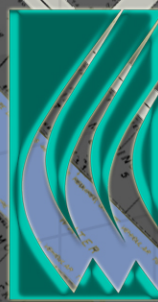




BROADWATER

**NEIGHBORHOOD
PLAN**



**Wedding
Stephenson
Iburguen**

ARCHITECTURE · INTERIOR DESIGN



BROADWATER NEIGHBORHOOD PLAN 2004



TABLE OF CONTENTS

INTRODUCTION – PAGE 1
CHAPTER 1 – ENTRANCES AND INTERSECTIONS – PAGE 4
CHAPTER 2 – SIGNAGE – PAGE 10
CHAPTER 3 – LANDSCAPING – PAGE 12
CHAPTER 4 – PARKS – PAGE 20
CHAPTER 5 – COMMERCIAL AND PERIPHERAL DEVELOPMENT – PAGE 24
CHAPTER 6 – PEDESTRIAN SAFETY AND WALKWAYS – PAGE 27
CHAPTER 7 – LIGHTING & OVERHEAD UTILITIES – PAGE 32
CHAPTER 8 – TRAFFIC CONTROL AND ENTRANCE SECURITY – PAGE 36
CHAPTER 9 – NEIGHBORHOOD WATCH – PAGE 42
CHAPTER 10 – EXECUTIVE SUMMARY, FUNDING AND IMPLEMENTATION – PAGE 44
APPENDIX A – PREFERENCE POLL RESULTS
APPENDIX B – “TRANSFORMING BROADWATER”
APPENDIX C – ADJACENT COMMERCIAL PROPERTIES
APPENDIX D – CENSUS DATA
<u>APPENDIX E – PETITION BY RESIDENTS OF 39TH STREET SOUTH</u>
<u>APPENDIX F – COMPARISON TO ST. PETERSBURG COMPREHENSIVE PLAN GOALS, OBJECTIVES & POLICIES.</u>
<u>APPENDIX G – MEMORANDUM: NEIGHBORHOOD PLANS</u>



INTRODUCTION

The Broadwater Neighborhood Plan was a collaborative effort between the Broadwater Civic Association, Plan Consultant Wedding, Stephenson & Ibargüen, Architects, Inc., the City of St. Petersburg Neighborhood Partnership, and the citizens of Broadwater at large. The plan grew over two years out of information-gathering efforts initiated and conducted by neighborhood volunteers. The surveys taken and tabulated by these volunteers formed the basis of the Plan by establishing priorities and common goals for the community. Volunteer efforts continued throughout the development of the Plan, with committees of residents working hard to flesh out priorities and research alternatives. The residents of Broadwater made this Plan possible through their hard work and vision.

Broadwater came into being in the mid-1950s when US 19 (34th Street South) was extended to connect St. Petersburg to the newly opened Skyway Bridge, providing access to parcels of undeveloped land. At that time, R.C. Huffman, Sr., owner of a dredging and shell company, conceived the development of the Broadwater Estates, a waterfront community built around broad, deep-water canals with access to Boca Ciega Bay. A formal entrance was built on 42nd Avenue South between 34th Street and 37th Street.

The Broadwater neighborhood extends from 38th Avenue South to 48th Avenue South and from 37th Street South to Boca Ciega Bay, and includes some 580 homes. The architecture of Broadwater is very homogeneous, consisting almost entirely of one-story Florida Style homes with stucco exteriors and tile roofs. Over 50% of Broadwater's homes rest on waterfront lots, making this a highly desirable neighborhood with excellent property values.

The residents of Broadwater have always been singularly active in working to maintain and improve the neighborhood. Concerns over traffic regulation, safety, and neighborhood identity led to a desire for a formal Neighborhood Plan. This desire was brought into sharper focus by the development of a new Wal-Mart on 34th Street South, bordering Broadwater's northeast quadrant. This very significant development brought about a strong concern that the neighborhood's identity would be lost, to the point that Broadwater would become known as "that little neighborhood behind Wal-Mart."

The initial resident surveys established several issues to be addressed by the Plan, and ranked these issues in order of priority as follows:

1. Security
2. Street Lighting
3. Pedestrian Lighting
4. Landscape Enhancements
5. Defined Entrances
6. Neighborhood Identity
7. Street Signage



8. Designated Walkways
9. Parks

As the Plan development evolved, it was noted that many of these items are interrelated, and that some had to be broken up into smaller pieces for study. One additional priority item entitled “Commercial Peripheral Development” was identified after the time of the surveys, as a direct result of the advent of Wal-Mart. Eventually, these issues were grouped into two main categories, and after some related issues were merged together for study purposes, the following list evolved:

IDENTITY

1. Entrances and Intersections
2. Signage
3. Landscaping
4. Parks
5. Commercial Peripheral Development

SECURITY AND SAFETY

6. Walkways
7. Lighting
8. Traffic Control and Entrance Security
9. Neighborhood Watch

The nine categories were subjected to weeks of research and study by Plan Committees consisting entirely of resident volunteers. Each committee produced volumes of research material and a set of possible recommendations for their particular issue. All of this information was made available to the neighborhood as a whole, and the residents were then asked to participate in a Preference Poll, in which a number of key questions were put to the vote. This Neighborhood Plan is based upon the results of the Poll, supported by the research of the committees and mixed with advice and guidance from the Plan Consultant and the City of St. Petersburg Neighborhood Partnership staff.

This plan is a gift from today’s residents of Broadwater to the future of the neighborhood. It represents a commitment to a program of improvements that will serve to make Broadwater a safer, more cohesive, and more beautiful community for decades to come. While it is understood that some of the recommendations of this Plan can be implemented immediately, many will have to wait months or perhaps years for funds to become available. But when that happens, this Plan will be available to provide guidance and help ensure that the vision of Broadwater’s future becomes a reality.



CHAPTER 1 – ENTRANCES AND INTERSECTIONS

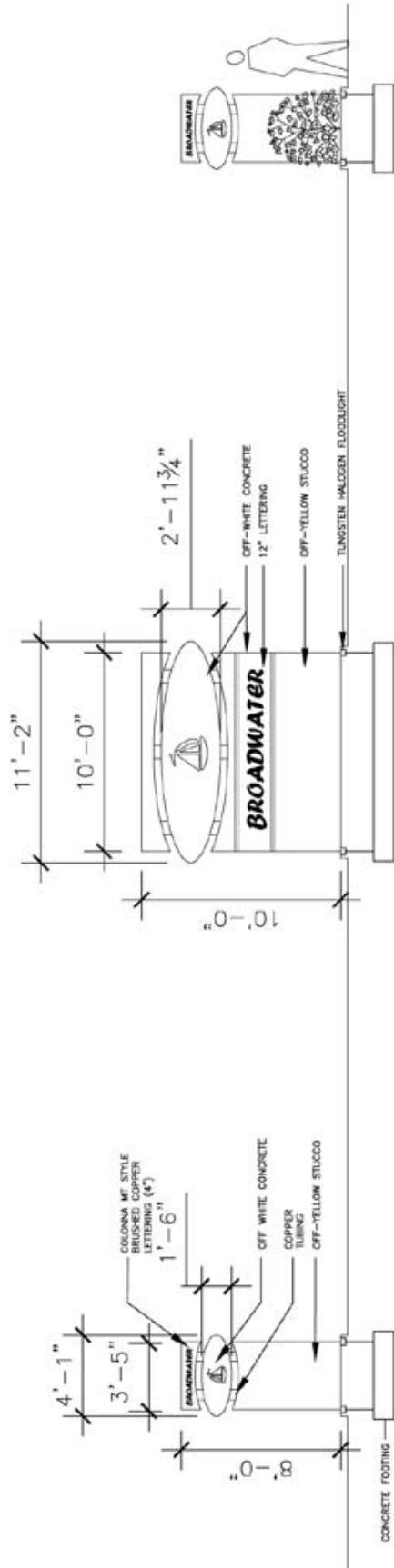
OBJECTIVE 1.1: Enhance the sense of arrival in Broadwater and establish clear points of entry.

CHALLENGES:

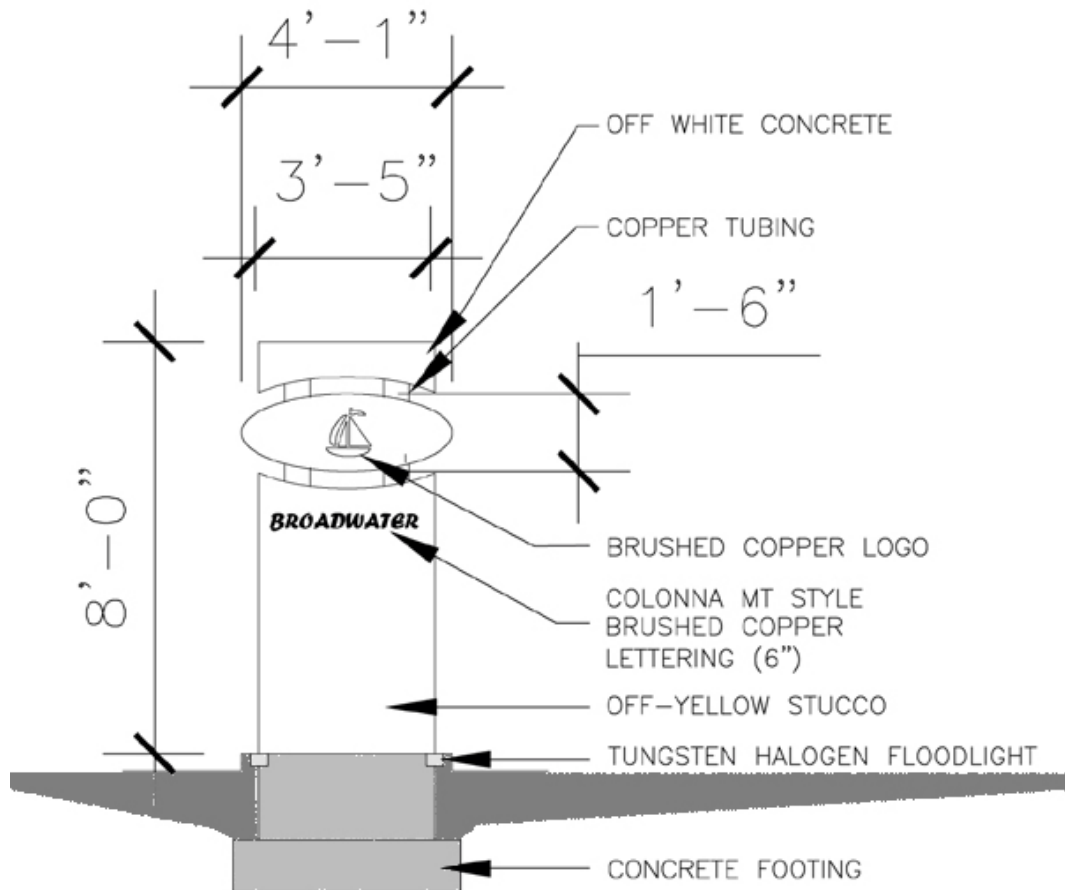
- The main entry has historically been through the ornamental gateway at 34th Street and 42nd Avenue South, but this entry is at a considerable distance from the actual neighborhood, relying on a boulevard-like stretch of 42nd Avenue to connect Broadwater with 34th Street South. This corridor has not always been well-maintained, and is uncomfortably hemmed in by commercial properties on both edges.
- Other than the “main entry” at 42nd Avenue, Broadwater has three entry points to the neighborhood proper, all at intersections with 37th Street South (at 38th, 42nd and 46th Avenues). However, there is nothing at these locations to indicate where Broadwater begins and the adjacent neighborhoods end.
- The Broadwater sign located at the main entry has been reasonably well maintained, but has become dated in style and lacks presence.

RECOMMENDATIONS:

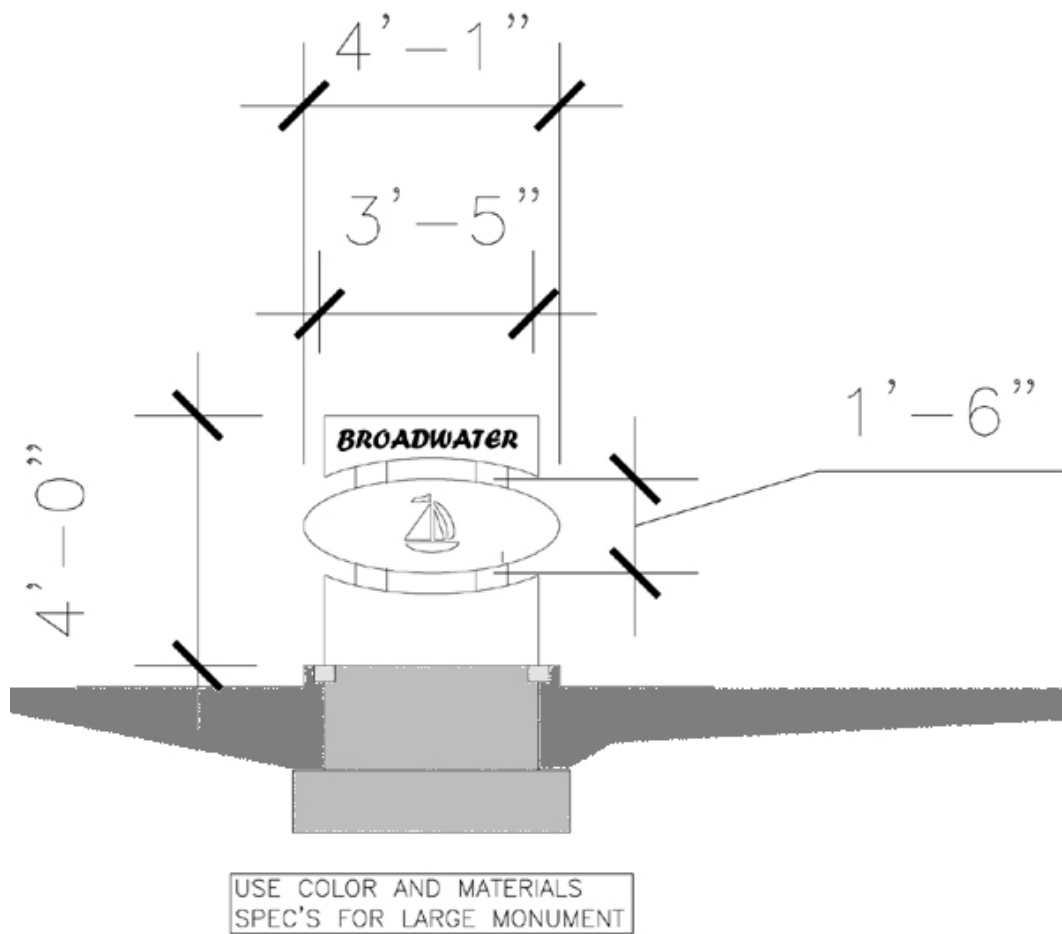
- 1.1.1: To maintain a presence on 34th Street and avoid becoming known as “that little neighborhood behind Wal-Mart,” replace the existing sign with a new, more visible design. See the diagram on the following page for a recommended conceptual design for the sign. While specific features of the sign may vary at the time of implementation, it is recommended that the dimensions and proportions shown be adhered to.




- 1.1.2: To clearly identify the three “true” entrances to Broadwater, erect new large monument signs at the following intersections with 37th Street South: 38th Avenue, 42nd Avenue, 46th Avenue. See recommended conceptual design below.



- 1.1.3: To clearly differentiate Broadwater from the neighborhood to the north, erect new small monument signs at the following intersections with 38th Avenue South: 38th Street, 38th Way, 39th Street, 40th Street, 40th Way and 41st Street. See recommended conceptual design below.





OBJECTIVE 1.2: Enhance a sense of community and continuity by targeting intersections for improvement.

CHALLENGES:

- All residents of a neighborhood must pass through some of its intersections at some time. Intersections are not only where roads come together, they are where people come together, and, in the case of Broadwater, they can be where all the ideas developed by the Neighborhood Plan Committees can come together to create a unified neighborhood image.
- Focusing on intersections enhances the feasibility of improvements by limiting the cost to easily defined project areas. In short, intersections are where Broadwater can get the most “bang for their buck.”
- Special consideration must be given to adapting the intersection improvement program for 48th Avenue South, a street that has no intersections, and whose unrelieved length has been identified as an esthetic concern by the residents.
- As stated above, intersections provide an excellent opportunity to bring together many of the Plan Committees’ recommendations in one place. Signage, traffic calming, street texture, landscaping, and lighting improvements will all need to play a role in these crucial locations.

RECOMMENDATIONS:

- 1.2.1: Erect monument signs of appropriate size at intersections identified as entrances to Broadwater. See section 1.1 for further information.
- 1.2.2: For traffic calming, install raised pavement at all intersections; to enhance the neighborhood image and continuity, use distinctive textured pavement at all raised intersections. See section 8.1.2b for further information.
- 1.2.3: To enhance the neighborhood image, install new, high impact plantings at intersections. See section 3.1.1 for further information.
- 1.2.4: To enhance the neighborhood image and give a sense of continuity, install new street signs with distinctive logos at all intersections.
- 1.2.5: For enhanced security and emergency services, petition the City to allow a range of addresses to be added to each sign. See section 2.1.3 for further information.

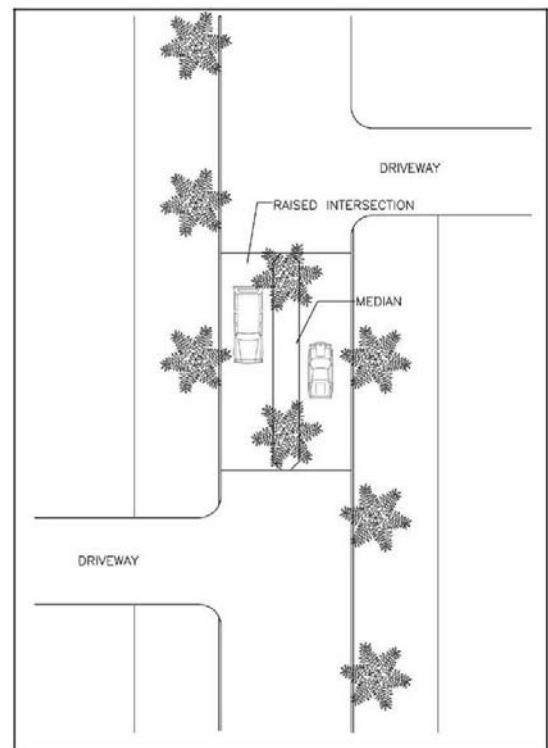
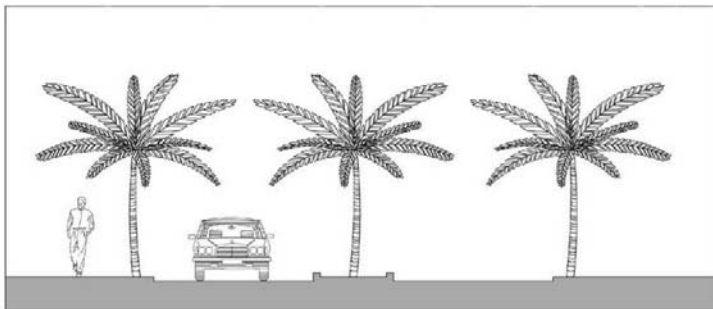
- 1.2.6: To improve night-time security and enhance the neighborhood image, install new street lights throughout Broadwater, including at all intersections; use the new light poles to mount way-finding and traffic signage. See section 7.1.1 for further information.
- 1.2.7: On 48th Avenue South, install three raised pavement sections in lieu of existing speed humps. Treat these three sections similarly to the intersection treatments listed above, with the added feature of a planted median to help break up the long view of this street. Center these raised sections between adjacent properties wherever possible and avoid conflicts with existing driveways. See conceptual diagram of 48th Avenue below.

48TH AVENUE SOUTH

RIGHT : PLAN VIEW OF RAISED INTERSECTION. NOTE POSITION BETWEEN TWO DRIVEWAYS.

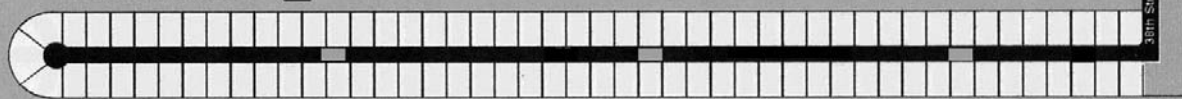
MIDDLE : SECTION/ELEVATION THROUGH MIDDLE OF INTERSECTION. NOTE SLIMMER DRIVE PATH, NECESSITATING THAT VEHICLES MOVE AT A SLOWER RATE.

BOTTOM : PLAN VIEW OF 48TH AVENUE SOUTH WITH MEDIAN/RAISED AREA POSITIONS SHOWN.



48TH AVENUE SOUTH

RAISED SECTIONS -



copyright©2000 Andy Erma
727 450 1833

Maximo Marina

CHAPTER 2 – SIGNAGE

Objective 2.1: Enhance a sense of neighborhood identity through a program of improved and consistent signage.

CHALLENGES:

- Some existing traffic and street signs in Broadwater are in poor condition, illegible due to fading, or mounted improperly.
- Many of Broadwater's streets are interrupted by waterways, creating confusion for emergency personnel and delivery services.
- While existing street signs do feature a small Broadwater logo, this treatment is insufficient to help create a sense of neighborhood identity. The idea is good, but the execution could be improved.
- Many existing signs are mounted on steel channel posts, which are unsightly and do not contribute to the neighborhood image.
- Standard traffic signs do not contribute to the neighborhood image.

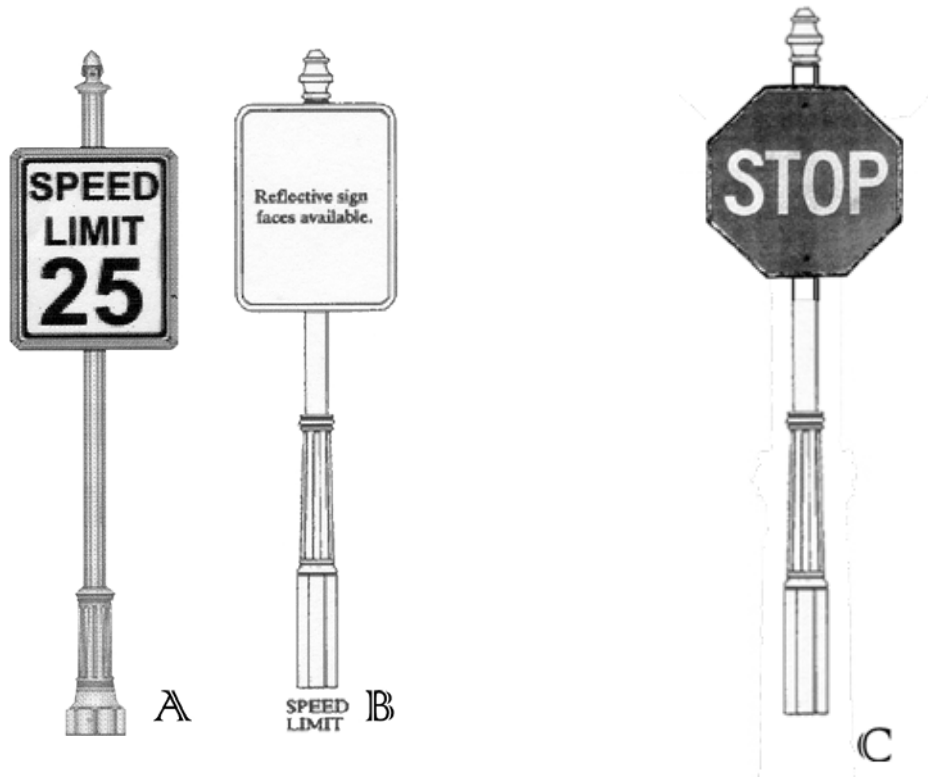
RECOMMENDATIONS:

- 2.1.1: Adopt a neighborhood-wide policy of reporting deficient signs to the City. [Editor's note: faded signs which were reported to the City during preparation of this Plan were replaced very quickly.]
- 2.1.2: Petition the City for a variance to street sign standards in order to allow a range of addresses to be added to all street signs.
- 2.1.3: Replace all existing street signs with signs of the following design. As noted above, a variance from the City is required to include address ranges.

Suggested sign specifications are:
36" wide x 6" high aluminum sign, as made by Signs America, Street Signs USA, or other City-approved supplier.



- 2.1.4: Wherever possible, for example at street corners, install signs on new light poles. If new light poles are not yet available, or in areas where there are no light poles, install signs on pipe poles, not U-channels. Poles should be selected to match or exceed the following suggested specification: Brandon Industries Aluminum Base SB-64; Aluminum Finial FIN – B4, and Aluminum Pole SP4 x 14.



- 2.1.5: Replace existing traffic signs (such as “Stop,” “Yield,” and “No Parking”) with upgraded signs as shown above.
- 2.1.6: Note that all proposed signs must meet “City Standards, MUTCD 2003 edition” requirements and also FDOT minimum wind load criteria. All selected products are subject to City review for compliance.



CHAPTER 3 – LANDSCAPING

OBJECTIVE 3.1: Enhance a sense of neighborhood identity through a program of improved and consistent landscaping.

CHALLENGES:

- Numerous opportunities exist to enhance the neighborhood’s appearance with plantings, such as on street corners and other high-visibility areas, but there is presently no unified planting scheme to take advantage of these opportunities.
- Feasibility of a planting program is heavily impacted by the scope of the program. It will not be financially possible, or even desirable, to add landscaping to every property in Broadwater. Keeping the improvement program tightly focused on high-impact areas will enhance the feasibility both of initial implementation and long-term maintenance, and will provide the most “bang for the buck.”
- Improvements to intersections suggested elsewhere in this Plan will need to be reinforced by suitable application of planting materials.
- Any program of public plantings must include consideration for how these plantings will be maintained.

RECOMMENDATIONS:

- 3.1.1: Adopt a program designed to add high-impact plantings to high-visibility areas, such as intersections, medians, and along the four main east-west arteries (38th, 42nd, 46th and 48th Avenues South). Note that all such plantings should be based on the “Citizen’s guide to fences, walls and hedges for residential properties (August 2003 revision)” as well as section 29 of the City of St. Petersburg rules and regulations for maximum heights and setbacks.
- 3.1.2: Adopt a palette of plant materials to be used consistently whenever funds become available to add landscaping to various areas of Broadwater. A mixture of traditional and tropical plantings with low maintenance needs is recommended, as shown on the following pages.



*Live Oak (Quercus virginiana),
Traditional Palette, Shade Tree*



*Wax Myrtle (Myrica cerifera),
Traditional Palette, Accent Tree*



*Royal Palm (Roystonea elata),
Tropical Palette, Identity Tree*



*Indian Hawthorn (Raphiolepis
indica), Tropical Palette, Screen
Planting*



*Viburnum (Viburnum suspensum),
Traditional Palette, Screen Hedge*



*Silver Saw Palmetto (serenoa repens),
Tropical Palette, Accent Plant*



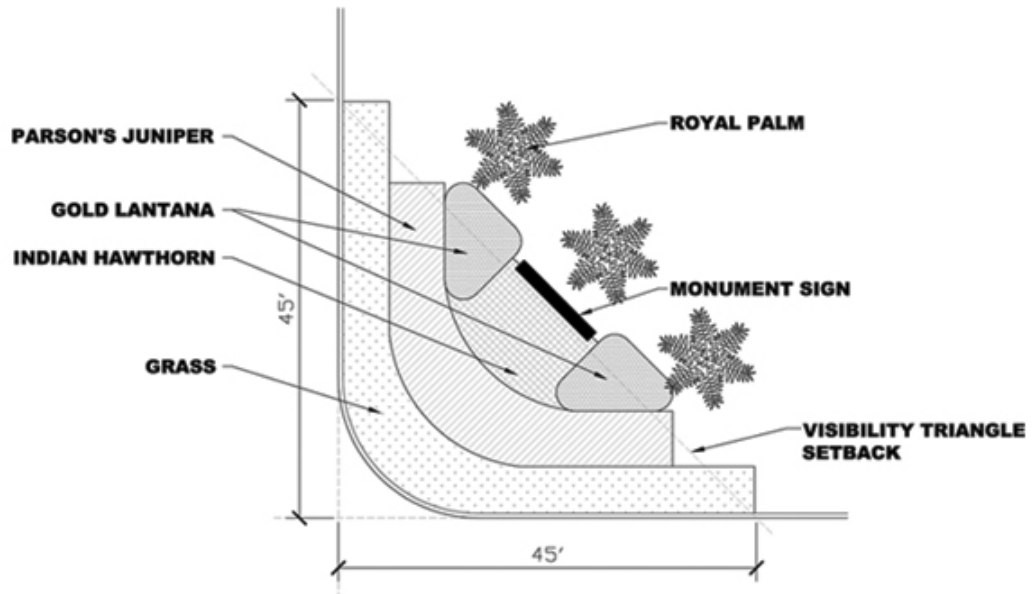
*Gold Lantana (Lantana vatifolia),
Tropical Palette, Ground Cover*



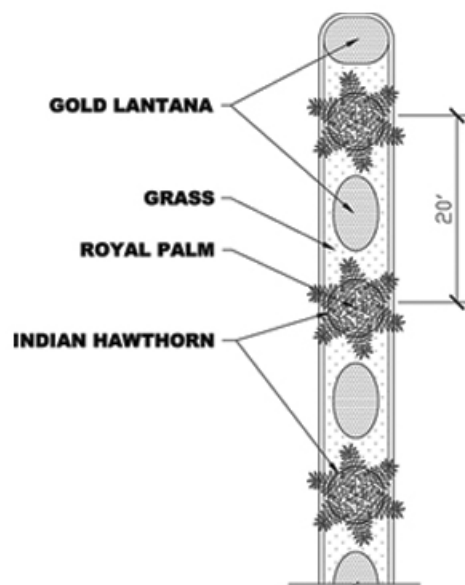
*Parson's Juniper (Juniperus
chinensis "parsonii"), Traditional
Palette, Ground Cover*



3.1.3: Adopt a consistent approach to use of the recommended plantings for various applications, as shown in the following examples:



Example of typical street corner plant bed with monument sign



Example of typical median planting plan



- 3.1.4: Establish a neighborhood volunteer program for routine basic maintenance of public plantings. NOTE: If the planting program is funded through a Neighborhood Partnership grant, a volunteer maintenance program is a requirement of the grant contract.
- 3.1.5: Consider using Civic Association funds to pay for periodic major maintenance of public plantings, such as pruning of tall palms, etc.

OBJECTIVE 3.2: Improve the aesthetic appearance of Broadwater by screening objectionable views and replacing unsightly elements with landscaping.

CHALLENGES:

- There are a limited number of undesirable views around the edges of Broadwater, such as the following:



Condo parking along 46th Avenue South



Marina & parking along 38th Street South

- A line of unsightly bollards exists along the short waterfront stretch on the west edge of 38th Street South between 46th and 48th Avenues. This is a prime example of an unused opportunity for public planting.



Bollards along 38th Street South

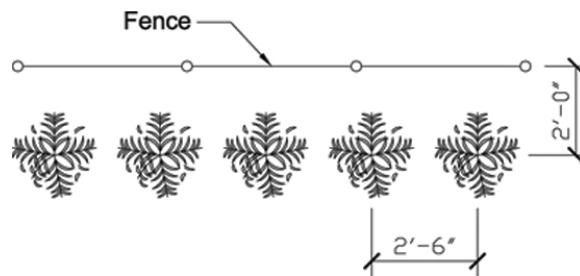
- A large number of utility boxes and pad-mounted transformers are prominently visible in front yards throughout Broadwater.



Typical utility box.

RECOMMENDATIONS:

- 3.2.1: Adopt a program for using plant materials to screen undesirable views, wherever public land is available to do so. Specific locations can be determined at the time of implementation, but should include as a minimum the marina and condo examples shown previously in this chapter. If maintained properly, hedges can be effective visual buffers, as shown below:



Example of typical plant spacing for a viburnum hedge (5 gal. size).



- 3.2.2: Where no public land is available for planting of visual buffers, encourage property owners to add plantings on their property. Offer neighborhood assistance in procuring and maintaining these buffers. NOTE: City standards, such as open visibility triangles at intersections, must be adhered to in all such plantings.
- 3.2.3: To screen views of utility boxes and transformers, encourage homeowners to install appropriate plantings. NOTE: These boxes and transformers are located within the City Right of Way, and are subject both to City and utility company regulations. Observe all City and utility company regulations as to proper clearance required around these devices. Offer neighborhood assistance in procuring and maintaining these plantings.



CHAPTER 4 – PARKS

OBJECTIVE 4.1: Enhance the quality of life in Broadwater through improved maintenance and by taking better advantage of the available parkland.

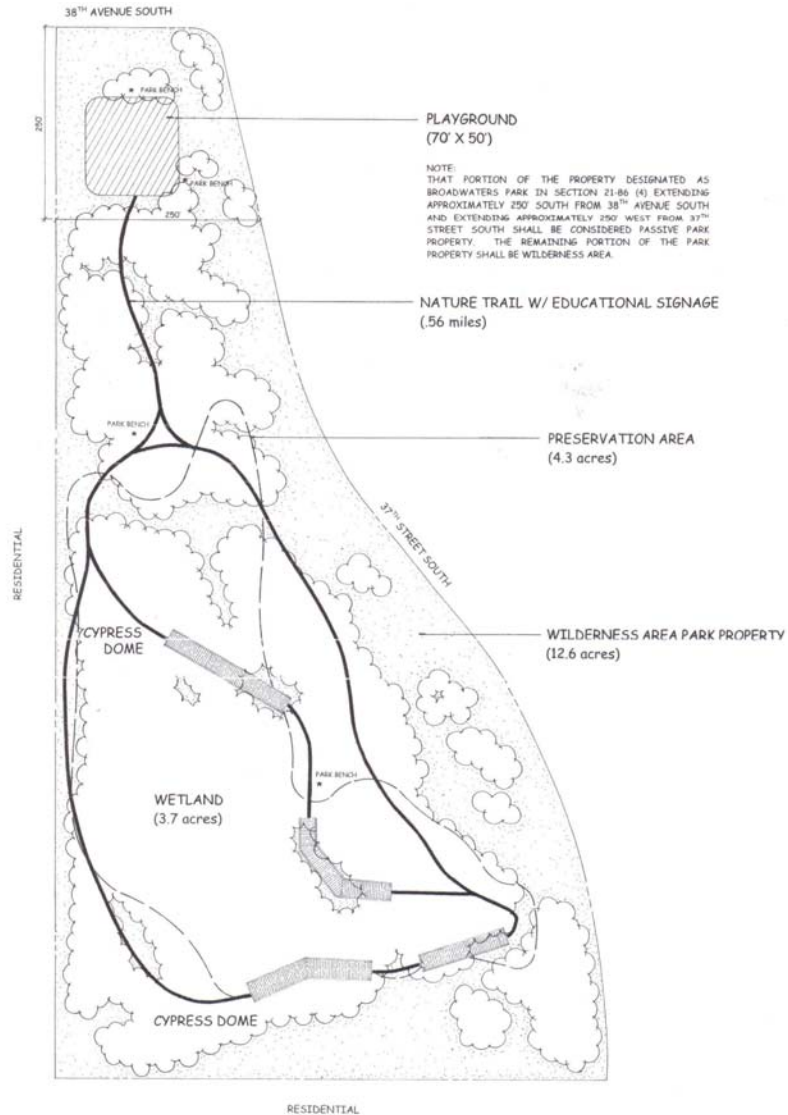
CHALLENGES:

- Broadwater Park is currently designated as a Wilderness Park by the City of St. Petersburg, defined in Section 21-86 of the City Code. As such, the park lacks many of the amenities that attract people to make use of parks. The result is a park that is generally underutilized and doesn't invite a sense of neighborhood involvement. Any significant improvements or changes of use in this park will require approval of the City Council.
- Broadwater Park's placement is a challenge in itself. It is located on the edge of Broadwater, such that any changes to the park will also affect the adjacent neighborhoods, particularly the Patriot Square complex. Further, this location is effectively outside the neighborhood proper, making access indirect and reducing a sense of connectedness between the neighborhood and the park.
- Broadwater Park contains a protected wetland area which is currently in the third year of a five-year City plan to remove invasive plants and replace them with indigenous species.
- Lack of neighborhood involvement with Broadwater Park has led to undesirable activities, including incursions by homeless people, and illegal parking at the north end of the park, where parents meet school buses.
- There are currently no playgrounds for children in or near Broadwater.

RECOMMENDATIONS:

- 4.1.1: Petition the City Council to change the designation of a portion of Broadwater Park from Wilderness to Passive Park Property with Wilderness Areas, as shown on the following map, entitled "Broadwaters Park Conceptual Development Plan."

Passive Park designation allows uses primarily of a non-vigorous or non-competitive nature, including passive recreation areas, rest room facilities, hiking and nature trails, picnic areas with shelters, landscaping, bicycle paths, jogging trails, parking facilities, playground apparatus, wooded areas, nature centers, beaches, camping areas, botanical gardens, arboretums, horseshoe courts, shuffleboard courts, lawn bowling courts, decorative fountains, concession stands, park and recreation offices, facilities or uses accessory to or utilized in connection with the above-described uses; and area or border fencing compatible with the character of the park.



BROADWATERS PARK

CONCEPTUAL DEVELOPMENT PLAN

DRAWING NO. 2005A
DATE: MAY 20, 2005



4.1.2: Clearly, not all of the allowable uses of a Passive park (see above) will be desirable for Broadwater Park. Create a new neighborhood committee to research and recommend improvements that will enhance the neighborhood's sense of involvement with the park without turning the park into a regional attraction. Suggested improvements include:

4.1.2.a: Develop a nature walk through the park, including some or all of the following features:

4.1.2.a.i: Educational labeling of native plants.

4.1.2.a.ii: An elevated boardwalk through the wetland areas.

4.1.2.a.iii: A plaque with a history of the area as it existed prior to dredging of canals and construction of homes. NOTE: the wording of any such plaque must be reviewed and approved by the City's Urban Design and Historic Preservation Division.



Example of nature park with picnic shelter & boardwalk

4.1.2.b: Develop a small playground area with limited play apparatus specifically for children ages 2-6, along with appropriate seating for parents.

4.1.2.c: To maintain the privacy and quality of life of adjacent property owners, install appropriate fencing between these properties and the park. NOTE: limited visibility can increase undesirable activity. The extent and design of fencing should be selected with this factor in mind. Also, installation of a new City fence adjacent to those properties which already have fences will create a gap between fences which will be difficult to maintain. Coordination of fence selection and placement between residents and the City is essential.

4.1.2.d: Develop a program of landscaping improvements in keeping with the principles described in Chapter 3 of this Plan. For example:

4.1.2.d.i: Plant a row of palm trees along the east edge of the park.

4.1.2.d.ii: Replace plantings around the Broadwater Park sign with

materials described in Chapter 3 of this Plan. Note that such plantings must be consistent with the appearance of other park signs around the City.



Current Broadwater Park sign



Example of park sign with added landscaping

4.1.2.d.iii: As a direct result of this Plan, a Broadwater/City team will be formed with the purpose of directing implementation of the plan. In this context, work closely with the City to direct any public improvement program along the lines of this Plan. For example, the City currently plans to plant a number of new pine trees in the park. If possible, this strategy should be modified to more closely follow this Plan's landscaping guidelines.

4.1.2.d.iv: Use of drought-tolerant, xeriscape-type plantings is encouraged by the City, and should be strongly considered for landscaping throughout the park, as should use of native species of plantings. Residents must bear in mind that Broadwater Park has no irrigation system, nor is one planned.

CHAPTER 5 – COMMERCIAL AND PERIPHERAL DEVELOPMENT

Objective 5.1: Improve the quality of commercial development on the periphery of Broadwater.

CHALLENGES:

- Broadwater is located behind a zone of commercial properties on 34th Street South. Most of the approaches to the neighborhood require passing through this commercial zone. As such, this zone becomes an important component in the neighborhood's identity and image.
- The commercial zone has been largely in a state of decay for years, with some properties going vacant, while others were occupied by marginal businesses. The resulting lack of proper maintenance has caused a deterioration of the aesthetic appearance of the area.



View of dumpster at Maximo Plaza



Vacant storefront at Maxi-Mall (34 Street S. & 42nd Ave. S.)



Vacant lot at NW corner of 34th Street S. & 42nd Ave. S.

- Most recently, development of a new Wal-Mart on the northeast edge of Broadwater has created a serious concern that Broadwater could become known as “that little neighborhood behind Wal-Mart.” For this, and the reasons noted previously, it has become vitally important that the neighborhood take a more active role in attempting to affect the course of commercial development on Broadwater’s periphery.
- There is no method for the residents of Broadwater to *control* the way adjacent properties are developed. However, by acting in unison and armed with a coordinated Neighborhood Plan, the neighborhood can hope to *influence* development to follow a desirable path.



RECOMMENDATIONS:

- 5.1.1: Work with the City's Economic Development department to help attract desirable businesses.
- 5.1.2: Solicit grants to help the neighborhood market itself to desirable businesses. Marketing can include direct mailings and telephone contact with prospective businesses.
- 5.1.3: By means of a close relationship with the City, establish an early alert system to let the neighborhood know what kind of businesses are considering coming to the area. This should provide adequate time should it become necessary to organize neighborhood resistance for an undesirable business, or neighborhood support for a desirable one. NOTE: the zoning of the parcels in question allows commercial development, and there is no mandate for the City to provide advance information to the neighborhood unless variances or special exceptions are requested.
- 5.1.4: Work with Eckerd College and/or other local schools to develop marine-related programs, taking advantage of Broadwater's waterfront location to develop a niche in the City's educational environment. This concept is fully described in "Transforming Broadwater" by Frank McKinney (see Appendix).
- 5.1.5: Encourage owners to properly maintain their properties by consistently reporting violations of City codes and ordinances. The neighborhood's web site, broadwaterfl.com, contains a link to facilitate reporting of violations; the City's web site also contains such a link.
- 5.1.6: Discourage undesirable businesses such as pawn shops, adult book/video stores, poorly run vegetable stands, check cashing facilities, etc., by not patronizing them.
- 5.1.7: Encourage desirable businesses, such as full-service restaurants, well-established retail chain stores, etc., by patronizing them.
- 5.1.8: Establish and maintain a dialog with business owners. Consider offering desirable business owners associate memberships in the Broadwater Civic Association.

CHAPTER 6 – PEDESTRIAN SAFETY AND WALKWAYS

Objective 6.1: Provide for the improved safety of pedestrians and bicyclists in Broadwater, and for their harmonious coexistence with vehicular traffic.

CHALLENGES:

- Broadwater is a neighborhood that was developed without sidewalks, which is typical of suburban neighborhoods built since the 1950's. The residents are generally opposed to addition of sidewalks. Pedestrians and all manner of wheeled vehicles are required to share the roads. Conflicts inevitably arise, and providing for pedestrian safety in this environment was raised as a concern by the original Plan survey.
- Through field observation by the Plan committees and the Plan Consultant, it was determined that the potential for conflicts is particularly present on Broadwater's four east-west arteries, 38th Avenue, 42nd Avenue, 46th Avenue, and 48th Avenue. 46th Avenue is of particular concern as the pavement on this street is only 20 feet wide, as opposed to 30 feet for the other three.
- Conflicts are exacerbated by certain service personnel, such as lawn services, who park their vehicles on the street well away from the curb, forcing pedestrians and cars to squeeze through the narrow remaining gap. This problem is of particular note on 46th Avenue South, due again to the narrow pavement.




Example of lawn service constricting roadway



- As in any neighborhood, the occasional motorist who disregards traffic laws or disobeys posted signs is a hazard to everyone.
- Should it be determined that enough of a hazard to pedestrians exists, the City has the option of constructing sidewalks within the City-owned Right-of-Way of any City street. The City's normal standard calls for leaving a landscaped strip between sidewalks and the edge of the road. City ordinances prohibit the use of sidewalks by bicycles. Given that the City has these options and requirements, it is incumbent on the neighborhood to achieve a consensus on how to address the identified safety issues without leaving it to the City's discretion.
- The number of bus stops along 37th Street South on Broadwater's east edge was considered excessive by the Plan committee. However, the spacing of these stops is subject to the Pinellas County's rules and standards.
- Development of Broadwater Park as described in Chapter 4 of this Plan could potentially increase foot traffic to the park from the neighborhood.
- Throughout the Plan development process, it has become clear that there is a general lack of agreement within the neighborhood as to how the above issues should be addressed. Preference Poll item #9 indicated that a significant number of residents were in favor of addressing the problem through physical design solutions, but no consensus was achieved as to the preferred methods. The Poll also showed a significant number of residents strongly opposed to the widening of streets or addition of sidewalks, but again offered no consensus on how to address the identified problems. The results of this portion of the Plan process may best be viewed as inconclusive.

NOTES ON RECOMMENDATIONS:

1. Due to the previously discussed lack of neighborhood agreement, the following recommendations should be viewed as conceptual. It is strongly recommended that the issues of this Chapter be subjected to further study and that final recommendations be developed only after a clearer consensus of the neighborhood is achieved.
2. ~~If implemented, the following recommendations~~ Any future proposals regarding sidewalks, bike lanes, etc., must comply with standards given in "Design Criteria and Process, Plans Preparation Manual, Volume 1 (FDOT), January 2003, Revised January 1, 2004," or whichever edition is in force at the time. It is important to note that application of FDOT standards will be particularly challenging due to the relatively narrow roadbeds and rights-of-way.

- 
3. Should bicycle lanes be considered in future, it should be noted that bicycle lanes on local roadways are planned and implemented by the Department of Transportation and Parking in conjunction with neighborhood associations.

RECOMMENDATIONS:

6.1.1: Consider initiating the process of obtaining City approval for designated bike lanes and restricted parking as a possible solution to challenges described in this Chapter. Recommend the study of future bike/pedestrian lanes to connect to the City's proposed bike lane along 37th Street South. This bike lane is part of Phase II of the City's Master Plan for bike lanes, which is scheduled to begin implementation in 2008. Given that considerable future study is needed between now and then, the following are proposed only as conceptual possibilities for each of the major roads identified previously:

6.1.1.a: On the existing pavement of 38th Avenue South, mark a designated pedestrian/bike lane along the north side, using approved traffic paint and meeting all applicable City standards. If feasible, re-surface the pedestrian/bike lane with textured pavement consistent with the raised intersection designs in Chapter 8 of this Plan. Provide signage indicating that no parking is allowed in the pedestrian/bike lane.

6.1.1.b: On the existing pavement of 42nd Avenue South, mark a designated pedestrian/bike lane along the south side, using approved traffic paint and meeting all applicable City standards. If feasible, re-surface the pedestrian/bike lane with textured pavement consistent with the raised intersection designs in Chapter 8 of this Plan. Provide signage indicating that no parking is allowed in the pedestrian/bike lane.

6.1.1.c: On the existing pavement of 46th Avenue South, mark a designated pedestrian/bike lane along the south side, using approved traffic paint and meeting all applicable City standards. If feasible, re-surface the pedestrian/bike lane with textured pavement consistent with the raised intersection designs in Chapter 8 of this Plan. Provide signage indicating that no parking is allowed in the pedestrian/bike lane. Due to narrow pavement, also provide signage indicating that no parking is allowed on the north side of the street.



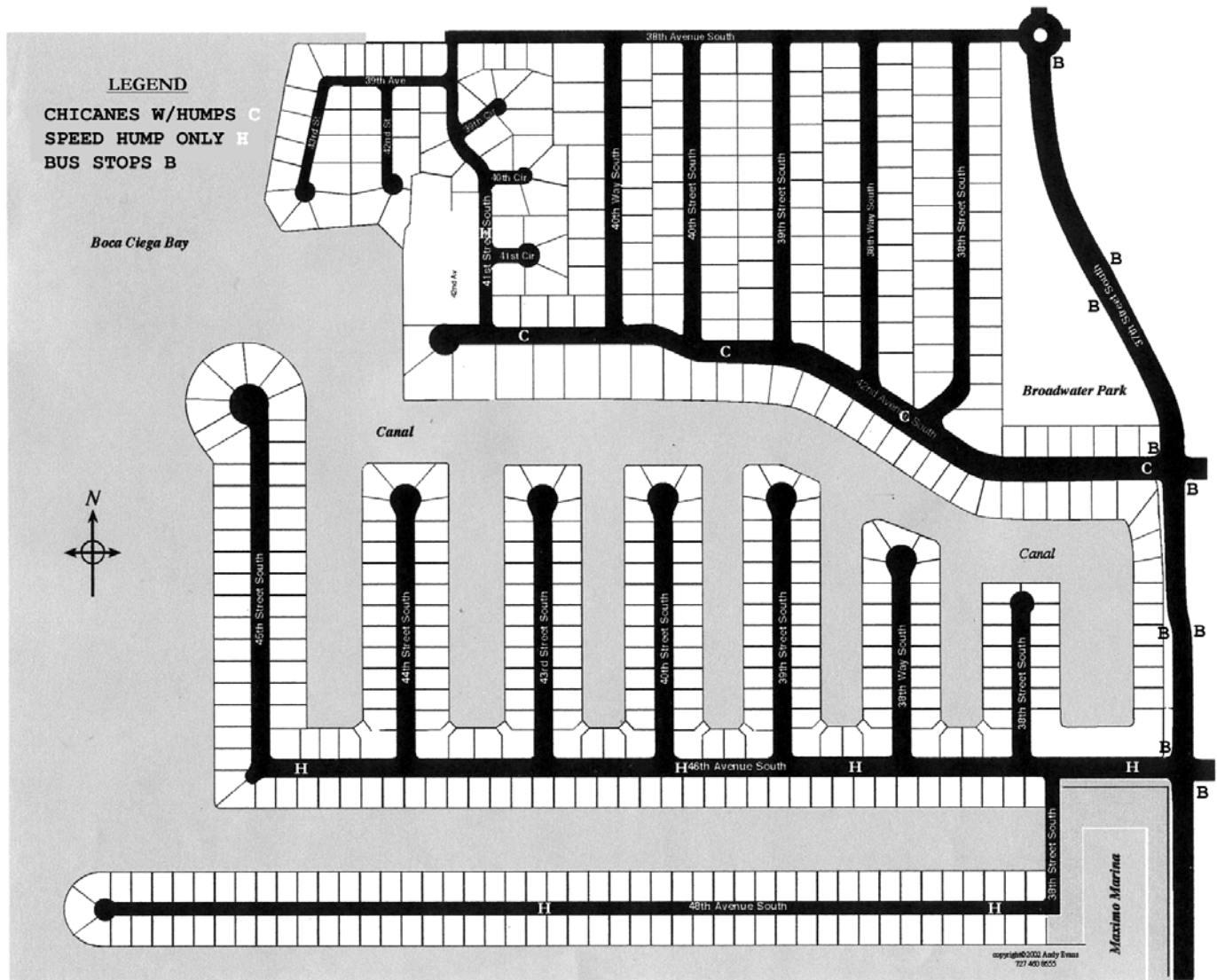
(PHOTOGRAPH DELETED)

~~—Rendering illustrating a typical bike path/walkway striped on
—existing roadway at a raised intersection~~

~~6.1.1.d: On the existing pavement of 48th Avenue South, mark a designated pedestrian/bike lane along the south side, using approved traffic paint and meeting all applicable City standards. If feasible, re-surface the pedestrian/bike lane with textured pavement consistent with the raised intersection designs in Chapter 8 of this Plan. Provide signage indicating that no parking is allowed in the pedestrian/bike lane.~~

6.1.2: Consider requesting that the City lower speed limits throughout Broadwater, and work with the Police Department to enforce them. The City's Transportation and Parking Department will post 25 MPH speed limit signs if the neighborhood requests it in writing.

6.1.3: Consider requesting that the County reduce the number of bus stops along 37th Street South.



Map of existing traffic calming measures and bus stops in Broadwater.

- 6.1.4: If/when Broadwater Park is developed as proposed in Chapter 4 of this Plan, request that the City install a paved sidewalk from 42nd Avenue South along the west edge of 37th Street South to the southeast corner of the park, as a minimum.

CHAPTER 7 – LIGHTING & OVERHEAD UTILITIES

OBJECTIVE 7.1: Improve the safety of Broadwater residents through improvements to the street lighting system.

CHALLENGES:

- Broadwater is currently lit throughout by standard “cobra-head” luminaires mounted on two different pole styles. The older concrete “gooseneck” poles (of which 26 remain) are being replaced over time by standard straight concrete poles with cantilevered mounting arms (of which there are now 93). The replacement of these poles will continue, but for the present, this unplanned mixture of pole styles is unsightly and detrimental to the neighborhood’s image.



Original “gooseneck” light pole

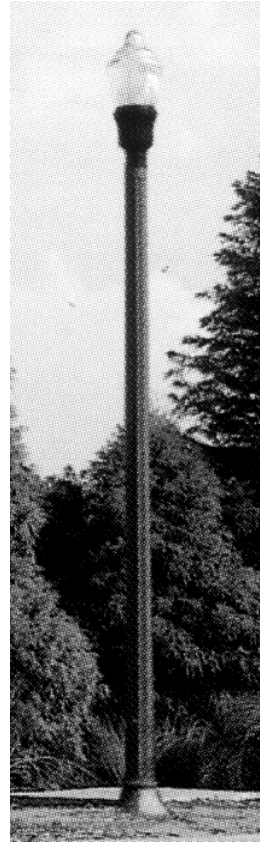
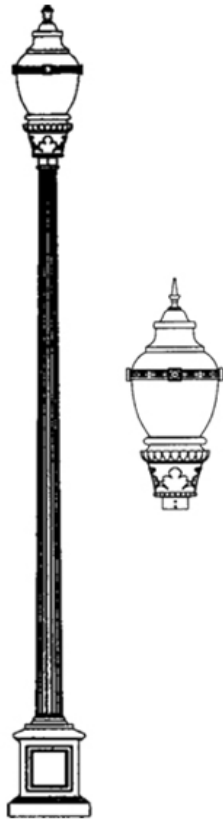


Newer style of “cobra-head” light pole. Note that pole is leaning

- Existing light poles are installed in the Right of Way at varying distances from the pavement edge, ranging from two feet to over eight feet. This causes unequal illumination of the streets and is unsightly.
- It is generally felt that the existing lighting of Broadwater is inadequate, particularly at street corners, where no provision is made for illumination of street signs.


RECOMMENDATIONS:

- 7.1.1: (OPTION ONE) Adopt a uniform program for re-lighting of Broadwater. Keeping in mind that the City generally installs decorative lighting through Neighborhood Partnership grants on major streets only and not throughout entire neighborhoods, consider asking the City to allow the following program.
 - 7.1.1.a: Provide a streetlight on every corner to illuminate street signs. Mount street signs directly to these light poles to avoid clutter.
 - 7.1.1.b: Install new fixtures in a staggered pattern for symmetry of lighting.
 - 7.1.1.c: All poles must have equal setback and spacing, as much as possible.
 - 7.1.1.d: Other than at corners, locate all poles in the Right of Way aligned with property lines between lots.
 - 7.1.1.f: Maintain the City standard of approximately 0.4 foot-candles of illumination in all areas.
 - 7.1.1.g: As a conceptual basis of design, new fixtures shall be at least equal in appearance and performance to the Washington Postlite® Utility luminaire with Lunar Optics as manufactured by Holophane. Fixtures shall have asymmetrical reflectors designed to project 75% of their light output to the street side. Actual fixtures and vendors are subject to approval by the City and Progress Energy, and the selection may be affected by City procurement contracts in place at the time of implementation.
 - 7.1.1.h: As a conceptual basis of design, fixtures shall be mounted on poles at least equal in appearance and performance to White Venetian etched concrete poles as manufactured by Holophane. Poles shall be of appropriate height to achieve desired light levels, but, in order to maintain a residential appearance, pole height shall not exceed fifteen feet. Actual fixtures and vendors are subject to approval by the City and Progress Energy, and the selection may be affected by City procurement contracts in place at the time of implementation.



*Above left: Light pole and luminaire (Washington State Street luminaire on a Fort Washington post by Holophane) as selected by residents through the Preference Poll.
Above right: Light pole and luminaire currently in widespread use in City.*

- 7.1.2: (OPTION TWO) Depending on availability of funding, Option One may be reduced by installing new, aesthetically upgraded fixtures only at street corners and simply keeping the rest of the existing fixtures in place. This would continue this Plan's emphasis on intersections as the primary points of aesthetic impact, and greatly reduce the cost of the project. Note: if Option Two is selected, consider requesting that the City and Progress Energy accelerate the process of replacing the old gooseneck poles.



OBJECTIVE 7.2: Improve the aesthetic appearance of Broadwater by relocating all above-ground utilities underground.

CHALLENGES:

- Most of Broadwater currently features underground utilities. However, in some areas where underground conduits are available, overhead wires have nonetheless been strung between light poles. Further, a large section of North Broadwater has all of its utilities above-ground. This inconsistent approach to utility installation is unsightly and undermines a sense of neighborhood identity.
- In an established neighborhood like Broadwater, relocation of above-ground utilities is an extremely difficult proposition. It requires considerable excavation, and resulting damage to existing pavement, landscaping, and irrigation systems. It may also require that affected homeowners upgrade their homes' electrical service (generally, a 100-amp service may have to be upgraded to 200-amp). While some utilities may be willing to share the cost of this work, the affected homeowners will generally be asked to pay much of the cost. A majority of the affected residents must agree to the expense, or conversion is not an option.

RECOMMENDATIONS:

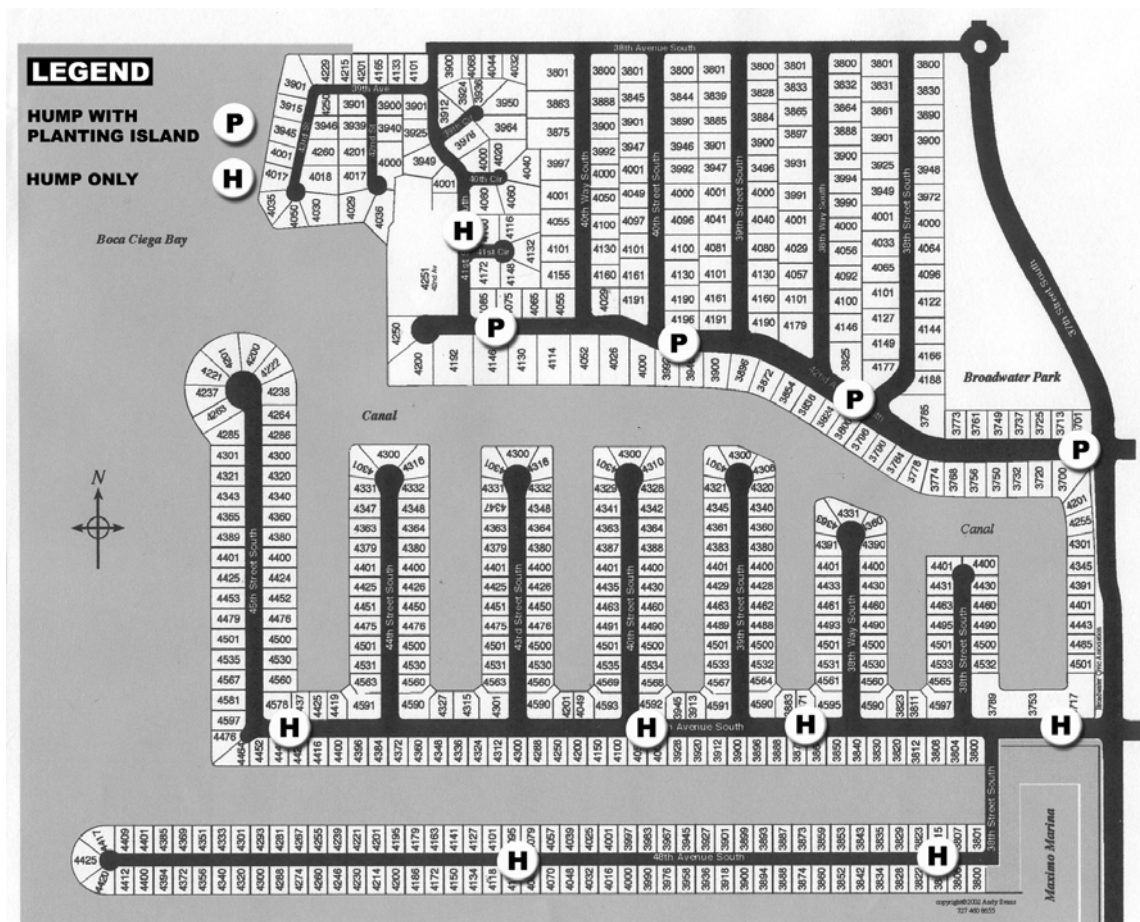
- 7.2.1: Study the implications and costs of relocating utilities below ground. This can be arranged by contacting the affected utilities, primarily Progress Energy.
- 7.2.2: Request relocation of any above-ground utilities located in areas where underground conduits are already available. This can be done by contacting the appropriate utility directly.

CHAPTER 8 – TRAFFIC CONTROL AND ENTRANCE SECURITY

OBJECTIVE 8.1: Improve the safety of Broadwater residents through the use of appropriate traffic calming measures.

CHALLENGES:

- Excessive speed of motorists is a concern throughout Broadwater.
- Existing traffic calming measures in the neighborhood mostly consist of speed humps with or without planting islands. These measures have had only limited success in slowing motorists, primarily since, with the possible exception of 42nd Avenue South, there do not appear to be enough of them on any given road. Further, the design of these measures, which could have served as a unifying them for Broadwater, is instead inconsistent throughout the neighborhood.



Map of Broadwater's existing traffic calming features



Typical existing speed hump with planting island found in Broadwater

- There is a difficult left turn at 46th Avenue and 34th Street South. Thirteen accidents were reported at this intersection between January of 2003 and March of 2004.
- Increased safety for pedestrians and bicycles is needed. The neighborhood is reportedly undergoing a gradual shift to a younger, more active populace, underscoring this need.
- Cut-through traffic is a problem between 38th Avenue and 42nd Avenue South, possibly to avoid the circle at 38th Avenue and 37th Street. This problem may get worse after the new Wal-Mart opens.

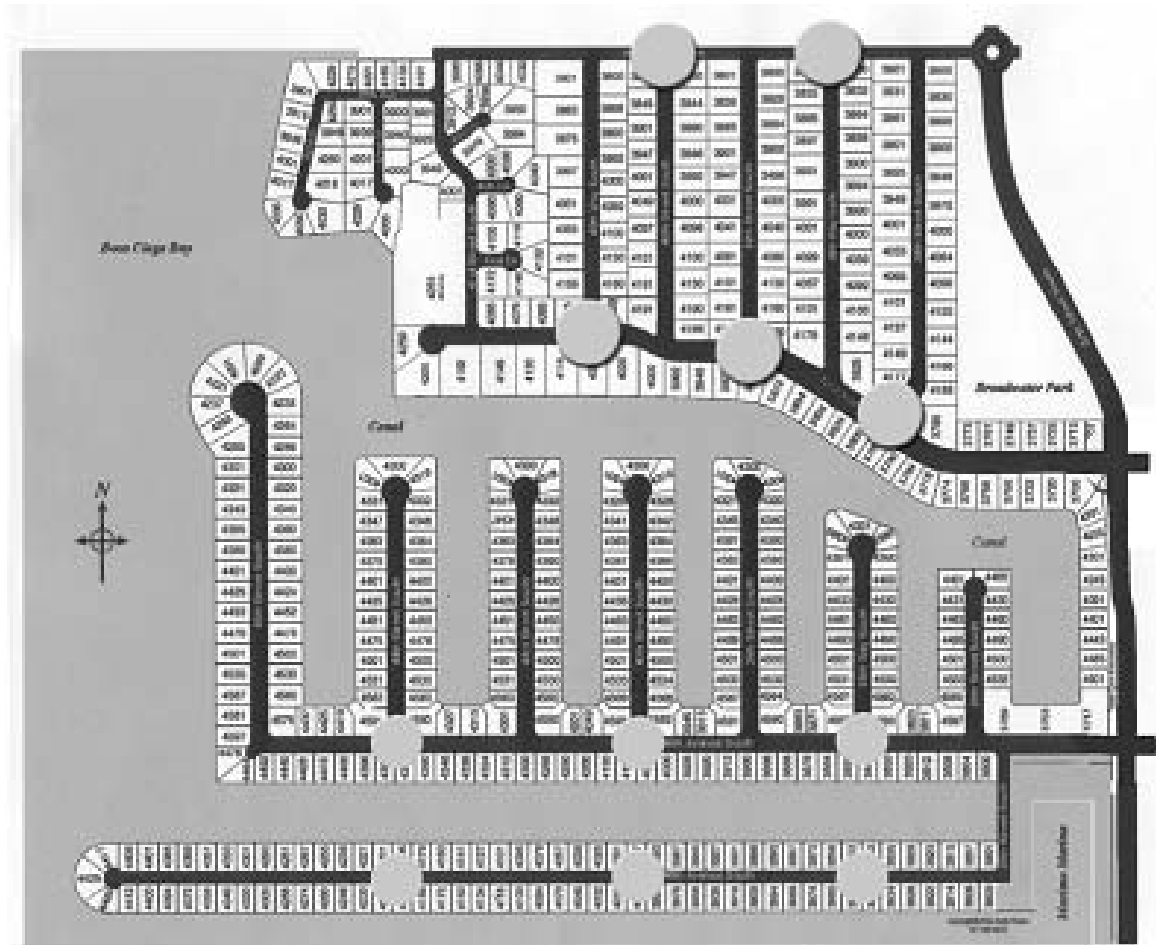
RECOMMENDATIONS:

- 8.1.1: As part of a comprehensive traffic calming plan, request that the City lower speed limits throughout Broadwater, and work with the Police Department to enforce them. Suggest installing signs stating that speeding fines will be doubled when pedestrians are present.
- 8.1.2: As part of a comprehensive traffic calming plan, adopt a program for installation of aesthetically and functionally consistent traffic calming measures throughout Broadwater. ~~The existing speed humps with offset~~

landscape islands on 42nd Avenue South are functional and, if enhanced with patterned paving, could serve as a model for the neighborhood. However, the preferred recommendation of this Plan is as follows:

8.1.2.a: Remove all existing traffic control features. While these could be retained on the principle of “waste not, want not,” part of the purpose of this Plan is to enhance neighborhood identity through consistent use of the elements of the Plan. Therefore, it is important that all traffic control features be aesthetically coordinated.

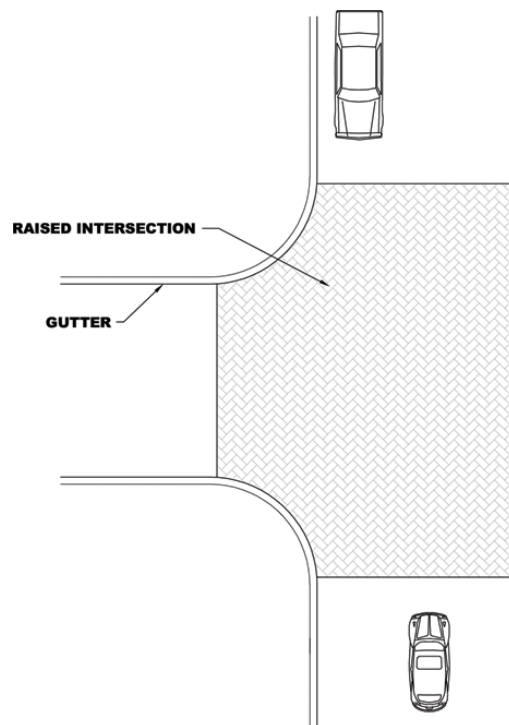
8.1.2.b: Install raised pavement at all selected intersections in Broadwater as shown below. Use a consistent style of brick pavers or patterned pavement to create consistency. Note that prior to implementation of this, each intersection must be individually reviewed to resolve any possible drainage or driveway issues.



Map of proposed raised intersections (REVISED)



*Image showing raised intersection and corresponding features
(IMAGE REVISED)*



Plan of typical raised intersection with bike lane

(IMAGE REVISED)

- 8.1.2.c: On 48th Avenue South, where there are no intersections, install a minimum of three raised pavement areas similar to those noted above, twelve feet long in the direction of travel, using the same pavement style identified for raised intersections above.
- 8.1.3: Request that the FDOT consider installing a left turn signal at 46th Avenue and 34th Street South.
- 8.1.4: ~~As recommended in Chapter 6 of this Plan, recommend the study of future bike/pedestrian lanes during Phase II of the City's Master Plan to connect to the proposed bike lane along 37th Street South.~~



Existing median on 37th Street South.

- 8.1.5: To enhance the approach to Broadwater and help prevent “cut-through” traffic, ask that the City install a center median on 38th Avenue South from 37th Street South westward to 41st Street South. Locate median breaks so as to discourage residents of the neighborhoods to the north from using Broadwater streets as short cuts. NOTE 1: The proposed median must be designed to avoid conflicts with existing driveways, and would need to go through the City’s traffic calming process for approval. NOTE 2: addition of a median on 38th Avenue will require that no parking be allowed on either side of the road. ~~Also, should the median be installed,~~

~~the pedestrian/bike lane recommended in Chapter 6 of this Plan would not be feasible on this road.~~

- 8.1.6: Promote educational materials regarding traffic issues in the quarterly newsletter and on the neighborhood web site to increase public awareness of these issues.
- 8.1.7: Work with the Police Department and Community Police Officer to encourage stricter enforcement of speeding and parking rules.
- 8.1.8: Work to increase participation in the Neighborhood Watch (See Chapter 9).
- 8.1.9: To improve security and safety of residents, and to prevent “cut-through” traffic and discourage unsafe driving in the north part of Broadwater, consider further study of the following possibilities. Bear in mind that implementation of these ideas could require modification or deletion of recommendation 8.1.5.
 - 8.1.9.a: Study the possibility of blocking vehicular traffic by installing cul-de-sacs at any, some or all intersections between 38th Avenue South and the streets of Broadwater, specifically 38th Street, 38th Way, 39th Street, 40th Street, 40th Way and 41st Street South. Refer to Appendix E for a signed petition from the residents of 39th Street.
 - 8.1.9.b: Promote further study of other means to resolve the “cut-through” problem along 38th Avenue South, including but not limited to roadway modifications, dedicated access lanes, etc.



CHAPTER 9 – NEIGHBORHOOD WATCH

OBJECTIVE 9.1: Improve the safety of Broadwater residents through implementation of an effective Neighborhood Watch program. [Editor’s note: during the early stages of development of this Plan, the Neighborhood Watch was already in the process of being reinstated. This chapter’s purpose is only to remind current and future residents of Broadwater that the Watch is considered to be a vital component of the enhanced security program envisioned by this Plan.]

CHALLENGES:

- Broadwater once had a successful Neighborhood Watch program, but for various reasons the program was discontinued and remained so for several years. This experience illustrates the fact that any Neighborhood Watch program is subject to cyclical changes in participation. As a successful Watch potentially helps to lower the crime rate, residents feel more secure, and therefore feel less of a need to participate. If this continues, participation declines, and the Watch becomes less effective, potentially contributing to an increase in the crime rate. This cycle is difficult to avoid. Keeping residents interested and involved is the main challenge of a Neighborhood Watch.
- Watch volunteers must be educated to follow rules established by the St. Petersburg Police Department and to understand and follow procedures conducive to an effective Watch. Many volunteers start out with good intentions, but lose interest once apprised of all the rules.

RECOMMENDATIONS:

- 9.1.1: Establish a Neighborhood Watch program in strict accordance with the rules and procedures of the St. Petersburg Police Department.
- 9.1.2: Maintain a 24-hour central drop-off location for Watch materials.
[Editor’s Note: at the time of the writing of this Plan, the drop-off location had been identified as the Howard Johnson’s Hotel on 34th Street South.]
- 9.1.3: To ensure a steady availability of volunteers, maintain resident awareness of the Watch by any available means, including:
 - 9.1.3.a: Publish a regular column in the Civic Association newsletter, including incident reports to demonstrate the effectiveness of the Watch. Use the newsletter also to send out recruitment information and to publicize the benefits of joining and participating in the Watch.



- 9.1.3.b: Use word of mouth. Members of the Watch should constantly be on the lookout for new volunteers.
- 9.1.3.c: Ask that departing volunteers make an effort to recruit their replacement before leaving the Watch.
- 9.1.3.d: Stay visible. Watch members should greet residents, and be seen on patrol by residents. This reassuring presence will enhance neighborhood security and a sense of community, and could lead to a regular flow of volunteers.
- 9.1.3.e: Create recognition opportunities for Watch members. For example, awards could be given for “volunteer of the month” or “most patrols.” The Civic Association newsletter could be used to publicize these awards, potentially increasing resident interest in participating.



CHAPTER 10 – EXECUTIVE SUMMARY, FUNDING AND IMPLEMENTATION

This chapter contains all of the recommendations made in the previous 9 chapters of this Plan, along with proposed approaches to funding and implementation of each recommendation. In some cases, the wording of the recommendations has been abbreviated. A number of the recommendations entail continued volunteer efforts by the Broadwater’s property owners, and require no funding to be implemented. Some have clear, established sources for funding, while finding money for others may require considerable creativity, extra effort, or even financial participation by the property owners. This Plan is only the first step in securing Broadwater’s future. Implementation will be a continuing process, most likely spread out over several years. Over time, priorities may change, new sources of funding may appear and old ones may dry up. The Plan itself may need to change at times, but it will always serve as an invaluable reference to help Broadwater’s property owners guide the evolution of their neighborhood.

Project 1 – Entrances and Intersections

1.1.1 To maintain a presence on 34th Street and avoid becoming known as “that little neighborhood behind Wal-Mart,” replace the existing sign with a new, more visible design.

Strategies: Neighborhood could apply for a Neighborhood Partnership Grant or pursue private sponsorship to fund new signs. May need input and approval from FDOT due to 34th Street being a state road.

Potential funding: Neighborhood Partnership Grant Program; private sources

Cost estimate: \$3,500 - \$5,000 for concrete sign depending on size

1.1.2 Erect new monument signs at the following intersections with 37th Street South: 38th, 42nd and 46th Avenues South

Strategies: Neighborhood could apply for a Neighborhood Partnership Grant or pursue private sponsorship to fund new signs. Signs will need to be located outside of the visibility triangle. Right-of-way permit will need to be obtained prior to implementation.

Potential funding: Neighborhood Partnership Grant Program; private sources

Cost estimate: Right-of-way permit - \$180; Monument sign - \$1,500+ each

▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲

1.1.3 Erect new small monument signs at the following intersections with 38th Avenue South: 38th, 39th, 40th and 41st Streets South and 38th and 40th Ways South.

Strategies: Neighborhood could apply for a Neighborhood Partnership Grant or pursue private sponsorship to fund new signs. Signs will need to be located outside of the visibility triangle. Right-of-way permit will need to be obtained prior to implementation.

Potential funding: Neighborhood Partnership Grant Program; private sources

Cost estimate: \$350 - \$750 each

1.2.1 Erect monument signs of appropriate size at intersections as identified as entrances to Broadwater

(Same as 1.1.2)

1.2.2 Install raised pavement at all intersections using textured pavement.

Strategies: Neighborhood will need to initiate a traffic calming committee to begin approval process for all traffic calming features.

Potential funding: Traffic calming funds; privately fund

Cost estimate: brick intersection: \$33,100 or raised intersection \$10,615 plus \$5.00 - \$7.00 per square foot any pattern or color

1.2.3 Install new, high impact plantings at intersections (same as 3.1.1)

Strategies: Documented support from adjacent property owners; determination of landscaping maintenance

Potential funding: Neighborhood Partnership Grants

Cost estimate: Depends on type of landscaping

▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲

1.2.4 *Install new street name signs with distinctive logos at all intersections (same as 2.1.2)*

Strategies: Documented support from adjacent property owners;

Potential funding: Neighborhood Partnership Grants

Cost estimate: \$650 - \$1,000 per sign

1.2.5 *Petition City to allow a range of addresses to be added to each sign (same as 2.1.2)*

Strategies: May require City Council action

Potential funding: None needed

Cost estimate: None – filing petition does not involve funding

1.2.6 *Install new street lights throughout Broadwater; use new light poles to mount way-finding and traffic signs (same as 7.1.1)*

Strategies: Coordinate with Internal Services regarding lights

Potential funding: Neighborhood Partnership Grants in phases; association to approach Progress Energy directly as a possible project


Cost estimate: \$2,100 per light including installation

1.2.7 *Install three raised pavement sections in lieu of existing speed humps, with the added feature of a planted median on 48th Avenue South.*

Strategies: Neighborhood should initiate traffic calming committee to begin approval process for proposed features.

Potential funding: Traffic calming; however, if the feature is merely for aesthetic purposes, the feature may not be eligible

Cost estimate: Median (15' long x 6' wide) - \$6,000; Humps - \$1,350 plus textured pavement at \$5.00 - \$7.00 per square foot, any pattern/color



Project 2 – Signage

2.1.1 *Adopt a neighborhood-wide policy of reporting deficient signs to the City.*

Strategies: Association should include information related to reporting signs to the Mayor’s Action Center (893-7111) or Action Online (www.stpete.org) through the newsletter and website.

Potential funding: None needed

Cost estimate: None – adopting policy does not involve funding

2.1.2 *Petition the City for a variance to street sign standards in order to allow a range of addresses to be added to all street signs (same as 1.2.5)*

Strategies: May require City Council action

Potential funding: None needed

Cost estimate: None – filing petition does not involve funding

2.1.3 *Replace all existing street signs with identity signs (same as 1.2.4)*

Strategies: Documented support from adjacent property owners;

Potential funding: Neighborhood Partnership Grants

Cost estimate: \$650 - \$1,000/per sign plus an as yet unspecified amount per street name sign

2.1.4 *Wherever possible, install signs on new light poles. If new poles are not yet available, install signs on pipe poles not U-channels.*

Strategies: Documented support from adjacent property owners for new poles

Potential funding: Neighborhood Partnership Grants

Cost estimate: \$750 - \$1,000 per pole

2.1.5 *Replace existing traffic signs with upgraded signs (see 2.1.4)*

Strategies: Documented support from adjacent property owners;



Potential funding: Neighborhood Partnership Grants

Cost estimate: \$750 - \$1,000 per pole

Project 3 – Landscaping

- 3.1.1 Adopt a program to add high impact plantings to high visibility areas, such as intersections, medians and long the four main east-west arteries.*

Strategies: Define all locations for proposed landscaping and prioritize projects; obtain support from adjacent property owners

Potential funding: Neighborhood Partnership Grants

Cost estimate: Adopting program does not involve funding; planting costs TBD

- 3.1.2 Adopt a palette of plant materials to be used consistently whenever funds become available to add landscaping to various areas of Broadwater.*

Strategies: Continue landscaping committee to determine palette of landscaping material

Potential funding: Committee should identify potential sources such as sponsorships from local nurseries; Neighborhood Partnership Grant

Cost estimate: Adopting program does not involve funding; planting costs TBD

- 3.1.3 Adopt a consistent approach to use the recommended planting for various landscaping projects.*

Strategies: Landscape committee and association should maintain recommended standard for future projects

Potential funding: None needed

Cost estimate: Adopting program does not involve funding; planting costs TBD

- 3.1.4 Establish a neighborhood volunteer program for routine basic maintenance of public plantings.*

Strategies: Landscape committee should begin a roster and schedule for volunteers



Potential funding: None needed

Cost estimate: None – establishing program does not involve funding

3.1.5 *Consider the use of Civic Association funds to pay for periodic major maintenance of public plantings, such as pruning of tall palms, etc.*

Strategies: Landscape committee should determine type and amount of required major maintenance

Potential funding: Association funds or in-kind from potential sponsors

Cost estimate: TBD

3.2.1 *Adopt a program for using plant materials to screen undesirable views, wherever public land is available to do so (e.g. marina and condo areas).*

Strategies: Landscape committee should identify and prioritize project locations

Potential funding: None

Cost estimate: Adopting program does not involve funding; planting costs TBD

3.2.2 *Where no public land is available for planting of visual buffers, encourage property owners to add plantings on their property. Offer neighborhood assistance in procuring and maintaining these buffers.*

Strategies: Landscape committee can develop a “How to” brochure for property owners and set up volunteer days to assist with initial installations

Potential funding: Sponsorship from local landscapers or nurseries; association funds; input from cooperative extension or PTEC

Cost estimate: None other than cost for printing

3.2.3 *To screen views of utility boxes and transformers, encourage homeowners to install appropriate plantings.*

Strategies: Landscape committee can develop “How to” brochure or tips for property owners and set up volunteer days to assist property owners with initial installations



Potential funding: Local nurseries; input from cooperative extension or PTEC

Cost estimate: None other than potential cost for brochure

Project 4 – Parks

4.1.1 Petition City Council to change the designation of Broadwater Park from Wilderness to Passive Park Property with Wilderness Areas (per Parks Department)

Strategies: Discussions with Parks and Neighborhood Partnership Departments to initiate designation change

Potential funding: None needed

Cost estimate: None – filing petition does not involve funding

4.1.2 Create a new neighborhood committee to research and recommend improvements that will enhance the neighborhood’s sense of involvement with the park without turning the park into a regional attraction. Suggested improvements may include but are not limited to nature walk through the park, small playground, privacy fencing, and landscaping.

Strategies: Neighborhood Parks committee should coordinate efforts with Broadwater City Team

Potential funding: None needed to create committee and do research; funding sources for improvements will depend on what is decided. There may be grants (educational component), capital improvements, operating, etc., all available from the City.

Cost estimate: Depends on proposed improvements (e.g. neighborhood playground - \$35,000; fencing - \$4,000)

Project 5 – Commercial and Peripheral Development

5.1.1 Work with City’s Economic Development Department to help attract desirable businesses

Strategies: Neighborhood should develop an Economic Development/Marketing Committee

Potential funding: None needed



Cost estimate: None – this work does not involve funding

5.1.2 Solicit grants to help the neighborhood market itself to desirable businesses.

Strategies: Neighborhood committee can develop direct mailing or make telephone contact with prospective businesses. The neighborhood may consider approaching commercial real estate companies who work in the area and partner with them on increasing business development/redevelopment. Consider partnering with other neighborhood organizations to create a community development corporation to focus on the development/recruitment of “southside” business development (e.g. Greater Pinellas Point)

Potential funding: Commercial Real Estate companies

Cost estimate: Depends on strategies selected

5.1.3 Establish an early alert system to let the neighborhood know what kind of businesses are considering coming to the area by means of a close relationship with the City.

Strategies: Initiate discussions with Development Service and Economic Development to discuss this possibility

Potential funding: None

Cost estimate: None – this work does not involve funding

5.1.4 Work with Eckerd College and/or other local schools to develop marine related programs, taking advantage of Broadwater’s waterfront location to develop a niche in the City’s educational environment.

Strategies: Association should create an environmental committee to pursue this recommendation.

Potential funding: Eckerd College, University of South Florida – St. Petersburg campus; environmental agencies grants

Cost estimate: TBD

5.1.5 Encourage owners to properly maintain their properties by consistently reporting violations of City codes and ordinance.



Strategies: Association can encourage members and property owners through Broadwater website www.broadwaterfl.com about available City reporting venues: Mayor’s Action Center (893-7111), Codes Compliance Assistance (893-7373) or Action Online (www.stpete.org) to report various complaints.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

5.1.6 Discourage undesirable businesses such as pawn shops, adult book/video stores, poorly run vegetable stands, check cashing facilities by not patronizing them.

Strategies: Association can share concerns with members and other residents

Potential funding: None needed

Cost estimate: None – this work does not involve funding

5.1.7 Encourage desirable businesses such as full service restaurants, well established retail chain stores, etc by patronizing them

Strategies: Association can share information with their members and other property owners

Potential funding: None needed

Cost estimate: None – this work does not involve funding

5.1.8 Establish and maintain a dialogue with business owners.

Strategies: Offer desirable business owners associate membership within the Broadwater Civic Association; attend the 34th Street Business Crime Watch to share information with businesses about any concerns.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

Project 6 – Pedestrian Safety and Walkways

~~*6.1.1 Consider initiating the process of obtaining City approval for designated bike lanes and restricted parking as a possible solution to challenges. Recommend the study of future bike/pedestrian lanes to connect to the City’s proposed bike lane along 37th Street South.*~~



~~Strategies: During the process of reviewing traffic calming features, review the concepts presented in the plan for discussions with the City~~

~~Potential funding: None needed~~

~~Cost estimate: Starting process does not involve funding; project costs TBD~~

6.1.2 Consider the lowering of speed limit throughout Broadwater and work with the Police Department on enforcement.

Strategies: This option should be discussed as part of the traffic calming committee process. If implemented, this should be discussed with the community police officer for enforcement.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

6.1.3 Request that the County reduce the number of bus stops along 37th Street South.

Strategies: Association should initiate discussions with PSTA staff on options.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

6.1.4 If/when Broadwater Park is developed as recommended, request that the City install a sidewalk from 42nd Avenue along the west side of 37th Street to the southeast corner of the park.

Strategies: Association can send formal written request to the City to reconfirm recommendation within the neighborhood plan.

Potential funding: None required to make request; if approved, funding would be from capital improvement - neighborhood plan sidewalk funds

Cost estimate: TBD

Project 7 – Lighting & Overhead Utilities

7.1.1 Option 1: Adopt a uniform program for re-lighting of Broadwater which would include the following criteria:

- a. Streetlight on every corner with street signs directly mounted on light poles*



- b. Install new fixtures in a staggered pattern for symmetry of lighting*
- c. All poles must have equal setback and spacing*
- d. Locate all poles within right-of-way aligned with property line between lots*
- e. Maintain the City stand of approximately 0.4 foot-candles of illumination*
- f. New fixtures should be equal in appearance and performance to the WashingtonPostlite Utility luminaire with lunar optics.*
- g. Poles should be equal in appearance and performance as the Venetian etched concrete poles.*

Strategies: Association should initiate discussions with Progress Energy and City about proposal.

Potential funding: Neighborhood Partnership Grants

Cost estimate: \$2,100 per light including installation

7.1.2 Option 2: Reduce option 1 to street corners only with existing light fixtures to remain.

Strategies: Association should initiate discussions with Progress Energy and City about proposal.

Potential funding: Neighborhood Partnership Grants

Cost estimate: \$2,100 per light

7.2.1 Study the implications and costs of relocating utilities below ground.

Strategies: Association should initiate discussions with Progress Energy

Potential funding: None needed

Cost estimate: None – the study itself does not involve funding

7.2.2 Request relocation of any above ground utilities located in areas where underground conduits are already available.

Strategies: Association should initiate discussions with Progress Energy.

Potential funding: None needed for request; Progress Energy participation and/or private funding for actual work.

Cost estimate: Making the request does not involve funding; project costs TBD



Project 8 – Traffic Control and Entrance Security

8.1.1 *Consider the lowering of speed limit throughout Broadwater and work with the Police Department on enforcement. (same as 6.1.5)*

Strategies: This option should be discussed as part of the traffic calming committee process. If implemented, this should be discussed with the community police officer for enforcement.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

8.1.2 *Adopt a program for installation of aesthetically and functionally consistent traffic calming features throughout Broadwater.*

Strategies: This option should be discussed as part of the traffic calming committee process.

Potential funding: None needed

Cost estimate: None – adopting the program does not involve funding

8.1.3 *Request that the City consider installing a left turn signal at 46th Avenue and 34th Street*

Strategies: This option should be discussed as part of the traffic calming committee process. Signal lights require that the traffic volumes meet FDOT standards. FDOT has jurisdiction of 34th Street and they will need to be consulted if warrants are met.

Potential funding: None needed


Cost estimate: None – making request does not involve funding

8.1.4 ~~*Recommend the study of future bike/pedestrian lanes during Phase II of the City Trails Plan to connect the proposed bike lane along 37th Street South. (same as 6.1.1)*~~

~~Strategies: During the process of reviewing traffic calming features, review the concepts presented in the plan for discussions with the City~~

~~Potential funding: None needed~~

~~Cost estimate: None – this study does not involve funding~~

- 
- 8.1.5 *To enhance the approach to Broadwater and help prevent cut through traffic, request installation of a center median on 38th Avenue between 37th – 41st Streets.*

Strategies: During the process of reviewing traffic calming features, discuss the 38th Avenue South option

Potential funding: None needed

Cost estimate: None needed for request; project cost TBD

- 8.1.6 *Promote educational materials regarding traffic issues in the quarterly newsletter and on the neighborhood website to increase public awareness.*

Strategies: Association should coordinate with Transportation on text and inquire there are materials readily available for inclusion within newsletter or placement on Broadwater website.

Potential funding: None – included in cost of preparing newsletter

Cost estimate: None needed

- 8.1.7 *Work with the Police Department and Community Police Officer to encourage stricter enforcement of speeding and parking rules.*

Strategies: Association can send formal request to Police Department and discussion the priority issue directly with the community police officer.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

- 8.1.8: *Work to increase participation in the Neighborhood Watch (See Ch. 9).*

- 8.1.9: To improve security and safety of residents, and to prevent “cut-through” traffic and discourage unsafe driving in the north part of Broadwater, consider further study of the following possibilities. Bear in mind that implementation of these ideas could require modification or deletion of recommendation 8.1.5.

8.1.9.a: Study the possibility of blocking vehicular traffic by installing cul-de-sacs at any, some or all intersections between 38th Avenue South and the streets of Broadwater, specifically 38th Street, 38th Way, 39th Street, 40th Street, 40th Way and 41st Street South. Refer to Appendix E for a signed petition from the residents of 39th Street.

▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲

8.1.9.b: Promote further study of other means to resolve the “cut-through” problem along 38th Avenue South, including but not limited to roadway modifications, dedicated access lanes, etc.

Strategies: Discuss options with appropriate City departments; retain a traffic engineer to study conditions and make recommendations.

Potential funding: Unknown

Cost estimate: None needed for request; project cost TBD

Project 9 – Neighborhood Watch

9.1.1 Establish a Neighborhood Watch program in strict accordance with the rules and procedures of the St. Petersburg Police Department.

Strategies: Association should contact the Crime Prevention Unit of the St. Petersburg Police Department to initiate a Neighborhood Watch program.

Potential funding: None needed

Cost estimate: None – this work does not involve funding

9.1.2 Maintain a 24 hour central drop-off location for Watch material (e.g. Howard Johnson’s Hotel)

Strategies: Neighborhood Watch can coordinate with local businesses

Potential funding: None needed

Cost estimate: None – this work does not involve funding

9.1.3 To ensure a steady availability of volunteers, increase participation in the Watch through the association newsletter, verbal communication (word of mouth), departing members recruit their replacements, visibility and volunteer recognition.

Strategies: Neighborhood Watch should identify various methods to recruit new members such as identified above.

Potential funding: None needed

Cost estimate: None – this work does not involve funding