



# ST. PETE INNOVATION DISTRICT

STREETScape AND CONNECTIVITY CONCEPT PLAN:  
FINAL REPORT

March 2017



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# INTRODUCTION: WHAT IS THE DISTRICT AND WHERE IS IT?

## Purpose

The Streetscape and Connectivity Concept Plan builds on previous efforts and sets the stage for implementation of projects to help better connect the St. Pete Innovation District.

The St. Pete Innovation District is the cradle of creativity in St. Petersburg for health sciences, marine sciences, education, and research. It is a District that already includes world renowned institutions that provide an extraordinary foundation for future growth. Today, these institutions are conducting significant research, but there is not a high level of interaction.

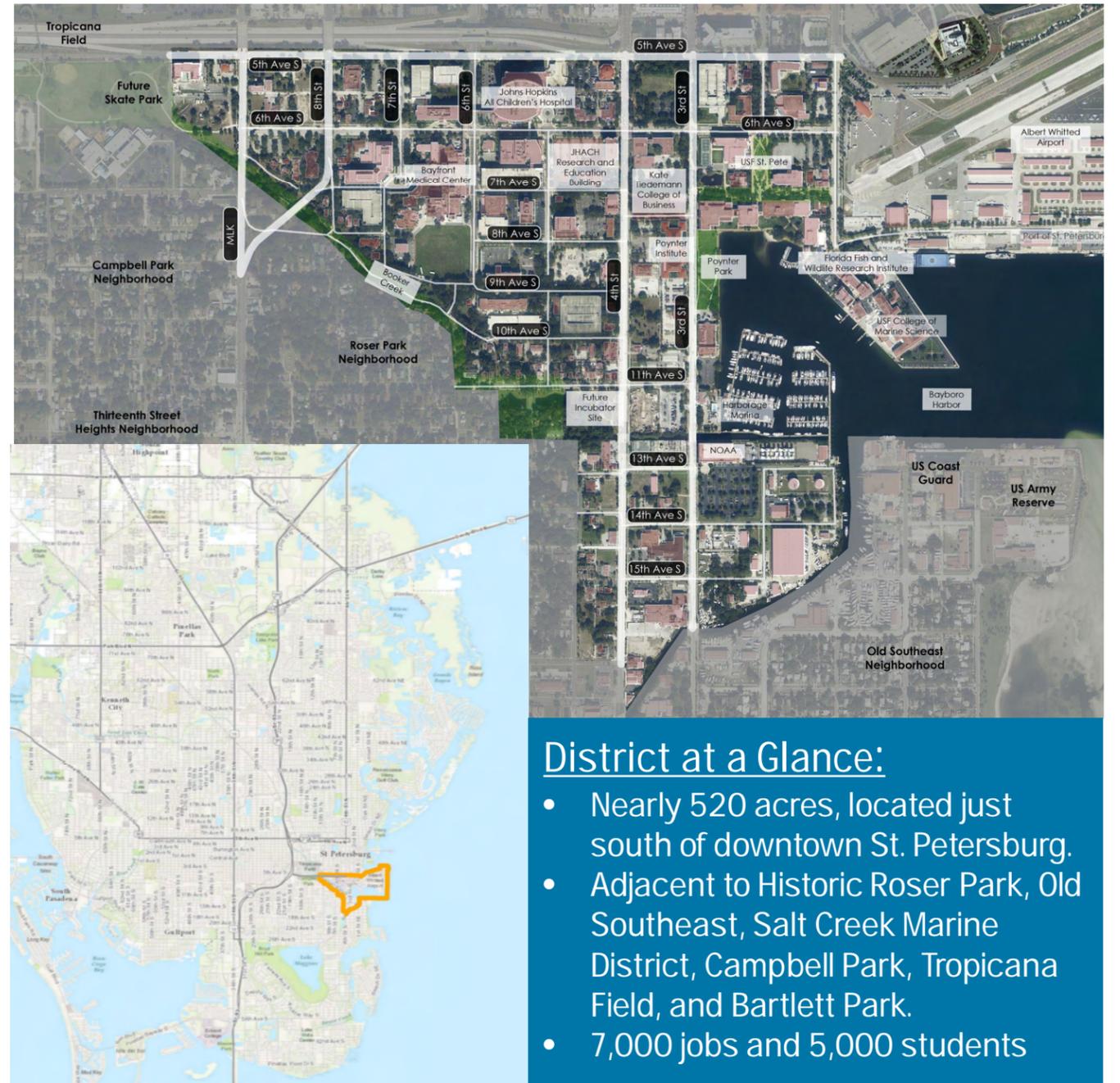
This plan enhances the brand and identifies multimodal and streetscape projects to help better connect these institutions into a more cohesive District that encourages more frequent interaction. In addition to internal connectivity, improvements to the District's external connectivity to downtown and surrounding neighborhoods is a focus. The plan also creates a brand and identifies opportunities to tie the St. Pete Innovation District together, that help give it a sense of place. Most importantly the plan creates an implementation strategy for projects that advance economic development opportunities.

## What's Inside:

- Development of the Plan
  - Building on Past Efforts
  - Stakeholder Outreach
- The Plan: Concept Priorities and Phasing

*"Innovation Districts are incredibly important, but they are not just about the main assets we typically think about – like the institutes, the hospitals, the higher education. They are about the collision of people and ideas. So it's not just about having these great institutions, which we clearly do have. It's building an infrastructure with an intention of actually getting people to sort of interact with each other to share those ideas to come together to create something that is new and different and exciting."*

*-Peter Kageyama*



# PLAN FRAMEWORK: INCEPTION OF A DISTRICT

## Background

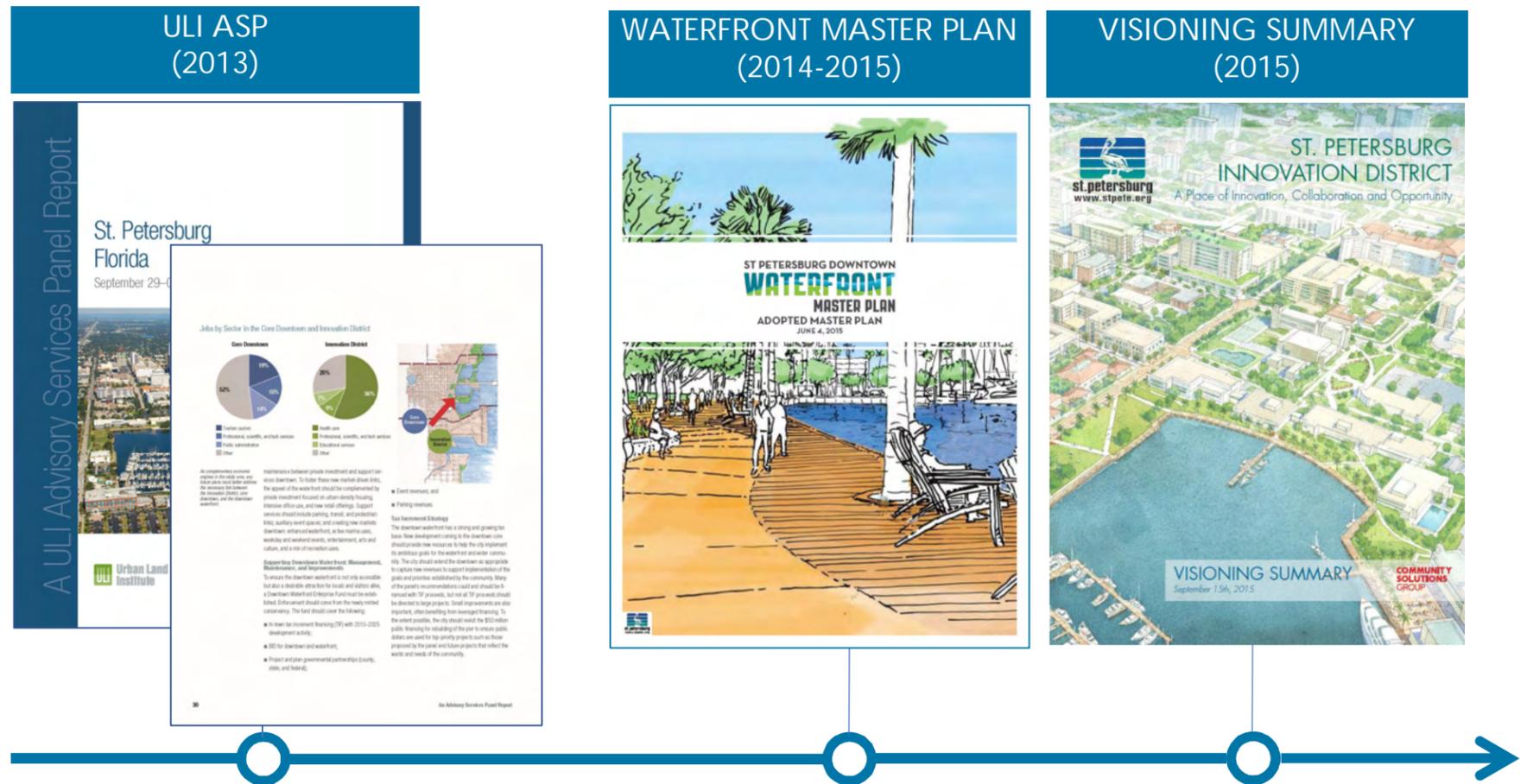
Innovation districts are becoming more ubiquitous. They are “geographical areas where anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators.” What makes the St. Pete Innovation District unique is its connection to the water and the presence of marine and health sciences. Major institutions and groups with land holdings in the District include:

- Johns Hopkins All Children’s Hospital
- University of South Florida St. Petersburg
- Bayfront Hospital
- City of St. Petersburg
- Duke Energy
- Dali Museum
- Foundation for a Healthy St. Petersburg
- University of South Florida – College of Marine Science
- The Poynter Institute for Media Studies
- National Oceanic and Atmospheric Administration
- US Geological Survey
- US Coast Guard
- Florida Fish and Wildlife Conservation Commission
- Florida Institute of Oceanography
- Albert Whitted Airport
- SRI International

## Inception

The ULI Advisory Services Panel (ASP), the precursor to the Waterfront Master Plan, highlighted the Innovation District in 2013. In 2015, the Waterfront Master Plan identified recommendations for the District. The Visioning Summary shortly thereafter (later in 2015) refined the District’s focus and priorities. One of the recommendations identified is the creation of a streetscape, connectivity, and branding plan.

*Prior planning efforts informed the Streetscape and Connectivity Concept Plan.*

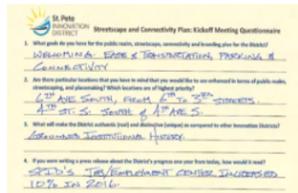


# DEVELOPMENT OF THE PLAN: INITIAL DISCOVERY AND IDENTIFICATION

The Streetscape and Connectivity Concept Plan development included significant stakeholder outreach. In addition to the review of prior plans and building onto previous recommendations, field visits, and other research were conducted to further develop the plan. Extensive outreach with city staff and stakeholders was conducted in order to identify and to prioritize streetscape, connectivity, and branding projects and recommendations.

**Kickoff** The Kickoff meeting was held on May 18, 2016 at the USF St. Petersburg Campus. The Innovation District Board and stakeholders were in attendance. From the meeting a brief Questionnaire was provided and, "Areas of Concern" and priorities within the District were established. Opportunity areas for enhancement included the following:

- 6th Avenue (Connect/Redevelop)
- 1st Street South (Marine Science)
- 4th Street (Safety)
- 1st Street (Wayfinding)
- Dr. Martin Luther King, Jr (Redevelop)
- 5th Street & 6th Street (Placemaking)



Priorities for the District included: economic development, increase walkability and student safety, enhance sidewalks and wayfinding, provide more public art and green space, and improve connections to the waterfront and downtown.

**Review of Previous Plans** Previous plans were reviewed to gain an understanding of overlapping recommendations in the area. As mentioned previously the review included the ULI ASP, Waterfront Master Plan, the Visioning Summary as foundation documents. The review also included the University of South Florida St. Petersburg Master Plan, Historic Roser Park Neighborhood Plan, and Old Southeast Neighborhood Plan. Although the plans include several overlapping areas, recommendations such as neighborhood gateways were not duplicated within this plan. Current plans for the I-175 and 1<sup>st</sup> Street improvements were also reviewed. Staff also coordinated through Innovation District Board meetings on future development sites to gain clarity on potential opportunities with recommendations.

**Field Visits / Existing Conditions** Field visits took place on June 14<sup>th</sup> and June 22<sup>nd</sup> 2016 to collect measurements of streetscape elements, observe operations, and interview pedestrians and bicyclists. Additional follow-up field visits were conducted throughout the development of the plan. Existing conditions data was also collected including parking, bicycle and pedestrian facilities, speed limits, and traffic volumes.

**Market Research / Survey** An online survey was conducted in June 2016 with stakeholder audiences to help prioritize opportunities in the District.

A total of 420 responses were received from:

- Albert Whitted Airport
- Bayfront Health
- Florida Institute of Oceanography
- National Oceanic and Atmospheric Administration
- Poynter Institute for Media Studies
- SRI International
- University of South Florida College of Marine Science
- University of South Florida St. Petersburg (USFSP)
- U.S. Geological Survey
- Roser Park
- St. Pete Chamber of Commerce
- Downtown Partnership
- Tampa Bay Innovation Center/ TEC Garage
- Foundation for a Healthy St. Petersburg
- City of St. Petersburg

Safety and security, job creation, improved lighting and walkability were rated the most important action ideas. Importance ratings varied by segment, with job creation for USFSP students most important among the USFSP respondents and District walkability most important among the remaining respondents.

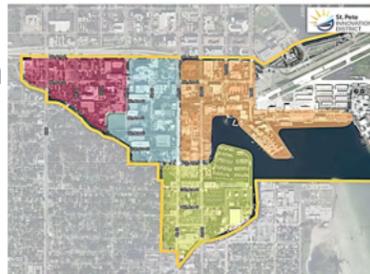
## Quick Wins and Other Ideas

- Have a vision and develop a plan
- Focus on encouraging, enabling, and celebrating true innovation
- Improve safety and security
- Address parking, transportation, lighting
- Other Ideas: make the District walkable, create jobs and internships for USFSP students, create addition jobs, create strong connections with businesses, better access to waterfront, attract and nurture entrepreneurs/start-ups

# DEVELOPMENT OF THE PLAN: IDENTIFICATION OF IMPROVEMENTS AND PRIORITIES

**Charrette** The Charrette Meeting was held on July 15, 2016 at Johns Hopkins All Children's Hospital. Over 20 stakeholders were in attendance. The District was organized into four "zones" (West, Central, East, South) to gather as much information as possible for each area of the District. Several exercises were conducted in order to get additional feedback on desired areas for streetscape, connectivity, and branding improvements.

For each zone, groups summarized information based on opportunities for the future, and desired streetscape elements. Significant feedback was received, below is a summary:



## West:

- MLK (Two-way, lighting, and landscaping)
- 8<sup>th</sup> Street (Re-route or remove bridge)
- 5<sup>th</sup> Avenue S (Wayfinding)
- 6<sup>th</sup> Avenue S (Cycle track, hardscapes)
- Connect trail to neighborhoods
- Public Art opportunities

## Central:

- 4<sup>th</sup> Street Traffic (Slow traffic, Improved Crosswalks, Bulbouts)
- 5<sup>th</sup> Street (Beautification/Added Shade)
- 11<sup>th</sup> Avenue S (Tie into Roser Park)
- 6<sup>th</sup> Avenue S (Complete Street, landscaping)
- 7<sup>th</sup> Avenue S (Pedestrian Corridor)
- 7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> Avenue S (Two-way Streets)

## East:

- 8<sup>th</sup> Avenue S (activate / pedestrian friendly)
- 1<sup>st</sup> Street (Pedestrian gateway to connect to Dali. Retail opportunities).
- 4<sup>th</sup> Street (Parking Garage)
- 6<sup>th</sup> Avenue S (Tie streetscape into new residence hall/conference center/dining facility)
- I-175 (Vehicular gateway)
- 6<sup>th</sup> Avenue S (Lighting, signage, hardscape)
- Poynter Park (Connect to water/Gathering place/Entertainment. Wrap large bike lane along waterfront and connects to 1<sup>st</sup> Street)
- Connections to waterfront at 1<sup>st</sup> Street and along waterfront near University of South Florida - College of Marine Science

## South:

- 3<sup>rd</sup> Street (Gateway, lighting and landscaping)
- 4<sup>th</sup> Street (Lighting, signage)
- 11<sup>th</sup> Avenue S (More lighting, Path to water)
- Connect waterfront including pedestrian bridges near 13<sup>th</sup> Ave S.
- Pursue and tie improvements into retail and residential opportunities and incubator sites.
- Bike route through NOAA and Duke sites
- Convert part of NOAA parking lot to greenspace.



# DEVELOPMENT OF THE PLAN: PRIORITIZED PLAN AND CONCURRENCE

**City Staff Meetings** The Consultant team coordinated with City Staff throughout the project. Early on, staff mentioned the need to provide better connections within the District as well as externally for economic development and public safety purposes. The priorities for moving forward included low hanging fruit (lighting, banners, signage, etc.). As part of a full master plan, priority or framework corridors were discussed to focus improvements. These corridors stemmed from the charrette and were confirmed at subsequent Innovation District (ID) Board meetings. Top priority corridors included 4<sup>th</sup> Street, 6<sup>th</sup> Avenue S, 5<sup>th</sup> Street, and 5<sup>th</sup> Avenue S. Second Priority Corridors included 6<sup>th</sup> Street, 3<sup>rd</sup> Street, and 11<sup>th</sup> Avenue S and Longer Term Streetscape improvements were mentioned along 1<sup>st</sup> Street, 8<sup>th</sup> Street, and MLK.

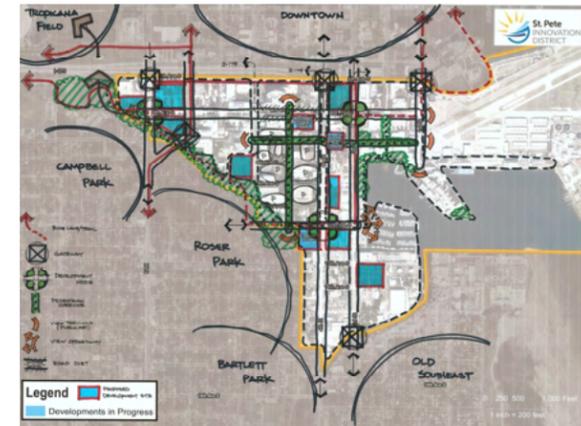
**Brand Brief** The Brand Brief was developed to help further define the essence of the District, why it exists, and what distinguishes it from other innovation districts. Examples of distinctions include its renowned institutions with world class research facilities and a unique mix of marine, life sciences, and media communications on a beautiful, vibrant waterfront adjacent to burgeoning downtown. Understanding these distinctions helped further define the brand and to improve awareness through physical infrastructure improvements that go hand in hand with streetscape and connectivity projects.

## Placemaking and Branding Committee

The Consultant team presented initial branding and streetscape concepts to the placemaking and branding committee. Concepts were refined and presented to the Innovation District (ID) Board.

**ID Board Meetings** Innovation District Board Meetings were held to gain feedback about improvements and priorities on September 14, 2016, January 11, 2017, and March 8, 2017. The Board was able to reach consensus on priorities and phasing.

- September 14, 2016: The purpose was to confirm what was heard at the charrette and to provide initial recommendations on the priorities for the plan including quick wins and specific improvements on the streetscape focus corridors. Gained feedback to work with the placemaking and branding committee to further refine and prioritize.
- January 11, 2017: Presented the draft plan with prioritized quick wins (district definition – gateways, lighting) and streetscape improvements. A phasing plan was also presented. Gained approval and discussed coming back to the Board to present branding elements and a final plan.
- March 8, 2017: Presented final plan with minor revisions from the January 11<sup>th</sup> meeting and included branding elements. The full Streetscape and Connectivity Plan gained approval and the next phase (design) was noted as desired to maintain momentum and to implement prioritized plan.



# FRAMEWORK STREETS: FOCUS OF PLAN

The Streetscape and Connectivity Concept Plan identifies several key corridors or "framework streets." Concepts and implementation priorities are focused on these corridors.

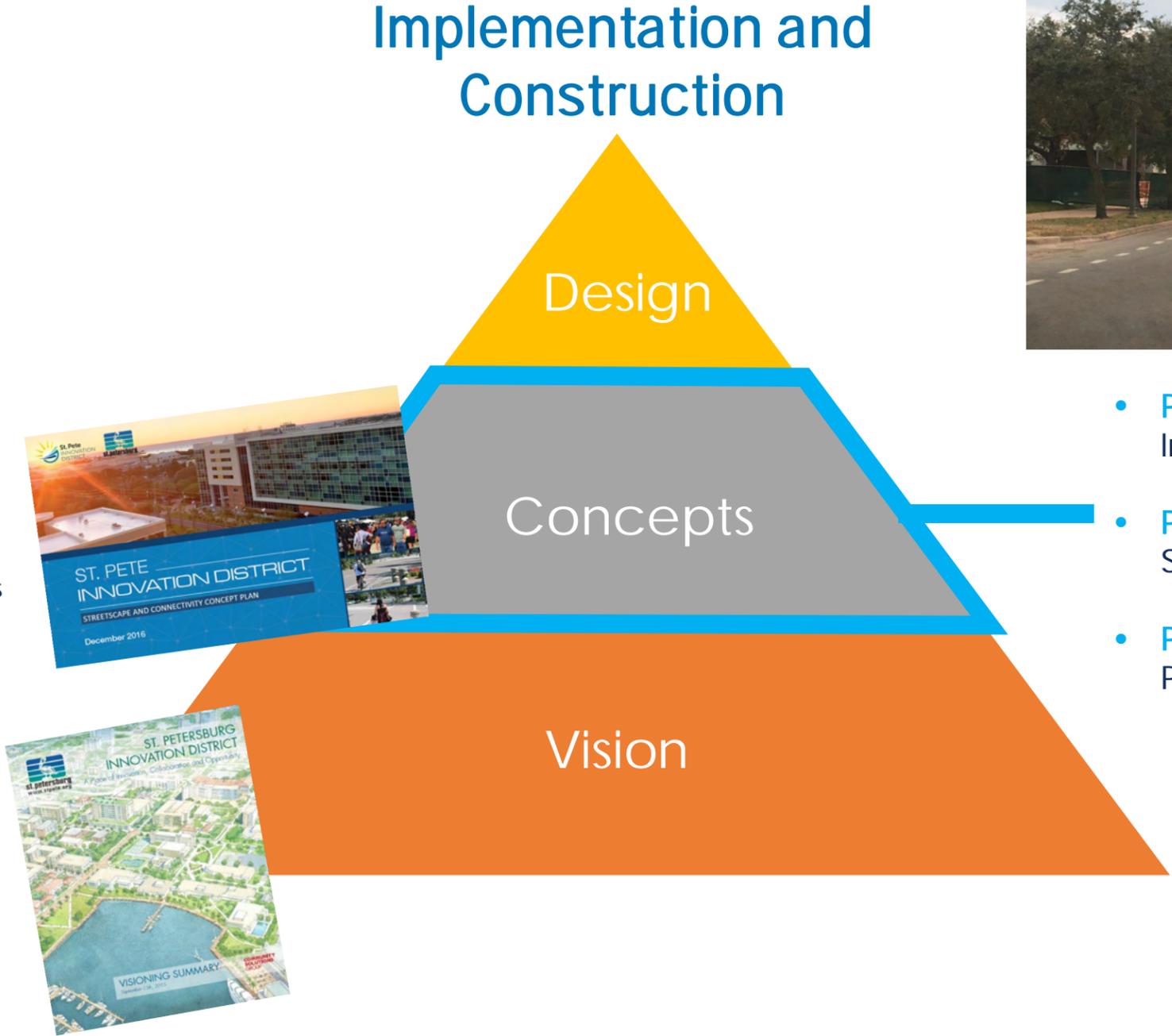
Top Priority corridors are 6<sup>th</sup> Avenue S, 4<sup>th</sup> Street, 5<sup>th</sup> Street, and 5<sup>th</sup> Avenue S. Second Priority Corridors are 6<sup>th</sup> Street, 3<sup>rd</sup> Street S and 11<sup>th</sup> Avenue S. Longer term priorities include 1<sup>st</sup> Street, 8<sup>th</sup> Street and MLK. These are important corridors, but it was agreed improvements will occur with future developments (i.e. Changes to the Port, Tropicana Field redevelopment).



# FROM VISION TO IMPLEMENTATION

As discussed previously, the Visioning Summary provided the overall vision for the Innovation District. This Streetscape and Connectivity Concept Plan identifies concepts and priorities which include implementable projects. The next few pages present the plan including priorities and a phasing plan. The end goal is to develop concepts that become implementable projects for design and construction.

The intent is to continue momentum and construct several projects over the next few years and to identify a full set of projects that can be implemented and constructed as funds become available.



- **Phase I:** Initial District Definition and Initial Streetscapes (Short-Term)
- **Phase II:** Finalize Branding / Additional Streetscapes (Mid-Term)
- **Phase III:** Full Public Realm Improvement Plan (Long-Term)

# CURRENT IMPROVEMENTS: SIGNIFICANT INFRASTRUCTURE INVESTMENTS

Prior to discussing the short, mid, and long term streetscape and connectivity priorities for the District, it should be noted that significant infrastructure improvements have been recently completed or will be completed in the near future. Highlights include the following:

- Coast Bike Share station just north of USFSP (several others are nearby in downtown and one more is planned in the District)
- Dali Blvd buffered bike lane
- Improved pedestrian crossing on 3<sup>rd</sup> Street, at the new USFSP Business School
- New I-175 ramp accessible from 4<sup>th</sup> Street northbound which will decrease traffic on 6<sup>th</sup> Avenue S
- Potential PSTA Bus Rapid Transit (BRT) station, generally located in the 400 block of 6<sup>th</sup> Avenue S, associated with the St. Pete Beach connection along the 1<sup>st</sup> Avenues. Additionally, the Downtown Loper will have greater access into the District.
- 4<sup>th</sup> Street crossing improvements
- 6<sup>th</sup> Avenue S Resurfacing
- Replacement of MLK Bridge by FDOT to include the opportunity to two-way. Design activities are scheduled over the next few years with construction anticipated after completion of design.



# THE PLAN: PHASE I – PROPOSED FUNDED IMPROVEMENTS

**Introduction to the Plan** As mentioned previously the Streetscape and Connectivity Concept Plan was developed based on previous planning work conducted in the area as well as significant stakeholder outreach to help prioritize concepts. The following pages will summarize the phasing plan and the concepts.

- Phase I (Short-Term) includes improvements which are currently funded and are anticipated to be completed within the next three to four years,
- Full Plan which in addition to Phase I includes Phase II (Mid-term improvements) which are anticipated to be implemented in the next four to six years and Phase III (Long-term) which are anticipated to be completed beyond that point.
- Phasing Plan table that summarizes the phasing, outlines preliminary planning level costs and responsible parties. This is the meat of the plan that can be used to review progress. The intent is to use this table as a live document and to update with new projects and funding partners over time.
- Spotlight on District Definition and Branding Concepts and Streetscape improvements.



**Phase I Overview** The intent of Phase I is to begin the placemaking and awareness building process by installing gateway, public art, and lighting enhancements. Another purpose is to move streetscapes on 6th Avenue S, 4th Street, and 5th Street forward into design. Lastly, pedestrian crossings particularly on 3rd Street and 4th Street are included to help move people more safely across the District. Currently 4th Street can be a barrier. Providing narrower crossings and paved crossings not only acts as a safety measure, but it helps provide pride and awareness to the District. Phase I represents concepts that are anticipated to be implemented using current funding for the Innovation District of around \$3.7 million in the work program.

## District Definition

**Gateways** - To provide entrances that create a sense of place and arrival, three primary gateways are planned for construction at MLK Street, 1st Street, and 4th Street (northbound). Once within the District, there is one secondary, smaller gateway that is planned for construction near 4th Street southbound and 6th Avenue S. Additional gateways are envisioned in future phases.

**Pole Banners and LED lights on Painted Poles** - To continue branding throughout the District. The pole banners will display logos for several institutions in the District. The LED lights are envisioned to be placed on existing poles and will provide a unique presence during evening hours. These programs will be continued in future phases as well.

**Pedestrian Crossings and Safety Improvements**  
An important improvement to pedestrian safety and connectivity inside the District, there are four pedestrian crossing improvements planned. Located along 4th Street at 7th Avenue, 11th Avenue, and Newtown Avenue S, and 3rd Street and 11th Avenue. Crossings will help better connect the District together and reduce the barrier effect of 4th Street. Another benefit is to improve walkability and connection to the surrounding neighborhoods and to downtown.

## Public Art

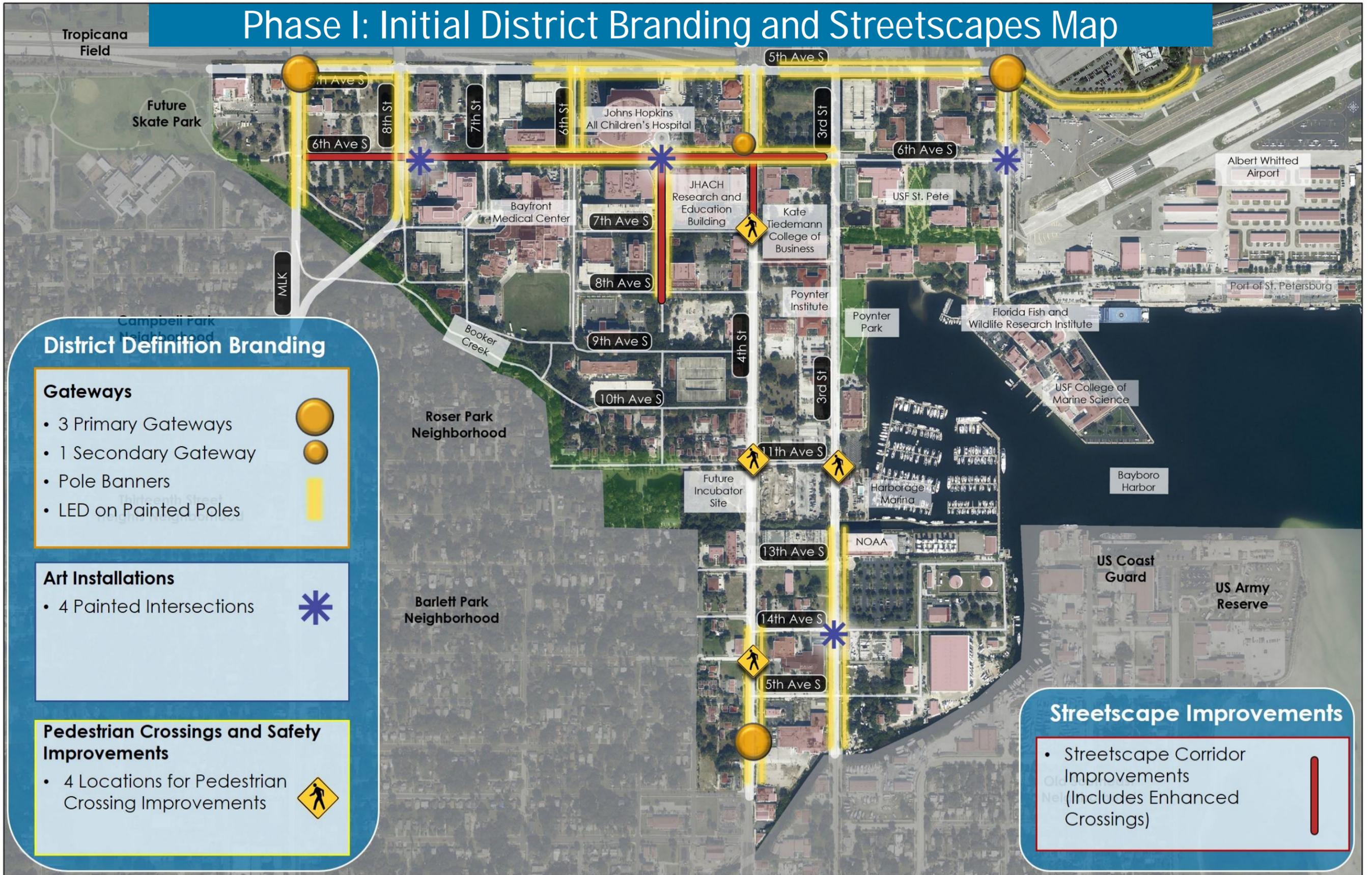
To promote art in the District and further enhance a sense of place, there are four intersection locations that are proposed for painted pavement. These art installations will be located around 6th Avenue at 1st Street, 5th Street, and 8th Street, and 14th Avenue and 3rd Street.

## Streetscape Improvements

The priority locations for streetscape improvements in the District are 6th Avenue S (to create a main street for the District), 5th Street from 6th Avenue to 8th Avenue (increased walkability), and 4th Street from 6th Avenue to 7th Avenue (to calm traffic, narrow the pedestrian crossing and create an experience entering the District). Improvements include landscape, hardscape, and enhanced pedestrian crossings.

Please see the next page for the map illustrating Phase I.

# Phase I: Initial District Branding and Streetscapes Map



## District Definition Branding

### Gateways

- 3 Primary Gateways
- 1 Secondary Gateway
- Pole Banners
- LED on Painted Poles



### Art Installations

- 4 Painted Intersections



### Pedestrian Crossings and Safety Improvements

- 4 Locations for Pedestrian Crossing Improvements



## Streetscape Improvements

- Streetscape Corridor Improvements (Includes Enhanced Crossings)



# FULL PLAN: Includes Phase I, II, and III

**Full Plan** The full plan includes additional improvements as funds become available and as momentum builds from Phase I. The map on the following page illustrates the improvements. In addition, there are several improvements not identified in the map, but that are included with the phasing table in the next few pages, which include:

- Additional 1<sup>st</sup> Street improvements (South of 6<sup>th</sup> Avenue S to 8<sup>th</sup> Avenue S) including landscaping, bicycle and pedestrian improvements including a connection to the waterfront
- 11<sup>th</sup> Avenue S landscaping and bicycle and pedestrian connections.
- 8<sup>th</sup> Avenue S landscaping and bicycle and pedestrian connections.
- 8<sup>th</sup> Street and 9<sup>th</sup> Street improvements including the re-configuration of potentially one-way to two-way as well as pedestrian and bicycle connections to the neighborhoods and Tropicana Field.
- 7<sup>th</sup> Avenue S, 8<sup>th</sup> Avenue S, 9<sup>th</sup> Avenue S study of one-way to two-way street re-configuration.
- Poynter Park enhancements including pedestrian and bicycle path near the waterfront as well as connections to the park.

## District Definition

Gateways – Additional primary gateways are planned to be installed near 5<sup>th</sup> Avenue S at 6<sup>th</sup> Street and 4<sup>th</sup> Street, as well as 6<sup>th</sup> Avenue and 8<sup>th</sup> Street and 15<sup>th</sup> Avenue S and 3<sup>rd</sup> Street. Once within the District, two additional secondary gateways are planned at connections to Roser Park Drive at 6<sup>th</sup> Street and 8<sup>th</sup> Street. This is based on stakeholder feedback to coordinate with the neighborhood.

Pole Banners and LED lights on Painted Poles - To continue branding and wayfinding throughout the District, pole banners and LED light fixtures will be provided in additional locations throughout the District as funding become available.

Art Installations - In addition to the four intersection locations that will have painted pavement, 5<sup>th</sup> Avenue and 6<sup>th</sup> Street S is included with a public art installation/lighting under I-175 at 6<sup>th</sup> Street S. Another idea is to work with Duke Energy to provide up lighting at the 13<sup>th</sup> Avenue S substation to provide a visible gateway into the District on 3<sup>rd</sup> Street and 4<sup>th</sup> Street driving northbound.

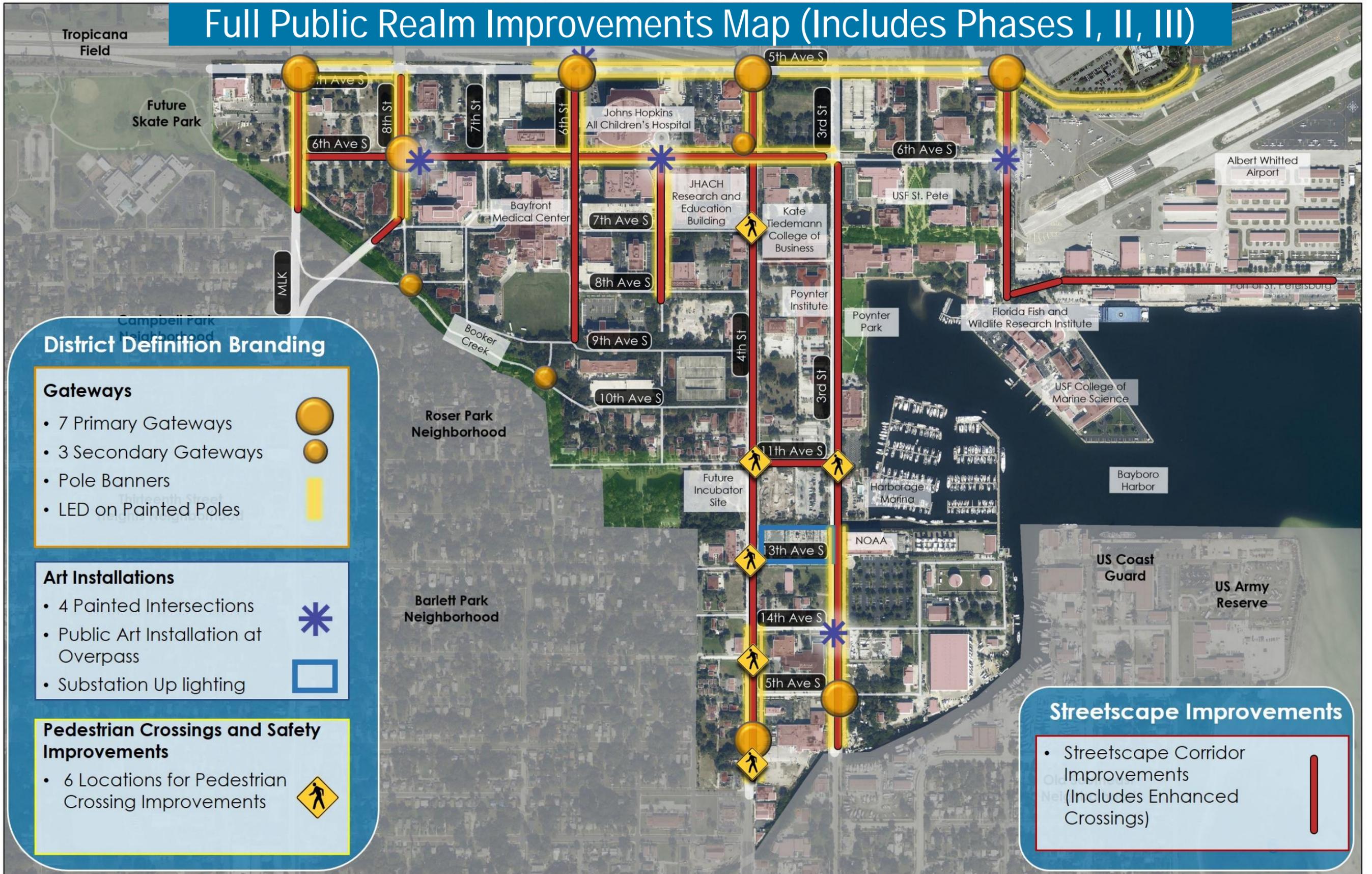
Pedestrian Crossings and Safety Improvements - In addition to the four Phase I pedestrian crossings, improvements are also planned for 4<sup>th</sup> Street at 13<sup>th</sup> Avenue and Paris Avenue S.

## Streetscape Improvements

Additional streetscape improvement locations include: 9<sup>th</sup> Street, 8<sup>th</sup> Street, 6<sup>th</sup> Street, 5<sup>th</sup> Street, 4<sup>th</sup> Street, 3<sup>rd</sup> Street from 6<sup>th</sup> Avenue to 16<sup>th</sup> Avenue, 1<sup>st</sup> Street, and 8<sup>th</sup> Avenue along the Port are proposed with the full plan. These improvements will include landscape, hardscape, and enhanced crossings. Ideally the 4<sup>th</sup> Street improvements would be done at the same time, but given available funding, the 4<sup>th</sup> Street improvements are phased.



# Full Public Realm Improvements Map (Includes Phases I, II, III)



## District Definition Branding

### Gateways

- 7 Primary Gateways
- 3 Secondary Gateways
- Pole Banners
- LED on Painted Poles



### Art Installations

- 4 Painted Intersections
- Public Art Installation at Overpass
- Substation Up lighting



### Pedestrian Crossings and Safety Improvements

- 6 Locations for Pedestrian Crossing Improvements



## Streetscape Improvements

- Streetscape Corridor Improvements (Includes Enhanced Crossings)



# FULL PLAN: PHASING AND PRIORITIES

This table summarizes the phasing, outlines preliminary planning level costs and responsible parties. This is the meat of the plan that can be used to review progress. The intent is to use this table as a live document and to update with new projects and funding partners over time. This table corresponds to the maps illustrated in the previous pages (i.e. the Phase I column corresponds to the Phase I map and the Full Plan includes the Phase I, Phase II, and Phase III columns in this table).

Categories	Description	Total Estimated Cost	Funding			Potential Funding Source
			Potentially Funded	Unfunded		
			Phase 1 (Short-term)	Phase 2 (Mid-term)	Phase 3 (Long-term)	
<b>District Definition and Branding</b>						
Gateways	7 Primary and 3 Secondary Gateways	\$600,000	\$250,000	\$350,000		(City) Innovation District Dedicated
Wayfinding Signs	City Wayfinding	\$50,000		\$50,000		TBD: (City) Transportation (Wayfinding Program)
Pedestrian Crossings (Connectivity)	4th Street and 3rd Street	\$330,000	\$210,000	\$120,000		(City) Transportation (Complete Streets) (Ph 1), TBD (Ph 2)
Painted Intersections/Public Art	4 Painted Intersections, Overpass Public Art	\$60,000	\$30,000	\$30,000		(City) Innovation District Dedicated
Sub Station Up Lighting	Lighting on periphery of sub station	\$30,000		\$30,000		Private Funding
Pole Banners	Banners at approximately 200 poles	\$60,000	\$60,000			(City) Innovation District Dedicated
LED on Painted Poles	Approximately 200 poles	\$300,000	\$100,000	\$200,000		(City) Innovation District Dedicated
Public Art Program					TBD	TBD
<b>Sub-Total</b>		<b>\$1,430,000</b>	<b>\$650,000</b>	<b>\$780,000</b>	<b>\$0</b>	
<b>Streetscape Improvements</b>						
6th Avenue S (3rd Street to MLK)		\$4,200,000	\$2,000,000	\$2,200,000		
Streetscape Improvements	Reduce lanes, Landscaping, Roadway, Bike Improvements	\$2,500,000	\$2,000,000	\$500,000		(City) Transportation (City Trails), Resurfacing Program
Alternate Improvements	Enhanced Sidewalks, Lighting, Landscaping	\$1,700,000		\$1,700,000		TBD
4th Street S (6th Avenue to 18th Avenue)		\$2,260,000	\$230,000	\$1,010,000	\$1,010,000	
6th Avenue to 7th Avenue Streetscape	Landscaped Medians and Lighting	\$230,000	\$230,000			(City) Innovation District Dedicated
7th Avenue to 18th Streetscape	Landscaped Medians and Lighting	\$2,020,000		\$1,010,000	\$1,010,000	TBD
5th Street S (6th Avenue to 8th Avenue)		\$660,000	\$330,000		\$330,000	
Initial	Removal of parking, Landscaping, Pedestrian Promenade (one-side)	\$330,000	\$330,000			(City) Innovation District Dedicated
Ultimate	Removal of parking, Landscaping, Pedestrian Promenade (other side)	\$330,000			\$330,000	TBD
3 <sup>rd</sup> Street South (6th Avenue to Newton Avenue)		\$590,000		\$240,000	\$350,000	
Streetscape Improvements	Landscaping, Pavers at Intersections	\$240,000		\$240,000		
Alternate Improvements	New Lighting	\$350,000			\$350,000	
6th Street (5th Avenue to 9th Avenue)		\$730,000		\$620,000	\$110,000	
Streetscape Improvements	Reduce lanes, Landscaping, Roadway	\$620,000		\$620,000		
Alternate Improvements	New Lighting	\$110,000			\$110,000	
1st Street (6th Avenue to Dali Blvd)		\$200,000		\$120,000	\$80,000	
Streetscape Improvements	Separated Bicycle facility, Resurfacing	\$120,000		\$120,000		
Alternate Improvements	New Lighting	\$80,000			\$80,000	
Other Opportunities						
1st Street (South of 6th Avenue to 8th Avenue)	Landscaping and Lighting, Bicycle and Pedestrian Connections					
11th Avenue	Landscaping and Lighting, Bicycle and Pedestrian Connections					
5th Avenue S	Landscaping, Lighting, Wayfinding (Some Lighting and Banners in Phase 1)					
8th Avenue	Landscaping and Lighting, Bicycle and Pedestrian Connections					
8th Street and 9th Street Improvements	Re-configure and connections to Tropicana Field, neighborhoods					
Poynter Park Improvements	Connections to park, bicycle/ped path along waterfront					
7th, 8th, 9th Avenue	One-Way to Two-Way Street Re-configuration					
<b>Sub-Total</b>		<b>\$8,640,000</b>	<b>\$2,560,000</b>	<b>\$4,190,000</b>	<b>\$1,880,000</b>	
<b>Total (District Definition and Branding / Streetscape Improvements)</b>		<b>\$10,070,000</b>	<b>\$3,210,000</b>	<b>\$4,970,000</b>	<b>\$1,880,000</b>	

# DISTRICT DEFINITION: GATEWAY CONCEPTS

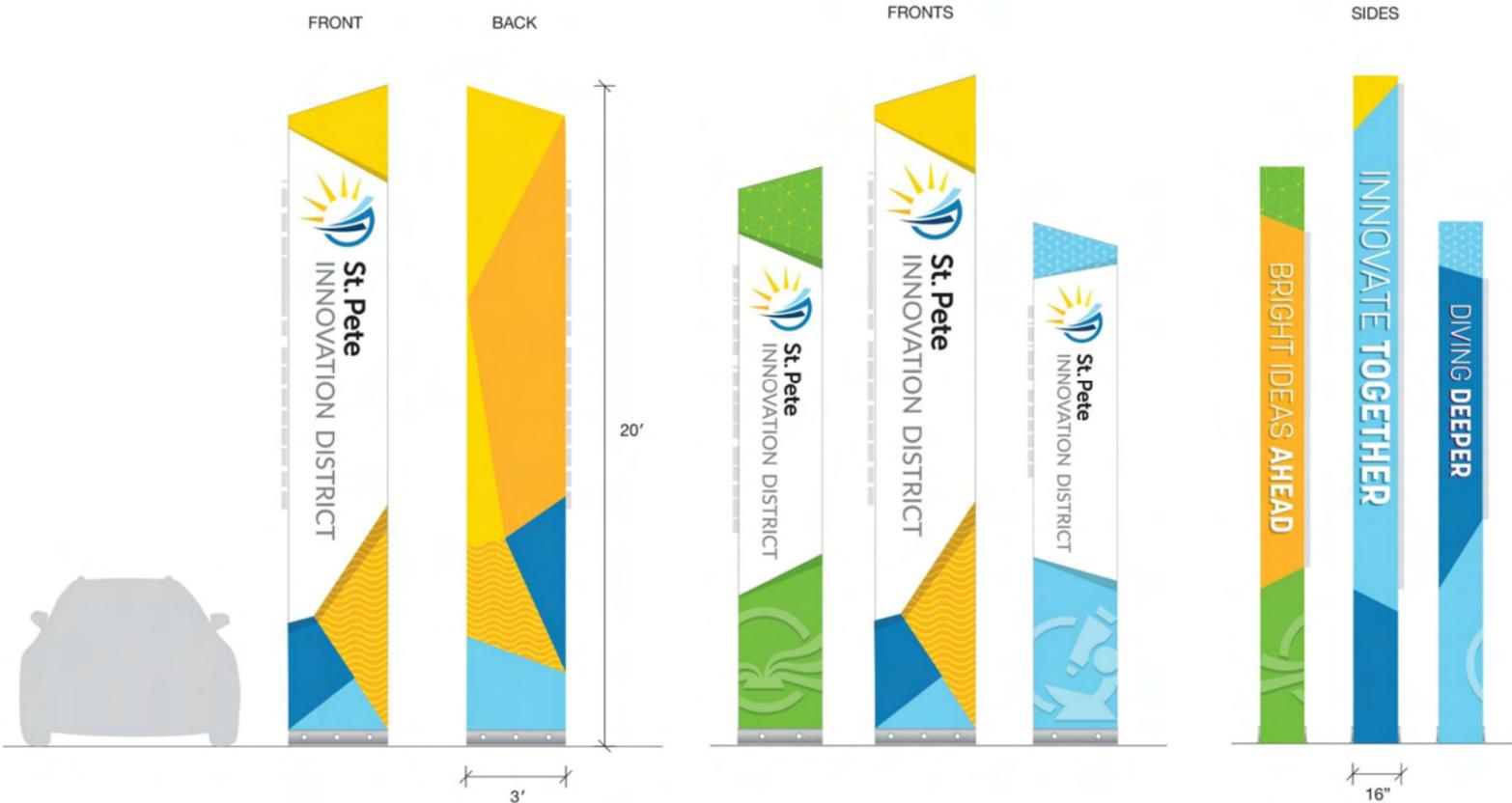
The next few pages show illustrative concepts for gateways, pole banners as well as signage. These are meant as concepts and will be refined as part of a design phase.

## Gateways/Monument Sign Concepts

Two concepts were developed. During the final Innovation District Board meeting on March 8, 2017 it was agreed that Concept B was preferred.

### Gateway Concept: Option A

This gateway option includes colors that represent the brand with slogans on the sides.



Day time representation including painted intersection with painted poles.

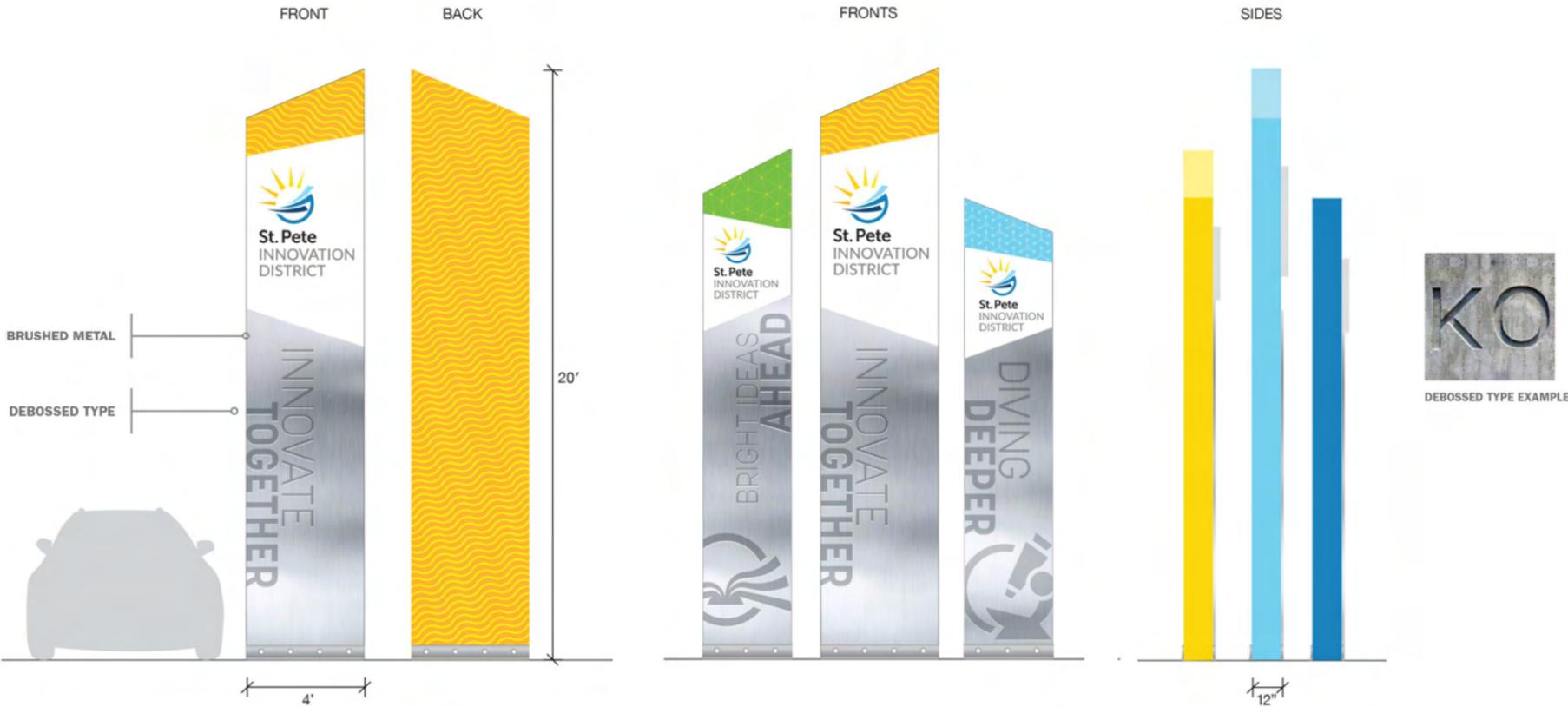


Night time representation including painted intersection with painted poles and LED lighting strips.

# DISTRICT DEFINITION: GATEWAY CONCEPTS

## Gateway Concept: Option B

This gateway option includes debossed type brushed metal near the bottom with the top being translucent (backlit at night). The sides would illuminate at night as well. Again this was the preferred option.



Day time representation including painted intersection with painted poles.



Night time representation including painted intersection with painted poles and LED lighting strips.

# DISTRICT DEFINITION: BANNER CONCEPTS

Below are the banner concepts that have been developed. There are several areas within the District that include hardware currently or have banners. The intent would be to include the brand along with institutions where feasible. These are concepts that would be developed further in a design phase and coordinated with the Innovation District Board members.

## Single Banners



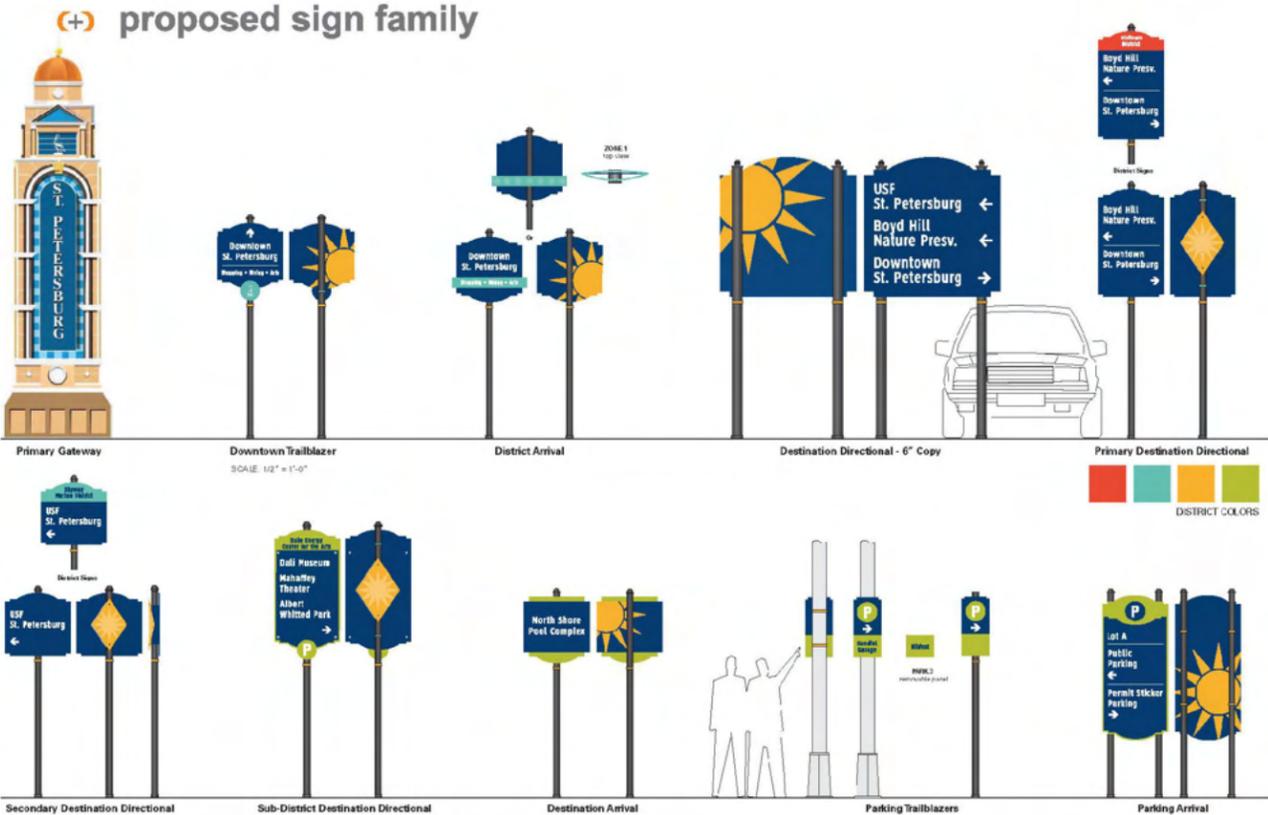
## Multiple Banners



# DISTRICT DEFINITION: SIGNAGE AND WAYFINDING CONCEPTS

Below is the proposed wayfinding sign family that the city is pursuing. During the development of the plan it was discussed that the city will be using this sign family throughout the city. A recommendation is to use the Innovation District logo and color scheme to utilize the city-wide sign family while also differentiating from other areas of the city. Another recommendation is to look into pedestrian scale wayfinding.

## City-wide Proposed Wayfinding Sign Family



## Use of Innovation District Logo & Color Scheme with City-wide Wayfinding



# STREETSCAPE IMPROVEMENTS: CONCEPTS AND STREET FUNCTION

The following pages will provide more detail on the streetscape improvements identified in the phasing plan primarily for Phase I. The streetscape improvements include:

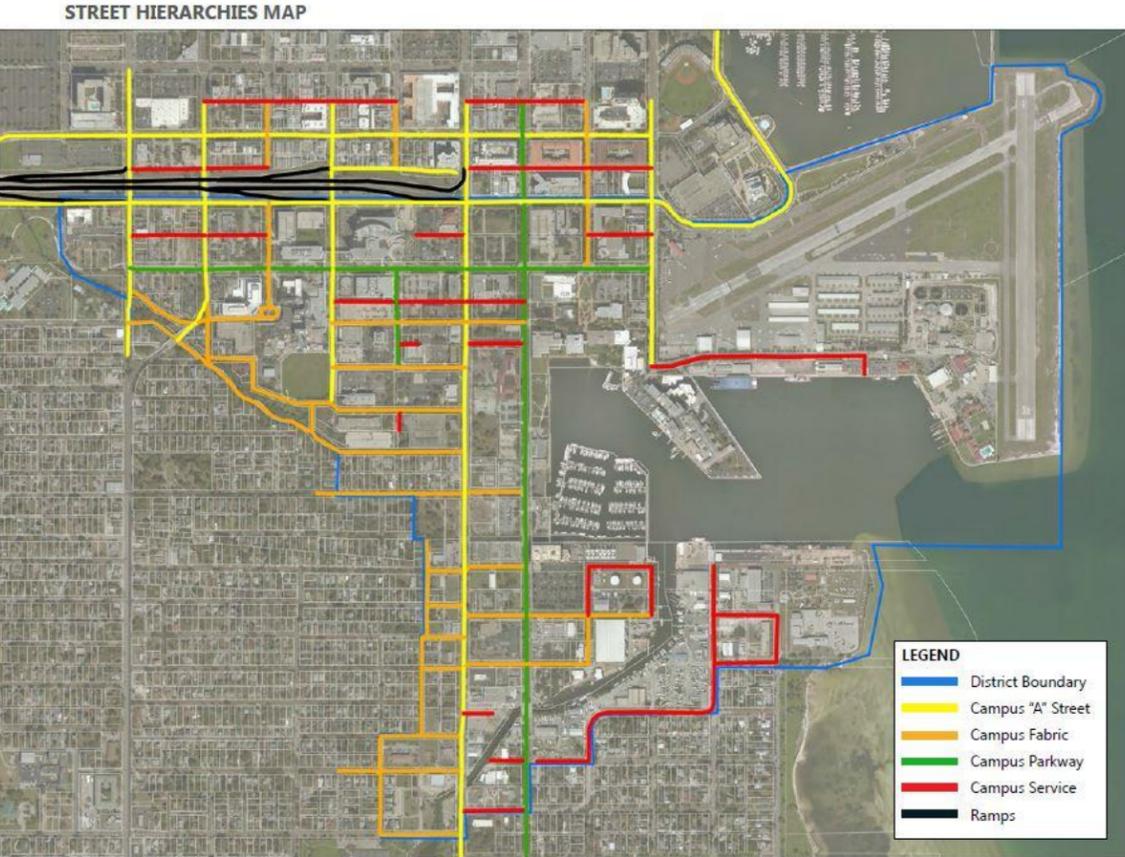
- 6<sup>th</sup> Avenue S
- 5<sup>th</sup> Street S
- 4<sup>th</sup> Street S

The concepts were developed through coordination with city staff as well as with stakeholders through the engagement described previously.

The concepts were also prioritized by several criteria such as they:

- Provide connectivity,
- Mentioned specifically at the charrette,
- Provide added walkability or bicycle facilities (including landscaping, shade, walkability, safety),
- Increased lighting and security
- Provide hardscape improvements

While the focus was on the framework streets mentioned previously, it is the intent that these concepts can be replicated based on their context. The concepts included complete street recommendations that fit the context and function of each roadway. For example, 4<sup>th</sup> Street is more vehicular in nature while 5<sup>th</sup> Street, 6<sup>th</sup> Avenue S, and 3<sup>rd</sup> Street are more geared towards pedestrians and bicyclists. The map to the right is a modified version of the Street Hierarchies map found in the Visioning Summary.



**Campus "A" Street** █  
 Campus A Streets are the roads with more vehicular traffic which balance multimodal aspirations.

**Campus Parkway** █  
 Special streets for pedestrians with park-like atmospheres.

**Campus Fabric/Service** █ █  
 Primarily minor roads that are used to connect the service areas.

Street Hierarchies map. Concepts or improvements shown for the specific corridors identified in the following pages can be applied to other corridors that have similar context.

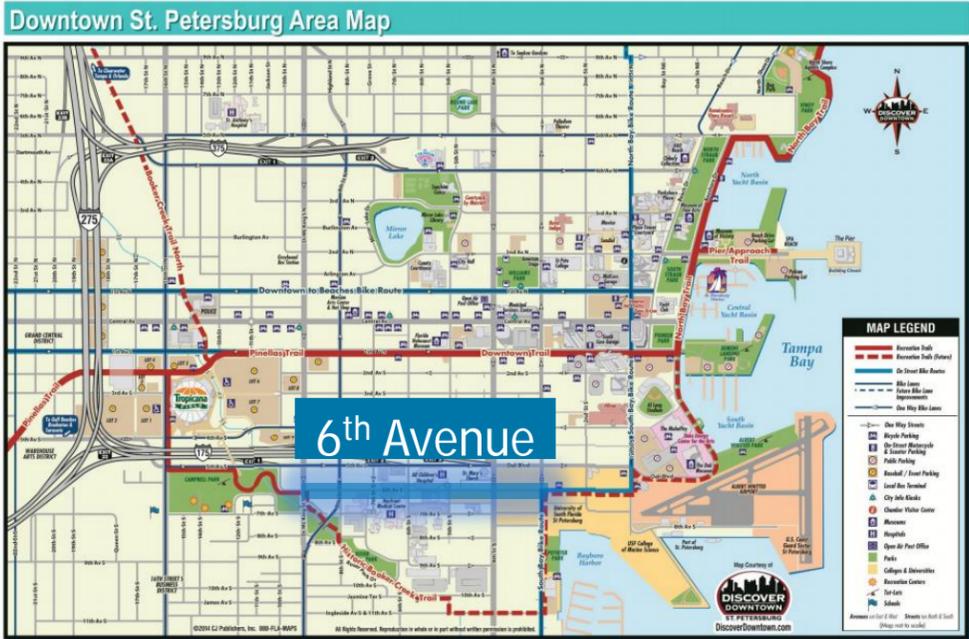
Source: St. Petersburg Visioning Summary

# STREETSCAPE IMPROVEMENTS: 6<sup>th</sup> Avenue S

The creation of a “main street” for the District, that is pedestrian and bicycle friendly including shade with wide sidewalks and safe crossings that encourage activity was the focus for the concept on 6<sup>th</sup> Avenue S. Also paramount was allowing emergency access.

A lane reduction from 4 lanes to 3 lanes with a raised median mid-block was recommended. With the improvements to I-175 (a new ramp from 4<sup>th</sup> Street northbound) it is envisioned that traffic volumes on 6<sup>th</sup> Avenue will be reduced. As they stand now, one lane in each direction along with the left turn lanes at the intersections is sufficient to meet existing and future demand.

The improvement of 6<sup>th</sup> Avenue S presents an opportunity to leverage city funds as a portion is up for resurfacing and the city applied funds originally intended for the Booker Creek trail in order to provide an east-west bicycle connection. The concept includes a 10 foot “cycle track” or separated bicycle path on the south-side of the roadway that is well positioned to connect a gap in St. Petersburg’s trail network. It would connect to the trail just west of MLK that goes west to the Pinellas Trail. On the east side it would connect to the trail at USFSP that connects to the waterfront and the North Bay Trail.



6<sup>th</sup> Avenue S between 3<sup>rd</sup> Street and 4<sup>th</sup> Street facing east

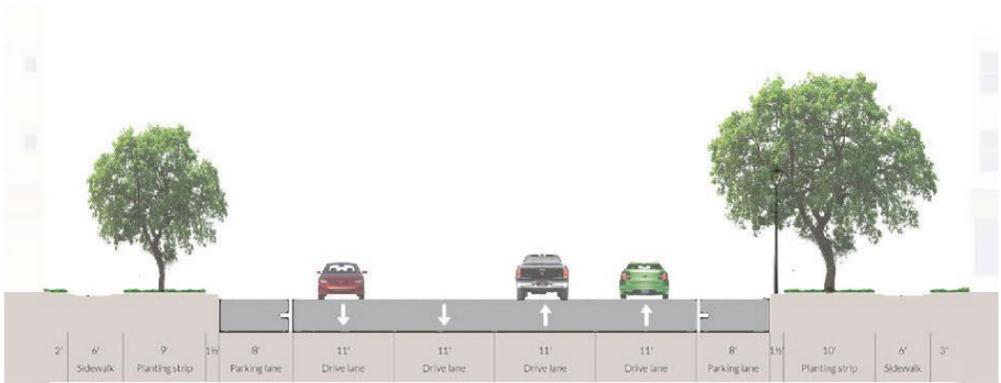


Proposed Section looking west on 6<sup>th</sup> Avenue S

# STREETSCAPE IMPROVEMENTS: 6<sup>th</sup> Avenue S

Below are sections and a plan view for the improvements. A PSTA Bus Rapid Transit (BRT) stop is also being proposed on the southside of 6<sup>th</sup> Avenue between 3<sup>rd</sup> and 4<sup>th</sup> Street and would need to be coordinated further with this project in the design phase. The section between 3<sup>rd</sup> and 4<sup>th</sup> Street will likely vary from the proposed section below (i.e. 18' would be needed for the Transit Station which can be accomplished by removing a parking lane and utilizing the buffer near the Cycle Track. Lane widths, including the median, would also be reviewed to accommodate the transit vehicles).

Existing Typical Section



Proposed: Section



Proposed: Plan View



Potential Gateway Plaza.

# STREETSCAPE IMPROVEMENTS: 5<sup>th</sup> Street

The 5<sup>th</sup> Street concept includes the creation of a “pedestrian promenade.” 5<sup>th</sup> Street connects parking areas south of 8<sup>th</sup> Avenue South to Johns Hopkins/All Children’s entrance at 6<sup>th</sup> Avenue South. It also includes the new Research and Education Center on the east side. Currently the parking areas are accessed by a shuttle. It’s an underutilized pedestrian street based on the short walking distance.

The concept includes eliminating the parking lane and replacing with pedestrian paved areas and additional landscaping/shade. It is envisioned that this project would be phased with additional landscaping and shade being put in place north of 7<sup>th</sup> Avenue as a second phase. The lanes are also narrowed and the sidewalk on the west side is increased significantly to 12 feet. The sidewalk/pedestrian plaza includes additional public space that could be used for seating areas for rest/reflection for hospital visitors and employees. It also includes space potentially for vendors. This project would also be coordinated with a potential Downtown Looper route.

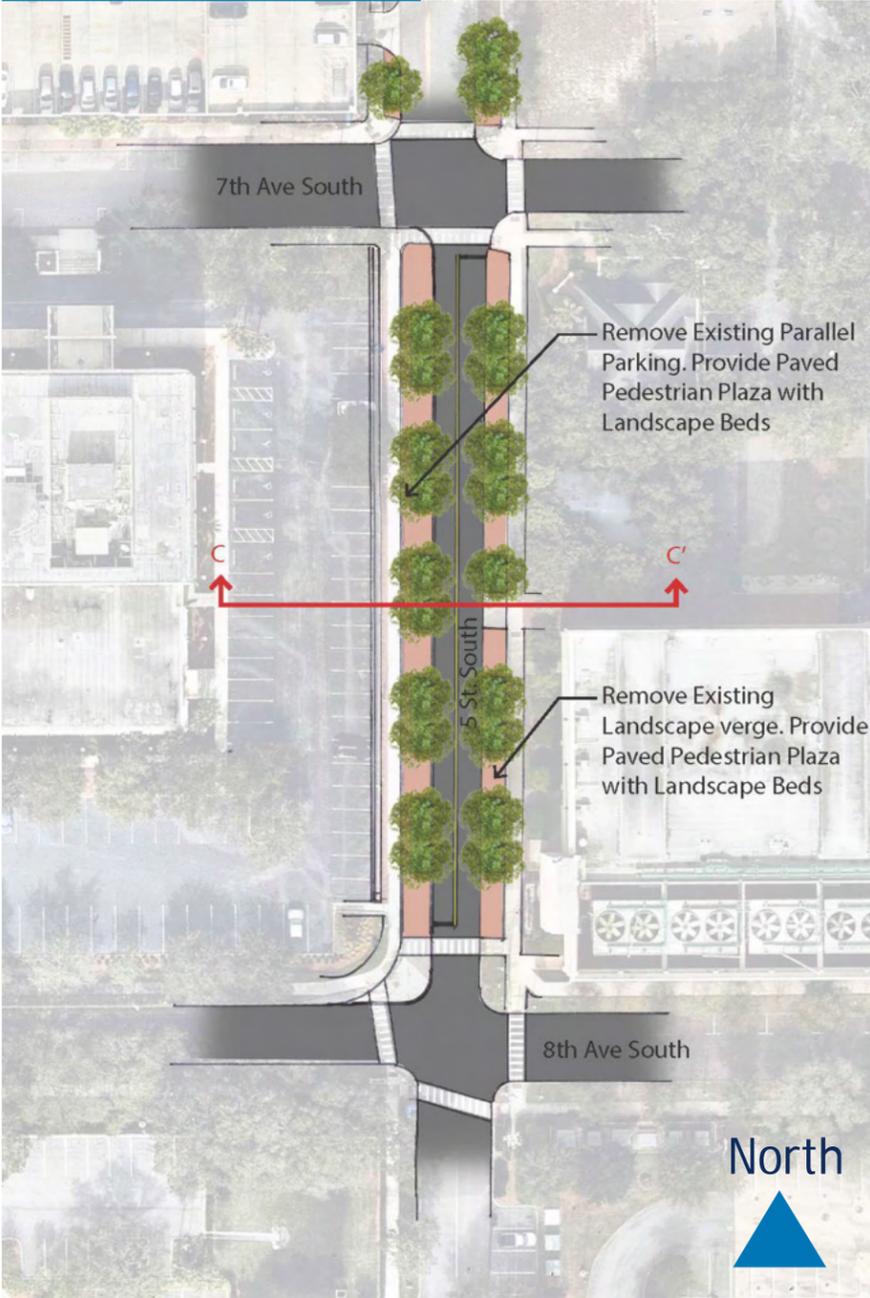
The following page provides more detail.



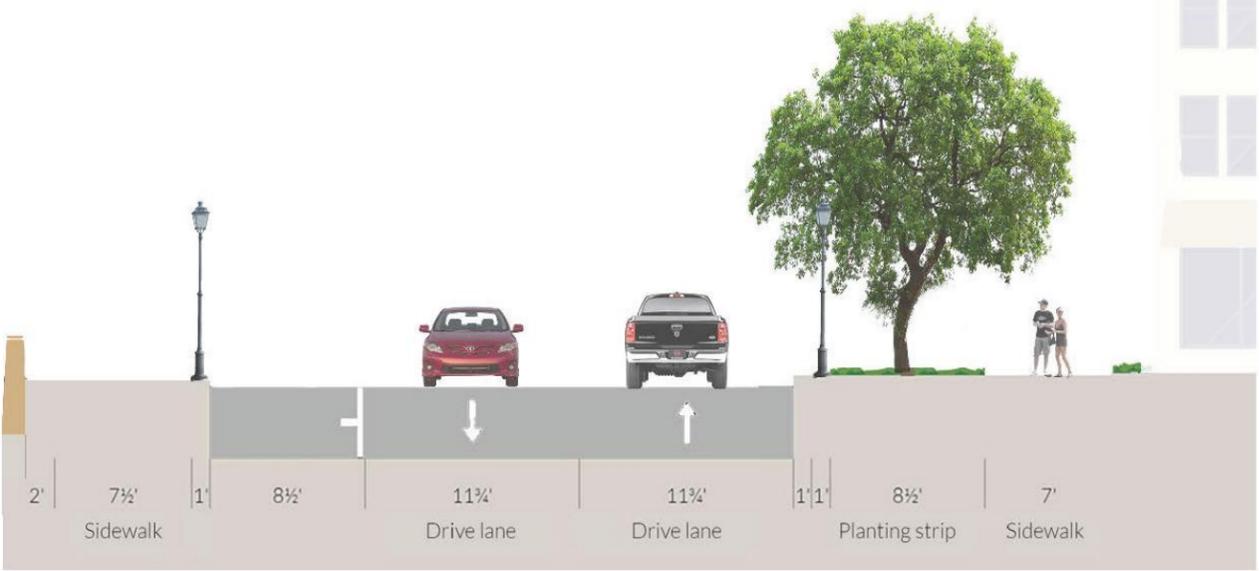
5<sup>th</sup> Street near 8<sup>th</sup> Avenue S facing north

# STREETSCAPE IMPROVEMENTS: 5<sup>th</sup> Street

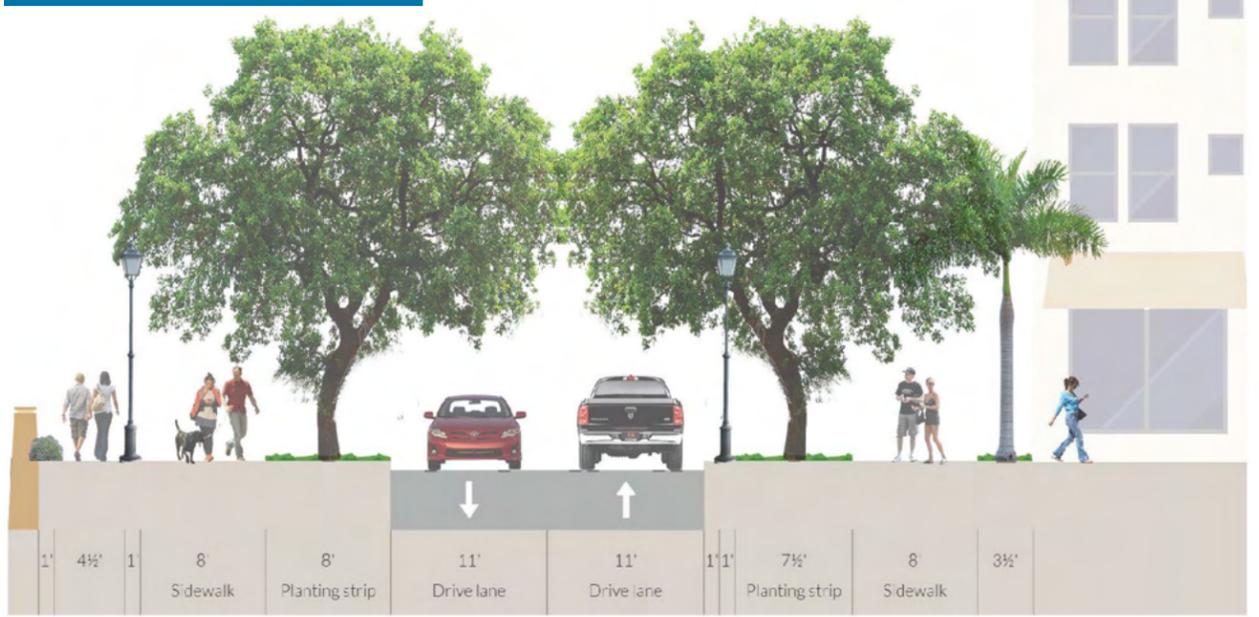
Proposed: Plan View



Existing Typical Section



Proposed: Section



# STREETSCAPE IMPROVEMENTS: 4<sup>th</sup> Street

The 4<sup>th</sup> Street concept, like other concepts, keeps the curbs intact to reduce costs. This concept includes reducing the lanes widths from 12 feet to 11 feet with the benefit of slowing vehicles down. Additional crossings are provided with curb extensions at certain key intersections. The space provided by reducing lane widths is reallocated to creating a landscaped median (which doubles as a left turn lane at key intersections). The purpose of the landscaped median is to beautify the corridor, but to also reinforce slower speeds and to make a statement that one is entering a different area.

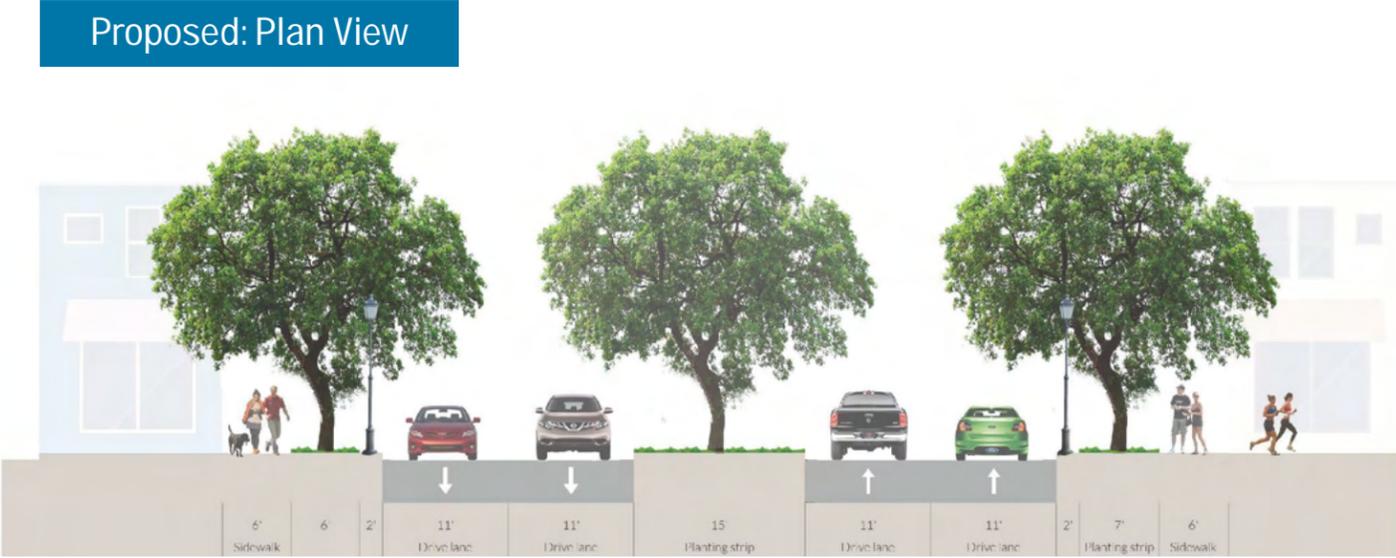
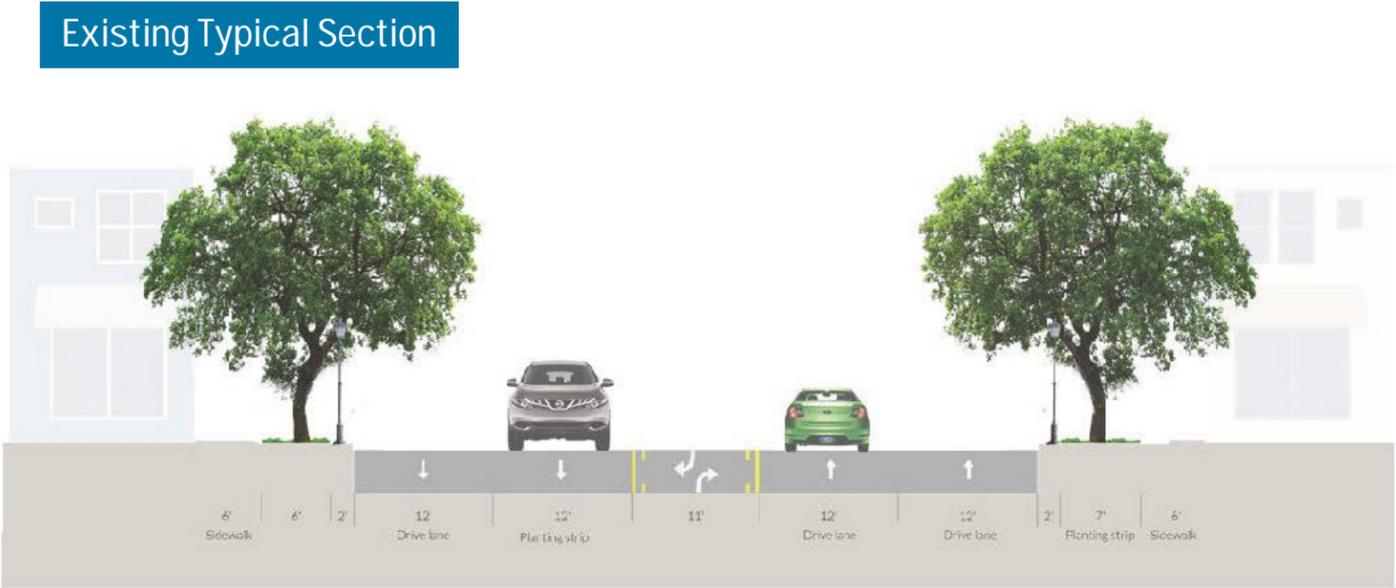
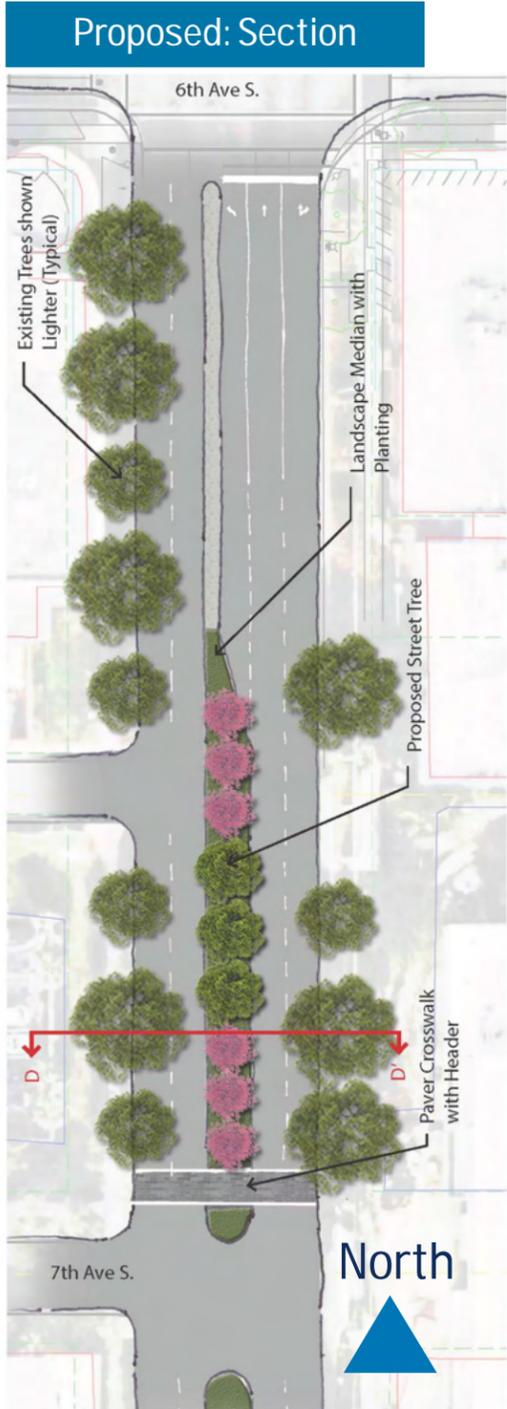
The landscaped median also provides a pedestrian refuge for the crosswalk detailed on the next page that is intended to provide a connection from the Kate Tiedemann Business School to the west side of 4<sup>th</sup> Street near 8<sup>th</sup> Avenue South. The major benefit of this concept is to knit the two sides of the Innovation District which are currently separated by 4<sup>th</sup> Street.

The following page provides more detail.



4<sup>th</sup> Street near 7<sup>th</sup> Avenue S facing north

# STREETSCAPE IMPROVEMENTS: 4<sup>th</sup> Street



# NEXT STEPS

The Streetscape and Connectivity Concept Plan included significant stakeholder and city outreach to develop improvements and concepts that were prioritized with a consensus. The concepts included lower cost improvements with the point of advancing implementation priorities in order to provide more immediate placemaking benefits for the District. Below are recommended next steps.

## Short-Term

- Implement Phase 1 priorities
- Complete design and construction
- Program Poynter Park
- Research public art opportunities (develop public art plan)
- Implement transit improvements

## Mid-Term

- Implement Phase 2 priorities
- Create street team for District
- Look for funding partnerships and make assignments
- Further improvements to Poynter Park and waterfront
- Implement additional public art opportunities
- Analyze the need for joint parking garage

## Long-Term

- Implement Phase 3 priorities
- Continue to tie in with Complete Streets Implementation Plan
- Continue to look for funding partnerships
- Continue improvements and connections to downtown, neighborhoods, waterfront, Tropicana Field as well as 1<sup>st</sup> Street and 8<sup>th</sup> Avenue streetscapes and activation.



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