

## Pinellas SPOTlight

2016-2018



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# U.S. Highway 19 Corridor Emphasis Area

## Objectives

- Create a vision for the future design of U.S. 19 and its adjacent land uses
- Create safer travel conditions for bicyclists, pedestrians and transit users
- Improve the connectivity of adjacent land uses along corridor
- Identify improvements and land use conditions necessary to achieve the vision for the corridor
- Engage affected citizens and business representatives



## Activities

- Public outreach efforts to discuss corridor needs and issues
- Set up a regional summit to engage Pasco County
- Conduct market assessment and economic profile
- Define policies, strategies and actions
- Analyze scenarios and identify preferred outcomes
- Establish coalitions and advisory groups
- Develop a transit concept plan

## 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**

Evaluate market trends along the corridor and determine factors that affect economic feasibility. Promote economic sustainability and growth for the area.



### **Land Use**

Identify redevelopment opportunities, particularly in areas undergoing transition, that help maintain countywide goals such as job creation and enhancing mixed use areas.

### **Safety**

Identify locations for safety improvements that reduce incidents of high crashes along the corridor and provide vulnerable users safer access.



### **Community and Health**

Create a safe and walkable environment along road corridors that allow people to safely access parks, healthy food and trails.

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

Identify transit, bicycle and pedestrian access improvements along major corridors. Identify improvements to transit service and to connections between bus stops, sidewalks, trail facilities and adjacent land uses.



### **Resilience and Sustainability**

Enhance the existing infrastructure with consideration given to future climate conditions. Address existing storm and drainage issues and plan for those anticipated in the future.

### **Emerging Technologies**

Determine key operational issues along the corridor, and plan for technologies that will allow the network to function more effectively.



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

Engage stakeholders in emphasis area efforts. Stakeholders include citizens, businesses, and other public agencies. Build partnerships with the stakeholders and encourage the ongoing communication.