

## **CITY OF INDIAN ROCKS BEACH GROWTH & REDEVELOPMENT VISIONING STUDY PUBLIC VISIONING WORKSHOP MEETING SUMMARY**

June 19, 5-7 PM  
Indian Rocks Beach City Hall, 1507 Bay Palm Blvd

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The Indian Rocks Beach Growth and Redevelopment Visioning Study Public Visioning Workshop kicked off at 5 PM with welcoming remarks from Indian Rocks Beach Mayor Joanne “Cookie” Kennedy. Whit Blanton, Executive Director of Forward Pinellas, introduced the project team in attendance, which consisted of Christina Mendoza and Hilary Lehman from Forward Pinellas, and Geoff Dickinson, Caitlin Amos, and Pasan Perera from SB Friedman. Christina Mendoza was introduced as the project manager for the visioning study. Whit stated that the team from SB Friedman will be conducting a retail market analysis as part of the study. The retail market analysis will evaluate retail market potential and economic feasibility for various land uses within the community. Their research will be incorporated into the visioning study.

Following introductions, Whit provided a brief overview of Forward Pinellas as an organization, and its roles and responsibilities. He reviewed the meeting purpose and introduced the group activity session. Meeting attendees were asked to provide up to 5 key outcomes they would like to see from this community visioning effort. Responses were recorded on sticky notes and placed on a wall in the auditorium. Team members then organized the notes around common themes.

Following the group activity, Whit provided an overview of the study goals and objectives. The purpose of the visioning effort is to develop guiding principles that will be used to define specific strategies, policies and actions designed to shape the future of Indian Rocks Beach in a way that reflects the goals and priorities of the residents. SB Friedman provided an overview of the retail market analysis they will be conducting to provide analytical support for the viability of certain types of development in the city.

The sticky notes from the group activity session reflected several overall topics, and used as a kick off for further discussion with the participants. Major topics that emerged from the discussion include:

### Transportation

- The use of golf carts and electric vehicles within the community
- The use of rideshare services and their impact on curb space and parking
- Traffic congestion along corridor, north end of Indian Rocks Beach, at Walsingham Rd, and bottlenecks throughout the community
- High traffic speeds on Gulf Blvd
- Visibility of vehicles turning onto Gulf Blvd from cross streets
- Concern over parking availability and location
- Trolley service- would like more clarity on routes
- Bicycle and pedestrian safety improvements – bike lanes/ crosswalks/ design speed of roadways/ explore alternative routes to biking/ walking along Gulf Blvd/ promote walkability

### Development

- Interest in maintaining the “small-town” vibe in the community

- No large scale high rise development
- Concern over vacation rentals – would like to regulate
- Concern over the number of vacant lots
- Public art to help reinforce an “identity” in the community
- Promote locally owned businesses/restaurants
- Create aesthetically consistent design guidelines
- Mixed-use considerations
- Identified uses that are missing:
  - Office space
  - Gourmet/ healthy grocery stores
  - Reciprocal with Pinellas County Library System
  - High-end upscale restaurants

### Infrastructure

- Burying power lines
- Underground utilities
- Signage – too cluttered
- Incorporation of Streetscaping
- Drainage – concern over flooding and puddling

Following the discussion, Whit closed the meeting with some final remarks, and thanked participants for attending. The kick-off workshop occurred after a day of individual and small group interviews the team held with several business owners, residents and elected officials in the city. The interviews were designed to help understand some of the issues from different perspectives. The next workshop will be scheduled for September, with the project to be completed by the end of the year.

Some participants asked if additional meetings could be coordinated between members of the project team and individual residents or businesses to discuss ideas. There will be continuing opportunities for this kind of dialogue. Any project updates will be posted on project webpage on the Forward Pinellas website: <http://forwardpinellas.org/projects/indian-rocks-beach-visioning-study/>. In addition, participants who signed in at the meeting will be notified of upcoming meetings. For questions regarding the project, please contact Christina Mendoza, at 727-464-5693, or [cmendoza@forwardpinellas.org](mailto:cmendoza@forwardpinellas.org).