

**DOWNTOWN PALM HARBOR
RECOMMENDATION STATUS UPDATE**

In 2001, Pinellas County adopted a Master Plan for Downtown Palm Harbor. As over 15 years have passed since this initial adoption, County Planning Staff held a series of focus group and community-wide meetings to determine the current needs of the Downtown Palm Harbor area. Resulting from these meetings and online community engagement surveys, 11 recommendations for improvement in the downtown area have been developed, many of which will lead to specific revisions to the Master Plan for Downtown Palm Harbor. Many of the issues associated with these recommendations are interrelated and potential solutions will be coordinated. On May 18, 2017, Planning Staff presented the findings of the community engagement process and the associated recommendations to the Board of County Commissioners at a work session. The following is a summary update on the status of each of these recommendations.

RECOMMENDATION	STATUS	SCHEDULE
<p>Create a representative advisory group that can act in an advisory capacity to assist in the review of proposed Master Plan revisions and in the implementation of projects for the Downtown Palm Harbor Master Plan.</p>	<p>As specific amendments to the Downtown Palm Harbor Master Plan are drafted, County Staff will continue to work with the initial focus group set up for the community engagement process, with all meetings being open to the public. The focus group and community at-large will have the opportunity to review and comment on the proposed amendments prior to the start of the formal public hearing process.</p>	<p>Focus Group kick-off meeting to be scheduled in Nov/Dec 2017</p>
<p>Pursue a roundabout at Alternate US19 (Alt 19) and Florida Avenue as the preferred crossing solution for pedestrians, cyclists and automobiles, in order to more safely connect the core area of Downtown Palm Harbor to the Pinellas Trail, Pop Stansell Park and the harbor.</p>	<p>Alt 19 is a State roadway. Currently, FDOT is conducting a corridor study for the length of Alt 19 within the County. FDOT has been provided with the feedback from the Downtown Palm Harbor community engagement process, which generally supports a roundabout at the intersection of Florida Avenue and Alt 19. County and Forward Pinellas Staff will continue to coordinate with FDOT as the process moves forward.</p>	<p>FDOT will continue to hold public workshops through Spring 2018. The FDOT Corridor Alternatives & Strategies Report is anticipated by Fall 2018. <i>(http://www.fdotd7studies.com/altus19studies/project-schedule/)</i></p>
<p>Address gaps in sidewalk connections within the greater Downtown Palm Harbor area in order to improve walkability and further support Downtown businesses and events.</p>	<p>A sidewalk map has been created, illustrating where gaps in the Downtown's sidewalk system exist. County staff will coordinate future efforts to address these gaps.</p>	<p>Schedule will be addressed through coordination with Public Works as prioritization and funding resources are identified.</p>
<p>Explore the use of golf carts as an alternative means of transportation between Downtown Palm Harbor and adjacent residential neighborhoods.</p>	<p>County Traffic Engineering is performing initial analysis based on defined state and county criteria to determine the feasibility of shared golf cart traffic within and around the Downtown.</p>	<p>First round of conclusions will be prepared by November 2017.</p>
<p>Explore solutions to address parking issues in Downtown Palm Harbor, considering both daily parking needs as well as needs for larger community events.</p>	<p>County Planning Department is in the process of completing a parking analysis for the peak times within the Downtown, as identified during the Community Open Houses.</p>	<p>The final week of observation should be completed in November 2017.</p>

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<p>Review the [Historic] design guidelines applicable to Downtown Palm Harbor in order to continue the protection of the area's historic heritage, while clarifying the guidelines and streamlining the review process.</p>	<p>The last historic survey conducted for Downtown Palm Harbor was completed in the early 1990's. County Planning Staff is in the process of retaining a consultant with historic resources expertise to provide an up-to-date historic survey for the Downtown. This information will help to provide the basis for assessing the Downtown's historic resources.</p>	<p>An agreed to scope of work will determine the schedule moving forward. It is anticipated that this survey can be completed by early 2018.</p>
<p>Explore opportunities to improve the pedestrian experience in the downtown with additional amenities, such as: lighting; landscaping; wayfinding signage; benches; and bike racks.</p>	<p>Funds have been earmarked for lighting/landscaping improvements in Downtown Palm Harbor as part of the BP monies awarded to the County. The Downtown Palm Harbor Merchants Association will coordinate the use of these funds as part of an Interlocal Agreement with the County. Planning for additional amenities will be considered as improvements to the Downtown are addressed as part of Master Plan efforts.</p>	<p>An Interlocal Agreement is in the process of being finalized. This Agreement will stipulate a phased schedule of completion for the design and installation of the lighting and landscaping.</p>
<p>Determine the need for additional retail in downtown Palm Harbor and identify factors that may limit the opportunities for retail uses.</p>	<p>County Planning Staff is in the process of retaining a consultant with expertise in performing retail market studies in order to inventory existing retail within the Downtown; identify future demand for retail; and identify best practices for comparable retail market areas that have successfully attracted new investment.</p>	<p>It is anticipated that the initial Retail Analysis will be completed by early 2018.</p>
<p>Identify opportunities for outdoor active open spaces that support family activities and community events.</p>	<p>County staff will identify opportunities for open spaces in the community, with opportunities to optimize the use of existing open spaces.</p>	<p>Potential solutions will be considered as part of broader land use policies in association with the other recommendations. It is anticipated that initial findings will be completed in early 2018.</p>
<ul style="list-style-type: none"> • Building on the defined identity for the area, create a brand for Downtown Palm Harbor, including a logo and a concise tagline, to promote area businesses and community events, as well as civic pride in Downtown Palm Harbor. • Pursue marketing opportunities and partnerships (e.g., business organizations; civic organizations; County; etc.) to promote Downtown Palm Harbor. 	<p>The County will assign key personnel who can assist the community in further defining the area's "brand", and identify marketing strategies.</p>	<p>It is anticipated that this process will be kicked-off as the proposed revisions to the Master Plan are brought to public hearing and are adopted.</p>

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As County Staff completes the necessary research and analysis for each of these recommendations, specific revisions to the Master Plan will be drafted. Staff will continue to work with the Focus Group to review these revisions prior to the start of the formal public hearing process. It should be noted that all Focus Group meetings will be open to the public and proposed revisions to the Master Plan will be made available through the County's Downtown Palm Harbor project webpage.