

## COMMERCIAL ELEMENT AND CODE ENFORCEMENT

The Commercial Element identifies and describes the existing characteristics that are desired by the neighborhood. The existing conditions will determine appropriate design for future development along the corridor.

The commercial properties are located along three corridors that bound the eastern, western, and southern perimeters of the neighborhood. Commercial properties are primarily related to institutional services, professional offices, such as, medical, real estate, and insurance. The M. L. King (9<sup>th</sup> Street) corridor (west side of street) is primarily RO-1 (Residential - Office) Zoning, allowing for either residential or office or a combination of the two. Other zoning types in this location are ROR-1 (Residential - Office - Retail) Zoning allowing for residential or low density commercial, and RM-12/15 (Residential - Multi-Family) allowing for higher density residential only.

The 16<sup>th</sup> Street corridor (east side of the street) is primarily GO (General Office) Zoning allowing for professional offices, but not retail, and secondarily, RM-12/15 (Residential - Multi-Family). One lesser zoning classification is RS-75 (Residential) allowing for residential only. The 9<sup>th</sup> Avenue corridor (north side of the street) is primarily RO-1 (Residential - Office) Zoning. The 22<sup>nd</sup> Avenue corridor (south side of the street) is primarily RS-75 (Residential). Commercial and multi-family land uses are limited to the perimeter of the neighborhood with the exception of one parcel near St. Paul Catholic Church zoned RM-12/15 (Residential - Multi-Family).

The R0-1, ROR-1, and GO Zoning Districts have a twenty-five (25) feet front setback. On M. L. King (9<sup>th</sup> Street), 9<sup>th</sup> Avenue, and 16<sup>th</sup> Street, about half of the existing structures comply with the zoning setback ordinance. The 2001 Neighborhood Survey

indicated that an important neighborhood asset is maintaining the integrity and character of the neighborhood. To maintain the character of the neighborhood's local shopping district, the M. L. K. Business Association is encouraged to adopt the Neighborhood Design Review (NDR) for M. L. King (9<sup>th</sup> Street) businesses as part of the Euclid St. Paul's Neighborhood Plan. If adopted by the ESPNA, NDR would cover the west side of the M. L. King (9<sup>th</sup> Street) corridor. The east side of the corridor is covered by Crescent Lake and Crescent Heights Neighborhood Plans.

The north / south arterials are major transportation corridors, with the Euclid/St. Paul's Neighborhood on M. L. King (9<sup>th</sup> Street) primarily commercial, retail, restaurant, service, office, institutional, and on 16<sup>th</sup> Street primarily institutional, office, multi-family, commercial. The character of the buildings range from contemporary and modular office structures with adjacent frontage parking lots, to existing (mostly) two-story homes which have been converted to office use with parking in the rear with alley accessibility. The neighborhood has a variety of pre-Second World War structures (typically built close to the street with either no parking or small parking lots located to the rear) and post-Second World War structures (typically set back further from the street with larger parking lots located to the front of the site.) The businesses vary from neighborhood to regional in scope and clientele. The M. L. King (9<sup>th</sup> Street) commercial area has more of a neighborhood scale and character than that of automobile-oriented commercial strip shopping like the 4<sup>th</sup> Street North commercial corridor, and has a mix of alternating residential and commercial uses. There are some intermittent residential uses, both single family and multi-family, including a motel and assisted living facilities.

From the 1910s to the 1940s, a trolley ran along M. L. King

(9<sup>th</sup> Street), a primarily residential corridor then called Euclid Avenue, to 34<sup>th</sup> Avenue North giving M. L. King (9<sup>th</sup> Street) a more neighborhood scale and character. On the north/south commercial corridors, an alley generally separates the residential from the commercial land uses, where intrusion is minimal and mostly visual. Both M. L. King (9<sup>th</sup> Street) and 16<sup>th</sup> Streets have mixed commercial and residential uses, but have distinct characters with M. L. King (9<sup>th</sup> Street) being more upscale and better maintained. Twenty-second (22<sup>nd</sup>) Avenue is all residential use, and 9<sup>th</sup> Avenue is all commercial use or vacant lots, with some alley or roadway separations between the commercial and residential uses.

The M. L. King (9<sup>th</sup> Street) corridor has an active business association, the M. L. King Street Business Association which has developed a conceptual design for the street corridor from 26<sup>th</sup> Avenue South to 34<sup>th</sup> Avenue North. The proposed plan is designed to provide safety for pedestrians crossing M. L. King (9<sup>th</sup> Street) with landscaped medians to provide a place to wait before crossing the street. Landscaped medians tend to slow down traffic speeding because they add visual interest to the open street corridor. The 'Dr. M. L. King (9<sup>th</sup> Street) Corridor Plan' for the Business District proposes landscaped medians of street trees both in the medians and roadside rights of way. Landscaped groundcover beds, new street lighting, and roadway signage are also proposed. Oak trees have been planted on the west side of M. L. King (9<sup>th</sup> Street) as part of the City of St. Petersburg's Operation Greenscape program. The Neighborhood Plan recommends that all new trees on 9<sup>th</sup> Street North be of the same species and therefore, is in congruency with the City's installation.

The resident response to the 2001 Neighborhood Survey indicated that residents currently patronize or would like to patronize neighborhood establishments, such as, restaurants, dry

cleaner, service stations, convenience stores, and antique shops. They would like to see other small businesses in the neighborhood, such as a hair salon, bakery / coffee shop, bookstore, and small grocery markets. These types of small, specialized shops would be most likely to occur in the M. L. King (9<sup>th</sup> Street) corridor.

Code enforcement issues, such as, property maintenance violations including paint, junk, trash / debris, sod / landscape, rotten wood, and fence disrepair is a concern of many residents as shown in the 2001 Neighborhood Survey and as expressed at neighborhood meetings. The Neighborhood Association will continue to work with City Code Compliance Assistance with identification of properties in need of revitalization. Neighborhood businesses can be encouraged to improve the appearance of their property by installing trees and hedges around parking lots, installing landscaping, and making repairs or painting, when needed.

Business owners in the neighborhood are eligible to participate in business planning and development services provided by the Business Development Center (BDC), which assists existing and future small business owners through education, technical assistance, training, financial information, research, small business development services and follow up.

Neighborhood businesses are invited to participate and join ESPNA activities and meetings. Involvement between the Neighborhood Association and neighborhood businesses is encouraged in planning and betterment efforts. The perimeter businesses are an important part of the neighborhood, as basically the neighborhood's "front door". Neighborhood residents can help support neighborhood businesses by patronizing those establishments.

**COMMERCIAL ELEMENT  
ISSUES AND RECOMMENDATIONS SUMMARY**

**Issues**

1. Redevelopment of existing and new commercial facades and parking lots which reflects the character and period style of the existing neighborhood are needed primarily on 16<sup>th</sup> Street and 9<sup>th</sup> Avenue.
2. Redevelopment of 9<sup>th</sup> Avenue as a regional, medical office district could be enhanced with uniformity of signage or landscaping.
3. Development of M. L. King (9<sup>th</sup> Street) as a professional district with neighborhood retail would promote increased diversity and use of multiple task and repeat shopping, such as a bakery or sandwich deli.
4. The older buildings on 16<sup>th</sup> Street offer renovation opportunities for feasible redevelopment of office and multi-family uses.
5. Pedestrian-friendly commercial corridor along M. L. King (9<sup>th</sup> Street) need to be designed for safety in crossing the roadway. Beautification of the medians with landscaping and irrigation would enhance the appearance and provide safer areas to wait when crossing the road.
6. Improvements to individual commercial properties are needed to appreciate both housing and commercial property values in the neighborhood.
7. Sidewalks are missing between 9<sup>th</sup> and 13<sup>th</sup> Avenues North, on the west side of 16<sup>th</sup> Street North.

**Recommendations**

1. Work with the M. L. K. Business Association and the City of St. Petersburg to develop a streetscape master

plan designed for beautification / landscape and pedestrian safety on M. L. King (9<sup>th</sup> Street).

2. Adopt the City of St. Petersburg's Neighborhood Design Review Ordinance, and work to preserve the existing physical and architectural character of the structure's exterior concerning renovation or new construction, as outlined by the elements of the Neighborhood Plan.
3. To maintain the residential character of the Neighborhood's local shopping district where cars are parked in the rear of the property, work with the M. L. K. Business Association and the City of St. Petersburg to adopt the Neighborhood Design Review (NDR) for M. L. King (9<sup>th</sup> Street) businesses. If adopted by the ESPNA, NDR would cover the west side of the M. L. King (9<sup>th</sup> Street) corridor.
4. Encourage City-administrated policies concerning low-profile signage and the restriction of junior billboards and any other outdoor advertising per the Sign Ordinance.
5. Establish a committee of the Neighborhood Association to work with local businesses concerning maintenance, beautification, and parking..
6. Improve pedestrian safety by installing, repairing or replacing concrete sidewalks, and linking any existing walks that are not continuous.
7. Promote owner awareness of grants and programs available for commercial property renovation and improvements through the Neighborhood Association, Business Association, or City meetings or special event seminars.
8. Per the Round Lake Neighborhood Plan and the City's upcoming review of the zoning code, a uniform land use and zoning pattern should be encouraged along the 9<sup>th</sup> and 16<sup>th</sup> Street corridors.

## **REDEVELOPMENT, LAND USE AND ZONING**

The City of St. Petersburg Future Land Use Plan shows projections for the neighborhood to remain primarily single family residential on the interior and northern perimeter, institutional land use at the public / semi-public church properties, and mixed use residential / office / retail and medium density multi-family on the three other perimeter edges facing major transportation arteries. Currently, many homes in the northern and southern sections of the neighborhood are duplexes, triplexes and multi-family dwellings. The Future Land Use Plan shows a conversion of duplexes and triplexes to single family homes, thus creating a more homogenous character to the neighborhood. The neighborhood as a whole should encourage such a trend.

The Euclid/St. Paul's Neighborhood is predominantly single family RS-75 (Residential) zoning allowing for residential at a minimum of 7500 square feet lot area, 75 feet lot frontage, 25 feet front setback, 20 feet rear setback, and 7.5 feet side setback. Most of the dwellings adhere to the side and rear setbacks. Some of the homes are closer to the street between 20 and 25 feet from the front property line, many with front porches creating a more intimate front area for socializing with neighbors. Consideration should be given to new construction and additions which propose a front porch within the current 25 feet setback.

Current and future plans accommodate Multi-family housing RM-12/15 (Residential - Multi-Family) allowing for higher density residential at 12 to 15 units per acre on the perimeters of the neighborhood. Commercial and business zoning is also located on the perimeter of the neighborhood. There are limited amounts of vacant property, primarily in the southeast area of the neighborhood. The following land uses are not a

part of the neighborhood; mobile homes, industrial, agricultural, recreation / open space and conservation. There are no bodies of water in the neighborhood.

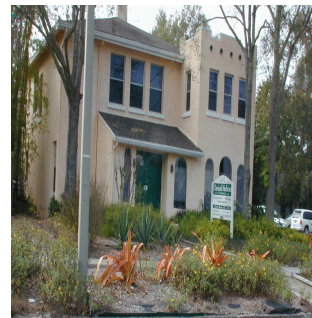
## **REDEVELOPMENT, LAND USE AND ZONING ISSUES AND RECOMMENDATIONS SUMMARY**

### **Issues**

1. Encourage the trend toward a neighborhood core of single family residential homes.
2. Encourage the transformation of duplex and triplex structures to single family homes.

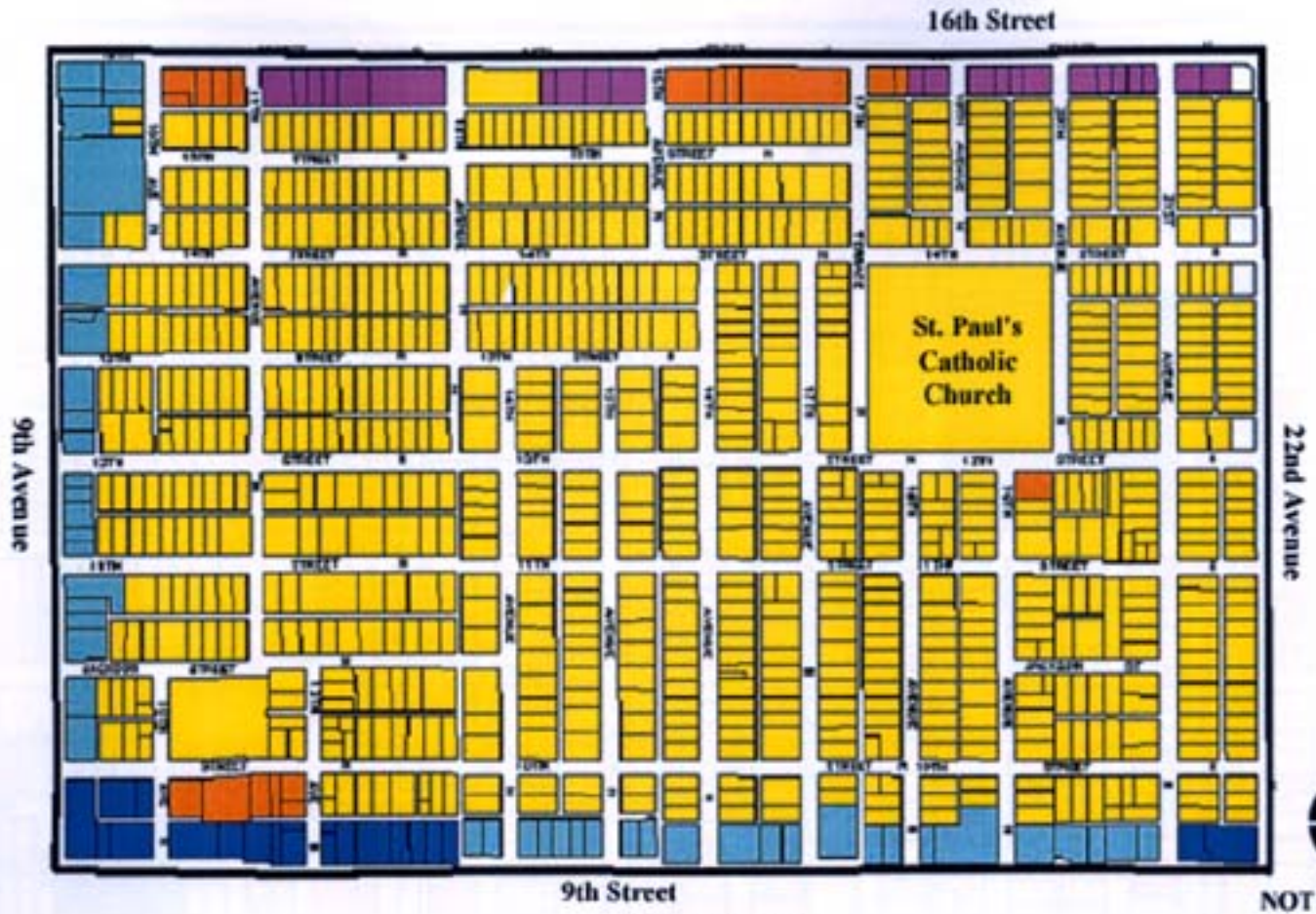
### **Recommendations**

1. Develop a solution to the vacant and boarded properties with the City's assistance, if needed.
2. Through the Neighborhood Association, market the W.I.N. (Working to Improve our Neighborhoods) Program.



**Architectural styles of commercial businesses  
range from contemporary to converted residential**

ZONING DISTRICTS



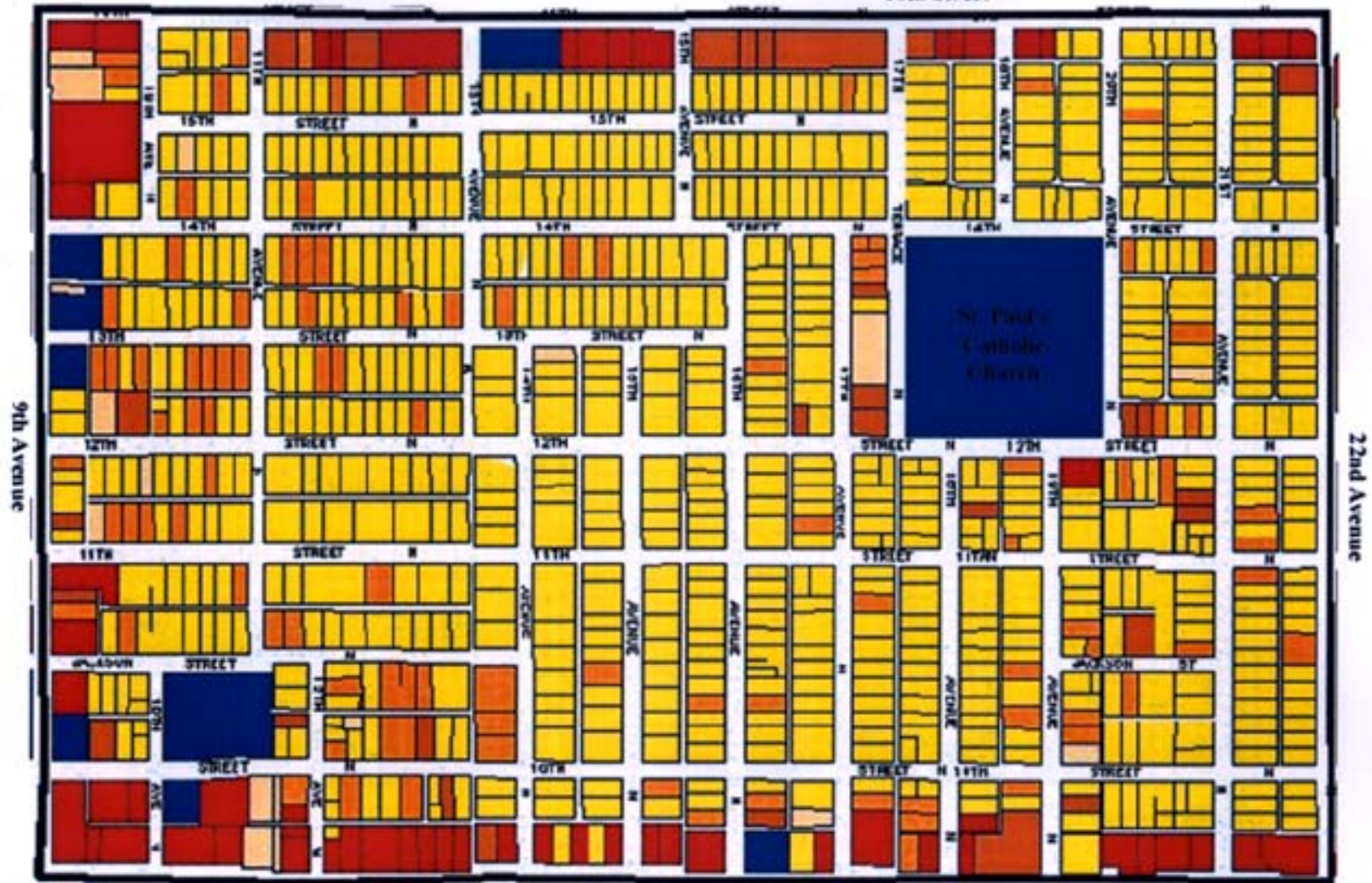
ZONING DISTRICTS

- VALUE UNAVAILABLE
- RS-75
- RM-12/15
- BO-1
- GO
- BOB-1

Map provided by  
 City of St. Petersburg  
 City Development Services Department  
 March 8, 2001

# EXISTING LAND USE

16th Street



9th Street

NOT TO SCALE

## EXISTING LAND USE

- |                |                    |
|----------------|--------------------|
| Single Family  | Commercial         |
| Duplex/Triplex | Public/Semi-Public |
| Multi-Family   | Vacant             |
| Miscellaneous  |                    |



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# FUTURE LAND USE



- RESIDENTIAL**
- RESIDENTIAL URBAN
  - RESIDENTIAL MEDIUM
- MIXED USE**
- RESIDENTIAL/OFFICE GENERAL
  - RESIDENTIAL/OFFICE/RETAIL

- PUBLIC/SEMI-PUBLIC**
- INSTITUTIONAL

NOT TO SCALE



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