

**Forward Pinellas Planning and Place-Making Grant Application**

# **Downtown St. Petersburg Streetscape Standards Update**



**City of St. Petersburg  
Planning and Development Services Department  
December 21, 2018**

Forward Pinellas Planning and Place-Making Grant Application

Downtown St. Petersburg  
Streetscape Standards Update

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## **I. Project Description**

### **Background**

After several decades of planning and investment by the public and private sectors, Downtown St. Petersburg (DTSP) has blossomed into the long envisioned vibrant, mixed-use center. With that growth has come many opportunities to enhance and bolster key components that have and will continue to make DTSP an enduring and quality place. None is more important than its walkability.

DTSP is a very connected place, both regionally, through major roadways, an airport and the recently added ferry service, and locally, with a network of streets, sidewalks, bike trails and lanes, trolleys and transit routes. Knitting all of those mobility options together is the network of public spaces and pedestrian level sidewalks (“public realm”) and the interaction, integration and functionality of that public realm with surrounding public and private development, existing and future.

Although generally praised, the public realm of DTSP has significant room for improvement. In fact, improvement is continuous and ongoing as demonstrated by many planning, regulatory and programmatic initiatives and capital investments. One key component in the tool box of raising the quality of the public realm is the streetscape standards for the Downtown Center (“DC”) zoning districts in the City’s Land Development Regulations (LDRs).

Although the current DC zoning has been in place since 2007, the streetscape standards that it references were developed in the late-1980s as part of the now defunct Bay Plaza project. Those standards, last updated in 1993 and referred to as the “Plaza Parkway Design Guidelines” (attached) are dated and inadequate in terms of changes to the development pattern of DTSP, best practices for urban landscaping, and design compatibility and consistency with other City initiatives including the “Complete Streets” program, the Downtown Waterfront Master Plan, the EDGE District Master Plan, Central Avenue BRT project, and the Intown and Intown West CRA Plans. Moreover, the opportunities brought on by the District Master Plan for the 86 acre Tropicana Field site will also be a major consideration.

In general, the Plaza Parkway Guidelines were created to promote the development of a single major project in DTSP, the aforementioned Bay Plaza regional retail and entertainment district. Although the Plaza Parkway Design Guidelines were a major step forward in creating a walkable and attractive public realm, its focus was on a specific brand for the Bay Plaza project.

As a practical matter, permitting the streetscape portion of private sector downtown projects, as well as public improvement projects, is now a creative process of “working around” the Plaza Parkway language to allow better streetscape designs to go forward. Specific examples of outdated and inadequate provisions in the current standards include:

- Outdated and irrelevant design items (trash cans, bollards, ceramic tile, telephone kiosk, bike racks, etc.).
- Guidelines cover only a small portion of downtown. For example, curb line bump outs are now desired for pedestrian safety at all intersections east of 16<sup>th</sup> Street from 5<sup>th</sup> Ave N to 5<sup>th</sup> Ave S.
- Sidewalk width requirements are inconsistent.
- Lacks specifications for sidewalk clearances, tree planter sizes, type of street trees, street lighting, bump-outs and tree grates.
- Bollard design, lighting and location standards are outdated.
- Resolving conflicts between standard streetscape designs and allowing developers to create an identity for their property.
- Specifications for furnishings are out-dated and many items are no longer available from manufacturers.
- Incorporating creative ADA accessibility solutions while accommodating wide sidewalks, streetscape, & landscaping.
- *Partial block* redevelopment ADA sidewalk transitions which often must extend beyond the boundary of the construction site in front of other existing businesses with lower floor elevations.
- Power transformer, backflow prevention device and post indicator valves/ fire service vault locations.
- Landscaping conflicts with underground public utility infrastructure.
- Accommodating new technology in the ROW, such as small cell infrastructure.
- Updating the minor easement permit approval process and the approval process for streetscape features in the right of way in general.
- Lacks opportunities to include mutually beneficial design elements within bump-outs such as bioswales for stormwater retention.
- Does not address how certain mobility devices, such as bike share and electric scooters, should be addressed in the public realm.

Although not considered as critical, the update of streetscape standards will include all other zoning districts within the six activity centers and the traditional mixed-use corridors within the St. Petersburg Special Area Plan. The six activity centers include Intown, Gateway, Tyrone, Central Plaza, Central Avenue and Skyway Marina. The Intown includes all of DTSP, the Innovation District and Salt Creek Marine District. The mixed-use corridors within the St. Petersburg Special Area plan include the Corridor Commercial Traditional and Corridor Residential Traditional zoning districts. All are shown on the attached Location Map. Streetscape standards for these areas were updated with the adoption of the 2007 LDRs, but should be reevaluated during this process for consistency and possible enhancement, especially in light of pending significant capital improvements projects such as the Central Avenue Bus Rapid Transit (BRT).

## **Proposal**

To remedy the current situation, the City proposes to completely redo the Downtown Center streetscape standards based on current best practices, understanding the unique character of DTSP and promoting a sense of place, safety, mobility, and most importantly, walkability. The project would include extensive engagement with the diverse downtown community to ensure that the many stakeholders are at the table. The project will address all aspects of a high quality, walkable, sustainable, urban streetscape system, including but not limited to; safety, sidewalk widths, landscape and street furniture palates, street tree planting standards, transit stop accommodations, bicycle accommodations, integrating sidewalk cafes and street retail display areas, integrating public park designs and interface, ADA accessibility, maintenance, public art, street lighting, incorporation of small cell technology, consistency vs. creativity and sub-district uniqueness.

The many aspects and considerations of a high quality streetscape program, and its potential long-term impact on the built environment, combined with the large number of stakeholders, will make this project complex and of great interest. The City intends to engage a consultant to conduct the process and produce the final product(s). The City will establish an internal project team, including a project manager, to manage the consultant(s), assure appropriate and robust public engagement, and review of all draft products. City Staff, with the assistance of the consultant team, would advance the products through the formal approval process to ultimately incorporate well illustrated streetscape standards into the LDRs, as may be appropriate.

It is expected that the results of this work, and the process to get to the results, can be informative to the many other communities in Pinellas County that are actively promoting a sense of place and walkability.

## **Countywide Plan Context**

In the context of the Countywide Plan, DTSP is the most urbanized mixed-use center in Pinellas in terms of density of residents, employment and diversity of land uses. DTSP is a “Special Center” on the Transit-Oriented Land Use Vision Map. The other areas included in this update are designated special activity center, primary corridor or special corridor on the Transit – Oriented Land Use Vision Map. This project will advance the continued development of all of these areas in a manner consistent with the “Planning and Design Principles of the Countywide Plan.” More specifically:

- Create quality streets, roads, and pedestrian routes that are joined together to provide a continuous , convenient system for travel within any given area; and
- Public realm enhancements should provide numerous comfortable areas for pedestrians that are buffered from automobile traffic.

## II. Project Location

The project would include all areas of DTSP that are zoned one of the five DC District designations (DC-Core, DC-1, DC-2, DC-3 and DC-P – map attached). This amounts to 780.5 gross acres, 581.4 parcel acres and 133,232 linear feet of public ROW (street centerline measurements). The amount of linear ROW and public park space is expected to increase significantly when the District Master Plan for the redevelopment of the Tropicana Field site becomes a reality. The 86 gross acre site is tentatively planned for 7,600 linear feet of new public ROW and 25.5 acres of public park space. (design concept attached)

DTSP has generally been in a period of rapid growth since the turn of the century. During that period public and private investment has been in excess of \$1.7 billion. Growth has been strongest in the residential sector, but is also strong in the cultural, hospitality, entertainment, retail, eating and drinking, and service sectors. Although no significant new office space has been built in several decades, the existing 4.1 million square feet of multi-tenant space has seen a tremendous amount of renovation and tenant turnover. The turnover has resulted in a tenant mix change from the traditional financial and legal services to a more diversified mix that includes emerging tech, creative, life sciences and retail sectors (analysis of four largest class one office towers in DTSP, table attached). This influx of tech companies and reinvestment in downtown office space is, in part, being driven by the quality of place in DTSP, which would be bolstered by updated streetscape standards.

Development continues to be robust as shown on the attached current Downtown Development Activity Map. The combination of new growth and an evolving economic base has changed DTSP from a 9 to 5 business district to one that is an intense and dynamic mix of uses essential to the realization of a true urban center as envisioned in the Countywide Plan.

Development in the other areas included in this proposal has also been robust, including, but not limited to, portions of 4<sup>th</sup> Street North, 22<sup>nd</sup> Street South (the Deuces Live), Dr. Martin Luther King Junior Street North and South, 16<sup>th</sup> Street North and South, 34<sup>th</sup> Street South (Skyway Marina District), Central Avenue (Grand Central District, West Central District, etc.), Central Plaza and Gateway. Development character in these areas varies, but can generally be described as higher intensity mixed-use districts and corridors that are accessible by transit and bicycle facilities. Moreover, these areas, by their very designation as Activity Centers, Primary and Special Corridors, are targeted for future transit and bicycle facility enhancements by Forward Pinellas and the City. They've also been identified as having transit and/or bicycle modal priorities within the City's draft Complete Streets Implementation Plan (see attached map).

### **III. Project Partners**

Official project partners include the City's Planning and Development Services, Transportation and Parking, and Engineering Departments. All of these departments have participated in the preparation of this application and will continue to participate the streetscape standard development and implementation phases. Due to the expected countywide benefits of this grant proposal, the City of St. Petersburg expects that Forward Pinellas would also join as an active project partner memorialized through the required interlocal agreement.

### **IV. Grant Funds, Sources and Uses of Project Funds**

All grant funds (\$50,000), and the City's \$50,000 match, would be expended on a consultant services contract not expected to exceed \$100,000. The consultant, under the management of the City's Project Manager, would be responsible for conducting and preparing the necessary background information, draft proposals and the final set of streetscape standards suitable for processing for adoption. It is anticipated that the final deliverable will address, including but not limited to, all of the items mentioned in the project description portion of this application. To help promote the Countywide utility of the project, the scope will include presentation of the standards to the Planners Advisory Committee, the Forward Pinellas Board and other interest groups as may be requested.

City staff would provide all in-kind services necessary to coordinate public engagement, internal interdepartmental reviews and ordinance adoption processing (notice, public hearings, legal review etc.).

### **V. Closing**
















The City of St. Petersburg thanks Forward Pinellas for making this grant opportunity available to local municipalities. The amount of development occurring in DTSP, and the associated changes to the built environment, make this project timely and impactful. Given Forward Pinellas' countywide mission, the City has tailored this proposal to be an important place making activity that will further the exploration and practical application of creating and sustaining a walkable and attractive public realm. The City further commits to sharing the results of this process with all interested Pinellas County communities.

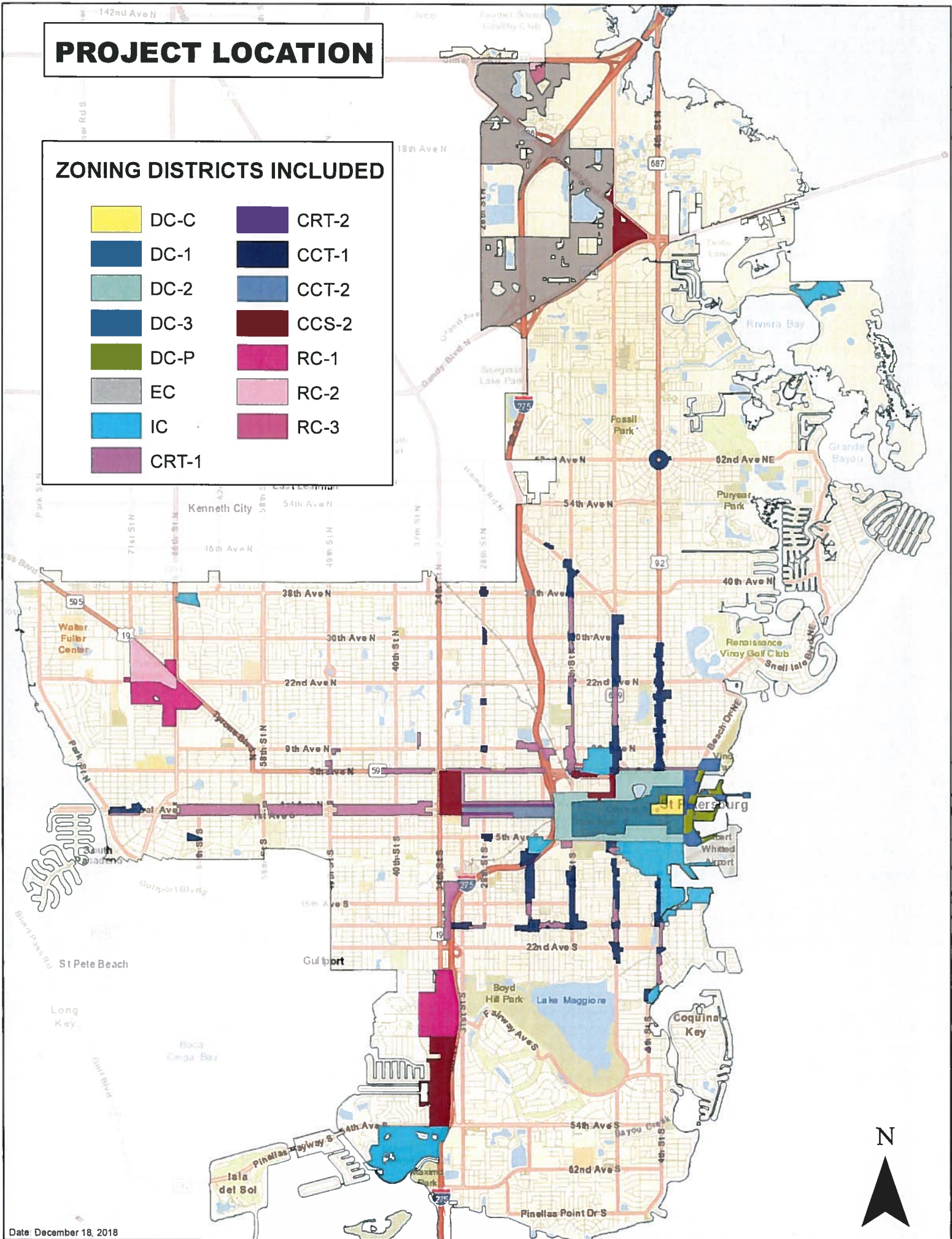
## Location Map



# PROJECT LOCATION

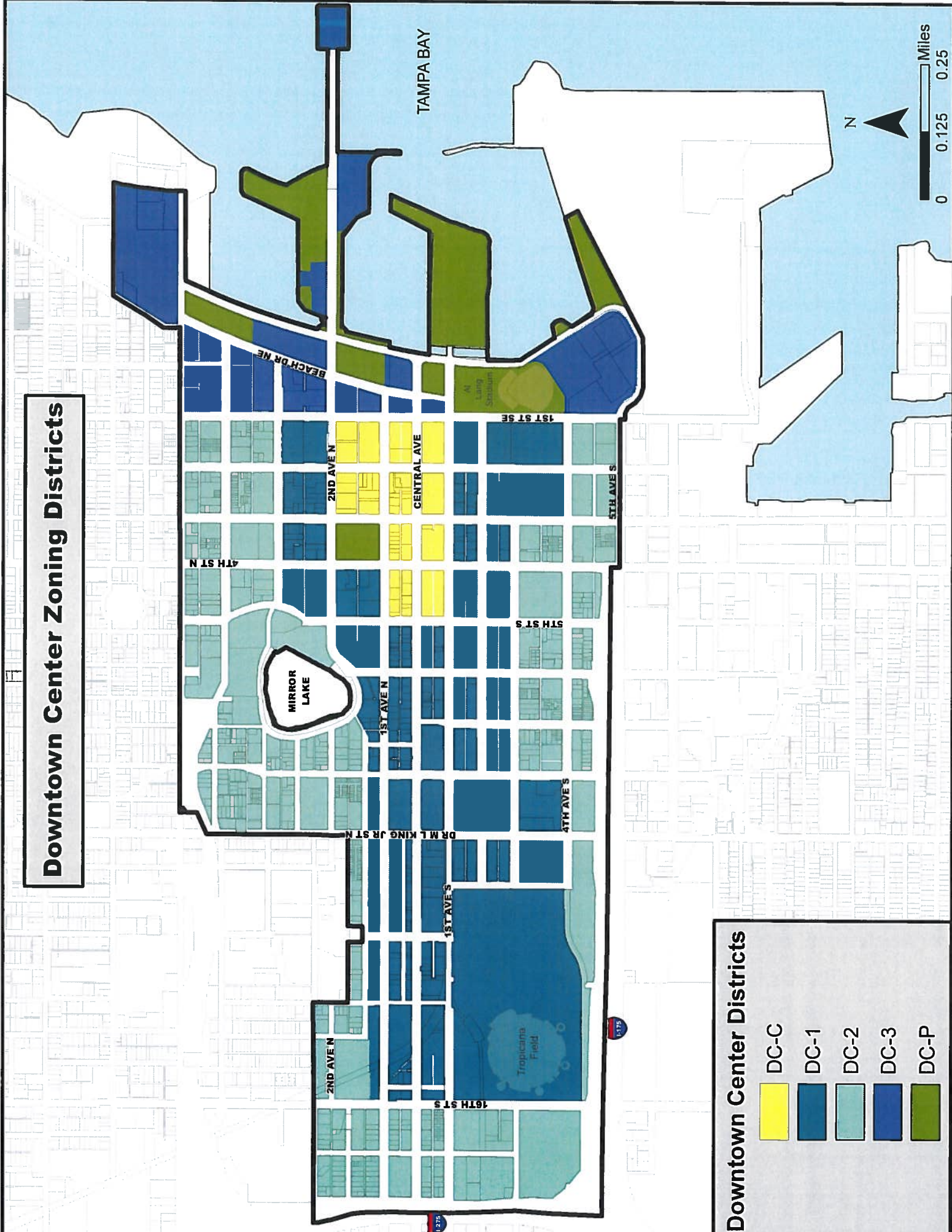
## ZONING DISTRICTS INCLUDED

	DC-C		CRT-2
	DC-1		CCT-1
	DC-2		CCT-2
	DC-3		CCS-2
	DC-P		RC-1
	EC		RC-2
	IC		RC-3
	CRT-1		



# Downtown Center Zoning Map

# Downtown Center Zoning Districts



## Downtown Center Districts

- DC-C
- DC-1
- DC-2
- DC-3
- DC-P



TAMPA BAY

MIRROR LAKE

Tropicana Field

AN Lang Stadium

4TH ST N

2ND AVE N

CENTRAL AVE

1ST ST SE

5TH AVE S

5TH ST S

1ST AVE N

4TH AVE S

DR M L KING JR ST N

1ST AVE S

2ND AVE N

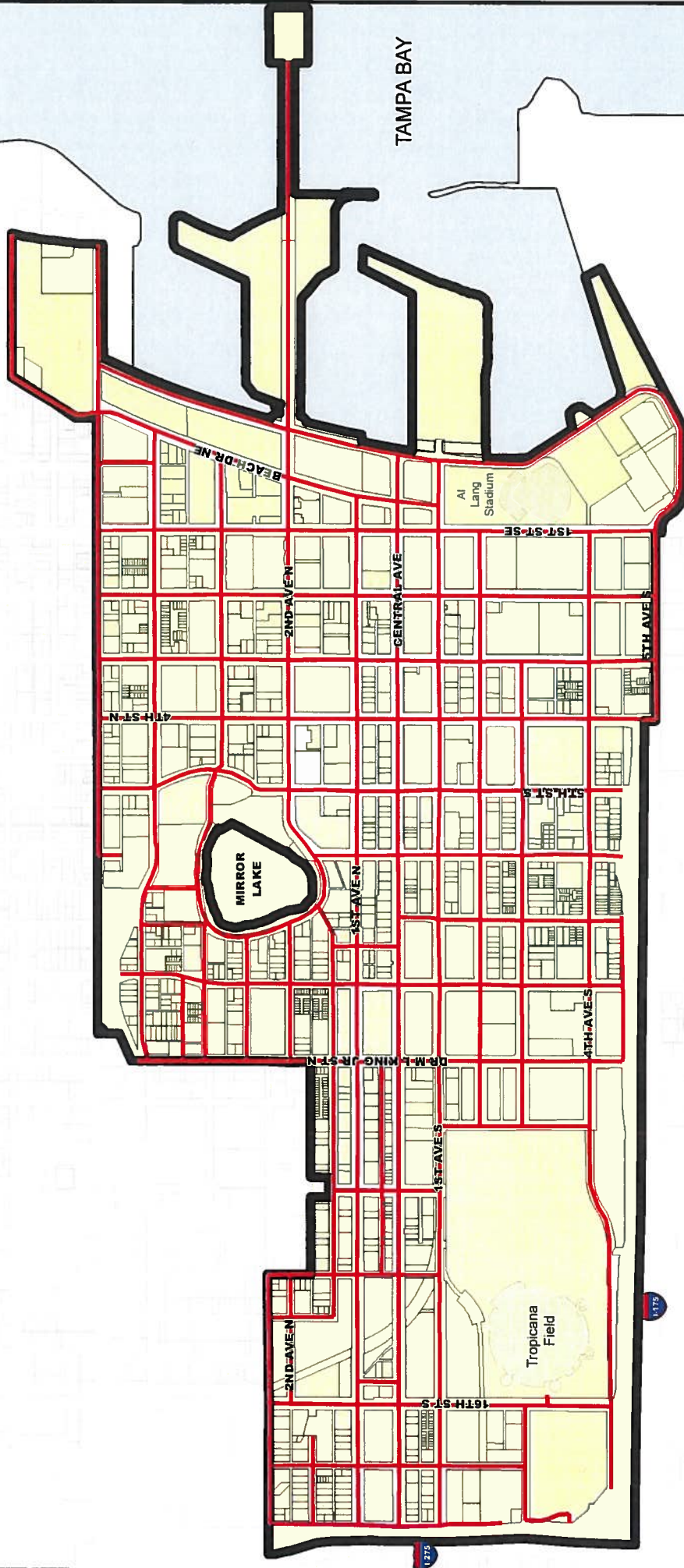
16TH ST S

1-75

1-275

## Downtown Center Area and ROW Map

# Downtown Center Area and ROW



**Gross Acres**  
780.48 (+-)

**Parcel Acres**  
581.39 (+-)

**Streets (Centerline Measurements)**  
25.23 (+-) Miles  
133,232 (+-) Feet



## Downtown Demographics



## Downtown St. Petersburg 2018 Demographics

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<b>Residential Population</b>	11,351
<b>Households</b>	6,543
<b>Housing Units</b>	9,226
<b>Owner Occupied</b>	14.3%
<b>Renter Occupied</b>	56.6%
<b>Housing Units under Construction</b>	1,617
<b>Median Age</b>	49.1
<b>Total Businesses</b>	1,735
<b>Total Employees</b>	25,648

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### Top Industries by Total Employees

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<b>Public Administration</b>	19.2%
<b>Health Care &amp; Social Assistance</b>	15.6%
<b>Professional, Scientific &amp; Tech Services</b>	8.3%
<b>Accommodation &amp; Food Services</b>	7.6%
<b>Utilities</b>	6.3%
<b>Finance &amp; Insurance</b>	5.4%

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Source: ESRI Community Analyst, 2018.

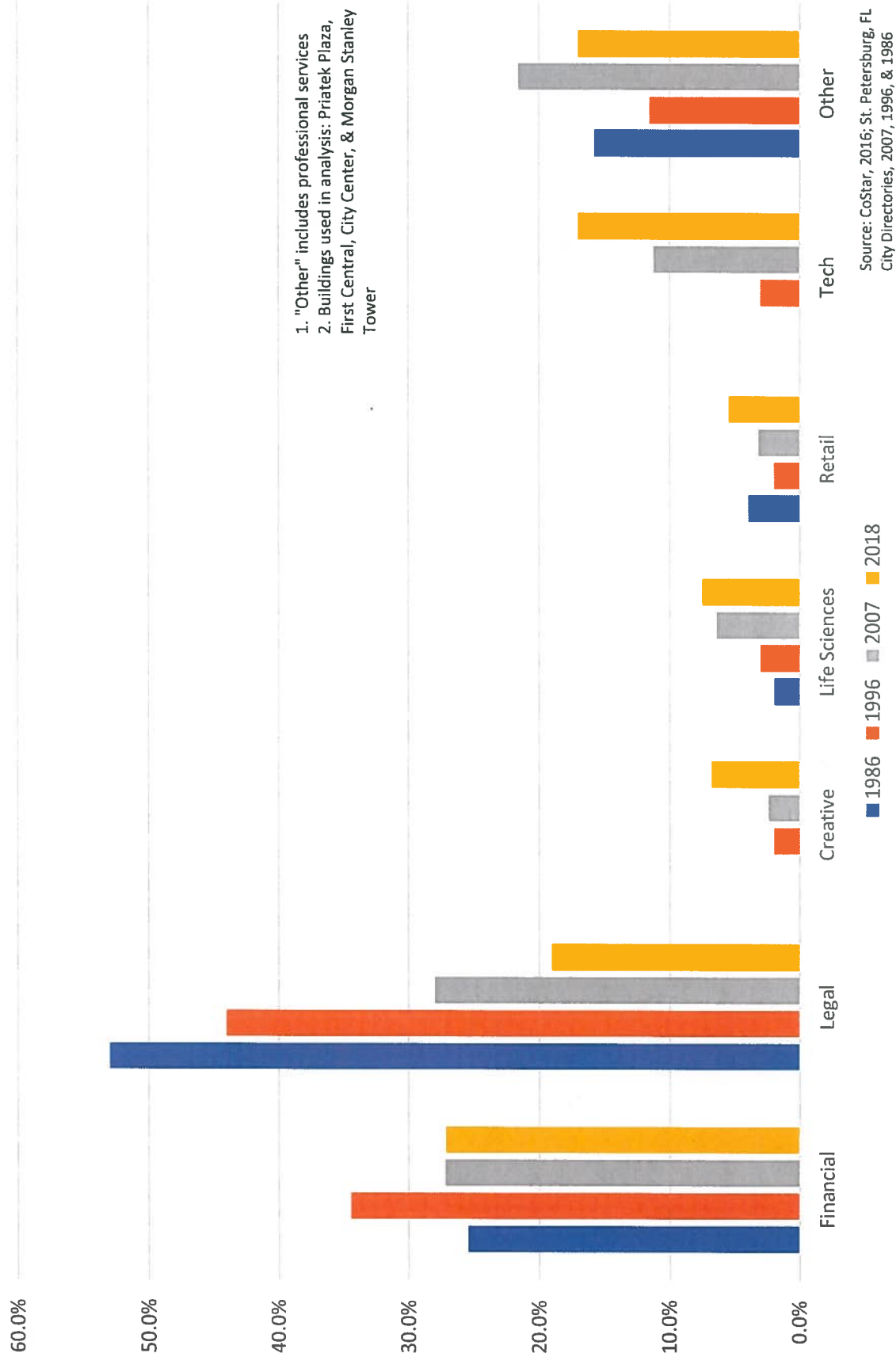
## Current Downtown Development Activity

(attached separately)



## Downtown Office Tenant Mix, 1986 - 2018

# Downtown Tenant Mix 1986-2018



1. "Other" includes professional services  
 2. Buildings used in analysis: Priatek Plaza, First Central, City Center, & Morgan Stanley Tower

Source: CoStar, 2016; St. Petersburg, FL City Directories, 2007, 1996, & 1986

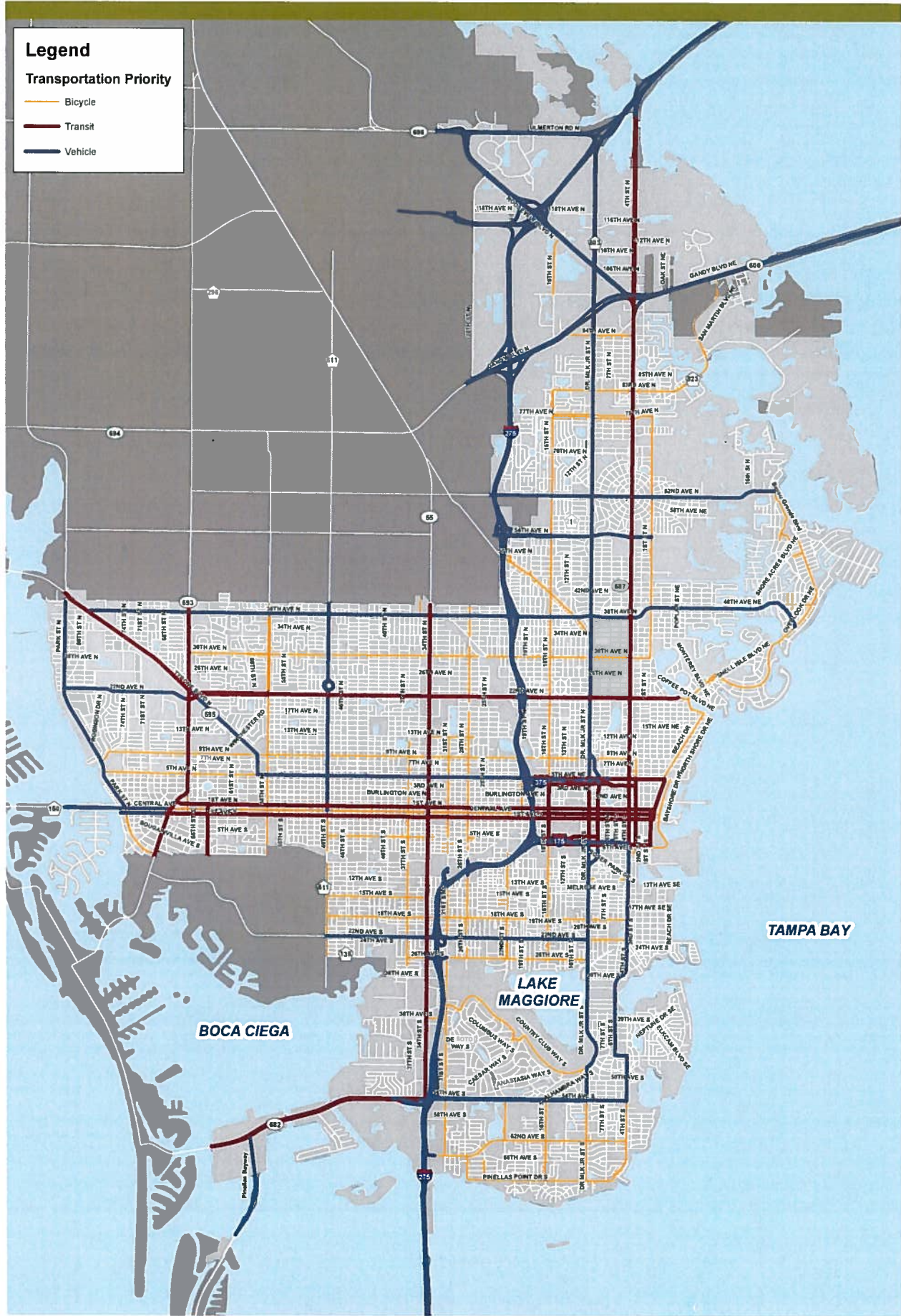
# Complete Streets Modal Priority Map

# Modal Priority

**Legend**

**Transportation Priority**

- Bicycle
- Transit
- Vehicle



District Concept Master Plan  
Tropicana Field Site

# THE DISTRICT CONCEPT MASTER PLAN

AN URBAN DESIGN PROPOSAL

PREPARED FOR:  
CITY OF ST. PETERSBURG

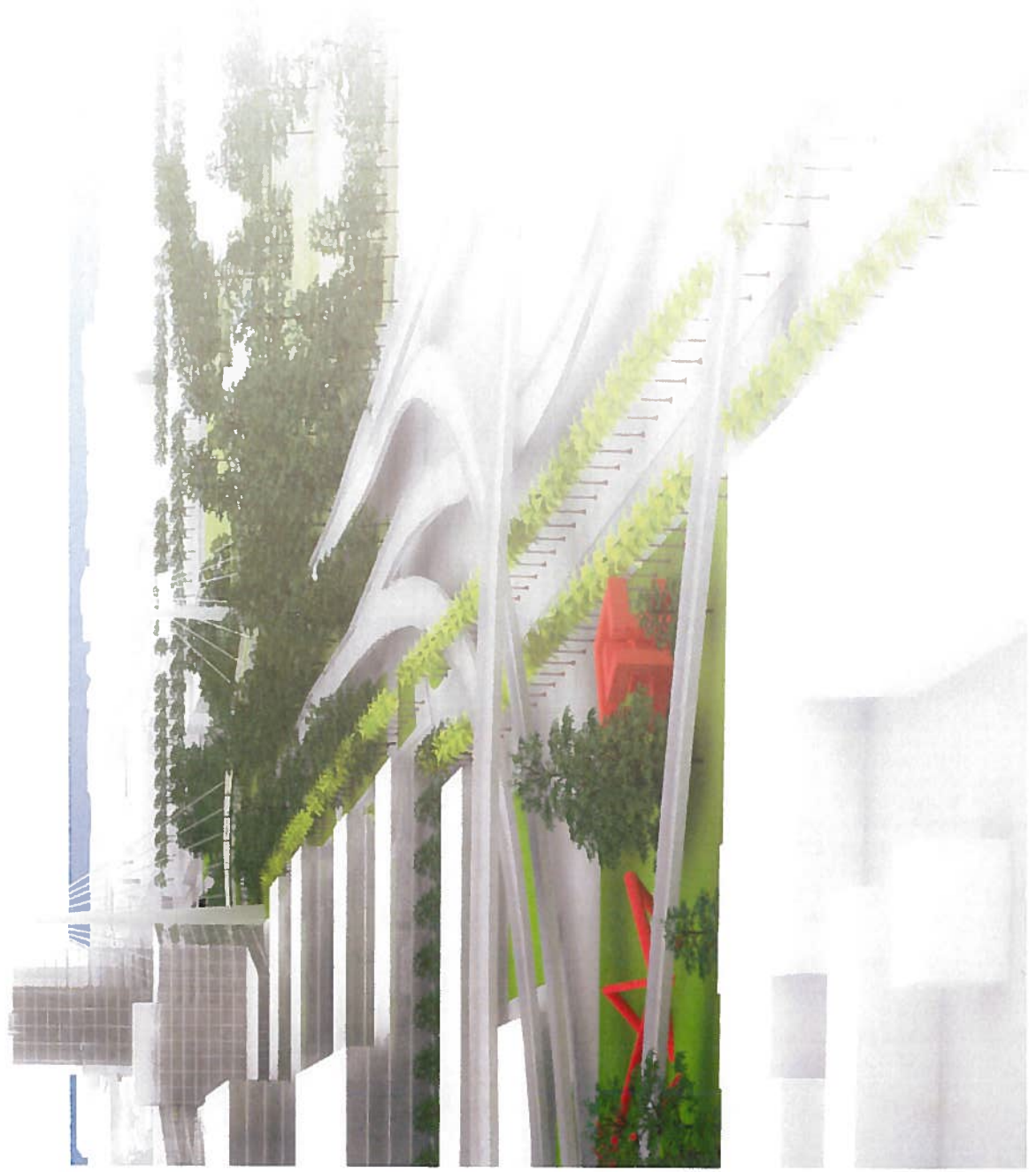
**HKS**  
NOVEMBER 2018



## Future of Tropicana Field

The planning process acknowledges the promises of the past and seeks to honor the community that thrived on the site before. The plan welcomes all to find a place to work, live, visit and enjoy the special features of the new district. The plan integrates art, culture, entertainment, jobs, education and recreation. It supports job opportunities, entrepreneurial ventures, innovation, cultural expression, a variety of residential options and a range of entertainment. The plan leverages existing and proposed city initiatives for development, transportation and recreation to advance the quality of life for its citizens.





## 4 Development Program

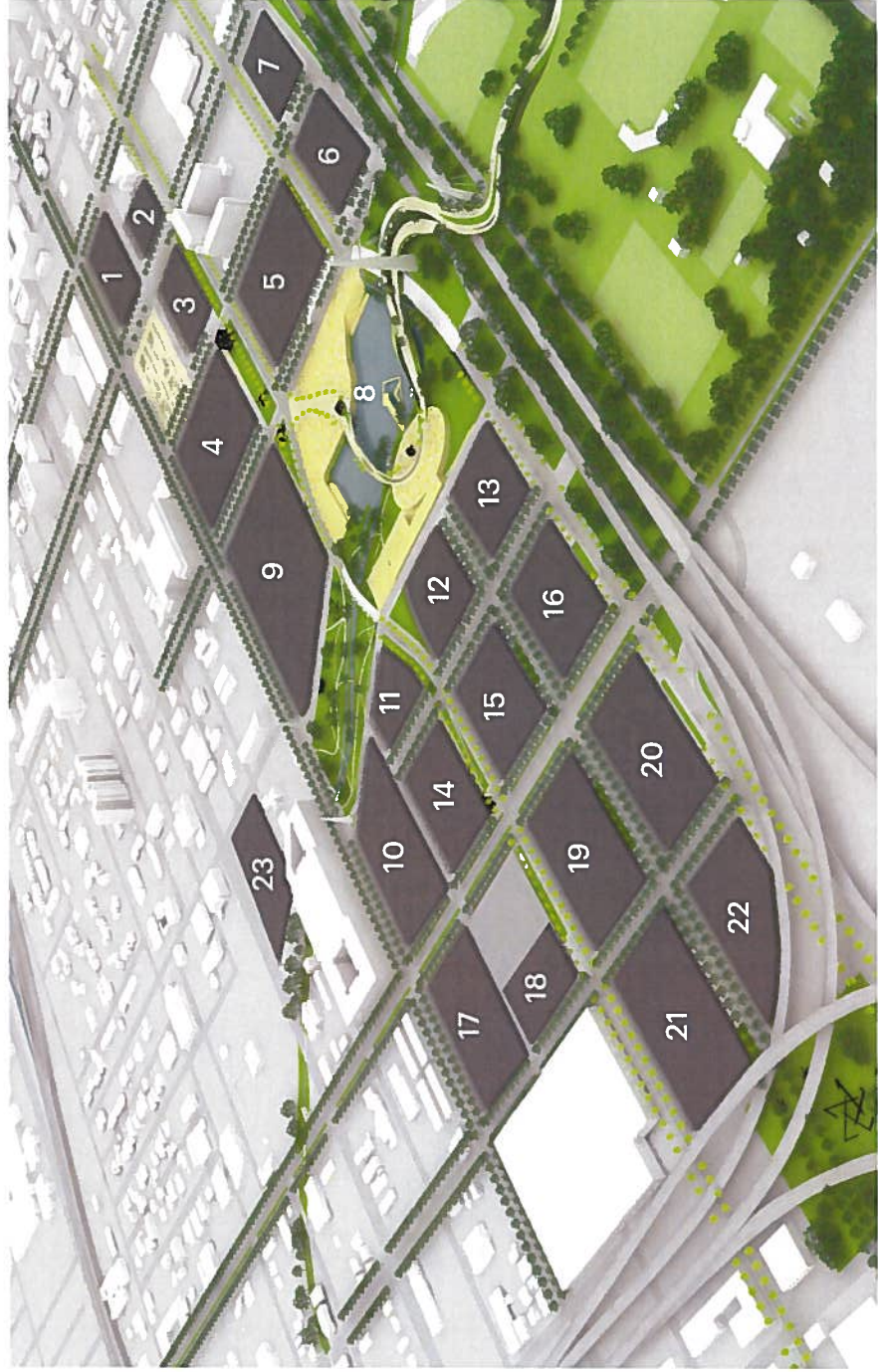


## Development Program | Fact Sheet

### Parcels

The street-and-block pattern describes 23 distinct development parcels.

Parcel Number	Acres
1	1.8 ac
2	0.9 ac
3	1.7 ac
4	4.0 ac
5	3.0 ac
6	1.7 ac
7	1.8 ac
8	2.7 ac
9	5.5 ac
10	2.8 ac
11	0.8 ac
12	1.7 ac
13	1.7 ac
14	1.5 ac
15	2.4 ac
16	2.1 ac
17	2.5 ac
18	0.7 ac
19	2.7 ac
20	2.5 ac
21	2.3 ac
22	1.3 ac
23	2.0 ac
<b>Total</b>	<b>50.1 ac</b>



# Development Program | Fact Sheet

## Development

Various product types are planned on parcels within the site. They are connected through the street network and ground-level activities.



### Development Calculations

Product Type	Quantity	Area (sf)
<b>Retail</b>		<b>300,000</b>
Destination Retail		200,000
Neighborhood Retail		50,000
Neighborhood Office		50,000
<b>Housing</b>		<b>3,200,000</b>
(3,000 units)		
Parcel 14		550,000
Parcel 15		620,000
Parcel 16		580,000
Parcel 17		300,000
Parcel 18		100,000
Parcel 19		400,000
Parcel 20		300,000
Parcel 21		200,000
Parcel 22		150,000
<b>Entertainment/Cultural</b>		<b>200,000</b>
Parcel 5		200,000
<b>Institutional Campus</b>		<b>1,000,000</b>
Parcel 9 (2-8 Floors)		800,000
Parcel 10		200,000
<b>Office/Hotel</b>		<b>2,800,000</b>
Parcel 1 (15-20 Floors)		100,000
Parcel 2 (30 Floors)		200,000
Parcel 3 (25 Floors)		400,000
Parcel 4		200,000
Parcel 6		550,000
Parcel 7		550,000
Parcel 11		100,000
Parcel 12		600,000
Parcel 13		100,000
<b>Site Development</b>		<b>7,500,000</b>

Denotes surrounding development not contained within the planning area

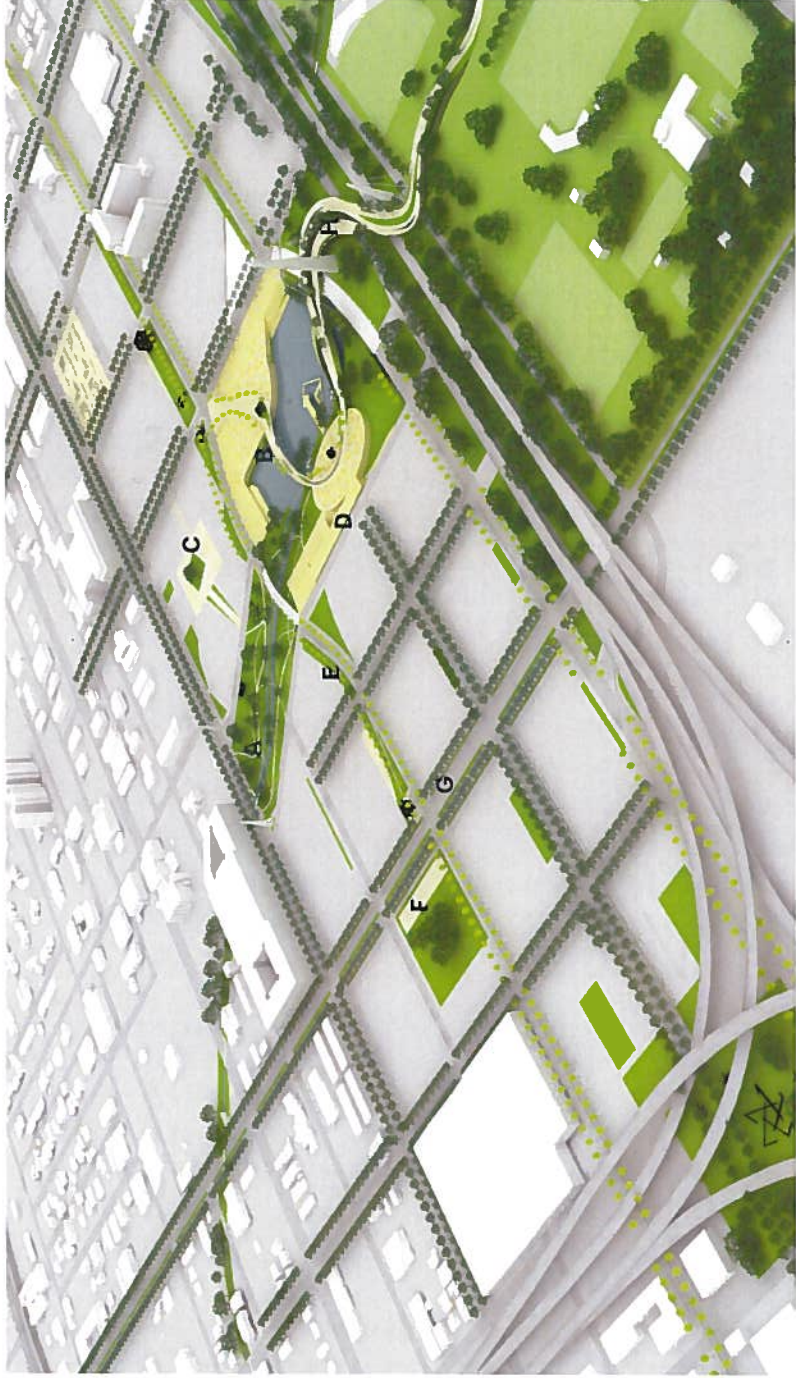
## Development Program | Fact Sheet

### Open Spaces

Several design and development strategies are embedded in the open space system for the site, including enhanced creek, lake creation, streetscape improvements and new parks as well as integration of transit networks. The green spaces comprise 34 acres or 40% of the 86-acre site.

#### Public Realm (34 Acres) 40%

A. Innovation Commons	4.0	ac
B. East Piazza	9.0	ac
C. Research & Tech Campus	1.0	ac
D. West Piazza	4.0	ac
E. 3rd Avenue South	3.7	ac
F. Neighborhood Market	1.9	ac
G. 16th Street Improvements	1.9	ac
H. Pedestrian Bridge	2.5	ac
Street Improvements	6.0	ac



## Existing Streetscape Scenes

**Bike Racks and Bollards**



## Street Tree Types, Spacing, Grates and Planters



## Planting Beds, Landscape Materials, Grade Changes and Bus Shelters

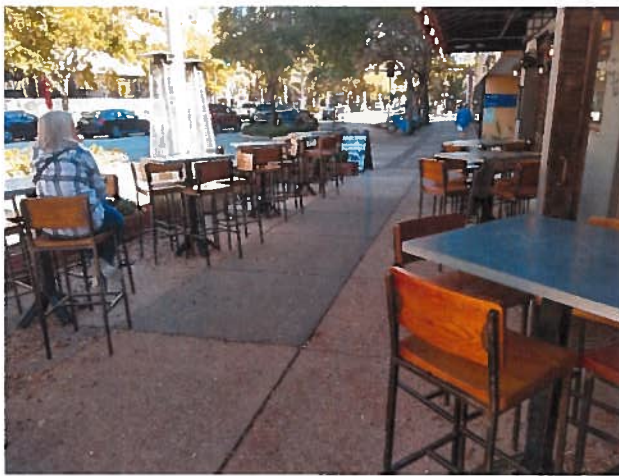


## Street Lights, Public Art and Utilities

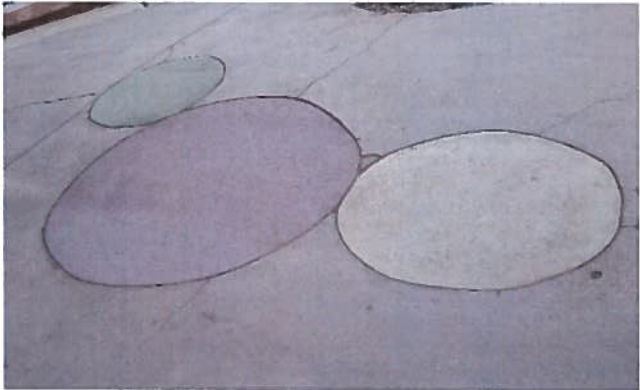




Planters, Historic Elements, Sidewalk Cafes, and Street Furniture



Paving Materials, Benches, Trash Cans and Plaza Parkway



# Plaza Parkway Design Guidelines

(selected pages)



**PLAZA PARKWAY**  
**DESIGN GUIDELINES**  
**ST. PETERSBURG, FLORIDA**

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**PLAZA PARKWAY DESIGN GUIDELINES**

**July 1991; Revised May 1993**

**Approved by St. Petersburg City Council March 12, 1992  
CRA Resolution No. 92-2**

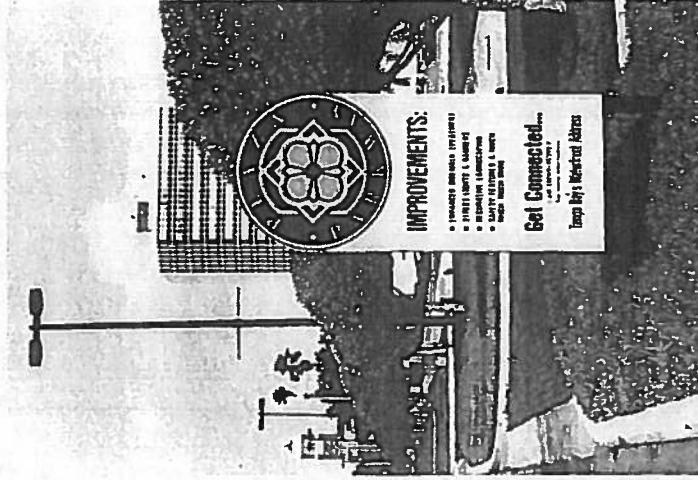
## Chapter 1 Introduction

Extensive redevelopment efforts are rejuvenating the downtown waterfront area of St. Petersburg in terms of retail activity; business opportunities; and cultural, recreational and entertainment attractions. These efforts include the addition of the Bay Plaza Waterfront Retail District, the Florida Suncoast Dome, and the rehabilitation of The Pier and Bayfront Center Arena and Mahaffey Theater.

Plaza Parkway, enhances the pedestrian, vehicular and transit environment within the public rights-of-way of an area bounded by First Avenue North and First Avenue South from Sixteenth Street to Bay Shore Drive with links to The Pier, Bayfront Center, Florida Suncoast Dome and the newly renovated Stouffer Vinoy Resort. The overall intent of Plaza Parkway is to provide a streetscape improvements program which links various existing redevelopment projects and new projects by improving the physical environment and image of this area. Plaza Parkway establishes a prestigious address for retail, office, service, entertainment and residential uses in Tampa Bay.

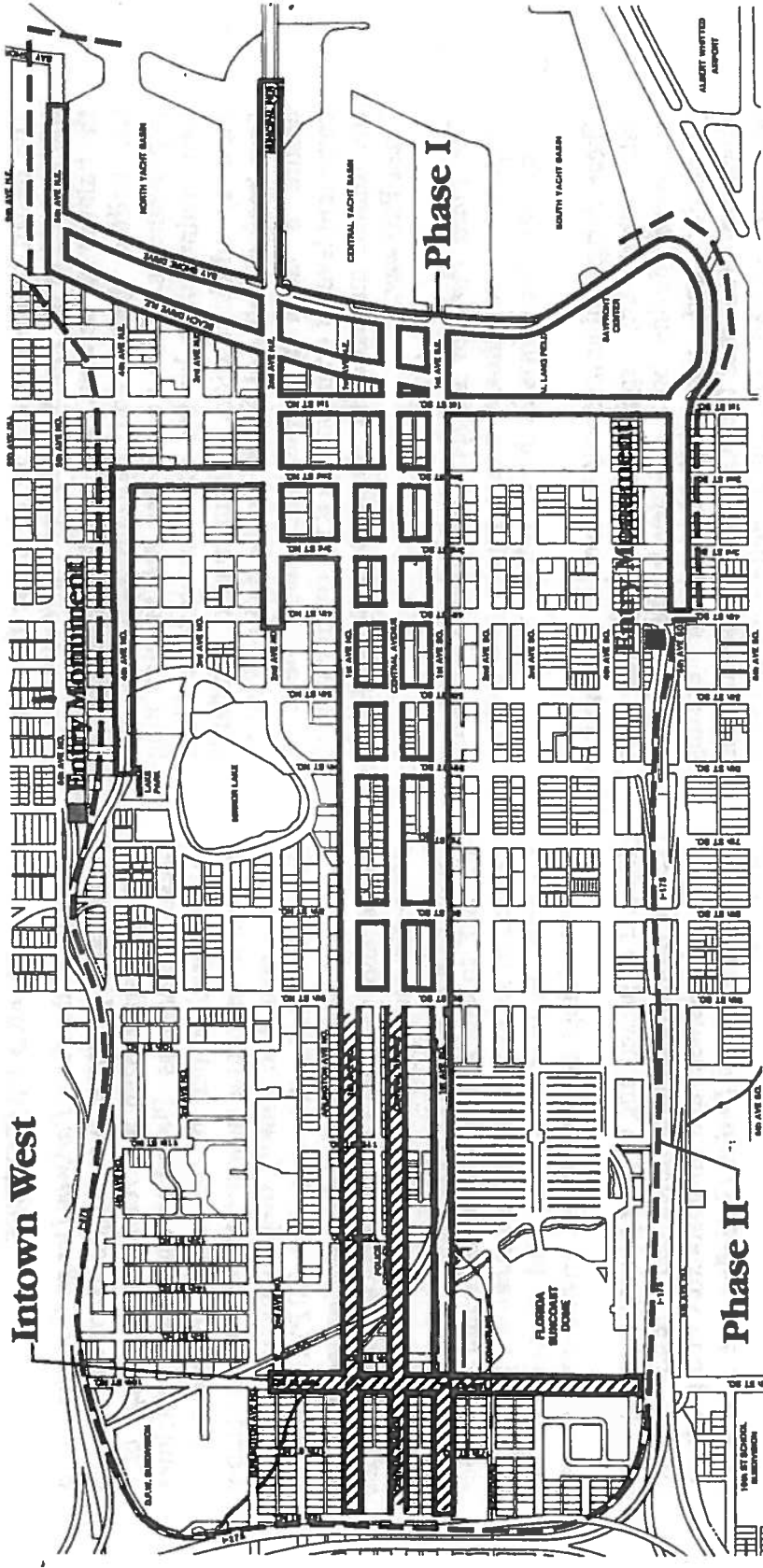
Phase I of Plaza Parkway is funded through Tax Increment Financing. This budget is targeted for the area described above. Except for the Intown West

### *Plaza Parkway Improvements along Second Avenue NE*



area which will also be funded through Tax Increment Financing, future implementation of Plaza Parkway improvements (Phase II) will be funded by private initiatives in the remaining area bounded by the two interstate exits I-175 and I-375 from I-275 to Tampa Bay (see map, page 2).

# Plaza Parkway Project Phasing



The design improvements found in the first phase will be used as the model for future improvements in the balance of the area. The goal of the program is the unified design and implementation of the improvements. This goal is secured through long term maintenance by the City through the Plaza Parkway administration. Maintenance standards have been established for the public rights-of-way to ensure a clean and pleasant environment. A consistent level of maintenance is the continuation of the unified management which is fundamental to Plaza Parkway.

The *Plaza Parkway Design Guidelines* have been prepared to coordinate future public and private redevelopment efforts in the downtown area.

These design guidelines will be used in conjunction with other city specifications, standards and ordinances during both the development of new properties and the revitalization of existing downtown properties (see Chapter 4 for application and permit procedures). The guidelines are the basis for future rights-of-way and building facade improvements in the Plaza Parkway improvement area. The guidelines outline specific design treatments but are not intended to entirely supersede design judgement.

### 1.1 GOALS AND OBJECTIVES

The goal of the *Plaza Parkway Design Guidelines* is to create and preserve the unique character of the downtown waterfront and reinforce the image of a prestigious address - Plaza Parkway. These guidelines will be used as part of the current design review process to determine how proposed projects comply with this goal. Additionally, they reinforce the goal of the Intown Redevelopment Plan (IRP) to: "Ensure that the form of new development promotes, reinforces and maintains the historical, cultural and aesthetic integrity of the Intown Redevelopment Area" as well as meeting the specific requirement of the IRP to establish "design criteria and prototypes related to sidewalk textures, landscaping, pedestrian facilities, pedestrian lighting and connections between buildings and public and private open space."

Instead of prescribing one special style or a specific set of design elements which could result in rigid, hard to implement and unsatisfactory end products, the *Plaza Parkway Design Guidelines* use a two-part approach:

- They outline the objectives that define the image; and
- They give an approach to achieve the objectives.

Four generalized objectives are established for Plaza Parkway improvements:

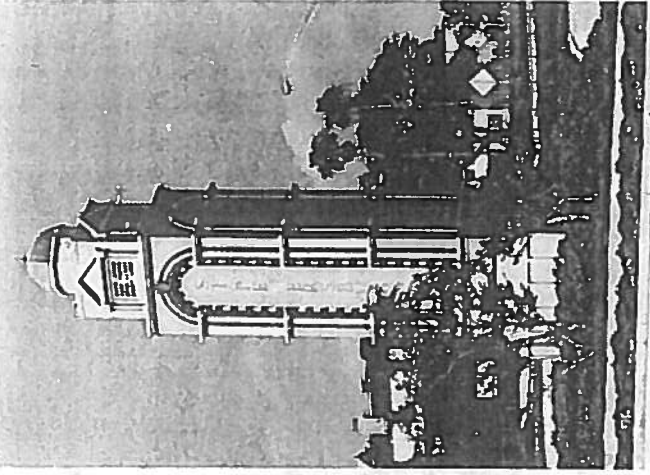


- *Preservation and enhancement of the character of downtown neighborhoods.* Any and all improvements, no matter what scale, must contribute to or complement (in terms of character, scale, ornamentation and orientation) the flavor and mood of the surrounding neighborhood.

- *Individual expression in streetscape and architectural design elements without destroying continuity.* One of the main requirements of vitality in urban design is the individual expression of each building and storefront resulting in an interesting and varied cityscape.

Although an asset to each area, individuality, especially if used for the purpose of attracting attention or to "shout," can be detrimental. Therefore, care must be taken to ensure design compatibility with neighboring establishments.

- *Harmony and continuity between the streetscape and architectural design elements.* No element can be considered by itself, but has to be evaluated in terms of the total picture. Even though a particular design might be appropriate as a single element or at some



*Entry Pylon  
at I-175 and  
4th Street  
South*

other location, it may be inappropriate when considered within the overall design scheme.

- *Development of a distinctive image through a streetscape improvements program.* Entry pylons, festive banners, street sign improvements, underground utility wires and new street lighting together with the implementation of the streetscape and

## Chapter 2 Design Prototypes

The Plaza Parkway program provides a framework for the renovation of the St. Petersburg downtown area and an incentive to property owners who desire further upgrades beyond the scope of the program. Phase I of the Plaza Parkway program includes three "levels of improvements": Plaza (Level One), Promenade (Level Two) and Parkway (Level Three).

The Plaza represents the most intense level of improvements and occurs near the waterfront. The Promenade areas are located primarily from Third Street to Fifth Street along 1st Avenue North, Central Avenue and 1st Avenue South, and the Parkway is found in the outlying areas of Plaza Parkway, primarily around Straub Park and the Bayfront Center and along 1st Avenue North, Central Avenue and 1st Avenue South from 5th Street to 9th Street. These three levels of improvement which occur in Phase I will serve as a model for future improvements in the Phase II area (see map, page 9).

Visual continuity will be achieved throughout Plaza Parkway with the use of consistent design and recommended streetscape elements as described in Chapter 3.

### 2.1 PARKWAY (LEVEL THREE - TYPICAL STREET)

Parkway improvements consist of basic design elements which will provide continuity throughout Plaza Parkway and include street lights, banners, informational and regulatory signage, benches, trash receptacles and bicycle racks. All of the design elements found in the Parkway are also present in the Promenade and Plaza. The Parkway areas are generally located at the perimeter of Plaza Parkway and represent the largest of the three areas (see map page 9).

### 2.2 PROMENADE (LEVEL TWO - PEDESTRIAN STREET)

In addition to basic design elements of the Parkway, the Promenade serves as a transition area between the Bay Plaza Waterfront Retail District and the outlying areas of Plaza Parkway. Typically, this area includes major properties lying outside the retail core which have seen recent improvements, are newly built or offer the most potential for redevelopment (see map, page 9).

Promenade design improvements will include specialized paving, extensive landscaping, additional street furniture, lighted bollards and curb "neck-out" areas (see page 14). "People spaces" will be developed whenever feasible for vendors and other people-gathering activities.

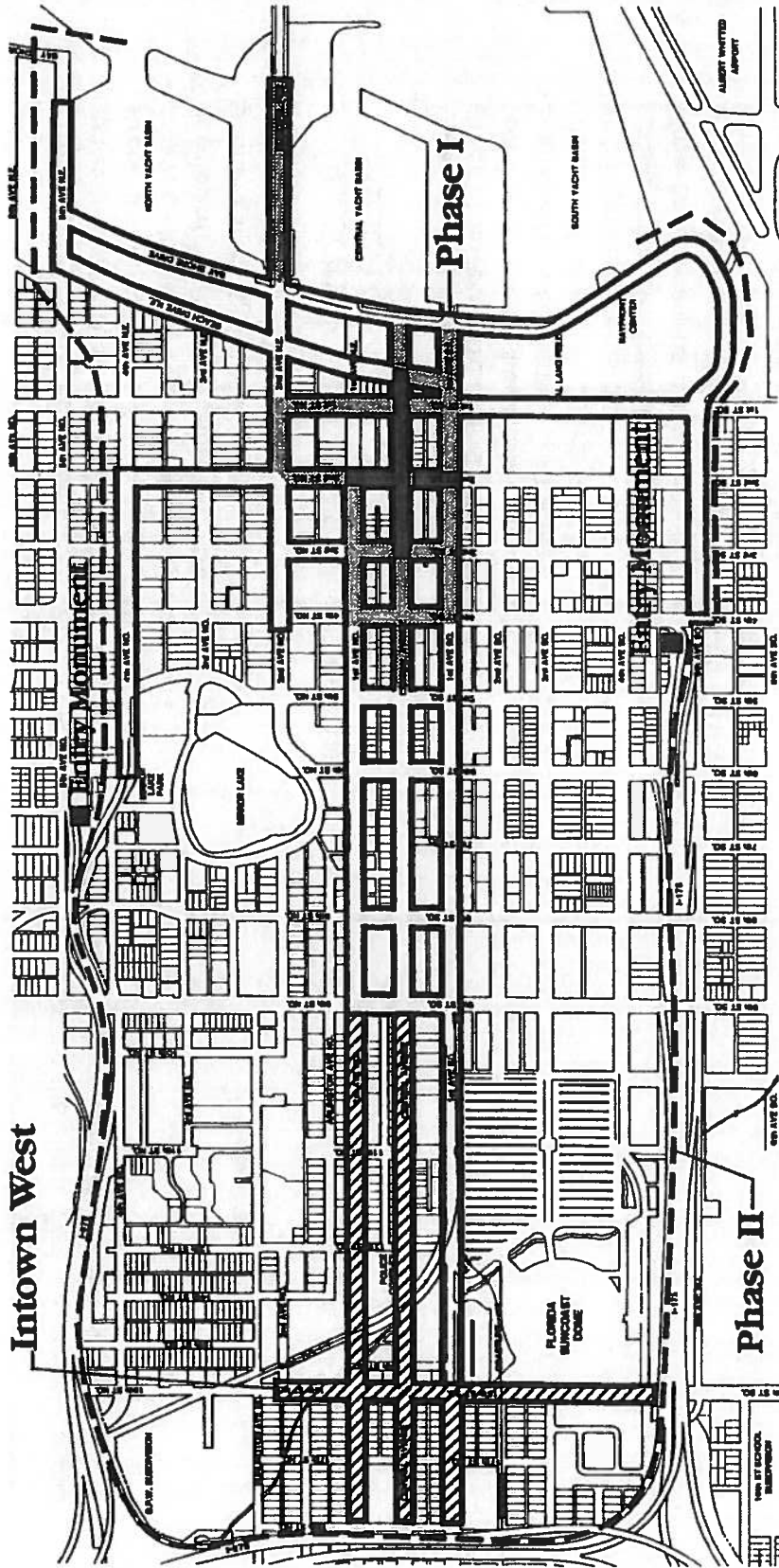
properties within the Plaza Parkway improvements area which require extensive redevelopment.

### **2.3 PLAZA (LEVEL ONE - MAJOR PEDESTRIAN STREET)**

Plaza area improvements will consist of total streetscape reconstruction from storefront to curb-face with new sidewalks, specialized paving, landscaping and street furnishings. The Plaza includes all the design elements from the Parkway and Promenade plus phone kiosks, raised planters, seating walls and "special intersections" (see page 15) Plaza improvements will occur on Central Avenue from Beach Drive to 3rd Street and on 2nd Street between 1st Avenue South and 1st Avenue North. Two of the Plaza intersections designated for special intersection improvements are Central Avenue and 1st Street and Central Avenue and Second Street.

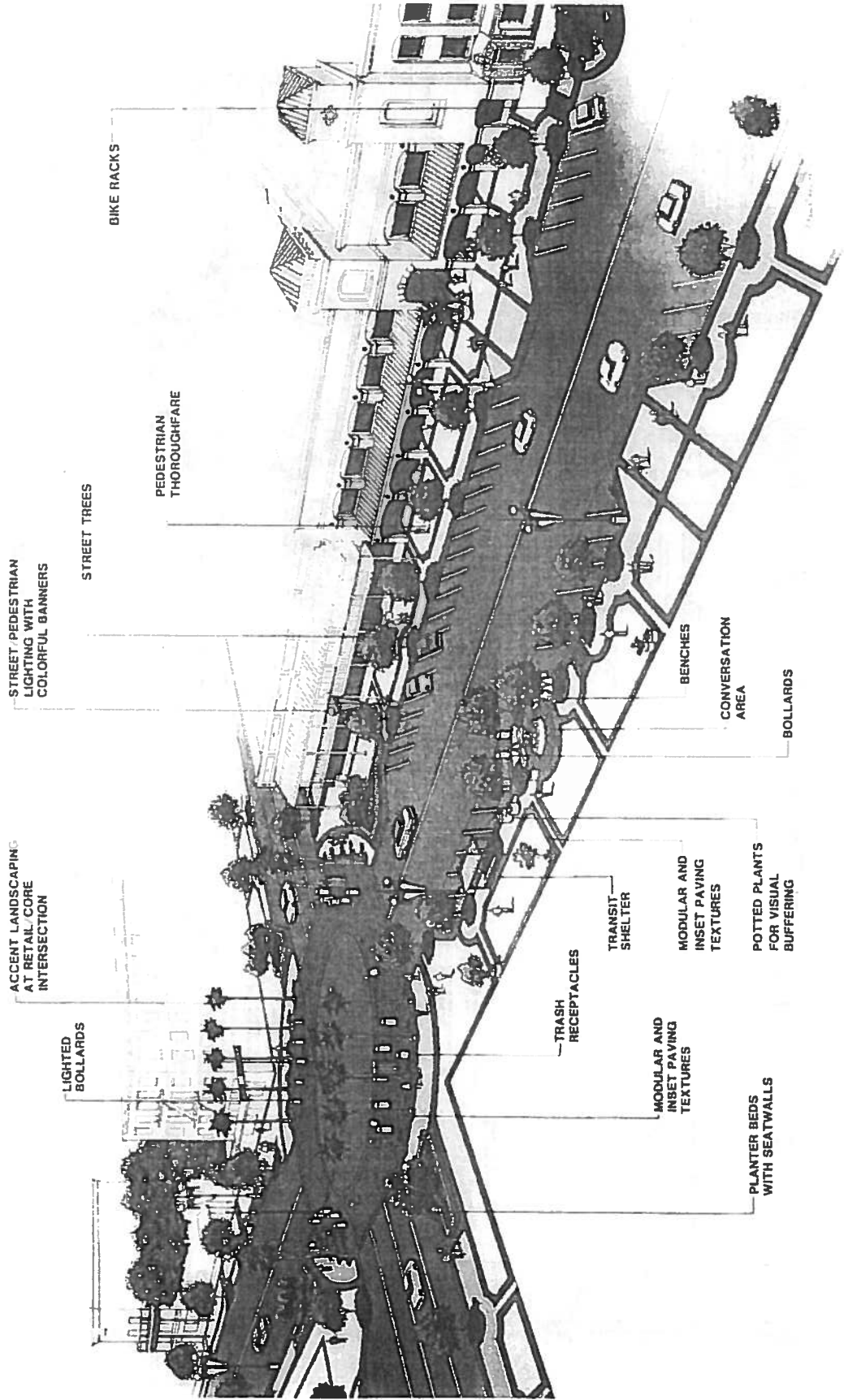
The Plaza represents the highest level of streetscape improvements offered through the Plaza Parkway program. The Plaza will serve as a prototype for

# Plaza Parkway Design Treatment Levels



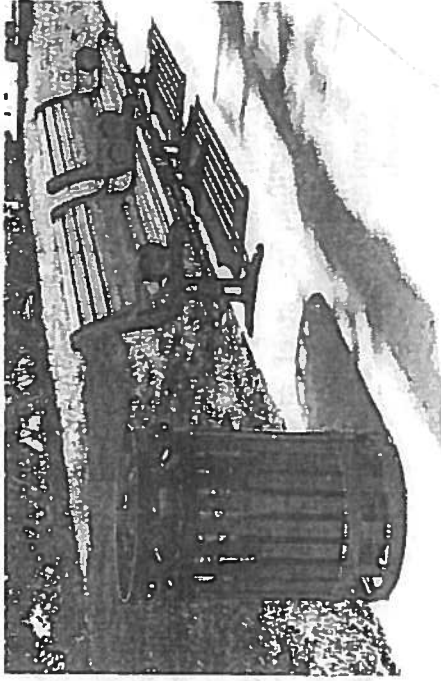
Design Elements	Street Lights	Banners	3'-6" Conc. Band	Conc. Pavers	Ceramic Tile Pavers	Brick Paving	Regulatory Directory Signage	Benches	Trash Recept.	Lighted Bollards	Ped. Lights	Portable Raised Planters	Fixed Raised Planters	Street-scape Trees	At-Grade Planters	Tree Grates	Neck-Out	Traffic Signals	Phone Booths	Bicycle Rack	Sidewalks	
<b>Plaza</b> Level One	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Promenade</b> Level Two	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Parkway</b> Level Three	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

# The Plaza (Level D) Conceptual Sketch



### 3.3 SELECTED STREET FURNISHINGS

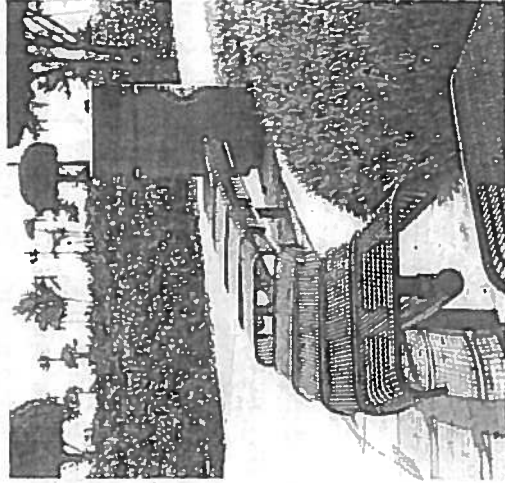
- **Benches.** There are three styles of benches that have been approved for use within the Plaza Parkway project area (see details, page 52). Two of these, the "Riviera" bench and the "Plexus" bench, are constructed entirely of steel and have been designated for use primarily in the outlying areas of Plaza Parkway. The other, the "Harbor" bench, is constructed of cast aluminum with hardwood slats and has a matte black or bronze finish.



*Harbor Bench and Trash Receptacle A*

The "Harbor" bench has been designated for use along the waterfront, within the retail core and throughout much of the Promenade. "Harbor" benches utilized in the Promenade and Parkway areas typically have a black finish (on metal surfaces only) and carry the Plaza Parkway logo in their armrests. "Harbor" benches utilized in the Plaza typically are bronze in color and carry the Waterfront Retail District logo.

- **Trash Receptacles.** Three styles of trash receptacles have been approved for use within Plaza Parkway in conjunction with the approved benches (see details, page 53).



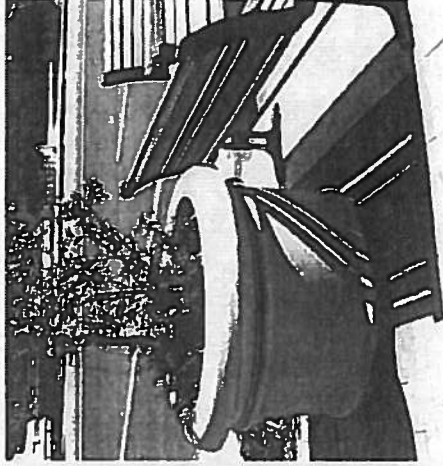
*Plexus Bench  
and Trash  
Receptacle C*

Trash receptacle 'A' is to be used with the "Harbor" bench; trash receptacle 'B' is to be used with the "Riviera" bench; and trash receptacle 'C' which carries the Plaza Parkway logo, is to be used with the "Plexus" benches.

Trash receptacles are constructed of cast aluminum or steel and are available in a variety of colors. The color selected for trash receptacles is to match its corresponding bench.

- **Seating Walls.** The construction of both concrete and brick seating walls is encouraged within the Plaza and Promenade areas (see details, pages 54 and 55). Not only do these features increase seating and landscaping opportunities but they also provide an opportunity to incorporate building facade elements (e.g., ceramic, tile, brick, pre-cast concrete, etc.) into the streetscape which assists in unifying the overall design of the project area.

- **Pre-Cast Concrete Planters.** The use of movable pre-cast concrete planters is encouraged throughout Plaza Parkway. The recommended planter is of "Mediterranean"



**Pre-cast  
Concrete  
Planter**

styling with a light sand blasted finish and neutral color. The planter is round and is available in several sizes. All planters must be connected to an automatic irrigation system (see detail, page 56).

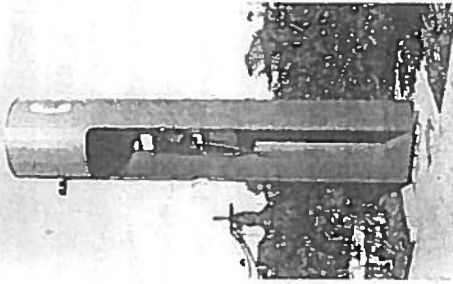
- **Telephone Kiosks.** A telephone kiosk (booth) is recommended for use whenever feasible within the Plaza Parkway project area. The recommended kiosk as selected for its unobtrusive, compact appearance which enables it to effectively blend in with the improved streetscape. The telephone kiosk is available in a variety of colors. However, an

architectural bronze is recommended whenever the kiosk is used in conjunction with other selected street furnishings (see detail, page 57).

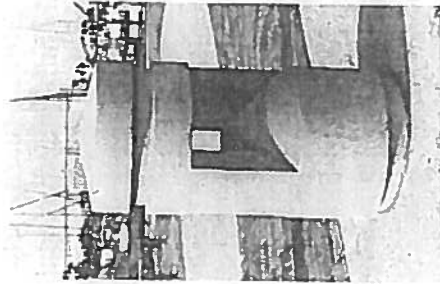
- **Pre-cast Concrete Bollards.** Pre-cast concrete bollards, both lighted and non-lighted, have been designed specifically for the Plaza Parkway streetscape improvement program. The bollards are neutral in color and have a "weatherstone" finish.

While non-lighted bollards are a single mass of concrete, lighted bollards have a removable concrete cap that allows access to the light fixture. The fixtures are equipped with a multi-tap ballast and burn a single 70-watt high pressure sodium bulb. The weight of each bollard is in excess of five hundred pounds (see details, pages 58 and 59).

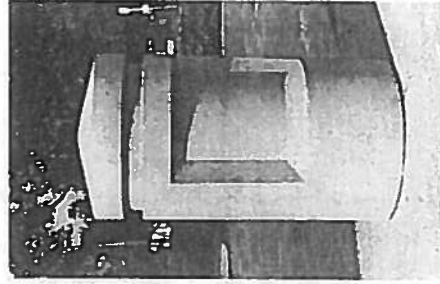
- **Tree Grates.** Although the use of at-grade planters is preferred within Plaza Parkway, several tree grates have been approved for use in improvement areas. All are aluminum with steel frames and a matte black finish. Shapes that may be utilized are round, square and half round/half square (see detail, page 60).



*Telephone Kiosk*



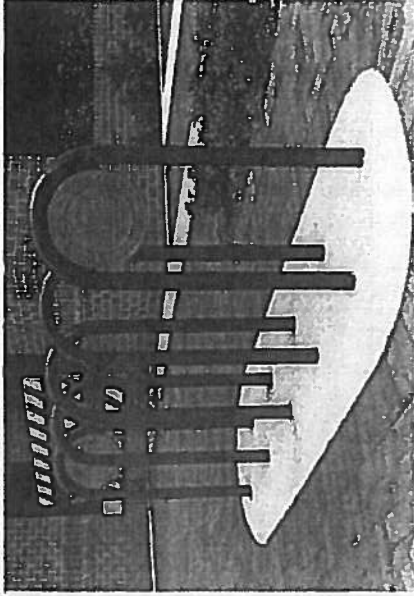
*Lighted Bollard*



*Non-lighted Bollard*



- **Newspaper and Other Sidewalk Enclosures.** All new and existing sidewalk enclosures must be painted with Glidden #79-65 semi-gloss brown paint. Publication names may be applied in white paint. However, no extraneous advertising will be permitted. All enclosures must be located so as not to impede pedestrian traffic and must be permanently anchored to the ground. Chains will not be permitted. Additionally, each street corner must be limited to three enclosures.



*Plaza Parkway Bicycle Rack*

- **Bicycle Racks.** A bicycle rack has been designed specifically for Plaza Parkway. Each rack typically consists of five aluminum loops with either a matte black or bronze finish. Each of the end loops holds a doublesided medallion (painted gold) with either the Plaza Parkway or Waterfront Retail District logo depending upon the location (see detail, page 61).



*Bronze Plaza Parkway Plaque*

- **Plaza Parkway Plaque.** Property owners and businesses recognized for special effort and contribution to the Plaza Parkway program will be awarded a bronze plaque (approximately twelve (12) inches in diameter) will be placed in the sidewalk in front of the building or on the building facade.

Minimum height for an awning or canopy is nine (9) feet above grade. Multiple awnings or canopies installed on one facade should maintain the same height from grade and span from the building face.

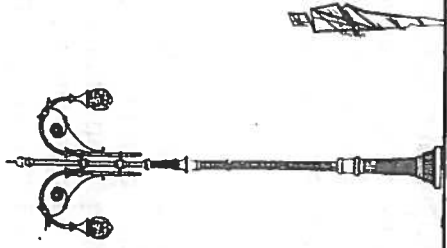
- **Awning Fabrication.** Awnings or sunshades should be cloth and complimentary to the colors used in the building and signage.

### 3.7 LIGHTING

- **Pedestrian Lighting.** Throughout the entire Plaza Parkway project area a new street light system has been installed through the joint efforts of the Plaza Parkway administration and Florida Power Corporation. While the new light standards provide overall security for the area, the use of "pedestrian scaled" lighting is encouraged on a project area basis (see detail, page 64).

The intent of these fixtures is to add character to the pedestrian environment. They should be located along sidewalks and in open space areas and may be mounted on free-standing poles or on wallmounts attached to buildings.

Another source of pedestrian lighting is the installation of "up-lighting" and/or "down-



*Pedestrian-scaled Light Fixture*

- **Festive Lighting.** The use of festive lighting (e.g., twinkle lights) is encouraged throughout Plaza Parkway during special events and holidays. In an effort to provide for such opportunities, it is recommended that both buildings and landscaped areas be outfitted with the appropriate electrical outlets to facilitate the outlining (with lights) of buildings, stairways, deck railings, trees, etc.

Pre-application conferences are encouraged and may be arranged by contacting the Manager of the Urban Design and Development Division, at 893-7153. CRA Applications may also be obtained from this office.

#### 4.2 MINOR EASEMENT APPROVAL

Property owners who are implementing development, rehabilitation and streetscape improvements within Plaza Parkway must obtain a Minor Easement from the City of St. Petersburg. The purpose of the Minor Easement is to regulate minor encroachments of privately owned and maintained structures under, on or over the right-of-way of a street, alley or utility easement that is dedicated to the City.

The Minor Easement application is submitted to the Engineering Department and will be reviewed by several City departments and private utility companies:

1. If there are no objections to the request it will be placed on the Consent Agenda for approval by City Council as a resolution.
2. If an objection is made and it cannot be resolved, the Minor Easement will be denied. An applicant can appeal this decision by a letter to the Engineering Director. The

appeal will go before the City Council for review as a Correspondence Item.

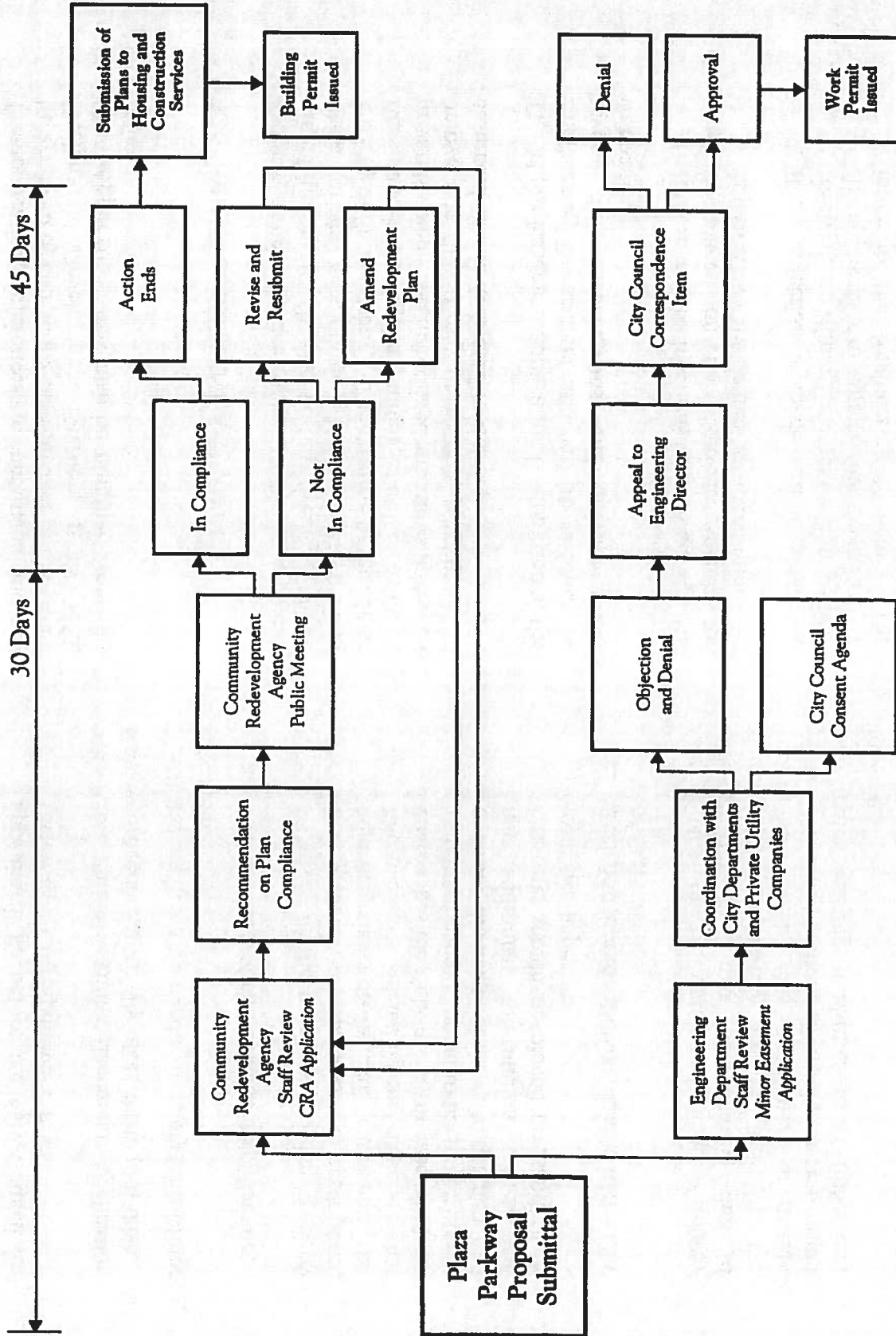
The Plaza Parkway Minor Easement Application Review procedure normally takes thirty (30) days.

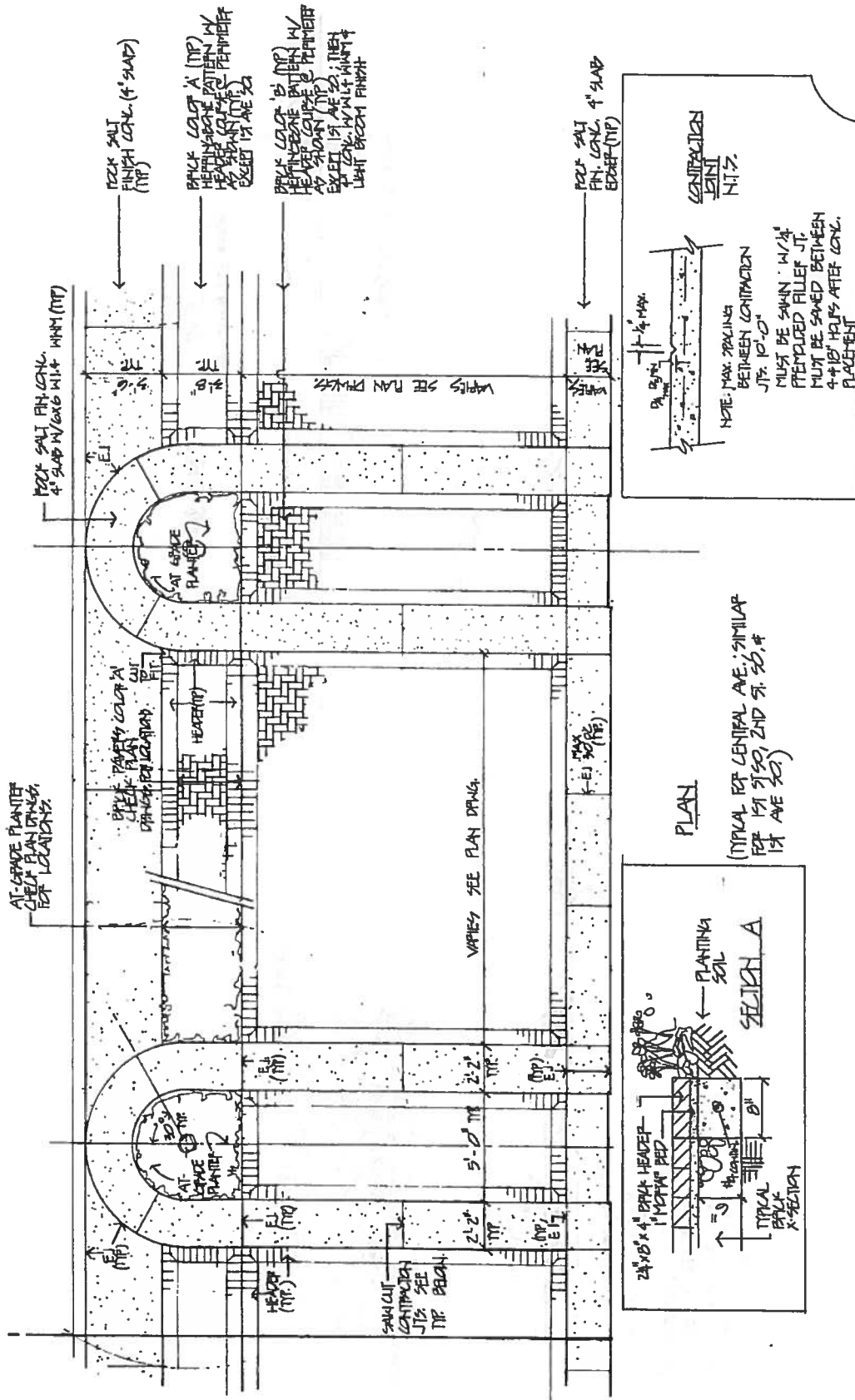
The following items are needed to apply for a Minor Easement:

- a. A completed Minor Easement application.
- b. A survey of the property showing property lines, property dimensions, legal description, adjacent rights-of-way, all easements, all improvements, including any structure that encroaches the right-of-way or easement, the amount of encroachment to the nearest tenth of a foot, the length of the encroachment and any additional information as needed. Drawings should be placed on standard or legal size paper.
- c. Cash or check for \$300.00 payable to the City of St. Petersburg.

Any repairs or restoration of Plaza Parkway improvements that may be required due to maintenance of existing utilities will be the responsibility of the City department or private utility. Upon completion, all repairs or restoration shall match existing conditions (both finish and quality).

# Redevelopment Plan Compliance Review



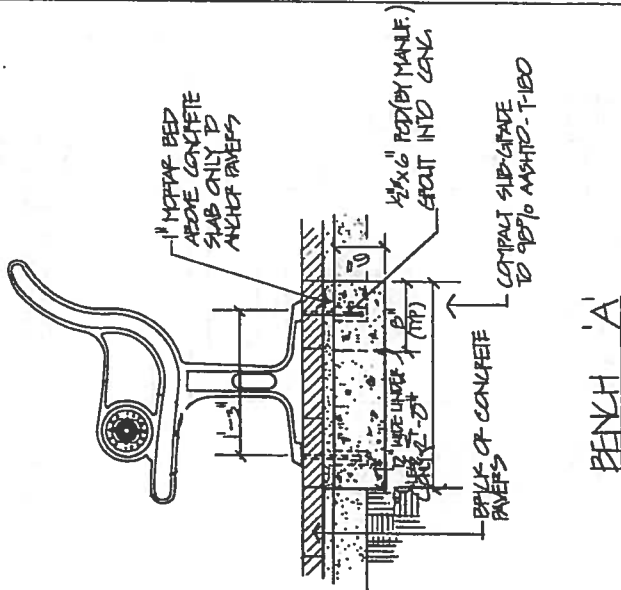


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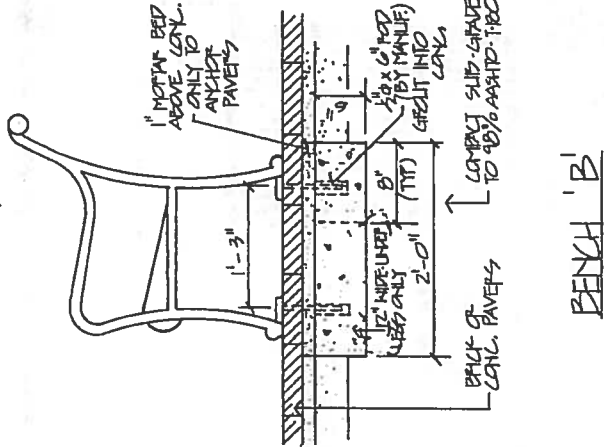
**HARBOR BENCH**

NOTE: HARBOR BENCH MANUFACTURED BY BEACH PRODUCTS, INC.; BRANTON, FLA. 6'-0" LENGTH BLACK MATE FINISH ON CAST ALUMINUM SURFACES ANCHERING DETAIL SIMILAR FOR MOUNTING ON NEW OR EXISTING CONCRETE SLAB. REFER TO PLAN DRAWINGS FOR SEATING NODE CONFIGURATION & CONG. MOUNTING SLAB (OR APPROVED EQUAL). - BRONZE FINISH MAY BE SUBSTITUTED.



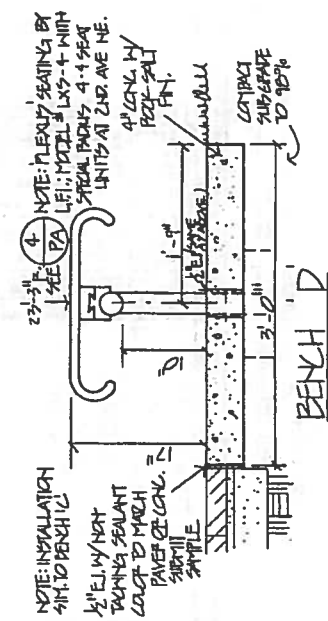
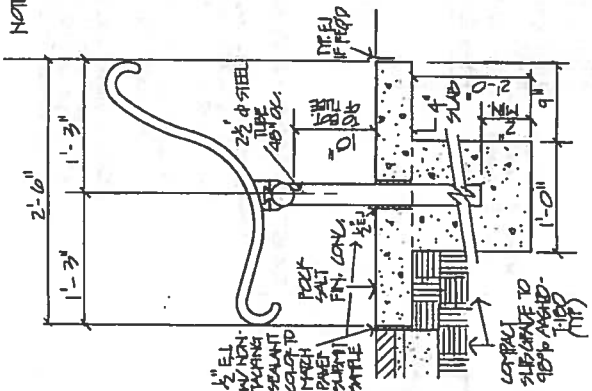
**RIVIERA BENCH**

NOTE: RIVIERA BENCH MANUFACTURED BY BEACH PRODUCTS, INC.; BRANTON, FLA. 6'-0" LENGTH. COLOR MAY VARY. REFER TO PLAN DRAWINGS. SUBMIT COLOR SAMPLE. ANCHERING DETAIL SIMILAR FOR MOUNTING ON NEW OR EXISTING CONG. SLAB. REFER TO PLAN DRAWINGS FOR SEATING NODE CONFIGURATION & CONG. MOUNTING SLAB (OR APPROVED EQUAL).



**PLEXUS BENCHES**

NOTE: PLEXUS SEATING MANUF. BY L.F.I. KALAMAZOO MI. MODEL # LX-301T NB-22; 23" X 20" X 30" ANGLE 1" SEAT BY WIDE BACK FOR INSE. CURVE SEATING ON 12" RADII. (G-ATTACHED BENCH) COLORS VARY; REFER TO PLAN DRAWINGS FOR COLOR DESCRIPTION. SUBMIT SAMPLE. ANCHERING DETAIL SIM FOR FLAT PLEXUS SEAT UNITS. ATTACH EMBEDDED LEG SUPPORTS PER TO INSTALL TO ADULT BAK HGT 4 LEG SPACING EACH NODE REQUIRE 2 4-4 SEAT UNITS



Not to Scale

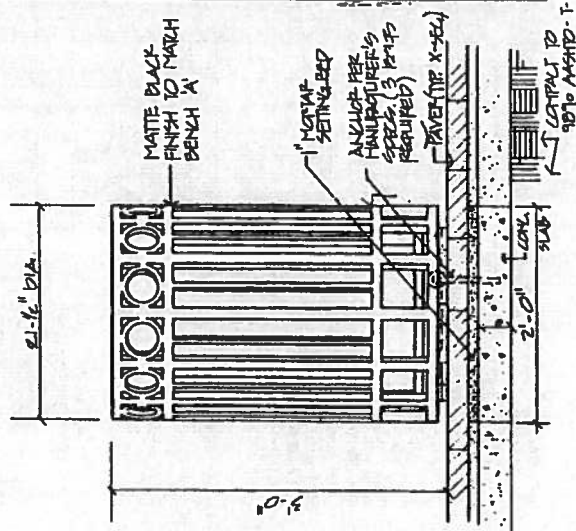
TRASH RECEPTACLE 'A'

NOTE: BEACON PRODUCTS, GAINESVILLE, FL. SANTA FE (MODIFIED); MODEL S-TR, 355L4. CABINET ALUMINUM W/ BLACK PLASTIC LINER. \*RECESSED LID (OR APPROVED EQUAL).

MATTE BLACK POWDER COAT FINISH TO MATCH BENCH 'A'. SUBMIT SAMPLE.

TRASH RECEPTACLE 'A' IS TO BE USED IN CONJUNCTION WITH BENCH 'A'. REFER TO PLAN DRAWINGS FOR SPECIFIC LOCATIONS.

INSTALLATION SIMILAR FOR EXISTING CONC. PAVING AREAS.



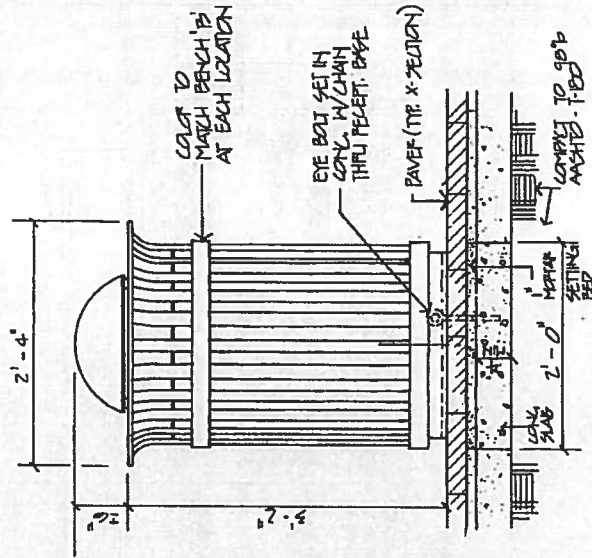
TRASH RECEPTACLE 'B'

NOTE: VICTOR STANLEY, INC. - DUNKERS, MD.; BENCHER SERIES MODEL # S-12 WITH S-2 STEEL STEEL ROPE AND PLANO LINER (OR APPROVED EQUAL).

COLOR WILL VARY ACCORDING TO SITE LOCATION. REFER TO PLAN DRAWINGS.

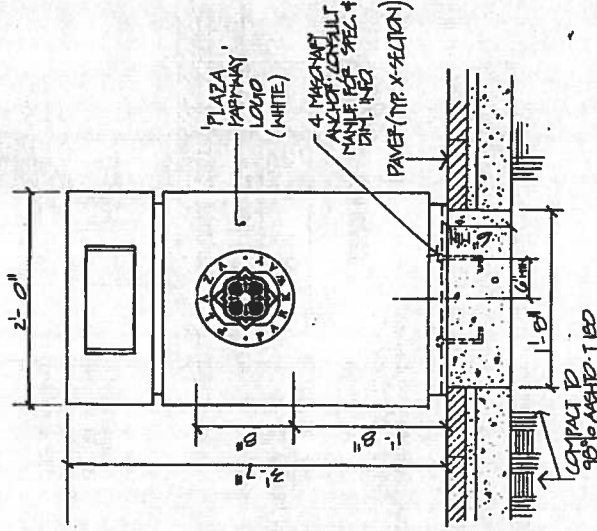
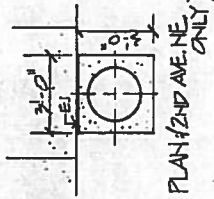
TRASH RECEPTACLE 'B' IS TO BE USED IN CONJUNCTION WITH BENCH 'B'. COLORS MUST MATCH. SUBMIT SAMPLES.

INSTALLATION SIMILAR FOR EXISTING CONC. PAVING AREAS.

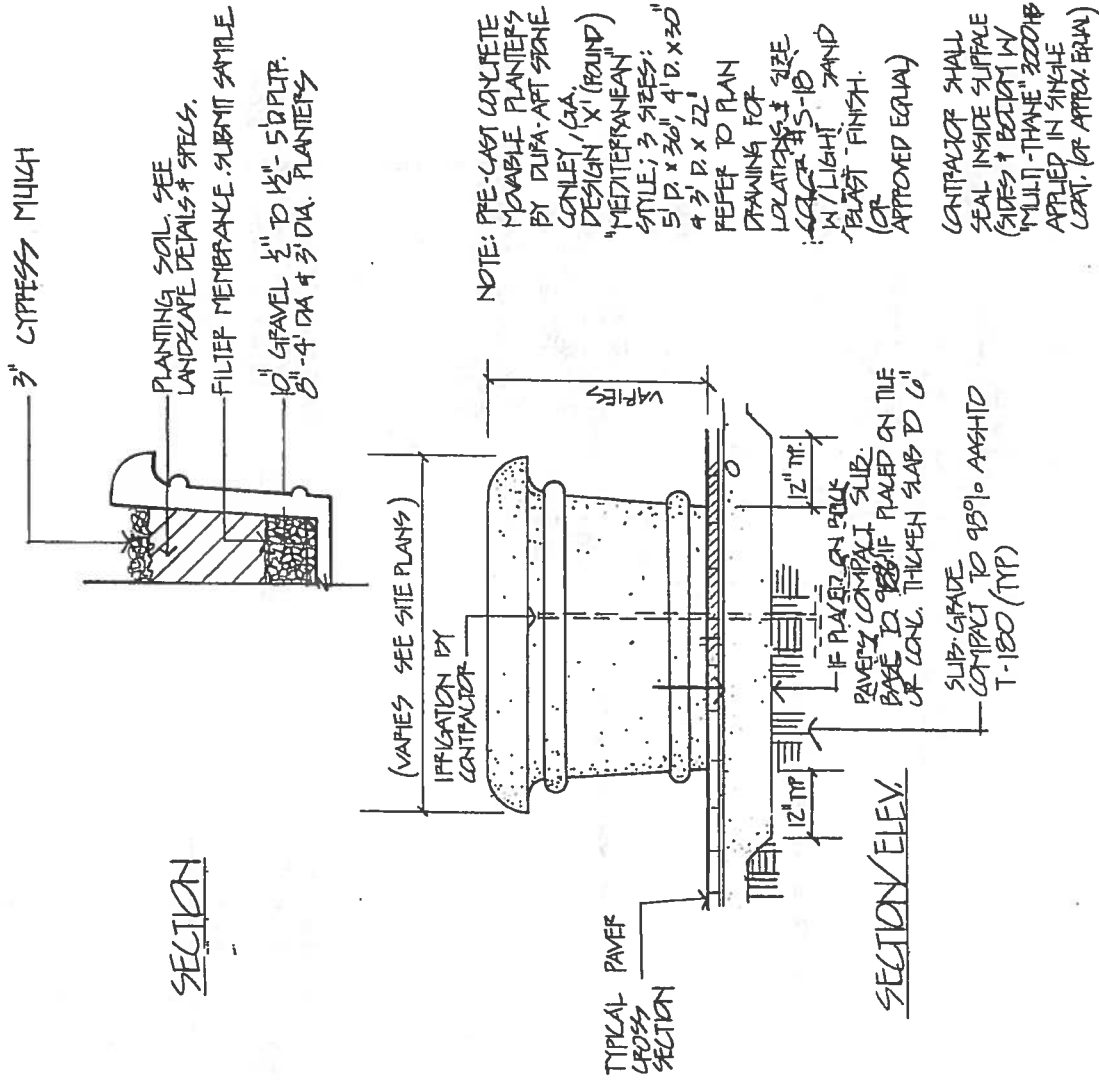


TRASH RECEPTACLE 'C'

NOTE: URBANO, INC., GRAND RAPIDS MI. MODEL # LC-2R W/ PLANO LINER & TWO TRASH HOLE OPENINGS (OR APPROVED EQUAL). COLOR WILL VARY ACCORDING TO LOCATION. SUBMIT SAMPLE FOR EACH PHASE. ST. PETERSBURG, FL. TYPICAL UNLESS OTHERWISE NOTED. INSTALLATION METHOD SIMILAR FOR EXISTING CONC. PAVING. SEE PLAN DRAWINGS FOR LOCATION OF RECEPT.

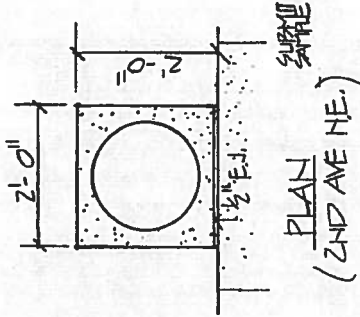


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NOTE: TELEPHONE KIOSK BY KING PRODUCTS LTD. MISSISSAUGA, ONTARIO, CAN. MODEL# 5400 & 5400B (OR APPROVED EQUAL) COLOR & HEIGHT VARY ACCORDING TO SITE LOCATION REFER TO PLAN DRAWINGS.

(GITE TO PROVIDE CONDUIT CONTRACTOR TO MAKE FINAL ELECTRICAL CONNECTION)

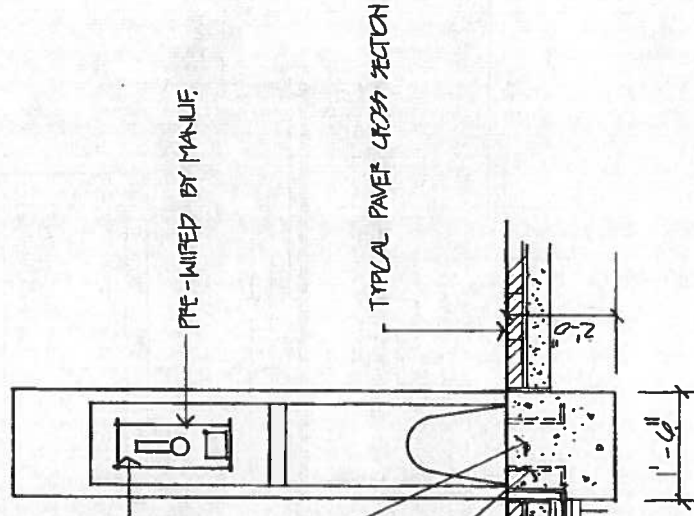
CON OPERATED TELEPHONE BY GITE CONTACT JEFFY BILLINGS AT 620-4075

CONCRETE FIG. (TYP)

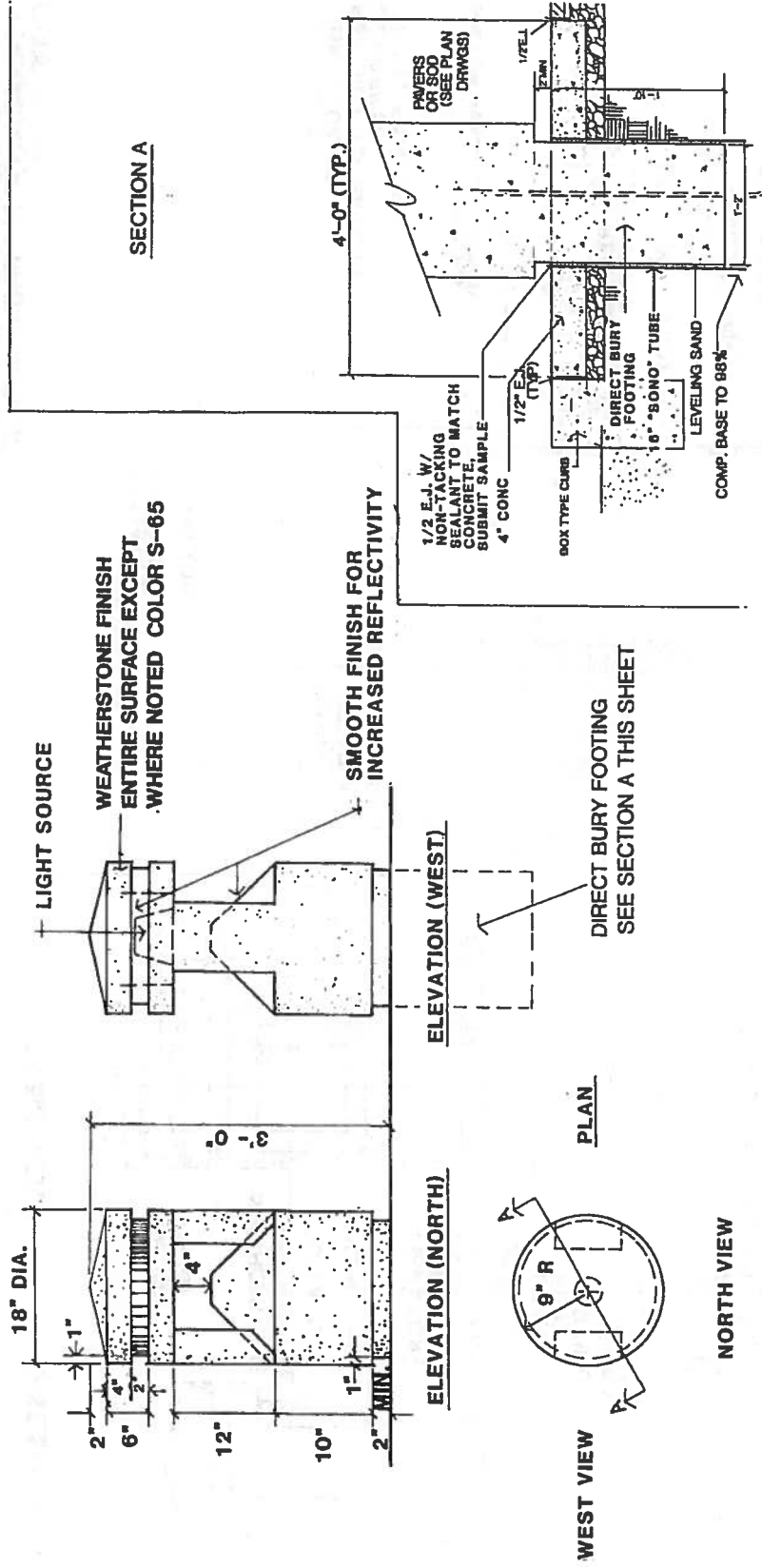
HEAVY DUTY MASONRY ANCHORS CONSULT MANUFACTURER FOR MOUNTING SPECS.

CONDUIT BY GITE

COMPACT TO 99% AASHTO T-150



Not to Scale

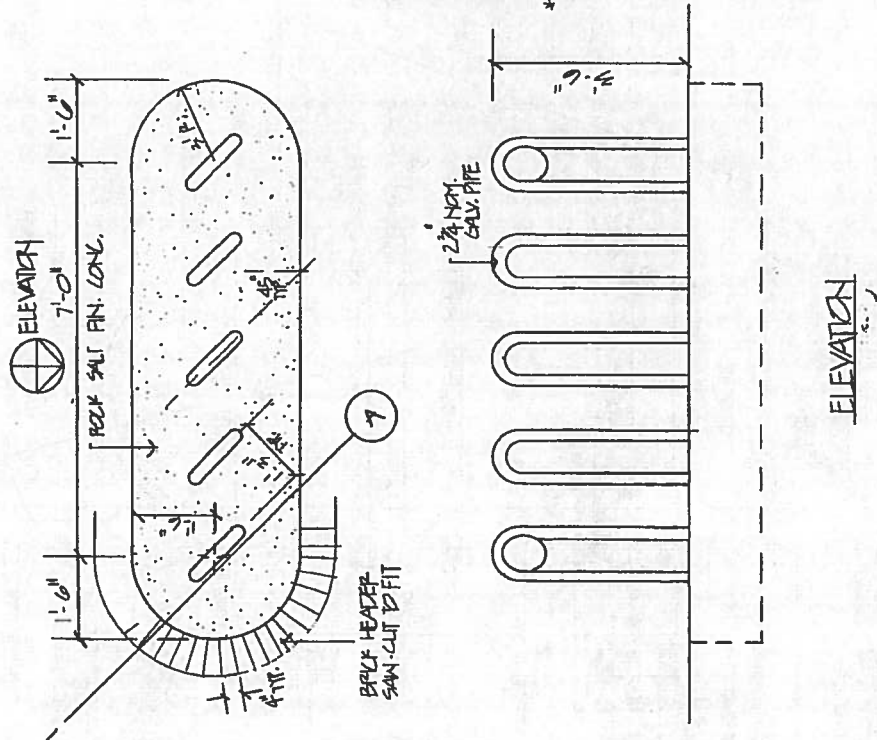


**NOTE:**  
 ALL BOLLARDS SHALL BE LOCATED  
 A MINIMUM OF 22" FROM BACK OF  
 CURB (TYP.).

Not to Scale







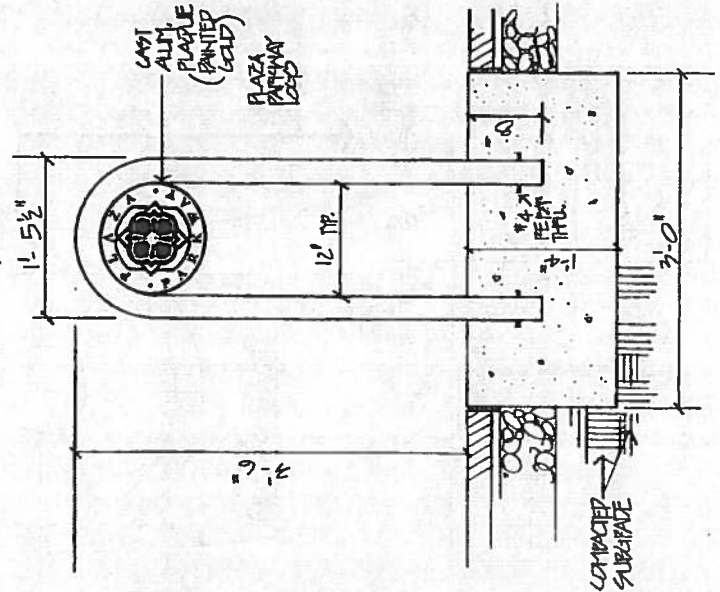
PLAN

SECTION A

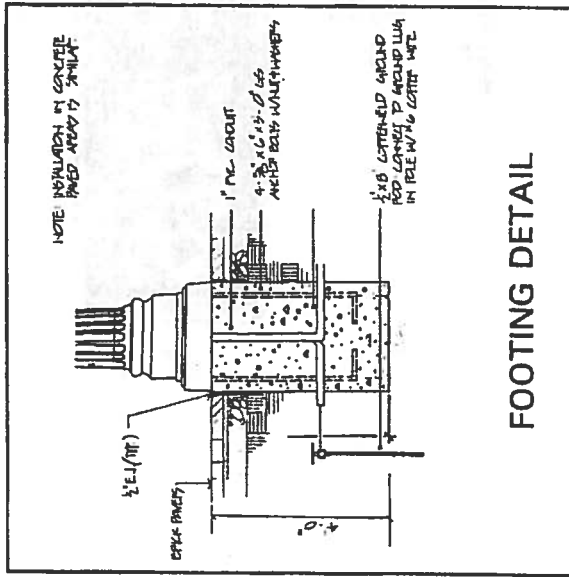
ELEVATION

NOTE:  
 PAINT ALL SURFACES  
 WHITE BLACK (SUBMIT SAMPLE)  
 SUPPLY SHOP DRAWING  
 FOR APPROVAL  
 BY LANDSCAPE ARCHITECT

\* BRONZE FINISH MAY  
 BE SUBSTITUTED



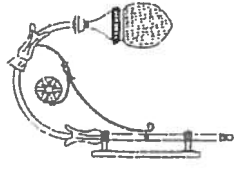
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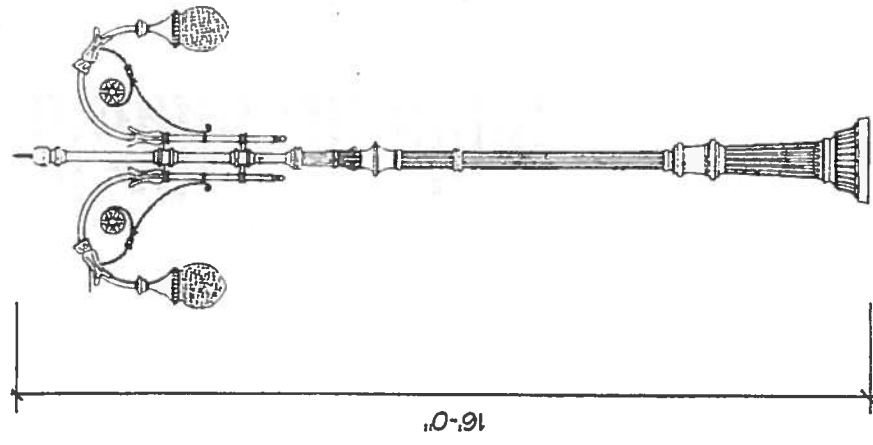
### PEDESTRIAN LIGHT FIXTURES BY BEACON PRODUCTS

Available with single or double globes.  
Wall mount option also available.

Footing dimensions vary - see manufacturer's specifications for installation requirements.



WALL MOUNT OPTION



Not to Scale



