



CITY OF ST PETE BEACH RESORT/COMMERCIAL DISTRICT MASTER PLAN

Urban Design, Planning, Landscape Architecture, Economic Development



Client:

City of St. Pete Beach

Location:

St. Pete Beach, Florida

Awards:

ASLA Frederic B. Stresau Award

ASLA Award of Excellence

Glattig Jackson assisted the City of St Pete Beach with a community Master Planning process for its resort and commercial areas. The planning area focuses on the Corey Avenue retail and Gulf Boulevard hotel districts, which have provided social and economic vitality to this area for nearly 100 years. Without a proactive plan to renew these assets, there is significant risk they may languish and ultimately threaten the long-term viability of St. Pete Beach as a resort community. The Master Plan builds upon the unique aspects of St. Pete Beach and addresses emerging redevelopment opportunities to insure a vital and diverse future as a premier Gulf resort community serving the needs of residents and visitors.

The Master Planning process provided a community forum for discussing the issues and opportunities in St. Pete Beach today, and in the future. Issues focused on urban form and design, transportation, environment and recreation, economic analysis, entitlements and regulatory structures. Public involvement included Neighborhood meetings with each City district, questionnaires, interactive website and two on-site, three-day public workshops to foster significant public discourse and debate.

The outcome is consensus on the importance of reinvestment into both the public realm and private property. This will require bold new initiatives to plan, fund and finance many public enhancement and redevelopment activities. Partnerships between public agencies, private business and the community will be necessary for success. Initial steps include the creation of a Community Redevelopment Agency, amendments to the Land Development Code and quick design victories in Parks and on Gulf Boulevard. With a coordinated plan, and belief in success, St Pete Beach can insure another 100 years as a destination resort City in which to live, work, play and visit.

