

Complete the planning for the Speedway, and adjacent, property for the Roosevelt Boulevard/CR 296 connector and for the **potential intermodal transportation hub** at this location.

Review, and amend as necessary, the Pinellas County Comprehensive Plan and, where appropriate, associated land development regulations, as well as the Countywide Plan, to **support better integration of residential development, and their supporting retail and service uses proximate to employment areas.**

Work with/encourage the private sector to identify areas in the Gateway Area with potential to **develop to affordable residential uses proximate to employment**, thereby reducing automobile dependence.

Review signage needs; consider better directional signage at, for example, the Airport Business Center.

Planning for Continuity and Character in THE GATEWAY TO THE COUNTY

The Gateway Area is just that – it is a “*gateway*” to Pinellas County for travelers from across the Bay, and for Airport travelers from different cities in and outside of the Country. But there is nothing that sets it apart as a distinct and important area.

The Area benefits from a significant natural greenspace provided by the Gateway Preserve, and some of the landscaping done in association with the DRIs is attractive and complements the surrounding environment. But there is no continuity in the surroundings. Opportunities do exist to beautify, or bring character to the landscape, and to enhance the natural surroundings, through coordinated application of development regulations, and through specific themed projects.

The County has significant opportunity to use its properties, its regulations, and its influence in the design of major roadway improvements, to have a positive impact on the appearance, the character and the environment of the Gateway Area.

But some continuity in the design and overall character of the Area might be beneficial and desirable, which necessitates coordination and a multi-jurisdictional commitment. For example, a multi-jurisdictional commitment to things like corridor beautification, continuity in landscaping and landscaping standards, and interspersions of greenspaces, common areas, and onsite or “inter-site” paths and trails would contribute significantly to quality of life in the Gateway Area.