

Pinellas SPOTlight

2016-2018



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Gateway/Mid-County Emphasis Area

Objectives

- Prepare a master plan to guide public and private decision-making
- Improve connectivity with other economic centers
- Improve accessibility to destinations
- Provide definition to the area
- Strengthen public-private partnerships
- Establish priorities for capital projects and apply funding

Communication, education and analysis are key components of the Gateway/Mid-County work plan.

Activities

- Understand business community issues and needs
- Coordinate with partners for a shared vision for the area
- Participate in the Regional Premium Transit Study
- Evaluate market trends and factors affecting economic feasibility and development capacity
- Engage the public to identify issues, perspectives and priorities



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



Pinellas SPOTlight will address eight factors in each emphasis area:

Economic Development

The Gateway/Mid-County area is the economic engine of Pinellas County. An analysis of market trends and an identification of gaps and impediments will help support and enhance economic stability and growth.



Safety

The Master Plan will identify areas where improvements can be made that would allow people to easily get around the area.



Mobility and Multi-modal Access

Connectivity within and to the area is critical. Originally designed around the automobile, the area is in need of enhanced bicycle, pedestrian and transit accommodations in order to give people options and relieve congested roadways.



Emerging Technologies

Determine key operational issues within the area's transportation network, and apply technologies that will allow the network to function more effectively.



Land Use

With a strong industrial presence and increasing residential development, the Gateway area is ready for the identification of opportunities that will help create jobs and increase mixed use development.



Community and Health

Identify impediments to residents and workers accessing healthy food, while increasing opportunities to walk and bike to destinations, enhancing community well being.



Resilience and Sustainability

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



Inter-agency Coordination/Public Involvement

Organize public and private partners to develop the Master Plan and to oversee and champion its implementation with a sustained organizational framework.

