



KEEPING THE

VIBE ALIVE

**THE IMPACT OF HISTORIC PRESERVATION
IN ST. PETERSBURG**

COMPLETED BY PLACEECONOMICS
APRIL 2024

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KEY FINDINGS

The pages that follow quantify the impacts and the benefits of historic preservation in St. Petersburg, Florida. Among the key findings are these:

- While St. Petersburg has many historic neighborhoods, **very few are designated local historic districts**. Less than one-percent of the city's land area falls under the purview of the Historic Preservation Commission.
- Nearly half (46%) of all buildings in St. Petersburg were **built before 1960**. While there are ten local historic districts, less than 1% of structures built more than 60 years ago have any regulatory protection.
- Local historic districts are home to less than one percent of the city's population.
- Historic Districts in St. Petersburg have the **same density** as neighborhoods in the rest of the city. Preserving historic building types is not preventing density or resulting in neighborhoods with low density.
- There are neighborhoods in St. Petersburg with a concentration of **older housing and low-income households**. In those neighborhoods, 60% of the households make less than the city median income, and monthly housing costs for both owners and renters are significantly lower than in the rest of the city.
- Older buildings are providing affordable housing throughout the city.
- Eighty-one percent of St. Petersburg's small-scale multifamily buildings (2 to 8 units) were built before 1960, but only 2% of those properties are protected by local historic districts.
- Residential property values in historic districts **outperform** those in the rest of the city.
- Central Avenue is an **economic engine for the city** in terms of job growth and fostering new business growth. While St. Pete saw healthy job growth between 2010 and 2020 of around 17%, jobs on Central Avenue grew by more than 50% during the same period.
- Central Avenue is home to a higher share of **women-owned and minority-owned businesses** than the rest of the city.
- The largest share of St. Petersburg residents identify the character and sense of place as **the reason they live there**.
- Residents of St. Petersburg believe that maintaining historic resources is crucial for **keeping the unique quality and character of the city**.
- According to St. Petersburg residents, **adaptive reuse** of existing buildings is the number one favored sustainability strategy.



The iconic 1925 Vinoy Hotel was once slated for demolition and was spared thanks to local preservationists. Today, it remains a prominent St. Petersburg landmark and is listed in both national and local historic registers. The Vinoy is an excellent example for the use of the Historic Preservation Tax Credit program, which offset 25% of qualifying costs for its 1990's renovation.

INTRODUCTION

When people familiar with St. Petersburg are asked to describe the city, a few adjectives repeatedly are used: laid back, quirky, artsy, funky, creative, unique. “The Sunshine City” is the fifth largest city in Florida and it has always had its own distinct flavor. Now in particular, it seems to be enjoying its own moment in the sun.

Growth in St. Petersburg boomed in the 1920s and continued on through the 1960s, thanks to improvement in transportation, infrastructure, air conditioning, and housing development. Selling itself on sunshine, St. Petersburg started off as a primarily tourist town, eventually becoming a destination for retirees. The city was colloquially known as “God’s waiting room.” During the last decades of the 20th century, development was stagnant, which had the unintentional effect of preserving older structures and neighborhoods. Since the turn of the current century, St. Petersburg has miraculously transformed into a central hub of arts, culture, and recreational activities for the broader area, largely driven by young people and entrepreneurial small businesses activating the downtown core.

While it has always been less industry-oriented than other nearby cities, St. Petersburg’s claim to fame has primarily remained its leisurely pace and noted health benefits. But a lot of St. Petersburg’s charm comes from its built environment. The eclectic strip of storefronts that line Central Ave, the whimsical revival-style homes in neighborhoods like Historic Old Northeast, the quirky craftsman bungalows in Historic Kenwood, and the expansive waterfront park system all give off an unmistakable vibe that makes it a great place to visit and live.

St. Petersburg’s older commercial corridors and neighborhoods host a concentration of restaurants, jobs, independent businesses and naturally-occurring affordable housing. Residents are initiating robust preservation efforts and celebrating St. Petersburg’s history, from the St. Petersburg Shuffleboard Club, to the Historic Kenwood Neighborhood Association, to The Deuces Live! and beyond. These historic resources are assets to the city, socially and economically.

Like most historic cities, St. Petersburg has its share of challenges. Housing affordability is a major concern for any city, but especially in St. Petersburg with its high quality of life, a lively restaurant and retail scene, beach access, and charming neighborhoods. New development puts pressure on the very things that make St. Petersburg unique. These challenges are exacerbated by the imposing threat of climate change, sea level rise, increasing storm events, and the urgent imperative to plan for the future. The goal then is to navigate the balance of new development and preservation, so that St. Petersburg can tackle these issues while maintaining the qualities and attributes that give it its well-loved “vibe.”

This study was commissioned to investigate historic preservation’s social and economic contributions to St Petersburg. It investigates the relationship between the city’s older building stock and housing affordability, economic vitality, urban density, and community pride. The findings indicate that historic preservation is essential to the vibe and character that so many associate with St. Petersburg. Results of a survey of St. Petersburg residents are referenced throughout this report with the full results found in Appendix 2.



THE BASICS

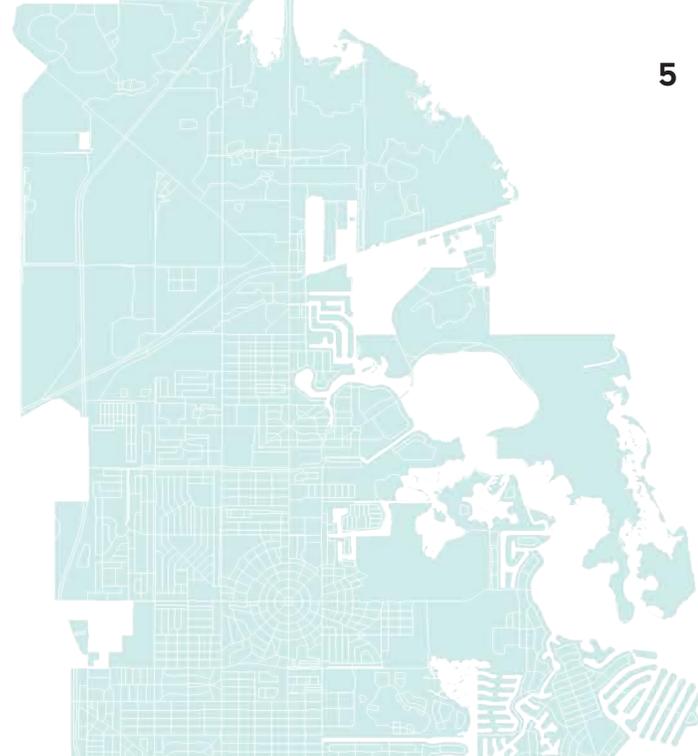
St. Petersburg adopted its Historic Preservation Ordinance in 1985, following a community push to save the historic Vinoy hotel and the surrounding waterfront. The first three buildings protected under the ordinance were the Vinoy Hotel, the Open Air Post Office, and city co-founder John C. William's house. To date, 123 properties are individually listed in the local register and over 700 are included in 10 local historic districts.¹ The ordinance provided for the establishment of a City Historic Preservation Commission, now part of the Community Planning and Preservation Commission (CPPC). The CPPC acts as both the city's local planning agency and its historic preservation commission. In that capacity, CPPC reviews and approves certain Certificate of Appropriateness (COA) applications, as well as acting in an advisory capacity to the City Council by recommending buildings, sites, or districts for local landmarking. The staff of the City's Urban Planning and Historic Preservation Division also reviews COAs and makes recommendations to the CPPC regarding applications to the St. Petersburg Register and National Register of Historic Places.

St. Petersburg has 10 local historic districts and 5 larger districts that are listed on the National Register of Historic Places. National Register listings and St. Petersburg Register listings are based on similar sets of criteria by which historic significance is measured based on their associations with the people and events that shaped local, state, or national history, or by being of exemplary architectural style and design. A significant difference, however, is that inclusion on the National Register of Historic Places is primarily honorary, meaning a building listed at the federal level may qualify for various incentives, like the Federal Historic Rehabilitation Tax Credit, but is not regulated for alterations or demolition. Only properties listed on the St. Petersburg Register are subject to review for alterations or demolitions. Much more of St. Petersburg's land area is included in National Register Historic Districts than local districts.

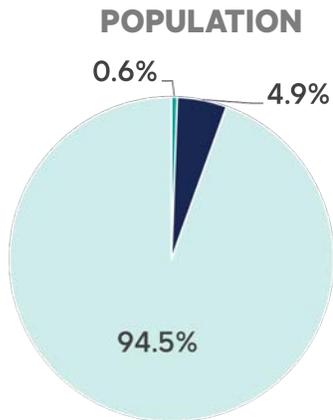
¹ The City also has a "Potentially Eligible List" that includes an additional 39 properties at this time.

LAND AREA

St. Petersburg has 10 local historic districts, all of which are located in the central region of the city. Together, these districts amount to only .29 square miles of land, meaning only .5% of total land area is under the purview of the City’s Historic Preservation staff and therefore subject to regulation and design guidelines.² Less than one percent (.6%) of St. Petersburg’s population resides in those local districts. St. Petersburg also has 5 National Register Historic Districts covering 2.8% of the land area and accounting for 4.9% of the city’s population.



- Local Historic Districts
- National Register Historic Districts
- Rest of St. Petersburg



- Local Historic Districts
- National Register Historic
- Rest of City

0.5%
OF THE LAND
AREA IS IN
LOCAL HISTORIC
DISTRICTS

2.8%
OF THE LAND
AREA
IS IN NATIONAL
REGISTER HISTORIC
DISTRICTS

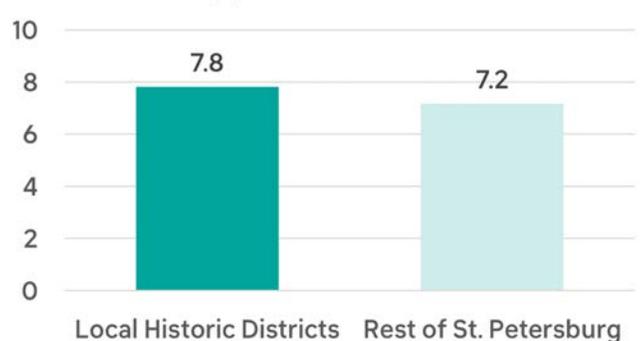
² It is worth noting that four local historic districts are located within the larger Kenwood neighborhood National Historic District. These four districts represent 515 of the 707 total parcels within local historic districts. Put another way, 73% of parcels protected via St. Petersburg’s local historic districts are located in the larger Kenwood neighborhood. This is significant because it means that the data overwhelmingly represents the housing type and parcel size prevalent in the Kenwood neighborhood.



DENSITY

Opponents of historic preservation often claim that historic districts limit density. But this study found that in St. Petersburg, historic districts and non historic districts have essentially the same population density. In fact, local historic districts are slightly more dense (7.8 people per acre versus 7.2 people per acre) than similarly-zoned parts of the city.³ Overall, 63% of the city's land area is these zoning types, 1% of which comprises local historic districts.

POPULATION DENSITY - PPL/ACRE (2020)



³ For this analysis, only zoning district types that are found in local historic districts were considered. These include: Neighborhood Traditional Single-Family, Neighborhood Traditional Mixed-Residential, Neighborhood Suburban Single Family, Corridor Commercial Traditional, Downtown Center.

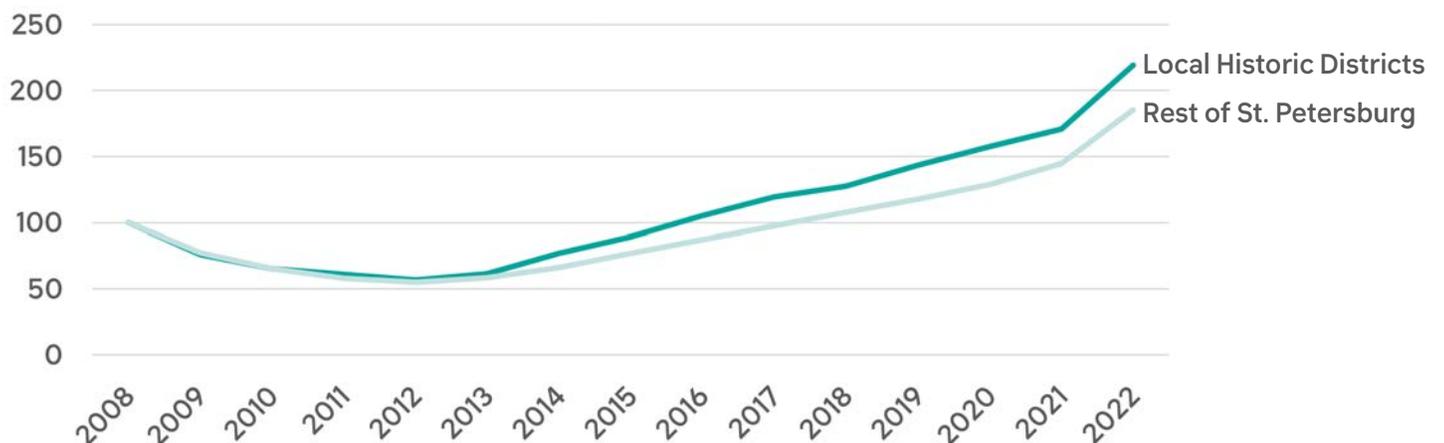
PROPERTY VALUES

Often when the creation of a local historic district is proposed, there is concern that an additional layer of regulation (design guidelines, demolition delayed or prohibited, etc.) will have an adverse impact on housing values. Since the primary asset for most American families is their home, this is a legitimate concern. In St. Petersburg, however, that concern is unfounded. This study looked at the change in property values of single family houses from 2008 until 2022. This fifteen year period is significant in that December 2007 was the beginning of the Great Recession that adversely affected real estate values nationwide. After the initial decline in values, in most markets there was a period of stabilization and then recovery. During and following the years of intensive COVID-19 impacts, some locations saw another rapid increase in values.

St. Petersburg followed this pattern. Properties both within local historic districts and the rest of the City declined in value during the recession. But beginning with recovery starting in 2012, the patterns diverged. Properties in local historic districts began recovering sooner and their value recovery was stronger than properties not in historic districts. Not only did local designation not hurt property values, but designation seems to have benefited them in both declining and recovering markets.

**LOCAL
HISTORIC
DISTRICTS
RECOVERED
FROM
THE 2008
RECESSION
FASTER THAN
THE REST OF
THE CITY.**

CHANGE IN VALUE - SINGLE FAMILY HOUSES (2008 = 100)



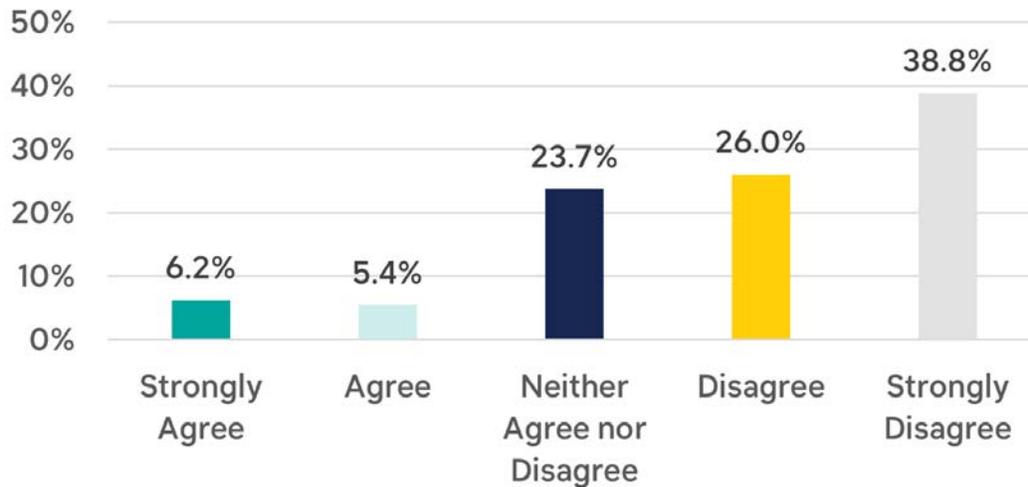
The pattern noted above was also true for residential properties that were not single family homes. For this category of property the decline was less deep and the recovery both sooner and stronger than for similar properties in the rest of the city.

**CHANGE IN VALUE - OTHER RESIDENTIAL PROPERTIES
(2008 = 100)**



Residents of St. Petersburg intuitively understand this pattern. When presented with the statement, "Historic district designation decreases property values" fewer than 12% of survey respondents agreed while nearly two-thirds (64.8%) disagreed.

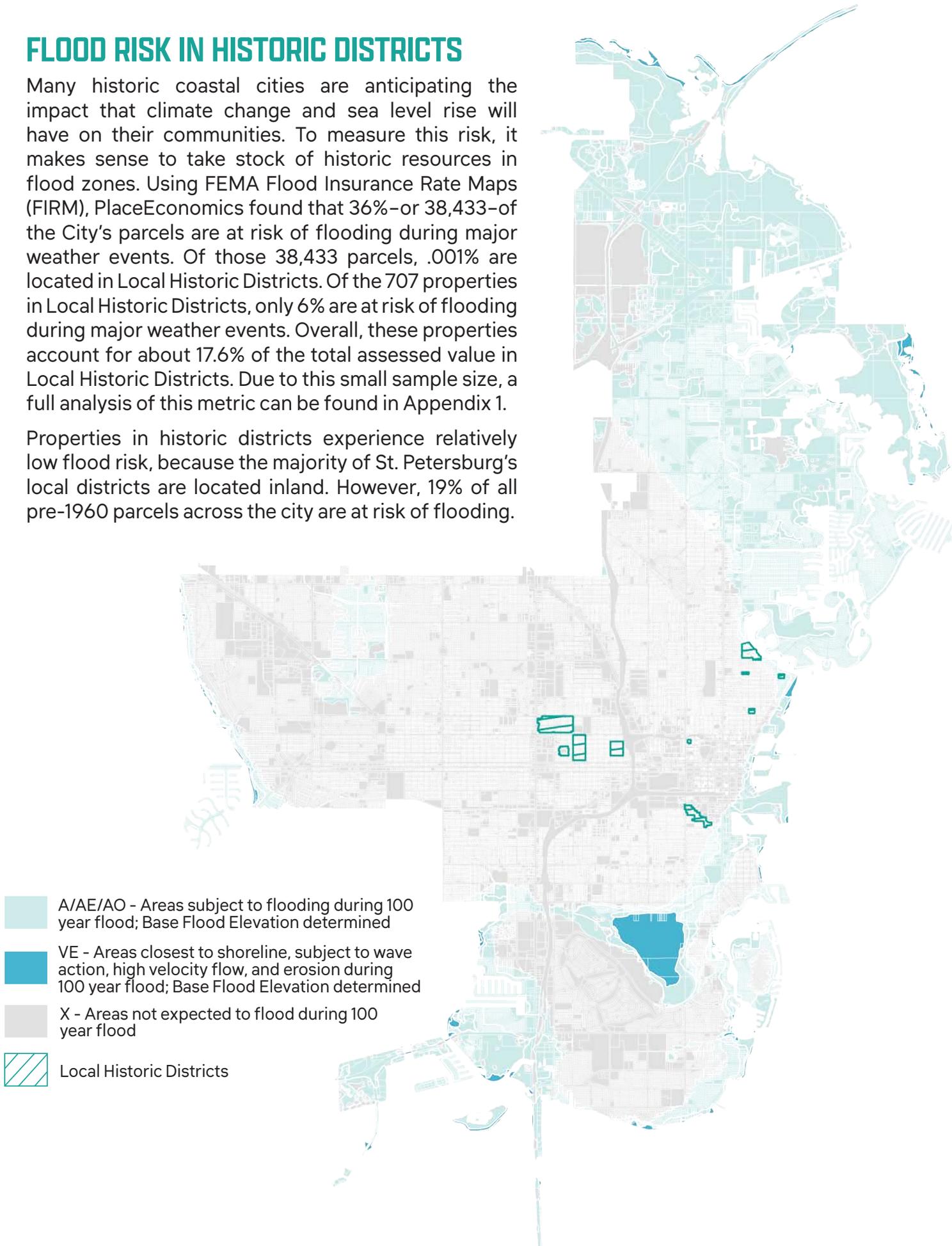
HISTORIC DISTRICT DESIGNATION DECREASES PROPERTY VALUES



FLOOD RISK IN HISTORIC DISTRICTS

Many historic coastal cities are anticipating the impact that climate change and sea level rise will have on their communities. To measure this risk, it makes sense to take stock of historic resources in flood zones. Using FEMA Flood Insurance Rate Maps (FIRM), PlaceEconomics found that 36%—or 38,433—of the City’s parcels are at risk of flooding during major weather events. Of those 38,433 parcels, .001% are located in Local Historic Districts. Of the 707 properties in Local Historic Districts, only 6% are at risk of flooding during major weather events. Overall, these properties account for about 17.6% of the total assessed value in Local Historic Districts. Due to this small sample size, a full analysis of this metric can be found in Appendix 1.

Properties in historic districts experience relatively low flood risk, because the majority of St. Petersburg’s local districts are located inland. However, 19% of all pre-1960 parcels across the city are at risk of flooding.



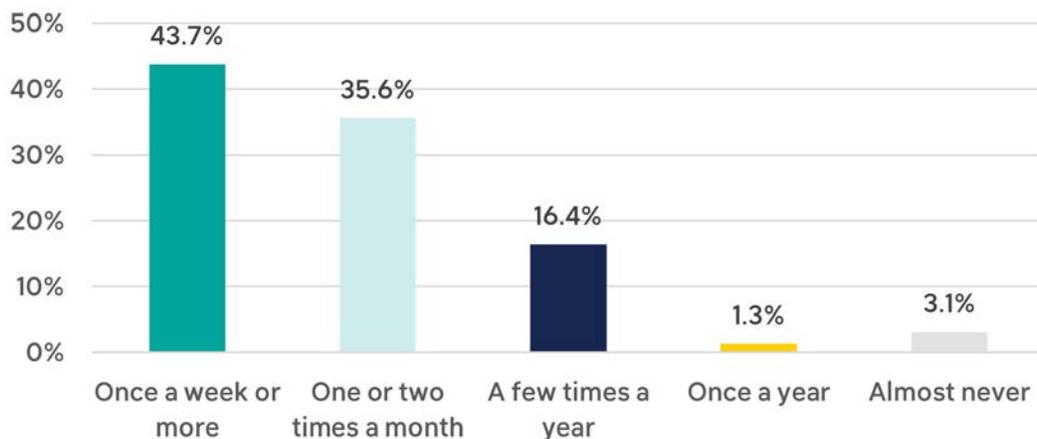
CENTRAL AVENUE - THE PULSE OF ST. PETERSBURG

The clusters of local restaurants, bars, coffee shops and businesses along St. Petersburg's Central Avenue extend like a backbone from downtown to the western side of the peninsula. For St. Petersburg residents the corridor is a huge asset: as a destination for nightlife, shopping, strolling and enjoying the quirky local feel that makes St. Petersburg what it is. For the geeky urbanist crowd, traveling the length of St. Petersburg's Central Avenue is a memorable experience. Not for its remarkable architecture, though there are plenty of interesting and attractive historic storefronts in the mix, but for the nearly uninterrupted assemblage of smaller local businesses—a phenomenon that's becoming less and less common throughout the country. When people mention the St. Petersburg "vibe," Central Avenue embodies the distinctive local feel they're referencing.

In 2014, the National Trust for Historic Preservation's Preservation Green Lab published a report called *Older, Smaller, Better* that studied how the character of buildings and blocks influenced urban vitality. The study looked at collections of older buildings in three cities across the country and found that, on average, blocks of older, smaller buildings made key contributions to local economies by providing affordable space for a diversity of local businesses; create a vibrant atmosphere that attracts residents, shoppers, creative jobs, and other businesses; and perform better than areas with larger, newer buildings across a host of metrics. Our analysis on St. Petersburg's Storefront Conservation Corridor, which includes a large section of Central Ave, aligns with these findings.

Central Avenue is clearly not just another commercial area, but the heart of St. Petersburg—44% of survey respondents visit the area once a week or more.

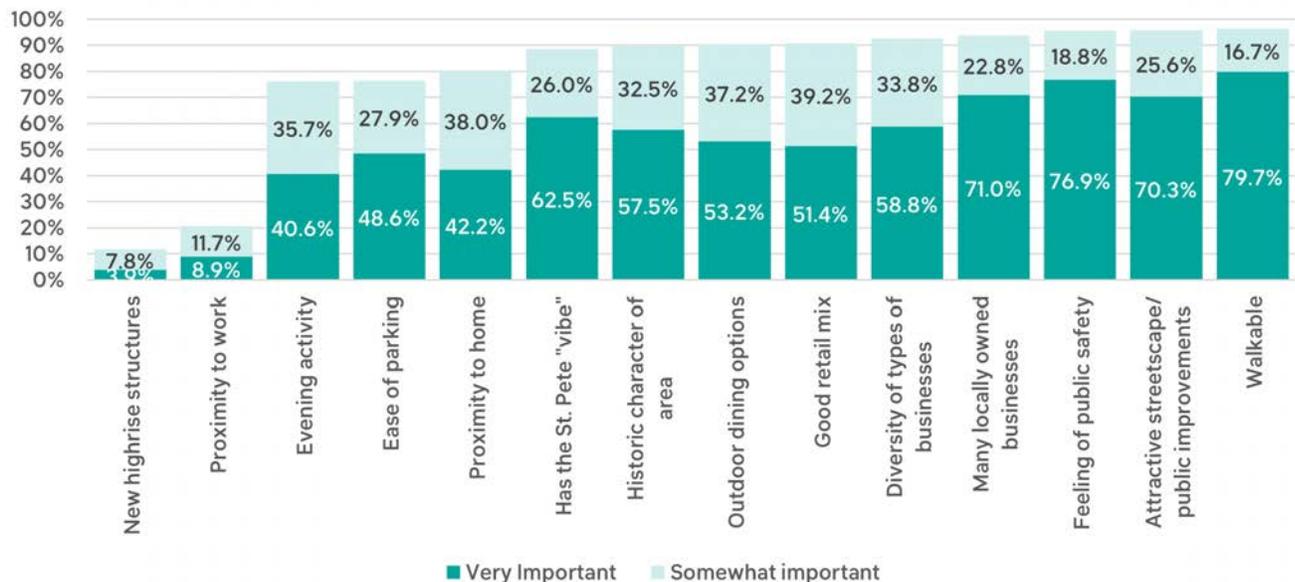
HOW OFTEN DO YOU VISIT CENTRAL AVENUE TO SHOP, DINE, OR DO BUSINESS?





In many cities, commercial districts survive simply because they are close to where shoppers live or work. While Central Avenue is near many homes and jobs, it is not its proximity to home or work that draws people to the area. The important variables are walkability, attractiveness of public spaces, a feeling of public safety, and an abundance of locally owned businesses.

WHEN YOU VISIT CENTRAL AVENUE, HOW IMPORTANT IS EACH OF THESE VARIABLES?



STOREFRONT CONSERVATION CORRIDOR

St. Petersburg's Storefront Conservation Corridor was created in 2019 to promote independently-owned businesses, maintain a pedestrian-friendly streetscape, and promote the conservation of historic assets along Beach Drive and Central Avenue from the waterfront to 31st Street. The Storefront Conservation Corridor aims to protect a stretch of St. Petersburg with a diversity of building types and sizes, and houses many small, local businesses. The ordinance allows for the regulation of zoning and land use and helps support and encourage small-scale independent businesses through the regulation of storefront width.

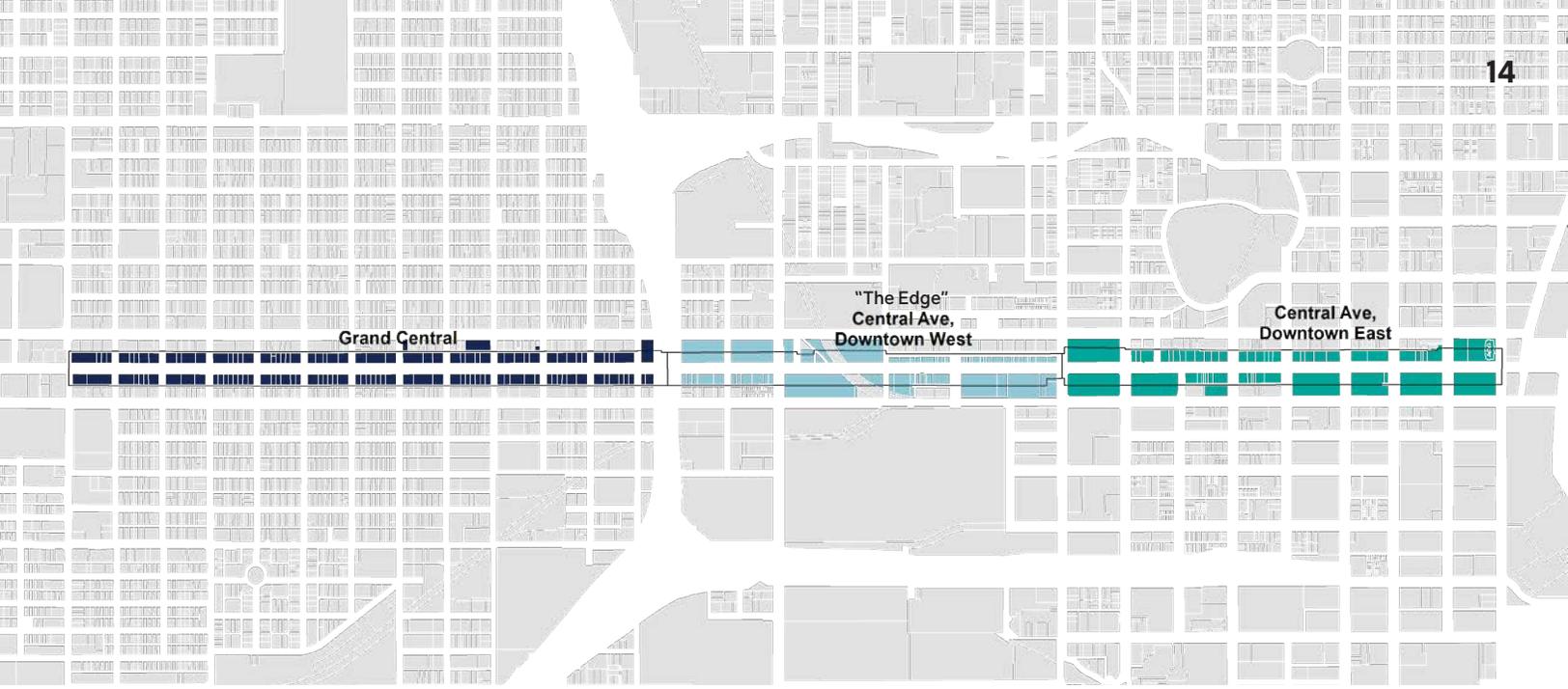
The Storefront Conservation Corridor is a smart land use tool in the effort to protect new and small businesses. New and smaller businesses are often attracted to spaces that are smaller, rich in character, and located in walkable areas. Typically these types of spaces are located in old buildings, rather than newer commercial structures, which tend to be larger. Due to their age and smaller size, these spaces are also often more affordable. By regulating small storefront widths, the ordinance protects storefronts that meet the "smaller, older" test. The establishment of design standards not only has benefits for the overall look and feel of the corridor, it also makes the area more enjoyable for pedestrians. Even with these regulations and guidelines in place, the ordinance outlines a variance process centered on creating an activated pedestrian space.

The goals of the Storefront Conservation Corridor align with what St. Petersburg residents value. When surveyed, St. Petersburgians identified the qualities that make Central Avenue special to them, with walkability, locally owned businesses, streetscape improvements, diversity of business types, and historic character among the most important. While the conservation overlay does not include any provisions explicitly protecting the many historic structures that line Central Avenue, the City has, nevertheless, created an innovative tool that helps maintain character but provides a lot of flexibility for building and business owners.



BODEGA

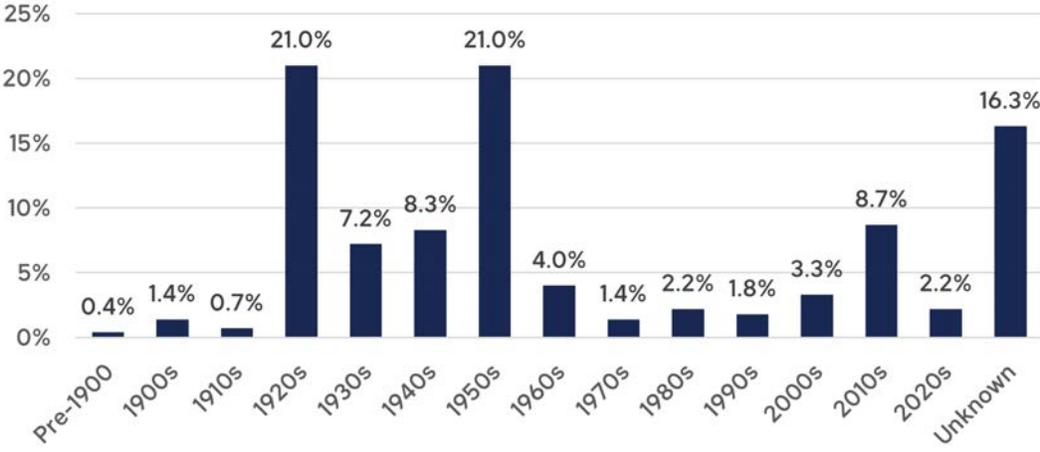




For this analysis, PlaceEconomics analyzed three of the four zones within the Storefront Conservation Corridor: Grand Central, Central Avenue-Downtown West, and Central Avenue-Downtown East.⁴ These three districts stretch from 1st Street to 31st Street along Central Avenue and constitute .2% of the City’s land area and .01% of the City’s tax parcels. However, 4% of the City’s businesses reside in this corridor.

Of the roughly 275 buildings located along this stretch of Central Avenue, 60% of them were built prior to 1960, with those built in the 1920s boom and the post war 1950s boom making up the largest share. These older buildings are central to the look, feel, and vibrancy of this stretch of commercial activity.

CENTRAL AVENUE BUILDINGS BY DECADE BUILT



⁴ The Beach Drive zone of the Storefront Conservation Corridor was not included because this analysis was strictly focused on Central Avenue.

BUSINESSES

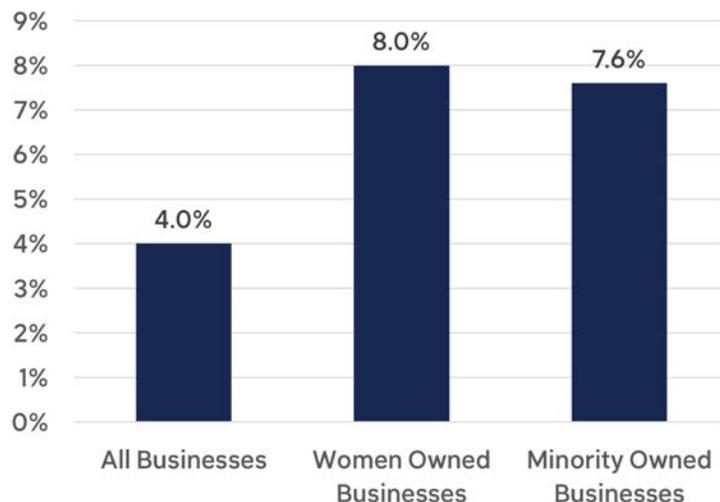
About 4% of all businesses in St. Petersburg are located in the historic commercial corridor.⁵ Businesses in the corridor tend to mirror the characteristics of businesses in the rest of St. Petersburg in terms of size and length of operation. Sixty-five percent of these businesses are small businesses employing fewer than 5 people.

It is this small business orientation that is a major reason St. Petersburg citizens choose to visit, shop, and dine on Central Avenue. Two-thirds of the survey respondents identified “keeping an abundance of locally-owned businesses” among their top three priorities for the future of St. Petersburg.

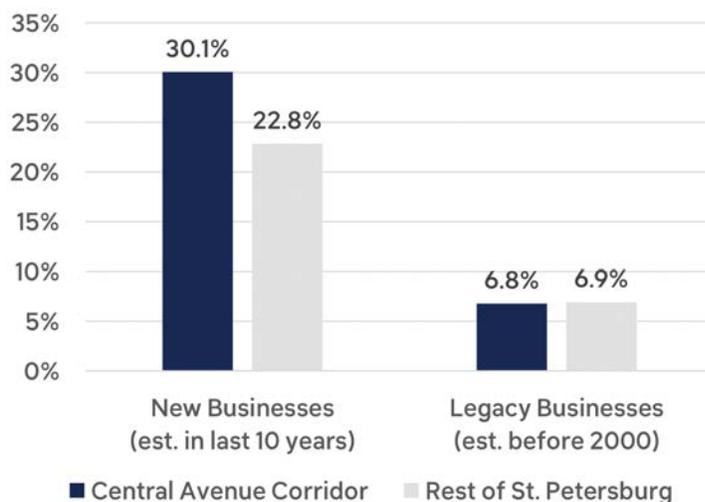
Despite making up only 4% of all businesses in the city, the historic commercial corridor accounts for nearly 8% of all minority-owned and 8% of all women-owned businesses in St. Petersburg.

The Storefront Conservation Corridor along Central Avenue has seen a slightly higher rate of business openings since 2010. A third of the businesses on the corridor have opened since 2010, compared to only 23% in the rest of the city. The size and scale of the commercial real estate stock is suitable for new businesses to get off the ground because it offers relatively low overhead. This does not suggest that these businesses struggle with long-term operation--in fact, the rate of long-term business ownership is identical in the corridor as in the rest of the city.

SHARE OF WOMEN & MINORITY OWNED BUSINESSES ON CENTRAL AVENUE



LENGTH OF BUSINESS OPERATION

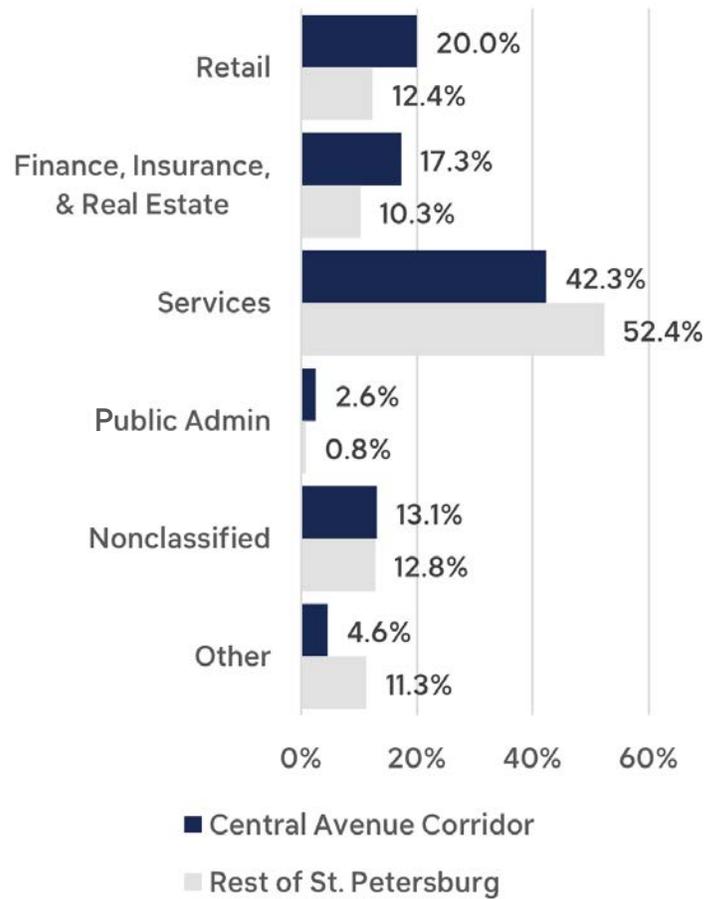


⁵ DataAxle Reference Solutions, retrieved September 12, 2023.

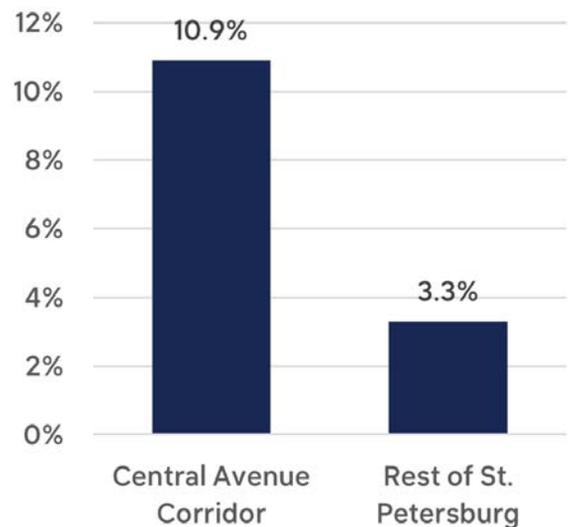
Overall, businesses in the Central Avenue commercial corridor are primarily made up of those in the retail, restaurant, finance, insurance, real estate, and service sectors. It is restaurants, clubs, bars, and independent retailers that draw people to commercial neighborhoods, not just between the hours of nine-to-five, but for eighteen hours a day or more. A vibrant day and night district might serve three or four different customer groups during the course of a day – joggers and office workers in the early hours; visitors and retirees during the day; office workers and families in the early evening; and younger singles and couples late into the evening. While these extended hours of activity provide opportunities for the businesses in the area and a “vibe” for diners and shoppers, there is also a fiscal reward for taxpayers. Public infrastructure (streets, sidewalks, parking lots, streetlights, etc.) have a life based on time, not use. That is, the sidewalk doesn’t care if 10 people or 1000 people walk on it during a day. It will last 25 or 30 years and have to be replaced. Those infrastructure investments – almost always with public funds – are available for use 24 hours a day. If they are only used 8 hours a day, two-thirds of the public investment is sitting idle. When the infrastructure in a neighborhood like Central Avenue is in use for 16 or 18 hours a day, the “return” to the taxpayers’ investment is doubled.

The data also show that there are specific types of business that prefer to locate in historic areas. Restaurants and bars show a preference for historic districts, likely because of their desirable location and character-rich buildings. Eleven percent (11%) of all businesses in the corridor are eating and drinking establishments, compared to 3% in the rest of the city. Despite making up only 4% of all businesses, 12% of all of St. Petersburg’s bars and restaurants are located in the Central Avenue corridor.

BUSINESSES BY INDUSTRY



RESTAURANTS



JOBS

The historic commercial corridor of Central Avenue is home to almost 4% of the City's businesses and 4% of the jobs in the City of St. Petersburg but with a disproportionate rate of job growth.⁶

THE NUMBER OF JOBS IN CENTRAL AVENUE GREW BY **52%** BETWEEN 2010 AND 2020, COMPARED TO A **17%** GROWTH IN THE REST OF THE CITY.



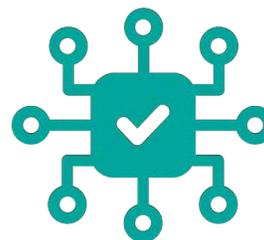
67% INCREASE IN RETAIL TRADE JOBS
compared to -1% in the rest of the city



129% INCREASE IN PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
compared to 54% in the rest of the city



306% INCREASE IN ACCOMMODATION AND FOOD SERVICES JOBS
compared to 26% in the rest of the city



344% INCREASE IN INFORMATION JOBS
compared to -6% in the rest of the city

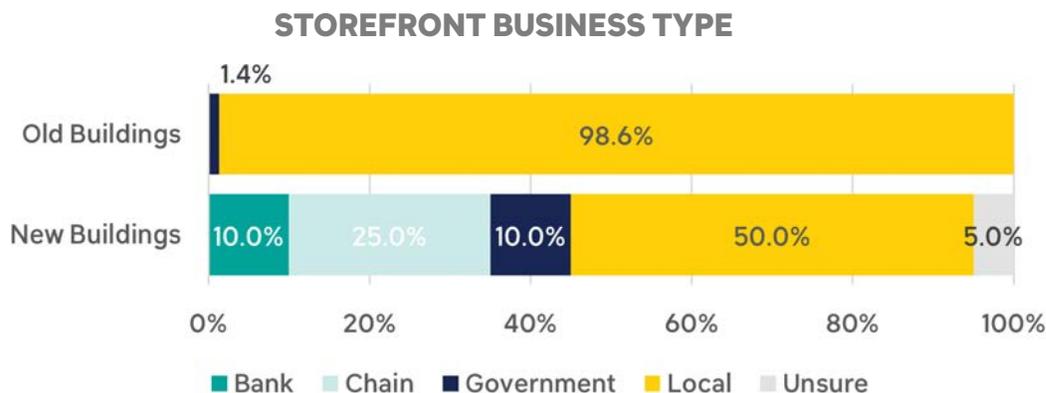
⁶ U.S. Census Bureau. LEHD Origin-Destination Employment Statistics (2020), Private Jobs. Washington, DC: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program, accessed on September 12, 2023.

WINDSHIELD SURVEY OF CENTRAL

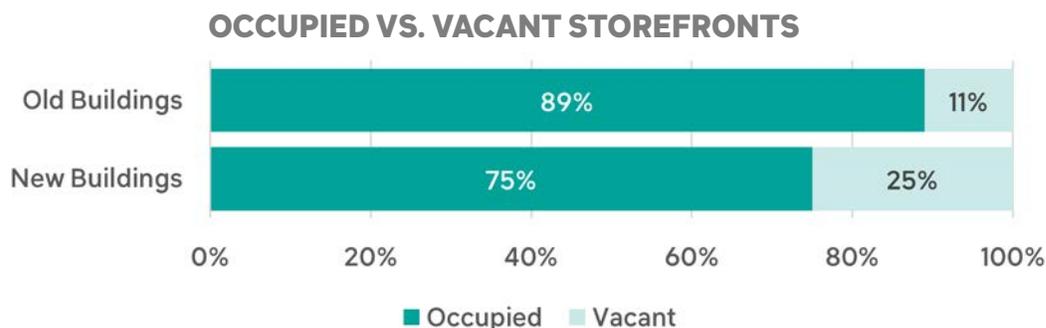
Gathering data from public records and other sources is necessary for a report such as this. But it is particularly useful when there is on-the-ground research. In order to gather more granular data, a windshield survey of Central Avenue was conducted.

The survey took into consideration both sides of Central Avenue along the eight block stretch between 2nd Street and Martin Luther King Jr. Drive, noting for each property: use, vacancy status, whether or not it was a newer or older building,⁷ and if it appeared to be a local business or a chain. One hundred and twenty storefronts were surveyed, 71% of which are located in older buildings.

The survey revealed that, overwhelmingly, storefronts in older buildings house local businesses rather than chains, banks, or government offices. Of the 82 local businesses located on this stretch of Central Avenue, 88% are housed in older buildings. Ninety-nine percent of storefronts in older buildings are occupied by locally-owned businesses, as opposed to just 50% in storefronts in newer buildings.



This survey found that, overall, occupancy rates in storefronts in older buildings were higher than those in newer buildings—89% as opposed to 75%. The important lesson from the Central Avenue “windshield survey” was that the older buildings along the avenue are providing exactly what the community survey showed people liked about the area: walkable, locally owned businesses.



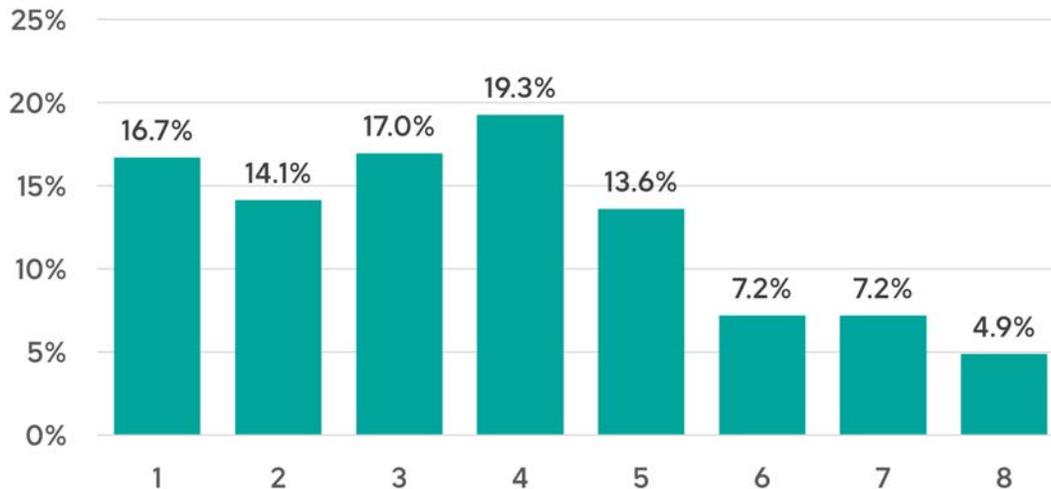
⁷ When the age of the building was not inherently obvious, PlaceEconomics made the determination based on the age found in the tax assessment records.



AFFORDABLE HOUSING

To be both equitable and prosperous, a city needs to have an adequate supply of affordable housing. Housing affordability is an issue across the country in cities large and small, and St. Petersburg is no exception. In the community survey for this report, when asked what was important for the future of St. Petersburg, 16.7% said providing affordable housing was the most important issue, and nearly half (47.8%) had affordable housing in their top three priorities.

PLEASE RANK THE FOLLOWING AS TO HOW IMPORTANT YOU THINK EACH IS FOR THE FUTURE OF ST. PETERSBURG (1 = MOST IMPORTANT; 8 = LEAST IMPORTANT) "PROVIDE AFFORDABLE HOUSING" RESPONSES

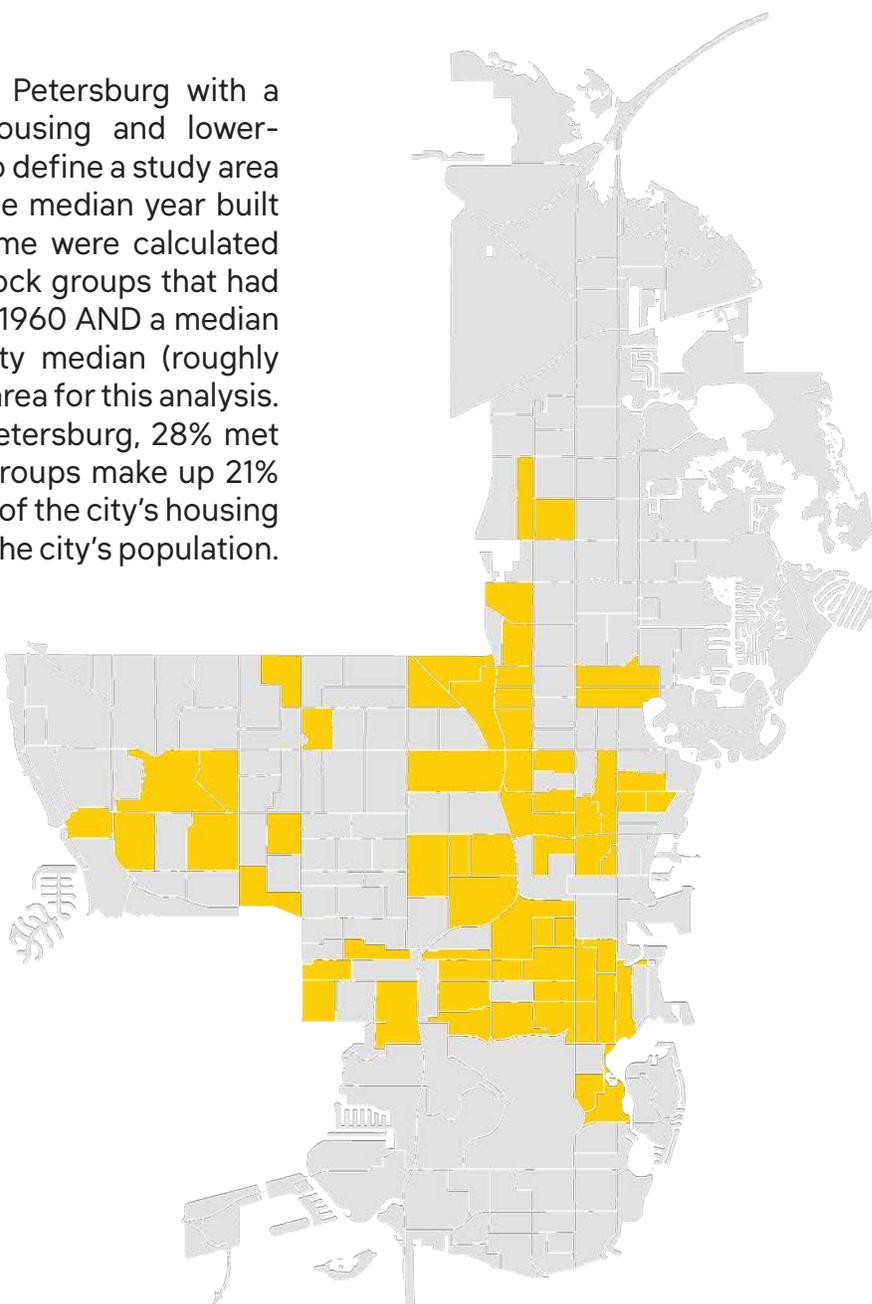


In most cities, older housing stock plays a critical role in providing naturally-occurring affordable housing (NOAH). The same is true in St. Petersburg. Thirty-eight percent of the housing units in all of St. Petersburg were built before 1960. Neighborhoods with undesignated older properties tend to be at risk, especially those with high percentages of renters and lower incomes. In St. Petersburg, less than 1% of these older neighborhoods with a concentration of low income households are protected by local historic districts. This means that nearly all of St. Petersburg's naturally occurring, older, and affordable rental housing is not protected from demolition.

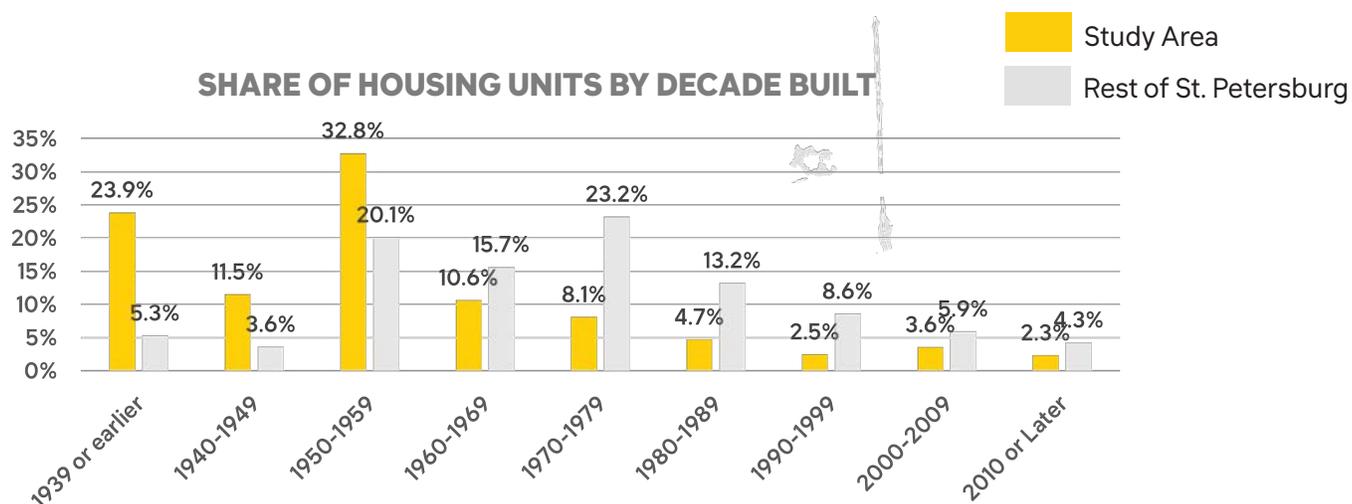
There are neighborhoods in St. Petersburg with a concentration of both older housing and lower-income households. In an effort to define a study area that serves these populations, the median year built and the median household income were calculated for each census block group.⁸ Block groups that had a median housing age older than 1960 AND a median household income below the city median (roughly \$64,000) were used as the study area for this analysis. Of the 225 block groups in St. Petersburg, 28% met those parameters. These block groups make up 21% of St. Petersburg's land area, 22% of the city's housing units, and home to nearly 24% of the city's population.

AGE OF UNITS AND UNIT TYPES

There are 142,655 housing units in St. Petersburg, 38% of which were constructed prior to 1960. Forty percent of those older units fall within the study area block groups. Within the study block groups, 68% of housing units were built prior to 1960, compared to only 29% in the rest of the city. The largest percentage, 33%, were built in the 1950s.



SHARE OF HOUSING UNITS BY DECADE BUILT

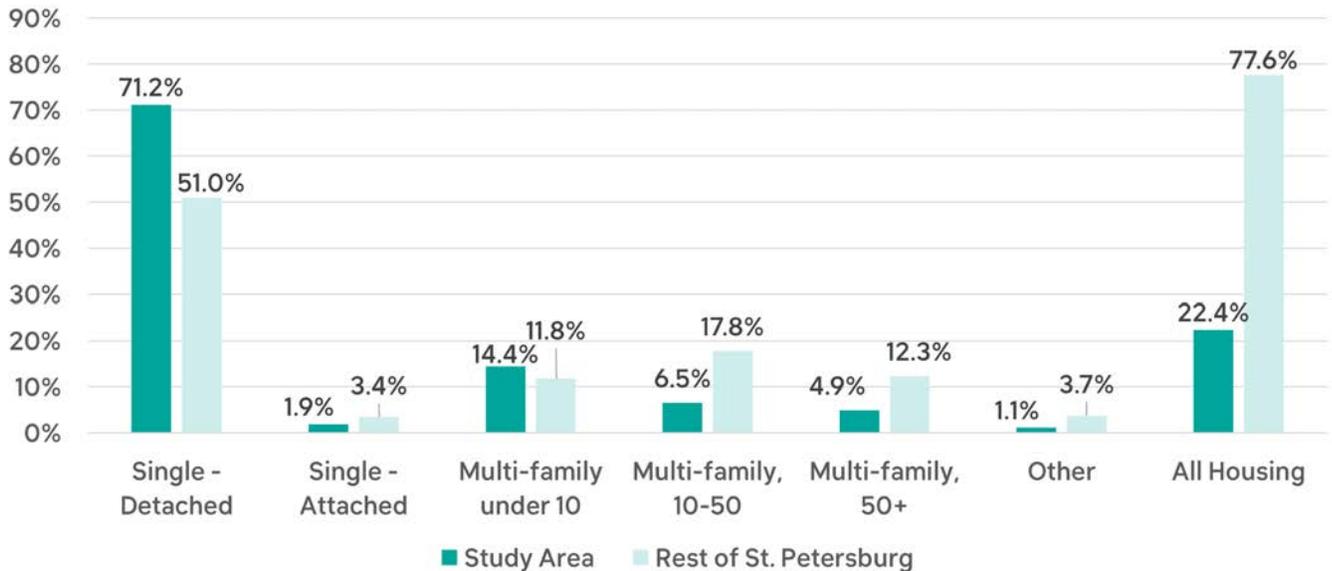


⁸ Metrics that indicate housing affordability, such as rental or owner costs and income, are not available at the parcels or unit level. These metrics are available from the U.S. Census, with the lowest level of granularity being the census block group level for these metrics. Therefore, a study area of block groups was assembled.

Twenty-two percent of all of St. Petersburg’s housing units are located in the study area block groups. The majority (71%) of those housing units are detached single family homes compared to nearly 51% in the rest of the city.

		Study Area	Rest of City	Citywide Total
Single Family	Detached	22,703	56,438	79,141
	Attached	602	3,796	4,398
Total Single Family		23,305	60,234	83,539
Multi Family Units	Under 10 units	4,585	13,060	17,645
	10 to 50 units	2,074	19,692	21,766
	50+ units	1,571	13,673	15,244
Total Multi Family Units		8,230	46,425	54,655
Total Other Housing Units		352	4,109	4,461
Total Housing Units		31,887 (22%)	110,768 (78%)	142,655 (100%)

SHARE OF CITY’S HOUSING UNITS BY STRUCTURE TYPE



THE DEUCES

22nd Street South, also known as "The Deuces" (named for the two twos), was St. Petersburg's historically Black business and entertainment district during segregation. In its heyday, its clubs hosted major talent like Duke Ellington, Nat King Cole, and Billie Holiday. Visionaries and leaders in the Civil Rights movement passed through, famous baseball players stayed at local hotels and residents' homes—segregated from their white counterparts—and Black residents in St. Petersburg lived their day-to-day lives in the thriving district of over 100 businesses. Today, the strip is pockmarked with vacant lots, but many groups, including the African American Heritage Association, Deuces Live!, the Carter G. Woodson Museum, and others, are working to revive and revitalize the Deuces. And a number of construction and redevelopment projects are in the works.



MERCY HOSPITAL

Built in 1923, Mercy Hospital is the oldest surviving hospital building in St. Petersburg. Located on the 22nd Street Corridor, it was the only hospital open to African Americans during decades of segregation.

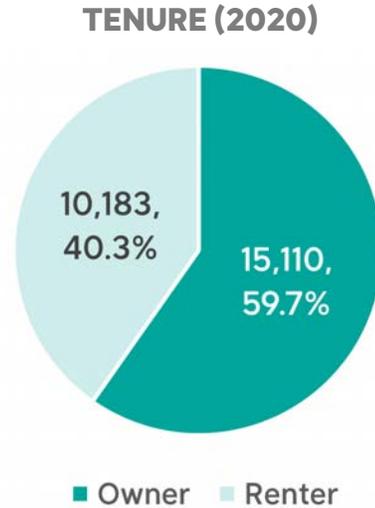
By 1966, however, the need for "separate but equal" facilities ended, and Mercy Hospital was closed. The City designated it as a local landmark in 1994, which saved it from demolition.

In 2004, the building was renovated and reopened to serve the public. Today, Evara Health at Johnnie Ruth Clarke Center - named for the first African American woman to obtain her PhD from the University of Florida's College of Education - provides healthcare services to underserved communities in Pinellas County.



TENURE

Healthy neighborhoods have a mix of incomes, housing types, uses, and tenure. Even though the housing units in the study area block groups are overwhelmingly single family, renters still make up a relatively large share of the households. Of the 25,292 occupied housing units in the study area, 60% are owner occupied, while 40% renter occupied. It's important for neighborhoods to be accessible to renters, as renters are typically more vulnerable to displacement if housing costs rise.

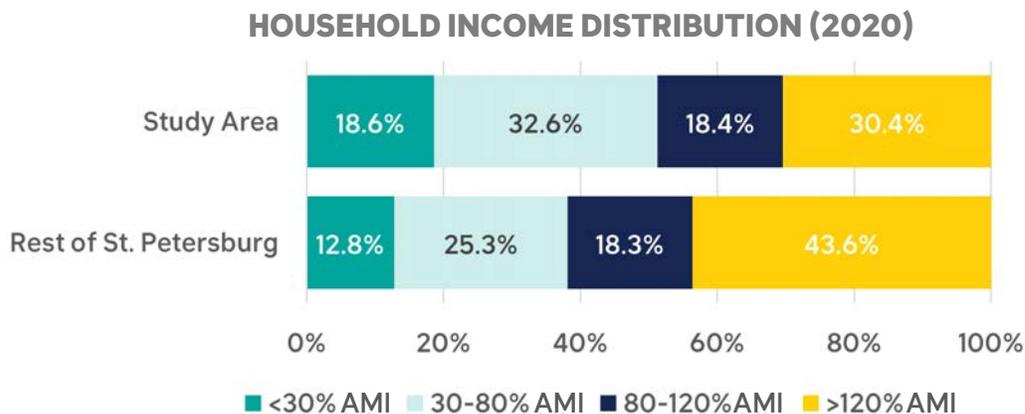


HOUSEHOLD INCOME

The term "affordable housing" is used in many different contexts, but can have specific and varied definitions. Is affordable housing just housing that anyone can afford at their specific income level? Is it only housing that is affordable for households making below a certain income? Who needs affordable housing?

Area median income (AMI) is a calculation that is often used to understand the housing needs within a community. The median income of a city is the midpoint of an area's income distribution. This median is represented as 100% AMI. When assessing the needs for affordable housing, the AMI is further broken out into subcategories that represent percentages of the AMI. For example, 80% of AMI is typically considered low-income, 60% AMI percent is considered very low-income, and 30% AMI is considered extremely low-income. Ensuring affordable housing is available to all of these income groups requires different approaches. Some of this housing might be provided by the marketplace, but for the lowest income groups housing will likely need to be publicly subsidized, or be offered as public housing.

While 22% of the City's households live in the study area, 27% of the city's households making less than the median income live there. Of the nearly 25,300 households living in the study area, roughly 15,250 households, or 60%, are making less than St. Petersburg's median income. This study area, which has a concentration of older housing, are serving lower income populations.





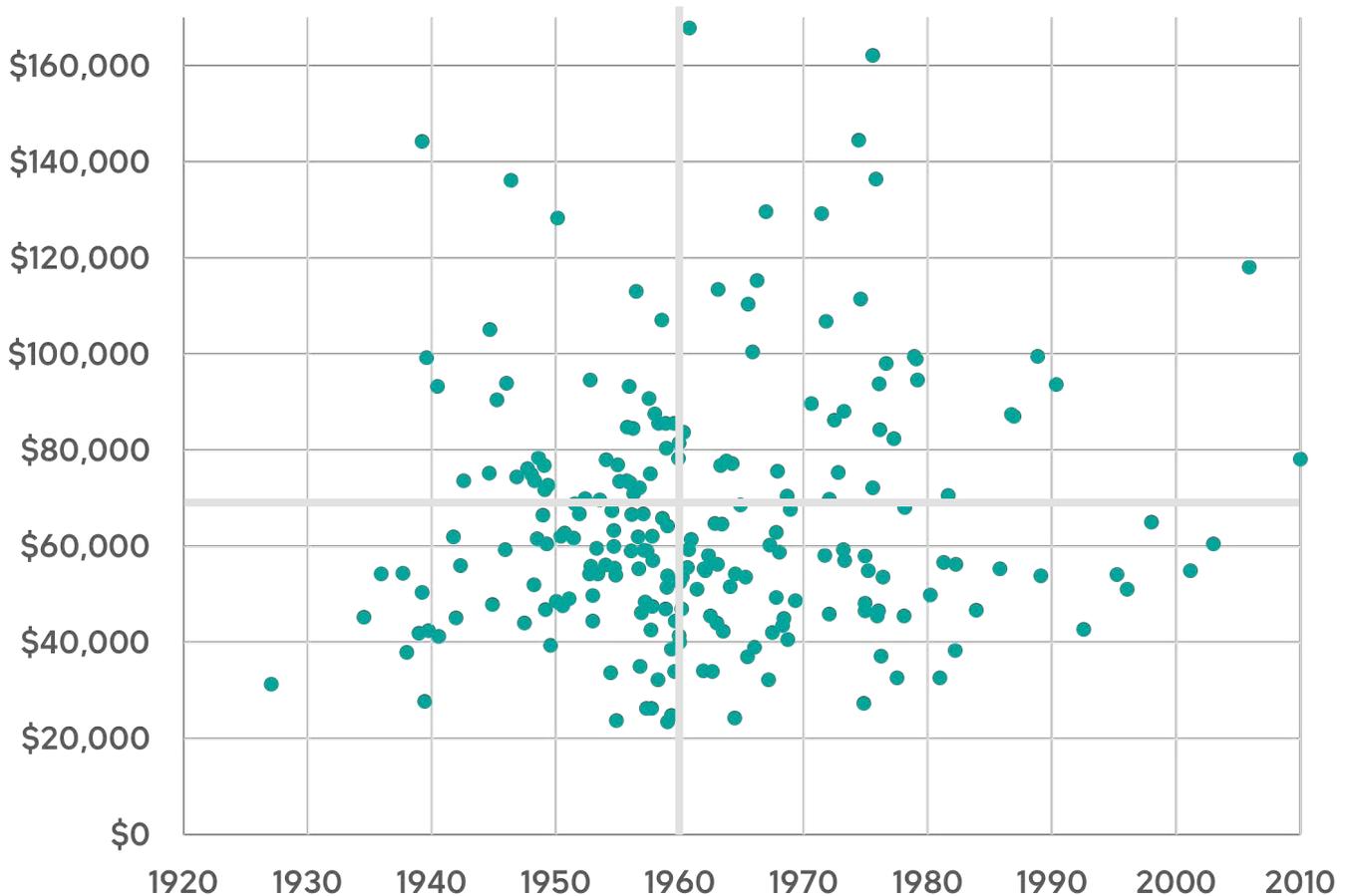
The graph below breaks down St Petersburg's AMI categories, as well as what would be considered affordable housing for those income levels. The median household income in St. Petersburg is \$64,375, which is represented as 100% AMI. These categories are aligned with the types of workers that would need each subset of housing.

Percentage of Median Income	Yearly Income Range	"Affordable" Monthly Housing Cost Range	Occupation
<30% AMI	≤\$19,313	≤\$483	Part-time worker or unemployed
30-60% AMI	\$19,314-\$38,625	\$484-\$966	Cashier, Bartender, Childcare Worker, Janitor
60-80% AMI	\$38,626-\$51,500	\$967-\$1,288	Electrician, Graphic Designer, Paramedic
80-100% AMI	\$51,501-\$64,375	\$1,289-\$1,609	Firefighter, Police Officer, Teacher, Loan Officer
100-120% AMI	\$64,376-\$77,250	\$1,610-\$1,931	Accountant, Financial Advisor, Compliance Officer
120-150%	\$77,251-\$96,563	\$1,932-\$2,414	Dental Hygienist, Architect, Physical Therapist
150-200%	\$96,564-\$128,750	\$2,415-\$3,219	Lawyer, Nurse Practitioner, Civil Engineer
>200%	≥\$128,750	≥\$3,220	Dentist, Pharmacist, Physician, Psychiatrist

The graph below shows the distribution of Census Block Groups in St. Petersburg. The bottom left quadrant are Block Groups with Median Income below that of the city as a whole and with the average age of construction pre-1960. These are the neighborhoods with both older housing stock and a population of more modest incomes. The upper left quadrant is older housing with higher incomes. The upper right is higher incomes and newer housing and the bottom right is lower incomes and new housing. What can be seen is the important role that St. Petersburg's older housing stock plays in providing homes for less prosperous citizens.

**THERE ARE A
SIGNIFICANT
NUMBER
OF BLOCK
GROUPS IN ST.
PETE WITH
BOTH OLDER
HOUSING AND
LOW INCOME
HOUSEHOLDS**

BLOCK GROUPS BY AREA MEDIAN INCOME & YEAR BUILT





HISTORIC KENWOOD

If you spend even a little time with members of Historic Kenwood Neighborhood Association you'll get a real sense of their passion. In finding ways to celebrate their neighborhood—and the broader St. Petersburg creative culture, for that matter—they're a creative, energetic, and scrappy bunch. The neighborhood hosts dozens of events each year including porch parties and concerts, open studios, garden workshops, kids events, the Bungalowfest home tour and has an active newsletter, Facebook page and Instagram account.

Kenwood's historical claim to fame is as one of St. Petersburg's earliest streetcar suburbs. Located in an area formerly home to avocado groves, the quirky collection of bungalows and craftsman style homes was primarily built between 1920 and 1950. It was listed on the National Register in 2003 and today, it hosts the highest concentration of local historic districts in the city. There are four within the neighborhood's boundaries, comprising 73% of locally-designated single-family homes in St. Petersburg. This is largely thanks to motivated neighbors who have taken the initiative to mobilize their neighbors and designate their neighborhood.

Another issue Kenwood residents are passionate about is housing affordability. Like elsewhere in St. Petersburg and across the country, housing prices have risen dramatically over the past ten years. Kenwood historically has a high prevalence of ADU's, or auxiliary dwelling units, in the form of garage apartments. The Historic Kenwood Neighborhood Association has been proactive in encouraging and promoting the addition of ADU's.

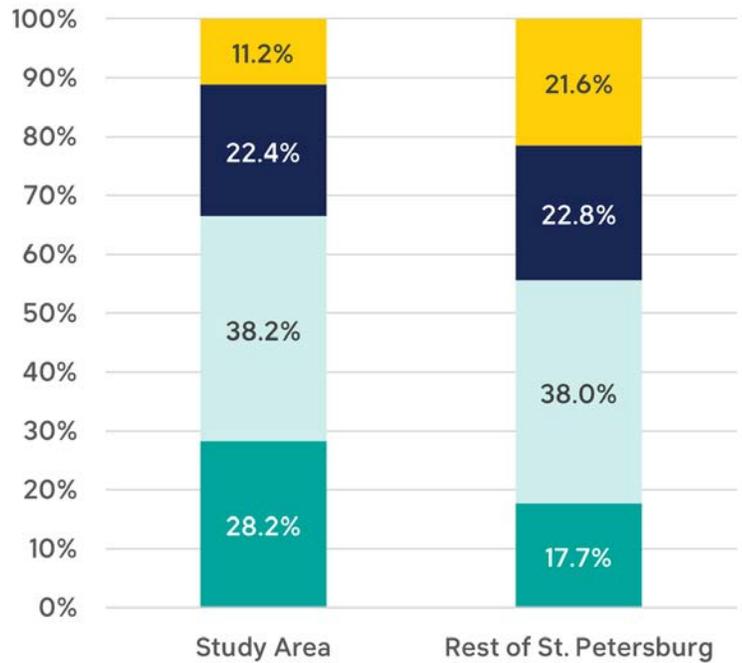


HOUSING COSTS

The median selected monthly owner costs in St. Petersburg is \$1,611. Overall, almost 76% of the owner occupied housing units in the study area have owner costs below the city’s median, compared to only 66% of owned units in the rest of the city.

The median gross rent in St. Petersburg is \$1,251 per month. Nearly 65% of the rental housing units in the study area have gross rental costs for less than the city’s median, compared to only 55% in the rest of the city.

SHARE OF UNITS BY OWNER COSTS



SHARE OF UNITS BY RENT



- Over \$2,000 (>120% MI)
- \$1,250-\$2,000 (80-120% MI)
- \$500-\$1,250 (30-80% MI)
- Below \$500 (<30% MI)

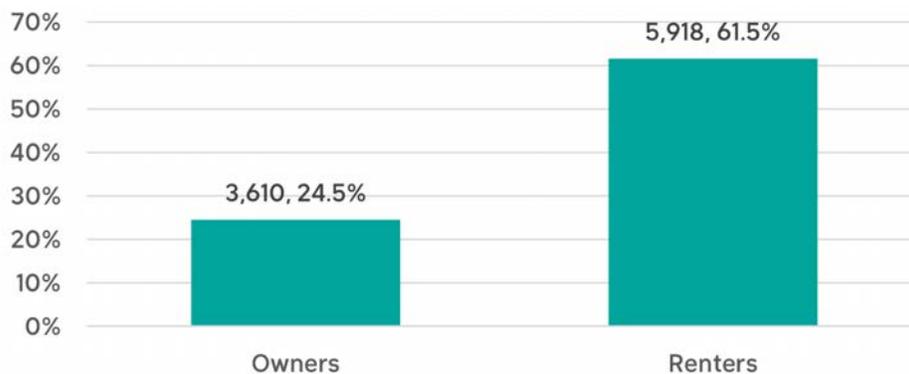


COST BURDENED HOUSEHOLDS

Of the 15,110 owner households that live in the study area, 3,610, or 21% are cost burdened. Of the 10,183 renter households that live in the study area, 5,918, or 62%, are cost burdened.

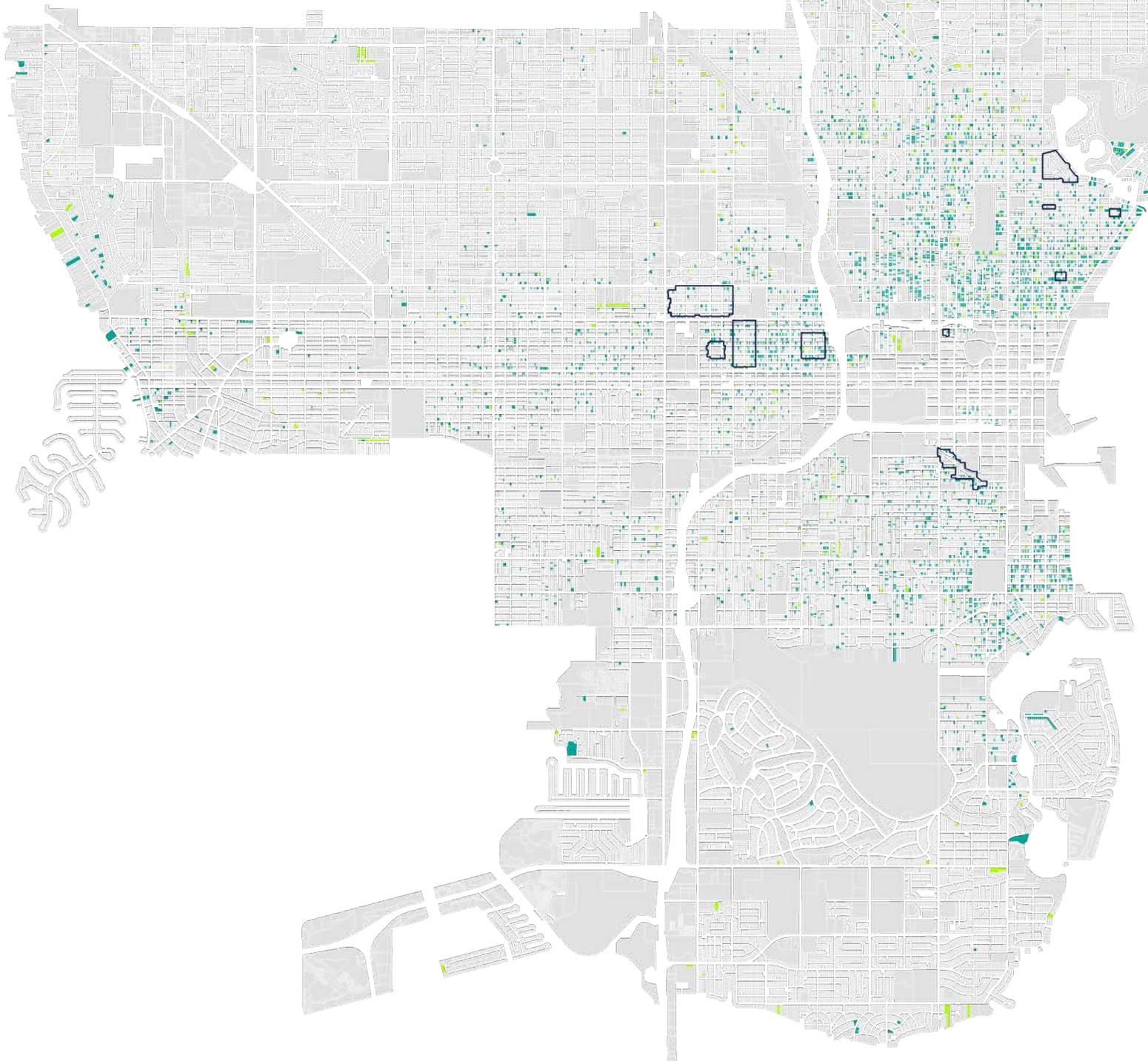
While there are owners and renters in the pre-1960 study area that are cost burdened, a majority—76% and 65% respectively—of the owned and rented units in these block groups have housing costs below the city’s median. While these units cannot totally alleviate the cost burden experienced by residents on their own, they are contributing to the existing housing stock that is more affordable than the rest of St. Petersburg. If the City wants to prioritize affordable housing as a public policy goal, these older property types that are already part of the existing supply of affordable housing should be part of the conversation. Additionally, 60% of the households in these areas are on the lower end of the income spectrum, making them more vulnerable to increases in housing costs and displacement.

SHARE OF COST BURDENED HOUSEHOLDS IN STUDY AREA



2-8 UNIT PROPERTIES

In many cities there is frequently fierce public opposition to large scale apartment buildings being constructed in lower scale residential neighborhoods. But many of those same neighborhoods have always included smaller scale rental units which often serve as more affordable housing, add density at a human scale, and maintain the overall character of the neighborhood. A diversity of housing types has benefits for a city. While single family homes may represent to some the American dream, small scale multifamily housing often plays a role in meeting the needs of diverse populations.





This is the case in St. Petersburg. Just under 5% of all St. Petersburg's residential parcels are 2-8 unit buildings. The overwhelming majority of those buildings, 81%, were built before 1960. That means that these small-scale residential buildings are not being constructed at the same rate as they once were, and highlights the need to preserve this building type.

In St. Petersburg, 2-8 unit apartment buildings have both a rich social history and helped provide housing for a particular need. These small scale multifamily buildings were often scattered throughout the city's older neighborhoods, and served as staff housing, extended family housing, affordable rentals for winter tourists, and sometimes provided retirement income for building owners.

Units in these buildings are typically small—around 400-600 square feet—and often included Murphy or closet beds to conserve space. Units often lacked full kitchens and ample closet space, as tenants dined in local restaurants and communal cafeterias scattered throughout the downtown. One unit was usually slightly larger than the rest and was better equipped, as it was occupied by the building owner.

While these units are less suited to long-term living, as St Petersburg's tourism industry waned in the 1960s, units in these small scale multifamily apartment buildings shifted into housing for full time residents. Today, many buildings of this type suffer from deferred maintenance, but efforts are being made to rehabilitate this once thriving St. Petersburg housing type. The buildings are often in need of significant structural work and complete mechanical, plumbing, electrical and heating/air conditioning system updates. In order to make them more suitable to full time residents, floor plans are often altered or units are combined to provide more living space and amenities. These changes and updates make these units fully functional and appealing to today's tenant needs. These units now provide affordable housing for everyone from single people, to retirees who love the neighborhood but no longer want property upkeep responsibilities.

Only 2% of these 2-8 unit properties built before 1960 are protected by Local Historic Districts. Another 27% are in National Register Districts outside of local districts, meaning they are likely historically significant but unprotected from demolition. These small scale, multifamily buildings contribute to neighborhood density at a human scale and provide a diversity of housing options at multiple price points.

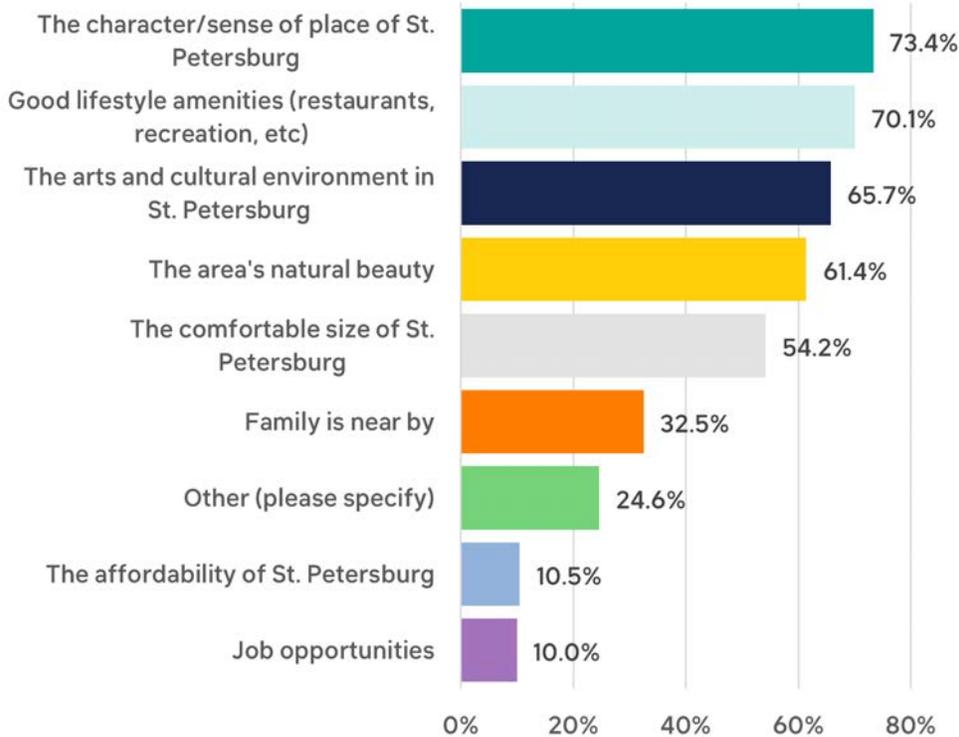
THE COMMUNITY SPEAKS

St. Petersburg is treasured by its residents. The arts and cultural environment, the St. Petersburg “vibe,” and the overall sense of place of the city are the primary reasons people choose to live there. So it was critical to understand what role, if any, historic preservation plays in St. Petersburg’s quality of life equation. The best way to learn that is to ask citizens directly. This was done through an online survey of a broad spectrum of local residents. A link to the survey was sent out by a number of St. Petersburg organizations to their own emailing lists.⁹

The survey was open from October 9 to November 30 to allow for as broad a distribution as possible. Three hundred and ninety-one people responded, a sufficient number and breadth of the St. Petersburg population for there to be a high degree of statistical reliability.¹⁰ The entire survey and its responses can be found in Appendix 2 of this report.

WHY DO YOU LIVE IN ST. PETERSBURG? (YOU MAY CHECK MORE THAN ONE)

When asked “why do you live in St. Petersburg?” the top three responses were all quality of life attributes of the city – character/sense of place, lifestyle amenities, and arts and cultural environment.

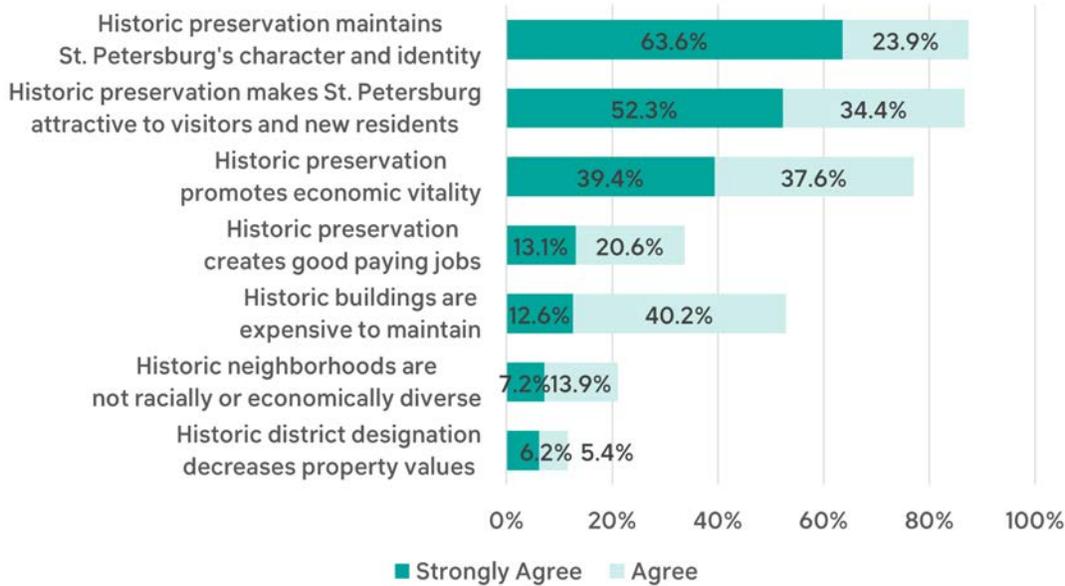


⁹ Organizations that shared the link to the survey with their members/email lists included: City of St. Petersburg’s Neighborhood Services Department, St. Petersburg Downtown Partnership, St. Petersburg Chamber of Commerce, St. Petersburg Downtown Neighborhood Association, Old Northeast Neighborhood Association, Historic Kenwood Neighborhood Association, E.D.G.E. District, Preserve the ‘Burg.

¹⁰ 95% of the time, the actual number should be the survey result plus or minus 5%.

PLEASE TELL US HOW YOU PERSONALLY FEEL ABOUT THE FOLLOWING STATEMENTS?

When asked specifically about historic preservation, more than 85% agreed that historic preservation maintains St. Petersburg’s character and identity. Among those who said St. Petersburg’s character and sense of place was the reason they lived there, the feeling that historic preservation maintains that character was even higher with two-thirds strongly agreeing and another 23% agreeing.

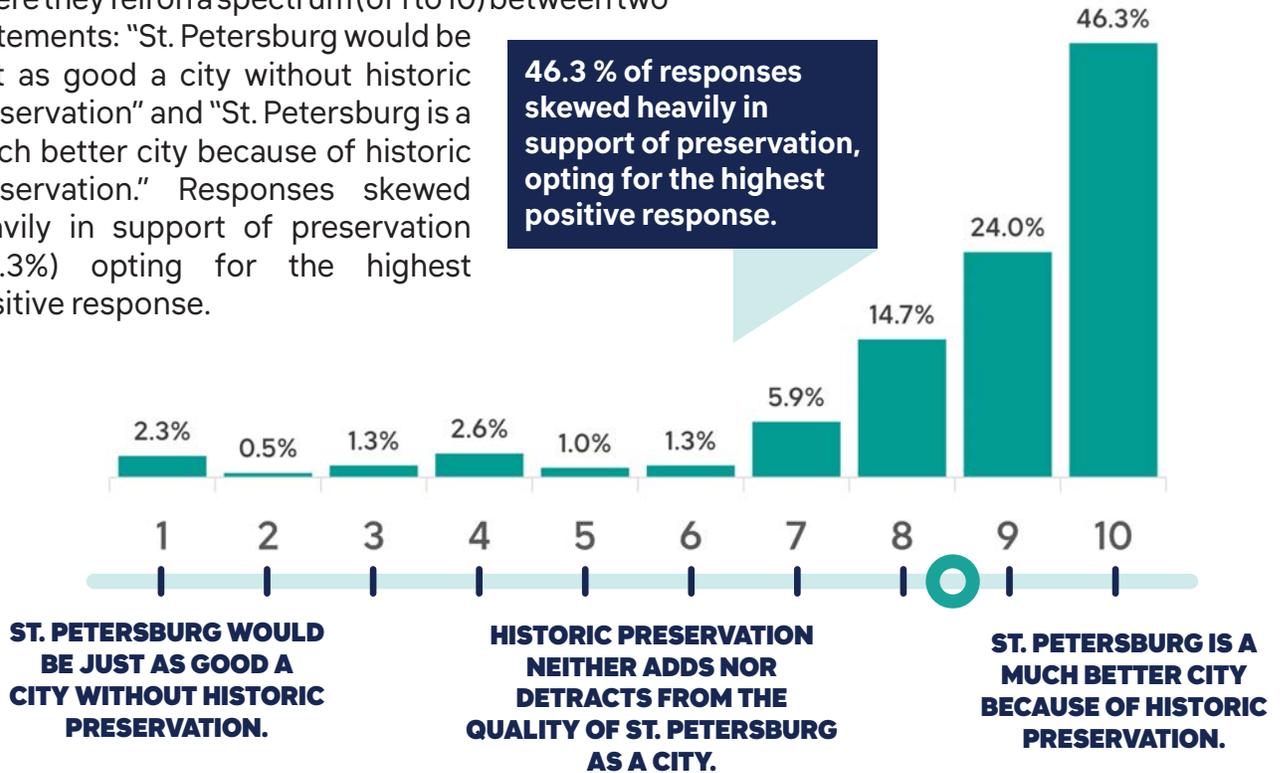


This recognition of the importance of historic preservation to the character and identity of St. Petersburg was consistent whether measured by length of time as resident, generation one was born in, and resident status.

Historic preservation maintains St. Petersburg’s character and identity			
		Strongly Agree	Agree
By length of residence			
	Less than 5 years	67.20%	22.40%
	5 - 10 years	68.80%	21.30%
	11 - 20 years	56.60%	30.10%
	More than 20 years	63.30%	22.60%
By generation			
	GenZ and Millennial	46.50%	25.60%
	GenX	59.10%	26.10%
	Baby Boomer	67.70%	23.80%
	Silent Generation	72.70%	18.20%
By residential status			
	Full time resident (owner)	61.40%	24.70%
	Full time resident (renter)	71.00%	25.80%
	Seasonal Resident (owner)	70.00%	17.50%

OVERALL, WHAT DO YOU PERSONALLY THINK THE IMPACT OF HISTORIC PRESERVATION IS ON ST. PETERSBURG AND ITS CITIZENS?

Another way to understand the importance of historic preservation was to ask respondents to rank where they fell on a spectrum (of 1 to 10) between two statements: "St. Petersburg would be just as good a city without historic preservation" and "St. Petersburg is a much better city because of historic preservation." Responses skewed heavily in support of preservation (46.3%) opting for the highest positive response.



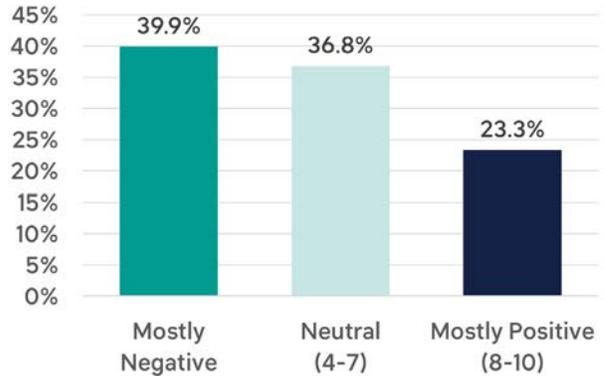
PLEASE RANK THE FOLLOWING AS TO HOW IMPORTANT YOU THINK EACH IS FOR THE FUTURE OF ST. PETERSBURG? (1=MOST IMPORTANT; 8=LEAST IMPORTANT)

Respondents were then given a list of variables and asked to rank each indicating their importance to the future of St. Petersburg (1 being most important and 8 being least). The responses were then weighted. Topping the list was "Maintaining the historic character of St. Petersburg" followed by "Preserving the St. Petersburg 'vibe,'" and "Keeping an abundance of locally owned businesses." Importantly the next highest priority was "Providing more affordable housing."



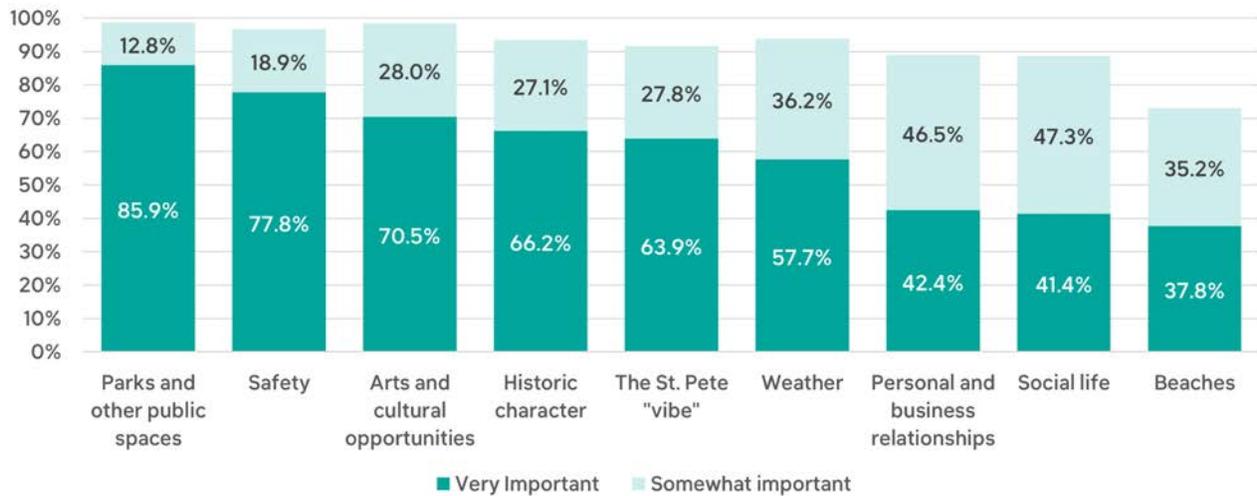
ST. PETERSBURG HAS EXPERIENCED SIGNIFICANT CHANGE IN ITS BUILT ENVIRONMENT IN RECENT YEARS. IN GENERAL, HOW DO YOU PERSONALLY FEEL ABOUT THAT CHANGE?

St. Petersburg has seen significant changes in recent years. To capture this, one question asked how respondents felt about recent changes in the built environment from 1 (Mostly negative) to 10 (Mostly positive).



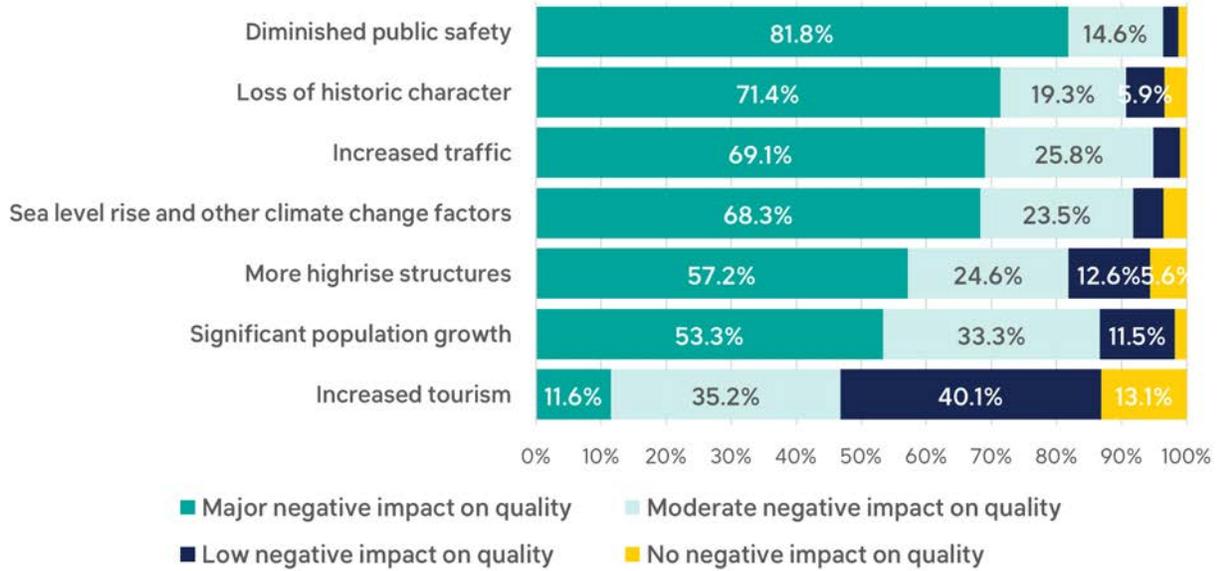
WHEN THINKING ABOUT ST. PETERSBURG, HOW IMPORTANT ARE THE FOLLOWING TO YOU PERSONALLY?

Respondents ranked St. Petersburg’s wonderful parks and public spaces most important, followed by public safety and arts and cultural opportunities. Just over two-thirds replied that historic character was very important to them personally.



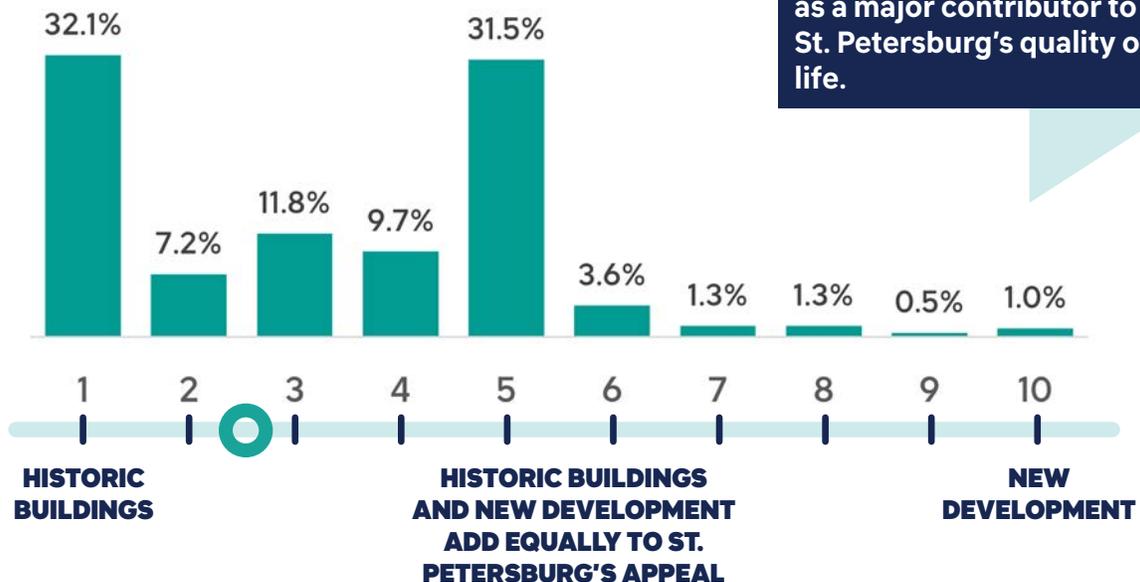
IN YOUR OPINION, WHICH OF THE FOLLOWING WOULD SIGNICANTLY REDUCE THE QUALITY OF LIFE OF ST. PETERSBURG?

When asked what would have the greatest negative impact on the quality of life in St. Petersburg, the number one answer was diminished public safety, followed by loss of historic character. Increased traffic and sea level rise were also frequently identified as potential negative impacts.



IN YOUR OPINION, WHICH OF THE FOLLOWING WOULD SIGNICANTLY REDUCE THE QUALITY OF LIFE OF ST. PETERSBURG?

In any city, some new construction is essential. And there are several examples of well designed new buildings that continue the pattern of an attractive built environment. However, when asked which added more to the attractiveness and appeal of St. Petersburg, historic buildings were overwhelmingly preferred.

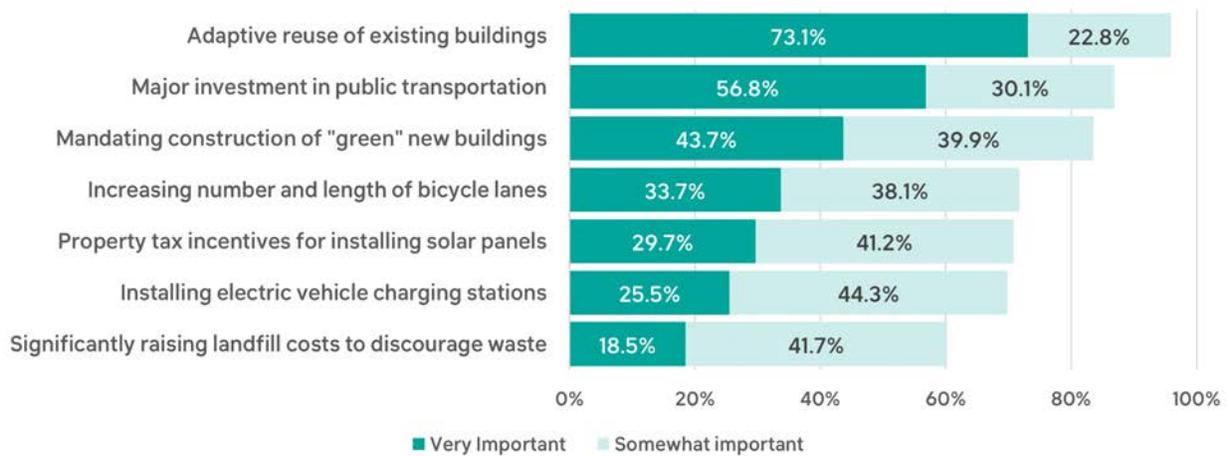


Residents overwhelmingly identify historic buildings as a major contributor to St. Petersburg's quality of life.



THE CITY OF ST. PETERSBURG HAS SET A HIGH PRIORITY ON SUSTAINABILITY. HOW IMPORTANT DO YOU FEEL EACH OF THE FOLLOWING IS TO COMPREHENSIVE SUSTAINABILITY EFFORTS?

Survey respondents understand that it will take a wide range of strategies to develop a comprehensive sustainability effort. At the top of the list of preferred strategies is the adaptive reuse of existing buildings.

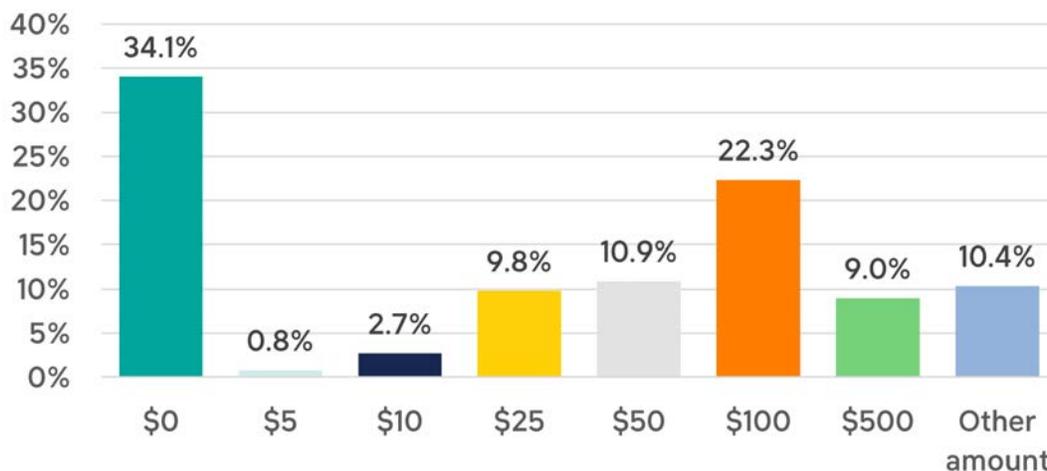


Even respondents who did not consider historic preservation a top priority still thought adaptive reuse was important for sustainability. Among those respondents, 43.3% called adaptive reuse "very Important," while another 33.3% called it "somewhat Important." Preserving older and historic structures fulfills broader policy goals.

HOW MUCH, IF ANYTHING, WOULD YOU BE WILLING TO CONTRIBUTE AS A VOLUNTARY, ONE-TIME DONATION TO MAINTAIN THE HISTORIC CHARACTER AND QUALITY OF ST. PETERSBURG?

There is an approach to valuing assets that are not traded in the marketplace called Willingness to Pay (WTP). This is a survey-based approach first developed in environmental economics to try to quantify resources like the Amazon rainforest, the Everglades, and coastal Alaska after an oil spill. But in more recent years the approach has been applied to heritage. While historic buildings have an economic value as pieces of real estate, in many cases there is an additional social value that can be quantified. A Willingness to Pay question was included in the survey for this report. The question was specific in saying this was a one-time, voluntary payment to “maintain the historic character and quality of St. Petersburg.” As in most WTP surveys, a significant share of respondents answered \$0. In this case, around a third (34.1%) were not interested in giving anything. But that means two-thirds of households said they were willing to make a voluntary contribution to maintaining St. Petersburg’s historic character. When all responses were aggregated, the additional value of St. Petersburg’s historic character was nearly \$60 (\$59.21) per household. Again this is value beyond the value as real estate, it quantifies the additional value residents assign to the historic character of the city.

When all responses were aggregated, the additional value of St. Petersburg’s historic character was nearly \$60 per household.



ROSER PARK

While the Roser Park neighborhood has an interesting history and a collection of eclectic historic homes, it was the threat of losing more homes to hospital expansion that brought the neighborhood together and moved its residents to take action. The result was St. Petersburg's first local historic district.

The origins for the neighborhood date back to 1910 and Charles Roser's arrival in St. Petersburg. Roser foresaw the opportunities of the Florida land boom of the early twentieth century. Before departing Ohio for Florida, it is believed that Roser earned his fame and fortune by developing the recipe or baking process for the famous Fig Newton cookie and selling it to the National Biscuit Company (Nabisco).

The land Roser purchased to ultimately turn into one of St. Petersburg's first streetcar subdivisions was along Booker Creek, a major landscape feature characterized by steep banks and a hilltop setting for residences. The result was a distinctive neighborhood with unique geography within the otherwise flat topography of the Pinellas peninsula.

Roser improved Booker Creek, walling it in with decorative cast concrete blocks, adding flights of poured-in-place concrete stairs to the banks, constructing romantic wooden footbridges and arbors, and bordering the creek with meandering brick-paved drives.

While the post World War II boom brought thousands of new residents and suburban subdivisions, it also saw the start of the decline of St. Petersburg's intown historic neighborhoods. By the 1970's these neighborhoods were essentially forgotten, neglected and ruled by absentee landlords. In Roser Park, bordered to the north by All Children's and Bayfront Hospitals, plans were announced for the expansion of hospital related facilities into the neighborhood. As neighbors reached out to try to find a way to hold onto what was left of their shrinking neighborhood they turned to the city's new historic preservation ordinance, offering neighborhoods like Roser Park the opportunity to become a local historic district.

With the adoption of the Roser Park Historic District, the hospital redirected their expansion plans away from the neighborhood, and the Historic Roser Park Neighborhood Association became one of St. Petersburg's most active neighborhood associations.

Today, Roser Park and its historic district are a success story and the neighborhood that was forgotten has again become one of the city's most desirable neighborhoods in which to live.



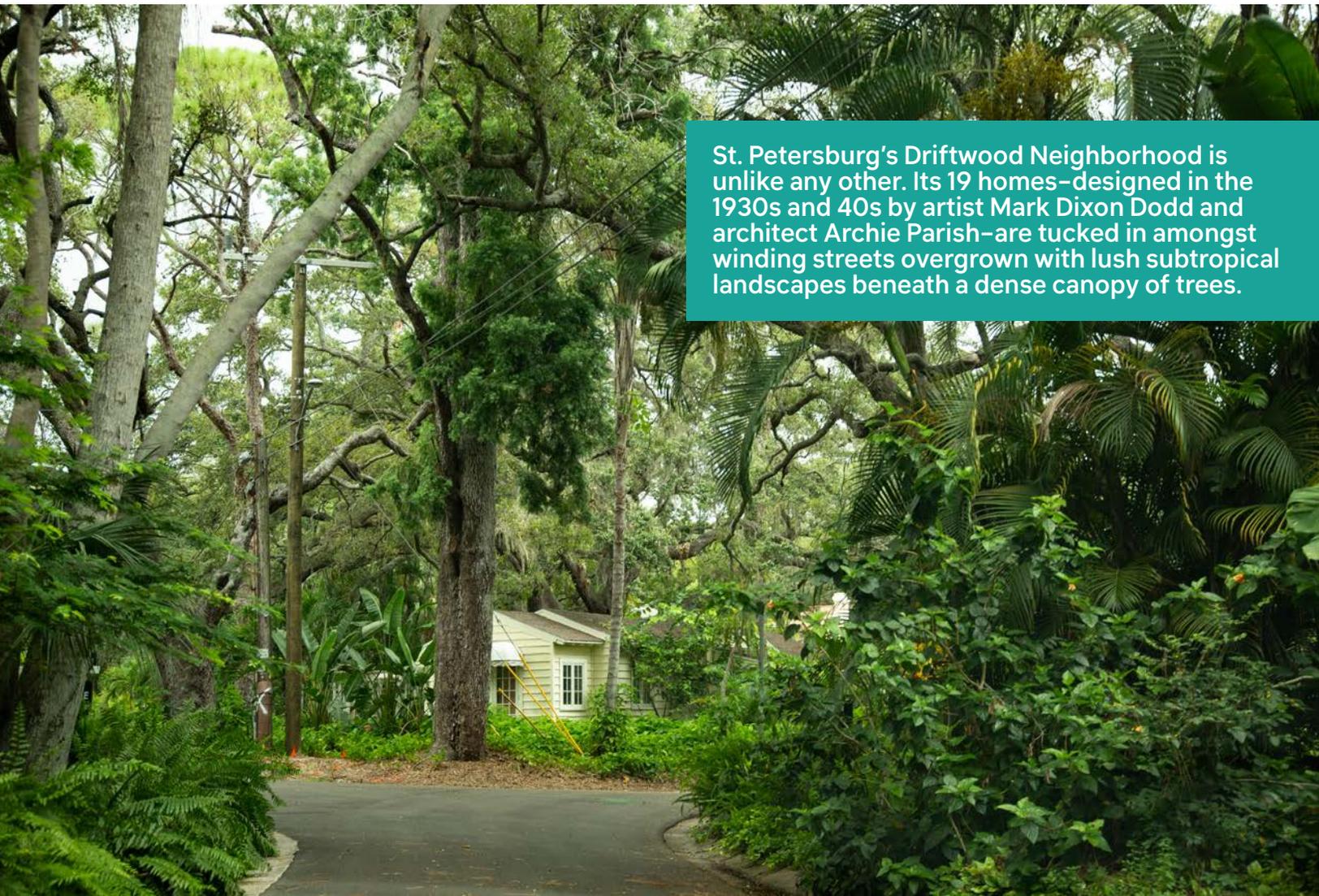
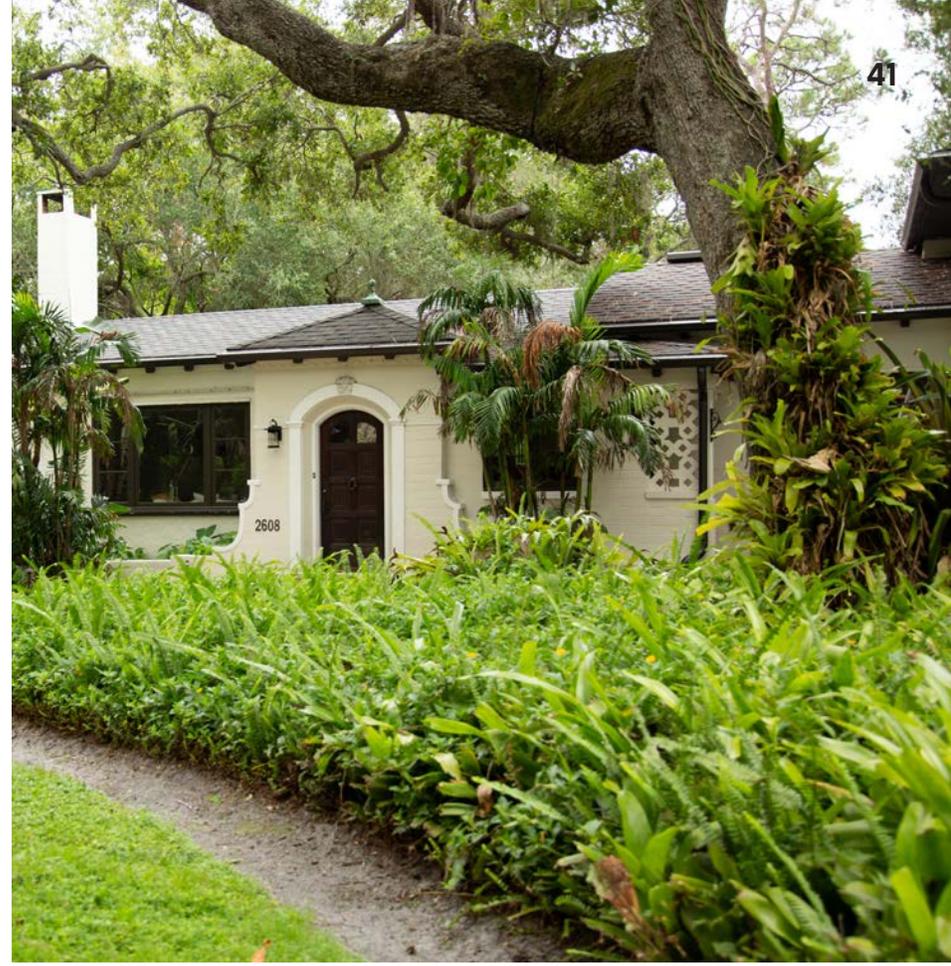
CONCLUSION

The findings in this study underscore the pivotal role that preserving St. Petersburg's historic resources plays in not only creating a unique sense of place that locals identify with, but in promoting the economic prosperity of the city as a whole. A significant majority of residents attribute their choice to live in St. Petersburg to its quality and character, explicitly emphasizing the value of older and historic places in contributing to its unique "vibe." The connection between the social, cultural, and economic is evident here—people choose to visit and live in St. Petersburg because of its unique character, and that has measurable benefits in the form of jobs, new businesses, and property value growth.

The research reveals that historic districts in St. Petersburg exhibit comparable density levels to other neighborhoods in the city, dispelling concerns that preserving historic buildings hinders urban density. The study also highlights the vital role older buildings play in providing affordable housing throughout the city. With 81% of small-scale multifamily buildings constructed before 1960, the preservation of these structures becomes instrumental in addressing housing affordability concerns. Particularly noteworthy are neighborhoods with a concentration of older housing and low-income households, where housing costs remain significantly lower than the city median, promoting economic inclusivity.

The ongoing economic vibrancy of Central Avenue further points to the success of reusing older buildings, with job growth on the avenue surpassing the city's overall rate, attracting a diverse array of businesses, including a higher share of women-owned and minority-owned enterprises. The success of Central Avenue is also a testament to the ingenuity of policy makers in St. Petersburg for creating the inventive Storefront Conservation Corridor, which protects historic building patterns and fosters small business retention and growth.

From a bustling main street lined with historic commercial buildings to older housing units that offer a measure of affordability for residents, these findings point to a consistent truth: that historic preservation in St. Petersburg plays an outsized role in the city's economic vitality and cherished local "vibe."



St. Petersburg's Driftwood Neighborhood is unlike any other. Its 19 homes—designed in the 1930s and 40s by artist Mark Dixon Dodd and architect Archie Parish—are tucked in amongst winding streets overgrown with lush subtropical landscapes beneath a dense canopy of trees.

APPENDIX 1 – FLOOD ZONES

Local historic districts make up only .5% of the land area in the City of St. Petersburg and nearly .6% of the population lives within the city's local historic districts. An overwhelming majority—nearly 91%—of the land area in Local Historic Districts fall into Zone X, which is at a moderate to minimal flood risk.

Per FEMA: Flood hazard areas identified on the Flood Insurance Rate Map are identified as a Special Flood Hazard Area (SFHA). SFHA are defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. SFHAs are labeled as Zone A, Zone AO, Zone AH, Zones A1-A30, Zone AE, Zone A99, Zone AR, Zone AR/AE, Zone AR/AO, Zone AR/A1-A30, Zone AR/A, Zone V, Zone VE, and Zones V1-V30. Moderate flood hazard areas, labeled Zone B or Zone X (shaded) are also shown on the FIRM, and are the areas between the limits of the base flood and the 0.2-percent-annual-chance (or 500-year) flood. The areas of minimal flood hazard, which are the areas outside the SFHA and higher than the elevation of the 0.2-percent-annual-chance flood, are labeled Zone C or Zone X (unshaded). <https://www.fema.gov/glossary/flood-zones>.

FIRM Zone	Description	Land Area in City Overall (SqMi)	Share of Historic District Land Area by Zone
Zone X	Areas not expected to flood during 100 year flood	35.2	90.60%
Zone A/AE/AO	Areas subject to flooding during 100-year flood; Base Flood Elevation determined	26.9	9.40%
Zone VE	Areas closest to shoreline, subject to wave action, high velocity flow, and erosion during 100 year flood; Base Flood Elevation determined	1.6	0.01%
		63.7	100%

In terms of parcels, 93% of the properties in local historic districts fall within Zone X, the area not expected to flood during a 100 year flood.

	Local Historic Districts	Rest of City	City Overall
Zone A/AE/AO	49	38,266	38,315
Zone VE	0	118	118
Zone X	658	66,793	67,451
TOTAL	707	105,177	105,884
Share of parcels at risk of flood activity	6.90%	36.50%	36.30%

Overall, 42% of the City's property value is located in zones A/AE/AO or VE, areas that are susceptible to flooding. However, only .3% of the value represented in those zones is located in local historic districts. Within local historic districts, only 17.6% of the total property value is located in areas at risk of flooding.

	Local Historic Districts	Rest of City	City Overall	Share of City's Total Value in LHDs
Zone A/AE/AO	\$62,064,967	\$19,791,705,711	\$19,853,770,678	0.30%
Zone VE	\$0	\$126,264,765	\$126,264,765	0.00%
Zone X	\$290,572,861	\$27,161,634,587	\$27,452,207,448	1.10%
TOTAL	\$352,637,828	\$47,079,605,063	\$47,432,242,891	0.70%
Share of value at risk of flood activity	17.60%	42.30%	42.10%	

APPENDIX 2 - SURVEY

Question 1 – How long have you lived in St. Petersburg?

Less than a year - 0.5%
 1-4 years - 14.4%
 5-10 years - 20.5%
 11-20 years - 21.5%
 More than 20 years - 43.1%

Question 2 -- What is your gender?

Female - 57.2%
 Male - 40.3%
 Other - 0.0%
 I prefer not to answer - 2.6%

Question 3 – In what generation were you born?

Silent Generation (1945 or earlier) - 8.4%
 Baby Boomer (1946 - 1964) - 57.3%
 Generation X (1965 - 1980) - 22.5%
 Millennial (1981 - 1995) - 10.5%
 Gen Z (1996 or later) - 0.5%
 I prefer not to answer - 0.8%

Question 4 -- Select the option that best describes you as a St. Petersburg resident.

Full-time resident (owner) - 79.2%
 Full-time resident (renter) - 8.0%
 Part-time or seasonal resident (owner)- 10.3%
 Part-time or seasonal resident (renter) - 0.0%
 I don't live in St. Petersburg - 0.8%
 Other (please specify) - 1.8%

Question 5 -- Why do you live in St. Petersburg? (you may check more than one)

The character/sense of place of St. Petersburg - 73.4%
 Good lifestyle amenities (restaurants, recreation, etc) - 70.1%
 The arts and cultural environment in St. Petersburg - 65.7%
 The area's natural beauty - 61.4%
 The comfortable size of St. Petersburg - 54.2%
 Family is near by - 32.5%
 Other (please specify) - 24.6%
 The affordability of St. Petersburg - 10.5%
 Job opportunities - 10.0%

Question 6 -- Please tell us how you personally feel about the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Historic preservation maintains St. Petersburg's character and identity	63.60%	23.90%	4.90%	3.60%	4.10%
Historic preservation makes St. Petersburg attractive to visitors and new residents	52.30%	34.40%	7.20%	3.30%	2.80%
Historic preservation promotes economic vitality	39.40%	37.60%	17.40%	3.10%	2.60%
Historic preservation creates good paying jobs	13.10%	20.60%	55.80%	6.90%	3.60%
Historic buildings are expensive to maintain	12.60%	40.20%	31.70%	11.30%	4.10%
Historic neighborhoods are not racially or economically diverse	7.20%	13.90%	37.00%	29.30%	12.60%
Historic district designation decreases property values	6.20%	5.40%	23.70%	26.00%	38.80%

Question 7 - Overall, what do you personally think the impact of historic preservation is on St. Petersburg and its citizens



Question 8 -- How often do you visit Central Avenue to shop, dine, or do business?

Once a week or more - 43.7%

One or two times a month - 35.6%

A few times a year - 16.4%

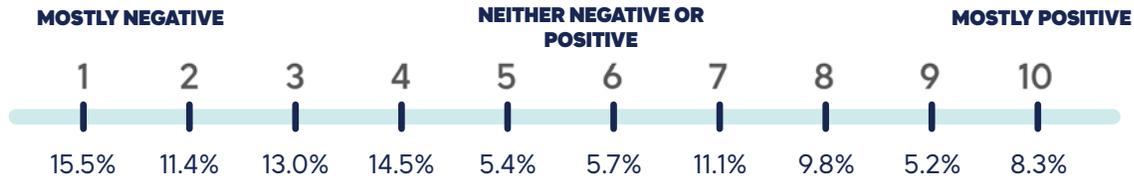
Once a year - 1.3%

Almost never - 3.1%

Question 9 -- When you visit Central Avenue, how important is each of these variables?

	Very Important	Somewhat important	Neutral	Not Important
Walkable	79.70%	16.70%	2.60%	1.00%
Feeling of public safety	76.90%	18.80%	2.60%	1.80%
Many locally owned businesses	71.00%	22.80%	4.10%	2.10%
Attractive streetscape/public improvements	70.30%	25.60%	3.90%	0.30%
Has the St. Pete "vibe"	62.50%	26.00%	8.70%	2.80%
Diversity of types of businesses	58.80%	33.80%	5.20%	2.30%
Historic character of area	57.50%	32.50%	6.90%	3.10%
Outdoor dining options	53.20%	37.20%	7.50%	2.10%
Good retail mix	51.40%	39.20%	6.80%	2.60%
Ease of parking	48.60%	27.90%	14.00%	9.60%
Proximity to home	42.20%	38.00%	14.80%	5.00%
Evening activity	40.60%	35.70%	15.30%	8.50%
Proximity to work	8.90%	11.70%	29.70%	49.70%
New highrise structures	3.90%	7.80%	19.70%	68.70%

Question 10 -- St. Petersburg has experienced significant change in its built environment in recent years. In general, how do you personally feel about that change?



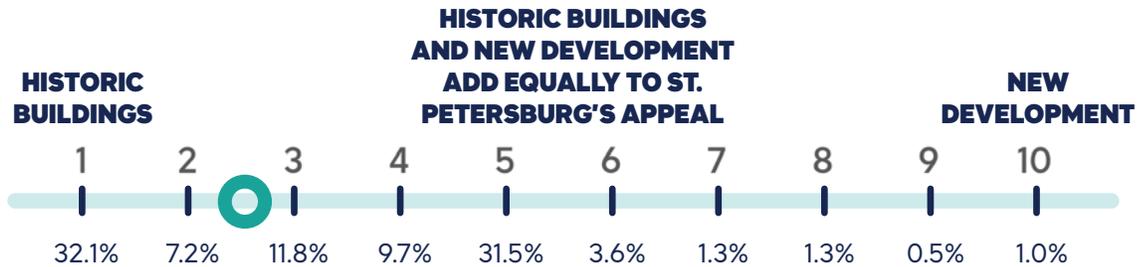
Question 11 -- Please rank the following as to how important you think each is for the future of St. Petersburg (1 = most important; 8 = least important)

	1	2	3	4	5	6	7	8
Maintaining the historic character of St. Petersburg	30.1%	22.1%	15.2%	13.4%	9.8%	4.1%	2.3%	3.1%
Preserving the St. Petersburg "vibe"	25.2%	25.5%	15.7%	13.9%	7.5%	6.4%	4.1%	1.8%
Providing more affordable housing	16.7%	14.1%	17.0%	19.3%	13.6%	7.2%	7.2%	4.9%
Keeping an abundance of locally owned businesses	13.9%	22.6%	29.6%	16.7%	9.5%	4.1%	2.3%	1.3%
Attracting more employers to create more jobs	9.0%	9.0%	10.3%	20.8%	28.8%	16.5%	3.9%	1.8%
Attracting more tourism	2.1%	2.6%	6.7%	10.0%	23.7%	31.9%	14.9%	8.2%
Growth in population	1.5%	2.8%	2.3%	3.3%	4.6%	20.6%	44.7%	20.1%
Demolition to accommodate more new development	1.5%	1.3%	3.3%	2.6%	2.6%	9.3%	20.6%	58.9%

Question 12 – When thinking about St. Petersburg, how important are the following to you personally?

	Very important	Somewhat important	Not so important	Not at all important
Parks and other public spaces	85.9%	12.8%	1.0%	0.3%
Safety	77.8%	18.9%	2.3%	1.0%
Arts and cultural opportunities	70.5%	28.0%	1.3%	0.3%
Historic character	66.2%	27.1%	4.6%	2.1%
The St. Pete "vibe"	63.9%	27.8%	5.7%	2.6%
Weather	57.7%	36.2%	5.4%	0.8%
Personal and business relationships	42.4%	46.5%	9.0%	2.1%
Social life	41.4%	47.3%	10.3%	1.0%
Beaches	37.8%	35.2%	21.3%	5.7%

Question 13 – Which do you feel adds more to the attractiveness and appeal of St. Petersburg?



Question 14 – In your opinion, which of the following would significantly reduce the quality of life of St. Petersburg?

	Major negative impact on quality	Moderate negative impact on quality	Low negative impact on quality	No negative impact on quality
Diminished public safety	81.80%	14.60%	2.30%	1.30%
Loss of historic character	71.40%	19.30%	5.90%	3.40%
Increased traffic	69.10%	25.80%	4.10%	1.00%
Sea level rise and other climate change factors	68.30%	23.50%	4.60%	3.60%
More highrise structures	57.20%	24.60%	12.60%	5.60%
Significant population growth	53.30%	33.30%	11.50%	1.80%
Increased tourism	11.60%	35.20%	40.10%	13.10%

Question 15 -- The City of St. Petersburg has set a high priority on sustainability. How important do you feel each of the following is to comprehensive sustainability efforts?

	Very important	Somewhat important	Not so important	Not at all important
Adaptive reuse of existing buildings	73.10%	22.80%	2.60%	1.50%
Major investment in public transportation	56.80%	30.10%	9.80%	3.30%
Mandating construction of "green" new buildings	43.70%	39.90%	12.30%	4.10%
Increasing number and length of bicycle lanes	33.70%	38.10%	18.80%	9.50%
Property tax incentives for installing solar panels	29.70%	41.20%	22.50%	6.70%
Installing electric vehicle charging stations	25.50%	44.30%	23.20%	7.00%
Significantly raising landfill costs to discourage waste	18.50%	41.70%	28.50%	11.30%

Question 16 -- How much, if anything, would you be willing to contribute as a voluntary, one-time donation to maintain the historic character and quality of St. Petersburg?

\$0 - 34.1%

\$5 - 0.8%

\$10 - 2.7%

\$25 - 9.8%

\$50 - 10.9%

\$100 - 22.3%

\$500 - 9.0%

Other amount (please specify) - 10.4%

SUPPORT FOR THIS REPORT WAS PROVIDED BY:

Joe and Robin Reed
City of St. Petersburg
St. Petersburg Downtown Partnership
All Trades Historical
Peter Belmont

Anonymous
New Hotel Collection
Kendall Reid and Sharron Winters
Historic Old Northeast Neighborhood Association
The Urban Charrette

Burt and Carol Kline
Historic Kenwood Neighborhood Association
Karen Carmichael
Auld Architecture
Judy Hinson
Mary Dowd
Angelina Emanuel
Ken and Gina Burchenal



KEEPING THE

VIBE ALIVE

THE IMPACT OF HISTORIC PRESERVATION
IN ST. PETERSBURG



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