

W E L C O M E

S U M M A R Y O F K E Y T H E M E S + D R I V E R S

Opportunities and Constraints

Housing Needs

- Affordable, Workforce, Executive
- Workplace and housing relationship to reduce commute distances

Mobility and Transportation

- Lack of connectivity on local streets
- Connectivity and safety for bikes and pedestrians
- Connecting transit with land use
- First and last mile connections

Infrastructure

- To support existing and future development needs (sewer, water)
- Coordinating needs; Lack of regional and coordinated stormwater planning and implementation
- Resiliency of existing infrastructure (flooding roadways)

Opportunities and Constraints

Sustainability

- Environmental
- Landfill cleanup and reuse
- Available vacant land may have challenges

Resiliency

- All issues need to be addressed through a resiliency lens
 - Street network
 - Infrastructure
 - Neighborhood development
 - Coastal Flood hazards
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Opportunities and Constraints

Economic Development

- We want to keep and attract new businesses
- Balancing redevelopment of existing areas without losing jobs
- Attracting a wider range of employers (look here not just the West Shore)
- Equity
- Land assembly

Challenge

- Significant previous and ongoing planning efforts
 - Funding
 - Multi-jurisdictions
 - Partnerships (Public + Public; Public + Private)
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This master planning effort can make

- Improvements in quality of life
 - Extend trail connections
 - Increase density and connect land use with transit
 - Leverage County owned land near the airport (PIE) -
 - Amend countywide plan to support density
 - Coordinate and manage storm water regionally
 - Identify a mechanism for facilitating, funding implementation
 - Leverage FDOT investment for catalyst projects
 - Branding + Identity – What is the Gateway?
 - Utilize Penny for Pinellas for Land Assembly to support County-wide priorities
 - Leverage MP for Grant funding and being ready for new investment
 - Value capture to fund projects with community benefits
 - Equity – transit dependent, work force training, work force housing
 - Regional transit and a robust local networks (connections between employers and residential)
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- Resiliency strategies

Aspirations

- From suburban character to urban mixed use center (increase density)
 - Establish the grid (increase connectivity)
 - Local network to accommodate shorter trips
 - Improve service, transit frequency
 - Equity benefits for High Point (lower income areas)
 - Water is an inherent part of our Pinellas environmental - how do we design and build a sustainable future that addresses this.
 - Branding for business attraction and placemaking
 - Critically important to utilize the PIE to support and leverage growth (potential connection from TIA to PIE)
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Charette Instructions

1. We will breakout into **3 groups** (Sit in a pod based on your group color)
 2. We will have a **facilitated discussion** led by consultant team members
 - Garlen and Jared/Keith (Kimley Horn)
 - Geoff and Mary, Tammy,
 - Yogesh and Chris, Caitlin
 3. All groups to identify a non-consultant team member to **report back**
 4. All groups will discuss a number of questions in these **four themes**
 - Transportation and Mobility
 - Land Use and Economic Vitality
 - Promoting Enhanced Quality Of Life
 - Resiliency – Addressing Environmental, Economic, and Social Vulnerabilities
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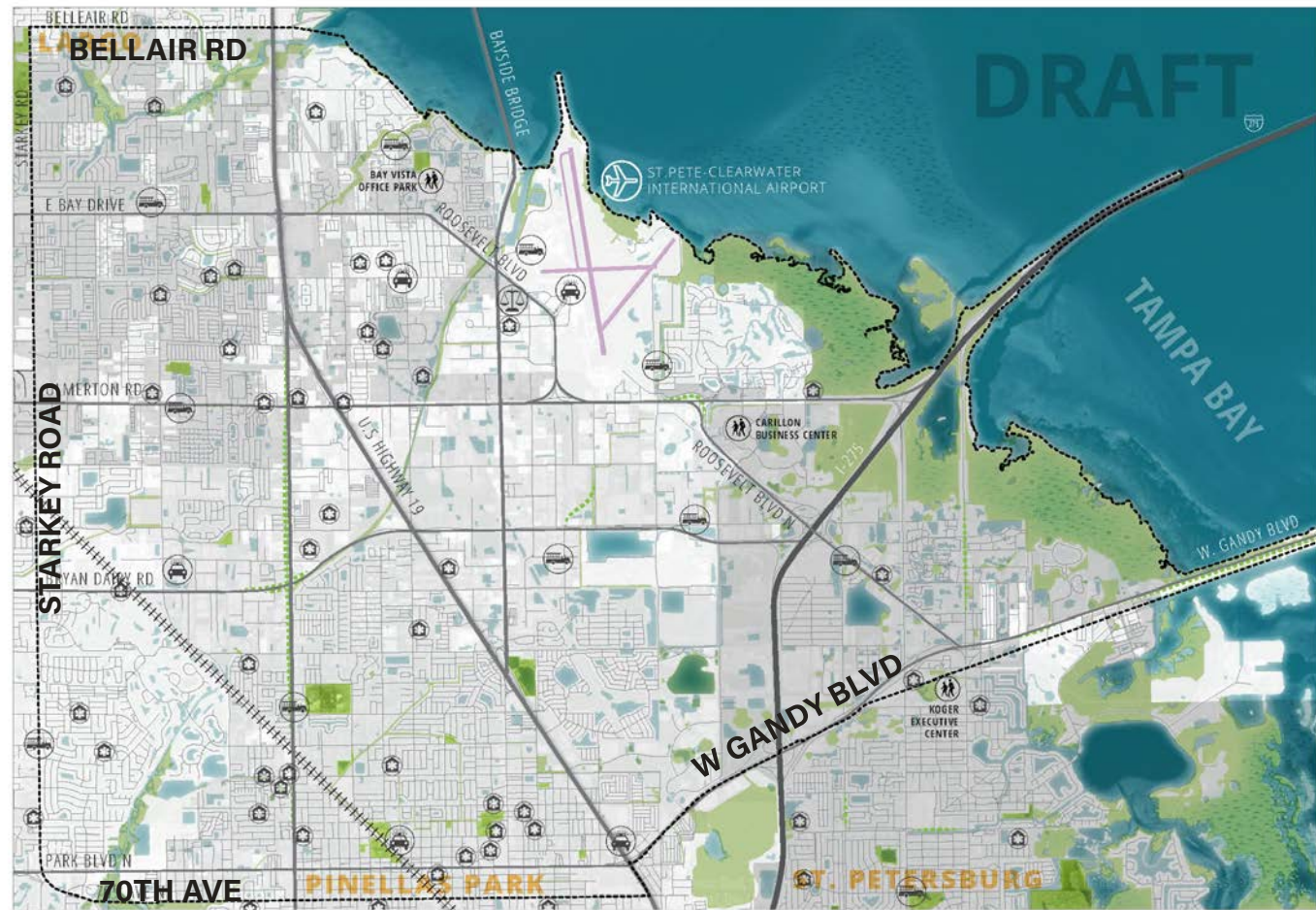
Charette Instructions continued

Assignments

1. **Bubble Diagram** that identifies character areas (example: green positive and red negative character)
2. Identify **Potential Sub-districts**
3. Priority Areas (Physical, Programmatic, Policy)



GATEWAY MASTER PLAN STUDY AREA

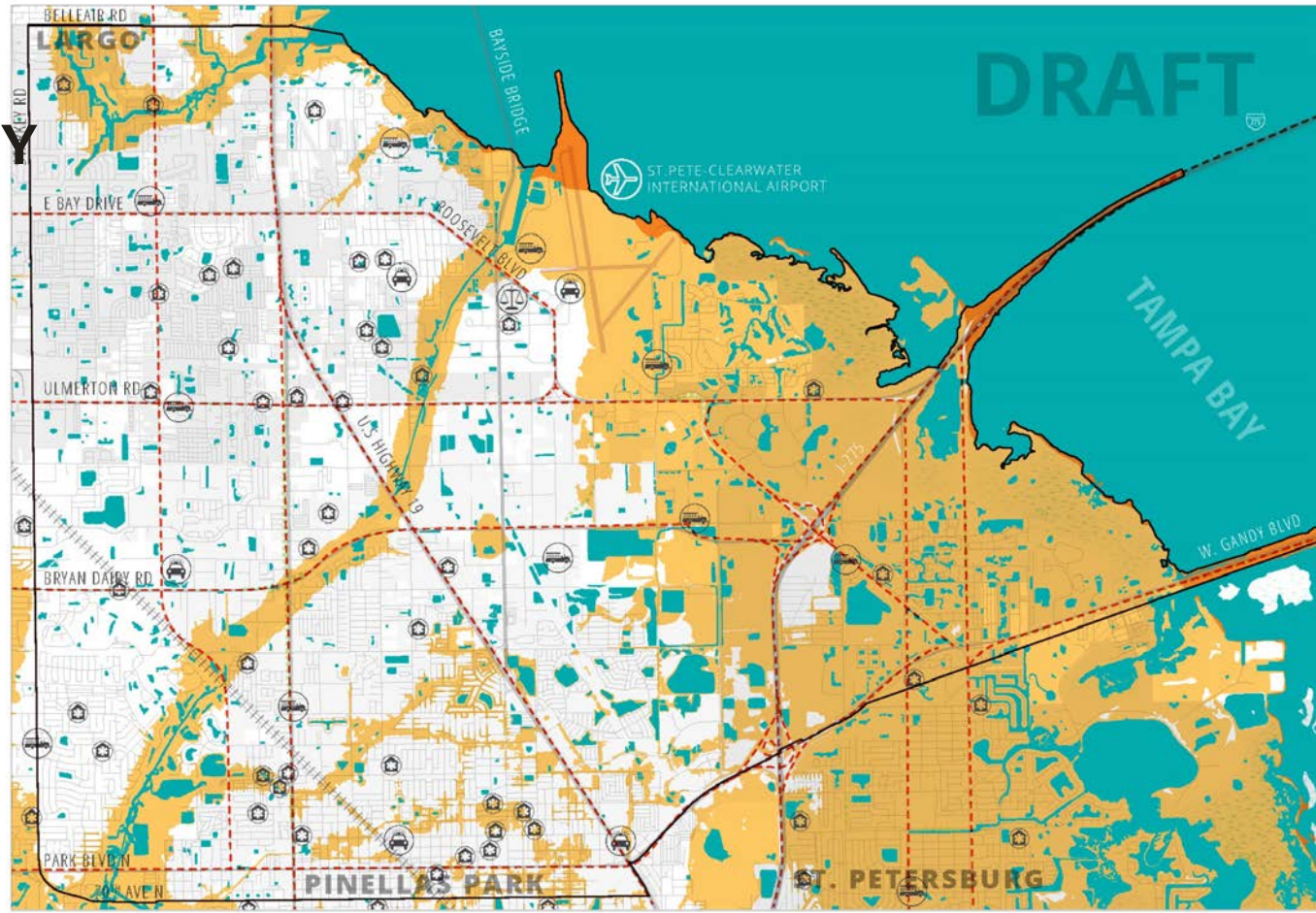


GATEWAY AREA: Base Map

- SCHOOLS
- EMPLOYMENT CENTER
- PINELLAS COUNTY JUDICIAL COMPLEX
- FIRE STATION
- POLICE STATION

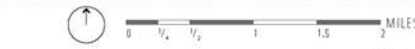


VULNERABILITY MAP



GATEWAY AREA: Vulnerability Map

- BROWNFIELD/CONTAMINATED SITES
- FEMA 100 YEAR FLOOD ZONE
- WATER
- FEMA WAVE HAZARD ZONE
- EVACUATION ROUTE
- "GATEWAY AREA" BOUNDARY

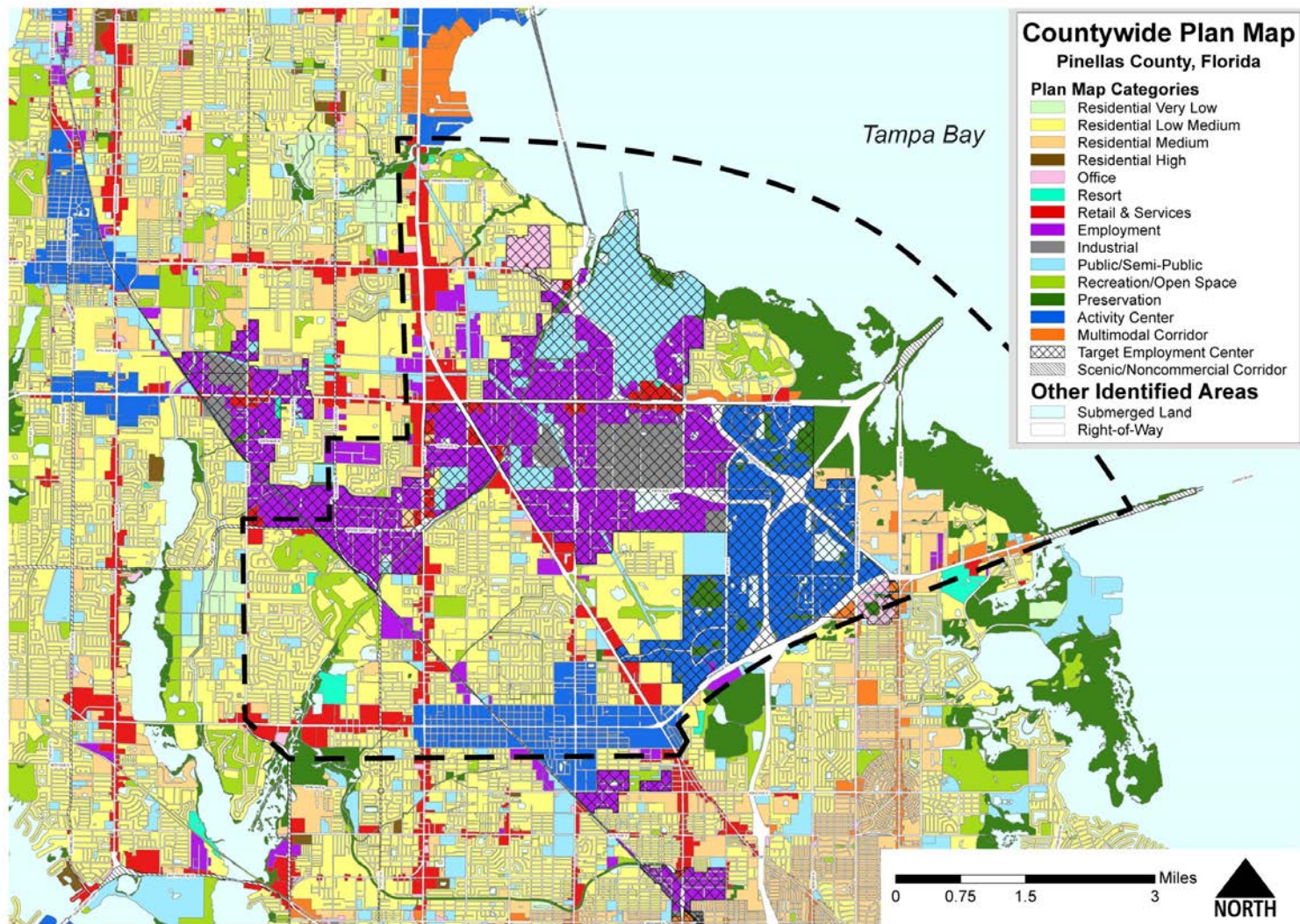


41% OF STUDY LAND AREA IS IMPACTED BY A FLOOD ZONE

DATA SOURCES: FEMA



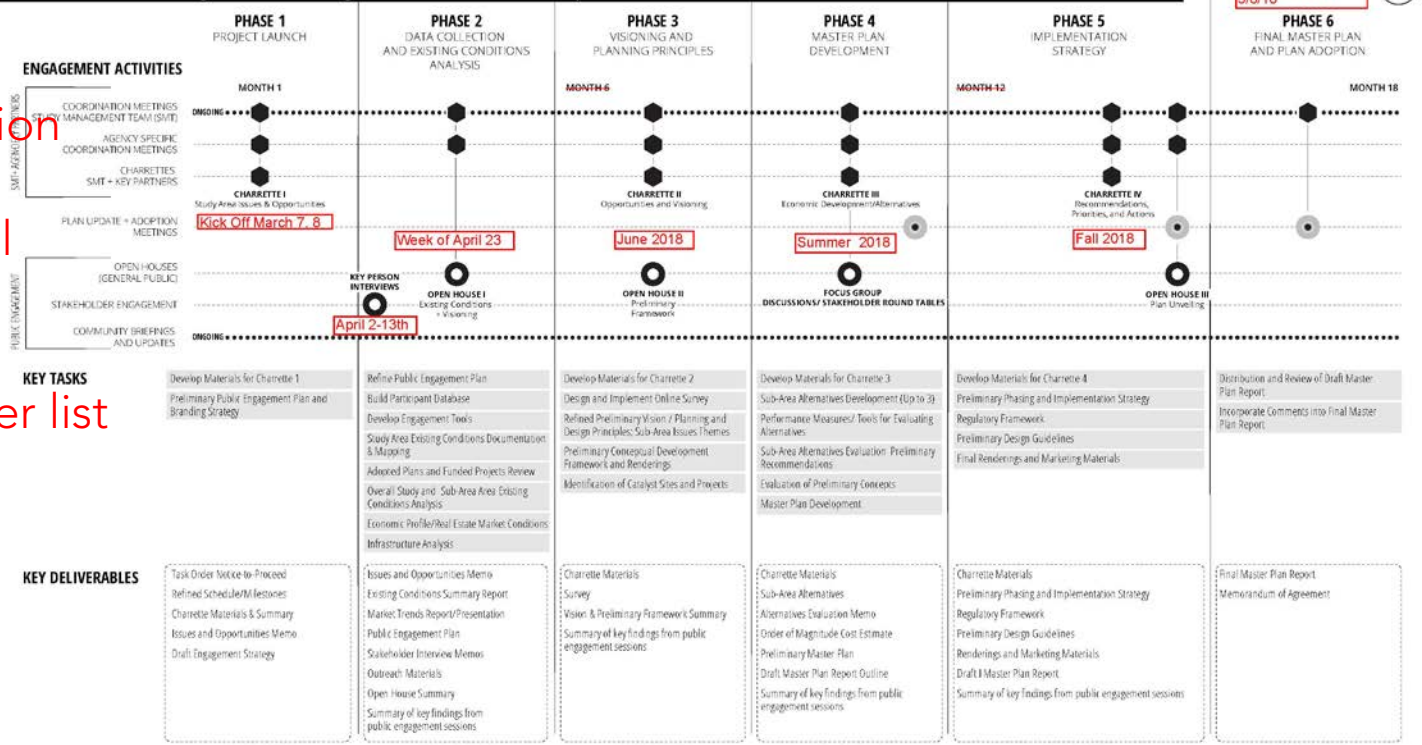
COUNTY WIDE LAND USE MAP



MASTER PLAN PROCESS

Pinellas Gateway/Mid-County Area Master Plan | PROCESS DIAGRAM

DRAFT for Discussion Only 3/6/18



Coordination dates with Intermodal Team
Stakeholder list

