

## 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, the city enjoys a long history of quality residential living complimented by a thriving tourist-based economy. 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 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.

Several years ago, the St. Pete Beach City Commission and the community recognized the need to take a comprehensive look at redevelopment in the city and take the necessary actions to assure it occurred in a balanced and sustainable manner. In 2002, the city retained a consultant to lead a community visioning process to identify development priorities for the coming years. The result was an articulated desire to focus on improving the City's resort and commercial properties to 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 the major tourist destinations in the county.

In 2003, the city engaged a development consultant to develop a comprehensive redevelopment plan for the City's downtown and beachfront areas. The plan, ***Master Plan for the Resort/Commercial Districts***, was adopted in August 2003 and examined the economic challenges of redevelopment on a barrier island, as well as the many regulatory issues in the current Comprehensive Plan and Land Development Code which need to be addressed.

This Resort and Commercial Redevelopment Plan is the foundation for the proposed creation of two separate Community Redevelopment District (CRD) designations in the Comprehensive Plan. The locations of the two districts are shown on Map 1. These districts are intended to provide the necessary changes to existing policies and the regulatory flexibility to realize the community's long-range vision. The plan is the result of a more than two-year effort undertaken by the City involving a substantial commitment of resources for professional consulting assistance and the substantial public involvement of many citizens and stakeholders in the community.

### PURPOSE OF THIS PLAN

The intent of this plan is to achieve the vision set forth by the community in 2002 and to provide for implementation of the ***Master Plan for the Resort/Commercial Districts*** adopted in 2003. It provides a flexible framework for redevelopment which provides incentives to the development community while ensuring the community benefits from higher quality development, improved aesthetics of public and private development and an improved tax base.

# Map 1. Community Redevelopment Districts Location



This plan reflects St. Pete Beach's desire to maintain its place as a high quality tourist destination and residential community, to reclaim its downtown as the heart of the City and to enhance the City as a premier shopping, working and living location. 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 both the main Post Office and City Hall.

The potential loss of tourist units to condominium redevelopment could have a significant impact on the future 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, implying that they are not occupied as the owner's principle 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 tourist resorts are replaced by 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 transient 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 City has had a mixture of residential and transient citizens since it's incorporation in 1957, and the majority of residents who participated in the earlier visioning processes that prompted this plan have stated that they do not want to see St. Pete Beach turn into a totally residential community. 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.

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***. 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 plan, the city seeks to achieve an integrated approach to planning for the City's resort areas and the traditional downtown core, the two main commercial gateways into the city. The Plan also seeks to address existing and planned urban residential and small transient accommodation neighborhoods.

In addition to the traditional and innovative planning tools 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. The plan calls for the development of separate design guidelines for all new construction and reconstruction within each character district.

## Chapter 2. Existing Conditions

This plan covers two distinct areas of the city; the resort area which begins at about 64<sup>th</sup> Avenue and runs south along the length of Gulf Boulevard to about 37<sup>th</sup> Avenue, and the mostly commercial area which encompasses the original downtown shopping district which extends east/west between Boca Ciega Bay and the Blind Pass Channel and which is bounded on the north and south by 73<sup>rd</sup> and 76<sup>th</sup> Avenues. This “downtown” area also includes the southern part of the Blind Pass Road frontage, between 81<sup>st</sup> and 75<sup>th</sup> Avenues, and the northern part of Gulf Boulevard, between 75<sup>th</sup> Avenue and 64<sup>th</sup> Avenue, and a small mixed use area just west of the downtown between 73<sup>rd</sup> and 66<sup>th</sup> Avenues.

The resort area, which for the purposes of this plan will be referred to as the **Gulf Boulevard Redevelopment District**, is subdivided into four character districts for which individual redevelopment patterns are established by the plan related to that area. They are the **Large Resort District** at the northern end of the beach, the **Boutique Resort/Condo District** at the southern end of the beach, the **Activity Center District**, which includes all of the commercial area on the east side of Gulf Boulevard, and the **Bayou Residential District** which covers a small area on the east side that precedes the transition into the single family residential areas to the south (see Map 2 on the following page).

The commercial area, which in this plan will be referred to as the **Downtown Redevelopment District**, establishes seven unique character districts in the Downtown Planning area and sets the framework for evaluating redevelopment within each 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 core, the **Urban Village Downtown Residential District**, just southeast of the downtown, the **Urban Village Upham Beach Infill District**, which is a transient and residential area located between the commercial area and Upham Beach, and 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 7). The purpose of the 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 an urban 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 activity with less emphasis on the automobile.

### **GULF BOULEVARD REDEVELOPMENT DISTRICT**

The Gulf Boulevard Redevelopment Area consists of 147.19 acres and 114 parcels of land lying on the east and west sides of Gulf Boulevard between 64<sup>th</sup> and 37<sup>th</sup> Avenues. Gulf Boulevard bisects the planning area creating east and west property designations.





There are no other significant streets in the Gulf Boulevard Redevelopment District, with the exception of those running to the east which provide access to single family areas to the east and a few short access streets to the west.

Approximately 48 percent of the land area in this District is developed with transient accommodations. 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 one on the west side, just north of 46<sup>th</sup> Avenue, is owned by Pinellas County, occupies 5.3 acres and provides public beach access. The second, on the east side between 45<sup>th</sup> and 46<sup>th</sup> Avenues, is owned by the City, comprises 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.

Concerns in the area are:

- Functional obsolescence of many transient accommodation 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.

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 the road. The three traffic signals, at 55<sup>th</sup> Avenue, Dolphin Village Shopping Center and at 44<sup>th</sup> Avenue tend to lessen its level of service (LOS) capacity.

**Table 1. Acreage by District**

District	Acreage	Percent of Total
Large Hotel	65.16	44.3
Boutique Hotel/Condo	22.50	15.3
Activity Center	51.67	35.1
Bayou Residential	7.86	5.3
Total	147.19	100.0

SOURCE: St. Pete Beach Planning Department - 2004

The Gulf Boulevard Redevelopment District is characterized by transient accommodations, multifamily developments and a variety of commercial uses with varying intensities and densities. Aesthetics and uses vary, depending on the specific location within the District. The Gulf Boulevard District encompasses a total of approximately 147 acres comprised of four unique character districts.

## Large Resort District

The Large Resort District is located on the west side of Gulf Boulevard from the Pinellas County Park northward to 64<sup>th</sup> Avenue. This area is devoted almost exclusively to larger transient accommodation uses which have a total of 2,195 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 51<sup>st</sup> and 52<sup>nd</sup> Avenues, this area is designated Resort Facilities Medium (RFM) on the Future Land Use Map. A one-block area is designated Commercial General (CG).

**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
Transient 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 property and running south to approximately 220 feet north of 37<sup>th</sup> Avenue. This area has 10 transient accommodation uses with 399 rooms, three multifamily uses, and one each of commercial and government uses. Except for one fairly large development, the transient accommodation uses are relatively small, having less than 40 units each. 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.

**Table 3. Existing Land Use – Boutique Hotel/Condo District**

Land Use	Total Parcels	Acres	Percent of Total
Multifamily	3	5.60	24.9
Transient 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 64<sup>th</sup> Avenue to about 200 feet south of 44<sup>th</sup> Avenue. It includes the remainder of the commercially zoned land in the Gulf Boulevard area, as well as one existing large multifamily use with 182 units, two new multifamily projects currently under construction

with a total of 91 additional units, and one small 30-lot single-family neighborhood located immediately to the east of the commercial property between 60<sup>th</sup> and 58<sup>th</sup> Avenues. The area, except for the single-family neighborhood, is designated Commercial General (CG), Resort Facilities Medium (RFM) and Residential High (RH) on the Future Land Use Map. The single-family area is designated Residential Urban (RU).

Over 45 percent of this area is developed with commercial uses, including the 12-acre Dolphin Village Shopping Center, which makes up nearly half of the total commercial property in the District. In total, there are 25 commercial parcels, 45 residential dwellings, six small transient accommodation uses and one City public park.

**Table 4. Existing Land Use – Activity Center District**

Land Use	Total Parcels	Acres	Percent of Total
Single family	35	6.06	11.7
Duplex	5	1.82	3.5
Multifamily	5	13.50	26.1
Transient accommodation	6	5.11	9.9
Commercial	25	21.77	42.1
Office	3	0.68	1.3
Government	1	1.97	3.8
Transportation/Utility	1	0.76	1.6
Total	81	51.67	100.0

SOURCE: St. Pete Beach Planning Department – 2004

### **Bayou Residential District**

The Bayou Residential District lies South of 44<sup>th</sup> 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 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 presently has four transient accommodation uses and four commercial uses. In addition, there is one 20-unit multifamily development. The entire District is designated RFM on the Future Land Use Map.

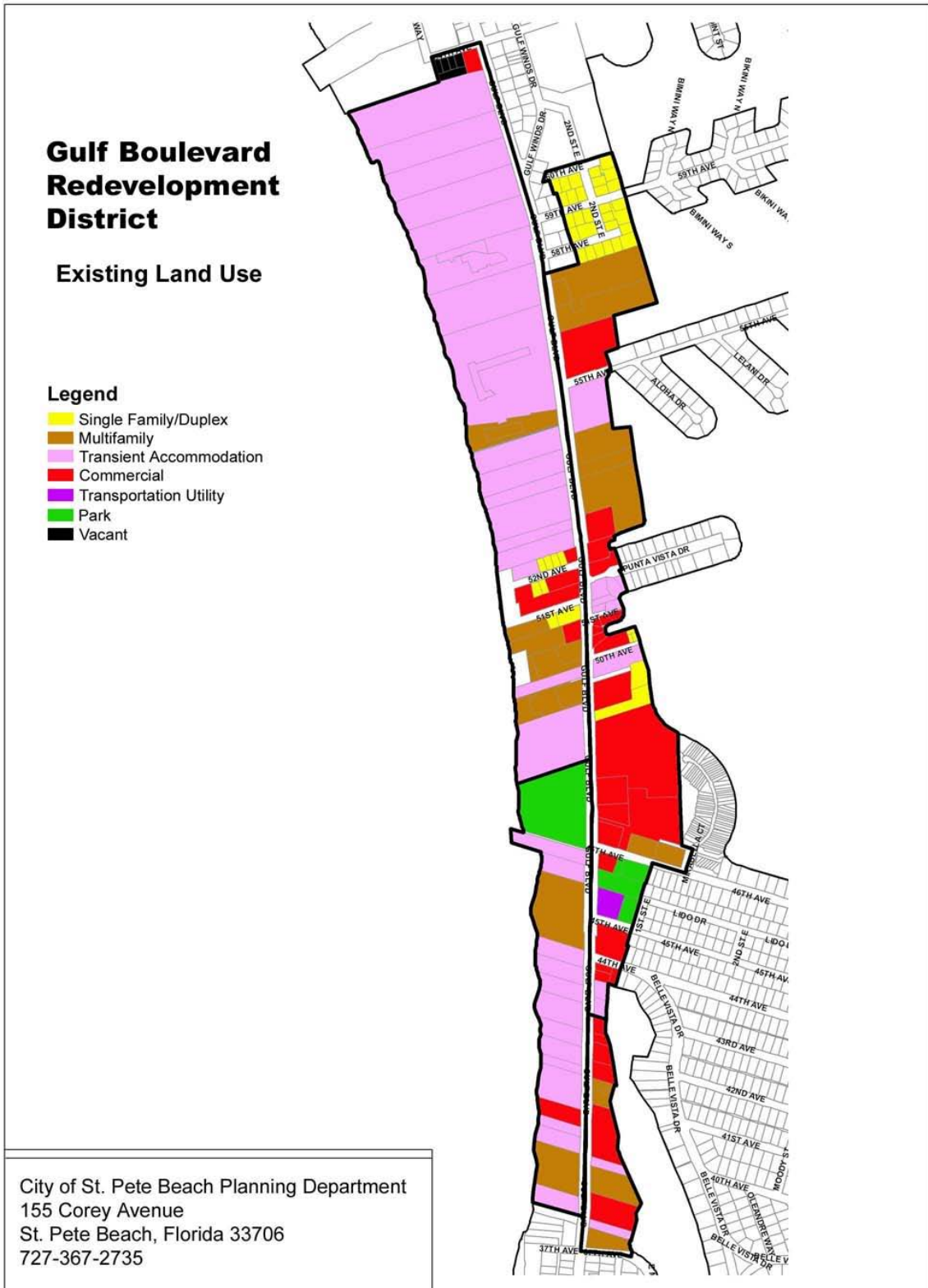
**Table 5. Existing Land Use – Bayou Residential District**

Land Use	Total Parcels	Acres	Percent of Total
Multifamily	1	1.83	23.3
Transient 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

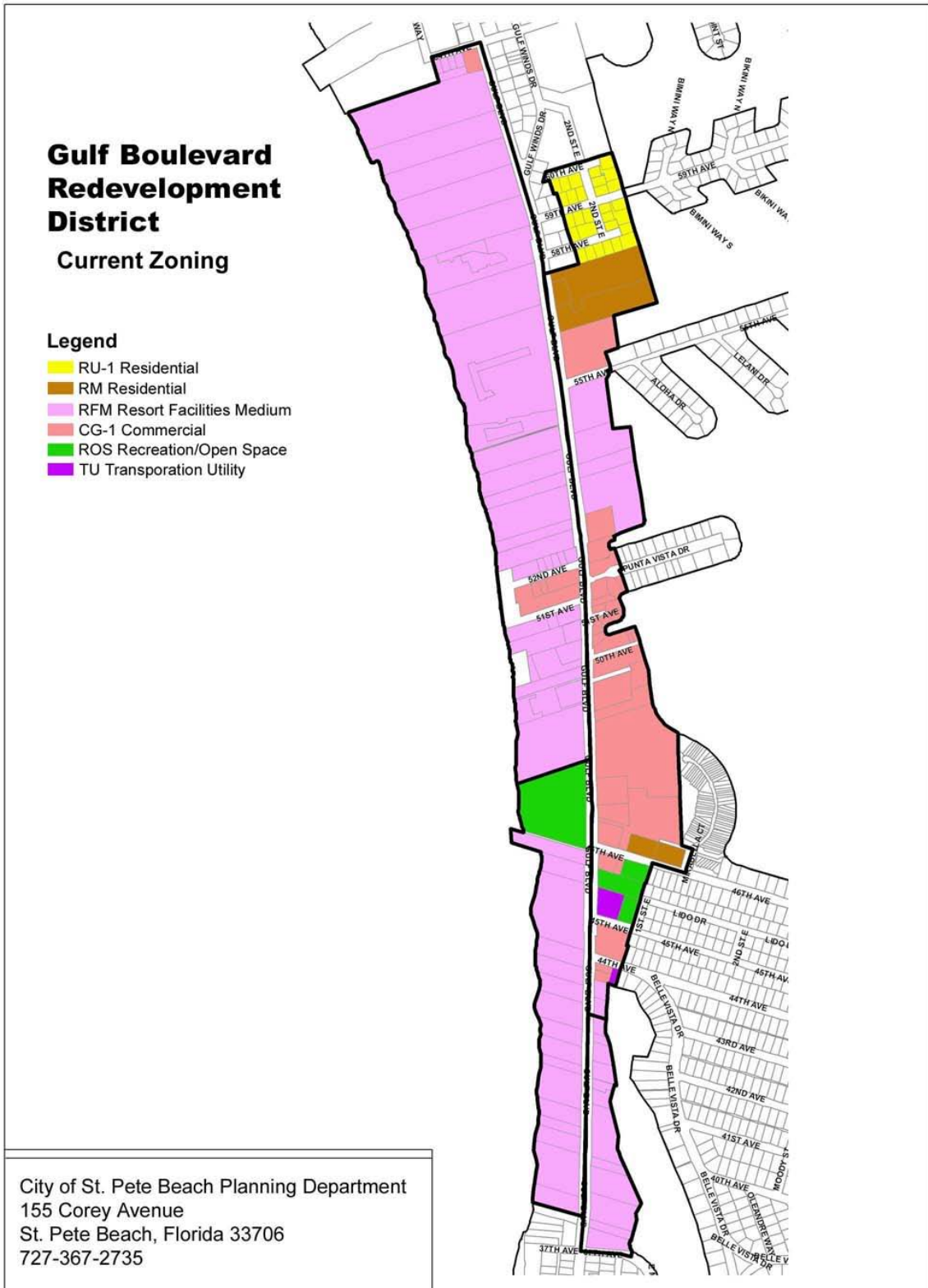
The existing land uses, current Future Land Uses and current zoning for the Gulf Boulevard Redevelopment District are shown on Maps 4, 5 and 6 on the following pages.

**Map 4. Gulf Boulevard Existing Uses**





**Map 6. Gulf Boulevard Current Zoning**



## **DOWNTOWN REDEVELOPMENT DISTRICT**

The Downtown Redevelopment District is comprised of 100.05 acres and 391 parcels of land. 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 transient accommodations and 11 percent of the area is devoted to government uses. Just over two percent of the land is vacant. The balance of the area is institutional and utility uses. Little of the residential property is owner occupied, being mostly those units in the Upham Beach and Downtown Residential areas, with a few in the Blind Pass Road area.

Concerns in the 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.

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 old style fixtures.

**Table 6. Acreage by District**

<b>District</b>	<b>Acreage</b>	<b>Percent of Total</b>
Town Center Core	32.54	32.5
Town Center Corey Circle	4.67	4.7
Town Center Coquina West	6.11	6.1
Urban Village Downtown Residential	11.65	11.6
Urban Village Upham Beach Residential	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

The Downtown Planning Area is characterized by a variety of uses with varying intensities and densities. St. Pete Beach's Downtown encompasses a total of 100.05 acres comprising the seven unique character districts.

## Town Center Core District

The traditional downtown core is located along 76<sup>th</sup>, 75<sup>th</sup> 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. The existing buildings are almost exclusively one story in height. There are a handful of residential and transient 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, a jewelry store, 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.

**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
Transient accommodation	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. This area is surrounded by water on three sides, and Corey Avenue dead-ends there where the former bridgehead for the old Corey Causeway is located. The Causeway was shifted north to 75<sup>th</sup> 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 has two small transient accommodation uses and six commercial and office buildings, including three restaurants. This entire area is designated Commercial General (CG) on the Future Land Use Map.

**Table 8. Existing Land Use – Town Center Corey Circle**

Land Use	Total Parcels	Acres	Percent of Total
Transient accommodation	2	1.88	40.3
Commercial	5	2.40	51.3
Office	1	0.39	8.4
Total	8	4.67	100.0

SOURCE: St. Pete Beach Planning Department - 2004

**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, transient accommodations and commercial. The commercial uses include the City's only mini-storage facility and three restaurants, in addition to four office uses. The residential uses are mostly multifamily and duplexes, and there are three vacant parcels in the area. Except for the half-blocks on the south side of 76<sup>th</sup> Avenue and on the north side of 73<sup>rd</sup> 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).

**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
Transient accommodation	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

**Urban Village Downtown Residential District**

Immediately south of the Town Center Core and east of Gulf Boulevard is a small mixed-use neighborhood located along 73<sup>rd</sup> Avenue and Blind Pass Road. It is a mostly residential with institutional uses and transient accommodations along 73<sup>rd</sup> 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.

**Table 10. Existing Land Use – Urban Village Downtown Residential**

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

Transient accommodation	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
<b>Total</b>	<b>56</b>	<b>11.65</b>	<b>100.0</b>

SOURCE: St. Pete Beach Planning Department - 2004

### Urban Village Upham Beach Infill District

Located on the western side of the Downtown and south of 73<sup>rd</sup> Avenue is the Upham Beach Residential neighborhood. This neighborhood has a mixture of residential and transient accommodation uses, and the average density for this area is about 27 units per acre. Residential developments range from three units to 30 units.

The transient accommodation uses range from five to 25 units per development on lots that range from a single 5,000 square foot lot to one-third of an acre. The residential and transient accommodation uses exist side by side and are fully mixed. Immediately west of this district are several large multifamily and transient accommodation 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 transient uses to the west. This entire area is designated RLM with a Resort Facilities Overlay on the Future Land Use Map. The current Future Land Use Plan densities are less than one-half of the existing developed density.

**Table 11. Existing Land Use – Urban Village Upham Beach Residential**

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
Transient accommodation	19	4.25	26.4
Transportation/Utility	1	.23	1.4
Vacant	4	.61	3.8
<b>Total</b>	<b>85</b>	<b>16.10</b>	<b>100.0</b>

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 81<sup>st</sup> Avenue and 77<sup>th</sup> Avenue on the West, and between 79<sup>th</sup> Avenue and 77<sup>th</sup> 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 80<sup>th</sup> Avenue and 80<sup>th</sup> 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).

**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
<b>Total</b>	<b>37</b>	<b>7.40</b>	<b>100.0</b>

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 73<sup>rd</sup> Avenue and 64<sup>th</sup> 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 75<sup>th</sup> 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 .

**Table 13. Existing Land Use – Commercial Corridor Gulf Boulevard**

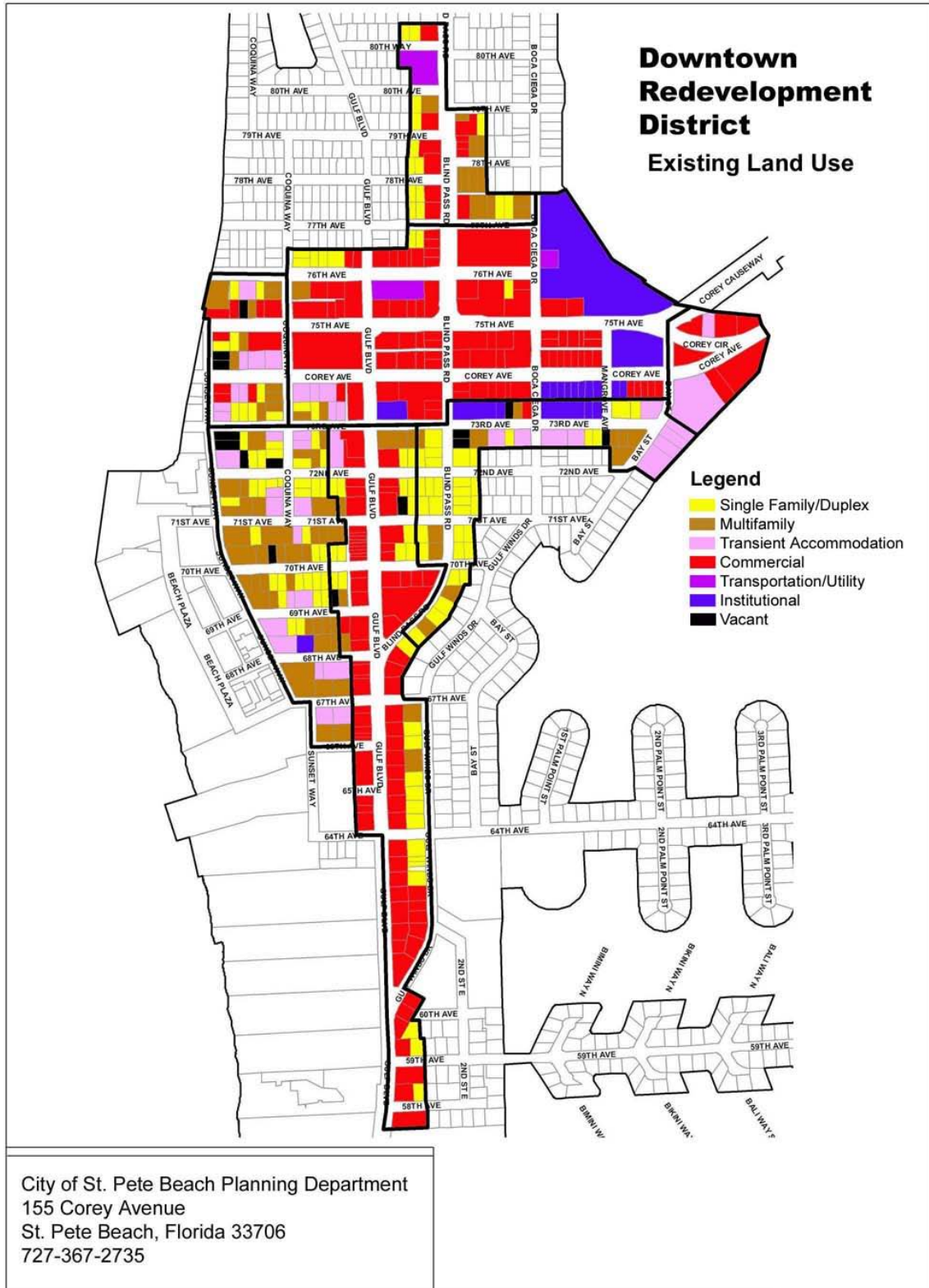
Land Use	Total Parcels	Acres	Percent of Total
Single family	14	1.97	9.1
Duplex	6	.98	4.5
Multifamily	6	2.13	9.9
Transient accommodation	1	.42	1.9
Commercial	57	14.08	65.2
Office	4	1.41	6.5
Government	1	.23	1.2
Vacant	3	.36	1.7
<b>Total</b>	<b>92</b>	<b>21.58</b>	<b>100.0</b>

SOURCE: St. Pete Beach Planning Department - 2004

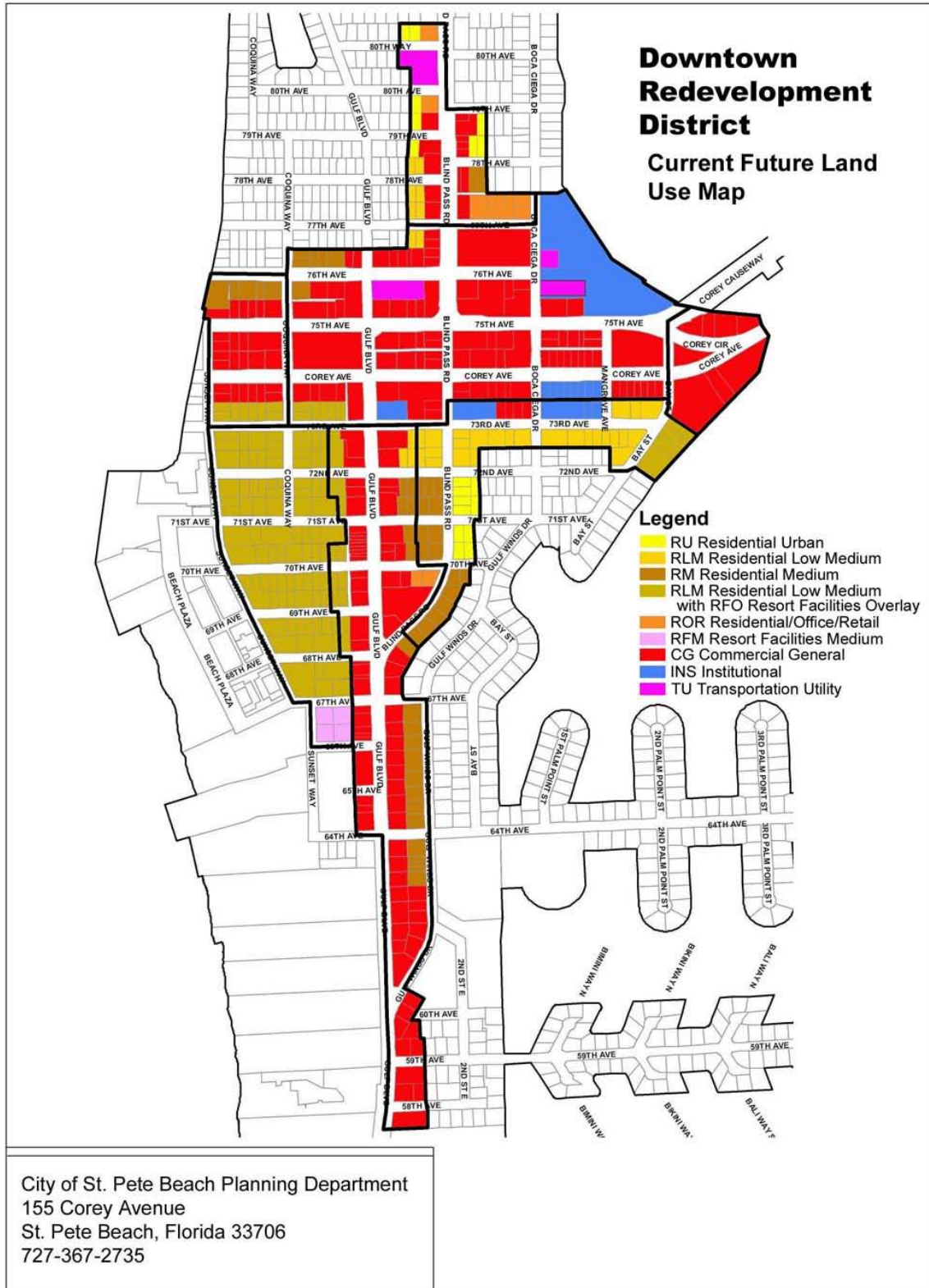
The Downtown Planning Area is a diverse area with a mixture of a few relatively new structures and many much older structures. The core area has substantial potential as a retail and entertainment center. The small residential and transient accommodation area southwest of the downtown core can be revitalized and upgraded to provide more affordable residential and transient accommodations for families. The small residential

area southeast of the core can be made more urban in character and allow for the elimination of some of the older and less functional uses. Finally, the two highway corridors can be revitalized to upgrade the entry into the downtown area, tying it together into a cohesive urban aesthetic. Existing land uses, current Future Land Use and zoning for the Downtown Redevelopment District are shown on Maps 7, 8 and 9 following.

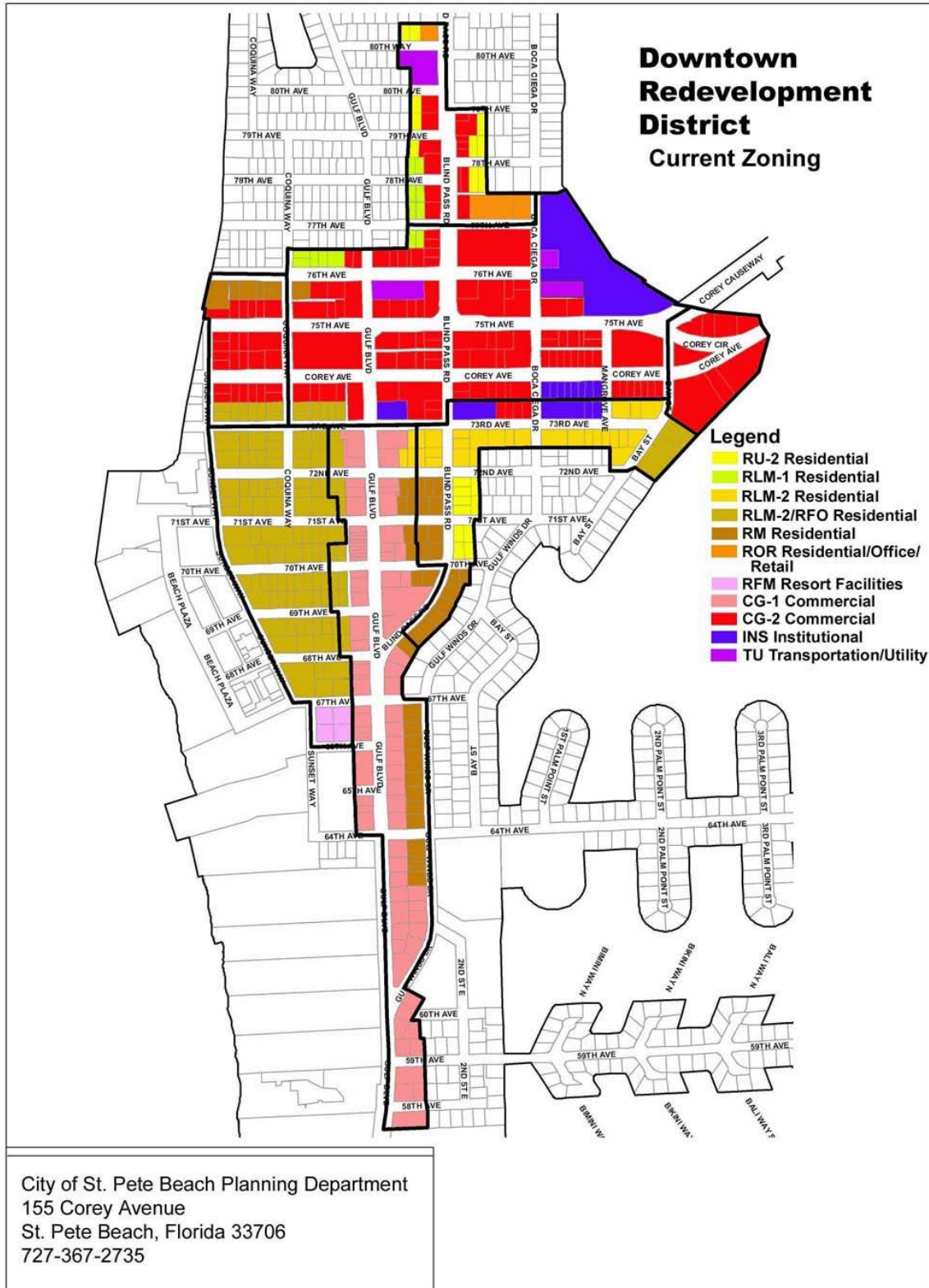
Map 7. Downtown Existing Land Use



Map 8. Downtown Current Future Land Use



Map 9. Downtown 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 16.

**Table 16. 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 are as follows:

**Table 17. Tax Information – Downtown Redevelopment District**

<b>DISTRICT</b>	<b>JUST MARKET</b>	<b>TAX PAID</b>	<b>HOMESTEAD</b>
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
Urban Village – Downtown Residential	\$ 12,592,200	\$ 184,738.95	22 of 56 parcels
Urban Village - Upham Beach Residential Sub-district	\$ 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 for many years. The exceptions are the new City Hall, which is not taxed, and the new insurance office building across Corey Avenue. The remainder of the Downtown Redevelopment District has remained relatively stagnant over the past several years.

## **INFRASTRUCTURE**

### **Water**

Both redevelopment areas are served by the Pinellas County Utility, which provides both distribution and billing. Pinellas County does not limit the amount of water used by its customers at the current time.

### **Wastewater**

Wastewater is collected in lines owned by the City of St. Pete Beach, and it is treated by the City of St. Petersburg at its Northwest Wastewater Treatment Plant. This plant is a 20 million gallon per day facility, and St. Pete Beach currently contributes about 3 million gallons per day. Revenues from the City contribute to future capacity expansion. There are no current capacity issues.

### **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 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.

### **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 is expected to be used.

### **Sidewalks**

The sidewalks along Corey Avenue are generally wide, having been part of an earlier infrastructure project, but the remainder of the sidewalks throughout the area are narrow and some are in disrepair. The sidewalk along Gulf Boulevard from 75<sup>th</sup> Avenue all the way south through the Gulf Boulevard Redevelopment District are about five feet in width, but they are right up against the 40 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.

### **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, and the adopted minimum acceptable standard for the City is LOS D, which is considered reasonable for urban traffic where controlled by traffic signals.

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 75<sup>th</sup> Avenue, Gulf Boulevard south of 75<sup>th</sup> Avenue and 75<sup>th</sup> 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 75<sup>th</sup> 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. 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 the planning area; improvement of these facilities is required. Previously bike lanes have been added as an afterthought to existing roadways; with planned redevelopment, bicycles can become a more integral part of the transportation scheme. Likewise, sidewalks exist in some areas and not others. The redevelopment plans will identify sidewalk installations and improvements for the area.

## **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 will have to be addressed as part of the redevelopment process.

## **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 46<sup>th</sup> Avenue. The other is the City's Lido Park on the east side of Gulf Boulevard. This park 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, and there is one small seating area on the water at the eastern edge of the planning area.

The former City Hall site, located just north of 75<sup>th</sup> Avenue on Boca Ciega Bay, is planned to be developed with additional recreation facilities and offers the best opportunity for a first-class public recreation facility. It currently offers a small skateboard park and a gymnasium which is used for a variety of community and public events. A part of this site is used by the Public Works Department for its storage yard. The Reclaimed Water pumps are also located on the site. The St. Pete Beach Police Station takes up a small portion of the site along the 75<sup>th</sup> Avenue frontage. The total existing development on the site accounts for about an acre and a half, leaving approximately five acres of undeveloped land.

## Chapter 3. The Redevelopment Plan

### VISION OF THE PLAN

The intent of the ***St. Pete Beach Gulf Boulevard Redevelopment Plan*** is to provide a flexible framework for the redevelopment of the Gulf Boulevard corridor, enhancing it as a place that attracts people to live, work, shop and play. The principles and assumptions that guide the Gulf Boulevard Redevelopment Plan are as follows:

- Gulf Boulevard is the economic engine of the City of St. Pete Beach
- Gulf Boulevard is an important center of activity and business;
- The revitalization of the 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, transient accommodations and recreational opportunities;
- Gulf Boulevard should be redeveloped in a more pedestrian friendly fashion;
- The west side of Gulf Boulevard has a unique relationship to the waterfront and should be a focal point for revitalization efforts;
- Views and access to the waters of the Gulf of Mexico must be preserved and enhanced wherever possible;
- Quality urban design is critical for new construction and renovated buildings;
- To encourage pedestrian activity, some automobile-oriented uses should be restricted;
- An adequate parking supply must be provided with new uses; and
- The elimination of blight conditions and the revitalization of the Gulf Boulevard are critical to its future health.

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

- Downtown is a vibrant place that is mindful of its heritage;
- Downtown St. Pete Beach is an important center of activity, business and government;
- The revitalization of the Downtown is critical to the City's overall success;
- Downtown is best suited as an integrated community with a mix of retail, office, residential, and recreational opportunities. The development of a variety of

residential projects to attract new residents to Downtown is critical to the success of a revitalized Downtown;

- Blind Pass Road and Gulf Boulevard should be redeveloped as pedestrian oriented streets and in conjunction with Corey Avenue to form the major retail core of the Downtown;
- Downtown's unique relationship to the waterfront on the east and west should be a focal point for revitalization efforts. Views and access to the water must be preserved;
- Quality urban design is critical for new construction and renovated buildings;
- To encourage pedestrian activity, some automobile-oriented uses should be restricted;
- An adequate parking supply must be provided with new uses; and
- The elimination of blight conditions and the revitalization of the Downtown are critical to the City's future health.

These concepts guided the formation of the plan's goals, objectives and policies. They also provide the basis for the establishment of character districts, which divide the Gulf Boulevard and Downtown areas into separate geographic districts and set the parameters for redevelopment in each. The concepts also provided direction for the types of City strategies for public investment and development incentives that can be used to encourage and facilitate private investment.

## **GOALS, OBJECTIVES AND POLICIES**

### **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 Gulf Boulevard development/redevelopment process and public actions within the area shall 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 redevelopment that will attract residents and visitors to Gulf Boulevard as a recreation, entertainment and shopping destination.

*Objective 1.1: All development within the Gulf Boulevard Area shall further the goals, objectives and policies of this plan and shall be consistent with the character districts, the design guidelines and the applicable zoning overlay for the character districts.*

- Objective 1.2: Residential uses in the Gulf Boulevard Area are encouraged with a variety of densities, housing types and affordability consistent with the character districts.*
- Objective 1.3: A variety of incentives shall be available to encourage redevelopment in the Gulf Boulevard Area.*
- Objective 1.4: Gulf Boulevard shall maintain and, where practical, expand parks and recreational activities that serve residents and visitors.*
- Objective 1.5: Gulf Boulevard shall be a safe environment for both residents and visitors, and real and perceived public safety issues will be addressed.*
- Objective 1.6: The City shall recognize the unique features of Gulf Boulevard and shall continue to expand neighborhood services.*
- Objective 1.7: Public beach access will be preserved and expanded.*

### **Movement Goal**

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

- Objective 2.1: Gulf Boulevard shall be reclaimed as a functioning local street to operate within the Gulf Boulevard Area for vehicular and pedestrian circulation.*
- Objective 2.3: A Master Streetscape Plan shall be implemented to enhance the pedestrian and vehicular environment, invite residents and visitors into the Gulf Boulevard Area, improve traffic circulation and encourage private development.*
- 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 Area.*
- Objective 2.5: Redevelopment and public improvements shall create and contribute to pedestrian linkages throughout the Gulf Boulevard Area.*
- Objective 2.6: The future development of a joint use public/private parking garage and enhanced trolley stops shall be pursued.*

### **Amenity Goal**

Goal 3: Maintain Gulf Boulevard as a memorable place to be enjoyed by residents and visitors that capitalizes on the waterfront, natural resources, built environment and history.

- Objective 3.1: The existing parks shall be improved to provide residents and visitors a memorable experience.*

*Objective 3.2: Additional public beach access points shall be created or required through redevelopment.*

*Objective 3.3: Redevelopment is encouraged to create a vibrant Gulf Boulevard Area environment containing a variety of building forms and styles that respect the Gulf Boulevard character and heritage.*

**Policies**

*Policy 1: Design guidelines shall establish the quality of design features expected for renovation, redevelopment and new construction in Gulf Boulevard Area with which all projects must be consistent.*

*Policy 2: The character of each district shall be reinforced through the site plan and design review 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 Area shall make meaningful contributions to the pedestrian environment through site and building design.*

*Policy 4: Property owners/developers are encouraged to meet with area neighborhood associations/business groups prior to submitting a major redevelopment projects for City review.*

*Policy 5: Residential developments shall provide on-site recreational opportunities wherever possible.*

*Policy 6: Shared parking for commercial, office and mixed uses shall be accomplished wherever possible.*

*Policy 7: All new development and redevelopment shall mitigate potential flood hazards.*

**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. Downtown development/redevelopment and public actions within Downtown shall be governed by the following goals, objectives and policies.

**People Goal**

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

*Objective 1.1: All development within the Downtown shall further the goals, objectives and policies of this plan and shall be consistent with the character districts, design guidelines and applicable zoning overlay for the character districts.*

- Objective 1.2: Residential uses in the Downtown are encouraged with a variety of densities, housing types and affordability, consistent with the character districts.
- Objective 1.3: A variety of incentives shall be available to encourage redevelopment in the Downtown.
- Objective 1.4: The City shall use all existing incentives to encourage Downtown housing and shall evaluate other incentives to encourage residential uses to locate Downtown.
- Objective 1.5: Parks shall be maintained and expanded and recreational activities that serve residents and visitors shall be encouraged.
- Objective 1.6: Downtown shall be a safe environment for both residents and visitors, and real and perceived public safety issues will be addressed.
- Objective 1.7: The City shall recognize the unique features of Downtown neighborhoods and shall continue to expand neighborhood services.

***Movement Goal***

*Goal 2: Create an environment where people and vehicles can circulate together throughout the Downtown safely 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 operations. Vacation of streets shall be evaluated based on redevelopment potential provided other ingress and egress can be provided.
- Objective 2.2: Blind Pass Road and Gulf Boulevard shall be reclaimed as local streets to operate within the Downtown for vehicular and pedestrian circulation.
- Objective 2.3: A Master Streetscape Plan shall be implemented to enhance the pedestrian and vehicular environment, invite residents and visitors into the Downtown, improve traffic circulation and encourage private development.
- 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 Downtown.
- Objective 2.5: Redevelopment and public improvements shall create and contribute to pedestrian linkages throughout the Downtown.
- Objective 2.6: A joint use public/private parking garage and new trolley stop shall be pursued.

## **Amenity Goal**

*Goal 3: Create Downtown as a memorable place to be enjoyed by residents and visitors that capitalizes on the waterfront, natural resources, built environment and history.*

Objective 3.1: The former City Hall site shall be redeveloped and expanded as a waterfront park accessible to all residents and visitors containing active and passive open space, an improved regional outdoor entertainment venue and access to Corey Avenue.

Objective 3.2: Sunset and Sunrise parks shall be developed at either end of Corey Avenue as focal points for these areas.

Objective 3.3: Redevelopment is encouraged to create a vibrant Downtown environment containing a variety of building forms and styles that respect the Downtown character and heritage.

## **Policies**

*Policy 1: Design guidelines shall establish the quality of design features expected for renovation, redevelopment and new construction in Downtown and with which all projects must be consistent.*

*Policy 2: The character of each district shall be reinforced through the site plan and design review 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 Downtown shall make meaningful contributions to the pedestrian environment through site and building design.*

*Policy 4: Property owners/developers are encouraged to meet with area neighborhood associations/business groups prior to submitting major redevelopment projects for City review.*

*Policy 5: Residential developments shall provide on-site recreational opportunities wherever possible.*

*Policy 6: Shared parking for commercial, office and mixed uses should be accomplished wherever possible.*

*Policy 7: All new development and redevelopment shall mitigate potential flood hazards.*

## **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, and natural and manmade 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 6). 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.

### ***Large Resort District***

The Large Resort District is bounded by 64<sup>th</sup> Avenue on the north, Gulf Boulevard on the east, the Pinellas County Park on the south and the Gulf of Mexico to the west, as shown on Map 2, page 6. The District encompasses 35 parcels totaling 65.16 acres and represents 44.3 percent of the Gulf Boulevard Plan Area.

### **Existing Character**

The Large Resort District is dominated by 12 large resorts which utilize over 83 percent of the land area in this District, representing 2,195 transient 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 contiguous vacant lots and eight older single family homes on 52<sup>nd</sup> 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. Lots, while for the most part 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 one condominium development is anticipated to remain in its current configuration.

#### ***Function***

This area will be the focus of resort activity and generate the largest share of pedestrian activity. While individual resorts would be self-contained in terms of restaurants, shops and other guest amenities, it is expected that resort guests will walk from place to place all along Gulf Boulevard.

#### ***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 screened from public view, landscaping would be vastly improved and the two-story buildings would be replaced with taller structures having considerably better architecture. It is anticipated that two or three new, modern resorts 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 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.

Scenario 1. Existing development is fully or partially retained, and additional or replacement units are constructed.

Density – 18 residential units per acre or 50 transient accommodation units per acre or a combination of residential and transient accommodations, not to exceed the preceding densities as applicable. The development may include the normal ancillary residential or transient guest non-residential facilities, but there shall be no freestanding non-residential facilities constructed which are intended to serve the general public.

Scenario 2. The entire existing development is demolished (three acre minimum), and the site is completely redeveloped.

Density – 18 residential units or 80 transient accommodation units per acre, or a combination of residential and transient accommodations, not to exceed the preceding densities as applicable. The development may include the normal ancillary residential and transient guest non-residential facilities. In addition, the development as a bonus may construct freestanding non-residential uses which serve the general public not to exceed an FAR of 0.15 of the entire site.

In both Scenarios 1 and 2, a maximum ISR of 0.85 is permitted.

### **Large Resort District Policies**

The following policies shall govern development in the Large Resort District.

Policy 1: Urban and architectural design features are equally important for both the street and water side of buildings.

Policy 2: Public access to the beach at least 10 feet in width shall be provided on all redevelopments.

Policy 3: Overhead utilities shall be placed underground as part of all redevelopment projects

Policy 4: All new development or redevelopment shall be required to have site plan approval prior to construction.

Policy 5: Landscaping of the site shall be required on all sites where any development will occur, with particular emphasis on the Gulf Boulevard frontage.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***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 46<sup>th</sup> Avenue south to about 220 feet north of 37<sup>th</sup> Avenue, as shown on Map 2, page 6. The District encompasses 15 parcels totaling 22.50 acres and represents 15.3 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 10 transient accommodation 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. The area also has the Pinellas County Park and beach access which is a tremendous asset to this area.

### **District Vision**

#### ***Uses***

Redevelopment of the Boutique Hotel/Condo District should emphasize the residential character of the area, with some small boutique hotels interspersed. Two transient accommodation properties, the Don CeSar Beach House, and Vistas on the Gulf, are fairly new and well established. They will likely not be included in any redevelopment scenario, and it is unlikely that any of the six existing multifamily uses, with 367 units, will redevelop either. The 5.3 acre county park 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 shall remain primarily residential with fewer dwelling units and lower building heights.

#### ***Development Patterns***

Building setback from Gulf Boulevard will be used to establish allowable building heights. Specific determination of height will be made in amendment of the City's Land Development Code.

### ***Prohibited Uses***

Detached single family or duplex dwellings, all commercial and other non-residential development except in support of a transient accommodation 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 – 18 residential units per acre or 50 transient accommodation units per acre or a combination of residential and transient accommodations, not to exceed the preceding densities as applicable. The development may include the normal ancillary residential or transient guest non-residential facilities, but there shall be no freestanding non-residential facilities constructed which are intended to serve the general public.

Additionally, a pool of 250 transient accommodation 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. No single request shall exceed a total of 50 units and no request shall be approved which results in a development of more than 80 total units per acre, exclusive of any affordable housing density bonus.

A maximum ISR of 0.85 is permitted.

### **Boutique Hotel/Condo District Policies**

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

- Policy 1: Urban and architectural design features are equally important for both the street and water side of buildings.
- Policy 2: Public access to the beach at least 10 feet in width shall be provided on all redevelopments.
- Policy 3: Overhead utilities shall be placed underground as part of all redevelopment projects
- Policy 4: All new development or redevelopment shall be required to have site plan approval prior to construction.
- Policy 5: Landscaping of the site shall be required on all sites where any development will occur, with particular emphasis on the Gulf Boulevard frontage.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***Activity Center District***

The Activity Center District lies on the east side of Gulf Boulevard from 64<sup>th</sup> Avenue to about 200 feet south of 44<sup>th</sup> Avenue as shown on Map 2, page 6. The District encompasses 81 parcels totaling 51.67 acres and represents 35.1 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 are currently under construction. The residential uses are primarily located in the northern half of the District above Punta Vista Drive (5200 Block of Gulf Boulevard). South of Punta Vista is a heavy concentration of commercial uses, culminating with the 12-acre Dolphin Village Shopping Center, just across Gulf Boulevard from the Pinellas County Park. South of Dolphin Village are 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. Where properties do redevelop, buildings will be brought toward the front of the site and parking will be moved to the rear.

#### ***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 or is under construction. The primary function of the area is to provide commercial support to the transient accommodations across Gulf Boulevard.

#### ***Development Patterns***

The single-family area at the north end of the district around 59<sup>th</sup> Avenue has the potential to become a small mixed-use node. Dolphin Village can be refurbished into a more modern facility, and perhaps some additional development can occur on the front of the site.

#### ***Prohibited Uses***

Detached single family and duplex dwellings.

#### ***Intensity of Development***

The allowable development intensities and densities within this 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.

Intensity – 0.75 FAR with no residential component; with a residential component not to exceed 18 units per acre of the entire site with a bonus of 0.25 FAR non-residential. Transient accommodation uses are not permitted.

A maximum ISR of 0.85 is permitted.

### **Activity Center District Policies**

- Policy 1: Urban and architectural design features are equally important for both the street and water side of buildings.
- Policy 2: Overhead utilities shall be placed underground as part of all redevelopment projects
- Policy 3: All new development or redevelopment shall be required to have site plan approval prior to construction.
- Policy 4: Landscaping of the site shall be required on all sites where any development will occur, with particular emphasis on the Gulf Boulevard frontage.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***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 44<sup>th</sup> Avenue and extending down to 37<sup>th</sup> Avenue, as shown Map 2, page 6. The District encompasses 10 parcels totaling 7.86 acres and represents 5.3 percent of the Gulf Boulevard Plan Area.

### **Existing Character**

The District has a mixture of older commercial, multifamily and transient accommodation uses. The commercial area is currently on the market, and could be converted to mixed-use, including condominiums or townhouses.

### **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 serves as a kind of buffer between the more intense uses on the west side of Gulf Boulevard and the single family development across the water to the east. The lots

are generally shallow from front to back and do not lend themselves to large developments; it is therefore expected 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. For the most part, properties can only be developed with a single row of buildings facing the road.

### ***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. Transient accommodation uses are not permitted.

Density – 15 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: Urban and architectural design features are equally important for both the street and water side of buildings.

Policy 2: Driveway accesses will be tightly controlled

Policy 3: Overhead utilities shall be placed underground as part of all redevelopment projects

Policy 4: All new development or redevelopment shall be required to have site plan approval prior to construction.

Policy 5: Landscaping of the site shall be required on all sites where any development will occur, with particular emphasis on the Gulf Boulevard frontage.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

## **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 7. 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.

### ***Town Center Core District***

The Town Center Core District is roughly bounded by 76<sup>th</sup> Avenue on the north, Bay Street on the east, Coquina Way on the west and 73<sup>rd</sup> Avenue to the south. 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 and Recreation Center are located there, as is the main 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.

### **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. Assembly of smaller properties and the building of larger integrated developments should be encouraged.

#### ***Function***

Corey Avenue should be the focal 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 create a true visitor destination. The residential uses should be secondary to the commercial uses and be oriented to urban living.

#### ***Development Patterns***

The Town Center Core District should have modest residential density with slightly more intense development 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 former City Hall site shall be redeveloped as a public gathering place, taking advantage of the waterfront with cultural and recreational activities suitable for all ages.

### ***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. Transient accommodation uses are permitted only as bed and breakfast inns with a maximum of 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 50 transient accommodation 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. No single request shall exceed a total of 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: Urban and architectural design features are equally important for both the street and water side of buildings.
- Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.
- Policy 3: Driveways shall be discouraged on Corey and 75th Avenues to ensure a pedestrian-friendly and safe environment.
- Policy 4: Redevelopment of the former City Hall site shall be in accordance with citizen input and compatible with the other uses on the site.

Policy 5: Non-residential uses shall be on the ground floor and the primary component of every development in the downtown; residential uses shall be secondary to the overall project.

Policy 6: Parking shall be located to the side or rear of properties.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

#### ***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 72<sup>nd</sup> Avenue to the south. 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.

#### **Existing Character**

The Town Center Corey Circle District is an older, mostly commercial area, with a 27-unit motel, three restaurants, a transmission shop, a small office building, some old apartments and miscellaneous retail. 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.

#### **District Vision**

##### ***Uses***

Redevelopment in the Town Center Corey Circle District will emphasize the downtown residential component and downtown retail uses. It is envisioned as a mixed use area with principally residential uses surrounding a new Sunrise Park, which would be developed as a focal point by the City at the far eastern end of the Corey Circle area. This park, located in the middle of the area near the water will offer a small seating area and a connection with the new boardwalk to extend from the old bridgehead under Corey Causeway to the larger public park area at the old City Hall site.

##### ***Function***

This area will be the eastern residential anchor for the downtown area, providing water views for the residents. Shopping will be accessory to the residential activities. The park will provide the public and the residents with a gathering place.

##### ***Development Patterns***

The development pattern in this small area will emphasize pedestrian movement, with the use of cars limited to the residents of the area. Pedestrian connections linking the

area with the larger public park facilities on the north side of 75<sup>th</sup> Avenue will be developed.

### ***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. Transient accommodation uses are not permitted.

Density – 24 units per acre or an FAR of 0.55.

A maximum ISR of 0.70 is permitted.

### **Town Center Corey Circle District Policies**

- Policy 1: Urban and architectural design features are equally important for both the street and water sides of buildings.
- Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.
- Policy 3: Driveways shall be discouraged on Corey Avenue to ensure a pedestrian-friendly and safe environment.
- Policy 4: Parking shall be integrated into the principal building and hidden from public view in as much as possible.
- Policy 5: Retail uses shall be located near the pedestrian walkways to provide easy public access.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***Town Center Coquina West District***

The Town Center Coquina West District is bounded by 76<sup>th</sup> Avenue to the north, Coquina Way to the east, Sunset Way to the west and 73<sup>rd</sup> Avenue to the south. 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 73<sup>rd</sup> 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 75<sup>th</sup> Avenues that currently serves as a parking lot for a restaurant.

## **District Vision**

### ***Uses***

Redevelopment of the Town Center Coquina West District is focused on residential uses with nonresidential uses limited to the ground floor.

### ***Function***

This small residential enclave will support the downtown and serve as an anchor for the downtown core area. The expectation is for the existing commercial uses to remain and for a few limited impact retail uses to join them. Residential homes for those who enjoy a more urban environment will be the primary use in the area.

### ***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. It is estimated that this area could support approximately 114 residential units. Sunset Park will be expanded into a public focal point.

### ***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. Transient accommodation uses are not permitted.

Density – 24 units per acre or an FAR of 0.55.

A maximum ISR of 0.70 is permitted.

## **Town Center Coquina West District Policies**

- Policy 1: Urban and architectural design features are equally important for both the street and water sides of buildings.
- Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.
- Policy 3: The assembly of smaller parcels into larger development sites shall be encouraged.
- Policy 4: Structured parking integrated into larger developments will encouraged.

## **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

## ***Urban Village Downtown Residential District***

The proposed Urban Village Downtown Residential District includes both sides of 73<sup>rd</sup> 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 73<sup>rd</sup> Avenue to 69<sup>th</sup> Avenue. 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. The church property is currently offered for sale and has been on the market about a year. Inquiries to the City regarding the redevelopment of the property have centered around townhouse or other multifamily developments. 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 is 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 Urban Village Downtown 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 Urban Village Downtown Residential District is seen as an area for a variety of urban 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 urban residential area.

### ***Development Patterns***

The properties along 73<sup>rd</sup> 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 transient 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. Transient accommodation uses are not permitted.

Density – 15 units per acre.

A maximum ISR of 0.70 is permitted.

### **Urban Village Downtown Residential District Policies**

Policy 1: Urban and architectural design features are equally important for all street sides of buildings.

Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and the human scale of the area.

Policy 3: Redevelopment shall be compatible with those existing developments that remain in the neighborhood.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***Urban Village Upham Beach Infill District***

The Urban Village Upham Beach Infill District is the area between Sunset Way and the commercial properties along Gulf Boulevard between 73<sup>rd</sup> Avenue and 66<sup>th</sup> Avenue. 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 transient accommodation and condominium developments to the west along the Gulf of Mexico. This entire District is within easy walking distance of Upham Beach Park, which provides public access to the Gulf of Mexico.

### **District Vision**

#### ***Uses***

The average existing development density of uses in Urban Village Upham Beach Infill 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 transient accommodation projects. There are also four vacant lots.

#### ***Function***

The function of this District is to provide a transition between the commercial uses of Gulf Boulevard and the more intense transient and condominium uses along the Gulf of Mexico adjacent to Upham Beach. The area will promote pedestrian activity and limited automobile traffic.

#### ***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.

#### ***Prohibited Uses***

All non-residential uses.

#### ***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 Urban Village District shall be a principally residential district. Non-residential uses are not permitted.

Density – 24 residential units per acre

Additionally, a pool of 50 transient accommodation 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. No single request shall exceed a total of 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 0.70 is permitted.

### **Urban Village Upham Beach Infill District Policies**

Policy 1: Urban and architectural design features are equally important for all street sides of buildings.

Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***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 81<sup>st</sup> Avenue to 77<sup>th</sup> Avenue and approximately 200 feet of depth on the east of Blind Pass Road from 79<sup>th</sup> Avenue to 77<sup>th</sup> Avenue. The District encompasses 7.40 acres totaling 37 parcels. The District represents about 7.4 percent of the Downtown Redevelopment District area.

### **Existing Character**

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

### **District Vision**

#### ***Uses***

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. 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.

### ***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 development of the frontage properties. 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, and there shall be minimal access maintained. This district requires a buffer of sufficient width to protect the remaining residential uses, the size and type to be decided at the time of site plan approval.

### ***Prohibited Uses***

Detached single family or duplex dwellings 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, the site may include a residential component. Transient accommodation uses are not permitted.

Intensity – 0.70 FAR with no residential component; with a residential component not to exceed 18 units per acre a bonus of 0.20 FAR non-residential.

A maximum ISR of 0.70 is permitted.

### **Commercial Corridor Blind Pass Road District Policies**

Policy 1: Urban and architectural design features are equally important for all street sides of buildings.

- Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.
- Policy 3: No commercial redevelopment of property that has no direct access to Blind Pass Road shall be permitted.
- Policy 4: Frontage properties shall be permitted to expand to the limits of the District boundaries only.
- Policy 5: A physical buffer at a depth of at least 25 feet adjacent to existing residential properties shall be included with every redevelopment or renovation, whether or not there is expansion of the site.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

### ***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 73<sup>rd</sup> Avenue and 64<sup>th</sup> Avenue. 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 73<sup>rd</sup> Avenue and Gulf Boulevard. The District represents about 21.6 percent of the Downtown Redevelopment District area.

### **Existing Character**

As is the case with the Blind Pass Road Corridor, the frontage lots 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 of the commercial properties to the residential properties to the rear will be required.

### **District Vision**

#### ***Uses***

The Commercial Corridor Gulf Boulevard District lies between the Urban Village Downtown Residential and Urban Village Upham Beach Infill Districts. The expectation for this corridor is that it will remain commercial. The introduction of residential uses in this area would be problematic because of the vehicle traffic. Properties would support up to two-story commercial redevelopment. Between 67<sup>th</sup> and 64<sup>th</sup> 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

#### ***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 traffic 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 residential development.

### ***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 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 residential component. Transient accommodation uses are not permitted.

Intensity – 0.70 FAR with no residential component; with a residential component not to exceed 18 units per acre, a bonus of 0.20 FAR non-residential.

A maximum ISR of 0.70 is permitted.

### **Commercial Corridor Gulf Boulevard District Policies**

- Policy 1: Urban and architectural design features are equally important for all street sides of buildings.
- Policy 2: Redevelopment and new construction shall be compatible with and contribute to pedestrian vitality and human scale of the area.
- Policy 3: No development of property that has no direct access to Gulf Boulevard shall be permitted.
- Policy 4: Frontage properties shall be permitted to expand to the limits of the District boundaries only.

### **Design Guidelines**

Specific Design Guidelines will be developed following adoption of the general plan.

## 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; most of the buildings do not comply with current FEMA regulations and parking is insufficient. In many ways, the mix of uses within the buildings is not appropriate for the current market. If redevelopment is not encouraged and facilitated, new investment in the area will be unlikely.

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. These buildings range from two to 12 stories in height. Rooms are small and, while they have been updated periodically over the years, they frequently are not suitable for or appealing to the current market. 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 transient accommodation infrastructure in the City is essential to long-term economic stability.

St. Pete Beach is already experiencing significant redevelopment pressure, principally from residential developers, but the consensus of citizens is that any redevelopment needs to be directed such that the appropriate character is achieved through improved building aesthetics, better landscaping and a better market place. They also understand the necessity of retaining some of the hospitality industry in the future. Inevitably, redevelopment will occur. The question is the extent to which the City chooses to direct the quality and aesthetics of new development through policies for design and function of redevelopment projects.

### TRANSIENT ACCOMMODATIONS

In the city's Land Development Code, transient occupancy is defined as:

***Transient occupancy*** means occupancy that is intended to be temporary, or which is offered or advertised as being available, for a term of less than thirty (30) days. Any occupancy of less than thirty (30) days be deemed a transient occupancy unless such occupancy results from, the early termination of a rental agreement having a term in excess of ninety (90) days, or the termination of a month-to-month tenancy as defined by law. In determining whether a property is used as a transient occupancy, 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.

Transient accommodations include bed and breakfast inns, hotels, motels and resort condominiums, all of which are governed by the above definition. Within the context of this plan, transient accommodations, except for bed and breakfast inns, may be required to have additional facilities, such as meeting rooms, fitness centers, restaurants, and

swimming pools. They will be required to be operated as resort facilities with full-time staffing and 24-hour operations. These requirements will be spelled out in development agreements between the City and developers prior to permitting.

## **PLAN SUMMARY**

The combined current development potential for the two Plan areas, the Gulf Boulevard Redevelopment District and the Downtown Redevelopment District, are 4,579 residential units and 6,706 transient accommodation units. Under this plan, the proposed combined development potentials are 4,479 residential units (representing a reduction of 99 units city-wide) and 6,688 transient accommodation units, representing a total reduction of 18 potential units.

Maximum transient accommodation densities of 80 units per acre which are planned for the Large Resort District will only be granted to those properties for which total redevelopment occurs. 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 80-unit density, unless a site area of at least three acres is redeveloped as an individual, comprehensive project. In order to encourage improvements on those properties which will not be completely redeveloped, the City will 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

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 transient accommodation units. The expectation is that most of the hotel development will be in the Large Resort District where maximum densities for transient units can potentially be as high as 80 units per acre. In the Boutique Hotel/Condo District, where the lots are considerably smaller, densities are limited to 50 units per acre for transient units; therefore, there is additional incentive to build condominium units at up to 18 units per acre. 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, no transient accommodations are permitted and residential development is limited to 18 units per acre, or about 200 units less than the current potential in that district. It is expected that most of this area, except for the multifamily development north of 55<sup>th</sup> Avenue and the two new projects south of 55<sup>th</sup> Avenue, will be redeveloped as commercial uses, with possibly some limited residential development as part of a mixed use project.

Finally, in the Bayou Residential District, the plan calls for the proposed potential to remain essentially the same as the current development potential. The adopted Comprehensive Plan allows 18 units per acre for residential development and 30 units per acre for transient accommodations. Under the redevelopment plan, transient accommodations will be eliminated as a permitted use.

In the Town Center Core District, the Plan lowers the maximum allowable residential density by six units per acre, or about 25 percent. While Table 20 shows the total development potential at 488 residential units, the Plan requires that the first floor be a commercial use and therefore it is anticipated the actual construction of residential

development will be no more than about 325 units. This is over 300 units less than currently possible under the adopted Future Land Use Plan. New transient accommodation development, of which there is a current potential of 1,301 units, will be eliminated entirely.

In the Town Center Corey Circle and the Town Center Coquina West Districts, transient accommodations are being eliminated as an allowable use, and the residential density remains at 24 units per acre. These two small areas cover a combined 10.78 acres.

In the Urban Village Downtown Residential District, which currently does not permit transient accommodations, there will be an increase in the residential density from 10 to 15 units per acre in order to encourage redevelopment. However, because it is a small area, potential residential development will only increase by 40 total units.

In the Urban Village Upham Beach Infill District, the Plan proposes to increase the residential density from 10 units per acre to 24 units per acre and eliminate the transient accommodation density. This area has an existing developed density of about 27 units per acre, even though the current Comprehensive Plan only allows 10 units per acre. Excluding the current single-family development, the existing density increases more significantly. There are 21 single family and 11 duplex homes in this district, but the existing multifamily developments average about 33 units per acre, and the transient accommodation uses average approximately 36 units per acre. Nine of the 19 transient uses are currently developed at over 40 units per acre.

Finally, this Plan lowers the residential density potential in the Commercial Corridor Blind Pass Road and Commercial Corridor Gulf Boulevard Districts from 24 to 18 units per acre. Transient accommodations are not permitted in either district, a reduction of 906 potential units from current Plan totals. Potential residential density is decreased by 21 units.

The proposed Future Land Use Map changes for the two redevelopment districts to the CRD Community Redevelopment District are shown on Maps 10 and 11 on pages 56 and 57.

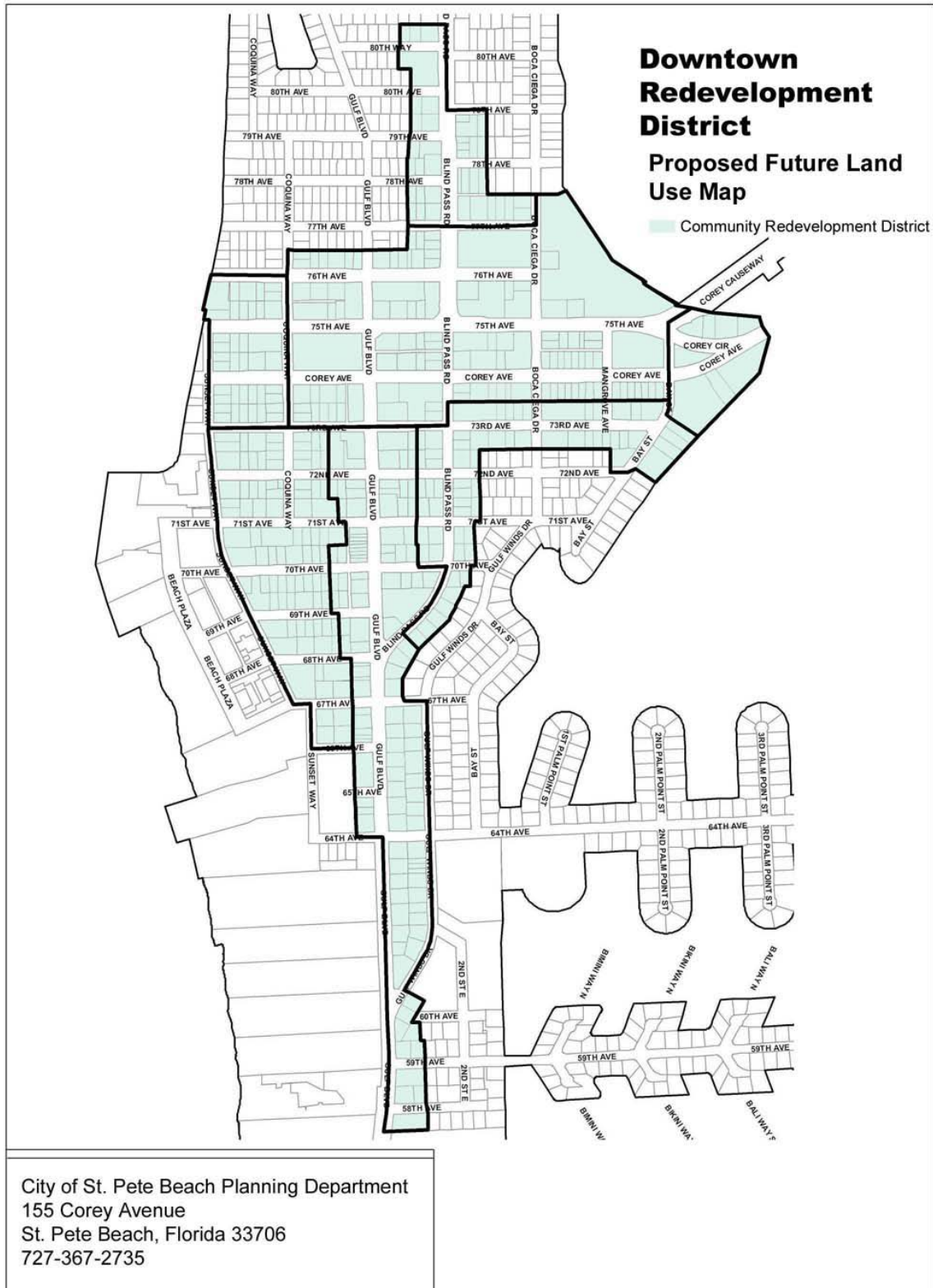
## **DEVELOPMENT COMPARISON**

### ***Densities of Residential and Transient Accommodations***

Within the two redevelopment Districts, the overall development potential proposed by this plan has been reduced from the existing potential currently in the City's Comprehensive Plan. As adopted, the total potential maximum density in the two areas would be 4,579 residential units. Under this redevelopment plan, the potential residential density is lowered to 4,480 units, representing a reduction of 2.2 percent. Similarly, redevelopment for transient accommodations decreases the potential from 6,706 total units to 6,688 units, a reduction of less than one percent. This is shown in Table 18.



**Map 11. Proposed Future Land Use Map – Downtown Redevelopment District**



**Table 18. Overall Density Comparison\* for Both Districts**

	Acreage	Current		Proposed		Differences	
		Residential	Transient	Residential	Transient	Residential	Transient
<b>Gulf Boulevard Redevelopment District</b>	153.21	2,953	4,480	2,758	6,588	(195)	2,108
<b>Downtown Redevelopment District</b>	94.05	1,626	2,226	1,722	100	96	(2,126)
<b>Total</b>	247.26	4,579	6,706	4,479	6,688	(99)	(18)

\*NOTE: This table shows the numbers for the maximum allowable densities in both categories. Either 4,479 total residential units or 6,688 total transient units could be built using the entire 247.26 acres exclusively for one use. It is likely that most areas will have a combination of residential development and transient accommodation development, not the maximum potential shown for both.

\*\*NOTE: Numbers in these tables may not total exactly, due to rounding error associated with the original calculations.

Under this plan, development potential is shifted from one area to another and reduces both residential and transient densities at the same time. Table 19 shows that in the Large Resort District and the Boutique Resort/Condo District there is an increase in the potential number of transient units by 3,937, but the potential number of residential units is reduced by 13. At the same time, transient units are reduced by over 1,800 units in the Activity Center and Bayou Residential Districts. The net change in transient units is an increase of 2,108, but with a net decrease of 195 potential residential units.

**Table 19. Comparing Current and Proposed Allowable Densities\* in the Gulf Boulevard Redevelopment District**

	Acres	Current Densities Residential/ Transient		Residential	Transient	Proposed Densities Residential/ Transient		Residential	Transient
		Residential	Transient			Residential	Transient		
Large Resort	65.16 total					18	80	1,173	5,213
RFM	63.04	18	30	1,135	1,891				
CG	2.12	24	40	51	85				
Boutique Resort/ Condo	22.50 total					18	Maximum 250 units for entire district	405	1,375
RFM	22.50	18	30	405	675				
Activity Center	57.69 total					18	0	1,038	0
RU	5.01	7.5	0	38	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	798	1,331				
ROS	1.97	0	0	0	0				
TU	.90	0	0	0	0				

Bayou Residential	7.86 total					18	0	141	0
RFM	7.86	18	30	141	236				
Total	153.21			2,953	4,480			2,758	6,588

\*NOTE: This table shows numbers for the maximum allowable densities in both categories. For development of all residential or all transient units, the 65.16 acres in the Large Resort District would permit either 1,173 total residential units or 5,213 total transient units; not both.

For each acre that is developed as residential at 18 units per acre, an acre is deducted from the acreage available for transient units at 30 units per acre. For instance, if 20 acres were to be developed residentially at 18 units per acre, there would be 360 total residential units built; if the remaining 45.16 acres were redeveloped as transient accommodations, the number would be 3,612 total units. Assuming these two scenarios, the total development for the 65.16 acres would be 3,972 units (360 and 3,612), or 2,412 units less than the totals shown above.

SOURCE: St. Pete Beach Planning Department - 2004

In the Downtown Redevelopment District, as shown in Table 20, the number of potential residential units is increased by 96, and the potential number of transient units is reduced by 2,126.

**Table 20. Comparing Current and Proposed Allowable Densities\* in the Downtown Redevelopment District**

	Acres	Current Densities Residential/ Transient		Residential	Transient	Proposed Densities Residential/ Transient		Residential	Transient
Core	32.54 total					15	Maximum 50 units for entire district	488	50
INS	7.18	12.5	0	89	0				
CG	22.09	24	40	530	883				
TU	1.54	0	0	0	0				
RLM-RFO	.74	10	16.67	7	12				
RM	.99	15	0	14	0				
Corey Circle						24	0	112	0
CG	4.67	24	40	112	186				
Coquina West	6.11 total					24	0	146	0
R/OG-RFO	1.06	15	25	15	26				
RM	1.24	15	0	18	0				
CG	3.81	24	40	91	152				
Downtown Residential	11.65 total					15	0	174	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 Residential	16.10 total					24	Maximum 50 units for entire district	386	50
RLM-RFO	15.14	10	16.67	151	252				
RFM	.96	18	30	17	28				

Blind Pass Road	7.40 total					18	0	133	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 Boulevard	21.58 total					18	0	280	0
RLM-RFO	1.77	10	16.67	17	29				
RLM	.37	10	0	3	0				
RM	2.36	15	0	25	0				
CG	16.77	24	40	274	456				
ROR	.31	18	0	5	0				
Total	100.05			1,612	2,222			1,719	100

\*NOTE: This table shows numbers for the maximum allowable densities in both categories. In reality, either 1,719 residential units or 483 transient units could be built using the total 93.43 acres for one or the other. As allowed by this plan, only two areas show an increase in residential development and only one area could have more transient development than currently allowed, but none of the areas will have the maximum potential shown for both.

SOURCE: St. Pete Beach Planning Department – 2004

The combined current development potential for the two areas, the Gulf Boulevard Redevelopment District and the Downtown Redevelopment District, are 4,579 residential units and 6,706 transient accommodation units. Under this plan, the proposed combined development potentials are 4,479 residential units, representing a reduction of 99 citywide units, and 6,688 transient accommodation units, representing a reduction of 18 units.

### ***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 existing non-residential properties or transient accommodation uses. In many character districts, a bonus of commercial floor area is provided in addition to residential or transient accommodation density. This bonus is available in specified areas, even when the proposed FARs do not otherwise allow for purely commercial development. This policy is intended to encourage mixed-use developments by

**Table 21. Comparing Intensity Standards\* for All Character Districts.**

	Total Acres	Current FAR	Potential Floor Area (Acres)	Proposed FAR	Potential Floor Area (Acres)	Proposed FAR Bonus	Potential Acres	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	57.69		32.02	0.75	43.27	0.25	14.42	57.69
RU	5.01	0.40	2.00					
RH	6.66	0.60	4.00					
RFM	8.75	0.65	5.69					
RM	1.81	.050	0.91					
CG	33.27	0.55	18.30					
ROS	1.97	0.25	0.49					
TU	.90	0.70	0.63					
Bayou Residential	7.86		5.11	0.00	0.00	0.30	2.36	2.36
RFM	7.86	0.65	5.11					
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					
Downtown Residential	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 Residential	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	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 Boulevard	15.58		8.34	0.90	14.02	0.00	0.00	14.02
RLM-RFO	1.77	0.50	0.89					
RLM	.37	0.50	0.19					
RM	1.71	0.50	0.86					
CG	11.42	0.55	6.28					
ROR	.31	0.40	0.12					
<b>Totals</b>	<b>247.26</b>		<b>144.63</b>		<b>102.52</b>		<b>41.19</b>	<b>143.61</b>

\*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

providing for commercial floor area allowances in those instances where the maximum density of residential and transient accommodation units is being proposed. 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 development of facilities providing goods and services to residents of new developments, especially where such goods and services are provided within a proximity that is reasonable from the perspective of pedestrian utilization. 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.

The proposed changes to floor/area ratios in the redevelopment area in a maximum development scenario represent a decrease of approximately 44,000 square feet of development potential over the current maximum allowable floor area of non-residential development in all Character Districts. This “worst case” analysis includes all existing allowable development potentials, as well as the proposed commercial floor area bonuses associated with residential and transient accommodation uses. The potential for impact from these proposed bonuses is offset by the proposed reduction in potential floor area throughout all character districts. Table 21 compares the various allocations of floor area in the current Plan and the proposed Plan. This table indicates an aggregate proposed reduction of potential non-residential floor area of 1.02 acres, or 0.7 percent, in the eleven charter districts including the FAR allowed as a matter of right plus the bonus FAR permitted in certain districts. These development potentials approximately balance, resulting in the decrease of approximately 44,000 square feet of potential commercial floor area previously referenced. This decrease in the maximum development potential of non-residential uses in the Redevelopment Plan area implies no significant impacts beyond those already provided for in the adopted Comprehensive Plan.

The redistribution of development intensities throughout the plan area provides for the most significant increases in those areas where a substantial intensity of development currently exists, specifically the Downtown Core and the Gulf Boulevard Activity Center. The intent of these increases is to facilitate the redevelopment of existing commercial facilities to provide goods and services to the expanded tourist base resulting from transient accommodation facility 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. Much of the customer traffic for any redeveloped commercial project in these areas is anticipated to consist principally of the tourists utilizing the redeveloped resort facilities. Many of these tourists will be pedestrians; therefore impact on the existing transit infrastructure through redevelopment would have minimal impact on the functional classification of existing arterial roads. 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.

## **FEMA**

Almost none of the current buildings in the redevelopment districts is currently FEMA compliant, whereas all of the new buildings will be required to comply with FEMA guidelines. Overall, the city will lessen the presence of non-compliant structures significantly through implementation of this redevelopment plan.

## **HURRICANE EVACUATION**

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 hours, with an additional 13 hours required for those people to reach temporary safe locations.

It is assumed that residential developments produce a larger evacuation problem than do transient accommodation uses, as transient 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 districts, both the residential potential and the transient accommodation potential are being reduced below what is currently planned for. The emphasis in this plan is on transient accommodation uses, which normally would be expected to evacuate early; however the City will include policies in its revised Comprehensive Plan and require hotel operators to development and submit to the City plans and policies for evacuation of transient accommodation facilities in the event of tropical cyclone occurrence.

## **HISTORIC PRESERVATION**

Neither of the two 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 either redevelopment district. However, the city will evaluate buildings within the Community Redevelopment Districts for historic significance, and if any are found, 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 the existing Comprehensive Plan.

### ***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 Utility to provide potable water to its citizens. Billing and all service-related issues are handled by the County.

In the new developments, the plumbing will be modernized using low-flow devices; and with the overall reduction in development potential, water consumption is expected to be lower. The properties that are most likely to be redeveloped under this plan, particularly the current transient accommodations in the Large Resort District, were originally built in the 1950s and 1960s. Most feature older plumbing fixtures and probably substantial deferred maintenance throughout the systems. Current low-flow devices, shower heads, taps and toilets reduce water usage by 50 percent or more over the older devices.

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.

In the entire Large Resort District it is calculated that the existing development of nine hotels, estimating an average occupancy rate of 75 percent, has 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 10 hotels are demolished and replaced by new 80-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 23 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 result of this Plan.

### ***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 on a per day or monthly basis, but there is no cap on the actual amount that can be treated. There does not appear to be a capacity issue.

The proposed development under this plan may actually reduce sewer usage because of the installation of low-flow plumbing devices, discussed in the previous section, in the new developments. 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.

### ***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 and 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 plan.

### ***Storm Water***

The drainage in all 11 character districts will be improved with the redevelopment of the areas. Properties currently provide little or no storm-water management infrastructure.

In certain areas where development interfaces with the northern segment of Blind Pass Road and Gulf Boulevard below 75<sup>th</sup> Avenue, drainage is under the jurisdiction of FDOT. The City clearly will coordinate these drainage issues with FDOT.

Many of the current uses predated the city's current development controls, and those built 30 or 40 years ago do not meet today's drainage standards. Up to date drainage requirements should significantly improve future storm water run-off.

### ***Sidewalks***

Existing sidewalks will be improved, and new sidewalks will be added where appropriate. The City will adopt Comprehensive Plan policies consistent with Pinellas County Metropolitan Planning Organization guidelines for "Livable Communities" improvements designed to facilitate pedestrian mobility and connectivity of new development.

### ***Traffic Circulation***

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.

The City intends to work with the Florida Department of Transportation (FDOT) to make improvements that will facilitate both vehicular and pedestrian movement. Control of driveways, shared access drives; additional landscaping in the right-of-way; narrowing of driving lanes, reduction of speed limits and widening of sidewalks will be accomplished in the future.

Traffic patterns in the Downtown Redevelopment District will change very little; however, pedestrian access and circulation will be improved. Parking will be improved both from a functional and an appearance standpoint. The south leg of Blind Pass Road will receive the biggest change, with the installation of additional landscaping and modification of the existing three driving lanes to calm traffic and enhance the pedestrian experience.

Blind Pass Road north of 75<sup>th</sup> Avenue, which was recently widened from two to five lanes, has a current LOS of better than C. Gulf Boulevard south of 75<sup>th</sup> Avenue, according to 2003 Metropolitan Planning Organization data, has an LOS of B. That portion of 75<sup>th</sup> Avenue from the Corey Causeway to Gulf Boulevard is four lanes, plus turn lanes, but there are three traffic lights within three blocks and the road comes into St. Pete Beach across a bascule bridge. It carries a current LOS of E. All three of these streets are FDOT roadways. It is unlikely that traffic flows on these roads will change, but the City will work with FDOT to seek to calm the traffic by locating adjacent uses close to the front property line and requiring landscaping improvements along these roadways.

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 landscaping and improvements to, or the addition of, sidewalks.

## AFFORDABLE HOUSING

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

The maximum potential density and intensity under the proposed redevelopment plan reduces potential maximum residential development by 99 units and slightly reduces potential transient accommodation units by 18. Potential non-residential floor area under the redevelopment plan decreases by approximately 44,000 square feet. Under any reasonable combination of commercial, residential and transient accommodation development, the net impact of the redevelopment plan on the need for affordable housing in comparison to the currently approved Comprehensive Plan will be zero.

**Table 22. Market Value Analysis for Character Districts.**

	<b>Total Just Market Value 2004 Tax Year</b>	<b>True Market Value(est.)/ Acre @ 125%</b>	<b>Acres</b>	<b>Value/Acre</b>	<b>Value/6000 Sq. Ft.</b>
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 Residential	\$12,592,200	\$15,740,250.00	11.65	\$1,389,254.19	\$191,357.33
Upham Beach Residential	\$25,147,700	\$31,434,625.00	16.10	\$1,952,461.18	\$268,934.05
Blind Pass Road	\$7,070,900	\$8,838,625.00	7.40	\$1,159,924.54	\$159,769.22
Gulf Boulevard	\$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.

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 or no 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 residential Character District). A standard 6000 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**

Type of Development	Required Mitigation
New Residential Construction (Net)	\$1000/unit Affordable Housing Impact Fee
New Transient Accommodation Construction (Net)	\$1000/unit Affordable Housing Impact Fee
New Non-Residential Floor Area (Net)	\$0.50 per square foot Affordable Housing Impact Fee for all floor area over 10,000 square feet.

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, and market conditions will likely not result in any additional development of affordable housing for the foreseeable future. The City, therefore, will impose two conditions associated with projects in the identified redevelopment area. First, an Affordable Housing Impact Fee will be established (see Table 23), with revenues generated being utilized in cooperation with existing affordable housing programs in The City of St. Petersburg and Pinellas County to create affordable housing units within reasonable proximity to the City of St. Pete Beach. Impact fees would be assessed on net development, with credit provided for any existing units or floor area which is removed during the redevelopment process. 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.

The second policy will be to allow for a density bonus for transient accommodation developments which provide low and moderate income worker related housing on site, or create additional affordable housing units off site. This bonus would allow for two additional transient accommodation units to be developed for each affordable housing

unit or on-site worker housing unit created by the developer. Each project would be limited to a maximum of 10 bonus units per acre, irrespective of the number of affordable housing units developed. Rooms developed as a density bonus would not be subject to the impact fee, nor would units of housing provided on site as part of the redevelopment. Worker housing provided on site will not count against the unit density limitations of the Plan. These policies are reflected in the Comprehensive Plan.

### **SCHOOL IMPACTS**

No school impacts are likely to occur because of the proposed redevelopment of these two areas. Much of the proposed redevelopment concentrates on the commercial areas of the City where the development will be of a non-residential nature, with some limited potential for residential development. Within these areas, the few residential units will be generally smaller apartments and more suitable for “empty nesters” or young singles, neither of which are 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 high-traffic Gulf Boulevard and limited play space on-site. 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.

### **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 new zoning categories.

## Appendix

### DEMOGRAPHICS

#### Population

The most recent U.S. Census data indicate 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 22. Population Change – 1990 v. 2000**

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

SOURCE: U.S. Census data.

Between 1990 and 2000, the population (shown in Table 14) has become younger, with both the under 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 in 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 10 lists the household incomes reported in 2000.

**Table 23. Household Income in St. Pete Beach**

Subject	Number	Percent
Income in 1999 for Households	<b>5,291</b>	<b>100.0</b>
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 24. Comparison of Water Usage – Large Resort District**

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
Best Western	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
Tradewinds Sirata	377	8.70	282	564	23,688	696	522	1,044	19,836
Holiday Inn	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
<b>Totals</b>	<b>2,122</b>		<b>1,588</b>	<b>3,176</b>	<b>133,392</b>	<b>4,136</b>	<b>3,102</b>	<b>6,204</b>	<b>117,876</b>

SOURCE: St. Pete Beach Planning Department – 2004