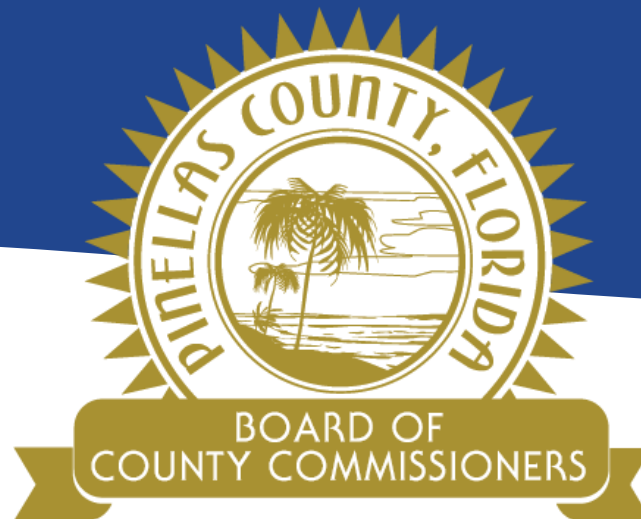


# Pinewood Cultural Park Master Plan Update

**Spencer Curtis, North District Operations Manager**

Pinellas County Parks and Conservation Resources



**Our Vision:**  
To Be the Standard for  
Public Service in America

# Pinewood Cultural Park Master Plan

## Presentation Agenda

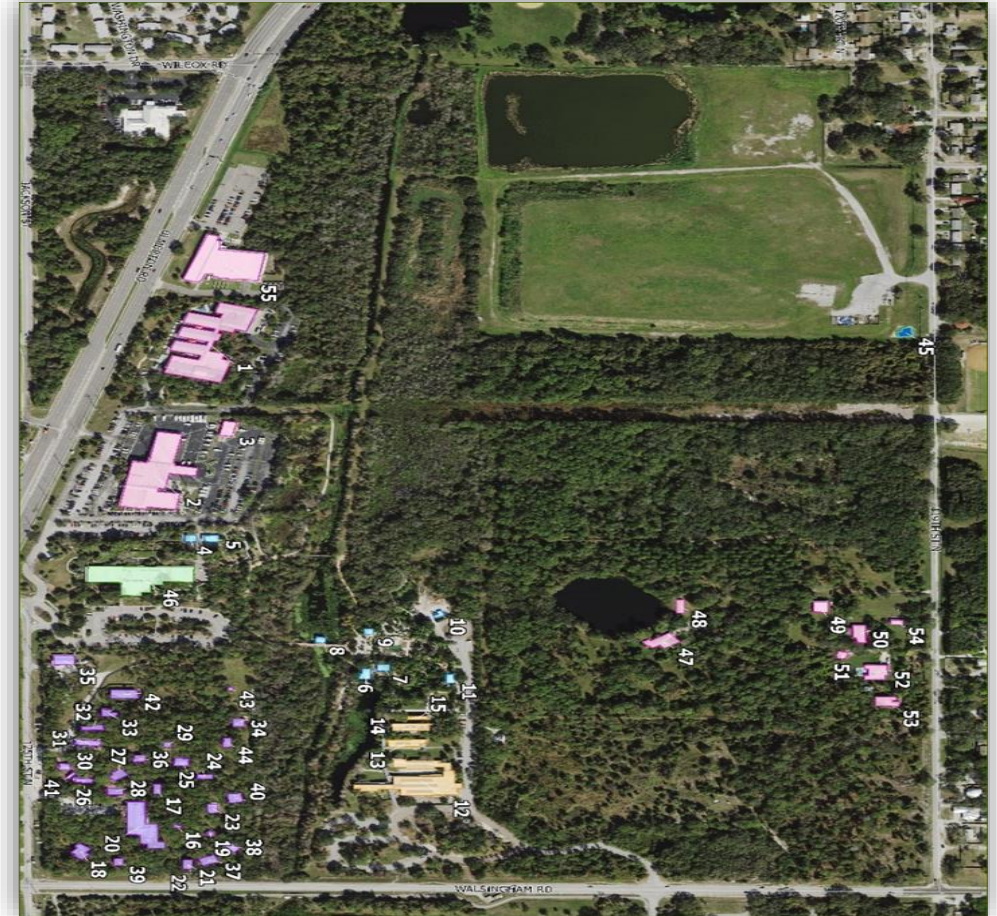
- Project Overview
- Technical Analysis
- Public & Stakeholder Engagement
- Findings and Recommendations
- Next Steps



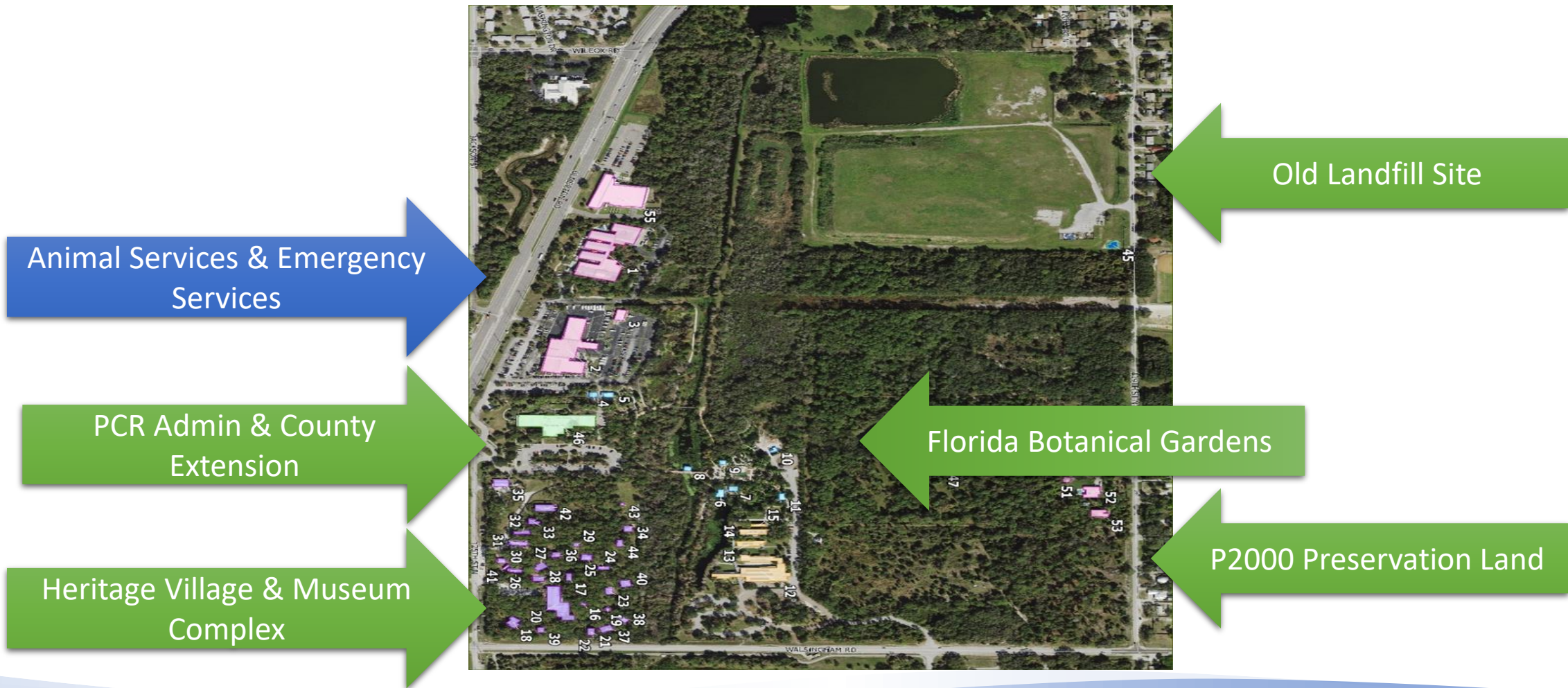
# Pinewood Cultural Park Master Plan

## Project Overview

- 170 Acre Pinellas County Park
- Diverse functions and tenants
  - Pinellas County Parks and Conservation Resources
    - Administrative Offices
    - UF/IFAS Pinellas County Extension
    - Heritage Village
    - Florida Botanical Gardens (FBG)
  - Pinellas County Animal Services
  - Pinellas County Safety and Emergency Services
  - Creative Pinellas



# Pinewood Cultural Park Master Plan



# Pinewood Cultural Park Master Plan



## Master Plan Goals

### ESTABLISH

*a cohesive masterplan for the future of Pinewood Cultural Park to guide future growth and serve as a guiding document for program and site management.*

### ENHANCE

*site sustainability by maximizing the utilization of existing infrastructure to meet the current and future needs.*

### CREATE

*brand identity to expand public awareness of Pinewood Cultural Park and provide enhanced marketing opportunities.*

### MAINTAIN

*a safe and secure environment for site visitors and employees.*

### IMPROVE

*the visitor's experience when approaching and entering Pinewood Cultural Park and throughout the various facility attractions.*

# Pinewood Cultural Park Master Plan



# Pinewood Cultural Park Master Plan

1



Existing Plan  
and Documents  
Review

Sep 2020 – Oct 2020 →

- History of the Facility
- Tenant Agreements/  
Use of Property
- Environmental and  
Built Conditions
- Project Branding  
and Design

## Existing Plans and Documents Review

- FBG, Florida Gulf Coast Arts Center, Heritage Village Master Plan Map – 1997
- Management Plan for Preservation 2000 Property at FBG – 2003
- Tenant Agreements (FBGF, Creative Pinellas)
- Pinellas County Recreation, Open Space, and Culture System Master Plan
- Heritage Village at Pinewood Cultural Park: A Pinellas County Government Program
- FBG Master Plan Report and Appendices (2018)
- Creative Pinellas Strategic Plan (2018 – 2021)

2



Existing Conditions,  
Site Inventory  
and Analysis

Oct 2020 – Oct 2021

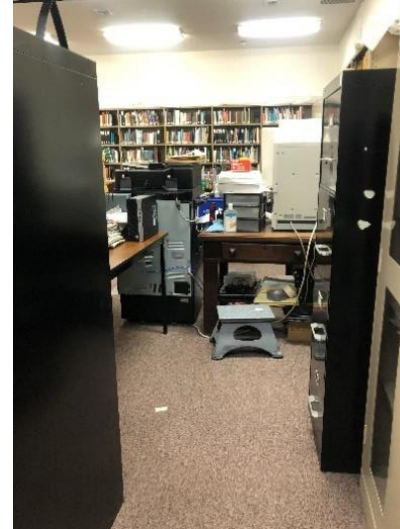


- Multi-day Site Review
- Stakeholder Meetings
- Issue/Opportunity Identification

## Existing Conditions and Site Inventory

- Policies and Procedures
- Transportation and Parking
- Wayfinding / Signage
- Safety and Security
- Facilities
- Maintenance
- Ecological
- User Experience

# Pinewood Cultural Park Master Plan



## Pinewood Cultural Park Design

### Map Description

#### Parking Map

### Map Legend

#### Primary Tenant

- Other Tenants/Private
- FL Botanical Gardens
- Gulf Coast Museum of Art
- Heritage Village
- Landfill
- Parks & Conservation Resources

#### Parking

- Parking Median
- Parking Area
- Roadway

US Feet  
0 250 500



3



Existing Plan  
and Documents  
Review

Nov 2021 – Jan 2022



- Public/Stakeholder Survey
- Stakeholder Engagement

## Public and Stakeholder Engagement

- Online Public Survey
- Stakeholder Workshops
- Stakeholder Interviews
- Virtual Storyboard Collaboration

# Pinewood Cultural Park Master Plan



## Public Survey

- Advertised via web-based publications, posted advertisements and stakeholder email distribution
- November 26<sup>th</sup> – January 2<sup>nd</sup>
- 144 responses



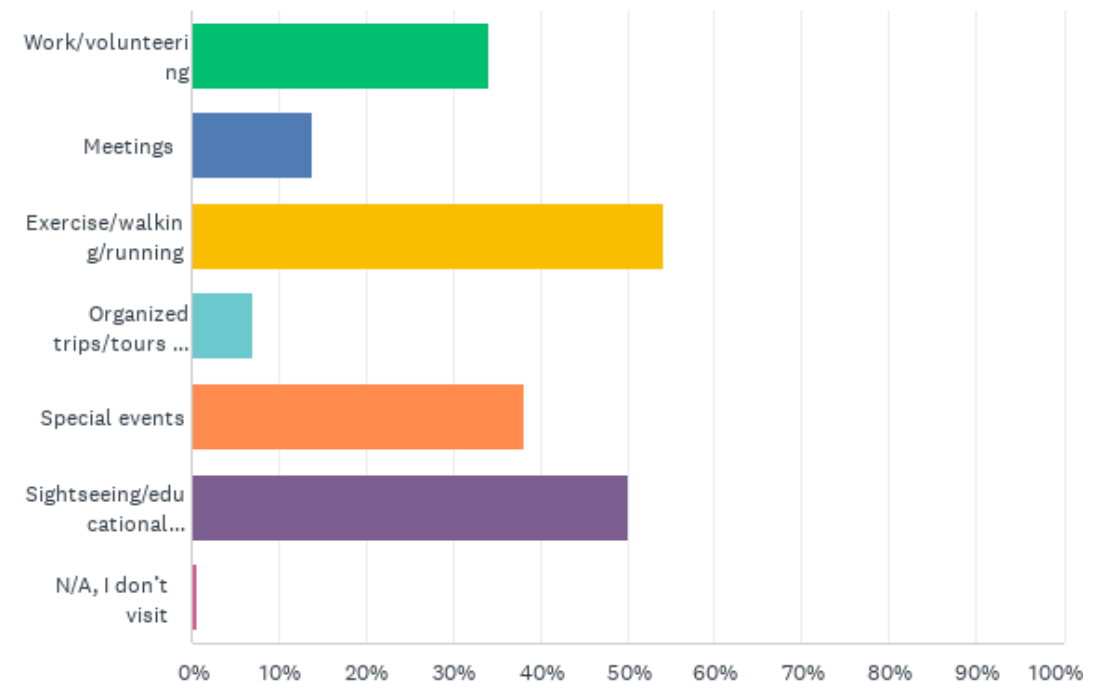
# Pinewood Cultural Park Master Plan



## Public Survey

- 78% Botanical Gardens and/or Heritage Village
- 76% visit the park 3-4 times per year
- Typical nature of visit:
  - Exercise / Walking / Running
  - Sightseeing / Educational
  - Special Events
  - Working / Volunteering

Survey Question 4 Responses – What is the Typical Nature of Your Visit?



# Pinewood Cultural Park Master Plan



## Public Survey

- Top 5 Improvements
  - Improved Restroom Facilities
  - Food and Drink Amenities
  - Expanded / Improved Pinellas County History Museum
  - Increased Number of Seasonal and Planned Events
  - Increased Shade (Trees, Pavilions, etc.)

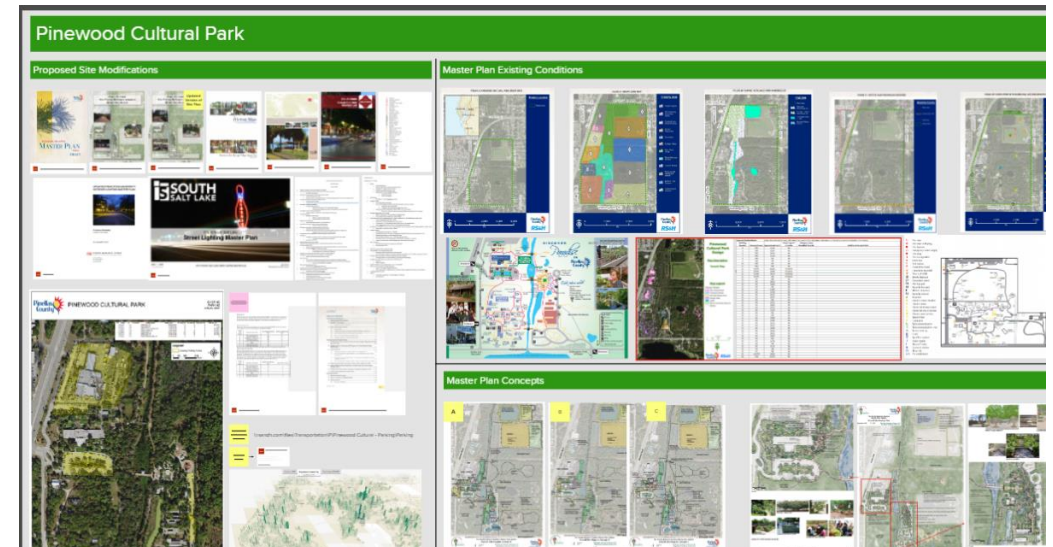
### Survey Question 11 Responses – Select Your Top 5 Improvements You Would Like to See at Pinewood Cultural Park

| Answer Choices                                          | Responses | Counts |
|---------------------------------------------------------|-----------|--------|
| Improved restroom facilities                            | 45%       | 65     |
| Food and drink amenities                                | 44%       | 64     |
| Expanded/improved Pinellas County indoor history museum | 38%       | 55     |
| Increased number of seasonal and planned events         | 35%       | 51     |
| Increased shade (trees, pavilions, etc.)                | 31%       | 45     |
| Improved signage and wayfinding                         | 30%       | 43     |
| Improved access to historical and cultural records      | 29%       | 42     |
| Seasonal vendor/market events                           | 27%       | 39     |
| Rotating artist exhibitions                             | 26%       | 38     |
| Improved/increased trails                               | 24%       | 35     |
| Better connectivity to nearby parks and regional trails | 23%       | 33     |
| Improved interactive opportunities for children         | 22%       | 32     |
| Consistent closing/opening times                        | 20%       | 29     |
| Improved Park entrance                                  | 20%       | 29     |
| Increased ADA accessibility                             | 19%       | 28     |
| More seating opportunities                              | 19%       | 27     |
| Increased lighting for safety/security                  | 17%       | 24     |
| Increased number of parking spaces                      | 12%       | 17     |
| Opportunities to host private events                    | 10%       | 15     |
| Additional meeting facilities                           | 4%        | 6      |
| None of the above                                       | 2%        | 3      |

# Pinewood Cultural Park Master Plan

## Stakeholder Engagement

- Visioning Workshops
  - In Person with Field Observations
  - Virtual White Boards
- Interviews
  - Pinellas County Staff and Administrators
  - Tenant Staff and Administrators
  - Peer Facilities



4



Master Plan  
Development

Jan 2022 – May 2022

- Data Review and Analysis
- Recommendations Development
- Plan Adoption

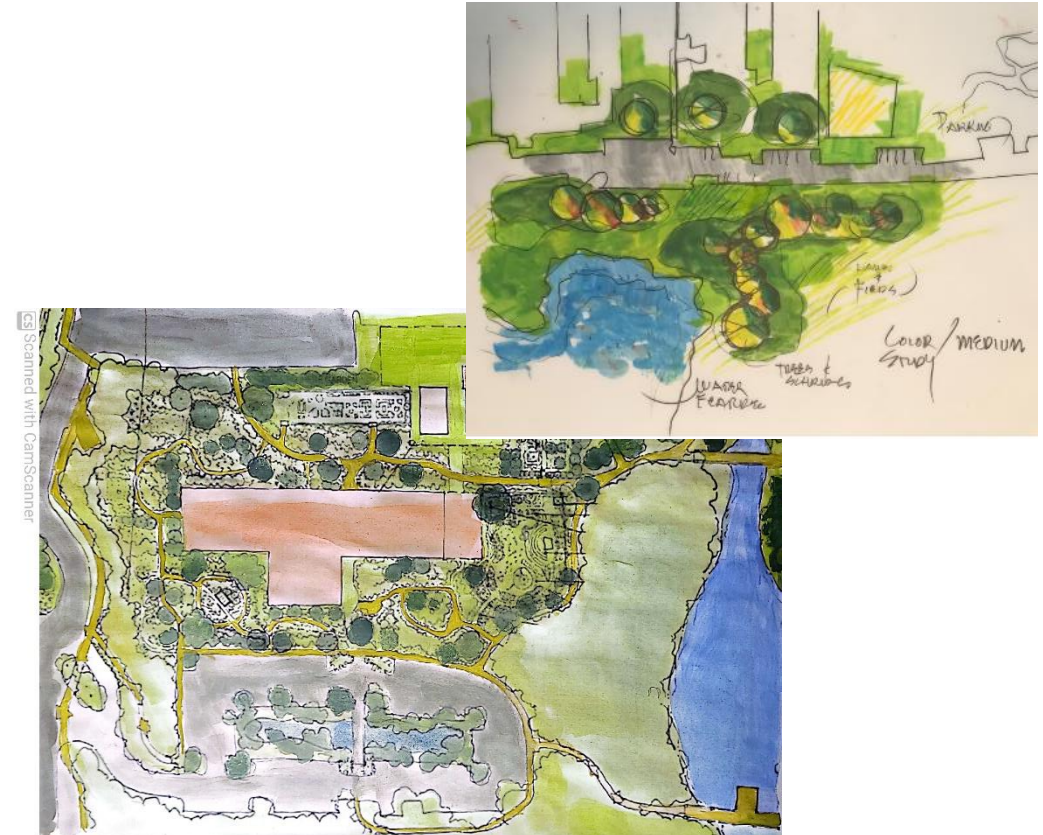
## Master Plan Development

- Peer Research and Analysis
  - Establish Industry Best Practices
- Site Evaluation
  - Determine where Goals and Objectives are currently not being met
  - Identify desired features and amenities not currently on-site

# Pinewood Cultural Park Master Plan

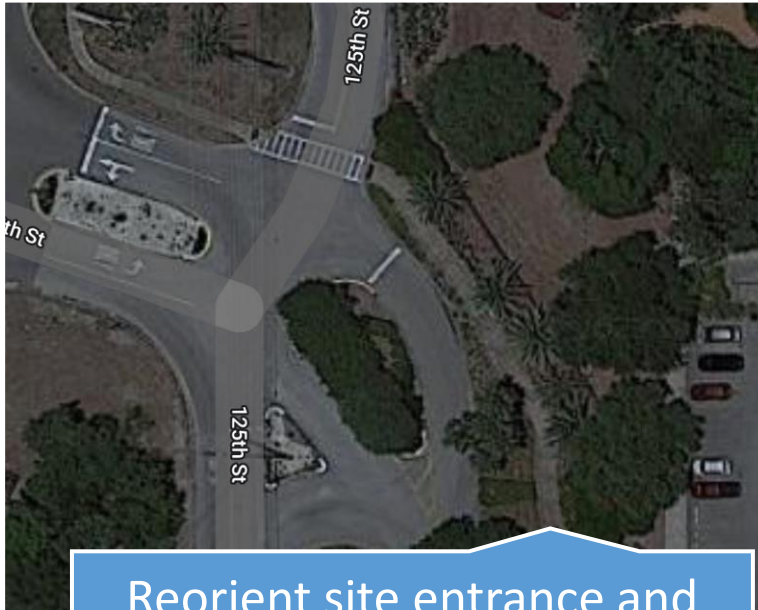
## Master Plan Development

- Identifies solutions for challenges facing the site's diverse functions and tenants
- Includes planning level cost estimates
- Provides implementation timelines in "Short-term and Long-term" objectives
- Recommends next steps for implementation

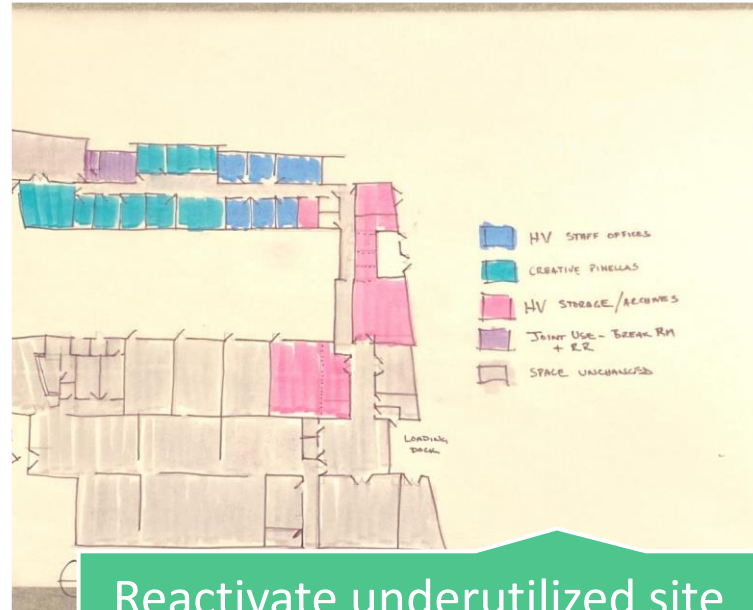


# Pinewood Cultural Park Master Plan

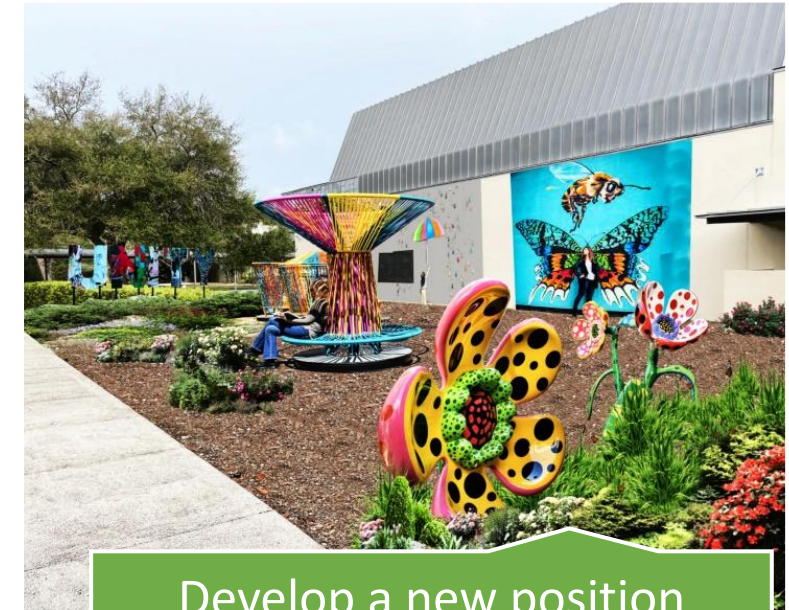
## Master Plan Recommendations



Reorient site entrance and revitalize Museum Complex, parking, and grounds



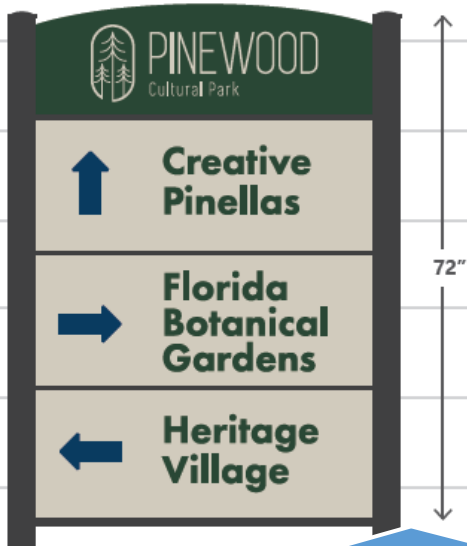
Reactivate underutilized site facilities by relocating functions, staff, and storage



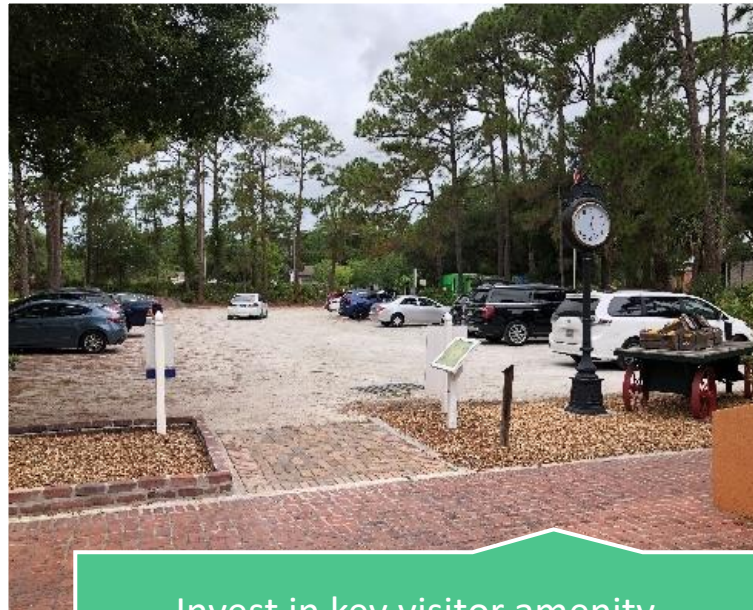
Develop a new position responsible for program and event management

# Pinewood Cultural Park Master Plan

## Master Plan Recommendations (continued)



Implement comprehensive site signage reflective of new brand standards



Invest in key visitor amenity upgrades: bathrooms, lighting, programming, parking



Invest in multimodal connectivity by linking adjacent parks, closing sidewalk gaps, and replacing failing infrastructure

# Pinewood Cultural Park Master Plan



## Planned Projects

- Heritage Village Storage Facility (\$2.7m)
- McKay Creek Greenway Design & Engineering (TBD)
- Rehabilitation of 119<sup>th</sup> Landfill (\$5.4m est.)

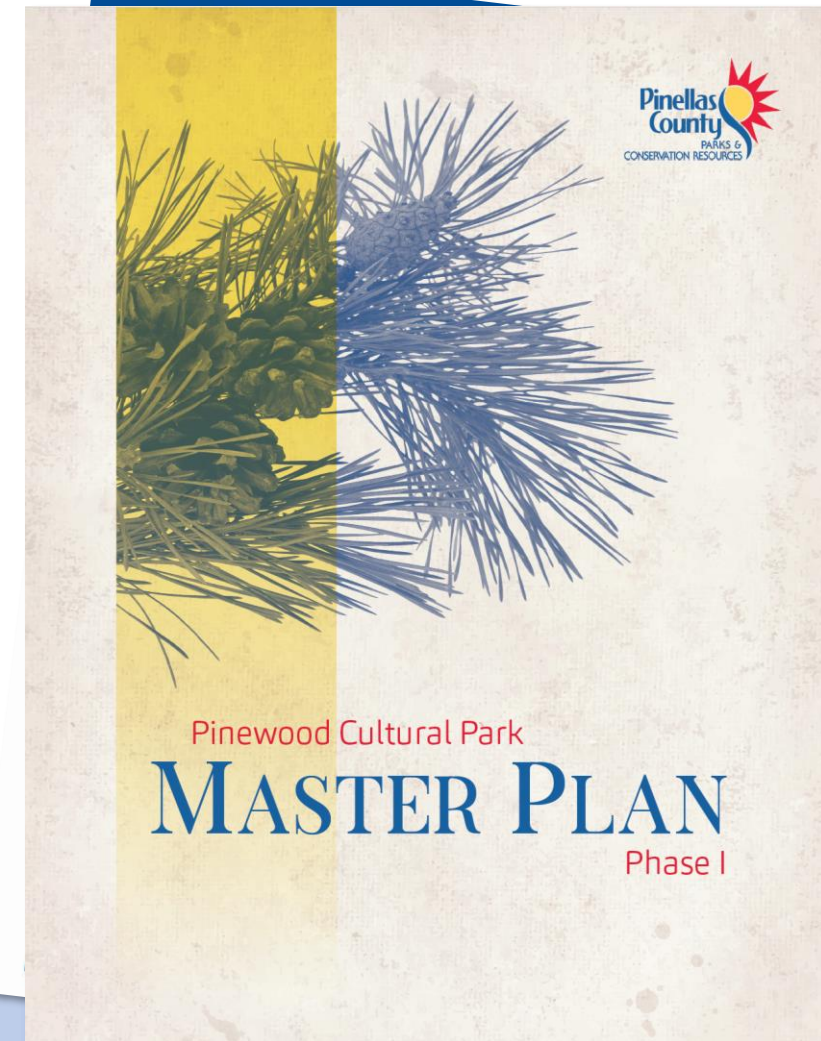
## Current Projects

- ✓ Construction of the Majeed Discovery Garden
- ✓ Renovation of the FBG Tropical Pavilion

# Pinewood Cultural Park Master Plan

## Next Steps

- Final Stakeholder meeting will be held
- Draft comments will be addressed, and final report will be submitted
- A final report will be adopted that establishes PCR as the site manager and becomes the guiding plan for Pinewood Cultural Park
- Recommendations will be evaluated for implementation readiness and prioritized



# Pinewood Cultural Park Master Plan



## Questions?