West Market Redevelopment Plan

Agenda

6:00PM	Open House Discussion/Start Up Map Excercises
6:15PM	Presentation / Visual Survey/ Map Exercise
7:45PM	Additional Comments/
8:00PM	Adjourn

Community Workshop

May 3, 2011

Publix

Goal

- **Creation of a competitive and unique location with a choice of living, working, shopping, education, employment and leisure time opportunities in a sustainable form**

Livable Corridor

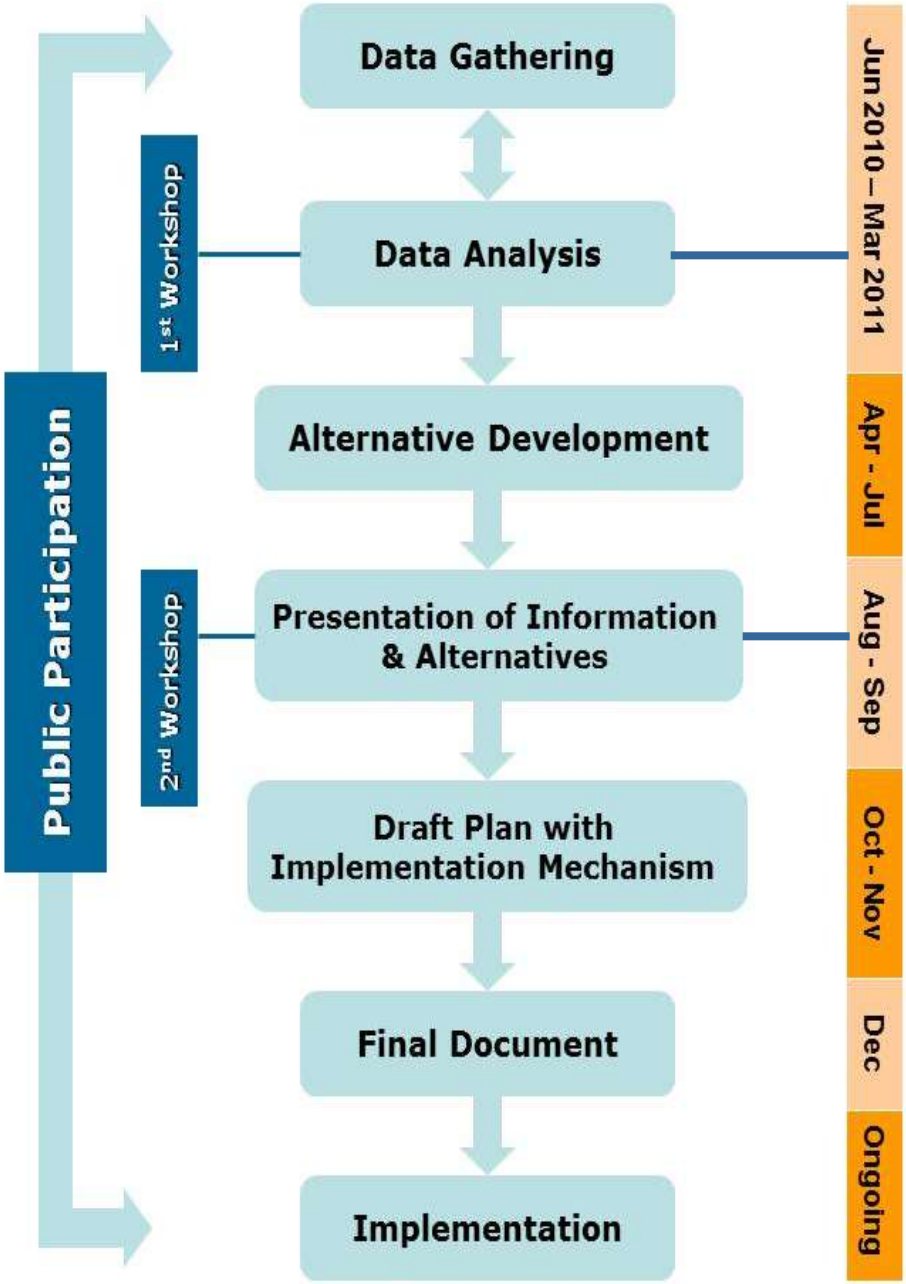
Coastal
Opportunities

Infill Community

Plan for Tonight

1. Review our initial findings
2. See if we are on target
3. Find out from you
   - What is successful
   - What concerns you have
   - Your needs and vision for the future
4. Where do we go from here

Planning Process Timeline



West Market Area - Regional Context

HOUSTON AVE
DENTON AVE
US HIGHWAY 19
NEW YORK AVE
HUDSON AVE
FINKY RD
HICKS RD
CANTON AVE
STATE ROAD 52
JASMINE BLVD
EMBASSY BLVD
RIDGE RD
ROWAN RD
LITTLE RD
MAIN ST
MADISON ST
STARKEY BLVD
TROUBLE CREEK RD
STATE ROAD 54
MOOG RD
GRAND BLVD
ANCLOTE BLVD
West Market Area

Facts about the study area

- Over 200,000 people
- Total land area: 84 sq. miles (53,760 acres)
- Most dense area of the County
- Most developed portion of the County
- High concentration of commercial uses along US 19; residential uses are predominate elsewhere
- 36 parks
- 31 schools
- Highest foreclosure rate in the County - Over 10%

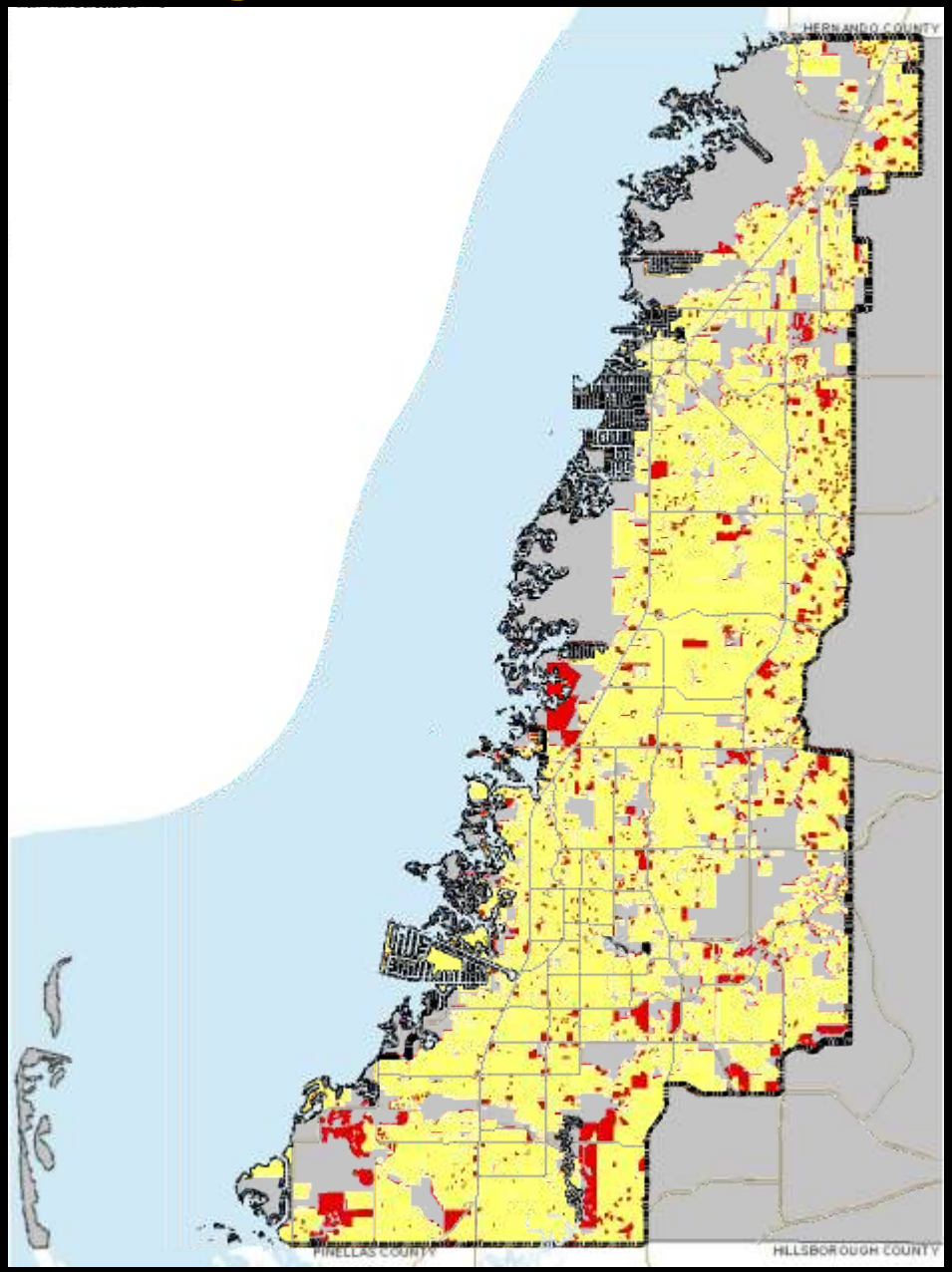
History Snapshot

- 1882 - Hudson becomes a place name
- 1883 - The Gulf Key Post Office is established (Aripeka)
- 1884 - Port Richey becomes a place name
- 1887 - Pasco County is formed from the southern part of Hernando County
- 1909 - Elfers becomes a place name
- 1915 - New Port Richey becomes a place name
- 1924 - New Port Richey is incorporated
- 1925 - Port Richey and Elfers (1925-1933) are incorporated

Age of Structures

1910-1940

YEARS	STRUCTURES
1910-1940	49
1941-1950	140
1951-1960	1923
1961-1970	15762
1971-1980	36910
1981-1990	20984
1991-2000	6941
2001-2010	4830



A period of rapid, [illegible] and [illegible] in [illegible] New Port [illegible] to [illegible] and Port Richey [illegible] Hillsborough Countyline approaching Development [illegible] also occurs at S. [illegible] Countyline due to [illegible] along the development [illegible] in Pinellas County County.

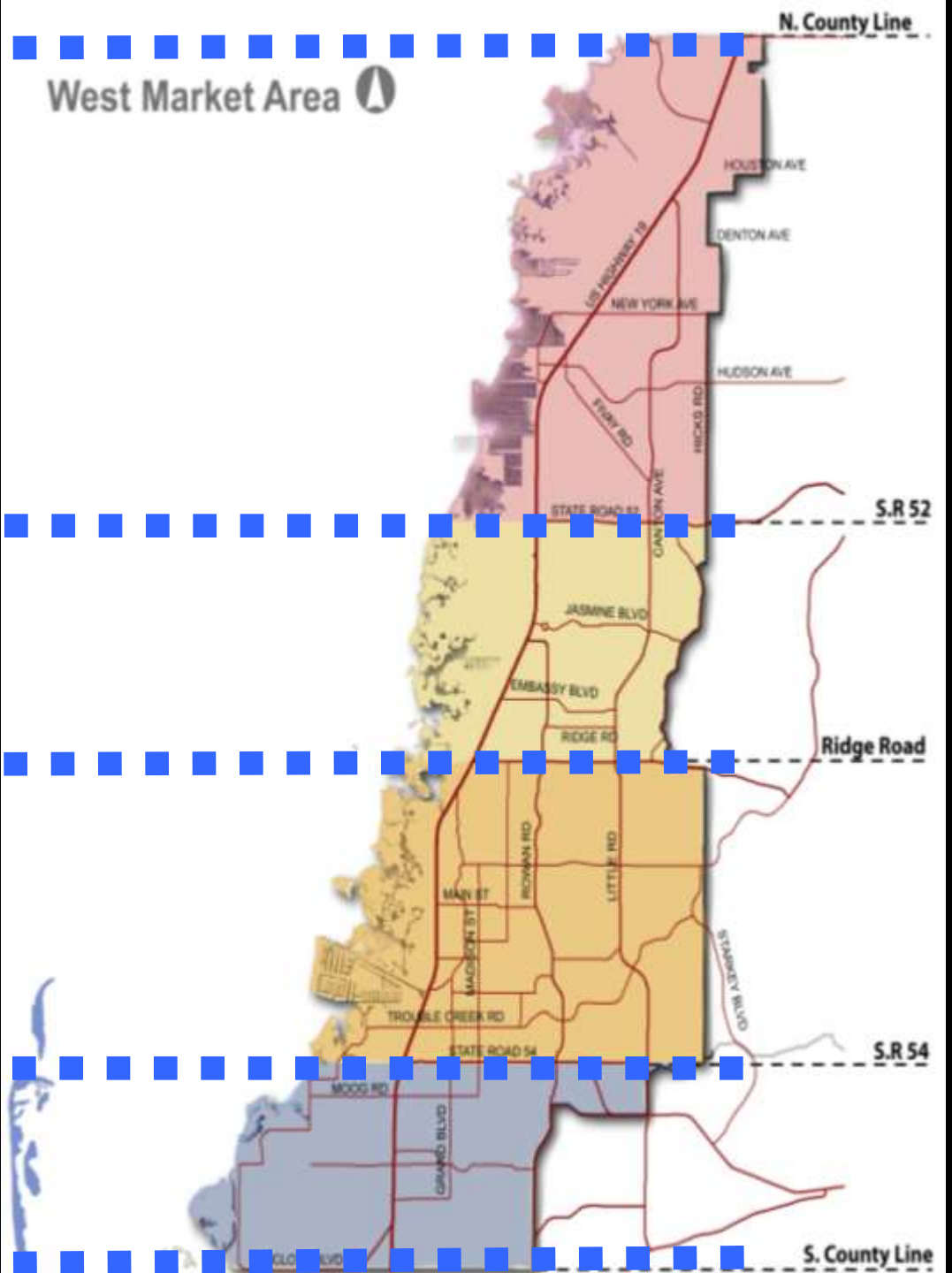
N Co Line

SR 52

Ridge

SR 54

S Co Line

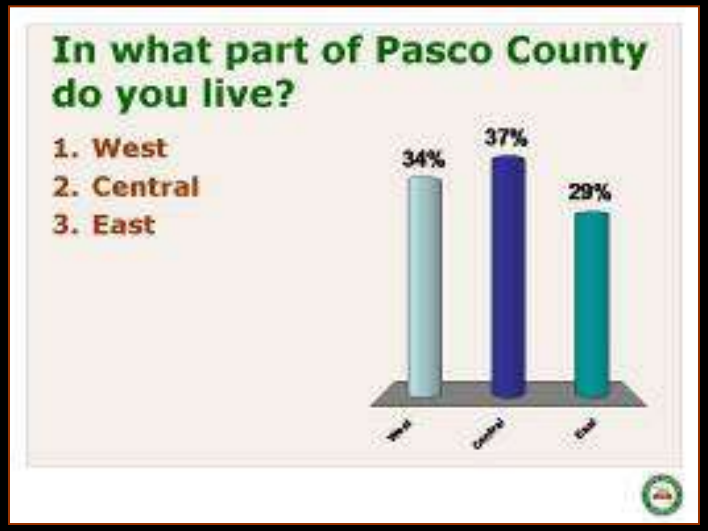


West Market Redevelopment Plan

Visioning Survey

Interactive Voting and Discussion

- **Please grab a ‘clicker’ if you don’t have one**
- **Data is anonymous and reported in group form only**



Using the Audience Response System

Using the Audience Response System

- **Buttons 1 through 9 correspond with answer choices on slide.**
- **Wait a few seconds after each question slide is revealed, then press the number corresponding with your choice.**
- **Look for the solid GREEN light on the keypad to ensure that your response has been counted.**

Using the Audience Response System

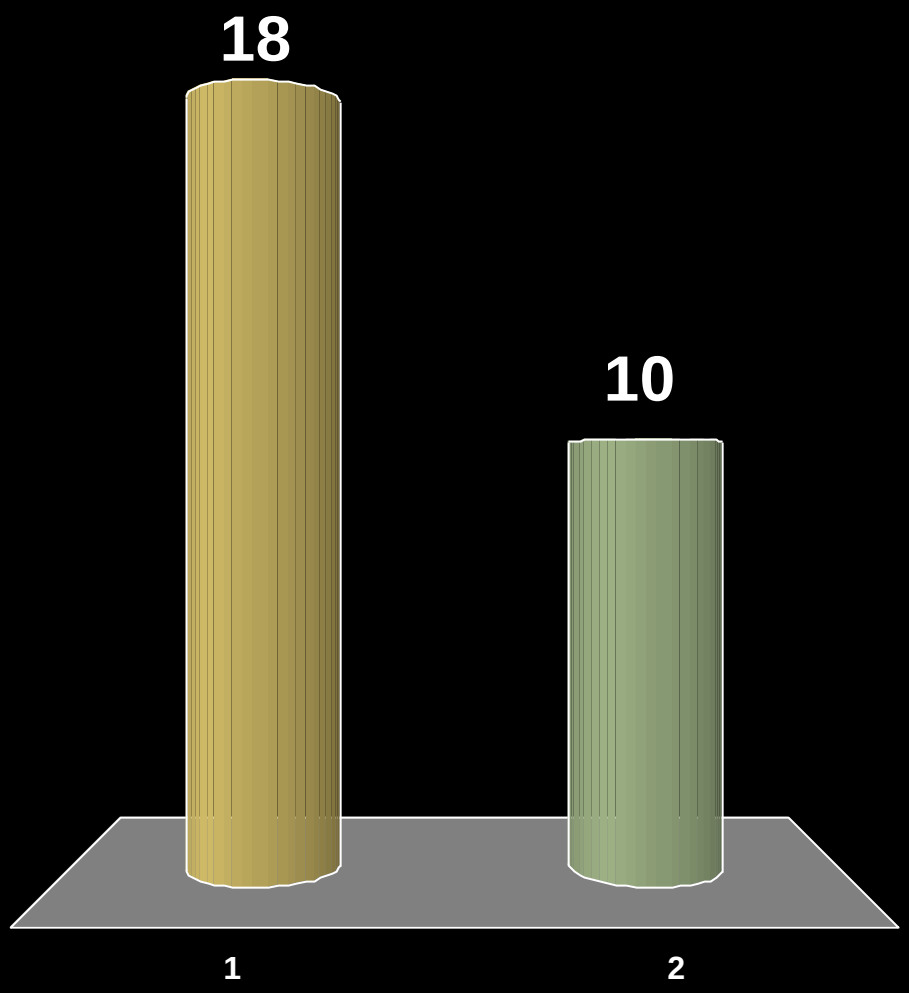
- **If you change your mind before polling is closed, press the button that corresponds with your new answer. The system will only record your last response.**

- **Please use the same voting device throughout the presentation**

- **Please return the response devices at the end of the presentation, or leave the device at your place.**

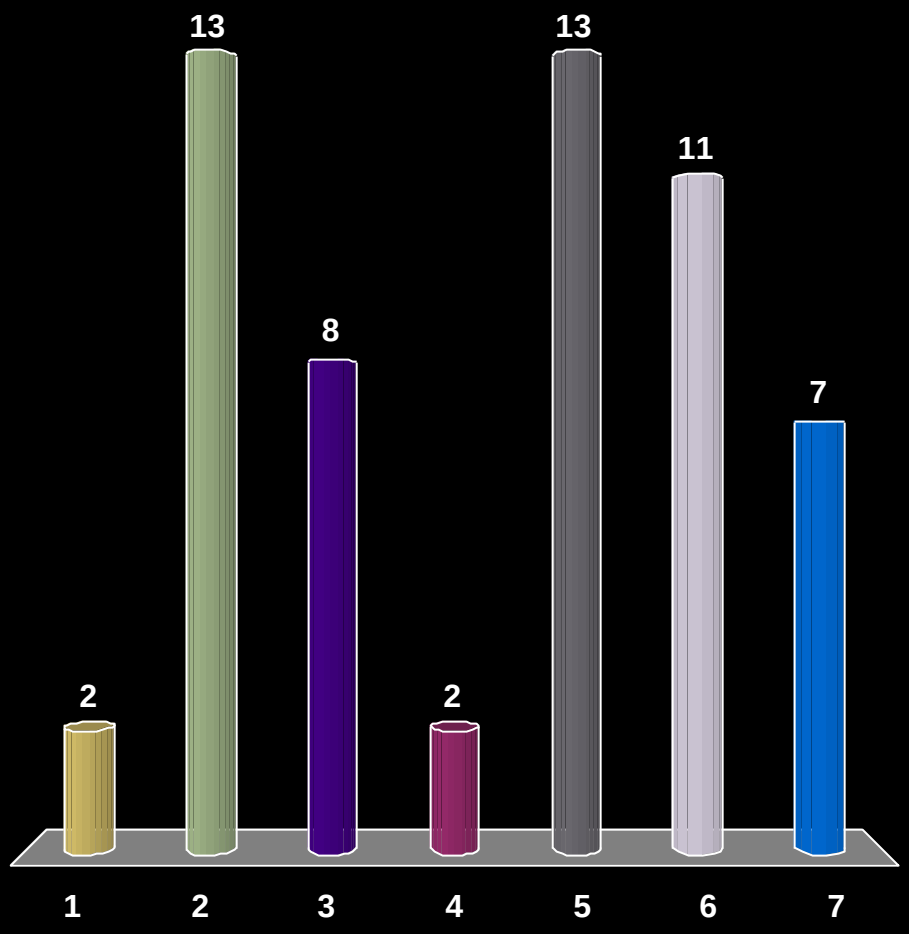
The Tampa Bay Rays will finish above .500?

1. Yes
2. No



What are your two (2) favorite fruits?

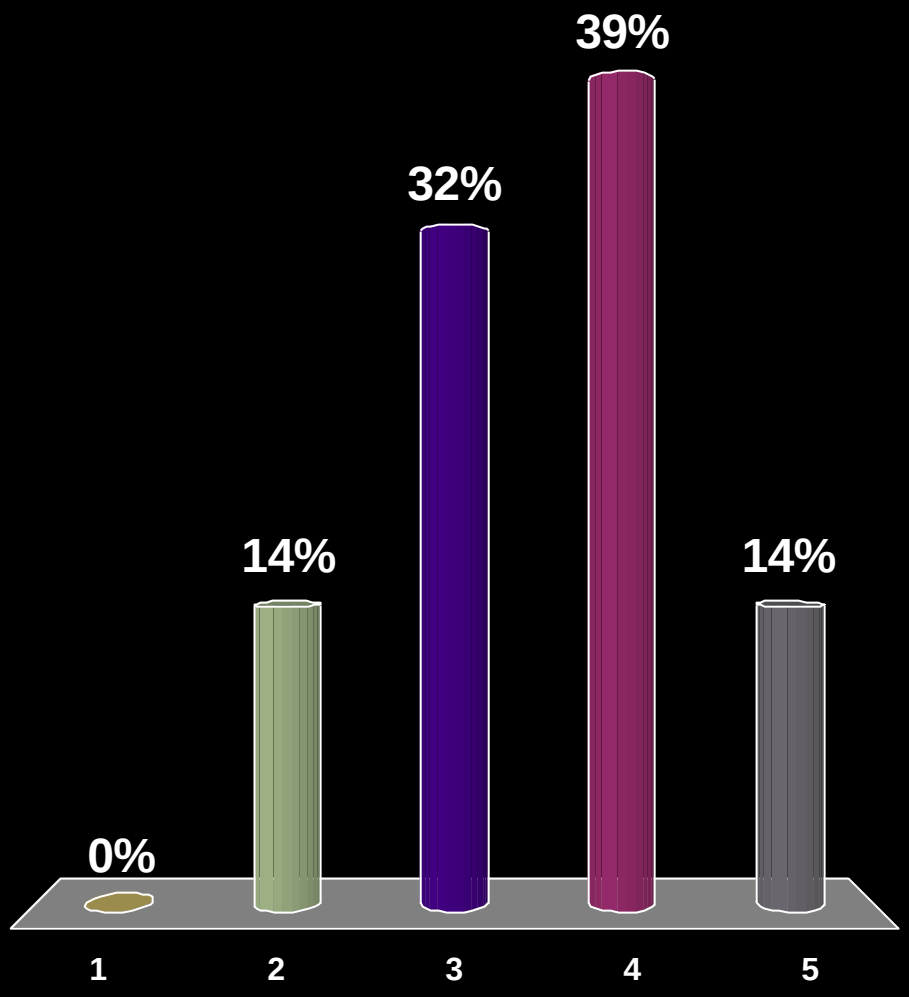
1. Kumquat
2. Banana
3. Apple
4. Kiwi
5. Watermelon
6. Orange
7. Grapes



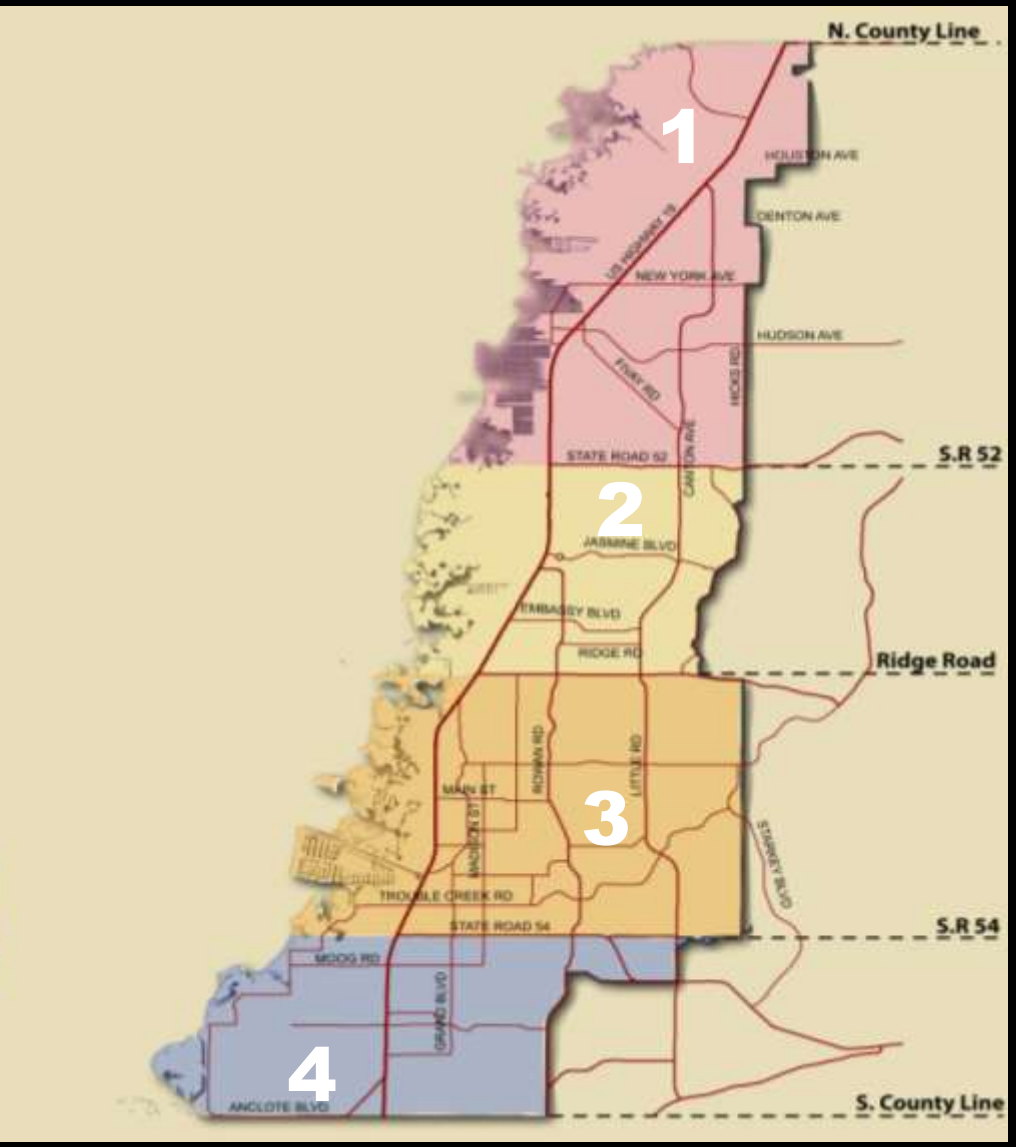
The Basics

I am…

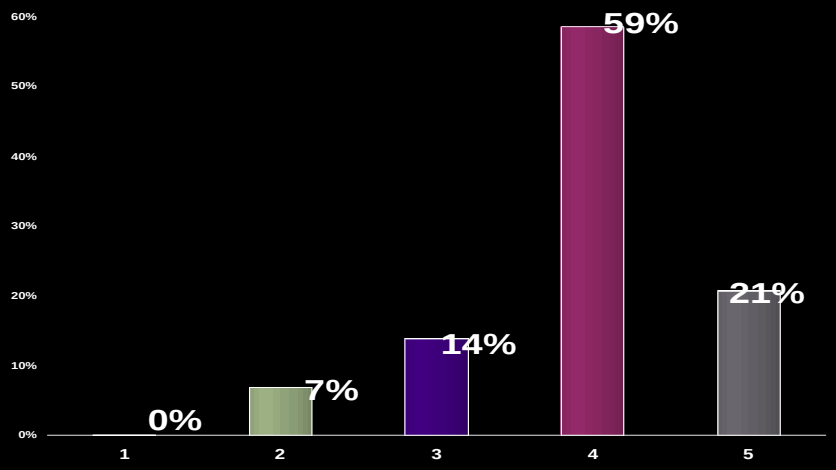
1. under 21
2. between 21-35
3. between 36-50
4. between 51-65
5. Over 65



I Live Between…

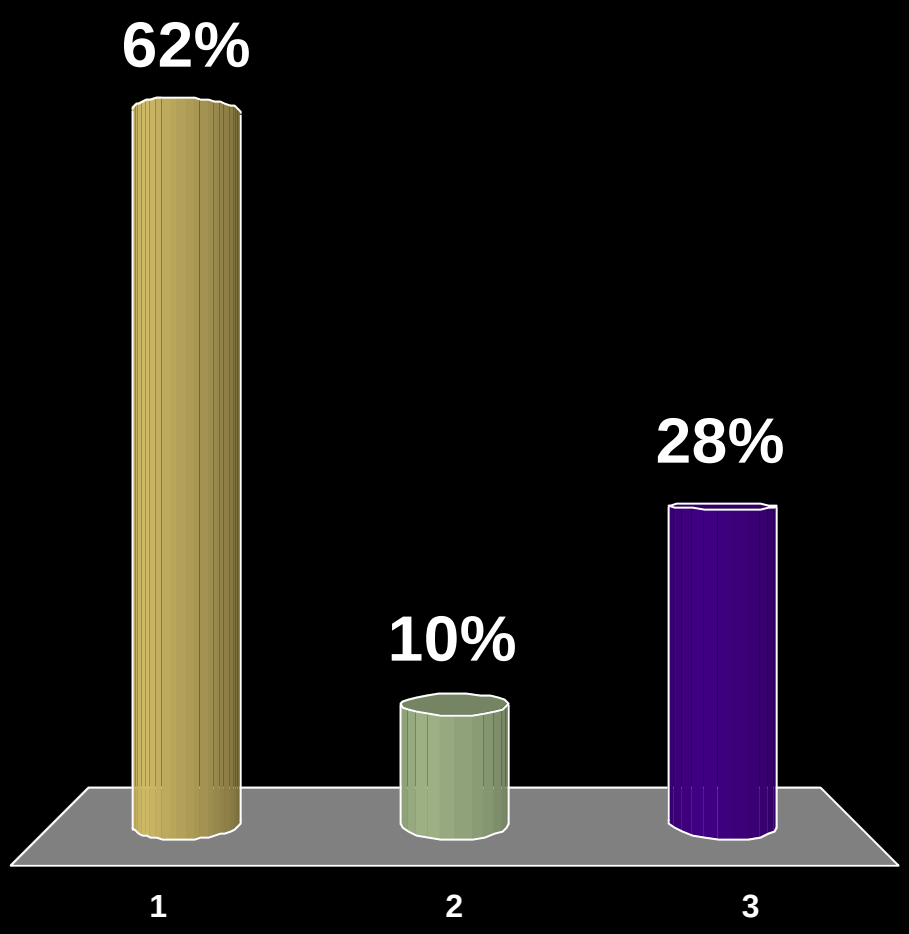


1. North County Line and State Road 52
2. State Road 52 and Ridge Road
3. Ridge Road and State Road 54
4. State Road 54 and South County Line
5. Elsewhere



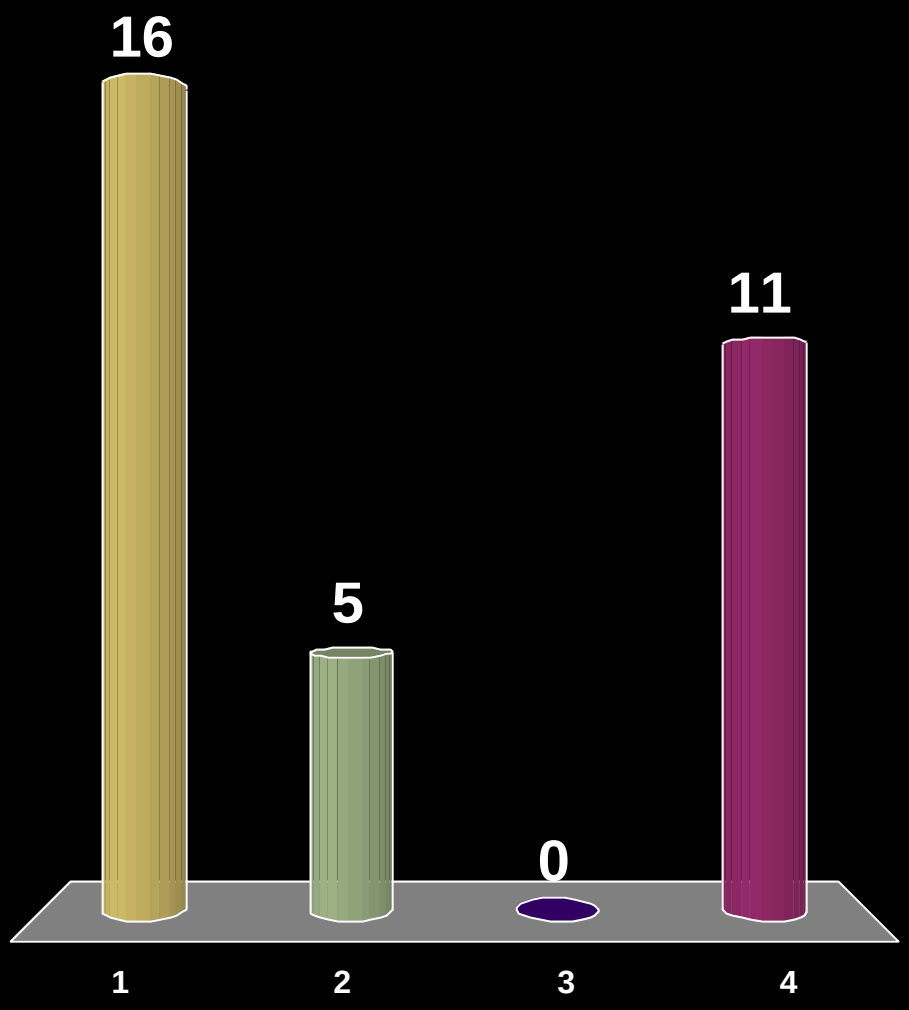
I...

1. Own my house/condo in the West Market Area
2. Rent here
3. Live elsewhere



Do you own property in the West Market Area? (select all that apply)

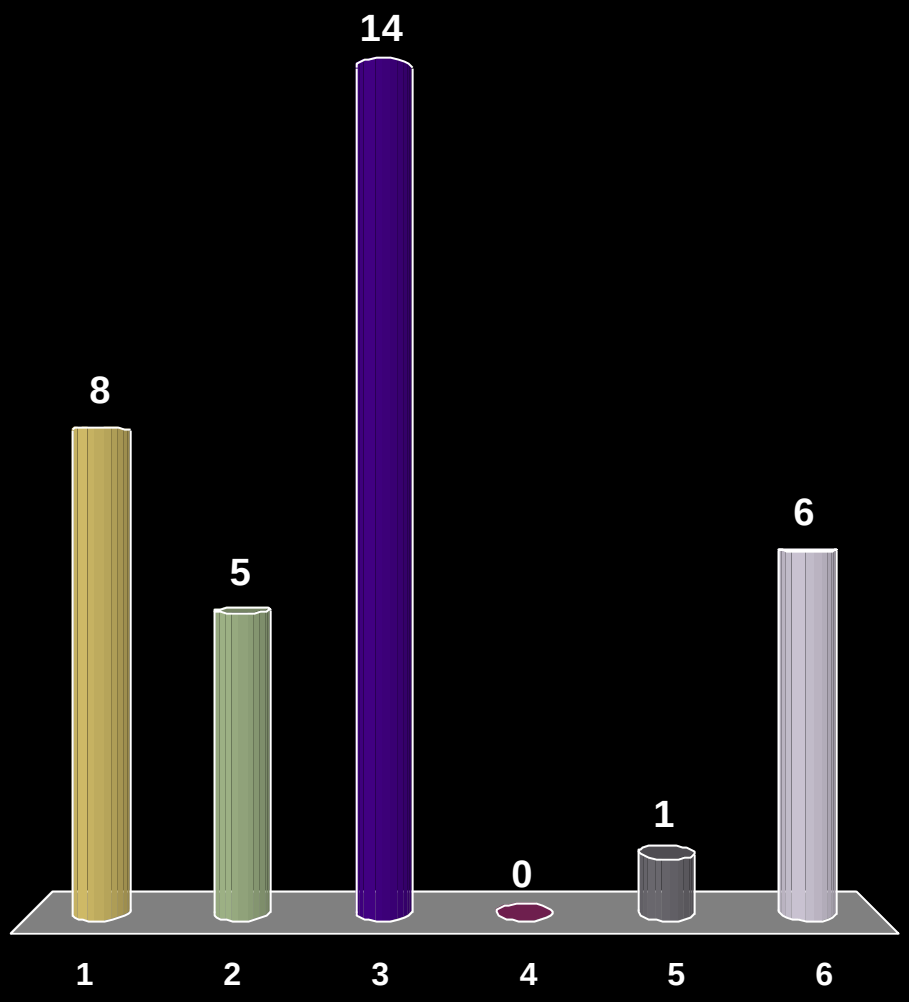
1. Yes, I have a house here
2. Yes, I have a business here
3. Yes, I have a property here that is currently vacant
4. No



I…

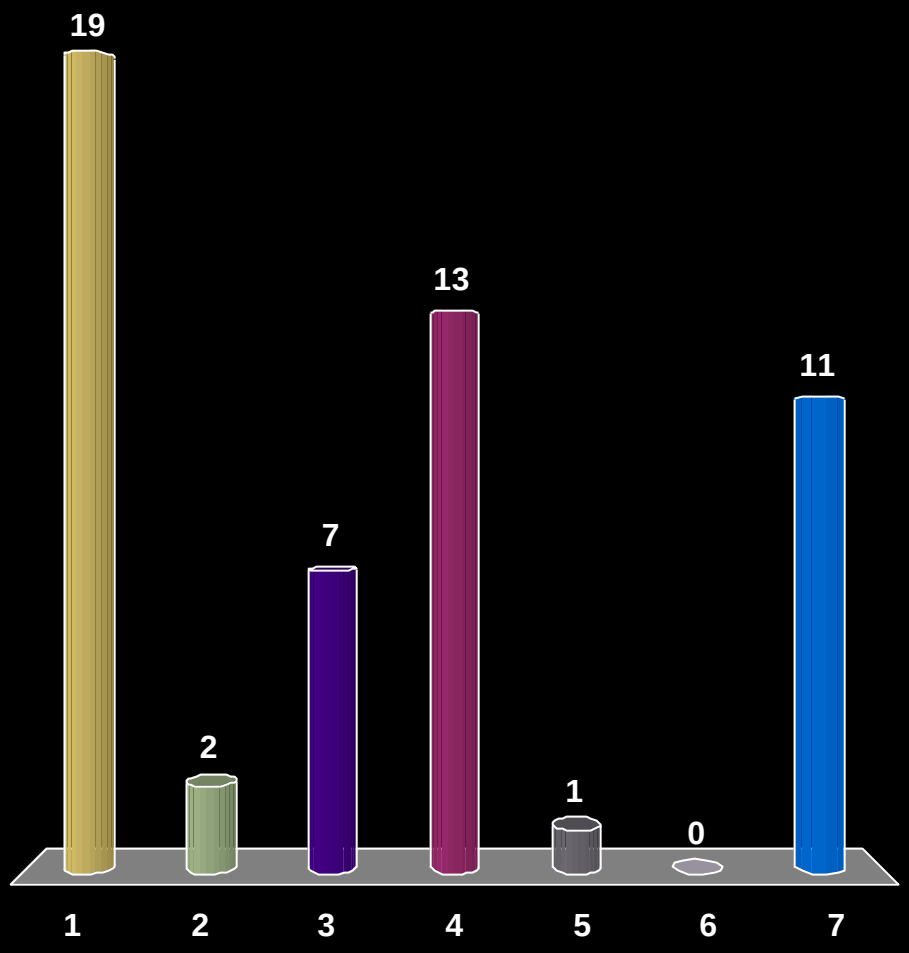
(choose all that apply)

1. Work in the West Market Area
2. Work here and have my own business
3. Work elsewhere
4. Am a student
5. Am unemployed
6. Am retired



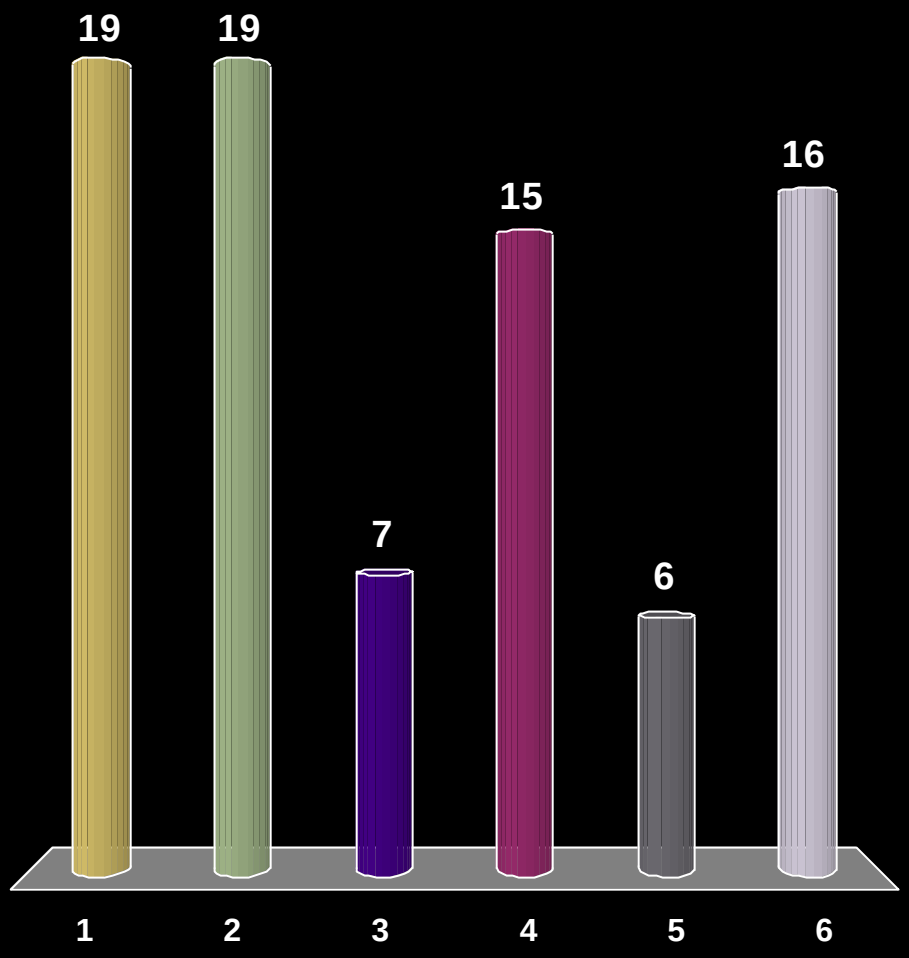
My top two (2) concerns for my community are…

1. Deteriorating neighborhoods
2. Affordable housing
3. Community image
4. Crime
5. Health Care
6. Historic Preservation
7. Job Availability



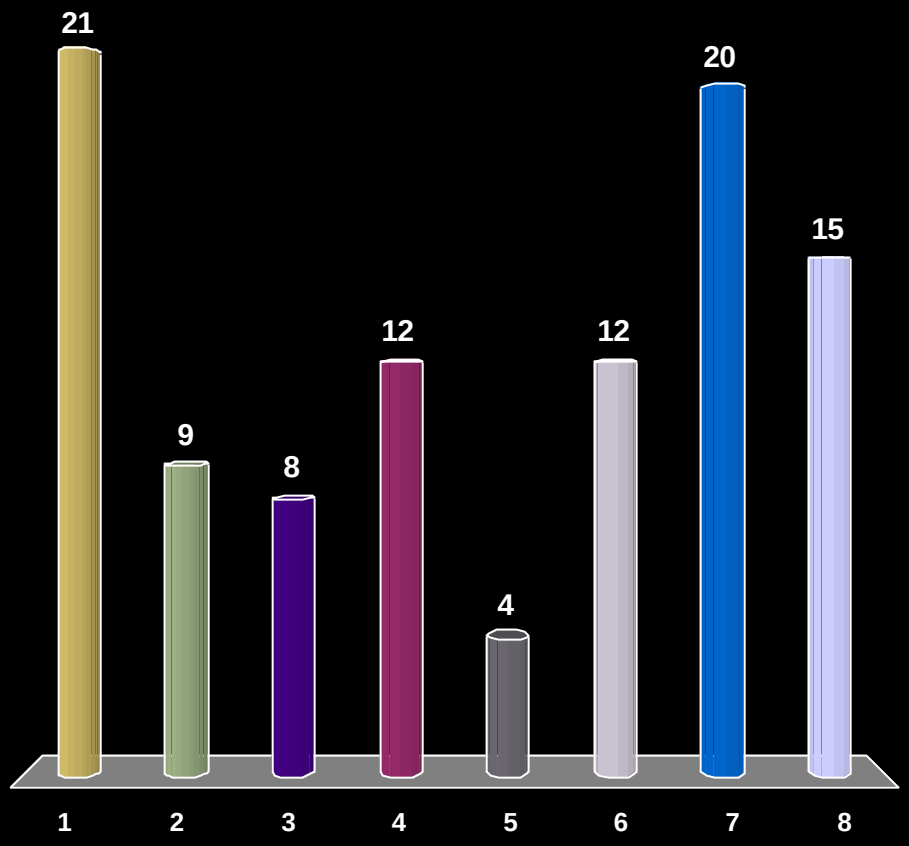
What physical improvements are needed in your neighborhood? (select all that apply)

1. Improve streets and sidewalks
2. Redevelop vacant buildings
3. Access to water and sewer lines
4. Drainage
5. Quality affordable housing
6. Community facilities such as libraries, day care centers and parks



What can help build a sense of community? (select all that apply)

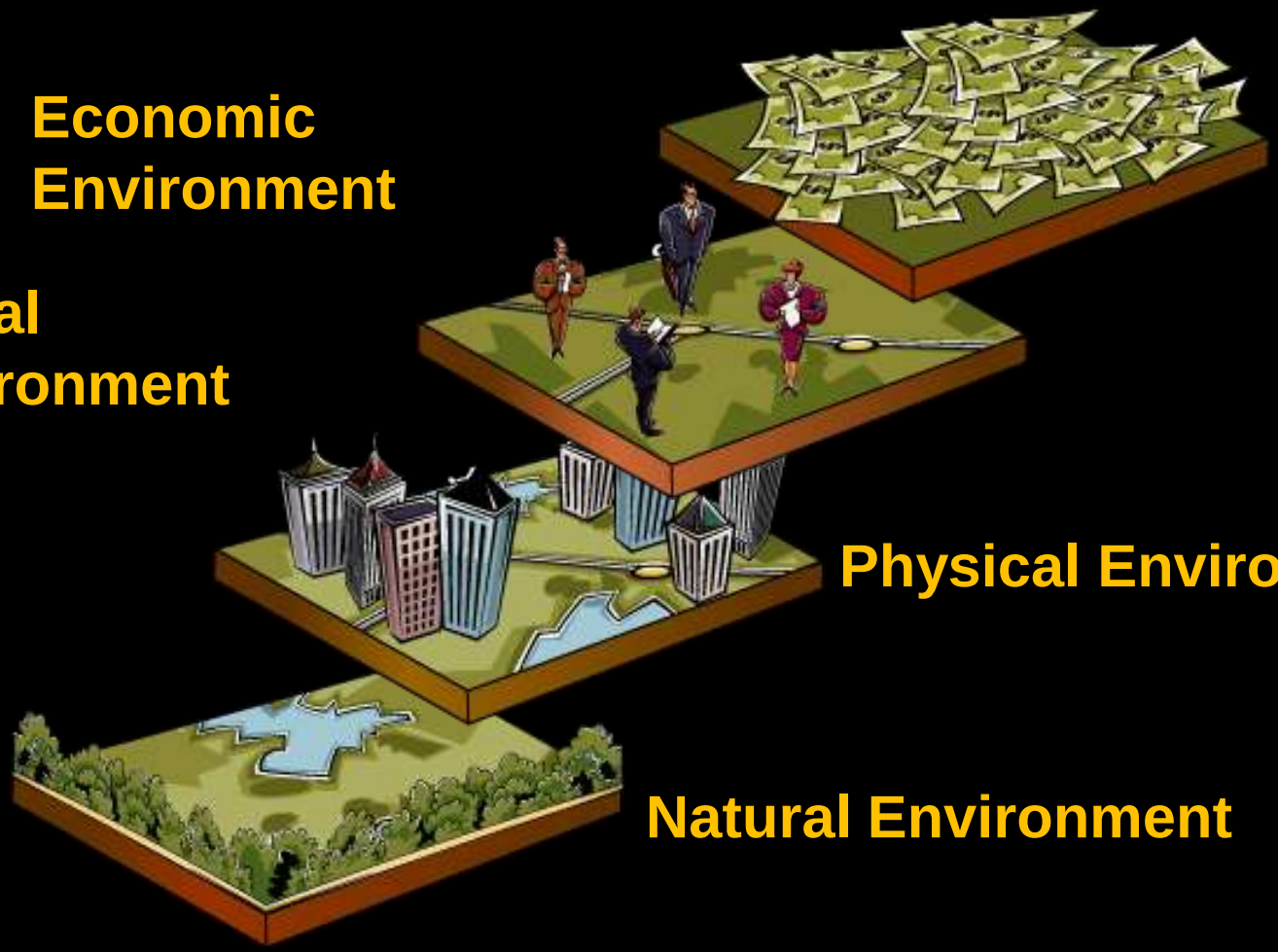
1. Home ownership
2. Strong homeowner associations
3. Churches
4. Schools
5. Non-profit organizations
6. Historical and cultural resources
7. Community events (farmers markets, sports and cultural events etc.)
8. Neighborhood Centers



Map Discussion

- Where do you live?
- What area concerns you the most?
- What area do you want improvement, and what kind?
- Where do you want to locate the community facility you want?
- Any other comments, concerns, needs, or suggestions?

The Challenge: Grow in a Way that Increases QUALITY as well as QUANTITY…

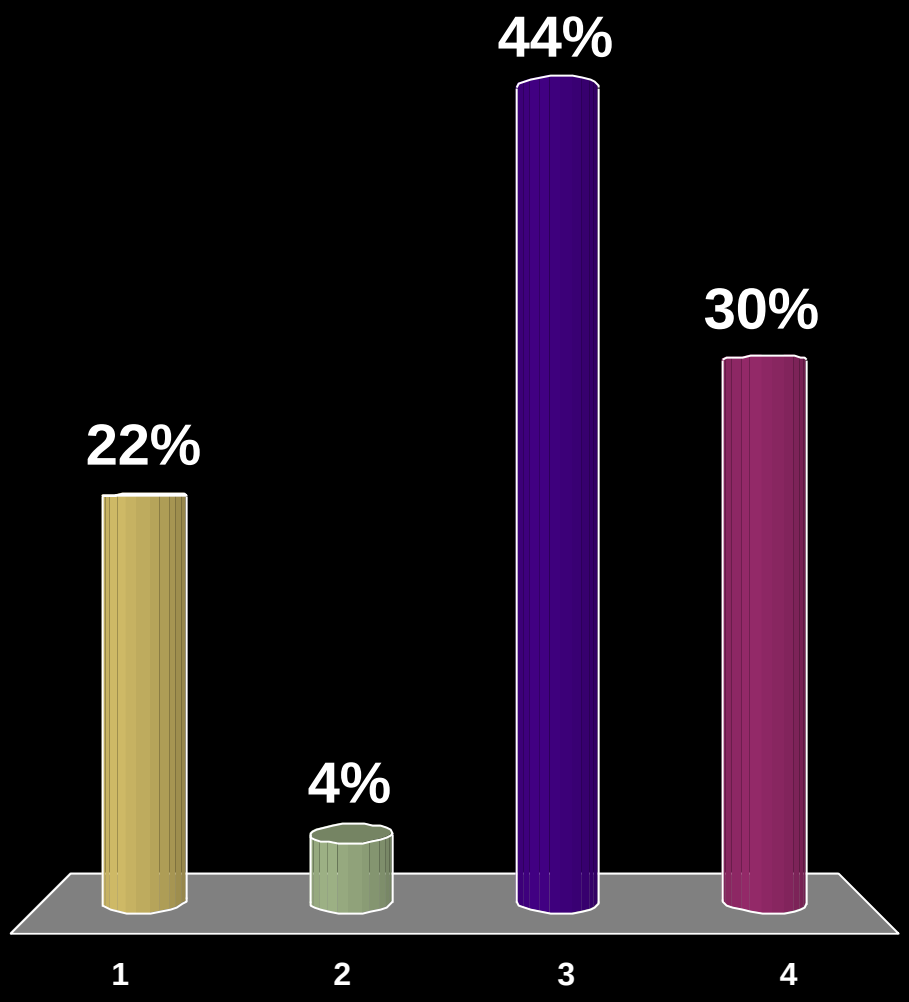


Overall Challenges

- Environment / Open Space
- Urban Design
- Economic Development
- Transportation

Which issue is most important to you?

1. Environment / Open Space
2. Urban Design
3. Economic Development
4. Transportation



Environment / Open Space

West Market Area Assets

1. Existing coastal parks
2. Natural features
3. Proximity to regional trails
4. Historical Resources

Environment / Open Space Challenges

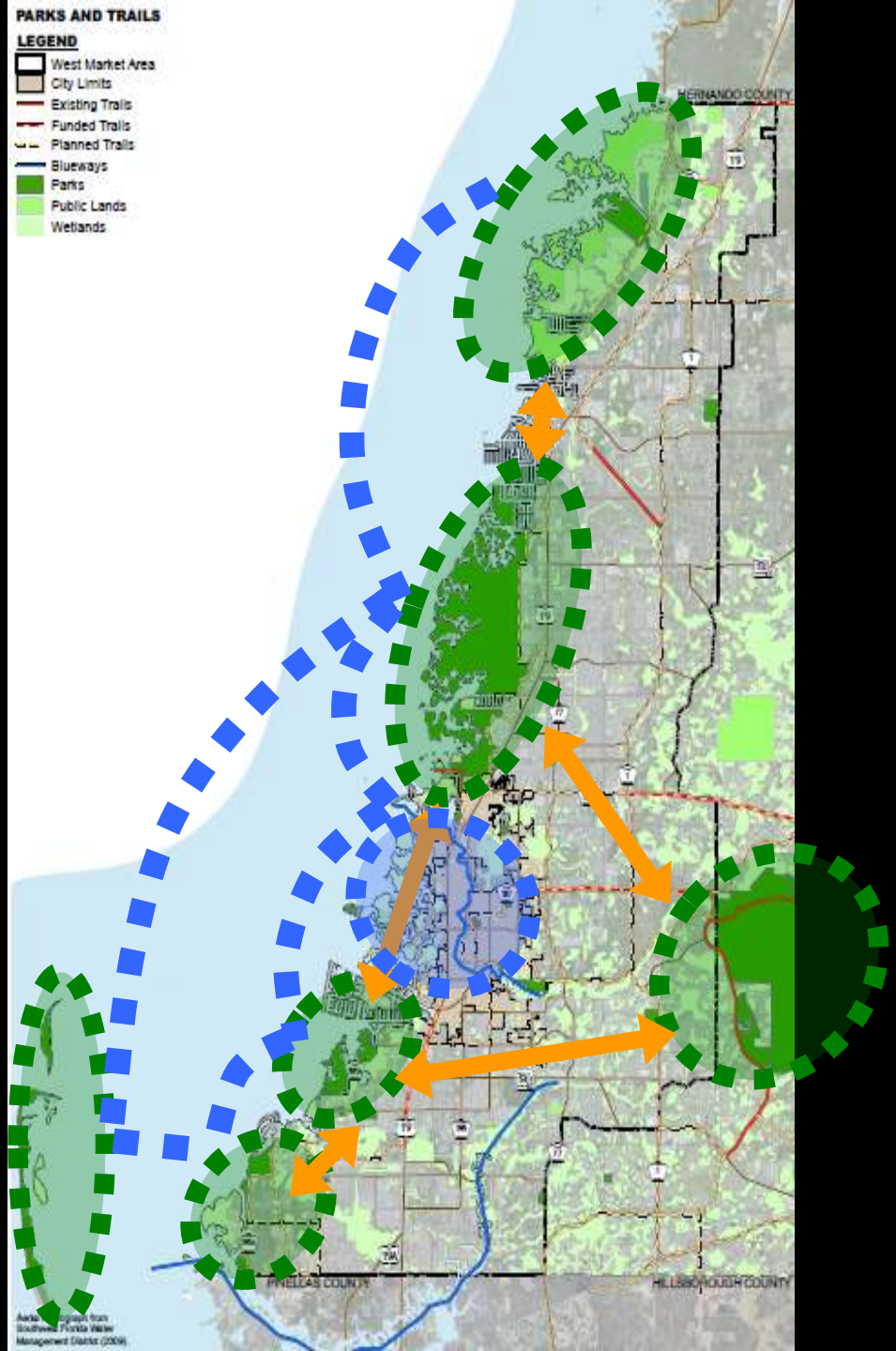
- Under-utilized waterfront
- Limited coastal access points
- Fragmented public space and recreation facilities
- Resources not fully utilized

Environment / Open Space Strategies

- Greenways, blueways (water) and trails
- Convenient and aesthetic coastal connections
- Neighborhood parks
- Safe and convenient connectivity between neighborhood and parks
- Water taxi, ferry
- Eco-tourism

Parks and Trails

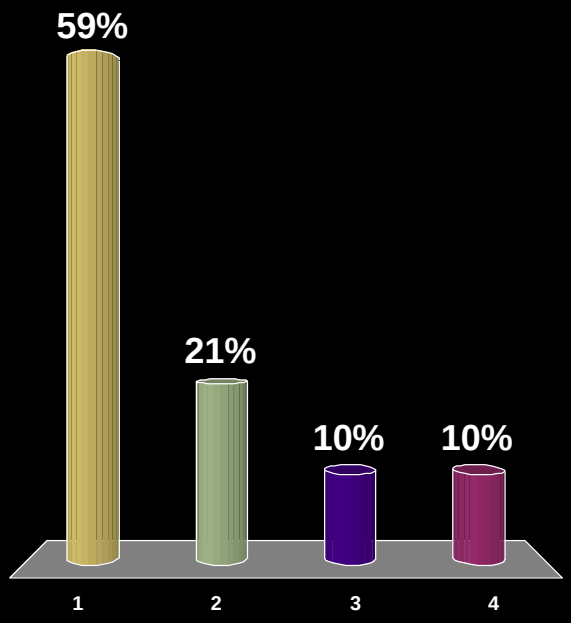
- Existing parks and open spaces
- Potential Blueway connection
- Potential Greenway connection



Waterfront and Riverwalk

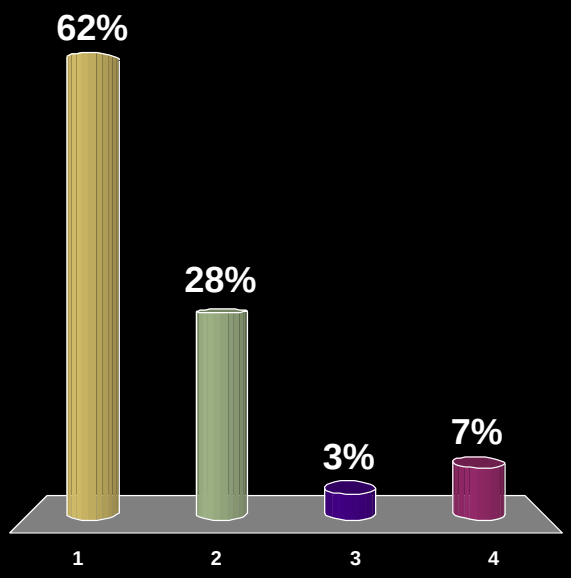
Do you like the idea of creating a Riverwalk?

1. Very Much
2. Somewhat
3. Not Much
4. Not at all



How important is maximizing public access to the coast?

1. Very Important
2. Somewhat Important
3. Not very Important
4. Not important at all



Map Discussion

Mark on the map where you would want

- **Trails**
- **Riverwalk**
- **Neighborhood parks**
- **Access to the coast**
- **Or any other comments**

Urban Design

Urban Design Challenge

Auto-Oriented Strip Development

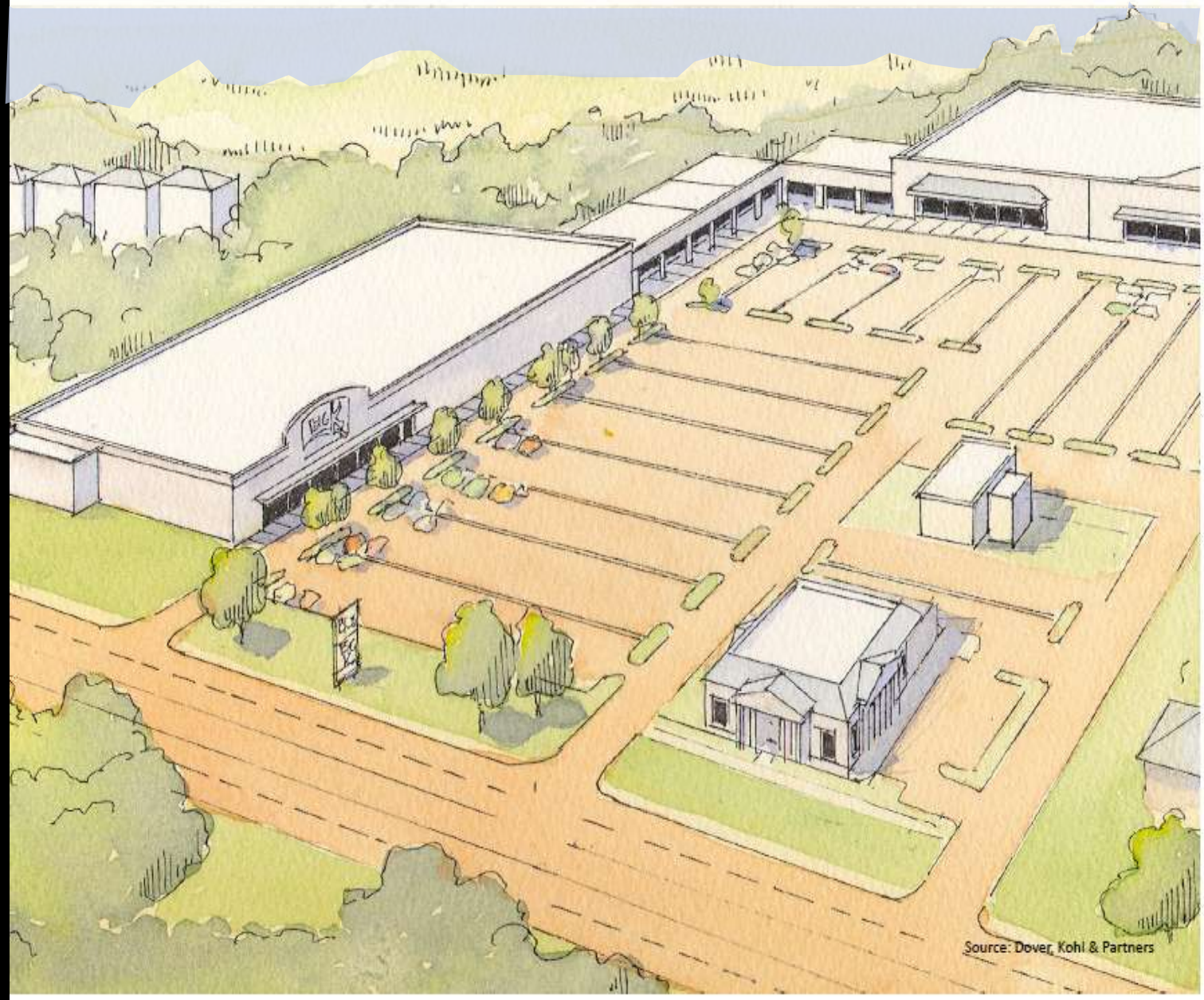
19
Ponsive Dr
Kelso Dr
Holiday Hills Blvd
Pegasus Ave
Hyperion
Salt Springs Rd

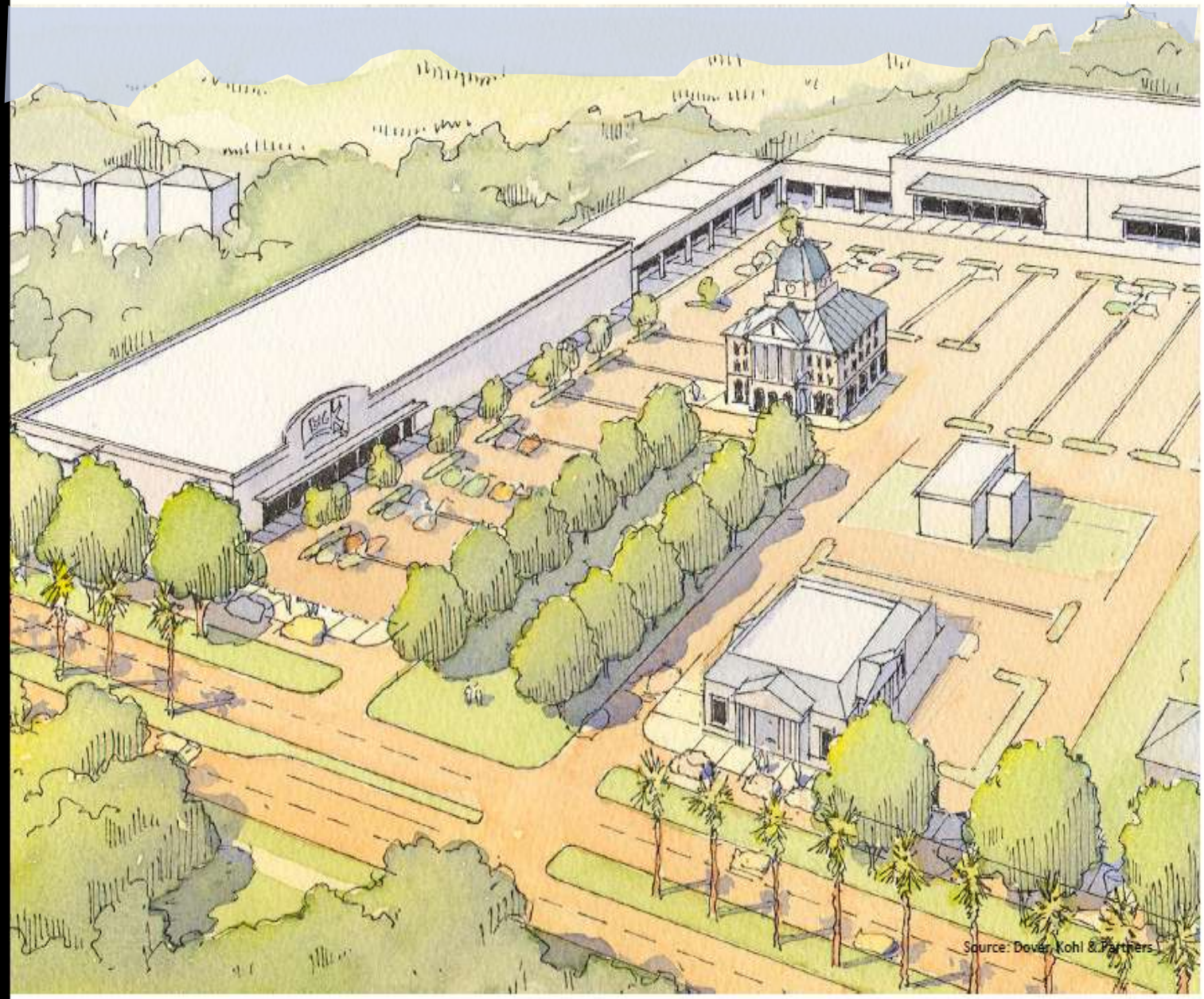
Urban Design Strategies

- Compact, Mixed use and Pedestrian friendly development
- Retrofit strip malls to lifestyle centers
- Create high standard design guidelines
- Create riverwalk and waterfront activity centers
- Identify and preserve distinct neighborhood character
- Develop scenic routes
- Create aesthetic and functional public realm

Mixed Use Development

- Combines residential, commercial, industrial, office, institutional, public space or other land uses.
- Optimizes Land Use in a Sustainable Way
- Higher Property Values
- Increases Housing and Travel Options
- Creates Dynamic Communities with a Local Sense of Place


Source: Dover, Kohl & Partners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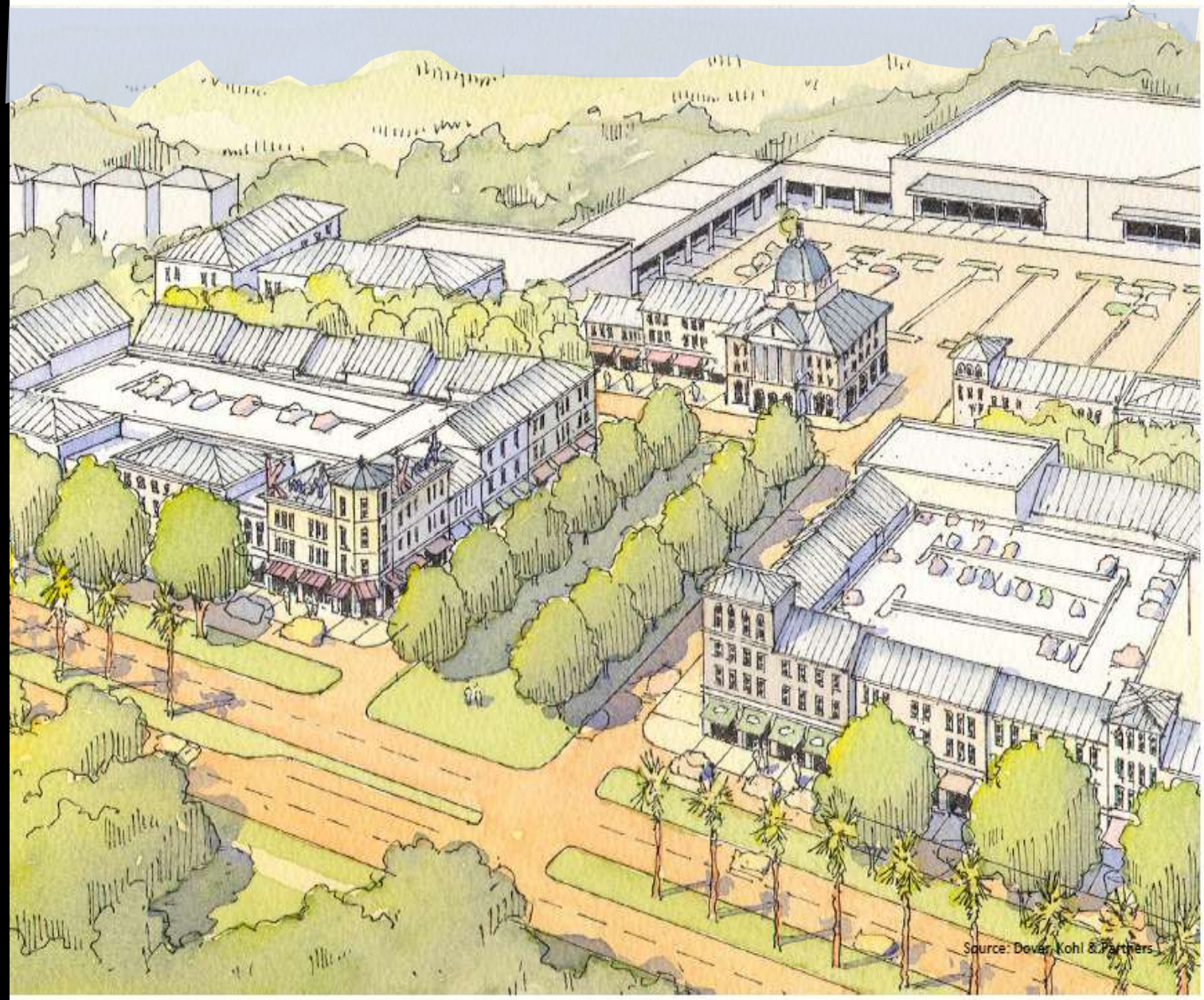
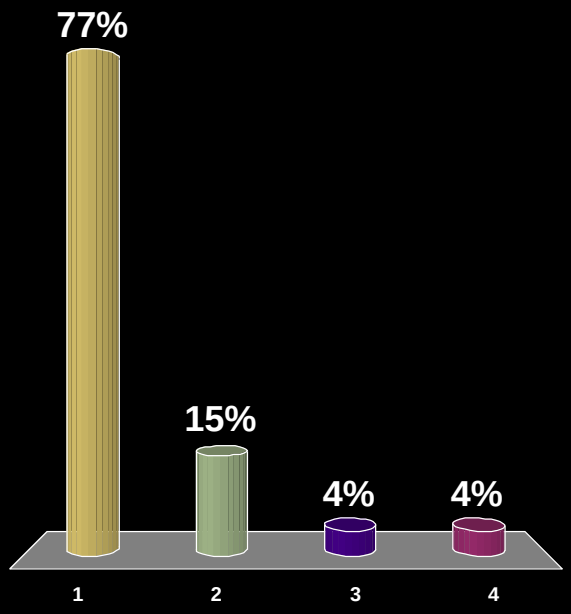

Source: Dover, Kohl & Partners

Source: Dover, Kohl & Partners

How important to you is the appearance along major roads?

Typical Arterial

1. Very Important
2. Somewhat Important
3. Not very Important
4. Not important at all



Typical suburban street

An urban option

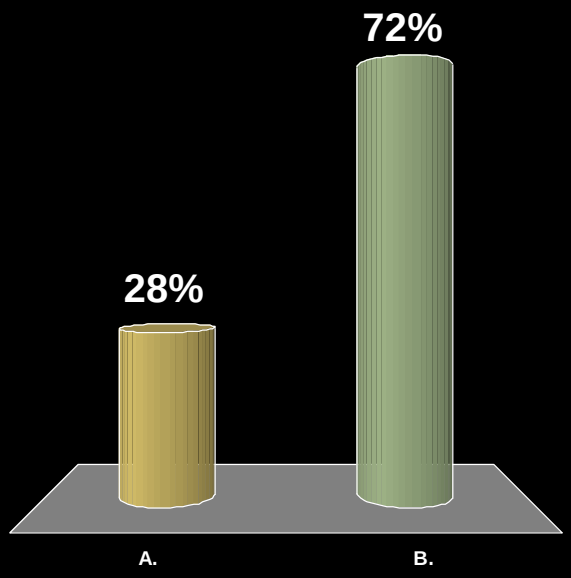
Which do you prefer?

Suburban

Urban

A. Suburban

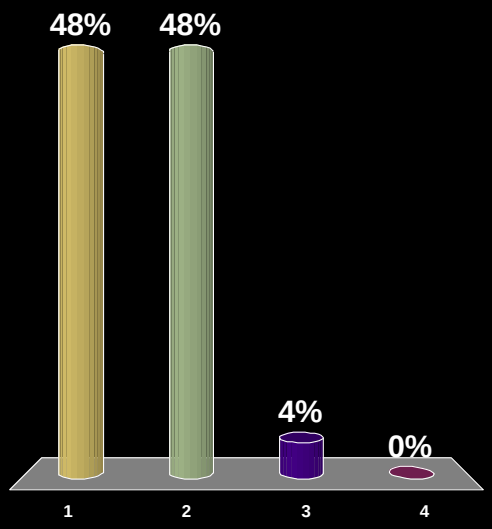
B. Urban



No matter which option you preferred , how much do you like this?

Urban

1. Strongly Like
2. Like
3. Dislike
4. Strongly Dislike



Suburban Retail

A

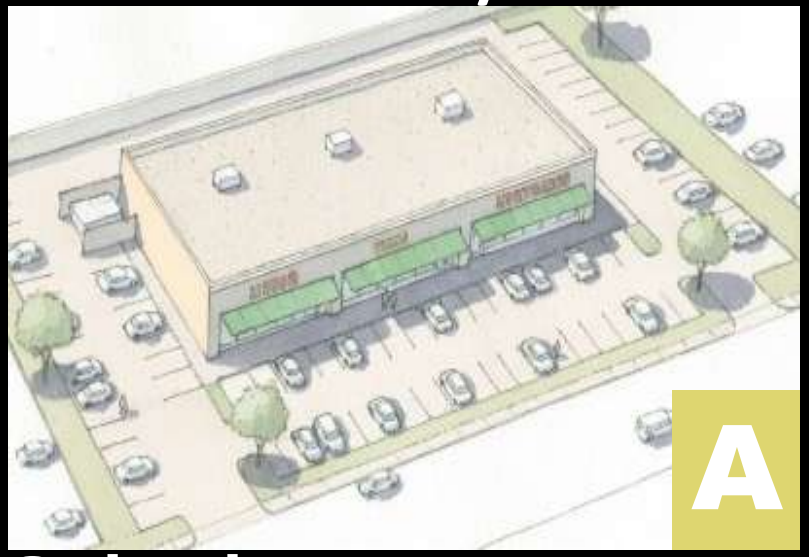
- Separation
- Parking in front
- Building away from street
- Single use

Urban Retail

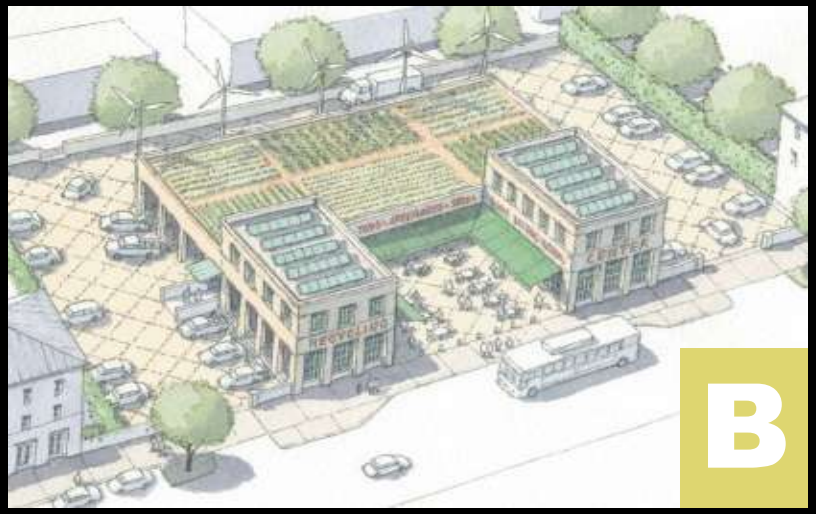
- Connection
- Building in front
- Parking separation
- Mixed-use
- Height

B

Which do you like better?



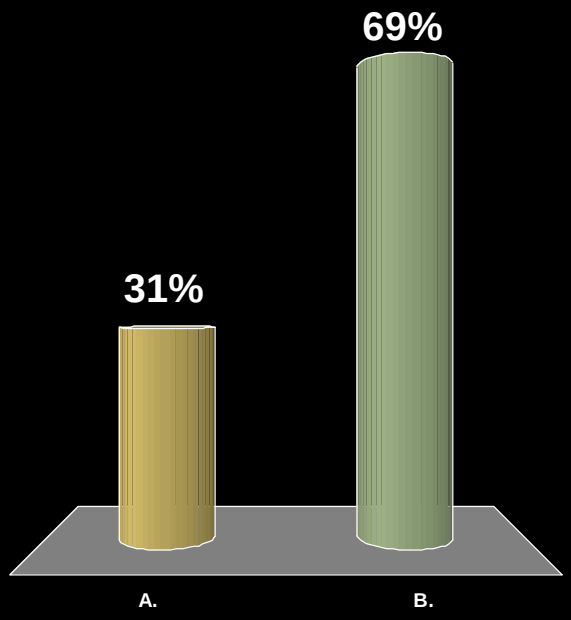
Suburban



Urban

A. Suburban

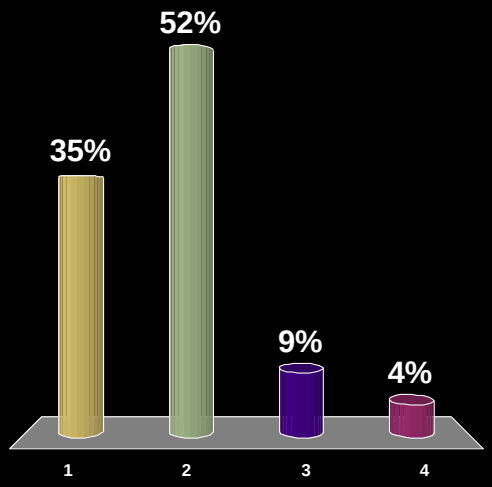
B. Urban



No matter which option you preferred , how much do you like this?

Urban

1. Strongly Like
2. Like
3. Dislike
4. Strongly Dislike



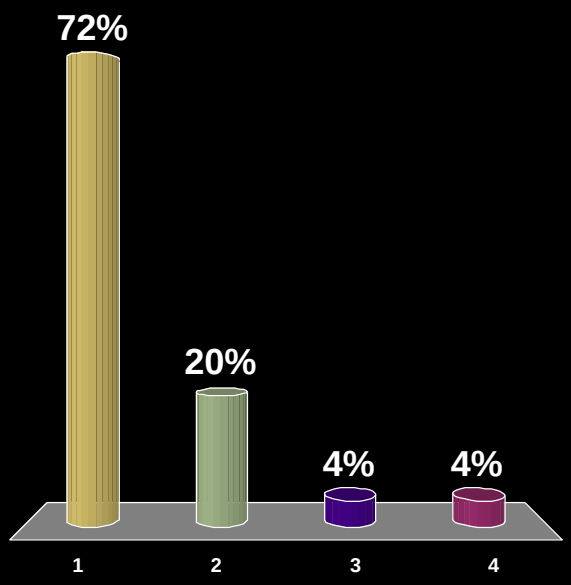
Blank walls along pedestrian paths

Attention to building features

How important is this to you?

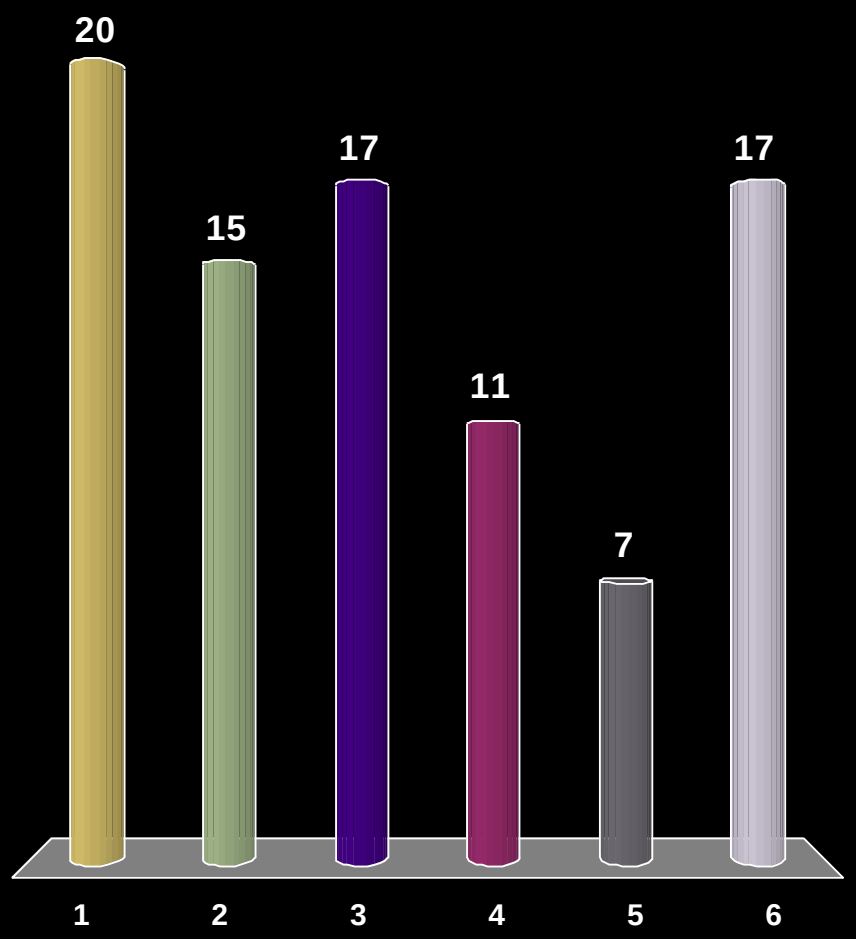
Attention to building features

1. Very Important
2. Somewhat Important
3. Not very Important
4. Not important at all



Of all the design strategies discussed earlier, which are your three (3) favorites?

1. Add street trees, landscaping, planters and street furniture
2. Improve signage
3. Incorporate pedestrian and bike amenities
4. Break up large parking lots
5. Building placement
6. Adding building features such as awnings and display windows



Map discussion

- Locate important neighborhood center areas (accessible, convenient commercial areas)

- Locate areas for Market Area - gateway features, wayfindings opportunities, quality signage (coastal identity)

- Identify unique areas (area attractions, urban amenities)

Economic Development

Economic Development Challenges

- Low standard, poor quality commercial spaces
- Existing aged development / parcel patterns constrain opportunities for redevelopment
- Limited employment opportunities
- High foreclosure rate

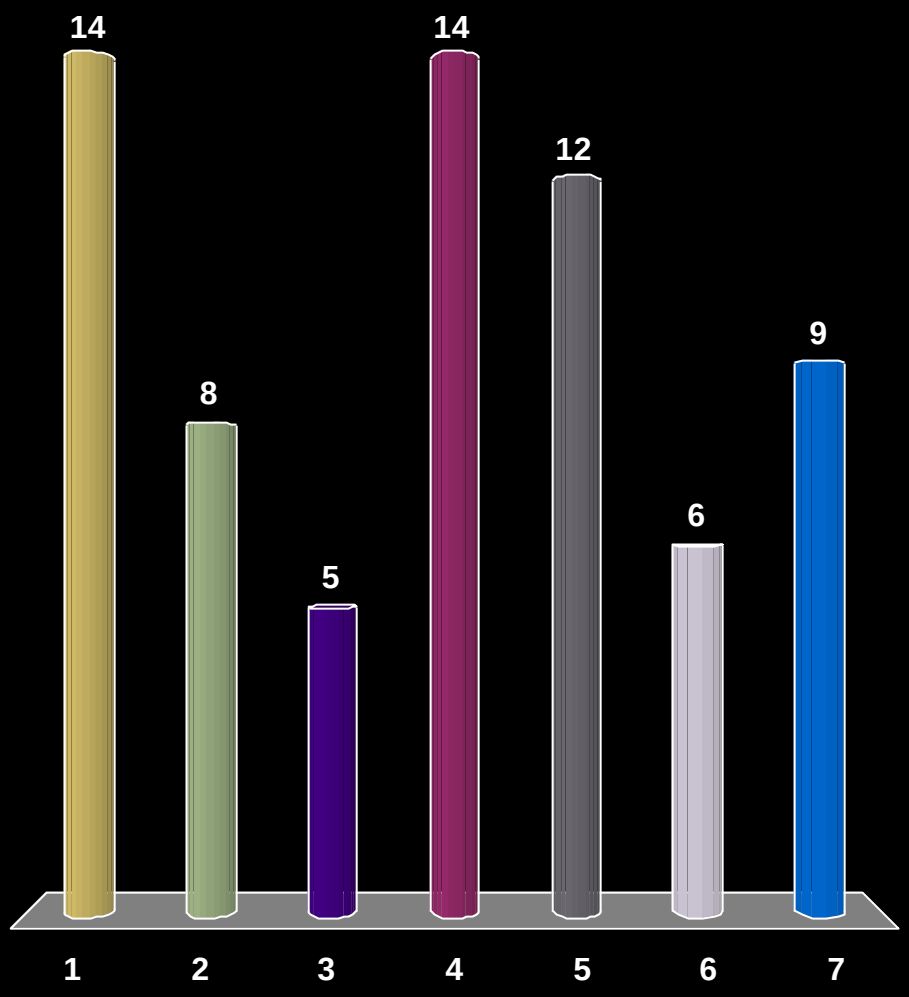
Economic Development Strategies

- Business incentives
- Proximity of jobs and housing
- Integrate small development / parcels for redevelopment opportunity
- Promote medical services and health centers
- Promote and expand tourism
- Brownfield redevelopment

What are West Market Area strengths?

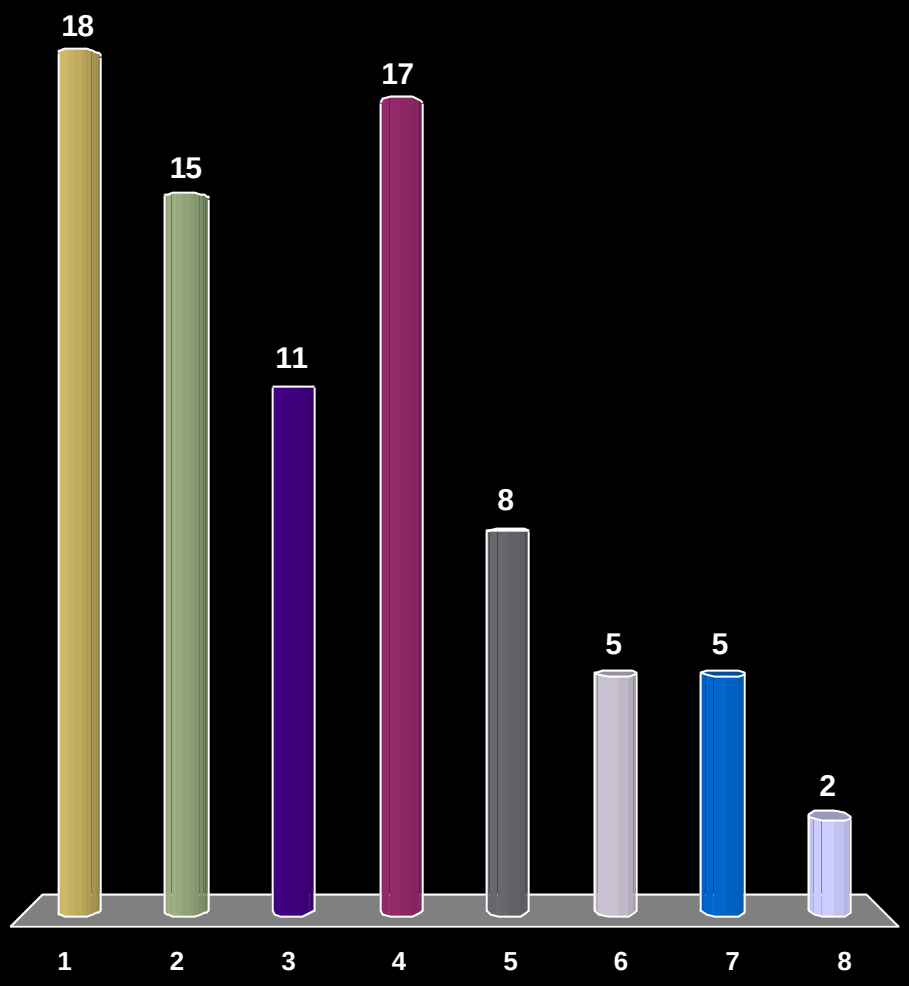
(select all that apply)

1. Water Access to Coast/Lakes
2. Available Developable Space
3. Available Healthcare
4. Location within Region
5. Affordable Lifestyle
6. Quality of Life
7. Existing Homes and Communities



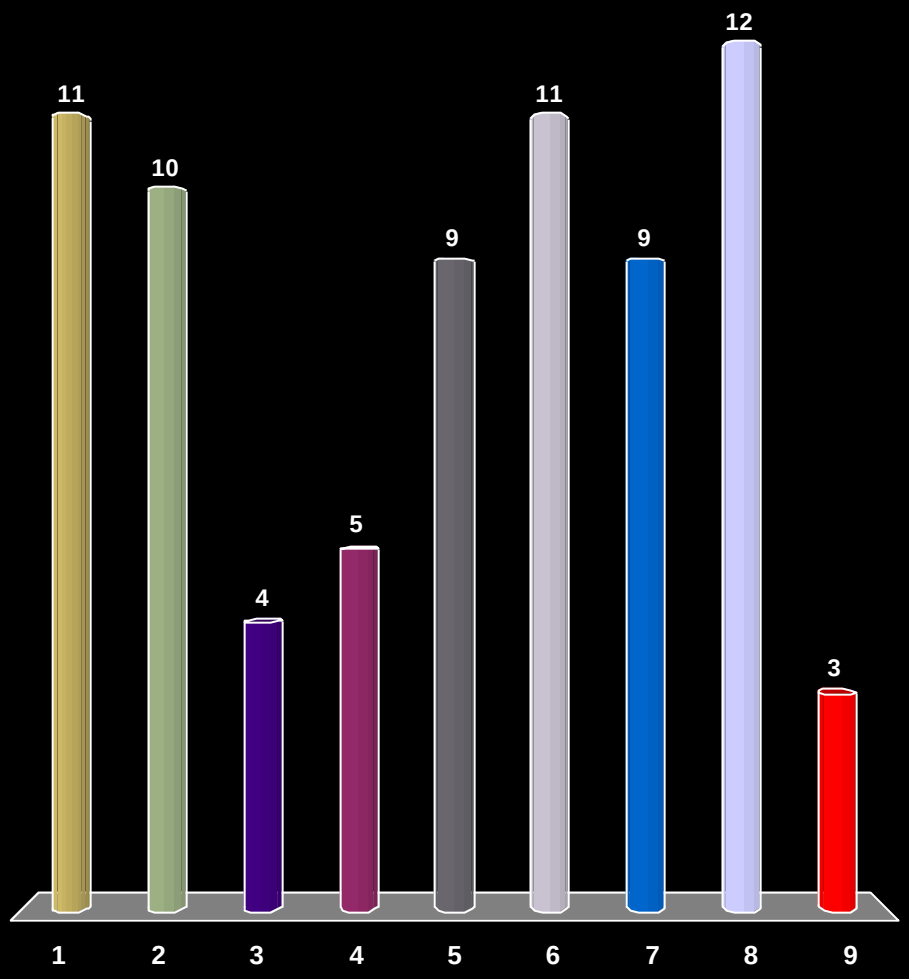
What are the three (3) top issues limiting the economic growth of this area?

1. Appearance
2. Workforce skills
3. Education level
4. Crime
5. Coast not accessible
6. Limited culture and creative opportunities
7. Lack of transportation choices
8. Limited hurricane evacuation routes



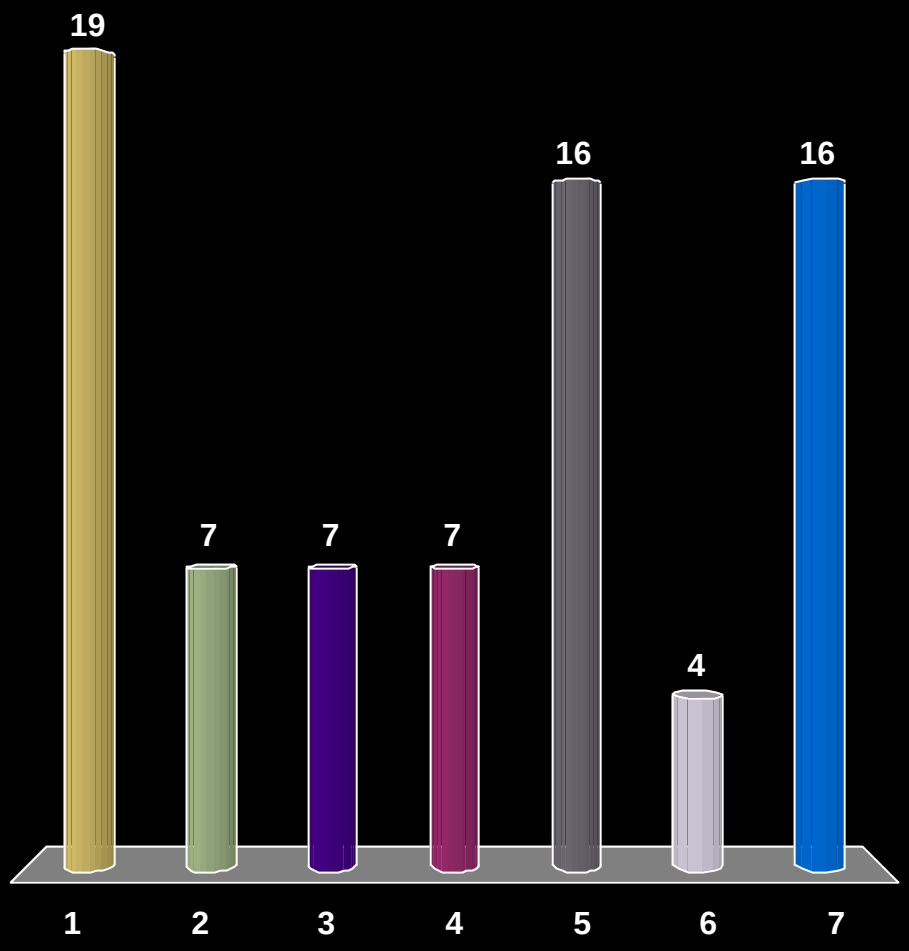
Select three (3) economic sectors that should be encouraged in the West Market Area

1. Manufacturing / Distribution
2. Mixed Use / Retail
3. Government (Federal, State, Local)
4. Construction
5. Healthcare
6. Professional Services
7. Transportation / Utilities
8. Tourism
9. Other



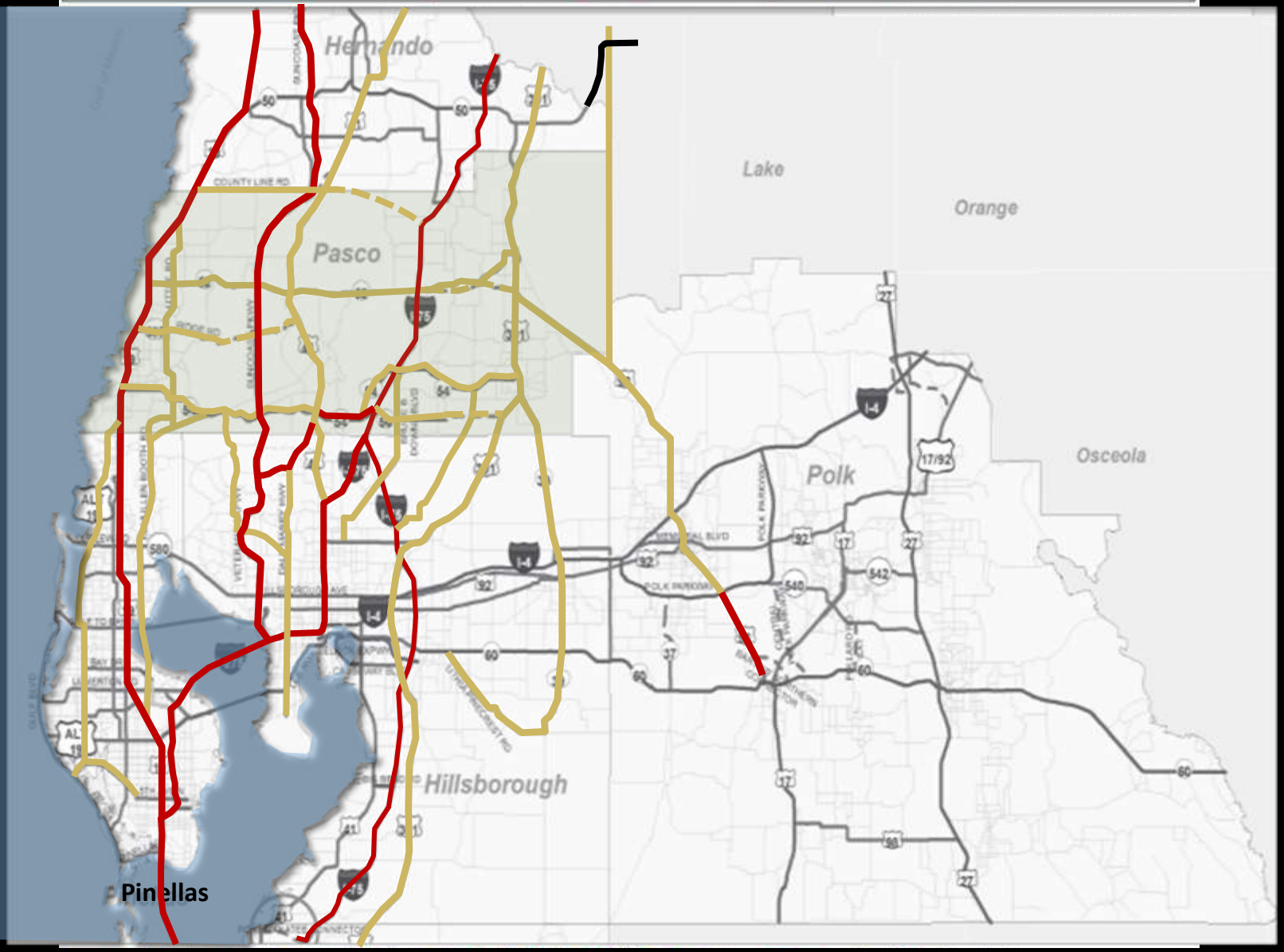
Select three (3) best strategies for the economic future of the West Market Area

1. Job training and education
2. Make development easier
3. Financial incentives
4. Increase marketing
5. Improve infrastructure
6. Provide workforce housing
7. Expand tourism



Transportation

Pasco County Transportation Network



Transportation Challenges

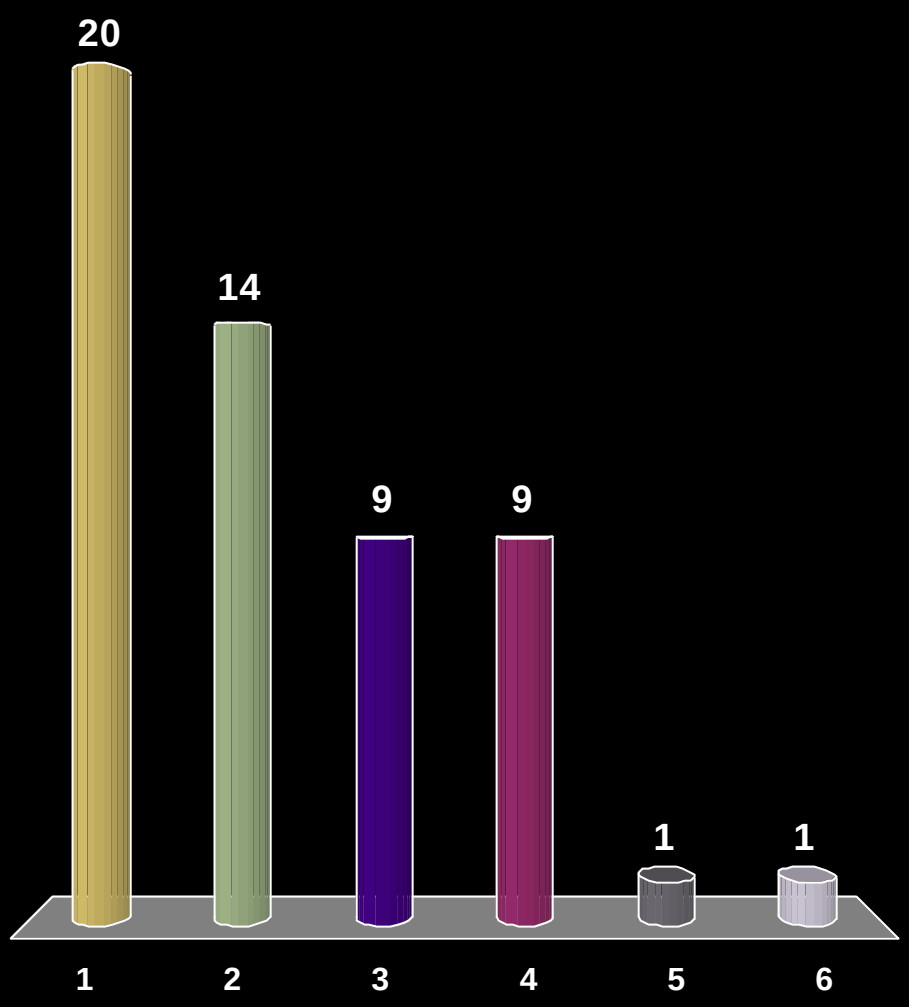
- Traffic congestion
- Traffic accidents
- Bicycle safety
- Pedestrian safety
- Too many curb cuts/driveways
- Limited public transit service

Transportation Strategies

- **Multi-modal Connectivity**
  - Transit / Bus
  - Bicycle lanes
  - Sidewalks
  - Trails
- **Corridor Beautification**
  - Landscaping
  - Lighting
  - Signage
  - Building orientation and placement

My top two (2) concerns for major roadways are...

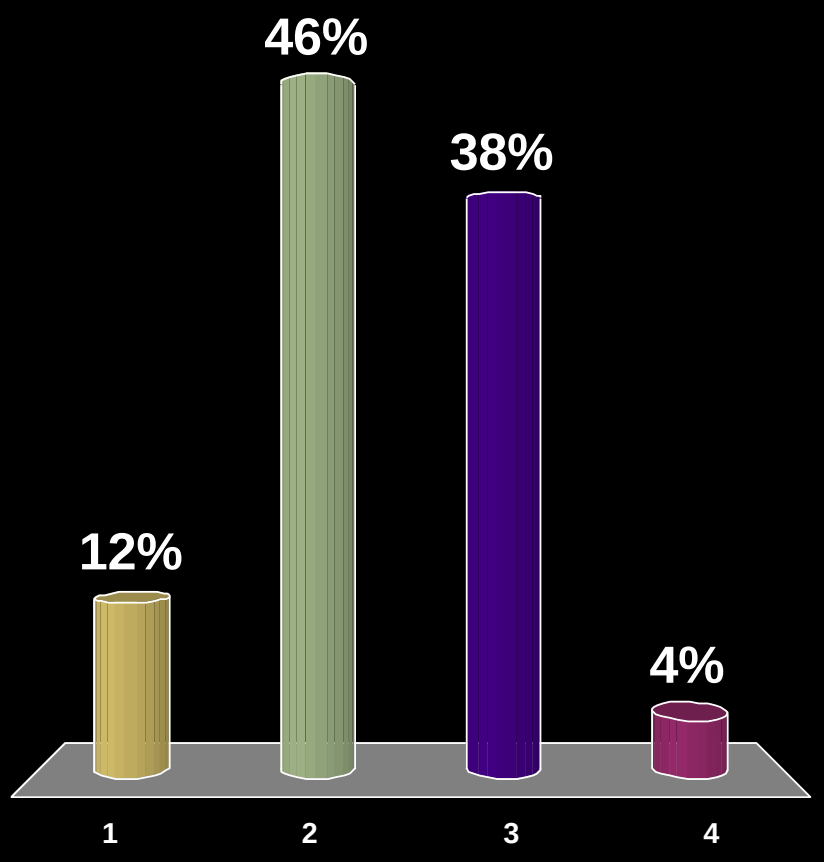
1. Traffic congestion
2. Traffic accidents
3. Pedestrian safety
4. Too many curb cuts/driveways
5. Public transit service
6. Other



As we move forward with the West Market Redevelopment Plan…

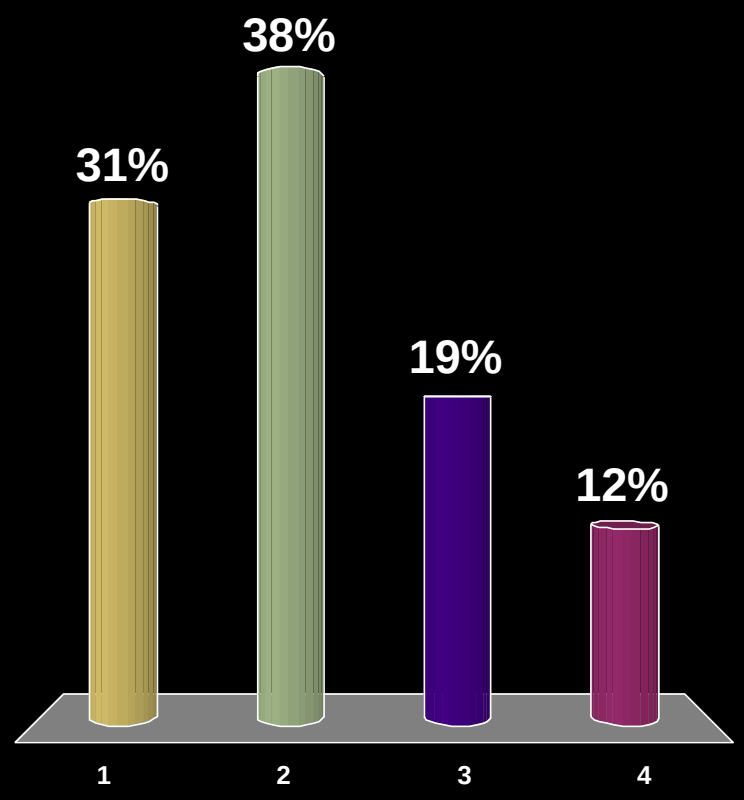
Which one of these is more important for U.S 19?

1. Creating a place to go
2. Moving traffic
3. Both
4. Other

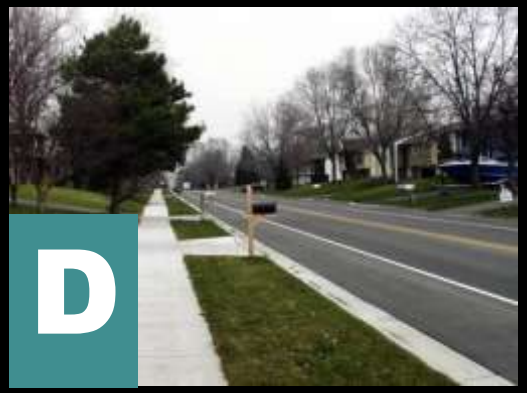


How important is it for you to have alternative transportation other than a personal car?

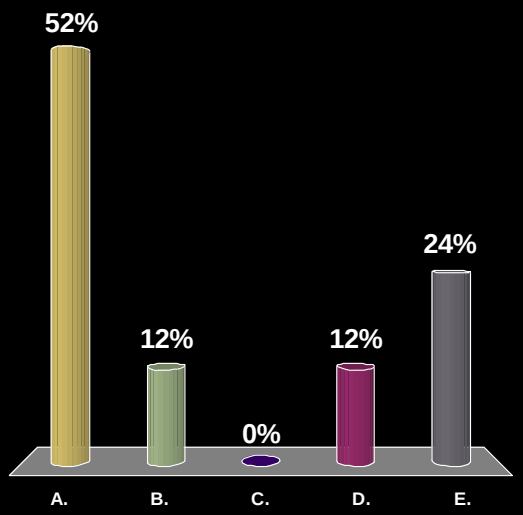
1. Very Important
2. Somewhat Important
3. Not that important
4. Not at all important



What alternative could be most successful in reducing the need to use a car?



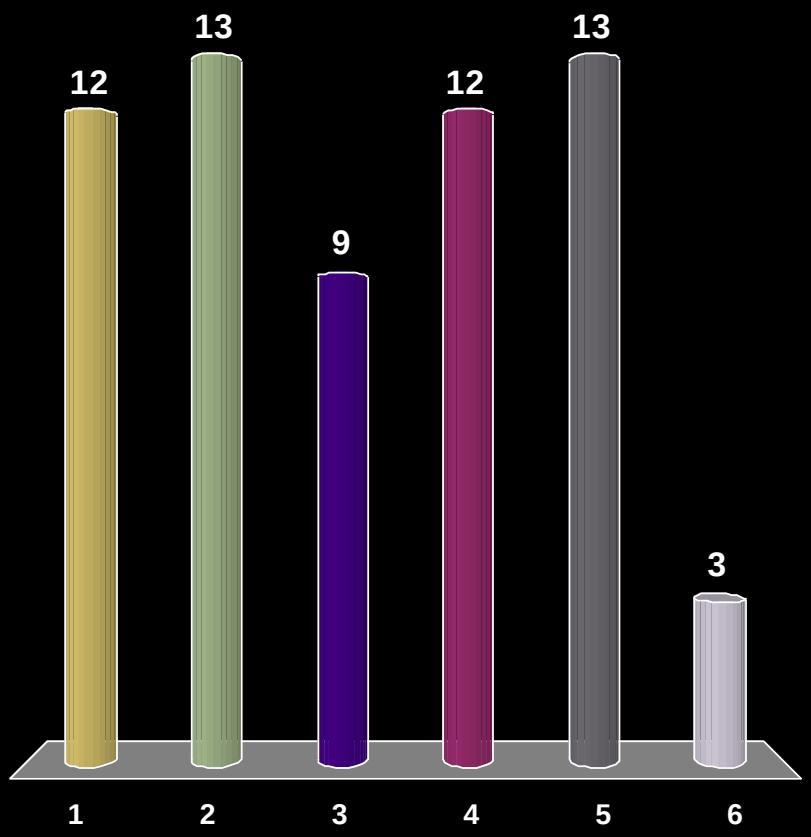
A. Transit / Bus
B. Bicycle lanes
C. Car Pooling
D. Sidewalks
E. Encourage land use that allows for biking and walking



What do you think are primary concerns for pedestrians on major roadways?

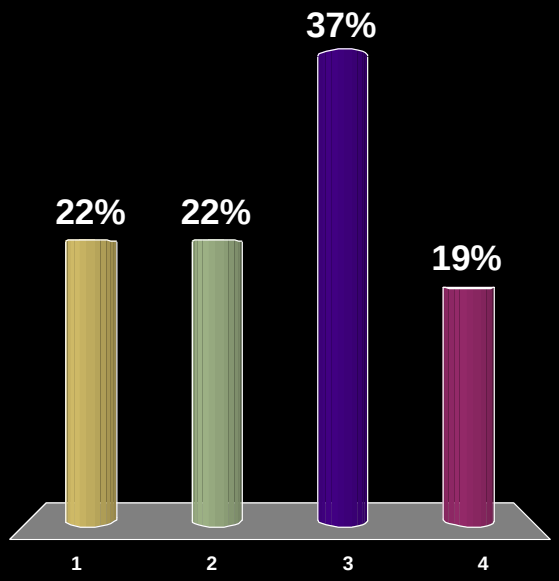
(select all that apply)

1. Traffic moves too fast
2. Road too wide - don't have time to cross
3. Have to wait for a long time to cross
4. There is no sidewalk
5. No place to go within walking distance
6. Other



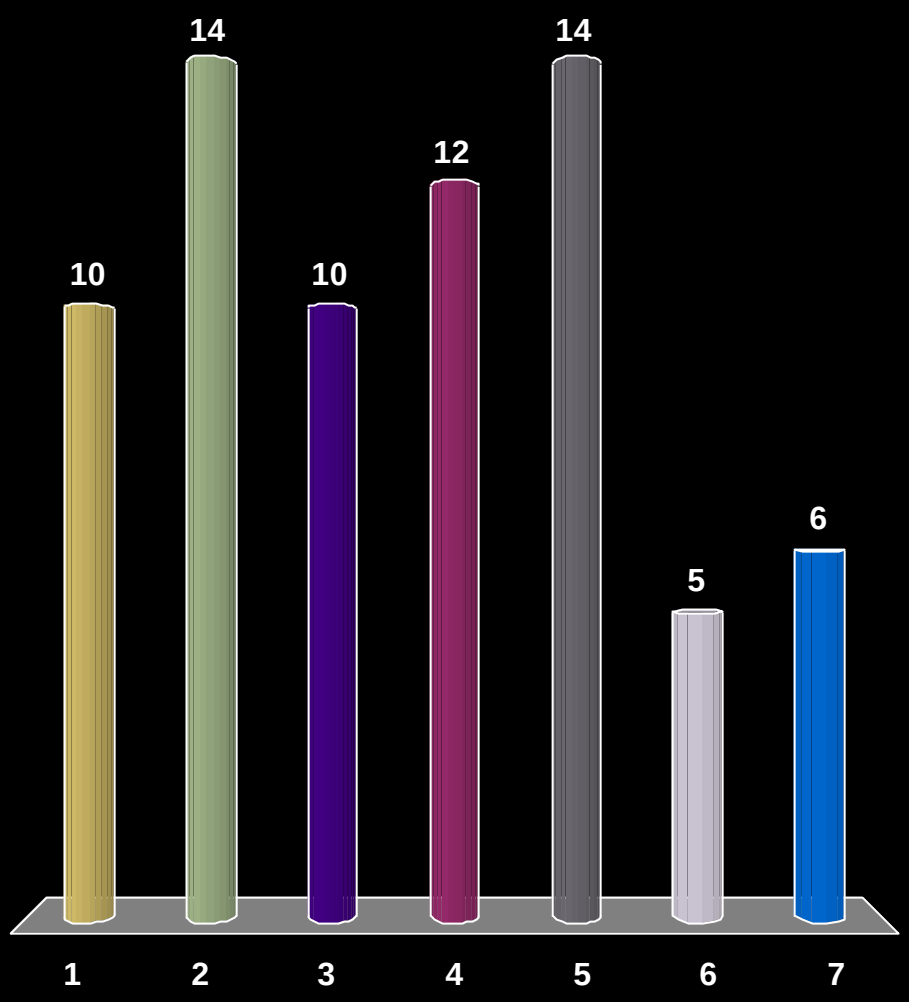
Do you want pedestrian overpasses to increase safety for crossing?

1. Yes
2. No
3. Maybe
4. Don’t know



I will be more likely to use public transit if (select all that apply)

1. More routes
2. More frequent service and expanded operating hours
3. Express bus
4. Available bus services where I want to go
5. Dedicated park and ride facility
6. Gas prices increase
7. I won't use it

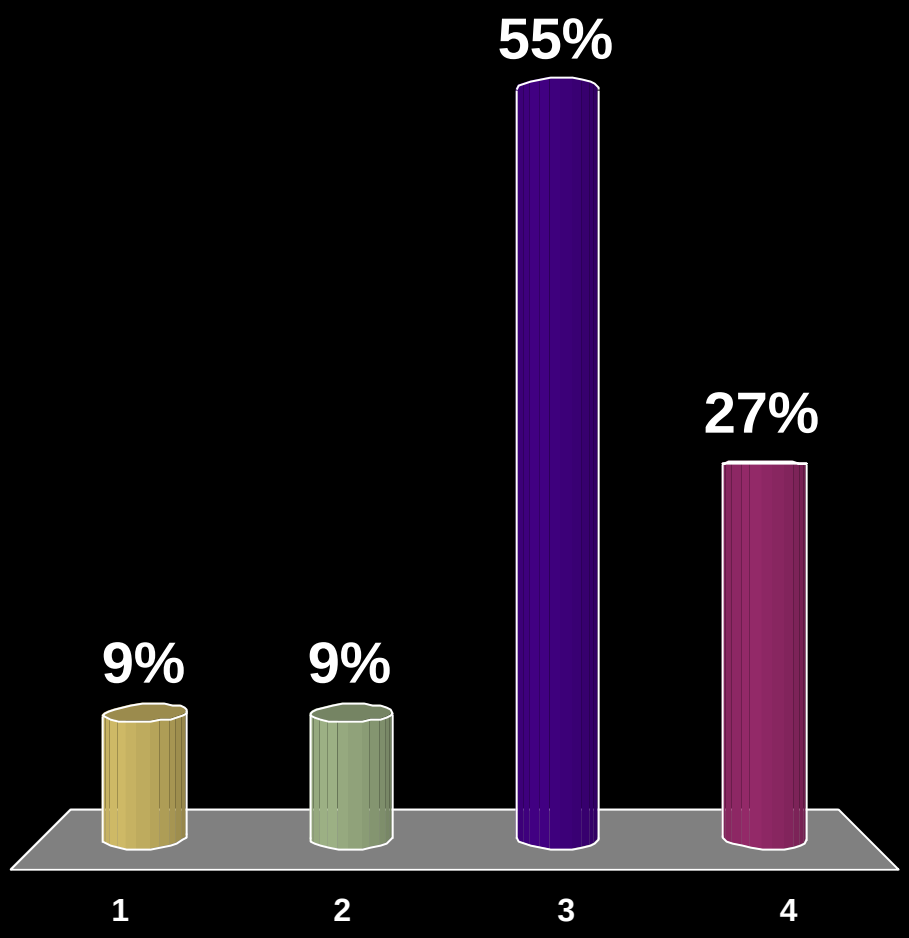


Map discussion

- Where do you live
- Which roads do you use frequently
- Describe the good, bad and the ugly during your travel
- Draw on the map

Which issue is most important to you?

1. Environment / Open Space
2. Urban Design
3. Economic Development
4. Transportation



Next Steps

- Consolidate Comments
- Develop Draft Plan
  - Return September/October
- Final plan and Implementation Strategies
  - Based on your comments
- Plan Adoption

Additional Comments?

- Go to www.pascocountyfl.net, under County News on the main page, click "Community workshops for building the future of West Pasco", and click "see more detail"
  - Register
  - Send us questions/comments
  - Online Survey
- Come to our stations to mark up / write down additional comments

Thank you
for your time!

Have a great evening!