SunRunner Rising Development Study

Volume I: St. Petersburg East

Station Areas:

- Downtown East
- Downtown West
- 22nd Street
- 32nd Street

DRAFT APRIL 5, 2022

BEACH SunRunner TO 'BURG

ACKNOWLEDGMENTS

The Pinellas Suncoast Transit Authority (PSTA) developed this Transit-Oriented Development (TOD) Strategic Plan, known as the SunRunner Rising Development Study, with major funding assistance provided by the Federal Transit Administration (FTA) TOD Pilot Program, and matching funds by PSTA, Forward Pinellas and the City of St. Petersburg. The TOD Strategic Plan is intended to assist the cities of St. Petersburg, South Pasadena and St. Pete Beach by providing community-supported land use strategies, equitable economic development plans and programs, and a county-wide framework for TOD in Pinellas County. Plan strategies will reflect the unique character, land use conditions and community feedback in each of the three local jurisdictions and are positioned to capture their respective development opportunities. The project partners acknowledge and appreciate the collaborative efforts and valuable input provided by the stakeholders, businesses, neighborhood residents and concerned citizens.

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FORWARD PINELLAS

PSTA

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Table of Contents

St. Petersburg

Chapter 1

Introduction

INTRODUCTION

Purpose of the Study

The SunRunner Rising Development Study establishes an integrated land use and transportation implementation strategy for transit-supportive development and infrastructure along the 10-mile corridor of the SunRunner Bus Rapid Transit (BRT) project. The study is a federally funded project through the Federal Transit Authority (FTA)'s Transit-Oriented Development Pilot Program and was facilitated by the Pinellas Suncoast Transit Authority (PSTA) in partnership with the City of St. Petersburg, the City of South Pasadena, and Pinellas County's Metropolitan Planning Organization, Forward Pinellas. The study provides recommendations for 10 station areas to support the SunRunner BRT investment, promote ridership, and assist the cities of St. Petersburg and South Pasadena[1] in providing land use strategies and equitable economic principles and recommendations that are a product of the community's vision for the station areas. Plan strategies reflect the unique character, land use conditions and community-informed vision in each of the local jurisdictions and are tailored to capture their respective development opportunities.

Development of SunRunner BRT

This study focuses on the land use and mobility implications around the SunRunner's 30 stations, but recognizes the history of the development of the SunRunner and the opportunity it presents the Tampa Bay region as the first BRT line. The SunRunner Bus Rapid Transit (BRT) project completed the first step toward federal and state funding support in 2007. This funding support, afforded through the Federal Transit Authority Capital Investment Grant (FTA CIG) program, is for the design and construction of the BRT corridor and station infrastructure. The Central Avenue Corridor Alternatives Analysis evaluated three options and resulted in the locally preferred alternative (LPA) that led to today's SunRunner BRT alignment. The 10-mile BRT corridor, connecting downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach, was submitted as an FTA Small Starts project in Fall 2019 and was awarded funding in Summer 2020. Shortly after, construction began on the corridor and station infrastructure. Receiving this grant for transit infrastructure is a testament to the future service's ability to serve the surrounding communities and make effective connections to the region. The purpose of the SunRunner BRT line is to be a safe, convenient and fast transportation connection for residents, workers and visitors between downtown St. Petersburg and the City of St. Pete Beach. The rapid connection will serve close to 50,000 jobs and 40,000 residents and more than 20 other bus routes providing local and regional connections between the bayfront and the gulf beaches.

1 The three station areas included within the City of St. Pete Beach's jurisdictional boundaries fall outside the scope of this study. They have been assigned a place type and TOD readiness score (described in more detail later in this report), but they were omitted from the station area plans and policy recommendations.

Components of Transit-Oriented Development (TOD)

The outcomes of the SunRunner Rising Development Study include recommendations that are tailored to each station area and provide a flexible framework that can be adjusted and modified as development gains momentum and these areas evolve over the years to come. Strategies and recommendations center around developing Transit-Oriented Development (TOD) supportive policy, providing a diversity of housing and economic opportunities through equitable development strategies, preserving neighborhood character and creating neighborhood transitions, and enhancing mobility and access to and from stations.

Each municipality will be responsible for implementing policy recommendations: the City of St. Petersburg will fold station area policy recommendations into the St. Pete 2050 Plan, while the City of South Pasadena may consider formal adoption of the policies related to its station areas via this planning effort. Recommendations made throughout the corridor may also have countywide implications and can be leveraged by PSTA, Forward Pinellas, and other cities for future transit corridors.

St. Petersburg

Corridor Context

The SunRunner corridor comprises 30 stations along a 10-mile corridor that connects Downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach. Station areas are defined by a quarter-mile buffer around each station along the BRT corridor. This quarter-mile buffer was used as the study area for all levels of analysis with the exception of policy and regulatory recommendations, which extend to a half-mile buffer. An important principle within the study is that the recommendations for each station area are not a "one-size fits all." The SunRunner Corridor stretches across the width of the County peninsula with differing physical, economic, and regulatory conditions. These differences are captured and celebrated through the Place Type classifications, which categorize station areas by existing and envisioned common characteristics relating to character, land use and mobility. The Place Type Characteristics and Guidelines provide a framework for the development of policy and regulatory updates that are appropriate to the size and scale of development anticipated to occur in station areas with similar features. The Place Type Characteristics and Guidelines analysis is further defined in **Chapter 2** and **Appendix C**.

DOWNTOWN

High-rise buildings, **mix of uses, employment,** high **walkability** and **bikability,** and **multimodal connections.**

URBAN

High to medium-rise buildings, **mix of uses,** high **walkability** and **bikability,** and **multimodal connections.**

VILLAGE

Medium to low-rise buildings, **mix of uses, shopping and retail** center, **small-scale office, residential character,** and fewer multimodal connections.

NEIGHBORHOOD

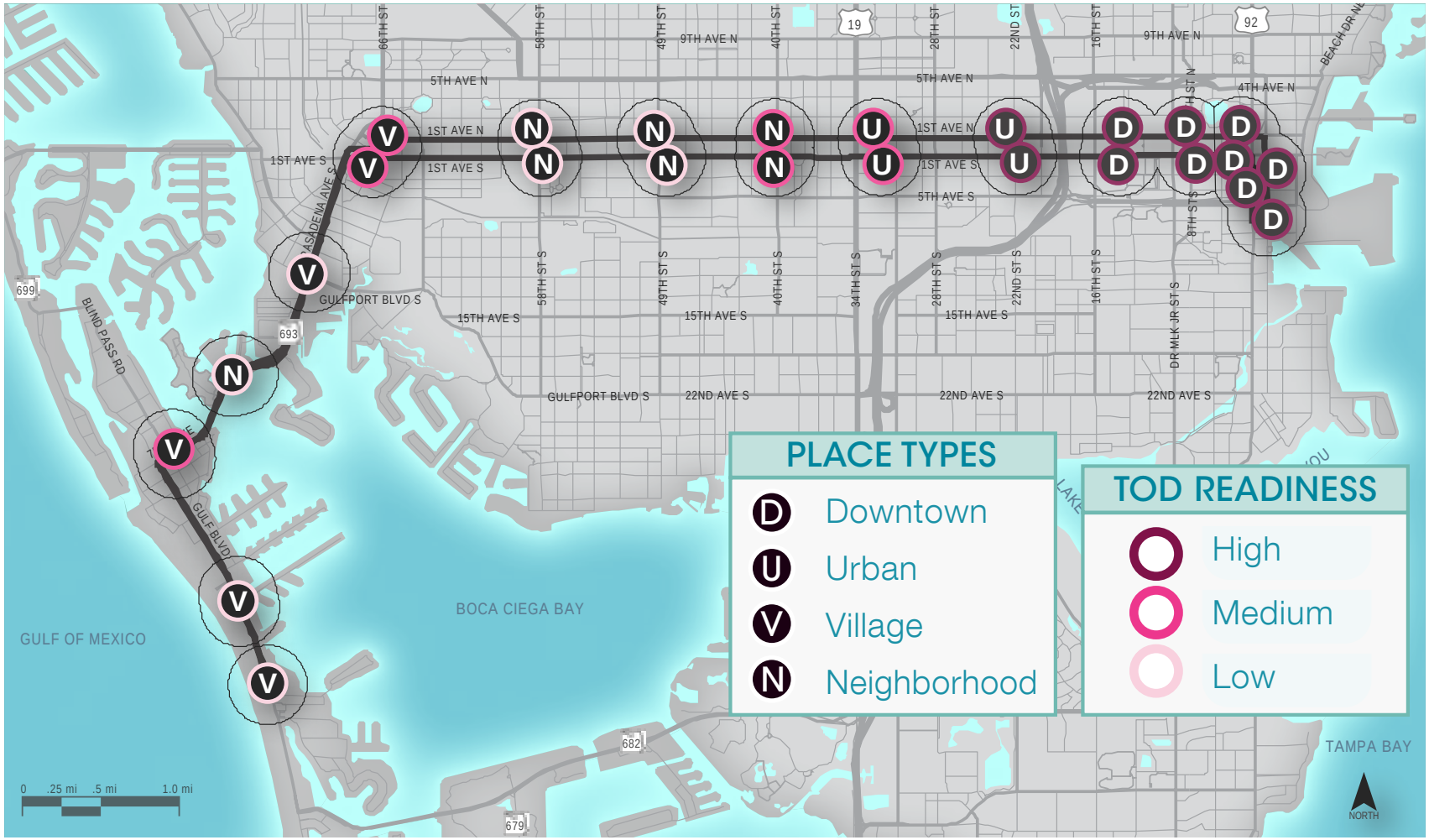
Low-rise buildings, **neighborhood retail, residential character,** and fewer multimodal connections.


66th Street Station Area
58th Street Station Area
49th Street Station Area
40th Street Station Area
32nd Street Station Area
22nd Street Station Area
Downtown West Station Area
Downtown East Station Area
Gulfport Blvd/ Sunset Dr Station Area
Sun Island Dr Station Area
Boca Ciega Dr Station Area
55th Ave Station Area
Beach Access Station Area
PLACE TYPES
Downtown
Urban
Village
Neighborhood
BOCA CIEGA BAY
GULF OF MEXICO
TAMPA BAY
GULFPORT BLVD S
1ST AVE N
1ST AVE S
5TH AVE S
15TH AVE S
22ND AVE S
9TH AVE N
5TH AVE N
4TH AVE N
PASADENA AVE S
BLIND PASS RD
GULF BLVD
DR MLK JR ST S
BEACH DR NE
0 .25 mi .5 mi 1.0 mi
NORTH

St. Petersburg

Corridor Context

The TOD Readiness evaluation further informs the recommendations for each station area by analyzing the extent to which market conditions in each station area are equipped to support Transit-Oriented Development in the near term (next 3-7 years). The TOD readiness evaluation reviewed land development potential, market conditions, and existing and planned mobility infrastructure within each station area to measure the market's readiness for transit supportive development at the time of this study. While the Place Type and TOD Readiness evaluation can be looked at in tandem (see map below), it is important to note that they are not directly correlated. The Place Type classification speaks to the current and envisioned characteristics of a station area over the long term, while the TOD Readiness score is a dynamic evaluation focused on the short term that may and will likely evolve as development occurs, TOD-supportive policies are enacted, and station area visions comes to fruition. The TOD Readiness Analysis is further defined in **Chapter 2** and **Appendix C**.



Station Area Plan Concepts

Station Area Profiles, presented in Chapter 4 of this study, describe the existing conditions and characteristics, development potential, redevelopment vision, and implementation plan for each station area. The recommendations and implementation plans initially focus on the quarter-mile radius around the station in order to create a transit-supportive, multimodal environment, with a focus on connectivity to surrounding businesses and neighborhoods, that will accommodate the SunRunner BRT investment and achieve the station area vision. The policy and regulatory recommendations also include a half-mile buffer to demonstrate further zoning changes that the City may decide to adopt if deemed appropriate for that station area. These recommendations and implementation strategies should be expanded over time and re-calibrated for a broader area as station areas achieve a critical mass and experience continued market pressure.

Volume I of the SunRunner Rising Development Study Implementation Plan addresses the redevelopment opportunities and community vision for the four station areas in the eastern portion of the SunRunner Corridor, from Downtown St. Petersburg at 6th Avenue South to 32nd Street. Volume II, which addresses the 40th Street through 66th Street station areas, and Volume III, which addresses the two station areas in the City of South Pasadena, are provided under separate cover.

SunRunner Rising Development Study

Station Areas

Volume 1	Volume 2	Volume 3
Downtown East	40th Street	Gulfport Blvd/ Sunset Drive
Downtown West	49th Street	Sun Island Drive
22nd Street	58th Street	
32nd Street	66th Street	

OUTCOMES

The goal of the Station Area Plan Concepts is to create an implementation strategy that focuses on three key objectives:

- **Recommend policies and regulations that support the SunRunner BRT investment and the community's vision for the station areas.**
- **Create walkable and bikeable infrastructure that provides connections to get people safely to and from the stations.**
- **Develop partnership and funding strategies to support the SunRunner BRT investment and achieve the station area vision.**

How To Navigate This Document

Volume I of the SunRunner Rising Development Study is organized in the following sections:

Chapter 2) Place Type Overview & TOD Readiness Evaluation

The Place Type Overview describes the overall characteristics of the two place types that are applied to the eastern portion of the SunRunner Corridor: Downtown and Urban. Two place type overlays, Medical/Innovation and Entertainment/Hospitality, are also applied to certain station areas to provide special considerations for characteristics unique to those areas. The TOD Readiness Evaluation provides an overview of each station area's current ability to support the SunRunner BRT investment based on current market activity and characteristics.

Chapter 3) Stakeholder & Community Engagement

This section contains a summary of stakeholder and community engagement throughout the SunRunner Rising Development Study.

Chapter 4) Station Area Profiles

- Downtown East
- Downtown West
- 22nd St
- 32nd St

The Station Area Profiles describe:

- Existing conditions and characteristics: Photos to show the existing character, landmarks, and uses within the station area; station area Place Type and TOD Readiness score; Opportunities and challenges identified in each station area that impact recommendations and implementation strategies; Demographic data within the station area that has an influence on improvements and recommendations.
- Development potential: A map showing areas of stability to show where redevelopment is unlikely to occur; A map showing potential parcels for redevelopment using various metrics.
- Redevelopment Vision: Phasing diagrams and conceptual renderings that illustrate the station area vision and place type guidelines.
- Implementation Plan: A key strategies checklist that summarizes the recommendations to support TOD and the SunRunner BRT investment; Tools for redevelopment including regulatory, infrastructure, and funding/partnership recommendations to achieve the station area vision; Equitable development considerations for achieving the station area vision.

  This section provides guidance for implementing the recommendations and outlines a corridor-wide equitable development strategy to ensure the SunRunner BRT investment provides opportunity for all. Also included are considerations for future studies that can further support the SunRunner BRT investment, promote ridership, enhance economic development and equity, and achieve the overall redevelopment vision around the station areas.

Chapter 5) Next Steps

A call to action that explains how this document can be leveraged by stakeholders and elected officials to achieve the vision for the SunRunner Corridor. Provides corridor funding strategies that discuss funding the entire SunRunner BRT corridor and potential partnerships that can facilitate the redevelopment vision for the station area. Outlines corridor-wide equity considerations. Also includes an explanation of the synergistic relationship between this study and other ongoing planning efforts and how to apply this framework to other transit investment and TOD opportunities throughout Pinellas County.

Appendices

The appendices listed below are provided under separate cover and can be referenced to provide additional information and understanding of the SunRunner Rising Development Study process.

- **Appendix A - TOD Best Practice Guide:** Reviews TOD programs, policy, and strategies from eleven municipalities across the country and identifies best practices for planning, designing, and implementing successful TOD in the SunRunner Corridor.
- **Appendix B - Corridor-Wide Existing Conditions:** Documents the corridor character and mobility network for the five subdistricts of the SunRunner Corridor: Downtown St. Petersburg, Union Central and Grand Central, Central Avenue West, South Pasadena, and St. Pete Beach. Evaluates the strengths, opportunities, and constraints that exist along the corridor and identifies Opportunity and Focus Areas based on the existing conditions analysis.
- **Appendix C - Place Type Guidelines and TOD Readiness:** Provides the corridor-wide analysis of place type characteristics and TOD readiness evaluation scores for all station areas.
- **Appendix D - Demographic and Economic Profile with Equity Analysis:** Provides demographic and employment characteristics and annual retail sales and potential "recapture" opportunities along the SunRunner Corridor. This data is then analyzed through an equity lens to identify areas along the corridor that are vulnerable to displacement, have the least access to neighborhood resources and jobs, and are home to transit-dependent groups.
- **Appendix E - Real Estate Market Conditions:** Evaluates the market performance of specific land uses, such as housing, workplace, retail, and hotel in the SunRunner Corridor.
- **Appendix F - Value Capture & Funding Strategies Memo:** Evaluates the economic impact and potential value creation of Bus Rapid Transit and transit-supportive development. Provides strategies and grant opportunities for funding the infrastructure investments recommended in the station area plans.
- **Appendix G - Business Assistance Plan:** Identifies the needs of businesses along the SunRunner Corridor related to construction activity communication, business promotion, financial, and technical support, and provides contact information for agencies who can support current and future business owners along the SunRunner Corridor in order to promote equitable economic development.
- **Appendix H - Policy and Regulatory Assessment:** Provides an overview of existing policies and regulations within the station areas and an evaluation of the degree to which they support TOD and the SunRunner BRT investment. Equitable development strategies, policy recommendations, and regulatory tools are provided to support city staff and elected officials in achieving the communitywide station area vision.
- **Appendix I - Infrastructure Assessment Memo:** Evaluates the ability of the City of St. Petersburg and City South Pasadena's current water and wastewater infrastructure to serve redevelopment and land uses as described in the station area plans.

How To Use This Document

This document is intended for use by city, county, and transit agency staff, elected officials, residents, civic organizations, business owner, property owners, and the development community.

City Staff

Use this study as a best practice guide to develop land development regulations, policies, and infrastructure investments that will achieve the station area vision, yields the greatest community benefit based on the SunRunner BRT investment, and guides development in a way that enhances equity, connectivity, and accessibility within the station areas and beyond.

MPO & Transit Agency Staff

Use this study as a framework for future BRT corridor plans and transit investment opportunities.

Elected Officials

Use this study as a guide to the community's vision and redevelopment potential for the station areas to inform policy and budgetary decisions that will bring economic, community-building, housing, and multimodal opportunities to the community.

Residents and Civic Organizations

Use this study as a citizen's manual to understand how the SunRunner BRT investment and future station area redevelopment presents opportunities for your community, to ensure your corridor-wide and station area visions are fully implemented by city staff and your elected officials, and to guide your engagement on issues that matter to you (e.g. transportation options, affordable housing, neighborhood character, etc.).

Business Owners, Property Owners & Developers

Use this study as an investment guide to capitalize on the SunRunner BRT investment in a way that supports the community vision for the corridor, follows the recommended development standards, and enhances the overall potential of both the SunRunner investment and yours.


West Central
SHOPPING CENTER
Welcome Center
The Vinoy
Grand Central District
St. Pete Pier
Dali Museum
Pinellas Trail
Childs Park
Transfer Station
Tropicana Field
The Dueces Live
Innovation District
USF
S. Pasadena
St. Pete Beach
The Don CeSar

St. Petersburg

Chapter 2

Place Type Overview & TOD Readiness

PLACE TYPE OVERVIEW & TOD READINESS

Place Type Guidelines

The Place Type and Overlay Guidelines outline a vision for each station area based on common characteristics relating to density, infrastructure, and overall character. The Place Type classification was borne of the recognition that current and future development along the SunRunner Corridor is not homogenous and therefore development guidelines and recommendations should differ based on the community character, market potential, mobility needs, and size and scale of development expected to occur within the station areas. Four place types were developed to acknowledge the differences in character and development patterns around the station areas: Downtown, Urban, Village, and Neighborhood. Two Place Type Overlays, Medical/Innovation and Entertainment/Hospitality, are used to further address unique characteristics of specific station areas. These typologies address seven components that affect the built environment: Land Use Mix; Building Placement and Orientation; Building Types and Heights; Street Type and Pattern; Mobility, Parks, Public Spaces, and Civic Infrastructure; and Land Potential, Market Potential, and Access. This volume of the SunRunner Rising Development Study includes the Downtown and Urban Place Types and both Place Type Overlays.

The Downtown Place Type is applied to the Downtown East and Downtown West station areas and the Urban Place Type is applied to the 22nd Street and 32nd Street station areas. The Medical/Innovation overlay is applied to the 6th Avenue S and 3rd Avenue S SunRunner stations within the Downtown East station area. The Entertainment/Hospitality overlay is applied to the 5th Street S station within the Downtown East station area, and includes the Downtown West, 22nd Street, and 32nd Street station areas. A summary of characteristics related to each typology is provided in the figure to the right and on the following page. **Appendix C** can be referenced for the complete Place Type Guidelines analysis.

DOWNTOWN Destination & Origin Stations	**URBAN** Mixed Destination & Origin Stations
LAND USE MIX	
Major employment center, government/ civic, retail, residential	Office, retail, residential, government/civic, open space/parks
BUILDING PLACEMENT AND ORIENTATION	
Street frontage, abuts sidewalks/public realm	Street frontage, abuts sidewalks/public realm
BUILDING TYPES AND HEIGHTS	
High-rise buildings, mixed-use, office, retail, multi-family residential buildings; Range of housing	High-medium rise buildings mixed-use, office, retail, multi-family residential buildings; Range of housing.
STREET TYPE AND PATTERN	
Grid street pattern, smaller block sizes, on-street parking, parking garages	Grid street pattern, smaller block sizes, on-street parking, parking garages
MOBILITY	
Very high pedestrian and bicycle activity, high frequency crossings, transit grid system, wide sidewalks	High pedestrian and bicycle activity, high frequency of crossings, frequent transit connections, dedicated multimodal facilities
PARKS, PUBLIC SPACES, AND CIVIC INFRASTRUCTURE	
Government and civic facilities, public plazas, urban parks, pocket parks, parklets, libraries, health centers, temporary event spaces, public art	Government and civic facilities, public plazas, urban parks, pocket parks, parklets, schools, libraries, recreation centers, health centers, temporary event spaces, public art
LAND POTENTIAL, MARKET POTENTIAL, AND ACCESS/EQUITY	
Attainable housing incentives, senior housing incentives, shared office spaces and incentives for start ups, etc.	Attainable housing incentives, senior housing incentives, infill and incremental development, shared office and retail spaces and incentives for start ups, etc.

MEDICAL/INNOVATION

- Major activity center for employment that attracts out-of-town visitors for medical needs, business, and educational opportunities year-round
- Uses generate daytime activity: medical and education institutions, office, retail, and lodging
- Ample garage and/or surface parking
- Connections to major roadways, high pedestrian and vehicular activity, wide sidewalks, connections to micromobility and transit options
- Public plazas, courtyards, parks, and open spaces
- Attainable housing incentives, workforce development, talent recruitment and retention strategies, introduce mix of uses including housing and retail, incentives for start-ups, business incubators, and co-working spaces

ENTERTAINMENT/HOSPITALITY

- Uses generate daytime and nighttime activity: retail, restaurants, bars, lodging, museums, sports stadiums, music and art venues, parks and beaches
- Frontage zones for outdoor dining, retail, and commercial uses
- Ample garage and/or surface parking
- Very high pedestrian activity, frequent crossings, wide sidewalks, ride share pick up/drop off zones, dedicated or shared multimodal facilities
- Beaches, public plazas, parks, playgrounds, pock parks, parklets, event spaces, and recreational facilities
- Attainable housing incentives to support hospitality/service industry workers, incentives for the creative and entertainment industries, placemaking and wayfinding initiatives

St. Petersburg

TOD Readiness

TheTOD Readiness Evaluation analyzes each station area's current ability to support the SunRunner BRT investment based on their current development, market, and mobility characteristics. The TOD readiness score is a dynamic evaluation tool that can be updated periodically to reflect the SunRunner corridor's evolving conditions, and can also be calibrated and applied to other corridors in Pinellas County that seek to invest in TOD. Station areas received a score of high, medium, or low, which can be interpreted as follows:

- **High:** Station area currently demonstrates place type characteristics, opportunities exist for infill and redevelopment, above average market conditions, possesses existing mobility infrastructure to support transit.
- **Medium:** Station area shows some of the place type characteristics, includes mid-term plans for redevelopment, average market conditions, identifies specific need for mobility infrastructure improvements.
- **Low:** Station area shows limited place type characteristics and potential long-term redevelopment, and additional planning is needed for mobility infrastructure improvements.

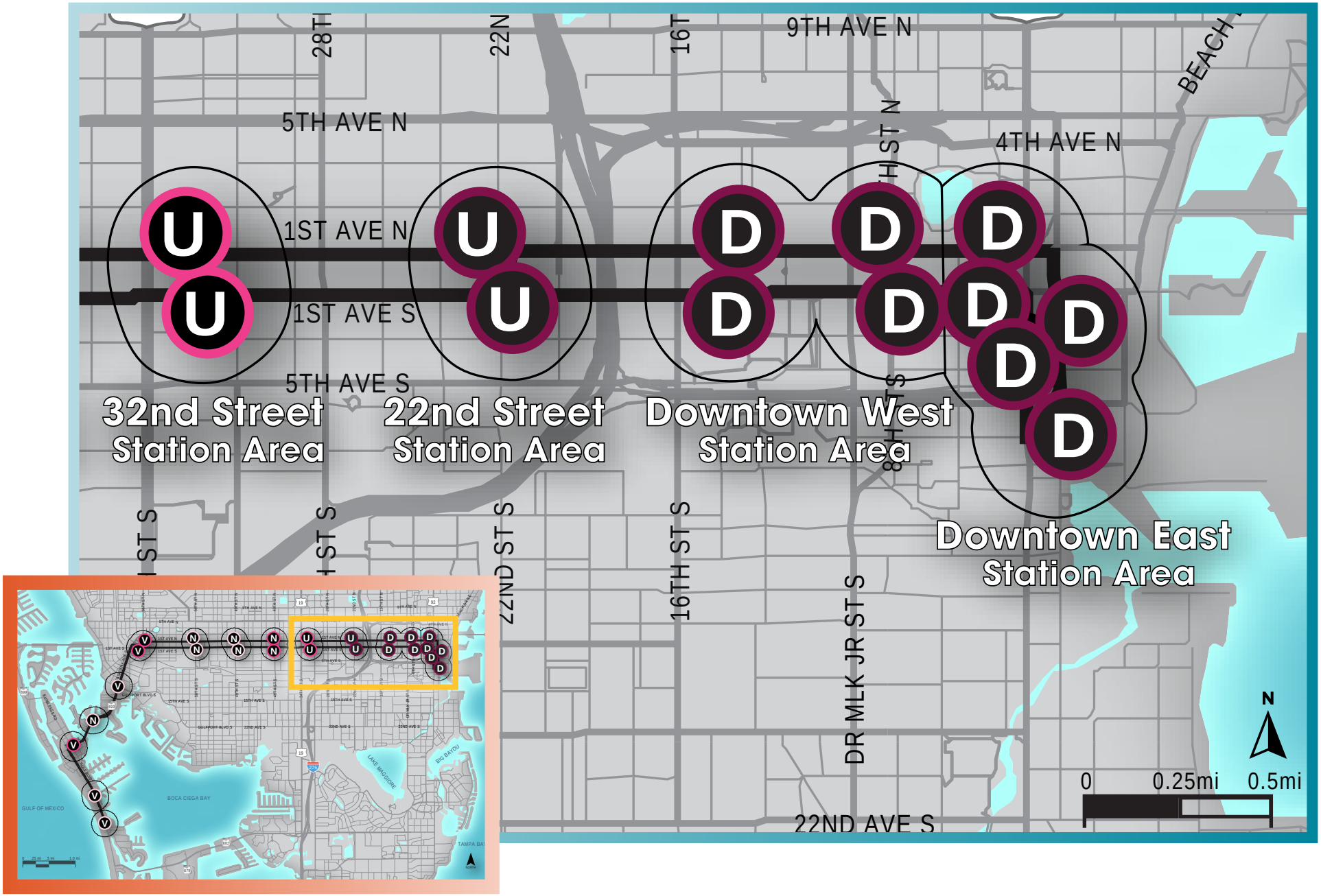
A summary of the evaluation results for the four station areas included in this volume of the SunRunner Rising Development Study is provided below. Please reference **Appendix C** for the complete TOD readiness analysis and explanation of the criteria used to determine the TOD readiness scores.

These results show that the Downtown West, Downtown East, and 22nd Street station areas are already transit-supportive and currently have regulatory, market, physical, and mobility capacity to support the SunRunner BRT investment. Transit-supportive zoning is in place, the real estate market is strong and is primed for redevelopment, population and employment growth show a positive trend, and transit connections, pedestrian, and bicycle facilities exist to create multimodal connectivity in the station area. The 32nd Street station area evaluation shows that some regulatory changes and infrastructure improvements are needed to support the SunRunner BRT investment. Similar to the other three station areas, the 32nd Street station area has strong multimodal connectivity and a strong local retail market. However its redevelopment and market potential are not as strong as the Downtown West, Downtown East, and 22nd Street station areas due to relatively new building stock and a lower employment growth rate and market value per acre. Strategies to strengthen each area's TOD readiness score are addressed within the station area plans.

	DOWNTOWN WEST	DOWNTOWN EAST	22ND STREET	32ND STREET
Overall TOD Readiness Score	☀	☀	☀	◒
Development Potential	☀	☀	☀	◒
Market Potential	☀	☀	☀	◒
Mobility	☀	☀	☀	◒

TOD READINESS SCORE

- ☀ High
- ◒ Medium
- ○ Low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St. Petersburg

Chapter 3

Stakeholder & Community Engagement

STAKEHOLDER AND COMMUNITY ENGAGEMENT

Summary

The SunRunner Rising Development Study is the result of a robust collaborative process to understand the community's vision for redevelopment opportunities around each SunRunner station area. Community outreach efforts occurred throughout the 18-month study horizon and focused on stakeholder and small group meetings that could be effectively conducted on a virtual platform in light of the COVID-19 pandemic.

The first of the input sessions were the **Stakeholder Listening Sessions in Spring and Summer 2020**. These meetings included community entities such as local business owners, community groups/districts, neighborhood associations, community service centers, local institutions, and city government groups. These listening sessions were conducted to better understand existing challenges or desires within the SunRunner corridor. The discussions from these sessions informed the project team of priorities to consider and investigate as the study moved forward.

Two **Developer Forums were held in Spring and Fall 2021**, which elicited feedback from real estate professionals and developers. The outcome of these meetings determined desires for increased density and intensity within the SunRunner station areas and the extension of the station area from ¼ mile to a ½ mile, particularly in the Downtown and 22nd Street station areas. Other topics discussed during this meeting were flexible uses for industrial-zoned properties, affordable housing, funding strategies (Tax Increment Financing and Impact Fees), and attracting quality development along the corridor.

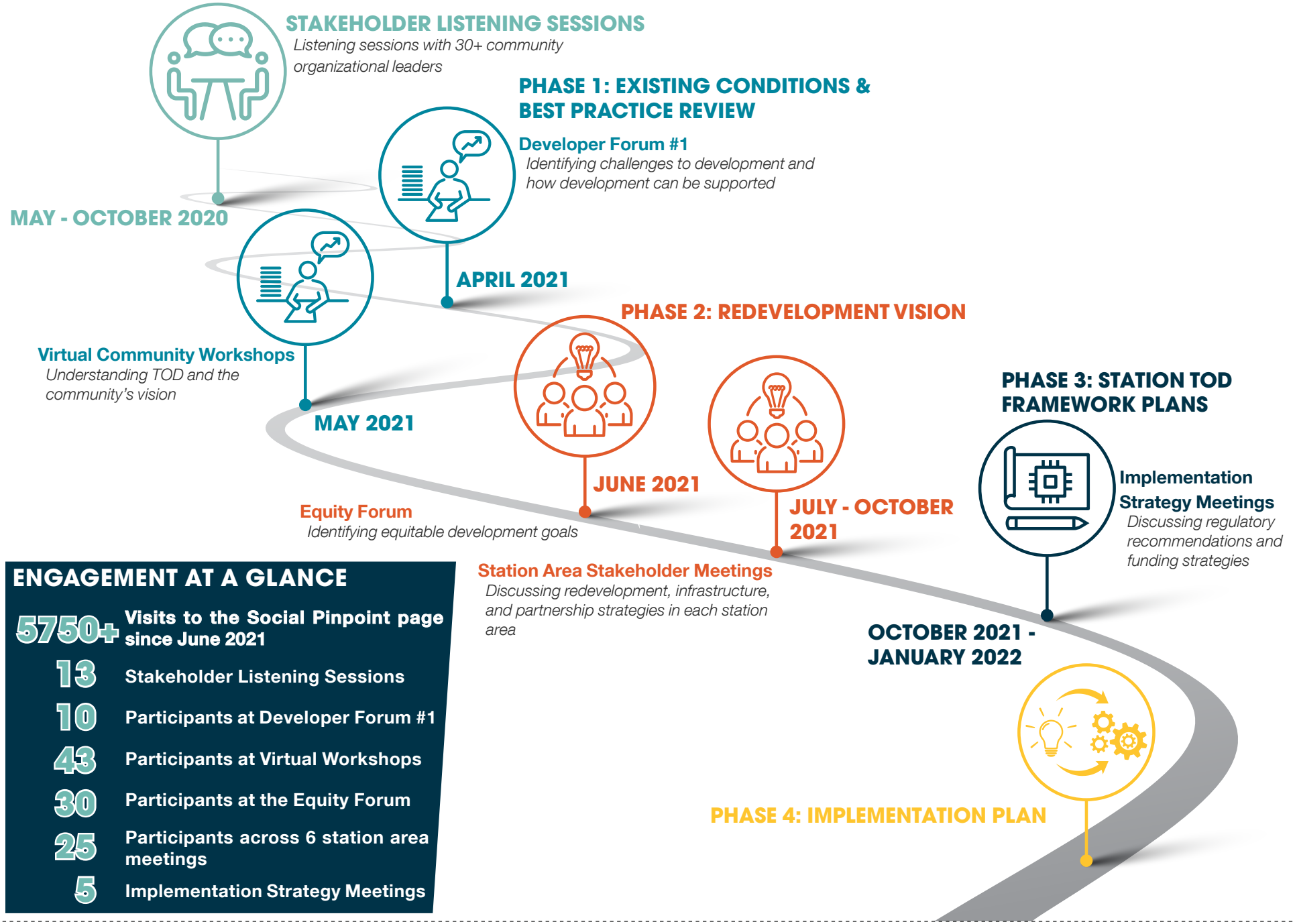
A series of **virtual community workshops were conducted in Spring and Summer 2021** to introduce the SunRunner Rising Development Study, goals and objectives of TOD, initial recommendations, and gathered input from community members about needs and desires within the station areas. Some main points that arose from these meetings were the importance of multimodal connections and connections to existing amenities like the Pinellas Trail. Additionally, many community members recognized the importance of adding more affordable housing throughout the corridor. Community members were open to increased densities and building heights, as long as existing neighborhood character is preserved, and step backs or transitions are required in the land development regulations.

An **Equity Forum was held virtually in Summer 2021** with a focus on affordable housing. This meeting largely centered around the 22nd Street station area due to the connection to the Deuces Live district and 22nd Street South. As a result of this forum, it became clear an additional study should be conducted for the 22nd Street South area to address mobility challenges, social inequities, and redevelopment potential.

Additional **Station Area Stakeholder Meetings were conducted in Summer and Fall 2021**. The purpose of these meetings was to present initial recommendations to community members who had particular interest in specific station areas. These meetings were grouped into six areas of interest: (1) Downtown, (2) 22nd Street, (3) Union Central (32nd Street), (4) West St. Pete station areas, (5) South Pasadena station areas, and (6) meeting with Council of Neighborhood Associations (CONA) that focused on all station areas. The feedback received from these meetings further refined the station area planning and recommendations.

An online map depicting the SunRunner corridor was launched and made available for the public to leave comments and respond to others' comments in June 2021. As of March 2022, the site has generated 5,753 visits from 2,531 unique users and 76 comments. Throughout these efforts, citizens, business owners, developers, and neighborhood associations shared their vision, concerns, and considerations for the SunRunner corridor and for specific station areas. While these conversations touched on many topics, a common thread was a desire to leverage this major infrastructure investment to create station areas that bring economic benefit, equity, and community-building to the places and people they will serve.

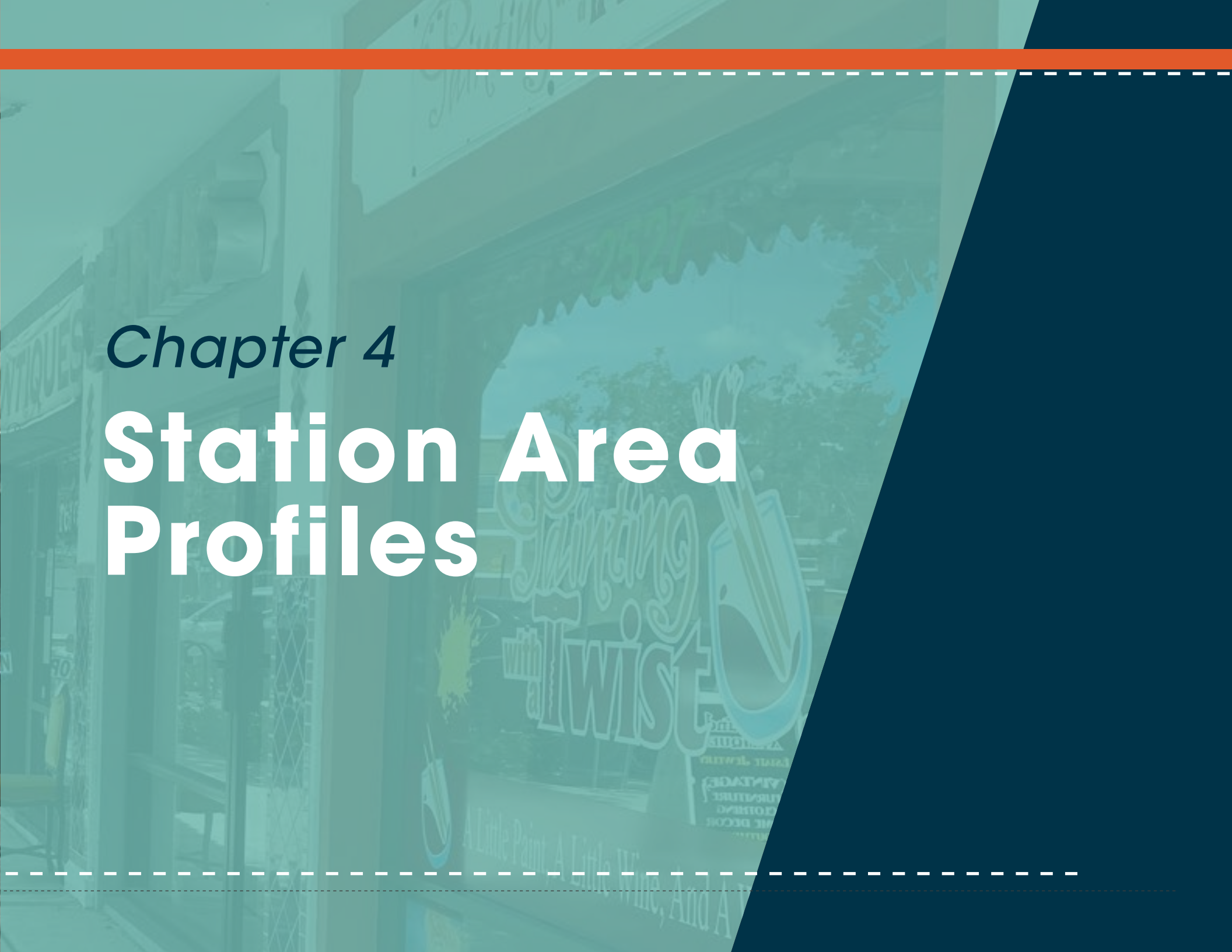
The Social Pinpoint project website was used to gather public feedback on existing issues and future ideas and improvements for the corridor.



ENGAGEMENT AT A GLANCE

5750+	Visits to the Social Pinpoint page since June 2021
13	Stakeholder Listening Sessions
10	Participants at Developer Forum #1
43	Participants at Virtual Workshops
30	Participants at the Equity Forum
25	Participants across 6 station area meetings
5	Implementation Strategy Meetings

St. Petersburg



Chapter 4

Station Area Profiles

STATION AREA PROFILES

Introduction

The Station Area Profiles present a context analysis for each station area that describes its existing character, land uses, notable landmarks, and planned improvements, and identifies opportunities for future redevelopment. Station areas were assigned a place type based on common characteristics relating to land-use mix, density, infrastructure, and overall character and given a TOD readiness score based on their development, market, and mobility potential. Each station area profile also includes an assessment of opportunities and constraints unique to the station, a comparative demographic analysis of the station area characteristics to the entire BRT corridor and County characteristics, and an appraisal of walkability and connectivity within the station area. An extensive demographic and economic profile and equity analysis that covers the entirety of the SunRunner corridor can be found in **Appendix D**.

A market-based approach was used to assess the potential for development in each station area and used inputs, such as transit-supportive zoning, vacant and publicly-owned parcels, surface parking, building age, and land and building value to identify parcels that are most viable for redevelopment. This analysis, along with the insights gleaned from community outreach efforts, informed the redevelopment vision for each station area. Conceptual renderings are provided to illustrate what the station area might look like once the redevelopment vision is realized. The redevelopment vision, map, and concept are accompanied by a redevelopment toolkit that identifies regulatory tools, infrastructure investments, and potential partnerships that can be used to achieve the station area vision.

Organization of the Station Area Profiles

The following illustrates the components within each station area profile. Each station area profile is presented in three sections: (1) Existing Conditions, (2) Redevelopment Vision, and (3) Implementation Strategies. The components of each section are described below.

1. Existing Conditions of the Station Areas

- Highlights the location of the station area on the SunRunner BRT corridor-wide map, describes predominant characteristics of the station area, and identifies notable features and landmarks
- Provides a snapshot of current station area conditions and identifies opportunities and challenges that can be addressed through the redevelopment vision and implementation strategies
- Outlines demographic data, describes walkability, characteristics, and presents the station area's place type and TOD readiness score, all of which inform the station area's potential for redevelopment
- Identifies parcels within the station area that are less likely to be developed/redeveloped, such as neighborhoods, historic districts/ landmarks, institutional uses, and parks
- Identifies parcels with the highest potential for redevelopment based on the station area's degree of transit-supportive zoning, vacant/ publicly-owned parcels, surface parking, building age, land to building value ratio, and areas of stability

2. Redevelopment Vision

- Describes how the parcels identified as having the highest potential for redevelopment can be transformed to support TOD in the station area, and identifies planned mobility improvements that will further support TOD and station area accessibility
- Presents a conceptual rendering to illustrate the station area redevelopment vision and highlights anticipated uses and amenities that are unique to the station area character, support the SunRunner BRT investment, and align with the community's vision

3. Implementation Strategies

- Provides an existing regulatory assessment, policy and regulatory strategies to support the station area redevelopment vision, and a buildout analysis to demonstrate how the proposed increase in density and intensity will affect land uses in the station area
- Recommends mobility infrastructure improvements and provides a utility infrastructure assessment that projects potential increases in demand and need for additional potable water and sanitary sewer capacity as a result of increases in density and intensity
- Identifies partnership opportunities with local organizations, business owners and homeowners, public-private partnerships, and regional agencies that will support both the station area vision and overarching goals for the SunRunner BRT corridor

DOWNTOWN EAST STATION AREA PROFILE AND CONCEPTS

Introduction

Downtown St. Petersburg is already a transit-oriented community with key regional destinations and the highest density in the County. Downtown is a major employment center with high-rise, multi-family buildings. Downtown is also an entertainment center with many restaurants, bars, museums, concert and theater venues, and Al Lang Stadium. USF St. Petersburg and Johns Hopkins All Children's Hospital are major employment and institutional centers in Downtown and are located in the southern portion of the station area.

USF St. Petersburg campus, located at the 6th Avenue South SunRunner station, is a major employer and hub for student activity.

The Tampa Bay Times building is one of many office buildings located in the Downtown East station area.

Al Lang Stadium, which is home to the Tampa Bay Rowdies, is located near the 3rd Avenue South SunRunner stations and generates a lot of activity during the soccer season; it also serves as a concert venue.

Central Avenue is a popular destination, day and night, with restaurants, coffee shops, bars, and retail located on the ground floor of office, residential, and hotel buildings.

Existing Station Area Conditions

Aerial view of the Downtown East station area looking east from Central Avenue.

OPPORTUNITIES

- Existing transit-supportive zoning throughout station area
- Walkable block sizes
- Publicly-owned property and vacant parcels within station area
- Parcels with aging structures
- Surface parking lots provide potential for infill or redevelopment
- Strong hotel market in downtown
- Significant senior population
- Significant hours of activity

CHALLENGES

- Rapid development underway
- Potential resistance to roadway modifications
- Perceived parking shortages

DOWNTOWN EAST STATION AREA

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the Downtown East station area. This station area has a significant senior population, at least 10% higher than the County and the SunRunner corridor. The median household income is also higher than the County and corridor; as well as the No Car Commute data, which is significantly higher. This indicates this station area is comprised of a large retired and senior population. There is also a significant population (23%), that do not have a vehicle in their household. All of these factors indicate a likelihood for strong transit use, walking, and biking in the area.

The walkability and connections in this area are relatively strong and most of the station area's destinations can be reached in a five-minute walk. The grid-block pattern creates manageable walking blocks and provides a connected network for all modes of travel.

90%
5-MINUTE WALK COVERAGE

15%
MINORITY POPULATION

36%
POPULATION OVER 65 YRS OLD

$52K
MEDIAN HOUSEHOLD INCOME

The Downtown East station area is identified as a Downtown Place Type with Medical/ Innovation and Entertainment/Hospitality Overlays. The Downtown station areas are anticipated to have the highest densities and intensities, and redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area already contains many TOD supportive elements, which is why the TOD Readiness Score is High for the Downtown East station area.

TOD READINESS SCORE

HIGH

PLACE TYPE

D
DOWNTOWN

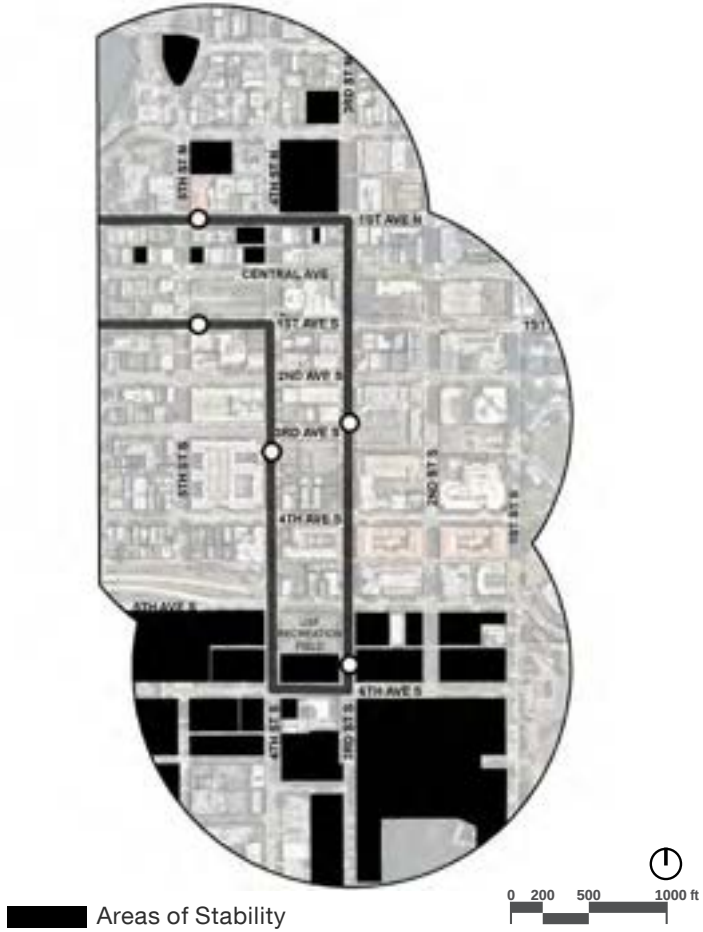
PLACE TYPE OVERLAYS

M
MEDICAL/ INNOVATION

E
ENTERTAINMENT/ HOSPITALITY

Components For Potential Development

Areas of stability, shown below, are less likely to change and identified as established neighborhoods, historic districts, institutional uses, and parks. Areas of stability within this station area include: buildings that are on the National Register of Historic Places, the USF St. Petersburg campus, Johns Hopkins All Children's Hospital, Bayfront Health St. Petersburg, and Williams Park.



Transit-Supportive Zoning

LOW **HIGH**

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT **PUBLIC**

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS **30-50 YRS** **50+ YRS**

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW **HIGH**

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

The majority of the station area contains transit-supportive zoning, which already encourages redevelopment. Parcels with the greatest development opportunities are scattered throughout the station area and range in size. These include parcels with surface parking lots, vacant or publicly-owned properties, parcels with aging structures, and parcels with greater land value than building values have the most potential for redevelopment.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. This removes USF St. Petersburg, medical uses, and parks from parcels for potential redevelopment. The parcels with transit-supportive zoning, surface parking lots, vacant or publicly-owned properties, parcels with aging structures, and parcels with greater land value than building values have the most potential for redevelopment.

St. Petersburg

Redevelopment Vision

Redevelopment in Downtown is already occurring with dense, mixed-use developments and infill development. The vision for this station area is to encourage this pattern of development to continue. The SunRunner route is needed to increase access to the area and will further accelerate redevelopment. Particular parcels that are prime for redevelopment in this area are publicly-owned parcels and parcels with surface parking lots. Other larger parcels with aging structures, such as Publix next to the 3rd Street South station, would be better utilized as mixed-use development while maintaining its commercial component.

As identified in the Downtown Mobility Plan, 4th Street and 3rd Street, currently one-way streets, should be examined to determine the feasibility of converting these roadways to two-way streets. This change is supportive of transit-oriented development, provides more access to businesses, and could create a safer pedestrian environment.

Bicycle facility improvements, identified in the St. Petersburg Complete Streets Implementation Plan, are depicted on the redevelopment vision map. These improvements will increase access to the SunRunner transit stations by bike from surrounding neighborhoods.

The images on the next page correspond with the vision map and provide examples for the types of improvements that are envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use
- Multi-Family Housing
- Existing Parks/Open Space
- Stable Development
- Potential to Convert to Two-Way Streets

STATION AREA PLANNED IMPROVEMENTS

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway

Taller buildings with a mixture of uses: retail, office, and residential uses

Mixed-use development with ground floor retail/restaurants and residential above

Public plazas in downtown and more spaces dedicated to pedestrians and bicyclists will ensure livability.

Public plazas, shared streets, and gathering spaces for events and cultural celebrations

St. Petersburg

Downtown East Station Area Concept

1st Avenue North & 5th Street North

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- HOTEL
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- PLAZAS
- PUBLIC ART

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

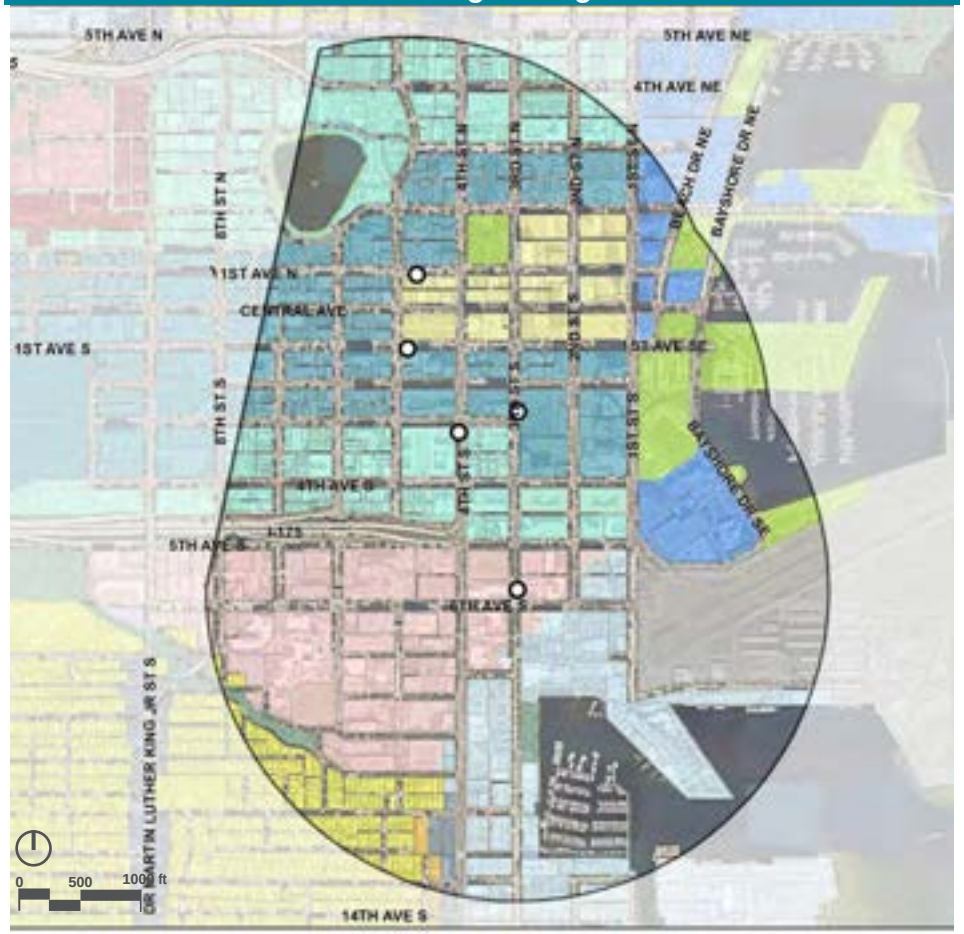
- ENGAGEMENT

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- Challenges with transitions to single-family homes within historic districts
- Lower densities along portions of the 1st Avenues: north of 1st Avenue North and south of 1st Avenue South
- The Activity Center Future Land Use Overlay covers most of the station area, which provides opportunity for greater density and intensity

Existing Zoning



Policy and Regulatory Strategies

- Consider streamlining the process for developments that meet key housing priorities
- Increase maximum building height in station area (instead of based on tiering) - 150' by right and consistent with Albert Whitted Airport
- Replace Plaza Parkway with updated streetscape standards and expand A and B Streets map
- All new development will incorporate standards for areas within the Coastal High Hazard Area.
- Create fund for micromobility expansion
- Create shared parking options (e.g. shared garages, fee in lieu of parking)
- Continue to look at bonuses for housing and equitable development
- Continue to improve public realm and walkability

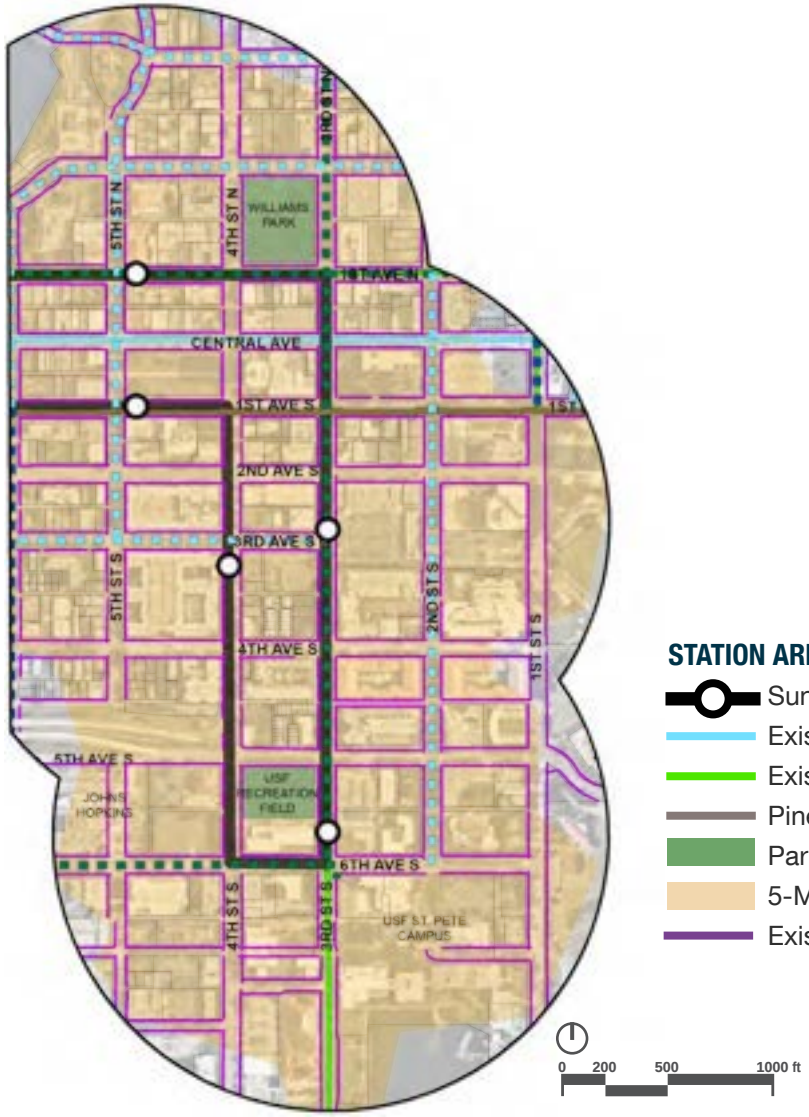
Station Area Buildout

The station area buildout analysis for both the Downtown East and Downtown West station areas can be found on page 49 in the Downtown West station area profile.

- Downtown Center (DC-C)
- Downtown Center (DC-1)
- Downtown Center (DC-2)
- Downtown Center (DC-3)
- Downtown Center (DC-P)
- Center Institutional (IC)
- Employment Centers (EC-2)
- Neighborhood Suburban Single-Family (NSE)

Note: As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Existing Shared-Lane Marking
- Existing Bike Lane
- Pinellas Trail
- Parks/Open Space
- 5-Minute Walkshed from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Implement street modifications consistent with the Downtown Mobility Plan and the St. Petersburg Complete Streets Implementation Plan
- Implement wayfinding system to SunRunner stations and station amenities
- Explore opportunities for shared streets and curbless streets
- Seek opportunities for shared parking structures
- Provide long-term bicycle parking/storage at or near the SunRunner stations
- Encourage redevelopment on catalytic sites
  - Publicly-owned properties
  - Surface parking lots

Utility Infrastructure

The utility assessment for both the Downtown East and Downtown West station areas can be found on page 52 in the Downtown West Station Area Profile.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Partner with cultural agencies, local sporting teams, and events to offer discounted admission tickets for SunRunner users
- Partner with the St. Pete Innovation District, Central Arts District, and USF St. Petersburg
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Downtown Neighborhood Association
  - Historic Old Northeast Neighborhood Association
  - Old Southeast Neighborhood Association
  - Historic Roser Park Neighborhood Association
  - Bartlett Park Neighborhood Association
- Continue partnership with the St. Petersburg Downtown Partnership
- Coordinate with Downtown Looper for transit connections
- Implement Transit Allowances for private development and private entities
- Preserve cultural facilities
- Seek land acquisition opportunities for housing (consider public-private partnerships)

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DOWNTOWN WEST STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is a major destination area in the City with activity during the day and night. Central Avenue has shopping, restaurants, bars, and multi-family housing. Tropicana Field attracts many visitors to this area during events and games. These station areas have seen a high degree of recent redevelopment with dense, mixed-use developments and hotels as redevelopment expands from the Downtown core.

Local businesses and retail along Central Avenue

Tropicana Field, home to the Tampa Bay Rays, makes up a large portion of the southwest station areas.

Active ground floor uses in the Edge District

Recent mixed-use and transit-supportive development along Central Avenue

Existing Station Area Conditions

Aerial view of the Downtown West station area looking east from 1st Avenue North

OPPORTUNITIES

- Trop Site redevelopment
- Existing transit-supportive zoning throughout station area
- Walkable block sizes
- Publicly-owned property and vacant parcels within station area
- Parcels with aging structures
- Surface parking lots provide potential for infill or redevelopment
- Strong hotel market in downtown
- Significant senior, minority, and low-income populations

CHALLENGES

- Rapid development underway
- Interstate creates barriers to station area circulation and ultimately redevelopment

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the Downtown West station area. This station area has a substantial minority population (33%) that is much higher than the County and the SunRunner corridor. The median household income is far below the County and corridor, and the Zero-Vehicle Household and No Car Commute data is also significantly higher. This indicates this station area is comprised of lower income households that rely on transit, walking, or biking to get to their destinations. The walkability and connections in this area are good and most of the station area can be reached in a five-minute walk. The barriers to increased walkability are the larger parcels that disrupt connections like Tropicana Field.

84%
5-MINUTE WALK COVERAGE

33%
MINORITY POPULATION

26%
POPULATION OVER 65 YRS OLD

$29K
MEDIAN HOUSEHOLD INCOME

The Downtown West station area is identified as a Downtown Place Type with an Entertainment/Hospitality Overlay. The Downtown station areas are anticipated to have the highest densities and intensities, and redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area already contains many TOD supportive elements, which is why the TOD Readiness Score is High for the Downtown West station area.

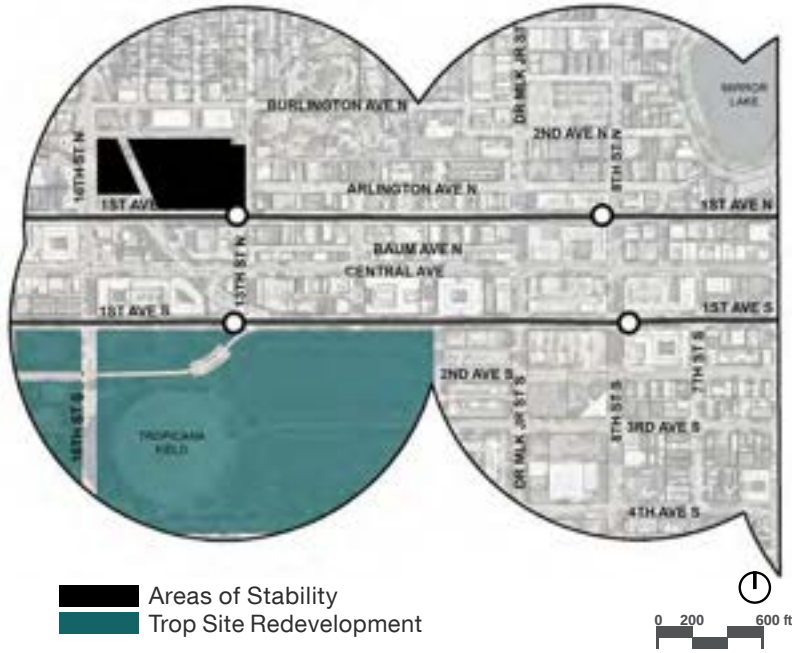
TOD READINESS SCORE
HIGH

PLACE TYPE
D
DOWNTOWN

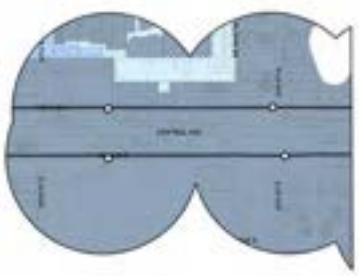
PLACE TYPE OVERLAY
E
ENTERTAINMENT/ HOSPITALITY

Components For Potential Development

The areas of stability, shown below, within this station area include: buildings that are on the National Register of Historic Places, St. Petersburg Police Department campus, utility lots, and transit-supportive development. The Tropicana Field redevelopment site is currently considering proposals for redevelopment that will support multimodal transportation.



Transit-Supportive Zoning



LOW HIGH

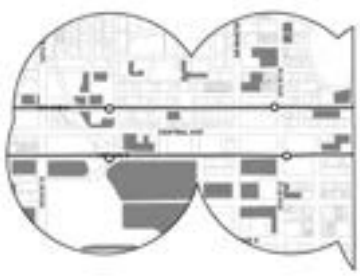
Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

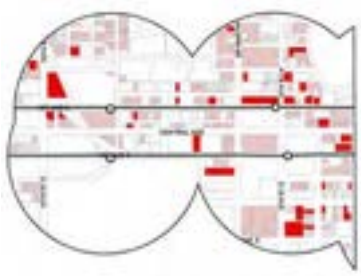
Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

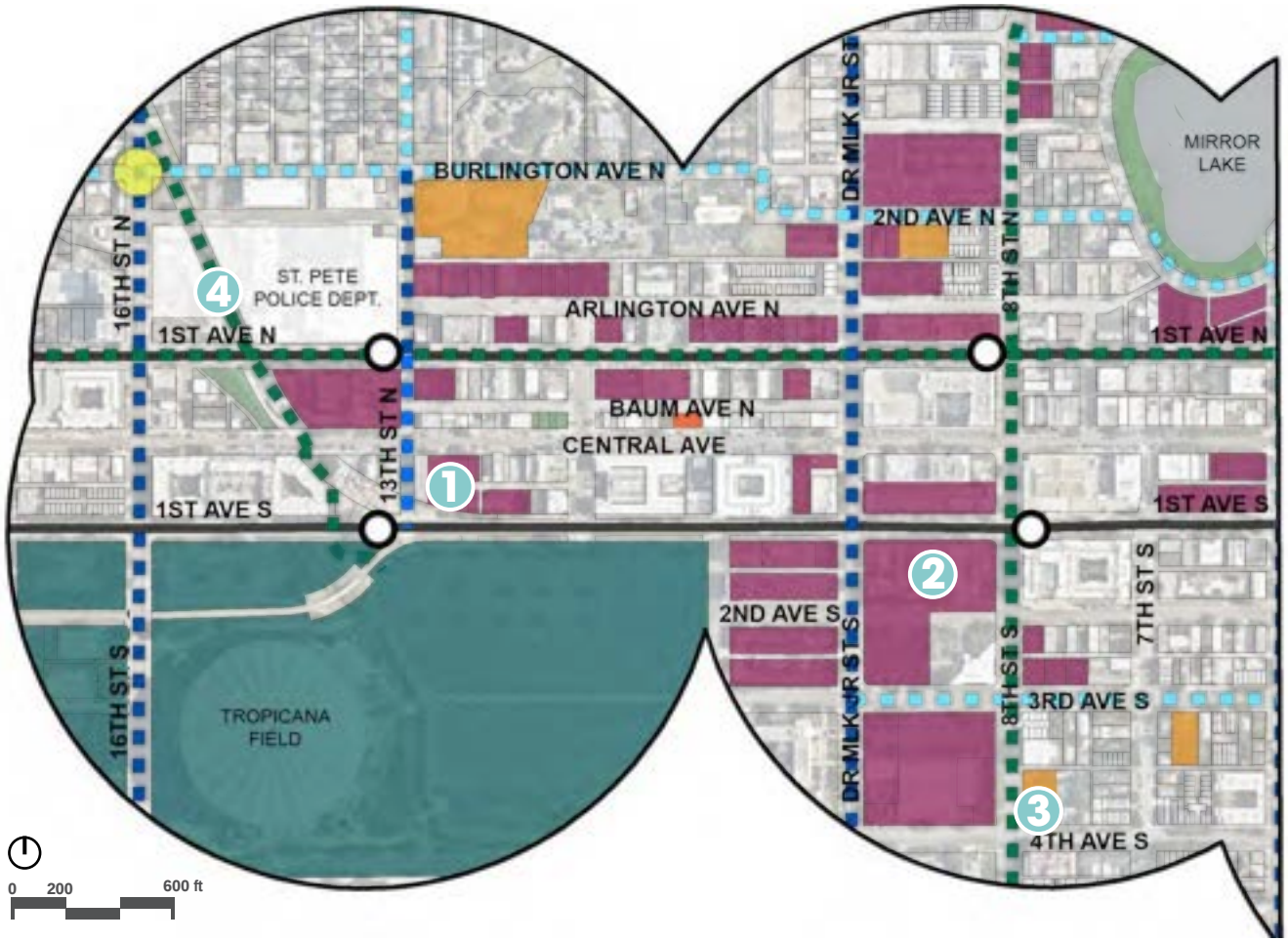
Most of this station area consists of transit-supportive zoning that already encourages redevelopment. Parcels with greatest development opportunities are lots with surface parking, vacant or publicly-owned properties, or parcels with greater land value than building value within the station area.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. The parcels with transit-supportive zoning, surface parking, vacant and publicly-owned properties, and greater land value than building value remain the top parcels for redevelopment.

Redevelopment Vision

Redevelopment in Downtown is already occurring with dense, mixed-use and infill development. The vision for this station area is for this development to continue and the SunRunner route will only accelerate redevelopment. The Trop Site Redevelopment makes up a sizable portion of redevelopable land in this area and will have a significant impact on Downtown and the surrounding neighborhoods. Other parcels that are prime for redevelopment in this area are vacant parcels or parcels with surface parking lots. The parking lots along 1st Avenue S between 10th Street S and 8th Street S have the potential for mixed-use developments that include multi-family housing. Other parcels, like the Webbs Plaza shopping center at Dr. MLK Jr. Street and 3rd Avenue S, are currently underutilized and could be redeveloped into mixed-use developments while maintaining the commercial component at the ground floors.

The images on the next page correspond with the vision map and provide examples for the types of improvements that are envisioned for the station area.



ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use
- Retail, Restaurant, or Brewery/Bar
- Multi-Family Housing
- Existing Parks/Open Space
- Stable Development
- Trop Site Redevelopment

STATION AREA PLANNED IMPROVEMENTS

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

Mixed-use development with ground floor retail and residential units above

Mixed-use development with ground floor retail and offices above

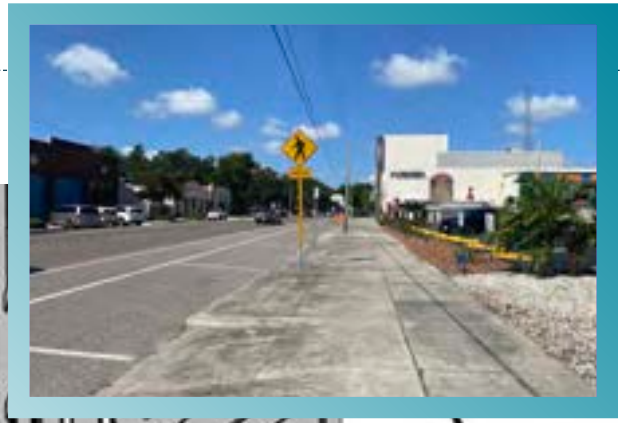
Multi-family residential and a variety of housing types (townhomes, condominiums, four-plexes, etc.)

Multi-use trail that connects to the Pinellas Trail and surrounding bicycle network

St. Petersburg

Downtown West Station Area Concept

1st Avenue North & 13th Street North



Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- HOTEL
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- PLAZAS
- PUBLIC ART

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

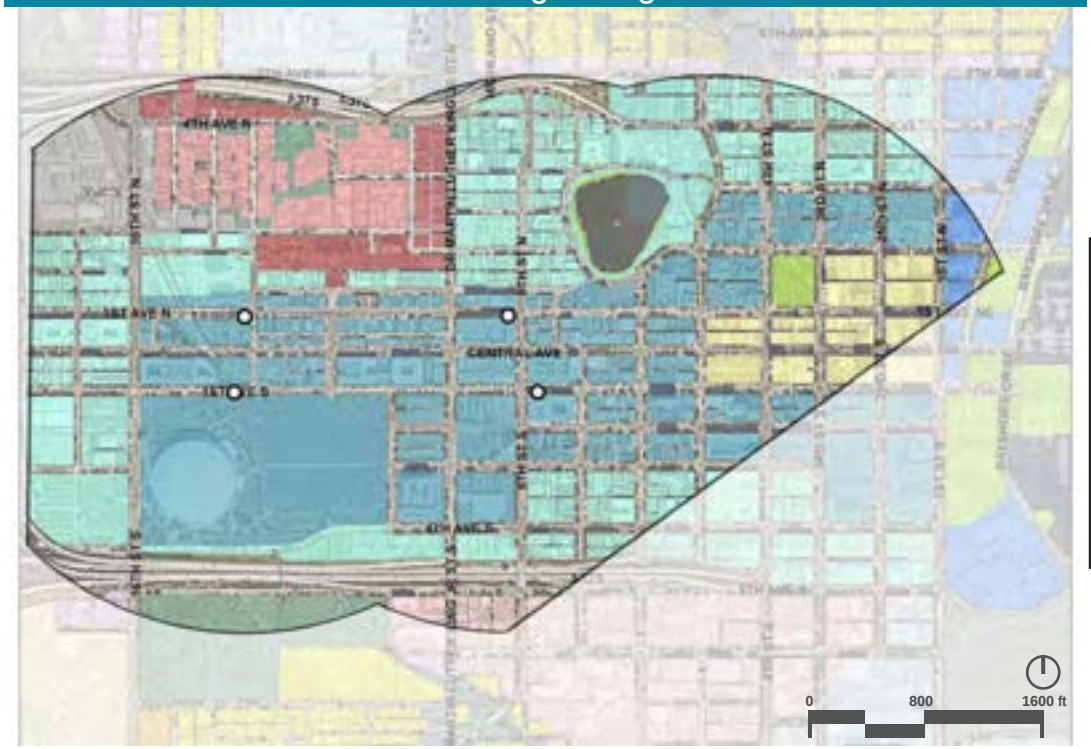
- ENGAGEMENT

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- Challenges with transitions to single-family homes within historic districts
- Lower densities along the 1st Avenues: north of 1st Avenue North and south of 1st Avenue South
- Large setbacks within CCS-1 and NSM zoning that is not conducive to walkable development
- The Activity Center Future Land Use Overlay covers the entire station area, providing the opportunity for greater density and intensity

Existing Zoning



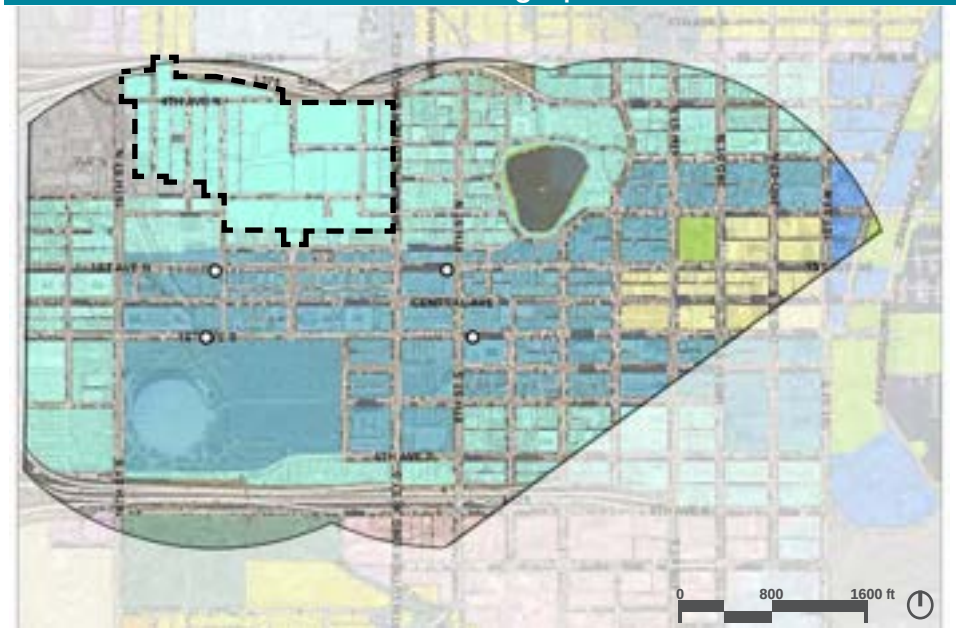
- Downtown Center (DC-C)
- Downtown Center (DC-1)
- Downtown Center (DC-2)
- Downtown Center (DC-3)
- Downtown Center (DC-P)
- Corridor Commercial Suburban (CCS-2)
- Neighborhood Suburban Multifamily (NSM-2)
- Neighborhood Suburban Single-Family (NSE)
- Industrial Traditional (IT)

Note: As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Policy and Regulatory Strategies

- Consider streamlining the process for developments that meet key housing priorities
- Increase maximum building height in station area (instead of based on tiering) - 150' by right
- Replace Plaza Parkway with updated streetscape standards and expand A and B Streets map
- Create fund for micromobility expansion
- Create shared parking options (e.g. shared garages, fee in lieu of parking, etc.)
- Continue to look at bonuses for housing and equitable development
- Continue to improve public realm and walkability
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Map below:
  - Rezone CCS-2 to DC-2
  - Rezone NSM-2 and NSE to DC-2
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Building heights range from 3 to 12 stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets.
- Reduction in required minimum parking and set parking maximums
- Incentivize shared parking (district) location

Potential Zoning Updates



- Downtown Center (DC-C)
- Downtown Center (DC-1)
- Downtown Center (DC-2)
- Downtown Center (DC-3)
- Downtown Center (DC-P)
- Industrial Traditional (IT)

Potential Zoning to Review and Update

Note: As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the Downtown Station Areas

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	11,700 units	+7,600 units	+10,400 units	19,300 - 22,100 units
Non-Residential	3,836,000 SF	+1,300,000 SF	+2,061,000 SF	5,136,000 - 5,897,000 SF

Implementation: Infrastructure

Mobility Infrastructure

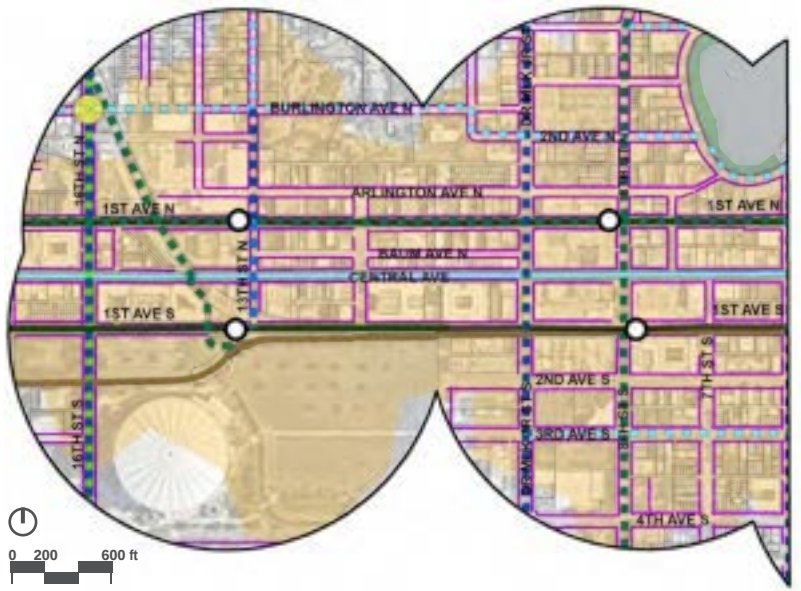
Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Implement street modifications consistent with the Downtown Mobility Plan and the St. Petersburg Complete Streets Implementation Plan
- Implement wayfinding system to SunRunner stations and station amenities
- Explore opportunities for shared streets and curbless streets
- Seek opportunities for shared parking structures
- Provide long-term bicycle parking/storage at or near the SunRunner stations
- Encourage redevelopment on catalytic sites
  - Publicly-owned properties
  - Surface parking lots

Wayfinding signage

Dedicated infrastructure for non-motorized travel

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Existing Shared-Lane Marking
- Existing Bike Lane
- Pinellas Trail
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Utility Infrastructure

The stations in Downtown St. Petersburg are within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	11,700 Units	22,100 Units	11,700	22,100
Non-Residential[1]	3,836,000 SF	5,897,000 SF	1,151	1,769
		Total	**12,851**	**23,869**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	3,758,918	6,981,683	86%
Sanitary Sewer	4,841,486	8,992,407	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies.The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Partner with cultural agencies, local sporting teams, and events to offer discounted admission tickets for SunRunner users
- Continue partnership with the St. Petersburg Downtown Partnership
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Downtown Neighborhood Association
  - Campbell Park Neighborhood Association
  - Methodist Town Neighborhood Association
  - Historic Uptown Neighborhoods
  - Melrose Mercy Neighborhood Association
  - Woodlawn Oaks Neighborhood Association
- Coordinate with Downtown Looper for transit connections
- Implement Transit Allowances for private development and private entities
- Preserve cultural facilities
- Seek land acquisition opportunities for housing (consider public-private partnerships)
- As housing structures age, additional engagement should be conducted with the community to understand housing and other needs to mitigate displacement

22ND STREET STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is located in the Grand Central District. The Grand Central District is known for local businesses, shops, restaurants, breweries, and proximity to the Pinellas Trail. The Warehouse Arts District is located in the southeast portion of the station area and 22nd Street also serves as an important southern connection to industrial uses and the Deuces Live District.

Historic Kenwood neighborhood is adjacent to the station area, which is known for historic bungalow and craftsman homes.

Local businesses in the Grand Central District within the station area

Grand Central District Association hosts various Pride events throughout the year and has strong connections to the LGBTQ+ community and businesses.

22nd Street connects to the Deuces Live District, a historic African-American neighborhood, at the south end of the station area.

Existing Station Area Conditions

Aerial view of the 22nd Street station area looking east-northeast from 1st Avenue South

OPPORTUNITIES

- Existing transit-supportive zoning along core corridor that allows for greater densities and intensities
- Walkable block sizes
- Neighborhood supportive retail, restaurants, commercial, and services
- Parcels with aging structures
- Consider a neighborhood preservation plan for surrounding neighborhoods

CHALLENGES

- Existing single-family within station area
- Adjacent to a historic district which limits development potential
- Adjacent to industrial uses which limits development potential
- Connective mobility to the Warehouse Arts District, The Deuces, and neighborhoods surrounding 22nd Street South
- Limited parks and public spaces

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 22nd Street station area. This station area has a significant minority population (40%), which is higher than the County and the SunRunner corridor. Only 10% of the population is over 65 years old, which indicates this area is mostly made up of working adults. The median household income is also higher than the County and corridor. The No Car Commute data is lower than other station areas, which indicates most residents in this area travel to work by car.

The walkability and connections in this area are very good and most of the station area can be reached in a five-minute walk. The grid-block pattern creates manageable walking blocks and provides a connected network for all modes of travel.

86%
5-MINUTE WALK COVERAGE

40%
MINORITY POPULATION

10%
POPULATION OVER 65 YRS OLD

$58K
MEDIAN HOUSEHOLD INCOME

The 22nd Street station area is identified as an Urban Place Type with an Entertainment/ Hospitality Overlay. Outside of the Downtown Place Type, station areas designated as an Urban Place Type (22nd Street and 32nd Street) are anticipated to have the highest densities and intensities, and redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area already contains many TOD supportive elements, which is why the TOD Readiness Score is High for the 22nd Street station area.

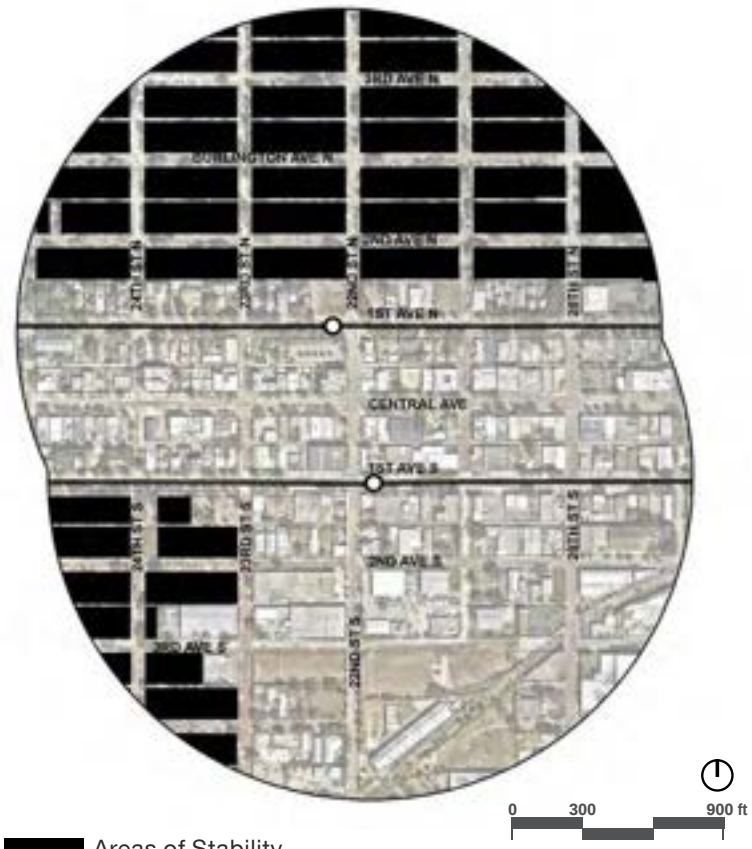
TOD READINESS SCORE
HIGH

PLACE TYPE
U
URBAN

PLACE TYPE OVERLAY
E
ENTERTAINMENT/ HOSPITALITY

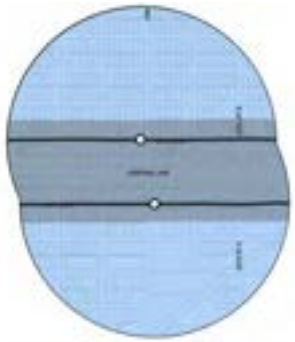
Components For Potential Development

Areas of stability, shown below, are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: the Morean Center for Clay, Historic Kenwood neighborhood, established residential neighborhoods, and transit-supportive development.



Areas of Stability

Transit-Supportive Zoning



LOW HIGH

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

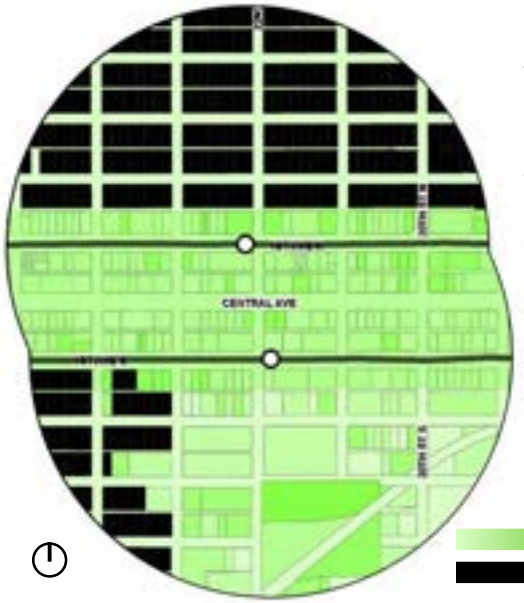
Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment



Parcels along Central Avenue and the 1st Avenues have the greatest development potential. Vacant, industrial uses near the Pinellas Trail also provide great potential for development.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. The parcels with transit-supportive zoning, surface parking, vacant properties, and greater land value than building value remain the prime parcels for redevelopment.

St. Petersburg

Redevelopment Vision

The Redevelopment Vision for this station area includes focusing commercial and mixed-use developments along Central Avenue, infill development, and improving connectivity on 22nd Street S. There are several parcels in this station area with surface parking lots that can be better utilized as mixed-use or commercial developments. Smaller, vacant parcels in this area provide opportunities for infill development like retail or smaller-scale multi-family residential units to bring continuity to the urban streetscape.

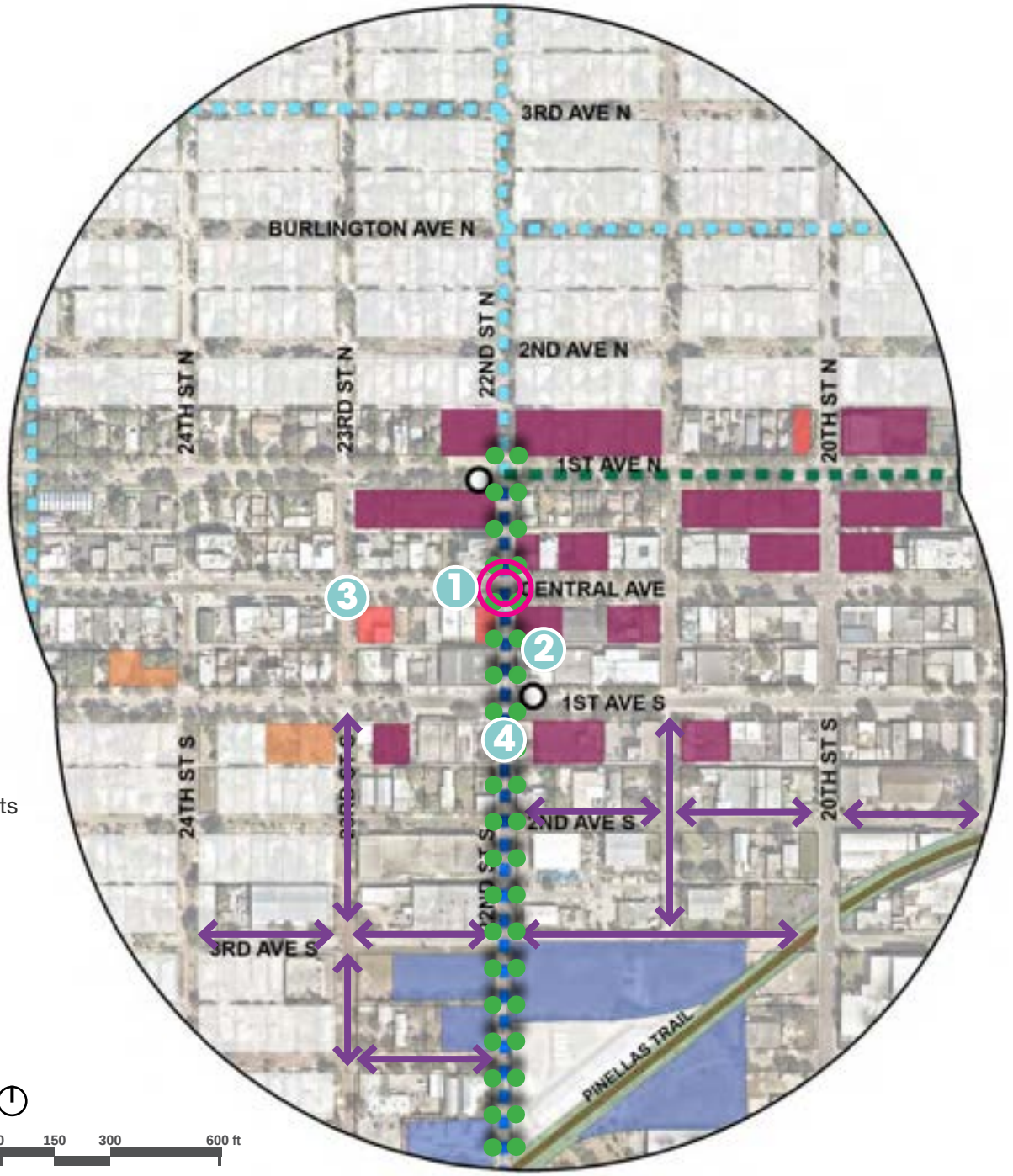
The images on the next page correspond with the vision map and provide examples for the types of improvements envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office, Hotel and/or Residential
- Retail, Restaurant, or Brewery/Bar
- Multi-Family Residential
- Industrial Mixed-Use Opportunity Sites
- Existing Parks/Open Space
- Stable Development
- Streetscape Improvements
- Sidewalk and Pedestrian Connectivity Improvements
- Placemaking Opportunity

STATION AREA PLANNED IMPROVEMENTS

- Trail
- Separated Bike Facility
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway



Intersection mural that speaks to the history and character of the station area

Mixed-use buildings along Central Avenue with ground floor retail and residential units above

Local, small-scale businesses like shops, breweries, and eateries

Separated bike facility

St. Petersburg

22nd Street Station Area Concept

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- BREWERIES
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- MARKET SPACE
- PUBLIC ART
- STREETSCAPE IMPROVEMENTS: LANDSCAPING & LIGHTING

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

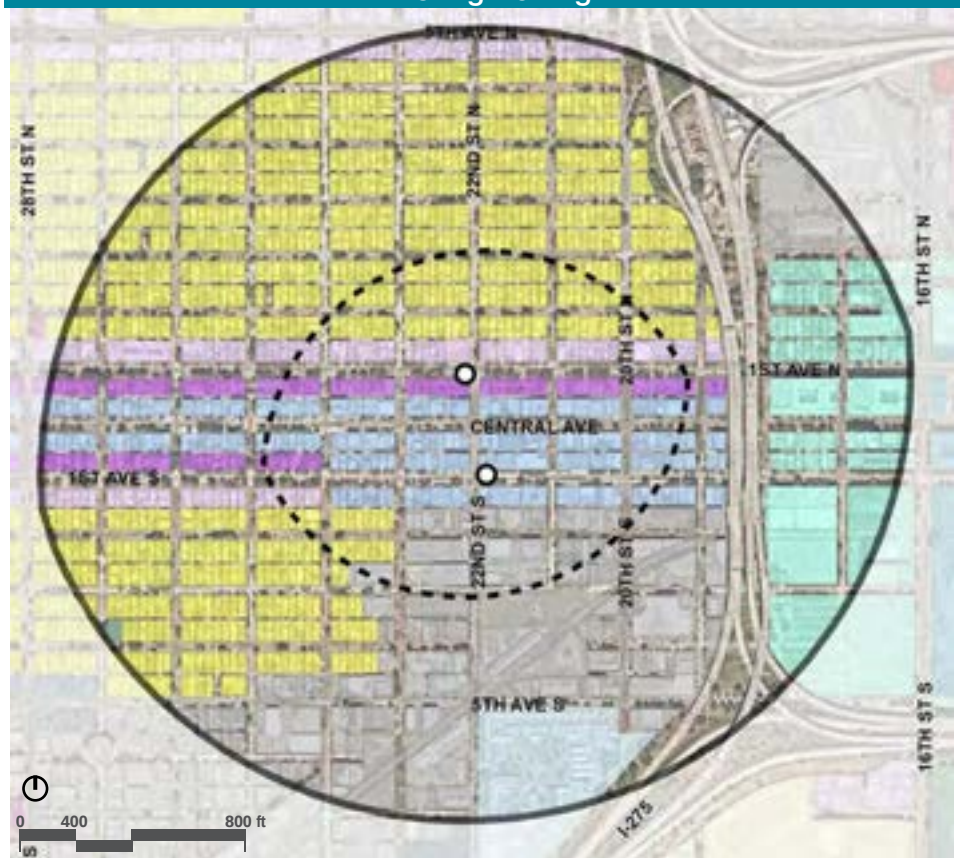
St. Petersburg

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- Challenges with transitions to single-family homes within historic districts
- Some uses are not TOD supportive in commercial areas
- Lower densities along the 1st Avenues: north of 1st Avenue North and south of 1st Avenue South
- Large amount of industrial uses in the southern portion of the station area with limited TOD supportive uses
- The Activity Center Future Land Use Overlay covers the block between the 1st Avenues, providing the opportunity for greater density and intensity

Existing Zoning



Policy and Regulatory Strategies

- Rezone suburban classifications or apply a TOD overlay to commercial areas
- Consider additional updates to zoning outside the quarter-mile station area but within the half-mile station area
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Encourage a mix and flexibility of uses: expand commercial and office uses, include light industrial and a range of non-residential uses
- Reduction in required minimum parking and set parking maximums.
- Incentivize shared parking or a district parking location.
- Explore option of using FAR for residential and non-residential area in the station area.

Existing vs. Proposed Densities and Intensities

	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-150	0.5-5.0

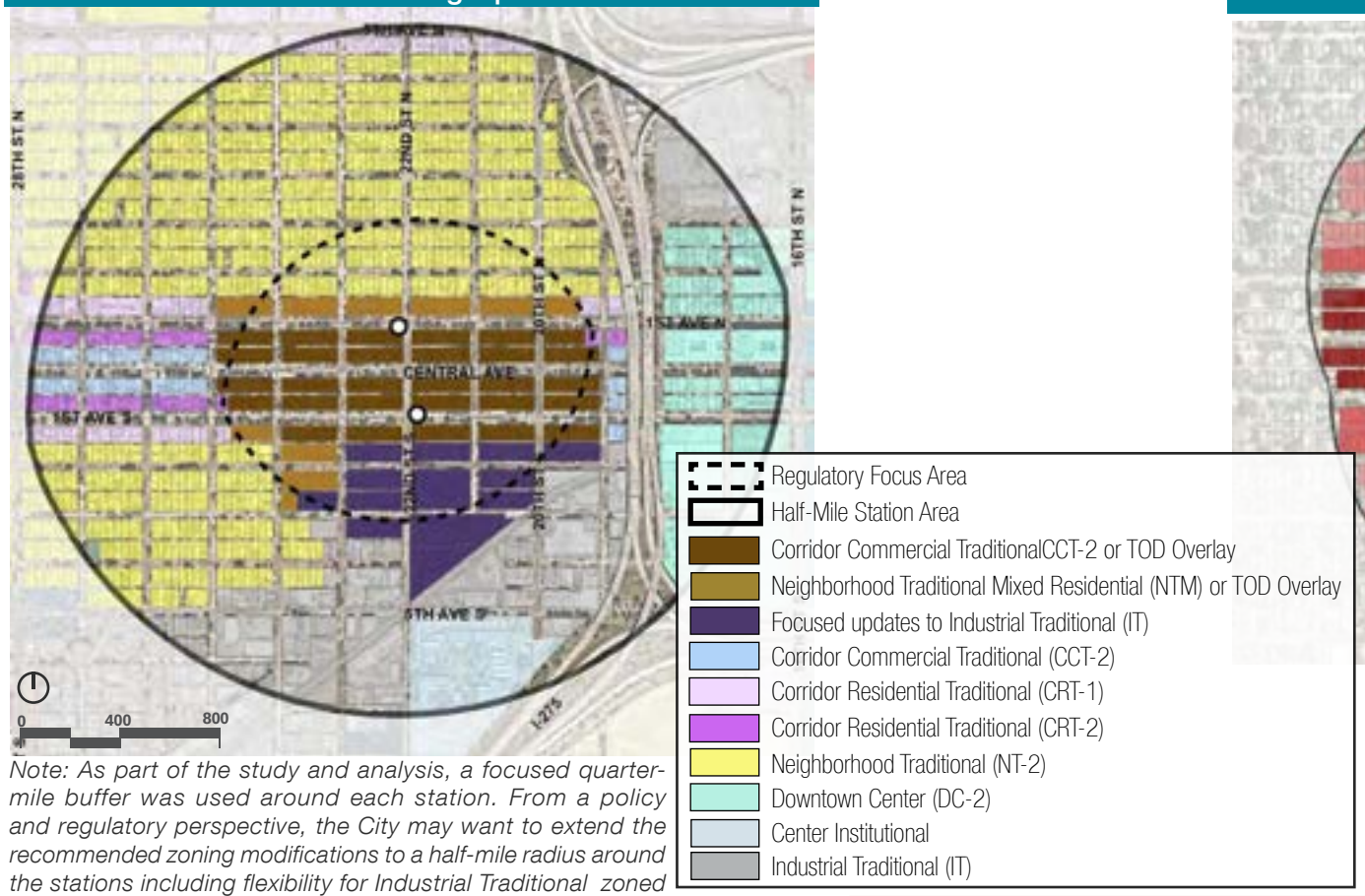
- Regulatory Focus Area
- Half-Mile Station Area
- Corridor Commercial Traditional (CCT-2)
- Corridor Residential Traditional (CRT-1)
- Corridor Residential Traditional (CRT-2)
- Neighborhood Traditional (NT-2)
- Industrial Traditional (IT)
- Downtown Center (DC-2)
- Center Institutional

Note: The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Policy and Regulatory Strategies (Continued)

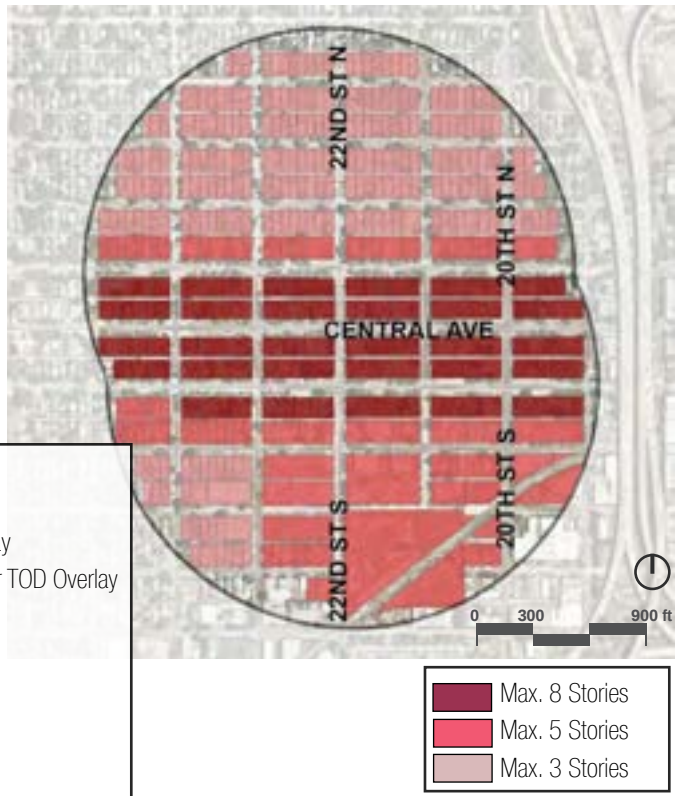
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Building heights range from three to eight stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets
- Recommend a 22nd Street mobility study to connect attractions and neighborhoods to the south to the SunRunner corridor
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map below

Potential Zoning Updates



Note: As part of the study and analysis, a focused quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations including flexibility for Industrial Traditional zoned areas, as shown in the map.

Potential Maximum Heights



Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout with the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the 22nd Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	600 units	+900 units	+1,900 units	1,500-2,500 units
Non-Residential	865,000 SF	+375,000 SF	+630,000 SF	1,240,000-1,495,000 SF

Planned Mobility Improvements

STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Existing Shared-Lane Marking
- Existing Bike Lane
- Pinellas Trail
- Parks/Open Space
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Utilize extra roadway and parking spaces for permanent parklets
- Examine surrounding transit connections and potential improvements and additional or modified routes
- Implement wayfinding system to SunRunner stations and station amenities
- Explore opportunities for shared streets and curbless streets
- Seek opportunities for shared parking structures
- Establish bicycle and pedestrian connections from the station area to surrounding neighborhoods
- Provide long-term bicycle parking/storage at or near the SunRunner stations

Parklet

Streetscape improvements

Utility Infrastructure

The station pair at 22nd Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	600 Units	2,500 Units	600	2,500
Non-Residential[1]	865,000 SF	1,495,000 SF	260	449
		Total	**860**	**2,949**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	251,550	862,583	243%
Sanitary Sewer	323,996	1,111,006	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies.The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Partner with Coast to expand bike share locations
- Partner with vendors to expand scooter share locations into residential areas
- Continue to partner with Grand Central, Deuces Live, and Warehouse Arts Districts
- Support existing minority-owned businesses through partnerships with St. Pete Greenhouse and the City of St. Petersburg's Small Business Enterprise program. Businesses located in the South St. Petersburg CRA are also eligible for micro-loans and grants. See **Appendix G** for additional Business Assistance considerations.
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Woodlawn Oaks Neighborhood Association
  - Melrose Mercy Neighborhood Association
  - Historic Kenwood Neighborhood Association
  - North Kenwood Neighborhood Association
  - Palmetto Park Neighborhood Association
  - Wildwood Heights Neighborhood Association
- Continue to involve and seek feedback from stakeholder groups as Land Development Regulations are updated
- Partner with local and regional agencies to conduct 22nd Street mobility study to connect attractions and neighborhoods to the south to the SunRunner corridor
- Focus on infill development opportunities
- Encourage redevelopment on catalytic sites
  - Haslam's Bookstore
  - Surface parking lots

32ND STREET STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is located within the Union Central District and is evolving as a dense, mixed-use area. The station area has seen recent development with multi-family housing, commercial uses, and large storage centers. The station area also has larger parcels (which are more likely to redevelop than smaller parcels) that house storage units and big-box stores like Walmart. The 34th Street (US 19) corridor in this station area was the original gateway into St. Petersburg and the gulf beaches prior to the construction of the interstate system. This corridor has historic motels and signs that speak to a 1950s and 1960s tourism character. The station area also has a major transit transfer hub, Grand Central Bus Terminal, which provides connection to routes throughout the County.

This station area has seen an increase in multi-family residential and redevelopment of commercial properties.

The station area has large parcels that have attracted non-transit supportive uses due to current zoning codes and lack of incentives for developers.

The 34th Street corridor that bifurcates the station area has a history of motels and neon signs from the 1950s when 34th Street was the main roadway to enter St. Petersburg.

Existing Station Area Conditions

Aerial view of the 32nd Street station area looking northeast from 1st Avenue South

OPPORTUNITIES

- Existing transit-supportive zoning along core corridor that allows for greater densities and intensities
- Connections to other transit routes from the Grand Central Bus Terminal
- Walkable block sizes in the surrounding neighborhoods
- Neighborhood supportive retail, restaurants, commercial, and services
- Parcels with aging structures
- Surface parkings that can be used for infill development or redevelopment
- Consider a neighborhood preservation plan for surrounding neighborhoods

CHALLENGES

- Existing single-family and historic district within station area
- Adjacent to a historic district which limits development potential
- Big-box commercial uses adjacent to SunRunner stations and within station area
- Larger block sizes within the station area that limits walkability
- Current zoning code does not support transit-oriented development along 34th Street and Central Avenue

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 32nd Street station area. This station area has a large minority population (33%), which is higher than the County and the SunRunner corridor. The senior population is below average in this area with an average youth population, which indicates this area is comprised of working families. The No Car Commute data is significantly higher in this area, indicating the potential for strong transit use, walking, and biking to reach destinations.

The walkability and connections in this area are good and most of the station area can be reached in a five-minute walk. The barriers to increased walkability are the larger parcels that disrupt connections like the YMCA, Walmart, and US Post Office.

84%
5-MINUTE WALK COVERAGE

33%
MINORITY POPULATION

14%
POPULATION OVER 65 YRS OLD

$51K
MEDIAN HOUSEHOLD INCOME

The 32nd Street station area is identified as an Urban Place Type with an Entertainment/ Hospitality Overlay. Outside of the Downtown Place Type, station areas designated as an Urban Place Type (22nd Street and 32nd Street) are anticipated to have the highest densities and intensities, and redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area already contains elements that are supportive to TOD, which is why the TOD Readiness Score is Medium for 32nd Street.

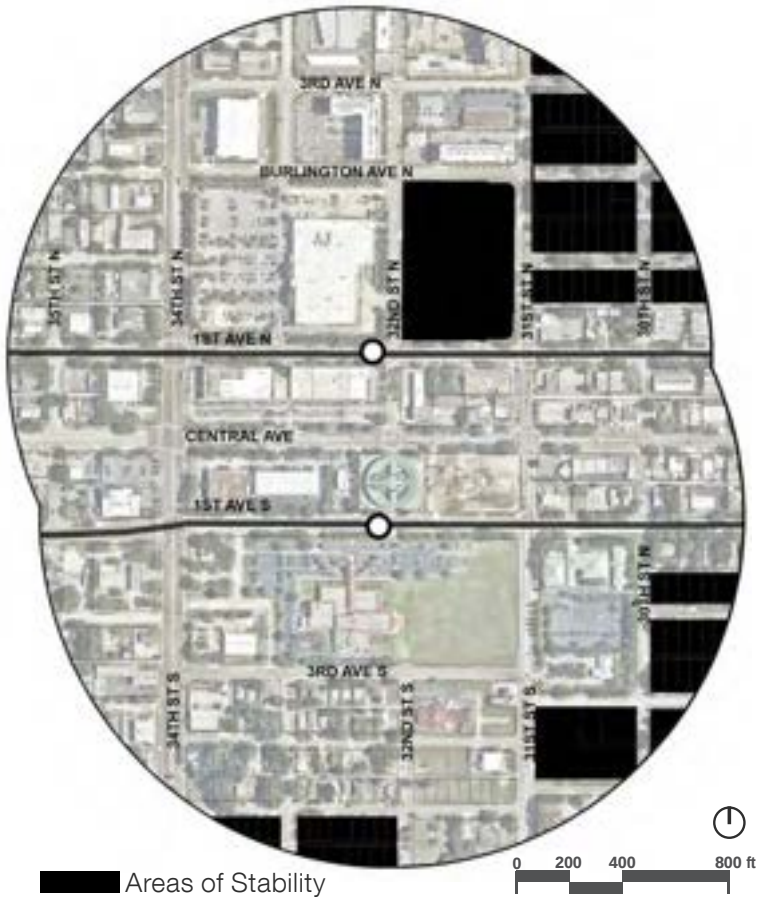
TOD READINESS SCORE
MEDIUM

PLACE TYPE
U
URBAN

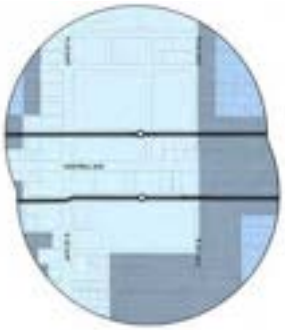
PLACE TYPE OVERLAY
E
ENTERTAINMENT/ HOSPITALITY

Components For Potential Development

Areas of stability are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: Historic Kenwood neighborhood, established neighborhoods, Grand Central Bus Terminal, US Post Office, utility lots, churches, Suncoast Hospice and Community Center, and transit-supportive development.



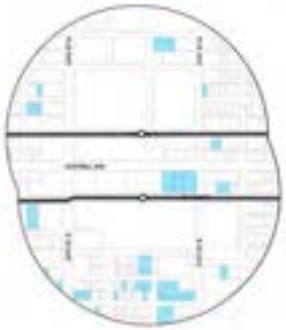
Transit-Supportive Zoning



LOW **HIGH**

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels



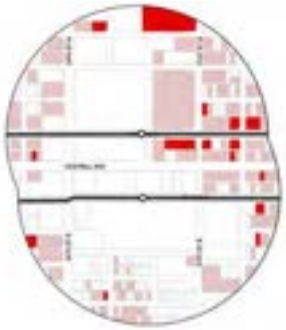
VACANT **PUBLIC**

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels



<30 YRS **30-50 YRS** **50+ YRS**

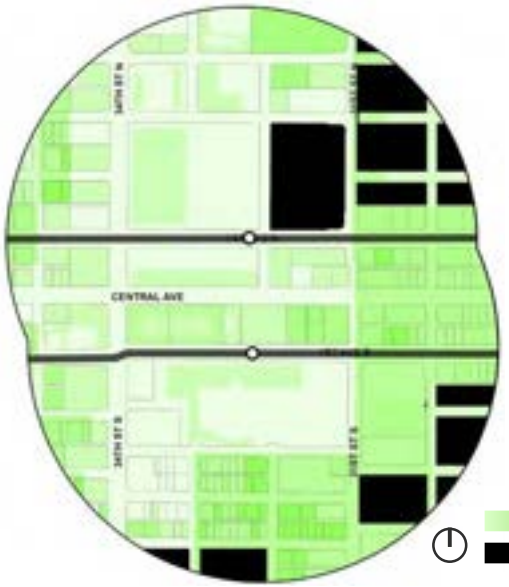
Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW **HIGH**

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment



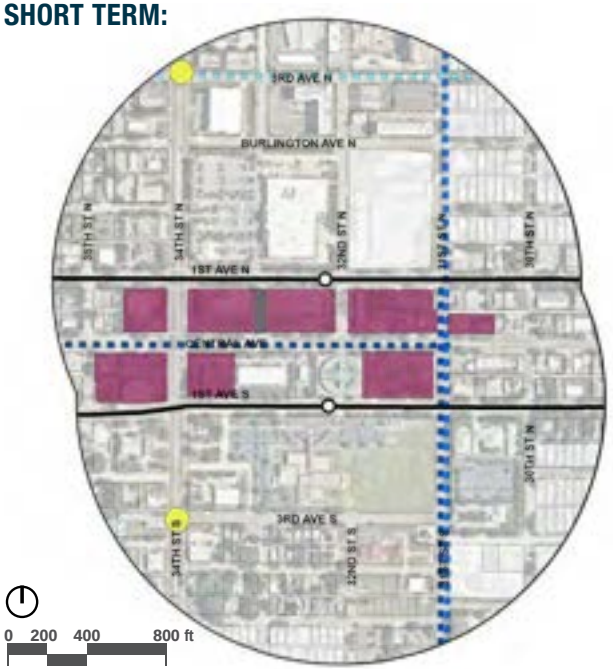
Parcels along the eastern portion of Central Avenue and the 1st Avenues have the greatest development potential. These are parcels with transit-supportive zoning, surface parking lots, vacant properties, and parcels with aging structures.

Overlaying the areas of stability indicates which parcels should realistically be redeveloped. The parcels with transit-supportive zoning, vacant properties, surface parking and greater land value than building value remain the prime parcels for redevelopment.

St. Petersburg

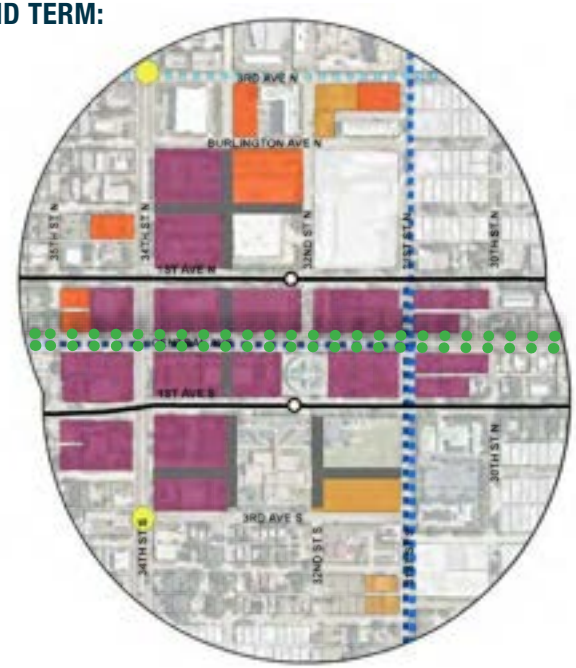
Redevelopment Vision

SHORT TERM:



Short Term: Infill development and redevelopment of vacant parcels, surface parking lots, and under-performing structures begins near station stations between the 1st Avenues along Central Avenue.

MID TERM:



Mid Term: Larger parcels are re-grid to match surrounding street network. Multi-family housing, commercial, and mix of uses are developed to support demand.

LONG TERM:

Long Term: Larger parcels continue to re-grid and redevelop to create a more walkable street network.

The images on the next page correspond with the vision map and provide examples for the types of improvements envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office, Residential, and/or Hotel
- Retail, Restaurant, or Brewery/Bar
- Multi-Family Housing
- Stable Development
- New Street Network
- Streetscape Improvements

STATION AREA PLANNED IMPROVEMENTS

- Separated Bike Facility
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

Pedestrian mall and public spaces with storefronts

Mixed-use development with ground floor retail/restaurants and residential above

Public plazas and public spaces utilized by the community

Transit transfer center to connection mobility options with potential for mix of uses

St. Petersburg

32nd Street Station Area Concept

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- MULTI-FAMILY
- RETAIL
- BREWERIES
- RESTAURANTS
- CAFES
- GROCERY/ MARKETS

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- PUBLIC ART
- STREETSCAPE IMPROVEMENTS: LANDSCAPING & LIGHTING

MOBILITY

- SUNRUNNER STATION
- MICROMOBILITY OPTIONS
- SHARED PARKING PARK & RIDE
- CROSSING IMPROVEMENTS

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

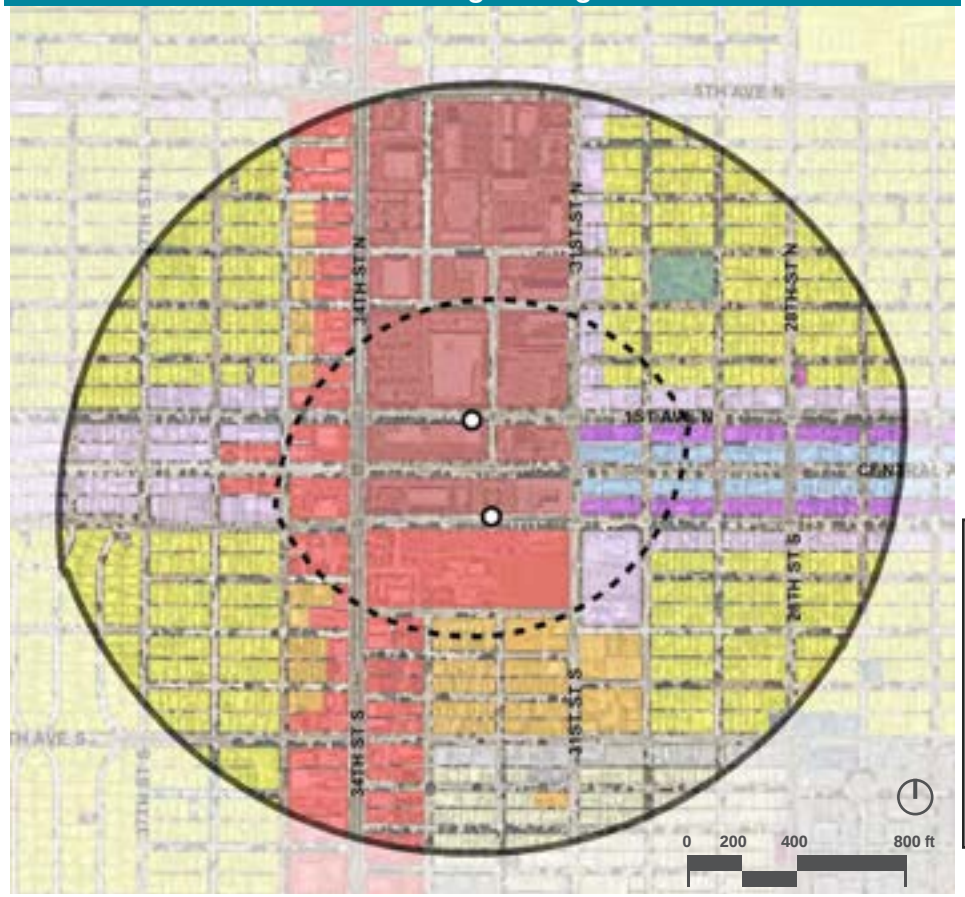
Overall Existing Regulatory Assessment

- Challenges with transitions to single-family homes within historic districts
- Lower densities along the 1st Avenues: north of 1st Avenue North and south of 1st Avenue South
- CCS categories outside of the activity center are not as TOD supportive
- Large setbacks within CCS-1 zoning that are not conducive to walkable development

Policy and Regulatory Strategies

- Rezone suburban classifications or apply TOD Overlay to commercial areas
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Encourage a mix of uses: expand commercial and office uses, include a range of non-residential uses
- Reduction in required minimum parking and set parking maximums
- Incentivize shared parking (district) location
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types

Existing Zoning



Regulatory Focus Area
Half-Mile Station Area
Corridor Commercial Traditional
Corridor Commercial Suburban (CCS-1)
Corridor Commercial Suburban (CCS-2)
Corridor Residential Traditional (CRT-1)
Corridor Residential Traditional (CRT-2)
Neighborhood Suburban Multifamily (NSM-1)
Neighborhood Traditional (NT-2)

Existing vs. Proposed Densities and Intensities

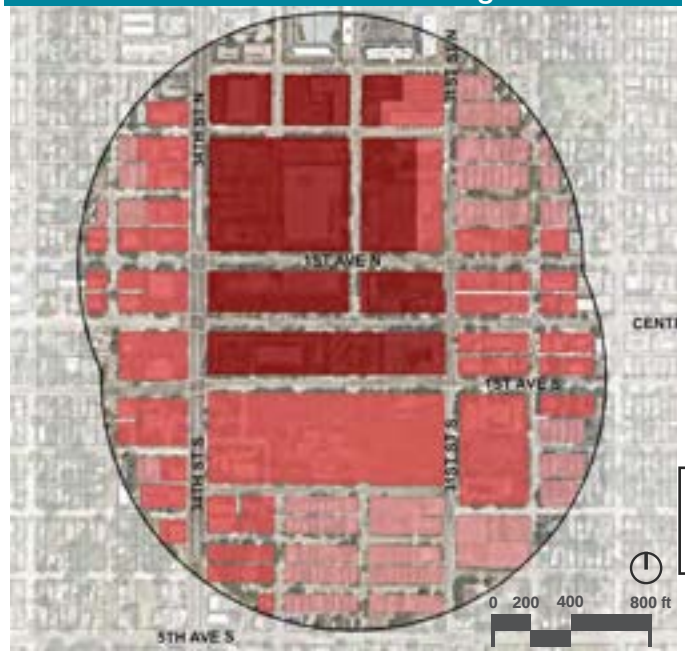
	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-150	0.5-5.0

Note: The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Policy and Regulatory Strategies (Continued)

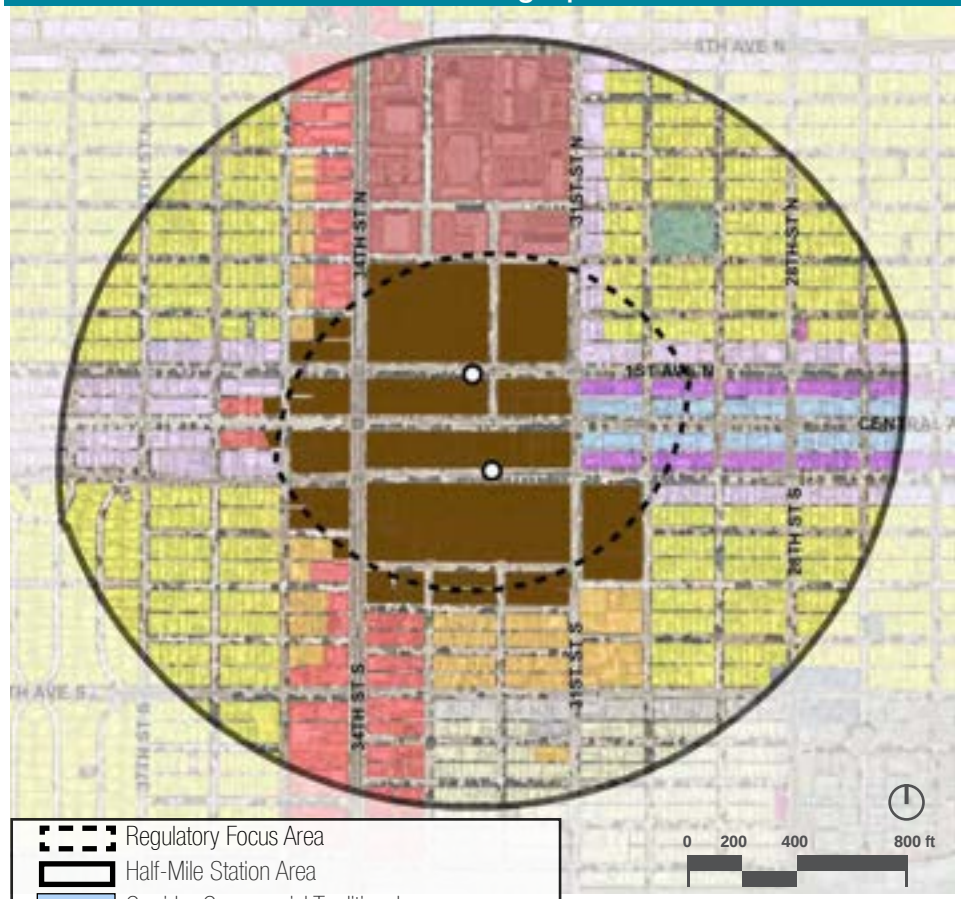
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Building heights range from 3 to 12 stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets.
- Consider rezoning areas on 34th Street north and south of the stations between 5th Avenue N and 5th Avenue S and apply zoning changes identified in the Union Central District Plan
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map:
  - Rezone CCS-1, and CCS-2 to CCT-2 or TOD Overlay with tiering
  - Apply a new TOD Overlay that transitions CRT and NSM-1 to the NT-2 and maintain existing NT-2
  - Rezone NSM to NTM within the station area

Potential Maximum Heights



Maximum 12 Stories
Maximum 7 Stories
Maximum 3 Stories

Potential Zoning Updates



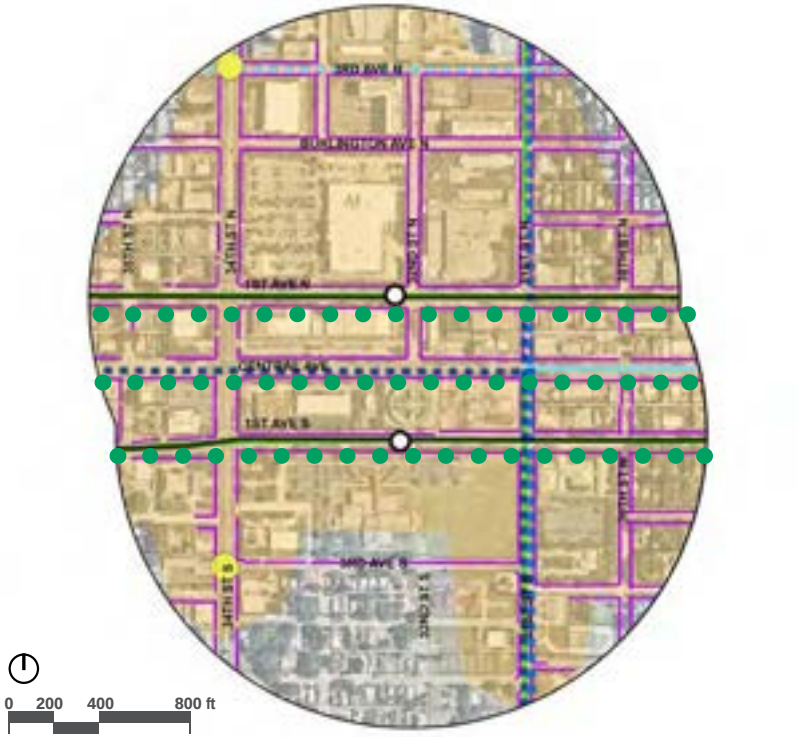
Regulatory Focus Area
Half-Mile Station Area
Corridor Commercial Traditional
Corridor Commercial Suburban (CCS-1)
Corridor Commercial Suburban (CCS-2)
Corridor Residential Traditional (CRT-1)
Corridor Residential Traditional (CRT-2)
CCT-2 or TOD Overlay
Neighborhood Suburban Multifamily (NSM-1)
Neighborhood Traditional (NT-2)

Note: As part of the study and analysis, a quarter-mile buffer was used around each station. From a policy and regulatory perspective, the City may want to extend the recommended zoning modifications to a half-mile radius around the stations, as shown in the map.

Potential Buildout Scenario for the 32nd Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	400 units	+900 units	+2,500 units	1,300-2,900 units
Non-Residential	1,034,000 SF	+168,000 SF	+535,000 SF	1,202,000-1,569,000 SF

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Existing Shared-Lane Marking
- Existing Bike Lane
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Separated Bike Facility
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

OTHER STATION AREA IDENTIFIED IMPROVEMENTS

- Streetscape Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

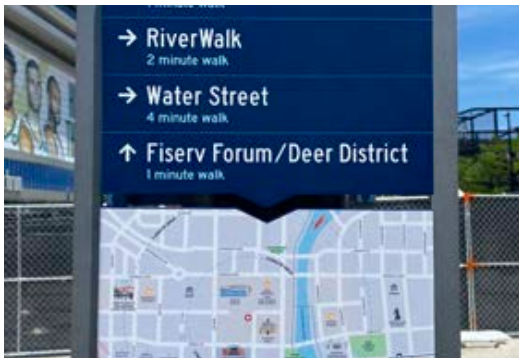
Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout with the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Long-term bicycle storage



Wayfinding to nearby destinations

32ND STREET STATION AREA

St. Petersburg

Utility Infrastructure

The station pair at 32nd Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	400 Units	2,900 Units	400	2,900
Non-Residential[1]	1,034,000 SF	1,569,000 SF	310	471
		Total	**710**	**3,371**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	207,675	968,018	375%
Sanitary Sewer	267,485	1,269,991	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Utilize extra roadway and parking spaces for permanent parklets and outdoor dining for restaurants
- Re-grid the street network and break up large block sizes
- Fill sidewalk gaps within the station area
- Improve crossings to the SunRunner stations
- Implement wayfinding at SunRunner stations to encourage walking and biking
- Seek opportunities for shared parking structures to support Park and Ride opportunities
- Encourage increase in bikeshare and micromobility hubs near the SunRunner stations
- Implement streetscape improvements on Central Avenue and the 1st Avenues
- Provide additional bicycle and pedestrian connections from the SunRunner stations into to surrounding neighborhoods
- Provide long-term bicycle parking/storage at or near the SunRunner stations

St. Petersburg

Chapter 5

Next Steps

NEXT STEPS

This chapter outlines how elected officials, City and County staff, and other invested stakeholders can leverage this document to achieve the vision for the SunRunner corridor set forth by this study. Corridor-wide funding strategies and partnerships will support the implementation of the station area vision and recommendations outlined in the Chapter 4, while the equity recommendations and strategies will ensure that the development opportunities presented by SunRunner BRT investment are shared equitably amongst residents, business owners, and other local stakeholders alike. Following these strategies, ongoing planning efforts are discussed to demonstrate the synergistic relationship between this study and other planning efforts throughout Pinellas County and how to apply this framework to other transit investment and TOD opportunities within the County.

Corridor-wide Funding Strategies and Partnerships

Funding and partnership actions are important to aid in both the maintenance and operations of the SunRunner transit system, as well as the implementation of the recommended station area improvements and incentives. A variety of funding sources are needed to implement the strategies including local, state, federal, and private partnership funding. Potential funding sources to help implement recommended improvements that will complement the SunRunner BRT include:

- **Value capture** is a public financing strategy grounded in the recognition that the public investment in the SunRunner BRT increases the value of land surrounding the SunRunner stations, thus generating value for private landowners in proximity to the stations. Public investment in the SunRunner BRT and supporting station area infrastructure, as well as increased accessibility, will attract new development around the SunRunner stations, thus increasing property values and the tax base. Value capture recovers some or all of that added value for the public benefit. The purpose is to invest the value captured into accomplishing the recommendations set forth by this study, and to support the long-term maintenance and operations of the SunRunner BRT that helped generate the added value.
- **Other funding and grant strategies** are identified to assist in implementing the recommendations and improvements identified in the station area profiles.

Value Capture

Opportunities to capture a share of the increased tax base and value created by new real estate development as a result of the SunRunner BRT investment were evaluated in proximity to the SunRunner stations. Relevant strategies including special assessments were used to inform incremental values and value capture revenue models for application to the SunRunner corridor. The following special assessment strategies should be considered, subsequent to the development of assessment areas, to be implemented with partnership between Pinellas County, the City of St. Petersburg, and PSTA:

- **Incremental Special Assessment**: a uniform increase in property assessments against all land uses/properties within the special assessment areas, with the potential to exclude single-family residential uses.
- **Fixed Special Assessment**: the use of special assessments based on a per square foot and per unit metric on all land uses within the special assessment areas.
- **Variable Special Assessment**: a variable special assessment, by land use, on all land uses within the special assessment areas.

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and St. Petersburg staff to implement value capture funding. See **Appendix F** for more detail on value capture funding strategies.

Other Funding and Grant Strategies

Multimodal Transportation Impact Fees: Impact fees are being analyzed based on Multimodal Transportation Impact Fees, as allowed in Pinellas County by Florida statute. This analysis, contained in **Appendix F**, measures impact fees as assessed on new construction under various metrics (e.g., per sq. ft. of commercial use, per dwelling unit and/or other measures).

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and St. Petersburg staff to update the Multimodal Transportation Impact Fee for use with transit improvements including operations and maintenance.

Existing City Funding: Modifications to existing funding sources and procedures should also be examined for prioritization so that all modes of transportation are considered or added into the Capital Improvements Program (CIP). This will

require continued communication and coordination between agencies. Additional dedicated funding for multimodal improvements the City can pursue include:

- Dedicate funding from the Multimodal Impact Fee (as mentioned previously), general funds, and Penny for Pinellas IV
- Leverage the Tax Increment Financing (TIF) funding from the Southside Community Redevelopment Area (for the relevant St. Petersburg stations)
- Continue to review the five-year and annual project priority lists to support securing funding (including the Complete Streets improvements for St. Petersburg)

City of St. Petersburg Action: Continue to evaluate prioritization of projects and funding.

Grants: There are several local, state, and federal grants that can assist in implementing infrastructure improvements including the following:

- Forward Pinellas Transportation Alternatives Grant Funding
- Forward Pinellas Complete Streets Grant Funding
- Forward Pinellas Multimodal Transportation Priority Projects
- Department of Economic Opportunity Technical Assistance Grants
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Program
- Community Development Block (CDBG) Grants
- Federal Transit Administration (FTA) Grants
- Florida Department of Transportation (FDOT) Transportation Enhancement Funds
- FDOT Commuter Assistance Program
- State Infrastructure Bank Loans: Loan from the State of Florida for the development of Infrastructure Projects
- Environmental Protection Agency (EPA): Grant opportunities for green infrastructure and landscaping, healthy communities initiatives, and brownfields
- Housing and Urban Development (HUD): Community Development Block Grant Program (CDBG) grants to benefit low to moderate income persons and communities, sustainable communities grants

Agency Action: The City of St. Petersburg should continue to apply for grants to complement the SunRunner investment. PSTA should continue pursuing FTA and FDOT grants. It should be noted that some of these grants will require a local match.

Coordinated, Long-Term Strategies

There are other funding strategies to consider over time to aid in improvements around the SunRunner stations.

- Support Pinellas County on increasing the available gas tax, or sales tax, millage and indexing the gas or sales tax
- Coordinate with Forward Pinellas on transportation alternatives funding
- Implement design standards to promote walkability and coordinate private development that meets the vision of the Station Area profiles.

Equity Considerations and Recommendations

The SunRunner BRT investment will bring opportunities to the City of St. Petersburg. It is imperative these opportunities are equitably shared amongst residents, business owners, and other local stakeholders so everyone can reap the benefits of the SunRunner BRT investment. In its Vision2050 Plan, the City of St. Petersburg commits itself to pursuing policies and initiatives that address housing affordability, social justice and equity, sustainability, and shared economic prosperity. The below equity recommendations provide a framework for how the broader equity-related goals of St. Pete's Vision2050 Plan can be applied to the SunRunner corridor to ensure that the SunRunner BRT is not only a premium transit investment, but also an investment in the people who live and work in the Sunshine City.

Housing Affordability

Equity Objective: Provide a range of housing within and around the SunRunner station areas, including housing for a range of incomes, life stages, and needs

Recommended Action for the City of St. Petersburg:

- Broaden the existing Workforce Housing Density Bonus Program to incentivize the provision of housing that is affordable to households making 50 – 80% Area Median Income (AMI). Consider increasing the density bonus allotted to developers when they provide low-income to moderate-income housing (50-80% AMI) in an otherwise market-rate development. This increased density bonus could be used to bring the station areas up to the recommended increased density provided in the station area profiles (see Chapter 4). Consider providing additional incentives to developers when they provide low-income to moderate-income housing, such as expedited processing, fee waivers, reduced fees, or deferred payments.
- Apply the Neighborhood Traditional Mixed Residential (NTM) zoning category (or a TOD overlay) in and around the station area to broaden the range of housing that can be provided around the SunRunner stations. Accessory Dwelling Units (ADUs), duplexes, triplexes, and fourplexes can provide "missing middle" housing that is naturally more affordable than traditional single-family homes.
- Explore Public-Private Partnerships to support the creation of affordable housing and mixed-use developments that incorporate community-driven desired uses.
- Donate or offer vacant, publicly-owned parcels to developers at low-to-no cost to increase the financial feasibility of a mixed-income housing development. Consider creating a Land Bank to create an inventory of vacant, abandoned, or tax-delinquent properties that can be held until they can be strategically redeveloped for affordable housing or other community needs.
- Create a permanent affordable housing trust fund and establish an ongoing, dedicated source of public funds to support the preservation and production of affordable housing. New funding sources such as a commercial linkage fee, impact fees, developer implemented transfer fees, dedicated tax funding, state and federal funds, and other sources should be analyzed. It is important that this be linked to long-term affordability.

City and Citizen Action: Continue to coordinate with Florida Housing Coalition on state legislation that will support and incentivize public and private sector investments in affordable and workforce housing.

Citizen and Community Organizations Action: Consider creating a Community Land Trust (CLT) in partnership with established local nonprofits, neighborhood associations, and other community partners to buy land and ground lease the property to prospective homeowners at an affordable price. CLTs are nonprofits that own land on behalf of a community, promoting housing affordability, sustainable development, and mitigating historical inequities in homeownership and wealth-building. CLTs support local residents in attaining homeownership by sharing the equity of the property, and in return the homeowner agrees to sell the home to another low-income family at an affordable price, thus increasing a municipality's affordable housing stock in perpetuity.

Equity Objective: Mitigate the displacement of current residents, especially renters, in and around the station areas

Recommended Action for the City of St. Petersburg:

- Consider passing a rent stabilization ordinance to protect tenants from excessive rent increases while also respecting landlords' right to a reasonable return on investment. Rent stabilization ordinances can limit rent increases to certain percentages per year, outline processes for tenants and landlords to appeal, and may also include "right to renewal" polices to help tenants stay in their residences long-term.
- Consider passing a just cause eviction ordinance in conjunction with the rent stabilization ordinance. This ordinance would outline specific reasons under which tenants could be evicted, for example failure to pay rent or violation of

the rental agreement. The City would have the ability to create a "checklist" that provides "just causes" for eviction and holds landlords accountable.

City and Community Organizations Action: Consider adopting and advocating for an "opportunity to purchase" policy, which could give current tenants and/or nonprofits preference to buy residential or commercial buildings when they're up for sale. This policy would be especially effective if a Community Land Trust is established.

Community Asset Building & Neighborhood Services

Equity Objective: Utilize Community Benefit Agreements (CBAs) to require private developers to provide certain benefits, such as affordable/workforce housing, local hiring policy, using local contractors, providing community amenities, etc.

Recommended Action for the City of St. Petersburg:

- The City of St. Petersburg's current CBA impacts projects that are public-private partnerships with a construction cost of $2 million or more and receive 20% or more of their funding from the City. Consider amending this CBA to include projects that receive any amount of funding from the City within station areas, or larger developments whose investment is large enough to create and/or support community benefits.
- The City of St. Petersburg's current CBA also requires that a Neighborhood Advisory Council (NAC) is established to advise City Staff on program requirements and improvements. The NAC will consist of seven at-large members, four of which are appointed by the Mayor and three are appointed by the City Council. The Neighborhood Advisory Council should be required to conduct a series of stakeholder engagement meetings for each project to ensure nearby residents have the opportunity to collaborate with councilmembers and developers to draft community benefits that are meaningful to them.

Community Organizations Action: CBAs can also be legal contracts between a developer and community representatives or a community nonprofit for specific projects. Community organizations can seek out their own CBAs with developers when new projects are proposed. It is important to note that CBAs require that the community coalition or organization is highly involved with the developer to ensure that they are delivering on their promises and providing benefits that meet the desires/needs of the community.

City and Community Organizations Action: Establish an accountability structure so that community development goals and CBAs are fulfilled in a timely and transparent manner.

Equity Objective: Build community assets and support local businesses and workers through equitable economic and workforce development strategies

City of St. Petersburg Action: Consider creating "First Source Hiring" agreement that requires developers, contractors, and other employers who are locating their projects/businesses around the SunRunner corridor to utilize good faith efforts in employing economically disadvantaged, local residents for entry-level jobs. These agreements can outline specific thresholds for employment, such as "at least 25% of all work hours must be worked by local disadvantaged workers," and may also include "livable wage" language. These agreements may also offer incentives to developers and business owners on behalf of the City in exchange for opting into a first source hiring agreement.

Actions for the City and Community Organizations:

- Continue to foster workforce development partnerships to help current residents gain the skills/training they need to secure jobs in the firms that locate in and around the SunRunner corridor. Partnerships and agreements can be established between firms seeking to locate in the station areas and local educational/job training institutions (e.g. Pinellas Job Corps, Pinellas Technical College, St. Petersburg College) to facilitate these programs, tailor training to local needs, and create hiring agreements contingent upon successful completion of a training program.
- Continue to provide local business assistance in the form of grants, mentorship, and other financial resources, to prevent the displacement of locally-owned businesses in the SunRunner corridor. Explore the option of providing local businesses with financial assistance to relocate their business into new development within the SunRunner station areas to allow for the development of higher density uses.

Actions for Citizens and Community Organizations:

- Consider creating a Community Development Corporation (CDC), which acts similarly to a CLT, but serves additional functions outside of housing development that can support community asset building and the provision of neighborhood services. CDCs may work to enhance community conditions in realms such as health, economic development, streetscaping

and neighborhood planning projects, and can support the execution of the other recommendations and strategies provided within this plan. They also play a critical role in community organizing and can help to ensure that community voices are continuously elevated as development unfolds in and around the SunRunner corridor.

- Consider creating a Community Investment Trust (CIT) to help residents in and around the SunRunner corridor invest in the new development that unfolds within the station areas. CITs are nonprofits created by community members and local organizations that serve as a long-term wealth building strategy. CITs scout investment opportunities in the area that match with residents' vision and financial constraints and then provide residents with loans and financial literacy education to help them hold shares in those investment properties. Residents pay the CIT reasonable dollar amounts each month ($10-100/month) to hold shares in investment properties.

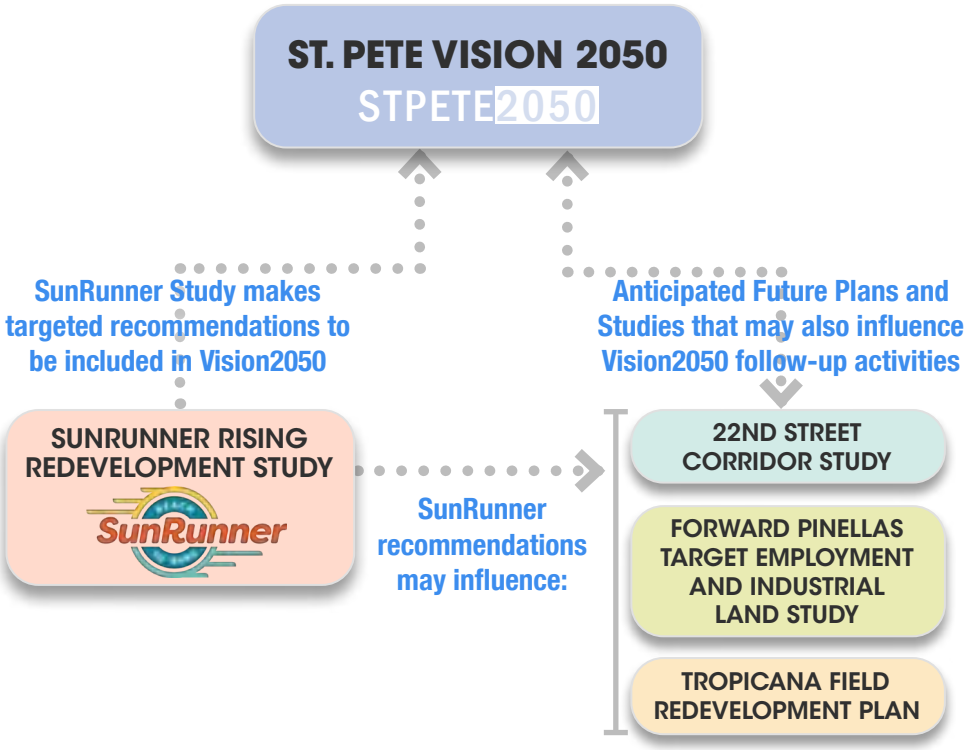
Equity Objective: Ensure that the SunRunner BRT stations and station area improvements can be accessed and enjoyed by all through investment in public projects, services, and mobility infrastructure

City of St. Petersburg and PSTA Action: Leverage the funding strategies provided in the previous section of this chapter to fund the mobility and public works projects recommended by this study. Sidewalk connections, multimodal transportation options (i.e. scooters and bikes), and other transportation investments that enhance connectivity to the SunRunner stations should be prioritized. See the station area profiles for more detailed mobility and public infrastructure recommendations.

Ongoing Planning Efforts

The SunRunner Rising Development Study considered many of the ongoing planning efforts and planned projects in the redevelopment vision for the SunRunner corridor, and in turn, this study should be coordinated with and influence ongoing planning efforts and planned projects throughout the corridor. The station area redevelopment vision and implementation plan present adaptable solutions based on each station area's current place type, TOD readiness, and market potential. It should be noted that as the recommendations set forth by this study are implemented and development unfolds within and around the SunRunner station areas, station area characteristics and conditions will change, necessitating re-evaluation and additional recommendations over time.

The below flow chart illustrates the relationship between the SunRunner Rising Development Study, St. Pete Vision 2050 and anticipated future plans and studies. Recommendations from the SunRunner Rising Development Study will be incorporated as appropriate into the St. Pete Vision 2050 planning efforts to update the City of St. Petersburg's Comprehensive Plan and Land Development Regulations. The SunRunner vision and St. Pete Vision 2050 encourage consistency between the SunRunner Rising recommendations, Vision 2050 objectives, and those that will result from ongoing and future planning efforts that seek to improve transit-oriented development opportunities throughout Pinellas County. The iterative and coordinated nature of the SunRunner Rising Development Study and other planning efforts highlights the importance of continued public engagement and collaboration amongst City and County agencies. As Land Development Regulations are updated, new development and public infrastructure projects are proposed, and future studies are initiated to achieve the recommendations included in this study, public engagement and inter-agency collaboration will be critical to the overall success of these efforts.



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SunRunner Rising Development Study

Volume I: St. Petersburg East

SunRunner Rising Development Study

Volume II: St. Petersburg West

Station Areas:

- 40th Street
- 49th Street
- 58th Street
- 66th Street

DRAFT APRIL 1, 2022

ACKNOWLEDGMENTS

The Pinellas Suncoast Transit Authority (PSTA) developed this Transit-Oriented Development (TOD) Strategic Plan, known as the SunRunner Rising Development Study, with major funding assistance provided by the Federal Transit Administration (FTA) TOD Pilot Program, and matching funds by PSTA, Forward Pinellas and the City of St. Petersburg. The TOD Strategic Plan is intended to assist the cities of St. Petersburg, South Pasadena and St. Pete Beach by providing community-supported land use strategies, equitable economic development plans and programs, and a county-wide framework for TOD in Pinellas County. Plan strategies will reflect the unique character, land use conditions and community feedback in each of the three local jurisdictions and are positioned to capture their respective development opportunities. The project partners acknowledge and appreciate the collaborative efforts and valuable input provided by the stakeholders, businesses, neighborhood residents and concerned citizens.

st.petersburg

FORWARD PINELLAS

PSTA

Prepared by:

Kimley»Horn

St. Petersbu

Table of Contents

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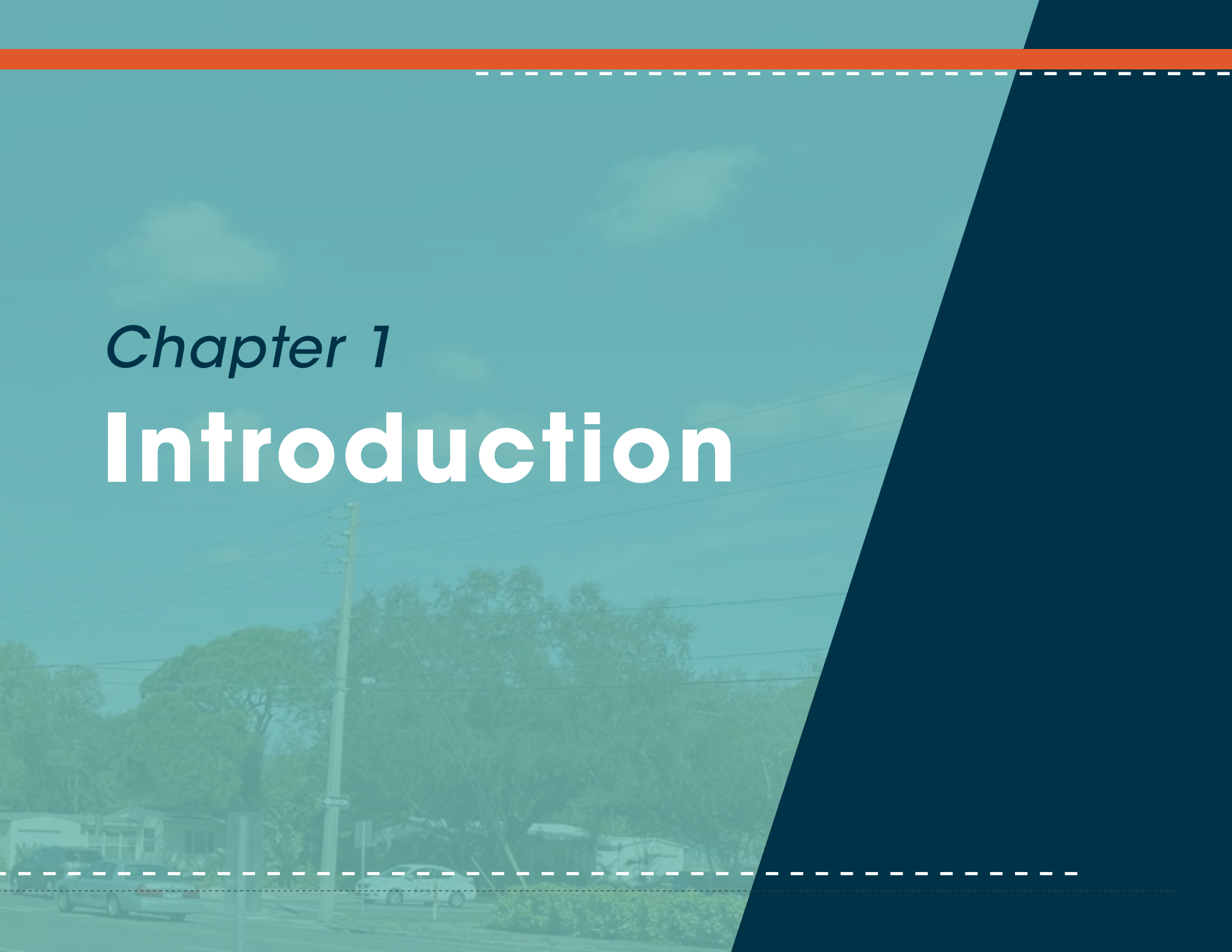


Chapter 1

Introduction

INTRODUCTION

Purpose of the Study

The SunRunner Rising Development Study establishes an integrated land use and transportation implementation strategy for transit-supportive development and infrastructure along the 10-mile corridor of the SunRunner Bus Rapid Transit (BRT) project. The study is a federally funded project through the Federal Transit Authority (FTA)'s Transit-Oriented Development Pilot Program and was facilitated by the Pinellas Suncoast Transit Authority (PSTA) in partnership with the City of St. Petersburg, the City of South Pasadena, and Pinellas County's Metropolitan Planning Organization, Forward Pinellas. The study provides recommendations for 10 station areas to support the SunRunner BRT investment, promote ridership, and assist the cities of St. Petersburg and South Pasadena[1] in providing land use strategies and equitable economic principles and recommendations that are a product of the community's vision for the station areas. Plan strategies reflect the unique character, land use conditions and community-informed vision in each of the local jurisdictions and are tailored to capture their respective development opportunities.

Development of SunRunner BRT

This study focuses on the land use and mobility implications around the SunRunner's 30 stations, but recognizes the history of the development of the SunRunner and the opportunity it presents the Tampa Bay region as the first BRT line. The SunRunner Bus Rapid Transit (BRT) project completed the first step toward federal and state funding support in 2007. This funding support, afforded through the Federal Transit Authority Capital Investment Grant (FTA CIG) program, is for the design and construction of the BRT corridor and station infrastructure. The Central Avenue Corridor Alternatives Analysis evaluated three options and resulted in the locally preferred alternative (LPA) that led to today's SunRunner BRT alignment. The 10-mile BRT corridor, connecting downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach, was submitted as an FTA Small Starts project in Fall 2019 and was awarded funding in Summer 2020. Shortly after, construction began on the corridor and station infrastructure. Receiving this grant for transit infrastructure is a testament to the future service's ability to serve the surrounding communities and make effective connections to the region. The purpose of the SunRunner BRT line is to be a safe, convenient and fast transportation connection for residents, workers and visitors between downtown St. Petersburg and the City of St. Pete Beach. The rapid connection will serve close to 50,000 jobs and 40,000 residents and more than 20 other bus routes providing local and regional connections between the bayfront and the gulf beaches.

1 The three station areas included within the City of St. Pete Beach's jurisdictional boundaries fall outside the scope of this study. They have been assigned a place type and TOD readiness score (described in more detail later in this report), but they were omitted from the station area plans and policy recommendations.

Components of Transit-Oriented Development (TOD)

The outcomes of the SunRunner Rising Development Study include recommendations that are tailored to each station area and provide a flexible framework that can be adjusted and modified as development gains momentum and these areas evolve over the years to come. Strategies and recommendations center around developing Transit-Oriented Development (TOD) supportive policy, providing a diversity of housing and economic opportunities through equitable development strategies, preserving neighborhood character and creating neighborhood transitions, and enhancing mobility and access to and from stations.

Each municipality will be responsible for implementing policy recommendations: the City of St. Petersburg will fold station area policy recommendations into the St. Pete 2050 Plan, while the City of South Pasadena may consider formal adoption of the policies related to its station areas via this planning effort. Recommendations made throughout the corridor may also have county-wide implications and can be leveraged by PSTA, Forward Pinellas, and other cities for future transit corridors.

St. Petersburg

Corridor Context

The SunRunner corridor comprises 30 stations along a 10-mile corridor that connects Downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach. Station areas are defined by a quarter-mile buffer around each station along the BRT corridor. This quarter-mile buffer was used as the study area for all levels of analysis with the exception of policy and regulatory recommendations, which apply to a more focused area that only includes parcels within each station area that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. The purpose of this differentiation is to focus development around the stations initially and look at the bi-directional opportunity for people to travel.

An important principle within the study is that the recommendations for each station area are not a "one-size fits all." The SunRunner corridor stretches across the width of the County peninsula with differing physical, economic, and regulatory conditions. These differences are captured and celebrated through the Place Type classifications, which categorize station areas by existing and envisioned common characteristics relating to character, land use and mobility. The Place Type Characteristics and Guidelines provide a framework for the development of policy and regulatory updates that are appropriate to the size and scale of development anticipated to occur in station areas with similar features. The Place Type Characteristics and Guidelines analysis is further defined in **Chapter 2** and **Appendix C**.

DOWNTOWN

High-rise buildings, **mix of uses, employment,** high **walkability** and **bikeability,** and **multimodal connections.**

URBAN

High to medium-rise buildings, **mix of uses,** high **walkability** and **bikeability,** and **multimodal connections.**

VILLAGE

Medium to low-rise buildings, **mix of uses, shopping and retail** center, **small-scale office, residential character,** and fewer multimodal connections.

NEIGHBORHOOD

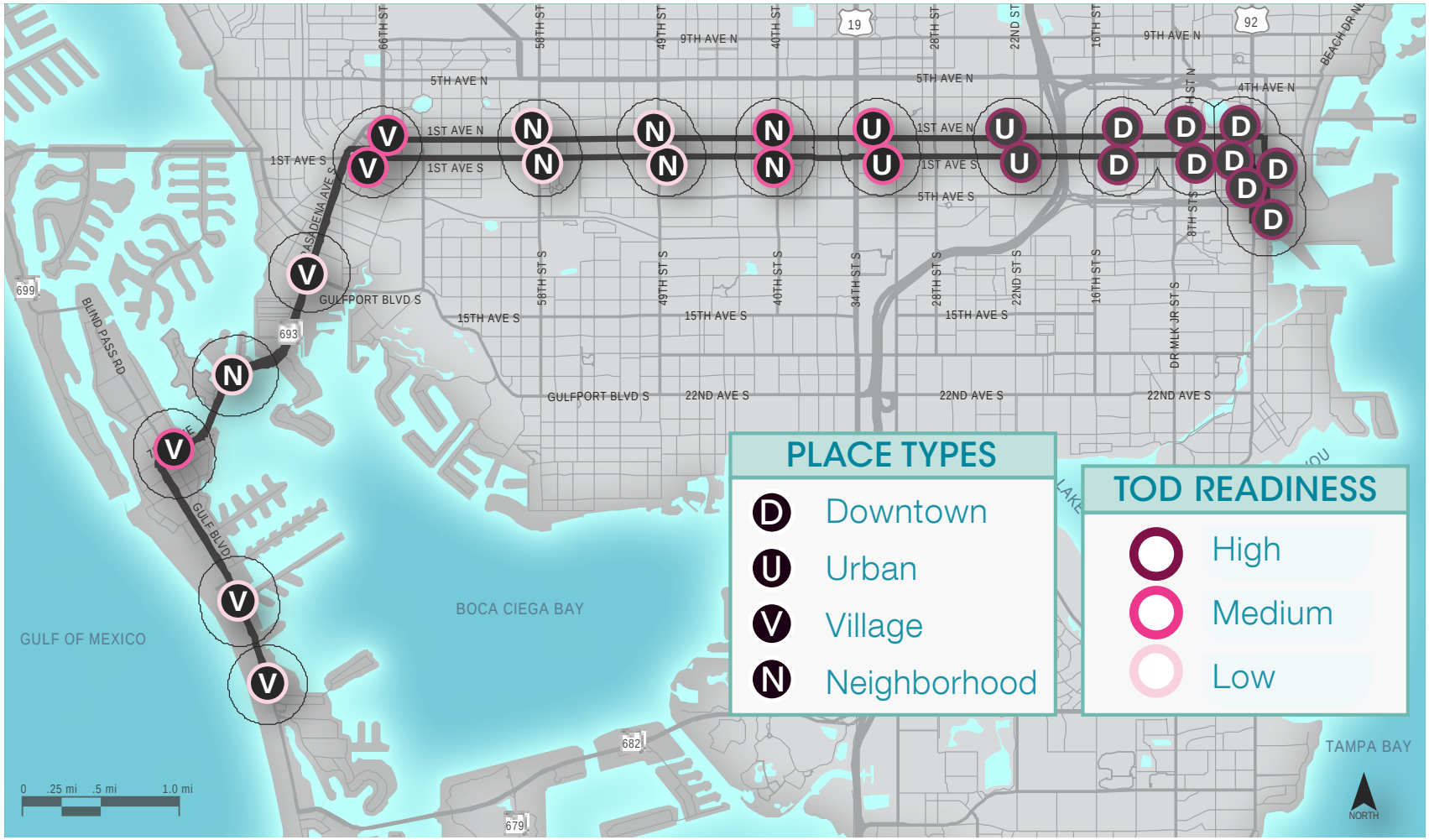
Low-rise buildings, **neighborhood retail, residential character,** and fewer multimodal connections.


58th Street Station Area
40th Street Station Area
22nd Street Station Area
66th Street Station Area
49th Street Station Area
32nd Street Station Area
Downtown West Station Area
Downtown East Station Area
Gulfport Blvd/ Sunset Dr Station Area
Sun Island Dr Station Area
Boca Ciega Dr Station Area
55th Ave Station Area
Beach Access Station Area
PLACE TYPES
Downtown
Urban
Village
Neighborhood
BOCA CIEGA BAY
GULF OF MEXICO
TAMPA BAY
GULFPORT BLVD S
1ST AVE N
1ST AVE S
5TH AVE S
15TH AVE S
22ND AVE S
9TH AVE N
5TH AVE N
4TH AVE N
PASADENA AVE S
BLIND PASS RD
GULF BLVD
BEACH DR NE
DR MLK JR ST S
0 .25 mi .5 mi 1.0 mi
NORTH

St. Petersburg

Corridor Context

The TOD Readiness evaluation further informs the recommendations for each station area by analyzing the extent to which market conditions in each station area are equipped to support Transit-Oriented Development in the near term (next three to seven years). The TOD readiness evaluation reviewed land development potential, market conditions, and existing and planned mobility infrastructure within each station area to measure the market's readiness for transit supportive development at the time of this study. While the Place Type and TOD Readiness evaluation can be looked at in tandem (see map below), it is important to note that they are not directly correlated. The Place Type classification speaks to the current and envisioned characteristics of a station area over the long term, while the TOD Readiness score is a dynamic evaluation focused on the short term that may and will likely evolve as development occurs, TOD-supportive policies are enacted, and station area visions comes to fruition. The TOD Readiness Analysis is further defined in **Chapter 2** and **Appendix C**.



Station Area Plan Concepts

Station Area Profiles, presented in Chapter 4 of this study, describe the existing conditions and characteristics, development potential, redevelopment vision, and implementation plan for each station area. The recommendations and implementation plans initially focus on the quarter-mile radius around each station in order to create a transit-supportive, multimodal environment, with a focus on connectivity to surrounding businesses and neighborhoods, that will accommodate the SunRunner BRT investment and achieve the station area vision. These recommendations and implementation strategies should be expanded over time and re-calibrated for a broader area as station areas achieve a critical mass and experience continued market pressure.

Volume II of the SunRunner Rising Development Study Implementation Plan addresses the redevelopment opportunities and community vision for the four station areas in the western portion of the SunRunner corridor, from 40th Street to 66th Street. Volume I, which addresses the Downtown East through 32nd Street station areas, and Volume III, which addresses the two station areas in the City of South Pasadena, are provided under separate cover.

SunRunner Rising Development Study

Station Areas

Volume 1	Volume 2	Volume 3
Downtown East	40th Street	Gulfport Blvd/ Sunset Drive
Downtown West	49th Street	Sun Island Drive
22nd Street	58th Street	
32nd Street	66th Street	

OUTCOMES

The goal of the Station Area Plan Concepts is to create an implementation strategy that focuses on three key objectives:

- **Recommend policies and regulations that support the SunRunner BRT investment and the community's vision for the station areas.**
- **Create walkable and bikeable infrastructure that provides connections to get people safely to and from the stations.**
- **Develop partnership and funding strategies to support the SunRunner BRT investment and achieve the station area vision.**

How to Navigate this Document

Volume II of the SunRunner Rising Development Study is organized in the following sections:

Chapter 2) Place Type Overview & TOD Readiness Evaluation

The Place Type Overview describes the overall characteristics of the two place types that are applied to the eastern portion of the SunRunner corridor: Downtown and Urban. Two place type overlays, Medical/Innovation and Entertainment/Hospitality, are also applied to certain station areas to provide special considerations for characteristics unique to those areas. The TOD Readiness Evaluation provides an overview of each station area's current ability to support the SunRunner BRT investment based on current market activity and characteristics.

Chapter 3) Stakeholder & Community Engagement

This section contains a summary of stakeholder and community engagement throughout the SunRunner Rising Development Study.

Chapter 4) Station Area Profiles

- 40th Street
- 49th Street
- 58th Street
- 66th Street

The Station Area Profiles describe:

- Existing conditions and characteristics: Photos to show the existing character, landmarks, and uses within the station area; station area Place Type and TOD Readiness score; Opportunities and challenges identified in each station area that impact recommendations and implementation strategies; Demographic data within the station area that has an influence on improvements and recommendations.
- Development potential: A map showing areas of stability to show where redevelopment is unlikely to occur; A map showing potential parcels for redevelopment using various metrics.
- Redevelopment Vision: Phasing diagrams and conceptual renderings that illustrate the station area vision and place type guidelines.
- Implementation Plan: A key strategies checklist that summarizes the recommendations to support TOD and the SunRunner BRT investment; Tools for redevelopment including regulatory, infrastructure, and funding/partnership recommendations to achieve the station area vision; Equitable development considerations for achieving the station area vision.

  This section provides guidance for implementing the recommendations and outlines a corridor-wide equitable development strategy to ensure the SunRunner BRT investment provides opportunity for all. Also included are considerations for future studies that can further support the SunRunner BRT investment, promote ridership, enhance economic development and equity, and achieve the overall redevelopment vision around the station areas.

Chapter 5) Next Steps

A call to action that explains how this document can be leveraged by stakeholders and elected officials to achieve the vision for the SunRunner corridor. Provides corridor funding strategies that discuss funding the entire SunRunner BRT corridor and potential partnerships that can facilitate the redevelopment vision for the station area. Outlines corridor-wide equity considerations. Also includes an explanation of the synergistic relationship between this study and other ongoing planning efforts and how to apply this framework to other transit investment and TOD opportunities throughout Pinellas County.

Appendices

The appendices listed below are provided under separate cover and can be referenced to provide additional information and understanding of the SunRunner Rising Development Study process.

- **Appendix A - TOD Best Practice Guide:** Reviews TOD programs, policy, and strategies from eleven municipalities across the country and identifies best practices for planning, designing, and implementing successful TOD in the SunRunner corridor.
- **Appendix B - Corridor-Wide Existing Conditions:** Documents the corridor character and mobility network for the five sub-districts of the SunRunner corridor: Downtown St. Petersburg, Union Central and Grand Central, Central Avenue West, South Pasadena, and St. Pete Beach. Evaluates the strengths, opportunities, and constraints that exist along the corridor and identifies Opportunity and Focus Areas based on the existing conditions analysis.
- **Appendix C - Place Type Guidelines and TOD Readiness:** Provides the corridor-wide analysis of place type characteristics and TOD readiness evaluation scores for all station areas.
- **Appendix D - Demographic and Economic Profile with Equity Analysis:** Provides demographic and employment characteristics and annual retail sales and potential "recapture" opportunities along the SunRunner corridor. This data is then analyzed through an equity lens to identify areas along the corridor that are vulnerable to displacement, have the least access to neighborhood resources and jobs, and are home to transit-dependent groups.
- **Appendix E - Real Estate Market Conditions:** Evaluates the market performance of specific land uses, such as housing, workplace, retail, and hotel in the SunRunner corridor.
- **Appendix F - Value Capture & Funding Strategies Memo:** Evaluates the economic impact and potential value creation of Bus Rapid Transit and transit-supportive development. Provides strategies and grant opportunities for funding the infrastructure investments recommended in the station area plans.
- **Appendix G - Business Assistance Plan:** Identifies the needs of businesses along the SunRunner corridor related to construction activity communication, business promotion, financial, and technical support, and provides contact information for agencies who can support current and future business owners along the SunRunner corridor in order to promote equitable economic development.
- **Appendix H - Policy and Regulatory Assessment:** Provides an overview of existing policies and regulations within the station areas and an evaluation of the degree to which they support TOD and the SunRunner BRT investment. Equitable development strategies, policy recommendations, and regulatory tools are provided to support city staff and elected officials in achieving the community-wide station area vision.
- **Appendix I - Infrastructure Assessment Memo:** Evaluates the ability of the City of St. Petersburg and City South Pasadena's current water and wastewater infrastructure to serve redevelopment and land uses as described in the station area plans.

How To Use This Document

This document is intended for use by city, county, and transit agency staff, elected officials, residents, civic organizations, business owner, property owners, and the development community.

City Staff

Use this study as a best practice guide to develop land development regulations, policies, and infrastructure investments that will achieve the station area vision, yields the greatest community benefit based on the SunRunner BRT investment, and guides development in a way that enhances equity, connectivity, and accessibility within the station areas and beyond.

MPO & Transit Agency Staff

Use this study as a framework for future BRT corridor plans and transit investment opportunities.

Elected Officials

Use this study as a guide to the community's vision and redevelopment potential for the station areas to inform policy and budgetary decisions that will bring economic, community-building, housing, and multimodal opportunities to the community.

Residents and Civic Organizations

Use this study as a citizen's manual to understand how the SunRunner BRT investment and future station area redevelopment presents opportunities for your community, to ensure your corridor-wide and station area visions are fully implemented by city staff and your elected officials, and to guide your engagement on issues that matter to you (e.g. transportation options, affordable housing, neighborhood character, etc.).

Business Owners, Property Owners & Developers

Use this study as an investment guide to capitalize on the SunRunner BRT investment in a way that supports the community vision for the corridor, follows the recommended development standards, and enhances the overall potential of both the SunRunner investment and yours.


West Central
SHOPPING CENTER
Welcome Center
The Vinoy
Grand Central District
St. Pete Pier
Dali Museum
Pinellas Trail
Childs Park
Transfer Station
Tropicana Field
The Dueces Live
Innovation District
USF
S. Pasadena
St. Pete Beach
The Don CeSar

St. Petersburg

Chapter 2

Place Type Overview & TOD Readiness

PLACE TYPE OVERVIEW & TOD READINESS

Place Type Guidelines

The Place Type and Overlay Guidelines outline a vision for each station area based on common characteristics relating to density, infrastructure, and overall character. The Place Type classification was borne of the recognition that current and future development along the SunRunner corridor is not homogeneous and therefore development guidelines and recommendations should differ based on the community character, market potential, mobility needs, and size and scale of development expected to occur within the station areas. Four place types were developed to acknowledge the differences in character and development patterns around the station areas: Downtown, Urban, Village, and Neighborhood. Two Place Type Overlays, Medical/Innovation and Entertainment/Hospitality, are used to further address unique characteristics of specific station areas. These typologies address seven components that affect the built environment: Land Use Mix; Building Placement and Orientation; Building Types and Heights; Street Type and Pattern; Mobility, Parks, Public Spaces, and Civic Infrastructure; and Land Potential, Market Potential, and Access. This volume of the SunRunner Rising Development Study includes the Downtown and Urban Place Types and both Place Type Overlays.

The Neighborhood Place Type is applied to the 40th Street, 49th Street, and 58th Street station areas and the Village Place Type is applied to the 66th Street station area. A summary of characteristics related to each typology is provided in the figure to the right and on the following page. **Appendix C** can be referenced for the complete Place Type Guidelines analysis.

VILLAGE Mixed Destination & Origin Stations	**NEIGHBORHOOD** Travel Origin Stations
LAND USE MIX	
Supporting equitable retail, residential, open space/parks	Residential, parks and open space, supporting equitable retail
BUILDING PLACEMENT AND ORIENTATION	
Minimum-moderate setbacks from street	Moderate-large setbacks from street
BUILDING TYPES AND HEIGHTS	
Medium-low rise buildings, residential, office, retail, restaurants, and commercial buildings. Range of housing.	Medium-low rise buildings, residential, office, retail, restaurants, and commercial buildings. Range of housing.
STREET TYPE AND PATTERN	
Grid street pattern, block sizes vary, main streets and corner stores, on and off-street parking	Grid street block patterns, block sizes vary, shopping centers, off-street parking
MOBILITY	
Moderate pedestrian and bicycle activity, frequent crossings, transit connections, shared multimodal facilities	Moderate multimodal connections
PARKS, PUBLIC SPACES, AND CIVIC INFRASTRUCTURE	
Neighborhood parks, playgrounds, trails, parklets, schools, libraries, recreation facilities, health centers, temporary markets, public art	Neighborhood parks, playgrounds, trails, parklets, schools, libraries, recreation facilities, health centers, temporary markets, public art
LAND POTENTIAL, MARKET POTENTIAL, AND ACCESS/EQUITY	
Attainable housing and senior housing incentives, preservation of naturally-occurring affordable housing, infill and incremental development, shared office and retail spaces, incentives for start ups	Attainable housing and senior housing incentives, preservation of naturally-occurring affordable housing, infill and incremental development, shared office and retail spaces, incentives for start ups, local convenience stores and restaurants

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St. Petersburg

TOD Readiness

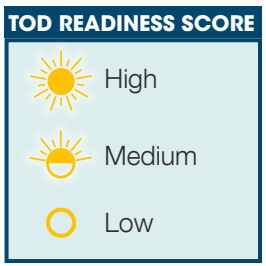
The TOD Readiness Evaluation analyzes each station area's current ability to support the SunRunner BRT investment based on their current development, market, and mobility characteristics. The TOD readiness score is a dynamic evaluation tool that can be updated periodically to reflect the SunRunner corridor's station evolving conditions, and can also be calibrated and applied to other corridors in Pinellas County that seek to invest in TOD. Station areas received a score of high, medium, or low, which can be interpreted as follows:

- **High:** Station area currently demonstrates place type characteristics, opportunities exist for infill and redevelopment, above average market conditions, possesses existing mobility infrastructure to support transit.
- **Medium:** Station area shows some of the place type characteristics, includes mid-term plans for redevelopment, average market conditions, identifies specific need for mobility infrastructure improvements.
- **Low:** Station area shows limited place type characteristics and potential long-term redevelopment, and additional planning is needed for mobility infrastructure improvements.

A summary of the evaluation results for the four station areas included in this volume of the SunRunner Rising Development Study is provided below. Please reference **Appendix C** for the complete TOD readiness analysis and explanation of the criteria used to determine the TOD readiness scores.

These results show that the 40th Street, 49th Street, 58th Street, and 66th Street station areas are in need of several regulatory changes and infrastructure improvements to support the SunRunner BRT investment. The 40th Street, 49th Street, and 66th Street station areas have a slightly stronger TOD readiness score than 58th Street due to their older building stock and land to building value ratio that is greater than 1, meaning there is some potential for transit-supportive redevelopment. All of the station areas have a strong walkshed coverage but are in need of mobility improvements and multimodal facilities to create a more pedestrian-friendly environment. Additionally, all of the station areas have a low number of vacant parcels and low market potential, thus presenting challenges for redevelopment in this section of the SunRunner BRT corridor. Transit-oriented development will likely unfold along the eastern portion of the SunRunner BRT corridor first, where station areas have higher TOD Readiness scores, but this has the potential to catalyze development opportunities along the western portion of the SunRunner BRT corridor in the longer-term. In the interim, each area's TOD readiness score can be strengthened by leveraging the strategies presented within the station area plans.

	40TH STREET	49TH STREET	58TH STREET	66TH STREET
Overall TOD Readiness Score	Medium	Medium	Low	Medium
Development Potential	Medium	Medium	Low	Medium
Market Potential	Low	Low	Low	Low
Mobility	Medium	Medium	Medium	High




66TH ST
58TH ST
49TH ST
40TH ST
9TH AVE N
5TH AVE N
1ST AVE N
1ST AVE S
66th Street Station Area
58th Street Station Station Area
49th Street Station Area
40th Street Station Area
58TH ST S
49TH ST S
40TH ST S
15TH AVE S
N
0
0.25mi
0.5mi

St. Petersburg

Chapter 3

Stakeholder & Community Engagement

STAKEHOLDER AND COMMUNITY ENGAGEMENT

Summary

The SunRunner Rising Development Study is the result of a robust collaborative process to understand the community's vision for redevelopment opportunities around each SunRunner station area. Community outreach efforts occurred throughout the 18-month study horizon and focused on stakeholder and small group meetings that could be effectively conducted on a virtual platform in light of the COVID-19 pandemic.

The first of the input sessions were the **Stakeholder Listening Sessions in Spring and Summer 2020**. These meetings included community entities such as local business owners, community groups/districts, neighborhood associations, community service centers, local institutions, and city government groups. These listening sessions were conducted to better understand existing challenges or desires within the SunRunner corridor. The discussions from these sessions informed the project team of priorities to consider and investigate as the study moved forward.

Two **Developer Forums were held in Spring and Fall 2021**, which elicited feedback from real estate professionals and developers. The outcome of these meetings determined desires for increased density and intensity within the SunRunner station areas and the extension of the station area from ¼ mile to a ½ mile, particularly in the Downtown and 22nd Street station areas. Other topics discussed during this meeting were flexible uses for industrial-zoned properties, affordable housing, funding strategies (Tax Increment Financing and Impact Fees), and attracting quality development along the corridor.

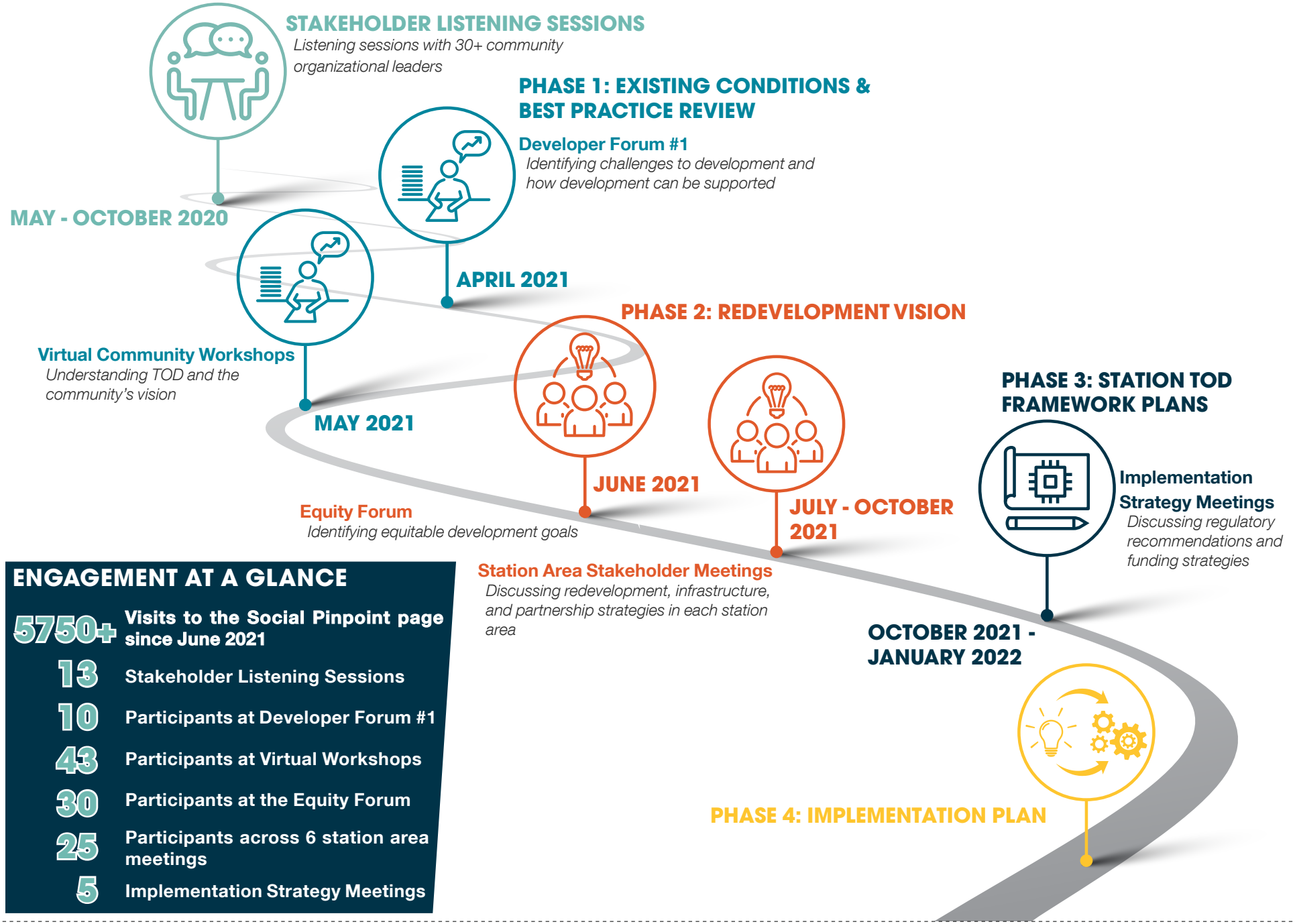
A series of **virtual community workshops were conducted in Spring and Summer 2021** to introduce the SunRunner Rising Development Study, goals and objectives of TOD, initial recommendations, and gathered input from community members about needs and desires within the station areas. Some main points that arose from these meetings were the importance of multimodal connections and connections to existing amenities like the Pinellas Trail. Additionally, many community members recognized the importance of adding more affordable housing throughout the corridor. Community members were open to increased densities and building heights, as long as existing neighborhood character is preserved, and step backs or transitions are required in the land development regulations.

An **Equity Forum was held virtually in Summer 2021** with a focus on affordable housing. This meeting largely centered around the 22nd Street station area due to the connection to the Deuces Live district and 22nd Street South. As a result of this forum, it became clear an additional study should be conducted for the 22nd Street South area to address mobility challenges, social inequities, and redevelopment potential.

Additional **Station Area Stakeholder Meetings were conducted in Summer and Fall 2021**. The purpose of these meetings was to present initial recommendations to community members who had particular interest in specific station areas. These meetings were grouped into six areas of interest: (1) Downtown, (2) 22nd Street, (3) Union Central (32nd Street), (4) West St. Pete station areas, (5) South Pasadena station areas, and (6) meeting with Council of Neighborhood Associations (CONA) that focused on all station areas. The feedback received from these meetings further refined the station area planning and recommendations.

An online map depicting the SunRunner corridor was launched and made available for the public to leave comments and respond to others' comments in June 2021. As of March 2022, the site has generated 5,753 visits from 2,531 unique users and 76 comments. Throughout these efforts, citizens, business owners, developers, and neighborhood associations shared their vision, concerns, and considerations for the SunRunner corridor and for specific station areas. While these conversations touched on many topics, a common thread was a desire to leverage this major infrastructure investment to create station areas that bring economic benefit, equity, and community-building to the places and people they will serve.

The Social Pinpoint project website was used to gather public feedback on existing issues and future ideas and improvements for the corridor.



ENGAGEMENT AT A GLANCE

5750+	Visits to the Social Pinpoint page since June 2021
13	Stakeholder Listening Sessions
10	Participants at Developer Forum #1
43	Participants at Virtual Workshops
30	Participants at the Equity Forum
25	Participants across 6 station area meetings
5	Implementation Strategy Meetings

St. Petersburg

Chapter 4

Station Area Profiles

STATION AREA PROFILES

Introduction

The Station Area Profiles present a context analysis for each station area that describes its existing character, land uses, notable landmarks, and planned improvements, and identifies opportunities for future redevelopment. Station areas were assigned a place type based on common characteristics relating to land-use mix, density, infrastructure, and overall character and given a TOD readiness score based on their development, market, and mobility potential. Each station area profile also includes an assessment of opportunities and constraints unique to the station, a comparative demographic analysis of the station area characteristics to the entire BRT corridor and County characteristics, and an appraisal of walkability and connectivity within the station area. An extensive demographic and economic profile and equity analysis that covers the entirety of the SunRunner corridor can be found in **Appendix D**.

A market-based approach was used to assess the potential for development in each station area and used inputs, such as transit-supportive zoning, vacant and publicly-owned parcels, surface parking, building age, and land and building value to identify parcels that are most viable for redevelopment. This analysis, along with the insights gleaned from community outreach efforts, informed the redevelopment vision for each station area. Conceptual renderings are provided to illustrate what the station area might look like once the redevelopment vision is realized. The redevelopment vision, map, and concept are accompanied by a redevelopment toolkit that identifies regulatory tools, infrastructure investments, and potential partnerships that can be used to achieve the station area vision.

Organization of the Station Area Profiles

The following illustrates the components within each station area profile. Each station area profile is presented in three sections: (1) Existing Conditions, (2) Redevelopment Vision, and (3) Implementation Strategies. The components of each section are described below.

1. Existing Conditions of the Station Areas

- Highlights the location of the station area on the SunRunner BRT corridor-wide map, describes predominant characteristics of the station area, and identifies notable features and landmarks
- Provides a snapshot of current station area conditions and identifies opportunities and challenges that can be addressed through the redevelopment vision and implementation strategies
- Outlines demographic data, describes walkability, characteristics, and presents the station area's place type and TOD readiness score, all of which inform the station area's potential for redevelopment
- Identifies parcels within the station area that are less likely to be developed/redeveloped, such as neighborhoods, historic districts/ landmarks, institutional uses, and parks
- Identifies parcels with the highest potential for redevelopment based on the station area's degree of transit-supportive zoning, vacant/ publicly-owned parcels, surface parking, building age, land to building value ratio, and areas of stability

2. Redevelopment Vision

- Describes how the parcels identified as having the highest potential for redevelopment can be transformed to support TOD in the station area, and identifies planned mobility improvements that will further support TOD and station area accessibility
- Presents a conceptual rendering to illustrate the station area redevelopment vision and highlights anticipated uses and amenities that are unique to the station area character, support the SunRunner BRT investment, and align with the community's vision

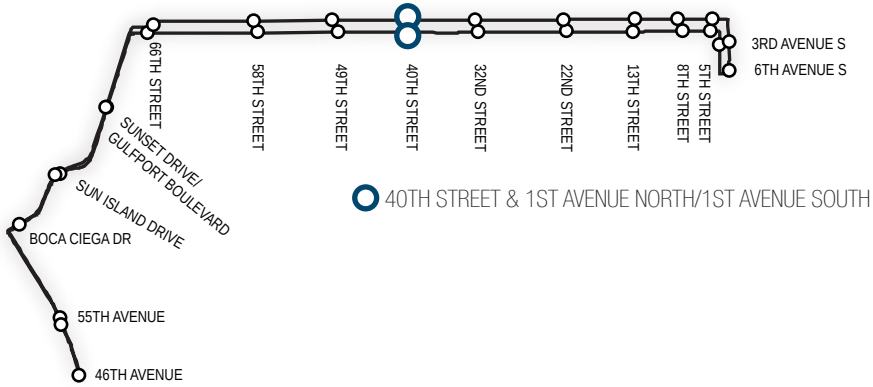
3. Implementation Strategies

- Provides an existing regulatory assessment, policy and regulatory strategies to support the station area redevelopment vision, and a buildout analysis to demonstrate how the proposed increase in density and intensity will affect land uses in the station area
- Recommends mobility infrastructure improvements and provides a utility infrastructure assessment that projects potential increases in demand and need for additional potable water and sanitary sewer capacity as a result of increases in density and intensity.
- Identifies partnership opportunities with local organizations, business owners and homeowners, public-private partnerships, and regional agencies that will support both the station area vision and overarching goals for the SunRunner BRT corridor

40TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is almost exclusively residential with the exception of commercial and service uses along Central Avenue and the 1st Avenues. The station area is made up of a traditional grid street network that creates walkable block sizes, however, there are sidewalk gaps in the surrounding neighborhoods.



The 40th Street station area consists mostly of single-family residential on north and south sides of the SunRunner corridor.

There are many buildings that are vacant or are ready for redevelopment that can support transit and the neighborhood.

Single-family houses are directly adjacent to both north and south sides of the SunRunner corridor.

Existing Station Area Conditions

Street view of the 40th Street station area looking northeast on Central Avenue

OPPORTUNITIES

- Existing transit-supportive zoning along core corridor that allows for greater densities and intensities
- Walkable block sizes
- Neighborhood supportive retail, restaurants, commercial, and services
- Parcels with aging structures
- Consider a neighborhood preservation plan for surrounding neighborhoods
- Significant Zero-Vehicle Household and No Car Commute populations

CHALLENGES

- Existing single-family within station area and along the 1st Avenues
- Commercial and mixed-use development is limited between the 1st Avenues

40TH STREET STATION AREA

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 40th Street station area. This station area has the largest minority population within the corridor at 52%. The median household income is below the County and corridor average and the No Car Commute and Zero-Vehicle Household percentages are also higher than the County and corridor averages. This indicates residents in this area rely on transit, walking, or biking to reach work or their other destinations.

The walkability and connections in this area are very good and most of the station area can be reached in a five-minute walk. The grid-block pattern creates manageable walking blocks and provides a connected network for all modes of travel. An opportunity for improved pedestrian facilities exists in filling in sidewalk gaps in surrounding neighborhoods.

89%
5-MINUTE WALK COVERAGE

52%
MINORITY POPULATION

12%
POPULATION OVER 65 YRS OLD

$41K
MEDIAN HOUSEHOLD INCOME

The 40th Street station area is identified as a Neighborhood Place Type. The Neighborhood station areas are anticipated to have the lowest densities and intensities, and incremental redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area contains many properties with aging buildings and already has TOD supportive zoning along Central Avenue, which is why the TOD Readiness Score is Medium for the 40th Street station area.

TOD READINESS SCORE

MEDIUM

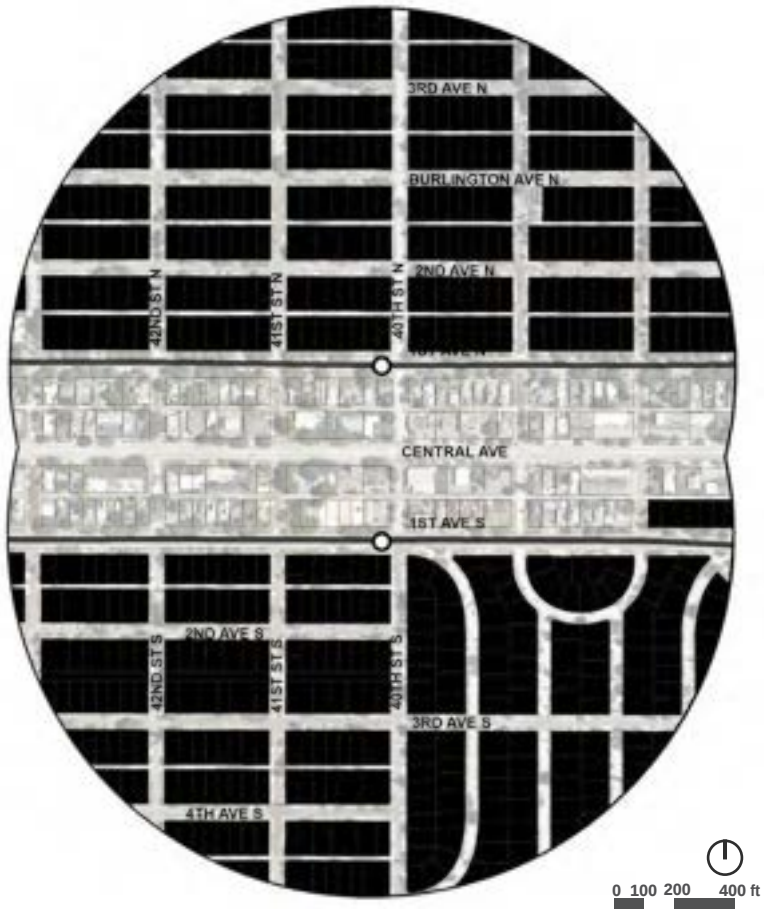
PLACE TYPE

N

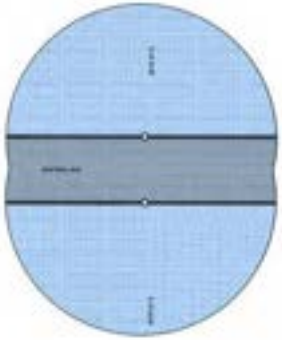
NEIGHBORHOOD

Components For Potential Development

Areas of stability, shown below, are less likely to change and are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area are the established residential neighborhoods that are north and south of the 1st Avenues.



Transit-Supportive Zoning



LOW HIGH

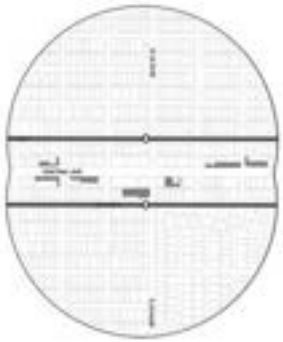
Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

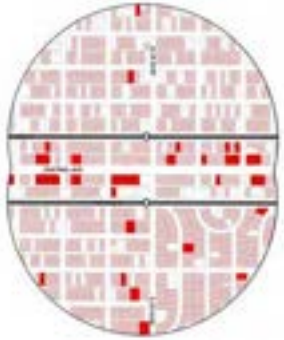
Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



Surface parking and under-utilized parking areas present opportunities for infill or denser development.

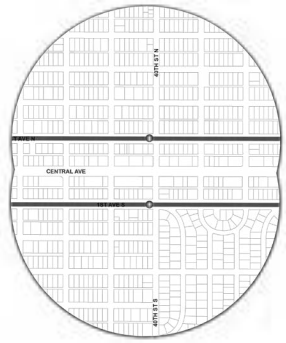
Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

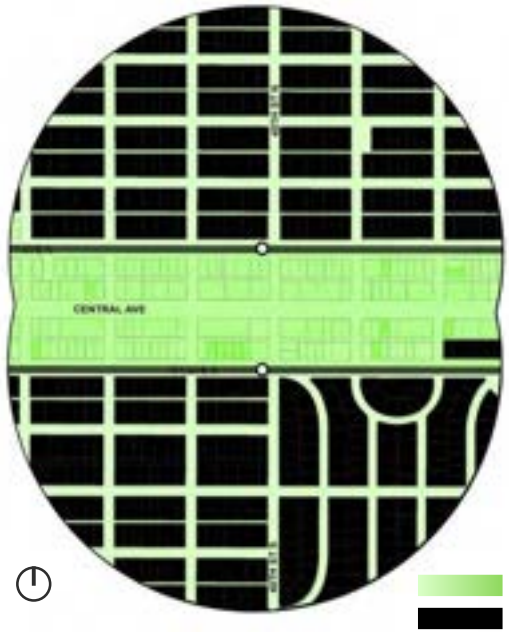
Land and Building Value



LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment



Parcels along Central Avenue and the 1st Avenues have the greatest development potential due to transit-supportive zoning, and parcels with aging structures.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. This removes established neighborhoods from parcels for potential redevelopment. The parcels with transit-supportive zoning, surface parking lots, vacant or publicly-owned properties, parcels with aging structures, and parcels with greater land value than building values have the most potential for redevelopment.

Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes occur, additional outreach will be conducted and will consider the character and scale of existing residences.

St. Petersburg

Redevelopment Vision

The Redevelopment Vision for this station area is focused on creating a neighborhood retail center that is concentrated at the SunRunner stations and along Central Avenue. The types of commercial development will be neighborhood-serving and fulfill local shopping and service needs for the surrounding neighborhoods. Streetscape improvements such as pedestrian-scale lighting, landscaping, and wider sidewalks are identified along Central Avenue to create a more walkable environment and further encourage redevelopment. Bike lanes are currently planned and funded for Central Avenue which will increase bicycle connectivity and provide economic opportunity for businesses along the corridor.

Bicycle facility improvements, as identified in the St. Pete Complete Streets Implementation Plan, are identified on the redevelopment vision map. These improvements will increase access to the SunRunner transit stations by bike from surrounding neighborhoods.

The images on the next page correspond with the vision map and provide examples of the types of improvements envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office, and/or Residential
- Retail, Restaurant, or Brewery/Bar
- Stable Development
- Streetscape Improvements
- Sidewalk and Pedestrian Connectivity Improvements

STATION AREA PLANNED IMPROVEMENTS

- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

Local, small-scale business and restaurants

Mixed-use development with retail, restaurant, and office space

Implement safe crossings from the surrounding neighborhoods to the SunRunner stations

Incorporate murals on blank buildings facades

St. Petersburg

40th Street Station Area Concept

The concept above depicts aspirational uses and activities for the 40th Street station area. The vision for this station area is incremental, mixed-use redevelopment that provides neighborhood-scale retail, restaurants, and services. This concept shows the intersection of Central Avenue and 40th Street facing north-northeast.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- NEIGHBORHOOD MARKETS
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS
- PUBLIC ART
- FOOD TRUCK PARKING

MOBILITY

- SUNRUNNER STATION
- CROSSING IMPROVEMENTS
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

Implementation: Policy and Regulatory

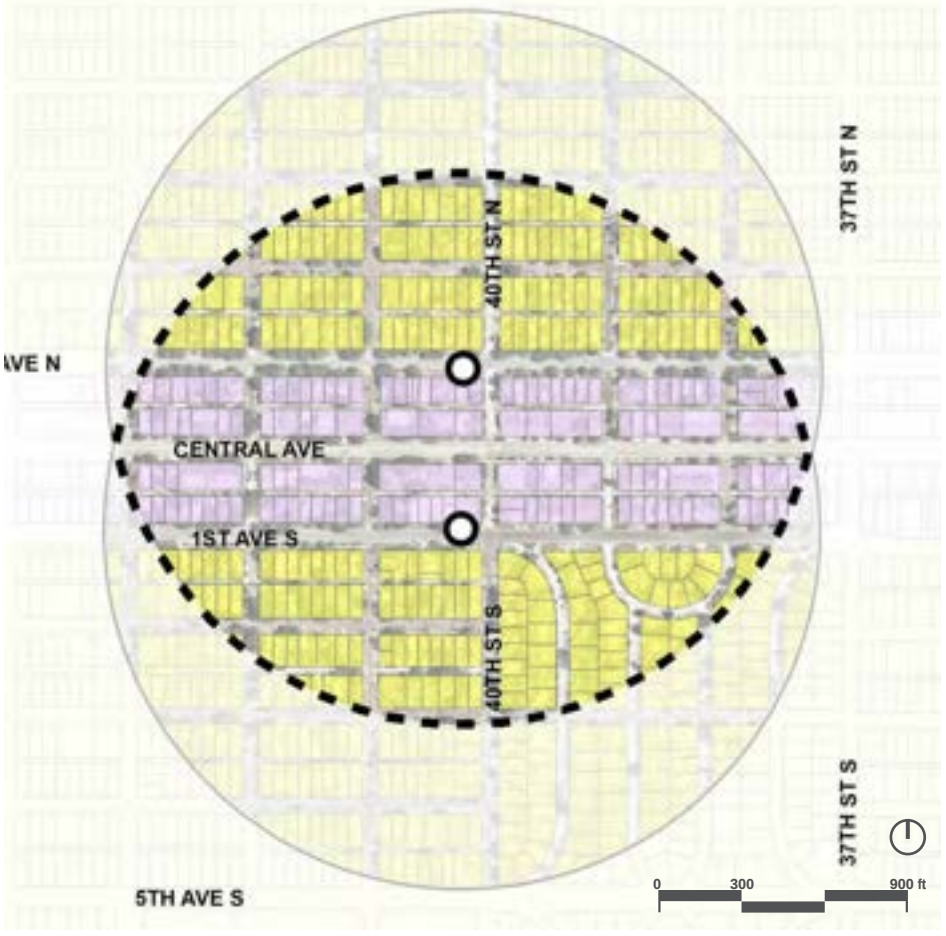
Overall Existing Regulatory Assessment

- Station area consists predominantly of single-family zoning (NT-2)
- Limited area for commercial/office/retail development
- Lack of multi-family and missing middle housing

Policy and Regulatory Strategies

- Rezone suburban classifications or apply a TOD overlay to commercial areas
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Encourage a mix of neighborhood commercial/retail and residential uses
- Reduction in required minimum parking and establish parking maximums

Existing Zoning



Note: As mentioned, the station area profiles analyzed areas within a quarter-mile from each station. The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. The purpose is to focus development around the stations initially and look at the bi-directional opportunity for people to travel.

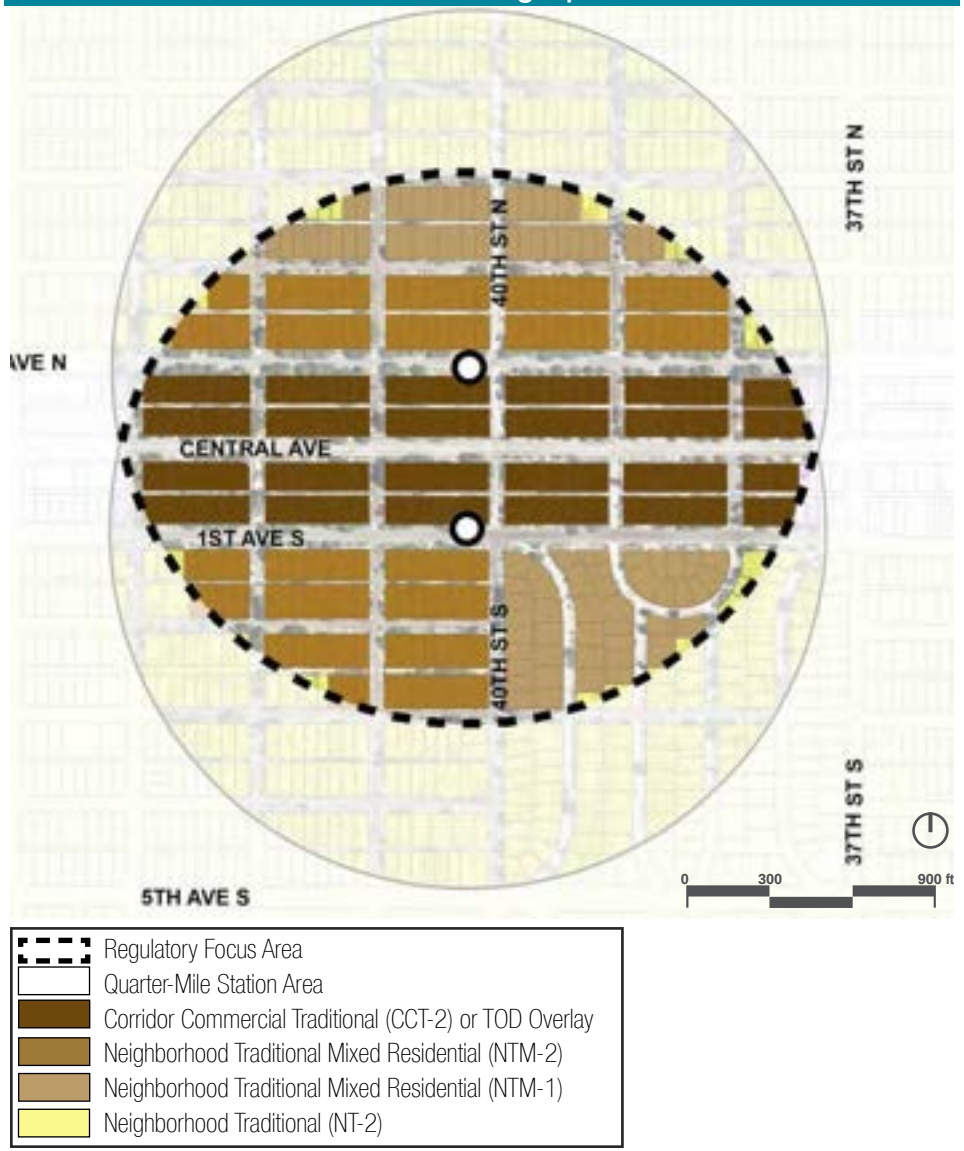
Policy and Regulatory Strategies (Continued)

- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Building heights range from one to six stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map:
  - Rezone CRT-1 within the quarter-mile station area to CCT-2 or a TOD Overlay
  - Rezone NT-2 within the quarter-mile station area to Neighborhood Traditional Mixed Residential (NTM) and engage the public

Existing vs. Proposed Densities and Intensities

	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-60	0.5-3.0

Potential Zoning Updates



Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the 40th Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	700 units	+300 units	+300 units	1,000 units
Non-Residential	165,000 SF	+184,000 SF	+210,000 SF	349,000 - 375,000 SF

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Utilize extra roadway and parking spaces for permanent parklets
- Implement wayfinding system to SunRunner stations and station amenities
- Consider lane elimination on Central Avenue and add on-street parking to support neighborhood retail and office uses
- Improve pedestrian facilities by implementing streetscape improvements along Central Avenue and filling sidewalk gaps in surrounding neighborhoods
- Encourage increase of bikeshare and micromobility hubs
- Implement street modifications consistent with the St. Petersburg Complete Streets Implementation Plan
- Encourage redevelopment on catalytic sites
  - Publicly-owned properties
  - Surface parking lots

Wayfinding signage

Planned Mobility Improvements

STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Utility Infrastructure

The station pair at 40th Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	700 Units	1,000 Units	700	1,000
Non-Residential[1]	165,000 SF	375,000 SF	50	113
		Total	**750**	**1,113**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	219,375	325,553	48%
Sanitary Sewer	282,555	419,312	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Encourage local business development and attract diverse businesses
- Support existing minority-owned businesses through partnerships with St. Pete Greenhouse and the City of St. Petersburg's Small Business Enterprise program. Businesses located in the South St. Petersburg CRA are also eligible for micro-loans and grants. See **Appendix G** for additional Business Assistance considerations.
- Partner with cultural agencies to offer discounted admission tickets for SunRunner users
- Implement Transit Allowances for private development and private entities
- Seek land acquisition opportunities for housing (consider public-private partnerships)
- Conduct small-area planning to engage neighborhood stakeholders and implement the redevelopment vision into the Comprehensive Plan and Land Development Regulations (LDRs)
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Central Oak Park Neighborhood Association
  - Childs Park Neighborhood Association
  - Disston Heights Neighborhood Association

49TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is a neighborhood commercial hub and 49th Street is a major connection to northern and southern neighborhoods and the cities of Gulfport and Pinellas Park. The current commercial uses and services along 49th Street and Central Avenue are primarily auto-serving with gas stations, and automotive repairs shops. Along Central Avenue are neighborhood-serving retail, offices, and services.

The 49th Street station area consists mostly of single-family residential and commercial uses centered on 49th Street, Central Avenue and the 1st Avenues.

There are many one-story commercial buildings, some vacant, along Central Avenue.

Single-family homes line both north and south sides of the SunRunner corridor.

Existing Station Area Conditions

Aerial view of the 49th Street station area looking east from 1st Avenue South

OPPORTUNITIES

- Existing transit-supportive zoning along core corridor that allows for greater densities and intensities
- Walkable block sizes and street grid
- Neighborhood supportive retail, restaurants, commercial, and services
- Parcels with aging structures
- Market demand for office and retail spaces

CHALLENGES

- Existing single-family within station area
- Non-transit supportive zoning along 49th Street
- Auto-oriented uses: gas stations, car wash, and auto mechanics
- Brownfield sites: laundromat, auto repairs, and gas stations

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 49th Street station area. This station area has a large minority population (39%), which is higher than the County and corridor averages. This area also has a larger youth population than other station areas in the corridor and is higher than the County average. The median household income is below the County and corridor average and the Zero-Vehicle Household percentage is also very low. This indicates this neighborhood consists of families with children and cars that may have limited disposable income that could benefit from transit, walking, and biking to cut down on vehicle costs.

The walkability and connections in this area are very good and most of the station area can be reached in a five-minute walk. The grid-block pattern creates manageable walking blocks and provides a connected network for all modes of travel.

88% 5-MINUTE WALK COVERAGE

39% MINORITY POPULATION

13% POPULATION OVER 65 YRS OLD

$43K MEDIAN HOUSEHOLD INCOME

The 49th Street station area is identified as a Neighborhood Place Type. The Neighborhood station areas are anticipated to have the lowest densities and intensities, and incremental redevelopment activity within the SunRunner corridor. This is further described on the next page in the Development Potential graphics. The station area already contains some TOD supportive elements, which is why the TOD Readiness Score is Medium for the 49th Street station area.

TOD READINESS SCORE

MEDIUM

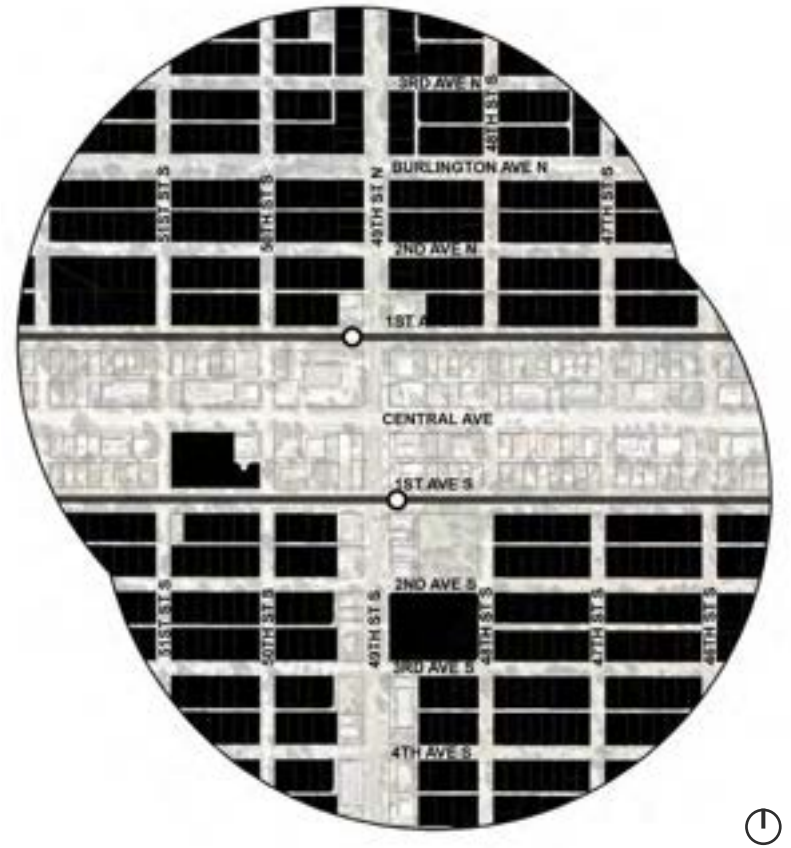
PLACE TYPE

N

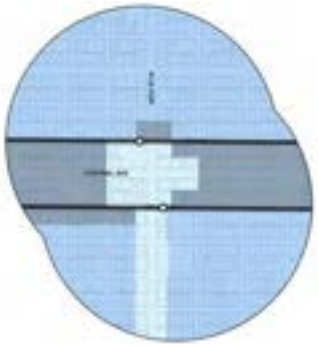
NEIGHBORHOOD

Components For Potential Development

Areas of stability, shown below, are less likely to change and are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: utility lots, churches, and established residential neighborhoods.



Transit-Supportive Zoning



LOW HIGH

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

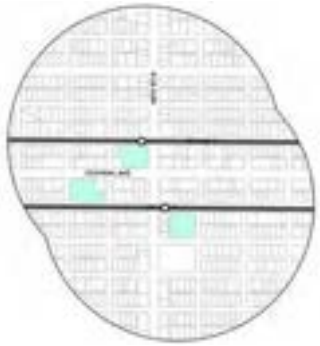
Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

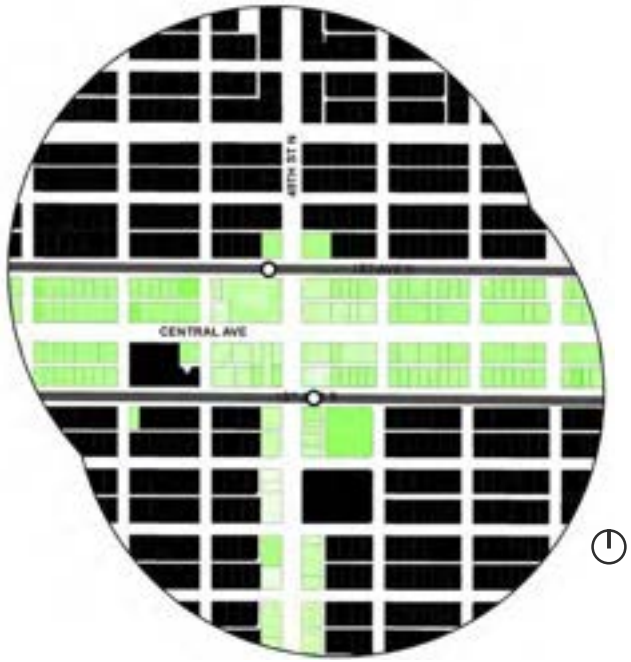
Land and Building Value



LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment



Potential for Redevelopment
Areas of Stability

Parcels along Central Avenue and the 1st Avenues have the greatest development potential due to transit-supportive zoning, vacant properties, and land value that is greater than building value.

Paired with the areas of stability, parcels with potential for redevelopment are narrowed down to parcels along Central Avenue, the 1st Avenues, and 49th Street. Particularly, the parcels with transit-supportive zoning, vacant parcels, and parcels with aging structures.

Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes occur, additional outreach will be conducted and will consider the character and scale of existing residences.

St. Petersburg

Redevelopment Vision

Redevelopment and new development will occur first near the SunRunner stations and the Central Avenue and 49th Street intersection. Over time, redevelopment will expand outward along Central Avenue and 49th Street. Central Avenue and 49th Street will serve as the neighborhood-retail center with mixed-use and retail developments on all corners of the intersection. Streetscape improvements such as wider sidewalks, pedestrian-scaled lighting, and landscaping along 49th Street and Central Avenue will create a more walkable environment. Bike lanes are currently planned and funded for Central Avenue which will increase bicycle connectivity and provide economic opportunity for businesses along the corridor.

The images on the next page correspond with the vision map and provide examples for the types of improvements envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office and/or Residential
- Retail, Restaurant, or Brewery/Bar
- Multi-Family Housing
- Low Density Multi-Family
- Streetscape Improvements
- Sidewalk and Pedestrian Connectivity Improvements
- Placemaking Opportunity

STATION AREA PLANNED IMPROVEMENTS

- Separated Bike Lane
- Shared Lane Marking/Neighborhood Greenway

Mix of uses along Central Avenue with a mixture of retail, restaurants, offices, and multi-family residential.

Local restaurants and breweries that serve the surrounding neighborhoods

Implement placemaking tools like intersection murals, gateway signage, or public art

Variety of housing options: missing middle housing, workforce housing, apartments, condominiums, and/or townhomes

St. Petersburg

49th Station Area Concept

The concept above depicts aspirational uses and activities for the 49th Street station area. The vision for this station area is incremental, mixed-use redevelopment that provides multi-family housing, restaurants, small office spaces, and neighborhood-scale retail and services. This concept shows an aerial view of the 49th Street station area looking east towards Downtown from 50th Street.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- NEIGHBORHOOD MARKETS
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS
- PUBLIC ART

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- Large setbacks within CCS-1 zoning that is not conducive to walkable development on 49th Street
- Large amount of single-family zoning (NT-2, NT-3) within station area with large setbacks
- Low densities and intensities along the 1st Avenues
- Height limitations along Central Avenue and the 1st Avenues
- Lack of multi-family and missing middle housing
- Existing auto-oriented uses (gas stations, car repair, etc.) within station area

Policy and Regulatory Strategies

- Rezone suburban classifications or apply a TOD overlay to commercial areas
- Consider additional updates to zoning outside the quarter-mile station area but within the half-mile station area
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Reduction in required minimum parking and set parking maximums
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Provide additional mix of commercial and office uses (including cafes, restaurants, breweries, retail) and residential uses
- Prohibit auto-oriented uses within the station area
- Building heights range from 1 to 6 stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets
- Reduction in required minimum parking and set parking maximums

Existing Zoning

Note: As mentioned, the station area profiles analyzed areas within a quarter-mile from each station. The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. The purpose is to focus development around the stations initially and look at the bi-directional opportunity for people to travel.

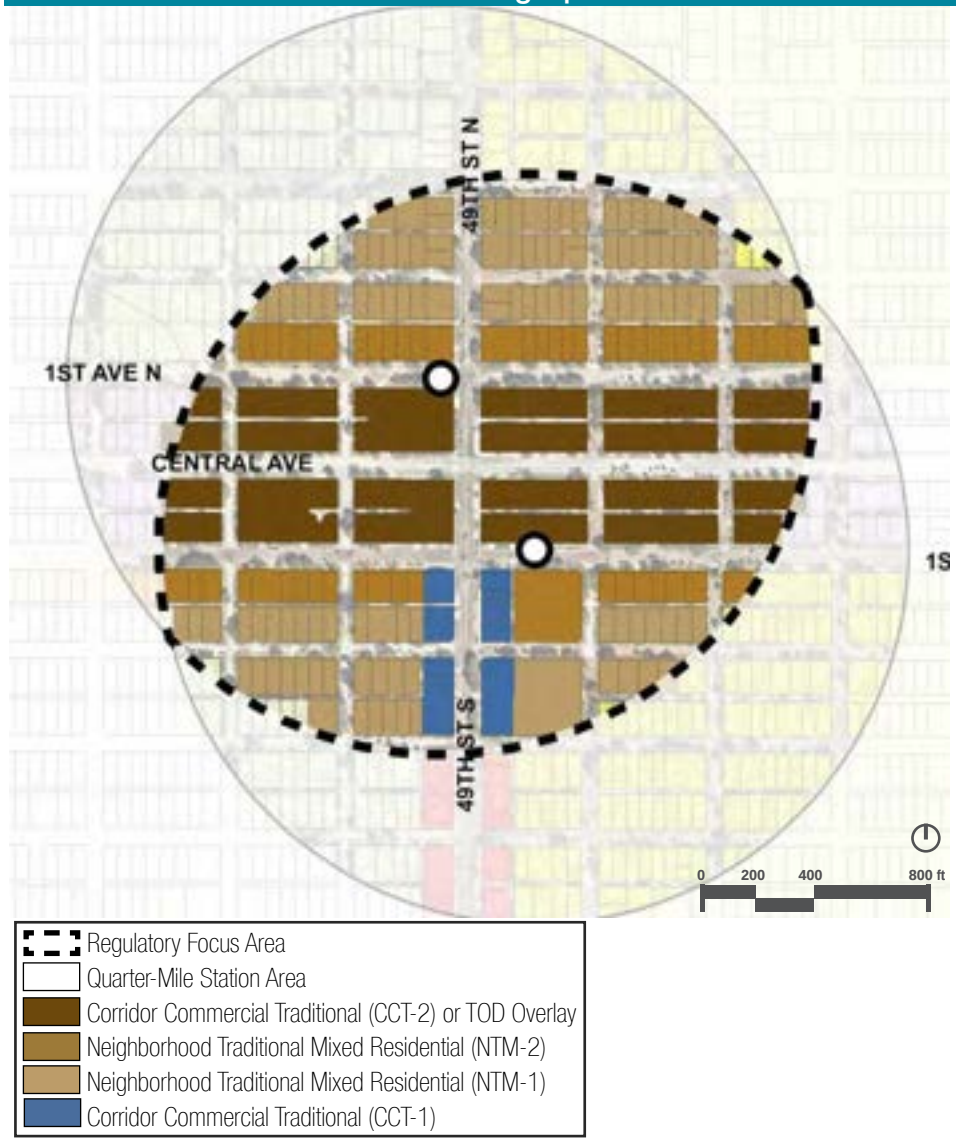
Policy and Regulatory Strategies (continued)

- Incentivize shared parking (district) location
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map:
  - Rezone CRT-1 within the quarter-mile station area to CCT-2 or a TOD Overlay
  - Rezone CCS-1 within the quarter-mile station area to CCT-1
  - Rezone NT-1, NT-2, NSM-1 within the quarter-mile station area to NTM

Existing vs. Proposed Densities and Intensities

	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-90	0.5-3.0

Potential Zoning Updates



Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the 49th Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	700 units	+200 units	+300 units	900 - 1,000 units
Non-Residential	274,000 SF	+234,000 SF	+305,000 SF	508,000 - 579,000 SF

Implementation: Infrastructure

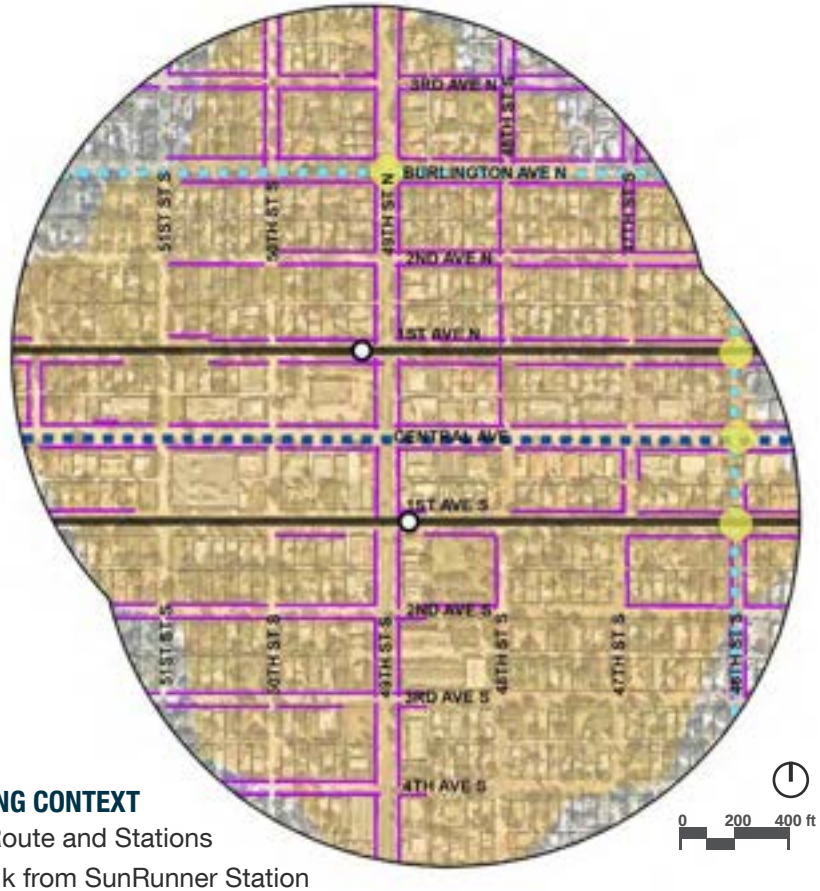
Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Fill sidewalk gaps
- Utilize extra roadway and parking spaces for permanent parklets
- Add and improve crossings for increased mobility and safety
- Consider lane elimination on Central Avenue and add on-street parking to support neighborhood retail and office uses
- Provide additional bicycle and pedestrian connections to surrounding neighborhoods
- Encourage increase of bikeshare and micromobility hubs
- Implement streetscape improvements
- Encourage redevelopment on catalytic sites
  - Publicly-owned properties
  - Surface parking lots

High visibility crosswalk with ADA-compliant curb ramp

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- 5-Minute Walk from SunRunner Station
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Separated Bike Facility
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Utility Infrastructure

The station pair at 49th Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	700 Units	1,000 Units	700	1,000
Non-Residential[1]	274,000 SF	579,000 SF	82	174
		Total	**782**	**1,174**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	228,735	343,395	50%
Sanitary Sewer	294,611	442,293	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

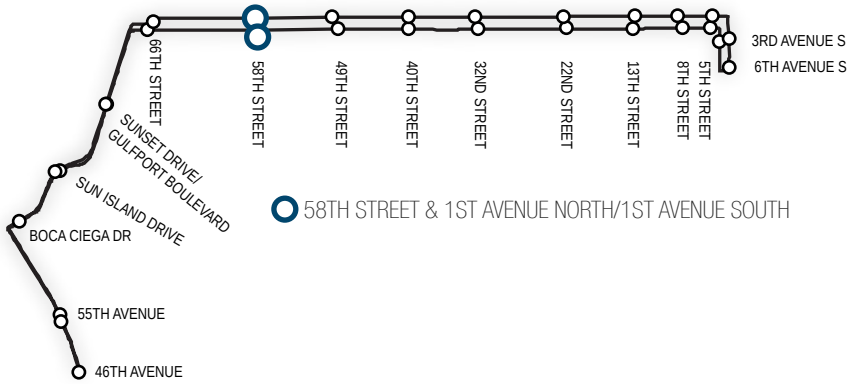
The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Encourage local business development and attract diverse businesses
- Support existing minority-owned businesses through partnerships with St. Pete Greenhouse and the City of St. Petersburg's Small Business Enterprise program. Businesses located in the South St. Petersburg CRA are also eligible for micro-loans and grants. See **Appendix G** for additional Business Assistance considerations.
- Encourage redevelopment on catalytic sites
  - 49th Street and Central Avenue intersection
  - Vacant lot on 1st Avenue S and 48th Street S
- Seek land acquisition opportunities for housing (consider public-private partnerships)
- Conduct small-area planning to engage neighborhood stakeholders and implement the redevelopment vision into the Comprehensive Plan and Land Development Regulations (LDRs)
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Central Oak Park Neighborhood Association
  - Live Oak Neighborhood Association
  - Childs Park Neighborhood Association
  - Disston Heights Neighborhood Association
  - Westminster Heights Neighborhood Association

58TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

The defining features of this station area are the large plots of land dedicated to cemeteries, Bear Creek Park, and sizable office buildings along the 1st Avenues. This station area is also a commercial and services center to the surrounding established neighborhoods.



Large office and employment centers located near the SunRunner stations

Bear Creek Park, a large recreational park with open space, is adjacent to a SunRunner station

Large office and employment centers located near the SunRunner stations

Existing Station Area Conditions

Street view of the 58th Street station area looking east on Central Avenue

OPPORTUNITIES

- Existing transit-supportive zoning along the core corridor that allows for greater densities and intensities
- Walkable block sizes along Central Avenue and in residential neighborhoods
- Neighborhood supportive retail, restaurants, commercial, and services
- Parcels with aging structures
- Population with disposable income for shopping and restaurant uses
- Consider a neighborhood preservation plan for surrounding neighborhoods

CHALLENGES

- Existing single-family within station area
- Adjacent to a historic district which limits development potential
- Large amount of land dedicated to cemeteries in the station area
- Parks and cemeteries form large block sizes which limits walkability
- Brownfield sites: gas stations

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 58th Street station area. This station area data mostly aligns with the SunRunner corridor averages, with slightly higher Median Household Income and Minority Populations compared to the County. The data reflects the stable neighborhoods that exist in this station area, which have an above average income to support station area businesses.

The walkability and connections in this area are good and most of the station area can be reached in a five-minute walk. The barriers to increased walkability are the larger parcels that disrupt connections like Bear Creek Park, and the cemeteries south of 1st Avenue S.

82%
5-MINUTE WALK COVERAGE

20%
MINORITY POPULATION

20%
POPULATION OVER 65 YRS OLD

$54K
MEDIAN HOUSEHOLD INCOME

The 58th Street station area is identified as an Neighborhood Place Type which is anticipated to have the lowest densities and intensities, and incremental redevelopment activity within the SunRunner corridor. This is further described on the next page in the Development Potential graphics. The station area currently contains few TOD supportive elements and has a high degree of "stable" parcels (described in the following sections), which is why the TOD Readiness Score is Low for the 58th Street station area.

TOD READINESS SCORE

LOW

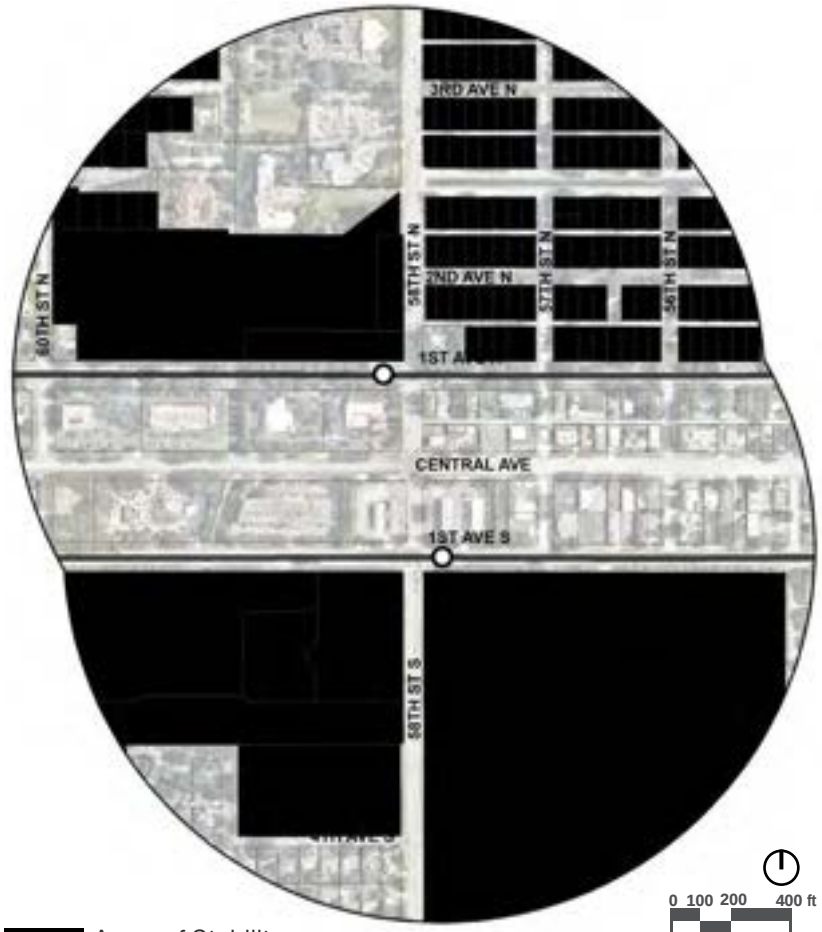
PLACE TYPE

N

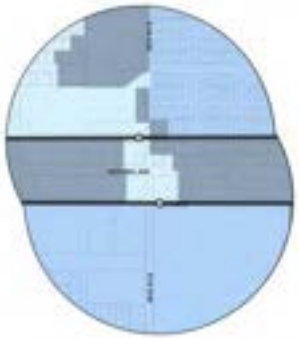
NEIGHBORHOOD

Components For Potential Development

Areas of stability, shown below, are less likely to change and are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. The majority of this station area is stable due to the presence of Bear Creek Park, Woodlawn Cemetery, Royal Palm Cemetery South, churches, and established neighborhoods.



Transit-Supportive Zoning



LOW HIGH

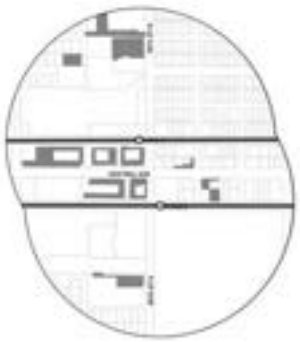
Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

Potential for Redevelopment
Areas of Stability

Parcels along Central Avenue and the 1st Avenues have the greatest development potential due to transit-supportive zoning, vacancy, and surface parking lots.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. The parcels with transit-supportive zoning, vacant properties, and surface parking remain the top parcels for redevelopment.

Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes occur, additional outreach will be conducted and will consider the character and scale of existing residences.

St. Petersburg

Redevelopment Vision

The Redevelopment Vision for this station area is focused on redevelopment of the larger, vacant parcels along Central Avenue and create a mixed-use center for employment, housing, and recreation. Currently, there are larger, vacant office buildings in the station area that can be redeveloped into mixed-use developments. There is a valuable opportunity to create a multi-use trail along Bear Creek starting at Bear Creek Park and connecting to Woodlawn Cemetery. This trail would provide increased pedestrian and bicycle connections while also creating a destination feature that could catalyze redevelopment along adjoining parcels. Bike lanes are currently planned and funded for Central Avenue which will increase bicycle connectivity and provide economic opportunity for businesses along the corridor.

The images on the next page correspond with the vision map and provide examples for the types of improvements that are envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office and/or Residential
- Retail, Restaurant, or Brewery/Bar
- Areas of Stability
- Streetscape Improvements
- Sidewalk and Pedestrian Connectivity Improvements
- Multi-use Trail
- Placemaking Opportunity

STATION AREA PLANNED IMPROVEMENTS

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

Mix of uses that front Central Avenue with a mixture of retail, restaurants, offices, and multi-family residential

Employment centers with ground floor retail and restaurants

Wide sidewalks and space for outdoor seating and retail along Central Avenue

Multi-use trail that extends from Bear Creek Park into the southern neighborhoods

58th Street Station Area Concept

The concept above depicts aspirational uses and activities for the 58th Street station area. The vision for this station area is an employment center with neighborhood retail, restaurants, and services. The vision also incorporates existing greenspaces and environmental features to create more recreation opportunities like the boardwalk trail shown above. This concept shows a street view of the 58th Street station area looking north towards Central Avenue.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- EMPLOYMENT CENTER
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS
- PUBLIC ART

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- Large amount of single-family zoning (NT-1, NS-1, NSE) within station area with large setbacks
- Low densities and intensities along the 1st Avenues
- Height limitations along Central Avenue and the 1st Avenues
- Lack of multi-family and missing middle housing
- Existing zoning outside activity center is not conducive to walkable development due to large setbacks
- Existing cemeteries and park space make up a large portion of the station area

Policy and Regulatory Strategies

- Rezone suburban classifications or apply a TOD overlay to commercial areas
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Reduction in required minimum parking and set parking maximums
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Provide additional mix of commercial and office uses (including cafes, restaurants, breweries, retail) and residential uses
- Prohibit auto-oriented uses within the station area
- Building heights range from 1 to 6 stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets
- Reduction in required minimum parking and set parking maximums
- Incentivize shared parking (district) location

Existing Zoning

Note: As mentioned, the station area profiles analyzed areas within a quarter-mile from each station. The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. The purpose is to focus development around the stations initially and look at the bi-directional opportunity for people to travel.

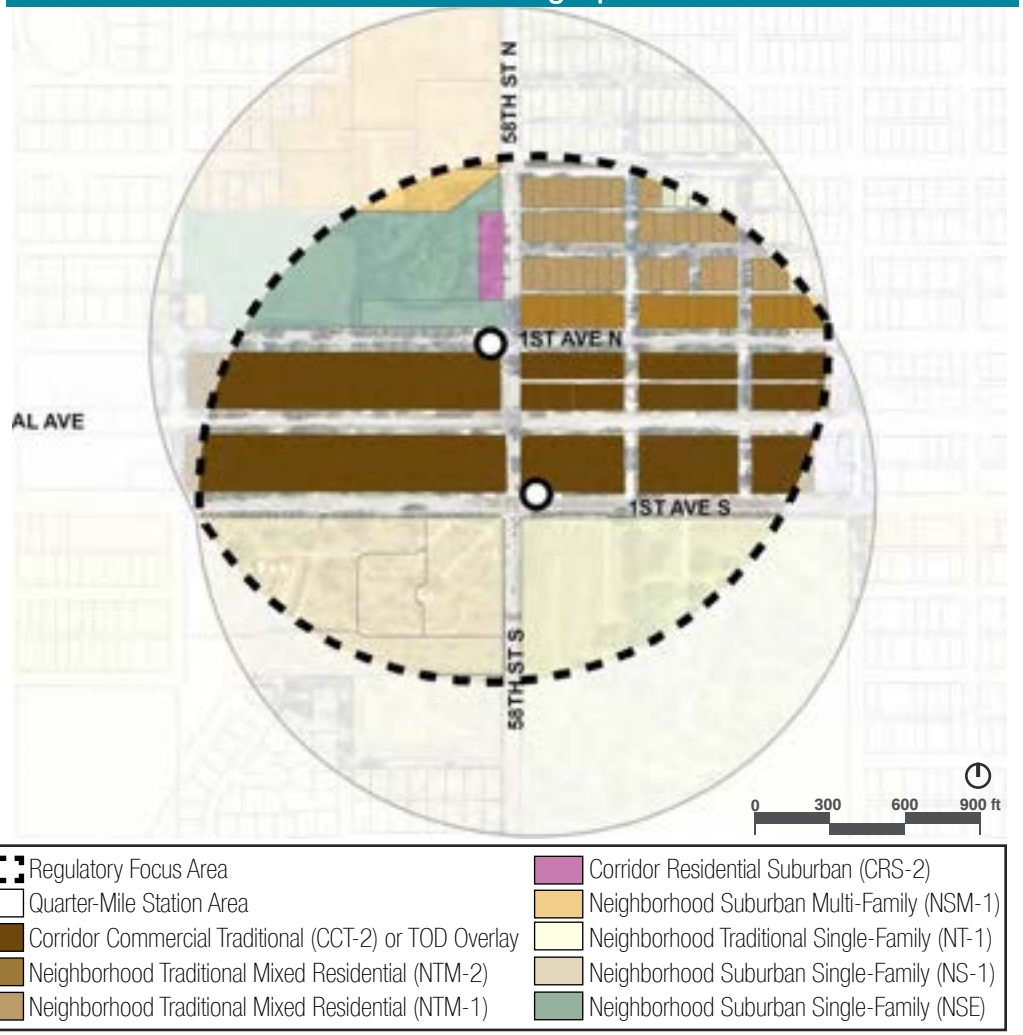
Policy and Regulatory Strategies (Continued)

- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map:
  - Rezone CRT-1 and CCS-1within the quarter-mile station area to CCT-2 or a TOD Overlay
  - Rezone NT-1, and NSM-1 within the quarter-mile station area to NTM

Existing vs. Proposed Densities and Intensities

	DENSITY (DU/A)	INTENSITY (FAR)
Existing	7-60	0.35-2.5
Proposed	30-90	0.5-3.0

Potential Zoning Updates



Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the 58th Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	400 units	+200 units	+500 units	600 -900 units
Non-Residential	251,000 SF	+264,000 SF	+308,000 SF	515,000 - 559,000 SF

Planned Mobility Improvements

STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Parks/Open Space
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS[1]

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Fill sidewalk gaps
- Utilize extra roadway and parking spaces for permanent parklets
- Construct multi-use trail along Bear Creek, as shown on the Redevelopment Vision map on page 62
- Add and improve crossings for increased mobility and safety
- Consider lane elimination on Central Avenue and add on-street parking to support neighborhood retail and office uses
- Implement streetscape improvements
- Provide additional bicycle and pedestrian connections to surrounding neighborhoods

Parklet

Streetscape improvements

Utility Infrastructure

The station pair at 58th Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	400 Units	900 Units	400	900
Non-Residential[1]	251,000 SF	559,000 SF	75	168
		Total	**475**	**1,068**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	138,938	312,390	125%
Sanitary Sewer	188,955	424,850	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Encourage local business development and attract diverse businesses
- Encourage redevelopment on catalytic sites
- Seek land acquisition opportunities for housing (consider public-private partnerships)
- Conduct small-area planning to engage neighborhood stakeholders and implement the redevelopment vision into the Land Development Regulations (LDRs)
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Disston Heights Neighborhood Association
  - Live Oak Neighborhood Association
  - Westminster Heights Neighborhood Association
  - Lake Pasadena Neighborhood Association
  - Pasadena Bear Creek Neighborhood Association
  - Eagle Crest Homeowners Association
  - Tyrone Gardens Neighborhood Association
  - Garden Manor Neighborhood Association

66TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

The majority of the station area consists of single-family neighborhoods with shopping and services located adjacent to the 1st Avenues and Pasadena Avenue. This station area is a shopping destination for the surrounding neighborhoods with a popular grocery store and many other retail, restaurants, and services along Central Avenue. This station area is the nexus for multiple important corridors that connect to greater parts of the County. There is a connection to the Pinellas Trail, as well as connections to South Pasadena and Treasure Island.

West Central Shopping Center adjacent to the westbound SunRunner station

Established single-family homes in the Lake Pasadena Estates neighborhood in the northern portion of the station area

Pinellas Trail located in the southern portion of the station area

Existing Station Area Conditions

Aerial view of the 66th Street station area looking north from 1st Avenue South

OPPORTUNITIES

- Existing transit-supportive zoning along core corridor that allows for greater densities and intensities
- Connection to Pinellas Trail
- Walkable block sizes
- Already a community hub for shopping and services
- Parcels with aging structures
- Younger population with disposable income for shopping and restaurants
- Consider a neighborhood preservation plan for surrounding neighborhoods

CHALLENGES

- Existing stable single-family housing within station area
- Several commercial strip centers in the station area
- Pasadena Avenue is a wide roadway and limits walkability

St. Petersburg

Station Area Profile Summary

The following data outlines demographic information for the 66th Street station area. This station area has the highest Median Household Income, $72,000, within the SunRunner corridor and is much higher than the County average. The residents within this area are younger, working families with average youth populations and below average senior populations. This indicates young families live within this station area with disposable income that can support commercial development. The No Car Commute data is similar to the corridor and County which indicates number of residents who use transit, walking, or biking to get to work.

The walkability and connections in this area are good and most of the station area can be reached in a five-minute walk. The barriers to increased walkability are the Pinellas Trail and Pasadena Avenue that disrupt connections.

80%
5-MINUTE WALK COVERAGE

8%
MINORITY POPULATION

20%
POPULATION OVER 65 YRS OLD

$72K
MEDIAN HOUSEHOLD INCOME

The 66th Street station area is identified as an Village Place Type. The 66th Street Station is anticipated to have medium densities and intensities, and incremental redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area already contains elements that are supportive to TOD which is why the TOD Readiness Score is Medium for 66th Street.

TOD READINESS SCORE

MEDIUM

PLACE TYPE

V

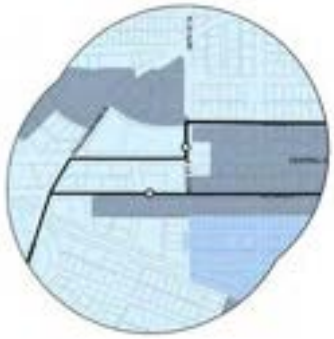
VILLAGE

Components For Potential Development

Areas of stability, shown below, are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: utility uses, churches, and establish residential neighborhoods.

Areas of Stability

Transit-Supportive Zoning



LOW HIGH

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

Parcels along Central Avenue and the 1st Avenues have the greatest development potential due to transit-supportive zoning. Other parcels with surface parking lots and land value greater than the building value are viable for redevelopment.

Overlaying the areas of stability indicates which parcels can realistically be redeveloped. The parcels with transit-supportive zoning, surface parking, and greater land value than building value remain the prime parcels for redevelopment.

Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes occur, additional outreach will be conducted and will consider the character and scale of existing residences.

St. Petersburg

Redevelopment Vision

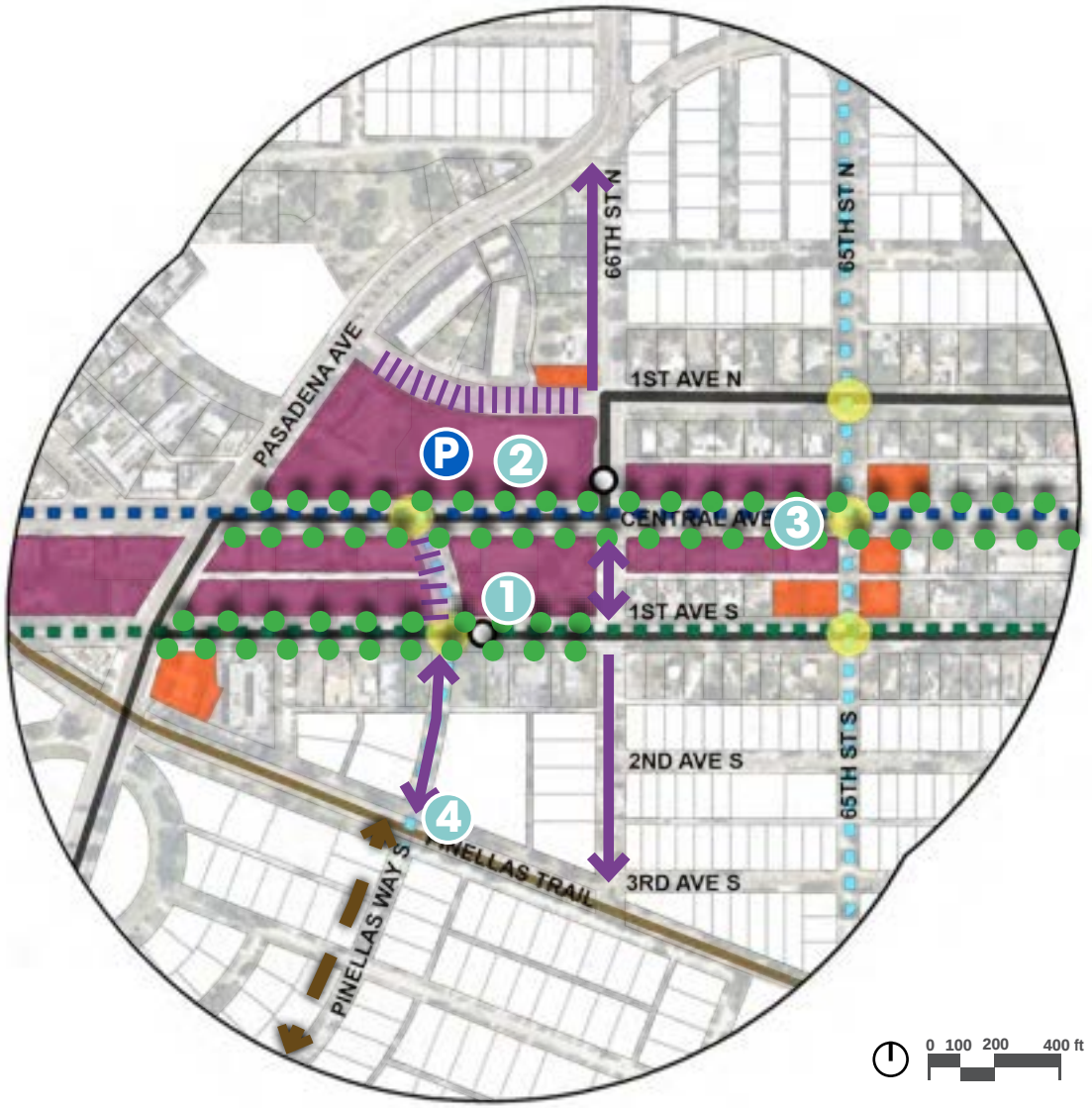
The Redevelopment Vision for this station area is for 66th Street to be a commercial center that draws multiple surrounding neighborhoods while providing multi-family housing to support population growth. The focus of redevelopment occurs along Central Avenue and the 1st Avenues. The mixed-use developments aim to maintain the existing shopping options, like the organic food store, bicycle shop, and other neighborhood-serving retail.

Streetscape improvements such as pedestrian-scale lighting, landscaping, and wider sidewalks are identified along Central Avenue to create a more walkable environment and further encourage redevelopment. Other pedestrian improvements include creating two pedestrian malls on 1st Avenue N and Pinellas Way S to provide more public space and increase connectivity within the station area.

A shared parking garage is proposed to serve retail and restaurants in the station area, as well as providing space for a Park and Ride. The Park and Ride is intended to capture visitors to the beach by providing a convenient place to park their vehicles and instead use the SunRunner to reach the beach without the hassle of finding beach parking, especially during peak tourism season.

Bike lanes are currently planned for Central Avenue, which will increase bicycle connectivity and provide economic opportunity for businesses along the corridor. Additional connections to the Pinellas Trail, on Pinellas Way S, are already planned by the St. Pete Complete Streets Implementation Plan. This connection to the Trail should also extend into South Pasadena on Pinellas Way S and Oleander Way S in order to increase access and connectivity to South Pasadena neighborhoods.

The images on the next page correspond with the vision map and provide examples for the types of improvements that are envisioned for the station area.



ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office, and/or Residential
- Retail, Restaurant, or Brewery/Bar
- Stable Development
- Streetscape Improvements
- Proposed Trail Connection to South Pasadena
- Park & Ride Location
- Pedestrian Mall
- Sidewalk and Pedestrian Connection Improvements

STATION AREA PLANNED IMPROVEMENTS

- Trail
- Separated Bike Facility
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

Pedestrian mall for markets, retail, and special events

Neighborhood supporting grocery store with multi-family residential above and a shared parking garage for businesses and Park and Ride service

Buildings fronting the street with wide sidewalks and outdoor seating

Bike connection to the Pinellas Trail and South Pasadena

St. Petersburg

66th Street Station Area Concept

The concept above depicts aspirational uses and activities for the 66th Street station area. The vision for this station area is a community shopping center with grocery, retail, restaurants, and community services. The vision also includes connections to the Pinellas Trail, community market space, and a Park & Ride for SunRunner users. This concept shows an aerial view of the 66th Street station area looking northwest from the southeast corner of 66th Street and 1st Avenue S.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- MULTI-FAMILY
- RETAIL
- BREWERIES
- RESTAURANTS
- CAFES
- GROCERY/ MARKETS
- HOTEL

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- PUBLIC ART
- STREETSCAPE IMPROVEMENTS
- PLAZAS
- MARKET SPACE

MOBILITY

- SUNRUNNER STATION
- MICROMOBILITY OPTIONS
- BIKE FACILITIES
- SHARED PARKING PARK & RIDE
- CROSSING IMPROVEMENTS
- TRAIL

Implementation Overview

The Implementation Section is broken into three components: (1) Policy and Regulatory, (2) Infrastructure, and (3) Partnerships. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The full Policy and Regulatory Assessment is found in **Appendix H**. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix I**. The last component, Partnerships, outlines crucial coordination and engagement to implement the recommendations identified in the SunRunner Rising Development Study. The role of partnerships in pursuing funding strategies and implementing equity recommendations is further elaborated on in **Chapter 5**. The full Funding Strategies Memo can be found in **Appendix F**.

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

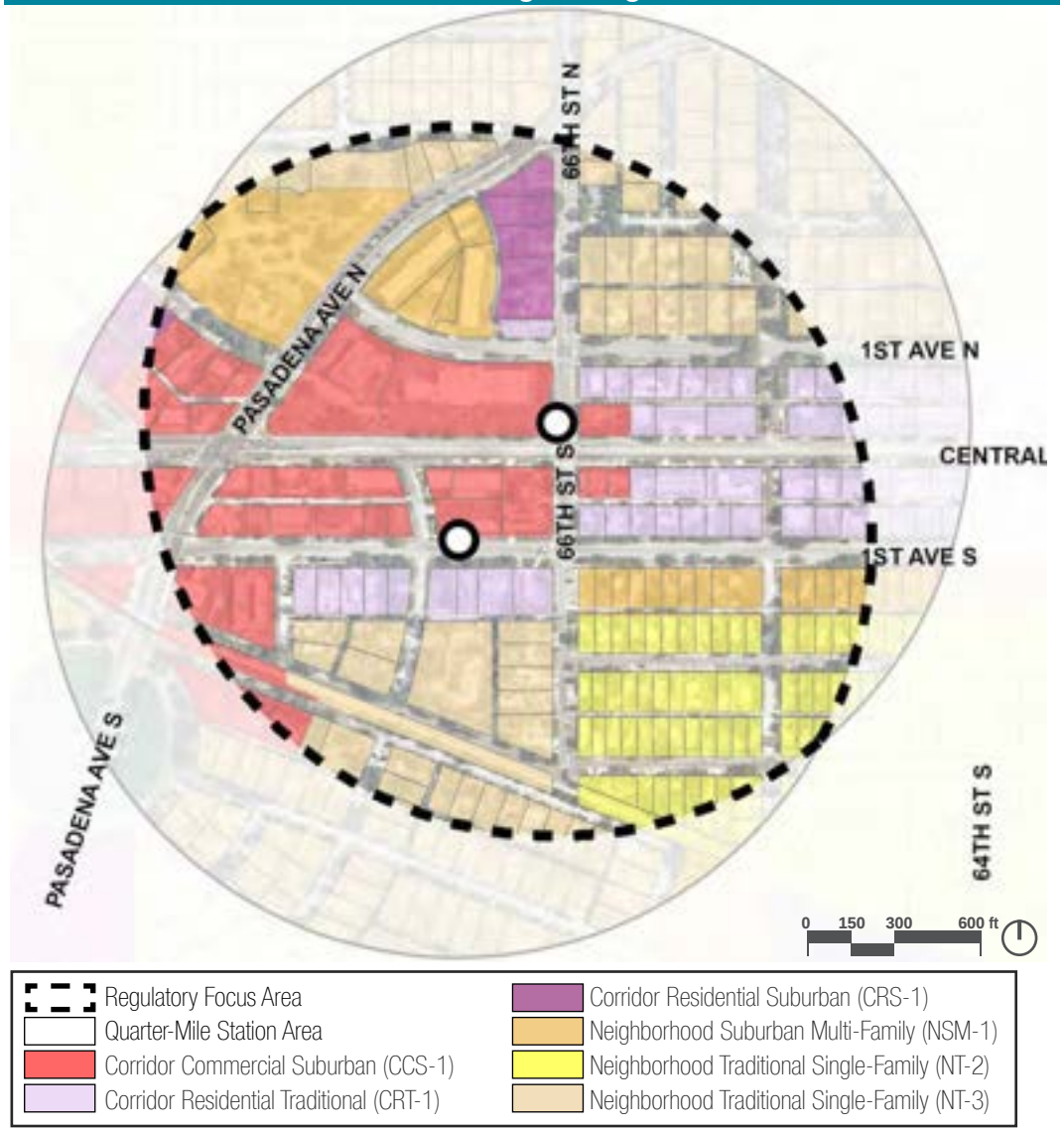
Overall Existing Regulatory Assessment

- Low densities and intensities along the 1st Avenues
- Existing zoning outside activity center not conducive to walkable development due to large setbacks
- Large amount of single-family zoning (NT-1, NT-3, NSE) adjacent to SunRunner station
- Height limitations along Central Avenue and the 1st Avenues
- Lack of missing middle housing

Policy and Regulatory Strategies

- Rezone suburban classifications or apply TOD Overlay to commercial areas
- City should establish a neighborhood protection plan to mitigate displacement of current residents
- Increase densities while maintaining form and design standards
- Encourage a mix of uses: expand commercial and office uses, include a range of non-residential uses
- Reduction in required minimum parking and set parking maximums
- Incentivize shared parking and park and ride locations
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types
- Consider increasing density/intensity and building height as an incentive for providing additional affordable housing and diverse housing types

Existing Zoning



Note: As mentioned, the station area profiles analyzed areas within a quarter-mile from each station. The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quarter-mile north of the 1st Avenue S station. The purpose is to focus development around the stations initially and look at the bi-directional opportunity for people to travel.

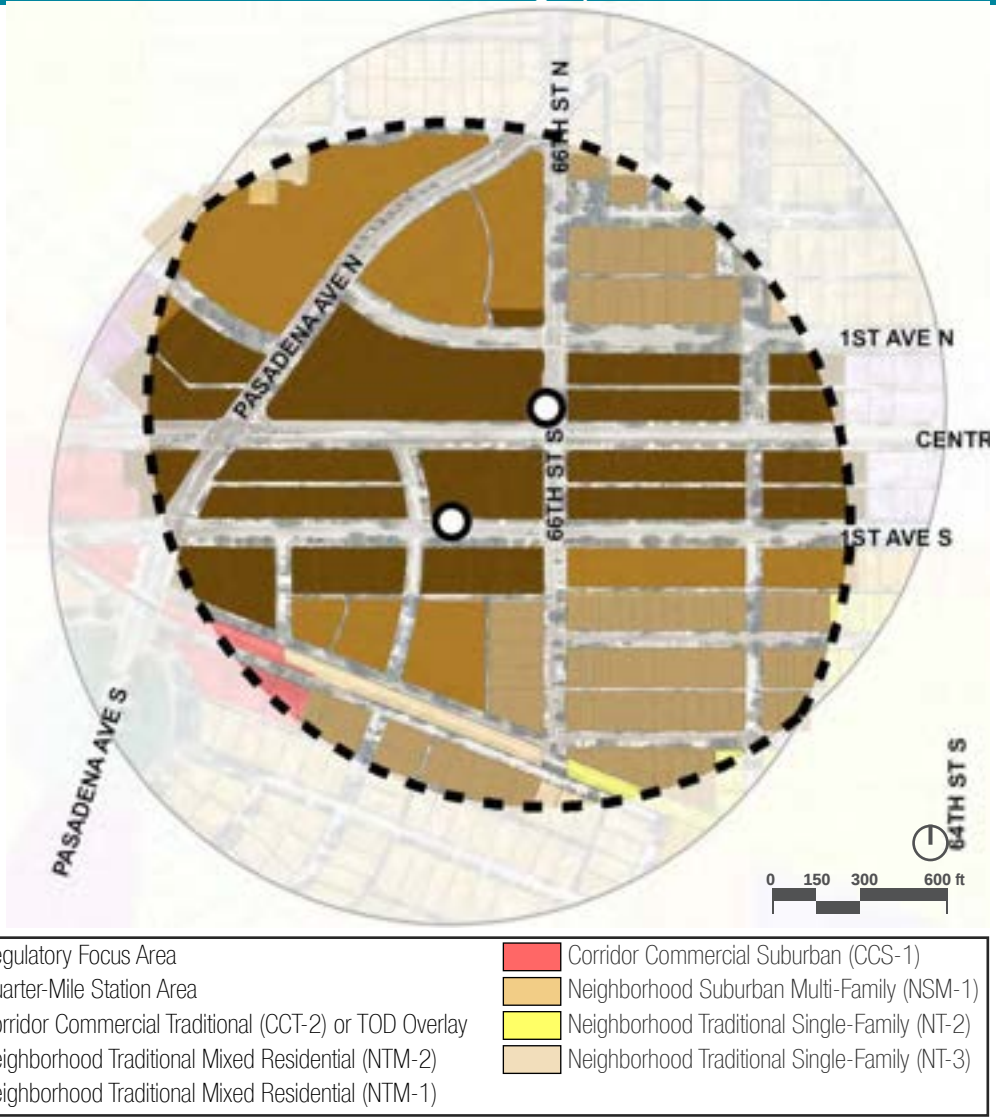
Policy and Regulatory Strategies (Continued)

- Building heights range from two to eight stories. Development along thoroughfare, city connector, and neighborhood collector streets have greater height allowance than development adjacent to local streets
- Update Land Development Regulations and Zoning to reflect the Potential Zoning Updates Map:
  - Rezone CRT-1 and CCS-1within the quarter-mile station area to CCT-2 or a TOD Overlay
  - Rezone CRS-1, NT-2, NT-3, and NSM-1 within the quarter-mile station area to NTM

Existing vs. Proposed Densities and Intensities

	DENSITY (DU/A)	INTENSITY (FAR)
Existing	7-60	0.4-2.5
Proposed	30-120	0.5-4.0

Potential Zoning Updates



Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described in **Appendix H** - Policy and Regulatory Assessment.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the 66th Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	400 units	+300 units	+900 units	700 - 1,300 units
Non-Residential	374,000 SF	+256,000 SF	+414,000 SF	630,000 - 788,000 SF

Planned Mobility Improvements

STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- Existing Bike Lane
- Pinellas Trail
- 5-Minute Walk from SunRunner Stations
- Existing Sidewalks

OTHER STATION AREA IDENTIFIED IMPROVEMENTS

- Streetscape Improvements

STATION AREA PLANNED IMPROVEMENTS[1]

- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements

[1] Identified in the St. Petersburg Complete Streets Implementation Plan

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, stakeholder and community engagement, and using the St. Petersburg Complete Streets Implementation Plan. Below are the mobility improvement recommendations:

- Utilize extra roadway and parking spaces for permanent parklets and outdoor dining for restaurants
- Lane elimination on Central Avenue and add on-street parking to support neighborhood retail and office uses
- Fill sidewalk gaps within the station area
- Improve crossings to the SunRunner stations
- Implement wayfinding at SunRunner stations to encourage walking and biking
- Seek opportunities for shared parking structures to support Park and Ride opportunities
- Implement streetscape improvements on Central Avenue and 1st Avenue South
- Explore additional Pinellas Trail connections, as shown on the Redevelopment Vision map on page 76
- Provide additional bicycle and pedestrian connections from the SunRunner stations to the Pinellas Trail and into to surrounding neighborhoods
- Provide long-term bicycle parking/storage at or near the SunRunner stations

Wayfinding to nearby destinations

Utility Infrastructure

The station pair at 66th Street is within the City of St. Petersburg's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter-mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	400 Units	1,300 Units	400	1,300
Non-Residential[1]	374,000 SF	788,000 SF	112	236
		Total	**512**	**1,536**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	149,760	449,280	200%
Sanitary Sewer	203,674	611,021	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action. **Chapter 5** provides further detail on funding strategies and equity recommendations that can also benefit from these partnerships.

- Encourage local business development and attract diverse businesses
- Partner with businesses to create a shared parking structure and/or Park and Ride
- Implement Transit Allowances for private development and private entities
- Seek land acquisition opportunities for housing (consider public-private partnerships)
- Encourage redevelopment on catalytic sites
- Conduct small-area planning to engage neighborhood stakeholders and implement the redevelopment vision into the Land Development Regulations (LDRs)
- Partner with surrounding neighborhoods to explore options for improving connectivity to SunRunner stations:
  - Lake Pasadena Neighborhood Association
  - Pasadena Bear Creek Neighborhood Association
  - Eagle Crest Homeowners Association
  - Crossroads Area Neighborhood Association
  - Historic Park Street Neighborhood Association
  - Azalea Homes Community Association

St. Petersburg

Chapter 5

Next Steps

NEXT STEPS

This chapter outlines how elected officials, City and County staff, and other invested stakeholders can leverage this document to achieve the vision for the SunRunner corridor set forth by this study. Corridor-wide funding strategies and partnerships will support the implementation of the station area vision and recommendations outlined in the Chapter 4, while the equity recommendations and strategies will ensure that the development opportunities presented by SunRunner BRT investment are shared equitably amongst residents, business owners, and other local stakeholders alike. Following these strategies, ongoing planning efforts are discussed to demonstrate the synergistic relationship between this study and other planning efforts throughout Pinellas County and how to apply this framework to other transit investment and TOD opportunities within the County.

Corridor-wide Funding Strategies and Partnerships

Funding and partnership actions are important to aid in both the maintenance and operations of the SunRunner transit system, as well as the implementation of the recommended station area improvements and incentives. A variety of funding sources are needed to implement the strategies including local, state, federal, and private partnership funding. Potential funding sources to help implement recommended improvements that will complement the SunRunner BRT include:

- **Value capture** is a public financing strategy grounded in the recognition that the public investment in the SunRunner BRT increases the value of land surrounding the SunRunner stations, thus generating value for private landowners in proximity to the stations. Public investment in the SunRunner BRT and supporting station area infrastructure, as well as increased accessibility, will attract new development around the SunRunner stations, thus increasing property values and the tax base. Value capture recovers some or all of that added value for the public benefit. The purpose is to invest the value captured into accomplishing the recommendations set forth by this study, and to support the long-term maintenance and operations of the SunRunner BRT that helped generate the added value.
- **Other funding and grant strategies** are identified to assist in implementing the recommendations and improvements identified in the station area profiles.

Value Capture

Opportunities to capture a share of the increased tax base and value created by new real estate development as a result of the SunRunner BRT investment were evaluated in proximity to the SunRunner stations. Relevant strategies including special assessments were used to inform incremental values and value capture revenue models for application to the SunRunner corridor. The following special assessment strategies should be considered, subsequent to the development of assessment areas, to be implemented with partnership between Pinellas County, the City of St. Petersburg, and PSTA:

- **Incremental Special Assessment**: a uniform increase in property assessments against all land uses/properties within the special assessment areas, with the potential to exclude single-family residential uses.
- **Fixed Special Assessment**: the use of special assessments based on a per square foot and per unit metric on all land uses within the special assessment areas.
- **Variable Special Assessment**: a variable special assessment, by land use, on all land uses within the special assessment areas.

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and St. Petersburg staff to implement value capture funding. See **Appendix F** for more detail on value capture funding strategies.

Other Funding and Grant Strategies

Multimodal Transportation Impact Fees: Impact fees are being analyzed based on Multimodal Transportation Impact Fees, as allowed in Pinellas County by Florida statute. This analysis, contained in **Appendix F**, measures impact fees as assessed on new construction under various metrics (e.g., per sq. ft. of commercial use, per dwelling unit and/or other measures).

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and St. Petersburg staff to update the Multimodal Transportation Impact Fee for use with transit improvements including operations and maintenance.

Existing City Funding: Modifications to existing funding sources and procedures should also be examined for prioritization so that all modes of transportation are considered or added into the Capital Improvements Program (CIP). This will

require continued communication and coordination between agencies. Additional dedicated funding for multimodal improvements the City can pursue include:

- Dedicate funding from the Multimodal Impact Fee (as mentioned previously), general funds, and Penny for Pinellas IV
- Leverage the Tax Increment Financing (TIF) funding from the Southside Community Redevelopment Area (for the relevant St. Petersburg stations)
- Continue to review the five-year and annual project priority lists to support securing funding (including the Complete Streets improvements for St. Petersburg)

City of St. Petersburg Action: Continue to evaluate prioritization of projects and funding.

Grants: There are several local, state, and federal grants that can assist in implementing infrastructure improvements including the following:

- Forward Pinellas Transportation Alternatives Grant Funding
- Forward Pinellas Complete Streets Grant Funding
- Forward Pinellas Multimodal Transportation Priority Projects
- Department of Economic Opportunity Technical Assistance Grants
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Program
- Community Development Block (CDBG) Grants
- Federal Transit Administration (FTA) Grants
- Florida Department of Transportation (FDOT) Transportation Enhancement Funds
- FDOT Commuter Assistance Program
- State Infrastructure Bank Loans: Loan from the State of Florida for the development of Infrastructure Projects
- Environmental Protection Agency (EPA): Grant opportunities for green infrastructure and landscaping, healthy communities initiatives, and brownfields
- Housing and Urban Development (HUD): Community Development Block Grant Program (CDBG) grants to benefit low to moderate income persons and communities, sustainable communities grants

Agency Action: The City of St. Petersburg should continue to apply for grants to complement the SunRunner investment. PSTA should continue pursuing FTA and FDOT grants. It should be noted that some of these grants will require a local match.

Coordinated, Long-Term Strategies

There are other funding strategies to consider over time to aid in improvements around the SunRunner stations.

- Support Pinellas County on increasing the available gas tax, or sales tax, millage and indexing the gas or sales tax
- Coordinate with Forward Pinellas on transportation alternatives funding
- Implement design standards to promote walkability and coordinate private development that meets the vision of the Station Area profiles.

Equity Considerations and Recommendations

The SunRunner BRT investment will bring opportunities to the City of St. Petersburg. It is imperative these opportunities are equitably shared amongst residents, business owners, and other local stakeholders so everyone can reap the benefits of the SunRunner BRT investment. In its Vision2050 Plan, the City of St. Petersburg commits itself to pursuing policies and initiatives that address housing affordability, social justice and equity, sustainability, and shared economic prosperity. The below equity recommendations provide a framework for how the broader equity-related goals of St. Pete's Vision2050 Plan can be applied to the SunRunner corridor to ensure that the SunRunner BRT is not only a premium transit investment, but also an investment in the people who live and work in the Sunshine City.

Housing Affordability

Equity Objective: Provide a range of housing within and around the SunRunner station areas, including housing for a range of incomes, life stages, and needs

Recommended Action for the City of St. Petersburg:

- Broaden the existing Workforce Housing Density Bonus Program to incentivize the provision of housing that is affordable to households making 50 – 80% Area Median Income (AMI). Consider increasing the density bonus allotted to developers when they provide low-income to moderate-income housing (50-80% AMI) in an otherwise market-rate development. This increased density bonus could be used to bring the station areas up to the recommended increased density provided in the station area profiles (see Chapter 4). Consider providing additional incentives to developers when they provide low-income to moderate-income housing, such as expedited processing, fee waivers, reduced fees, or deferred payments.
- Apply the Neighborhood Traditional Mixed Residential (NTM) zoning category (or a TOD overlay) in and around the station area to broaden the range of housing that can be provided around the SunRunner stations. Accessory Dwelling Units (ADUs), duplexes, triplexes, and fourplexes can provide "missing middle" housing that is naturally more affordable than traditional single-family homes.
- Explore Public-Private Partnerships to support the creation of affordable housing and mixed-use developments that incorporate community-driven desired uses.
- Donate or offer vacant, publicly-owned parcels to developers at low-to-no cost to increase the financial feasibility of a mixed-income housing development. Consider creating a Land Bank to create an inventory of vacant, abandoned, or tax-delinquent properties that can be held until they can be strategically redeveloped for affordable housing or other community needs.
- Create a permanent affordable housing trust fund and establish an ongoing, dedicated source of public funds to support the preservation and production of affordable housing. New funding sources such as a commercial linkage fee, impact fees, developer implemented transfer fees, dedicated tax funding, state and federal funds, and other sources should be analyzed. It is important that this be linked to long-term affordability.

City and Citizen Action: Continue to coordinate with Florida Housing Coalition on state legislation that will support and incentivize public and private sector investments in affordable and workforce housing.

Citizen and Community Organizations Action: Consider creating a Community Land Trust (CLT) in partnership with established local nonprofits, neighborhood associations, and other community partners to buy land and ground lease the property to prospective homeowners at an affordable price. CLTs are nonprofits that own land on behalf of a community, promoting housing affordability, sustainable development, and mitigating historical inequities in homeownership and wealth-building. CLTs support local residents in attaining homeownership by sharing the equity of the property, and in return the homeowner agrees to sell the home to another low-income family at an affordable price, thus increasing a municipality's affordable housing stock in perpetuity.

Equity Objective: Mitigate the displacement of current residents, especially renters, in and around the station areas

Recommended Action for the City of St. Petersburg:

- Consider passing a rent stabilization ordinance to protect tenants from excessive rent increases while also respecting landlords' right to a reasonable return on investment. Rent stabilization ordinances can limit rent increases to certain percentages per year, outline processes for tenants and landlords to appeal, and may also include "right to renewal" polices to help tenants stay in their residences long-term.
- Consider passing a just cause eviction ordinance in conjunction with the rent stabilization ordinance. This ordinance would outline specific reasons under which tenants could be evicted, for example failure to pay rent or violation of

the rental agreement. The City would have the ability to create a "checklist" that provides "just causes" for eviction and holds landlords accountable.

City and Community Organizations Action: Consider adopting and advocating for an "opportunity to purchase" policy, which could give current tenants and/or nonprofits preference to buy residential or commercial buildings when they're up for sale. This policy would be especially effective if a Community Land Trust is established.

Community Asset Building & Neighborhood Services

Equity Objective: Utilize Community Benefit Agreements (CBAs) to require private developers to provide certain benefits, such as affordable/workforce housing, local hiring policy, using local contractors, providing community amenities, etc.

Recommended Action for the City of St. Petersburg:

- The City of St. Petersburg's current CBA impacts projects that are public-private partnerships with a construction cost of $2 million or more and receive 20% or more of their funding from the City. Consider amending this CBA to include projects that receive any amount of funding from the City within station areas, or larger developments whose investment is large enough to create and/or support community benefits.
- The City of St. Petersburg's current CBA also requires that a Neighborhood Advisory Council (NAC) is established to advise City Staff on program requirements and improvements. The NAC will consist of seven at-large members, four of which are appointed by the Mayor and three are appointed by the City Council. The Neighborhood Advisory Council should be required to conduct a series of stakeholder engagement meetings for each project to ensure nearby residents have the opportunity to collaborate with councilmembers and developers to draft community benefits that are meaningful to them.

Community Organizations Action: CBAs can also be legal contracts between a developer and community representatives or a community nonprofit for specific projects. Community organizations can seek out their own CBAs with developers when new projects are proposed. It is important to note that CBAs require that the community coalition or organization is highly involved with the developer to ensure that they are delivering on their promises and providing benefits that meet the desires/needs of the community.

City and Community Organizations Action: Establish an accountability structure so that community development goals and CBAs are fulfilled in a timely and transparent manner.

Equity Objective: Build community assets and support local businesses and workers through equitable economic and workforce development strategies

City of St. Petersburg Action: Consider creating "First Source Hiring" agreement that requires developers, contractors, and other employers who are locating their projects/businesses around the SunRunner corridor to utilize good faith efforts in employing economically disadvantaged, local residents for entry-level jobs. These agreements can outline specific thresholds for employment, such as "at least 25% of all work hours must be worked by local disadvantaged workers," and may also include "livable wage" language. These agreements may also offer incentives to developers and business owners on behalf of the City in exchange for opting into a first source hiring agreement.

Actions for the City and Community Organizations:

- Continue to foster workforce development partnerships to help current residents gain the skills/training they need to secure jobs in the firms that locate in and around the SunRunner corridor. Partnerships and agreements can be established between firms seeking to locate in the station areas and local educational/job training institutions (e.g. Pinellas Job Corps, Pinellas Technical College, St. Petersburg College) to facilitate these programs, tailor training to local needs, and create hiring agreements contingent upon successful completion of a training program.
- Continue to provide local business assistance in the form of grants, mentorship, and other financial resources, to prevent the displacement of locally-owned businesses in the SunRunner corridor. Explore the option of providing local businesses with financial assistance to relocate their business into new development within the SunRunner station areas to allow for the development of higher density uses.

Actions for Citizens and Community Organizations:

- Consider creating a Community Development Corporation (CDC), which acts similarly to a CLT, but serves additional functions outside of housing development that can support community asset building and the provision of neighborhood services. CDCs may work to enhance community conditions in realms such as health, economic development, streetscaping

and neighborhood planning projects, and can support the execution of the other recommendations and strategies provided within this plan. They also play a critical role in community organizing and can help to ensure that community voices are continuously elevated as development unfolds in and around the SunRunner corridor.

- Consider creating a Community Investment Trust (CIT) to help residents in and around the SunRunner corridor invest in the new development that unfolds within the station areas. CITs are nonprofits created by community members and local organizations that serve as a long-term wealth building strategy. CITs scout investment opportunities in the area that match with residents' vision and financial constraints and then provide residents with loans and financial literacy education to help them hold shares in those investment properties. Residents pay the CIT reasonable dollar amounts each month ($10-100/month) to hold shares in investment properties.

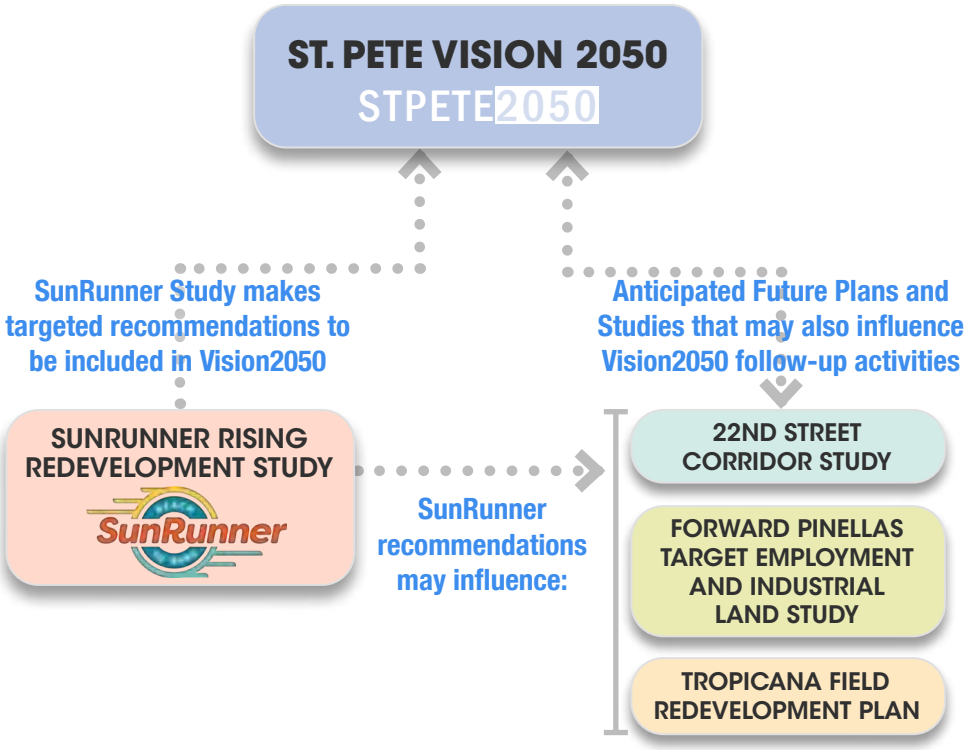
Equity Objective: Ensure that the SunRunner BRT stations and station area improvements can be accessed and enjoyed by all through investment in public projects, services, and mobility infrastructure

City of St. Petersburg and PSTA Action: Leverage the funding strategies provided in the previous section of this chapter to fund the mobility and public works projects recommended by this study. Sidewalk connections, multimodal transportation options (i.e. scooters and bikes), and other transportation investments that enhance connectivity to the SunRunner stations should be prioritized. See the station area profiles for more detailed mobility and public infrastructure recommendations.

Ongoing Planning Efforts

The SunRunner Rising Development Study considered many of the ongoing planning efforts and planned projects in the redevelopment vision for the SunRunner corridor, and in turn, this study should be coordinated with and influence ongoing planning efforts and planned projects throughout the corridor. The station area redevelopment vision and implementation plan present adaptable solutions based on each station area's current place type, TOD readiness, and market potential. It should be noted that as the recommendations set forth by this study are implemented and development unfolds within and around the SunRunner station areas, station area characteristics and conditions will change, necessitating re-evaluation and additional recommendations over time.

The below flow chart illustrates the relationship between the SunRunner Rising Development Study, St. Pete Vision 2050 and anticipated future plans and studies. Recommendations from the SunRunner Rising Development Study will be incorporated as appropriate into the St. Pete Vision 2050 planning efforts to update the City of St. Petersburg's Comprehensive Plan and Land Development Regulations. The SunRunner vision and St. Pete Vision 2050 encourage consistency between the SunRunner Rising recommendations, Vision 2050 objectives, and those that will result from ongoing and future planning efforts that seek to improve transit-oriented development opportunities throughout Pinellas County. The iterative and coordinated nature of the SunRunner Rising Development Study and other planning efforts highlights the importance of continued public engagement and collaboration amongst City and County agencies. As Land Development Regulations are updated, new development and public infrastructure projects are proposed, and future studies are initiated to achieve the recommendations included in this study, public engagement and inter-agency collaboration will be critical to the overall success of these efforts.



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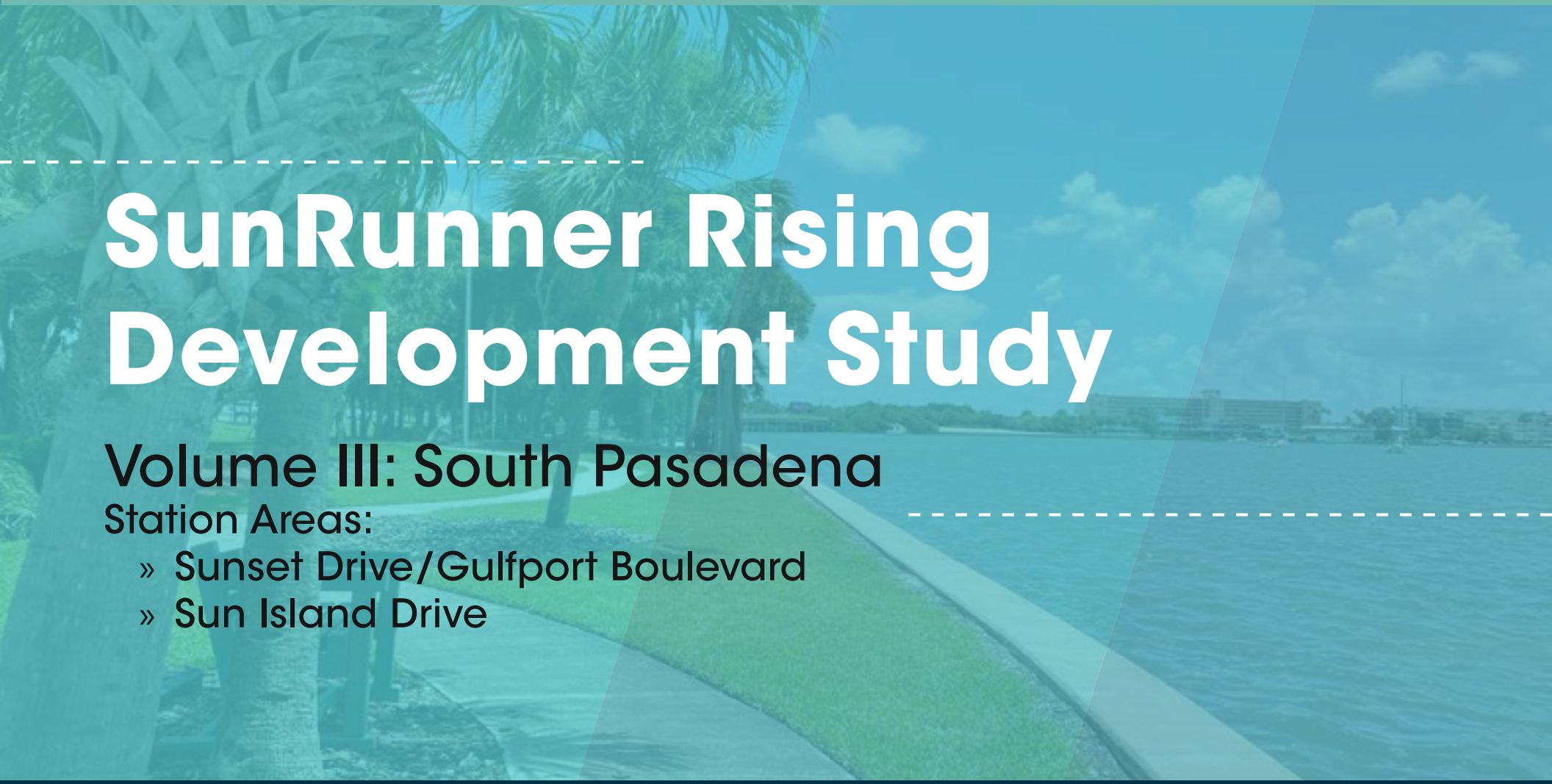
SunRunner Rising Development Study

Volume II: St. Petersburg West



SunRunner Rising Development Study

Volume III: South Pasadena

Station Areas:

- Sunset Drive/Gulfport Boulevard
- Sun Island Drive

DRAFT MAY 3, 2022

ACKNOWLEDGMENTS

The Pinellas Suncoast Transit Authority (PSTA) developed this Transit-Oriented Development (TOD) Strategic Plan, known as the SunRunner Rising Development Study, with major funding assistance provided by the Federal Transit Administration (FTA) TOD Pilot Program, and matching funds by PSTA, Forward Pinellas and the City of St. Petersburg. The TOD Strategic Plan is intended to assist the cities of St. Petersburg, South Pasadena and St. Pete Beach by providing community-supported land use strategies, equitable economic development plans and programs, and a countywide framework for TOD in Pinellas County. Plan strategies will reflect the unique character, land use conditions and community feedback in each of the three local jurisdictions and are positioned to capture their respective development opportunities. The project partners acknowledge and appreciate the collaborative efforts and valuable input provided by the stakeholders, businesses, neighborhood residents and concerned citizens.

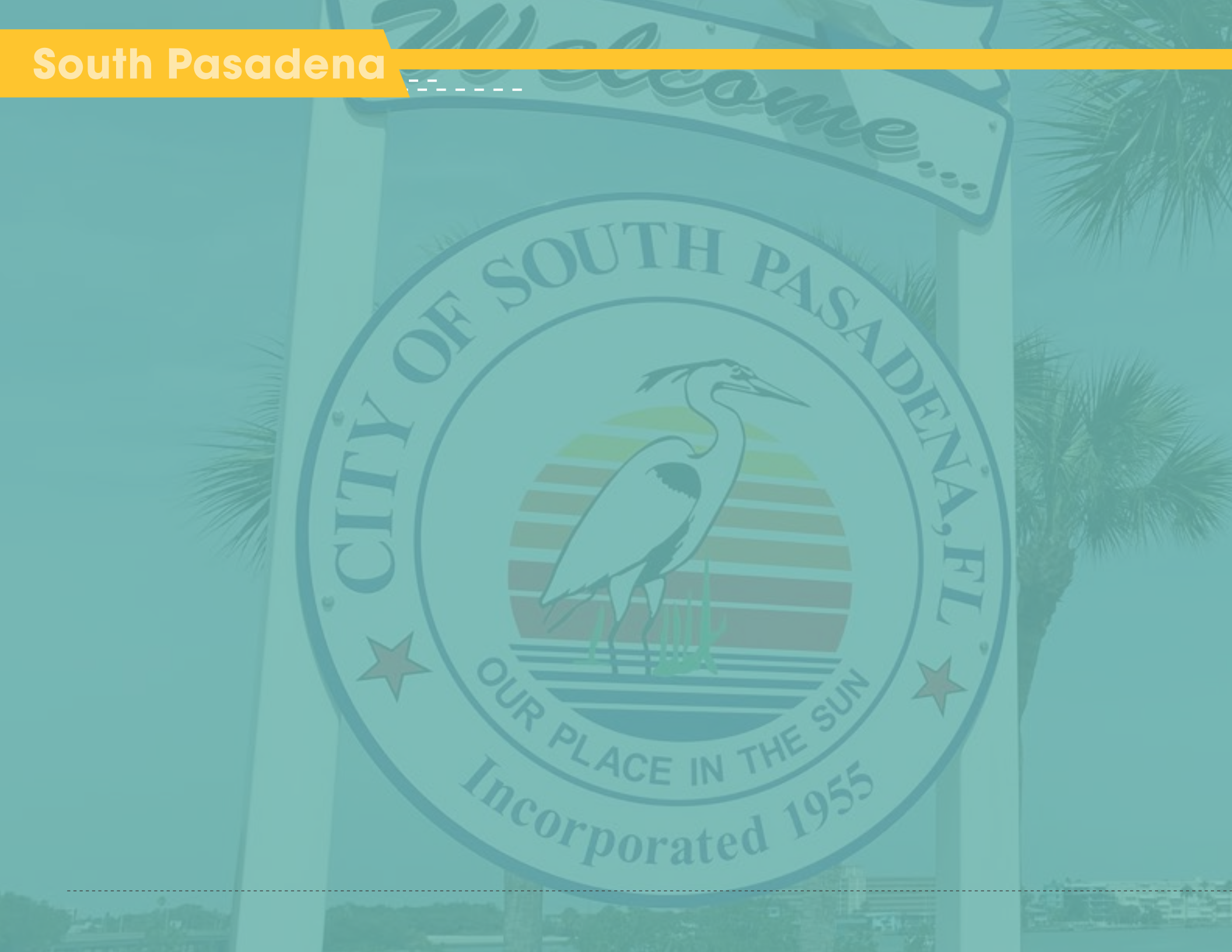
Prepared by:

Kimley»Horn

South Pasad

Table of Contents

South Pasadena



Chapter 1

Introduction

INTRODUCTION

Purpose of the Study

The SunRunner Rising Development Study establishes an integrated land use and transportation implementation strategy for transit-supportive development and infrastructure along the 10-mile corridor of the SunRunner Bus Rapid Transit (BRT) project. The study is a federally funded project through the Federal Transit Authority (FTA)'s Transit-Oriented Development Pilot Program and was facilitated by the Pinellas Suncoast Transit Authority (PSTA) in partnership with the City of St. Petersburg, the City of South Pasadena, and Pinellas County's Metropolitan Planning Organization, Forward Pinellas. The study provides recommendations for 10 station areas to support the SunRunner BRT investment, promote ridership, and assist the cities of St. Petersburg and South Pasadena[1] in providing land use strategies and equitable economic principles and recommendations that are a product of the community's vision for the station areas. Plan strategies reflect the unique character, land use conditions and community-informed vision in each of the local jurisdictions and are tailored to capture their respective development opportunities.

Development of SunRunner BRT

This study focuses on the land use and mobility implications around the SunRunner's 30 stations, but recognizes the history of the development of the SunRunner and the opportunity it presents the Tampa Bay region as the first BRT line. The SunRunner Bus Rapid Transit (BRT) project completed the first step toward federal and state funding support in 2007. This funding support, afforded through the Federal Transit Authority Capital Investment Grant (FTA CIG) program, is for the design and construction of the BRT corridor and station infrastructure. The Central Avenue Corridor Alternatives Analysis evaluated three options and resulted in the locally preferred alternative (LPA) that led to today's SunRunner BRT alignment. The 10-mile BRT corridor, connecting downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach, was submitted as an FTA Small Starts project in Fall 2019 and was awarded funding in Summer 2020. Shortly after, construction began on the Corridor and station infrastructure. Receiving this grant for transit infrastructure is a testament to the future service's ability to serve the surrounding communities and make effective connections to the region. The purpose of the SunRunner BRT line is to be a safe, convenient and fast transportation connection for residents, workers and visitors between downtown St. Petersburg and the City of St. Pete Beach. The rapid connection will serve close to 50,000 jobs and 40,000 residents and more than 20 other bus routes providing local and regional connections between the bayfront and the gulf beaches.

1 The three station areas included within the City of St. Pete Beach's jurisdictional boundaries fall outside the scope of this study. They have been assigned a place type and TOD readiness score (described in more detail later in this report), but they were omitted from the station area plans and policy recommendations.

Components of Transit-Oriented Development (TOD)

The outcomes of the SunRunner Rising Development Study include recommendations that are tailored to each station area and provide a flexible framework that can be adjusted and modified as development gains momentum and these areas evolve over the years to come. Strategies and recommendations center around developing Transit-Oriented Development (TOD) supportive policy, providing a diversity of housing and economic opportunities through equitable development strategies, preserving neighborhood character and creating neighborhood transitions, and enhancing mobility and access to and from stations.

Each municipality will be responsible for implementing policy recommendations: the City of St. Petersburg will fold station area policy recommendations into the St. Pete 2050 Plan, while the City of South Pasadena may consider including policies related to the station areas within their comprehensive plan update. Recommendations made throughout the Corridor may also have countywide implications and can be leveraged by PSTA, Forward Pinellas, and other cities for future transit corridors.

South Pasadena

Corridor Context

The SunRunner Corridor comprises 30 stations along a 10-mile corridor that connects Downtown St. Petersburg, the City of South Pasadena, and the City of St. Pete Beach. Station areas are defined by a quarter-mile buffer around each station along the BRT corridor.

An important principle within the study is that the recommendations for each station area are not a "one-size fits all." The SunRunner Corridor stretches across the width of the County peninsula with differing physical, economic, and regulatory conditions. These differences are captured and celebrated through the Place Type classifications, which categorize station areas by existing and envisioned common characteristics relating to character, land use and mobility. The Place Type Characteristics and Guidelines provide a framework for the development of policy and regulatory updates that are appropriate to the size and scale of development anticipated to occur in station areas with similar features. The Place Type Characteristics and Guidelines analysis is further defined in **Chapter 2** and **Appendix C**.

DOWNTOWN

High-rise buildings, **mix of uses, employment,** high **walkability** and **bikeability,** and **multimodal connections.**

URBAN

High to medium-rise buildings, **mix of uses,** high **walkability** and **bikeability,** and **multimodal connections.**

VILLAGE

Medium to low-rise buildings, **mix of uses, shopping and retail** center, **small-scale office, residential character,** and fewer multimodal connections.

NEIGHBORHOOD

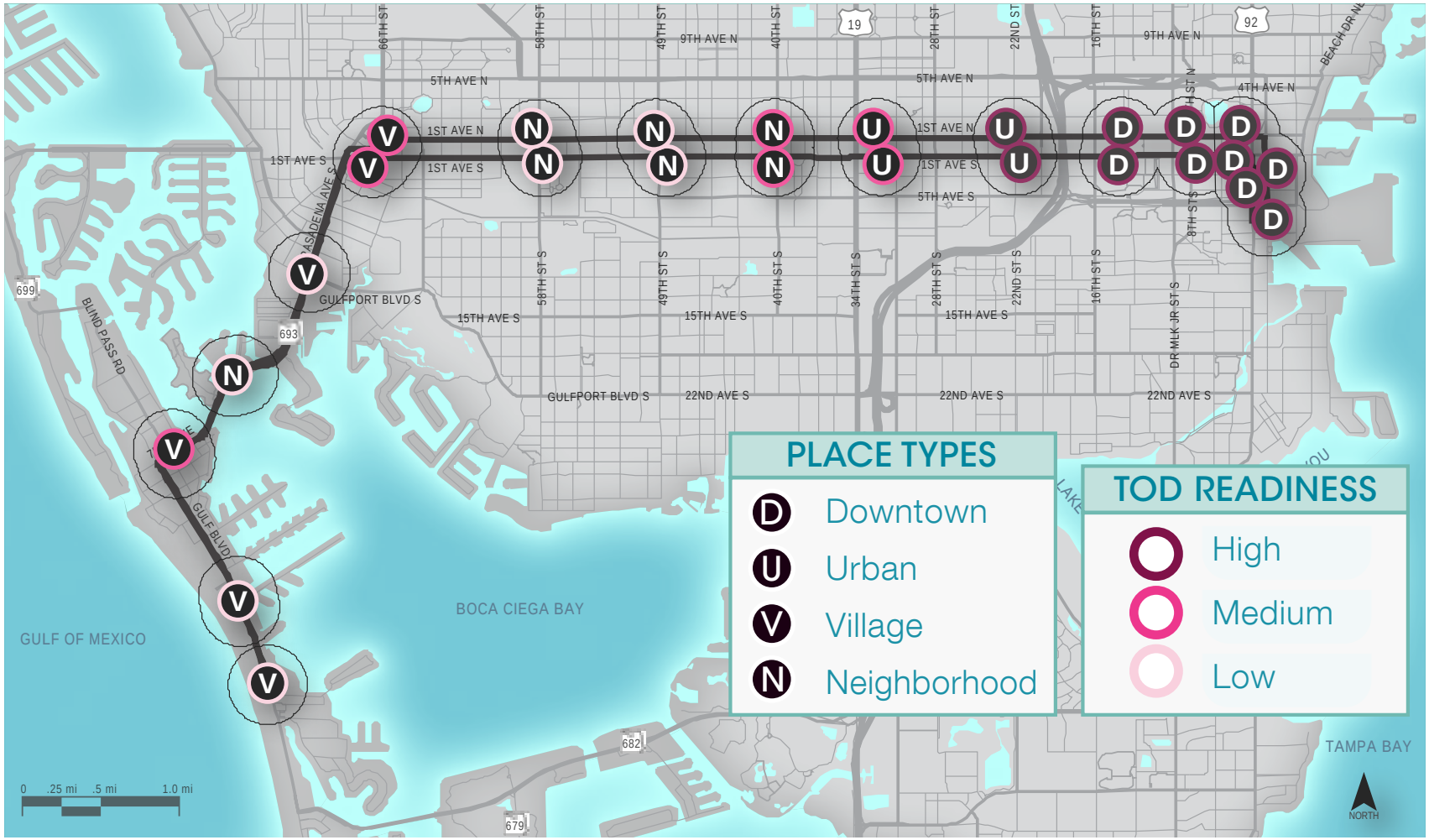
Low-rise buildings, **neighborhood retail, residential character,** and fewer multimodal connections.


58th Street Station Area
40th Street Station Area
22nd Street Station Area
66th Street Station Area
49th Street Station Area
32nd Street Station Area
Downtown West Station Area
Downtown East Station Area
Gulfport Blvd/ Sunset Dr Station Area
Sun Island Dr Station Area
Boca Ciega Dr Station Area
55th Ave Station Area
Beach Access Station Area
PLACE TYPES
Downtown
Urban
Village
Neighborhood
BOCA CIEGA BAY
GULF OF MEXICO
TAMPA BAY
GULFPORT BLVD S
1ST AVE N
1ST AVE S
5TH AVE S
9TH AVE N
15TH AVE S
22ND AVE S
4TH AVE N
BLIND PASS RD
GULF BLVD
PASADENA AVE S
DR MLK JR ST S
BEACH DR NE
0 .25 mi .5 mi 1.0 mi
NORTH

South Pasadena

Corridor Context

The TOD Readiness evaluation further informs the recommendations for each station area by analyzing the extent to which market conditions in each station area are equipped to support TOD in the near term (next three to seven years). The TOD readiness evaluation reviewed land development potential, market conditions, and existing and planned mobility infrastructure within each station area to measure the market's readiness for transit-supportive development at the time of this study. While the Place Type and TOD Readiness evaluation can be looked at in tandem (see map below), it is important to note that they are not directly correlated. The Place Type classification speaks to the current and envisioned characteristics of a station area over the long term, while the TOD Readiness score is a dynamic evaluation focused on the short term that may and likely will evolve as development occurs, TOD-supportive policies are enacted, and station area visions comes to fruition. The TOD Readiness Analysis is further defined in **Chapter 2** and **Appendix C**.



Station Area Plan Concepts

Station Area Profiles, presented in **Chapter 4** of this study, describe the existing conditions and characteristics, development potential, redevelopment vision, and implementation plan for each station area. The recommendations and implementation plans initially focus on the quarter-mile radius around each station in order to create a transit-supportive, multimodal environment, with a focus on connectivity to surrounding businesses and neighborhoods, that will accommodate the SunRunner BRT investment and achieve the station area vision. These recommendations and implementation strategies should be expanded over time and re-calibrated for a broader area as station areas achieve a critical mass and experience continued market pressure.

Volume III of the SunRunner Rising Development Study Implementation Plan addresses the redevelopment opportunities and community vision for the two station areas in the City of South Pasadena: Sunset Drive/ Gulfport Boulevard and Sun Island Drive. Volume I and II, which address the stations areas located in the City of St. Petersburg, are provided under separate cover.

SunRunner Rising Development Study

Station Areas

Volume 1	Volume 2	Volume 3
Downtown East	40th Street	Sunset Drive/ Gulfport Blvd
Downtown West	49th Street	Sun Island Drive
22nd Street	58th Street	
32nd Street	66th Street	

OUTCOMES

The goal of the Station Area Plan Concepts is to create an implementation strategy that focuses on three key objectives:

- **Recommend policies and regulations that support the SunRunner BRT investment and the community's vision for the station areas.**
- **Create walkable and bikeable infrastructure that provides connections to get people safely to and from the stations.**
- **Develop partnership and funding strategies to support the SunRunner BRT investment and achieve the station area vision.**

How to Navigate this Document

Volume III of the SunRunner Rising Development Study is organized in the following sections:

Chapter 2) Place Type Overview & TOD Readiness Evaluation

The Place Type Overview describes the overall characteristics of the two place types that are applied to the South Pasadena portion of the SunRunner Corridor: Village and Neighborhood. One of the two place type overlays, Entertainment/ Hospitality, is also applied to the Sunset Drive/Gulfport Boulevard station area to provide special considerations for characteristics unique to that area. The TOD Readiness Evaluation provides an overview of each station area's current ability to support the SunRunner BRT investment based on current market activity and characteristics.

Chapter 3) Stakeholder & Community Engagement

This section contains a summary of stakeholder and community engagement throughout the SunRunner Rising Development Study.

Chapter 4) Station Area Profiles

- Sunset Drive/Gulfport Boulevard
- Sun Island Drive

The Station Area Profiles describe:

- Existing conditions and characteristics: Photos to show the existing character, landmarks, and uses within the station area; Station area Place Type and TOD Readiness score; Opportunities and challenges identified in each station area that impact recommendations and implementation strategies; Demographic data within the station area that has an influence on improvements and recommendations.
- Development potential: A map showing areas of stability to show where redevelopment is unlikely to occur; A map showing potential parcels for redevelopment using various metrics.
- Redevelopment Vision: Recommendations to achieve the station area redevelopment vision that cover special area standards (e.g. land use, density, intensity, and height specifications), building form and placement, public realm and connectivity improvements, and parking regulation.

Chapter 5) Case Studies

Four case studies are presented to provide examples of redevelopment projects that reflect some of the objectives of the station area redevelopment vision. These case studies are meant to provide education on how other municipalities have undertaken suburban-style shopping center redevelopment projects and transformed under-utilized space into walkable, mixed-use environments with public realm improvements.

Chapter 6) Implementation & Next Steps

A call to action that explains how this document can be leveraged by stakeholders and elected officials to achieve the vision for the SunRunner Corridor. Provides funding strategies that discuss funding the entire SunRunner BRT Corridor and potential partnerships that can facilitate the redevelopment vision for the station areas. Provides cost estimates for priority projects from the station area plans. Also includes recommendations for additional studies to support the regulatory recommendations and redevelopment vision set forth in the Station Area Profiles. These studies and considerations will ensure that regulatory changes and infrastructure improvements are tailored to both the present and anticipated future conditions of the station areas.

Appendices

The appendices listed below are provided under separate cover and can be referenced to provide additional information and understanding of the SunRunner Rising Development Study process.

- **Appendix A - TOD Best Practice Guide:** Reviews TOD programs, policy, and strategies from eleven municipalities across the country and identifies best practices for planning, designing, and implementing successful TOD in the SunRunner Corridor.
- **Appendix B - Corridor-Wide Existing Conditions:** Documents the Corridor character and mobility network for the five sub-districts of the SunRunner Corridor: Downtown St. Petersburg, Union Central and Grand Central, Central Avenue West, South Pasadena, and St. Pete Beach. Evaluates the strengths, opportunities, and constraints that exist along the Corridor and identifies Opportunity and Focus Areas based on the existing conditions analysis.
- **Appendix C - Place Type Guidelines and TOD Readiness:** Provides the Corridor-wide analysis of place type characteristics and TOD readiness evaluation scores for all station areas.
- **Appendix D - Demographic and Economic Profile:** Provides demographic and employment characteristics and annual retail sales and potential "recapture" opportunities along the SunRunner Corridor. This data is then analyzed through an equity lens to identify areas along the Corridor that are vulnerable to displacement, have the least access to neighborhood resources and jobs, and are home to transit-dependent groups.
- **Appendix E - Real Estate Market Conditions:** Evaluates the market performance of specific land uses, such as housing, workplace, retail, and hotel in the SunRunner Corridor.
- **Appendix F - Value Capture & Funding Strategies Memo:** Evaluates the economic impact and potential value creation of Bus Rapid Transit and transit-supportive development. Provides strategies and grant opportunities for funding the infrastructure investments recommended in the station area plans.
- **Appendix G - Infrastructure Assessment Memo:** Evaluates the ability of the City of St. Petersburg and City South Pasadena's current water and wastewater infrastructure to serve redevelopment and land uses as described in the station area plans.

How To Use This Document

This document is intended for use by city, county, and transit agency staff, elected officials, residents, civic organizations, business owner, property owners, and the development community.

City Staff

Use this study as a best practice guide to develop land development regulations, policies, and infrastructure investments that will achieve the station area vision, yields the greatest community benefit based on the SunRunner BRT investment, and guides development in a way that enhances equity, connectivity, and accessibility within the station areas and beyond.

MPO & Transit Agency Staff

Use this study as a framework for future BRT corridor plans and transit investment opportunities.

Elected Officials

Use this study as a guide to the community's vision and redevelopment potential for the station areas to inform policy and budgetary decisions that will bring economic, community-building, housing, and multimodal opportunities to the community.

Residents and Civic Organizations

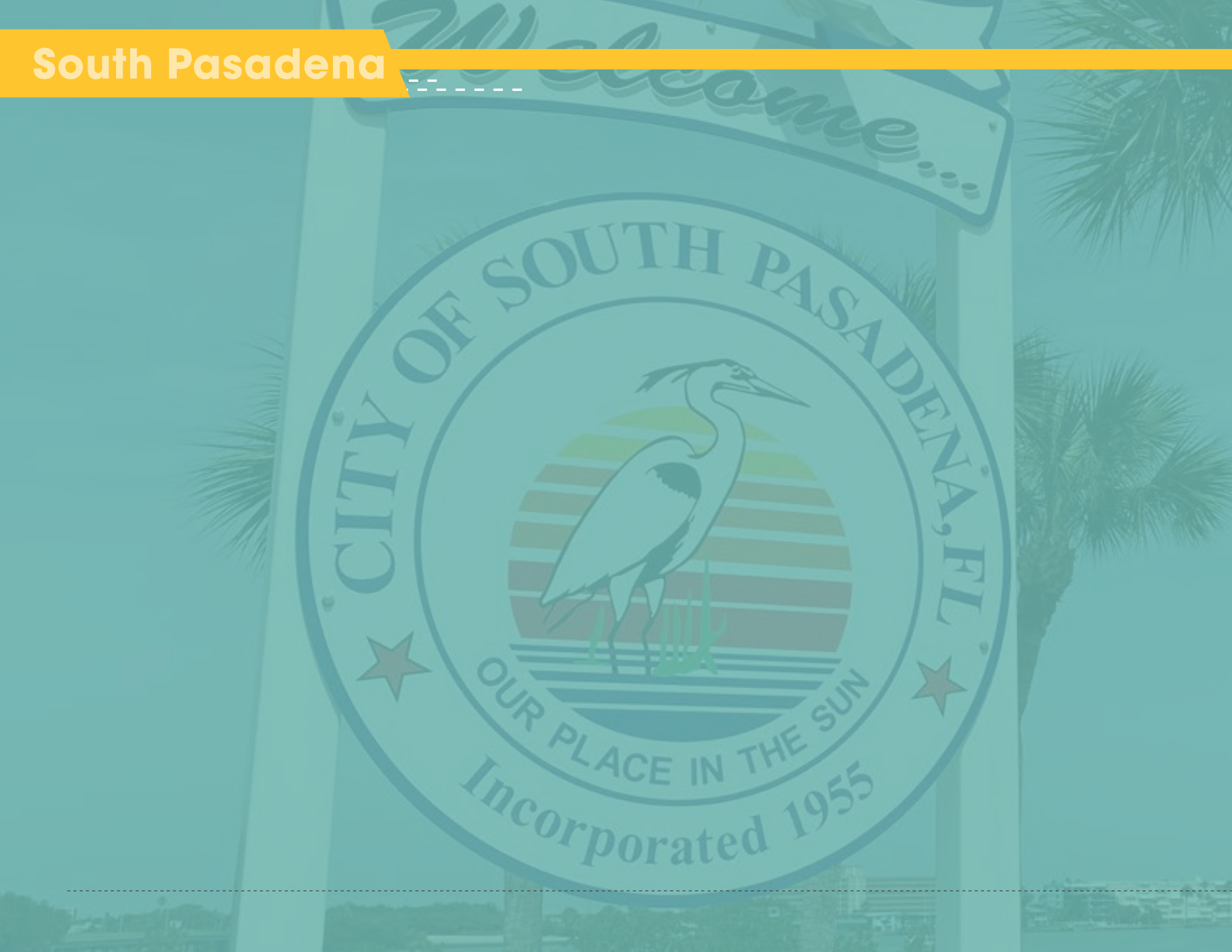
Use this study as a citizen's manual to understand how the SunRunner BRT investment and future station area redevelopment presents opportunities for your community, to ensure your corridor-wide and station area visions are fully implemented by city staff and your elected officials, and to guide your engagement on issues that matter to you (e.g. transportation options, affordable housing, neighborhood character, etc.).

Business Owners, Property Owners & Developers

Use this study as an investment guide to capitalize on the SunRunner BRT investment in a way that supports the community vision for the Corridor, follows the recommended development standards, and enhances the overall potential of both the SunRunner investment and yours.


West Central
SHOPPING CENTER
Welcome Center
The Vinoy
Grand Central District
St. Pete Pier
Dali Museum
Pinellas Trail
Childs Park
Transfer Station
Tropicana Field
The Dueces Live
Innovation District
USF
S. Pasadena
St. Pete Beach
The Don CeSar

South Pasadena



Chapter 2

Place Type Overview & TOD Readiness

PLACE TYPE OVERVIEW & TOD READINESS

Place Type Guidelines

The Place Type and Overlay Guidelines outline a vision for each station area based on common characteristics relating to density, infrastructure, and overall character. The Place Type classification was borne of the recognition that current and future development along the SunRunner Corridor is not homogeneous and therefore development guidelines and recommendations should differ based on the community character, market potential, mobility needs, and size and scale of development expected to occur within the station areas. Four place types were developed to acknowledge the differences in character and development patterns around the station areas: Downtown, Urban, Village, and Neighborhood. Two Place Type Overlays, Medical/Innovation and Entertainment/Hospitality, are used to further address unique characteristics of specific station areas. These typologies address seven components that affect the built environment: Land Use Mix; Building Placement and Orientation; Building Types and Heights; Street Type and Pattern; Mobility, Parks, Public Spaces, and Civic Infrastructure; and Land Potential, Market Potential, and Access. This volume of the SunRunner Rising Development Study includes the Village and Neighborhood Place Types and the Entertainment/Hospitality Place Type Overlay.

The Village Place Type is applied to the Sunset Drive/Gulfport Blvd station area and the Neighborhood Place Type is applied to the Sun Island Drive station area. The Entertainment/Hospitality overlay is also applied to the Sunset Drive/Gulfport Blvd station area. A summary of characteristics related to each typology is provided in the figure to the right and on the following page. **Appendix C** can be referenced for the complete Place Type Guidelines analysis.

VILLAGE Mixed Destination & Origin Stations	**NEIGHBORHOOD** Travel Origin Stations
LAND USE MIX	
Supporting equitable retail, residential, open space/parks.	Residential, parks and open space, supporting equitable retail.
BUILDING PLACEMENT AND ORIENTATION	
Minimum-moderate setbacks from street.	Moderate-large setbacks from street.
BUILDING TYPES AND HEIGHTS	
Medium-low rise buildings, residential, office, retail, restaurants, and commercial buildings. Range of housing.	Medium-low rise buildings, residential, office, retail, restaurants, and commercial buildings. Range of housing.
STREET TYPE AND PATTERN	
Grid street pattern, block sizes vary, main streets and corner stores, on and off-street parking.	Grid street block patterns, block sizes vary, shopping centers, off-street parking.
MOBILITY	
Moderate pedestrian and bicycle activity, frequent crossings, transit connections, shared multimodal facilities.	Moderate multimodal connections.
PARKS, PUBLIC SPACES, AND CIVIC INFRASTRUCTURE	
Neighborhood parks, playgrounds, trails, parklets, schools, libraries, recreation facilities, health centers, temporary markets, public art.	Neighborhood parks, playgrounds, trails, parklets, schools, libraries, recreation facilities, health centers, temporary markets, public art.
LAND POTENTIAL, MARKET POTENTIAL, AND ACCESS/EQUITY	
Attainable housing and senior housing incentives, preservation of naturally-occurring affordable housing, infill and incremental development, shared office and retail spaces, incentives for start ups.	Attainable housing and senior housing incentives, preservation of naturally-occurring affordable housing, infill and incremental development, shared office and retail spaces, incentives for start ups, local convenience stores and restaurants.

ENTERTAINMENT/HOSPITALITY OVERLAY

- Uses generate daytime and nighttime activity: retail, restaurants, bars, lodging, museums, sports stadiums, music and art venues, parks and beaches.
- Frontage zones for outdoor dining, retail, and commercial uses.
- Ample garage and/or surface parking.
- Very high pedestrian activity, frequent crossings, wide sidewalks, ride share pick up/drop off zones, dedicated or shared multimodal facilities.
- Beaches, public plazas, parks, playgrounds, pocket parks, parklets, event spaces, and recreational facilities.
- Attainable housing incentives to support hospitality/service industry workers, incentives for the creative and entertainment industries, placemaking and wayfinding initiatives.

TOD Readiness

The TOD Readiness Evaluation analyzes each station area's current ability to support the SunRunner BRT investment based on their current development, market, and mobility characteristics. The TOD readiness score is a dynamic evaluation tool that can be updated periodically to reflect the SunRunner Corridor's station evolving conditions, and can also be calibrated and applied to other corridors in Pinellas County that seek to invest in TOD. Station areas received a score of high, medium, or low, which can be interpreted as follows:

- **High:** Station area currently demonstrates place type characteristics, opportunities exist for infill and redevelopment, above average market conditions, possesses existing mobility infrastructure to support transit.
- **Medium:** Station area shows some of the place type characteristics, includes mid-term plans for redevelopment, average market conditions, identifies specific need for mobility infrastructure improvements.
- **Low:** Station area shows limited place type characteristics and potential long-term redevelopment, and additional planning is needed for mobility infrastructure improvements.

A summary of the evaluation results for the two station areas included in this volume of the SunRunner Rising Development Study is provided below. Please reference **Appendix C** for the complete TOD readiness analysis and explanation of the criteria used to determine the TOD readiness scores.

The below results show that the Sunset Drive/Gulfport Boulevard and Sun Island Drive station areas are in need of several regulatory changes and infrastructure improvements to support the SunRunner BRT investment. The Sunset Drive/ Gulfport Boulevard station area has relatively stronger development potential and mobility infrastructure due to its older building stock, higher land to building value ratio, greater amount of vacant parcels, and presence of bicycle facilities. However, both station areas ultimately received a "Low" overall TOD readiness score due to a lack of TOD-supportive zoning and low amount of publicly-owned, redevelopable parcels, as well as a need for mobility improvements and multimodal facilities to create a more pedestrian-friendly environment and increase transit connections. Each station area's TOD readiness score can be strengthened by leveraging the strategies presented within the station area plans.

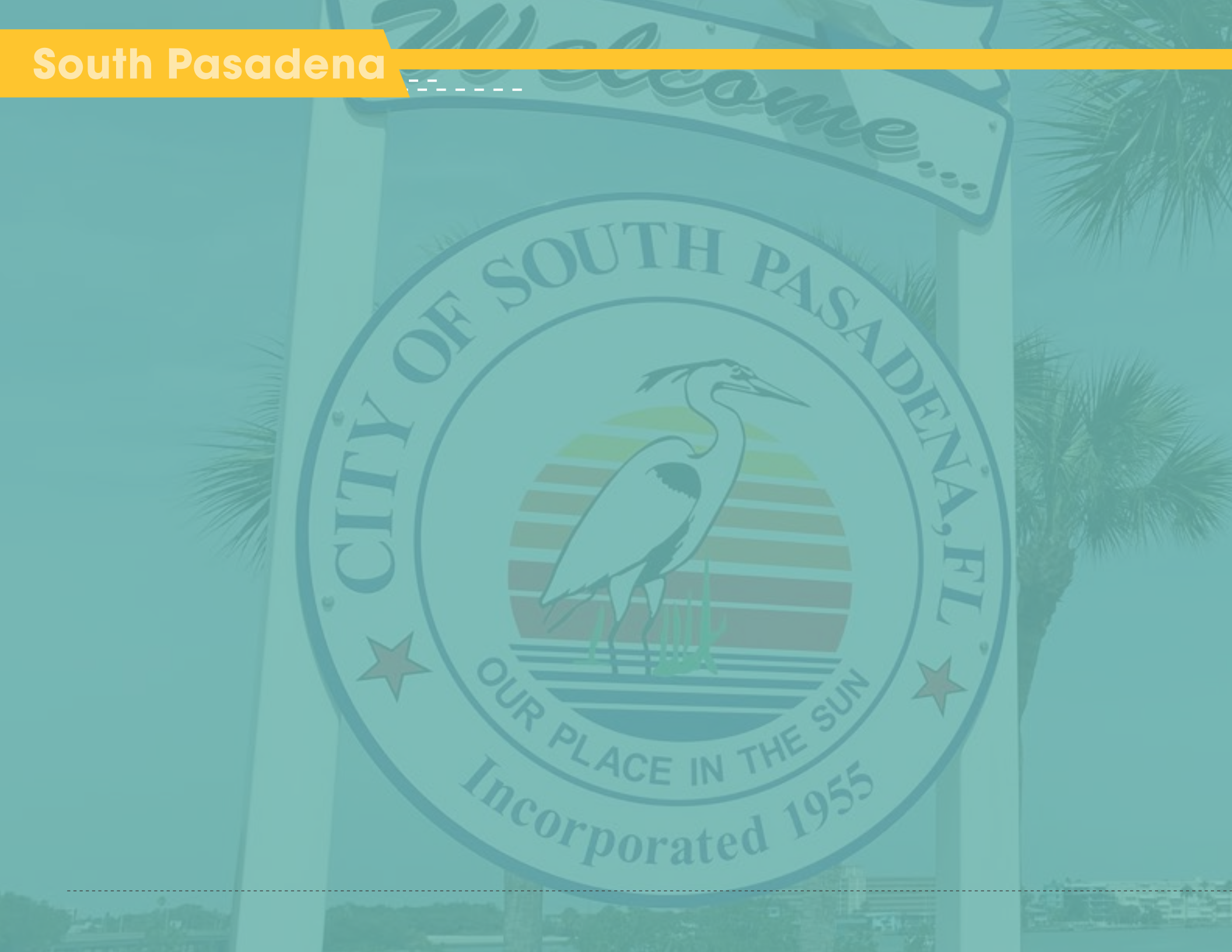
	SUNSET DRIVE/ GULFPORT BLVD	SUN ISLAND DRIVE
Overall TOD Readiness Score	○	○
Development Potential	◐	○
Market Potential	○	○
Mobility	◐	○

TOD READINESS SCORE

- ◐ High
- ◐ Medium
- ○ Low


PLACE TYPES
Village
Neighborhood
TOD READINESS
Medium
Low
66th Street
Station Area
PASADENA AVE
GULFPORT BLVD S
Gulfport Blvd/
Sunset Dr
Station Area
15TH AVE S
699
BLIND PASS RD
693
Sun Island Dr
Station Area
Boca Ciega Dr
Station Area
N
0
0.25mi
0.5mi

South Pasadena



Chapter 3

Stakeholder & Community Engagement

STAKEHOLDER AND COMMUNITY ENGAGEMENT

Summary

The SunRunner Rising Development Study is the result of a robust collaborative process to understand the community's vision for redevelopment opportunities around each SunRunner station area. Community outreach efforts occurred throughout the 18-month study horizon and focused on stakeholder and small group meetings that could be effectively conducted on a virtual platform in light of the COVID-19 pandemic.

The first of the input sessions were the **Stakeholder Listening Sessions in Summer and Fall 2020**. These meetings included community entities such as local business owners, neighborhood associations, and city government groups in South Pasadena. These listening sessions were conducted to better understand existing challenges or desires within the SunRunner Corridor. The discussions from these sessions informed the project team of priorities to consider and investigate as the study moved forward.

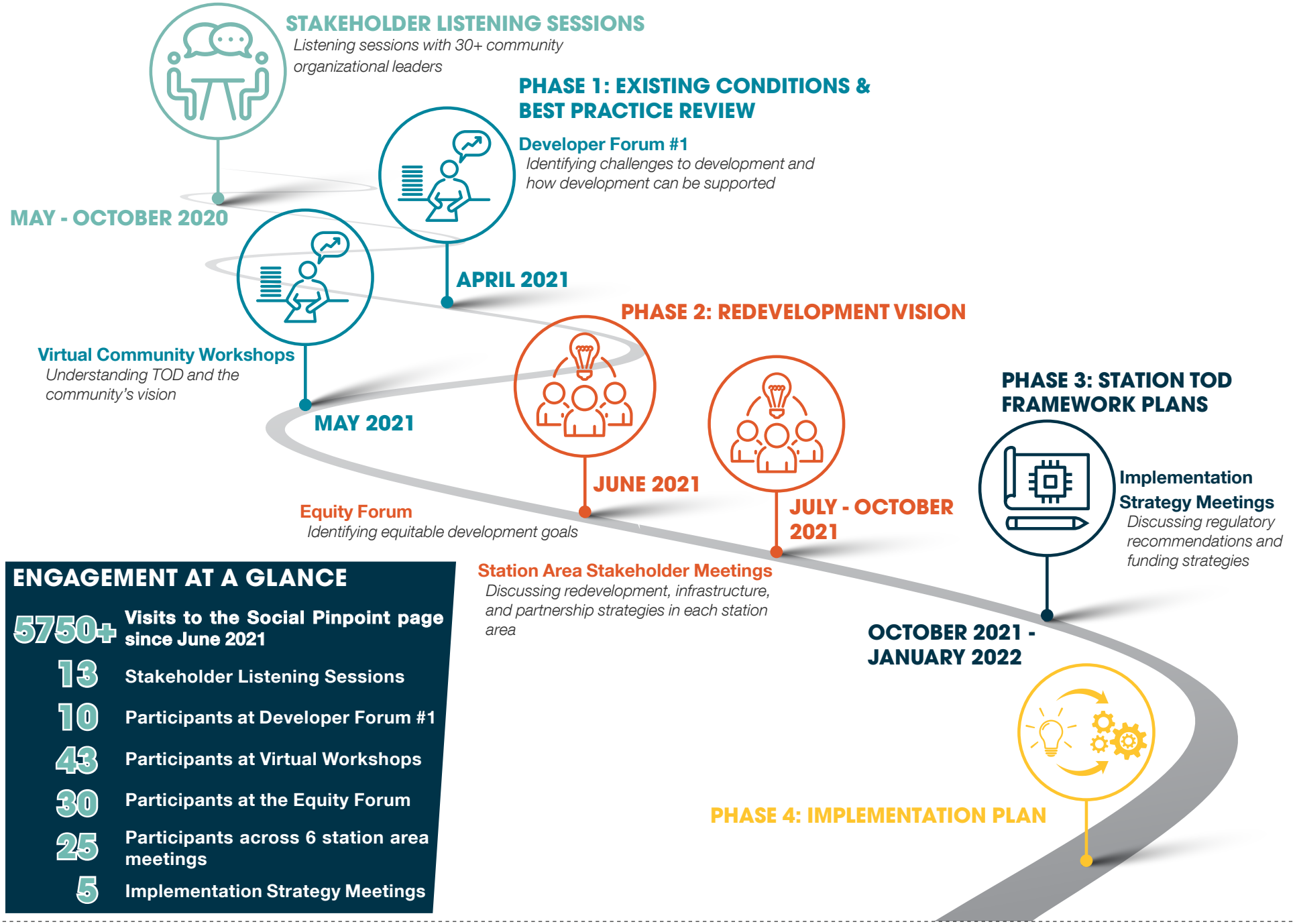
Two **Developer Forums were held in Spring and Fall 2021**, which elicited feedback from real estate professionals and developers. The outcome of these meetings determined desires for supportive density and intensity within the SunRunner station areas that would attract quality development along the Corridor.

A series of **virtual community workshops were conducted in Spring and Summer 2021** to introduce the SunRunner Rising Development Study, goals and objectives of TOD, initial recommendations, and gathered input from community members about needs and desires within the station areas. Some main points that arose from these meetings were the importance of multimodal connections and connections to existing amenities like the Pinellas Trail. Community members were open to increased densities and building heights, as long as existing neighborhood character is preserved, and step backs or transitions are required in the land development regulations.

Additional **Station Area Stakeholder Meetings were conducted in Fall 2021**. The purpose of these meetings was to present initial recommendations to community members and South Pasadena Commission members and receive feedback to refine the station area plans and recommendations. Stakeholders repeatedly mentioned the desire to create a sense of place and a "Main Street" corridor, with a focus along Sunset Drive/Gulfport Boulevard. Stakeholders advocated for attracting entertainment and dining uses, as well as mobility options for people to move freely and safely along the Corridor and create activity for residents of South Pasadena and visitors from the beach alike. A key takeaway from these meetings was the desire to create "gateways" and implement streetscape improvements that communicate to residents, visitors, and passersby that you're in South Pasadena.

An online map depicting the SunRunner Corridor was launched and made available for the public to leave comments and respond to others' comments in June 2021. As of March 2022, the site has generated 5,753 visits from 2,531 unique users and 76 comments. Throughout these efforts, citizens, business owners, developers, and neighborhood associations shared their vision, concerns, and considerations for the SunRunner Corridor and for specific station areas. While these conversations touched on many topics, a common thread was a desire to leverage this major infrastructure investment to create station areas that bring economic benefit, equity, and community-building to the places and people they will serve.

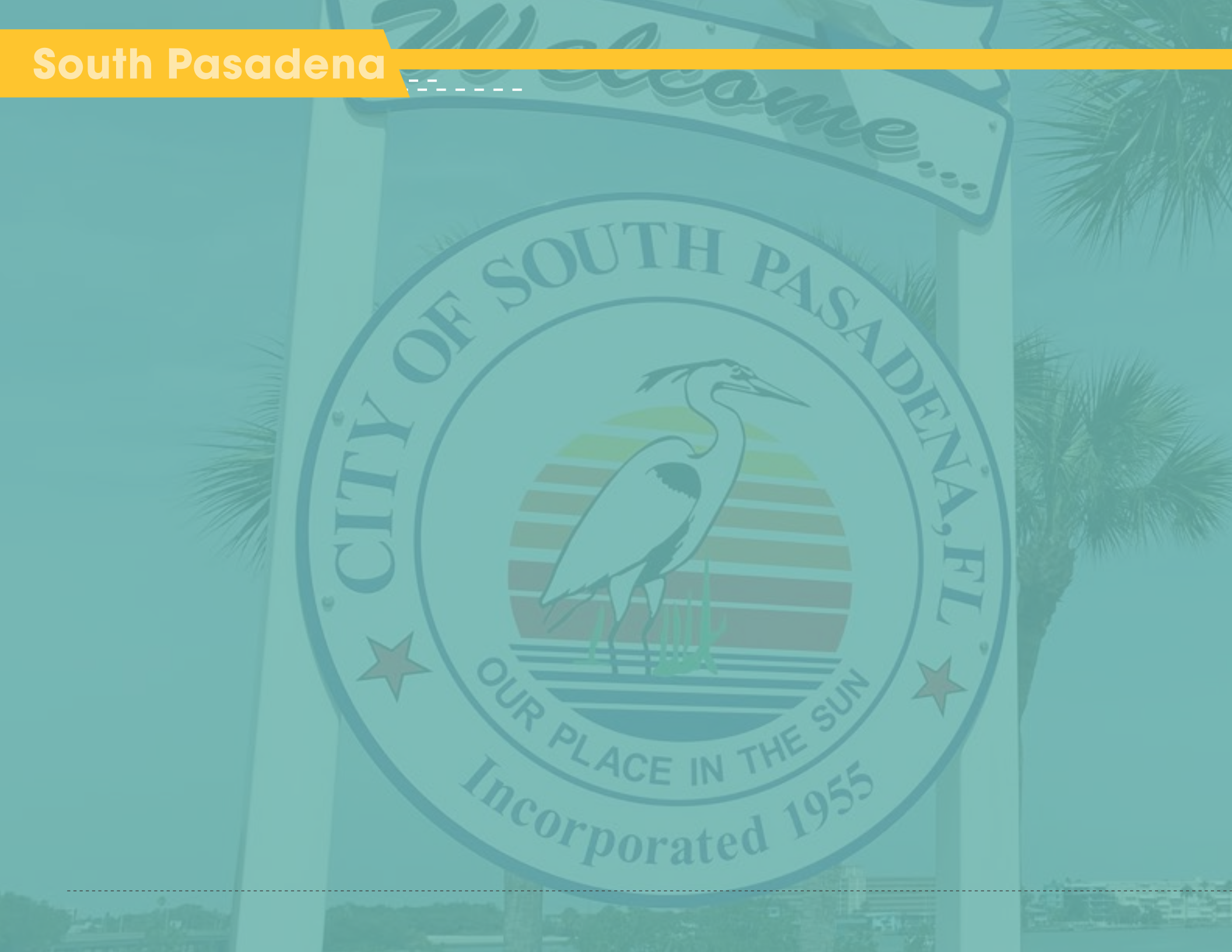
The Social Pinpoint project website was used to gather public feedback on existing issues and future ideas and improvements for the Corridor.



ENGAGEMENT AT A GLANCE

5750+	Visits to the Social Pinpoint page since June 2021
13	Stakeholder Listening Sessions
10	Participants at Developer Forum #1
43	Participants at Virtual Workshops
30	Participants at the Equity Forum
25	Participants across 6 station area meetings
5	Implementation Strategy Meetings

South Pasadena



Chapter 4

Station Area Profiles

STATION AREA PROFILES

Introduction

The Station Area Profiles present a context analysis for each station area that describes its existing character, land uses, notable landmarks, and planned improvements, and identifies opportunities for future redevelopment. Station areas were assigned a place type based on common characteristics relating to land-use mix, density, infrastructure, and overall character and given a TOD readiness score based on their development, market, and mobility potential. Each station area profile also includes an assessment of opportunities and constraints unique to the station, a comparative demographic analysis of the station area characteristics to the entire BRT corridor and County characteristics, and an appraisal of walkability and connectivity within the station area. An extensive demographic and economic profile that covers the entirety of the SunRunner Corridor can be found in **Appendix D**.

A market-based approach was used to assess the potential for development in each station area and used inputs, such as transit-supportive zoning, vacant and publicly-owned parcels, surface parking, building age, and land and building value to identify parcels that are most viable for redevelopment. This analysis, along with the insights gleaned from community outreach efforts, informed the redevelopment vision for each station area. Conceptual renderings are provided to illustrate what the station area might look like once the redevelopment vision is realized. The redevelopment vision, map, and concept are accompanied by a redevelopment toolkit that identifies regulatory tools and infrastructure investments that can be used to achieve the station area vision. Potential partnerships and funding opportunities that can be leveraged to support these recommendations are provided in **Chapter 6**.

In addition to the overarching redevelopment vision, the Sunset Drive/Gulfport Boulevard station area profile contains Special Area Standards for redevelopment. These standards intend to guide redevelopment within the Sunset Drive/Gulfport Boulevard station area to meet the City's growing needs and desire to be an entertainment destination. The Standards are organized into four categories:

- Land Use, Density, and Intensity
- Building Form and Placement
- Public Realm and Connectivity
- Parking Regulation and Placement

The goal of these recommendations is to create guidelines that will redevelop Gulfport Boulevard and the surrounding areas into an active, walkable, mixed-use community that meets needs of current and future residents. It is envisioned this area will be the retail, restaurant, and entertainment center for South Pasadena. Within the redevelopment vision is a range of housing options to meet current and future housing needs within the City. The concepts within this station area profile are illustrative and present one of multiple alternatives and opportunities for this area.

Organization of the Station Area Profiles

The following illustrates the components within each station area profile. Each station area profile is presented in three sections: (1) Existing Conditions, (2) Redevelopment Vision, and (3) Implementation Strategies. The components of each section are described below.

1. Existing Conditions of the Station Areas

- Highlights the location of the station area on the SunRunner BRT Corridor-wide map, describes predominant characteristics of the station area, and identifies notable features and landmarks.
- Provides a snapshot of current station area conditions and identifies opportunities and challenges that can be addressed through the redevelopment vision and implementation strategies.
- Outlines demographic data, describes walkability, highlights characteristics, and presents the station area's place type and TOD readiness score, all of which inform the station area's potential for redevelopment.
- Identifies parcels within the station area that are less likely to be developed/redeveloped, such as neighborhoods, historic districts/ landmarks, institutional uses, and parks.
- Identifies parcels with the highest potential for redevelopment based on the station area's degree of transit-supportive zoning, vacant/ publicly-owned parcels, surface parking, building age, land to building value ratio, and areas of stability.

2. Redevelopment Vision

- Describes how the parcels identified as having the highest potential for redevelopment can be transformed to support TOD in the station area, and identifies planned mobility improvements that will further support TOD and station area accessibility.
- Presents a conceptual rendering to illustrate the station area redevelopment vision and highlights anticipated uses and amenities that are unique to the station area character, support the SunRunner BRT investment, and align with the community's vision.
- Sunset Drive/Gulfport Boulevard station area provides Special Area Standards for redevelopment relating to land use, density, and intensity, building form and placement, public realm connectivity, and parking regulation.

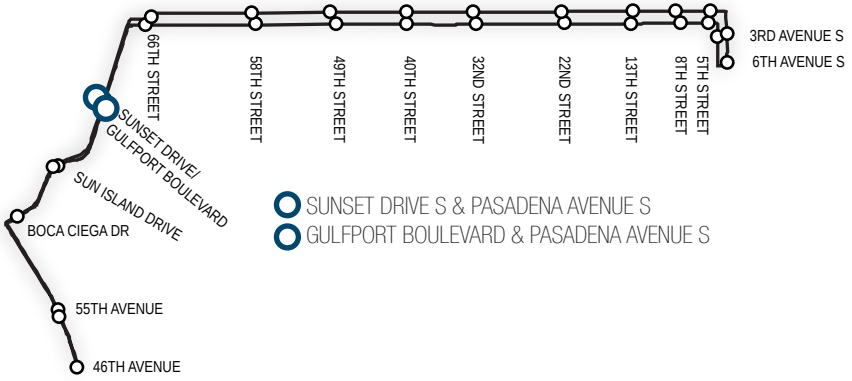
3. Implementation Strategies

- Provides an existing regulatory assessment, policy and regulatory strategies to support the station area redevelopment vision, and a buildout analysis to demonstrate how the proposed increase in density and intensity will affect land uses in the station area.
- Recommends mobility infrastructure improvements and provides a utility infrastructure assessment that projects potential increases in demand and need for additional potable water and sanitary sewer capacity as a result of increases in density and intensity.

SUNSET DRIVE/GULFPORT BLVD STATION AREA PROFILE AND CONCEPTS

Introduction

This station area is located near the commercial center of South Pasadena. The SunRunner stations are surrounded by commercial, multi-family, and single-family uses. The Palms of Pasadena Hospital is located just outside the station area and is a major employment center in the City. The market analysis revealed an immense need for more office space, as evidenced by the exceptionally low level of vacancy rates for present office space. There are several large blocks with big-box commercial uses and commercial strip centers that limit walkability and promote automobile use.



Intersection at Pasadena Avenue S and Sunset Drive S/Gulfport Boulevard S

Multi-family housing along Sunset Drive S

Palms of Pasadena Hospital and Medical Centers located just outside the station area

Existing Station Area Conditions

Aerial view of the Sunset Drive/Gulfport Blvd station area looking east towards Downtown St. Petersburg

OPPORTUNITIES

- Large amount of surface parking for infill development
- Large parcels for redevelopment
- Significant senior and Zero-Vehicle Household population
- Sunset Drive/Gulfport Boulevard as Main Street corridor
- Market demand for office and retail space
- Consider a neighborhood preservation plan for surrounding neighborhoods

CHALLENGES

- Limited connectivity
- Existing single-family within station area
- Seasonal population
- Suburban zoning
- Pass-through nature of Pasadena Avenue

SUNSET DRIVE/GULFPORT BLVD STATION AREA

South Pasadena

Station Area Profile Summary

The following data outlines demographic information for Sunset Drive/Gulfport Boulevard Station Area. This station area has a large senior population (39%), which is higher than the County and Corridor averages. This area also has one of the smallest minority populations within the SunRunner Corridor. The Zero-Vehicle Household percentage (21%) is much higher than the Corridor and County averages. This indicates opportunities for senior populations, especially those without vehicles, to use transit, walking, or biking to reach their destinations.

The walkability and connections in this area are good and most of the station area can be reached in a five-minute walk. The barriers to increased walkability are the larger parcels that disrupt connections.

85%
5-MINUTE WALK COVERAGE

5%
MINORITY POPULATION

39%
POPULATION OVER 65 YRS OLD

$48K
MEDIAN HOUSEHOLD INCOME

The Sunset Drive/Gulfport Blvd station area is identified as a Village Place Type. The Village station areas are anticipated to have medium densities and intensities, and incremental redevelopment activity. This is further described on the next page in the Development Potential graphics. The station area contains some vacant parcels and an older building stock, but lacks TOD-supportive zoning, connective mobility elements, such as transit and trail connections, and has a low market potential, which is why the TOD Readiness Score is Low for the Sunset Drive/Gulfport Blvd station area.

TOD READINESS SCORE

LOW

PLACE TYPE

V

VILLAGE

Components For Potential Development

Areas of stability, shown below, are less likely to change and are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: Galatea Garden, Maynard A Duryea Bay View Park, established residential neighborhoods, and transit-supportive development.

Transit-Supportive Zoning

LOW HIGH

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking

Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

Potential for Redevelopment
Areas of Stability

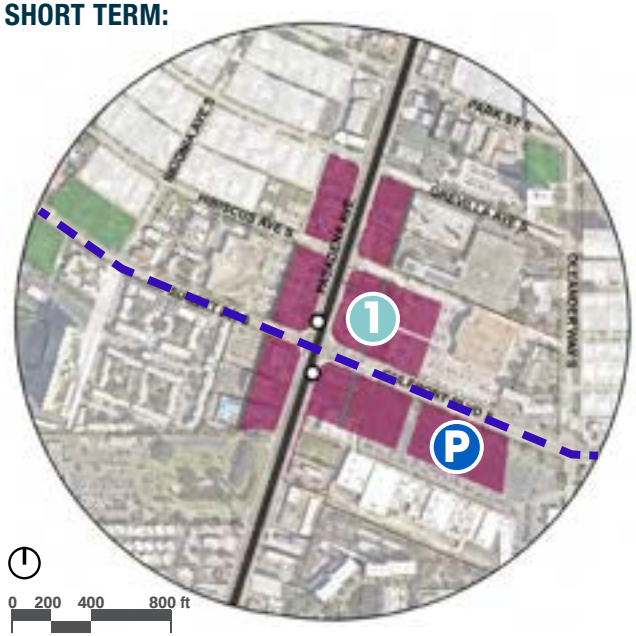
Overlaying the areas of stability with parcels that meet the above criteria indicates which parcels can realistically be redeveloped. The parcels with transit-supportive zoning, surface parking lots, vacant or publicly-owned properties, parcels with aging structures, and parcels with greater land value than building values have the most potential for redevelopment.

Parcels unavailable for redevelopment are the existing single-family houses in the station area, as these are identified as stable development. The most prominent parcels for redevelopment are the Winn Dixie site and vacant parcels at Pasadena Avenue S and Grevilla Avenue S.

Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes occur, additional outreach will be conducted and will consider the character and scale of existing residences.

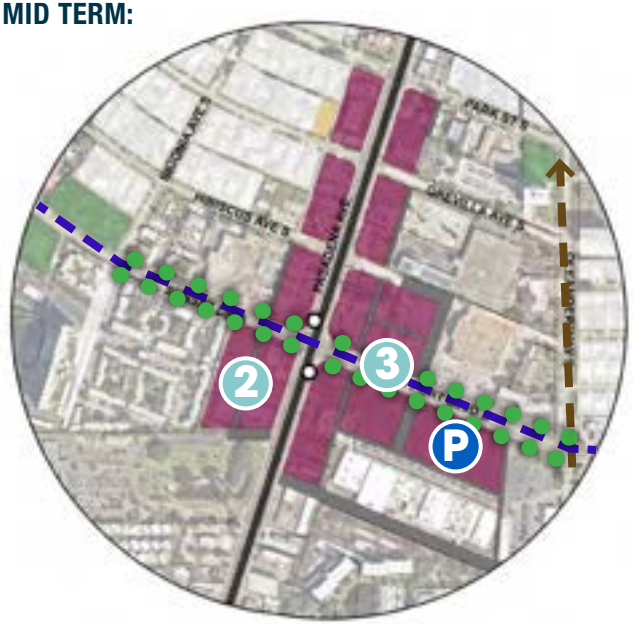
Redevelopment Vision

SHORT TERM:



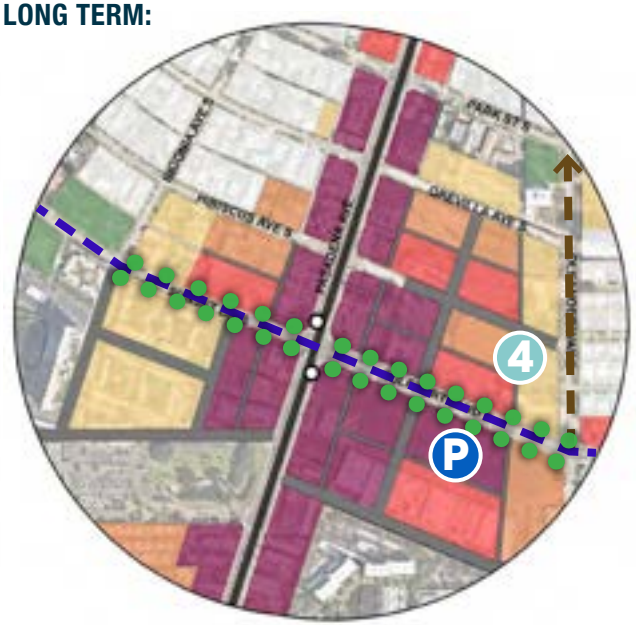
Short Term: Streetscape improvements including landscaping along Pasadena Avenue South and Gulfport Boulevard with mixed-use on catalytic sites. Construct a dedicated bicycle facility on Oleander Way to connect to Pinellas Trail and incrementally fill sidewalk gaps as new development occurs.

MID TERM:



Mid Term: Re-grid street network with additional mixed-use and commercial development. Establish Gulfport Boulevard as a Main Street with concentration of commercial options and housing. Orient new development towards the waterfront.

LONG TERM:



Long Term: Continuation of streetscape improvements, re-grid the street network with multi-family development.

The images on the next page correspond with the vision map and provide examples for the types of improvements envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office, Residential, and/or Hotel
- Retail, Restaurant, or Brewery/Bar
- Medium Density Multi-Family Housing
- Low Density Multi-Family Housing
- Parks/Open Space
- Stable Development
- Streetscape Improvements
- New Street Network
- Park and Ride

STATION AREA PLANNED IMPROVEMENTS

- Connection to the Pinellas Trail
- Separated Bike Facility

Mixed-use development with ground floor retail and residential units above

Mixed-use development with ground floor restaurants and civic space/outdoor seating

Streetscape improvements on Gulfport Boulevard and Sunset Drive which include: landscaping, shade trees, seating, wide sidewalks, bike racks, and separated bike lanes

Variety of housing options: missing middle housing, workforce housing, apartments, condominiums, and/or townhomes

Special Area Standards

Overall Existing Regulatory Assessment

- Currently no mixed-use zoning designation within the City's Land Development Regulations (LDRs) other than the Planned Redevelopment (PR) zoning district.
- Limited by maximum heights at only 3 stories.
- Low intensity standards throughout station area.
- Suburban style development and permitted uses.
- PR is the only means to mix uses, provide density, and increase height, though it appears to potentially provide for less urban redevelopment.
- Update standards to address the Coastal High Hazard Area (CHHA) and flood elevations.

Land Use, Density, and Intensity

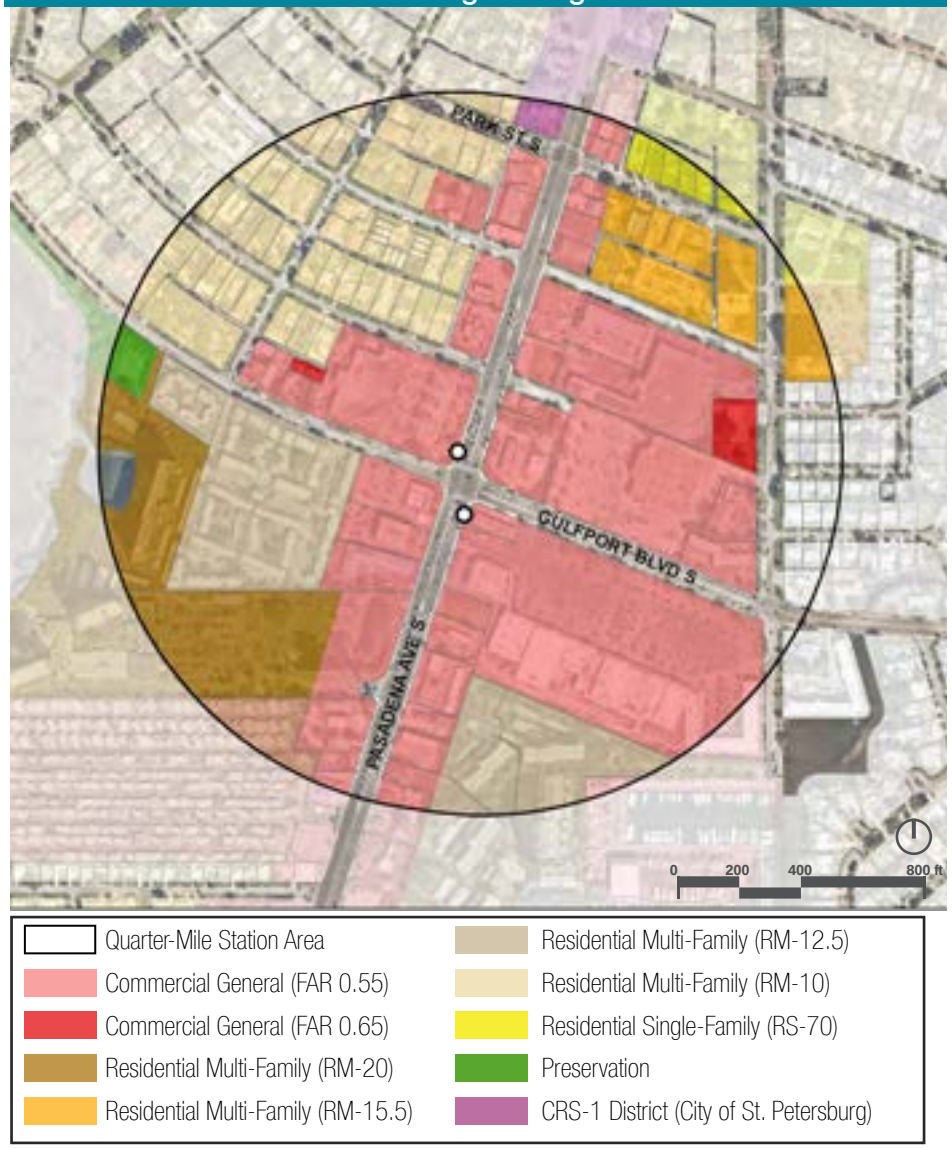
The following recommendations are provided at three development scales: core, primary, and secondary. The core development scale has the most dense/intense standards and is applied within the station along Gulfport Boulevard S and the intersection of Sunset Drive S and Pasadena Avenue S. The primary development scale recommends medium density/intensity and is meant to create a transition between the medium-to-high density/intensity development concentrated around the SunRunner stations and the secondary development scale. The secondary development scale recommends lower density/intensity standards and neighborhood-scale uses as it abuts existing single-family residential neighborhoods.

Core Scale

Land Uses:

- Mixture of medium-to-high density lodging/hotel, commercial, office, residential, and entertainment uses.
- Auto-oriented uses such as drive-thrus, gas stations, auto-repair stores, storage units, etc. are not permitted within this area.

Existing Zoning



Density/Intensity:

- **Base intensity up to 2.0 Floor Area Ratio (FAR)** and **densities up to 30 dwelling units per acre (UPA)** shall be permitted. Incentives will be scaled based on the number of affordable/workforce housing units provided. Bonuses can be achieved for developments providing the following (with City approval):
  - Dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,
  - Dwelling units for households with incomes between 80-120 percent of the AMI; and,
  - Building with LEED certification, National Green Building Standard certification or other green building program approved by the City.
  - Total maximum density with bonuses within the Core Scale shall not exceed **60 dwelling units per acre*.**

***The maximum density/intensity identified above is consistent with Countywide rules. If additional density is desired, the City would need to work with Forward Pinellas on an Activity Center designation.**

Primary Scale

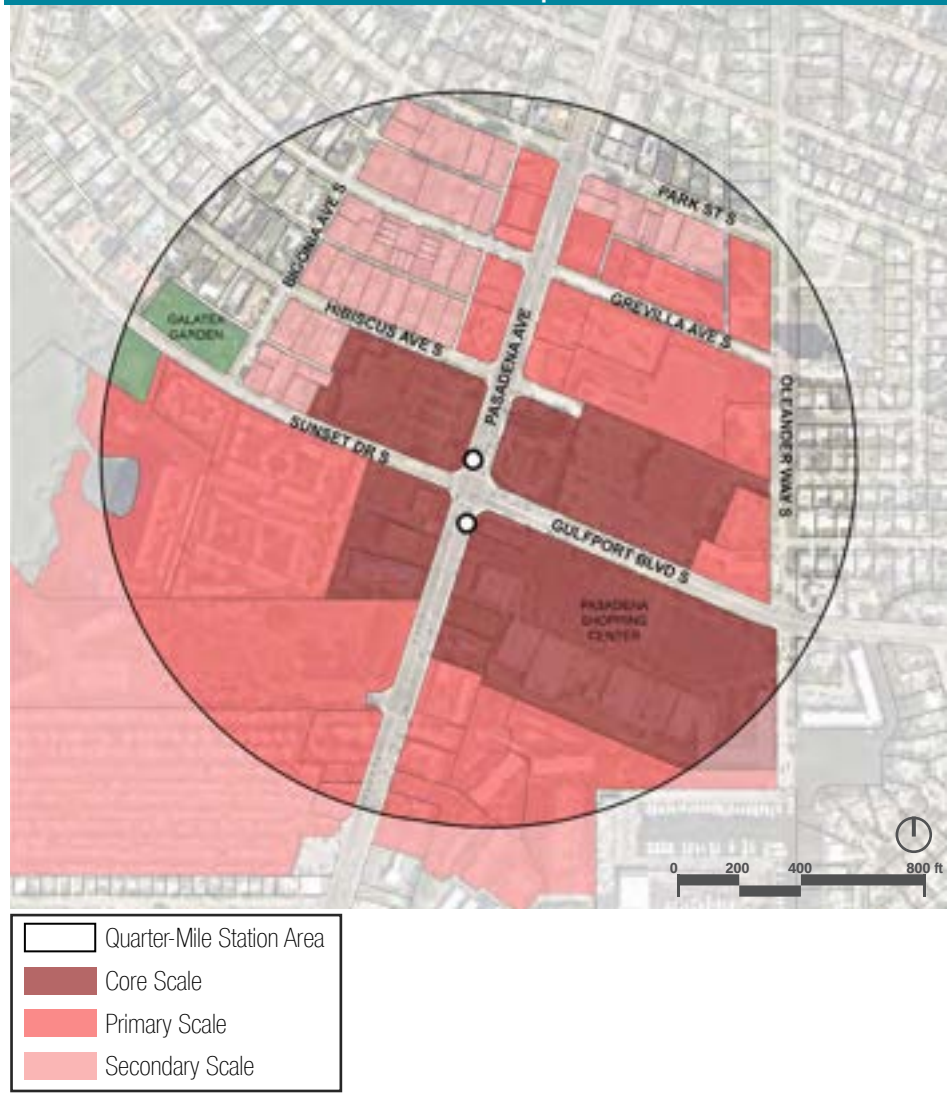
Land Uses:

- Mixture of medium density residential (townhomes, triplexes, fourplexes), lodging/hotel, and neighborhood-scale commercial and entertainment uses.
- Auto-oriented uses such as drive-thrus, gas stations, auto-repair stores, storage units, etc. are not permitted within this area.

Density/Intensity:

- **Base intensity up to 1.5 Floor Area Ratio (FAR)** and **densities up to 25 dwelling units per acre (UPA)** shall be permitted. Incentives will be scaled based on the number of affordable/workforce housing units provided. Bonuses can be achieved for developments providing the following (with City approval):
  - Dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,

Recommended Development Scales



SUNSET DRIVE/GULFPORT BLVD STATION AREA

Special Area Standards

- Dwelling units for households with incomes between 80-120 percent of the AMI; and,
- Building with LEED certification, National Green Building Standard certification or other green building program approved by the City.

- Total maximum density with bonuses within the Primary Scale shall not exceed **45 dwelling units per acre.**

Secondary Scale

Land Uses:

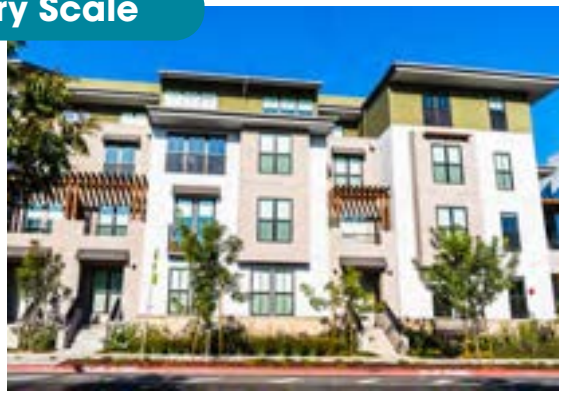
- Mixture of medium density residential (townhomes, duplexes, triplexes, fourplexes, bungalow court apartments), lodging/hotel, and neighborhood-scale commercial and entertainment uses.
- Auto-oriented uses such as drive-thrus, gas stations, auto-repair stores, storage units, etc. are not permitted within this area.

Density/Intensity:

- **Base intensity up to 1.25 Floor Area Ratio (FAR)** and **densities up to 20 dwelling units per acre (UPA)** shall be permitted. Incentives will be scaled based on the number of affordable/workforce housing units provided. Bonuses can be achieved for developments providing the following (with City approval):
  - Dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,
  - Dwelling units for households with incomes between 80-120 percent of the AMI; and,
  - Building with LEED certification, National Green Building Standard certification or other green building program approved by the City.
- Total maximum density with bonuses within the Secondary Scale shall not exceed **30 dwelling units per acre.**

Core Scale

Primary Scale



Secondary Scale

Proposed Densities and Intensities

OVERLAY	BASE DENSITY (UPA) / INTENSITY (FAR)[1]	MAX. DENSITY/INTENSITY WITH INCENTIVES	MAX. HEIGHT	BONUSES[3]
Core	30 UPA / 2.0 FAR	60 UPA / 3.5 FAR	5 stories[2]	Affordable Housing at or below 80% of the area median income (AMI) Workforce housing between 80-120% AMI LEED Certification, National Green Building Standard Certification or other green building program *[3]Total maximum density with bonuses may not exceed 60 UPA*
Primary	25 UPA / 1.5 FAR	45 UPA / 2.5 FAR	4 stories	Affordable Housing at or below 80% of the area median income (AMI) Workforce housing between 80-120% AMI LEED Certification, National Green Building Standard Certification or other green building program *[3]Total maximum density with bonuses may not exceed 45 UPA*
Secondary	20 UPA / 1.25 FAR	30 UPA / 1.5 FAR	3 stories	Affordable Housing at or below 80% of the area median income (AMI) Workforce housing between 80-120% AMI LEED Certification, National Green Building Standard Certification or other green building program *[3]Total maximum density with bonuses may not exceed 30 UPA*

[1]Further analysis to be conducted with changes to the Comprehensive Plan related to intensity potential by parcel size
[2]Maximum height may exceed 5 stories contingent upon further discussion related to design guidance and the provision of community benefits (with City approval).

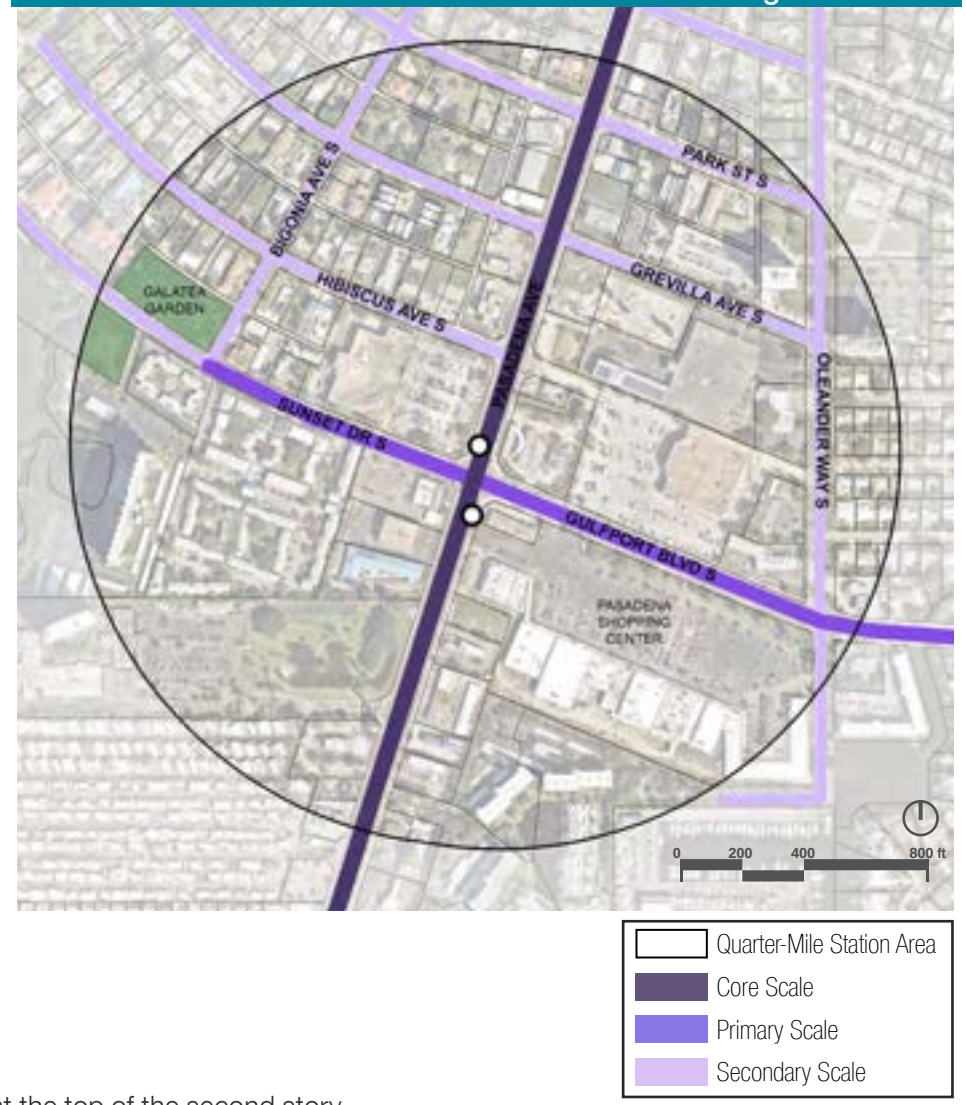
Special Area Standards

Building Form and Placement

The building form and placement standards provide recommendations for redevelopment building siting and form. All development within the station area shall adhere to the following recommendations:

- Ground floor of all buildings are required to have an active use with building entrances that face the pedestrian realm.
  - Ground floor retail/office/lodging shall have outdoor café/dining seating, merchandise, display windows, benches, etc.
  - Consider impact of FEMA Base Flood Elevation (BFE) on viability of ground floor uses, ensure ground floor is active and facilitates pedestrian access from the street frontage.
- Residential uses shall be elevated above BFE, plus increased elevation.
- Develop additional mitigation strategies to address the Coastal High Hazard Area (CHHA).
- Storage facilities shall be required to have active ground floor uses when fronting a public right-of-way.
- Drive-thru uses shall only be located at the rear or side of building and shall be reviewed by City staff for best placement.
- Gas station pumps shall be located at the rear or side of building and shall be reviewed by City staff for best placement.
- All buildings should have their primary pedestrian entrance oriented towards the street.
- For office and retail uses, the ground floor elevation shall achieve a minimum of 60% transparency. Upper floors (high than 20 feet above grade) shall be no greater than 50% transparent.
- Maximum Building Heights:
  - Secondary Scale = 3 Stories
  - Primary Scale = 4 Stories
  - Core Scale = 5 Stories
- For buildings taller than 3 stories, a façade transition line shall be provided at the top of the second story. The transition will be expressed by a material change, a trim line, or a balcony.
- Mixed-use buildings, hotels, and office buildings with Target Industry employment may exceed 5 stories (with City approval) with a development agreement and adherence to additional design standards.

Recommended Front Setbacks and Frontages



Front Setback Minimums

- Reduced front setbacks allow for buildings closer to Gulfport Boulevard.
- Increase maximum building (lot) coverage.
- Allow for reduced side yard setbacks to allow for continuous street wall.
- Require additional building setbacks from adjacent lower density, single-family residential neighborhoods when building exceeds two stories (see Secondary Scale in Recommended Front Setbacks and Frontages map).

Frontage Minimum

- Roads adjacent to Pasadena Avenue and Gulfport Boulevard frontage roads shall address multiple frontages and orientations.

Setback providing sufficient space for landscaping and pedestrian circulation.

Proposed Frontage and Front Setback Minimums

ROADS	FRONT SETBACK MINIMUM	FRONT SETBACK MAXIMUM	OTHER STANDARDS
Pasadena Avenue	15 ft	30 ft	The building's ground floor façade, parking areas, and loading areas shall be set back a minimum of 15 feet from the back of curb to provide sufficient area to accommodate the required circulation zone and landscape area. Building frontage should be oriented towards the primary street. An additional frontage setback may be required, above and beyond the maximum front setback to provide an additional landscape buffer and/or outdoor cafe seating for commercial or mixed-use developments if desired. A transitional change in uses with the transition from commercial/ mixed-use development to lower-density and single-family development shall be provided. Buildings should appropriately scale to single-family houses buffered with townhouses, duplexes, and apartments to scale up to more intensive and dense commercial and mixed-uses. When a non-residential or multi-unit residential lot shares a property line with an existing single-unit, detached lot, an upper story step-back for floors above the second story shall apply from the shared property line(s).
Gulfport Boulevard	15 ft	25 ft	
All other roads	0 ft	20 ft	

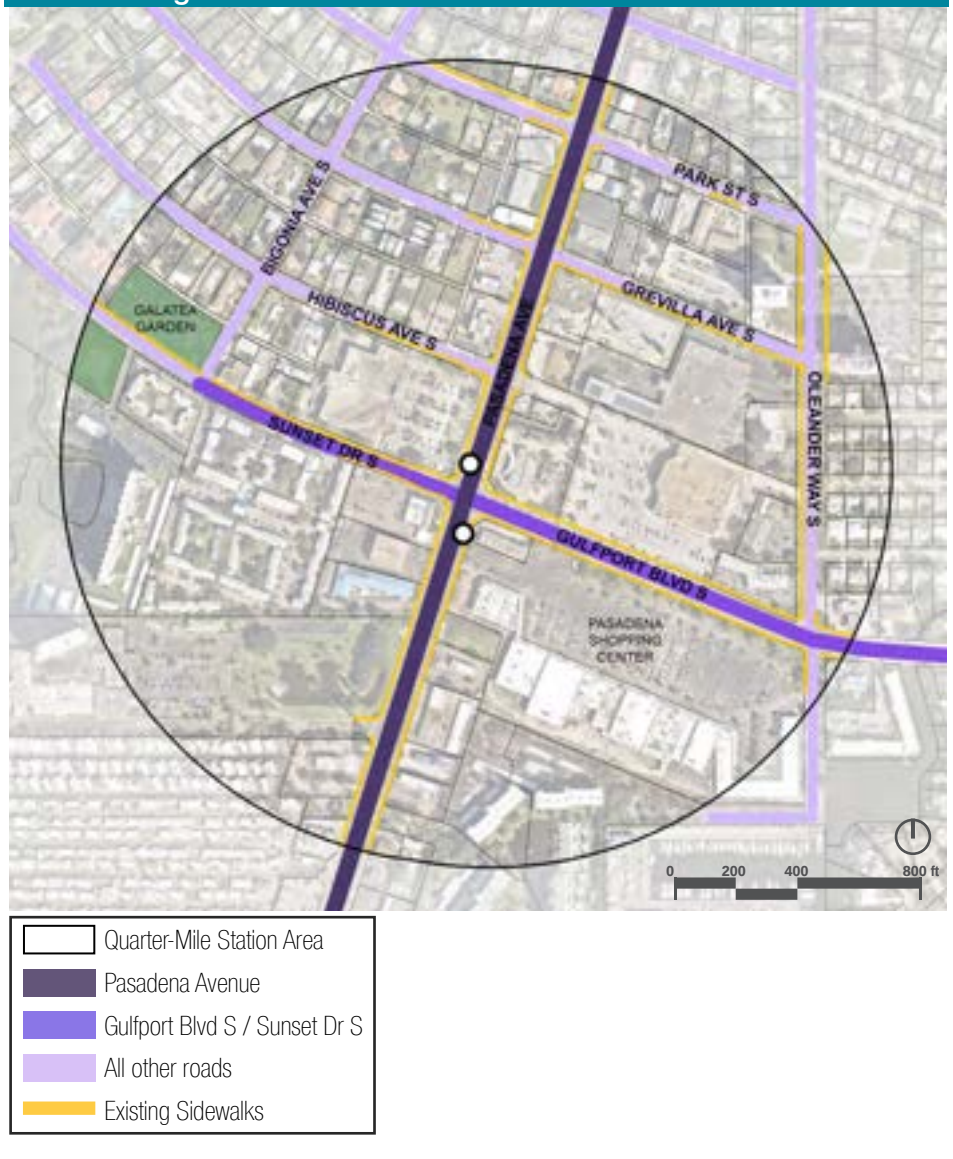
Special Area Standards

Public Realm and Connectivity

This section includes public realm (streets and public open space) and mobility recommendations that are suitable for the station area and will help achieve a walkable TOD pattern. All development within the station area shall adhere to the following recommendations:

- There shall be no blank building walls. Walls should be covered with murals, landscaping, and/or architectural features.
- Create a public art program to place murals on blank walls, and prioritize existing blank walls that have the greatest impact.
- Seek local artists for public art installations and murals.
- Create a connective street network with new development that uses hierarchies to prioritize transportation modes.
- Expand Coast Bikeshare services to South Pasadena.
- Provide long-term bicycle parking/storage at or near the SunRunner stations.
- Prohibit dead-end streets and cul-de-sacs with new development.
- Orient redevelopment to SunRunner stations and other public transit stops.
- Incentives shall be provided for public art, gateway/neighborhood signage, and elements that create a sense of place that is unique and attractive.
- Implement access management standards that reduce number of curb cuts/ driveways.
- New development should include outdoor frontage spaces along Gulfport Boulevard (and Pasadena Avenue where possible) to provide enhanced public spaces and landscaping (that includes shade trees).
- Include standards for fewer curb cuts by consolidating, reducing width of, or providing alternative means of access to properties.
- Look for opportunities to install desired improvements temporarily (tactical urbanism).
- Add and improve crossings for increased mobility.
- Include standards for landscaping and public spaces, including waterfront views where possible
- Consider incentivizing with more density/intensity for including public realm improvements.

Existing Sidewalks and Recommended Sidewalk Widths



Minimum Sidewalk Widths

- Fill sidewalk gaps and create sidewalk standards for minimum widths (see table on the next page for proposed standards)
- Vary minimum sidewalk widths by road type, for example, wider sidewalks along major corridors like Pasadena Avenue and Gulfport Boulevard

Proposed Sidewalk Widths and Other Pedestrian Realm Improvements

ROADS	MINIMUM SIDEWALK WIDTH	OTHER ELEMENTS
Pasadena Avenue	10 ft	Street furniture elements that are included in this scale are: trees with planters, pedestrian-scale lighting, bicycle racks, bikeshare/scootershare stations, seating, trash cans, sheltered transit stops, and landscaping/green infrastructure. • Additional street elements that should be included in development are: window awnings, large ground floor windows, ground floor store frontage, pedestrian scaled signage, and front porches for residential uses. • Placemaking elements shall be encouraged, particularly in the commercial focus areas, including: gateway/ district signage, neighborhood signage, streetlight banners, and unique pavement patterns/materials, and public art/murals. • Screened or landscape buffered for surface parking lots. • Additional frontage space available for outdoor café seating. • Internal private roads should have sidewalks serving internal circulation.
Gulfport Boulevard / Sunset Drive	8 ft	
All other roads	6 ft	

Street furniture

Pedestrian-scale lighting

Dedicated infrastructure for micromobility options

South Pasadena

Special Area Standards

Existing Bicycle and Sidewalk Facilities

- Quarter-Mile Station Area
- 5-minute Walk from SunRunner Station
- Parks/Open Space
- Shared Lane Marking for Bicycles
- Existing Sidewalks

Recommended Bicycle and Sidewalk Facilities

- Quarter-Mile Station Area
- 5-minute Walk from SunRunner Station
- Parks/Open Space
- Existing Sidewalks
- Trail Connection to the Pinellas Trail
- Separated Bicycle Facility

Bicycle Facilities and Sidewalk Improvements

Buffered, two-way bike lane

Sidewalk with landscaped buffer

Coast Bikeshare

Public Realm Improvements

Incorporate murals on blank building façades

Shade Trees

Utilizing extra roadway for public space and outdoor cafes

South Pasadena

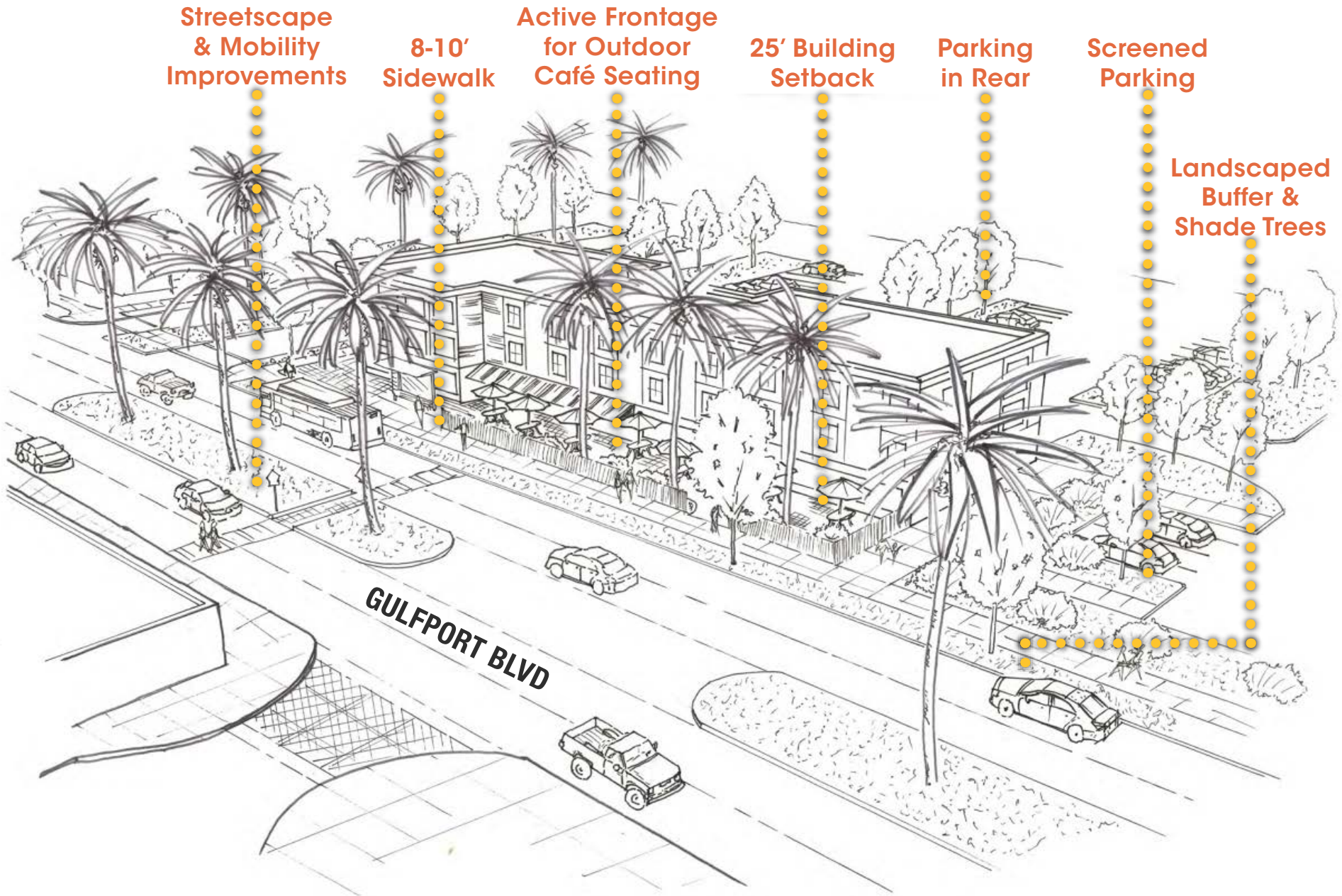
Example redevelopment vision for Gulfport Boulevard (looking west towards Pasadena Avenue S)

1. Medium-density mixed-use development with active ground floor.
2. Wide sidewalk with additional space for street furniture and outdoor dining.
3. Streetscape improvements: shade trees, landscaped buffer between pedestrian realm and street.
4. Crossing improvement: mid-block crossing with pedestrian refuge island.

Sidewalk and streetscape improvements

Crossing improvement

Active frontage with wide sidewalks, pedestrian-scale lighting and space for outdoor dining



Aerial view of the redevelopment vision for Gulfport Boulevard

Special Area Standards

Parking Regulation and Placement

The parking standards outline parking reductions, where parking should be located, and other parking strategies within the station area. All development within the station area shall adhere to the following parking recommendations:

- An overall reduction in minimum parking requirements for areas falling within the core, primary, or secondary scales shall be considered in the next land development code update.
- Further reduction in required parking spaces if development is within ¼ mile of public transit stop and/or SunRunner station.
- On-street parking may be used to meet parking requirements.
- Shared parking structure may be used to meet requirements.
- Parking, loading, and driveway access should be placed at the rear of buildings or hidden/buffered where appropriate.
- Surface parking lots shall be screened with landscaping or a decorative façade structure to create an attractive public realm.
- Structured parking shall be hidden behind buildings.
- Incentivize shared-parking and/or park and ride location(s); consider payment in-lieu to provide for community parking garage and park and ride location.

Proposed Parking Requirements

ROADS	PARKING REQUIREMENTS
Pasadena Avenue	No frontage parking/drive aisle. All parking must be structured, concealed, or behind buildings.
Gulfport Boulevard	
All other roads	On-street parking.

Parking Garage Treatments

Parking garage treatment

Parking garage green wall

Alternative treatment design

Concealed/Screened Parking

Parking garage screen that incorporates public art

Landscaping can provide screening in a surface parking lot

Sunset Drive/Gulfport Blvd Station Area Concept

The concept above depicts aspirational uses and activities for the Sunset Drive/Gulfport Blvd station area. The vision for this station area is incremental, mixed-use redevelopment that provides neighborhood-scale retail, restaurants, and services, as well as mobility improvements and shared parking. This concept shows the intersection of Pasadena Avenue and Sunset Drive/Gulfport Blvd looking east.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- NEIGHBORHOOD MARKETS
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES
- HOTEL
- BREWERIES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS: LANDSCAPING & LIGHTING
- PUBLIC ART
- PLAZAS
- MARKET SPACE

MOBILITY

- SUNRUNNER STATION
- SHARED PARKING
- MICROMOBILITY OPTIONS
- TRAIL
- BIKE FACILITIES

Sunset Drive/Gulfport Blvd Phased Redevelopment Vision

The following site plans show an illustrative vision for the Sunset Drive/Gulfport Boulevard station area. The purpose of the images below is to not show a specific site plan, but to further illustrate the concept on **page 50** and describe how the Special Area Standards and phased development could be applied and unfold over time. **Phases One and Two** represent recommendations that can be implemented in the short to mid-term such as streetscape improvements and some incremental infill, and **Phase Three** represents full buildout in the long-term. **Phase One** begins with district definition through streetscaping improvements along Sunset Drive/Gulfport Boulevard and at the intersection of Gulfport Boulevard and Pasadena Avenue, along with infill development of liner buildings in existing surface parking lots along Gulfport Boulevard. **Phase Two** continues with district definition, bringing streetscape improvements south on Pasadena Avenue and south on Oleander Way, providing a gateway plaza space to further define the station area, and also includes additional infill development and redevelopment of selected parcels. **Phase Three** completes the redevelopment vision with total buildout.

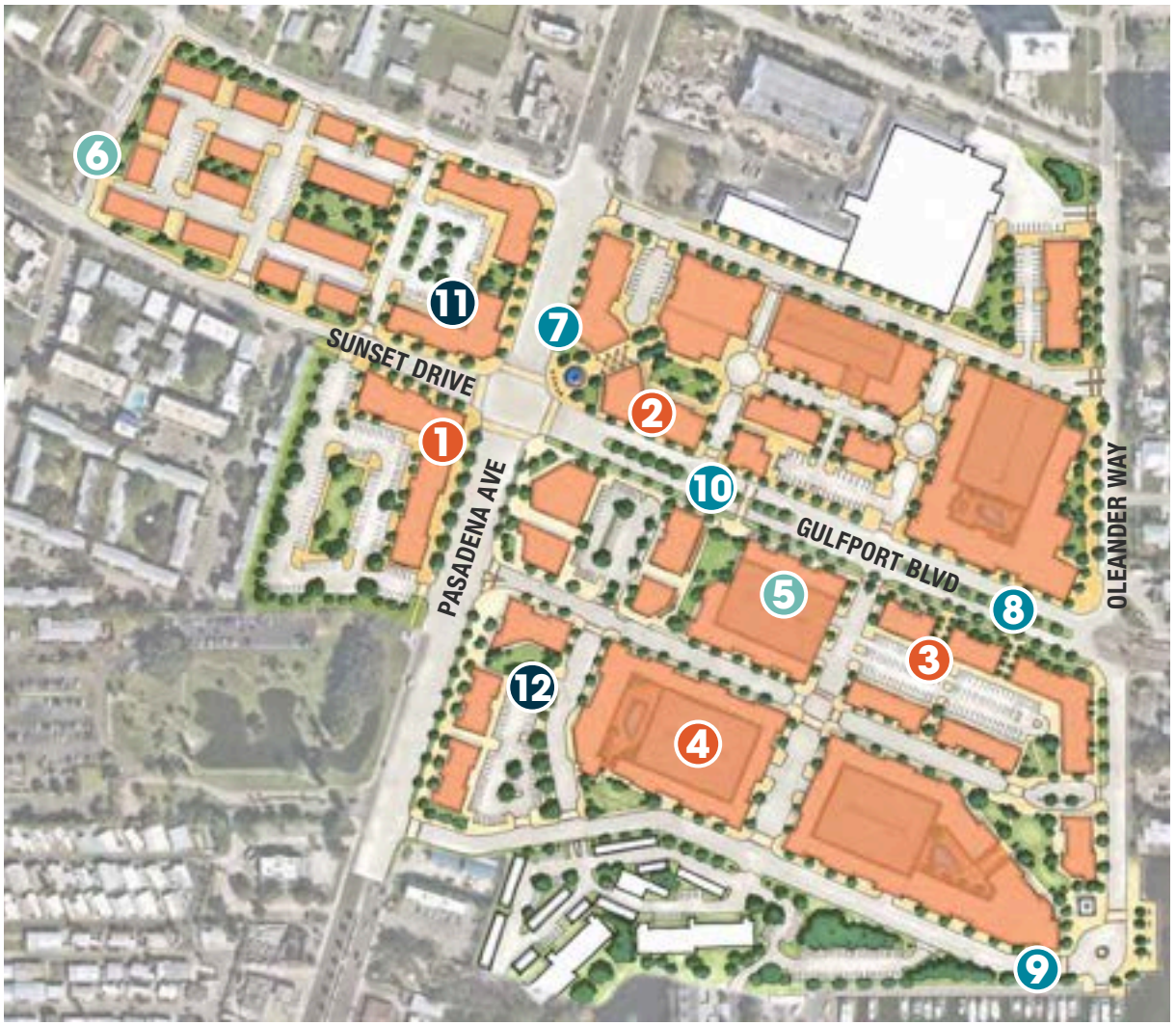
Phase One:

Phase One development showing station area definition (streetscaping along Gulfport Boulevard and Pasadena Avenue) and infill development of liner buildings in existing surface parking lots.

Phase Two:

Phase Two development showing a continuation of station area definition (additional streetscape improvements and the development of blocks) and infill development.

Phase Three:



Phase Three development showing total buildout. This site plan shows an illustrative image of the culmination of incremental development over the longer-term and is just one alternative of many that may be achieved to fulfill the station area redevelopment vision.

Proposed Elements

Land Use, Density, and Intensity

1	Core scale, higher-density development
2	Mixture of residential, retail, office, restaurant, and entertainment uses along Gulfport Blvd.
3	Infill development of liner buildings
4	Mixed-use development with apartments, ground floor retail, and parking structure

Building Form and Placement

5	Building frontage oriented towards Gulfport Blvd. with minimal setback from street
6	Primary scale building heights and differing residential housing types to create a transition between core scale and existing neighborhoods

Public Realm and Connectivity

7	Placemaking opportunity with gateway signage and public plaza space
8	Streetscape improvements, including landscaped medians and sidewalk buffers
9	New public street connection and opening of the waterfront with roundabout and civic space
10	Mid-block crossing with pedestrian refuge island, creating connectivity between greenspace and entertainment/retail uses

Parking Regulation and Placement

11	Parking placed behind/internal to buildings
12	Parking screened from street view with landscaping

Infrastructure Assessment

Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described under the **Special Area Standards on pages 36 through 39.**

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the Sunset Drive/Gulfport Blvd Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	TOTAL ESTIMATED BUILDOUT (LOW - HIGH)
Residential	900 units	+600 units	+1,800 units	1,500 - 2,700 units
Non-Residential	1,027,000 SF	+200,000 SF	+444,000 SF	1,227,000 - 1,471,000 SF

Utility Infrastructure

The station pair at Pasadena Avenue and Gulfport Boulevard South is within the City of South Pasadena's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	900 Units	2,700 Units	900	2,700
Non-Residential[1]	1,027,000 SF	1,471,000 SF	308	441
		Total	**1,208**	**3,141**

[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

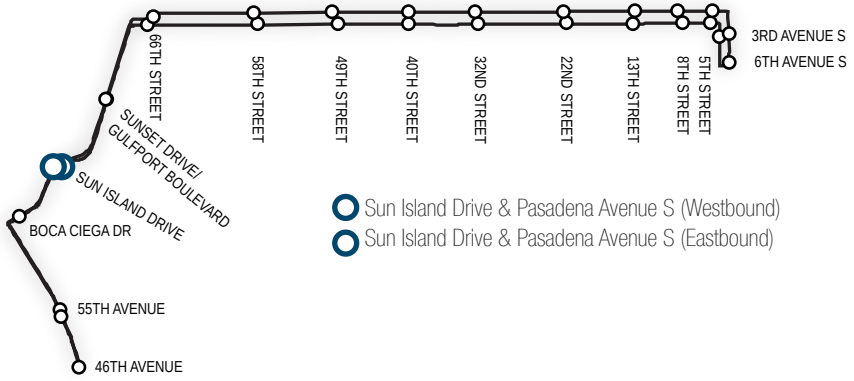
	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	319,951	831,925	160%
Sanitary Sewer	297,168	772,686	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis. The full Infrastructure Assessment analysis can be found in **Appendix G**

SUN ISLAND DRIVE STATION AREA PROFILE AND CONCEPTS

Introduction

The Sun Island Drive station area is surrounded by water and gated multi-family residential communities. Adjacent to the eastbound SunRunner station is Fred Held South Pasadena Habitat Park which has green space, waterfront walking paths, and a fitness park. There are two additional parcels that are located outside the gated communities: one is a commercial and office strip center and the other is multi-family residential.



Gated multi-family residential community adjacent to SunRunner stations

Commercial and office strip center adjacent to the westbound SunRunner station

Fred Held South Pasadena Habitat park located adjacent to the eastbound SunRunner station

Existing Station Area Conditions

Street view of the Sun Island Drive station area looking east-northeast from Pasadena Avenue S

OPPORTUNITIES

- Adjacent to multi-family residential uses
- Adjacent to the waterfront
- Adjacent to Fred Held South Pasadena Habitat park
- Commercial land uses adjacent to SunRunner stations
- Close proximity to the beach and waterfront
- Desirable location to live
- Significant senior population

CHALLENGES

- Surrounded by water and limited connectivity
- Adjacent to a gated community
- Limited parcels for redevelopment

South Pasadena

Station Area Profile Summary

The following data outlines demographic information for the Sun Island Drive Station Area. This station area has the largest senior population (53%) and the lowest minority population (3%) within the SunRunner Corridor and compared to the County averages. This area also has one of the lowest youth populations relative to other station areas in the Corridor and County averages. This indicates this area consists of retired people that could benefit from transit, walking, and biking options.

A lack of walkability and connections in this area are some of the largest barriers to development and available development in the station area.

36%
5-MINUTE WALK COVERAGE

3%
MINORITY POPULATION

53%
POPULATION OVER 65 YRS OLD

$50K
MEDIAN HOUSEHOLD INCOME

The Sun Island Drive station area is identified as a Neighborhood Place Type. The Neighborhood station areas are anticipated to have the lowest densities and intensities, and incremental redevelopment activity within the SunRunner Corridor. This is further described on the next page in the Development Potential graphics. The station area has strong employment growth projections, but is in need of mobility improvements, such as bicycle and pedestrian facilities, and has low land development potential due to a low number of vacant and publicly-owned parcels, which is why the TOD Readiness Score is Low for the Sun Island Drive station area.

TOD READINESS SCORE

LOW

PLACE TYPE

N

NEIGHBORHOOD

Components For Potential Development

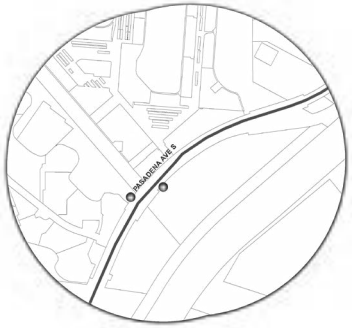
Areas of stability, shown below, are less likely to change and are identified as established neighborhoods, historic districts, institutional uses, parks, and existing TOD supportive development. Areas of stability within this station area include: Fred Held South Pasadena Habitat park, Palms of Pasadena Hospital, and established residential communities like HarbourSide Condos at South Pasadena, and Bay Island community.

Transit-Supportive Zoning

LOW HIGH

Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

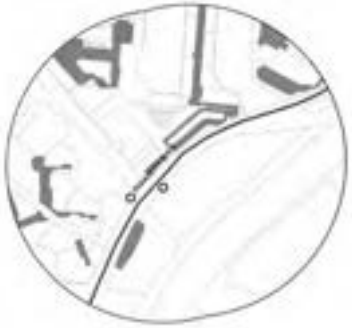
Vacant and Publicly-Owned Parcels



VACANT PUBLIC

Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



Surface parking and under-utilized parking areas present opportunities for infill or denser development.

Building Age by Parcels

<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

Parcels that have greater land value than building value indicate a higher likelihood for development.

Potential Parcels for Redevelopment

Potential for Redevelopment
Areas of Stability

Parcels with aging structures and transit-supportive zoning have the greatest development potential in this station area.

Fred Held South Pasadena Habitat Park and the Palms of Pasadena Hospital are the only parcels identified as stable development, which leaves the larger, gated community sites and two commercial parcels along Pasadena Avenue S as parcels with potential for redevelopment.

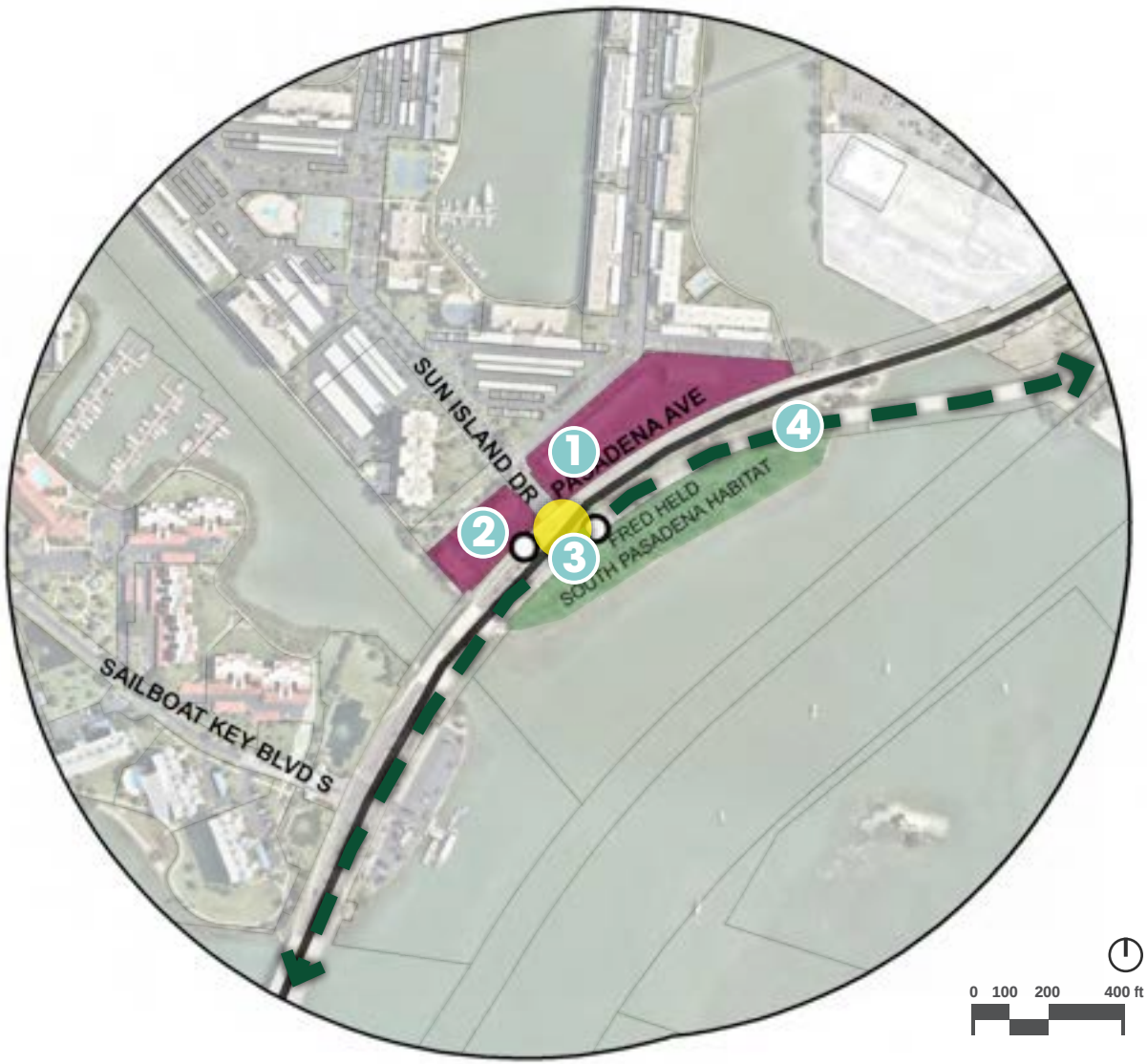
South Pasadena

Redevelopment Vision

The station area is primarily made up of water and multi-family housing in a gated community. One of two viable parcels that has potential for redevelopment is a commercial strip center with surface parking outside of the gated community. To maintain the current character of the station area, this parcel can be redeveloped into a mixed-use building to provide the commercial and office uses seen presently and provide additional housing near the SunRunner station. Over time, the second parcel outside the gated community can be redeveloped to include more community commercial and office uses with additional multi-family housing above.

A multi-use trail is proposed on the eastbound direction of Pasadena Avenue to provide a dedicated space for bicycles and pedestrians to access South Pasadena and St. Pete Beach.

The images on the next page correspond with the vision map and provide examples for the types of improvements envisioned for the station area.



ENVISIONED STATION AREA COMPONENTS

- SunRunner Station
- Mixed-Use: Retail, Office and/or Residential
- Existing Park and Open Space
- Stable Development
- Separated Multi-Use Trail

STATION AREA PLANNED IMPROVEMENTS

- Crossing Improvements

Mixed-use development with ground floor retail and residential units above

Mixed-use development with ground floor retail, residential units, or temporary lodging

Implement placemaking tools like intersection murals, gateway signage, or public art

Separated multi-use trail to connect South Pasadena and St. Pete Beach

Sun Island Drive Station Area Concept

The concept above depicts aspirational uses and activities for the Sun Island Drive station area. The vision for this station area is incremental, mixed-use redevelopment that provides multi-family housing, restaurants, small office spaces, and neighborhood-scale retail and services. This concept shows a street view of the Sun Island Drive station area looking east-northeast from the southwest corner of Pasadena Avenue S and Sun Island Drive S.

Station Area Concept Components

The Station Area Concept Components highlight anticipated uses and amenities within this station area. The components speak to the unique character of the station area, as well as anticipated growth and demand as a result of the SunRunner. The components support transit but are also a product of the premium transit route.

STATION AREA USES

- MIXED-USE
- NEIGHBORHOOD MARKETS
- MULTI-FAMILY
- RESTAURANTS
- RETAIL
- CAFES

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS: LANDSCAPING & LIGHTING
- PUBLIC ART

MOBILITY

- SUNRUNNER STATION
- CROSSING IMPROVEMENTS
- MICROMOBILITY OPTIONS
- BIKE FACILITIES

Implementation Overview

The Implementation Section is broken into two components: (1) Policy and Regulatory, and (2) Infrastructure. The Policy and Regulatory component identifies recommendations for updates to the Land Development Regulations (LDRs), with an emphasis on zoning, within the station area. The Infrastructure element includes a summary of anticipated and recommended mobility improvements within the station area, and a summary of water and wastewater capacities for each station area. The full Infrastructure Assessment can be found in **Appendix G**. Next steps related to partnerships, funding, and additional studies can be found in **Chapter 6.**

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

Implementation: Policy and Regulatory

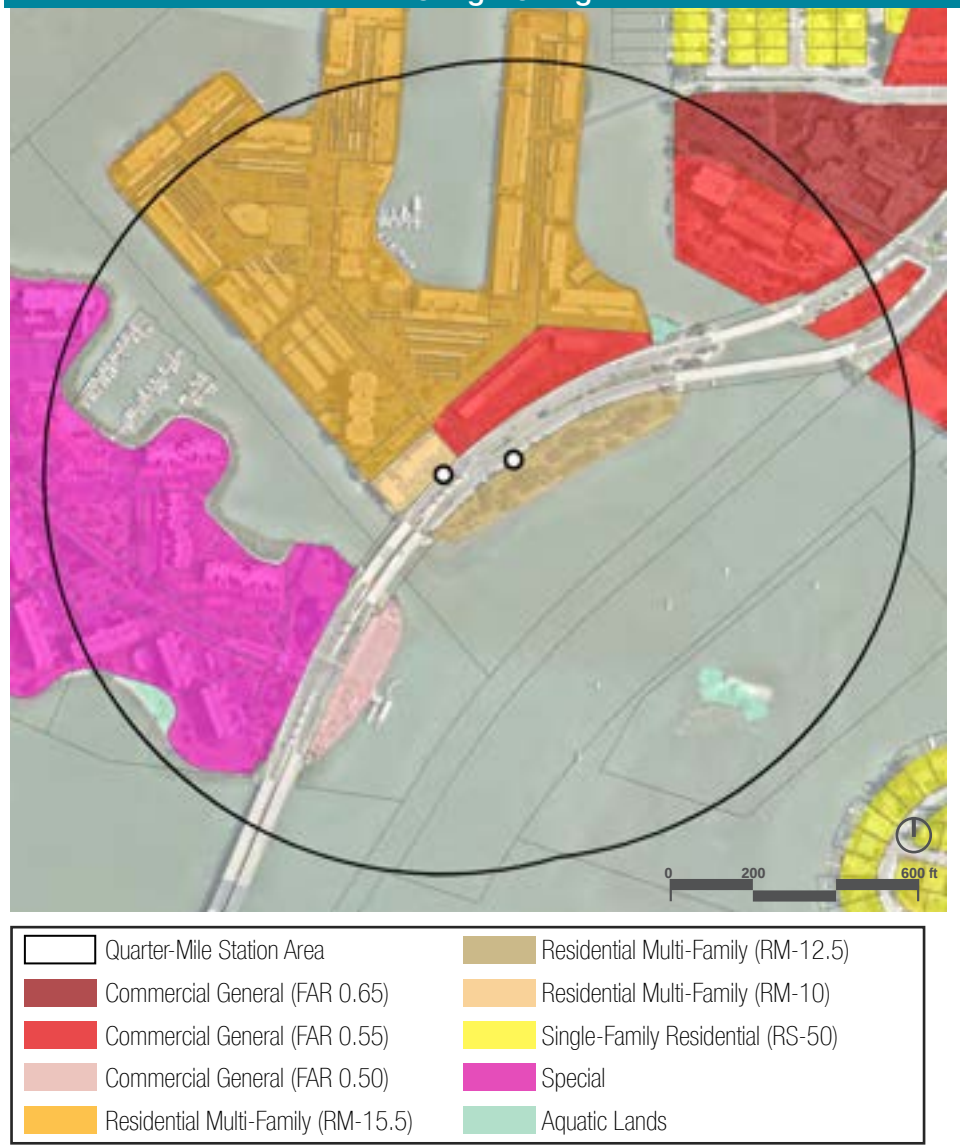
Overall Existing Regulatory Assessment

- Limited density and intensity for multi-family residential.
- Currently no mixed-use zoning designation within the City's Land Development Regulations (LDRs) other than the Planned Redevelopment (PR) zoning district.
- Limited maximum heights at only 3 stories.
- Station area surrounded by water and gated community – limited amount of land.

Regulatory and Land Use Recommendations

- Consider Multimodal Corridor designation (Countywide Plan) to allow for redevelopment opportunities and increased flexibility.
- Utilize the PR district (or a new mixed-use zoning district, or TOD overlay) for redevelopment and housing.
- Allow for multi-family across all zoning districts.
- Residential is likely highest and best use, but opportunity for ground floor retail (neighborhood-serving) in redevelopment in the PR district.
- Consider impact of FEMA Base Flood Elevation (BFE) on viability of ground floor uses, ensure ground floor is active and facilitates pedestrian access from the street frontage.

Existing Zoning



Density and Intensity Recommendations

- Increase base density to **25 dwelling units per acre (du/acre).**
- Allow up to **60 du/acre** in some areas, with scaled bonuses for the provision of design and community benefits such as:
  - Ground floor retail
  - Enhanced streetscape
  - Public open space or plazas
  - Iconic architecture
  - Transit pass reimbursement

Height Recommendations

- Consider allowing building heights above **3 stories** (with City approval) with adherence to additional design guidelines and the provision of community benefits.
- Allow for appropriate transitions to single-family.
- Consider iconic architecture design standards.

Existing vs. Proposed Densities, Intensities, and Heights

	DENSITY (DU/ACRE)	INTENSITY (FAR)	MAX. BUILDING HEIGHT
Existing	10-15.5	0.40-0.65	3 stories
Proposed	25-60	2.0-3.0	3 stories*

**Maximum height may exceed 3 stories contingent upon further discussion related to design guidance and the provision of community benefits (with City approval).*

Implementation: Infrastructure

Mobility Infrastructure

Mobility Infrastructure improvements were identified through the existing conditions analysis, found in **Appendix B**, and stakeholder and community engagement. Below are the mobility improvement recommendations:

- Create a multi-use trail to connect to St. Pete, South Pasadena, and St. Pete Beach.
- Work with Palms of Pasadena Hospital to explore a waterfront multi-use path.
- Explore long-term feasibility of a pedestrian underpass under Pasadena Avenue bridge.
- Consider Park and Ride opportunities.
- Improve bicycle facilities and provide long-term bicycle parking/storage at or near the SunRunner stations.
- Conduct water/wastewater infrastructure studies.

Long-term bicycle storage

Waterfront multi-use path

Aspirational Mobility Improvements

STATION AREA EXISTING CONTEXT

- SunRunner Route and Stations
- 5-Minute Walk from SunRunner Station
- Parks/Open Space
- Bike Lane
- Existing Sidewalks

STATION AREA PLANNED IMPROVEMENTS

- Crossing Improvements

STATION AREA ASPIRATIONAL IMPROVEMENTS

- Pedestrian underpass
- Waterfront multi-use path

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Infrastructure Assessment

Station Area Buildout

An analysis of the current density and intensity for each zoning category and comparison to the proposed increases was completed to estimate the potential buildout within the quarter-mile station area. The analysis looks at a comparison of the current units and square footage versus the potential increase with proposed increases to density and intensity in each zoning category. The proposed increases for each zoning category are described under the **Policy and Regulatory Implementation Strategies on pages 64 and 65**.

Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. Buildout projections were developed in the following table based on the level of zoning changes and various ranges of entitlements that may be built. For this analysis, the 20% to 50% of entitlements was assumed for different zoning categories. In addition to a percentage of the entitlements, development propensity factors were weighted based on the current land and building conditions on each property. These factors include: vacancy, parking lots, land-to-building value, and building age.

Following the analysis, the estimated increase in units and commercial and retail square footage was determined. The table below includes the net new units and square footage at buildout if the proposed increases in density and intensity were implemented. This estimated increase could change based on market potential.

Potential Buildout Scenario for the Sun Island Drive Station Area

LAND USE	EXISTING	ESTIMATED INCREASE	TOTAL ESTIMATED BUILDOUT
Residential	1,300 units	+300 units	1,600 units
Non-Residential	116,000 SF	+32,000 SF	148,000 SF

Utility Infrastructure

The station pair at Sun Island Drive South is within the City of South Pasadena's service area for potable water and sanitary sewer service. These facilities were evaluated within the quarter mile radius of the stations to identify the potential increase in capacity based on the proposed buildout densities and intensities.

The current and buildout infrastructure demands were evaluated using the equivalent residential unit (ERU) method, which standardizes potable water and sanitary sewer demands by quantifying all land uses within the station area as they relate to the demand from a residential unit. The ERUs for the current and buildout density/intensities of the station area are shown in the table below. The conservative buildout scenario was evaluated in this infrastructure analysis.

LAND USE	CURRENT INTENSITY	BUILDOUT INTENSITY	CURRENT ERUs	BUILDOUT ERUs
Residential	1,300 Units	1,600 Units	1,300	1,600
Non-Residential[1]	116,000 SF	148,000 SF	35	44
		Total	**1,335**	**1,644**

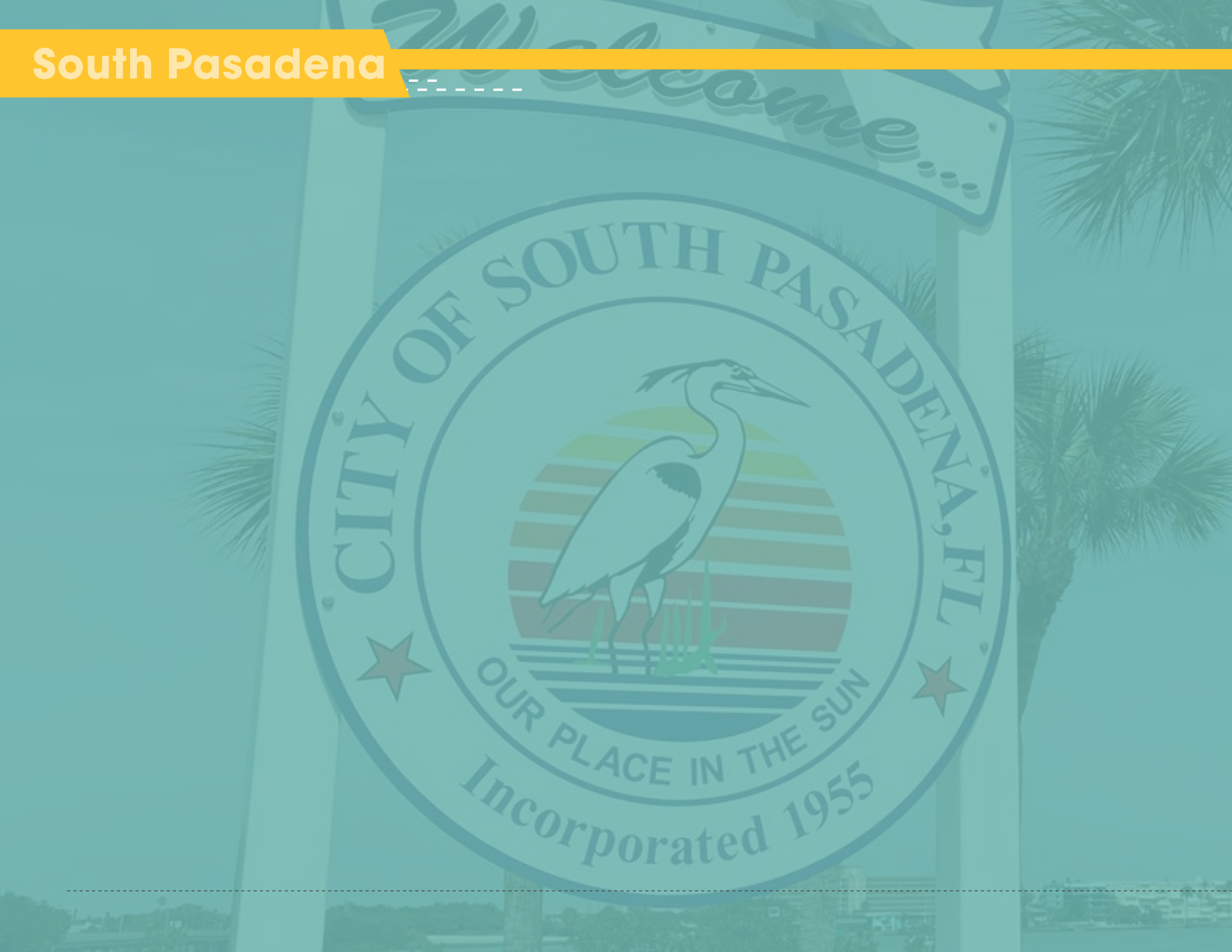
[1] 0.3 ERUs was assumed for every 1,000 square feet of non-residential land use

Potable water and sanitary sewer average flow rates were applied to the number of ERUs within the station area to calculate the total demands. Based on the average demands per residential unit, the following table shows the estimated net potable water and sanitary sewer demands for the station area.

	CURRENT DEMAND (GPD)	BUILDOUT DEMAND (GPD)	PERCENT INCREASE IN DEMAND
Potable Water	353,588	435,430	23%
Sanitary Sewer	328,410	404,424	

This infrastructure analysis is based on conceptual flows calculated from City's level of service standards for potable water and sanitary sewer based on the Comprehensive Plan and current and projected buildout densities and intensities. Additional analysis is required to identify specific infrastructure improvements necessary to accommodate the projected capacity demands as outlined in this analysis. The full Infrastructure Assessment analysis can be found in **Appendix G**

South Pasadena



Chapter 5

Case Studies

CASE STUDIES

Introduction

The following case studies have been selected in order to showcase suburban-style redevelopment that has occurred over time or is in the process of being built. The case studies embody some of the elements of the Sunset Drive/Gulfport Boulevard station area redevelopment vision. Key features of the redevelopment projects are highlighted and pictures are provided to demonstrate the transformation of under-utilized space, such as suburban strip centers and surface parking lots, into medium to high-density, mixed-use developments that also provided public realm enhancements. These case studies illuminate the type of development to expect from the land use, density, intensity, building form, and public realm recommendations set forth in the Sunset Drive/Gulfport Boulevard station area profile in **Chapter 4**. City staff may also leverage these case studies in working with developers to achieve a desired redevelopment vision.

Solera at City Centre, Palm Beach Gardens, FL

BEFORE

AFTER

KEY FACTS

95,000 gross building area

136 multi-family units

43 dwelling units/acre

4 to 5 stories

3.21 acre site

Solera at City Centre is a mid-rise multi-family development located off PGA Boulevard and Ellis Wilson Road in Palm Beach Gardens, FL. The infill redevelopment project (pictured right) began construction in January 2020, was completed in April 2021, and took the place of a vacant lot situated adjacent to a 20,000 square foot office strip center (pictured left). The development contains 136 multi-family units, ranging from one to three-bedroom apartments. The Solera development is part of the larger City Centre development which contains six other buildings amounting to 97,000 square feet of office space and 23,000 square feet of retail space.

CASA MARA, WEST PALM BEACH, FL

BEFORE

AFTER

KEY FACTS

16,000 square feet of ground floor retail

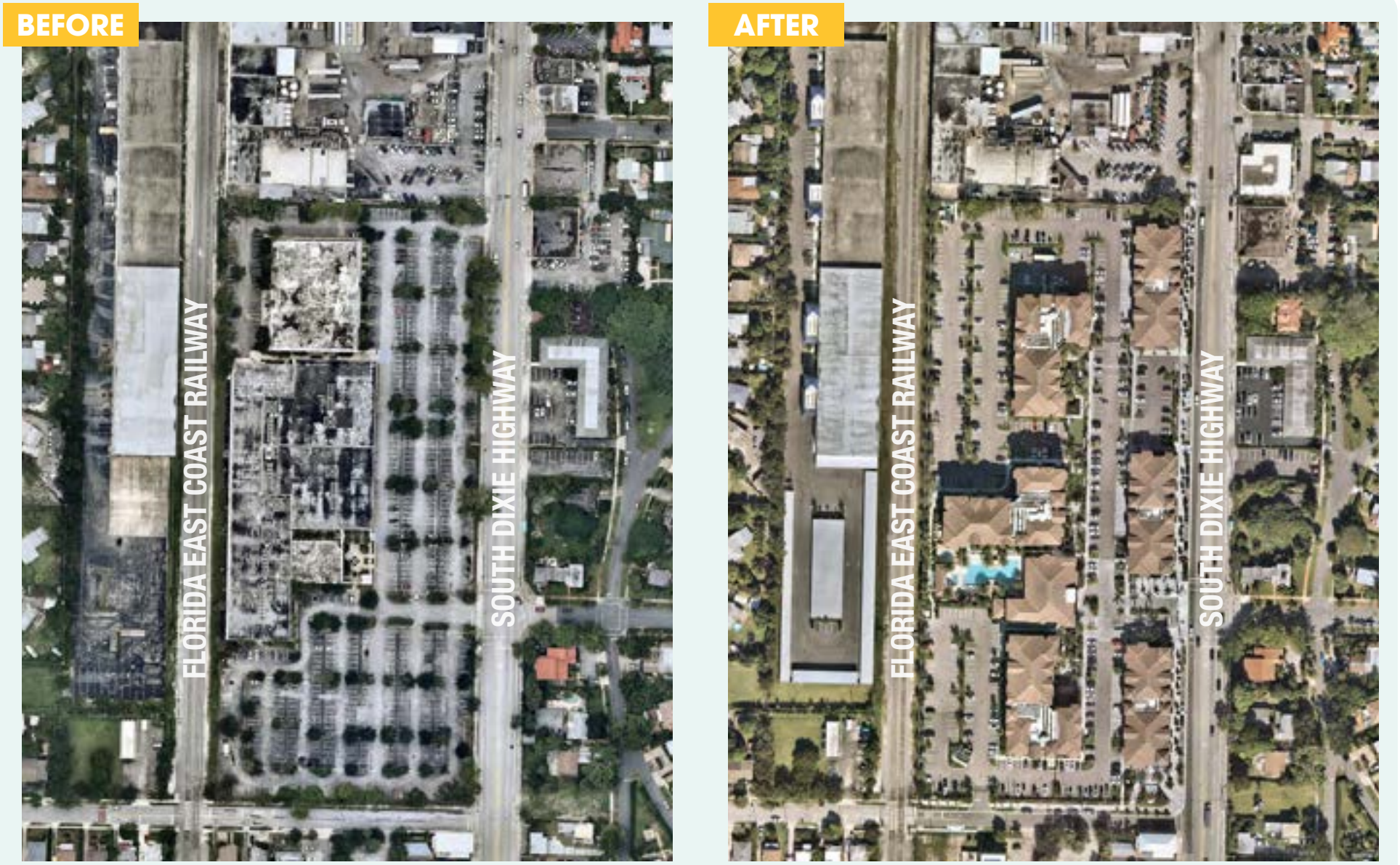
300 multi-family units

32 dwelling units/acre

3 to 5 stories

9.32 acre site

Casa Mara is a mixed-use development located off South Dixie Highway in West Palm Beach, FL. The redevelopment project (pictured right) began construction in February 2020, was completed in November 2020, and took the place of the Prospect Park office complex and surface parking lot (pictured left). The development spans seven buildings and contains 300 multi-family units, ranging from studio to three-bedroom apartments, with 16,000 square feet of ground floor retail. In addition to the construction of the mixed-use development, the redevelopment project included public realm improvements such as sidewalk widening and repaving, streetscaping, and the provision of on-street parking.


BEFORE
FLORIDA EAST COAST RAILWAY
SOUTH DIXIE HIGHWAY
AFTER
FLORIDA EAST COAST RAILWAY
SOUTH DIXIE HIGHWAY

HILL CENTER, NASHVILLE, TN

KEY FACTS

237,000 square feet of ground floor retail

46 retailers

8 buildings

1 to 2 stories

18.8 acre site

Hill Center is a lifestyle center development project located off Hillsboro Pike in the Green Hills neighborhood of Nashville, TN. The redevelopment project (pictured right) was constructed in 2007 and took the place of a former 100,000 square foot grocery-anchored community retail center that was demolished in 2004. The development spans eight buildings, is anchored by Whole Foods and West Elm furniture store, and also contains clothing stores and restaurants. An additional 22,000 square feet of retail was added in 2015 and there is currently only one available storefront for lease, signaling the success of the redevelopment project. In addition to the construction of the building, the redevelopment project created a “Main Street” streetscape with wide sidewalks, active frontages, outdoor cafe space, landscaped sidewalk buffers and medians, pedestrian-oriented lighting, and pedestrian refuge islands to facilitate safe crossings.

NORTH POINT MALL, ALPHARETTA, GA

KEY FACTS

245,000 square feet of retail space

120,000 square feet of office space

900 for-rent apartments

36 for-sale townhomes

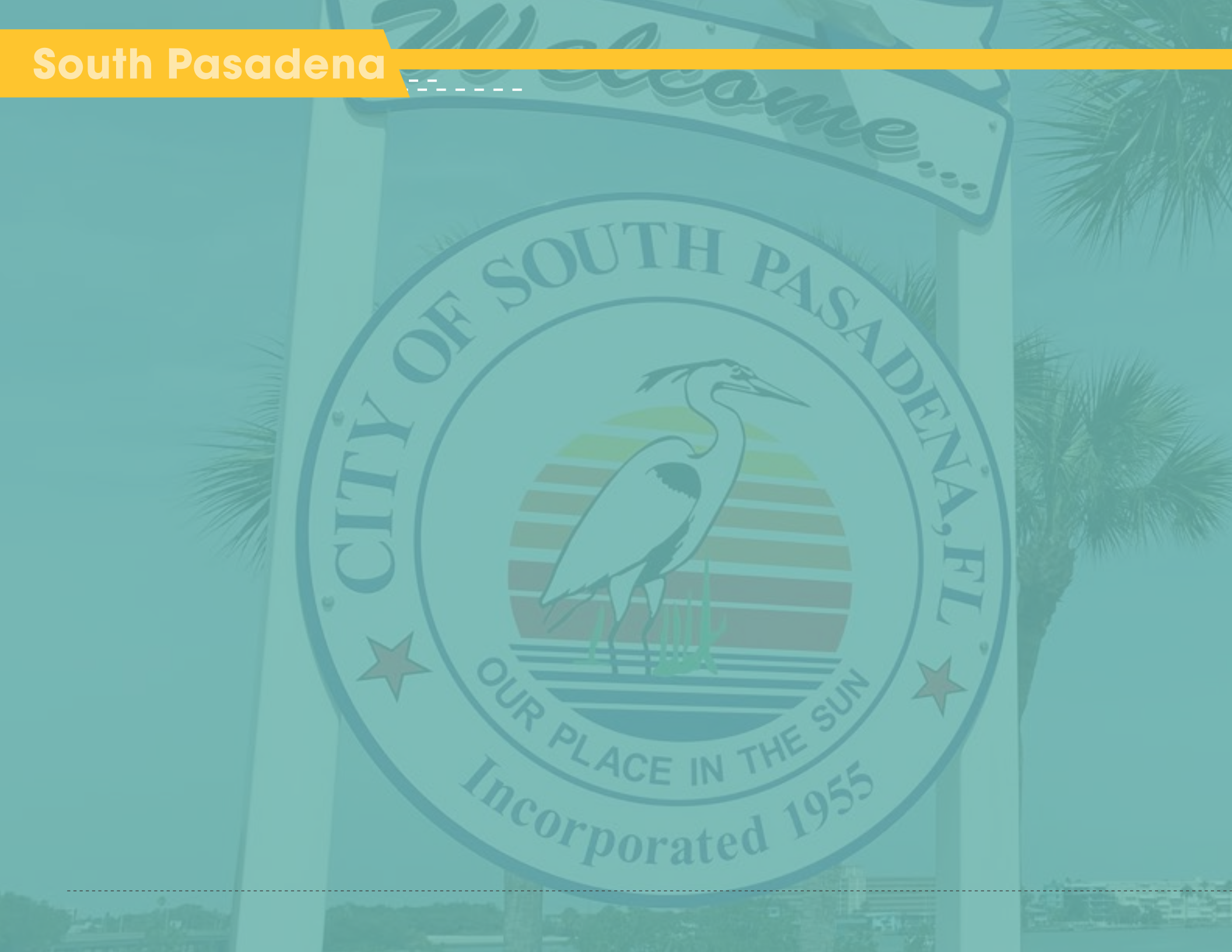
4 to 6 stories

98.57 acre site

17.83 acres of civic/amenity space

The North Point Mall redevelopment is a proposed development project that aims to transform the decommissioned area of North Point Mall in Alpharetta, GA into a dense, walkable, open-air mixed-use district. The redevelopment project was first proposed in 2019 and a new proposal was put forth in 2022 when a new investor came on board. The proposal seeks to rezone 83.7 acres (of the 98.6 total acres) for a mix of uses, including office, retail, and residential space. The first phase of redevelopment is expected to include 320 for-rent apartments, 85,00 square feet of new retail, a 50,000 square foot entertainment anchor, 25,000 square feet of creative office space, and a 15,000 square foot food hall. Total buildout will include additional apartments, retail, restaurant, and office space, as well as a 150-key hotel, for-sale townhomes, and nearly 18 acres of civic and amenity space. The redevelopment would also include outdoor public gathering spaces, a plaza intended to serve as an event-space, gardens, streetscape improvements, pocket parks, and multi-use trails.

South Pasadena



Chapter 6

Next Steps

NEXT STEPS

This chapter outlines how elected officials, City and County staff, and other invested stakeholders can leverage this document to achieve the vision for the SunRunner Corridor set forth by this study. Corridor-wide funding strategies and partnerships to support these funding opportunities are outlined below. Following this section are implementation strategies related to partnerships and additional studies specific to each of the South Pasadena station areas. These funding strategies, suggested partnerships, and additional studies will support the implementation of the station area vision and recommendations outlined in **Chapter 4**.

Corridor-wide Funding Strategies and Partnerships

Funding and partnership actions are important to aid in both the maintenance and operations of the SunRunner transit system, as well as the implementation of the recommended station area improvements and incentives. A variety of funding sources are needed to implement the strategies including local, state, federal, and private partnership funding. Potential funding sources to help implement recommended improvements that will complement the SunRunner BRT include:

- **Value capture** is a public financing strategy grounded in the recognition that the public investment in the SunRunner BRT increases the value of land surrounding the SunRunner stations, thus generating value for private landowners in proximity to the stations. Public investment in the SunRunner BRT and supporting station area infrastructure, as well as increased accessibility, will attract new development around the SunRunner stations, thus increasing property values and the tax base. Value capture recovers some or all of that added value for the public benefit. The purpose is to invest the value captured into accomplishing the recommendations set forth by this study, and to support the long-term maintenance and operations of the SunRunner BRT that helped generate the added value.
- **Other funding and grant strategies** are identified to assist in implementing the recommendations and improvements identified in the station area profiles.

Value Capture

Opportunities to capture a share of the increased tax base and value created by new real estate development as a result of the SunRunner BRT investment were evaluated in proximity to the SunRunner stations. Relevant strategies including special assessments were used to inform incremental values and value capture revenue models for application to the SunRunner Corridor. The following special assessment strategies should be considered, subsequent to the development of assessment areas, to be implemented with partnership between Pinellas County, the City of South Pasadena, and PSTA:

- **Incremental Special Assessment**: a uniform increase in property assessments against all land uses/properties within the special assessment areas, with the potential to exclude single-family residential uses.
- **Fixed Special Assessment**: the use of special assessments based on a per square foot and per unit metric on all land uses within the special assessment areas.
- **Variable Special Assessment**: a variable special assessment, by land use, on all land uses within the special assessment areas.

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and City of South Pasadena staff to implement value capture funding. See **Appendix F** for more detail on value capture funding strategies.

Other Funding and Grant Strategies

Multimodal Transportation Impact Fees: Impact fees are being analyzed based on Multimodal Transportation Impact Fees, as allowed in Pinellas County by Florida statute. This analysis, contained in **Appendix F**, measures impact fees as assessed on new construction under various metrics (e.g., per sq. ft. of commercial use, per dwelling unit and/or other measures).

Agency Action: Continued coordination between Pinellas County, Forward Pinellas, PSTA, and City of South Pasadena staff to update the Multimodal Transportation Impact Fee for use with transit improvements including operations and maintenance.

Existing City Funding: Modifications to existing funding sources and procedures should also be examined for prioritization so that all modes of transportation are considered or added into the Capital Improvements Program (CIP). This will require continued communication and coordination between agencies. Additional dedicated funding for multimodal improvements the City can pursue include:

- Dedicate funding from the Multimodal Impact Fee (as mentioned previously), general funds, and Penny for Pinellas IV.

- Continue to review the five-year and annual project priority lists to support securing funding.

City of South Pasadena Action: Continue to evaluate prioritization of projects and funding.

Grants: There are several local, state, and federal grants that can assist in implementing infrastructure improvements including the following:

- Forward Pinellas Transportation Alternatives Grant Funding
- Forward Pinellas Complete Streets Grant Funding
- Forward Pinellas Multimodal Transportation Priority Projects
- Department of Economic Opportunity (DEO) Technical Assistance Grants
- Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Program
- Community Development Block (CDBG) Grants
- Federal Transit Administration (FTA) Grants
- Florida Department of Transportation (FDOT) Transportation Enhancement Funds
- FDOT Commuter Assistance Program
- State Infrastructure Bank Loans: Loan from the State of Florida for the development of Infrastructure Projects
- Environmental Protection Agency (EPA): Grant opportunities for green infrastructure and landscaping, healthy communities initiatives, and brownfields
- Housing and Urban Development (HUD): Community Development Block Grant Program (CDBG) grants to benefit low to moderate income persons and communities, sustainable communities grants

Agency Action: The City of South Pasadena should continue to apply for grants to complement the SunRunner investment. PSTA should continue pursuing FTA and FDOT grants. It should be noted that some of these grants will require a local match.

Prioritization of projects and funding: Partner with agencies and prioritize projects from the station area plans. Below are initial planning level estimates not including full contingency, design, and inflation:

- Gulfport Blvd/Sunset Drive at Pasadena Avenue gateway - $200k to $500k;
- Sunset Drive/Gulfport Blvd streetscaping - varying range depending on scale of improvements, $1.8 million to $3.5 million.

City of South Pasadena Action: Partner with Pinellas County to design improvements and secure funding. Pursue Forward Pinellas, DEO, and other identified grants. Partner with Forward Pinellas to include projects on the Transportation Improvement Program (TIP) and Long Range Transportation Plan (LRTP).

Coordinated, Long-Term Strategies

There are other funding strategies to consider over time to aid in improvements around the SunRunner stations.

- Support Pinellas County on increasing the available gas tax, or sales tax, millage and indexing the gas or sales tax.
- Coordinate with Forward Pinellas on transportation alternatives funding.
- Implement design standards to promote walkability and coordinate private development that meets the vision of the Station Area Profiles.

Implementation: Partnerships

Engagement

The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these partners is to build and strengthen working relationships and enhance collaboration among local entities so the station area redevelopment vision can be actualized to incorporate the interests of many stakeholders. Some of these partnerships would enhance SunRunner ridership, while others would work towards implementing the station area vision through coordinated action.

Sunset Drive/Gulfport Boulevard Station Area

- Encourage local business development and attract diverse businesses.
- Partner with businesses to create a shared parking structure and/or Park and Ride.
- Seek land acquisition opportunities for housing (consider public-private partnerships).
- Work with Forward Pinellas to pursue an Activity Center designation if density/intensity above the recommendations in Chapter 4 is needed.
- Work with the County to pursue grant opportunities to fund streetscape improvements along Gulfport Boulevard and Sunset Drive.
- Encourage redevelopment on catalytic sites:
  - Winn Dixie parking lot
  - Commercial parking lots
  - South Pasadena Fire Department

Sun Island Drive Station Area

- Encourage local business development and attract diverse businesses that support the beach/tourism industry.
- Explore funding opportunities and private developer partnerships to encourage redevelopment on the two catalytic sites.
- Partner with surrounding residential developments and employment centers to explore options for improving connectivity to SunRunner stations:
  - Bay Island Community
  - HarbourSide Condos at South Pasadena
  - Palms of Pasadena Hospital

Implementation: Additional Studies

The following studies are recommended to support the regulatory recommendations and redevelopment vision set forth in the Station Area Profiles in **Chapter 4**. These studies and considerations will ensure that regulatory changes and infrastructure improvements are tailored to both the present and anticipated future conditions of the station areas.

Sunset Drive/Gulfport Boulevard Station Area

- Conduct a walkability study.
- Conduct a frontage quality assessment and identify anchors to help determine which streets, if made safer, will attract pedestrian activity.
- Conduct a parking utilization study to determine parking needs along Pasadena Avenue S, Gulfport Boulevard S, and Sunset Drive S.
- Explore the idea of eliminating minimum parking standards within the station area.
- Consider whether the need for a street redesign of Gulfport Boulevard is needed to support future redevelopment.

Sun Island Drive Station Area

- Conduct a water/wastewater infrastructure study.
- Conduct a trail feasibility study to determine alternatives for a multi-use trail that connects the cities of South Pasadena, St. Petersburg, and St. Pete Beach.

SunRunner Rising Development Study

Volume III: South Pasadena