

INTRODUCTION

The statutes of the State of Florida call for the State's public universities to update their master plans every five years. The plan described herein is the five-year update of the master plan for the University of South Florida St. Petersburg campus adopted in 1995 (and as amended in 1998). The Campus Development Agreement between the Florida Board of Regents and the City of St. Petersburg (April 13, 1998) is based on the master plan as amended in 1998, and authorizes development through 2003-2004. The plan addresses future enrollment and facility needs to the year 2008-09, and sets the framework for the next five years beyond the terms of the Campus Development Agreement.

The baseline year of the update is 2000-2001, which marked the fifth anniversary of adoption of the 1995 plan. The update planning process has been undertaken over a period of nearly four years (2000 – 2004) in reflection of significant strategic changes at the University made prior to and during the update planning process.

THE 1995 MASTER PLAN

The 1995 Plan projected a ten-year (2003-2004) enrollment of approximately 3,000 full-time equivalent (FTE) students. The existing and projected enrollment at St. Petersburg in 1995 was essentially upper division undergraduates. Graduate students comprised approximately 13 percent of the total enrollment. There was, at the time, no resident enrollment. The 1995 Plan projected a potential ten-year growth of building facilities on campus in the order of 352,000 gross square feet (GSF), roughly an 82 percent expansion of the then inventoried total of 425,000 GSF of USF academic, research, support, and recreational space. The total amount of space within the land use area of the campus was calculated to be approximately 926,000 GSF in 1995. That space included facilities occupied by other agencies and institutions, such as USGS and various marine-oriented agencies on the Peninsula. Based on that total, the projected USF space would have constituted growth in the building area on campus land of about 38 percent. To accommodate that growth and make provisions for long-range growth beyond the ten-year horizon, the plan laid out an organized building development pattern in which new facilities would occupy open and underutilized sites while also being located so as to frame active, interconnected urban campus open spaces.

The 1995 Plan recommended that future facilities be developed at generally higher densities than had been the case to that time, so as to support the necessary facilities growth in a way that would conserve land resources and enhance the interaction between and among functions of the University. New quadrangles, courtyards and pedestrian concourses were planned to link the various areas of the University together and to form a framework for building development. The plan embraced the relationship between the campus and other agencies and institutions within or adjacent to the campus, such as USGS, All Children's Hospital, Bayfront Medical Center, Poynter Institute, the Department of Environmental Protection and others. The University has programmatic linkages at various levels with the agencies and institutions, which the plan endeavored to reinforce by improvements in the spatial and circulation connections with those entities.

The fundamental principles of higher density, enhanced linkages between areas and an improved open space structure were adopted and have formed the implementation framework for growth and change since 1995. The fundamental planning principles are refined in the Campus Master Plan Update in keeping with the changes that have occurred at the institution in the past five years.

CHANGES SINCE 1995

Changes on the St. Petersburg campus since 1995 have occurred at two levels – one is in the strategic initiatives and new mission directions undertaken by the University during the period; and the other is the development of facilities and campus improvements implemented by the University as a result of the 1995 plan and 1998 amendment.

Governance:

As a result of an act of the Florida State Legislature, a new governance structure for Florida's public universities took effect on July 1, 2001. The public universities are now governed by the Florida Board of Education, Division of Colleges and Universities, and appointed University Boards of Trustees, rather than by the former Florida Board of Regents. In addition, the USF St. Petersburg, together with the other USF regional campuses at Sarasota/Manatee and Lakeland have become fiscally autonomous from the St. Petersburg campus so that those campuses can independently manage the budgets necessary to serve community needs. In addition, USF's honors college, New College at the Sarasota campus, received independent status when it became the New College of Florida, the state's eleventh public university.

Strategic Initiatives/New Mission Directions:

The USF St. Petersburg campus has embarked on two strategic mission initiatives that will have significant effect on the future character of the campus. The first is that St. Petersburg will be a four-year undergraduate institution, adding a full freshman and sophomore level to campus enrollment. The second initiative is to introduce on-campus student housing, with a goal to accommodate up to 846 campus residents. The two integrally related initiatives will increase the proportion of "traditional" full-time students at St. Petersburg, while maintaining a robust, non-traditional commuter enrollment. The campus will take on a 24-hour vitality and collegiality, with greater demand for social and recreational support space. It will foster better daytime utilization of academic space than is currently occupied mainly in the evening hours to serve the preponderance of working students.

In 2001, the University initiated a *Comprehensive Study of the Residence Life Program/Housing System on the USF St. Petersburg Campus* to determine the feasibility of introducing student housing on the campus. The results of that study are embodied in the plan update.

Campus Facilities Development Since 1995:

The 1995 projection of approximately 353,000 GSF of new building space over a ten-year period was unchanged in quantity in the 1998 amendment, but was altered in its allocation. Approximately 67,500 GSF for a west classroom building and 15,000 GSF for a daycare center was subtracted from the 1995 projection, and 52,500 GSF was added for a “Pediatrics Research Center” and 30,000 GSF for a “Teaching Enhancement Center.” The Campus Development Agreement, effectuated in 1998, authorized development of 79,200 GSF of academic space through 1998-1999, and 273,800 GSF of academic and support space through 2003-2004 (for a total of 353,000 GSF).

Approximately 124,000 GSF of new facilities have been added to the campus land in the five years since 1995. Of that amount, 50,450 GSF is part of the USF campus inventory.

In addition to the USF expansion, the Children’s Research Institute (formerly the Pediatrics Research Center), a 48,500 GSF shared research facility jointly funded by All Children’s Hospital and the State of Florida, was completed in 1999-2000 on a site west of Fourth Street between Sixth and Seventh Avenues. The Florida Center for Teachers, a facility accommodating conferences and short courses for Florida public school teachers, was completed in 1999-2000. The 19,500 GSF building is located at the northwest corner of Sixth Avenue and Second Street. Also, the USGS facility, which is not a USF facility but which occupies leased land on campus, was expanded by 25,400 GSF. The growth of USGS was not included in the program projection in the 1995 plan, nor is it part of the program total of 107,450 GSF noted above. The total development since 1995 constitutes 30 percent of the total authorized in the Campus Development Agreement.

THE ST. PETERSBURG CAMPUS MASTER PLAN UPDATE: A TOPICAL SUMMARY

The update plan consists of 18 elements, as did the 1995 plan. Following is a synopsis of each of the 18 elements of the update plan:

1. Academic Mission of the University

As noted in the introduction to this report, the mission of the University of South Florida has transformed since 1995 in ways that will have a profound effect on the development of the St. Petersburg campus. The Research I designation will call for capacity and flexibility for the accommodation of rapidly changing research needs. The goal to achieve greater fiscal self-sufficiency reinforces the need for flexibility in locating facilities funded by the entrepreneurial efforts of the University. Interdisciplinary teaching and research will be supported by the connectivity of areas and places inherent in the plan. The enhancement of student life and the intellectual climate is supported by that connectivity and by the integration of a rich array of residential, social, sports and cultural facilities in the campus fabric. Engagement with the community and region will be fostered by improved wayfinding and the location of community-oriented facilities on sites that are visible and accessible to the public.

2. Academic Program

The expansion of degree programs and the shift to a four-year undergraduate enrollment, reflect the University's goals to attain a larger "traditional" enrollment profile. The full-time equivalent (FTE) enrollment of the University is projected to be approximately 5,000 FTE through 2008-2009, an increase of 3,794 FTE over the actual FTE enrollment of 1,206 as of the baseline enrollment year of 1998-1999. If enrollment growth is extrapolated to 2013-2014 (ten years from this writing), the FTE enrollment is projected to be approximately 5,351 FTE students, or 4.4 times the 1998-1999 enrollment. Graduate enrollment is projected to remain at a relatively level proportion of about 12 to 13 percent of total enrollment.

In the 1995 plan, the projected ten-year FTE enrollment (year 2003-2004) for the St. Petersburg campus was 3,000. The current projected enrollment for 2003-2004 in the plan update is 2,150, or approximately 28 percent less than was estimated as the ten-year enrollment target in 1995. Thus, while ten-year growth is not as robust as was envisioned in 1995, the current projection of ten-year enrollment growth (5,000 FTE) indicates a substantial "spike" in the latter years of the current planning period, reflecting the full absorption of a four-year undergraduate program.

3. Urban Design

The basic urban design framework set forth in the 1995 plan remains as the guiding principle for campus development in the plan update. The plan is structured around unified and interconnected system of public spaces, quads, courtyards and pedestrian concourses that are defined by coherent building edges. The framework for the organization of building sites, open spaces and circulation is the St. Petersburg street grid. In some cases, the streets remain open for vehicle use. In the heart of the campus, bounded by First and Third Streets, Sixth Avenue and Bayboro Harbor, the street corridors are converted to pedestrian concourses. The Central Lawn on the site of Second Street South and the pedestrian concourse on Seventh Avenue South, remain as key elements of the urban design plan. In fact, the implementation of those spaces is a capital priority project in the update. Progressive increases in campus density are encouraged in the urban design element so as to enhance campus vitality, conserve limited land resources for facilities growth, and animate the functional connections between areas of the campus.

The relocation of the Physical Plant area to the First Street South side of the campus combined with the potential district chilled water system proposed in conjunction with Children's Hospital will remove the cooling plant from a location near the middle of the new Central Lawn. Recently implemented Waterfront Park improvements were also highlighted in the 1995 plan. Arcades and breezeways at the ground level of the buildings provide protection from summer sun and downpours. Building heights will be mainly in the range of three to five stories, partly in deference to the airport runway approach pattern over the south side of the campus, and partly to reflect the most efficient and humanly-scaled profile for academic buildings.

4. Future Campus Land Use

Campus Land Area

The plan update retains the same basic site boundaries as were represented in the 1995 plan (as amended in 1998), except for consideration of property acquisitions that lie within or contiguous to the campus boundaries. No other boundary change or acquisitions are proposed in the update. Certain cooperative arrangements with other property owners may be undertaken during the planning period for the interim accommodation of land consuming uses such as parking (see Element 11), but those arrangements would not involve the exchange or acquisition of property.

Land Use Changes

The overall disposition of uses in the update is largely consistent with that indicated in the 1995 plan. However, use changes are proposed for five specific sites:

- The site at the northeast corner of the campus, where the Campus Activity Center (CAC) is located, was shown as “Public/Common” in the 1995 plan. The area north and east of the CAC is indicated in the update for use as “Housing,” reflecting the new initiative to provide on-campus student residences.
- The site on the southeast corner of Fifth Avenue South and Third Street South was shown in 1995 as having “Academic” use. That site is shown in the update as a first phase parking structure for approximately 700 – 1,000 cars with ground floor or expanded footprint that can accommodate common campus functions. The second phase could accommodate an additional 600 cars.
- The building site south of the Fountain Inn and north of the Poynter Library was illustrated as part of the “Academic” use area in 1995. The update designates the site as “Public/Common” use, supporting the proposal to construct a Multi-Purpose Student Center on the site.
- The southern half of the block bounded by Third and Fourth Streets South and Fifth and Sixth Avenues South is designated in the plan update for “Public/Common” use. The entirety of the block was shown for “Recreation” use in 1995. The south half of this city block is now proposed to accommodate a future Science and Technology Building and in the long-term, the recreation field may be utilized as a site for additional housing.

Off-Campus Development

The University proposes to collaborate with the City and other appropriate parties to identify an off-campus site or sites within close proximity to the campus where future research and development and related agency functions could be located. The University looks to a continuing and expanding relationship with nearby institutions such as All Children's and Bayfront Hospitals, and agencies such as USGS, DEP, NOAA and others, the outcome of which is expected to be robust growth of research activities that can be converted to applied technologies by companies and agencies. The intent is to create synergy out of the academic and research strengths of the University and related institutions that will enhance economic development for the City. The update contains new objectives and policies to work with the City to advance that agenda.

Land Use/Density Districts

The plan update divides the USF property into three *land use/density districts*. Each district has a distinct character in terms of building density, spatial organization and primary land use functions.

- District 1 is the Peninsula, whose uses are mainly marine and oceanographic-oriented academic, research and agency functions. The district currently contains 491,941 GSF of USF and other agency space. Approximately 10,500 GSF has been added since 1995. The projected "build-out" of the site, established in the 1995 plan, is 640,000 GSF. No new facilities are projected in the plan update for District 1.
- District 2 is the Academic Core of the St. Petersburg campus, bounded by Fifth Avenue South, First Street South, Fourth Street South and Bayboro Harbor. While District 2 is principally intended to accommodate academic uses, provision is made for administrative, cultural and support uses to be integrally located with academic functions. Currently, District 2 contains 432,670 GSF of USF and related agency space, including 65,000 GSF that has been constructed since 1995. The proposed building program through 2008-2009 will add approximately 1,494,000 GSF to the District. The projected "build-out" for District 2 in the 1995 plan was 1,134,800 GSF, including a provision for 117,000 GSF in structured parking. The plan update recommends an increase in the build-out capacity of the district for flexibility to accommodate potential enrollment growth and change beyond the projected program period. As noted in Element 2 – Academic Program, the rate of enrollment growth could increase in later years as the four-year undergraduate program is fully assimilated. Further, should the development of student housing prove successful, the University will need to have the flexibility to accommodate more residential space on campus. The University will need to have the capacity to provide structured parking as enrollment increases and land is taken up for facilities. The land area of District 2 is increased from 33 acres to over 42 acres in the plan update, reflecting the inclusion of the future acquisition sites.

- District 3, west of Fourth Street South, is designated as a “Academic” area, recognizing its linkage with other institutions to the west of the campus. The 48,500-GSF Children’s Research Institute is located on the site and its future expansion will be accommodated there as well. The indicated build-out capacity in the 1995 plan was 67,600 GSF. The Children’s Research Institute will be expanded in the next three to five years with an additional 55,000 GSF.

5. Academic Facilities

The plan update proposes the accommodation of three USF academic facilities totaling 279,150 GSF over the ten-year planning period. Approximately 24,500 GSF of academic facilities were proposed in the 1995 plan (as amended in 1998). The Campus Development Agreement (April 1998) authorizes 339,200 GSF of academic facilities through 2003-2004. The program of academic facilities proposed in the plan update is as follows:

• Science and Technology Center	140,000 GSF
• Classroom / Office Building	70,000 GSF
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• Future Academic / Research	50,000 GSF
•	<hr/>
	260,000GSF

The proposed Science Technology Building replaces the 1995 proposal for a surface parking lot indicated on a site south of the Recreation Field and north of the USGS Building. The Future Classroom / Office Building is not currently programmed. It is, however, included in the space projection through 2008-2009 to ensure academic capacity for the projected enrollment of 5,000 FTE. The inclusion of the Future Property Acquisitions in the plan update provides additional academic facilities capacity in the order of 79,500 GSF. The adaptive reuse of the existing buildings for academic purposes would serve the University for an indefinite period until the future academic building becomes necessary. The site of a proposed Ethics Center in 1995 (which is no longer proposed) will be given over to a new Multi-Purpose Student Center (see Element 6 below).

6. Support Facilities

The plan update projects 124,200 GSF of support space. Approximately 92,000 GSF of support facilities were proposed in the 1995 plan (as amended in 1998), of which 13,800 GSF have been constructed. The Campus Development Agreement (April 1998) authorizes 13,800 GSF of support facilities through 2003-2004. The plan update proposes a program of support facilities as follows:

• Support Services Building	34,200 GSF
• Campus Activities Center Expansion	15,000 GSF
• Multi-Purpose Student Center	89,600 GSF
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	139,000 GSF

The 1995 plan envisioned an expansion of the Campus Activity Center, which is no longer proposed. Rather, the Multi-Purpose Student Center will provide social, organization, service and cultural functions for students and other members of the campus community in a central location across from the Poynter Library. A new Support Service complex on First Street South is a carry over from the 1995 plan. The facility has a high priority because it will include a new chiller facility with greater capacity, enabling the removal of the existing facility where the Central Lawn improvements are proposed. If the proposed district chilled water system proves to be feasible, the urgency in providing the Support Service facility will decrease.

The plan update also provides for a 700-1,000 space parking structure on Third Street South between Fifth and Sixth Avenues South, just east of the Recreation Field. That structure will likely be necessary in the latter part of the planning period to accommodate campus growth and displacement of parking lots.

7. Housing

No student housing was proposed on the campus in the 1995 plan. The 1995 plan discussed the value of having “guest lodging” on or near the campus to serve visiting scholars and attendees at academic conferences. However, the plan acknowledged that guest lodging was a preliminary idea, subject to further feasibility analysis as described in Policy 2 of the Housing element.

The plan update reflects a significant new initiative by the University to provide student housing on the campus. The *Comprehensive Study of the Residence Life Program/Housing System* commissioned by the University in 2001 has identified a potential capacity for 828 student beds on campus to serve projected enrollment through 2008-2009.

The housing program is as follows:

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|-----------------------|-------------|
| • Phase I (354 beds) | 125,500 GSF |
| • Phase II (163 beds) | 53,000 GSF |
| • Phase III (311beds) | 101,000 GSF |

279,500 GSF

The square footages are approximate, based on a factor of 325 GSF/bed. The area will ultimately vary, depending on the mix of unit types and ancillary spaces adopted by the University.

The recommended configuration for the housing on the site north of the CAC is in – five to six story buildings forming street edges,. That configuration would allow for the 828 beds to be accommodated in a single complex. This housing site is directly adjacent to the University’s academic core area on the south, and to a rapidly developing multi-family residential area north of Fifth Avenue South.

8. Recreation and Open Space

The existing and proposed recreation/open space system will provide a green pedestrian framework around which future campus building development will be organized. The open space system will be an essential complement to the increased building density that will be necessary to accommodate campus growth. The recreation/open space fabric in the update, which is unchanged from the 1995 plan, is made up of three basic elements:

- The Central Lawn and the Pedestrian Concourse on the Seventh Avenue South alignment will be the principal “collegial” spaces that define and unify the campus academic core. The site improvements necessary for the creation of the Central Lawn and the Concourse are priority capital projects in the update. The space will reinforce the “traditional” collegiate atmosphere that will emerge with the growth of the full-time student population.
- The Bayboro Waterfront Park is a unique and significant amenity for the campus. The University has made open space improvements on the waterfront since 1995 that made Bayboro Harbor a more integral part of campus life.
- The recreation field at Fifth Avenue South functions not only for campus recreation purposes, but also as a “greensward” that announces the campus to visitors and the general public approaching on Fifth Avenue South and Third and Fourth Streets South. The field will become increasingly important to the University to serve the growing resident and full-time student population.

9. General Infrastructure

The existing stormwater drainage system is provided in the city street grid and is expected to be adequate for future projects with no extension to the existing mains anticipated. It is recommended that attenuation for stormwater be examined on a case-by-case basis. Recommended improvements to the system include the installation of pollution control devices to prevent the discharge of trash in Bayboro Harbor. It is suggested that USFSP work with the City of St. Petersburg prior to and during future projects to determine if the city is willing to upgrade the existing drainage system and provide pollution control devices.

There are currently no moratoriums on potable water service connections or main extensions. Future development is not expected to require extensions to the existing mains. There are no known connection or capacity issues associated with the sanitary sewer system.

10. Utilities

The principal change in the utilities system will occur as a result of the planned location of the Support Services complex on the site on the southwest corner of First Street South and Sixth Avenue South or alternatively, when the proposed district chilled water system is put into place. The - former will include the relocation of the central chiller plant from its current location west of Second Street South to make way for the Central Lawn improvements. New central chilling and heating capacity at the Physical Plant site will provide capacity for projected growth. A realignment of some supply and return lines will be necessary to adjust for the new central distribution location.

11. Transportation

Street changes include the removal of the segments of Second Street South and Seventh Avenue South to make way to the “pedestrianized” Central Lawn and Concourse. Sixth Avenue South between First and Fourth Streets South will remain open for through-traffic. Third Street South has been narrowed to two moving lanes. The plan also includes recommendations for creating a two-way traffic pattern on Fourth Street between Fifth and Sixth Avenues in order to improve the level of service. In June 2004, the recommended changes to Fourth Street are in design with construction completion estimated for 2006.

Parking changes will be the result of campus growth and displacement of surface lots by new buildings. The rate of parking growth will be mitigated somewhat by increased utilization of space in the daytime that is currently underused due to the concentration of evening programs. The University is initiating discussions with adjacent landowners such as the City of St. Petersburg, All Children’s Hospital and Bayfront Center to lease excess capacity parking space on an indefinite basis until the campus supply can be expanded with structured parking. The University will initiate a parking fee policy to support the cost of constructing a structure in the order of 700-1,000 spaces in 2006-2007, with capability for future expansion to a total of 1,300 to 1,500 spaces.

The strategy for the accommodation of parking consists of the following sequence:

- Interim joint use of available space in All Children’s Hospital parking facilities to absorb campus parking growth and displacement in the near term.
- Construction of the parking structure of approximately 700 – 1,000 spaces in three years, funded by a schedule of parking fee increases to be instituted by the University. The structure will be designed for future expansion, horizontally, to accommodate an additional 600 spaces. Whether the expansion would be necessary within the update planning period will be dependent on the pace and configuration of facilities development and its impact on parking issues.
- Development of storage parking space for resident students on the Bayfront Center site across First Street South (pending the successful negotiation of such use). The intent is to locate resident storage parking off campus in order to conserve campus land for academic facilities and parking that needs to be proximate to academic and campus public facilities.

12. Intergovernmental Coordination

The University has historically enjoyed a close working relationship with the City of St. Petersburg and other governmental entities due to its strategic role in the City's economy and its collaborative functional linkages with other area institutions and agencies. The University has complied with coordination requirements in the effectuation of the Campus Development Agreement and will continue to pursue policies set forth in the 1995 plan for continuing intergovernmental coordination.

13. Conservation

The conservation goals, objectives and policies set forth in the 1995 plan will continue to be followed in the plan update.

14. Capital Improvements

The University will advise on this element in due course.

15. Architectural Design Guidelines

The plan update retains the basic architectural design guidelines set forth in the 1995 plan. It includes setback and "build-to" lines defining the placement of future building edges to ensure that architecture shapes open spaces and street edges in a unified way. It indicates pedestrian and visual corridors to be preserved, and locations where architectural "landmark" features such as corner entry cupolas may be introduced to emphasize important campus locations. The guidelines recommend ways for architecture to respond to the Florida climate by the use of colonnades, breezeways, sunscreens and shading devices. Building heights on the south and southeast side of the campus core are largely determined by the airport approach contours. Most of the future development sites are located north of the most restrictive contour so that buildings can be three stories, progressing to six stories and toward Fifth Avenue South. The recommended range of campus building heights for functional and aesthetic purposes is three to six stories.

16. Landscape Architectural Design Guidelines

The landscape guidelines in the plan update remain as they were in the 1995 plan. The guidelines for open spaces, campus entries and pedestrian corridors reinforce the urban design and open space elements discussed previously. The guidelines recommend plant materials that achieve the proper aesthetic effect, as well as being appropriate to the climate and urban context of the campus. Avoidance of invasive and/or high maintenance plant materials is emphasized. Site furnishings, lighting and signage are recommended in accordance with functional standards and clarity of the campus environment.

17. Facilities Maintenance

The University will advise on this element in due course.

18. Coastal Management

The basic coastal management provisions set forth in the 1995 plan are retained in the plan update.

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