

The Harbors *West Market*

REDEVELOPMENT/INFILL PLAN



Pasco County
Board of County Commissioners
Planning and Development



June 2013

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The Harbors

West Market Redevelopment/Infill Plan

The development of the West Market Redevelopment Plan was accomplished through the support of the Board of County Commissioners, County departments, residents, municipal bodies, private agencies and non-profit organizations. We are very grateful to everyone who participated in this planning process and provided us with valuable information, insight and support.

PASCO COUNTY BOARD OF COUNTY COMMISSIONERS

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PLANNING AND DEVELOPMENT

June 2013

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ACKNOWLEDGEMENTS

Following is a list of public or private agencies, non-profit organizations, and county and municipal departments/divisions that have participated in the West Market Area redevelopment planning process. We are very grateful to the representatives of these departments/organizations who have provided their time and expertise, and helped in the formulation of this Plan.

- City of New Port Richey
- City of Port Richey
- Environmental Land Acquisition and Management Program
- Florida Department of Transportation District 7
- Main Street New Port Richey
- Metropolitan Planning Organization (MPO)
- Pasco County Code Enforcement
- Pasco Alliance of Community Associations (PACA)
- Pasco Economic Development Council (PEDC)
- Pasco County Community Development
- Pasco County Community Services
- Pasco County Building Inspections
- Pasco County GIS
- Pasco County Historical Preservation Society, Inc.
- Pasco County Housing Authority (PCHA)
- Pasco County Human Services
- Pasco County Libraries
- Pasco County Local Banks
- Pasco County Office of Emergency Management
- Pasco County Parks and Recreation
- Pasco County Public Transportation
- Pasco County Real Estate
- Pasco County Residents
- Pasco County Road and Bridge
- Pasco County Sheriff's Office
- Pasco County Stormwater Management
- Pasco County Tourism Development
- Pasco County Traffic Operations
- Pasco County Utilities
- Pasco County Zoning and Site Development
- South West Florida Water Management District (SWFWMD)
- The Suncoast News
- Tampa Bay Regional Planning Council (TBRPC)
- Tampa Bay Water
- The Coalition for the Homeless for Pasco County
- The District School Board of Pasco County
- Thousand Friends of Florida



Special thanks to the following schools who generously allowed us to use their facilities and equipments for the Plan's outreach events.

- Chasco Middle School, Port Richey, FL
- Gulf Highlands Elementary School, Port Richey, FL
- Gulf High School, New Port Richey, FL
- Gulf Trace Elementary School, Holiday, FL
- Hudson High School, Hudson, FL
- Richey Elementary School, New Port Richey, FL

Lastly, a **special thanks** to the project team who played an essential role in organizing the workshops, and developing and refining the plan's content through numerous detailed reviews.

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Re-imagining West Market *'THE HARBORS'*

EXECUTIVE SUMMARY



The West Market Redevelopment Plan envisions a new future for the West Market Area. Rebranded as 'The Harbors' by the County's Economic Development Plan, this western part of Pasco County includes the coastal and inland areas along U.S. 19 and Little Road corridors, between Pinellas and Hernando counties. The purpose of the West Market Redevelopment Plan is to identify the Area's current conditions, and visions of the existing communities and develop an implementation mechanism that identifies and best utilizes the existing infill/redevelopment opportunities to attain those aspirations. The Plan intends to reposition the West Market Area in such a manner that it maximizes its full potential and provides its communities with multiple opportunities for living, working, education, transportation and recreation. Its goal is to transform the West Market Area, also known as 'The Harbors' into a marine paradise for boaters, tourists, nature enthusiasts and the local community. Employment opportunities, quality affordable housing, waterfront enhancement and access, eco-tourism, multi-modal connectivity, and disaster planning and management are some of the aspects it addresses.

Since the Plan covers a broad range of issues, it was developed through a team effort. It is the outcome of a rigorous two year planning process that involved community workshops, presentations to the general public and elected representatives, map exercises, visioning surveys, design discussions, and coordination with public and private agencies, and other County departments and jurisdictions.

The Harbors - West Market Redevelopment/Infill Plan provides an overview of the Plan's development. It discusses all the issues, ideas and concepts that emerged during the planning process. It has organized community's needs under five key issue areas - Economic Development, Community Infrastructure and Planning, Environment, Open Space and Tourism, Transportation, and Urban Design. Through repeated discussions and plan reviews, this document has identified possible solutions/strategies, and roles and responsibilities corresponding to each of these topics. Although the West Market Redevelopment Plan lays a robust framework for future growth, the Plan does not end here. It is a dynamic document and this redevelopment planning process is ongoing. Thus, as a part of the next phase, the Plan will focus on implementing some of the actions identified within its implementation matrix. Another critical next step would be to concentrate efforts on smaller districts within West Market Area delineated through the community workshops.

As we gear up for this next phase, the project team would like to express their gratitude to all the participants who have generously contributed their time, energy and ideas to this Plan, making this project - ***a great beginning to an even greater future for the West Market Area.***

How to read this Plan?

PLAN ORGANIZATION

While this plan is a detailed compendium of a great deal of information, it is also intended to be a dynamic document – growing and evolving as we try new strategies, learn from our missteps and realize successes. As a result, it is important to understand how this document is organized and how it can be used.

The structure of the West Market Redevelopment/Infill Plan reflects the following planning outcomes.

Plan Elements: These are key issue areas identified through community input.

- Economic Development
- Community Infrastructure and Planning
- Environment, Open Space and Tourism
- Transportation
- Urban Design

West Market Districts: These are unique districts within the West Market Area identified with the help of the community members to facilitate a more focused planning effort.

- Aripeka District
- Sunwest District
- Hill District
- Hudson District
- Gulf View District
- Embassy District
- Central District
- River District
- Spring District
- Elfers District
- Anclote West District
- Anclote East District

Vision, issues and strategies for the West Market Area are organized as per these classifications in Chapters 3, 4 and 5.

Introduction

*Background
How it all started?*

Chapter 1

Study Area
*Understanding West Market
History
Demographics
Tracing its development
Critical issues*

Chapter 2

Community Outreach
*Understanding community's
vision for West Market
Knowing concerns
Sharing ideas
Identifying key issue areas*

Chapter 3

Overall Vision and Strategies
*Issues, Vision and Strategies
Deriving 'Plan Elements' from key issues
What can be done?
What resources do we need?
What is already in place?*

Appendix

*Workshop results
References
Glossary, Acronyms*

Chapter 4

District Vision and Strategies
*Closer look at smaller
planning districts
Twelve planning districts
District characteristics
Issues and vision unique to
each district*

Chapter 5

Implementation
*What needs to be done?
Who will do what?
Recommended strategies
Roles and responsibilities
Timeline for implementation*

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INTRODUCTION



BACKGROUND

The West Market Area is one of the oldest and densest parts of the County. It covers a total land area of 84 square miles that is bound by the Gulf of Mexico in the West, Little Road in the East and County line roads in the North and South. Owing to its proximity to the Gulf and U.S. 19 corridor – a federal highway that spans all the way from Tampa Bay to Western Pennsylvania, this area became a desirable retirement and vacation destination. It started attracting migrant retirees in the early 1930s followed by tremendous growth and expansion in the subsequent decades reaching its peak growth in the 1970s and '80s.

Today, the West Market Area is the most developed part of Pasco County. It includes a number of unique historical and natural assets, and some of the County's oldest communities such as Aripeka, Hudson, City of Port Richey, City of New Port Richey, Holiday, Elfers, and Anclote Key. While there is much to be celebrated in the West Market Area, it also suffers certain critical issues and conditions that threaten and limit its current existence as well as future growth.

Issues

Key concerns in the West Market Area that call for a redevelopment effort include:

- Vacant, unused or underutilized properties created as a result of continuous disinvestment.
- Aging and deteriorating building stock and infrastructure.
- Demographic change bringing in new social, economic and infrastructural needs.
- Unsafe roadway conditions and poor pedestrian infrastructure.
- Lack of basic amenities and infrastructure.
- Overall poor visual appearance marked by huge parking lots, strip malls, and other auto-oriented built form.

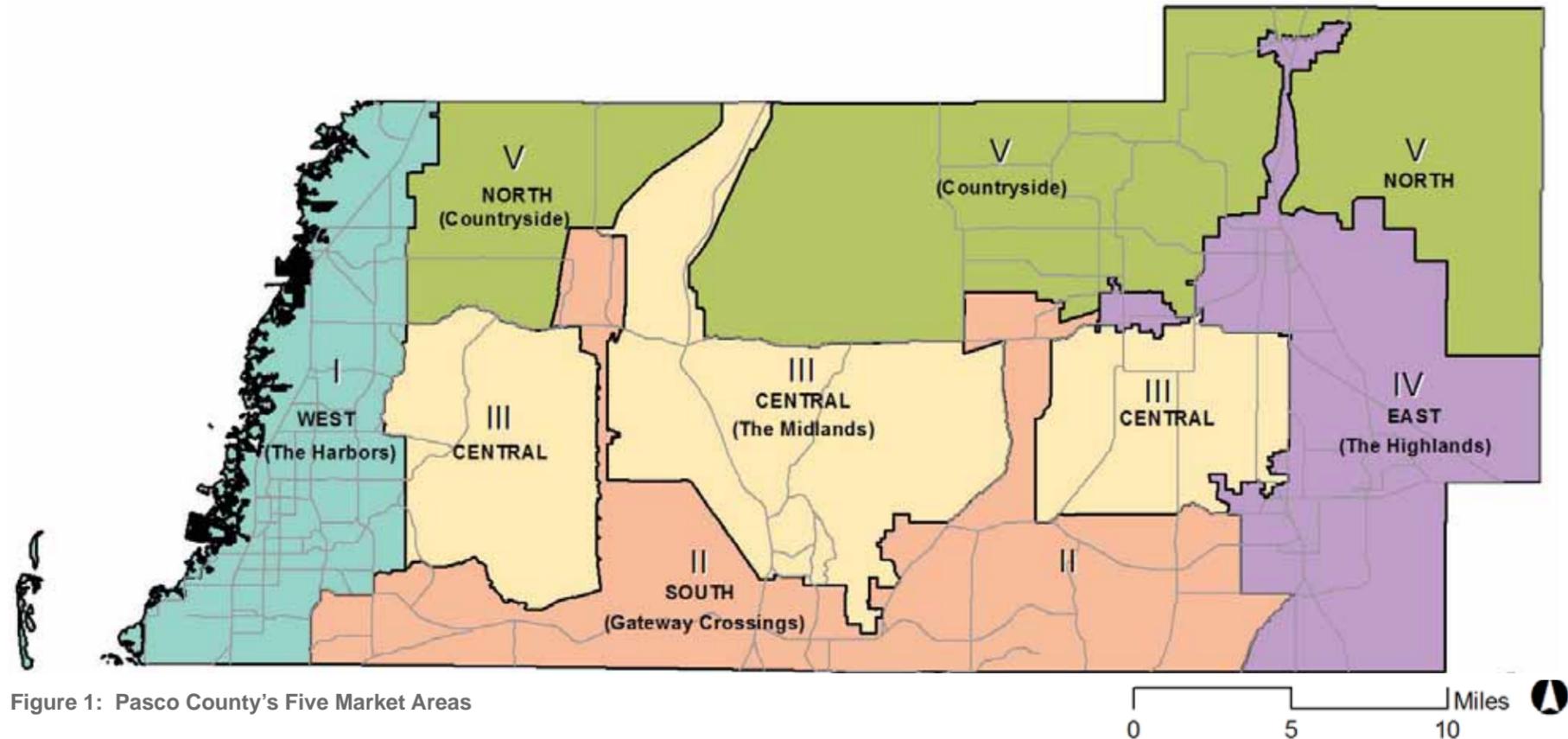


Figure 1: Pasco County's Five Market Areas

Age, location along the coast, proximity to a heavily travelled regional transportation corridor, past planning decisions, development trends and demographic shifts are some of the forces that have contributed to its current physical and developmental challenges.

Why do we need the West Market Redevelopment Plan?

The West Market Redevelopment Plan acknowledges all these issues and builds a framework for action. It focuses not only on the problems this area has, but also on the wide gamut of opportunities it could have. This document is an effort to prepare a redevelopment strategy for the West Market Area that capitalizes on its strengths while successfully addressing its concerns.

While there have been previous plans that identified U.S. 19 corridor as a priority study area, a comprehensive analysis (includ-

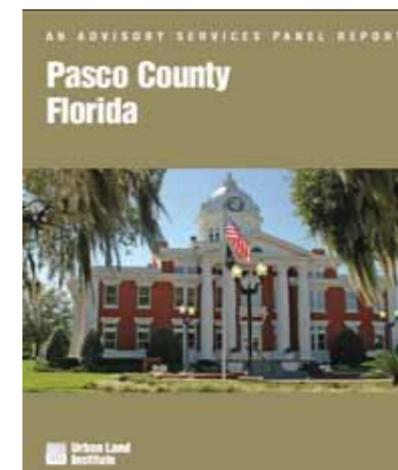


Figure 2: Pasco County ULI Report (2008)

ing social, economic and environmental aspects) of its surrounding context had not been done. This changed in 2008, when the Urban Land Institute (ULI) Advisory Panel assisted the County in identifying strategies to improve its economic competitiveness.

A key recommendation of the Panel was for Market Area Planning – dividing the County into subareas, each with its own specific vision,

West Market's Mission: *Create a competitive and unique location with choices for living, working, shopping, education, employment and leisure time opportunities in an environmentally sound and safe setting.*

mission and associated strategies to create focus and guidance for future growth.

As a result of this study, the West Market Area was created along with four other Market Areas. Goals, objectives and policies associated with each of the Market Areas were also incorporated into the County's Comprehensive Plan.

This enabled the development of the West Market Redevelopment Plan - a more focused planning approach for the West Market Area tailored to its specific needs, in accordance with the established vision.

The West Market Redevelopment Plan expands and builds on this vision and other previous studies, reports and plans prepared for this area. It fleshes out the proposed vision by incorporating the needs, concerns and aspirations of its local communities. At the same time, it proposes a well informed redevelopment strategy based on local knowledge and detailed analysis of the existing conditions, outlining opportunities and limitations.

Vision and Purpose

As identified in Pasco County's Comprehensive Plan, the West Market Area is envisioned as an Urban Coastal/Inland Area with redevelopment and infill opportunities. The County's Economic Development Strategy Plan identifies the Area's unique qualities and has rebranded it as 'HARBORS' - a marine life nature preserve and boater's paradise. The goal of the West Market Redevelopment Plan is to create an identity for the West Market Area that effectively represents the individual community visions as well as creates a unified brand for the Area. The purpose and vision of the West Market Redevelopment Plan can be summarized as follows:

- **To examine the redevelopment and infill opportunities within the West Market Area.**
- **To identify land use, infrastructure and economic development strategies.**

- **To enhance affordable housing in a manner that will strengthen the neighborhood vitality.**
- **To promote mixed use development in a manner that will improve energy efficiency and conservation of nonrenewable resources and reduce greenhouse gas emissions.**
- **To create an implementation mechanism for the West Market Area, largely focusing on promoting coastal opportunities, transforming U.S.19 into a livable roadway, and creating an infill community structure.**

The plan aims to meet the "Triple Bottom Line"; achieving a sustainable balance among 1) environmental stewardship, 2) economic prosperity and 3) social responsibility.



Figure 3: Conceptual Framework - West Market Redevelopment Plan

PLANNING PROCESS

The West Market Redevelopment Plan involved an extensive planning process that began in November 2010. Preparing this redevelopment strategy largely involved two main phases as described below.

- 1. The First Phase** included comprehensive data collection and analysis to understand the study area, its existing resources, relevant plans and previous studies. General issues, needs, strengths and opportunities within the study area were identified, catalogued, reviewed and revised using community input.
- 2. The Second Phase** focused on refinements to the initial vision and development of strategies or possible solutions corresponding to the issues/needs raised in the first phase. Vision for the West Market Area was refined and smaller planning districts within the West Market Area were identified. Finally, an implementation plan was developed that describes actions and assigns responsibilities to implement the Plan's vision.

Public Outreach, being a crucial component of the West Market Redevelopment Plan, reoccurred throughout this planning process. The first series of workshops for the WMRP were conducted between March and May 2011 in support of the Phase I planning effort. The second series of workshops were organized as a part of Phase II between October and November 2011. This second round of workshops focused on refining the initial concept and formulating redevelopment strategies.

A detailed discussion on the public outreach process for the Plan is provided in Chapter 2 Community Outreach. The sequence of steps involved in the entire planning process is described in later chapters.

The first step in preparing the plan was the completion of an inventory of existing conditions in the planning area. Existing plans and studies were reviewed. Numerous data were collected and analyzed including history, land use, development patterns, socio-economic conditions, natural resource and open spaces, transportation, utilities and community facilities.

Following the inventory phase, the planning team conducted community workshops and technical advisory meetings to generate discussions about the community's assets, issues, and opportunities.

The concept plan was developed after a detailed analysis of the existing conditions and potential opportunities in the planning area. The Study Area was divided into areas, districts, and major nodes to preserve and enhance community characteristics.

Opportunities and strategies for neighborhood improvement, transportation enhancements, environment and some major redevelopment activities were identified. The concept plan was then presented to the community for validation of the recommended visions and strategies.



Figure 4: West Market Workshop, October 2010

Source: Q Hu

After incorporating the community's feedback into the concept plan, the planning team and other departments worked together to draft the implementation strategies for each district, set forth actions to be undertaken by the County and various stakeholders involved in the implementation of this plan, as well as implementation timeline and funding resources.

Throughout the process, there was consensus on the major issues in the area, including:

- **Economic Development**
- **Transportation**
- **Environment and Open Space**
- **Urban Design**
- **Infrastructure and Community Services**

While this is a relatively simple list to prepare, the issues are not simple, nor are the solutions. This is a long-term (2050) plan. While the Plan emphasizes district and node development, the application of the concept plan should be considered as an implementation of many phases that accrue to reach the eventual quality that is desired.

PLAN STRUCTURE

While this plan is a detailed compendium of a great deal of information, it is also intended to be a dynamic document – growing and evolving as we try new strategies, learn from our missteps and realize successes. As a result, it is important to understand how this document is organized and how it can be used.

Chapter One focuses on understanding the West Market Area – historically, regionally and demographically. This Chapter outlines the development of our Study Area and the current critical issues.

Chapter Two details the results of our community outreach efforts leading to the selection of key issues such as Economic Development, Transportation, Urban Design, Environment and Open Space, Infrastructure, and Community Facilities. The discussion in Chapter Two is supplemented by detailed information in Appendix .

Chapter Three explores each of the Plan Elements in detail. Included are the issues identified by the public, critical facts, ongoing activities, and recommended strategies. A short and long-term implementation matrix is provided for each Plan Element.

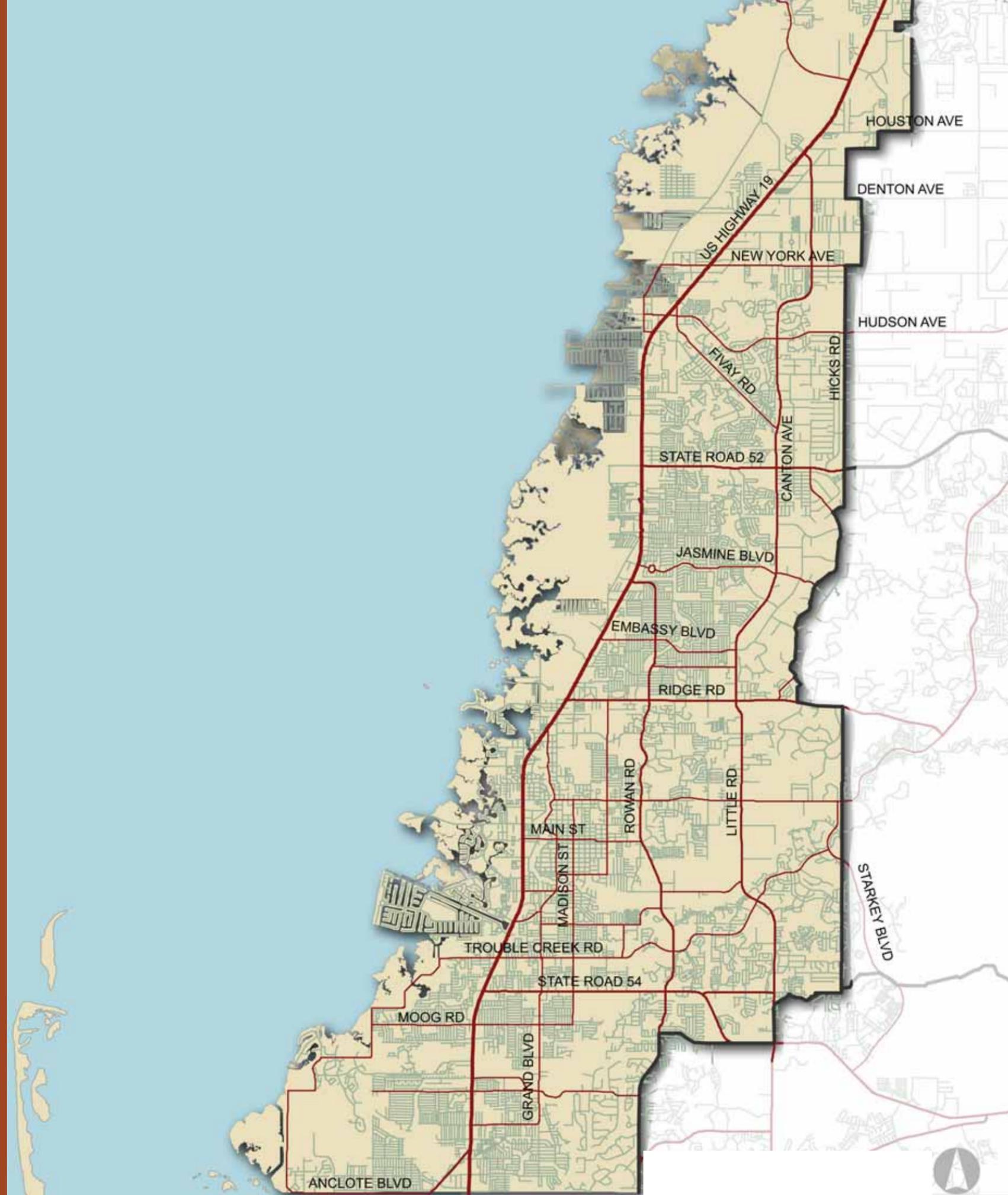
Chapter Four provides finer grain detail for each of 12 planning districts. Specific district visions and strategies are identified.

Chapter Five describes an implementation framework for the strategies identified in the Plan. It highlights strategies/recommendations, identifies entities responsible for implementation and timeline for action.

The Appendix details the several supporting data and analyses including a summary of community outreach results, transportation analysis, design schemes, smart growth initiatives, glossary of terms, references, and acronyms.

In addition, the structure of each chapter is explained using schematic diagrams throughout the Plan wherever deemed necessary.

1. STUDY AREA



OVERVIEW

Decisions. Decisions. Decisions.

We make them every day. Some are minor; some monumental. But many times we are not conscious of the complex thought process involved in making our choices – even the relatively simple ones.

Think about it. You are driving home after a long day at the office. You are almost late picking up the kids at day care. You notice that the gas tank is close to being empty. You think about how tired you are. You think about what is on your schedule for tomorrow. You think about the last time you were late for the kids – and how it cost you money and they were cranky. You wonder if it is going to rain tomorrow and remember how little fun it is refilling in the rain. Then the light changes and you decide whether to get gas now or wait till the morning.

As you made that decision you thought about the past, present and future; perhaps without realizing.

Community planning requires the same consideration. To determine where we are going, we must know where we have been, how we got here and where we are now. It is only with that knowledge and understanding that we can determine where we are going.

As such we begin the West Market Redevelopment Plan with an examination of the history of West Pasco County, including development trends and patterns, an understanding of the role of West Pasco in a regional context, and an assessment of current demographics and conditions.

Study Area

The West Market Area includes the coastal and inland areas along U.S. 19 and Little Road corridors, between Hernando and Pinellas counties. Its boundary is adopted into the Comprehensive Plan through the Market Area Planning amendment, and was determined by development patterns, the transportation network, demographics, market demand and future visions.

The West Market Area is the most developed portion of the County. It includes some major communities such as Aripeka, Hudson, City of Port Richey, City of New Port Richey, Holiday, Elfers and Anclote Key. It is also impacted by Spring Hill in Hernando County and Tarpon Springs in Pinellas County. It has a total land area of 84 square miles and has more than 25 miles of coastline dotted with large tracts of preserved green including the Werner Boyce Salt Springs and the Anclote Key Preserve State Parks. Kayaking, canoeing, sailing, power boating, jet skiing, and fishing are some of the recreational opportunities available in certain sections of its coast.

As per the 2010 U.S. Census, it is home to over 200,000 people - almost half of the County's total population. It is also the densest part of the County with an average density of 2,500 persons per square mile. The study area is dominated by residential uses and a high concentration of commercial structures along U.S. 19, S.R. 52, S.R. 54 and some major roadway intersections. U.S. 19 - a heavily travelled regional corridor that runs through the study area from North to South has not only influenced the way this area has developed but is also an essential part of its current appearance and identity. There are more than 36 parks, 31 schools and five libraries in the West Market Area. Some of its larger parks such as the Anclote River Park, Robert K. Rees Memorial Park and Robert J. Strickland Memorial Park also provide access to the beach.

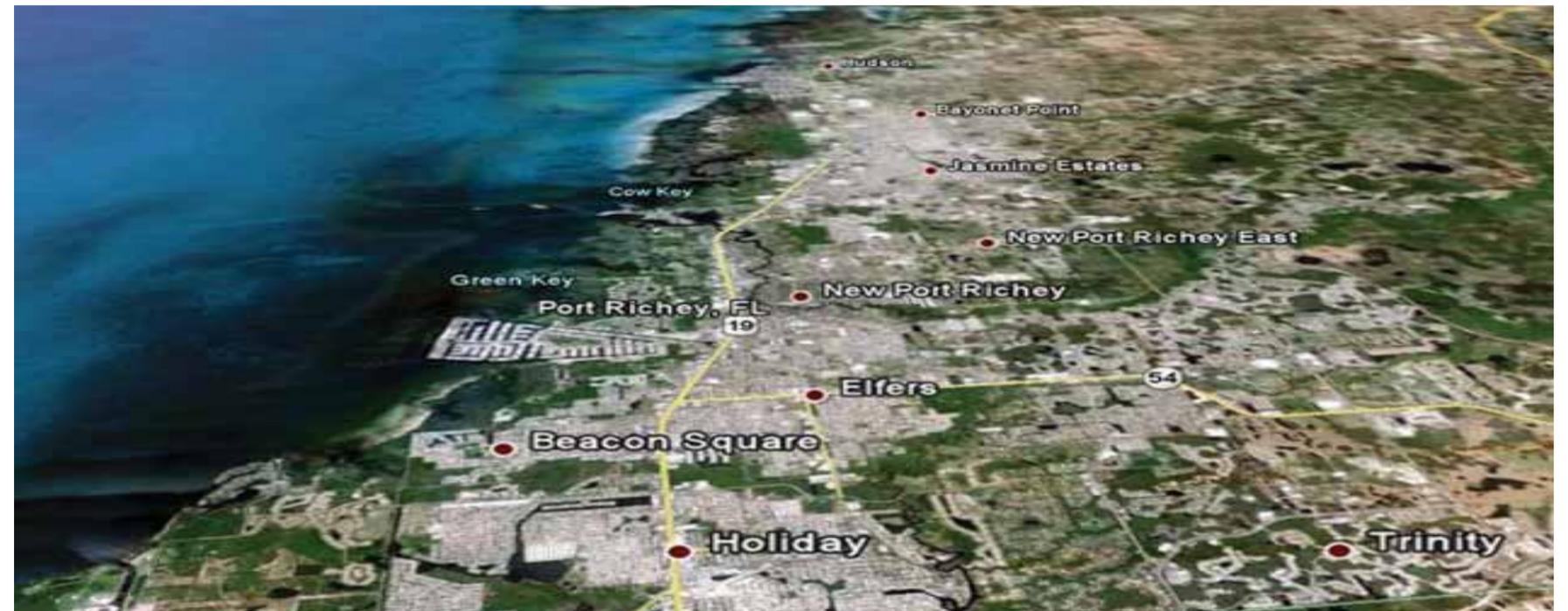


Figure 5: Google Image West Market Area

REGIONAL CONTEXT

Pasco County is located in western Florida at the northern extent of the Tampa Bay Metropolitan Statistical Area (MSA). The County is bounded by the Gulf of Mexico to the west, Hernando County to the north, Sumter and Polk to the east, and Hillsborough and Pinellas to the south. The West Market Area includes the coastal land along the western part of the County. It has excellent connectivity to some of the important cultural and economic centers located within the region.

U.S. 19, a federal highway, acts as the main regional corridor that connects West Market Area to Clearwater, St. Petersburg and other important regional nodes. Other major corridors within the study area include north-south connector Little Road, and east-west connectors S.R. 54 and S.R. 52.

According to the U.S. Census, from 2000 to 2010, Pasco County experienced unprecedented levels of growth, primarily in the residential sector. Its important to note that a large share of this population (almost half) resides within the West Market Area. Also, over 88,000 of the County's residents commute out of the County each day for jobs located in neighboring counties. U.S. 19 and other major roads within the West Market Area serve as the regional corridors that help connect these residents to their workplaces dispersed throughout the region.

Extensive commuting patterns, along with the increase in population has placed a tremendous strain on West Market's transportation network. Traffic congestions, unsafe roadway conditions and air pollution are just few of the ills that have resulted from increasing automobile dependance. Critical planning concerns such as these indicate the need to provide a balanced mix of uses, employment opportunities, and multi-modal transportation options within the West Market.



Figure 6: Pasco County - Regional Context

HISTORIC CONTEXT

Growth Pattern

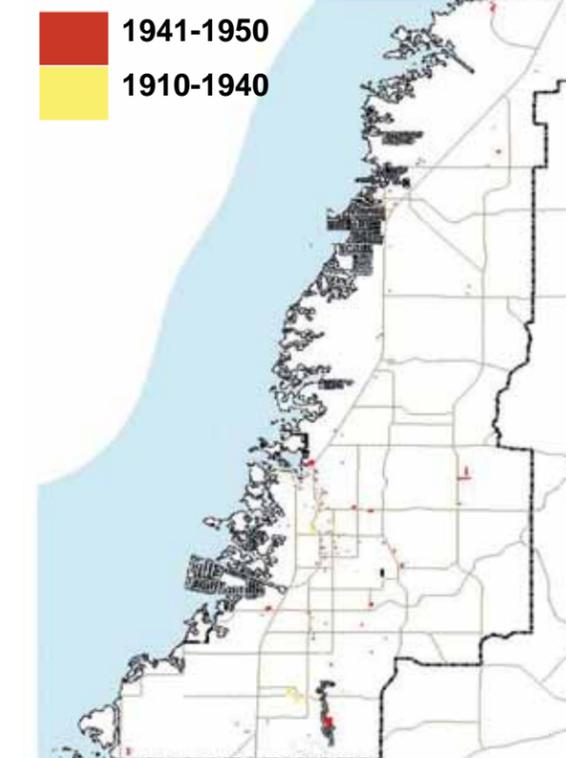
West Pasco has experienced dynamic growth for the past 100 years. The following section highlights the progression of the West Market Area from the 1900s to the present.

- **1910 to 40s:** Early settlement appeared in the newly incorporated New Port Richey and Port Richey area.
- **40s to 50s:** Development continued but mostly concentrated in the cities.
- **50s to 60s:** Development expanded to areas around the cities and US 19. A large share of the development occurred close to the County's southern border owing to the spill over from Pinellas County.
- **60s to 70s:** Development continued and expanded around the cities, along U.S. 19, and close to the County's southern border. In addition, new development appeared along the Little Road corridor.
- **70s to 80s:** Development in the West Market Area reached its peak bringing in more migrant retirees. As Pinellas and Hillsborough counties were nearly built-up, development pressures increased in the West Market Area.
- **80s to 90s:** Infill development occurred mostly along the coast while new development occurred to the east.
- **90s to 2000:** As areas along the coast and U.S. 19 were mostly built-up, overall development slowed down and continued to shift to areas around the Little Rd corridor.
- **2000 till 2013:** For the most recent 10 to 13 years, development has continued to slow down. Minor redevelopment and infill occurs along U.S. 19 corridor.

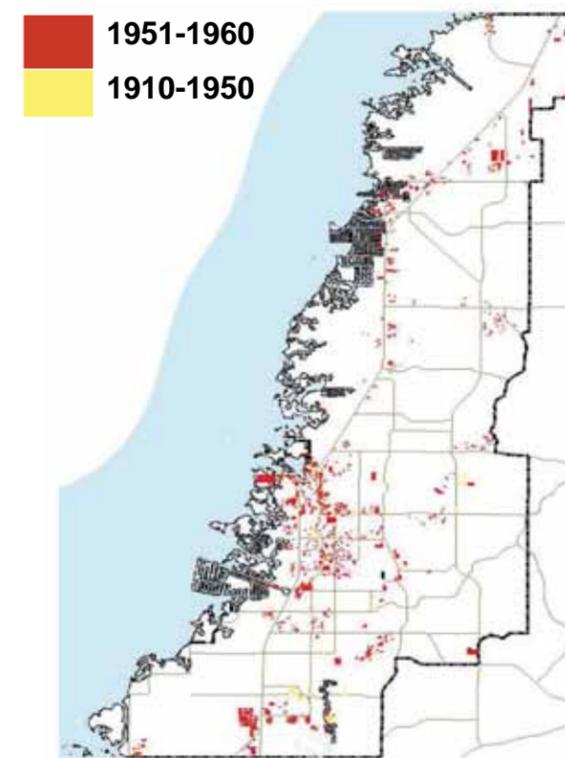
1910 - 1940 Development



1910 - 1950 Development



1910 - 1960 Development



1910 - 1970 Development

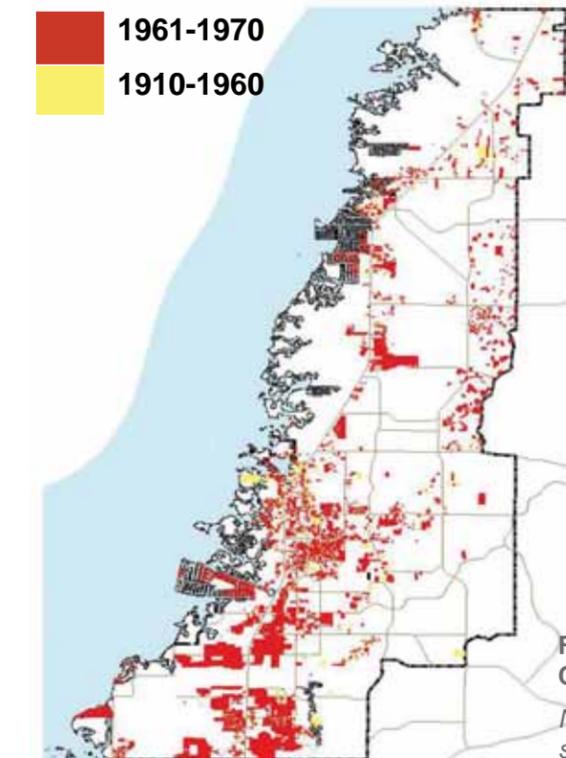
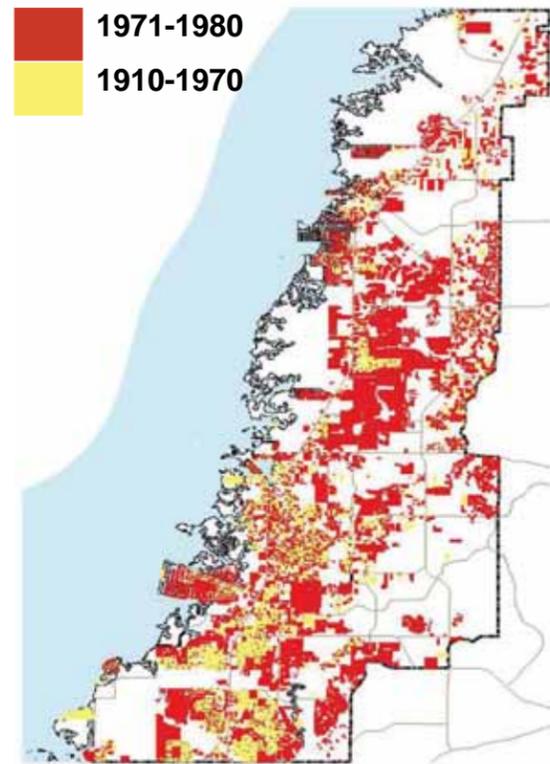


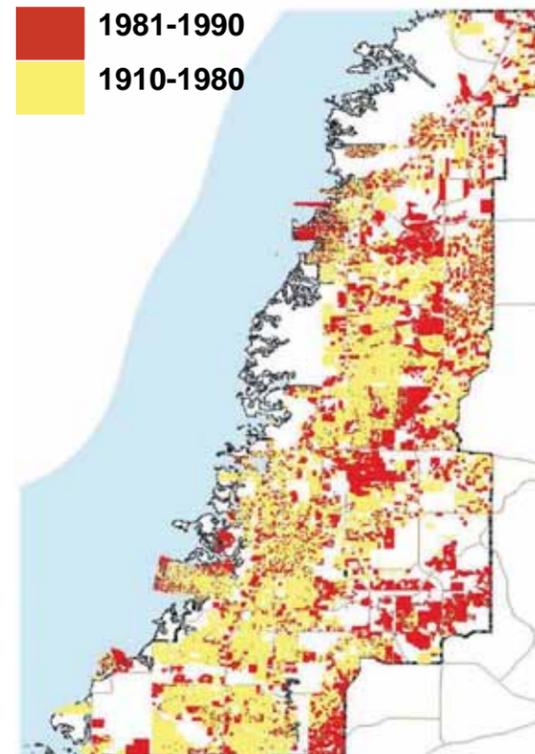
Figure 7: West Market's Chronological Development

Note: Maps provided here only show structures that exist today.

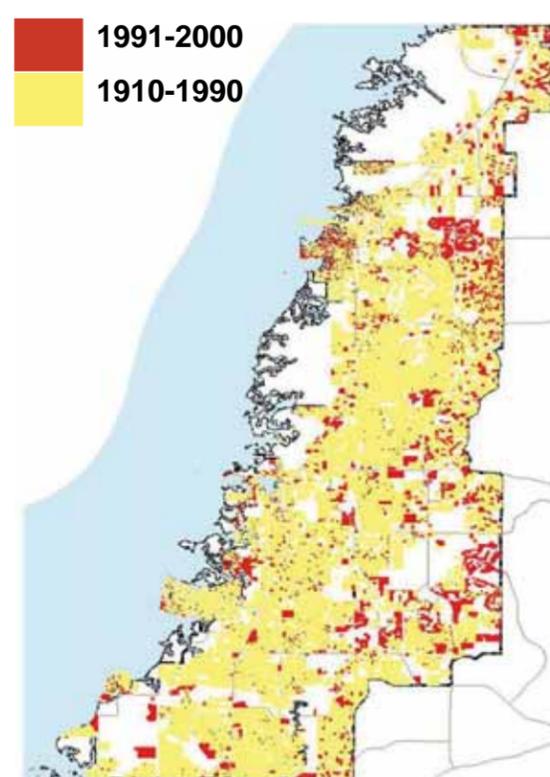
1910 - 1980 Development



1910 - 1990 Development



1910 - 2000 Development



1910- 2010 Development

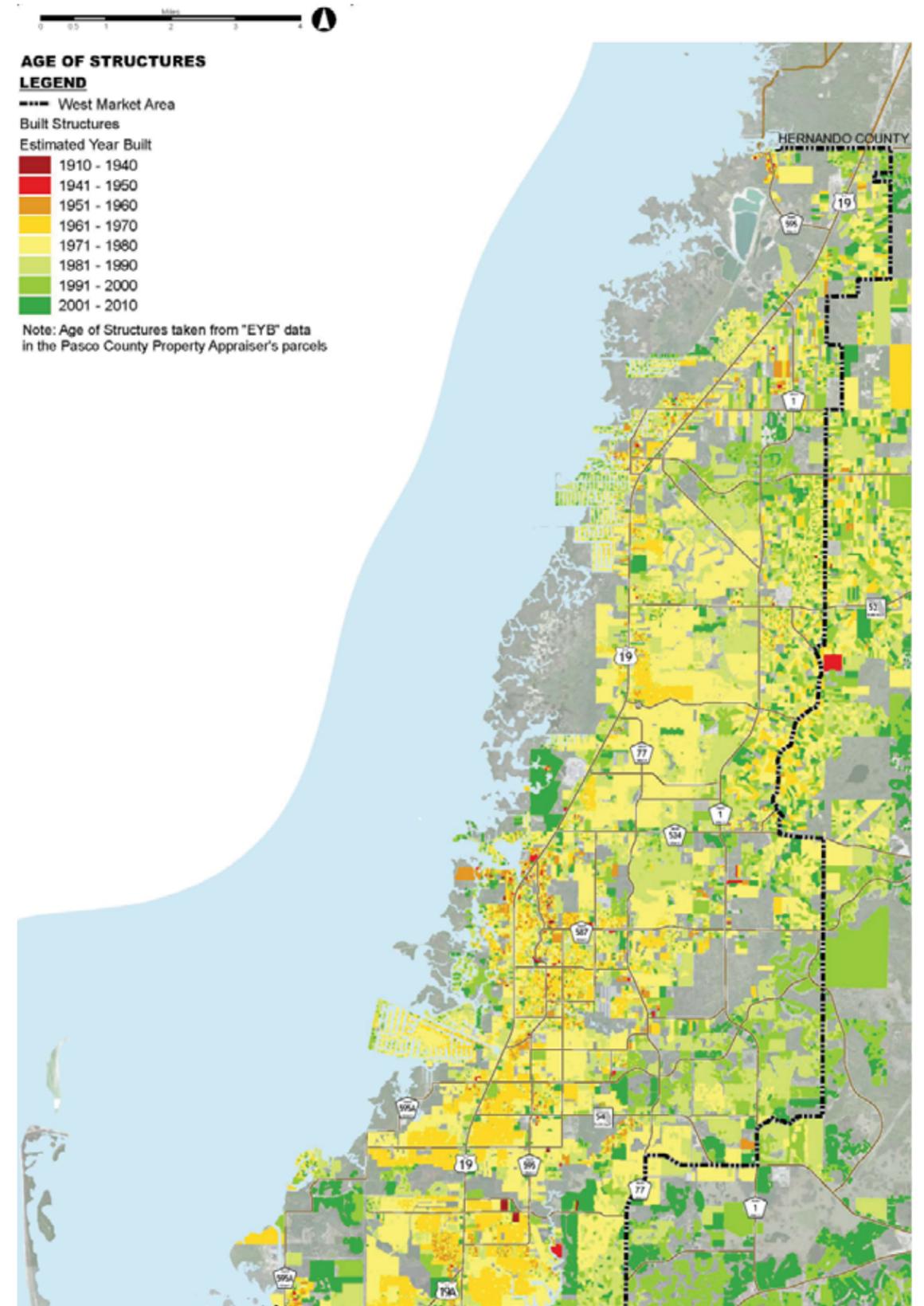
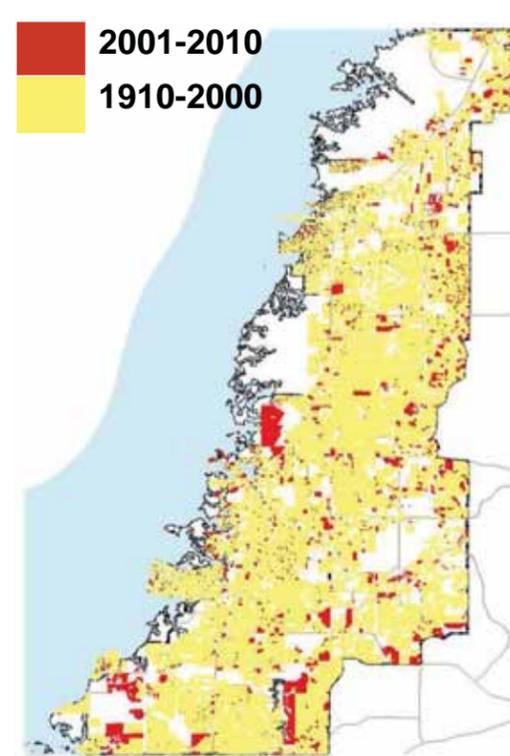


Figure 8: West Market - Age of Structures

Historic Places

Understanding the history of the West Market Area and analyzing its present conditions are both imperative for successfully planning its future. The following section gives a brief overview of the historical events that have played a crucial role in shaping West Market.

Blanketed in Florida sunshine and flowing with neighborhood unity, each community in West Pasco holds a unique history and captivating charm. On the northernmost border of the County rests the picturesque Aripeka, a tranquil fishing village of unspoiled natural beauty.



Figure 9: Aripeka Post Office (1939)
Source: fivay.org

The community of Gulf Key was settled in this area in 1873, and a post office by that name was established in 1883. The post office was briefly known as Argo. It was replaced by the Aripeka post office in 1895. Aripeka is named for an early-19th century Seminole chief who is thought to have lived nearby.



Figure 10: Aripeka Dock and Norfleet's General Store (1960)
Source: fivay.org

On June 3, 1993 the Pasco County Historic Preservation Committee dedicated the town a State Historic Site. Current residents enjoy fishing and boating in the village's many inlets and bayous.

Just below Aripeka is Hudson. Once tread upon by swash-buckling pirates and Seminole Indians, Hudson was established in 1878 when Isaac Hudson moved his family to the uninhabited brush of coastal Pasco County and established a post office at a place he named Hudson's Landing. He purchased 200 acres of land for a mere \$1.25 an acre. The town grew in the early twentieth century when the Fivay Company began cutting lumber and shipping it by rail to Tampa. Hudson stagnated when the Fivay Company went out of business and people turned to the sea or moved away; shrimping and fishing employed about half of the working men in the 1930s to 1950s. In the late 1950s, a team of realtors paid the Army



Figure 11: Hudson Post Office (1910)
Source: fivay.org

Corps of Engineers to dig 25 miles of canals and sold the lots along the new waterfront area, bringing many new residents to Hudson. Now Hudson is a fast growing community where homes line the Gulf coast and deep water canals that run throughout the area.



Figure 12: New Port Richey
Source: fivay.org

Continuing south, Port Richey is one of the earliest settled towns on Florida's Gulf coast. Nestled on the Gulf of Mexico, it was founded when Missourian Captain Aaron M. Richey anchored on an island at the mouth of The Pithlachascotee River. He was so moved by the beauty of the land that he made it a home port for his schooner. Port Richey has more waterfront than any other city or town in Pasco.

In New Port Richey, the crystal blue waters of the meandering Cotee River weave through the center of town. Incorporated in 1924, it was expected that the lovely city would become the future home site for famous stars of silent films, making the town another Hollywood.



Figure 13: New Port Richey Main Street (1920s)
Source: fivay.org

The advent of “talkies” and the depression changed the economic direction of the city. Nonetheless, several of the buildings and homes that still remain in New Port Richey were built in the early 1900s giving the town a touch of old-fashioned charm. It is also the only city along the West Pasco coast with a downtown business district offering streetscapes and charming retail shops.

The community of Elfers is a short jaunt southeast from New Port Richey. Originally the land served as an Indian hunting ground called Alafia; however in 1840, Samuel Hope surveyed the area and it is now speckled with authentic homes of old. It was known as the Baillie settlement until the Elfers post office was established on Dec. 14, 1909. Railroad service came to Elfers for the shipment of citrus in 1913. Elfers was incorporated from 1925 to 1933.



Figure 14: New Port Richey / Port Richey, U. S. 19 bridge (1960) Source: fivay.org; Historic Data Source: West Pasco Chamber of Commerce; Wikipedia; Fivay.org)

Neighboring Elfers is a community with a name that represents the lifestyle of its residents, Holiday. A laid back town of summertime atmosphere, Holiday caters to a wide range of housing needs with condo complexes, mobile homes and gated communities. The community was officially given a name in the mid-1960s when directors of a local bank needed to identify it. In their dilemma, they spotted a postal sub-station located on the nearby Holiday Drive. And so, the community name came to be Holiday.

As described above, the 12 mile stretch of U.S. 19 is surrounded by unique historical settlements that lend West Market immense richness and variety. Unfortunately, none of this is apparent as we travel through the study area. Most areas located along U.S. 19 or other major corridors are characterized by blank walls, strip commercial developments and underused parking lots with little to no reference to the area’s history or identity. Chapter 3: Overall Vision and Strategies, and Chapter 4: District Vision and Strategies discuss some of these issues in detail. Also, the implementation matrix given in Chapter 5 identifies urban design strategies intended to effectively capture and showcase the local identity. These strategies are meant to make history an essential part of the spatial/experiential quality of the redeveloped West Market Area.

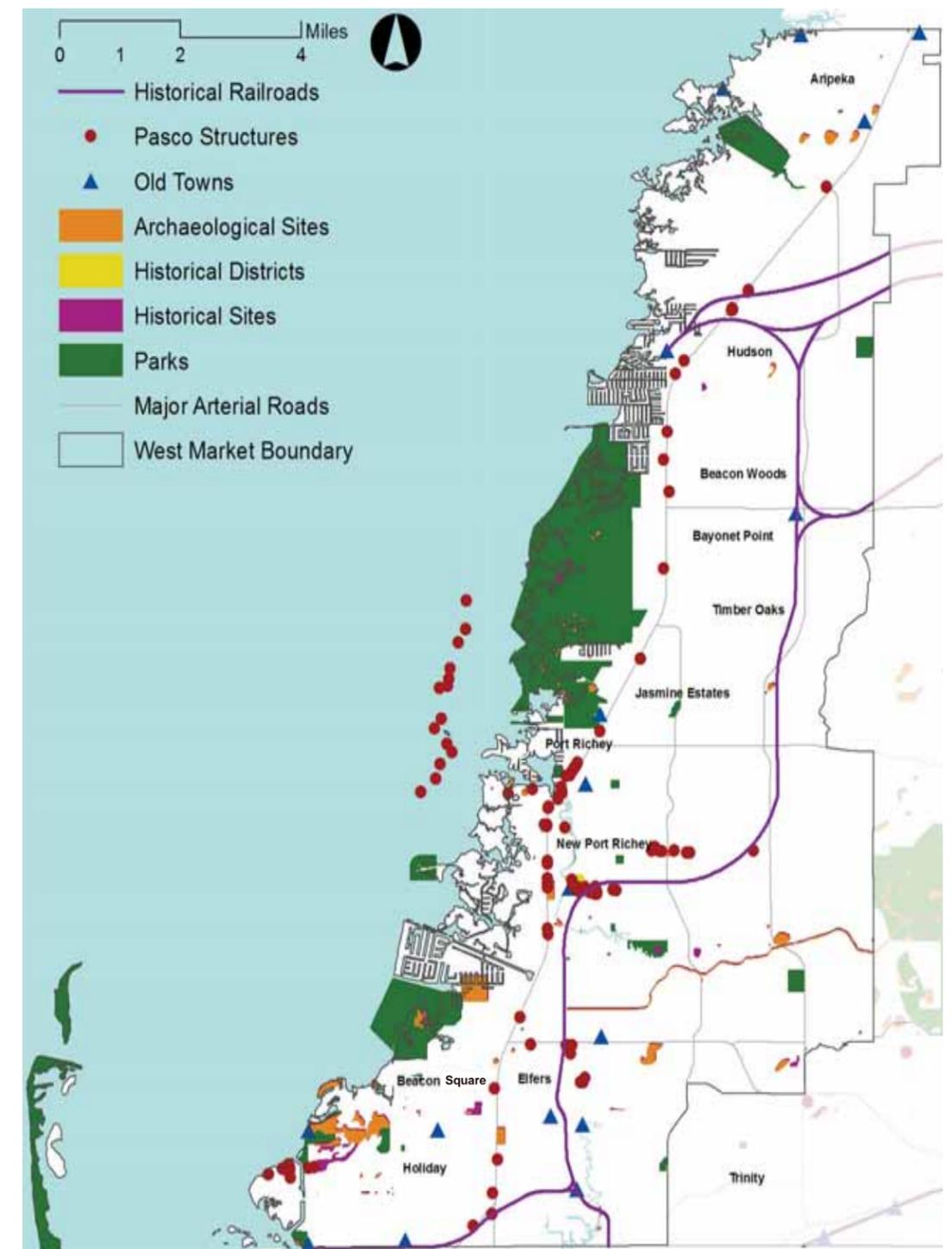


Figure 15: Distribution of Historic Resources within West Market Area Source: Florida Division of Historic Resources

The historical data and discussion provided in this section is taken from the following sources: West Pasco Chamber of Commerce, Wikipedia and www.fivay.org.

Figure 16: The West Market Area’s Chronology

Data Source: fivay.org

Ca. 900 – 1600
Native Americans known as the Tocobaga Indians live in small villages at the northern end of Tampa Bay.

1838: The name Pithlachascotee River appears on a map.

1859: Pithlachascotee a small settlement located where Port Richey is today, appears on a map.

1863-1864: Salt is produced at Salt Springs, about one mile north of the Pithlachascotee River.

1877: A list of Hernando County Schools for 1877-78 shows the Anclote, Bailie (Elfers) and Lang (Hudson) schools.

1878: The Anclote and the Hopeville post offices are established.

● **1882: Hudson becomes a place name as Hudson post office is established in the home of Isaac Washington Hudson.**

1883: The Gulf Key post office is established. (Later names for this area were Argo and Aripeka).

● **1884: Port Richey becomes a place name as Aaron Mc Laughlin Richey establishes a post office in his house at the mouth of the Pithlachascotee River. (The post office replaced Hopeville post office.)**

● **1887: Pasco County is formed from the southern part of Hernando County.**

1890: A commercial sponging venture is started at the Bailey’s Bluff.

1904-1912: A large sawmill is in operation at Fivay.

● **1909: Elfers becomes a place name as the Elfers post office is established. (The area was previously known as Baillie or the Baillie settlement.)**

1912-1913: The Sass Hotel, the first major structure in Port Richey, is constructed.

1913: George Sims and a partner purchase the Port Richey Company and begin a major effort to develop the area.

1915: A post office named New Port Richey is established for the southern part of Port Richey.

1921: The First State Bank and the Palms Theatre open in New Port Richey. A hurricane which makes landfall near Tarpon Springs causes extensive damage.

1922: The first Chasco Fiesta is held in New Port Richey to raise funds for the Avery Library. Gulf High School, the first high school in Western Pasco County opens.

● **1924: New Port Richey is incorporated.**

● **1925: Port Richey and Elfers are incorporated.**

● **Mid 1920s: The Florida Land Boom affects western Pasco County and as real estate prices rise a short period of rapid growth follows.**

1926: The Meighan Theatre in New Port Richey opens.

● **1927: The Hacienda Hotel opens.** Construction begins on the home of Thomas Meighan, a leading movie star who hopes to persuade other Hollywood entertainment figures to move to New Port Richey.

1931: The First State Bank suspends operation, a victim of the Great Depression.

1933: Moon Lake Lodge opens.

1947: The Chasco Fiesta is revived.

1949: A new drawbridge carrying U.S. 19 across the Pitchlachascotee River opens.

1952: Gulf State Bank opens in New Port Richey.

Mid 1960s: A period of rapid, sustained population growth begins, and extends into the 21st century.

● **1961: County Government Center for the western part of the County opens on the Sunset Road in New Port Richey.**

1965: West Pasco Hospital, the first hospital in western Pasco County opens.

1971: Community Hospital opens in New Port Richey.

● **1976: Construction is completed on a new campus of Pasco Hernando Community College in New Port Richey.**

● **1979: The West Pasco Government Center opens on Little Road in New Port Richey.**

● **1980: Gulf View Square Mall opens in New Port Richey.**

2001: The Werner-Boyce Salt Springs State Park is dedicated.

Prior to 1850

1851 to 1900

1901 to 1950

1951 to 2000s

DEMOGRAPHICS

Population Profile

The vast scale of the West Market study area can only be fully understood by looking at its population. According to the 2010 U.S. Census, it has a population of over 200,000 - highest among Pasco County's five market areas. Although, in the past decade, the West Market Area has grown only by six percent - a rate much lower than what was experienced in other market areas, it still holds the largest share (46 percent) of the County's population. West Market Area's population (approx. 214,225) is spread out on 84 square miles of land area, which makes it the densest market area in the County with an average density of over 2,000 persons per square mile.

The West Market Area is easily comparable to U.S. cities such as Arlington (VA), Irvine (CA) and Rochester (NY) in terms of its population. In fact, if the West Market Area were a city, it would have ranked as the seventh largest city in Florida, larger than cities such as Clearwater, Tallahassee and Fort Lauderdale. The West Market Area includes two municipal jurisdictions – the City of Port Richey and the City of New Port Richey. Around eight percent of the study area's population lives within the cities while the majority of its population resides within the unincorporated areas.

The densest communities in the West Market Area are in the cities and areas around them including Holiday, Elfers, Seven Springs, Embassy and Hudson.

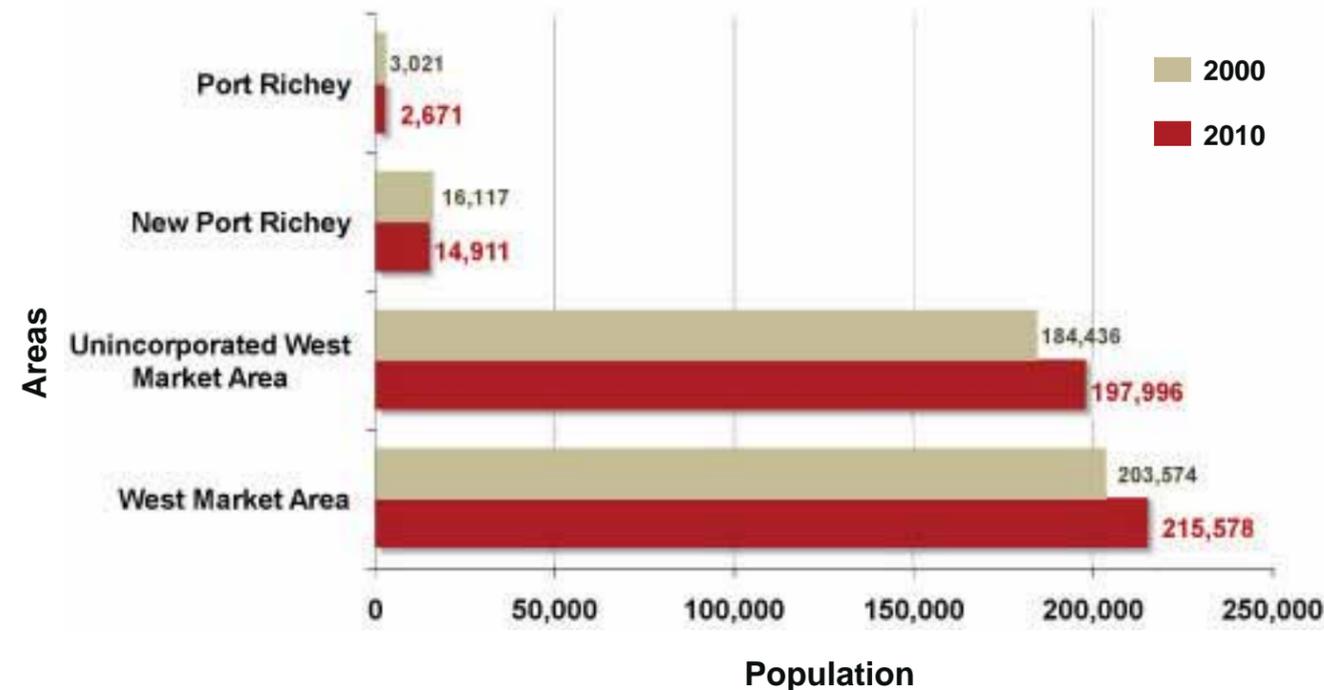


Figure 17: Population Change (2000 to 2010)

Source: U.S. Census 2000 and 2010 datasets

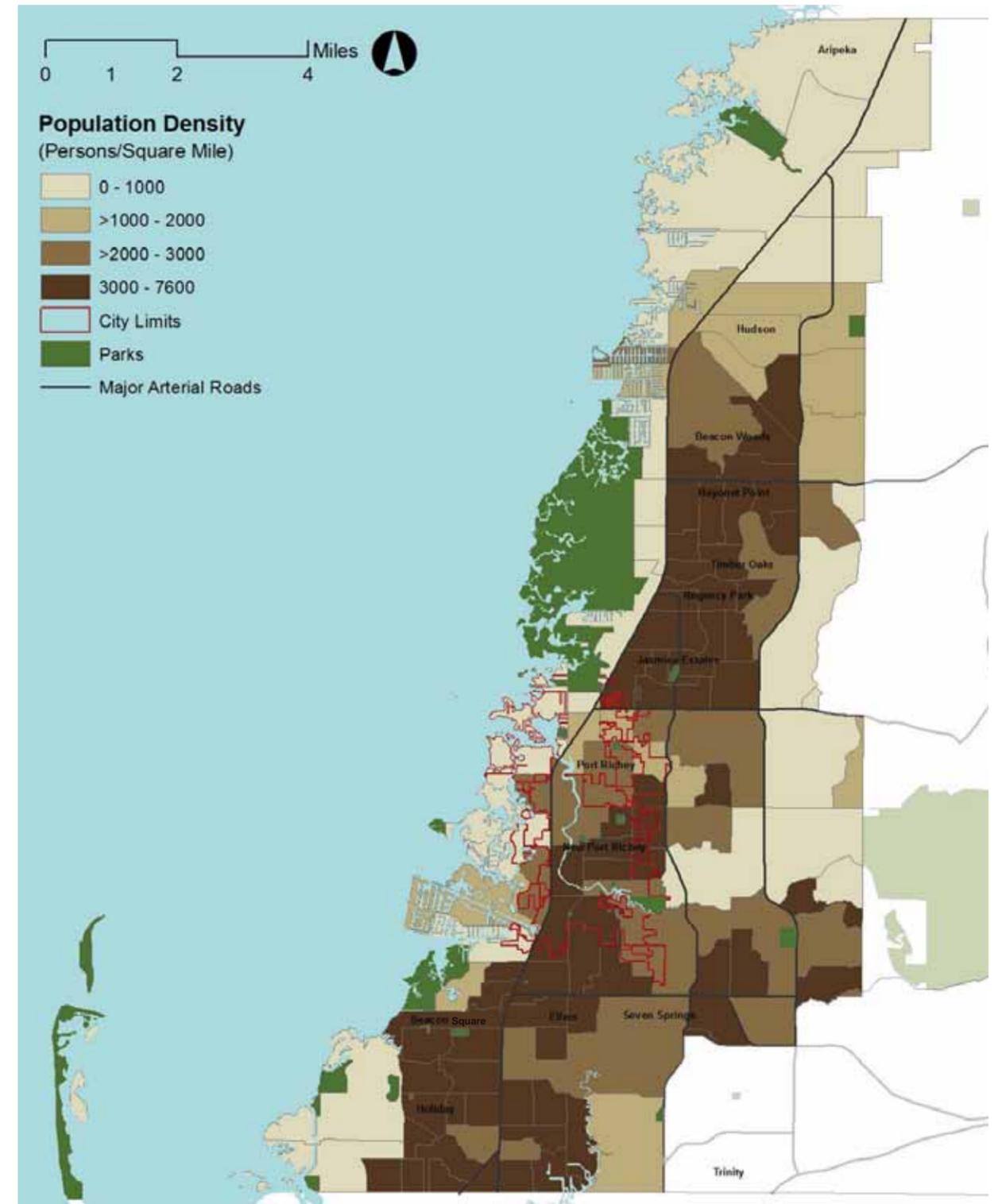
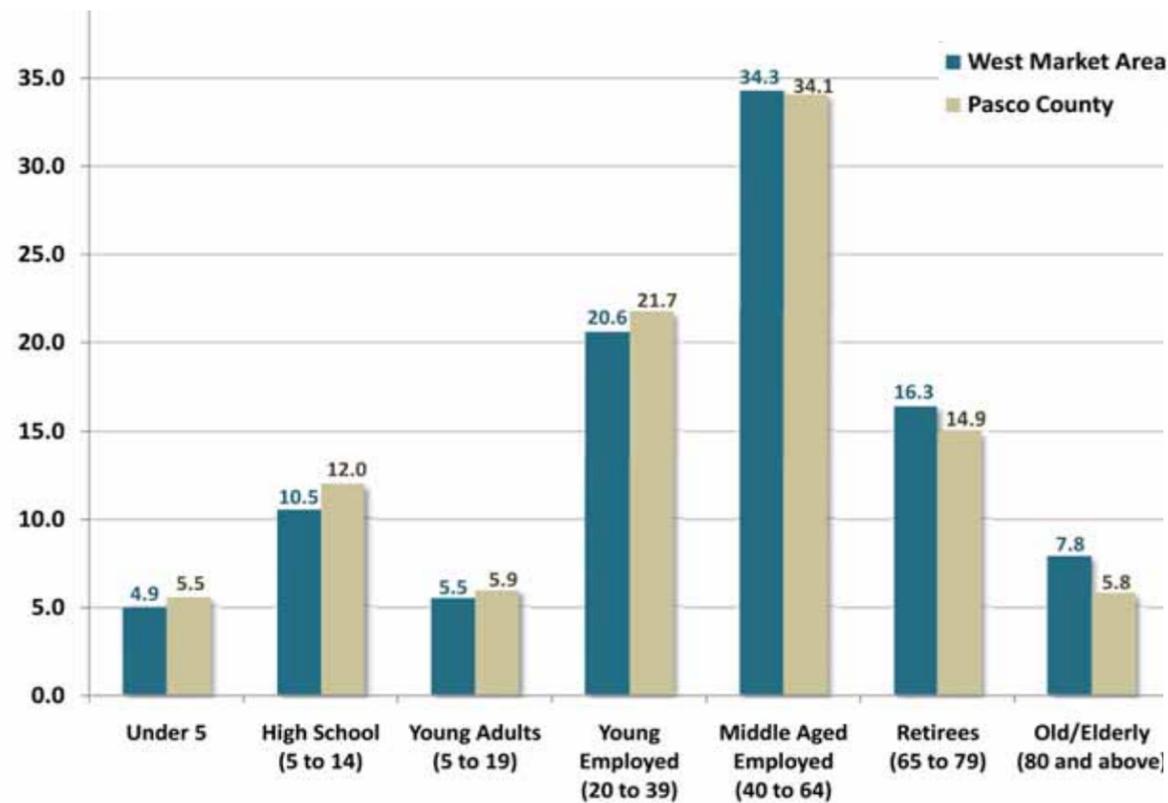


Figure 18: Population Density in the West Market Area

Source: Census 2010 datasets and Census Tiger Files

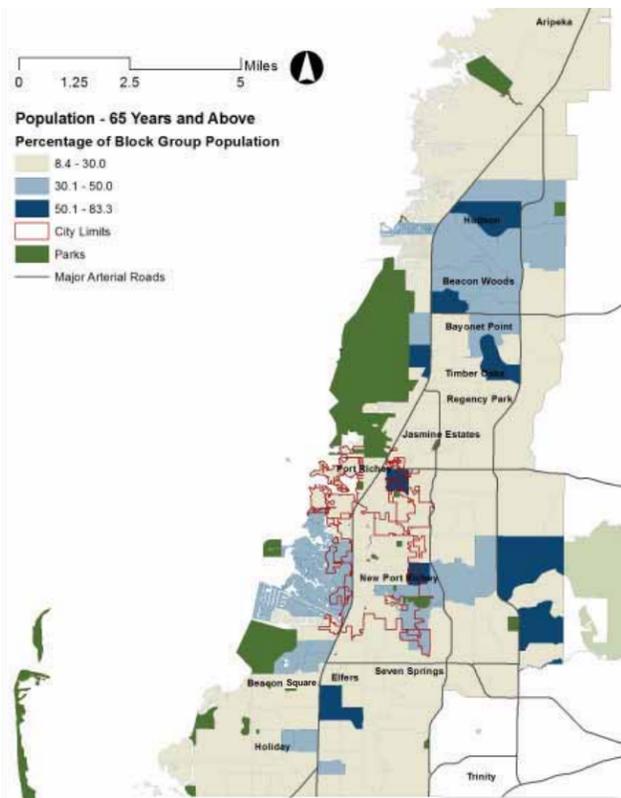


Age

Pasco County is growing younger – a trend that is mirrored by the West Market Area. More than half of West Market Area’s population (approx. 55%) comprises of young and middle aged adults between the ages of 20 and 64. Approximately 24% of its residents are older adults/retirees of the age 65 years and above. Spatial distribution of these different age groups indicates the kinds of needs that might be crucial and of high priority to certain neighborhoods. Younger neighborhoods with more kids might prioritize convenient access to playgrounds, day care centers and schools, while neighborhoods with older residents might have a greater need for medical shops, home care facilities, nursing homes, community centers/group activity centers, grocery stores and other facilities within close walking distance.

Figure 19: Percentage of population under different age groups

Source: U.S. Census 2010



West Market’s neighborhoods that have a large number of older age residents include – Hudson, Embassy, Elfers, Beacon Woods and Holiday (See Figure 20). Other areas that have large families (five or more members) and a greater possibility of having small children and/young adults include – New Port Richey, Jasmine Estate, Embassy, areas immediately north of Elfers, the western part of Holiday and areas along Little Road – south of Trouble Creek Road.

Figure 20: Distribution of population aged 65 years and above
 Source: U.S. Census 2010

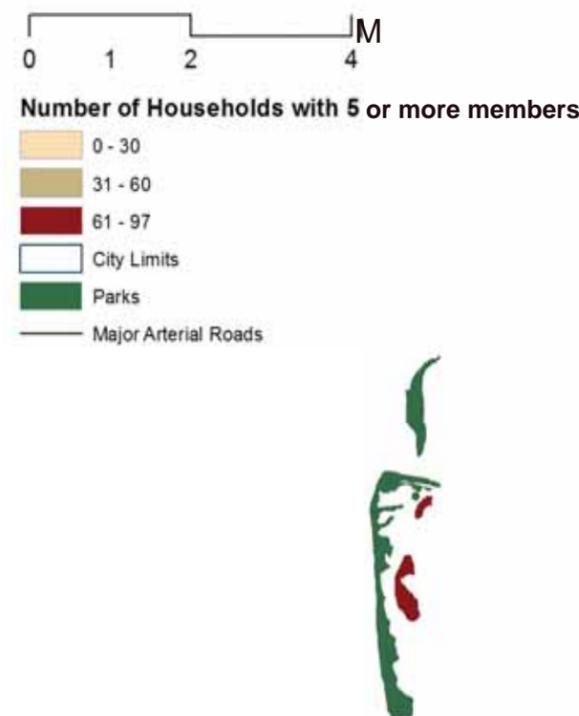
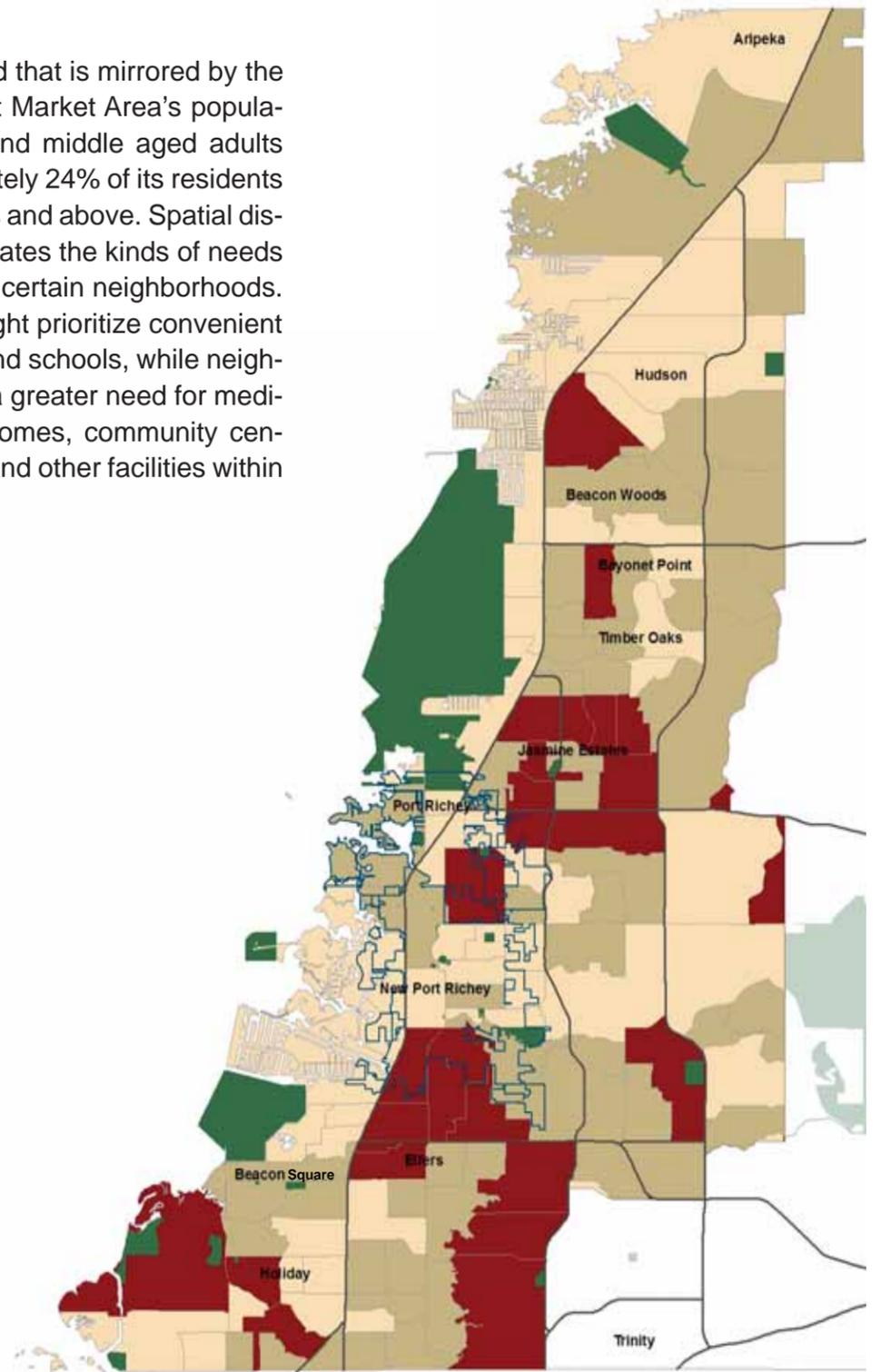


Figure 21: Distribution of large (with five or more members) households
 Source: U.S. Census 2010 datasets and Census Tiger Files



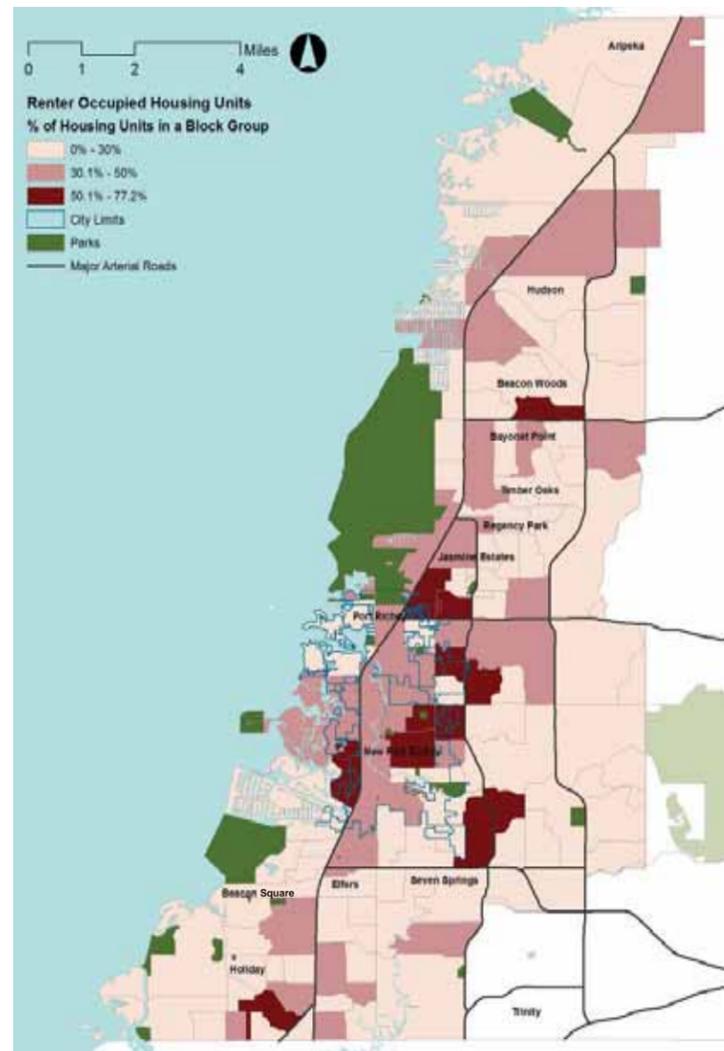


Figure 22: Renter-Occupied Housing Units
Census 2010 datasets and Census Tiger Files

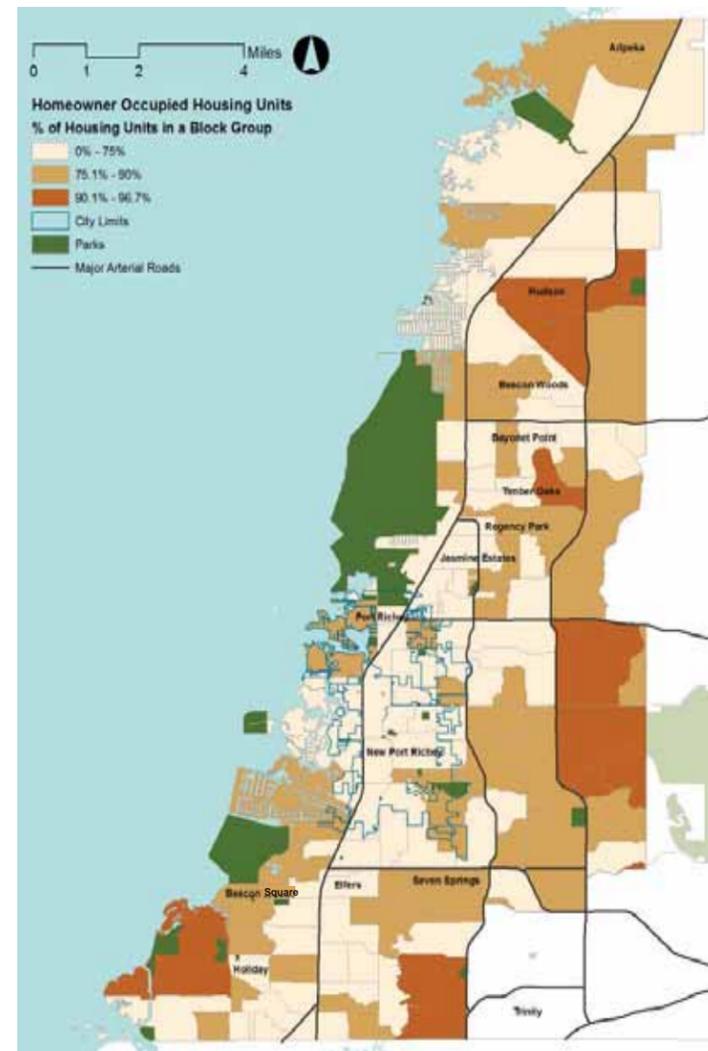


Figure 23: Home Owner-Occupied Housing Units
Census 2010 datasets and Census Tiger Files

Homeownership v.s. Renting

According to the 2010 U.S. Census, the West Market Area has a total of 90,275 housing units. Although the majority of its housing units (approx. 72.5%) are owner-occupied, in recent years the renter-occupied housing units have increased considerably. As per U.S. Census in 2010, almost half of New Port Richey’s housing units (approx. 41%) and 30% of the Port Richey’s housing units were renter-occupied. This trend coincides with the increase in younger family households and the subsequent dip in the median age, as mentioned earlier. Profile of the population migrating in (age, transient nature, etc.) and low wage jobs that limit the capacity to afford housing are some such factors that contribute to the shift from homeownership to renting. Some of West Market’s communities that still represent high homeownership include Hudson, Signal Cove, Embassy, Seven Springs, Trinity and Anclote. Figures 22 and 23 indicate the distribution of renter and homeowner-occupied houses within the West Market Area.

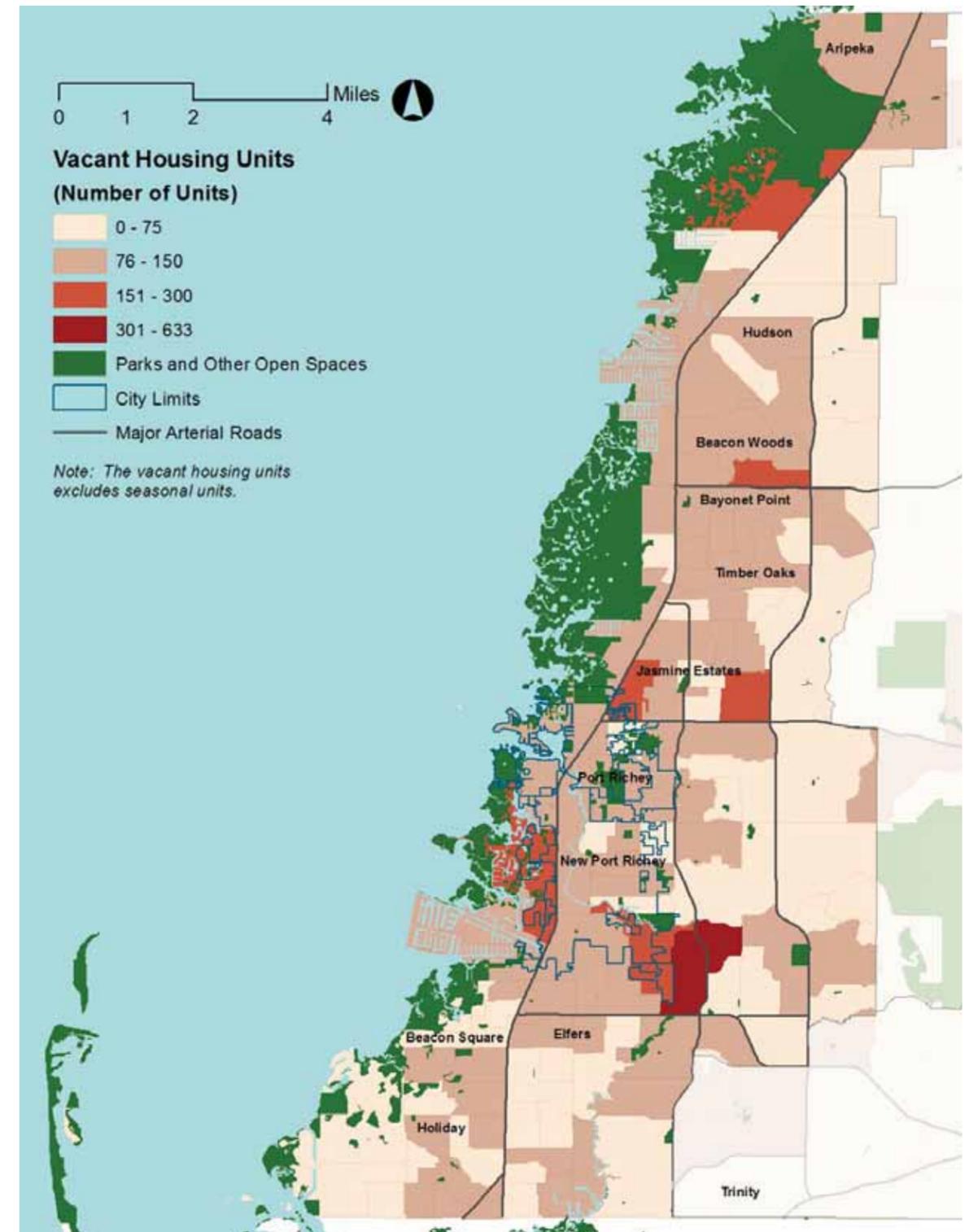


Figure 24: Distribution of Vacant Dwelling Units
Census 2010 datasets and Census Tiger Files

Vacant Housing

A large number of West Market Area’s neighborhoods are strewn with vacant housing units. As per 2010 U.S. Census, West Market Area has approximately 20,385 vacant houses – almost 21 % of its total housing stock. Moreover, in the last decade alone, the West Market Area has seen a 38% (approx.) increase in its vacant housing units.



Figure 25: Vacant housing unit on Hoover Drive, Holiday
Source: Google Image



Figure 26: Vacant housing units on Moog Road, Elfers
Source: Google Image

Vacant houses pose a serious threat to the existing neighborhoods. These unmaintained, abandoned and/vacant houses impact the overall image of the neighborhoods undermining the efforts of other residents who regularly maintain their properties. They bring down the overall property values, cause health hazards and create unsafe zones that eventually become breeding grounds for crime and vandalism. While mostly vacant parcels represent social and economic ills, they can also be seen as redevelopment opportunities for providing the much needed community amenities right in the heart of the neighborhoods within comfortable walking distance.

West Market neighborhoods that have a large number of vacant dwelling units include Beacon Woods, Hudson, Holiday and some areas within the Cities of New Port Richey and Port Richey (See Figure 24).

Race

A vast majority of West Market Area’s population (approx. 91%) is White. Although the study area is predominantly white, the West Market has seen a gradual increase in other races in the recent years. This is especially true for Hispanics and Asians - the fastest growing race and ethnic groups within the County. As per the 2010 U.S. Census, the City of New Port Richey alone has around 1,600 Hispanics, which is more than Dade City, Zephyrhills or any of the other jurisdiction within the County.

As the West Market area becomes more multiracial, it is imperative for its redevelopment strategies to take into account the diverse cultural needs of the different population groups living and working within it. Strategies for education improvement, job creation, employment assistance, neighborhood redevelopment and creation of affordable housing will have to respond to cultural variation and preferences. Figure 27 indicates the distribution of the Hispanic population within the West Market Area.

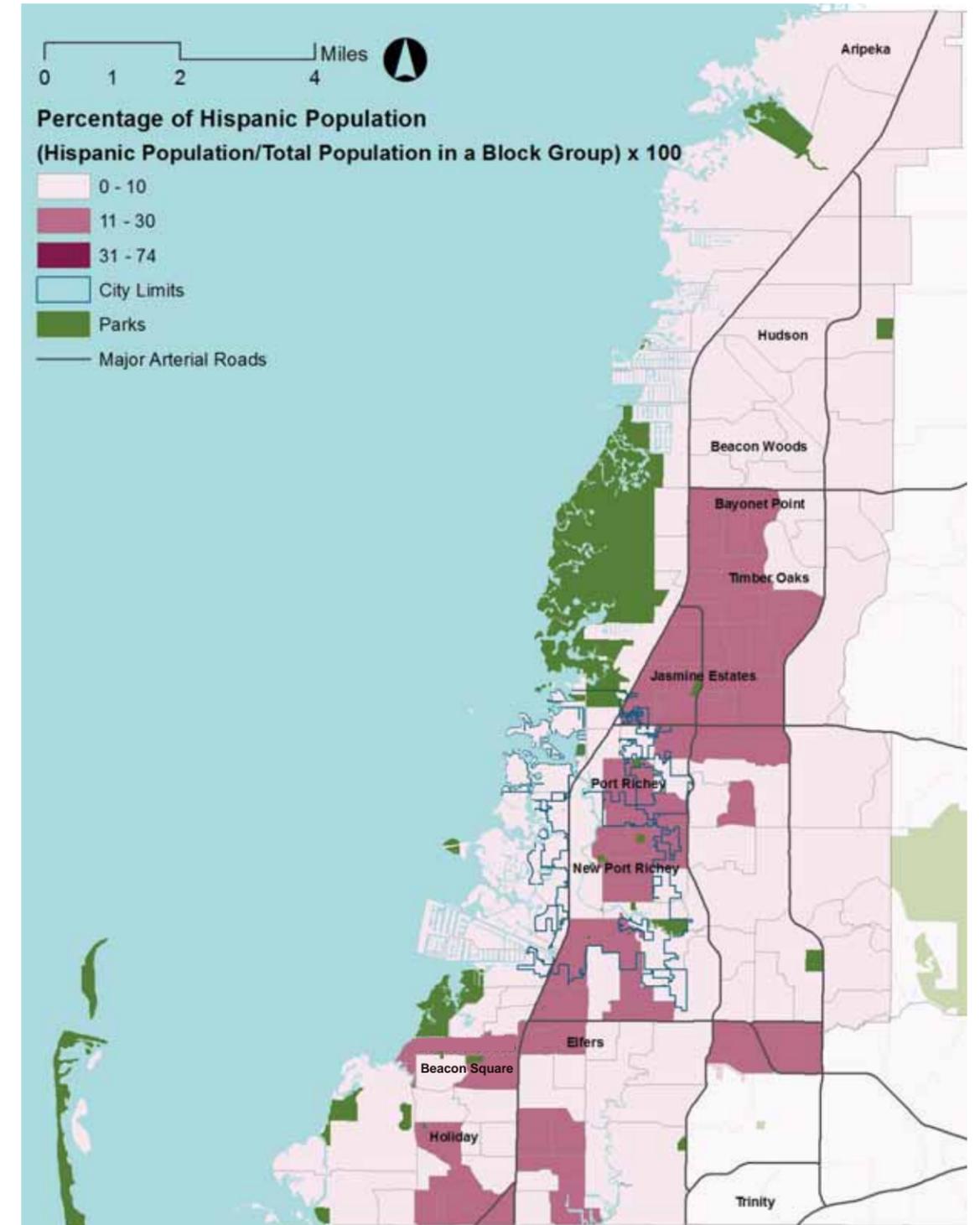
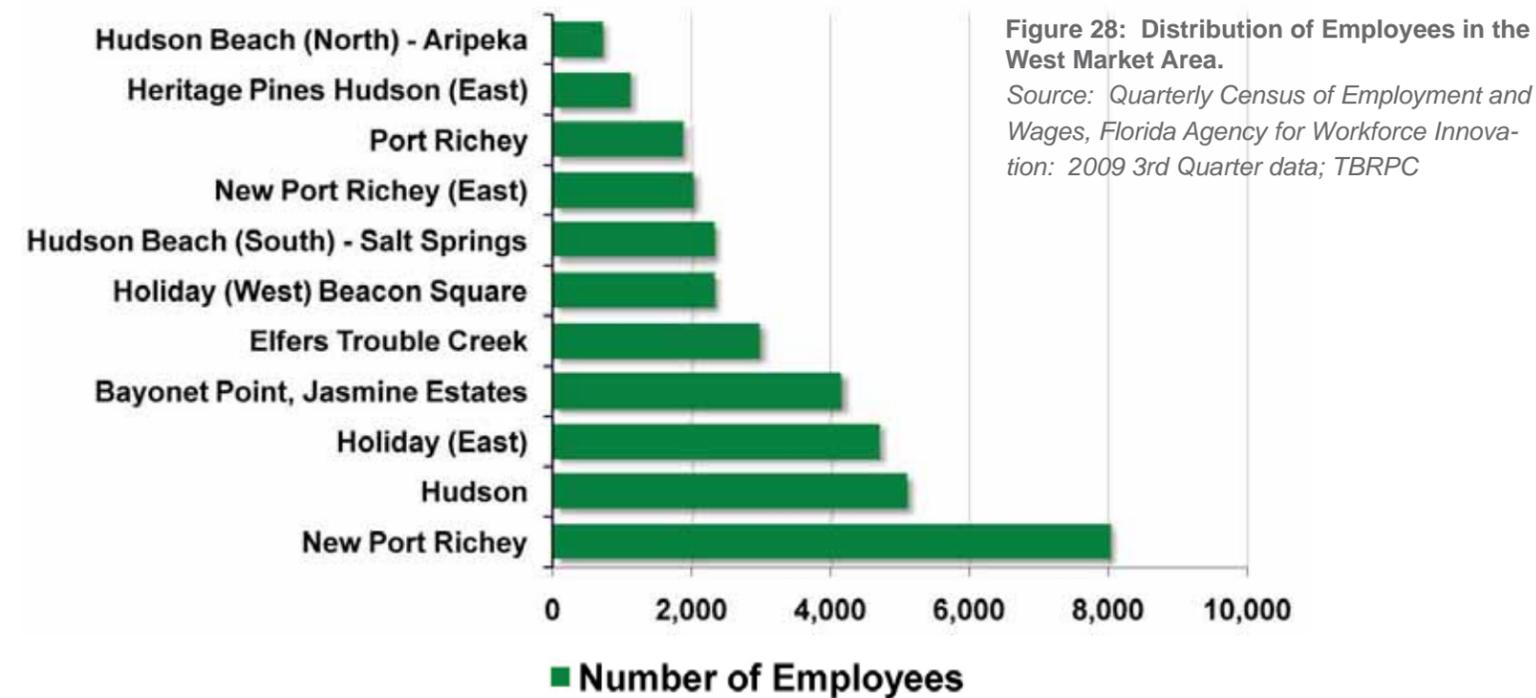


Figure 27: Distribution of Hispanic Population within the West Market Area
Source: U.S. Census 2010 datasets and Census Tiger Files

Employment and Income

According to the 2009 Quarterly Census by Florida Agency for Workforce Innovation, West Market Area has more than 35,000 employees. The majority of the West Market Area’s employees are located in areas such as the City of New Port Richey, Hudson, Holiday, Bayonet Point and Jasmine Estates (See Figure 28). Approximately 43% of these employees are working in ‘Health Care and Social Assistance’, 32% in ‘Retail Trade’ and 12% in ‘Accommodation and Food Services’ - the three major employment sectors. Employment sectors also vary geographically as we move down West Market from North to South. Employees in areas such as Bayonet Point, Jasmine Estate, Beacon Square, Elfers, and Holiday are mostly involved in retail trade whereas health related employment is more prominent in areas such as Hudson and New Port Richey.



The majority of the industries that employ West Market Area’s population are service-related which includes government, healthcare, medical, retail and education. Since most people are employed in service sector jobs, approximately 60 to 70% of West Market Area’s population is at low or moderate income levels. As a result, a vast majority of West Market Area’s residents have a high household-cost to income burden which severely limits their capacity to own, rent/maintain a house. This calls for a multi-pronged redevelopment approach that focuses on improving workforce skills, providing employment assistance, attracting new higher paying jobs and developing diverse employment options. Identifying the concentration of low-income population/population living below the poverty line, and developing strategies to increase their access to affordable housing and public transit choices will help in significantly bringing down the overall cost of living. Figure 29 shows the distribution of population living below the poverty line.

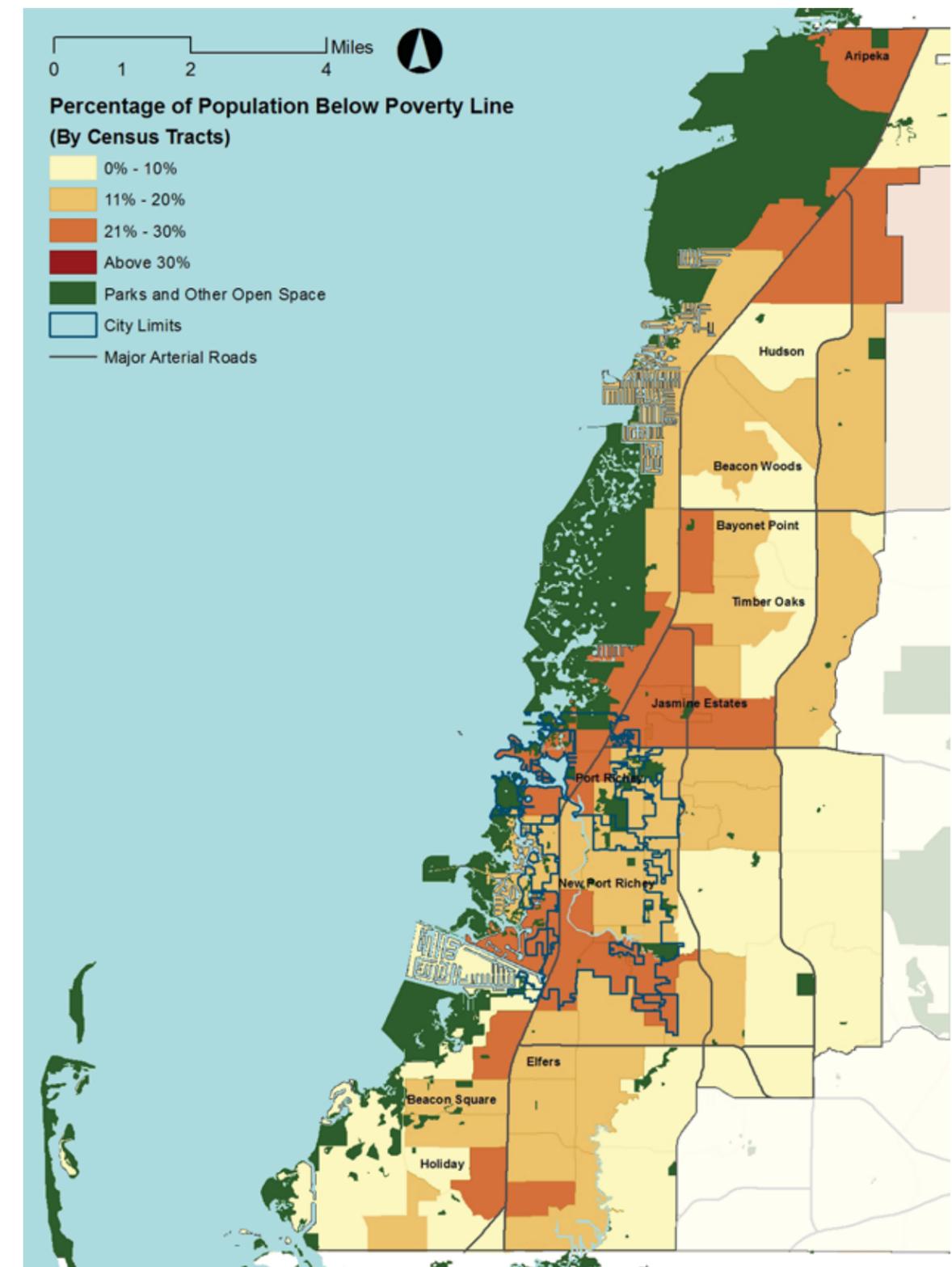


Figure 29: Distribution of Population Below Poverty Line
Source: U.S. Census 2010

LAND USE AND DEVELOPMENT PATTERN

Understanding the study area’s land use and development pattern is crucial for determining the future development framework. The current use/land cover not only indicates the way this area has developed over the years, but also highlights the various factors that inform and direct/limit the future growth. The designated Future Land Use (FLU) represents the land uses that best fit the current and future needs based on demographic trends, community needs and vision, specific to the West Market Area. A closer look at the land use patterns also reveals areas where new uses and infrastructure can be incorporated to create a well connected, complementary mix of uses that mutually benefit each other.

The following section is meant to give us a better understanding of the West Market Area’s land use and development patterns. It analyzes the current land uses/land cover, designated Future Land Uses and overall development character. The current use/land cover analysis is based on the 2009 land cover data received from the South West Florida Water Management District (SWFWMD). The future land use information discussed in this section is taken from Pasco County’s Comprehensive Plan, GIS database and property appraiser’s data.

Existing Use/Land Cover

Residential Uses

Almost half (approx. 46%) of the uses within the West Market Area are residential in nature. According to the SWFWMD’s Land Cover classification, these residential uses can be divided into three categories - low, medium and high density residential. Majority of West Market Area’s high-density residential uses (with more than 5 dwelling units per acre) are located proximate to State Road 52, while most of the low density residential areas are located in the northern parts of the West Market Area. The high density residential areas include neighborhoods such as Jasmine Estates, Beacon Hills, Elfers and Holiday. Residential neighborhoods in areas such as Bayonet Point, Hudson and Aripeka can be considered low density residential.

Commercial Uses

In comparison to the residential land use, commercial use forms a much smaller portion (6.7 percent) of the study area. However, it is the dominant use along the U.S. 19 corridor and other major arterials such as S.R. 54, S.R. 52 and Ridge Road. In most places along the corridor (For example, between Embassy Boulevard and Stone Road), commercial development directly backs up to multifamily or single family residences. There is a need for additional buffering between the residential and abutting commercial developments.

Industrial Uses

According to the SWFWMD land cover data, a very small part (approx. 0.8%) of the study area is dedicated to industrial uses. Most of these industrial uses are concentrated around the intersection of U.S. 19 and State Road 52.

Natural Land Cover

Natural green areas, croplands and open spaces make up the second largest land use category in the West Market Area. This natural land cover represents an immense variety of ecological conditions such as bays, estuaries, croplands, pasture lands, aquatic vegetation, fresh and salt water marshes, streams, and waterways. The majority of these natural resources are located to the west of the U.S. 19 corridor, along the Gulf coast. The abundant variety within this category highlights the diverse opportunities that exist within the West Market Area for nature-based tourism, education, and recreation. West Market Area’s redevelopment efforts should focus on preserving these resources, and capturing and capitalizing on some of these opportunities. In addition, factors that might limit these goals should be identified early-on in the planning process. One such limitation is the U.S. 19 corridor that currently acts as a major barrier between these natural assets and the existing residential areas to the east.

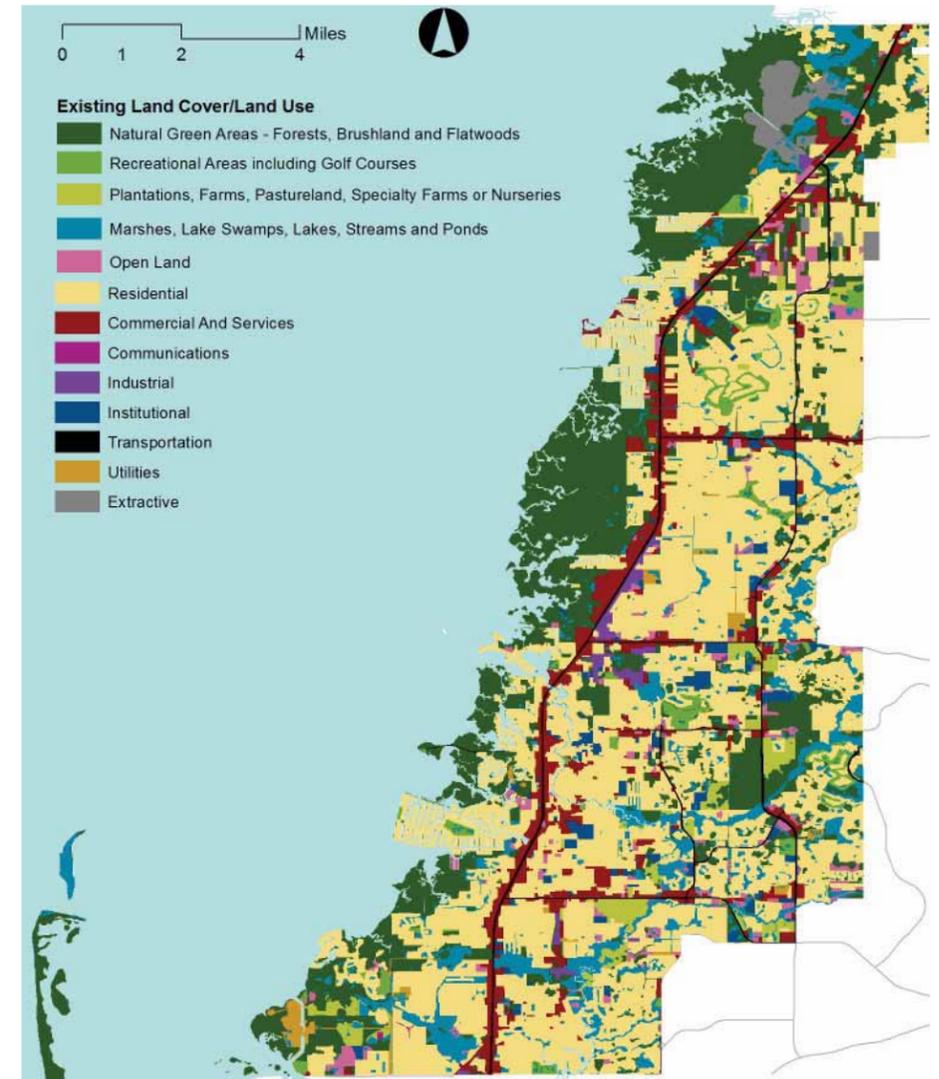


Figure 30: Existing Land Use and/Land Cover

The map given above is based on the data and Land Cover Classifications provided by South West Florida Water Management District (SWFWMD).

Other Uses

Other uses within the West Market Area include institutional uses and uses related to communication, utilities, and transportation. Institutional uses form approximately 1.8% of the study area and mostly include churches, schools, community centers, the West Pasco Government Center and the Regional Medical Center at Bayonet Point.

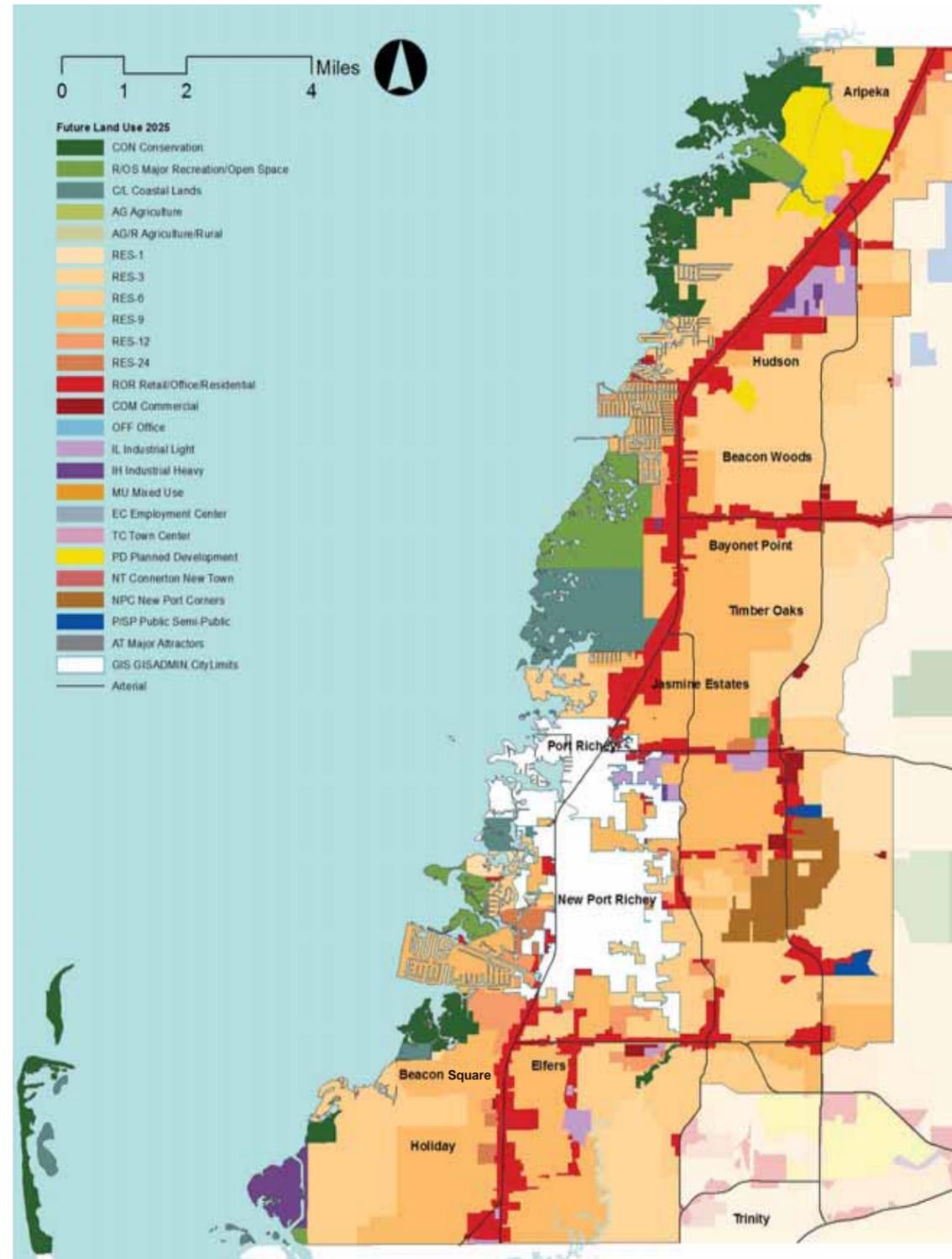


Figure 31: West Market Area Future Land Use Map 2025

FLU Category	Acreage	Percentage
Residential - High Density (RES-9, RES-12, RES-24)	12,812	26%
Residential - Low to Medium Density (RES-1, RES-3, RES-6)	22,239	45%
Commercial (ROR, COM)	5,478	11%
Mixed Use (PD, NPC)	2,059	4%
Industrial (IL, IH)	1,305	3%
Others (P/SP)	91	0%
Environmental Land (C/L, CON, R/OS)	5,649	11%
Total	49,633	100%

Figure 32: Table indicating the distribution of Future Land Uses within the West Market Area.

Future Land Uses

Residential Land Use

According to Pasco County’s 2025 Future Land Use designations, approximately 71% of the West Market Area falls under residential Future Land Use. High density residential FLU, (density of nine dwelling units per developable acre or higher), represents 26% of the total market area. These high density residential parcels are mostly located along U.S.19 and in neighborhoods such as Embassy, Elfers and Holiday.

Low density residential FLU (six dwelling units per developable acre or lower), form approximately 45% of the market area. Most of the low to medium density residential FLU parcels are located adjacent to commercial, mixed or high density residential uses. They can also be found between major corridors in areas such as Aripeka, Hudson, Seven Springs, and Anclote.

Commercial Land Use

Commerce-related FLU designations include Commercial (COM), and Retail/Office/Residential (ROR), which has historically been developed with retail uses. These two FLU classifications (COM and ROR) together form approximately 11% of the market area and are distributed mainly along the US 19 corridor and major arterials such as S.R. 54, S.R. 52 and Ridge Road. As was discussed in the land cover analysis, most commercial future land uses along major corridors abut residential uses to the rear. This is a critical concern that calls for creative and effective buffering and design strategies that can help reduce these incompatibilities.

Industrial Land Use

Industrial future land uses form 3% of the total study area and are primarily concentrated around the intersection of U.S. 19 and State Road 52, and close to the Anclote power plant area.

Mixed Use

There are over 2,000 acres of mixed use infill development currently proposed within the West Market Area. These future developments include the Sunwest Planned Development (PD) and New Port Corners (NPC). Although these proposed developments represent no more than 4% of the market area, the compact and walkable mixed use development patterns they propose, will act as the model for future development that can be replicated in other locations within the West Market Area.

Environmental Land

Over 11 % of the West Market Area is environmental land, including Coastal Land (C/L), Conservation (CON), and Major Recreation/Open Space (R/OS) FLU designations. This future land use category covers coastal areas, parks, and preserves such as Werner Boyce, Anclote River, Robert K. Rees Memorial, and Robert J. Strickland Memorial Parks. Rich in natural resources and wildlife habitats, most of these future land use designations are located along the coast.



Figure 33: Low to medium density residential development along canals
Source: Internet

Development Pattern and Character

Residential development patterns within the West Market Area can be broadly classified into three types - Urban, Suburban and Coastal. Unique characteristics and redevelopment challenges of each of these types are described below.

Urban Neighborhoods

Urban neighborhoods were mostly built before the 1960s. They generally have an interconnected street network with walkable block sizes and adequate landscaping. The streets are often lined by mature, full grown trees with wide canopies. They are mostly located close to major corridors and generally have a higher residential density. Residential developments in neighborhoods such as Holiday, Elfers and the Cities of New Port Richey and Port Richey are good examples of urban neighborhoods. They tend to have a dense, interconnected urban fabric, which promotes a sense of community. With time, however, even these neighborhoods have significantly deteriorated due to economic downturn, years of neglect, foreclosures, vacancy, and crime.



Figure 34: Urban neighborhood, West Market Area

Suburban Neighborhoods

Most of the suburban residential developments within the West market Area were built between the 1960s and '80s. These neighborhoods are characterized by cul-de-sacs, gated entrances, and a lack of street connectivity and sidewalks. Since

most houses were built as retirement homes or seasonal vacation homes, they are often small in size and have limited landscaping.

Neighborhoods such as Embassy, Hudson and Bayonet Point are examples of the suburban residential typology. The major issues in these neighborhoods include too many cul-de-sacs, a lack of connectivity, inadequate sidewalks, and insufficient parks or open spaces. Abandoned and vacant properties within suburban neighborhoods is another critical concern that reduces the overall property values, and poses health and safety issues.

Coastal Neighborhoods

West Market Area's coastal neighborhoods are characterized by a wide variety of housing types that are strategically located facing the Gulf or its channels. These neighborhoods provide great amenities for their residents. Some of the benefits of waterfront living include easy access to the water, beautiful views of the Gulf and immense opportunities for fishing and other coastal recreational activities.



Figure 35: Suburban neighborhood, West Market Area

These coastal neighborhoods are not just rich in terms of their natural environmental quality but also represent a unique built environment. Coastal art and architecture is a noticeable feature of most houses, and is evident especially in the treatment of front porches, driveways, and lawns.



Figure 36: Coastal neighborhoods

Source: Google Images

Although coastal neighborhoods offer a great environment to live in, they also suffer some of the drawbacks of being in close proximity to a major waterbody. One of the key and quite obvious concerns in these neighborhoods is the high risk for flash floods, hurricanes and other extreme weather events. Effective stormwater management, increasing flood resiliency, and long-term hazard mitigation are some of the critical planning issues in these areas. West Market Area's coastal neighborhoods include Hudson Beach, Signal Cove, Sea Ranch, Leisure Beach, Green Key, and Gulf Harbors.

Commercial Development

Most commercial developments within the West Market Area follow the typical commercial strip pattern. These strip centers mostly include a variety of uses such as restaurants, offices, clinics, convenience stores and auto repair shops. While some areas along the U.S. 19 corridor are mainly dominated by auto-related uses, there are others that have regular non-auto-oriented uses (e.g. restaurants, clinics, etc.) that are located and oriented in an auto-oriented setting.

The most common characteristics of these developments are summarized below:

- Long, undifferentiated corridors dominated by retail uses.
- Isolated uses with poor interconnection.
- Auto-oriented strip development.
- Adjacent deteriorating neighborhoods.
- Under-utilized waterfront.
- Free-standing stores surrounded by asphalt parking lots with many driveways, pole signs, and limited landscaping.
- Signs that outdo the buildings in both size and character.
- Buildings of modest or minimal visual distinctiveness.
- No, or narrow sidewalks, and little or no curbside parking or pedestrian amenities.



Figure 37: Images of commercial development along U.S. 19.

Source: Google Images

Areas in-between the retail strip developments have other unique conditions that further reduce their development and market potential. These include:

- A legacy of low-quality, short-lived construction along the strip, instigated by the previous period of accelerated depreciation.
- A vast oversupply of properties zoned for retail use.
- Inflexibility of typical strip property configurations, which have very long blocks, often with shallow parcels that are economically inefficient to redevelop, hemmed-in by stable and valuable single-family homes.

To realign aging commercial strip corridors with the forces of market demand, the strip should be significantly and deliberately restructured into a form which property owners, developers, and communities will once again invest in. A change from auto-oriented to multimodal transportation through and near the corridor can help guide and focus redevelopment, which in turn will enhance mobility throughout the corridor.



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2.

COMMUNITY OUTREACH

Community Engagement
Technical Advisory Groups
Intergovernmental Coordination

COMMUNITY OUTREACH OVERVIEW

The West Market Area Study utilized traditional methods of data gathering and analysis in order to formulate its recommendations for future planning and implementation. As discussed in Chapter 1, the first step in this process is the completion of an inventory of existing conditions in the defined study area. For this report, background information was gathered from relevant existing plans and studies. Numerous data were collected and analyzed relating to history, land use, development patterns, socio-economic conditions, natural resources and open spaces, transportation, utilities, and community facilities.

Following the inventory phase, the planning team conducted community workshops and technical advisory meetings to generate discussions about the community's assets, issues, and opportunities.

The information gathered from the existing conditions inventory and the initial community workshops led to the formulation of a concept plan that further focuses areas of analysis within the West Market Area. The concept plan divided the West Market Area into Areas, Districts and major Nodes/Centers to preserve and enhance community character (as discussed in Chapter 4, District Vision and Strategies.) Opportunities and strategies for neighborhood improvement, transportation enhancements, environment and some major redevelopment activities were identified. The concept plan was then presented to the community for validation of the recommended visions and strategies.

After incorporating community feedback into the concept plan, the planning team and other departments worked together to draft the implementation strategies for each district, set forth actions to be undertaken by the County and various stakeholders involved in the implementation of this plan, developed an implementation timeline and identified funding resources.

Public participation has been a key element in the development of the West Market Redevelopment Plan. The purpose of this planning effort has been initiating an open dialogue among residents, stakeholders, staff, and County leadership for sharing concerns and priorities focused on rebuilding a desirable community for the people who live, work, invest, and travel within the study area.

From March 2011 to November 2011, the planning team worked with a diverse group of participants including residents, business owners, County officials, and government representatives to create a realistic plan reflective of the community and stakeholder interests and aspirations. This document is the result of an extensive community visioning process conducted over a period of eight months.



Figure 38: Planning Process, Timeline and Public Participation

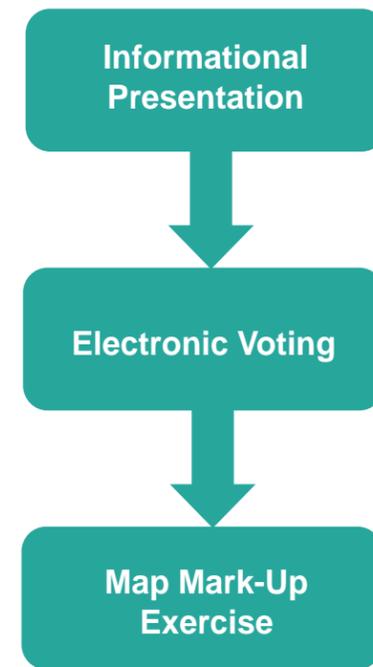


Figure 39: Interactive workshop format adopted for the West Market first round of workshops.

Image source: Q. Hu

1. Community Engagement

A series of Community Visioning and Community Opportunity workshops were conducted during the planning process. These workshops provided for the exchange of ideas and discussion of the community's vision.

1a. 'Community Visioning' Workshops (March - May 2011):

Workshop Purpose:

- Introduce the West Market redevelopment planning efforts.
- Identify Strengths, Weaknesses, Opportunities and Threats (SWOT).

In Spring 2011, the planning team held a series of community visioning workshops in four distinct districts of the study area (including: Holiday, New Port Richey, Port Richey and Hudson) to maximize public participation and gather concerns and needs specific to the area.

After providing community participants with information on major issues, (i.e. community infrastructure; economic development; transportation; urban design; and, environment and open space) attendees were asked to respond to a series of questions provided as part of a slide presentation. Participants were given detailed instructions regarding the workshop structure and how to use the voting device. As each topic was presented, related survey questions were asked. The participants were provided with an electronic voting device, which collected each individual response, and then tabulated the results. After this exercise was completed, participants were encouraged to identify on the maps with stickers and markers, areas of specific concern. The intention of the interactive workshop process was to maximize public involvement.

For people who were unable to attend the meetings but wanted to voice their opinions, an online survey was available on the County's website from April to June 2011. A total of 96 residents participated in the survey and submitted additional valuable comments. More than 360 residents and stakeholders came together to participate in the visioning process to explore new concepts and opportunities for the future growth of their community.



Figure 40: Map Exercise October 2011
Source: Q Hu

Comments and feedback received from the community and stakeholders were consolidated in the Public Outreach Results and Statistics (Appendix III.)

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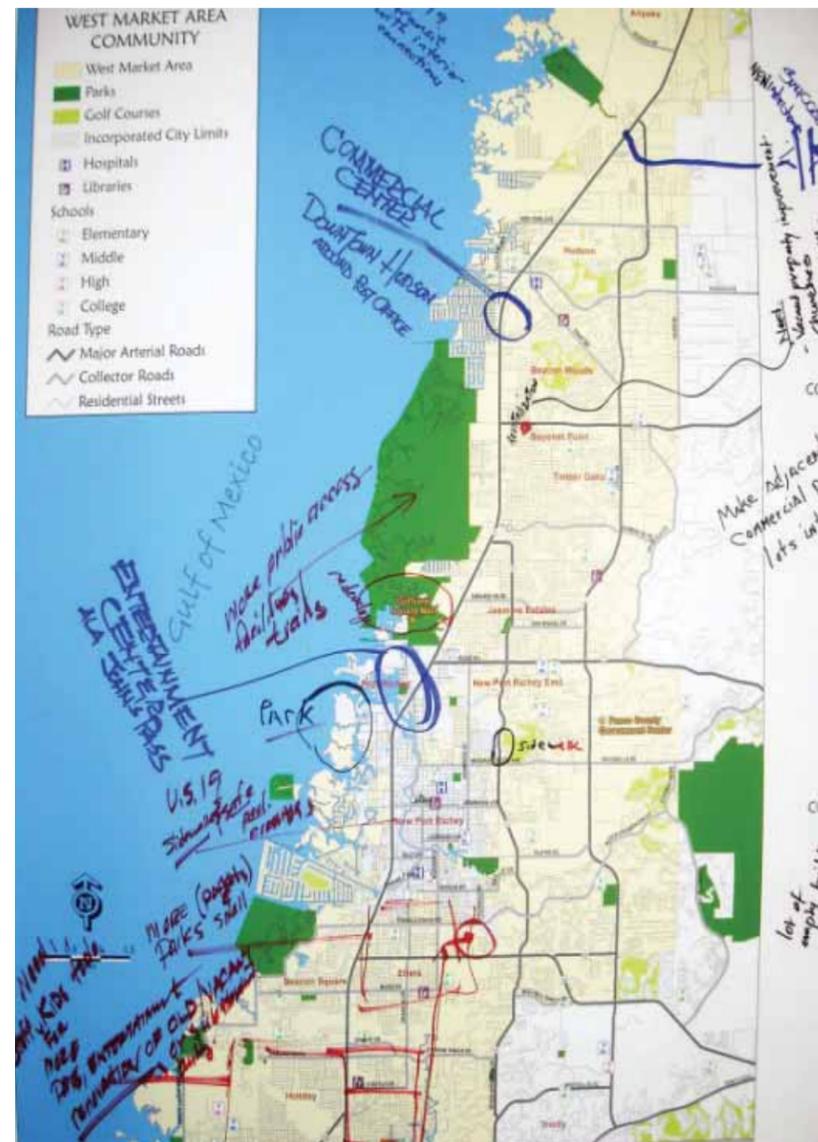


Figure 41: Public Comments from the Map Exercise



Figure 42: Public Comments from the Map Exercise
Source: Q Hu

'Community Visioning' Workshop Results

Overall, Economic Development was voted as the top priority in the West Market Area. Most of the big ideas and concepts gathered from the community workshops are listed below:

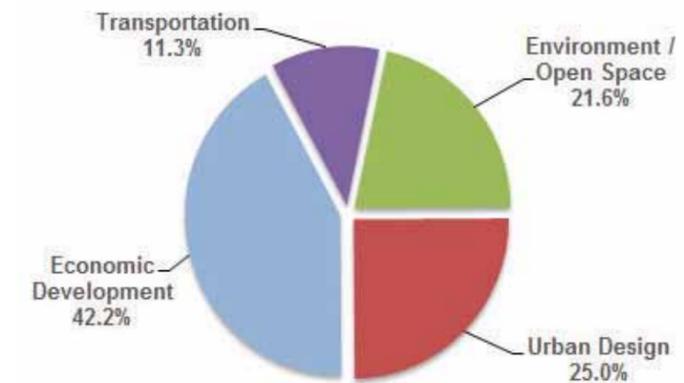


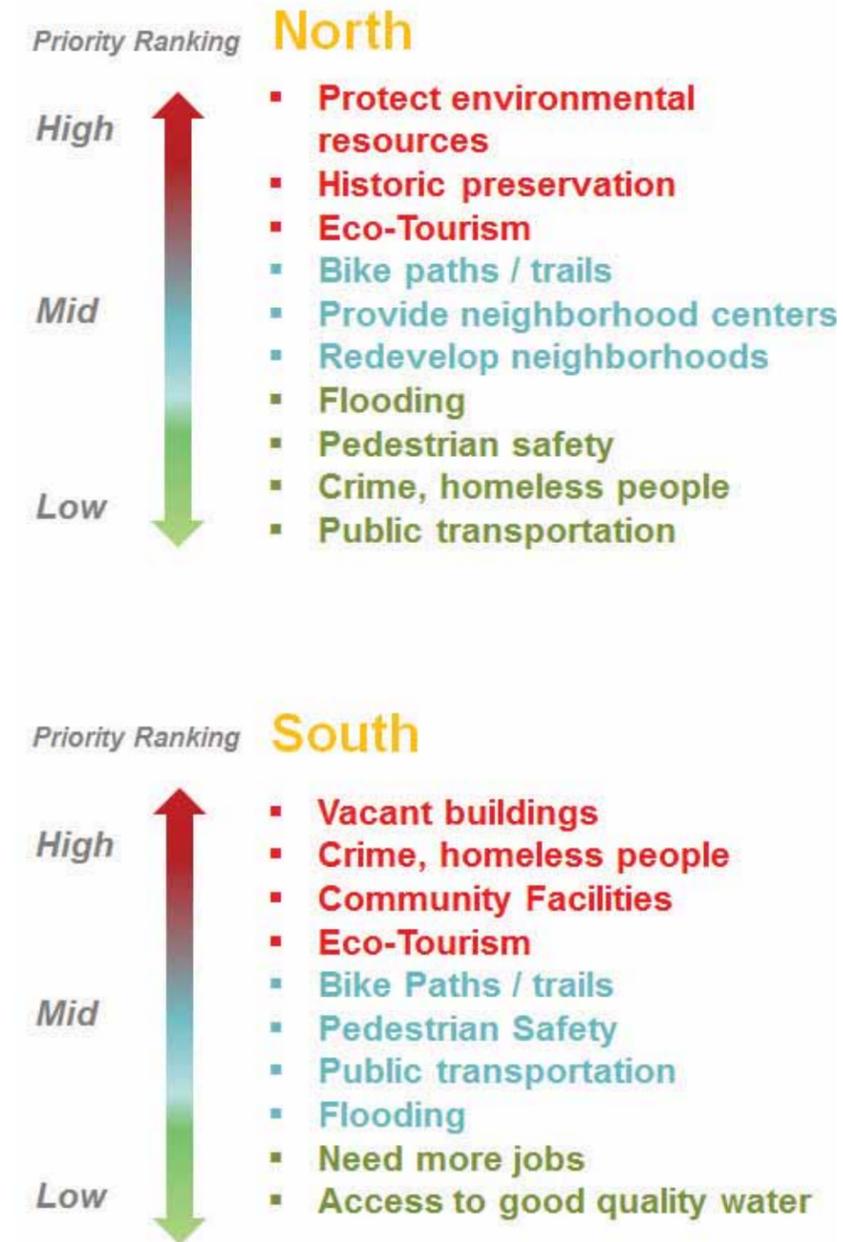
Figure 43: Top Priorities as per public voting - West Market Area workshop.

The overall big ideas:

- Provide better access and connection to the water.
- Link the coast with the parks, downtown and the river, and provide safe public access.
- Provide opportunities for active recreation.
- Provide more neighborhood parks and community gardens.
- Provide community facilities, neighborhood centers, and community events.
- Redevelop and retrofit to create a higher quality development, (Don't build anymore).
- Maintain and improve the existing infrastructure.
- Provide more public transportation.
- Create new gateways to the West Market Area and Pasco County.
- Don't just focus on the bigger roads, connect the smaller roads and increase accessibility.
- Revitalize neighborhoods.
- Increase security and code enforcement to deal with unmaintained properties, crime and homelessness.

- Preserve environmental land and historic neighborhoods.
- Provide more quality jobs.

As was evident from the comments received at the workshops, redevelopment priorities vary greatly as we go down the U.S. 19 corridor from North to South.



1b. 'Community Opportunity' Workshops (Oct - Nov 2011):

Workshop Purpose:

- Share 1st round workshops result
- Share existing programs and draft strategies
- Validate concept plan – Area, District, and Nodes/Centers
- Gather funding information and understand redevelopment priorities.

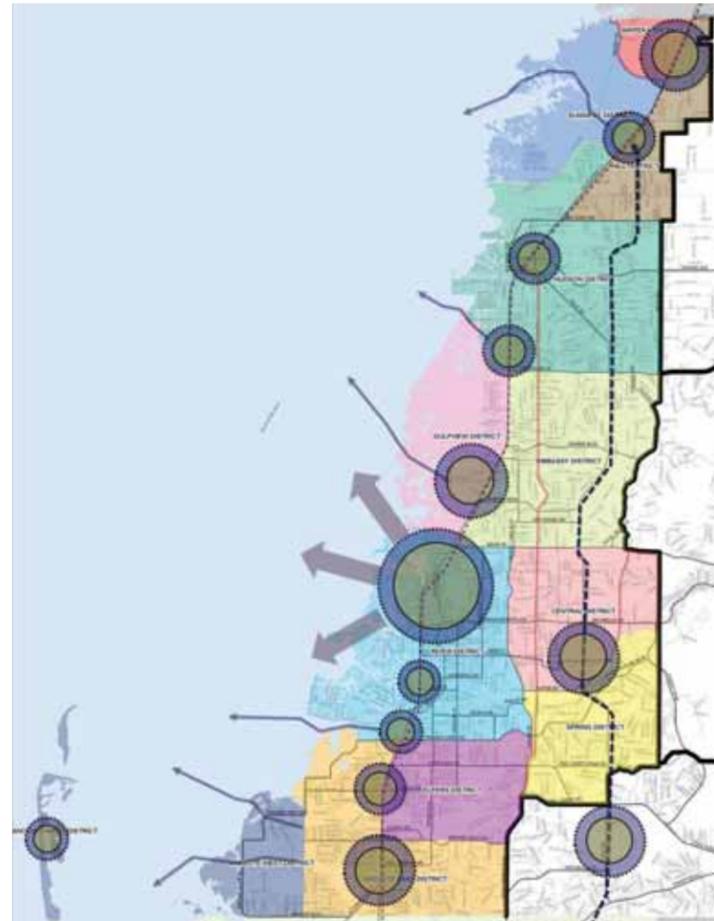


Figure 44: West Market Area Districts

After consolidating and evaluating input from the 'Community Visioning' workshops, the planning team developed a concept plan and implementation strategies based on a detailed analysis of the existing conditions and potential opportunities. Within the West Market Area, 12 Districts were created to preserve and enhance neighborhood character, and 13 Nodes/Centers were identified to concentrate future growth and opportunities.

In Fall 2011, the planning team held a second series of 'Community Opportunity' workshops in Holiday, New Port Richey, Port Richey, and Hudson for input on the concept plan and to gather draft strategies. There were approximately 100 participants that provided very valuable comments through survey and map exercises. The participants voted for preferred funding resources for community facilities such as parks, trails, and community centers.

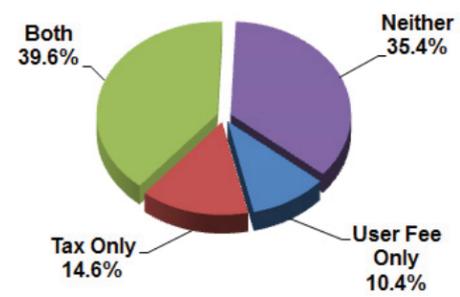


Figure 45: Engaging all age groups
Source: QHu

‘Community Opportunity’ Workshop Results:

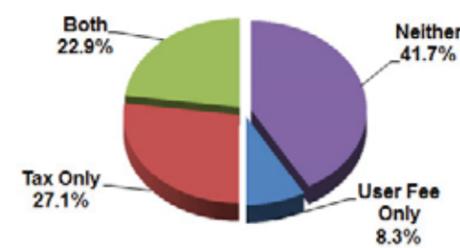
Based on the survey conducted at the workshop, the top funding priorities were identified for parks, trails, and the community centers. Some of the results are indicated below.

Financing Options - Parks



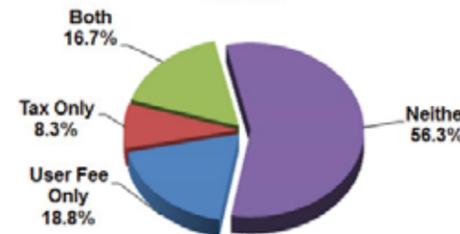
For park funding, 50% of the participants are willing to pay by user fee, and 54.2% are willing to pay by tax. 35.4% of the participants are not willing to pay for parks.

Financing Options - Trails



For trail funding, 31.2% of the participants are willing to pay by user fee, and 50% are willing to pay by tax. 41.7% of the participants are not willing to pay for trails.

Financing Options - Community Center



For community center funding, 35.5% of the participants are willing to pay by user fee, and 25% are willing to pay by tax. 56.3% of the participants are not willing to pay for community centers.

Figure 46: Results from the West Market Workshop

Participants also identified the following five districts that need prioritized redevelopment efforts.

- #1 River District
- #2 Gulf View District
- #3 Hudson District
- #4 Anclote East District
- #5 Anclote West District

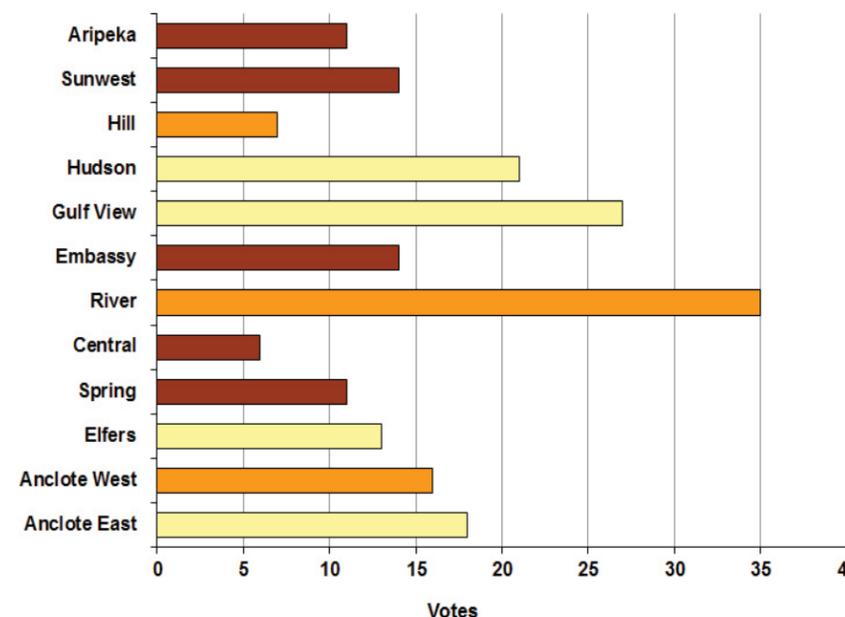


Figure 47: West Market District Priority Ranking
Source: Carl Orth, The Suncoast News

2. Technical Advisory Groups

Technical advisory groups include representatives from different County departments, and local and regional organizations. These groups were formed to review and discuss a variety of planning issues, including land use, urban design, transportation, environment, and economic development. They also evaluated the feasibility and effectiveness of the proposed implementation strategies.

3. Intergovernmental Coordination

Intergovernmental coordination is crucial to build a shared vision for the area. There has been ongoing coordination among the City of New Port Richey, City of Port Richey and other governmental agencies.

The newly updated Community Redevelopment Agency (CRA) Plan of the City of New Port Richey proposed the “Cotee Blueway” concept that is in line with the County’s vision for the West Market Area. (See details in Chapter 4, District Vision and Strategies.)



Figure 48: Map exercises at the West Market workshops
Source: Carl Orth, The Suncoast News

The extensive feedback received from the workshops substantiated Planning & Development Administrator, Richard Gehring’s comments to the participants, **“YOU are the Best Planners”**.

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3. OVERALL VISION AND STRATEGIES

Economic Development
Community Infrastructure and Planning
Environment, Open Space and Tourism
Transportation
Urban Design



3. OVERALL VISION AND STRATEGIES

This chapter provides a detailed discussion of the issues and opportunities identified for the West Market Area, as established through an existing conditions analysis and community input.

The critical issues identified by the community included: the need for jobs; the need for utilities and critical infrastructure such as water, electricity and sewer; the lack of bicycle and pedestrian infrastructure; inadequate transit facilities; unsafe roadway conditions; crime; deteriorating neighborhoods; too many vacant, foreclosed, and abandoned properties; and frequent flooding in specific locations within the West Market Area even during moderate rainfalls. Community members also identified opportunities that exist within the West Market Area and the strategies that could be adopted to enhance and build upon them.

This chapter organizes these issues and opportunities into a framework that facilitates future action. While this chapter lists the identified strategies for addressing these issues and opportunities, it is Chapter 5: Implementation, that assigns a timeframe to each of the strategies, based on the priorities that were expressed in the community meetings. In addition to the recommended actions, this chapter also identifies: existing resources (plans and programs); state- and national-level trends; planning concepts, and potential strategies that are relevant to the issues discussed.

Ultimately, this chapter lays out the foundation for implementation by helping to answer two critical questions:

What are the issues and needs?; and

What needs to be done to address these concerns?

Plan Elements and Key Focus Areas

In order to answer these questions, this chapter has grouped the issues and opportunities into five main topics, also known as the Plan Elements. The overall Plan Elements include:

- **Economic Development**
- **Community Infrastructure and Planning**
- **Environment, Open Space, and Tourism**
- **Transportation**
- **Urban Design**

These Plan Elements are broad topics that include several complex issues, each demanding more focused attention. Therefore, this chapter further breaks down the Plan Elements into Key Focus Areas as explained in Figure 49. These focus areas not only help address a much wider scope of issues but also bring much needed specificity to the proposed redevelopment actions (listed in Chapter 5: Implementation). Potential redevelopment strategies related to each of the focus areas are explained in various sections of this chapter. Relevant background information that will provide a better understanding of the issue(s) being discussed is also provided throughout the Chapter wherever deemed necessary.



Figure 49: Plan Elements and their respective Focus Areas

ECONOMIC DEVELOPMENT

Introduction

Creating a strong vibrant economy is the backbone of any redevelopment effort. Job creation, business development, economic diversification, and workforce training are factors that are extremely critical for creating a self-sufficient community. The following section discusses some of these aspects that are essential for the West Market Area's economic growth. It provides an overview of both the areas of concern as well as West Market's strengths in relation to economic development. It highlights community concerns and priorities related to rebuilding the West Market Area's economy. The issues identified through an existing conditions analysis and community workshops have been organized by focus area. These key focus areas and the potential strategies to address the underlying concerns are also discussed in this chapter.

Concerns

Understanding the local economy, identifying local concerns, locating gaps, and collaboratively developing a comprehensive economic vision is essential for building the economic base. One of the crucial first steps in this process is identifying the factors that weaken or mar the Area's economic growth. Some of these critical concerns for the West Market Area that emerged through the community outreach process are summarized herein.



Figure 50: Coast an important asset of the West Market Area.

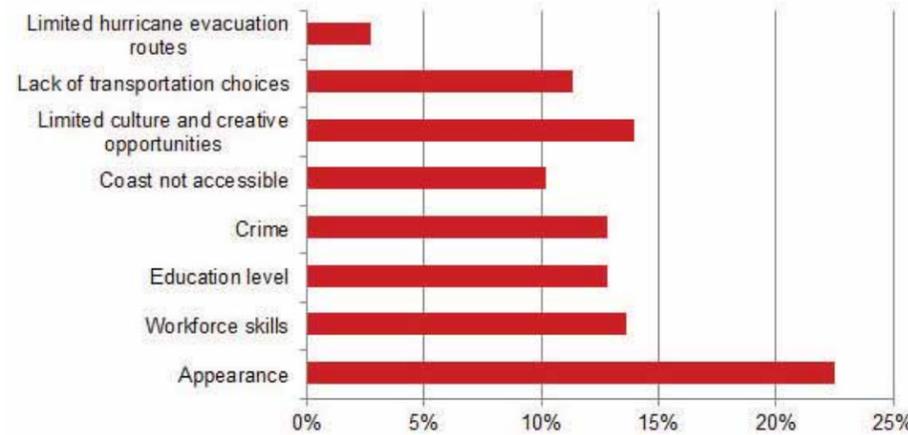


Figure 51: Top issues limiting economic growth
Source: West Market Area Workshops (March - May 2011)

Major Economic Development Concerns

- Lack of quality jobs
- Need to diversify
- Appearance
- Lack of adequate workforce skills and education

Lack of Quality Jobs

Most employment opportunities within the West Market Area comprise low-paying service sector jobs. These low paying jobs severely impact the ability of households to pay for other costs such as housing, health, and transportation. This circumstance results in unmaintained and uninsured houses, foreclosed properties, people with inadequate health coverage, and an increase in renting. The lack of quality jobs and diverse job options creates the need for local residents to find employment opportunities elsewhere. The West Market Area is located in close proximity to regional employment centers, thereby encouraging local workers to commute to neighboring communities where more employment options exist.

Need to Diversify

Being dependent upon a limited number of sectors for employment is a major concern as it not only limits an individual's job options but also impacts the community's overall economic vulnerability.

The lack of diverse, good quality jobs within the study area increases the households' housing-cost burden and transportation expense, affecting residents' overall quality of life.

Appearance

Appearance is another factor highlighted by the local community, limiting the Area's economic growth. Aging strip retail development, unmaintained vacant and foreclosed properties, and empty parking lots along U.S. 19, the prime corridor within the study area, builds a negative image for the entire West Market that severely hampers its ability to attract new businesses.

Workforce Skills and Education

Creating additional employment sectors and attracting new businesses cannot be successfully accomplished without supporting it with improvement in workforce skills and education. Not having the right knowledge base can limit the Area's chances of attracting technology-based industries and higher paying jobs. It can also severely impact the West Market Area's capacity for innovation and its overall economic performance.

Other critical economic development concerns identified by the local community include limited cultural and creative opportunities, inadequate education and workforce skills, and insufficient services and infrastructure such as libraries and public transportation that supports employment. The community members also highlighted the need for protecting local businesses, promoting small scale businesses, eliminating government red tape, and lowering high impact fees as an incentive to attract new businesses.



Figure 52: West Market Area characterized by large parking lots and suburban strip malls.

Strengths

Although there are critical issues that currently impact its economic condition, the West Market Area has some key assets that can prove to be extremely useful in rebuilding a strong diverse economy. Coastal resources, waterfront access, and an affordable lifestyle are some of its prime strengths that can be built upon to create more economic opportunities in the future. Close proximity to the regional nodes, excellent connectivity, road access, and availability of land for redevelopment are other factors that increase its location quotient for economic development. The economic development strategy for the West Market Area acknowledges all these strengths. It plans to fully capture each of these assets, expand and maximize their potential for creating a viable destination for businesses, as well as job seekers.

Vision and Focus Areas

As is evident from the strengths and weaknesses of the study area, the rebuilding of West Market Area's economy will require a comprehensive effort. The economic development strategy will have to focus on not just retaining and strengthening its local businesses but also on capitalizing its full potential to attract new and diverse businesses. Efforts to create a diverse economy will need to be matched by diversification of local skill sets, and expansion of education and training to meet the employment needs. Investment in infrastructure and tools that will help to effectively market ourselves, create a business-friendly image and connect job seekers and entrepreneurs to economic opportunities is also essential.

Lastly, the West Market Area has huge redevelopment potential. The foreclosed properties, abandoned parking lots, and old vacant strip malls strategically located along U.S. 19 and other major corridors of the West Market Area, currently contribute to its negative image, and can be seen as future areas for reinvestment. These conditions are recognized as a crucial opportunity and strategies that effectively reutilize them for rebuilding the Area's economy are proposed in this document.

All the needs, issues, and opportunities discussed above have helped to define the overall economic development vision for the area as given below. Since, rebuilding of the West Market Area's economy calls for a wide range of strategies, all potential actions have been grouped under three main focus areas for the ease of implementation. The following section summarizes these main focus areas.

Economic Development Vision

- **Diversify economic sectors to increase employment opportunities.**
- **Attract target industries, create and retain skilled workers and create high paid jobs.**
- **Develop incentive programs.**
- **Enhance workforce development and training.**

Key Focus Areas:

- 1 **Economic Sector Diversity**
- 2 **Retention and Expansion of Existing Business**
- 3 **Redevelopment Opportunities**

Each of the focus areas and the related implementation strategies are discussed in detail below:

1. Economic Sector Diversity

Diversifying the economic sectors is crucial for building a strong and stable economy. Having a variety of employment sectors increases job options, creates more avenues for growth, and most importantly, reduces our vulnerability to changes in the economic climate. However, steps to diversify would need a good understanding of the West Market Area's current economic portfolio. The following section provides a brief overview of these conditions.

According to SRI International's Industrial Cluster Analysis for the Tampa Bay Region (2010), almost 73% of Pasco County's industries are Service-oriented; 23% are Knowledge & Technology based; and four % are related to Manufacturing. In addition, most of the industries within Pasco County are small. Approximately 64% employ less than five employees and 81% have less than 10 employees. Only eight firms employ 500 or more employees of which only one is manufacturing. This is true even for the West Market Area where the majority of the jobs are service-oriented and are with small businesses.

The West Market Area's economy is largely determined by its socio-economic composition which has been heavily oriented to a retiree and seasonal population. A large number of the Area's businesses are focused on servicing this population and very few of them export any products/services outside the region. A substantial amount of services and goods that support West Market's residents are located in Pinellas and Hillsborough counties, which further results in loss of sales tax dollars also known as 'economic leakage.'

This clearly indicates the need to look for new economic sectors that create job options within the West Market Area. Tourism is one such economic sector that deserves increased attention. Participants from both the West Market Area workshops and the County's Economic Development Program workshops unanimously voted Tourism as a key economic sector. According to the participants, with an abundance of coastal resources, parks, and natural habitats, and an excellent connectivity to the region, the West Market Area holds great potential for becoming a local and regional tourist destination. Other possible employment sectors that were highlighted by the workshop and survey participants are green industries, local food and agriculture, sports and recreation, financial services, and vocational training.

In addition to the employment sectors mentioned above, the planning efforts for the County's 5-year Economic Development Strategy identified three key industry categories that hold huge potential for job creation. These include:

Leading Edge Development: This sector harnesses the intellectual and creative capacity of the County to research and then develop and integrate new ideas and technologies into the marketplace. This category encompasses concepts such as technology-led development and high-level entrepreneurial activity.

Transportation Centers: This industry recognizes the need by large companies to locate transportation distribution centers as a cost-effective means to transport goods from producers to consumers.

Sustainable Resources: This sector not only recognizes the opportunity to create jobs through the restoration of brownfields or greyfields, but also the long-term opportunity to create industry on land that may be located near rural, conservation or environmental preservation areas. Developing the sustainable resources sector can also include activities to restore and preserve the environment.

These sectors have the added benefit of contributing to both regional and local growth.

Another possible strategy for diversifying the West Market Area's economy and creating higher paying jobs is to focus on office and industrial development. According to the County's Real Estate Research Consultant (RERC) the West Market Area has the largest concentration - 52% of the County's total office space which amounts to approximately 3,562,000 square feet. West Market Area also has the largest concentration of industrial space within the County at approximately 5,287,000 square feet, or approximately 44% of the County's total industrial space. This shows that the West Market Area has tremendous redevelopment opportunities in the form of vacant and underutilized parcels, and existing structures that can successfully fulfill the demand for office and industrial spaces.

A diverse economy offers multiple opportunities to its community, reduces economic volatility, and ensures sustainability. Creating such a diverse economic portfolio for the West Market Area would require a coordinated effort involving the County, the Cities of New Port Richey and Port Richey, the Pasco Economic Development Council (PEDC), the West Pasco Chamber of Commerce, Pasco-Hernando Workforce Board (PHWB), and local communities. It would also require innovative, cutting edge marketing strategies that advertise the availability of land and attract new businesses and investments as is currently being spearheaded by the PEDC. Some of the potential strategies for creating a diverse economy are listed below.

Strategies for Diversifying the Economy:

- *Develop strategies to attract targeted industries/businesses that help 1) diversify the economic base and 2) create well paying quality jobs for residents.*
- *Develop and implement programs that 1) encourage the growth and success of primary and target businesses, 2) effectively communicate available opportunities to businesses, and 3) help enhance the pro-business image of the West Market Area.*
- *Support and enhance PEDC's marketing and attraction efforts for the West Market Area. Identify strategies to enhance the Area's brand image - 'The Harbors' and to capitalize this image for attracting new business investments and tourism.*
- *Coordinate with the Pasco Economic Development Council and the Cities of New Port Richey and Port Richey in redevelopment efforts with a primary focus on job creation especially along the major corridors.*
- *Work with PEDC and developers to facilitate an adequate supply of office and industrial building sites.*
- *Establish a program of strategies and incentives to preserve, enhance, and expand the tourism industry. Identify and strengthen existing as well as potential tourism opportunities that best enhance the Area's brand identity as a marine paradise, boaters' destination and a marine life nature preserve.*

- *Promote tourism-related industries or businesses that provide jobs focused on environmental resources.*
- *Promote green industries and green jobs through training, grant programs and targeted incentives.*
- *Collaborate with the Pasco-Hernando Workforce Board, Pasco County Career Academies, PEDC, Cooperative Extension, members of the Pasco Enterprise Network, and private industry to expand vocational training programs to meet the needs of current and future employers.*

2. Retention and Expansion of Existing Business

A crucial part of the West Market Area's economic development strategy is to retain and expand local employment and businesses. It intends to create a conducive, economic setting where local businesses and entrepreneurs can successfully survive and thrive. As discussed earlier, a vast majority of West Market Area's existing employers are small businesses. Although small businesses contribute greatly to the local economy, they are more vulnerable to changes in the economy and therefore require continued support and assistance. The West Market Redevelopment Plan acknowledges this need and identifies strategies that are needed to protect and strengthen the local small businesses. The following section outlines some of the strategies and incentive and training programs that are currently in place to support the workforce and local businesses.

Mobility Fee Ordinance: The County adopted a Mobility Fee program to incentivize development with lower fee rates in Urban Service Areas, including the West Market Area. This program creates more favorable rates for office, industrial, and lodging (hotel) uses, traditional neighborhood developments (TND), and transit oriented developments (TOD).

Job Creation Incentives: The County adopted the Pasco County Job Creation Incentive Ordinance to attract new and promote existing target industries or businesses within Pasco County. This program pays companies an established dollar amount based on the number of new jobs created.

Expedited Permitting and Plan Amendments for Target Industries: Expedited processes are available for businesses which are either relocating or expanding to Pasco County, or for existing businesses within the County that plan to expand.

Quick Response Training (QRT): This is an employer-driven training program designed to assist new value-added businesses. It provides existing Florida businesses the necessary training for expansion. A state educational facility i.e community college, area technical center, school district, or university, is available to assist with application and program development or delivery. The educational facility will also serve as fiscal agent for the project. Companies may use in-house services, outside vendor training programs or the local educational entity to provide training. Reimbursable training expenses include: instructors'/trainers' wages, curriculum development, and textbooks/manuals. This program is customized, flexible, and responsive to individual company needs.

Incumbent Worker Training (IWT): The intention of the program is to retain existing businesses and create a workforce that is competitive in a global economy. This program is available to all Florida businesses that have been in operation for at least one year prior to application and require skills upgrade training for existing employees. Priority is given to businesses in targeted industries, Enterprise Zones, HUB Zones, inner city distressed areas, and Brownfield areas.

Employed Worker Training (Local Program): It provides grant-based funding for customized training for businesses that have been operating in the state of Florida for at least one year. It is designed to reimburse approved local businesses up to half of their eligible training costs.

Retaining and expanding existing businesses calls for a multi-pronged approach. It requires incentives, training, counseling, and financial assistance programs that are specifically tailored to the needs of local businesses. As explained earlier, there are a number of incentives and training opportunities that are currently available. However, some of these programs have not been

utilized to its full potential, as business owners and investors are sometimes not aware of these programs. This shows the need to develop marketing and education strategies that effectively advertise the existing incentive and assistance programs.

Retention of small businesses also requires a greater understanding of the financial challenges that negatively impact small businesses and start-ups. Outreach programs could be developed that help build this knowledge and provide training for business continuity planning. Lastly, the availability of an educated and adequately skilled workforce is critical to support the expansion of businesses. This can be accomplished through a collaborative effort involving the West Pasco Chamber of Commerce, PHWB and other related local and regional economic development players. Strategies to address some of these needs and challenges are summarized below.

Strategies for Retaining and Expanding Existing Businesses:

- *Develop outreach programs that help identify the concerns and financial challenges faced by small businesses and entrepreneurs.*
- *Assess needs and provide assistance (marketing, financing, business continuity planning, etc.) for retention and expansion of existing small businesses. Develop strategies to prioritize the retention and expansion of existing target employers.*
- *Incorporate various economic development programs such as the Enterprise Zone and other grant/technical assistance resources to provide incentives for future development.*
- *Provide economic incentives (e.g. job creation incentives) to encourage new business development.*
- *Identify and employ marketing and communication strategies to advertise the existence of incentive programs.*
- *Actively seek grant funding opportunities that support community and economic development policies.*

- *Collaborate with public and private sector groups to create incubators or accelerator spaces.*
- *Collaborate with public and private sector interest groups to develop training, business assistance, and mentoring programs for start-up businesses and local entrepreneurs.*
- *In coordination with Pasco-Hernando Workforce Board and Pasco County Libraries expand existing employment counseling and career searching services.*

3. Redevelopment Opportunities

The West Market Area has a huge potential for redevelopment. The vacant strip malls, underutilized parcels, and brownfield sites are its key assets that can be fed into the market to foster economic growth. Outlined below are some of the West Market Area's major opportunities for reinvestment.

Underutilized Parcels and Commercial Strip Redevelopment

According to the RERC study, the West Market Area has nearly 650 acres of vacant parcels greater or equal to five acres available for office and industrial development. This includes over 300 acres of vacant parcels greater or equal to 10 acres. Moreover, the West Market Area has a vast oversupply of retail uses, especially along U.S. 19 and other major corridors. These include a number of old and vacant linear strip retails that can be redeveloped into compact, pedestrian friendly, transit-oriented, visually appealing centers. This inventory will not just create opportunities for retail, office, and industrial development, but also help to restore property values and enhance investment image.

One of the crucial steps for reutilizing these vacant or underutilized parcels is identifying their location and assessing their redevelopment potential. As a part of the West Market Redevelopment Plan an initial study was conducted to understand the distribution of vacant and underutilized land within the West Market Area. Using GIS maps (Figure 53) the identified parcels were rated according to their vulnerability for change. Results provided a broad overview of the potential for redevelopment/infill in different parts of the study area.

PARCELS SUSCEPTIBLE TO CHANGE

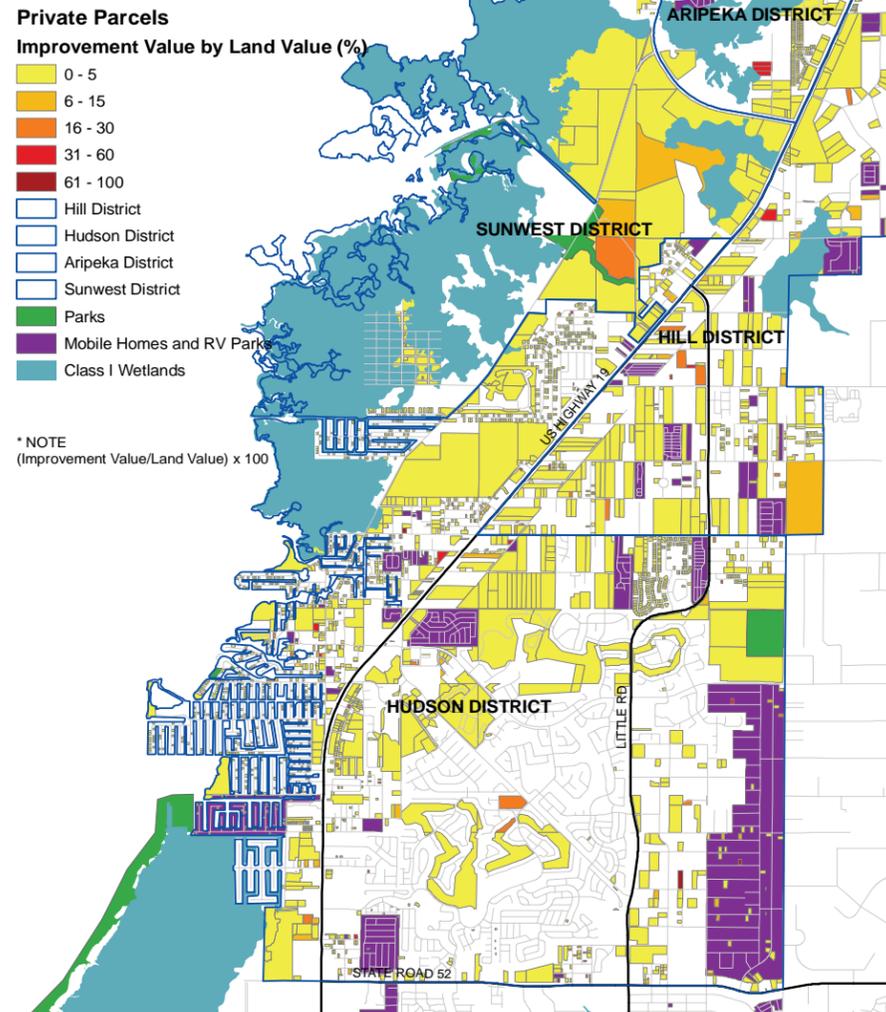


Figure 53: Vacant and underutilized parcels in the northern part of West Market Area including Hudson and Aripeka.

The ‘**Vulnerability to Change**’ analysis map shown above was created using Pasco County’s GIS database and Property Appraiser’s parcel information. The map indicates all vacant and underutilized parcels that have a high potential for change.

Brownfield Redevelopment

In addition to vacant retail and commercial structures, Brownfield sites are other possible opportunities for reinvestment. According to the U.S. Environment Protection Agency (EPA), Brownfield Redevelopment, Brownfields are defined as real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Cleaning up and reinvesting in these properties protects the environment, reduces blight, and takes development pressure off green spaces and working lands. Brownfield sites generally include abandoned factories and other industrial facilities, gasoline stations, oil storage facilities, dry cleaning stores, and other businesses that deal with polluting substances. Although they mostly include old industrial sites, commercial buildings with little or no environmental contamination can also be considered as brownfields.



Figure 54: Centro Astriano hospital in Tampa, Florida - before and after redevelopment photographs; Source: dep.state.fl.us



Figure 55: Before and after images of a Brownfield project Source: www.mass.gov



Figure 56: Encore - before and after images of infill. Source: floridabrownfields.org

Encore Tampa: Although much larger in scale than the vision for the West Market Area, Encore is an outstanding example of sustainable infill or Brownfield development. Encore is located a half a mile from downtown Tampa, Channelside and Historic Ybor City. The 28-acre brownfield property previously was home to the low-rise Central Park Village public housing complex. The redevelopment will include up to 1,500 work force, senior and market-rate residential units, 200 hotel rooms, a 35,000 square foot grocery store, 180,000 square feet of office space, 50,000 square feet of retail space and a public middle school. The development features include linear parks complete with a skate boarding park, playgrounds, community center, amphitheater, performance stage, and stone pathways.

Reutilization of Brownfields offers great benefits to private investors as well as local communities. According to the U.S. E.P.A, within private sectors, brownfield redevelopment has the potential to open up new business opportunities; increase profit on unused or under-utilized properties; improve community and environmental stewardship; and access to untapped urban markets. The public sector, on the other hand, benefits from the increase in employment opportunities and the local and state tax revenues. In addition, reutilization of an existing site lowers the investment required for infrastructure, reduces urban sprawl, creates a catalyst for revitalization, and helps improve the overall quality of life.

Pasco County recently received a \$1 million Brownfield Coalition Assessment Grant from the U.S. EPA to inventory, perform environmental assessments, and create reuse plans for potentially contaminated sites within the County. The Pasco Brownfield Community Redevelopment Program includes assistance and other incentives for land owners and businesses to facilitate the environmental cleanup, redevelopment, and/or reuse of property as part of the County's redevelopment and growth management strategy. Assistance may include administrative, regulatory, technical assistance, and financial incentives appropriate to the needs of the community through a program of site and area Brownfield designations. As a part of this program, the County is currently developing an inventory of potential Brownfield sites along U.S 19 in the West Market Area.

As is evident from the above discussion, the West Market Area has sufficient land for redevelopment. This clearly indicates opportunities for relocating businesses and creating new jobs. However, reutilizing these structures and parcels is not an easy task. The cost differential between redevelopment and Greenfield development (i.e. development on an undeveloped virgin land) generally discourages people from opting for redevelopment. Specific strategies and incentives need to be developed that counteract this and incentivize redevelopment. There is a wealth of information out there, including case studies that can be looked at to understand the costs and constraints of redevelopment while noting

the redevelopment strategies that were successfully implemented in other projects. West Market Redevelopment Plan has explored and incorporated some of these redevelopment concepts and principles into its implementation framework. These guiding concepts include Urban Land Institute's (ULI) Ten Principles for re-inventing suburban strips, U.S. Environmental Protection Agency (EPA)'s commercial strip restructuring principles, smart growth strategies and other best practices. A summary of these principles is provided in the Appendix. Potential strategies for effectively capturing and maximizing redevelopment opportunities are listed below.

Strategies for Maximizing Redevelopment Opportunities:

- *Conduct a real estate market analysis to identify retail surplus, and short-term and long-term commercial and mixed-use potential.*
- *Develop strategies to redevelop underutilized commercial, industrial and brownfield sites, and formulate incentives to encourage their reuse.*
- *Identify strategies and tools to reduce costs of redevelopment.*
- *Prevent occurrence of slum and blight by reviewing and updating code enforcement policies and the County's Demolition of Slum or Blighted Structures Ordinance.*
- *Develop strategies to clean up and reutilize foreclosed and abandoned properties.*
- *Collaborate with the Cities and PEDC to redevelop the Community Hospital Neighborhood Area.*
- *Conduct a "Vulnerability to Change" study to identify unused/underutilized properties that have a higher potential for redevelopment.*

- *Match business relocation and other economic development initiatives with the West Market Area's redevelopment efforts specifically focusing on identified focal points, nodes, and strategic locations within the West Market Area.*
- *Develop criteria for identification and sale or lease of surplus and non-environmentally sensitive public lands.*

COMMUNITY INFRASTRUCTURE AND PLANNING

Introduction

Community Infrastructure and Planning involves those aspects that are required to create a healthy, safe, and self-sufficient community. It includes a wide range of topics such as housing, homelessness, community amenities, infrastructure (water, sewer, and stormwater), and safety, both with respect to crime as well as natural or manmade hazards. The following section discusses some of these aspects, related concerns, and possible strategies for implementation. It identifies existing programs and services that contribute to the rebuilding of the community. It also identifies possible ways to improve or enhance the existing services, and highlights community building trends, both regional and national, from which we can learn.

Concerns

The West Market Area includes some of the oldest communities within the County. Although once considered as safe, close-knit communities, over a period of time these neighborhoods have undergone a lot of changes. Close proximity to regional employment centers, low cost-of-living, developments along the U.S. 19 corridor, changes in the housing market, inflation, and changes in the economy are some of the factors that have altered its physical, social, and demographic profile. The following are key concerns that currently plague the neighborhoods in the West Market Area:

Major Community Infrastructure and Planning Concerns

- Appearance
- Insufficient good-quality affordable housing
- Crime and homelessness
- Old and inadequate infrastructure
- Insufficient community facilities within close walking distances
- Flooding and other hazard risks

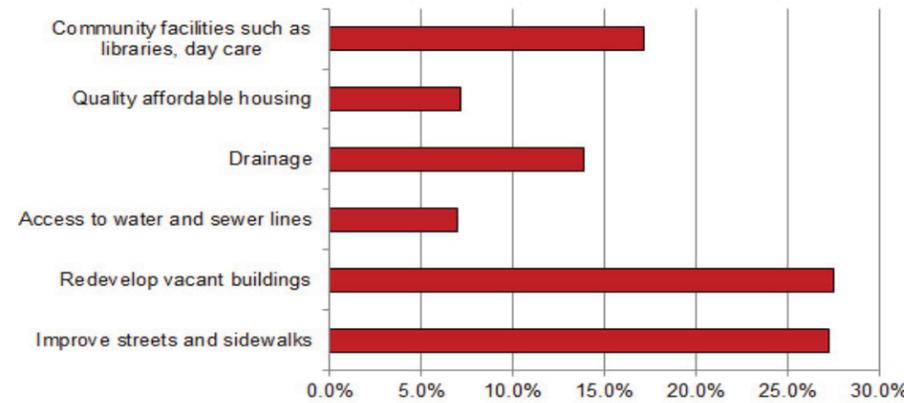


Figure 57: Neighborhood improvements needed
Source: West Market Workshop Survey Results

Deteriorating Image

Image and deteriorating neighborhoods were among the top concerns of the community at the West Market Area workshops. Old deteriorating buildings, foreclosed homes, vacant and unmaintained parcels with overgrown vegetation, all contribute to the declining image of the neighborhoods. Vacant and run down strip malls, liquor stores, bars, and related activities along the U.S.19 corridor mark the entrance to some of the neighborhoods. These elements not just hamper the appearance of the neighborhoods but also create unsafe conditions, attract crime, and reduce the overall property values.

Housing and Homelessness

Two significant issues facing the West Market Area are homelessness and the lack of good-quality affordable housing. Although there are cheaper options for housing within the West Market Area, the available low-cost housing stock lacks sufficient infrastructure and is often inadequately maintained, thereby contributing to the overall negative image of the neighborhoods.

Homelessness is another serious concern for the West Market Area. According to the Coalition for the Homeless of Pasco County there were approximately 4,442 homeless people within the County on any given day in 2010. In addition, there were several nearly-homeless children in Pasco County that were doubled and tripled up in homes with other families. Although it is difficult to accurately determine the

number of homeless people within the West Market Area, as indicated by the workshop participants, homelessness is a major concern in certain neighborhoods.

Crime

Crime and the lack of safety are other top concerns for the Area residents which are not isolated from some of the issues discussed earlier. High foreclosure rates, high vacancy levels, a transient population, signs of blight, and proximate incompatible uses create environmental conditions that encourage crime. According to the West Market Area workshop participants, vacant, derelict properties and homeless people loitering in neighborhoods are some of the factors that contribute to the overall sense of insecurity within the neighborhoods.

Inadequate Infrastructure

Another critical concern for the neighborhoods is lack of sufficient infrastructure such as water, sewer, and stormwater. Comments received at the community workshops proved that this is a common concern for most residents within the study area. The majority of the infrastructure within the West Market Area is old and worn out and hasn't kept up with the increase in population and household size. In addition, a number of houses within West Market's neighborhoods are currently served by private wells and septic tanks. Inadequate infrastructure and the costs of extending it are critical concerns that cannot be ignored, especially to meet increased demand that might result from redevelopment.

Lack of Community Amenities

According to the West Market Area workshop participants, the provision of community amenities is another issue that requires significant attention. The majority of the study area's neighborhoods lack basic amenities, such as libraries, medical clinics, community centers, and grocery stores. Not having these day-to-day necessities within close walking distances, makes residents more dependent on automobiles and increases their transportation costs. This disproportionately affects West Market Area's older residents who might have difficulty driving and low-income households who might have limited income to spare for transportation.

Hazard Risks

Coastal neighborhoods within the West Market Area enjoy excellent access to the water, beautiful views of the Gulf Coast, and all other benefits that come with it. However, being in close proximity to a major waterbody also increases their vulnerability to flooding, storm surges and hurricanes. Flooding, both inland and coastal, is a common issue in a number of neighborhoods within the West Market Area.

Strengths

The issues discussed above indicate the many challenges faced in improving West Market Area’s neighborhoods. No matter how daunting these challenges may be, there are existing networks, systems, or programs that can be built upon to address these issues. Also, as mentioned earlier, close proximity to the Gulf, access to the waterfront, and the natural environment are key factors that make West Market Area’s neighborhoods unique. If effectively enhanced and improved, these elements can be extremely helpful in rebuilding the much-needed community image. In addition, foreclosed properties and vacant parcels can be seen as redevelopment opportunities for incorporating community amenities into the fabric of the neighborhoods. The West Market Redevelopment Plan identifies these strengths and proposes a framework for action that effectively utilizes them. The following sections highlight the overall vision for community rebuilding, the key focus areas, and the possible strategies for implementation.

Community Infrastructure and Planning Vision

- Provide a safe, healthy, and sustainable community environment.
- Improve and strengthen community image and identity.
- Provide sufficient community services to ensure a good quality-of-life.
- Provide effective and sustainable stormwater management systems.
- Expand and improve the County utilities services.
- Enhance water conservation and reuse programs.

Key Focus Areas:

- 1 Homelessness
- 2 Crime and Safety
- 3 Neighborhood Revitalization
- 4 Housing and Other Community Services
- 5 Water and Sewer
- 6 Flooding, Stormwater, and Hazard Risks

1. Homelessness

Increasing homelessness in the West Market Area is an indicator of the housing issues, employment/financial problems, and economic volatility of households. According to the Florida Coalition report 2010, ‘Affordable Housing’ is the number one unmet need in Florida that leads to homelessness. Preventing and reducing homelessness, and helping people transition back into homes is crucial for creating a healthy community.

There are several agencies that are actively involved in addressing the issue of homelessness. The Coalition for the Homeless of Pasco County is one such organization which represents a partnership of service provider agencies. Their programs provide different types of assistance to the homeless as well as to those who are at risk for homelessness. The Coalition for the Homeless of Pasco County has also developed the “10-Year Plan to End Homelessness in Pasco”. The implementation of this Plan would require a collaborative effort involving public and private agencies, non-profit organizations and the local community. Moreover, the issue of homelessness needs to be viewed in a comprehensive manner. Adequate affordable housing choices, reduction in transportation costs, vocational training facilities, and access to employment that covers household costs are some aspects that need to be addressed. In addition, homelessness is an issue that is often not very well understood. Factors that contribute to homelessness need to be identified. Outreach programs need to be developed that increase awareness about homelessness, the costs of homelessness, and the need for a coordinated effort. The following are some of the strategies to address homelessness within the West Market Area.

Strategies for Ending Homelessness:

- Work with the County’s Community Development Division and nonprofit agencies to implement “The 10 Year Plan to End Homelessness in Pasco County”.
- Utilize existing Homelessness Awareness Programs to educate the local community about homelessness and to encourage action.
- Coordinate with the School Board on Student in Transition Program to prevent and reduce homelessness.
- Identify homeless service gaps such as rent subsidies, job training, and prevention resources, and work with relevant organizations to address these gaps.

2. Crime and Safety

Offense	2008	2009	2010	2011	Total
ASSAULT, AGGRAVATED	196	158	162	113	629
BATTERY, AGGRAVATED	220	195	158	110	683
BATTERY, AGGRAVATED (LEO)	NA	NA	NA	5	5
BATTERY, AGGRAVATED (PREGNANT)	29	26	12	13	80
BURGLARY, AUTO	1663	1538	971	814	4986
BURGLARY, BUSINESS	408	329	256	204	1197
BURGLARY, CONVEYANCE	41	33	19	24	117
BURGLARY, RESIDENCE	1637	1665	1521	1257	6080
BURGLARY, STORAGE UNIT	17	18	9	14	58
CHILD ABUSE, AGGRAVATED	11	10	16	6	43
DOMESTIC VIOLENCE, AGG. (PREGNANT)	16	27	17	17	77
DOMESTIC VIOLENCE, AGGRAVATED	143	136	126	100	505
HOMICIDE	5	2	4	2	13
HOMICIDE, ATTEMPT	NA	NA	NA	2	2
INVOLUNTARY SEXUAL BATTERY	127	117	97	71	412
ROBBERY	NA	NA	75	38	113
ROBBERY, ARMED	91	90	73	45	299
ROBBERY, BANK	NA	NA	5	5	10
ROBBERY, HOME INVASION	36	27	17	23	103
ROBBERY, SUDDEN SNATCH	27	28	38	23	116
STALKING, AGGRAVATED	8	7	12	9	36
THEFT, GRAND	1290	1183	1114	991	4578
THEFT, PETIT	1306	1369	1289	904	4868
THEFT, RETAIL	1048	970	989	671	3678
THEFT, VEHICLE	442	403	258	196	1299
TOTAL	8845	8421	7251	5657	30174

Figure 58: Crime statistics in the West Market Area (2008-2010)
Source: Pasco County Sheriff

Although in recent years, the overall crime rate has reduced in the West Market Area, crime is still a concern for some of the neighborhoods (See Figure 59). As indicated by the crime density map, certain pockets around U.S. 19 corridor report a high incidence of crime.

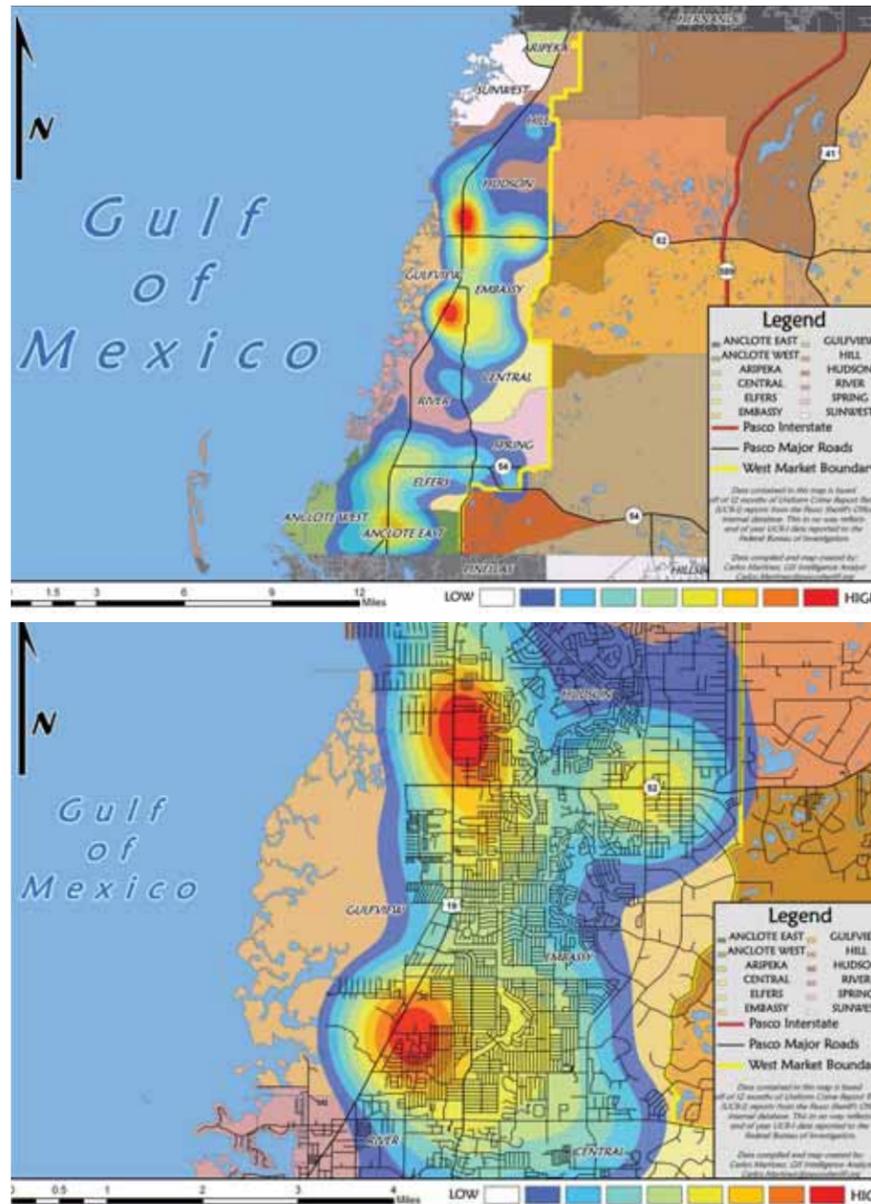


Figure 59: Crime density in the West Market Area (January to Dec. 2011)
Source: Pasco County Sheriff

The growing transient population within West Market Area’s neighborhoods is another factor that increases crime and the perception of insecurity. The lack of a stable resident population increases anonymity and weakens neighborhood ties, which eliminates any kind of social policing that could discourage crime and related activities.

The creation of an actively engaged community is an important strategy to address crime. There are existing programs such as the Neighborhood Crime Watch Program and the Security Patrol Program that follow this strategy and encourage citizens’ engagement in crime reduction.

Neighborhood Crime Watch Program

Neighborhood Watch is a crime prevention program that enlists the active participation of residents in cooperation with law enforcement to reduce crime, solve problems, and improve the quality-of-life in an area. This program trains residents to recognize and report crime and disorder problems within neighborhoods.

Security Patrol Program

The Security Patrol Program is a volunteer program supported by the Pasco Sheriff’s Office that organizes residents to visually patrol and report suspicious activity in their own communities. Active security patrols can be found in over 70 communities in Pasco County which includes several of the West Market Area’s neighborhoods.

In addition to neighborhood policing and community-based crime prevention strategies, there are other environment-based strategies that could be adopted to address crime. Known as ‘Crime Prevention Through Environmental Design’ (CPTED), these strategies focus on treating the built environment and reducing the conditions that encourage crime.



Figure 60: Territoriality markers and community activities help increase a sense of ownership and reduce the perception of insecurity.
Source: Internet

The key components of CPTED include: promoting a sense of ownership through fences, signs, and artwork; creating activities that support natural surveillance; controlling access; ensuring regular maintenance through cleanup activities; employing surveillance techniques such as cameras and police patrolling; and improving lighting and alarm systems. CPTED is a comprehensive approach towards crime prevention that is currently applied to a number of communities throughout the U.S. Adopting and implementing these strategies in the West Market Area would be extremely helpful, not just by deterring crime but also by reducing the perception of insecurity within neighborhoods.



Figure 61: CPTED - target hardening and surveillance strategies
Source: usask.ca

The following are some of the strategies to address crime within the West Market Area.

Strategies for Addressing Crime and Safety Issues:

- Help increase awareness about crime and drug prevention programs such as the Florida Department of Education’s Safe and Drug-Free Schools Program and the School Resource Officers Program.
- Coordinate services, identify and prioritize target areas, and apply Crime Prevention through Environmental Design (CPTED) strategies to improve community safety.
- Coordinate with the Sheriff’s Office and neighborhoods to enhance and expand Neighborhood Crime Watches and the Security Patrol Programs.

3. Neighborhood Revitalization

Neighborhood revitalization is the idea of enhancing neighborhood resources, improving housing and job options, increasing access to public services, and improving the overall quality-of-life for residents. These neighborhood revitalization goals are usually achieved through a collaborative effort involving local governments, non-profit organizations, small businesses, and community groups. Neighborhood revitalization can be a lengthy process made up of a series of community improvement projects.

A good number of the West Market Area’s neighborhoods currently face abandonment, foreclosures, home-maintenance issues, crime, and a variety of other related problems. Transforming some of these neighborhoods into healthy, safe, and livable communities, calls for a massive revitalization effort. There are several agencies, and local and regional resources that can be mobilized to achieve this goal. The following are some of the programs that are currently being employed to revitalize West Market Area’s neighborhoods.

Neighborhood Stabilization Program

The Neighborhood Stabilization Program (NSP) focuses on stabilizing communities that have suffered from foreclosures and abandonment. It accomplishes this by providing NSP funds that encourage the purchase and redevelopment of foreclosed and abandoned homes and residential properties. There are three types of NSP funds that are available. NSP1 is authorized under Division B, Title III of the Housing and Economic Recovery Act (HERA) of 2008, and is provided to all states and selected local governments on a formula basis. NSP2, a term that references the NSP funds authorized under the American Recovery and Reinvestment Act (the Recovery Act) of 2009, provides grants to states, local governments, nonprofits and a consortium of non-profit entities on a competitive basis. The Recovery Act also authorizes HUD to establish NSP-TA, a \$50 million allocation made available to national and local technical assistance providers to support NSP grantees. NSP3 represents NSP funds authorized under the Dodd–Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank Act) of 2010. It provides a third round of neighborhood stabilization grants to all states and select governments on a formula basis.

The County’s Neighborhood Stabilization Programs have received NSP1, NSP2, and NSP3 grants. Since 2008, this program has invested over \$3.9 million in New Port Richey and over \$3.7 million in Holiday for house acquisition and rehabilitation, and dedicated over \$5.1 million to the Greater Elfers area.

Implementation of the Neighborhood Stabilization Program within the West Market Area has been successful in effectively reutilizing foreclosed homes that otherwise contributed to neighborhood blight and crime. This program has helped in improving property values, reviving neighborhoods, and meeting the housing needs within the West Market Area. Revitalization efforts such as these can be further strengthened if strategically coordinated with community-based efforts. Creation of neighborhood groups and clean-up programs are some of the redevelopment initiatives that could be led by the local community. Other steps that could be taken to arrest decline in neighborhoods include: strengthening code enforcement; developing outreach campaigns to increase awareness about minimum housing standards and maintenance; identifying constraints for redevelopment; streamlining procedures; and encouraging public participation in redevelopment decisions. Similar strategies that can help transform the West Market Area’s neighborhoods are summarized herein.

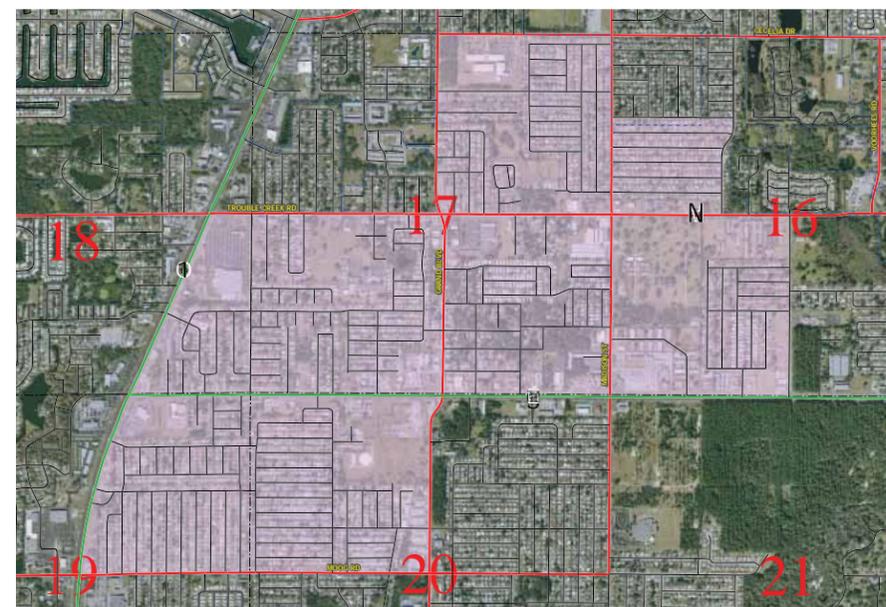


Figure 62: NSP 3 Target Areas - Elfers and other neighborhoods south of New Port Richey; Source: Pasco County GIS

Strategies for Neighborhood Revitalization:

- Continue to focus planning efforts, Capital Improvement Plan (CIP) and funding towards Community Development Target Neighborhoods to arrest blight and encourage redevelopment.
- Enhance the Minimum Maintenance Ordinance, educate the public about the ordinance, and strengthen code enforcement to ensure adequate and regular care and maintenance of all properties located within the West Market Area.
- Develop strategies to increase interaction between local government, home owner associations, and community based organizations. Encourage active participation in redevelopment decisions through the creation of neighborhood councils.
- In collaboration with the cities of New Port Richey and Port Richey identify resources and funding required to establish and/ or reinstitute Neighborhood Planning Programs that foster area-level planning, community building and crime prevention.
- Develop a Rental Inspection Program to ensure that the rental housing stock meets minimum housing standards. Implement the program in the West Market Area as a pilot study prior to county-wide application.
- Evaluate the Demolition of Slum or Blighted Structures Ordinance (Code of Ordinances Chapter 79) and streamline underlying actions and procedures for effective implementation.
- Develop a combined funding mechanism that includes federal, state, and local grants such as NSP, Community Development Block Grant (CDBG), Brownfield grants that can be used for demolishing abandoned or blighted structures.
- In partnership with Area residents and community based organizations, develop and implement effective code enforcement strategies for target areas. Strategies could include neighborhood cleanup programs and outreach campaigns.
- Streamline existing permitting processes and provide incentives to encourage home improvements.
- Evaluate the Land Development Code Section 1104: Flood Damage Prevention Section and identify strategies that will help reduce potential obstacles to redevelopment.

4. Housing and Other Community Services

Community facilities enhance the lives of residents in numerous ways. These facilities help create livable and self-sufficient communities that cater to the needs of the young as well as the old. The majority of West Market Area's neighborhoods fail to provide some of these essential facilities to its residents. Good quality affordable housing choices are very limited. In addition, community facilities such as grocery stores, libraries, day care centers, and medical clinics are often not available within close walking distances, making it difficult for those who can't afford to or are too old or infirm to drive.

There are several departments and agencies such as Pasco County Community Development Division, Pasco County Housing Authority, the Habitat for Humanity and Deaf Service Bureau of West Florida that are currently involved in addressing affordable housing needs. In partnership with the Pasco Opportunity Program (POP) agencies, the Pasco County Community Development Division provides homeownership opportunities for purchasing and rehabilitating foreclosed and abandoned properties in the West Market Area. These rehabilitated homes purchased using NSP funds, are sold to eligible low- and moderate-income individuals and families. The County's Community Development Division also assists partnering nonprofit POP agencies with the construction of new homes in targeted areas. They provide support to eligible individuals and families to rehabilitate their homes, and increase their standard of living. In addition, they connect residents to housing counseling agencies that provide assistance on maintaining homeownership and overcoming financial and budgeting constraints.

In addition to the strategies mentioned above, the supply of affordable housing choices can also be created by allowing the provision of granny houses, garage apartments, Katrina cottages, and live-work units within neighborhoods. This will not only help in integrating affordable housing options within the existing neighborhoods, but also provide homeowners with an additional source of income. With a considerable number of households earning way below the

area median income, lack of affordable housing choices is a critical issue for the West Market Area. However, as discussed, there are efforts being taken at various levels to meet this increasing demand. The lack of community facilities within neighborhoods is one issue that still requires more attention. In many ways this need is not isolated from the housing affordability issue. Not having basic amenities within close walking distances in West Market Area's neighborhoods forces residents to drive, which increases their transportation costs thereby affecting the overall affordability. Some of the potential strategies that could be employed to address these issues are given below.

Strategies for Meeting Housing and Other Community Needs:

- *Collaborate with public and private agencies, and non-profit organizations to provide quality affordable housing.*
- *Develop strategies to identify and address community services needs such as health care services, home-care and senior care services, after-school programs, and daycare services.*
- *Identify additional funding sources to support library services and develop effective marketing strategies to encourage public participation in library fund-raising programs.*
- *Work with the libraries to update their Long Range Strategic Plan and help develop strategies for collocation of libraries, parks, and community centers.*
- *Coordinate with schools to develop shared-use programs for school facilities that will help open up existing facilities for community use during after-school hours.*
- *Coordinate with residents, home owner associations and community based organizations to identify appropriate locations for community centers and identify strategies to develop and maintain them.*
- *In collaboration with educational institutions, develop a program to educate and engage students in redevelopment planning processes.*

- *Develop mandatory and incentive programs that encourage and ensure the provision of affordable housing in new development and redevelopment projects.*
- *Identify cost-effective sustainable green strategies and encourage their adoption into redevelopment, affordable housing, and repair/rehabilitation projects.*
- *Disperse affordable housing within neighborhoods and ensure easy access to community facilities and services such as transit, parks, schools, grocery stores, and employment.*
- *Evaluate the usage of alternate housing options, such as Katrina cottages, as a replacement for mobile homes in flood prone areas.*

5. Water and Sewer

Not having sufficient water and sewer infrastructure can significantly hinder West Market Area's plans for redevelopment. Today, several neighborhoods in the West Market Area struggle due to high utility costs and inadequate supply. The West Market Area is currently served by County Utilities, multiple private utility companies and individual wells and septic tanks. Private utilities are regulated and controlled by Public Service Commission and do not overlap with County services. There is also an increasing concern about the water quality and cost for services provided by private utility companies within the West Market Area. According to the participants at the West Market Area workshops, most residents prefer to be served by the County's central water and sewer system owing to the lower costs associated with it. Inadequate infrastructure is a major deterrent for new business development as well as expansion of existing businesses. Having numerous utilities service boundaries creates a great hardship for investors to attain new utilities services in a cost effective way.

In the wake of redevelopment plans for the West Market Area, water conservation is another aspect that demands serious consideration. Although not an immediate concern, maintaining water

quality and conserving water is a local as well as regional issue that calls for careful planning and preparation. Today, the West Market Area is home to more than 200,000 residents. Redevelopment of the study area would bring in a lot more residents and workers, increasing our water needs manifold. There are many local and regional agencies that have recognized these concerns. For example, both the Tampa Bay Water (TBW) and Southwest Florida Water Management District (SWFWMD) have developed programs to increase awareness about water conservation issues. Pasco County also has an Ultra Low Flow Toilet (ULFT) Rebate Program that encourages conservation of water in homes. Additional sustainable practices and programs need to be developed that reduce water consumption, protect drinking water resources, reduce the cost of water supply and sewer service, and help customers save money. The following are some of potential strategies for meeting water and sewer infrastructure needs.

Strategies for Addressing Water and Sewer Needs:

- Continue to coordinate with SWFWMD and Tampa Bay Water to initiate an awareness campaign that educates residents and business owners about water shortages, and the need for conservation and reuse programs.
- Assess the potential impacts of redevelopment on utility service needs within the West Market Area and identify possible challenges as well as strategies for future expansion.
- Identify specific conditions that limit the expansion of utilities to areas that are currently dependant on wells and septic tanks, and identify alternate strategies for service provision.



Figure 63: Stormwater management systems as community amenities
Source: lakecountyil.gov

- Continue to coordinate with the municipalities to improve utility services and evaluate the effectiveness of inter-local agreements.

6. Flooding, Stormwater, and Hazard Risks

As was indicated by the workshop participants, flooding is a major concern that affects several neighborhoods within the West Market Area. The study area is vulnerable to both coastal and inland flooding. It includes a number of communities that fall under the County’s storm surge zones. It also includes a number of areas known as the ‘Repetitive Loss Areas’ that experience repeated flooding even during moderate rainfall events (See Figure 65). This is a critical concern that has serious recurring cost implications both for the residents as well as the public agencies.

The West Market Area is also vulnerable to large wind events and tropical storms. As was evident from the recent Tropical Storm ‘Debby’, these events can cause severe damage to structures, houses, roads and infrastructure costing up to millions of dollars. In addition it can disrupt lives, render residents homeless from days to weeks and cause critical health concerns. Tropical Storm Debby caused extensive flooding in various parts of the West Market Area which included areas such as Millpond Condo, Park Lake Estates, Seven Springs Mobile Home Park, Villa Entrada and Suncoast Gateway Mobile Home Village (See Figure 64 and 66).

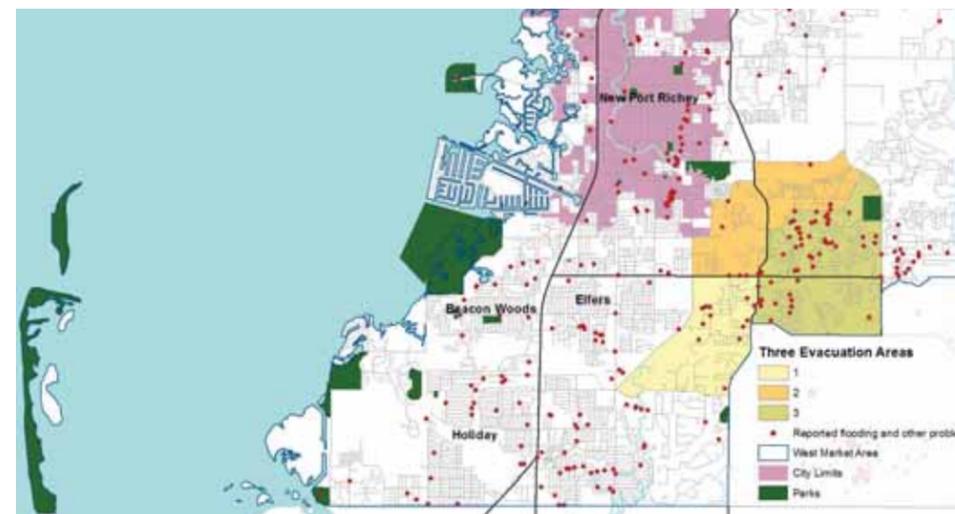


Figure 64: Evacuations areas established during Tropical Storm Debby, June 2012; Map created using Pasco County GIS data.

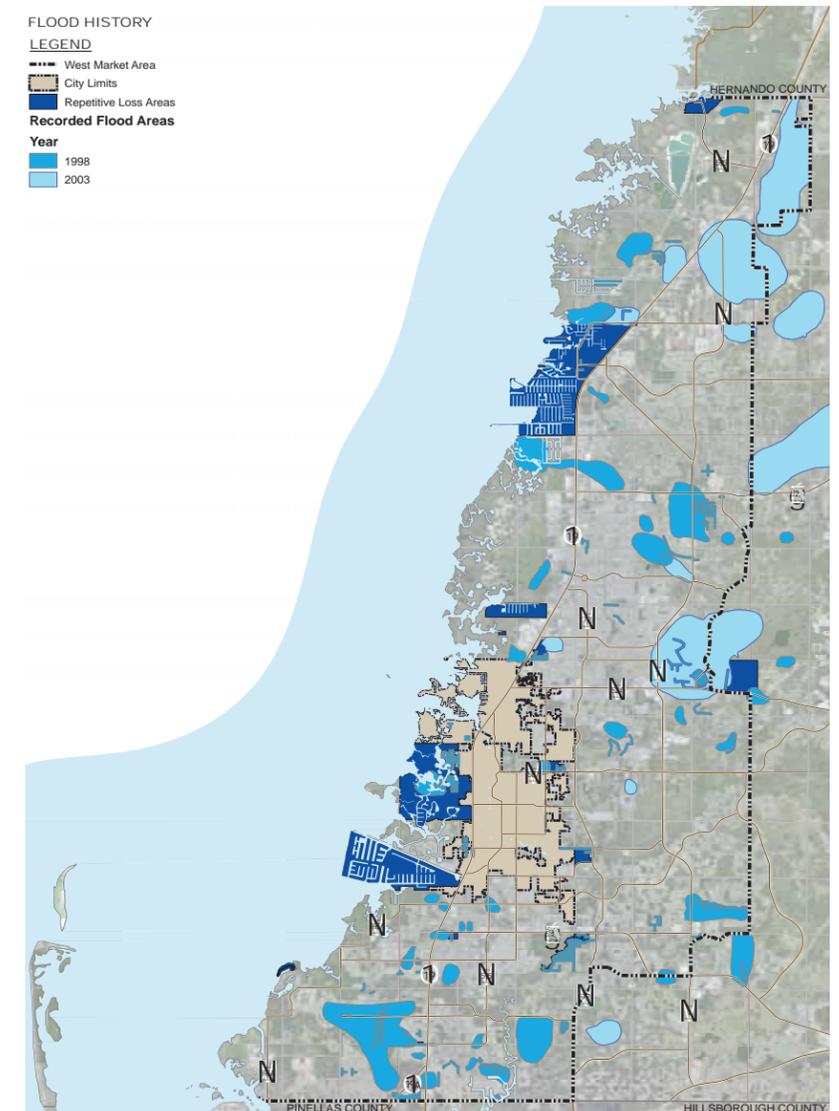


Figure 65: Areas with historical flooding
Source: Pasco County GIS and Stormwater Management



Figure 66: A mobile home park on Ridge Road that was severely impacted by Tropical Storm Debby; Source: Google map 2012



Figure 67: Past flooding events in the West Market Area
Source: baynews9.com



Figure 68: Wildfire, Beacon Woods (2009); Source: tampbay.com; Drew Harwell



Figure 69: Wildfire, Bartow Florida (2011); Source: vasmokebear.blogspot.com

Stormwater Management

The County’s Stormwater Management Division and the Office of Emergency Management are together developing a number of sustainable strategies to address these flooding concerns. The County’s Stormwater Division is also developing a Drainage Basin Study with the help of Southwest Florida Water Management District (SWFWMD) and a private consultant. Drainage improvements needed to address flooding concerns will be determined through this study. The County is also working with property owners to acquire drainage easements to allow for drainage improvement for the neighborhood. However, owing to lack of awareness about the intent and benefits of drainage easements, property owners are often reluctant to consider drainage easement on their individual properties, which delays and hampers the efforts to resolve flooding problems.

In addition to the ongoing efforts discussed above, there are additional sustainable stormwater systems that can be adopted to reduce flooding. These sustainable stormwater systems mimic the natural water cycle and utilize practices such as infiltration, evapotranspiration, biological treatment, directing runoff, minimization of impervious surfaces, and conservation of natural vegetation. These methods typically employ strategies that disconnect the flow from storm sewers and direct runoff to natural systems like landscaped planters, swales, and rain gardens, thereby reducing and filtering stormwater runoff.



Figure 70: Post Katrina flooding in New Orleans (2005)
Source: pilpca.org

Other Hazards

Flooding is only one of the hazard risks that the communities of the West Market Area face. Apart from inland and coastal flooding, the study area is vulnerable to a wide range of natural hazards such as coastal storm surge, hurricanes, tornadoes, wildfires, and sinkholes. A large percentage of West Market Area’s dwelling units are located along the coast and a considerable number of them fall within the storm surge zones. A vast majority of its houses and other struc-

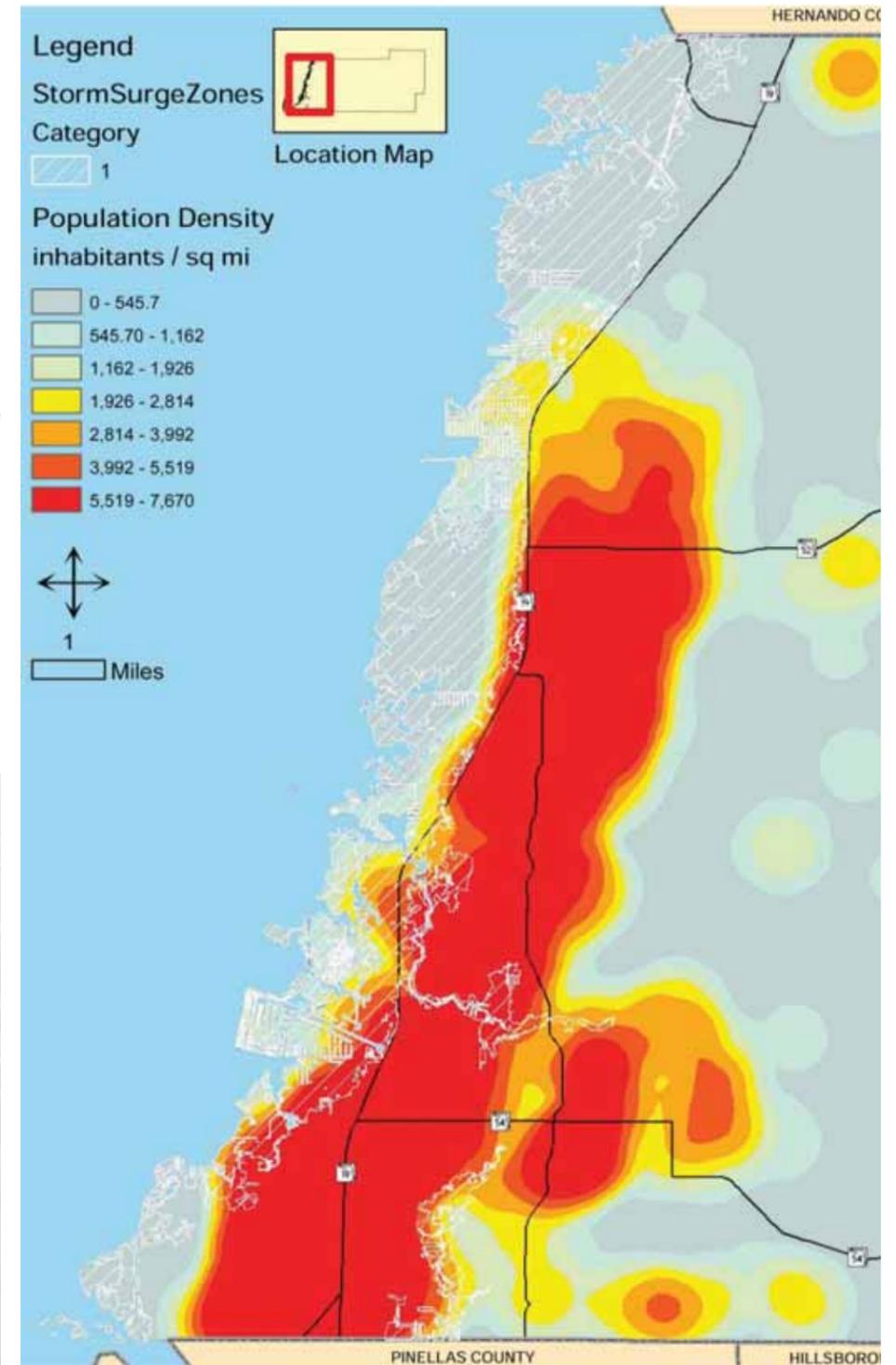


Figure 71: Population Density within the Category 1 storm surge zone, West Market Area; Source: Pasco County GIS

tures were built before the enactment of the Florida Building Code or prior to the modifications to the flood ordinance making them highly vulnerable to flood and high wind events.

In addition to high-wind events, floods, and storm surge, specific areas within the West Market Area also have moderate to high risks for wildfires. According to the County's Community Wildfire Protection Plan (CWPP), communities such as Bayonet Point, Hudson and Jasmine Estates have moderate wildfire risks while Forest Hills, located in the southern part of the West Market Area, has a high risk for wildfires.

Thus, as is evident from the discussion above, the West Market Area is vulnerable to various types of natural hazards. While there are certain hazards that have a high probability of occurrence within the West Market Area, there are also characteristics that increase our vulnerability towards them. Coastal context, proximity to wooded areas, topography, soil type, development pattern, age and condition of structures and infrastructure, and the existing flood control measures are various factors that contribute to the overall vulnerability. Factors such as built-form characteristics, and social and economic conditions within the West Market Area not only increase the risks to different hazard types but also affects our capacity to recover from a catastrophic event. Large population, high density, a large number of older residents, disabled population, high household-to-cost burden, and unemployment are factors that can seriously impact our ability to quickly recover and redevelop following a major disaster.

As we plan to redevelop the West Market Area these are critical concerns that need to be addressed. The proposed developments in the West Market Area should follow a development framework that reduces hazard risks, prevents current and future costs related to hazards, and also improve the chances for redevelopment following a major event. The last aspect is extremely critical as the West Market Area includes a significant proportion of the County's residents, housing stock, infrastructure, and business investments. At the same time, it has a high risk for large

catastrophic events such as hurricanes. The County's Post-Disaster Redevelopment Plan (PDRP) identifies some of these social, economic, and environmental issues that can delay or hamper recovery from a major event. The planning process for the PDRP has established a framework for post-disaster action and a repository of local and regional resources that can inform the West Market Area's redevelopment efforts. Strategies need to be developed that closely integrate both the plans and incorporate post-disaster redevelopment and hazard-mitigation intentions into West Market's redevelopment. The following are some of the potential strategies that can be adopted.

Strategies for Stormwater Management and for Addressing Hazards:

- *Continue to map and evaluate flood-prone areas and identify potential mitigation strategies.*
- *Enhance the existing stormwater management system by applying sustainable design principles.*
- *Encourage sustainable stormwater management strategies such as rainwater harvesting, green roof, bio-swale, and pervious pavement in both residential and nonresidential developments.*
- *Identify site planning, building design and economic development strategies that will mitigate the impact of disasters and/increase the capacity for a successful post-disaster recovery.*
- *Analyze relevant local codes, ordinances, and procedures to assess their capacity for effectively addressing concerns related to post-disaster recovery and redevelopment. Concerns could include: creating post-disaster permitting procedures, establishing build-back policies, and ensuring disaster-resilient redevelopment.*

- *Analyze the Land Development Code and assess the possibility of allowing Katrina Cottages and other flood-resistant, affordable housing options within flood-prone areas.*
- *Review the Land Development Code and the Comprehensive Plan to identify opportunities for hazard mitigation.*
- *Utilize Transfer of Development Rights (TDR) and other development strategies to redirect growth away from environmentally sensitive areas, areas with repeated flooding, and locations with high disaster risks.*
- *Identify redevelopment strategies and alternate land uses for coastal high-hazard areas and areas experiencing repeated flooding.*
- *Develop an effective public education program to inform residents about the importance of drainage easements, self-maintenance of existing stormwater systems (such as drainage ditches, swales, and culverts) and sustainable stormwater practices to reduce/prevent flooding.*
- *Develop public outreach programs that increase awareness about hazard risks, vulnerability and available help for disaster preparedness and post-disaster recovery.*

ENVIRONMENT, OPEN SPACE AND TOURISM

Introduction

Parks, trails, gardens, and playgrounds are essential ingredients for creating a sense of community. They offer a wide range of social, environmental, economic, and health benefits to its users. They bring us closer to nature, improve our psychological and physical health, create opportunities for interaction, and make our environment an attractive place to live and work. The following section, 'Environment, Open Space, and Tourism', discusses some of these components in relation to the West Market Area. It highlights the needs, concerns, and constraints associated with the creation of an open space network. It identifies the different types of open spaces of varying scales that can be incorporated into the study area. It also highlights the possibility of using this open space system, including coastal and natural resources, for enhancing Tourism and related activities.

Concerns

The topic Parks and Open Spaces attracted a lot of comments from the general public during the West Market Area workshops. Workshop participants eagerly expressed their concerns about parks, and identified possible locations for future open spaces during the map exercise. The following are some of the major environment and open space concerns that were raised during the community meetings.

Major Environment and Open Space Concerns

- **Need more parks.**
- **Need more trails and riverwalks.**
- **Need to improve public access to the coast.**
- **Preserve natural resources and habitats.**
- **Promote Eco-Tourism.**

The West Market Area has a number of parks and natural open spaces strewn all along its coast. Mostly under County and State ownership, the majority of these parks are well preserved and offer a great variety of wildlife, natural habitats, and scenic views. Although there is an abundance of large parks and preserves, there are only a few small scale parks available within the neighborhoods within close walking distances. In addition, there are no safe pedestrian or bicycle connections between the existing parks and the surrounding neighborhoods. So although there are some incredible resources available, their utility for the local communities is limited due to lack of proper directions, signage, or connectivity. The coast is another great asset to the West Market Area whose utility is not fully maximized. There are very few places where the general public can access the coast and enjoy uninterrupted views to the Gulf. Also places that do offer these views, are seldom well advertised or connected to the neighborhoods.

Strengths

Although there are issues and gaps that need to be addressed, Environment and Open Space is one topic where the West Market Area has many strengths. As mentioned earlier, the study area has a vast natural environment. Its coast, riverfront, wetlands, marshes, and channels offer a variety of opportunities to engage with nature. With all these natural assets, an excellent connectivity to the region both through water and land, and ample redevelopment opportunities, the West Market Area holds immense potential for becoming a viable tourist destination.

Vision and Focus Areas

Although the West Market Area has all the key elements to create an attractive open space system there are a few critical gaps. It needs to maximize existing strengths and create open spaces that are accessible and usable to a variety of users. However, this is not possible without developing a comprehensive framework. The vision for the West Market Area attempts to create this framework of parks, trails, and open spaces. It intends to develop green spaces of varying types and scales, including dog parks, community gardens and other family-oriented gathering spaces as were identified by the workshop participants.

In addition, it focuses on establishing the connections needed to make these amenities available to all. Lastly it emphasizes on protecting, preserving, and enhancing our natural assets, and opening up this park system to the general public to create new opportunities for tourism.

The vision for Environment, Open Space, and Tourism and the key focus areas needed to achieve this vision are summarized below.

Environment, Open Space and Tourism Vision

- **Provide a sufficient number of parks.**
- **Develop a well connected park and open space system using bike paths, trails, and riverwalks.**
- **Promote eco-tourism and enhance recreational opportunities.**
- **Enhance the coastal environment and increase public accessibility.**
- **Protect natural resources and habitats.**

Key Focus Areas:

- ① **Parks and Open Space**
- ② **Community Gardens**
- ③ **Trails, Riverwalks and Blueways**
- ④ **Environmental Resources and Tourism**

1. Parks and Open Space

A Park can serve a variety of functions depending on its type and scale. Providing places for recreation and exercise, providing opportunities for social networking, restoring native habitat, reducing flooding, improving water quality, strengthening community ties, and connecting and revitalizing neighborhoods are some of its prime functions.

The West Market Area community workshops proved to be very helpful in understanding the community's vision for parks. Another way to determine what types of parks would best serve the local community is to understand the demographic profile of the study area.

According to the 2010 Census, approximately 24% of West Market Area's population comprises senior citizens aged 65 years or above. Young and middle-aged adults form more than half (approx. 55%) of its total population. In recent years, the West Market Area has also seen an increase in larger families and small children households. Children aged 14 years or less represent the age cohort that has shown the most growth from 2000 to 2010, forming approximately 17.5% of West Market's total population. Having a good mix of most age groups indicates the need for a variety of open spaces that appeals to people of different ages. A larger share of older people and young children also indicates the need to disperse these amenities within neighborhoods within close walking distances well connected with safe pedestrian and bicycle networks.

The following section outlines the different types of open spaces that can be incorporated to serve different types of users.

Open Space Categories

A Park is a natural preserve available for unstructured recreation. A park may be independent of surrounding building frontages. Its landscape shall consist of paths and trails, meadows, water bodies, woodland and open shelters, all naturalistically disposed. Parks may be linear, following the trajectories of natural corridors. The minimum size shall be eight acres. Parks shall be located on the edges of settlements.

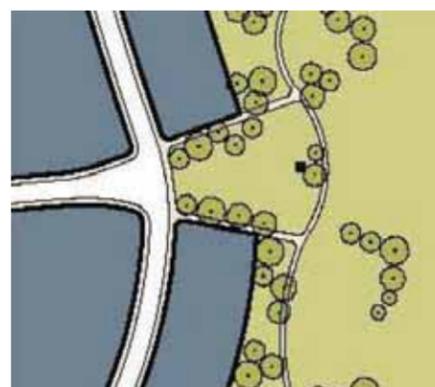


Figure 72: Park
Source: Smart Code

A Green is available for unstructured recreation. A Green may be spatially defined by landscaping rather than building frontages. Its landscape shall consist of lawn and trees, naturalistically disposed. The minimum size shall be 1/4 acre and the maximum shall be eight acres.

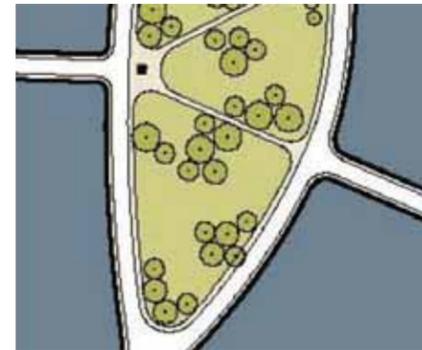


Figure 73: Green
Source: Smart Code

A Square is available for unstructured recreation and civic purposes. A square is spatially defined by building frontages. Its landscape shall consist of paths, lawns and trees. Squares shall be located at the intersection of important thoroughfares. The minimum size shall be 1/4 acre and the maximum shall be five acres.

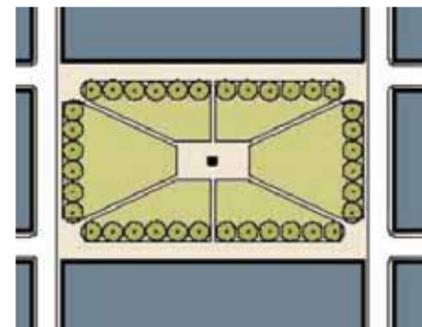


Figure 74: Square
Source: Smart Code

A Plaza is available for civic purposes and commercial activities. A plaza shall be spatially defined by building frontages. Its landscape shall consist primarily of pavement. Plazas should be located at the intersection of important streets. The minimum size shall be 1/4 acre and the maximum shall be two acres.

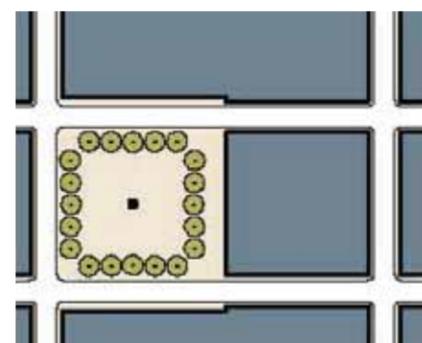


Figure 75: Plaza
Source: Smart Code

A Playground is an open space designed and equipped for the recreation of children. A playground should be fenced and may include an open shelter. Playgrounds shall be interspersed within residential areas and may be placed within a block.

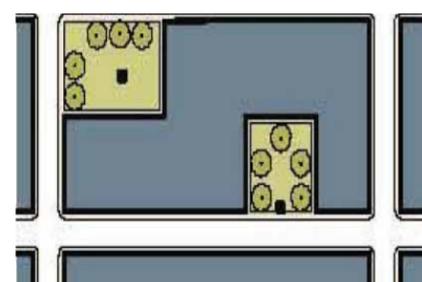


Figure 76: Playground
Source: Smart Code

An important next step to identifying the types of open spaces is identifying implementation mechanisms for creating these resources. Integrating parks into an existing development has its own limitations. Acquiring and redeveloping vacant and abandoned lots as parks, utilizing unused parking lots, and creating shared-use spaces are some of the strategies that could be adopted in the West Market Area. Some of these approaches are discussed below.

Red Fields to Green Fields

The West Market Area has a number of vacant, financially distressed parcels that currently contribute towards reduced property values, negative image, crime, and vagrancy. These underutilized spaces represent an opportunity to create parks and other open spaces. An excellent example for this is the old Sunwest mining site that is envisaged as a nature-based recreational and entertainment destination.



Figure 77: Urban imagery depicting reutilized Red Fields
Source: Red Fields to Green Fields, Los Angeles

Converting such parcels into usable amenities such as parks can help revitalize neighborhoods, fulfill recreational needs, and improve the image and property values. The Red Fields to Green Fields is one such initiative that is currently implemented in cities such as Detroit, Phoenix, and Houston.

It is a public-private partnership to acquire 'Redfields' which are vacant, foreclosed, and underutilized properties and convert them into 'Green Fields' i.e. parks and playgrounds. The Redfields to Green Fields initiative involves several example projects and implementation strategies that the West Market Area can use as models.

Reutilizing Vacant Parking

A parklet is a type of small urban park, often created by replacing several under-utilized parallel parking spots with a patio, planters, trees, benches, café tables, fountain(s), artwork, sculptures or bicycle parking. Parklets are designed to provide a public place for citizens to relax and enjoy the atmosphere around them. They are usually provided in dense urban settings where either parks are lacking or the existing sidewalk width is not large enough to accommodate vibrant street life activities. Parklets can be designed to be either permanent fixtures, or temporary/seasonal features.



Source: sf.streetsblog.org



Figure 78: Examples of Parklets that efficiently re-utilize unused parking spaces as quick-fix urban landscapes; Source: downing-co.com/tag/parklet/

The West Market Area has a vast expanse of vacant and underutilized parking lots, a portion of which could be reutilized as parklets. If supported by sidewalks, adequate landscaping, and pedestrian infrastructure, these parklets can help in revitalizing our streets and creating a vibrant urban streetscape.

Joint Use Agreements with Schools

The West Market Area lacks safe and adequate places for recreation. There are a number of recreational facilities that are currently provided by the schools, although most of these facilities are not accessible beyond school hours. The Pasco County school districts close their properties after hours to the public owing to concerns of vandalism, maintenance, and liability. Usually located in close proximity to neighborhoods, the recreational facilities provided by the schools are great resources that can be used by the local communities. Through a joint use agreement, the County can partner with the school district to address some of their safety and liability concerns. The creation of shared use facilities with school properties can significantly minimize the need to acquire additional land and capital expenditures to meet the community's open space needs.

As discussed above, there is a wide variety of open spaces that we can choose from and also a number of strategies that could be adopted to create them. The following is a summary of the potential steps for meeting the needs for parks and open spaces.

Strategies for Parks and Open Space:

- Incorporate strategies within the Parks Master Plan to improve connectivity between the coast, parks, preserves, other open space systems (bike paths, trails, and riverwalks), neighborhoods, and tourist destinations.
- Conduct a qualitative and quantitative assessment of the supply and demand for parks based on demographics, income levels, etc.
- Identify potential sites that could serve as parks/open spaces in neighborhoods that currently lack any kind of recreational spaces.
- Work with schools, residents, and local businesses to plan and implement programs and activities that can enhance park usage.



Figure 79: Pithlachscotee River - a possible opportunity for creating a riverwalk connecting to U.S. 19 and downtown New Port Richey.

- Coordinate the siting of parks with location of park-supportive uses (such as shops, libraries, restaurants, schools, day care, etc) in order to enhance the park experience, ensure adequate park usage, and optimization of resources.
- Collaborate with public and private agencies and HOAs to identify partnerships, strategies or funding sources to support construction, operation, and maintenance of parks. Strategies could include planning special fundraising events, recreation programming, creating volunteer/samaritan groups, school programs encouraging parks cleanup and maintenance, etc.
- Analyze signage visibility and road conditions at park entrances to improve access to parks. Advertise and provide clear directions to parks on all major roads close to the park entrances.
- Collaborate with the City of Port Richey to help identify strategies, partnerships and funding required to redevelop and enhance the Port Richey Waterfront Park and its surrounding areas.
- Complete construction of the proposed Sunwest County Park.

2. Community Gardens

Apart from the opportunity to rest, play, and interact, parks can also serve as a source of food. Such parks that are dedicated to urban agriculture or food production are generally known as community gardens. A community garden is a unique category of open space that received a lot of attention at the West Market Area workshops. Participants of the workshops and online survey expressed the need for neighborhood gardens that could be used for producing locally grown food.

The West Market Area has a number of vacant, derelict lots that can be used to fulfill this need. Reutilizing these abandoned parcels as community gardens would benefit West Market Area's residents in multiple ways. It would increase their access to fresh nutritious food, help reduce family budgets, make residents more self-reliant, and also provide them with a potential source of income. These shared spaces can function as multipurpose gathering spaces for barbeques, potlucks, and other celebrations. Working together in the community gardens would also strengthen neighborhood ties and foster a sense of community. Thus, community gardens would act as catalysts to help revitalize the West Market Area's neighborhoods.

Community gardens are being implemented in various communities throughout the U.S. There are several resources and case examples that can be studied to understand its execution. The American Community Gardening Association (ACGA) is one such resource. It is a bi-national non-profit agency that supports the implementation of community gardens throughout U.S. and Canada. State and regional community gardens networks that fall under ACGA can provide the guidance and knowledge required to implement community gardens within the West Market Area.



Figure 80: Community gardens - effective utilization of unused spaces, creation of a local food source and an opportunity for social interaction.
Source: [Source: Sourcethestation.com](http://Sourcethestation.com)

The Florida Farm to School is another state level program that supports local food production. Farm to School enables every child to have access to nutritious food while simultaneously benefiting communities and local farmers. In addition to supplying nourishing, locally grown food in schools, the Farm to School program encourages and supports nutrition and agriculture education through taste tests, school gardens, composting programs, and farm tours. Farm to School connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition educational opportunities, and supporting local and regional farmers.

The Florida Department of Agriculture and Consumer Services is the lead agency for the Florida Farm Fresh Schools Program. Connecting this program to the community gardens within the West Market Area would not only help improve student health, but also help improve its local economy.



Source: capitalareafoodbank.org



Source: collegelifestyles.org



Source: healthyschoolscampaign.com



Source: georgetowner.com

Figure 81: Local food banks and food cooperatives

The following is a summary of the potential strategies for creating community gardens.

Strategies for Developing Community Gardens:

- Encourage agriculture and food production at the local or neighborhood scale. Help develop partnerships to establish and maintain community gardens, Community Supported Agriculture (CSA), and farmers' markets.
- Evaluate the possibility of purchasing and re-utilizing vacant and foreclosed properties as community gardens.
- Evaluate the Comprehensive Plan and Land Development Code to incorporate policies, standards, and regulations pertaining to urban agriculture.
- Work with schools and local farmers to promote and implement the Florida "Farm to School" Program, which incorporates locally grown produce into school meals.

2. Trails, Riverwalks and Blueways

Riverwalks, trails, and blueways are unique elements of an open space system. They are recreational elements in themselves and also serve as connections between parks and open spaces. As was evident from the comments received through the West Market Area workshops and online survey, the local community desires more trails, riverwalks, and blueways. Marking possible locations for future trails on maps, the workshop participants discussed the need to have a system of trails that not only connects the existing parks but also provides access to the regional park system. A network of Blueways connecting the West Market Area's coastal parks, Hudson Beach, and Miller Bayou could link a series of coastal destinations and function as a new entrance to Pasco County through the water. A riverwalk along the Pithlachascotee River could serve as a new way for experiencing the river. Connecting the riverwalk to U.S. 19 and downtown New Port Richey, and redeveloping the surrounding land uses in a manner that complements the park and the riverwalk, could create a unique tourist destination.



Figure 82: West Market Area - Trailways, Blueways and Trails
Map and Data Source: Pasco County GIS and MPO

No doubt, the West Market Area has a huge potential for creating a network of trails and greenways. Plans to develop some of these systems are currently underway.

The County is currently working on a Greenways, Trails, and Blueways Master Plan. This Plan is being developed by the County’s Metropolitan Planning Organization with the help of various developers, County departments, and local communities. This initiative also involves the collaborative effort between the County and the Cities of New Port Richey and Port Richey to create a riverwalk system that promotes and enhances waterfront activities. The County’s Environmental Lands Acquisition and Management Program also has a Greenways Plan and some walking trails on the land that are currently under their management.

The creation of a framework of open spaces and connecting them with a network of trails, blueways, and riverwalks requires a comprehensive approach. Identifying uses and areas that need to be connected, analyzing sites that could be acquired and redeveloped as trails, and locating funds to support these initiatives are some of the essential steps. Given below are some of the potential strategies that could be adopted.

Strategies for Trails, Riverwalks and Blueways:

- *Develop and maintain multi-use trails connecting neighborhoods to desired destinations such as parks, libraries, the coast, goods and services, and employment centers.*
- *Coordinate with Parks and Recreation, MPO, and Tourism staff to identify, evaluate, and prioritize future bike paths, trails, and river walks within the West Market Area.*
- *Fund and construct the connection from Anclote/Baillies Bluff Trail to Pinellas County Trail.*
- *Coordinate with the cities of New Port Richey and Port Richey to determine the feasibility of providing riverwalks and blueway connections to the Pithlachascotee River. Develop steps and timeframe for implementation.*

- *Coordinate with railroad companies to identify opportunities for redeveloping old abandoned railroad lines into trails and park amenities.*

3. Environmental Resources and Tourism

The West Market Area has great natural resources, coastal parks, and beaches. As discussed earlier, the West Market Area offers great diversity of natural resources that have a huge potential for tourism. However, to promote these resources for tourism, it is essential to first protect them. Strategies need to be adopted that maintain the natural beauty of these assets and ensure their long-term viability as tourist destinations.

It is also critical to improve connectivity and public access to these resources. Currently, the lack of connectivity, limited access to the coast, and insufficient information, signage, and directions severely impact the usability of the West Market Area’s coastal resources. Also, to create an attractive destination it is important that the beach, parks, and the coast are not viewed in isolation. Areas surrounding the parks should be developed in a manner that supports and complements the parks. Characteristics unique to each of the parks and open spaces need to be identified that will help create a theme or an image that draws a wide range of users. In coordination with Pasco County Schools, businesses, and the local communities all year round, events and activities need to be planned that create a continuous flow of visitors.



Figure 83: Key Vista Nature Park.
Source: Jennifer Carpenter



Figure 84: Local assets - The Port Richey Waterfront Park and fishing pier; Source: Vinod S. Kadu



Figure 85: IJohns Pass in Pinellas County - an excellent example of waterfront destination; Source: beachesaroundflorida.

Figure 86: Eco-tourism Source: Pasco County Tourism Development

There are a number of steps that can be taken to create opportunities for tourism. No doubt the West Market Area has all the right ingredients to position itself as a regional tourist destination. However, a comprehensive approach, coordinated effort, and effective marketing strategies are extremely essential to realize that vision.

The following is a summary of the potential strategies that could be adopted to promote tourism within the West Market Area.

Strategies for Protecting and Enhancing Environmental Resources and Promoting Tourism:

- Continue to protect and preserve environmentally sensitive areas, natural habitats, and wildlife corridors.
- Evaluate feasibility and funding opportunities to improve public access to the coast including but not limited to Werner Boyce State Park, Marine Parkway, Robert K. Rees Memorial Park, and S.R. 52 extension.
- Coordinate with the County and State park authorities to promote eco-tourism opportunities including hiking, camping, kayaking, snorkeling, diving and fishing in all state and county parks in the West Market Area.
- Coordinate with the State to identify potential waterway connections such as watertaxi and ferry services to the Anclote Key Preserve State Park.
- Work with Pasco County EDC, Main Street organizations, School Board, Area residents, and businesses to hold community fairs, and special events that promote tourism and improve the investment image of neighborhoods.
- Work with the County Parks and Recreation department, the cities of New Port Richey and Port Richey and other relevant agencies to help improve and enhance the existing parks (e.g. Port Richey Waterfront Park, Pithlachascotee River Park, etc.) and their surrounding areas.

- Seek opportunities to increase the attractiveness of the West Market Area to tourists by enhancing existing downtown, historic, and cultural districts.
- Create recreational facilities in identified community centers and along the existing and planned trails to serve the recreational needs of the residents.
- Provide recreation and entertainment opportunities for all ages.
- Create safe scenic routes to and skirting along the Gulf Coast.
- Evaluate the feasibility and potential location for a lighthouse in the coastal area as a tourist attraction and area landmark.

TRANSPORTATION

Introduction

The term transportation means movement of people and goods from one place to another. It includes the design and provision of infrastructure (such as roads, sidewalks, and bicycle lanes) and the facilitation of different modes of travel. Transportation is one of the prime factors that impacts accessibility of a location, its usability and economic potential. Transportation is a major concern for the West Market Area. The study area has a number of heavily travelled routes with both local and regional traffic. Some of its major corridors such as U.S. 19 and Little Road are highly developed with auto-oriented commercial, employment, and residential uses. This intensity creates a variety of challenges to accommodate all modes of travel and for supporting future redevelopment. The following sections highlight some of these critical issues. It also identifies opportunities and strengths that can be used to our advantage in redeveloping the West Market Area. Strategies required to address the issues and maximize the opportunities are also provided.

Concerns

The West Market Area’s predominantly auto-oriented environment has numerous impacts on its efficiency, accessibility, safety, and aesthetics. Some of the transportation issues that affect its residents, businesses and workers include: limited route choices; high traffic volumes restricted to certain arterial roads; limited connections between places; a large number of cul-de-sacs and dead end roads; long travel distances; absence of pedestrian and bicycle infrastructure; and unsafe roadway conditions. The lack of safe pedestrian connections and public transportation connecting important day to day needs were concerns that were repeatedly raised at several of the West Market Area workshops. The following is a summary of the key concerns related to transportation that were identified by the participants at the West Market Area workshops.

Major Transportation Concerns

- Traffic congestion
- Need to improve pedestrian safety
- Need to improve road conditions
- Insufficient public transit facilities

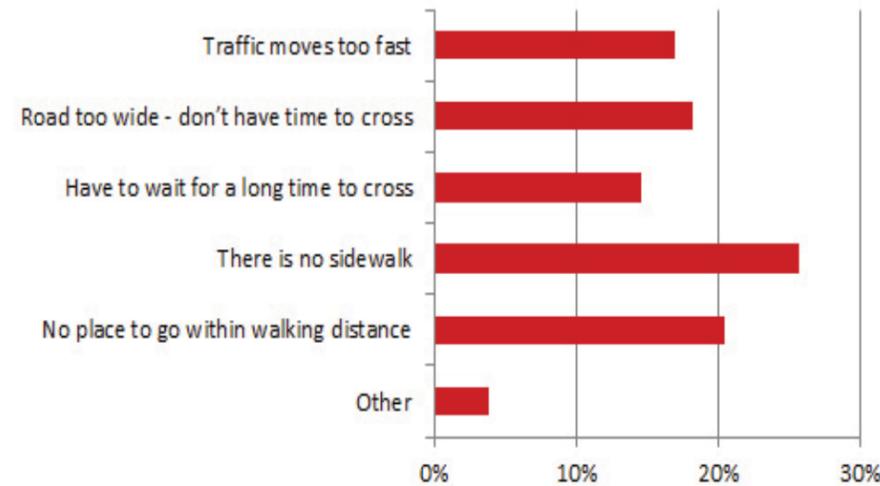


Figure 87: Primary concerns for the pedestrians on major roadways. Source: West Market Area Workshops (March - May 2011)



Figure 88: Unsafe roadway conditions on U.S. 19 corridor

Traffic Congestion and Auto-Oriented Environment

Traffic congestion was highlighted as a major concern affecting most roads in the West Market Area. The auto-oriented environment, heavy dependence on personal cars, and limited route choices increases the amount of traffic on few selected arterials. Moreover, major corridors within the West Market Area typically play a dual role of a regional as well as local route which increases the amount of traffic they carry. Over 65% of the participants at the West Market Area workshops considered it important to have alternative transportation other than a personal car. According to approximately 40% of the participants, providing adequate transit facilities could greatly reduce the need for using a car, while 30% claimed that creating places that allow biking and walking could further reduce our dependence on automobiles.

Transit

As acknowledged by the community members, transit is another significant concern within the West Market Area. A large percentage of West Market Area’s population comprises low-income households that can barely afford the costs of owning a personal car. Sufficient transit facilities can help such households in reducing their transportation costs and diverting income to other needs such as health care and housing. Some of the transit-related issues that were discussed during the West Market Area workshops include: need for higher bus frequencies; extended service hours (especially during weekends and holidays); extended routes; more bus stops; and the need for dedicated park and ride facilities. As emphasized by the workshop participants, transit needs to be viewed as a critical infrastructure for economic development and, therefore, requires more attention and investment. Moreover, an overwhelming majority (over 82%) of the participants expressed their willingness to shift to transit if an effective and convenient service is made available.

Safety of Pedestrians and Bicyclists

The transportation facilities within the West Market barely serves the needs of the pedestrians. While the high speed of traffic, and the lack of streetlights, sidewalks, and pedestrian crossings, increases the risk for accidents, large block sizes and a predominantly auto-oriented built environment further discourages walking.

According to the workshop participants, the absence of sidewalks and bike paths, unsafe crossings, and having no place to go within walking distances are some of the chief concerns for pedestrians and bicyclists within the West Market Area. The safety of pedestrians and bicyclists was voted as a high priority by the West Market workshop participants, and strategies such as providing pedestrian overpasses to improve pedestrian safety were strongly supported.



Figure 89: Bike paths and nature trails
Source: naturalresources.msstate.edu

Strengths

Although there are several transportation challenges within the West Market Area, it also has certain strengths that can be of great advantage for redevelopment. The West Market Area has a number of major roads which act as regional connectors linking the study area to important activity centers within the region. This regional access and connectivity could prove to be a great asset for attracting new business investments and creating future employment, retail, and entertainment centers within the West Market Area.

Vision and Focus Areas

Accommodating all modes of transportation, creating more travel choices, catering to the needs of pedestrians and bicyclists, and enhancing transit options were some of the key ideas that emerged from the West Market Area workshops. The following discussion is an overview of the transportation vision that incorporates all of these ideas and concepts that were generated at the workshops. Also addressed are the major focus areas that help implement the vision.

Transportation Vision

- Provide a safe transportation network for all users
- Increase pedestrian and vehicular connectivity
- Visually enhance major corridors
- Enhance public transit service

Key Focus Areas:

- 1 Mobility
- 2 Pedestrian Safety
- 3 Transit

1. Mobility

Multi-Modal System

One of the key components of the West Market Area's transportation vision is to transform West Market Area from an auto-oriented system to a system that efficiently accommodates a variety of transportation modes. Such systems are commonly known as Multi-modal transportation systems. These systems have a number of advantages over the single mode system that is currently within the West Market Area.

The U.S. 19 study conducted by consultants, the IBI Group, proposes a similar concept for U.S. 19, one of the major corridors within the West Market Area. The U.S. 19 multi-modal transportation conceptual plan developed by IBI is intended to create viable alternatives to the automobile through the implementation of a complete streets program. Such a program would give residents the ability to choose to go about their daily business, by walking, riding a bicycle, or taking public transit. The various benefits that such a multi-modal system would bring to the West Market Area are as follows:



Figure 90

Access for All

Many people, such as the elderly, young, low income, or handicapped cannot drive or find it difficult to own a car. A fully multi-modal system gives these groups a higher level of economic independence by giving them access to jobs, shopping, social visits, and medical services. Many residents along U.S. 19 belong to transportation disadvantaged groups that would see substantial benefit from being able to walk or take transit to meet their transportation needs.



Figure 91

Increased Productivity

Transit riders can have a more productive use of their time. They can spend their time working, reading, or talking with their neighbors. Pedestrians and bicyclists are using their time to keep fit, which can reduce the amount of time they spend in the gym.



Figure 92

Safety and Health

A multi-modal system encourages walking and reduces pollution from vehicle emissions. Studies have shown that the number of injuries and fatalities from motor vehicles accidents is significantly reduced in higher density areas served by transit. Obesity rates tend to decrease and exercise levels increase as transit use increases. The design of a multi-modal system generously provides a safer interaction between auto and other modes with reduced crossing widths, signage, and dedicated use paths.



Figure 93

Lower Energy Use

Public transit, walking, and bicycling use less energy than driving, by reducing the use of fossil fuels and the concerns associated with oil production and consumption. These concerns include environmental and safety issues related to drilling, transporting, and storing oil and political and economic instability related to the need for the United States to import large amounts of oil.



Figure 94

Reduced Traffic Congestion

In a multi-modal system where people ride transit, walk, and cycle more, the number of cars on the road and the distance they are driven is lessened. This shift reduces congestion, especially on the busiest roads where transit service is generally most competitive. Along U.S. 19, transit could be competitive for peak hour work trips, especially longer trips that travel most of the length of the roadway in Pasco County, which would have a significant positive effect on the operation of the more congested intersections. Increased rates of walking and bicycling to reach stores on U.S. 19 would reduce short trips that tend to create a lot of “friction” at driveways. Better sidewalks and pedestrian connections would allow a “park once” approach to be taken at higher density nodes, further reducing on and off short trip traffic.



Figure 95

Increased Availability of Open Space

A multi-modal system can reduce the amount of land required for roadways and parking and encourages development to concentrate closer together. This system leaves more land that can be used as open space, recreation, and parks. There is a significant amount of land along U.S. 19 that is devoted to parking and driveways. If an increased share of travelers along the roadway accessed these uses by other modes, small parks, public squares, and other recreational spaces could be created that would benefit local residents.



Figure 96

Support for Denser Development

Automobiles require a large amount of space for parking when not in use, whereas transit, bicycling, and walking require almost none. A multi-modal system allows denser development by reducing the amount of parking required, thereby making it possible to build other types of more active and productive uses in a smaller space.



Figure 97

Economic Revitalization

Providing high quality transit service and better walking and bicycling environments tends to focus development and provides improved access and a more attractive public environment. The implementation of Bus Rapid Transit (BRT) in the South End of Boston along Washington Street is an excellent example of how a long-standing disadvantaged neighborhood can be revitalized through transportation service and design.

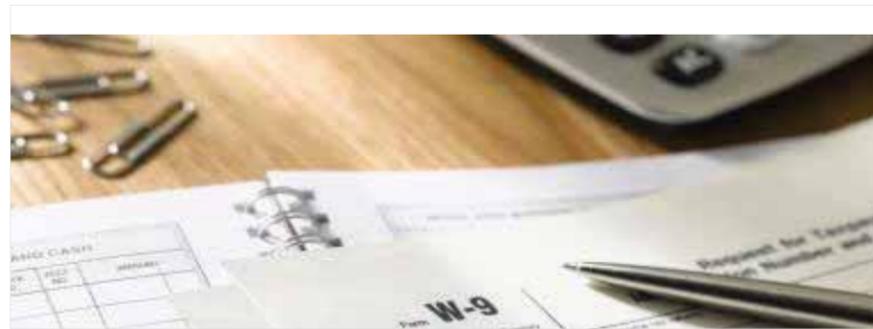


Figure 98

Reduction in Government Operating Costs

Lower density auto-oriented development tends to have higher utility servicing costs because it is spread farther apart requiring longer water, sewer, electrical, and other infrastructure and requiring police, fire, and other services to cover longer distances.

A multi-modal system allows development to be moved closer together, reducing these costs. U.S. 19 is an ideal location for TOD since new development in this area would not require significant changes/increases to the electric, water, sewer, and roadway infrastructure. There would be little increase in the need for police or fire services. Although there would be some offset for traffic signal maintenance and transit service costs, this would lead to an improved balance sheet for the County, Port Richey, and New Port Richey.

Thus, as described above, incorporating a multi-modal system within the West Market Area can improve mobility as well as provide numerous other benefits. However, effective implementation of such a system requires a comprehensive set of strategies. The following are some of the potential strategies that can support the creation of a multi-modal system within the West Market Area.

Strategies for Improving Mobility:

- *Coordinate with the Florida Department of Transportation (FDOT) to complete the Long Range Transportation Plan (LRTP) update, re-evaluate need/feasibility for U.S. 19 interchanges, address multi-modal connectivity on U.S. 19 (and parallel roadways) and identify alternative facilities to U.S. 19. (LRTP update is due December 2014)*

- *Implement policies, strategies, and improvements identified within the LRTP.*
- *Conduct a feasibility study on roundabout applications and identify key intersections along the U.S. 19 corridor for further study.*
- *Continue the implementation of the MPO's Congestion Management Plan (CMP) to collect, evaluate, and manage CMP-type projects related to safety and congestion concerns. Projects include: sidewalks; trails/pathways; intersections; street maintenance; street lighting; and traffic signal efficiencies.*
- *Develop a Transportation Demand Management (TDM) Plan to reduce single-occupancy vehicle travel demand.*
- *Evaluate alternative routes, toll facilities and/or premium transit to relieve congestion, provide modal alternatives, and feasible funding plans for transportation investment.*
- *Evaluate the conversion of the U.S. 19 corridor, or segments thereof, into a multi-way boulevard to improve mobility, provide community focus, access to attractions/destinations, and support overall corridor redevelopment plans.*
- *Identify feasible and effective alternative, parallel routes to U.S. 19 to establish a more effective roadway grid system.*
- *Create design guidelines that assist in the implementation of the "Complete Streets" concept.*

2. Pedestrian Safety

The need for pedestrian safety within the West Market Area cannot be overstated. The crash rate on U.S. 19, one of the prime corridors within the West Market Area, is known to be significantly higher than other similar roadways in Florida. A more pedestrian and bicycle-friendly design can substantially reduce the number and severity of these accidents.

Several strategies to address this critical concern are currently underway. For example, The Florida Department of Transportation (FDOT) is in the process of adding continuous right turn lanes and updating pedestrian signals along portions of US 19.

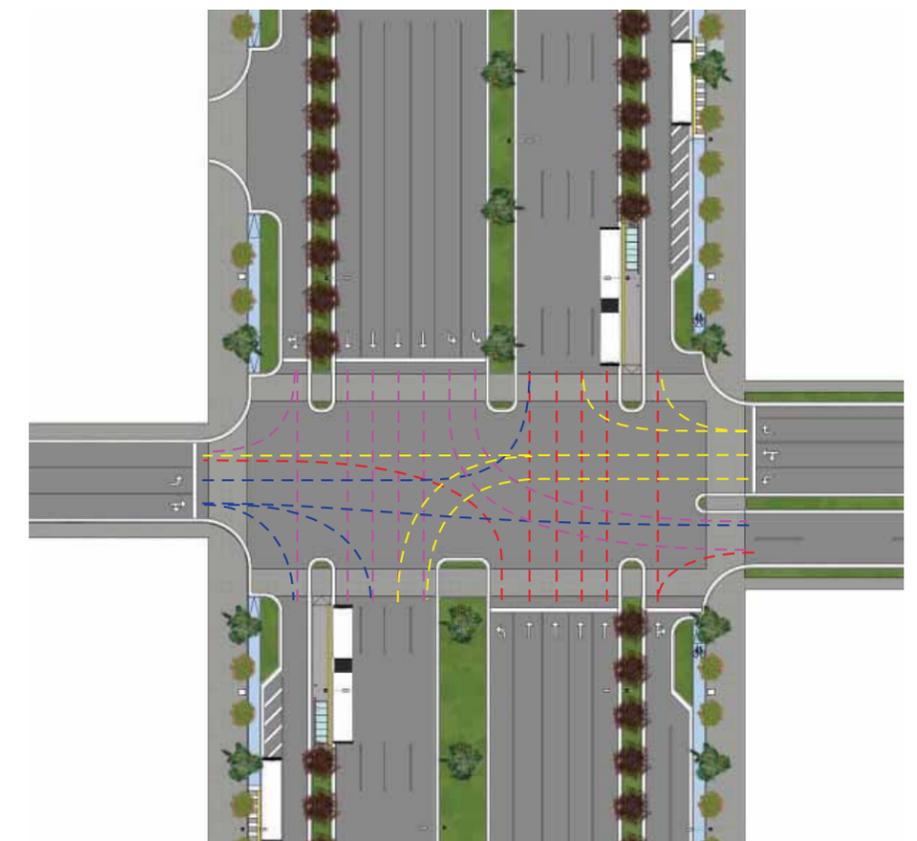


Figure 99: Proposed U.S. 19 Roadway Concept - Multi-way Boulevard; Source: U.S. 19 Multi-Modal Connectivity and Design Standards (2010). IBI Group.

Additionally, they will be restricting medians, reducing curb cuts, and constructing sidewalks on both sides of US 19, from the north County line to the south County line. The project completion is expected in 2014.

In addition to these efforts, a reporting system has been developed by the County’s Metropolitan Planning Organization (MPO). Developed through the MPO’s Congestion Management Process (CMP), this system allows citizens to report immediate transportation safety and congestion concerns. Concerns could include need for sidewalks, street repair, street lights, and traffic signals. Other efforts include the Pedestrian Safety Action Plan that is developed by the collaborative effort of Pasco County and FDOT. While there are a number of steps that are already being taken to improve pedestrian safety, there is a lot more that can be done. The following are some of the strategies that can be implemented to improve pedestrian safety.

Strategies for Addressing Pedestrian Safety:

- Coordinate with FDOT on future transportation improvements on U.S. 19 including beautification/landscaping, multi-modal applications, and improving safety.
- Establish Level of Service (LOS) standards for pedestrian and bicycle facilities to assist in determining improvement priorities.
- Coordinate with the Pasco County Bicycle/Pedestrian Advisory Committee (BPAC) and identify critical concerns relevant to the West Market Area. Some of the implementation tasks could include - identifying key pedestrian traffic generating areas, developing strategies for improving the sidewalks and prioritizing improvements based on accessibility needs.
- Implement improvements to the sidewalk systems near key pedestrian traffic generating areas, and prioritize implementation tasks based on accessibility factors.
- Improve pedestrian circulation and safety along the major roadway corridors employing a combination of streetscape elements including access management, sidewalks, landscaped medians, street lighting, countdown pedestrian signals, and traffic calming.
- Evaluate the possibility of reducing crosswalk lengths at signalized intersections on U.S. 19. Employ strategies such as creating refuge islands wherever feasible and appropriate.

- Evaluate the need for grade-separated pedestrian/bicycle crossings for safe access across U.S. 19.
- Develop alternative intersection configurations which maximize pedestrian comfort and safety.
- Implement the Pedestrian Safety Action Plan (2012).
- Create pedestrian shed maps and seek input from residents and employees on route preferences, travel convenience, and preferable transit stop locations.
- Develop public education and outreach programs to increase awareness about pedestrian safety and driver behavior.
- Work with MPO, Community Development Division, and other departments to enhance the existing Public Participation Plan that provides outreach to underserved groups (minority, low income, or mobility challenged).

3. Transit

Once considered an alternative mode of transportation, public transit has now become an indispensable component of a transportation system. Transit is a convenient and economical alternative to driving for many people. Its advantages to the overall community include reduced energy costs and environmental impacts, improved land use efficiency and social and economic advantages. Transit oriented cities can be developed more compactly than those relying solely on auto transportation as transit occupies less land. Therefore, land is used more efficiently and urban sprawl is reduced. Public transit offers social advantages as it provides transportation to those who may not have access to an automobile or driver’s license, or may not be able to drive. The economic advantages of public transit include the shared cost of ridership; savings from shortened trip times resulting from reduced congestion; and increased commercial opportunities near stations.

Images provided in this section are courtesy The IBI Group.



Figure 100: Existing Pasco County Public Transportation Bus Routes; Source: Pasco County PCPT

In spite of its advantages, there are a number of impediments to transit use in the West Market Area. Some of these constraints include poor pedestrian connections to bus stops, limited amenities, such as benches and bus shelters that contribute to an unpleasant waiting environment, poorly placed crosswalks that do not serve bus stops, and inadequate lighting.

Despite these impediments to transit use, the Pasco County Public Transportation (PCPT) strives to provide quality transit service on a limited budget while increasing transit rider amenities. Fixed-route transit buses currently operate throughout the West Market Area. The PCPT also plans to operate evening service on all existing routes by 2014.

In addition to these efforts, the County also has a Transit Development Plan (TDP) which is a strategic 10-year guide for public transportation in Pasco County. The TDP includes an evaluation of existing services, a review of demographic and travel behavior characteristics of the service area, a summary of local transit policies, the development of proposed transit enhancements, and the preparation of a ten-year implementation plan that guides the operations of PCPT. As a part of the Plan community workshops are conducted to understand citizens' concerns about public transportation. Interested citizens can contact Pasco County Public Transportation (PCPT) or attend Transit Development Plan (TDP) workshops to express transit service concerns.

As is clear from the discussion above, there are a number of strategies that are currently being adopted to improve public transportation within the West Market Area. There are, however, budget constraints that often tend to slow down the implementation process. It is essential to continue the efforts, identify possible partnerships, locate funding opportunities that can help maintain the momentum. The following are some of the strategies that can address transit needs within the West Market Area.

Strategies for Addressing Transit Needs:

- *Update the 10-year Transit Development Plan (TDP) that focuses on future transit routes, stops, shelter locations, transfer points and regional connections to other transit systems. (Due in 2013).*

- *Develop a marketing strategy to increase transit ridership and identify funding streams that can support the transit system.*
- *Plan bus routes and hours of operation in coordination with County Libraries, and Parks and Recreation Department to provide adequate service to residents that take the buses to community facilities.*
- *Continue to work with adjacent County transit systems, including Hernando (The Bus), Pinellas Suncoast Transit Authority (PSTA), the Hillsborough Area Regional Transit Authority (HART), and TBARTA to provide Area residents with increased access to local and regional destinations.*
- *Maintain and enhance local bus service on U.S. 19 to deal with critical concerns such as reducing operating headways.*
- *Identify funding opportunities for public transit improvements such as the expansion of bus services, extended hours, and provision of additional bus routes and stops.*
- *Identify potential sites that could serve as transfer stations and Park and Ride facilities, and also determine funding sources and timelines for construction.*
- *Identify potential Transit Oriented Development corridors and nodes within the West Market Area and determine the types of public transit it could support.*

URBAN DESIGN

Introduction

Urban Design was voted as the second highest priority in the West Market Area after Economic Development. The term urban design refers to the design of the built environment. It encompasses the design of buildings, blocks, streets, public spaces, and landscapes, and the establishment of frameworks and processes that facilitate a sustainable development. The purpose of urban design principles is to create spaces that have great experiential quality, that look inviting and attractive, and also function efficiently. Although more focused on design and aesthetics, urban design principles have a critical impact on the functional aspects of a space, its usability, market potential, and the cost of providing infrastructure. It affects access to transportation, costs of housing, access to job opportunities, the economic success of a place, and its ability to attract customers and businesses. It helps effectively integrate natural ecosystems, local history, and other contextual features into the built environment, utilizing them to create memorable spaces. Lastly, urban design guidelines also have a strong influence on the social, cultural, and health outcomes of a space. Thus, urban design is a key ingredient for creating an attractive, efficient, and sustainable development.

The following discussion reveals the key concerns in the West Market Area with regard to urban design. It highlights the overall urban design vision for the West Market Area and the key aspects that need attention.

Concerns

As has been described in the earlier chapters, West Market Area's built environment is predominantly suburban in nature. It is characterized by well separated land uses, large block sizes, auto-oriented developments, strip retail centers with huge front setbacks and massive parking lots fronting the streets. Long winding roads, endless rows of houses, numerous dead end streets, and cul-de sacs are typical features that define its neighborhoods.

As most spaces are designed to be experienced primarily by cars, there is very little attention given to sidewalks or any kind of pedestrian infrastructure. All these factors have a serious social, economic and health impacts on the communities living and working within the West Market Area. Some of the primary concerns that were identified during the West Market Area workshops are given below.

Major Urban Design Concerns

- **Urban environment preferred**
- **No more strip malls**
- **Redevelop vacant/under-utilized properties.**
- **Evaluate redevelopment potential for old, vacant strip malls.**
- **Improve the appearance**
- **Need an identity**
- **Create new gateways to West Pasco and improve its overall appearance.**
- **Create new walkable urban spaces.**



Figure 101: Urban (Right) versus Suburban (Left) development patterns. The built environment in the West Market Area is typically suburban as shown in the images to the left; Source: Steven Price, *Sprawl Repair Toolkit*

West Market Area's suburban built environment severely affects connectivity, access, and walkability. Its large block sizes not only create long walking distances but also increase driving distances and the cost of extending infrastructure. Cul-de-sacs and gated residential developments limit route choices and large setbacks and parking lots that are seldom fully occupied, create streets with an inhuman scale. This development pattern further damages the pedestrian environment. Underutilized parking lots not only waste prime urban land, but also increase heat island effect, increase stormwater runoff, produce an unappealing streetscape, and create large unsafe, isolated spaces that encourage crime. Old deteriorating strip malls and a chaotic array of billboards and signage along U.S. 19 and other corridors further add to the negative image. As was evident from the comments received from the workshop participants, West Market Area's built environment severely impacts its residents.

Community members present at the West Market Area workshops expressed their desire to have more vibrant urban spaces that can be accessed by walking and biking. They also highlighted the need to redevelop vacant strip retail centers into a more urban form which offers a variety of opportunities for shopping and entertainment. These ideas that were generated during the workshops were translated into a comprehensive urban design vision that is discussed later in the section.



Figure 102: Typical Suburban streetfront along U.S. 19. Source: Google Image

Strengths

Although there are a number of urban design issues in the West Market Area, there are also a few strengths and opportunities that can be utilized to achieve the vision for the study area. Some of these strengths include excellent connectivity to the region, coastal context, an abundance of natural resources, and diverse neighborhoods each with a distinct history and culture. These natural and cultural features have a huge place-making potential, and if effectively utilized can provide West Market Area with a unique identity. One of the biggest strengths of the West Market Area is its redevelopment potential. Its vacant underutilized parking lots and old strip malls located along high traffic regional corridors are well positioned for reuse and redevelopment. Although today these aging obsolete spaces are simply eyesores, they offer opportunities for creating attractive urban developments.

Vision and Focus Areas

The urban design vision for the West Market Area focuses on transforming it into a vibrant and attractive, pedestrian-friendly environment that comfortably accommodates all modes of transportation. It also intends to capture the study area's natural assets, local history, and coastal context to lend West Market Area a distinct identity. The following is a summary of the urban design vision that was developed using the comments and suggestions received at the West Market Area workshops.

Urban Design Vision

- Transform U.S. 19 into a livable, walkable, and sustainable corridor.
- Create mixed-use urban destinations that are easily and safely accessible by all transportation modes.
- Enhance community identity and character.
- Preserve and enhance historic fabric.
- Reinforce and enhance the coastal context.
- Create new gateways to West Pasco.

Key Focus Areas:

- 1 Corridor Restructuring
- 2 Image and Identity
- 3 Walkability

1. Corridor Restructuring

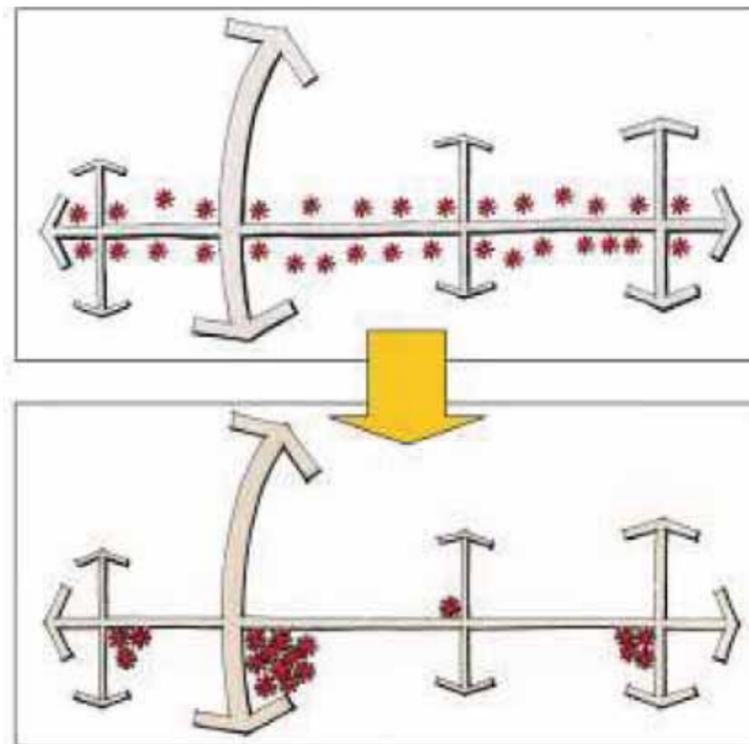


Figure 103: Shift from linear strip retail (top) to retail clustered at primary crossroads.

Source: Freedman Tung and Sasaki

The redevelopment of the West Market Area's aging strip malls and commercial developments calls for a holistic approach. Strategies need to be adopted that reorganize the key components of the built environment such as land uses, buildings, parking and landscaping into a more urban and sustainable framework. The U.S. Environmental Protection Agency (EPA) has developed a comprehensive and strategic approach for restructuring commercial strip centers.

Known as the "A Practical Guide for Planning the Revitalization of Deteriorating Strip Corridors", this guidance document provides an integrated mechanism for reviving aging corridors by focusing on land use, transportation, economic development, and urban design. Application of some of these concepts and implementation mechanisms within the West Market Area could help transform the corridor into a vibrant urban place and attract future investments. Some of these key principles for restructuring commercial strips are given below.

A. Restructuring Land Use and Development Along the Strip

1. Reorganize Retail From Linear To Nodal

- Identify the most favorable locations for contemporary (clustered) retail investment.
- Identify a potential hierarchy of retail venues (regional centers, city centers, neighborhood centers, corner stores).
- Plan corridor retail as part of a supportable local and regional framework.

2. Create Real Centers

- Provide a development framework that fosters a healthy mix of uses.
- Foster high concentrations of land use intensity in centers.
- Organize buildings and the spaces between them to cultivate street life.
 - Orient buildings to activate streets.
 - Provide a central focus.
 - Design streets around pedestrian comfort.
 - Provide a network of small blocks.
 - Locate parking to support walking.
- Avoid bisecting the district with arterial roadways.
 - Locate the center on one quadrant of the intersection.
 - Slow and narrow through-traffic within the center.
 - Redesign the corridor as a multi-way boulevard.
- Enhance transit potential.
- Locate civic buildings in centers.

3. Restore Value And Prominence To Segments

- Identify alternative value for segments.
- Extend residential entitlements to most properties along the corridor. Typical commercial-only strip zoning leaves property owners in segments with limited use options and thus often is a barrier to reinvestment.
- Permit a range of investment along the segment.
 - Adjust the planning framework to support and enhance segments likely to retain commercial specialization, e.g., employment/workplace, auto-sales, medical services, etc.
 - Create frontage characteristics to support predominant use and create a distinctive and unified segment identity.

- *Create an inventory of existing retail strip centers along U.S. 19. Develop a rating system to understand their current conditions e.g., vacancy, level of maintenance, condition of the structure, age, etc.*
- *Identify strip commercial centers along major corridors that are experiencing disinvestment. Develop redevelopment strategies and land use alternatives for these corridor segments that will help restore value.*
- *Identify areas within the corridor which have non-pedestrian oriented uses but are stable and prospering. Develop strategies to extend their market draw and plan complementary uses on nearby properties.*
- *Evaluate the possibility of reusing vacant, underperforming, or abandoned retail strip centers into quality affordable workforce housing. Plan the surrounding areas with a mix of uses that complement housing.*
- *Collaborate with property owners to encourage the consolidation of smaller parcels of land into parcels of adequate size to accommodate new mixed-use development. Identify strategies and funding for land assembly.*
- *Identify green building strategies and sustainable practices that can be incorporated into redevelopment projects and provide incentives for implementation of these principles.*
- *Develop land use and design strategies that encourage a wide diversity (in terms of uses and building types) of shops, residences, and workplaces within the identified districts and nodes.*

B. Restructuring The Right-Of-Way

1. Design to promote and support new development.
2. Coordinate public and private investment to enhance mobility and access.

The following are some of the overall strategies for restructuring West Market Area’s commercial corridors.

Strategies for Corridor Restructuring:

- *Identify land use strategies that help reorganize retail along all major corridors into activity nodes or focal points.*
- *Evaluate existing and future land use patterns to allow an appropriate mix of complementary uses within the identified nodes or focal points.*
- *Plan a heirarchy of retail centers (e.g., city center, town center, neighborhood center, etc.) along major corridors and assess their viability using an economic and market analysis.*
- *Reuse abandoned, unused and/underutilized parcels located within or close to these nodes as per the needs or concept of the identified nodes.*



Figure 104: U.S. 19 marked by large parking lots and huge setbacks. Source: Google Image

2. Image and Identity

Large parking lots, old structures in need of repair and maintenance, poorly maintained vacant parcels, cheap strip retail centers, a series of auto-oriented uses, and a chaotic array of billboards and signs are some of the things generally associated with the West Market Area. Creating an identity for as big and diverse an area as the West Market will require a multi-pronged approach. The approach should include ways to counter the conditions that currently mar its identity. It should also include strategies specifically focused on creating new, interesting, and imageable spaces. Some of the potential tactics that can be applied to the West Market Area include:

- Creating ‘Gateways’ that mark the entrance to the West Market Area.
- Creating a coherent, unified vision for different districts and segments of the corridors.
- Capturing and showcasing the local identity – either by pre-



Figure 105: Strip retail centers along U.S. 19; Source: Google Image



Figure 106: Development on U.S. 19 close to the southern entrance to the West Market Area; Source: Google Image

...serving the local history or by identifying and encouraging local emblems, architecture, or motifs.

- Ensuring regular maintenance and upkeep of neighborhood streets, buildings and open spaces.

Some of these broad concepts are described in detail ahead.

Gateways

Gateways are place-making devices that transform strategic access points in the network of transportation corridors and open spaces into pleasing and memorable arrival points. By definition, gateways are usually located in high profile, heavily traveled locations and, therefore, are subject to wide public exposure and influence. Their design requires a very thorough treatment that engages and enlists public support and presents a visible symbol of design excellence.

Currently, there are no gateway features at the entrance to the West Market Area either from Hernando or Pinellas Counties. Deteriorating, abandoned, suburban commercial strips is what is first encountered as one enters this area from the south.

These vacant and derelict areas are not only eyesores for the community but they also encourage crime and homeless activities thereby affecting the overall safety in this area. Moreover, the entrances to the cities of New Port Richey and Port Richey hold tremendous opportunities for enhancement. Local features, history, the waterfront, and cultural icons could be used to mark or announce their entrances.



Figure 107: Example of a Gateway, Gastown, Vancouver
Source: www.flickr.com

Other strategies could involve developing public-private partnerships that encourage reinvestment in vacant properties, and development of gateway design guidelines.

Historic Preservation

The West Market Area has a number of historic and archeological sites. Protecting and connecting these resources to the local community would not only help utilize these resources as image building elements but would also provide the community with an opportunity to celebrate its local history.

The redevelopment plan should include strategies to preserve and protect the Area’s historic sites, while making these assets part of the community fabric. Historic preservation is an essential tool that could be employed to attain this goal. Through historic preservation strategies, we can protect and preserve the significant historic resources that are currently unmaintained or neglected within the West Market Area. These processes will also help provide recognition to individuals and historical events that have played a significant role in the area’s development. Some of the steps that could be taken include:

- Conducting architectural surveys and historic district studies to identify and inventory historic assets.
- Organizing preservation outreach to understand the community’s vision.

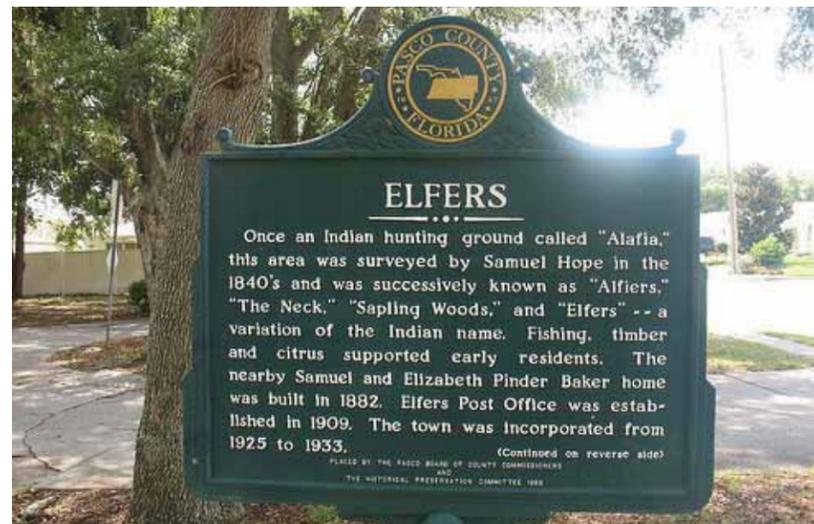


Figure 108: Elfers historical marker
Source: www.flickr.com

- Identifying strategies to protect and enhance historic resources.
- Identifying long-term strategies to maintain the integrity of the resources that contribute to the area’s historic significance.
- Planning community events and complimentary uses in and around the local historic structures in a manner that is mutually beneficial and helps create a memorable urban experience.
- Setting up of local architectural review boards and preservation commissions that help administer local, state, or federal historic preservation programs.

Strategies for Building Image and Identity:

- Establish and support the West Market Area’s brand identity ‘The Harbors’ by developing a public relations platform and communication plan that includes advertising, signage, brochures, website and media releases.



Figure 109: Hacienda Hotel, New Port Richey, FL
Source: www.flickrriver.com



Hacienda Hotel is a 55-room Spanish-style luxury hotel built in 1927. It is located on Main Street, New Port Richey, close to the Pithlachascotee river. A fine cultural icon of the past, today this building is in dire need of restoration and has been vacant since 2006.

- Identify redevelopment opportunities that help create gateways to the West Market Area at the north and south entrances on U.S. 19. The gateway could be a building or cluster of buildings, or any feature that marks the arrival to the West Market Area.
- Develop and implement design regulations that support and enhance local architecture, natural context, and community character.
- Develop historic preservation policies and standards and incorporate them into the Comprehensive Plan and Land Development Code to preserve and enhance historic assets.
- Develop regulations and street designs that specifically emphasize the differentiation, functional needs, history, and special character of each district.
- Identify different segments along U.S. 19 and other major corridors which have or could have a unique concept for future development. Formulate streetscape improvement strategies that help provide a distinct and unified identity to these corridor segments.
- Identify all strategically located, visually prominent parcels along major corridors and within identified districts. Reserve these sites for civic uses, public spaces, or any developments that create or enhance community identity.
- Evaluate public canal accesses along U.S. 19 as prioritized redevelopment opportunity to enhance coastal community image.

3. Walkability

There are several factors that contribute to walkability both at the individual buildings scale and at the scale of downtowns and neighborhoods. Provision of safe pedestrian infrastructure is one such factor. Urban design is a useful tool that greatly supports and enhances walkability. It not only helps create vibrant, interesting walkable urban spaces, but also cuts down excessive land consumption, costs of commuting, and the need for overextending public facilities and infrastructure.



Figure 110: City Place, West Palm Beach, FL - example of a walkable urban space; Source: www.artfestival.com

As described in the earlier section on 'Development Pattern and Character' (Chapter 1), walkability is a critical concern in the West Market Area. The West Market Area is characterized by well-separated land uses, sprawling built forms, and long unwalkable distances.

To transform this area into a more walkable environment urban design guidelines are needed that focus on the:

- Creation of smaller block sizes and a well-integrated street network wherever possible;
- Creation of pedestrian-scaled streets;
- Treatment of building facades / shopfronts to create an interactive street edge;
- Identification of a mix of uses and built form typologies that generate pedestrian use as well as create walkable destinations;
- Identification of infill opportunities that can be used to attain densities required to support transit;
- Treatment and location of parking spaces such that they do not hinder walkability;
- Location, treatment and connectivity of public spaces; and
- Creation of visual clarity in space that increases wayfinding and makes walking both comfortable and easy.

In order to ensure successful redevelopment of West Market into a walkable urban environment, it is essential that design guidelines are carefully considered and incorporated into the existing regulatory framework. The following are some of the potential urban design strategies for improving walkability.

Strategies for Improving Walkability:

- Evaluate districts and nodes in the market area to identify appropriate locations for community centers within walkable distances from existing neighborhoods. Community centers could include a mix of uses such as medical shops, grocery stores, day care, laundry, and other day-to-day neighborhood needs.
- Provide adequate pedestrian infrastructure connecting these community centers to the existing neighborhoods.
- Analyze the Land Development Code to identify regulations that restrict/limit the creation of a walkable environment.
- Develop land use, site and built form regulations that support walkability. Regulations could focus on mixed use, build to the edge conditions, scale of the streets, pedestrian access, frontage characteristics, treatment of blank walls, building entrances, location and treatment of parking lots, building façade features, sidewalk conditions, and tree lines.
- Wherever feasible, develop a network of smaller blocks and street alignments that help increase connectivity and creates smaller walkable distances for pedestrians and multiple route choices for automobiles.
- Identify vacant and abandoned parcels and underutilized parking lots that can be used to create public spaces at walkable distances from the existing neighborhoods and businesses. Public spaces can vary from a tot-lot, neighborhood green, a square, paseo, or a plaza.
- Draft regulations that focus on the provision of adequate pedestrian access to proposed public spaces, appropriate orientation of buildings, and a supporting mix of uses around them.
- Evaluate the land use patterns within the identified districts and nodes and develop strategies to disperse a healthy mix of activity generating uses that will create footfalls, and generate street life and urban vitality.

4. DISTRICT VISION AND STRATEGIES

Planning Areas
West Market Districts
Major Nodes/Centers



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4. DISTRICT VISION AND STRATEGIES - Planning Areas and Districts

Planning Areas

Owing to the large size and extensive diversity for planning purposes the West Market Area, the study area was broken down into 4 major zones. Identifying these smaller tangible zones facilitated better evaluation and understanding of the nature and characteristics of each of these Planning Areas. **The boundaries of these zones were delineated based on major arterials such as:**

- **Area 1:** Extends from Countyline to S.R. 52
- **Area 2:** Extends from S.R. 52 to Ridge Rd
- **Area 3:** Extends from Ridge Rd to S.R. 54
- **Area 4:** Extends from S.R. 54 to the Pasco/Pinellas border

West Market Districts

These four Planning Areas were further evaluated and revised based on community input. In addition, 12 West Market Districts were identified which primarily followed the boundaries of the four larger areas. The 12 districts represent groups of neighborhoods and developments that are similar in character and can follow a common theme. The 12 Districts are: **Aripeka, Sunwest, Hill, Hudson, Gulf View, Embassy, River, Central, Spring, Elfers, Anclote West and Anclote East.** Figure 111 highlights the four Planning Areas and the Districts that fall under them, while Figure 112 provides a broad overview of the location and characteristics of each of the 12 Districts. Other sections in this chapter discuss in detail each of the Districts - their distinct qualities, issues, vision, and potential strategies.

The criteria that formed the basis for identifying these districts are:

- Historical Context
- Physical Context
- Neighborhood Characteristics
- Roadways and Other Infrastructure
- Natural Features
- Development Patterns
- Challenges and Issues
- Opportunities and Development Potential

Organizing planning efforts based on these districts prevents the application of a blanket planning approach to the West Market Area. With these districts in place, we are in a better position to plan for and address the unique smaller area-based concerns, issues and opportunities that were highlighted by the community members. This concept has been reviewed, discussed and prioritized through community workshops. With the help of community members and subject matter experts, additional issues, challenges, and opportunities were identified within each of these districts.

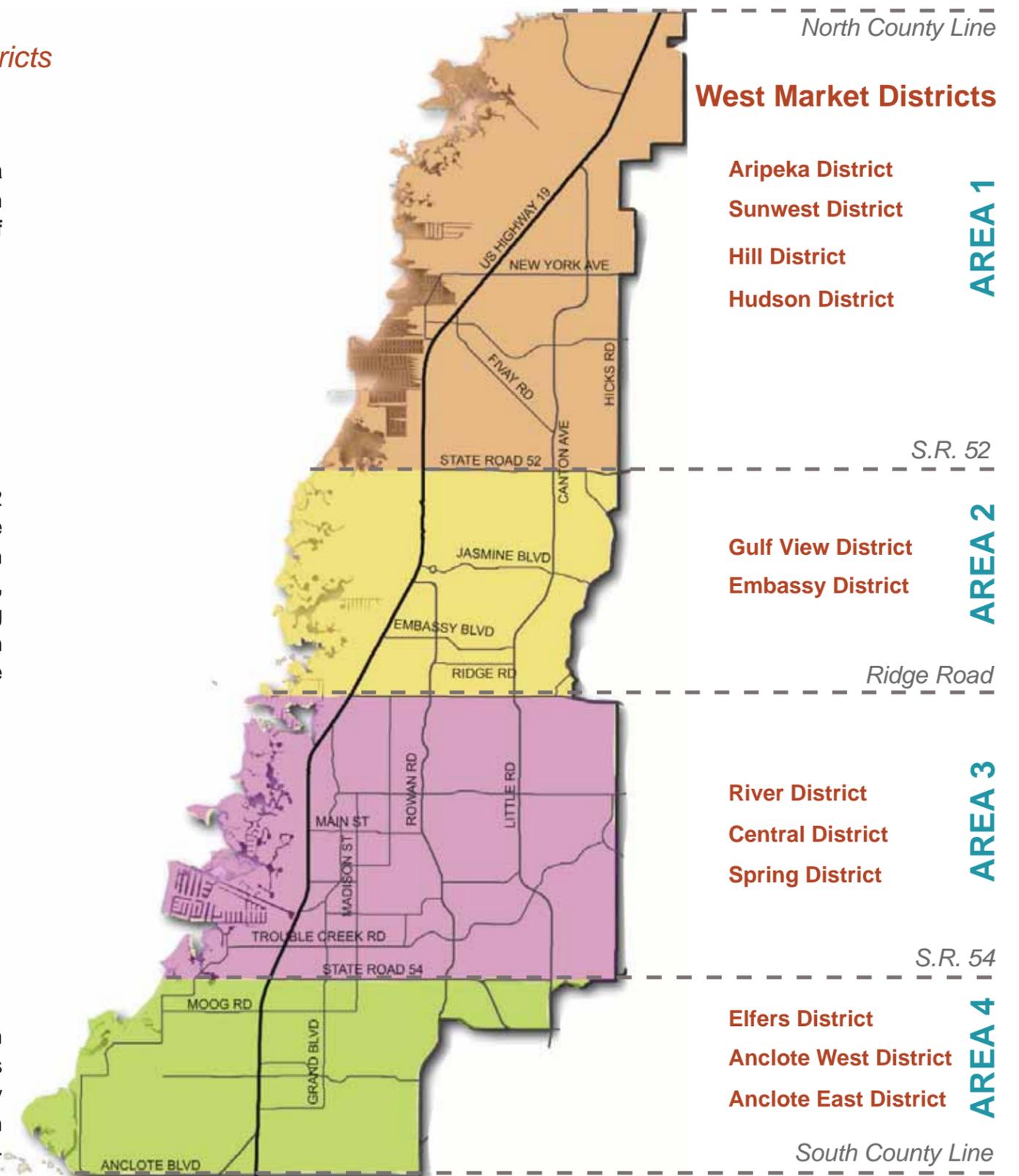


Figure 111: West Market Area's Identified Nodes and Districts

WEST MARKET DISTRICTS

1 ARIPEKA DISTRICT



Area: 885 acres
Population: 901
Population Density: 652 p/sq.mile

3 HILL DISTRICT



Area: 2,805 acres
Population: 5,189
Population Density: 1,184 p/sq.mile

5 GULF VIEW DISTRICT



Area: 3,743 acres
Population: 5,629
Population Density: 962 p/sq.mile

7 RIVER DISTRICT



Area: 7,539 acres
Population: 32,427
Population Density: 2,753 p/sq.mile

9 SPRING DISTRICT

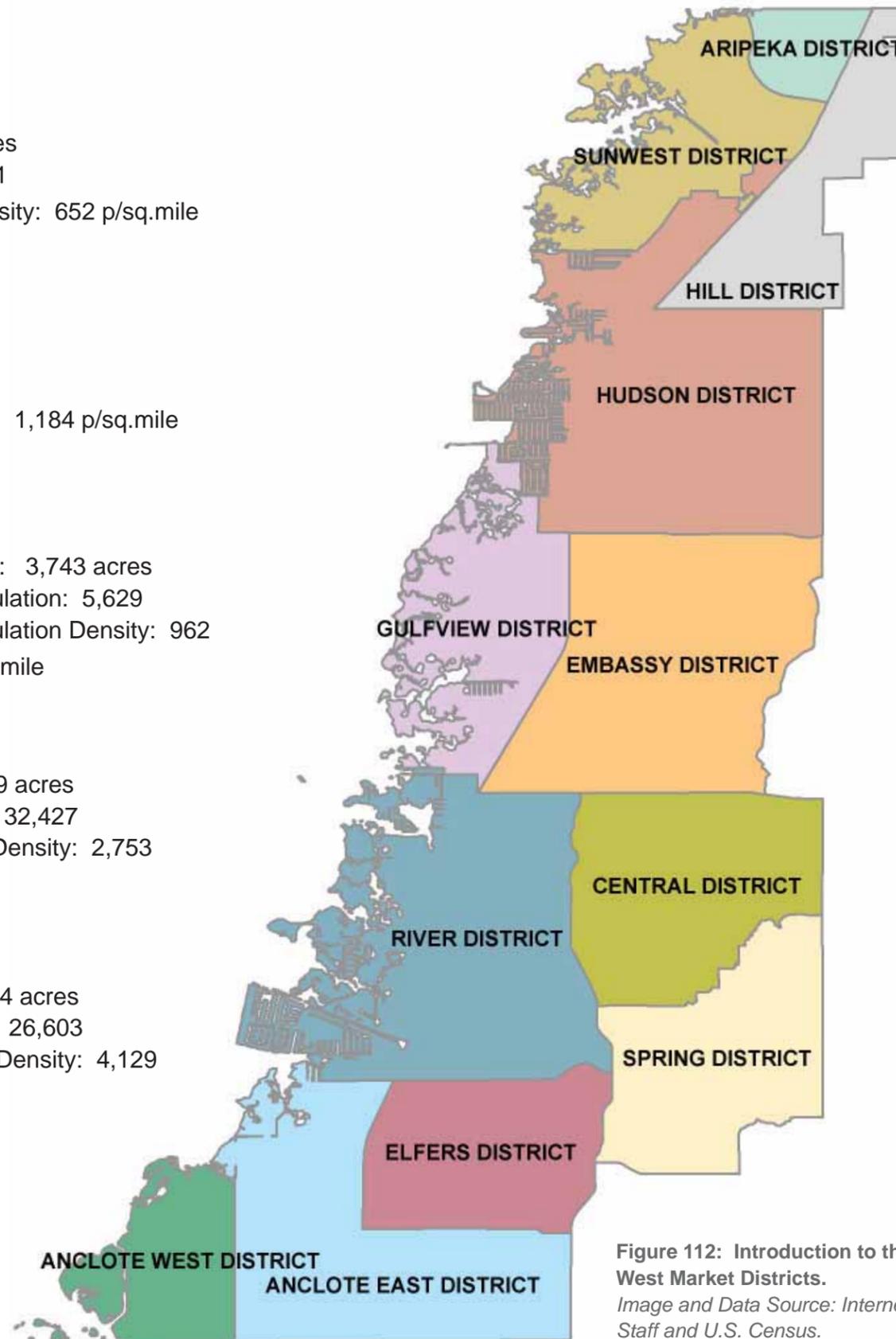


Area: 4,124 acres
Population: 26,603
Population Density: 4,129 p/sq.mile

11 ANCLOTE WEST DISTRICT



Area: 2,233 acres
Population: 3,779
Population Density: 1,083 p/sq.mile



2 SUNWEST DISTRICT



Area: 3,511 acres
Population: 2,215
Population Density: 402 p/sq.mile

4 HUDSON DISTRICT



Area: 8,072 acres
Population: 25,795
Population Density: 2,045 p/sq.mile

6 EMBASSY DISTRICT



Area: 6,649 acres
Population: 44,334
Population Density: 4,267 p/sq.mile

8 CENTRAL DISTRICT



Area: 4,535 acres
Population: 13,322
Population Density: 1,880 p/sq.mile

10 ELFERS DISTRICT



Area: 3,547 acres
Population: 21,452
Population Density: 3,200 p/sq.mile

12 ANCLOTE EAST DISTRICT



Area: 5,942 acres
Population: 32,579
Population Density: 3,509 p/sq.mile

Figure 112: Introduction to the West Market Districts.
Image and Data Source: Internet, P&D Staff and U.S. Census.

1 ARIPEKA DISTRICT

Land Area: 885 Acres | 0.4% of the West Market Area
Population: 901 | 1.7% of the West Market Area

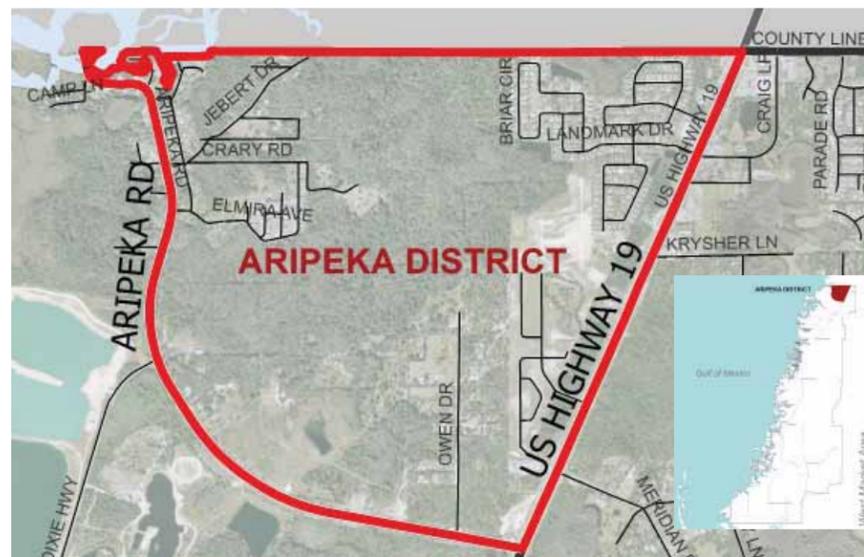


Figure 113: Aripeka District

Existing Characteristics

The Aripeka District is the smallest district in the West Market Area both in terms of size and population. It is located on the northern border of the County, bounded by Aripeka Rd, U.S. 19 and Countyline Rd. Located within this area is historic Aripeka, a tranquil fishing village of unspoiled natural beauty.



Figure 115: West Market Area - Aripeka view from the bridge; Source: Google Image

The community of Gulf Key was settled in this area in 1873, and a post office by that name was established in 1883. The post office was briefly known as Argo. It was replaced by the Aripeka post office in 1895. The town was divided when Pasco County separated from Hernando County in 1887. The post office which was originally in Hernando County, moved across the Pasco County Line in 1921. On June 3, 1993, the Pasco County Historic Preservation Committee gave the town the designation of a State Historic Site.

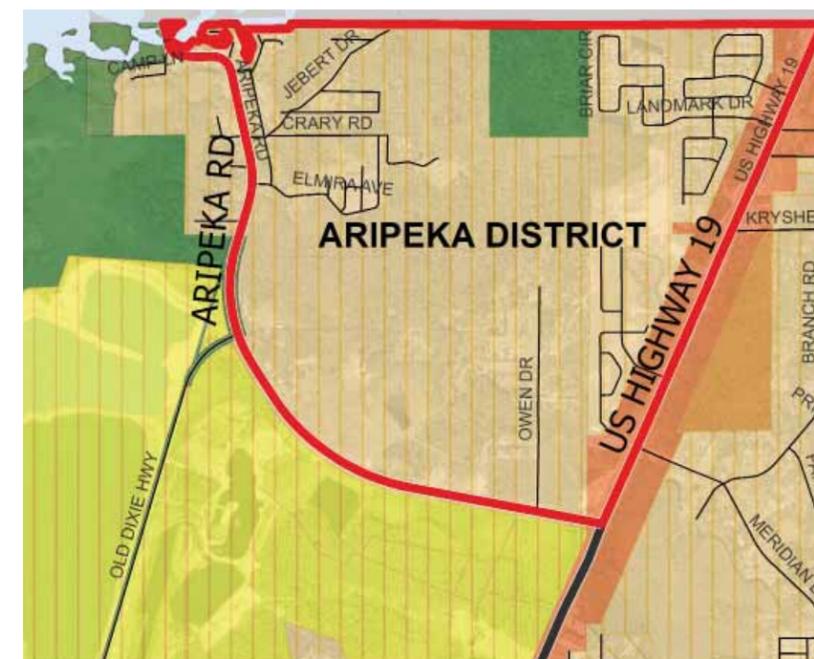


Figure 114: Aripeka District - Future Land Use

Due to its location, Aripeka District presents a number of unique characteristics such as:

- Great natural resources, coastal, and conservation lands;
- Structures of historical significance;
- Waterfront houses;
- Newer residential and commercial development along U.S. 19 built in the 1990s or later;
- Narrower streets as compared to typical suburban, auto-oriented standards;
- Absence of curbs and gutters, and sidewalks.



Figure 116: Historical post office at Aripeka

Key Issues

Being located at the border of Pasco and Hernando Counties, Aripeka has experienced great development pressure over the past few years. These development patterns threaten to impact the area's rich environmental quality. Some of these key concerns relevant to the Aripeka District are listed below:

- **Need trails at Aripeka Sandhills;**
- **Need sidewalks and bike trail on Aripeka Rd;**
- **Commuters using Aripeka Rd as a US 19 bypass;**
- **Need to protect Aripeka's natural and historic resources from urban influence;**
- **Need for a cohesive planning vision for Aripeka's historic area.**

Vision

- Preserve and enhance historic resources.
- Protect coastal and natural resources.
- Provide public access to natural resources and coastal assets.
- Enhance Aripeka’s image as a quaint fishing village.

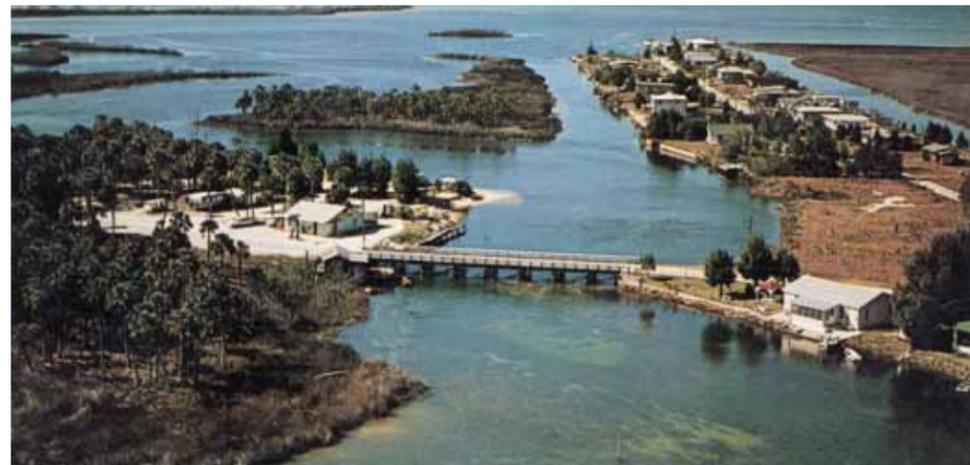


Figure 117: Historical post office at Aripeka.
Source: fivay.org, photo by Ghs 1922.

Strategies

- Delineate the Aripeka Historic Overlay District, and identify historic properties within the district that need to be conserved.
- Develop architectural and site design standards to preserve the historical characteristics of the area, and develop strategies to protect it in perpetuity.
- Develop roadway design standards that help develop Aripeka Rd as a scenic roadway. Develop strategies that enhance its visual appearance and ensure safe travel by all modes of transportation.
- Partner with Hernando County to create and implement uniform regulations for Aripeka Historic District.
- Collaborate with ELAMP and SWFWMD to preserve environmentally sensitive lands within the Aripeka District.



Figure 118 and 119: Typical houses in Aripeka
Source: Google Image



Source: fivay.org

Aripeka has a unique image largely owing to its natural and historical context. This district has immense potential for cultural tourism and could also serve as an interesting entry marker to the West Market Area from the north. However, to ensure this, we need architectural and site development guidelines that help preserve and enhance the area’s key contributing features. The design guidelines could focus on the following aspects:

- Architectural styles, features and materials unique to the district’s image.
- Guidelines for new construction, additions, and alterations pertaining to
 - Residential buildings
 - Commercial buildings
 - Waterfront/marine area
- Guidelines for demolition
- Rehabilitation and maintenance of historic properties

Case Studies:

- Cortez Fishing Village Guidelines, Manatee County, FL.
- Historic District Guidelines, City of Punta Gorda, FL.



Figure 120: Aripeka Road



Figure 121: Aripeka Baptist Church.
Source: Google Image



Figure 122: Need to assess the possibility of providing nature trails in Aripeka; Source: naturalresources.msstate.edu

2 SUNWEST DISTRICT

Land Area: 3,511 Acres | 6.6% of the West Market Area

Population: 2,215 | 1.0% of the West Market Area

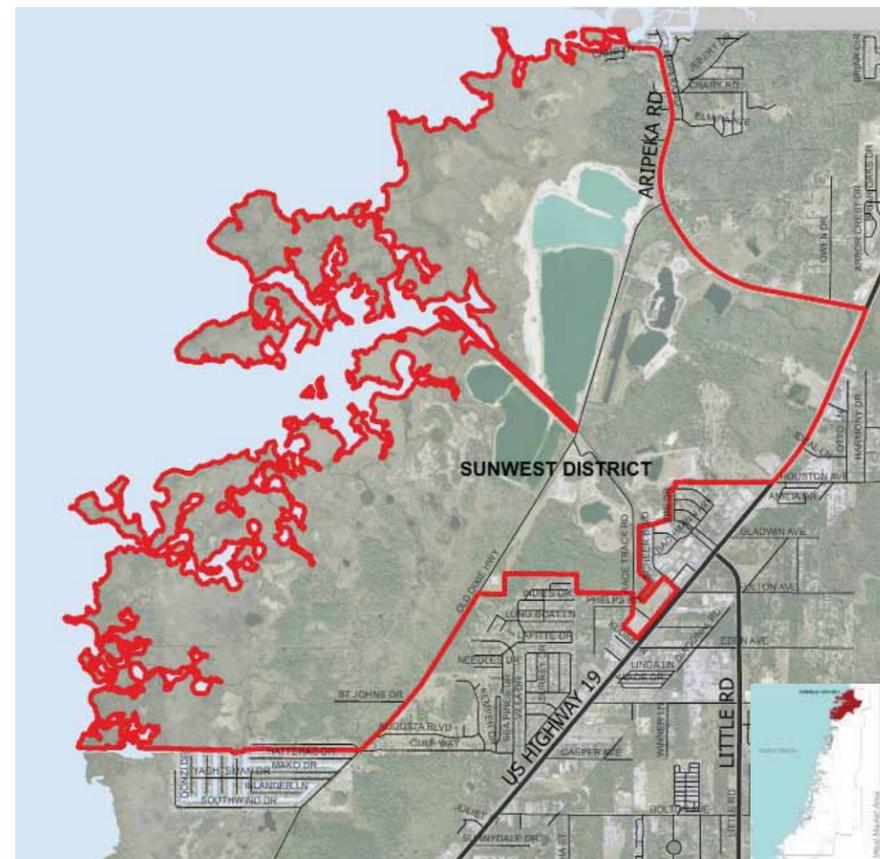


Figure 123: Sunwest District



Figure 124: Views to the lake in the old Sunwest mining site.

Source: S. Ambadi

Existing Characteristics

The Sunwest District is located south of Aripeka Rd and north of Hudson community, between the Gulf Coast and U.S. 19. More than half of the Sunwest District consists of coastal and conservation lands. Most of these are environmentally sensitive lands owned and managed by the Southwest Florida Water Management District (SWFWMD). The District also includes the Belcher Mines Park; a County Park which provides public access to the coast. There are 13 fresh water lakes of varying sizes located on the Sunwest property created as a result of previous limestone mining operations. The rest of the district mostly comprises undeveloped vacant land. Medium-density residential (RES-6 Future Land Use) is the dominant

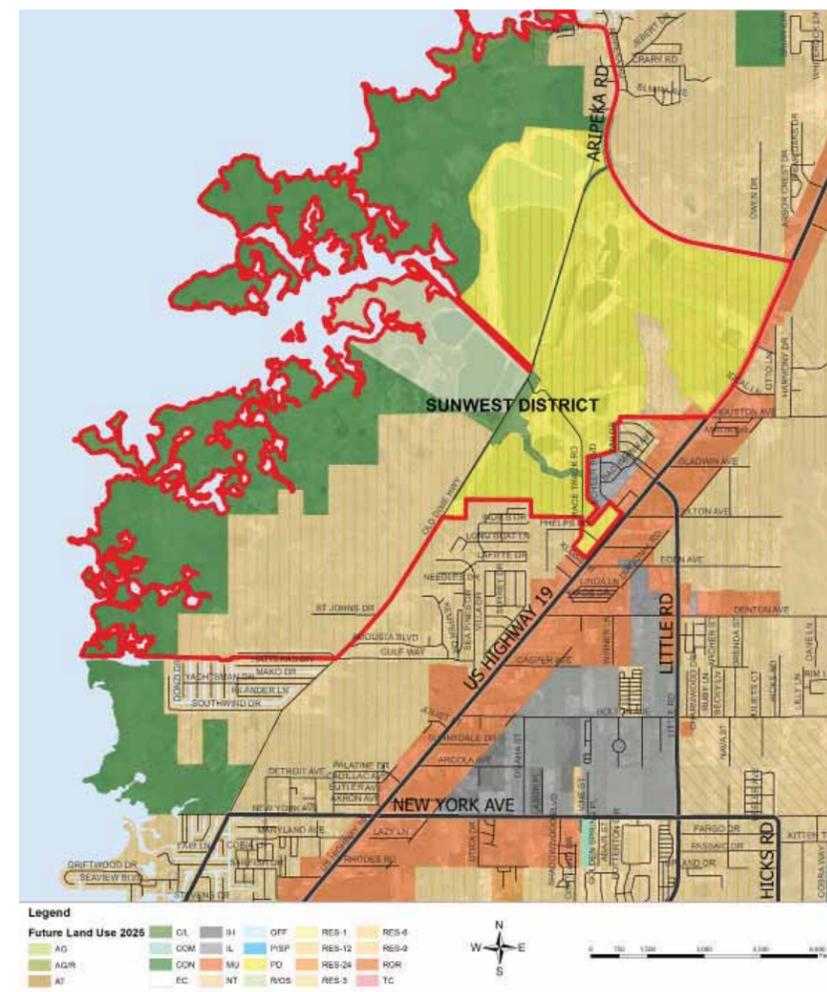


Figure 125: Sunwest District - Future Land Use

use within this district with some commercial use along U.S. 19. There is a proposal for a mixed use development - Sunwest Harbourtowne on the previously mentioned Sunwest mining site. The area immediately south of Sunwest Harbourtowne is being planned as a new County Park (Sunwest Park).

Key Issues

With abundant vacant land, natural settings, water bodies, and excellent connectivity to U.S. 19, the Sunwest District scores high in terms of future opportunities. However, there are also some key issues in the District that need to be carefully considered. These issues are listed below:

- Lack of public access to the Gulf Coast.
- Need for an access from U.S. 19 to the future Sunwest Park.
- No bike paths / trails along Old Dixie Highway connecting to Aripeka.
- Need for connections (trails, boardwalks, wildlife corridors) between the parks located along the coast.
- Essential to balance environmental, economic and community needs - i.e. protect and maintain the environmental quality while enhancing the area's tourism and recreational opportunities.
- Lack of transit connections to Belcher Mines Park, planned Sunwest Park, and proposed Sunwest Harbourtowne.



Figure 126: Vacant land, Sunwest District

Vision

- Create a unique nature-based recreational destination within the region.
- Promote eco-tourism.
- Protect and enhance coastal and natural resources, habitats and ecosystems.
- Promote opportunities for resort-style living.



Figure 127: A possible concept for the Sunwest District.

Source: Dover, Kohl & Partners

Strategies

- Implement the proposed vision for Sunwest Harbourtowne and include a broad range of uses such as residential, retail, office, hotel, golf course, and boat slips.
- Identify locations outside the Sunwest Harbourtowne site that can accommodate retail, hotels, restaurants, and other uses that support tourism and other activities at the proposed development.
- Design and develop the Sunwest Park to provide water-based recreational options that increase public access and enjoyment of the coast.
- Coordinate with PCPT to provide transit services to the proposed developments within the district. Identify required funding, prioritize actions, and develop a timeframe for provision of trails on Aripeka Road and Old Dixie Highway.
- Develop architectural and urban design guidelines that help retain, enhance, and market the area's coastal characteristics.
- Coordinate with SWFWMD, County Environmental Land Division, and Tourism to preserve and enhance the natural resource and habitats, and provide recreational opportunities.



Figure 128: Area around the lake in Sunwest

Source: S. Ambadi

Plans for SunWest Harbourtowne include:

- 2,500 residential units and a hotel.
- Championship golf course.
- Hotel with conference center and spa.
- Marina with village shopping.
- 1,793 acres of habitat conservation and open space.
- Public deep-water Gulf of Mexico access.
- Parking for 250 boat trailers and cars.
- Picnic shelters and walking trails.
- Manatee observation tower.



Figure 129: Sunwest old mine site - proposed design.

Source: Stantec

3 HILL DISTRICT

Land Area: 2,805 Acres | 5.2% of the West Market Area

Population: 5,189 | 2.4% of the West Market Area

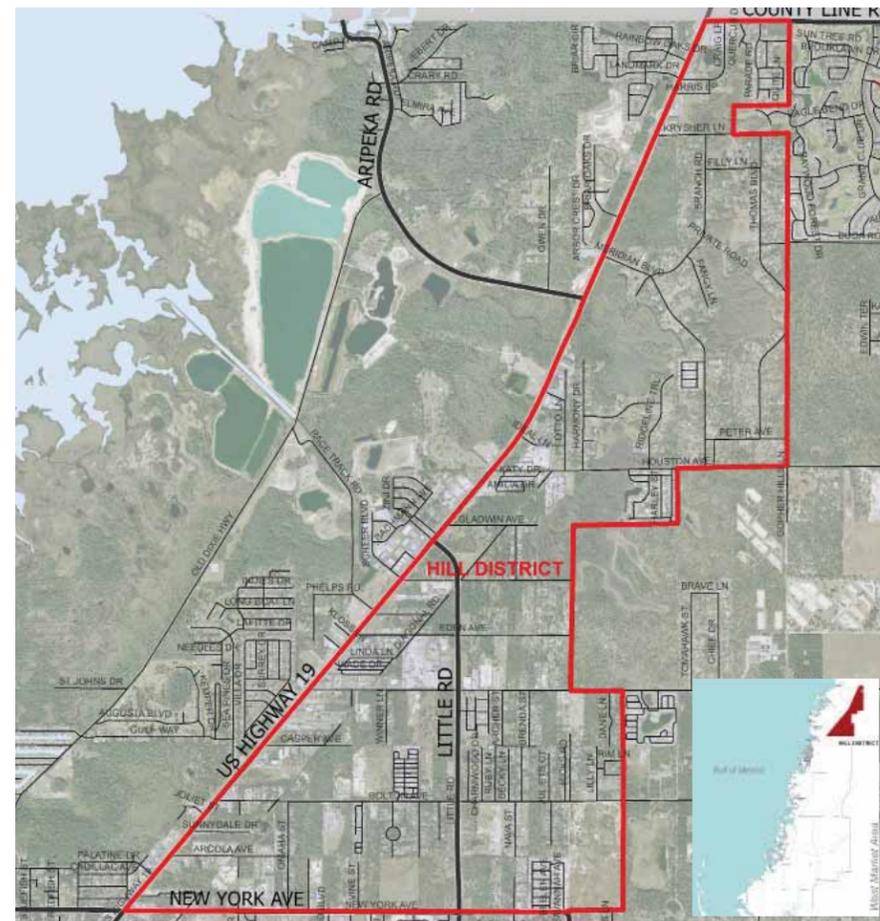


Figure 130: Sunwest District



Figure 131: Industrial uses on Scheer Blvd, Hill District.
Source: Google Images

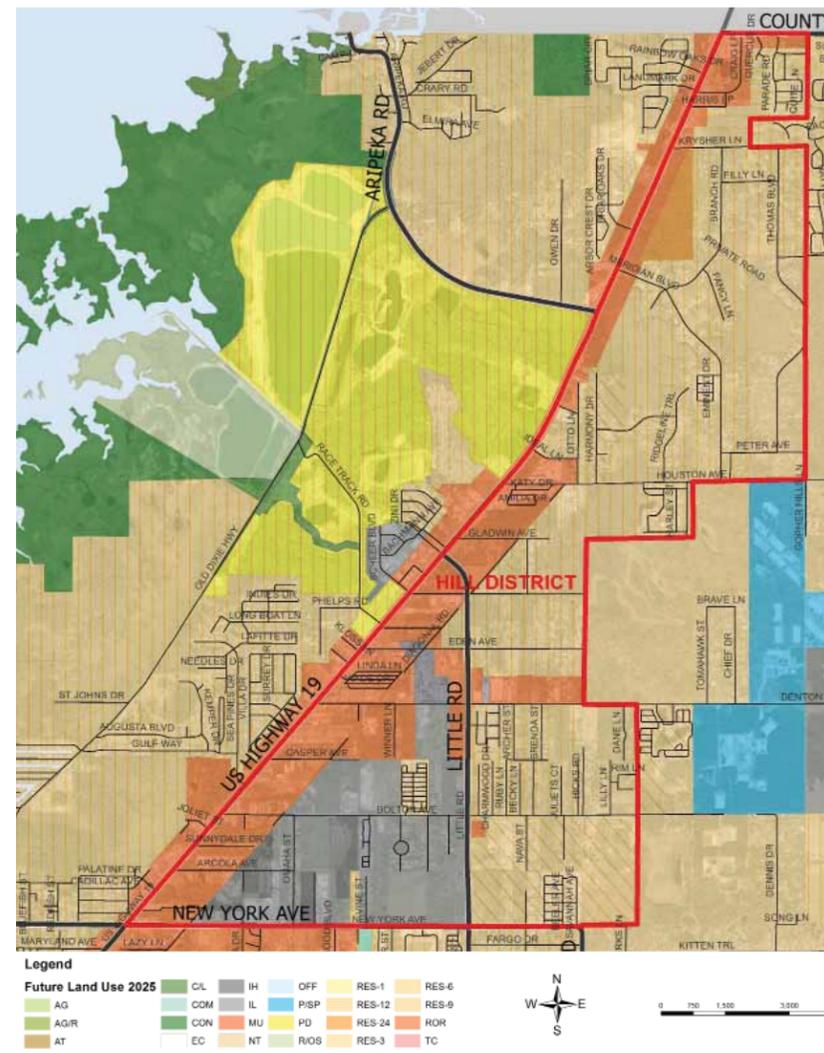


Figure 132: Hill District - Future Land Use

Existing Characteristics

The Hill District includes the area east of U.S. 19 between North County Line Rd. and New York Ave. The overall characteristics of the Hill District can be described as follows:

- Most lands north of New York Ave between U.S. 19 and Little Rd are industrial in nature, with the exception of parcels along U.S. 19 that are primarily commercial.
- Commercial uses in the District include storage units or boat shops. The industrial uses include warehouses and back of the house manufacturing units.
- The District also includes few houses that are often adjacent to or abutting the industrial uses. These low-density residential units are primarily located to the east and north of Little Road, and have an average lot size varying between 0.5 to five acres. Residential areas in this district are typically rural or suburban in nature.
- The District also includes large tracts of vacant land.



Figure 133: Low density residential, Hill District.



Figure 134: Large vacant tracts of land amidst industrial uses, Hill District; Source: Google Image

Key Issues

With the availability of vacant land, close proximity to the U.S. 19 a regional corridor, and an existing industrial setting, the Hill District holds great promise for a future office and/industrial development. Although this provides a great opportunity for creating new jobs, there are some critical issues that will have to be addressed first. Some of these key concerns are listed below:

- **Minimal screening for industrial uses**
- **Incompatibility between existing industrial and residential uses**
- **Limited individual parcel size for industrial development**
- **Incompatibility with eco-tourism and Sunwest Harbortowne development in the Sunwest District**
- **Further commercial strip development along U.S. 19**
- **Lack of sidewalks or trails on New York Ave from Old Dixie Hwy to Little Rd.**

Vision

- **Create a thriving industrial area with a healthy mix of industrial, residential, and commercial uses that create diverse job opportunities and exemplifies a sustainable live/work environment.**

Strategies

- Partner with property owners, business owners and potential investors to create a strategic master plan for the district. Identify strategies for implementation and develop a timeframe for action.
- Develop building and site design standards that protect the existing residential uses from all possible impacts of the industries. Design standards should focus on screening, fencing, walls, landscaping, and building siting, orientation, and design.
- Develop partnerships and strategies for assembling and consolidating parcels to create sizable tracts of land that are fit for industrial purposes.
- Prioritize efforts and identify relevant funding for construction of sidewalks or a trail on New York Ave.
- Encourage developers to incorporate green, sustainable strategies into site planning, building design, and management of industrial uses.



Figure 135: Commercial and industrial storage areas in the Hill District
Source: Google Image

Since the Hill District has existing residences and is also in close proximity to natural resources and systems along the coast, it is essential that industrial uses are planned and developed with care. Architectural and site design standards for industrial development would be required that focus on the following:

- **Integrate site planning and cluster development to preserve open spaces.**
- **Respect local natural features.**
- **Design for compatibility with adjacent uses.**
- **Design for overall cohesiveness.**
- **Require high quality building standards.**
- **Require building siting and orientation standards.**
- **Require pedestrian connections.**
- **Require buffers - landscaping, screens, fences and walls.**

While drafting the design standards mentioned above, the following case studies should be referenced:

Case Studies:

- *Design Guidelines for Business Park/Industrial Areas, City of Blackdiamond, WA*
- *Industrial Development Design Standards & Guidelines, City of Louisville, CO*



Figure 136: Example of an office/industrial park - CleanTech Park, Singapore; Source: greenbusinessstimes.com

4 HUDSON DISTRICT

Land Area: 8,071 Acres | 15 % of the West Market Area

Population: 25,795 | 12% of the West Market Area

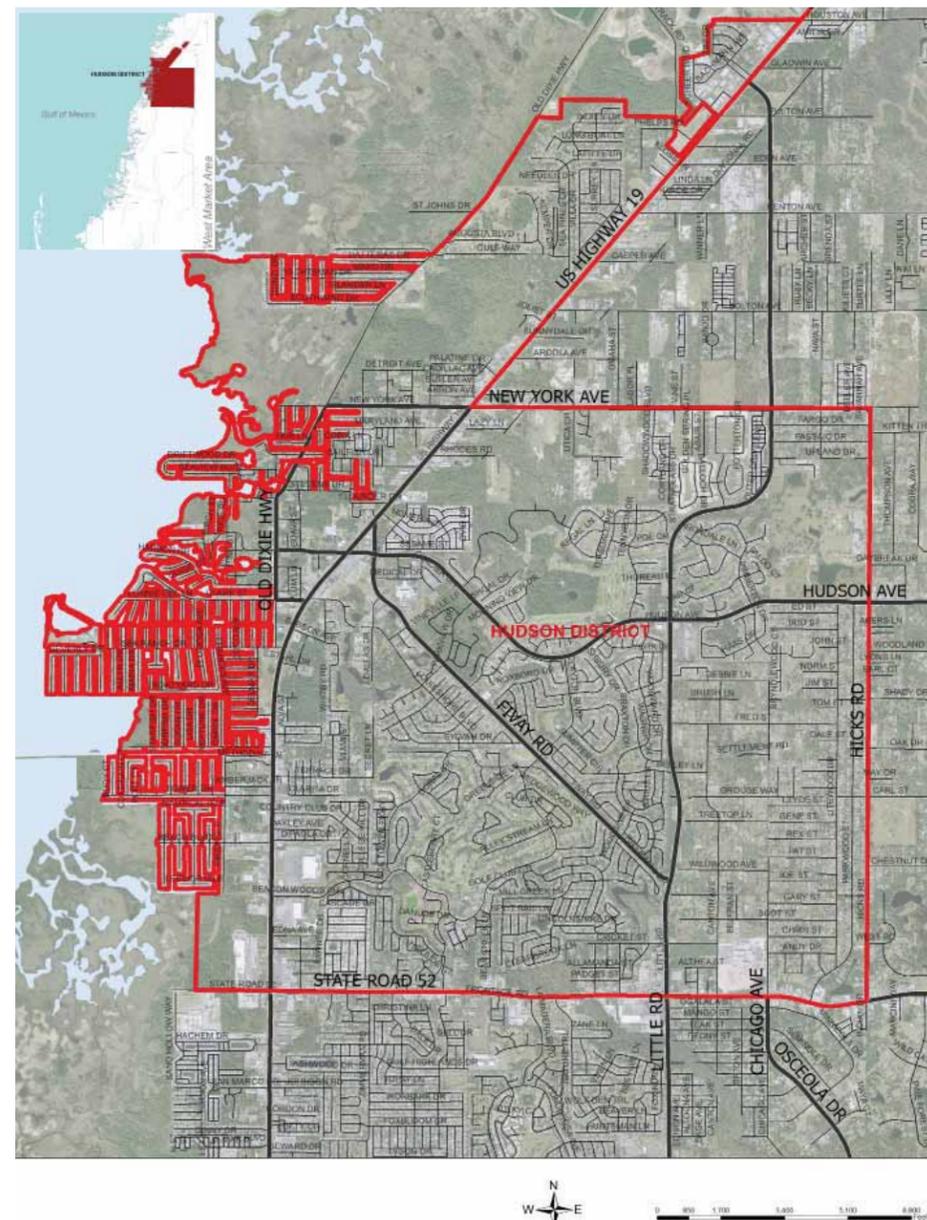


Figure 137: Hudson District

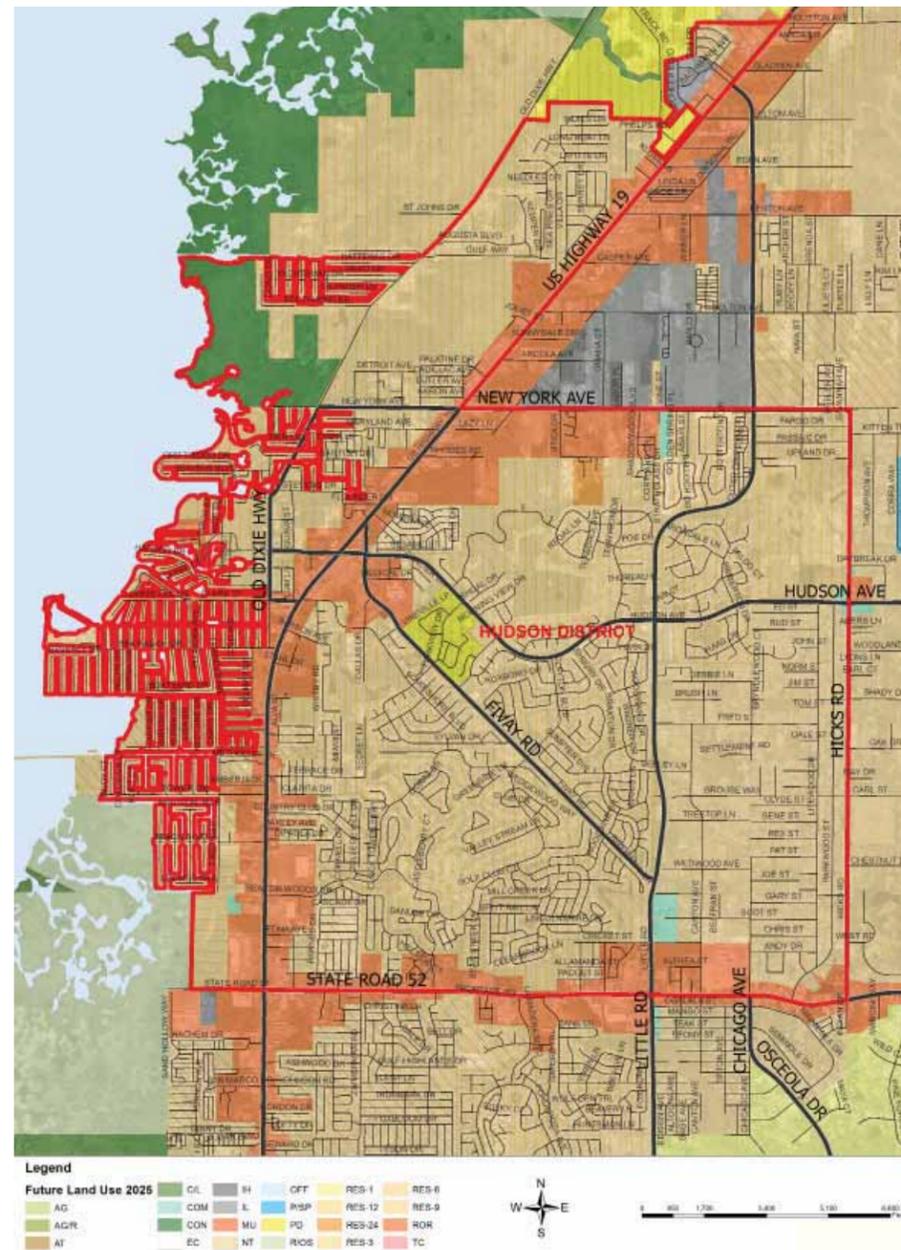


Figure 138: Hudson District - Future Land Use



Figure 139: Canals in the Hudson District

Existing Characteristics

Hudson is one of the oldest and the largest districts within the West Market Area. It includes all of the area west of Hicks Rd. to the Gulf Coast, between New York Ave and S.R. 52, and the area north of New York Ave and west of U.S. 19 south of the Sunwest District.

The Hudson community, was established in 1878 and has seen many ups and downs since then. This community grew in the early twentieth century when the Fivay Company began cutting lumber and shipping it by rail to Tampa. Although the area grew rapidly in the initial years, it eventually stagnated around late 1940s when the Fivay Company went out of business. As a result, most people turned back to the sea for their daily living or moved away. Shrimping and fishing employed about half of the working men during



Figure 140: Hudson Springs Terminus 1920s
Source: hudsonfla.com



Figure 141: Hudson's canals - popular destination for fishing
Source: hudsonfla.com

these years of economic downturn between 1930s and 1950s. In the late 1950s, Hudson bounced back from economic decay as a new waterfront real estate was developed, bringing new residents to Hudson. Ever since, Hudson has been a fast growing community. Some of its defining characteristics are as follows:

- Has a long established history.
- Has a number of waterfront properties with canal access to the Gulf
- There are very few areas that provide public access to the coast.
- Gated suburban neighborhoods located mostly to the east of U.S. 19. The majority of the residences were built between the '80s and '90s with a mix of lot sizes, ranging from 3,000 square feet to one acre.
- Includes a six acre Hudson Beach/Robert J. Strickland Memorial Park - a popular local community gathering place.
- There are strip commercial uses all along U.S. 19 south of Hudson Ave.
- There is a concentration of medical offices and related services east of U.S. 19 between Hudson Avenue and Fivay Rd.



Figure 142: Strip commercial south of Hudson Avenue; Source: Google Image

Key Issues

Following are some of the key issues that were identified by the communities, the technical advisory groups, and the project team:

- **Need for sidewalks, bike trails and transit service in the District to connect neighborhoods with schools and parks, Hudson Beach, and other community facilities.**
- **Need for neighborhood centers or community gathering spaces that host community events for all ages.**
- **Need to clean, improve, and enhance the Hudson Beach. Improvements could include increasing the capability to host entertainment events, and providing public boat access, boardwalks, restaurants, and boat/canoe rentals.**

- **Need a coastal identity, especially in new development.**
- **Need to preserve Bear Creek.**
- **Need strategies to protect Fivay Historic site.**
- **Need to address flooding in areas such as Fivay Rd, Old Dixie Hwy, and U.S.19 and S.R.52 intersection**
- **Need to address crime and homelessness.**



Figure 143 and 144: Hudson - neighborhoods along canals (Bottom) and the Hudson Beach (Top).

Source: hudsonfla.com

Vision

- **Protect and enhance the coastal and historic resources.**
- **Promote eco-tourism and enhance Hudson Beach as a major local and regional destination.**
- **Create a system of trails connecting natural resources and coastal destinations.**



Figure 145: Hudson Beach

Source: hudsonfla.com

Strategies

- Delineate a Hudson Historic Overlay District, and identify historic resources that need to be preserved.
- Develop architectural and urban design guidelines that help retain and enhance elements related to the area's coastal context, history, and community identity.
- Develop strategies to improve the appearance and utility of Hudson Beach. Identify opportunities for hosting public events at the beach and provide seating, boat access, shops, restaurants and other supporting facilities.
- Work with residents, HOAs, and the County Parks and Recreation Department to identify potential sites, partnerships, and funding for developing community centers.
- Develop strategies to improve street connectivity within neighborhoods.
- Develop effective stormwater management strategies to deal with flooding issues.
- Organize public outreach events that increase awareness about cost-effective stormwater management practices, on-site stormwater treatment, and rainwater reuse.
- Identify high crime areas and apply CPTED guidelines to combat crime.
- Collaborate with Homeless Coalition and other non-profit organizations to address issues of homelessness.

5 GULF VIEW DISTRICT

Land Area: 3,743 Acres | 7.0 % of the West Market Area

Population: 5,629 | 2.6% of the West Market Area

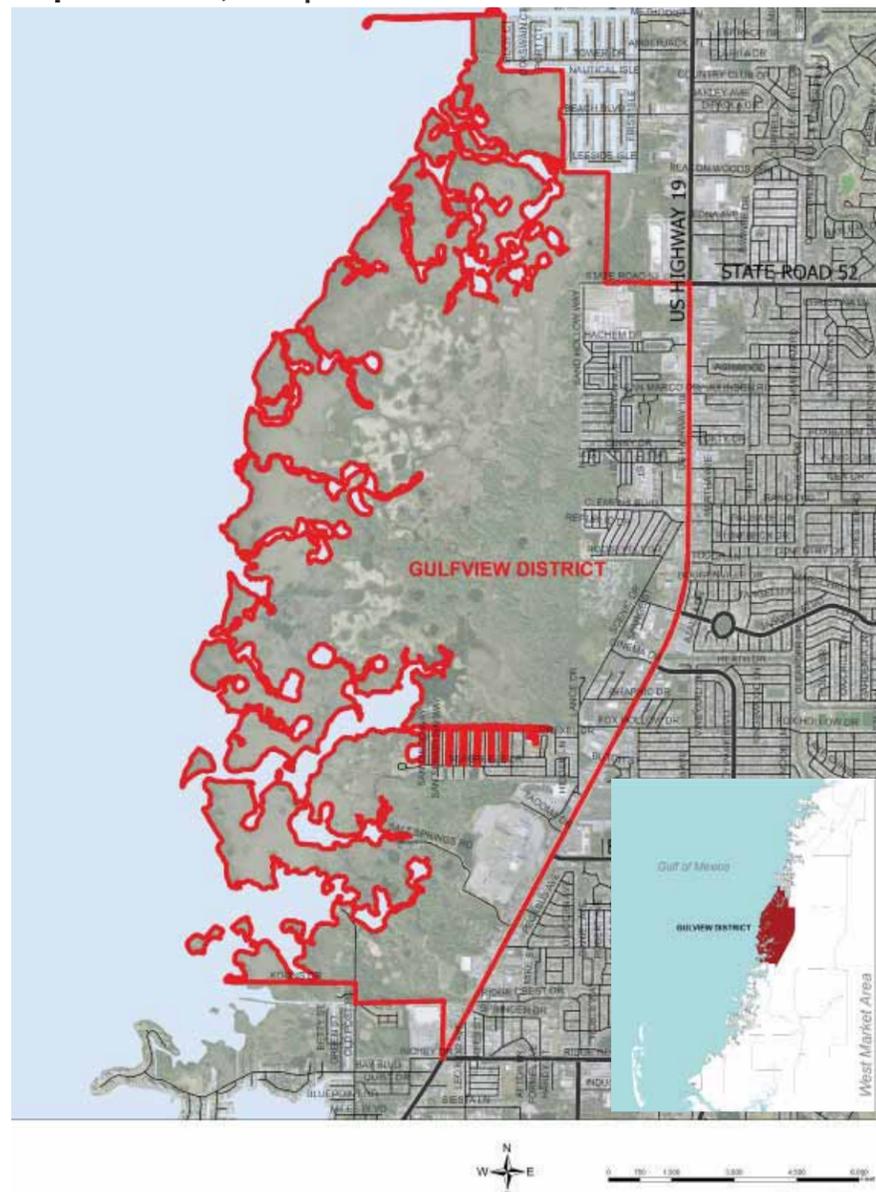


Figure 146: Gulf View District

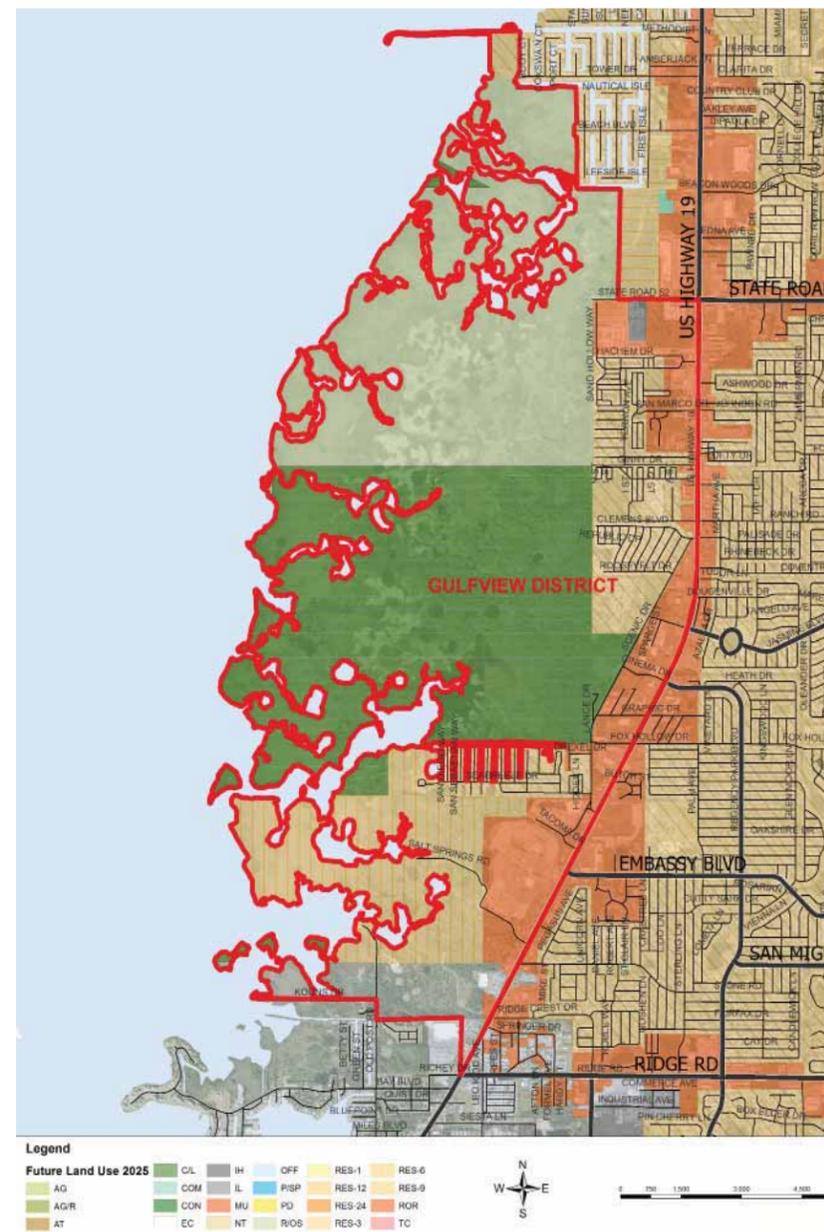


Figure 147: Gulf View District - Future Land Use

Existing Characteristics

Gulf View District includes area west of U.S. 19 between S.R 52 and Ridge Rd. The Werner-Boyce Salt Springs State Park occupies over 70% of the District area. The rest of the District is a mix of commercial and residential uses.



Figure 148: View to the Gulf
Source: Tampa Tribune



Figure 149: Gulf View District , south of Fox Hollow Drive
Source: Google Image

The District's defining characteristics are summarized below:

- There are great natural resources such as parks, rivers, and the coast, but the area lacks public access to these resources.
- Most houses were built in the 70s, with average lot sizes of 6,000 s.f.
- Strip retail developments are dominant along U.S 19. These developments are outdated, auto-oriented, with high vacancy rates and excessive surface parking lots.
- Gulfview Square Mall is the key retail anchor between U.S. 19 and the Werner-Boyce Salt Springs State Park. The existing layout of the mall blocks the view of these great natural resources from U.S. 19.
- The Pasco County School Board's Marine Education Center is located south of the Werner-Boyce Salt Springs State Park.



Figure 150 and 151: Gulf View Square Mall and surrounding areas

Key Issues

Below are some of the key issues in the Gulf View District that were identified by community members, technical advisory groups, and the project team.

- **Need for Werner-Boyce Salt Springs State Park to provide public access, trails, and recreational opportunities such as camping, board walks, playgrounds, and picnic spaces**
- **Need to provide Gulf access, visibility and eco-tour**
- **Need trails along the Gulf Coast in the Werner-Boyce Salt Springs Park behind the Gulfview Mall**
- **Need more open space and open seashore for the public around Brasher Park**
- **Need to provide beach areas**
- **Need to provide marinas**
- **Need to preserve Salt Springs**
- **Need to address excessive vacant retail**
- **Need to accommodate the redevelopment potential of outdated, auto-oriented strip retails along U.S. 19**
- **Need sidewalks on U.S. 19, SR 52, and Jasmine Boulevard**
- **Need bike trail on SR 52 to Werner-Boyce Salt Spring State Park, U.S. 19 from SR 52 to Ridge Crest Dr to connect to existing trail on Koons Dr, and along the eastern edge of the Werner-Boyce Salt Spring State Park**



Figure 152: Werner Boyce Salt Springs State Park

Source: floridastateparks.org



Figure 153 and 154: Possible waterfront activities (Left); Creating walkable commercial and/entertainment areas.

• Vision

- **Enhance access and visibility to the coast.**
- **Promote eco-tourism.**
- **Expand waterfront and recreational activities in Werner-Boyce Salt Springs State Park.**
- **Retrofit U.S. 19 corridor and commercial strip malls.**



Figure 155 and 156: Identifying opportunities for nature-based recreational and educational activities in the Gulf View District.

Source: tenttrailercamp.com; touristforlife.com

Strategies

- Coordinate with Florida State Parks to provide safe and convenient public access and connectivity to and within the Werner-Boyce Salt Springs State Park.
- Coordinate with Florida State Parks to provide waterfront and recreational activities in Werner-Boyce Salt Springs State Park such as camping, kayaking, boardwalks, playgrounds, picnic spaces and eco-tourism resources.
- Coordinate with Florida State Parks to preserve coastal natural resources while promoting eco-tourism
- Identify funding and partnership opportunities for improvements in the Werner-Boyce Salt Springs State Park.
- Coordinate with the City of Port Richey to evaluate the needs and potential of providing more open spaces and other amenities in Brasher Park.
- Evaluate design alternatives for the Gulfview Square Mall area to enhance pedestrian activities and amenities, provide compact, mixed uses, and orient development so as to open up the Gulf view and natural resources for public access and enjoyment.
- Retrofit existing strip malls along U.S. 19 into pedestrian friendly, compact mixed use centers.
- Identify priority and funding opportunities for constructing sidewalk on S.R. 52 and Jasmine Boulevard.
- Identify priority and funding opportunities for constructing bike trail along the eastern edge of the Werner-Boyce Salt Spring State Park and connecting to the County's existing trail system.
- Evaluate the potential of Scenic Dr as a parallel facility to U.S. 19 to enhance street connectivity.
- Partner with the School Board to identify opportunities for opening the Marine Education Center for public use as a community facility.

Gulfview Square Mall Potential Design Alternatives

Connected Street Network: Create an interconnected street network to connect the southern Gulfview Mall site with the adjacent northern site. Dissect the mall site into smaller parcels.



Phase II Retrofit: Retain key anchors on site. Reconfigure the rest of the structures to create a pedestrian friendly shopping environment.



Open Space Network: Provide functional and dispersed open spaces to enhance streetscape; integrate existing natural resources, and provide a focal point.



Phase III Retrofit: Infill the site with human-scale, pedestrian-friendly retail and entertainment uses. Place buildings upfront and close to internal streets to enhance building frontage and the pedestrian experience.



Phase I Retrofit: Infill existing mall site and excessive surface parking spaces with green open spaces to enhance public realm and pedestrian amenities, and utilize the salt springs as a public amenity.



Phase IV Retrofit: infill the remainder of the mall site with multi-family and hotel uses.



Figure 157: Gulf View Square Mall redevelopment alternatives

Gulfview Square Mall Potential Design Alternatives



Redeveloping the northern end of the Mall



Developing a tight grid and a system of interconnected streets



Orienting buildings to create well defined streets and landmarks



Figure 158: Gulfview Square Mall design alternatives



Utilizing entry markers that help in wayfinding and creating legibility in space



Figure 159: Example of a mixed-use district with amenities for both pedestrians and automobiles.

Source: Internet

6 EMBASSY DISTRICT

Land Area: 6,649 Acres | 12.4 % of the West Market Area

Population: 44,334 | 20.7% of the West Market Area

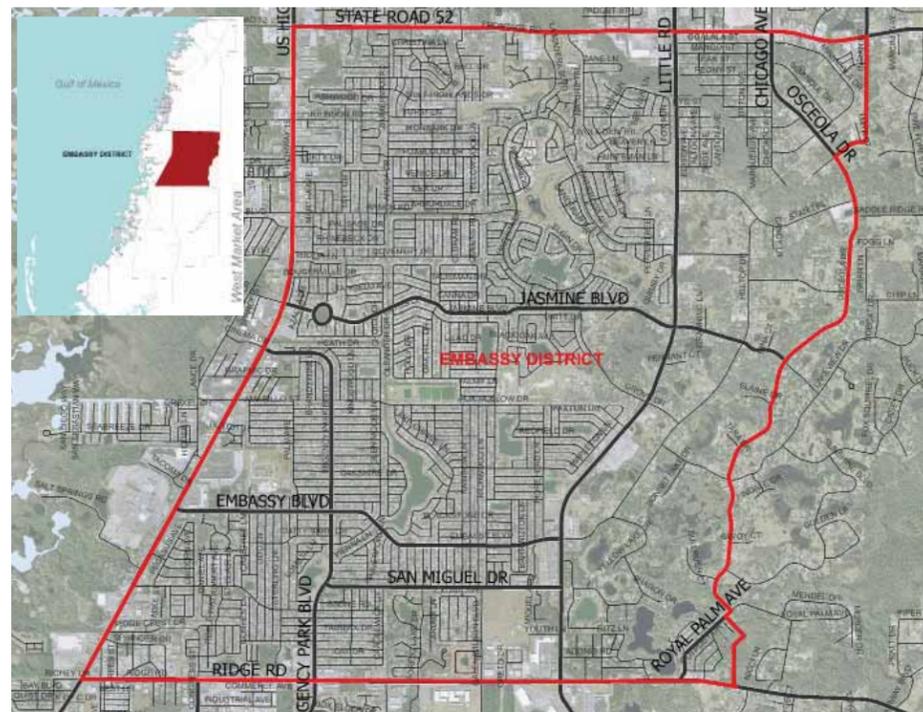


Figure 160: Embassy District

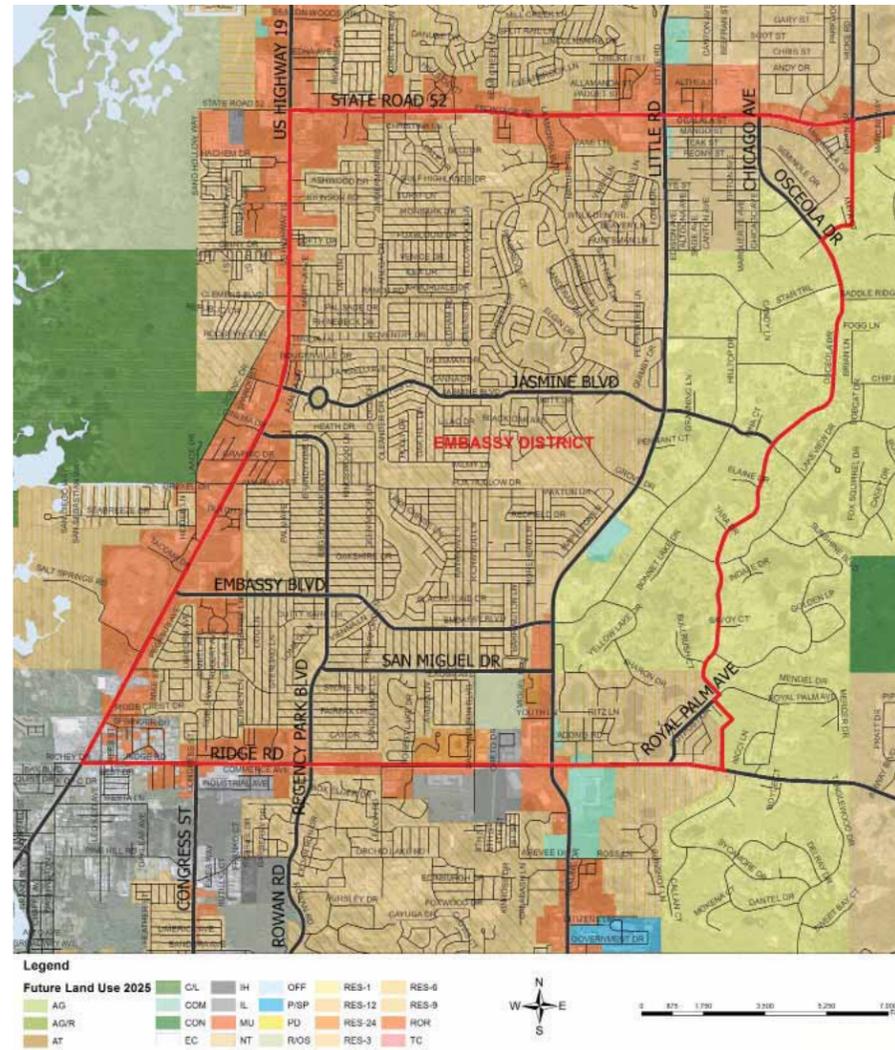


Figure 163: Embassy District - Future Land Use

Existing Characteristics

The Embassy District is located east of U.S. 19 and west of Osceola Dr between S.R. 52 and Ridge Rd in the West Market Area. Overall characteristics of the Embassy District are described below:

- The majority of the residential development has a grid street network. Few of the developments have a suburban cul-de-sac street network. Block lengths, averaging 1,000 to 1,500 feet.
- Most streets have sidewalks although very narrow at certain places.
- Most houses were built in the '70s and some in the '80s as retiree and vacation homes. The average lot size is 6,000 s.f.
- There is a lack of trees, parks, and open space within neighborhoods. Most of the houses lack landscaping to create a low maintenance living.
- Strip commercial dominates U.S. 19, Ridge Rd. and S.R. 52; auto-related services are mostly concentrated around the U.S.19 and Ridge Rd. intersection.



Figure 164: A park in the Embassy District



Figure 161 and 162: Dense residential neighborhoods - Embassy District; Aerial image



Source: Google Image



Figure 165: U.S. 19, Embassy District
Source: Google Image



Figure 166: Bear Creek Subdivision

Key Issues

The following are some of the key issues in the Embassy District that were identified through technical advisory meetings, surveys, and community workshops:

- Need for more trees, neighborhood parks, open spaces and community gardens within neighborhoods
- Need to preserve Bear Creek wetland system
- Need for bike trail on existing Ridge Rd. and its future expansion, Little Rd, SR 52 from Little Rd. to the Werner-Boyce Salt Spring State Park, Jasmine Blvd. from Little Rd. to US 19, and along US 19
- Need for sidewalks on Jasmine Blvd. and Regency Park Blvd
- Need to redevelop strip malls at U.S.19 and S.R. 52 intersection and also along these corridors
- Need to address homelessness which is a concern especially in the Bayonet Point area
- Need to address flooding
- Need for a neighborhood and convention center
- Need for more neighborhood parks, especially in Bayonet Point and Timber Oaks areas.

Vision

- Create livable neighborhoods with adequate infrastructure, and safe and accessible parks and neighborhood centers.
- Create walkable and interconnected neighborhoods that encourage walking, biking and social interaction.



Figure 167, 168, 169, 170 and 171: Landscaping along streets, safe pedestrian infrastructure and parks are much needed community facilities in the Embassy District.

Strategies

- Conduct an open space need analysis to identify demand, supply, and potential locations for additional neighborhood parks and open spaces.
- Provide more shade trees in neighborhoods and on the streets, and provide more neighborhood parks and open spaces that are easily accessible by residents through walking and biking.
- Create neighborhood centers that provide spaces for community gathering and social events.
- Work with residents and the County Parks and Recreation Department to identify potential sites for neighborhood parks. Assess the possibility of using undeveloped parcels, abandoned sites or golf courses.
- Provide parallel roads to U.S. 19 to enhance neighborhood connectivity while maintaining overall safety and neighborhood character.
- Retrofit existing strip malls at the U.S.19 and S.R. 52 intersection and along U.S. 19 and S.R. 52 to create pedestrian-friendly, compact mixed-use centers.
- Connect neighborhoods and commercial mixed-use centers with safe sidewalks and bike paths.
- Develop effective stormwater management standards to deal with flooding issues. Educate and work with residents and homeowner associations to implement these standards.
- Work with residents to identify priorities and funding opportunities for constructing sidewalks on Jasmine Blvd and Regency Park Blvd.
- Work with residents to identify priorities and funding opportunities for constructing bike trails on Ridge Rd, Little Rd, SR 52 and Jasmine Blvd.
- Work with homeowner associations to educate residents about hunger and homelessness issues. Create community building events and volunteer opportunities to help assist and reduce homelessness.

7 RIVER DISTRICT

Land Area: 7,539 Acres | 14.1 % of the West Market Area

Population: 32,427 | 15.1% of the West Market Area

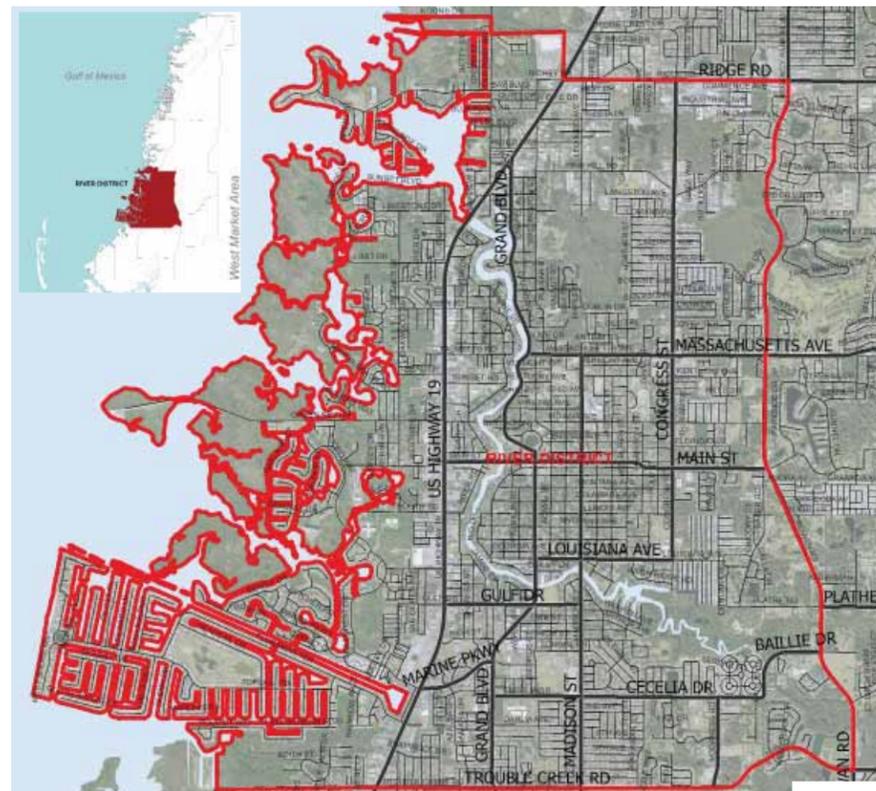


Figure 172: River District



Figure 173: Neighborhoods facing the Gulf of Mexico.

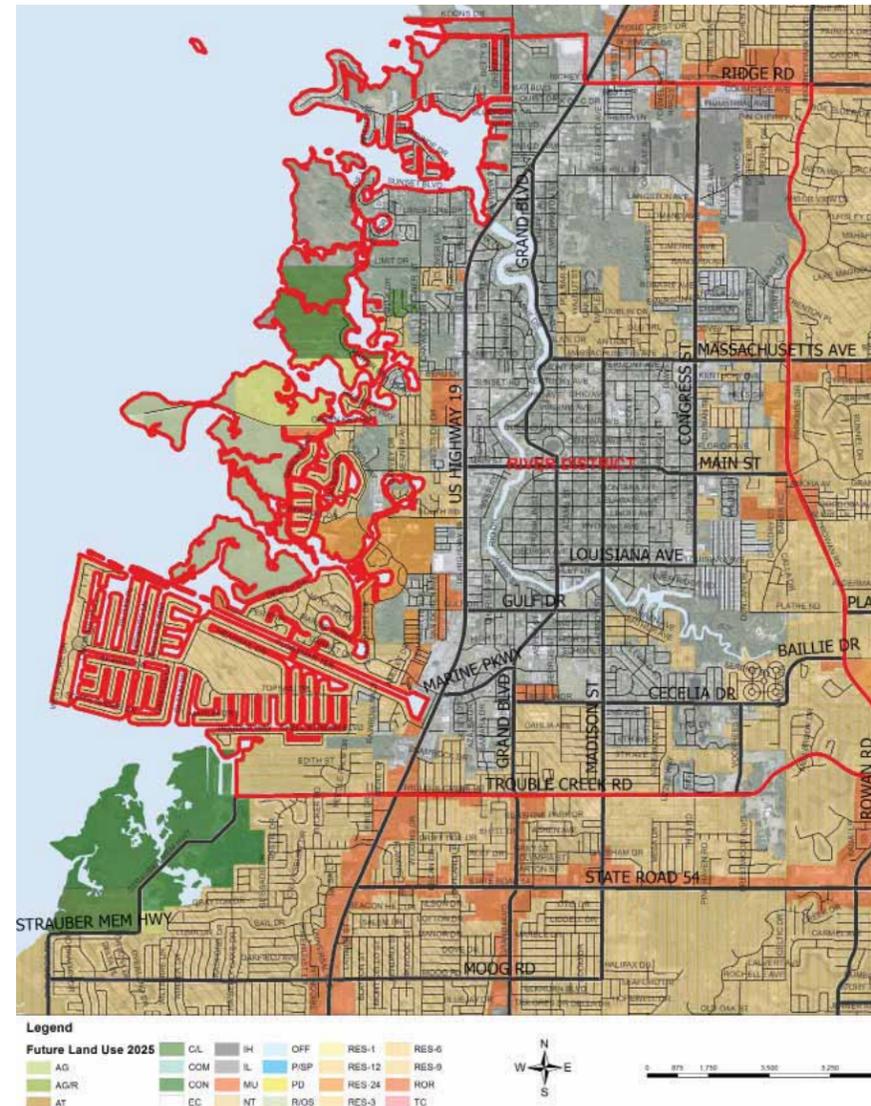


Figure 174: River District - Future Land Use



Figure 175 and 176: Pithlachascotee River and Park

Existing Characteristics

The River District is located west of Rowan Rd between Ridge Rd and Trouble Creek Rd. The majority of the District is within the boundaries of the Cities of New Port Richey and Port Richey. The overall characteristics of the River District can be described as follows:

- This District has great waterfront assets, beaches and natural resources including Millers Bayou, Pithlachascotee River, Green Key Beach/Robert Crown Wilderness Park and Durney Key. However, these parks lack safe and convenient public access, and waterfront activities.
- There is a mix of urban and suburban residential development in the District. Grid or interconnected street network is located primarily to the east of U.S. 19, while suburban cul-de-sac street network is more common to the west of U.S. 19. Most houses in this District were built in the '60s and '70s, and some in the '80s with a dominant lot size of 13,000 s.f.
- The historic district of New Port Richey has some great assets but requires enhancements. Some of its historic buildings are vacant, deteriorated or underutilized, such as the Hacienda Hotel.
- The City of Port Richey has a strategically located waterfront which has immense potential but is currently in an underutilized state.
- Low-quality, over-supplied strip commercial use dominates the U.S. 19 corridor.
- The New Port Richey Community Hospital area has become a distressed and high crime area due to the closedown of the hospital.





Figure 177: Community Hospital, New Port Richey; Source: Google Image

Key Issues

Given below are some of the key issues in the River District that were identified by the communities, technical advisory groups, and the project team:

- Need for more public access to the Gulf Coast, such as on Marine Pkwy., Sea Forest Dr., in Gulf Landings and Gulf Harbors areas, and from Pithlachascotee River.
- Need for more public access to Pithlachascotee River.
- Need for a riverwalk connecting Pithlachascotee River, downtown, Millers Bayou, Werner-Boyce Park, and Green Key/Robert Crown Wilderness Park.
- Need to reuse the golf course in Gulf Harbor as a park amenity.
- Need to utilize Durney Key as a beach destination.
- Provide kayak and boat launching area at Robert K. Rees Memorial Park, and Gulf Harbors.
- Need for a marina at the Port Richey Waterfront park.
- Need an easily identifiable park signage/way finding for Green Key Beach/Robert Crown Wilderness Park on U.S. 19.
- James E. Grey Preserve Park needs a better access.
- Need to revitalize New Port Richey downtown area.
- Need to redevelop Hacienda Hotel and the NPR. Community Hospital area.
- Need to preserve historic properties.
- Need for a cultural center in New Port Richey.
- Need for more trees around Orange Lake in New Port Richey.
- Collocate community center with library.

- Need for a sidewalk/trail along U.S. 19, Leo Kidd Ave, Rowan Rd., Green Key Rd., Washington St., Congress St., Louisaina Ave, Grand Blvd., Ridge Rd., Massachusetts Ave, Trouble Creek Rd., Pine Hill Rd.
- Need for a bike trail on Old Post Rd., Pasco Way, Grand Blvd., Massachusetts Ave, Madison St., and Trouble Creek Rd.
- Provide a raised walking and bike path over U.S. 19 to connect the Coast to Starkey/Suncoast trail.
- Identify opportunities for partnership with the local municipalities to effectively coordinate and fund key redevelopment projects.



Figure 178: Need to identify areas that could serve as kayaking and boat launching areas; Source: Internet

Vision

- Promote tourism and waterfront activities.
- Create gateways to the cities.
- Create viable downtowns.
- Preserve and enhance historic features.
- Provide a connected multi-modal network.

Since the majority of the District comprises of the cities, it would be beneficial to study and evaluate existing plans and programs of the cities, and develop implementation strategies that support and enhance their planning vision.

New Port Richey CRA Strategic Redevelopment Action Plan

The New Port Richey Community Redevelopment Agency (CRA) retained AECOM consulting firm and RERC strategic advisors to update their Redevelopment Plan and to plan for the use and redevelopment of six specific properties.

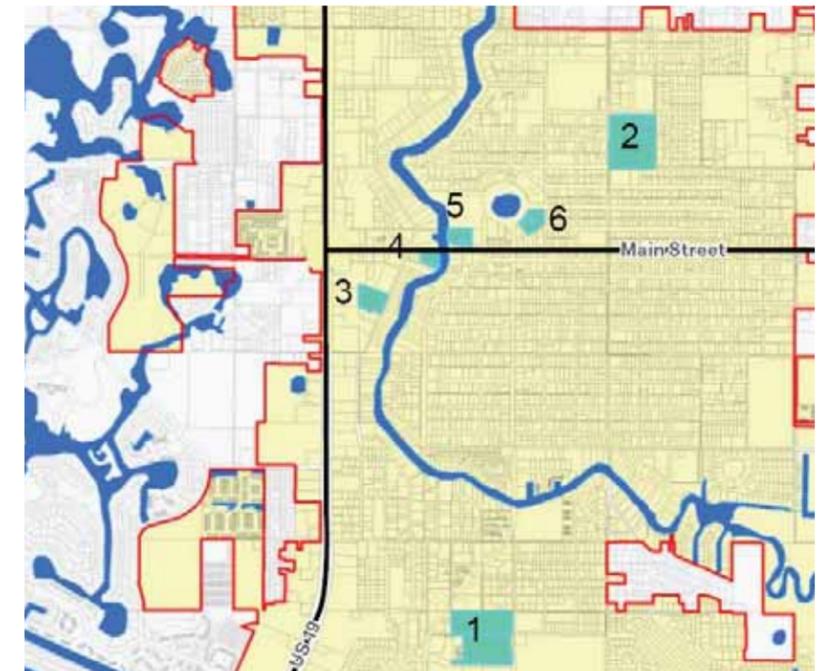


Figure 179: Redevelopment areas identified by the New Port Richey CRA. Source: New Port Richey CRA Strategic Redevelopment Action Plan

The six specific properties identified for redevelopment include:

1. HCA Community Hospital
2. North Bay Hospital
3. Gateway Church
4. Main Street Landing
5. Hacienda Hotel
6. First Baptist Church Site

The recommendations included the following:

CRA And City-Wide Actions

- Improve community communication
- Update the CRA Plan
- Revise the financial approach to the use of city resources
- Re-institute the Neighborhood Planning Program
- Coordinate festival planning
- Practice partnering

Actions specified in this plan calls for a collaborative effort between the County and the City. Few towns and cities have the resources to independently fund high quality facilities and programs. Partners provide creative and financial support, and they broaden the community base enough to support significant activities. New Port Richey, Port Richey, and Pasco County have many issues of mutual concern and common community objectives.

Selected Property Actions

- Engage HCA Community Hospital, the City and the neighboring businesses and property owners in a Small Area Planning process. The hospital properties are important and the remaining assets would provide a core of jobs and activities on the existing site. Much of the existing hospital property can be redeveloped for productive uses such as housing, offices, quasi-medical facilities or senior living communities. The adjacent properties and businesses may require support through land use regulations and infrastructure enhancements. The action that would tie all the issues and opportunities together is a Small Area Plan that includes representatives from HCA, the City, and the neighboring businesses and property owners.
- Continue to work with North Bay Hospital.
- Sell the Gateway Church property.
- Sell the 1st Baptist Church site.

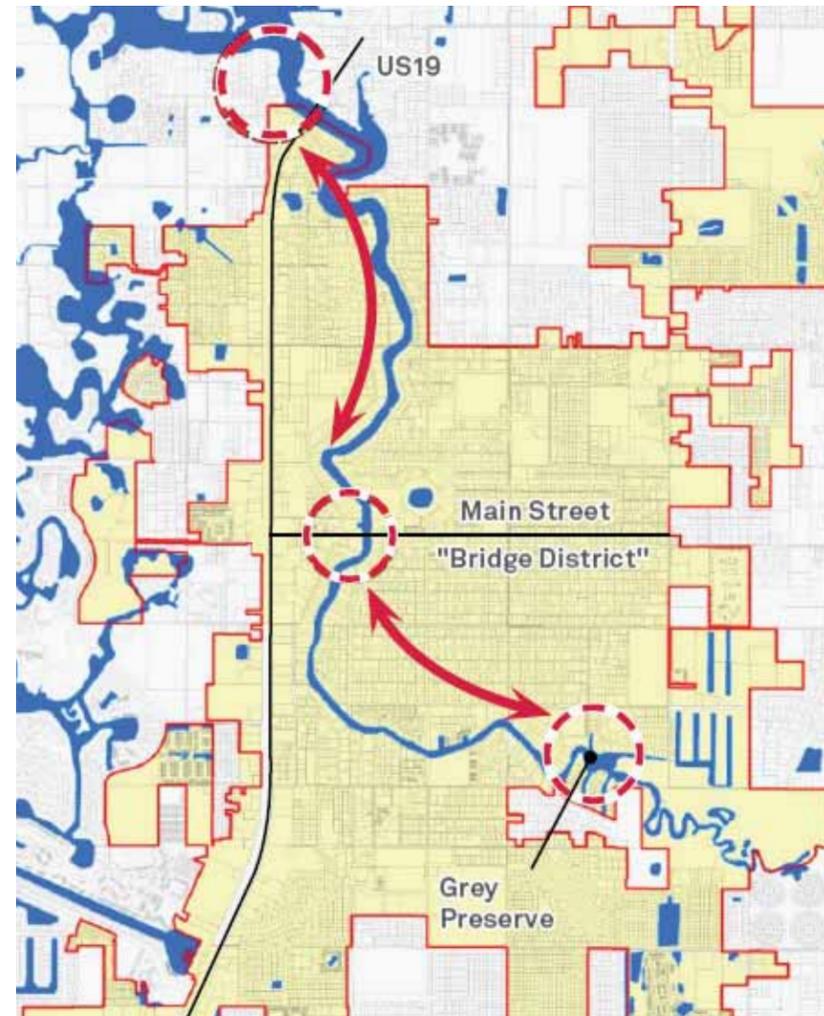


Figure 180: Proposed Cotee Blueway
Source: New Port Richey CRA Strategic Redevelopment Action Plan



Figure 181: Pithlachascotee River has a huge potential for becoming a regional destination.

- Continue to support redevelopment of the Hacienda Hotel use. This is the most important activity currently available to the City to rejuvenate Main Street and the greater downtown. A hotel will provide a place for visitors to stay in a quality accommodation. If redeveloped it would resurrect a place that is important to the City's history, it will also provide activity on Main Street, it will create new jobs, and would also anchor the Cotee Bridge District and the Cotee Blueway.
- Support Main Street Landing.
- Re-use the former Post Office building to house community organizations.
- Take advantage of the Cotee River as a major community asset. The River is the front porch" for many private residences along its course. Significant public space has been developed along the River, including a very wide and walkable bridge at Main Street. The River is already used for boating recreation. It can be an "attractor" for visitors from Tampa/St. Petersburg and Central Florida. The "bridge district" and the Cotee Blueway can become regional destinations that supplement the City's identity with festivals
- Improve the economic performance of U.S. 19. Focus city activities on the corridor for :
 - Development standards;
 - Code enforcement programs;
 - Land use and zoning amendments to intensify the entitlements on U.S. 19 properties, including residential, office/warehouse and warehouse development.



Figure 182: Identifying public spaces to host festivals and community events

- Business sponsored “crime watch” programs to implement safety programs and deter crime.
- Create a Main Street “Gateway” at U.S. 19 by designing and installing a significant physical feature at that intersection.
- Design and implement a City-wide wayfinding system.

These recommended actions are consistent with the County’s visions for economic development, neighborhood revitalization, historic preservation and tourism. The West Market Area’s redevelopment effort should support and complement these actions in an effective and timely manner. In order to achieve these goals and develop a local, regional, and tourist destination within the study area, it is extremely crucial to establish partnerships between the County and the City of New Port Richey.



Figure 183 and 184: Hacienda Hotel - historical marker and a potential anchor for the proposed bridge district.
Source: flickr.com, photo by POsrus



Figure 185: An example of a Gateway feature;
Source: NPR Strategic Redevelopment Action Plan

Greater New Port Richey Main Street

The Florida Main Street Program is an integral part of the State’s historic preservation program. Greater New Port Richey Main Street is part of the Florida Main Street Program dedicated to revitalize the historic business district. Its mission is to assist in growth and redevelopment of Downtown New Port Richey, working with government, businesses and the public to carve out a niche for New Port Richey as one of the best places to live, work and play in the Tampa Bay Area.

In the effort to revitalize the New Port Richey downtown, the County should collaborate with NPR Main Street to identify opportunities and funding sources to create a viable downtown, and preserve and reuse historic properties.

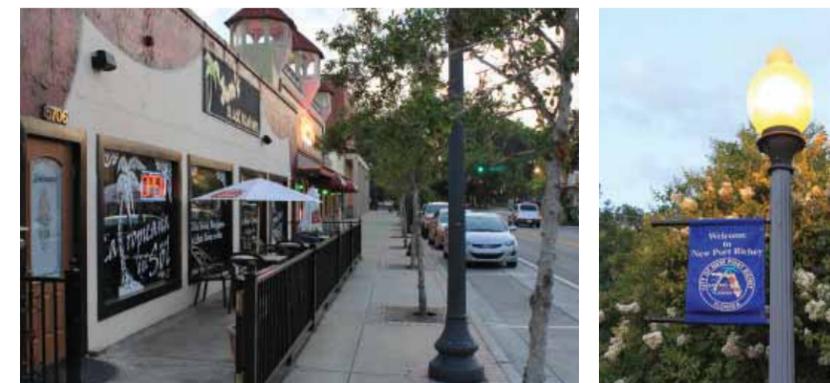


Figure 186 and 187: New Port Richey Downtown
Source: flickr.com



Figure 188 and 189: New Port Richey Main Street
Source: flickr.com

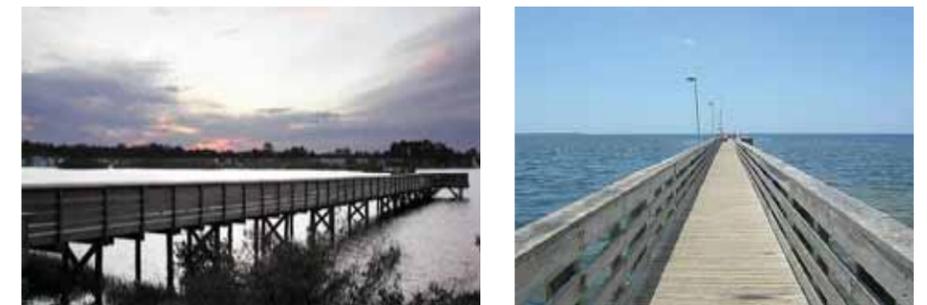


Figure 190 and 191: Fishing Pier, Port Richey
Source: flickr.com, imageseu.homeaway.com

The Port Richey Waterfront Overlay District (WOD)

City of Port Richey has designated approximately 20 acres of land north of the Pithlachascotee River, west of U.S. Highway 19 and south of the southernmost boundary of the City’s waterfront park as the Waterfront Overlay District.

The intent of the waterfront overlay district (WOD) is to: improve the physical image of the waterfront community; protect the environmental sensitivity of the river; enhance and revitalize the area into an economic focal point within the city by providing for land uses and development that employ the highest and best use of the waterfront properties; and expand the city’s tax base.

The District will allow for a variety of commercial uses, including recreational aquatic activities, eating establishments and specialty retail uses. The overlay district is intended to allow for the conversion of the waterfront area into an attractive destination within the community, to improve the image and function of the area, and to apply a more appropriate level of land use compatibility. The City is also currently developing a master plan for the Port Richey Waterfront Park and its surrounding areas, with the intention of redeveloping this area into a vibrant destination and community resource.

In order to transform the West Market Area into a viable destination that meets the future economic and tourism development goals, the County needs to respect and support the intent and purpose of the City’s Waterfront Overlay District, and partner and coordinate with the City of Port Richey to create a destination for all.

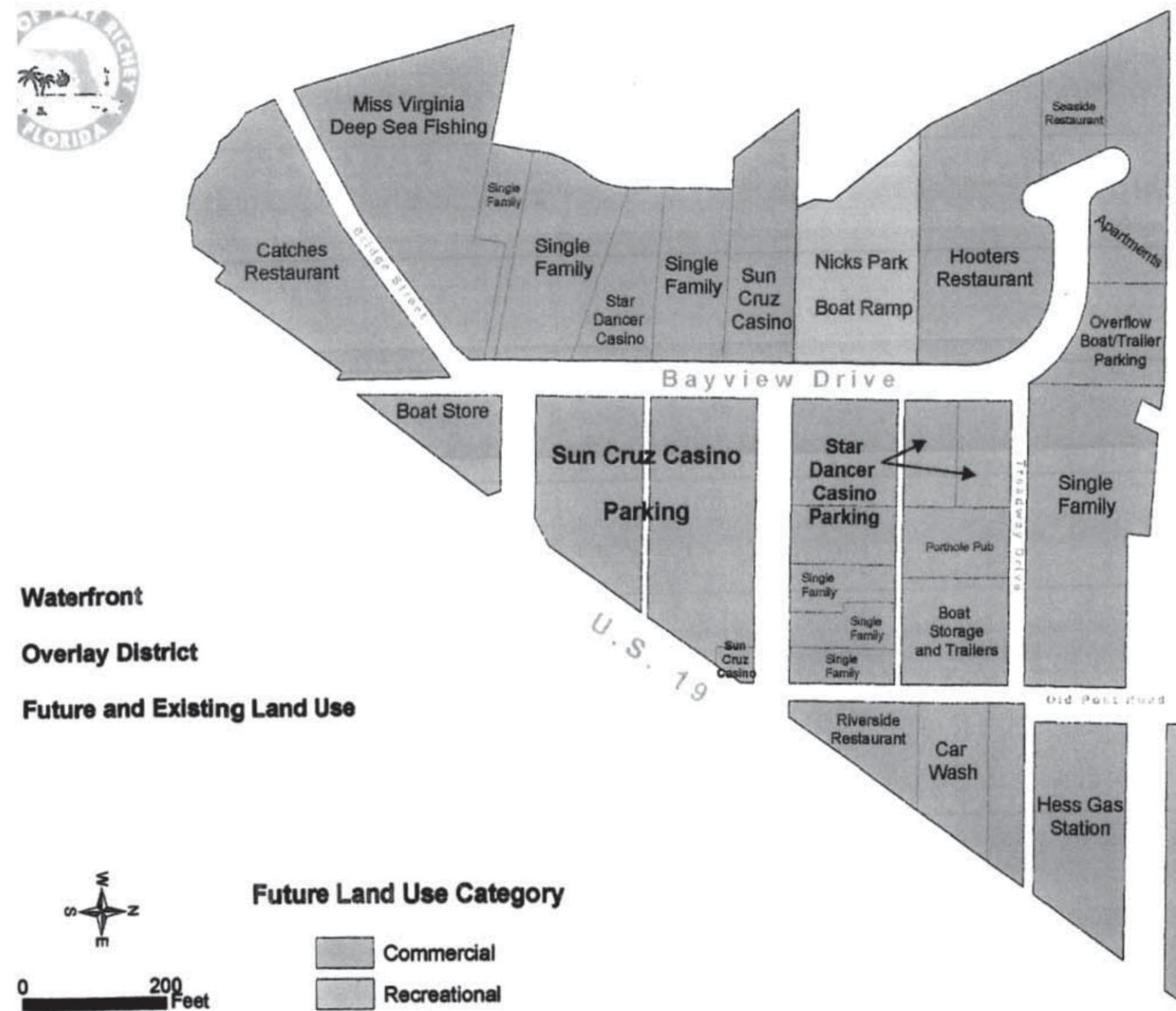


Figure 192: Port Richey Waterfront Overlay District; Source: City of Port Richey, FL

Plan for Riverwalks/Trails

The Pasco County Metropolitan Planning Organization (MPO) with consulting assistance from JACOBS, an engineering firm has conducted a West Pasco Trails Feasibility Study. The purpose of this study is to develop and refine plans for greenway and trail projects in western Pasco County, focusing on developing a continuous system of corridors that would provide a safe environment for pedestrian and bicycle traffic. Proposed trail connections shown on the map (See Figure 197) will be incorporated into the County's Greenways, Trails and Blueways Plan, and the MPO's Long Range Transportation Plan.

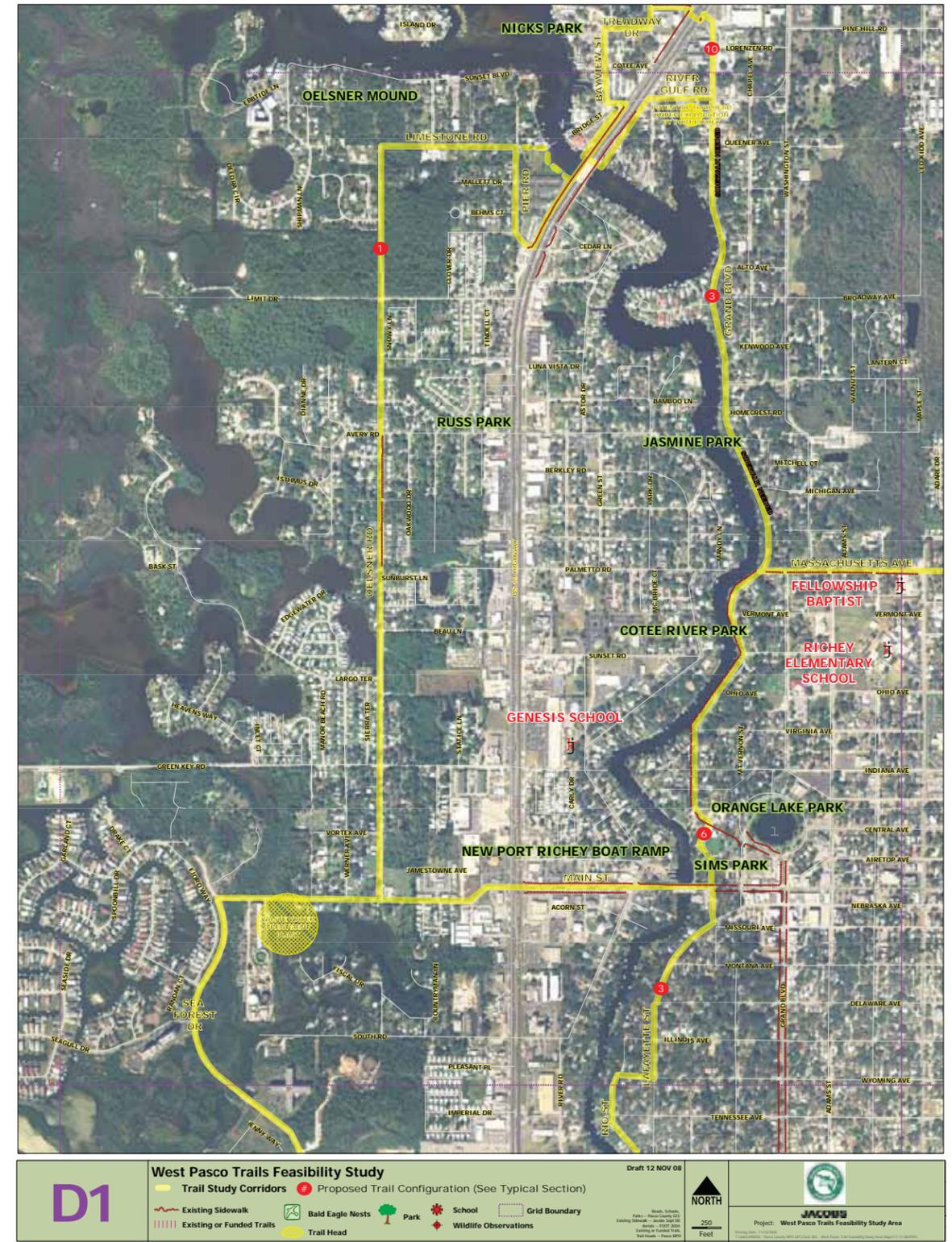


Figure 193: West Pasco Trails Feasibility Study Source: JACOBS

Strategies

- Evaluate and identify a feasible street network to provide convenient and safe public access to the Gulf Coast and the Pithlachascotee River.
- Work with the State Parks, the City of New Port Richey and the City of Port Richey to identify opportunities and funding for providing riverwalks along Pithlachascotee River, in Werner Boyce park and in Green Key/Robert Crown Wilderness Park.
- Evaluate and identify potential signage improvements for coastal parks such as Green Key Beach on major roadways to enhance visibility and safe access.
- Identify potential, funding and partnership opportunity for restoring coastal land around Green Key/Robert Crown Wilderness Park and providing opportunities for a boat launch, diving, snorkeling, and kayaking.
- Work with residents and the County Parks and Recreation department to identify potential sites such as undeveloped parcels, abandoned sites or golf courses for neighborhood parks.
- Work with the City of New Port Richey to identify partnership and funding opportunities for improving access and signage for the James E. Grey Preserve Park.

- Partner with the City of New Port Richey, Greater New Port Richey Main Street, City of Port Richey and relevant organizations to create viable downtowns, waterfront parks and gateways to the two cities.
- Help reinforce and revitalize the historic district of New Port Richey by introducing events and activities, a healthy mix of downtown uses, and the redevelopment of historic buildings. Convert Main Street into a desirable destination for the local communities.
- Coordinate with the City of New Port Richey to identify redevelopment or reuse opportunities for key historic buildings, such as the Hacienda Hotel.
- Coordinate with the City of New Port Richey and the Pasco Economic Development Council to reutilize the New Port Richey Community Hospital site and expand job opportunities within the area.
- Preserve the historic Indian mound by the Millers Bayou in the City of New Port Richey.
- Set architectural standards for development/redevelopment to preserve and enhance the historic architectural features in the area and provide a coherent community image.

- Evaluate the feasibility of creating a neighborhood center/destination at the intersection of U.S.19 and Marine Pkwy. that provides waterfront activities and public access to the Gulf Coast
- Connect waterfront activity centers, downtowns, parks, the coast, and neighborhoods with sidewalks and trails/bike paths.
- Partner with the cities to retrofit and infill surplus retail strip along U.S.19 as a pedestrian friendly, compact and mixed-use centers.
- Work with residents to identify priorities and funding opportunities for constructing sidewalks/trails in the District, including but not limited to Leo Kidd Ave; Rowan Rd; Green Key Rd; Washington St.; Congress St; Louisiana Ave; Grand Blvd; Ridge Rd; Massachusetts Ave; Trouble Creek Rd; and Pine Hill Rd.
- Work with residents to identify priorities and funding opportunities for constructing bike paths in the District, including but not limited to Old Post Rd., Pasco Way, Grand Blvd., Massachusetts Ave, Madison St., and Trouble Creek Rd.
- Develop a coordination strategy with the City of New Port Richey and the City of Port Richey to enhance partnerships and share funding opportunities for the District.



Figure 194: Possible Strategies - waterfront activities; Source: *blog.cheapoair.com*



Figure 195: Possible Strategies - protecting and enhancing historic resources; Source: *blog.cheapoair.com*



Source: *Joshua Lewis*



Figure 196, 197 and 198: Possible Strategies - creating pedestrian friendly spaces, and providing trails and public access to the coast. Source: *blog.cheapoair.com*

8 CENTRAL DISTRICT

Land Area: 4,535 Acres | 8.5 % of the West Market Area

Population: 13,322 | 6.2% of the West Market Area

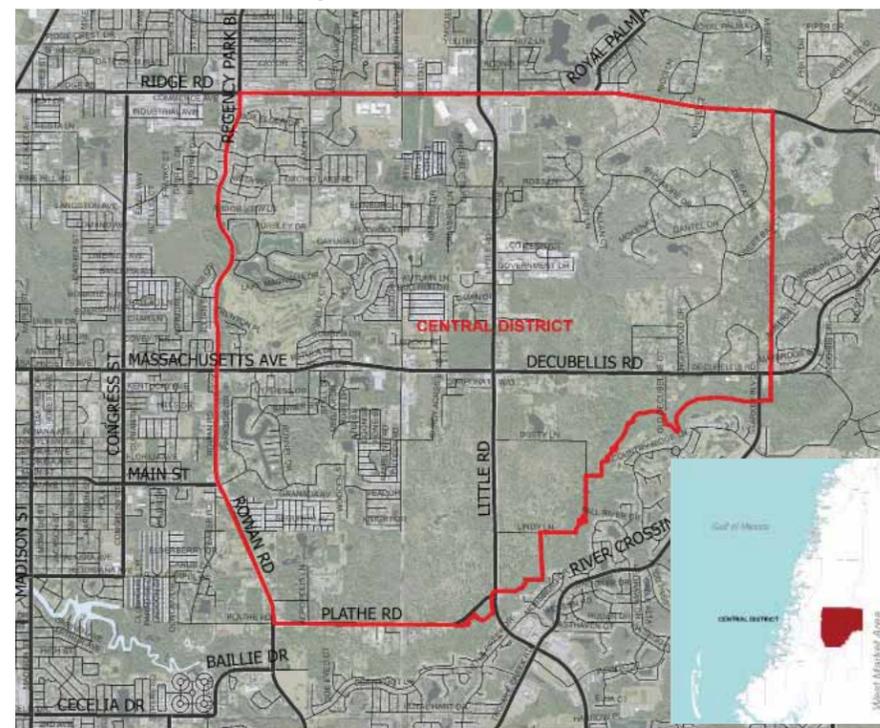


Figure 199: River District



Figure 200: West Pasco Government Center.

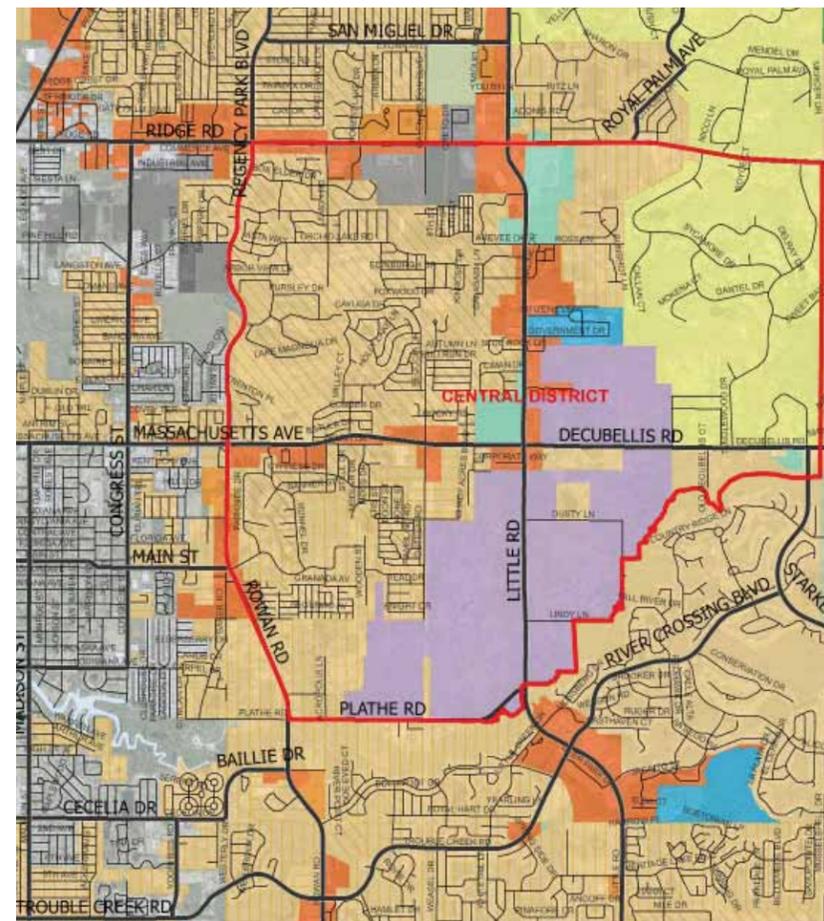


Figure 201: Central District - Future Land Use



Figure 202: Central District low and medium density residential neighborhoods; Source: Google Image

Existing Characteristics

The Central District is generally located east of Rowan Rd. between Ridge Rd. and Plathe Rd. in the West Market Area. The overall characteristics of the Central District can be described as below:

- Low and medium-density residential are dominant uses in the District. Existing residential developments have suburban street networks with cul-de-sacs, and lack inter-connectivity. Most houses were built in the '80s with mixed lot sizes ranging between 6,000 s.f. and 1.5 acres.
- A mix of retail and office uses are concentrated along the Little Rd. corridor, which includes the existing West Pasco Government Center and Rasmussen College. Most of the retail is concentrated at the Little Rd. and Ridge Rd. intersection. Non-residential uses spread along Ridge Rd. and Massachusetts Ave east of Little Rd.
- New Port Corners comprising of over 960 acres of undeveloped greenfield is located in the center of the district. It is planned for mixed use development including single family and multi-family residential, commercial, employment, office and other supporting uses.
- There is a lack of public parks and open spaces within the District.



Figure 203: Undeveloped vacant land; Source: Google Image

Key Issues

The following are some of the key issues in the Central District that were identified by the local communities, technical advisory groups and the project team:

- Need for mixed use infill
- Need for neighborhood parks and open spaces
- Need for bike paths on Little Rd., Massachusetts Ave, Decubellis Road and some residential streets such as Brookdale Dr.
- Need for sidewalks/trails on Ridge Rd., Massachusetts Ave, Decubellis Rd., Regency Park Blvd. and Rowan Rd.
- Need for sidewalks on Runnel Dr., Cypress Knoll Dr., Wooden St., and Rusty Oak Dr. to connect Lakewood Ranches, Lakewood Villas and Cypress Knolls residential subdivisions (southeast of Massachusetts Ave and Rowan Rd.)
- Need to prevent further retail strip development along major corridors.

Vision

- Provide adequate parks and open spaces.
- Provide a connected street network that encourages walking and biking.
- Provide a healthy mix of uses and create a community destination.

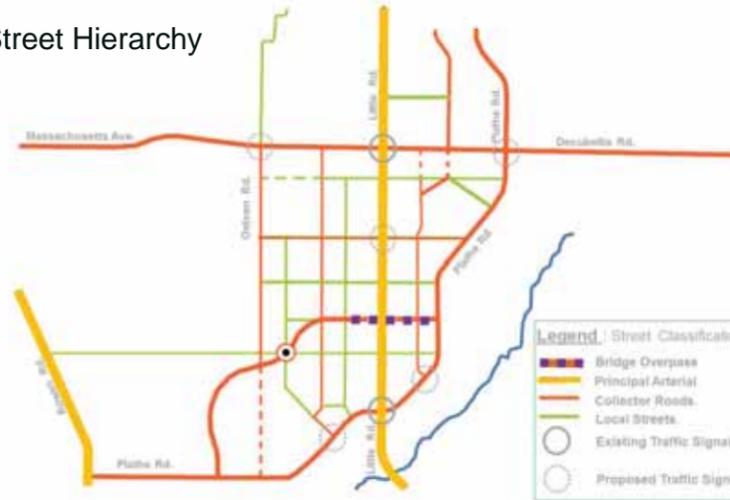
New Port Corners Development Potential:

- 3,397 Residential dwelling units
- 1,400,000 square feet of commercial/retail uses
- 3,400,000 square feet of employment, office and supporting uses such as educational institutions and facilities, hotels/motels, day care, etc.
- Includes mixed-use development which is consistent with the mission and vision of the West Market Area.

Village Categories



Street Hierarchy



Building Placement

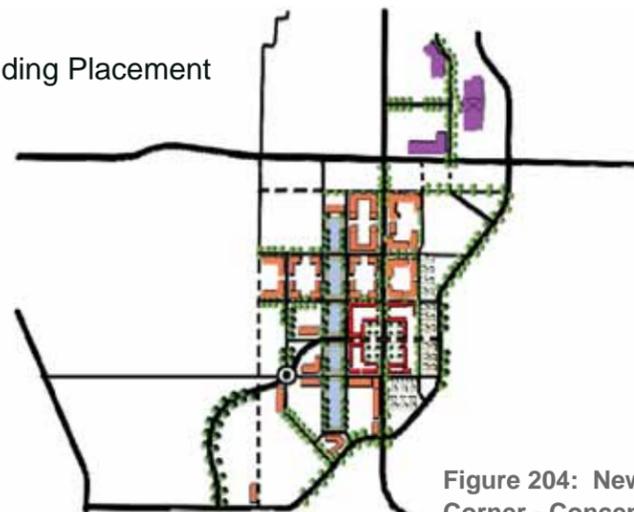


Figure 204: New Port Corner - Concept Sketches



Figure 205: New Port Corner - 3 dimensional model.

Strategies

- Work with residents and the private sector to identify potential locations and funding opportunities for neighborhood parks and open spaces that are easily accessible by residents through walking and biking.
- Work with residents and the private sector to identify potential locations, partnerships and funding opportunities for neighborhood activity nodes where compact and mixed-use development would occur to maintain a healthy balanced use-pattern along major corridors.
- Work with residents and developers to implement the vision and guiding principles of New Port Corners.
- Work with residents to identify priorities and funding opportunities for constructing sidewalks/trails in the District, including but not limited to Ridge Rd., Massachusetts Ave, Decubellis Rd., Regency Park Blvd., Rowan Rd., and in the Lakewood Ranches, Lakewood Villas, and Cypress Knolls residential subdivisions
- Work with residents to identify priorities and funding opportunities for constructing bike paths along Little Rd., Massachusetts Ave, Decubellis Road.

9 SPRING DISTRICT

Land Area: 4,124 Acres | 7.7 % of the West Market Area

Population: 26,603 | 12.4% of the West Market Area

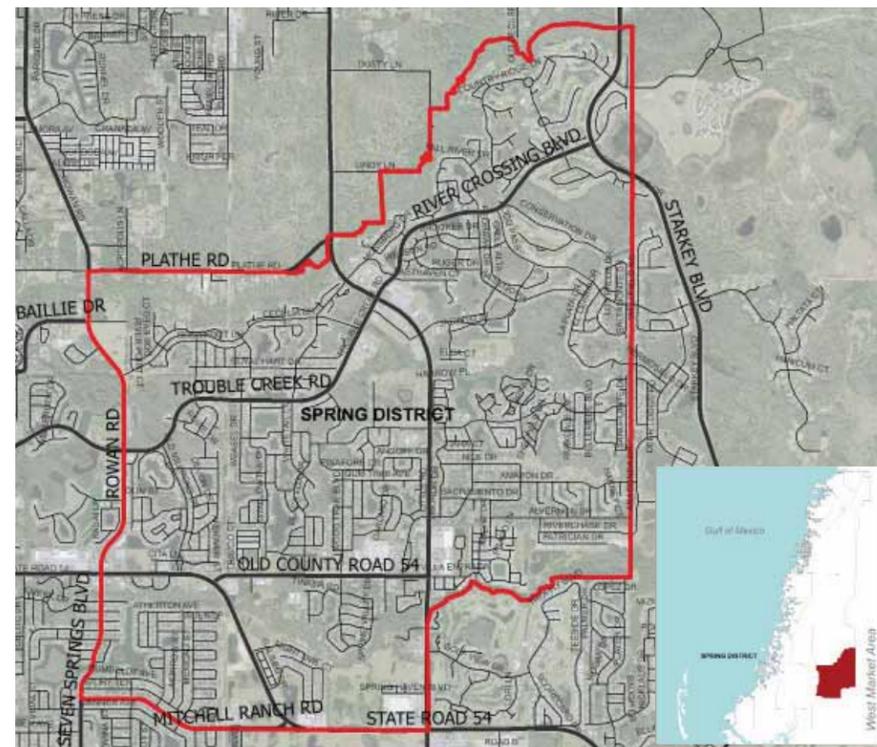


Figure 206: Spring District



Figure 207: Commercial at the intersection of Rowan Road and S.R. 54
Source: Google Image

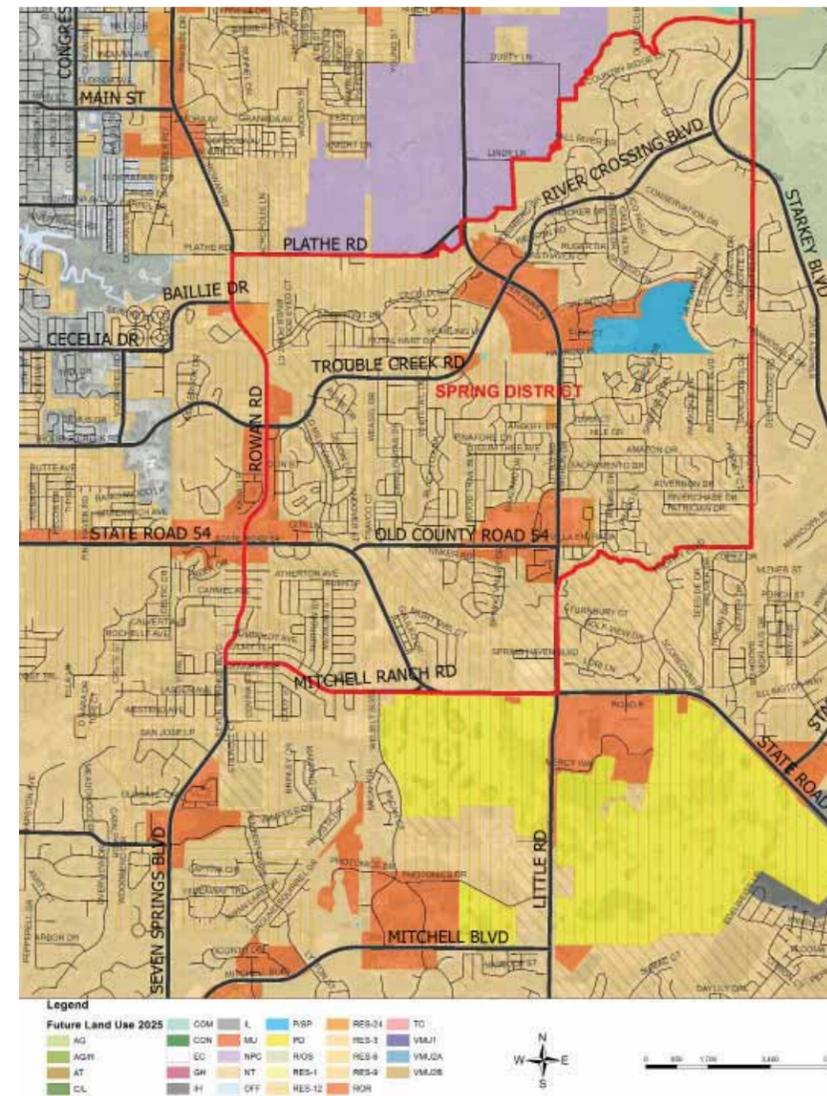


Figure 208: Central District - Future Land Use



Figure 209: Retail and office uses on S.R. 54; Source: Google Image

Existing Characteristics

The Springs District is generally located south of Plathe Rd and Decubellis Rd, north of Mitchell Ranch Rd between Rowan Rd and Starkey Blvd in the West Market Area. The overall characteristics of the Springs District can be described as follows:

- This District is characterized by well-established, medium-density, gated residential communities with adequate landscaping and open spaces.
- Existing residential developments have a suburban street network that lacks inter-connectivity.
- Most houses were built in the '80s and '90s with mixed lot sizes ranging between 6,000 s.f. and half of an acre.
- This District has well distributed natural resources and open space, but lacks public parks and open spaces.
- Most major corridors such as Little Rd, Rowan Rd, Trouble Creek Rd and SR /CR 54 has a well balanced mix of uses including single-family and multifamily residential, retail and office uses, and open spaces.
- Most commercial and retail uses are concentrated at major intersections and established nodes such as Trouble Creek Rd and Little Rd; Old C.R. 54 and Little Rd; S.R. 54 and Little Rd; and S.R. 54 and Rowan Rd.
- There are flood prone areas south of Plathe Road.



Figure 210: Neighborhood with very little landscaping and pedestrian infrastructure; Source: Google Image

Key Issues

Given below are some of the key issues in the Spring District that were identified through meetings and workshops:

- **Need to connect the trail from Baillies Bluff Rd to Trouble Creek and to Starkey Blvd.**
- **Need trails on Rowan Rd, Trouble Creek Rd, and Rivercrossing Blvd to Starkey Park.**
- **Need bike paths on Little Rd, Trouble Creek Rd, Rivercrossing Blvd and Starkey Blvd.**
- **Need to provide public access to natural resources and open spaces.**
- **Need to prevent commercial strip expansion along major corridors.**
- **Stormwater management and flood prevention strategies are needed to prevent flash floods in areas that are south of Plathe Road.**

Vision

- **Provide connected street networks that link neighborhoods with commercial and recreational resources.**
- **Create viable neighborhood centers and destinations.**

This District lies between two major planned developments in the area, New Port Corners to the north, and Western Hub to the south. As previously discussed, New Port Corners, which is to be located in the Central District, would be a major mixed-use development on a 960 acre greenfield property.

Western Hub



Figure 212: Western Hub - concept sketch

The “Western Hub” is a 1,159 acre (approx.) proposed mixed-use development within the West Market Area, located on the south side of SR 54, east and west of Little Road. The project includes single-family, multi-family, live-work, and senior residential uses. The nonresidential portion could include uses such as office, retail, commercial, light industrial; civic, cultural/entertainment buildings and uses; medical facilities; educational institutions and facilities (both public and private); transit stations and related amenities; and attendant-on-site facilities such as utilities and recreation areas.

Strategies

- Identify partnership and funding opportunities to create an interconnected street network that links neighborhoods to neighborhood parks.
- Preserve natural resources while providing accessible public spaces. Consider the collocation of neighborhood parks and open spaces with existing natural features.
- Work with residents, community organizations, and private sectors to identify opportunities for creating neighborhood centers that foster community events, and entertainment for all ages.
- Work with residents and the private sector to identify potential locations, partnerships, and funding opportunities for neighborhood activity nodes where compact and mixed-use development would occur.
- Work with residents to identify priorities and funding opportunities for constructing sidewalks/trails in the District. Possible locations include along corridors such as Rowan Rd., Trouble Creek Rd., and Rivercrossing Blvd.
- Identify priorities and funding opportunities for constructing bike paths in the District, along roads such as Little Rd., Trouble Creek Rd., Rivercrossing Blvd. and Starkey Blvd.



Figure 211: Mostly vacant strip commercial development; Source: Google Image



Figure 213: Concentration of commercial uses at the intersection of Trouble Creek and Little Road. Image indicates a bus stop with poor pedestrian infrastructure; Source: Google Image



Figure 214: A neighborhood south of Trouble Creek Road that experienced severe flooding during Tropical Storm ‘Debby’ (July 2012). Source: Google Image

10 ELFERS DISTRICT

Land Area: 3,547 Acres | 6.6 % of the West Market Area

Population: 21,452 | 10.0% of the West Market Area

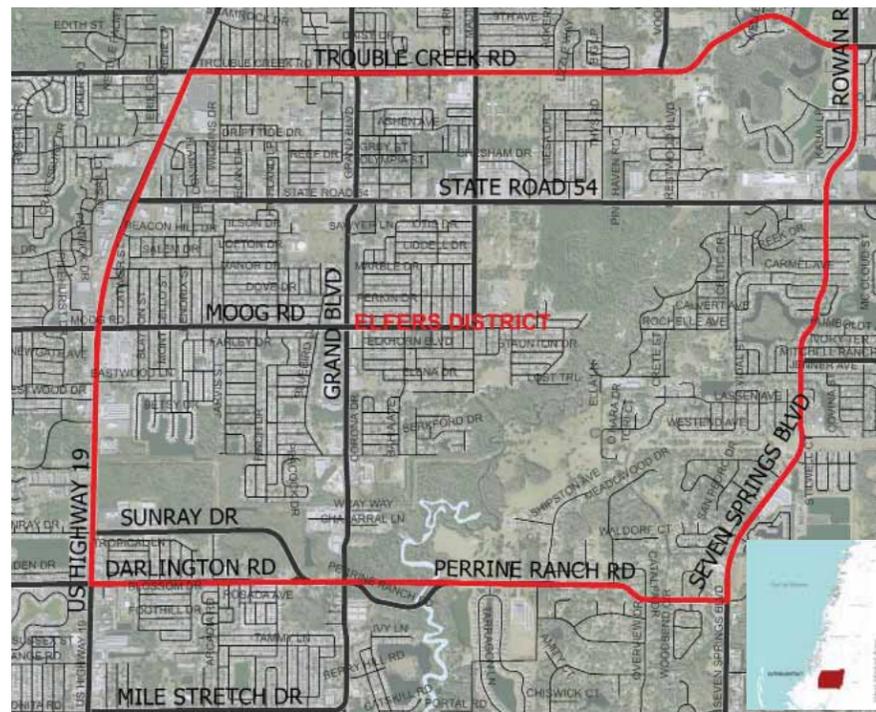


Figure 215: Elfers District

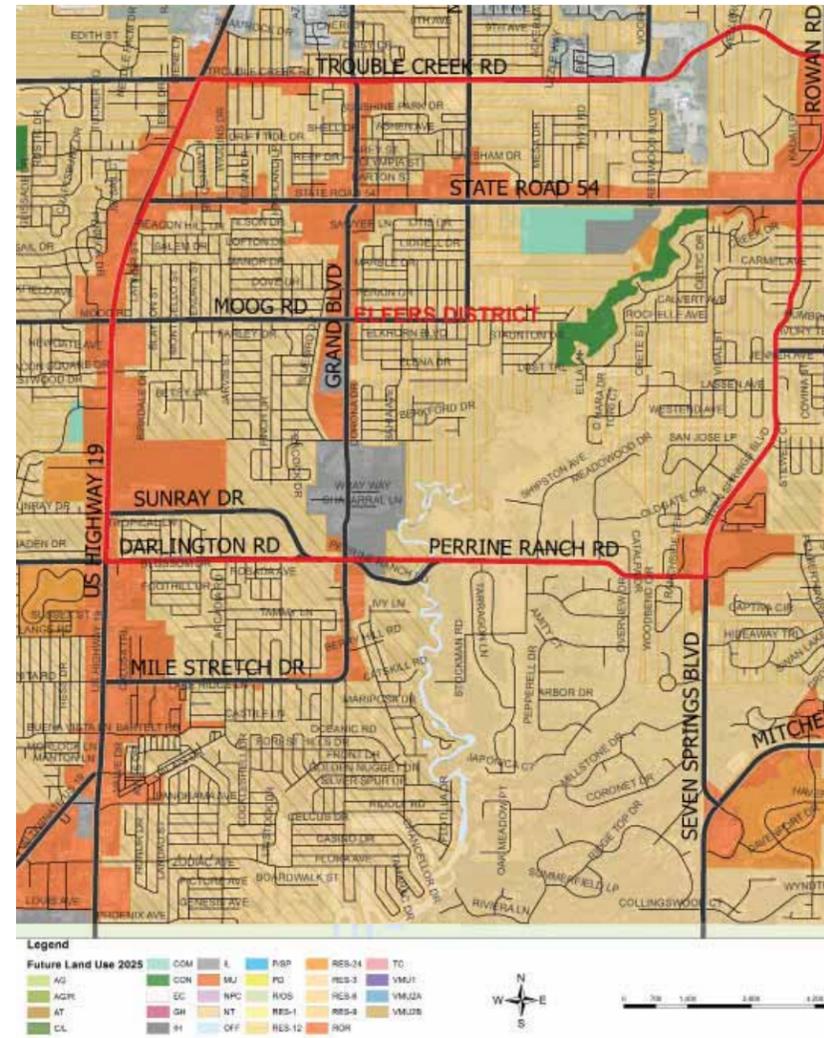


Figure 218: Elfers District - Future Land Use

Existing Characteristics

The Elfers District is generally located south of Trouble Creek Rd., north of Darlington Rd. and Perrine Ranch Rd., east of U.S. 19 and west of Seven Springs Blvd. and Rowan Rd. The overall character of the Elfers District can be described as below:

- This District is characterized by older residential communities with mixed densities and lot sizes. Most houses were built in the '60s and '70s. It has a mix of historic homes and vacant, abandoned and deteriorated homes.
- Existing developments have a grid or interconnected street network.
- There is adequate landscaping and open spaces dispersed in the district, especially in the area around the Elfers Multi-purpose Senior Center (north of S.R.54, south of Trouble Creek Rd. between Grand Blvd. and Madison St.), which has very old and mature trees.
- This District has great natural resources and wetlands but residential development were built to the edge of these resources and provide no public access.
- A few historic buildings remain in Elfers District including Mitchell Bank, Elfers Historic School (currently used as the Elfers Multi-purpose Senior Center), and Baker House, which is listed on the National Registry of Historic Places. Some of these historic buildings are deteriorated and underutilized.
- There are a few community facilities in the area including Centennial Park Library and Grove Park Community Center.
- There are a lot of vacant commercial strips along US 19 corridor.
- Harvey-Madison/S.R. 54, an over 200 acre undeveloped greenfield site is located in the center of the District (southeast corner of S.R.54 and Madison St. intersection). It is planned for mixed-use development, including high density residential, commercial, industrial uses and conservation lands.

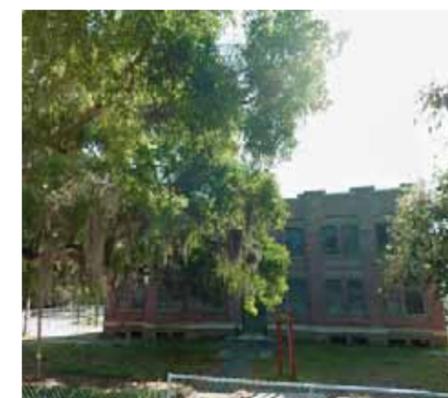


Figure 219: Elfers Historical School, Barker Drive
Source: Google Image

Figure 216 and 217: Old neighborhoods with well landscaped areas and mature trees; Source: Google Image

Key Issues

The following are some of the key issues in the Elfers District that were identified through meetings and public outreach:

- **Need for more parks with picnics and tot lots opportunities.**
- **Need for a community/neighborhood center.**
- **Need to create community gathering spaces.**
- **Need to address flooding concerns in areas such as Moog Rd.**
- **Need to address redevelopment or replacement of vacant buildings in the Elfers District.**
- **Need to consider small scale development, instead of big buildings and structures.**
- **Need to reactivate the Grove Park community center and encourage its usage. Need a community garden at Grove Park.**
- **Centennial Library is essential for job searching and community events.**
- **Need for safe pedestrian and transit service to community facilities including libraries.**
- **Need for historic preservation.**
- **Need for mixed-use infill.**
- **Need to redevelop vacant/deteriorated retail strip centers along U.S. 19 corridor.**
- **Need additional east-west connection to existing and planned development, such as through Darlington Rd. and Perrine Ranch Rd.**
- **Need for sidewalks/trails on Trouble Creek Rd. and S.R. 54.**
- **Need for bike paths on Trouble Creek Rd., Rowan Rd. and Perrine Ranch Rd.**

Vision

- **Preserve and enhance historic features.**
- **Create livable neighborhoods with safe and comfortable access to parks, green open spaces, community facilities, and neighborhood centers.**

Harvey - Madison/S.R. 54

The “Harvey-Madison/S.R. 54” is a proposed development in the historic Elfers community. It is located adjacent to, and south of S.R. 54 between Madison Street to the west and Celtic Drive to the east. The proposed development includes commercial and industrial uses adjacent to S.R. 54 and multi-family residential uses to the south. It would involve a total of 1,043 dwelling units and 395,000 square feet of commercial.

As per the 2008 ULI report, Pasco County will experience an annual demand for 450,000 square feet of retail. The inland West Market Area will account for 900,000 square feet of the demand over the next 20 years, which will require 100 acres and create 1,800 jobs. The proposed Harvey Madison development would account for approximately 44% of this 20-year estimated demand for retail. Also, using a rule of thumb of 1 job for 500 square feet of retail space, the proposed development would generate approximately 790 jobs at build-out. This development is an excellent opportunity to create an integrated mixed-use node that provides multiple benefits to surrounding communities.



Figure 220: Harvey Madison - proposed mixed-use development.
Source: Google Image

Strategies

- Delineate and establish Elfers Historic Overlay District, and identify historic properties within the district.
- Develop architectural and site design standards to preserve and enhance the historic nature and provide a coherent community image.

- Work with residents and developers to implement vision and guiding principles for Harvey-Madison/S.R. 54 development.
- Work with residents, business owners and developers to identify potential locations, partnerships and funding opportunities for mixed-use centers/nodes along U.S. 19. These locations should encourage pedestrian friendly, high-quality and compact developments.
- Preserve natural resources while providing accessible public spaces, and consider collocation of neighborhood parks and open spaces with existing natural features.
- Work with residents and homeowner associations to create neighborhood parks, playgrounds and open spaces that are easily accessible by residents through walking and biking.
- In order to reactivate and encourage usage of the Grove Park Community Center work with residents and community organizations and plan programs, events and activities for all ages.
- Evaluate the feasibility and funding opportunities for providing a community garden at the Grove Park Community Center.
- Work with Pasco County Public Transit (PCPT) to provide adequate service to community facilities such as libraries, parks and community centers.
- Evaluate and identify potential improvements in flood prone locations, such as Moog Rd. Focus public education and outreach efforts to increase awareness about sustainable storm-water management practices.
- Evaluate and identify potential additional east-west corridors to connect existing and planned development, such as through Darlington Rd. and Perrine Ranch Rd.
- Work with residents to identify priorities and funding opportunities for constructing sidewalks/trails along corridors such as Trouble Creek Rd. and S.R. 54.
- Work with residents to identify priorities and funding sources for constructing bike paths along corridors such as Trouble Creek, Rowan and Perrine Ranch Roads.

11 ANCLOTE WEST DISTRICT

Land Area: 2,233 Acres | 4.2 % of the West Market Area

Population: 3,779 | 1.8% of the West Market Area



Figure 221: Anclote West District



Figure 222: Coastal neighborhood with large houses facing the Gulf. Source: Google Image

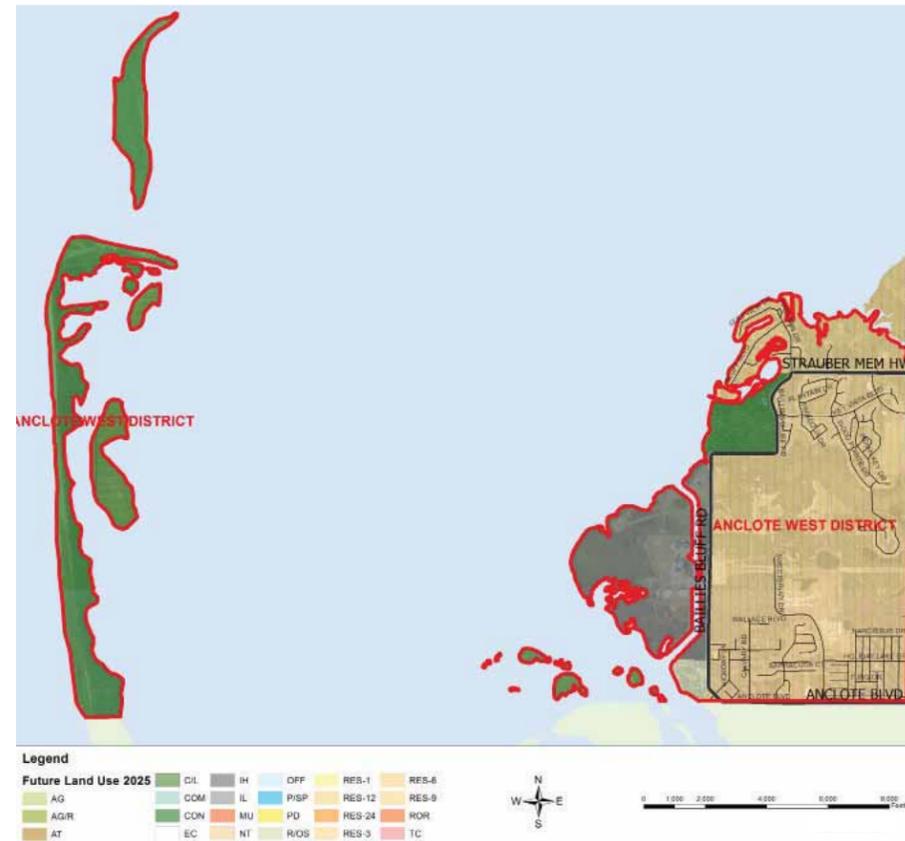


Figure 223: Anclote West District - Future Land Use

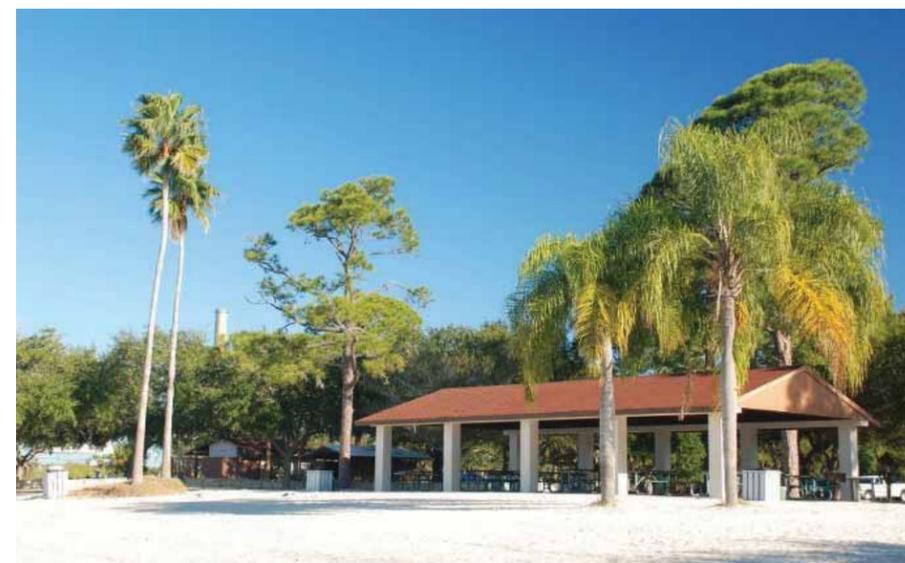


Figure 224: Beach and community gathering space at the Anclote River Park; Source: Jennifer Carpenter

Existing Characteristics

The Anclote West District includes the coastal area bound by Anclote Blvd. on the south, Darlington Rd. on the north and the Strauber Memorial Hwy and powerline easement on the West. Strategically located on the Gulf Coast this area is rich in terms natural assets and scenic locales. The overall characteristics of the Anclote West District can be described as follows:

- This District includes some great coastal and natural resources, parks, and open spaces, such as the Anclote Gulf Park, Key Vista Nature Park and Eagle Point Park.
- Anclote Key Preserve State Park has great leisure resources, however, is only accessible through personal boats or kayaks.
- The majority of the residential developments within this District are gated and have suburban street networks. Houses close to the coast are generally bigger and newer, and are of quality construction. These developments have an average lot size of half acre and contain relatively new structures, mostly built after the late 1980s.
- Most developments along Anclote Blvd. towards the coast are water-related uses.



Figure 225: Key Vista Nature Park; Source: Jennifer Carpenter

Key Issues

The Anclote West District has all the right ingredients to make it a regional nature destination. With access to the coast, roadways providing scenic views, boardwalks, trails and parks, this District can offer diverse opportunities for indulging in nature. However, to realize this goal and to capture its full potential, it is important to build on this area's strengths as well as focus on some of its key concerns. The following are some of the needs and issues relevant to this district that demand attention:

- **Limited public access to the Gulf Coast.**
- **Lack of pedestrian or bicycle connections between parks and neighborhoods.**
- **Although very close to the coast, the presence of these coastal resources or parks is not signified on any of the major roads.**
- **Need more boardwalks/riverwalks in Anclote River Park, Anclote Gulf Park, and along Anclote River.**
- **Need a beach destination with kayaking and canoeing opportunities.**
- **Anclote Blvd and Baillies Bluff Rd have great unutilized potential for serving as scenic routes.**
- **Lack of sidewalks and bike trails on Baillies Bluff Rd and Strauber Memorial Hwy.**



Figure 227: Fishing pier at the Anclote River Park. Source: Jennifer Carpenter

Vision

- **Promote ecotourism**
- **Enhance connectivity to the coast.**
- **Preserve coastal resources.**

Strategies

- Preserve coastal and natural resources, and habitats.
- Coordinate with Florida State Parks to provide public access (ferry, water taxi, etc.) to the Anclote Key Preserve State Park.
- Develop an open space system by creating connections (trails, transit, sidewalks and bike paths) between existing coastal parks, neighborhoods parks, schools, and other community amenities.
- Identify and site a variety of passive and active recreational opportunities (such as canoeing, kayaking, bird watching, fishing, etc.) that can cater to people of various age groups and interests.
- Work with the Parks and Recreation Department to identify opportunities for providing boardwalks in coastal parks and a riverwalk along the Anclote River.
- Identify strategies to develop Anclote Blvd. and Baillies Bluff Rd. as scenic corridors.
- Create marketing strategies and adopt signage, logos, area markers, etc. that announce the presence of the parks and coastal resources on all major access roads close to this area.
- Coordinate the development on U.S. 19 to include shops, restaurants and other uses that support the proposed coastal destination. Provide sidewalks, transit, and pedestrian infrastructure connecting U.S. 19 to this area. Work with residents to identify priorities and funding opportunities for constructing bike paths in the District. Possible locations include Baillies Bluff Rd. and Strauber Memorial Hwy.
- Develop and implement architectural standards that represent the coastal context and help create a unified cohesive image for the District.



Figure 226: Key Vista Nature Park; Source: J. Carpenter



Figure 228 and 229: Baillies Bluff - holds immense potential for creating a scenic roadway; Source: Google Image



12 ANCLOTE EAST DISTRICT

Land Area: 5,942 Acres | 11.1% of the West Market Area

Population: 32,579 | 15.2% of the West Market Area

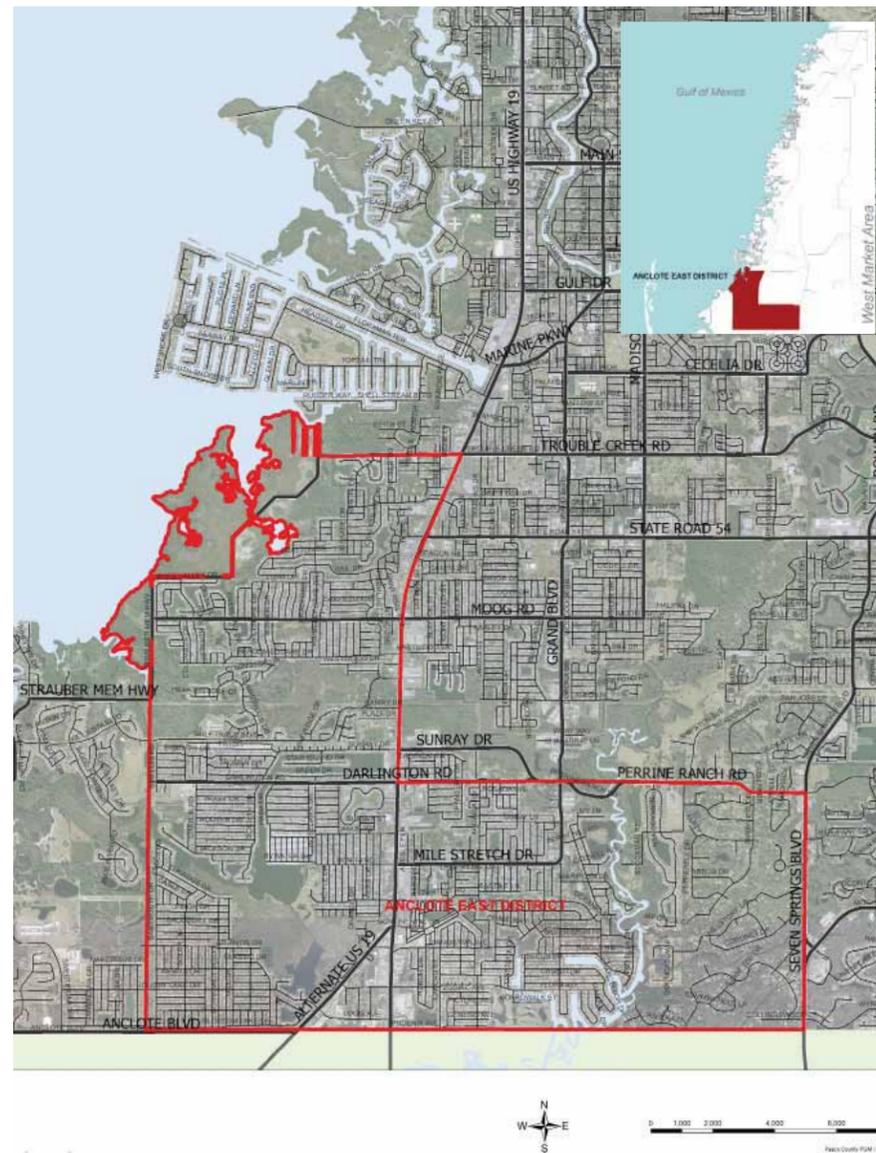


Figure 230: Anclote East District

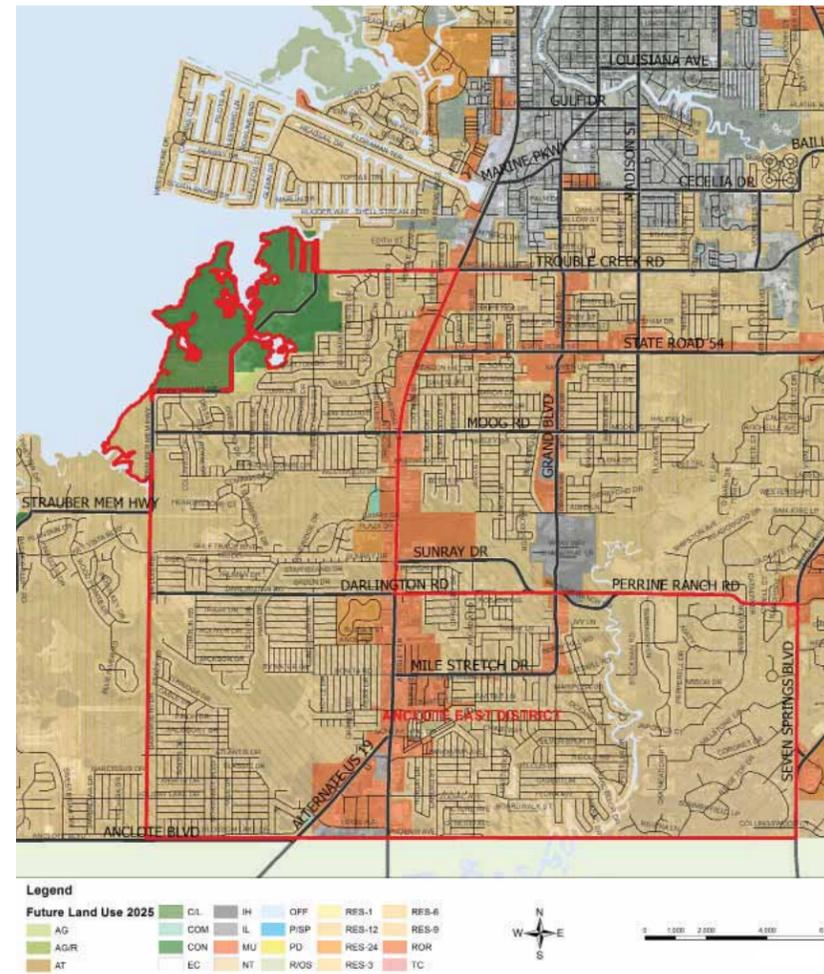


Figure 231: Anclote East District - Future Land Use



Figure 232: Vacant parcels in residential neighborhoods. Source: Google Image

Existing Characteristics

The Anclote East District, locally known as the Holiday area, is one of the most populated districts within the West Market Area. This area is bound by Anclote Blvd. to the south, Trouble Creek Rd. to the north, U.S.19 to the west and the existing powerline easement to the east. In addition, a small leg of the District extends out to the East, and is bound by the Perrine Ranch Rd. to the north and Seven Springs Blvd. to the west. The majority of the development within this area occurred around the 1950s and boomed between the 1960s and '70s largely owing to the development expansion from Pinellas County.

The overall characteristics of the Anclote East District can be described as follows:

- The majority of the houses were built in the 1960s and '70s and are characterized by small lot sizes with an average size of 5,000 s.f.
- Most older residences close to U.S. 19 have streets laid out in traditional grid pattern while the newer ones are more suburban in nature and therefore lack an interconnected street network.
- There are very few parks or open spaces within neighborhoods.
- Although quite close to the Gulf Coast, this district has very limited visual or physical access to the coast.
- Vacant, deteriorated and low quality strip malls are a common sight along U.S. 19. Retail development involves a wide variety of uses such as car dealerships, auto services, boat rental and/storage, convenient stores, restaurants, strip bars, low quality rental units and motels.
- There is a concentration of industrial uses between Alternate 19 and U.S. 19.



Figure 233: Boat shops on U.S. 19; Source: Google Image

Key Issues

Strategically located at the entrance to the West Market Area from the South, this District could have a significant impact on the overall image of West Pasco. Currently this District lacks the appearance or functional qualities necessary to fill this role successfully. The issues that severely mar the appearance and functionality of this district are summarized below:

- **Poor visual appearance at the entrance to Pasco from Pinellas County.**
- **Vacant, deteriorated strip malls along U.S. 19. Examples include strip centers at the southeast corner of Flora Ave and U.S.19, and at the northwest corner of Darlington Rd and U.S. 19.**
- **Lack of good quality affordable housing options.**
- **Lack of parks and open spaces within neighborhoods.**
- **Lack of pedestrian or bicycle connections between neighborhoods, schools and other community facilities.**
- **Bus stops needed on Mile Stretch Rd. Improvements such as street lights and road repair needed on Mile Stretch Rd. Sidewalks needed on Trouble Creek Road and Mile Stretch Road. Bike paths needed on Trouble Creek Rd and Seven Springs Blvd.**
- **Unsafe roadway conditions and overspeeding on Arcadia Rd.**
- **Incompatibility between commercial and residential uses on Mile Stretch Rd.**
- **Flooding issues in several areas, such as the Mile Stretch Dr., Darlington Road, Almond Drive and Telogia Ct.**
- **Crime and safety concerns in certain residential areas such as Beacon Square.**
- **Need to address homelessness.**
- **Several areas within the Anclote East District severely lack landscaping and yard maintenance.**



Figure 234 and 235: The variety of uses located at the entrance to the West Market Area; Source: Google Image

Vision

- **Create safe and livable neighborhoods with adequate infrastructure and easy access to schools, parks, playgrounds, open spaces, and essential community facilities.**
- **Create quality affordable housing options.**
- **Retrofit strip development and create a gateway to West Pasco.**



Figure 236: Vacant strip retail centers and unused parking lots - a common sight on U.S. 19; Source: Google Image



Strategies

- Identify opportunities for creating a gateway at the southern entrance from Pinellas County to the West Market Area. Employ urban design guidelines and architectural standards to create a unified image for the District. Evaluate development alternatives for the site located at the southeast corner of Flora Ave and U.S.19 for creating an entrance marker.
- Identify all vacant retail strip malls, offices, and underutilized parking lots along U.S. 19 and other major corridors within the District. Assess their redevelopment potential and identify alternatives for redevelopment.
- Evaluate the feasibility for creating a regional employment center between Alternate 19 and U.S. 19.
- Develop planning strategies or design alternatives to treat the incompatibility between residential and non-residential uses within the District.
- Coordinate with residents, HOAs, business owners and other relevant stakeholders to initiate streetscape and sidewalk improvements within the district.
- Coordinate with residents, HOAs, Pasco County Parks and Recreation, private agencies, volunteer groups and non-profit organizations to identify potential locations and funding opportunities for neighborhood parks and open spaces. Develop strategies that ensure these amenities are easily accessible by residents through walking and biking.
- Develop effective stormwater management strategies to deal with flooding issues. Organize public outreach events that increase awareness about cost-effective stormwater management practices, on-site stormwater treatment, and rainwater reuse.
- Employ CPTED strategies to deal with crime and perceptions of insecurity within neighborhoods.
- Identify community needs and priorities for roadway improvements, sidewalks, and trails within the District.
- Conduct public outreach to identify the need for bike paths within the district, including but not limited to Trouble Creek Rd. and Seven Springs Blvd.
- Work with residents to develop traffic calming strategies for Arcadia Rd.

Major Nodes/Centers

In addition to the 12 West Market Area Districts, 13 'Nodes/Centers' were also identified within the study area during the Plan's development process. These Nodes/Centers represent strategic locations that have immense opportunities for redevelopment and can act as focal points for providing jobs, infrastructure, and essential services to the surrounding neighborhoods.

The Nodes/Centers were identified based on the following criteria:

- **Location and connectivity**
 - Existing development pattern
 - Existing assets including historic, cultural, and natural significance
 - Availability of vacant structures/land that could be brought into active reuse
 - Future potential, plans and opportunities
 - Characteristics of surrounding neighborhoods

In planning terms there are several types of Nodes/Centers that can be developed. The following are the seven types of Centers/Nodes according to U.S. EPA's Restructuring the Commercial Strip - A Practical Guide for Planning the Revitalization of Deteriorating Strip Corridors.

1. **Regional Center**
2. **City Center**
3. **Town Center**
4. **Neighborhood Center**
5. **Industrial Center**
6. **Environment/Tourism Center**
7. **Cultural Center**

The following section describes the nature of each of these Nodes/Centers types and also their tentative locations within the West Market Area.

It is important to understand that the description given here is that of a typical 'Regional', 'City', 'Town', 'Neighborhood', 'Industrial' or 'Tourism' center. Application of these concepts to the West Market Area will require us to analyze the unique characteristics and conditions of the study area, and re-define some of these Nodes/Centers accordingly.

Thus, the next step in the West Market Planning process will involve the analysis of the 13 proposed Nodes. These identified nodes/centers will be further evaluated to determine the appropriate types for redevelopment/infill they should include to best present and serve the needs of the community.

Types of Nodes/Centers

1. Regional Center

Regional Centers serve a minimum of 150,000 households within 12 to 15 miles of the center, and is typically located on an interstate highway interchange that provides a convenient junction among the communities that it serves. Regional centers provide a mix of uses including office, retail and residential, and are anchored by department stores, specialty goods such as furniture, home improvement, and electronics, restaurants and entertainment anchors.

In the West Market Area, the Cotee River riverwalk between the cities of New Port Richey and Port Richey in the River District and its surrounding areas can serve as a Regional Center with a healthy mix of retail, residential, office, hotels, and recreational uses. The Gulfview Square Mall area in the Gulf View District is another example of an area that has immense potential to serve as a regional center for shopping and leisure.

2. City Center

City Centers serve a minimum of 30,000 to 50,000 households within 5 to 7 miles of the center. City Centers are the hub of business and cultural activity in a region. It is the ideal

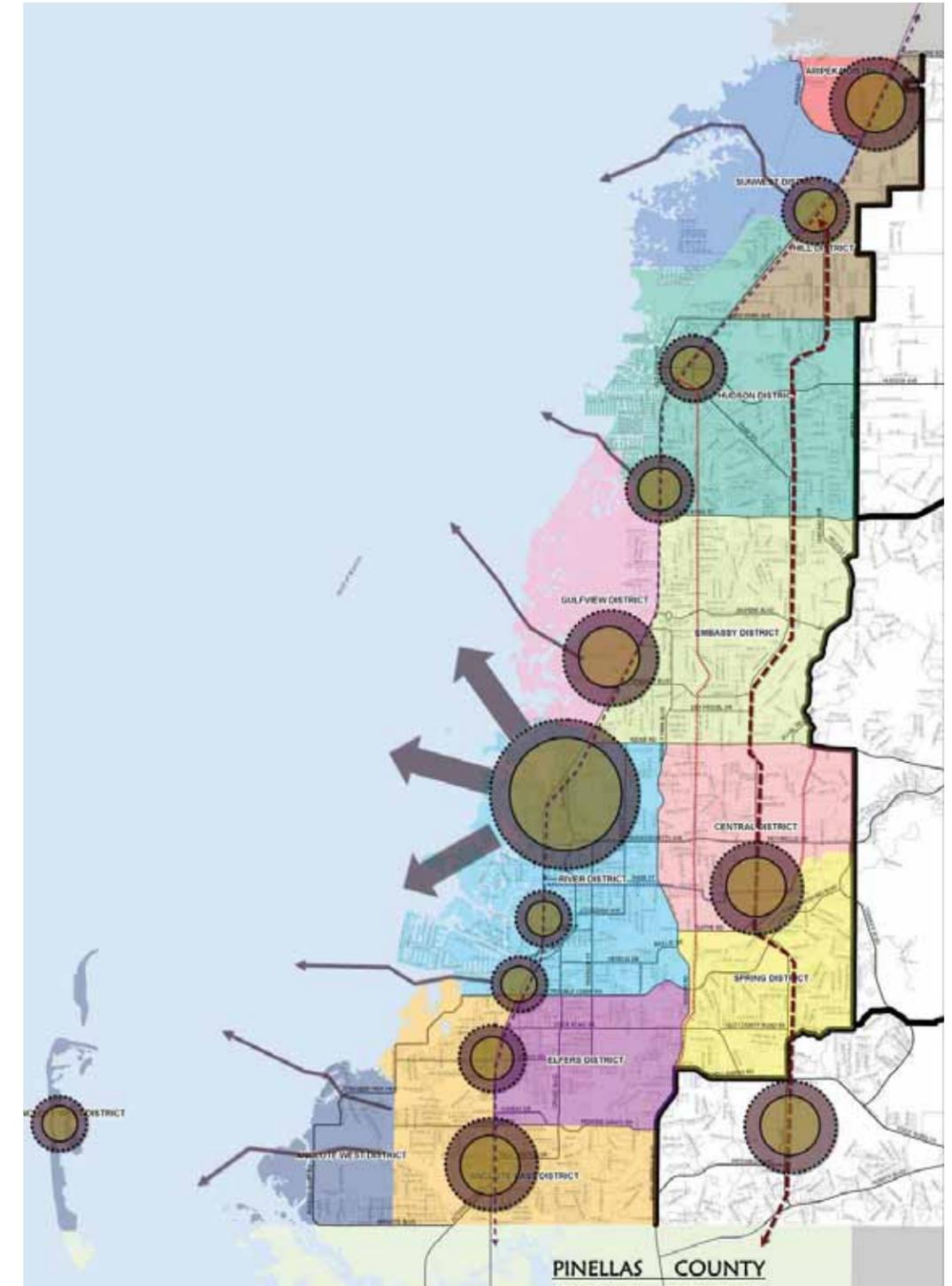


Figure 237: Districts and Major Nodes/Centers within the West Market Area.

location for supermarkets, banks, and pharmacies, but incorporate significantly fewer major anchors than regional centers. Many of these centers are built around civic or cultural anchors, another distinguishing factor from regional shopping centers. It has the most intensive form of development for both housing and employment, with high-rise development common in the central business district.

The City of New Port Richey and City of Port Richey in the River District could be seen as examples of a City Center, although to a much smaller scale and intensity. The future mixed-use planned development, New Port Corner in the Central District, can also serve as a City Center with an appropriate mix and scale of office, residential, retail, and government services.

3. Town Center

Town Centers provide localized service space to tens of thousands of people within a two to three mile radius. One to three-story buildings for employment and housing are characteristic of a Town Center. Town Centers have a strong community identity and should be well-served by transit.

With an existing retail and hotel cluster as well as an excellent water access through the canal, the area around the intersection of Marine Parkway and U.S. 19 in the River District has great potential to serve as a Town Center. Similarly the area around Hudson Ave. and U.S. 19 intersection in Hudson District has tremendous redevelopment potential as a Town Center with a focus on medical and supportive services.

4. Neighborhood Center

Neighborhood Centers serve a minimum of 5,000 to 8,000 households within one to two miles of the center and are typically located on busy thoroughfares.

In the West Market Area, a possible example of a Neighborhood Center is the area around Moog Rd. and U.S. 19 in the Elfers

and Anclote East Districts. With an appropriate mix of neighborhood level commercial, community amenities, and a public space such as a square/plaza this area could serve as a Neighborhood Center.

5. Industrial Centers

Serving as hubs for regional commerce, industrial land, freight facilities for trucks, and rail cargo, Industrial Centers provide the ability to generate and move goods in and out of the region. Access to these areas is centered on rail, the regional freeway system, and key roadway connections. Keeping these connections strong is critical to maintaining a healthy regional economy.

The existing industrial development around South County Line and along Alternate 19, holds a lot of potential for being developed as an Industrial Center. Strategically located close to the County border, this area can provide employment opportunities that attract a workforce from not just within the County, but also from the neighboring counties. Another probable location for an Industrial Center is the area within the Hill District, between Little Road and New York Ave, west of U.S. 19. Although this area already includes a number of parcels with an industrial future land use designation, developing it into an Industrial Center would require tools for land assembly, appropriate marketing strategies, and sound urban design guidelines that improve compatibility with surrounding uses.

6. Environment/Tourism Centers

Environment/Tourism Centers consist of natural resources, open spaces, and environmentally sensitive lands. They provide leisure and tourism opportunities for local residents as well as regional, national, and international visitors. Environment/Tourism Centers need to be enhanced to allow for convenient and safe public access and enjoyment. At the same time, they need to be protected and preserved to ensure the long-term health and sustainability of local and

regional ecosystems.

In the West Market, the area close to Anclote Key Preserve State Park in the Anclote West District is a perfect location for an Environment/Tourism Center with enhanced public access to the park. In the Sunwest District, the future Sunwest Park on Old Dixie Highway with its canal access to the coast would be another ideal location for an Environment/Tourism Center.

7. Cultural Centers

Cultural Centers typically contain a mix of uses that support the local history, art, and culture. This center usually has an appropriate mix of uses, spaces, and architectural styles that represent the local history. Historic Aripeka, in the Aripeka District, can be preserved and enhanced as a Cultural Center. The City of New Port Richey's historic downtown including the Main Street could be revived as a dynamic Cultural Center.

The areas highlighted above that correspond to each of the Nodes/Centers were identified through the second round of community meetings. Although some of these areas have great potential to function as a Node/Center and also have characteristics that are similar to a certain type, detailed analysis is required to get a better understanding of these locations. Future analysis could focus on identifying specific redevelopment opportunities within these Nodes/Centers, documenting their strengths, identifying the needs of the surrounding areas, revisiting the proposed theme/type, and demarcating their geographical extent. Further analysis would help to define a clearer purpose and development framework for each of these Nodes/Centers. It could also reveal if the area has qualities that pertain to more than one type. Chapter 5 identifies this analysis as one of the critical tasks that needs to be accomplished as a part of the Plan's implementation.

5. IMPLEMENTATION

Strategies

Timeline

Required Collaboration

Funding and/Resources



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Plan Elements	Timeline (Years)	0 - 5			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		5 - 10	10 +					
A. ECONOMIC DEVELOPMENT								
Economic Sector Diversity    	E1	Develop strategies to attract targeted industries/businesses that help 1.) diversify the economic base and 2.) create well paying quality jobs for residents.	(A)			Pasco Economic Development Council (PEDC)	PC Planning and Development (PDD) and West Pasco Chamber of Commerce, Agency for Workforce Innovation (AWI)	
	E2	Develop and implement programs that 1.) encourage the growth and success of primary and target businesses, 2.) effectively communicate available opportunities to businesses, and 3.) help enhance the pro-business image of the West Market Area	(A)			PEDC	PDD, West Pasco Chamber of Commerce, Small Business Administration (SBA) or Small Business Development Centers (SBDC)	
	E3	Support and enhance PEDC's marketing and attraction efforts for the West Market Area. Identify strategies to enhance the West Market Area's brand image - 'the Harbors' and to capitalize this image for attracting new business investments and tourism.	(A)			PEDC	PDD, and West Pasco Chamber of Commerce, PC Tourism	
	E4	Coordinate with the Pasco Economic Development Council and the cities of New Port Richey (NPR) and Port Richey (PR) in redevelopment efforts with a primary focus on job creation especially along the major corridors.	(A)			PDD	PEDC, Developers, West Pasco Chamber of Commerce, TBRPC, PC Tourism, NPR and PR	Local Comprehensive Plans, PC Land Development Code, Community Redevelopment Agencies (CRA) plans/proposals
	E5	Work with PEDC and developers to facilitate an adequate supply of office and industrial building sites.	(A)			PEDC	PDD, Developers, West Pasco Chamber of Commerce, NPR and PR	Local Comprehensive Plans, PC Land Development Code, CRA plans/proposals
	E6	Establish a program of strategies and incentives to preserve, enhance, and expand the tourism industry. Identify and strengthen existing as well as potential tourism opportunities that best enhance the Area's brand identity as a marine paradise, boaters' destination and a marine life nature preserve.	(A)			PC Tourism Development	PDD, PEDC, West Pasco Chamber of Commerce, PC Parks and Recreation	Parks Master Plan
	E7	Promote tourism-related industries or businesses that can provide jobs focused on environmental resources.	(A)			PC Tourism Development	PDD	Tourist Development Tax Fund
	E8	Promote green industries and green jobs through training, grant programs and targeted incentives.	(A)			PDD	PHWB, PEDC, West Pasco Chamber of Commerce, PC Cooperative Extension	US Department of Labor Green Jobs Innovation Fund
	E9	Collaborate with the PEDC, Pasco-Hernando Workforce Board, Pasco County Career Academies, Cooperative Extension, members of the Pasco Enterprise Network, and private industries to expand vocational training programs to meet the needs of current and future employers.	(A)			PDD	PHWB, PEDC, PHCC, PC Human Services, PC Cooperative Extension, Career Academies, and private industries	
Retention and Expansion of Existing Business 	E10	Develop outreach programs that help identify the concerns and financial challenges faced by small businesses and entrepreneurs.	(A)			PDD	PEDC and West Pasco Chamber of Commerce	
	E11	Assess needs and provide assistance (marketing, financing, business continuity planning, etc.) for retention and expansion of existing small businesses. Develop strategies to prioritize the retention and expansion of existing target employers.	(A)			PEDC	PDD and West Pasco Chamber of Commerce, SBA/SBDC	Business Surveys, PEDC - Micro Loan Program
	E12	Incorporate various economic development programs such as the Enterprise Zone and other grant/technical assistance resources to provide incentives for future development.	(A)			PDD	PEDC, Enterprise Florida, OTTED, TBRPC	HUD fund and other state grants

(A) CRITICAL
 (B) IMPORTANT
 (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

Plan Elements	Timeline (Years)	0 - 5			5 - 10			10 +			Responsible Agency	Required Collaboration	Resources/Funding Needed
		A	B	C	A	B	C	A	B	C			
Retention and Expansion of Existing Businesses  	E13	Provide economic incentives (e.g. job creation incentives) to encourage new business development.	A							PDD	PEDC	Brownfield grants, impact fees	
	E14	Identify and employ marketing and communication strategies to advertise the existence of incentive programs.	B							PEDC	PDD and West Pasco Chamber of Commerce	Brownfield grants, impact fees	
	E15	Actively seek grants and other funding opportunities that support community and economic development goals.	A							PDD & Community Development	TBRPC, PEDC		
	E16	Collaborate with public and private sector groups to provide incubators or accelerator spaces.	A							PDD	PHWB, PEDC, West Pasco Chamber of Commerce, SBA/SBDC		
	E17	Collaborate with public and private sector interest groups to develop training, business assistance, and mentoring programs for start-up businesses and local entrepreneurs.	A							PDD	PHWB, PEDC, PC Cooperative Extension		
	E18	In coordination with Pasco-Hernando Workforce Board and Pasco County Libraries expand existing employment counseling and career searching services.	A							PDD	PHWB, PC Libraries, Connections Job Development Corp.		
Redevelopment Opportunities   	E19	Conduct a real estate market analysis to identify retail surplus, and short-term and long-term commercial and mixed-use potential within the West Market Area.	A							PDD	PEDC, Private Consultants		
	E20	Develop strategies to redevelop underutilized commercial, industrial and brownfield sites, and formulate incentives to encourage their reuse.	A							PDD	NPR, PR, CRAs, DEP and PEDC	Brownfield grants	
	E21	Identify strategies (including incentives) to reduce costs of redevelopment.	A							PDD	CRAs		
	E22	Prevent occurrence of slum and blight by reviewing and updating code enforcement policies and the County's Demolition of Slum or Blighted Structures Ordinance.	B							PC Zoning and Site Development	PDD, PC Community Development and Building Inspections	US Department of Justice Fund	
	E23	Cooperate with financial institutions to reutilize foreclosed and abandoned properties.	B							PC Community Development	PC Building Inspections, CAO, PC Health Department		
	E24	Collaborate with the City of New Port Richey to help create a Small Area Plan for the redevelopment of the HCA/Community hospital Area.	A							PDD	NPR, NPR CRA, PEDC, HCA, neighboring businesses and property owners.	Small Area Plan, Strategic Redevelopment Action Plan (NPR CRA)	
	E25	Conduct a "Vulnerability to Change" study to identify unused/underutilized properties that have a high potential for redevelopment.	A							PDD	PEDC, PC GIS Department, Property Appraiser	GIS data and maps, Property Appraiser's parcel information	
	E26	Match business relocation/other economic development initiatives with the West Market Area's redevelopment efforts specifically focusing on identified focal points, nodes, and strategic locations within the West Market Area.	B							PDD	PEDC	List of identified nodes or strategic locations within the West Market Area	
	E27	Develop criteria for identification and sale or lease of surplus and non-environmentally sensitive public lands.	A							PDD	PC Parks and Recreation, ELAMP		

ECONOMIC DEVELOPMENT

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
B. COMMUNITY INFRASTRUCTURE AND PLANNING								
Homelessness 	C1	Work with the County's Community Development Division and nonprofit agencies to implement "The 10-Year Plan to End Homelessness in Pasco County".	A			PC Community Development	PC Homeless Coalition, PDD, PC Sheriff, United Way	HUD Fund, Homeless Prevention and Rapid Re-Housing Grant (HPRP), Emergency Shelter Grant (ESG)
	C2	Utilize existing Homelessness Awareness Programs to educate the local community about homelessness and to encourage action.	A			PC Community Development	PC Homeless Coalition, local churches and faith-based organizations, HOAs, PDD, PC Sheriff, United Way	
	C3	Coordinate with the School Board on Student in Transition (SIT) Program to prevent and reduce homelessness.	A			PC Community Development	PC School Board	
	C4	Identify homeless service gaps such as rent subsidies, job training, and prevention resources, and work with relevant organizations to address these gaps.	A			PC Community Development	PDD, PC School Board	
Crime and Safety 	C5	Help increase awareness about crime and drug prevention programs such as the Florida Department of Education's Safe and Drug-Free Schools Program and the School Resource Officers Program.	A			PC Sheriff	PDD, PC Community Development, NPR and PR Police Departments and PC School Board	Municipal Service Fund, Federal Weed and Seed Grant
	C6	Coordinate services, identify and prioritize target areas and apply Crime Prevention through Environmental Design (CPTED) Strategies to improve community safety.	B			PC Sheriff	PC Community Development, PDD, PC Zoning and Site Development, Code Enforcement, and NPR and PR Police Departments	Community Patrol Programs, CPTED Strategies, Land Development Code, Federal Weed and Seed Grant
	C7	Coordinate with the Sheriff's Office and neighborhoods to enhance and expand Neighborhood Crime Watches and the Security Patrol Programs.	A			PC Sheriff	PDD, PC Community Development and HOAs	Federal Weed and Seed Grant
Neighborhood Revitalization  	C8	Continue to focus planning efforts, Capital Improvement Plan (CIP) and funding towards Community Development Target Neighborhoods to arrest blight and encourage redevelopment.	A			PC Community Development	PDD	CDBG, NSP, and other state and federal grants
	C9	Enhance the Minimum Maintenance Ordinance, educate the public about the ordinance, and strengthen code enforcement to ensure adequate and regular care and maintenance of all properties located within the West Market Area.	A			PDD	PC Zoning and Site Development, Building Inspections	Building Inspections and Permitting Fund
	C10	Develop strategies to increase interaction between local government, home owner associations and/community based organizations. Encourage active participation in redevelopment decisions through creation of neighborhood councils.	A			PDD	PC Community Development, The United Way, Council of Neighborhood Associations (CONA), Pasco Alliance of Community Associations (PACA) and other HOAs.	Neighborhood Councils, Inventory of HOAs, and other community based organizations within the West Market Area
	C11	In collaboration with the cities of New Port Richey and Port Richey identify resources and funding required to establish and/reinstitute Neighborhood Planning Programs that foster area-level planning, community building and crime prevention.	A			PDD	PC Community Development, Cities of NPR and PR, HOAs	

(A) CRITICAL
 (B) IMPORTANT
 (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

COMMUNITY INFRASTRUCTURE & PLANNING

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
Neighborhood Revitalization 	C12	Develop a Rental Inspection Program to ensure that the rental housing stock meets minimum housing standards. Implement the program in the West Market Area as a pilot study prior to countywide application.	A			PC Community Development	PDD, Code Enforcement	Inventory of rental units
	C13	Evaluate the Demolition of Slum or Blighted Structures Ordinance (Code of Ordinance Chapter 79) and streamline underlying actions and procedures for effective implementation.	B			PC Community Development	PDD, PC Building Inspections, Code Enforcement	PC Demolition of Slum or Blighted Structures Ordinance
	C14	Develop a combined funding mechanism that includes federal, state and local grants such as NSP, CDBG and Brownfield grants that can be used for demolishing abandoned or blighted structures.	B			PC Community Development	PDD, PC Building Inspections, Code Enforcement	
	C15	In partnership with Area residents and community based organizations develop and implement effective code enforcement strategies for target areas. Strategies could include neighborhood cleanup programs and outreach campaigns.	A			PC Community Development	PDD, PC Building Inspections, Code Enforcement	
	C16	Streamline existing permitting processes and provide incentives to encourage home improvements.	A			PDD	PC Community Development, Zoning and Site Development, Building Inspections	PC Land Development Code, Building Code, building permitting procedures
	C17	Evaluate the Land Development Code Section 1104: Flood Damage Prevention and identify strategies that will help reduce potential obstacles to redevelopment.	A			PDD	PC Community Development, Zoning and Site Development, Building Inspections	PC Land Development Code
	Housing and Other Community Services 	C18	Collaborate with public and private agencies, and non-profit organizations to provide quality affordable housing.	B			PC Community Development	Pasco County Housing Authority, PDD, Habitat for Humanity
C19		Develop strategies to identify and address community services needs such as health care services, home-care and senior care services, after school programs, and daycare services.	B			PC Community Development	PC Human Services, School Board, Volunteer Way, Faith Based Organizations, Salvation Army	
C20		Identify additional funding sources to support library services and develop effective marketing strategies to encourage public participation in library fund-raising programs.	A			PC Libraries	PDD, HOAs, PC Cooperative Extension, Schools, OMB	Friends of the Library
C21		Work with the Libraries to update their Long Range Strategic Plan and help develop strategies for co-location of libraries, parks and community centers.	A			PDD	PC Libraries, Parks and Recreation and HOAs	Library Services Fund, Library Cooperative Grant Fund
C22		Coordinate with schools to develop shared-use programs for school facilities that will help open up existing facilities for community use during after-school hours.	A			PDD	PC School Board, CRAs, YMCA and local sports leagues	Inventory of potential facilities for joint-use, joint-use agreements
C23		Coordinate with residents, home owner associations and community based organizations to identify appropriate locations for community centers and develop strategies to maintain them.	B			PC Parks and Recreation	PDD, CONA, PACA and other HOAs	

(A) CRITICAL
 (B) IMPORTANT
 (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

COMMUNITY INFRASTRUCTURE & PLANNING

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
  	C24	In collaboration with educational institutions, develop a program to educate and engage students in redevelopment planning processes.	B			PDD	PC School Board, PHCC	
	C25	Develop mandatory and incentive programs that encourage and ensure the provision of affordable housing in new development and redevelopment projects.	B			PDD	PC Community Development	Department of Community Affairs Grant Fund, HUD Fund, Affordable Housing Fund
	C26	Identify cost-effective sustainable green strategies and encourage their adoption into redevelopment, affordable housing, and repair or rehabilitation projects.	C			PDD	PC Community Development, Habitat for Humanity, Developers, Tampa Bay AIA, local USGBC Chapter	Strategies identified within LEED for HOME, LEED for New Construction and other relevant rating systems, Builder Option Packages, Energy Rating Systems
	C27	Disperse affordable housing within neighborhoods and ensure easy access to community facilities and services such as transit, parks, schools, grocery stores, and employment.	C			PDD	PC Community Development, Habitat for Humanity	List of vacant and foreclosed parcels within neighborhoods.
	C28	Evaluate the usage of alternate housing options, such as Katrina cottages, as a replacement for mobile homes in flood prone areas. Analyze the Land Development Code and identify changes/additional regulations and standards that may be required to support this.	A			PDD	PC Community Development, Zoning and Site Development, Building Construction Services, Stormwater Management	PC Land Development Code, Building Code
Water and Sewer 	C29	Continue to coordinate with SWFWMD and Tampa Bay Water to initiate an awareness campaign that educates residents and business owners about water shortages, and the need for conservation and reuse programs.	A			PC Utilities	PDD, SWFWMD and TBW, PC Cooperative Extension	
	C30	Assess the potential impacts of redevelopment on utility service needs within the West Market Area and identify possible challenges as well as strategies for future expansion.	A			PC Utilities	PDD	GIS maps
	C31	Identify specific conditions that limit the expansion of utilities to areas that are currently dependant on wells and septic tanks, and identify alternate strategies for service provision.	A			PC Utilities	PDD	
	C32	Continue to coordinate with the municipalities to improve utility services and evaluate the effectiveness of inter-local agreements.	A			PC Utilities	PDD	
Flooding, Stormwater and Hazard Risks 	C33	Continue to map and evaluate flood-prone areas and identify potential mitigation strategies.	B			PC Stormwater Management	PC Emergency Management, PDD	PC Local Mitigation Strategy (LMS), Hazard Mitigation Committee, Repeative Loss Areas, FEMA flood zones, GIS maps,
	C34	Enhance the existing stormwater management system by applying sustainable design principles.	B			PC Stormwater Management	PDD	

Plan Elements		Timeline (Years)				Responsible Agency	Required Collaboration	Resources/Funding Needed
		0 - 5	5 - 10	10 +				
<p>Flooding, Stormwater and Hazard Risks</p>     	<p>C35 Encourage sustainable stormwater management strategies such as rainwater harvesting, green roof, bio-swale, and pervious pavement in both residential and non-residential developments.</p>	B				PC Stormwater Management	PDD	
	<p>C36 Identify site planning, building design and economic development strategies that will mitigate the impact of disasters and/increase the capacity for a successful post-disaster recovery.</p>	A				PC Emergency Management	PC PDD Long Range Planning and Zoning and Site Development, Building Construction, Stormwater Management, Community Development, PEDC, Hazard Mitigation Committee	
	<p>C37 Analyze relevant local codes, ordinances, and procedures to assess their capacity for effectively addressing concerns related to post-disaster recovery and redevelopment. Concerns could include: creating post-disaster permitting procedures, establishing build-back policies, and ensuring disaster-resilient redevelopment.</p>	A				PC Building Construction	PC PDD, Emergency Management, Stormwater Management	Building Code, Land Development Code and Floodplain Management Regulations
	<p>C38 Analyze the Land Development Code and assess the possibility of allowing Katrina Cottages and other flood-resistant, affordable housing options within flood-prone areas.</p>	C				PDD	PC Emergency Management, Building Construction	Land Development Code, Building Code
	<p>C39 Review the Land Development Code and the Comprehensive Plan to identify opportunities for hazard mitigation.</p>	B				PDD	PC PDD Zoning and Site Development, Emergency Management, Stormwater Management, Environmental Lands Management and Acquisition Program (ELAMP), Hazard Mitigation Committee	Land Development Code, Comprehensive Plan, Hazard Mitigation Grant Program (HMGP) Grants
	<p>C40 Evaluate the feasibility of using Transfer of Development Rights (TDR) and other development strategies to redirect growth away from environmentally sensitive areas, areas with repeated flooding, and locations with critical disaster risks.</p>	C				PDD	PC Emergency Management	
	<p>C41 Identify redevelopment strategies and alternate land uses for coastal high-hazard areas and areas experiencing repeated flooding.</p>	A				PDD	PC Emergency Management, Stormwater Management	Land Development Code, Comprehensive Plan
	<p>C42 Develop public outreach programs that increase awareness about hazard risks, vulnerability, and available help for disaster preparedness and post-disaster recovery.</p>	B				PDD	PC Emergency Management	
	<p>C43 Develop an effective public education program to inform residents about the importance of drainage easements, self-maintenance of existing stormwater systems (such as drainage ditches, swales, and culverts) and sustainable stormwater practices to reduce/prevent flooding.</p>	A				PC Stormwater Management	PC Emergency Management	

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
C. ENVIRONMENT / OPEN SPACE								
Parks and Open Space    	O1	Incorporate within the Parks Master Plan strategies to improve connectivity between the coast, parks/preserves, other open space systems (bike paths, trails, riverwalks), neighborhoods and tourist destinations.	A			PC Parks and Recreation	PDD, MPO, PC Tourism, NPR, PR, private consultants	PC Parks and Recreation budget, PDD
	O2	Conduct a qualitative and quantitative assessment of the demand for parks based on demographics, income levels, etc.	B			PC Parks and Recreation	PDD, HOAs or neighborhood associations, local businesses, and developers,	Citizen surveys, public workshops, GIS analysis, impact fees, grants
	O3	In neighborhoods that currently lack any kind of recreational spaces, identify potential sites that could serve as parks/open spaces.	A			PC Parks and Recreation	PDD, HOAs and developers	Impact fees, grants, developers, neighborhood organizations
	O4	Collaborate with public and private agencies, and HOAs to identify strategies or funding sources that support construction, operation and maintenance of parks. Strategies could include planning special fundraising events, recreation programming, creating volunteer/samaritan groups, developing school programs that encourage parks cleanup, etc.	A			PC Parks and Recreation	PDD, Parks and Recreation Advisory Committee, Friends of the Park, HOAs, PC School Board, PHCC and developers	Impact fees, grants, developers, neighborhood organizations
	O5	Work with schools, residents and local businesses to plan and implement programs and activities that can enhance park usage.	A			PC Parks and Recreation	PDD, PC School Board, Health Department, HOAs, community clubs, rotary clubs, Main Street organizations	Case studies on ways to activate unused/underutilized parks, education grant CDC grants
	O6	Coordinate the siting of parks with location of park-supportive uses (such as shops, libraries, restaurants, schools, day care, etc) in order to enhance the park experience, ensure adequate park usage and optimization of resources.	A			PC Parks and Recreation	PDD and PC School Board	
	O7	Analyze signage visibility and road conditions at park entrances to improve access to parks. Advertise and provide clear directions to parks on all major roads close to the park entrances.	A			PC Parks and Recreation		
	O8	Collaborate with the City of Port Richey to help identify strategies, partnerships and funding required to redevelop and enhance the Port Richey Waterfront Park and its surrounding areas.	A			PC Parks and Recreation	PDD, PR, park users and private consultants	
	O9	Complete construction of the proposed Sunwest County Park.	A			PC Parks and Recreation	PC Parks and Recreation, Facilities Mgmt.	Penny for Pasco, Florida Boating Improvement Fund
Community Gardens 	O10	Encourage agriculture and food production at the local or neighborhood scale. Help develop partnerships to establish and maintain community gardens, Community Supported Agriculture (CSA), and farmers' markets.	A			PDD	PC Parks and Recreation, HOAs, local grocery stores, restaurants, Food Banks, Soup Kitchens, Meals on Wheels	USDA grants and loans, Farmers Market Coalition grants, National Gardening Association Grants, Food COOPs
	O11	Evaluate the Comprehensive Plan and Land Development Code to incorporate policies, standards and regulations pertaining to urban agriculture.	B			PDD	PC Zoning and Site Development	
	O12	Work with schools and local farmers to promote and implement Florida "Farm to School" Program which incorporates locally grown produce into school meals.	C			PC School Board	PDD, HOAs and neighborhood groups	School Grants for Healthy Kids, FL Farm Bureau's AG in Classroom Program
	O13	Evaluate the possibility of purchasing and re-utilizing vacant, abandoned/foreclosed properties as community gardens.	B			PC Parks and Recreation	PDD, PC Community Development and Building Inspections	



All Strategies have been prioritized into the three categories shown above:

ENVIRONMENT/OPEN SPACE

Plan Elements			Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed
			0 - 5	5 - 10	10 +			
Trails, Riverwalks and Blueways 	O14	Develop and maintain multi-use trails connecting neighborhoods to desired destinations such as parks, libraries, the coast, goods and services, and employment centers.	A			PC MPO	PC Parks and Recreation, PDD, Tourism, and Greenways, Trails & Blueways Advisory Committee	
	O15	Coordinate with Pasco County Parks and Recreation, MPO, and Tourism staff to identify, evaluate, and prioritize future bike paths, trails, and river walks within the West Market Area.	A			PC Parks and Recreation	PDD, MPO, PC Tourism, NPR, PR, SWFWMD, the Greenways, Trails, and Blueways Advisory Committee, and the Bicycle/Pedestrian Advisory Committee (BPAC)	
	O16	Fund and construct the connection from Anclote/Baillies Bluff Trail to Pinellas County Trail.	A			PC Parks and Recreation	PDD, MPO, PC Tourism	Tourism funds, Federal/State grants, Penny for Pasco
	O17	Coordinate with the cities of New Port Richey and Port Richey to determine the feasibility of providing riverwalks and blueway connections to the Pithlachascotee River. Develop steps and timeframe for implementation.	A			PC Parks and Recreation	PDD, MPO, PC Tourism, CRAs	Urban design schemes, New Port Richey's Strategic Redevelopment Action Plan and other relevant CRA plans
	O18	Develop a 'Rails to Trails' program and coordinate with railroad companies to identify opportunities for redeveloping old abandoned railroad lines into trails and park amenities.	A			PC MPO	PDD, PC Parks and Recreation, NPR and PR, CSX and other railroad companies	
Environmental Resources and Tourism  	O19	Continue to protect and preserve environmentally sensitive areas, natural habitats and wildlife corridors.	B			PC Environmental Land Acquisition and Management Program (ELAMP)	PDD, SWFWMD and TBW	
	O20	Evaluate feasibility and funding opportunities to improve public access to the coast including but not limited to Werner Boyce State Park, Marine Parkway, Robert K. Rees Memorial Park, and S.R. 52 extension.	A			PC Parks and Recreation	PDD, MPO, PC Tourism, Tourism Development Council (TDC) and relevant state agencies	
	O21	Coordinate with the County's Parks and Recreation department and Florida Department of Environmental Protection to promote eco-tourism opportunities including hiking, camping, kayaking, snorkeling, diving, and fishing in all state and county parks in the West Market Area.	A			PC Tourism Development	PC Parks and Recreation, PDD, Florida Department of Environmental Protection, TDC, and the State of Florida	
	O22	Coordinate with the State to identify potential waterway connections such as watertaxi and ferry services to the Anclote Key Preserve State Park.	B			PC Tourism Development	PDD, PC Parks and Recreation, State of Florida, local ferry and taxi operators	
	O23	Work with Pasco County EDC, Main Street organizations, School Board, Area residents, and businesses to hold community fairs, and special events that promote tourism and improve the investment image of neighborhoods.	B			PC Tourism Development	PC Parks and Recreation, TDC, PDD, PEDC, West Pasco Chamber of Commerce, PC School Board and Main Street organizations.	

ENVIRONMENT/OPEN SPACE

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
Environmental Resources and Tourism   	O24	Work with the County Parks and Recreation department, the cities of New Port Richey and Port Richey and other relevant agencies to help improve and enhance the existing parks (e.g. Port Richey Waterfront Park, Pithlachascotee River Park, etc.) and their surrounding areas.	B			PC Parks and Recreation	PC Tourism, Cities of New Port Richey and Port Richey, CRAs, Main Street organizations and relevant private agencies	
	O25	Seek opportunities to increase the attractiveness of the West Market Area to tourists by enhancing existing downtown, historic, and cultural districts.	A			PDD	PC Tourism, Cities of New Port Richey and Port Richey, CRAs, Main Street organizations, Pasco County Historic Preservation Society, Inc.	Community Redevelopment Agencies (CRA) plans/proposals
	O26	Create recreational facilities in identified community centers and along the existing and planned trails to serve the recreational needs of the residents. Provide recreation and entertainment opportunities for all ages.	A			PC Parks and Recreation	PDD, MPO, HOAs, PACA and CONA	
	O27	Create safe scenic routes that lead to and skirt along the Gulf Coast.	B			PDD	MPO and PC Parks and Recreation	
	O28	Evaluate the feasibility and potential location for a lighthouse in the coastal area as a tourist attraction and area landmark.	C			PDD	PC Tourism Development and Parks and Recreation	

Plan Elements	Timeline (Years)	0 - 5			Responsible Agency	Required Collaboration	Resources/Funding Needed
		5 - 10	10 +				
D. TRANSPORTATION							
Mobility							
 T1	Coordinate with Florida Department of Transportation (FDOT) to complete the Long Range Transportation Plan (LRTP) update, re-evaluate need/feasibility for U.S. 19 interchanges, address multi-modal connectivity on U.S. 19 (and parallel roadways) and identify alternative facilities to U.S. 19. (LRTP update is due December 2014)	A			MPO	PCPT, PC PDD and FDOT	MPO PL, Federal Transit Administration (FTA) 5303, Mobility Fee, Transportation Improvement Funds (TIF), state and federal funds, U.S. 19 Concurrency Fund
T2	Implement policies, strategies, and improvements identified within the LRTP.	A			MPO	PCPT and FDOT	Mobility Fee, TIF, State gas tax, Federal funds, U.S. 19 Concurrency Fund
 T3	Conduct a feasibility study on roundabout applications and identify key intersections along the U.S. 19 corridor for further study.	B			MPO	PDD	
T4	Continue the implementation of the MPO's Congestion Management Plan (CMP) to collect, evaluate, and manage CMP-type projects related to safety and congestion concerns. Projects include: sidewalks; trails/pathways; intersections; street maintenance; street lighting; and traffic signal efficiencies.	A			MPO	PCPT, PC Traffic Operations and FDOT	
T5	Develop a Transportation Demand Management (TDM) Plan to reduce single-occupancy vehicle travel demand.	B			MPO	PDD and FDOT	
 T6	Evaluate alternative routes, toll facilities and/or premium transit to relieve congestion, provide modal alternatives, and feasible funding plans for transportation investment.	A			MPO	PDD and FDOT	
T7	Evaluate the conversion of the U.S. 19 corridor, or segments thereof, into a multi-way boulevard to improve mobility, provide community focus, provide access to attractions/destinations and support overall corridor redevelopment plans.	A			MPO	PDD, PCPT, NPR, PR and FDOT	
 T8	Identify feasible and effective alternative, parallel routes to U.S. 19 to establish a more effective roadway grid system.	B			MPO	PDD	
T9	Create design guidelines that assist in the implementation of the "Complete Streets" concept.	A			MPO	PDD	
Pedestrian Safety							
 T10	Coordinate with FDOT on future transportation improvements on U.S. 19 including beautification/landscaping, multi-modal applications, and improving safety.	A			MPO	PDD and FDOT	
T11	Establish Level of Service (LOS) standards for pedestrian and bicycle facilities to assist in determining improvement priorities.	A			MPO	PDD	
 T12	Coordinate with the Pasco County Bicycle/Pedestrian Advisory Committee (BPAC) and identify critical concerns relevant to the West Market Area. Some of the implementation tasks could include - identifying key pedestrian traffic generating areas, developing strategies for improving the sidewalks and prioritizing improvements based on accessibility needs.	B			MPO	PDD	
T13	Implement improvements to the sidewalk systems near key pedestrian traffic generating areas, and prioritize implementation tasks based on accessibility factors.	A			MPO	PDD	
T14	Improve pedestrian circulation and safety along the major roadways employing a combination of strategies/elements such as access management, sidewalks, landscaped medians, street lighting, countdown pedestrian signals, and traffic calming mechanisms.	A			PDD	PDD	

(A) CRITICAL
 (B) IMPORTANT
 (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

TRANSPORTATION

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
Pedestrian Safety 	T15	Evaluate the possibility of reducing crosswalk lengths at signalized intersections on U.S. 19. Employ strategies such as refuge islands wherever feasible and appropriate.	(B)			MPO	PDD	
	T16	Evaluate the need for grade-separated pedestrian/bicycle crossings for safe access across U.S. 19.	(B)			MPO	PDD and FDOT	
	T17	Develop alternative intersection configurations which maximize pedestrian comfort and safety.	(B)			MPO	PDD	
	T18	Implement the Pedestrian Safety Action Plan (2012).	(A)			MPO	PDD	
	T19	Create pedestrian shed maps and seek input from residents and employees on route preferences, travel convenience, and preferred transit stop locations.	(A)			MPO	PDD	
	T20	In coordination with the Pasco County BPAC, develop public education and outreach programs that increase awareness about pedestrian safety and driver behavior.	(B)			MPO	BPAC, PDD	
	T21	Work with MPO, Community Development Division, and other departments to enhance the existing Public Participation Plan that provides outreach to underserved groups (minority, low income, or mobility challenged).	(B)			MPO	PDD and PC Community Development	
Transit 	T22	Update the 10-year Transit Development Plan (TDP) that focuses on future transit routes, stops, shelter locations, transfer points and regional connections to other transit systems. (Due in 2013).	(A)			Pasco County Public Transportation (PCPT)	MPO and PDD	FTA funds, FDOT funds, Mobility Fee
	T23	Develop a marketing strategy to increase transit ridership and identify funding streams that can support the transit system.	(A)			PCPT	MPO	FTA funds, FDOT funds, Mobility Fee
	T24	Plan bus routes and hours of operation in coordination with County Libraries, and the Parks and Recreation Department to provide adequate service to residents that take the buses to community facilities.	(A)			PCPT	PDD, PC Libraries, Parks and Recreation and HOAs	FTA funds, FDOT funds, Mobility Fee
	T25	Continue to work with adjacent County transit systems, including Hernando (The Bus), Pinellas Suncoast Transit Authority (PSTA), the Hillsborough Area Regional Transit Authority (HART), and TBARTA to provide Area residents with increased access to local and regional destinations.	(A)			PCPT	MPO	FTA funds, FDOT funds, Mobility Fee
	T26	Maintain and enhance local bus service on U.S. 19 to deal with critical concerns such as reducing operating headways.	(A)			PCPT		FTA funds, FDOT funds, Mobility Fee
	T27	Identify funding opportunities for public transit improvements such as the expansion of bus services, extended hours, frequent services and provision of additional bus routes and stops.	(A)			PCPT	MPO	FTA funds, FDOT funds, Mobility Fee
	T28	Identify potential sites that could serve as transfer stations, and Park & Ride facilities, and also determine funding sources and timelines for construction.	(B)			MPO	PDD and PCPT	Mobility Fee, TIF, State gas tax, Federal funds, U.S. 19 Concurrency Fund, Browfield grants
	T29	Identify Transit Oriented Development corridors and nodes within the West Market Area and determine the types of public transit it could support.	(B)			MPO	PDD and PCPT	



All Strategies have been prioritized into the three categories shown above:

Plan Elements	Timeline (Years)	0 - 5			5 - 10			10 +			Responsible Agency	Required Collaboration	Resources/Funding Needed						
		0	1-5	5-10	10+	0	1-5	5-10	10+										
E. URBAN DESIGN																			
Corridor Restructuring 	U1	Identify land use strategies that help reorganize retail along all major corridors into activity nodes or focal points.										A					PDD	MPO and FDOT	United States Environmental Protection Agency's (EPA) - A Practical Guide to Restructuring the Commercial Strip; ULI's Ten Principles for Rebuilding Neighborhood Retail.
	U2	Evaluate existing and future land use patterns to allow an appropriate mix of complementary uses within the identified nodes or focal points.										A					PDD		Maps and/inventory of existing and future land uses
	U3	Plan a hierarchy of retail centers (e.g., city center, town center, neighborhood center, etc.) along major corridors and assess their viability using an economic and market analysis.										B					PDD	Private consultant	United States Environmental Protection Agency's (EPA) - A Practical Guide to Restructuring the Commercial Strip.
	U4	Reuse abandoned, unused and/underutilized parcels located within or close to these nodes as per the needs or concept of the identified nodes.										A					PDD	PC Community Development, Property Appraiser	Inventory of abandoned, underutilized or unused sites
	U5	Create an inventory of existing retail strip centers along U.S. 19. Develop a rating system to understand their current conditions e.g., vacancy, level of maintenance, condition of the structure, age, etc.										A					PDD	West Pasco Board of Realtors, PC Real Estate, Code Enforcement and Building Inspections	Windshield surveys, foreclosure data, GIS maps
	U6	Identify strip commercial centers along major corridors that are experiencing disinvestment. Identify redevelopment strategies and land use alternatives for these corridor segments that will help restore value.										A					PDD	West Pasco Board of Realtors, PC Real Estate, Code Enforcement and Building Inspections	Windshield surveys, foreclosure data, GIS maps
	U7	Identify areas within the corridor which are non-pedestrian oriented uses but are stable and prospering. Develop strategies to extend their market draw and plan complementary uses on nearby properties.										A					PDD	Local business owners	Windshield surveys, foreclosure data, GIS maps
	U8	Evaluate the possibility of reusing vacant, underperforming, or abandoned retail strip centers into quality affordable workforce housing. Plan the surrounding areas with a mix of uses that complement housing.										B					PDD	PC Community Development, Pasco County Housing Authority, Property Appraiser	
	U9	Collaborate with property owners to encourage the consolidation of smaller parcels of land into parcels of adequate size to accommodate new mixed-use development. Identify strategies and funding for land assembly.										A					PDD	Property owners	
	U10	Identify green building strategies and sustainable practices that can be incorporated into redevelopment projects and provide incentives that help ensure their implementation.										B					PDD	U.S. Green Building Council (USGBC) Local and/Regional Chapter, Tampa Bay American Institute of Architects (AIA), Congress for New Urbanism (CNU) Tampa Bay Chapter, American Planning Association (APA) Suncoast Chapter	Leadership in Energy and Environmental Design (LEED) for Neighborhood Development (LEED ND) and LEED Building Design and Construction (BD+C) strategies
	U11	Develop land use and design strategies that encourage diversity (in terms of uses and building types) of shops, residences, and workplaces within the identified districts and nodes.										B					PDD	PEDC, PC Community Development, West Pasco Chamber of Commerce	Comprehensive Plan, Land Development Code

(A) CRITICAL
 (B) IMPORTANT
 (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

URBAN DESIGN

Plan Elements		Timeline (Years)	0 - 5			5 - 10			10 +			Responsible Agency	Required Collaboration	Resources/Funding Needed
Image and Identity    	U12	Establish and support the West Market Area's brand identity 'The Harbors' by developing a public relations platform and communication plan that includes advertising, signage, brochures, website and media releases.	(A)							PDD	PEDC, PC Tourism and the local media	Maps, brochures, signage, logo, website, and newspaper articles, etc. that can help create the Area's brand image		
	U13	Identify redevelopment opportunities that help create gateways to the West Market Area at the north and south entrances on U.S. 19. The gateway could be a building or cluster of buildings, or any feature that marks the arrival to the West Market Area.	(A)							PDD	CRAs, Cities of New Port Richey and Port Richey	Urban design schematic diagrams and SketchUp models, identify existing projects/plans such as New Port Richey's Strategic Redevelopment Action Plan.		
	U14	Develop and implement design regulations and street designs that support and enhance diversity, functional needs, history, local architecture, natural context, community character and other unique characteristics of each district. Create and implement a vocabulary of signage and markers within each district that represents the overall theme or image of the district.	(A)							PDD	HOAs, PACA, CONA, PC Community Development, Building Construction, Pasco County Historic Preservation Society, Inc.	More refined and comprehensive understanding of the character of different districts within the West Market Area, urban design guidelines, PC Land Development Code and Building Code		
	U15	Develop historic preservation policies and standards, and incorporate them into the Comprehensive Plan and Land Development Code to preserve and enhance historic assets.	(A)							PDD	HOAs such as PACA and CONA, Pasco County Historic Preservation Society, Inc.	Urban Design Guidelines, Comprehensive Plan, Land Development Code, Building Code		
	U16	Identify different segments along U.S. 19 and other major corridors which have or could have a unique concept for future development. Formulate streetscape improvement strategies that help provide a distinct and unified identity to these corridor segments.	(A)							PDD	MPO, FDOT, CRAs, Cities of New Port Richey and Port Richey			
	U17	Identify all strategically located, visually prominent parcels along major corridors and within identified districts. Reserve these sites for civic uses, public spaces, or any developments that create or enhance community identity.	(C)							PDD	CRAs, Cities of New Port Richey and Port Richey			
	U18	Evaluate strategies for providing access to the Gulf along the U.S. 19 corridor to improve the coastal image of the area.	(B)							PDD	CRAs, Cities of New Port Richey and Port Richey			
	Walkability  	U19	Evaluate districts and nodes in the market area to identify appropriate locations for community centers within walkable distances from existing neighborhoods. Community centers could include a mix of uses such as medical shops, grocery stores, day care, laundry, and other day-to-day neighborhood needs.	(B)						PDD	HOAs such as PACA and CONA	Inventory of existing uses, structures and redevelopment opportunities within the identified nodes and districts, needs assessment of surrounding neighborhoods		
U20		Provide adequate pedestrian infrastructure connecting these community centers to the existing neighborhoods.	(B)							PDD	HOAs such as PACA and CONA, community members, PCPT, MPO			
U21		Analyze the Land Development Code to identify regulations that restrict/limit the creation of a walkable environment.	(A)							PDD	Community members, HOAs such as PACA and CONA	Land Development Code		
U22		Develop land use, site and built form regulations that support walkability. Regulations could focus on mixed use, build to the edge conditions, scale of the streets, pedestrian access, frontage characteristics, treatment of blank walls, building entrances, location and treatment of parking lots, building façade features, sidewalk conditions and tree lines.	(A)							PDD	PC Building Construction Services	Urban Design Guidelines, streetscape improvement strategies, Land Development Code, Building Code		

- (A) CRITICAL
- (B) IMPORTANT
- (C) NEEDED

All Strategies have been prioritized into the three categories shown above:

Plan Elements		Timeline (Years)			Responsible Agency	Required Collaboration	Resources/Funding Needed	
		0 - 5	5 - 10	10 +				
Walkability 	U23	Wherever feasible, develop a network of smaller blocks and street alignments that help increase connectivity and creates smaller walkable distances for pedestrians and multiple route choices for automobiles.	A			PDD	PCPT, MPO, FDOT	
	U24	Identify vacant and abandoned parcels and underutilized parking lots that can be used to create public spaces at walkable distances from the existing neighborhoods and businesses. Public spaces can vary from a tot-lot, neighborhood green, a square, paseo, or a plaza.	B			PDD	HOAs such as PACA and CONA, local businesses, community members	Inventory of abandoned/underutilized or unused sites including parking lots
	U25	Draft regulations that focus on the provision of adequate pedestrian access to proposed public spaces, appropriate orientation of buildings, and a supporting mix of uses around them.	A			PDD		Land Development Code, Urban Design Guidelines
	U26	Evaluate land use patterns within the identified districts and nodes, and develop strategies to disperse a healthy mix of activity generating uses within redevelopment sites, that will create footfalls, and generate street life and urban vitality.	B			PDD		Maps showing existing land use patterns and inventory of potential sites for redevelopment within each district

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APPENDIX

I. Economic Development Supporting Data

II. Transportation Supporting Data

III. Public Outreach Results and Statistics

IV. Glossary

V. List of Acronyms

VI. References

I. Economic Development Supporting Data

Following section highlights some of the Smart Growth principles and development trends that have informed West Market Area's planning decisions

Quality of Life

Quality of Life can be defined as the economic well being, life style, and environment that an area offers to its community. Improving the quality of life is the ultimate aim of all economic development programs and initiatives. A balance has to be maintained between encouraging the growth of the local economy, while limiting impacts upon the quality of life. In this new post-industrial economy, people are increasingly seeking better quality of life, including:

- **Well-paid jobs**
- **Quality education / life-long learning**
- **Medical facilities**
- **Quality and affordable housing**
- **Low pollution and environmental damage**
- **Public amenities**
- **Low crime**
- **Recreation, entertainment, and intellectual stimuli**
- **Low cost of living / low taxation**
- **Aesthetic build and natural environment**

Trends in Quality of Life

- Talented youth, the new key to any truly successful economy, look for high-grade natural environments and places with real urban charm: sociable and walk-able places with restaurants, cafes, bars, night clubs, health clubs, and public spaces.
- High school and university standards are a key consideration for families moving into an area. Relocating or

expanding businesses also place a strong emphasis on education standards to encourage existing employees to move, attract new employees, and to take advantage of a well-educated workforce.

- Businesses migrate to areas where the quality of life matches the group of employees that they are trying to attract. Many areas are trying to attain a mix of urban and rural to help foster new economy businesses and workforce. Urban lifestyles cater for young professionals and start-up businesses. Rural/suburban lifestyles cater to a family-orientated workforce.
- Open space is an economic necessity for metropolitan areas. Many factors influence the decision of a company or an individual to move into or out of a city, with a major consideration being the city's quality of life. Parks, trails, and aesthetics are critical variables in the quality of life equation. Improving the quality of life through the expansion and enhancement of public open space is a key initiative of many urban areas.

(*Source: International Economic Development Council*)

Economic Benefits of Smart Growth

Smart growth saves public and private money relative to dispersed, low-density development. These savings are apparent at the neighborhood level, but even more marked at the regional level, where the costs of neighborhoods and infrastructure that has been "left behind" are visible. Smart growth makes money for private and public investors, and depending on local tax policy, may also increase public revenues.

In addition to the substantial cost savings of smart growth as compared with sprawl, smart growth also outperforms sprawl development as an engine of economic growth and stability. Smart growth development boosts property values and local revenues, attracts investment, promotes efficiencies that increase productivity, innovation and economic performance, and is better able to attract a talented workforce. The attractiveness of communities to business and workers is influenced by a variety of factors, including education, diversity, transit access, housing, congestion management, air quality, health quality, green space, good value, high travel volume and entertainment.

A region's most important source of competitive advantage is its workforce. In the past, employers attracted workers, but now, according to a study by CEOs for Cities, it's the pool of talent that attract firms, particularly in the knowledge economy. The vast majority of college educated young people chose where to live based on factors other than employment opportunities. Creating attractive, mixed use communities attracts the talent, and that business.

Close-in neighborhoods with higher density, mixed uses, walkable destinations, lively commercial districts and interesting streets can make a region more competitive for talented workers. Good public services, including transit, schools and parks, make close-in neighborhoods even more appealing. Quality of life considerations that attract young workers include outdoor recreation, nightlife, arts and culture and diversity. Environmental quality



Figure 238: Creating interesting walkable spaces with Smart Growth strategies; Source: Internet

consistently ranks as one of the most important factors. Smart Growth communities include all of these features—mixed use, access to amenities, high quality transit and transportation options and conservation of open space.

(Source: Smart Growth America)

Categories of Redevelopment

As per concepts of Smart Growth, all redevelopment can be classified under three main categories: Redevelopment/Retrofit, Re-inhabitation/Adaptive Reuse and Re-Greening. Each of these forms of redevelopment are described below in detail.

Redevelopment/Retrofit: The process of redeveloping vacant or under-used parcels. These sites may remain in a relatively natural state, or they may have been cleared for development one time and subsequently abandoned, or they have aged, deteriorate and underutilized existing development. Public facilities such as sewer systems, roads, schools, and recreation areas are typically already in place. Redevelopment is best known form of retrofitting and converting enclosed shopping malls into town centers.

Re-inhabiting/Adaptive Reuse: Rehabilitation is the practice of renovating or reconstructing an older structure such that its useful life is extended. The structure may be expanded or partially reconstructed. The use may or may not change. Adaptive reuse is a specialized form of rehabilitation in which the structure is modified to accommodate a new use, but the original architectural features are deliberately retained. It is commonly used as a method of preserving historic buildings while retaining their marketability. This measure is akin to “urban acupuncture” because it can be done incrementally and is also the greenest way of redevelopment utilizing existing resources and infrastructures.

Re-greening: The process of demolishing buildings/parking lots and replacing them with parks and open space. It is more applicable for empty or outdated buildings constructed in sensitive locations. Re-greening increases surrounding property values.

Business	Household	Municipal & Regional	National
Return on Investment			
Access to new markets	Enhance or preserve housing values	Higher public revenues	More efficient use of transportation investments
Reduced investment risks	Better access to jobs	Reduced citizen opposition to development	Construction & transit jobs
Construction & transit jobs		Attracts private investment	
Higher property values		More efficient economy	
Productivity enhancements due to agglomeration			
Savings on Expenditures			
Employee health care savings	Save on travel costs	Infrastructure savings (construction & operation)	Energy security
Better information & decision making	Reduced energy & water use	Reduced costs from urban decline	Health care savings
Reduced parking requirements	Health care savings	Green infrastructure (such as natural filtration) replaces gray infrastructure	
Reduced energy & water use	Lower taxes for infrastructure services		
Improved Quality of Life			
Quality places attract high quality workers	Better access to services	Reduced exposure to congestion	Reduced GHGs
Improved environment for small businesses	Affordable housing	Thriving public spaces	
	Access to nature & recreation	Growth reflects community values	
	Increased physical activity	Protects natural resources	

Figure 239: Benefits of Smart Growth

Source: “Growing Wealthier: Smart Growth, Climate Change and Prosperity “

The above figure provides an overview of the impacts of Smart Growth. It identifies the benefits of Smart Growth to different stakeholders such as businesses, households, and municipal, regional and national level organizations. The benefits received are described in terms of three critical aspects - Return on Investment, Savings on Expenditure and Overall Improved Quality of Life.

II. Transportation Supporting Data

Following section discusses the existing conditions in the West Market Area with a specific focus on transportation needs and issues. It also provides an overview of some of the roadway concepts and transit options that could be applied to U.S. 19 and other major corridors within the study area. Data, maps and analysis provided in this section were created as a part of the U.S. 19 Multi-Modal Connectivity and Design Standards Study conducted by the IBI Group.

Existing Road Classification

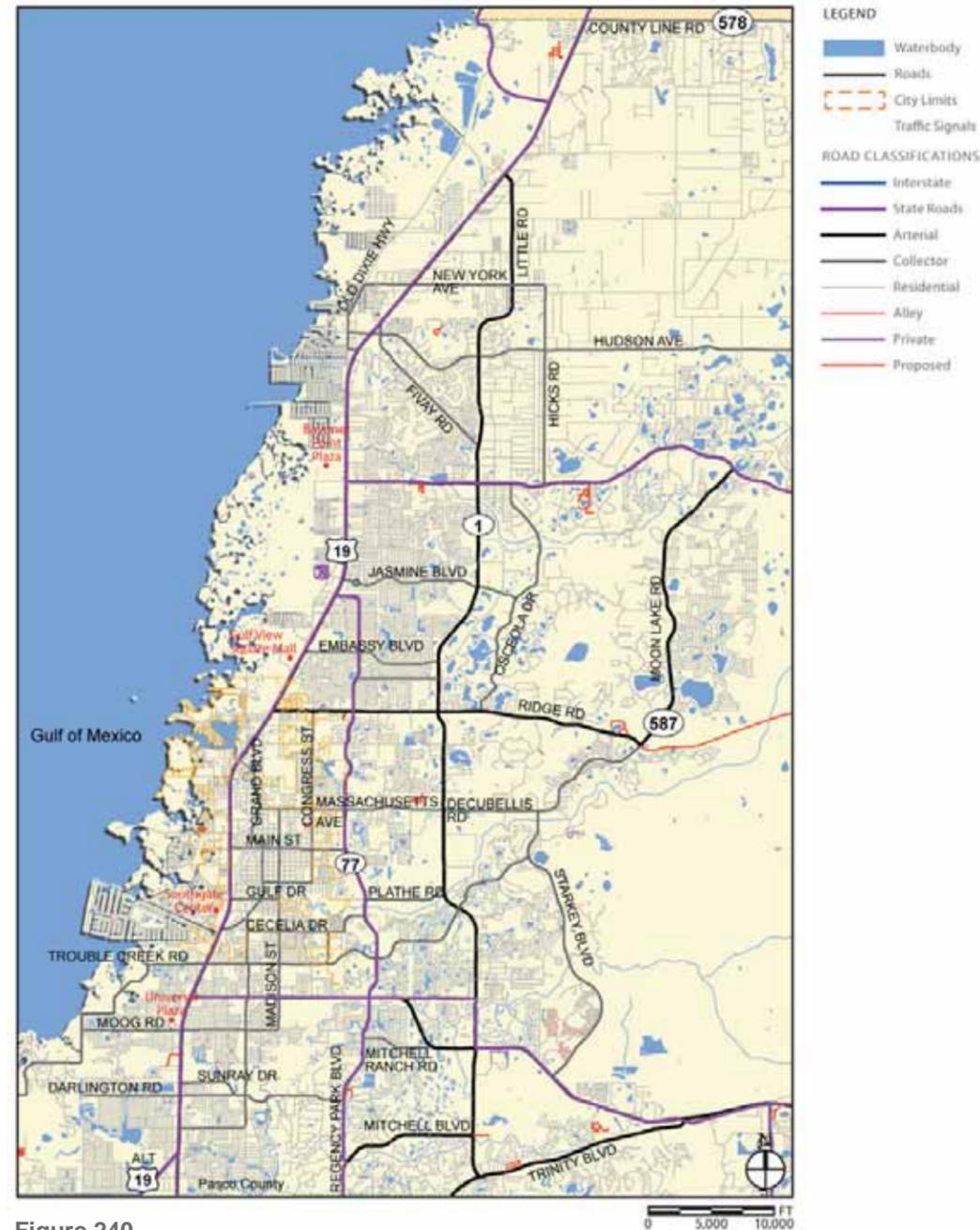


Figure 240

Proposed Transportation Network

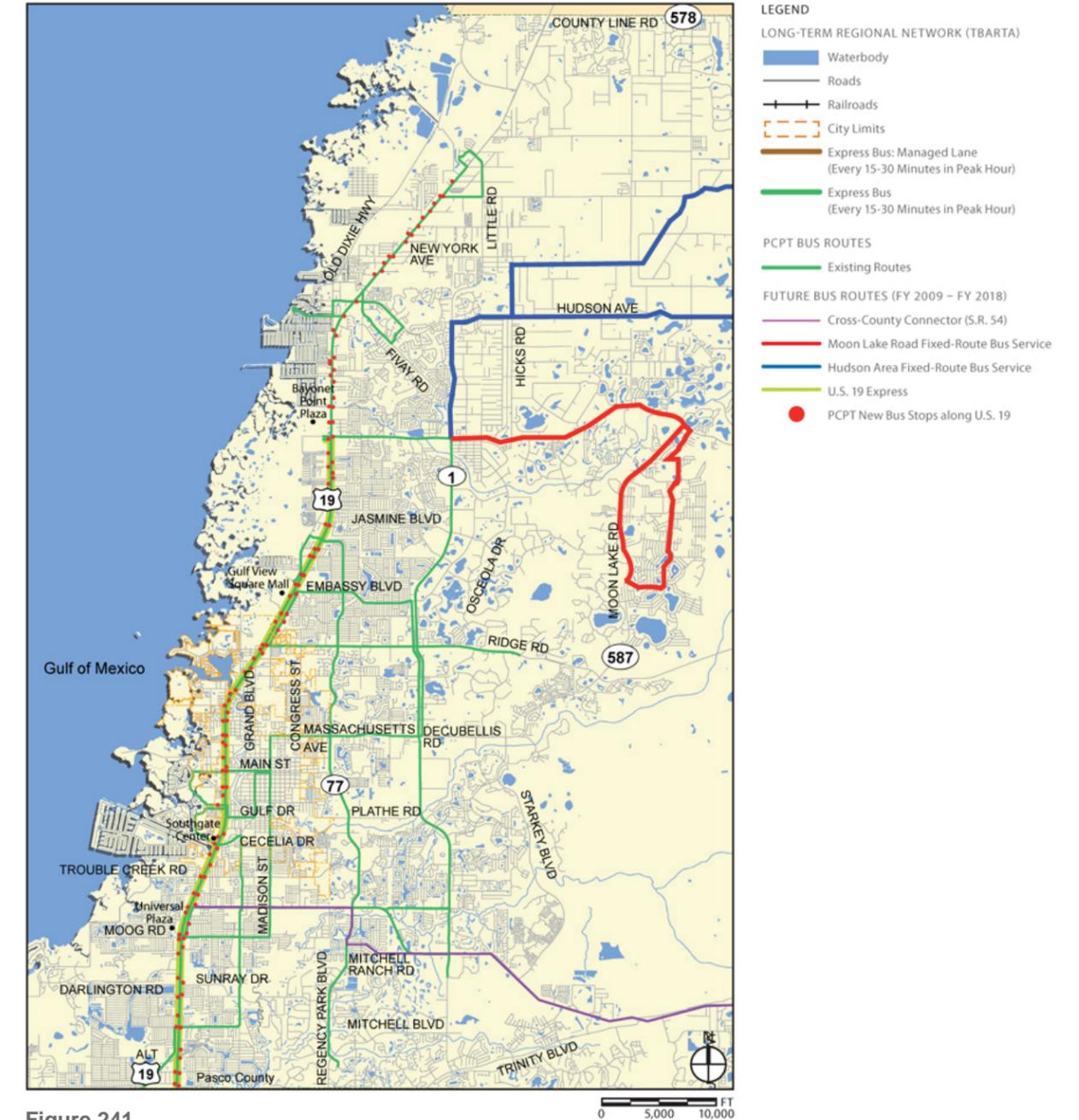


Figure 241

Speed Limits



Figure 242

Crash Data – Significant Vehicle Crash Locations

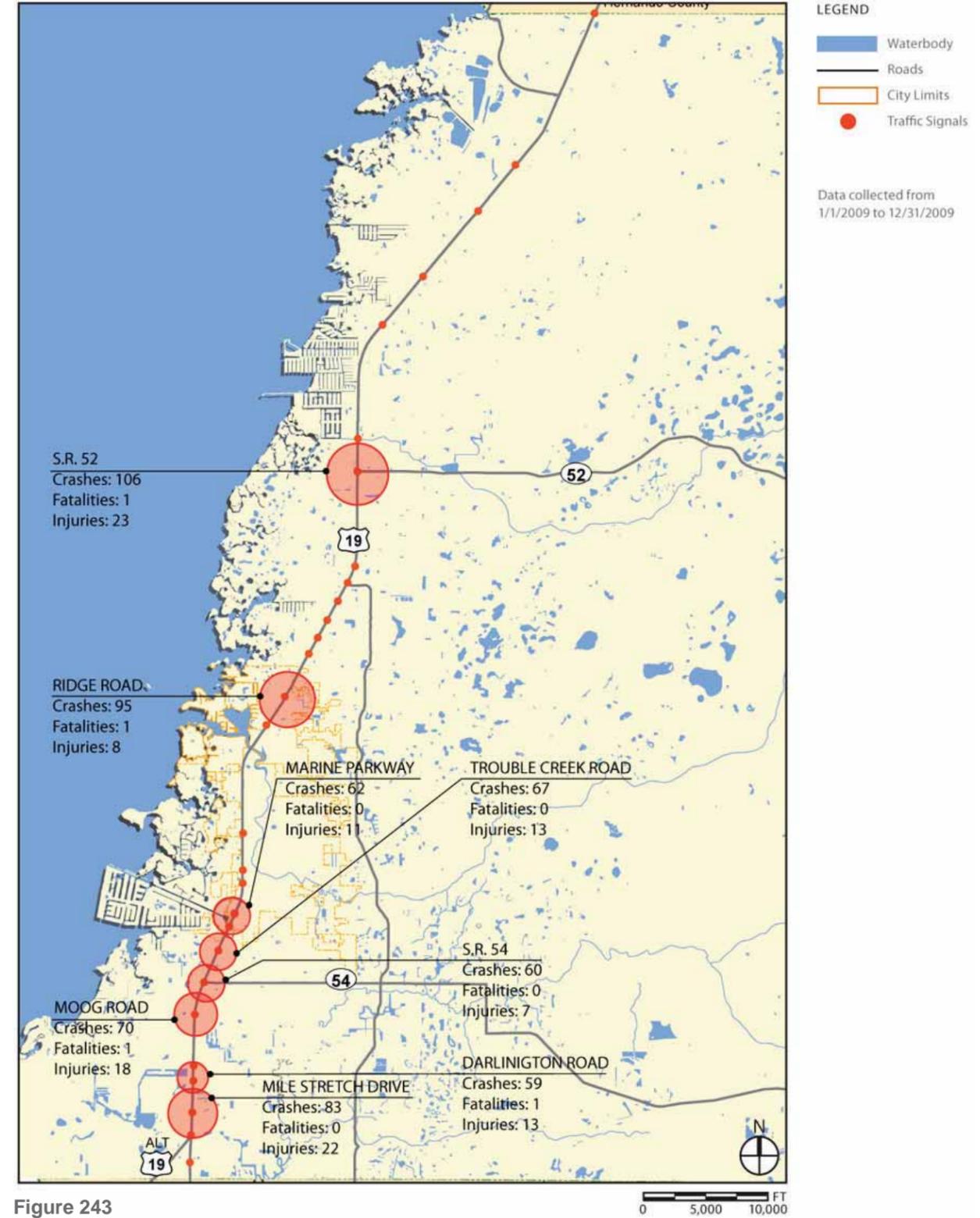


Figure 243

Crash Data – Significant Pedestrian & Bicycle Crash Locations

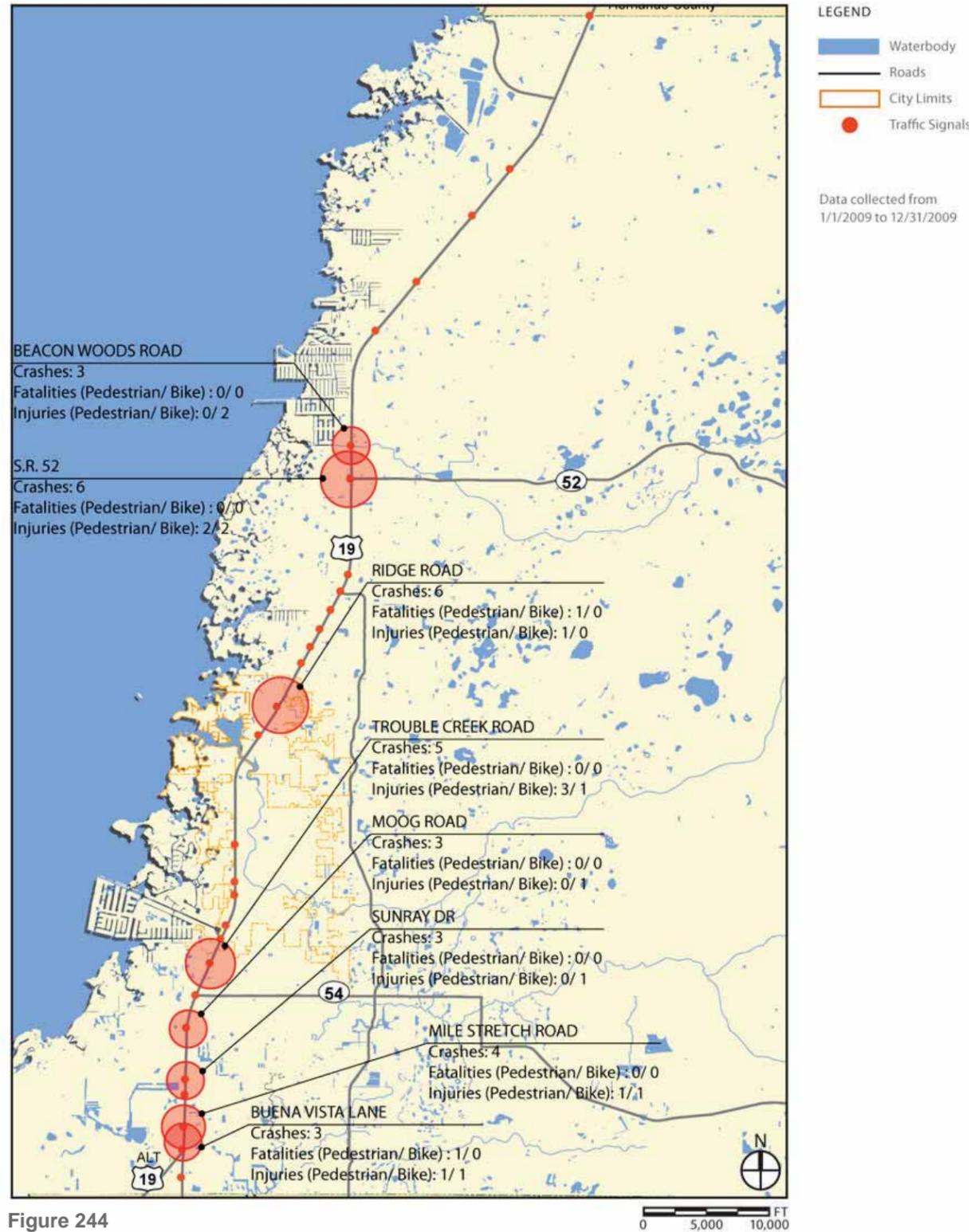


Figure 244

Crash Data – Significant Motorcycle Crash Locations

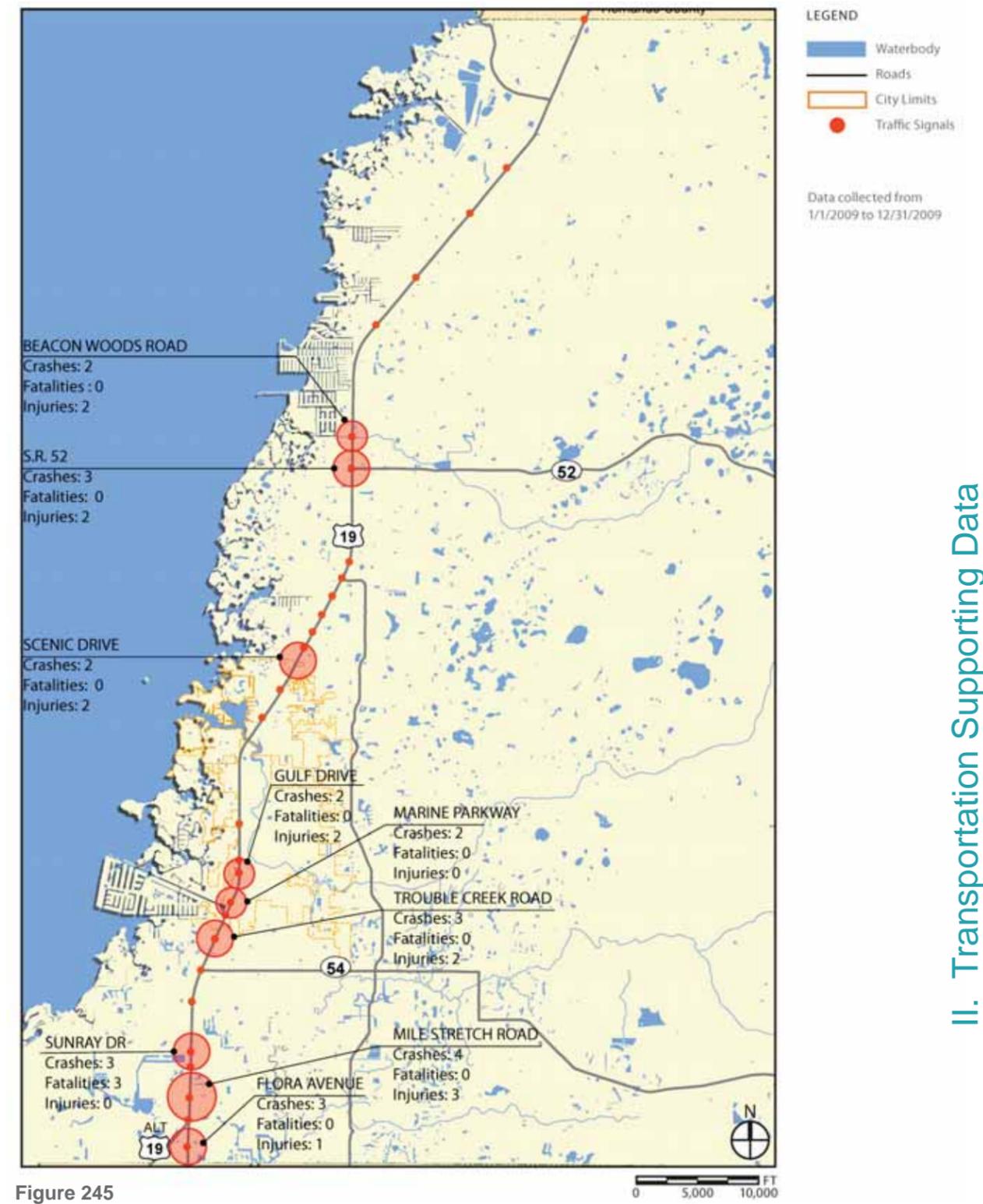


Figure 245

Bicycles & Pedestrians

An important aspect of the overall transportation system occurs beyond the vehicular level. When planned appropriately, pedestrian, bicycle and blueway elements provide connectivity between various land uses and reduce the dependence of automobiles as a primary source of transportation. On average a quarter mile walk will take only five minutes to complete while a half mile walk will take ten minutes. Research indicates the average person comfortably walks a distance of a quarter mile, upwards to a half mile to a destination. Consequently, it is important to consider the placement of pedestrian related destinations when providing connectivity between various uses. This task inventories the existing conditions relating to pedestrian, bicycle and blueway elements relating to U.S. 19.

South County Boundary to Trouble Creek Road

This stretch of U.S. 19 includes existing continuous sidewalks beginning immediately north of Louis Avenue and extend north to Sunray Drive. There are no existing sidewalks north of Sunray Drive to Trouble Creek Road. Marked crosswalks crossing side streets and driveways running along U.S. 19 are inadequate or nonexistent. However, crosswalks exist at the following signalized intersections (from south to north): Flora Avenue, Alternate U.S. 19, Mile Stretch Drive, Darlington Road, Sunray Drive, Moog Road, S.R. 54 and Trouble Creek Road. Pedestrians are disadvantaged as only one east/west crossing occurs either at the south or north side of each intersection. This requires pedestrians to make multiple crossings, thus increasing interaction with vehicles and reducing safety. Connectivity is

compromised due to the lack of a sidewalk system that is continuous and provides pedestrian access to U.S. 19 from the adjacent neighborhoods.

A funded trail on U.S. 19 from Gulf Trace Boulevard continuing north to Marine Parkway will provide pedestrian access within the corridor where currently sidewalks are lacking. However, there will still be a gap in sidewalk coverage between Gulf Trace Boulevard and Sunray Drive resulting in a sidewalk system that is not continuous. Additionally, the Progress Energy Trail, a planned trail proposed to connect Key Vista Nature Park, Aloha Gardens Park and an existing residential neighborhood to U.S. 19 by way of Gulf Trace Boulevard. Trouble Creek Road Trail and Madison Street Trail are planned trails that will ultimately provide a connection between U.S. 19 and the Pithlaschascotee River.

Anclote Key Preserve State Park is located off the coast, which serves as a recreational destination for the blueway system. Blueways are not directly accessible from U.S. 19 within this segment. However, a potential connection is possible between the Progress Energy Trail and the coastal blueway given the close proximity. Gulf Trace Boulevard would serve as the connecting trail linking U.S. 19 to the proposed blueway.

Bicycle traffic is not accommodated along the U.S. 19 corridor by means of a designated bicycle lane. This causes bicyclist to travel with vehicular traffic, along sidewalks or avoid U.S. 19 altogether.



Figure 246: South County Boundary to Trouble Creek Road

S.R. 52 to Bolton Avenue

This segment of U.S. 19 transitions in character from urban to rural. Existing sidewalks are not continuous along the corridor. Marked crosswalks crossing side streets and driveways running along U.S. 19 are inadequate or nonexistent. However, crosswalks exist at the following signalized intersections (from south to north): S.R. 52, Beacon Woods Drive, Hudson Avenue and New York Avenue. Pedestrians are disadvantaged as only one east/west crossing occurs either at the south or north side of each intersection. This requires pedestrians to make multiple crossings, thus increasing interaction with vehicles and reducing safety. Connectivity is compromised due to the lack of a sidewalk system that is continuous and provides pedestrian access to U.S. 19 from the adjacent neighborhoods.

Conceptual trails are proposed along U.S. 19 from Beacon Woods Drive north to Stahl Drive and Parkway Boulevard to the end of this segment. Implementing these trails will improve pedestrian connectivity along the corridor and enhance pedestrian safety, although ideally the proposed trails should connect to the existing sidewalk network located in the previous segment. A conceptual trail is proposed along Fivay Road, which will provide a connection between U.S. 19 and Little Road. Additionally, this connection will extend pedestrian access to a medical complex, library and church. The West Pasco Regional Trail, a conceptual trail planned along Old Dixie Highway will provide a connection to publicly owned lands, parks and the coastal blueway.

A potential connection to the blueway exists at the west end of New York Avenue, although a conceptual trail is not currently proposed. Bicycle traffic is not accommodated along the U.S. 19 corridor by means of a designated bicycle lane. This causes bicyclist to travel with vehicular traffic, along sidewalks or avoid U.S. 19 altogether.

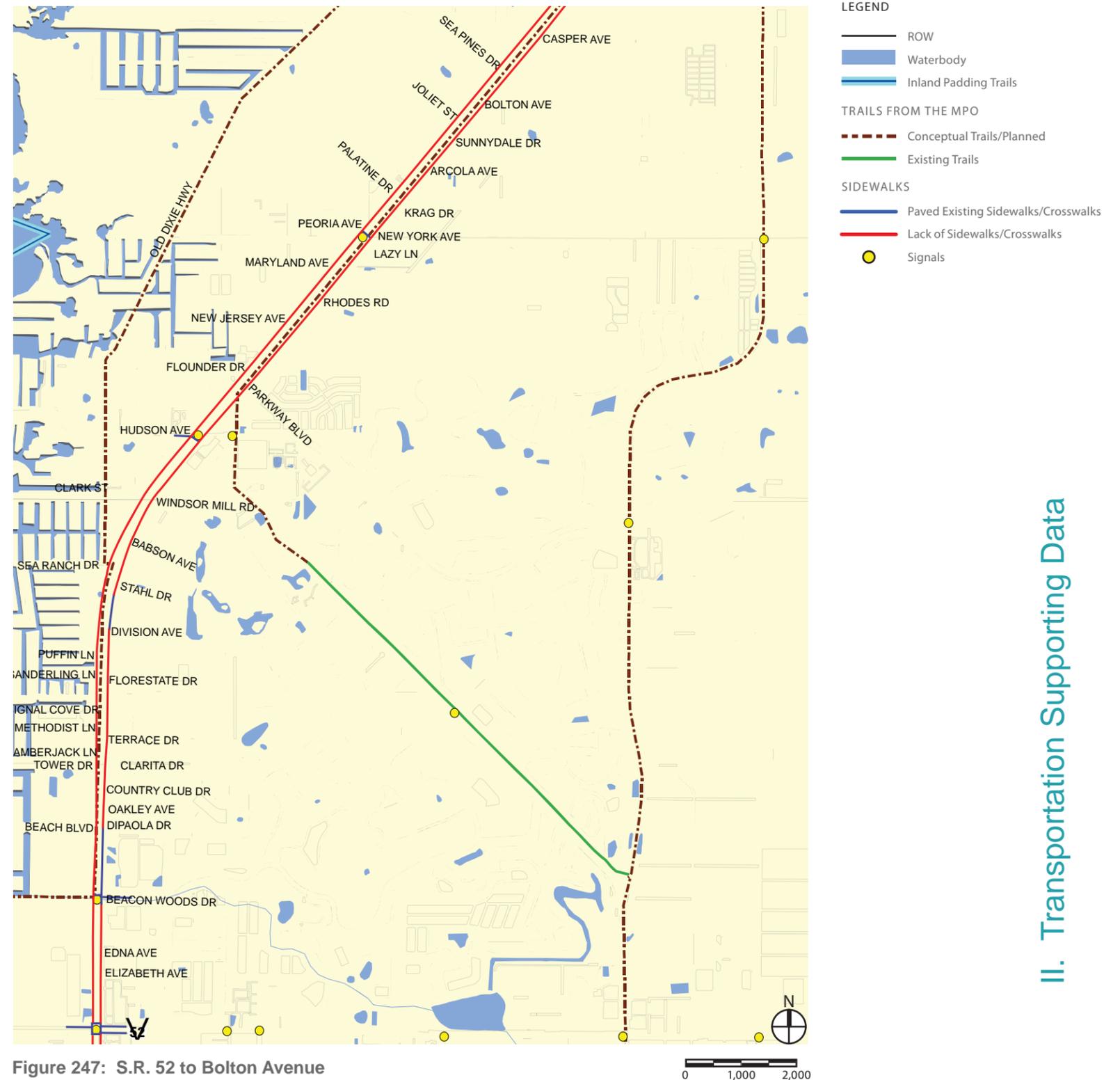


Figure 247: S.R. 52 to Bolton Avenue

Bolton Avenue to North County Boundary

This segment of U.S. 19 is rural in character and transitions from continuous commercial uses to pockets of commercial and residential uses along the corridor. There is approximately 500 feet of existing sidewalk located within this segment, which appears to be the result of new construction. Marked crosswalks crossing side streets and driveways running along U.S. 19 are inadequate or nonexistent. The following signalized intersections (from south to north) feature existing crosswalks: Denton Avenue, Little Road and County Line Road. Pedestrians are disadvantaged as only one east/west crossing occurs either at the south or north side of each intersection. This requires pedestrians to make multiple crossings, thus increasing interaction with vehicles and reducing safety. Connectivity is compromised due to the lack of a sidewalk system that is continuous and provides pedestrian access to U.S. 19 from the adjacent neighborhoods. Additionally, pedestrians are given only three locations to safely cross U.S. 19. Therefore, as development begins to occur in this region of the corridor, additional signalized intersections with adequate marked crosswalks should be considered.

A conceptual trail is proposed along U.S. 19 with connections to West Pasco Regional Trail (Old Dixie Highway) and a sparsely populated area east of U.S. 19. Additionally the West Pasco Regional Trail is extended from the previous segment, but terminates at Aripeka Road. However, a conceptual trail is proposed to connect U.S. 19 to Hernando County, thus extending the connection from Old Dixie Highway.

A potential connection to the blueway exists at the west end of Aripeka Road within Pasco County. As indicated a conceptual trail is proposed to further improve connectivity. Bicycle traffic is not accommodated along the U.S. 19 corridor by means of a designated bicycle lane. This causes bicyclist to travel with vehicular traffic, along sidewalks or avoid U.S. 19 altogether.

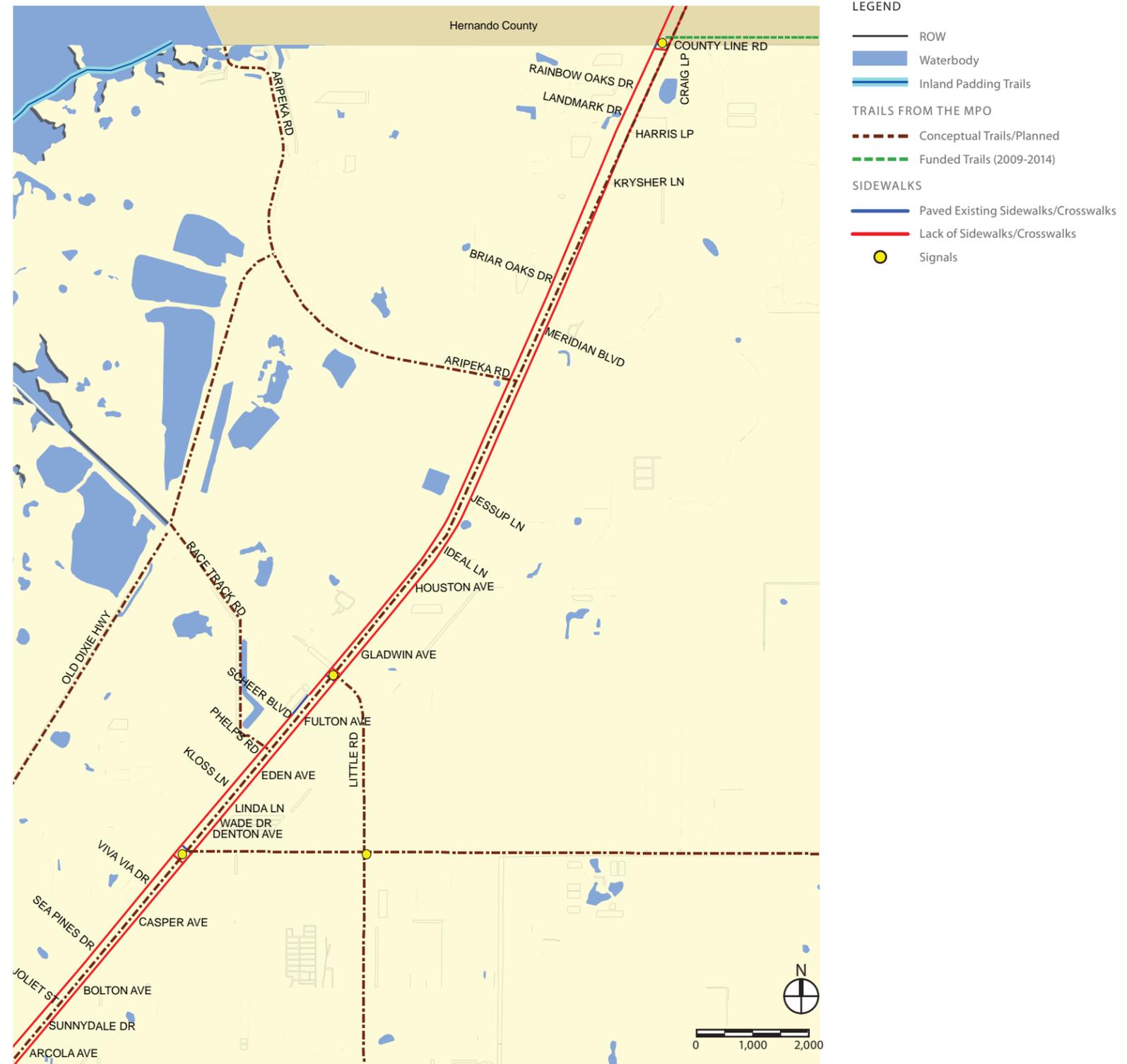


Figure 248: Bolton Avenue to North County Boundary

Trouble Creek Road to Ridge Road

This segment of U.S. 19 is unique as it includes the City of Port Richey, City of New Port Richey and the Pithlaschascotee River. For a majority of this segment the Pithlaschascotee River creates a geographic barrier limiting vehicular and pedestrian access between the commercial uses along U.S. 19 and a majority of the residential neighborhoods located east of the river. The only east/west crossing is Main Street, while there are two north/south crossings of the Pithlaschascotee River occurring south of New Port Richey on Grand Boulevard and Madison Street. There are many opportunities to establish connections to the existing blueway offered by the river.

Sidewalks are absent from Trouble Creek Road to south of Marine Parkway. However, continuous sidewalks exist from Marine Parkway extending north to Ridge Road. Marked crosswalks crossing side streets and driveways running along U.S. 19 appear more in this segment, but additional crosswalks could be implemented to enhance safety. Crosswalks exist at the following signalized intersections (from south to north): Trouble Creek Road, Floramar Terrace, Marine Parkway, Gulf Drive, Cross Bayou Boulevard, Main Street, Grand Boulevard and Ridge Road. Similar to the previous segment, pedestrians are disadvantaged as only one east/west crossing occurs either at the south or north side of each intersection. This requires pedestrians to make multiple crossings, thus increasing interaction with vehicles and reducing safety.

There are many conceptual/proposed trails that will provide interconnectivity within existing residential neighborhoods. Within the City of New Port Richey, conceptual trails are proposed to enhance connectivity to

existing civic, institutional and recreational uses, which will ultimately connect to U.S. 19 by way of Main Street. Mid-block pedestrian crossings were observed between Luna Vista Drive to the south bank of the U.S. 19 bridge. Within this area, visibility of southbound traffic crossing the bridge appears to affect the timing of left turn movements in the median openings. Therefore, where U.S. 19 crosses the Pithlaschascotee River, there is great potential for a pedestrian bridge to cross beneath the existing U.S. 19 bridge, which would allow an intermediate crossing of U.S. 19., while providing a connection to the river. Additionally, pedestrian easements and pedestrian bridges would enhance connectivity between the residential neighborhood east of the Pithlaschascotee River and U.S. 19. Ideally this would occur where Palmetto Road and Massachusetts Avenue align as this is approximately the halfway point between existing connections.

Blueways are accessible from U.S. 19 within this segment. Conceptual trails are proposed north and south of where U.S. 19 crosses the Pithlaschascotee River, which reinforces the concept of locating pedestrian access beneath the bridge. Grand Boulevard north of Bellview Avenue is a prime location where the blueway, proposed trail and existing parks converge. Access to the existing parks including Orange Lake Park, Cotee River Park, Jasmine Park, Nicks Park, Waterfront Park and Oelsner Park from both the trail system and blueway system provides optimal connectivity.

Bicycle traffic is not accommodated along the U.S. 19 corridor by means of a designated bicycle lane. This causes bicyclist to travel with vehicular traffic, along sidewalks or avoid U.S. 19 altogether.

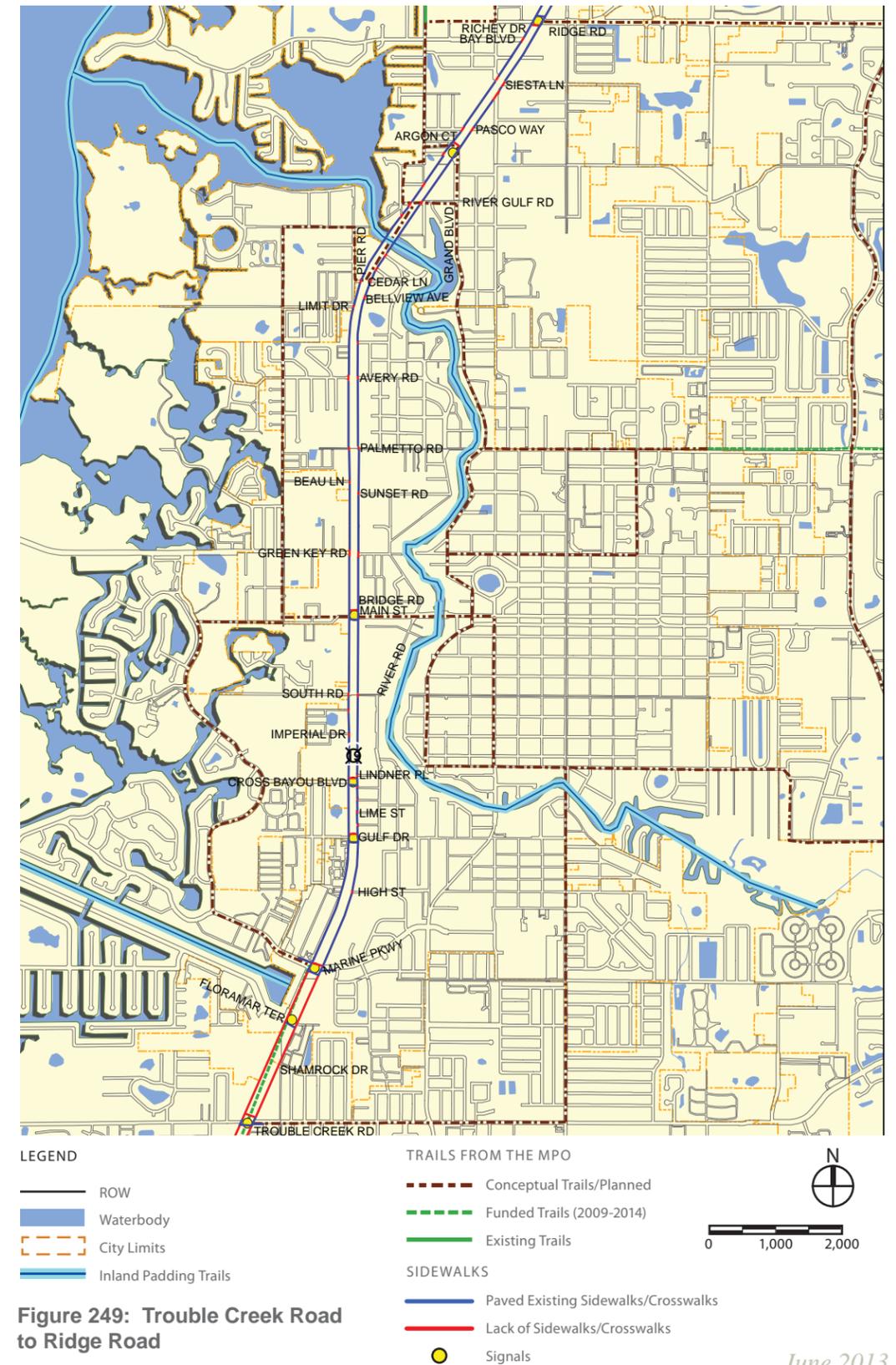


Figure 249: Trouble Creek Road to Ridge Road

Ridge Road to S.R. 52

This stretch of U.S. 19 includes only a small section of Port Richey. Consequently, continuous sidewalks exist from Ridge Road extending north to Stone Road. Sidewalks are lacking along U.S. 19 for the remainder of this segment. Marked crosswalks crossing side streets and driveways running along U.S. 19 are inadequate or nonexistent. However, crosswalks exist at the following signalized intersections (from south to north): Ridge Road, Holiday Hills Boulevard, Embassy Boulevard, Shopping Center Entrance, Fox Hollow Drive, Regency Park Boulevard, Jasmine Boulevard, Ranch Road and S.R. 52. Pedestrians are disadvantaged as only one east/west crossing occurs either at the south or north side of each intersection. This requires pedestrians to make multiple crossings, thus increasing interaction with vehicles and reducing safety. Also a concern relating to safety occurs at the northbound right turn movement from U.S. 19 onto S.R. 52, as an existing traffic sign indicates vehicular traffic to “keep moving” compromising the safety of pedestrians entering the crosswalk. Pedestrian connectivity is lacking due to the absence of sidewalks combined with inadequate crosswalks.

A conceptual trail is proposed west of U.S. 19 and will connect Werner-Boyce Salt Springs State Park and two market nodes, currently Gulfview Square Mall and Bayonet Point Mall. Additionally, direct blueway access will be provided with the connection to the existing Port Richey Trail. Enhancing inadequate crosswalks combined with improving/constructing sidewalks along side streets will increase connectivity along the corridor.

The blueway along the coastline, adjacent to Salt Springs Run and Werner-Boyce Salt Springs State Park are accessible by the conceptual trails located west of U.S. 19.

Bicycle traffic is not accommodated along the U.S. 19 corridor by means of a designated bicycle lane. This causes bicyclist to travel with vehicular traffic, along sidewalks or avoid U.S. 19 altogether.



Figure 250: Ridge Road to S.R. 52

Proposed U.S. 19 Roadway Concepts

Multi-Way Boulevard

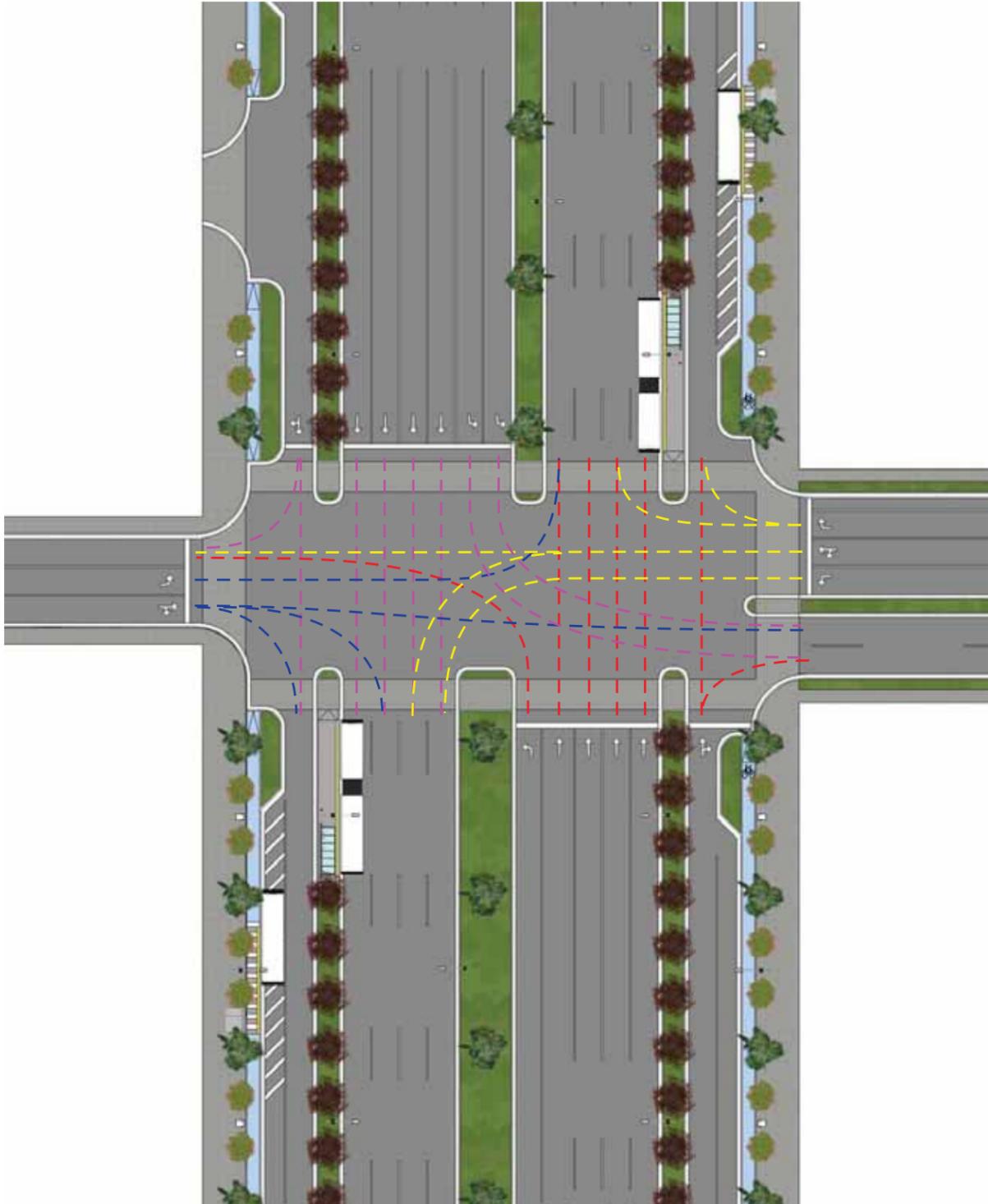
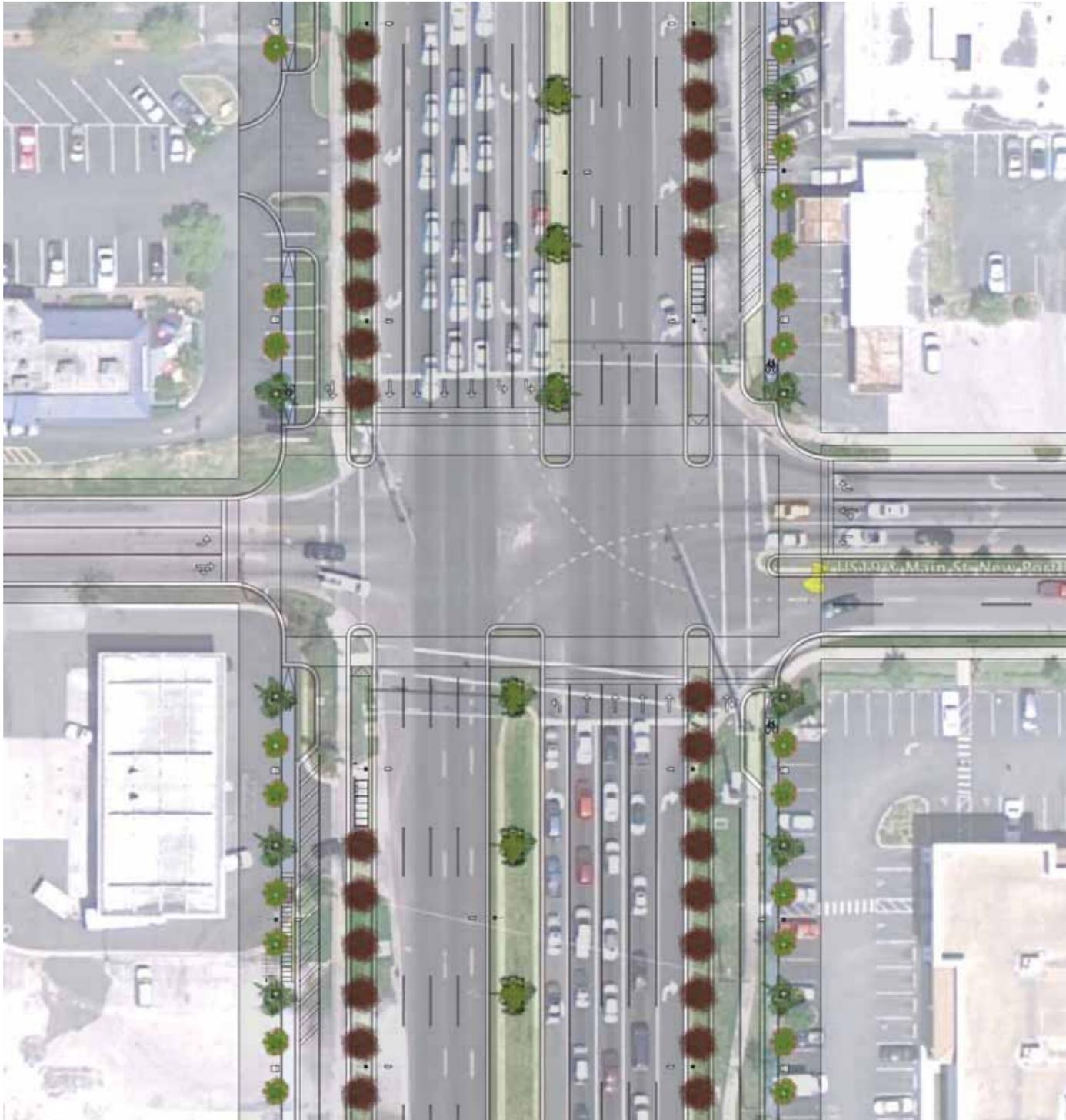


Figure 251: Multi-Way Boulevard Conceptual Plans

Cross-Sections

Proposed Section – Multi-Way Boulevard



Figure 252: Proposed Section - Multi-Way Boulevard Conceptual

- 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

Standard Boulevard

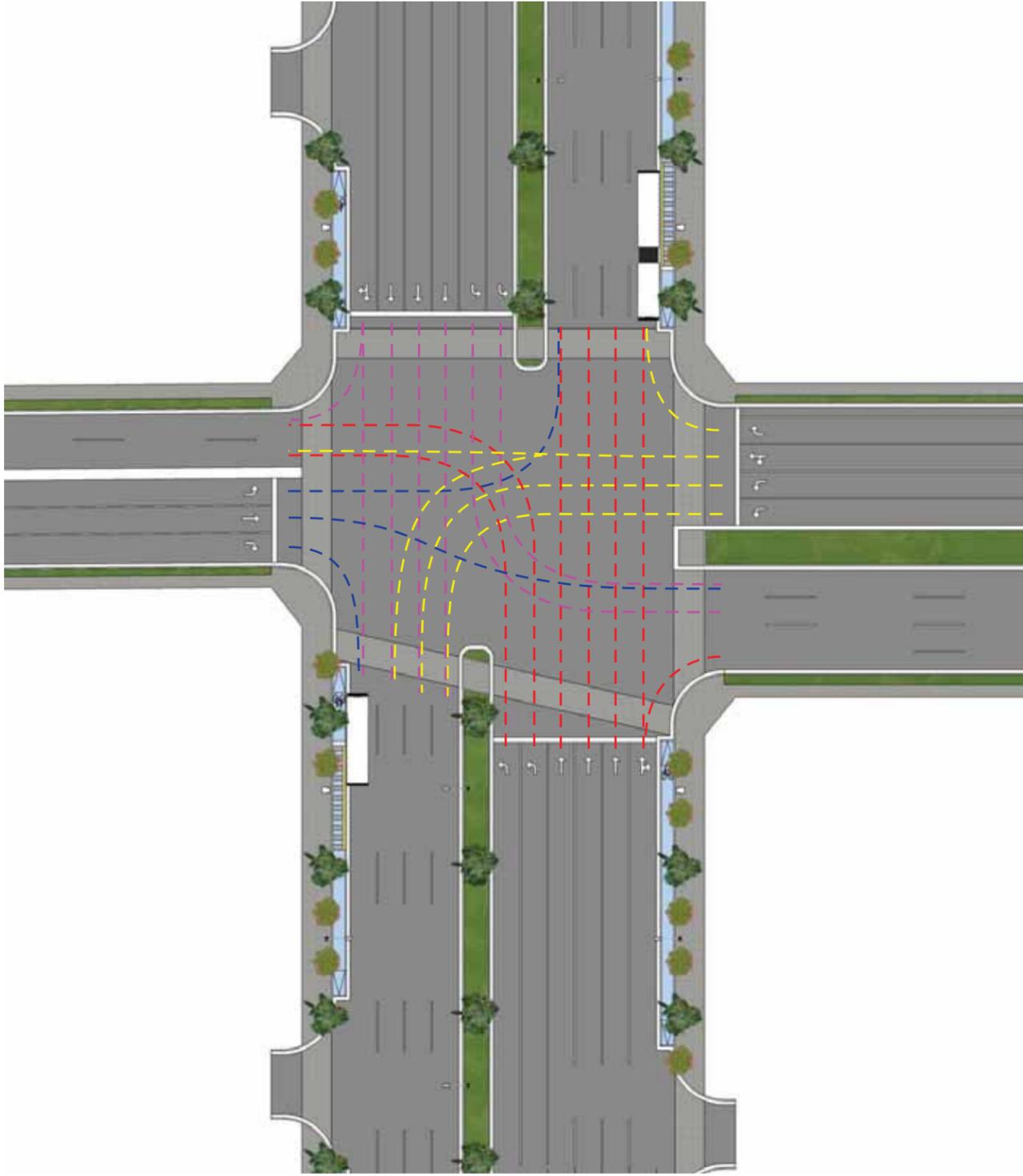
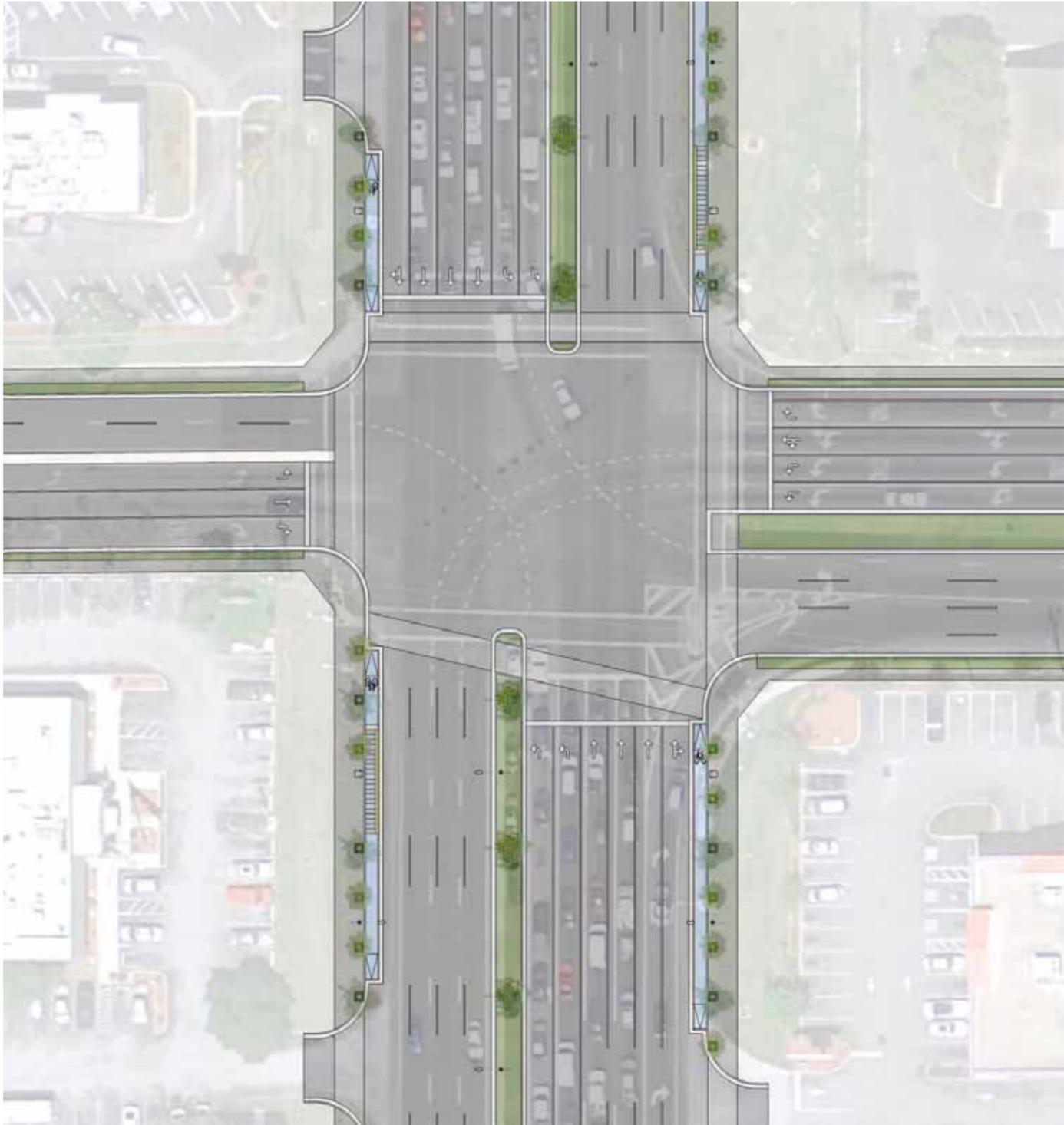


Figure 253: Roadway Concept for Standard Boulevards

Proposed Typical Section – Standard ROW



Figure 254: Proposed Typical Section

- 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

Multi-Way Boulevard to Standard Profile Typical Transition from Multi-Way Boulevard to Standard ROW

The transition from Multiway Boulevard to Standard Boulevard takes place between intersections, keeping intersection movements simple.

1. Access lanes on the 'frontage roads' merge into the Standard Boulevard.
2. Exclusive (BRT) bus lanes end and become through/right turn lanes on the Standard Boulevard.
3. Vehicles are able to diverge onto access lanes as the Multiway Boulevard is approached.
4. Exclusive (BRT) bus lanes begin as the Multiway Boulevard is approached.

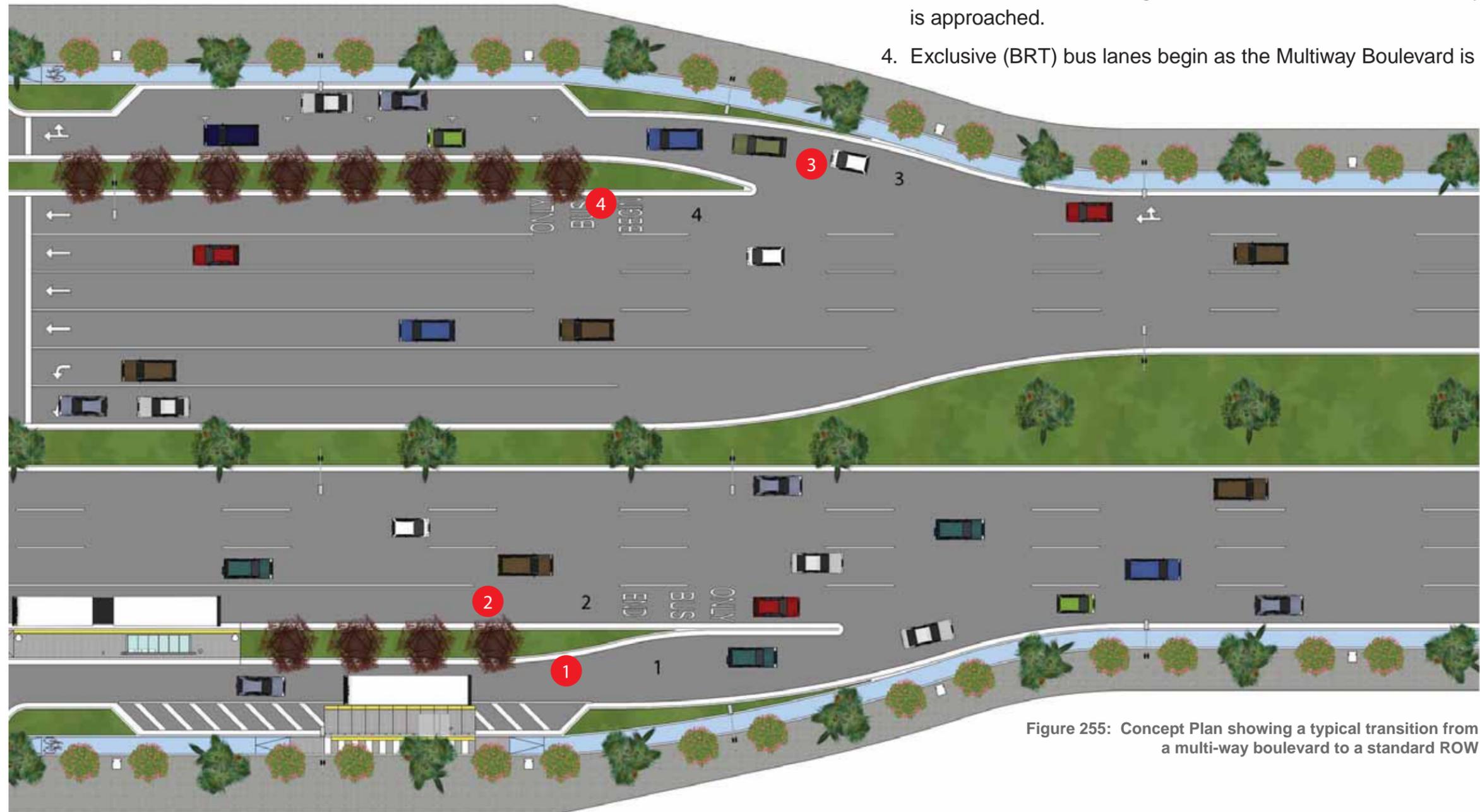


Figure 255: Concept Plan showing a typical transition from a multi-way boulevard to a standard ROW

Crossovers

Multi-Way Boulevard to Access Lanes

Crossovers allowing access to, and from, the Multiway Boulevard through lanes and the Multiway Boulevard access lanes occur between intersections.

- 1. Access lanes on the 'frontage roads' merge into the Multiway Boulevard. Here, vehicles must pass through the bus lane into the central through lanes.
- 2. Conversely, vehicles seeking to enter the access lanes pass through the bus lane and merge onto the 'frontage road'.

II. Transportation Supporting Data

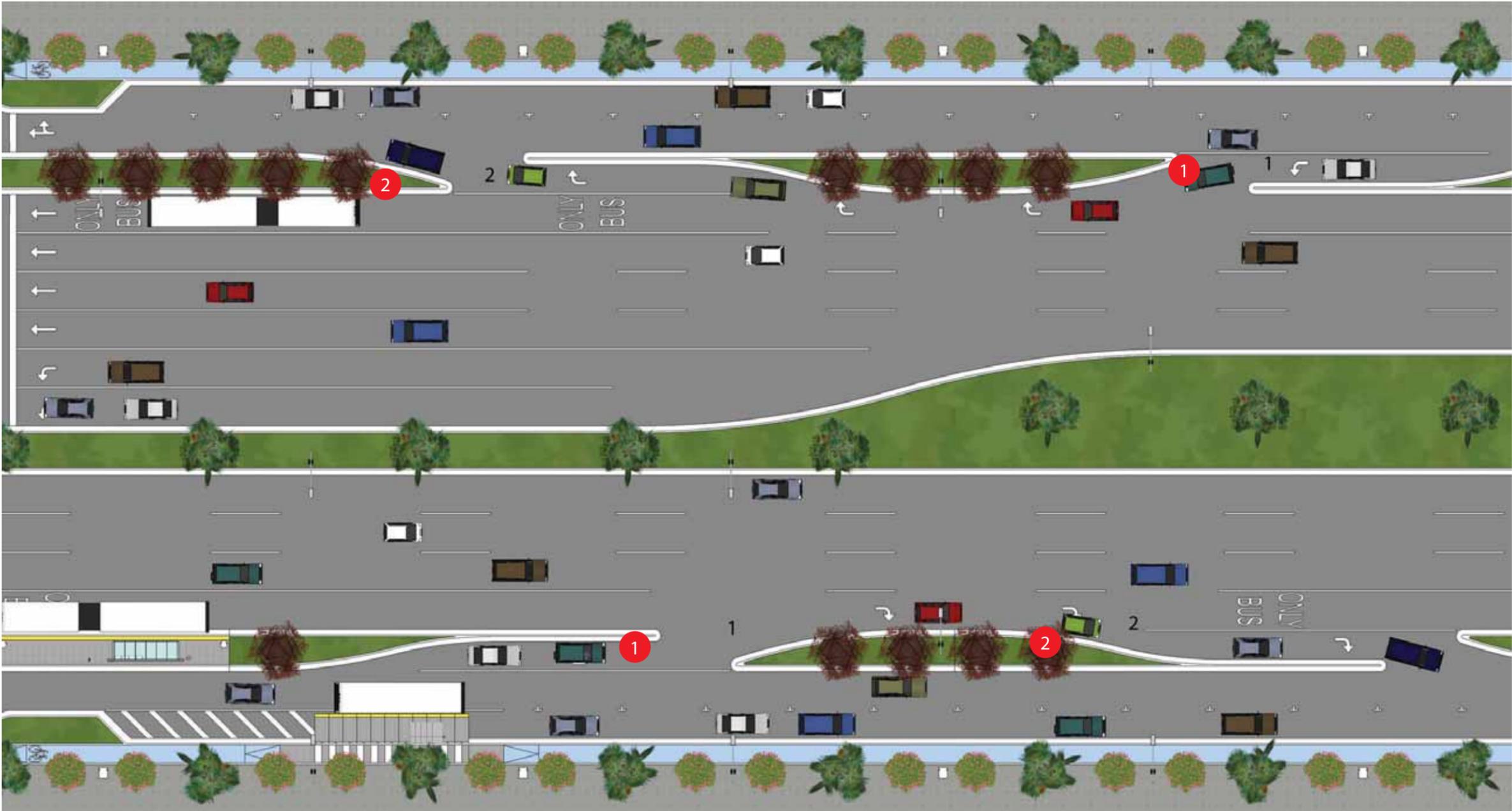


Figure 256: Concept plan showing cross overs from the multi-way boulevard to access lanes



Figure 257: Pedestrian Crossings



Figure 258: Bicycle Lanes



Figure 259: Transit

Roadway Typologies

Typologies portray the basic characteristics of a roadway. Two cross-sections are proposed for U.S. 19, a standard boulevard cross-section for segments of the roadway that carry lower volumes of traffic, fewer pedestrians, and serve lower density development, and a multi-way boulevard for sections with higher traffic levels, greater pedestrian activity, and potential higher density development. Both provide similar levels of vehicular traffic capacity.

1. The standard boulevard cross-section is very similar to that currently planned to be built by the Pasco County MPO and FDOT for the entire length of U.S. 19 in Pasco County. This cross-section is 8 lanes wide, three through lanes in each direction and one continuous right turn lane in each direction along the curb. There will be a median down the center of the roadway. At certain locations left turn pockets will be included in the median to allow left and U-turns into major activity centers. Left turns at intersections are accommodated by either one or two left turn lanes depending upon left turn traffic volume. Where possible, the median should be extended up to the crosswalks at intersections to provide a refuge for pedestrians crossing U.S. 19. Transit would use the continuous right turn lanes stopping at improved bus stops at the far side of major intersections. A multiuse path would be provided on both sides of the roadway for its entire length.
2. The multi-way boulevard cross section provides the same lane capacity as the arterial cross section but includes additional medians that separate the three through lanes from the outside access lane. The access lanes provide much the same function as the continuous right turn lanes in the standard boulevard. The medians also provide pedestrian refuges, space for landscaping, and create buffers that improve the environment for pedestrians and bicyclists along the street sides. There would also be a parking lane that would provide additional buffer for pedestrians and parking for customers of new pedestrian oriented street front retail. A multi-way boulevard is, in effect, two different streets combined in one right-of-way -- a high capacity through street in the center and a lower capacity, slower-speed local access street on the

outside. The multi-way boulevard is more pleasant for pedestrians to walk along, a condition that will, in turn, encourage TOD development. The through lanes would be narrower than the standard boulevard sections, 11 feet compared to 12, in order to encourage traffic to slow to a 35mph speed limit to improve safety and character in areas with higher levels of pedestrian, bicycle, and transit traffic. The access lanes would be 10 feet wide for the same reason. This wider cross section separates high speed through traffic from local turning and entering traffic, bicyclists and pedestrians, providing a more comfortable and safer environment for all. It also increases the capacity of the through lanes by reducing “side friction” caused by cars entering and leaving the roadway at driveways. The addition of the parallel access lanes complicates intersection design for the multi-way boulevard. A variety of different systems for controlling cross street intersections have been implemented depending upon traffic levels on the boulevard and side streets and the other conditions present at the intersection. Given the high level of traffic on U.S. 19 and many intersecting streets, the ITE Recommended Practice suggests a fully signalized intersection with movements restricted as follows:

- **Central roadway may have protected left-turn phasing.**
- **Access lanes restricted to through and right-turns only.**
- **Access lane proceeds during central roadway through movement.**
- **Cross-street has permissive turn phasing.**
- **Central roadway right-turns prohibited.**
- **Mid-block slip lanes will allow traffic to cross between the through and access lanes.**

Transit would generally use the access lanes. Where BRT on exclusive lanes is proposed, an additional set of lanes along the outside of the through lanes would be provided. Not all segments where the multi-way boulevard cross section is used will necessarily include BRT lanes.

Pedestrian and Bicycle Facilities

Good pedestrian facilities are the foundation on which all other elements of a true multi-modal roadway are based. The lack of sidewalks, bike paths, and crosswalks along U.S. 19 is a significant impediment to its becoming a multi-modal corridor.

Progress is being made and new multiuse paths are under construction between Sunray Drive and Marine Parkway to compliment the sidewalks that are already in place in most sections of U.S. 19 between just north of the Pinellas County Line and Stone Road near Gulf View Mall.

In the plan, multiuse paths built to FDOT standard specifications would be included on both sides of U.S. 19 wherever the standard boulevard cross section is used and new sidewalks and bike lanes would be included wherever the multi-way boulevard cross section is used. The separate pedestrian and bicycle facilities fit with the more pedestrian-oriented land uses that would be encouraged along the multi-way boulevard that result in increases in pedestrians strolling, talking to neighbors, window shopping, eating at streetside cafes, and other activities that might create conflicts with bicyclists.

The ITE Recommended Practice suggests that crosswalks be placed every 200 to 660 feet in walking urban districts. Crosswalks are currently typically located every 2000 to 4000 feet along U.S. 19, significantly farther apart than recommended. This makes it difficult for pedestrians who live or work on one side of the street to cross to businesses, stores, or other activities on the other side and encourages jaywalking, a dangerous practice on a busy roadway. Transit riders also find it difficult to cross to access bus stops.

Designing for climate should be considered in the design of pedestrian facilities, transit stations, and public plazas. Adequate shade provided by trees, awnings, shelter roofs, and other structures should be used wherever possible. Refuges make crossing safer by giving slower pedestrians a place to wait if they cannot cross the entire roadway at once and by separating into two steps the crossing of traffic in one direction and the other. The median improvements currently under construction could be expanded to include pedestrian refuges at crosswalks to

improve both the perception and reality of safety, particularly for the elderly or children who find it difficult to cross the entire eight lanes during one phase of signal.

Transit Elements

Pasco County implemented a new transit system in the western section of the county in 2004 and has been a strong supporter, funder, and operator of transit service ever since. PCPT buses connect with Pinellas County buses in Tarpon Springs making continuous trips to Clearwater and St. Petersburg possible from western Pasco County.

Extensive plans for expansion of local service are in place as well as full support for the TBARTA Regional Transit Plan.

The TBARTA Long-range Plan and PCPT Transit Development Plan call for “Express Bus” in mixed traffic to be implemented along U.S. 19 from S.R. 52 to the Pinellas County line, continuing to St. Petersburg Airport. TBARTA defines express bus as, “Very limited-stop service, generally for long distance trips. Buses typically travel on freeways or on other major roadways, either in managed lanes or mixed traffic lanes.” Traffic congestion on U.S. 19 and indications of travel patterns based on traffic counts indicate that a transit service that serves medium distance trips using dedicated lanes is also worthy of consideration. The conceptual plan, therefore, looks at the potential for BRT in dedicated lanes in certain sections of the corridor, especially where transit oriented development is likely to occur. In addition to express bus, these plans consider several other types of bus transit:

Local Bus

Bus service makes regular and frequent stops (every few blocks), providing local service to the area, with buses arriving at 5 to 60 minute intervals. Stops have basic facilities such as signs, benches, and shelters only at busier locations. This is the type of bus service that PCPT provides today along U.S. 19 and other corridors.

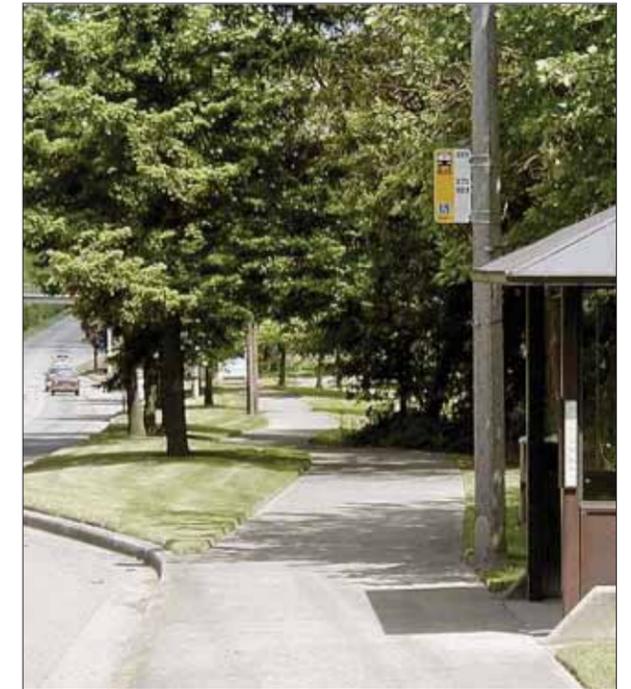


Figure 260: Refuge Areas



Figure 261: Transit - Mixed Traffic Lanes



Figure 262: Transit - dedicated Lanes



Figure 263: Transit Stop Improvements



Figure 264: Improved Paving and Pavement Markings



Figure 265: Transit Oiredent Development

BRT in Mixed Traffic

Sometimes called enhanced bus transit, this service provides limited stop service where buses travel in lanes shared with cars and trucks. It can include upgrades station-like stops and modern technologies that allow buses to have priority over general traffic at intersections. In segments where the standard boulevard cross-section is used, the continuous right turn lane currently under construction could be used as a bus lane. Combined with improved stop facilities, such as improved paving, better sidewalk and crosswalk connections, and shelters, this would result in BRT in mixed traffic type of operation that can be implemented quickly for relatively low cost. Bus stops should be placed as close to the cross street intersection as possible to reduce walking distances for passengers. This arrangement could be upgraded through the application of BRT vehicles, additional stop improvements, and more frequent service. A similar arrangement is in use in Everett, Washington on the Swift BRT route. Local buses would continue to operate, stopping every 600 to 1,200 feet with BRT stopping every 1/2 to 2 miles (2,640 to 10,560 feet).

On the multi-way boulevard sections, local or BRT in mixed traffic service would use the access lanes. Transit service would best be located in these lanes where waiting passengers would be farther from the noise and dust of through traffic and more space is available for amenities. Stops should be located farside in the parking lane, where one is provided, to allow other traffic to pass and the bus to continue without delay given the gap in traffic created by the previous signal.

BRT in Exclusive Lanes

Limited stop service where buses travel in their own lanes and stop at stations equipped with a full range of amenities. BRT lanes can be on interstates, major roadways, or other corridors.

If a decision is made to upgrade transit service on U.S. 19 to a higher level of BRT with exclusive lanes these are recommended to be

located to the outside of the center through travel lanes. Stops would be located farside on the outside medians. This gives BRT buses full priority without conflicts with left turn lanes, which would occur if they were located in the median, or with local access traffic, which would occur if they were located next to the access lane. To reduce the feeling of too wide an expanse of asphalt, the BRT lanes could include a narrow grass strip down the center, similar to those used in Eugene, Oregon on the EMX BRT service. Again, local buses would stop every 600 to 1200 feet with BRT stopping every 1/2 to 2 miles.

Bus stops should be located at crosswalks when ever possible because bus riders always need to cross the street in one direction or another to complete a round trip.

Intersections

Intersections are the points where all of the transportation modes come together in the multi-modal network. It is also where the multi-modal system connects to transit oriented land use. This presents complications for designers as pedestrians, bicycles, cars, trucks, and buses all come in close proximity to each other and compromises need to be made to assure the fair distribution of resources. Intersection design will require additional analysis to develop a solution given the high turning volumes present at some intersections and the need to improve the pedestrian environment and facilitate efficient transit operations. The transition from standard boulevard to multi-way boulevard and back will be relatively simple and will occur at specific intersections. The center median and the three through lanes in each direction will align with each other across all intersections and will therefore require no special signage or movements. The continuous right turn lanes in the standard boulevard and access lanes in the multi-way boulevard will be continuous but offset to the outside on the multi-way side by the width of the median, about 12 feet. Given the width of most transition intersections, this should not be a problem if pavement markings extend across the intersection guide drivers to the proper lane.

Data, discussion and images provided in this section are courtesy IBI Group, Inc.

III. Public Outreach Results and Statistics

1 'Visioning' Workshop Series

Total 5 Workshops (March - May 2011)

Dates:	March 28, 2011	5:00 p.m. to 7:00 p.m. Gulf Trace Elementary School, Holiday, FL
	April 5, 2011	6:00 p.m. to 8:00 p.m. Richey Elementary School, New Port Richey
	April 19, 2011	6:00 p.m. to 8:00 p.m. Gulf Highlands Elementary School, Port Richey, FL
	April 25, 2011	5:00 p.m. to 7:00 p.m. Hudson High School, Hudson, FL
	May 3, 2011	6:00 p.m. to 8:00 p.m. Gulf Trace Elementary School, FL

Attendees: Total Participants - 202 (General public - 154 and County and other government staff - 48)

Format: Presentations followed by Q&A session, Visioning (Clicker) Survey and Map Exercise

Purpose: Introduce the West Market Redevelopment Plan
 Identify community concerns and needs
 Identify West Market Area's Strengths, Weaknesses , Opportunities and Threats
 Understand the community's vision for this area

2 'Opportunity' Workshop Series

Total 4 Workshops (October - November 2011)

Dates:	October 25, 2011	6:00 p.m. to 8:00 p.m. Gulf Trace Elementary School, Holiday, FL
	November 1, 2011	6:00 p.m. to 8:00 p.m. Chasco Middle School, Port Richey, FL
	November 8, 2011	6:00 p.m. to 8:00 p.m. Gulf High School, New Port Richey, FL
	November 15, 2011	6:00 p.m. to 8:00 p.m. Hudson High School, Hudson, FL

Attendees: Total Participants - 119 (General public - 75 and County and other government staff - 44)

Format: Presentations followed by discussion of strategies and recommendations, (Clicker) Survey and Maps on display delineating smaller districts identified within the West Market Area.

Purpose: Discuss draft plan and strategies for dealing with concerns and needs identified in Workshop 1
 Discuss possible financing strategies and funding priorities
 Identify smaller districts within the West Market Area for future planning and research
 Identify vision for the smaller districts
 Inform citizens about existing resources, plans & strategies that can support West Market's vision.

Handouts - Workshop 1 & 2

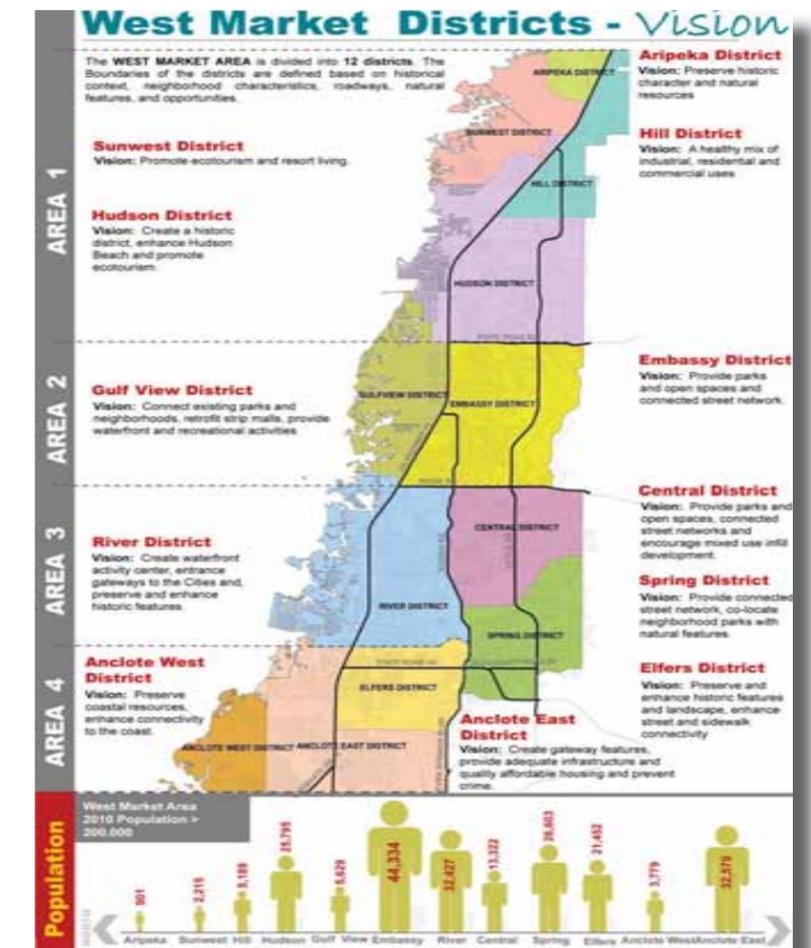


Figure 266

Map Exercises

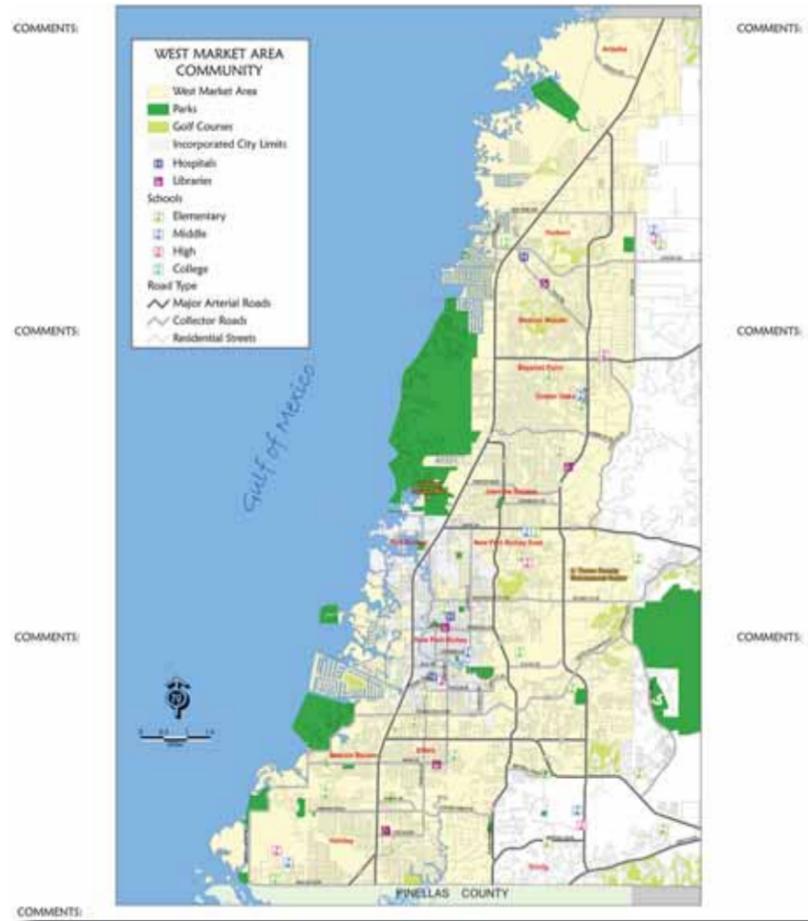


Figure 267: West Market Area - Community Facilities

GENERAL

You have five minutes to mark/write down:

- Which area do you live in?
- Which issue concerns you the most (For example, crime, historic assets etc.)?
- Where do you want improvement? And what kind of improvement? (For example, sidewalks, vacant building, drainage etc.)
- Where do you want to locate the community facility that you want? (For example, neighborhood center)
- Any other comments? (concerns, needs, success etc.)



Figure 268: West Market Area - Environment/Open Space

ENVIRONMENT / OPEN SPACE

You have five minutes to mark/write down where you would want:

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

TRANSPORTATION

- You have five minutes to mark/write down:
- What roads do you use frequently?
- Describe the good, bad and the ugly during your travel.

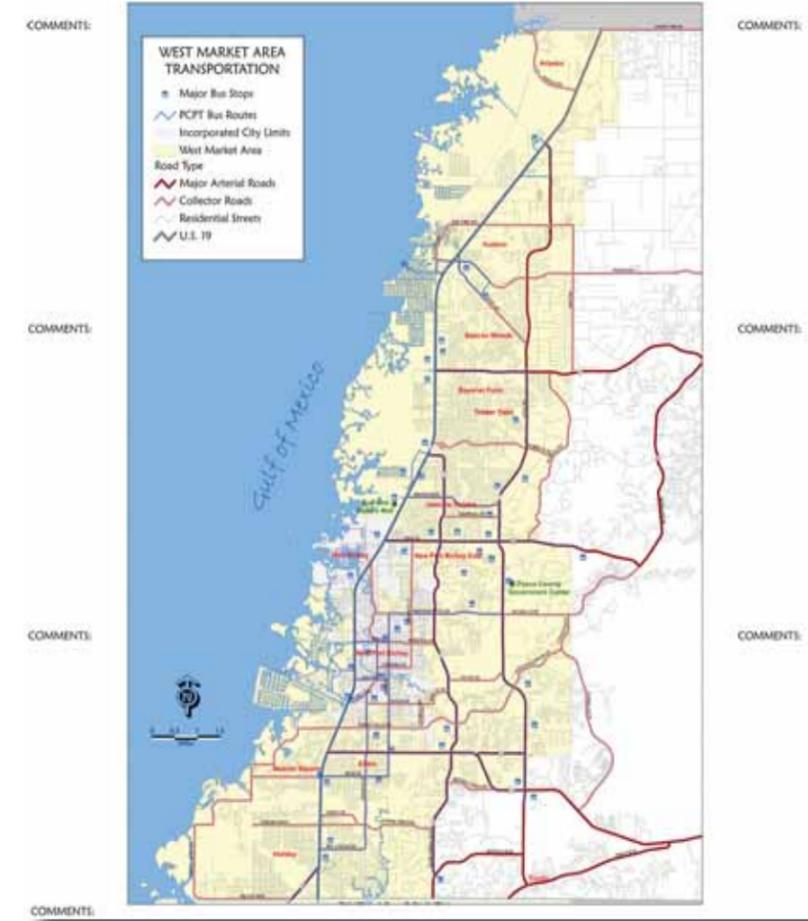


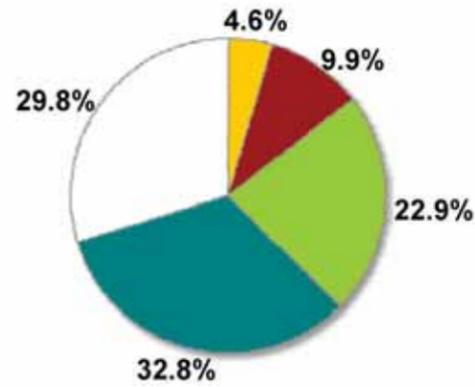
Figure 269: West Market Area - Transportation

URBAN DESIGN

You have five minutes to:

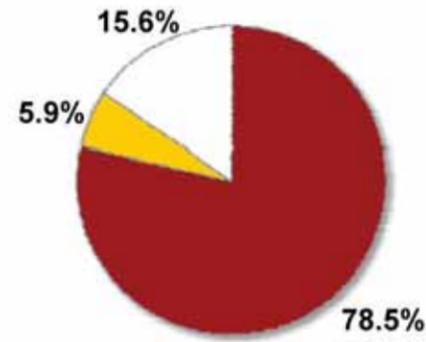
- Locate important neighborhood center areas (accessible, convenient commercial areas)
- Locate areas for Market Area - gateway features, wayfindings opportunities, quality signage (coastal identity)
- Identify unique positive areas (area attractions, urban amenities)
- Categorize infill area where surface parking can be retrofitted. (infill, better building placement, add uses)

Workshop 1: Visioning Survey Results



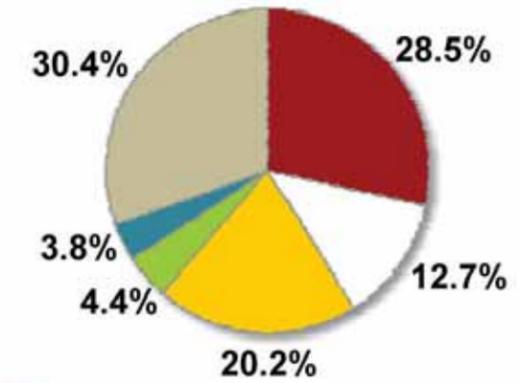
- under 21
- between 21-35
- between 36-50
- between 51-65
- Over 65

Q 1. I am....



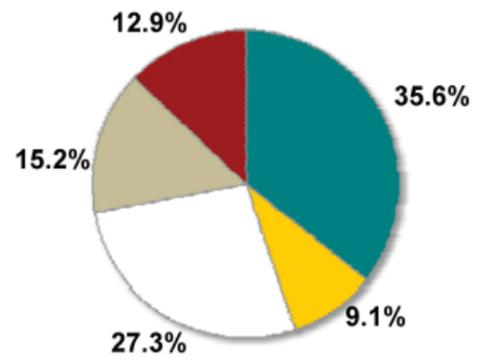
- Own my house/condo in the West Market Area
- Rent here
- Live elsewhere

Q 3. I



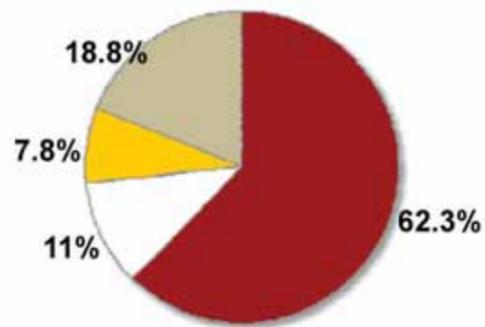
- Work in the West Market Area
- Work here and have my own business
- Work elsewhere
- Am a student
- Am unemployed
- Am retired

Q 5. I.....(Choose all that apply).



- North County Line and State Road 52
- State Road 52 and Ridge Road
- Ridge Road and State Road 54
- State Road 54 and South County Line

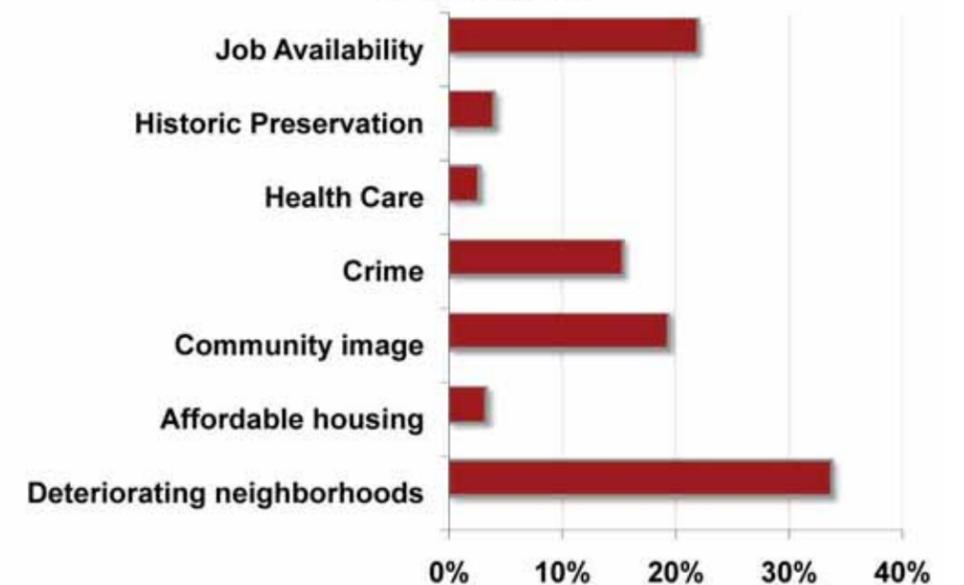
Q 2. I live between....



- Yes, I have a house here
- Yes, I have a business here
- Yes, I have a property here that is currently...
- No

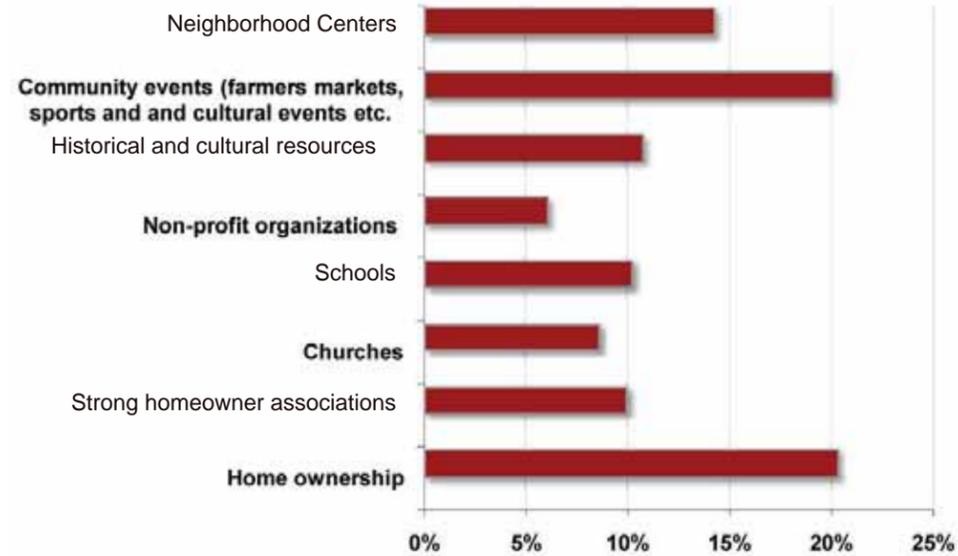
Q 4. Do you own property in the West Market Area?

Top Concerns for Communities in West Market Area

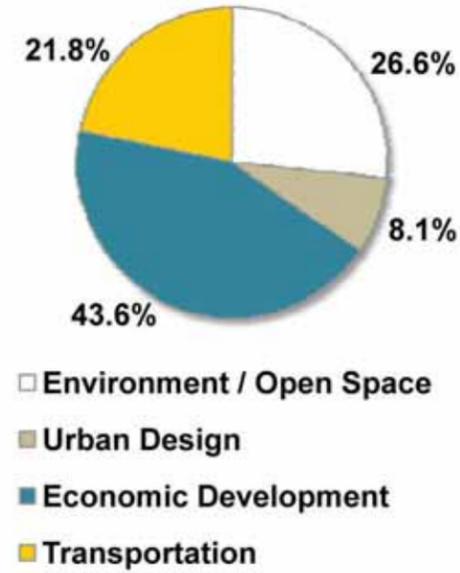


Q 6. My top two (2) concerns for my community are.....

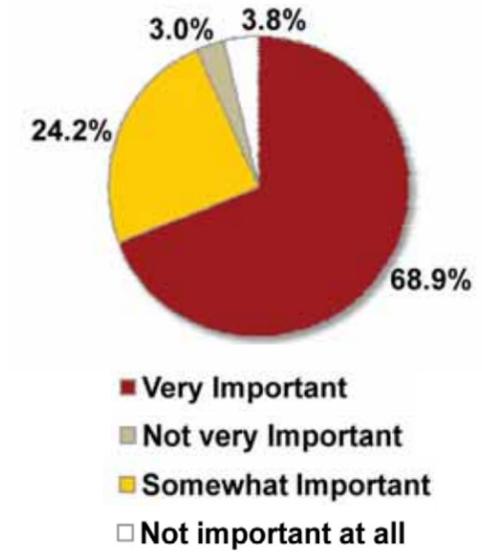
Top Priorities to Build a Sense of Community in West Market Area



Q 7. What can help build a sense of community? (select all that apply)

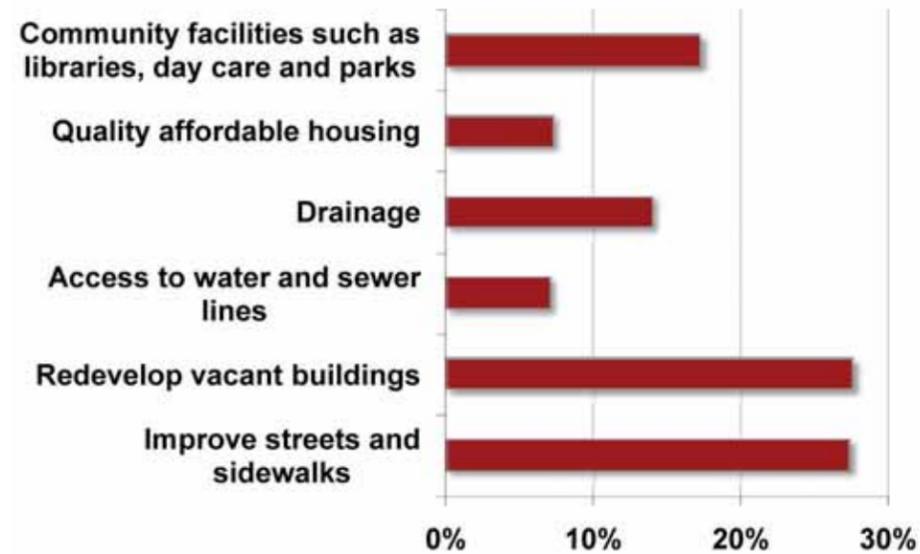


Q 9. Which issue is most important to you?

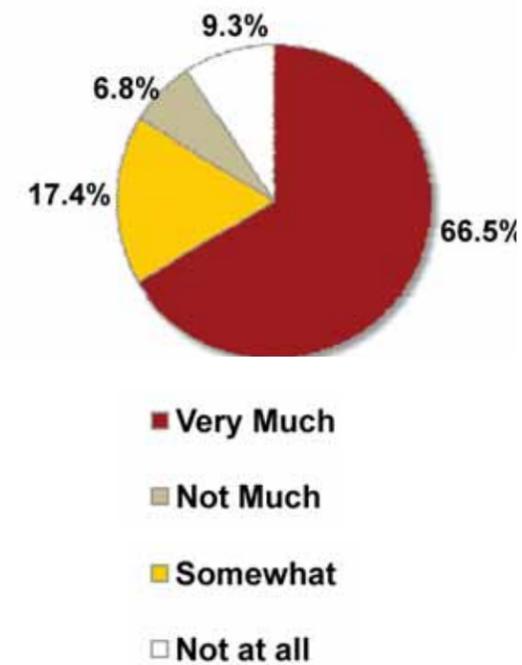


Q 11. How important is maximizing public access to the coast??

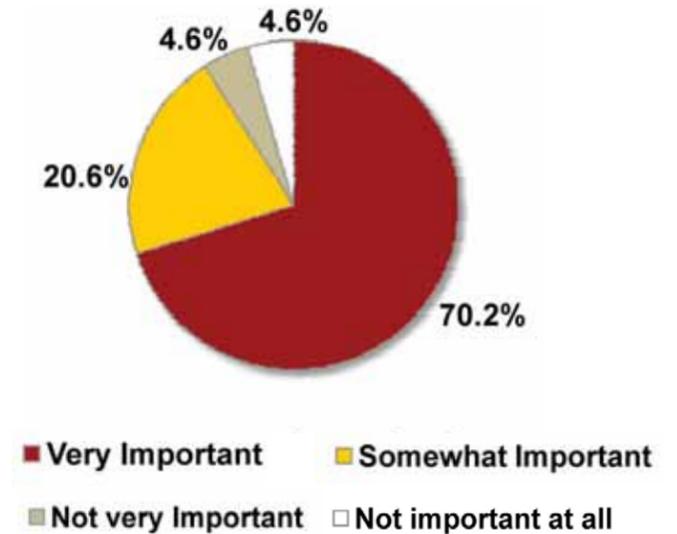
Most Needed Physical Improvements in West Market Area



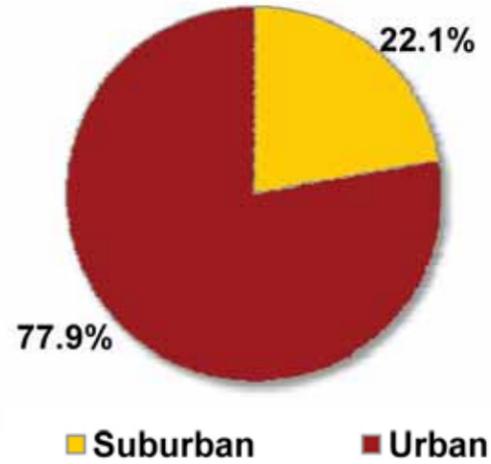
Q 8. What physical improvements are needed in your neighborhood? (select all that apply)



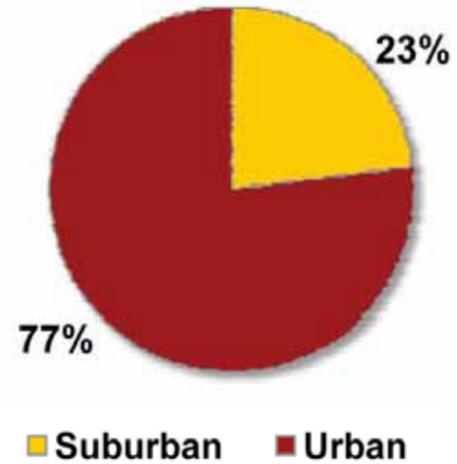
Q 10. Do you like the idea of creating a Riverwalk?



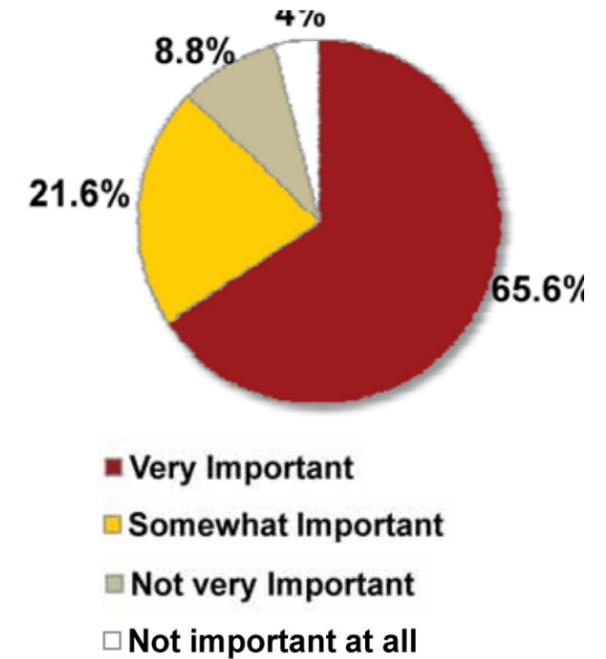
Q 12. How important is maximizing public access to the coast?



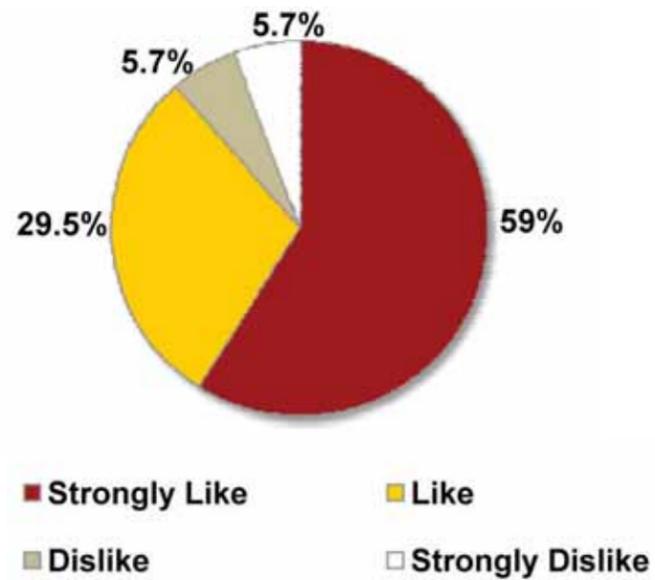
Q 13. Which do you prefer?



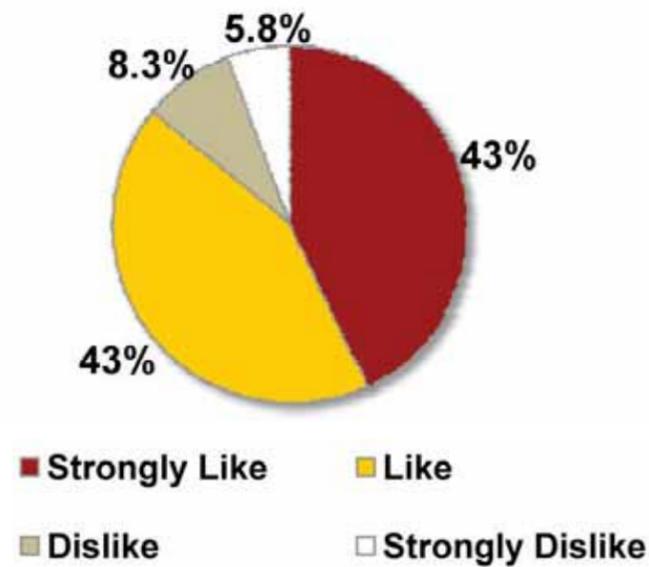
Q 15. Comparing both images which do you like better?



Q 17. How important is this to you?



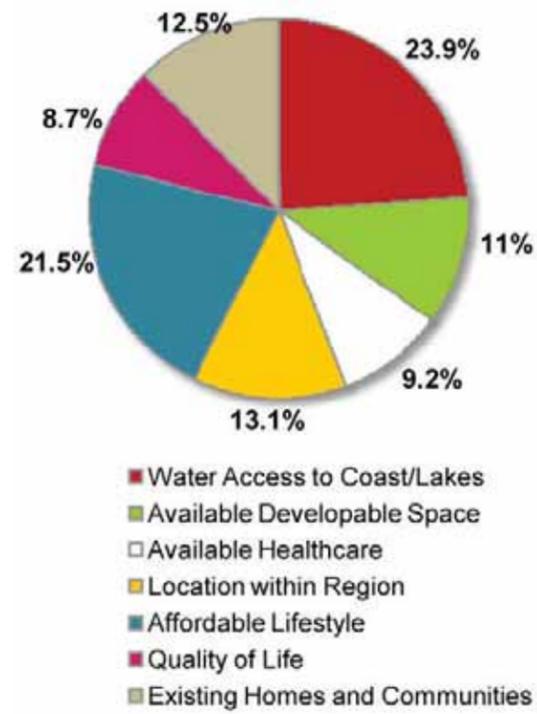
Q 14. No matter which option you preferred, how much do you like these images of urban and suburban contexts?



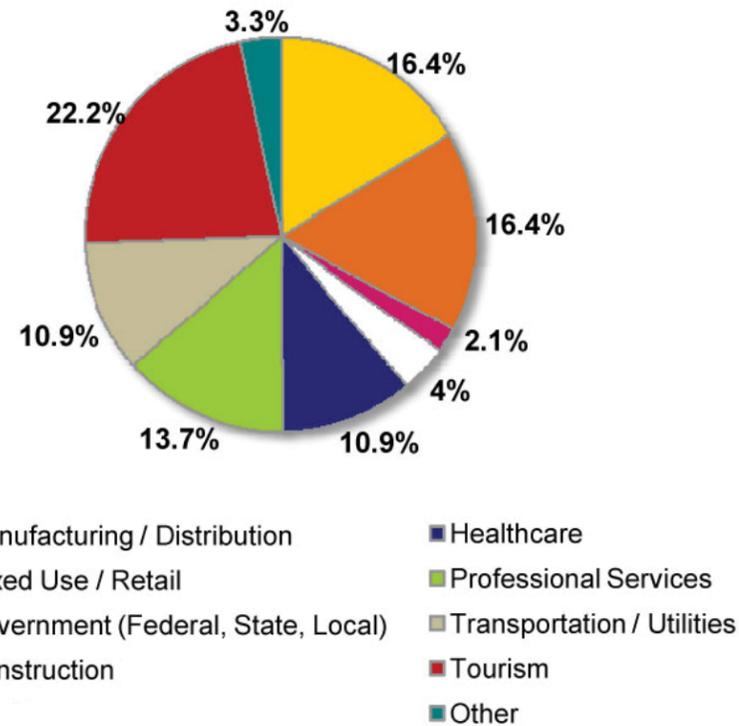
Q 16. No matter which option you preferred, how much do you like this?



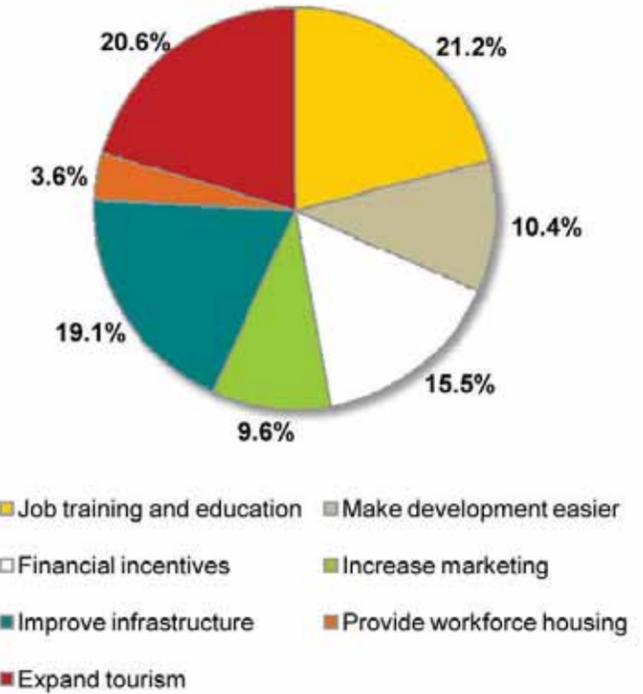
Q 18. Of all the design strategies discussed earlier, which are your three (3) favorites??



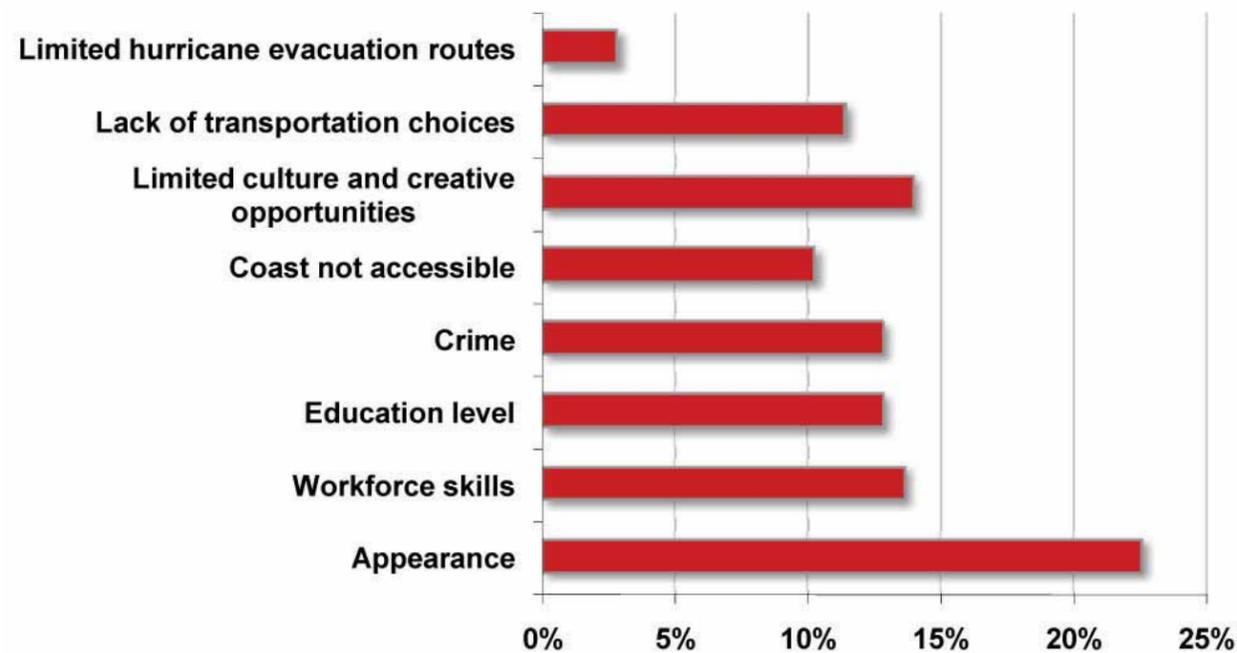
Q 19. What are West Market Area strengths? (select all that apply)



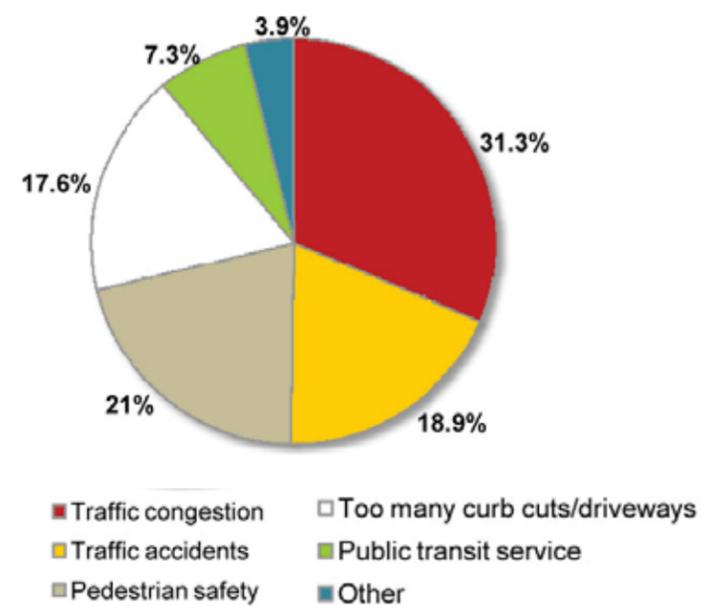
Q 21. Select three (3) economic sectors that should be encouraged in the West Market Area.



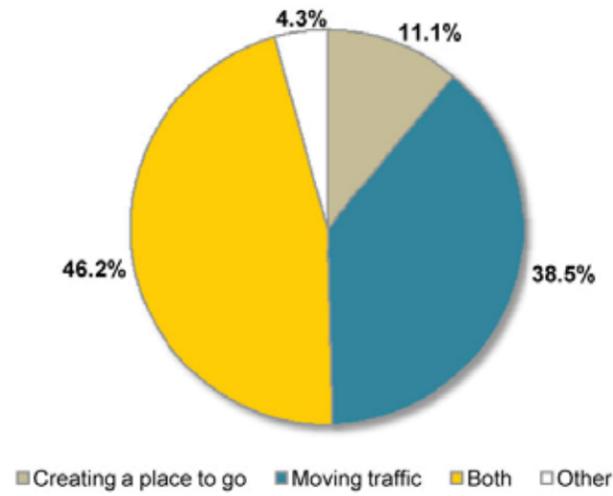
Q 22. Select three (3) best strategies for the economic future of the West Market Area.



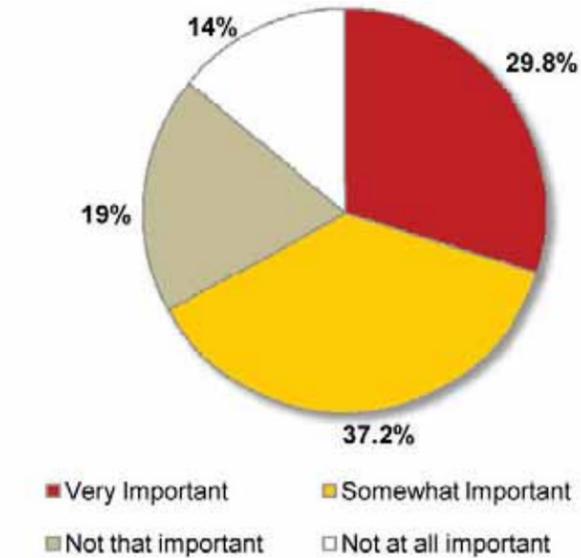
Q 20. What are the three (3) top issues limiting the economic growth of this area?



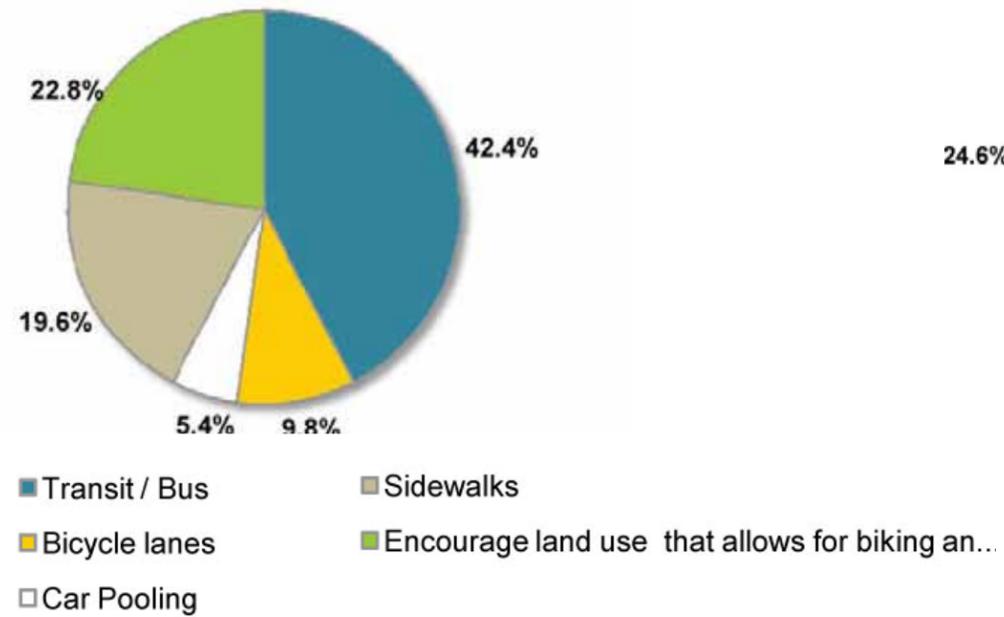
Q 23. My top two (2) concerns for major roadways are...



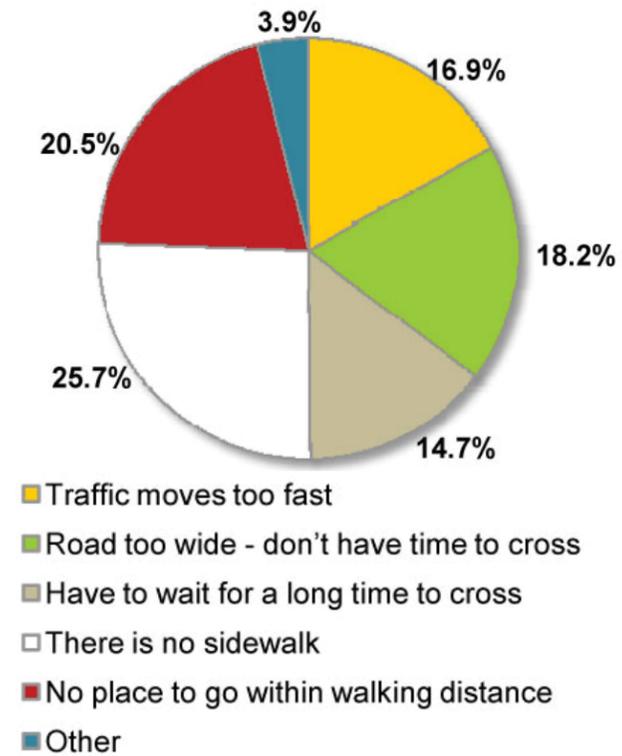
Q 24. Which one of these is more important for U.S 19?



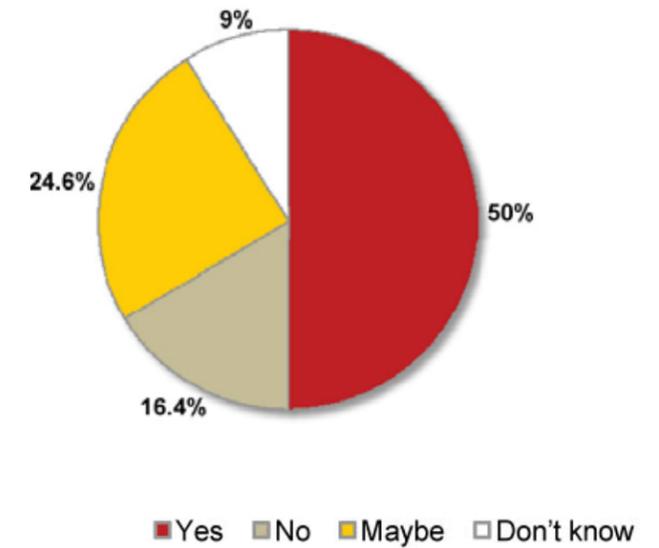
Q 25. How important is it for you to have alternative transportation other than a personal car?



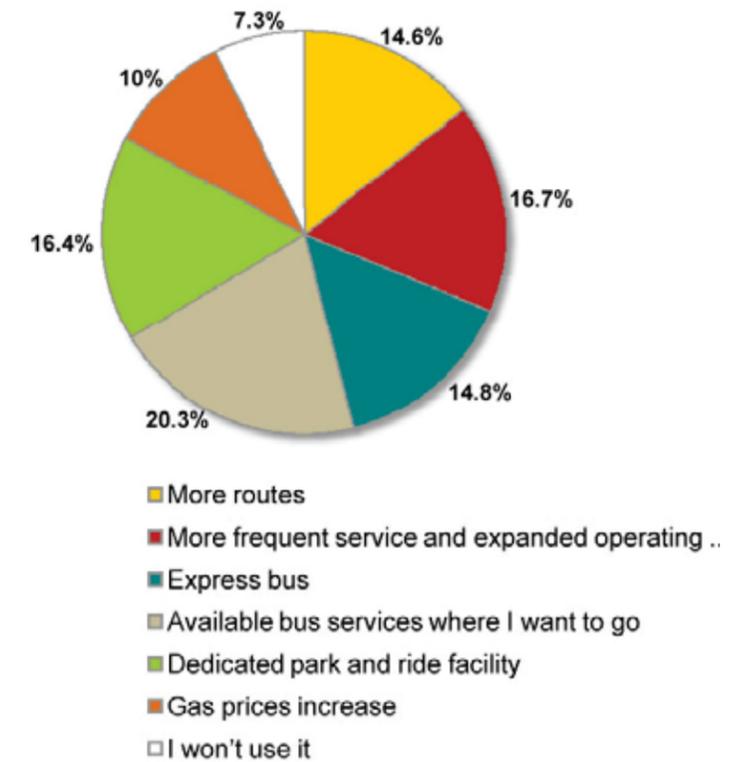
Q 26. What alternative could be most successful in reducing the need to use a car?



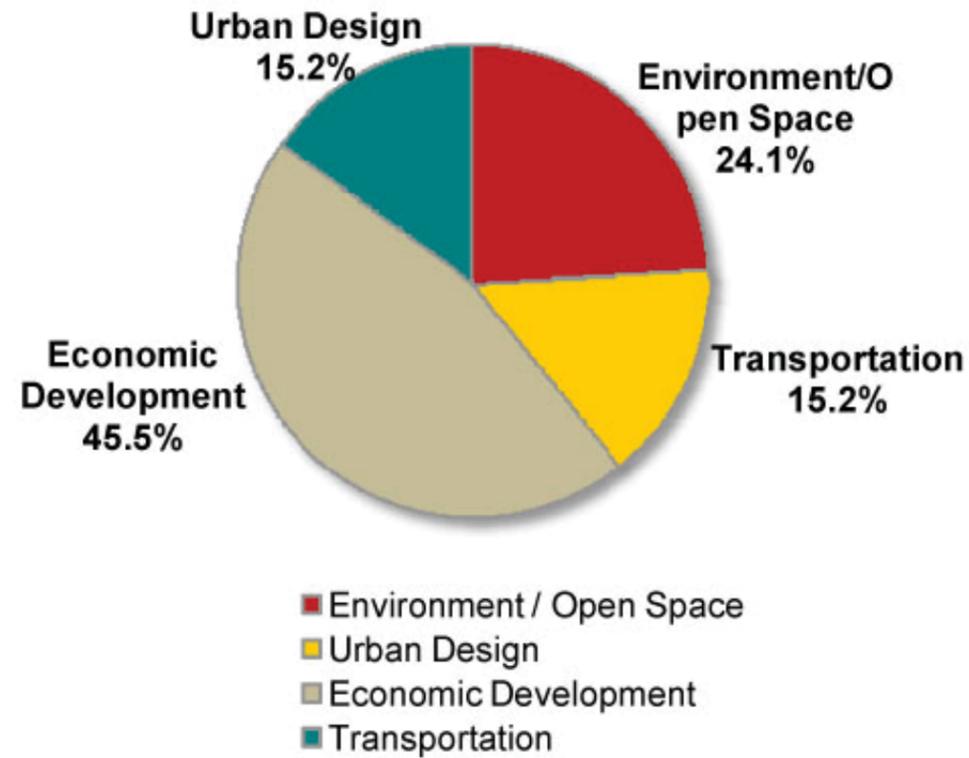
Q 27. What do you think are primary concerns for pedestrians on major roadways? (select all that apply)



Q 28. Do you want pedestrian overpasses to increase safety for crossing?



Q 29. I will be more likely to use public transit if (select all that apply)?



Q 30. Which issue is most important to you?

Online Survey Results



1. I am...			Response Percent	Response Count
under 21		1.0%	1	
between 21-35		15.6%	15	
between 36-50		38.5%	37	
between 51-65		31.3%	30	
over 65		13.5%	13	

2. I Live Between... (Please refer the map on the cover)			Response Percent	Response Count
North County Line and State Road 52		24.0%	23	
State Road 52 and Ridge Road		21.9%	21	
Ridge Road and State Road 54		22.9%	22	
State Road 54 and South County Line		17.7%	17	
Elsewhere		13.5%	13	

3. I...			Response Percent	Response Count
Own my house/condo in the West Market Area		81.3%	78	
Rent here		5.2%	5	
Live elsewhere		13.5%	13	

4. Do you own property in the West Market Area? (Select all that apply)			Response Percent	Response Count
Yes, I have a home here		79.2%	76	
Yes, I have a business here		17.7%	17	
Yes, I have a property here that is currently vacant		5.2%	5	
No		17.7%	17	

5. I... (Select all that apply)			
		Response Percent	Response Count
Work in the West Market Area		57.3%	55
Work here and have my own business		19.8%	19
Work elsewhere		26.0%	25
am a student		2.1%	2
am unemployed		5.2%	5
am retired		8.3%	8

6. My top two (2) concerns for my community are -			
		Response Percent	Response Count
Deteriorating neighborhoods		68.8%	66
Affordable housing		8.3%	8
Community image		38.5%	37
Crime		22.9%	22
Health Care		6.3%	6
Historic Preservation		9.4%	9
Job Availability		47.9%	46

7. What physical improvements are needed in your neighborhood? (Select all that apply)			
		Response Percent	Response Count
Improve streets and sidewalks		60.9%	56
Redevelop vacant buildings		59.8%	55
Access to water and sewer lines		10.9%	10
Drainage		19.6%	18
Quality affordable housing		20.7%	19
Community facilities such as libraries, day care centers and parks		33.7%	31

8. What can help build a sense of community? (Select all that apply)			
		Response Percent	Response Count
Home ownership		69.1%	65
Strong homeowner associations		25.5%	24
Churches		25.5%	24
Schools		26.6%	25
Non-profit organizations		25.5%	24
Historical and cultural resources		38.3%	36
Community events (farmers markets, sports and cultural events etc.)		75.5%	71
Neighborhood Centers		54.3%	51

9. Do you like the idea of creating a riverwalk?			
		Response Percent	Response Count
Very Much		47.9%	46
Somewhat		32.3%	31
Not Much		9.4%	9
Not at all		10.4%	10

10. How important is - Maximizing public access to the coast using boardwalks, public boat ramps, waterfront plazas and parks?			
		Response Percent	Response Count
Very Important		57.3%	55
Somewhat Important		30.2%	29
Not very Important		6.3%	6
Not important at all		6.3%	6

11. How important to you is the appearance along major roads?

	Response Percent	Response Count
Very Important	65.3%	62
Somewhat Important	27.4%	26
Not very Important	7.4%	7
Not important at all	0.0%	0

12. There are two options for streets, suburban and urban. Suburban Street: wide lane, limited or lack of sidewalks and bike lanes, large billboard along roadway, lack of landscaping. Urban Street: narrower lane, availability of bike lane and sidewalks, potential on-street parking, street light and tree, pedestrian scale signage. Which street option do you prefer?

	Response Percent	Response Count
Suburban	11.6%	11
Urban	88.4%	84

13. No matter which option you preferred, how much do you like the urban street option?

	Response Percent	Response Count
Strongly Like	61.1%	58
Like	29.5%	28
Dislike	5.3%	5
Strongly Dislike	4.2%	4

14. There are two types of retail, suburban and urban. Suburban Retail: Separation of building and uses, parking in front of the building, building away from street, and single use. Urban Retail: building and uses are interconnected, building front close to the street, parking spaces are at the side or rear, and mixed uses. Which type of development do you like better?

	Response Percent	Response Count
Suburban	28.0%	26
Urban	72.0%	67

15. No matter which option you preferred, how much do you like the urban retail option?

	Response Percent	Response Count
Strongly Like	45.2%	42
Like	39.8%	37
Dislike	9.7%	9
Strongly Dislike	5.4%	5

16. How important it is to create a pedestrian friendly and inviting building edge, which includes adding display windows, awnings, outdoor seating, landscaping, streetlights and sidewalks?

	Response Percent	Response Count
Very Important	64.2%	61
Somewhat Important	26.3%	25
Not very Important	6.3%	6
Not important at all	3.2%	3

17. Of all the design strategies discussed below, which are your three favorites?

	Response Percent	Response Count
Add street trees, landscaping, planters and street furniture	77.7%	73
Improve signage	26.6%	25
Incorporate pedestrian and bike amenities	63.8%	60
Break up large parking lots	31.9%	30
Building placement	40.4%	38
Adding building features such as awnings and display windows	29.8%	28

18. What are West Market Area strengths? (Select all that apply)			
		Response Percent	Response Count
Water Access to Coast/Lakes		62.4%	58
Available Developable Space		33.3%	31
Available Healthcare		15.1%	14
Location within Region		40.9%	38
Affordable Lifestyle		41.9%	39
Quality of Life		31.2%	29
Existing Homes and Communities		36.6%	34

19. What are the three (3) top issues limiting the economic growth of this area?			
		Response Percent	Response Count
Appearance		71.6%	68
Workforce skills		36.8%	35
Education level		34.7%	33
Crime		34.7%	33
Coast not accessible		33.7%	32
Limited culture and creative opportunities		47.4%	45
Lack of transportation choices		37.9%	36
Limited hurricane evacuation routes		6.3%	6

20. Select three (3) economic sectors that should be encouraged in the West Market Area			
		Response Percent	Response Count
Manufacturing / Distribution		39.4%	37
Mixed Use / Retail		63.8%	60
Government (Federal, State, Local)		20.2%	19
Construction		17.0%	16
Healthcare		17.0%	16
Professional Services		46.8%	44
Transportation / Utilities		27.7%	26
Tourism		58.5%	55
Other (please specify)			...

21. Select three (3) best strategies for the economic future of the West Market Area			
		Response Percent	Response Count
Job training and education		56.3%	54
Make development easier		34.4%	33
Financial incentives		49.0%	47
Increase marketing		37.5%	36
Improve infrastructure		64.6%	62
Provide workforce housing		8.3%	8
Expand tourism		45.8%	44

22. My top two (2) concerns for the U.S 19 Corridor are...

		Response Percent	Response Count
Traffic congestion		57.9%	55
Traffic safety		48.4%	46
Pedestrian safety		42.1%	40
Too many curb cuts/driveways		23.2%	22
Poor public transit service		21.1%	20
Other		8.4%	8
Other (please specify)			-

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

		Response Percent	Response Count
Creating a place to go		13.7%	13
Moving a lot of traffic		24.2%	23
Both		58.9%	56
Other		3.2%	3
Other (please specify)			-

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

		Response Percent	Response Count
Very Important		19.8%	19
Somewhat Important		41.7%	40
Not that important		25.0%	24
Not at all important		13.5%	13

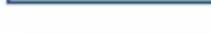
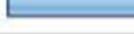
25. What alternative could be most successful in reducing the need to use a car?

		Response Percent	Response Count
Transit / Bus		38.3%	36
Bicycle lanes		9.6%	9
Car Pooling / Ride Sharing		7.4%	7
Sidewalks		8.5%	8
Encourage land use that allows for biking and walking		36.2%	34
answered question			94
skipped question			2

26. What do you think are primary concerns for pedestrians on major roadways? (Select all that apply)

		Response Percent	Response Count
Traffic moves too fast		46.2%	43
Road too wide - don't have time to cross		37.6%	35
Have to wait for a long time to cross		28.0%	26
There is no sidewalk		72.0%	67
No place to go within walking distance		51.6%	48
Other		5.4%	5
Other (please specify)			-

27. Do you want pedestrian overpasses to increase safety for crossing?			
		Response Percent	Response Count
Yes		45.2%	42
No		11.8%	11
Maybe		35.5%	33
Don't know		7.5%	7

28. I will be more likely to use public transit if (select all that apply)			
		Response Percent	Response Count
More routes		45.3%	43
More frequent service and expanded operating hours		42.1%	40
Express bus		26.3%	25
Available bus services where I want to go		48.4%	46
Dedicated park and ride facility		35.8%	34
Gas prices increase		22.1%	21
I won't use it		22.1%	21

29. Of all the topics discussed above, what issue is most important to you?			
		Response Percent	Response Count
Environment / Open Space		18.5%	17
Urban Design		37.0%	34
Economic Development		38.0%	35
Transportation		6.5%	6

30. How did you find out about the project / public meeting?			
		Response Percent	Response Count
Pasco County's Website		62.0%	57
Schools' Websites		0.0%	0
Newsletter (please specify below)		2.2%	2
Newspaper (please specify below)		4.3%	4
Heard about it on the radio / TV		0.0%	0
Received a flyer in the mail		2.2%	2
Word of mouth		18.5%	17
Other (please explain or specify the source)		10.9%	10

IV. Glossary

Accessibility: A term describing the degree to which something is accessible by as many people as possible. In transportation design, accessibility is often used to focus on people with disabilities and their right of access to thoroughfares, buildings and public transportation. Accessibility also refers to transportation facilities that comply with Public Rights-of-Way Accessibility Guidelines (*PROWAG*). (*ITE, CNU. 2010 Designing Walkable Urban Thoroughfares*)

Accessory Dwelling Unit: a subordinate dwelling unit that is attached to a principal building or contained in a separate structure on the same property as the principal unit. (*LEED ND 2009*)

Access Management: Access management is defined as the management of the interference with through traffic caused by traffic entering, leaving and crossing thoroughfares. It is also the control and regulation of the spacing and design of driveways, medians, median openings, traffic signals and intersections on arterial streets to improve safe and efficient traffic flow on the road system. (*ITE, CNU. 2010 Designing Walkable Urban Thoroughfares*)

Adaptive Reuse: refers to the process of reusing an old site or building for a purpose other than which it was built or designed for. Along with Brownfield reclamation, adaptive reuse is seen by many as a key factor in land conservation and the reduction of urban sprawl. (*Wikipedia*)

Area Median Income: is the median income of families in an area as determined by the U.S. Department of Housing and Urban Development (HUD). HUD estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that family incomes may be expressed as a percentage of the area median income. It uses this for calculating the income limits for eligibility in a variety of housing programs.

Average Annual Daily Traffic (AADT): the volume passing a point or segment of a highway in both directions for one year divided by the number of days in a year. (*Pasco County MPO. 2035 LRTP*)

Bioswale: is a landscape element designed to capture storm water run-off from adjacent surface areas. It has inverted sloped sides that allow rainwater to drain into it and contains vegetation and mulch designed to remove pollutants before the water infiltrates into the soil.

Blight: Physical and economic conditions within an area that cause a reduction of or lack of proper utilization of that area. A blighted area is one that has deteriorated or has been arrested in its development by physical, economic, or social forces. (*SmartGrowth / Smart Energy Toolkit.*)

Best Management Practice: also known as, Best Practice refers to the practice considered most effective to achieve a specific desired result for protection of water, air and land and to control the release of toxins. (*SmartGrowth / Smart Energy Toolkit.*)

Blueways: A water path or trail that is developed with launch points, camping locations and points of interest for canoeists and kayakers.

Brownfields: Brownfields are real property for which the expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. Example of a Brownfield site is an abandoned gas station.

Glossary

Community Gardens: any piece of land gardened by a group of people. It can be urban, suburban, or rural. It can grow flowers, vegetables or community. It can be one community plot, or can be many individual plots. It can be at a school, hospital, or in a neighborhood. It can also be a series of plots dedicated to “urban agriculture” where the produce is grown for a market. *(The American Community Gardening Association <http://www.communitygarden.org/learn/>)*

Community Redevelopment Areas: areas identified for redevelopment adopted pursuant to Community redevelopment Act.

Context Sensitive Solutions (CSS): Collaborative, interdisciplinary process that involves all stakeholders to design a transportation facility that fits its applicable setting and preserves scenic, aesthetic, historic and environmental resources while maintaining safety and mobility. CSS respects design objectives for safety, efficiency, capacity and maintenance while integrating community objectives and values relating to compatibility, livability, sense of place, urban design, cost and environmental impacts. *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares)*

Complete Streets: are streets that have been built for safe and convenient travel by all road users, including people on foot and bicycle, as well as transit users. Complete streets policies call for routinely providing for travel by all users when building and reconstructing streets and roads.

Ecotourism: is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveller, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights.

Enterprise Zones: is a specific geographic area targeted for economic revitalizing. Enterprise Zones encourage economic growth and investment in distressed areas by offering tax advantages and incentives to businesses locating within the zone boundaries. *(Florida Enterprise Zone http://floridaenterprisezones.com/PageView.asp?PageType=R&edit_id=1)*

Frontage: The area between a building facade and the vehicular lanes, inclusive of it’s built and planted components. Frontage is divided into Private Frontage and Public Frontage. *(Smart Code Version 9.2)*

Greenhouse Gas: Some greenhouse gases, which contribute to the greenhouse effect, occur naturally in the atmosphere while others result from human activities such as the burning of fossil fuels. Greenhouse gases include carbon dioxide, methane, nitrous oxide, and ozone. *(SmartGrowth / Smart Energy Toolkit.)*

Greenfields: Newly developed commercial real estate on what was previously undeveloped open space. *(SmartGrowth / Smart Energy Toolkit.)*

Greenways: A linear open space; a corridor composed of natural vegetation. Greenways can be used to create connected networks of open space that include traditional parks and natural areas. *(SmartGrowth / Smart Energy Toolkit.)*

Glossary

Green Industries: are industries that produce sustainably created inputs, involve energy and resource (water, and other materials) efficient systems, rely more on renewable energy sources, engage in processes that produce less/no toxins, reuse and recycle wastes and/ display substantial reduction in harmful emissions and effluents.

Green Jobs: are defined by Bureau of Labor Service as either

- a. Jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources.
- b. Jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or use fewer natural resources. (*Bureau of Labor Service <http://www.bls.gov/green/#definition>*)

Geographical Information System: A system of hardware, software data, people, organizations, and institutional arrangements for collecting, storing, analyzing, and disseminating information about areas of the earth. (*Pasco County MPO. 2035 LRTP*)

Green: An Open Space, available for unstructured recreation. A Green may be spatially defined by landscaping rather than building Frontages. Its landscape shall consist of lawn and trees, naturalistically disposed. The minimum size shall be 1/2 acre and the maximum shall be 8 acres. (*Smart Code Version 9.2*)

Green Roof: also referred to as Living Roof or Ecoroof is a roof of a building that is partially or completely covered with vegetation and a growing medium, planted over a waterproofing membrane. (*Wikipedia*)

Greenway: an Open Space Corridor in largely natural conditions which may include trails for bicycles and pedestrians. (*Smart Code Version 9.2*)

Greyfield: an area previously used primarily as a parking lot. Shopping centers and shopping malls are typical Greyfield sites. (Variant: Grayfield.) (*Smart Code Version 9.2*)

Housing and Transportation Affordability Index: The H + T Affordability Index is an innovative tool developed by Center for Neighborhood technology (CNT) that measures the true affordability of housing based on its location. The index takes into account not just the cost of housing, but also the costs of housing and transportation as opposed to the traditional measure of affordability that only takes into account the housing costs. As per the traditional approach housing costs should not be more than 30 percent of income while the H+T Affordability Index sets the benchmark at no more than 45 percent of household income combining both housing and transportation costs.

Hub Zones: is a United States Small Business Administration (SBA) program for small companies that operate and employ people in Historically Underutilized Business Zones (HUBZones). The HUBZone program was created in response to the HUBZone Empowerment Act created by the US Congress in 1998. (*Wikipedia*)

Impervious/Impervious Cover/Impervious Area: any surface that cannot be effectively (easily) penetrated by water, thereby resulting in runoff. Examples include pavement (asphalt, concrete), buildings, rooftops, driveways/roadways, parking lots and sidewalks. . (*Water Environment Federation, American Rivers, ASLA. 2012. Banking on Green*)

Infill Development: Infill projects use vacant or underutilized land in previously developed areas for buildings, parking, and other uses. (*SmartGrowth / Smart Energy Toolkit.*)

Glossary

Joint use Agreement for Schools: Joint use agreements offer a way for school districts to open their facilities to community use. A joint use agreement refers to a written agreement between a school district and one or more public or private (nonprofit) entities setting forth the terms and conditions for sharing the use of the district's facilities. A joint use agreement can allow community access to school property by allowing the district to share with another agency the costs and risks associated with opening the property for after-hours use. *(ChangeLab Solutions. 2010. Opening School Grounds to the Community after Hours)*

Level of Service: A qualitative assessment of a road's operating conditions; an average driver's perception of the quality of traffic flow he or she is in. An LOS is represented by the letters A through F, A for the freest flow and F for the least free flow. *(Pasco County MPO. 2035 LRTP)*

Market Areas: Areas delineated within Pasco County in response to the Urban Land Institute study (2008) that have their unique vision, mission and implementing policies. There are five market areas – West, South North, Central and East.

Mixed Use Development: Development that is created in response to patterns of separate uses that are typical in suburban areas necessitating reliance on cars. Mixed use developments include residential, commercial, and business accommodations in one area. *(SmartGrowth / Smart Energy Toolkit.)*

Mobility: The movement of people or goods within the transportation system. *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares)*

Multi-Modal System: Refers to the availability of transportation options within a system or corridor whether it is walking, bicycling, driving, or transit. *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares)*

Multiway Boulevard: Multiway boulevards are multi-functional roadways, consisting of at least a central roadway, optimized for fast automobile traffic, and side roadways, optimized for low-speed local access traffic and parking. *(Allan B. Jacobs, Elizabeth Macdonald Yodan Rofe. 2002. The Boulevard Book)*

Multi-Use Trail: Facility separated from motor vehicle traffic by an open space or barrier, either within the road right-of-way or within an independent right-of-way. The paths are designed for a variety of users, such as bicyclists, pedestrian, and rollerbladers. The width varies from 10 to 15 ft depending on the projected use of the path with the common standard being 12 ft and a minimum width of 8 ft when used for primarily one direction of traffic. *(Pasco County MPO. 2035 LRTP)*

Overlay District: is a district superimposed upon another district which supersedes, modifies or supplements the underlying regulations.

Park: A natural preserve available for unstructured recreation. A park may be independent of surrounding building Frontages. Its landscape shall consist of Paths and trails, meadows, waterbodies, woodland and open shelters, all naturalistically disposed. Parks may be lineal, following the trajectories of natural corridors. The minimum size shall be 8 acres. Larger parks may be approved by Warrant as Special Districts in all zones. *(Smart Code Version 9.2)*

Glossary

Parklets/Parkmobile: are small urban park, often created by replacing several under-utilized parallel parking spots with a patio, planters, trees, benches, café tables with chairs, fountain(s), artwork, sculptures and/or bicycle parking.

Pedestrian Shed: An area that is centered on a Common Destination. Its size is related to average walking distances for the applicable Community Unit type. Pedestrian Sheds are applied to structure Communities. A Standard Pedestrian Shed is an average 1/4 mile radius or 1320 feet, about the distance of a five-minute walk at a leisurely pace. *(Smart Code Version 9.2)*

Plaza: a Civic Space type designed for Civic purposes and Commercial activities in the more urban Transect Zones, generally paved and spatially defined by building frontages. *(Smart Code Version 9.2)*

Pocket Parks: A pocket park (also known as a parkette, mini-park, vest-pocket park or vesty park) is a small park accessible to the general public. Pocket parks are frequently created on a single vacant building lot or on small, irregular pieces of land. They also may be created as a component of the public space requirement of large building projects. *(Wikipedia)*

Bioswale: or Bioretention areas are landscaping features adapted to provide on-site treatment of stormwater runoff. They are commonly located in parking lot islands or within small pockets of residential land uses. *(U.S. EPA)*

Rain Garden: A rain garden is a strategically located low area planted with native vegetation that intercepts runoff. Other terms include mini-wetland, storm water garden, water quality garden, stormwater marsh, backyard wetland, low swale, wetland biofilter, or bio-retention pond. Rain gardens are designed to direct polluted runoff into a low, vegetated area, where the pollutants can be captured and filtered. *(Water Environment Federation, American Rivers, ASLA. 2012. Banking on Green)*

Rainwater Harvesting: is the accumulating and storing of rainwater for reuse before it reaches the aquifer. It has been used to provide drinking water, water for livestock, water for irrigation, as well as other typical uses. *(Wikipedia)*

Red Fields: can be financially and/ physically distressed, underutilized spaces that have a negative value – civically, environmentally and economically. Red Field sites could include vacant lots overflow parking lots, buildings for sale or lease in poor condition, and other properties that could yield multiple benefits if redeveloped into Green Fields. It can also include sites impacted by environmental concerns, such as asbestos containing materials, underground storage tanks, or contaminated soil or water. *(Urban and Environment Policy Institute. Red Fields to Green Fields)*

Redevelopment: is typically defined as development that occurs on previously developed land.

Rehabilitation: In communities with a large stock of older housing or other structures that could lend themselves more easily to conversion into residential units, rehabilitation can be a very affordable and environmentally-friendly way to provide more housing, commercial areas, and offices. *(SmartGrowth / Smart Energy Toolkit.)*

Glossary

Retrofit: modify or adapt for a different purpose

Right of Way: The publicly owned land within which a thoroughfare can be constructed. Outside of the right-of-way, the land is privately owned and cannot be assumed to be available for thoroughfare construction without acquiring the land through dedication or purchase. *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares)*

Runoff: The water that flows off the surface of the land, ultimately into our streams and water bodies, without being absorbed into the soil. *(SmartGrowth / Smart Energy Toolkit.)*

SAFETEA-LU: Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users. Transportation legislation enacted in 2005, allocating funds for surface transportation. *(Pasco County MPO. 2035 LRTP)*

Smart Growth: Well-planned development that protects open space and farmland, revitalizes communities, keeps housing affordable and provides more transportation choices. *(SmartGrowth / Smart Energy Toolkit.)*

Sprawl: defines Sprawl defines patterns of urban growth that includes large acreage of low-density residential development, rigid separation between residential and commercial uses, residential and commercial development in rural areas away from urban centers, minimal support for non-motorized transportation methods, and a lack of integrated transportation and land use planning. *(SmartGrowth / Smart Energy Toolkit.)*

Square: a Civic Space type designed for unstructured recreation and Civic purposes, spatially defined by building Frontages and consisting of Paths, lawns and trees, formally disposed. See Table 13. *(Smart Code Version 9.2)*

Stakeholders: Groups or individuals that have an interest (stake) in the outcome of the planning or project development process. Typical stakeholders include elected officials, appointed commissioners, metropolitan planning organizations, state and local departments of transportation, transit authorities, utility companies, business interests, neighborhood associations and the general public. *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares)*

Street Trees: When properly designed, traditional tree plantings along street and road edges can capture, infiltrate, and transpire stormwater. These virtues can be expanded by incorporating trees into more extensively designed “tree pits” that collect and filter stormwater through layers of mulch, soil and plant root systems, where pollutants can be retained, degraded and absorbed. *(Water Environment Federation, American Rivers, ASLA. 2012. Banking on Green)*

Traditional Neighborhood Development (TND): A Traditional Neighborhood Development (TND) is a human scale, walkable community with moderate to high residential densities and a mixed use core. Compared with conventional suburban developments, TNDs offer different choices for transportation and reduces the overall vehicle miles travelled.

Glossary

Trails: (also known as track, railway, byway) is a track or a path for walking and/bicycling through natural areas such as a forest or mountainous region. Trails are mostly used for hiking, cycling, or cross-country skiing.

Transfer of Development Rights (TDR): is a regulatory strategy that harnesses private market forces to accomplish two smart growth objectives. First, open space is permanently protected for water supply, agricultural, habitat, recreational, or other purposes via the transfer of some or all of the development that would otherwise have occurred in these sensitive places to more suitable locations. Second, other locations, such as city and town centers or vacant and underutilized properties, become more vibrant and suc-

Transit Oriented Development (TOD): moderate- to high-density, mixed-use neighborhoods concentrated at transit stops and designed to maximize access to and use of public transportation. *(U.S. EPA)*

Transit Development Plan: An intermediate range transit plan (usually five years) that examines service, markets, and funding to make specific recommendations for transit improvements. *(Pasco County MPO. 2035 LRTP)*

Transportation Demand Management: transportation planning process that is aimed at relieving congestion on highways by the following types of actions: (1) actions that promote alternatives to automobile use, (2) actions that encourage more efficient use of alternative transport systems, and (3) actions that discourage automobile use. *(Pasco County MPO. 2035 LRTP)*

Urban Agriculture: The production, distribution and marketing [and disposal] of food and other products within the cores and edges of metropolitan areas. Urban agriculture is a complex activity, addressing issues of food security, neighborhood development, environmental sustainability, land use planning, agricultural and food systems, farmland preservation, and other concerns. *(North American Urban Agriculture Committee)*

Urban Service Area: is the focal point of development in Pasco County creating a live, work, play environment to attract high quality development. This includes the West and the South Market areas.

Walkable: Streets and places designed or reconstructed to provide safe and comfortable facilities for pedestrians, and are safe and easy to cross for people of all ages and abilities. Walkable streets and places provide a comfortable, attractive and efficient environment for the pedestrian including an appropriate separation from passing traffic, adequate width of roadside to accommodate necessary functions, pedestrian-scaled lighting, well-marked crossings, protection from the elements (e.g., street trees for shade, awnings, or arcades to block rain), direct connections to destinations in a relatively compact area, facilities such as benches, attractive places to gather or rest such as plazas and visually interesting elements (e.g., urban design, streetscapes, architecture of adjacent buildings). *(ITE, CNU. 2010 Designing Walkable Urban Thoroughfares).*

V. Acronyms

AADT	Average Annual Daily Traffic	HERA	Housing and Economic Recovery Act
AIA	American Institute of Architects	HOA	Home Owner Association
AMI	Area Median income	HPRP	Homeless Prevention and Rapid Re-Housing Program
BRT	Bus Rapid Transit	H+T	Housing and Transportation
CCTV	Closed Circuit Television	HUD	Housing and Urban Development
CDBG	Community Development Block Grant	ITE	Institute of Transportation Engineers
CIP	Capital Improvement Plan	IWT	Incumbent Worker Training
CMP	Congestion Management Plan	JARC	Job Access and Reverse Commute
CONA	Council of Neighborhood Associations	LDC	Land Development Code
CPTED	Crime Prevention through Environmental Design	LEED	Leadership in Energy and Environmental Design
CRA	Community Redevelopment Agency	LOS	Level of Service
CRTL	Continuous Right Turn Lane	LRTP	Long Range Transportation Plan
CSA	Community Supported Agriculture	MPO	Metropolitan Planning Organization
CSS	Context Sensitive Solutions	MSA	Metropolitan Statistical Area
EDSP	Economic Development Strategic Plan	NEPA	National Environmental Policy Act
ELAMP	Environmental Land Acquisition and Management Program	NF	New Freedom
EPA	Environmental protection Agency	NPC	New Port Corners
ESG	Emergency Shelter Grant	NPR	New Port Richey
FDOT	Florida Department of Transportation	NSP	Neighborhood Stabilization Program
FHWA	Federal Highway Administration Authority	OTTED	Office of Tourism Trade and Economic Development
FLU	Future Land Use	PACA	Pasco Alliance of Community Associations
FTA	Florida Trail Association/Florida Transit Authority	PC	Pasco County
GBT	Greenways, Blueways and Trails Map	PCPT	Pasco County Public Transportation
GHG	Green House Gases	P&D	Planning and Development
HART	Hillsborough Area Regional Transit Authority	PEDC	Pasco Economic Development Council

Acronyms

PEN	Pasco Enterprise Network
PHWB	Pasco Hernando Workforce Board
POP	Pasco Opportunity Program
PR	Port Richey
PSTA	Pinellas Suncoast Transit Authority
QRT	Quick Response Training
RERC	Real Estate Research Corporation
SAFETEA – LU	Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Safe Users
SRPP	Strategic Regional Planning Policy
SWFWMD	South West Florida Water Management District
SWOT	Strength Weakness Opportunity Threat
TBARTA	Tampa Bay Area Regional Transportation Authority
TBRPC	Tampa Bay Regional Planning Council
TBW	Tampa Bay Water
TDM	Transportation Demand Management
TDP	Transit Development Plan
TDR	Transferable Development Rights
TIF	Transportation Impact Fee
TIP	Transportation Improvement Program
TND	Traditional Neighborhood Design

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THE HARBORS West Market Redevelopment/Infill Plan

**Pasco County Board of County Commissioners
Pasco County Planning and Development**

June 2013