



THE SUNSET CAPITAL OF FLORIDA

155 Corey Avenue  
St. Pete Beach, FL 33706-1839  
[www.stpetebeach.org](http://www.stpetebeach.org)

December 13, 2017

Mr. Rodney Chatman, AICP  
Forward Pinellas  
310 Court Street  
Clearwater, FL 33756

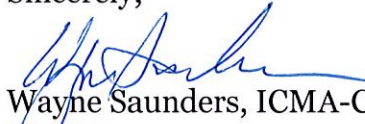
Re: Planning and Place-Making Grant Application

Dear Rodney:

Enclosed please find a completed application by the City of St. Pete Beach for the Planning and Place-Making Grant, *St. Pete Beach Identity Project - Phase One*. The City Commission authorized submittal of this application at the City Commission meeting of December 12, 2017. Please consider this application favorably.

Should you have any questions, do not hesitate to contact Catherine W. Porter, AICP, CFM, Planner II, at 727-363-9266 or [cporter@stpetebeach.org](mailto:cporter@stpetebeach.org).

Sincerely,

  
Wayne Saunders, ICMA-CM  
City Manager  
City of St. Pete Beach, FL

## **RESOLUTION 2017-14**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF ST. PETE BEACH, FLORIDA, AUTHORIZING THE FILING OF AN APPLICATION FOR GRANT FUNDS THROUGH FORWARD PINELLAS THROUGH THE PLANNING AND PLACE-MAKING (PPM) GRANT PILOT PROGRAM, COMMITTING LOCAL MATCHING FUNDS, AND STATING THE ASSURANCE OF THE CITY OF ST. PETE BEACH TO COMPLETE THE PROJECT; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, \$50,000 of planning funds are available to local governments through the Planning and Place-Making Grant Pilot Program in Fiscal Year 2018; and

**WHEREAS**, the City of St. Pete Beach wishes to receive \$37,500 in grant funds for the St. Pete Beach Identity Project - Phase One; and

**WHEREAS**, the City of St. Pete Beach understands that funding through the Planning and Place-Making Grant Pilot Program is fixed at the budgeted amount, and therefore any cost increase cannot be expected to be funded through this grant program; and

**WHEREAS**, the City of St. Pete Beach understands that if selected, an Interlocal agreement with Forward Pinellas must be executed to access the funds, or the project award will be rescinded.

**NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of St. Pete Beach, that:**

Section One: The above recitals are true and correct and are incorporated herein by reference.

Section Two: The City Commission hereby authorizes the City Manager to proceed with the application process with Forward Pinellas for the Planning and Place-Making Grant Pilot Program in the amount of \$37,500 for the St. Pete Beach Identity Project – Phase One.

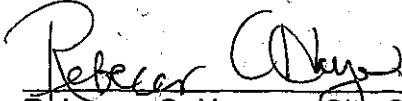
Section Three: The City Commission hereby authorizes \$37,500 as the local match for the Forward Pinellas Planning and Place-making Grant Pilot Program.

Section Four: A copy of this resolution will be transmitted to Forward Pinellas.

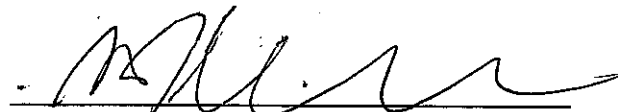
**Passed this 12<sup>th</sup> day of December, 2017 by the City Commission of the City of St. Pete Beach, Florida.**

  
\_\_\_\_\_  
Alan Johnson, Mayor

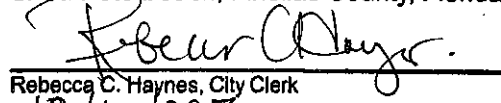
ATTEST:

  
\_\_\_\_\_  
Rebecca C. Haynes, City Clerk

APPROVED AS TO LEGAL FORM AND CORRECTNESS:

  
\_\_\_\_\_  
Andrew Dickman, City Attorney

I hereby certify this to be a true and exact  
copy of Resolution 2017-14  
on file in the office of the City Clerk, City  
of St. Pete Beach, Pinellas County, Florida.

  
\_\_\_\_\_  
Rebecca C. Haynes, City Clerk  
12/12/2017  
Date

# **FORWARD PINELLAS**

## **PLANNING AND PLACE-MAKING (PPM) GRANT APPLICATION 2017**

### **ST. PETE BEACH IDENTITY PROJECT PHASE ONE**

**CITY OF ST. PETE BEACH**

**December 14, 2017**

**FORWARD PINELLAS**

**PLANNING AND PLACE-MAKING (PPM)**

**GRANT APPLICATION 2017**

**APPLICANT: CITY OF ST. PETE BEACH**

**PROJECT NAME: ST. PETE BEACH IDENTITY PROJECT – PHASE ONE**

**PROJECT DESCRIPTION**

Background

St. Pete Beach has long been a leader in recognizing the unique qualities that the City possesses by engaging in the activities encouraged by this grant. For example, the City's land development regulations incentivize compact, mixed-use development. The City has developed and implemented a form-based overlay for the Pass-a-Grille area understanding the importance of the area's historic character. Design guidelines were developed as part of the Community Redevelopment Area-Eighth Avenue Special Area Plan (a Neighborhood Activity Center) and were later codified in the Land Development Code. It is hoped that the fact that many of these eligible activities have already been accomplished will not result in a lower score for this project, but that previous efforts will be recognized, considered and rewarded

Prior to incorporation as the City of St. Petersburg Beach in 1957, four separate incorporated villages, Belle Vista Beach, Don Cesar Place, Pass-a-Grille Beach, and St. Petersburg Beach, as well as an unincorporated area, shared Long Key. This history has created a challenge unique to the City of St. Pete Beach. The legacy of the five distinct communities has caused the resulting neighborhoods to each have their own flavor. This, in turn, has resulted in a hodge-podge of styles related to wayfinding, which gives the City an uncoordinated look and "feel". This hodge-podge has resulted in many residents identifying more with their neighborhood than with the City. It is the intention of the St. Pete Beach Identity Project to utilize place-making through a unified theme to bring neighborhoods together. While the project will support the divergent character of each former village as expressed in the City's neighborhoods, the intended public realm elements will result in St. Pete Beach being experienced as a cohesive unit. In short, the goal of the St. Pete Beach Identity Project is to highlight the diversity of the existing neighborhoods while developing a sense of a unified identity for the City as a whole.

This project will implement goals and objectives outlined in *Pinellas by Design: An Economic Development & Redevelopment Plan for the Pinellas Community*:

- *Emphasize the aesthetic quality of public buildings, structures and streetscapes.*  
This project will provide structures to identify the City and improve the existing streetscape.
- *Identify notable examples of redevelopment techniques used locally and elsewhere to serve as a "toolkit" of potential approaches that address and facilitate redevelopment.*

In many locations gateway features have been shown to successfully define a city's essence and character, which this project will accomplish.

- *Use the tools provided by CRA designation to improve areas of special interest.*  
One of the selected locations is a gateway to the CRA, while a second is two blocks from the CRA, also serving to define the area.

The Planning & Urban Design Principles of the *Countywide Plan* are also supportive of this project, especially

- *Develop Activity Centers and/or Multimodal Corridors that have appropriate location, size and area-wide density/intensity ranges.*  
All 3 locations are on Multimodal Corridors, while one is in a Special Activity Center and another is equidistant from a Special Activity Center and a Community Center. The third is two blocks from a Special Activity Center, and as such, also assists in wayfinding.
- *Create quality streets, roads, and pedestrian routes that are joined together to provide a continuous, convenient system for travel within any given area.*  
The installation of the monument signs will serve to create quality streets.

### History of the Project

The City of St. Pete Beach is committed to quality place-making activities along multimodal corridors within its jurisdiction as well as in the Community Redevelopment Area (CRA). As such, the City has commissioned several plans and studies for these areas. The most recent study is the *City of St. Pete Beach Identity Project*, which was completed in August, 2017.

The *City of St. Pete Beach Identity Project* plan featured public input as well as professional guidance by Jonathan Mugmon Design. This context-sensitive place-making project developed a brand-mark that considered attributes of the City, as well as defining colors that will be used to project the expression of the City as "The Sunset Capital of Florida". This project also developed a hierarchy of public realm elements that will use this brand-mark to project a consistent message throughout the island. The hierarchy of public realm elements is intended to undergird the identity of the entire city, while calling attention to the individuality of each neighborhood. The project as envisioned will include entrance signs, neighborhood monuments, wayfinding signs, street signs, transit stops, lighting and plant materials. The wayfinding signs, especially on evacuation routes, will serve to improve resiliency. The funding for the entrance signs as requested by this application is but the first step in implementing the brand-mark for the City of St. Pete Beach. While the project will support the divergent character of each previous village as expressed in the City's neighborhoods, the intended public realm elements will reinforce community identity and livability, strengthen a "sense of place" and foster connected, people-centric destinations throughout the island.

### Project Specifics

This project consists of planning, engineering, provision and installation of 3 place-making improvements: monument signs at all entrances to the City. This project is necessary due to the built-out nature of Pinellas County, where one of the challenges that a community faces is how to let the visitor, and in some cases residents, know where one community starts and another ends. It is the intention of the City to use this grant to provide quality entrance features in the

form of monument signs in order to meet one of the challenges of distinctive place-making. These quality entrance features will well serve the PPM program's goals of maintaining and/or strengthening the character of Pinellas County's many distinct communities, establishing or reinforcing a "sense of place" and fostering connected, people-centric destinations through planning activities that reinforce community identity and livability.

This project is a multi-modal place-making project. All three locations are on streets that have sidewalks for good pedestrian access. Locations One and Two are served by regular PSTA route service. Location 3 is serviced by the Suncoast Beach Trolley. It should also be noted that Location One is in underserved area (Community Redevelopment Area). Location One is also part of the City's broader revitalization and redevelopment efforts or vision, specifically as it relates to the *Corey District Vision Plan*.

## **PROJECT LOCATION**

### Location One – 136 75<sup>th</sup> Avenue

One of the 3 bridges leading into the City of St. Pete Beach is along the Corey Causeway (FL 693/ Pasadena Avenue S/75<sup>th</sup> Avenue). As shown on the County-wide Transit-Oriented Land Use Vision Map, this road is a Primary Corridor that leads to the St. Pete Beach CRA, which is also shown as a Special Activity Center on the same map.

### Location Two – 3504 Gulf Boulevard

A portion of the Pinellas Bayway is another bridge leading into St. Pete Beach. The County-wide Transit-Oriented Land Use Vision Map has identified this route as a Supporting Corridor, which intersects with another Supporting Corridor (Gulf Boulevard/FL 699), on which the sign will be located.

### Location Three – 9330 Blind Pass Road

The final entrance into St. Pete Beach lies along Blind Pass Road, which is another Supporting Corridor according to the County-wide Transit-Oriented Land Use Vision Map. The location of the sign would be approximately equidistant from a Special Activity Center and a Community Center, providing access to both.

## **PROJECT PARTNERS**

This project will be a partnership between Forward Pinellas and the City of S. Pete Beach.

## **PROJECT BUDGET**

This grant application seeks funding to support the installation of the 3 gateway features, one monument at each of the entrances into St. Pete Beach. The project budget is:

Planning/Engineering	\$ 9,375
Construction	<u>\$ 65,625</u>
Total	\$ 75,000

The City is seeking \$ 37,500 from the Forward Pinellas PPM Grant, with the remaining \$ 37,500 being borne by the City's Capital Projects Fund.

**EXHIBITS**

County-Wide Transit-Oriented Land Use Vision Map

Location of St. Pete Beach Entrance Signs

Location 1 Photos

Location 2 Photos

Location 3 Photos



## **EXHIBITS**



# Transit-Oriented Land Use Vision Map

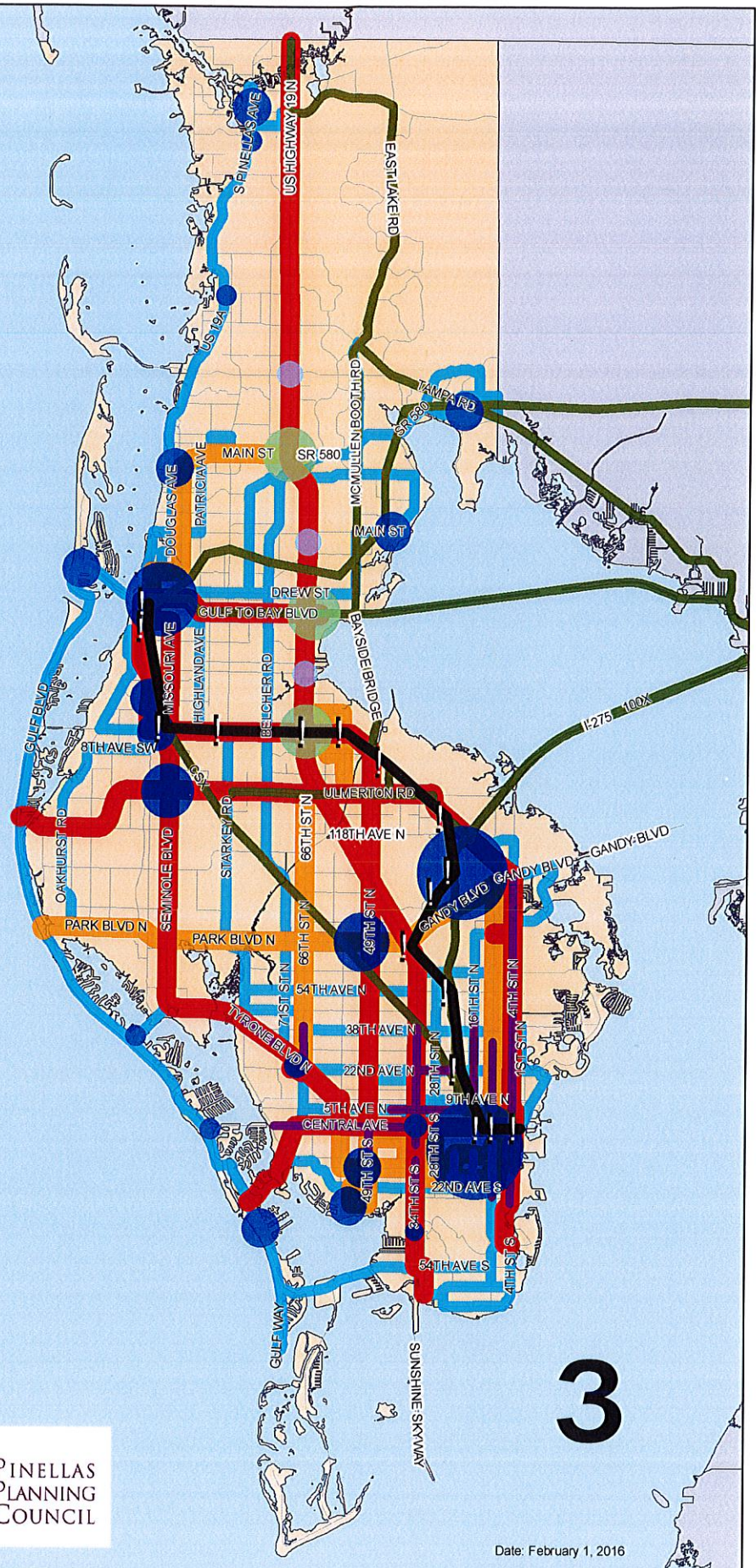
**Legend**

**Activity Centers**

- Special Centers
- Major Centers
- Community Centers
- Neighborhood Centers
- Transit Station Centers

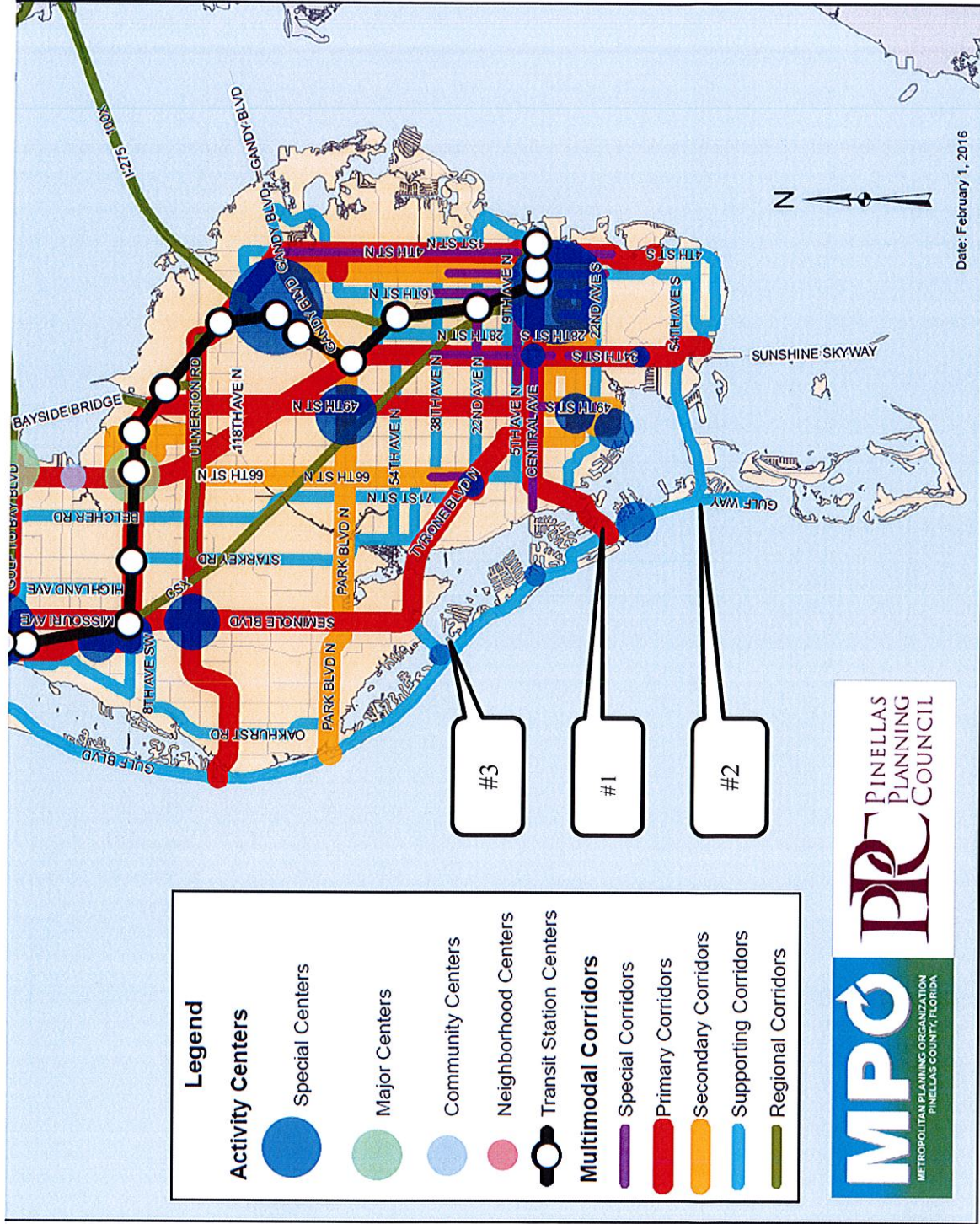
**Multimodal Corridors**

- Special Corridors
- Primary Corridors
- Secondary Corridors
- Supporting Corridors
- Regional Corridors



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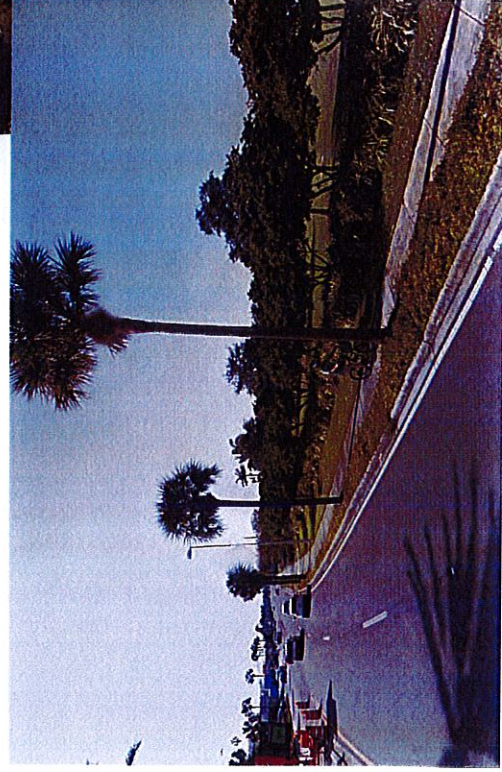
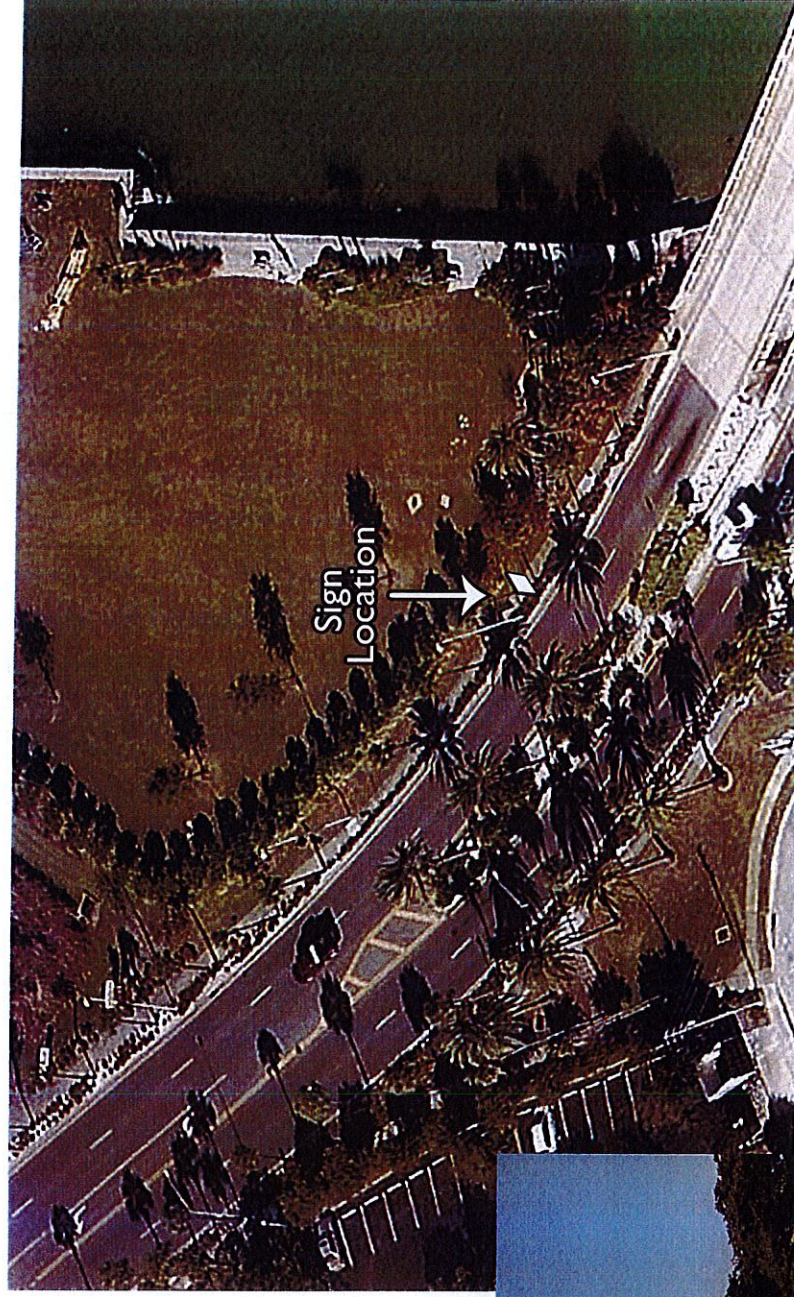


LOCATION OF ST. PETE BEACH ENTRANCE SIGNS



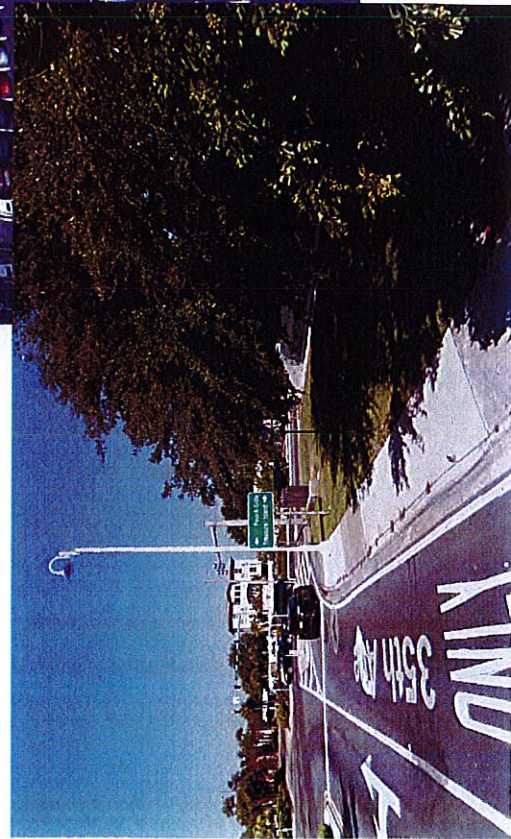
Proposed Sign Location Plan - #1

136 75th Avenue  
St Pete Beach, FL 33706  
27.744676, -82.747322





Proposed Sign Location Plan - #2  
3504 Gulf Blvd  
St Pete Beach, FL 33706  
27.710199, -82.737290





Proposed Sign Location Plan - #3  
 9330 Blind Pass Rd  
 St Pete Beach, FL 33706  
 27.756268, -82.758944

Jonathan mugmon design\_  
 wayfinding & information design



City of St. Pete Beach - Brand Identity Project