PART I: MASTER PLAN FRAMEWORK

1. Stakeholder Priorities
2. Vision
3. Principles
4. Framework (Multi-Modal, Land Use, Open Space + Trails, Resiliency)

PART II: SUBAREA FRAMEWORK

1. Airport/Ulmerton
   + Case Study: Eco-Industrial Parks
2. U.S. 19/Bay Vista
   + Case Study: Mixed-Use Town Centers
3. Carillon/Toy Town

PART III: NEXT STEPS

1. Public Workshops
2. Strategies to Achieve Vision & Developing the Master Plan
PART I

MASTER PLAN FRAMEWORK
MASTER PLAN PRIORITIES

Improved Access & Mobility
Need to address traffic congestion and traffic safety and provide safe, pedestrian, bicycle and vehicular connections

Address Vulnerabilities
Need to address threats from Sea-level Rise/Flooding and damage from storm events; Improve the environment (water quality, reduce urban heat island, address stormwater...)

Provide Quality Housing Options
Need for a wider range of quality housing options (market rate, affordable, workforce) connected to amenities and work centers

Better Land Utilization
Need to create dense, functional, walkable mixed-use centers
STAKEHOLDER FEEDBACK

MASTER PLAN PRIORITES

Provide Services and Amenities
Need for greater access and range of services and amenities for residents, employees and visitors.

Embrace New Technologies
Embrace mobility, safety, telecommunications and other technologies that benefit the local economy, while supporting healthy, vibrant and connected communities.

Job Retention and Job Growth
Continue to be a competitive jobs center with diverse industries (manufacturing, business and financial services, and information technology as key employment sectors).

Public Realm Improvements that create a sense of place, identity and attractive places

Improved regional and local transit infrastructure

Incorporates 'Health in All Policies' and Considers Most Vulnerable Users
Over the next 25 years, the Gateway will evolve into several distinct, sustainable and resilient, mixed-use districts that celebrate its regional geography and leverage its central location on Tampa Bay to retain and encourage job growth while providing new housing, services, and a host of amenities for employees, residents and visitors. Each district will include vibrant nodes that are connected to transit, with safe walkable and bikeable streets, trails and blueways. These new district centers will be connected to existing residential neighborhoods and support quality of life while promoting community health and contributing to a robust regional economy. **Ensuring a place that residents and employees will desire to live, work and stay today as well as in the future.**
PLAN PRINCIPLES

PINELLAS GATEWAY MID-COUNTY AREA

1. A SUSTAINABLE AND RESILIENT GATEWAY
2. A CONNECTED GATEWAY
3. A VIBRANT GATEWAY
4. AN ECONOMICALLY ROBUST GATEWAY
5. A GATEWAY WITH A VARIETY OF SAFE, HEALTHY, AFFORDABLE NEIGHBORHOODS
6. AN EQUITABLE GATEWAY THAT INCORPORATES HEALTH IN ALL POLICIES AND CONSIDERS THE MOST VULNERABLE USERS
7. A SMARTER, MORE INNOVATIVE GATEWAY
I. GATEWAY AREA
» Overall 30-square mile (19,200 acre) master planning study area

II. SUBAREAS
» More detailed planning areas within the greater Gateway Area; The subareas were selected as focus areas that provide opportunities for catalytic change and may include neighborhoods, corridors, and special districts.

III. DISTRICTS
» Locations with similar focus and redevelopment potential within sub areas
Through quantitative and qualitative analysis, the team identified areas where there is the greatest opportunity for catalytic change.

Subarea Criteria:
1. Publicly-owned parcels (not including parks/preserves)
2. Vacant parcels
3. Includes a number of priority sites
4. Redevelopment areas
5. Scores above 25% on the selection criteria

Revised per SMT suggestions:
» Focus on opportunities to reuse brownfield or impacted sites
» Consider current development patterns; underutilized available land; more intensification opportunities
» Opportunity to leverage transportation infrastructure and future transit assets

Focus areas with greatest opportunity for catalytic change
Secondary focus areas

Subarea criteria:
1. Publicly-owned parcels (not including parks/preserves)
2. Vacant parcels
3. Includes a number of priority sites
4. Redevelopment areas
5. Scores above 25% on the selection criteria

- 26-40%
- Above 40%

Base data source: PGIS
ANALYSES INFORMING THE MULTI-MODAL TRANSPORTATION FRAMEWORK

LEVERAGING FDOT REGIONAL TRANSPORTATION INVESTMENTS

ENHANCE LOCAL NETWORK TO PROVIDE CONNECTIVITY BETWEEN DIFFERENT AMENITIES/USES

OPPORTUNITY FOR A TRANSIT MANAGEMENT DISTRICT

1) CONSTRUCTION OF THE GATEWAY EXPRESSWAY
2) WIDENING OF I-275 TO CREATE EXPRESS TOLLED LANES

COMPLETE KEY NORTH/SOUTH AND EAST WEST ROADS FOR A CONNECTED LOCAL NETWORK

OPPORTUNITIES FOR ON-DEMAND CIRCULATORS THAT PROVIDE FIRST/LAST MILE SOLUTIONS
FRAMEWORK

MULTI-MODAL TRANSPORTATION

IMPLEMENT FIRST/LAST MILE SOLUTIONS

» Opportunity for a Transit Management District with on-demand circulators; Serve anchor employers. Address Equity Issues– connects transit dependent residential neighborhoods with PSTA routes, services, job centers

» Integrated with Ride Hailing services; bike share and other modes

IMPLEMENT PREMIUM TRANSIT

» Create a Transit Spine

» Connect with current PSTA routes as well as future Intermodal investments
FRAMEWORK

MULTI-MODAL TRANSPORTATION

IMPLEMENT FIRST/LAST MILE SOLUTIONS

» Opportunity for a Transit Management District with on-demand circulators; Serve anchor employers. Address Equity Issues—connects transit dependent residential neighborhoods with PSTA routes, services, job centers

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IMPLEMENT PREMIUM TRANSIT

» Create a Transit Spine

» Connect with current PSTA routes as well as future Intermodal investments
FRAMEWORK
MULTI-MODAL TOOLKIT

IMPROVED CONNECTIONS
» Improved local and connector street network
» Improved pedestrian and cyclist amenities
» Connections to regional trails and blueways
» Community Trail connecting to transit and amenities

IMPROVED TRANSIT INFRASTRUCTURE
» Create a local system of circulators
» Connection to new intermodal center

SOURCE: WRT, DUTCH KILLS GREEN
FRAMEWORK

MULTI-MODAL TOOLKIT

ENHANCED ROAD CROSSINGS
» Improved crosswalk markings and delineation
» Reduce curb radii

PLACEMAKING POTENTIAL
» Enhanced landscaping and tree canopy
» Gateway elements such as lighting, signage, and improved wayfinding

SOURCE: WRT, CASTRO VALLEY
ANALYSES INFORMING THE LAND USE FRAMEWORK

EXISTING LAND USES IN THE GATEWAY AREA

LIMITED AVAILABLE LAND FOR DEVELOPMENT

EXISTING DEVELOPMENT CHARACTER DISPARATE, DISCONNECTED AND AUTOMOBILE-CENTRIC

OPPORTUNITIES EXIST TO FOSTER MORE EFFICIENT LAND USE PATTERNS THAT ENHANCE THE GATEWAY’S ECONOMIC VIABILITY

FOCUS ON REPOSITIONING UNDERUTILIZED AND CONSTRAINED LAND; INCREASE DENSITY

OPPORTUNITY TO BETTER INTEGRATE LAND USES AND LEVERAGE AMENITIES
FRAMEWORK

LAND USE: SUSTAINABLE MIXED-USE VISION

FRAMEWORK LEGEND

- Open Space/Green Infrastructure
- Stable Residential
- Mixed-Use Live Work District
- Mixed-Use Town Center
- Commercial Gateway
- Eco-Industrial Park
- Mixed-Use Employment
- Public Infrastructure (Least Likely To Change)

- Existing Pinellas Loop
- Proposed Duke Energy trail
- Existing trails
- Proposed Trail connections
- Proposed Cross-Bayou Blueway
- Transit Spine
ANALYSES INFORMING THE

OPEN SPACE AND TRAILS FRAMEWORK

EXISTING OPEN SPACE AND TRAILS IN THE GATEWAY AREA

EXISTING COMMUNITY FACILITIES AND RECREATION AMENITIES

VEHICULAR AND PEDESTRIAN SAFETY ISSUES

OPPORTUNITY FOR A CONNECTED OPEN SPACE SYSTEM

OPPORTUNITY TO LINK AMENITIES AND CREATE COMMUNITY HUBS

OPPORTUNITY FOR PARKS AND TRAILS TO SERVE AS TRANSPORTATION INFRASTRUCTURE
FRAMEWORK

OPEN SPACE AND TRAILS

COMPLETE STREETS
» Safe Bike and Pedestrian amenities

IMPLEMENT FUTURE TRAIL PRIORITIES
» Prioritize funding towards completing the Pinellas Trail Loop (Duke Energy Trail connection) first.

PROVIDE CONNECTED NETWORK
» Prioritize connections to major employment, residential areas, community assets, green spaces as well as to transit spine and amenities

CONNECT TO EXISTING AND FUTURE OPEN SPACES
» Cross Bayou Canal (Blueway)
» Green Infrastructure/Open Space/Amenities
A SUSTAINABLE AND RESILIENT GATEWAY

The Gateway will sustainably manage water, energy and other environmental resources and protect the diverse ecosystem that makes up the county's natural resources, and contributes to the county's public health, quality of life, and local economy.
TRIPLE BOTTOM LINE RESILIENCE

DEFINING RESILIENCY FOR THE GATEWAY

Strategies applied to each of these areas should support and overlap one another:

ECONOMIC
Infrastructure, employment, tourism

HUMAN WELL-BEING
Emergency response, community, transportation, open space

ENVIRONMENTAL
Vulnerable species, adaptive landscape, productive environments
TRIPLE BOTTOM LINE RESILIENCE
DEFINING RESILIENCY FOR THE GATEWAY
TRIPLE BOTTOM LINE RESILIENCE
DEFINING RESILIENCY FOR THE GATEWAY

Impacts from Climate Risks in Pinellas Gateway should be considered as both:

Long term (Chronic Stress): Strategies that address gradual change.

Short Term (Acute Shock): Strategies that address single extreme events.

RED TIDE (HARMFUL ALGAL BLOOMS)
» CHRONIC STRESS: Annual accumulation
  ACUTE SHOCK: Impact after storms

TEMPERATURE RISE
» CHRONIC STRESS: Impact on building energy use
  » ACUTE SHOCK: Heat waves

PRECIPITATION CHANGES
» CHRONIC STRESS: Increased extreme rain events
  » ACUTE SHOCK: Drought, Wildfire, Deluge, and Floods

SEA LEVEL RISE
» CHRONIC STRESS: Gradual sea level rise
  » ACUTE SHOCK: Hurricanes and tropical storms
CHARACTER

TYPOLOGIES:
• EXISTING AIRPORT
• PROPOSED INDUSTRIAL MIXED USE, WITH GREEN SPACE AROUND AND BETWEEN
• NEW MIXED-MODE TRANSPORTATION NODES
• EXISTING DUKE ENERGY TRAIL (BIKEWAY)

BIG PICTURE RESILIENCY/SUSTAINABILITY

CHALLENGES + OPPORTUNITIES:
• HEAT ISLAND EFFECT AND STORMWATER MANAGEMENT: WITH THE ADDITION OF NEW DENSE DEVELOPMENT, IMPROVING THE CONDITION OF HEAT ISLAND EFFECT AND STORMWATER INFILTRATION ARE CRITICAL.

CHALLENGES + OPPORTUNITIES:
• STORMWATER MANAGEMENT + INFILTRATION STRATEGIES
• DOUBLES AS HABITAT CORRIDOR (CONNECTION TO BAYOU)
• CONNECTS TO TRANSPORTATION CORRIDOR (ENCOURAGING PEDESTRIAN AND BIKE TRAFFIC)
• INTEGRATION OF NEW AMENITIES/SERVICES TO THIS SPACE

ENERGY STRATEGIES
• RENEWABLE ENERGY (PV) ON LARGE INDUSTRIAL PARCELS
• OPPORTUNITY FOR DISTRICT ENERGY OR MICRO-GRIDS

TREE CANOPY
• MITIGATING HEAT ISLAND EFFECT
• INCREASING STORMWATER MANAGEMENT

NEW MIXED-MODE TRANSPORTATION NODES
• INTEGRATING BIKEWAYS WITH ALTERNATIVE TRANSPORTATION
• COMPLETE STREETS
• CONNECTS TO DUKE ENERGY TRAIL (TRAIL CAN ACCOMPLISH MULTIPLE GOALS: STORMWATER, MOBILITY, HABITAT)
RESILIENCE STRATEGIES + OPPORTUNITIES

CHARACTER
TYPOLOGIES:
• NEW TECH BUSINESSES
• CRITICAL SITE: TOYTOWN
• EXISTING LANDFILL

BIG PICTURE RESILIENCY/SUSTAINABILITY
CHALLENGES + OPPORTUNITIES:
• MOST IMPACT SUB AREA BY SEA LEVEL RISE

EXISTING DEVELOPMENT IN FUTURE FLOODPLAIN:
• FLOOD MITIGATION OR CHANGED LAND USE
• INCENTIVES TO INCORPORATE STORMWATER CISTERNRS OR HARDENING
• SLOW ADAPTATION OF LAND USE OVER TIME TO BE A NATURAL FLOOD BUFFER

GREEN SPACE AS A RESILIENCY BUFFER
• INFILTRATION, PASSIVE FLOOD BARRIER

NEW DEVELOPMENTS IN FUTURE FLOODPLAIN:
• FLOOD PROOF OR FLOOD READY
• CRITICAL MEP SERVICES LOCATED ON UPPER FLOORS
• BACK UP POWER COMES FROM RENEWABLE ENERGY
• TOYTOWN: CRITICAL SITE

RECOGNITION OF VALUE OF LAND OUTSIDE THE FLOOD ZONE
• WHAT IS THE HIGHEST LONG-TERM USE?

USE OF LANDFILL SITE (200 ACRES)
• PV FIELD / COMMUNITY SOLAR (SHORT TERM USE)
TRIPLE BOTTOM LINE RESILIENCE

RESILIENCE STRATEGIES + OPPORTUNITIES

CHARACTER

TYPOLOGIES:
- EXISTING RESIDENTIAL,
- 62ND AND 150TH MIXED USE DEVELOPMENT
- NEW TOWN CENTER: BAY DRIVE AND 66TH
- STRING OF COMMERCIAL PARCELS (COMMERCIAL CORRIDOR)
- BAYOU RUNS ADJACENT TO RESIDENTIAL

BIG PICTURE RESILIENCY/SUSTAINABILITY

CHALLENGES + OPPORTUNITIES:
- FLOODING OF BAYOU
- MOST PROTECTED SUB-AREA FROM SEA LEVEL RISE
- DEVELOP MIXED-USE COMMERCIAL TO INTEGRATE SUSTAINABILITY BEST PRACTICES

Indicates impact of a 5’ sea level rise as projected by NOAA

NEW TOWN CENTER: RESILIENCY COMMUNITY HUB
- EMERGENCY SERVICES
- REFUGE
- COOLING CENTER
- BUILD UPON EXISTING COMMUNITY CENTERS AND SCHOOLS TO CREATE POTENTIAL NODES

COMMERCIAL / RESIDENTIAL MIXED USE CORRIDOR:
- WALKABLE AND BIKE ACCESS
- SHADE TREES
- STORMWATER MANAGEMENT
- LOCATE CRITICAL MEP SERVICES ABOVE A DESIGN FLOOD ELEVATION

EXISTING RESIDENTIAL RELATIONSHIP WITH BAYOU
- FLOOD MITIGATION OR CHANGED LAND USE AROUND BAYOU
- INTERACTION WITH BAYOU AND CULTIVATION OF IT’S NATURAL HABITAT
FRAMEWORK

OPEN SPACE AND GREEN INFRASTRUCTURE

GATEWAY AREA SCALE STRATEGIES
» Increase landscape requirements
» Increase credit for treatment technologies
» Increase open space requirement
» For all new municipal work implement low-impact design
» For future trails use alternate to pavement and more plantings and trees

NEAR TERM STRATEGIES
» Focus on Publicly-owned land and R.O.Ws
» Focus on outfall locations to increase treatment prior to discharging to Old Tampa Bay
» Enhance existing public facilities (public parks, schools and other facilities)
» Opportunity to enhance and expand greenspace along Cross Bayou Canal
FRAMEWORK

OPEN SPACE AND GREEN INFRASTRUCTURE

DISTRICT SPECIFIC STRATEGIES

» Eco-industrial Parks, Mixed-Use Centers - shared stormwater retention and treatment facilities

» Create system of connected open spaces w/ multiple benefits (serve as community gathering/focal points; stormwater management infrastructure; placemaking and mobility)

» Green Roofs

» Opportunity for Stormwater Mitigation Bank (Airco Site? Toytown? Others?)

» Code modifications:
  » Increase landscape requirements
  » Increase credit for treatment technologies
  » Decrease parking requirements if exceeded treatment
IMPLEMENT MENU OF DISTRICT AND SITE SCALE STRATEGIES THROUGHOUT THE GATEWAY

» Stormwater Technologies: Pave drain; Bold and Gold; Stretch; Stormceptor; Flexipave; Grasspave
» Green Roofs and Cisterns; Rain Harvesting Systems
» Green Streets with Raingardens, street tree planting
» Bioswales – with low maintenance Florida-friendly landscaping
» Vegetated buffers
» Tree planting
The Gateway Airport/Ulmerton Subarea is an active, well-utilized area that supports a wide range of businesses from the St. Pete-Clearwater International Airport to salvage works, repair shops, high tech industrial manufacturing, office, logistics and utilities including the Waste Management Transfer Center, Wastewater Treatment Plant and electric substation. The area is auto dominated with isolated residential areas that are not well connected to job centers, services or amenities.
SUBAREA: AIRPORT/ULMERTON

MULTI-MODAL FRAMEWORK

CONNECTING RESIDENTIAL AREAS TO EMPLOYMENT CENTERS

ENHANCING LOCAL ROAD NETWORK

BUILDING OFF NEW TRAIL AND TRANSPORTATION INFRASTRUCTURE

CATEGORIES

- FDOT Gateway Express Improvements
- Regional Highways/Interstate
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Gateway/Entry Points
- Placemaking Potential

Significant Intersections and Cross Connections

BASE DATA SOURCE: PGIS
SUBAREA: AIRPORT/ULMERTON

DEVELOPING THE LAND USE FRAMEWORK

EXISTING DISTRICT OPPORTUNITIES

» Catalytic sites that are underutilized
» Adjacency to key assets and infrastructure
» Strong mixed-use manufacturing and commercial base already existing
» A variety of major destinations (PIE, places of employment, services)

EXISTING LAND USE PATTERNS

» Varied land uses
» Low intensity of land usage
» Industrial, commercial and manufacturing uses with limited/isolated residential
» Opportunity to leverage properties with regional access with new Gateway Express and I-275 Improvements

EXISTING PROPERTY OWNERSHIP

» Areas with larger parcels with few owners vs. areas along 49th Street corridor with smaller parcels and larger number of owners
» Land under municipal agencies (PIE, County)
SUBAREA: AIRPORT/ULMERTON

DEVELOPING THE LAND USE FRAMEWORK

SUSCEPTIBILITY TO CHANGE ANALYSIS

1) Near Term Redevelopment Opportunity
   - Vacant Land
   - On-Market
   - Public Ownership
   - Easily Consolidated

2) Long Term Redevelopment Opportunity
   - Densification of large office parks
   - Consolidation and redevelopment of large parcels

3) Long Term Redevelopment Opportunity
   - Consolidation and redevelopment of small parcels

4) Stable Properties
   - Industrial & Office Parks
   - Hotels/Long Term Services

5) Public Infrastructure (Least Susceptible to Change)
   - Public Infrastructure
   - Utilities
   - Schools + Institution

6) Existing Residential Areas

7) Naturally Constrained Land
   - Wetlands, drainage, and environmentally sensitive land

BASE DATA SOURCE: PGIS
**CONCEPTUAL REDEVELOPMENT FRAMEWORK**

» Redevelop and intensify land uses through consolidation; accommodate future growth

» Leverage investments in regional transportation infrastructure with improved multimodal access

» Implement open space amenities that can provide multiple benefits as green infrastructure and public amenities

» Opportunity to balance Airport Support uses with ecological restoration at Airco site

» Opportunity for a number of mixed-use districts with unique identity and focus

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**SUBAREA: AIRPORT/JULMERTON**

**LAND USE FRAMEWORK**

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**LEGEND**

- FDOT Gateway Express Improvements
- Regional Highway/Interstate
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways

- Open Space/Green Infrastructure
- Public Infrastructure (Least Likely To Change)
- Stable/Longterm Industrial/Commercial
- Eco-Industrial Park
- Town Center/Preferred Use
- Commercial Gateway
- Significant Intersections + Cross Connections

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**BASE DATA SOURCE: PGIS**
SUBAREA: AIRPORT/ULMERTON

OPEN SPACE FRAMEWORK

- District serving stormwater and open space systems
- Connecting existing and proposed trail networks
- Interconnected open space amenities to mitigate flooding and provide public amenity

LEGEND

- POGT Gateway Express Improvements
- Regional Highways/Interstates
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Open Space/Green Infrastructure

BASE DATA SOURCE: PGIS
DISTRICT ELEMENTS

GATEWAY ECO-INDUSTRIAL DISTRICT

DEFINITION: ‘Dedicated area for industrial use at a suitable site that ensures sustainability through the integration of social, economic, and environmental quality aspects into its siting, planning, management and operations’

Source: An International Framework for Eco-Industrial Parks (World Bank)

BENEFITS:

» Increasing the economic performance - PCED job creation and competitiveness

» Management and performance - Investing in infrastructure; marketing the park; disaster preparedness

» Enhancing environmental performance - Sustainable means to manage water, wastewater, waste, and resources

» Improving social performance - Addressing the needs of employees and community stakeholders

- Advanced manufacturing Industrial campus with district level infrastructure and shared facilities/amenities

- Typically incorporates stormwater mitigation, waste management, and renewable energy serving co-located enterprises

- Placemaking and amenities to serve tenants day-time needs (recreation, dining, district transportation, etc.)
DISTRICT ELEMENTS

GATEWAY ECO-INDUSTRIAL DISTRICT

SMALL FOOTPRINT

» Warehouses, small offices, and flexible spaces
» Typically single story, 7,000-100,000 ft²
» One to five acre modular sites that can be assembled to suit tenant needs

LARGE FOOTPRINT

» High-tech Manufacturing, research complexes, and production
» May be multiple stories, 10,000-80,000 ft²
» May incorporate warehousing or storage facilities
» Ten to twenty acre modular sites that can be assembled to suit tenant needs
» Multiple access points (entrances/ back of house)
DISTRICT ELEMENTS

GATEWAY ECO-INDUSTRIAL DISTRICT

DISTRICT INFRASTRUCTURE

» District Stormwater Management - Delivery/Conveyance
» District Energy - Renewable electricity production and storage
» Micro-grid and resilience measures during storm events
» Steam/Mechanical systems

COMPLEMENTARY USES

» Parking & Loading
» Access and security
» Amenities
» Agglomeration benefits
DISTRICT ELEMENTS

GATEWAY ECO-INDUSTRIAL PARK

ASSETS AND AMENITIES

» Identity and Pride of place - WayFinding (District signage, entryways)
» Placemaking to enhance pedestrian realm
» Parks, plazas and recreational spaces
» Safe and connected pedestrian and bike trails
» Destinations: Shopping, services, dining and lodging options

TRANSPORTATION + MOBILITY

» Well connected regionally and locally
» District serving transportation systems through TMA’s (Circulators, last-mile connections -Emry Go-Round; University City Lucy etc.)
» Transit Hubs - Serving as connection points to local and regional transit services
» Bikeshare and Carshare options within the district

DISTRICT ELEMENTS

GATEWAY ECO-INDUSTRIAL PARK

ASSETS AND AMENITIES

» Identity and Pride of place - WayFinding (District signage, entryways)
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ABOUT ECODISTRICTS

EcoDistricts is a nonprofit that advances a new standard for community development. Through its programs and certification standard, EcoDistricts helps create equitable, sustainable, and resilient neighborhoods for all.

NEXT STEPS

1. Beginning the redevelopment of the Soap Factory will help build momentum for East Harbour. (2019 – 2022)
2. Bringing in a partner to help figure out the objectives for a community energy plan. (2018 – 2020)
3. By 2023, East Harbour aims to have achieved initial occupancy of the first complete phase of development, as well as a fully-functional multi-modal transit hub and flood protection.

EAST HARBOUR RETAIL RENDERING

ASSETS AND AMENITIES

» Identity and Pride of place - WayFinding (District signage, entryways)
» Placemaking to enhance pedestrian realm
» Parks, plazas and recreational spaces
» Safe and connected pedestrian and bike trails
» Destinations: Shopping, services, dining and lodging options

TRANSPORTATION + MOBILITY

» Well connected regionally and locally
» District serving transportation systems through TMA’s (Circulators, last-mile connections -Emry Go-Round; University City Lucy etc.)
» Transit Hubs - Serving as connection points to local and regional transit services
» Bikeshare and Carshare options within the district

SOURCE: WRT, DUTCH KILLS GREEN

SOURCE: MOVE MINNEAPOLIS TMO

SOURCE: MOVE MINNEAPOLIS TMO

SOURCE: MOVE MINNEAPOLIS TMO
BEST PRACTICES

GENERATION PARK (HOUSTON, TX)

1,500 ACRE AREA A MASTER-PLANNED MIXED-USE BUSINESS DISTRICT

MOBILITY
» Biking, walking, ridesharing, buses, CarShare “WayToGo”

MIX OF USES:
» Range of residential neighborhoods - single family to multifamily
» Amenities – dining, schools, childcare, entertainment
» Shopping and – Farmers Market
» Services – Library and community center
» Future Development of a signature transit center facility and urban plaza
» Parks and Recreation - 50 miles and 26,000 abundant acres of recreational parks and trails,

MANAGEMENT: ENERGY CORRIDOR MANAGEMENT DISTRICT
» Created by Texas State Legislature in 2001 with the mission to improve, enhance and promote; ability to manage, finance and develop the public improvements
BEST PRACTICES

HOUSTON ENERGY CORRIDOR

MOBILITY
» Biking, walking, ridesharing, buses, CarShare “WayToGo”

MIX OF USES:
» Range of residential neighborhoods - single family to multifamily
» Amenities – dining, schools, childcare, entertainment
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MANAGEMENT: ENERGY CORRIDOR MANAGEMENT DISTRICT
» Created by Texas State Legislature in 2001 with the mission to improve, enhance and promote; ability to manage, finance and develop the public improvements
THE U.S. 19/BAY VISTA SUBAREA includes several dispersed residential neighborhoods (including single-family, multi-family, and mobile home parks) and auto oriented retail and commercial corridors. The US-I9 corridor is one of the most heavily traveled arterial roadways in the County and provides a north-south potential for future premium transit service and improved pedestrian and bicycle crossings. The area suffers from a disjointed land use pattern with a lack of character or identity.

There is an opportunity to create truly live-work mixed use nodes that increase the density/intensity of development with new multifamily residential and employment activities with improved access and amenities while also creating enhanced connections between existing residential neighborhoods and work centers.
SUBAREA: U.S 19/BAY VISTA

MULTI-MODAL FRAMEWORK

- ROOSEVELT BOULEVARD ENHANCEMENTS
- CONNECTION TO DUKE ENERGY TRAIL
- CONNECTING RESIDENTS WITH TRANSIT AND EMPLOYMENT OPPORTUNITIES

CATEGORIES

- FDOT Gateway Express Improvements
- Regional Highways/Interstates
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Gateway/Entry Points/Placemaking Potential
- Significant Intersections + Cross Connections

LOCATOR MAP

BASE DATA SOURCE: PGIS

43
DEVELOPING THE FRAMEWORK

**SUSCEPTIBILITY TO CHANGE ANALYSIS**

1) Near Term Redevelopment Opportunity
   - Vacant Land
   - On-Market
   - Public Ownership
   - Easily Consolidated

2) Long Term Redevelopment Opportunity
   - Densification of large office parks
   - Consolidation and redevelopment of large parcels

3) Long Term Redevelopment Opportunity
   - Consolidation and redevelopment of small parcels

4) Stable Properties
   - Industrial & Office Parks
   - Hotels/Long Term Services

5) Public Infrastructure (Least Susceptible to Change)
   - Public Infrastructure
   - Utilities
   - Schools + Institution

6) Existing Residential Areas

7) Naturally Constrained Land
   - Wetlands, drainage, and environmentally sensitive land
DENSIFY OFFICE PARKS AND KEY NODES TO CREATE MIXED-USE TOWN CENTERS

MIXED-USE LIVE WORK DISTRICT AROUND 126TH AVE N AND 66TH ST N

CREATING CONNECTIONS TO EMPLOYMENT CENTERS AND AMENITIES FOR RESIDENTS AND WORKERS

LEGEND

- Open Space/Green Infrastructure
- Public Infrastructure (Least Likely To Change)
- Stable/Longterm Industrial/Commercial
- Eco-Industrial Park
- Mixed-Use Employment
- Town Center/Mixed-Use
- Commercial Gateway
- Significant Intersections + Cross Connections

BASE DATA SOURCE: PGIS
SUBAREA: U.S 19/BAY VISTA

OPEN SPACE FRAMEWORK

- Neighborhood Trail Connections
- Utilizing the Cross Bayou Canal as a Blueway Trail
- Connecting residential and commercial centers to Duke Energy Trail

LEGEND

- FDOT Gateway Express Improvements
- Regional Highways/Interstate
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Open Space/Green Infrastructure
DISTRICT ELEMENTS

GATEWAY MIXED-USE TOWN CENTER

DEFINITION: A walkable mixed-use development that includes amenities, housing and employment opportunities leveraging transit with pedestrian access and sense of place.

BENEFITS:
» Provides amenities, housing diversity, and employment opportunities in a walkable environment
» Density and clustering of uses support transit improvements
» Provide opportunities for mixed-income and diverse housing options in densely populated areas
» Create hubs for gathering, leisure, and recreation serving larger area

FEATURES OF A MIXED-USE TOWN CENTER:
» Incorporates multiple uses in a planned dense environment
» Can be served by district energy and stormwater systems
» Connected to regional transportation infrastructure
» Walkable environment with placemaking features (landscaping, lighting, etc) and active streetscapes

SOURCE: WEST PALM BEACH CITY PLACE
DISTRICT ELEMENTS

GATEWAY MIXED-USE TOWN CENTER

JOBS + COMMERCE + AMENITIES

» Retrofit of existing office parks
» Increased density and employee amenities
» Shared parking and circulation resources
» Open space and recreational amenities
» Childcare, healthcare, and activities

TRANSIT + PLACEMAKING

» Connected to regional transportation improvements; Walkable streets oriented to transit infrastructure
» Complete streets with bicycle amenities and improved pedestrian crossings
» Celebrate local history and character. Create spaces for gathering and community interaction with art, landscaping, and streetscape.
THE CARILLON / TOYTOWN subarea includes portions of the Carillon mixed-use business park as well as significant infrastructural assets including the wastewater treatment plans, landfill and underutilized land. Portions of the area have high visibility from the existing regional thoroughfares and highways that bisect the area and the surrounding residential neighborhoods.

The existing Toytown landfill is an opportunity and an impediment for redevelopment of major portions of the sub-area. The area is auto dominated with isolated residential areas that are not well connected to job centers, services or amenities.
SUBAREA: CARILLON/TOYTOWN

MULTI-MODAL FRAMEWORK

- ROOSEVELT BOULEVARD ENHANCEMENTS
- CONNECTION TO DUKE ENERGY TRAIL
- INCREASED CONNECTIVITY ACROSS I-275 AND TOYTOWN LANDFILL SITE

CATEGORIES

- FDOT Gateway Express Improvements
- Regional Highways/Interstate
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Gateway/Entry Points/Placemaking Potential
- Significant Intersections + Cross Connections

LOCATOR MAP

BASE DATA SOURCE: PGIS
SUBAREA: CARILLON/TOYTOWN

DEVELOPING THE FRAMEWORK

SUSCEPTIBILITY TO CHANGE ANALYSIS

1) Near Term Redevelopment Opportunity
   - Vacant Land
   - On-Market
   - Public Ownership
   - Easily Consolidated

2) Long Term Redevelopment Opportunity
   - Densification of large office parks
   - Consolidation and redevelopment of large parcels

3) Long Term Redevelopment Opportunity
   - Consolidation and redevelopment of small parcels

4) Stable Properties
   - Industrial & Office Parks
   - Hotels/Long Term Services

5) Public Infrastructure (Least Susceptible to Change)
   - Public Infrastructure
   - Utilities
   - Schools + Institution

6) Existing Residential Areas

7) Naturally Constrained Land
   - Wetlands, drainage, and environmentally sensitive land

BASE DATA SOURCE: PGIS
SUBAREA: CARILLON/TOYTOWN

LAND-USE FRAMEWORK

- OPPORTUNITY FOR A CLEAN ENERGY AND INDUSTRIAL DISTRICT
- ROOSEVELT BOULEVARD ENHANCEMENTS
- CONNECTION TO DUKE ENERGY TRAIL
- UTILIZE TOYTOWN SITE FOR RENEWABLE ENERGY PRODUCTION AND POSITION AS A RESOURCE FOR IMPROVING AREA RESILIENCY
- CONNECTING RESIDENTS WITH TRANSIT AND EMPLOYMENT OPPORTUNITIES

LEGEND

- Open Space/Green Infrastructure
- Public Infrastructure (Least Likely To Change)
- Eco-Industrial Park
- Mixed-Use Employment
- Mixed-Use Live Work District
- Town Center/Mixed-Use
- Commercial Gateway
- Significant Intersections + Cross Connections

BASE DATA SOURCE: PGIS
SUBAREA: CARILLO/TOYTOWN

OPEN SPACE FRAMEWORK

- Green space connections to Tampa Bay and Gateway Preserve
- Connecting neighborhoods and assets across I-275
- Building on existing stormwater infrastructure

LEGEND

- FDOT Gateway Express Improvements
- Regional Highways/Interstate
- Existing Local Network
- Proposed Street Connections
- Proposed Circulator Network
- Existing Trails
- Proposed Trails
- Planned Blueways
- Open Space/Green Infrastructure
CASE STUDY

TAMPA’S WESTSHORE DISTRICT

QUICK FACTS

» 7,650 Acres (Approx 10-square miles)
» Adjacent to Tampa International
» Connected to major highways

MANAGEMENT:

» Westshore Alliance is a membership-based organization of business and community leaders

WORKFORCE

» 96,000 Employees
» 4,000 Businesses
» 13 million sf office space
» Ave. Employee Wage: $57,888

MIXED USE DISTRICT

» 15,000 Residents – Growing residential neighborhoods with 1,300 units planned/under construction
» Recreation (Courtney Campbell 10-mile trail) and Entertainment
» 35+ Hotels and Meeting Space
» 6 Million SF Retail and Restaurants
» 13 Schools

IMAGE AND DATE SOURCE: WWW.CHOOSEWESTSHORE.COM
LEGEND

- FDOT Gateway Express Improvements
- Regional Highways/Interstate
- Existing Local Network
- Proposed Street Connections
- Existing Trails
- Proposed Trails
- Planned Blueways
- Open Space/Green Infrastructure
- Public Infrastructure (Least Likely To Change)
- Eco-Industrial Park
- Mixed-Use Employment
- Mixed-Use Live Work District
- Town Center/Mixed-Use
- Commercial Gateway
PART III

NEXT STEPS
STRATEGIES TO ACHIEVE VISION

ADDITION OF GATEWAY MASTER PLAN
DISTRICT ORGANIZATION (P3)/GOVERNING ENTITY
IDENTIFICATION/BRANDING/WAYFINDING
DETAILED SITE & PROPERTY ASSESSMENTS
PROPERTY ACQUISITION
IMPLEMENTATION OF DISTRICT PROJECTS
1) PUBLIC INFRASTRUCTURE IMPROVEMENTS
2) TRANSIT NETWORK
ONGOING MANAGEMENT AND MONITORING

KICKOFF + ORGANIZATION

PROJECTS + ACTION ITEMS

ONGOING MANAGEMENT

KEY COMPONENTS OF MASTERPLAN IMPLEMENTATION

PROPERTY ACQUISITION/ PARCEL CONSOLIDATION
PUBLIC INFRASTRUCTURE IMPROVEMENTS
PUBLIC AND PRIVATE FINANCING
DEVELOPING THE MASTER PLAN

NEXT STEPS

REFINE MASTER PLAN FRAMEWORK BASED ON SMT AND STAKEHOLDER INPUT

DEVELOP UP TO 3 (TOTAL) LAND USE AND TRANSPORTATION SCENARIOS FOR GATEWAY DISTRICTS

IDENTIFY PERFORMANCE MEASURES FOR EVALUATION OF SCENARIOS

CONDUCT EVALUATIONS:
» ECONOMIC DEVELOPMENT – SB FRIEDMAN
» TRANSPORTATION & MOBILITY – KIMLEY HORN
» INFRASTRUCTURE – KIMLEY HORN (CIVIL)
» RESILIENCY – ATELIER TEN

FDOT EVALUATION OF GATEWAY LAND USE FRAMEWORK

DEVELOPMENT OF DESIGN GUIDELINES

RENDERINGS OF KEY OPPORTUNITIES

IMPLEMENTATION STRATEGIES AND RESOURCES

IDENTIFICATION OF CATALYST SITES/EARLY ACTION PROJECTS
THANK YOU!

STAY INVOLVED:

GATEWAYMASTERPLAN.ORG

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