger setback requirements and increase green space requirements. Residents and visitors will be encouraged to use mass transit for local circulation between the Gulf Boulevard resort and activity areas and the Downtown core activity areas through improved trolley stops and operation that create a convenient and comfortable alternative mobility option. Overall pavement would also be reduced as a result of modern structured parking facilities.

Public safety would be improved as a result of compliance for new construction that will be required to comply with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards.

¹⁵ See Table 26 in the Appendix

Pedestrian-vehicular conflict would be reduced and traffic flow on Gulf Boulevard would be improved as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies.

The overall aesthetic appearance and pedestrian function along Gulf Boulevard would vastly improve as a result of improved landscaping, lighting and sidewalk requirements as well as the elimination of overhead utilities over time. It is anticipated that a limited number, perhaps 5-8 redeveloped full-service large resorts over time, would fit into this District.

Prohibited Uses

Detached single family or duplex dwellings would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors). Other commercial uses shall be permitted only as part of a mixed use temporary lodging development.

Intensity of Development

The development densities and intensities shall be calculated on the basis of those portions of the site which are landward of the Florida Coastal Construction Control Line.

A. Scenario 1: Existing development, and all development that does not qualify as Large-scale development under Scenario 2 below:

1. Density – shall not exceed the following:

- a. 50 temporary lodging units per acre; or
- b. 15 residential dwelling units per acre.

2. Intensity Standards for Temporary Lodging Use. The floor area ratio shall include indoor amenities and shall exclude structured parking, any on-site affordable housing or worker living accommodations¹⁶ and outdoor amenities including but not limited to tennis courts, pools, and the like. The floor area ratio for **Scenario 1** shall not exceed the following:

- a. 1.8 floor area ratio; and
- b. shall not include additional floor area for freestanding non-residential facilities.

B. Scenario 2: Large-scale Development shall mean development of a parcel that is at least

¹⁶ Providing on-site affordable housing or worker living accommodations shall neither be calculated as part of any density permitted nor shall it entitle the landowner or developer to any density bonuses; however, such accommodations shall be eligible for affordable housing mitigation fee credits and shall not be subject to any General or Large Resort Affordable Housing Mitigation requirements adopted by the City or County. In addition, any such workforce living accommodations shall also be subject to the same legally enforceable closure and evacuation plan required for all temporary lodging uses pursuant to Division 39.

three gross acres in size or greater and provided that new construction exceeds sixty-seven percent (67%) of the combined aggregate floor area of new and existing principal buildings and accessory structures that constitute the entire unified development scheme on the buildable site.

1. Density – shall not exceed the following:

- a. 75 temporary lodging units per acre excluding any affordable housing density bonus; or
- b. 15 residential units per acre; or
- c. a combination of residential and temporary lodging units which shall be prorated on an acreage basis allocated to each use, provided that a minimum of 200 temporary lodging units are provided.

2. Intensity Standards for Temporary Lodging Use. The floor area ratio shall include indoor amenities and shall exclude on-site affordable housing or workforce living accommodations, structured parking and outdoor amenities including but not limited to tennis courts, pools and the like. The maximum floor area ratio for **Scenario 2** shall not exceed the following:

- a. 2.6 floor area ratio; and
- b. as a bonus, street level retail and restaurant uses facing Gulf Boulevard that are accessible by pedestrians along Gulf Boulevard and serve the general public, may be constructed but shall not exceed, an additional floor area ratio of 0.15 of the building site; and
- c. the preceding intensities may include the normal ancillary residential for on-site security, maintenance and management, and normal ancillary non-residential guest facilities.

A maximum **ISR** of 0.85 is permitted for temporary lodging use and 0.70 for multi-family residential use.

Large Resort District Policies

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at street level are equally important for both the street and water side of buildings. Blank wall facades shall be prohibited.

Policy 2.1 At least one functional public beach access a minimum of ten (10) feet average width shall be provided on all temporary lodging use development projects if: (a) the buildable site is at least three gross acres in size; and (b) new construction exceeds 67% or more of the total aggregate floor area located on the buildable site; and (c) the buildable site has a westerly boundary abutting the Gulf beaches or is part of an overall unified development that has a westerly boundary abutting the Gulf beaches. Any combined public beach access for large-scale temporary lodging projects shall be an average fifteen (15) feet in width.

Policy 2.2: A functional public beach access may be required that shall not exceed seven (7) feet average width for temporary lodging use redevelopment projects if: (a) new

construction is 67% or less but exceeds 50% of the total aggregated floor area located on the buildable site; (b) the site has a westerly property boundary abutting the Gulf beaches; and (c) only if the conditions of site redevelopment permit its location without causing undue hardship on the property owner as a result of existing site conditions that may impede the reasonable location of an easement for the public that can be integrated with the overall site development.

- Policy 2.3: Abutting resort owners will be encouraged to combine public beach access on adjacent boundaries in the site plan approval process to maximize the width and meaningful public access to the Gulf beaches wherever possible.*
- Policy 2.4: Wherever practical and feasible, public beach access will be encouraged and pursued in coordination with trolley stops, crosswalks, bike and pedestrian pathways.*
- Policy 2.5 Public beach access will be by foot traffic and wheelchair only and shall be directed to marked paths or dune walkovers in order to protect the dune system. Emergency police, fire rescue and lifeguard response vehicles, or bicycles will be allowed access in a manner that minimizes adverse impacts to the dune system to the maximum extent possible.*
- Policy 3: All development and redevelopment projects may be required to provide an easement to the City for a beach boardwalk or trail Gulf ward of the Florida Coastal Construction Control Line in the event the City pursues the development of a beach boardwalk or trail and the location is necessary to provide a continuous, uninterrupted pedestrian beach system.*
- Policy 4.1: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be required on the entire building site where any large-scale development or development of an entire site occurs, with particular emphasis on the Gulf Boulevard frontage.*
- Policy 4.2: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required for all redevelopment projects that are not redeveloping the entire buildable site for those areas of the development site being redeveloped only; and may be required where practical and feasible on the remainder of the development site if new construction exceeds 50% of the total buildable site area; all with particular emphasis on the Gulf Boulevard frontage. All landscape design including the type and quantity of plant material as well as hardscape design shall be of exceptional quality and consistent with the character and vision of a high quality tropical resort destination.*
- Policy 5: Temporary lodging facilities shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.*
- Policy 6: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land

Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Boutique Hotel/Condo District

The Boutique Hotel/Condo District lies on the west side of Gulf Boulevard immediately south of the Large Resort District running from 46th Avenue south to about 220 feet north of 37th Avenue, as shown on Map 2, page 12. The District encompasses 15 parcels totaling 22.50 acres and represents 15.2 percent of the Gulf Boulevard Plan Area.

Existing Character

With a few exceptions, the properties in the Boutique Hotel/Condo District have narrower and shallower lots than those in the Large Resort District with widths running 50 to 125 feet and depths in the 350-foot range. The ten (10) temporary lodging uses in this district have a total of 399 rooms, with over 48 percent of that total in just three developments. There are also three multifamily developments. This character district abuts the Pinellas County Park with substantial public parking and public beach access which is a tremendous asset to this area.

District Vision

Uses

Redevelopment of the Boutique Hotel/Condo District should offer development incentives to preserve and expand the few remaining boutique hotels and provide site and building design standards that respect the mixed hotel and residential character of the area, and address compatibility issues. Two temporary lodging properties, the Don CeSar Beach House, and Vistas on the Gulf, are fairly new and well established and will likely not be included in any redevelopment scenario in the near future, and it is unlikely that any of the six existing multifamily uses, with 367 units, and multi-family projects currently under construction will redevelop either. The 5.3 acre County park on the northern edge of this District will continue to serve the public for parking and as beach access.

Function

This District, with smaller lots and closer proximity to residential neighborhoods, will function as a scaled-down version of the Large Resort District. This area will likely transition from primarily boutique hotels to primarily residential for two major reasons: (1) the physical constraints and size of the majority of the parcels that are deep and narrow have less potential for redevelopment of a temporary lodging use; and (2) market conditions.

Development Patterns

Building setbacks from Gulf Boulevard will be used to establish allowable building heights and shall be increased for every story above five stories to avoid a "canyon-like effect" on Gulf Boulevard. Site and architectural design would be vastly improved and aging boutique hotels would be replaced with slightly taller structures that will reduce building footprints, increase open space between buildings and from Gulf Boulevard as a result of larger setback requirements and increased green space requirements. Residents and visitors will be encouraged to use mass transit for local circulation between the Gulf Boulevard resort and activity areas and the Downtown core activity areas through improved trolley stops and operation that create a convenient and comfortable alternative mobility option. Overall pavement would also be reduced as a result of modern structured parking facilities.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that will offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Pedestrian-vehicular conflict would be reduced and traffic flow on Gulf Boulevard would be improved as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies. The overall aesthetic appearance and pedestrian function along Gulf Boulevard would vastly improve as a result of improved landscaping and sidewalk requirements as well as the elimination of overhead utilities over time.

Prohibited Uses

Detached single family or duplex dwellings, all commercial and other non-residential uses except temporary lodging use.

Intensity of Development

The development densities and intensities shall be calculated on the basis of those portions of the site which are landward of the Florida Coastal Construction Control Line.

Density - Shall not exceed the following:

- a. 50 temporary lodging units per acre unless approved by ordinance of the City Commission to provide additional temporary lodging accommodation units from the Temporary Lodging Use Density Pool established below; or
- b. 18 residential units per acre.

Additionally, a Temporary Lodging Density Pool of 125 temporary lodging units shall be made available on a District wide basis. These units shall be allocated with the approval of the City Commission upon application of the property owner for a conditional use. No single request shall exceed a request for an additional 20 units per acre and the cumulative allocation shall not exceed sixty (60) units per development project.

A maximum **ISR** of 0.85 is permitted for temporary lodging use and 0.70 for multi-family residential use.

Boutique Hotel/Condo District Policies

The following policies shall govern development in the Boutique Hotel/Condo District.

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground levels are equally important for both the street and waterside of buildings. Blank wall facades shall be prohibited.

Policy 2.1: At least one functional public beach access a minimum of seven (7) feet average width shall be provided on all new development projects that redevelop more than 75% of the buildable site unless a hardship exists resulting from a property width that is less than 150 feet.

- Policy 2.2: Public beach access will be by foot traffic and wheelchair only and shall be directed to marked paths or dune walkovers in order to protect the dune system. Emergency police, fire rescue and lifeguard response vehicles, or bicycles will be allowed access in a manner that minimizes adverse impacts to the dune system to the maximum extent possible.*
- Policy 3: All development projects may be required to provide an easement to the City for a beach boardwalk or trail easement Gulf ward of the Florida Coastal Construction Control Line in the event the City pursues the development of a beach boardwalk or trail and the location is necessary to provide a continuous, uninterrupted pedestrian beach system.*
- Policy 4: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site for new development that exceeds 75% of the buildable site, with particular emphasis on the Gulf Boulevard frontage and screening from any adjacent low-rise residential use that may include landscaping and privacy walls. Landscape design, including the type and quantity of plant material as well as creative tropical hardscape designs, shall be consistent with the quality and character of a high quality tropical resort destination.*
- Policy 5: Increased building setbacks from Gulf Boulevard shall be required for increases to building height allowed for temporary lodging uses.*
- Policy 6: Temporary lodging uses shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.*
- Policy 7: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Activity Center District

The Activity Center District lies on the east side of Gulf Boulevard from 64th Avenue to about 200 feet south of 44th Avenue as shown on Map 2, page 12. The District encompasses 51 parcels totaling 52.68 acres and represents 35.6 percent of the Gulf Boulevard Plan Area.

Existing Character

The District presently has a mixture of residential and commercial uses, with the residential being concentrated in five large projects, two of which were recently constructed and one 19 unit Town home project has recently obtained zoning approval on a 1.33 acre parcel formerly a motel on Gulf Boulevard and Punta Vista Drive (5200 Block of Gulf Boulevard). South of Punta Vista is a heavy concentration of commercial uses, terminating with the 11.4 acre Dolphin Village Shopping Center which was rezoned Planned Development by Ordinance 2006-03 and subsequently, was approved by voter referendum, including a maximum height of seven (7)

stories, on November 7, 2006. The Planned Development project was approved in February 2007 by Ordinance 2007-05 to allow 97,691 square feet of retail commercial uses and 175 residential dwelling units, just across Gulf Boulevard from the Pinellas County Park. The project approval was appealed by three residents and litigation is pending. South of Dolphin Village is Lido Park, the County water tank and several smaller commercial uses.

District Vision

Uses

Redevelopment of the Activity Center District will consider the existing developments which are likely to remain for the foreseeable future and require new development to be compatible.

Function

The Activity Center District will be a mixed use area, with principally commercial and office uses, but will have some residential development, most of which already exists, is under construction, or will be a secondary component to a mixed use project. The primary function of the area is to provide commercial support to the temporary lodging uses across Gulf Boulevard.

Development Patterns

Redevelopment incentives would allow Dolphin Village to be refurbished into a more modern facility. Aging and vacant commercial buildings in some cases where assembly of smaller parcels into a larger development site occurs, would be replaced with slightly taller structures having considerably better architectural and site design that would reduce building footprints, increase open space between buildings and from Gulf Boulevard as a result of larger setback requirements and increase green space requirements. Overall pavement would also be reduced as a result of increased green space requirements and may be further reduced in those circumstances where modern structured parking facilities are integrated into the building design.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Pedestrian-vehicular conflict would be reduced and traffic flow on Gulf Boulevard would be improved as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies.

The overall aesthetic appearance and pedestrian function along Gulf Boulevard would vastly improve as a result of improved landscaping and sidewalk requirements as well as the elimination of overhead utilities over time.

Prohibited Uses

Detached single family and duplex dwellings.

Intensity of Development

The allowable development intensities and densities within the Activity Center district shall only be permitted on sites where all existing development is demolished, excluding any platted out-

parcels. Primarily a non-residential district, the development may include a residential mixed use component.

- 1. Intensity for Commercial and Office Uses** that are not part of a mixed use project shall not exceed a floor area ratio of 0.75; and
- 2. Density & Intensity for a Mixed Use Commercial/Office/Residential use project** shall not exceed:
 - a. 15 dwelling units per acre combined with a maximum 1.0 floor area ratio on a minimum one (1) acre buildable site. To qualify for mixed use densities and intensities, a minimum of four (4) residential units and 0.35 floor area ratio shall be required; or
 - b. 18 dwelling units per acre combined with a maximum 1.0 floor area ratio on a minimum four (4) acre buildable site; and
 - c. the combination of commercial, office and residential uses shall not exceed the preceding density and intensity which shall be prorated on an acreage basis allocated to each use; and further, provided that the commercial and office uses are the primary use of the property and residential use is secondary.

A maximum **ISR** of 0.85 is permitted for nonresidential uses and 0.70 is permitted for residential uses.

Activity Center District Policies

- Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground levels are equally important for both the street and water side of buildings. Blank wall facades shall be prohibited. Street-level retail facades shall have a storefront character. Architectural elements that provide protection to the pedestrian from weather elements shall be encouraged.*
- Policy 2: Parking shall be integrated into the principal building and hidden from public view to the maximum extent feasible and practical on all commercial redevelopment projects. The substantial majority of parking required for mixed-use development projects shall be integrated into the principal buildings and hidden from public view for projects that are four acres in size or greater. Surface parking for freestanding non-residential use shall be permitted for any development or redevelopment.*
- Policy 3: The first habitable floor of any principal building of any development or redevelopment project shall be retail uses only accessible from street level and connected to pedestrian walkways to provide easy public access.*
- Policy 4: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any development will occur, with particular emphasis on the Gulf Boulevard frontage, and screening and buffering from adjacent residential uses that may include landscaping and privacy walls.*
- Policy 5: Encourage commercial waterfront properties to provide boat slips available for public use.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Bayou Residential District

The Bayou Residential District lies at the south end of the east side of Gulf Boulevard, beginning about 200 feet south of 44th Avenue and extending down to 37th Avenue, as shown Map 2, page 12. The District encompasses ten (10) parcels totaling 7.86 acres and represents 5.3 percent of the Gulf Boulevard Plan Area.

Existing Character

The District is primarily vacant and consisted previously of older commercial, multifamily and temporary lodging uses, most of which have been demolished since 2005.

District Vision

Uses

It is anticipated that most of the District will develop as multifamily residential condominiums, with some limited non-residential uses. The redevelopment emphasis will be on the residential component.

Function

This area will serve as a transitional buffer area between the more intense uses on the west side of Gulf Boulevard and the single family development across the water to the east. The entire area is generally shallow from front to back and does not lend itself to modern temporary lodging uses or intense commercial uses as are currently permitted under the 1998 Plan. Such uses not only are not practically feasible, they are not compatible with the residential uses to the east and south. Therefore, new buildings in this area will be moderate in terms of mass and height.

Development Patterns

The development pattern for this area will include orientation towards Gulf Boulevard. There are no secondary streets and little room for internal circulation on the potential redevelopment sites. Thus, for the most part, properties can only be developed with a single row of buildings facing the road.

Redevelopment incentives would allow aging commercial buildings and vacant narrow lots with considerably better architectural and site design that would reduce building footprints, increase open space and setbacks from Gulf Boulevard. Overall pavement would also be reduced as a result of increased green space requirements.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Pedestrian-vehicular conflict would be reduced and traffic flow on Gulf Boulevard as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, and installation of modern water flow devices that conserve potable water. The overall aesthetic appearance and pedestrian function along Gulf Boulevard would vastly improve as a result of improved landscaping and sidewalk requirements as well as the elimination of overhead utilities over time.

Prohibited Uses

Detached single family or duplex dwellings would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors). Other commercial uses shall be permitted only as part of a mixed use development.

Intensity of Development

The allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. Primarily a residential district, the development may include a non-residential mixed use component. Temporary lodging uses are not permitted.

Density – 18 units per acre and a bonus non-residential component not to exceed an FAR of 0.30 of the entire site.

A maximum **ISR** of 0.70 is permitted.

Bayou Residential District Policies

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground level are equally important for both the street and water-side of buildings. Blank wall facades shall be prohibited.

Policy 2: Increased setbacks from Gulf Boulevard will be required for increases in building height, as further defined in the City's Comprehensive Plan and LDC.

Policy 3: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any development will occur, with particular emphasis on the Gulf Boulevard frontage.

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Goals and Objectives for the Downtown Redevelopment District

In order to guide the revitalization of the St. Pete Beach Downtown, three principle goals have been established. Objectives and policies have been developed to aid in reaching these goals.

Development and redevelopment within the Downtown Redevelopment District shall be governed by the following goals, objectives and policies.

PEOPLE GOAL

Goal 1: The downtown commercial core of the District shall be a community gathering place that attracts people to the area with living, working, shopping, entertainment and recreational opportunities. The City shall encourage revitalization through redevelopment that is designed to attract residents and visitors to Downtown core community destination. The downtown residential neighborhoods surrounding and within walking distance of the Downtown core area, are encouraged to redevelop in a manner that enhances pedestrian and non-vehicular mobility.

Objective 1.1: All development and redevelopment within the Downtown Redevelopment District shall further the goals, objectives and policies of the Community Redevelopment District where applicable, and development and redevelopment shall be consistent with the policies for the character district within which the development occurs and shall comply with the design guidelines and the applicable land development regulations for each respective character district.

Objective 1.2: Residential uses in the Downtown are encouraged only as part of a mixed use commercial project with a variety of densities, housing types and affordability, consistent with the character district within which the project is located. Exclusively residential use projects shall be prohibited in the Town Center Core Districts located along Corey Avenue Corey Circle East, and Coquina West as well as the small commercial corridors located near Corey Avenue on Blind Pass Road and Gulf Boulevard.

Objective 1.3: A variety of incentives shall be available to encourage commercial revitalization through various redevelopment prototypes in an aesthetically pleasing village-like environment that may allow restricted mixed-use residential and/or temporary lodging project if parcel assembly achieves larger buildable sites throughout the Downtown planning area.

Objective 1.4: The City shall use all existing incentives to encourage an affordable mix of housing types and varieties that are located within walking distance of the downtown Corey Avenue core area integrated with retail, commercial, office and entertainment uses at street level to create a live, shop, work and play environment in the Corey downtown area that will revitalize the traditional main street as a vibrant center of activity for residents and visitors.

Objective 1.5: Parks and recreational activities that serve residents and visitors shall be maintained and expanded.

Objective 1.6: Public waterfront access shall be pursued and expanded.

Objective 1.7: Downtown shall be a safe environment for both residents and visitors, and real and perceived public safety issues will be addressed.

Objective 1.8: The City shall recognize the unique features of Downtown neighborhoods and shall continue to expand neighborhood retail, business, and recreation services.

Objective 1.9: *The Downtown Core areas located at either end of Corey Avenue on the waterfront may consider temporary lodging uses in conjunction with a comprehensive mixed use redevelopment project to create a catalyst project to stimulate reinvestment and redevelopment of the historic core shopping and entertainment district.*

Objective 1.10: *Public or private small-scale marina facilities with transient boat slips to encourage alternative non-vehicular modes of transportation and attract visitors to the core main street shopping, restaurant and entertainment district shall be encouraged and pursued, where appropriate.*

MOVEMENT GOAL

Goal 2: Create a livable community environment where safe, comfortable, pedestrian, bicycle and other non-vehicular mobility is emphasized over vehicular transportation and ensures that pedestrians, bicyclists and vehicles circulate together throughout the Downtown safely, comfortably and effectively.

Objective 2.1: *The Downtown street grid should be maintained to provide multiple access points in and through Downtown to assist in dispersing traffic on various routes, contributing to improved traffic flow and safety.*

Objective 2.2: *Blind Pass Road and Gulf Boulevard within the Downtown Redevelopment District shall be reclaimed as local streets to operate within the Downtown not only for vehicular circulation, but also for safe, comfortable pedestrian, and bicycle circulation.*

Objective 2.3: *A Master Streetscape Plan shall be implemented to enhance the comfort and safety of the pedestrian environment, invite residents and visitors into the Downtown, and provide for bicycle or other non-vehicular parking and safe circulation.*

Objective 2.4: *A variety of parking solutions for motorized and non-motorized transportation systems shall be pursued to support development and redevelopment while maintaining ease of access and parking throughout the Downtown Redevelopment District.*

Objective 2.5: *Development and redevelopment will be encouraged to provide public improvements that create and contribute to pedestrian and bicycle linkages throughout the Downtown Redevelopment District.*

Objective 2.6: *A joint public/private parking garage, including public restroom facilities, and new trolley stop, as centrally located as practical and feasible, shall be pursued in the Downtown Redevelopment District.*

Objective 2.7: *Improve pedestrian safety and mobility in the downtown core by linking the East and West sides of Corey Avenue across Gulf Boulevard with a pedestrian bridge.*

Objective 2.8: *Improve traffic flow and reduce vehicular conflict with pedestrians and bicyclists by reducing curb cuts and encouraging shared access driveways.*

Objective 2.9: *Improve interconnectivity between parcels to reduce the need for vehicles to access the main roadway to move from place to place.*

Objective 2.10: *Increase trolley use throughout the City with particular emphasis of connecting the Downtown commercial core with the Gulf Boulevard resort areas by creating a safer, more comfortable, convenient and pleasing experience.*

AMENITY GOAL

Goal 3: Create a downtown core community that has a "sense of place" that is a vibrant memorable place that will be enjoyed by residents and visitors by providing neighborhood services, and opportunities for living, working and entertainment that showcases the City's waterfront, main street environment and history.

Objective 3.1: *The Community Center site shall continue to be redeveloped and expanded as appropriate, as a waterfront park accessible to all residents and visitors containing active and passive open space that will: (1) be a venue for local and regional outdoor activities and entertainment; (2) provide a pedestrian waterfront boardwalk linking the Community Center recreational area along the waterfront to the Corey Avenue shopping and entertainment area; (3) encourage the pursuit of public boat slips and a kayak launch ramp; and (4) consider a public marina for daily transient slips only.*

Objective 3.2: *Sunset and Sunrise parks for public use and enjoyment shall be pursued as an integral element of development and redevelopment at either end of Corey Avenue as focal points for these areas; and further, vacation of rights-of-ways shall be evaluated and pursued if development or redevelopment will provide public waterfront parks.*

Objective 3.3: *Development and Redevelopment is encouraged to create a vibrant Downtown environment containing a variety of building forms and styles that respect the Downtown village-like character and heritage along the Corey Avenue main street and providing building designs that relate to the human scale at the street level.*

Objective 3.4: *All new building construction shall comply with current Building and Safety Codes and FEMA regulations to maximize protection of the City's built infrastructure from all manner of hazards, natural disasters and flooding. The City shall ensure compliance not only through the building permit process but through Code Enforcement and inspections as necessary to maintain the highest FEMA rating achievable for a coastal barrier island.*

Downtown Redevelopment District Policies

Policy 1: *All projects shall be consistent with building and site design guidelines and standards that establish the quality design features expected for renovation, redevelopment and new construction in the Downtown Redevelopment District.*

Policy 2: *The character of each district within Downtown shall be reinforced through the site plan review and approval process. Projects shall be consistent with and contribute positively to the vision of the character district in which it is located.*

Policy 3: *The design of all projects in the Downtown Redevelopment District shall make meaningful contributions to the pedestrian environment through site and building design.*

- Policy 4: New development and redevelopment shall be compatible with the human scale of the area and contribute to a pedestrian-friendly and safe environment.*
- Policy 5: On-site overhead utilities shall be placed underground as part of all development projects.*
- Policy 6: All development projects shall contribute their pro rata share to the Community Improvements Fund, as may be required at the time of building permit or before.*
- Policy 7: Property owners/developers are encouraged to meet with residents, area neighborhood associations/business groups prior to submitting major development and redevelopment projects for City review.*
- Policy 8: Shared parking for commercial, office and mixed use developments should be accomplished wherever possible.*
- Policy 9: All new development and redevelopment shall mitigate potential flood, hurricane and tropical cyclone hazards.*
- Policy 10: Internal connectivity and shared driveway access points between adjoining properties of compatible uses should be pursued wherever practical and feasible to further reduce curb cuts to improve traffic flow on adjacent roadways as well as reduce vehicular conflict with pedestrians and bicyclists.*
- Policy 11: A Transportation Management Plan (TMP) shall be required on all development that increases density or intensity of development on the site. All physical and operational improvements and strategies, including mitigation, as may be required by the TMP approved by the City, shall be a condition of site plan approval.*
- Policy 12: A pedestrian bridge over Gulf Boulevard connecting the east and west areas of Corey Avenue shopping and entertainment district shall be pursued.*
- Policy 13: A City-operated looper trolley operated utilizing alternative renewable fuel resources will be pursued to provide a circulation loop that connects the resort, activity, entertainment, recreational and shopping areas to each other to facilitate a convenient and comfortable alternative mobility option for residents and visitors.*
- Policy 14: The assembly of smaller parcels into larger buildable sites will be encouraged.*
- Policy 15: All new development or redevelopment shall be required to obtain administrative site plan approval prior to construction.*

DOWNTOWN CHARACTER DISTRICTS

Seven character districts are created to guide development and redevelopment within the Downtown Redevelopment District and are depicted on Map 3, page 13. Each District contains a vision that includes use requirements, function, development patterns, intensity, density and height. Each District also includes policies specific to the District and design guidelines which shall be in addition to the general policies established for the Downtown planning area.

Town Center Core District

The Town Center Core District is roughly bounded by 76th Avenue on the north, Bay Street on the east, Coquina Way on the west and 73rd Avenue to the south as shown on Map 3, page 13. The District encompasses 80 parcels totaling 32.54 acres and represents 32.5 percent of the Downtown Redevelopment District area.

Existing Character

The Town Center Core District is the government and business center of the City. City Hall, the Police Headquarters, Library and Recreation Center are located there, as is the Post Office. The area contains the only movie theater in town, as well as two large banks. Businesses range from small retail to auto repair facilities. It is a mix of uses and activities reflective of the evolution of the area over the last 40 to 60 years. State Route 699 makes the transition from Blind Pass Road one block west to Gulf Boulevard in this area. The shopping district itself has been struggling for several years now with an increasingly high rate of vacancies and business closings.

District Vision

Uses

Redevelopment of the Town Center Core District should emphasize the established commercial character of the area by offering a good mix of retail, office, restaurant and entertainment uses, as well as introducing residential use above street-level businesses. Buildings should be oriented to pedestrian traffic. Parking should be placed at the rear or sides of properties and a centrally located shared parking facility should be pursued and would significantly assist redevelopment in the area. Assembly of smaller properties and the building of larger integrated developments should be encouraged.

Function

Corey Avenue should be a primary point of resident and visitor activity by being a place for a variety of shopping, dining and entertainment opportunities. The shops and other activities should extend their open hours into the evening to serve residents and create a true visitor destination. The residential uses should be secondary to the commercial uses and be oriented to downtown village living in a pedestrian-oriented environment.

Development Patterns

The Town Center Core District should have modest residential density with slightly more intense commercial and office uses than currently exists in the area. Buildings throughout the District will be brought to the front property line. Entry doors and public access will be from the public sidewalk. Landscaping will be in the public right-of-way, and parking will be in the rear or side of the property, or in a public/private parking structure. Sidewalks will be improved to enhance the pedestrian experience. The recently redeveloped and renovated Community Center is intended to be a community gathering place, taking advantage of the waterfront with cultural and recreational activities suitable for all ages.

Redevelopment incentives would allow aging and vacant commercial buildings to be replaced with slightly taller structures that are intended to provide mixed use development opportunities to bring some residential uses to the downtown area to mimic historic main streets throughout Florida and the United States. The City will work with the Corey Merchants association to

pursue assistance and the possibility of a Florida Main Street designation. Residential use will be limited to as a secondary component only above the first level to the City's historic neighborhood services. The goal is to create a vibrant activity center to live, shop, work and play. New or renovated buildings would have considerably better architectural design that would make the downtown environment more pedestrian-friendly and inviting to residents and visitors.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Pedestrian-vehicular conflict would be reduced and pedestrian linkages improved throughout the Downtown core area, particularly along 75th Avenue and Blind Pass Road as they connect to Corey Avenue and Gulf Boulevard as it connects to Corey Avenue.

Prohibited Uses

Detached single family or duplex dwellings would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors). Other commercial uses shall be permitted only as part of a mixed use development.

Intensity of Development

The allowable development intensities and densities within this District shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. Primarily a non-residential district, the development may include a residential mixed-use component. Temporary lodging uses are permitted only as bed and breakfast inns with a maximum of fifty (50) units total for the district.

Intensity – 1.00 FAR with no residential component; with a residential component not to exceed 15 units per acre with a bonus of 0.45 FAR non-residential.

Additionally, a pool of fifty (50) temporary lodging units shall be made available on a District wide basis. These units shall be allocated with the approval by ordinance of the City Commission upon application of the property owner. No single request shall exceed a total of ten (10) units. These units will be utilized only for the establishment of bed and breakfast inns in accordance with all applicable standards of the City of St. Pete Beach Land Development Code.

A maximum **ISR** of 0.90 is permitted.

Town Center Core District Policies

The following policies shall govern development in the Town Center Core District.

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground level are equally important for both the street and water-side of buildings. Blank wall facades shall be prohibited. Street-level retail facades shall have a storefront character. Architectural elements that provide protection to the pedestrian from weather elements shall be encouraged.

Policy 2: Vehicular curb cuts and driveways shall be discouraged and minimized on Corey and

75th Avenues to ensure a pedestrian-friendly, comfortable and safe environment as well as minimize pedestrian-vehicular conflict.

- Policy 3: Non-residential uses only shall be allowed on the ground floor of any building fronting Corey Avenue or 75th Avenue and shall be the primary use component of every new development or redevelopment in the Downtown area.*
- Policy 4: Residential uses shall be permitted only as a secondary use to an overall mixed use retail redevelopment project and shall be allowed only above the first floor.*
- Policy 5: On-site parking shall be located to the side or rear of properties. A portion of required parking may be on-street parking, off-site shared-use parking or located within an off-site public parking facility.*
- Policy 6: Temporary lodging facilities shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.*
- Policy 7: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.*
- Policy 8: A centrally located public, private or joint public/private shared parking facility, including public restroom facilities, for the Town Center Core District shall be pursued to improve the accessibility, convenience and comfort of residents and visitors to the Downtown area.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Town Center Corey Circle District

The Town Center Corey Circle District is bounded by the Corey Causeway to the north, Boca Ciega Bay to the east, Bay Street to the west and 72nd Avenue to the south as shown on Map 3, page 13. The District encompasses eight parcels totaling 4.67 acres, plus approximately 1.5 acres of municipal right-of-way. This District represents 4.7 percent of the Downtown Redevelopment District area. The entire District was rezoned Planned Development (PD) in January of 2006 by Ordinance 2006-03.

Existing Character

The Town Center Corey Circle District is an older, mostly commercial area that is almost entirely vacant now and in a deteriorating condition except for one small restaurant and a transmission shop. Corey Avenue, which used to continue onto the old Corey Causeway Bridge, now dead ends at Boca Ciega Bay and a small park-like area belonging to the City. In addition, Corey Circle loops around into Corey Avenue from the north forming a "Y". The existing rights-of-way of Corey Avenue and Corey Circle could provide about 1.5 acres of additional development potential in exchange for a public waterfront "Sunrise" park.

District Vision

Uses

Redevelopment in the Town Center Corey Circle District is envisioned as a mixed-use catalytic project that will have street level retail uses and public waterfront access. It may emphasize a downtown temporary lodging or residential use or both combined with downtown retail uses. This mixed use area is envisioned to surround a new Sunrise Park that would be developed as a focal point at the far eastern end of the Corey Circle area. This Sunrise Park is envisioned to be located in the middle of the area near the water that will offer a small seating area and a potential connection with the new boardwalk to extend from the old bridgehead under Corey Causeway to the larger public park and Community Center area on Boca Ciega Drive. A small marina facility may be considered as a secondary use to a mixed-use project that will offer some boat slips available for daily use by the public to attract visitors by boat to the Downtown core area.

Function

This area will be the eastern anchor for the Downtown area, providing water views for the residents. Shopping, small retail and small-scale restaurants, coffee shops, deli-type establishments will be required accessory street level uses to any residential uses that may be developed. The Sunrise Park would provide the public and the residents with a gathering place along the waterfront. A small marina will attract and provide access by water to the Downtown activity area. If a temporary lodging use is pursued, visitors would assist to stimulate the reinvestment and revitalization of the Downtown core planning area.

Development Patterns

The development pattern in this small area will emphasize pedestrian, bicycle, trolley and boating movement. Pedestrian connections linking the area with the larger public park facilities on the north side of 75th Avenue will be developed. Assembly of smaller parcels into a larger development site would permit comprehensive unified redevelopment at the Corey Causeway entrance of the City that would anchor the east terminus of the historic Corey downtown area.

If comprehensive redevelopment occurs, taller structures having considerably better architectural and site design would reduce building footprints, increase open space between buildings as a result of larger setback requirements and increase green space requirements. Public waterfront access would be vastly improved if a "Sunrise" park can be integrated into an overall scheme of redevelopment in this area that may include partial vacation of the excess paved right-of-way leftover from the days when Corey Avenue was the main entrance to the City before the Corey Causeway was relocated in exchange for a waterfront public park. Overall pavement would also be reduced as a result of increased green space requirements and use of modern structured parking facilities that are integrated into the building design.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies. The overall aesthetic appearance at the City's main entrance as an anchor to its main street would vastly improve as would the

pedestrian function along Corey Avenue that would assist the revitalization of local businesses in the historic downtown area.

Prohibited Uses

Detached single family or duplex dwellings would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors).

Intensity of Development

The maximum allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. The following uses, densities and intensities are allowed in this character district:

1. Commercial and offices uses are permitted alone or as part of a mixed use project.
2. **Density - Temporary lodging uses** are permitted as a primary or secondary use. Temporary lodging use density and intensity shall be approved by Conditional use only and shall not exceed fifty (50) temporary lodging units per acre located on a minimum two acre buildable site and shall also not exceed a cumulative total of 150 units per project subject to the requirements, restrictions and limitations established below for the TLU Density Pool for the Town Center Core Corey Circle and Coquina west Districts.
3. **Density - Residential Use.** Exclusive residential use is prohibited. Residential use shall only be permitted as part of mixed use project located on a minimum buildable site of two acres and shall not exceed 24 dwelling units per acre. Residential uses may be a primary or secondary use but shall be prohibited from being located on the first habitable floor accessible at street level.
4. A maximum **FAR** of 0.55 for permitted nonresidential uses.
5. A maximum **ISR** of 0.70 is permitted for all uses.

Town Center Corey Circle District Policies

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground level are equally important for both the street and water side of buildings. Blank wall facades shall be prohibited. Street-level retail facades shall have a storefront character. Architectural elements that provide protection to pedestrians from weather elements shall be encouraged.

Policy 2: Parking shall be integrated into the principal building and hidden from public view to the maximum extent feasible and practical.

Policy 3: Retail/Restaurant uses shall be located on the first floor or accessible from street level and near the pedestrian walkways to provide easy public access.

Policy 4: Publicly or privately-owned small-scale marina facilities with transient boat slips will be encouraged in locations and quantities that attract visitors by boat to the Downtown core.

Policy 5: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any new development will occur, with particular emphasis on screening and buffering from adjacent residential uses that may include landscaping and privacy walls.

Policy 6: Temporary lodging uses shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.

Policy 7: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Town Center Coquina West District

The Town Center Coquina West District is bounded by 76th Avenue to the north, Coquina Way to the east, Sunset Way to the west and 73rd Avenue to the south as shown on Map 3, page 13. It is a three-block mixed use area with a wide variety of residential and non-residential uses. The District encompasses 33 parcels totaling 6.11 acres. The District represents 6.1 percent of the Downtown Redevelopment District area.

Existing Character

At the west end of the Town Center District is the Town Center Coquina West District. The City plans to expand the existing Sunset Park as a gathering place and focal point of the area. The present park is about 0.4 acres on Blind Pass Channel at the end of 73rd Avenue. The planned improvement would extend the park north of the existing facility; however, there is a waterfront restaurant built in 1945 that is adjacent to Sunset Park and could be a significant factor in any redevelopment proposal. Corey Avenue terminates at Sunset Way into a small park area in the right-of-way. There is also a small triangular parcel between Corey and 75th Avenues that currently serves as a parking lot for a restaurant.

District Vision

Uses

Redevelopment of the Town Center Coquina West District is envisioned as a mixed-use catalytic project that will have street level retail uses and public waterfront access. It may emphasize a downtown temporary lodging or residential use or both combined with downtown retail uses. This mixed use area is envisioned to surround a new Sunset Park that ideally would be expanded as a focal point at the far western end of the Corey Avenue area. A small marina facility may be considered as a secondary use to a mixed-use project that will offer some boat slips available for daily use by the public to attract visitors by boat to the Downtown core area, provided safety and environmental concerns are adequately addressed recognizing that the Blind Pass Channel in this area is relatively narrow.

Function

This area is small in size but has the potential to serve as an anchor on the western end of the Downtown core area if redeveloped as a mixed use catalytic project that would provide balance to the eastern end of Corey Avenue that would create a synergy extending back and forth through the entire main street core. The expectation is for the existing commercial/restaurant/entertainment uses to remain and perhaps a few accessory retail uses to complement them to provide limited neighborhood services within close proximity to the residents of the Downtown core area, particularly those who live in the Upham Beach area. Residential uses for those who enjoy a more urban environment will be an allowable use in the area provided a minimum parcel size is assembled and such uses are not located at street level.

Development Patterns

The development pattern in this area will likely involve the assembly of several properties to create a feasible redevelopment area. Given the relatively small blocks, averaging less than two acres in size, individual redevelopment projects could easily take up a full block, particularly if a parking garage is incorporated into the development.

Assembly of smaller parcels into a larger development site would permit comprehensive unified redevelopment that would anchor the east terminus of the historic Corey downtown area. If comprehensive redevelopment occurs, taller structures having considerably better architectural and site design would reduce building footprints, increase open space between buildings as a result of larger setback requirements and increased green space requirements. The expansion of Sunset Park will be pursued as a public focal point. Overall pavement would also be reduced as a result of increased green space requirements and use of modern structured parking facilities that are integrated into the building design.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies.

The overall pedestrian function along Corey Avenue would vastly improve if redevelopment on the west terminus anchored the overall main street redevelopment effort which would revitalize downtown area businesses.

Prohibited Uses

Detached single family or duplex dwellings would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors).

Intensity of Development

The maximum allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. The following uses, densities and intensities are allowed in this character district:

1. Commercial and offices uses are permitted alone or as part of a mixed use project.
2. **Density -Temporary lodging uses** are permitted as a primary or secondary use. Temporary lodging use density and intensity shall be approved by Conditional use only and shall not exceed fifty (50) temporary lodging units per acre located on a minimum two acre buildable site and shall also not exceed a cumulative total of 150 units per project subject to the requirements, restrictions and limitations established below for the TLU Density Pool for the Town Center Core Corey Circle and Coquina west Districts.
3. **Density – Residential Use.** Exclusive residential use is prohibited. Residential use shall only be permitted as part of mixed use project located on a minimum buildable site of two acres and shall not exceed 24 dwelling units per acre. Residential uses may be a primary or secondary use but shall be prohibited from being located on the first habitable floor accessible at street level.
4. A maximum **FAR** of 0.55 for permitted nonresidential uses.
5. A maximum **ISR** of 0.70 is permitted for all uses.

Town Center Coquina West District Policies

- Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground level are equally important for both the street and water-side of buildings. Blank wall facades shall be prohibited. Street-level retail facades shall have a storefront character. Architectural elements that provide protection to the pedestrian from weather elements shall be encouraged.*
- Policy 2: Structured parking that can be integrated into the principal building and hidden from public view will be encouraged and pursued.*
- Policy 3: Retail/Restaurant uses shall be located on the first floor or accessible from street level and near the pedestrian walkways to provide easy public access.*
- Policy 4: Publicly or privately-owned small-scale marina facilities with transient boat slips will be encouraged in locations and quantities that attract visitors to the Downtown core and minimize adverse environmental impacts.*
- Policy 5: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any new development will occur, with particular emphasis on screening and buffering from adjacent residential uses that may include landscaping and privacy walls.*
- Policy 6: Temporary lodging uses shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.*
- Policy 7: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Downtown Core Residential District

The proposed Downtown Core Residential District includes both sides of 73rd Avenue between Boca Ciega Bay and Blind Pass Road and an area approximately 150 feet deep along both sides of Blind Pass Road south from 73rd Avenue to 69th Avenue as shown on Map 3, page 13. The District encompasses 56 parcels totaling 11.65 acres. The District represents 11.6 percent of the Downtown Redevelopment District area.

Existing Character

The existing uses are a mixture of institutional, tourist accommodations and multifamily, with single family/duplex mixed in. The institutional uses include a church, the entire block frontage between Mangrove Avenue and Boca Ciega Drive, and the St. Pete Beach Public Library, which takes-up about three-quarters of the block immediately west of the church property. This property backs up to the Post Office on Corey Avenue.

The southern extent of the District is mostly single family with a small number of multifamily uses. There are a high percentage of homesteaded properties in this area, but most of these homes were constructed in the late '40s and early '50s, giving them significant potential for redevelopment, particularly if allowable densities are raised. Both ends of the Downtown Core Residential District are immediately adjacent to commercial areas to the north and west. Property south and east of the area is currently developed as single-family and is likely to remain so for the foreseeable future.

District Vision

Uses

The Downtown Residential Core District is seen as an opportunity to redevelop a downtown neighborhood that is currently very diverse with many incompatible use adjacencies. It is envisioned that the result of future redevelopment over time would be a more cohesive residential neighborhood with a variety of urban-village residential dwellings, having a mix of single family, two-family and multifamily homes.

Function

The District will be pedestrian oriented with buildings located near the front property line and front-entry parking located on the ground floor with two habitable floors above. It will be a pedestrian-friendly downtown residential area that would be allowed to redevelop in a manner that creates pedestrian and bicycle linkages directly to neighborhood services located within the Downtown core area. This area is envisioned to be for those residents who want to live in a more residential urban-village like environment within walking distance to activities in the downtown area.

Development Patterns

The properties along 73rd Avenue should have the more intense multifamily development, while the Blind Pass Road frontage should be the more traditional residential uses. Blind Pass Road

may be narrowed to two lanes and have sidewalks constructed on both sides of the road with appropriate landscaping between the vehicular and pedestrian areas.

Prohibited Uses

All temporary lodging and non-residential uses, except for public buildings and facilities.

Intensity of Development

The allowable development intensities and densities within this District shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped.

Density – 10 units per acre for the first five years after final adoption of this Plan. A Residential Unit Reserve of two (2) dwelling units per acre will be established in the City's Future Land Use Element that shall be automatically implemented in this character district five years after final adoption bringing the maximum potential density to 12 dwelling units per acre.

A maximum **ISR** of 0.70 is permitted.

Downtown Core Residential District Policies

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground levels are equally important for both the street and water-side of residential homes, town homes and multi-family structures. Blank wall facades shall be prohibited.

Policy 2: Development and redevelopment shall be compatible with the existing uses that remain in the neighborhood.

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by the City Charter.

Upham Beach Village District

The Upham Beach Village District is the area between Sunset Way and the commercial properties along Gulf Boulevard between 73rd Avenue and 66th Avenue as shown on Map 3, page 13. The District encompasses 85 parcels totaling 16.10 acres. The District represents about 16.1 percent of the Downtown Plan Area.

Existing Character

The area lies between the commercial development along Gulf Boulevard to the east and the existing larger temporary lodging and condominium developments to the west along the Gulf of Mexico.

The average existing development density of uses in Upham Beach Village District is about 27 units per acre. Most of properties were developed in the '40s and '50s, but several were

developed or redeveloped in the '60s and '70s. Of these, 31 of the individual parcels have homestead exemptions, and 18 of the 44 condominium units are homesteaded.

There is a mixture of uses in the Upham Beach area. There are 21 single-family homes, 10 two-family homes, 30 multifamily projects and 19 temporary lodging projects with densities ranging up to 78 temporary lodging units per acre. There are also four vacant lots.

District Vision

Uses

The Upham Beach Village District is seen as an opportunity to redevelop a downtown neighborhood that is currently very diverse with many incompatible use adjacencies. It is envisioned that the result of future redevelopment over time would be a more cohesive residential neighborhood with a variety of urban-village residential dwellings, having a mix of single family, two-family and multifamily uses intermixed with small mom and pop motels that have traditionally occupied this neighborhood. This entire District is within easy walking distance of Upham Beach and Sunset Park as well as the western end of the Town Center Core, and provides public waterfront access and views to the Gulf of Mexico. There is a vast opportunity to emphasize pedestrian mobility throughout the neighborhood that is within close proximity to the Downtown core.

Function

The function of this District is to provide a transition between the commercial uses of Gulf Boulevard and the more intense temporary lodging and condominium uses along the Gulf of Mexico adjacent to Upham Beach. This area is intended to promote pedestrian and bicycle mobility over automobile use in a downtown village-like atmosphere.

Development Patterns

The development pattern of the District will follow the existing development pattern. Lots in the area are typically one-half acre or less in size, but some assembly may be possible in order to build larger projects. Redevelopment incentives would allow aging mom and pop motels to renovate and refurbish. In some cases where assembly of smaller parcels into a larger development site occurs, one and two-story buildings may be replaced with slightly taller structures having considerably better architectural and site design that would reduce building footprints, increase open space as a result of larger setback requirements to cure existing conditions where cars park partially in the public right-of-way. Increased green space is a goal that would be pursued. Overall pavement would also be reduced as a result of increased green space requirements and may be further reduced in those circumstances where modern structured parking facilities are integrated into the building design.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Vehicular conflict with pedestrians and bicyclists would be reduced as a result of reduced curb cuts and redeveloped parking areas that function properly and eliminate improper on-street parking in public right-of-ways that interfere with pedestrian and bicycle movement along the residential neighborhood streets.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, installation of modern water flow devices that conserve potable water, and use of "Green" construction techniques and technologies. The overall aesthetic appearance would

vastly improve as a result of improved landscaping and architectural design requirements as well as the elimination of overhead utilities over time.

Prohibited Uses

All non-residential uses except for existing temporary lodging uses. Temporary lodging uses are permitted only on existing sites currently developed as a temporary lodging use.

Intensity of Development

The allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. The Upham Beach Village District shall be a principally residential district over time. Non-residential uses are not permitted except limited temporary lodging motel uses may be permitted upon conditional use approval. Any redevelopment of existing temporary lodging use shall not exceed existing density.

Density – maximum 24 residential units per acre subject to minimum buildable site size requirements to encourage parcel assembly to obtain higher density and promote more comprehensive unified redevelopment.

Additionally, a pool of 175 temporary lodging units shall be made available on a District wide basis. These units shall be allocated upon application by the property owner and by Ordinance of the City Commission approving a conditional use. No single request shall exceed the total number of existing temporary lodging units on the existing development site.

A maximum **ISR** of 0.70 is permitted for residential uses and a maximum 0.85 **ISR** is permitted for redeveloped existing temporary lodging uses.

Upham Beach Village District Policies

Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at ground level are equally important for both the street and water- side of buildings. Blank wall facades shall be prohibited. Street-level facades shall integrate architectural elements that provide protection to the pedestrian from weather elements shall be encouraged.

Policy 2: Only existing temporary lodging uses may be redeveloped and new temporary lodging uses shall be strictly prohibited.

Policy 3: A mixture of residential and temporary lodging uses throughout the district shall be encouraged to be preserved and redeveloped.

Policy 4: Redevelopment of existing temporary lodging uses shall provide the minimum necessary vehicular curb cuts and driveways to provide reasonable, adequate and safe ingress and egress to the development site and ensure a pedestrian-friendly and safe environment by minimizing pedestrian-vehicular conflict.

Policy 5: Structured parking that can be integrated into the principal building and hidden from public view will be encouraged and pursued.

Policy 6: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the

entire building site where any development will occur, with particular emphasis on screening and buffering from adjacent residential uses that may include landscaping and privacy walls.

Policy 7: Development and redevelopment shall be compatible with the existing neighboring residential uses that immediately surround the development site.

Policy 8: Temporary lodging uses shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents in Zone A.

Policy 9: All temporary lodging uses shall comply with adopted City rules and regulations that ensure that projects approved as temporary lodging facilities are built, function, operate and are occupied exclusively as temporary lodging uses.

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Commercial Corridor Blind Pass Road District

The Commercial Corridor Blind Pass Road District includes approximately 200 feet of depth on the west side of Blind Pass Road from one-half block south of 81st Avenue to 77th Avenue and approximately 200 feet of depth on the east of Blind Pass Road from 79th Avenue to 77th Avenue as shown on Map 3, on page 13. The District encompasses 7.40 acres totaling 37 parcels. The District represents about 7.4 percent of the Downtown Redevelopment District area.

Existing Character

This area serves as the entry into the commercial section of the Downtown area located south of the existing institutional and residential uses located on Blind Pass Road. The existing development consists of several small commercial uses developed in the 1950s and 1960s.

All of the frontage properties are currently developed with commercial uses. Generally, these frontage lots are about 100 feet deep and do not have enough area to support a viable building and the associated parking. When FDOT widened the road recently, several properties lost parking that had previously been in the right-of-way. To the rear of the commercial frontage, all of the properties are developed with single-family uses.

A single family neighborhood is located immediately east of this District. The area immediately west of this District contains a mixed of residential and light industrial uses with more of the light industrial uses located closer to the Downtown core area.

District Vision

Uses

The intention of this District in widening the redevelopment corridor is not to increase the number of commercial developments in the area, but rather to allow the commercial frontage properties to acquire additional lots to create a deeper redevelopment site, allowing the

provision of adequate parking and landscaping for the project. Additional site depth will also allow for adequate buffering of new commercial uses adjacent to established residences.

Parcel assembly is essential in this Commercial Corridor to reduce curb cuts and improve traffic flow and reduce vehicular conflict with pedestrians and bicyclists. Improving traffic conditions and increasing buffers between incompatible adjacent uses through parcel assembly which is often very difficult, is the impetus behind allowing a limited residential secondary use under restricted circumstances as a planning and economic incentive tool to achieve these objectives.

Function

No commercial redevelopment of the properties without frontage on Blind Pass Road will be permitted. The expansion area is solely to allow for better redevelopment of the frontage properties to reduce curb cuts, increase parcel depth to provide properly functioning parking, landscaping and increased buffers from adjacent residential uses. The redevelopment of this District will emphasize non-residential development with the possibility of limited residential uses.

Development Patterns

Heavy buffering between the expanded nonresidential uses and the neighboring residential uses will be required. The buffer will require adequate landscaping as well as physical separations, such as masonry walls, between conflicting uses. The intent is to mitigate any potential adverse relationships between residential and nonresidential properties.

Frontage properties on Blind Pass Road may be expanded east and west to the boundaries shown. There shall be no individual redevelopment of rearward properties. This District requires a buffer of sufficient width to protect adjacent residential uses, the size and type to be established by land development regulations.

Redevelopment incentives would allow aging commercial buildings and improperly functioning parking and site access to vastly improve where assembly of smaller parcels into a larger development site occurs. In the event of parcel assembly, mixed use retail and residential projects would be allowed having considerably better architectural and site design that would reduce building footprints, increase open space and buffers from existing residential neighborhoods located to the east and west of Blind Pass Road. Overall pavement would also be reduced as a result of increased green space requirements.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Vehicular conflict with pedestrians and bicyclists would be reduced and traffic flow on Blind Pass Road as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site, and installation of modern water flow devices that conserve potable water.

Prohibited Uses

Detached single family, duplex dwellings and temporary lodging uses on the Blind Pass Road frontage would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors).

Intensity of Development

The allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. Primarily a non-residential district, to encourage a more comprehensive and unified redevelopment approach that will require parcel assembly; a limited secondary residential component may be allowed above the first floor only on a minimum parcel size of ½ acre.

Intensity – 0.70 FAR with no residential component; with a residential component not to exceed 12 units per acre and a bonus of 0.20 FAR non-residential potential for mixed use projects only if a minimum ½ acre parcel size is assembled. A Residential Unit Reserve of three (3) dwelling units per acre will be established in the City's Future Land Use Element that shall be automatically implemented in this character district five years after final adoption bringing the maximum potential residential density allowed as a secondary use to a mixed –use project will be 15 units per acre.

A maximum **ISR** of 0.70 is permitted.

Commercial Corridor Blind Pass Road District Policies

- Policy 1: Architectural design features that provide visual interest, are aesthetically pleasing and relate to the human scale at street level is important for any façade facing street frontage. Blank walls shall be prohibited on any street facing or residential facing facade. Any street-level retail facades shall have a storefront character. Both street-level retail and office facades should be designed to integrate architectural elements that provide protection to the pedestrian from weather elements wherever possible.*
- Policy 2: Commercial redevelopment of property that does not have direct access to Blind Pass Road shall be prohibited.*
- Policy 3: Frontage properties along Blind Pass Road shall be permitted to assemble properties and expand to the limits of the District boundaries only. Encroachment into the residential neighborhoods beyond the District boundaries is expressly prohibited.*
- Policy 4: A physical buffer that may include landscaping and privacy walls adjacent to existing residential properties shall be required for all new non-residential development and redevelopment or renovation, whether or not the development site is expanded by assembling parcels of land.*
- Policy 5: Vehicular access from side streets shall be encouraged for residential development provided such access is not incompatible with the residential neighborhood abutting the redevelopment.*
- Policy 6: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any new development will occur, with particular emphasis on screening and buffering from adjacent residential uses.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land

Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by the City Charter.

Commercial Corridor Gulf Boulevard District

The Commercial Corridor Gulf Boulevard District is comprised of the frontage to an approximate 200-foot depth on the east and west sides of Gulf Boulevard between 73rd Avenue and 64th Avenue as shown on Map 3, page 13. The District encompasses 21.58 acres totaling 92 parcels. All of the parcels that front on Gulf Boulevard currently have commercial uses, except for one multifamily/commercial mixed-use use on the southeast corner of 73rd Avenue and Gulf Boulevard. The District represents about 21.6 percent of the Downtown Redevelopment District area.

Existing Character

The Commercial Corridor Gulf Boulevard District lies between the Downtown Core Residential and Upham Beach Village Districts. Similar to the Blind Pass Road Corridor, the frontage lots in this District are very shallow. In order to provide more depth for redevelopment, the District plan extends east and west of the frontage lots to include additional property. This additional depth would be added to the frontage properties, and no separate redevelopment would be permitted on these lots. Special attention to the relationship between the commercial properties fronting Gulf Boulevard and the residential properties to the rear will be required.

District Vision

Uses

The expectation for this Commercial Corridor is that it will remain primarily commercial. Properties would support up to two-story commercial redevelopment. Between 67th and 64th Avenue, eight properties included in the District have frontage on Gulf Winds Drive, but these lots will only be permitted to redevelop as part of commercial frontage property along Gulf Boulevard. Depending upon the ability to assemble small parcels of land into a larger buildable site, there would be a limited potential for some secondary residential uses as part of a mixed-use project only which must be located above the first level. Parcel assembly is essential in this Commercial Corridor to reduce curb cuts and improve traffic flow on Gulf Boulevard. This would also reduce vehicular conflict with pedestrians and bicyclists. Improving traffic conditions and increasing buffers between incompatible adjacent uses through parcel assembly which is often very difficult, is the impetus behind allowing a limited residential secondary use under restricted circumstances as a planning and economic incentive tool to achieve these objectives.

Function

The purpose of the redevelopment is to enhance and improve the appearance of the Gulf Boulevard frontage in this area. New buildings will be brought towards the sidewalk, and parking will be placed to the rear. Shared parking will be encouraged. The area will serve as an expansion of the Town Center Core.

Development Patterns

While pedestrian mobility will be encouraged, some automobile oriented uses will also be included. Shops will continue to be small, service-related uses. Essentially, the plan is to encourage a modern, better looking version of the existing development, with some expansion

to second and third floors with commercial or limited secondary residential use as a planning and economic tool to encourage parcel assembly.

Redevelopment incentives would allow aging and vacant commercial buildings and lots as well as improperly functioning parking and site access to vastly improve where assembly of smaller parcels into a larger development site occurs. In the event of parcel assembly, mixed use retail and residential projects would be allowed having considerably better architectural and site design that would reduce building footprints, increase open space and buffers from existing residential neighborhoods located to the east Gulf Boulevard. Overall pavement would also be reduced as a result of increased green space requirements.

Public safety would be improved as a result of compliance for new construction with current FEMA flood regulations and Building Code requirements that would offer greater protection from fire, flood, hurricane and tropical cyclone hazards. Vehicular conflict with pedestrians and bicyclists would be reduced and traffic flow on Gulf Boulevard as a result of reduced curb cuts.

Conservation and environmental efforts would also improve over time as a result of reduced pavement, improved pre-treatment of storm water run-off, replacing of aging water and sewer pipes on-site and installation of modern water flow devices that conserve potable water. The overall aesthetic appearance and pedestrian function along Gulf Boulevard would vastly improve as a result of improved landscaping, lighting and sidewalk requirements as well as the elimination of overhead utilities over time.

Prohibited Uses

Detached single family, duplex dwellings and temporary lodging uses would be prohibited, as well as any type of vehicle sales or service, fast food restaurants with drive-through service and industrial and other problematic uses (including, but are not limited to, day labor, pawn shops, check cashing, plasma centers, body piercing and tattoo parlors).

Intensity of Development

The allowable development intensities and densities within this district shall only be permitted on sites where all existing development is demolished, and the site is completely redeveloped. Primarily a non-residential district, the site may include a secondary residential use that meets the requirements below.

Intensity – 0.70 FAR with no residential component; with a residential component not to exceed 12 units per acre and a bonus of 0.20 FAR non-residential potential for mixed use projects only if a minimum ½ acre parcel size is assembled. A Residential Unit Reserve of three (3) dwelling units per acre will be established in the City's Future Land Use Element that shall be automatically implemented in this character district five years after final adoption bringing the maximum potential residential density allowed as a secondary use to a mixed –use project will be 15 units per acre.

A maximum **ISR** of 0.70 is permitted.

Commercial Corridor Gulf Boulevard District Policies

Policy 1: *Architectural design features that provide visual interest are aesthetically pleasing and relate to the human scale at street level for any façade facing street frontage. Blank walls shall be prohibited on any street facing or residential facing facade. Any street-level retail facades shall have a storefront character. Both street-level retail*

and office facades should be designed to integrate architectural elements that provide protection to the pedestrian from weather elements wherever possible.

- Policy 2: Commercial redevelopment of property that does not have direct access to Gulf Boulevard shall be prohibited.*
- Policy 3: Frontage properties along Gulf Boulevard shall be permitted to assemble properties and expand to the limits of the District boundaries only. Encroachment into the residential neighborhoods beyond the District boundaries is expressly prohibited.*
- Policy 4: Utility Easements and sidewalks shall be required on all development projects if existing conditions permit the construction of a sidewalk and location of a utility easement that can be integrated into the redevelopment site plan without undue hardship to the property owner.*
- Policy 5: A physical buffer that may include landscaping and privacy walls adjacent to existing residential properties shall be required for all new nonresidential development and redevelopment or renovation, whether or not the development site is expanded by assembling parcels of land.*
- Policy 6: Vehicular access from side streets shall be encouraged for residential development provided such access is not incompatible with the residential neighborhood abutting the redevelopment.*
- Policy 7: Professional landscaping and design standards consistent with the standards contained in Divisions 22 and 39 of the LDC shall be the minimum required on the entire building site where any development will occur, with particular emphasis on screening and buffering from adjacent residential uses and on Gulf Boulevard frontage.*

Design Guidelines

Specific Design Guidelines will be developed following adoption of this Community Redevelopment Plan. Specific height limitations will be established in the City's Future Land Use Plan and adopted as part of the City's Comprehensive Plan by voter referendum as required by Section 3.18 of the City's Charter.

Chapter 4 Plan Implementation

REDEVELOPMENT POLICY

Many of the commercial properties in the Gulf Boulevard and the Downtown Redevelopment Areas have reached the point of functional obsolescence. Buildings are 40 to 50 years old and require greater maintenance, do not meet current safety and building codes and are not energy efficient. The vast majority of the buildings do not comply with current Building, Safety and FEMA regulations. Nearly all buildings lack any quality architectural detail or finishes. The interior function of these older hotels and their lack of amenities cannot be updated by adding a coat of paint or stucco. Most sites are nearly paved over with black top and concrete with little or no green space, landscaping or storm water management facilities.

Parking is insufficient and often does not function properly on most of the commercial frontage parcels. In some cases, there is only ½ a parking bay with cars backing into traffic onto Gulf Boulevard with one continuous curb cut the entire length of the property. Sidewalks all along Gulf Boulevard are too narrow and are in disrepair making pedestrian movement unsafe and uncomfortable. The downtown neighborhoods are without sidewalks or bike lanes for the most part.

In many instances, the mix of uses within buildings and neighborhoods are not appropriate for the current market and do not meet resident and visitor needs and expectations. There are too many incompatible use adjacencies caused by commercial intrusion into residential neighborhoods resulting from inadequate buffers between nonresidential and residential uses.

Existing hotel properties, for the most part, were constructed in the 1950s and 1960s and were originally small, independent operations. Over the years larger hotels were created by the combination of several adjacent smaller hotel properties. The vast majority are still locally owned and family-operated. Several have been operated by the same family for 2, 3 and going on 4 generations. These buildings range from two to 12 stories in height. Rooms are small and while some have been updated periodically over the years, they frequently are not suitable for or appealing to the today's family vacationers that have been the traditional target market for St. Pete Beach. Many hotels on St. Pete Beach are no longer a competitive family-oriented tourist destination at the National, State and in some cases, even within Tampa Bay area region.

An alarming trend the past few years has been a dramatic decrease in repeat visitors who express disappointment in the overall appearance of the City and the lack of amenities, activities and services other than our beautiful beaches. Most vacationers don't want to spend an entire week on the beach and in a small hotel room. The significance of this to the City of St. Pete Beach is substantial. Due to the dependence of the local economy on tourist expenditures to support retail and service establishments, the maintenance of an appropriate temporary lodging inventory in the City is essential to long-term economic stability.

St. Pete Beach already has and will again experience significant residential condominium redevelopment pressure. Inevitably, redevelopment will occur. The question is the extent to which the City chooses to direct the type, quality and aesthetics of new development through policies for design and function of redevelopment projects. Absent a redevelopment plan, the default plan will be more residential condominium projects that are empty more than 60% of the year. If regulatory barriers that artificially impede what has been the expressed consensus by the community since 2002 - to encourage commercial and resort redevelopment, eventually, the only new investment will be in residential construction. This trend will erode our neighborhood services, economy and tax base the community historically has enjoyed but is already slipping

into a decline that very soon will be irreversible and the only option will be residential redevelopment.

TEMPORARY LODGING USE

In the City's Land Development Code, temporary occupancy will be defined as:

Temporary occupancy means occupancy that is intended to be temporary, or which is offered, advertised for or occupied, to no more than thirty (30) consecutive days for temporary lodging guests and no more than thirty (30) days cumulatively on an annual basis for a resort condominium unit owner as applied only to temporary lodging uses within the Community Redevelopment District. In determining whether a property is used as a temporary lodging, such determination shall be made without regard to the form of ownership of the property or unit, whether the occupant has a direct or indirect ownership interest in the property or unit, and without regard to whether the right of occupancy arises from a rental agreement, other agreement or the payment of consideration.

All temporary lodging uses within the Community Redevelopment District, including bed and breakfast inns, hotels, motels and resort condominiums, shall be governed by the above definition in accordance with the mandate contained in the City's Comprehensive Plan. Within the context of this plan, temporary lodging uses, except for bed and breakfast inns, may be required to have additional facilities, such as meeting rooms, fitness centers, restaurants, and swimming pools. The City shall amend its LDC to require certain accessory uses, services and amenities for different types and scale of temporary lodging uses, as appropriate. Further, to ensure that new temporary lodging use development authorized and approved within the Community Redevelopment District are built, function, operate, and are occupied exclusively as temporary lodging and adhere to mandatory closure and evacuation procedures, the following restrictions shall apply to temporary lodging use and shall be a condition of final site plan approval:

- (a) No temporary lodging unit shall be occupied as a permanent residential dwelling unit.
- (b) All temporary lodging units must be offered, advertised and occupied on a temporary basis for thirty (30) consecutive days or less for temporary lodging guests and no more than thirty (30) days cumulatively on an annual basis for a resort condominium unit owner to ensure that any temporary lodging use does not function as a permanent residential use.
- (c) Temporary lodging units shall not qualify or be used for homesteading purposes or home occupational licensing.
- (d) All temporary lodging units must be included in the inventory of units that are available within a temporary lodging use.
- (e) Conversion of a temporary lodging unit to permanent residential unit shall be prohibited unless the conversion is in compliance with the density and intensity standards and regulations applicable to the property and all other required City approvals are obtained prior to the conversion and provided said conversion does not violate any other legally enforceable agreement or restriction, law or local ordinance prohibiting such conversion.
- (f) A temporary lodging use may include accessory uses, such as recreational facilities, restaurants, bars, personal service uses, retail uses, meeting space, fitness centers, spa

facilities, parking structures, affordable housing or other workforce living accommodations, and other uses commonly associated with temporary lodging uses.

- (g) Proper licensing, including occupational licensing, by the State, County and Local government and agencies, shall be required of all temporary lodging uses through all applicable agencies that license hotels and motels prior to any certificate of occupancy being issued. All licenses must be kept current.
- (h) Temporary lodging uses shall be subject to all applicable tourist development tax collections.
- (i) All temporary lodging uses shall include a reservation system and a lobby/front desk area necessary to operate the temporary lodging facility and service its guests.
- (j) Temporary lodging uses must have sufficient signage viewable by the public designating the use as a temporary lodging use that also complies with local codes.
- (k) The applicable local government may require affidavits of compliance with this section that includes reasonable supporting documentation that does not violate privacy laws for each temporary lodging use, guests and/or unit owners.
- (l) All temporary lodging uses shall comply with all County and local hurricane closure and evacuation procedures that will ensure orderly evacuation of guests and visitors prior to evacuation orders being issued for residents. The restrictions and procedures contained within the hurricane closure and evacuation plan shall apply to all on-site workforce living accommodations, as applicable.
- (m) The restrictions set forth above shall be made a condition of site plan approval.
- (n) The restrictions set forth in subsections (a), (b), and (d) relating to prohibitions on conversion or use of a temporary lodging unit as a permanent residential dwelling shall be contained in a covenant or other legally enforceable recordable instrument that shall be approved as to content, form and legality by the City and shall be recorded in the public records of Pinellas County at the time of building permit approval.

PLAN SUMMARY

This Countywide Future Land Use Plan Amendment proposes a Special Area Designation named the Community Redevelopment District (CRD) that is an area containing approximately 248.25 acres or approximately 20% of the total land area of the City. The Community Redevelopment District is shown on Map 1 on page 7 and includes two major redevelopment areas. The overall Gulf Boulevard Redevelopment District boundary is shown on Map 10 at page 101; and the overall Downtown Redevelopment District boundary is shown on Map 11 at page 102.

The combined development potential approved in 1998 for the two Plan areas contained in Gulf Boulevard and the Downtown Redevelopment Districts were 4,649 residential units and 6,885 temporary lodging units. Under the approved 2005 Community Redevelopment Plan¹⁷, the proposed combined development potential was 4,547 residential units¹⁸ and 6,688 temporary

¹⁷ The 2005 Plan was repealed by voter referendum on Nov. 7, 2006.

¹⁸ An undercounting error of 108 residential units has been identified in Table 20 of the 2005 Special Area Plan; the Commercial Corridor Gulf Boulevard district showed 280 residential units at 18 units per acre for 21.58 acres. The accurate calculation would have been 388 residential units.

lodging units. The proposed 2007 Special Area Community Redevelopment Plan proposes 4,371 potential residential units representing a reduction of: (1) 278 residential units from the 1998 adopted Plan; and (2) 176 residential units from the approved 2005 Plan¹⁹. In addition, the 2007 Special Area Plan proposes 6,687 temporary lodging units representing a reduction of: (1) 198 temporary lodging units from the 1998 adopted Plan; and (2) one (1) unit from the approved 2005 Plan. Finally, the 2007 Plan reduces potential development intensity in the Community Redevelopment District by: (1) 1.47 acres of floor area ratio representing a one percent decrease in approved intensity in the adopted 1998 Plan; and (2) 0.77 acres of floor area decrease approved in the 2005 Plan.

The Large Resort District and the Boutique Hotel/Condo District, both located on the west side of Gulf Boulevard, are most likely to be redeveloped with temporary lodging uses. Exclusive commercial use that is not part of a Large-scale temporary lodging project is eliminated entirely and a very limited bonus accessory commercial uses may be allowed in with defined large-scale temporary use redevelopment projects. This change from the 1998 Plan represents over a 75% decrease in commercial floor area in the Large Resort District. All commercial uses are eliminated in the Boutique/Hotel-Condo District.

The expectation is that most of the hotel development will be in the Large Resort District where maximum densities for temporary lodging units shall not exceed 75 units per acre, unless a limited bonus density of up to five (5) units per acre is approved as part of an approved affordable housing mitigation plan. The maximum potential temporary lodging density of 75 units per acre planned for the Large Resort District will only be granted to those properties that undertake large-scale unified comprehensive redevelopment. Existing properties which redevelop in accordance with this plan, but save all or part of their existing units, will not be permitted to increase to the maximum 75-unit density, unless a buildable site area is at least three acres and at least 67% of the aggregate floor area of the redeveloped buildable site is new construction to ensure comprehensive unified redevelopment.

One of two major obstacles to redevelopment of temporary lodging uses has been the artificial regulatory barrier created by the existing land use classifications and zoning regulations. For example, the current Resorts Facilities Medium (RFM) land use category permits up to 30 temporary lodging units per acre or up to 18 residential multi-family units per acre. The current zoning regulations allow up to 30 temporary lodging units per acre and up to 15 residential multi-family units per acre. This existing comparative ratio gives a landowner the choice of building only two (2) hotel units for every one (1) residential condo. The existing regulatory choice clearly favors the residential condominium market over the resort hotel market.

Many recent studies, including the Opportunities Assessment & Strategies Analysis dated May 2003 prepared by Owen Beitsch, a nationally renowned economist, found that there is roughly a 5 or 6: 1 ratio of hotel rooms needed to equal the value of one Gulf front condominium. The existing Comprehensive Plan Resort Facilities Medium land use designation provides less than a 2:1 ratio of permitted temporary lodging units compared to permitted residential density.

Thus, to encourage temporary lodging use redevelopment and simultaneously discourage multi-family residential development along the Gulf beaches, the density standards approved in 1998 must be updated and modified to synchronize with current market conditions and remove the artificial regulatory barrier to normal cycles of reinvestment and redevelopment experienced over time in any aging community. The regulatory correction needed is density modifications

¹⁹ 38 residential units and 5.01 acres of RU Residential Urban single family/duplex lots in the Activity Center character district on 58th and 59th Avenues immediately east of Gulf Boulevard is deleted in the 2007 Plan as compared to both the 1998 and 2005 Approved Plans.

that include a simultaneous decrease in permitted residential density with an increase in temporary lodging density to create a 5:1 ratio of hotels: residential units.

Applying the same 5:1 ratio to the existing maximum permitted residential density in the current RFM land use classification that is applicable to the area contained in this District under the adopted 1998 Plan²⁰, the density needed for temporary lodging uses would be 90 units per acre. That is the density that was approved in the 2005 Plan that was later repealed by voter referendum in November 2006. While that option was and still is a viable planning option, clearly it is not a politically viable option.

Additional residential density reductions were considered as an option to further lower the temporary lodging use density and still maintain the 5:1 ratio recommended, 15 dwelling units per acre is the second lowest residential category available in the current City land use classifications that range from 7.5 to 40 permitted dwelling units per acre. In consideration of the LR District's location on a major 4-lane divided arterial State Road in the core area of the most intense commercial activity within the City, lowering residential density any further would result in a density that is characteristic of the single family neighborhoods located throughout the City. Such low density single family/duplex density and development would simply not be compatible or appropriate in the Large Resort District located in the heart of the City's commercial and resort core with direct access to Gulf Boulevard.

This left one remaining density option of 75 temporary lodging units per acre or 15 residential dwelling units per acre. This density readjustment is needed to create economic equilibrium and balance which is accomplished by increasing density for exclusive temporary lodging use from 30 units per acre to 50 -75 units per acre at the same time as decreasing the multi-family residential density from 18 units per acre to 15 units per acre. The result will provide an economically feasible choice for many hotel owners and operators to redevelop a resort facility as an alternative to selling existing resort properties for redevelopment as residential condominium projects.

In addition to increasing temporary lodging use density in limited circumstances intended to encourage destination resort redevelopment, this 2007 Plan had a second objective necessitated by existing conditions. Every temporary lodging use on the west side of Gulf Boulevard has non-conforming as-built density for primarily two reasons: (1) the 1989 Comprehensive Plan densities were adopted after every hotel on St. Pete Beach was built; and (2) the City did not implement the Countywide Preservation designation along the Gulf Beaches until November of 2003 which resulted in a loss of 16.5 acres that had previously been counted in determining the overall density of a property even if the acreage itself could not be developed because it is located Gulf ward of the Florida Coastal Construction Line.

Suddenly the financing and insurance for every temporary lodging use in the Large Resort and Boutique Hotel Districts was severely jeopardized, eliminated or significantly more costly to obtain as a result of the risk associated with not being able to reconstruct the same number of existing units in the event of a catastrophic event. Combined with the policies of the County Property Appraiser to assess property tax on the highest and best use of the property, not actual use of the property as well as the acreage contained in the Preservation area that can not be developed or considered in an overall density calculation, the overall result is the "perfect storm" that has accelerated the decline of St. Pete Beach resorts as a viable and sustainable economic engine of the City. Absent the necessary regulatory corrections proposed in this 2007 Special Area Plan, this decline will continue to eventually erode the tourist economy and local retail and restaurant businesses and services beyond revitalization and realistic full recovery.

²⁰ The 1998 Plan permits 18 residential units per acre in the RFM land use category. $5 \times 18 = 90$.
St. Pete Beach Special Area Plan for the Resort/Commercial Districts

As a result of these existing conditions, to permit most of the existing non-conforming temporary lodging unit densities as an allowable density as well as encourage reinvestment on those properties that do not qualify as a Large-scale temporary lodging project, the City proposes to allow a slight density increase of 20 units per acre, with the overall density rising from the present 30 units per acre to 50 units per acre. This base level density increase is intended to resolve the nonconforming density issue that exists for every temporary lodging use on the west side of Gulf Boulevard which presents substantial if not complete barriers to obtaining the financing necessary for reinvestment and of equal concern is the inability to rebuild back the existing as-built temporary lodging use density in the event of a catastrophic event without this regulatory correction.

To ensure that Gulf Boulevard does not overdevelop and become the "concrete canyon" feared by many, several other land development restrictions and regulations will be imposed that will restrict this maximum density to only those larger properties located within a 0.9 mile strip of land on the west side of Gulf Boulevard which is the commercial and resort heart of the City. In addition, the 2007 Plan does decrease the current maximum residential density in the LR District by nearly 20% in an attempt to balance compatibility issues, resident concerns of overdevelopment and economic conditions. As a result, the Large Resort District overall density has been reduced by an additional 195 residential dwelling units and 325 temporary lodging units from the approved 2005 Plan. There is also a total density reduction of 209 residential units in the Large Resort District from the adopted 1998 Plan.

The properties located in the Boutique Hotel/Condo District are experiencing the same economic issues as those located in the Large Resort District. However, in this character District, the lots are considerably smaller and narrower and that presents physical constraints to redevelopment of temporary lodging uses that are different than those generally experienced in the Large Resort District. In addition, the Boutique/Hotel-Condo district is in closer proximity to residential uses which raises more compatibility issues and requires lower permissible density and height. As a result, the 2007 Plan limits density for temporary lodging units to 50 units per acre, with a possibility of up to an additional 20 units per acre not to exceed a cumulative total of an additional 60 temporary lodging units per acre upon approval by ordinance of the City Commission of a conditional use allocating units from the District's temporary lodging unit density pool. This temporary lodging unit density pool will have an overall absolute maximum density pool cap of 125 units for the entire district which under no circumstances can be exceeded. Hotel development, if any, will likely be limited to smaller specialty boutique-style inns, except where larger projects are facilitated by allocation of units from the proposed density pool.

In the Activity Center District on the east side of Gulf Boulevard, temporary lodging uses are eliminated representing a total density reduction of 1,566 temporary lodging units. Most of the land use plan categories in the 1998 Plan located in this district allow 24 up to 40 residential units per acre. This 2007 Plan recognizes that the potential for high density exclusive residential development allowed under the 1998 Plan in the core commercial area of the City is not appropriate from a land use planning and compatibility perspective in 2007, nor is that density or location of residential development desired by the residents of St. Pete Beach. Rather, the focus of redevelopment should be primarily a diverse commercial base to serve residents and visitors. To encourage comprehensive unified commercial redevelopment in conjunction with parcel assembly when and where possible, as well as promote Green practices and livable community strategies consistent with the Community Redevelopment Plan. Therefore, limited residential uses will be allowed, but only as part of a mixed use project provided that a minimum parcel size is met, and in the vast majority of cases, that will require parcel assembly. As a result of these land use changes that restrict residential development in this 2007 Plan for core commercial areas, 219 residential units have been eliminated in this District from the potential density permitted in the adopted 1998 Plan.

Finally, in the Bayou Residential District, this 2007 Plan proposes the same residential density allowed in both the adopted 1998 Plan and the approved 2005 Plan. All three Plans allow 18 dwelling units per acre. However, both the 2005 Plan and this 2007 Plan eliminates the 30 units per acre for temporary lodging use permitted in the adopted 1998 Plan. Eliminating this use eliminates 236 temporary lodging units in this District. This 2007 Plan also permits a small 0.30 floor area ratio bonus for neighborhood small-scale commercial use that will be allowed only as part of a mixed-use project that is located on a minimum parcel size of two acres. This minimum parcel size will likely require parcel assembly in this character district. The small FAR bonus is intended to encourage the needed parcel assembly to promote comprehensive unified redevelopment that will reduce curb cuts and improve safety and traffic flow on Gulf Boulevard. Any redevelopment scenario, but even more so in one that involves parcel assembly to create a larger buildable site, will promote the Green practices and livable community strategies embodied in the overall Community Redevelopment Plan.

In the Town Center Core District, the Plan lowers the maximum allowable residential density by six units per acre, or about 25 percent representing a total reduction of 152 residential units in the Town Center Core. While Table 20 shows the total development potential at 488 residential units, the Plan requires that the first floor be a commercial use. Therefore, the anticipated actual construction of residential development will be no more than about 325 units. This is 315 residential units less than currently possible under the adopted 1998 Plan. The current potential for temporary lodging development in the 1998 Plan is 895 units. In the 2007 Plan, these units will be eliminated entirely except for 50 units that will be available in a density pool for bed & breakfast inn uses only if the City Commission approves a conditional use by ordinance.

In the Town Center Corey Circle and the Town Center Coquina West Districts, temporary lodging uses would be allowed only as a conditional use approved by an ordinance adopted by the City Commission. A total of 325 temporary lodging units have been eliminated from the Large Resort District when compared to the 2005 Plan. These units will be shifted from the Large Resort District to a temporary lodging unit density pool for these two Districts. This shift in density not only addresses the concern of residents that the 2005 Plan allowed overdevelopment in the Large Resort District but also allows the potential redevelopment of temporary lodging uses along our waterfront. These two character districts are located opposite each other on the east and west ends of Corey Avenue and would provide potential for public waterfront views and access for residents and visitors alike. The goal in both of these Districts is to stimulate at least one catalytic project in each District that will have a residential and/or tourist population that would stimulate revitalization and support Downtown core businesses.

Residential density in the Town Center Corey Circle and Town Center Coquina West Districts remains at 24 units per acre which is the same density adopted in the 1998 Plan. However, in this 2007 Plan, residential uses are restricted and will only be allowed as part of a mixed-use project on a minimum parcel size of two acres. Residential uses will be prohibited as a ground floor use to ensure that a vibrant street level interactive character is maintained in the Downtown area. As in other districts, managed mixed-use projects not only stimulate redevelopment, more importantly, the quality of the redevelopment is vastly improved as a result of implementing Green practices and livable community strategies by increasing open space and promoting pedestrian mobility to neighborhood services within close proximity of the home or hotel room. These two small areas cover a combined 10.78 acres.

In the Downtown Core Residential District, temporary lodging uses are eliminated completely. This elimination decreases total density by 43 temporary lodging units in this District. Initially, the existing potential residential density of ten (10) residential units per acre will remain the same for the first five years after final approval of the City's Community Redevelopment Plan. In the event redevelopment can not be adequately stimulated through implementation of land

development regulations, a Residential Reserve will be established for this character district that will allow up to an additional two (2) residential units per acre that can not be implemented before that five year period expires. This minimum five (5) year delay is intended to stage redevelopment overall in the Downtown core area to ensure orderly and managed growth. Ultimately, however, because it is a small area, potential residential development will only increase by 23 total units. All nonresidential uses are also eliminated entirely to encourage the attrition of nonconforming commercial uses and eliminate incompatible uses. The goal over time, is to eventually revitalize this Downtown Core Residential District into a residential downtown village neighborhood and minimize commercial intrusion.

The Upham Beach Village District is a very dense and diverse neighborhood with single family homes next to mom and pop motels that can range up to 78 units per acre. This area has an overall existing as-built residential density average of about 27 units per acre. The 1998 Plan only allows 10 units per acre. Excluding the current single-family development, the existing average density for non-single family uses is much higher. There are 21 single family and 11 duplex homes in this district, but the existing multifamily developments average about 33 units per acre. Temporary lodging uses average approximately 36 units per acre. Nine of the 19 temporary lodging uses are currently developed at over 40 units per acre and range up to 78 units per acre.

In the 2005 Plan, temporary lodging use was eliminated entirely in this character district with the intent of slowly creating a second downtown cohesive residential neighborhood over time within walking distance of the Downtown core main street area.

However, during 2005 and 2006, many residents and some motel owners advocated for the opportunity to redevelop those properties with existing temporary lodging use –motels, at the existing density they already have built to encourage a diverse temporary lodging stock on St. Pete Beach. Their concern centered on eliminating non-conforming densities and ensuring an opportunity for smaller, more affordable motels, to remain a viable and available option for visitors to St. Pete Beach. In contrast, many residents did not want anything in their neighborhood except more single family homes or town homes and were very concerned about the height that would be needed or allowed to accommodate 66 or 78 units per acre.

These directly opposing views, as well as the as-built conditions in the Upham Beach area, poses a difficult planning challenge in finding a solution that maximizes the potential to recreate a cohesive harmonious neighborhood with currently very diverse existing uses and comparably high densities built today. Obviously, creating a land use category that allows up to 78 temporary lodging units per acre, which is the highest motel density known in the Upham area, would perpetuate current incompatible uses that exist today. In addition, necessary height restrictions and access only to two-lane residential streets would not be able to accommodate such high density which exceeds even the maximum density being proposed in the Large Resort District located on a major 4-lane State Road within a commercial resort area as opposed to a primarily residential neighborhood.

The planning solution proposed in this 2007 Plan is to allow only existing properties with temporary lodging uses to redevelopment as a temporary lodging use on a case by case basis requiring an approval of a conditional use by ordinance of the City Commission. This would allow careful review of each project and its surrounding context to maximize as much as practical and feasible, compatibility and buffering between otherwise incompatible adjacent uses. Temporary lodging density will be limited to 175 units for the entire District which is approximately the same number of existing units that are built in 2007 that have the realistic potential to be redeveloped.

Residential density will be increased from 10 units per acre allowed in the adopted 1998 Plan to 24 units per acre. This density increase is still less than the average as-built density within the Upham Beach Village area. However, 24 units per acre is the highest residential density category allowed in the City and any additional density can not be justified as a result of other low density neighborhood uses and the availability of only two-lane residential streets to handle the traffic generated by relatively high density uses as compared to other residential neighborhoods throughout the City.

This increase in residential density is restricted to several increments directly related to minimum parcel sizes to encourage parcel assembly. This will provide the best opportunity available for comprehensive unified redevelopment that slowly may begin to reduce and eliminate incompatible adjacent uses over time; at a minimum, parcel assembly will provide improved buffering between residential and nonresidential uses.

Finally, this 2007 Plan is focused on revitalizing small-scale pedestrian-friendly commercial uses in the Commercial Corridors located immediately to the north and south of the Town Center Core area. The potential residential density in the Blind Pass Road and Gulf Boulevard Commercial corridor Districts is significantly decreased from 24 units per acre allowed in the 1998 Plan, to 15 units per acre in this 2007 Plan. However, single use commercial and/or office remain the primary use in these two Districts.

The proposed residential density will also be phased in two stages with a five-year Residential Unit Reserve period to safeguard against overdevelopment and ensure orderly and managed growth. Initially, these Districts will have a maximum permitted residential density of 12 units per acre as part of a mixed use project only, and five years after Plan adoption, the maximum residential density permitted will be 15 units per acre, but again, only as part of a mixed-use project, requiring a minimum parcel size of $\frac{1}{2}$ acre. In both of these Commercial Corridor districts, lot sizes are small and in almost every instance, parcel assembly will be required to meet the $\frac{1}{2}$ acre minimum parcel size required for a secondary residential use. Therefore, since parcel assembly is difficult, it is anticipated that limited residential density will actually be built in these areas and commercial redevelopment will remain the primary focus and use.

This residential density reduction represents an overall decrease of 9 residential units per acre throughout both Districts for a total elimination of 138 potential residential units. Temporary lodging uses have been eliminated entirely in both commercial corridor districts, representing a reduction of 850 potential temporary lodging units from current 1998 Plan totals.

DEVELOPMENT COMPARISON - Adopted 1998, Repealed 2005 & Proposed 2007 Plans

Densities of Residential and Temporary Lodging Uses

Within the two redevelopment Districts, the overall development potential proposed by this 2007 Plan has been reduced in every density and intensity category from both the adopted 1998 Plan and the approved 2005 Plan (repealed). The total potential maximum density in the two planning areas is 4,649 residential units in the 1998 Plan. The potential residential density in the 2005 Plan was lowered to 4,547 residential units, however this Plan was repealed on Nov. 7, 2006. In this 2007 Plan, the potential residential density is further reduced to 4,371 units representing nearly a 7% reduction of potential residential units from the 1998 Plan and a 4% percent reduction from the 2005 Plan (repealed). Similarly, maximum potential redevelopment for temporary lodging units decreased from 6,885 total temporary lodging units allowed in 1998 to 6,688 units allowed in 2005 (repealed) to 6,687 units allowed in this 2007 Plan. The 2007 represents a 3% density reduction of temporary lodging units from the 1998 Plan. These density reductions are shown in Table 18.A and Table 18.B.

Map 10 Proposed Future Land Use Map – Gulf Boulevard Redevelopment District

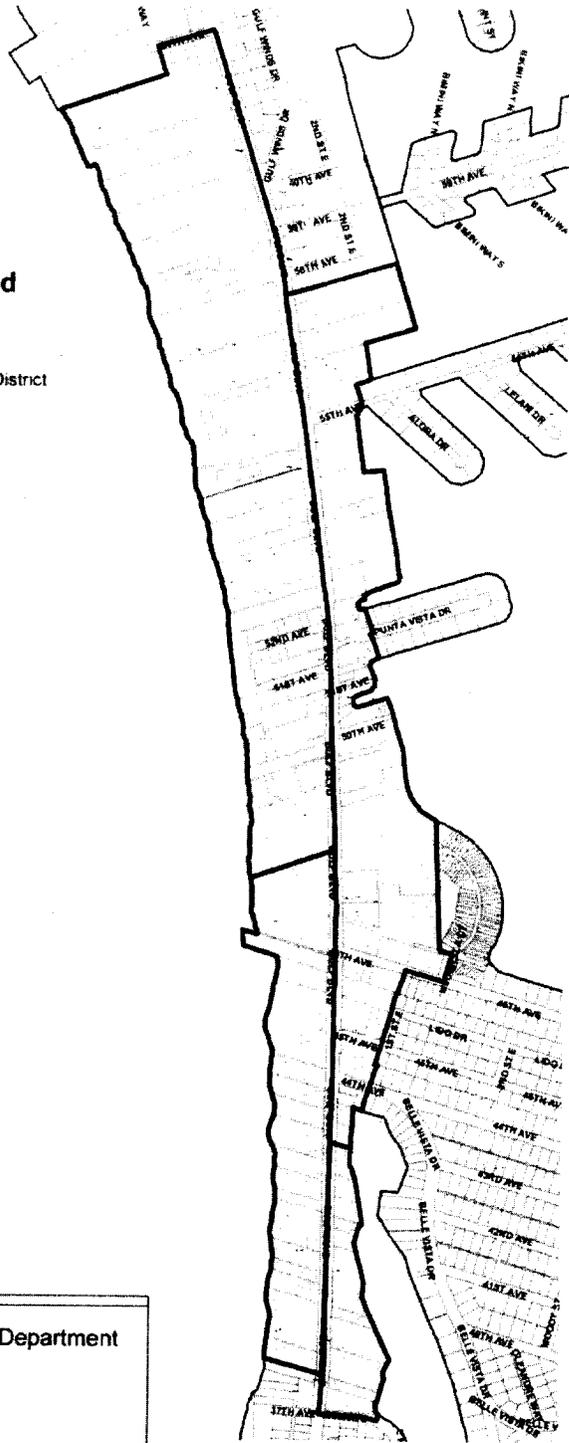
**Gulf Boulevard
Redevelopment
District**

**Proposed Future Land
Use Map**

Community Redevelopment District

Updated June 2007

City of St. Pete Beach Planning Department
155 Corey Avenue
St. Pete Beach, Florida 33706
727-367-2735



Map 11 Proposed Future Land Use Map – Downtown Redevelopment District

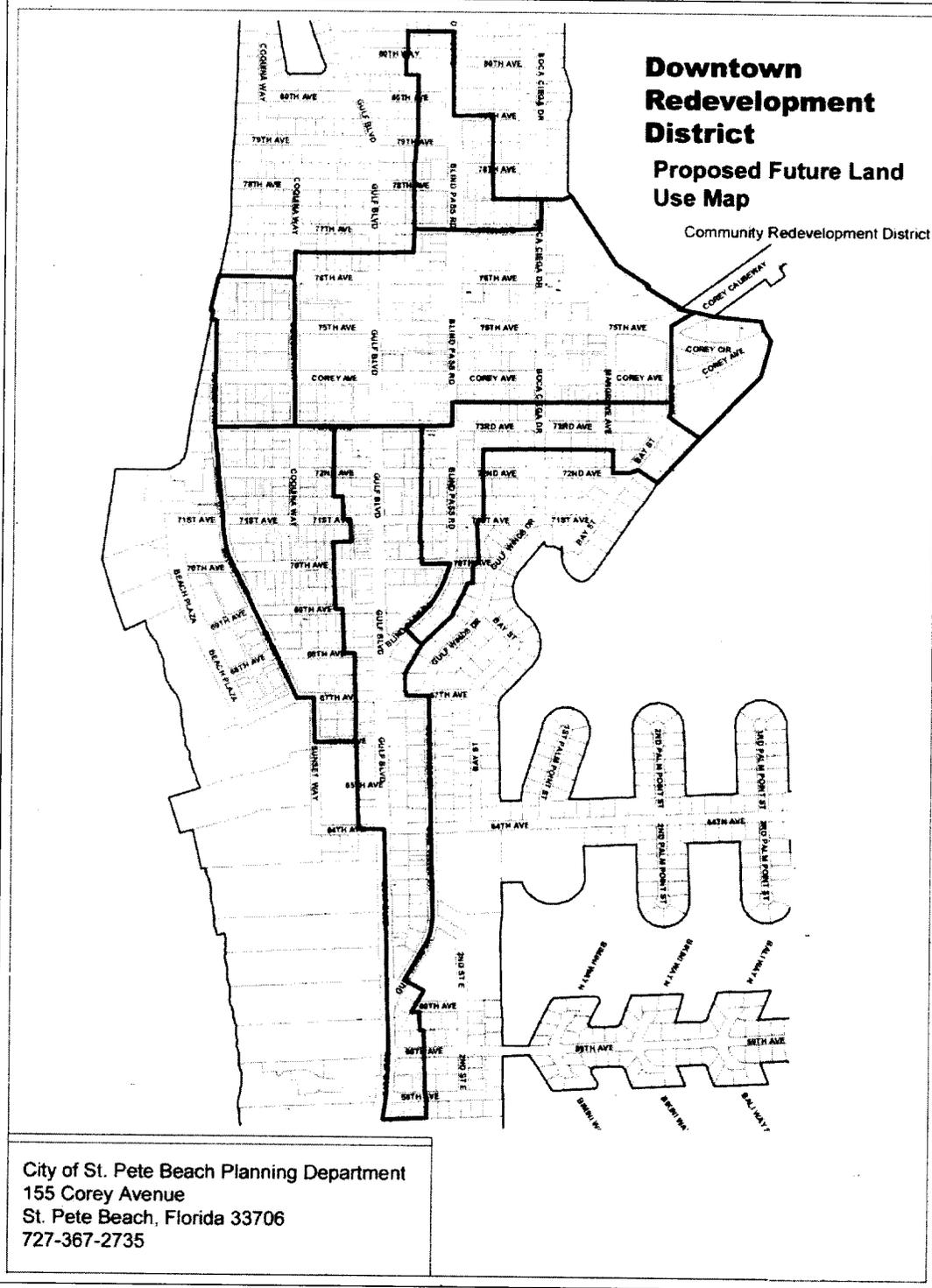


Table 18.A

Overall Density Comparison* for Both Redevelopment Districts Between the 1998 Plan & the 2007 Plan

	Acreage	1998 Plan (current)		Proposed -2007		Differences	
		Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary
Community Redevelopment District	248.25			195 units in a 10 year Reserve		195	
Gulf Boulevard Redevelopment District ²¹	148.20	2,899	4,453	2,471	6,137	(428)	1,684
Downtown Redevelopment District	100.05	1,750	2,432	1,705	550 Temporary Lodging Density Pool Only	(45)	(1,882)
Total	248.25	4,649	6,885	4,371	6,687	(278)	(198)
<p>*NOTE: This table shows the numbers for the maximum allowable densities in both categories. Either 4,371 total residential units or 6,687 total temporary lodging units could be built using the entire 248.25 acres exclusively for one use or some combination of residential development and temporary lodging development, and will never total the maximum potential densities shown for both residential and temporary lodging density shown.</p> <p>**NOTE: Numbers in these tables may not total exactly, due to rounding error associated with the original calculations.</p>							

²¹ In the 2005 Plan (repealed), the Gulf Boulevard Redevelopment District acreage shown was 153.21 acres. In this 2007 Plan, 5.01 acres of RU zoned land at a density of 7.5 residential units per acre was removed from the northern end of the Activity Center District in the vicinity of 58th and 59th Avenue. This acreage and density equates to a 38 residential unit reduction. This area was removed from the overall Community Redevelopment District at the request of the neighborhood in 2005 around the time of adoption of the 2005 Plan. In this 2007 Plan, the opportunity was taken to respond to the request of those neighborhood residents who desired to remain wholly residential in character and be removed from the Activity Center district. This notation applies to Table 18.B. as well.

Table 18.B

Overall Density Comparison* for Both Redevelopment Districts Between the 2005 Plan & the 2007 Plan

	Acreage	2005 Plan (repealed)		Proposed -2007		Differences	
		Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary Lodging
Community Redevelopment District	248.25			195 units in a 10 year Reserve		195	
Gulf Boulevard Redevelopment District	148.20	2,720	6,588	2,471	6,137	(249)	(451)
Downtown Redevelopment District	100.05	1,827	100	1,705	550 Temporary Lodging Density Pool Only	(122)	(450)
Total	248.25	4,547	6,888	4,371	6,687	(176)	(1)
<p>*NOTE: This table shows the numbers for the maximum allowable densities in both categories. Either 4,371 total residential units or 6,687 total temporary lodging units could be built using the entire 248.25 acres exclusively for one use or some combination of residential development and temporary lodging development, and will never total the maximum potential densities shown for both residential and temporary lodging density shown.</p> <p>**NOTE: Numbers in these tables may not total exactly, due to rounding error associated with the original calculations.</p>							

Under this plan, development potential is redistributed by type from one area to another to create "character" districts centered on recreating cohesive "neighborhoods" with compatible uses that support each other to achieve the overall redevelopment goal. Overall, total density and intensity of residential units, temporary lodging units and acres of commercial intensity proposed in this 2007 Plan is reduced from both the 1998 Plan and the 2005 Plan.

With the exception of the two downtown residential neighborhoods where residential use is the primary focus, residential density is either reduced or remains unchanged. Further, in the majority of cases, residential use is only allowed as a component to a mixed use project and prohibited at the street level of any such project. Further, minimum parcel sizes for mixed-use projects will require parcel assembly in almost every circumstance. Thus, residential use is restricted and primarily limited to use as a regulatory and economic tool to encourage commercial reinvestment and more comprehensive unified redevelopment schemes.

This type of redevelopment has several additional benefits directly related to the implementation of the Green City Initiative and livable community strategies. Mixed-use projects increase pedestrian mobility, reduce impacts on roadways and generally create more meaningful open spaces and buffers because larger buildable sites are required. Thus, mixed use projects,

especially those that replace existing development that do not meet current site design, safety, building code and FEMA regulations, maximize the opportunity to implement "Green" site, building design and operational strategies as well as livable community strategies that focus more on people and less on the auto.

For example, Table 19 shows that in the Large Resort District and the Boutique Hotel/Condo District there is an increase of 3,416 potential temporary lodging units through the entire elimination of temporary lodging uses in six (6) of the eleven (11) character districts and reallocation to the two character districts that have the best opportunity for temporary lodging use redevelopment as a result of larger parcels, its location on the Gulf beaches and direct access to Gulf Boulevard.

The potential number of residential units is reduced by 209 units in these two Districts, 195 of those 209 units are eliminated from the Large Resort District. This evidences the emphasis on encouraging temporary lodging use redevelopment and either discouraging or keeping the status quo for residential uses in this core resort area.

At the same time across the street from the Large Resort and Boutique Hotel character district, temporary lodging uses are eliminated resulting in a density reduction of 1,802 temporary lodging units in the Activity Center and Bayou Residential Districts. This redistribution of temporary lodging units from the Activity Center on the east side of Gulf Boulevard emphasizes the focus on commercial reinvestment on the east side of Gulf Boulevard. Temporary lodging uses, and all but a very small opportunity to provide neighborhood commercial services, will be removed from the Bayou Residential District for two reasons. First, the physical constraints presented by this narrow strip of land do not lend themselves to modern hotel product development. More importantly, there are quiet single family residential neighborhoods to the east and south that allow the multi-family residential uses in the Bayou Residential District to act as a transitional buffer from the higher intensity commercial uses in the Activity Center to the north.

Table 19. Detailed Comparison Between 1998 and Proposed 2007 Allowable Densities* in the Gulf Boulevard Redevelopment District for Each Character District

Gulf Blvd Redevelopment District	Acres	1998 Max Densities		1998 Density Totals		2007 Proposed Densities		2007 Density Totals	
		Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary Lodging
Large Resort	65.16 total					15	75	977	4,887
RFM	63.04	18	30	1,135	1,891				
CG	2.12	24	40	51	85				
Boutique Hotel/ Condo	22.50 total					18	50	405	1,250
RFM	22.50	18	30	405	675		Plus Max 125 Temp Lodging units Density Pool		

Activity Center²²	52.68 total					18 ²³	0	948	0
RH	6.66	30	0	200	0				
RFM	8.75	18	30	158	263				
RM	1.81	15	0	27	0				
CG	32.59	24	40	782	1,303				
ROS	1.97	0	0	0	0				
TU	.90	0	0	0	0				

Bayou	7.86 total					18	0	141	0
RFM	7.86	18	30	141	236				
Total	148.20			2,899	4,453²⁴			2,471	6,137

*NOTE: This table shows numbers for the maximum allowable densities in both categories. For development of all residential or all temporary lodging units, the 65.16 acres in the Large Resort District would permit either 977 total residential units or 4,887 total temporary lodging units but not both.

For each acre that is developed as residential at 15 units per acre, an acre is deducted from the acreage available for temporary lodging units at 75 units per acre. For instance, if 20 acres were to be developed residentially at 15 units per acre, there would be 300 total residential units built; if the remaining 45.16 acres were redeveloped as temporary lodging accommodations, the number would be 3,387 total units. Assuming these two scenarios, the total development for the 65.16 acres would be 3,687 units (300 and 3,387), or 2,177 units less than the totals shown above.

SOURCE: St. Pete Beach Planning Department – 2004; Updated in June 2007 to delete 5.01 acres of RU Residential Urban on 59th^s Avenue.

Table 20 shows that Downtown Redevelopment District decreases potential residential units by 45 and the potential number of temporary lodging units is reduced by 1,882.

Table 20 Detailed Comparison of 1998 Plan and Proposed 2007 Allowable Densities* in the Downtown Redevelopment District for Each Character District

Downtown Redevelopment District	Acres	1998 Current Densities		1998 Density Totals		2007 Proposed Densities		2007 Density Totals	
		Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary Lodging	Residential	Temporary Lodging
Town Center	32.54 total					15	Maximum	488	50
Core	7.18	12.5	0	89	0	50 units for entire district in a Density Pool			
INS	22.09	24	40	530	883				
CG	1.54	0	0	0	0				
TU	.74	10	16.67	7	12				
RLM-RFO	.99	15	0	14	0				
RM									

²² In the 2005 Plan, the Activity Center acreage was shown as 57.69 acres. In 2007, 5.01 acres of RU zoned land was deleted from the northernmost portion of the Activity Center district reducing the total acreage in this District to 52.68 acres. In addition, there was an error in the 2005 Plan showing 33.27 acres of CG zoned land in the Activity Center and the correct acreage is 32.59 acres. All of the Tables in the 2007 Plan reflect the reduced and corrected acreages and corresponding revisions to density totals.

²³ The maximum residential density is only available as part of a mixed-use project on a minimum 4 acre parcel size. Residential density not to exceed 15 units per acre may be permitted only as part of a mixed use project on a minimum one acre parcel.

²⁴ Tables 18 and 19 in the 2005 Plan show the total temporary lodging unit density in the Gulf Boulevard Redevelopment District as 4,480 units which was a mathematical error. The correct total is 4,453 units.

Corey Circle						24	325 units in a Density Pool for both Districts	112	325 units in a Density Pool for both Districts
CG	4.67	24	40	112	186				
Coquina West	6.11 total					24		146	
R/OG-RFO	1.06	15	25	15	26				
RM	1.24	15	0	18	0				
CG	3.81	24	40	91	152				
Downtown Core Residential	11.65 total					12		139	0
INS	1.26	12.5	0	15	0				
RLM-RFO	1.29	10	16.67	12	21				
RLM	4.53	10	0	45	0				
RU	1.33	7.5	0	9	0				
RM	2.68	15	0	40	0				
CG	.56	24	40	13	22				
Upham Beach Village	16.10 total					24	Max 175 units for entire district in a Density Pool	386	175
RLM-RFO	15.14	10	16.67	151	252				
RFM	.96	18	30	17	28				
Blind Pass Road - CC-1	7.40 total					15		111	0
RU	1.15	7.5	0	8	0				
RLM	.80	10	0	8	0				
RM	.33	15	0	4	0				
ROR	1.59	18	30	28	47				
CG	2.62	24	40	62	104				
TU	.91	0	0	0	0				
Gulf Blvd CC-2	21.58 total					15		323	0
RLM-RFO	1.77	10	16.67	17	29				
RLM	.37	10	0	3	0				
RM	2.36	15	0	35	0				
CG	16.77	24	40	402	670				
ROR	.31	18	0	5	0				
Total	100.05			1,750²⁵	2,432²⁶			1,705	550

SOURCE: St. Pete Beach Planning Department - 2004

The combined 1998 approved development potential for the two Planning Areas, Gulf Boulevard and Downtown Redevelopment Districts, is 4,649 residential units and 6,885 temporary lodging units. Under the approved 2005 Plan, the proposed combined development potential was 4,547 residential units and 6,688 temporary lodging units, which represents a total density reduction of 197 potential temporary lodging units from the 1998 Plan. Under the proposed 2007 Plan, the proposed combined development potential is 4,371 residential units which represent a density reduction of 278 residential units from the 1998 Plan; and a density reduction of 176 residential units from the approved 2005 Plan. In addition, the potential temporary lodging units in the 1998

²⁵ Table 20 in the 2005 Plan showed the 1998 approved Residential unit total as 1,612 units and Table 18 showed that unit total as 1,626. Both totals are mathematical errors and the correct Residential Unit Total for the adopted 1998 Plan is 1,750 units.

²⁶ Table 18 in the 2005 Plan showed the 1998 approved Downtown Redevelopment District temporary lodging unit total as 2,226 and Table 20 showed that total as 2,222. Both 2005 totals are mathematical errors and the correct total is 2,432. The primary error occurred in the calculation of temporary lodging density in the CG category within the proposed Gulf Boulevard Commercial Corridor District (CC-2).

Plan is 6,885; and under the 2005 Plan, the potential temporary lodging units was 6,688; and in the 2007 Plan, the maximum potential number of temporary lodging units is 6,687 which represents a density reduction of 198 temporary lodgings units from the 1998 Plan; and a density reduction of one (1) unit from the 2005 Plan.

Non-residential Floor Area Ratios

The intent of the proposed floor area ratio (FAR) changes is to allocate the appropriate intensity of development to those areas where it is the desire of the City to see redevelopment of commercial properties and uses. In many character districts, a bonus of commercial floor area is provided in addition to residential or temporary lodging density. This bonus is available in specified areas, even when the proposed Floor Area Ratios do not otherwise allow for purely commercial development. This policy is intended to encourage mixed-use developments by providing for bonus commercial floor area allowances in those instances where parcels are assembled. The goal is to create a more unified comprehensive redevelopment approach that will correct current substandard site design such as inadequate buffers and open space, improper functioning and inadequate on-site parking, insufficient drainage and landscaping. As discussed several times throughout this Plan, comprehensive redevelopment provides the best if not the only opportunity to substantially reduce curbs cuts, combined shared access drives, and provide internal connectivity between adjacent parcels that would improve traffic flow and congestion as well as reduce vehicular conflict with pedestrians and bicyclists.

Since the market has for years consistently demonstrated a preference for residential land uses, no incentive is necessary to encourage further residential development. However, an incentive is necessary to encourage redevelopment of commercial uses that provide goods and services to residents and visitors, especially where such goods and services are provided within a proximity that encourages pedestrian or bicycle mobility. The redistribution of floor area also serves to encourage intense commercial development in those areas which have traditionally supported commercial uses and reduces the probability of non-residential uses in those areas which the City has identified as being best suited to residential redevelopment. This planning strategy will protect residential neighborhoods from commercial encroachment.

Table 21 Detailed Comparison of Intensity Standards* Between the 1998 Plan and the Proposed 2007 Plan for All Character Districts.

	Total Acres	1998 Current FAR	1998 Max Potential Floor Area (Acres)	2007 Proposed FAR	2007 Max Potential Floor Area (Acres)	2007 Proposed FAR Bonus	2007 Max Potential Bonus FAR Acres	2007 Total Max Potential Acres By-right plus Bonus
Large Resort	65.16		42.15	0.00	0.00	0.15	9.77	9.77
RFM	63.04	0.65	40.98					
CG	2.12	0.55	1.17					
Boutique Hotel/ Condo	22.50		14.63	0.00	0.00	0.00	0.00	0.00
RFM	22.50	0.65	14.63					

Activity Center	52.68		29.64	0.75	39.51	0.25	13.17	52.68
RH	6.66	0.60	4.00					
RFM	8.75	0.65	5.69					
RM	1.81	.050	0.91					
CG	32.59	0.55	17.92					
ROS	1.97	0.25	0.49					
TU	.90	0.70	0.63					
Bayou	7.86		5.11	0.00	0.00	0.30	2.36	2.36
RFM	7.86	0.65	5.11					
Town Center Core	32.54		18.77	1.00	32.54	0.45	14.64	47.18
INS	7.18	0.65	4.67					
CG	22.09	0.55	12.15					
TU	1.54	0.70	1.08					
RLM-RFO	.74	0.50	0.37					
RM	.99	0.50	0.50					
Corey Circle	4.67			0.55	2.57	0.00	0.00	2.57
CG	4.67	0.55	2.57					
Coquina West	6.11		3.14	0.55	3.36	0.00	0.00	3.36
R/OG-RFO	1.06	0.50	0.53					
RM	1.24	0.50	0.62					
CG	3.61	0.55	1.99					
Down-town Core Res	11.65		5.92	0.00	0.00	0.00	0.00	0.00
INS	1.26	0.65	0.82					
RLM-RFO	1.29	0.50	0.65					
RLM	4.53	0.50	2.27					
RU	1.33	0.40	0.53					
RM	2.68	0.50	1.34					
CG	.56	0.55	0.31					
Upham Beach Village	16.10		8.19	0.00	0.00	0.00	0.00	0.00
RLM-RFO	15.14	0.50	7.57					
RFM	.96	0.65	0.62					

Blind Pass Road CC-1	7.40		3.75	0.90	6.66	0.00	0.00	6.66
RU	1.15	0.40	0.46					
RLM	.80	0.50	0.40					
RM	.33	0.50	0.17					
ROR	1.59	0.40	0.64					
CG	2.62	0.55	1.44					
TU	.91	0.70	0.64					
Gulf Blvd CC-2	21.58		11.60	0.90	19.42	0.00	0.00	19.42
RLM-RFO	1.77	0.50	0.89					
RLM	.37	0.50	0.19					
RM	2.36	0.50	1.18					
CG	16.77	0.55	9.22					
ROR	.31	0.40	0.12					
Totals	248.20		145.47		104.06		39.94	144.00

*NOTE: While this table is accurate in terms of presenting the intensity standards available in the districts, both current and proposed, the actual development potential is subject to permitted building heights, setbacks and impervious surface ratio requirements which will vary according to the Land Development Code and specific Future Land Use Category applicable to each district.

SOURCE: St. Pete Beach Planning Department – 2004

Assessment of Potential Infrastructure Impact & Concurrency Management

In the proposed 2007 Plan, even under the worst case redevelopment scenario, there is an overall decrease in the maximum potential intensity in all Character Districts by approximately 1.47 floor area acres or 64,033 square feet from the potential intensity allowed in the 1998 Plan; and .77 floor area ratio or 33,541 square feet decrease from the 2005 Plan. The intensity reduction in 2007 from the 2005 Plan is primarily a result of removing the 5.01 acres of RU zoned property in the Activity Center district. RU zoned property has a permitted intensity of 0.40 FAR. This "worst case" analysis includes all existing allowable development potentials, as well as the proposed commercial floor area bonuses associated with residential and temporary lodging uses as previously shown in Table 21. This decrease in the maximum development intensity potential of non-residential uses in the Redevelopment Plan area implies that any impacts on infrastructure that would occur under the 2007 Plan will be less than the impacts that would occur under the intensity allowed under the 1998 Plan.

Further, the redistribution of development intensities throughout the Redevelopment Plan area provides for the most significant increases in those areas where a substantial intensity of development currently exists and where the appropriate infrastructure that can accommodate more intense development is located, specifically the Downtown commercial core and the Gulf Boulevard core resort and Activity Center areas. The intent of these increases is to facilitate the redevelopment of existing commercial facilities to continue to provide goods and services to the residents and the anticipated expanded tourist base resulting from temporary lodging redevelopment.

Much of the development in the Downtown Core is presently at or near the proposed 1.0 floor area ratio, so this intensity of use would be necessary simply to accommodate the current development configuration. Because significantly increased development intensities will only occur in already intensely developed areas, impacts on certain infrastructure, such as storm

water facilities, will be limited, and in all likelihood, conditions will improve with redevelopment of existing properties that do not comply with current storm water, drainage, open space and other site design standards that will improve drainage and reduce storm water run-off.

Much of the customer traffic for any redeveloped commercial project in these areas is anticipated to consist principally of the tourist guests staying at resort facilities and residents living in redeveloped mixed-use projects. Many of these tourists and residents will be pedestrians and with the proposed on-site and off-site redevelopment standards and transportation management plans that will increase the safety, access and comfort of pedestrian, bicycle and trolley transit mobility, the impact, if any, on the existing transportation infrastructure through redevelopment should be minimal on the functional classification of existing arterial roads. However, many residents have expressed much concern regarding the potential impact on infrastructure, especially the perceived potential impact to Gulf Boulevard. The concern arises primarily from the facts that it is the only major arterial roadway in St. Pete Beach and is also the only evacuation route. As a result, recent MPO and County transportation models recognize that solely utilizing an established letter grade system for measuring levels of service on roadways which is based primarily on travel-speed, can be misleading as an indicator of roadway performance. Rather, roadway congestion and duration of congestion must be considered to more accurately assess roadway performance.

Thus, this 2007 Plan includes a new long term concurrency management approach that was not part of the 2005 Plan (repealed). This 2007 Plan includes the requirement for a Transportation Management Plan (TMP) for all new development excluding single family and duplex construction as may be consistent with County and MPO requirements. The TMP shall determine any necessary physical or operational improvements, alternatives and other mitigation strategies that can be implemented to maintain the adopted levels of service and address a long-term concurrency management program. A TMP that includes one or more strategies to reduce external trip generation, improve traffic flow, reduce Greenhouse gas emissions, and/or emphasizes safe and comfortable pedestrian, bicycle and mass transit mobility, will be required. TMP strategies may include, but are not limited to:

1. Physical and operational improvements.
2. Expanding and improving mass transit and trolley stops with amenities that provide protection from sun and rain and are aesthetically pleasing to encourage increased mass transit/trolley rider-ship.
3. Employer-sponsored employee ridesharing and vanpooling programs.
4. Employer-subsidized mass transit passes for employees.
5. Implementation of a temporary lodging shuttle service to the Tampa International and St. Petersburg/Clearwater Airports shall be mandatory for all Large-scale temporary lodging uses and encouraged for all other temporary lodging uses. Shuttle service to area attractions, parks and entertainment venues may be included as part of a TMP but shall not be required. Shuttle services for guests of temporary lodging facilities may be operated for one resort or as part of a shared shuttle service program with participating member resorts.
6. Bicycle and/or segway rental or complimentary programs for temporary lodging guests.
7. Provision of on-site pedestrian and bicycle linkages to external pathways to expand, improve and enhance a safe, continuous pedestrian, bicycle and segway network throughout the City.
8. Expansion, improvement or enhancement of off-site bike/segway lanes and sidewalks to form a continuous safe and comfortable network Citywide.
9. On-site secured bicycle storage areas.

10. Additional tree canopy adjacent to sidewalks to provide shade and comfort to the pedestrian that will increase pedestrian mobility.
11. Pedestrian-scale decorative street lighting and street furniture along pedestrian pathways to create a safe and comfortable experience to encourage pedestrian mobility.
12. Monetary contributions towards a City-owned and operated Looper Trolley fleet operated solely within the City limits and fueled by alternative fuels or electrically-charged batteries.
13. Construction or monetary contributions towards a Gulf Beach Boardwalk, should the City pursue a beach boardwalk or trail.
14. Construction of crosswalks and related crosswalk features that facilitate safe movement across roadways.
15. Dedication of easements for pedestrian and non-motorized pathways.
16. Right-of-way donation for turn lanes and/or wider bike/segway lanes.
17. Construction or monetary contributions towards a pedestrian bridge over Gulf Boulevard linking major activity areas.

Finally, demand for potable water and sanitary sewer infrastructure would not be significantly affected by the proposed additional non-residential floor area, given its limited scale. The minimal nature of the proposed increase in maximum intensity of development also implies no significant impacts on other requirements, such as affordable housing availability, public safety services or schools. Affordable housing will be addressed in greater detail on pages 112 – 114.

FEMA

Almost none of the current buildings in the Redevelopment planning areas are FEMA compliant; whereas all of the new buildings will be required to comply with FEMA guidelines and National Flood Insurance Program requirements. Overall, the City will lessen the presence of non-compliant structures significantly through implementation of this redevelopment plan.

Coastal High Hazard Area Planning

A major concern is the increasing residential development in the Coastal High Hazard Area (CHHA) and the effect such development has on Hurricane Evacuation Clearance Times. In the current St. Pete Beach Comprehensive Plan, it is estimated that the City could be cleared in about four (4) hours, with an additional thirteen (13) hours required for those people to reach temporary safe locations.

However, the City prepared its 2007 EAR and updated the information provided to the County in 2005 as follows:

The Tampa Bay Regional Planning Council (TBRPC) is responsible for updating the region's hurricane evacuation study. The Regional Planning Advisory Committee (RPAC) made up of representatives from local governments in Pasco, Pinellas, Hillsborough, and Manatee Counties, designated a Coastal High Hazard Area (CHHA) Working Group to address key issues and to provide guidance to local planners with regard to the implementation of the new requirement, and is in the process of developing a white paper for the region containing additional information and possible best practices. House Bill 1359 redefined the CHHA in 2006 from the evacuation zone for a Category 1 storm the area defined by the SLOSH²⁷ model to be inundated from a category one hurricane. The current Comprehensive Plan contains several references to the older definition of the CHHA and needs to be amended to reflect the most

²⁷ Sea, Lake and Overland Surges from Hurricanes.
St. Pete Beach Special Area Plan for the Resort/Commercial Districts
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current definition, pursuant to Section 163.3178(2)(h), F.S. Based on this new definition, small areas of St. Pete Beach no longer lie within the CHHA (Figure 9). House Bill 1359 also requires local governments to adopt Levels of Service (LOS) for out-of-county evacuation clearance times for a Category 5 storm event. If a local government does not adopt a LOS, a "default" LOS of a 12-hour evacuation time to shelter and 16-hour out-of-county evacuation²⁸.

Appropriate mitigation is required in order to maintain an adopted LOS for a Category 5 storm event and to maintain a 12-hour evacuation time to shelter, which "shall include without limitation, payment of money, contribution of land, and construction of hurricane shelters and transportation facilities." According to the recent update of the *Tampa Bay Region Hurricane Evacuation Study (2006)*, clearance times (in-county movements) for a Category 5 storm event ranges from 23 to 34 hours in 2006 and 24 to 35 hours in 2011. Clearance times associated with Intra-state and regional movements range from 54 hours in 2006 to 58-hours in 2011²⁹.

Currently, St. Pete Beach's Intergovernmental Coordination Element Policy 1.5.3 requires the City to consult with regional authorities including the TBRPC and the Pinellas County Emergency Management Department to determine if proposed future land use changes would impact shelter space availability or evacuation clearance times. Additional policies may be required to address coordination with the region on the implementation of the measures above. No changes have been made to the land use categories as designated in the City of St. Pete Beach Comprehensive Plan as of March 2007. Therefore, no property within the CHHA has been subject to a decrease in density or intensity since the Plan's amendment in October 1998.

The proposed 2007 amendment to the City of St. Pete Beach Comprehensive Plan includes the proper definition of the CHHA as Policy 4.1.1 of the Future Land Use Element; and includes the graphic depiction of the **Coastal High Hazard Area - Storm Surge for Category 1 (2007) for St. Pete Beach, Florida** as Map 13 pursuant to Section 163.3178(2)(c), F.S. amending the Future Land Use Map to include the CHHA designations on the amended Future Land Use Map upon approval by voter referendum and final approval and adoption by all governing agencies and jurisdictions. (See Appendix for Map 13).

The City should adopt levels of service for both evacuation times to shelter and out-of-county for a Category 5 storm event. Because the region's evacuation times are significantly higher than those "default" times provided by the state, St. Pete Beach should work with Pinellas County and the TBRPC to develop mitigation strategies including possibly the adoption of a Mitigation Fee. Additionally, St. Pete Beach needs to determine how to address areas within its boundaries that are now no longer part of the CHHA in order to provide protection for these isolated areas as well³⁰.

It is assumed that residential developments produce a larger evacuation problem than do temporary lodging uses, as temporary lodging guests normally either cancel travel plans when a hurricane threatens, or, if already at their destinations, they will leave well before any evacuation is mandated. Permanent residents will often remain until evacuation is ordered, or not evacuate at all.

Within the two Redevelopment planning areas, both the maximum residential and temporary lodging density potentials will be reduced below what is currently planned for in the 1998 Plan. Further, the emphasis in this 2007 Plan is on temporary lodging uses, which normally would be expected to evacuate early. To ensure that this happens, the City will include policies in its

²⁸ Section 163.3178(9), F.S.

²⁹ TBRPC DRAFT White Paper, Coastal High Hazard Area (CHHA) and Mitigation Policy Recommendations, April 13, 2007.

³⁰ Source: SPB 2007 EAR

Comprehensive Plan and require new temporary lodging uses throughout the Community Redevelopment area to prepare and submit to the City and County a Hurricane Closure and Evacuation plan for evacuation of temporary lodging facilities in the event of tropical cyclone occurrence. This plan must conform to all County and local evacuation procedures. Thus, if the Redevelopment Plan is implemented and its goals of encouraging redevelopment of temporary lodging uses and reducing the overall potential residential density is achieved, when combined with the additional requirement of closure and evacuation plans, evacuation times and the need for shelter space when compared with the overall maximum potential density totals approved in the adopted 1998 Plan, should be decreased.

HISTORIC PRESERVATION

Neither of the two major Redevelopment Districts is in a designated historic district. St. Pete Beach does have a recently expanded National Register Historic District in Pass-a-Grille, beginning about five blocks south of the Gulf Boulevard Redevelopment District. There are no designated historic structures within the entire Community Redevelopment District at this time. However, the City will evaluate buildings within the Community Redevelopment Districts for historic significance. If any historic structures are identified and designated within the Community Redevelopment District, the City will work to mitigate any adverse impacts on these structures.

INFRASTRUCTURE

Florida law requires that infrastructure provision be concurrent with proposed development. The existing Comprehensive Plan identifies no present concurrency issues. The proposed total allowable development under this Plan represents a decrease in development potential from both the 1998 and 2005 Plans. Green practices and quality livable community strategies that would be implemented during the redevelopment process, will further reduce impacts on infrastructure and resources including: potable water; sewer; reclaimed water; storm water facilities; and roads. An overall decrease in density and intensity in the proposed 2007 Plan will also decrease potential impacts on schools, libraries, police and fire rescue, water, sewer, reclaimed water, storm water facilities, roadways, as well as parks and recreational facilities. If the redevelopment goals are achieved that result in temporary lodging uses being redeveloped instead of additional residential units replacing existing temporary lodging facilities, this will further decrease the impacts on infrastructure that are either entirely or primarily utilized by residents, not tourists, such as schools, libraries, parks and recreational facilities.

Water

Water is available in sufficient quality and quantity to serve the proposed development under this plan. The City has a long-term contract with the Pinellas County Water Utilities to provide potable water to its citizens. Billing and all service-related issues are handled by the County.

The proposed Community Redevelopment Plan contains a Green Cities Initiative that follows the lead of Pinellas County established in the Fall of 2006. This 2007 Plan adopts Green practice, building and land development standards to encourage, promote and create a quality sustainable community. The Plan's Green Initiative will require the use of reclaimed water, low flow water fixtures, and encourage the implementation of other water conservation methods such as: (1) Waterwise Florida landscapes and drought tolerant plant materials; (2) rain sensor irrigation systems; and (3) fountains and water features that are designed with water conservation technologies. These mandatory and voluntary water conservation standards for new construction and major renovation will likely maintain or decrease water consumption in the Community Redevelopment District as existing buildings, landscape and irrigation systems are

replaced or retrofitted with water conservation fixtures, systems and drought tolerant landscape materials.

Some of the properties that are most likely to be redeveloped under this Plan are the temporary lodging uses in the Large Resort District that were originally built in the 1950s and 1960s. Most feature older plumbing fixtures and probably substantial deferred maintenance, although some have taken steps to replace such fixtures. Current low-flow devices, shower heads, taps and toilets reduce water usage by 50 percent or more over the older devices.

Table 26 contained in the Appendix shows the worst case scenario of maximum potential temporary lodging use for all ten (10) potential redevelopment sites density, including the potential available maximum affordable housing density bonus. Obviously, this is a scenario that will in all likelihood never occur but for purposes of estimating the maximum possible water consumption, those assumptions have been made in the analysis below.

If an existing hotel has 200 units which are normally 75 percent occupied on a daily basis and there are an average of two guests in each room, there would be approximately 300 guests. A normal 8-minute shower consumes about 42 gallons of water; therefore the 300 guests would use about 12,600 gallons of water daily for showers. If a new 400-room hotel were built under this plan having the same 75 percent average occupancy daily and two guests per room (or 600 guests), and a normal 8-minute shower consumes about 19 gallons of water with the use of low-flow shower heads, the 600 guests would only use about 11,400 gallons of water daily for showers, a 9.5 percent decrease in water use with double the number of guests.

Using an average occupancy rate of 75 percent, it is estimated that there would be 3,176 guests on any given day. Those guests use 133,392 gallons of water while taking the average 8-minute shower. Under this redevelopment plan, assuming all nine (9) hotels are demolished and replaced by new 75-unit-per-acre resorts, there would be 6,204 guests at 75 percent occupancy; however, these guests would use only 117,876 gallons of water for the same 8-minute shower. This is an increase in total guests of almost 100 percent and a reduction in water usage of almost 12 percent. (See the Appendix, Table 26 for details.)

New low-flow toilets use less than half the water of a standard toilet. The low-flow usage of about 8,000 gallons per year is considerably less than the 18,490 gallons per year used by standard toilets. Additional water savings can be gained by using taps with automatic shut-offs and elimination of leaks and drips. Further, additional improvements in plumbing devices and laundry facilities will result in water savings. The City has revised its building and zoning codes to mandate low flow devices be installed in association with any new development, ensuring that water usage will not increase as a result of this Plan. Further, this Community Redevelopment Plan establishes the foundation for a Green City certification by the Florida Green Building Coalition, Inc., to achieve a sustainable community that conserves water by reducing consumption through Green building and site design. Thus, it is anticipated that water consumption will continue to decrease on a per capita basis negating any overall net increase within the community as a result of redevelopment.

Wastewater / Sewer

Sewage is collected in lines that are owned by the City and the collected sewage is transmitted to the City of St. Petersburg for treatment at its Northwest Wastewater Treatment Plant. This is done through a long-term contract with the City of St. Petersburg. There are provisions in the contract governing the maximum waste-water that the City can transmit per day or on a monthly basis, but there is no cap on the actual amount that can be treated.

The proposed development under this 2007 Plan will likely reduce the potential sewer usage and potential capacity needed because of the installation of low-flow plumbing devices as well as implementation of Green building and development standards in all redevelopment projects. Sewer generation is a direct result of water usage, so it is reasonable to assume that when the water consumption is reduced, sewer demand will also be lessened. The City recently completed a new Master Lift Station located on the north end of Boca Ciega Drive has added additional overall sewer capacity by improving flow.

In sum, sewer capacity is not anticipated to be a capacity issue at this time as a result of: (1) the overall density and intensity decreases from the adopted 1998 Plan; (2) anticipated reduction in water consumption as a result of redevelopment implementing Green practices, technology and strategies that utilize new water conservation methods and required use of reclaimed water for irrigation; (3) the recent analysis prepared by the City in its 2007 EAR suggesting that just under 50% of current available sewer wastewater treatment capacity is still available for future use, and (4) replacement over time of on-site aging sewer pipes and connections that should improve system performance.

Solid Waste

Waste management, including recycling, for residential customers, is provided through an agreement with Waste Services of Florida. Commercial customers obtain service from Waste Services under private contracts. The adopted LOS for solid waste is 1.3 tons per person per year. Waste Services is currently removing approximately 0.93 tons per person per year total waste, including recycling³¹. The 2007 proposed Plan incorporates Green practices and strategies for the private & public sector and initiates the first steps in pursuing certification of St. Pete Beach as a Florida Local Green City, which includes recycling standards both for daily operations and construction management & recycling of debris.

Storm Water

The drainage in all 11 character districts will be improved by redevelopment for three primary reasons: (1) Green site design standards will be required; (2) open space will be significantly increased from what exists as-built today; and (3) adequate storm water drainage systems and facilities will be part of all new development replacing existing conditions in which virtually no such facilities exist throughout the Community Redevelopment District. In certain areas where development interfaces with the northern segment of Blind Pass Road and Gulf Boulevard below 75th Avenue, drainage is under the jurisdiction of FDOT. The City will coordinate these drainage issues with FDOT.

The City is currently reviewing storm water ordinances that will address all drainage issues and will possibly establish a permit system for any and all work on a storm water/drainage system. Additionally, St. Pete Beach is coordinating with Pinellas County on a case-by-case basis for known drainage issues in order to implement proven solutions based on adequate resources and monies. Copies of all development plans are forwarded to the City's Public Works department for review to ensure that the standards and concurrency are met³².

Therefore, as a result of the vast majority of existing development predating the City's current development regulations, those sites built 30 or 40 plus years ago do not meet today's drainage

³¹ Source: SPB 2007 EAR citing City Staff Personal Communication with S. Rheuble, Waste Services of Florida, April 16, 2007.

³² Source SPB 2007 EAR citing City Staff Personal Communication with S. Hallock, Director of Public Works, St. Pete Beach, FL, April 18, 2007.

standards. Drainage standards required as part of redevelopment should significantly improve future storm water run-off and reduce both flooding and pollutant run-off.

Reclaimed Water

The City has encouraged the use of reclaimed water for landscape irrigation throughout the City since 1994, and now requires newly developed properties to use reclaimed water for outdoor uses. Reclaimed water billing is based on permeable area of the individual lots for all commercial properties.

The rate for reclaimed water service is based on a unit of measurement called an Estimated Residential Unit (ERU) equivalent. A single ERU is equivalent to 3,150 square feet of permeable area. This excludes driveways, pools, walkways or any other area impermeable to the percolation of water. However, the estimation of ERU does count planters and other areas where percolation may occur. All single family units will be assessed a fee equal to 1 ERU, without consideration of the actual permeable area present. Commercial, multifamily residential, public and/or park uses are measured to determine the number of ERU's present and assessed a fee accordingly.

The cost for reclaimed water is equal to \$10.00 per ERU + a \$1.50 per month administrative fee. For example a single-family residential unit obtaining reclaimed water service (no matter how many ERU's are present) would be assessed a fee of \$11.50 per month. A commercial area with 3 ERU's would be assessed a charge of \$31.50 for the provision of reclaimed water. Use of reclaimed water for irrigation purposes will be mandated for all redevelopment associated with this 2007 Plan, including rain sensor irrigation systems to further reduce water consumption and conserve natural resources.

TRANSPORTATION & PARKING

In the Gulf Boulevard Redevelopment District, the only road of concern is Gulf Boulevard. This road currently has a level of service (LOS) of "C". The primary problems are associated with excessive curb cuts, multiple driveways and relatively narrow sidewalks.

However, the residents that initiated this Plan thought that considering only an established letter grade system for measuring levels of service on roadways because it is based primarily on travel speed, can be misleading as an indicator of roadway performance. Therefore, countywide transportation and management standards were researched and this 2007 Plan is updated and improved to proactively address this issue through long-term concurrency management, transportation management plans and livable community strategies

Improvements that increase pedestrian safety will be a major focus in this area. The City intends to work with the Florida Department of Transportation (FDOT) to make improvements to Gulf Boulevard that will facilitate safer vehicular, bicycle and pedestrian movement including: control of driveway curb cut locations, shared access drives, internal connectivity between parcels and intelligent traffic signalization, to improve traffic flow on adjacent roadways and reduce vehicular conflicts with pedestrians and bicyclists; improved safety and pedestrian comfort with the addition of landscaping, wider sidewalks, street furniture and pedestrian-scale decorative lighting in the right-of-way or within easements dedicated by private landowners; narrowing driving lanes and reducing speed limits to create traffic calming and increase pedestrian safety; the addition of crosswalks and other pedestrian crossing improvements and signalization; pursuit of the potential for one or two pedestrian bridges over Gulf Boulevard linking major activity centers and/or corridors; and pursuit of other physical and operational transportation management improvements and strategies to improve overall roadway performance as well as pedestrian and bicyclists safety.

Traffic patterns in the Downtown Redevelopment District will change very little; however, pedestrian, bicycle and trolley mobility will be encouraged through safe and comfortable design as well as convenient and direct routes that create a network. Non-vehicular and trolley circulation will be a major focus of improvements as part of the redevelopment process. Parking will be improved both from a functional and an appearance standpoint. A centrally located downtown parking garage with public restroom facilities to attract people to the downtown area by adding convenience and adequate parking to encourage longer duration visits that will support downtown area businesses will be pursued. The south leg of Blind Pass Road will benefit from significant changes resulting from planned installation of additional landscaping, lighting, and modification of the existing three driving lanes with streetscape improvements that are designed to calm traffic and enhance the pedestrian experience. These neighborhood roadway improvements include wider bike lanes and sidewalks, landscaping and pedestrian-scale decorative lighting.

Other streets within the Downtown Redevelopment District are not assessed for LOS standards and carry only local traffic with no existing capacity problems. These streets shall be enhanced with additional neighborhood roadway improvements such as wider bike lanes and sidewalks, landscaping, pedestrian-scale decorative lighting, and other pedestrian safety improvements.

A comprehensive signage program to reduce visual clutter, assist the visually impaired and comply with internationally recognized symbols for the convenience of our international visitors as well as the creation of a City "brand" through trademark signage will be pursued throughout the Community Redevelopment District.

Multimodal Transportation

Trolley stops will be encouraged to be coordinated with major public beach access points to reduce the need for parking and dependence on the auto as well as facilitate mobility for all residents to access the City's Gulf beaches. In addition, if a Redevelopment Trust Fund is created and funded, it is the intent to acquire at least one Beach Looper Trolley that runs on alternative clean and renewable fuel sources to serve the Gulf Boulevard resort area and the Downtown shopping, entertainment and business area on regular intervals to reduce traffic impacts on Gulf Boulevard, reduce Green house gas emissions and promote the vital economic connection between the Large Resort area and beaches to the Downtown main street shopping and entertainment area.

This Redevelopment Plan is designed for bicycles, pedestrians and other forms of non-vehicular modes of transportation systems to become a more integral part of the overall mobility scheme throughout the City. Achieving this goal will lessen dependence on the auto.

To assist with the limited parking in this business corridor, the City of St. Pete Beach may purchase or lease a trolley in the future as part of a capital improvements plan associated with an approved Ch. 163 Community Redevelopment Plan and Redevelopment Trust Fund. The purpose of the trolley is to provide a 15-20 minute loop of the Downtown and Gulf Boulevard Commercial/Resort areas. This will also encourage the public to visit the businesses and restaurants along the corridor by taking advantage of predetermined loading/exiting locations along Gulf Boulevard.

Sidewalks

The Redevelopment Plan will identify sidewalk installations and improvements for the redevelopment planning areas and implement livable community design strategies to increase safe pedestrian mobility and reduce pedestrian-vehicular conflict. Existing sidewalks will be

reconstructed and in some cases widened in most areas of the Community Redevelopment District. New sidewalks will be added where appropriate in accordance with the Master Boulevard and Master Streetscape Plans for Gulf Boulevard and the Downtown Core areas.

The City will adopt Comprehensive Plan policies consistent with Pinellas County Metropolitan Planning Organization guidelines for "Livable Communities" and improvements will be designed to create a City-wide bike and pedestrian network. The goal is to facilitate pedestrian and bicycle mobility and connectivity of new development with existing development and residential neighborhoods throughout the City, linking residents and visitors with activity centers to reduce dependence on the auto.

AFFORDABLE HOUSING

The potential for impact on demand for affordable housing resulting from the proposed redevelopment plan rests on two principle issues: (1) increased employment associated with a greater intensity of non-residential development; and (2) the loss of existing affordable housing through the redevelopment process itself.

The overall maximum potential density and intensity under the proposed 2007 Plan is decreased across the board from the 1998 and 2005 Plans. Under any reasonable combination of commercial, residential and temporary lodging use redevelopment, the net impact of the redevelopment plan on the need for affordable housing in comparison to the adopted 1998 Plan has not increased.

Nevertheless, the 2007 Plan proposes substantially increased affordable housing opportunities and mitigation than previously approved in the 2005 Plan (repealed) as part of an Initiative embraced by the residents and business community that collaborated to create this Redevelopment Plan. This Initiative represents a commitment to socially responsible leadership within our community and within the County that is experiencing an affordable housing crisis primarily as a result of a scarcity of land. Details of the affordable housing program and mitigation provisions are established in the City's Comprehensive Plan Future Land Use and Housing Element as part of the overall Community Redevelopment Plan effort.

Table 22 Market Value Analysis for Character Districts.

	Total Just Market Value 2004 Tax Year	True Market Value(est.)/ Acre @ 125%	Acres	Value/Acre	Value/6000 Sq. Ft.
Large Resort	\$215,193,000	\$268,991,250.00	65.16	\$4,128,165.29	\$568,617.81
Boutique Hotel/Condo	\$101,180,600	\$126,475,750.00	22.50	\$5,621,144.44	\$774,262.32
Activity Center	\$77,911,100	\$97,388,875.00	57.69	\$1,688,141.36	\$232,526.36
Bayou Residential	\$11,126,600	\$13,908,250.00	7.86	\$1,769,497.46	\$243,732.43
Core	\$38,740,300	\$48,425,375.00	32.54	\$1,488,179.93	\$204,983.46
Corey Circle	\$4,467,000	\$5,583,750.00	4.67	\$1,195,663.81	\$164,691.99
Coquina West	\$8,743,400	\$10,929,250.00	6.11	\$1,788,747.95	\$246,384.02
Downtown Core Residential	\$12,592,200	\$15,740,250.00	11.65	\$1,389,254.19	\$191,357.33
Upham Beach Village	\$25,147,700	\$31,434,625.00	16.10	\$1,952,461.18	\$268,934.05
Blind Pass Road CC	\$7,070,900	\$8,838,625.00	7.40	\$1,159,924.54	\$159,769.22
Gulf Boulevard CC	\$18,990,200	\$23,737,750.00	15.58	\$1,425,690.69	\$196,376.13
Totals	\$521,163,000	\$651,453,750	247.26	\$2,099,516.58	\$289,189.61

The supply of existing housing affordable to families of low and moderate income in the City of St. Pete Beach is minimal. Land values and associated rents have increased well above regional averages since the 2000 Census and a survey of existing multi-family rental properties within the proposed redevelopment area found no properties with gross rents that fell within thirty percent of median family income for the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) for fiscal year 2004. Median family income in the MSA was \$51,200 for the fiscal year, yielding a monthly affordable housing cost maximum of \$1,280. In 2007, it is reasonable to assume that this situation has not improved from 2004, and very likely has worsened.

Table 22 shows the current value per acre of property in the 11 Character Districts. It should be noted that those districts which are principally residential in character reflect higher per acre values than those which are principally commercial. This is consistent with the prevailing high demand for property suitable for residential development. There are few vacant properties within the area studied, so market values reflect both land values and the value of improvements. However, any redevelopment will have to support the cost of acquisition of both land and improvements, so any analysis of the feasibility of the development of affordable housing units must account for these values. The lowest average land value in a character district where existing housing is present is approximately \$1.4 million per acre (in the Downtown Core Residential District). A standard 6,000 square foot residential lot would cost approximately \$190,000, which results in a 30-year mortgage cost of \$1,080 per month for a 6 percent loan on 95 percent of value. This monthly cost is only associated with land acquisition and does not reflect the actual cost of construction of the new unit. Since home-owner's insurance, including flood and wind damage insurance, typically costs approximately 20 percent of the monthly mortgage payment, and, on average, taxes and private mortgage insurance comprise an additional 25 percent and 7 percent, respectively; the total resulting monthly cost is approximately \$1,640 for the hypothetical 6000 square foot lot. If structure value is estimated at approximately 50 percent of land value, then the monthly cost increases to approximately \$2,460, almost double the maximum affordable housing cost for the MSA.

Table 23 Affordable Housing Impact Mitigation established in 2005

Type of Development	Required Mitigation
New Residential Construction (Net)	\$1000/unit Affordable Housing Impact Fee
New Temporary lodging Accommodation Construction (Net)	\$1000/unit Affordable Housing Impact Fee
New Non-Residential Floor Area (Net)	\$.50 per square foot Affordable Housing Impact Fee for all non-residential floor area over 1000 square feet

The fees established in the 2005 Plan are set forth in Table 23 above and are determined to be insufficient mitigation in light of the following description of existing conditions. Therefore impact fees and other alternative affordable housing mitigation options shall be developed and imposed consistent with the following.

Existing Conditions. According to the Pinellas County Property Appraiser's Office, between 2004 and 2005 property values increased in Pinellas County by 13.8 percent, while St. Pete Beach experienced 19.1 percent growth during this same time period³³. Rising land costs, a lack of undeveloped land, and its location within the Coastal High Hazard Area (CHHA) exacerbate the issue, making it nearly impossible to address the issue solely within the boundaries of the City itself. St. Pete Beach recognizes the importance of coordinating where possible to reduce roadblocks to the construction of a variety of housing types and to coordinate with Pinellas County to find a multi-jurisdictional solution to a regional issue.

Although the "worst case" scenario analysis for development density and intensity indicate no net impact on the availability of affordable housing, the assessment also clearly indicates that housing which is affordable to low and moderate income households is non-existent in the City of St. Pete Beach in a practical sense. Market conditions will likely not result in any additional development of affordable housing for the foreseeable future.

Rule 9J-5.010(3)(c)10., *Florida Administrative Code (F.A.C.)*, allows communities with constraints such as unusually high property values or location within the CHHA to meet the requirement of addressing affordable housing needs by entering into an interlocal agreement with a nearby local government. Other than the aforementioned policies, the Comprehensive Plan does not include any additional policies related to assisting with the provision of affordable housing through intergovernmental coordination efforts.

At the time of this proposed amendment, several affordable housing mitigation strategies are being explored by the County and local municipal governments within the County. It is the express intent of St. Pete Beach to participate in any such adopted affordable mitigation strategies as agreed to by the City and County in cooperation with existing affordable housing programs established in the City of St. Petersburg and Pinellas County to create affordable housing units within reasonable proximity to the City of St. Pete Beach.

General Affordable Housing Mitigation Program Implementation, Limitations and Restrictions. A general affordable housing mitigation program shall be established and

³³ Nicole Johnson, "Pinellas property values up by 13.8%," *St. Petersburg Times*, June 1, 2005.

implemented by the City. Impact fees or alternative mitigation options will be imposed on net development, with credit provided for any existing units or floor area which is removed during the redevelopment process. Alternative mitigation options may include construction of on-site workforce living accommodations, credits for off-site construction of affordable housing, credits for land purchases or donations to be restricted and used for affordable housing, credits for participation in an employer-assisted housing program, or such other affordable housing mitigation strategies that may be established by the City in partnership with the County and neighboring jurisdictions. This fee will be imposed on a City-wide basis, and program recipients of the revenues generated will be determined through negotiation with appropriate authorities.

Large Resort Affordable Housing Mitigation Program & Density Bonus. In consideration of the legitimate State, County and City public interest to encourage and promote both affordable housing mitigation strategies as well as tourism which is the number one industry in both the State and County and the City's only industry, temporary lodging unit density bonuses in exchange for affordable housing mitigation exceeding that established by the General Affordable Housing Mitigation Program shall be established for the Large Resort District subject to the following:

Maximum Density Bonus. A temporary lodging unit density bonus shall be permitted up to, but shall not exceed, an additional five (5) bonus units per acre and an additional 0.2 floor area ratio to accommodate the additional temporary lodging units for defined large-scale temporary lodging use only.

Mitigation Exemption. Temporary lodging density bonus units or on-site workforce living accommodations provided in compliance with the General or Large Resort Affordable Housing Mitigation programs, as applicable, shall not be subject to affordable housing mitigation fees or other program requirements.

Accessory Use. On-site workforce living accommodations shall be deemed an accessory or ancillary use to a defined Large-scale temporary lodging development. Qualified on-site workforce housing or living accommodations shall not count against the unit density and intensity limitations of the Plan. These policies are reflected in the City Comprehensive Plan.

Prohibitions and Restrictions. On-site workforce living accommodations shall be prohibited from being advertised for, or otherwise used for, guest temporary lodging or home occupational licensing purposes; and shall be exclusively used for providing on-site workforce living accommodations for employees eligible for low income or very low income status as defined by the County and City.

Covenant Required. A legally enforceable restrictive covenant in form and content acceptable to the City shall be required as a condition of site plan approval and recorded in the public records of Pinellas County upon issuance of a building permit setting forth the restrictions immediately above. In addition, all such units provided as an accessory use to a large-scale temporary lodging use project, shall be subject to the required approved Hurricane Closure and Evacuation plan required for all temporary lodging facilities as provided in Division 39 of the City's Land Development Code.

PUBLIC SCHOOL IMPACTS

No school impacts are likely to occur as a result of the overall decrease in residential density in the 2007 Plan from both the 1998 and 2005 Plans. In addition, within the Town Center Core, Downtown Core and Upham Beach areas, the residential units permitted will generally be smaller, some may be apartments, and most will be more suitable for "empty nesters" or young

singles, neither of whom is likely have school-age children. On the other hand, the residential condominium development expected in the Boutique Hotel/Condo and the Bayou Residential Districts is not likely to be suitable for families with children because of its proximity to the higher-traffic along Gulf Boulevard as compared to neighborhood residential streets as well as limited on-site play space. Currently in the City, about 65 percent of the existing condominiums are owned by people who are snowbirds or vacationers. These units are occupied for about 40 percent of the year.

During the update of its Comprehensive Plan upon completion of its EAR, the City will adopt the goals, objectives, and policies of the Public School Facilities Element (PSFE) prepared by Pinellas County and the Pinellas County School Board. If the anticipated adoption date for the EAR-based amendments to update the comprehensive plan is later than March 1, 2008, the City will adopt the PSFE by the statutory deadline³⁴.

LAND DEVELOPMENT CODE

The Land Development Code will be amended, including the creation of additional zoning districts, to comport with this plan. Appropriate detailed Design Guidelines will be included within those eleven (11) new zoning categories referenced as character districts with the Community Redevelopment District.

³⁴ *Source:* SPB 2007 EAR.
St. Pete Beach Special Area Plan for the Resort/Commercial Districts
09/24/07

APPENDIX

DEMOGRAPHICS

Population

The most recent 2000 U.S. Census data indicates that St. Pete Beach has a permanent population of 10,002 persons, with an estimated peak residential of population during the winter months of approximately 20,000. It is estimated that approximately 28 percent of the residential properties in the City are owned by nonresidents, principally out-of-state residents. According to 1996 records of the Pinellas County Property Appraiser for 50 of the largest condominium developments in the City, approximately 66 percent had no homesteaded exemption filed. It is probable that this figure has changed little over the past several years.

Table 24 Population Change – 1990 v. 2000

Age Group	1990	2000	Difference	% Difference
< 5 years	201	293	92	
5 – 9 years	167	266	99	
10 – 14 years	209	262	53	
< 15 years	577	821	244	42.29%
15 – 19 years	243	221	-22	
20 – 24 years	324	250	-74	
25 – 34 years	1,063	826	-237	
15 – 34 years	1,630	1,297	-333	-20.43%
35 – 44 years	1,068	1,422	354	
45 – 54 years	991	1,641	650	
35 – 54 years	2,059	3,063	1,004	48.76%
55 – 59 years	610	752	142	
60 – 64 years	839	713	-126	
55 – 64 years	1,449	1,465	16	1.10%
65 – 74 years	1,920	1,580	-340	
> 74 years	1,565	1,703	138	
> 65 years	3,485	3,283	-202	-5.80%
Totals	9,200	9,929		

SOURCE: U.S. Census data.

Between 1990 and 2000, the population (shown in Table 24) has become younger, with both the less than 15 age group and the 35 to 54 age group rising dramatically by 42.29 and 48.76 percent, respectively. The 15 to 34 age group and the over 65 age group decreased by 20.43 percent and 5.8 percent, respectively. It is likely these trends will continue, due at least in part to the rising cost of living on St. Pete Beach.

Income

According to the 2000 Census, the median household income in 1999 for St. Pete Beach was \$47,574. Just over 54 percent of households had incomes in excess of \$35,000. Table 25 lists the household incomes reported in 2000.

Table 25 Household Income in St. Pete Beach

Subject	Number	Percent
Income in 1999 for Households	5,291	100.0
Less than \$10,000	404	7.7
\$10,000 to \$14,999	354	6.7
\$15,000 to \$24,999	601	11.4
\$25,000 to \$34,999	571	10.8
\$35,000 to \$49,999	793	15.0
\$50,000 to \$74,999	1,212	23.0
\$75,000 to \$99,999	434	8.2
\$100,000 to \$149,999	440	8.3
\$150,000 to \$199,999	201	3.8
\$200,000 or more	271	5.1

SOURCE: U.S. Census data.

**Table 26 Comparison of Water Usage – Large Resort District – Worst Case Scenario
Including Max Potential Density for All 10 Resort Properties including the Max Potential
Affordable Housing Density Bonus**

Current Facility	Units Now	Acres	75% Occupancy	Guests	Conventional 8-minute shower @ 42 gallons	Redeveloped Units Proposed @ 80 UPA	75% Occupancy	Guests	Low-flow 8-minute shower @ 19 gallons
Travel Lodge	200	5.60	150	300	12,600	448	336	672	12,768
Beachcomber	102	3.50	76	152	6,384	280	210	420	7,980
Howard Johnson	116	3.40	87	174	7,308	272	204	408	7,752
Tradewinds Sandpiper	159	3.80	119	238	9,996	304	228	456	8,664
Alden Resort	143	3.70	107	214	8,988	296	222	444	8,436
Coral Reef Beach Resort	114	4.00	85	170	7,140	320	240	480	9,120
Tradewinds Island Grand	585	13.90	438	876	36,792	1,112	834	1,668	31,692
Sirata	377	8.70	282	564	23,688	696	522	1,044	19,836
Grand Plaza	152	1.80	114	228	9,576	144	108	216	4,104
Dolphin Beach	174	3.30	130	260	10,920	264	198	396	7,524
Totals	2,122	51.70	1,588	3,176	133,392	4,136	3,102	6,204	117,876

SOURCE: St. Pete Beach Planning Department – 2007

Map12 Coastal High Hazard Area - Storm Surge for Category 1 (2007), St. Pete Beach, FL
Source: Pinellas County Planning Department, March 6, 2007

