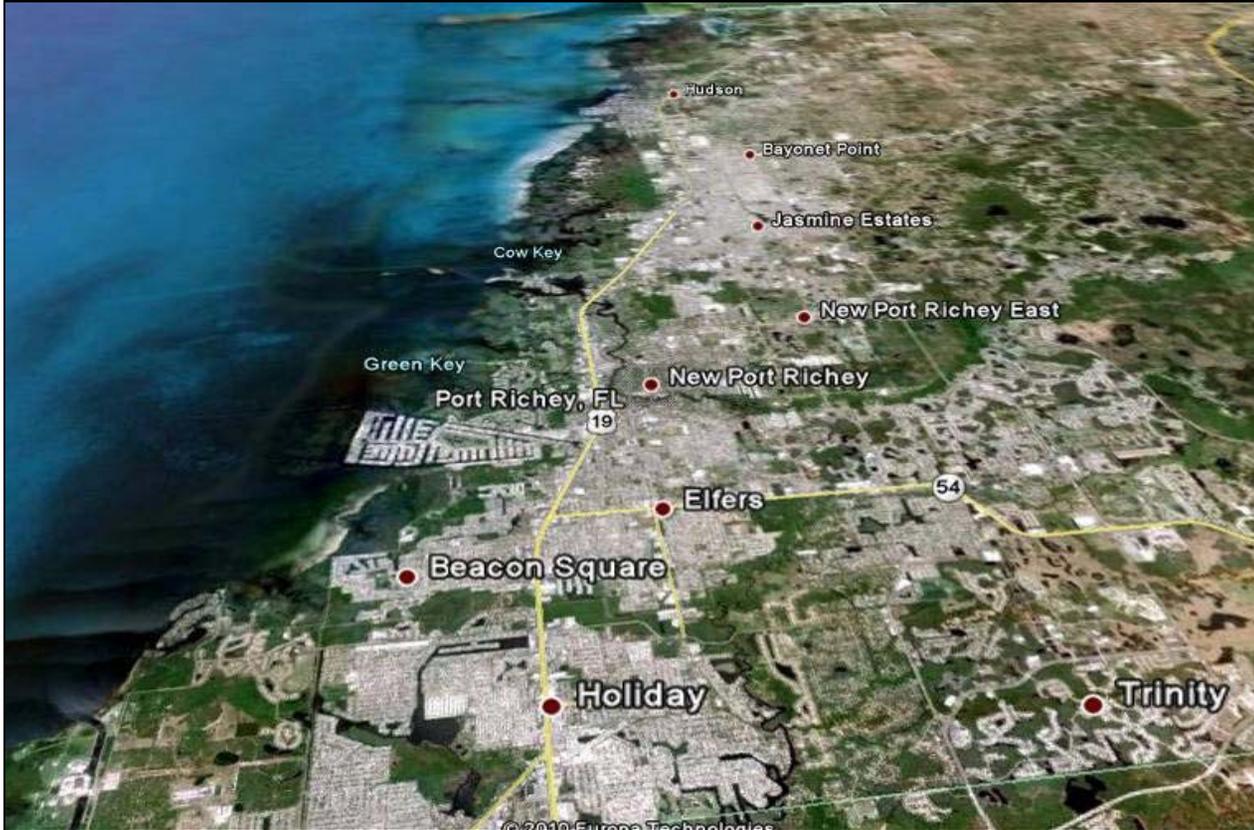


# West Market Redevelopment Plan

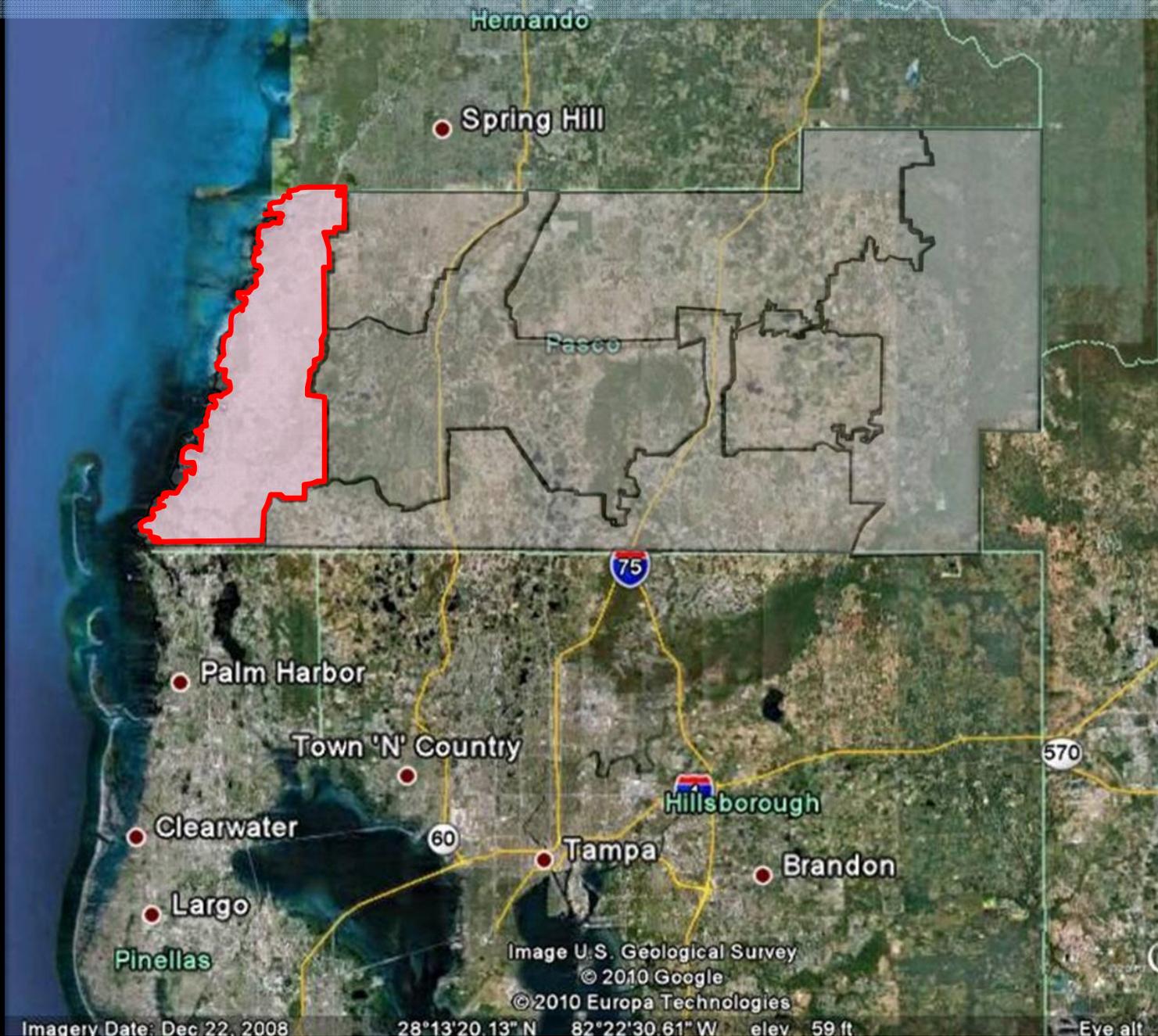


## Community Workshop

October – November 2011



# West Market Area - Regional Context





# 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**



## West Market Redevelopment Plan

**“Make no little Plans; they have no magic to stir men’s blood and probably will themselves not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die.”**

**Daniel Burnham, Architect & Urban Planner**



Livable  
Corridors



Coastal  
Opportunities



Infill Community

# 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%**

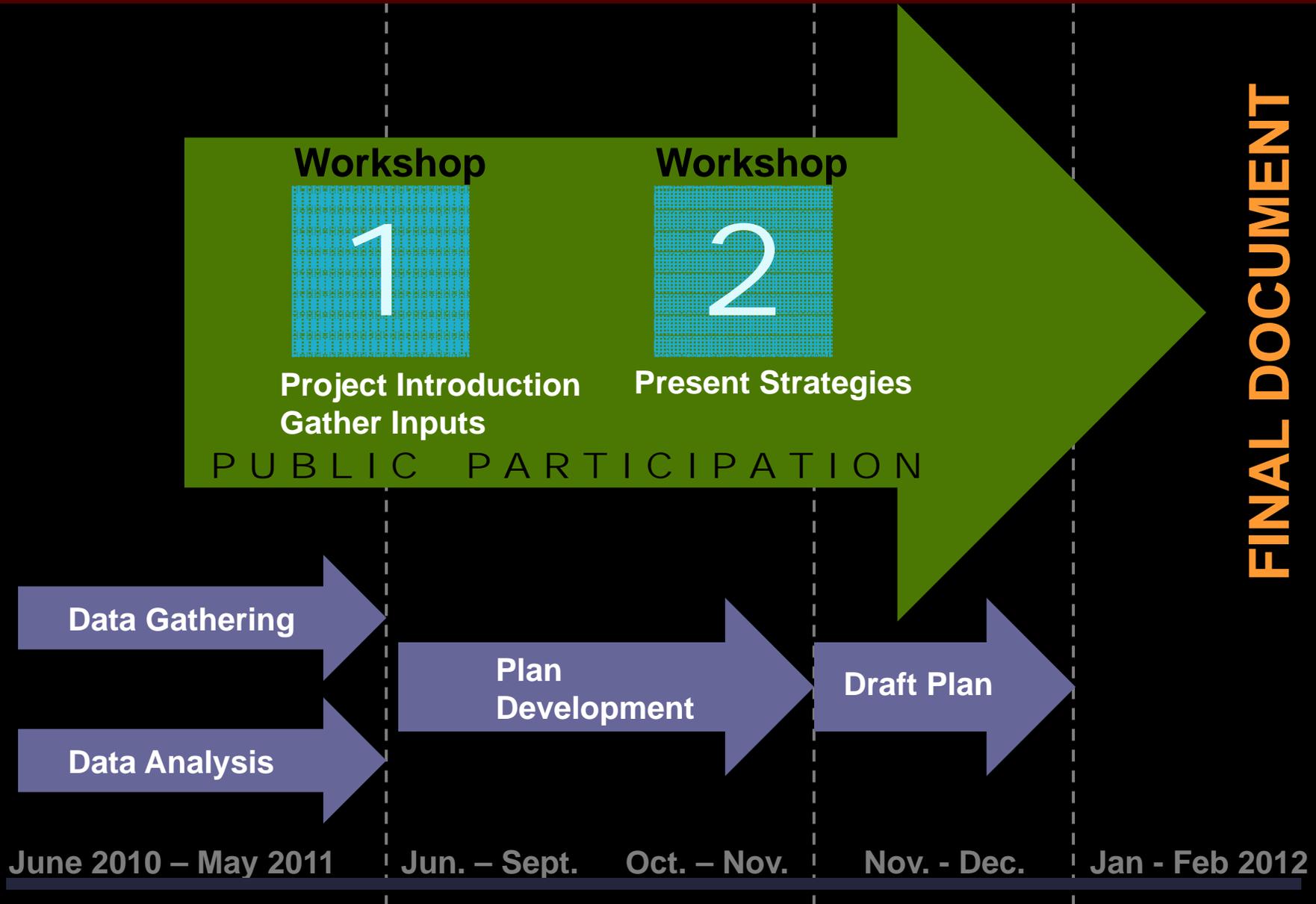


# Why are we here?

- **Overview of our progress.**
- **What we heard from you.**
- **What we learned from others.**
- **Overall big ideas.**
- **Are we on the right track?**

**Where Are We?...**

# Process and Timeline



# Community Visioning Workshops

March – May 2011



**educate...**



**engage...**



**gather...**

- \* Introduced West Market Redevelopment Planning efforts
- \* Identified Strengths, Weaknesses, Opportunities and Threats
- \* Prioritized project goals

# Workshop Participation

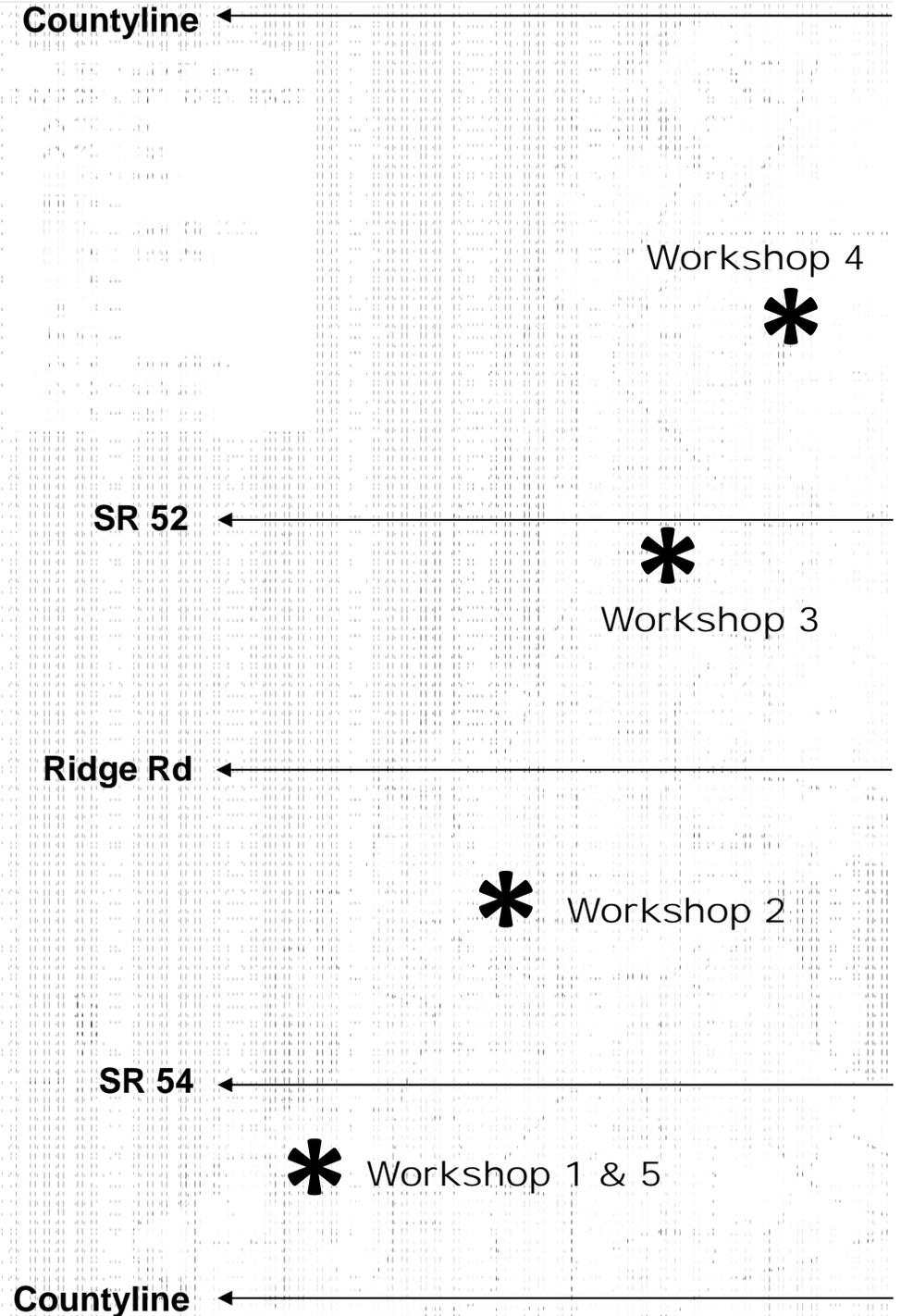
- **5 Workshops**  
*(one in each sub-district)*
- **154 Participants**  
*(General Public)*

## Inputs Received

- **66 Maps with Comments**
- **31 Comment Sheets**

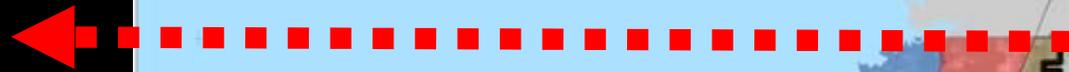
## Online Survey

- **96 Participants**





**N Co Line**



T 24 S

**1**

**SR 52**



T 25 S

Gulf of Mexico

**2**

**Ridge**



**3**

**SR 54**



T 26 S

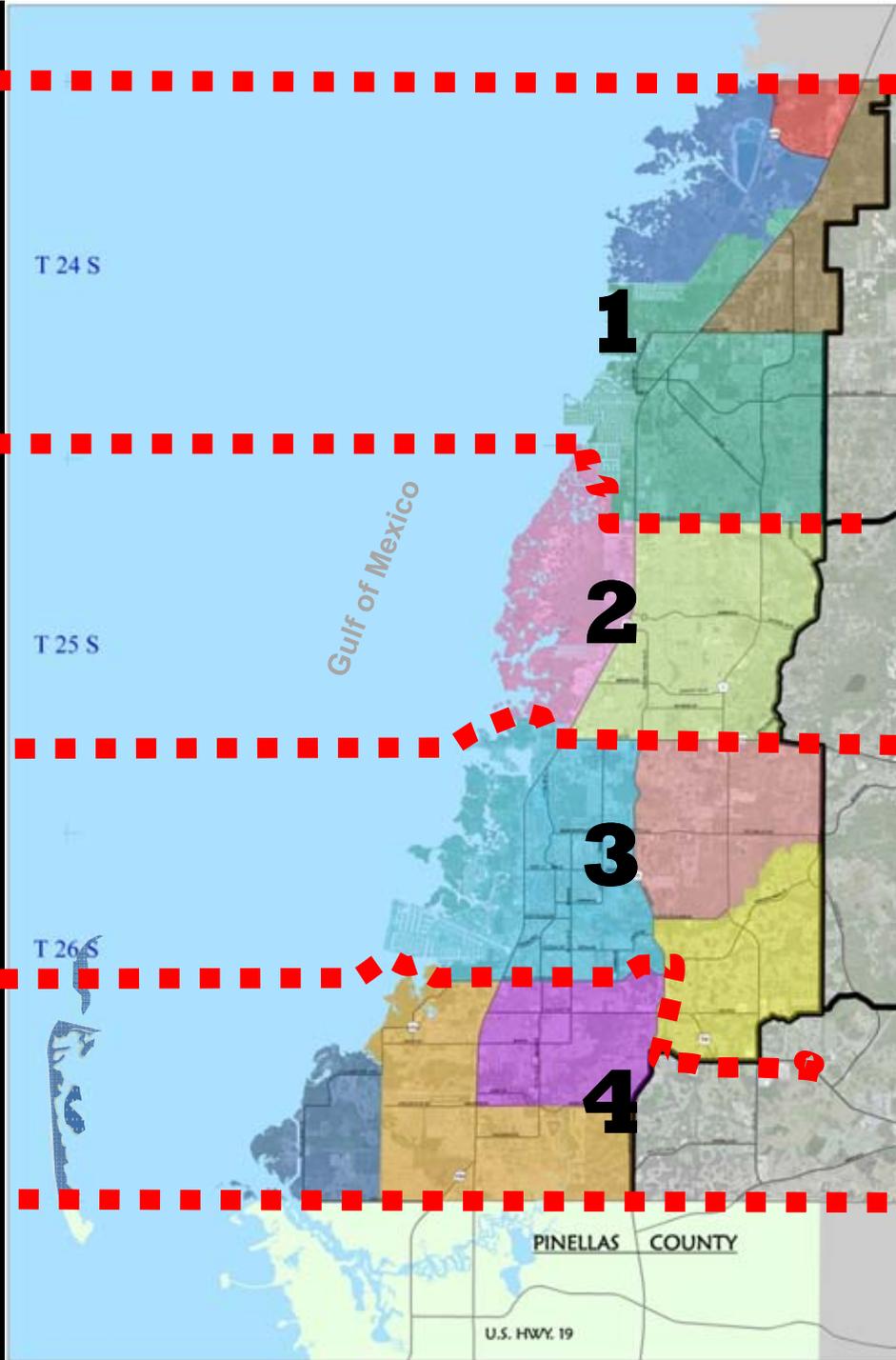
**4**

**S Co Line**



PINELLAS COUNTY

U.S. HWY. 19



# Plan Development

## Technical Advisory Committee Meetings

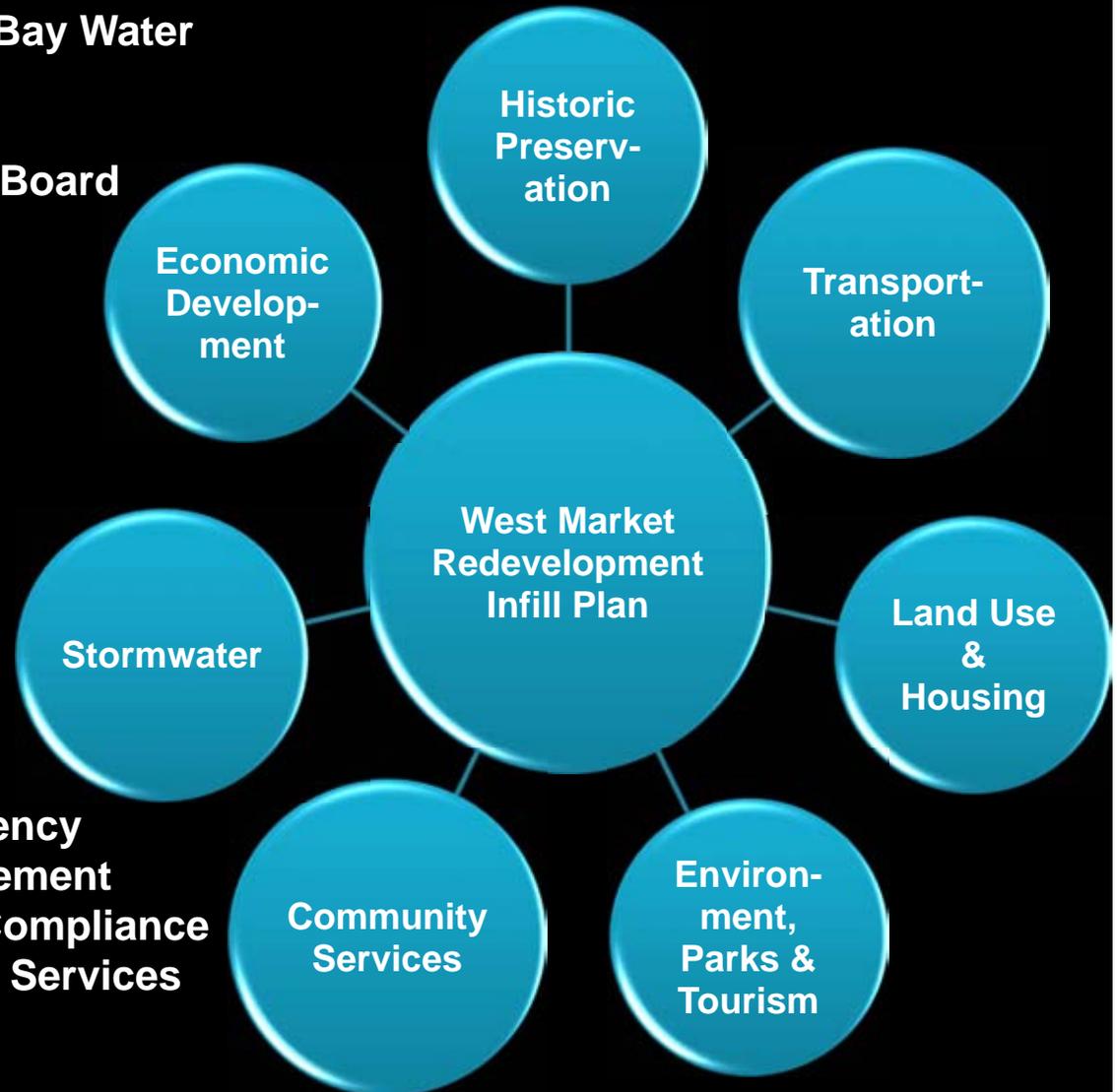
September – October 2011

- ✓ City of Port Richey
- ✓ City of New Port Richey
- ✓ Greater New Port Richey Main Street
- ✓ Pasco County Historic Preservation Society
- ✓ SWFWMD

- ✓ Tampa Bay Water
- ✓ PEDC
- ✓ TBRPC
- ✓ School Board
- ✓ FDOT

- ✓ Community Development
- ✓ Zoning & Site Development
- ✓ Parks & Recreation
- ✓ Tourism
- ✓ ELAMP
- ✓ Library
- ✓ Utilities
- ✓ Stormwater

- ✓ MPO
- ✓ PCPT
- ✓ Emergency Management
- ✓ Code Compliance
- Human Services



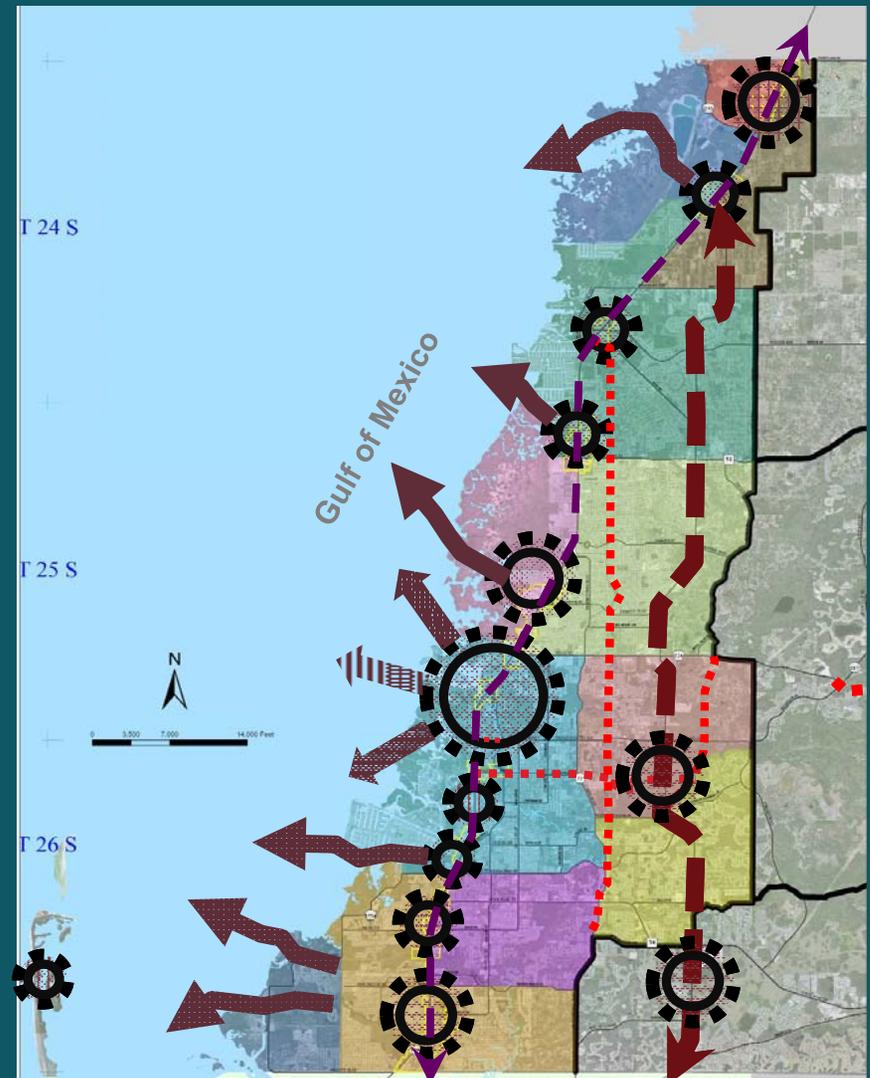
# Plan Development

May - October 2011

## Overall Objectives

- Multi-modal connectivity
- Employment opportunities
- Water features and eco-tourism
- Compact, mixed-use development
- Revitalize neighborhoods
- Provide affordable housing
- Encourage energy efficiency
- Celebrate historic assets and neighborhood features
- Post disaster redevelopment planning

## Districts & Focal Points



# Process and Timeline

FINAL DOCUMENT

Draft Plan

June 2010 – May 2011

Jun. – Sept.

Oct. – Nov.

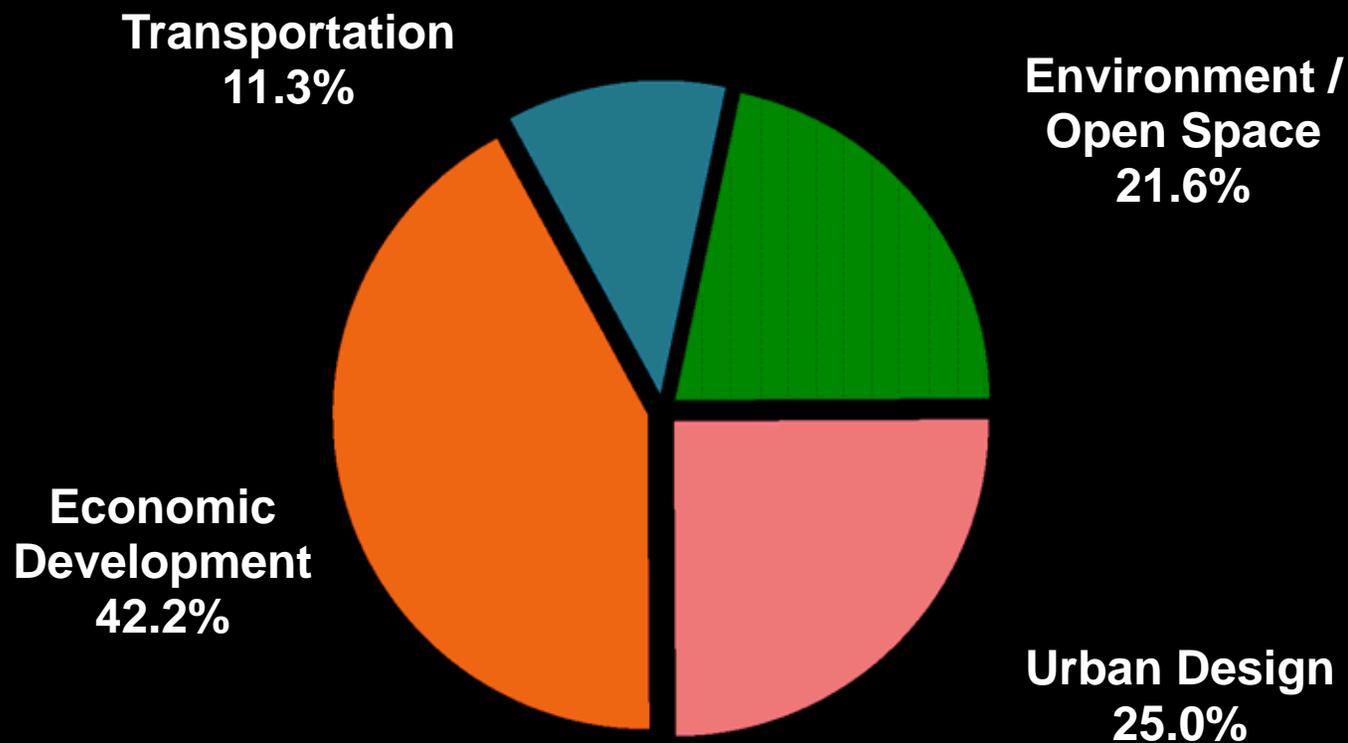
Nov. - Dec.

Jan - Feb 2012

**What We Learned...**

# Overall Results

**Economic Development was voted as the top priority in the West Market Area**



# Economic Development

## Top Concerns

- Jobs
- Supportive Services
- Community
- Education
- Appearance
- Safety

*"Too many  
rundown strip  
centers."*



# Economic Development

## Existing Programs

### WE HEARD:

*"We need good jobs."*

*"We need incentives for small businesses."*

*"We need to discourage crime."*

### EXISTING PROGRAMS:

- Pasco Economic Development Council, Trade Shows
- Job Creation Incentives, Urban Service Area/Mobility Fee
- Sheriff's Office and Local Police- Neighborhood Crime Watches for Community Policing

# **Economic Development**

## **Objectives**

- **Create More Jobs**
- **Strengthen Workforce**
- **Promote the Environment**
- **Promote eco-tourism**
- **Improve Infrastructure and Public Safety**

# **Economic Development**

## **Our Short Term Strategies**

- **Complete Economic Development Strategy**
  - **5 Year Plan July 2012 Implementation**
  - **Market Area Focus**
- **Support Pasco Economic Development Council's Current Marketing and Attraction Efforts**
- **Brownfield Redevelopment**
- **Plan for NPR Community Hospital retrofit**

# **Economic Development**

## **Our Long Term Strategies**

- **Diversify economic sectors**
- **Retain and expand existing businesses**
- **Promote travel and leisure as an industry**
- **Enhance workforce development and training**
- **Encourage expansion of vocational education programs in high growth projection areas**
- **Expand Supportive Services in Library System**
- **Promote active recreation on blueways and greenways**

# Community and Neighborhood Development

## Top Concerns

*"There are lots of drug activities in vacant properties."*

Crime

*"We need to give assistance to those who want it."*

TOP CONCERNS

*"We need to save our libraries."*

Community

Homelessness

# Community and Neighborhood Development

## Existing Programs

### WE HEARD:

"Homelessness is a problem."

"We want community facilities for all residents"

"We want stable neighborhoods."

### EXISTING PROGRAMS:

- Homelessness Prevention Coalition and Resource Centers
- Libraries Long Range Plan update; Pasco Library Foundation; Friends of the Library
- Neighborhood Stabilization Plan and Homeownership Program

# **Community and Neighborhood Development**

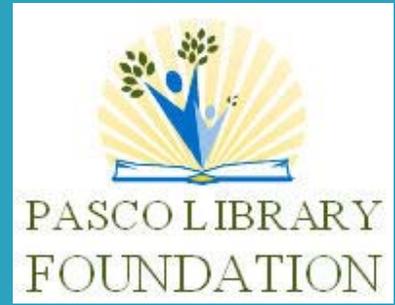
## **Objectives**

- **Enhance neighborhood image and character**
- **Reduce and prevent homelessness**
- **Prevent crime**
- **Enhance community centers and public services**

# Community and Neighborhood Development

## Short-term Strategies

- Identify funding to implement the “10-Year Plan to End Homelessness in Pasco”
- Develop homelessness awareness programs
- Update Library’s Long Range Plan
- Encourage public participation in library fund raising



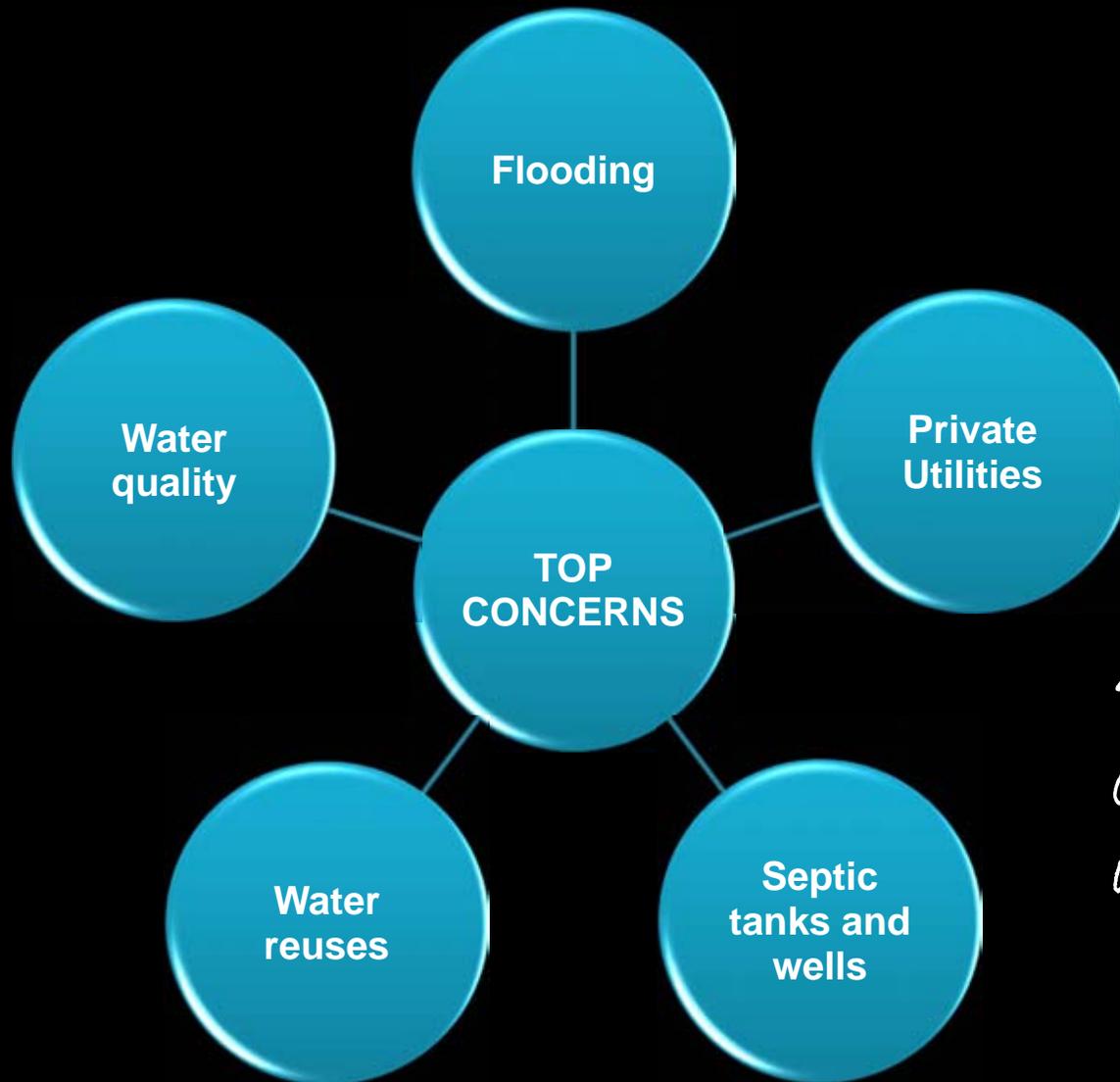
# **Community and Neighborhood Development**

## **Long-term Strategies**

- **Encourage collocation of libraries, parks and community resource centers through Urban Design Standards**
- **Facilitate partnerships between residents, HOAs, community based organizations and the public sector to maintain community centers**

# Infrastructure

## Top Concerns



*"We need county water and sewer."*

# Infrastructure

## Existing Programs

### YOU SAID:

*"We have flooding problems."*

*"Quality of private water substandard."*

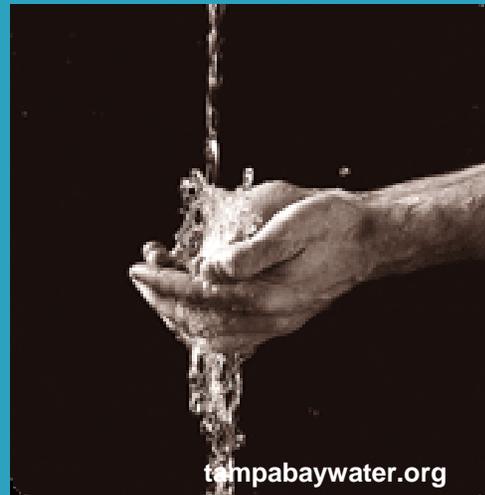
### EXISTING PROGRAMS:

- Drainage Basin Study to identify needed improvements.
- County will test water quality of county provided services for free.

# Infrastructure

## Objectives

- **Develop an effective stormwater management system and apply sustainable design principles**
- **Expand and improve county utilities services**
- **Develop and enhance water conservation and reuse programs**



# **Infrastructure**

## **Our Short-term Strategies**

- **Inform residents about the need for drainage easements to reduce flooding**
- **Encourage water conservation and recycling**
- **Enhance existing inter-local coordination**
- **Post-disaster Redevelopment Plan**

# **Infrastructure**

## **Long-term Strategies**

- **Identify funding for utilities service and line expansion**
- **Continue coordination with municipalities to improve utilities services and the effectiveness of inter-local agreements**
- **Identify funding for recycling programs to provide convenient and effective recycling services**
- **Incorporate sustainable stormwater design principles into site development process**

# Environment / Open Space

## Top Concerns

- **Bike paths, trails, riverwalk**
- **Eco-Tourism**
- **More parks**
- **Public access to the Coast**
- **Preserve the nature and habitats**

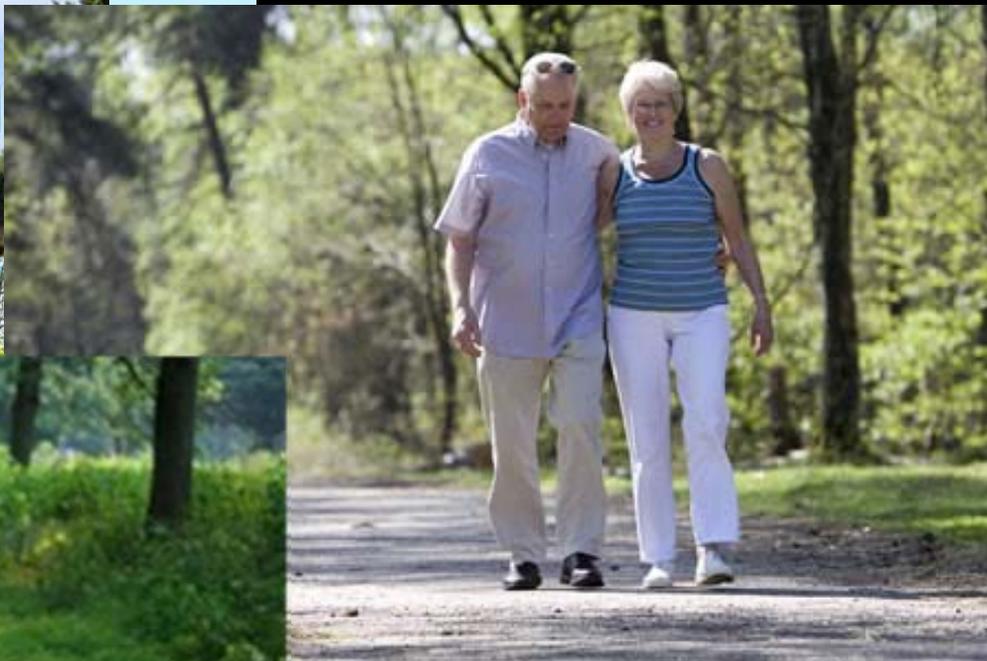


# **Environment / Open Space**

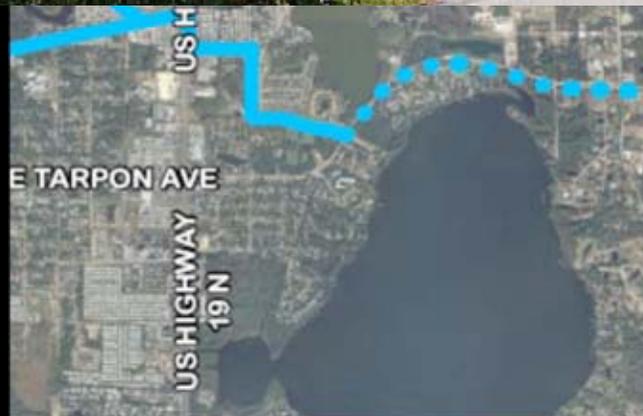
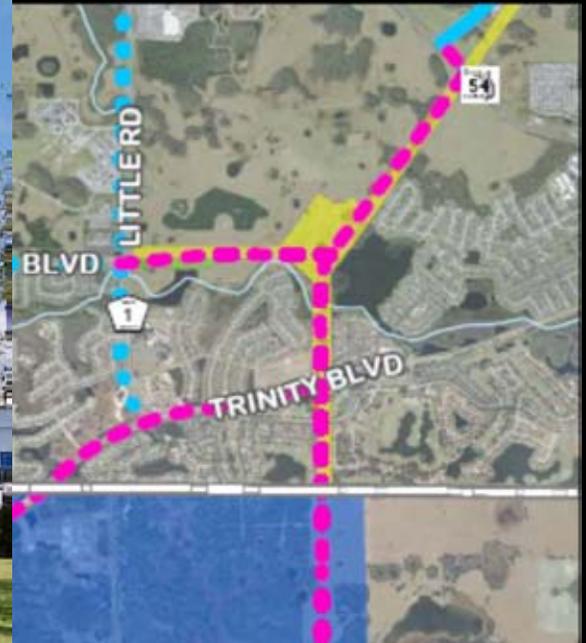
## **Objectives**

- **Connect natural amenities**
- **Install riverwalks**
- **Enhance convenient and aesthetic public access to the coast**
- **Promote active recreation and eco-tourism**
- **Provide more neighborhood open public spaces**

# Environment / Open Space Objectives



# Short Term Strategies



# Short Term Strategies

- Complete enhancements at the Sunwest County Park

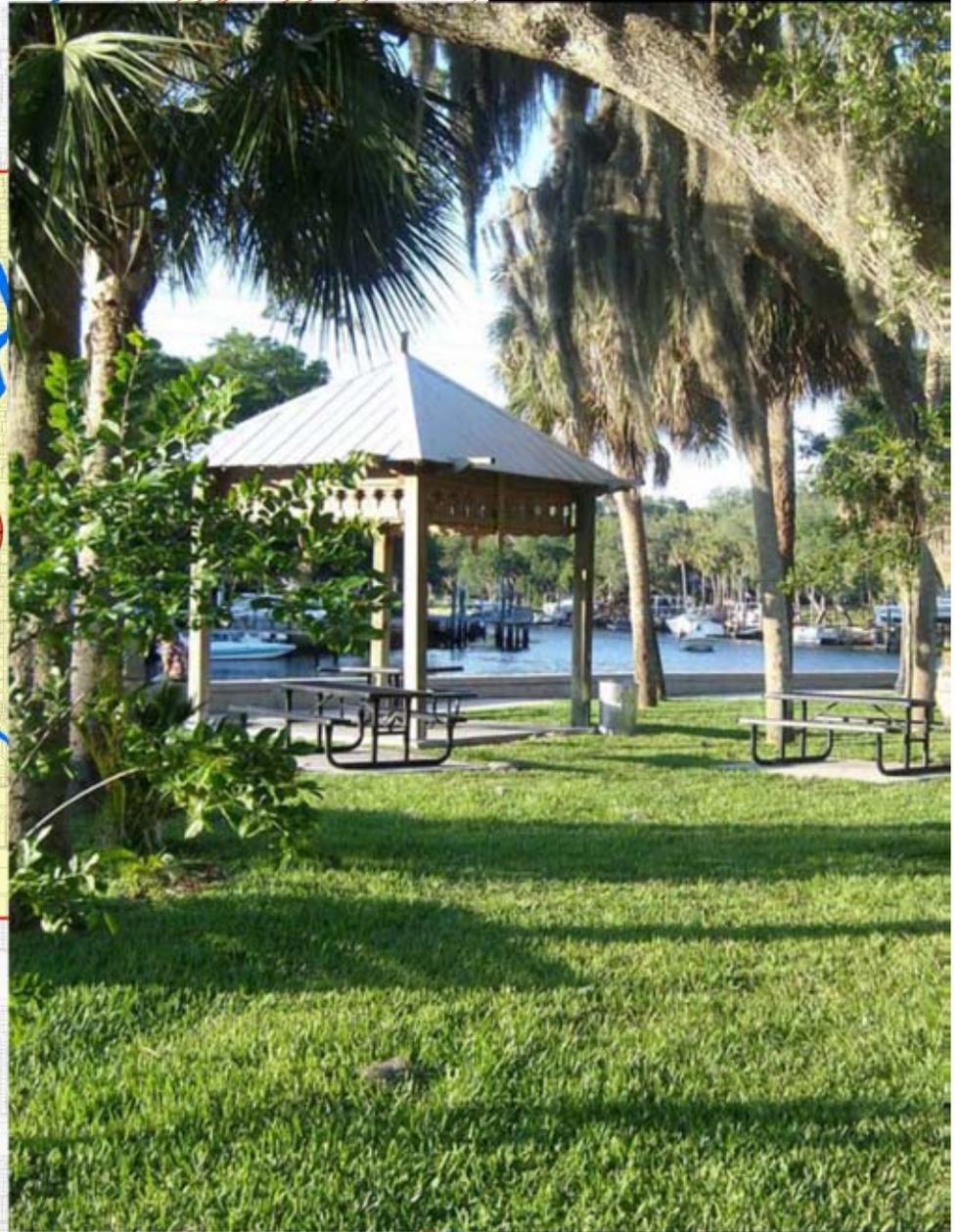


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# Short Term Strategies

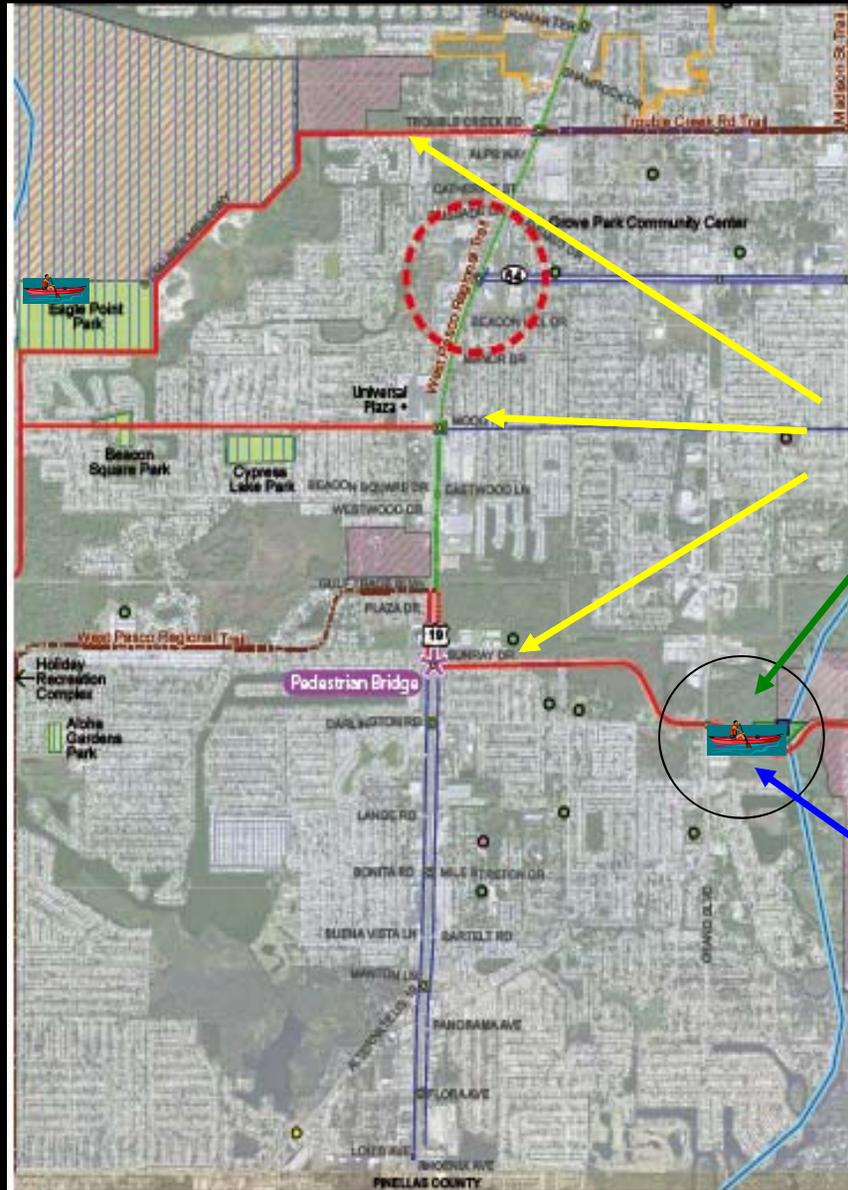
- Support the development of the Cottee River Blueway



# Pinellas County to Trouble Creek Road



- Inland Paddling Trails
  - Existing Sidewalks along Major Streets & Crosswalks
  - Canoe Launch
  - Bridge
  - Signals
  - Library
  - School
  - Recommended Parks
  - Proposed Crosswalks
  - Proposed Trails
  - Proposed Sidewalks
  - Recommended Sonic Roadways
  - Proposed Elements
- TRAILS FROM THE METROPOLITAN PLANNING ORGANIZATION
- Conceptual/Planned Trails
  - Funded Trails (2009-2014)
  - Existing Trails



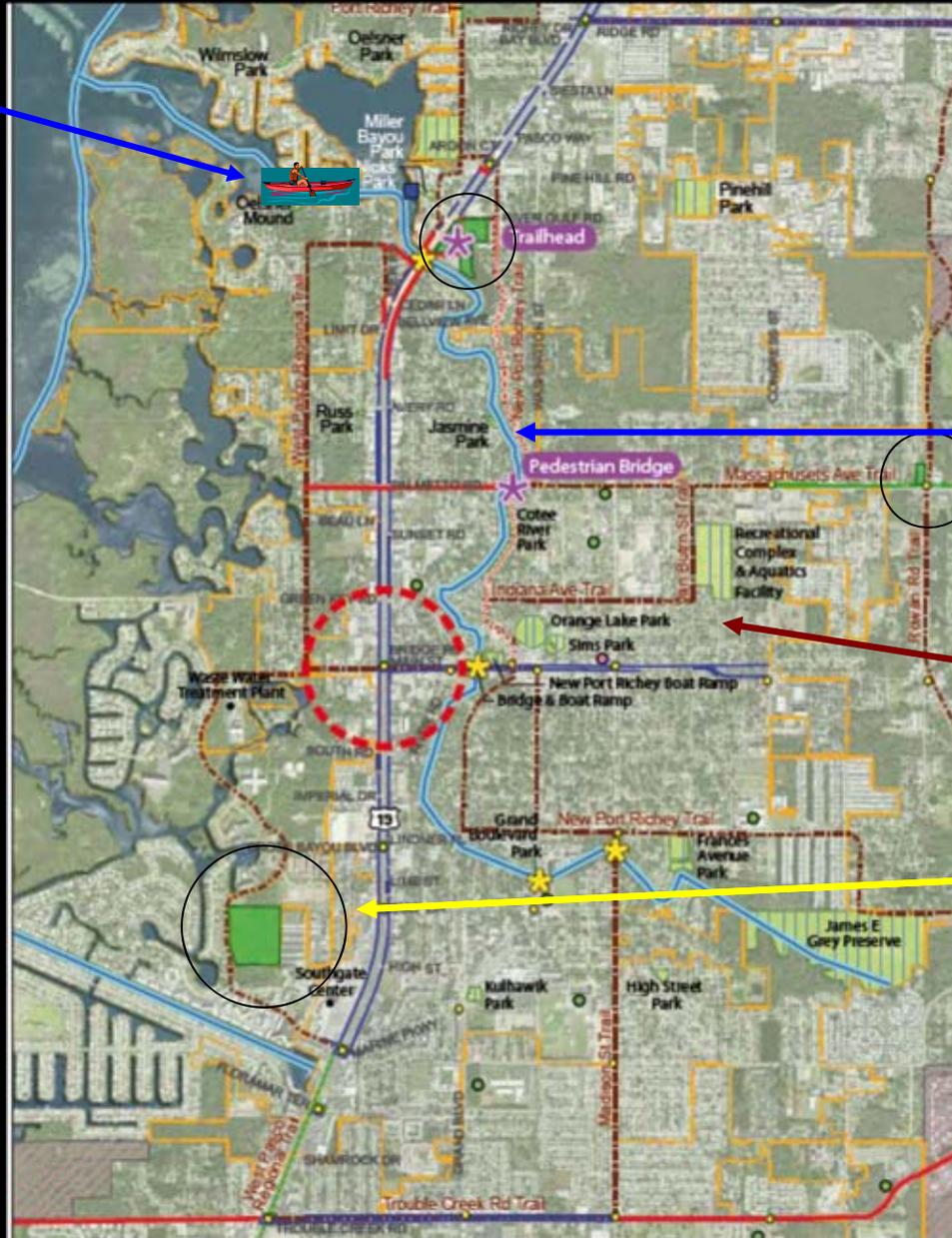
Proposed Trails

Proposed Park

Canoe Launch

# Trouble Creek to Ridge Rd

Canoe Launch



Paddling Trail



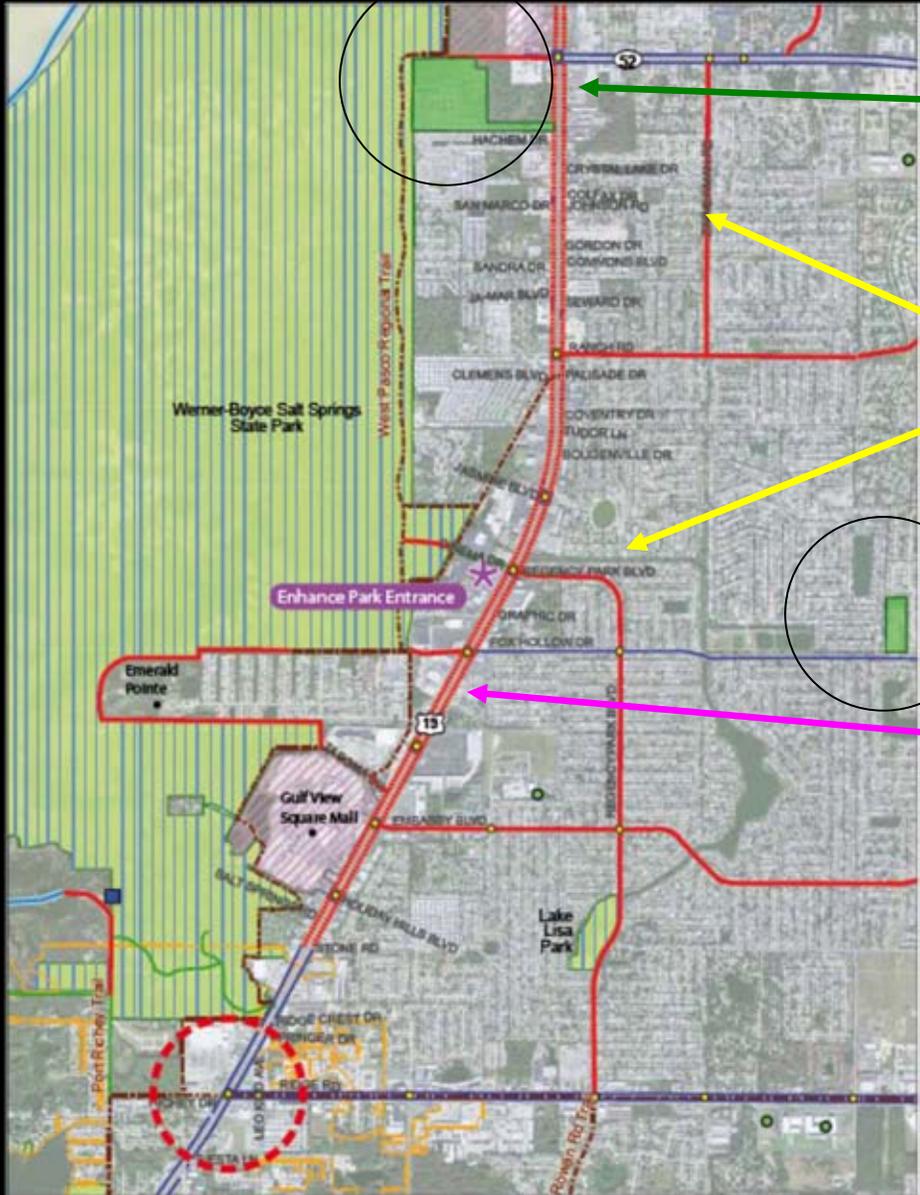
MPO Planned Trails



Proposed Park



# Ridge Rd to SR 52

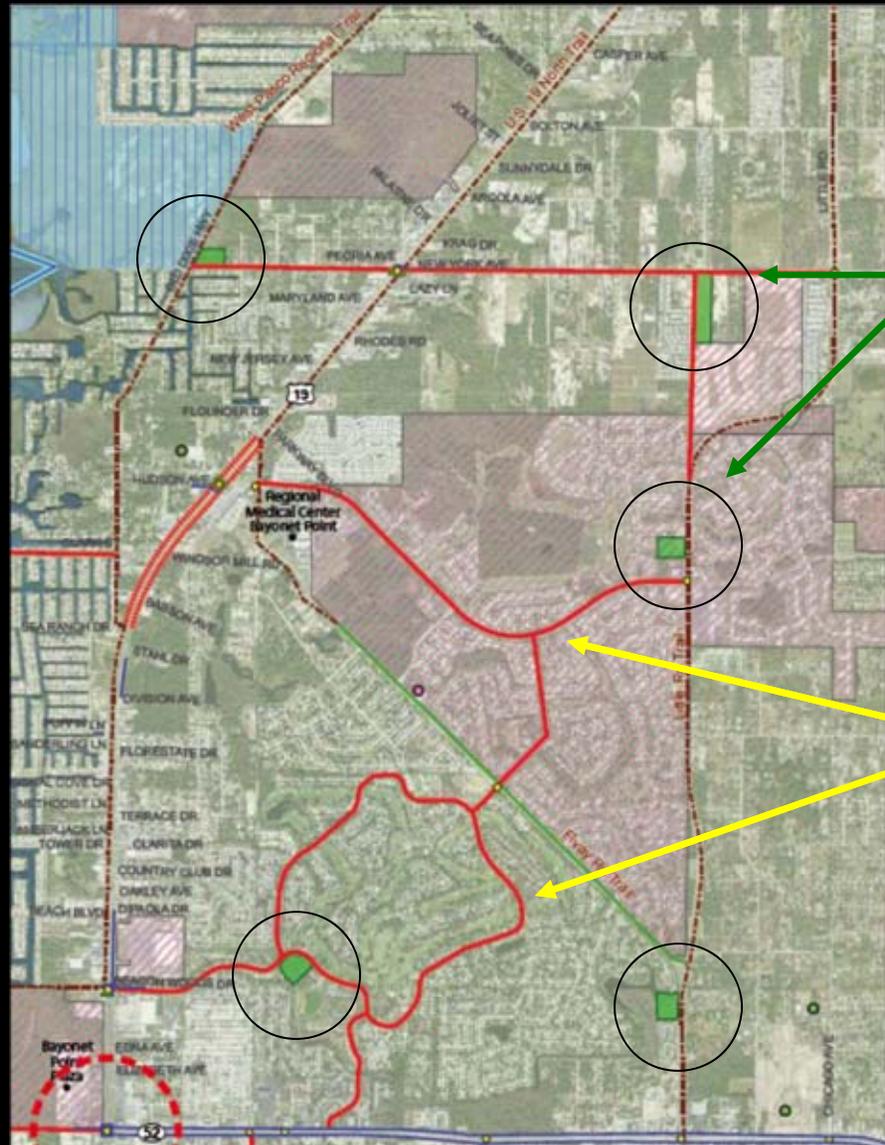
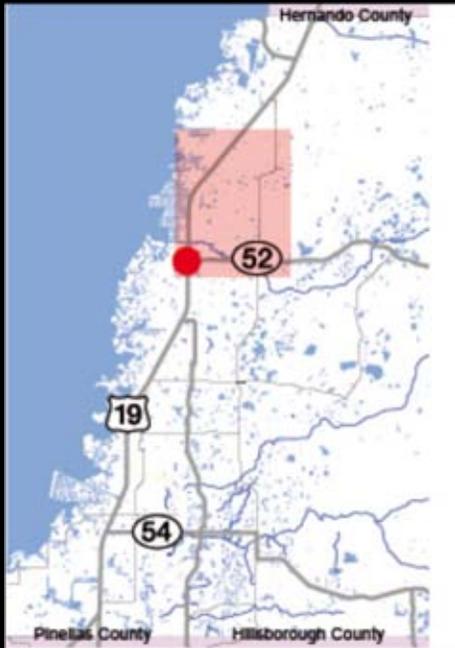


Proposed Park

Proposed Trails

Scenic Roadway

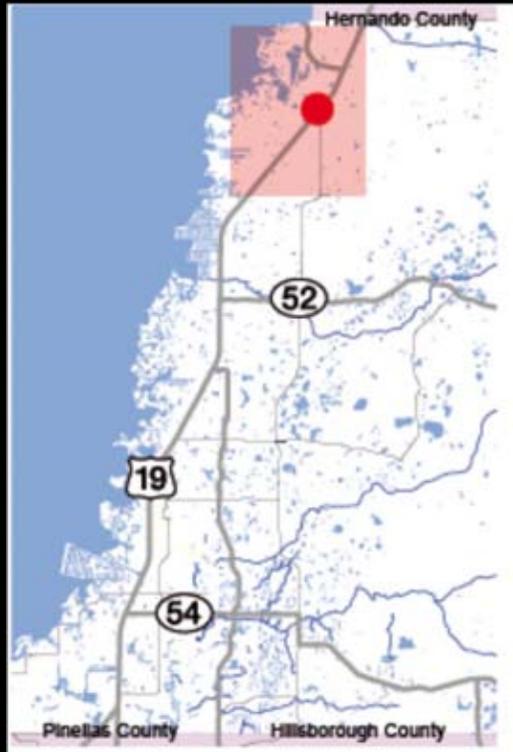
# SR 52 to Bolton Avenue



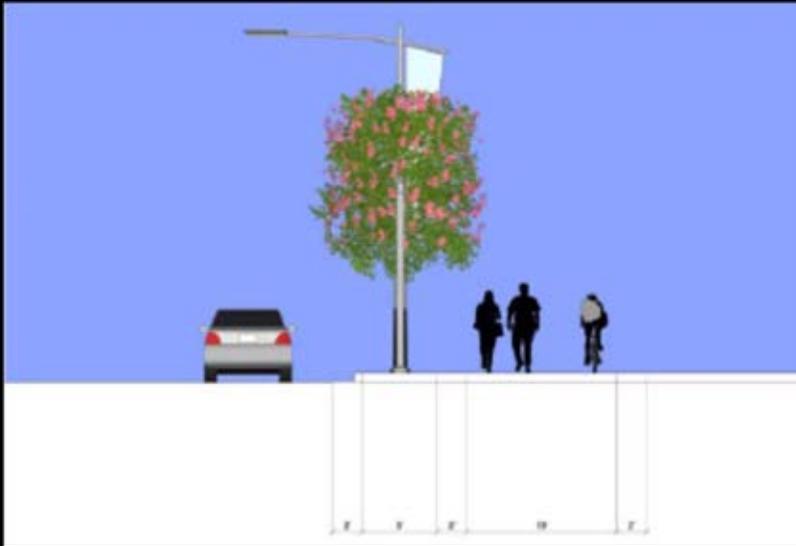
Proposed Parks

Proposed Trails

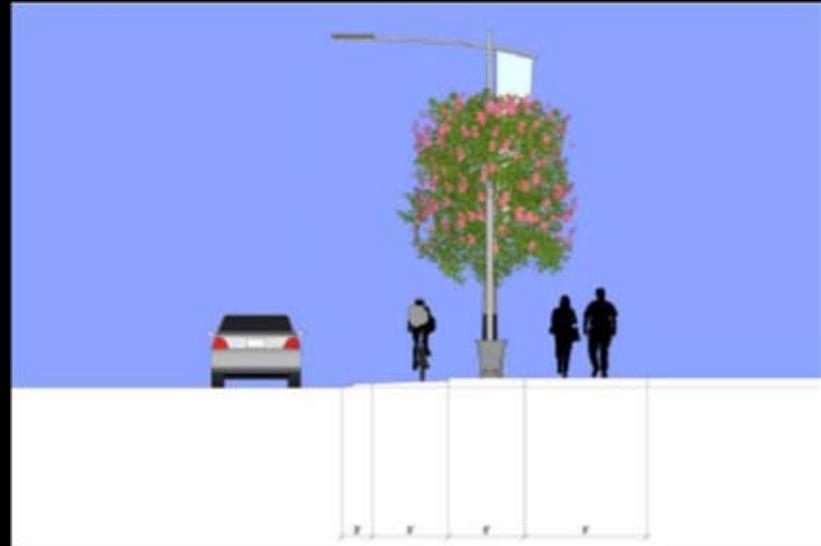
# Bolton Avenue to Hernando County



MPO Planned Trails



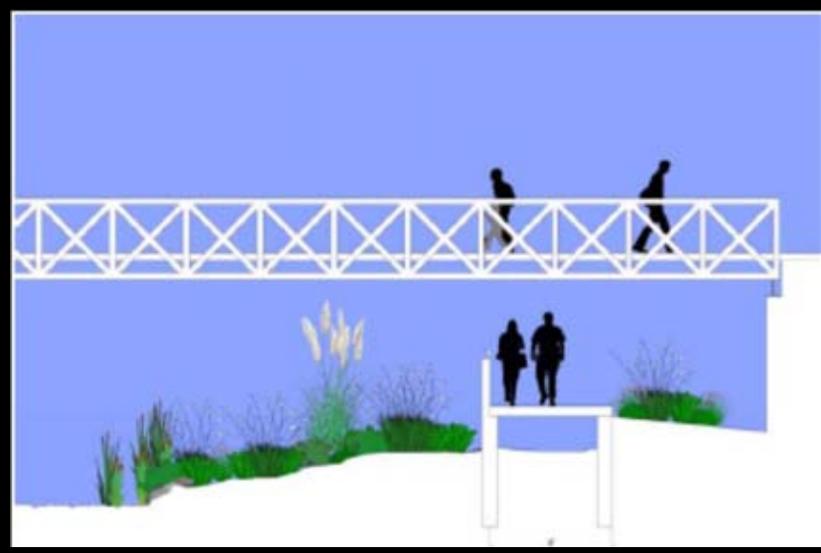
**Multi Use Trail**



**Semi Raised Bike Lane**



**Rural Trails**



**Trail Under Pedestrian Bridge**

# Survey and Map Exercise

- Environment

# Transportation

## Top Concerns



Traffic  
Congestion



Pedestrian  
Safety

*"We need  
sidewalks."*



Traffic  
Accidents

TOP  
CONCERNS

*"Too many  
curb cuts."*

Road  
Improvements

Public  
Transportation



# Transportation

## Existing Programs

### YOU SAID:

*"We need sidewalks."*

*"Too many Curb Cuts."*

*"Extended service for public transit."*

*"We are concerned about safety."*

### EXISTING PROGRAMS:

- Continuous sidewalks on US 19 by 2014.
- DOT consolidating curb cuts and median breaks on US 19.
- PCPT plans to have all routes operating evening service by 2014.
- MPO's Congestion Management Plan & Pedestrian Safety Action Plan

# Transportation Objectives

- Redevelop US 19 as a destination while maintaining mobility.
- Safe transportation network for all users.
- Alternate routes to US 19.
- Increase pedestrian & vehicular connectivity.
- Visually enhance major corridors.
- Enhance public transit service.



# Transportation

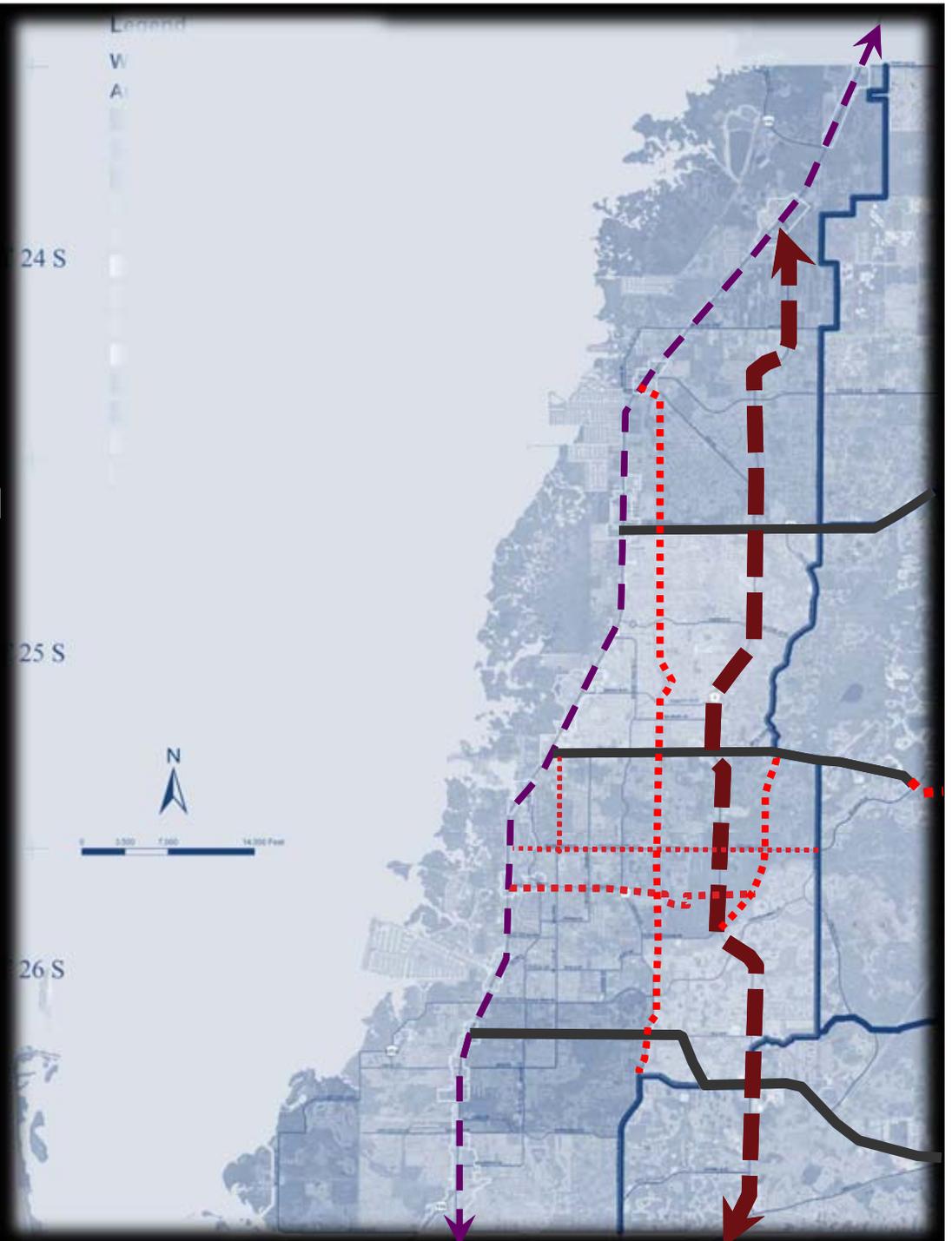
## Our Short Term Strategies

- **Examine feasibility of alternatives to US 19 Interchanges.**
- **Establish standards for pedestrian facilities.**
- **Create design guidelines for complete streets.**
- **Identify funding for transportation and public transit improvements.**

# Transportation Objectives

## Alternate routes to US 19

- Little Road as a parallel road
- New secondary parallels



# **Transportation**

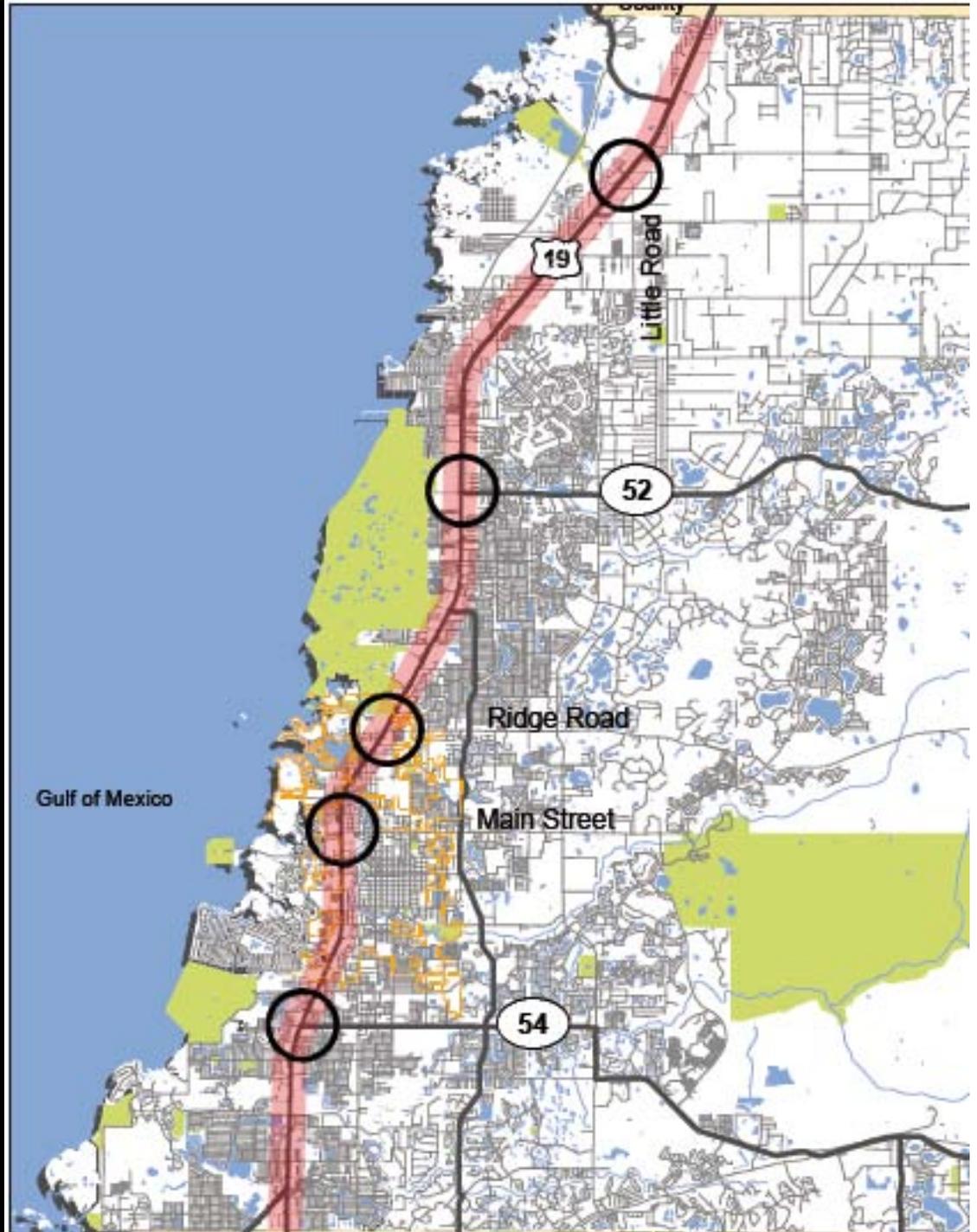
## **Our Long Term Strategies**

- **US 19 as Multi-way Boulevard.**
- **Re-route thru traffic to Little Road.**
- **Enhance grid network.**
- **Maintain/Enhance local bus service on US 19.**
- **Evaluate raised pedestrian crossings on US 19.**
- **Encourage structured and shared parking.**

# Transportation Study Area

## Five Intersections Studies

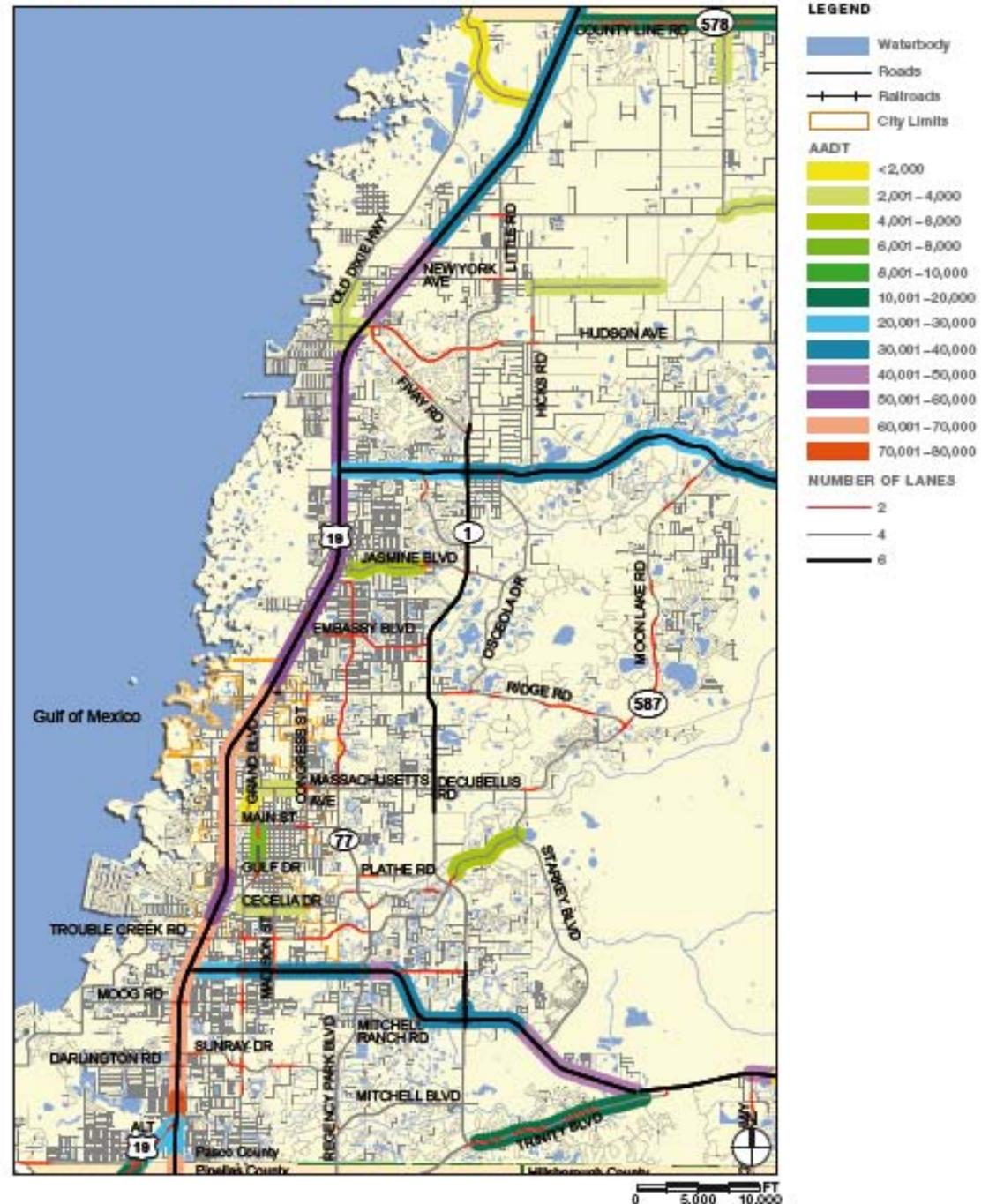
1. US-19 and SR-54
2. US-19 and Main Street
3. US-19 and Ridge Road
4. US-19 and SR-52
5. US-19 and Little Road



# Transportation Study Area

U.S. 19 is an unusually heavily traveled route for both local and through traffic and for pedestrians, bicyclists, and transit. The corridor is highly developed with auto-oriented commercial, employment, and residential uses.

AADT (Annual Average Daily Traffic)



# Transportation

Focal Points- Ridge Road & US-19

## PLAN ESSENTIALS: THE MULTIWAY BOULEVARD



# Transportation

## Multiway Boulevard Cross sections

Proposed Section – Multi-Way Boulevard



- Wide sidewalk with street trees, lighting, street furniture
- Raised, protected bike lanes
- On-street parking
- Secondary local access/bus lane
- Secondary median/pedestrian crossing refuge with trees, lighting, rapid bus stops
- Dedicated rapid bus lane combined with through lanes
- Wide center median/pedestrian crossing refuge with water run-off management
- Access lane is lower speed, lower volume, making it safer for pedestrians and cyclists
- Local buses can pull into and out of traffic more easily and safely

Proposed Typical Section – Standard ROW



- Wide sidewalk with street trees, lighting, street furniture
- Additional through/right turn lane
- Raised, protected bike lanes
- Wide center median/pedestrian crossing refuge with water run-off management

# Transportation

Proposed Transportation for Area 44 & U.S. 19

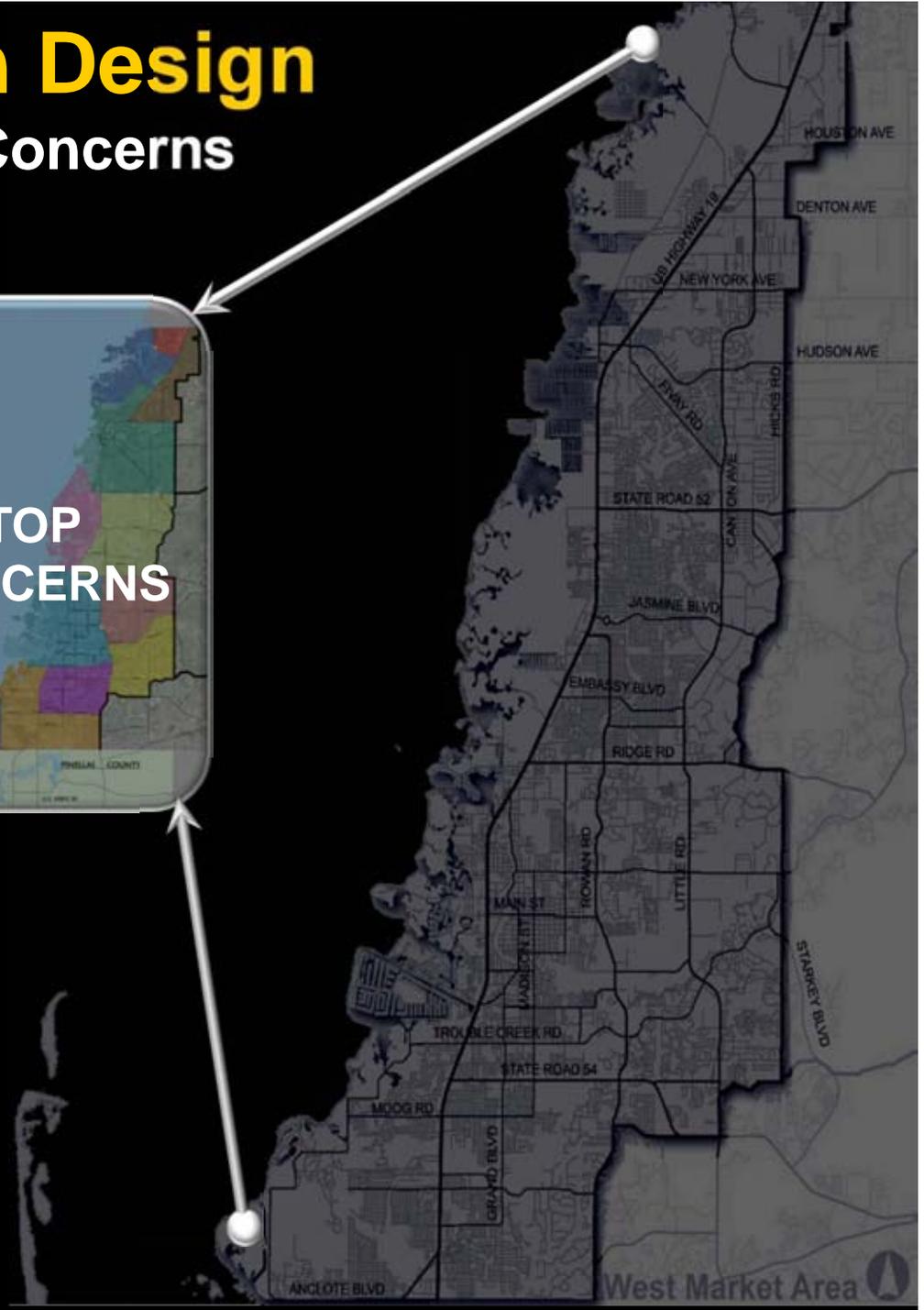
LEGEND



# Survey and Map Exercise

- **Transportation**

# Urban Design Top Concerns



# Urban Design Objectives

- **Make the West Market Area a destination**
- **Create a *sustainable* Market Area - Neighborhood Centers**
- **Respond to local Coastal Context**
- **Reinforce district's characteristics and identity**

# **Urban Design**

## **Our Short Term Strategies**

- **Retrofit existing vacant buildings**
- **Develop the best short term scenario to civilize US 19 - *Prioritize a Multiway Boulevard node.***
- **Develop interlocal agreement with Port Richey and New Port Richey for Riverwalk Area Plan**
- **Implement the West Market Area Vision by guiding current projects and applying PlaceMaking Principles**

# What is PlaceMaking?

**PlaceMaking is a multi-faceted approach to the planning, design and management of public spaces.**





**Small-scale, Do-able improvements**



U.S. -19

**Retrofitting Suburbia – Parklets**

# Small-scale, Do-able improvements



Retrofitting Suburbia – Parklets

# Urban Design

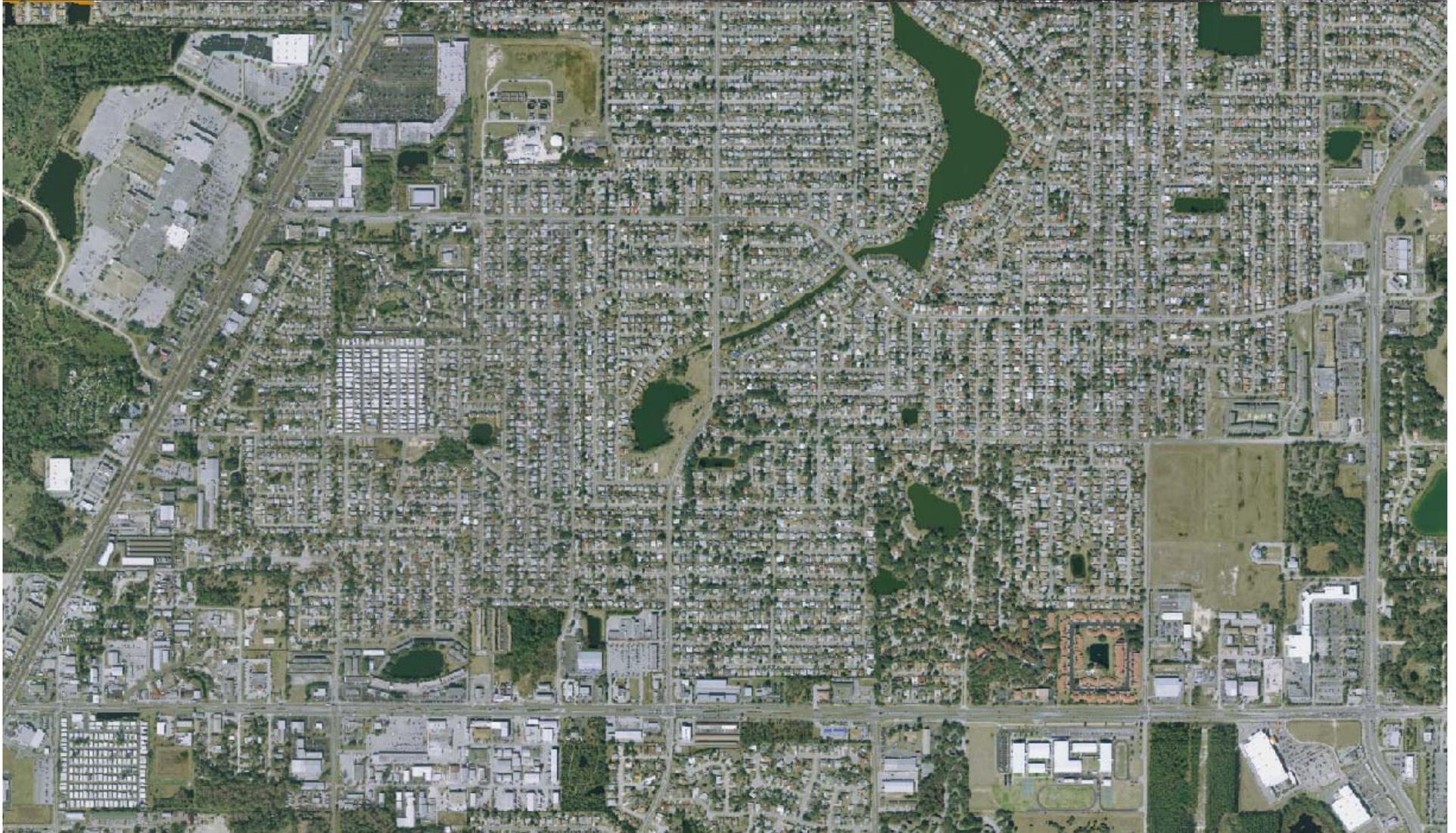
A 40 Year Vision Plan

Historical Evolution of the Market Area

1966

1985

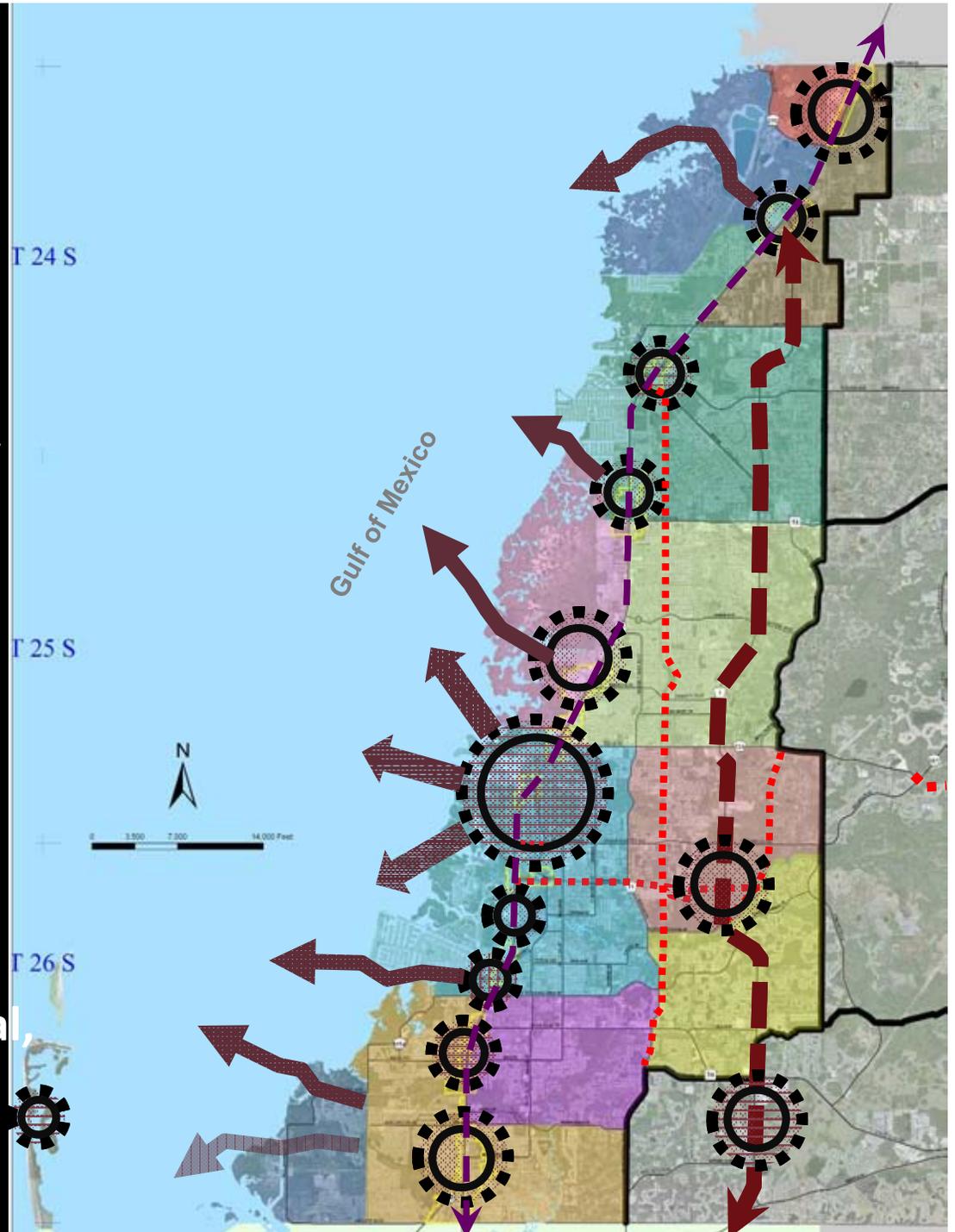
2011



# Urban Design

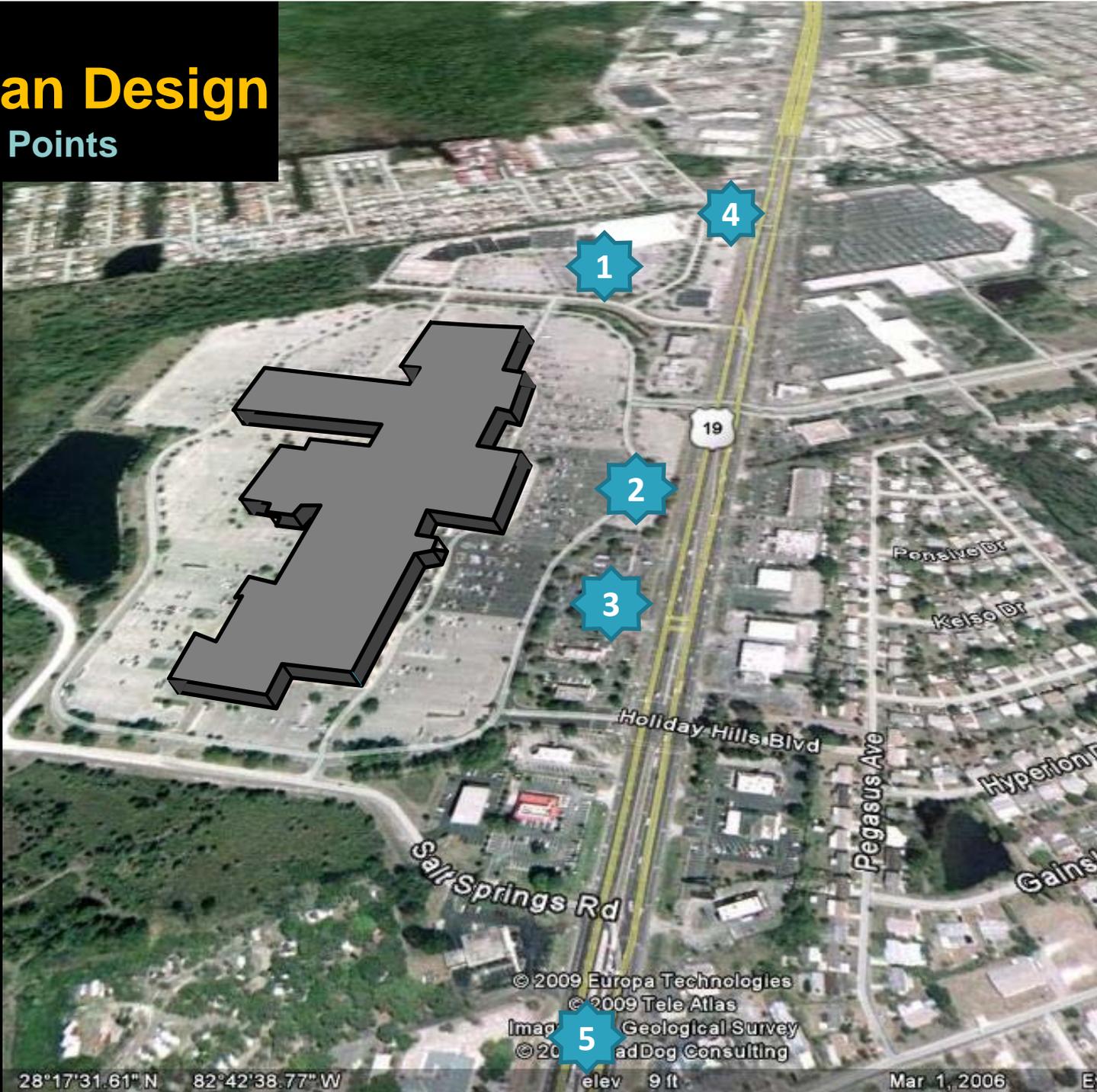
## Focal Points

- **US 19 – MAIN STREET USA**
  - Market Area Gateway
  - Retrofit Strip-malls
  - Pedestrian Crossings
  - Multiway Boulevard
- New Port Corners
- Miller's Bayou - River Walk
- Gulf View Mall and environs
- Focus/concentrate commercial, the identify character



# Urban Design

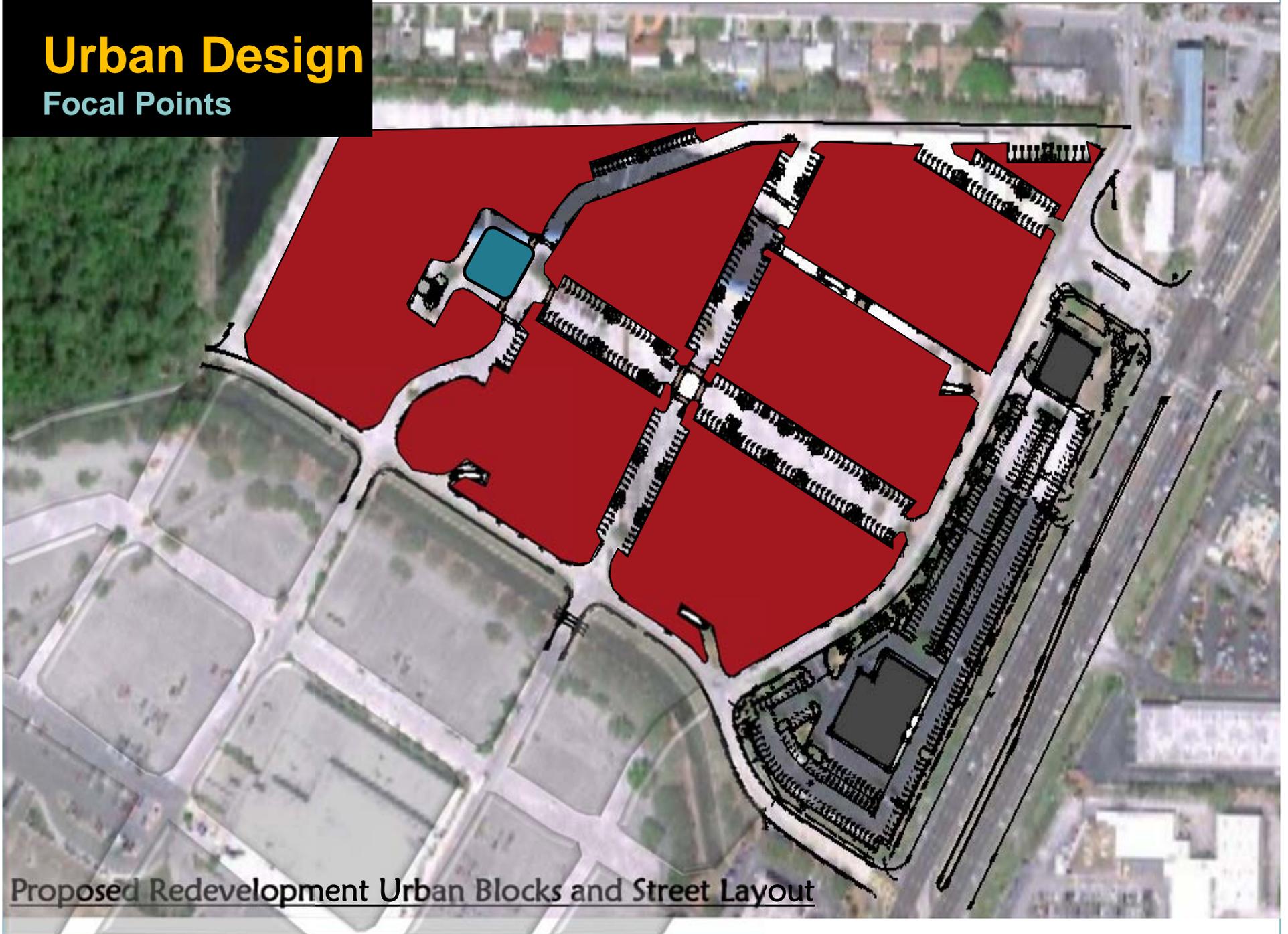
## Focal Points



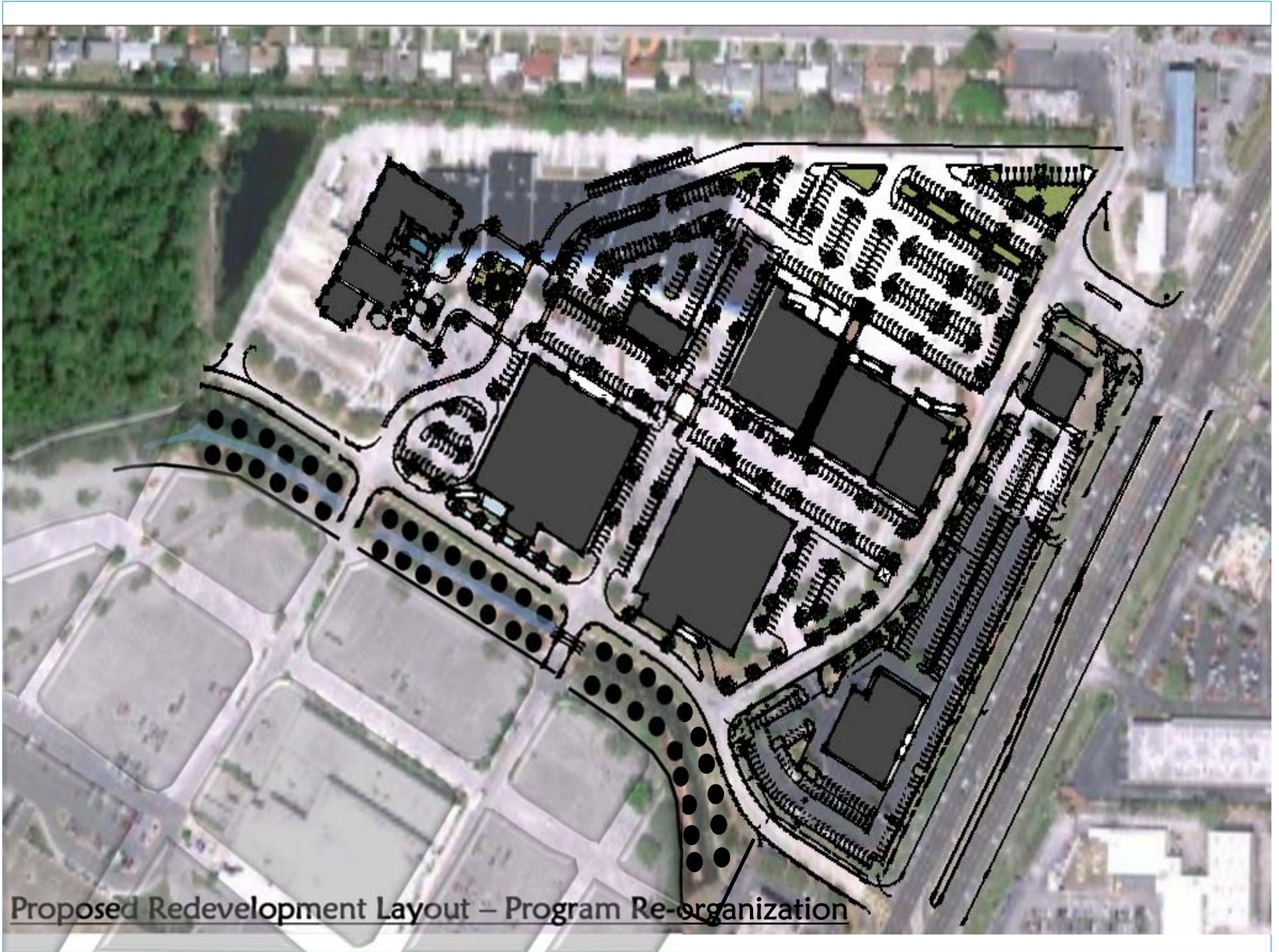


# Urban Design

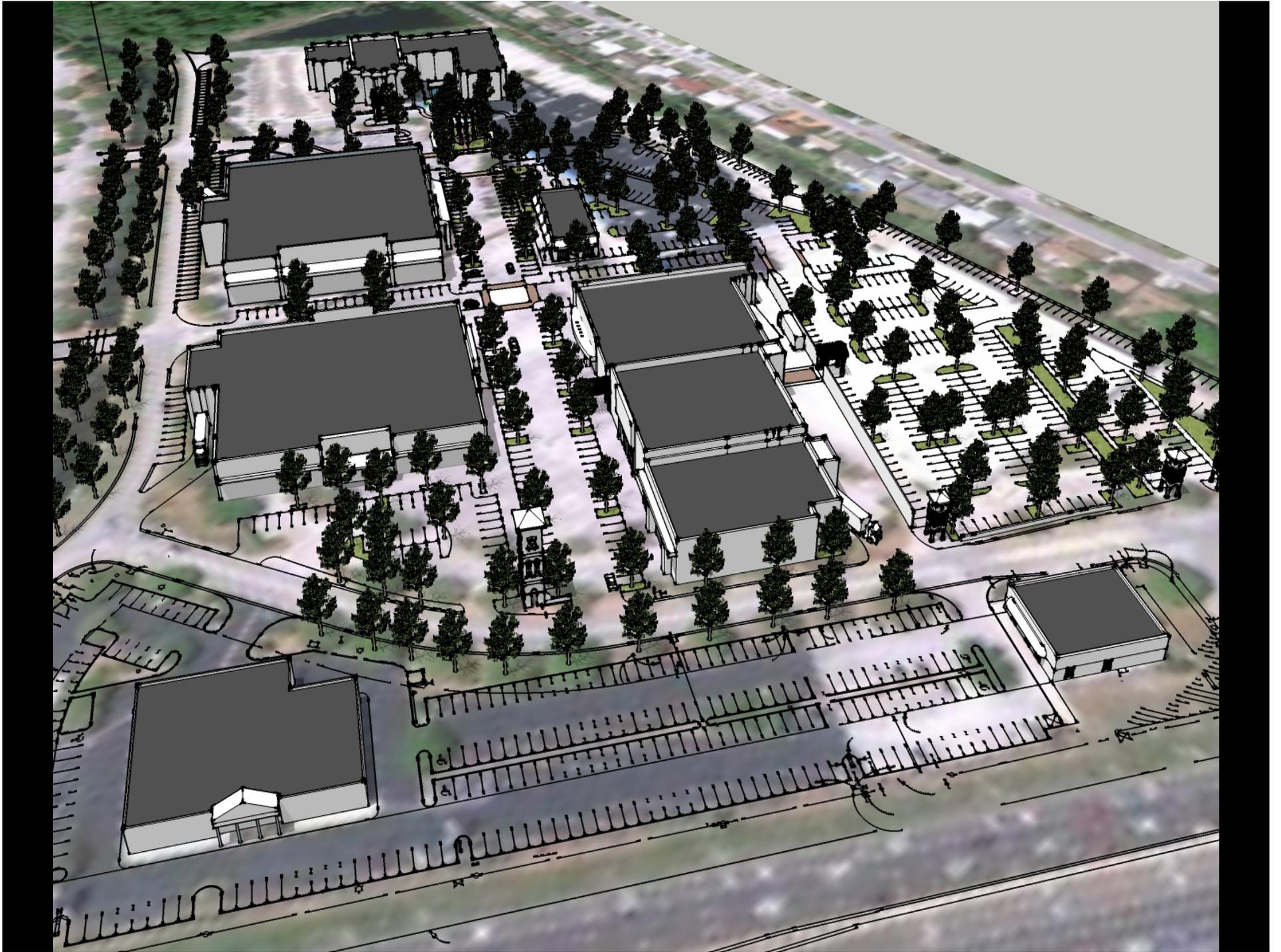
## Focal Points



Proposed Redevelopment Urban Blocks and Street Layout



Proposed Redevelopment Layout – Program Re-organization





Redevelopment Alternatives



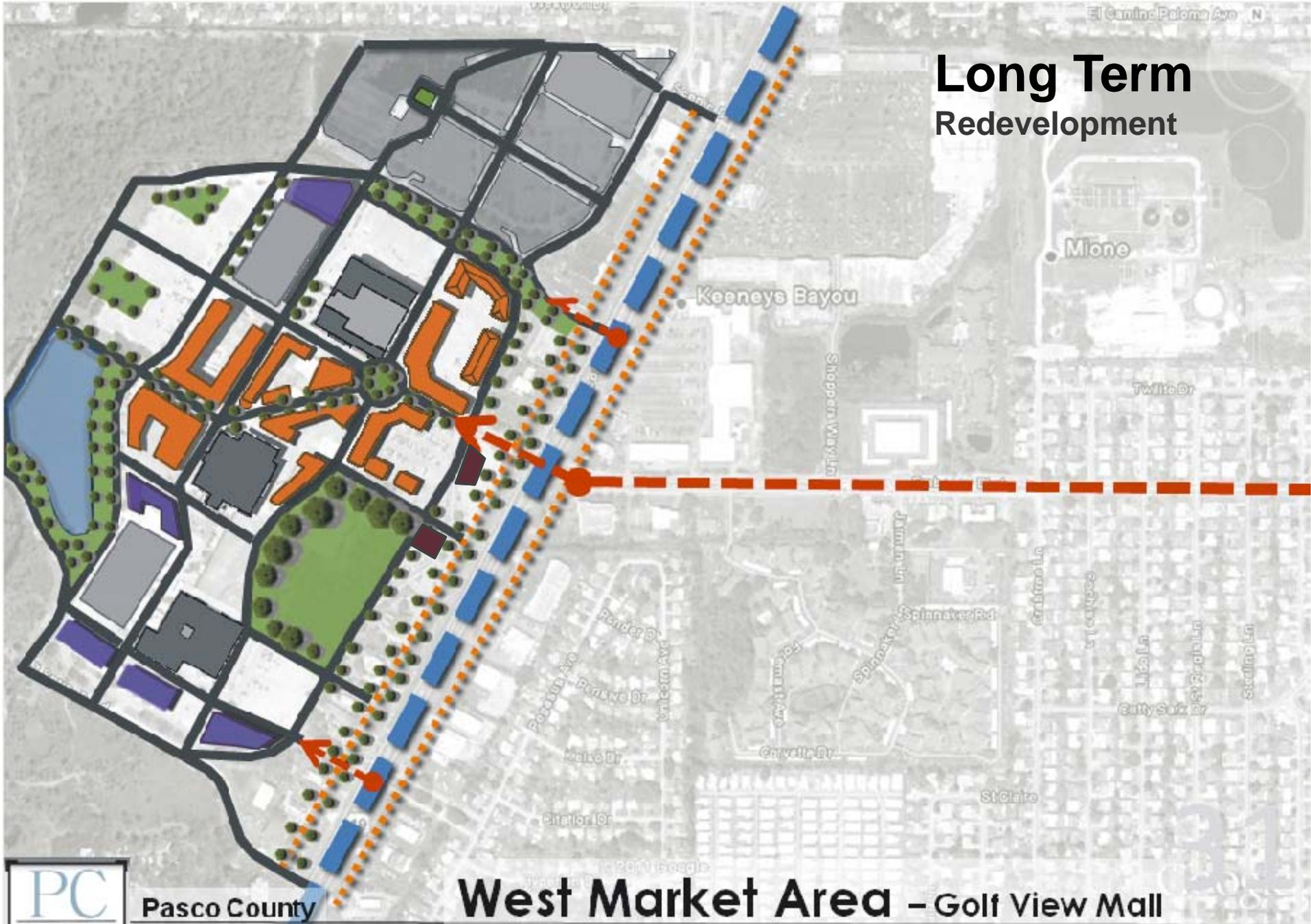
# Long Term Redevelopment



**Pasco County**  
Planning & Growth Management

**West Market Area – Golf View Mall**  
Redevelopment Alternatives

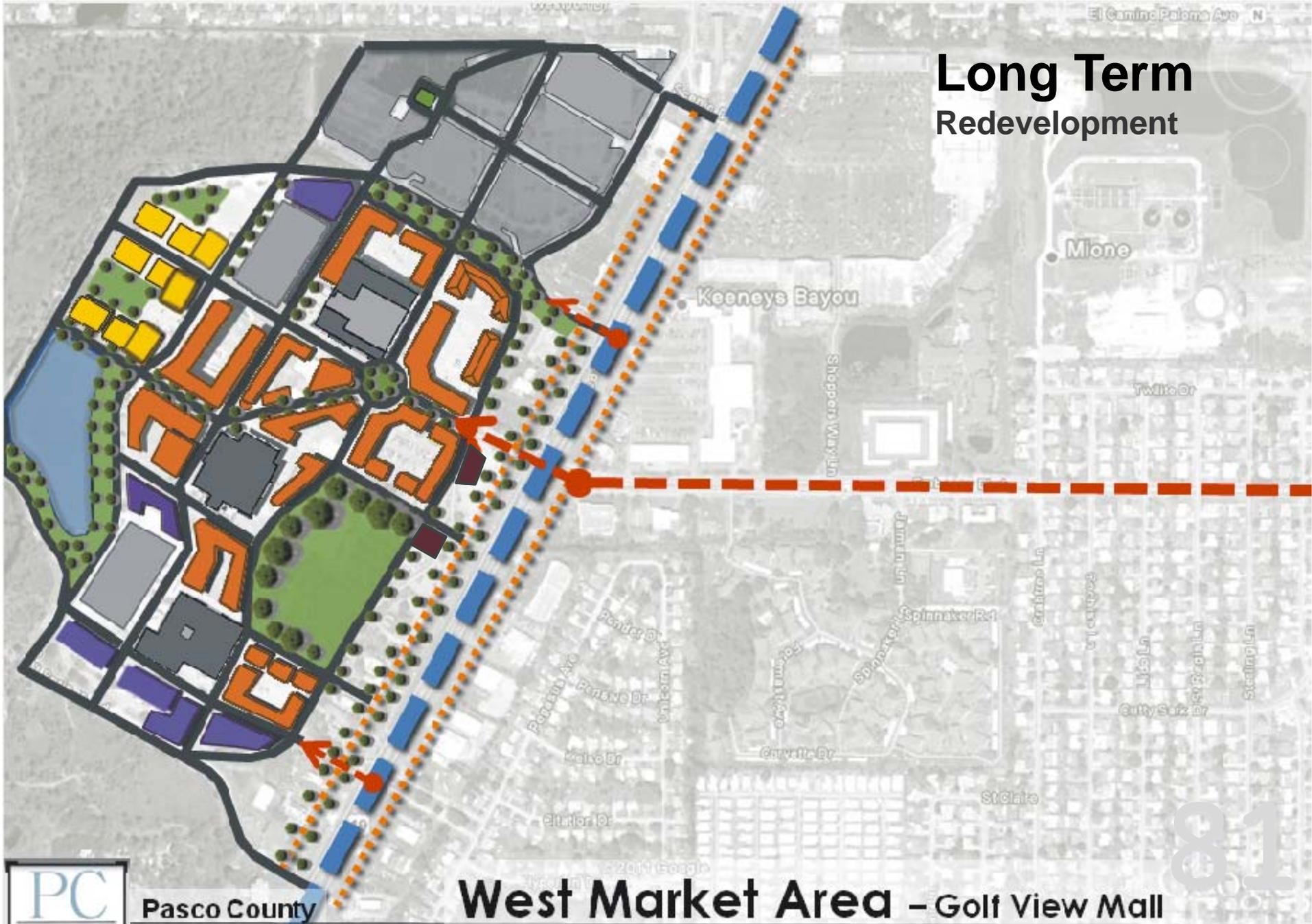
# Long Term Redevelopment



**Pasco County**  
Planning & Growth Management

**West Market Area – Golf View Mall**  
Redevelopment Alternatives

# Long Term Redevelopment



**Pasco County**  
Planning & Growth Management

**West Market Area - Golf View Mall**  
Redevelopment Alternatives

# Urban Design

Focal Points- Ridge Road & US-19



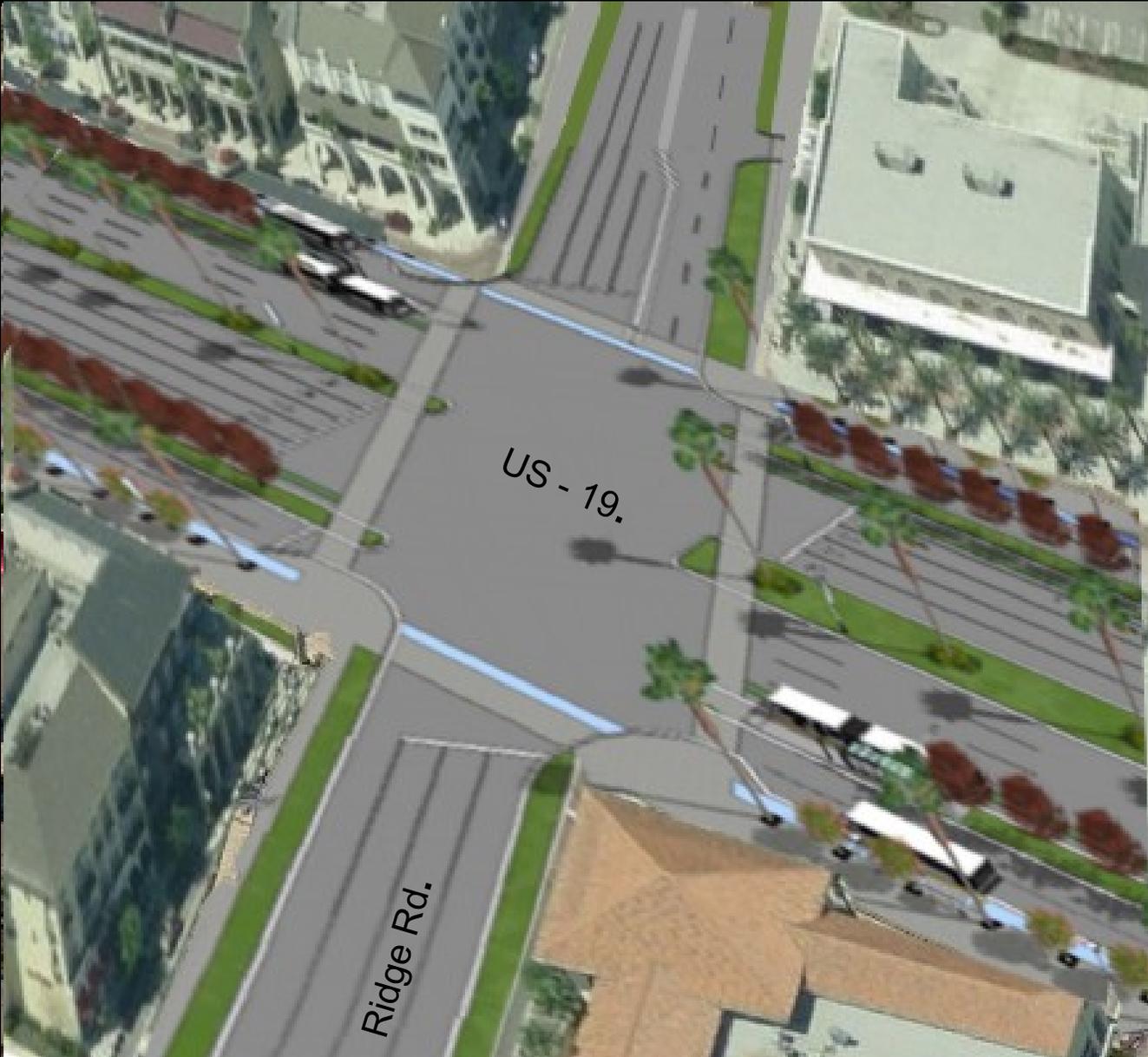
# Urban Design

Focal Points- Ridge Road & US-19

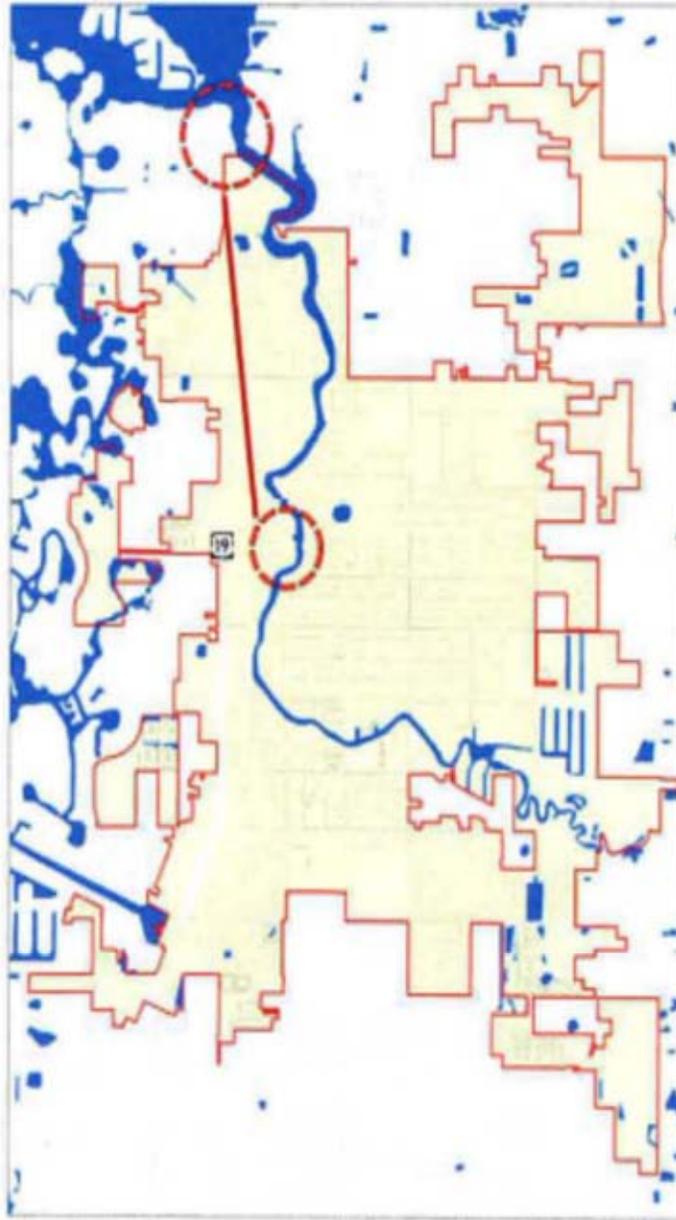


# Urban Design

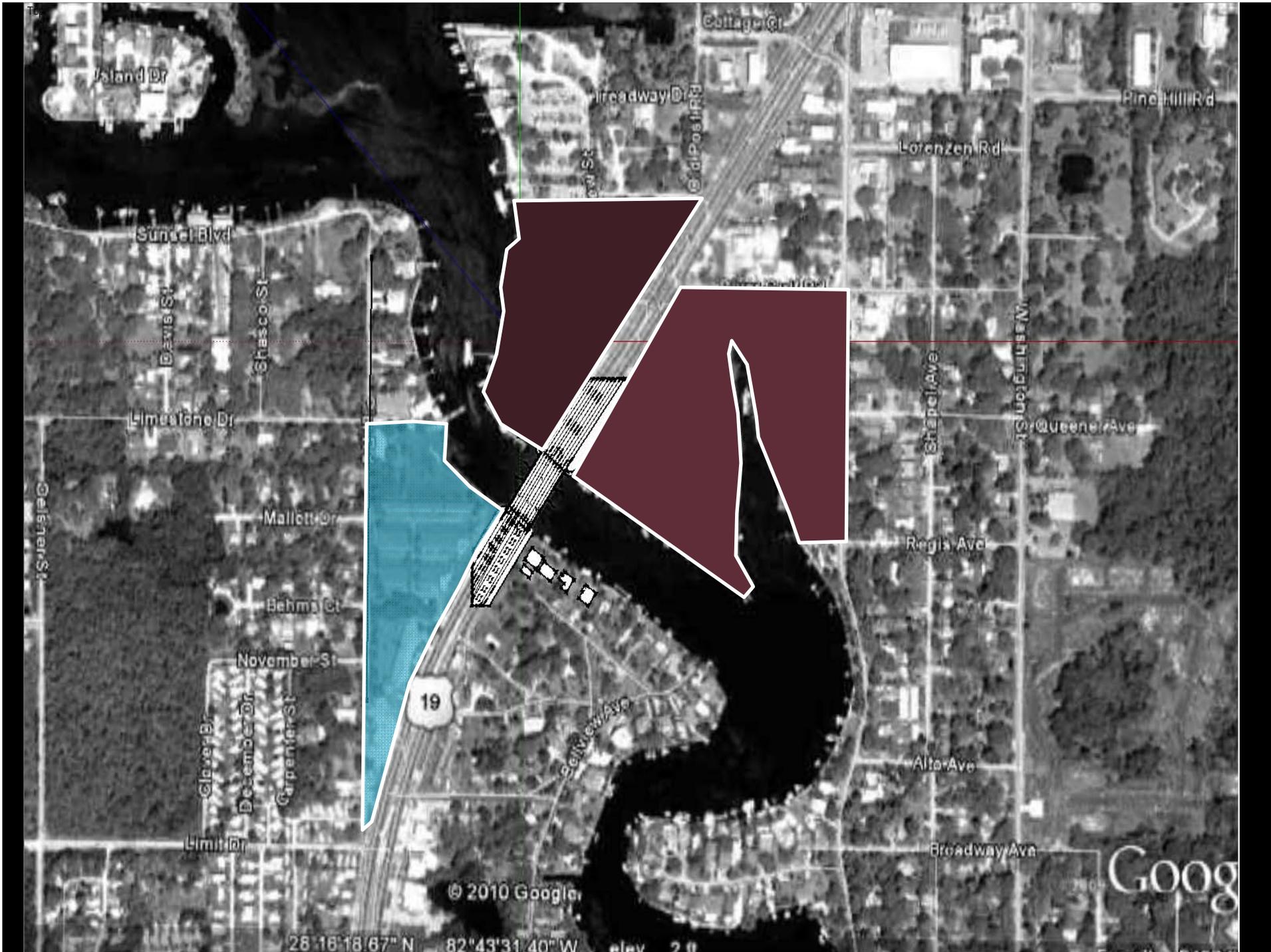
Focal Points- Ridge Road & US-19



## The Cotee Blueway



The Cotee Blueway is a recreational waterway between the Main Street “Bridge” District and the US 19 bridge.







# Urban Design

Focal Points- Tower / Light House Concept

What if?



# Urban Design

Focal Points- Tower / Light House Concept as Marketing



**MOVING FORWARD...**

**District Vision  
&  
Focal Points**

**N Co Line**



T 24 S

**1**

**SR 52**



T 25 S

Gulf of Mexico

**2**

**Ridge**



**3**

**SR 54**



T 26 S

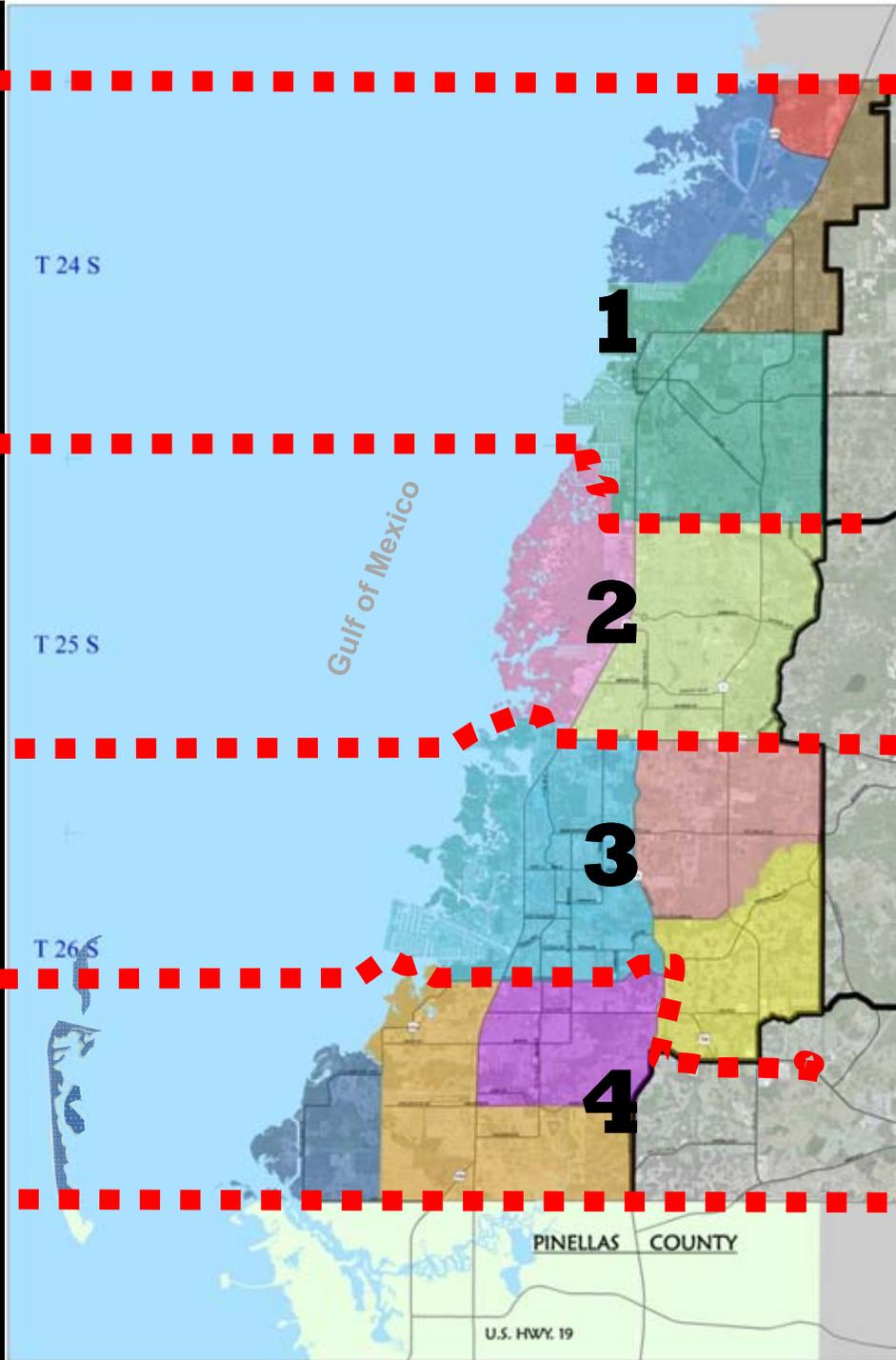
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**S Co Line**



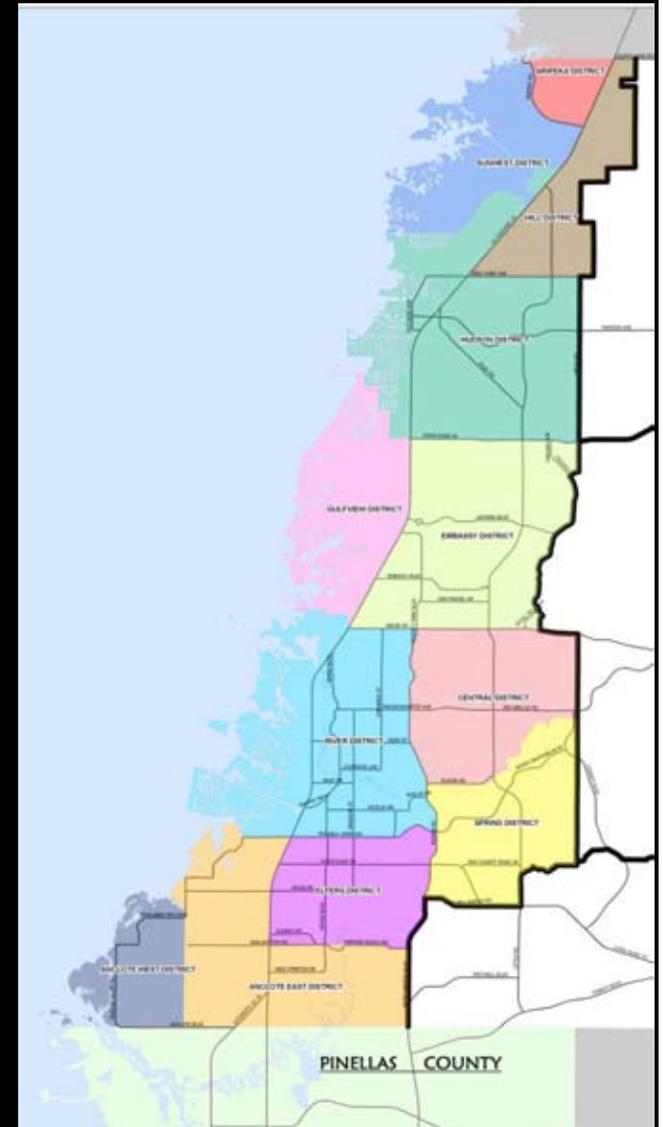
PINELLAS COUNTY

U.S. HWY. 19



# 12 Districts are formed based on...

- Historical context
- Neighborhood characters
- Roadways
- Natural features
- Opportunities



# Area 1—North County

## Line to SR 52

### Districts

- Aripeka
- Sunwest
- Hill
- Hudson

ADD HUDSON

District	Total Population	Acreage	Population Density
Aripeka	901	885	1
Sunwest	2,215	3511	1
Hill	5,189	2805	2

N Co Line

SR 52

Gulf of Mexico

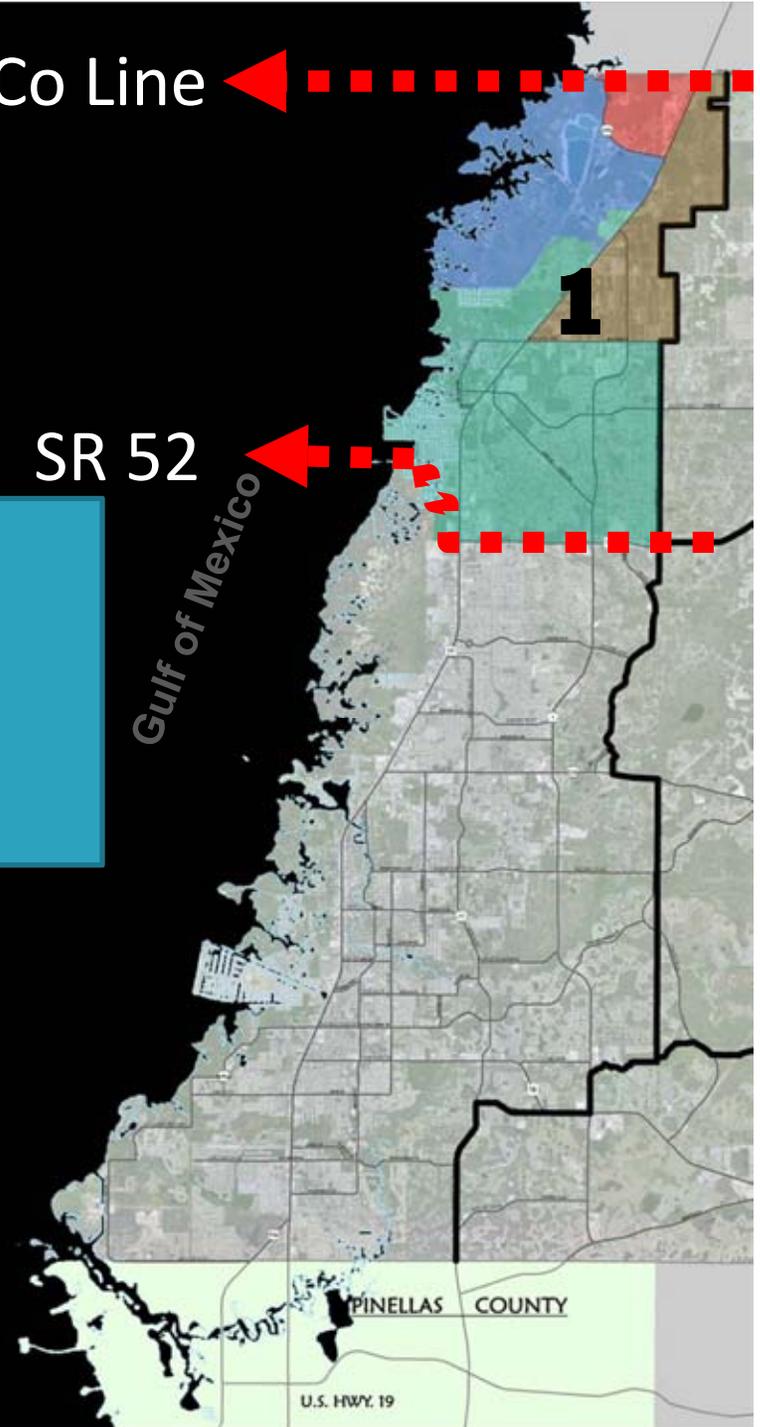
PINELLAS COUNTY

U.S. HWY. 19

T 24 S

T 26 S

1



# Area 1— North County Line to SR 52 Districts

- Aripeka

N Co Line ←

SR 52 ←



Area 1—  
North County Line to SR 52  
Districts

- Sunwest



N Co Line ←

SR 52 ←



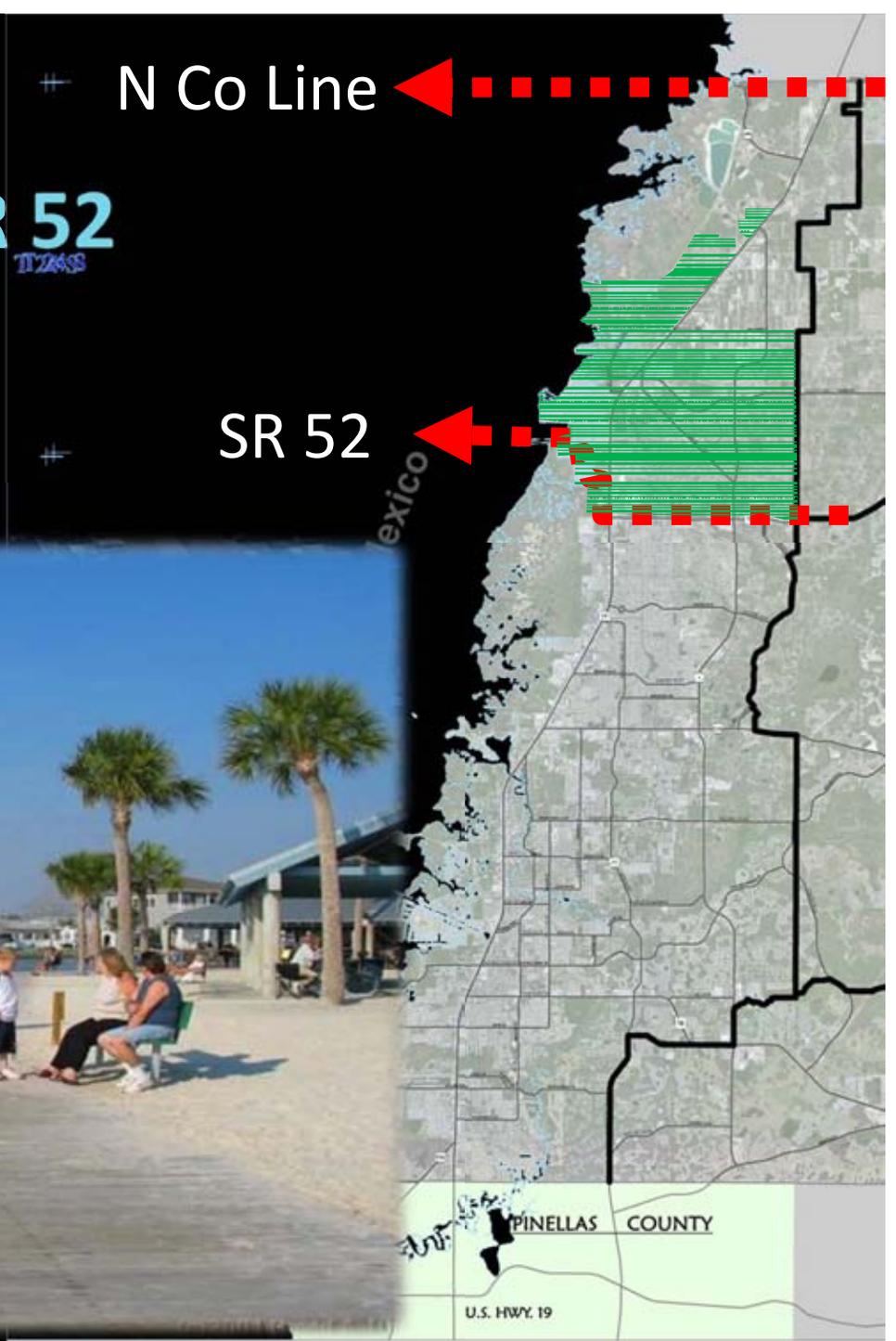
# Area 1— North County Line to SR 52 Districts

- Hill

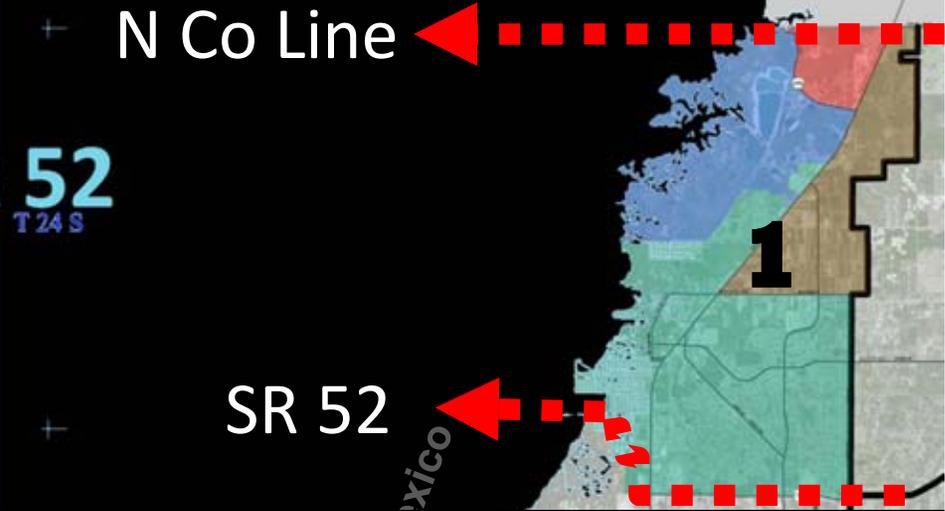


Area 1—  
North County Line to SR 52  
Districts

- Hudson



# Area 1— North County Line to SR 52 Districts -VISION

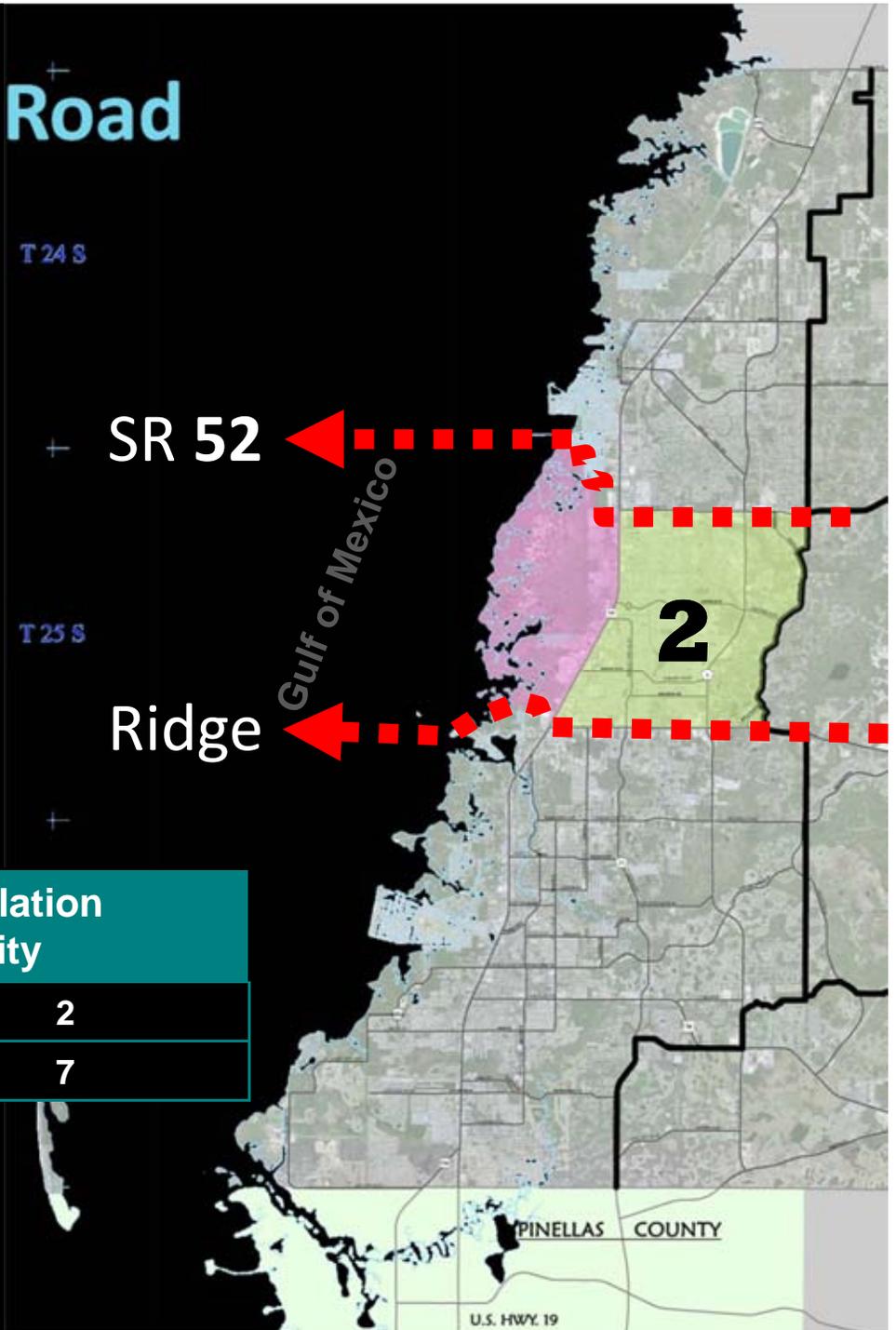


# Area 2—SR 52 to Ridge Road

## Districts

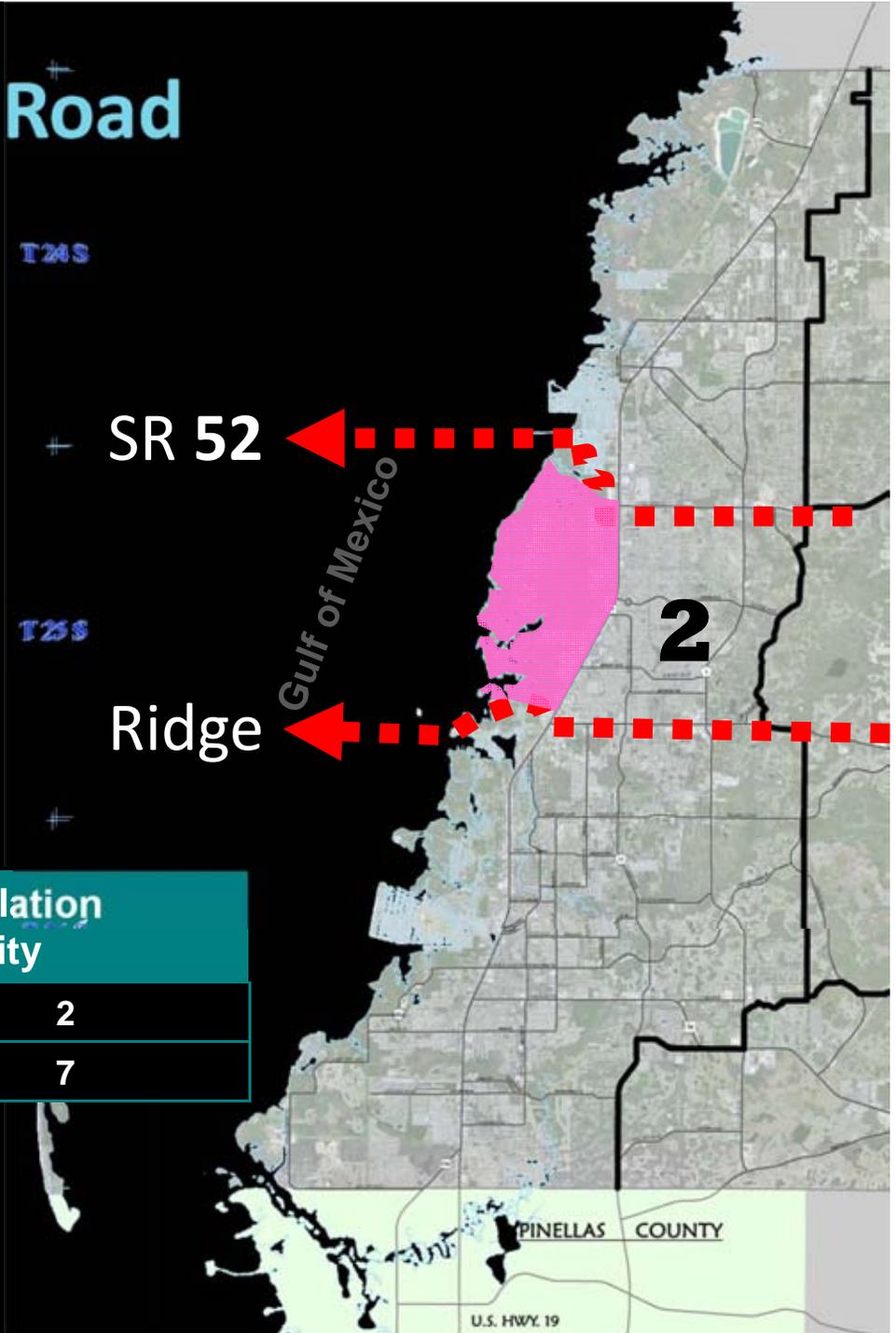
- Gulfview
- Embassy

District	Total Population	Acreage	Population Density
Gulf View	5,629	3743	2
Embassy	44,334	6649	7



# Area 2—SR 52 to Ridge Road

## Districts



District	Total Population	Acreage	Population Density
	13		2
	49		7



# Area 2—SR 52 to Ridge Road

## Districts Vision



# Area 3—Ridge Road to SR 54

## Districts

- River
- Central
- Spring

Ridge

SR 54

District	Total Population	Acreage	Population Density
River	32,427	7539	4
Central	13,322	4535	3
Spring	26,603	4124	6

T 24 S

T 25 S

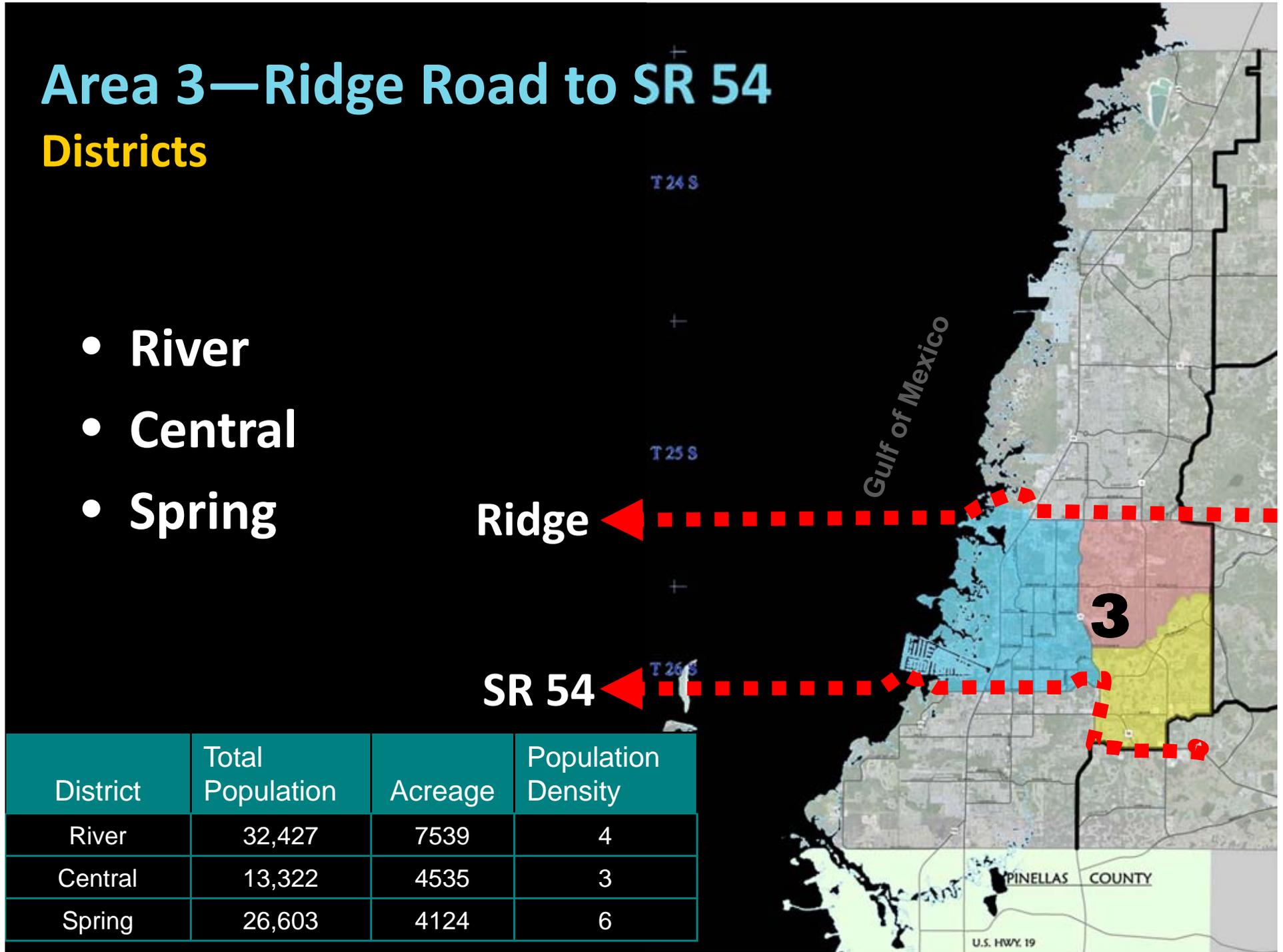
T 26 S

Gulf of Mexico

3

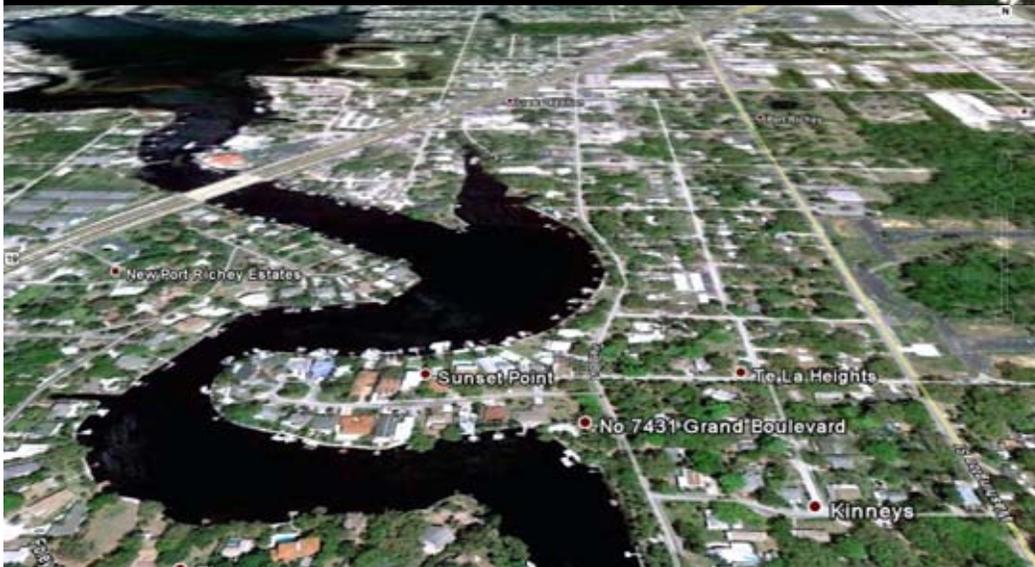
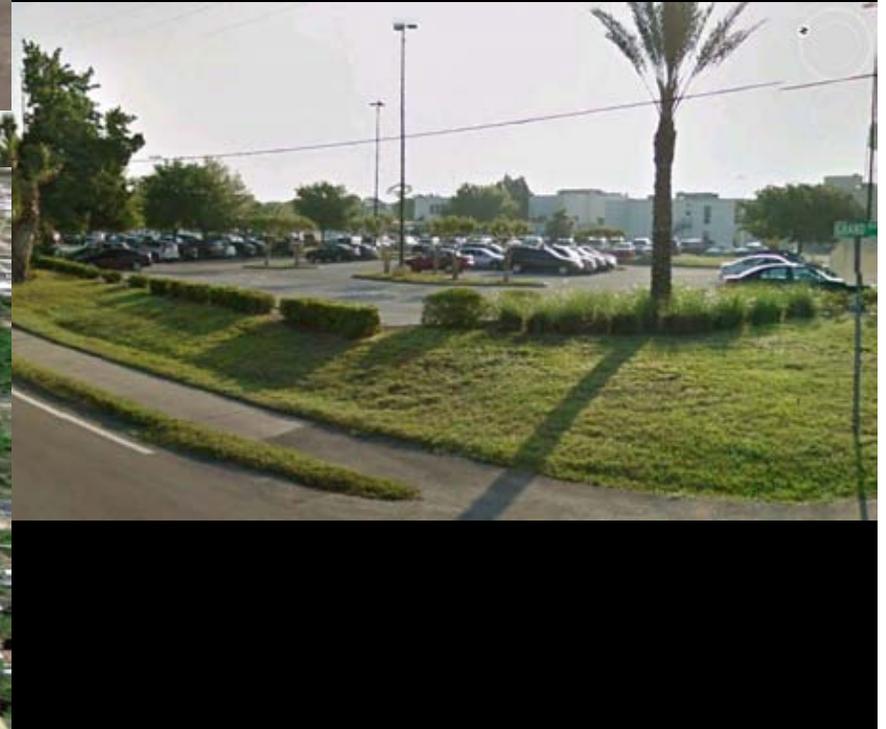
PINELLAS COUNTY

U.S. HWY. 19



# Area 3—Ridge Road to SR 54

## Districts



# Area 3—Ridge Road to SR 54

## Districts



# Area 3—Ridge Road to SR 54

## Districts



# Area 3—Ridge Road to SR 54

## Districts Vision

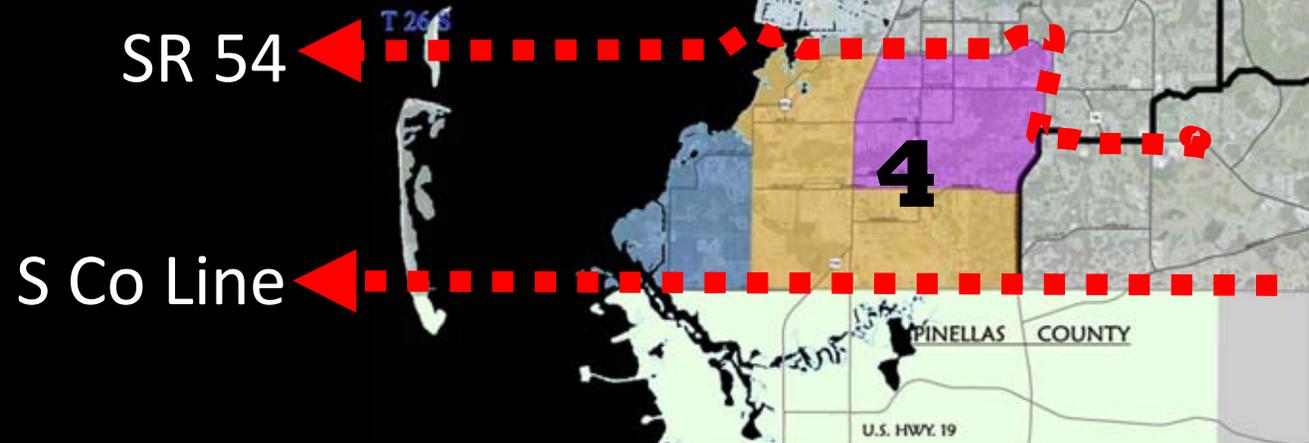


# Area 4—SR 54 to South County Line

## Districts

- Elfers
- Ancloste West
- Ancloste East

District	Total Population	Acreage	Population Density
Elfers	21,452	3547	6
Ancloste West	3,779	2233	2
Ancloste East	32,579	5942	5



# Area 4—SR 54 to South County Line



# Area 4—SR 54 to South County Line

## Districts

T 24 8



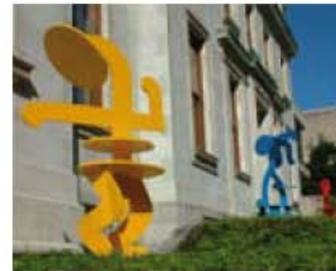
# Area 4—SR 54 to South County Line

## Districts Vision

### Character Images



### Elements of Distinction



# **Urban Design Section**

**District Map**

**Mark Up Exercise**

## **Next Steps...**

- **Workshops thru November**
- **Board Workshop – December 13<sup>th</sup>**
- **Draft Plan – February 2012**
- **Plan Adoption**
- **Implementation**

## **We have...**

- **Summarized the workshop results**
- **Developed draft strategies for each focus topics**
- **Divided the area into districts and focal points**

**What have we missed?**

**Are we on the right track?**

# West Market Redevelopment Plan

**“Quality is never an accident, it is always the result of high intentions, sincere effort, intelligent direction of skillful execution. It represents the wise choice of many alternatives.”**

**William A. Foster**

THANK YOU CITIZENS OF PASCO

