

## Pinellas SPOTlight

2016-2018



[www.pinellascounty.org/mpo](http://www.pinellascounty.org/mpo)  
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# Enhancing Beach Access Emphasis Area

## Objectives

- Improve access to the beaches and along the corridor
- Increase transportation options along beaches
- Create a safer environment
- Enhance transportation alternatives connecting the beaches to the region
- Promote mixed use redevelopment, job creation and preservation of neighborhoods

Communication, education and analysis are key components of the beach access emphasis area.

## Activities

- Identify the gaps, needs, and barriers for enhancing beach access
- Hold an education campaign
- Evaluate all modes of travel available to the beaches and along the corridor, including surface and waterborne options
- Engage law enforcement agencies
- Identify areas that would benefit from mixed uses and evaluate regulations and policies that will promote them
- Develop design criteria and regulatory language supporting multi-modal access
- Evaluate neighborhood connections to mixed use areas and the transportation system



## Work Plan Elements

**Imagine** – convene partners, define the problem(s) and develop a working vision

**Discover** – review data, trends and conditions to identify needs and strategies

**Test** – determine which strategies are effective and have community support

**Set the Course** – confirm the vision, strategies and actions and set performance targets

**Convey Understanding** – document actions, tell the story and evaluate effectiveness.

## Key Agency Partners



FEMA



ST. PETERSBURG  
CLEARWATER



BARRIER ISLANDS GOVERNMENTAL COUNCIL



PINELLAS COUNTY  
SHERIFF'S OFFICE

*Pinellas SPOTlight will address eight factors in each emphasis area:*

### **Economic Development**

Evaluate market trends along the beaches and determine factors that affect economic feasibility. Promote mixed use development where possible.

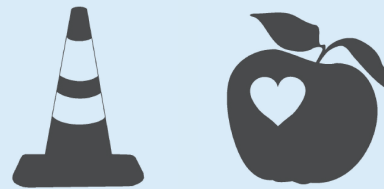


### **Land Use**

Identify opportunities that help maintain county-wide goals such as job creation, enhancing mixed use areas and preservation of our neighborhoods.

### **Safety**

Identify locations for safety improvements that would allow people to move from place to place; whether by bicycle, walking, transit or other means of transportation.



### **Community and Health**

Create a walkable/bikable environment that allows people to safely access the beaches, parks, healthy food, and other amenities along the corridor.

### **Mobility and Multi-modal Access**

Encourage connectivity between beach communities and other areas of the county and region. Increase transportation options available to the public.

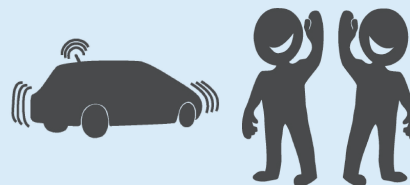


### **Resilience and Sustainability**

Enhance the existing transportation system within the area with the future in mind. Plan for storms and drainage issues that affect this area currently and in the future.

### **Emerging Technologies**

Determine key operational issues travelling to and along the beaches, and apply technologies that will allow the transportation system to function more effectively.



### **Inter-agency Coordination/Public Involvement**

Strengthen public-private partnerships and engage key players within the beach communities and region. Encourage communication and goal-setting.