



2020 - 2030

USF Master Plan Updates

Goals Objectives & Policies

Element 4: Future Land Use & Urban Design

UNIVERSITY OF SOUTH FLORIDA

ST PETERSBURG CAMPUS

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Element 4:

St Petersburg Future Land Use

Element 4 Future Land Use

Campus Land Area

The plan update retains the same basic site boundaries as were represented in the 2010-2020 plan update. The Fountain Inn parcel at the southeast corner of Sixth Avenue South and Third Street South was purchased and replaced with the University Student Center. The Fountain Inn site added approximately 1.6 acres to the current campus property. The Dali Museum site and building was purchased and is now used as a Harbor Hall for academic purposes. The building is 30,000 gsf and occupies an approximately 3-acre site. Certain cooperative arrangements with other property owners may be undertaken during the planning period for the interim accommodation of land consuming uses such as parking (see Element 11).

Land Use Changes

The overall disposition of uses in the update is largely consistent with that indicated in the 2010-2020 plan update. Uses for the following sites remain the same:

- The site at the northeast corner of the campus, where the Student Life Center (SLC) is located, remains. The area north of the SLC has been developed as student housing, reflecting the new initiative to provide on-campus student residences.
- The site on the southeast corner of Fifth Avenue South and Third Street South is shown in the update as "Public/Common" as it accommodates a parking structure, Campus Safety and the University Bookstore.
- The building site south of the Fountain Inn and north of the Poynter Library along the Central Lawn, now known as Harborwalk, was illustrated as part of the "Academic" use area in the 2000-2004 update, however, this is the current location of the recently expanded chiller plant. USFSP was unable to relocate the plant as per the 2000-2004 update and it was expanded in place. The area to the west of the chiller plant is used for storm water detention.

Changes and new uses recommended in the 2015-2025 plan update include:

- The boundary of the Planning Area has been modified to only include the Children's Research Institute Building (excludes parking lot) west of Fourth Street South and to include acquired properties indicated below.
- The site north of Seventh Avenue South between Fourth and Third Streets South previously designated as "Related Agencies" is now "Academic" and the site of the new College of Business Building.
- The site east of The Tavern previously designated for acquisition has been acquired by the University. The structure was demolished and parking was developed.
- The approximately 3.7 acres south of Eighth Avenue South between Third and Fourth Streets has been acquired by the University and is used for parking and academic use. The academic use is referred to as the Warehouse Labs area.
- The southern half of the block bounded by Third and Fourth Streets South and Fifth and Sixth Avenues South previously designated as "Academic" has been developed into a 375-bed residential facility. The entirety of the block was shown for "Recreation" use in 1995.
- The site east of the SLC previously designated as "Housing" is redefined as "Public Common" for an expansion of the SLC that will accommodate improved facilities for student recreation and collaboration functions.
- The northern and western portions of the site of the USC previously designated as "Public Commons" has been developed for the residential housing program.

Off-Campus Development

The "Innovation District" is a central asset to the City of St. Petersburg community. With its diversity and rich culture this district will support business development, collaboration, entrepreneurship, recruitment and energy for neighborhood reinvestment. The University proposes to collaborate with the City and other appropriate parties to identify an off-campus site or sites within close proximity to the campus where future research and development and related agency functions could be located. The University looks to a continuing and expanding relationship with nearby institutions such as All Children's and Bayfront Hospitals, and agencies such as USGS, FWC, NOAA, SRI, St. Petersburg and others, the outcome of which is expected to be robust growth of research activities that can be converted to applied technologies by companies and agencies. The intent is to create synergy out of the academic and research strengths of the University and related institutions that will enhance economic development for the City. The update contains new objectives and policies to work with the City to advance that agenda and strengthen the connection to the Innovation District.

Land Use/Density Districts

The plan update divides the USF property into two land use/density districts. Both districts have a distinct character in terms of building density, spatial organization and primary land use functions.

- District 1 is the Peninsula, whose uses are mainly marine and oceanographic-oriented academic, research and agency functions. Approximately 10,500 GSF has been added since 1995. The projected “build-out” of the site is 640,000 GSF. The addition of an Environmental & Oceanographic Studies building is projected in the plan update for District 1. Please see Table III- 4a of the Data and Analysis section for information on current building area.
- District 2 is the Academic Core of the St. Petersburg campus, bounded by Fifth Avenue South to Eleventh Avenue South, First Street South to Fourth Street South and Bayboro Harbor. While District 2 is principally intended to accommodate academic uses, provision is made for administrative, cultural and support uses to be integrally located with academic functions. District 2 contains 1,231,259 GSF, which includes nearly 348,000 GSF of housing and 359,595 GSF of structured parking.
- The estimated building program in District 2 is summarized in Table III-4a. The projected “build-out” for District 2 in the 1995 plan was 1,134,800 GSF, including a provision for 117,000 GSF in structure parking. The plan update recommends an increase in the build-out capacity of the district for flexibility to accommodate potential enrollment growth and change beyond the projected program period. As noted in Element 2 – Academic Program, the University intends to increase the rate of enrollment growth, particularly in the four-year undergraduate program. This will require additional housing to both recruit and retain additional students, requiring the University to accommodate more residential space on campus. Additionally, subject to future policy decisions regarding parking, the University will need to have capacity to provide additional structure parking as enrollment increases and land is taken up for facilities. The land area of District 2 is increased to 51 acres in the plan update, reflecting the inclusion of the Golf Coast Legal Services property at 641 First Street South and approximately 3.7 acres south of Eighth Avenue South between Third and Fourth Streets.
- District 3, west of Fourth Street South, is designated as an “Academic” area, recognizing its linkage with other institutions to the west of the campus. The 48,352-GSF Children’s Research Institute is located in this area and its future expansion will be accommodated there as well. The indicated build-out capacity in the original 1995 plan was 67,600 GSF. The USGS has also expanded to include a second story.

Plan Framework for Land Use

The relative compactness of the St. Petersburg campus is such that practically all of the campus is embraced within the typical 10-minute class change area. Consequently, future academic uses can be reasonably located at any site within the current boundary of the campus.

The land use pattern proposed for the campus is oriented in no small part to the urban context and uses that to adjoin the campus. The City’s Comprehensive Plan, the Innovation District, etc., will help guide development and land use patterns. The University reinforces (and is being reinforced by) its position in east-central St. Petersburg, close to the downtown. The campus maintains and reinforces the existing city grid by utilizing the existing street patterns for pedestrian and some vehicular circulation on campus.

The master plan update continues to concentrate the academic core zone around Harborwalk. The academic core is anchored on the west by the College of Business Building and on the northeast by the Student Living Center and the adjacent housing, with the balance of the uses fronting on Harborwalk being instructional and research facilities as well as the University Student Center. The peninsula itself remains as a center of marine and oceanographic research, as well as a working waterfront where research vessels and other equipment and vehicles are accommodated.

The balance of the land use pattern consists of support uses that are generally arrayed at the periphery of the academic core, but still in relatively close proximity. Campus housing has increased dramatically to support increased enrollment targets for undergraduate students. The update recommends a new Freshman-oriented housing district on campus, including an expansion of the University Student Center. Parking occupies interstitial lots within the core blocks and larger freestanding areas on sites at the edges of the campus.

Land Use Districts

Figure 4-b illustrates the future land use districts for the campus. The academic use district embraces most of the core area between First Street and Fourth Street, plus all of the peninsula except the FWC property. The use area for Support Service functions is shown at the current location of the chiller plant at the southwest corner of Harborwalk (Second Street) and the east-west promenade (Seventh Avenue), since relocation of the chiller plant is not likely in the planning period. The primary new academic facility anticipated in the planning period is the expansion of the Science & Technology/General Academic Building.

An area designated as public/common at the northern portion of the core area (at the area defined by Second Street and Fifth Avenue) contains uses such as the Student Living Center and the historic C. Perry Snell House and John C. Williams House.

Expansion of the University Student Center is recommended to allow the facility to better serve the full range of union program functions on the campus.

Two housing districts are indicated. The first is recommended for Freshman Housing and includes an expanded University Student Center. Also, new housing between Sixth Avenue South and the Recreation Field was completed in 2021. This facility includes a new dining facility to support the residential program, thereby relieving the multi-purpose dining facility in the USC, allowing that building to better serve as the campus union.

The second residential district is recommended for upper division students and includes Residence Hall One plus another residential building to the east.

USFSP will also pursue partnerships with other agencies and the private sector to provide off-site research space for university activities.

Density

Land use development of the campus is planned to occur in an integrated, urban way, with the expected density being a function of location and spatial organization and not of individual use categories. The projected density has been calculated by the placement of anticipated program elements plus a factor for unanticipated future facilities use opportunities and possible shifts in the location of proposed program facilities should circumstances dictate such shifts. The calculation of density is based on a general average of four stories for the building locations that have been identified in the Urban Design Element. The theoretical "build-out" capacity is summarized in Table III-4a. Two areas have been delineated for purposes of illustrating the average density of development.

The density and program accommodation for the peninsula (District 1) will likely evolve into a more intensive space. The peninsula will rely on the expansiveness of its harbor perimeter for open space relief more than on the relatively traditional quadrangles and courtyards around which the campus proper will develop.

The 10-year and total build-out capacity of Districts 1 and 2 are summarized in Table III-4a of the Data and Analysis section

It should be noted that the density calculations based on average building height have taken account of structures on the First Street edge of the campus in the vicinity of the Albert Whitted Airport needing to be not more than two stories and subject to review and compliance with St. Petersburg's airport zoning requirements.

(See Figure 4-d and Table III-4-a.)

Goal

The Land Use goal of the USF St. Petersburg master plan is to organize campus land uses in close and logical proximity to one another and compatible with adjacent land uses in the community.

Summary of Objectives and Policies

Objective 4.1:

Ensure that the bayfront open space use is protected and enhanced, as described under the Urban Design Element.

Policy 4.1.1: The University shall designate the open space area adjacent to the bayfront between Poynter Park and the boathouse on the Peninsula as a protected open space not to be built upon except for structures and improvements ancillary to its use as a park-type area for the campus; the University shall effectuate improvements in the shore edge and the open space to achieve the park type environment.

Policy 4.1.2: The University shall effectuate a trade of land with, or secure an easement from, the Florida Fish and Wildlife Conservation Commission (FWC) to provide the open space at the northwest end of the peninsula, contingent on redevelopment of the FWC site for new, expanded space by FWC.

Objective 4.2:

Abide by the recommended maximum build out and Floor Area Ratio (FAR) limits for each density district described and illustrated in the "Framework" discussion of this plan element.

Policy 4.2.1: The University shall require that land use and development density follow the land use and density provisions as described and

illustrated in this plan element, and shall follow the 10-year build out floor area ratios as described in this Element as maximum density standards to be followed in the development of each district of the campus. The 10-year maximum buildout density is indicated in Figure 4-d and Table III-4-a of this plan element.

Policy 4.2.2: The University shall consult with the staff of the Florida Board of Education on those circumstances deemed by the University to merit consideration of change or alteration of the land use plan or projects to determine whether such change may be in order and, if so, by what terms the adopted campus master plan or projects should be amended.

Policy 4.2.3: The University master plan amendments that, alone or in conjunction with other amendments, exceed the thresholds established in s.1013.30(9), F.S., shall be reviewed and adopted under the provisions of s.1013.30(6)-(8), F.S.; and that amendments to the campus master plan that do not exceed these thresholds shall be consolidated into an annual submission and submitted for review by the campus board, approved by the USF University Board of Trustees and a copy submitted to the Florida Board of Governors.

Objective 4.3:

Ensure that future land uses are compatible with and appropriate to topographic and soil conditions on campus.

Policy 4.3.1: The University shall maintain its regular procedure of assessing the suitability of development sites relative to topography, soils conditions (including the presence of sink holes), drainage, utilities and infrastructure connections, and vehicular and service access and program affinities as part of the initial pre-planning and siting studies for individual projects as those projects are brought into implementation. The University shall require the integration of natural topographic and other features in project designs in order to develop the campus in harmony with its natural environment.

Policy 4.3.2: The University shall maintain a database of existing soils and topographic conditions, which shall be updated on a regular basis, and as additional data developed for future construction projects become available.

Policy 4.3.3: As part of the design process for any programmed improvement (major project) and prior to approval and acceptance of the design by the University, the University shall require that geotechnical testing be conducted to determine relevant soil characteristics of the site and to ensure that the design(s) reflect consideration of these conditions.

Policy 4.3.4: The University shall ensure that appropriate methods of controlling soil erosion and sedimentation to help minimize the destruction of soil resources shall be used during site development and use. Such methods shall include, but not be limited to:

- Phasing and limiting the removal of vegetation;
- Minimizing the amount of land area that is cleared;
- Limiting the amount of time bare soil is exposed to rainfall;
- Use of temporary ground cover on cleared areas if construction is not imminent; and
- Special consideration shall be given to maintaining vegetative cover on areas of high soil erosion potential (i.e., steep slopes, the bayfront, stormwater conveyances, etc.)

Objective 4.4:

Ensure that the development of future land uses takes place in a way that is coordinated with the availability of adequate facilities and services to support the uses.

Policy 4.4.1: The University shall assess unforeseen land uses that may arise from grant awards or other circumstances of unanticipated future facilities by comparing those unforeseen uses with the uses and density guidelines set forth for land use districts in this plan element. Upon the determination of appropriate location and consistency with density guidelines, the University will undertake pre-planning and site planning studies. In the event that the appropriateness is in question, the subject use will be submitted for review under the procedures Objective 4.5.

Policy 4.4.2: The University shall undertake an annual review of the schedule of capital improvements to ensure that the capital improvements are consistent with the land use and development factors as described in this plan element, and that such improvements are acknowledged in the periodic review set forth in Objective 4.6.

Objective 4.5:

Ensure that measures can be undertaken to minimize or avoid off-campus constraints to campus development and to minimize or avoid conflicts of campus development within the context area.

Policy 4.5.1: Through interlocal agreements and memoranda of understanding, The University shall work with the City of St. Petersburg to

minimize land use conflicts within the context area and also off-campus constraints that may limit future development on campus.

Policy 4.5.2: The University shall continue to identify any circumstance whereby future land acquisition may be necessary or appropriate to accommodate currently unforeseen development projects or strategies (such as remote parking, grant opportunities, utility corridors, etc.), and shall determine the appropriate timetable, funding, and development coordination measures associated with the prospective acquisition. Similar measures will be applied in the event of any circumstance calling for the sub-lease of campus land to others.

Policy 4.5.3: Proposed amendments to the adopted campus master plan, which do not exceed the thresholds established in S.1013.30, F.S., and which have the effect of changing land use designations or classifications, or impacting off-campus facilities, services or resources, shall be submitted to the City for a courtesy review.

Policy 4.5.4: The University shall participate with the City of St. Petersburg in the reciprocal review of plans and development proposals, consistent with provisions established in the Intergovernmental Coordination Element.

Policy 4.5.5: The University shall protect existing natural resources by limiting development to the density Floor Area Ratio (FAR) levels as described and illustrated in this plan element, by designating open space areas as defined in the open space plan and configure retention and detention facilities in such a way that natural vegetation characteristics of the campus will be maintained and enhanced.

Policy 4.5.6: Where the acquisition of additional lands is necessary for the continued growth and expansion, the University shall coordinate with the City of St. Petersburg on any required amendment to the Comprehensive Plan.

Policy 4.5.7: The University shall permit no new development, expansion or replacement of existing development in areas designated for Conservation or Preservation, unless development is undertaken by federal or state government in the public interest and the impacts are mitigated. Before any such development is authorized and a plan of development approved, the University shall conduct a review of all available environmental and economic options (including the costs of mitigation). If this review indicates that development in designated conservation areas is the only viable option, then the University will pursue all reasonable efforts to minimize and mitigate any unavoidable impacts to such areas.

Policy 4.5.8: The University shall include in its project and site suitability assessments and evaluation of the relationship of the project to on-campus and off-campus development constraints, conflicts, or limits vis-à-vis traffic, infrastructure, and drainage.

Objective 4.6:

Ensure that incompatible use relationships are eliminated, reduced or mitigated in the event that such incompatibilities exist or arise.

Policy 4.6.1: The University's Campus Development Committee (CDC) and Strategic Initiatives Committee shall periodically review the status of land use and facilities program development on the campus, including projects and grant award opportunities that are currently unforeseen. The committee shall identify trends or needs for change in use patterns, density, program affinities and relationships to open space, circulation and utility patterns that might affect the land use plan, and determine whether such circumstances should be corrected to maintain the integrity of the land use plan and constraining factors, or cause the plan to be altered or amended to reflect valid needs. The committee will report its periodic findings to the president and recommend circumstances when and by which amendment of the adopted Campus Master Plan may be merited, or where projects should be limited or amended.

Objective 4.7:

Ensure that academic functions are concentrated in the core area around Harborwalk, except for those requiring waterfront access on the Peninsula.

Policy 4.7.1: The University shall establish the mixes of land uses for each of the density districts identified in Figure 4-b.

Objective 4.8:

Locate service and utility uses along First Street across from the airport, abiding by applicable airport zoning restrictions.

Policy 4.8.1: The University shall review all proposed service and utility uses along First Street with the City of St. Petersburg during the planning and design stage of future projects.

Objective 4.9: Maintain a density and scale of development on the campus properties that is compatible with the adjacent off-campus uses.

Policy 4.9.1: The University shall ensure that land use and development at the edges of campus property will be compatible with adjacent off-campus uses by:

- Maintaining the use and density levels indicated for use and density districts described and illustrated in this plan element.
- Specifying that the design of building masses and heights, setbacks, screening, site lighting, parking and landscape is undertaken with specific regard to adjacent off-campus uses (including the airport).

Objective 4.10:

Ensure adequate area and locations for utility requirements to serve the estimated 10-year development, and that utility extensions are accomplished in cost-effective increments. Wherever possible, new campus development should utilize existing utility corridors and minimize disruption of those corridors.

Policy 4.10.1: The University shall avoid building construction on the street corridors currently traversing the campus (defined herein as the existing rights of way, even as such streets may be vacated and/or transferred to the University). The intent shall be that those corridors remain clear for presentation of utilities, visual continuity, and retention of service and emergency vehicle access and, in some instances, access to parking areas.

Policy 4.10.2: The University shall coordinate future land uses with the availability of facilities and services to ensure that utilities and infrastructure needed to support future development are available at adopted levels of service, consistent with the concurrency provisions contained in S.1013.30, F.S. The University shall review and evaluate all future construction projects to ensure that adequate provisions for infrastructure and utilities have been incorporated into the design by documenting:

- The provision and maintenance of necessary utility easements, corridors, and points of connection.
- The provision of adequate supply lines to accommodate future development and facility expansion.
- The provision of open space and safe and convenient traffic flow and parking at established levels of service.

Objective 4.11:

Protect existing natural resources, and identify and protect any historic and archaeological resources of the campus.

Policy 4.11.1: The University shall adopt and adhere to the Conservation Element policies regarding environmental management, and shall require adherence to these standards by all parties performing design and construction of facilities on University property.

Policy 4.11.2: The University shall maintain an inventory and evaluation of all archaeological sites and historic resources under University ownership, including the C. Perry Snell House and the John C. Williams House, that appear to qualify for the National Register of Historic Places.

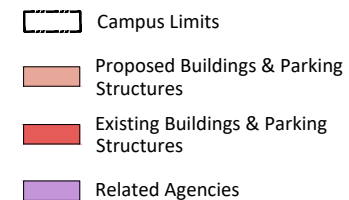
Policy 4.11.3: The University shall consult and coordinate with the City of St. Petersburg and the Department of State's Division of Historical Resources prior to any land clearing, ground disturbing, or rehabilitation activities which may disturb or otherwise affect any property which is included, or eligible for inclusion, in the National Register of Historic Places or the St. Petersburg Register of Historic Places. The historic Studebaker Building (USGS Building), C. Perry Snell House and John C. Williams House will be protected and their settings enhanced in the development of the campus.

Policy 4.11.4: The University shall consider the effects of such an undertaking identified in 4.11.2 above on any historic property that is included, or eligible for inclusion, on the National Register for Historic Places and the St. Petersburg Register of Historic Places. The University shall afford the City of St. Petersburg and the State Division of Historical Resources a reasonable opportunity to comment on such an undertaking.

Policy 4.11.5: Prior to a historic property being demolished or substantially altered in a way that adversely affects its character, form, integrity or archaeological or historical value, the University shall consult with the City of St. Petersburg and the Department of State's Division of Historical Resources to avoid or mitigate any adverse impacts, or to undertake any appropriate archaeological salvage excavation or recovery action.



**2020 - 2030
St. Petersburg Campus
Master Plan Update**



Element 4

Future Land Use

10 Year Campus Master Plan Concept

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

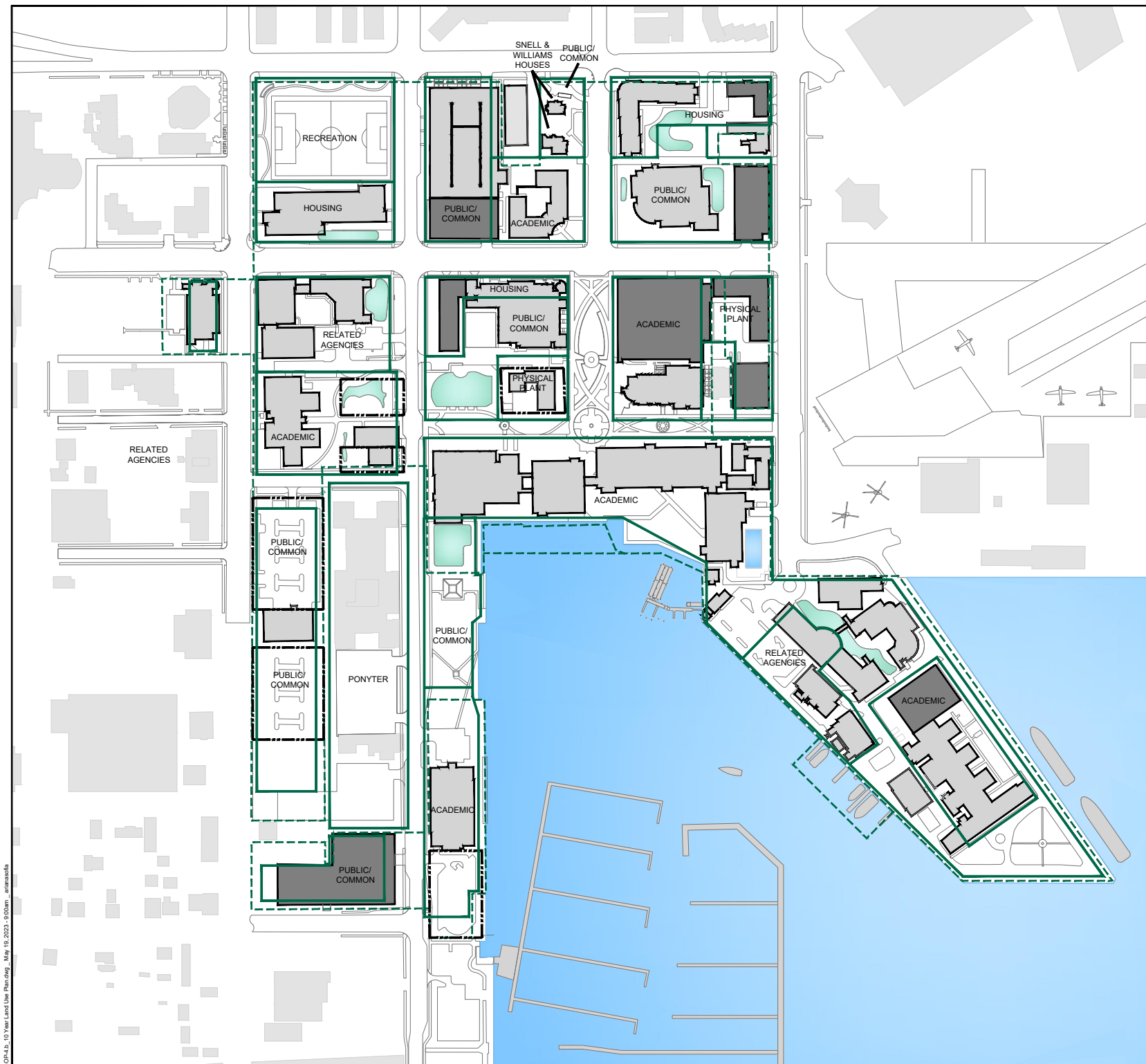
2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- ▭ Alternative/Future Building or Parking Garage Location
- Land Use
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 4
Future Land Use

GOP Figure 4.b
Land Use 10 Year Plan

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030 St. Petersburg Campus Master Plan Update

- Planning Area
- Alternative/ Future Building Site
- Existing USFSP Facilities
- Proposed USFSP Facilities

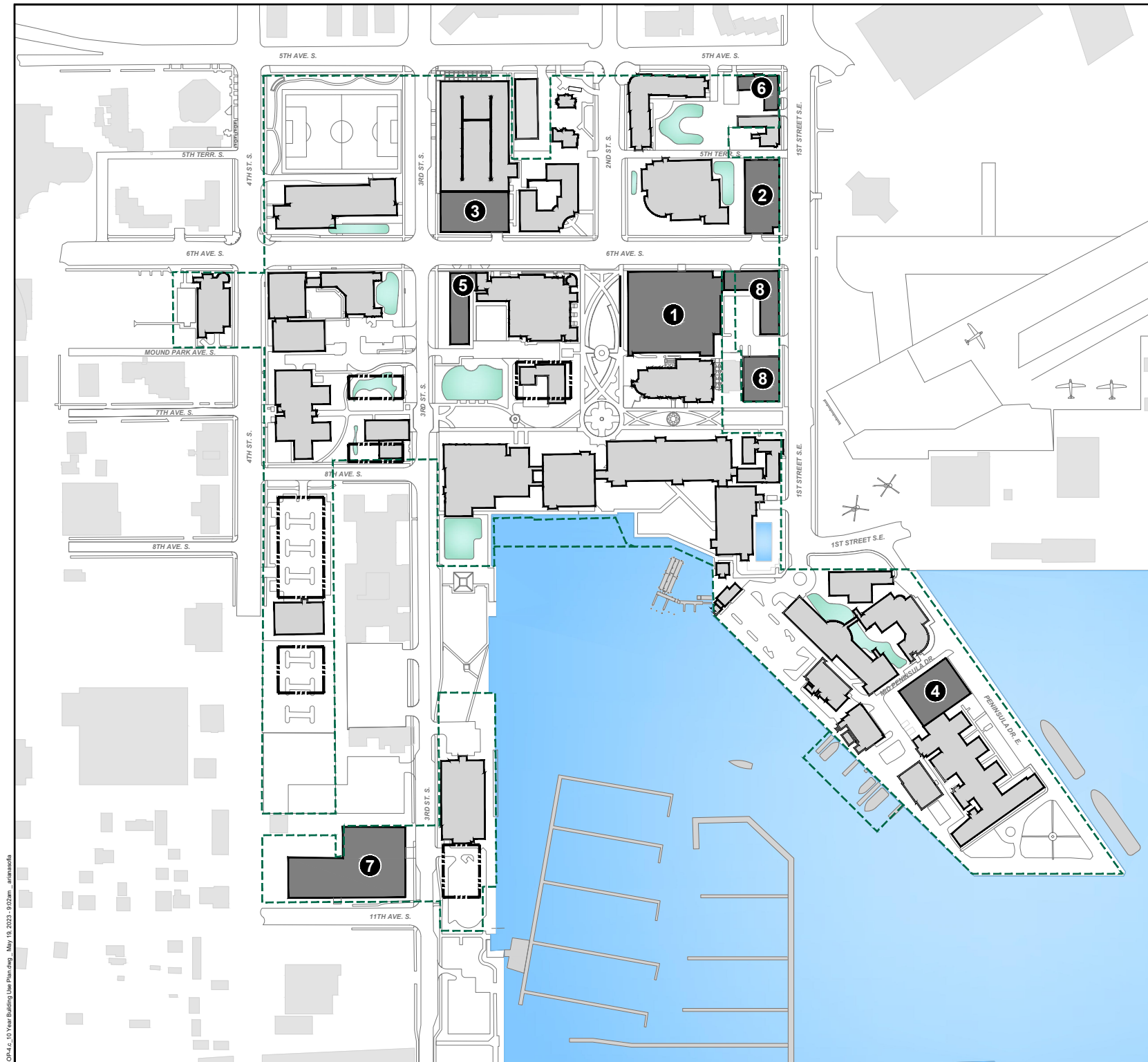
USFSP Facilities

- Science & Tech. Phase II
- Student Living
- Parking Garage Expansion
- Academic/ Research
- Housing Phase 5
- Special Service Building
- SW Parking Garage
- Physical Plant

Element 4 Future Land Use

GOP Figure 4.c Building Use Plan 10 Year Plan

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- Alternative/ Future Building Site
- Existing USFSP Facilities
- Proposed USFSP Facilities
- 1 Peninsula
- 2 Academic Core
- 3 Related Agencies

Element 4
Future Land Use

GOP Figure 4.d
Land Use Density Diagram

Date
ADOPTED 06/13/2023





Element 4A:

St Petersburg Urban Design

Element 4A Future Land Use Urban Design

The basic urban design framework communicated in the original master plan and recent updates remains as the guiding principle for campus development in the plan update. The plan is structured around a unified and interconnected system of public spaces, quads, courtyards and pedestrian concourses that are defined by coherent building edges. The framework for the organization of building sites, open spaces and circulation is the St. Petersburg street grid. Along the campus edges, the streets remain open for vehicle use. In the heart of the campus, bounded by First and Fourth Streets South, Fifth Avenue South and Bayboro Harbor, the street corridors are converted to pedestrian concourses. Harborwalk, constructed on the site of Second Street South and Seventh Avenue South, is a key element of the urban design plan. Progressive increases in campus density are encouraged in the urban design element so as to enhance campus vitality, conserve limited land resources for facilities growth, and animate the functional connections between areas of the campus. Urban design principles should be implemented in future project, thereby considering how articulation, transparency and building scale influence the pedestrian experience.

Waterfront Park improvements have been implemented, as highlighted in the Master Plan. Arcades and breezeways at the ground level of the buildings provide protection from summer sun and downpours. Academic building heights will range from two to six stories, partly in deference to the airport runway approach pattern over the south side of the campus, and partly to reflect the most efficient and humanly-scaled profile for academic buildings.

Context

The USFSP campus occupies the southern end of downtown St. Petersburg, including the nine city blocks bounded by First and Fourth Streets South and Fifth Avenue South and Bayboro Harbor, plus the peninsula and much of property west of the harbor to Fourth Street South down to Eleventh Avenue South. The University is a part of the "Innovation District", which is a cluster of higher education, marine science, healthcare, business incubation, and media institutions. The city has been working with the newly formed Board of the St. Pete Innovation District to expand the growth and development of the area. In 2015, four committees were created to focus on business development, real estate, placemaking and branding, and research collaboration and innovation. The city street and block structure extends into the campus boundaries and provides a strong framework for the campus and future development. The Albert Whitted Municipal Airport forms a significant edge at the eastern part of the campus while the blocks forming the northern edge are made up of apartment residences, houses and commercial uses. Two blocks west of the campus is the Bayfront Medical Center and All Children's Hospital, which are part of a growing medical district. The Poynter Institute sets within the campus fronting directly onto Poynter Park and Bayboro Harbor. During the timeframe of this update, the Dali Museum activities have been relocated to a new Dali Museum building at the Progress Energy Performing Arts Center. The previous Dali Museum building and site have been purchased by USFSP and is now an academic building known as Harbor Hall.

The most impressive campus open space amenity is the bayfront lawn, which together with Poynter Park forms the northwestern edge of Bayboro Harbor and unifies the central and western areas of the campus.

Plan Framework for Urban Design

The overall design for USFSP is based on a compact urban form, which retains the city grid system as a visual and spatial framework, transformed into a series of quadrangles and pedestrian open space corridors framed by new campus buildings. The campus is organized around a central greenway known as Harborwalk on the north-south axis extending toward Bayboro Harbor and an east-west pedestrian promenade along the Seventh Avenue South alignment extending toward the Medical Center. The two axial spaces join that part of the campus fronting on Bayboro Harbor and the interior part of the campus, with visual extensions to the city beyond. The two spaces are proposed to be framed with buildings of relatively uniform height and the edges of the spaces lined with arcades for sun and rain protection.

The plan reinforces First Street South, Fifth Avenue South and Fourth Street South as the principal public street edges of the campus. Within the defined campus, Sixth Avenue South and Third Street South are converted to pedestrian streets, landscaped and outfitted with lighting, furnishings and walkways capable of supporting bike and pedestrian ways while accommodating occasional service and emergency vehicles. Conversion of these streets will affect local traffic and Pinellas Suncoast Transit Authority (PSTA) bus routes, and will require further discussions and coordination with the City of St. Petersburg and the PSTA. It should be noted that the City of St. Petersburg is not supportive of the proposed vacating of the Third Street South and Sixth Avenue South.

While the campus, as an urban place, has several points of entry, the principal symbolic entry is envisioned to be accommodated at the junction of the Fifth Avenue South and Second Street South leading up to a primary arrival court/roundabout at Sixth Avenue South. The monument signage at the southeast corner of Fifth Avenue South and Fourth Street South serves as a campus arrival point, with the open space of the Recreation Field serving as an open space counterpoint to the urban density of the emerging downtown area.

Goal

The Urban Design goal of the St. Petersburg Campus master plan is to integrate with and enhance the urban fabric of downtown St. Petersburg where the city meets Bayboro Harbor.

Objective 4A.1:

The University shall ensure compatibility among land uses on the campus and in the context area as described in the intergovernmental Coordination Element.

Policy 4A.1.1: The University shall coordinate with the host community regarding issues related to the urban design character of the University/host community context area as described in the Intergovernmental Coordination Element 11.

Policy 4A.1.2: The University has worked with the City of St. Petersburg and the abutting property owners to effect the Seventh Avenue South street closure and Harborwalk improvements as outlined in this plan element and the Transportation Element. St. Petersburg Campus shall work with the City, the PSTA and the abutting property owners to effect and conversion of the street to pedestrian street as described in this plan element and the Transportation Element.

Policy 4A.1.3: The University, as described in the Architectural Design Guidelines Element Policy shall review and ensure compliance with master plan goals, objectives, and policies.

Objective 4A.2:

Protect and enhance the Snell and Williams Houses and grounds and the Studebaker Building (U.S. Geological Services).

Policy 4A.2.1: The University shall coordinate with the State Division of Historical Resources with regard to the nomination of the Snell House to the National Register of Historic Places.

Policy 4A.2.2: The University shall maintain the historic places designation of the Williams House and Studebaker Building as per the procedure set forth by the Florida Division of Historical Resources.

Objective 4A.3:

Reinforce the open space framework of the campus as a continuation of the existing street and block grid of St. Petersburg so that the campus remains an integral part of the urban fabric.

Policy 4A.3.1: The timing and phasing requirements and priorities for the development of buildings, facilities, and open spaces consistent with the principles established in this element are established in the Capital Improvements Element 11.

Objective 4A.4:

Establish an open space hierarchy founded on the development of Harborwalk as illustrated in the plan, with other pedestrian open space corridors following the former street grid extending from Harborwalk.

Policy 4A.4.1: The University shall give priority to siting the proposed new facilities in positions indicated to provide near-term spatial definition to Harborwalk in order to effect the completion of the core area urban design within the planning timeframe.

Policy 4A.4.2: The University shall position future buildings as shown on Figure 2-a so that their significant edges contribute to the framing and definition of public spaces. Major facades and entries shall face the public space and the more private aspects of the building such as mechanical or service areas shall be separated from the public entries and placed away from the public spaces at the interior of the development block.

Policy 4A.4.3: The University shall replace existing parking areas located within proposed open space with structured parking facilities as shown on Figures 5-a and 5-b. Phase I of the parking garage at Fifth Avenue South and Third Street South has been completed.

Policy 4A.4.4: The University shall utilize infrastructure and other funding sources for campus landscape framework improvements in addition to individual building construction projects, while at the same time monitoring site design funded through new building project budgets for consistency with the overall campus landscape design intent. Funds to be distributed in a targeted manner, prioritized for funding development deemed to have the greatest potential for impact and improvement of the campus. The intent shall be to implement a campus landscape framework that is visibly composed as a whole rather than a collection of individual, unrelated small landscape pieces.

Objective 4A.5:

Establish building zones and edges to follow the line of existing streets except where designated and retain the city street and block grid as the urban design framework of the campus.

Policy 4A.5.1: The University shall ensure compatibility among land uses on campus and in the context area as described in the Intergovernmental Coordination Element 11.

Policy 4A.5.2: The University shall ensure compatibility among land uses on the campus and in the context area by constructing campus buildings two to six stories in height to provide a unified spatial edge and to proportionally contain campus open spaces in a way that is appropriate to the urban setting. Heights should be diminished as necessary on the east edge of the campus to comply with airport restrictions.

Policy 4A.5.3: The University shall restrict building zones and enforce building setbacks as designated in this plan element and the Architectural Design Guidelines in order to retain the existing city street and block grid.

Objective 4A.6:

Preserve and enhance the open space adjacent to the bayfront and its connections with areas to the south and to the north.

Policy 4A.6.1: The University has enhanced the open space adjacent to the bayfront and its connections with areas to the south and north through the development of an esplanade walk along the seawall edge from Poynter Park to the campus boathouse.

Objective 4A.7:

Locate service and loading functions in relation to the existing alley alignments in the core of each of the development blocks.

Policy 4A.7.1: St. Petersburg Campus shall maintain service access to the center of development blocks via existing alleys accessed by limited access campus drives.

Objective 4A.8:

Enhance functional linkages between the “Innovation District”, areas north and south of the campus, and between the campus and medical facilities to the west.

Policy 4A.8.1: The University shall implement site improvements to establish the western extension of Harborwalk during the planning timeframe as shown in Figures 2-a.

Objective 4A.9: Decrease energy consumption on campus as measured per capita and per building.

Policy 4A.9.1: The University shall require new building design to respond to the particular climatic conditions of South Florida and shall require issues of energy conservation including building orientation and siting, massing, and shape to be addressed during the design. St. Petersburg Campus shall encourage climatic responses such as: walkways, breezeways, shaded courts, screens and operable windows. Building forms more appropriate to northern climates shall be discouraged.

Policy 4A.9.2: The University shall require materials openings, lighting systems, and HVAC to be designed to meet contemporary standards. System energy conservation standards are mandated to be in compliance with Florida Energy Conservation in Building Act of 1974. The State University System Professional Services Guide specifies that an energy analysis design submission in compliance with the above legislation be submitted for all subject projects at the advanced schematic design stage of development.

Policy 4A.9.3: The University shall review and evaluate all existing buildings relative to their energy consumption and role in campus wide energy costs and demand patterns and shall establish an energy management system campus-wide.

Objective 4A.10:

All future St. Petersburg Campus buildings on campus shall be Leadership in Energy and Environmental Design (LEED) or equivalent green building standards certified.

Policy 4A.10.1: The University shall require that all buildings conform to LEED Silver certification or equivalent green building standards as a minimum.



UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- - - Alternative/ Future Building Site
- Open Areas
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 4
Future Land Use

GOP Figure 4A
Land Use 10 Year Plan

Date
ADOPTED 06/13/2023

