Table of Contents

CITY COMMISSION
WORKSHOP MEETING
CITY OF ST. PETE BEACH

155 Corey Avenue

Tuesday, October 28, 2014

5:00 PM

Call to Order
Pledge of Allegiance
Roll Call

1. **Presentation of Draft Community Redevelopment Plan**
2. **Adjournment**

APPEAL

If a person decides to appeal any decision made at this meeting, they will need a record of the proceeding and, for such purpose, may need to ensure that a verbatim record of the meeting is made, which record includes the testimony and evidence upon which the appeal is to be based. (F.S. 286.0105) The City does not furnish verbatim transcripts; interested parties should make the necessary arrangements for verbatim transcripts.

AMERICAN DISABILITIES ACT

In Accordance with the American's with Disabilities Act and F.S. 286.26, persons with disabilities needing special accommodations to participate in this meeting should contact City Hall at (727) 367-2735 no later than (4) days prior to the meeting for assistance.

The public is cordially invited to attend. All agenda material is available for review at City Hall.

St. Pete Beach City Commission
Agenda Report

Issues Considered: Presentation of Draft Community Redevelopment Plan

Date: October 28, 2014

Prepared By: Dave Healey, AICP, Calvin Giordano & Assoc.

Through: Elaine Edmunds, Interim City Manager EE

Summary of Issue: Evan Johnson from Tindale-Oliver and Associates will present an overview of the draft City of St. Pete Beach Community Redevelopment Plan, major activities that have occurred in the CRA process, and a proposed public hearing schedule for adopting the Plan.

Requested Motions: "I move to authorize the accompanying draft CRA plan to be advertised for public hearing (inclusive of any changes recommended by the Commission.)"

Attachments: Draft copy of the City of St. Pete Beach Community Redevelopment Plan

Tentative Public Hearing Adoption Schedule

MEMORANDUM

TO:	City of St. Pete Beach Planning Board Ward Friszolowski, Chairman Paul Cuttichia Jack Brock Ron Holehouse Tiffany Secka
FROM:	David P. Healey, FAICP Director, Tampa Bay Region Calvin, Giordano & Associates, Inc.
THROUGH:	Elaine Edmunds Interim City Manager
SUBJECT:	Discussion Items for Planning Board Agenda of September 16, 2014 Discussion Item No. 5-A
DATE:	September 10, 2014

DISCUSSION ITEM 5-A - Community Redevelopment Area Plan

Background - The City began the process to establish a Community Redevelopment Area (CRA) in 2005 when the City Commission identified the need to create a CRA. Over the following five years, the City established the boundaries of the CRA, designated the Commission as the official CRA board and approved a Findings of Necessity Report and CRA Plan.

The Pinellas Board of County Commissioners approved the CRA boundary after making one amendment, but the resulting amended Findings of Necessity Report and CRA boundary were not immediately adopted and no further action was taken at that time.

In 2013, the process was reinstated when the Commission approved the amended Findings of Necessity and CRA boundary. Staff then began working with Tindale-Oliver & Associates (TOA) to prepare a current

CRA Plan with the intent of simplifying and updating its contents. During this process, City staff and TOA have been communicating with County staff to ensure that the Plan meets all State requirements before either the City Commission or Board of County Commissioners considers it for approval, which process should be concluded sometime in the next few weeks.

The attached document tracks the major activities that have occurred in the CRA process. Evan Johnson from Tindale-Oliver & Associates will further enumerate the details of the Community Redevelopment Area and discuss next steps. Included in your packet is the latest draft version of the CRA Plan sent to the County along with their original comments and our responses to those comments.

Follow-Up Action - Please review the accompanying draft plan and accompanying review comments/responses.

With the Board's input and direction, and following a meeting with County staff in the next two weeks, the draft plan will be forwarded to the City Commission for their information and direction about whether to advertise for public hearing. If the Commission authorizes the plan to proceed to public hearing, it will then follow the formal adoption process as outlined in the accompanying information by which a CRA plan is implemented by both the the City and County.

CRA Chronology

2003

May 2003 - Completion of Opportunities Assessment and Strategies Analysis Report prepared by Real Estate Research Consultants.

2004

September 1, 2004 – Letter from Pinellas County offering general information on development of a CRA.

2005

May 2005 – Completion of initial Findings of Necessity Report prepared by Real Estate Research Consultants.

June 9, 2005 – Letter sent by City to taxing authorities advising of intent to adopt a resolution finding one or more blighted areas exist in the City of St. Pete Beach. Letter was signed by Mayor and sent to City of St. Pete Beach, Pinellas County Health Department, Pinellas County Administrator, Pinellas County Juvenile Welfare Board, Pinellas Planning Council, Southwest Florida Water Management District, Pinellas County Public Schools, Pinellas County EMS, and Pinellas County Public Works Department.

June 28, 2005 – City passes Resolution Number 2005-14 finding blight conditions and finding a need to create a CRA.

June 30, 2005 – Letter sent by City to Pinellas County Administrator advising the adoption of Resolution 2005-14 and including the May 2005 Findings of Necessity Report.

September 29, 2005 -- Letter from Pinellas County commenting on their review of the May 2005 Findings of Necessity Report.

December 22, 2005 – Email from Pinellas County following up on September 29, 2005 letter with follow-up comments related to their review of the May 2005 Findings of Necessity Report.

2006

April 2006 – Revised Blight Study based on City/County conversations and prepared by Real Estate Research Consultants.

October 10, 2006 – County staff report to County Resolution Number 06-191. Staff report notes that all deficiencies in Findings of Necessity Report had been rectified over past year. Staff report recommends Resolution 06-191 with the following understanding. ***"Since the City***

Commission action in City Resolution Number 2005-14 was based on the initial, deficient Blight Study and included the Dolphin Village area, the St. Pete Beach City Commission will need to approve the amended District boundaries and the revised Blight Study dated April 2006, before proceeding to the next steps in the process in developing a community redevelopment program". (Note: It does not appear that the City adopted the revised Blight Study noted above)

October 10, 2006 – County adopts Resolution Number 06-191 delegating certain authority and powers conferred to them by the Community Redevelopment Act of 1969.

2008

June 18, 2008 – Planning Commission discussed the process to enact a Community Redevelopment Plan.

July 23, 2008 – Planning Commission approves a finding for determination of consistency of the CRA.

October 2008 – Initial comments provided by Pinellas County based on their review of the Community Redevelopment Plan.

November 12, 2008 – Letter from Pinellas County Planning Director to City Manager commenting on their review of the Community Redevelopment Plan.

2009

April 13, 2009 - Letter from Pinellas County Planning Director to City Manager further commenting on their review of the Community Redevelopment Plan.

June 19, 2009 - Letter from Pinellas County Planning Director to City Manager further commenting on their review of the Community Redevelopment Plan.

December 11, 2009 – City Attorney provides a memo outlining procedural requirements.

2010

January 4, 2010 – City Resolution 2010-01 proposing adoption of a Community Redevelopment Area Plan.

June 29, 2010 - Letter sent by City to taxing authorities advising of intent to adopt Resolution 2010-21. Letter was signed by Planning Director and sent to Pinellas County Health Department, Pinellas County Administrator, Pinellas County Juvenile Welfare Board, Pinellas Planning Council, Southwest Florida Water Management District, Pinellas County Public Schools, Pinellas County EMS, and Pinellas County Public Works Department.

July 1, 2010 – Letter from City to Pinellas County advising of intent to adopt Resolution 2010-21 designating the St. Pete Beach City Commission as the Community Redevelopment Agency for the proposed Community Redevelopment Area.

July 13, 2010 – City Resolution 2010-21 finding the necessity to create a Community Redevelopment Agency and providing for designation of the City Commission as the Community Redevelopment Agency.

September 16, 2010 - City Attorney provides a memo outlining procedural requirements.

November 22, 2010 - Letter sent by City to taxing authorities advising of intent to adopt Resolutions 2010-32 ratifying the Findings of Necessity Report and Resolution 2010-33 approving the Community Redevelopment Plan. Letter was signed by Planning Director and sent to Pinellas County Health Department, Pinellas County Administrator, Pinellas County Juvenile Welfare Board, Pinellas Planning Council, Southwest Florida Water Management District, Pinellas County Public Schools, Pinellas County EMS, and Pinellas County Public Works Department.

March 17, 2014 –CRA Plan draft completed by TOA, reviewed by City staff, and sent to Pinellas County

May 28, 2014 – Letter from Pinellas County to City with comments on CRA Plan draft

August 28, 2014 – TOA sends letter and revised CRA Plan draft to Pinellas County in response to

comments

CITY OF ST. PETE BEACH CRP RESPONSE TO PINELLAS COUNTY COMMENTS
August 28, 2014

COMMUNITY REDEVELOPMENT PLAN

Pinellas County Staff Comments - Gordon Beardslee	TOA Responses
1. On page 1 of the draft CRA Plan, it states that the City Commission adopted Resolution No. 2013-09…Is the Finding Study and blight conditions identified in Resolution No. 2013-09 the same as what the BCC considered when adopting County Resolution No. 06-191?	Yes, the Finding of Necessity Study referenced in Resolution 2013-09 is the same one referenced in County Resolution No. 06-191.
2. On pages 2 and 11, the draft CRA Plan states that the acreage of the CRA is 210 acres…County staff has calculated the area using GIS to be approximately 197 acres (including ROW). The reason for this discrepancy of 13 acres will need to be determined.	As referenced in Comment #3 below, the CRA Boundary has been corrected to be consistent with that which was approved in County Resolution No. 06-191. The calculated acreage in our GIS is 195.83 acres including right of way. The acreage has been updated to approximately 196 acres throughout the plan document.
3. CRA Maps throughout the Plan need to be updated to match the adopted Community Redevelopment Area. Specifically parcel (36/31/15/00100/000/0010) located at the northwestern corner of the CRA needs to be removed since it was not included in the adopted CRA boundaries.	A corrected GIS boundary was created, and all of the maps within the plan have been updated.
4. On page 11, there is a reference to the legal description in Appendix J; …This legal description should exactly match what the BCC adopted on October 10, 2006 when the CRA was defined in County Resolution No. 06-191.	The Legal Description from County Resolution No. 06-191 has been included in the revised draft.
5. The CRA Plan refers to some roads that are not on any of the maps in the Plan. It is recommended that the Plan include at least one map that identifies all the roads discussed in the CRA Plan …We have a map that we can provide to City for this purpose.	The Conceptual Diagram in both the Executive Summary and Chapter 3 have been updated to include all roads within the CRA Boundary.
6. On page IX, the deficiency of tax increment revenues to cover the full costs of the projected capital costs to implement the CRA Plan is about $1.9 Million. To make up the difference, the draft Plan identifies TIF as a potential funding source. The City may have meant to include special assessments here rather than TIF.	Revised – Included special assessment rather than TIF.
7. On page 14, the first paragraph includes the following sentence, “Following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval, establishing the CRA and the Redevelopment Trust Fund.” The BCC action will be to consider approval of the CRA Plan since the CRA has already been established in County Resolution No. 06-191. Adoption of the CRA Plan by the BCC does not ensure establishment of a Redevelopment Trust Fund or allocation of tax increment financing (TIF). When the BCC approves the CRA Plan, additional community redevelopment powers contained in Chapter 163, Part III, of the Florida Statutes are delegated to the City. These additional powers may include the authority to establish a redevelopment trust fund subject to BCC approval. This sentence in the draft CRA Plan should be revised to reflect this information since Pinellas County has made no commitment at this time to approve a redevelopment trust fund or provide tax increment revenues for the CRA.	Revised to the following: ...BOCC for review and approval, and establishing the CRA. If the BOCC approves the CRA Plan, additional community redevelopment powers contained in Chapter 163, Part III, F.S. are delegated to the City. These additional powers may include the authority to establish a redevelopment trust fund subject to BOCC approval.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
8. Sec. 163.360(2)(c) requires the CRA Plan to provide for development of affordable housing or state the reasons for not addressing affordable housing in the Plan. The Plan, as drafted, is vague in what would be done to provide for affordable housing. Objective 11 and the associated policies on page 36 provide little specificity on the provision of affordable housing, only what may be considered in the future. It would be beneficial if the CRA Plan provided more explanation of how it would be supporting implementation of the housing policies from the Comprehensive Plan listed in Appendix E. An example may be in Table 4-2 on page 45 of the draft Plan where there is reference in the Large Resort Scenario 2 of an FAR and/or hotel unit density bonus for affordable housing mitigation. There is no explanation, however, of how much affordable housing must be provided to receive this bonus. One of the incentives listed in Strategy 11.3 on page 36 that may be considered to encourage affordable housing is a density bonus. Since the CRA is located in the costal high hazard area, care should be taken in using a density bonus so that there is not an increase in the maximum number of dwelling units that could be constructed within the CRA based on City's Future Land Use Map. It is recommended that the CRA Plan include a calculation of the overall residential development potential within the CRA.	The St. Pete Beach Comprehensive Plan articulates the allowable land uses and approved residential densities allowed within the CRA. The CRA Plan does not include any recommendations that are inconsistent with the mix of uses and allowable densities/intensities currently permitted within the CRA. If further incentives/density bonuses are created to support the development of new affordable residential units, these incentives will not increase the allowable residential density within the CRA than what is currently permitted on the City's Future Land Use Map. The calculation of overall allowable development density within the CRA Boundary does not seem necessary since the CRA is not making any recommendations to change the allowable densities/intensities from the approved Comprehensive Plan. The CRA Plan addresses the requirements of 163.360(2)(c) by restating some specific adopted policies from the Comprehensive Plan related to the provision of affordable housing. The CRA/City are committed to working on the implementation of these policies. The following objective and strategies have been included on pages 36 & 37 of the CRA Plan. **Primary Objective 11: Improve Housing Stock and Affordability—**Incorporate housing revitalization through housing maintenance programs and rehabilitation services, and provide affordable housing to residents of low or moderate income, including the elderly. Strategy 11.2: Coordinate with intergovernmental agencies such as Pinellas County to assist low-income households with down payment and closing costs assistance. The assistance may be for the purchase of either an existing or new structure. Redevelopment funds may be used to augment the program or specially target new home and multi-family construction as means for alleviating the shortage of affordable housing.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
Continuation of Comment 8	Strategy 11.4: Provide technical assistance to the private sector so that they will be able to provide a suitable mix of housing types and numbers to meet the City's housing needs as well as making all housing sites in the City available to low and moderate income families. Strategy 11.5: Allow a variety of residential densities and housing types in order to enhance the opportunity for the private sector to provide housing in a wide range of types and costs. Strategy 11.6: Work with neighboring communities and support public transportation system and other affordable housing strategies through implementation of an affordable housing impact fee mitigation program for all new construction. Strategy 11.7: Encourage housing improvement and replacement projects through the land development regulations.
9. In Section 2.2 of the CRA Plan on page 14, the second paragraph states that St. Pete Beach City Commission will forward the draft CRA Plan to the BCC for their review and approval, after which the City Commission will conduct a public hearing to approve the Plan. The BCC, however, usually will not consider a CRA Plan until it has been first adopted by the City Commission, which is the process outlined in Section 2.1 of the Plan. The Plan adoption process in Section 2.2 should be consistent with the process discussed in Section 2.1, i.e., following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval.	Revised to the following: … A public hearing will then be held with St. Pete Beach City Commission for adoption of the CRA Plan by resolution. Following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval. When the BOCC approves the CRA Plan, additional community redevelopment powers contained in Chapter 163, Part III, F.S. are delegated to the City. These additional powers may include the authority to establish a redevelopment trust fund subject to BOCC approval.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
10. Based on the data and analysis in the draft CRA Plan and the Findings Study, it would appear that the St. Pete Beach CRA should be considered a coastal tourist area that is deteriorating and economically distressed. According to Sec. 163.360(7)(e), F.S., the City Commission and the BCC, therefore, must make a finding that the CRA Plan will maintain or reduce evacuation times and ensure protection for property against exposure to nature disasters. Currently, the draft CRA Plan does not include any information or analysis on evacuation times.	The CRA Plan does not include any recommendations that would increase residential density above/beyond what is already permitted in the approved Comprehensive Plan. As stated in the Coastal and Conservation Element (Objective 2.3-2.4 and associated policies) of the adopted Comprehensive Plan, the City will continue to work with the appropriate agencies to maintain and improve evacuation times in the city. The CRA will also work with these agencies to implement these policies in the CRA Plan. In addition, improvements in access management that will occur as a result of improved streetscape treatments, will help to reduce traffic congestion, and ultimately could have the potential impact of reducing clearance time for hurricane evacuation. Included Primary Objective 12 and associated Strategies starting on page Added Primary Objective 12 on Page 37: **Primary Objective 12: Reduce or Maintain Evacuation Time** – Consistent with the requirements of the adopted Comprehensive Plan, the CRA will coordinate with appropriate agencies to maintain or improve hurricane evacuation times. Strategy 12.1: Maintain current maximum density and intensity within the CRA, consistent with the adopted Comprehensive Plan, to achieve the desired CRA vision, and maintain evacuation time. Strategy 12.2: In the future, if there is an increase in density and intensity within the CRA that may impact evacuation time, a full detailed analysis may be conducted.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
11. Starting on page 34, CRA-wide objectives and strategies are listed. These objectives and strategies support infill development and redevelopment within the CRA. Due to the CRA's location on a barrier island, Pinellas County strongly encourages the City to include objectives and strategies that would increase the area's resiliency to the impacts of storm events and climate change….This would also respond to the requirement of Sec. 163.360(7)(e) of the Florida Statutes to ensure protection for property against exposure to natural disasters.	The City of St. Pete Beach through its Comprehensive Plan and Emergency Response Plans has committed to increasing the community's resiliency to natural disasters and climate change. As an agency of the City, the CRA will work to implement the Comprehensive Plan, including the policies related to resiliency. Examples of existing Comprehensive Plan policies supportive of increasing community resiliency are included on the following pages for information purposes. In addition the following Primary Objective and Strategies have been added to the CRA Plan starting on page 37: **Primary Objective 13: Increase Community Resiliency to Natural Disasters and Climate Change —**The St. Pete Beach Community Redevelopment Agency will pursue measures to increase resiliency and recovery consistent with those documented in the adopted Comprehensive Plan and the Comprehensive Emergency Management Plan & Disaster Preparedness Guide. *Strategy 13.1:* Support enforcement of development regulations within the 100-year floodplain to manage property damage from flooding. Strategy 13.2: Support efforts to conserve or improve wetlands, aquatic resources, and habitat to maintain environmental and recreational value. Strategy 13.3: Support Comprehensive Plan Policies regulating public investment within the Coastal High Hazard Area (CHHA) to minimize potential impacts of natural disasters and climate change. Strategy 13.4: Support efforts for the City to develop and implement a Post Disaster Redevelopment and Recovery Plan that will contain appropriate hazard mitigation measures.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
Continuation of Comment 11	Strategy 13.5: Focus transportation investments and service expansion on projects and strategies contributing to greenhouse gas emissions reductions through encouraging multimodal transportation.

Additional information in response to Comment #11: Goals, Objectives, and Policies (GOPS) From St. Pete Beach Comprehensive Plan focused on increasing resiliency

Infrastructure Plan Element

GOAL 2:
An efficient Master Drainage system which protects human life, minimizes property damage, and improves storm water quality and on-site retention shall be provided.

Objective 2.1
In accordance with this plan, the St. Pete Beach's land development regulations shall include provisions for requiring compliance with the master drainage plan.

Policy 2.1.1
The St. Pete Beach's master drainage plan shall require new developments to meet the design requirements (level of service) of the 25-year frequency, 24-hour storm event. Post development runoff shall not exceed pre-development drainage peak discharge rates.

Policy 2.1.2
The master drainage plan shall maintain standards which, at a minimum, address the following:

- An inventory and evaluation of those areas which currently have flooding problems.
- A hydrological survey of St. Pete Beach, showing the natural and man-made systems.
- The analysis of storm water outfalls for filtering suitability.
- A water quality analysis of storm water runoff and its impact on receiving water bodies and groundwater.
- Corrective measures to improve the drainage system to mitigate know problem areas, with such costs of improvements being proportionally shared by the agencies with drainage infrastructure located within the City boundaries.

Policy 2.1.3
The master drainage plan shall address the following requirements:

- The correcting of existing drainage facility deficiencies;
- The coordination of extensions of or increases in capacity of any existing drainage facility;
- The maximizing of the use of existing drainage facilities; and
- Implementation activities for establishing priorities for replacement, correcting existing drainage facility deficiencies and providing for future drainage facility needs.

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Coastal and Conservation Element

GOAL 1:

To ensure the highest environmental quality possible, the City of St. Pete Beach shall conserve, protect and appropriately manage the natural resources (aquatic, wetland and terrestrial).

Objective 1.1

In accordance with this Comprehensive Plan the City shall continue to protect the quality and quantity of surface and groundwater.

Policy 1.1.1

The City shall promote water conservation as an integral part of water management programs, rules and plans and promote the use of reclaimed water for irrigation.

Policy 1.1.2

The City shall continue to cooperate with Southwest Florida Water Management District to conduct water conservation programs and develop an emergency water conservation plan.

Policy 1.1.3

The City shall continue to support the standards and regulations set forth in the Pinellas Aquatic Preserve Management Plan to protect and enhance the water quality of Boca Ciega Bay.

Policy 1.1.4

The City shall require all new development and redevelopment to provide on site retention of storm water runoff to assist in the upgrading of water quality within Boca Ciega Bay.

Policy 1.1.5

The City shall cooperate with the Tampa Bay National Estuary Program in its implementation of Comprehensive Conservation and Management Plan as a means to conserve and protect marine wetlands and aquatic resources.

Measure: Surface and groundwater quality and quantity

Objective 1.2

Regulations for development within the 100-year flood plain shall be strictly enforced.

Policy 1.2.1

New development or redevelopment approvals shall require that post-development run-off rates, volumes and pollutant loads do not exceed predevelopment conditions.

Policy 1.2.2

Recognizing that the community is located within the 100-year flood plain, the City shall adopt and strictly enforce all appropriate federal, state, and regional coastal construction codes and coastal setback regulations.

Policy 1.2.3

The City shall protect the natural functions of the 100-year flood plain so that the flood-carrying and flood storage capacity are maintained.

Policy 1.2.4

The City shall support and encourage the development of a strict flood plain management program by state and local governments to preserve hydrologically significant wetlands and other natural flood plain features.

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Policy 1.2.5
The City shall minimize the amount of impervious surface in order to promote groundwater filtration, minimize runoff and stabilize water quality.

Measure: Continued implementation of flood plain management regulations

Objective 1.3
As an ongoing objective, the City shall conserve or improve wetlands, aquatic resources and wildlife population and habitat to maintain their environmental and recreational value.

Policy 1.3.1
In accordance with this Comprehensive Plan, upon identification in the City, areas such as mangroves and marsh areas shall be identified on the Future Land Use Map as conservation areas.

Policy 1.3.2
Projects (e.g., marinas, causeways and dredging) which could inhibit tidal circulation shall include measures to maintain or improve tidal circulation and flushing.

Policy 1.3.3
Any project which produces changes in tidal circulation patterns shall be approved only after sufficient hydrographic information is available to allow an accurate evaluation on the net environmental impacts of the project.

Policy 1.3.4
The City shall preserve the mangrove island located in Little McPherson Bayou in its natural state.

Measure: Implementation of land regulations which protect environmental systems

Objective 1.9
In accordance with this Comprehensive Plan, the City of St. Pete Beach shall protect and restore its beaches, dunes and natural system, protect its recreational and commercial working waterfronts, and establish construction standards which minimize the impacts of man-made structures on these systems through the land development regulations.

Policy 1.9.1
Construction seaward of the Coastal Construction Control Line shall be subject to the permitting procedures pursuant to Chapter 161 of the Florida Statutes.

Policy 1.9.2
Where existing waterways are not sea-walled, native marine vegetation shall be used for shoreline stabilization where technically feasible.

Policy 1.9.3
Dune preservation shall be required by development regulations to protect the primary dunes, and which shall address prohibitions on excavations, destruction of native vegetation, and other activities which affect the natural fluctuation of the dunes.

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Policy 1.9.4
The City shall continue a program for the restoration and maintenance of the coastal dune system. The program shall include:
- Stabilization projects utilizing native vegetation.
- Develop an educational program emphasizing the need to protect the coastline
- Construction of dune walkover structures.

GOAL 2:
The City shall provide a set of guidelines for development that protects the lives and property of its residents from the effects of natural disasters.

Objective 2.1
The City shall, to the extent practical, limit public expenditures that subsidize development within the Coastal High Hazard Area consistent with the Future Land Use Map as adopted.

Policy 2.1.1
The City shall not support or finance new local transportation corridors which lie within the Coastal High Hazard Area, although existing corridors may be maintained or improved as necessary to protect the health, safety and welfare of existing residents.

Policy 2.1.2
The City shall not support or finance sewer and water line extensions or expansions within the Coastal High Hazard Area which will encourage future growth/higher densities in those vulnerable areas.

Policy 2.1.3
The City shall continue to plan and fund infrastructure and services consistent with the level of service adopted herein and shall ensure that permits for development and redevelopment activities are issued only if public facilities necessary to meet the level of service standards adopted pursuant to this Comprehensive Plan are available concurrent with the impacts of the development.

Measure: Nature of public expenditures in the Coastal High Hazard Area

Objective 2.2
Because a majority of the community is located within the Coastal High Hazard Area, defined as the area below the elevation line of the category one storm surge line as established by a Sea, Lake and Overland Surges from Hurricanes (SLOSH) model, the City shall require appropriate development and construction standards to mitigate the adverse effects of coastal hazards.

Policy 2.2.1
The City of St. Pete Beach, acknowledging its particular vulnerability to coastal hazards as a barrier island community, recognizes the entire City within the Coastal High Hazard Area and the first geographic area to be evacuated in the event of a hurricane threat.
Policy 2.2.2
The City shall maintain allowable densities in the Coastal High Hazard Area consistent with the Future Land Use Map of this Comprehensive Plan.

Measure: No new developments or structures which do not meet coastal hazard mitigation standards

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Objective 2.3
The City shall with regional authorities maintain or reduce hurricane evacuation times.

Policy 2.3.1
The City shall coordinate with state, regional and county agencies to ensure that major evacuation routes are adequately maintained and, when necessary, improved to facilitate an efficient and safe evacuation.

Policy 2.3.2
The City, in cooperation with the Pinellas County Department of Emergency Management Services and the South Pinellas County Chapter of the American Red Cross shall sponsor annual hurricane preparedness seminars to increase hurricane awareness.

Policy 2.3.3
City emergency response personnel and volunteers shall coordinate with county and state emergency response agencies in emergency planning, including communications, traffic control and warning operations, to effect a safe and efficient evacuation of the City.

- The adopted level of service standard for out-of-county hurricane evacuation clearance time for a category five storm event as measured on the Saffir-Simpson Scale shall be 16 hours.

Measure: Maintenance of adequate hurricane evacuation clearance times

Objective 2.4
The City shall continue to try to reduce the risk of exposure of human life and public and private property to natural disasters through preparedness planning and implementation of hazard mitigation measures.

Policy 2.4.1
The City, in coordination with other agencies, shall continue to maintain and update its local Hurricane Plan.

Policy 2.4.2
The emergency management coordinator, as designated by the City, shall oversee the maintenance and ongoing updates of the hurricane plan; act as a liaison between state, regional, county and city emergency response and planning agencies; and ensure coordination between emergency management and development activities in the City.

Policy 2.4.3
The City shall periodically review existing coastal construction building codes and implement changes to the standards as are found to be appropriate and useful.

Policy 2.4.4
Recognizing the entire community is located within the Coastal High Hazard Area and the 100-year flood plain, the City shall adopt and strictly enforce all appropriate federal, state, and local coastal construction codes, and coastal setback requirements, as amended.

Policy 2.4.5
Special care facilities shall be permitted with the City provided that verification is provided that adequate provisions for safe and efficient evacuation and sheltering are assured.

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Policy 2.4.6
The City shall continue to participate, through available programs, with other federal, state and local agencies in seeking, developing, improving and implementing hazard mitigation strategies.

Measure: Improved hazard mitigation and community preparedness

GOAL 3:
The City shall develop and maintain a post-disaster redevelopment plan that, while ensuring recognition of the private property rights of its citizens, will seek to reduce or eliminate the exposure of human life and public and private property to natural hazards where feasible.

Objective 3.1
The City shall incorporate all appropriate recommendations from interagency hazard mitigation reports together with the requirements of the Federal Emergency Management Agency (FEMA) regarding construction in the flood zone in developing its post-disaster recovery plans.

Policy 3.1.1
The City shall continue to be a participant in intergovernmental cooperative efforts to establish regionally significant post-disaster recovery plans.

Policy 3.1.2
The City's plans shall ensure that, in as much as possible, hazard mitigation measures are included in the planning for:

- Post-disaster building construction
- Repair and replacement of infrastructure elements
- Repair and replacement of storm water management systems and facilities
- Beach and dune restoration

Policy 3.1.3
The City's post-disaster planning shall, at a minimum, include consideration of interagency hazard mitigation reports, established coastal construction control lines, FEMA requirements and other appropriate coastal construction requirements such as those necessary in V-Zones.

Policy 3.1.4
All post-disaster redevelopment and reconstruction shall be governed under Policy 1.8.2, Objective 4.1 and its associated policies in the Future Land Use Element of this plan.

Measure: Having a post-disaster redevelopment and recovery plan that includes appropriate hazard mitigation measures

Objective 3.2
The City shall have a Recovery Task Force to provide preliminary damage assessments and direct post-disaster recovery and redevelopment activities.

Policy 3.2.1
The Recovery Task Force shall consist of the City Emergency Management Coordinator, the Building and Inspection Department and other members as appointed by the City Commission.

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Policy 3.2.2
The Recovery Task Force shall fulfill the following responsibilities, as well as others deemed necessary:

- Assess preliminary damage reports;
- Take necessary steps to seek financial assistance from the appropriate state and federal agencies;
- Authorize immediate clean-up and repairs necessary to protect the public health, safety and welfare;
- Identify areas within the community where minor, moderate and major damage has occurred;
- Recommend to the City Commission appropriate hazard mitigation policies that should be implemented in response to the disaster; and
- Prepare a report evaluating post-disaster redevelopment response and make recommendations for necessary changes to this Comprehensive Plan.

Measure: Having a workable disaster recovery plan

Objective 3.3
In order to effectively manage the timing and sequence of reconstruction, the City will establish, in advance, a set of reconstruction permitting procedures and shall continue to review key reconstruction and redevelopment strategies, including those from interagency hazard mitigation reports, which will be considered to promote hazard mitigation.

Policy 3.3.1
Following a major hurricane event, the City Council will adopt a temporary post-disaster building moratorium to allow sufficient time for immediate damage assessment, the identification of redevelopment opportunities, and hazard mitigation policy implementation. The time period and type of moratorium will be decided by the City Commission.

Policy 3.3.2
The City shall adopt a post-disaster procedure which will expedite permitting for minor repairs. The procedure shall include development plan review, engineering approval and building permitting and shall provide that all permitting is coordinated with the appropriate agencies and consistent with the objectives of this Comprehensive Plan.

Measure: Establishment of reconstruction permitting procedures

Objective 3.4
The City shall enact key reconstruction and redevelopment strategies which will promote hazard mitigation applicable to St. Pete Beach.

Policy 3.4.1
Where feasible, property which has received recurring major hurricane damage from storm surge should be publicly acquired or designated conservation on the Future Land Use Map to prevent redevelopment of the property to its pre-hurricane land use.

Policy 3.4.2
The City shall consider one or more of the following strategies in those areas which receive major or moderate damage:

- Relocation further inland (away from the coast); and
- Reconstruction according to more stringent building and construction standards

COMMENT #11: ADDITIONAL INFORMATION CONTINUED:

Policy 3.4.3
The City shall interrelate hazard and non-hazard mitigation goals during reconstruction decision-making including the following objectives:

- Enhancement of local recreational and open space opportunities;
- Enhancement of local public beach access;
- Enhancement and restoration of local natural ecosystems;
- Reduction of traffic congestion, noise, and other transportation related problems; and
- Enhancement of the long-term economic vitality of the local commercial base.

Policy 3.4.4
The City shall establish performance standards which allow for the redevelopment of sensitive historic resources providing some portion of the said resource is still existing and can safely be returned to it's natural pre-hurricane state.

Policy 3.4.5
The City of St. Pete Beach, working in cooperation local, regional and state agencies, shall ensure that all post-disaster reconstruction activities shall be required to follow the appropriate hazard mitigation measures and regulations.

Measure: Implementation of hazard mitigation policies during reconstruction recovery plan

12. Strategy 8.2 for relocating families displaced by redevelopment should also address displacement by private development as well as property acquired for public purposes. The current provisions in Strategy 8.2 are not consistent with the requirements of Section 38-81 through 38-86 of the County Code. Please modify this strategy to address all the provisions contained in this section of the Code. This could be done by referring to these sections of the County Code.	As noted below, language requiring consistency with the County Code Section 38-81 through 38-86 has been added to the plan under Strategy 8.2. However, it is important to note that County Code Section 38-81 through 38-86 does not appear to require relocation assistance for private development, though it does require it for properties acquired by the CRA or Local Government for the purposes of redevelopment. In these instances relocation assistance would be required. See Code Section 38-83 below: *38-83 Applicability - The minimum relocation guidelines outlined in this division **are applicable** to community redevelopment agency sponsored or assisted redevelopment **activities involving the acquisition of land by the community redevelopment agency or local government**.*

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
Continuation of Comment 12	The revised language for Strategy 8.2 is as listed below: In the event that residential relocation is required from property acquired by the Community Redevelopment Agency or local government for sponsored or assisted redevelopment activities, the City and/or Community Redevelopment Agency shall adhere to the requirements of Pinellas County Code 38-81 through 38-86. In addition, if relocations are required as a result of federally funded projects or programs, adherence to Florida Statutes Section 421.55 will be required.
13. On page 40, the existing parks and public facility sites listed on this page should be located on a map within the CRA Plan. The map on page IV identifies the location of two parks, but is not clear where the other parks are located. It is also recommended that the CRA Plan include a map that shows existing land uses within the CRA in addition to the Future Land Use and Zoning maps that have already been included.	All of the parks and public facilities listed on Page 40 have been added to the Redevelopment Plan Conceptual Diagram in both the Executive Summary and in Chapter 3. In addition, an Existing Land Use Map has been added as Figure 4-1.
14. In the last sentence on page 46 in Section 4.6 “Neighborhood Impact Element”, please clarify what “process” is being referred to that must comply with City and County requirements and/or State Statutes.	Revised to the following: …relocation process…
15. Section 4.7 on page 47 includes the CRA Plan’s provisions for replacement housing and relocation of residents displaced from housing facilities within the CRA that are redeveloped. The draft CRA Plan states that the City and the Community Redevelopment Agency will adhere to Section 421.55 of the Florida Statutes in addressing this issue. While this is a good component to include in the draft CRA Plan, it appears to only address displacement resulting from public projects or programs for which federal or federal-aid funds are used. Per Section 163.36097), F.S., the CRA Plan should include feasible method for the location of families who may be displaced from the CRA regardless of whether the displacement is caused by government action or private development. We would also expect that the CRA Plan include the minimum tenant relocation plan provisions contained in Sec. 38-81 through 38-86 of the Pinellas County Code as noted in comment 12.	Revised to the following: …adhere to Section 421.55, F.S. and Section 38-81 through 38-86 of the Pinellas County Code.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
16. On page 62, the scenario of a County Redevelopment Trust Fund contribution of 100% needs to be changed in accordance with Chapter 163.387, F.S. Specifically the maximum TIF payments that might be contributed by the County would be a maximum of 95% of the increment, not 100%.	On Page 59 there are two bullets that explain the calculation of potential TIF revenues that are relevant to this comment. These are as follows: • The current city/county millage rates were held constant to calculate the tax levy throughout the 30-year analysis period. In reality, these rates may change over time, potentially due to the 2007 "rolled-back rate" legislation. The Florida Department of Revenue calculation of the rolled-back rate is based on citywide/countywide assessed values, and any resulting changes are applied citywide/countywide. Ad valorem revenues are calculated as 95% of the total revenue generated by applying the property tax millage rate. • St. Pete Beach is expecting to negotiate an interlocal agreement with Pinellas County as to the TIF capture rate for the life of the CRA based on the ad valorem tax revenue (which is based on 95% of the total levy) — All of the available TIF generated will be captured during the first 5 years and 75% of the available TIF generated will be captured in years 6-30. This capture/release was reflected in the model. As explained in these bullets, the 100% and 75% capture rates are meant to refer to the revenue released to the City/County (Which is 95% of the total calculated revenue). The wording on page 62 has been changed to the following: Figure 5-11 depicts the trend of projected incremental ad valorem tax and TIF revenue (ad valorem revenue is calculated as 95% of the total levy) during 2014 to 2043. It should be noted that the terms being negotiated with Pinellas County for the RTF are to capture all of the available City and County TIF during years 1 through 5 and 75% of the available TIF for years 6 through 30. this is reflected in the graph.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
17. The draft CRA Plan identifies impact fee waivers as a development incentive on page 72. It has been the County's position that impact fees cannot be waived. The City or another entity can pay the impact fee for the developer, but the fees cannot be waived.	Revised to the following: Potential incentives could include partial payment of fees by the Community Redevelopment Agency for desired quality development.
18. In Section 7.1 on page 76, it is stated that "County contributions to the Trust Fund will be established by adoption of this CRA Plan by the Pinellas BOCC". That is incorrect. Establishing the Trust Fund requires a separate action by the BOCC that occurs by ordinance at a public hearing.	Deleted sentence and revised second sentence to the following: Establishing the Redevelopment Trust Fund requires a separate action by the BOCC that occurs by ordinance at a public hearing.
19. In Section 7.2 on page 76, the first sentence describing the Community Redevelopment Agency should clarify that the County Resolution No. 06-191 did not establish the Redevelopment Agency, it delegated to the City the authority to establish the Redevelopment Agency.	Revised to the following: The St. Pete Beach City Commission will sit as the Community Redevelopment Agency as allowed through the delegation of authority approved by the Pinellas County BOCC pursuant to Resolution No. 06-191.
In addition, the following questions deal with proposed Projects and Funding contained in Table 6-1 on pages 69 to 70, the Proposed Capital Work Program:	
20. Sec. 163,360(2)(b), F.S., states that the CRA must be sufficiently complete to indicate such land acquisition, demolition and removal of structures, redevelopment, improvements, and rehabilitation as may be proposed to be carried out in the CRA. The Community Center Park Expansion and Improvements and the Public Parking Facilities for the Downtown and Gulf Blvd. Districts represent almost half of the entire projected capital costs. It is recommended, therefore, that these projects be discussed more fully in the CRA Plan to get a better sense of how they help alleviate the blight conditions in the CRA.	The total estimated capital costs for the Community Center Park Expansion, and Public Parking Facilities for the Gulf Boulevard and Downtown Districts is $29Million, which represents approximately 46% of the total capital program within the CRA. Parking improvements and facilities alone account for 38% of this total.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
Continuation of Comment 20	**The following text has been added on page 67 to address the provision of new parking facilities:** "The provision of additional parking facilities within both the Downtown and Gulf Boulevard Districts will greatly enhance redevelopment potential and eliminate blight conditions by reducing demand for parking to be provided on a lot by lot basis. This will allow for more flexibility in site design, and encourage redevelopment, and economic development by reducing the cost of providing for parking. In addition, by reducing on-site parking demand, additional land can be used for improved pedestrian facilities, and access to commercial areas can be improved to increase safety." **The text under Other Infrastructure & Facilities has been edited to read as follows tobetter explain the connection between the proposed park improvements and the elimination of blight conditions.** "The Redevelopment Agency will work to improve the condition of utilities and public facilities throughout the CRA. This work may take the form of the undergrounding utilities located within the right-of-way, improvements to the former police station site, community center and park, public library, and improvements to stormwater, water, and sanitary sewer facilities to mitigate issues or improve capacity to improve the public realm and facilitate redevelopment." The proposed expansion and improvement to the community center park and the police station collectively will provide economic development opportunities as well as enhance pedestrian safety within the CRA. Although a final revitalization plan has not yet been developed, potential improvements could increase opportunities for events and activities that could be attended by local residents and visitors/tourists.This would have a positive economic development impact for the City, and encourage redevelopment in and around the Downtown District.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
Continuation of Comment 20	Additionally, the park improvements, coupled with the creation of a pedestrian bridge under 75th Avenue would greatly enhance pedestrian safety and allow for increased multimodal travel, reducing automobile congestion."
21. When considering the Finding of Necessity and documented blighted conditions/needs, how would the undergrounding of utilities and the Police Station Improvements resolve the documented blighted conditions/needs?	**Additional text addressing Police Station improvements are included in the comment response above.** **Additional text has been added to the Other Infrastructure & Facilities section on Page 67-68 to address the undergrounding of utilities.** "The undergrounding of utilities is also an important capital investment that will be supported, at least in part, by the CRA. Overhead utilities hamper the streetscaping efforts and inhibit the elimination of inadequate roadways by preventing sidewalk widening and tree planting and/or maturation. In addition, the undergrounding of utilities enhances automobile and pedestrian safety further by removing obstructions from the right of way, which can limit sightlines. Utility poles can also inhibit improved access management (particularly the relocation and reconfiguration of driveways), which will improve safety, and help eliminate instances of faulty lot layouts that discourage redevelopment."

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
22. When considering the Finding of Necessity and documented blight conditions, we could find no discussion or identified project(s) that address the issue of excessive curb cuts in the CRA. On page 9, this issue was identified as public safety concern. It is recommended that the CRA Plan includes access management strategies (e.g., consolidation /reduction in curb cuts and driveways, and improved internal connectivity) that begin to tackle this challenging issue in the CRA.	Included the following new strategies for both the Downtown District and Gulf Boulevard District: Strategy 2.8: Develop access management strategies to improve the pedestrian experience and functionality of the road, such as consolidation/reduction in curb cuts and driveways, and improved internal connectivity. Strategy 5.7: Develop access management strategies to improve the pedestrian experience and functionality of the road, such as consolidation/reduction in curb cuts and driveways, and improved internal connectivity. Added the following on page 66: **DOWNTOWN DISTRICT STREETSCAPE IMPROVEMENTS** • Consolidate/reduce curb cuts and driveways to improve access management Added the following on page 67: **GULF BOULEVARD IMPROVEMENT PROGRAM COMPONENTS** • Consolidate/reduce curb cuts and driveways to improve access management
23. Two other funding sources are discussed briefly on pg. 73. Pinellas County has agreed to provide the City $5.75 million of Penny for Pinellas (LOST) funds and the information we have is that most of this will be used for streetscape improvements of Gulf Blvd. between 37th and 75th Avenues. Table 6-1, however, recognizes LOST revenue for streetscape improvements only between 37th and 64th Avenue. To obtain a complete picture of the funding available for improvements in the CRA, additional discussion about the use of LOST funds within the CRA should be included, including the County's contribution. Once these additional committed LOST funds are included in Table 6-1 (Proposed Capital Work Program), the CRA Plan funding deficiency appears to be practically eliminated.	The LOST funds are being proposed for use in streetscape improvements along Gulf Boulevard between 37th and 75th Avenues, not 37th and 64th Avenues as noted in the comment. The improvements along Gulf Boulevard will occur in both the Gulf Boulevard District and the Downtown District, and therefore the portion of Gulf Boulevard within the Downtown District is noted under that project.

COMMUNITY REDEVELOPMENT PLAN	
Pinellas County Staff Comments - Gordon Beardslee	**TOA Responses**
24. On page 68, the following statement needs to be clarified dealing with Operating and Maintenance: “However, City TIF may be used for such expenses subject to approval of the Redevelopment Agency.” County policy and statutory provisions state otherwise and not all operation and maintenance costs are eligible. Please refer to the list provided to the City of appropriate uses of tax increment revenues.	On page 71, the text has been revised to the following: With most of the capital projects that will be implemented, there will also be an element of ongoing operating and maintenance costs. Funding for operating and maintenance costs for capital projects is limited by State statutes and County policy, and for the most part City and County TIF funds cannot be used for ongoing operations and maintenance. It will be important for the CRA to closely coordinate with the City to ensure adequate funding is made available for ongoing operating and maintenance costs.
25. In Table 6-1, County TIF has been identified for funding stormwater system improvements. It should be noted that County TIF can be used for major/regional stormwater improvements but not for neighborhood or local stormwater improvements.	Added * and note under Table: Note: * County TIF can be used for major/regional stormwater improvements, but not for neighborhood or local stormwater improvements.
26. The largest public expenses are for the two parking garages, with a combined total of $25 million for both. Table 6-1 identifies only TIF as a potential funding source for these facilities. The City is encouraged to consider additional potential funding sources for constructing these facilities and/or include options for public/private partnerships where, for example, a resort might gain additional hotel units if it provided public off-street parking.	Included the following in Table - Public Parking Facilities ...,Private Contributions, Public/Private Partnerships, Development Incentives

ST. PETE BEACH
COMMUNITY REDEVELOPMENT AREA PLAN

DRAFT – August 2014

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The City of St. Pete Beach has taken a proactive approach to properly guide future development and to establish a Community Redevelopment Area, which builds upon the City's infill and redevelopment strategies identified within its Comprehensive Plan and its Community Redevelopment District (CRD) Plan. As a result of a desire to jumpstart redevelopment within the Downtown core and the Gulf Boulevard resort tourist area, the City of St. Pete Beach initiated a Finding of Necessity Study (herein referred to as the "Finding Study") pursuant to Chapter 163, Part III, Florida Statutes (F.S.), which was originally adopted in 2005, to identify blight conditions within the proposed St. Pete Beach Community Redevelopment Area (herein referred to as the "CRA"). The City Commission adopted Resolution 2005-14 on June 28, 2005, which stated that due to the presence of conditions identified within the Finding Study, the City Commission found that the proposed CRA did, in fact, contain conditions of blight as defined in Section 163.340, F.S. These findings by the City Commission authorized officials to take the appropriate actions as required to obtain the necessary delegation of redevelopment powers from Pinellas County, pursuant to Section 163.410, F.S.

The Pinellas County Commission (herein referred to as the "Pinellas BOCC") adopted Resolution 06-191 delegating authority to the St. Pete Beach City Commission to create a Community Redevelopment Agency (herein referred to as the "Redevelopment Agency") and begin the process of creating a Community Redevelopment Plan (herein referred to as a "CRA Plan") to pursue redevelopment within the CRA (see Figure 1-1: Aerial Location Map). Resolution 06-191 required a modification to the CRA Boundary and a subsequent update to the analysis within the Finding Study as a result of this change. The revised report was completed in April 2006. On July 13, 2010, the City Commission passed Resolution No. 2010-21, which created the Community Redevelopment Agency, with the City Commission sitting as the governing body. On July 9, 2013, the St. Pete Beach City Commission adopted Resolution No. 2013-09, which ratified City Resolution 2005-14, subject to the revised boundary approved in Pinellas County resolution 06-191. This action (approval of Resolution 2013-09) delegated authority from Pinellas County to pursue community redevelopment and ratified City Resolution 2010-21, which created the Redevelopment Agency. Following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval, establishing the CRA and allowing for the establishment of a Redevelopment Trust Fund.

The City initiated the development of this CRA Plan to identify capital improvements, programs, and initiatives that would encourage redevelopment and eliminate the blighted conditions identified within the adopted Finding Study. These conditions included the following:

1. Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities [Section 163.340 (8)a, F.S.]
2. Faulty lot layout in relation to size, adequacy, accessibility, or usefulness [Section 163.340 (8)c, F.S.]
3. Unsanitary or unsafe conditions [Section 163.340 (8)d, F.S.]
4. Deterioration of site or other improvements [Section 163.340 (8)e, F.S.]
5. Inadequate or outdated building patterns [Section 163.340 (8)f, F.S.]

This Plan addresses the blight identified in the Finding Study and sets the stage for a series of short- and long-term redevelopment activities for new development that can instill civic pride and encourage economic development. These activities will help create a sense of place by improving/upgrading public infrastructure and facilities, more seamlessly connecting the downtown and tourist areas along Gulf Boulevard and investing in unique and innovative programs and initiatives focused on placemaking activities and business assistance programs.

The CRA contains two major planning districts, the Downtown District and the Gulf Boulevard District, each of which has unique characteristics and redevelopment needs (See Figure 1-2: CRA District Map). These districts, as well as a series of smaller sub-areas, were established with the completion of the CRD Plan in 2008. The Downtown District contains the traditional downtown core of St. Pete Beach centered on Corey Avenue. This district contains many of the physical elements of a successful Downtown, but a lack of public/private investment in the area has left it struggling in the face of other competing towns along the West Coast of Florida. The Gulf Boulevard District contains the largest concentration of hotels and resorts within the City of St. Pete Beach, and its success is crucial to that of the city as a tourist destination. As identified within the Finding Study, the continued success of the Gulf Boulevard District as a tourist destination will require the upgrading and redevelopment of many of the resort properties to compete with other nearby destinations that have more modern amenities and accommodations. In addition, the Gulf Boulevard District is also in need of commercial revitalization and redevelopment and infrastructure improvements (particularly bike/pedestrian safety enhancements) that, together, will help to reinvigorate the area as a year-round designation for tourists from around the region and the world.

The Conceptual Diagram shown on the following pages identifies the major capital improvements that have been identified within the CRA Plan. This Plan is intended to serve as a framework for guiding development and redevelopment over the next 30 years. This 30-year duration is necessary due to the extent of infrastructure improvements and the low-increment revenue projections, which will take nearly 10 years to start realizing appreciable revenue increment to use to leverage other funding sources for the improvements. The Community Redevelopment Trust Fund (herein referred to as the "Redevelopment Trust Fund") will be established to receive grants, gifts or tax increment revenues generated by redevelopment activities to implement the Plan.

The Capital Improvements Plan for the CRA Plan includes a variety of projects that will transform the CRA over time. These include both short and long term projects, which will be funded over the entire 30-year timeframe of the CRA. The projects generally include the following:

- Burying of existing utilities along the major corridors throughout the CRA
- Development of a waterfront boardwalk
- Streetscape and mobility improvements in both the Downtown and along Gulf Boulevard Districts
- Development of public parking facilities in both the Downtown and Gulf Boulevard Districts
- Design and implementation of wayfinding signage throughout the CRA
- Design and construction of unique gateway features for the CRA
- Park and open space improvements
- Infrastructure studies to identify specific capital projects

In addition to the capital projects listed above, there are a number of non-capital projects and programs also included within the plan which are intended to encourage economic development within the CRA. These projects and programs include, but are not limited to marketing and branding initiatives, development incentives, business assistance programs (grants, low interest loan programs, façade grants, etc.), land acquisition, special events development and promotion, and Redevelopment Agency administration costs. This projects and programs, in tandem with the capital investments listed above, will create an environment ripe for redevelopment, and help to encourage private sector investment that will help transform the CRA.

Conceptual Diagram of the St. Pete Beach Community Redevelopment Area

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

Roadway/Beautification Improvements

Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.


Downtown Planning District
Gulf Boulevard Planning District
Gulf of Mexico
Community Center
75th Ave
Boca Ciega Dr
Blind Pass Rd
Gulf Blvd
Coquina Way
Mangrove St
Bay St
Corey Ave
Cidlowski Park
Fisherman's Park
Sunset Park
Sunset Way
77th
76th
73rd
72nd
71st
70th
69th
68th
67th
66th
64th
54th
52nd
51st
50th
CC-1
TC-1
TC-2
DC
CC-2
CG
LR
1a
1b
1c
1d
1e
1f
2a
2b
3a
3b
ORVIS
NEWPORT BEACH
Corona del Mar
Parking
Sherman Library & Gardens
Newport Center
Fashion Island

Conceptual Diagram - Downtown Planning District

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

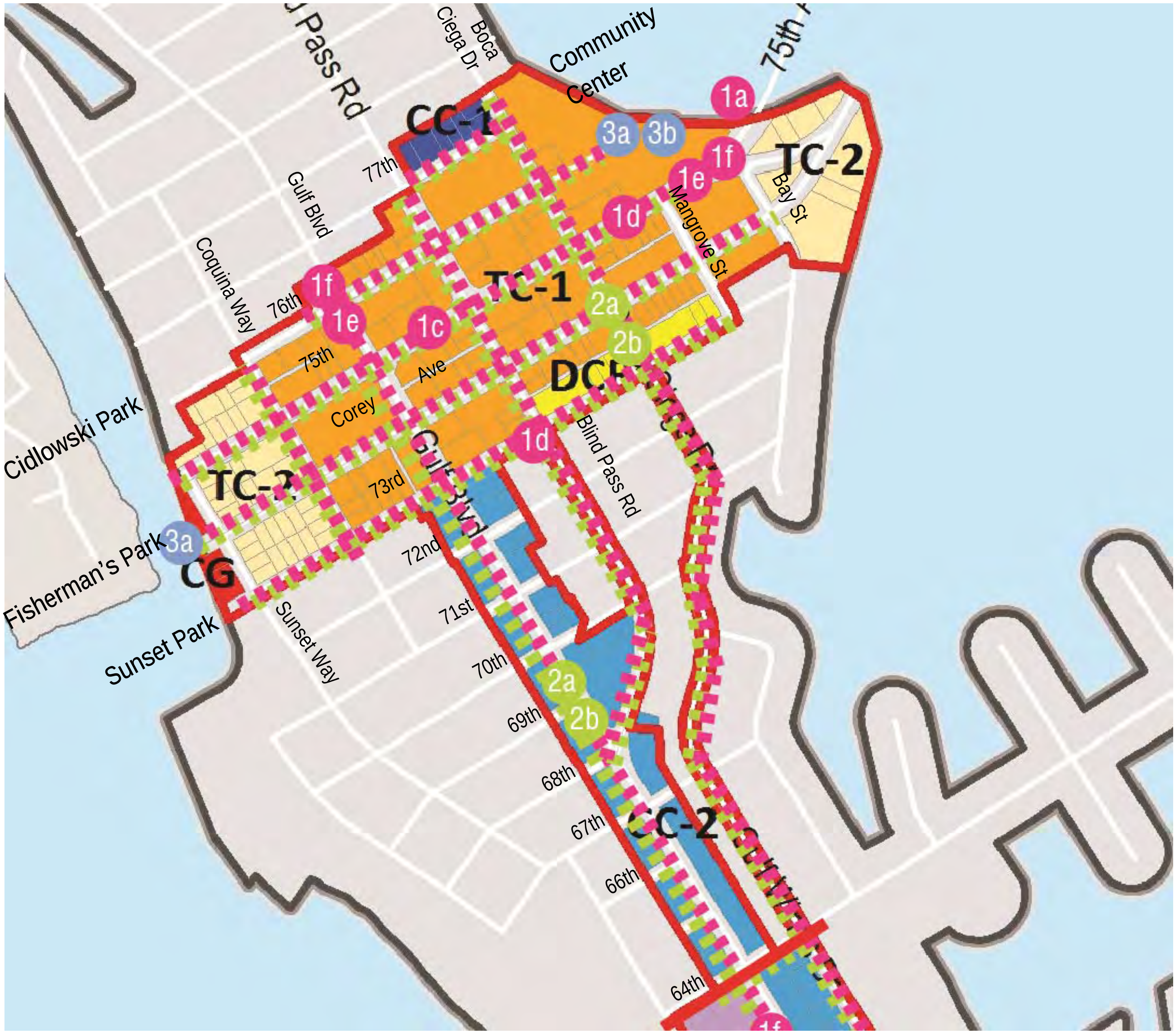
- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

- Roadway/Beautification Improvements
- Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.


Pass Rd
Boca Ciega Dr
Community Center
75th
1a
CC-1
3a
3b
TC-2
1f
1e
1d
Bay St
Mangrove St
77th
Gulf Blvd
Coquina Way
76th
1f
1e
1c
TC-1
2a
2b
75th
Ave
Corey
DC
Cidlowski Park
1d
Blind Pass Rd
Gulf Blvd
73rd
TC-3
72nd
Fisherman's Park
3a
CG
Sunset Park
Sunset Way
71st
70th
2a
2b
69th
68th
67th
CC-2
66th
64th

Conceptual Diagram - Gulf Boulevard Planning District

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

- Roadway/Beautification Improvements
- Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.


Gulf of Mexico
LR
Gulf Blvd
Gulf Blvd
1f
1e
1b
1d
54th
52nd
51st
50th
2a
2b
1b
1e
1f

As required by Florida Statutes the CRA Plan includes a Capital Improvements Plan (CIP) which contains order of magnitude costs for all proposed capital improvements that are planned during the implementation of the plan. These cost estimates are broken down by short term (1-5 years), mid-term (6-15 years), and long-term (13-30 year) timeframes. The projected capital cost for each timeframe is summarized below:

- Short Term—(1-5 years) - $4,563,775
- Mid-Term—(6-15 years) - $24,871,975
- Long Term (16-30 years) - $33,907,550

In order to determine the potential revenue that could be generated by the CRA, a market analysis and TIF projections were completed for the life of the CRA. The market analysis determined that the CRA has significant economic growth potential given its unique attributes in comparison to the Tampa Bay Region. TIF projections were generated for short-term (1-5 years), mid-term(6-15 years), and long-term (16-30 years) timeframes. The cumulative estimates for each of these timeframes are summarized below:

- Short Term—(1-5 years) - $758,092
- Mid-Term—(6-15 years) - $9,648,649
- Long Term (16-30 years) - $47,043,008

The comparison of potential increment revenue with the projected capital costs reveals that there will be a deficiency in funding based on increment revenues alone. This deficiency is project to be $1,894,101, and will need to be covered through the use of a variety of funding sources, which may include special assessments, general revenue, grants, impact fees, local option sales task (LOST), and other means as they may become available during the life of the CRA. The Redevelopment Agency will prioritize projects and funding sources as appropriate to implement the CRA Plan with the goal of maximizing the impact of redevelopment to eliminate blighting conditions and to encourage economic development.

CHAPTER 1:
Initiating Redevelopment

1.1 BACKGROUND

On August 30, 2013, the City of St. Pete Beach retained Tindale-Oliver & Associates, Inc. (TOA) as lead consultant in cooperation with its sub-consultant, Urban Development and Mobility Solutions (UDMS), to assist in completing the CRA Plan based on the existing Finding Study that was adopted in July 2013 (Resolution 2013-09). In addition to the completion of the Plan, TOA and UDMS were also contracted to work with City staff to negotiate with Pinellas County regarding the adoption of the tax increment revenue district. The purpose of this document is to plan for the redevelopment of the St. Pete Beach Community Redevelopment Area (herein referred to as "CRA") for the next 30 years. The Plan represents a community-based effort to shape the future of the CRA through strategic investments aimed at eliminating conditions of blight and ensuring long term prosperity for the area. Figure 1-1 is an Aerial Location Map that shows the CRA area.

The CRA is confined to a specific area along and adjacent to Gulf Boulevard and Corey Avenue within the city of St. Pete Beach in Pinellas County, Florida, and is organized in two planning districts: the Downtown District and the Gulf Boulevard District (see Figure 1-2, CRA District Map).

- The Downtown District includes the city's traditional Downtown area bounded by the Intercoastal Waterway/Boca Ciega Bay to the east, 64th Avenue to the south, the Gulf of Mexico/Blind Pass Channel to the west, and 77th Avenue to the north. The area includes the commercial properties fronting Gulf Boulevard from 73rd Avenue south to the intersection of 64th Avenue, includes the southern leg of the Blind Pass Road corridor beginning north of the Downtown Core from 77th Avenue to Gulf Boulevard, and the Gulf Winds Drive/Boca Ciega Drive roadway corridors.
- The Gulf Boulevard District is primarily a hotel/motel tourist district that includes properties on the west side of Gulf Boulevard bounded by 47th Avenue to the south and 64th Avenue to the north. In addition, the Gulf Boulevard District includes the right-of-way of Gulf Boulevard heading south from generally 46th Avenue to 37th Avenue.

The CRA is approximately **196 acres**, which is **14 percent** of the total city's land area of **1,408 acres**. Figure 1-3 shows the CRA area in comparison to the city limits as a whole.

The St. Pete Beach City Commission originally recognized that blighting conditions exist within the Downtown District and Gulf Boulevard District as early as 2003 after the Master Plan Visioning Process. These conditions have only continued to worsen, contributing to the spread of vagrancy, crime, vacancy, disinvestment, and abandonment of businesses and properties in core commercial and resort areas. The City of St. Pete Beach has been in the process of planning for a successful redevelopment of its Downtown and the Gulf Boulevard tourist and commercial areas and has undertaken a number of efforts, including, but not limited to, the following:

- **Community Redevelopment District (CRD) Plan**—This CRD Plan is a Special Area Plan (SAP) originally adopted in 2008 to identify specific Goals, Objectives, and Policies to encourage redevelopment within the designated area. The CRD included the CRA area as well as, surrounding areas. The CRD Plan includes an overall development vision for the area and detailed recommendations addressing use, density/intensity, and urban design. This CRA Plan builds upon the intent and vision of the CRD Plan, and many of the identified projects and programs proposed within the CRA Plan will, through their implementation, address many of the objectives of the CRD.
- **Comprehensive Plan**—The St. Pete Beach Comprehensive Plan lays out the land use and redevelopment vision for the entire city and includes Goals, Objectives, and Policies designed to encourage long-term prosperity through infill and redevelopment projects, smart infrastructure investment, and green initiatives to improve the environment. The

Comprehensive Plan includes the policies and land use recommendations identified within the CRD. Appendix E of this CRA Plan includes a summary of Comprehensive Plan Objectives and Policies consistent with the creation and implementation of the CRA.

ABOUT ST. PETE BEACH

Located on Florida's west coast barrier islands in Pinellas County, St. Pete Beach has a history of quality residential living complemented by a vibrant hotel and resort economy. The City was incorporated in 1957 with the consolidation of four towns Pass-a-Grille, Don CeSar, Belle Vista, and St. Petersburg Beach. St. Pete Beach celebrated its 50th anniversary in 2007.

According to the 2012 U.S. Census estimate, the population of St. Pete Beach is 9,391, which is a 0.5% increase over the 2010 Census. Though useful as a relative indicator of size, this number does not provide a full picture of the population or the economic orientation of the city. With one of the largest concentrations of hotels in Florida, tourism is vital to the economic health and success of the St. Pete Beach community. This family-oriented beach community includes a mixture of small and large resort hotels, condominiums, single-family residences, offices, and commercial facilities. The resort areas and other commercial development are concentrated along Gulf Boulevard.

DEVEOPMENT WITHIN THE CRA

St. Pete Beach has long served as a major tourist destination within the region, but over the last 25–30 years, it has struggled to encourage the type of new development and redevelopment that will help reposition it to compete with more modern tourist destinations. The city's hotel and resort businesses face many challenges in the current market, as tourism has migrated from St. Pete Beach to other areas throughout the region and the state. Most of the existing hotel and motel properties in the CRA were built in the 1940s and 1950s, and do not offer the types of modern amenities that tourists now expect. Some of the last major resort construction included the Sirata Hotel in 1989 and the Postcard Inn, which opened in 2005 as a major renovation of the Travelodge motel. The age and the physical and economic deterioration of many hotels and resorts within the CRA is keeping many of the remaining hotel properties from reaching their full potential.

Only 20 percent of all hotel or motel rooms in the city are associated with a national hotel or motel brand, compared to 71 percent of hotels and motels in Clearwater Beach. Reinvestment can be more difficult for smaller hoteliers and, often, these properties are declining. Increasing property taxes and insurance premiums since 2004 has only served to accelerate the decline of the St. Pete Beach resort area. Since 2003, a few hotel/motels have closed, and more closures are possible if the deterioration continues. As in much of Pinellas County, there is a tension between the need for lodging for tourists and the demand for residential condominiums along the beach. While some of the pressure for residential has subsided as a result of the recession, an improving economy will bring renewed interest for more residential units.

In addition to the challenge of marketing dated hotels, St. Pete Beach, like other coastal communities, has been faced with increased State regulation in regards to development. Whereas State regulations were drafted to protect the coast of Florida and individuals from hurricane forces, tighter controls on development are frequently at odds with hotel viability. Because of the State's tight controls over the location of new construction delineated by the Coastal Construction Control Lines (CCL) and Preservation land use designations enacted after all of the hotels on St. Pete Beach were built, many of the hotels west of Gulf Boulevard have nonconforming densities and could not be rebuilt at their current density following a catastrophic event. If what exists cannot be redeveloped, hotel property owners have little incentive or ability to reinvest and renovate existing hotels and resorts. Most hotel and motel developers are not permitted to build or redevelop at the density levels needed to make their resort properties economically viable.

Figure 1-1: Aerial Location Map

Figure 1-2: CRA District Map

Figure 1-3: Location Map within City Limits

The few resort properties that have undergone redevelopment have been converted to residential condominiums that can support higher property values and, therefore, need less permissible density. Condominium units are frequently inactive due to seasonal use, creating a different set of economic dynamics in the city. If the hotels within the community continue to convert to residential condominiums, the economic feasibility of the tourism and resort industry will be undermined, and the commercial tax base of the City and the County will likely diminish. In addition, the shift to a more residentially-seasonal population will reduce commercial activity, particularly in the off-season. This could greatly affect the viability of commercial uses within the CRA and the overall quality of life for all the residents of St. Pete Beach.

In addition to the deterioration of resort properties, commercial areas within the entirety of the CRA also have been struggling. As documented within the Finding Study, many of the commercial areas are older and, as a result, do not meet the modern parking, size, and amenity standards required by modern retailers. In addition, the continued growth of the Gulf Boulevard roadway corridor has further reduced the size and usefulness of many commercial parcels, making redevelopment difficult. The Downtown District, centered on the city's traditional main street, Corey Avenue, also has struggled with redevelopment and occupancy of its commercial spaces. The City has worked with business and property owners to encourage new activity, but a lack of parking, the physical disconnection caused by major roadway corridors, and other constraints have challenged redevelopment in the core.

Although residential is somewhat limited within the CRA, there are a number of condominium buildings and some small multi-family developments that are currently occupied. Most of the residential development within the CRA is more than 25 years old, and, much like the resorts within the area, changes in flood insurance costs and construction requirements could impact current owners and inhibit the development of a healthy real estate market due to increased costs of ownership. Additionally, the increased cost of development may inhibit future development of residential uses within the CRA.

The CRA Plan includes specific projects and programs to help kick-start the process of redevelopment within the two districts of the CRA. As described in the remainder of this document and summarized in the Capital Improvements Plan budget in Chapter 6, resources from the Redevelopment Agency will need to be leveraged along with other funding sources to create long-lasting change within the CRA.

COMMUNITY INVOLVEMENT

Community input and direction for the CRA Plan were provided during the Plan Workshop conducted on November 19, 2013, as well as the Corey Avenue District Workshop held on November 20, 2013, at which elected officials, City staff, and citizens came together to continue the discussion of St. Pete Beach's Vision for the future of their downtown and tourist area. These interactive workshops were the initial step in the visioning process and developing a unified strategy to overcome barriers, such as the economic vitality and redevelopment potential of the Downtown core and the tourist industry.

1.2 FINDING OF NECESSITY OVERVIEW

The completion of the Finding Study documents the existence of conditions required to designate a CRA. The City of St. Pete Beach Redevelopment CRA Blight Study concluded the CRA is considered a "Blighted Area," which constitutes an area that is injurious to the public health, safety, morals, and welfare of the residents, as specified in Section 163.335 (1) and 163.340 (8), F.S. (2013), based on the physical, economic, and regulatory conditions and government-maintained statistics.

From the 14 criteria, of which 2 or more conditions are required to be considered a "Blight Area," the following 5 conditions were documented in the adopted Finding Study to exist within the CRA:

1) *Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities. (Section 163.340(8)a, F.S.).*

   The totality of CRA comprises a transportation system that falls below current standards and requires a substantial budgetary commitment to maintain and/or upgrade over time. The key intersection with capacity problems is the Gulf Boulevard/75th Avenue/Blind Pass Road intersection. This intersection is the primary traffic obstruction in the CRA and needs to be reorganized. Other solutions would require major infrastructure changes, including acquiring private property to increase roadway rights-of-way.

   Driveways and curb cuts along Gulf Boulevard are not consolidated. In as little as 100 feet, 15 driveway cutouts can be found along sections of Gulf Boulevard. Driveways cause significant vehicle and pedestrian safety risks because of the multiple points of potential conflict. The frequency of curb cuts makes consistent streetscape treatment virtually impossible. Because there are inadequate back or front loading areas at many commercial properties along Gulf Boulevard, delivery trucks are forced to unload in the middle turn lane along Gulf Boulevard. This impedes traffic flow and presents a safety risk to drivers and delivery workers.

   Gulf Boulevard is the signature street for both St. Pete Beach and the CRA, but the road functions solely as a vehicle mover. The main thoroughfare of the CRA has an outdated transportation network, including inadequate streetscape, transit facility, and safety features. The street design does not provide adequate public beach access and is generally deficient of public parking. Except for a metered parking lot adjacent to the St. Pete Beach Access County park and other on-street parking areas, there are no public parking lots or garages in the CRA Overall, the existing infrastructure does not provide adequate connections between resort properties and the Downtown or support a more livable space. The absence of pedestrian transportation infrastructure is further evidence of an inadequate transportation system. Additionally, the bike network in the CRA is not sufficient to accommodate alternative modes of transportation, making the overall transportation network inadequate.

   Neighborhood connectors such as Boca Ciega and Gulf Winds lack street trees, signage, traffic calming measures, pedestrian walkways, pedestrian crossings, and legal bike lanes with appropriate signage. Current pedestrian infrastructure conditions are unacceptable in the context of contemporary design standards, as they impede alternative modes of mobility. Their current state of disrepair and deterioration discourage investment in the neighborhood because the context is not favorable to long-term ownership of property.

   Blind Pass Road between Gulf Boulevard and 75th Avenue carries relatively few cars but is oversized, with long radii that facilitate high-speed driving along the neighborhood corridor. Street trees and sidewalks are inadequate and do not buffer residential uses from the road. The conditions outlined in the Finding Study contribute to the disinvestment of properties along the road. The costs of maintaining and upgrading the entire transportation network can only be expected to increase, and there are no palatable budgetary mechanisms to deal with the conditions described.

2) *Faulty layout in relation to size, adequacy, accessibility and usefulness. (Chapter 163.340(8)c, F.S.).*

   The CRA is not an area of open land that can be easily reconfigured. The CRA has a deficient pattern of existing development that precludes modern standards, design, and safety provisions. The non-residential inventory is obsolete by the constraints of small or non-conforming sites, regulations, structure placement, and access. Most commercial buildings in the CRA violate at least some current land development regulations. In today's market, the small size of many hotel and motel parcels make redevelopment of properties functionally impossible. Resort properties are deficient in modern site requirements, and the size of lots in combination with height limits makes it difficult to redevelop with contemporary amenities. Height limits cause developers to use the entire impervious surface of their lots for the primary structure and surface parking. Without modern amenities, resort redevelopment may not be justifiable economically, particularly considering the low building-to-land value ratios that define the economic rationale for property owners.

Contemporary development practices favor larger sites to enable a variety and mix of uses and activities. The commercial lots in the CRA are largely economically dysfunctional or deteriorated because they do not meet contemporary design and investor requirements. The current commercial properties on Gulf Boulevard from approximately 60th Avenue to 73rd Avenue are about 110 feet deep, which is typically a residential size. To the extent that there are commercial uses on lots that are too small, there has been a resulting impact on residential properties in the form of incompatible uses being placed in very close proximity without adequate buffers and sporadic, irregular, poorly-managed conversions of residential to retail. Over time, these parcels have evolved into commercial uses, in part as a result of the changing character of Gulf Boulevard as a regional road. However, the shallow parcel depths do not accommodate modern commercial development or parking, and as Gulf Boulevard has been incrementally widened, this issue has been exacerbated. This phenomenon has also taken place on Blind Pass Road from 76th Avenue to approximately 80th Avenue.

The typical lot dimensions, in conjunction with immediate proximity to residential areas, preclude adequate space for landscaping or other treatments that might buffer residential zones from commercial uses. Parking for businesses is typically located in the front of the property, with insufficient space for landscaping. These design practices increase the appearance of the asphalt width of the road, makes the regular placement of streetlights and trees difficult, and require individual access points to each business. In some cases, parking has been forced behind commercial properties because of road widening. Rear yard setbacks are so minimal that parking and service areas back up to residential properties without proper buffering. As noted, because of the size and current setbacks, service traffic is not easily managed. In many cases, redevelopment will never adequately accommodate on-site service needs. Overall, current lot layout in the CRA makes redevelopment functionally difficult, and the faulty layout and configuration of lots in relation to size, adequacy, and accessibility are suggestive of a functionally-obsolete or deteriorated commercial land use pattern.

3) *Unsanitary or unsafe conditions. (Section 163.340(8)d, F.S.).*

The CRA experiences substantial pedestrian traffic typical of a resort area, yet pedestrian infrastructure is absent, creating unsafe transportation conditions. Crosswalks from existing parking to the beach are deficient. Spot medians and clear pedestrian crossings are lacking in many areas, with high pedestrian traffic creating dangerous conditions. Turn lanes are repeatedly used as refuge spots, endangering both pedestrians and vehicular traffic. Cycling conditions are dangerous on the roads within the CRA.

Designated bike lanes have been added as an afterthought and do not meet transportation width standards. Currently, school buses pick up and drop off on Gulf Boulevard, causing safety risks, particularly considering the inadequate pedestrian conditions along the road. While accidents will occur no matter what safeguards are put in place, clearly having pedestrian and cycling facilities would diminish the number of accidents that might involve pedestrians. Left unchecked, the frequency of accidents will most likely continue to escalate.

Excessive curb cuts in the CRA also reduce pedestrian safety. The multiple driveways cause significant pedestrian safety risks and pose safety risks to drivers due to excessive ingress and egress movement. Parking is typically located in front of many commercial properties, and cars often must back out of lots onto the main thoroughfare, causing dangerous road conditions.

There are also sanitary and safety concerns about the quality of discharged stormwater. Currently, there are limited treatment facilities in the city, and stormwater that enters the Boca Ciega Bay undergoes little filtering because almost all ground surface in the area has been absorbed by low-density development and surface parking lots.

Whereas there are no septic systems in the CRA, there are still sanitary sewer issues. Wastewater pipes in the CRA were installed more than 50 years ago, and most lines in the area comprise VCP clay pipe. The materials allow leakage and infiltration problems.

Floodwater mitigation is not a significant priority for the city, but safety issues still persist. Because of the CRA's proximity to the Gulf of Mexico and the Boca Ciega Bay and the low elevation of the CRA, and because there is insufficient natural drainage in the area, in the case of high tides and heavy rain, little can be done to prevent flooding. When pooling of water occurs and intersections and roads flood, it becomes difficult for safety vehicles to operate. In addition, traffic accidents may occur.

Additional public safety issues occur in the CRA. The northern section of the CRA requires police attention due to criminal issues. The area has pervasive code violation problems among its residential rental properties, raising life safety concerns. In the Gulf Boulevard commercial area, public safety issues occur because of the use of alcohol in commercial properties serving the beach. Police activity in this area typically involves drunk driving and disorderly conduct and fighting that is intensified because of alcohol use.

4) *Deterioration of site or other improvements. (Section 163.340(8)e, F.S.).*

By contemporary standards, the non-residential inventory suffers physical deterioration and dysfunction. The primary concern is deterioration in context and setting, which will discourage long-term sustainability and lead to a reduction in useful life more rapidly than would be the case in a stable commercial environment.

Many properties within the CRA are deteriorated and/or unoccupied. Most transient accommodations are reaching the end of their lifespan, and the redevelopment of hospitality facilities is economically difficult in the current economic and regulatory environment. Many of the commercial improvements in the CRA do not meet the demands of a modern marketplace. Although they may not be excessively deteriorated from a physical standpoint, many are nearing or have reached the end of their useful economic life and are functionally deteriorated.

The sanitary sewer system has deteriorated in the CRA. Sanitary sewer pipes in the CRA are outdated and are causing severe infiltration problems. A significant portion of the wastewater budget is going towards the treatment of infiltrated water. This creates a burden on the sanitary sewer budget, considering that only consumed potable water is billed.

5) *Inadequate and outdated building patterns. (Section 163.340(8)f, F.S.).*

Inadequate and outdated building patterns are prevalent in the CRA and can be spotted based on an informal assessment of conditions in the area. The potential intensity of future development is constrained by the dimensions of existing lots in the CRA. Contemporary design and regulatory practices are violated by conditions in the CRA, and inadequate and outdated building patterns prevent modern standards from being implemented. Deficiencies related to inadequate and outdated building patterns include the following:

- Height restrictions and density restrictions that create undesirable design
- Comprehensive Plan and State regulations based on hurricane evacuation are at odds with redevelopment.
- Planned density difficult to achieve relative to the size and adequacy of platted lots.

- Absence or deterioration of infrastructure.
- Lack of adequate sidewalks and pedestrian facilities.
- Unrestricted and divided ingress and egress among numerous commercial properties.
- Commercial infringement into residential areas stemming from the absence of transitional zones that would create buffering opportunities, inadequate lot depth, and poor design controls.

The information specified in the Finding of Necessity Report is adequate by the criteria specified in Section 163.340 (8), F.S., (2013) to acknowledge blight within the CRA.

1.3 INTENT OF THE COMMUNITY REDEVELOPMENT PLAN

The CRA Plan is intended to serve as a framework for guiding development and redevelopment of the CRA over the next 30 years. This Plan incorporates the strategies identified for the Downtown and Gulf Boulevard during the City's CRA Workshop on November 19, 2013, as well as redevelopment objectives, programs, and capital projects to be undertaken to reverse blighting trends within the CRA. This Plan addresses financing and implementation strategies as well as management and administration opportunities. These strategies will continue to be refined as they are implemented. It is clearly intended that special assessments and other revenues may need to be used in conjunction with available increment revenues to achieve stated goals. While based on the most accurate data available, the various strategies and costs identified in this Plan will require additional study and action by the Redevelopment Agency as specific projects are initiated, refined, and implemented.

The Plan's focus is to transform the CRA from its current deteriorated condition into two distinct core planning areas that are unique in character and yet linked physically, economically, and socially. The intent of the Downtown District of the CRA is to create a vibrant mixed-use downtown core that maintains its primary focus on providing government, business, retail, and entertainment services to residents and tourists with opportunities for temporary lodging and secondary residential uses to create a live, work, shop, dine, and entertainment activity center.

The intent of the Gulf Boulevard District of the CRA is to revitalize and redevelop the city's large resort properties and transform Gulf Boulevard into a multimodal corridor that is safe and aesthetically pleasing for both residents and tourists in a way that conveys the city's image as a premier quality residential community and a quality resort destination.

1.4 LEGAL BOUNDARY DESCRIPTION OF CRA

The CRA is confined to a specific area along and adjacent to Gulf Boulevard and Corey Avenue within the city of St. Pete Beach in Pinellas County, Florida, and is organized in two districts: the Downtown District and the Gulf Boulevard District. The Downtown portion of the overall CRA is generally located in the city's traditional downtown area, bounded by the Intracoastal Waterway/Boca Ciega Bay to the east, 73rd Avenue to the south, the Gulf of Mexico/Blind Pass Channel to the west, and 77th Avenue to the north. It includes the commercial properties fronting Gulf Boulevard from 73rd Avenue to the intersection of Gulf Winds Drive and Gulf Boulevard; the southern leg of the Blind Pass Road corridor, beginning north of the downtown core from 77th Avenue to Gulf Boulevard through the Downtown Core Residential neighborhood; and the Gulf Winds Drive/Boca Ciega Drive neighborhood roadway corridors, located within the Downtown Core Residential character district. The Gulf Boulevard resort area portion of the overall CRA includes a hotel/motel district that is west of Gulf Boulevard bounded by 47th Avenue to the south and 64th Avenue to the north, as well as the entire Gulf Boulevard roadway corridor, from ½ block north of 76th Avenue south to 37th Avenue. The CRA is approximately **196 acres**, which is **14 percent** of the total city land area of **1,408 acres** (see Figure 1-3). A full Legal description is provided in Appendix J.

THIS PAGE LEFT BLANK INTENTIONALLY.

CHAPTER 2:
Community Redevelopment Plan Adoption

2.1 PREPARATION OF THE COMMUNITY REDEVELOPMENT PLAN

The Community Redevelopment Act, Section 163.360 (4), F.S. (2013), states that a municipality or Redevelopment Agency may itself prepare or cause to be prepared a Community Redevelopment Plan. In a home rule charter county such as Pinellas, the City of St. Pete Beach must request delegation of authority to create the CRA and establish a Redevelopment Trust Fund. The St. Pete Beach City Commission adopted Findings of Necessity for designation of a CRA (Resolution 2005-14) and, subsequently, Pinellas County adopted resolution 06-191, which provides for delegation of powers from the County to the City to allow for the creation and operation of a Redevelopment Agency, subject to conditions, including the adoption of a modified Finding of Necessity Study and final approval of the CRA Plan. On July 13, 2010, the City Commission passed Resolution No. 2010-21 which created the Community Redevelopment Agency, with the City Commission sitting as the governing body. On July 9, 2013, the St. Pete Beach City Commission adopted Resolution No. 2013-09, which ratified City Resolution 2005-14, subject to the revised boundary approved in Pinellas County resolution 06-191. This action (approval of Resolution 2013-09) delegated authority from Pinellas County to pursue community redevelopment and ratified City Resolution 2010-21, which created the Redevelopment Agency. Following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval. If the BOCC approves the CRA Plan, additional community redevelopment powers contained in Chapter 163, Part III, F.S. are delegated to the City. These additional powers may include the authority to establish a redevelopment trust fund subject to BOCC approval. This Plan has been prepared at the direction of the City Commission and represents a collaborative effort between and among City staff, local residents and the consultants.

Community input and direction were provided from a public workshop conducted on November 19, 2013, at which elected officials, City staff, and citizens came together to begin the discussion of St. Pete Beach's Vision for the future of the CRA. The interactive workshop was an important step in developing strategies to improve the economic vitality and redevelopment potential of the CRA.

2.2 PROCEDURE FOR CONSIDERING AND ADOPTING THE PLAN

The Community Redevelopment Act, Section 163.360, F.S. (2013), outlines the procedure for considering and adopting this Plan. Once developed, the Plan must be forwarded to the St. Pete Beach Planning Board for review and recommendation as to its conformity within the Comprehensive Plan. Upon reviewing this Plan, the Planning Board is expected to submit written recommendations to the City Commission with respect to the conformity of the proposed Community Redevelopment Plan with the Comprehensive Plan.

Upon receipt of comment from the City Planning Board, the City of St. Pete Beach is required to submit this Plan, together with any written recommendations, to the governing body of each taxing authority levying ad valorem taxes on real estate contained within the CRA. A public hearing will then be held with St. Pete Beach City Commission for adoption of the CRA Plan by resolution. Following adoption of this Plan by the City Commission, it will be sent to Pinellas BOCC for review and approval. When the BOCC approves the CRA Plan, additional community redevelopment powers contained in Chapter 163, Part III, F.S. are delegated to the City. These additional powers may include the authority to establish a redevelopment trust fund subject to BOCC approval, which will then be adopted by ordinance.

2.3 COMMUNITY REDEVELOPMENT AGENCY POWERS

The St. Pete Beach City Commission has been established as the Redevelopment Agency. Following approval of the CRA Plan by the Pinellas BOCC, the City Commission will assume its capacity as the governing body of the CRA pursuant to Section

163.356 and 163.357, F.S. (2013). The Redevelopment Agency will consist of the five members of the City Commission, pursuant to Section 163.357(1) (c), F.S. (2013). If the City Commission appoints a Community Redevelopment Advisory Board, such Board will have County representation of at minimum one member appointed by the Pinellas BOCC. Such Advisory Board will meet at least as often as the Redevelopment Agency holds its regular meetings and will meet prior to meetings of the Redevelopment Agency to review and provide recommendations on matters to be considered by the Agency.

City and County staff have coordinated closely on this planning process and have established specific guidelines as to the allocation and use of the tax increment projected to be raised by the CRA. Following adoption of this CRA Plan, the City Commission will have the authority to proceed with redevelopment per its powers as defined in Section 163.356 and 163.357, F.S. Per Pinellas County Resolution 06-191, any modification to this Plan will require a review/approval by the Pinellas BOCC.

The CRA can use its delegated authority to promote and encourage rehabilitation, conservation, and redevelopment within the CRA, pursuant to Section 163.370 and Section 163.410, F.S. (2013). However, certain powers may not be granted to the Redevelopment Agency, pursuant to Section 163.358, F.S. (2013).

THIS PAGE LEFT BLANK INTENTIONALLY.

CHAPTER 3:

Redevelopment Vision, Objectives, and Strategies

3.1 APPROACH

This chapter presents the vision for the CRA, identifies potential objectives and strategies, and lays a foundation for the programs and projects to be considered by the City of St. Pete Beach, the Redevelopment Agency, and private enterprise implementing this vision. The vision builds upon the redevelopment framework identified in the adopted CRD Plan.

3.2 OVERALL VISION OF THE CRA

The CRA contains two primary planning districts: the Downtown District and the Gulf Boulevard District These two district boundaries are consistent with those within the CRD Plan. Within the CRD Plan, each district contains specific allowable use types, densities/intensities, and design guidelines. The district boundaries help to identify the differences between the commercial/resort areas and downtown core. As described in the CRD Plan, each district is allowed compatible diversity in permitted uses, densities, intensities, and design guidelines for the purpose of creating (1) a live, work, shop, and play environment within the Downtown District and (2) a resort/commercial activity center within the Gulf Boulevard District. The Redevelopment Agency, through implementation of this CRA Plan, will build upon the land use, urban design, and density/intensity guidance identified in the CRD Plan through investment in specific projects. These will include improved infrastructure, rehabilitation of structures, landscape and streetscape upgrades, improved/upgraded parks, creation of parking facilities, and other projects and programs that will continue to build the city of St. Pete Beach as an economic hub for tourism in Pinellas County while creating a walkable, well-designed residential/commercial environment for residents in the community. The following vision principles will guide the implementation of redevelopment in CRA. They are organized by planning district.

DOWNTOWN PLANNING DISTRICT

STREETSCAPE, PEDESTRIAN AND BICYLCLE ORIENTATION

Implement Downtown Redevelopment District Roadway Improvements featuring:

- New and wider main street-style sidewalks linking the Downtown core retail, business, government, entertainment, dining, and shopping activities to each other from Sunrise Park on Boca Ciega Bay to the east, through the traditional main street activity core to Sunset Park on Blind Pass Channel to the west
- New and wider sidewalks linking trolley stops, crosswalks, parks, and retail, restaurant, and entertainment establishments within the Downtown area
- Major intersection and mid-block pedestrian crosswalks with distinctive paving patterns and other safety features
- Pedestrian signalization and other pedestrian safety features at all crosswalks and intersections within the Downtown District
- Pedestrian-scaled decorative lighting
- A waterfront boardwalk along Boca Ciega Bay linking Corey Circle East under the Corey Causeway Bridge to the Community Center and the city's largest waterfront park. This will link two major activity centers in a safe and memorable way and will increase opportunities for larger community events that could capitalize on the resources available at each location, including additional public parking within close proximity to each other
- New and wider bike lanes, where appropriate, linking the traditional Downtown District with the Gulf Boulevard District area and residential neighborhoods, with particular emphasis on linkages to public beach access plazas, trolley stops,
- Other amenities such as street furniture

The improved streetscape will help to calm traffic, increase pedestrian and bicycle safety, and create a more comfortable, safer, and aesthetically-pleasing experience for pedestrians and bicyclists that reduce the negative impacts of major thoroughfare traffic. Figure 3-1 illustrates potential design character of the different types of streetscape improvements that may be developed within Downtown District of the CRA. The final design of any improvements will be determined through future planning and design efforts.

Figure 3-1: Potential Character for Downtown Planning District Streetscape and Pedestrian Improvements

DOWNTOWN CORE RESIDENTIAL NEIGHBORHOODS

Install new and improved main street style sidewalks linking residential neighborhoods to the Downtown core retail, business, government, entertainment, and shopping district. Invest in neighborhood infrastructure such as sidewalks, bike lanes, pedestrian-scale street-lighting, traffic-calming, landscaping, and storm water/drainage management. Figure 3-2 illustrates the potential character within the Downtown residential areas.

Figure 3-2: Potential Character of Downtown District Neighborhood Improvement

DOWNTOWN AND COMMERCIAL MIXED USE

Provide flexible regulation that permits the blending of neighborhood commercial, retail, offices, personal services, business services, institutional uses with restricted temporary lodging, and residential uses to be used and implemented as an economic and planning tool that will facilitate parcel assembly. Figure 3-3 includes examples of potential commercial and mixed use development character within the Downtown.

Figure 3-3: Potential Development Character for Downtown Commercial and Mixed Use

PUBLIC INFRASTRUCTURE & FACILITIES

The Redevelopment Agency will work to improve the condition of utilities and public facilities within the Downtown Planning District. This work may take the form of the undergrounding of utilities located within the right-of-way, the development of public parking facilities, and improvements to the former police station in support of identifying a new tenant. In addition, as noted under potential streetscape improvements, the Redevelopment Agency should invest in a pedestrian boardwalk linking Corey Circle East to the Community Center on Boca Ciega Drive on the west side of the Corey Causeway. Figure 3-4 illustrates the desired character for public infrastructure and facility improvements within the CRA.

Figure 3-4: Public Facilities Desired Character

GULF BOULEVARD PLANNING DISTRICT

STREETSCAPE, PEDESTRIAN AND BICYLCLE ORIENTATION

Implement the Gulf Boulevard District Roadway Improvements featuring:

- Gateway signage to welcome visitors to the CRA
- Underground utilities
- Improve landscaping within the rights-of-way, including median treatments where appropriate, and Florida-friendly landscaping, where feasible
- New and Improved sidewalks linking resorts and residential neighborhoods to public beach access plazas, trolley stops, crosswalks, parks, and other activity centers
- New and improved bike lanes linking resorts and residential neighborhoods to public beach access plazas, trolley stops, crosswalks, restaurants, and parks as well as to entertainment and retail activity centers
- Major intersection and mid-block pedestrian crosswalks with distinctive paving patterns and other safety features
- Pedestrian signalization and other pedestrian safety features at crosswalks and along Gulf Boulevard, where appropriate
- Pedestrian-scaled decorative lighting with banner installation features for general city "branding," seasonal displays, and special city events
- Other amenities such as street furniture

Figure 3-4 illustrates potential design character of the different types of streetscape improvements that may be developed within Downtown District of the CRA.

PUBLIC INFRASTRUCTURE & FACILITIES

The Redevelopment Agency will work to improve the condition of utilities and public facilities within the Gulf Boulevard Planning District. This work will take the form of relocating utilities located within selected right-of-way, the development of public parking facilities to improve access to commercial areas and to increase public beach access.

OTHER CRA-WIDE INITIATIVES

In addition to the district specific investments discussed on the previous pages, the Redevelopment Agency will also implement a number of projects, programs, and initiatives designed to encourage physical redevelopment, economic development, and eliminate the identified conditions of blight.

BRANDING, SIGNAGE AND WAYFINDING

The Redevelopment Agency should develop and implement a new branding concept to help create/reinforce a sense of place for visitors and community residents alike. The Redevelopment Agency should also create and install customized directional and street signs, trolley stop signs, and other customized signage for the Downtown Planning District's shopping and entertainment areas, and distinct residential neighborhoods abutting the Downtown core area, parks, public parking areas and facilities, and government facilities and services as part of a comprehensive signage program that eliminates visual clutter and uses internationally-accepted symbols to facilitate tourist orientation to the downtown shopping areas and parks and open spaces. Figure 3-5 illustrates the potential design character for wayfinding signage and community branding within the CRA.

Figure 3-5: Potential Design Character for Branding & Signage

BUSINESS ASSISTANCE PROGRAMS

The Redevelopment Agency may offer a variety of business assistance grants and incentives to help business owners with improvements and/or initiatives. These could include business façade grants that focus on improving the physical appearances of small neighborhood commercial businesses that serve the shopping and personal service needs of the immediate area. Additionally, the Redevelopment Agency may choose to develop a marketing program in addition to branding efforts to increase customer base and encourage greater commercial activity within the CRA. Other assistance programs may be developed to provide opportunities for existing/new business to expand their markets, which ultimately will create more activity within the CRA.

PLAN FRAMEWORK

The intent of this Plan is to serve as a framework for guiding development and redevelopment in the CRA. This Plan identifies redevelopment objectives and lays the foundation for programs and capital projects to be undertaken, which will reverse and remove the blighted area conditions trends within the CRA. This Plan addresses financing and implementation strategies as well as management and administrative opportunities. These programs, projects, funding and financing strategies, and management and administration opportunities will continue to be refined as they are implemented. It is clearly intended that special assessments and other revenues may be used in conjunction with available increment revenues to achieve stated objectives and strategies. While based on the most accurate data available, the various strategies and costs identified in this Plan will require additional study as specific programs and projects are initiated, refined, and implemented.

The focus of this Plan is on mitigation or correction of the various blighted area conditions documented in the adopted Finding of Necessity Report. Changing social, physical, and economic conditions could warrant the modification of this Plan. If the Plan is modified, the CRA must comply with Section 163.361, F.S. (2013).

A Redevelopment Plan Conceptual Diagram was developed as part of this Plan to establish the foundation for planned improvements within the CRA (see Figure 3-6). The elements shown in the Conceptual Diagram may be relocated or realigned in future planning initiatives, so as long as modifications are generally consistent with the vision articulated in this Plan. The City of St. Pete Beach CRD Plan and Land Development Code (LDC) will address the redevelopment area's urban design framework.

Figure 3-6: Redevelopment Plan Conceptual Diagram

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

- Roadway/Beautification Improvements
- Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.


Boca Ciega Dr
Community Center
75th Ave
CC-1
TC-2
77th
Gulf Blvd
Coquina Way
Mangrove St
Bay St
TC-1
76th
DC
Corey Ave
Cidlowski Park
73rd
Fisherman's Park
CG
Sunset Park
Sunset Way
Blind Pass Rd
72nd
71st
70th
69th
68th
67th
66th
CC-2
64th
Downtown Planning District
Gulf of Mexico
LR
54th
52nd
51st
50th
Gulf Boulevard Planning District
1a
1b
1c
1d
1e
1f
2a
2b
3a
3b


1a
1d
ORVIS
1b
3a
3b
1b
1e
Newport Beach
Corona del Mar
Parking
Sherman Library & Gardens
Newport Center
Fashion Island

Figure 3-7: Conceptual Diagram - Downtown Planning District

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

Roadway/Beautification Improvements

Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.

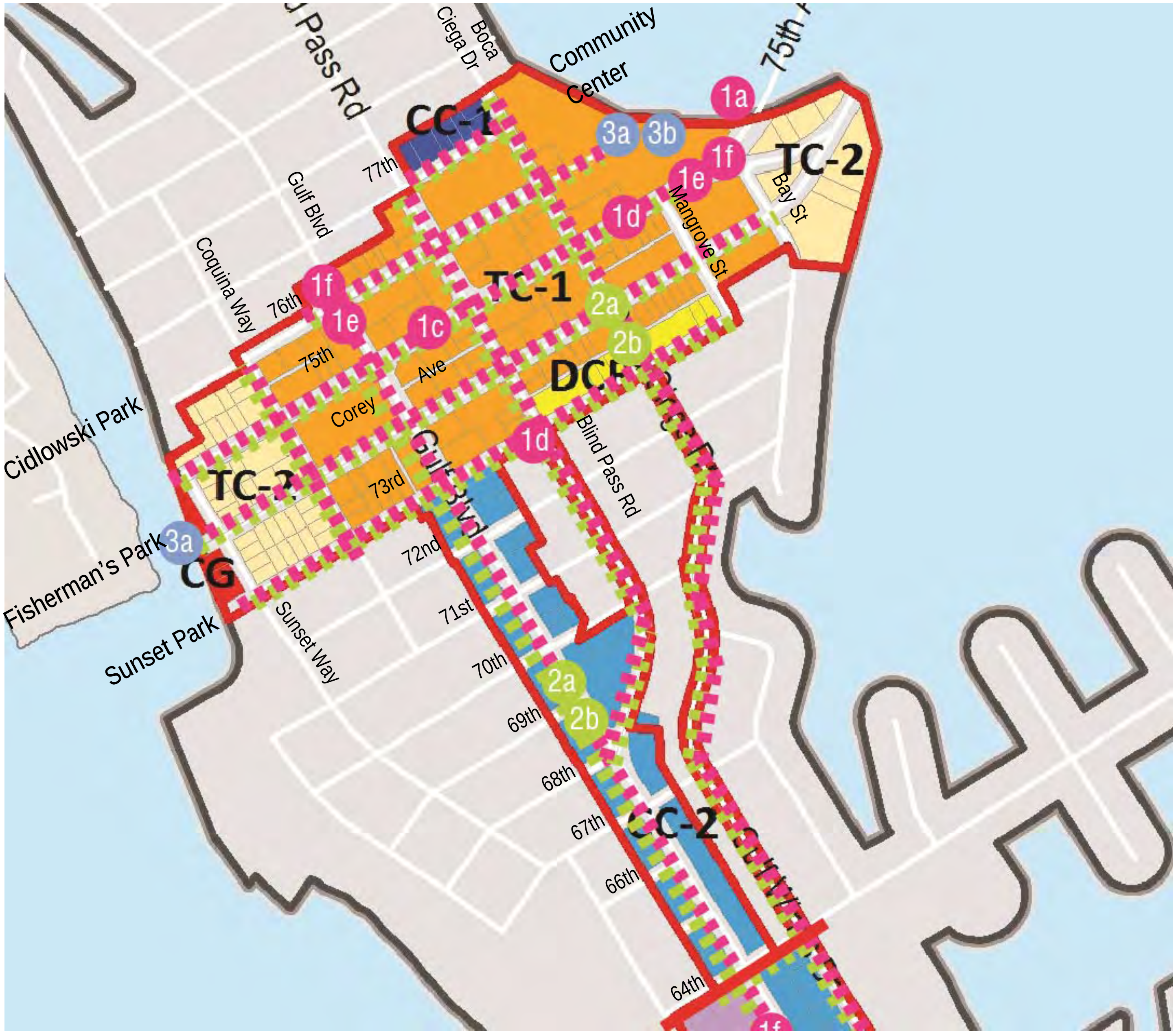

Community Center
75th
1a
3a
3b
1f
1e
1d
CC-1
TC-2
Bay St
Mangrove St
Boca Ciega Dr
77th
Gulf Blvd
Coquina Way
76th
1f
1e
1c
TC-1
2a
2b
75th
Ave
DC
Corey
Cidlowski Park
1d
Blind Pass Rd
TC-3
73rd
Gulf Blvd
72nd
Fisherman's Park
3a
CG
Sunset Park
Sunset Way
71st
70th
2a
2b
69th
68th
67th
CC-2
66th
64th

Figure 3-8: Conceptual Diagram - Gulf Boulevard Planning District

1 Transportation and Mobility Improvements

- 1a Waterfront Boardwalk
- 1b Gulf Boulevard District Roadway Improvements
- 1c Downtown District Roadway Improvements
- 1d Public Parking Facilities
- 1e Wayfinding Signage Improvements
- 1f Gateway Improvements

2 Infrastructure Improvements

- 2a Utility Relocation
- 2b Stormwater and Drainage

3 Parks, Recreation and Public Facilitiy Improvements

- 3a Parks - Expansion and Enhancements
- 3b Police Station Improvements

4 Additional Programs

- 4a Business Assistance Programs
- 4b Professional Services
- 4c Special Events Marketing and Promotion
- 4d Development Incentives
- 4e CRA Administriation Costs
- 4f Property Aggregation

Future Land Use

- Large Resort District (LR)
- Town Center Core District (TC-1)
- Town Center Coquina West and Town Center Corey Circle (TC-2)
- Downtown Core Residential District (DCR)
- Commercial Corridor Blind Pass Road District (CC-1)
- Commercial Corridor Gulf Boulevard District (CC-2)
- Commercial General (CG)
- CRA Parcels
- CRA Boundary
- St Pete Beach

- Roadway/Beautification Improvements
- Infrastructure Improvements

*This diagram site references specific projects in the CRA, but they have implications throughout the CRA.


Gulf of Mexico
LR
Gulf Blvd
1f
1e
1b
1d
54th
52nd
51st
50th
2a
2b
Gulf Blvd
1b
1e
1f

3.3 REDEVELOPMENT OBJECTIVES AND STRATEGIES

In partnership with private enterprise and other governmental entities, the redevelopment initiative embodied in this Plan will reverse and remove the observed blighted area conditions within the CRA by leveraging public assets to improve the overall economic and physical conditions. Creating a vibrant and walkable Downtown and a more economically-competitive, safe, and beautiful Gulf Boulevard will greatly enhance the community's quality of life.

Strategic initiatives are to be identified and placed into actions to address, reverse, and remove the blighted area conditions that have substantially impaired reinvestment activity in the CRA. These initiatives will help to ensure that the CRA will be substantially redeveloped and revitalized as a community focal point to the benefit of St. Pete Beach residents, businesses, property owners, and visitors through implementation of this CRA Plan.

Objectives have been identified as either "primary" or "community." The primary objectives are deemed the most important in addressing, removing, or mitigating blighted area conditions within the CRA, as identified by the City of St. Pete Beach and in the Finding Study. The community objectives are secondary to the principal focus of this Plan and are intended to pave the way for redevelopment. Nonetheless, the community objectives are important and will be implemented as revenues or other resources permit. The objectives anticipate maximizing the use of private enterprise.

DOWNTOWN PLANNING DISTRICT

PRIMARY OBJECTIVES AND STRATEGIES

Primary Objective 1: Encourage New Infill and Redevelopment Downtown —The core of the Downtown Planning District shall be a community gathering place that attracts people to the area with living, working, shopping, entertainment, and recreational opportunities. The City and Redevelopment Agency shall encourage revitalization through redevelopment designed to attract residents and visitors to the Downtown core as a community destination.

Strategy 1.1: All development and redevelopment within the Downtown Planning District shall be consistent with the policies for the sub-district within which the development occurs and shall comply with the density/intensity standards, and design guidelines included with the CRD Plan.

Strategy 1.2: Residential uses in the Downtown Planning District are encouraged only as part of a mixed use commercial project with a variety of densities, housing types, and affordability, consistent with the districts identified within the CRD Plan.

Strategy 1.3: A variety of incentives should be made available to encourage commercial revitalization through various redevelopment prototypes in the Downtown Planning District area located along Corey Avenue, on Corey Circle East and Coquina West, and along the small commercial corridors located near Corey Avenue on Blind Pass Road and Gulf Boulevard that also promote a pedestrian-friendly, safe, comfortable, aesthetically-pleasing village-like environment.

Strategy 1.4: The City and Redevelopment Agencies should consider incentives to encourage an affordable mix of housing types and varieties that are located within walking distance of the Downtown core area integrated with retail, commercial, office, and entertainment uses at street level to create a live, shop, work, and play environment in the Downtown that will revitalize the traditional main street as a vibrant center of activity for residents and visitors.

Strategy 1.5: The City and Redevelopment Agency should work to recognize unique features of Downtown neighborhoods and will develop programs and incentives to help expand neighborhood retail, business, and recreation services.

Strategy 1.6: The City and Redevelopment Agency should seek out the development of comprehensive mixed-use redevelopment projects that will act as catalyst projects to stimulate reinvestment and redevelopment of the historic core neighborhood main street shopping and entertainment district.

Strategy 1.7: Public or private small-scale marina facilities with transient boat slips to encourage alternative non-vehicular modes of transportation and attract visitors to the core main street shopping, restaurant, and entertainment district shall be encouraged and pursued, where appropriate.

Strategy 1.8: Development and redevelopment are encouraged to create a vibrant Downtown environment containing a variety of building forms and styles that respect the Downtown's village-like character and heritage along the Corey Avenue main street and provide building designs that relate to the human scale at the street level

Strategy 1.9: Work with property owners and other interested parties to help facilitate the reopening of the Beach Theater to an active use.

Strategy 1.10: Pursue public/private partnerships, to identify a permanent tenant for the former Police Station building. Consider financial assistance to help with building renovations, upgrading, etc.

Strategy 1.11: All new building construction shall comply with current Building and Safety Codes and FEMA and National Flood Insurance Program regulations to maximize protection of the city's built infrastructure from all manner of hazards, natural disasters, and flooding.

Primary Objective 2: Provide Mobility Options for Downtown Access and Circulation —Create a livable community environment where safe and comfortable pedestrian, bicycle, and other non-vehicular mobility is emphasized over vehicular transportation in a manner that ensures that pedestrians, bicyclists, and vehicles can circulate together throughout the Downtown Planning District safely, comfortably, and efficiently.

Strategy 2.1: The street grid within the Downtown Planning District should be maintained to provide multiple access points in and through Downtown to assist in dispersing traffic on various routes that will contribute to improved traffic flow and safety.

Strategy 2.2: Where feasible, Blind Pass Road and Gulf Boulevard within the Downtown District shall be reclaimed as local streets to operate within the Downtown, not only for vehicular circulation but, more importantly, for safe and comfortable pedestrian and bicycle circulation.

Strategy 2.3: Develop and implement a streetscape plan to enhance the comfort and safety of the pedestrian environment in the Downtown Planning District to provide for bicycle or other non-vehicular parking and safe circulation, improve traffic circulation, and provide traffic calming, improve lighting, landscaping, streetscape, and incorporate public art wherever possible.

Strategy 2.4: A variety of parking solutions for motorized and non-motorized transportation systems should be pursued to support development and redevelopment while maintaining ease of access and parking throughout the Downtown Planning District. The Redevelopment Agency should consider the completion of a parking master plan to identify the most effective strategies for managing parking within the Downtown District.

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

Strategy 2.6: Joint-use public/private parking facilities, including public restroom facilities, as centrally located as practical and feasible, shall be pursued in the Downtown District.

Strategy 2.7: Development and implement a comprehensive wayfinding signage program within the Downtown District to create identify and facilitate ease of movement for visitors and residents alike.

Strategy 2.8: Develop access management strategies to improve the pedestrian experience and functionality of the road, such as consolidation/reduction in curb cuts and driveways, and improved internal connectivity.

Primary Objective 3: Provide High Quality Public Facilities and Amenities Serving Downtown —Create a downtown core community that is a vibrant and memorable place for residents and visitors that will provide neighborhood services and opportunities for living, working, recreation, and entertainment that showcase the city's waterfront, main street environment, and history.

Strategy 3.1: The Community Center site shall continue to be enhanced and expanded as a waterfront park accessible to all residents and visitors containing active and passive open space that will be a venue for local and regional outdoor activities and entertainment; a pedestrian waterfront boardwalk access to Corey Avenue and a public use should be considered.

Strategy 3.2: Waterfront access for public use and enjoyment shall be pursued as an integral element of development and redevelopment at either end of Corey Avenue as focal points for these areas; vacating rights-of-way shall be evaluated and pursued if development or redevelopment will provide public waterfront access.

Strategy 3.3: Parks should be maintained, enhanced, and expanded, where appropriate, and recreational activities that serve residents and visitors shall be encouraged.

Strategy 3.4: Public waterfront access should be pursued and expanded, where appropriate.

GULF BOULEVARD PLANNING DISTRICT

Primary Objective 4: Encourage Revitalization of Tourism Development —The City and Redevelopment Agency shall encourage the revitalization of the district through commercial and temporary lodging use redevelopment that will attract residents and visitors to the district as a recreation, entertainment, resort, and shopping destination.

Strategy 4.1: All development and redevelopment within the Gulf Boulevard Redevelopment District shall further the goals, objectives, and policies included within the Comprehensive Plan.

Strategy 4.2: Develop a variety of development incentives to encourage commercial and temporary lodging development in the Gulf Boulevard District. Particular emphasis should be placed on redeveloping temporary lodging uses on the west side of Gulf Boulevard along the Gulf beaches and redeveloping appropriate commercial and residential uses on the east side of Gulf Boulevard.

Strategy 4.3: The City shall recognize the unique features of the Gulf Boulevard Planning District and shall implement landscape and streetscape improvements that promote a pedestrian- and bicyclist-friendly and safe environment that minimizes pedestrian-vehicular conflict and bicycle-vehicular conflict.

Strategy 4.4: The City and the Redevelopment Agency shall, through projects and programs, work to encourage new and refurbished temporary lodging development consistent with the policies and standards included in the Comprehensive Plan and land development regulations.

Primary Objective 5: Improve Transportation Connectivity Along the Gulf Boulevard Corridor —Create a quality livable community where people and vehicles can circulate in the Gulf Boulevard District area safely, comfortably, and efficiently.

Strategy 5.1: Work to reclaim Gulf Boulevard as a functioning local street to the maximum extent permitted by FDOT to improve vehicular, non-vehicular, and pedestrian circulation.

Strategy 5.2: Design and implement streetscape/landscape improvements to enhance the pedestrian and vehicular environment, attract residents and visitors into the Gulf Boulevard District, improve traffic circulation, and encourage private reinvestment and investment, subject to FDOT approval.

Strategy 5.3: Implement a variety of parking solutions for motorized and non-motorized vehicles to support redevelopment while maintaining ease of access and adequate parking throughout the Gulf Boulevard Planning District. The Redevelopment Agency should consider the completion of a parking master plan to ensure effective management of existing/future parking facilities.

Strategy 5.4: Public and private sector development shall create and contribute to pedestrian and bicycle linkages throughout the Gulf Boulevard District.

Strategy 5.5: Development of on-site and off-site public parking, as well as other mobility improvements, shall be pursued in proximity to public beach access points, pedestrian crosswalks, and major retail and entertainment areas.

Strategy 5.6: Development and implement a comprehensive wayfinding signage program within the Gulf Boulevard District to create identify and facilitate ease of movement for visitors and residents alike.

Strategy 5.7: Develop access management strategies to improve the pedestrian experience and functionality of the road, such as consolidation/reduction in curb cuts and driveways, and improved internal connectivity.

Primary Objective 6: Encourage Beach Access and Enhanced Amenities —Maintain and improve Gulf Boulevard as a memorable place to be enjoyed by residents and visitors that emphasizes mobility, waterfront and Gulf beach access, and a quality built environment that focuses on retail services and entertainment.

Strategy 6.1: Enhance existing parks and public spaces, where feasible, to provide residents and visitors with a memorable experience.

Strategy 6.2: Public beach access points should be preserved, expanded, and improved through redevelopment and coordinated with pedestrian crosswalks, bike lanes and sidewalks, trolley stops, and entrances to major residential neighborhoods on the east side of Gulf Boulevard to the maximum extent practical and feasible.

Strategy 6.3: Recognize the importance of public beach access to its residents and visitors in preserving and maintaining its socio-economic quality of life. Using development incentives, acquire access easements as properties redevelop to maximize the public's access to the beach.

Strategy 6.4: Through direct capital investment, development incentives, and public/private partnerships, maintain and, where practical, expand parks and recreational activities, including waterfront recreation that serves residents and visitors.

CRA-WIDE OBJECTIVES AND STRATEGIES

Primary Objective 7: Provide Utility Systems that Meet the Needs of Future Redevelopment —In coordination with the City and other funding agencies, identify and promote a workable means to fund, finance, and deliver utilities needed to encourage the development/redevelopment effort of the CRA.

Strategy 7.1: Consider the completion of a master stormwater management plan for the CRA that can provide for shared use of infrastructure and future maintenance costs.

Strategy 7.2: Coordinate with appropriate agencies and departments to enhance stormwater facilities to create public amenities within the CRA. Provide shared stormwater management facilities that include pathways, public art, and sitting areas to create a sense of place and destination for the community that can activate an area, making it more walkable and connecting residential neighborhoods to the CRA.

Strategy 7.3: Encourage, through the potential use of development incentives, the development of "green infrastructure" for stormwater credits in site plans including Low Impact Development (LID) standards, permeable paving materials, green roofs, roof rainwater collection, and infiltration to reduce development costs related to construction and to manage stormwater in a way that mimics natural stormwater management.

Strategy 7.4: Develop and implement strategic long-term plans to relocate overhead utilities to improve safety and aesthetics throughout the CRA.

Strategy 7.5: Consider the facilitation of bandwidth and telecommunications infrastructure to ensure that fiber-optic and other digital infrastructure are in place within the Downtown and along Gulf Boulevard for the businesses to access and provide Internet hot spots and Wi-Fi services in public spaces like parks and along specific pedestrian focused corridors for the residents and visitors.

Strategy 7.6: In coordination with the City, Pinellas County, and other agencies, replace and upgrade all undersized and deteriorated water and sanitary sewer lines (i.e., VCP clay sanitary sewer pipe).

Strategy 7.7: Continue to monitor the City's waste water treatment and identify additional lift stations to accommodate development/redevelopment efforts.

Strategy 7.8: Promote green building and development standards to reduce water consumption and sewer demand and provide incentive programs such as expedited site plan review and building permitting and credits against impact fees in exchange for using green design standards and practices.

Primary Objective 8: Pursue Strategic Land Acquisitions and Assemblage to Improve Access, Provide Enhanced Amenities, and Encourage Redevelopment —Explore land acquisition and parcel assembly programs to facilitate redevelopment within the CRA.

Strategy 8.1: The Redevelopment Agency, as may be necessary to effectuate the purposes of this Plan in accordance with public support, will acquire any land required for designated capital improvement projects within the CRA.

Strategy 8.2: In the event that residential relocation is required from property acquired by the Community Redevelopment Agency or local government for sponsored or assisted redevelopment activities, the City and/or Community Redevelopment Agency shall adhere to the requirements of Pinellas County Code Section 38-81 through 38-86. In addition, if relocations are required as a result of federally funded projects or programs, adherence to Florida Statutes Section 421.55 will e required.

Strategy 8.3: Identify catalyst sites to serve as important strategic assets to cause an early and precedent-setting change in the CRA and to spur momentum for future projects.

Strategy 8.4: Provide incentives such as City/CRA-funded infrastructure improvements for private properties or by aggregating specially targeted or adjacent lots with multiple owners to create a single owner.

Strategy 8.5: Consider using land acquisition to develop and/or enhance public facilities within the CRA including, but not limited to, parking facilities, park expansions, improved mobility facilities.

Primary Objective 9: Establish Funding Source —Establish a creative, equitable, efficient, and practical funding and financing mechanism to properly implement this Plan.

Strategy 9.1: Identify and secure all effective sources of funding, including, but not necessarily limited to, increment revenues, non-ad valorem assessments, public private partnerships, and grant funding revenue to implement the projects, programs, and initiatives within this plan.

Strategy 9.2: The City/Redevelopment Agency must be willing to issue bonds, secure other financial instruments, seek grants, enter into public/private partnerships, and seek out other sources and alternatives to aid in implementing this Plan. Such sources and alternatives may include, but are not limited to, special assessments imposed by the City of St. Pete Beach, ad valorem taxes imposed for municipal purposes through a municipal services taxing unit, or the imposition and pledge of ad valorem taxes upon a vote of the electors consistent with the Florida Constitution.

Primary Objective 10: Provide Public/Private Partnerships —Establish one or more public/private partnerships to encourage and use expertise of private enterprise to implement the redevelopment vision.

Strategy 10.1: Partnerships with the private sector and other governmental entities are critical to ensure the CRA is redeveloped as a safe, viable, and thriving commercial/mixed-use Downtown and resort/commercial activity center within the Gulf Boulevard District. Such partnerships should provide capital resources, skills, and expertise to manage and execute the City's and Redevelopment Agency's redevelopment initiatives.

Strategy 10.2: The Redevelopment Agency may include the formation of a Task Force to look into development proposals and incentives to promote quality development within the CRA. The Task Force may also proactively look into property acquisition for this purpose. The Redevelopment Agency may use increment revenues to help defray some of the cost of development and to encourage the kinds of development that will transform the CRA into the community envisioned in this Plan.

Strategy 10.3: The Redevelopment Agency will target strategic development projects, solicit developers and property owners, and then negotiate a public/private development agreement that sets forth terms and conditions involving the disposition of land, the nature of the prospective development, City/Redevelopment Agency incentives, the site plan, project schedule, and other conditions pertaining to the project. Following are fundamental components in this process:

a. Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.

b. Master plan targeted public/private projects, such as the reinforcing positive aspects of existing activity and providing attractive combinations of building masses and open spaces. These plans can then be used to illustrate the Redevelopment Agency's intention for the site, facilitating *pro forma* analysis when soliciting interest from the private sector.

c. Use "Best Practices" policies and procedures for developer solicitation and form strong public/private development agreements to enable strategic development on selected projects. Solicitation of developers would be through a formal request for qualifications (RFQ) or request for proposal (RFP) process publicly advertised to maximize exposure.

d. Private investment grants for improvements to building facades, landscaping, signs, etc., will typically require private matching 50/50 contributions.

Primary Objective 11: Improve Housing Stock and Affordability —Incorporate housing revitalization through housing maintenance programs and rehabilitation services, and provide affordable housing to residents of low or moderate income, including the elderly.

Strategy 11.1: Promote programs and incentive for homeowners to rehabilitate their homes. Such incentives may include low-interest loans or information on other funding sources for the repair of single- and multi-family homes, depending on the applicant's income and monthly budget.

Strategy 11.2: Coordinate with intergovernmental agencies such as Pinellas County to assist low-income households with down payment and closing costs assistance. The assistance may be for the purchase of either an existing or new structure. Redevelopment funds may be used to augment the program or specially target new home and multi-family construction as means for alleviating the shortage of affordable housing.

Strategy 11.3: Consider instituting incentives for private developers to encourage the construction of new residential development, including affordable housing. Examples of such incentives include density bonuses, tax abatement, and the reduction or waiving of building permit fees. In addition, the Redevelopment Agency shall work with Pinellas County, the housing authority, or other housing entities regarding development of affordable housing within the CRA.

Strategy 11.4: Provide technical assistance to the private sector so that they will be able to provide a suitable mix of housing types and numbers to meet the City's housing needs as well as making all housing sites in the City available to low and moderate income families.

Strategy 11.5: Allow a variety of residential densities and housing types in order to enhance the opportunity for the private sector to provide housing in a wide range of types and costs.

Strategy 11.6: Work with neighboring communities and support public transportation systems and other affordable housing strategies through implementation of an affordable housing impact fee mitigation program for all new construction.

Strategy 11.7: Encourage housing improvement and replacement projects through the land development regulations.

Primary Objective 12: Reduce or Maintain Evacuation Time —Consistent with the requirements of the adopted Comprehensive Plan, the CRA will coordinate with appropriate agencies to maintain or improve hurricane evacuation times.

Strategy 12.1: Maintain current maximum density and intensity within the CRA, consistent with the adopted Comprehensive Plan, to achieve the desired CRA vision, and maintain evacuation time.

Strategy 12.2: In the future, if there is an increase in density and intensity within the CRA that may impact evacuation time, a full detailed analysis may be conducted.

Primary Objective 13: Increase Community Resiliency to Natural Disasters and Climate Change —The St. Pete Beach Community Redevelopment Agency will pursue measures to increase resiliency and recovery consistent with those documented in the adopted Comprehensive Plan and the Comprehensive Emergency Management Plan & Disaster Preparedness Guide.

Strategy 13.1: Support enforcement of development regulations within the 100-year floodplain to manage property damage from flooding.

Strategy 13.2: Support efforts to conserve or improve wetlands, aquatic resources, and habitat to maintain environmental and recreational value.

Strategy 13.3: Support Comprehensive Plan Policies regulating public investment within the Coastal High Hazard Area (CHHA) to minimize potential impacts of natural disasters and climate change.

Strategy 13.4: Support efforts for the City to develop and implement a Post Disaster Redevelopment and Recovery Plan that will contain appropriate hazard mitigation measures.

Strategy 13.5: Support reduction of greenhouse gas emissions by focusing transportation investments on projects that encourage multimodal transportation.

COMMUNITY OBJECTIVES AND STRATEGIES

Community Objective 1: Implement an aesthetic and planning review program to guide redevelopment and maintenance activities within the CRA.

Strategy C1.1 Development/design standards for site, building, landscape, signage, and public areas will be prepared in a concise yet user-friendly format. The development/design manual will be used to assist developers, builders, property owners, and individual direction in preparing design/construction documents.

Strategy C1.2: The City/Redevelopment Agency will assign staff or personnel to oversee the integrity of the vision for the CRA during initial development. Subsequently, the City/Redevelopment Agency may set up an overseeing authority, such as a technical review committee, to assure the design intent for the CRA is maintained.

Community Objective 2: Enhance Safety and Property Maintenance within the CRA

Strategy C2.1: The CRA shall be a safe environment for both residents and visitors, and real and perceived public safety issues will be addressed through collaboration among the City, the Redevelopment Agency, and the Pinellas County Sheriff’s Department, among other entities.

Strategy C2.2 The Community Redevelopment Act encourages "community policing innovations." This concept is defined as policing techniques or strategies designed to decrease crime by reducing opportunities for and increasing the perceived risks of engaging in criminal activity through visible presence of law enforcement in the community, including, but not limited to, community mobilization, neighborhood block watch, citizen patrol, foot patrol, or intensified motorized patrol. The City/Redevelopment Agency will review these programs to improve the actual and perceived security, building safety, and appearance of the CRA.

Strategy C2.3: The City/Redevelopment Agency will identify, execute, and coordinate special maintenance standards and programs for public facilities, roadways, open space areas, and entries throughout the CRA. The City/Redevelopment Agency may employ and/or contract qualified maintenance personnel to provide this maintenance and upkeep in the CRA.

Strategy C2.4: Support enhanced code enforcement efforts within the CRA to ensure that properties are being appropriately maintained.

Community Objective 3: Establish unique identity to promote the vision for the CRA through branding and marketing programs.

Strategy C3.1: Create a logo, identity package, and website that can be used to identify the CRA.

Strategy C3.2: The established brand shall be used on literature, banners, gateways, and all types of promotional campaigns.

Strategy C3.3: Support festivals, exhibits, performances, and other special events designed to attract residents and visitors to the Downtown and Gulf Boulevard Districts.

Strategy C3.4: Create a business recruitment package that is updated regularly with a listing of available properties, maps, building profiles, and information about current and planned events.

CHAPTER 4:
Statutory Compliance

4.1 STATUATORY COMPLIANCE

The Community Redevelopment Act according to Sections 163.360 and 163.362, F.S. (2013), requires every community redevelopment plan to contain specific information relevant to its particular redevelopment initiative. This chapter supplements and addresses the informational requirements articulated in the Community Redevelopment Act and serves to further describe the objectives and strategies presented in this Plan to implement the redevelopment initiative envisioned by the City of St. Pete Beach and Redevelopment Agency for the CRA.

Figure 3-6 showed by diagram the initiatives described in general terms in this chapter. This chapter and the referenced appendices are consistent with the requirements of the Community Redevelopment Act, Section 163.362(2), F.S. (2013), and demonstrates by diagram and in text (1) the approximate amount of open space to be provided and street layout, (2) limitations on the type, size, height, number, and proposed use of buildings, (3) the approximate number of dwelling units, and (4) such property as is intended for use as public parks, recreation areas, streets, public utilities, and public improvements.

The Development Plan discussed in Chapter 6 further describes the urban design intent and components of parks and open space, street layout, and location of land uses including residential neighborhoods and properties that may receive public improvements.

4.2 APPROXIMATE AMOUNT OF PARKS & OPEN SPACE

There are 4 park facilities totaling 6.76 acres and 3 street ends/open spaces totaling 0.36 acres within the CRA.

Park and Facility Sites:

- Community Center – 6.4 acres
- Cidlowski Park – 0.12 acres
- Fisherman's Park – 0.12 acres
- Sunset Park – 0.12 acres

Street Ends/Open Spaces

- 75th Ave W. St End – 0.12 acres
- 70th Ave E. St End – 0.12 acres
- Corey Ave E. St End – 0.12 acres

The CRA has an opportunity through redevelopment efforts to enhance the public park facilities and create pocket/micro parks to serve residents and visitors:

1. Potential waterfront land adjacent to Sunset Park may be acquired through an acquisition program to expand the existing park.
2. The Community Center site shall continue to be developed and enhanced as a waterfront park containing active and passive open space that will be a venue for local and regional outdoor activities and entertainment.
3. A pedestrian waterfront boardwalk linking Corey Circle East to the Community Center on Boca Ciega Drive on the west side of the Corey Causeway.
4. Public boat slips and a kayak launch ramp will be encouraged and pursued, and a public marina for daily transient slips only shall be considered.

5. Sunset and sunrise parks for public use and enjoyment shall be pursued as an integral element of development and redevelopment at either end of Corey Avenue as focal points for these areas, and vacating of rights-of-way shall be evaluated and pursued if development or redevelopment will provide public waterfront parks.
6. Preserve, expand, and improve beach access points through redevelopment and coordinate with pedestrian crosswalks, bike lanes and sidewalks, trolley stops, and entrances to major residential neighborhoods on the east side of Gulf Boulevard to the maximum extent practical and feasible.
7. Improve the public realm to serve the residential neighborhoods with improvements that may include, but are not limited to, streetscape improvements, plazas, parks, and open spaces.
8. Programming of public parks and gathering areas could also enhance the economic development by supporting festivals, exhibits, performances, and other special events designed to attract residents and visitors to the CRA.

4.3 STREET LAYOUT

The transportation component for the SPB–CRA is expected to focus both on vehicular and pedestrian traffic in a traditional grid form that creates a pedestrian- and bicyclist-friendly, convenient, and safe environment.

The Downtown street grid should be maintained to provide multiple access points in and through Downtown to assist in dispersing traffic on various routes that will contribute to improved traffic flow and safety. This should be accomplished by reclaiming Blind Pass Road and Gulf Boulevard within the Downtown District as local streets to operate not only for vehicular circulation but, more importantly, for safe and comfortable pedestrian and bicycle circulation.

Gulf Boulevard is a major commercial/resort corridor running north/south within the Gulf Boulevard District. This corridor received little public investment over the last few years, although the City, in cooperation with the FDOT, installed planted medians that slightly improved the appearance of Gulf Boulevard. Three traffic signals were installed, at 55th Avenue, Dolphin Village Shopping Center, and at 44th Avenue. While these traffic signals tend to slow traffic and improve safety, they also create traffic congestion and tend to lessen Gulf Boulevard’s level of service (LOS) capacity and performance. The Gulf Boulevard District should be transformed as the City’s premiere tourist corridor for both residents and tourists in a safe and aesthetically-pleasing manner that conveys the City’s image as a premier quality residential community and a quality resort destination.

The ease of vehicle traffic through the CRA enables the creation of gateways and wayfinding signage. The gateway and wayfinding signs will direct visitors and residents toward the Downtown Core and the amenities and attractions along Gulf Boulevard. The CRA street improvements will enhance connectivity, introduce traffic calming, and produce pedestrian and bicycle amenities.

4.4 LIMITATIONS ON THE TYPE, SIZE, HEIGHT, NUMBER, AND PROPOSED USE OF BUILDINGS

The limitations on the type, size, height, number, and proposed use of buildings within the CRA are included within the existing CRD Plan and the City’s land development regulations. The purpose of this section is to document these regulations in general terms. This CRA Plan does not make specific recommendations regarding private development standards, deferring instead to the existing land use framework established by the City.

The Downtown District and Gulf Boulevard District identified within the CRA (Figure 1-2: CRA District Map) are wholly contained within the CRD area, as identified on the Countywide Plan Map. Consistent with the adopted CRD Plan, the City of St. Pete

Beach identifies a number of sub-areas within the CRD, each of which contains specific policies and regulations related to density/intensity, allowable uses, and design standards. Figure 4-1: Existing Land Use Map illustrates the existing land uses within the CRA boundary. Figure 4-2: Future Land Use Map illustrates the different sub-areas that are completely or partially within the CRA boundary. In addition Figure 4-3: Zoning Map illustrates the current zoning sub-districts that are designed to be consistent with the CRD sub-areas.

Shown below and on the following pages are tables summarizing the development regulations and standards that regulate existing/future development within the CRA. The standards listed are not exhaustive, but instead focus on maximum density/ intensity, allowable, and building height requirements. Additional policies and regulations can be found within the CRD Plan, the Comprehensive Plan, and the land development regulations.

Table 4-1: Allowable Land Uses

Land Use	Downtown District	Gulf Boulevard District	
		Gulf Boulevard Commercial Corridor	Large Resort Core
Exclusive single-family or duplex residential use	N	N	N
Exclusive multi-Family use	N	N	A
Mixed-use commercial/ residential use	A	A	N
Mixed-use temporary lodging/ commercial and/or residential Uses	C	N	A Min. 200 rooms only
Large-scale temporary lodging use exceeding 50 units per acre on min. 3 acres	N	N	A
Temporary lodging uses 50 units per acre or less	C Bed & Breakfast	N	A
Single-use commercial/office	A	A	N
Small marina use	N	N	N

A = allowable, subject the standards of this Plan and the Land Development Code (LDC)

N = not allowable

C = conditional use (requires a public hearing)

Prohibited Uses

The following uses are prohibited in all of the character districts within the CRA:

- Detached single family and duplex residential units
- Fast-food drive thru restaurants
- Industrial uses
- Vehicle sales
- Pawn shops, day labor, check cashing, adult entertainment, plasma centers, body piercing, body piercing and tattoo parlors, and other similar nuisance uses.

Accessory Uses and Structures

- Permissible accessory uses and structures shall be governed by the current LDC. The design, location, and other development standards shall be governed by the LDC as amended.

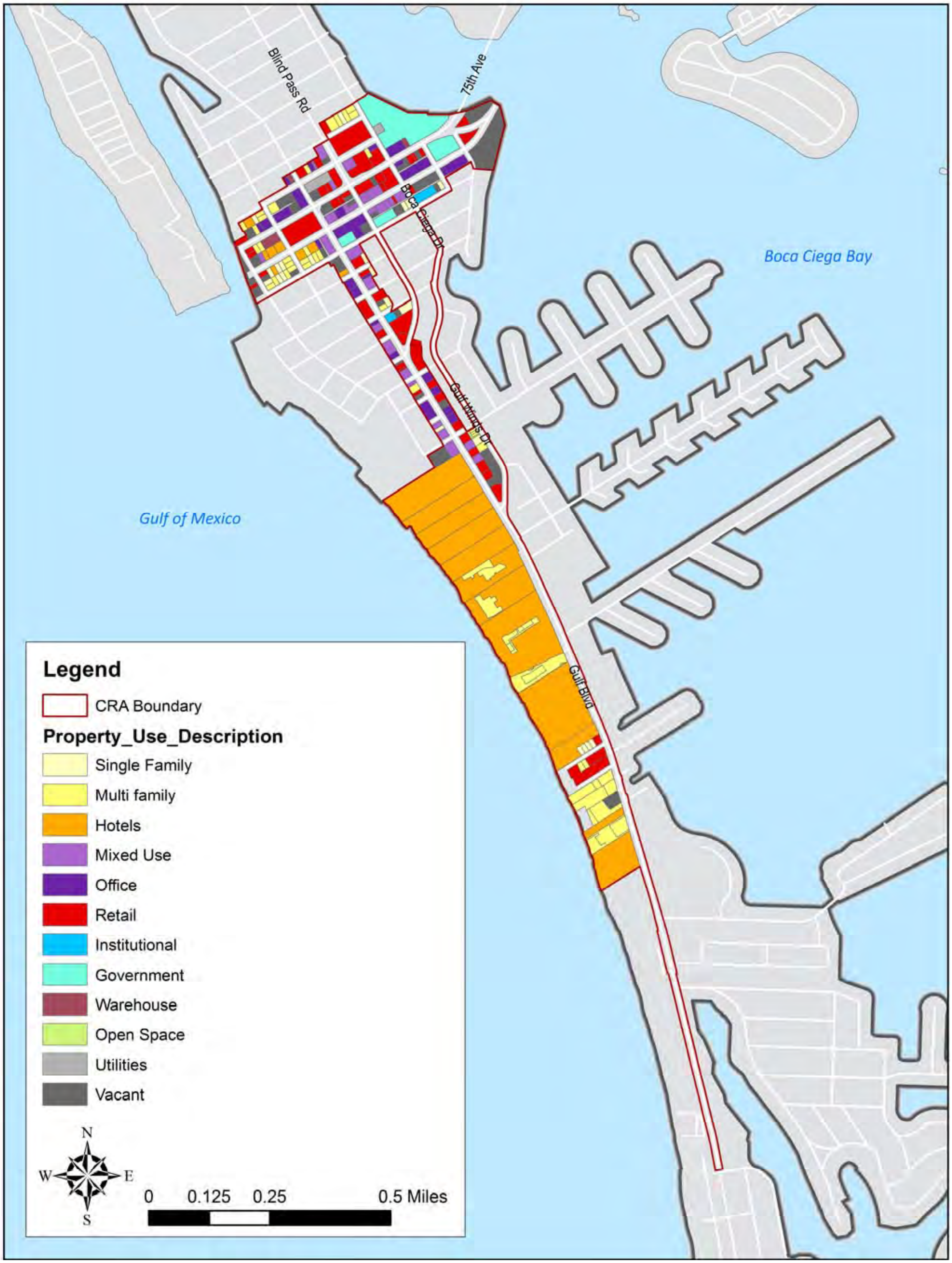


Figure 4-1: Existing Land Use Map

Figure 4-2: Future Land Use Map

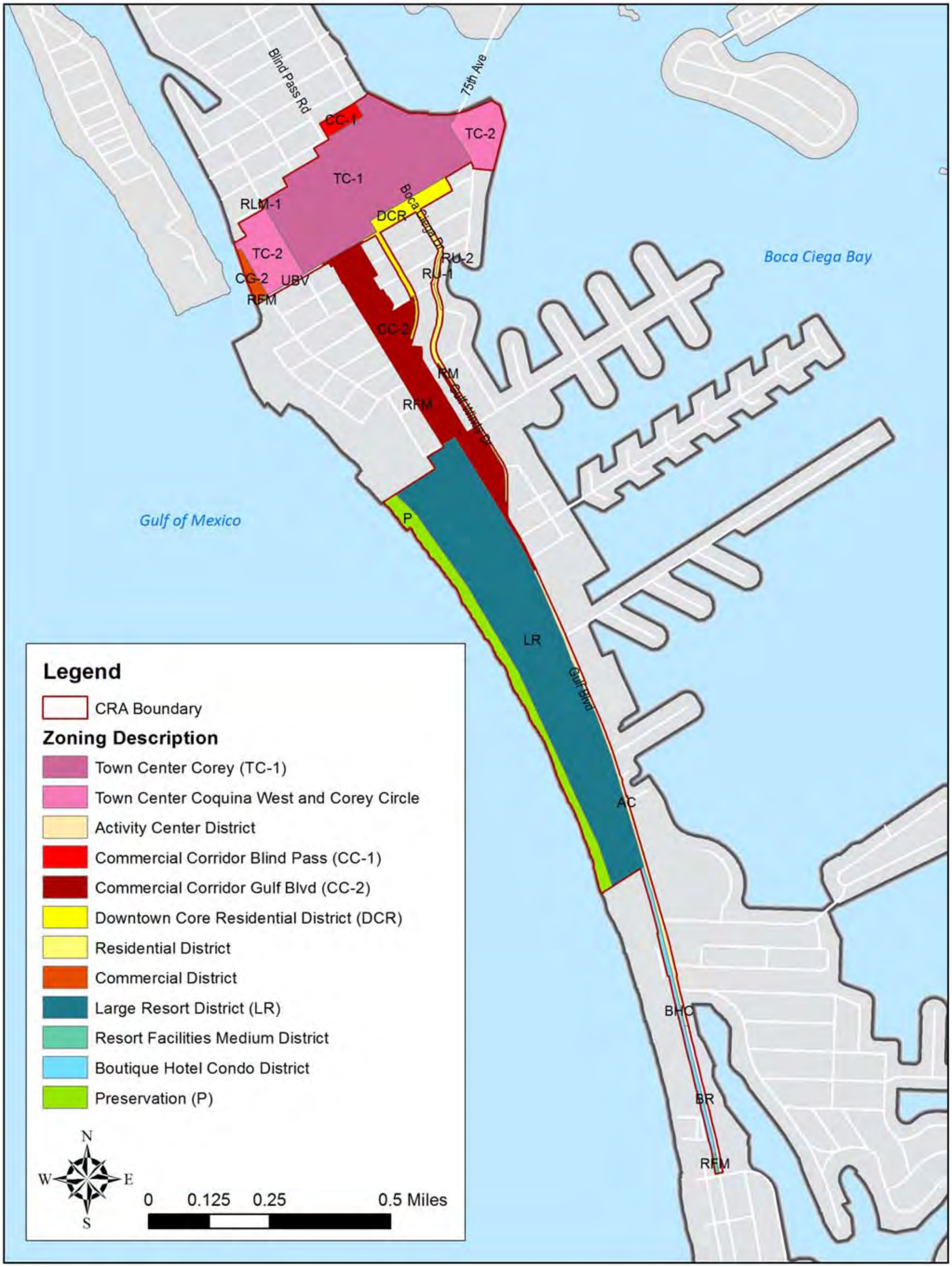


Figure 4-3: Zoning Map

Table 4-2: Allowable Density and Intensity

CRA	Maximum Density (unit/ acre)	Minimum Lot Size (acres)	Maximum Intensity (ISR)	Maximum Intensity (FAR)	Bonus
Downtown District					
Downtown Core	Exclusive residential prohibited	None	0.90	1.0 FAR commercial use only	15 dwelling units per acre & 1 story of additional height for mixed use only and 0.45 FAR bonus
	10 temporary lodging units per project				
Gulf Boulevard District					
Gulf Boulevard Commercial Corridor	Exclusive residential prohibited	None	0.70	0.70 FAR commercial only	12 dwelling units per acre & 1 story additional height for mixed use only & 0.20 FAR bonus on min. ½ acre parcel
Large Resort Scenario 1	50 temporary lodging units	None	0.85 temporary lodging use	1.8 FAR	None
	15 dwelling units	None	0.70 residential use	N/A	None
Large Resort Scenario 2	75 temporary lodging units	3.0 ac. + 67% aggregate floor area = new construction for temporary lodging	0.85 temporary lodging use	2.6 FAR	0.15 FAR 5 temporary lodging units/acre for affordable housing mitigation
	15 dwelling units	None	0.70 residential use	N/A	None
	10 temporary lodging units per project				

Table 4-3: Allowable Building Heights

CRA	Large-Scale Temporary Lodging>50 units/acre	Temporary Lodging ≤50 units/acre	Mixed Use	Single Use Commercial/ Office	Residential
Downtown District					
Downtown Core	N/A	Conditional use only; 3 stories/ 40’ max ht.	3 stories/40’ max ht.	2 stories/28’ max ht.	N/A
Gulf Boulevard District					
Gulf Boulevard Commercial Corridor	N/A	N/A	3 stories/40’ max ht.	2 stories/28’ max ht.	N/A
Large Resort	12 stories/ 146’ max ht. on min. 3.0 acres	8 stories/ 100’ max ht.	50’ over base flood for any building containing residential units	28’ feet max ht. for street level/street fronting retail	50’ over base flood

4.5 INTENDED USE OF PROPERTY FOR THE PUBLIC PARKS, RECREATION AREAS, STREETS, PUBLIC UTILITIES, AND PUBLIC IMPROVEMENTS

Public facilities such as parks, recreational facilities, boardwalks, beach access points, bicycle paths/multi-use trails, streets, and utilities shall be located throughout the community in a manner that offers a convenient and safe access to public services and facilities while enhancing the aesthetic character of the CRA.

Utility lines shall be placed underground wherever feasible or located at the rear of the lot development. As individual redevelopment projects come on line, each project should be reviewed for the potential of relocating the power lines, and this could set up an incremental path for achieving the long-term goal.

If above-ground structures such as water tanks or transformer boxes must remain within the CRA, they should be located and treated in a manner that is safe and aesthetically pleasing.

Improve the stormwater conveyance, treatment, and discharge to include the development of a master stormwater management plan that can provide for shared use of infrastructure and future maintenance costs to encourage the development/ redevelopment effort of the CRA.

A land acquisition program may be implemented for public facilities and waterfront parks, such as the following:

- A centrally-located parking facility the Downtown District
- A centrally-located parking facility in the Gulf Boulevard District commercial/resort core area within close proximity of large resorts, Dolphin Village, and public each access
- Potential waterfront land adjacent to Sunset Park on Sunset Way to expand the existing park
- Potential waterfront land adjacent to Boca Ciega Bay if it cannot be acquired through a voluntary donation in exchange for vacating existing oversized and under-used existing paved right-of-way located within Corey Circle East
- Potential small areas of right-of-way acquisition to expand trolley stops at a couple of major activity centers along the trolley route; small trolley pullover areas, where appropriate and possible, to avoid impeding traffic flow along Gulf Boulevard and Blind Pass Road is desirable

4.6 NEIGHBORHOOD IMPACT ELEMENT

The Community Redevelopment Act, Section 163.362(3), F.S., requires that if a redevelopment area contains low- or moderate-income housing, a neighborhood impact element shall be prepared to describe the impact of the redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services and the effect on school population. The creation of the CRA is expected to generate minimum impacts to existing neighborhoods.

The greatest impact upon the current residents of the CRA is in the Downtown District and on the eastside of the Gulf Boulevard District. The intent of the Downtown District is to be redeveloped as a traditional small pedestrian-oriented urban "downtown" with mixed land uses of commercial "mom and pop" facilities and residential above the ground floors, and the Gulf Boulevard District is to be developed into a resort/commercial activity center transforming Gulf Boulevard into a safe and aesthetically-pleasing Main Street. If a property is designated for development or acquisition, the relocation process shall comply with City and County requirements and/or State statutes. Existing neighborhoods will predominately contain the same configuration; however, aesthetic improvements and connectivity will be implemented.

Overall, impacts are expected to be minimal while the benefits of redevelopment are long-lasting, adding higher quality of life to St. Pete Beach residents and visitors. Although this Plan does not anticipate immediate action, in the future, the Redevelopment Agency may choose to pursue an acquisition program and/or consolidation to realize the Redevelopment Agency's redevelopment objectives.

Redevelopment planning efforts are focused on the improvement and strengthening of existing neighborhoods. Redevelopment planning efforts will not be directed towards large-scale demolition and removal of existing structures. Rather, plans call for a systematic improvement through a concerted effort aimed at rehabilitating homes and infill development, creating identifiable neighborhoods.

4.7 REPLACEMENT HOUSING & RELOCATION

The Community Redevelopment Act, Section 163.362, F.S., states the Plan shall assure that there will be replacement housing for the relocation of persons temporarily or permanently displaced from housing facilities within the CRA that are redeveloped. The intent of this Plan is to create a vibrant mixed-use Downtown and a commercial/resort destination, integrate recreation facilities, and provide temporary lodging and affordable housing, which promotes a positive image for St. Pete Beach. While relocation is not anticipated, if relocation is required as a result of redevelopment activities, the City of St. Pete Beach and the Redevelopment Agency will adhere to Section 421.55. F.S. and Section 38-81 through 38-86 of the Pinellas County Code.

4.8 DEMOLITION, CLEARANCE & SITE PREPARATION

The Redevelopment Agency is authorized to demolish, clear, or move buildings, structures, and other improvements from any real property acquired in the CRA.

The Redevelopment Agency is authorized to prepare or cause to be prepared as building and development sites any property acquired by the Redevelopment Agency through "willing-seller-only" acquisition for use as public redevelopment project, subject to obtaining necessary permits.

The Redevelopment Agency is authorized to install and construct or cause to be installed or constructed the public improvements and public utilities necessary to carry out the Plan, subject to obtaining necessary permits.

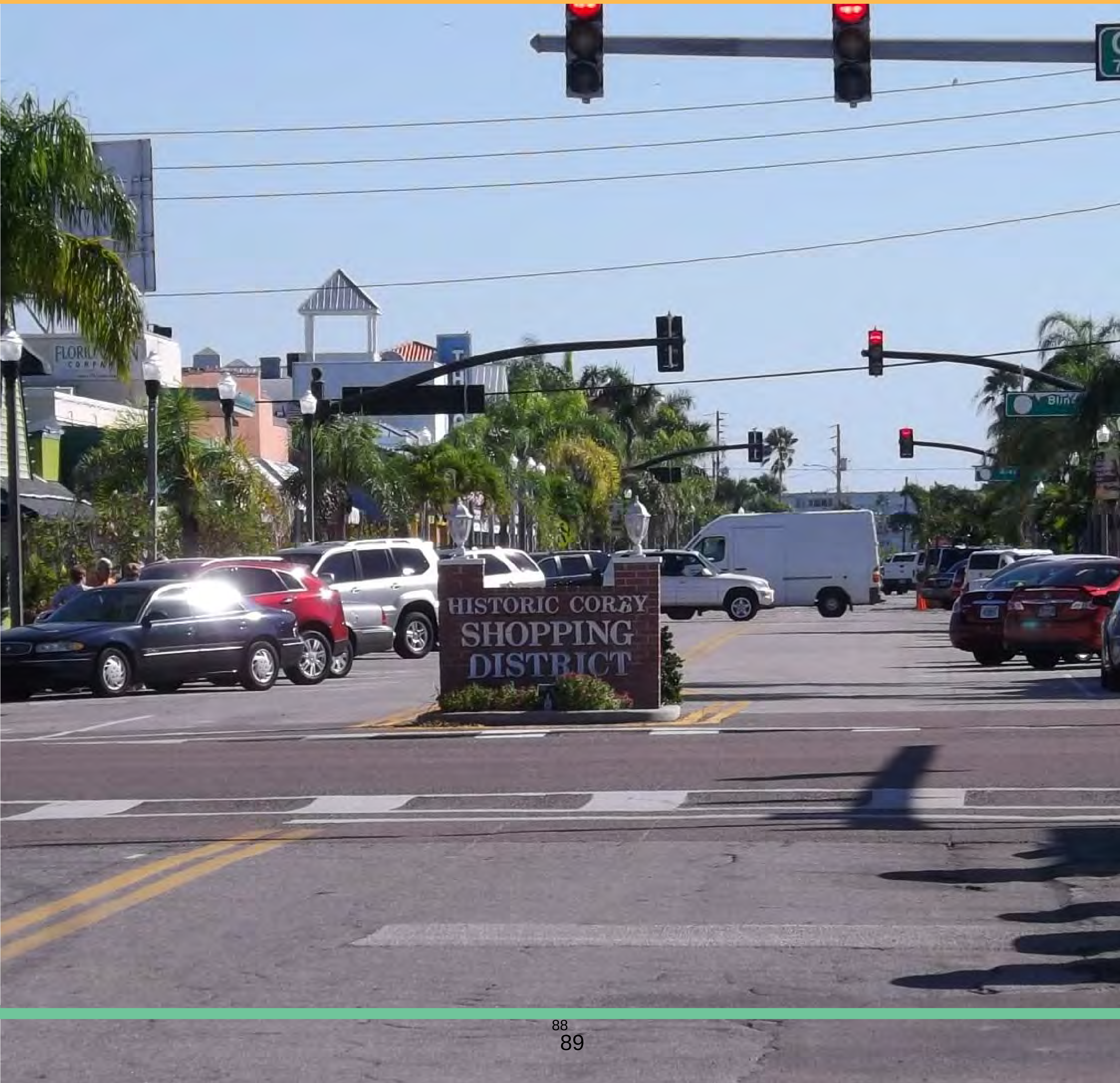
4.9 DURATION

The provisions of this Plan shall be effective, and the provisions of other documents formulated subsequent to, consistent with, and in furtherance of the implementation and enforcement of this Plan may be made effective, for 30 years from the date of adoption of this Plan by the Redevelopment

4.10 REDEVELOPMENT PLAN MODIFICATION

This Plan may be amended by the procedure established in Section 163.361, Florida Statutes, and Pinellas County Resolution 06-191.

CHAPTER 5:
Financial Analysis and Planning



5.1 ANALYSIS PURPOSE AND BACKGROUND

This chapter of the plan includes a market assessment and an economic impact analysis, including a forecast of potential Tax Increment Financing (TIF) revenues reflecting the market potential of the CRA based on the most current certified tax roll for the CRA, as required by Florida Statutes. The market assessment and economic impact analysis within this chapter spans from 2014-2043 (30 years) which is the life of the CRA.

5.2 CITY OF ST. PETE BEACH: OVERVIEW

St. Pete Beach is the southernmost link in a chain of barrier islands that make up the Tampa Bay Sun Coast. According to the U.S. Census, the city has a total area of 19.9 square miles—2.2 square miles of land and 17.6 square miles (88.9%) of water. Three bridges lead into the city, connecting it to Treasure Island (Blind Pass Bridge), South Pasadena (Corey Avenue Causeway), and the Bayway Isles area of St. Petersburg (Pinellas Bayway). The main north-south routes are Blind Pass Road and Gulf Boulevard. The main east-west routes are 75th Avenue/Corey Avenue Causeway and the Pinellas Bayway. With limited access, natural assets, and community charm, St. Pete Beach is akin to an "oasis" amid the bustling Tampa-St. Petersburg-Clearwater MSA, with approximately 2.8 million people[1] and 1.3 million jobs.[2] Depictions of St. Pete Beach, both as a schematic map and an aerial photo, are reflected in Figure 5-1.

St. Pete Beach, with miles of pristine white sand beaches bordering the Gulf of Mexico, has been recognized by TripAdvisor, Traveler's Choice Awards, and other tourism experts as a prime tourist area and has been ranked the No. 1 beach destination in the United States and No. 5 in the world. It is also known for its balmy weather, warm days and comfortable nights make for perfect beach days and relaxing evenings. Summers can be long and hot, with showers providing much-appreciated relief during the rainy season. St. Pete Beach has a wide variety of accommodations ranging from resorts and family-oriented beachfront resorts to the classic Florida "mom and pop" motels and quaint inns that bring back memories of a slower-paced time. The city also has a wide variety of great dining venues, from casual to gourmet.

Figure 5-1: St. Pete Beach[3]

[1] U.S. Census Bureau, 2010.

[2] U.S. Bureau of Labor Statistics, 2013.

[3] Left: ESRI StreetMap NA; Right: Tampabayhometoday.com

With its identity as a tourist destination, St. Pete Beach and the nearby areas of the region offer a wide range of activities and entertainment venues. Examples include cruising excursions for snorkeling at historic Egmont Key; watching for wild dolphins swimming in the Gulf waters from the deck of a certified “Dolphin Smart” pontoon boat; exploring Shell Key in search of shells; the Corey Avenue Sunset Celebration, a monthly event featuring local artists/crafters; the Pass-A-Grille Beach Art Market, featuring works by local artists, including paintings, photography, handcrafted jewelry, metal art, and more; and the Corey Avenue Fresh Market, which operates every Sunday from October through May. For those with an appetite for more vigorous activities, many water sports are available, such as kayaking and canoeing. The area is home to ~50 golf courses and is widely considered a world-class golfing destination. Nearby are the Salvador Dali Museum, the award-winning Fort De Soto Park, and Downtown St. Petersburg.

Table 5-1 provides a profile of St. Pete Beach land parcels, land use, dwelling/lodging units, and taxable by use category.

Table 5-1: St. Pete Beach Citywide Land Parcels Overview by Category, FY 2013–2014[4]

Property Category	Parcel Count	Taxable Value	Gross Building Area (sf)
Residential: Multi-Family	3,997	$771,633,662	5,430,740
Residential: Single-Family	2,894	$835,106,662	6,023,319
Residential: Vacant	178	$17,456,174	0
Commercial: Airport / Trans	3	$2,125,575	22,940
Commercial: Office	44	$14,337,439	150,257
Commercial: Retail / Mixed Use	235	$124,730,245	715,959
Commercial: Hotel / Motel	456	$257,262,664	2,047,713
Commercial: Vacant	102	$22,530,524	0
Institutional	11	$2,551,606	149,257
Government	12	$101,343	140,203
Institutional / Govt Vacant	1	$0	0
Industrial	4	$798,649	13,397
Other	103	$2,527,019	72,805
Totals	8,040	$2,051,161,562	14,766,590

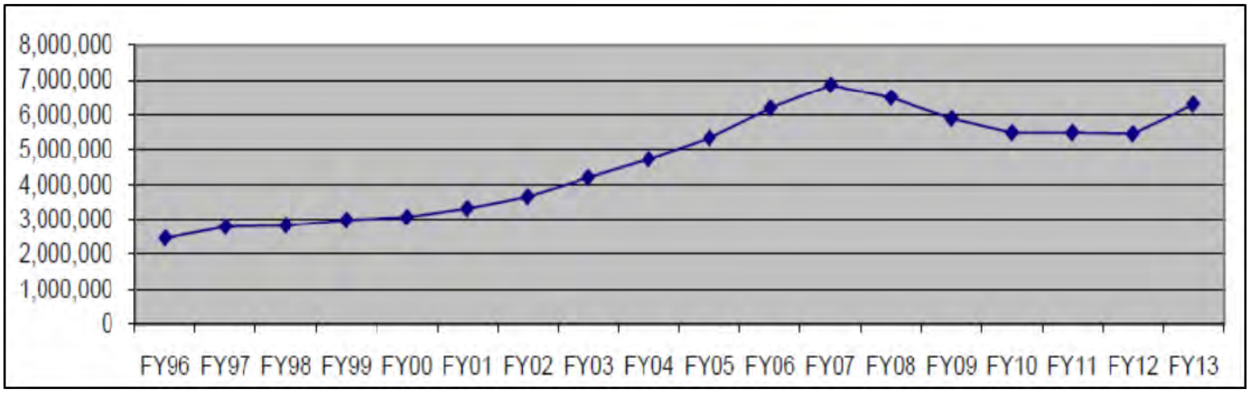
As reflected in Figure 5-2, St. Pete Beach ad valorem revenue increased modestly from FY1996 to FY2001, increased more dramatically from FY2001 to FY2008, and then experienced a sharp decline from FY2008 to FY2012. Declining ad valorem revenue during this time was experienced by many Cities and Counties due to the national economic downturn. St. Pete Beach ad valorem tax revenue declined from $6.5 million in FY2013 to $5.7 million in FY2014[5] due to the combined impacts of increased property values, reduced city millage rate, and the elimination of the City’s debt service millage rate. For FY2014, ad valorem taxes are 38.5% of the City’s total revenue.

In 2007, legislation was enacted that set maximum millage rates for non-voted levies of counties and municipalities. The legislation created a “rolled-back rate” that, when levied on the current year’s tax roll, will provide the same revenue as the

[4] Florida Department of Revenue, 2013 Certified Tax Roll.

previous year, adjusted for growth and other factors, such as capital improvements on existing properties and new construction. The rolled-back rate allows a “cost of living increase” equal to the increase of statewide per capita income (typically 4.0–4.5%). Provisions in the legislation allow Cities and Counties to adopt annual millage rates that exceed the rolled-back rate by special process.

Figure 5-2: Operating Ad Valorem Revenue, FY 1996–FY 2013[6]



The City’s declining ad valorem revenue from FY2008 to FY2012 occurred in spite of increases to its millage rate during those years, as reflected in Figure 5-3. For FY2014, the debt service millage was eliminated and the City millage rate was reduced, resulting in a City millage rate of 2.8569.

Capital improvements on existing properties and new construction value does not affect the calculation of the rolled-back rate and allows City revenues to grow beyond the cost of living increase. As reflected in Figure 5-4, the annual value of building permits issued in St. Pete Beach increased modestly from FY1996 to FY2004. From FY2004 to FY2005, there was a substantial increase in annual building permit value, which was sustained through FY2007. In FY2008, annual building permit values sharply declined to levels slightly higher than pre-FY2004 and have remained relatively flat through FY2013. Regardless of the year-to-year movement, the dollar value of annual building permits is modest.

Figure 5-3: Operating Millage Rate, FY1996–FY 2013[7]

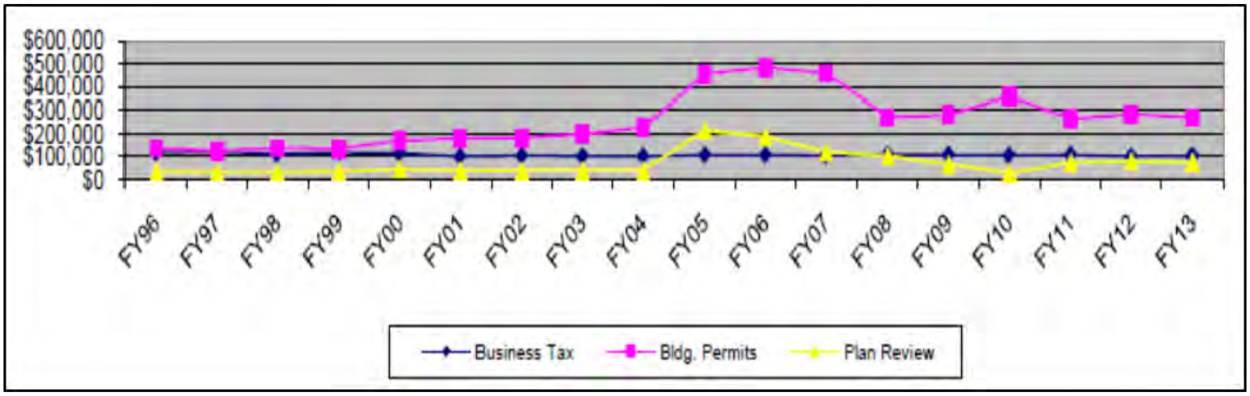
[5]St. Pete Beach Proposed Budget, Fiscal Year ending September 30, 2014.

[6]St. Pete Beach budget, Fiscal Year ending September 30, 2013.

[7]St. Pete Beach Budget, Fiscal Year ending September 30, 2013.

St. Pete Beach's population declined from 10,045 in 2000 to 9,341 in 2010[9] , a change of –7.01%. Pinellas County also experienced a population decline during that time period, the only county within the Tampa Bay region to have experienced a decline during that timeframe. St. Pete Beach's estimated population for 2014[10] (9,391) reflects the return of population growth. Projected future population for 2018 (9,581) reflects an increase, but at a lower rate than Pinellas County.
The average age of the St. Pete Beach population is 54.3, versus 45.1 countywide. On a percentage basis, the educational attainment of St. Pete Beach residents is substantially higher than the county. Per capita income ($48,120) and average household income ($85,808) are substantially higher in St. Pete Beach than in Pinellas County ($29,352 and $59,968, respectively). The median value of owner-occupied housing is significantly higher in St. Pete Beach ($352,876) than countywide ($147,029).

Figure 5-4: Building Permit Activity, FY1996–FY2013[8]



REGIONAL POSITION OF ST. PETE BEACH

St. Pete Beach is geographically well-positioned within and well-connected to the Tampa-St. Petersburg-Clearwater MSA to attract the young professional workforce of Pinellas County. Whereas the traditional definition of "empty nester" centered on aging couples whose children had left the household, contemporary lifestyles find that young professionals are delaying the start of families; both groups are now considered empty nesters. Both groups also share many common desires, such as a preference for low home maintenance, urban lifestyles with proximate live/work/play opportunities, greater dependence on or willingness to use public transit, and income/assets to support reasonable housing choices. This presents a significant opportunity for St. Pete Beach.

An analysis was performed on the demographic profile of the workforce within a 5-, 10-, and 15-mile radius of the St. Pete Beach City Hall[11], as depicted by the map in Figure 5-10. These radii were selected to encompass an approximate driving time of 30 minutes or less.

Demographic data that are particularly relevant to the workforce within the 5-, 10-, and 15-mile radii of the St. Pete Beach City Hall[12] are depicted in Table 5-2. Highlights include:

- A large general population of almost 640,000 (and growing) residing within 15 miles[9]

[8]St. Pete Beach Budget, Fiscal Year ending September 30, 2013.
[9]U.S. Census Bureau.
[10]The Nielsen Company, Appendix 5-2: Demographic/Population Summary, 2014 Report.

- A high level of educational attainment, similar to St Pete Beach[10]
- A workforce of more than 540,000 people within 15 miles, almost 187,000 of whom are white-collar workers[11]
- A workforce that is already experiencing an average drive time to work of almost 30 minutes

Figure 5-5: Map of 5-, 10-, and 15-Mile Radii from St. Pete Beach City Hall

The workforce depicted in Table 5-2 and some of the workforce proximate to, but beyond, the 15-mile radius are prime targets for new residents of St. Pete Beach. The development of new housing with a range of styles, sizes, and prices/rents will be appealing to this target market. Although this market analysis anticipates the development of only new multi-family residential units within the CRA, some existing St. Pete Beach residents in single-family homes also will find the new multi-family units desirable, and their relocation to the CRA will provide opportunities for future residents with a preference for single-family homes.

Based on a 2013 Retail Opportunity Gap[13] analysis, it appears that about $42 million of retail sales "leak" out of St. Pete Beach. The Retail Opportunity Gap compares demand data derived from the Consumer Expenditure Survey[14] and supply data derived from the Census of Retail Trade,[15] combined with information from additional data sources. In the analysis, significant sales leakage is occurring from some retail categories that may not be desirable and/or viable within St. Pete Beach, such as auto dealers, building materials/lumber yards, and gas stations. However, there are retail categories that may be desirable and viable in St. Pete Beach and the CRA, such as men's/family clothing, shoes, hobbies/games, books, cosmetics/beauty supplies, and optical goods.

Many older hotel/motel properties lack modern amenities such as larger pools, spacious units, ocean-view rooms, and secure parking. Interviews with owners of the larger hotel/motel properties indicated a desire to expand and/or redevelop their

[11]The Nielsen Company
[12]The Nielsen Company

Table 5-2: Workforce Demographics, 5-, 10-, and 15-Mile Radius of St. Pete Beach City Hall

Description	0 - 5 Miles	%	0 - 10 Miles	%	0 - 15 Miles	%
Population						
2014 Estimate	129,259		441,059		639,099	
Population Age 21 - 64	72,262		253,421		368,303	
2014 Est Pop Age 25+ by Education	**98,285**		**330,198**		**481,496**	
Less than 9th grade	2,959	3.01%	13,196	4.00%	18,530	3.85%
Some High School, no diploma	7,691	7.83%	28,222	8.55%	40,337	8.38%
High School Graduate (or GED)	30,173	30.70%	103,853	31.45%	151,400	31.44%
Some College, no degree	21,559	21.94%	73,433	22.24%	108,030	22.44%
Associate's Degree	8,905	9.06%	28,326	8.58%	41,800	8.68%
Bachelor's Degree	17,520	17.83%	54,431	16.48%	79,813	16.58%
Master's Degree	6,094	6.20%	19,714	5.97%	29,185	6.06%
Professional School Degree	2,189	2.23%	5,672	1.72%	7,989	1.66%
Doctorate Degree	1,195	1.22%	3,348	1.01%	4,410	0.92%
2014 Est Pop 16+ by Occupational Class	**59,422**		**204,130**		**294,518**	
Blue Collar	9,388	15.80%	36,721	17.99%	51,332	17.43%
White Collar	37,501	63.11%	127,436	62.43%	186,914	63.46%
Service and Farm	12,533	21.09%	39,973	19.58%	56,273	19.11%
2014 Est Avg Travel Time to Work (min)	**25.9**		**24.5**		**24.3**	

properties. When developed originally, the sizes of their lots were adequate, but these lots now are deficient in size and functionally difficult to redevelop with much-needed modern amenities. Compounding the lot size/configuration challenges is the coastal control line issue raised in 2003, which reduces the rebuildable density of existing beachfront hotels. This market analysis forecasts the potential for developing new hotel/motel rooms, either through expansion or redevelopment. Expanding the number of hotel/motel rooms by a significant number may require revisions to land use/density regulations. Developing an off-site parking strategy would help facilitate more efficient use of valuable beachfront land.

The forecast of new residential units and new commercial/retail space is intended to reflect the development of ground-floor commercial space to serve as a platform for residential units above (mixed-use projects) along the Corey Avenue corridor. The photos in Figure 5-6 illustrate the general configuration of mixed-use projects that could result from the residential unit and commercial space growth assumptions (these do not suggest architectural design).

It is expected that not all new residential and commercial development will be mixed-use projects; retail-only projects could be built along Corey Avenue and residential-only buildings could be built proximate to Corey Avenue. The Corey Avenue corridor

[13] The Nielsen Company, Appendix 5-3: Retail Opportunity Gap.

[14] U.S. Bureau of Labor Statistics

[15] U.S. Census.

would be well-served to attract a few national retailers to expand the corridor's market draw. A residential project of sufficient size to justify a regional marketing program would put St. Pete Beach on the regional radar of homebuyers/renters. The first large mixed-use project will probably be the most challenging and will likely require incentives through public assistance. Developing/redeveloping the ends of the Corey Avenue corridor to visually emphasize the water-to-water connection, with boutique restaurants/shops and residential properties priced to meet a cross-section of workforce incomes along the corridor, will result in the Downtown District becoming a regional live-work-play destination. Improving the pedestrian/traffic interface at the major cross-streets is needed to improve connectivity. However, currently, there is little motivation for a pedestrian to face the challenges/risks of crossing the intersections to reach the west end of Corey Avenue. Developing a "special" destination project, coupled with the redesign of the waterfront park at the west end of Corey Avenue, will largely mitigate the end-to-end connectivity of Corey Avenue. This "special" project will probably be challenging and will likely require incentives through public assistance.

Figure 5-6: Examples of Mixed-Use Building Massing

A few new hotels with modern design/amenities and national flags/reservation systems will revitalize the overnight tourism market in St. Pete Beach. The first new hotel project will probably be the most challenging and will likely require incentives through public assistance.

5.3 CALCULATION METHODOLOGIES

This market analysis is based on a balanced perspective of the local St. Pete Beach area market trends derived from market data, planning documents, and regional real estate market/trends. The balanced combination of these data facilitates a reasonably accurate estimation of development potential and future property values within the CRA. It is an analytical approach that seeks to identify "revealed preference" as a method for estimating demand and value. This approach is heavily influenced by the unique characteristics and environment of St. Pete Beach and the CRA. The analysis identifies three types of taxable value growth: general changes in the community's economic environment, capital improvements on existing properties, and development of new/expanded residential, commercial (non-hotel) and hotel/motel properties. The primary property categories were evaluated to produce a more precise forecast of appropriate growth.

The growth of taxable value on existing properties (as of 2013), property improvements, and new development were assumed to start slow and accelerate annually over the span of the analysis. This is a typical growth pattern in a CRA—each improvement/development has a ripple effect and stimulates more investment. This approach was applied to both the rate of improvements/new development and the taxable values of their assessments as they are completed. Schematic maps of the

CRA showing the CRA boundary, CRA sub-districts, and zoning within the CRA, are depicted in Figure 5-7. Analysis of the 2013 certified tax roll for the City of St. Pete Beach (latest certified tax roll) was the starting point. Tax roll parcels within the CRA were extracted from the citywide tax roll, as depicted in Table 5-3, and were the basis of the 30-year model. Special characteristics of properties within the CRA were identified. Findings from this analysis were coupled with the evaluation of St. Pete Beach demographics and long-range planning studies to develop assumptions in the model. For a detailed assumption table, see Appendix H.

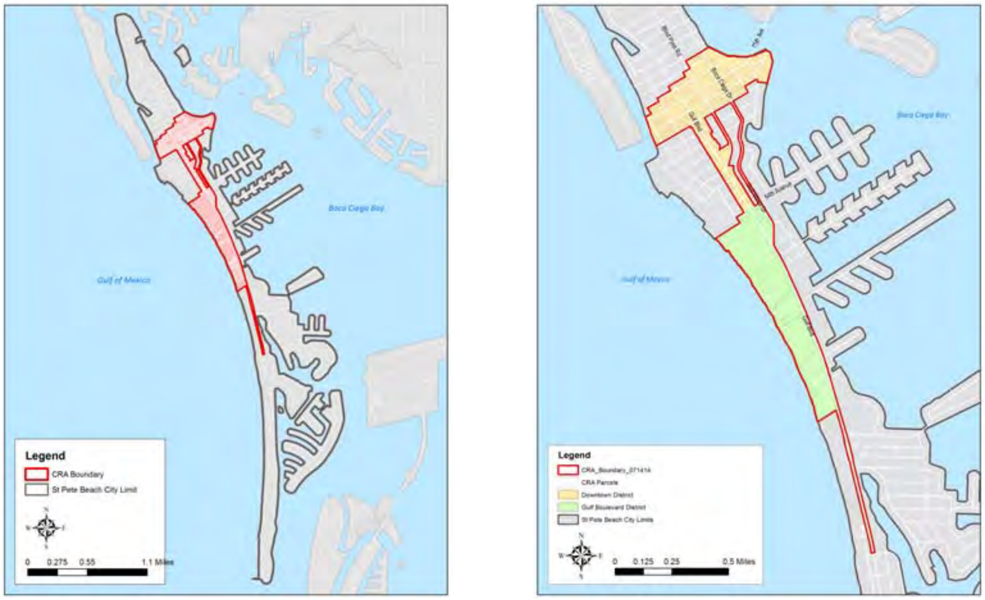


Figure 5-7: St. Pete Beach CRA

Table 5-3: CRA Land Parcels Overview by Category[16]

Property	Parcels	DU / Rooms	Taxable Value	Building Area (sf)	Avg Tax Val/Unit	Avg Tax Val/SF	Avg DU Area (sf)	Homestead Parcels		
Category								Count	Hx Val	Avg Hx Val
Residential: Single Family	24	27	$2,887,229	36,041	$106,934	$80.11	1,335	5	$400,301	$80,060
Residential: Multi-Family (incl CAM)	331	374	$65,223,284	448,261	$174,394	$145.50	1,199	79	$13,306,975	$168,443
Residential: Vacant	2	0	$220,565	0				0	$0	
Commercial: Office	23	0	$7,445,000	87,985		$84.62				
Commercial: Retail, Rest, Other	83	0	$53,672,982	574,760		$93.38				
Commercial: Hotel/Motel/Time Share	379	2,309	$179,018,158	1,664,953	$77,531	$107.52	721			
Commercial: Vacant	56	0	$10,412,621	0						
Industrial	11	0	$2,686,649	44,630		$60.20				
Industrial: Vacant	0	0	$0	0	$0	$0.00	0			
Institutional / Govt	10	0	$1,905,751	136,018		$14.01				
Institutional / Govt: Vacant	1	0	$0	0						
Totals	920	2,710	$323,472,239	2,992,648				84	$13,707,276	

THE 18-YEAR REAL ESTATE CYCLE

According to Steve H. Hanke[17] of the Cato Institute:

> Data demonstrate that every 18 years we can expect the culmination of a credit-fueled real estate and ensuing business cycle. Generally, the steps of the cycle are: available, low interest bank credit raises property prices; buyers take on more credit to purchase property; the appreciated property value serves as collateral for more bank loans; property prices eventually peak; construction activity and the general economy peak; property value declines; declining property value reduces owner equity and lender collateral; loans become bad debts; banks adjust lending criteria making it more difficult to qualify for loans to buy property.

A graph depicting the phases in a real estate cycle[18] is reflected in Figure 5-8.

The timing and duration of the 18-year real estate cycle affects all U.S. communities and cities, but the rate of increase in the growth periods and depth of decline in the recession periods are specific to each. The model anticipates the 18-year real estate cycle, starting with year 1 (2013), with the decline initiating in year 18 (2031). Growth/decline periods affect the timing of construction starts for renovation and development projects; new construction and capital improvement projects do not start during the decline, but new projects are added to the tax role during the decline that were started prior to the decline period.

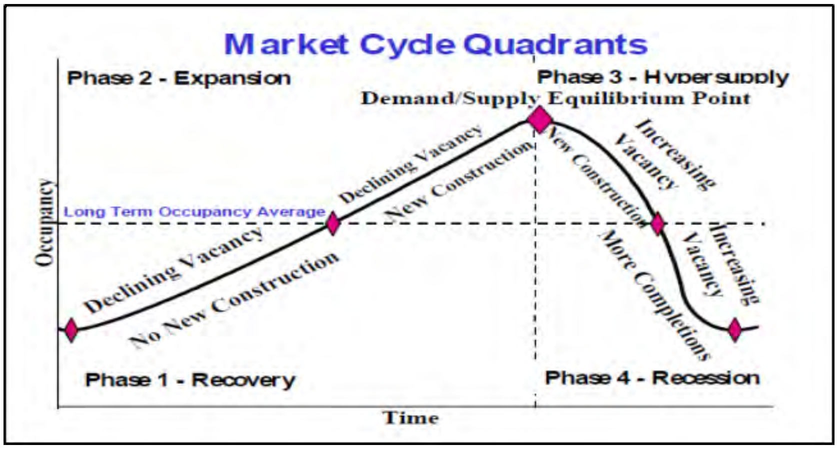


Figure 5-8: Phases in the Real Estate Cycle[18]

[16] Florida Department of Revenue, 2013 Certified Tax Roll.
[17] Steve H. Hanke, "The Great 18-Year Real Estate Cycle."
[18] Glenn R. Mueller, "Predicting Long-Term Trends & Market Cycles in Commercial Real Estate," 2001.

GENERAL CONDITIONS OF THE MODEL

- The base values and assumptions of the Model are provided in Appendix H.
- The model considers factors relevant to the three types of assessed value growth: economic climate/local market conditions (escalation of assessed value), capital improvements on existing properties, and new development.
- Development of new residential units is driven by the estimate of CRA's share of forecasted citywide population growth and the expectation of the more/faster growth due to the evolving success of the CRA, coupled with the 2014 estimated household size for St. Pete Beach (1.83[19]). The model assumes new housing development will be multi-family units, built as unmet demand accrues.
- Development of new commercial space is driven by the existing retail gap identified in the Retail Opportunity Gap analysis and the growth of citywide population, which generates more retail demand within the city/CRA.
- Annual capital improvements on existing residential properties, commercial properties, and hotel/motel properties are based on the gross building area (sf) of each property category existing in 2013.
- Annual escalation rates to reflect the community's economic environment were selected for two primary categories: residential and commercial. The rate of decline during the 18-year real estate cycle also were identified for the two primary categories.
- The average taxable values (land and building combined) of each property category, escalated annually, served as the basis for the values of improvements and new development over the 30-year analysis period. Each complete project was rolled in at its escalated value as it occurs. The taxable value of all improvements and development may take one to three years from the start of construction to appear on the tax roll, depending on the construction period and the date of its Certificate of Occupancy.
- The timing and pace of new development and capital improvements reflect anticipation of market demand and absorption of developed projects, which are critical to attracting and underwriting the investment of the next project.
- The property tax levy is calculated by applying the millage rates of the affected taxing districts to the previous year's incremental taxable value. The millage rates of the City of St Pete Beach (2.8569) and Pinellas County (5.3377, General Fund and Health Department)[20] were applied during the lifespan of the CRA.
- The current city/county millage rates were held constant to calculate the tax levy throughout the 30-year analysis period. In reality, these rates may change over time, potentially due to the 2007 "rolled-back rate" legislation. The Florida Department of Revenue calculation of the rolled-back rate is based on citywide/countywide assessed values, and any resulting changes are applied citywide/countywide. Ad valorem revenues are calculated as 95% of the total revenue generated by applying the property tax millage rate.
- St. Pete Beach is expecting to negotiate an interlocal agreement with Pinellas County as to the TIF capture rate for the life of the CRA based on the ad valorem tax revenue (which is based on 95% of the total levy) — All of the available TIF generated will be captured during the first 5 years and 75% of the available TIF generated will be captured in years 6-30. This capture/release was reflected in the model.
- The values reflected in new development and capital improvements tables are based on the first year's taxable value as projects/improvements are completed.

[19]The Nielsen Company.

[20]Pinellas County Property Appraiser, FY 2013/14 Millage Rates.

5.4 SUMMARY OF FINDINGS

The model reflects significant growth, both in terms of new development and the tax base. Table 5-4 is a summary of the new development by category in five-year increments resulting from the assumptions of the model.

Table 5-4: New Development Completed and Values (1st Assessment Year)

	Yrs 1–5	Yrs 6–10	Yrs 11–15	Yrs 16–20	Yrs 21–25	Yrs 26–30	Cum Total
New Developments Completed (sf)							
Multi-Family Residential	63,284	103,555	132,321	95,885	159,169	264,642	818,855
Non-Hotel Commercial	8,883	17,467	28,776	25,571	48,497	95,362	224,557
Hotel/Motel	88,331	93,631	99,249	105,204	111,516	243,507	741,438
Total Development	160,498	214,654	260,346	226,660	319,182	603,511	1,784,850
New Developments Completed (CU/Rooms)							
Multi-Family Residential	66	108	138	100	166	276	854
Non-Hotel Commercial	175	382	197	208	455	482	1,900
Hotel/Motel	241	490	355	308	621	758	2,754
New Development Value							
Multi-Family Residential	$10,905,900	$19,788,978	$29,232,509	$23,179,552	$37,223,409	$82,471,331	$202,801,677
Non-Hotel Commercial	$878,796	$1,943,551	$3,825,723	$3,862,522	$8,056,241	$25,218,695	$43,785,527
Hotel/Motel	$14,405,166	$16,906,930	$20,495,854	$25,923,226	$26,413,176	$105,854,744	$209,999,096
Total Development Value	$26,189,862	$38,639,458	$53,554,086	$52,965,299	$71,692,826	$213,544,769	$456,586,300

The model also anticipates capital improvements on existing (as of 2013) residential, commercial (non-hotel), and hotel/motel properties.

Table 5-5: Capital Improvements Completed and Values (1st Assessment Year)

	Yrs 1–5	Yrs 6–0	Yrs 11–15	Yrs 16–20	Yrs 21–25	Yrs 26–30	Cum Total
Capital Improvements (sf)							
Multi-Family Residential	20,811	32,775	42,320	31,099	47,155	74,263	248,423
Non-Hotel Commercial	22,392	35,343	45,750	33,685	51,139	80,719	269,028
Hotel/Motel	74,654	117,835	152,530	112,306	170,499	269,116	896,940
Total Capital Improvements	117,857	185,953	240,601	177,091	268,793	424,097	1,414,392
Capital Improvements Value							
Multi-Family Residential	$633,841	$1,112,572	$1,662,034	$1,314,668	$1,956,882	$4,104,352	$10,784,349
Non-Hotel Commercial	$476,384	$847,925	$1,309,932	$1,100,887	$1,827,579	$4,565,900	$10,128,606
Hotel/Motel	$2,356,842	$4,194,989	$6,480,706	$5,446,483	$9,041,690	$22,589,154	$50,109,863
Total Capital Improvements Value	$3,467,066	$6,155,485	$9,452,671	$7,862,037	$12,826,151	$31,259,407	$71,022,817

Considering that the 2013 taxable value in the CRA is $323,472,239, the taxable values forecasted, without escalation, represent a 63.1% increase in the CRA. A graph of new development and capital improvements (sq.ft.) achieved during 2014–2043 is depicted in Figure 5-9.

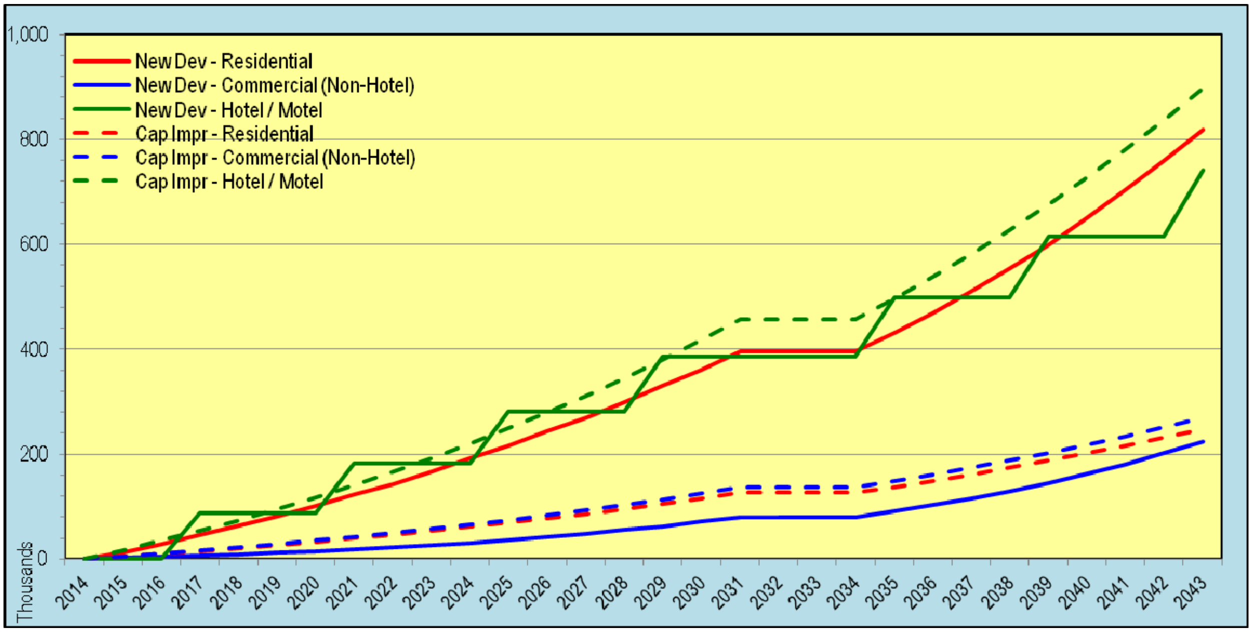


Figure 5-9: Projected New Development and Capital Improvements (sq.ft.)

Figure 5-10 depicts the growth of incremental taxable value (data points reflect the cumulative value of all earlier data points) resulting from the model and escalation on properties existing in 2013. The values reflect the taxable value of projects at their first year of assessment, without further escalation through the analysis time period.

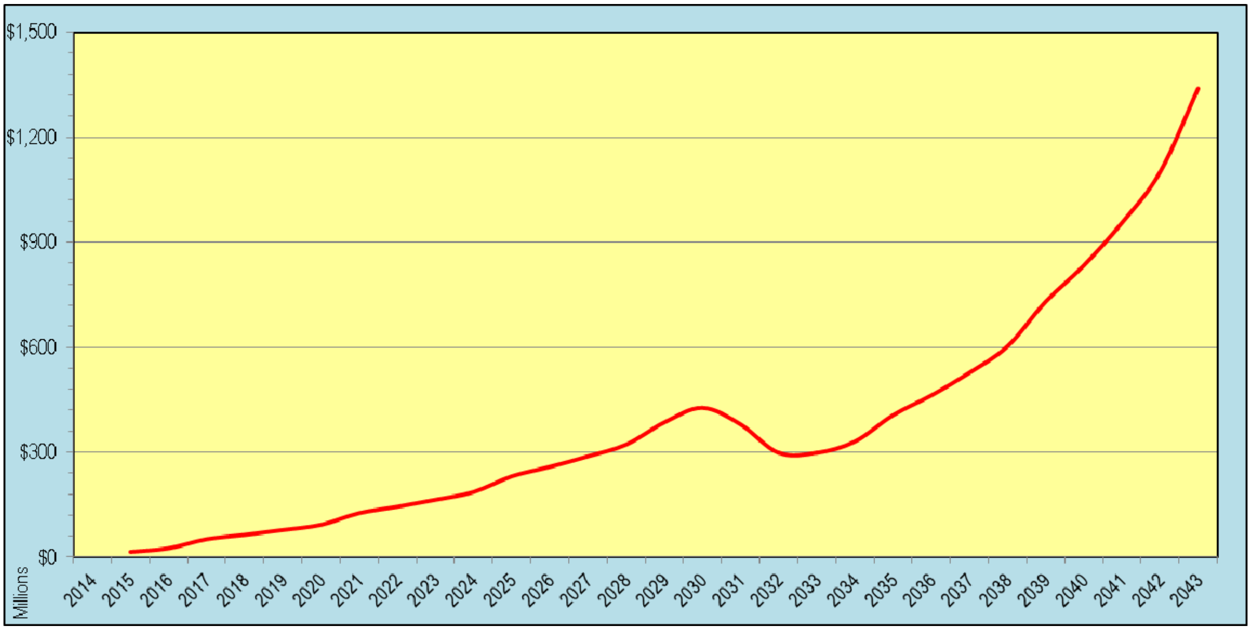


Figure 5-10: Projected Incremental Taxable Value (Cumulative Year-to-Year), 2014–2043

Figure 5-11 depicts the trend of projected incremental ad valorem tax and TIF revenue (ad valorem revenue is calculated as 95% of the total levy) during 2014 to 2043. It should be noted that the terms being negotiated with Pinellas County for the RTF are to capture all of the available City and County TIF during years 1 through 5 and 75% of the available TIF for years 6 through 30. this is reflected in the graph.

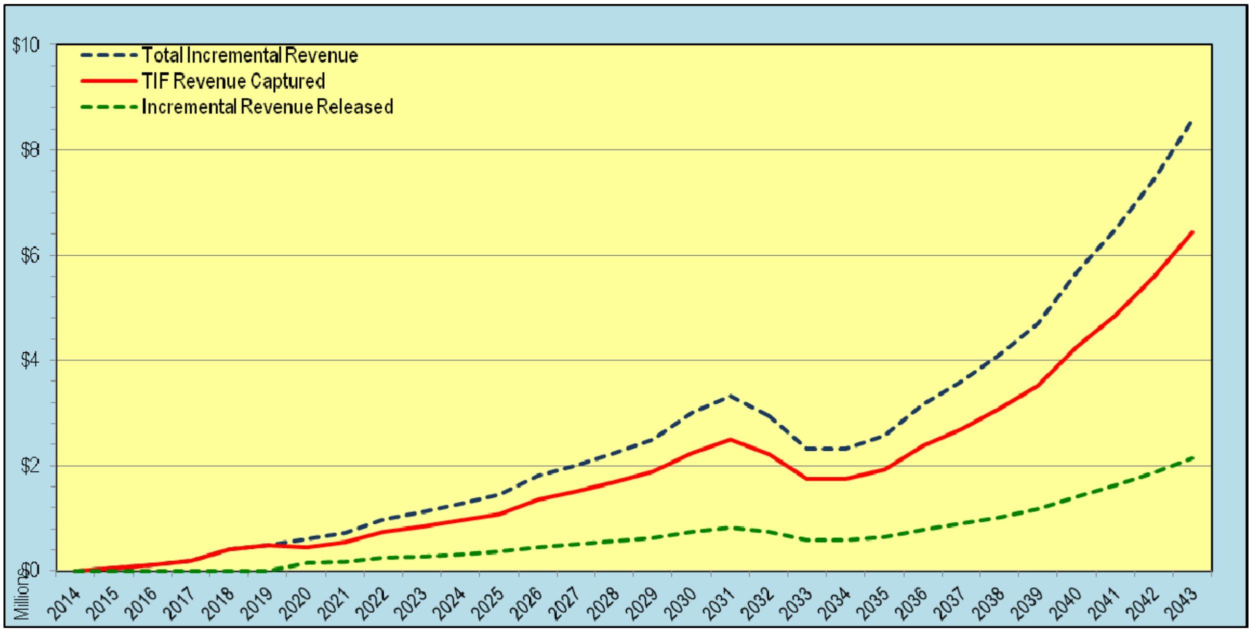


Figure 5-11: Projected Incremental Property Tax Revenue, 2014–2043

Table 5-6 is a summary of the TIF revenue captured and incremental ad valorem revenue released by St. Pete Beach and Pinellas County, in five-year increments, resulting from the assumptions of the model. It should be noted that all ad valorem tax revenue generated on the CRA's 2013 taxable value ($323,472,239[21], TIF Base Year) are released to the City ($25.5 million)

Table 5-6: TIF Revenue Captures/Incremental Ad Valorem Revenue Released

	Yrs 1 - 5	Yrs 6 -10	Yrs 11 - 15	Yrs 16 - 20	Yrs 21 - 25	Yrs 26 - 30	Cum Total
TIF Revenue Captured							
St. Pete Beach	$264,295	$1,068,549	$2,295,279	$3,686,334	$4,119,185	$8,595,181	$20,028,822
Pinellas County	$493,797	$1,996,428	$4,288,393	$6,887,375	$7,696,095	$16,058,838	$37,420,927
Total	$758,092	$3,064,977	$6,583,672	$10,573,709	$11,815,280	$24,654,019	$57,449,749
Ad Valorem Revenue Release							
St. Pete Beach	$0	$298,499	$765,093	$1,228,778	$1,373,062	$2,865,060	$6,530,491
Pinellas County	$0	$557,701	$1,429,464	$2,295,792	$2,565,365	$5,352,946	$12,201,268
Total	$0	$856,200	$2,194,557	$3,524,570	$3,938,427	$8,218,006	$18,731,760

[21]Florida Department of Revenue, 2013 Certified Tax Roll.

and County ($47.6 million); the revenue generated and released by the Base Year value is not reflected in Table 5-6.

Figure 5-12 depicts the trend of TIF revenue captured and incremental ad valorem revenue released by St. Pete Beach and Pinellas County in 2014–2043. It should be noted that all ad valorem tax revenue generated on the CRA's 2013 taxable value ($323,472,239[22],TIF Base Year) are release to the City ($25.5 million) and County $47.6 million); the revenue generated and released by the Base Year value is not reflected in Figure 5-5.

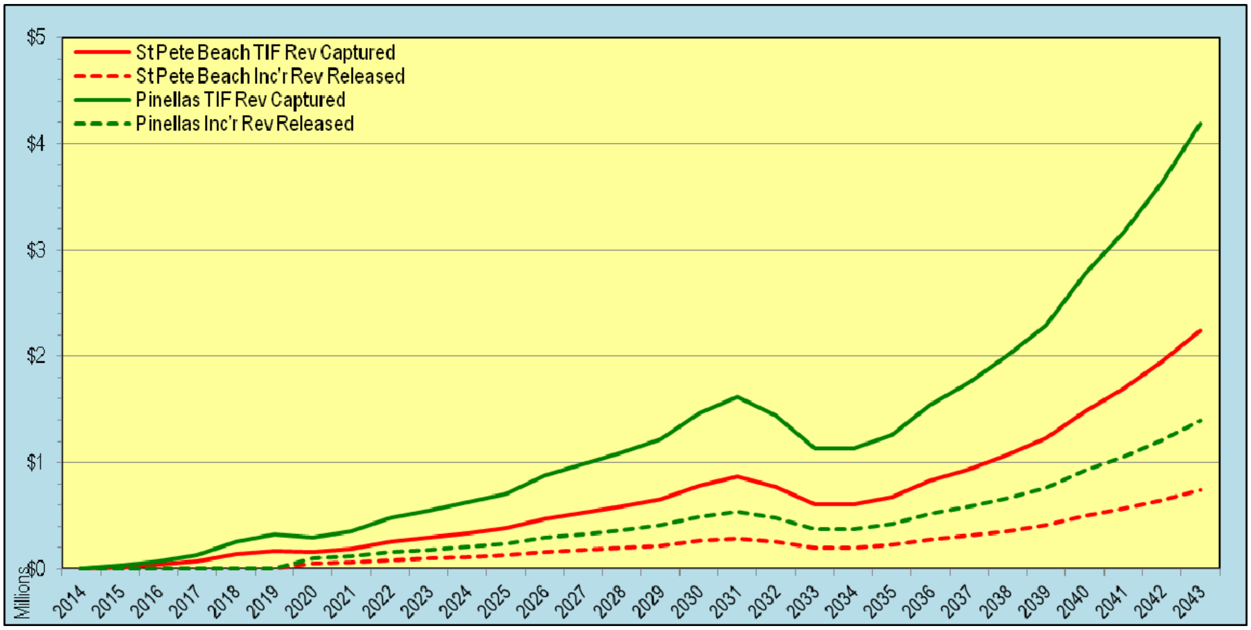


Figure 5-12: Contributions to St. Pete Beach TIF – Captured/Released

5.5 GENERAL OBSERVATIONS AND CONCLUSIONS

The economic development potential of St. Pete Beach is significant. Key findings from this report include the following:

- Activating the city's market potential and redeveloping/revitalizing the CRA with densities compatible with and appropriate to the district, while maintaining the city's unique "comfort" and character will require the achievement of a careful balance.
- The growth of new development and increasing/diversifying the tax base will continue beyond the 30-year analysis period. The new investment within the CRA will stimulate new investment citywide; the impacts outside the CRA are not quantified in this analysis.
- The market analysis did not attempt to quantify sales tax revenues. However, as retail space is revitalized and developed, there should be a significant increase in sales tax revenues. A wider range of goods and services also will be available to residents.
- The probability of achieving the market potential reflected in this analysis would be improved substantially if the City/CRA used the services of an experienced economic development professional. Approaching the recommended initiatives with a sense of "urgency" would be highly beneficial.

[22]Florida Department of Revenue, 2013 Certified Tax Roll.

- Initiating a project of sufficient size to justify a marketing budget with an area-wide reach would elevate St. Pete Beach on the regional “radar.” This would not only generate market demand but would also attract the attention of regional developers and investors. Achieving this as early as possible would be highly beneficial.
- It is likely the development of parking facilities (parking lots and/or garages) will be required as the CRA evolves. Creating a strategy for the development of public garages that serve visitors and stimulate development/investment would be highly beneficial; strategic locations for public garages that can provide off-site parking for the development of proximate residential projects should be identified. Convenient off-site parking along the hotel corridor will facilitate development/ redevelopment of the hotels and allow for the more efficient use of valuable beachfront land. Zoning regulations must support these off-site parking strategies.
- As shown in the model, economic growth and development is expected to occur in St Pete Beach throughout the 2014–2043 (30-year) study timeframe. Some key achievements during the study timeframe include the following:
    - ◊ Expected total new development (residential, commercial (non-hotel), and hotel/motel) of 1,784,850 sq.ft.
    - ◊ Expected capital improvements (residential and non-residential) of 1,414,392 sq.ft. on properties existing as of 2013.
    - ◊ In the context of this analysis, TIF revenue is defined as property tax revenue captured by the Trust Fund and ad valorem revenue is defined as property tax revenue released or not captured by the Trust Fund.
        - TIF revenues of $57.4 million are generated and captured over 30 years.
        - Incremental ad valorem revenues of $18.7 million are released in addition to $73.0 million of ad valorem revenues generated on the existing 2013 Base Year value, which are not captured.

CHAPTER 6:
Capital Planning

6.1 DEVELOPMENT PLAN

The Conceptual Diagram (Figure 3-6) illustrates the variety of capital projects that will be implemented by the Redevelopment Agency during the duration of the plan to remove blight factors identified within the Finding of Necessity Study. The Conceptual Diagram is a visual representation of the Plan's intent and objectives, identifying specific capital projects that are described in more detail in this chapter.

6.2 CAPITAL PROJECTS

For the CRA to have a distinct image and sense of place, common architectural elements for buildings and a consistent streetscape will be needed. The streetscape will promote a pedestrian-friendly corridor that will include landscaping and irrigation, sidewalk improvements, distinctive paving patterns delineating gathering places and crosswalks, pedestrian-scale decorative lighting, side street crosswalks, mid-block crosswalks, bike lanes, entrance signage, and street furniture. Improvements for the CRA will incorporate infrastructure needs such as street paving and curbing, road reconstruction and resurfacing, improving stormwater systems, and burying utilities. These improvements will establish a solid neighborhood and business environment that will support the CRA. The recommended practice is to enhance a street with all necessary infrastructure upgrades while the street is under construction.

DOWNTOWN DISTRICT STREETSCAPE IMPROVEMENTS

The City and Redevelopment Agency will coordinate to identify specific landscape/streetscape improvements within the Downtown District. Major features may include:

- New and wider main street-style sidewalks linking the Downtown core retail, business, government, entertainment, dining, and shopping activities to each other from Sunrise Park on Boca Ciega Bay to the east, through the traditional main street activity core, to Sunset Park on Blind Pass Channel to the west
- New and wider sidewalks linking trolley stops, crosswalks, and parks as well as retail, restaurant, and entertainment establishments within the Downtown area
- New and wider bike lanes, where appropriate, linking the traditional Downtown District with the Gulf Boulevard District area and residential neighborhoods, with particular emphasis on linkages to public beach access plazas, trolley stops, crosswalks, parks, and retail, restaurant, and entertainment establishments
- Major intersection and mid-block pedestrian crosswalks with distinctive paving patterns and other safety features
- Pedestrian signalization and other pedestrian safety features at all crosswalks and intersections within the Downtown District.
- Consolidate/reduce curb cuts and driveways to improve access management.
- Pedestrian-scaled decorative lighting
- A pedestrian waterfront boardwalk along Boca Ciega Bay linking Corey Circle East under the Corey Causeway Bridge to the Community Center and the City's largest waterfront park to link two major activity centers in a safe and memorable way that will function on a daily basis for residents and visitors, but that also will increase opportunities for larger community events that could capitalize on the resources available at each location, including additional public parking within close proximity to each other
- Other amenities such as street furniture

GULF BOULEVARD IMPROVEMENT PROGRAM COMPONENTS

The City may initiate re-designation of Gulf Boulevard and Blind Pass Road by FDOT as a City Road rather than a State Road to facilitate and remove restrictions on street improvements that would make these corridors more pedestrian– and bicycle-friendly and aesthetically-pleasing. Pursuing the re-designation strategy will allow street trees and crosswalks to be installed without being subjected to FDOT review procedures. Alternatively, the City and Redevelopment Agency may decide to coordinate closely with FDOT to identify specific improvements that can be made without formal re-designation. Potential features may include:

- Gateway signage to welcome visitors to the CRA
- Improved landscaping within the rights-of-way, including median treatments where appropriate. Florida-friendly landscaping will be installed, where feasible
- New and improved sidewalks linking resorts and residential neighborhoods to public beach access plazas, trolley stops, crosswalks, parks, and other activity centers
- New and improved bike lanes linking resorts and residential neighborhoods to public beach access plazas, trolley stops, crosswalks, restaurants, and parks as well as entertainment and retail activity centers
- Major intersection and mid-block pedestrian crosswalks with distinctive paving patterns and other safety features
- Pedestrian signalization and other pedestrian safety features at crosswalks and along Gulf Boulevard, where appropriate.
- Consolidate/reduce curb cuts and driveways to improve access management
- Pedestrian-scale decorative lighting with banner installation features for general City "branding," seasonal displays, and special City events
- Other amenities such as street furniture

The improved streetscape will help to calm traffic; increase pedestrian and bicycle safety; create a more comfortable, safer, and aesthetically-pleasing experience for pedestrians and bicyclists that reduce the negative impacts of major thoroughfare traffic

PARKING FACILITY PROJECTS

Centrally-located public parking facilities should be provided to support the Downtown retail/business district and special events in the Downtown District near Corey Avenue. A centrally-located public parking garage should be provided in the Gulf Boulevard resort area on the east side of Gulf Boulevard within close proximity to resorts and public beach access.

The provision of additional parking facilities within both the Downtown and Gulf Boulevard Districts will greatly enhance redevelopment potential and eliminate blight conditions by providing reducing demand for parking to be provided on a lot by lot basis. This will allow for more flexibility in site design, and encourage redevelopment, and economic development by reducing the cost of providing for parking. In addition, by reducing on-site parking demand, additional land can be used for improved pedestrian facilities, and access to commercial areas can be improved to increase safety.

OTHER INFRASTRUCTURE & FACILITIES:

"The Redevelopment Agency will work to improve the condition of utilities and public facilities throughout the CRA. This work may take the form of the undergrounding utilities located within the right-of-way, improvements to the former police station site, community center and park, public library, and improvements to stormwater, water, and sanitary sewer facilities to mitigate issues or improve capacity to improve the public realm and facilitate redevelopment."

The proposed expansion and improvement to the community center park and the police station collectively will provide economic development opportunities as well as enhance pedestrian safety within the CRA. Although a final revitalization plan has not yet been developed, potential improvements could increase opportunities for events and activities that could be attended by local residents and visitors/tourists.This would have a positive economic development impact for the City, and encourage redevelopment in and around the Downtown District. Additionally, the park improvements, coupled with the creation of a pedestrian bridge under 75th Avenue would greatly enhance pedestrian safety and allow for increasedmultimodal travel, reducing automobile congestion.

The undergrounding of utilities is also an important capital investment that will be supported, at least in part, by the CRA. Overhead utilities hamper the streetscaping efforts and inhibit the elimination of inadequate roadways by preventing sidewalk widening and tree planting and/or maturation. In addition, the undergrounding of utilities enhances automobile and pedestrian safety further by removing obstructions from the right of way, which can limit sightlines. Utility poles can also inhibit improved access management (particularly the relocation and reconfiguration of driveways), which will improve safety, and help eliminate instances of faulty lot layouts that discourage redevelopment.

SIGNAGE AND WAYFINDING

The Redevelopment Agency should also create and install customized directional and street signs, trolley stop signs, and other customized signage for Main Street shopping and entertainment areas, resort areas, distinct residential neighborhoods abutting the Downtown core area, parks, public parking areas and facilities, and government facilities and services as part of a comprehensive signage program that eliminates visual clutter and uses internationally-accepted symbols to facilitate tourist orientation to the major City activity areas. This visual aesthetic of the signage will be developed using the branding concepts that will be developed by the Redevelopment Agency as described in Section 6.4.

6.3 PROJECTED CAPITAL COSTS

OVERALL CRA PUBLIC IMPROVEMENTS ESTIMATED CAPITAL BUDGET AND FUNDING SOURCES

Improvements to alternative pedestrian and bicycle corridors that connect the downtown to residential and resort areas are an important element of the CRA. The area is deficient in many of the infrastructure needs necessary for upgrading. Table 6-1 on the following page identifies the various needs and associated costs for improving the neighborhoods in the CRA.

CAPITAL COST ESTIMATES AND PROJECT PRIORITIZATION

The CRA Capital Improvements Plan (Table 6-1) reflects present value dollars and does not adjust for future inflation. The cost estimates may not account for all necessary expenditures to complete the proposed projects. For projects involving City-supplied labor, installation costs will not be included. Also, future maintenance costs associated with the improvements as well as any operational costs will not be included in the schedule. Project scope, phasing, and funding sources may vary as determined during specific project budget and planning phases. Table 6-1 includes general prioritization for project implementation. However, the Redevelopment Agency can choose to reprioritize projects based on changing revenue projections, or the availability of outside resources. The Redevelopment Agency will decide annual priorities consistent with the strategies and projects identified within the Plan on an annual basis during their budget process. In instances where the Redevelopment Agency wishes to add projects or programs that were not formerly identified in the Plan, a plan amendment will need to occur. Such an amendment will require approval by Pinellas County BCC.

Table 6-1: Proposed Capital Work Program

Downtown District Projects								
			Estimated Cost					
Project Type	Cost Estimate per Unit	Unit	Short Term (1 5 yrs)	Mid Term (6-15 yrs)	Long Term (16-30 yrs)	Total	Existing/ Potential Funding Sources	Location
Transportation & Mobility Improvements								
Waterfront Boardwalk	$1,000,000 (lump sum)	1 Boardwalk		$1,000,000		$1,000,000	City & County TIF, LOST, Grants, Private Funding	Connecting Corey Circle along Boca Ciega Intracoastal Waterway to Community Center on Boca Ciega Dr.
Downtown District Streetscape Improvements	$550 per LF	22,282 LF	$3,063,775	$3,063,775	$6,127,550	$12,255,100	City & County TIF, LOST, Grants, FDOT	Corey Avenue (From Corey Cir. To Sunset Way) 75th Ave. (From CRA Boundary to Sunset Way) 73rd Ave. (From Bay St. to Sunset Way) 76th Ave. (From Boca Ciega Drive to Terminus west of Coquina Way) 77th Ave. (From Boca Ciega Drive to Blind Pass Road) Boca Ciega Dr. (From 77th Ave. to 70th Ave.) Blind Pass Road (From 77th Ave. to Gulf Boulevard) Coquina Way (From 76th Ave. to 73rd Ave.) Sunset Way (From 75th Ave. to 73rd Ave.) Gulf Winds (From 70th to 64th Avenue) Gulf Boulevard (From 76th Avenue 64th Avenue)
Public Parking Facilities	$12,500,000 (lump sum)	TBD	$1,000,000	$5,750,000	$5,750,000	$12,500,000	City & County TIF, Increment, Private Contributions, Public/Private Partnerships, Development Incentives	TBD - Proximate to Downtown Retail Uses
Utilities and Infrastructure								
Burying/Relocating Utilities	$2,000,000 per mile	.61 miles			$1,220,000	$1,220,000	TIF (City Only)	Gulf Boulevard (From 76th Avenue 64th Avenue)
Burying/Relocating Utilities	$2,000,000 per mile	.51 miles			$1,020,000	$1,020,000	TIF (City Only)	75th Ave. (From CRA Boundary to Sunset Way)
Burying/Relocating Utilities	$2,000,000 per mile	.32 miles			$640,000	$640,000	TIF (City Only)	Gulf Winds (From 70th to 64th Avenue)
Burying/Relocating Utilities	$2,000,000 per mile	0.51 miles			$1,020,000	$1,020,000	TIF (City Only)	Blind Pass Road (From 77th Ave. to Gulf Boulevard)
Burying/Relocating Utilities	$2,000,000 per mile	0.42miles			$840,000	$840,000	TIF (City Only)	Boca Ciega Dr. (From 77th Ave. to 70th Ave.)
Burying/Relocating Utilities	$2,000,000 per mile	0.45 miles			$900,000	$900,000	TIF (City Only)	73rd Ave. (From Bay St. to Sunset Way)
Burying/Relocating Utilities	$2,000,000 per mile	0.33 miles			$660,000	$660,000	TIF (City Only)	76th Ave. (From Boca Ciega Drive to Terminus west of Coquina Way)
Burying/Relocating Utilities	$2,000,000 per mile	0.1 miles			$200,000	$200,000	TIF (City Only)	77th Ave from Boca Ciega Dr to Blind Pass Road
Stormwater System Improvements*	$2,000,000 (lump sum)	TBD		$1,000,000	$1,000,000	$2,000,000	City & County TIF, Grants	Throughout the Downtown Planning District
Infrastructure Studies	$150,000 (lump sum)	TBD		$150,000		$150,000	TIF (City Only)	Downtown District - Specific locations TBD Potential for Public / Private Shared Parking
Wayfinding Signage Improvements								
Wayfinding Signage Improvements	$3,200 per Sign	15 signs		$48,000		$48,000	City & County TIF, Grants	Comprehensive Street and Wayfinding Signage Program for both the Downtown District District. Program will "brand" St. Pete Beach, orient residents & visitors and eliminate visual clutter
Gateway Features	$100,000 Gateway	2 Gateways		$200,000		$200,000	City & County TIF, Grants	Two Downtown District Gateway Features
Community Center Area Improvements								
Community Center Park Expansion and Improvements	$5,000,000 (lump sum)	TBD		$1,000,000	$4,000,000	$5,000,000	FRDAP, LOST, City & County TIF	Community Center on Boca Ciega Dr
Police Station Improvements	$5,000,000 (lump sum)	1 facility	$500,000			$500,000	City & County TIF	Downtown District - Project could include capital improvements made to existing police station to assist new tenant build out.
Sub-Total			**$4,563,775**	**$12,211,775**	**$23,377,550**	**$40,153,100**		

* County TIF can be used for major/regional stormwater improvements, but not for neighborhood or local stormwater improvements

Table 6-1: Proposed Capital Work Program (cont).

Gulf Boulevard District								
Project Type	Cost Estimate per Unit	Unit	Estimated Cost				Existing/ Potential Funding Sources	Location
			Short Term (1 5 yrs)	Mid Term (6-15 yrs)	Long Term (16-30 yrs)	Total		
Transportation & Mobility Improvements								
Gulf Boulevard District Streetscape Improvements	$600 per LF	9,187 LF		$5,512,200		$5,512,200	City & County TIF, LOST*, Grants, * FDOT	Gulf Boulevard (From 64th Avenue to 37th Avenue) Gulf Winds (From 64th to Gulf Boulevard)
Public Parking Facilities	$11,500,000 (lump sum)	TBD		$5,750,000	$5,750,000	$11,500,000	City & County TIF, Increment, Private Contributions, Public/Private Partnerships, Development Incentives	Gulf Boulevard District - Specific locations TBD Potential for Public / Private Shared Parking
Utilities and Infrastructure								
Burying/Relocating Utilities	$2,000,000/mile	1.63 miles			$3,260,000	$3,260,000	TIF (City Only)	Gulf Boulevard (From 64th Avenue to 37th Avenue)
Burying/Relocating Utilities	$2,000,000 per mile	0.15 miles			$300,000	$300,000	TIF (City Only)	64th Avenue (From Sunset Way to Gulf Winds Drive)
Burying/Relocating Utilities	$2,000,000 per mile	.11 miles			$220,000	$220,000	TIF (City Only)	Gulf Winds (From 64th to Gulf Boulevard)
Stormwater System Improvements**	$2,000,000 (lump sum)	TBD		$1,000,000	$1,000,000	$2,000,000	City & County TIF, Grants	Throughout the Gulf Boulevard Planning District
Infrastructure Studies	150000 (lump sum)	TBD		$150,000		$150,000	TIF (City Only)	Gulf Boulevard District - Locations TBD
Wayfinding Signage Improvements								
Wayfinding Signage Improvements	$3,200 per Sign	15 signs		$48,000		$48,000	City & County TIF, Grants	Comprehensive Street and Wayfinding Signage Program for the Gulf Blvd District. Program will "brand" St. Pete Beach, orient residents & visitors and eliminate visual clutter
Gateway Features	$100,000 Gateway Feature	2 Gateways		$200,000		$200,000	City & County TIF, Grants	Two Gulf Boulevard District Gateway Features
Sub-Total			**$0**	**$12,660,200**	**$10,530,000**	**$23,190,200**		
Grand Total			**$4,563,775**	**$24,871,975**	**$33,907,550**	**$63,343,300**		
Increment Revenue Forecast			**$758,092**	**$9,648,649**	**$47,043,008**	**$57,449,749**		
Funding Deficiency			**$63,343,300 (Total Capital Cost) - $57,449,749 (Total Increment Revenue)**				**$5,893,551**	

* $574,626 of LOST funds have already been set aside for Gulf Boulevard Streetscape Improvements

** County TIF can be used for major/regional stormwater improvements, but not for neighborhood or local stormwater improvements

OPERATING AND MAINTENANCE COSTS

With most of the capital projects that will be implemented, there will also be an element of ongoing operating and maintenance costs. Funding for operating and maintenance costs for capital projects is limited by State statutes and County policy, and for the most part City and County TIF funds cannot be used for ongoing operations and maintenance. It will be important for the CRA to closely coordinate with the City to ensure adequate funding is made available for ongoing operating and maintenance costs.

6.4 NON-CAPITAL PROGRAMS

COMMUNITY BRANDING

The Redevelopment Agency will develop and implement a new community branding concept to help create/reinforce a sense of place for visitors and community residents alike. The branding concepts may be developed in-house or by using a professional consultant. The concepts developed will be used in the development of the comprehensive signage and wayfinding program described in Section 6.2, Capital Projects.

BUSINESS ASSISTANCE

The Redevelopment Agency may offer a variety of business assistance grants to help business owners with improvements and/or initiatives. These grants could include business façade grants that focus on improving the physical appearances of small neighborhood commercial businesses that serve the shopping and personal service needs of the immediate area. Other assistance programs may be developed to provide opportunities for existing/new business to expand their markets, which ultimately will create more activity within the CRA.

CRA ADMINISTRATION

The City portion of the C-TIF generated within the CRA can potentially be used to pay for administrative and overhead expenses necessary or incidental to the implementation of the Plan. An Executive Director would facilitate and coordinate capital projects in the CRA and special events and promotions that attract residents and visitors to the Downtown shopping district and commercial/resort/beaches of Gulf Boulevard area. The Redevelopment Agency will need to determine if any part/full time positions should be funded to facilitate redevelopment.

Property Acquisition and Assembly

In addition to property acquired in support of capital projects described in in Section 6.2, the Redevelopment Agency may wish to acquire property for the purposes of blight eradication and/or property assemblage for potential redevelopment projects.

PROFESSIONAL SERVICES

The City engages several consulting companies to study specific needs for particular projects. These services would be within the CRA and would be listed as Professional Services for departmental budget purposes. Professional Services may include services related to the design or implementation of capital projects, parking studies, appraisals, business assistance programs, event management and placemaking, and property management services.

Table 6-2: Proposed Non-Capital Programs and Initiatives

Project Type	Funding Sources	General Description
Business Assistance Programs	TIF (City Only)	Business Assistance programs could include a number of initiatives including, but not limited to, façade grant programs, marketing grants, low interest loan programs, employee training programs, etc.
Professional Services	TIF (City Only)	Planning/engineering/design of comprehensive signage/branding Downtown master streetscape program, neighborhood road reconstruction projects, library, parking facilities, park expansions/renovations, boardwalk.
Special Events, Marketing/ Promotion	TIF (City Only)	Developing marketing and branding strategies, production of advertising and marketing materials, sponsoring special events and programs within the CRA.
Development Incentives	TIF (City Only)	Potential incentives could include partial payment of fees by the Community Redevelopment Agency for desired quality development.
CRA Administration Costs	TIF (City Only)	Consideration of funding future staffing and organizational needs.

OTHER FUNDING SOURCES

The following have been identified as possible funding sources to augment tax increment revenue generated by the Redevelopment Agency to implement the goals, policies, and objectives through the implementation of projects and programs identified within this Plan.

Transportation Impact Fees

Transportation impact fees have been identified as a revenue source to fund the mid-block and side street pedestrian crosswalks. In addition, these funds may be used for upgrading roads, drainage, sidewalks, and curbs throughout the CRA and neighborhood areas. New development produces increased trip generation on existing roadways and, therefore, should bear a proportionate share of the cost of capital expenditures necessary to meet transportation needs of St. Pete Beach. This fee is based on the number of residential units and temporary lodging units; a business pays the impact fee based on its square footage. The City receives 50% of the impact fee paid by new construction and, historically, such funding is relatively low. However, such impact fee revenue would be expected to increase as redevelopment occurs within the CRA.

Local Option Sales Tax

The Local Option Sales Tax, more commonly known as the “Penny for Pinellas,” is a 10-year revenue stream based on an additional penny (0.01) sales tax throughout Pinellas County. This revenue source was approved by the voters of Pinellas County in November 2006 for an additional 10 years, from 2010–2019. Several CRA capital improvement projects are proposed to be funded through the use of this revenue in conjunction with tax increment revenue and other funding sources.

THIS PAGE LEFT BLANK INTENTIONALLY.

CHAPTER 7:
General Requirements

7.1 COMMUNITY REDEVELOPMENT TRUST FUND

The City intends to establish a Redevelopment Trust Fund (Trust Fund) in accordance with Chapter 163.387, F.S. Establishing the Redevelopment Trust Fund requires a separate action by the BOCC that occurs by ordinance at a public hearing. Approval of the Plan or subsequent approval to establish a Redevelopment Trust Fund by the Pinellas BOCC should not be construed as a commitment to contribute general fund revenues derived from County ad valorem taxes. The Trust Fund's dedicated funding source will be tax increment collected from both the County and City. As described in Chapter 5, tax increment calculated by setting a base year and measuring the increase in the dollar value of all real property within the CRA each year thereafter. Any increase to the taxable assessed value is appropriated by the Tax Collector for the Redevelopment Trust Fund. The Redevelopment Agency will use the Redevelopment Trust Fund to pay for capital improvements and programs within the CRA as described in this Plan.

REDEVELOPMENT TRUST FUND EXPENDITURES

Expenditures paid by the City of St. Pete Beach portion of the tax increment program have been prioritized as described in the Plan based on importance to the Redevelopment Agency and the City of St. Pete Beach. Priority projects were established by looking at three areas: 1) projects that have no other available funding source, 2) capital projects, and 3) non-capital or operating expenses such as special events. Priority projects for the County portion of tax increment will be for public capital projects only. Tax increment expenditures are subject to established County policies and guidelines.

7.2 SAFEGUARDS, CONTROLS, RESTRICTIONS, OR COVENANTS

AUTHORITY

This Plan is enacted pursuant to the requirements and authority granted to the City by BCC Resolution 06-191 and Chapter 163, Part III, F.S.

APPLICABILITY

This Plan shall govern the implementation of capital projects and described herein. These projects and programs have been identified to eliminate conditions of blight as identified in the approved Finding of Necessity, as approved by City Resolution 2013-09.

AMENDMENTS TO THE REDEVELOPMENT PLAN

This Plan may be amended by the procedure established in Section 163.361, F.S., with approval from the Redevelopment Agency and Pinellas County BOCC.

COMMUNITY REDEVELOPMENT AGENCY

The St. Pete Beach City Commission has been established as the Community Redevelopment Agency as allowed through the delegation of authority approved by the Pinellas County BOCC pursuant to Resolution No. 06-191. Any powers granted the Redevelopment Agency under Florida law, but that may not be specifically stated in this Plan, will not be construed as forfeiture of such powers by the City Commission or the Redevelopment Agency. The City Commission expressly incorporates all provisions, powers, and limitations of the Community Redevelopment Act into this Plan, unless specifically not delegated to the City by the County. It is further understood that State law, as it is presently constituted or amended from time to time, will take precedence to the extent applicable over any portion of this Plan that may come in conflict with Florida law.

7.3 CONSISTENCY WITH THE CITY'S COMPREHENSIVE PLAN

Within the City of St. Pete Beach Comprehensive Plan Future Land Use and Housing Elements are goals, objectives, and policies that support community redevelopment specifically relating to affordable housing mitigation; resort, commercial, and mixed-use redevelopment; expansion and creation of neighborhood retail and services; implementation of a quality Livable Community Strategy consistent with the strategies being developed and adopted by the County and the MPO; and that are consistent with and in furtherance of the Green Mission Statement and Comprehensive Plan goals, objectives, and policies establishing a Coastal Green City Initiative for St. Pete Beach. Both planning strategies and lifestyle initiatives are major components to a successful program and plan for redevelopment in the SPB–CRA.

Goals, objectives, and policies supportive of the creation or Redevelopment Agency and subsequent implementation of the projects and programs identified within this Plan can be found in Appendix E.

7.4 CONCLUSION

This Plan provides a framework for rehabilitation and redevelopment of the CRA as an attractive, inviting, easily-accessible and economically-successful community that promotes a positive image and identity for St. Pete Beach. This Plan deliberately and reasonably addresses the blighted area conditions observed and Finding of Necessity determinations made, ratified, and confirmed by the City Commission. To realize the redevelopment vision of this Plan, community leaders, businesses, and residents are encouraged to support the redevelopment objectives and continue the commitment over time so the vision can be successfully implemented into reality.

DRAFT PUBLIC HEARING AND ADOPTION SCHEDULE FOR CRA PLAN AND TIF ORDINANCE

TASK	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Community Redevelopment Plan										
Planning Board										
Draft Presentation	16									
Public Hearing			19							
Community Redevelopment Agency										
Draft Presentation		28								
Approval Hearing				9						
City Commission										
First Reading					13					
Adoption Hearing					27					
County Commission										
Authorization to Advertise						TBD				
Public Hearing							TBD			
Establishment of Tax Increment Finance District										
City Commission										
First Reading								14		
Second Reading								28		
County Commission										
Authorization to Advertise									TBD	
Public Hearing										TBD