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DESIGN GUIDELINES SUMMARY

CONCEPTS BEHIND THE DESIGN

These design guidelines are intended for the use of developers, design professionals, city planners, and the general community and public. The guidelines provide a clear understanding of what the City urges project applicants to strive for in designing new development, updating existing buildings and spaces, and ways in which to improve the atmosphere of the District. These guidelines range in suggestions from art and architecture, to public space and activation.

Following these guidelines will ensure a consistent cohesive design to the District. Using the elements and strategies outlined below in the development of the District will assist in finding specific ways in which to implement these design guidelines in small and large scale applications. The guidelines are focused into two categories; building design and private-public connection through site design.

SKYWAY BRIDGE & MARINA INSPIRATION

The Skyway Marina District's prime location along the marina and association with the iconic Skyway Bridge creates a perfect opportunity for using these elements as inspiration and as a basis for design and branding. Incorporating these themes into aspects of architecture, art, and the public realm will give the District a cohesive feel. (p.13)

CONTEMPORARY MARINA MOTIF

Elegant, clean, refined coastal contemporary reminds us of an easy going, care free day where sunshine surrounds us on the open water. Bringing the appeal of the marina and boating lifestyle to the whole District is an essential part of branding the area. These characteristics can be represented in architectural form, details, and materiality. (p.46)

GENERATE, CONNECT, ACTIVATE, MAINTAIN

Growth essentially relies on the success of implementing this dynamic system of generating, connecting, activating and maintaining. Though these are not a linear process, but more of a holistic approach to creating a flourishing urban core, there are some factors of directionality. (p.4)

LIVE, WORK, PLAY

St. Petersburg is known to be a place that values art and culture. The Skyway Marina District has many opportunities to further embrace and implement this into their own design. Energizing the public realm through art will offer one of the largest advantages to the District. (p.5)

ART DISTRICT

The location of the development places a responsibility on the District and its residents to protect and preserve Florida's beautiful landscape, rich wildlife, and multitude of resources. Proper planning and support can facilitate an easy transition for a growing community to implement sustainable practices and create a happy, healthy community. (p.16)

SUSTAINABLE DISTRICT

It is important for the success of an urban destination to remain active day and night, weekday and weekend. With proper planning, spaces that serve one purpose during the day can be activated to invite people back at night for a different experience. To facilitate this kind of thriving atmosphere a Live, Work, Play model must be implemented. (p.14, 56)

ARCHITECTURAL DESIGN

ARCHITECTURAL FORM

Architectural form should be contemporary and draw its inspiration from yacht and boat architecture blending with the coastal atmosphere. Look to transparency, elegant curves, crisp edges, and refined minimalism, when designing.

ROOF LINES

The use of flat or low slopping roof lines will give the District a cohesive contemporary design. Limit stylist details, such as dormers and cornices, that will interrupt clean lines and edges. (p.47)

SURFACES

Architectural facades need variation in materiality, planes, and transparency. Varying surfaces help break up the mass of a building and give it a more relatable human scale. (p.48, 53)

MASSING

Avoid heavy stereotomic expression. Instead, light, floating elements, especially roofs, will contribute to a Florida design. (p.48, 53)

SCALE

Breaking up lines with rhythmic pieces can help with the scale of the roof. Lifting the roof up and separating with light and transparency is another way to achieve this effect. Skin systems, varying material layers, and overhangs are other useful ways to break up the scale of a building. (p.48, 52)

TECTONICS

Breaking a wall and pushing part of it back creates spaces for people to pause before entering a store, wait for a friend, or a moment to rest. Most importantly it breaks up the large expanse of a wall, which can psychologically make people anxious while passing. (p.47-48)

SETBACKS

After the first or second floor, set backs should be incorporated into the architecture. This creates a great opportunity for urban terraces that bring life to the street through the activation of the vertical plane. Setbacks also allow air and light to reach the street level. (p.36, 38)

ARCHITECTURAL DETAILS

Details should take into consideration natural light and transparency, the play between interior and exterior dynamics and their connection, horizontal lines, and simple composition.

DEGREES OF VISIBILITY

There are degrees of visibility that can be provided by using gradients of materials and applications. Each of these elements, shading, transparency, and lighting, have a gradient that can be used to adjust the amount of light, visibility, and protection that is desired.

SHADING

Shading can be a separate structure that compliments the building or can be an integral part of the structure, such as a skin system or facade that extends out. Shading devices should be large enough and low enough to cover a large part of the pedestrian path. Depending on the materiality and pattern of the shading device, different amounts of light and transparency can be accomplished. (p.52)

TRANSPARENCY

Transparency is the key to creating a successful pedestrian environment, inviting and retaining business, and discouraging crime. It enhances curb appeal, which adds value to the property, street and district. Expansive windows and clerestories should be implemented when possible. Glass is an excellent example of allowing light into a space, but depending on the application needed clear, fritted, or frosted glass can add different levels of transparency. (p.53)

LIGHTING

How building facades and landscaping are lit at night can greatly impact the presence of the building and the pedestrian traffic that moves around it. Lighting fixtures should be sleek and contemporary with details that hint at the marina, waterfront, and other elements used in these guidelines. (p.54)

CONCEAL UTILITIES

Hiding elements like air conditioning units, utilities, garbage bins, plumbing fixtures and other similar elements can clean up the aesthetic of the building, creating an overall polished contemporary look to the site, as well as the District. Planning for ways to hide and incorporate these elements at the beginning of design development will help accomplish this effort. (p.55)

ARTISTIC EXPRESSION

Thinking of creative ways to implement necessary architectural features into design can greatly improve the aesthetic quality of the building as well as the streetscape as a whole.

DOWNSPOUTS

Place downspouts behind building facades or integrate them into building elements to create a clean exterior facade. (p.55)

RAIN CHAINS

Rain chains are a way to beautify the system of removing water from the roof of a building. Designing these elements into the building can give the building an added architectural feature that solves an existing problem while creating a visually appealing feature. (p.55)

WATER DRAINS AND CATCHMENT SYSTEMS

Incorporating landscaping and design into water drains and catchment systems can add to the aesthetic design of the site and give something that normally is hidden a chance to be a focal point. (p.55)

ARCHITECTURAL MATERIALITY

When thinking of materials both for interior and exterior applications, draw inspiration from this palette.

COLOR SCHEME

Opportunities to implement the District's color scheme exist in crosswalk design, lighting opportunities, shading devices, building facades, public furniture and art, signage, and much more. The more these colors find their way into the urban fabric, the more the District will begin to brand itself and create a sense of place. An integrated color scheme creates a linkage and relationship between multiple properties in the district, creating a cohesive effect. (p.10-11)

SURFACES

Architectural facades need variation in materiality. Breaking up large planes of one material with the incorporation of another greatly improves the scale of large building facades. Shading elements and rain screens can also break up surfaces. (p.48, 53)

MATERIALS

To reinforce the natural theme, of the coastal Florida landscape, use warm materials with cooling elements. A list of suggested materials are provided. (p.49-51)

WOOD

Louvers

CONCRETE

Board Formed Concrete

Tabby Stucco

STONE

Limestone

METAL

Blackened Steel

Brushed Aluminum

OTHER

Black HardiPlank

Canvas

STRUCTURE AND FEATURES

Using structures and features such as curves, tensile structure, canvas, and sails can emphasis the marina motif. (p.46)

TENSILE

Tensile structure used in shading elements, architectural details, architectural structure, and other elements will reinforce the nautical contemporary theme throughout the District.

SAILS

The use of canvas and sail like features will also reinforce the contemporary marina motif.

MATERIALITY CONTINUED

HARDSCAPING

Hardscaping and other side walk elements contribute greatly to the look and feel of the streetscape. Using materials that complement each other and offer changes in texture, scale, materiality create a better urban landscape. (p.30, 44, 50)

TEXTURES

Textures are used in architectural design to change patterns or vary the use of a material. This variation helps to break up large planes and add detail and character to a building's facade or interior. Textures can also be used in other design elements, such as street scape. (p.11 Lower Middle Image, 49-51)

SUSTAINABILITY

Sustainable practices at any scale, residential efforts to city wide regulations, greatly improve our community. It helps brand the District as a forward thinking entity, giving appeal to prospective residents, as a happy, healthy place to live, work, and play.

INCENTIVES AND GRANTS

There are many local, state, and federal incentives that businesses, as well as residents, can be part of to receive grants and tax breaks for participating in sustainable practices. (p.59)

RAINScreens

Rainscreens are systems that place an airspace behind a building's siding or exterior finish. This preventative measure reduces maintenance, increases the life of a building, and cuts down on strain to the environment's resources. (p.57)

BIRD SAFE GLASS

Bird injury or death is largely attributed to birds 1) being unable to detect and avoid glass, and 2) buildings artificial night lighting confusing night migrating birds. Developers can become familiar with advancements in technology and practices through the Bird Safe Building Guidelines by New York City Audubon. (p.62)

STORM WATER MANAGEMENT

Designing streets and other site water management practices can greatly improve our urban and natural environment. Landscaping and other technology that allows for rain to return to the water table quickly will benefit the District. (p.58)

CHARGING STATIONS

Charging stations, whether solar, public, or privately supplied, encourages people to do things in urban environments. Charging bikes, cars, electronics, and other items and providing wifi capability brings a service that many modern day residents and visitors expect from their cities. (p.14, 60)

TRASH AND RECYCLING

Encouraging the use of recycling is a nationwide issue but doing our part at a local level will benefit our community. Strategic placement of recycle and trash bins are important in getting people to recycle and keep the District clean. (p.61)

FLORIDA FRIENDLY LANDSCAPING

The use of native plants cuts down on maintenance, creates an authentic Floridian landscape, and helps to sustain resources. They also preserve habitats for native animals and insects that rely on these plants. (p.39-44)

SITE DESIGN & THE PUBLIC REALM

SITE DESIGN

There are many elements to site design that are necessary in any project, but the way they are handled can improve the site, its connection to the pedestrian realm, and the overall effect it has on the District.

BIOSWALES

Bioswales are a typical site element but the placement and design of them can add value to the site. Place bioswales to the side or rear of the site so that they do not act as a divider between the building and the pedestrian. (p.58)

HARDSCAPE

Hardscaping and other side walk elements contribute greatly to the look and feel of the streetscape, especially for the pedestrian. Using materials that complement each other and offering changes in texture, scale, and materiality gives the urban experience an interesting appeal. Balance the amount of hardscaping on the site with landscaping. Use hardscaping efficiently so that it does not create large areas that collect heat throughout the day and prevent the drainage of rainfall. (p.30)

LANDSCAPE

Where and how to use what types of plants is important in reducing maintenance and creating a successful landscape. The use of native plants cuts down on maintenance, creates an authentic Floridian landscape, and helps to sustain resources. They also preserve habitats for native animals and insects that rely on these plants. (p.39-44)

SETBACKS

Utilizing existing setbacks by incorporating public gathering spaces, such as pocket parks and plazas, can help create a walkable district. Consider parking and building placement in the site design of new development. (p.27, 29)

PARKING LOTS

Parking lots, of new development, should be located to the side or rear of buildings to allow buildings to be placed closer to the street, creating a better connection to pedestrians. (p.27)

THE PUBLIC REALM

Whether these suggestions are implemented into public space or incorporated into private led development, they can greatly improve the perceived public realm. Incentives should be used to encourage the development of public use spaces that are privately owned and maintained.

URBAN FURNITURE

Listed are suggested urban furniture and street elements for the use of public and private spaces. These suggestions will give the District a cohesive look but can also be complemented with other similar contemporary pieces.

Planters	(p.20)	Bollards	(p.32)
Seating	(p.20-21)	Lighting	(p.32-33, 54)
Lounge	(p.22)	Bike Racks	(p.34)
Shading	(p.31)	Trash	(p.61)

URBAN FEATURES

Seating, shading, pleasant sounds and focal points are a few ways to encourage people to stay in a space longer. Different elements can activate spaces and create a pleasant atmosphere.

SHADING

Using shading is extremely important to create successful urban space in the Florida climate. (p.18-19, 31)

LIGHTING

Activate public space with different applications of lighting. (p.15)

WATER FEATURES

Water cools, creates a pleasant sound that blocks other urban noises, and creates a refreshing atmosphere. Use water features to emphasis the marina motif. (p.19)

ART

Implementing art into public and private space can help with branding and place making. (p.16)

WALKABLE DISTRICT

Walkability is the biggest factor in creating an active urban environment. Scale, shade, materiality, safety, proximity, amenities, seating, and landscaping are among some of the elements needed to create a path that people will travel along. The pedestrian path is another way to promote sustainability and branding for the District. Large sidewalks is another factor that should be taken into consideration.

SETBACK SPACE

Landscaping, lights, water features, bus stops, and other street furniture can be incorporated into setback space. (p.26-29)

WAY FINDING

In order to navigate easily throughout the District, implement different forms of wayfinding. (p.12-13, 26, 29)

CROSSWALK DESIGN

Custom crosswalk design helps brand the District as well as draw attention to the safety of pedestrians. (p.26)

POCKET PARKS

Opportunities to break up the pedestrian path with moments of pause and rest greatly improve the walkability of an urban area. (p.6, 26)

LINEAR PARKS

The more connected and continuous pedestrian paths are the more they will be used to bring people to the District. How they connect to businesses, offer amenities, places to rest, and join places of interest will determine the success of the linear park. (p.8, 26)

ACTIVATING SPACE THROUGH AMENITIES

Creating moments of pause and places for people to stop and gather, sit and relax are needed to activate the public realm along commercial corridors. Determine if an active or passive form of gathering space is necessary for a particular location. A mixture of these types of spaces through out the District are ideal.

PARKLETS

Parklets are a great example of how to create unique gathering spaces. (p.28)

DOG PARKS

Creating places for residence and visitors to bring their pets can have a big impact on the use of an area. Consider simple contemporary design to keep dog parks clean and simple, so as to not distract from the aesthetic appeal of the public realm. (p.24)

EXERCISE STATIONS

Urban exercise equipment can be placed in areas for the use of the public. The amenities that can accompany such equipment can determine the scale of investment placed on that particular location. Things such as technology, like wifi and charging stations, lighting and shading can increase the investment. Incorporating the Skyway Districts color palette can have a big effect at a small cost. Placement and security are key factors to consider when determining the installation of these stations. (p.23, 29)

ACTIVATING SPACE THROUGH ART

Activating the District through art is one of the best ways to create branding, place making, and improve the local feel of the area. Incentives can be given to businesses for participating in placing art in the public realm. Local artists can be sought out in order to create authenticity in the District as well as possibly decreasing costs.

LIGHTING

There are many levels of investment for incorporating lights into a site, project, or public/private space. Applying light installations to buildings, water features, walls, seating, public space, art installations, ect. can be done in many ways at different levels of intensity. (p.15)

ART

There are many levels of investment for incorporating art into a site, project, or public/private space. Sculpture, murals, seating, walls, temporary installations, ect. can range in cost. Simply incorporating paint and hiring local artist can cut costs dramatically. (p.16)

SKYWAY MARINA DISTRICT GUIDELINES

As we challenge what a city is and what impact it can have on the lives of those who **live, work, and play** there, we look to emerging areas to set an example of what that vision should look like. More urban environments are becoming self sufficient, growing economically, drawing residents and visitors, and becoming the front runners for culture, sustainability, and healthy active lifestyles.



The Skyway Marina District has great potential for development and growth with unique amenities, location, and community. Through proper planning the District can become a commercial hub that can compete with neighboring areas.

These guidelines are meant to create a vision for the Skyway Marina District and show ways in which to implement that vision. Shaping the District's identity through branding and place making, improving development to create economic prosperity and public activation are essential. How to design for public spaces in order to generate, connect, activate and maintain the District's growth are discussed. Suggestions are provided for public space, street and architectural design, environmental sustainability, and other related topics.

With these guidelines, the Skyway Marina District will have the tool set to begin transforming itself into a cohesive place where many people will be happy to live, work, play, visit, and boat.

SKYWAY DISTRICT

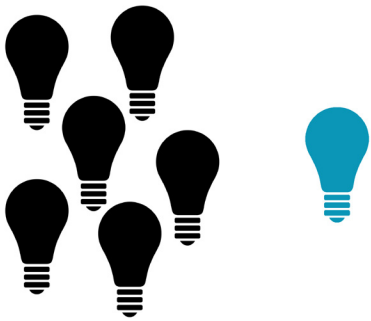
Skyway Marina District is the threshold for those entering St. Petersburg from the Skyway Bridge. Its prime location and amenities make it perfect for development and growth.

 SKYWAY MARINA DISTRICT BOUNDARY
 SKYWAY TRAIL

GROWTH

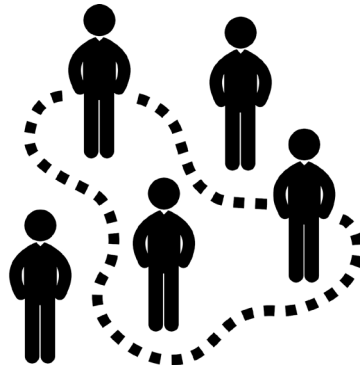
GENERATE, CONNECT, ACTIVATE, MAINTAIN.

Growth essentially relies on the success of implementing this dynamic system of generating, connecting, activating and maintaining. Though these are not a linear process but more of a holistic approach to creating a flourishing urban core, there are some factors of directionality. Generating interest in the Skyway District by providing and capitalizing on amenities will bring interest to the District's potential visitors. Connection is one of the most important components. Connecting people to these amenities in ways that are easily accessed, enjoyed, and vary in mobility will create that movement of people necessary to keep a downtown thriving. Activation not only requires the necessary variety of amenities and services but also the people to be that activation. These systems begin to fold into each other relying on the success of one to impact the other. Activation can be implemented in many ways but it is also the maintaining of these systems that will keep the District alive and growing. Generate, Connect, Activate, and Maintain are an ongoing process and should be revisited in planning and development over and over.



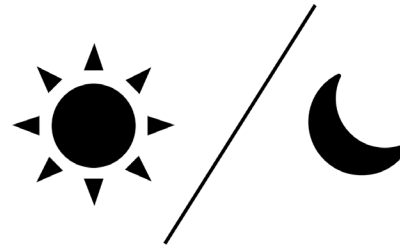
GENERATE

Generating interest in the District is the first step in growth. Branding, development, and improving amenities will draw people to the area, but the District must make itself stand out as unique. It must provide people with an experience; the Skyway Marina District experience. Place making will play a key role in this effort. People naturally want to be part of a system, to belong to a place means generating pride in that place.



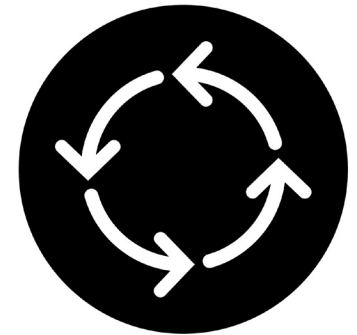
CONNECT

The movement of people is the life blood of any urban area. How easily people feel they can reach and navigate an area greatly affects their willingness to visit that place. Not only how the individual moves around but also how this accessibility is perceived. The connectedness of surrounding areas to the District as well as the internal connectedness of the amenities are important. In order for the District to grow it must offer a variety of ways to connect and support those modes of transportation.



ACTIVATE

Activation is probably the most important factor in growth and also the easiest to control. Creating comfortable spaces, activities, programs, and entertainment that allow for the adjustment of people's needs will bring life to public spaces. When amenities can be accessed day and night, weekday and weekend people know they can rely on those resources.



MAINTAIN

Maintenance is an ongoing process in sustaining an active urban core. With proper care and planning a downtown can thrive and continue to grow with its community. Looking for new ways to improve and change gathering spaces, events, and art can bring people to the District. Planning in sustainability and zoning can offer long term maintenance that will benefit the District.

LIVE, WORK, PLAY.

It is important for the success of an urban destination to remain **active day and night**, weekday and weekend. With proper planning, spaces that serve one purpose during the day can be activated to invite people back at night for a different experience. To facilitate this kind of thriving atmosphere, a Live, Work, Play model must be implemented. Mixed-use and residential development combined with neighboring residential areas supply the volume of people needed to keep the urban core active. Development and growth with more commercial opportunities provide jobs for those who live in close proximity. These same people who live and work are invited to play with active gathering spaces, dining and shopping opportunities, community events, and other local amenities. This type of all encompassing model leads to the elimination of inactive urban spaces that do not retain enough people to create an entertaining or safe atmosphere. Urban spaces that are programed to offer these energized amenities to play, relax, shop and eat will be successful in their endeavor to create an urban destination.



Above, a public gathering space is activated by amenities, such as water features, shading, seating, shopping and dining. These features allow the space to provide all the amenities that people want with the convenience of not having to depend on the car to move among them.



This same space remains active even into the evening. Implementing lighting features that not only activate the space and make it pleasing to be in, but also creates a sense of security. Commercial spaces remain open for residents and visitors to enjoy their community in the evening hours instead of having to travel to distant areas for these types of resources.

COMMERCIAL DEVELOPMENT

There is great potential for commercial development throughout the Skyway Marina District. In order for the success of this commercial corridor there must be a mix of business, retail, public gathering spaces, and entertainment. Pocket parks and plazas should be placed at intervals to allow people to pause and relax while moving from one place of interest to the next. As growth in the area continues and density begins to develop, retail options will allow the District to compete with other areas for business.



Opportunities to break up the pedestrian path with moments of pause and rest greatly improve the walkability of an urban area. By incorporating areas, such as pocket parks, the pedestrian path becomes more easily transversed and invites people to stop and enjoy the city. Pictured is an example of such a use. This image also illustrates the utilization of setback space that normally is vacant along roads.



The District offers many opportunities for retail growth. By creating a walkable, shaded pedestrian path along this corridor, an overall activation of the road is promising. Creating a density of retail options for shoppers will allow the District to compete with neighboring shopping venues. Stores should be along the pedestrian path and close enough for shoppers to move from one store to the next without getting in a car.



Dining opportunities should merge with retail offering an atmosphere to shop and dine. Restaurants that open out into the pedestrian path can impact the vibrancy of the pedestrian zone by creating a more active street. The restaurant experience should range from casual to full service.

ENTERTAINMENT

An energized environment, active with people and options for visitors to choose from are what people are looking for in a downtown. Places to eat, drink, socialize, people watch, meet up with friends, and places to walk are all necessary to have an active entertainment area. Businesses should capitalize on the marina and skyway theme and create a contemporary Florida design. Outside seating with shading devices will give the impression of being on the waterfront.



The urban terrace adds to the dynamic of the street. If elevated it can activate the vertical plane, diversifying the pedestrian zone. An elevated dining experience can offer views of the water and distance away from traffic.



Water features are attractive and can cool down a space. They cancel out unwanted noise and promote people to remain in an area longer. They can also be used as attractions for purposes of branding an area or place making. Water features can be subtle moments, or can be combined with lights and art installations. In some instances they can even be interactive, such as shown in the image to the left.



The movement of people is the most important component in a thriving urban space. A comfortable environment that facilitates easy progression from one point of interest to the next is essential. The pedestrian realm should be shaded; blank opaque walls should be avoided. Businesses and amenities should be at a minimal distance and should be broken up with places to sit and socialize. Activation of the pedestrian realm by bringing seating outside of restaurants, shown to left, is a great example of creating this atmosphere. A dining experience that acts as a buffer between the pedestrian path and the building helps to activate a sidewalk alleviating the typical experience of moving along a building's facade. Features like this will begin to shape the atmosphere of the District.

PEDESTRIAN PATH

Many commercial corridors flourish from the connection they have with an active pedestrian path. The Pinellas Trail and Marina act as prime elements to give such a path a strong footing. The already used trail can be retrofitted to offer more amenities, such as seating and shade, water features, and exercise equipment. It's proximity to the Marina capitalizes on the boating atmosphere giving the District a distinct character. These elements can act as a catalyst to jump start commercial and residential development; giving people a reason to come live, work, and play.



The Pinellas Trail is a tremendous asset to the people of St. Petersburg. The Skyway Marina District has a great opportunity to capitalize on this asset and transform it into a wonderful public experience for visitors. The expansion of the Pinellas Trail into a Linear Park would give people a unique way to access the District for shopping, dining, and entertainment while keeping the casual calm atmosphere of a park.



To create an inviting environment that allows visitors to enjoy the waterfront, requires well thought out seating and shading. The type of shading and seating will play a key role in the identity of the waterfront. There are a multitude of ways to activate this space and give it a unique atmosphere. As pictured, urban swings are a great way to give people an enjoyable experience while visiting an area.


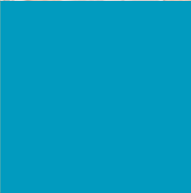





The Marina is a great amenity to the District. The coastal feel it provides the area incites a sense of pleasure and calm. Activating this area and bringing people to the waterfront will breathe life into the District. Seating, shade, water features, views, public gathering spaces, shopping and dining will allow the Skyway Marina District to stand out as a key destination in St. Petersburg.

BRANDING

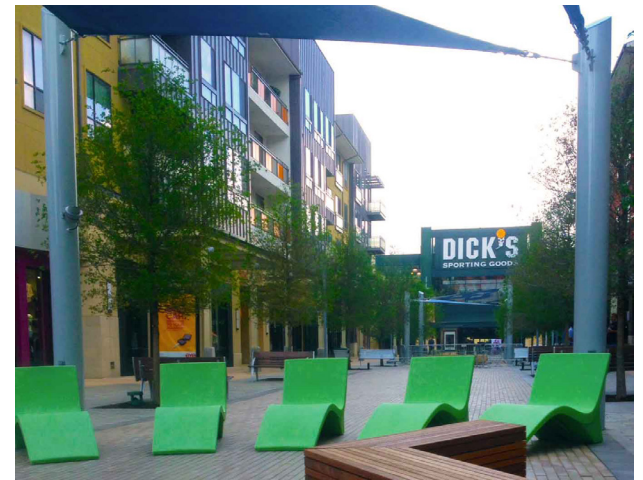
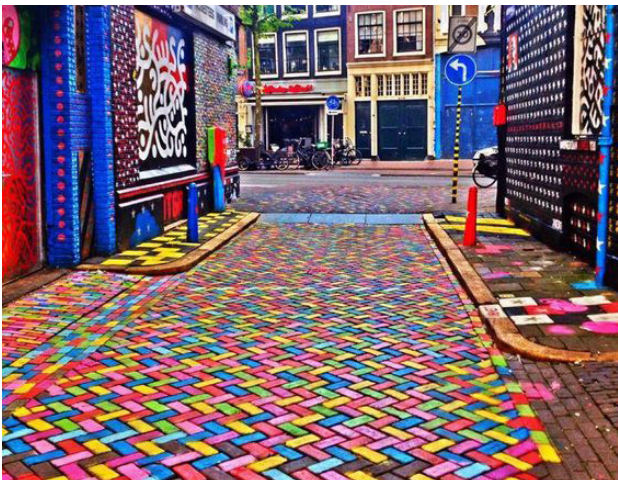
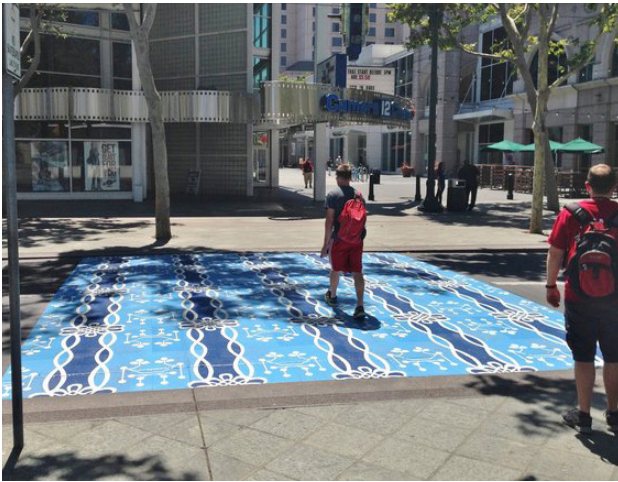
An aerial photograph of a sailboat with a white hull and orange deck, sailing on a deep blue-green sea. A small motorboat is visible in the distance. A semi-transparent color palette is overlaid on the image, featuring five color swatches with their corresponding Pantone codes. The word 'PANTONE' is written in white serif font above the palette.

PANTONE

				
7401 C	7703 C	324 C	2767 C	7528 C

IMPLEMENTING COLOR SCHEME

Public space can greatly be improved by color. **Color** plays a large role in human interaction with the environment. It can provoke involvement, connection, and happiness. There are many ways to implement the District's color scheme throughout the District. Opportunities exist in crosswalk design, lighting, shading devices, building facades, public furniture and art, signage, and much more. The more these colors find their way into the urban fabric, the more the District will begin to brand itself and create a sense of place, enriching the lives of everyone who lives there and visits.



WAYFINDING OPPORTUNITIES

Navigating our city in order to find places of interest, meet friends, move smoothly from one location to the next, and encourage discovery is extremely important. The easier the elements in our environment facilitate this functionality the more people will travel through it. Maps, signage, and information kiosks are some of the ways to meet this requirement. The way these elements are implemented can enhance the experience and make it even more enjoyable. Creative signage that adds color, art, and unique design begins to create character. Where this signage is located encourages us to engage our environment, looking around us, on the ground, on the wall, above us; giving space a dynamic effect.



Painting wayfinding on the ground not only activates the ground plane but also is an easy way to implement the District's color scheme. This example shows the distance to a location of interest. Giving someone a better understanding of their location in the area and the proximity to their destination.



A map of the area was combined with a more traditional type of wayfinding sign. This gives the area character as well as helping visitors navigate the city.



Creating unique signage and implementing it throughout the District will create a unique atmosphere as well as help with the District's branding.

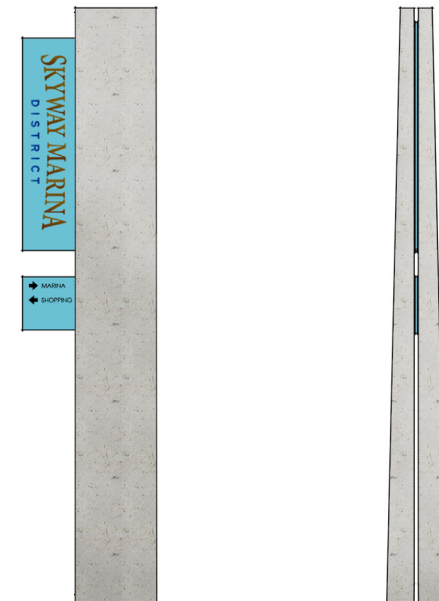


An information kiosk is an asset to a district. They act as a landmark helping visitors find their way. Depending on the size of the kiosk they can serve multiple functions. Offering amenities and creating a comfortable place to gather in the shade, is a great asset to a downtown.

WAYFINDING

The Skyway Marina District is the threshold for those entering St. Petersburg from the Skyway Bridge. Its prime location along the waterfront and association with the iconic Skyway Bridge creates a perfect opportunity for using these elements as a basis for **design and branding**. Incorporating inspiration drawn from the bridge into aspects of design can create a unique character for the District, essential in place making.

The Skyway Bridge was the inspiration for the design of this custom wayfinding post. Two concrete halves meet slightly suspended from each other. This space allows for the placement of the Skyway Marina District Banner and additional travel information. Lights, hidden in the gap, shine at night illuminating the signage and casting a yellow light onto the path around it. This hints at the cables that cast out from the Skyway bridge. These lights can also be adjusted to different colors for events, holidays, and other occasions, creating a powerful visual display to highlight the District.



SUSTAINABILITY AS A BRAND

Skyway Marina District has a rare opportunity to completely brand itself based on how it wants to be viewed. The amount of planning and push from the community and committees show the dedication that the people of the District have and the effort they are willing to give the place they call home. The location of the development places a responsibility on the District and its residents. Florida's beautiful landscape, rich wildlife, and multitude of resources must be protected and preserved. Proper planning and support can lead to an easy transition for a growing community to implement sustainable practices. This benefits the community and District in multiple ways. Branding, not only will help in the efforts towards achieving these sustainable goals, but will also spread a positive image for the District. The Skyway Marina District can use this branding to make itself more recognizable to surrounding communities, to interested visitors, businesses, and potential residents. With the growing need for sustainable, happy, healthy communities branding itself as a front runner in these practices will entice people to be part of such a positive, growing place.



Public resources, such as charging stations, be it cars, phones, or bikes, let the community feel like they are participating in the effort towards sustainability. They can also act to provide shade and covered seating.



Using Florida friendly landscaping not only beautifies the District and public spaces but also helps wildlife and cuts down on maintenance. The placement of landscaping can add vibrancy to the urban landscape through color and textures.



Using bold ways to remind people of the sustainable message that the District is sending helps to keep up the District's branding image. It also acts as a reminder and encourages others to participate in recycling.

LIGHTING OPPORTUNITIES

Lights are an important element to include in design. They can take a dark, under used space and completely transform it into an active place where people will congregate. This is especially true at night. As mentioned earlier, growth relies heavily on “activation” day and night. Much like art, lights are an attractive and fun feature that people love to engage with. Creating spaces that capitalize on this effect can be easily obtained. The design of such spaces can be given to surrounding businesses, encouraged by local artists or designed by public planning committees. As shown in some of the examples below, light installations can serve multiple purposes with smart design. Implementing parts of the color scheme into these features will also benefit the District in its branding effort.



In the example above, lights are incorporated into public seating. This activates the space, provides a way for people to stop and enjoy the space as well as creating a “sense of place” to the street scape. Elements like this can activate the front of a business.



The same type of light experience in different locations will create a unified district. Deciding on some lighting types that businesses can choose to implement will help in executing this goal.



Going beyond traditional seating and lighting, there are many ways to create fun places that allow visitors to “play” with their environment. This can be done with urban swings, water features, lights, or music shows. These types of opportunities are what really create a unique sense of place and will begin to set the Skyway Marina District away from other districts.

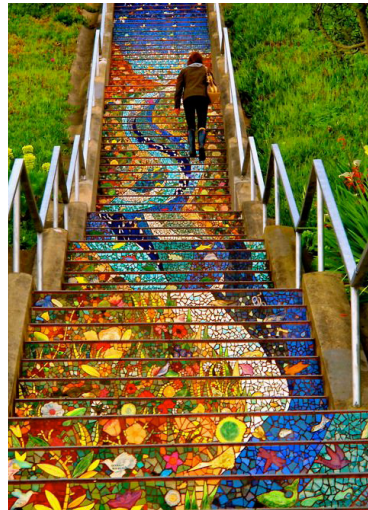
ACTIVATION THROUGH ART

St. Petersburg is known to be a place that values art and culture. The Skyway Marina District has many opportunities to further embrace and implement this in their own design. **Art brings us together**, creates conversation, encourages interaction, and adds beauty and interest to our landscape. The act of making, for the purpose of expression, is one of our best human qualities and encouraging and facilitating this creativity can greatly impact the branding and growth of the District. Energizing the public realm through art will offer one of the largest advantages to the District.

There are different degrees of intensity and investment when deciding on art installations. Options range from simply painting a surface or wall, placing a sculpture, to time based installations that visitors can experience and interact.



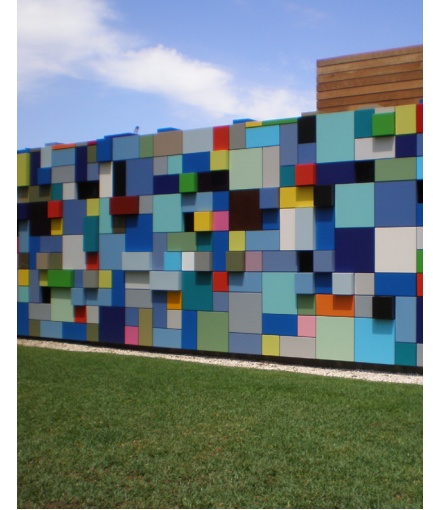
Art is not there to just look at, it is meant to engage mentally and physically. In the example shown above, a large sculptural piece allows visitors to interact with it by moving inside its form.



There are many forms of art and many places to implement it. Beautification of stairs, for example, give a place character and make the use of them more enjoyable.



Art opportunities do not have to be static. They can move throughout the city, along a path, breaking and joining along the way. A simple move or bold statement is often all that is needed for place making. The Red Ribbon Park in China, pictured above, is a great example of how this bold gesture can create a distinct experience.



Art and color can take something, like a blank wall that is often found in urban areas, and transform them into something that is enjoyable to move along. A negative dead space that was once an eye sore now serves a purpose for encouraging art or as an opportunity for branding. Large walls next to shopping centers, such as behind Publix, could offer such a wall.

PUBLIC SPACE

PLACE MAKING

In order for a place to be welcoming, engaging, and lasting, it must meet the needs of the people who use it. If a place promotes social interaction, functionality, connection, and comfort then it will encourage people to visit and return again. A sense of pride in the places people live is the key to health, happiness, and continued growth.

Places that have shared amenities, places to eat, drink, gather and sit will encourage people to behave socially in that place. How functional a space is depends on the flexibility of the activities that can be done there. Spaces that allow children to play and parents to sit and talk, people to eat and read a book, workout, and people watch begin to be defined by the people who use it. Connection is the life blood of public space. Without connection to amenities and other places of interest people will not travel to that space. The place must also promote that connectivity through public transportation, bike racks, linear parks and other means of travel. Most importantly people must feel welcome and comfortable in a space. Seating and shade, pleasant sounds and focal points are a few ways to ensure this.



Seating and shading is a **passive** way of implementing place making. It can be enhanced by landscaping, hardscape materials, colors, design elements, and tables. Creating a completely relaxing space that allows people to use it for meeting a friend, eating, working etc. will give people reasons to visit, relax, and do business there.



Some public spaces can be an **active** way of creating a sense of place. For example, pictured above, water features encourage active play. Public space should appeal to a large variety of people. In this image, children play in a water feature while parents sit and enjoy watching them. The sounds and cooling effect of the water draws others to the area to enjoy their lunch. At night couples walk here and enjoy the water and lights.



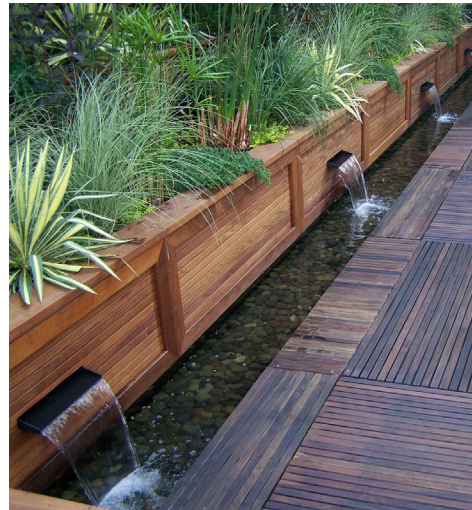
Creating spaces that invite people to sit and stay is essential to creating an active district. This is done through amenities as well as through the complementary and necessary elements that allow people to enjoy those elements. Any seating should have shading and landscaping around it. Landscaping and shading can act to cool the area and create a comfortable micro-climate. All seating should have recycle and waste bins in close proximity.

SHADING AND WATER IN DESIGN

Shading and water features are essential elements for public spaces. The more these features can be incorporated into gathering spaces the more active those space will be. A comfortable and **enjoyable environment** is one that people will return to again and again. Shading can be so much more dynamic than just blocking the sun from a pedestrian who stops beneath it. Water cools our bodies and our minds. The mere presence of water features causes people to stay longer in a space than they normally would. The psychological effect and its impact on behavior is an amazing study on understanding the design needs of public spaces.



Large shaded areas invite us to join that space. It is a visual cue that assures us that our presence is welcome and encouraged. The unique design or bold gesture of a shading device in a plaza or park can be the catalyst for activation and use. Covered seating provides shelter and protection from rain and sun, allowing the space to still be used in Florida's changing weather and climate.



Landscaping and water features, like the ones shown above, can give a freshness to a seating area. The pleasant sound of water washes out background noise from the urban environment. Water makes a space feel cooler and depending on the design of the feature can actually cool the surrounding space. This is a necessity for Florida.



Florida shade structures should take into account the environment in which they are placed. If the space is intended for visitors to stay for extended periods of time while shopping or eating then shaded structures should take into consideration rain fall. If the shading device is one where it is intended to offer some relief from the sun while moving from one destination to the next, then brakes in the overhead plan can be more inviting. In this case it may be more beneficial to let in more light so that pedestrians feel more comfortable to move underneath it.

SEATING AND PLANTER BOX SUGGESTION

To keep with the unified image and branding of the District, using a particular bench and planter will give the District a cohesive feel.

The Bevel Bench and Miter Planter by Landscape Forms are a clean contemporary set that will blend with the urban fabric. These elements have a reserved design that will be able to be used in many different schemes and designs throughout the District complementing changes in location. With these quiet design elements, art and landscaping will act as the energy and focal point for the street scape. The tension of the concrete castings compliment the suggested wayfinding design as well as call to the Skyway Bridge inspiration.



MITER PLANTER - LANDSCAPE FORMS

Stainless steel corner details bring a refined look to this modular design that suits a wide range of spaces.

The modular design can be reconfigured, is high performance concrete that is resistant to graffiti.

Resource efficient, low energy TENSLE manufacturing process utilizes raw materials local to manufacturing. Manufactured in USA.



BEVEL BENCH - LANDSCAPE FORMS

Freestanding or surface mount options are available.

Resource efficient, low energy TENSLE manufacturing process utilizes raw materials local to manufacturing. Manufactured in USA.

TENSLE surfaces are protected by an invisible hydrophobic treatment that resists graffiti.



LARGE SCALE SEATING

Large scale seating can make a substantial space seem unified and cohesive. Much like large scale shading, seating of this scale psychologically encourages people to stop and sit. With seating, such as the one below, people feel free from restriction of location to sit, proximity to others, and duration of holding a seat from others. The curvature of this design also allows for groups of people to sit and talk, eat, and relax. The materiality is one also conducive to wear from the sun and rain, and other urban factors. Because of the high temperatures in this climate, using metals or other materials that absorb a lot of heat is not ideal for any type of urban furniture that people's skin may come in contact with.

This contemporary organic form called Twig by Landscape Forms will merge nicely complementing the Skyway Marina District's large scale public spaces.

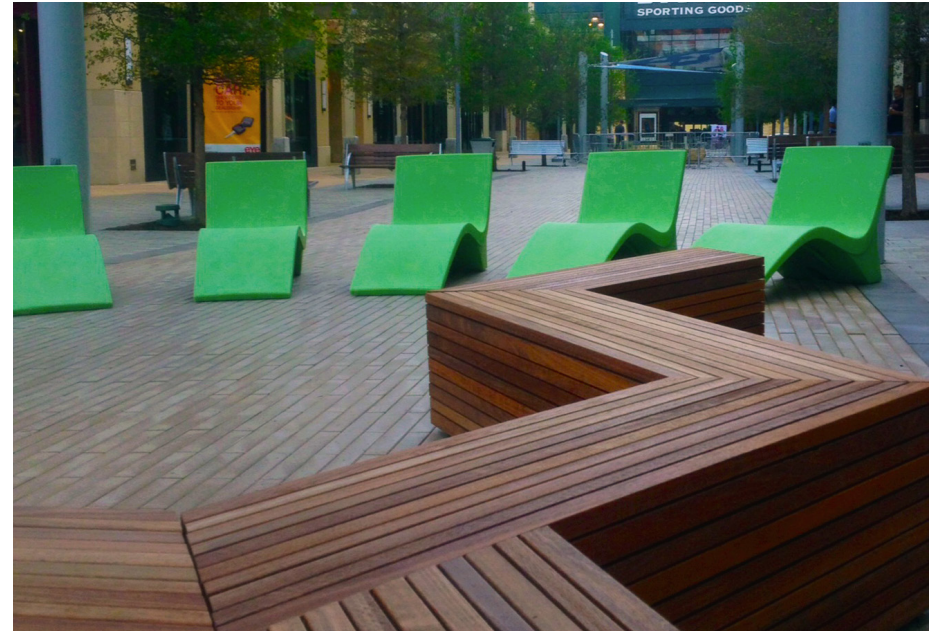


TWIG - LANDSCAPE FORMS

Twig is a system of modular cast stone benches with an organic form. With no back or front, the design allows 360° of use. The basic Twig module has three asymmetric arms with edges that share a common geometry, so modules can be added and “branched” in virtually limitless patterns.

ACCENT SEATING

A way to activate an area through color is an accent piece that doubles in use. Coupling the quiet design of the other seating suggestions, these chairs add a playfulness to a public space and allow people to lounge and enjoy the day. Their distinct and unique design will make this chaise an element that people will be able to easily identify with the Skyway Marina District. In a few key locations these chairs can be their own **place making** tools. They should be placed in an active well lit environment that offers plenty of shade. They should be in close proximity to spaces that people tend to congregate, such as a water feature, a shopping hub, or on a boardwalk.



35 CHILL SEATING - LANDSCAPE FORMS

Chill is a chaise lounge for commercial outdoor environments. It provides a welcoming relaxed posture, ideal for public spaces that caters to the modern day urban dweller.

PUBLIC EXERCISE EQUIPMENT

Keeping a community happy and healthy is a benefit to everyone. Promoting an [active life style](#) and creating opportunities to facilitate those activities is the key to creating a positive brand that encourages development and growth of the population. The Pinellas Trail is a great opportunity to implement some of these activities. The portion of the trail that runs through the Skyway Marina District would greatly benefit from public exercise equipment. The popular use of this trail for biking, rollerblading, running, and walking make it an ideal location to offer more resources for residents.

This equipment should be placed in shaded areas with lots of lighting. When selecting locations for equipment, consider high pedestrian traffic areas, and open space. This will give a sense of security to users. Recycle bins, waste bins and water fountains should also be placed in close proximity to equipment.



Offering amenities like free wifi around workout equipment will greatly improve the use of the equipment.



The same equipment can also be placed along side public parks allowing parents to exercise while watching their children play.



When selecting equipment it should be contemporary in design, consisting of one to two colors, as shown in the image above. Colors should coordinate with the Skyway Marina District's color palette.

DOG PARKS

People of St. Petersburg love their dogs. Activating vacant spaces and finding ways to incorporate spaces to accommodate residents and their dogs can greatly improve the atmosphere of the District. By providing this amenities, people are more likely to come to the District bringing business and activate the use of these spaces. Even people who do not own dogs like to watch them play. Dogs and their owners can bring a pleasant, [happy atmosphere](#) to the District.



Offering amenities like free wifi, charging stations, shaded seating, and other related elements, that allow people to use the space while their dogs play, will create a destination for residents.



Dog parks can be located in many areas to utilize urban space that normally stays vacant. Pictured above is an example of using a median space between two roads for this purpose.



Simple, clean design can be implemented into dog parks to fit the District's contemporary palette as well as give dog parks a pleasant aesthetic to add to the urban environment. A good example of this type of contemporary design is the Curtis Hixon Waterfront Dog Park.

STREET DESIGN

A WALKABLE DISTRICT

People are the life of a district and the ability for them to move throughout the district with comfort and ease is essential for development and growth. Many elements contribute to creating a conducive environment that promotes people to visit and return to an area. Walkability is the biggest factor and many things contribute to it's success. Scale, shade, materiality, safety, proximity and distance to amenities, seating, and landscaping are among some of the elements needed to create a path that people will travel along. The [pedestrian path](#) is another way to promote sustainability and branding for the District.



Crosswalks are a great opportunity for branding and adding life to the street, but they can also be helpful with pedestrian safety. Crosswalks that are large and colorful stand out to motorists and draw attention to the pedestrian. They also subconsciously give more importance to the pedestrian by placing attention on that path as a means of travel.



With large set backs along 34th Street there is room to improve the pedestrian experience. Where large openings exist adjacent to businesses, pocket parks, landscaping, trees, shading, and large sidewalks will make that street more walkable.



Corner design that combines wayfinding signage, landscaping, branding, lighting, seating, and water features will serve multiple purposes. Corners emit the presence of the district. They are the focal points of the street and consolidate traffic from many directions. They can serve as meeting points for visitors, and moments to pause for commuters.

A WALKABLE DISTRICT

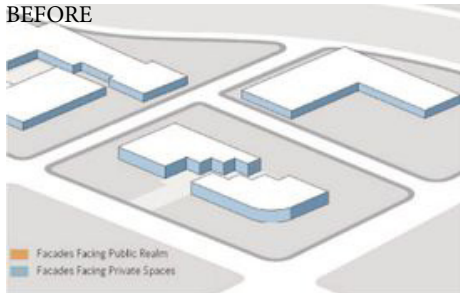
Walkable streets should have a place of interest, change of route, or public gathering space at least every 200 to 300 feet. Breaking up a walk with a different visual stimulus or change in path, such as an intersection, makes walking seem shorter and progress apparent. According to Spur, “intersection density and street connectivity are more strongly correlated with walking than even density and mixed land uses.” (2013) Even if block size can’t be reduced, offering public paths through blocks can greatly improve walkability.

Retail, dining, event and gathering spaces should be placed strategically along pedestrian paths and street edges. Creating mixed use opportunities, where apartments rest above businesses, will activate the District and promoting a safer area because of the “more eyes on the street” notion.

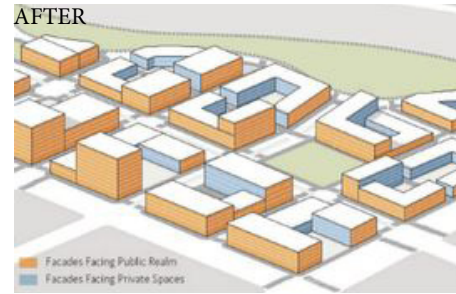
Density plays a big role in walkability. As the District grows placing buildings closer together will help create a more pedestrian friendly experience.

BUILDING ORIENTATION

BEFORE



AFTER

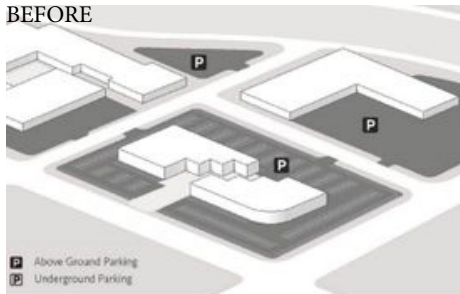


Many cities throughout the country, especially in suburban areas, have typical street design where large parking lots rest against the street followed by large buildings pushed back in the lot. These buildings tend to be separated by long distances from the next building, requiring the use of automobiles to shop from one business to the next.

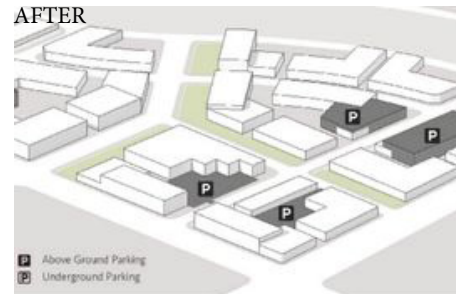
Building should be located directly along street edges and public spaces. This will benefit the street and district greatly, creating street character and definition. Pushing these buildings forward and creating intersections, even if they are only pedestrian, will allow pedestrians to have easy access to buildings and amenities. The more comfortable and easy this experience is the more often people will do business there and more likely stay at longer intervals improving the growth of business.

PARKING

BEFORE



AFTER

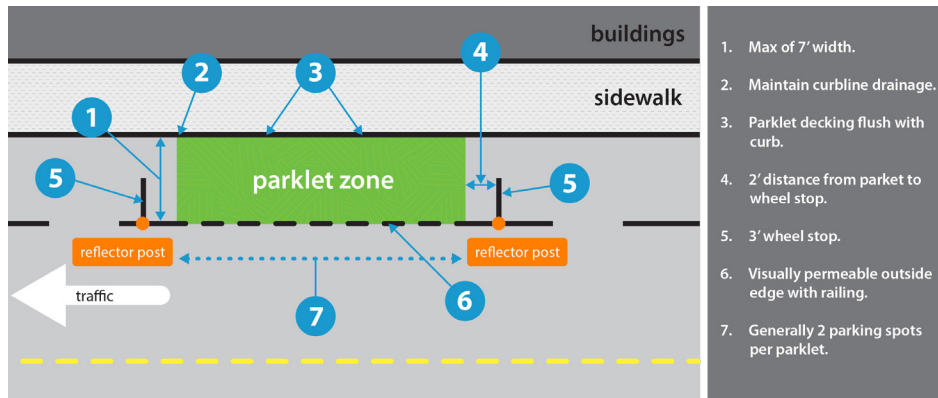


Parking lots take up a large amount of urban space, are very unattractive, absorb and create a lot of heat from the sun, and disconnect us from buildings. As mentioned earlier, typically in areas with a lot of urban sprawl parking is placed in front of buildings separating buildings from the street and being the common visual characteristic of the district or city.

Pushing parking back behind buildings, or integrating it into the center of a complex creates more building pedestrian interaction. This gives the street character by removing the parking lot as the defining characteristic of the streetscape. A higher street to facade ratio will boost business and growth. Once dense areas are established unified parking in garages will make everyone a pedestrian once they have parked.

PARKLETS

Parklets are a great way to activate a street as well as give more space back to the pedestrian. They can support businesses by providing room for dining and seating. They can be used for branding for the District or for businesses. Competitions can be formed to get the community active in their design. With color, plants, and different designs, parklets can give a typical streetscape character that assists in place making.



URBAN FURNITURE

Certain urban elements can complete public space along a street and offer convenience and amenities to visitors and residents. Bus shelters, wayfinding, urban swings, benches, bike racks, bollards, shading devices, etc. all contribute to the overall look of the city. When selecting these elements a clean contemporary look should be considered.



Giving the street over to the inner child has become a recent trend in the urban landscape. Changing out traditional benches and seating for urban swings turn the street back into an adult play ground. As pedestrians wait to meet with friends, catch buses, or take a break in between shopping, a swing is a change from our normal way of engaging the world. This feature is one that leaves an enjoyable impression on those who visit the Skyway Marina District.



Custom designed shelters that incorporate branding and color schemes are becoming more of a standard. Now that lower priced materials are available to manufacturers, many transit agencies and cities are capitalizing on this opportunity. Transportation stops that incorporate lighting, technology, unique design and art are becoming more popular to the modern day commuter. The image above shows a design that pushes the idea of what a bus stop can be. The image to the top right is a beautiful example of incorporating custom art into bus shelter design.



Public transportation, though utilized heavily around the world, is slowly becoming more popular with improved stations, buses, frequency, and commuter amenities. As cities begin to improve the system, it contributes to the overall success of public transportation in the United States. As this trend continues to grow, cities that have invested in transportation infrastructure will see economic vitality and development. Public transportation systems are what many people moving to urban areas are looking for in a location.

HARDSCAPING

Hardscaping and other side walk elements contribute greatly to the look and feel of the streetscape, especially for the pedestrian. Using materials that complement each other and offer changes in texture, scale, and materiality give the urban experience an interesting appeal. Our body feels what our eyes sees. Materials that are adverse to the touch make us uncomfortable even if we are not going to touch them. Large open expanses with no visual change can make us feel disoriented from the lack of scale.



For the high traffic pedestrian areas, such as side walks and main paths to businesses, use a consistent paver that can be found throughout the area. Patterns with different colored pavers and missing tiles for landscaping (shown above) will give the sidewalk character.



Whenever there is room, a raised tree grate should be used to provide seating.



Variations in pavers can give the sidewalk character. Place this type of design in lower traffic areas such as plazas or around seating and shopping areas. It can also be used to slow traffic in a particular space.

SIDEWALK SHADING

The Florida climate makes shading a necessity in any outdoor space. With the proper amount of shading people can enjoy outdoor spaces.

When placing pedestrian shading along a pathway the shading structure should be eight to ten feet above the ground. Placing shade too high can cast shadows too far from the path to be effective throughout the day. Shading structures should be made of an opaque material that allows some light filtration. Glass and other transparent materials are not an effective shading material for the Florida climate. When possible, to keep with the contemporary nautical theme, tensile canvas material should be used.

Another consideration is to maximize the use of these shading devices through the implementation of water collection. The water captured by these shading structures could be diverted into bioswales and used for irrigation of landscaping.



SUNAMI BY TENSILE SHADE PRODUCTS, LLC

These shading devices offer breaks in the shade as pedestrians walk along a path providing a feeling of openness.

Their curved form allows ambient light to bounce providing a sense of airiness while blocking direct sun. The contemporary nautical feel they bring to a space speaks to the Skyway Marina District's connection to the water.

Placing these shading structures along a path will make them walkable and encourage people to travel along it. The variety of colors offered allows for the matching of the District's color palette. These devices can also be placed in public gathering areas, in front of businesses where people might sit and eat.

Combining lights to the Sunami shading structure can add a sense of security at night. With use of these structures throughout the District, their distinct form will contribute to the overall branding of the area.

BOLLARDS AND LIGHTING

Bollards though functional can also be aesthetically pleasing. Matching the streetscape and other elements, bollards can improve areas where they are needed by serving as a barrier as well as providing lighting. Consolidating elements that offer multiple functions will help give the District an organized cohesive look. A bollard that serves as divider, pathway light, and wayfinding element will eliminate the need to choose different elements to serve these purposes.



35 GUIDE BOLLARD BY LANDSCAPE FORMS

The 35 Guide Bollard has a sleek twisting design that incorporates light into its frame. Different from your typical bollard this design can act, not only as a divider, but as a wayfinding element and pathway light. The inlaid LEDs cast lights at an angle casting overlapping light along the path. The color options provide a high shine silver option that will compliment the Skyway District's palette.

LARGE SCALE LIGHTING

Large scale lighting should be used in areas that need to be well lit for public activation and promote a sense of comfort and safety at night. The Signal Light from Landscape Forms can be used at a pedestrian scale as well as being used for street lighting. The elegant form compliments the other street furniture chosen for the Skyway District's palette. This polished contemporary design will make the District stand out as commuters drive through the area. Place these lights along the road to provide light for traffic, and along larger scale pedestrian paths such as parks, commercial corridors, and other large public gathering spaces.



35 SIGNAL LIGHT BY LANDSCAPE FORMS

Innovative in technology and design, its cast aluminum luminaires hold multiple arrays of LEDs in tri-board formations, each with its own acrylic lens for economy of replacement and repair. A reveal between the luminaire head holding the drivers and the cartridge holding the LEDs provides a pleasing visual detail as it reduces weight and dissipates heat. Signal is offered in pedestrian and streetscape versions, with a single luminaire and with dual luminaires mounted back-to-back. The taller streetscape pole can accommodate a pedestrian and streetscape luminaire at different heights on a single aluminum pole. The color options provide a high shine silver that will compliment the District's already chosen Duke Energy Mini-Bell light pole.

BIKE RACKS

Another street accessory, that contributes to the streetscape design, is the bike rack. Especially important to the active life style of the Skyway Marina District, bike racks that help contribute to the sleek contemporary urban environment are important for branding purposes. Thoughtful design encourages people to use these amenities and feel good about it. Bike racks should be placed in well lit open places that offer shade to keep bikes from getting too hot. They should be placed in view at popular gathering places, making travel by bike a smart choice when visiting the urban core. Giving these elements a front row seat on the street instead of hiding them around a corner promotes sustainability and encourages active lifestyles, as well as reminding visitors that this amenity is convenient.

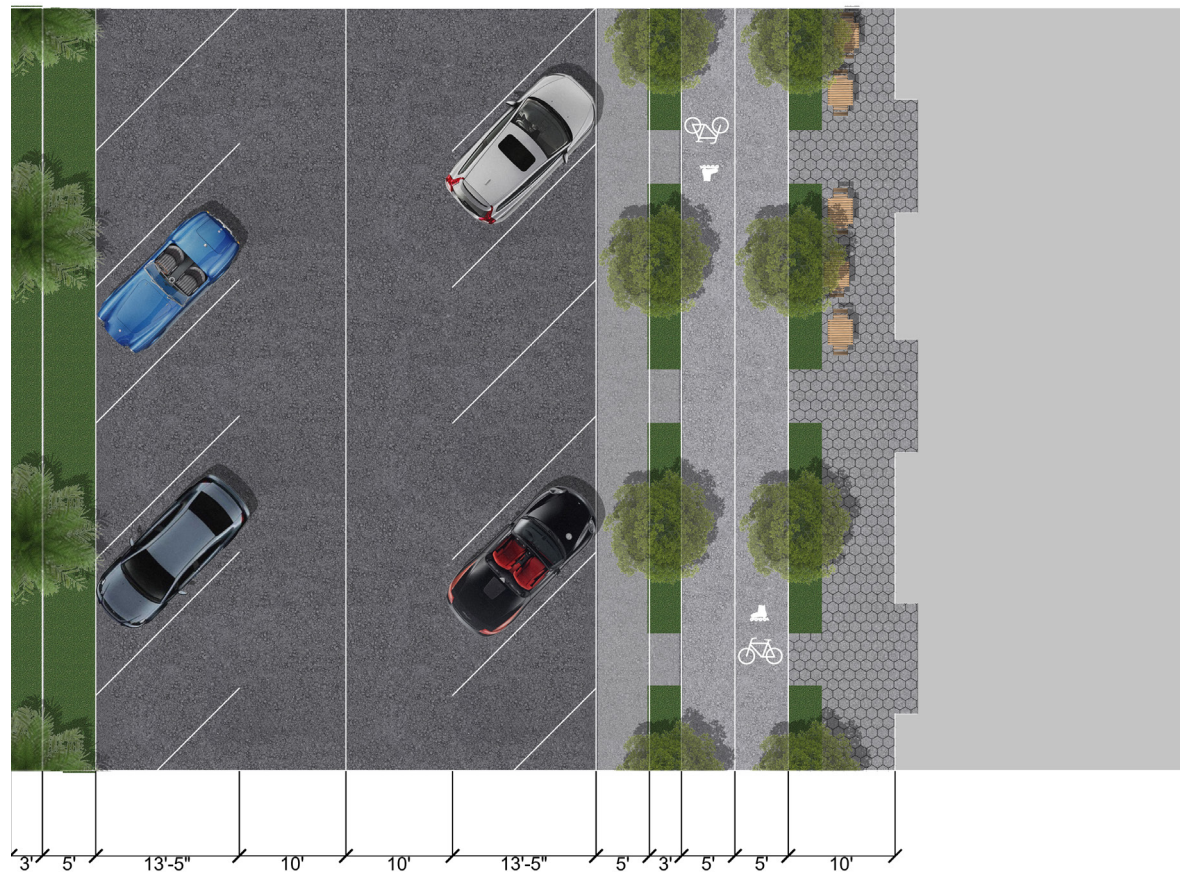


35 LOOP BIKE RACK BY LANDSCAPE FORMS

A sleek sweeping circle with a twist offers a contemporary edge to this bike rack design. One to two bikes can be locked to each frame. The high shine silver will match the other street elements suggested for the District's palette. When selecting a quantity of racks for a location an odd number will create symmetry and balance.

IMPLEMENTING ROAD DESIGN

The marina is a unique asset for the Skyway Marina District; the proximity to the water, the boats resting and swaying, the people loading up families and friends. These things set a pleasant atmosphere and remind us why we live and visit in Florida. To have such a condition in the heart of the District opens up many opportunities. People want to be outside walking and shopping and feel as though they are part of this atmosphere. Streets and how they are designed change our behavior. The redevelopment and redesign of streets along this corridor could lead to an **active pedestrian zone** with retail, dining, residential and other amenities. Providing parking along the street will make people feel that these amenities are easy to access. Traffic is needed for activation but implementing street parking will slow traffic without discouraging it. Lots of shading along the sidewalks mixed with places to sit, eat, and enjoy each others company while absorbing the atmosphere of the marina, will lead to an active street and create a unique sense of place that can only be found in the Skyway Marina District.



IMPLEMENTING ROAD DESIGN

45 Degree Parking along the street edge, provides parking and slows traffic without discouraging it.

Buildings are pulled up to the street to create a connection with passing pedestrians. Shading structures and trees add a human scale to the pedestrian zone. Balconies and setbacks are used to create urban terraces, which provide views and valuable real estate for inside-outside uses, such as dining. The urban terrace also activates the street on the vertical plane.

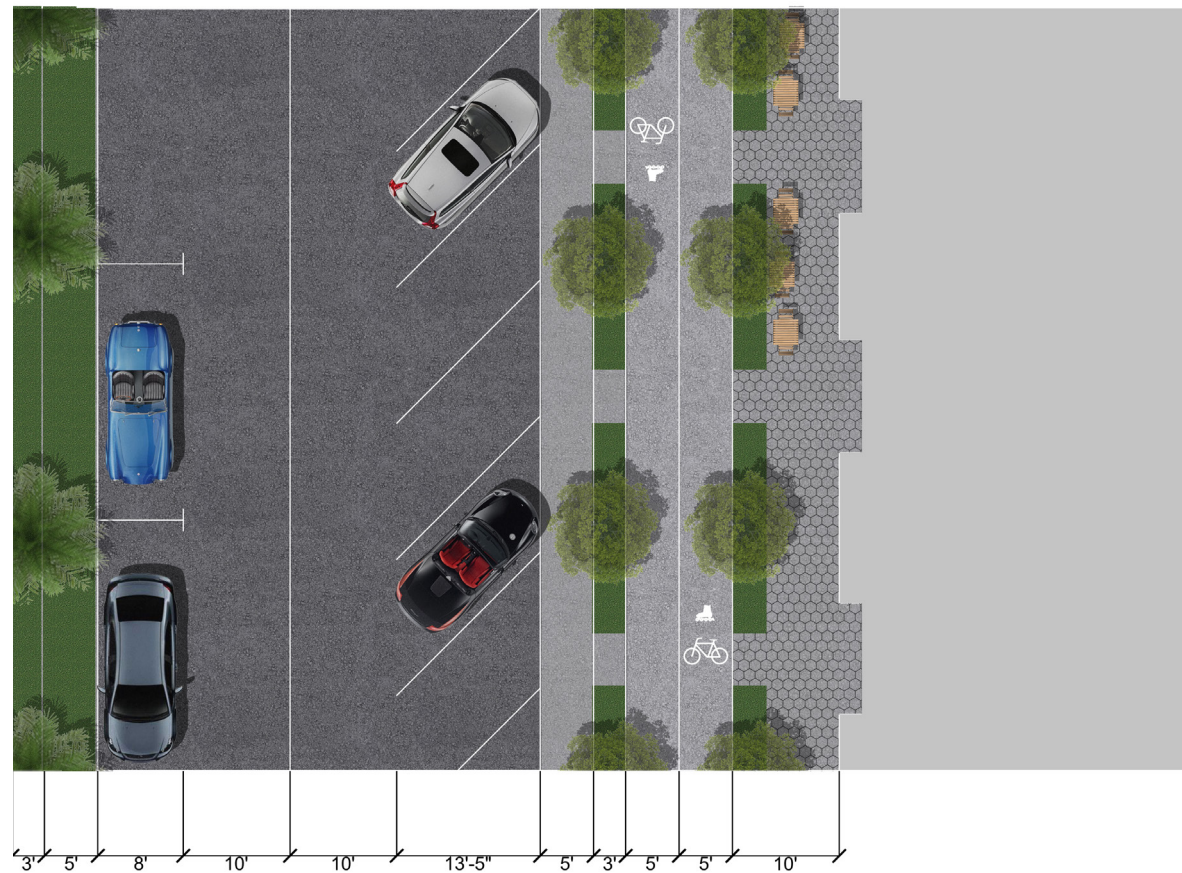


IMPLEMENTING ROAD DESIGN

There are many ways the design of the street can be adjusted. The type of parking spaces ranging from parallel, angled, and perpendicular offer different advantages and should be considered when making overall design choices.

The median and shoulder should be lined with Bismarck Palms to accent the Marina. Trees that offer more foliage, and in turn shade, should be placed along sidewalks, the Pinellas Trail, and any pedestrian heavy path to give optimal shading conditions for comfort that will encourage people to stay and move along that path.

The first floor of development should be used for commercial use and offer transparency and shading. As the development rises vertically, set backs should be implemented creating urban terraces, keeping a human scale from the perspective of the person moving along the street.



IMPLEMENTING ROAD DESIGN

Parallel and 45 degree parking is another option for providing parking along a street. The parallel option allows for fewer cars but can give more space to the road if there is an inadequate space.

Parking along the street slows traffic without discouraging it.

Buildings are pulled up to the street to create a connection with passing pedestrians. Shading structures and trees add a human scale to the pedestrian zone. Balconies and setbacks are used to create urban terraces, which provide views and valuable real estate for inside-outside uses, such as dining. The urban terrace also activates the street on the vertical plane.



LANDSCAPING

NATIVE FLORIDA LANDSCAPING

Florida is rich in wildlife, plants, flowers, and trees. Our beautiful landscape is one that draws many visitors annually to our beaches and other natural resources. The **beautification of the urban landscape** can offer some of this same appeal by incorporating Florida friendly plants and design. These efforts will keep us in touch with nature and promote happiness and health in the urban environment.

Using native plants cuts down on maintenance, creates an authentic Floridian landscape, and helps to sustain resources as well as the native animals and insects that rely on these plants.



Deciding on Florida friendly plants and flowers to be used throughout the District will generate a particular look and feel to the District. A combination of soft and sharp flora is preferable when mixing plants together. Combining plants that accent bold tropical and coastal plants will give the District a continuous South Florida feel.



Opportunities with hardscaping and vegetation can give an added effect to public spaces. Placing grass in between pavers, as shown above, is visually appealing, allows for quick water runoff, and helps break up large areas of hardscaping, that can capture and hold heat from the sun.

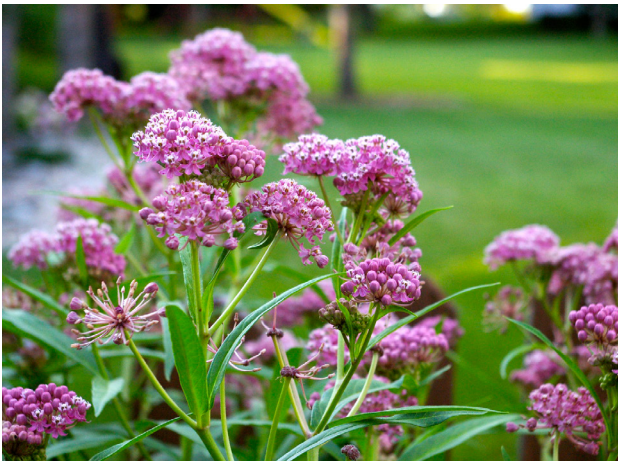


Supporting materials such as filler, gravel, stones, and lighting should be used to create similar landscaping schemes throughout the District. Businesses and public spaces will benefit from this palette when designing their landscapes.

NATIVE FLORIDA LANDSCAPING - FLOWERS & ACCENT

Flowers add beauty and life to the environment; in an urban setting they pop even more. Proper placement and landscape design encourages people to stay in areas longer by making spaces feel clean, fresh, and healthy. Color enriches our lives and can make us feel happy and relaxed. Some native flowers that thrive well in this area are listed below.

Milkweed, Bromeliad, and Salvia are native flowering plants that attract butterflies and birds. These plants offer rich, vibrant color to the urban landscape. Century, Cast Iron, and Yucca plants are excellent for ground cover. These plants offer a neutral backdrop for highlighting other plants with color.



MILKWEED



BROMELIAD



SALVIA



CENTURY PLANT



CAST IRON PLANT



YUCCA

NATIVE FLORIDA LANDSCAPING - TREES & SHRUBS

Trees that offer extensive shade, pleasant smells, flowers, and emanate the sounds of birds can dramatically change the pedestrian experience. Trees that grow and mature into large prominent masses provoke a sense of permanence. Large trees provide us with water drainage, clean air, and cooler temperatures.

Bismarck Palm is the tree of the District. Its low profile and extended fronds cast shadows at a human scale. The American Hornbeam and Southern Magnolia are lush native trees that will contribute greatly to the District.

The Dwarf Schilling's Holly, Azalea, and Dwarf Carissa are wonderful plants to create barriers, add color and invite butterflies and birds. They can be planted to cover bare spots along building facades, hide ugly electrical and mechanical equipment, and beautify a pathway.



AMERICAN HORNBEAM



BISMARCK PALM



SOUTHERN MAGNOLIA



DWARF SCHILLING'S HOLLY



AZALEA



DWARF CARISSA

NATIVE FLORIDA LANDSCAPING - FLOWERS FOR MASSING

Large blank vertical and horizontal planes can be greatly improved with foliage. Several native vine-like plants can grow and cover blank walls, fences, and other surfaces that might otherwise be harsh and bland to walk and drive by. Crossvine and Dutchman's Pipe are beautiful native plants that can provide this type of coverage. In the images below examples of how they could be used are shown.

Ice Plant is another example of a massing flower, it can spread over a whole median or curb side, beautifying the street.



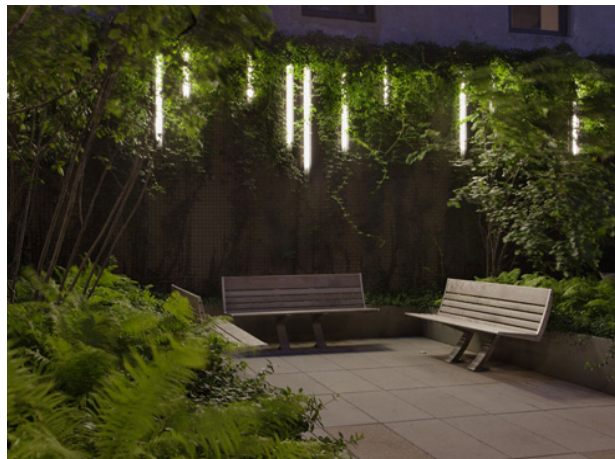
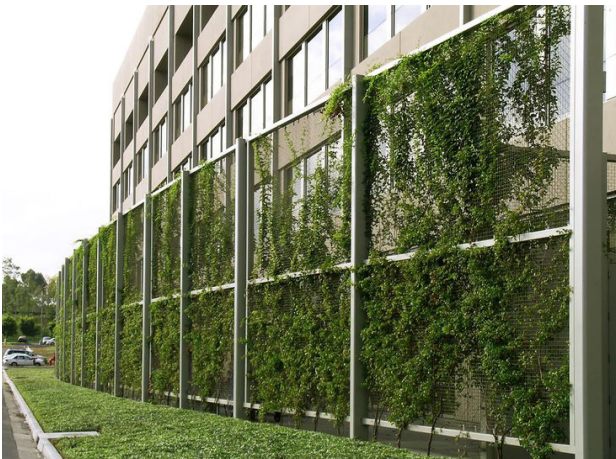
CROSSVINE



DUTCHMAN'S PIPE

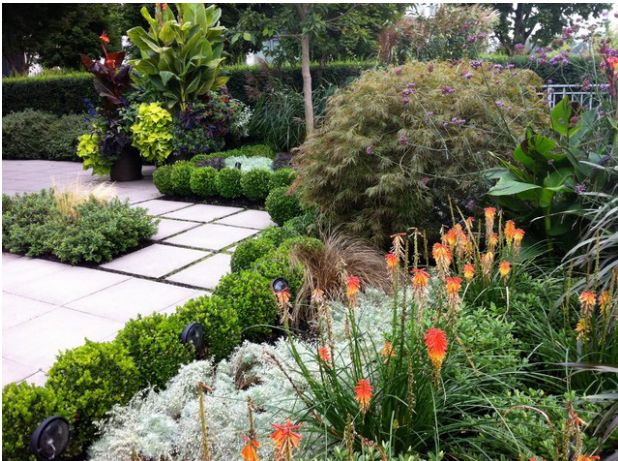


ICE PLANT



HARDSCAPE DESIGN

Below is inspiration of coastal contemporary landscape designs using hardscape materials. White shell in place of mulch, pictured top right, gives a crisp clean finish to a landscaping scheme and acts as a nice contrast to the rich greens of the vegetation. Incorporate contemporary water features that use concrete, metal, and limestone to accent public spaces and avoid elaborate details.



ARCHITECTURAL DESIGN

FLORIDA COASTAL CONTEMPORARY

Elegant, clean, refined coastal contemporary reminds us of an easy going, care free day where sunshine surrounds us on the open water. Bringing the appeal of the marina and **boating lifestyle** to the whole District is an essential part of branding the area. Finding ways to incorporate and perpetuate this palette will create a unique mood and character for the District. Using architectural details is fundamental to accomplishing a contemporary coastal atmosphere. Inspiration from the Florida coastal landscape, boating, marina, and water lifestyle should be drawn from in creating the built environment. These characteristics can be represented in architectural form, details, and materiality.



FORM

Contemporary form that draws its inspiration from yacht and boat architecture, blending with the coastal atmosphere, should be considered. Look to the transparency, elegant curves, crisp edges, and refined minimalism, when designing.



DETAILS

Details should take into consideration natural light and transparency, the play between the interior and exterior dynamic and its connection, horizontal lines, and simple composition.



MATERIALITY

When thinking of materials both for interior and exterior applications, draw inspiration from this same palette. Warm materials, such as canvas and wood, with cooling elements, like concrete and steel.

ROOF LINE

Guidelines are meant to inspire creative minds to work within parameters that contribute to the overall vision of an area. To grow a modern day contemporary atmosphere use flat or low slopping roof lines. Limit stylist details, such as dormers and cornices, that will interrupt clean lines and edges. The images below show many different ways of incorporating this type of design.

Not all roof lines are created equal. Avoid heavy stereotomic expression. Instead light, floating elements, especially roofs, will contribute to a Florida design. Breaking up lines with rhythmic pieces, like the image shown on the top right, can help with the scale of the roof. Lifting the roof up and separating with light and transparency, shown in the bottom left, is another way to get this effect.



SURFACES

Architectural facades need variation in materiality, planes, and transparency. Varying surfaces help break up the mass of a building and give it a more relatable human scale. Breaking a wall and pushing part of it back creates spaces for people to pause before entering a store, wait for a friend, or a moment to rest. Most importantly it breaks up the large expanse of a wall, which can psychologically make us anxious while passing. After the first or second floor, set backs should be incorporated into the architecture. This creates a great opportunity for urban terraces that bring life to the street through the activation of the vertical plane. Skin systems, varying transparencies, and overhangs are other useful ways to break up the scale of a building.



MATERIALITY

Material choices can be incorporated into building facades, interior applications, street features and elements, landscaping, water features etc. This palette is much like a color palette in that it defines the District and creates branding by creating association from use around the District.

Board formed concrete is a beautiful detail in concrete created by the leftover impression of the formwork used. These ridges and lines in the formwork help break up the scale in the concrete and create a wood like texture. This takes the cool concrete and gives it the warmer association of wood further reminding us of the coastal presence of the District.

Black Hardiplank and steel are commonly used materials that give a crisp clean feature to facades and other details. All though these materials can be painted in many colors, the dark contemporary black gives an accent to other materials such as wood, concrete, stucco and stone.



BOARD FORMED CONCRETE



BLACK HARDIPLANK



MATERIALITY

Tabby stucco is another application of concrete in which shells and other marine minerals are embedded into concrete. Tabby stucco can be used in exterior applications, as pictured in the top right image, or can be used in an interior application.

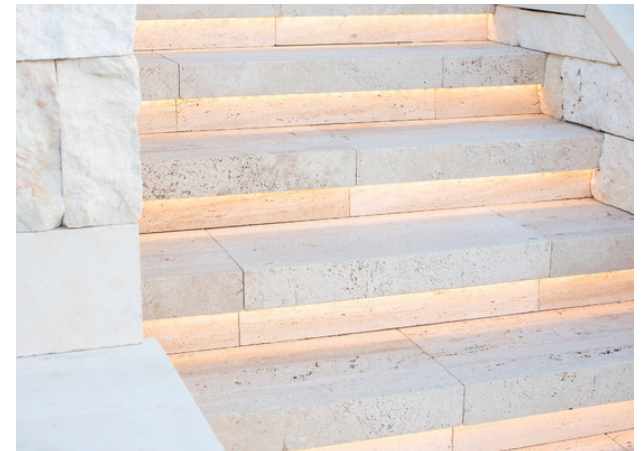
Cream Limestone is an elegant stone to lighten up the architectural material palette. It blends with other Florida building materials and landscape. Its dense character gives a sense of weight and permanence that balances with other lighter materials, such as wood.



TABBY STUCCO



LIMESTONE



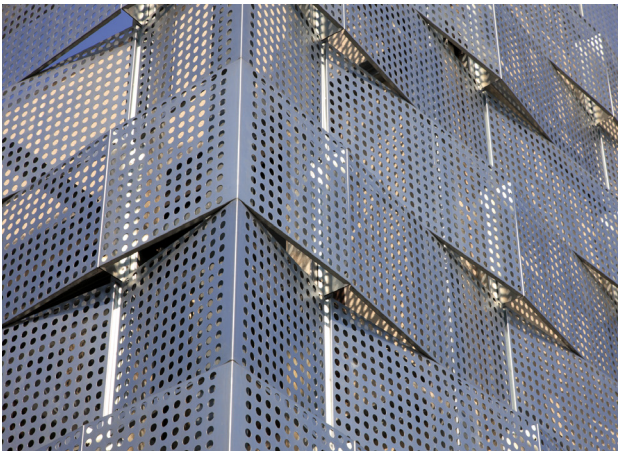
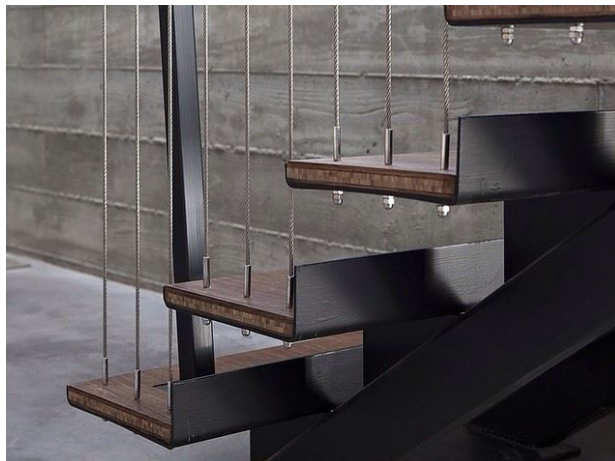
MATERIALITY

Blackened steel can be used in many applications. Details for glass mullions, structural elements, architectural details, such as stairs and hand rails are common ways to incorporate it into a materials palette. The crisp clean finish that blackened steel compliments other materials and can be the extra element to create a contemporary look.

Brushed aluminum acts much like blackened steel to provide a clean edge to details. Cable wire handrails are a great way to incorporate this material and keep with the nautical theme found in the district. With a darker architectural material palette, such as the use of black hardiplank, brushed aluminum can give a lighter finish that adds a noticeable detail to the project.



BLACKENED STEEL



BRUSHED ALUMINUM



SHADE

Florida's climate requires the use of shading devices in areas where people walk and sit. To make store fronts and public spaces are more appealing incorporate architectural shading devices into their form. This speaks to the Florida vernacular and will help the Skyway Marina District stand out as unique by embracing Florida design.

Shading can be a separate structure that compliments the building, pictured upper right, or can be an integral part of the structure, pictured lower right, such as a skin system or facade that extends out.

Shading devices should be large enough or low enough to cover a high percentage of the pedestrian path.



TRANSPARENCY

Transparency is the key to creating a successful pedestrian environment. The more people feel that they can see and be seen the more comfortable they will feel in a space. This ensures the likely hood of them remaining in that area for longer periods of time. Transparency welcomes customers and makes them more likely to enter and shop. High visibility discourages crime by having “more eyes on the street.”

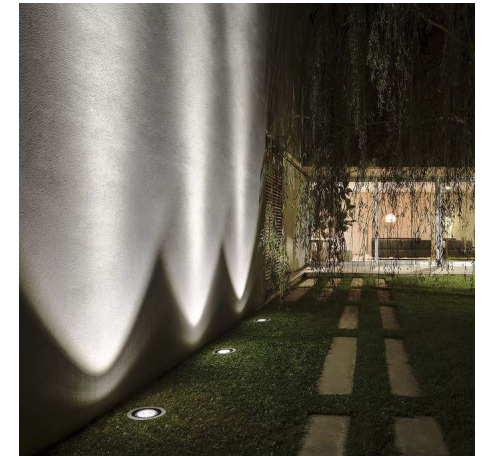
The visibility into the store is also important. This extends the eye beyond the facade and psychologically opens the street. It enhances curb appeal which adds value to the property, street, and district. The interior of the store is also improved by natural light and adds a feeling of openness. Expansive windows and clerestories should be implemented when possible.



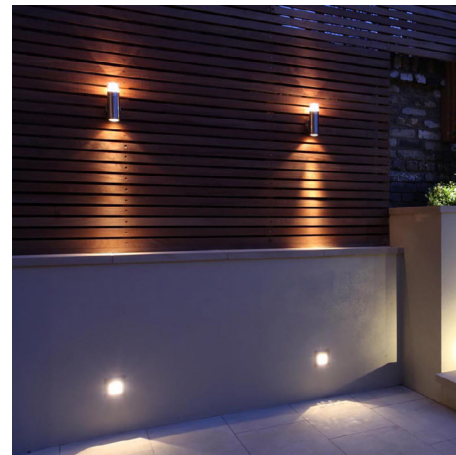
FACADE & LANDSCAPE LIGHTING

There are many types and ways of lighting. How building facades, site, and landscaping are lit at night can greatly impact the presence of the building and the pedestrian traffic that moves around it. Lighting fixtures should be sleek and contemporary with details that hint at the marina, waterfront, and other elements used in these guidelines.

UP LIGHTS



WALL LIGHTS



DETAILS

Details are that extra care that designers put into thoughtful design. Thinking of creative ways to implement necessary architectural features into design can greatly improve the aesthetic quality of the building as well as the streetscape as a whole. Special care should be taken to hide or accentuate air conditioning units, mechanical equipment, piping, vents, downspouts, gutters, drains, etc. Some of these features instead of being hidden away can be highlighted in beautiful ways. Often we think of the extra systems of buildings as an inconvenience in design but thoughtful care can show that these systems are an integral part of architecture and can actually contribute the overall design. Not every project will be able to capitalize on such design but giving thought to these features in how they are hidden or accentuated will improve the overall look of the District.

These elements allow for artistic expression in design and should be used to give unique character and individuality to projects.



Water spouts that are placed behind building facades and then exit at the base of the building can remove clutter from the surface of the building. Pictured above the water spout is designed in this fashion and also incorporates a decorative water catchment system.



Drains that use materiality and landscaping to beautify the run off of water from buildings can make the process visually pleasing. Turning a necessary system that would have to be provided anyway and making it into the equivalent of a water fountain.



Rain chains are another way of removing the water captured by a roof. These chains often coupled with a catchment design can also contribute to aesthetic design.

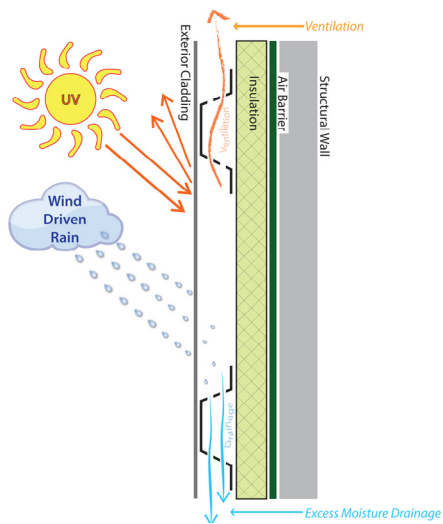


Incorporating these features into the actual design process is another way to keep the building clean and contemporary. Encouraging developers to work with their designers for the overall improvement of the architectural design will lead to the overall districts branding.

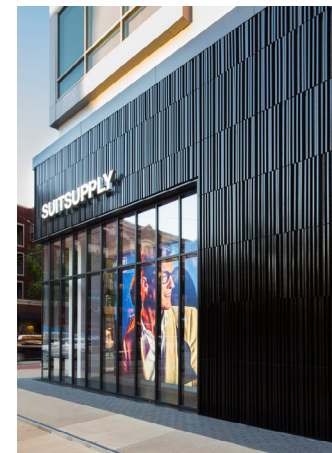
SUSTAINABILITY

RAINSCREENS

Rainscreens are systems that place an airspace behind a building's siding or exterior finish. This airspace gives the building the ability to dry out quickly after rain. These techniques combined with proper flashing of weather barriers, are some of the best ways to boost the durability and preservation of buildings and prevent water damage. Rainscreens protect the life of siding and other exterior cladding and finishes. This preventative measure reduces maintenance and strain on the environment's resources.



Protecting the building from rain, ultraviolet light, wind, and other environmental factors make rainscreens a valuable design choice. Rainscreens should allow for drainage of water as well as a ventilation for the release of heat.



STORM WATER MANAGEMENT

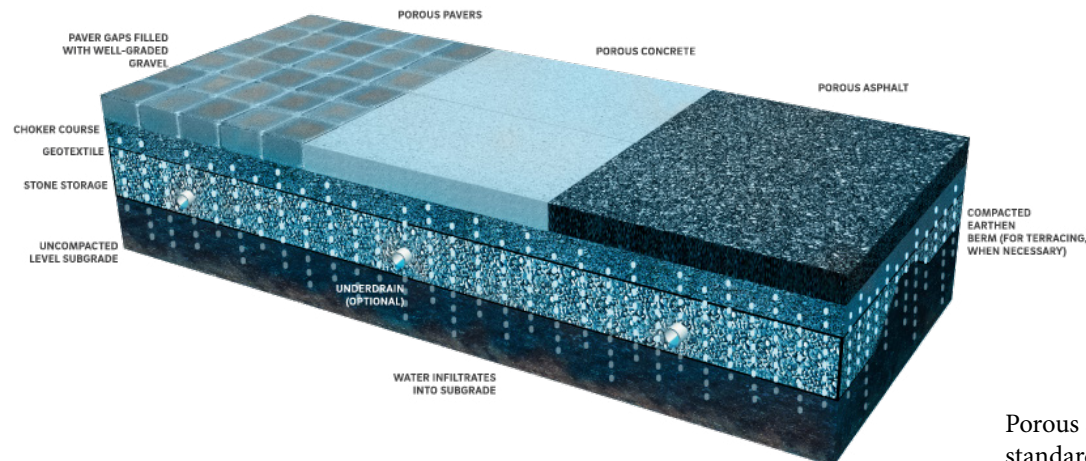
“When storm water is absorbed into soil, it is filtered and ultimately replenishes aquifers or flows into streams and rivers. In developed areas, impervious surfaces such as pavement and roofs prevent precipitation from naturally soaking into the ground. Instead, water runs rapidly into storm drains, sewer systems and drainage ditches and can cause: downstream flooding, bank erosion, habitat destruction, sewer overflows, infrastructure damage, and contaminated rivers and coastal water.” (EPA, 2016)

Designing streets and other site water management practices can greatly improve our urban and natural environment. Designing areas like landscaping that allow rain to return to the water table quickly while reviving landscaping is a double positive.

There are also useful technologies, like porous pavers, concrete, and asphalt, that allow water to absorb and pass through these materials and into the ground. Instead of traditional materials that obstruct this process. Standing water is also a safety risk for cars, as well as a deterrent for pedestrians.



Replaces traditional retention ponds with water gardens.



Porous asphalt next to standard asphalt.



INCENTIVES AND GRANTS

There are many different types of incentives that can be offered to businesses and developers to encourage them to implement different sustainable practices. Sustainability helps everyone from the community and local businesses to everyone in the world save money, time, and resources. Many people do not often see the benefit of such practices, nor do they have the knowledge needed for planning, or the money it costs to start such practices. This is why implementing different incentives and grants to businesses and the community will help in that transition and decision making process. Incentives that save money coupled with practices that offer tax breaks from local, state, and national levels are also resources for businesses and residents.

Incentives range from community and habitat, energy conservation, solar power, recycling, storm water management, water conservation, bird safe design, and others.



There are many local, state, and federal incentives that businesses as well as residents can be part of to receive grants and tax breaks. Encouraging businesses to take part in these incentives will help with the overall branding of the District.

There are many ways to contribute to environmentally friendly practices. Depending on the businesses and their goals, they can work with the Skyway Marina District to do their part.

BRANDING THROUGH SUSTAINABILITY

There are a lot of new technologies out in the market that are moving towards making cities smart. Offering modern amenities that people want and expect from their cities, such as charging stations and wifi, are becoming expected resources for the people living in the urban context. Some of these types of urban furniture can be expensive but acquiring a few and placing them in strategic locations are enough to show visitors that the resources are there. These elements also help with branding and image.



STRAWBERRY SMART BENCH - EnGoPLANET

This New York based company is creating many products that use alternative energy sources to create a less dependent environment on fossil fuels. These benches have chargers for your phone and other electronics and wifi capability. It uses solar power for all these operations.



There are other products out there that offer many of these same benefits. With cities moving in the “smart” direction, using opportunities like this will give the Skyway Marina District a head start for the future. Creating interest in what it has to offer to its businesses, residents, and visitors will greatly help with future growth.

BRANDING THROUGH SUSTAINABILITY

Many people will not recycle unless it is easy and convenient, promoted, and they feel a sense of pride and respect for the place they are in. The best way to encourage this type of behavior is to always place recycle bins next to trash bins. They must be placed immediately adjacent to each other or many people will not bother to walk the few extra feet to place the right trash in the right bin.

Consistent designed receptacles that match will help with the promotion, pride, and respect that the District wants to evoke in its visitors. When choosing a pair of bins keep with a contemporary palette that matches other urban furniture.



S16 DUAL RECYCLING BIN - OMOS

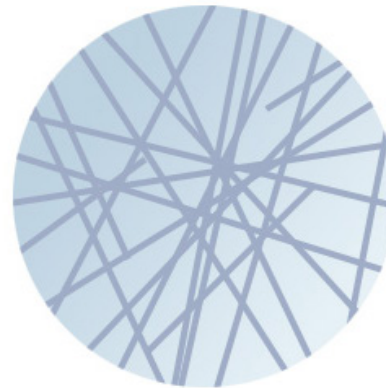
Elegant design that stands out enough to draw attention without being too loud. These recycle and waste bins are a way of keeping the contemporary clean look to the District while still using branding to create an image for the Skyway Marina District. The silver will match the palette chosen for other street furniture in the District while the green will call attention to recycling.



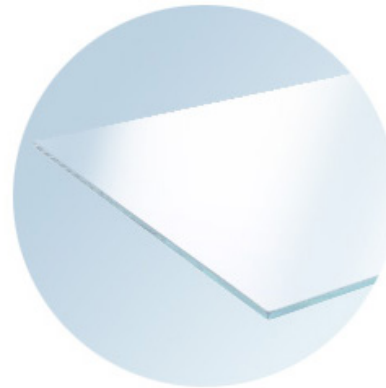
BIRD SAFE DESIGN

Bird injury or death is largely attributed to birds being unable to detect and avoid glass, and buildings artificial night lighting confusing night migrating birds. Now, buildings are being designed to be mindful of these hazards. Implementing materials and practices to help these animals will greatly impact the adverse effect we sometimes have on other species. With bird-safe glass we can help birds see buildings like we do. Developers can become familiar with these advancements through the Bird Safe Building Guidelines by New York City Audubon.

As designers, builders, and developers we need to take steps towards protecting our environment and lowering the impact we have on it. Small changes and considerations, such as bird safe glass, can have a huge impact on our environment.



WHAT BIRDS SEE



WHAT WE SEE



"It is estimated that 100 million birds are killed every year in the United States alone through collisions with buildings. Second only to habitat loss as a cause of declining populations."

- New York City Audubon