



# Pinellas County

## Staff Report

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File #: 21-1589A, Version: 1

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### **Subject:**

Municipal Services Taxing Unit funding for the Palm Harbor Chamber of Commerce Downtown Palm Harbor Beautification Streetscape project.

### **Recommended Action:**

Approval of the Municipal Services Taxing Unit (MSTU) funding, in the amount of \$19,923.97, for the Palm Harbor Chamber of Commerce (PHCofC) to develop and install streetscape amenities that support the revitalization of the historic downtown Palm Harbor area.

- This special project develops a community branded logo to be incorporated into streetscape amenities including light-pole banners and uniquely branded trash receptacles. These amenities will help create a recognizable community identity, instill a sense of pride and ownership, and contribute to the community's participation in its beautification.
- This project addresses the community's need for a sustainable district-wide maintenance strategy by partnering with Orion Waste Services who will offer a discounted waste collection rate to businesses in the Palm Harbor downtown district as an incentive for them to maintain the branded trash receptacles placed near their businesses.
- This special project will leverage the momentum created by the Downtown Palm Harbor Master Plan and Form Based Code and contribute to the sustainable redevelopment of historic downtown Palm Harbor.
- The Palm Harbor Chamber of Commerce, along with members of the Downtown Palm Harbor Merchants Association, the Chairman of the Palm Harbor Community Services Agency and other stakeholders who are recognized for being invested in the future direction of Downtown Palm Harbor are working collectively as a Downtown Palm Harbor Advisory Committee under the guidance of County Staff. This project reflects the work of this Committee.

### **Strategic Plan:**

Practice Superior Environmental Stewardship

3.2 Preserve and manage environmental lands, beaches, parks, and historical assets

Foster Continual Economic Growth and Vitality

4.4 Invest in infrastructure to meet current and future needs

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

5.2 Be responsible stewards of the public's resources

5.3 Ensure effective and efficient delivery of county services and support

**Summary:**

The Palm Harbor Chamber of Commerce seeks to promote the revitalization of the historic downtown Palm Harbor area with the installation of streetscape amenities that will cultivate a positive image, increase community participation, and attract the desired outcomes of the Downtown Palm Harbor (DPM) Master Plan's goals and objectives.

The approval by the Board of County Commissioners (BCC) of the DPH Master Plan and the implementation of the DPH Form Based Code have set the stage for a comprehensive revitalization that will provide a framework to preserve and enhance the historic character and architectural heritage of Downtown Palm Harbor while establishing it as a community with outstanding live, work and play opportunities.

The Greater Palm Harbor Chamber of Commerce, together with other community non-profit agencies and stakeholders dedicated to the sustainable redevelopment of downtown Palm Harbor, and guided by County staff, desire to implement the following streetscape amenities in support of the BCC's efforts:

- The fabrication of 50 ea. of three different styles of 18" x 36" - 2 sided Digitally Printed Full Color Vinyl Pole Banners which have been graphically designed in collaboration with Creative Pinellas and the graphics design staff of Pinellas County Communications Department. 18 banners to be immediately installed on existing streetlight poles located on the attached map. The remainder to be rotated and/or used as replacements.
- This project will also address the communities need for a sustainable district-wide maintenance strategy with the installation of 12 ea. 40-gallon commercial grade trash receptacles that are in character with the historic nature of the downtown area. The PHCoC is partnering with Orion Waste Services to provide a collaborative district maintenance plan for waste disposal by offering a discounted waste collection rate to incentivize businesses in the Palm Harbor downtown district to maintain the individual trash receptacles placed near their businesses.

**Background Information:**

The MSTU Special Projects Funding opportunity was created by the Board of County Commissioners for the purpose of supporting projects that enhance community and neighborhood opportunities in unincorporated areas of Pinellas County. These MSTU Special Projects Awards are intended to support culture, recreation, and community engagement opportunities for residents in unincorporated areas that are comparable to those opportunities which municipalities typically provide to their residents.

The 2020 Master Plan builds on a series of improvements which began in 1999 with the establishment of The Old Palm Harbor Main Street Program (OPHMS) and the first Downtown Historic Palm Harbor Master Plan. Through the process of implementing the 2020 Master Plan, the

County worked with the community to identify area issues and concerns - the primary ones being the lack of a cohesive community “image” and lack of basic maintenance which creates a barrier to a sense of “ownership” in the DPH historic district.

Currently, there is not a district wide approach to trash collection in DPH. There are vacant parcels with absent property owners who do not maintain the public areas adjacent to their property. It is the objective of the Palm Harbor Chamber of Commerce and their partners that this project will leverage the momentum created by the DPH Master Plan and Form Based Code and will help create community identity, instill a sense of pride and ownership, and contribute to the community’s participation in its beautification. The partnership with Orion Waste Service will incentivize businesses in the Palm Harbor downtown district to maintain the individual trash receptacles placed near their businesses by offering a discounted waste collection rate.

**Fiscal Impact:**

The request for funding in the amount of \$19,923.97 is a one-time expenditure of budgeted MSTU Special Projects funds. Funding is included in the General Government MSTU cost center within the General Fund and is consistent with amounts provided during FY22 budget development.

**Staff Member Responsible:**

Nancy McKibben, Assistant to the County Administrator Representing Unincorporated North County

**Partners:**

The Greater Palm Harbor Chamber of Commerce, together with other community non-profit agencies and stakeholders including the Downtown Palm Harbor Merchants Association and the Palm Harbor Community Services Agency.

**Attachments:**

MSTU Special Projects Funding FY21 Application PH Chamber of Commerce

DPH MSTU Special Projects Budget\_

PHChamber of Commerce Evaluation Criteria Form

DPH Banner\_examples

DPH Banner Location Map

PH Sign & Design Quote\_Downtown PH banners \$6072.75

State of Florida Trademark Fee \$148.75

Belson Classic Collection Trash Receptacles 40 Gal. \$1,090.00