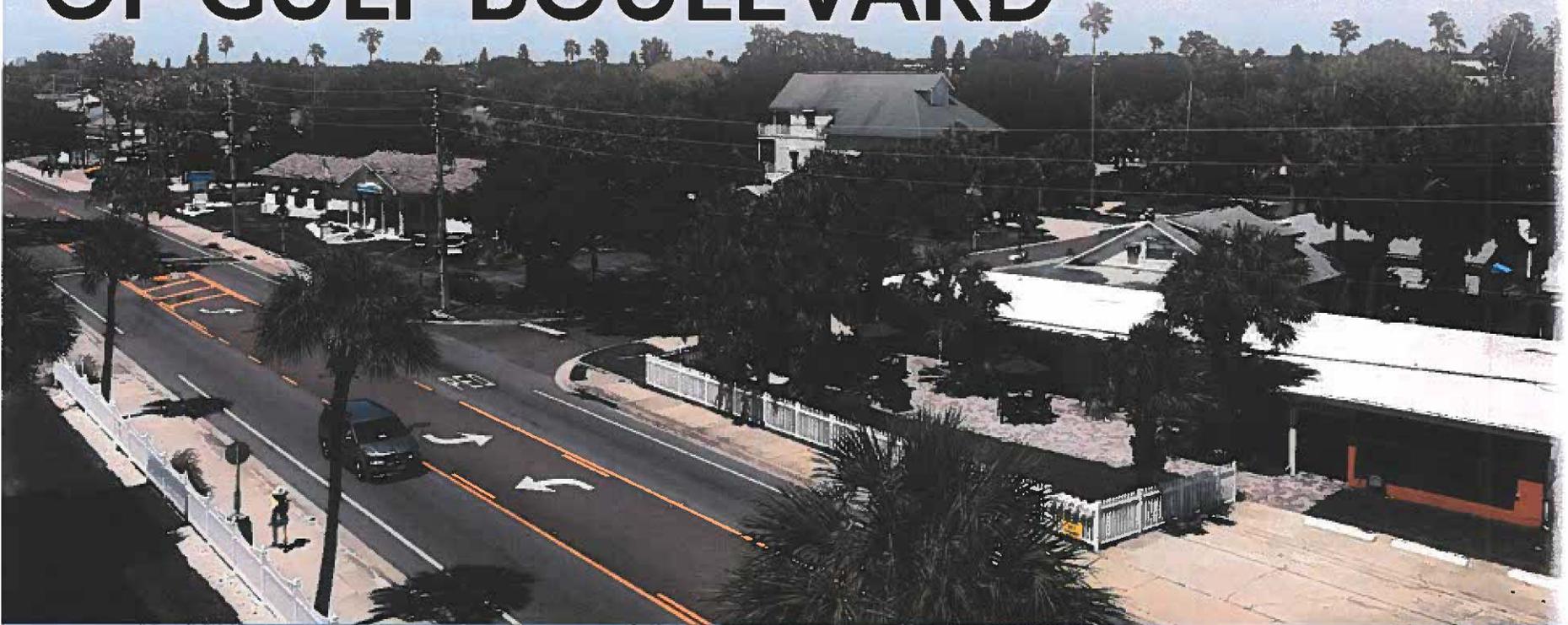


WORKSHOP #2: THE FUTURE OF GULF BOULEVARD



October 1
Indian Rocks Beach City Hall



FORWARD
PINELLAS



PUBLIC VISIONING WORKSHOP

City Hall, 1507 Bay Palm Blvd

October 1, 5-7 p.m.

Countywide land use and transportation planning agency Forward Pinellas and the City of Indian Rocks Beach invite you to give input on the future of Gulf Boulevard.

Topics we will be discussing include:

- Review of feedback received
- Review of preliminary findings
- Discussion of next steps

This is the second in a series of workshops for this six-month visioning process. If you are interested in attending, **RSVP online at bit.ly/irbgulfblvd2.**

To learn more, email Christina Mendoza at cmendoza@forwardpinellas.org or visit the project website at forwardpinellas.org/irb.



CITY OF INDIAN ROCKS BEACH GROWTH & REDEVELOPMENT VISIONING STUDY PUBLIC VISIONING WORKSHOP MEETING SUMMARY

**October 1, 5-7 PM
Indian Rocks Beach City Hall, 1507 Bay Palm Blvd**

The Indian Rocks Beach Growth and Redevelopment Visioning Study Public Visioning Workshop kicked off at 5 PM with welcoming remarks from Indian Rocks Beach Mayor Joanne “Cookie” Kennedy. Whit Blanton, Executive Director of Forward Pinellas, introduced the project team in attendance, which consisted of Rodney Chatman, Christina Mendoza, Jared Austin, and Hilary Lehman from Forward Pinellas. Whit reviewed the meeting purpose and discussed questions the agency has been receiving related to vacation rentals. He then provided an overview of general study updates: the retail market assessment is nearing completion and results will be presented near the end of the Visioning Study, the review of previous plans and studies has been completed, the data summary is in progress, mapping for scenario building is starting, and the indicators analysis is starting.

Christina Mendoza reviewed the existing conditions analysis that was conducted to identify potential peer communities based on ESRI’s Tapestry profile data from Indian Rocks Beach. The profile data identified socioeconomic and demographic characteristics to show similarities between Indian Rocks Beach and other communities in Florida. Peer communities examined include: Flagler Beach, Melbourne Beach, Dunedin, Safety Harbor, Anna Maria Island, and Siesta Key. The identified communities were researched further to examine potential land use strategies and incentives for development growth and retail potential that have been used in these areas and may be applicable in IRB. For example, the City of Bradenton Beach on Anna Maria Island has a similar median home value and household income, and the development within the City is similar in scale and type to IRB. The City’s restrictions on height reflect similar characteristics to IRB.

Some of the identified strategies were presented in an interactive feedback session with the community to discuss their opinions, thoughts, and ideas. During the interactive feedback session, meeting attendees were seated in groups and asked to provide input on a series of questions which can be found on the second page of this summary. The questions were meant to determine the community’s overall opinion of a series of development strategies and elements, the incorporation of mixed-use development, height of commercial development, and parking strategies. Responses were recorded and turned into the project team for review. Following the activity, each group reported out their general comments on the questions.

Based on the feedback received, key topics for future discussion and consideration include:

- Architectural treatments for new development- concern over maintaining community identity
- Consideration of sidewalk cafes- may be applicable in certain areas, based on context
- Use the Planned Unit Development process to develop site plans as a potential strategy in certain areas
- Require developers to construct off-site public infrastructure (i.e., utilities, sidewalks, bicycle racks, public art, etc.) could be a consideration
- Work with developers to provide more parking in commercial areas
- Preservation of historic assets, and maintenance of existing community character and form
- Discussion of transportation safety

Following the discussion, Whit closed the meeting with some final remarks, and thanked participants for attending. The next workshop will be scheduled for November, with the project to be completed by early next year. Any project updates will be posted on project webpage on the Forward Pinellas website: <http://forwardpinellas.org/projects/indian-rocks-beach-visioning-study/>. In addition, participants who signed in at the meeting will be notified of upcoming meetings. For questions regarding the project, please contact Christina Mendoza, at 727-464-5693, or cmendoza@forwardpinellas.org.

Interactive Feedback Session

1. Please rank each option on a scale of 1 to 5, 1 meaning you are strongly against this option and 5 meaning you strongly support this option. You will have 15 minutes.

Potential development strategies and elements:

- a. **Architectural treatments for new development** (creating architectural standards for new development)
- b. **Development that makes accommodations for sidewalk cafes** (ensuring that when development is approved, it includes expanded sidewalks for café uses and public spaces)
- c. **Offer limited financial incentives for the desired uses (i.e., grocery store)** (City offers limited incentives to developers for them to locate certain uses in IRB)
- d. **Partner to offset certain development costs** (City subsidizes part of a development project to reduce costs to the developer)
- e. **Jointly develop a site plan** (City works with developer on a site plan to design a project to meet the needs of both parties)
- f. **Develop flexible parking standards** (make on-site parking requirements less stringent to allow for more flexibility in development)
- g. **Streamline site plan approval process** (improve the efficiency of the site plan process to get projects approved more quickly)
- h. **Development incentives such as reimbursement of impact fees, mobility fees, etc.** (City offers incentives to developers to promote development to locate in IRB)
- i. **Aggressively market select properties to developers on behalf of owner(s)** (City markets certain properties where development is desired on behalf of property owners)
- j. **Provide off-site public infrastructure (i.e., utilities, transit shelter, bike racks, public art, etc.)** (City allows developers to provide off-site public infrastructure in return for potential concessions on development standards)
- k. **Approve specific code variances and/or waivers to development standards** (City allows developers to have specific code variances and/or waivers to development standards in return for any concessions made for City requests related to project design and/or construction)

- 1. Please note if you have any ideas for other strategies and/or elements**
- 2. Through discussions with various stakeholders, many identified mixed-use construction as a desired type of development within the community. What are your thoughts? You will have 5 minutes.**
- 3. What do you think the maximum height (i.e., number of stories) of a commercial structure should be along Gulf Boulevard? You will have 5 minutes.**

Currently the zoning code allows the following heights for commercial structures:

- Business Zoning District, Neighborhood Mixed Use Zoning District, Professional Office Zoning District= 35' (approx. 3 stories)
 - High Density Commercial Tourist Zoning District, High Density Commercial Tourist Zoning District 1= 46' (approx. 4 stories)
- 4. To address parking challenges, options such as construction of a parking deck, garage or surface parking lot have been proposed. What are your thoughts? You will have 5 minutes.**
 - 5. Please rank each option on a scale of 1 to 5, 1 meaning you are strongly against this option and 5 meaning you strongly support this option. You will have 5 minutes.**

What type of funding strategies should be explored to address parking challenges?

- a. Metered parking within the business district
- b. Public/private partnership with business owners
- c. Explore tax/millage rate options
- d. Explore bonding or loans