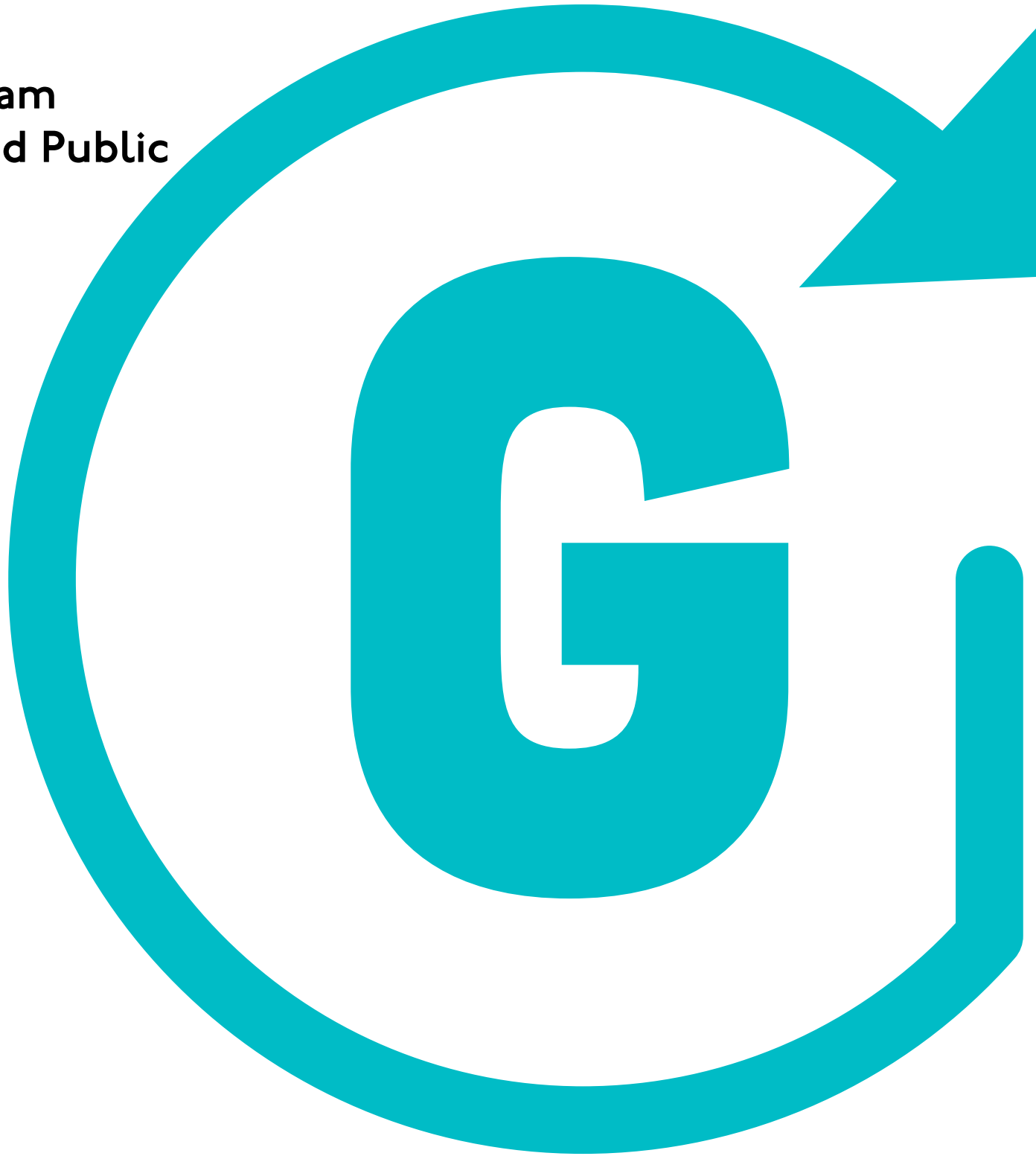


# Gateway Master Plan

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Study Management Team  
(SMT), Stakeholder, and Public  
Workshops Summary

Nov-Dec 2018



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## **WRT | Prime Consultant Leading Planning, Urban Design, Architecture, Landscape Architecture**

- » Yogesh Saoji, Professional in Charge, Planner + Urban Designer
- » Garlen Capita, Project Manager, Senior Associate, Urban Designer
- » Mary Morton, Associate, Planner + Urban Designer
- » William Wellington, Planner + Urban Designer

## **SB Freidman Development Advisors | Market Analysis/Fiscal Impact**

- » Geoff Dickinson, Senior Vice President
- » Caitlin Amos, Associate Project Manager

## **Kimley-Horn | Multi-Modal Planning & Civil Engineering Services**

- » Jared Schneider, Project Manager, Senior Planner
- » Dawn M. Dodge, P.E.

## **Vrana Consulting, Inc | Local Liaison/ Public Outreach + Engagement**

- » Tammy Vrana, President

## **Atelier Ten | Environmental Planning, Resiliency Strategies**

- » Benjamin Shepherd, Director
- » Molly Eagen, Environmental Designer



# Meeting Overview

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## CHARETTE # 3

WHEN:

**TUESDAY, NOV 13TH, 2018  
9:00-12:00PM**

WHERE:

**ST.PETE COLLEGE EPICENTER  
(ROOM 2-304)**

NUMBER OF ATTENDEES

**19**

The project team gave a brief presentation to kick-off the charette. The presentation provided an overview of the planning process to date as well as key elements of the master plan framework.

Following the presentation, WRT led a discussion with SMT members. The following page contains the key takeaways from the discussion.

## KEY TAKEAWAYS

### OVERALL TRANSPORTATION FRAMEWORK / COMMENTS ON TRANSPORTATION ISSUES RELATED TO SUB-AREAS.

- » I-275 replacement of NB Howard Frankland Bridge feasibility as transit spine; ranked high for Long Range Transportation Plan
- » Rebuilding Howard Franklin Bridge to include trail
- » Trail connections provide opportunities for leisure, jobs and daily commute, connections; Trail design should consider climate (extreme heat; rain events...)
- » What does FDOT define as Intermodal?
- » The Gateway Express is design-build so plans, graphics, and video are not accurate of what is being constructed; need to be updated and specific ramp locations to be defined; limited interchanges
- » Will Howard Franklin include rail? 1960s bridge to be demolished; 1990s bridge to kept can accommodate future light rail.
- » 150th Avenue circulator is an opportunity to connect Bay Vista, Tri City Plaza to Downtown Largo; Downtown loop in ST. Pete is a local model funded by PSTA, City and Private entities; it helps take employee cars off the streets
- » A major road improvement is planned for Roosevelt Boulevard from Dr. ML King Jr. Street to the Gateway Express, which provide access to and from the Gateway Express.
- » The improved street connection along 110th Avenue North makes sense.
- » Proposed transit improvements should be coordinated with what PSTA is proposing in their Advantage Pinellas Plan.
- » A transit route should be shown on 49th Street.
- » The transit spine on US 19 makes sense, since that is another top PSTA route.
- » The idea of providing a circulator network makes sense as a way to connect the greater Gateway area. Ridership may be increased by extending the route further east towards the higher density land use on 4th Street, either on 110th Avenue North or 116th Avenue North.

### LAND USES / SUB-AREA LAND USE FRAMEWORKS

- » 15-18 acre Sunshine Industrial Center is for sale provides a near-term opportunity
- » Largo Activity Center - A consultant will be brought on board for the US 19 Roosevelt Corridor; Reposition US 19 - Opportunity exists for more office and light manufacturing along US 19
- » New hotel in mixed-use center is a great opportunity; there is a need for a mid-size hotel with conference space
- » Potential conflicts between open space and residential recommendations (ex. Feather Sound).
- » In overall future land use and redevelopment strategy, there needs to be a balance between high tax value employment uses and low tax value uses like open space and other public amenities throughout the area and municipalities.
- » Ulmerton Road has high speed, high volume traffic and a large majority of the green time at intersections is given to Ulmerton Road. Cross connections at the intersections are important, but some thought will be needed as to how they can be accomplished. These intersections already have the standard crosswalk treatments.

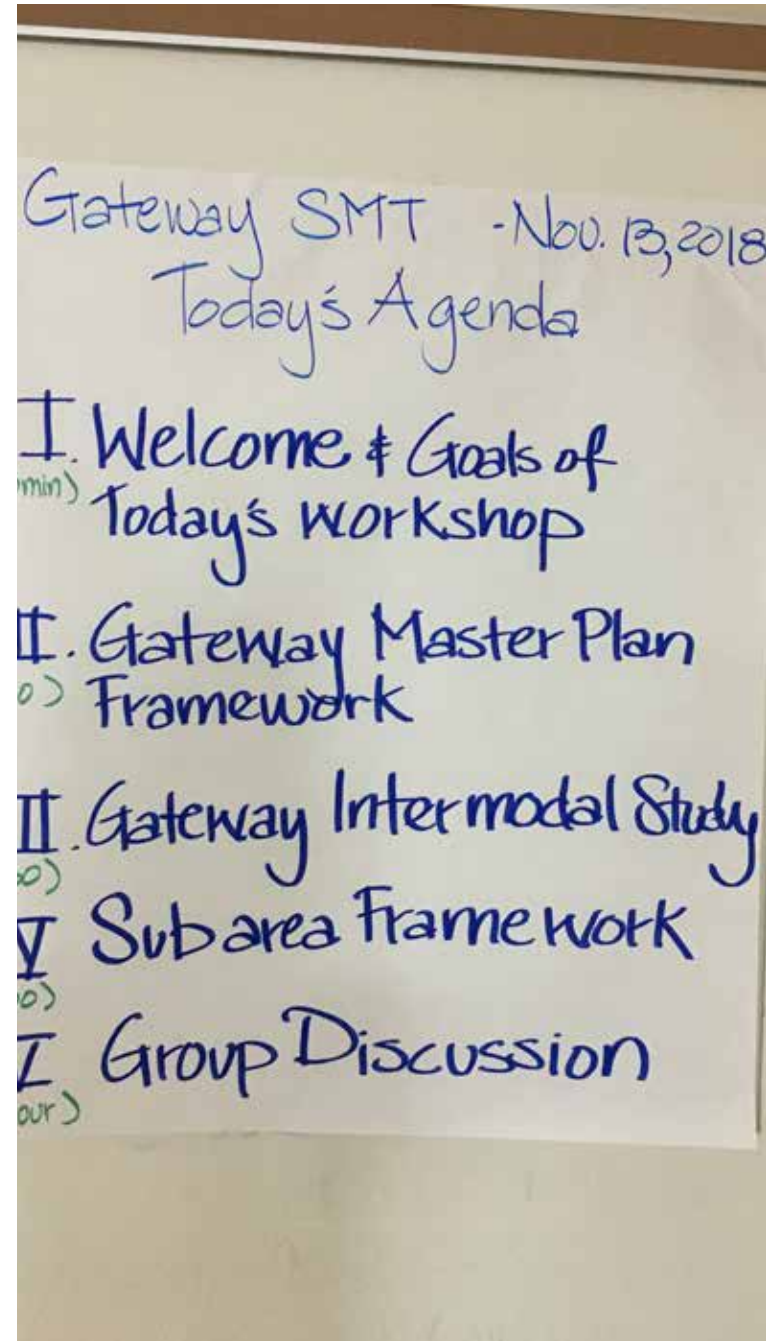
### OTHER COMMENTS

- » Land assembly is a priority to accomplish this vision.
- » Questions about "eco-Industrial" and what it is intended to achieve?
- » Resiliency piece with Atelier Ten seems like a good partner and approach.
- » Concept of Shared Resiliency Hubs should be elaborated on and discuss where and what they will have.
- » Focus on the districts and land use; Focus there first that's the 'meat and potatoes' before going to trails, open space and other amenities.
- » The term town center should be clearly defined. Should there be a variety of different centers based on a hierarchy of intensity, degree of mix of uses and character.
- » References to Low Impact Development strategies should be elaborated on and include potential examples.

- » Recommendations to increase landscaping should be elaborated on, and should take into account the existing requirements across constituent municipalities.
- » Roosevelt Blvd from US 19 to the Bayside Bridge should be shown as a multimodal corridor.

## GATEWAY INTERMODAL STUDY

- » WSP FDOT Consultants for the Gateway Intermodal Study handed out a diagram of sites evaluated for future Intermodal. SMT participants had a number of questions and comments related to the site selection criteria and process for site selection.
- » How is FDOT defining intermodal? What types of modes are being considered?
- » Why is PSTA site not considered? It's just parking now. Could it be redeveloped?
- » Why are other potential mix-use sites not part of the criteria?
- » Consider sites with easy, direct access of off I-275
- » The future Intermodal needs to be a community hub the FDOT study should consider land uses
- » Brightline is coming to Tampa how will Pinellas County leverage this?



# Meeting Overview

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## PINELLAS PARK PUBLIC WORKSHOP

WHEN:

**TUESDAY, NOV 13TH, 2018  
5:30–7:30PM**

WHERE:

**PINELLAS PARK  
AUDITORIUM  
7690 59TH ST N  
PINELLAS PARK, FL 33781**

NUMBER OF ATTENDEES

**9**

The meeting began with a brief presentation from the consultant team, followed by an interactive workshop where participants shared their experiences as Gateway area stakeholders and provided their feedback on the framework developed by the core team. Key takeaways from stakeholder discussions are summarized below:

Stakeholders commented on the importance of having a grand vision for the area to guide incremental investment. Projects such as future circulators or road connections will benefit from the framework developed during this process. Discussion also addressed the need for the plan to incorporate a strong environmental framework to address water quality and stormwater issues. The area adjacent to the Cross-Bayou Canal is of particular importance.

Regarding transportation, there were questions on what impact the Gateway Express project will have on local congestion, will areas near access ramps become bottlenecks? How can development encourage fewer car trips and further placemaking goals?





# Meeting Overview

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## ST. PETERSBURG PUBLIC WORKSHOP

WHEN:

**WEDNESDAY, NOV 14TH, 2018  
5:30–7:30PM**

WHERE:

**FRANKLIN TEMPLETON,  
140 FOUNTAIN PKWY, ST.  
PETERSBURG, FL 33716**

NUMBER OF ATTENDEES

**18**

The meeting began with a brief presentation from the consultant team, followed by a an interactive workshop where participants shared their experiences as Gateway area stakeholders and provided their feedback on the framework developed by the core team. Key takeaways from stakeholder discussions are summarized below:

- » The Regional Transportation Feasibility Study developed for I-275 should be considered as the multi-modal framework is developed.

- » Howard Frankland Bridge reconstruction will include a bike and pedestrian trail that will improve non-vehicular access across Tampa Bay
- » Proposed trail connections should be considered based on viability as actual commuting routes, and designed to handle realistic Florida weather conditions.
- » New trails should be designed with user experience in mind, incorporating foliage and lighting to create a more comfortable and safe route for pedestrians and cyclists.
- » ICOT and Carillon provide opportunities to give nearby residents (such as those at Feather Sound) mixed-use places to go for a number of activities.
- » The Gateway area provides convenient access to many regional destinations but is lacking local venues for residents to dine and find entertainment.



# Meeting Overview

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## LARGO PUBLIC WORKSHOP

WHEN:

**THURSDAY, NOV 15TH, 2018  
4:00–6:00PM**

WHERE:

**LARGO PUBLIC LIBRARY  
120 CENTRAL PARK DRIVE,  
LARGO, FL 33771**

NUMBER OF ATTENDEES

**17**

The meeting began with a brief presentation from the consultant team, followed by an interactive workshop where participants shared their experiences as Gateway area stakeholders and provided their feedback on the framework developed by the core team. Key takeaways from stakeholder discussions are summarized below:

- » A proposed circulator should extend further south to Starkey and Bryan Dairy.
- » How does the relationship between the US 19/Roosevelt Activity center relate to the proposed Bay Vista Town Center?
- » It is important for the plan to identify a phasing plan with a clearly defined starting point to implement proposed projects.

- » Plan should demonstrate it has been developed in concert with actions of other development entities in the area.
- » What target industries are envisioned locating in the Gateway? Is there potential for healthcare industries to locate in the Gateway?
- » Roads and transit improvements need to take into account future residential developments.



# Meeting Overview

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## ONE-ON-ONE CONVERSATIONS

As part of the planning process, the planning and design team is continuing to have one-on-one conversations with partners and stakeholders to develop a comprehensive plan for the Gateway area. The notes on the following pages represent a summary of conversations with the following entities:

WHO WE TALKED TO:

**PINELLAS COUNTY ECONOMIC  
DEVELOPMENT**

**ST. PETERSBURG PLANNING  
DEPARTMENT**

**ST. PETERSBURG-  
CLEARWATER INTL AIRPORT**

**LARGO PLANNING**

# KEY TAKEAWAYS

## AIRPORT AND NEARBY REDEVELOPMENT

- » Airport Master Plan Update
  - » WRT Team will receive Airport Master Plan public meeting boards.
  - » Airport Master Plan will be “high level”. It is likely that it will not show likely redevelopment opportunities.
  - » Working paper on resiliency may be included in the MP.
- » Airco Site Redevelopment
  - » Airco FAA environmental analysis will be complete around December.
  - » 45 acres of the site will be reserved for aviation related uses.
  - » Two access points to the site- Evergreen Ave + Stoneybrook Drive.
  - » Redevelopment would necessitate large amounts of fill and removal of some existing ponds.
  - » West of 34th St would could have elements of an eco-industrial park while east of it will predominantly remain an environmental buffer for Feather Sound.
  - » Airco site redevelopment will mainly include aviation and aeronautical uses, with some light industry. Development will reduce existing ponds.
  - » Airco would benefit from a ground lease where a developer plans and implements development of industrial and office but County retains ownership.
  - » Fill would be need for AirCo site to be developed..
- » Other Sites Owned by the Airport
  - » Airport Business Center is a good idea.
  - » Turtle club site west of PIE will be used for some sort of future development.
  - » Future parking garage will be located just west of the airport on the eastern side of Roosevelt.

- » Opportunities exist to redevelop and intensify current surface parking at Airport, Carillion and other areas of the Gateway.
- » Erosion observed for the area around northern tip of the airport land.

## GATEWAY AREA REDEVELOPMENT OPPORTUNITIES

- » Focus on maintaining diversity of employers in smaller industrial parcels, and incorporate new flex spaces to accommodate smaller manufacturing operations.
- » Bryan Dairy/Belcher Rainey Star redevelopment; Largest current tenant is Raytheon.
- » Redevelopment may include retail uses at the former pre-school site.
- » PCED supports new class A office space at Carillon.
- » 10 acres owned by the County near the former speedway are a possible redevelopment opportunity.
- » Derby Lane to be phased out by 2020 as a result of Amendment 13.
- » Toytown Site
  - » Toytown site managed by the county’s solid waste division.
  - » Environmental assessment completed.
  - » Site has potential for a medium or long term lease for renewable energy production.
  - » Solar Farm ideas were explored on Toytown previously but they were not evaluated further when recreation and spring training and other proposals came on but those fell apart. Solar Farm feasibility should be explored now.
- » ICOT Center Area
  - » If ICOT center were to be redeveloped there would need to be significant incentives as well as a diversity of uses to support structured parking.
  - » Uses surrounding the justice center such as bail bondsman impede higher quality development.

- » St. Pete College is reviewing their property portfolio and considering selling some of it's inventory.
- » Former Autonation site at ICOT and Ulmerton redeveloping soon with more uses.
- » Sunshine Industrial Center Parcels and Areas Around I26th
  - » Catalytic sites - What are opportunities for Sunshine Industrial Center parcels?
  - » Along I26th street the Catholic Charities property and Pinellas HOPE (referred to as "Tent City") pose a constraint to nearby redevelopment due to homeless population.
  - » There are dumping and water quality issues along the Cross-Bayou Canal around 58th and I26th streets (west side of the canal).
  - » Eastern portion of proposed Eco-Industrial district will be subject to airport related height restrictions.
- » Area around MCI drive has potential for new office or industrial development.
  - » Nearby residential development is causing issues with traffic, which would be exacerbated by more residential.
  - » Comprehensive plan currently prohibits residential development in the EC Zone and Coastal High Hazard area, complicating development around Toytown/Gandy.
- » Bon Secour Property
  - » Bon Secour Property near Gandy and Roosevelt in need of redevelopment, would need to explore site opportunities and constraints based on the location, the site was formerly a landfill.
  - » A bid for development and completed clean-up are imminent.
  - » Environmental constraints will limit development of the lot, only about a third (5/15 acres) of the land is developable.
- » Other Comments
  - » An implementation entity is critical for developing and leveraging Penny for Pinellas funds (~\$160million). There may be a list of projects already developed.
  - » How does Gateway envisioned project relate to long-range MPO

capital projects?

- » Would like to see eco-industrial approach and opportunity to develop higher value clean, industrial development implemented; while the land values may not be high enough there could be government incentives to support this approach.
- » County Economic Development requires more capacity and expertise to undertake implementation of Penny for Pinellas project; Gateway will require similar agency / resource for implementation.

## L A R G O

- » Largo "Activity Center" to include office and light manufacturing
- » Presentation of the Plan during Springtime session.
- » Underutilized former car dealerships around Whitney and US I9 pose an opportunity for redevelopment.
- » E Bay Dr and US I9 vacant parcel to be redeveloped.
- » Circulator concept need on US I9 connecting downtown with redevelopment parcels. Similar to loopier Bus.
- » Class A office is needed.
- » ICOT may be a model for redevelopment and flexibility to accommodate various uses.
- » Better distribution of community amenities needed.
- » Land Assembly may be the single most important issue.

## R E S I L I E N C Y

- » How will development be approached in Coastal High Hazard Areas?
- » Look into case studies where developers who wish to build in vulnerable land must provide capital for community shelters and other mitigation measures.
- » Norfolk Zoning Code, Coastal Resilience Overlay (mentioned as one case study).
- » For developers opting to earn points under the resilience quotient standards, the number of points that must be earned in each category



depend on the size and number of units included in the development proposal. For example, smaller developments of five or less units must earn 4 points, 1 each per component; larger developments of 200 or more units must earn 10 points, 2 per component. The resilience quotient system awards points for the following resilience measures for residential development (similar standards are tailored for non-residential development):

- » Risk reduction - elevate mechanical equipment; construct impact resistant roof; construct structure to withstand 110-mile winds; and/or install hurricane resistant shutters.
- » Stormwater management - install a green roof, rain-gardens, or other stormwater infiltration systems; use pervious paving systems; provide a community-garden space; preserve pre-development natural, native vegetation; provide for new tree-planting; and/or preserve large non-exotic trees on site.
- » Energy resilience - generate electricity with on-site solar or wind power; install geothermal heating and cooling systems; install green walls; adopt energy efficient lighting; include wiring that allows connection to solar, wind or back-up generator; install cool roof; install solar or tankless water heating system; install back-up generator; provide EV charging stations; use vegetation to shade structure; and/or install reflective shades.
- » Emergency management, mitigation methodology and fee and sea level rise .
- » Building code standards
  - » WELL Communities Framework for St.Pete can be applied here. The WELL Community is a standard developed by the International WELL Building Institute. The program uses performance metrics, design strategies, and policies to enhance the well-being of the people occupying and interacting within new developments. (Wellcertified.com)
  - » The Integrated Sustainability Action Plan (ISAP) clean energy concepts can be applied to other areas of the Gateway. St. Petersburg aims to become a healthy, resilient, and sustainable city, which requires the city to cut greenhouse gas (GHG) emissions that contribute to climate change, reduce environmental impacts, and

enhance the resiliency of the city to changing climate conditions and disruptions. Stationary energy consumption (electricity and natural gas consumed in the operation of the built environment) accounted for more than half (54%) of the city's community-wide GHG emissions in 2016. This percentage indicates that any significant reductions in GHG emissions will need to come from this source. Transitioning to clean energy also has the related benefits of improving air quality, reducing demands on an aging grid infrastructure, enhancing resiliency of energy systems, and providing opportunities for job creation and economic growth. These benefits can improve the health, livelihoods, and quality of life of St. Petersburg's residents and visitors. (St.Pete ISAP).

- » Water quality and dumping issues in Cross Bayou Canal; Repeat flooding at Mariner's Cove.
- » FDOT's stormwater management plan for the Gateway Express may need to be reviewed.

## ACCESS AND MOBILITY

- » I26th ROW is limited may not work as a complete street; trail access may need to be north or south of I26th.
- » Consider truck traffic/freight movement plan for priority routes
- » Opportunities for more N/S connections.
- » What are economic development benefits of future street connections? Prioritization of proposed projects.
- » Reducing traffic on Ulmerton provides opportunities to connect and improve safety.

# Meeting Overview

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## **GATEWAY RESILIENCY WORK SESSION**

On 12/12/18, the WRT Team held a Skype work session to focus on resiliency and infrastructure strategies for the Gateway. On the following page are the comments and questions received from that discussion.

## SHARON WRIGHT

Sustainability & Resiliency Director, City of St. Petersburg

- » Just completed and posted on the City's website ISAP Clean Energy Road map and St. Petersburg Vulnerability Assessment Summary Report
- » Need to review closer but at first glance what was presented here for the Gateway lines up with ISAP
- » VHB developed the ISAP for Ste Pete. Is VHB completing vulnerability assessment as part of the PIE Airport Master Plan? If so, it will be good to coordinate.
- » The City of St. Petersburg is using the Tropicana Fields site redevelopment as an opportunity to apply ISAP principles
- » The presentation for the Gateway included Energy goals and strategies but also should include strategies for greenhouse gas (GHG) reduction
- » St.Pete and the County have 100% clean energy goal; This goal should be part of the Gateway planning principles and vision
- » Urge team to push further on strategies and innovation for example Panasonic Smart City Innovation Showcase (Denver, Co) incorporating smart technology

## DEREK KILBORN

Manager, Urban Planning and Historic Preservation Division, City of St. Petersburg

- » We are listening carefully and will spend some time reviewing and discussing what was presented.

## RENEA VINCENT

Director, Pinellas County Planning

- » How much has the Gateway Master plan Team been in coordination with the PIE Airport Master plan team, especially related to critical sites like AirCo?
- » WRT responded that the planning and design team had several meetings with Airport Director Thomas Jewsbury and their lead

consultant ESA, and we will continue to coordinate the Gateway Master Plan effort with the PIE Master Plan team.

## THOMAS M WHALEN AND CHERYL STACKS

Transportation Planning, City of St. Petersburg

- » Related to the Green Infrastructure - We'll need to be sure the Plan includes steps toward the development of a maintenance plan that includes funding for maintenance activities.
- » We'll also want to verify the stormwater recommendations are coordinated with the recommendations that are developing with the St. Pete One Water Plan.
- » Dennis Simpson, Pinellas County Utilities Department
- » What are the needs for utilities and portable water?

## RICHARD PEREZ, PLANNING MANAGER

City of Largo

- » I wanted to share with the Largo's sustainability plan as a reference/ resource that may be of some interest as it relates to the discussion of resiliency. This year Largo became the fourth city in Florida and the 75th in the country to commit to join the Sierra Club's "Ready for 100" Renewable Energy movement. We are currently working with Duke Energy to install 7 EV stations throughout Largo.
- » The LEAP (Sustainability) Plan lays out a number of efforts that includes strategies to address infrastructure and natural resources: [https://www.largo.com/services/our\\_future\\_largo/index.php](https://www.largo.com/services/our_future_largo/index.php)



For more information about the process:  
**Chelsea Favero, AICP**  
cfavero@forwardpinellas.org  
727.464.5644

[forwardpinellas.org/spotlights/  
master-plan-gatewaymid-county-area/](https://forwardpinellas.org/spotlights/master-plan-gatewaymid-county-area/)