

An aerial photograph of Pinellas County, Florida, showing the city of St. Petersburg and the Pinellas Bayway. The image captures a dense urban landscape with numerous high-rise buildings, parking lots, and green spaces. The city is situated along the coast, with the Gulf of Mexico visible in the background. The text "A Community of Quality Communities: Urban Design Opportunities (and Issues) for Pinellas County" is overlaid in yellow on the image.

# A Community of Quality Communities: Urban Design Opportunities (and Issues) for Pinellas County

HDR Planning Group  
December 2002





**Redevelopment is always Possible – This Used to be a Highway**

# The Goal: Enhanced URBANISM

## THREE CRITICAL FACTORS

**MIX**

A Variety of Appropriate Uses

**MASS**

Sufficient Amounts of Each Use

**MESH**

Physically & Functionally Integrated



## **OPPORTUNITY:**

**Develop True Urban Nodes & Centers at Key Locations Throughout the County**

**These Create Variety within the Overall Urban Structure, Supporting the Transect from Urban to Suburban**

**These Re-validate the Historical Development Patterns of the County**

**These Help Individual Communities Create their own Distinct Identities as Places to Live, to Work and to Visit**



# Great Urbanism Starts with Great Streets







**And Reinforces A Sense of Place**

**HDR**



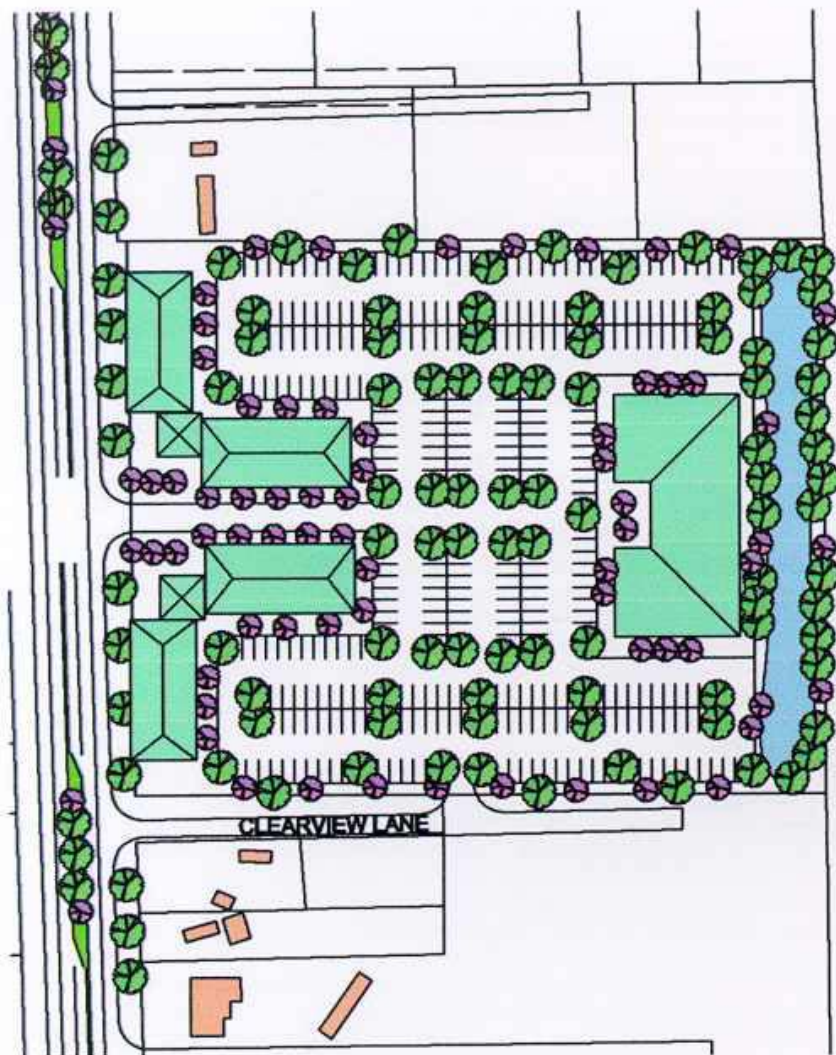
## **OPPORTUNITY:**

**Redevelop Commercial Arterial Strips to Enhance Mobility & Reinforce Desirable Neighborhood Patterns**

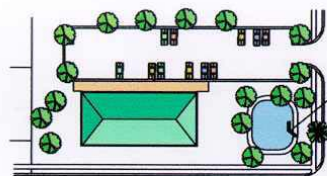
**Fundamental Paradox: How can a Single Roadway Serve as a High Volume Regional Transportation Route AND a Local Shopping Street**

**Older Arterials Seldom work for Contemporary Retail Purposes – The Lots are too Shallow and Parking is Inconvenient**









Multiple stormwater ponds

Scattered building pattern with parking lot as front door.

One story single purpose buildings creates an uninspired streetscape.

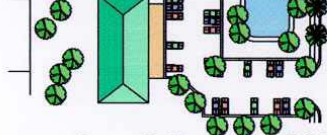
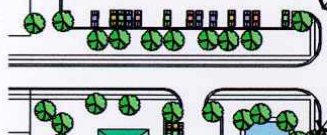
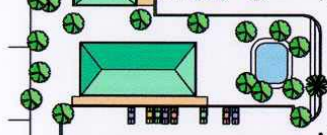
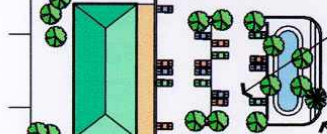
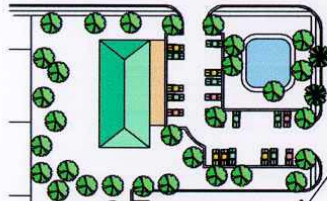
Lack of planting islands, and sidewalk results in unrestricted vehicular entry / exist and danger for both cars and pedestrians.

Street blends into parking lot creating a visual unattractive streetscape.

Parking in front of buildings give visual prominence to cars.

Frequent curb-cuts are dangerous and impede flow of traffic.

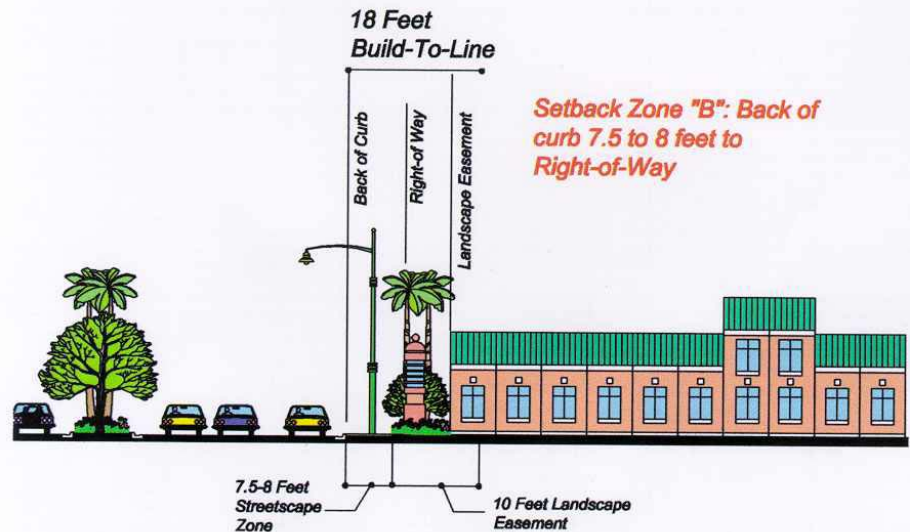
Street-tree planting does not have pattern and creates weak edge due to numerous curb-cuts



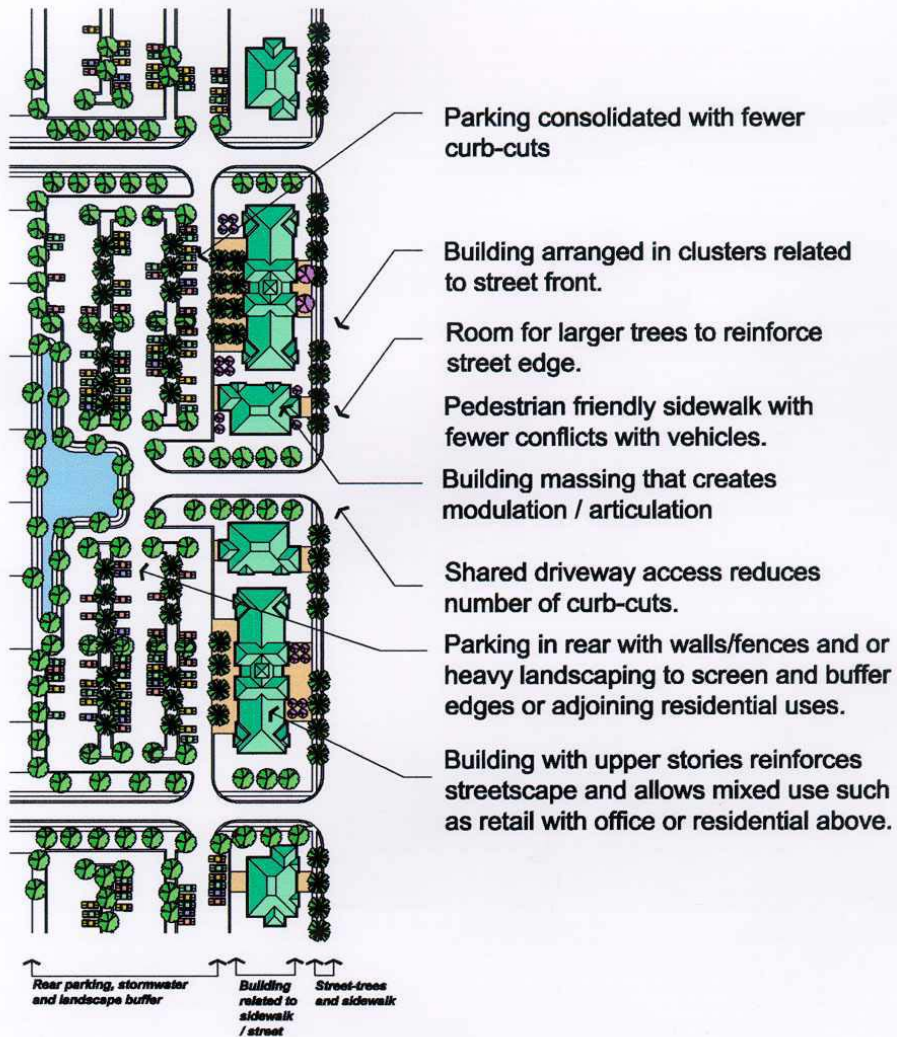
Buildings related to parking lot only

Front parking, and stormwater

Sidewalk with limited street-trees











## **OPPORTUNITY:**

**Develop Nodes and Corridors  
Along the Proposed Transit  
System**

**These Reinforce the Rail System as a  
Viable form of Mobility**

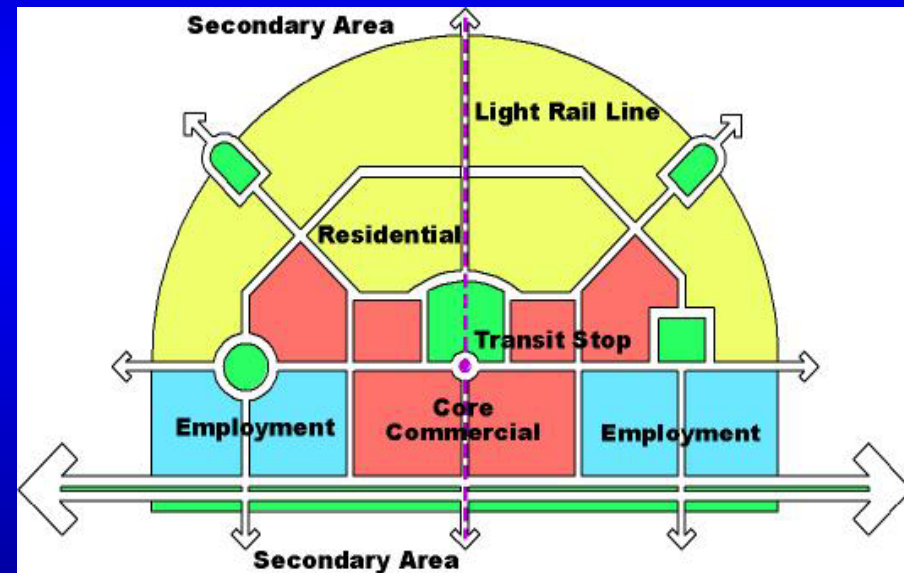
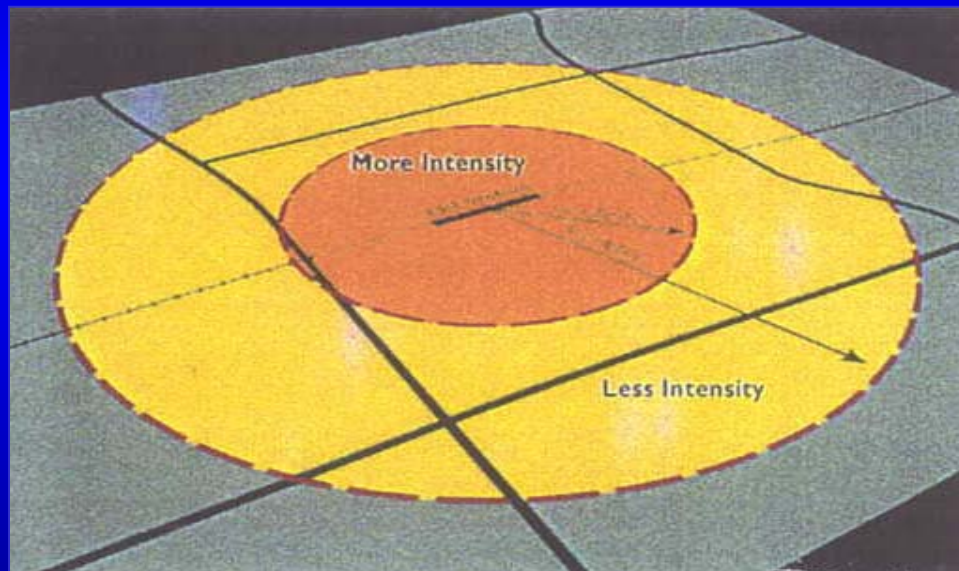
**These Create distinct Sub-Districts  
within the County where one can Thrive  
without Dependence on a Personal Car**



# Station Area Features

Station Areas are 1/4-1/2 Mile from a Station

Station Area Sizes Range from 125-500 Acres















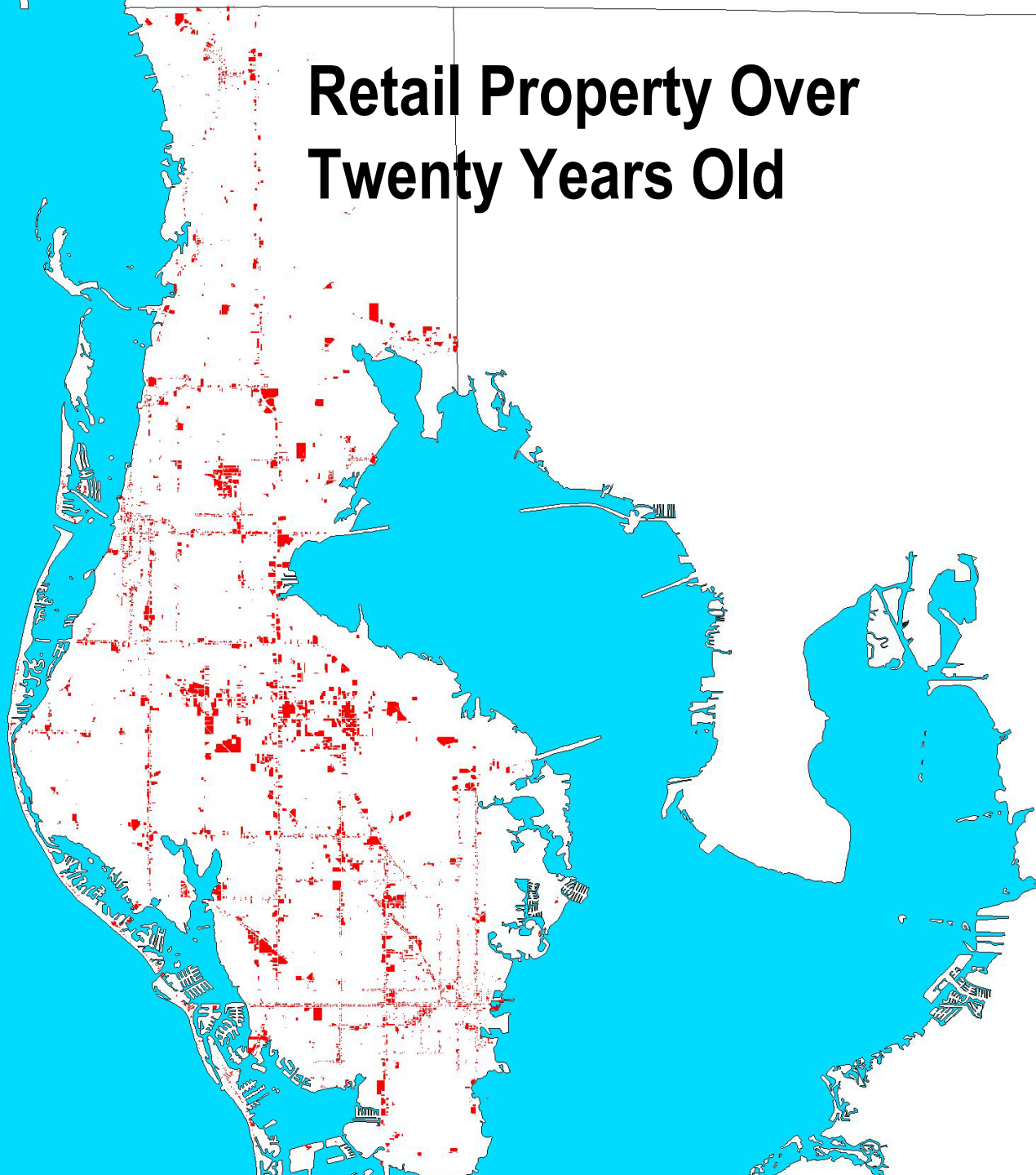
## **OPPORTUNITY:**

**Redevelop Under-Utilized Retail Property as Mixed-Use Centers**

**Evaluate Validity of Sites as Employment Centers supporting Desirable Industry and Commercial Functions**

**Integrate Sites with Surrounding Suburban Development and Program to Act as Neighborhood Focus**

# Retail Property Over Twenty Years Old











**Winter Park Village**  
Winter Park FL







Mizner Park, Boca Raton FL



## **OPPORTUNITY:**

**Seek Optimal Redevelopment of  
Known and Potential Brownfield  
Sites**

**Remove Existing and Potential  
Liabilities from within the Community**

**Have Significant Potential to Expand  
and Embellish Parks, Open Space and  
Recreational Facilities**

**New Regulations Facilitate  
Development of Mixed-Use Centers**









## **OPPORTUNITY:**

Even in Very Suburban Locations  
look to Integrate Mixed-Use  
Neighborhood Centers into  
Residential Fabric

**This Helps Eliminate the Need for  
Lengthy Car Trips for simple Everyday  
Needs**

**This helps Diversify Monofunctional  
Residential Districts and Makes them  
More “Kid Friendly”**

**This helps make Suburban Locations  
“Transit-Ready” and Supports Bus  
Rapid Transit as well as other Modes**







## **OPPORTUNITY:**

Make the Benefits of  
Redevelopment Obvious, the  
Impacts Acceptable, and the  
Outcome Predictable

**Eliminate Unnecessary Opposition**

**Win Valuable & Necessary Community  
Support**

**Encourage Participation from the  
Widest Diversity of Potential  
Developers**





**EXISTING  
CONDITIONS**



**AD HOC, LOW-  
INTENSITY  
INDIVIDUAL  
REDEVELOPMENT**



**COORDINATED,  
MODERATE  
INTENSITY  
INDIVIDUAL  
REDEVELOPMENT**



**UNIFIED  
MASTER-  
PLANNED  
PHASED BUILD-  
OUT**

**A Successful Redevelopment  
Program will Involve Participation  
from Many Different Types of  
Players, With Many Different Levels  
of Involvement**

**They All Must Fit into the Effort for  
it to Succeed**



# Small Scale Residential Restoration & Renovation

Renovation tends to Lead  
Reconstruction and/or New  
Construction

Often Owner-Occupied

Investment Property

Often, Little Capital Needed



# Small-Scale Commercial / Multi-Family Redevelopment

Renovation leads  
Reconstruction and/or New  
Construction  
Often Done by Individual  
Investor/Developers  
Cash Flow Financed





# Neighborhood-Scale Commercial / Residential Redevelopment

May be Mixed-Use

May be All New Construction

May Have Single or Multiple  
Developers

May Include Public  
Investment



# Medium-Scale Commercial and/or Multi-Family Redevelopment

Complex, But Can be Done by a  
Single Developer

May Involve Public Assistance

Require Extensive Market Analysis

Can Take Time to Build Out





# Regional-Scale (Urban Mixed-Use) Redevelopment

Generally, Very Complex

Often Done as Public-Private Partnerships

Multiple Sources of Financing

Extended Build-Out Periods



# District Redevelopment

Formal or Informally  
Designated Districts

Formal or Informal Public-  
Private Partnerships

Renovation Tends to Lead

Need Many Participants

Can Take Years to Mature





# Additional Issues: The Critical Role of Parking

Formal Considerations: It  
Must Not Hinder Place-  
Making

Financial Considerations:  
Structured Parking is  
Expensive; Density must  
Rise to Support the Cost





# Additional Issues: Blending the Old and the New

How to Locate the “Back Door”

Respect Surrounding Architecture, Scale, Form

Try to Have Like Uses Facing One Another





# Additional Issues: The Importance of Design & Detail

Extra Burden on  
Redevelopment to Be High  
Quality Design & Construction  
Redevelopment implies an  
Advance in Quality





**Develop Urban Nodes at Prime Locations**

**Redevelop Commercial Arterials**

**Develop Nodes & Corridors along Proposed Mass Transit System**

**Redevelop Underutilized Retail as Mixed-Use Centers**

**Seek Positive Redevelopment Opportunities for Brownfields**

**Integrate Mixed-Use Centers into Suburban Developments**

**Make Appropriate Redevelopment Achievable**



