



2020 - 2030

USF Master Plan Updates

Goals Objectives & Policies

Element 5: Transportation

UNIVERSITY OF SOUTH FLORIDA

ST PETERSBURG CAMPUS

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Element 5:

St Petersburg Transportation

Element 5 Transportation

Street changes proposed in the previous master plan update included the removal of the segments of Second Street South and Seventh Avenue South to make way for the “pedestrianized” Harborwalk. Per the recommendations of the update, Third Street South has been narrowed to two moving lanes. Modification of the lane designation has been completed along Fourth Street South from Sixth Avenue South to Fifth Avenue South from one-way to two-way. The Street change proposed for this master plan update includes the vacation and removal of a segment of Second Street South between Fifth Avenue South and Sixth Avenue South to continue the concept already established by the “pedestrianized” Harborwalk.

Parking changes will be the result of campus growth and displacement of surface lots by new buildings. The rate of parking growth will be mitigated somewhat by increased utilization of space in the daytime that is currently underused due to the concentration of evening programs. The parking structure on campus has scope for further expansion to accommodate 340 more vehicles as needed in the future.

TRANSIT, CIRCULATION AND PARKING SUB-ELEMENT

Plan Framework for Transit, Circulation and Parking

Since the last Master plan update, Second Street South has been closed to general traffic south of Sixth Avenue South and designed to provide only emergency and service access. Fourth Street South has been designed as two-way from Fifth Avenue South to Sixth Avenue South. The greatest impact that these revised traffic patterns have had to the existing roadway network has occurred on Fifth Avenue South and Fourth Street South.

Over the previous Master Plan timeframe, USFSP generated an approximate total of 4,667 trips per day based on an FTE of 1,965 in 2020-2021. However, due to the addition of on-campus housing (1,107 beds) the daily trips have been reduced by 2,635 which results in a net decrease of 881 trips per day from the previous daily trip total of 2,913.

Goal

The Transit, Circulation and Parking goal of the USF St. Petersburg campus plan is to provide adequate vehicular/transit access to the campus within the urban street grid and provide adequate parking on or adjacent to the campus.

Summary of Objectives and Policies

Traffic

Objective 5.1:

Reduce the impact of various road closures on the off-campus roadway network.

Policy 5.1.1: USF St. Petersburg shall coordinate with the City, County and FDOT to establish the timing and phasing of any vacation or road closure of the existing public roads to be implemented in conjunction with the campus master plan. Transit and parking facilities on campus shall be constructed and organized in a manner consistent with the master plan and shall be implemented in accordance with the Capital Improvements Element.

Policy 5.1.2: USF St. Petersburg shall comply with the City’s established review process and procedures for vacating rights of way on public streets.

Objective 5.2:

Reduce the impacts off-campus of future traffic generated by the master plan.

Policy 5.2.1: USF St. Petersburg Transit and parking facilities shall be constructed and organized in a manner consistent with the master plan and shall be implemented in accordance with the Capital Improvements Element.

Policy 5.2.2: Consistent with provisions contained in s.1013.30, F.S., USF St. Petersburg shall adhere to the campus development agreement with the City of St. Petersburg for the adequate mitigation of impacts to the surrounding transportation network caused by on-campus development (see Element 10).

Objective 5.3:

Reduce the impact of future parking demands while meeting the needs of future University requirements.

Policy 5.3.1: USF St. Petersburg shall identify opportunities for off-campus and remote parking lots. When facilities are exhausted, possibilities of shared parking at Bayfront Medical Center, Progress Energy Center for the Arts - Mahaffey Theater, Poynter Institute, and the Albert Whitted Airport will be explored.

Policy 5.3.2: USF St. Petersburg shall pursue funding through the FDOT for the establishment and operation of an off-campus park and ride program. Upon receipt of such funds, the adopted campus master plan shall be amended as needed to reflect the operation of this program.

Objective 5.4:

Enhance and encourage the utilization of alternative modes of transportation (including mass transit, bicycle and pedestrian ways) and reduce the dependence on the single-occupant vehicle as the primary mode of travel.

Policy 5.4.1: USF St. Petersburg shall continue to coordinate with the Pinellas Suncoast Transit Authority (PSTA) to provide enhanced mass transit service to the campus along Fourth Street South, Fifth Avenue South, First Street South, and Third Street South.

Policy 5.4.2: USF St. Petersburg shall coordinate with PSTA in identifying available funding programs to assist in implementing this enhanced mass transit service to the campus.

Policy 5.4.3: USF St. Petersburg shall provide to all enrolling students information regarding the availability and scheduling of PSTA bus system, Sun Runner, St. Petersburg Trolley, Looper system, on-campus shuttle system, and a Bike Share program when established.

Policy 5.4.4: USF St. Petersburg, in conjunction with the host community, shall evaluate the opportunity to encourage student residential housing in the context area consistent with Housing Element Objective 6.3. On-campus and adjacent housing will reduce both parking and traffic generation demands. Opportunities for "partnering" with the private sector to construct this student housing should be explored.

Policy 5.4.5: USF St. Petersburg shall implement transportation demand management (TDM) strategies designed to encourage the use of alternative modes of transportation and reduce the dependence on the single-occupant automobile as the primary mode of travel. The University shall consider:

- Operational modifications;
- Improvement of pedestrian and non-vehicular facilities;
- Increasing the number of students living on campus;
- Academic scheduling modifications, including scheduling more classes during non-peak hours;
- Parking pricing strategies designed to make other modes of travel more economical;
- Traffic system management approaches;
- Provide on-campus housing; and
- Locating student-oriented housing in close proximity to the campus.

Policy 5.4.6: USF St. Petersburg shall coordinate with the City of St. Petersburg, PSTA, TBARTA and the Pinellas County Metropolitan Planning Organization (MPO) to evaluate other options and strategies for reducing the dependence on the personal automobile. In particular the University will coordinate with the City on its forthcoming Complete Streets Implementation Plan. If any of these proves to be economically feasible and practical, the University shall amend the adopted campus master plan to incorporate these strategies onto the overall transportation plan.

Policy 5.4.7: USF St. Petersburg shall evaluate the potential uses of distance learning techniques to reduce the need to travel to the campus.

Objective 5.5:

Ensure that transportation system improvements shall be coordinated with the host community and phased with USF St. Petersburg's future land uses.

Policy 5.5.1: USF St. Petersburg shall coordinate and cooperate with the host community and surrounding property owners in phasing and timing road improvements. Once the timing and phasing requirements and priorities for these improvements have been determined, USF St. Petersburg shall amend the adopted campus master plan as needed to reflect these requirements.

Policy 5.5.2: USF St. Petersburg shall coordinate with the host community regarding the following proposed road improvements:

- The signal at Fourth Street South and Fifth Avenue South has been revised with the appropriate intersection/roadway improvements. This accommodates the additional traffic volumes associated with having Fourth Street South two-way from Fourth Avenue South up to Sixth Avenue South.
- USF St. Petersburg acknowledges the need and supports the additional access ramp at Fourth Street South to I-175.

Policy 5.5.3: USF St. Petersburg has coordinated the realignment of Fourth Street South and the intersection improvements of Fifth Avenue South with the City's transportation improvement program and comprehensive plan as outlined in Intergovernmental Coordination Element.

Policy 5.5.4: USF St. Petersburg shall establish a mechanism and procedure for regular coordination with the host and affected local governments and the FDOT to ensure that transportation facility improvements are available when needed to support the growth of the University. The University shall pursue any memoranda of understanding or interlocal agreements necessary to ensure that transportation facilities are available to meet the future needs of the campus.

Policy 5.5.5: USF St. Petersburg shall participate in the implementation of the Transportation Management Organization (TMO) for downtown St. Petersburg.

Parking
Objective 5.6:

Provide increased parking capacity without significantly increasing the acreage required for the parking facilities.

Policy 5.6.1: USF St. Petersburg shall expand the multi-level parking facility and / or construct a additional multi-level parking facility at 3rd Street South and 11th Avenue South as dictated by actual campus growth. Any new multi-level parking facility shall incorporate mixed use development on the ground level to support pedestrian activities.

Policy 5.6.2: USF St. Petersburg shall, during the design development of the parking lots and garages, address landscaping, lighting, security and pedestrian circulation issues. Consider accommodations for transfer to other modes such as transit and Bike Share.

Objective 5.7:

Provide methods to reduce the impacts and demands of future on-campus parking.

Policy 5.7.1: USF St. Petersburg shall, in conjunction with the host community City's Transportation and Parking Management Department, identify areas to enhance or maintain on-street parking both on- and off-campus.

Policy 5.7.2: USF St. Petersburg shall evaluate and implement, as appropriate, other mitigating techniques as follows:

- Utilization of compact parking spaces.
- Revise parking rate fees on campus where lots and structures closer to the center of campus will have higher parking rates, thus encouraging utilization of commuter or remote parking lots.
- Explore the possibility of establishing remote parking lots off-campus to be connected to the campus via a shuttle system or within walking distance.
- Evaluate academic classroom schedules to encourage more classes to be scheduled in off-peak hours, thus reducing parking demands by "reusing" the same parking space.

- Encourage use of mass-transit system through participation in programs such as the U-pass. This is a PSTA program which allows USF St. Petersburg students, faculty and staff to ride at no charge.
- Reassess parking pricing and policies to determine if revisions are possible that would encourage use of mass transit and other alternative modes of transportation.

Objective 5.8:

Locate and program on-campus parking facilities to be accessible to the various land uses and circulation systems while minimizing pedestrian-vehicle conflicts.

Policy 5.8.1: USF St. Petersburg shall establish design guidelines and signage for traffic circulation to the parking structure and lots to avoid potential confusion and conflicts with pedestrians.

PEDESTRIAN AND NON-MOTORIZED VEHICULAR CIRCULATION SUB-ELEMENT

Context

The existing pedestrian system is characterized by a framework of sidewalks organized in a grid pattern, which parallels the existing pattern of city streets. The system is an integrated part of the adjacent downtown, medical, and residential pedestrian systems. Pedestrian safety is of great concern particularly as it relates to the personal security of pedestrians at the campus perimeter, and to the physical safety of pedestrians in what are now car dominated environments on the peninsula and crossing major streets. Bicycle circulation is accommodated on campus via roadways and pedestrian walks. To date, there are designated bicycle lanes along First Street South, Second Street South and Sixth Avenue South.

Plan Framework for Pedestrian and Non-Motorized Vehicular Circulation

The pedestrian and non-motorized vehicular circulation system for USFSP is an extension and enhancement of the city sidewalk system. The plan maintains the city street and block grid as the spatial framework of the campus. The sidewalk lines of adjacent city blocks extend into the campus, varying from the alignment of the adjacent city walks only where they enter the broad Harborwalk in the heart of the campus.

The plan seeks to establish a pedestrian-dominated campus environment and to minimize pedestrian-non motorized vehicle-vehicle conflicts and the impact of vehicles in general on campus.

The plan includes Harborwalk, the primary campus open space, along the Second Street corridor. Within Harborwalk, the pedestrian network is comprised of curving walkways in the space fronting the buildings that frame the edges. Forming the south edge of Harborwalk and running perpendicular to the north-south corridor, is the other primary pedestrian corridor, the East-West Pedestrian Promenade, developed within the previous Seventh Avenue right of way. The master plan recommends that the buildings lining Harborwalk and the East-West Pedestrian Promenade be joined by covered arcades at the ground level to provide sun and rain protection to pedestrians in the most actively used parts of the campus.

The campus' Bayboro Harbor frontage is an extraordinary asset that calls for better pedestrian access to make it a more inviting and integral part of the day-to-day campus experience. The master plan recommends a continuous pedestrian esplanade extending east from Poynter Park along the shore edge of the campus.

The peninsula will continue to be a "working waterfront" edge with research vessels and landside support equipment likely limiting, but not prohibiting, pedestrian access along the water's edge. The working aspects of the peninsula, coupled with its impressive views of the harbor, provide a particularly attractive and interesting pedestrian experience that should be encouraged with a continuous pedestrian passage along the peninsula's harborside perimeter. The landscaped open space at the tip of the peninsula is proposed to be upgraded for pedestrians and occupants of facilities on the peninsula.

Off-campus connections and extensions of campus pedestrian routes should be encouraged, particularly along: Second Street extending north to downtown; between the Student Services Center and the Progress Energy Center for the Arts - Mahaffey Theater; and along the East-West Promenade extending west to All Children's Hospital and Bayfront Medical Center. The Bayboro Harbor Redevelopment Plan identifies the route along Third Street from Eighth Avenue north to Poynter Park and east along the campus waterfront to Harbor Hall, north to the Progress Energy Center for the Arts – Mahaffey Theater and continuing north along the waterfront as a major pedestrian route to be developed. Other

pedestrian/park links proposed in Roser Neighborhood Park Plan and Bayboro Harbor Plan include connections from the campus southwest to Woodbrook and Roser Parks via Booker Creek to Bartlett Park via Salt Creek and southeast to Lassing Park. The City of St. Petersburg Downtown Waterfront Master Plan (DWMP) also references the pedestrian connections.

The ability of USFSP to attract visitors to campus sponsored events depends largely on the creation of a sense of safe, easy access to destination buildings. The properties to the north and the west are often perceived as unsafe pedestrian environments, both from a view of pedestrian-vehicle conflict at intersections and from a view of personal safety. These points emphasize the need to provide pedestrian links that are clearly identifiable as University zones, and by completion of detail and maintenance imply ownership and supervision, thereby increasing the level of pedestrian comfort and safety. Visitor parking is provided in the Parking Structure and in Lot 2.

Reasons given for the lack of people commuting to campus via bicycle include: a perceived lack of safe bicycle storage on campus, the hour of the commute (evening), and a perceived lack of security on routes through adjacent neighborhoods. Since the last plan, dedicated bikeways have been added within the campus drive curb line, and on-campus bicycle storage ranging from commuter centers to be located within proposed parking structures to freestanding outdoor racks near building entries have been added. However more bike lanes need to be added for connectivity. The University should continue to work with the city to promote bicycle travel as an alternative to commuting by car through the implementation of quality bikeways along major travelways such as Fourth Street, and through continued improvements in the level of community security.

(See Figures 5-e and 5-f.)

Goal

The Pedestrian and Non-Motorized Vehicular Circulation goal of the USF St. Petersburg campus plan is to upgrade the pedestrian and non-motorized vehicular aspects of the urban street grid on the campus to ensure a safe and unified system for pedestrian and non-motorized vehicular movement.

Summary of Objectives and Policies

Objective 5.9:

USF St. Petersburg shall establish pedestrian connection between Harbor Hall via Poynter Park and points north along the campus bayfront.

Policy 5.9.1: Provide on-campus pedestrian and bicycle way connections to off-campus pedestrian and bicycle ways where the campus interfaces with the city along and crossing First Street, Fifth Avenue, Third Street and Fourth Street.

Policy 5.9.2: USF St. Petersburg shall coordinate bicycle and pedestrian improvements with the adopted Bicycle/Pedestrian Master Plan of the City of St. Petersburg.

Policy 5.9.3: Encourage opportunities coordinated with agencies such as the Transportation Management Organization (TMO) to promote improvements in safety of the off-campus bicycle routes.

Objective 5.10:

Coordinate locations for future pedestrian and non-vehicular circulation facilities to be developed on and off the campus with recommendations made by the University Police Department.

Policy 5.10.1: USF St. Petersburg Police should observe and record actual pedestrian flow. Campus wide observations should continue biannually to assess any changes in pedestrian and non-motorized vehicular movement patterns which may merit changes in prioritizing implementation of new pedestrian and non-motorized vehicular facilities. Additional observations should be scheduled during periods of new campus development, which may affect patterns of pedestrian and non-motorized vehicular movement.

Policy 5.10.2: USF St. Petersburg shall give priority to the establishment of pedestrian ways at the edge of Harborwalk, the Student Services Center, the Poynter Library, the Multi-purpose Student Center, the East-West Promenade, and the Bayfront Promenade.

Policy 5.10.3: USF St. Petersburg shall require ground-level pedestrian arcades to be provided in buildings which front on Harborwalk and the East-West Promenade.

Policy 5.10.4: USF St. Petersburg shall include bicycle commuter facilities in the programming for all parking garages. Commuter facilities

shall include locked covered storage, lockers and repair stations at minimum, and may include showers and bicycle rental facilities as well.

Policy 5.10.5: USF St. Petersburg's Design Review Council shall review and act on all selected development proposals to ensure compliance with the plan in the design of all new pedestrian circulation facilities as described in the Architectural Design Guidelines Appendix D.1.

Policy 5.10.6: USF St. Petersburg shall encourage utilization of pedestrian and non-motorized vehicular facilities and improve the safety of persons using the facilities by reinforcing security measures carried out by campus police with the implementation and maintenance of site improvements along pedestrian ways including landscape standards, such as pedestrian lighting, graphics, furnishings and plantings that convey ownership and supervision, and through development of campus parcels with active USF St. Petersburg facilities.

Policy 5.10.7: USF St. Petersburg shall implement a campus-wide blue light emergency telephone plan to complement existing University Police escort services in accordance with the capital improvements program as described the Capital Improvements Element.

Objective 5.11:

Coordinate locations for additional lighting and improvements in lighting delivery with recommendations made by the USF St. Petersburg Police Department.

Policy 5.11.1: The USF St. Petersburg Police Department shall be consulted in determining locations for additional lighting along pedestrian and non-vehicular circulation routes. The University Police acting as environmental design consultant (CPTED) to Facilities Management shall provide input to identify areas in which they feel a risk factor exists. Their input will be based on on-site observation and crime data.

Objective 5.12:

Coordinate with the City of St. Petersburg to provide pedestrian and non-motorized vehicular circulation facilities based on the extension and perpetuation of the established city sidewalk grid to meet both the aesthetic and functional needs of the users and to encourage increased pedestrian and bicycle movement on campus.

Policy 5.12.1: USF St. Petersburg shall coordinate with the City in the systematic implementation of on-campus pedestrian and bicycle facilities to ensure continuity of such facilities within the larger regional system of pedestrian/bicycle facilities as described in the Intergovernmental Coordination Element. The proposed improvements to pedestrian and non-motorized vehicular circulation facilities are described herein and illustrated on Figure 5-e. The timing and phasing requirements and priorities for these improvements are established in the Capital Improvements Element.

Policy 5.12.2: USF St. Petersburg shall encourage development of off-campus extensions of campus pedestrian corridors, particularly extension of the East-West Promenade west to the medical area.

Policy 5.12.3: USF St. Petersburg shall give priority to any measures directed towards mitigation of pedestrian/vehicle conflicts on campus and shall work with the City of St. Petersburg in effectuating the changes. It should be noted that the City is not supportive of the proposed vacating of the Third Street South and Sixth Avenue South.

Policy 5.12.4: USF St. Petersburg shall work with the host community through coordinated efforts of University Police and local police departments, community action groups, and planning entities to improve the safety of off-campus routes connecting to the campus as outlined the Intergovernmental Coordination Element.



UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update











- Planning Area
- Primary
- Access Drive
- Surface Parking
- Structured Parking
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 5
Transportation

GOP Figure 5.a
Vehicular Circulation and
Parking 10 Year Plan

Date
ADOPTED 06/13/2023

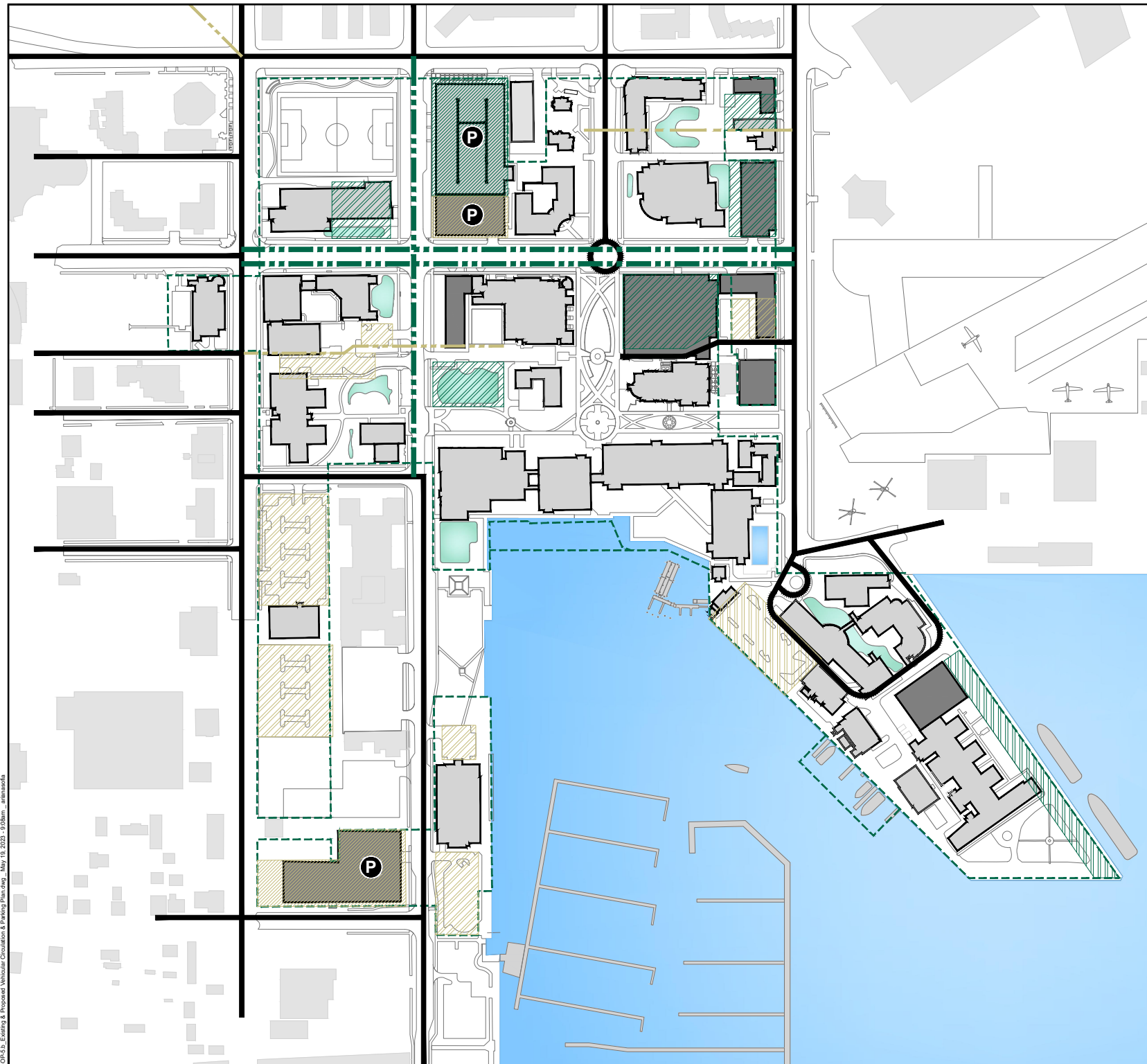


-  Planning Area
-  Existing Route
-  Existing Route To Be Removed
-  Proposed Route
-  Existing Parking Structure
-  Proposed Parking Structure
-  Existing Parking To Be Removed
-  Existing Parking To Remain
-  Existing USFSP Facilities
-  Proposed USFSP Facilities

**Element 5
Transportation**

GOP Figure 5.b
Vehicular Circulation and
Parking Plan Existing and
Proposed 10 Year Plan

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- Bart Bus Stop
- Proposed BRT Corridor
- Proposed Traffic Direction
- Existing Traffic Direction
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 5
Transportation

GOP Figure 5.c
Transit Plan 10 Year Plan

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- Service Area
- Shared Service/ Pedestrian Way
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 5
Transportation

GOP Figure 5.d
Service Corridors 10 Year

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- Primary
- Secondary
- Proposed
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 5
Transportation

GOP Figure 5.e
Pedestrian Circulation 10
Year Plan

Date
ADOPTED 06/13/2023





UNIVERSITY of SOUTH FLORIDA

2020 - 2030
St. Petersburg Campus
Master Plan Update

- Planning Area
- Existing
- Proposed
- Existing USFSP Facilities
- Proposed USFSP Facilities

Element 5
Transportation

GOP Figure 5.f
Pedestrian Circulation Plan
Existing and Proposed

Date
ADOPTED 06/13/2023

