1963

Comprehensive Plan for St. Petersburg Beach, Florida. Vol. 1

Florida Development Commission

CITY OF ST. PETERSBURG BEACH

COMPREHENSIVE PLAN
VOLUME 1

Florida
Development
Commission

FARRIS BRYANT
Governor
State of Florida

COMPREHENSIVE PLAN FOR ST. PETERSBURG BEACH

Florida

VOLUME I

Prepared Cooperatively
by the

PLANNING AND IMPROVEMENT DIVISION
FLORIDA DEVELOPMENT COMMISSION
and the
CITY PLANNING BOARD
ST. PETERSBURG BEACH

JANUARY, 1963

Published By
THE FLORIDA DEVELOPMENT COMMISSION
Tallahassee, Florida

Wendell Jarrard,
Chairman-Director

The preparation of this plan was financed in part through an Urban Planning Grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.

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FOR
ST. PETERSBURG BEACH, FLORIDA

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January, 1963

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FOREWORD

To plan ordinarily means "to devise or project a course or method of action." In the special meaning of community planning the application of forethought is fundamental to the solution of existing problems, the avoidance of future problems, and the development of opportunities. To do this, guidelines are established for future or long-range programs as a frame of reference for current actions. Clearly, the end result of planning is intended to be action and achievement of a goal.

The procedures of planning involve three recognized phases:

(1) Inventory, Research, and Analysis
(2) Definition of Goals and Development of the Comprehensive Plan
(3) Implementation of the Comprehensive Plan

Statistical techniques and analysis supply the information as to the range of opportunity available as a basis for planning. Common sense, as exercised by any interested citizen, is essential in shaping the plan to the particular needs and unique opportunities of the community.

The purpose of this volume is to provide a thorough understanding of the human and physical resources of the City of St. Petersburg Beach as a basis for planning. Subsequent volumes will include the planning recommendations for the Comprehensive Plan and the procedures proposed to effect its implementation.

TABLE OF CONTENTS

VOLUME I
RESEARCH AND ANALYSIS

VOLUME II

Contains The
PLANNING ELEMENTS

PLANNING FUTURE LAND USE
PLANNING FOR TRAFFIC
PLANNING FOR RESIDENTIAL AREAS
PLANNING COMMUNITY FACILITIES
PLANNING FOR COMMERCIAL AREAS
PLANNING FOR PARKING

VOLUME III

Contains The
PROCEDURES FOR IMPLEMENTATION

PLANNING PROCEDURES
THE ADVISORY PLANNING BOARD ORDINANCE (Proposed)
THE ZONING ANALYSIS
THE ZONING ORDINANCE AND THE REVISED ZONING PLAN (Proposed)
SUBDIVISION PRACTICES AND SUBDIVISION REGULATIONS
PROGRAMMING CAPITAL IMPROVEMENTS

ILLUSTRATIONS

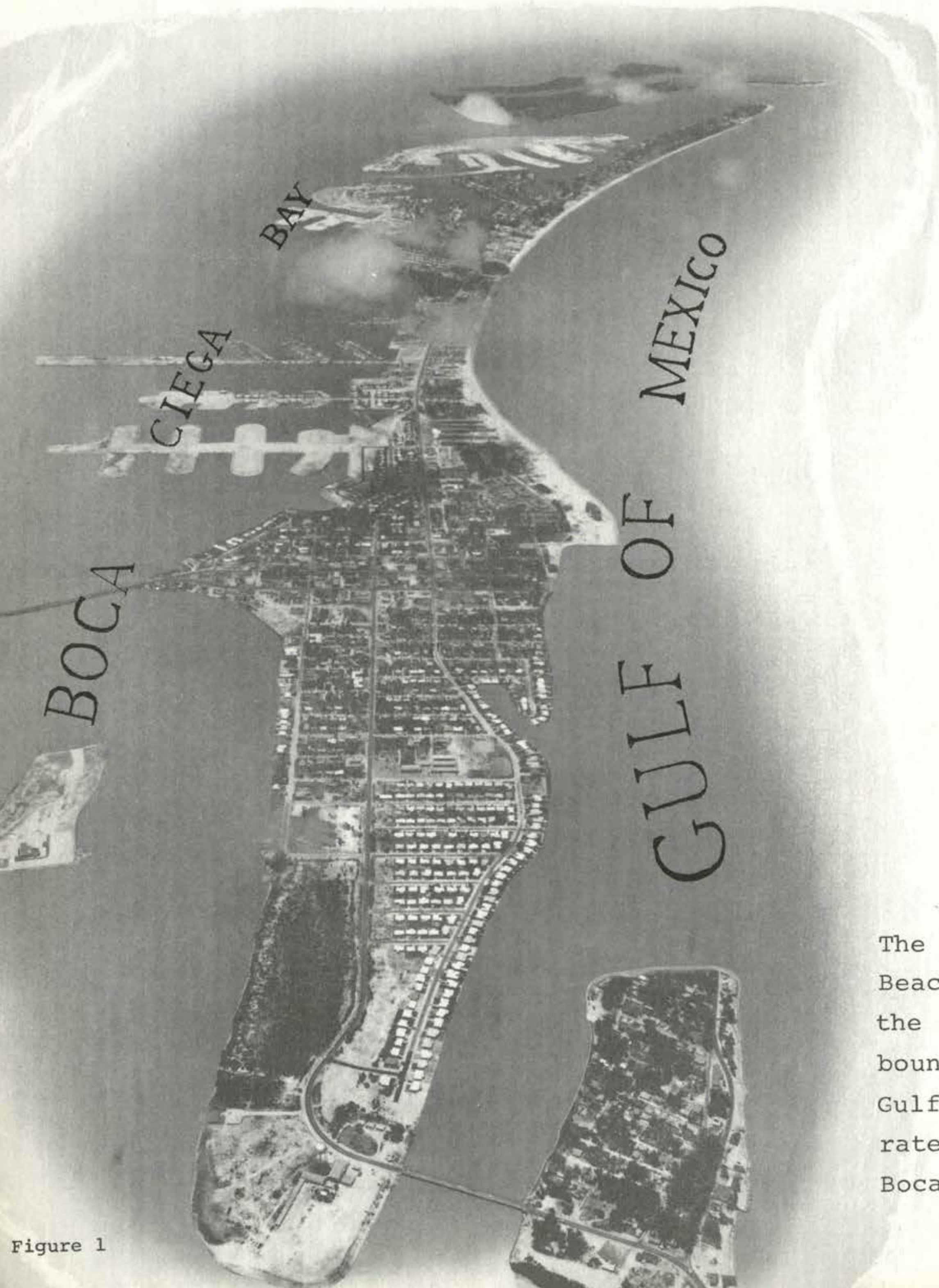
RESEARCH AND ANALYSIS

The success of a plan depends not only upon its technical quality but also upon citizen understanding and support; legal justification; and the economic, population, financial, and physical resources of the community. Basic research is necessary on land use, population, economy, and locational factors before problems can be properly defined and opportunities can be recognized as a basis for a well-conceived plan.

REGIONAL LOCATION

OF

ST. PETERSBURG BEACH
IN THE
TAMPA BAY AREA



The City of St. Petersburg Beach is conterminous with the island of Long Key bounded on the west by the Gulf of Mexico and separated from the mainland by Boca Ciega Bay.

Figure 1

BACKGROUND

St. Petersburg Beach is an island community located as one of the satellites of the St. Petersburg Metropolitan Area. It is a small part of a greater whole, interrelated with a larger region of greater population and economic complexity.

Long Key is a natural island bordered on the west by the Gulf of Mexico and on the east by Boca Ciega Bay. However, bay fill development has altered considerably the island's shape and land area. As altered by man, the island is 6½ miles long and of varying width, not exceeding one mile. It is connected to the mainland on the east by one two-lane bridge; on the north it is connected by another two-lane bridge with Treasure Island, thence by other bridges with other islands and the mainland. The Bay Way, just completed, supplies an additional access route via two-lane bridges with the mainland and Tierra Verde, Mullet Key, and other islands of Boca Ciega Bay.

The most far-reaching, difficult, and foresighted accomplishment required for the effective planning of the Island of Long Key was effected on July 9, 1957, when the City of St. Petersburg Beach was consolidated from four incorporated towns and several unincorporated areas. Each town had its own officials, and each tried to provide its own municipal services within its limits. Many services were either lacking or inadequate, and financing of needed improvements for four small separate communities was impractical.

Divided assets provided little collateral and confidence in the bond market. The four small municipal voices felt themselves to be of too little consequence in the broad fields of State and County government.

A referendum carried by a five-vote majority resulting in the consolidation of Pass-a-Grille, Don Cesar, Belle Vista, St. Petersburg Beach, and several unincorporated areas. The next several years recorded solid achievement, reflecting a determination for rapid progress in building a better city. Strong charter provisions and a progressive administration resulted in the following accomplishments in planning and development of the community:

A municipal center building of unusual architectural merit was completed, housing the city government, the Chamber of Commerce, a recreation department, and the offices of the Long Key Sewer District.

A street drainage and erosion control plan was prepared. Projects were soon started which resulted in the paving of all city streets and the installation of storm sewers. Various erosion control measures were completed, which included two thousand feet of sea wall resulting in the creation of that much additional public beach.

Modern street lighting was installed throughout the business district and the main traffic thoroughfare.

A Planning Commission and a Board of Zoning Adjustment were appointed. A new zoning ordinance was adopted within a year of consolidation. A subdivision ordinance was also adopted.

In 1960 work on the development of a Comprehensive Plan was begun.

A traffic study was completed, and some of its recommendations have been followed.

A recreation survey was completed by the Florida Development Commission, and a full-time Recreation Director was appointed.

A beautification program resulted in the planting of trees and enactment of a sign ordinance.

The City established its own garbage and trash collection system.

Just prior to consolidation the Long Key Sewer District, conterminous with the City of St. Petersburg Beach, was created. Within a few years all developed areas of the City were sewered and served by a sewage treatment plant.

At this time the City is awaiting the recommendations of the Comprehensive Plan to begin important improvements in community facilities.


EXISTING LAND USES
ST. PETERSBURG BEACH
SINGLE FAMILY DWELLING
TWO FAMILY DWELLING
MULTIPLE FAMILY DWELLING
INSTITUTIONAL
GENERAL COMMERCIAL
GASOLINE STATION
MOTELS AND HOTELS
PUBLIC OPEN SPACE
0
800
1600 FEET
1961
BOCA CIEGA
GULF OF MEXICO
GULF OF MEXICO
COREY BRIDGE
SEWAGE TREATMENT PLANT
CITY HALL
SCHOOL
SCHOOL
SCHOOL
BLIND PASS ROAD
COREY AVE
GULF BLVD
GULF BLVD
BAY WAY

LAND USE ANALYSIS

Land is a basic resource of the community. Its present use pattern, its combination with human and other resources, and the amount and distribution of land remaining for development must be carefully studied.

THE LAND RESOURCE

The City of St. Petersburg Beach comprises a land area of 1,223.24 acres or about two square miles.

Seventy-three per cent of this area is developed, which leaves some 332 acres for new development. In addition, there are the following prospects for land fill and development:

(a) In the Vina del Mar Area an additional 67 acres will eventually be added to the above area. This area is now in process of being filled and developed.

(b) The Bahia Shores Subdivision can eventually be extended by an additional 15 acres through filling.

(c) The Three Palms Point Subdivision can be extended by an additional 19 or 20 acres.

(d) Other areas within the bulkhead line could eventually be filled but the amount would be small and the likelihood of this happening is uncertain, compared to the foregoing probabilities.

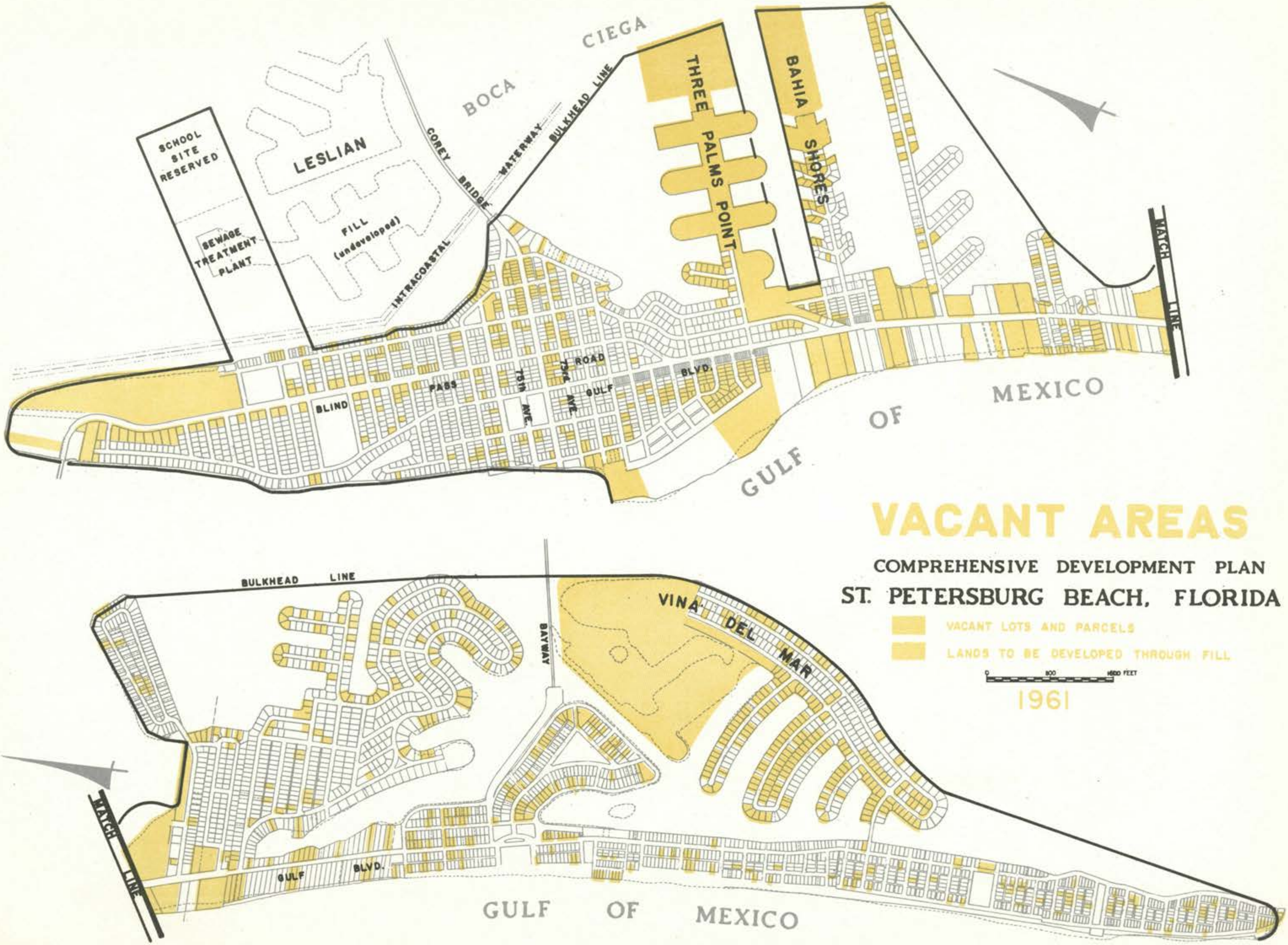
How this remaining 435 acres of potential land is utilized is extremely important. All associated with its use should consider carefully what land use objectives may be desirable for the future good of the City as a whole. Is the present pattern of land use desirable or even adequate? Will past trends continue and influence the use of the remaining 435 acres of land potentially available? If present land use patterns are inadequate, what can be done to put land uses in better balance? Figure 2 shows the distribution of undeveloped lots and parcels of the City.

ANNEXATION

The only areas now unincorporated that might become parts of the City of St. Petersburg Beach are two islands known as the Leslian Fill, which lie east of the Intracoastal Waterway. Should these areas totaling 80 acres, the sewer treatment plant site, and a reserved school site be annexed, the City's land area would be increased by 112 acres. This would be a practical move, and the City would have no difficulty in serving these areas.

THE WATER RESOURCE

Much of the value of St. Petersburg Beach's land resource is due to its relationship and inter-development with its water resource. There are approximately 27 miles of shoreline in the City, including 4 miles of Gulf beach. Approximately 4.5 miles of shoreline of all types are designated as public or semi-public areas at this time, although not all are usable or accessible for recreation purposes. About 22.5 miles of the shoreline is either privately owned or controlled.



VACANT AREAS
COMPREHENSIVE DEVELOPMENT PLAN
ST. PETERSBURG BEACH, FLORIDA
VACANT LOTS AND PARCELS
LANDS TO BE DEVELOPED THROUGH FILL
0 800 1600 FEET
1961
BOCA CIEGA
SCHOOL SITE RESERVED
SEWAGE TREATMENT PLANT
LESLIAN
FILL (undeveloped)
COREY BRIDGE
INTRACOASTAL WATERWAY
BULKHEAD LINE
THREE PALMS POINT
BAHIA SHORES
MATCH LINE
BLIND PASS ROAD
75th AVE.
73rd AVE.
GULF BLVD.
GULF OF MEXICO
BULKHEAD LINE
BAYWAY
VINA DEL MAR
MATCH LINE
GULF BLVD.
GULF OF MEXICO

The Inland Waterway connects St. Petersburg Beach with all areas of the Tampa-St. Petersburg Metropolitan Area and with areas north. Its principal value to St. Petersburg Beach is as a protected waterway for pleasure boats which abound in this area.

Much of the land mass of St. Petersburg Beach is land created from the bottomlands of Boca Ciega Bay. Bulkhead and fill operations have enabled developers to build land with a maximum number of waterfront lots, which results in a much higher than average value lot.

The many public beaches and waterfront strips enable all residents of St. Petersburg Beach to freely enjoy at this time the benefits of this great resource. As a result, a high-type retiree and seasonal resident is attracted to the community. A high quality beachfront commercial area is developing because of the beaches' resort potential.

CLIMATE AS A RESOURCE

Contributing to the value of St. Petersburg Beach's land and water resource is its favorable climate. Rainfall averages about 54 inches a year, but it is lightest in the winter months and heaviest during the fall. A high percentage of sunshine is experienced year-round, however, and it is a rare day that there is no sunshine. Temperatures average 74 degrees Fahrenheit for the year, with a low average in December of 64 degrees and a high monthly average of 83 degrees in June. Most winter days are quite warm for the vacation traveler from other parts of the country, and swimming and other outdoor sports are rarely curtailed.

THE EXISTING LAND USE PATTERN

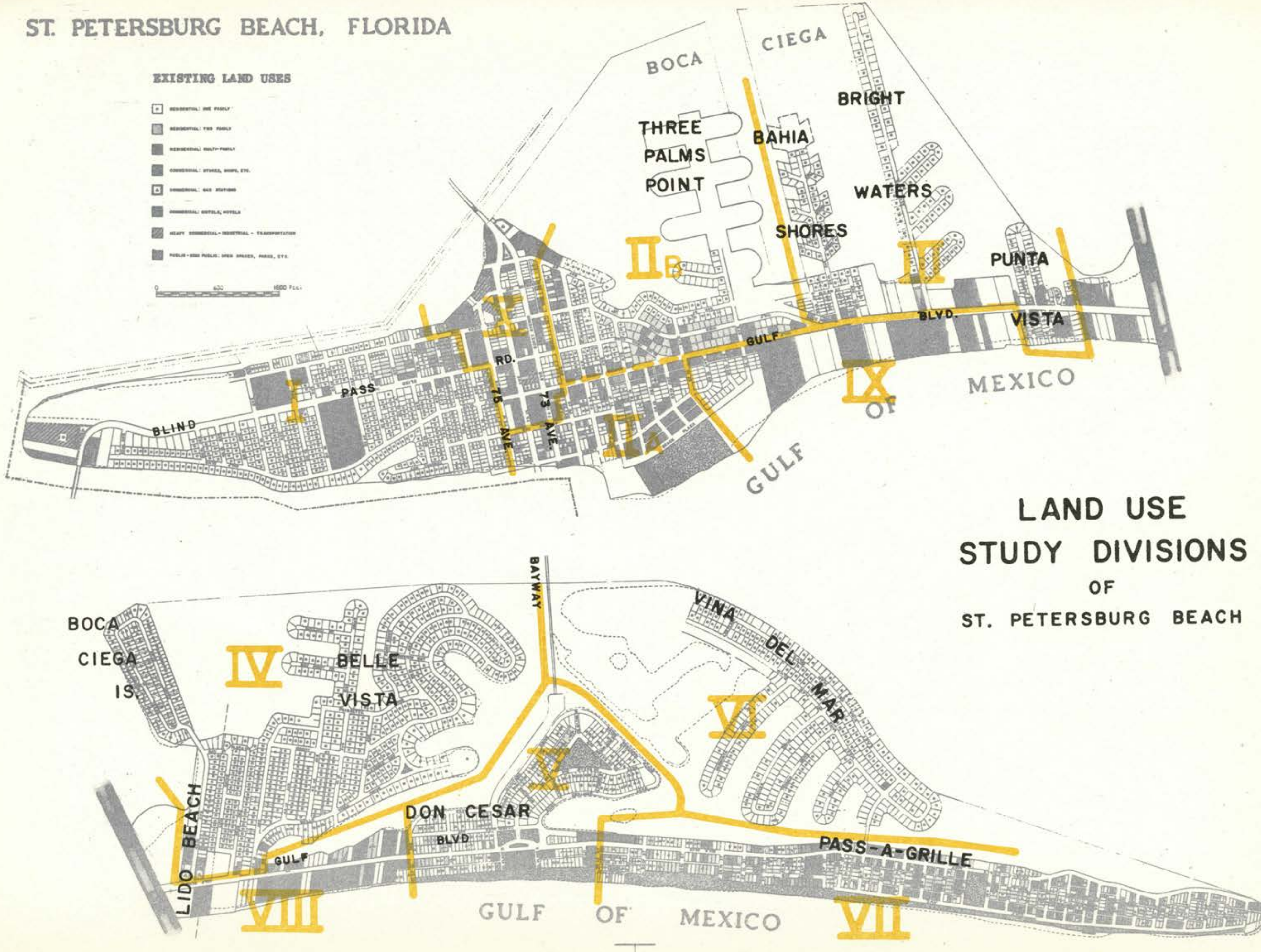
Figure 1 shows the existing use of land in the City of St. Petersburg Beach. The existing pattern evolved from the development of four separate municipalities, which now comprise one city on the island of Long Key. Figure 4 divides the City into land use study areas, and Table 1 is a tabulation of land uses for these areas and for the City as a whole.

St. Petersburg Beach is primarily a residential and commercial community based upon tourist resort development. This characteristic is reflected in the fact that about 49 per cent of the developed land area is in residential uses and about 13 per cent is in various commercial uses, most of which is in motels. No significant amount of land is in industrial use. When compared with many other small American "satellite" communities, St. Petersburg Beach is indeed unique. However, other Florida beach communities offer much closer comparisons.

Florida cities in general are characterized by a high percentage of land in residential use, very little of which is in two family and multiple family use; an above average amount in commercial use; and a negligible amount in industrial use. The proportion of developed area that is in streets varies little from one town to the next.

Florida's beach communities generally differ from other Florida cities in that an even larger area is devoted to commercial uses. The tourist and resort facilities associated with the beaches, primarily motels, restaurants, and entertainment establishments comprise the bulk of these uses. Table 2 compares land uses of various cities with St. Petersburg Beach.

ST. PETERSBURG BEACH, FLORIDA



LAND USE STUDY DIVISIONS OF ST. PETERSBURG BEACH

TABLE 1
LAND USE ANALYSIS BY LAND USE DIVISIONS
ST. PETERSBURG BEACH, FLORIDA
1961

	ACRES OF LAND AS USED IN EACH LAND USE STUDY DIVISION											TOTAL LANDS OF THE CITY		
	I	IIA	IIB	III	IV	V	VI	VII	VIII	IX	X	Per Cent of Developed Area	Acres Total	Per Cent of Total Land Area
RESIDENTIAL	75.6	19.6	41.4	40.1	130.4	29.6	38.3	52.5	2.7	.2	2.6	48.6	433.1	35.4
Single Family	67.3	3.8	22.6	37.0	128.5	22.3	38.3	13.7	.9	.1	.5	37.6	335.0	27.4
Two Family	3.4	4.1	11.0	.7	.2	5.6	-	17.6	1.9	.1	1.4	5.1	45.8	3.7
Multiple	4.9	11.7	7.9	2.4	1.7	1.8	-	21.3	-	-	.7	5.9	52.3	4.3
COMMERCIAL	12.1	7.3	3.3	6.6	1.7	1.0	.2	6.6	24.1	27.8	23.6	12.8	114.2	9.4
Retail	4.7	1.5	1.5	1.1	1.7	.9	-	3.1	1.2	3.3	15.3	3.8	34.3	2.8
Offices	.8	.6	.4	1.1	-	.1	.2	.3	.5	.1	2.9	.8	7.0	.6
Motels and Hotels	2.6	5.3	1.1	4.4	-	-	-	3.2	22.4	24.4	2.2	7.4	65.6	5.4
General	4.0	-	.2	-	-	-	-	-	-	-	3.2	.8	7.4	.6
PUBLIC	15.3	11.0	-	-	.4	15.9	-	24.7	.7	-	3.8	8.1	71.7	5.8
Institutional	15.3	-	-	-	.2	3.1	-	4.8	.7	-	3.3	3.1	27.3	2.2
Open Space	-	11.0	-	-	.2	12.8	-	19.9	-	-	.5	5.0	44.4	3.6
STREETS	46.7	21.1	21.5	21.3	48.3	23.4	19.5	38.1	4.6	8.6	19.1	30.5	272.1	22.2
TOTAL DEVELOPED	149.7	59.0	66.2	68.0	180.8	69.9	58.0	121.9	32.1	36.6	49.1	100.0	891.1	72.8
VACANT	58.4	14.0	48.7	36.4	30.9	14.5	39.0	10.3	36.3	34.1	9.7	-	332.2	27.2
TOTAL LAND AREA	208.1	73.0	114.9	104.4	211.7	84.4	97.0	132.2	68.4	70.7	58.8	-	1223.3	100.0
POTENTIALLY AVAILABLE*	-	-	20.0*	15.0*	-	-	67.0*	-	-	-	-			

*Contingent upon land fill operations

TABLE 2
LAND USES OF ST. PETERSBURG BEACH
COMPARED WITH OTHER CITIES

	Acres St. Petersburg Beach	PER CENT OF THE TOTAL DEVELOPED AREA			
		St. Pete. Beach	Cocoa Beach	Jackson-ville Beach	Average Small City*
RESIDENTIAL USES	433.1	48.6	41.4	38.0	42.0
Single Family	335.0	37.6	38.1	33.6	36.2
Two Family	45.8	5.1	1.9	1.2	3.3
Multiple Family	52.3	5.9	1.4	3.2	2.5
COMMERCIAL USES	114.2	12.8	15.0	7.2	2.5
General Retail & Offices	48.6	5.4	4.0	-	-
Motels	65.6	7.4	11.4	-	-
PUBLIC USES	71.7	8.1	9.1	23.5	15.3
Institutional	27.3	3.1	7.1	-	-
Open Space	44.4	5.0	2.0	-	-
STREETS**	272.1	30.5	34.1	31.3	27.7
INDUSTRIAL AND OTHER	0	0	0	0	12.5
TOTAL DEVELOPED AREA	891.1	100.0	100.0	100.0	100.0
VACANT	332.2				
TOTAL LAND AREA	1223.3				

*Harland Bartholomew and Associates, average of 33 small American cities
**Developed streets and also including platted but undeveloped streets

COMMERCIAL USES

An unusually high percentage of land in St. Petersburg Beach is in commercial uses. This reflects the importance of tourism, which is the basic "industry" of the community. Tourism and resort activities provide the main support of the City, upon which its other commercial activity and a major part of its ad valorem tax base rest.

Small Florida towns that benefit little from tourism average between 2 and 3 per cent of their developed area in commercial uses, which is in line with small cities in other parts of the Nation. Most Florida cities that are oriented toward tourism generally have from 7 to 8 per cent of the developed area in commercial uses, but beach communities usually have an even larger percentage in commercial uses. By comparison, St. Petersburg Beach has 12.8 per cent of its developed area in all types of commercial uses.

Were it not for tourism and the seasonal influence of temporary residents, St. Petersburg Beach would require only 20 to 27 acres of land in the various commercial uses. Of the 80 to 97 "extra" acres of commercial uses, 66 acres are in motels and hotels to service tourism.

There are three important commercial districts in the City of St. Petersburg Beach: (1) the Pass-a-Grille commercial district, located on 8th Street; (2) the motel district, located between 65th Avenue and 37th Avenue (Land Use Divisions VIII and IX); and (3) the Corey Avenue Business District (Land Use Division X).

The Motel District

The motel district primarily includes sleeping, recreation and entertainment accommodations. Of the 139 acres contained in this district, 69 acres or 50 per cent are developed and 47 acres of this developed area are used for motels. For future development of motels and related commercial uses, there remain 70 acres of vacant land. To this might be added an additional 14 acres of vacant land on the west side of Gulf Boulevard that lends itself to either apartment or motel use. Altogether, there is available 1.8 times as much vacant area as is now utilized for this important activity.

The Pass-a-Grille Business District

The Pass-a-Grille Commercial District is very small in area (about 2 acres), but it serves a useful function as a neighborhood convenience center. Its opportunity for growth is very limited because its trade area is very restricted.

The Corey Avenue Business District

The Corey Avenue Business District has a total area excluding streets of about 40 acres of which 60 per cent is utilized for commercial purposes. There are about ten acres of vacant land and 2.5 acres of residential properties available for business district expansion. This area is well located to benefit from the entire St. Petersburg Beach market area, but proximity to many nearby shopping centers of the metropolitan area impairs the district's ability to enjoy the full potential of the market area.

RESIDENTIAL USES

Of the total of 433 acres devoted to all types of residential uses, about 77 per cent are in some 1,767 single family homes. St. Petersburg Beach has a high percentage of land use in two-family and multiple family dwellings, which uses accommodate the seasonal influx of visitors each year. There are about 304 duplex and 253 multiple family residential structures in the City. Among these, the percentage of seasonal vacancies runs high. Altogether, there are an estimated 3,640 housing units,not including motel units, which accommodate the resident and seasonal population.

Based upon 1960 Census data there were 2,546 households in St. Petersburg Beach, which results in an average of 2.44 persons per household for the resident population in households of 6,217 persons. Adding to this 51 persons living in group quarters, a population of 6,268 was recorded. From the above figures it is apparent that only 70 per cent of housing accommodations are occupied by permanent residents generally classified as year-round occupants. Part of the remainder would constitute true vacancies, but at peak seasons it is likely that most of the vacancies are occupied to accommodate an additional 2,000 to 2,400 population. Of course, some of the seasonal occupancies last for only a week or so, and the total number of visitors accommodated in the course of a year is many times that the number that can be housed at one time.

There are three areas of the City that are characterized by a high percentage of multiple family and duplex dwellings. The Pass-a-Grille Neighborhood has a total of 52.5 acres in residential uses, of which only 26 per cent are in single family uses; 41 per cent are in multiple family uses; and the remaining 33 per cent are in duplex uses.

The South St. Petersburg Beach Neighborhood (the old town of St. Petersburg Beach) also has a high percentage of duplex and multiple family residential uses. Of the total 137 acres in residential uses, 18 per cent and 14 per cent are in multiple family and duplex uses, respectively.

The Don Cesar Neighborhood is primarily a single family area with a substantial number of duplexes and multiple family uses. (75 per cent, 19 per cent, and 6 per cent, respectively, of the total area of 30 acres is in residential use.)

All other residential areas of the City are almost entirely in single family uses.

TABLE 3
ANALYSIS OF RESIDENTIAL LANDS
BY LAND USE STUDY DIVISIONS
1961

	EXISTING USES - LOTS			VACANT LANDS PROJECTED USE BASED ON EXISTING ZONING			
				# of Small Lots		Large Parcels	
Land-Use Division	Single Family Lots	Duplex Lots	Multiple Family Lots	Single Family Lots	Multiple Family Lots	Single Family Acres	Multiple Family Acres
I	421	22	29	35	57	20.0	6.4
II A	28	34	36	-	48	-	4.5
II B	120	56	34	16	21	51.0	12.0
III	152	1	1	62	-	20.0	21.0
IV	625	1	6	115	1	-	3.0
V	127	32	2	84	7	-	2.0
VI	176	0	0	194	-	67.0	-
VII	110	139	139	-	71	-	-
VIII	4	7	1	-	-	-	10.0
IX	1	1	0	-	-	-	10.0
X	3	11	5	-	-	-	-
ALL AREAS	1767	304	253	506	205	158.0	68.9
Avg. No. Housing Units Per Land Unit	1	2	5	1	5	3.6	15
Total Units	1767	608	1265	506	1025	569	1034

Table 3 provides an analysis of residential lands as now utilized in the various land use divisions of the City. Vacant lands within these residential areas are classified according to their potential use under existing zoning. From this analysis it is obvious that the population potential of St. Petersburg Beach will be controlled in large measure by the limited amount of land available for additional residential growth, rather than by any lack in economic potential.

Some 1,075 additional single family units, yielding a population of 3,333 persons, and 2,059 multiple family units, accommodating at one time some 4,530 persons, are potentially available. It is too much to expect all vacant lands to be utilized, but a practical level of development should result in 967 additional single family units and 1,847 multiple family units.

PUBLIC AND SEMIPUBLIC LANDS

In contrast to the land use pattern of the average small city, the area devoted to public parks, playgrounds, and other public open spaces and institutional uses is quite low in St. Petersburg Beach. In general, about 15 per cent of the developed area is utilized for such purposes, but in St. Petersburg Beach only 72 acres or 8.1 per cent of the developed area are in this category. Florida cities have about the average percentage of land in this category, which indicates a shortage of lands in public and semipublic uses in the City of St. Petersburg Beach. The shortage is primarily recreation and park lands.

St. Petersburg Beach is fortunate in having an extensive frontage of public beach. The shortage of other open space is compensated in considerable measure by the recreational and aesthetic values of the beaches. The Pass-a-Grille area is particularly appealing in this respect, because all of the beach is readily accessible. Gulf Avenue parallels the beach for a major distance, providing direct access. North of this section, numerous east-west streets extend to the beach, potentially providing access to the citizens of the community if additional area should be needed.

Upham Park, which is large and well located in the northern part of the island, provides considerable beach frontage.

Between 64th Avenue and 37th Avenue public access is provided only in the area where 51st and 52nd Avenues extend into the Gulf. Other additional pedestrian ways are needed through this sector before vacant lands develop in a manner to cut-off public access to this strip of beach.

POPULATION ANALYSIS

The amount, distribution, age, social, and economic characteristics of a community's population greatly influence the character of development and the type of community facilities needed.

GROWTH AND VARIATION

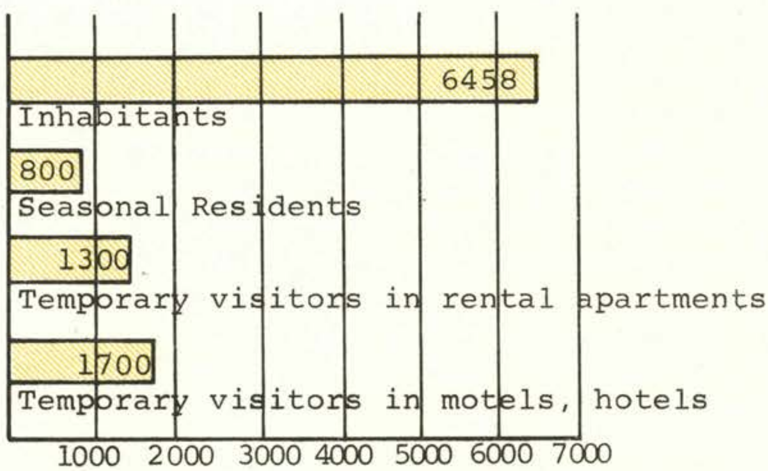
The 1960 U. S. Census recorded a permanent population of 6,268 for the City of St. Petersburg Beach, which represents a substantial growth from the estimated 2,290 living within the conterminous area in 1950. An analysis of building permits since 1960 provides an estimate for 1963 of 6,704 population.*

	January 1963	1960	1950	1940
St. Petersburg Beach (as consolidated in 1957)	6,704	6,268	2,290**	846**
St. Petersburg Beach (Old City)	-	-	722	-
Pass-a-Grille Beach			1,000	398
Don Cesar, Belle Vista and other unincorporated areas in 1950			568**	-

*Assuming an average of 3.1 persons per single family dwelling and 2.2 persons per multiple family dwelling, Observers were greatly surprised to learn that the City's 1960 population, as classified by the U. S. Census, was far below the 11,000 to 12,000 generally estimated for that year. The tendency to over-estimate population in St. Petersburg Beach is due largely to difficulty in classification. The large number and fluctuation in temporary visitors and seasonal residents adds to the impression of a much larger population.

Figure 5

COMPOSITION OF POPULATION: INHABITANTS, SEASONAL RESIDENTS, AND VISITORS HOUSED OR ACCOMMODATED AT A GIVEN TIME DURING A TYPICAL TOURIST SEASON



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two-thirds of which would be occupied by permanent residents as classified by the Census.

**Estimates for 1950 and 1940 for the area conterminous with the present City are based upon limited data of the 1950 census for the old towns of St. Petersburg Beach and Pass-a-Grille, and also upon data on number by age grouping of housing units, as reported in the 1960 Census of Housing.

The 1960 Census does not truly reflect the total population that is resident in the City at a given time. A substantial number of seasonal residents live a part of the year in St. Petersburg Beach, where they may own homes, but are recorded elsewhere by the Census. This number is estimated at 800 in 1960. In addition, at the height of the tourist season some 1200-1400 persons are accommodated at a given time in rental housing units for periods of a week or two to several months.

Therefore, the number of persons resident in the City probably fluctuates from a low of about 6,700 persons in the Fall and Spring months to 8,300 at the height of the tourist seasons.

In addition, vacation accommodations in some 72 motels and hotels provide some 1,450 units. Assuming an average of 1.5 persons per unit and 80 per cent occupancy at the height of the tourist seasons, about 1,700 transient visitors are added to the above estimated population. This brings the total number in the city to about 10,000 persons during the busy summer and winter months. Although this number by no means implies a larger permanent population than recorded by the Census, it indicates the substantially larger population that must be served by utilities, housing and transient accommodations, beach and recreation facilities, and shopping and entertainment accommodations.

General observation records April and May in the Spring and September, October and November in the Fall as the lowest months of the year for tourism. During the winter season visitors generally stay longer, but a larger total number come during the summer months.*

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*Based upon observation by businessmen in the community and supported by data of the <u>1961 Florida Tourist Study</u>, Florida Development Commission.

DISTRIBUTION AND CHARACTERISTICS

Figure 6 shows the distribution of the resident population within the City by area divisions. Population density is indicated within general ranges. The age composition and population density by areas of the City are discussed in the section on Neighborhood Analysis.

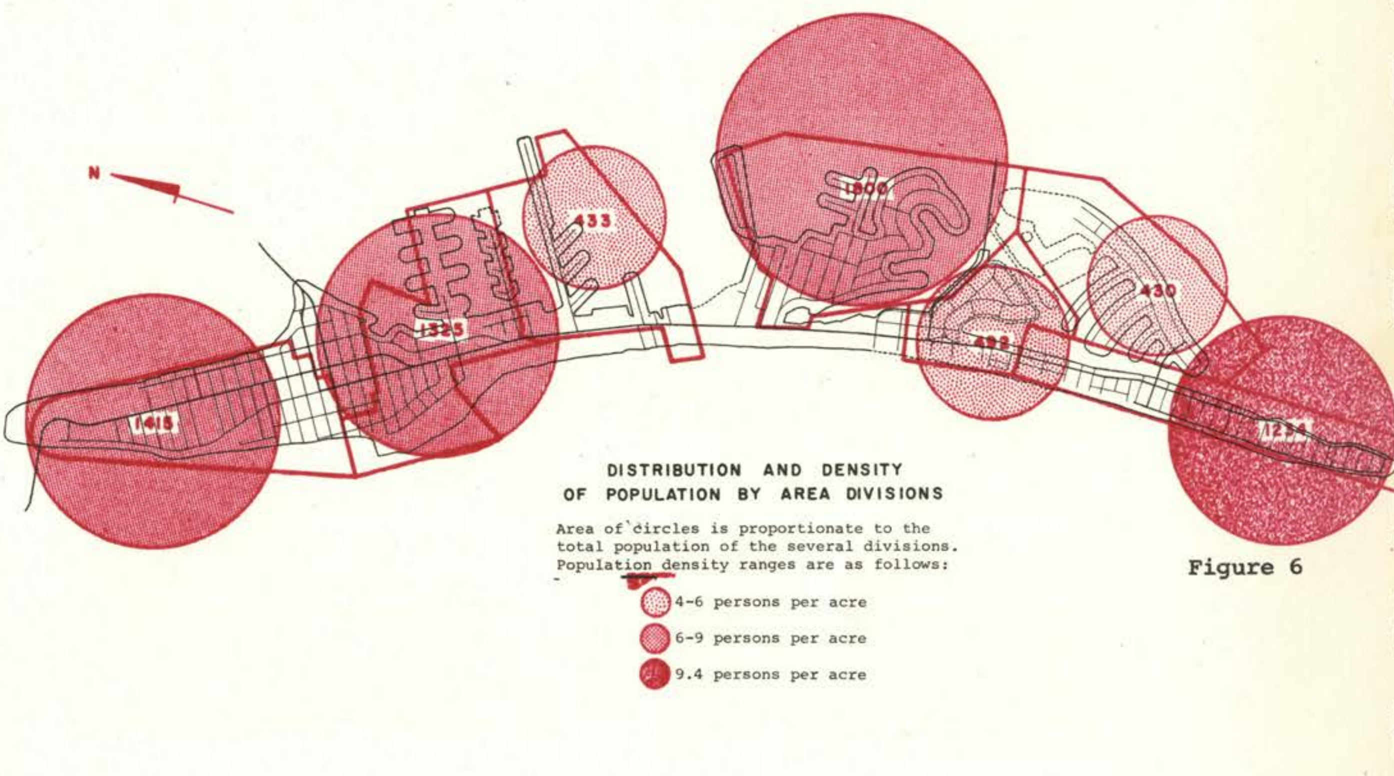


Figure 6

The population of St. Petersburg Beach, for practical analysis, is composed entirely of persons of the white race.

The following table compares the age characteristics of St. Petersburg Beach with those of the St. Petersburg Urban Area and the urban population of the State as a whole:

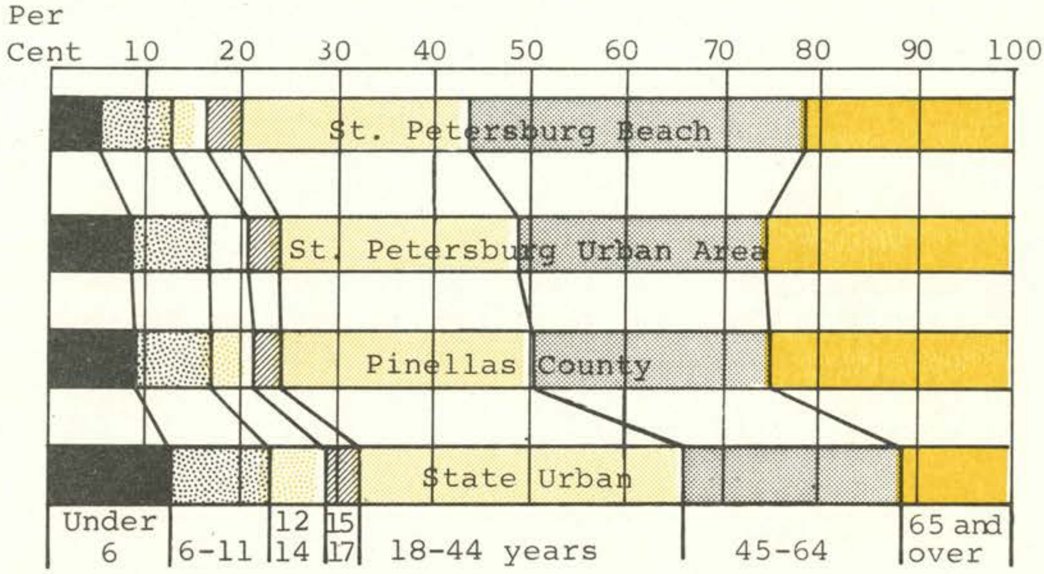
TABLE 4
POPULATION BY AGE GROUPING 1960

	St. Petersburg Beach	St. Petersburg Urban Area	Pinellas County	State Urban Population
Total Population*	6,268	324,842	374,665	3,661,383
By Age Groups as a Per Cent of the Total				
under 6 years	5.1%	8.7%	8.9%	12.5%
6 -11 years	7.3%	8.2%	8.4%	11.0%
12-14 years	4.3%	3.9%	4.0%	4.9%
15-17 years	3.1%	3.3%	3.4%	4.1%
18-44 years	23.1%	24.9%	25.5%	34.2%
45-64 years	34.9%	24.9%	25.0%	21.3%
65 & over	22.2%	26.1%	24.9%	11.9%
Median Age	49.5 years	45.9 years	44.9 years	32.6 years

*1960 U. S. Census

The aged character of population in the St. Petersburg Urban Area, compared with the State as a whole, is well known. The very low proportion of children under 11 years of age and the very large proportion of persons 65 years and over is an unusual characteristic of population in the St. Petersburg Urban Area. These age characteristics reflect the importance of the retirement industry in this area compared with the State as a whole, although retirement is also an important factor in the State's economy. St. Petersburg Beach's population parallels the age characteristics of the population of the St. Petersburg Urban Area, but shows a somewhat higher proportion of population in the working force age group (18-64 years). However, most of these fall with the upper range of the group (ages 45-64).

Figure 7
POPULATION COMPARISONS
BY AGE GROUPING - 1960



NATURAL INCREASE, IN-MIGRATION

The extremely aged character of the population of this community results in no natural increase in population. The gain in population, although modest from year to year, results entirely from in-migration. Statistics available on births and deaths in Pinellas County provide ample evidence of the dependence entirely upon in-migration to support the very substantial population increase of the St. Petersburg Metropolitan Area during the past ten years.

From 1950 to 1960 the population of Pinellas County increased by 215,416 persons of which only 3,475 persons represented the natural increase (excess of births over deaths.) In 1960 the margin between births and deaths, compared with 1950, narrowed even more. This trend reflects an increase in the death rate from 13.8 persons per 1,000 population in 1950 to 15.1 persons per 1,000 population in 1960. The birth rate remains about the same at 15.2 persons per 1,000 population.

When statistics on the non-white population are separated from the white population of Pinellas County, it is evident that the small natural population increase recorded from year to year results from the high birth rate (36 persons per 1,000 population) among the non-white population. This further supports the observation that no natural population increase is recorded in St. Petersburg Beach, rather a decrease results from excess of deaths over births.

There is an average of 2.44 persons per household in St. Petersburg Beach, which is low compared with the 2.92 persons per household of the St. Petersburg Urban Area and 3.02 for the urban population of the State as a whole.

INCOME LEVEL

The income level of the resident population of St. Petersburg Beach is comparatively high. Median cash income per family is well above that of any other census area of Pinellas County.

TABLE 5
MEDIAN INCOME
COMMUNITIES IN PINELLAS COUNTY

	Median Income*
Pinellas County	$4,359
ST. PETERSBURG BEACH	6,178
St. Petersburg	4,232
Madeira Beach	4,494
Gulfport	4,098
Treasure Island	4,991

The 1960 Census recorded 2,054 families, distributed as shown in Table 6 as to income range. The large percentages in the upper ranges emphasize the high income status of the community, its high paid professional and business labor force, particularly managers and proprietors, and the large number of retirees with above average retirement incomes.

TABLE 6
DISTRIBUTION BY FAMILY
INCOME IN ST. PETERSBURG BEACH*

	Pinellas County		St. Pete. Beach	
Income	Number of Families	Per Cent	Number of Families	Per Cent
Under $3,000	35,124	31.4	447	21.8
$3,000 to $5,999	41,228	36.9	553	26.9
$6,000 to $7,999	15,861	14.2	321	15.6
$8,000 to $9,999	8,200	7.3	181	8.8
$10,000 and over	11,419	10.2	552	26.9
Total	111,832	100.0	2,054	100.0

*1960 U. S. Census, reporting cash income by family groups.

ECONOMIC ANALYSIS

The sum of all activities that provide support to its people comprise the economy of a community.

People are usually supported by participation in production of goods and services, either private or governmental. Analysis of employment data by occupation and industry source and of other indices of change provide necessary indications of trends in economic growth and well-being from production.

There are sources of support not from current production, such as income from retirement pensions and funds, investment of capital, and rental income, which also contribute much to the economy of St. Petersburg Beach.

LABOR FORCE

TABLE 7
OCCUPATIONAL STATUS
ST. PETERSBURG BEACH

		% of Total Employed
TOTAL CIVILIAN LABOR FORCE	2,183	
TOTAL EMPLOYED	2,092	100%
Professional, technical, kindred workers	307	14.7
Managers, offices, and proprietors	469	22.4
Clerical and kindred workers	286	13.7
Sales workers	311	14.9
Craftsmen and kindred workers	189	9.0
Operatives and kindred workers	68	3.3
Private household workers	8	.4
Service workers	248	11.8
Laborers	40	1.9
Other and not reporting	166	7.9

For comparitive purposes, Table 7 shows the distribution of the civilian labor force of the St. Petersburg Urban Area and of the Florida urban population.

TABLE 8
LABOR FORCE COMPARISONS*

	St. Pete. Beach	St. Petersburg Urban Area	Florida Urban
TOTAL EMPLOYED	2,092	99,292	1,315,562
Professional, Technical, Kindred Workers	14.7%	11.5%	11.0%
Managers, Officers, Proprietors	22.4%	12.2%	11.6%
Clerical and Kindred Workers	13.7%	13.7%	14.0%
Sales Workers	14.9%	11.0%	8.8%
Craftsmen and Kindred Workers	9.0%	14.2%	13.0%
Operatives and Kindred Workers	3.3%	9.8%	11.7%
Private Household Workers	.4%	3.9%	4.9%
Service Workers	11.8%	10.8%	10.7%
Laborers	1.9%	4.9%	5.6%
Other and Not Reporting	7.9%	8.0%	8.7%

*1960 U. S. Census

The labor force of St. Petersburg Beach has a higher percentage of "white collar" and professional jobs compared with jobs as laborers, craftsmen, operators, and kindred workers. This reflects the relative lack of manufacturing in the community, the dominance of tourism and resort trade and the importance of retirement servicing the economy. To service tourism there is a need for large numbers of shop managers and proprietors, sales workers, and service workers. In further service of the commerce of the city, there are required large numbers of professional, technical, clerical, and kindred workers.

Since St. Petersburg Beach is a high income, rather exclusive community, there are fewer of the lower paid workers, such as household workers, operatives, laborers, and kindred workers than might customarily be expected. This type of worker, although employed in the community, does not comprise a significant part of the City's resident labor force.

Because St. Petersburg Beach is integrated with a large metropolitan area, many of its people are employed outside the community. Likewise, many persons living outside the community work in St. Petersburg Beach. For example, most of the 600 employees of the Veterans Administration Center which is located in St. Petersburg Beach, live elsewhere in the metropolitan area. In addition, most of the domestic workers and many of the clerks and workers of the motels and retail establishments of St. Petersburg Beach live outside the City.

Some random sampling of various households indicates between 35 and 40 per cent of the jobs held by the City's residents are located outside the City. This explains the significant number of residents employed in manufacturing.

EMPLOYMENT BY INDUSTRY

By industry grouping the labor force of St. Petersburg Beach is employed as follows, according to data from the 1960 U. S. Census:

TABLE 9
EMPLOYMENT BY INDUSTRY
St. Petersburg Beach

	Employed	Per Cent
TOTAL EMPLOYED	2,092	100.0
Construction	155	7.4
Manufacturing	169	8.1
Trans., Comm., Pub. Utilities	59	2.8
Wholesale & Retail Trade	561	26.8
Business, Repair, Pers. Services	326	15.6
Entertainment, Recr. Serv., Fishing	85	4.1
Professional & Retail Services	201	9.6
Public Administration	143	6.8
Finance, Insurance, Real Estate	228	10.9
Other	165	7.9

Comparison with employment cross-sections for the total St. Petersburg Urban Area and for the urban population of Florida as a whole is revealing. Trade and servicing in St. Petersburg Beach are comparatively strong, and there is expected weakness in employment in manufacturing and in transportation, communications, and public utilities. Business, personal, and entertainment servicing and trade account for 45 per cent of the community's employment, compared with 39 per cent for Florida's urban population as a whole.

TABLE 10
COMPARISONS OF
EMPLOYMENT BY INDUSTRY

	St. Petersburg Beach	St. Petersburg Urban Area	Florida Urban
Total Employed	2,092	99,292	1,315,562
Wholesale and Retail Trade	26.8%	24.7%	22.9%
Business, Repair, Personal Services	15.6%	13.7%	14.6%
Entertainment and Recreation Services	2.9%	1.2%	1.3%
Professional and Related Services	9.6%	12.6%	11.9%
Manufacturing	8.1%	11.4%	12.4%
Construction	7.4%	10.9%	8.8%
Trans., Comm., Pub. Utilities	2.8%	5.5%	7.6%
Finance, Insurance, Real Estate	10.9%	7.2%	6.0%
Public Admins.	6.8%	4.5%	5.3%
Agriculture, Forestry, Fishing, Mining	1.2%*	1.8%	3.6%
Industry Not Reported	7.9%	6.5%	5.7%

*Fishing as a recreation service primarily.
Source: 1960 U.S. Census

INCOME

Personal Income in 1959 is estimated for St. Petersburg Beach to have been \$18,300,000.[1] The City's per capita personal income of \$3,000 is substantially higher than the \$1,871 per capita personal income estimated for Pinellas County in 1959.[2]

The following estimates indicate the sources of personal income to residents of Pinellas County and St. Petersburg Beach:

	Pinellas County	St. Pete. Beach
Total Personal Income in 1959	\$713,594,000	\$18,300,000
For Participation in Production	64%	50%
Other Miscellaneous Sources[3]	36%	50%

The "other miscellaneous sources" of income to the population of St. Petersburg Beach consists almost entirely

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1 Cash income from all sources to individuals, based upon the 1960 Census of Population, is estimated at \$16,200,000. Adjustments for imputed net rents from owner-occupied homes, based upon the 1960 Census of Housing, yield a total estimated personal income of \$18,300,000.
2 State Economic Study 14, University of Florida, June, 1962.
3 Other sources of support are (1) interest and dividends from capital and rent from property; (2) transfer payments not from current productive efforts, which include many sources, governmental and private, such as pensions and annuities, social security, unemployment compensation, public assistance, etc.

of earnings on capital, rents, and transfer payments. A large portion of this is distributed to persons on retirement incomes. This source of support, although difficult to evaluate, is very important not only to the economy of St. Petersburg Beach but also to the entire metropolitan area.

TRENDS BY MAJOR ELEMENT

The foregoing discussion cites retirement, tourism, and manufacturing (as a poor third) to be those basic factors motivating the expanding economy of St. Petersburg Beach and the overall metropolitan area. The first two factors are reflected in income and employment in several industrial classifications, primarily retail trade, business and personal services, and recreation and entertainment. The growth of the economy sustains large numbers of workers in construction, finance, and real estate.

RETIREMENT

Analysis of age characteristics indicate an increase in the relative importance of retirement servicing to the metropolitan area over the past ten years.

TABLE 11
1950 to 1960 TRENDS
POPULATION AGE 65 YEARS AND OVER

	St. Pete. Urban Area	Pinellas County	Florida Urban
Persons age 65 years and over in 1950	24,191	29,936	165,086
Per Cent of Total Population	21.1%	18.9%	9.1%
Persons age 65 years and over in 1960	84,775	93,162	434,982
Per Cent of Total Population	26.1%	25.0%	11.2%

Utilizing the following data, an estimate can be derived of the number of residents in St. Petersburg Beach who are living altogether on income from retirement sources.

Generally, the labor force consists largely of males 14 years of age and over plus a smaller number of females in this age group. St. Petersburg Beach has a male population age 14 years and over of 2,473, but only 1,415 of these are in the labor force.

	St. Pete. Bch.		Florida Urban	
	Male	Female	Male	Female
Persons 14 years and over	2,473	2,823	1,270,094	1,400,898
Labor Force	1,415	775	916,940	507,479
Persons 14 years and over in labor force	57.2%	27.4%	72.2%	36.2%
Persons 14 years and over not in labor force	42.8%	72.6%	27.8%	63.8%

St. Petersburg Beach has about 43 per cent of its males age 14 years and over that are not in the labor force, compared with only 28 per cent for the urban population of Florida as a whole.

If it is assumed that all persons age 14 thru 17 form no significant part of the labor force of St. Petersburg Beach, which appears reasonable, this leaves a balance of 913 males and 1,915 females age 18 and over who are not in the labor force.

	Male	Female
Persons age 14 and over not in the labor force	1,058	2,040
Persons age 14 thru 17	145	125
Balance - age 18 and over not in the labor force	913	1,915

Examination of the age distribution of St. Petersburg Beach's population reveals the following numbers at or near normal retirement age:

	Male	Female
Persons age 65 and over	726	664
Persons age 60 and over	1,025	1,011

Assuming all of the persons age 65 years and over are retired and about half of those males between 60 and 65 years are retired also, there are some 900 males and 1,000 females that are probably living entirely on retirement incomes.

Based on data from the 1960 U. S. Census, it is estimated the total cash income to individuals of St. Petersburg Beach is approximately $16,200,000. Assuming the total of 1,900 retired males and females represent between 1,200 and 1,300 family groups and unrelated individuals, and assuming an average retirement income of $5,000 - $6,000 per group, it is estimated total annual income to persons in retirement would be no less than $6,000,000 and probably nearer $7,000,000. Also, there are an undetermined number of persons included in the labor force who are semi-retired, having retirement incomes in addition to those earned from their small businesses or part-time jobs. Accordingly, it is estimated from 37 to 43 per cent of the community's cash income is received by persons in retirement.

TOURISM

The Tampa-St. Petersburg Bay area (including all of Hillsborough and Pinellas Counties) is second only to the Miami-Ft. Lauderdale area (Dade and Broward Counties) as a destination for tourists. In 1960, 11 per cent of all tourists entering the State were bound for the Tampa-St. Petersburg Bay area as their primary destination, compared with 27 per cent that were bound for the Miami-Ft. Lauderdale area. The 1961 data indicates the same relationship, and probably no fewer than 1,900,000 tourists visited or stopped enroute in the Tampa-St. Petersburg area in 1961.*

Based upon the average length of stay of 15½ days and the average expenditure of $10.23 per tourist per day, an estimated $300,000,000 was spent by tourists in the Tampa-St. Petersburg area in 1961.**

St. Petersburg Beach's share of the tourist dollar was considerable for a locality of its size. The 1961 tourist expenditures in St. Petersburg Beach are estimated at $7,500,000, as deducted from data on local accommodations and state-wide tourist studies.

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*Florida Development Commission, 1960 and 1961 studies on tourism. About 20 per cent of tourists indicated no primary destination.

**Same source: Figures are based upon the state-wide average.

TABLE 12
AVERAGE NUMBER OF TOURISTS PER DAY PER MONTH
AND ESTIMATED EXPENDITURES EACH MONTH
ST. PETERSBURG BEACH - 1961*

	Average Number Tourists/day (1)	Monthly Expenditures (2)
January	1,600	$720,650
February	1,700	666,400
March	1,800	781,200
April	1,600	576,000
May	1,450	494,450
June	2,200	594,000
July	3,100	768,800
August	2,100	520,800
September	1,200	324,000
October	1,400	434,000
November	1,700	612,000
December	2,400	1,041,600
Total		$7,533,900

*Florida Development Commission, 1960 and 1961 studies on tourism.

(1) Based upon distribution by month of tourists entering the State. The average number accommodated per day in July is estimated at 3,100 persons, based upon 2,581 units, assuming 80% occupancy and 1½ persons per unit average. Other months are adjusted downward from July's peak.

(2) Expenditures are estimated for each month based upon State average expenditures by tourists of $14.03 per visitor per day in the winter of 1961 and $8.20 per visitor per day in the summer of 1961.

Assuming the tourist dollar was spent in St. Petersburg Beach in about the same distribution as for State tourist expenditures in 1961, the above estimated $7,534,000 was disbursed approximately as follows:

	Per Cent Distribution*	
Lodging	23.6	$1,778,024
Food and drink in restaurants	18.3	1,378,722
Food and drink from stores	9.2	693,128
Amusements	12.8	964,352
Clothing and footwear	11.6	873,944
Gasoline and auto expenses	8.9	670,526
Jewelry, souvenirs, gifts	7.2	542,448
Other	8.4	632,856
Total	100.0%	$7,534,000

The above expenditures do not indicate total receipts by the various businesses in each category, only receipts from tourists.

*State distribution of tourist dollar, 1961 Tourist Study.

INDUSTRIALIZATION

A lesser influence on economic growth, but of increasing importance, is the development of new manufacturing industry. The advantages of the St. Petersburg area for attracting desirable, high-paying industries have been demonstrated during the past few years. A number of electronic and scientific research type industries have located in the area. As the population increases in this part of Florida, the presence of a large local market will result in even more diversification in manufacturing activity. The following table, based upon the 1950 and 1960 U. S. Census, indicates trends in manufacturing for the St. Petersburg area.

TABLE 13
ST. PETERSBURG URBAN AREA
INCREASE IN MANUFACTURING EMPLOYMENT

	1950	1960	% Increase
St. Petersburg Urban Area			
Total Employment	37,519	99,292	164%
Manufacturing Employment	2,284	11,360	398%
St. Petersburg Beach			
Manufacturing Employment	-	169	-

Manufacturing employment is higher than would be indicated from a study of the City's land uses, but this reflects a substantial number of jobs in manufacturing held outside the City elsewhere in the Metropolitan Area.

Although the City's zoning does not permit industrial activity, industrialization in the St. Petersburg Metropolitan Area will continue to result in increased employment opportunities for high-paid professional, technical, and scientific personnel, many of whom can afford and will seek a beach home. This employment sector is already well represented in St. Petersburg Beach. It is significant that industrial development brings younger families with children, compared with other factors in the growth of the St. Petersburg area.

RETAIL TRADE AND SERVICING

Retail trade, business, repair, personal services, and entertainment and recreation services account for about 47 per cent of the City's employment. Because these activities service the tourism and retirement industries of the community, the number employed in trade and servicing is unusually high.

Support of the community's retail business is from two principal sources: tourists and the small resident population. Expenditures by tourists, previously estimated at 7½ million dollars in 1961, are supplemented by expenditures from the $16,700,000 estimated cash income in 1961 of residents of St. Petersburg Beach.

An estimated $1,900 per capita cash expenditure on personal consumption yields a consumption expenditure in 1961 of about $12,800,000. Based upon national averages, about 67% of this was spent on commodities and services in retail trade. The estimated $8,576,000 spent by residents of St. Petersburg Beach in retail trade representing $4,150 per household, was distributed approximately as follows, again following the national pattern:

TABLE 14
RETAIL TRADE BY THE RESIDENT POPULATION
ST. PETERSBURG BEACH
1961

National Average % of Total		Total Sales	Estimated Amount Spent Inside St. Pete. Beach
100.0%	TOTAL ALL RETAIL SALES	$8,576,000	$4,538,300
24.8	Food	1,984,000 *	1,785,600
7.7	Eating and Drinking Places	680,352	454,000
14.2	General Merchandise	1,257,792	503,200
6.1	Apparel	533,136	266,500
4.7	Furniture, household, appliances	413,072	138,000
15.9	Automotive	1,393,584	140,000
7.4	Gas Stations	649,624	585,000
6.8	Lumber, building, hardware	583,168	146,000
3.6	Drugs	313,736	200,000
8.8	Other	767,536	320,000

*It is assumed that expenditures on food per capita would not exceed the average $310 per capita spent on food by persons living in all metropolitan areas of the United States, although 24.8 per cent of the total retail sales would exceed the $1,984,000 calculated above by $142,848.

The combination of tourist expenditures of $7,500,000, and retail sales in the community by residents of $4,500,000 provides an estimate of approximately

$12,000,000 in retail sales in 1961, including lodging of tourists ($1,770,000).

Based upon the foregoing analysis it appears that retail business in St. Petersburg Beach is largely supported by tourism. Approximately 63 per cent of retail sales are derived from tourists.

FUTURE PROJECTIONS

From the foregoing analysis of existing land use, population, and economic factors, it is possible to project some future developments. These projections are made to determine the future population and the economic potential for the use of land of the City of St. Petersburg Beach.

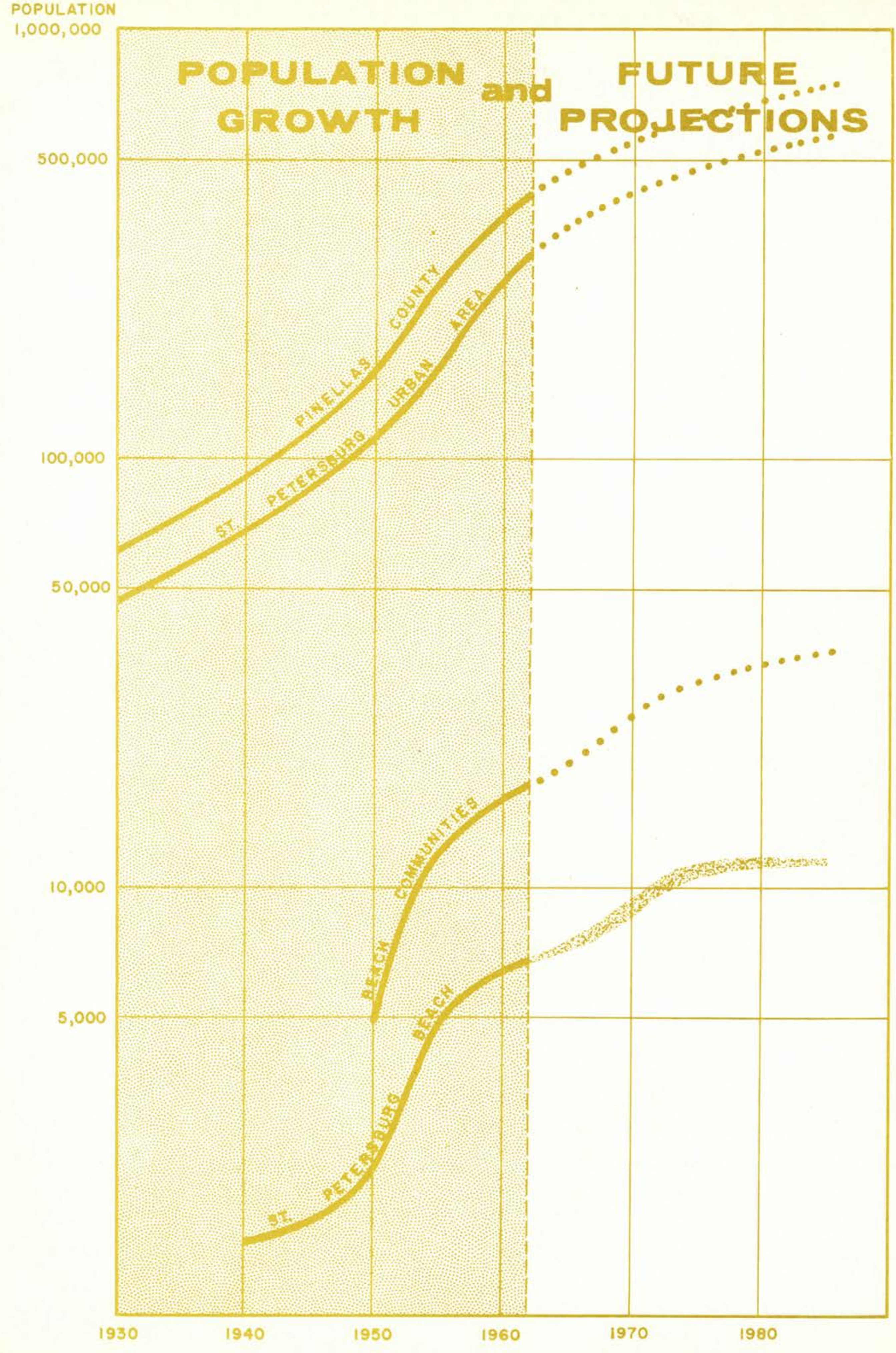
The population growth of St. Petersburg Beach will be controlled by the limited supply of land. The ultimate limits and the schedule of achieving the growth will be determined by two factors: (1) development trends in the Metropolitan Area, and (2) land use policy within the community as to how the remaining vacant land shall develop.

METROPOLITAN INFLUENCES

TABLE 15
GROWTH PROJECTIONS OF ST. PETERSBURG
AND ITS FRINGE AREA*

	Actual	Estimated Growth			% Increase
	1960	1962	1970	1975	1960-75
ST. PETERSBURG AND FRINGE AREA - TOTAL	268,479	298,393	416,700	469,450	75%
St. Petersburg Central City	181,298	193,000	250,000	267,000	47%
Mainland Fringe Areas	70,537	87,493	141,200	172,550	145%
Beach Communities	16,644	17,900	25,500	29,900	80%
St. Pete. Beach	6,268	6,600	9,000	10,500	68%

*As projected in a study by the Public Administration Service, Chicago.



POPULATION GROWTH and FUTURE PROJECTIONS
POPULATION
1,000,000
500,000
100,000
50,000
10,000
5,000
PINELLAS COUNTY
ST. PETERSBURG URBAN AREA
BEACH COMMUNITIES
ST. PETERSBURG BEACH
1930
1940
1950
1960
1970
1980

METROPOLITAN ST. PETERSBURG'S POPULATION GROWTH DISTRICTS

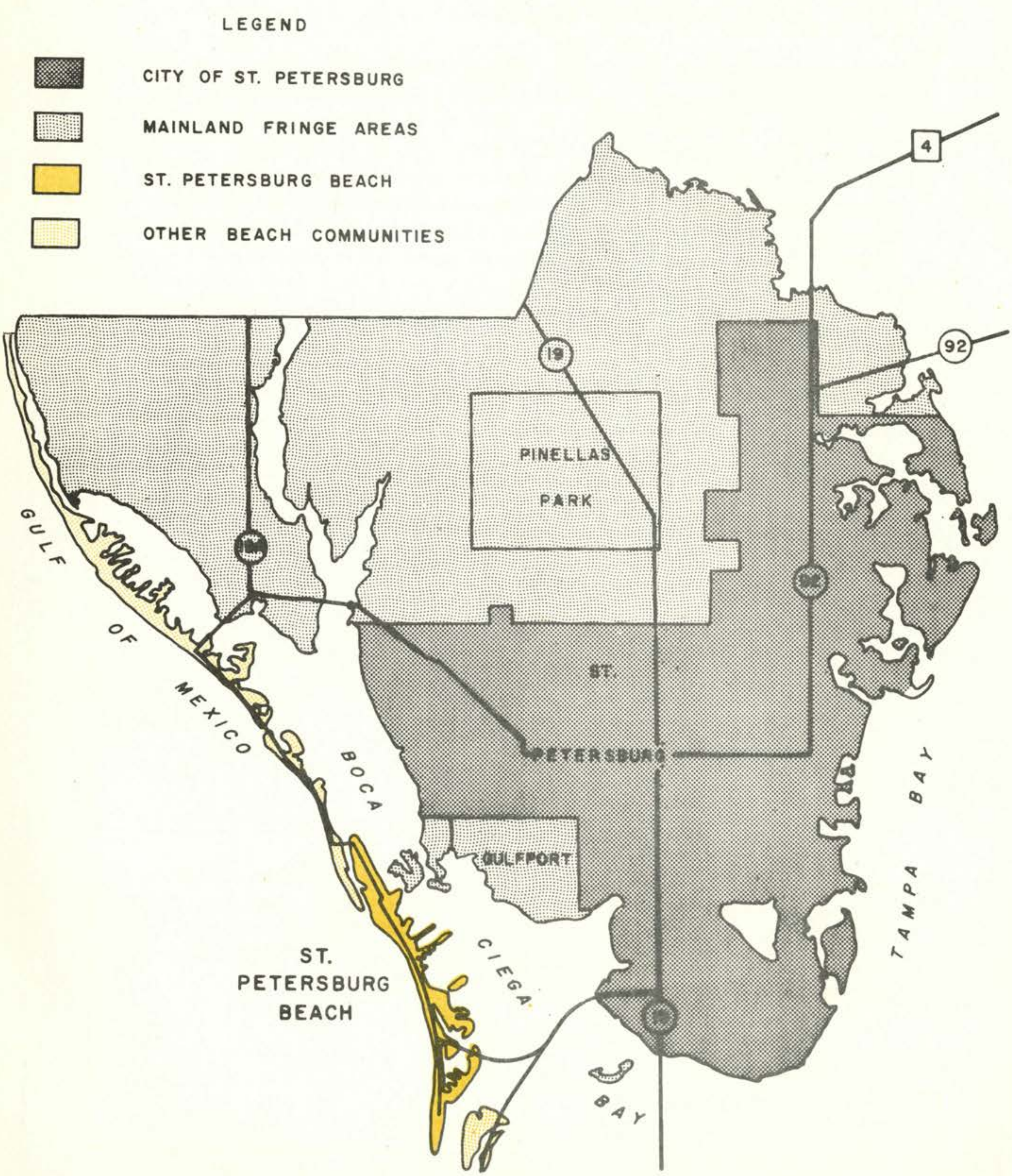


Figure 9

The growth potential of St. Petersburg Beach is tied to the growth of the St. Petersburg Urban Area, of which it is an integral part. Studies by the Planning Department of the City of St. Petersburg predict the growth pattern of Table 15 for St. Petersburg and its fringe area, as delineated in Figure 8.*

Between 1960 and 1975 the above described area, centered around the City of St. Petersburg, is expected to increase in population by 75 per cent. The Central City of St. Petersburg will only grow by 47 per cent, because of the difficulty of annexation and because much of its available vacant land will be utilized before 1975. Most of the growth will take place in the mainland fringe area, where more vacant land is available.

Significant growth, at the same rate as for the area as a whole, will occur in the beach communities. Lack of available land for residential development will handicap growth in the beach areas beyond the modest increase forecast. Although beach and waterfront areas have maximum appeal for development, as available lands are used there will be an increasing tendency to withhold the remainder from residential development. The growth rate will slow down considerably before all lands are fully utilized.

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*The area defined on Figure 8 is not the same as the gerrymandered statistical unit defined as the St. Petersburg Urban Area by the 1960 U.S. Census; hence the 1960 population is different for the two areas, and they should be compared only with this in mind.

LAND USE POLICY

Based upon present land use patterns and existing zoning in St. Petersburg Beach, an additional 1,075 single family units and about 2,600 multiple family units would be the maximum growth potential.

Should existing zoning policy change, as recommended, to favor more multiple family development than is anticipated at present, a larger potential population will be possible.

From Table 3, page 18, it can be calculated that about 100 acres of single family residential land could be reallocated to multiple family use, thereby increasing the potential population by an additional 1,140 units or 2,200 population.*

In addition, it is possible that part of the 50 acres allocated in Land Use Divisions VIII and IX for commercial uses may be utilized for multiple family uses. Although this is primarily a motel district, it is expected that some of the vacant lands will be utilized for high rise apartments. Accordingly, 20 acres are allocated in the land use projections for multiple family structures, to provide some 300 apartment units. This amount could possibly be increased by 20 acres depending upon future demand for high rise apartments.

Table 16 summarized the <u>maximum</u> growth potential to be derived from the remaining land to be developed.

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*Assuming 3.1 persons per single family unit and 2.2 persons per multiple family unit.

TABLE 16
MAXIMUM GROWTH POTENTIAL
ASSUMING FULL USE OF
REMAINING VACANT RESIDENTIAL LANDS
ST. PETERSBURG BEACH

Additional Growth Possible	Based Upon Present Trends in Land Use	Assuming More Intensive Use of Land
(1) Population in Single Family Units		
Number of units	1,075	715
Population (3.1 persons/unit)	3,333	2,217
(2) Population in Multiple Family Units		
Number of units	2,059	3,554
Population (2.2 persons/unit)	4,530	7,819
(3) Population in Transient Units		
Number of units	2,000	2,000
Population (1½ persons/unit)	3,000	3,000

The foregoing calculations must be decreased by a vacancy factor, inasmuch as a city rarely approaches 100% utilization of all lands. This factor is assumed at 10 per cent for single family lands and 20 per cent for multiple family lands, which is the amount likely to remain undeveloped for an indefinite period.

TABLE 17
PRACTICAL GROWTH POTENTIAL
ASSUMING PRACTICAL LEVEL
OF DEVELOPMENT
ST. PETERSBURG BEACH

Additional Growth	Based Upon Present Trends in Land Use	Assuming More Intensive Use of Land
(1) Population in Single Family Units		
Number of units	967	643
Population (3.1 persons/unit)	2,998	1,993
(2) Population in Multiple Family Units		
Number of units	1,847	2,843
Population (2.2 persons/unit)	4,063	6,255
(3) Population in Transient Accommodations		
Number of units	1,900	1,900
Population (1½ persons/unit)	2,850	2,850

Because of housing occupancy rates and seasonal characteristics of the population, the preceding calculations must be adjusted further to determine the total number of future inhabitants as classified by the Census, seasonal residents, temporary visitors renting apartments, and transients in motel and hotel units.

It is assumed that population characteristics will remain very much the same; therefore, the following factors are applied:

> Of the population capacity added by new housing units, 66.7 per cent will be occupied by inhabitants, as classified by the Census.
>
> Of housing units added, 8 per cent will be occupied by seasonal residents, classified by the Census as inhabitants of other localities.
>
> The remainder will constitute true vacancies and units occupied by temporary visitors, primarily those renting apartments for a week to several months. The vacancy rate will fluctuate during the year according to trends in tourism.

TABLE 18
PROJECTED POPULATION
TO A PRACTICAL LEVEL OF DEVELOPMENT
ST. PETERSBURG BEACH

POTENTIAL POPULATION EXPECTED	Based Upon Present Trends in Land Use	Assuming More Intensive Use of Land
Inhabitants		
Estimated in 1962	6,458	6,458
To be Added	4,708	5,493
TOTAL - FUTURE	11,166	11,951
Seasonal Residents		
Estimated in 1962	800	800
To be Added	565	660
TOTAL - FUTURE	1,365	1,460
Temporary Visitors in Apartments		
Estimated in 1962	1,300	1,300
To be Added	1,788	2,095
TOTAL - FUTURE	3,088	3,395
Temporary Visitors in Motels		
Estimated in 1962	1,700	1,700
To be Added	2,050	2,050
TOTAL - FUTURE	3,750	3,750

SCHEDULE OF DEVELOPMENT

At this time St. Petersburg Beach has reached about 56 per cent of its practical population development potential. By 1980 St. Petersburg Beach will have achieved a practical level of development of all its area. After 1975, the growth rate will decrease abruptly as little land will remain. Beyond 1975 future growth will be contingent upon greatly expanded economic opportunities justifying the redevelopment of some areas for more intensive use.

The current projections will terminate with 1980, when the city's land use goals, for all practical purposes, will have been realized or the opportunity lost.

TABLE 19
PROJECTIONS OF
POPULATION AND LAND USE

	Land to be Developed		Population Projected	
Year	** Acres	Percent of Total Projection	* Number	Percent of Total
1962 (Jan)	891	67%	6,458	56%
1965	993	75%	7,000 to 7,400	63%
1970	1,153	87%	8,800 to 9,700	80%
1975	1,193	93%	10,600 to 11,400	95%
1980	1,259	95%	11,000 to 11,800	98%

*The number of inhabitants corresponding with U.S. Census methods of classification, which method eliminates seasonal residents classified elsewhere.
**Based upon a potential area of 1,325 acres; there now exists 1,223 acres of land, and about 102 additional acres will be created through fill operations.

COMMERCIAL BUILDING TRENDS

During the next two or three years development will center around new commercial ventures, primarily tourist attractions, motel accommodations and commercial recreation and entertainment facilities.

One major facility of this type, the seaquarium, is scheduled for 1963. This attraction alone will stimulate an accelerated growth, as evidence by renewed interest in the community for other types of commercial development including other tourist attractions.

The increased trade possible as a result of this single development will be very large. An estimated 10,000 persons per day will visit the seaquarium at the height of the tourist seasons. The result will be as many visitors each day to this one attraction as the present number of residents and visitors accommodated in all the City's houses, apartments, hotels, and motels. Consequently, within two or three years the City's daytime population is expected to double from the increase in tourism.

RESIDENTIAL BUILDING TRENDS

Between 1963 and 1970 most of the remaining areas for single family use will be developed. Following is a record of residential building activity since 1960 and an estimate of the population growth reflected:

	1960	1961	9 Months of 1962
Single Family Units	54	54	36
Duplex and Multiple Family Units	18	21	45
Additional Population Accommodated	207	213	211
Permanent Population Added	138	142	140

Based upon recent trends and plans for construction anticipated by the community's developers, the following residential activity can be anticipated in the future. During the next year or two construction will increase moderately over levels of the past two or three years. Residential construction will be dominated by single family development through 1965, with from 350 to 400 units added. Afterwards, construction of single family dwellings will decline steadily as large subdivision activity ceases. Between 1965 and 1970 the numerous remaining vacant lots scattered throughout most single family living areas will sustain a rate of 20 to 40 single family homes per year.

Multiple family development should play an increasing roll in residential construction, and after 1965 this type of residential construction should dominate the market. An adequate number of good sites are available in large parcels, many of which have frontage on the Gulf or Boca Ciega Bay, for the development of large, high-rise apartments, particularly the co-operative type. There are increasing indications that the large apartment development is gaining in popularity, and, if the advantage of homestead exemption should be extended to this type of housing, which is possible, further building activity should be anticipated in the co-operative apartment field in the beach communities of Pinellas County.

SUMMARY AND CONCLUSIONS

Although the land resource is limited, its very favorable combination with water and climate resources and strategic location should lead to more intensive utilization of land in St. Petersburg Beach. As a result of the expanding tourist and resort-oriented economy of the St. Petersburg Metropolitan Area, considerably more commercial and residential development should occur in the beach communities, the former at an accelerated rate over the next five years.

St. Petersburg Beach cannot sustain the rapid population growth rate of the past ten years, because the available supply of residential land will be greatly diminished within several years. However, substantial population increase will be possible through 1975, when the number of inhabitants should reach 11,000. The potential population is not expected to exceed 12,000 permanent inhabitants.

Expansion of manufacturing in Pinellas County will result in a small rise of population in St. Petersburg Beach in the younger age groups. The professional and executive class of worker will find this a desirable community for their families.

Retirement servicing will continue at present levels and will increase moderately as an economic influence in Pinellas County. St. Petersburg Beach will not change its basic character as a retiree community. To sustain the present population of St. Petersburg Beach, in-migration of retirees must provide from 50-60 persons per year to compensate for the excess of deaths over births. Any increase in population requires in-migration in excess of the above estimated 50-60 persons per year.

The community should continue to promote and expand its appeal for retirees in the middle and upper income ranges. Additional facilities for luxury living and adult recreation would contribute to the community's retirement advantages.

Facilities to be considered are a community center, a golf course, marinas, adult recreation courts, fishing piers, and beach improvements.

To maintain the community's existing appeal for new residents, care must be followed in maintaining the value and attractiveness of residential areas. Encroachment from new, promiscuous commercial development will be a serious problem. An orderly, balanced Land Use Plan should be followed, one which gives due consideration to the community's values as a home environment as well as a tourist stop.

Very substantial commercial expansion can be expected over the next ten years. Considerable vacant land is still available for commercial development, and most of it is well located. The commercial characteristics will remain much the same; tourist and resort servicing will continue to provide the main source of income, although the larger resident population will add somewhat to the City's retail areas'importance for convenience shopping. The small population potential and the accessibility of larger, more concentrated retail centers of the Metropolitan Area will continue to restrict the City's opportunity in retailing. Most of the commercial expansion will be in tourist oriented facilities: motels, restaurants, entertainment and recreation facilities, and educational attractions.

Tourism will continue to expand as a major factor in the growth of the metropolitan area. St. Petersburg Beach will have unusual advantages for capitalizing on this market. Considerable new attractions and accommodations will be provided within the next three to five years. As a result the community's motel facilities for conventions will improve, and this activity should add moderately to the resort business. Tourist servicing in St. Petersburg Beach will rise rapidly over the next 3 to 5 years providing 80 to 100 per cent more trade from this source.

The rapid increase in tourism within the next three to five years will result in twice as much vehicular traffic into the community as is experienced now. New improvements in major thoroughfares will be needed, in addition to those now under construction.

If the City is to take best advantage of its commercial growth, improvements of the following type should be carried out:

(1) Aesthetics should receive more attention in guiding the development of St. Petersburg Beach. In a tourist-oriented resort community beauty pays handsome dividends, and St. Petersburg Beach is not nearly as attractive as it could be.

(2) More landscaping of business streets, through the planning of palms, shrubs, and adaptable species of trees (other than Australian Pines and Cocos Plumosas) would embellish the City at a moderate cost. This applies to plantings on private property as well as the City's parkways.

(3) Better control, placement, and design of advertizing signs and elimination of billboards from the City should be undertaken. The existing sign ordinance is not adequate. Businessmen of the Community should be approached to formulate higher standards for improvement in sign regulations.

(4) Certain types of commercial activities, particularly gas stations, should be carefully controlled in placement and regulated in their operations to minimize the adverse effects on the overall attractiveness of business areas. The existing zoning and gas station ordinances are not effective enough in achieving desirable standards.

(5) Many existing commercial buildings are mediocre in design. Although most of them are structurally adequate, remodelling of fronts and minor embellishments should be undertaken by many businesses, particularly those of the Corey Avenue Business District and the Pass-a-Grille Business District.

(6) Although parking is not a serious problem at this time, advance steps should be taken now to provide for the need that surely will arise with more intensive commercial development. Future street widening will eliminate some existing

parking. City financed parking lots should be purchased at strategic locations while vacant sites are available.

(7) Sidewalks should be extended along all business streets. At this time much of Gulf Boulevard business frontage is without sidewalks.

(8) A Land Use Plan for commercial areas should be followed which will result in convenient grouping of retail areas. Too much frontage is allocated for business development under present land use policy, and this is resulting in fragmented development lacking unity and convenience.

The increase in development anticipated, particularly in commercial establishments, will continue to improve the sound financial prospects of the City of St. Petersburg Beach in meeting the challenge of its growth. Many of the foregoing general objectives will be accomplished as a part of normal growth activity. Others will require specific, detailed planning efforts for community action. Specific plans and programs will be the subject of the subsequent volumes.