SunRunner Rising Development Study

Volume I: St. Petersburg East

Station Areas:

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



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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St. Petersb

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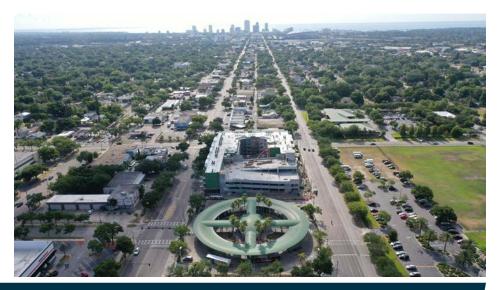




INTRODUCTION

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 Pasadena¹ 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.

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 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.

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 guarter-mile buffer around each station along the BRT corridor. This guarter-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

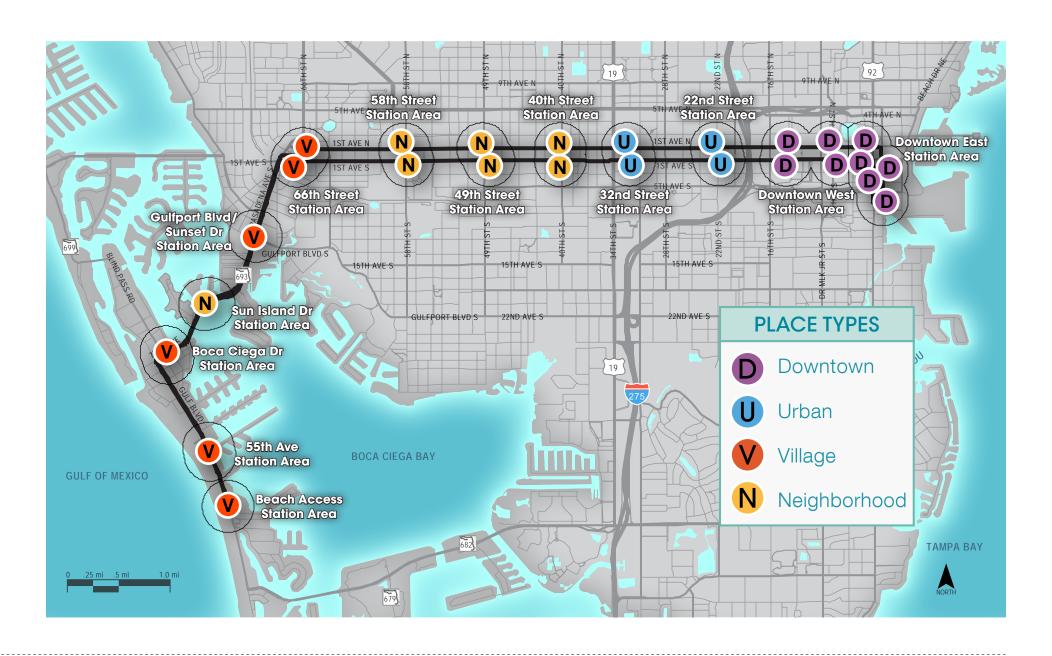
Medium to low-rise buildings, mix of uses, shopping and retail center, small-scale office, residential character, and fewer multimodal connections.



NEIGHBORHOOD

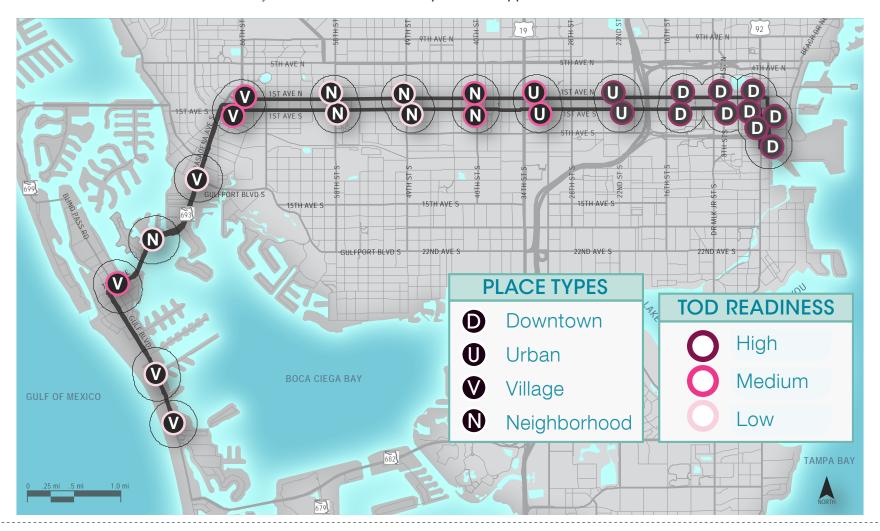
Low-rise buildings, neighborhood retail, residential character, and fewer multimodal connections.





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 halfmile 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

Volume 2

Volume 1 **Downtown East Downtown West**

22nd Street

32nd Street

40th Street 49th Street

58th Street

66th Street

Volume 3

Gulfport Blvd/ Sunset Drive

Sun Island Drive

OUTCOMES

Station Areas

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

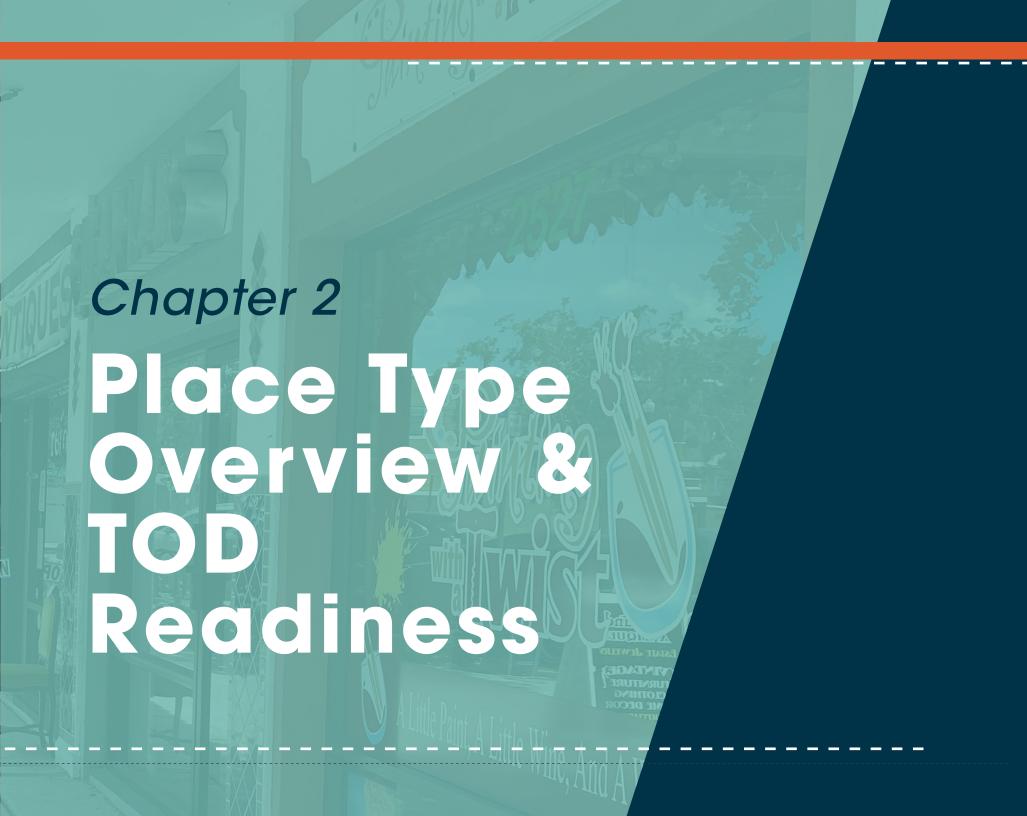
Use this study as a citizen's manual to understand how the SunRunner BRT investment and future station area redevelopment presents opportunities for your community, to ensure your corridor-wide and station area visions are fully implemented by city staff and your elected officials, and to guide your 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.







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, onstreet parking, parking garages

Grid street pattern, smaller block sizes, onstreet 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 libraries, health centers, temporary event spaces, public art

Government and civic facilities, public plazas, urban parks, pocket parks, parklets, 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





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 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.

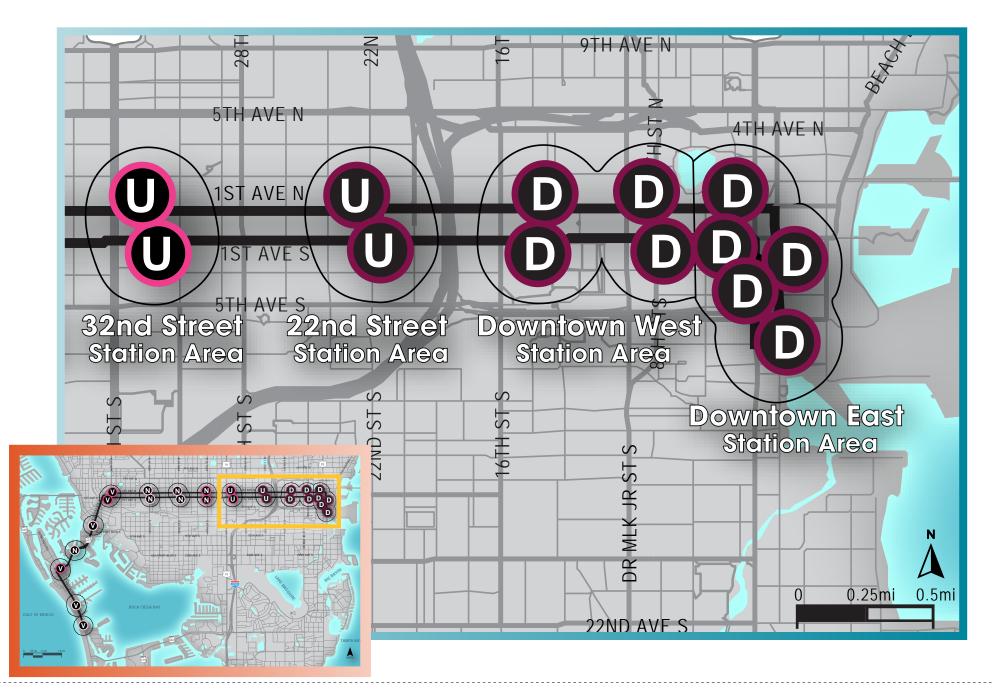
Low: Station area shows limited place type characteristics and potential long-term redevelopment, and additional planning is needed for mobility infrastructure improvements.

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.

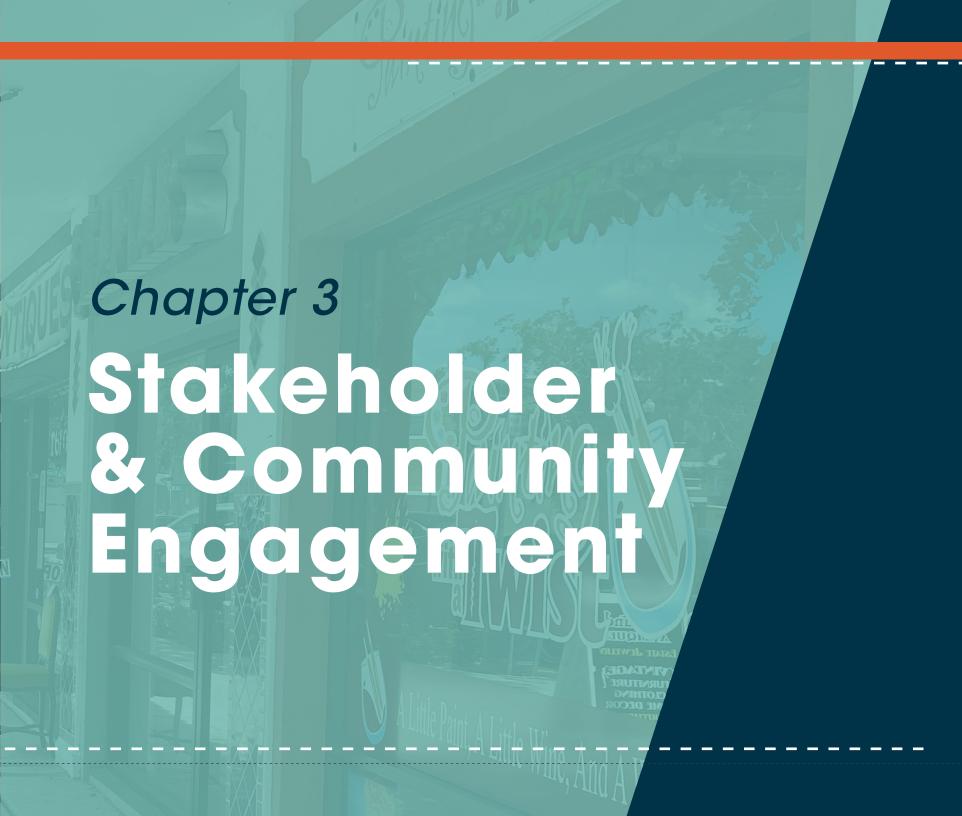
These results show that the Downtown West, Downtown East, and 22nd Street station areas are already transit-supportive and currently have regulatory, market, physical, and mobility capacity to support the SunRunner BRT investment. Transit-supportive zoning is in place, the real estate market is strong 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				









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.

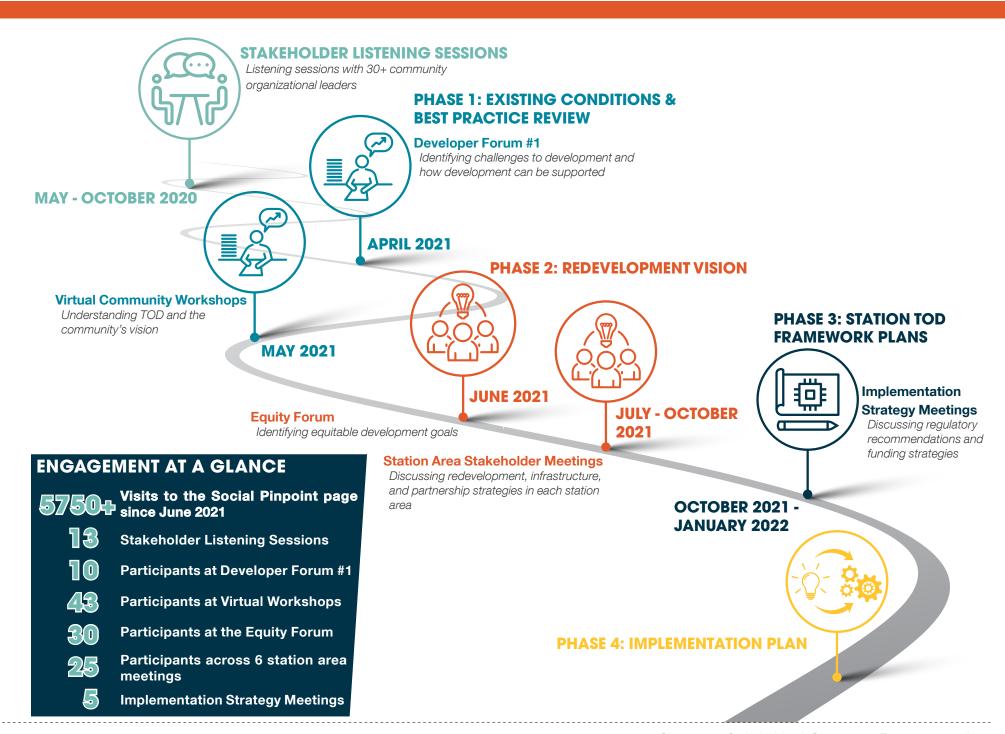
An Equity Forum was held virtually in Summer 2021 with a focus on affordable housing. This meeting largely centered around the 22nd Street station area due to the connection to the Deuces Live district and 22nd Street South. As a result of this forum, it became clear an additional study should be conducted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

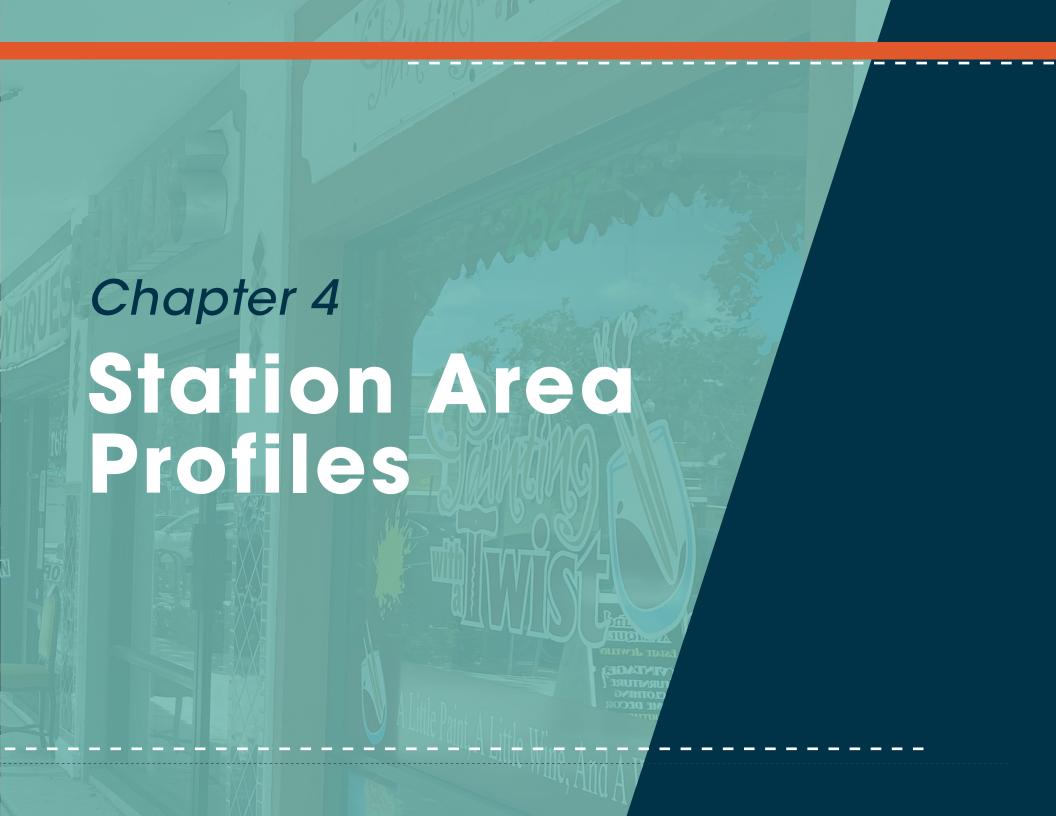
An online map depicting the SunRunner corridor was launched and made available for the public to leave comments and respond to others' comments in June 2021. As of March 2022, the site has generated 5,753 visits from 2,531 unique users and 76 comments. Throughout these efforts, citizens, business owners, 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.







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

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.









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



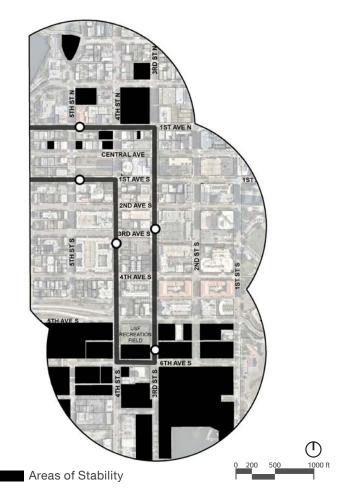
PLACE TYPE OVERLAYS



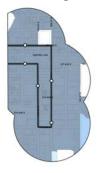


Components For Potential Development

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**



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

PUBLIC

Surface **Parking**



Surface parking and underutilized parking areas present opportunities for infill or denser development.

Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS</p> Aging buildings and structures present opportunities rehabilitation and redevelopment.

Land and **Building Value**

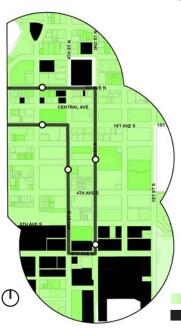


Parcels that have greater land value than building value indicate a higher likelihood for development.

HIGH

LOW

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.

Potential for Redevelopment

DOWNTOWN EAST STATION AREA

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

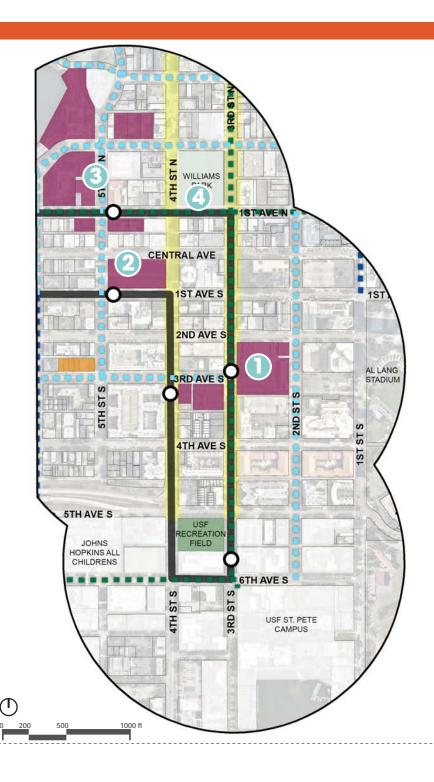


Potential to Convert to Two-Way Streets

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

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

RESTAURANTS



MULTI-FAMILY

RETAIL



CAFES

PLACEMAKING & PUBLIC REALM



WAYFINDING

PUBLIC ART



PLAZAS

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



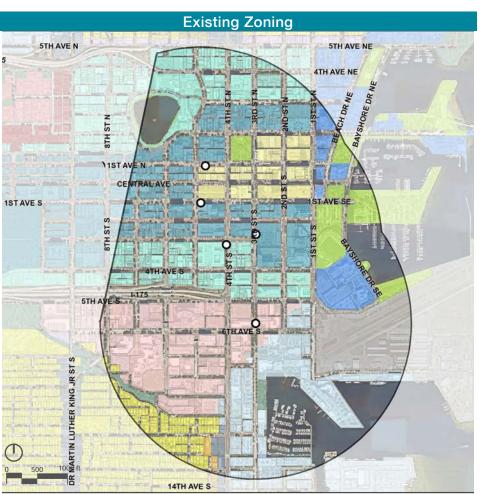
PARTNERSHIPS

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



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.



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 WILLIAMS CENTRAL AVE ND AVE 3RD AVE S 4TH AVE S 5TH AVE S USF ECREATIO USF ST. PETE

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

STATION AREA PLANNED IMPROVEMENTS¹

- 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

Trail

Bike Lane

- Encourage redevelopment on catalytic sites
 - Publicly-owned properties
 - Surface parking lots

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

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.

DOWNTOWN EAST STATION AREA

Shared Lane Marking/Neighborhood Greenway

¹ Identified in the St. Petersburg Complete Streets Implementation Plan

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



Active ground floor uses in the Edge District





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



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

DOWNTOWN WEST STATION AREA

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.







\$29K MĒDĪĀN 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

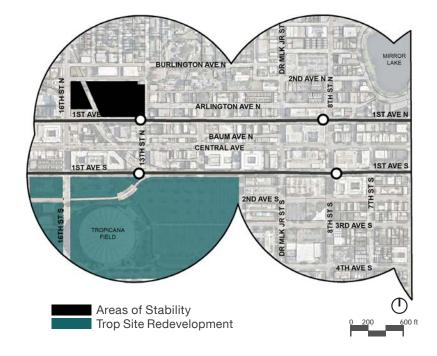


PLACE TYPE OVERLAY

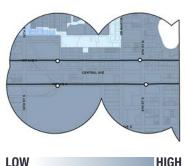


Components For Potential Development

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



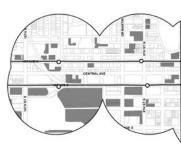
Parcels with transit-supportive and standards entitlements such as density, setbacks, and allowable uses.

Vacant and **Publicly-Owned Parcels**



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

Surface Parking



Surface parking and underutilized parking areas present opportunities for infill or denser development.

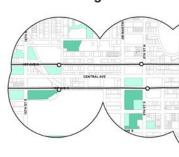
Building Age by Parcels



Aging buildings and structures opportunities present rehabilitation and redevelopment.

<30 YRS 30-50 YRS 50+ YRS</p>

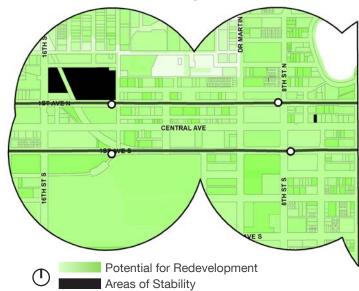
Land and **Building Value**



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

LOW

Potential Parcels for Redevelopment



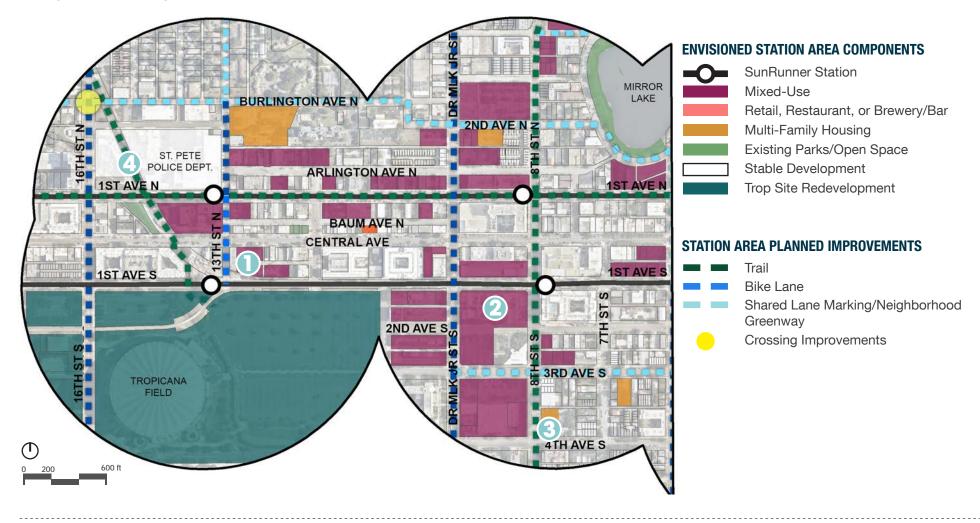
Most of this station area consists of transit-supportive zoning that already encourages redevelopment. Parcels with greatest development opportunities are lots with surface parking, vacant or publicly-owned properties, or parcels with greater land value than building value within the station area.

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.





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, fourplexes, etc.)



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

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.

PLAZAS

STATION AREA USES



MIXED-USE





HOTEL





CAFES

PLACEMAKING & PUBLIC REALM



WAYFINDING



PUBLIC ART

MOBILITY



SUNRUNNER STATION





SHARED PARKING



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



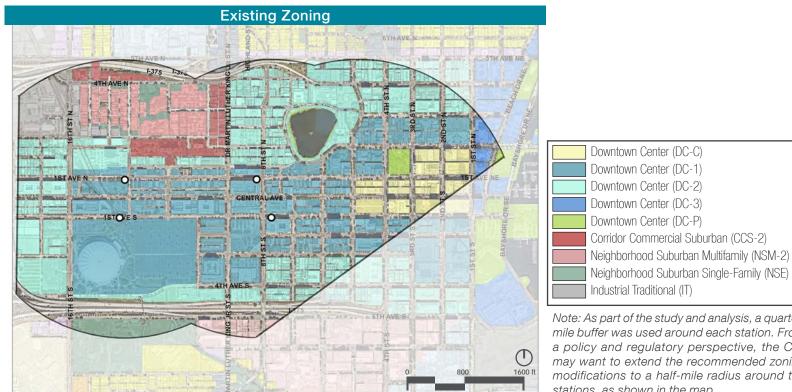
PARTNERSHIPS

ENGAGEMENT

Implementation: Policy and Regulatory

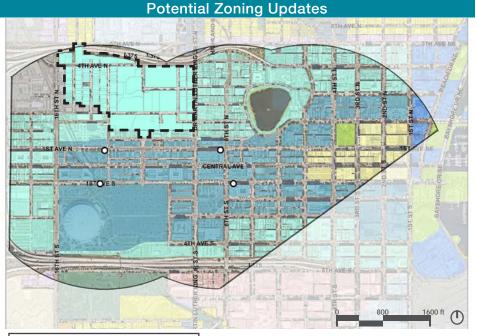
Overall Existing Regulatory Assessment

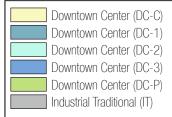
- Challenges with transitions to single-family homes within historic districts
- Lower densities along the 1st Avenues: north of 1st Avenue North and south of 1st Avenue South
- Large setbacks within CCS-1 and NSM zoning that is not conducive to walkable development
- The Activity Center Future Land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



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







Note: As part of the study and analysis, a quartermile 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)
Reside	ential	11,700 units	+7,600 units	+10,400 units	19,300 - 22,100 units
Non-Reside	ential	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

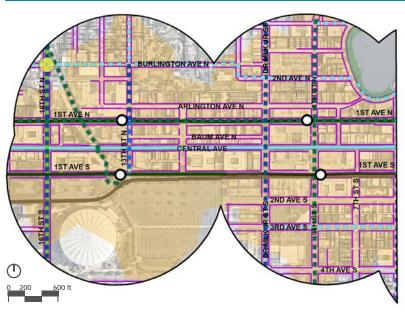


Wayfinding signage



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 IMPROVEMENTS¹

- 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

¹0.3 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	969/
Sanitary Sewer	4,841,486	8,992,407	86%

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 partnerships. 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.





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





Local businesses in the Grand Central District within the station area



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

22ND STREET STATION AREA

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.









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

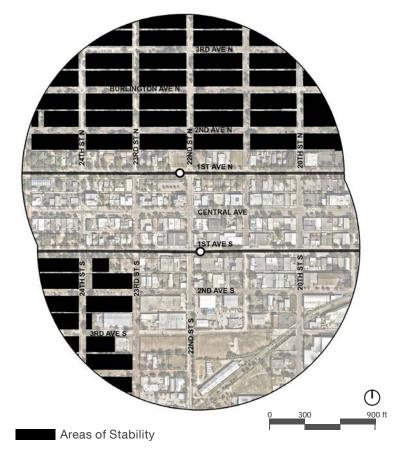


PLACE TYPE OVERLAY



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.



Transit-Supportive Zoning LOW

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

Vacant and **Publicly-Owned Parcels**



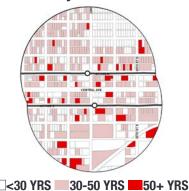
Vacant publicly-owned and parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface **Parking**



Surface parking and underutilized parking areas present opportunities for infill or denser development.

Building Age by Parcels



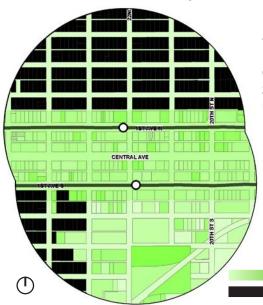
Aging buildings and structures present opportunities rehabilitation and redevelopment.

Land and **Building Value**



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.

Potential for Redevelopment Areas of Stability

22ND STREET STATION AREA

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

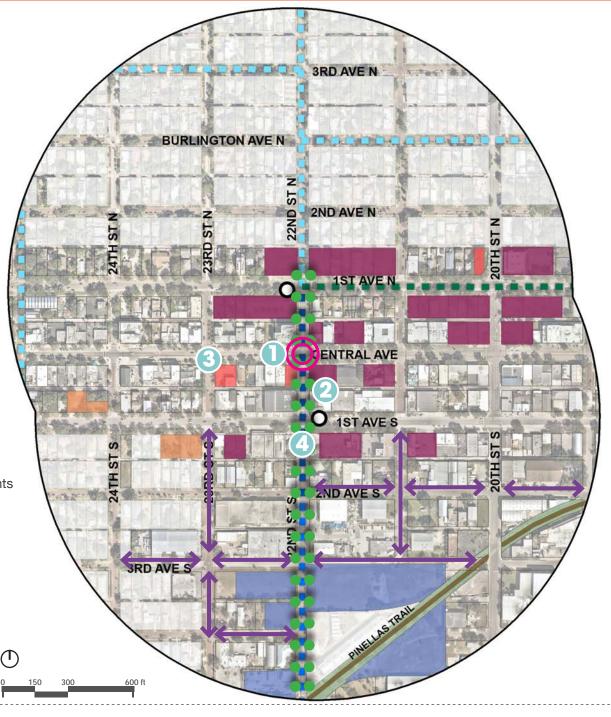
STATION AREA PLANNED IMPROVEMENTS

Trai

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

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



BREWERIES



MULTI-FAMILY

RETAIL



RESTAURANTS



CAFES

PLACEMAKING & PUBLIC REALM



WAYFINDING

PUBLIC ART

STREETSCAPE

IMPROVEMENTS: LANDSCAPING & LIGHTING



MARKET SPACE



MOBILITY

MICROMOBILITY OPTIONS

SUNRUNNER STATION



SHARED PARKING



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



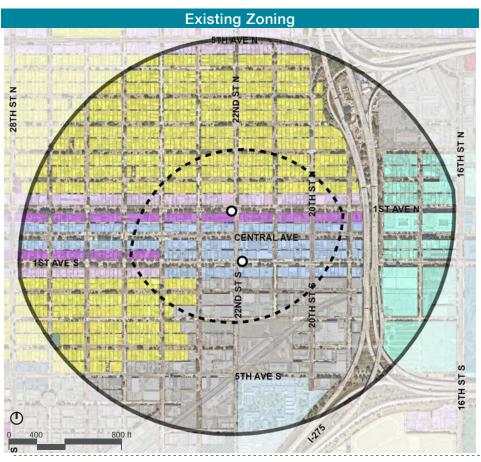
PARTNERSHIPS

ENGAGEMENT

Implementation: Policy and Regulatory

Overall Existing Regulatory Assessment

- · Challenges with transitions to single-family homes within historic districts
- 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



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

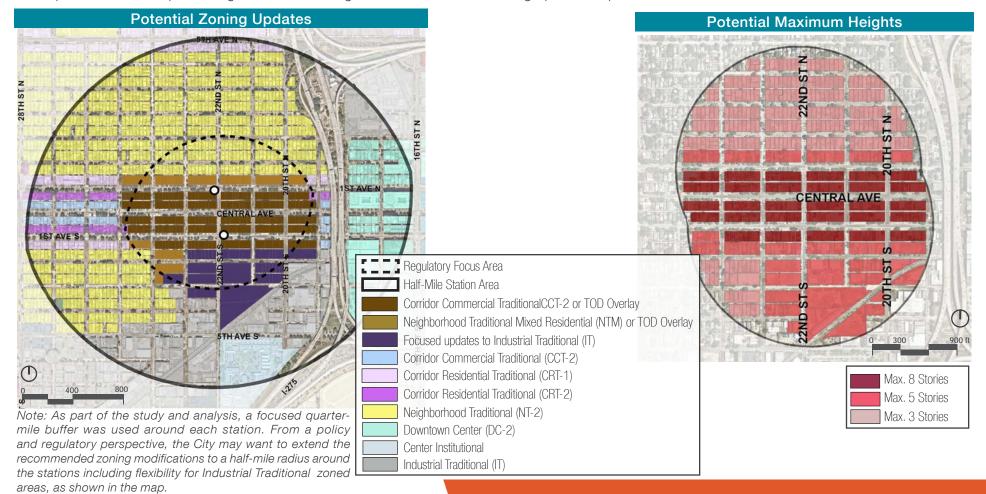
	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-150	0.5-5.0

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



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	(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 IMPROVEMENTS¹

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







Streetscape improvements

22ND STREET STATION AREA

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

¹0.3 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	24370

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
- 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

32ND STREET STATION AREA

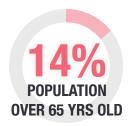
Station Area Profile Summary

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.









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

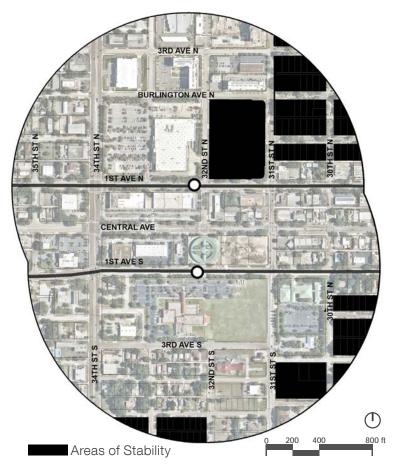


PLACE TYPE OVERLAY

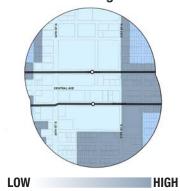


Components For Potential Development

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



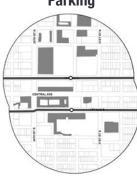
Parcels with transit-supportive Vacant and publicly-owned entitlements and standards such as density, setbacks, and allowable uses.

Vacant and **Publicly-Owned Parcels**



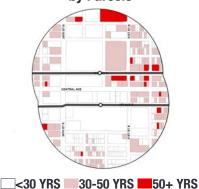
parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface **Parking**



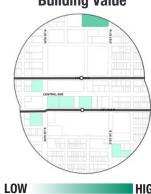
Surface parking and underdevelopment.

Building Age by Parcels



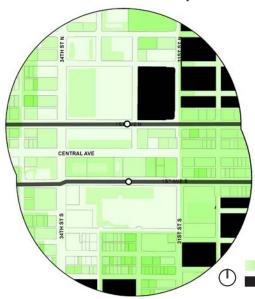
Aging buildings and structures Parcels that have greater land value utilized parking areas present present opportunities for than building value indicate a higher opportunities for infill or denser rehabilitation and redevelopment.

Land and **Building Value**



likelihood for development.

Potential Parcels for Redevelopment

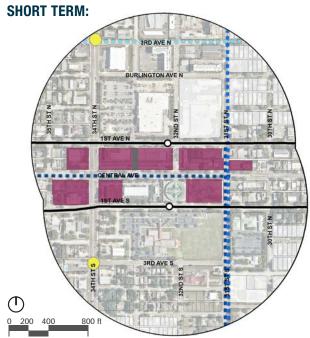


Parcels along the eastern portion of Central Avenue and the 1st Avenues have the greatest development potential. These are parcels with transit-supportive zoning, surface parking lots, vacant properties, and parcels with aging structures.

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

Potential for Redevelopment Areas of Stability

Redevelopment Vision



Short Term: Infill development and redevelopment Mid Term: Larger parcels are re-grid to match Long Term: Larger parcels continue to re-grid and of vacant parcels, surface parking lots, and underperforming structures begins near station stations commercial, and mix of uses are developed to between the 1st Avenues along Central Avenue.



surrounding street network. Multi-family housing, support demand.



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



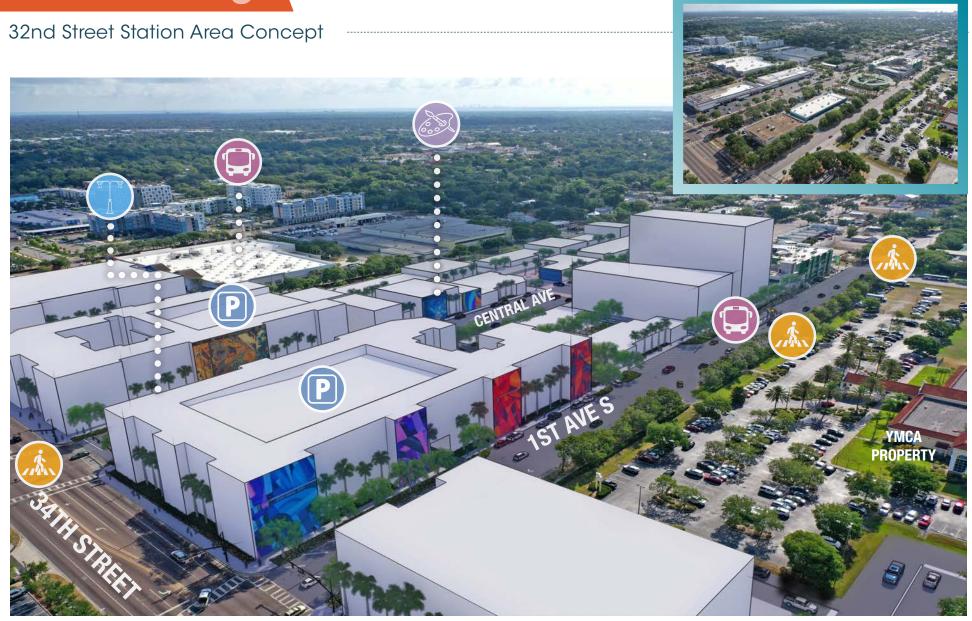
Mixed-use development with ground floor retail/restaurants and residential above



Public plazas and public spaces utilized by the community



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



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

RESTAURANTS



GROCERY/ MARKETS



PUBLIC ART

WAYFINDING

PLACEMAKING & PUBLIC REALM



STREETSCAPE **IMPROVEMENTS:** LANDSCAPING & LIGHTING

MOBILITY



SUNRUNNER STATION

MICROMOBILITY

OPTIONS



SHARED PARKING **PARK & RIDE**



CROSSING IMPROVEMENTS

MULTI-FAMILY



CAFES

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



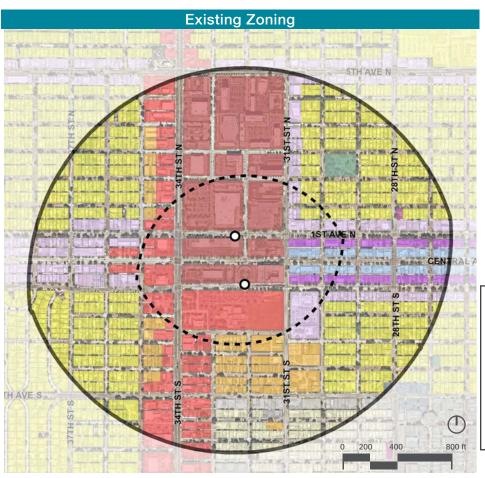
PARTNERSHIPS

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
- 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 vs. Proposed Densities and Intensities

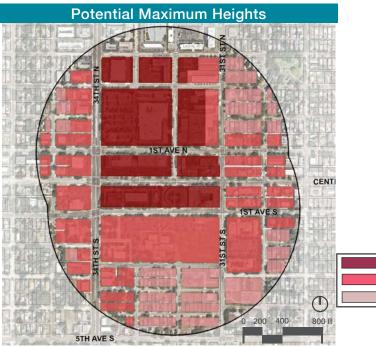
	DENSITY (DU/A)	INTENSITY (FAR)
Existing	15-60	0.4-2.5
Proposed	30-150	0.5-5.0



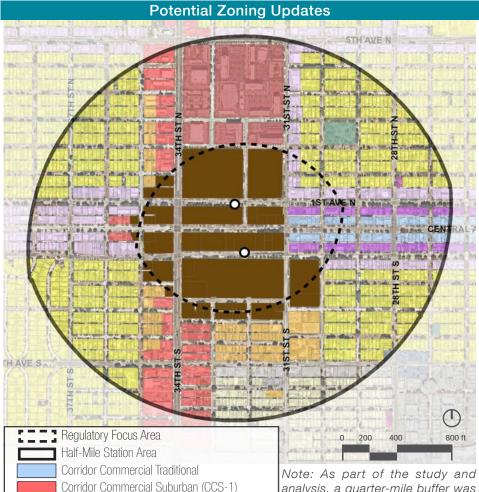
Note: The policy and regulatory strategies apply to a more focused area, as shown on the map, that includes parcels that are a quarter-mile south of the 1st Avenue N station and parcels that are a quartermile north of the 1st Avenue S station. As part of the study and analysis, a quarter-mile buffer 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

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



Maximum 12 Stories Maximum 7 Stories Maximum 3 Stories



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.

32ND STREET STATION AREA

Corridor Commercial Suburban (CCS-2)

Corridor Residential Traditional (CRT-1)

Corridor Residential Traditional (CRT-2)

Neighborhood Traditional (NT-2)

Neighborhood Suburban Multifamily (NSM-1)

CCT-2 or TOD Overlay

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.

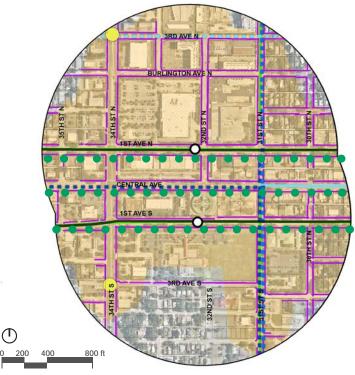
Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the 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 32nd Street Station Area

LAND USE	EXISTING	LOW INCREASE	HIGH INCREASE	(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

ON AREA PLANNED IMPROVEMENTS¹

Separated Bike Facility

Bike Lane

Shared Lane Marking/Neighborhood Greenway Crossing Improvements

OTHER STATION AREA IDENTIFIED IMPROVEMENTS

Streetscape Improvements

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



Long-term bicycle storage



Wayfinding to nearby destinations

32ND STREET STATION AREA

¹ Identified in the St. Petersburg Complete Streets Implementation Plan

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

¹0.3 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	0750/	
Sanitary Sewer	267,485	1,269,991	375%	

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 cultural agencies, and events to offer discounted admission tickets for SunRunner users
- Partner with Union Central District
- 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:
 - Historic Kenwood Neighborhood Association
 - North Kenwood Neighborhood Association
 - Palmetto Park Neighborhood Association
 - Central Oak Park Neighborhood Association
 - Disston Heights Neighborhood Association
 - Thirty-First Street Neighborhood Association
 - Childs Park Neighborhood Association
- Implement Transit Allowances for private development and private entities
- Seek land acquisition opportunities for housing (consider public-private partnerships)





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-tono 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.

Cifizen 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 Clty of St. Petersburg:

- The City of St. Petersburg's current CBA impacts projects that are publicprivate 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 atlarge 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 entrylevel 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.

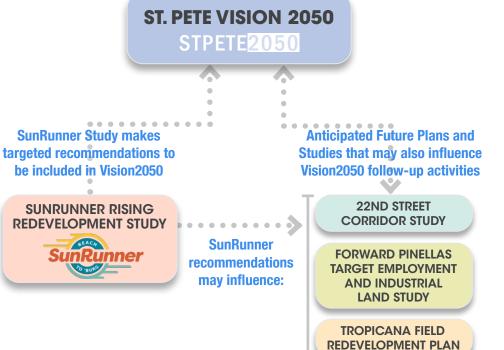
Equity Objective: Ensure that the SunRunner BRT stations and station area improvements can be accessed and enjoyed by all through investment in public projects, services, and mobility infrastructure

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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