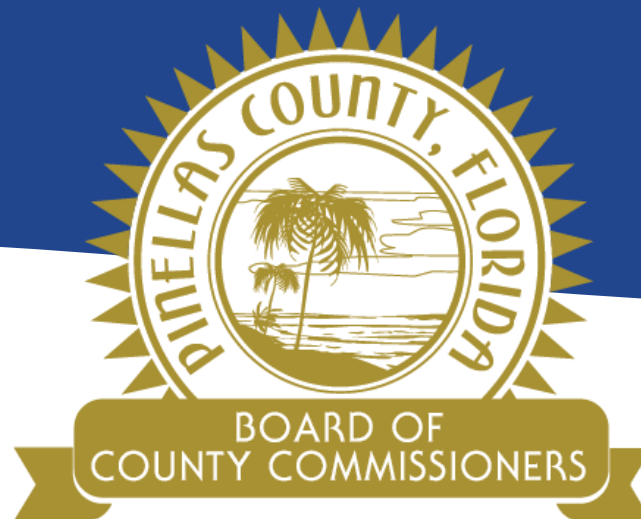


Pinewood Cultural Park Master Plan Update

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

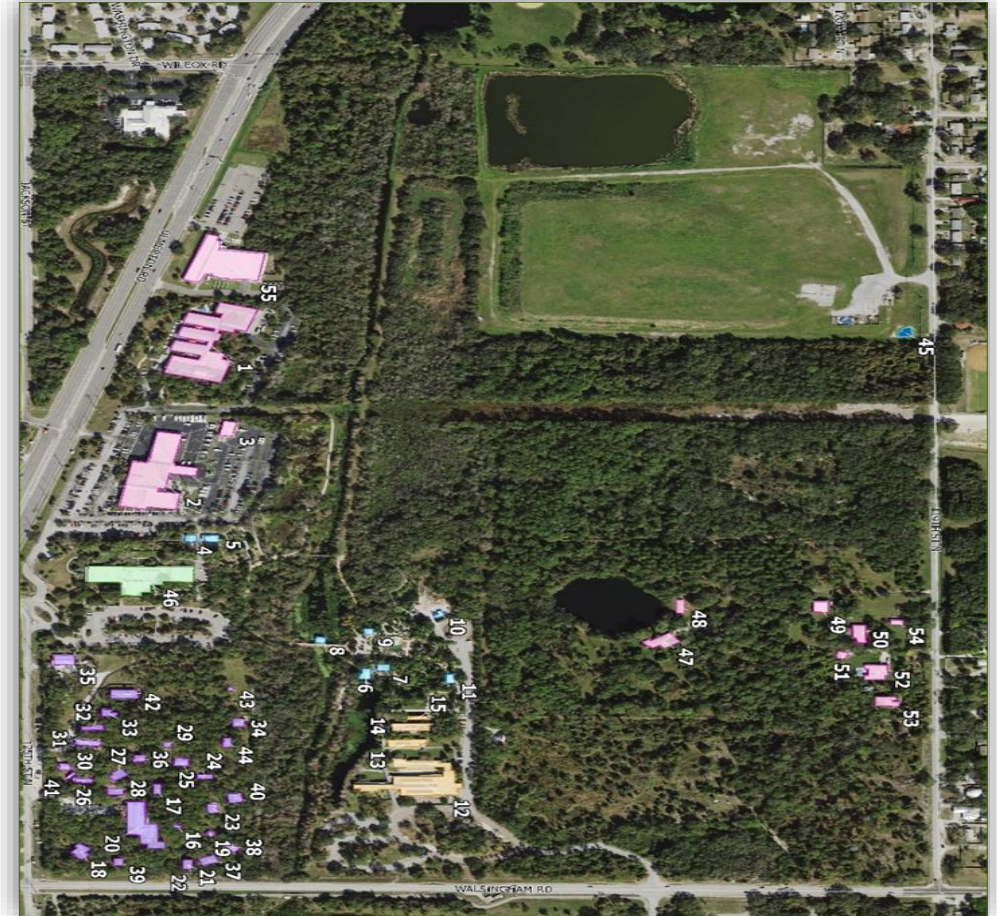
- Project Overview
- Technical Analysis
- Public & Stakeholder Engagement
- Findings and Recommendations
- Next Steps



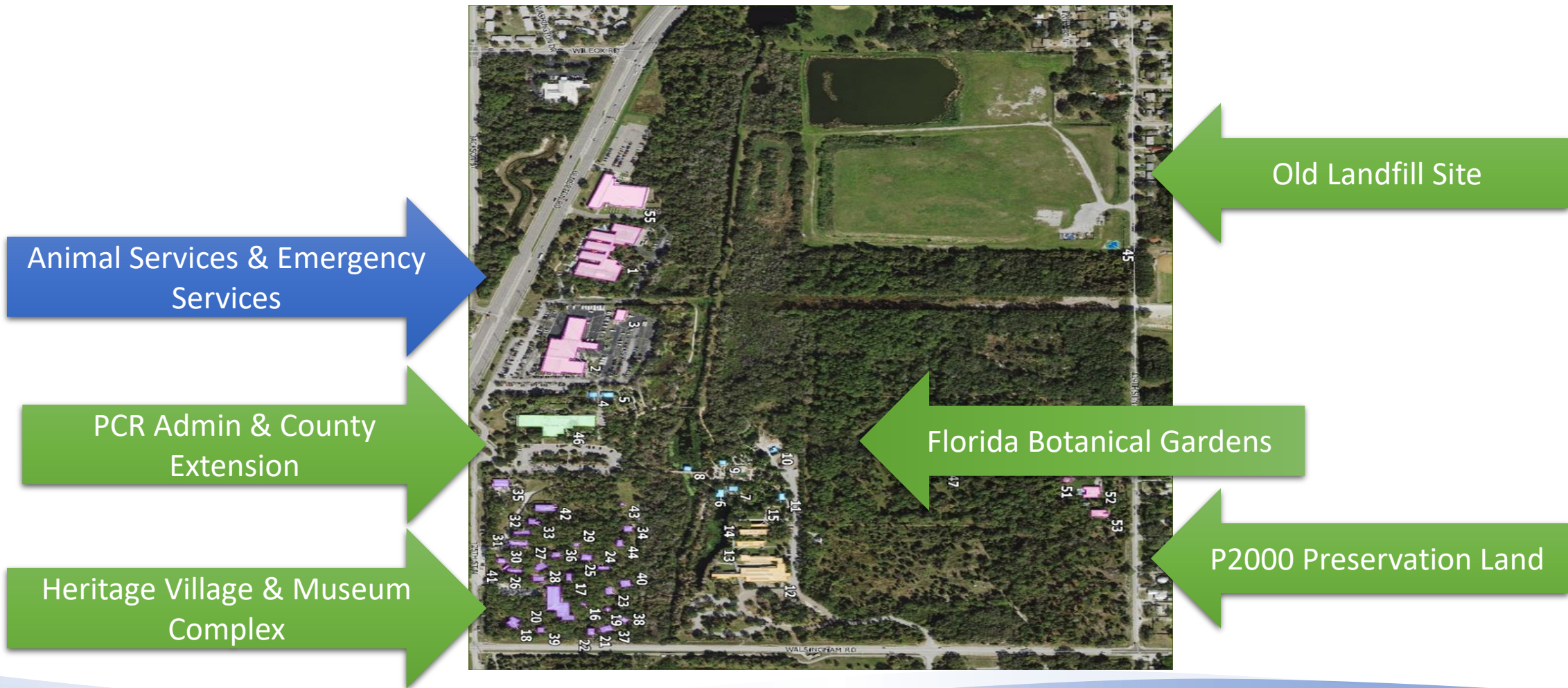
Pinewood Cultural Park Master Plan

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

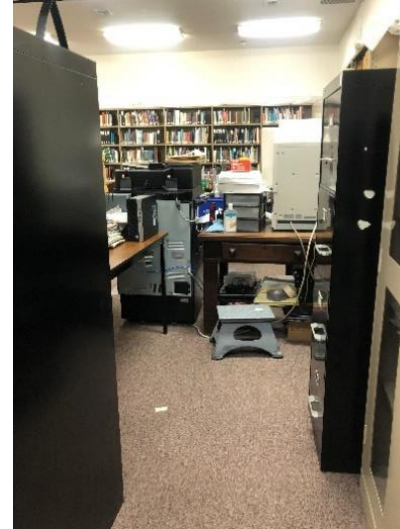


- Multi-day Site Review
- Stakeholder Meetings
- Issue/Opportunity Identification

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 26th – January 2nd
- 144 responses



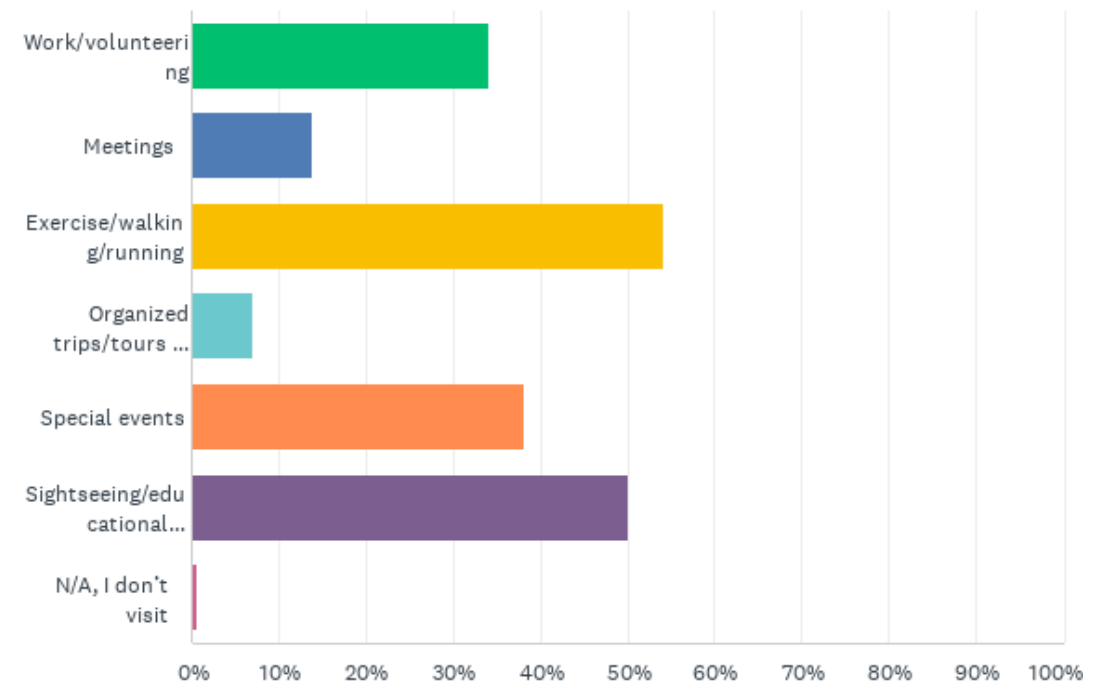
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Public Survey

- 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.)

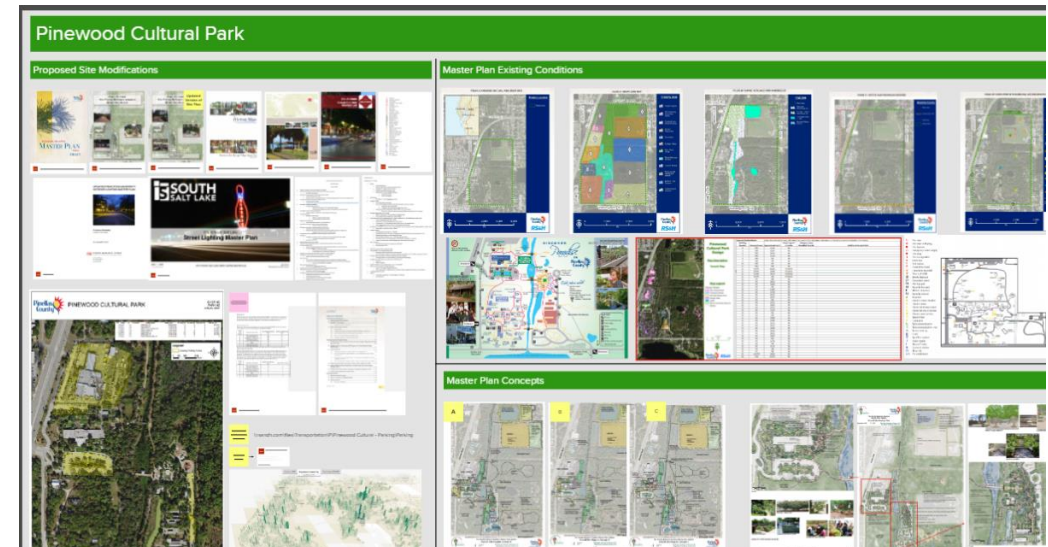
Survey Question 11 Responses – Select Your Top 5 Improvements You Would Like to See at Pinewood Cultural Park

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

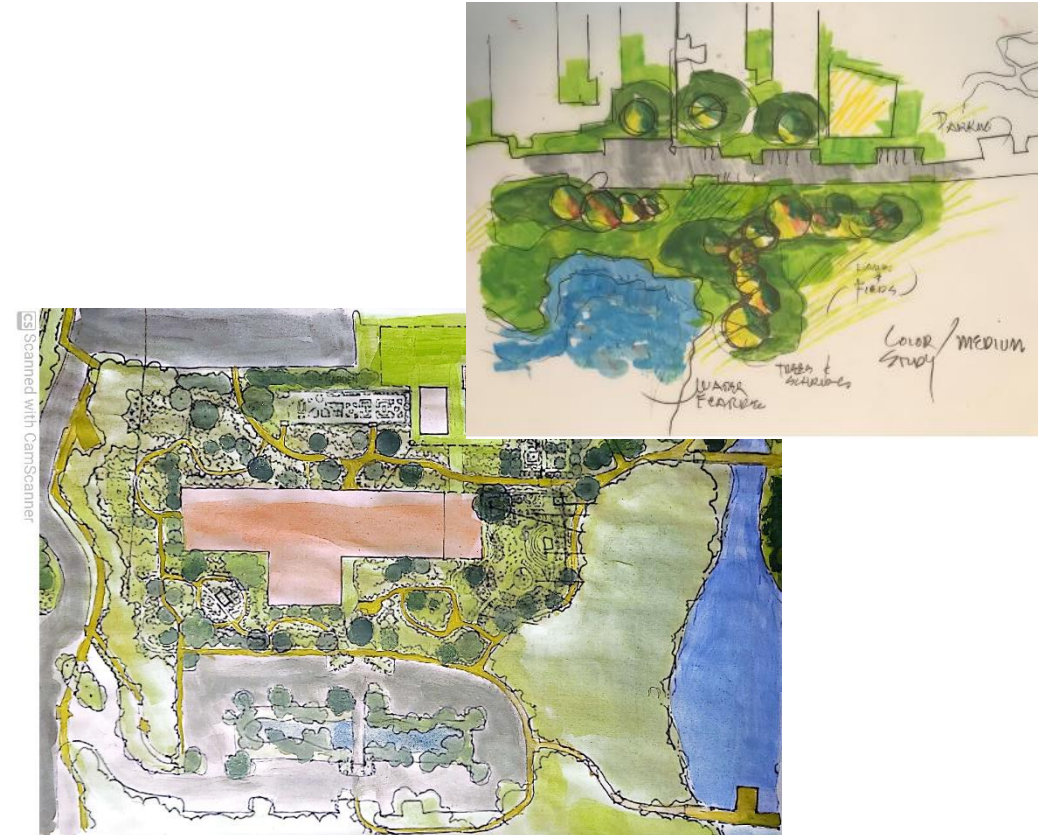
Master Plan Development

- 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

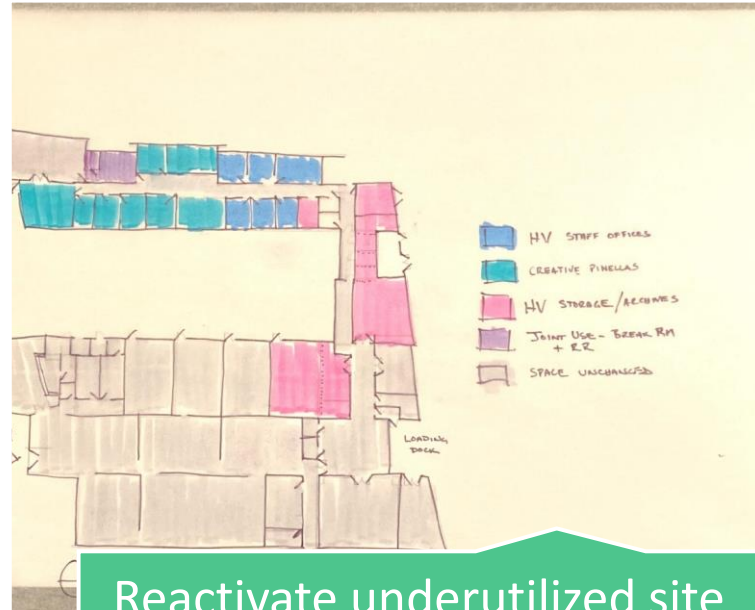


Pinewood Cultural Park Master Plan

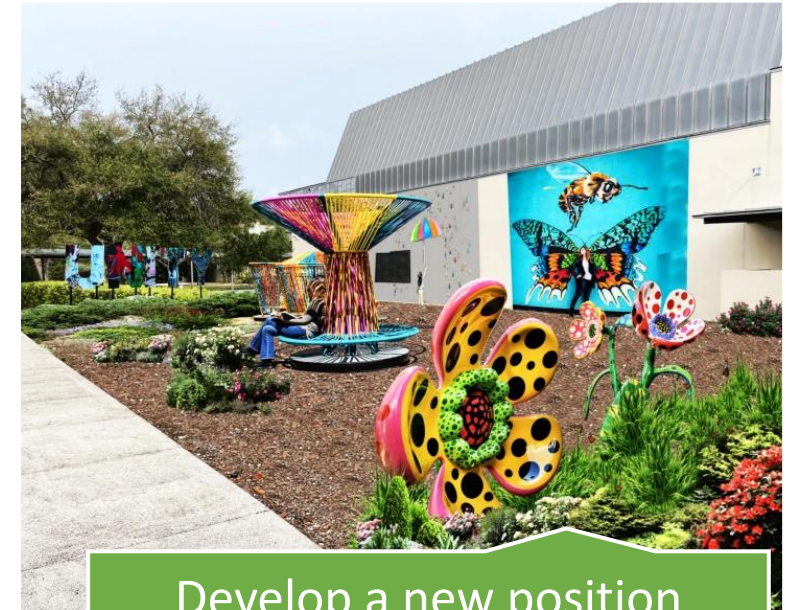
Master Plan Recommendations



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



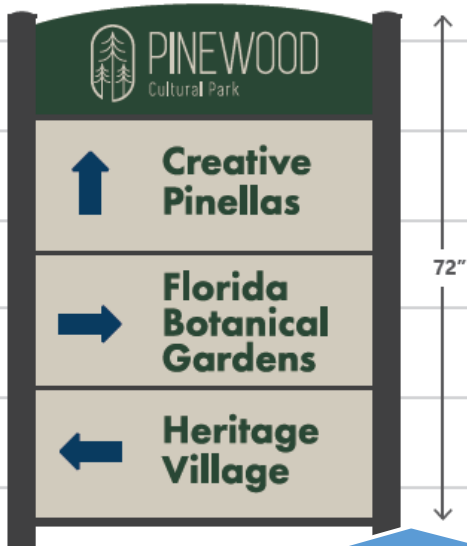
Reactivate underutilized site facilities by relocating functions, staff, and storage



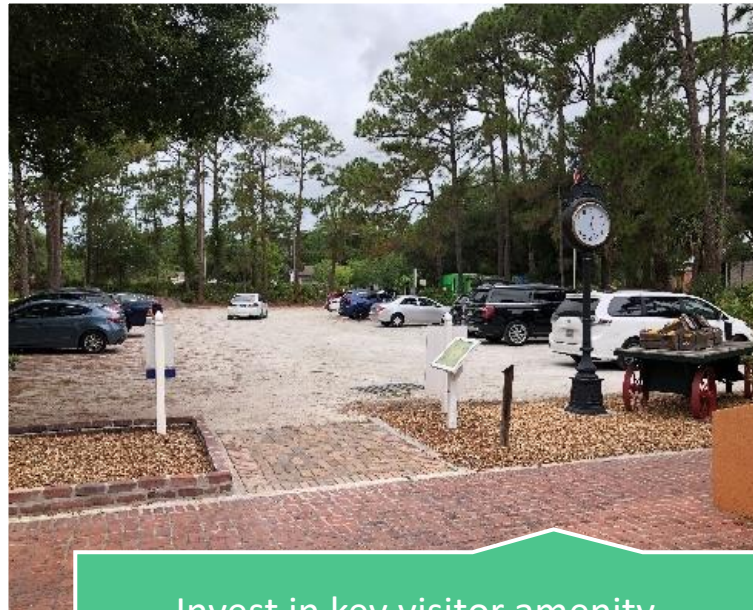
Develop a new position responsible for program and event management

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 119th Landfill (\$5.4m est.)

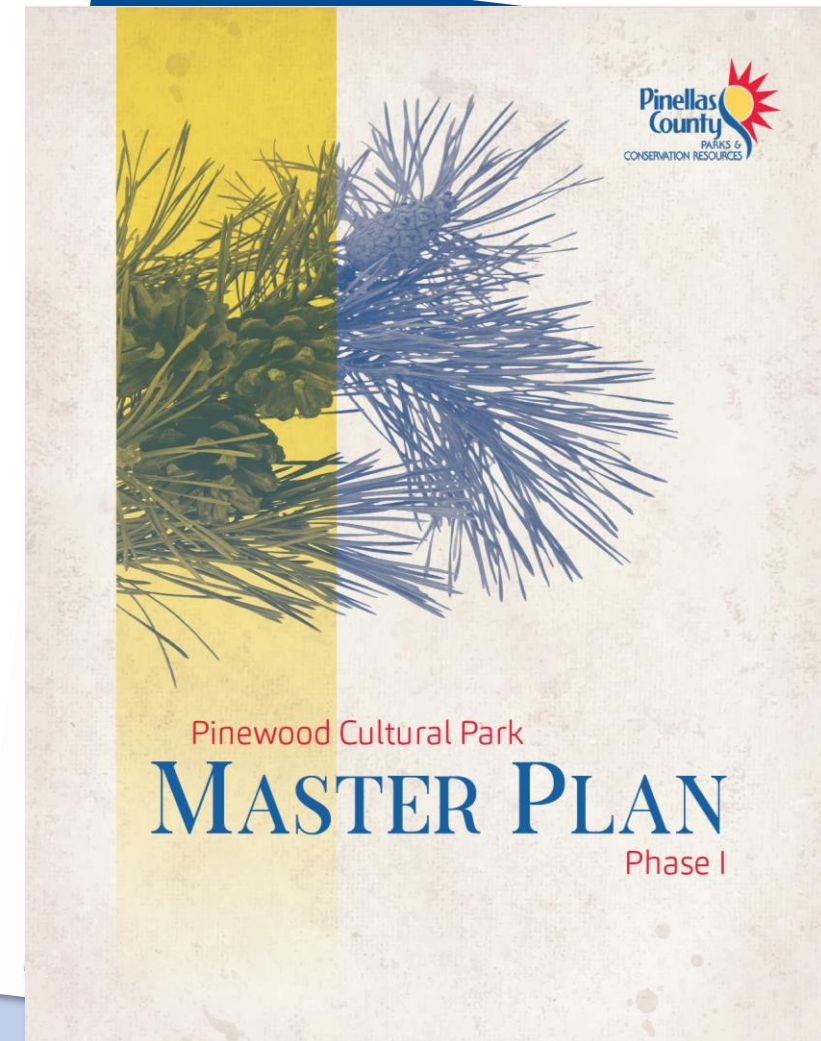
Current Projects

- ✓ 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



Questions?