

# DOWNTOWN PALM HARBOR

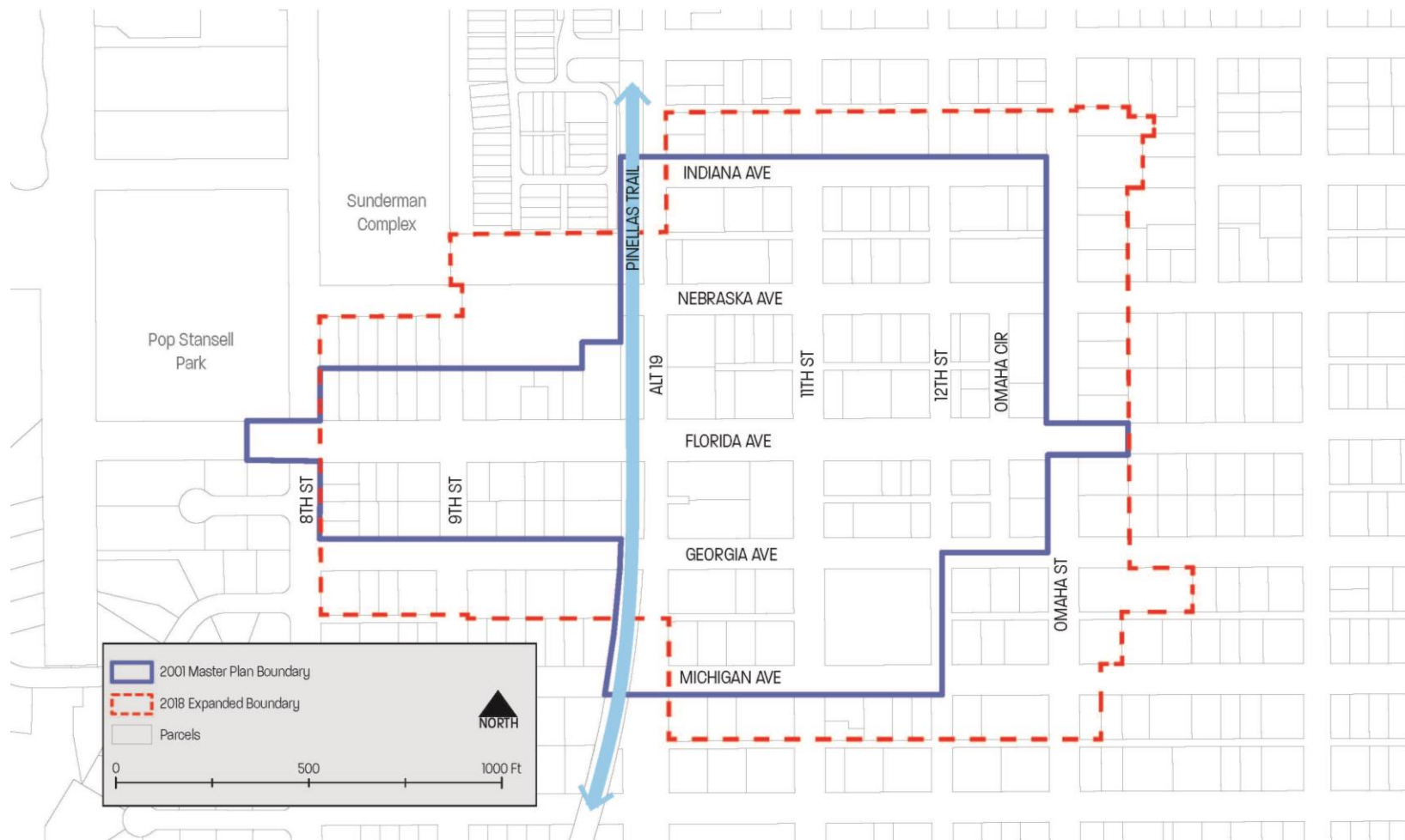
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MASTER PLAN UPDATE

BOARD OF COUNTY COMMISSIONERS - JANUARY 22, 2019

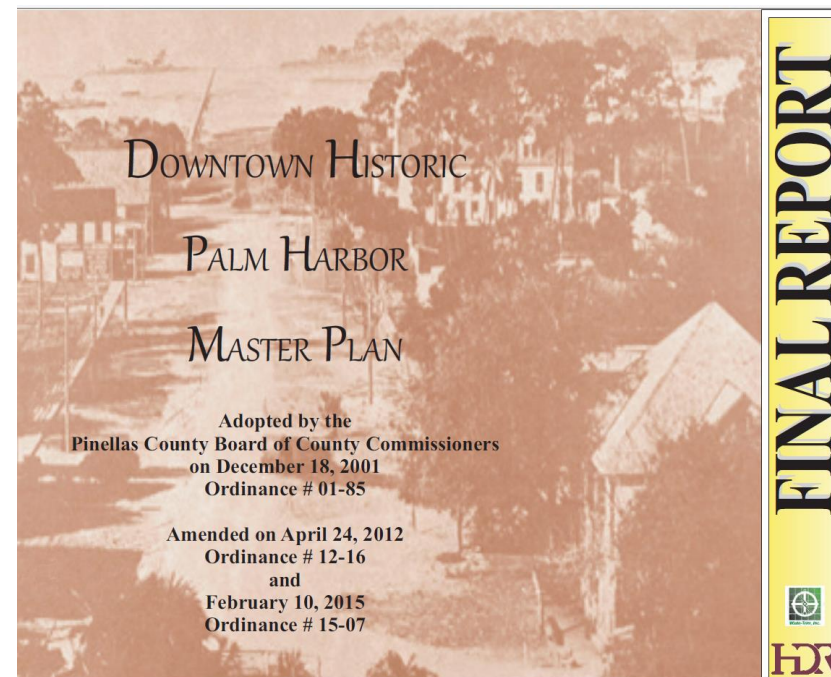


# DOWNTOWN PALM HARBOR



# BACKGROUND

- ❖ 2001 original Master Plan for Downtown
- ❖ Most projects implemented (street improvements and amenities; Land Development Code updates)
- ❖ Additional projects remain (pedestrian crossing; outdoor event spaces)



# BACKGROUND

- ❖ Initial Focus Group meetings – Fall 2016
- ❖ Community-wide meetings – Winter 2017
- ❖ Online Surveys – Dec. 2016 through Mar. 2017
- ❖ Identified key recommendations
- ❖ Follow-up studies and analysis – through 2018
- ❖ Draft Master Plan Update

# RECOMMENDATIONS

## ❖ CHARACTER / IDENTITY

- Pedestrian experience
- Retail activity
- Historic Guidelines
- Outdoor open space



## ❖ CONNECTIVITY

- Sidewalks
- Golf carts
- Parking
- Crossing Alt 19

## ❖ BRANDING / MARKETING

- Defined 'brand'
- Marketing opportunities

## TARGETED EFFORTS

- ❖ **CHARACTER/IDENTITY**
- ❖ CONNECTIVITY
- ❖ BRANDING/MARKETING

- ❖ Pedestrian experience
  - Lighting; landscaping
  - Benches; bike racks
- ❖ Retail activity
  - Could support growth
  - Zoning to accommodate development
- ❖ Historic Guidelines
  - Additional contributing structure(s)
  - Address form and scale vs. design features
- ❖ Outdoor open space
  - Look for opportunities

## TARGETED EFFORTS

- ❖ CHARACTER/IDENTITY
- ❖ **CONNECTIVITY**
- ❖ BRANDING/MARKETING

- ❖ Sidewalk gaps
  - Prioritize connections
- ❖ Golf Carts
  - Petition to be circulated
- ❖ Parking
  - Excess at peak times
  - Public parking maps; wayfinding
- ❖ Alt 19 Crossing
  - Roundabout
  - FDOT Corridor Study

## TARGETED EFFORTS

- ❖ CHARACTER/IDENTITY
- ❖ CONNECTIVITY
- ❖ **BRANDING/MARKETING**

- ❖ Identify advisory/funding mechanism to oversee branding and marketing efforts
- ❖ Create a branding concept (design palette) – consistent wayfinding; brochures; etc.
- ❖ Enhance online and social media presence
- ❖ Create a community newsletter



# CONTINUING EFFORTS

## ❖ Implementation Tools

- Regulating tools
- Funding options
- Organizational tools (Advisory Group)

# Opportunities

## ❖ **REGULATING TOOLS**

## ❖ **FUNDING TOOLS**

## ❖ **ORGANIZATIONAL TOOLS**

### ❖ **Form-based regulations**

- Forward Pinellas Planning & Placemaking grant (pilot program)
- Processing options (streamlined process)
- Address retail needs while focusing on form and scale
- Holistic approach
- Predictable

# Downtown Palm Harbor Form Base Code

- Distinguished historic character
- Building form and placement
- Public realm enhancement
- Predictable outcomes



# Opportunities

## ❖ REGULATING TOOLS

## ❖ FUNDING TOOLS

## ❖ ORGANIZATIONAL TOOLS

### ❖ Tax Increment Financing (TIF)

- Increment value of property taxes
- Could fund streetscape improvements; public parking facilities; mobility improvements
- Coordinated with redevelopment plan
- Typically tied to a CRA

### ❖ Municipal Service Benefit Unit (MSBU)

- Non-ad valorem assessment
- Directs funds to an identified service need
- Could fund recreation services/facilities; streets; sidewalks; transportation; lighting

# Opportunities

## ❖ REGULATING TOOLS

## ❖ **FUNDING TOOLS**

## ❖ ORGANIZATIONAL TOOLS

### ❖ **Penny for Pinellas**

- 1% sales tax
- Longer-term funding source
- Could fund infrastructure/capital projects

### ❖ **Lighting District**

- Non-ad valorem assessment
- Property owner referendum

### ❖ **General Fund**

- Yearly review based on revenues / expenditures
- Could be used to leverage/supplement
- Could fund additional staff

# Opportunities

## ❖ REGULATING TOOLS

## ❖ FUNDING TOOLS

## ❖ ORGANIZATIONAL TOOLS

### ❖ Main Street Program

- Downtown revitalization program
- Public/private partnership

### ❖ Business Improvement District (BID)

- Special neighborhood improvement district
- Focus on beautification projects; branding and marketing
- Revenue from identified property owners (BID participants)
- Appointed board

# Opportunities

## ❖ REGULATING TOOLS

## ❖ FUNDING TOOLS

## ❖ ORGANIZATIONAL TOOLS

### ❖ **Community Development Corporation (CDC)**

- 501(c)(3) non-profit organization
- Advance redevelopment efforts
- Economic development projects and provide services
- Seek funding sources for projects

### ❖ **Community Redevelopment Area (CRA)**

- Must meet State and local blight criteria
- BCC can establish an associated TIF based on criteria to promote redevelopment
- TIF investment intended to jumpstart private investment

# Public Comment

- ❖ Press release; local publications; e-mails
- ❖ County webpage
- ❖ Open Pinellas (12/6 through 12/28)
  - 192 views; 13 comments
  - Reiterated desire for retail; pedestrian amenities
- ❖ Continued opportunity to comment



# NEXT STEPS

- ❖ Final Master Plan revisions
- ❖ Master Plan public hearings
- ❖ Planning Department to continue to work with community to address Targeted Efforts