SunRunner Rising Development Study

Volume II: St. Petersburg West

Station Areas:

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

APRIL 2022

ACKNOWLEDGMENTS

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

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FORWARD PINELLAS

PSTA

Prepared by:

Kimley»Horn

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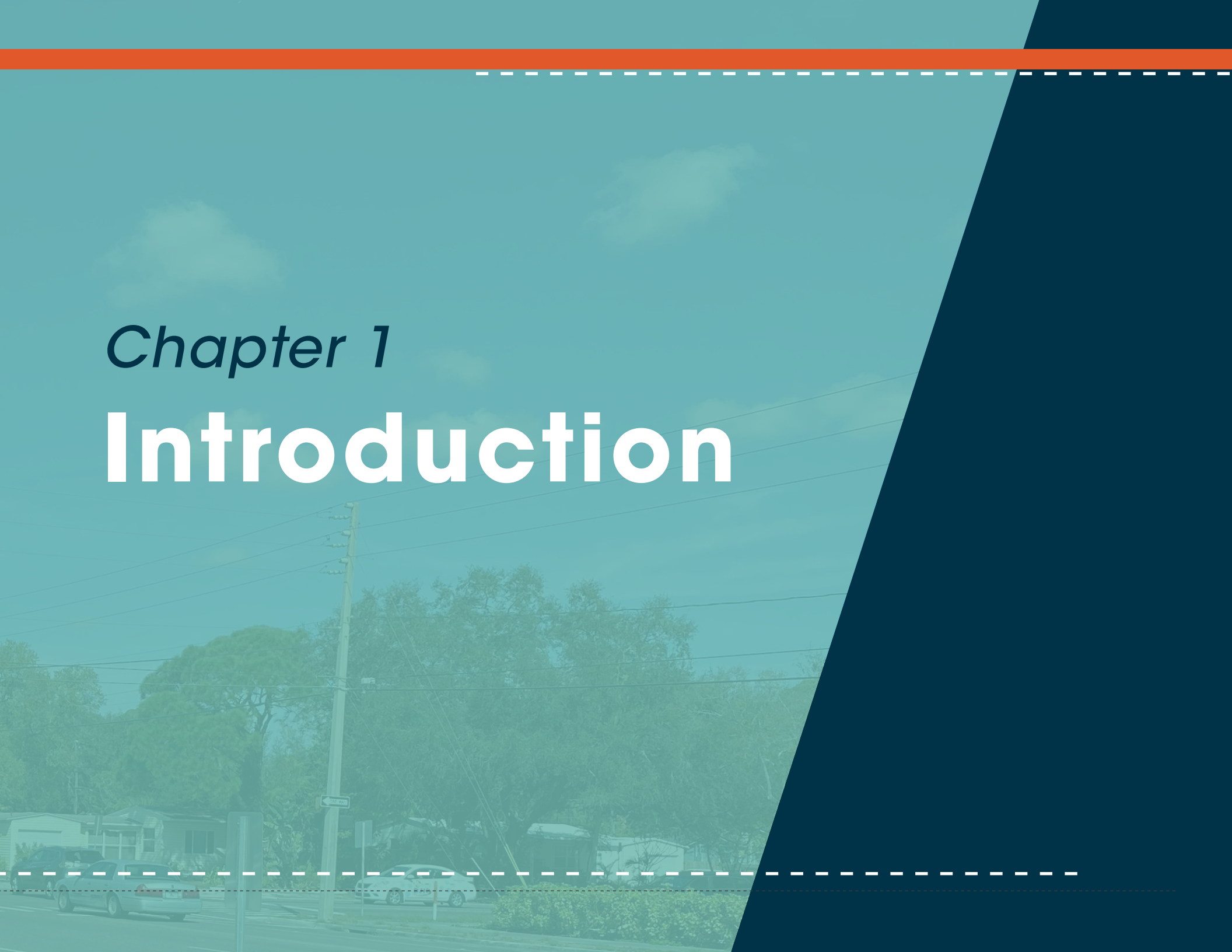
St. Petersburg



Chapter 1

Introduction

INTRODUCTION

Purpose of the Study

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

Development of SunRunner BRT

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

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

Components of Transit-Oriented Development (TOD)

The outcomes of the SunRunner Rising Development Study include recommendations that are tailored to each station area and provide a flexible framework that can be adjusted and modified as development gains momentum and these areas evolve over the years to come. Strategies and recommendations center around developing Transit-Oriented Development (TOD) supportive policy, providing a diversity of housing and economic opportunities through equitable development strategies, preserving neighborhood character and creating neighborhood transitions, and enhancing mobility and access to and from stations. Each municipality will be responsible for implementing policy recommendations: the City of St. Petersburg will fold station area policy recommendations into the St. Pete 2050 Plan, while the City of South Pasadena may consider 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.

St. Petersburg

Corridor Context

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

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

DOWNTOWN

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

URBAN

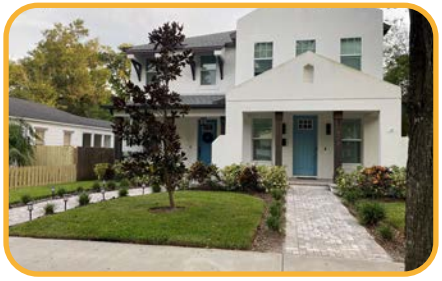
High to medium-rise buildings, **mix of uses,** high **walkability** and **bikeability,** and **multimodal connections.**

VILLAGE

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

NEIGHBORHOOD

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

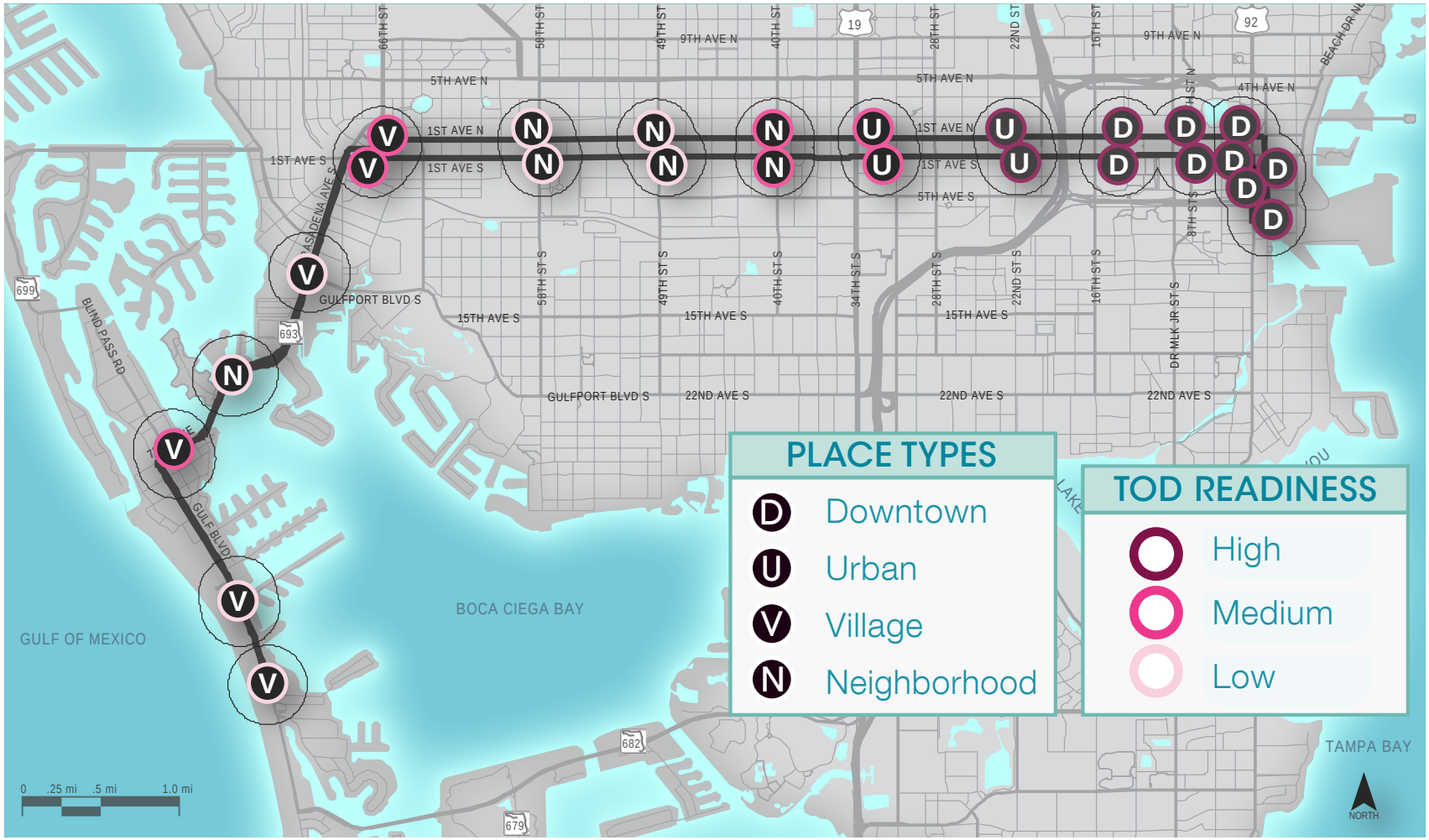



66th Street Station Area
58th Street Station Area
49th Street Station Area
40th Street Station Area
32nd Street Station Area
22nd Street Station Area
Downtown West Station Area
Downtown East Station Area
Gulfport Blvd/ Sunset Dr Station Area
Sun Island Dr Station Area
Boca Ciega Dr Station Area
55th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

St. Petersburg

Corridor Context

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



Station Area Plan Concepts

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

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

SunRunner Rising Development Study

Station Areas

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

OUTCOMES

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

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

How to Navigate this Document

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

Chapter 2) Place Type Overview & TOD Readiness Evaluation

The Place Type Overview describes the overall characteristics of the two place types that are applied to the western portion of the SunRunner corridor: Village and Neighborhood. The TOD Readiness Evaluation provides an overview of each station area's current ability to support the SunRunner BRT investment based on current market activity and characteristics.

Chapter 3) Stakeholder & Community Engagement

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

Chapter 4) Station Area Profiles

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

The Station Area Profiles describe:

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

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

Chapter 5) Next Steps

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

Appendices

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

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

St. Petersburg

How To Use This Document

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

City Staff

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

MPO & Transit Agency Staff

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

Elected Officials

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

Residents and Civic Organizations

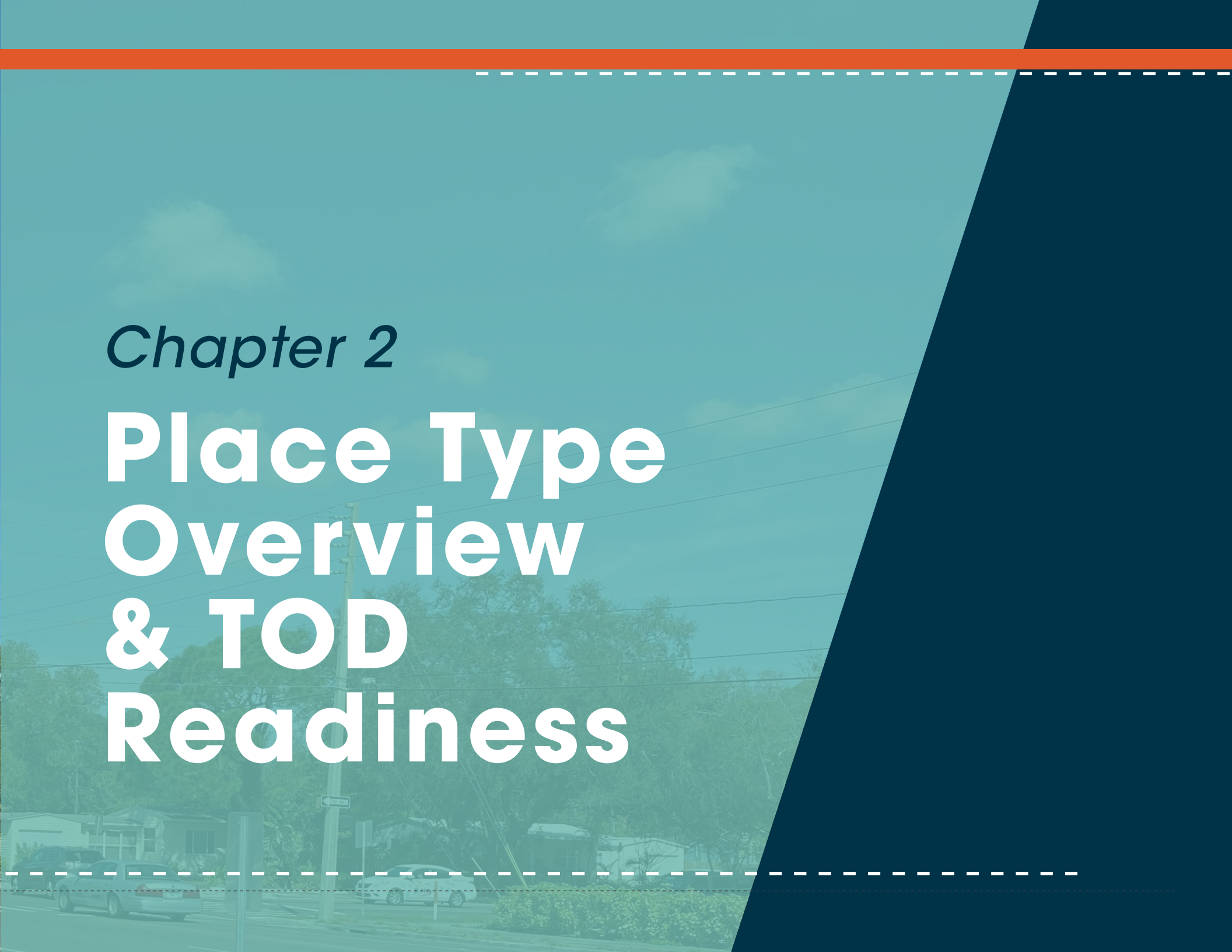
Use this study as a citizen's manual to understand how the SunRunner BRT investment and future station area redevelopment presents opportunities for your community, to ensure your corridor-wide and station area visions are fully implemented by city staff and your elected officials, and to guide your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

Business Owners, Property Owners & Developers

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


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

St. Petersburg



Chapter 2

Place Type Overview & TOD Readiness

PLACE TYPE OVERVIEW & TOD READINESS

Place Type Guidelines

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

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

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

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TOD Readiness

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

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

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

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

	40TH STREET	49TH STREET	58TH STREET	66TH STREET
Overall TOD Readiness Score	☀	☀	○	☀
Development Potential	☀	☀	○	☀
Market Potential	○	○	○	○
Mobility	☀	☀	☀	☀

TOD READINESS SCORE

- ☀ High
- ☀ Medium
- ○ Low


66TH ST
58TH ST
49TH ST
40TH ST
9TH AVE N
5TH AVE N
1ST AVE N
1ST AVE S
66th Street Station Area
58th Street Station Area
49th Street Station Area
40th Street Station Area
58TH ST S
49TH ST S
40TH ST S
15TH AVE S
N
0
0.25mi
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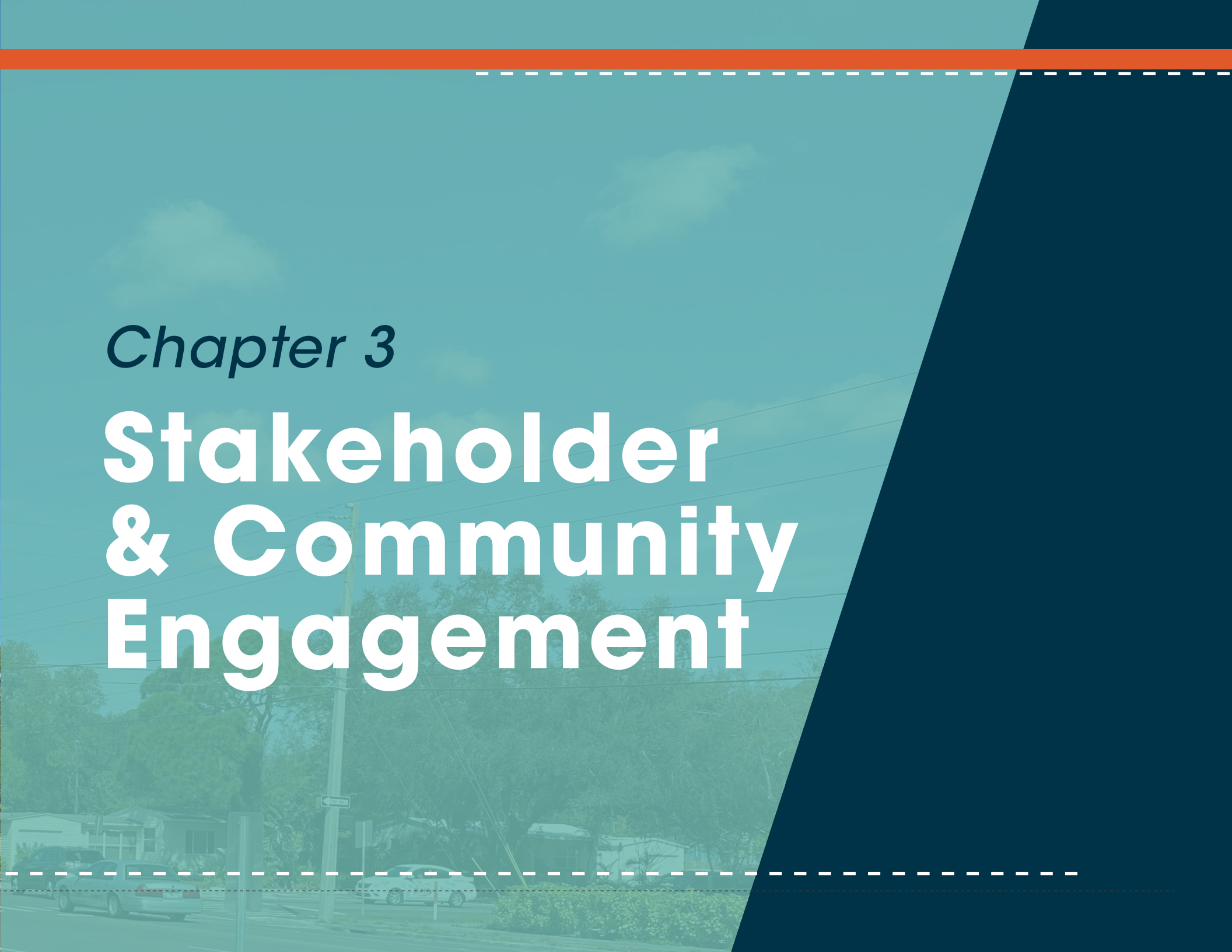
Chapter 3

Stakeholder & Community Engagement



STAKEHOLDER AND COMMUNITY ENGAGEMENT

Summary

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

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

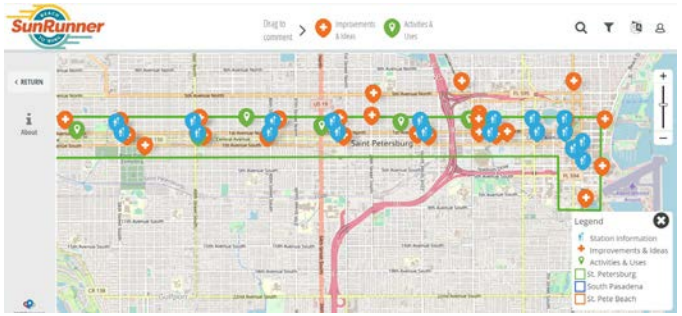
Two **Developer Forums were held in Spring and Fall 2021**, which elicited feedback from real estate professionals and developers. The outcome of these meetings determined desires for increased density and intensity within the SunRunner station areas and the extension of the station area from ¼ mile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

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

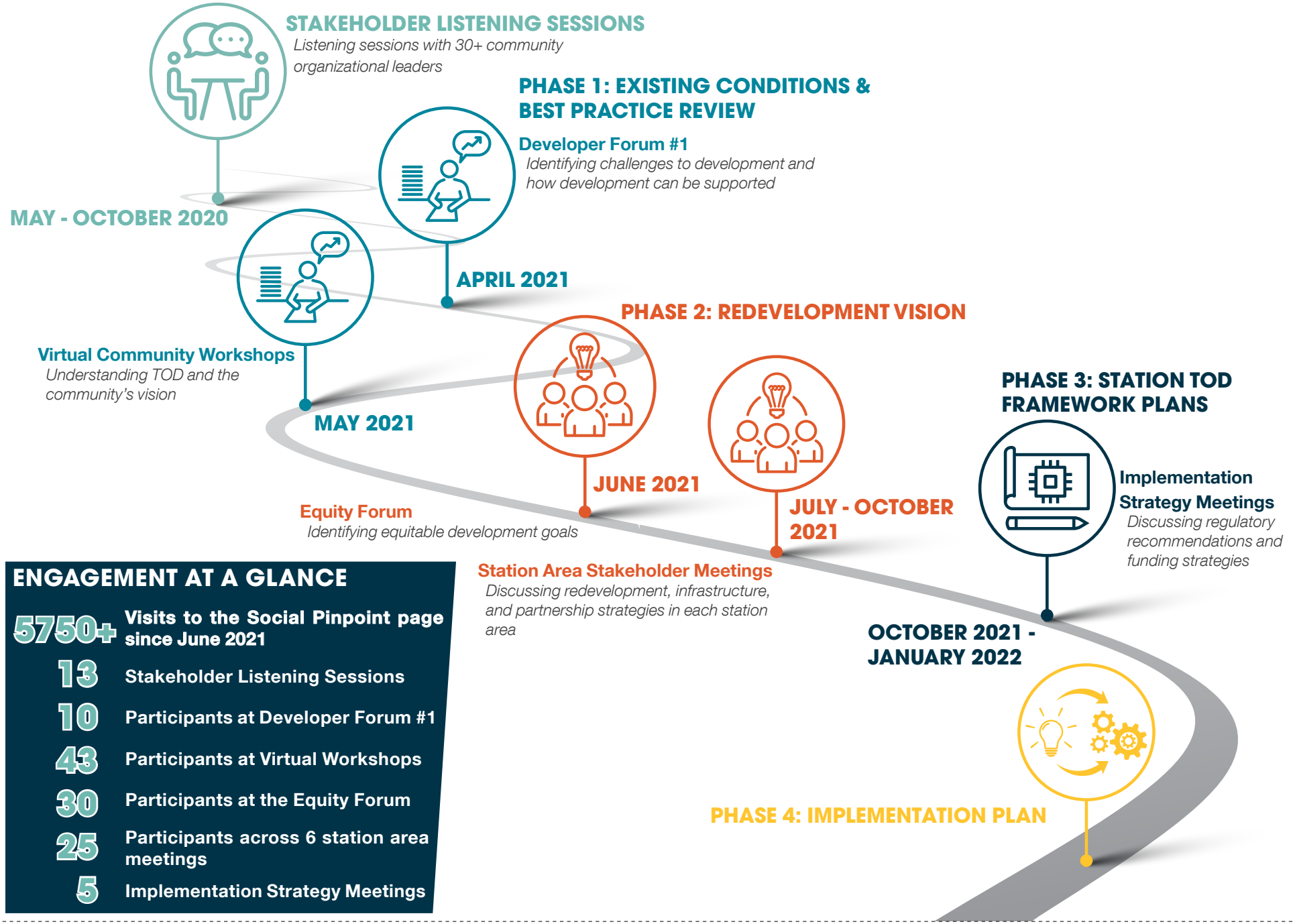
An **Equity Forum was held virtually in Summer 2021** with a focus on affordable housing. This meeting largely centered around the 22nd Street station area due to the connection to the Deuces Live district and 22nd Street South. As a result of this forum, it became clear an additional study should be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

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

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



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



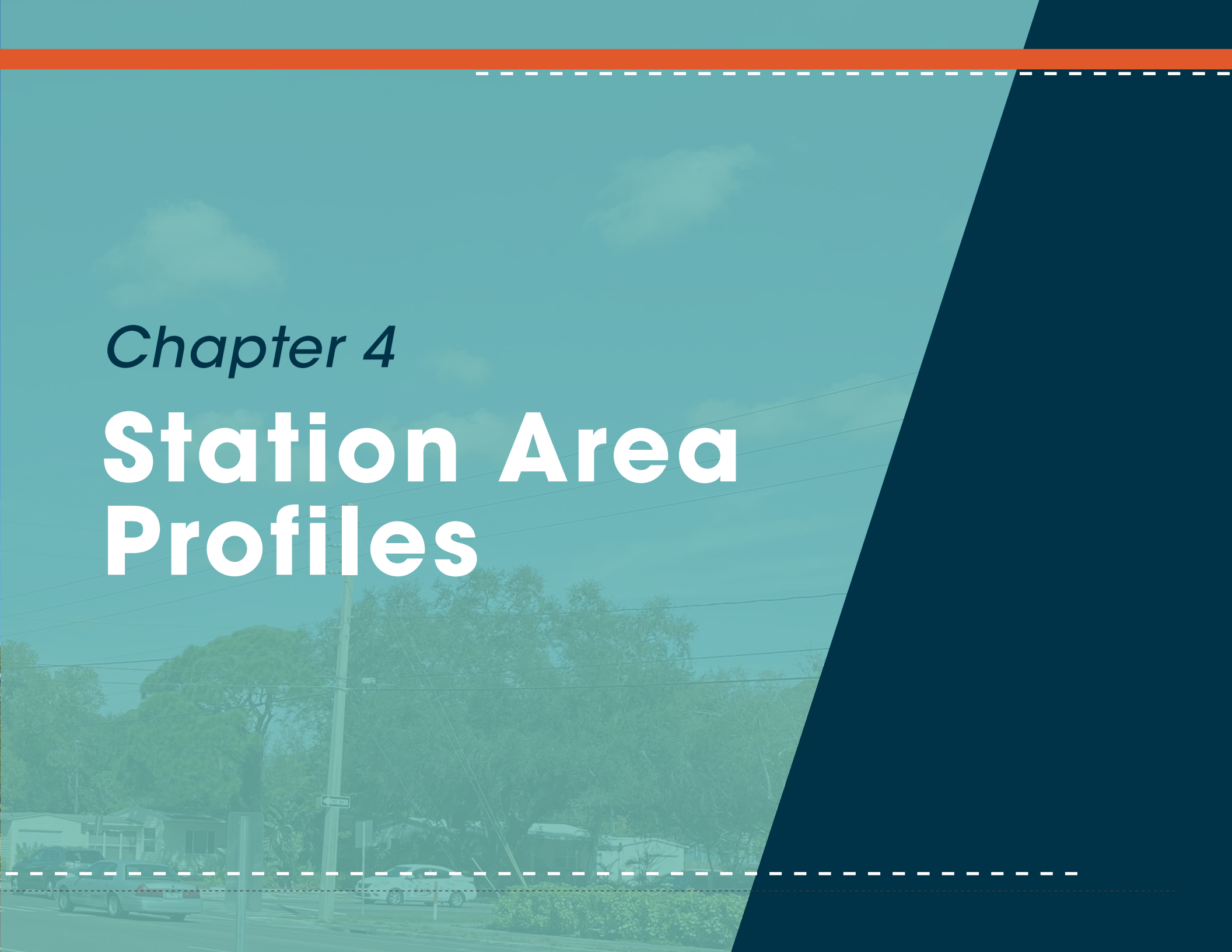
ENGAGEMENT AT A GLANCE

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

St. Petersburg

Chapter 4

Station Area Profiles



STATION AREA PROFILES

Introduction

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

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

Organization of the Station Area Profiles

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

1. Existing Conditions of the Station Areas

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

2. Redevelopment Vision

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

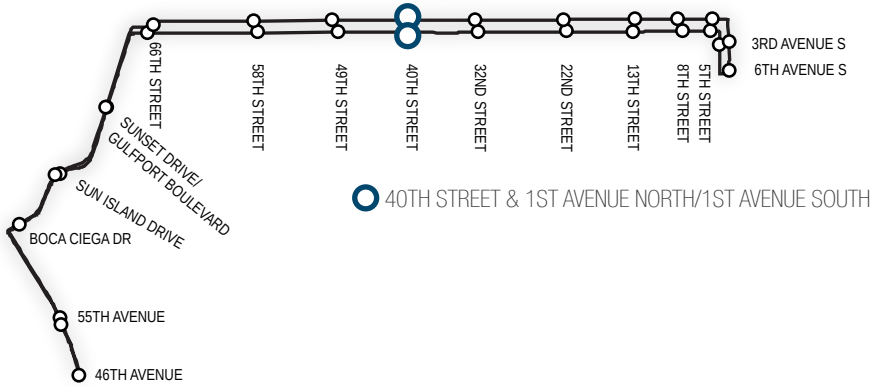
3. Implementation Strategies

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

40TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

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



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

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

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

Existing Station Area Conditions

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

OPPORTUNITIES

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

CHALLENGES

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

40TH STREET STATION AREA

St. Petersburg

Station Area Profile Summary

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

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

89%
5-MINUTE WALK COVERAGE

52%
MINORITY POPULATION

12%
POPULATION OVER 65 YRS OLD

$41K
MEDIAN HOUSEHOLD INCOME

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

TOD READINESS SCORE

MEDIUM

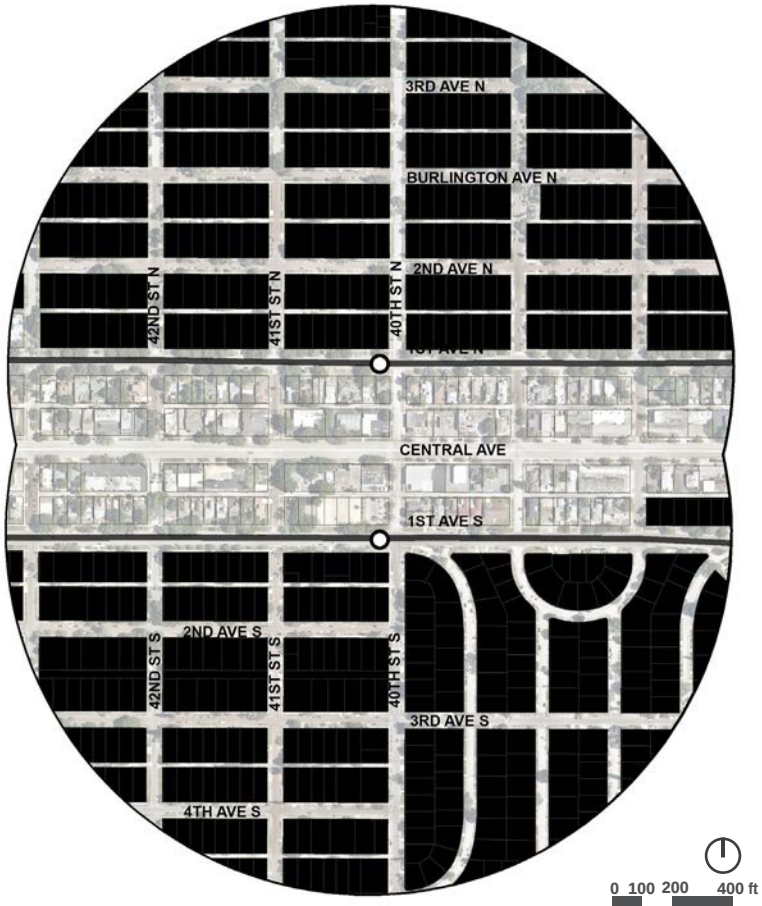
PLACE TYPE

N

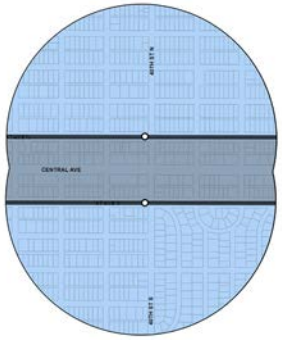
NEIGHBORHOOD

Components For Potential Development

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



Transit-Supportive Zoning



LOW HIGH

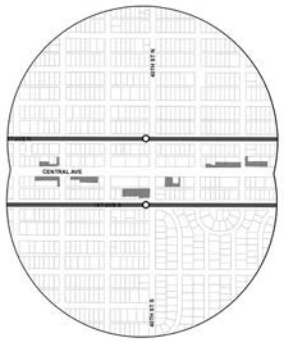
Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

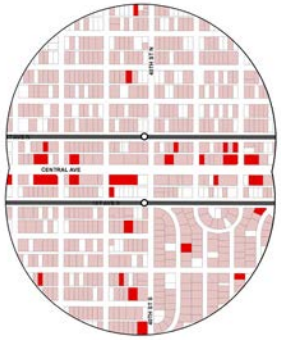
Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



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

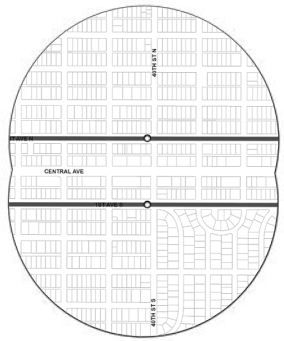
Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

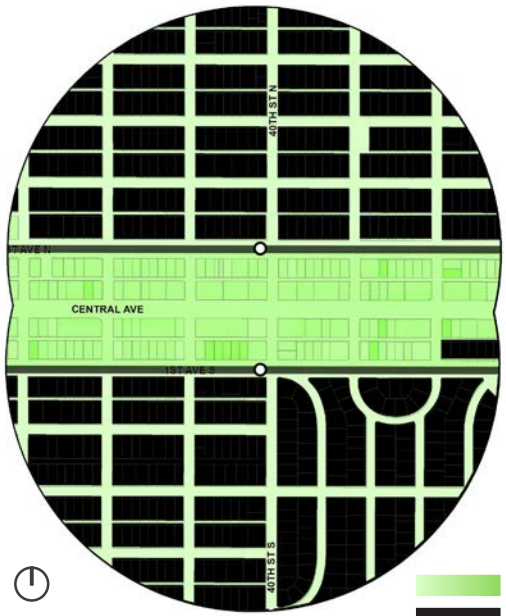
Land and Building Value



LOW HIGH

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

Potential Parcels for Redevelopment



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

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

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

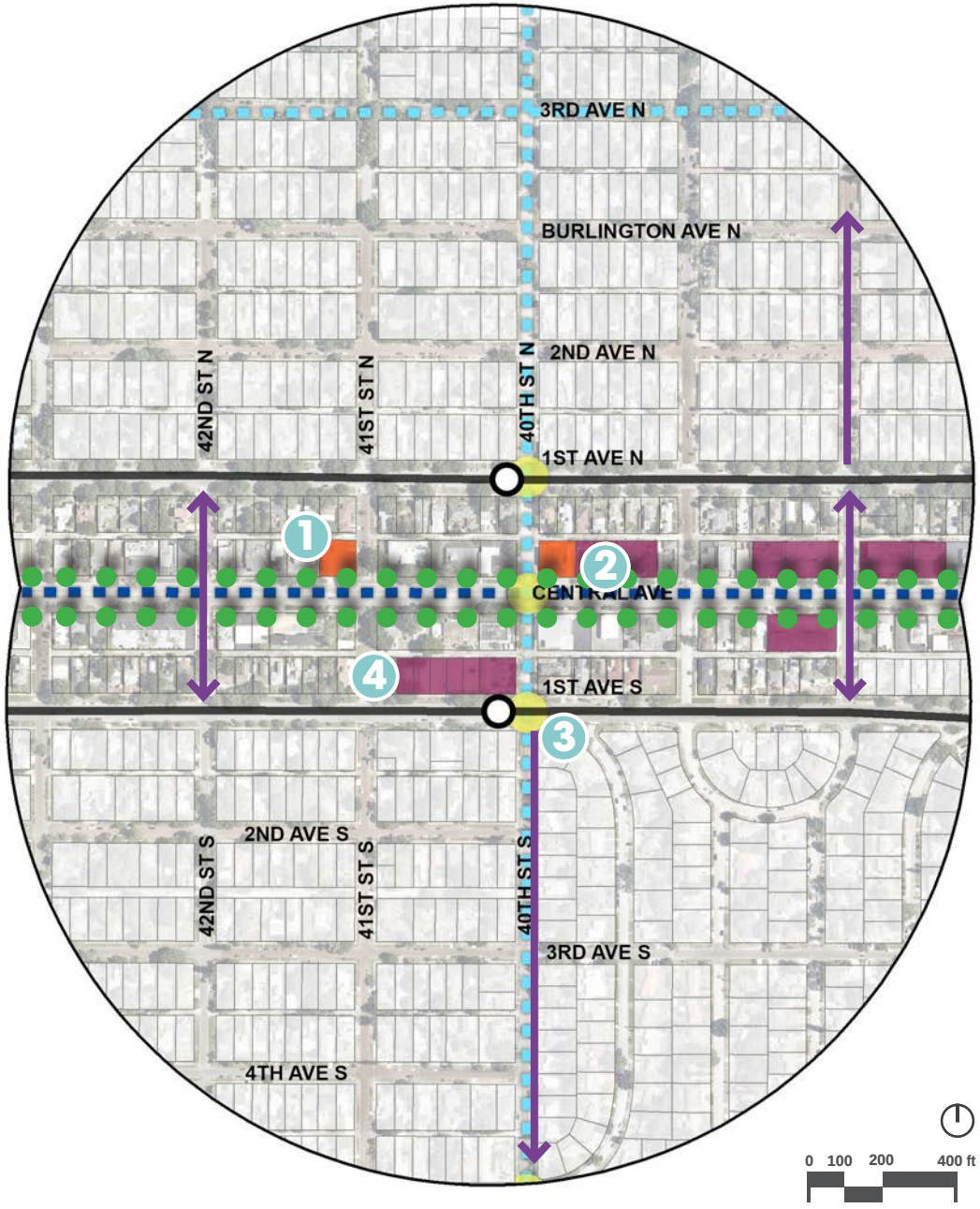
St. Petersburg

Redevelopment Vision

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

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

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



ENVISIONED STATION AREA COMPONENTS

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

STATION AREA PLANNED IMPROVEMENTS

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

Local, small-scale business and restaurants

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

Implement safe crossings from the surrounding neighborhoods to the SunRunner stations

Incorporate murals on blank buildings facades

St. Petersburg

40th Street Station Area Concept

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

Station Area Concept Components

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

STATION AREA USES

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

PLACEMAKING & PUBLIC REALM

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

MOBILITY

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

Implementation Overview

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

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

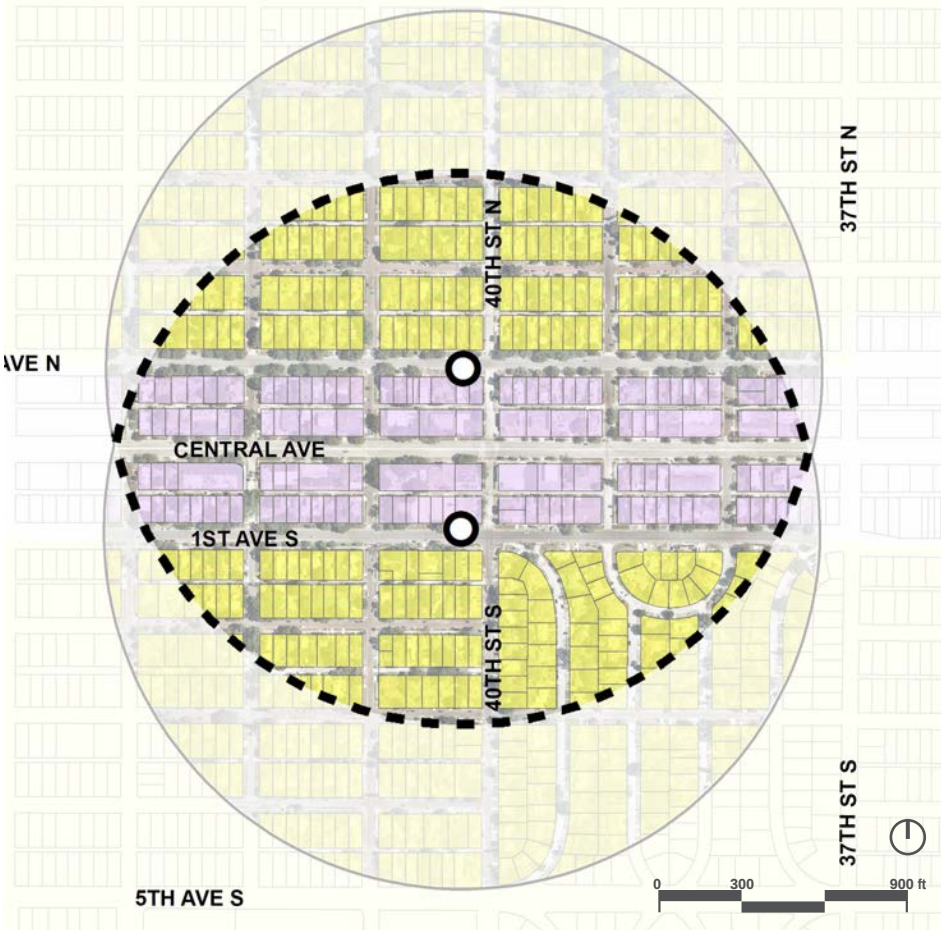
Overall Existing Regulatory Assessment

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

Policy and Regulatory Strategies

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

Existing Zoning



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

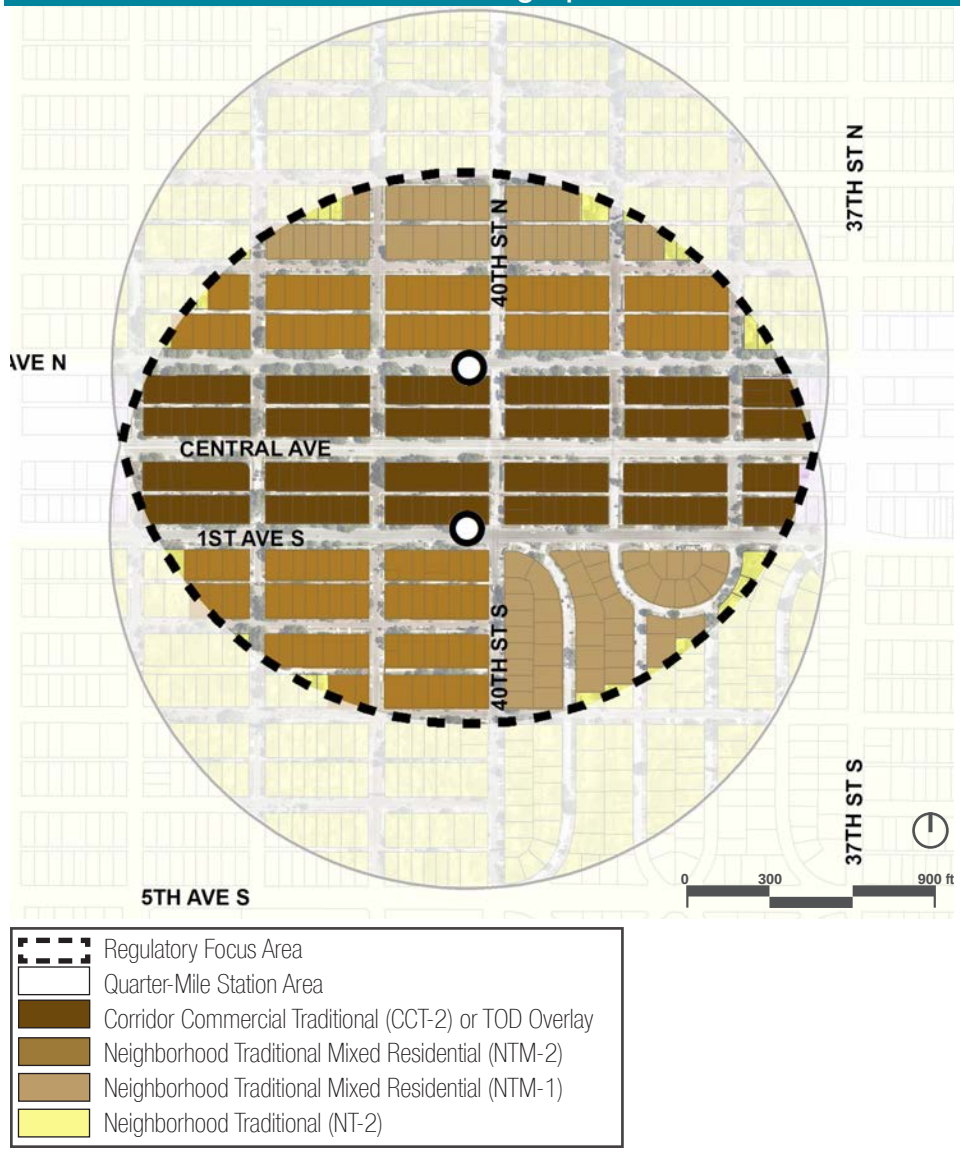
Policy and Regulatory Strategies (Continued)

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

Existing vs. Proposed Densities and Intensities

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

Potential Zoning Updates



Station Area Buildout

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

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

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

Potential Buildout Scenario for the 40th Street Station Area

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

Implementation: Infrastructure

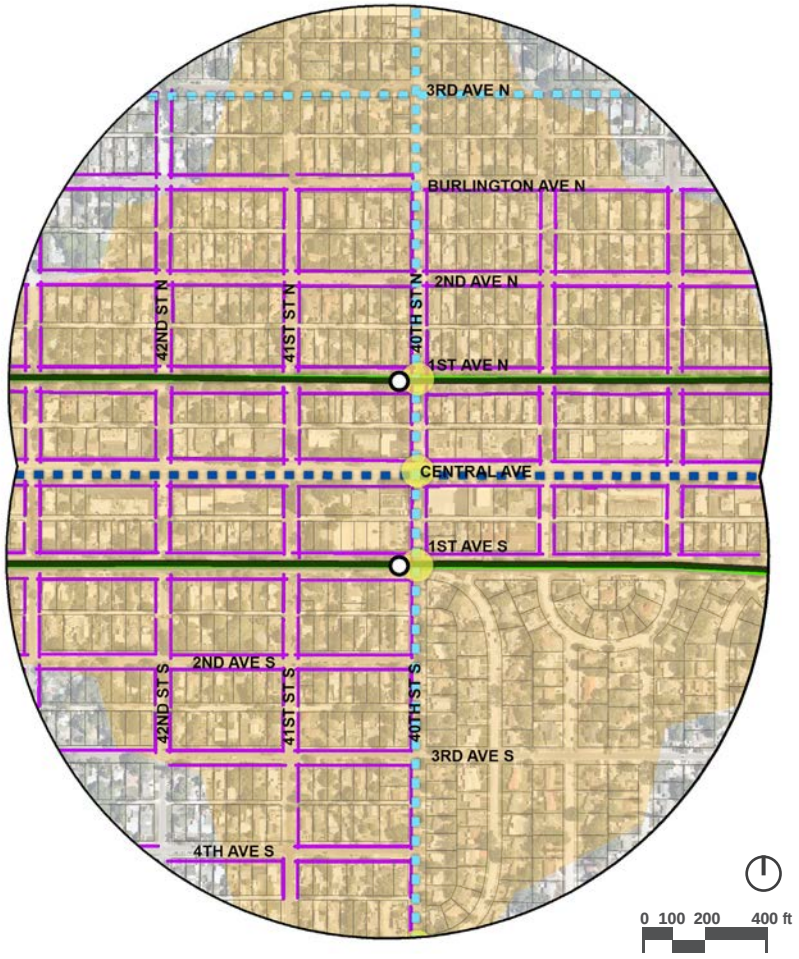
Mobility Infrastructure

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

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

Wayfinding signage

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

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

STATION AREA PLANNED IMPROVEMENTS[1]

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

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

St. Petersburg

Utility Infrastructure

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

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

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

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

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

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

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

Implementation: Partnerships

Engagement

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

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

St. Petersburg

49TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

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

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

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

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

Existing Station Area Conditions

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

OPPORTUNITIES

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

CHALLENGES

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

St. Petersburg

Station Area Profile Summary

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

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

88% 5-MINUTE WALK COVERAGE

39% MINORITY POPULATION

13% POPULATION OVER 65 YRS OLD

$43K MEDIAN HOUSEHOLD INCOME

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

TOD READINESS SCORE

MEDIUM

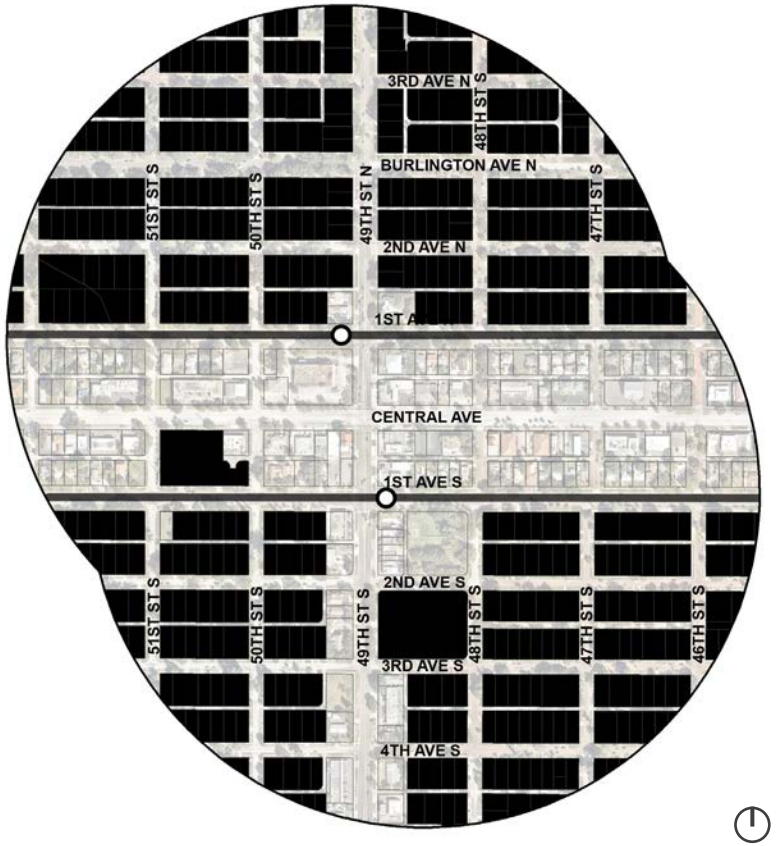
PLACE TYPE

N

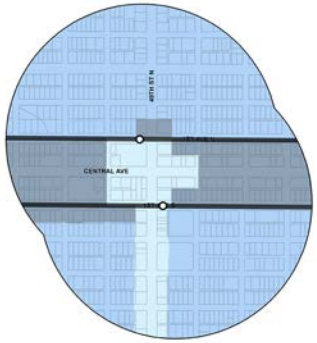
NEIGHBORHOOD

Components For Potential Development

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



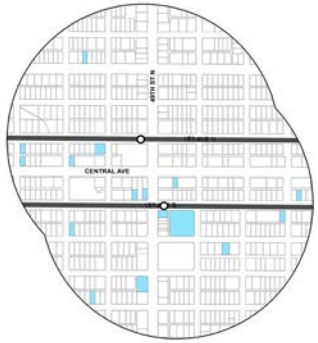
Transit-Supportive Zoning



LOW HIGH

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

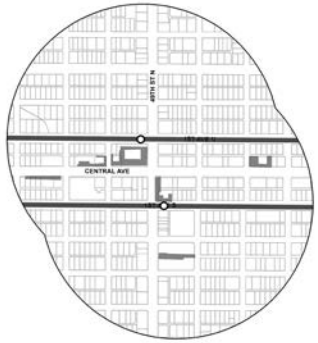
Vacant and Publicly-Owned Parcels



VACANT PUBLIC

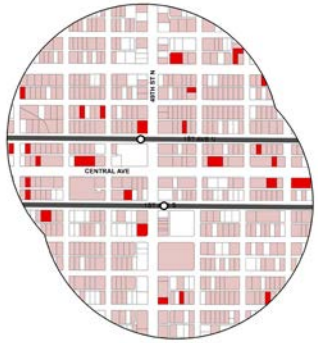
Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



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

Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

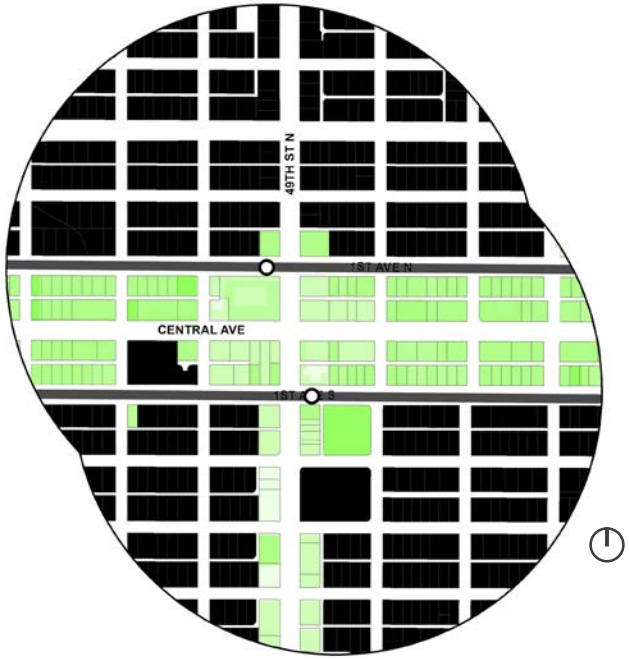
Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

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

Potential Parcels for Redevelopment



Potential for Redevelopment
Areas of Stability

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

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

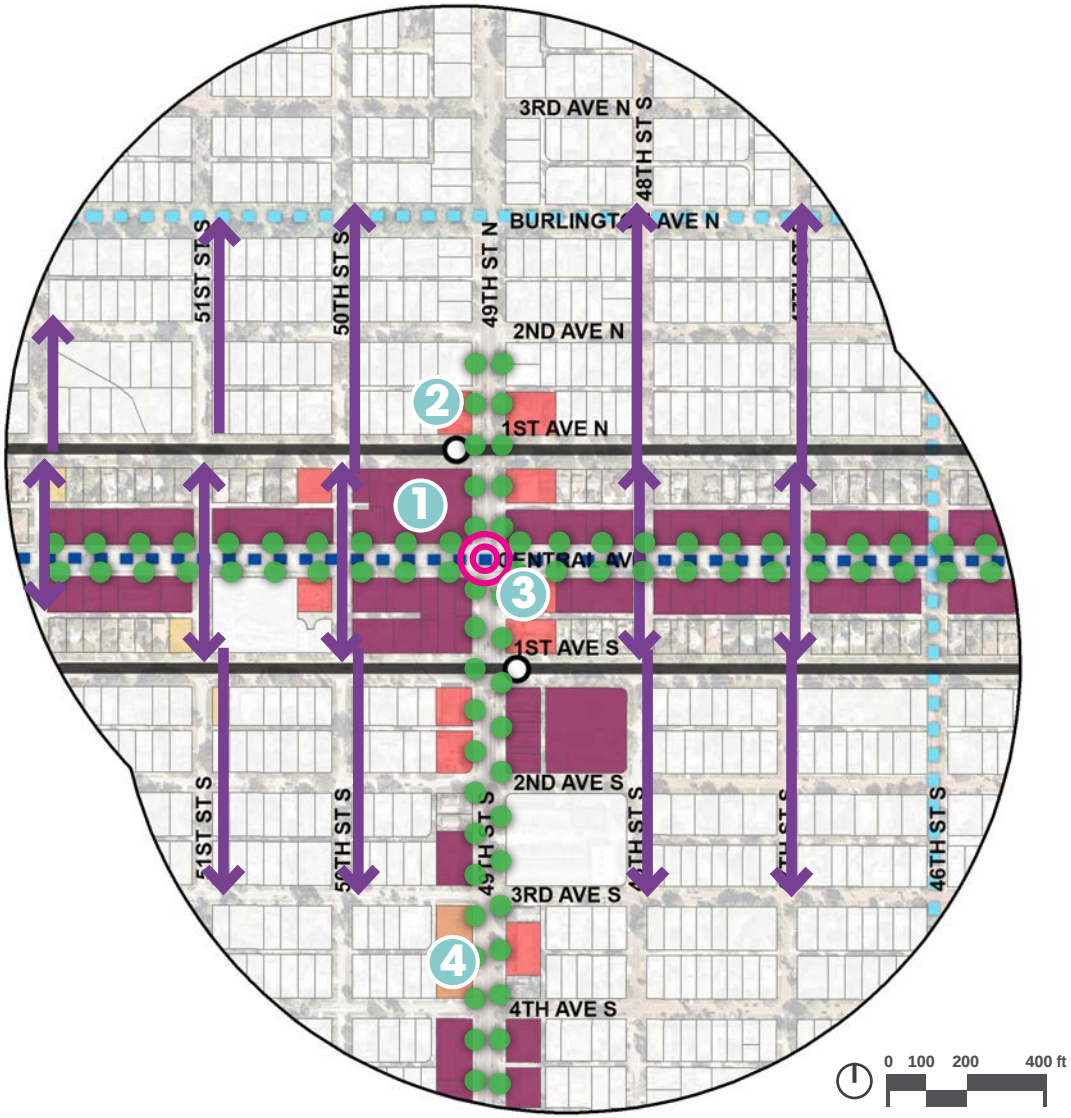
Note: Although the established single-family neighborhoods are highlighted as areas of stability, it should be noted that some of the policy and regulatory recommendations to follow apply to these areas in order to allow landowners to diversify the housing stock over time. Before any regulatory changes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

St. Petersburg

Redevelopment Vision

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

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



ENVISIONED STATION AREA COMPONENTS

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

STATION AREA PLANNED IMPROVEMENTS

- Separated Bike Lane
- Shared Lane Marking/Neighborhood Greenway

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

Local restaurants and breweries that serve the surrounding neighborhoods

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

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

St. Petersburg

49th Station Area Concept

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

Station Area Concept Components

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

STATION AREA USES

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

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS
- PUBLIC ART

MOBILITY

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

Implementation Overview

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

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

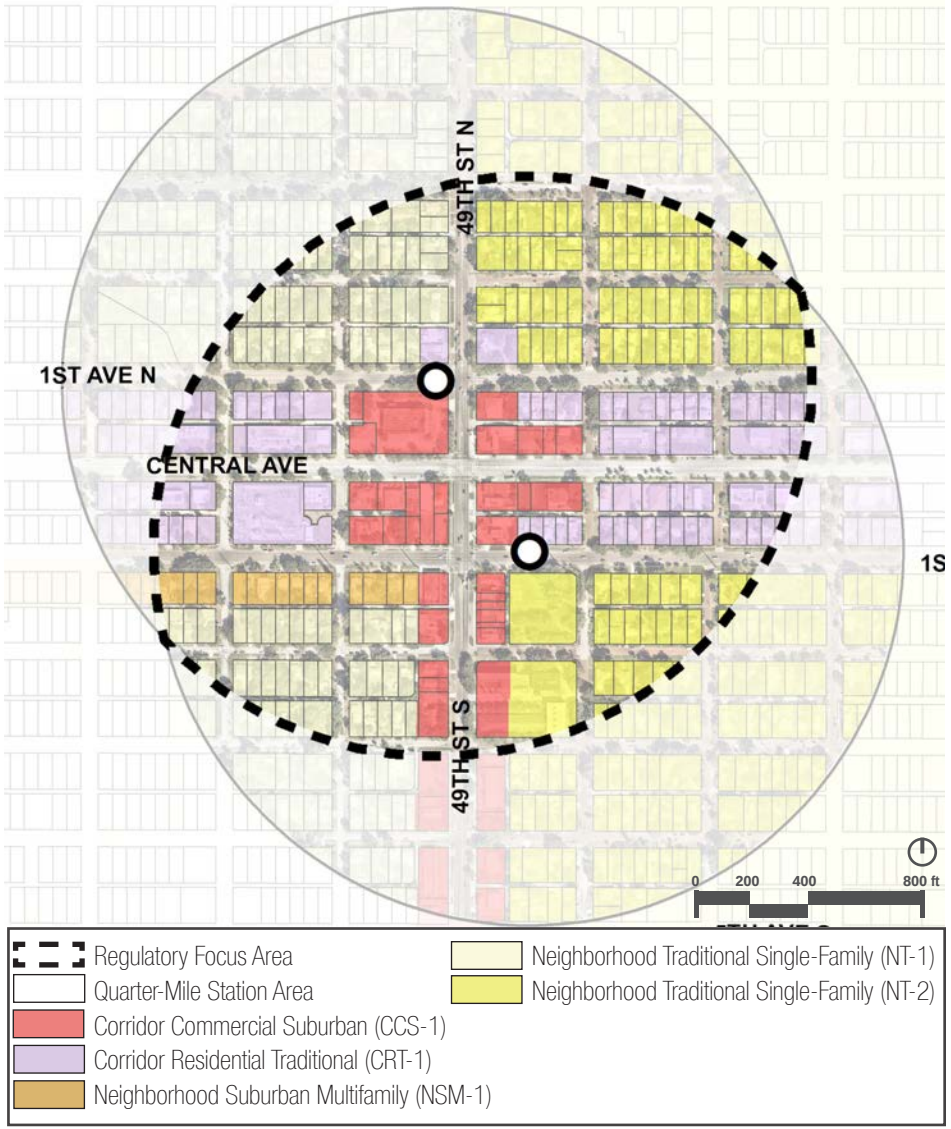
Overall Existing Regulatory Assessment

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

Policy and Regulatory Strategies

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

Existing Zoning



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

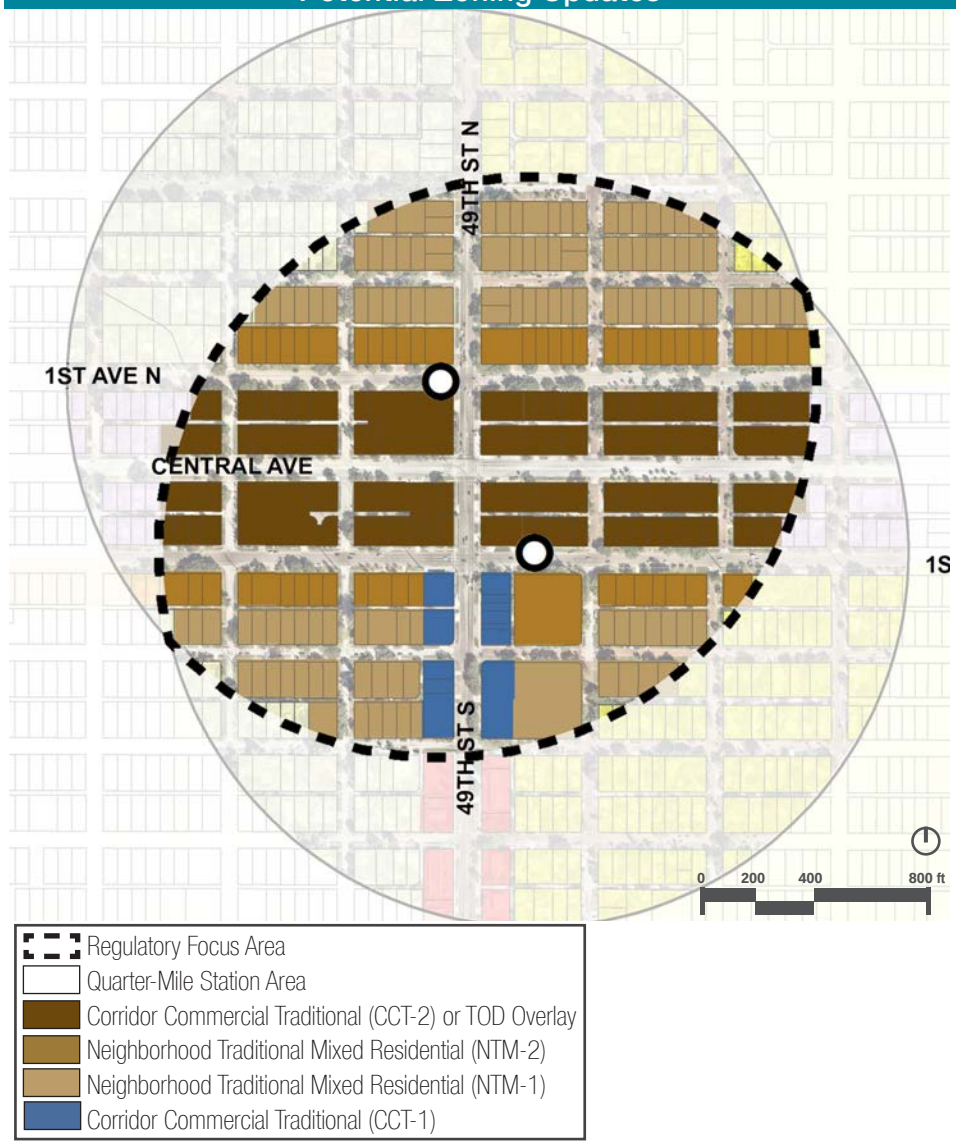
Policy and Regulatory Strategies (continued)

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

Existing vs. Proposed Densities and Intensities

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

Potential Zoning Updates



Station Area Buildout

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

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

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

Potential Buildout Scenario for the 49th Street Station Area

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

Implementation: Infrastructure

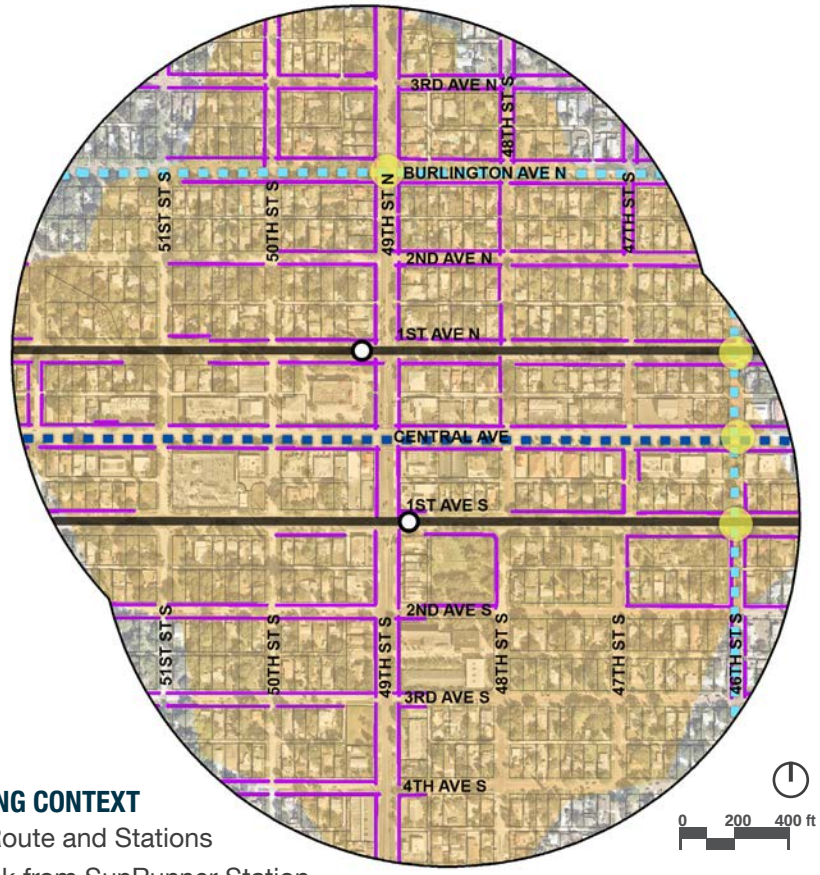
Mobility Infrastructure

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

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

High visibility crosswalk with ADA-compliant curb ramp

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

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

STATION AREA PLANNED IMPROVEMENTS[1]

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

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

St. Petersburg

Utility Infrastructure

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

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

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

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

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

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

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

Implementation: Partnerships

Engagement

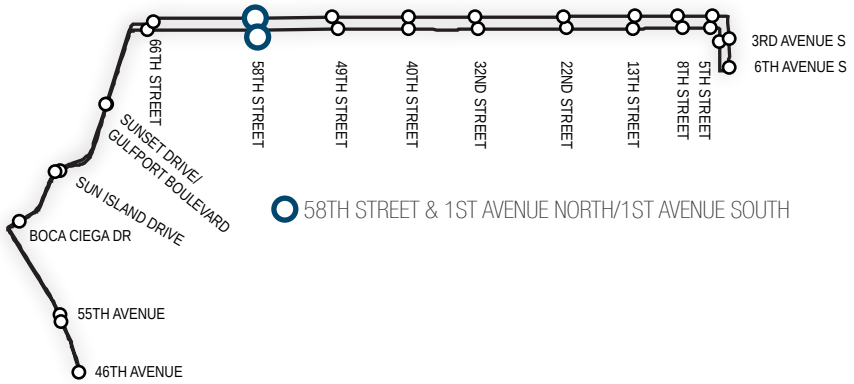
The engagement recommendations listed below are crucial for the successful implementation of the SunRunner Rising Development Study. These partnerships involve local organizations, local business owners and homeowners, public-private partnerships, and regional agencies. The purpose of engaging with these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

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

58TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

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



Large office and employment centers located near the SunRunner stations

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

Large office and employment centers located near the SunRunner stations

Existing Station Area Conditions

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

OPPORTUNITIES

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

CHALLENGES

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

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Station Area Profile Summary

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

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

82%
5-MINUTE WALK COVERAGE

20%
MINORITY POPULATION

20%
POPULATION OVER 65 YRS OLD

$54K
MEDIAN HOUSEHOLD INCOME

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

TOD READINESS SCORE

LOW

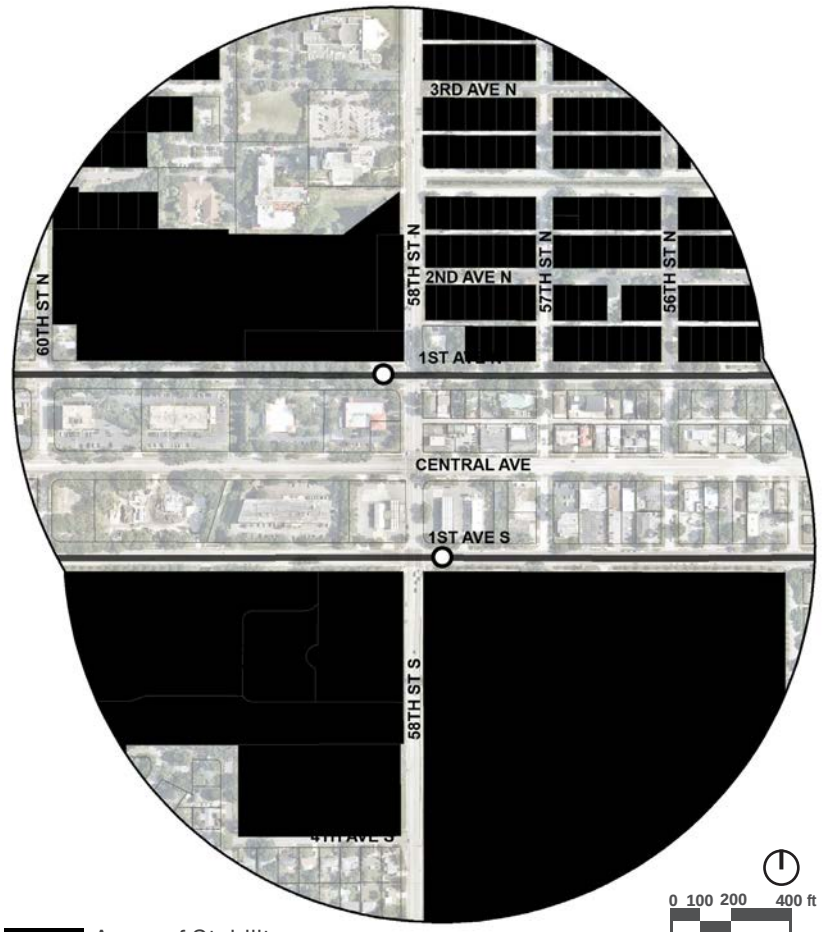
PLACE TYPE

N

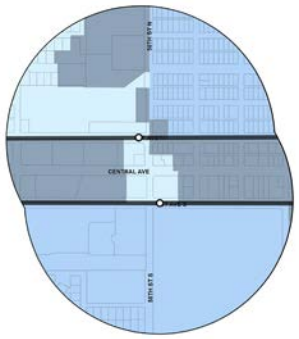
NEIGHBORHOOD

Components For Potential Development

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



Transit-Supportive Zoning



LOW HIGH

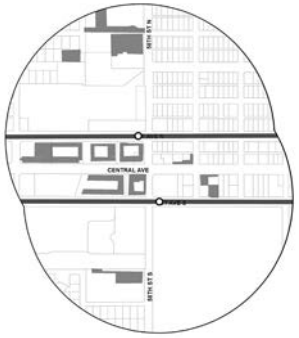
Parcels with transit-supportive entitlements and standards such as density, setbacks, and allowable uses.

Vacant and Publicly-Owned Parcels

VACANT PUBLIC

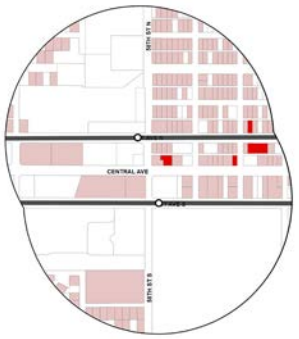
Vacant and publicly-owned parcels present opportunities for redevelopment and parcel consolidation for larger and denser development.

Surface Parking



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

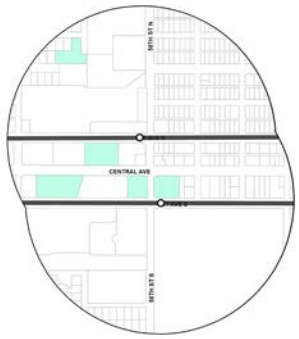
Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value



LOW HIGH

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

Potential Parcels for Redevelopment

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

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

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

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Redevelopment Vision

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

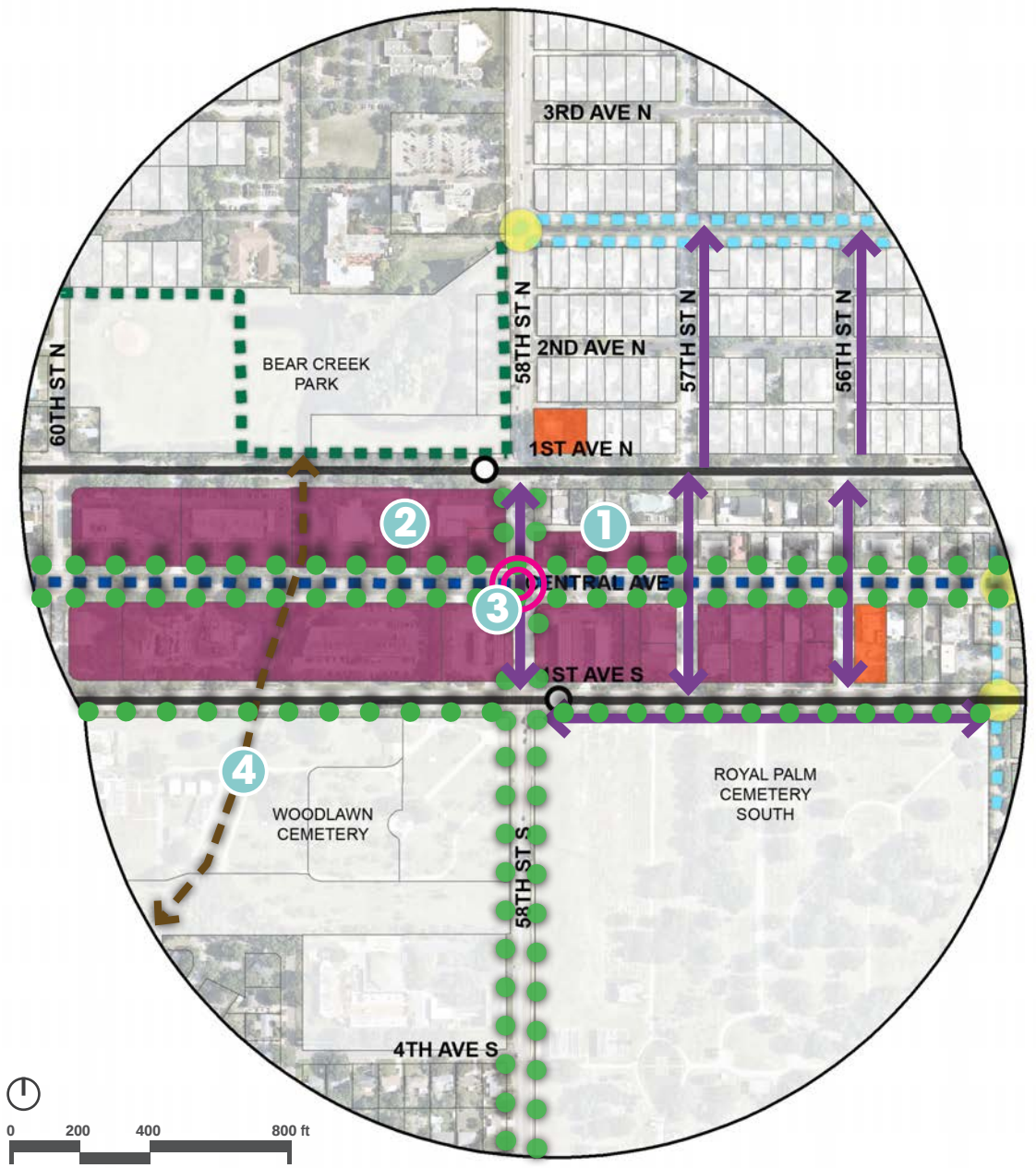
The images on the next page correspond with the vision map and provide examples for the types of improvements that are envisioned for the station area.

ENVISIONED STATION AREA COMPONENTS

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

STATION AREA PLANNED IMPROVEMENTS

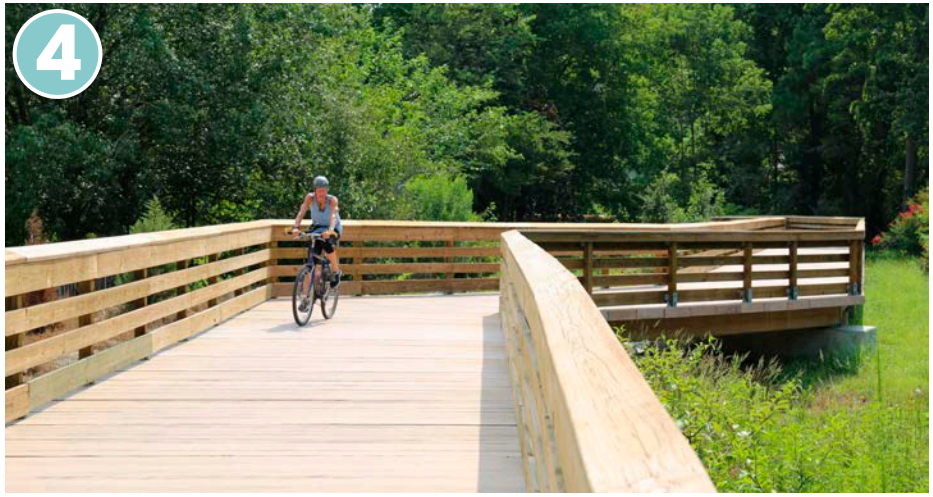
- Trail
- Bike Lane
- Shared Lane Marking/Neighborhood Greenway
- Crossing Improvements



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

Employment centers with ground floor retail and restaurants

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



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

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58th Street Station Area Concept

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

Station Area Concept Components

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

STATION AREA USES

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

PLACEMAKING & PUBLIC REALM

- WAYFINDING
- STREETSCAPE IMPROVEMENTS
- PUBLIC ART

MOBILITY

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

Implementation Overview

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

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

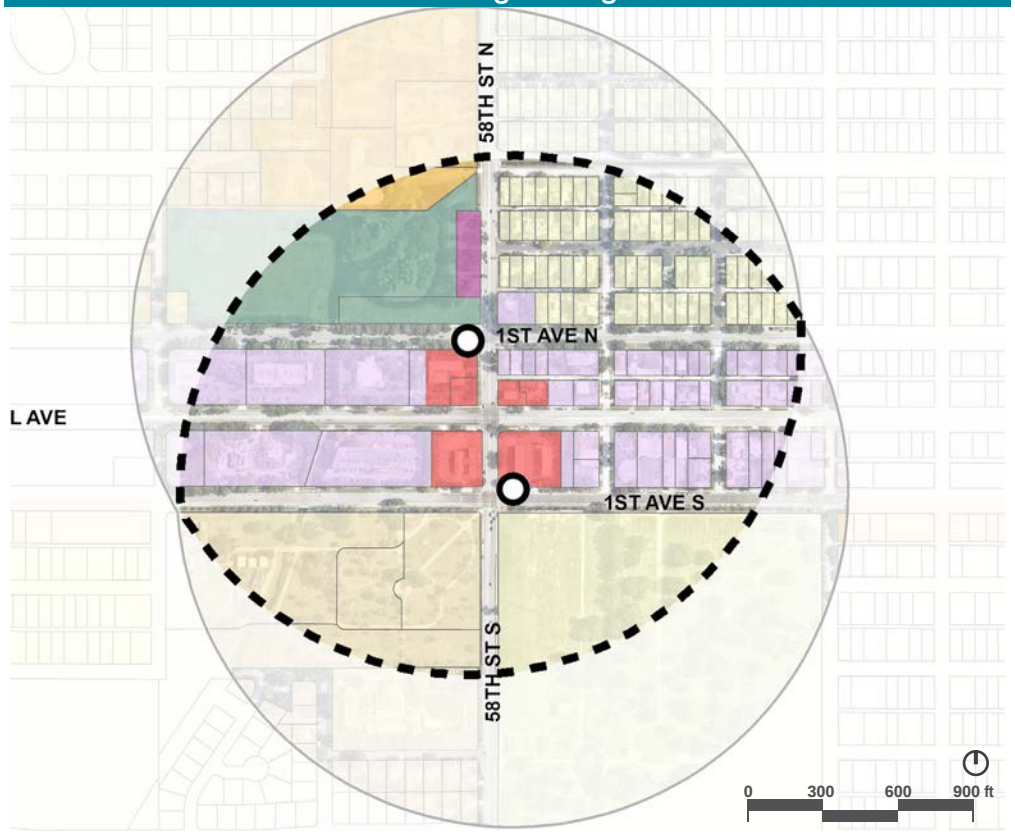
Overall Existing Regulatory Assessment

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

Policy and Regulatory Strategies

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

Existing Zoning



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

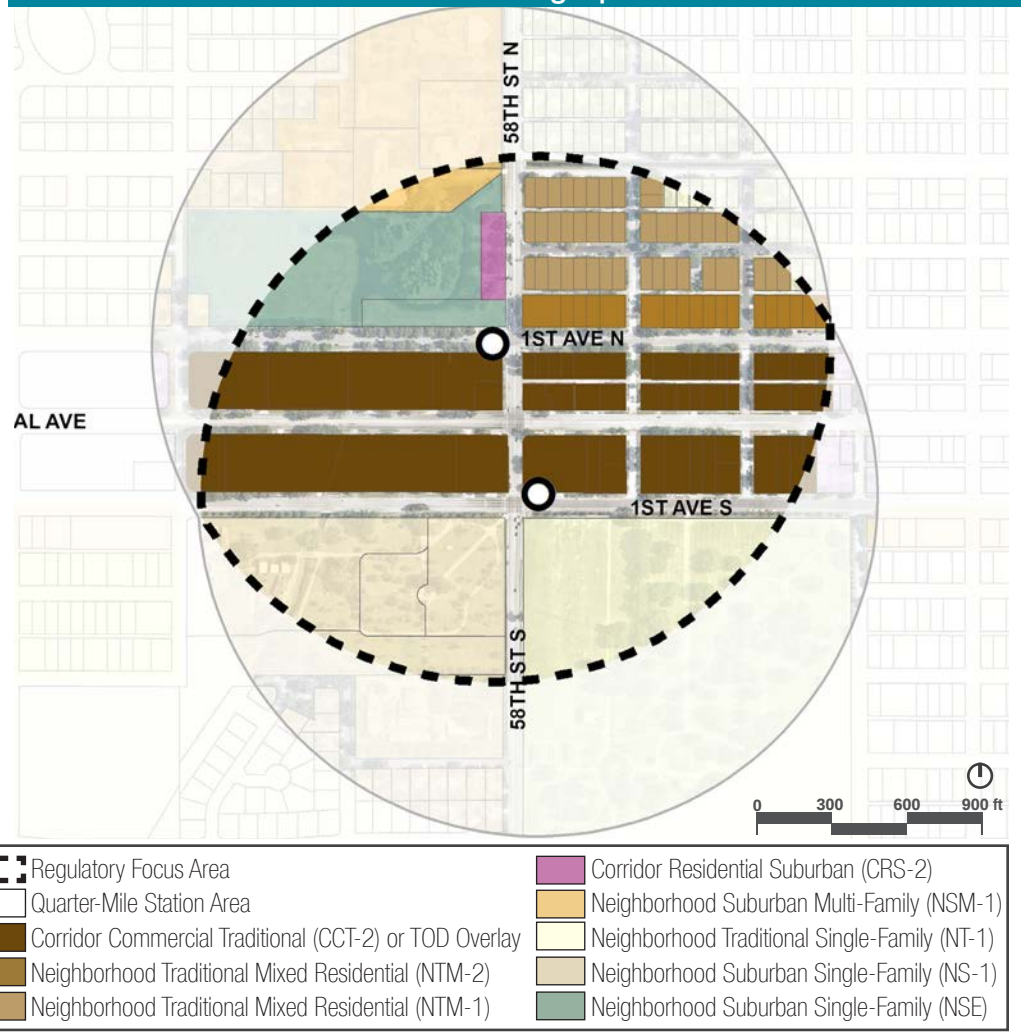
Policy and Regulatory Strategies (Continued)

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

Existing vs. Proposed Densities and Intensities

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

Potential Zoning Updates



Station Area Buildout

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

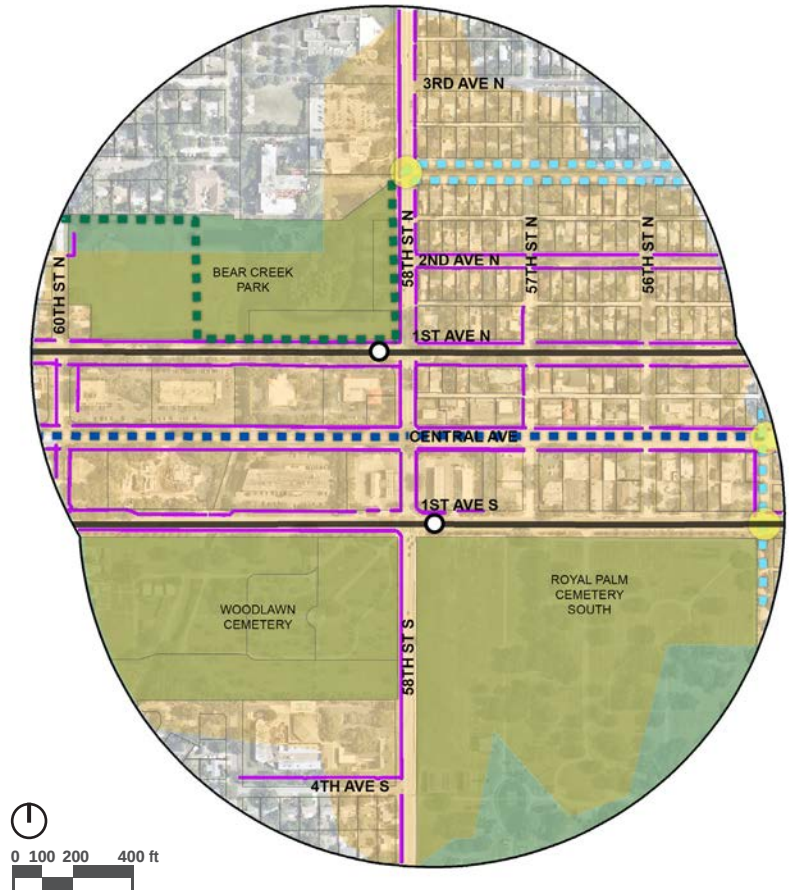
Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the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

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

Potential Buildout Scenario for the 58th Street Station Area

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

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

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

STATION AREA PLANNED IMPROVEMENTS[1]

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

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

Implementation: Infrastructure

Mobility Infrastructure

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

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

Parklet

Streetscape improvements

St. Petersburg

Utility Infrastructure

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

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

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

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

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

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

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

Implementation: Partnerships

Engagement

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

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

66TH STREET STATION AREA PROFILE AND CONCEPTS

Introduction

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

West Central Shopping Center adjacent to the westbound SunRunner station

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

Pinellas Trail located in the southern portion of the station area

Existing Station Area Conditions

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

OPPORTUNITIES

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

CHALLENGES

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

66TH STREET STATION AREA

St. Petersburg

Station Area Profile Summary

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

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

80%
5-MINUTE WALK COVERAGE

8%
MINORITY POPULATION

20%
POPULATION OVER 65 YRS OLD

$72K
MEDIAN HOUSEHOLD INCOME

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

TOD READINESS SCORE

MEDIUM

PLACE TYPE

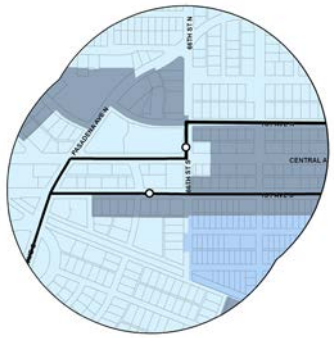
V

VILLAGE

Components For Potential Development

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

Transit-Supportive Zoning



LOW HIGH

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

Vacant and Publicly-Owned Parcels

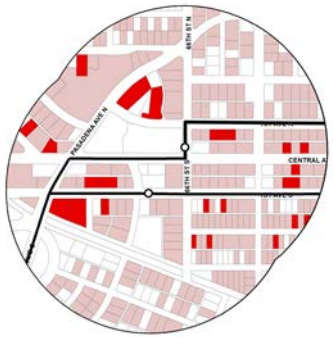
VACANT PUBLIC

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

Surface Parking

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

Building Age by Parcels



<30 YRS 30-50 YRS 50+ YRS

Aging buildings and structures present opportunities for rehabilitation and redevelopment.

Land and Building Value

LOW HIGH

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

Potential Parcels for Redevelopment

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

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

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

St. Petersburg

Redevelopment Vision

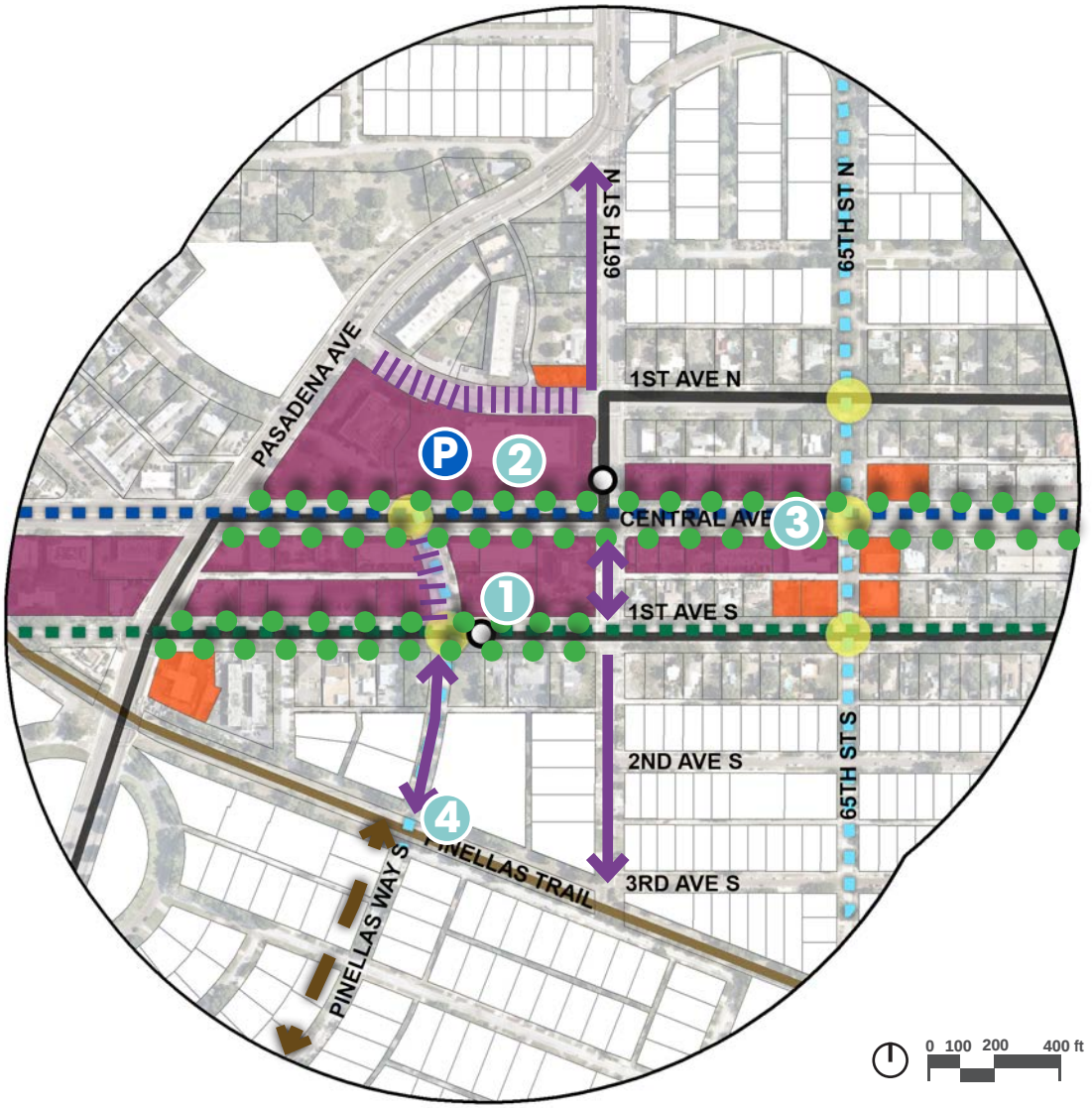
The Redevelopment Vision for this station area is for 66th Street to be a commercial center that draws multiple surrounding neighborhoods while providing multi-family housing to support population growth. The focus of redevelopment occurs along Central Avenue and the 1st Avenues. The mixed-use developments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

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

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

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

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



ENVISIONED STATION AREA COMPONENTS

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

STATION AREA PLANNED IMPROVEMENTS

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

Pedestrian mall for markets, retail, and special events

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

Buildings fronting the street with wide sidewalks and outdoor seating

Bike connection to the Pinellas Trail and South Pasadena

St. Petersburg

66th Street Station Area Concept

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

Station Area Concept Components

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

STATION AREA USES

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

PLACEMAKING & PUBLIC REALM

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

MOBILITY

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

Implementation Overview

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

POLICY & REGULATORY

- REGULATORY CHANGES

INFRASTRUCTURE

- MOBILITY
- UTILITIES INFRASTRUCTURE

PARTNERSHIPS

- ENGAGEMENT

St. Petersburg

Implementation: Policy and Regulatory

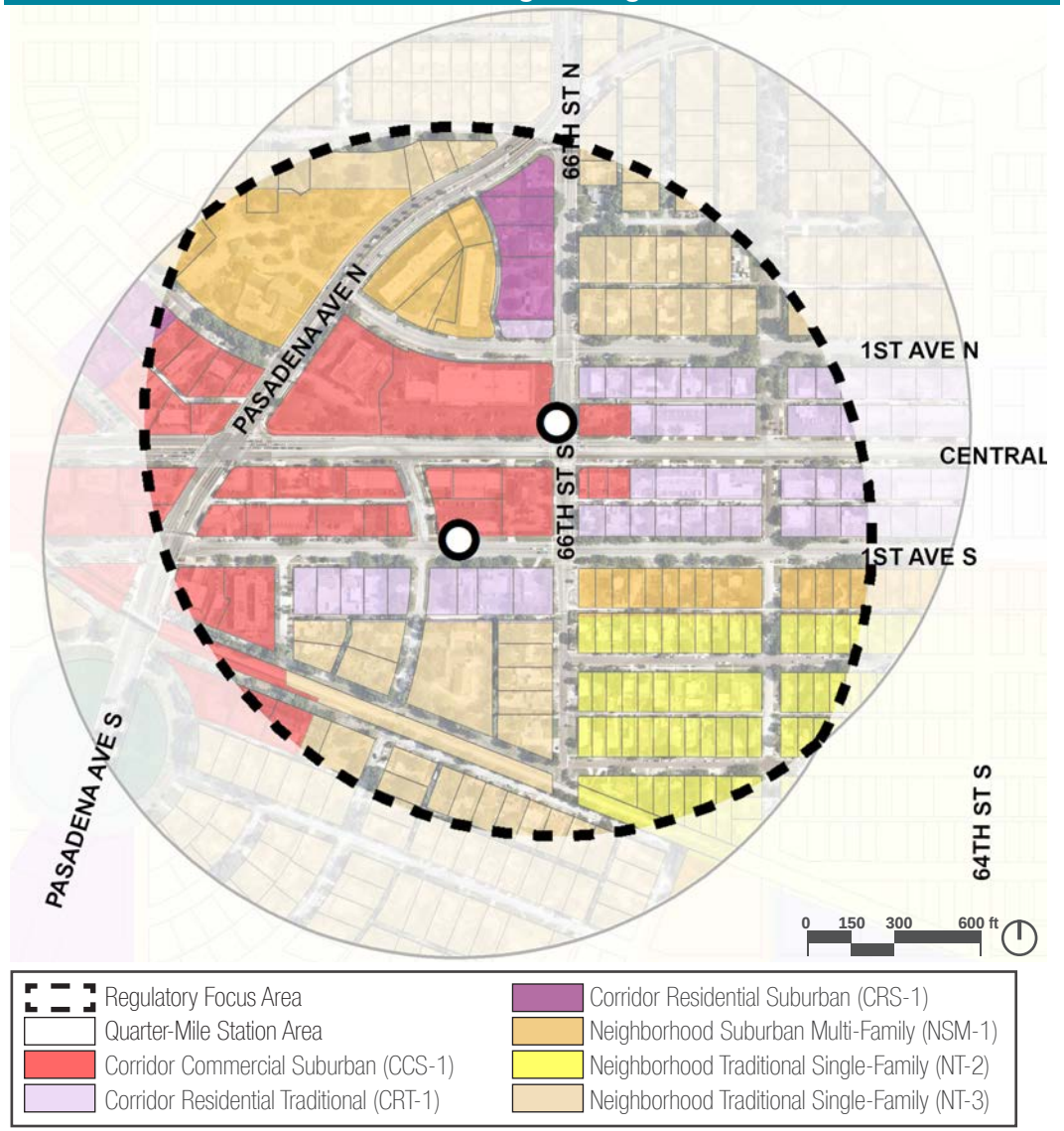
Overall Existing Regulatory Assessment

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

Policy and Regulatory Strategies

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

Existing Zoning



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

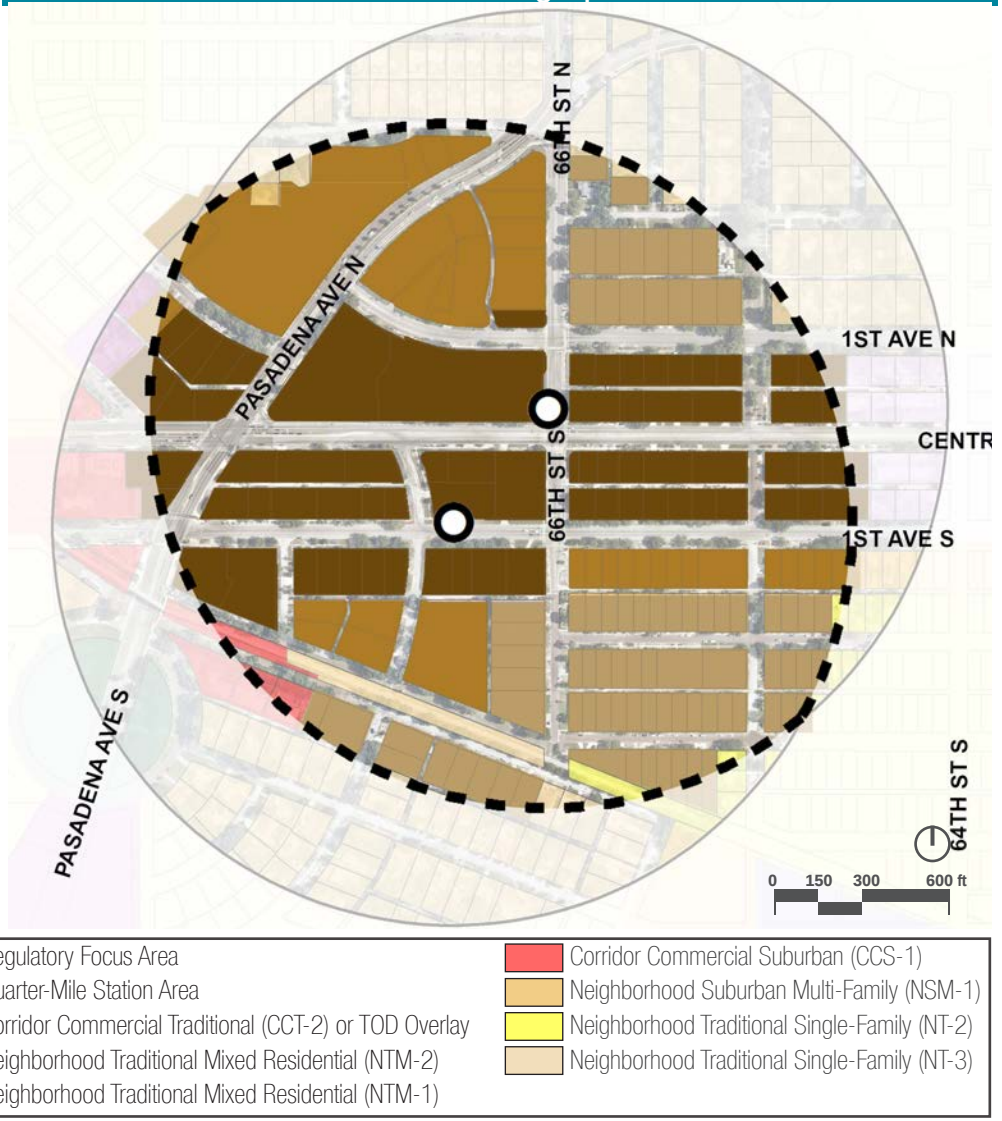
Policy and Regulatory Strategies (Continued)

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

Existing vs. Proposed Densities and Intensities

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

Potential Zoning Updates



Station Area Buildout

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

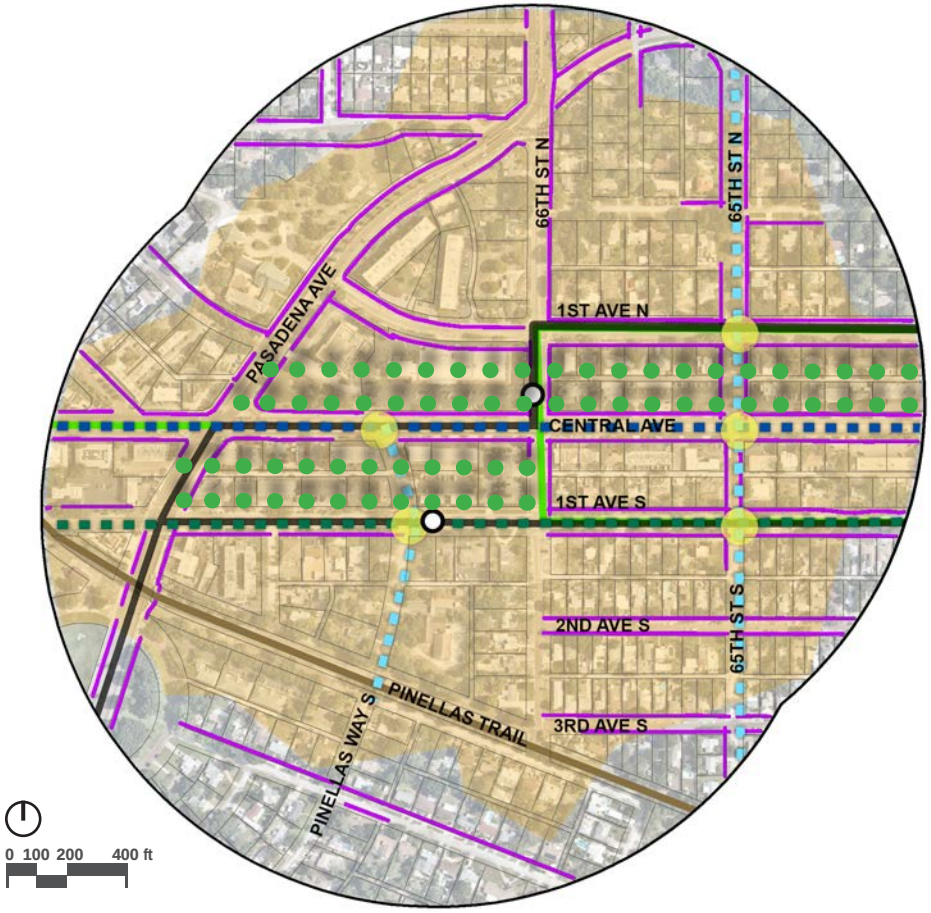
Buildout can be difficult to define based on market factors and the assumption that land will not develop to the full amount of entitlements. It is assumed that residential and non-residential buildout may vary by area. A range of buildout projections was developed in the following table based on the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

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

Potential Buildout Scenario for the 66th Street Station Area

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

Planned Mobility Improvements



STATION AREA EXISTING CONTEXT

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

OTHER STATION AREA IDENTIFIED IMPROVEMENTS

- Streetscape Improvements

STATION AREA PLANNED IMPROVEMENTS[1]

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

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

Implementation: Infrastructure

Mobility Infrastructure

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

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

Wayfinding to nearby destinations

St. Petersburg

Utility Infrastructure

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

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

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

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

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

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

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

Implementation: Partnerships

Engagement

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

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

St. Petersburg

Chapter 5

Next Steps

NEXT STEPS

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

Corridor-wide Funding Strategies and Partnerships

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

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

Value Capture

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

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

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

Other Funding and Grant Strategies

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

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

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

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

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

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

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

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

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

Coordinated, Long-Term Strategies

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

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

Equity Considerations and Recommendations

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

Housing Affordability

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

Recommended Action for the City of St. Petersburg:

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

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

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

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

Recommended Action for the City of St. Petersburg:

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

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

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

Community Asset Building & Neighborhood Services

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

Recommended Action for the City of St. Petersburg:

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

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

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

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

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

Actions for the City and Community Organizations:

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

Actions for Citizens and Community Organizations:

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

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

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

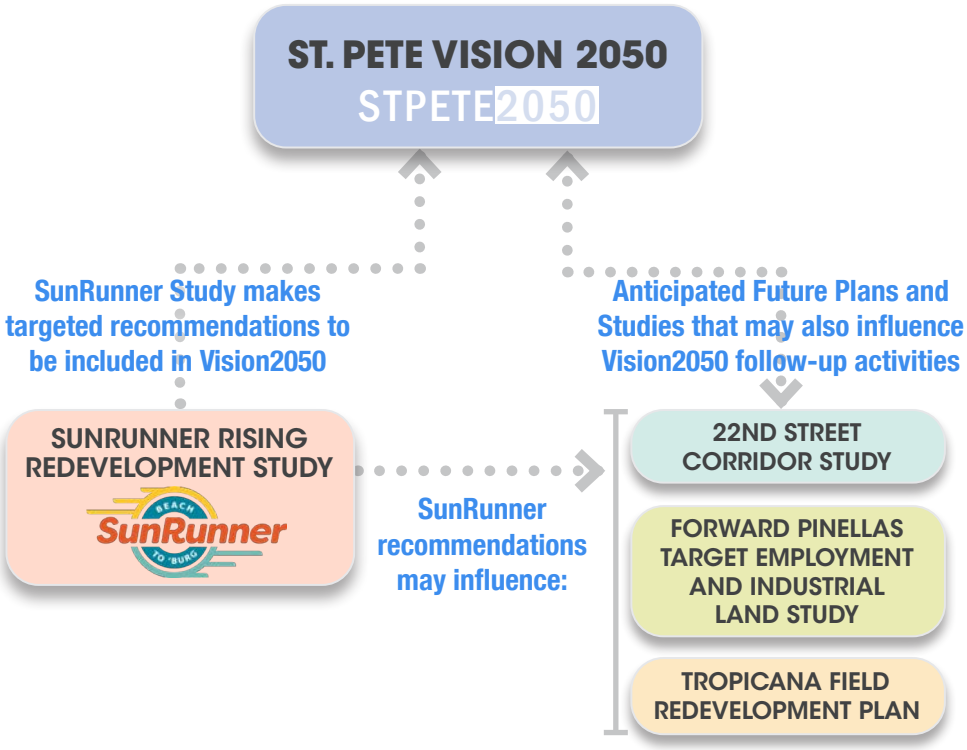
Equity Objective: Ensure that the SunRunner BRT stations and station area improvements can be accessed and enjoyed by all through investment in public projects, services, and mobility infrastructure

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

Ongoing Planning Efforts

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

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



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SunRunner Rising Development Study

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