KICK-OFF MEETING

PINELLAS GATEWAY

Mid-County Area Master Plan

March 7, 2018
WELCOME & INTRODUCTIONS
TODAY’S AGENDA

1. Welcome & Introductions
2. Project Goals & Objectives
3. Goals for the Next Two Days
4. Overview - Gateway Master Plan
5. Overview - Gateway Intermodal Center
6. Listening Session
GATEWAY MASTER PLAN
GOALS + OBJECTIVES
MASTER PLAN OBJECTIVES

Gateway/Mid-County Master Plan Area

- Pinellas County’s higher wage economic engine
- Development not reaching full potential
  - Changing markets
  - Walkability
  - Resiliency
  - Regional connectivity
- Agency partners
  - Cities (3)
  - Pinellas County
  - Transportation agencies

Master Plan Objectives

Transportation – Land Use – Economic Development

- Develop the transportation network to improve local accessibility and regional mobility
- Create balanced and diverse land use mix
- Identify opportunities for land assembly for jobs/economic growth
- Identify intermodal center location
- Improve access to trail facilities
WRT is a team of planners, urban designers, architects and landscape architects. We value the impact of our collective approach to create simple solutions for complex problems across scales. We serve our communities by designing places that enhance the natural and social environment.

WHAT WE DO:

PLANNING + URBAN DESIGN

LANDSCAPE ARCHITECTURE

ARCHITECTURE
We brought on a team of local and national partners to support WRT’s planning and urban design expertise.
GATEWAY MASTER PLAN STUDY AREA

GATEWAY AREA: Base Map

- SCHOOLS
- EMPLOYMENT CENTER
- PINELLS COUNTY JUDICIAL COMPLEX
- FIRE STATION
- POLICE STATION
GATEWAY AREA: Vulnerability Map

- Brownfield/Contaminated Sites
- FEMA 100 Year Flood Zone
- FEMA Wave Hazard Zone
- Evacuation Route
- "Gateway Area" Boundary

41% of study land area is impacted by a flood zone.
COUNTYWIDE LAND USE MAP
KEY TASKS

→ STUDY AREA EXISTING CONDITIONS ANALYSIS
Adopted Plans and Funded Project Review
Economic Profile/Real Estate Market Conditions
Infrastructure Analysis
Physical Planning Analysis
Multi-modal Analysis
Issues and Opportunities Summary

→ PUBLIC ENGAGEMENT PLAN + BRANDING STRATEGY
How do we interact with your constituents? Engagement with partners, stakeholders and community
Synergies with other planning efforts to address potential planning fatigue.
Opportunities to create a shared vision and build support for implementation.

→ COORDINATION W/ STAKEHOLDERS AND OTHER EFFORTS
SMT
AGENCY SPECIFIC COORDINATION SESSIONS
GATEWAY INTERMODAL CENTER TEAM - Visioning, Site selection and evaluation, Stakeholder coordination
KEY TASKS

ALTERNATIVES DEVELOPMENT AND EVALUATION
- Vision
- Planning and Design Principles
- Sub-Area Alternatives
- Preliminary Concepts
- Development of Performance Measures

MASTER PLAN DEVELOPMENT
- Renderings and illustrations to communicate vision
- Physical master plan and supporting policy framework
- Identified catalyst sites and projects

IMPLEMENTATION STRATEGY
- Public realm recommendation
- Identifies priorities and early actions
KEY TASKS

- FINAL DOCUMENTATION
- PLAN ADOPTION/ENDORSEMENT
- ADVANCING RECOMMENDATIONS
PROJECT OVERVIEW
GATEWAY
INTERMODAL STUDY
LISTENING SESSION - PART 2
• Refined Project Schedule
• Launch Platform to Communicate with SMT
• Public Engagement Plan + Branding Strategy
• Summary of Findings/Key Themes from Kick Off Sessions
• Key Stakeholder Interviews
• Deliverable - Study Area Existing Conditions Analysis
• Open House I

NEXT STEPS
QUESTIONS?
THANK YOU
GATEWAY AREA

Area Overview

The Gateway study area is comprised of three municipalities: Largo, Pinellas Park, St. Petersburg, and portions of unincorporated Pinellas County. The area is roughly 45 square miles, with boundaries at Starkey Road in the west, 70th Avenue North in the south, Gandy Boulevard in the southeast, and Tampa Bay in the east and northeast.