



Public Workshop

July 25, 2024



AGENDA

- Introductions
- Objective of the Neighborhood Plan
- Neighborhood Planning Approach
- Analysis
- Community Input
- Plan Contents



INTRODUCTIONS





NEIGHBORHOOD PLAN PROCESS



WHAT IS A NEIGHBORHOOD PLAN

Community Engagement effort that:

- Involves impacted Stakeholders (property owners, residents, business owners, & other entities) (In-Touch & Inclusive)
- Identifies Residents' Priorities (Intentional)
- Outlines a Vision for Neighborhood (Innovative)
- Suggests Potential Strategies for the Future (Informed & Impactful)



NEIGHBORHOOD PLANS

Benefits

- Helps to define future direction for the neighborhood
- Engages stakeholders
- Increases neighborhood involvement and participation
- Increase involvement in neighborhood/business associations
- Provides residents' interests to the neighborhood association for future association programs/projects
- Identifies needs and issues
- Provides insight to the City staff on neighborhoods' priorities
- Opportunity to learn about City resources and efforts that may help address priorities.
- Assists in identifying community needs during annual budget process

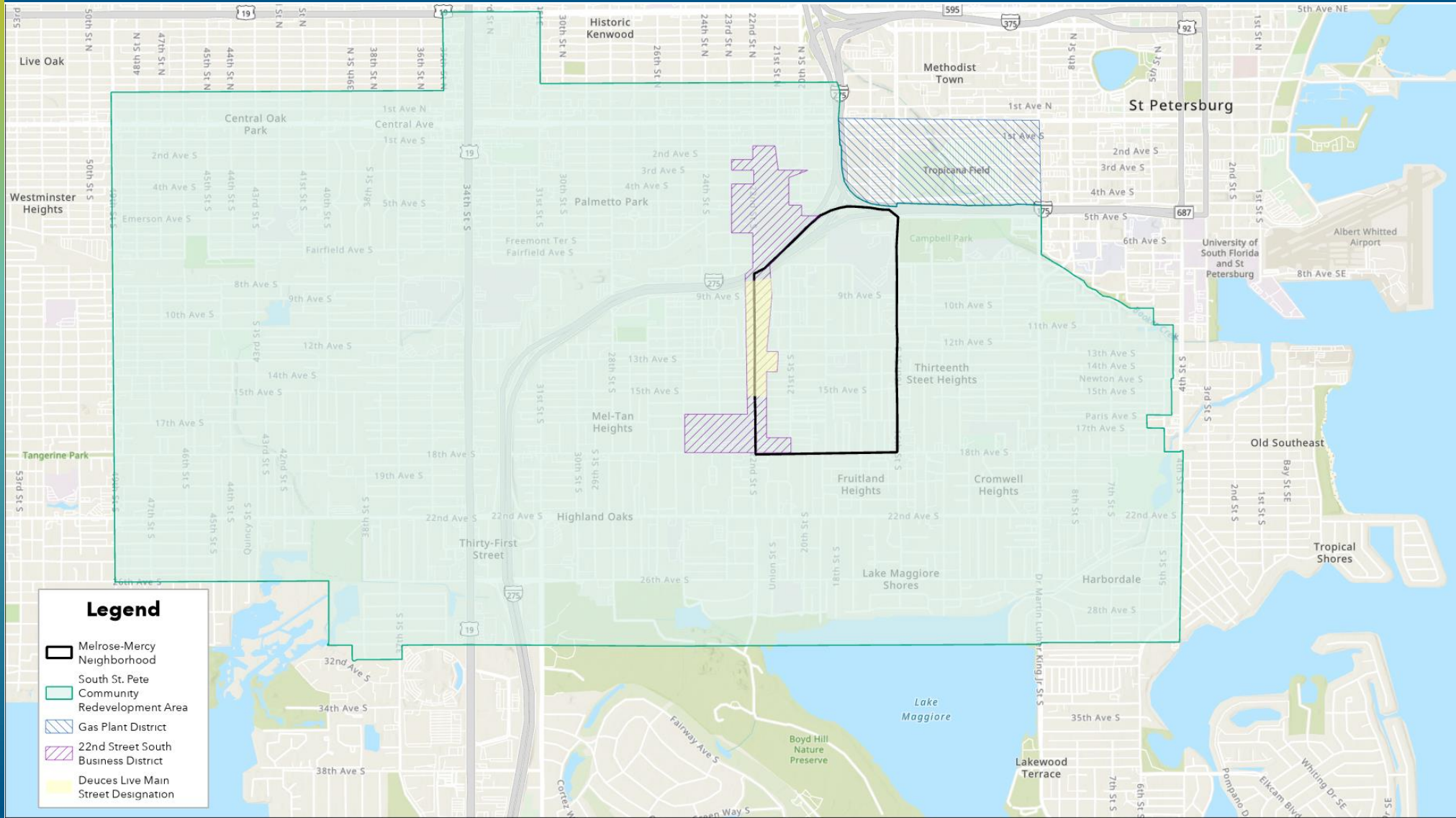
NEIGHBORHOOD PLAN HISTORY IN ST PETE

- People leaving downtown
- Businesses closing
- Increased building vacancy rates
- Neighborhoods around downtown declining
- Strategy to assist neighborhoods closest to downtown
 - Increased crime
 - Higher percentage of rental properties/absentee owners
 - Code Violations
 - Boarded/Vacant Buildings

NEIGHBORHOOD PLAN UPDATES

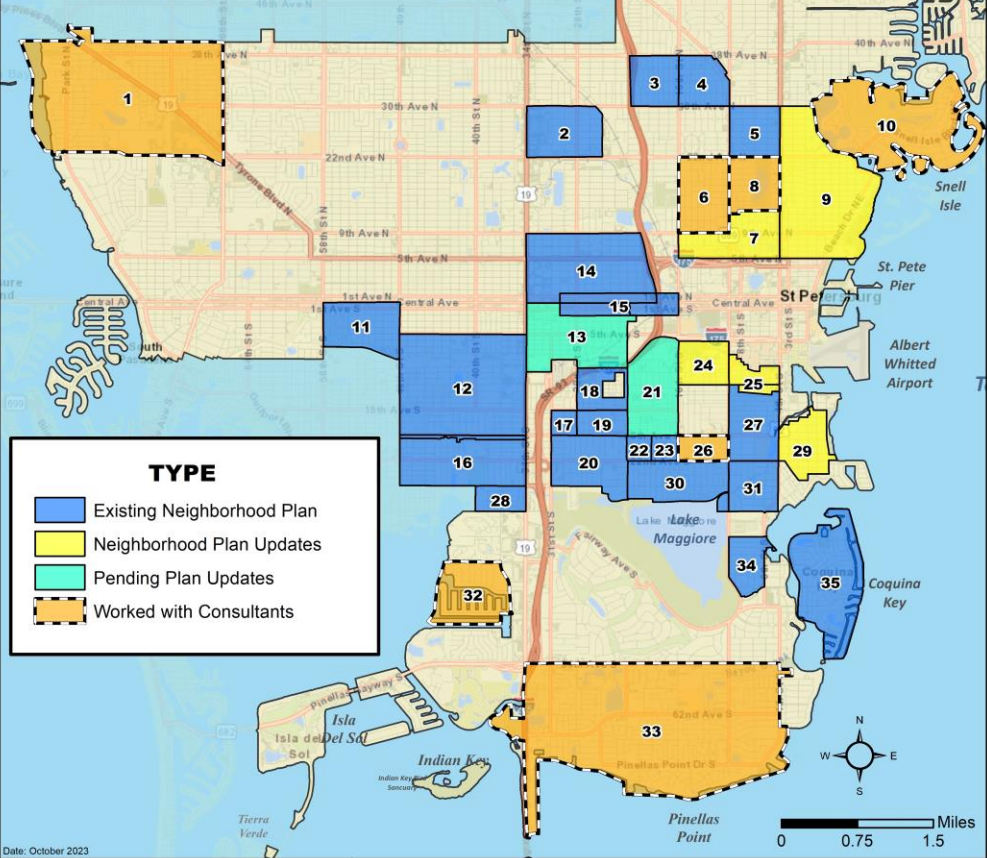
- **Areas of interest – South St. Petersburg CRA**
 - Neighborhoods closest to Historic Gas Plant Redevelopment site [Historic Gas Plant District Redevelopment \(stpete.org\)](http://stpete.org)
- **Protecting neighborhood character & assets**
- **Identifying changes from earlier plans**
- **Increase resident engagement in concurrent efforts**
 - South St. Pete CRA Mobility Study [Connecting South St. Pete CRA \(stpete.org\)](http://stpete.org)
 - WADA/Deuces Live Plan [Warehouse Arts District Deuces Live Action Plan.pdf \(revize.com\)](http://revize.com)
 - Reconnecting Neighborhoods – (interstate) [Mayor Ken Welch and U.S Representative Kathy Castor Request Funding for South St. Pete \(stpete.org\)](http://stpete.org)
 - Rays Baseball [Rays Baseball Newsletter Sign Up](http://stpete.org)

NEIGHBORHOOD PLAN UPDATES



NEIGHBORHOOD PLANS

Number	Name	Number	Name
1	JUNGLE TERRACE CIVIC ASSN	19	PERKINS NBRHD ASSN
2	PONCE DE LEON NBRHD ASSN	20	HIGHLAND OAKS NBRHD ASSN
3	OAKWOOD GARDENS NBRHD ASSN	21	MELROSE MERCY NBRHD ASSN
4	MAGNOLIA HEIGHTS NBRHD ASSN	22	CASLER HEIGHTS NBRHD ASSN
5	CRESCENT HEIGHTS NBRHD ASSN	23	FRUITLAND HEIGHTS NBRHD ASSN
6	EUCUD-ST PAUL NBRHD ASSN	24	CAMPBELL PARK NBRHD ASSN
7	HISTORIC UPTOWN NBRHDS	25	HISTORIC ROSER PARK NBRHD ASSN
8	CRESCENT LAKE NBRHD ASSN	26	CROMWELL HEIGHTS NBRHD ASSN
9	HISTORIC OLD NORTHEAST NBRHD ASSN	27	BARTLETT PARK NBRHD ASSN
10	SNELL ISLE PROPERTY OWNERS ASSN	28	PERRY BAYVIEW NBRHD ASSN
11	WESTMINSTER HEIGHTS NBRHD ASSN	29	OLD SOUTHEAST NBRHD ASSN
12	CHILDS PARK NBRHD ASSN	30	LAKE MAGGIORE SHORES NBRHD ASSN
13	PALMETTO PARK NBRHD ASSN	31	HARBORDALE NBRHD ASSN
14	HISTORIC KENWOOD NBRHD ASSN	32	BROADWATER CIVIC ASSN
15	GRAND CENTRAL	33	GREATER PINELLAS POINT CIVIC ASSN
16	TWIN BROOKS NBRHD ASSN	34	LAKEWOOD TERRACE NBRHD ASSN
17	MEL-TAN HEIGHTS NBRHD ASSN	35	COQUINA KEY PROPERTY OWNERS ASSN
18	WILDWOOD HEIGHTS NBRHD ASSN		



Neighborhood Planning Areas

- *City initiated: 28
- *Neighborhood initiated: 6
- *Other: 1 (SPHA)

Total: 35





WE ARE ST. PETE

EDUCATION & YOUTH
OPPORTUNITIES

EQUITABLE
DEVELOPMENT, ARTS
& BUSINESS
OPPORTUNITIES

NEIGHBORHOOD
HEALTH & SAFETY

HOUSING
OPPORTUNITIES
FOR ALL

ENVIRONMENT,
INFRASTRUCTURE
& RESILIENCE

PILLARS FOR PROGRESS

PRINCIPLES FOR ACCOUNTABLE AND RESPONSIVE GOVERNMENT

IN-TOUCH

Our approach will be hands-on, active in the community, and collaborative with constituents.

IMPACTFUL

We will ask the question: "Will it improve the quality of life for the people of St. Petersburg?"

INCLUSIVE

Everyone will have a seat at the table, every constituent will be heard, and every employee will be valued.

INNOVATIVE

We will embrace new technologies, new ideas, and creative partnerships to implement effective solutions and improve constituent services.

INTENTIONAL

We will incorporate equity into all policies, to ensure that our growth benefits our entire community.

INFORMED

We will be guided by best practices, facts, science, and our city's history.

Mayor
KENNETH T. WELCH
CITY OF ST. PETERSBURG

St. Petersburg will be a diverse, vibrant city guided by principled progress and intentional inclusivity where innovation, partnerships, and ingenuity create opportunity for all.



MELROSE-MERCY
NEIGHBORHOOD PLAN

NEIGHBORHOOD PLANS

Common Elements

- Infrastructure
- Neighborhood Identity & Branding
- Public Safety
- Parks & Recreation
- Transportation & Traffic
- Neighborhood Involvement
- Communications
- Housing & Codes
- Beautification



MELROSE-MERCY NEIGHBORHOOD PLAN 2001

- Initially, the Association worked with St Petersburg Employment and Economic Development Corporation (SEEDCO) with focus on housing and business development. DCA Grant to FAMU who contracted with SEEDCO.
- City staff was then engaged (Phase IV) which then resulted in the development of the Melrose-Mercy Neighborhood Plan and recommendations.
- City Funding: \$100,000 for plan improvements and \$350,000 (for sidewalks in two neighborhood planning areas).
- Projects: Landscaping (9th, 15th & 18th Aves S), identity signs (4), decorative lighting (9th & 15th Aves S), traffic calming (separate funding), sidewalks (repair and construction) – completed.
- % of plan completed – 85% or more – neighborhood-based items may have existed in past years (newsletters, block captains, events, community programs, housing programs)



MELROSE-MERCY NEIGHBORHOOD PLAN UPDATE

- Funding for Plan Update projects: \$50,000 (Neighborhood Relations) plus \$\$ from South CRA for neighborhood plan projects. CRA funding will be based on projects identified not funded through Neighborhood Relations. Funding for trees available (tree mini-grant)
- Consultant: \$125,000 to assist with data, input collection, prepare materials and final draft document
- City: Neighborhood Relations is lead department in partnership with other areas depending on areas of residents' interest (Economic Development & Workforce, Transportation, Planning, Police, Parks & Rec, public work areas)
- Area of Focus: Melrose Mercy (16th – 22nd Streets South from I-275 to 18th Ave S)



NEIGHBORHOOD PLANS

Process

1. **Brainstorming**
2. **Prioritize/Categorize Ideas**
 - Elements (Concerns)
3. **Committees**
 - Planning Committee (Group as a whole) or
 - Element Subcommittees
4. **Data Collection & Review**
5. **Plan Approval Process**
 - Neighborhood-wide notice
 - South CRA Citizen Advisory Committee (CAC)
 - Community Planning & Preservation Commission (CPPC) – public hearing
 - City Council Committee (Housing Land Use & Transportation (HLUT))
 - Committee Report to full Council

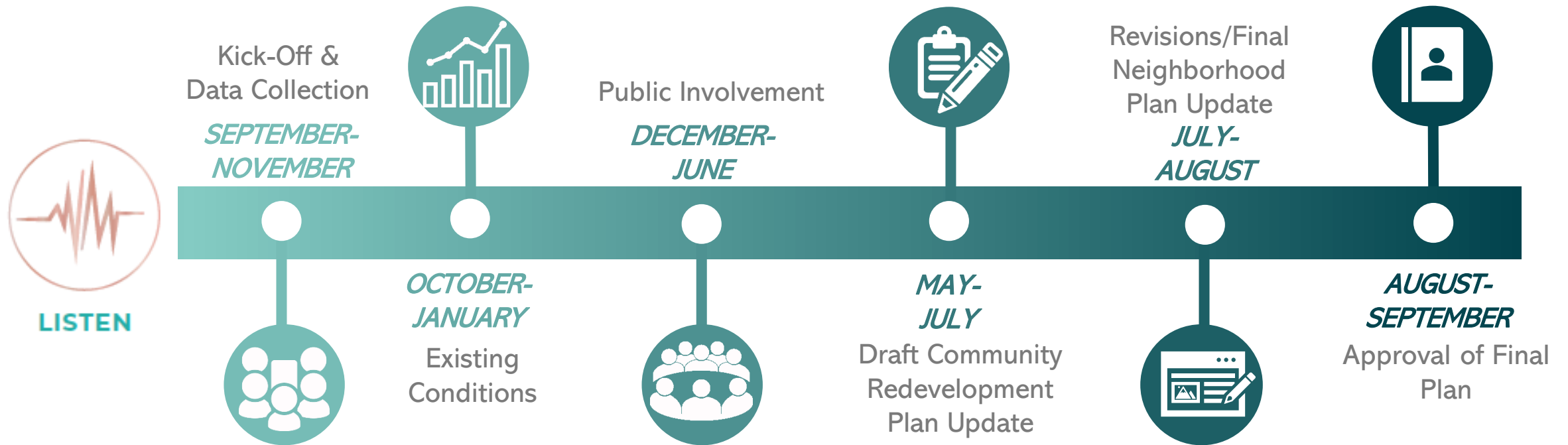




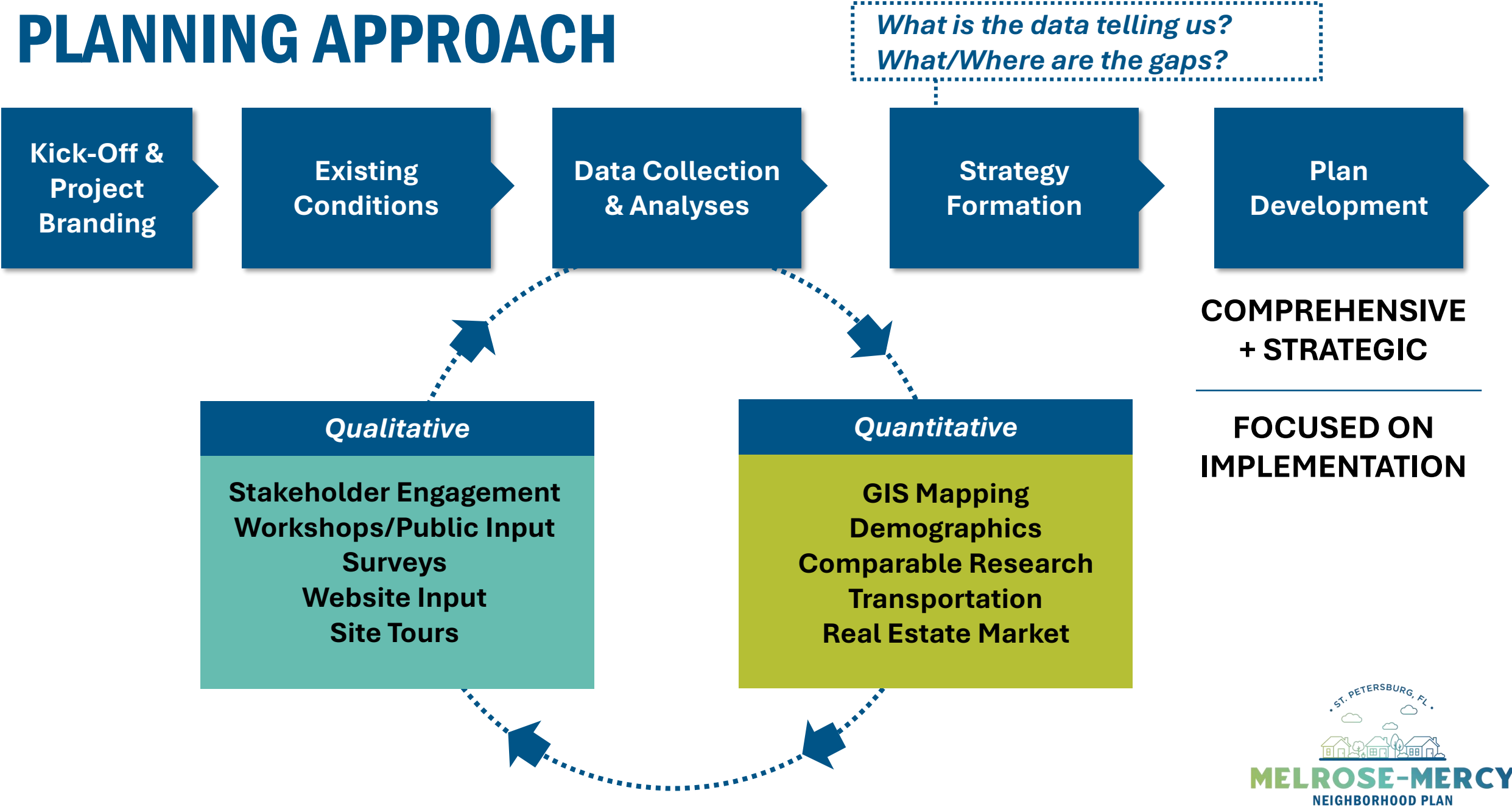
NEIGHBORHOOD PLANNING APPROACH



PLANNING APPROACH



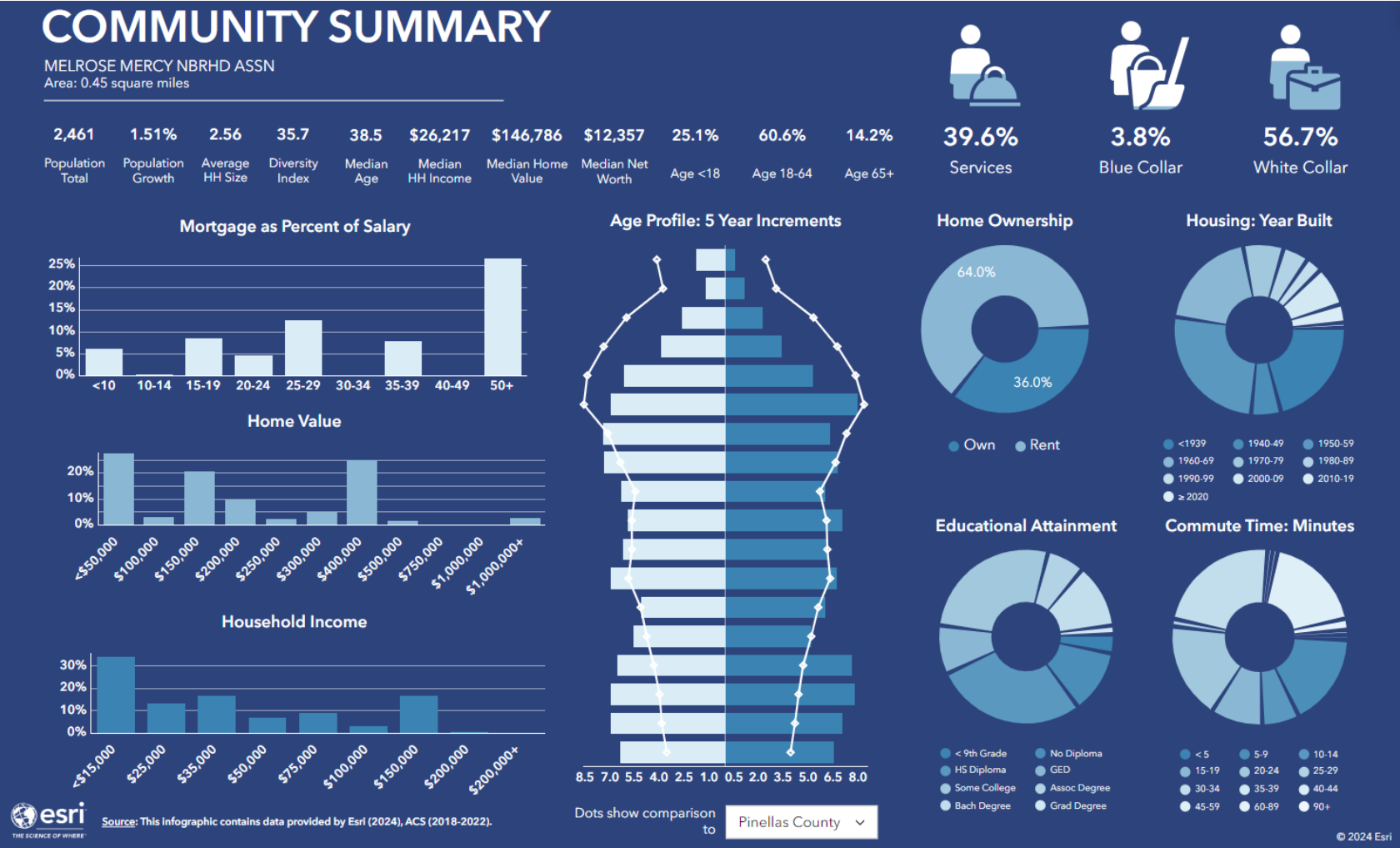
PLANNING APPROACH



Snapshot of Neighborhood Data

Sources:
ESRI, 2024

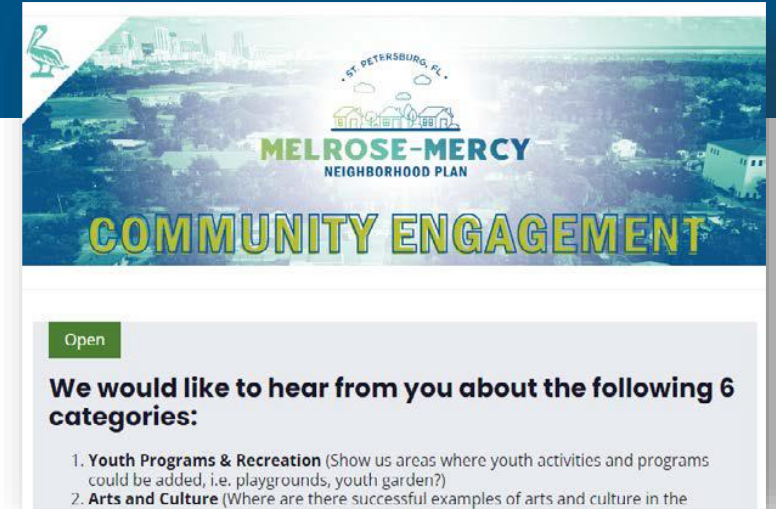
*U.S. Census Bureau,
American Community
Survey, 2018-2022.*



WHAT WE'VE DONE...

Neighborhood Field Review Existing Conditions Analysis Community Engagement / Public Workshops

- Online project site (interactive map)
- Community Survey



December 9, 2023
Neighborhood Expo



February 20, 2024
Community Workshop



April 11, 2024
Community Workshop

WHAT WE LEARNED...

- Drew priorities from the Melrose Mercy residents responses to the City's Community Surveys
- Revisited previous workshop results

This helped us identify which comments/concerns were most often shared by all the neighborhood residents

Melrose-Mercy Neighborhood Survey													
	Aug 28, 2023	Aug 29, 2023	Aug 30, 2023	Aug 31, 2023	Sep 1, 2023	Sep 2, 2023	Sep 3, 2023	Sep 4, 2023	Sep 5, 2023	Sep 6, 2023	Sep 7, 2023	Sep 8, 2023	Sep 9, 2023
Equitable Development & Business Opportunities													
City Processes													
Remove barriers for small businesses to bid on city contracts (i.e. high insurance requirements)	1												
Remove obstacles to obtain licenses and certifications		1											
Remove obstacles to navigate the bidding process for city contracts	1												
Streamline permitting process													
Improve coordination between all permitting departments													
Remove restrictions to hiring of people with felony records or who have been incarcerated	1	1											
Remove barriers for people with felony records and formerly incarcerated people to seek permits and licenses	1	1											
Alleviate insurance requirements that keep small businesses from larger contracts	1	1											
Diversify decision makers	1	1											
Clarify the CRA	1												
Expand and amend the CRA to include capital projects													
Develop a plan to improve city's contracting process													
Increase number of bidders on city contracts													
Lower the city's procurement costs													
Create a database of BIPOC businesses and minority inclusion guidelines for use in RFPs.													
Create a database of contractors who have done business with the city and provide opportunities for minorities to become subcontractors													
Implement minority business inclusion requirements for projects or developers	1												
Require a percentage of all city contracts must be given to minority owned business (ex. Baltimore requires 25%)	1	1											
Create a diversity council to highlight and mentor veteran and women/minority owned businesses	1	1											
Create an office to specifically work with and liaise with minority owned businesses	1												
Support RFP opportunities that allow collaborative responses, not just single businesses													
Reconfigure RFPs to make responses more accessible, conduct a demographic scan when bids come in and be intentional about recruiting minority owned businesses													
Design RFPs that are labor only (without need for insurance, financing, etc. capacity)													
Create business opportunities associated with environmental issues (i.e. solar panel installation, planting trees, infrastructure)	1	1											
Move city administrative services to south St Pete	1	1											
Transparency													
Regularly disclose city funding opportunities through various means	1	1											
Increase marketing, branding, and advertising													
Engage community through forums and appropriate community organizations	1												
Communicate and educate the public about programs that help businesses meet requirements	1	1											
Educate the public on programs and how to navigate them	1	1											
Equitable dissemination of contract opportunities	1												
Provide public notice for contracts above a certain dollar amount	1												

	4/11 Engagement Boards	2/20 Workshop Notes	Specific Notes
HOUSING			
TOP PRIORITY: Diversity in Housing Types, Housing Assistance/Affordability, Authentic Housing Development	11	11	
Diversity in Housing Types	6	2	ADU/Garage Apts (3), Live-Work & Mixed-Use (2), Duplex/Triplex/Quadplex (2)
Authentic Housing Development	4	2	6 façade and landscaping
Housing Rehabilitation Program	3	8	11 liens
Housing Assistance/Affordability	1	1	Infill housing development
Infill housing development	2	1	3
Housing Authority for renters			6
Generational Wealth program/ Prevent Gentrification			
CONNECTIVITY			
TOP PRIORITY: Improved Landscaping, Improved Bike/Ped Infrastructure, Improved Bus Facilities	6	2	8
Improved Bus Shelters	10	1	11
More/Improved Sidewalks/ Bike lanes	2	2	Connection on 19th St or Underpass of 275
Connection to Pinellas Trail	1	1	
Interconnectivity within neighborhood	4	4	
Connection to other neighborhoods	5	5	
Micromobility	11	2	13 maintenance/landscaping on 9th Ave, 16th St, 15th Ave (2); pave alleyways behind homes
Vehicular safety (POV's, crosswalk, intersection)			
Improved Landscaping			
WELLBEING			
TOP PRIORITY: Safety/CPTED, Community Garden/Farmers Market, Improved Recreational amenities	7	3	10
Safety / CPTED	7	7	Lighting (6), Policing/Cameras in Crime hotspot
Community Garden / Farmers Market	5	5	Sports leagues, Clean up days, Boys and Girls Club (1)
Youth Programs	1	1	Name the playlots (2), better equipment/amenities, better maintenance/safety (fencing/cameras/lighting)(3)
Playlot improvements	6	1	7 Family Friendly Activities, Festival Street, Pedestrian Plaza, Splashpads, additional playlot in SW corner, Event Space
Improved recreational amenities	3	3	Tangerine Plaza grocery store
Food access			
RESILIENCE			
TOP PRIORITY: Infill/Mixed Use Development, Attract Commercial Development, Small Business Support Programs	6	6	Improve Business Corridor, Activate between 16th Ave and 2nd St
Attract new commercial development	3	3	Improve Business Corridor
Retain existing businesses	5	1	6 Façade Grant, Business Association, Entrepreneurship Incubator
Small business support programs	7	7	Develop on Vacant Parcels / Underutilized buildings
Infill/Mixed Use Development	1	1	2
Sewage Systems			
EMPOWERMENT			
TOP PRIORITY: Signage/Gateways, Community Organizations, Educational Programs	3	1	4
Transparency	3	2	5
Educational Programs	12	12	Code Compliance (4), CPTED (2), Education (2), Housing (2), Business (1), CRA (1), City Programs (1)
Signage & Gateways	4	4	
African American Museum	3	3	Murala on underpass
Art	5	1	8 WADA (3), Campbell Park Resource Center (1)
Community Organizations: Churches & Non-Profit			

ST. PETERSBURG, FL.



MELROSE-MERCY
NEIGHBORHOOD PLAN

QUALITATIVE & QUANTITATIVE

Bridging Quantitative Data with Qualitative information



CONNECTIVITY

How do residents move within and outside of the neighborhood?

Where do residents go for work, leisure, daily errands?

Are there gaps in the connectivity?



INCLUSIVITY

Are the neighborhood resources serving everyone in the community?

Are neighborhood residents well connected internally?



WELLBEING

Are there concerns of crime or vehicular safety?

Does the neighborhood have the resources to provide a healthy lifestyle such as healthcare facilities? Gyms? Parks?



RESILIENCY

Is this community prepared for storms?

Are there issues of flooding?

Is the local economy resilient towards economic distress?

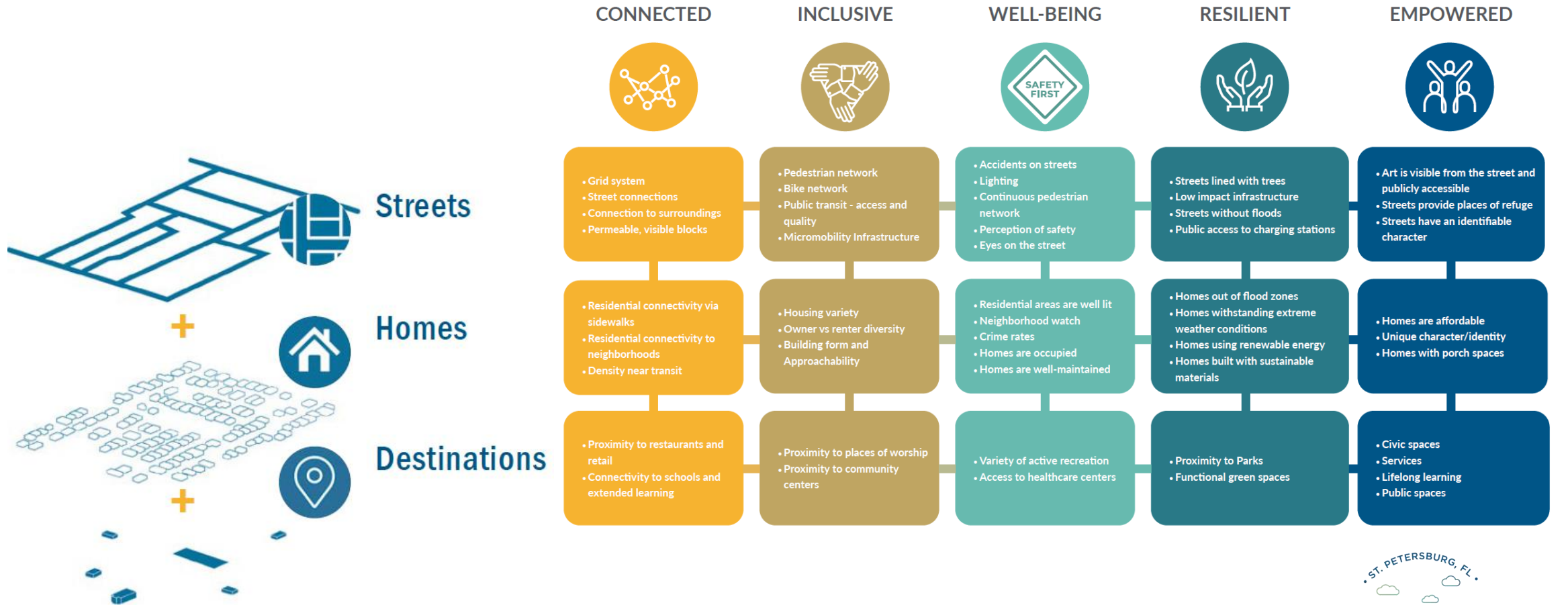


EMPOWERMENT

Does this neighborhood have the capacity to build community?

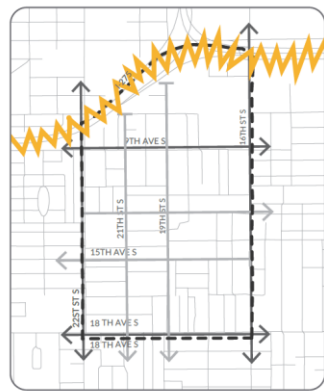
What City or internal resources can this neighborhood utilize?

STRATEGIC FRAMEWORK



Streets

- Analyzed quantitative data pertaining to streets & transportation
- Assessed Strengths and Shortcomings we saw from the Field Review and heard for your neighbors



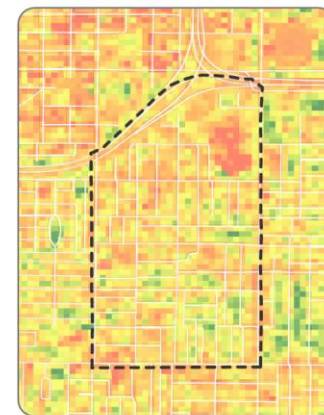
CONNECTIVITY



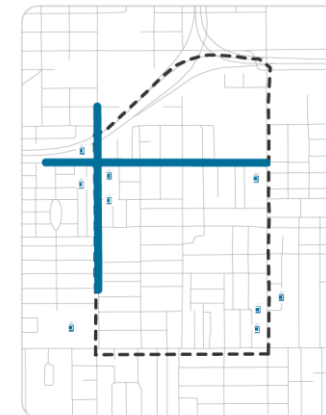
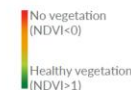
INCLUSIVITY



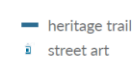
WELL-BEING



RESILIENCY

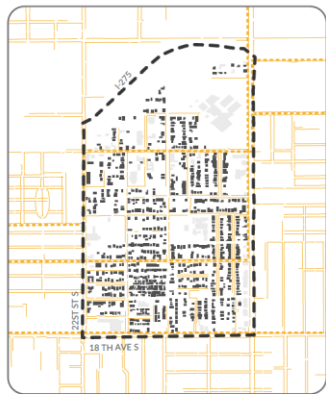


EMPOWERMENT



Homes

- Analyzed quantitative data pertaining to homes
- Assessed Strengths and Shortcomings we saw from the Field Review and heard for your neighbors



CONNECTIVITY



- 2/5 residences are connected by pedestrian and vehicular networks
- 2/5 residential areas connect to surrounding neighborhoods
- 1/5 density increases near transport/daily destinations



INCLUSIVITY



- 3/5 residential areas are not gated
- 1/5 presence of varied housing types that attract diverse residents



WELL-BEING



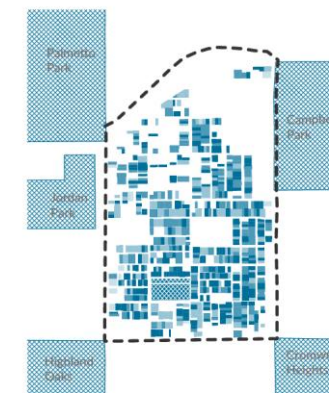
- 1/5 residential areas are well-lit
- 1/5 neighborhood watch?
- 1/5 crime experience
- 1/5 homes are occupied



RESILIENCY



- + homes do not experience frequent flooding
- + homes are built to withstand extreme weather conditions
- + homes use electricity from renewable sources
- + homes are built with sustainable materials
- + space for water retention, vegetation, etc.



EMPOWERMENT

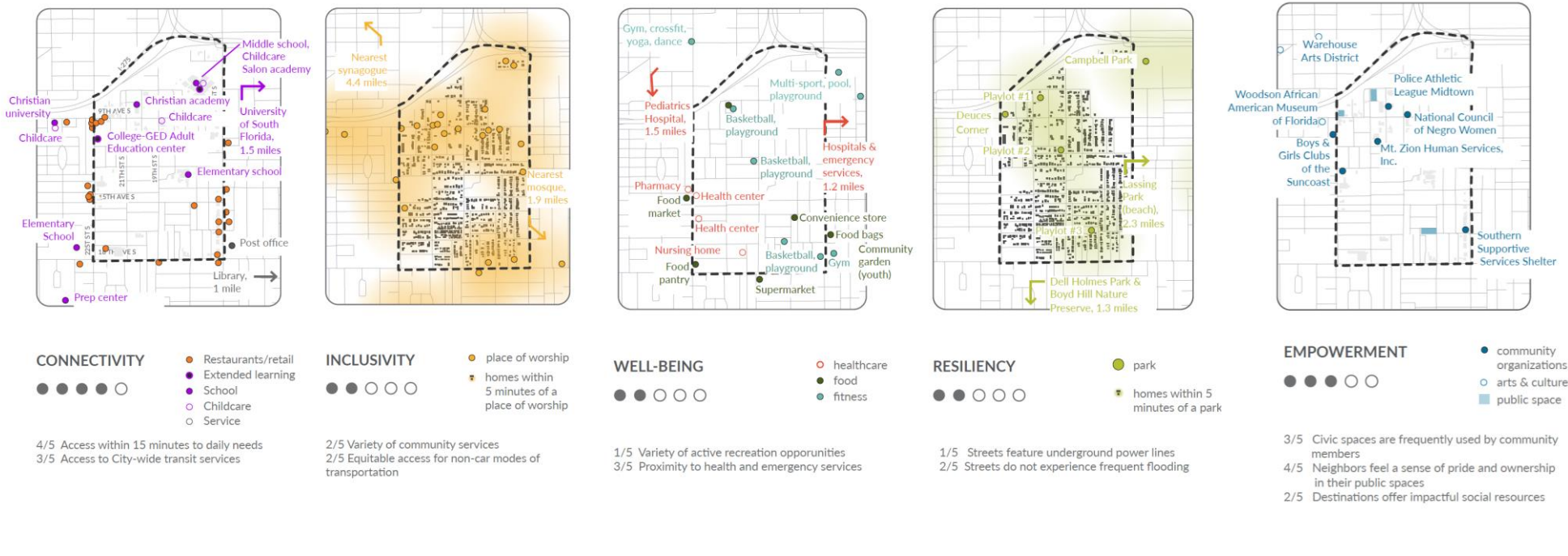


- 3/5 neighborhood association
- 5/5 regulations allow individualization of homes
- 4/5 unique character/identity
- 2/5 homes have porches/spaces that encourage interaction with neighbors



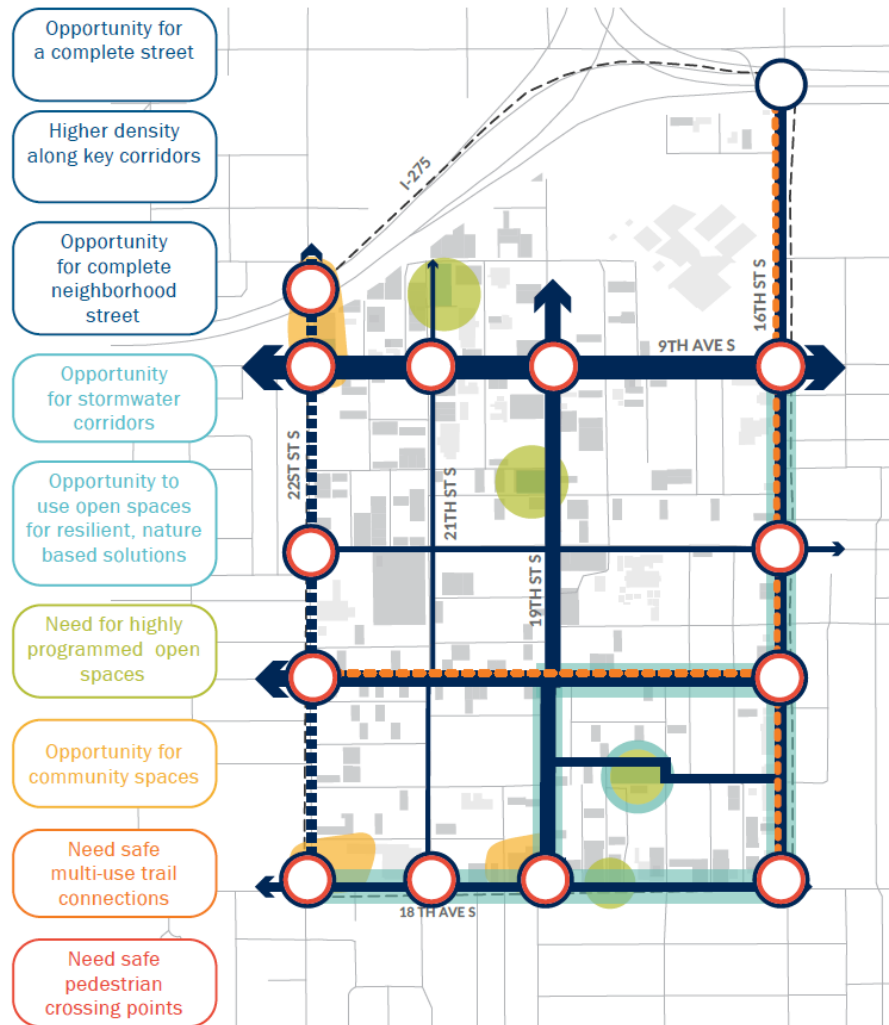
Destinations

- Analyzed quantitative data pertaining to local resources and destinations
- Assessed Strengths and Shortcomings we saw from the Field Review and heard for your neighbors



Bringing it all together...

Brought all our analysis together and started to identify potential areas where capital improvements or programming is needed...



Capital Improvements

KEY FOR COMPONENTS & QUALITIES



Connectivity



Inclusivity



Well-being



Resilience



Empowerment

PROPOSED CONCEPT	PHASE	EST. COST	POTENTIAL FUNDING SOURCES	COMPONENTS & QUALITIES	JUSTIFICATION
Complete Streets Streetscape improvements	Progressive	\$\$\$\$\$	South St. Pete CRA, City's Complete Streets Initiative		Public support for empowering businesses on 9th Ave and 22nd St, Connection to Woodson African American Museum and better connection to Campbell Park
9 th Avenue as Festival Street	Transformational	\$\$\$	South St. Pete CRA, City's Complete Streets Initiative		Temporary programming such as parklets, street furniture, or street paint that ties in Melrose-Mercy's character and refocus this area as a corridor not just for vehicular traffic, but as a destination that invites people to walk to, gather, and linger to celebrate their neighborhood's history and identity. In the future, more permanent infrastructure can be implemented to support the use of this corridor as a destination and festival street.
19 th Street as Primary Internal North South Corridor	Progressive	\$\$\$\$\$	South St. Pete CRA, City's Complete Streets Initiative		These improvements would include the necessary improvements to provide safe access for neighborhood-scale modalities such as walking, biking, e-scooters, or other active modalities. These improvements would improve the North-South connections to public transit options.
15 th Avenue with Multi-Use Trail as Primary Internal East-West Connector	Progressive	\$\$\$\$\$	South St. Pete CRA, City's Complete Streets Initiative, Neighborhood Planning Program		Infrastructural improvements such as street trees, street furniture, and a protected bike path are recommended to expand functionality of this corridor from mono-modal to multi-modal, increasing safe access to public transit stops along 15th Avenue.
Intersection Improvements	Basic	\$\$\$\$	South St. Pete CRA, City's Complete Streets Initiative		Improved crosswalks that draw attention to pedestrians and slow vehicular traffic, separated bike lanes, and painting advanced stop lines/ bicycle boxes at signaled intersections to enhance the safety and multi-modality of the neighborhood.



MELROSE-MERCY
NEIGHBORHOOD PLAN

Programming

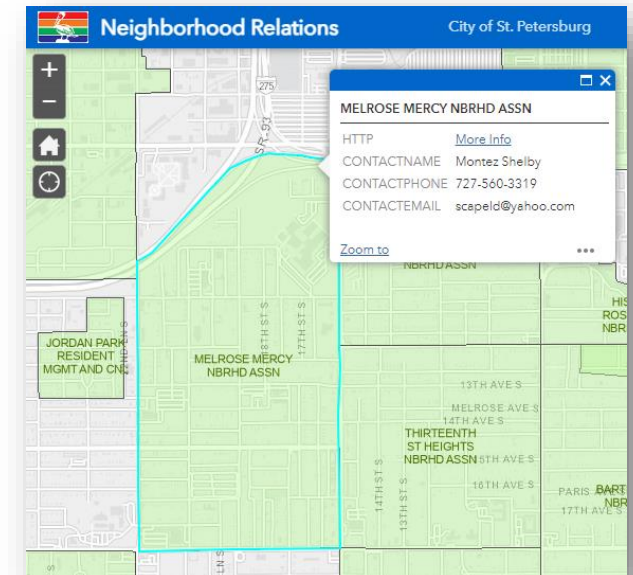
CONNECTIVITY	INCLUSIVITY	WELL-BEING	RESILIENCE	EMPOWERMENT
Utilize temporary programming, such as parklets, street furniture, or street paint to invite people to use public space in new ways, helping to envision future investments in more permanent infrastructure.	Provide comprehensive community support by pooling resources, expertise and insights with other organizations. Use creative regulatory frameworks to promote live-work spaces and support the creation of multi-family dwellings. Provide workforce development opportunities tailored to the needs of the community that equip residents with skills and opportunities necessary to compete in the job market.	Support business assistance programs that offer guidance, financial support, and networking to local entrepreneurs and business owners.	Retain and regenerate existing housing stock through homeowner rehabilitation programs that ensure homes remain safe, comfortable and valuable neighborhood assets. Support the creation of community gardens that can act as gathering spaces, aid in stormwater management, and improve access to healthy foods. Involve residents in landscape maintenance or community gardening activities.	Collaborate with community partners to facilitate delivery of social services. Promote homeownership and financial literacy so that residents can achieve financial stability. Ensure residents have access to and knowledge of the variety of programs available to them. Encourage community members to take ownership and accountability in addressing neighborhood issues by getting involved with the Neighborhood Association, attending local meetings, or getting involved in community projects like maintaining landscaping.

Partnership



Pinellas County
Urban League

*Empowering Communities.
Changing Lives.*



COMMUNITY'S ROLE

- ✓ Be informed
- ✓ Attend Plan meetings & activities (including public hearings)
- ✓ Provide input (survey & sessions)
- ☐ Continue staying informed
- ☐ Continue staying engaged throughout the implementation process





FEEL FREE TO CONTACT US!

Neighborhood Relations

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Project Manager

LAURA CANARY

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THANK YOU SO MUCH FOR ATTENDING!

