



City of Tarpon Springs, Florida

324 E. PINE STREET
P.O. BOX 5004
TARPOON SPRINGS, FL 34688-5004
(727) 938-3711

MARK G. LECOURIS
CITY MANAGER

December 15, 2017

Rodney S. Chatman, AICP
Planning Division Manager
Forward Pinellas
310 Court Street
Clearwater, FL 33756

**RE: Planning & Place-Making (PPM) Grant
City of Tarpon Springs Application**

Greetings Mr. Chatman,

Please find our application for the Planning & Place-Making Grant attached. We are very excited for this opportunity to advance the goals and objectives of our existing Special Area Plan and form-based / transect-based code, previously created through decades of forward-thinking planning work.

The City of Tarpon Springs and Forward Pinellas share the vision of connected, people-centric neighborhoods and destinations that foster a venerable sense of place. As this work strengthens our local community it simultaneously lifts our entire region. We greatly appreciate this effort by Forward Pinellas to assist local governments with funding for meaningful community development and we look forward to participating in this process!

Sincerely,

A handwritten signature in black ink, appearing to read "Mark LeCouris", with a stylized flourish at the end.

Mark LeCouris
City Manager

Planning & Place-Making (PPM) Grant Pilot Program

A copy of the Planning & Place-Making (PPM) Grant Pilot Program application may be downloaded from the Forward Pinellas website at www.forwardpinellas.org. This application must be completed and submitted to Forward Pinellas via email to rschatman@forwardpinellas.org by 5:00 p.m. on December 16, 2017 in order for the project to be considered for funding.

Instructions: Provide the information requested below.

PART ONE: PROJECT SUMMARY	
Project Title:	Activate Tarpon Springs!
Project Description: Briefly describe the project, location, scope of work, and activities to be funded by the PPM grant.	An economic profile of an identified Activity Center with an existing Special Area Plan encompassing the Tarpon Springs Sponge Docks and Community Redevelopment Area that will illuminate the many opportunities for innovative urban design and quality economic development. Work will include a professional market analysis, an outline of two highest and best use redevelopment scenarios for selected prototype project sites, and a business retention / recruitment strategy by consultants chosen through a competitive bid process.
PPM Funds Requested:	\$50,000
Local Matching Funds (if any):	\$20,000 City of Tarpon Springs \$25,000 Tarpon Springs Community Redevelopment Area \$5,000 Tarpon Springs Chamber of Commerce (in-kind services)
Total Project Cost: (PPM Funds + Local Matching Funds)	\$100,000
Local Government: Project Manager: Title: Street Address: City, State, and ZIP Code: Phone: Email:	City of Tarpon Springs Karen Lemmons Economic Development Manager 324 East Pine Street Tarpon Springs, FL 34689 (727) 943-4932 klemmons@ctsfl.us
Partner Agency (if any): Project Manager: Title:	Tarpon Springs Chamber of Commerce Jean Hungville President

PART TWO: PROJECT ELIGIBILITY AND EVALUATION CRITERIA

The following information is required to evaluate your application based on the criteria and standards outlined in the PPM Grant Pilot Program Guidelines.

I. PROJECT ELIGIBILITY SCREENING CRITERIA

A. Application Authorization

Attach a copy of the resolution or letter signed by the Mayor or Chairperson of the elected body authorizing submittal of the application, directing the city manager/county administrator/chief administrative officer to assign staff resources to the project, and committing any matching funds to the project. See Exhibit 4 of the PPM Grant Pilot Program Guidelines for a copy of a sample resolution.

B. Funding Eligibility

Pinellas County local governments are the only eligible recipients of these funds. Non-profit and community-based organizations may be partners with local governments but cannot directly apply for funding. Grant recipients will be required to execute an interlocal agreement with Forward Pinellas in order to receive reimbursement of eligible expenses. Contact Rodney Chatman, AICP at 727-464-8250 or rschatman@forwardpinellas.org if you have questions.

II. PROJECT EVALUATION CRITERIA

- A. Project Description** - Provide a detailed description of the project, the land use and/or transportation challenges that it is intended to address, how it will address those challenges, and how the project relates to the Planning & Urban Design Principles of the Countywide Plan. This section should also discuss the project's history, including a description of any previously completed components, as well as any relationship to improving resiliency and/or sustainability within the community. The applicant may use this section to place the project in a broader context of other initiatives being pursued by the local government.

Project Description (*one page maximum*):

Activate Tarpon Springs! is intended to illuminate the numerous opportunities for quality economic development and redevelopment in an identified Activity Center; the Tarpon Springs Sponge Docks and the Tarpon Springs Community Redevelopment Area (CRA). Work will include a professional market analysis, an outline of highest and best use redevelopment scenarios for two selected prototype project sites, and a business retention / recruitment strategy tailored to the Sponge Docks and the Community Redevelopment Area.

The goal of this project is to inform our planning and economic development work with the most current and sophisticated market research in order to maximize the potential made possible by the foundation laid in the Special Area Plan (SAP), which is directly aligned with the Activity Center. The objective of the market analysis is to produce an accurate picture of the current demographic, economic, real estate, and market demand within the SAP

boundaries. The objective of the highest and best use redevelopment scenarios is to illustrate the potential resulting from the center, corridor, and district redevelopment standards at two high-profile sites currently being marketed within the Activity Center. The objective of the business retention / recruitment strategy is to strengthen and enhance strategies for the City and the CRA to follow to retain and expand our existing businesses and recruit businesses most likely to fulfill the vision set forth in Pinellas by Design, the Countywide Plan, and the Tarpon Springs Comprehensive Plan.

Our SAP is a transect-based and form-based code using Smart Growth and New Urbansim principles including human-scale character and safe walkability. It is intended to achieve the vision Tarpon Springs shares with Forward Pinellas for connected, people-centric neighborhoods and destinations that reinforce community identity, livability, and increased public wealth (Forward Pinellas, 2017). The SAP closely follows the Planning & Urban Design Principles of the Countywide Plan and wholly exemplifies the “innovative approaches to context-sensitive land use planning and/or place-making” called for in the Planning & Place-Making (PPM) Grant Pilot Program Guidelines (p.2). The SAP evolved from the City of Tarpon Springs Downtown Development Action Plan (CTS-DDAP) created in 2000. By 2001, the CTS-DDAP grew into a guide for the formation of the Tarpon Springs Community Redevelopment Area and ultimately the related SAP was adopted in March 2011.

The need for a detailed, professional market analysis and business retention / recruitment strategy is well documented and longstanding. The most recent economic profile conducted specifically for the City of Tarpon Springs is nearly twenty years old and a business retention / recruitment plan, although repeatedly recommended, has been deferred even longer. In 2005, Pinellas by Design: An Economic Development and Redevelopment Plan for the Pinellas community (EDRP), identified Tarpon Springs as a mainland tourist destination and an employment center for Pinellas County. Action Program #2 in the Strategies & Implementation chapter of the EDRP emphasizes the importance of creating and sustaining the environment necessary for quality redevelopment (p. 68). The Pinellas County Economic Development Recommendations published in 2014 reiterates the repeated calls for communities to “fund and implement a comprehensive economic development program” to include a business retention and recruitment plan and a marketing strategy (p. 9).

In 2009 the City applied for a Preserve America federal grant to help fund a two-pronged study that would have included a market analysis with scenario testing and a business retention / recruitment strategy. Funding never materialized for that project despite persistent need. The 2009 scope of services / project statement estimate was approximately \$120,000 for 790 consultant/support staff hours. The referenced estimate was for the greater Tarpon Springs planning area. By narrowing the focus of the project to within the SAP boundaries, the efforts and expenditures will be concentrated to make the most of our available resources.

The City is now actively marketing multiple high-profile redevelopment opportunities within the Activity Center / SAP boundary. While private-sector interest is increasingly high, proposed projects have thus far fallen short of the potential made possible by Special Area Plan. As myriad forces inevitably change the U.S. Highway 19 Corridor, the *place* that is defined by the SAP will become all the more important to the way people experience North Pinellas County. The justification for this study has been made many times over. Funding for a market study and scenario analysis coupled with a business retention / recruitment strategy is the key to unlocking decades of effort towards the development of regulatory tools and urban design guidelines intended to result in quality redevelopment in Tarpon Springs.

- B. Project Location** - Provide a map or map series of the project area that identifies the geographic location where the work will be performed. The map or map series should also include any relevant information (i.e., location of existing or planned Activity Centers or Multimodal Corridors, significant destinations in the area, existing or future land development projects or significant transit, roadway, and/or bicycle and pedestrian facilities) that will have an impact on the project.
- C. Project Partners** - Provide a description of any partner agencies or organizations that will be part of the project team. Include an overview of the agency or organization and what role they will play in the completion of the project.

Project Partners: Tarpon Springs Chamber of Commerce

The Tarpon Springs Chamber of Commerce works to develop new and existing businesses in the City of Tarpon Springs through educational opportunities, networking and information sharing.

Their role in Activate Tarpon Springs! will be to assist in the coordination of business owner participation in the market analysis, the hosting of charrettes, and information sharing.

- D. Project Schedule & Budget** - Include a brief narrative of the project schedule in the space below including an overall timeline that identifies all major project milestones. The narrative should also include a description of any matching funds and a brief explanation of all budgetary expenditures.

Project Schedule & Budget: As a significant portion of the SAP is in the CRA and the project provides a direct and relevant benefit to the CRA, \$25,000 will come from the CRA fund. The remaining city contribution of \$20,000 will come from the General Fund. Our partner, Tarpon Springs Chamber of Commerce, estimates their in-kind services at \$5,000.

The City will advertise a Request for Proposals via DemandStar for a competitive bid to perform a market analysis and business retention / recruitment strategy tailored to the Special Area Plan boundaries upon the execution of the Interlocal Agreement with Forward Pinellas. Responses will be evaluated by committee and the winning bid will be notified immediately upon decision. We expect the contract between the City of Tarpon Springs and the selected vendor to stipulate that agreed upon work will be completed within one year.

We expect the following tasks to be completed as part of this project: 1) Market Analysis, 2) Meetings, Interviews, & Charrettes with existing business community through in-kind coordination with the Tarpon Springs Chamber of Commerce, 3) Prototype Project Scenarios for two selected sites, and 4) Retail Implementation / Business Retention & Recruitment Strategy.

III. REQUIRED & SUPPORTING MATERIALS

The following is a checklist of required and supporting materials for the Planning & Place-Making (PPM) Grant Pilot Program application:

- ☒ Completed application form
 - ☒ Resolution or letter authorizing the application
 - ☒ Documentation of the commitment of other matching funding
 - ☒ Map or map series showing the project location and any other relevant information
 - ☒ Letter(s) of support from any community groups, agencies or organizations is recommended but not required (optional)
 - ☒ Aerial photographs or other photographs depicting existing conditions (optional)
- Please ensure all graphic materials are legible.

RESOLUTION NO. 2017-44

A RESOLUTION OF THE CITY OF TARPON SPRINGS, FLORIDA; AUTHORIZING THE FILING OF AN APPLICATION FOR GRANT FUNDS THROUGH FORWARD PINELLAS THROUGH THE PLANNING & PLACE-MAKING (PPM) GRANT PILOT PROGRAM, COMMITTING LOCAL MATCHING FUNDS, STATING THE ASSURANCE OF THE CITY OF TARPON SPRINGS TO COMPLETE THE PROJECT, AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, \$50,000 of planning funds are available to local governments through the Planning & Place-Making Grant Pilot Program in Fiscal Year 2018; and

WHEREAS, the City of Tarpon Springs wishes to receive \$50,000 in grant funds for the "Activate Tarpon Springs!" project; and,

WHEREAS, "Activate Tarpon Springs!" will include a professional market analysis and a business retention / recruitment strategy tailored to the Sponge Docks and the Community Redevelopment Area (CRA) that will illuminate the numerous opportunities made possible, in part, by the Special Area Plan for quality economic development and redevelopment in the Tarpon Springs Sponge Docks and CRA.

WHEREAS, The City of Tarpon Springs understands that funding through the Planning & Place-Making Grant Pilot Program is fixed at the budgeted amount, and therefore any cost increase cannot be expected to be funded through this grant program; and,

WHEREAS, The City of Tarpon Springs understands that if selected, an interlocal agreement with Forward Pinellas must be executed to access the funds, or the project award will be rescinded.

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF TARPON SPRINGS, FLORIDA:

Section 1. That the Tarpon Springs Economic Development Manager is authorized to proceed with the application process with Forward Pinellas for the Planning & Place-Making Grant Pilot Program in the amount of \$50,000 for "Activate Tarpon Springs!"

Section 2. That matching funds are committed as follows; \$25,000 from Community Redevelopment Area Funds and \$20,000 from Tarpon Springs General Fund.

Section 3. The City Clerk is hereby directed to record a certified copy of this resolution upon the public records of Pinellas County, Florida and to notify all pertinent governmental agencies of the provisions hereof.

Section 4. This Resolution shall become effective immediately upon adoption.

BE IT FURTHER RESOLVED that a copy of this resolution will be transmitted to Forward Pinellas.

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Total Project Cost: (PPM Funds + Local Matching Funds)	\$100,000
Local Government:	City of Tarpon Springs
Project Manager:	Karen Lemmons
Title:	Economic Development Manager
Street Address:	324 East Pine Street
City, State, and ZIP Code:	Tarpon Springs, FL 34689
Phone:	(727) 943-4932
Email:	klemmons@ctsfl.us
Partner Agency (if any):	Tarpon Springs Chamber of Commerce
Project Manager:	Jean Hungiville
Title:	President

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___ Aerial photographs or other photographs depicting existing conditions (optional)

Please ensure all graphic materials are legible.

PASSED and ADOPTED this 12th day of December, 2017.


CHRIS ALAHOUZOS, MAYOR


DAVID BANTHER, VICE MAYOR


REA SIEBER, COMMISSIONER


SUSAN MICCIO-KIKTA, COMMISSIONER



JACOB KARR, COMMISSIONER

MOTION BY: COMMISSIONER SIEBER
SECOND BY: COMMISSIONER MICCIO-KIKTA

VOTE ON MOTION

COMMISSIONER KARR	<u>Yes</u>
COMMISSIONER MICCIO-KIKTA	<u>Yes</u>
COMMISSIONER SIEBER	<u>Yes</u>
VICE MAYOR BANTHER	<u>Yes</u>
MAYOR ALAHOUZOS	<u>Yes</u>

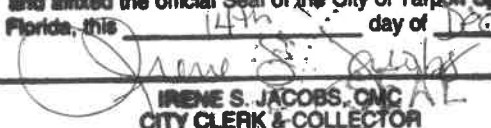
ATTEST:

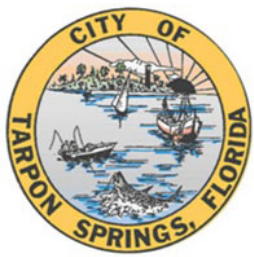

IRENE S. JACOBS, CMC
CITY CLERK & COLLECTOR

APPROVED AS TO FORM:


JAY DAIGNEAULT
CITY ATTORNEY

I, IRENE S. JACOBS, CMC, City Clerk and Collector of the City of Tarpon Springs, Florida, hereby certify that the attached and foregoing is a full, true, complete and correct copy of the original of which is now in the original records of the City.
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official Seal of the City of Tarpon Springs, Florida, this 14th day of December, 2017.


IRENE S. JACOBS, CMC
CITY CLERK & COLLECTOR



Activate Tarpon Springs!

Legend

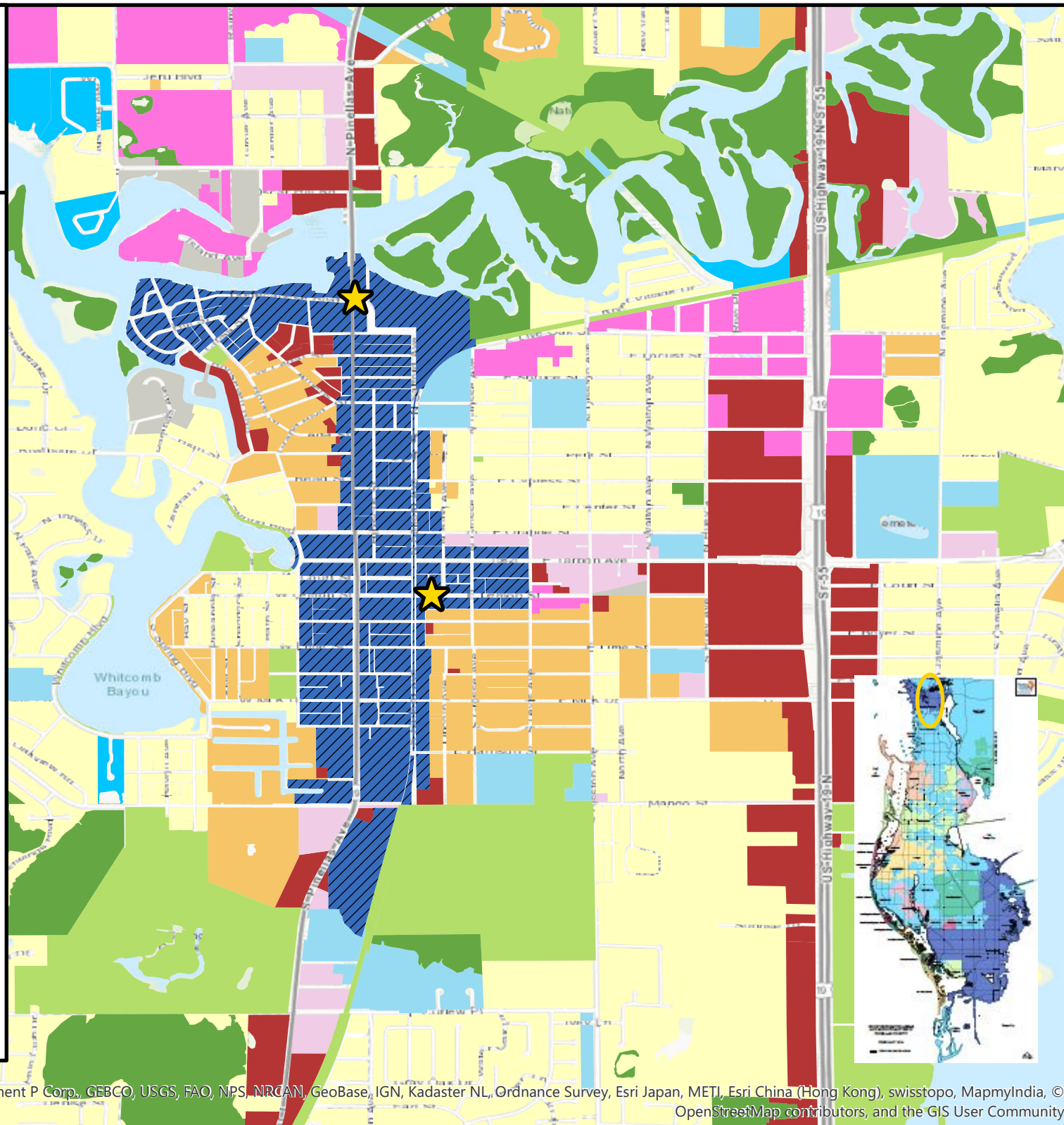
★ Prototype Project Site

//// TS Special Area Plan

Countywide Land Use

- Activity Center
- Employment
- Industrial
- Multimodal Corridor
- Office
- Preservation
- Public/Semi-Public
- Recreation/Open Space
- Residential High
- Residential Low Medium
- Residential Medium
- Residential Very Low
- Resort
- Retail & Services
- <all other values>

0 0.13 0.25 0.5 Miles





Tarpon Springs Chamber of Commerce
1 N. Pinellas Avenue #B
Tarpon Springs, FL 34689
Phone: (727)937-6109 Fax: (727)937-2879
www.tarponspringschamber.org

DISCOVER TARPON'S TREASURES

Forward Pinellas
Rodney Chatman AICP, Planning Division Manager
310 Court Street
Clearwater, FL 33756

December 12, 2017

Dear Mr. Chatman:

I am writing this letter to express support for the City of Tarpon Springs application for a Forward Pinellas grant. This grant will pay for a marketing study and a business retention/recruitment strategy for the Community Redevelopment Area and the Sponge Docks.

The Tarpon Springs Chamber of Commerce works closely with the City of Tarpon Springs on many projects. We have seen the City shape itself through the creation of a Community Redevelopment Area, a Special Area Plan, and by adopting a Smart Code form-based zoning code. All of these form a solid base for potential development and redevelopment, especially as it relates to community identity, livability, and walkability. This grant will allow the City to take the next step by conducting a professional marketing and business retention/recruitment strategy to encourage and bring in the quality development that the prior planning studies have called for.

The Chamber will be providing a matching \$5,000 through in-kind services by coordinating workshops, sending emails blasts to our membership, producing educational materials, as needed, and any other services that will support this project.

Our Chamber pledges to work with the City throughout this grant process and beyond. Together we are willing partners in seeing the City grow and prosper.

Sincerely,

Jean Hungiville
President/CEO
Tarpon Springs Chamber of Commerce



Citizens Alliance For Progress Inc.

401 East Martin Luther King Jr. Drive
Tarpon Springs, Florida 34689

December 14, 2017

Forward Pinellas
Rodney Chatman AICP, Planning Division Manager
310 Court Street
Clearwater, FL 33756

Dear Mr. Chatman,

Citizens Alliance for Progress, which operates the Union Academy Family Center, wholeheartedly supports and endorses the grant application from the City of Tarpon Springs for the Activate Tarpon Springs! Project. Citizens Alliance for Progress has been an integral part of the Tarpon Springs community for 35 years, offering education, social, and community programs for children, youth and adults. As such, we understand the important relationship between residents and their community, and the impact that community planning has on establishing a sense of place with the city.

This grant will help reinvigorate our central business and tourist districts, which are the City's main activity centers, by developing strategies and providing data that can be used to bring in the quality development that was envisioned by the creation of the Special Area Plan and Smart Code. With these planning tools in place, the Community Redevelopment Area and Sponge Docks has made great strides within the past several years, and a professional market analysis will take those efforts to the next level, showing what can be done in a small City that has adopted innovative planning initiatives.

On behalf of Citizens Alliance for Progress and the Union Academy neighborhood, we enthusiastically support the Activate Tarpon Springs! Grant application.

Sincerely,

David Archie
Executive Director



TARPON SPRINGS MERCHANTS ASSOCIATION
P O BOX 2793
TARPON SPRINGS FL 34688
tarponspringsflorida@gmail.com

December 13, 2018

Forward Pinellas
Rodney Chatman AICP
Planning Division Manager
310 Court Street
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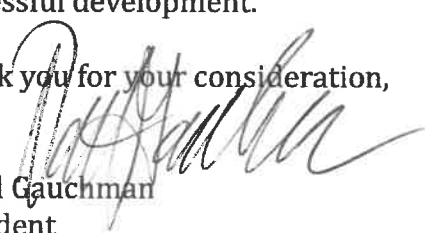
Dear Mr. Chatman:

The Tarpon Springs Merchants Association enthusiastically supports the grant application by the City of Tarpon Springs for their project, Activate Tarpon Springs!

As business owners primarily located in the Downtown, Sponge Docks and the Alternate 19 corridor, we understand the need for a professional market analysis that will help take our business corridor to the next level. The Merchants Association represents more than 100 business owners, many whom have been here decades, and others who are relatively new. We all have seen growth in the past few years after years of stagnant activity. We believe the creation of the Community Redevelopment Area and the adoption of the Special Area Plan and Smart Code give the City a solid foundation to attract and retain businesses. However, it has been slow at best and many areas remain vacant, underutilized, or have constant tenant turnover.

A professional study will provide the tools the City needs for attracting the quality of development that the Special Area plan has detailed. As members of the Merchants Association, we support the City's growth and have worked hard to develop events that attract thousands to our Downtown and Sponge Docks, including the very successful First Fridays that began two years ago. We believe this grant project could be a model for other cities to show how planning initiatives can spur successful development.

Thank you for your consideration,


David Gauchman
President



Tarpon Springs Art Association

November 28, 2017

Michelle Wagner
City Planner
City of Tarpon Springs
324
east Pine St.
Tarpon Springs, FL 34689

Dear Ms. Wagner,

The Tarpon Springs Art Association is pleased to support the City of Tarpon Springs' grant application titled "Activate Tarpon Springs!" We feel the city will represent the visual arts businesses and organizations very well and look forward to the possibility of receiving this grant.

Sincerely,

Heather Risley

Heather Risley
Executive Board, Special Events

P. O. Box 1177, Tarpon Springs, FL 34688

Laying the Foundation ~ East Lemon Street



*Pure People Power ~ The Potential
of The Pinellas Trail*



*It's Happening on
Hibiscus Street!*

