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# PRESERVING OUR CULTURAL SPACES

A Policy Brief

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ST. PETERSBURG  
CITY OF THE ARTS

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## **ST. PETERSBURG - CITY OF THE ARTS**

### **ENHANCING AND PRESERVING OUR CULTURAL SPACES AND IDENTITY**

#### **Policy Brief**

#### **Introduction:**

St. Petersburg, Florida is a city of beautiful beaches, sunshine, sports and lively activities. The official vision is to be a city of opportunity where the sun shines on all who come to live, work and play.

St. Petersburg is also a City of the Arts. St. Petersburg's thriving arts and culture scene reaches far beyond the state of Florida. Represented by outstanding museums, scores of independent galleries, a successful, close-knit community of working artists and crafts-people, and a stellar performing arts community, St. Petersburg's cultural scene is one of the best in the southeastern United States.

St. Petersburg is growing and changing rapidly. Five-plus years ago, you would find boarded up buildings and no activity along Central Avenue. Now, it is a vibrant, bustling city center. As a result, rents are rising, displacing vulnerable small creative businesses - some relocating, some disappearing entirely from our arts and cultural community.

The arts have impact. The arts in St. Petersburg not only improve the city's quality of life, they are also an economic powerhouse. The arts - fine art, theatre, music, dance along with the established and emerging Arts Districts play significant roles in our vibrant City of the Arts.

The following report offers possibilities for St. Petersburg's future. We offer recommendations and practical/possible processes to preserve our cultural impact as well as our Arts Districts.

We welcome your input. Our goal is to help shape the way our city is growing and thriving. We want to keep our arts community alive and prospering too.



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February, 2021





## Problems and Opportunities:

### **Cultural spaces add value to neighborhoods.**

A neighborhood's theaters, galleries, music venues, artists' studios, and museums showcase vitality and reflect character, attracting residents, businesses and visitors. The value of Cultural Spaces\* and activities can also be quantifiable, driving economic growth and urban development with increased pedestrian activity, more businesses open in the evenings, and increased social media with photos and messages proudly displaying activity.

Despite Cultural Space's economic role in strengthening our Arts Districts, creating and maintaining these spaces in a strong real estate market can be extremely difficult. Older, smaller spaces that once housed galleries, locally owned boutiques, retail shops and music venues have already been displaced due to advantageous purchases of properties "ripe" for development. Real estate firms have benefitted at the expense of the reason they were attracted to the Districts in the first place.

In the midst of rapid development of Downtown and Central Avenue, we, as a city, have an opportunity to preserve and enhance the qualities that make St. Petersburg a City of the Arts. There is room to find mutual benefits for both developers and the community to preserve and create new space for cultural uses that bring value to all.

### **Barriers to Creating Cultural Space**

Even as St. Petersburg experiences rapid growth in mixed-use development, it is rare to find for-profit development that includes space for arts and culture. Non-profit development is also rare and dependent upon donated or subsidized funds. Creating new pathways for the development of cultural spaces begins with a better understanding of some of the barriers that currently exist for new or enhanced cultural space development.

**Unfamiliarity of Cultural Uses.** Many developers are just not familiar with the kinds of organizations that could be looking for space, as it is not part of a typical pro-forma, nor something that lenders would even think of including. City planners may also be unfamiliar with types of cultural organizations that may be interested in spaces that also contribute economically to the area of development.

**Image and Branding.** Developers often look to brand their developments with a signature restaurant or retail space, but few consider the prestige and impact that can come from a project that embraces arts and culture.

**Lack of recognition of benefit.** The arts have economic impact. There is substantial evidence that cultural spaces bring economic value. The first step is to familiarize property owners and developers with those benefits. Visibility and positive community input can help projects stand out and may improve the rate of occupancy.

**Street-level cultural uses** are excellent candidates for signature buildings and ground level activity, in turn attracting symbiotic uses such as restaurants, shops, entertainment venues - smaller businesses that help a district and development project thrive.

**Need for Resources and Incentives.** Developers and property owners may not know where to turn for assistance if they are interested in incorporating cultural space. Resources for cultural space/tenant pairing, technical assistance for design issues, and help to identify specialized financing could provide the right incentive.

**We need to be more purposeful, targeted and explicit about who our creative placemaking strategies are intended to benefit.**

Often, clear small steps to change are all that stand in the way of creating and preserving cultural space.

**We are suggesting recommendations that can:**

- Interconnect several existing Action Plans, including the Grow Smarter Initiative, Vision 2050 and the developing Comprehensive Arts Strategy
- Be consistent with the City of St. Petersburg's Comprehensive Plan and its revisions
- Allow for the preservation/renewal of the City's Arts Districts' character
- Preserve the intent of the Community Cultural Plan
- Allow the City and the Districts to evolve with guidance and coherence

Consideration of the conscientious planning for how our city will evolve in the next decade will depend on the foundation we build now. Preserving the city's arts districts requires the active care and maintenance of a place or district, and its social fabric. More than preserving buildings and Cultural Spaces, planning can preserve the cultural memories, ambiance and character associated with the Districts, supporting the ability of the local arts and cultural community's creative businesses to thrive.



## ST. PETERSBURG'S ARTS DISTRICTS

- Waterfront Arts District
- Central Arts District
- Grand Central District - a Main Street district
- Historic Kenwood Artists Enclave
- The EDGE District - a Main Street district
- Warehouse Arts District
- Old Southeast Artists Enclave
- Dr. Martin Luther King Jr (MLK) North District (Uptown)
- Deuces Live - a Main Street district



### \*Cultural Spaces defined:

Cultural Space includes all spaces whose primary purpose is to present or support artists and their art:

- Arts presentation spaces, e.g., galleries, museums, theaters, music venues, cinemas
- Spaces dedicated to artists' creative process and product, e.g., artist working spaces, studios
- Spaces that supply the means of creative production, e.g., art supply, musical instrument, photographic stores, etc.
- Arts training and arts education spaces
- Artist live/work space
- Arts support organizations

- Cultural heritage organizations, e.g., community cultural and arts centers, ethnic and cultural awareness organizations that focus on promoting and preserving ethnic, cultural, racial, regional, linguistic or religious traditions

Cultural Space is difficult to describe and will always have an element of subjectivity in the defining it, just as there is with defining "art." In short, Cultural Space is simply the space that surrounds art and cultural heritage. We embrace this subjectivity and the need for ongoing evaluation of definitions.

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## ST. PETERSBURG CULTURAL HISTORY

The first Manager of Cultural Affairs for the City of St. Petersburg was hired in 2000 to help propel the arts to the forefront of City identity. In 2002 Arts and Cultural Affairs was [codified](#) (St. Petersburg Municipal Code of Ordinances, Chapter 5). During the Great Recession and slashes to arts funding, 2009, the Arts Advisory Committee developed a Community Cultural Plan with goals and strategies to invigorate the City in 2009. Some of the recommendations were implemented; the plan was updated in 2011 with rolling updates. The St. Petersburg Arts Alliance (SPAA) was formed in 2012 as a non-profit organization to fill a need for arts advocacy and arts community cohesion.

One of the first successes of the Arts Alliance was to organize the well-established Second Saturday ArtWalk with a cohesive marketing strategy for five designated arts districts in St. Petersburg. The Arts Districts were formed from the concentration of cultural venues, shops, artist studios and galleries in the downtown core, as an economic development strategy. In 2014, sponsors provided funds for free trolley service, allowing SPAA to promote ArtWalk as a single arts destination every month.

The success of the arts districts also leads to their erosion, as new interest, ownership, higher rents, building renovation/renewal takes place. We hope to preserve what the arts and cultural community has built over the years with achievable, interconnected goals and strategies that have been talked about, documented and planned for. Now is the time to implement.



## RECOMMENDATIONS AND POSSIBILITIES

Nearly sixty years ago, Jane Jacobs (noted writer who transformed the field of urban planning), recognized the need for change in how we envision cities. "Private investment shapes cities, but social ideas and laws shape private investment," she wrote. "First comes the image of what we want, then the machinery is adapted to turn out that image." (from How to Kill a City by Peter Moskowitz)

Imagine a project with many tools already in place, already planned for, poised and ready for implementation. We offer the following recommendations as extensions of existing plans and code to preserve and maintain the dynamic vital qualities that are woven into the very fabric of our Arts Districts and sustain the quality of life in our City of the Arts.

### **1. Preserve low and moderately priced commercial space as cultural spaces through incentives and code changes.**

Market forces have taken their toll on St. Petersburg's Arts Districts, especially in the Central, EDGE and Grand Central Arts Districts. Higher property values result in higher rents and the small businesses that created the attractive "vibe" are forced to move. While understandable in a market economy, incentives could be put in place that help to preserve the small creative businesses and Cultural Spaces while still producing economic benefit to the property owners.

#### **1A: Provide incentives for new cultural spaces, encouraging developers to create new creative space within their buildings, adding cultural value:**

- FAR Exceptions/Bonuses for Cultural Space: Allow Cultural Spaces to be exempted from Floor-to-Area Ratio calculations, and the Cultural Space allowed as a development bonus.
- Height additions for Cultural Space Projects: Allow additional development potential (density/intensity) in some zones for projects that include significant cultural space.
- Streamlined permitting for Cultural Space projects: Allow projects that include significant cultural space to access "procedural streamlining," allowing a project with Cultural Space expedited permitting for development.

#### **1B: Provide for cultural displacement in new and rehabilitated buildings in the building permitting process.**

- Code modifications could require inclusion of Cultural Space in new or renovated private buildings that displace Cultural Space. Bonuses of height, FAR or permitting could be mutually beneficial.

#### **1C: Allow work/live within the Arts Districts**

- As a part of the incentives to preserve or add new Cultural Space within the districts, include a provision for work/live space (if not in uses permitted in the zone) combining a commercial space with residential space, adding new life to a small store front character.



### **1D: Affordable housing.**

- Affordable artist housing has been effective in other cities (Seattle, Tacoma, WA; Minneapolis, MN; Fort Lauderdale Applicants are required to submit a portfolio
- In some districts, such as the Deuces Live, affordable housing is being displaced with high rise, high density multi-family units. Consider providing a "right of return," giving first priority to applicants for affordable housing that can show a family connection to a historic area.

### **1E: Provide incentives for developers for work/live creative space**

- Using the same incentives of height, FAR or permitting bonuses, or other creative zoning means could be mutually beneficial in preserving and creating work/live cultural space.
- See Appendix for resources and examples of Artist Work/Live space around the country.



Tannery Arts Center Working Studios, Santa Cruz

## **2. Provide sustainable support for cultural space development**

### **2A: Create a "Land Bank" of City-owned properties, allowing for cultural uses, artist work/live spaces and low income artist housing**

- Cities own a considerable amount of the land area: streets, sidewalks, infrastructure, institutions and public space/parks. Cities, including St. Petersburg, routinely purchase and held condemned and/or cleared properties. Developed City-owned properties could provide low income/attainable artist housing, studio spaces and other affordable workforce housing. City land banking means managing the properties for optimal development for the greater good. St. Petersburg's Commerce Park is an example of assembling contiguous properties, adding conditions to development. An extension of this could require developers to build a certain percentage of cultural space or affordable housing before the land is sold or developed.

### **2B: Provide subsidies/grants for artist/arts/cultural uses and creative work/live**

- In lieu of market rents or Cultural Space displacement/replacement requirements, the City could provide subsidies and/or grants for Cultural Space uses. Examples include an artist work/live enclave, or a cultural arts center.

## **2C: Develop creative financing options for the cultural community.**

- Advocate/develop access to capital for purchase of buildings, lease to own, co-ownership/cooperatives, and/or reliable long term, low cost leases.

## **3. Develop a public/private organizational model for cultural space advocacy and cultural economic development**

Create a quasi-governmental agency (public/private) to advocate with and for the arts and cultural community, to assist in administering federal grants or local programs, enhance governmental efficiency and services, manage capital and cultural spaces as well as provide economic development/business development for the creative sector. Examples include Seattle's [Cultural Space Public Development Authority](#) and the [Wynwood Arts District Association](#).

Examples from Florida state and local statutes include a Community or Economic Development Corporation or a City Local Arts Agency. The organization could combine a City position with the St. Petersburg Arts Alliance, which is now contracted to execute several cultural programs for the City.

### **3A: Form a cultural community committee to advocate to the City for preserving/expanding cultural spaces.**

### **3B: Include the Arts in pre-app meetings where appropriate**

Invite a knowledgeable representative from the arts community to pre-application meetings with project developers of a certain scale or proposed within the Arts Districts. Or establish a Cultural Space liaison position within the Office of Cultural Affairs or the Economic Development Department.

**3A & 3B** could be functions of a proposed new Cultural Development Corporation, curating the success of St. Petersburg's cultural institutions, visual and performing arts and other related creative businesses. These organizations and businesses contribute significantly to St. Petersburg's overall economy and are a driving force within the cultural fabric and creative nature of the city - for both residents and visitors.

## **4. Modify and expand the proposed I-Mix rezone to include the entire Warehouse Arts District**

Spot zoning is a symptom of an outdated land use zone that suggests a need to revisit and revise relevant allowable uses as they evolve over time for effective future planning.

Artists encounter restrictions with zoning. Some artisans can operate in light industry or IT zones with glass, metal, wood shops and the like. But, they also have a need for retail or other ancillary uses, including living space.

The I-Mix rezone proposal on the Deuces Live corridor, in the Warehouse Arts District creates an opportunity to provide inclusivity to grow and develop the entire district. We propose expanding the I-Mix rezone to accommodate the changing characteristics of the Warehouse Arts District .

**- See attached Case Study: "St. Petersburg Warehouse Arts District Redevelopment/Rezone Recommendations."**

## **5. Preserving our City of the Arts: Creating a Cultural Corridor**

St. Petersburg is growing and changing. There is certainly no stopping the attractions that draw newcomers, investors and developers here. How we shape that growth is currently being examined in the Vision 2050 Report, the Comprehensive Arts Strategy, the Grow Smarter Initiative and others.

St. Petersburg is fortunate to have had visionaries safeguard our waterfront from private development for public use. Our far-sighted vision is to create an interconnected mosaic, integrating the arts and cultural community with neighborhoods/districts, restaurants, parks, entertainment, housing and commerce, all contributing to interconnected economic development. **- See attached Case Study: "Preserving our City of the Arts: Creating a Cultural Corridor."**

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## **Arts Cultural Planning is Now**

St. Petersburg is growing fast. We have just been named one of the top 10 cities to visit by Condé Nast. We are on the international mural arts map. We have world-class museums, two resident professional theaters, an opera company, a symphony orchestra, over 200 fine artists and more than 40 studios and galleries. We are truly a City of the Arts.

These accolades reflect an active ecosystem of cultural life treasured locally and recognized nationwide, one that thrives in a rich network of cultural spaces that flourished during periods of greater affordability in St. Petersburg. Our ecosystem cannot be sustained without the spaces to support this cultural life, and without the presence of arts and cultural organizations in our neighborhoods and Arts Districts.

We know that the arts mean economic vitality with a total economic impact of \$212M to St. Petersburg, providing 800+ jobs, and the overall return on arts investment is \$5 to \$1 (2015).

The recommendations contained in this plan are designed to build upon our existing arts infrastructure while recognizing their vital role in our economic and social well-being. The recommendations have the potential to strengthen and preserve existing cultural spaces, and to incentivize new spaces and new opportunities for creative businesses in St. Petersburg.

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## APPENDIX/RESOURCES

Numerous cities have undertaken cultural plans to revitalize, invigorate and preserve the cultural health of their communities. The following are a few that can be useful resources in going forward with our recommendations.

→ **The CAP Report - 30 Ideas for the Creation, Activation & Preservation of Cultural Space.** A program for supporting cultural space development in **Seattle, Washington** - May, 2017.

<http://www.seattle.gov/Documents/Departments/Arts/Downloads/Space/CULTURAL%20SPACE%20REPORT.pdf>. City of Seattle Office of Arts & Culture:

<https://www.seattle.gov/arts/programs/cultural-space>

→ **Creative Greensboro - Cultural Arts Master Plan** - December, 2018.

<https://www.greensboro-nc.gov/home/showdocument?id=40968>

→ **Arts & Planning Toolkit - Metropolitan Area Planning Council's Arts & Culture Department** - Boston, Mass. <https://artsandplanning.mapc.org/cultural-planning/>

→ **Nashville: The NashvilleNext Plan.** Metro Government of Nashville and Davidson County, Tennessee. (2015) <http://www.nashville.gov/Government/NashvilleNext/The-NashvilleNext-Plan.aspx> ORDINANCE NO. BL2015-1121: An ordinance to amend various sections of Title 17 of the Metropolitan Zoning Code related to artisan manufacturing and associated uses. Proposal No. 2015Z-009TX-001. Nashville and Davidson County Metropolitan Code. (2015)

[http://www.nashville.gov/mc/ordinances/term\\_2011\\_2015/bl2015\\_1121.pdf](http://www.nashville.gov/mc/ordinances/term_2011_2015/bl2015_1121.pdf)

→ **Lessons from Wynwood: A Case Study on Urban Arts Districts** by Joshua Brett, January 11, 2018. <https://www.spur.org/news/2018-01-11/lessons-wynwood-case-study-urban-arts-districts> **Wynwood Arts District Association:** <https://wynwoodmiami.com>

→ **Protecting Cultural Space or Urban Re-Colonization: When Do Cultural Districts Cross the Line?** by Tom Borrup, Faculty Director, Arts and Cultural Leadership Program, University of Minnesota, 2015.

<http://www.cujucr.com/downloads/Individual%20Articles/11/vol11%20Tom%20Borrup.pdf>

→ **Artist Housing Projects Across the Country.** Numerous cities have created artist housing using a variety of tools. This list provides resources and links to more than a dozen examples of how it can be accomplished.

## CASE STUDY

### ST. PETERSBURG WAREHOUSE ARTS DISTRICT AND NEIGHBORING DISTRICTS

The Warehouse Arts District contributes to a vibrant arts scene in our City of the Arts and is an area ripe for redevelopment. High density, multi-family housing is being developed all along the Central Avenue corridor. Developments throughout the City are creating density, rising property values and opportunities for development. As Deputy Mayor Kanika Tomalin stated in a 2019 presentation about Commerce Park, "It's important that development there be done right."

#### The WAD area can be defined by its borders:

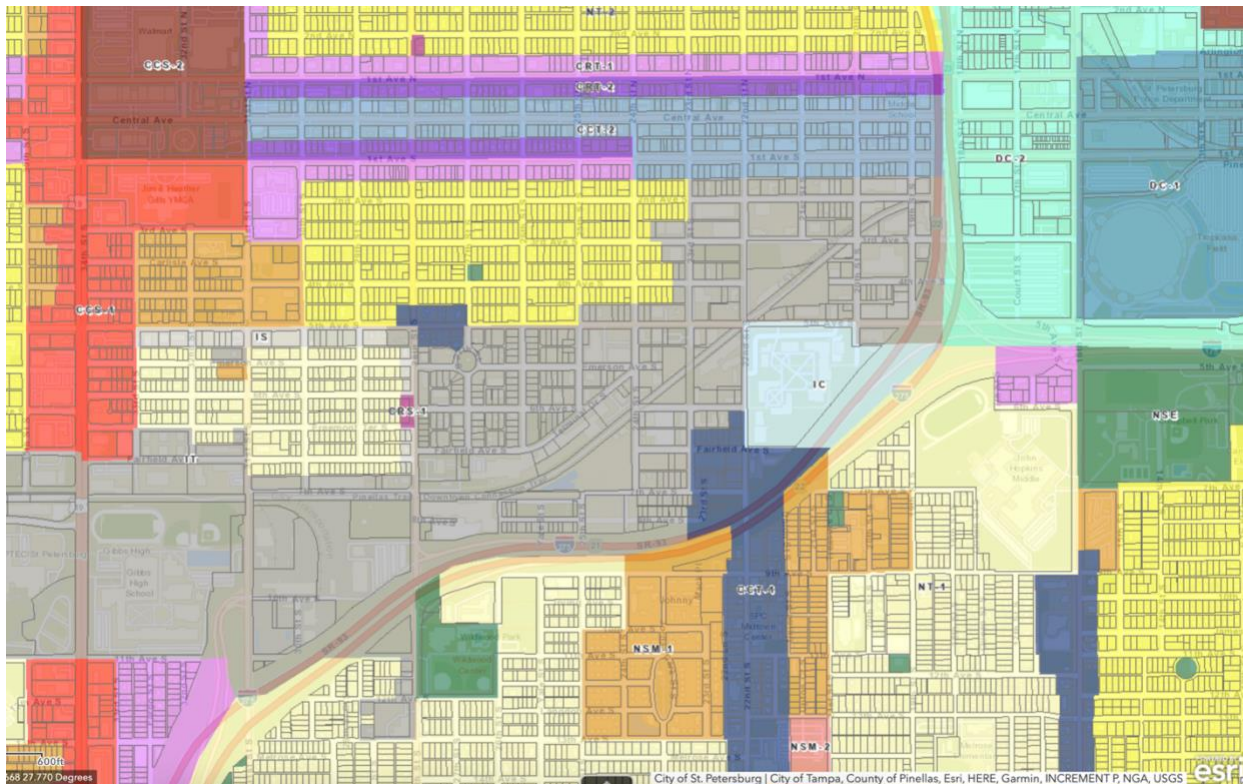
- North: 1st Ave S, intersecting with The Grand Central District
- South: I-275 or 10th Ave S, intersecting with the Deuces Live District
- East: I-275 or 19th St S
- West: 31st St S

The 22nd St. S Commercial Corridor intersects with the WAD and Deuces Live and continues south to 18th Ave S. (page 6 of the Warehouse Arts District/Deuces Live Joint Action Plan Report, October 2018). The Deuces Live District is the successor, by merger, to the 22nd Street South Business District.



## Current Zoning:

A significant portion of WAD is zoned IT - Industrial Traditional, allowing for heavy manufacturing, restricting mixed use. The Palmetto Park residential area is in the northeast portion of the district. The southern portion of the 22nd St S Corridor from 6th Ave S to 8th Ave S and further south along 22nd St S is zoned CCT-1 Corridor Commercial Suburban. Spot zoning has occurred within the district providing for CCT-1, CRS-1 Corridor Residential Suburban , IS Industrial Suburban District and IC Institutional Center uses.



## Warehouse Arts District/Deuces Live Joint Action Plan (2018, begun 2016)

### Guiding Principals

- Mission & Identity - Define our Character Areas
- Safety & Connectivity - Connect Community Places
- Urban Form & Places - Create an Urban Environment for People
- Renew & Redevelop - Facilitate Positive Investment & Reclaim Places
- People & Partnerships - Position for New Forms of Success

## **The South St. Petersburg Community Development Plan (CRA - adopted in 2015)**

This plan sunsetted four previous redevelopment areas including The Dome Industrial Park (the IT zone) into the current CRA. Goals for the CRA include:

- Reinvigorate the housing market
  - Expand opportunities for diverse/minority/disadvantaged entrepreneurs, creating jobs
  - "Grow the manufacturing 'belt' that bisects the CRA from east to west
  - Improve work readiness/job skills training/workforce development support
  - Marketing & technical assistance
  - Improve infrastructure & streetscaping
- 

## **RECOMMENDATION:**

### **RENEW THE URBAN VILLAGE IN THE 22ND ST CORRIDOR IN SOUTH ST. PETERSBURG**

This draft recommendation will facilitate economic growth and vitality in the District, consistent with both the WAD/Deuces Live Action Plan and the South St. Petersburg CRA Plan, effectively creating an urban village within the City. The recommendation encourages immediate implementation to accommodate currently proposed spot zoning or variances, while preserving/renewing the character and history of the area.

### **Rezone the City-defined WAD zone to I-MU - Industrial Mixed Use**

This new zoning would:

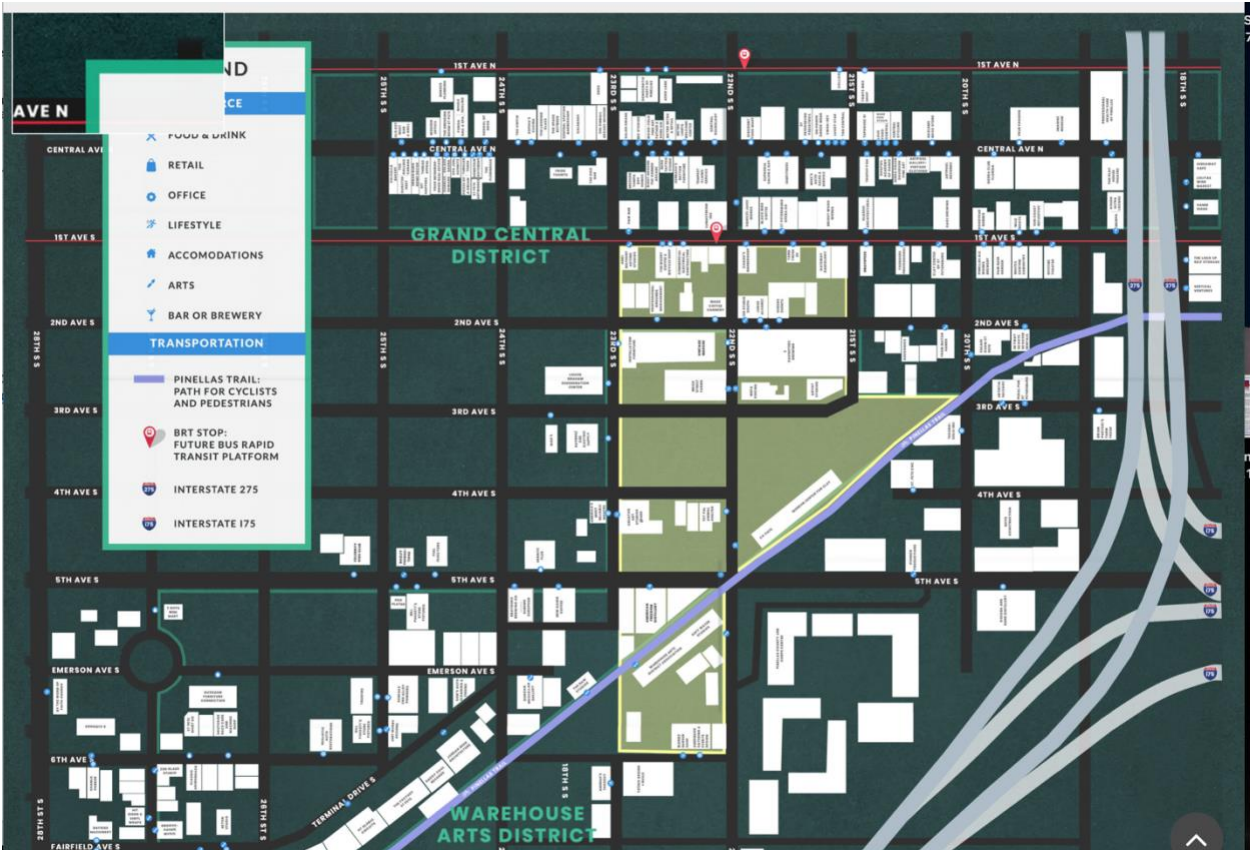
- Allow traditional manufacturing and industrial (IT) and grandfathered uses to remain, which includes light manufacturing, artisan craftsmen, breweries, adaptive reuse and redevelopment of grandfathered uses
- Allow commercial uses including retail, restaurants, bars & cafes, office and service establishments, creating jobs for the local community
- Allow performing arts event venues, and museums
- Allow the current Palmetto Park NT-1 and NT-2 Neighborhood Traditional Single Family zones to remain or adaptive reuse into Multifamily housing with medium density and maximum height restrictions of four stories
- Allow Multifamily housing with medium density and maximum height restrictions of four stories within the entire district with an emphasis on workforce housing and artist work/live housing
- Interconnect with the Grand Central District, Deuces Live and the 22nd St. South Commercial Corridor
- Require a certain percentage (30%) of the I-Mix Manufacturing to be set aside for creative "industry" to maintain the character of an Arts District.







- ArtsXchange
- 22IMIX or Place Projects



- Commerce Park & The Dr. Carter G. Woodson African American Museum

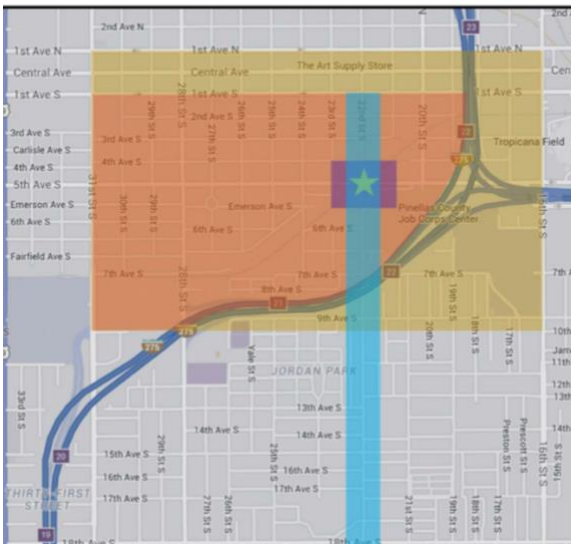


EXACT Architects proposal for the former Commerce Park site.

- Deuces Live/22nd St Commercial Corridor

DUECES & WAREHOUSE ARTS DISTRICT ACTION PLAN MAP

- WAREHOUSE ARTS DISTRICT
- WAREHOUSE ARTS DISTRICT AREA OF ACTION PLAN
- DUECES LIVE AREA OF ACTION PLAN
- 22/S JOINT AREA OF ACTION PLAN



## VISION 2020

The Vision 2020 project was presented to the City in 2002, and was incorporated into the City of St. Petersburg Comprehensive Plan. Pages V-19 to V-20 state the timeliness of our recommendations.

### *Future Center:*

*As the city evolves into the future, the opportunity exists to develop the next center within the city. Many of the participants in Vision 2020 suggested the opportunity to develop a fourth city center within the Southern portion of St. Petersburg.*

*While large scale commercial developments such as this require population (to support retail and entertainment facilities), now is the time to look at how this development should occur.*

*How should the center be designed?*

*What should the uses be?*

*How should they be integrated?*

*Where will it be located?*

*What will the future technologies be and how can this center serve the community to its fullest?*

*These are all issues for larger consideration and therefore, the recommendation is being made that the citizens of St. Petersburg begin to evaluate the potential for a fourth Center within the South side of our City.*

The time is right to look to how our City is growing, how the interconnected districts, planning and developments are evolving. The implementation of Phase 1: Rezone from IT to I-MU within the defined boundaries, and Phase 2: Warehouse Arts Overlay District to define uses, scale and density are opportunities to set the future now.

Rev. October 13, 2020

## CASE STUDY

### PRESERVING OUR CITY OF THE ARTS: CREATING A CULTURAL CORRIDOR

The arts are a defining feature of our City, and are a determining factor for many when deciding to visit, move to or remain in St. Petersburg. We are a City of the Arts with 10 notable museums, over 40 galleries and studios, innumerable dancers, musicians and actors.

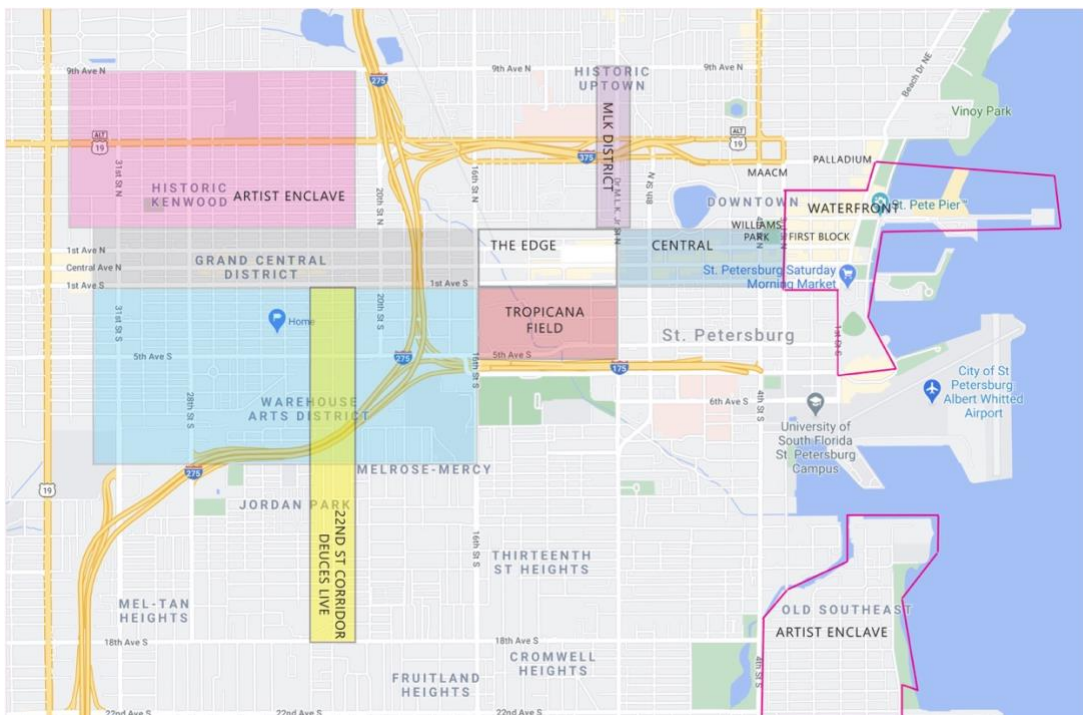
Remarkably, St. Petersburg was created and grew with vision toward the future. St. Petersburg's gems are many and its districts contiguous and walkable. Getting around is easy with rentable bicycles, scooters, trolley and bus services connecting cultural amenities.

The districts form an interconnected mosaic, integrating the arts and cultural community with restaurants, parks, entertainment, housing and commerce - a perfect example of integrated economic development.

We are a City of the Arts where the very identity of the City is cultural tourism. The arts are good for business and business is good for the arts. Cultural tourists purchase dinners, drinks, clothing, transportation, cultural admissions, all revenue feeding into small businesses and our community making them stronger and more prosperous.

### CREATING A CULTURAL CORRIDOR

Something very special is happening here. Looking back at the way the city has grown and changed over the last century, we can clearly see the cultural districts growing from a central core. This map shows the designated districts, emerging districts and designated artists enclaves:



## **We have a cultural corridor of amenities by District from the Pier to 34th St:**

### **Downtown Waterfront**

- Waterfront parks including the Pier
- Museum of Fine Art, the Dali Museum, Mahaffey Theatre, St. Petersburg Museum of History, galleries on Beach Drive
- The Palladium Theatre

### **Williams Park** with its hatch shell stage

- American Stage, The Florida Orchestra offices, The James Museum, the future Museum of the American Arts & Crafts Movement (MAACM)

### **Central Avenue + 1st Sts N & S - Beach Drive to 34th St**

- Galleries, Studio @620, Holocaust Museum, Morean Arts Center, Chihuly Collection, Floridian Social Club (formerly the State Theatre), Imagine Museum
- First Block - music venues
- Central District
- Mural tours
- Grand Central
- Kenwood Artist Enclave
- EDGE District
- Tropicana Field redevelopment
- Cultural Arts Center with open plaza and parks
- Old SE Artist Enclave

### **MLK District** - offshoot from Central with galleries, small business social activity

- Galleries, NOVA event venue, 3 new galleries opening in early 2021

### **Warehouse Arts District**

- Galleries, studios including Duncan McClellan Gallery, ArtsXchange, Morean Center for Clay, The Factory

### **Deuces Live**

- Dr. Carter G. Woodson African American Museum
- Manhattan Casino

Every district has symbiotic small businesses thriving because of the attraction of the arts.

## **INTERACTIVE, INTERCONNECTED DISTRICTS.**

- Development of Beach Drive, the new Pier and the galleries and museums in the Waterfront District spurs development in the Central Arts District
- Central, EDGE and Grand Central districts are seeing many new multi-family housing projects rise from the street
- Development along Central Avenue in the EDGE and Central Districts encourages arts and social activities to move into the emerging MLK/Uptown District

- Arts galleries, social activities and multi-family developments in the Grand Central District encourage and inspire the organization of the Kenwood Artists Enclave.
- The Kenwood Artist Enclave the Old SE Artists Enclave developed at the same time inspiring more artists to participate in event retailing/work-live.
- The development of the Central, EDGE and Grand Central Districts inspires development and investment in the Warehouse Arts District
- The potential development of Tropicana Field spurs a proposal to include a Cultural Arts Center as a hub for creativity, collaboration and arts business development in the development of a mixed-use urban village
- Warehouse Arts District development affects the development of Commerce Park (now known as Deuces Rising) and the Deuces Live/22nd St S Corridor.

## EXAMPLES OF CURRENT INTERCONNECTED DEVELOPMENT:

**The MLK Business District, also known as Uptown** is looking to build a park under the I-375 overpass that bisects the district from Central Avenue. Small businesses have been working to revitalize the area on both the north and south side of the freeway with galleries, eateries, and other compatible small businesses. The public park with planned art components will help build the north-south connection and district identity.

**Tropicana Field Redevelopment.** With 85 acres, the Trop site is an opportunity to create a new and interactive city focal point, connecting the Central Avenue corridor with the Warehouse Arts District and the Deuces. It can become a gathering place, a place of cultural identity - especially with an Cultural Arts Center. The Arts Center can become the heart of the Central Avenue artery. More about the Cultural Arts Center below.

### **Warehouse Arts District.**

22 I-Mix, proposed by Place Projects is a 5 block project that can connect the adjoining Grand Central, Edge, Tropicana Field and the Deuces corridor. The area is currently zoned IT, Industrial Traditional. Changing the zone to I-Mix would allow for a multi-faceted development including places for people to gather, linger, dine, live and experience art in all its forms. Located across from the ArtsXchange in the Warehouse Arts District, this project can be a catalyst for more coherent changes that are already happening through spot zoning.

Another project in the Warehouse Arts district is The Factory St. Pete, a new creative destination development on 6.5 acres to provide a platform for local artists and creative businesses in old warehouse space along the Pinellas Trail. Changing the entire district to I-Mix would enable the development of an identifiable urban Arts Village.

**Commerce Park/Deuces Rising.** At the north end of the Deuces Live District, the current plan is to build affordable townhomes and commercial space with room for retail, office or restaurants

on a 2.8 acre portion of the 13 acre site. This plan coincides with the City's new vision to dedicate another portion for a relocated Dr. Carter G. Woodson African American Museum.

The Manhattan Casino, the historic center of the Deuces, is taking a new tack with a food hall and co-work space. The upstairs hall remains an opportunity to once again be a music/jazz venue in a revitalized district.

## **VISION AND RECOMMENDATIONS:**

We are fortunate to be in an active planning time. The Grow Smarter Initiative, Vision 2050, the Comprehensive Arts Strategy along with the I-Mix and Tropicana Field redevelopment proposals all lend their ideas into the mix of planning for our City's future.

Our vision is a Cultural corridor connecting Cultural Districts with existing and new public spaces with placemaking identity - connecting arts districts with adjoining public/private districts:

- Codify the arts districts as a whole - a cultural corridor
- Artistic Markers identifying each district, extending throughout the district
- Kiosks with maps and activity notices for each district
- City marketing campaign integrating the arts with small business and entertainment. Promote the arts districts as cultural tourism - this IS the City of the arts and here it is
- Individualized virtual tours - for foot, bike or scooter, trolley, or other motorized vehicle. Create interactive maps (perhaps with Pixelstix) for personalized tours - for museums, murals, galleries, etc.
- include the Cultural Arts Center in the planning process for the Tropicana Field redevelopment

### **ST. PETERSBURG CULTURAL ARTS CENTER - A HUB FOR CREATIVITY, COLLABORATION AND ARTS BUSINESS DEVELOPMENT**

St. Petersburg is the largest city in Pinellas County, yet it does not have a cultural center. The proposed Cultural Arts Center (see [Cultural Arts Center](#)) will be a performing and visual arts campus that supports working artists to create, perform and exhibit new works; develops new audiences; and connects the arts to community. St. Petersburg needs theatre, dance, and arts incubator spaces. The Cultural Arts Center will answer the need that our performing and fine arts community has requested.

The Cultural Arts Center can complement a conference center, and programming will serve as a gateway to the cultural community for artists and arts businesses that relocate to live and work here and stimulate income development.

The St. Petersburg Cultural Arts Center can be a part of the Tropicana Field redevelopment, contributing to the pedestrian friendly Cultural Corridor.

#### **PLACEMAKING IDENTITY**

Visitors and residents alike come to downtown St. Petersburg as a cultural Mecca. Additional

outdoor gathering space in and around the downtown core is needed to make people feel at "home" - especially when the weather is warm with outdoor dining, music venues, just places for people to hang out. Connecting these spaces visually and physically will help with a flow of slow moving traffic to entice people to dine, shop, linger, attend performances and classes.

Successful Placemaking projects have been created around this county including Atlanta's Beltline, Miami's 10-mile Underline Park, Orlando's Under-I project and the High Line in NYC, all projects connecting people and places with an identifying cultural amenity.

It is our hope and vision to enhance our resident and visitor experience with wayfinding through the districts, creating identity and enhancement of our Cultural Corridor.

