

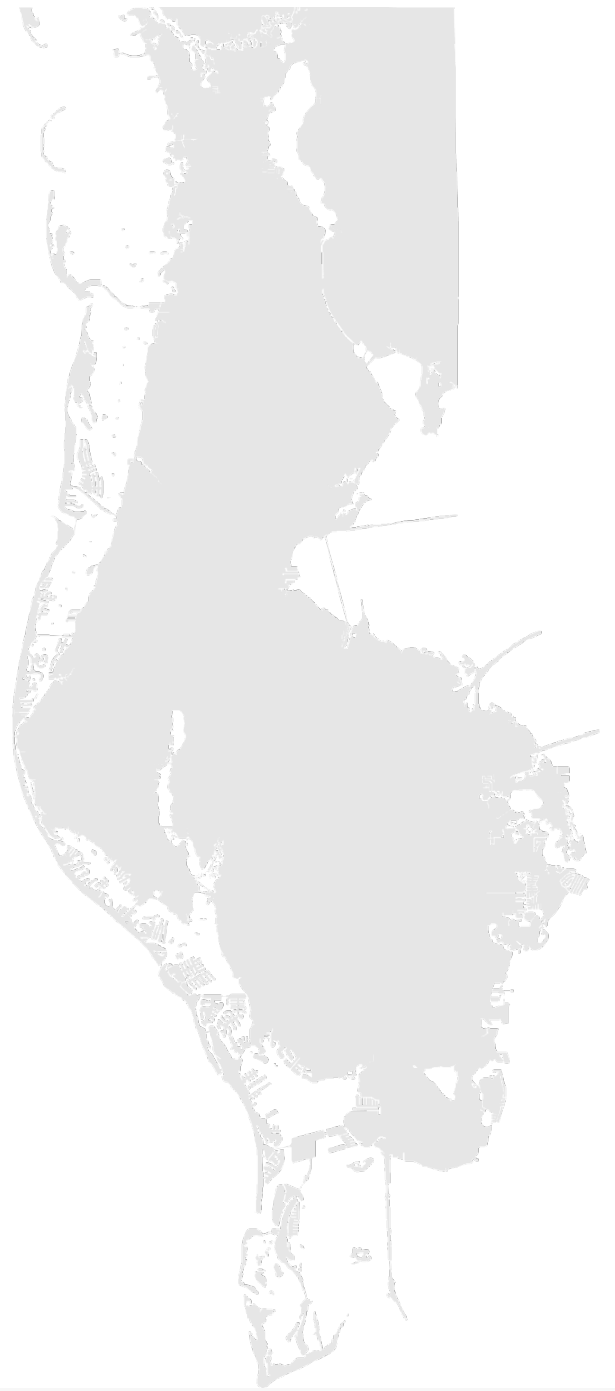


**FORWARD
PINELLAS**
Integrating Land Use & Transportation

INDIAN ROCKS BEACH
GULF BOULEVARD
VISIONING STUDY
CITY COMMISSION MEETING

February 13, 5-6 PM

Indian Rocks Beach City Hall



Introduction to the Visioning Study

- Purpose- develop a comprehensive vision for IRB with a focus on Gulf Blvd
- Study provides guiding principles for implementation of the vision
- Reflect identified priorities based on public input
- Direct development/redevelopment in a strategic manner
- Basis for making desired changes to:
 - Land Development Code
- Study built on 2009 plan: *Indian Rocks Beach Special Area Plan: A Vision for Growth and Development*, by USF



INDIAN ROCKS BEACH - SPECIAL AREA PLANS "A VISION FOR GROWTH AND DEVELOPMENT"



CITY OF INDIAN ROCKS BEACH, FLORIDA
JUNE, 2009



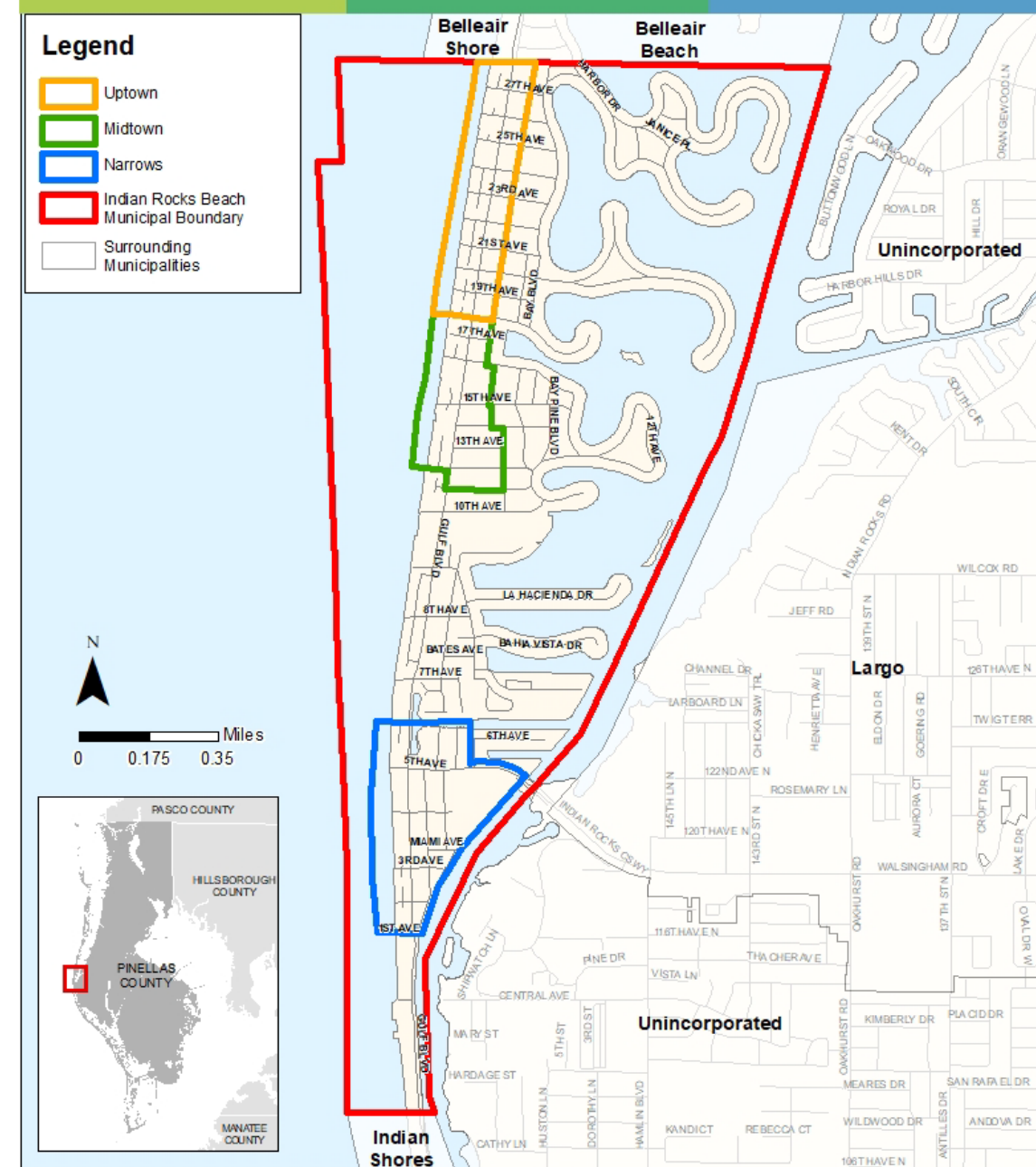
FLORIDA CENTER FOR COMMUNITY DESIGN + RESEARCH
SCHOOL OF ARCHITECTURE AND COMMUNITY DESIGN
UNIVERSITY OF SOUTH FLORIDA

Putting the Vision in Context

- 2009 Special Area Plan (SAP) divided City into three commercial areas:
 - The Uptown Commercial Area- 28th Ave south to 22nd Ave
 - The Midtown Commercial Area- 18th Ave south to 11th Ave
 - The Narrows- 6th Ave south to 1st Ave
- Commercial areas were re-examined and used to evaluate retail potential within each area
- Some of the boundaries have shifted to reflect the community's new priorities



Indian Rocks Beach Commercial Areas



Visioning Process for Indian Rocks Beach

The first step was to reevaluate 2009 SAP

An existing conditions and indicators analysis, public workshops, and stakeholder interviews were conducted

SB Friedman Development Advisors conducted a retail market assessment

Comparable communities were identified:

- Anna Maria Island
- Siesta Key
- Safety Harbor
- Dunedin

Four key overarching themes were identified:

- Economic Vitality
- Community Character
- Transportation and Mobility
- Quality of Life and Environmental Protection

Indicators Development and Processing



Data Gathering



Model Development



Visualization and Interpretation

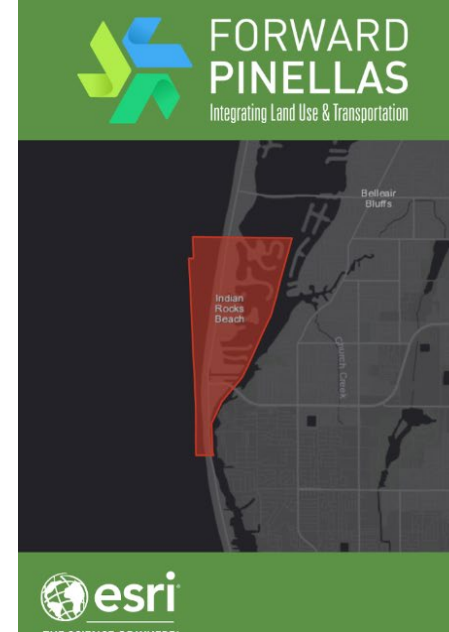


Conclusions



Demographics

Visual dashboards that highlight existing conditions and historical trends.



POPULATION TRENDS AND KEY INDICATORS

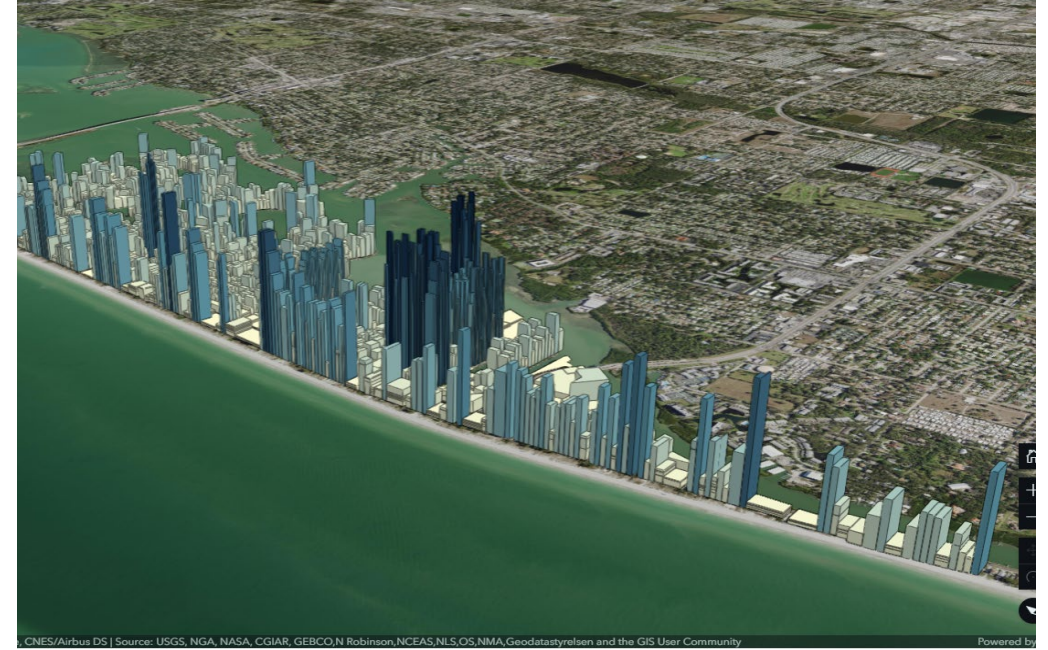


Key Indicators





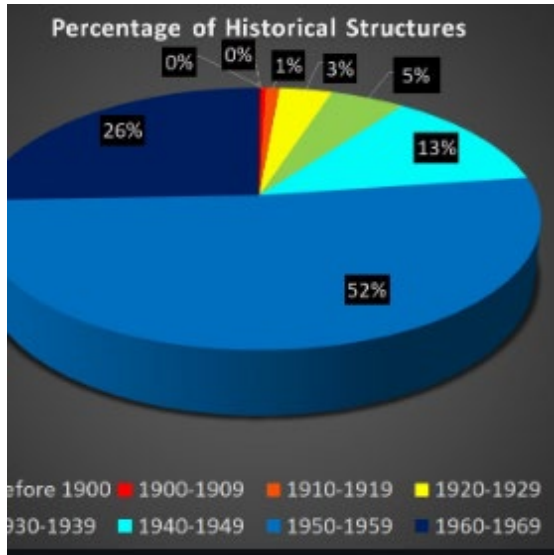
- Redevelopment potential extruded by highest potential for redevelopment
- ***Not a proposed building height***



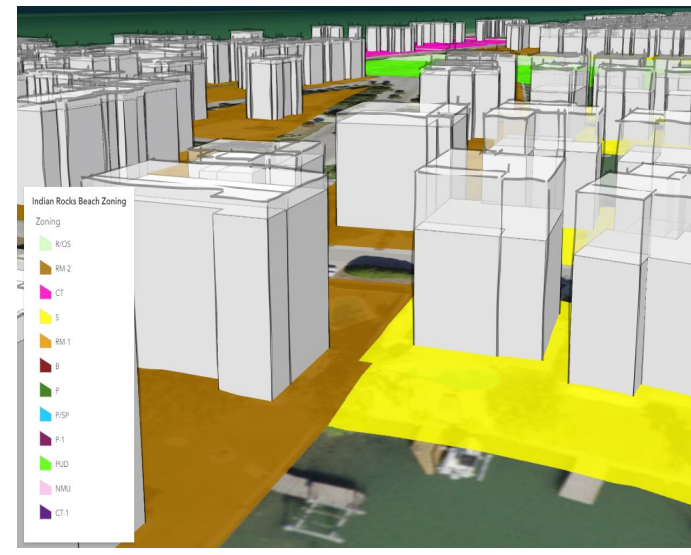
- Municipal taxable values per acre extruded by highest value per acre
- ***Not a proposed building height***

Economic Vitality

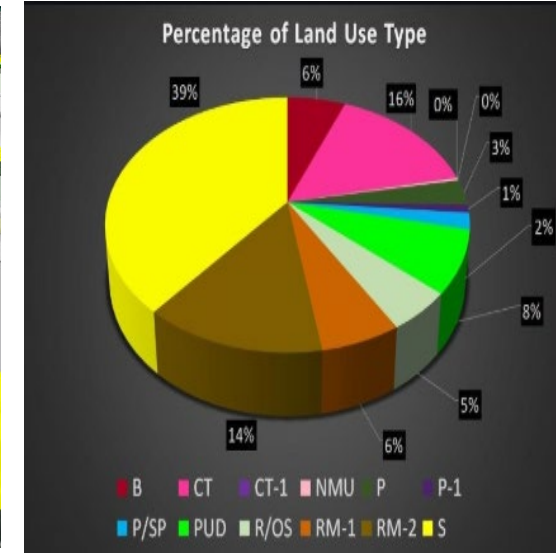
- Municipal Taxable Values
- Redevelopment Potential



- Historical structures extruded by age
- ***Not a proposed building height***



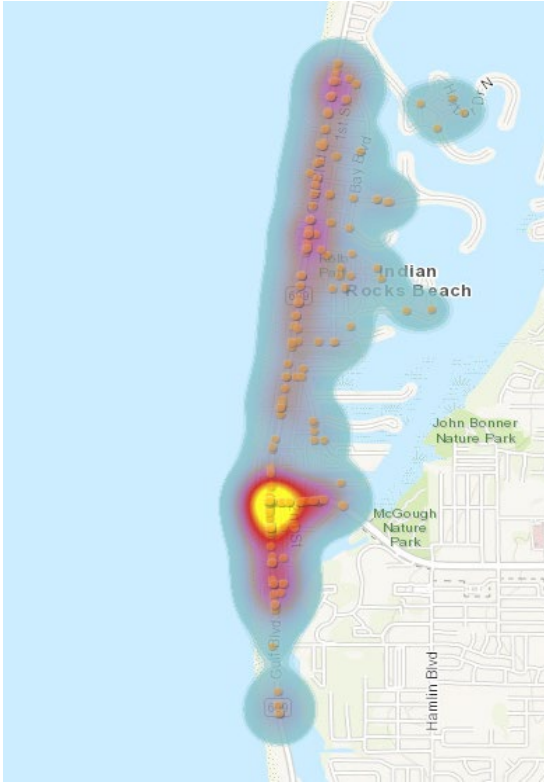
- Currently allowed heights (35-46') compared to maximum height (50') throughout IRB
- ***Not a proposed building height***



Community Character

- Maximum Allowable Heights Based on Land Use Category
- Historical Structures

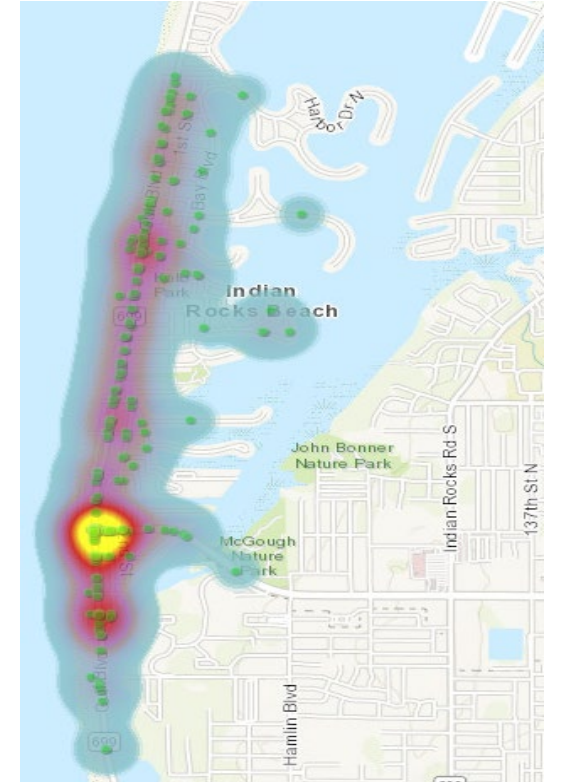




- 2008 Traffic Crashes



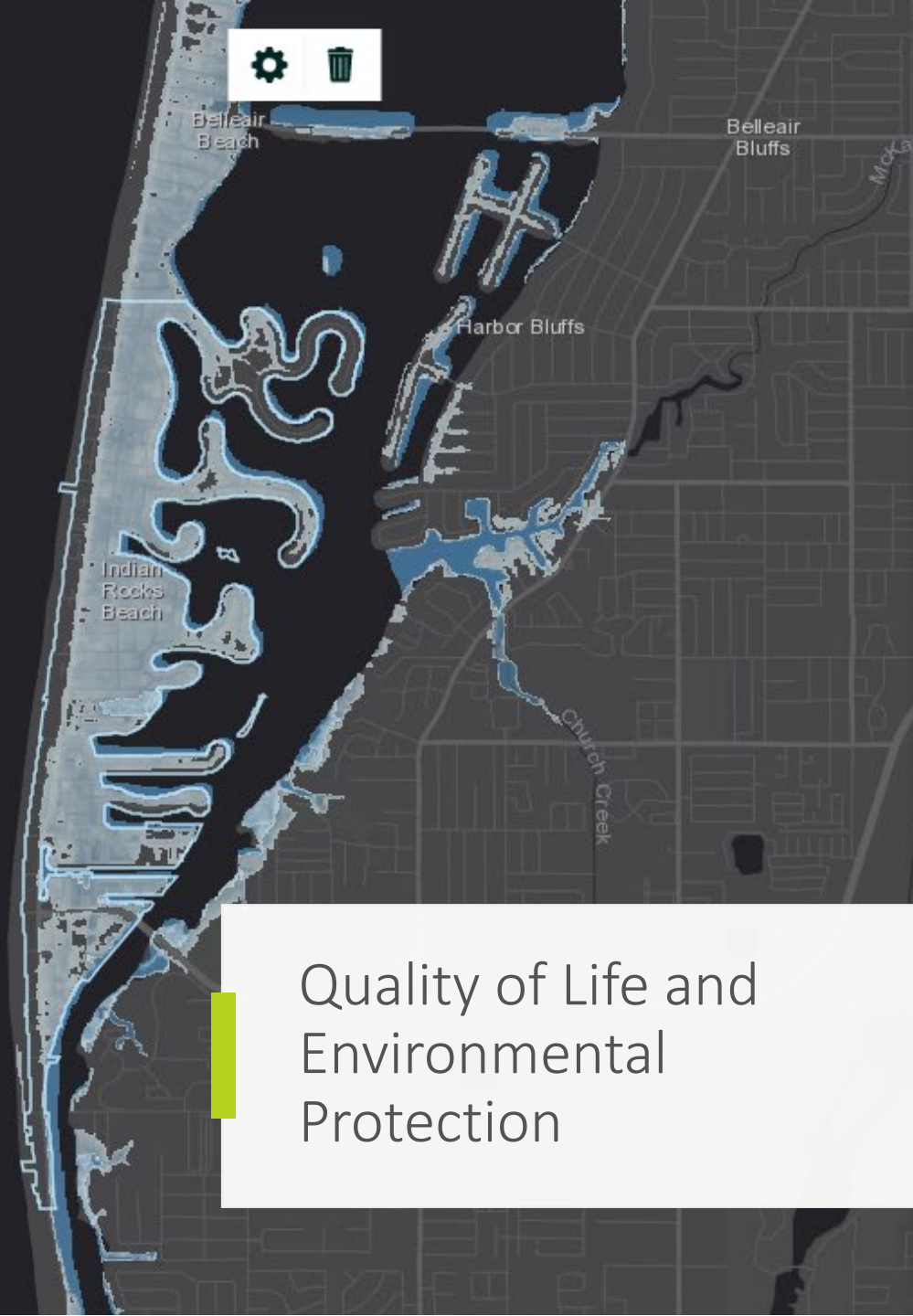
- PSTA ridership in IRB
- ***Not a proposed building height***



- 2018 Traffic Crashes

Transportation and Mobility

- 10 Year Traffic Crash Averages
- PSTA Ridership



Sea Level



Layers



- ▶ ☒ Sea Level Rise 1 ft ...
- ▶ ☒ Sea Level Rise 4 ft ...
- ▶ ☐ Sea Level Rise 7 ft ...
- ▶ ☐ Sea Level Rise 10 ft ...

Quality of Life and
Environmental
Protection

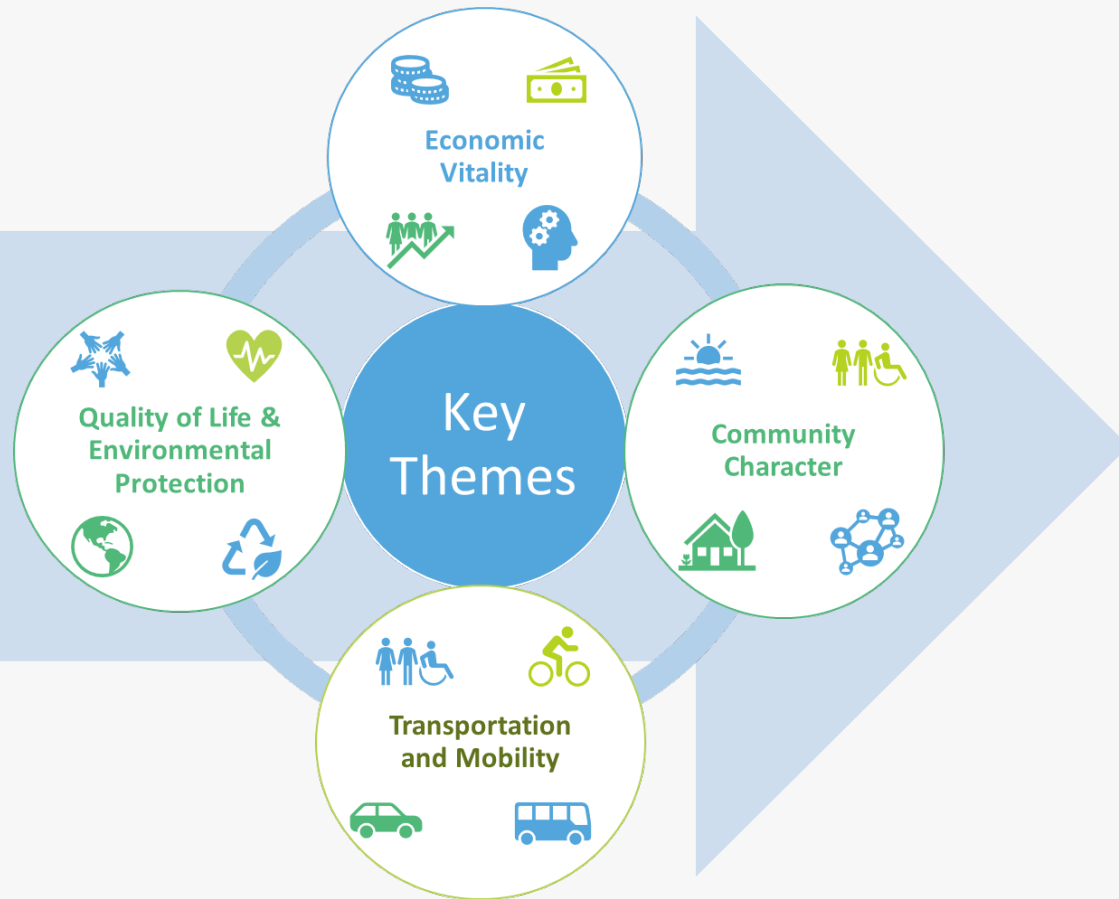
Sea Level Rise

Conclusions

- Residential uses yield highest return on investment.
- Residential makes up the greatest percentage of land use.
- Indian Rocks Beach saw a decrease of traffic crashes by about 3%. Indian Rocks Beach contains the third highest used transit stop along Gulf Boulevard.
- Indian Rocks Beach will be affected heavily by sea-level rise in the future.



Visioning for Indian Rocks Beach



What
we've
learned

Strategies
to address
what
we've
learned

Guiding
Principles

Vision



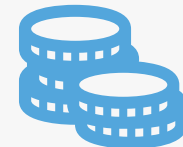
Economic Vitality – Vision and Guiding Principles

Vision:

- Promoting a vital local economy that is nourished by community support, where businesses are accessible and where visitors, residents, and business owners share a sense of belonging. In this community, we live, work, and play with the beach always in mind.

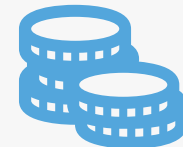
Guiding Principles:

- Encourage the success of local small businesses/ create a business-friendly environment
- Enhance commercial areas so that they serve as destinations



Economic Vitality – Conclusions and Proposed Recommendations

- The Narrows and Uptown identified as highest potential areas for a smaller-format grocer
- The Narrows could likely support more restaurant development
- **Near Term (1-2 years):**
 - Conduct a future study to identify potential impact of vacation rentals on the local economy
 - Partner with organizations and develop programs that provide information and professional networking opportunities for small businesses
 - Work to identify potential challenges to the start-up of small businesses



Community Character – Vision and Guiding Principles

Vision:

- Preserving the City's small-town atmosphere and providing a walkable community while encouraging small-scale strategic development and promoting our "Old Florida" feel through the preservation of the community's historic resources.

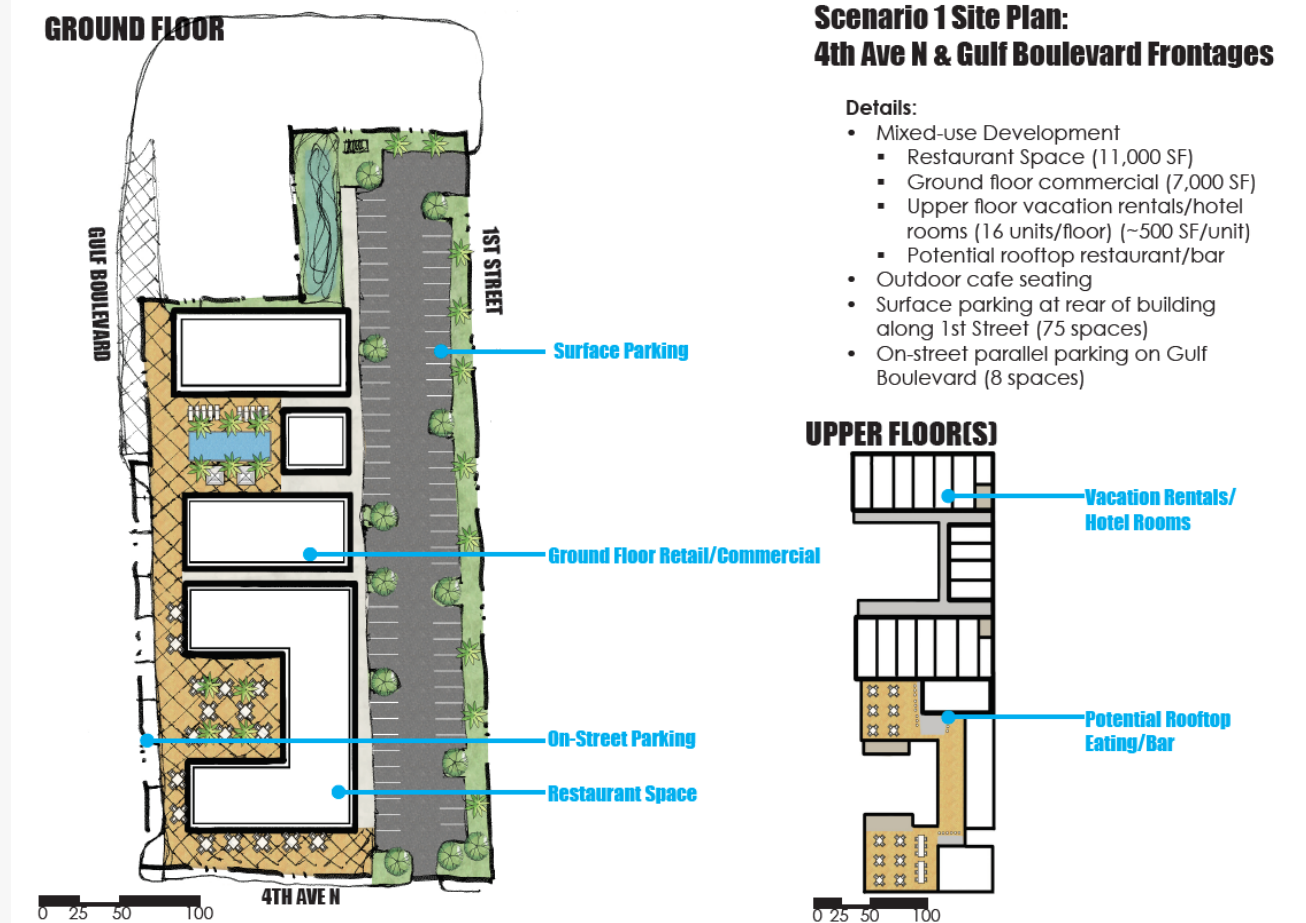
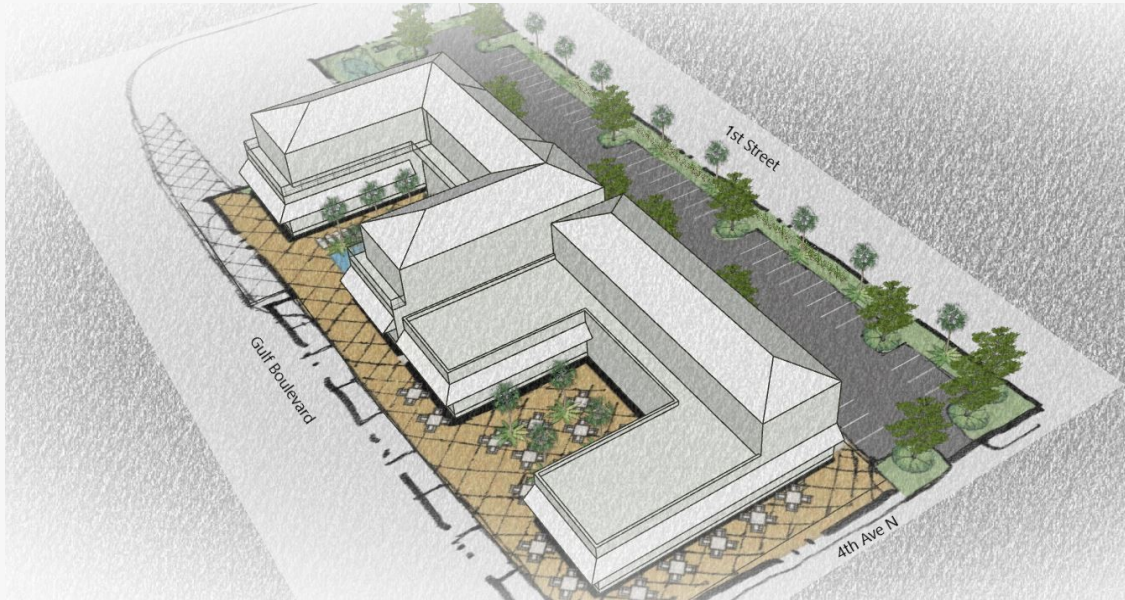
Guiding Principles:

- Preserve the existing character and form of the community
- Encourage strategic, small-scale commercial development
- Preserve the community's historic resources
- Incorporate public art and streetscaping



Community Character – Conceptual Site Plan Scenario

■ Crabby Bill's Site



Community Character – Conclusions and Proposed Recommendations

■ Near Term (1-2 years):

- Work to update the LDC to provide additional clarity
- Develop a summary table of zoning districts and work to simplify the shared parking matrix
- Add elements to the LDC to encourage a pedestrian-scale environment
- Make parking requirements more flexible



■ Mid-Term (2-4 years):

- Determine if and where the City would like mixed-use development- will require development incentives
- Consider implementation of a historic preservation strategy



Transportation and Mobility – Vision and Guiding Principles

Vision:

- Continuously striving for the creation of a congestion-free, walkable, bikeable community that promotes and values the safety of all road users.

Guiding Principles:

- Develop a transportation network that enhances mobility options
- Promote congestion reduction
- Foster a safe walkable and bikeable environment
- Provide transportation options that are convenient and affordable



Transportation and Mobility – Conclusions and Proposed Recommendations

Near Term (1-2 years):

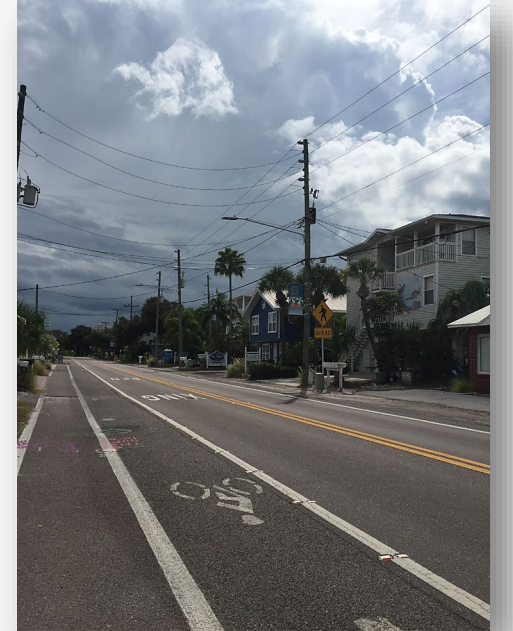
- Issue a RFI from circulator service providers to gauge interest and find out potential costs
- Incorporate elements to improve pedestrian visibility
- Conduct a parking study
- Launch an educational campaign or engage in the Safe Streets Pinellas effort to raise awareness of bicycle and pedestrian safety laws



Transportation and Mobility – Conclusions and Proposed Recommendations

Mid-Term (2-4 years):

- Incorporate curb space for rideshare services and consider creating an e-scooter policy
- Install infrastructure elements to reinforce lower speed and increase safety for bicyclists
- Consider incorporation of sidewalks within the commercial areas as needed
- Incorporate additional bike parking, bike parking incentives, and a bike valet service at events



Long Term (4+ years):

- Offer incentives for developments that include additional bicycle parking or covered trolley/transit stops.



Quality of Life and Environmental Protection – Vision and Guiding Principles

Vision:

- Maintaining a thriving beach community that fosters a safe, livable, and clean environment with a passion for wildlife and beach protection and preservation.

Guiding Principles:

- Encourage open space preservation
- Create a more resilient community
- Maintain stormwater and drainage infrastructure
- Encourage beautification efforts throughout the community



Quality of Life and Environmental Protection – Conclusions and Proposed Recommendations

Near Term (1-2 years):

- Develop a Stormwater Master Plan to ensure they are providing enhanced stormwater and drainage infrastructure
- Encourage the use of floodproofing methods

Mid-Term (2-4 years):

- Model for sea-level rise and storm surge to project potential impacts in the future and incorporate climate change countermeasures into capital improvement planning
- Consider use of green infrastructure planning to identify community ecological assets and preserve them and identify indicators to measure and ensure ecosystem health over a period of time





Next Steps

- Finalize report and publicize on City's website and Forward Pinellas website
- City Commission should engage public to determine which strategies/ recommendations they would like to implement
- Implementation of recommendations





**FORWARD
PINELLAS**

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Questions?

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