



LARGO TRI-CITY *Special Area Plan*

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prepared for:



prepared by:



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Chapter

1

INTRODUCTION

Chapter 1 - Introduction

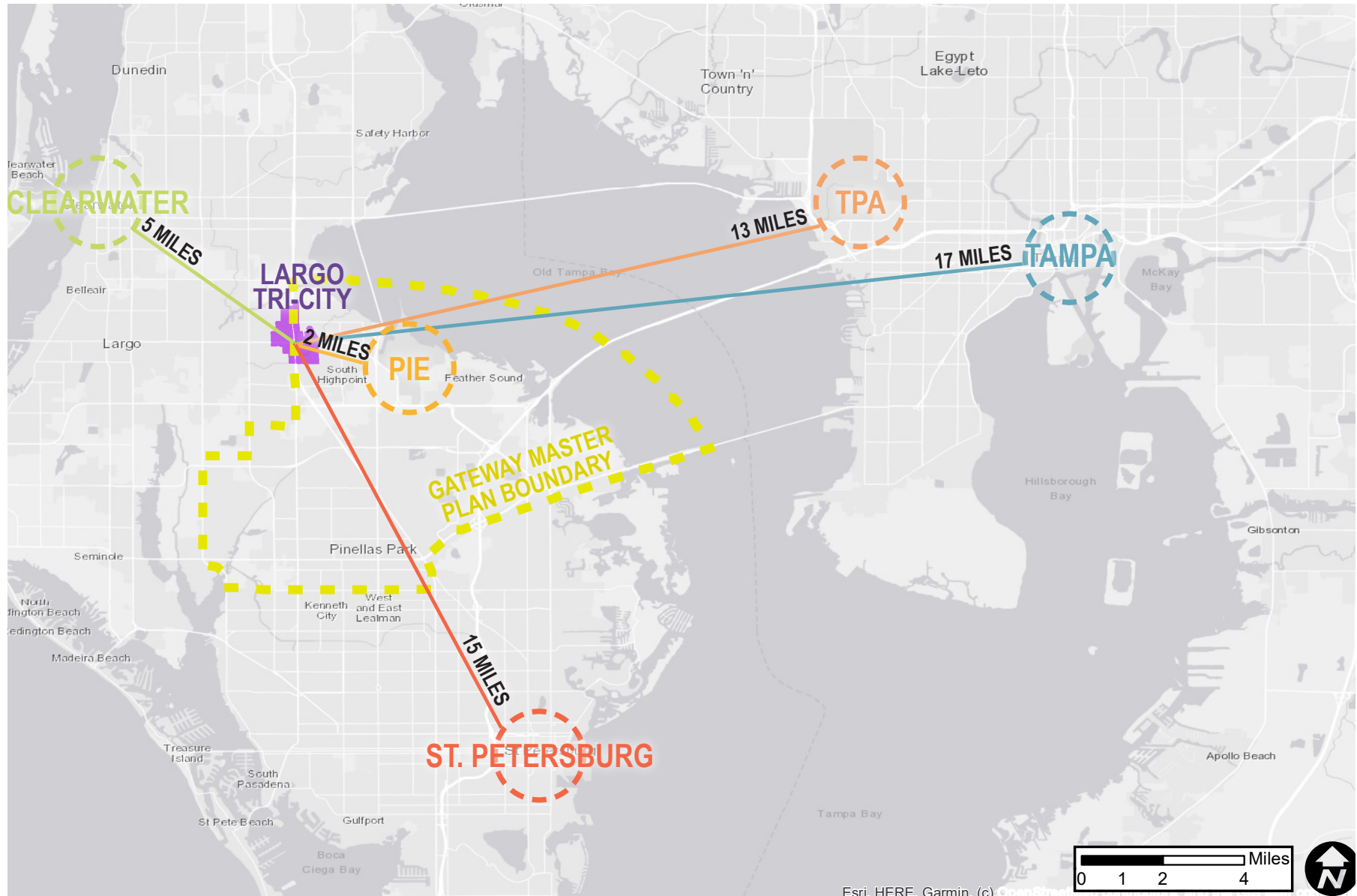
The Largo Tri-City Special Area Plan (SAP) is a plan that seeks to establish an Activity Center and is referred to as the SAP throughout this document. The SAP builds on previous efforts, outlined on page 11, and sets the stage for implementation of projects and strategies to encourage mixed-use development and transportation improvements in the US 19 and East Bay Drive/Roosevelt Boulevard area. It identifies land use and multimodal transportation projects and initiatives to help better connect residents to housing, employment, and community amenities and services while encouraging development.

With the SAP, the City of Largo is taking steps to bring to life the Gateway Master Plan for the strategic area of US 19 and East Bay Drive/Roosevelt Boulevard as one of the recognized centers of the multi-jurisdictional area. The Gateway Master Plan vision is made up of several districts, which includes this Plan, that will promote community health by pursuing job growth, sustainability and resiliency practices, increased housing supply, and enhanced multimodal connections.

The SAP aligns itself with past County planning investments focused on Transit Oriented Development (TOD), regional efforts with Forward Pinellas, and promotion of primary transit investment corridors while working with established County administered funding policies such as Penny for Pinellas to stimulate economic development and affordable housing. This Plan builds upon previous special areas plans for the City of Largo, including Downtown (West Bay) and the Largo Mall to fully engage the County and Regional efforts for identifiable and sustainable growth.

The study area includes numerous regional connections. These connections include close proximity to the St. Pete/Clearwater International Airport, the Gateway area, and Clearwater which provide employment and tourism opportunities. Greater connections include St. Petersburg, Tampa, and Tampa International Airport which also provide major employment and tourism opportunities.

Map 1: Regional Context Map



Source: Kimley-Horn

INCEPTION

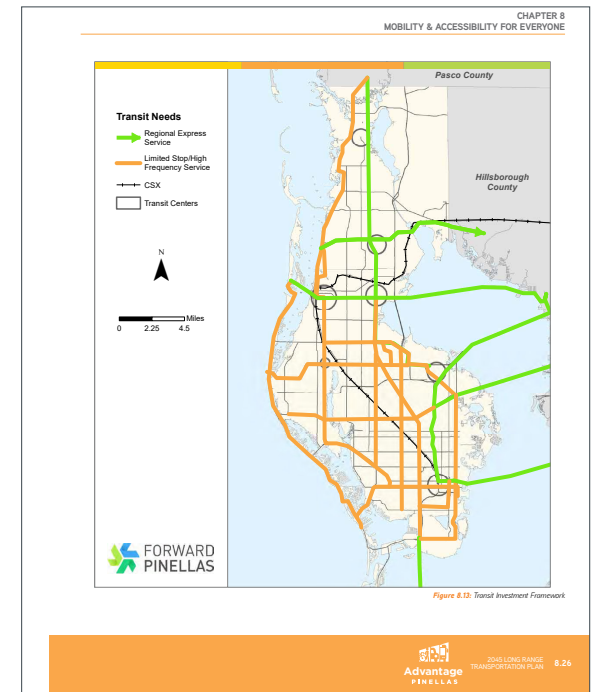
The City of Largo has a history of strategic planning including the creation of an Activity Center in the area. Activity Centers in Largo were first introduced in the 2004 Largo Strategic Plan and further described and identified in the 2011 Strategic Plan. The 2011 Largo Strategic Plan specifically outlined the creation of Major Activity Centers and mixed-use corridors, and where to develop community streets within the City. The three Major Activity Centers identified in the Strategic Plan are the West Bay Drive Community Redevelopment District and the Clearwater-Largo Road Community Redevelopment District, the Largo Mall area, and the Largo Tri-City area. Since the Strategic Plan was adopted, the previous two Activity Centers have been established and the Largo Tri-City area is the third and final Activity Center to be initiated. The Activity Centers focus on redevelopment, incremental and infill development, a mix of uses, and creating a transit-supportive community while protecting existing residential neighborhoods. The Major Activity Centers also introduce opportunities to expand and implement green spaces for neighborhoods that lack these amenities.

BACKGROUND AND CONTEXT

In addition to the strategic planning conducted locally in Largo, there have been county and area-wide planning efforts and initiatives that have set the stage for the SAP. The Forward Pinellas Countywide Plan envisions a network of higher-density Activity Centers and Multimodal Corridors that will implement a land use framework that is connected by and supports transit. Map 2 displays the Transit Investment Corridor Framework. The Countywide Plan also outlines a framework to support the growing population by creating compact housing and jobs near transit.

The Countywide Rules indicate Activity Center Future Land Use designations throughout the County. These designations are areas within the County that are appropriate for concentrations of employment, housing, cultural, or business development and each Activity Center requires a Special Area Plan. The Countywide Rules, like the Largo Strategic Plan, describe an Activity Center as consisting of a mix of business, residential, and civic uses. A compact physical arrangement and a walkable environment make it convenient to travel around an Activity Center by transit, bicycle, foot, or car. The Largo Tri-City SAP incorporates these elements into the recommendations and implementation actions.

Map 2: Transit Investment Corridor Framework



Source: Forward Pinellas

IMPLEMENTATION

(Largo Tri-City Special Area Plan)

Area-Wide Plans

Pinellas Gateway Master Plan

- Bay Vista and commercial gateway

US 19 Corridor Land Use Economic Study



City of Largo Plans

Comprehensive Planning

- Forwarding Our Future

Strategic Plans

- 2004, 2011 (3 Activity Centers/ Community Streets) and 2017 Strategic Plans
- Employment center overlay

Other Planning Efforts

- Moving Largo Multimodal Plan
- Largo Environmental Action Plan



Countywide Efforts

Forward Pinellas

- Countywide Plan (Rules, Land Use Vision Map)
- Advantage Pinellas (Investment Corridors)

Connecting Our Community:
Using transportation to link people to jobs, housing and training

July 18, 2019



Pinellas County

- Connecting Our Community (Transportation, Jobs, Housing, Training)
- Penny IV Affordable Housing and Economic Development Program Guidelines
- Pinellas Complete Streets

PSTA: Community Bus Plan

- Community Bus Plan

The opportunity for regional connectivity is further outlined in the Advantage Pinellas Priority Investment Corridors. East Bay Drive/Roosevelt Boulevard and US 19 are identified as Priority Investment Corridors which align transportation, housing, jobs, and redevelopment throughout the corridor. The goal is to connect people to jobs, affordable housing, and training and education opportunities to support the County's economic development. The Largo Tri-City area, with premium transit and supporting land uses will see more investment that is oriented around transit.

The SAP was created in coordination with multiple local and regional plans that impact and set the foundation for the Largo Tri-City area. The plans have organized the framework and vision for the area while the SAP carries out specific recommendations and strategies.

INCLUDED IN THE SAP

The Largo Tri-City SAP builds on local and countywide momentum to implement several initiatives and projects over the next several years. The intent is to identify planning recommendations that can be implemented and constructed as funds become available for capital improvements and opportunities arise in the market for infill and redevelopment.

The vision for the Largo Tri-City SAP is to create a place that is a destination and a complete community that includes a mix of uses. The Largo Tri-City Special Area Plan identifies specific strategies, opportunities, and standards to encourage mixed-use infill and redevelopment, increase densities and intensities, and provide accessibility to multiple modes of transportation, including making the area more walkable and pedestrian friendly. The SAP will serve to coordinate land use and development, and is a tool to implement the Pinellas Gateway Master Plan. The recommendations in the SAP target five objectives to achieve this goal:

- Land Use and Housing
- Multimodal Transportation
- Economic Development
- Public Spaces and Greenspace
- Sustainability and Resiliency



Pinellas Technical College



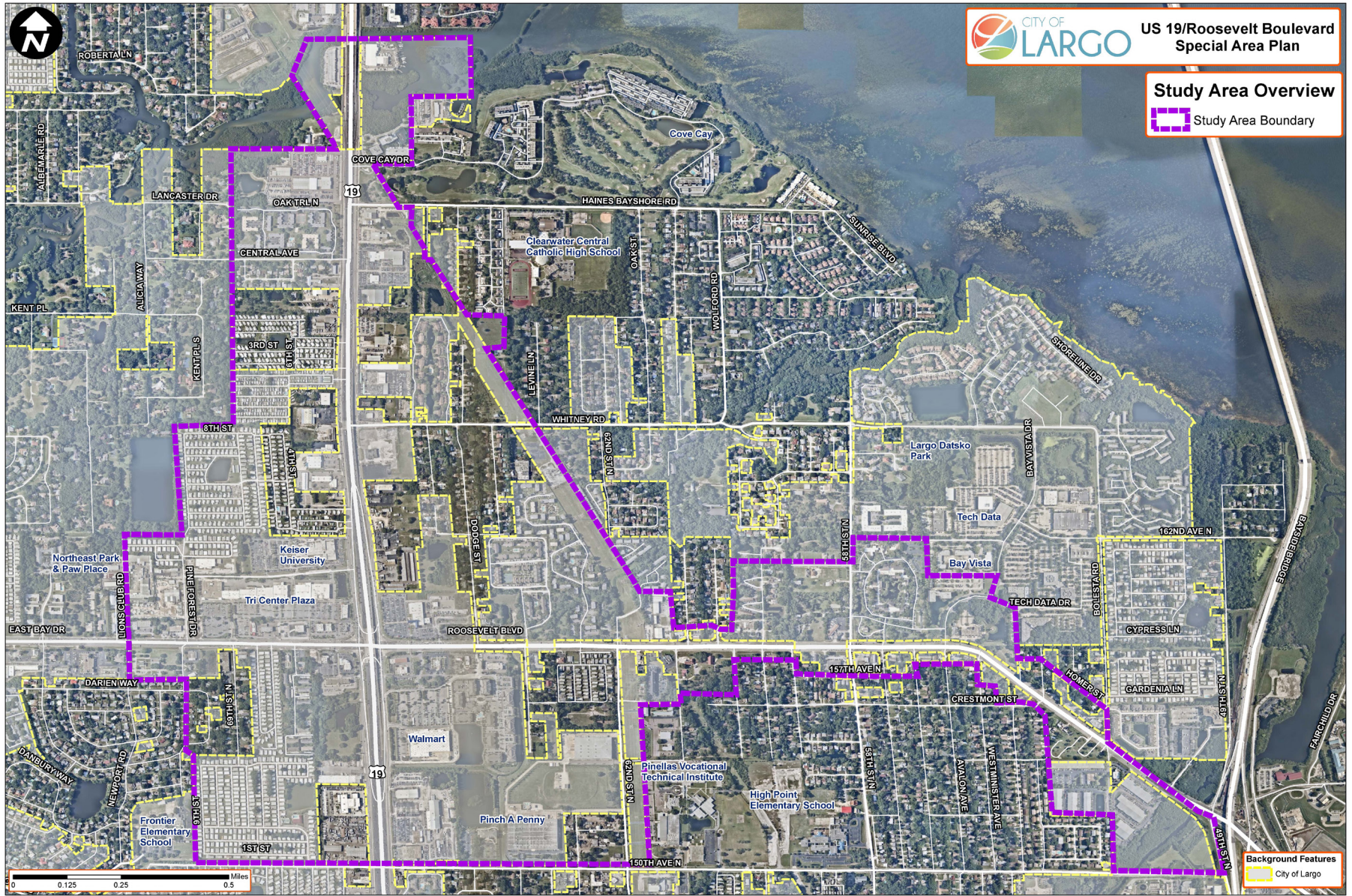
Bay Vista Business Park Entrance

The approximately 900-acre planning study area, as shown in Map 3 on the following page, is positioned at the intersection of two primary corridors: US 19 and East Bay Drive/Roosevelt Boulevard. This intersection connects to the Bay Vista employment center and encompasses the Tri-City Plaza, Walmart Supercenter, PSTA transit center, and the Allen's Creek area. The study area includes or is adjacent to several other major employers, such as Keiser University, 24/7 Intouch, Pinch-A-Penny, and Tech Data. Map 3 provides an overview of the study area. The area is centrally connected with downtown Largo to the west, the Clearwater/US 19 Activity Center to the north, ICOT Center to the south, and the St. Pete Clearwater International Airport to the east. There are several patches of unincorporated county within the study area. As these parcels are redeveloped, they will be annexed into the City and will adhere to all recommendations that are outlined in this document.



Tri-City Plaza

Map 3: Study Area



Source: Kimley-Horn

SAP BOUNDARIES

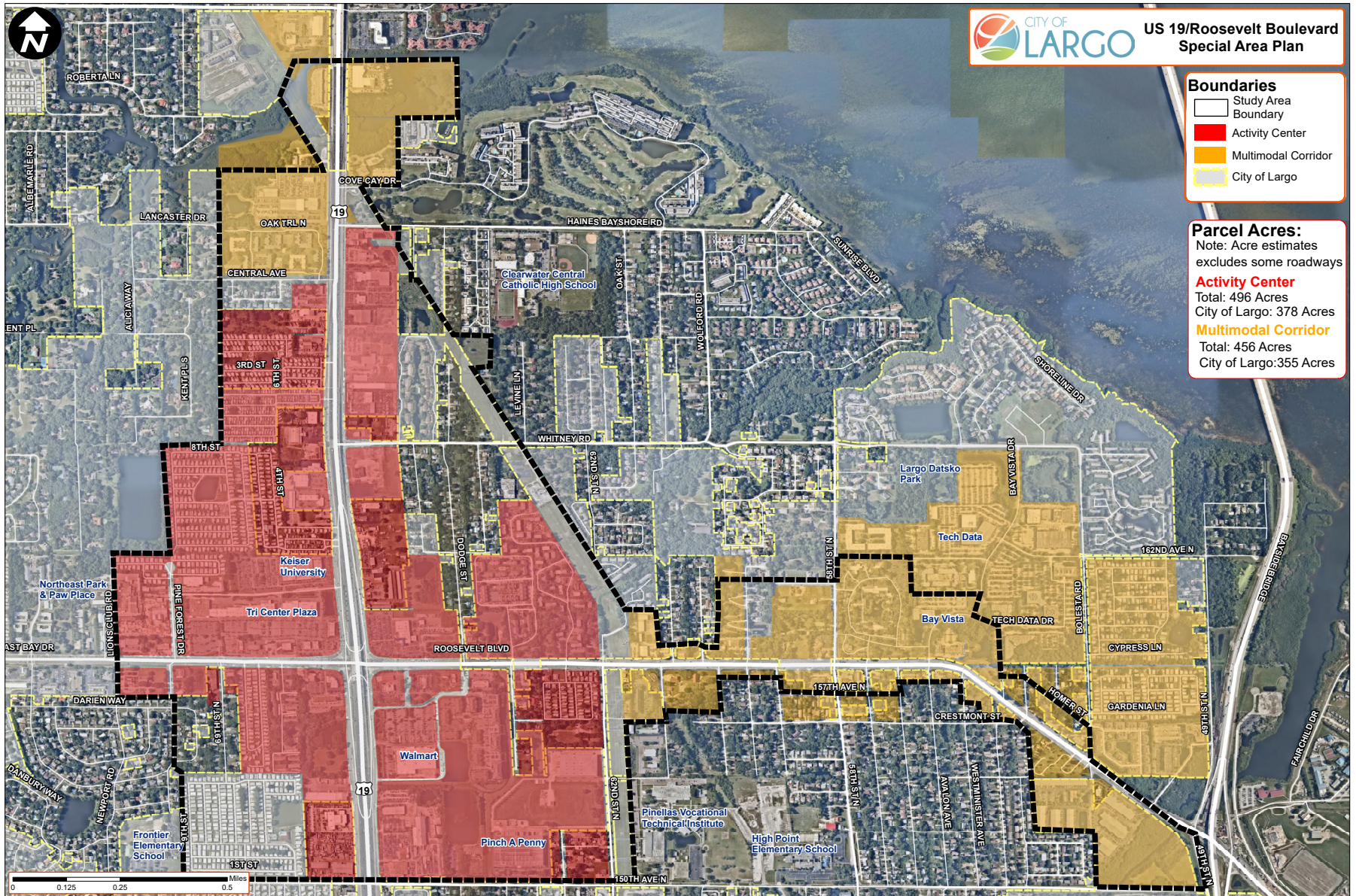
One of the key objectives of the SAP is to establish the Major Activity Center and Multimodal Corridor land use classifications, which are supported by the Forward Pinellas Countywide Rules. The Pinellas Countywide Rules were updated on October 24, 2019 and guides land use planning among the local governments of Pinellas County. The Countywide Rules support greater densities and intensities and a mix of uses in areas designated as Activity Centers and corridors designated as Multimodal Corridors to encourage transit-oriented design that supports increased walkability and transit usage. In accordance with the Countywide Rules, there is a 500 acreage limit on Activity Centers, therefore, parcels outside of the main US 19/Roosevelt Boulevard focus area were designated as Multimodal Corridors to transition from the Activity Center. These areas have less allowable density and intensity than the Activity Center but still provide transportation and land use opportunities that complement the surrounding Activity Center.

The Activity Center encompasses parcels within the City of Largo jurisdiction and Pinellas County jurisdiction. The Activity Center is 496 acres, including 378 acres within Largo jurisdiction, with the remaining 118 acres in Pinellas County jurisdiction. The unincorporated parcels can be seen in Map 3, on the previous page. The unshaded areas are unincorporated county, whereas City of Largo parcels have a shaded overlay and yellow boundary. Through coordination between the City of Largo and Pinellas County, the SAP is intended to apply in the unincorporated County upon annexation. The Activity Center Area and Multimodal Corridors Map, shown in Map 4 on the following page, outlines the Activity Center boundaries and the Multimodal Corridor boundaries as well as the study area. Through the SAP formation, areas such as the Bay Vista employment center, parcels on north US 19 and East Roosevelt Boulevard were added as Multimodal Corridors. **These areas were not originally in the study area boundary (including the analysis in the Market Analysis), but were added as Multimodal Corridors based on their significant potential for greater density and more housing.**

The adoption of the SAP results in the need to coordinate and integrate the recommended guidelines and policies within this plan with the following planning documents and agencies, including:

- Adoption of the SAP by the City of Largo
- Amending the City of Largo's Future Land Use Map (FLUM) and comprehensive plan to designate the Activity Center boundaries and multimodal corridor boundaries
- Update the Forward Pinellas Countywide Plan map to designate the Activity Center and Multimodal Corridor categories consistent with the SAP
- Updates to the City of Largo Comprehensive Development Code to apply specific standards to the proposed Major Activity Center and Multimodal Corridor overlay
- Coordinate with Pinellas County for future Unincorporated Pinellas County parcel annexation and redevelopment

Map 4: Activity Center Area and Multimodal Corridors



Source: Kimley-Horn

STUDY AREA PROFILE

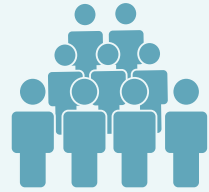
As of 2019, the study area contained an estimated 5,364 residents, a 27.5% increase from 2010. During the same time period, the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) population grew by 13.6%, reaching a total of 3,160,627 in 2019. Pinellas County grew by 7.0% during the same time period, reaching 980,444 residents in 2019. The compound annual growth rate (CAGR) for the study area was 2.7% over the last decade, nearly double the measure for the larger MSA. This data supports evidence that this specific area of the County is growing which can, and needs to, support greater density, more housing, mixed-used development, and expanded transit service. The following pages summarize the demographics for the study area.



Vology in Bay Vista Business Park

Demographics

Study Area



5,364
2019 Population



44.7
Median Age



21.6%
Households
with Children



+27.5%
Population
Change
Since 2010

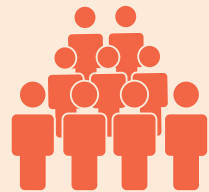


2.11
Average
Household Size



\$125,856
Median
Home Value

Pinellas County



980,444
2019 Population



44.7
Median Age



22.6%
Households
with Children



+7.0%
Population
Change
Since 2010



2.19
Average
Household Size

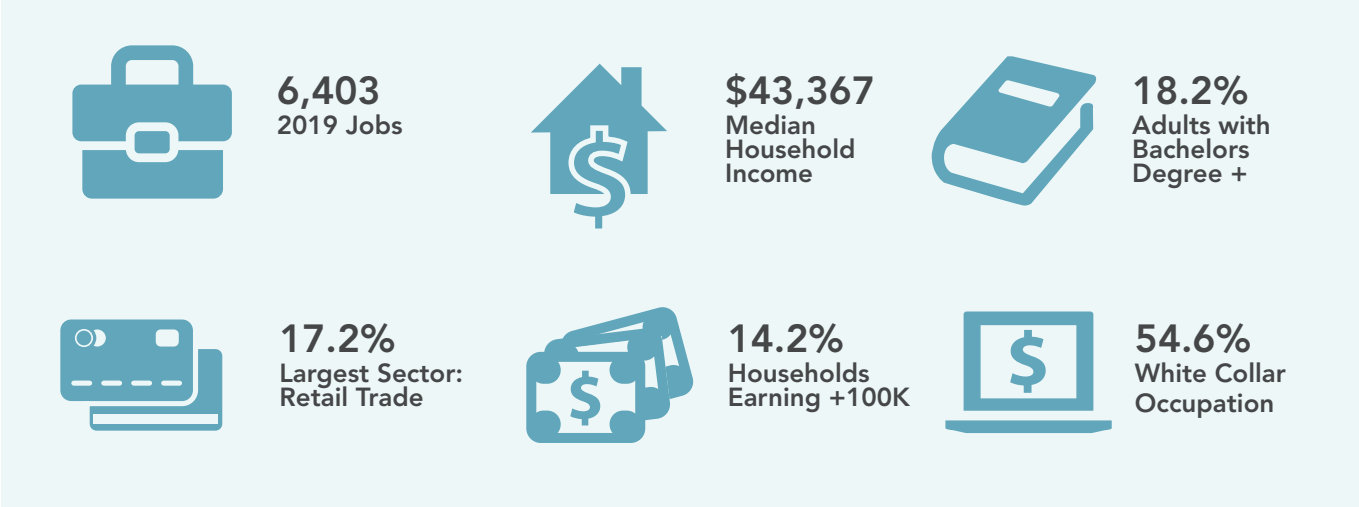


\$224,863
Median
Home Value

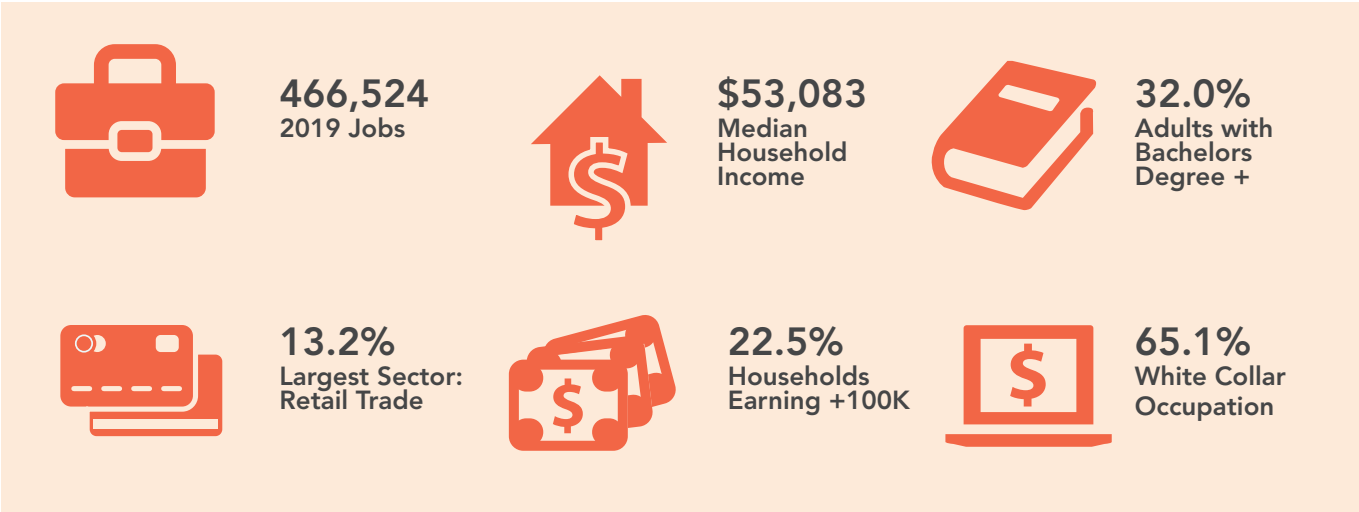
Source: Kimely-Horn

Economics

Study Area



Pinellas County



Source: Kimley-Horn

Strengths, Weaknesses, Opportunities

Strengths, weaknesses, opportunities, and threats (SWOT) are identified for the study area below. The analysis is based on both the information collected for this plan, as well as a review of several previous planning efforts focused on this area, including the reports produced for the US 19 Corridor Land Use and Economic Analysis in 2018.

Strengths:

- Central location and proximity to regional employment centers and attractions, including the St. Pete-Clearwater International Airport
- Primary north-south corridor connecting heavily populated coastal areas of Pinellas and Pasco Counties
- Proactive planning efforts at local and county levels that are supportive of higher density, multimodal improvements, and greater connectivity
- Area includes several industrial clusters
- Recent investment in redevelopment of sites at US 19/East Bay Drive/Roosevelt Boulevard interchange (\$32 million in Tri-City Plaza in 2016)
- Multi-family development has had momentum since Recession; vacancy rates of newly delivered communities tend to be low once stabilized
- Outdated, vacant, or underutilized commercial properties with valuable frontage along the area's major transportation corridors offer opportunities for redevelopment and transformation



Roosevelt Office Center

Weaknesses:

- Traditional suburban development pattern with isolated pods of development that are single-use, auto-oriented, not well-integrated, and have deep building setbacks
- Generally poor aesthetics along corridor, with some newer enhancements in pockets and generic quality of landscape and architectural design make the corridor indistinguishable from other suburban corridors
- Lack of streetscaping and pedestrian/bike/transit facilities result in a poor experience for those not traveling by automobile and local street network is discontinuous which also makes travel challenging
- Bayside Submarket office vacancy rate is nearly double others nearby and rent per square foot is lower than most
- Access to parcels along US 19 is from frontage roads and multiple curb cuts along the US 19 frontage roads with limited cross-parcel connections
- Concern about lack of diverse, affordable housing
- Lower-density residential neighborhoods in the area are largely built-out, limiting new, greenfield opportunities for single-family residential product
- Parcel sizes vary widely and include a range of building types, including shopping centers, older strip malls, and standalone retail buildings
- Property ownership is fragmented, which could make land assembly more challenging

The next chapter outlines the Stakeholder Engagement outreach that was performed during the development of the SAP. The Stakeholder Engagement informed and guided the recommendations that are presented later in this Plan.



Walmart Gateway Entrance



Chapter **2**

**STAKEHOLDER
ENGAGEMENT**

Chapter 2 - Stakeholder Engagement

There was significant engagement throughout the planning process that helped develop strategies for the SAP. This included an internal City staff visioning workshop, several stakeholder meetings and interviews, one community forum, and an online survey. There were separate stakeholder interviews held with members of agency staff, the business community, as well as members representing the neighborhoods in the area. One interview was also held with the Central Pinellas Chamber of Commerce.

The main themes that stood out from public outreach efforts include: redevelopment and higher-quality development, affordable housing, multimodal transportation improvements, and new land use and design standards.



Source: City of Largo

AGENCY STAFF MEETINGS

On September 3, 2019 a meeting between Pinellas County, Forward Pinellas, and the City of Largo was held to discuss the SAP boundary. It was determined at this meeting that all parcels, whether unincorporated Pinellas County or City of Largo, should be planned as one cohesive area. The boundary of the SAP was also discussed with City of Largo and other agency staff. It was agreed that the boundary would extend to, but not include, the Highpoint neighborhood community with the exception of parcels adjacent to Roosevelt Boulevard. The rationale was that the Highpoint community is likely to largely remain single family residential. However, improving connectivity from the Activity Center and Multimodal Corridor areas to HighPoint are desired with land use/intensity transitions.



Source: City of Largo

On September 23, 2019, agency members from the City of Largo, Florida Department of Transportation (FDOT) District Seven, Forward Pinellas, Pinellas Suncoast Transit Authority (PSTA), and Pinellas County met to discuss transportation recommendations and strategies for the SAP. Staff discussed potential improvements and concepts for East Bay Drive, Roosevelt Boulevard, and US 19 that would satisfy all agency standards. From this discussion, there was a consensus for landscaping and aesthetic lighting along the East Bay Drive/Roosevelt Corridor and US 19 underpass, opportunities for public art installations, enhanced bus shelters, and improved wayfinding/signage. The US 19 Frontage Roads Safety Action Plan was discussed as another opportunity to recommend improvements. The discussions from this meeting guided the transportation and placemaking recommendations for the SAP.

BUSINESS STAKEHOLDER INTERVIEWS

Business stakeholder interviews occurred during two sessions on October 1, 2019 and comprised of twelve stakeholders, including business owners/managers, property owners, developers, and Keiser University. The main discussion themes that occurred during the meetings included comments and concerns about transportation, land uses, new development, redevelopment, stormwater, and amenities. The stakeholder participants included:

- Pinch-A-Penny
- Eshenhaugh Land Company
- Chaf Properties
- Gulf Coast Consulting
- Keiser University
- Walmart
- Ryan Companies
- 24-7 Intouch

Transportation comments included:

- Congestion in the area makes it difficult to reach destinations like Keiser University
- Traffic signals should be considered to alleviate congestion at Bolesta Road and Bay Vista Drive
- Large number of Keiser University students use public transit and there are large number of pedestrians and bicyclists around Walmart and transit



Pinch-A-Penny

Land Use discussion points included:

- Low inventory of workforce and affordable housing in the area to house stakeholder employees and students; new development should address the lack of workforce and affordable housing while allowing a mix of uses
- Consider maximum setback requirements and new parking strategies for new development
- Ensure housing superblocks don't develop and encourage new development with diverse types of uses, such as residential, restaurants, bars, and shopping
- Most developers are not used to going through the development process with mixed-use buildings; guiding developers through the process could promote more redevelopment

Other concerns include:

- Lack of amenities, services, and attractions for employees, students, and residents in the area
- Need for more restaurants and multi-family housing options
- Provide development options that keep people in the area rather than passing through the area
- Large homeless presence along US 19 and transit stops
- Lack of lighting poses safety issues along US 19
- 24-7 Intouch employees works all hours of the day and improvements and lack of lighting along US 19 frontage road presents safety issues for employees to walk from the employee parking lot
- Lack of school choices

The overall recommendation is to improve the area with better community amenities, more housing options, and updated land use and design standards.



Source: City of Largo

NEIGHBORHOOD STAKEHOLDER INTERVIEWS

The neighborhood stakeholder meeting occurred on October 11, 2019 and included representatives from High Point Community Center, Pinellas County Schools, and Forward Pinellas. Their overall vision includes an area that is walkable, safe, accessible, and includes more greenspaces. Stakeholders expressed the following specific concerns and interests.

Transportation:

- Speed reduction on 150th Avenue North at 58th Street to create a safer environment around the elementary school
- Lack of walkability along 62nd Street; small sidewalks and large stormwater ditches
- Student safety with existing roadway facilities and lack of lighting
- Consider ways to encourage transit usage and more partnerships with PSTA

Development and Land Use:

- The need for more affordable housing units and options that are family-friendly
- The abundance of housing geared towards single young-professionals and retirees but not enough options for families in this area
- Desire for smaller businesses
- Large land parcel between Highpoint Elementary and Pinellas Technical College could be used as a community greenspace or connection to Pinellas Trail
- Consider utilizing school board property north of 150th Avenue to encourage mixed housing and uses
- Lack of a central destination or community space for residents and students to use, recreate, and socialize



Source: City of Largo

CENTRAL PINELLAS CHAMBER OF COMMERCE

A meeting was held with members of the Central Pinellas Chamber of Commerce on October 16, 2019. The purpose of the SAP was presented in an open format. Demographics and employment statistics within the study area were also summarized. There was discussion on the study area boundary and several members of the group have been involved in the Pinellas Gateway Master Planning process. The main recommendations from the discussion included:

- Beautify East Bay Drive and Roosevelt Boulevard
- Address concerns of speed and safety along East Bay Drive and Roosevelt Boulevard
- Provide transit improvements through local circulation and regional improvements
- Implement short-term projects to build momentum
- Develop a place with a mix of uses and activities
- Create a plan with actions (there are a number of plans in the area)
- Establish branding for area, many favored the name Tri-City



Source: City of Largo

COMMUNITY FORUM

The community forum for the Largo Tri-City SAP was held on November 6, 2019 at Pinellas County Technical College with approximately 40 residents and stakeholders in attendance. The community forum included a short presentation and seven interactive stations. The stations included:

- Land Use and Housing
- Transportation
- Sustainability and Resiliency
- Economic Development
- Placemaking and Identity
- Mapping
- Survey



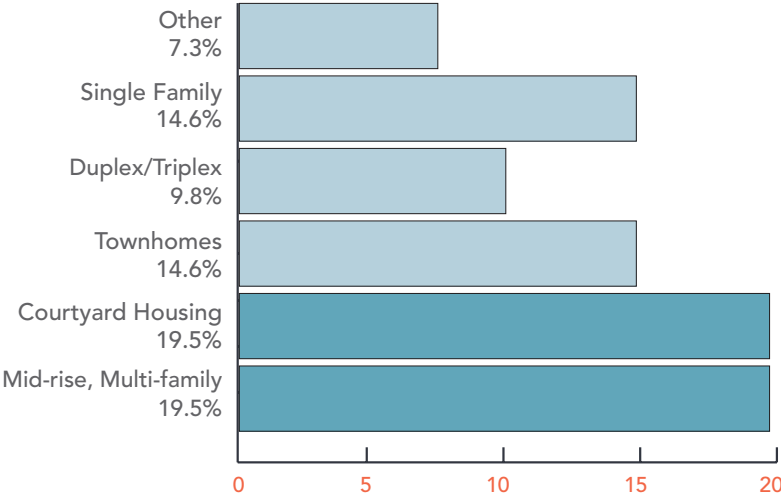
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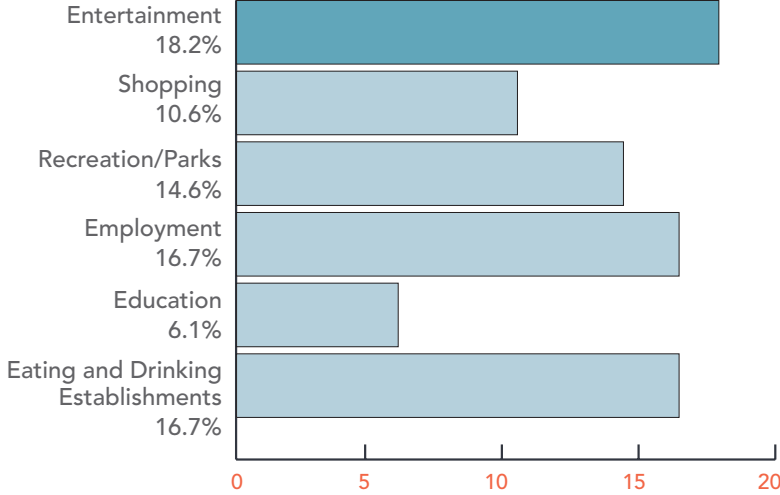
Land Use and Housing Station

The land use and housing station showed a map of initial recommendations for land use and housing in the study area. This station also included a preference survey that polled participants on types of land uses, housing, activities, and urban design they would like to see included in the SAP. Overall, results indicate support for mixed-use and multi-family development with more park space, entertainment, and shopping options. There were additional concerns about the signal timing at the intersection of Roosevelt and Dodge Street, as well as cut through traffic in Bay Vista. Below are the results for each question:

What types of housing would you like to see more of in the future?

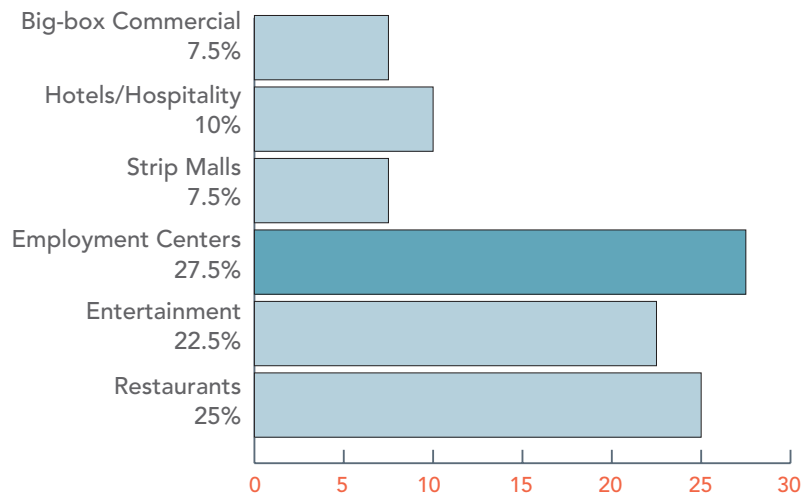


What types of activities would you like to see more of in the future?

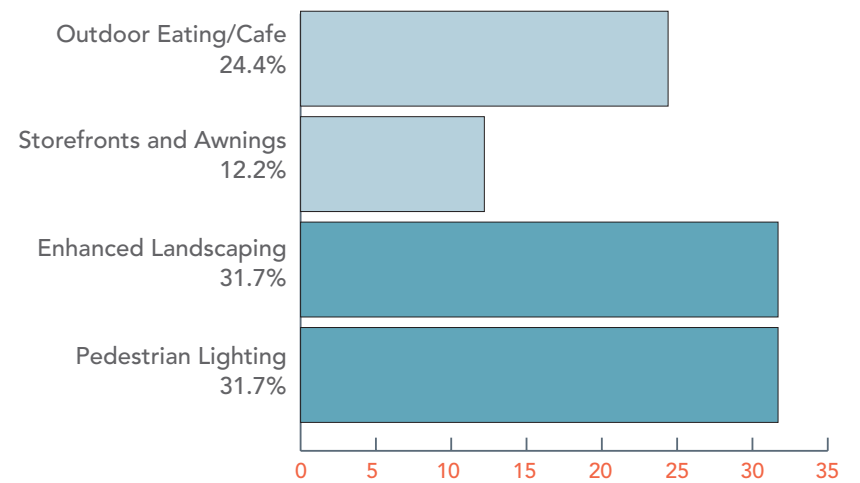


Source: Kimley-Horn

What types of commercial would you like to see more of in the future?



What types of activities would you like to see more of in the future?

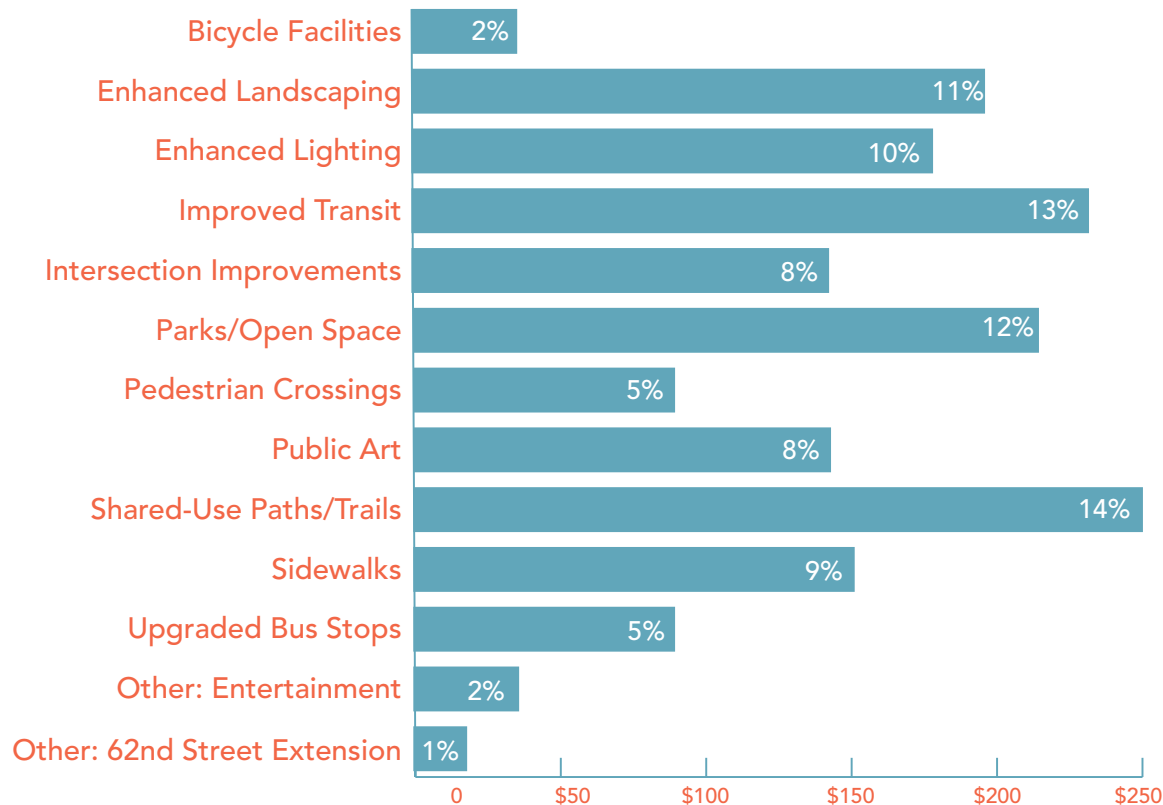


Source: Kimley-Horn

Transportation Station

The transportation station included a map of initial transportation recommendations and the Money Madness exercise. The Money Madness exercise allowed participants to allocate \$50 of mock money to any twelve transportation-related improvement categories. The categories included: bicycle facilities, enhanced landscaping, enhanced lighting, improved transit, intersection improvements, parks/open space, pedestrian crossings, public art, shared-use paths/trails, sidewalks, upgraded bus stops, and other. The results indicate large support for multi-use paths/trails, improved transit, parks/open space, enhanced landscaping, and enhanced lighting. Below are the results:

Money Madness Results:



Source: Kimley-Horn

Sustainability and Resiliency Station

This station presented initial sustainability and resiliency recommendations to be incorporated in the SAP along with ongoing sustainability programs and initiatives already provided by the City. There was significant interest and support for the proposed Resiliency Hub that would serve as an education and resource center based on community member feedback at this station.

Placemaking and Identity Station

The placemaking and identity station focused on naming/branding ideas for the study area and placemaking elements. Residents and stakeholders were invited to submit a new district name for the area and vote on initial naming ideas. The placemaking exercise allowed participants to build their ideal public space with placemaking elements.



Sustainability and Resiliency Station

Mapping Station

The mapping stations included a Live-Work map and aerials of the study area. The Live-Work map asked forum attendees to place a dot where they live and where they work on a map. The aerial maps encouraged attendees to write their thoughts on improvements they want to see in the area and specific locations.

Economic Development Station

This station had demographic handouts and maps of the study area. Discussions were on the impact of the businesses located in the area and the new opportunities for business expansion.



Placemaking and Identity Station

Largo Tri-City Special Area Plan

Survey Summary

The survey station allowed attendees to take the online survey if they had not done so already. The survey collected thoughts and opinions on how to improve the study area. A summary of the survey results can be found below. The online survey was distributed via e-blasts, through the project website (Largo.com/US19SAP), word-of-mouth, and during each project meeting and workshop. 1,113 community members and stakeholders participated in the online survey.

Who Are You?



Resident
78%



Business
7%



Neighborhood Group
2%



Association
1%



Renter
5%



Owner
33%



Worker
14%



Real Estate Professional
2%



Investor
1%



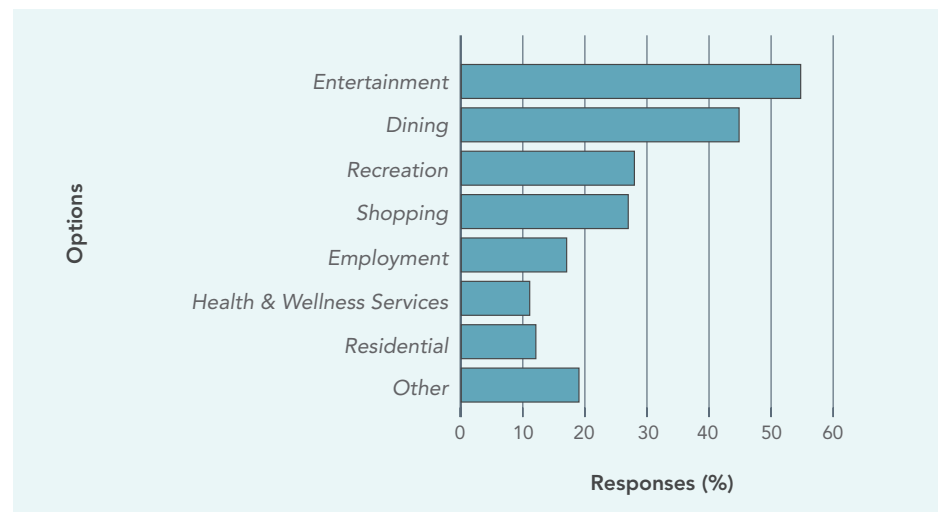
Developer
1%

Online Survey Results

What do you do?



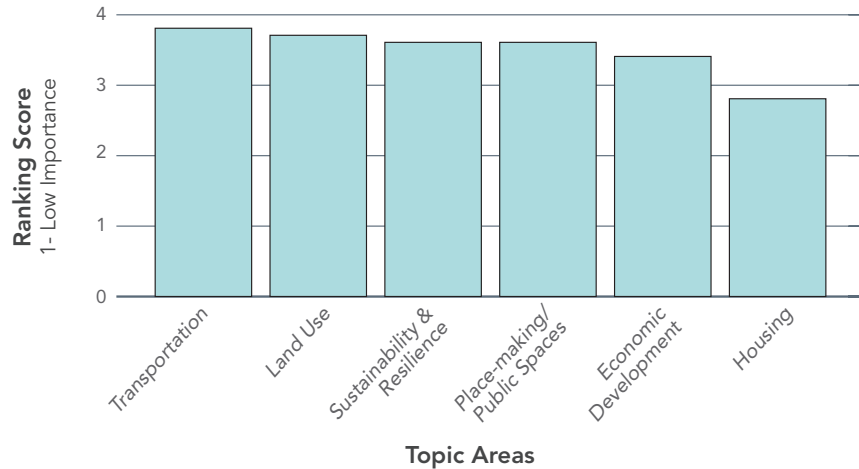
What would you like to see?



Source: City of Largo

SAP TOPIC AREAS

Your Top Priority



SAP TOPIC AREAS

Biggest Challenge

* percentage based on respondents only

Public Spaces	Not able to access public green spaces	Need for public spaces/recreational facilities	No activities I am interested in going to	No sense of culture, belonging, security, or social inclusion in the area.	
	9%	10%	11%	17%	
	Sustainability & Resilience	Not enough access to healthy food choices	High risk of damage & loss of property	Unequal access to resources	Extreme heat due to lack of trees
		8%	10%	13%	13%
Economic Development		Investment in local workforce	Redevelopment opportunities	Need for services in the area	Access to high wage earning employment opportunities within the area
		5%	10%	10%	18%
	Housing	Too much housing	No desire to live in the area	Need for a variety of apartments, single-family homes & condos	Need for affordable housing
		10%	10%	11%	16%
Transportation		Bike & pedestrian facilities	Need to increase safety	Public transportation choices & access	Too much traffic
		6%	6%	8%	26%
	Land Use	Vacant underutilized properties	Lack of interest in redevelopment	Need for diverse uses into one space	Very low walkability in the area due to car-centric planning
		7%	7%	12%	14%

A SIGNIFICANT OPPORTUNITY FOR THE AREA IS....

“ A cultural center and green space with QUALITY activities. ”

“ Changing development patterns on the corridor and encouraging WALKABLE land use design and more economically sustainable land use activity. ”

“ Renew the area’s appearance as this is the MAIN ENTRYWAY into the City. ”

“ A rapid bus transit could go from the airport thru this area and downtown Largo and eventually all the way to the beach. ”

“ To develop mixed use and planned development projects in the area. A MIX OF HOUSING AND BUSINESS provides opportunities for local residents to live and work in the same area. Walk-ability and access are important, especially as housing costs rise... ”

“ TRAFFIC CONTROL. ”

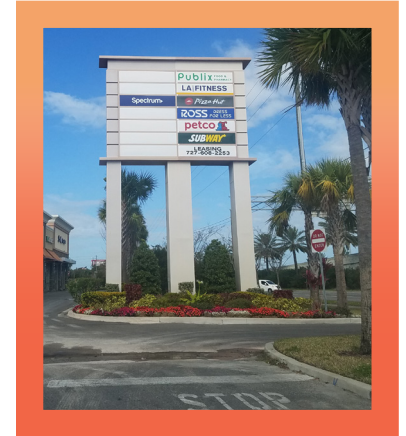


Chapter **3**

**MARKET
ANALYSIS**

Chapter 3 - Market Analysis

This chapter provides insight into the evolving real estate and development patterns that could affect future growth in Largo. The approach includes analyzing baseline and historical conditions; the location, direction, and outcomes of investment decisions; and the use of real estate by various sectors of the Largo economy. Analytical factors were synthesized to create an assessment of the area's strengths and weaknesses. Information presented here was used to inform the planning process for the SAP, resulting in concepts that are based on land uses and development patterns that have the strongest market opportunities.



Tri-City Plaza Entrance

A combination of data providers were utilized for this analysis. Demographic and employment data sources include ESRI Business Analyst Online, which incorporates data from the U.S. Census Bureau, as well as the Longitudinal Employer Household Dynamics program from the US Census. Real estate data sources also include the U.S. Census Bureau, as well as REIS, a third-party real estate data provider. This analysis blends quantitative demographic, economic, and real estate performance data with qualitative knowledge of the local market. Findings from planning initiatives near the study area were also reviewed. Ultimately, these data points were leveraged to provide an indication of the development potential for various land uses in the study area.

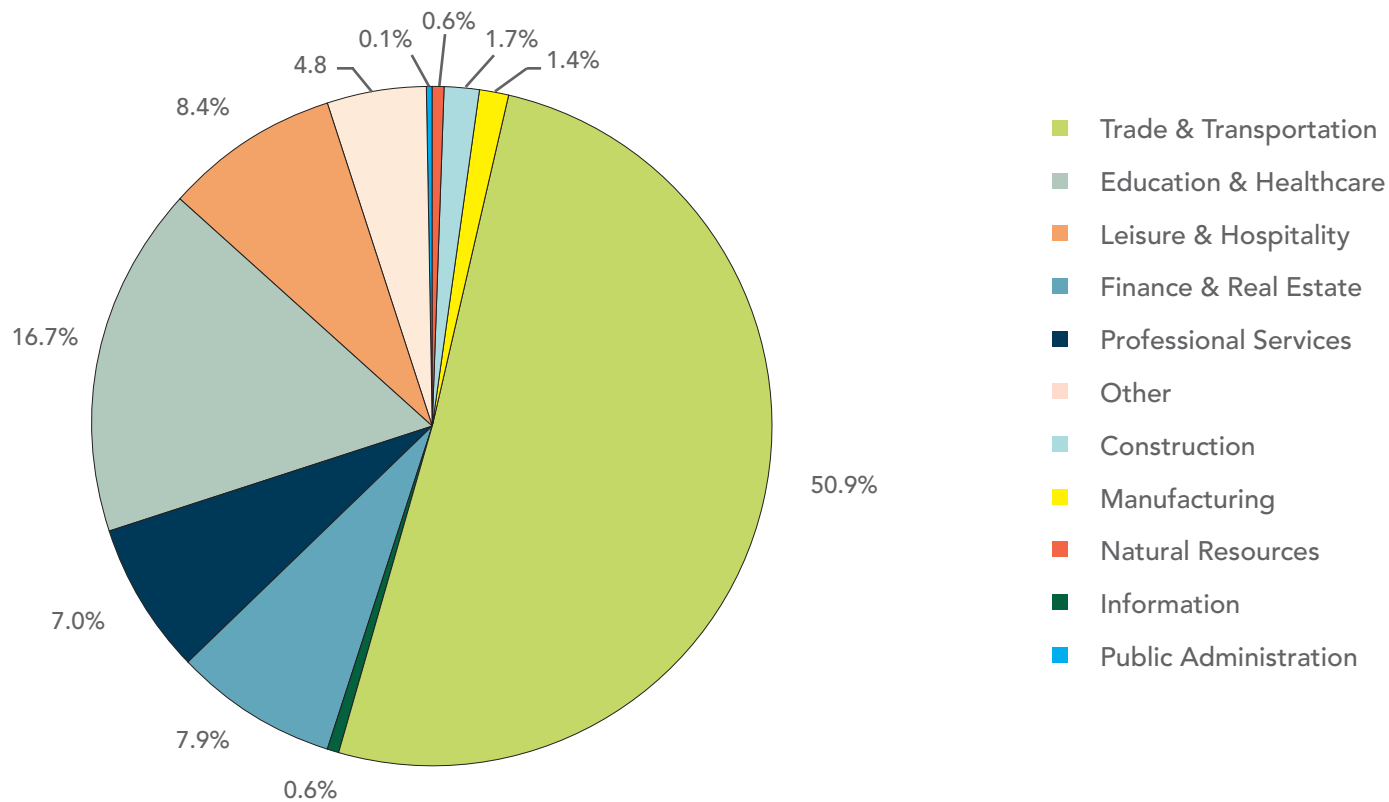
EMPLOYMENT OVERVIEW

According to ESRI Business Analyst Online, there were nearly 6,400 full-time jobs in the study area in 2019. Employment information is presented for the study area initially created for the planning process, which excludes Bay Vista. The Bay Vista area hosts a notable concentration of jobs, which further enhances the area's employment base.

The Trade and Transportation industry made up the largest percentage of jobs in the study area at 50.9%. Trade and Transportation jobs can be further broken down by type, where 53.9% are related to traditional retail positions and automotive-related uses (sales, repair, etc.) and the remaining 46.1% are wholesale and distribution. Wholesale and distribution positions are often located in light industrial buildings, compared to retail jobs which utilize more traditional commercial properties.

The next largest employment sector in the study area is Education and Healthcare, representing 16.7% of all jobs. Leisure and hospitality jobs, which includes restaurants and hotels, makes up the third largest sector at over 8% of the total. Figure 1 shows the distribution of jobs types within the study area.

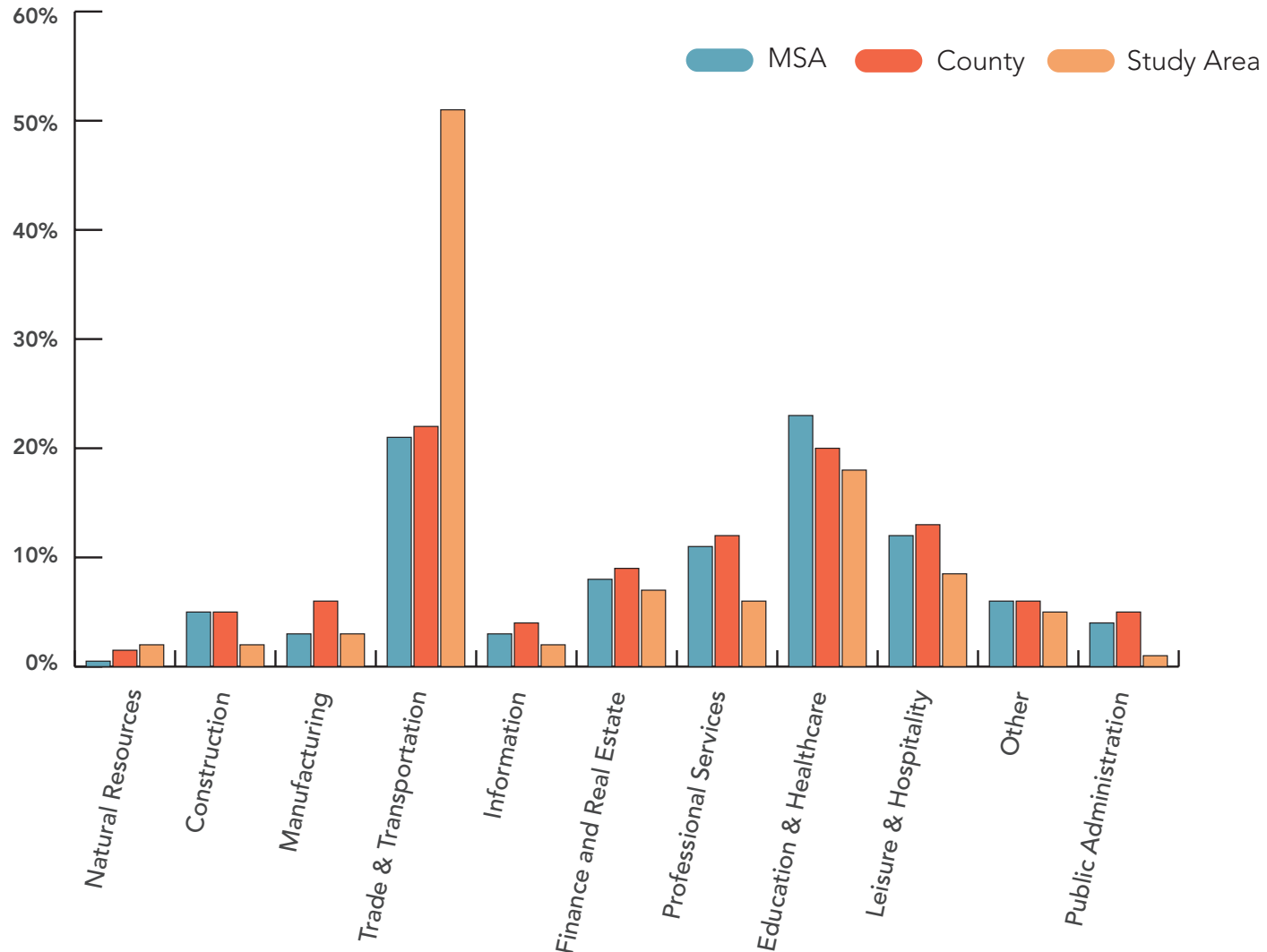
Figure 1: Estimated Full-Time Jobs in the Study Area



Source: ESRI Business Analyst Online, Kimley-Horn

Figure 2 demonstrates how the distribution of jobs by sector in the study area compared to Pinellas County and the Tampa Bay MSA. The study area's share of Trade and Transportation jobs are notably higher than the rest of the County and Tampa Bay MSA, driven by concentrations of traditional retail at the US 19/East Bay Drive/Roosevelt Boulevard interchange, as well as automotive-related uses along the US 19 corridor.

Figure 2: Comparison of Full-Time Jobs by Industry Sector



Source: ESRI Business Analyst Online, Kimley-Horn

Employment in the study area is primarily concentrated in two large nodes. The first node is located at the US 19/East Bay Drive/Roosevelt Boulevard interchange. Jobs in this cluster are primarily retail trade positions. Within this node, Tri-City Plaza is in the northwest quadrant, anchored by Publix Super Market. This quadrant also hosts a variety of other smaller retailers and restaurants. Additionally, a Walmart Supercenter is in the southwest quadrant of the interchange and a CarMax is in the northwest quadrant, further bolstering the job concentration in this node.

The other cluster of jobs is in the eastern portion of the study area near Tech Data Corporation in Bay Vista Office Park. However, it should be noted that the initial study area created for this plan excluded Bay Vista. Many of the jobs in this business park would be classified in the Professional, Scientific, and Technical Services and Information industries, which includes technology-based positions that typically offer higher-than-average wages.

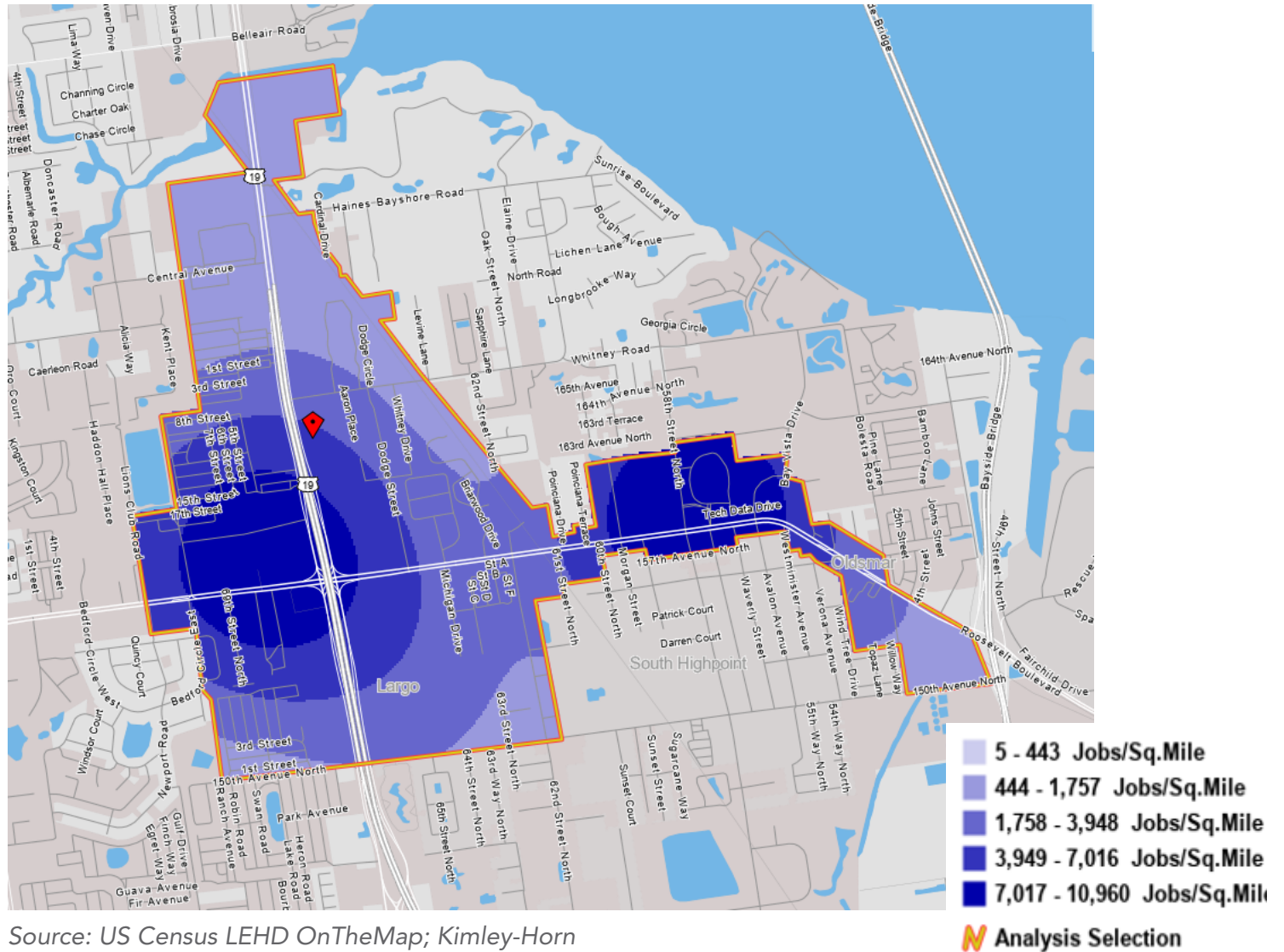


Keiser University



Tri-City Plaza

Map 5: Job Concentrations, Study Area, 2017



REAL ESTATE PERFORMANCE OVERVIEW

To provide an overview of the performance of residential, retail, and office uses in the study area, a variety of data sources are utilized. Based on the availability of data, multiple geographies are presented including the study area, Pinellas County, and retail and office submarkets as defined by REIS. The geography considered is clearly indicated in each section.

Residential

Residential Building Permits

Single-family homes represent the largest share of residential building permits between 2004 and 2018 in Pinellas County, comprising 50.8% of the housing inventory. Units in buildings containing at least five units make up most of the remainder of the inventory. Less than 1% of housing units are in duplexes, triplexes, or quadplexes. The Great Recession had a significant impact on permitting, reaching a low of 355 permits in 2011. Since then, permitting activity has increased, but has not returned to pre-recession levels. Units in buildings with more than five units are significantly more prevalent than before 2009.

For-Sale Residential Performance

While the area has seen new single family subdivision projects and some townhome projects have gone through site approval, future development in the US 19/Roosevelt Boulevard study area is likely to be primarily focused on infill multi-family product, which is defined as redevelopment of vacant or under-utilized parcels within largely developed areas. This is largely due to land availability and the established land use pattern in the area.

For-Sale Closing Trends

There were more than 1,700 for-sale residential closings in 2018. Following a notable increase between 2013 and 2014, as recovery continued following the Great Recession, annual closings have consistently remained between 1,750 and 1,950 units per year. Based on the first ten months of 2019, that pace is expected to continue. Single-family detached units have comprised between 60% and 65% of the total closings annually since 2013.

Rental Multi-Family Performance

Vacancy and Price Point Trends

The study area hosts an estimated 1,167 professionally managed market-rate apartments, contained in four communities. Most of these units are older as only one apartment community, Gateway North, has been completed in the study area since 1985. The delivery of Gateway North's 342 units in late-2014 resulted in a spike in the study area's vacancy rate, peaking at 20.2%. Since then, the vacancy rate has stabilized and for the past few years has consistently remained below the 7.0% standard that indicates a healthy multi-family market. Two apartment complexes on Roosevelt Boulevard recently changed ownership and have since been improved. One of the communities has acquired land adjacent to it and may develop additional units.

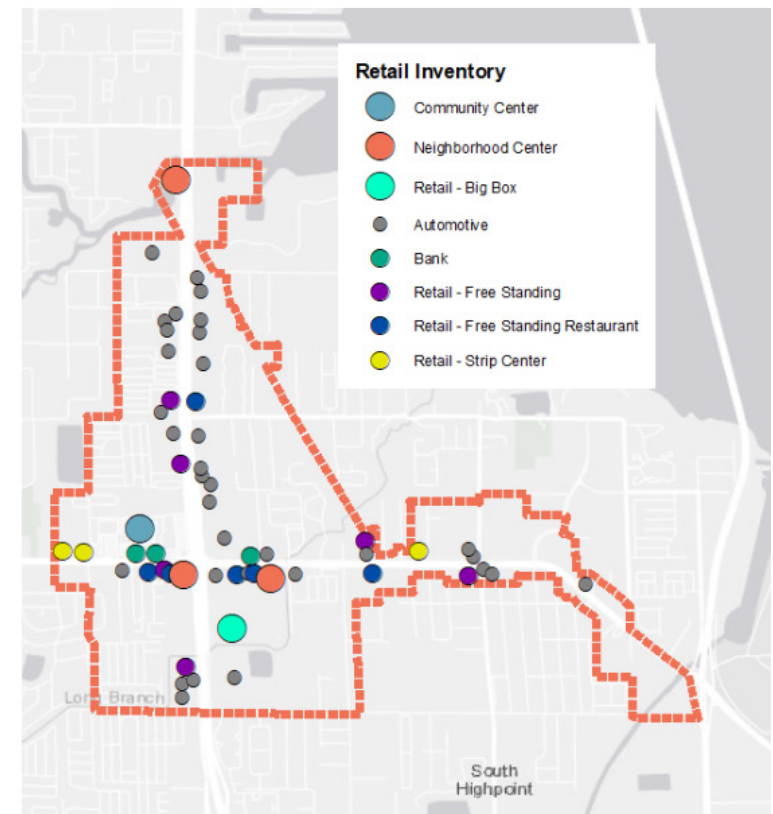
Retail

Submarket Performance Trends

The study area is within the Clearwater/North Pinellas Retail Submarket, which is defined by REIS, a third-party real estate data source. It is bound by the Pinellas County boundary to the north, Old Tampa Bay and the County boundary to the east, State Highway 688 to the south, and the Gulf of Mexico to the west. The Clearwater/North Pinellas Retail Submarket vacancy rate has declined from 15.2% in 2010 to 10.6% in 2019. The Submarket has consistently experienced higher vacancy than the Tampa market over the last decade.

Study Area Retail Performance

There were nearly 60 retail properties identified within the study area, including both owner- and renter-occupied spaces. The properties total approximately 1.0 million square feet of space, focusing on the US 19 and Roosevelt Boulevard corridors.



Source: REIS, Kimley-Horn

As of 2019, more than 29.4% of the total inventory in the study area are automotive-related uses, including gas stations, car and boat dealerships, and repair shops. Free-standing, big box retail stores represent the next largest share of retail space at 28.3%. This is entirely represented by the Walmart in the southeast quadrant of the US 19/Roosevelt Boulevard intersection. Community shopping centers make up the third largest share at 21.8% of the total. Current retail development activity includes a Tommy Carwash under construction, expansion of the Carmax inventory lot, and the remaining outparcel in the Walmart shopping center is expected to break ground this year.

Based on over 92,000 square feet of available retail space, the study area has a vacancy rate of 9.1%. All but one of the identified automotive-oriented uses, including gas stations, auto repair, and vehicle sales, are occupied, elevating the overall vacancy rate. Excluding the automotive uses, the retail vacancy rate in the study area is higher at 10.7%, nearly identical to the Clearwater/North Pinellas Retail Submarket rate of 10.6%. Free-standing, non-specific retail spaces have the highest vacancy rate of all product types at 34.6%; in part because many of these spaces are outdated for retail use. Larger Community Center retail space in the study area is represented by Tri-City Plaza, which was recently redeveloped in 2015-2016 and has a current vacancy rate of approximately 18.7%.

Retail Gap Analysis

Retail gap analysis refers to the relationship of supply (retail sales) and demand (retail potential) in the analyzed area. If the total of retail sales in an area is greater than the amount demanded by area residents, this represents a surplus of retail sales, indicating the market draws customers from outside the analyzed area. If demand is greater than supply, then opportunity is leaking outside the study area as residents must be spending their dollars elsewhere.

In 2019, stores within the study area sold an estimated \$389.9 million and study area residents spent approximately \$66.5 million. The resulting surplus of \$323.4 million indicates the study area draws consumers from outside the area. More than half of all industry groups are reported as oversupplied in the study area. The industry group with the largest surplus of sales is Motor Vehicles & Parts Dealers, largely due to the cluster of car dealerships along US 19 and Roosevelt Boulevard attracting buyers from outside the study area.

For the industry groups where demand outpaces supply, spending by study area residents is most likely occurring in other areas of Pinellas County or east to Tampa. The industry group with the largest leakage factor is Clothing and Accessory Stores as all dollars spent by study area residents at these retailers occurs outside the study area.

Office

Submarket Performance Trends

The study area is covered by two office submarkets, the Gateway/Mid-Pinellas and Clearwater/Bayside. The combined submarkets are defined by REIS as being bound by the Pinellas County boundary to the north, the County boundary and Tampa bay to the east, Park Boulevard and 62nd Avenue North to the south, and the Gulf of Mexico to the west.

The Gateway/Clearwater/Bayside Office Submarket vacancy rate has consistently been higher than the Tampa market, but has generally followed a similar pattern over the past decade. Since 2010, the Submarket rate has fallen from 30.6% to 24.8%. During the same period, the Tampa market vacancy rate fell from 22.0% to 16.8%.

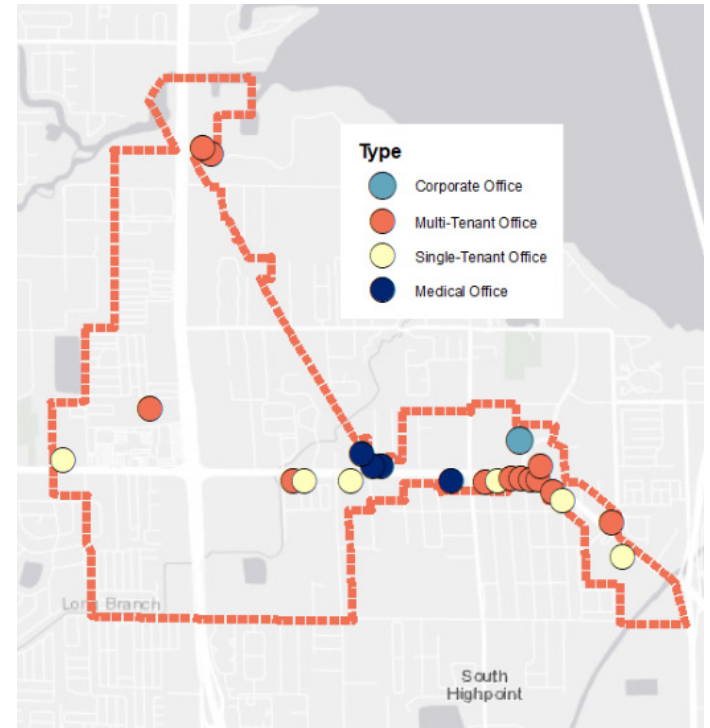
Study Area Office Performance

The study area hosts an inventory of approximately 697,000 square feet of office space, including both single-tenant and multi-tenant buildings. Most of the office buildings are located along Roosevelt Boulevard, close to major employer concentrations anchored by Tech Data in the Bay Vista Office Park. More than 85% of the total inventory is multi-tenant buildings.

Based on data provided by REIS, the study area has an estimated office vacancy rate of 13.0% as of 2019. Nearly all the vacant space is contained in multi-tenant buildings, which have an aggregate vacancy rate of 15.1%. A review of the most competitive product in the study area demonstrates that despite declines in vacancy over the last ten years, the rates are still considered elevated for a high-performing office property.

Hospitality

There are three professionally-managed hotels within the Study Area: WoodSpring Suites Signature, InTown Suites Extended Stay, and the Rodeway Inn. Together, these three hotels contain 318 rooms, all of which are economy class. The most recently constructed hotel was completed in 2016, while the older two hotel properties were completed in the early- to mid-2000s. It is notable that there is a large cluster of hotels near the study area that serve the St. Petersburg-Clearwater International Airport.



Source: REIS, Kimley-Horn

DEVELOPMENT OPPORTUNITIES

This section presents a high-level overview of opportunities for the study area, including 10-year demand forecasts. Demand forecasts are based on third-party projections of household and employment growth in the study area. As with most third-party forecasting sources, the projections heavily rely on historic trends. If recommendations suggested in this plan are successfully implemented, these forecasts will likely be conservative. Opportunities blend detailed quantitative demographic, economic, and real estate data, with qualitative attributes that are important considerations for future development (access, visibility, surrounding land uses, etc.).

Scales are presented for each sector to indicate if demand is short- or long-term. They should be used as a planning-level tool to consider future growth patterns based on which land uses are “ripe” for development today, and which uses may require more time or active recruitment. Short-term opportunities could occur without public policy changes or incentives in less than ten years. Long-term opportunities may require coordinated recruitment efforts or will need more time for the market to ripen. For land uses identified to have short-term demand, momentum is highly likely to continue in the future.

The table below provides ranges for forecasted 10-year study area demand by land use type. The forecasts are based on future increases in population and jobs, coupled with important development considerations in the study area like access, visibility, and land availability. The projections also cross reference previous planning studies that have been prepared for the area. As previously noted, if the recommendations provided in this plan are successful, the demand projections may be conservative, and the development totals could increase.

Land Use	Forecasted 10-Year Study Area Demand
Residential	650-1,000 units
Single-Family Detached	<50 units
Single-Family Attached	150-200 units
Multifamily	500-750 units
Retail	100,000-150,000 SF
Office	25,000-50,000 SF
Hotel	100-200 rooms

Source: Kimley-Horn

Residential

The trend of population growth is projected to continue in the short- and long-term in the study area. It is expected that Millennials and Baby Boomers will continue to be a driver of residential demand in the future. A common perception is that Millennials are solely responsible for the recent national shift towards rental housing; however, households of all older age cohorts have experienced increased demand. As a result, multi-family units represent a strong development opportunity in the study area.

The area is well-positioned to attract this type of development for a variety of reasons. It is centrally located with convenient access to Pinellas County's primary transportation corridors and major employment centers. Vacancy rates for apartment product in the study area and the larger Tampa region are well below the industry standard 7% rate that is often quoted to represent a healthy market, indicating that demand for multi-family units continues to outpace supply. Given the existing development pattern of the study area, single-family detached units will likely be limited to small infill projects, occurring incrementally over time. The Pinellas County Penny IV Affordable Housing Program will also provide opportunities for more multi-family development.



Gateway North Apartments

Well-designed mixed-use developments that contain a residential component can help achieve the community goals of improved walkability, reduced miles traveled, and expanded connectivity by integrating residences and destinations. There is potential to redevelop existing commercial sites that are underutilized or have excessive surface parking to integrate residential units, help densify the area, and accommodate future population growth. Continued placemaking efforts and safety improvements will improve the area's attractiveness and create a greater sense of community, also increasing the potential for residential development.

Short-Term and Long-Term Development Opportunities

Residential: Single-family Development (SFD) and Multi-family Development (MFD)



Source: Kimley-Horn

Retail

Retail is currently one of the most volatile sectors, undergoing a significant evolution based on a macro-level shift in shopper preferences and changes to how goods are viewed and delivered. The significance of online shopping is a dominant influencer in how retail is changing across the United States. Although online sales have grown significantly in the last 15 years, most non-grocery sales still take place in brick-and-mortar stores. A review of industry reports that highlight trends in consumer preferences, including publications by Urban Land Institute, Pew Research Center, and CBRE, indicate that while many customers shop and compare online, they often opt to make their final purchases in-person.

Analysis of the study area's retail gaps and surpluses revealed an oversupply of several industrial groups, with Motor Vehicles and Parts Dealers reporting the largest surplus in sales given the demand generated by study area residents. However, automotive uses commonly cluster together, resulting in an "oversupply" based on local demand. The reality is that these uses pull from a much broader customer base. Nearly 30% of the current retail inventory in the study area is classified as having an automotive-related tenant. Several of these properties are now vacant and represent opportunities for redevelopment as the product is obsolete and less attractive for a more traditional retail user.

The review of retail gaps in the area resulted in a \$72 million "oversupply" in retail spending in the area. This estimated oversupply is based on a comparison of local sales and study area spending potential. Most of the oversupply is related to automotive-related uses, which draw spending from a broader customer base than those residents that live in the immediate area. The community-serving retail node at the intersection of US 19 and Roosevelt Boulevard also serves residents beyond the immediate neighborhoods.

Given the area's household income levels and central location with proximity to established residential neighborhoods, employment centers, and major transportation corridors, the study area has potential to



Tric-City Plaza

attract new retail uses. Initially, new retail development will capitalize on proximity to a successful retail node that serves more than just immediate neighborhoods. As new residential units are added to the study area, more locally-serving retailers will also find success. Due to the large inventory of underutilized and disconnected assets, new retail introduced in the study area should focus on the redevelopment of obsolete properties and utilize design strategies that promote greater internal and external site connectivity and support accessibility for pedestrian and transit.

Adverse impacts could result from improvements to US 19 that reduce visibility and accessibility to retailers in the study area. This is especially true for convenience-driven retail uses that depend on ease of access. Improving the surrounding local street network to foster greater connectivity for residents and workers will allow US 19 to continue functioning as a primary corridor for regional travelers.

Short-Term and Long-Term Development Opportunities

Retail

Short-Term

Demand Potential

Long-Term



Source: Kimley-Horn

Office

Existing office space in the study area and surrounding Submarket has an elevated vacancy rate and has experienced minimal new construction in recent years. Office development would likely require an improvement in the study area market indicators. From a financing perspective, existing vacant office space would have to be leased to increase the attractiveness of an investment in new office development in the study area.

The type of office space will vary based on the target tenant. It is likely that new office development in the target industry sectors (finance, technology, etc.) will continue to locate in areas where it has historically, such as in the Gateway; however, as these areas become fully developed, there is potential for office uses to spread to the surrounding areas, including the study area. This is likely to focus most commonly on the eastern portion of the study area, capitalizing on existing corporate campuses.

Smaller, service-based office users, including law offices, financial consulting, and real estate agencies, have future potential in the area. These users are likely to be distributed more evenly throughout the study area, commonly seeking locations that more commonly align with retail development that is easily accessible to nearby residents.

Short-Term and Long-Term Development Opportunities

Office



Source: Kimley-Horn

Hospitality

Development of a hotel in the Largo Tri-City study area could serve as an important support amenity to the concentration of corporate and business activity located in the surrounding area. However, other nodes of hotels close to the St. Petersburg-Clearwater International Airport are likely to divert demand from the study area because they can attract visitors from several anchors and have better visibility from major transportation corridors.

Hotel quality levels are generally determined by the depth and sustainability of support from available market segments. In areas with lower spending potentials or more price-sensitive consumers, market potentials may be best met by a limited service property, which typically have fewer amenities and lack an on-site restaurant (i.e. Hampton Inn or Holiday Inn Express). Conversely, areas with higher spending potential or a large tourism draw would be attractive for a higher-priced hotel category or destination resort. It is more likely that initial hospitality development in the study area will be focused on limited-service facilities. However, it is possible that a full-service option, including an on-site restaurant and meeting space, could be viable in the future through partnerships with the major employers in the area, which would be a key demand driver for a facility of that scale.

Short-Term and Long-Term Development Opportunities

Hotel

Short-Term

Demand Potential

Long-Term



Source: Kimley-Horn



Chapter **4**
THE PLAN

Chapter 4 - The Plan

The vision for the Largo Tri-City SAP is to create a place with a mix of uses, equitable redevelopment, and transit-oriented design that supports increased walkability and transit usage. As mentioned in the introduction, the SAP includes five main objectives to achieve this goal:

- **Encourage economic development:** Create jobs, particularly, Target Employment industry jobs and encourage longer visits by developing a range of retail and entertainment uses.
- **Provide a mix of land use and housing options:** In addition to providing a destination, incentivize denser and more intense development that includes a mix of housing options and uses that serve people that live in the area.
- **Develop an interconnected multimodal transportation network:** Include regional transit connections and local bus improvements such as first/last mile connections. Include intersection improvements and safe travel connections to all quadrants including safe trail and pedestrian connections and provide opportunities for people to park once and walk.
- **Provide and enhance public spaces, greenspace:** Provide public spaces that encourage gathering and beautify streets in the area.
- **Encourage sustainable and resilient development:** Encourage development that provides services for the community, are fiscally positive, and include sustainable and resilient infrastructure.

The previous chapter provided a market analysis that outlines economic development opportunities for the area. This chapter outlines multimodal transportation plan recommendations as well as public space and greenspace recommendations. The chapter also includes land use recommendations that provide direction on standards in the area and encourages housing options and sustainable and resilient development.

MULTIMODAL TRANSPORTATION PLAN RECOMMENDATIONS

Along with coordinated land use and housing, one of the five main objectives mentioned in the introduction of this report is to create a connected multimodal transportation network. While an auto oriented design of US 19 and East Bay Drive/Roosevelt Boulevard and significant regional traffic create challenges, there are several opportunities in the area to create a multimodal transportation network. The following chapter outlines recommendations for implementation in the area.

Existing Conditions

The design of East Bay Drive and Roosevelt Boulevard encourages speeding and limits crossing opportunities for pedestrians and bicyclists. This makes crossing the roadway dangerous and results in a high volume of crashes along the corridor. Additionally, the elevated US 19 highway disrupts a connective network and can lead to unsafe crossings and crashes. Roosevelt Boulevard and East Bay Drive both have an excessive number of driveway openings and high-speed limits which pose access management and safety issues for pedestrians, bicyclists, and vehicles. US 19, as well as East Bay/Roosevelt Boulevard, are under Florida Department of Transportation (FDOT) jurisdiction. From 2014- 2018, there were five pedestrian and two bicycle fatalities, as well as seventeen pedestrian incapacitating injuries and thirty-two incapacitating bicycle injuries within the study area boundary. These numbers can be attributed to the lack of connectivity, crossings, and pedestrian/bicycle facilities within the study area. Most of the main roadways west of the US 19/Roosevelt Boulevard intersection are under Pinellas County jurisdiction and the remaining roadways fall under City of Largo jurisdiction. The local street network is discontinuous, making travel for all modes of transportation challenging.

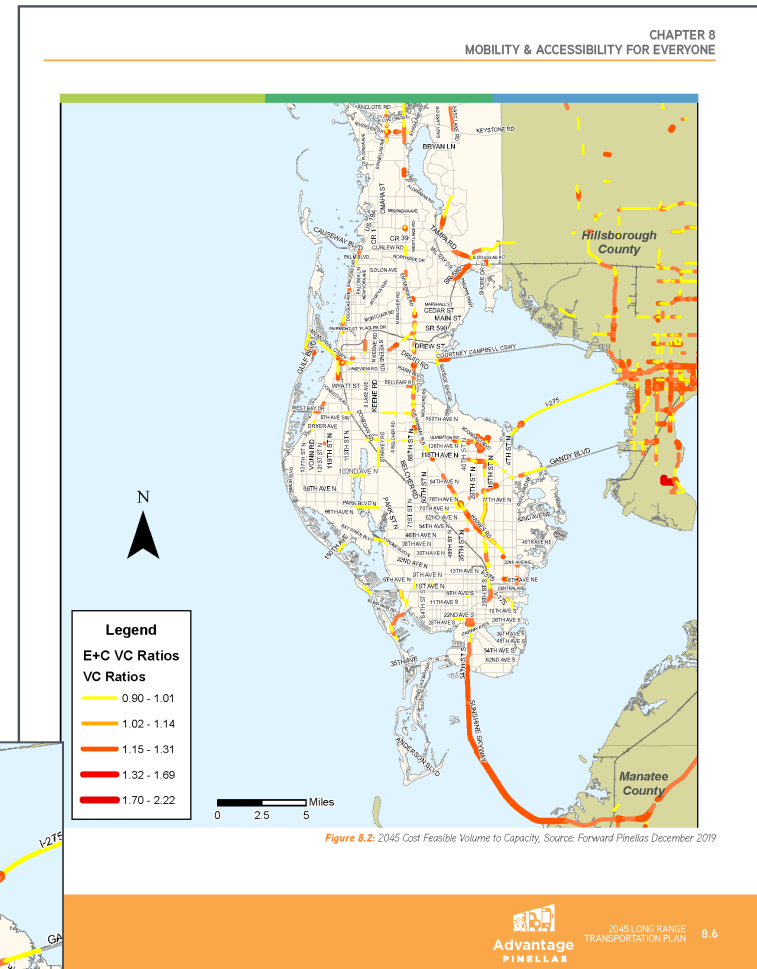
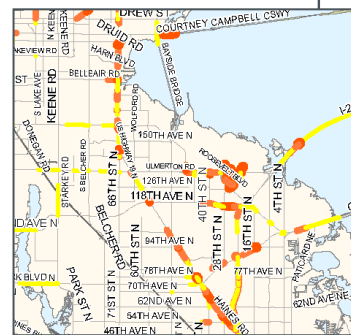


Source: Forward Pinellas

The US 19 and East Bay Drive/Roosevelt Boulevard corridors serve as major local and regional connections within Pinellas County. Below is a summary of traffic volumes and capacity on US 19 and East Bay Drive/Roosevelt Boulevard.

- US 19: The 2018 Average Annual Daily Traffic (AADT) on US 19 (according to Forward Pinellas 2018 Traffic Counts data) from Bryan Dairy Road to East Bay Drive is 76,500 and from East Bay Drive to Gulf to Bay Boulevard is 101,000. FDOT counts show 85,500 for 2019 south of East Bay Drive and 93,500 to the north. The section has six lanes of through traffic with certain portions of the roadway as an elevated highway. In addition, two lane frontage roads are on both sides of US 19. According to the 2019 Annual Level of Service Report (2018 Data) this portion of US 19 is operating at Level of Service (LOS) F. It is not identified as a 2018 deficient roadway as it has a Volume to Capacity Ratio less than 0.9.

- East Bay Drive/Roosevelt Boulevard.: The 2018 AADTs are 55,000 from US 19 to N Belcher Road and drops to 40,795 from 49th Street to US 19. Furthermore, FDOT has several traffic counts east of US 19 and shows 51,000 AADT in 2019 just east of US 19 and 32,256 (computed) in 2019. This section has six lanes of through traffic with a center median and alternating center turn lane, which may allow for an opportunity to the east of US 19 to include dedicated or premium transit where the traffic volumes decrease. The current Level of Service (LOS) for East Bay Drive from US 19 to Belcher Road is LOS C and shows up on the 2018 Deficient Map with a Volume to Capacity Ratio over 0.90. The current LOS for Roosevelt Boulevard from US 19 to 49th Street N is also LOS C.
- Future Capacity Analysis. The Advantage Pinellas Summary report displays future rush hour volumes with projected 2045 growth. The graphic to the right shows US 19 having a Volume to Capacity Ratio over 1.0 (congested at peak hour) and East Bay Drive west of US 19 has a Volume to Capacity Ratio from 0.90 to 1.01 (minimal congestion). The completion of the Gateway Express is not included in the report and additional analysis should be reviewed on the impact of particularly Roosevelt Boulevard east of US 19 and the possibility of the a lane re-configuration for enhanced premium transit (i.e. dedicated bus lanes or other technology). The report states "Adding physical capacity to our area roadways is one approach to mitigate congestion and maximize the speed at which vehicles move throughout the network. However, our ability to widen roadways is becoming more difficult and costly as most of Pinellas County has an established development pattern. Roadway widening projects are costly and likely to impact surrounding homes and businesses. In addition, continuing to add capacity only compounds safety concerns that favor the movement of vehicles over other travel modes.

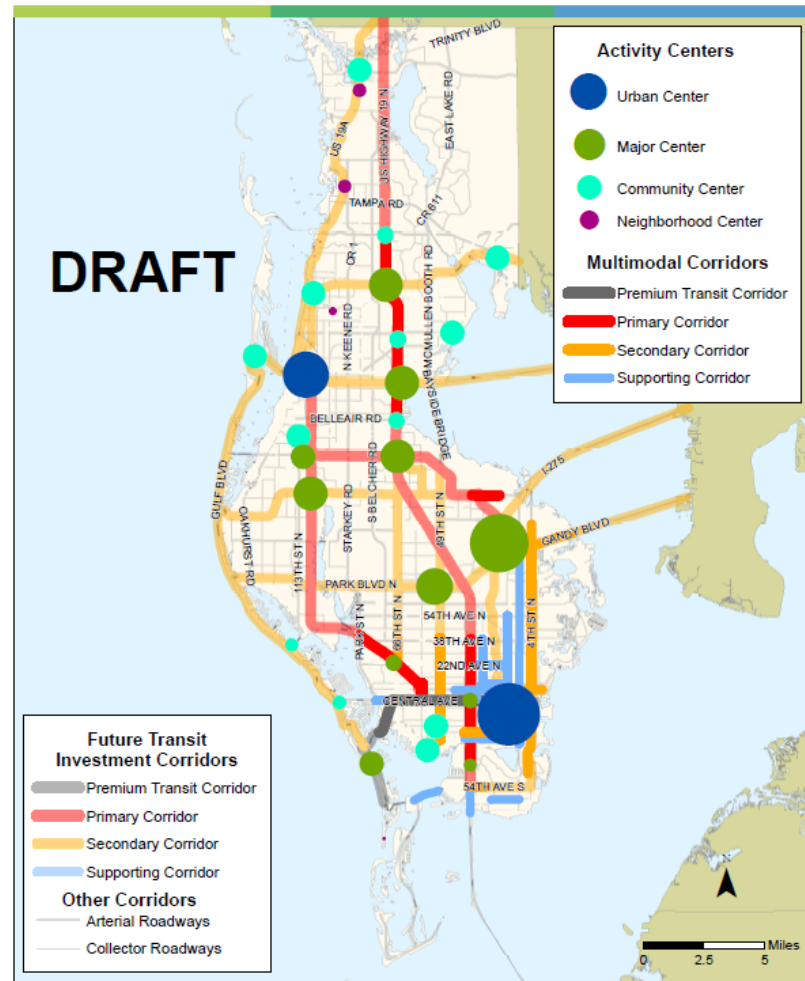


Source: Forward Pinellas

The SAP boundaries contain a transit hub at the Walmart at the intersection of US 19 and Roosevelt Boulevard. The transit hub serves five transit routes, including routes 19, 34, 52, 52LX, and 79. These routes are primary transit routes and serve as major regional connections within the County. Most transit stops along East Bay Drive/Roosevelt Boulevard and the US 19 frontage roads lack lighting, seating, shelters, wayfinding, shade, and ADA accessibility. These features encourage transit use by increasing safety, comfort, and accessibility. Additional transit improvements have been envisioned in the area. As shown in the Forward Pinellas Land Use Strategy Map, both US 19 and East Bay Drive/Roosevelt Boulevard are identified as future investment corridors (Primary Corridors).

The existing bicycle facilities within the study area are fragmented and lack connectivity. Based on the Largo Comprehensive Plan (2018), there are several key collector roadways which can contribute to a more comprehensive bicycle network in the future. Examples of these roadways include Whitney Road, Bolesta Road, and 150th Avenue. Currently, the Pinellas Trail ends at the northern portion of the planning area at Haines Bayshore Boulevard. There is a planned trail extension, the Duke Energy Trail, that runs through the Duke Energy easement; east of the US 19/Roosevelt intersection or east of US 19. The multi-use trail would not only provide a community asset and connectivity, but open development opportunities for neighborhood commercial uses along the easement.

The Land Use Strategy Map



Source: Forward Pinellas

The Duke Energy Trail (Pinellas Trail Loop) is scheduled for construction by 2023/2024. Overall, the lack of streetscaping and pedestrian, bicycle, and transit facilities result in a poor experience and greater safety risks for those not traveling by automobile. The generic quality and lack of landscape and architectural design make the corridor indistinguishable from other typical suburban corridors.

Existing Plans

Over the years there have been numerous transportation-related plans and studies that have helped lay a multimodal transportation framework for the area. Below are several adopted city and local agency plans that have been developed that provide guidance on multimodal transportation improvements in the area:

- City of Largo Citywide Sidewalk Master Plan (2009)
- Pinellas County Pedestrian Safety Action Plan (2009)
- City of Largo Community Streets Multimodal Plan (Moving Largo) (2012)
- City of Largo Strategic Plan (2011)
- Pinellas Suncoast Transit Authority Community Bus Plan (2014)
- US 19 Pedestrian and Bicycle Safe Access to Transit Corridor Study (2016)
- City of Largo Comprehensive Plan: Forwarding Our Future (2017)
- US 19 Express Bus Service Concepts Study (2018)
- Countywide Plan Update (2019)
- Advantage Pinellas (Including Investment Priority Corridors) (2019)
- Pinellas Gateway Master Plan (2019)
- Pinellas County Connecting Our Community (2019)
- US 19 Frontage Roads Safety Action Plan (On-going)
- FDOT Strategic Intermodal Centers (On-going)



Tech Data

BEST PRACTICES CASE STUDY RESEARCH

Best Practices: Trail-Oriented Development

As a result of increased interest in integrating bicycling and walking into transportation planning, communities across the country have actively oriented their downtown planning, economic development, and community design strategies to foster “trail-oriented development.” Like transit-oriented development, trail-oriented development takes advantage of and leverages existing and future infrastructure, such as multi-use paths and greenways, to help meet economic development, planning, and placemaking goals. Benefits include increased recreational opportunities and positive impacts on public health and economic vitality.

According to the Urban Land Institute, there is significant evidence of a correlation between access to non-motorized active transportation facilities, such as trails, and increased property values in both urban and suburban markets. Communities that leverage and enhance access to walking and bicycling facilities are helping initiate a win-win of mutually reinforcing private and public-sector investment.

For instance, the value of properties within a block of the Indianapolis Cultural Trail have soared nearly 150% in the first decade since development and the value of properties near the Katy Trail in Dallas have increased 80%. Homes close to the Atlanta BeltLine have started selling within 24 hours whereas before the trail project began, homes in the same area stayed on the market for two to three months. In Minneapolis, every quarter-mile of proximity to an off-street bike facility raises the value of a home by an additional \$510.



Midtown Greenway, Minneapolis MN

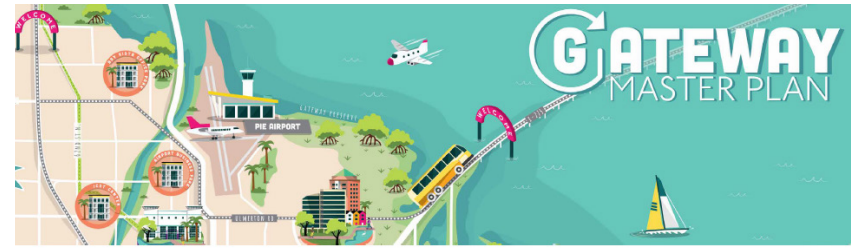
Recommendations

There are five main multimodal transportation improvement themes for the area: improved transit, improved trail network, connected multimodal street network, and greenspace and placemaking/public art. Lastly, the Street Type Recommendations on pages 70-73 illustrate proposed improvements for specific streets and streets similar to Roosevelt Boulevard, Whitney Road, and Dodge Street.

The plans indicate challenges, as well as goals the SAP seeks to address such as:

- Implement premium bus service in the area (US 19 and East Bay Drive/Roosevelt Boulevard primary investment corridors) and secondary corridors
- US 19 corridor (including frontage roads) safety improvements and strategies
- More frequent and expanded bus services including express bus service
- Future intermodal center and circulator
- Bicycle and pedestrian facilities improvements
- Transit-oriented development
- Placemaking
- Sustainability and resiliency

Recommendations were developed to align with previous and ongoing plans such as the Largo Multimodal Plan (displayed in the Map below and the Gateway Master Plan. The **Multimodal Transportation Recommendations Map** on the next page identifies specific recommendations within the SAP. Some connection opportunities to areas outside of the study area such as the Highpoint community are identified. An exhaustive analysis was not conducted. Following the map are multimodal recommendations that further describe the map.



PINELLAS GATEWAY / MID-COUNTY AREA MASTER PLAN

CONCEPTS, STRATEGIES & RECOMMENDATIONS

SMT Worksession
May 14, 2019

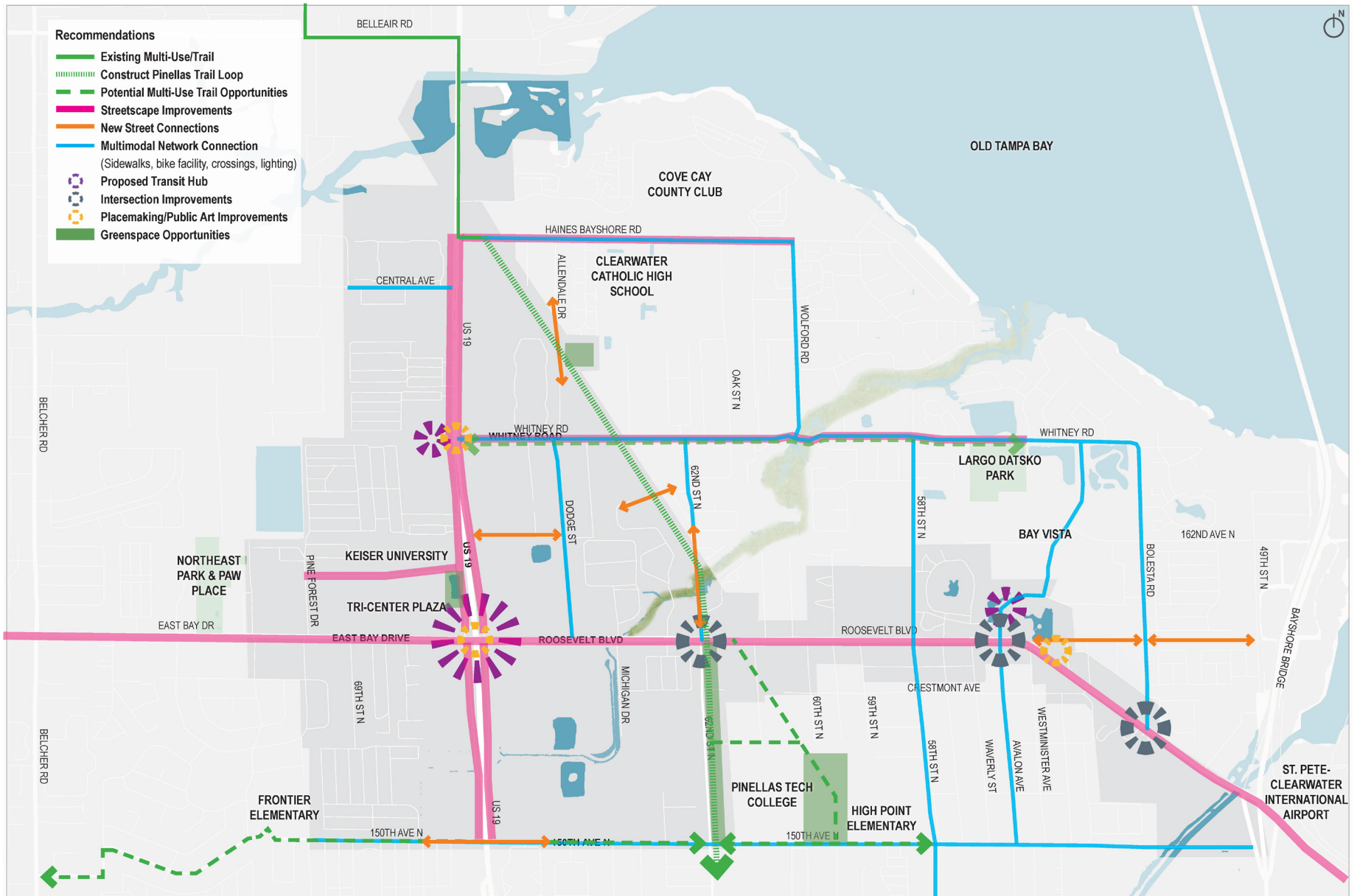


Source: Forward Pinellas



Source: City of Largo Multimodal Plan

Map 6: The Multimodal Transportation Recommendation



Source: Kimley-Horn

The following provides additional explanation of the recommendations shown on Map 6.

Transit Improvements

- Implement local bus improvements such as first/last mile improvements, study the possibility of local circulators
- Future premium transit improvements on East Bay/Roosevelt Boulevard and US 19 which are priority investment corridors (may include Business Access and Transit Lanes, bus rapid transit, or light rail based on future study particularly the impact on traffic volumes on Roosevelt Boulevard with the construction of the Gateway Express)
- Provide connections to the greater transportation network and to the regional intermodal site as part of Pinellas Gateway Master Plan
- Incrementally add bus shelters, lighting, platforms, and seating to all bus stops along US 19 and East Bay Drive/Roosevelt Boulevard
- Relocate PSTA transit center closer to Roosevelt Boulevard and add additional Transit Hubs at the US 19 and East Bay Drive/Roosevelt Boulevard intersection to increase efficiency and accessibility within the SAP
- Improved Trail and sidewalk connections to transit



Source: PSTA

Connected Multimodal Street Network (includes Streetscape and Multimodal Network Connections)

- Intersection and Crossing Improvements
 - » Add signal plates
 - » Add signals at several key intersections
 - » Reduce curb radii and add bulb-outs where possible
 - » Reduce crossing distances with bulb outs and pedestrian refuge islands
 - » Construct ADA improvements at intersections
 - » Restripe/add crosswalk markings
- Pedestrian and Bicycle Network
 - » Add pedestrian-scaled lighting
 - » Implement multi-use paths to connect pedestrian and trail network
 - » Add wider sidewalks and fill sidewalk gaps
 - » Construct shared lane markings and bike lanes
 - » Construct streetscape improvements
- Expand regional and local trail network
 - » Construct Pinellas Trail Loop Connection (programmed)
 - » Implement other trail connections at 150th Avenue and Whitney Road
 - » Add trail crossings
- Specific Improvement Corridors
 - » East Bay Drive/Roosevelt Boulevard including crossing US 19
- Intersection and Crossing Improvements
 - » US 19 Frontage Roads
 - » Dodge Street
 - » 150th Avenue
 - » Whitney Road



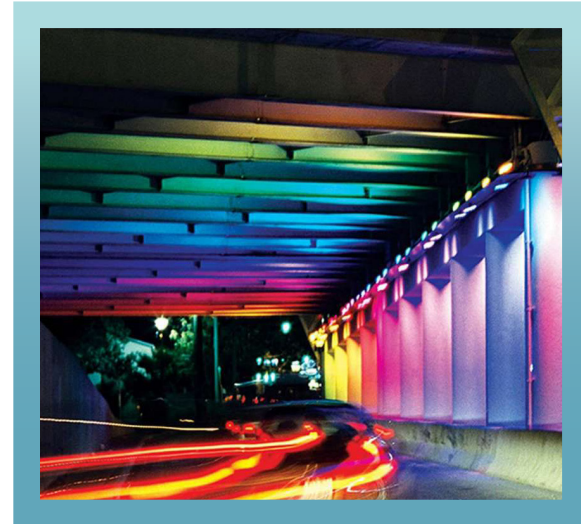
Multi-use Trail



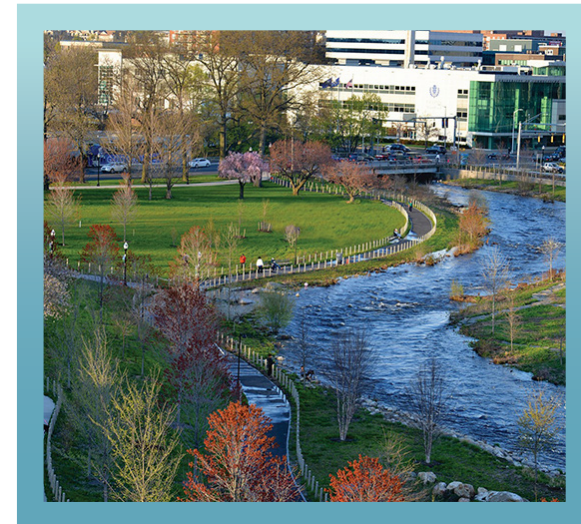
Multi-use Trail

Greenspace Improvements and Placemaking/Public Art Improvements

- Seek new park opportunities
- Construct multi-use recreation trail and trail connections to existing parks
- Add enhanced landscaping and median landscaping
- Implement unique up-lighting
- Implement mast arm art/painting
- Implement murals
- Add wayfinding signage
- Add gateway signage



Unique Lighting and Placemaking



Stormwater Park

Street Type Recommendations

The street type spotlights introduce proposed changes to streets in the SAP of varying scales. Roosevelt Boulevard serves as a regional street type example, Whitney Road serves as a primary street type example, and Dodge Street serves as a local example. These improvements can be applied to other streets at similar scales in the SAP.



Roosevelt Boulevard Existing

Roosevelt Boulevard

KEY

A	Wide Sidewalks
B	Multi-Use Trail
C	Median Landscaping
D	Canopy Trees Along Sidewalks and Multi-use Path
E	Pedestrian-scale Lighting
F	Banners



Source: Kimley-Horn

Street Type Recommendations

Roosevelt Boulevard Bus Lane



KEY

A	Wide Sidewalks
B	Multi-Use Trail
C	Median Landscaping
D	Canopy Trees Along Sidewalks and Multi-use Path
E	Pedestrian-Scale Lighting
F	Banners
G	Bus Lane*
H	Enhanced Bus Shelters with Lighting, Seating, and Platform

Source: Kimley-Horn

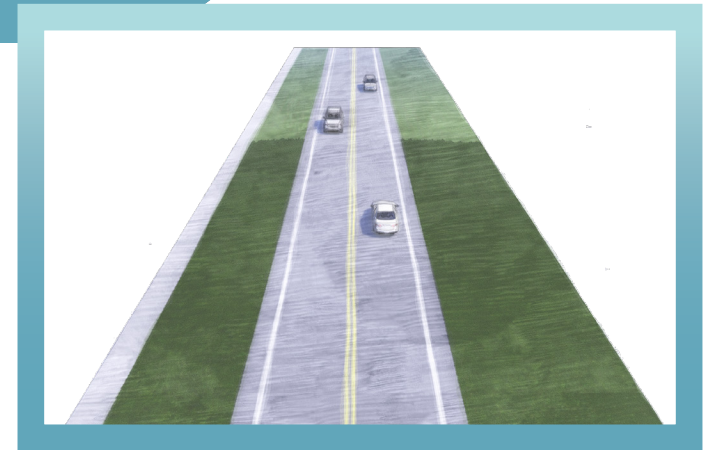
**This could be shared lanes, bus rapid transit, or light rail based on future study*

Street Type Recommendations

Whitney Road

KEY

A	Fill Sidewalk Gaps
B	Multi-Use Trail
C	Enhanced Landscaping
D	Canopy Trees Along Sidewalks and Multi-use Path
E	Pedestrian-Scale Lighting
F	Stormwater Improvements
G	Connection to Park and Trail Networks



Whitney Road Existing



Source: Kimley-Horn

Street Type Recommendations

Dodge Street



Dodge Street Existing

KEY

A	Fill Sidewalk Gaps
B	Widen Sidewalks
C	Add Landscaping/ Green Infrastructure

Source: Kimley-Horn

SUSTAINABILITY AND RESILIENCY

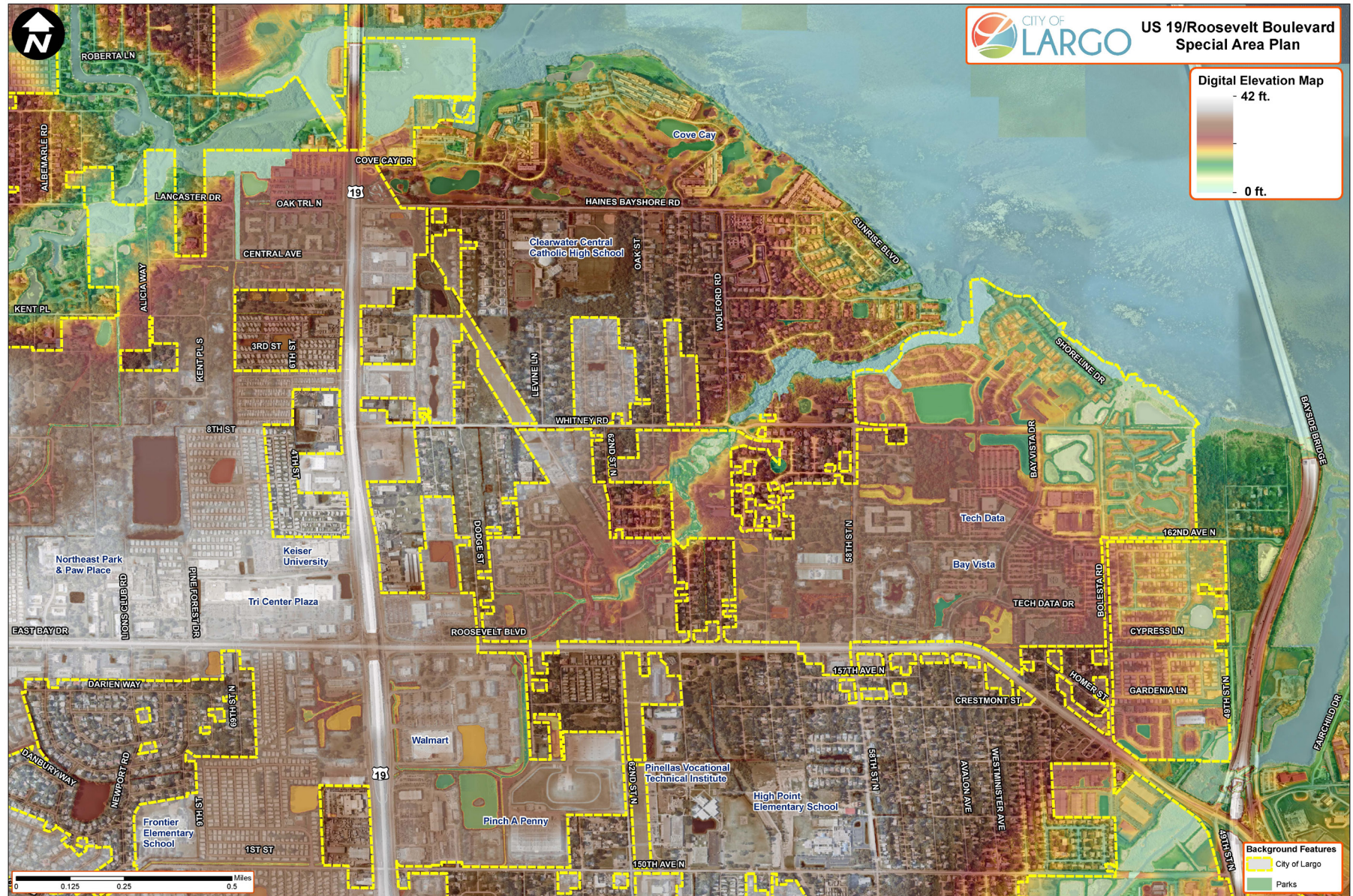
Existing Conditions

The City of Largo recognizes the urgency for sustainable and resilient planning and are proactively identifying and achieving these goals with a strategic plan. This is called the Largo Environmental Action Plan (LEAP) which strives to be a role model for green government by integrating sustainability standards, resiliency and environmental goals, and model into strategic planning and daily operations. The LEAP outlines progress on sustainability and resiliency initiatives in specific areas of interest: Infrastructure, Natural Resources, and People and Services.

Providing transportation options as a sustainable transportation network has already been discussed on previous pages. Portions of this area of the County are extremely vulnerable to severe rain and weather events. Parcels within or adjacent to the SAP boundaries located with the Coastal High Hazard Area, as indicated by the National Hurricane Center Storm Surge Model, are subject to restrictions on new development and redevelopment until such time that sufficient criteria is adopted to ensure stronger building design standards. The Tri-City Plaza area, however, is in one of the higher elevated areas. Thus, this land is extremely valuable and has greater potential than low-lying properties. Map 7, the Digital Elevation Model Map, that is shown on the next page displays the elevation ranges within the SAP area. Areas in white are the highest elevations at 42 feet above sea level (which includes the area around US 19 and East Bay Drive/Roosevelt Boulevard) while areas in light green are the low lying elevation areas at about 1 foot below sea level. The coastal and low-lying parcels pose a greater risk for flooding and storm surge during weather events. These conditions should be considered for future development and community needs.

The Pinellas Gateway Master Plan indicates a location for a Resiliency Hub within the study area. Resiliency Hubs are community-serving facilities that educate and support residents and coordinate resource distribution and services before, during, or after a natural hazard event. There is great potential and need for increased green infrastructure, storm-water parks/management, and LEED green building in the area. The following recommendations are consistent with the Largo Environmental Action Plan (LEAP) and the Gateway Master Plan. The LEAP outlines progress on sustainability and resiliency initiatives in specific areas of interest. The following recommendations align and contribute to the metric success of the three areas of interest: Infrastructure, Natural Resources, and People and Services.

Map 7: Digital Elevation Model



Source: Pinellas County

Existing Infrastructure and Services Analysis

The City of Largo does not own or operate its own Potable Water System. However, it does operate sewer, reclaimed water, and stormwater facilities. Each one of these facilities was analyzed for the potential increase in capacity for the SAP.

Sewer Service

Sewer flows from the SAP currently discharge to the Largo Advanced Wastewater Treatment Facility (AWWTF).

According to the Florida Department of Environmental Protection (FDEP) Oculus database, the discharge monitoring report (DMR) for January 2020 reports that the plant is at 66% Permitted Capacity, taking an average flow of the last three months. This equates to approximately 12 million gallons per day (MGD) of its 18 MGD total capacity.

The following tables show the estimated net sanitary sewer impacts and demands for the Activity Center and Multimodal Corridor, for the current and projected sanitary sewer flows. Both the Activity Center and Multimodal Corridor receiving facilities have available capacity for future growth as shown below.

Table 1: Sanitary Sewer Impacts (Activity Center and Multimodal Corridor)

Demand and Capacity	Flow Rate (MGD)
Current*	0.72
Projected*	0.94
Net Impact	0.22
Treatment Plant Capacity	18.00
Annual Average Daily Flow	12.00
Current Available Excess Capacity	6.00

**See Table 2 for estimation of current and project sewer demands*

Source: Kimley-Horn

Table 2: Sanitary Sewer Demands

Land Use	Current Total Intensity (square footage)	Future Total Intensity (square footage)	Existing Average Demand (GPD)	Future Average Demand (GPD)
Residential	595,361	773,969	95,838	124,589
Non-Residential	6,263,454	8,142,490	626,345	814,249
Total			722,183	938,838

Source: Kimley-Horn

The average sewer demands were estimated for the parcels within the Activity Center and Multimodal Corridor. The estimated units demand for each residential and non-residential land use were based on the recommendations in rule 64E-6 of the Florida Administrative Code (F.A.C.) and data from the total gross area of habitable living space listed in the Pinellas County Property Appraiser Records. Future projections were based on an expected 30% growth over the next ten years.

Reclaim Water Service

The City of Largo AWWTF also provides high quality reclaim water for its customers. According to the FDEP Oculus database, the DMR for January 2020 reports that the effluent flows are approximately 5 MGD of its 12 MGD total capacity. This provides a large availability for future reclaim water services.

Infrastructure, Natural Resources, and Services Recommendations

The sustainability and natural resource recommendations identify five improvement priorities to create a more sustainable and resilient environment. These improvement priorities are:

1. Offer alternatives to driving
2. Implement a regional stormwater system and plan
3. Revitalize Long Branch Creek and create stormwater parks
4. Encourage and require green infrastructure and landscaping methods
5. Continuously update policies and codes to encourage resiliency and sustainability

Sustainability and Resiliency Recommendations

Sustainable transportation is achieved through expanding mobility options by creating walkable and bikeable development patterns and enhancing existing transit choices. Sustainable building is achieved through green building standards, creating denser redevelopment, and a mix of land uses. Sustainable development also naturally achieves a more sustainable transportation system with a mix of uses and a more walkable and bikeable environment. Other sustainable recommendations include encouraging green infrastructure and low impact building development, energy and water efficiency, and resilient stormwater parks. The above priority improvements use strategies that include, but are not limited to:

- Reducing impervious surfaces by reducing street widths, surface parking lots, using permeable pavers or landscaping
- Treat stormwater runoff by implementing green infrastructure stormwater methods such as: rain gardens, bioswales, permeable pavers, green roofs, and canopy trees
- Preserve natural resources and greenspaces
- Planting native and low maintenance landscaping
- Incentivize LEED or Green Building Standards for new development
- Require a mix of land uses to encourage walking, biking, and transit use
- Construct Pinellas Trail loop connection to encourage regional bicycle connectivity and recreation
- Create a Resiliency Hub within or adjacent to the SAP as identified in the Gateway Master Plan
- Support and participate in a future Transportation Management Association as identified in the Gateway Master Plan
- Create stormwater parks in areas with high risk and frequency of flooding to accommodate stormwater, particularly along Long Branch Creek and the Bay, when necessary, and recreation space when not used for stormwater
- Revitalize Long Branch Creek to become an asset and recreation opportunity for the area; this can be done by developing a stormwater park along the Creek to hold excessive water during flooding events

What is a Resilience Hub?



These recommendations can be found on the Sustainability and Resiliency Map below.

Map 8: Sustainability and Resiliency



Source: Kimley-Horn

LAND USE AND HOUSING

Existing Conditions

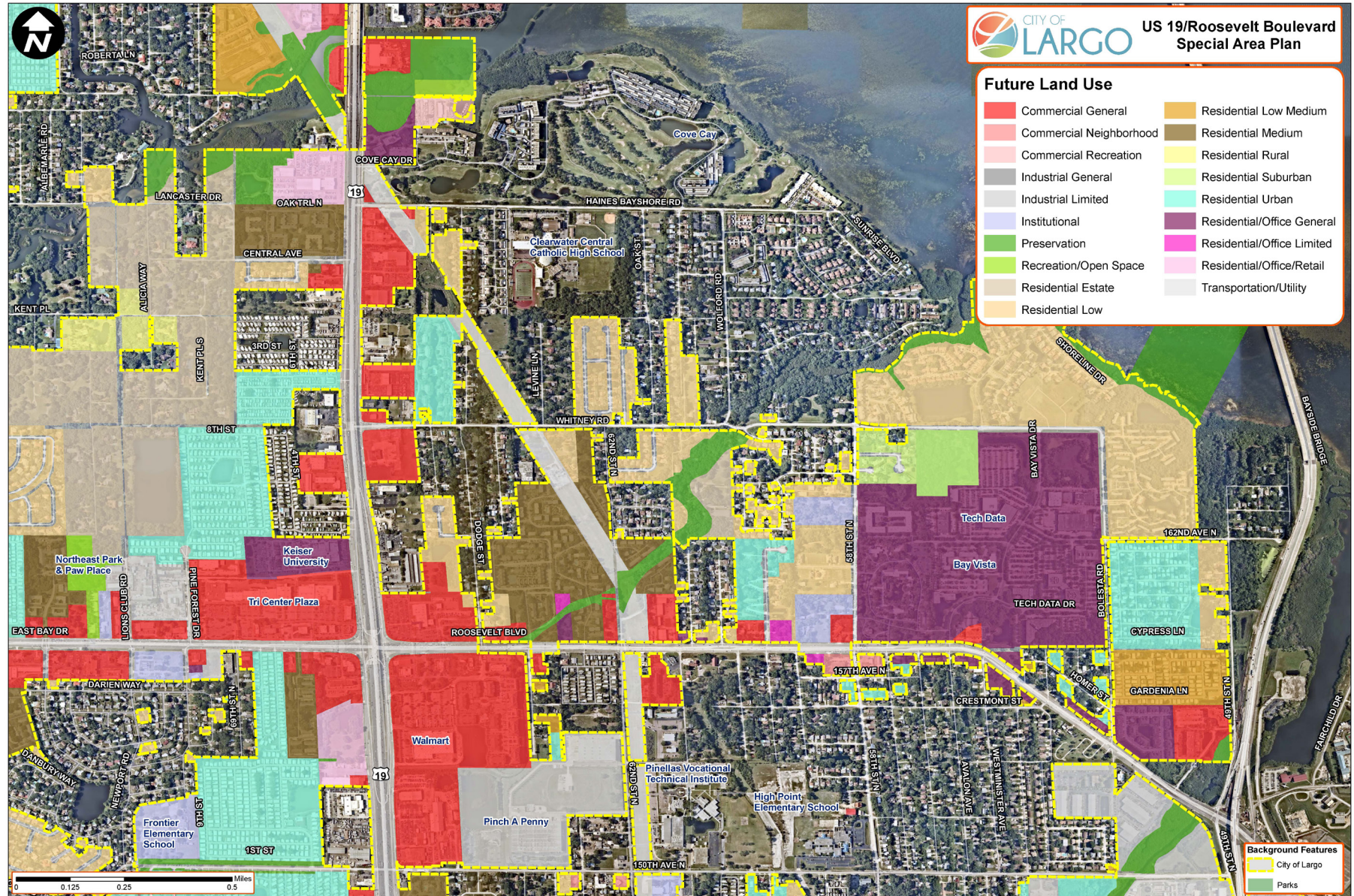
The area has a suburban development pattern with isolated pods of development that are single-use, auto-oriented, not well-integrated, and have deep building setbacks. Map 9, on the following page, depicts the future land use classifications for the City of Largo properties in the area. Along the US 19/Roosevelt Boulevard corridors, the main land use designations are Commercial General and Residential/Office General and Residential Medium. These uses allow commercial, office, and residential uses that are geared towards Activity Centers, major thoroughfares, and transit corridors. The Pinellas Countywide Rules Future Land Use Map (Map 10) also has the main corridors designated for Retail and Services and Office. Retail and Services land use account for 31% of the land uses within the study area. This is the largest use in the study area, followed by Residential Low Medium at 29% and Office at 19%. The majority of Office land uses are located in the Bay Vista Office Park. The Target Employment Center (TEC) covers about 250 acres within the study area and encompasses Bay Vista Office Park.

Table 3: Future Land Uses

Countywide Plan FLU	Largo FLU	Max. Density/Intensity	Acres	Percent
Employment	IL	0 UPA/ .65 FAR	37.3	4.1%
Office	ROL, ROG	15 UPA/ .75 FAR	169.9	18.9%
Public/Semi Public	I, T/U	12.5 UPA/ .7 FAR	57.5	6.4%
Preservation	P	N/A UPA/ .10 FAR	24.0	2.7%
Recreation/Open Space	Recreation/Open Space	N/A UPA/ .25 FAR	3.6	0.4%
Retail and Services	CG, CN, ROR	24 UPA/ .55 FAR	277.2	30.8%
Residential Low Med	RS, RL, RU, RLM	10 UPA/ .5 FAR	263.0	29.2%
Residential Medium	RM	15 UPA/ .5 FAR	67.5	7.5%

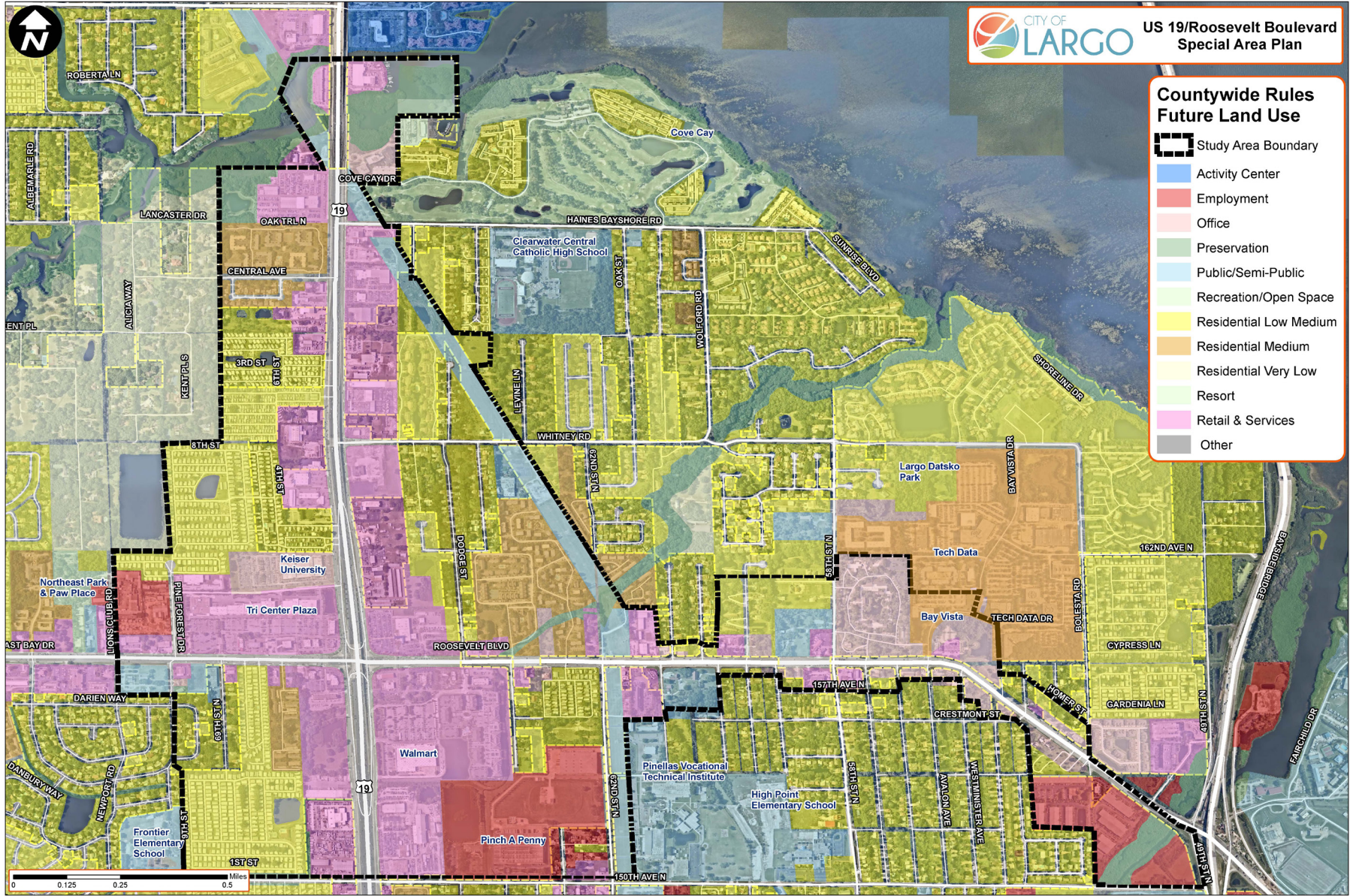
There are several public schools plus the Pinellas Technical College within or adjacent to the planning area. Transportation access and safety is a key theme in connecting public institutions with commercial uses. There are limited greenspace and recreation areas in the study area: Northeast Park and Paw Place and Largo Datsko Park. Within the area there is a Duke Energy easement that is designated for a potential Pinellas Trail connection. The new Pinellas Trail segment would provide an opportunity for additional commercial and neighborhood retail uses along the corridor.

Map 9: City of Largo Future Land Use



Source: Kimley-Horn

Map 10: Countywide Rules Future Land Use



Source: Kimley-Horn

This section includes recommendations for directing development in the area including land use mix and urban form. The market analysis for the SAP indicates 60% of the current retail inventory in the SAP boundaries are automotive-related or free-standing big box retail stores and that there are increasing demands for multifamily housing as well as certain types of retail and office. A series of land use templates and catalyst site concepts are also included to show development and redevelopment potential in the area by using the recommendations outlined in the multmodal transportation chapter and the development standards outlined in this chapter.

Housing is a crucial component of the development pattern that supports retail and office uses. The recommendations include a range of housing. The transition from apartments/condominiums to townhomes/duplex to single-family homes creates options based on individual needs and affordability. Affordable housing incentives are offered for development and are also outlined in this section to address countywide initiatives.

The combined effects of sprawling land development patterns, widely dispersed education and job centers due to the region's geography, and a lack of affordable housing options near employment destinations causes most individuals to rely on personal automobiles to meet their travel needs which is a significant expense for many households. The increasing cost of housing requires new and creative ways of providing housing that is attainable by all members of the community. It is essential to increase and preserve affordable housing that is close to transit options, employment opportunities, education, and essential services.

The Largo Tri-City is an extremely viable location to increase affordable housing due to its proximity to the previous amenities listed. Investing in affordable, walkable, and transit-oriented communities attracts diverse populations and creates more jobs. Increased housing density and density bonuses will encourage greater housing affordability.

Currently there is limited land available for industrial development. In order for the area to continue to attract new industrial users, a strategy is needed to intensify land uses through consolidation and redevelopment in order to accommodate future growth.

The Largo Tri-City already includes pockets of industrial uses that are encouraged to remain in the area to provide economic benefits. The main cluster of industrial entities is located adjacent to 150th Avenue and include businesses such as: Pinch-A-Penny, Suncoast Packaging, and Sun Wholesale Supply.



Pinch-A-Penny

BEST PRACTICES CASE STUDY RESEARCH

Best Practices: Suburban Retrofitting

Interest in retrofitting suburban developments has picked up steam in recent years as housing preferences and shopping trends have evolved. The growing desire for walkable live-work-play environments is at odds with traditional single-use, auto-oriented suburban development patterns.

A key design challenge is the integration both internally and externally over time and over multiple parcels due to the fragmentation of ownership. Strategies to transform the built environment and to 'connect the dots' often focus on either expanding transit to improve access and support densification or retrofitting the commercial corridor through context-sensitive street improvements that enhance the pedestrian experience and efficiency of the local road network that surrounds arterial roads. Redevelopment could include adaptive reuse of obsolete buildings or urbanization by increasing density, walkability, and use mix.

Benefits of retrofitting suburban landscapes include increased diversification of the tax base, enhanced local interconnectivity, reduced vehicle miles traveled, increased feasibility and efficiency of transit, and reduced land consumption and per capita costs of public investment through compact design. Property owners also stand to benefit by activating under-utilized real estate assets and generating additional revenue from existing assets. For example, Walmart announced a new campaign in 2018 to reimagine the design of their properties by adding new uses to excess parking space, such as entertainment areas, local food services, health and fitness services, urgent care centers, and outdoor spaces. By adding retail uses that are more resistant to online disruption, Walmart aims to provide a richer customer experience rather than just product fulfillment to better compete with online retailers.

It is important to acknowledge the catch-22 with improving suburban development patterns as there is little incentive to design for pedestrians in a place that is not already walkable. The scarcity of compact, pedestrian-friendly developments increases the land values in these areas, which can displace existing residents due to the rising costs and redevelopment pressures. As a result, the pace of change is often incremental. It may make more sense to employ short-term tactics that anticipate future long-term redevelopment.

Tactics to retrofit suburban landscapes include:

- Revise zoning codes to support compact, mixed-use developments with complete streets
- Establish a more continuous streetscape with shallow liner buildings
- Reuse 'box' stores for new, community-serving uses

- Improve connectivity for all transportation modes
- Consider future connectivity and adaptability
- Add new housing units to existing subdivisions to increase density and expand housing options

Mashpee Commons, Mashpee MA

Over the past few decades, a strip shopping center in Cape Cod has incrementally been transformed into a vibrant mixed-use, pedestrian-friendly town center. Mashpee Commons is considered the pioneer in suburban retrofitting. To help activate the traditional suburban design and foster a more enjoyable pedestrian experience, liner buildings measuring 22- to 24-foot deep were sited along the edges of parking lots. New construction and the redevelopment of existing buildings were guided by a detailed design code that encourages a traditional Cape Cod architectural style. The mix of uses includes retail, civic, and residential. Retailers range from national chains like Pottery Barn and Panera Bread to locally owned businesses. The development also benefits from multi-family units that target a mix of tenants, including subsidized, starter, senior, and luxury units.

Forward Pinellas Countywide Rules

This section is consistent with the Urban Design Principles within the Forward Pinellas Countywide Plan Strategies. The recommendations do not exceed density or intensity standards and do not conflict with the Urban Design Principles. The Countywide Plan Urban Design Principles address: density/intensity, connectivity, site orientation, public realm enhancements, ground floor design and use, and transition to neighborhoods.

Development Recommendations Overview

The development recommendations are intended to be used to evaluate development proposals for their compatibility with the goal of the SAP to encourage development that is compact, mixed-use, transit-oriented, and walkable. They shall be applied as proposed, new, or amended developments are reviewed. The intent is to update the City of Largo's Community Development Code (CDC) as overlays or other code changes. This section outlines development recommendations into four categories:

1. Density, Intensity, and Land Use Mix
2. Building Form and Placement
3. Public Realm and Connectivity
4. Parking Regulations and Placement

Recommendations are included for the Activity Center and Multimodal Corridor areas introduced in Chapter 1. The Development Scale Map, Map 11, shows two development intensity levels or potential overlays within the Activity Center: Transit Core and Urban Scale. The figure also shows the Multimodal Corridor area with key nodes highlighted where higher intensity development is desired because of proximity to transit, major roadways, and regional connectivity.

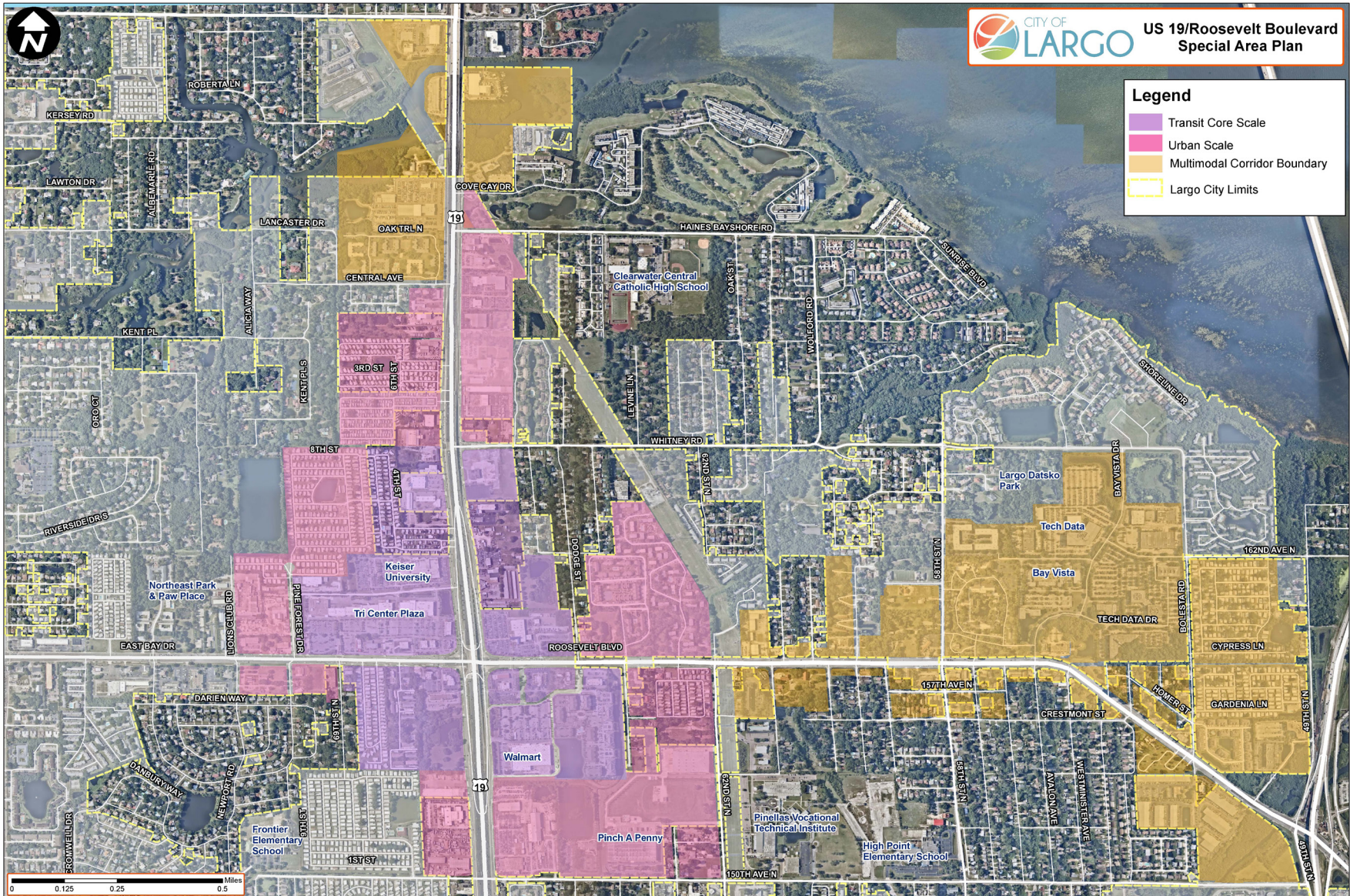
Activity Center

- The Transit Core scale offers the greatest density/intensity, mix of uses, and access to transit and roadways. The four quadrants at US 19 and East Bay Drive/Roosevelt Boulevard, particularly along the corridors, are envisioned to have the greatest intensity with a mix of uses such as commercial, office, residential, and entertainments uses. Redevelopment shall use the existing block pattern and/or create a new block pattern where necessary. Greenspace such as parks and plazas shall be integrated when redevelopment occurs to provide public spaces.
- The Urban scale is comprised of medium to high density/intensity, a mix of uses, and connectivity to neighborhood commercial and services. Development and redevelopment should be structured to create a walkable area that is oriented to transit hubs or stations in the Transit Core area near US 19 and East Bay/Roosevelt and potentially near US 19 and Whitney Road. It is intended to include a transition from the more intensive transit core to surrounding lower density residential areas adjacent to the Urban scale areas. The highest intensities and densities shall be located along the high traffic corridors such as East Bay Drive, Roosevelt Boulevard, and US 19. A diverse mix of residential developments such as apartments, townhomes, duplex, triplex, fourplex, and single-family homes with retail and office spaces that serve the neighborhoods are desired. Industrial employment centers should be preserved and enhanced to support employment opportunities.

Multimodal Corridor

- The Multimodal Corridor designation includes increased density/intensity that is adjacent or is walkable to major transit and thoroughfare routes – East Bay/Roosevelt Boulevard and US 19. It is envisioned that this area has potential for medium to high density/intensity mixed use to include residential options, retail, and additional office. It is envisioned that there are nodes near the intersections of 62nd Street, 58th Street, Bay Vista Drive, and Bolesta Road that are desirable to focus higher intensity development.
- During the SAP process Bay Vista was recognized as having potential for increased intensity and a mix of uses such as residential, convenience retail, and restaurants. While Bay Vista was not included in the original study area for the SAP, it was included within the Multimodal Corridor designation to capture this potential of desired intensification. Although a mix of uses is encouraged in the Bay Vista employment center, the employment capacity should be preserved.

Map 11: Development Scale



Source: Kimley-Horn

The US 19/Roosevelt area is envisioned as an Activity Center and Multimodal Corridor. Table 4 and 5 list applicable standards from the Countywide Rules update in October 2019.

Table 4: Standards Applicable to Activity Center Subcategories

Activity Center Subcategory	Acreage Range	Maximum Density/Intensity Standard ¹			Traffic Generation Rate (Average Daily Trips Per Acre)
		Residential Density (Units Per Acre) ³	Temporary Lodging Density (Units Per Acre) ²	Nonresidential or Mixed-Use Intensity (Floor Area Ratio) ³	
Urban Center	200 to 500	200	330	8.0	724
Major Center	100 to 500	150	250	5.0	542
Community Center	50 to 500	90	150	3.0	325
Neighborhood Center	20 to 500	60	100	2.0	216

Source: Forward Pinellas

Notes:

1. Maximum density/intensity may be calculated on an average areawide basis pursuant to Section 5.2.1.2 of Countywide Rules.
2. For residential or temporary lodging units, either the applicable UPA or the nonresidential FAR standard may be used. In the alternative, upon adoption of provisions for compliance with Section 5.2.1.3, the density and intensity standards set forth in Table 6 may be used.
3. For mixed-use projects, either an all-inclusive FAR standard or a proportionate share of residential density and nonresidential intensity may be used. In the alternative, the mixed-use bonus provisions of Section 4.2.3.6 may be used.

Table 5: Standards Applicable to Multimodal Corridor Subcategories

Multimodal Corridor Subcategory	Maximum Density/Intensity Standard ¹			Traffic Generation Rate (Average Daily Trips Per Acre)
	Residential Density (Units Per Acre) ³	Temporary Lodging Density (Units Per Acre) ²	Nonresidential or Mixed-Use Intensity (Floor Area Ratio) ³	
Premium Transit Corridor	60	100	4.0	600
Primary Corridor	55	90	3.5	533
Secondary Corridor	50	85	3.0	467
Supporting Corridor	45	75	2.5	400

Source: Forward Pinellas

Notes:

1. Maximum density/intensity may be calculated on an average areawide basis pursuant to Section 5.2.1.2 of Countywide Rules.
2. For residential or temporary lodging units, either the applicable UPA or the nonresidential FAR standard may be used. Alternatively, provisions may be adopted for compliance with density and intensity standards set forth in Section 5.2.1.3.
3. For mixed-use projects, either an all-inclusive FAR standard or a proportionate share of residential density and nonresidential intensity may be used. In the alternative, the mixed-use bonus provisions of Section 4.2.3.6 may be used.

Information from Table 4 and 5 along with the SAP process developed recommended densities and intensities shown in Table 6. The table summarizes base and maximum density/intensity for the Activity Center and Multimodal Corridor areas in the SAP. The following pages provide more detail on densities and intensities as well as other development recommendations on building form/placement, public realm and connectivity, and parking regulations/placement.

Table 6: Recommended Densities and Intensities for the SAP

Countywide Plan Designation	Largo Future Land Use Overlay	Primary Use Characteristics	Base Density/ Intensity	Maximum Density/ Intensity with Incentives
Major Activity Center	Transit Core Scale	Mix of high density/intensity transit-oriented commercial, office, residential, and entertainment uses.	30 UPA/ 2.0 FAR	60 UPA/ 2.5 FAR
Major Activity Center	Urban Scale	Medium to high-density residential developments, neighborhood commercial/ retail and office spaces.	25 UPA/ 1.5 FAR	55 UPA/ 2.0 FAR
Multimodal Corridor	Multimodal Corridor	Medium to high density/ intensity mixed use residential, retail, and office.	20 UPA/ 1.0 FAR	50 UPA/ 1.5 FAR

Land Uses, Density, and Intensity

Development and redevelopment shall promote a mix of uses that include: street-fronting retail, office, and housing options. Uses that are solely auto-oriented should be limited and designed to minimize the impact to walkability and transit accessibility. Below are proposed thresholds as well as recommendations for the different areas within the Activity Center and Multimodal Corridor.

Activity Center: Transit Core Scale

- Uses: Mix of higher intensity office, commercial, residential, and entertainment uses. Drive-thrus for bank/saving institutions, pharmacy and drug stores, and restaurants shall be limited and subject to design criteria to protect/support multimodal transportation design. Review should occur with City staff on correct placement of drive-thrus to meet the design criteria. Auto-oriented uses such as storage facilities and gas stations shall be limited.
- Density/Intensity: Base intensity up to 2.0 Floor Area Ratio (FAR) and densities up to 30 dwelling units per acre (UPA) shall be permitted. Incentives will be scaled based on the number of affordable units provided. Bonuses can be achieved for developments with the following:
 - » Affordable housing may receive up to 20 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,
 - » May receive up to 10 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes between 80-120 percent of the area median income (AMI); and,
 - » LEED certification, National Green Building Standard certification or other green building program approved by the City may receive an intensity increase of 0.5 FAR and 10 dwelling units per acre
 - » Total maximum density with bonuses within the Transit Core Scale shall not exceed 60 dwelling units per acre

	Uses	Base Density	Base Intensity	Bonuses*
Activity Center: Transit Core Scale	Higher intensity office, commercial, residential (above active floor retail), and entertainment uses. Limits on auto-oriented uses (drive-thrus, gas stations, etc.)	30 UPA	2.0 FAR	Affordable Housing at or below 80% of the area median income AMI = 20 UPA bonus Affordable housing 80-120% of the area median income AMI = 10 UPA bonus LEED Certification, National Green Building Standard Certification or other green building program = 0.5 FAR and 10 UPA bonuses *Total maximum density with bonuses may not exceed 60 UPA

Activity Center: Urban Scale

- **Uses:** Medium to high-density residential developments such as townhomes, duplex, triplex, fourplex, and single-family homes with small scale retail and office spaces that serve the neighborhoods. Drive-thrus for bank/saving institutions, pharmacy and drug stores, and restaurants shall be limited and subject to design criteria to protect/support multimodal transportation design. Review should occur with City staff on correct placement of drive-thrus to meet the design criteria. Auto-oriented uses such as storage facilities and gas stations shall be limited.
- **Density/Intensity:** Base intensity up to 1.5 FAR and densities up to 25 dwelling units per acre may be permitted. Properties designated Commercial General (CG), Residential High (RH) or Commercial Recreation (CR) may exceed the base density as allowed by the City's Comprehensive Plan and Comprehensive Development Code. Incentives will be scaled based on the number of affordable units provided. Bonuses can be achieved for developments with the following:
 - » Affordable housing may receive up to 20 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,
 - » May receive up to 10 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes between 80-120 percent of the area median income (AMI); and,
 - » LEED certification, National Green Building Standard certification, or other green building program approved by the City may receive an intensity increase of 0.5 FAR and 10 dwelling units per acre
 - » Total maximum density with bonuses within the Urban Scale shall not exceed 55 dwelling units per acre

	Uses	Base Density	Base Intensity	Bonuses*
Activity Center: Urban Scale	Medium to high-density residential developments such as townhomes, duplex, triplex, fourplex, and single-family homes with small scale retail and office spaces that serve the neighborhoods	25 UPA	1.5 FAR	Affordable Housing at or below 80% of the area median income (AMI) = 20 UPA bonus Affordable housing 80-120% of the area median income (AMI) = 10 UPA bonus LEED Certification, National Green Building Standard Certification or other green building program = 0.5 FAR and 10 UPA bonuses *Total maximum density with bonuses may not exceed 55 UPA

Multimodal Corridor:

- Uses: Drive-thrus for bank/saving institutions, pharmacy and drug stores, and restaurants shall be limited and subject to design criteria to protect/support multimodal transportation design. Review should occur with City staff on correct placement of drive-thrus to meet the design criteria. Auto-oriented uses such as storage facilities and gas stations shall be limited.
- Density/Intensity: Base intensity up to 1.0 FAR and densities up to 20 dwelling units per acre may be permitted. Properties designated Commercial General (CG), Residential High (RH) or Commercial Recreation (CR) may exceed the base density as allowed by the City’s Comprehensive Plan and Comprehensive Development Code. Incentives will be scaled based on the number of affordable units provided. Bonuses can be achieved for developments with the following:
 - » Affordable housing may receive up to 20 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes at or below 80 percent of the area median income (AMI); or,
 - » May receive up to 10 dwelling units per acre of additional density (above the base residential density) by providing dwelling units for households with incomes between 80-120 percent of the area median income (AMI); and,
 - » LEED certification, National Green Building Standard certification or other green building program approved by the City may receive an intensity increase of 0.5 FAR and 10 dwelling units per acre
 - » Total maximum density with bonuses within the Multimodal Corridor shall not exceed 50 dwelling units per acre

	Uses	Base Density	Base Intensity	Bonuses*
Multimodal Corridor	The area includes an emphasis on higher intensity office, residential, and entertainment uses. Limits on auto-oriented uses (drive-thrus, gas stations, etc.)	20 UPA	1.0 FAR	Affordable Housing at or below 80% of the area median income (AMI) = 20 UPA bonus Affordable housing 80-120% of the area median income (AMI) = 10 UPA bonus LEED Certification, National Green Building Standard Certification or other green building program = 0.5 FAR and 10 UPA bonuses *Total maximum density with bonuses may not exceed 50 UPA

Building Form and Placement

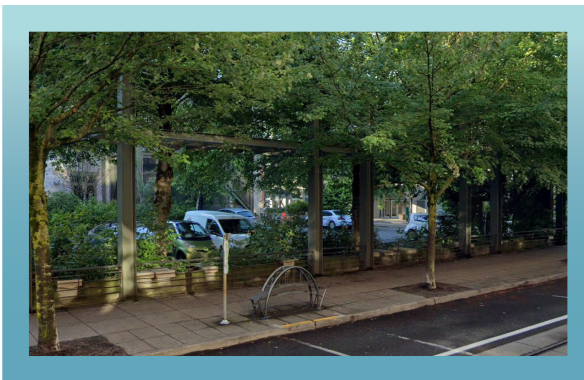
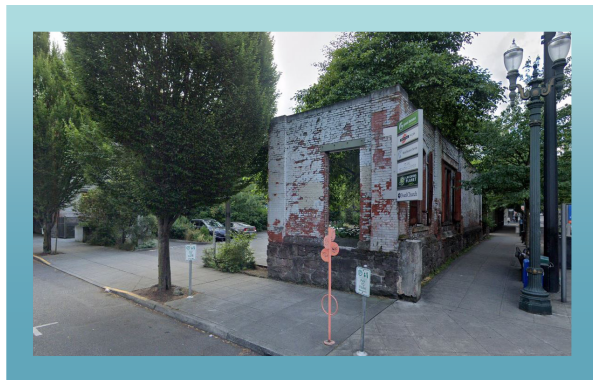
The building form and placement standards create recommendations for building siting and form. All development within the Activity Center and Multimodal Corridor shall adhere to the following recommendations:

- Drive-thru uses shall only be located at the rear or side of building and shall be reviewed by City staff for best placement.
- Gas station pumps shall be located at the rear or side of building and shall be reviewed by City staff for best placement.
- A façade transition line shall be provided at the top of the second story. The transition will be expressed by a material change, a trim line, or a balcony.
- Ground floor of buildings are required to have an active use with building entrances that face the pedestrian realm.
- All buildings should have their primary pedestrian entrance oriented towards the street.
- For office and retail uses, the ground floor elevation shall achieve a minimum of 60% transparency. Upper floors (high than 20 feet above grade) shall be no greater than 35% transparent.
- Maximum Building Heights:
 - » Residential Suburban (RS), Residential Low (RL) = 3 Stories
 - » Residential Urban (RU), Residential Low Medium (RLM), Residential Medium (RM), Commercial Neighborhood (CN), Residential/Office/Limited (R/OL) = 4 Stories
 - » Residential High (RH), Commercial General (CG), Institutional (I), Residential/Office/Retail (ROR), Residential/Office General (ROG), Industrial Low (IL), Industrial General (IG) = 8 Stories
- Mixed-use building, hotels and office buildings with Target Industry employment may exceed 8 stories with a development agreement.
- Require additional building setbacks from adjacent lower density, single family residential neighborhoods when building exceeds two stories.
- Storage facilities shall be required to have active ground floor uses when fronting a public right-of-way.



Commercial Redevelopment and Infill
Source: *Sprawl Repair Manual*

In addition to the above recommendations, the following recommendations apply specifically to the three development scale types: Transit Scale, Urban Scale, and Multimodal Corridor.



Street Wall Examples

Activity Center: Transit Core Scale

	Roads	Front Setbacks	Other Standards
		Min.	
Activity Center: Transit Core Scale	East Bay Drive/Roosevelt Boulevard	15 ft	Roads adjacent to East Bay Drive/Roosevelt Boulevard and US 19 frontage roads shall address multiple frontages and orientations. Structures facing East Bay Drive/Roosevelt Boulevard and US 19 frontage roads may have one row of parking in front of the building, while structures facing all other roads shall have pedestrian-oriented building design.
	US 19 Frontage Roads	15 ft	
	All Other Roads	0	

Activity Center: Urban scale

	Roads	Front Setbacks	Other Standards
		Min.	
Activity Center: Urban Scale	East Bay Drive/ Roosevelt Boulevard	15 ft	Buildings should appropriately scale to single-family houses buffered with townhouses, duplexes, and apartments to scale up to more intensive and dense commercial and mixed-uses.
	US 19 Frontage Roads	15 ft	When a non-residential or multi-unit residential lot shares a property line with an existing single-unit, detached lot, an upper story setback for floors above the second story shall apply from the shared property line(s).
	All Other Roads	0	Structures facing East Bay Drive/Roosevelt Boulevard and US 19 frontage roads may have one row of parking in front of the building, while structures facing inward must provide a pedestrian oriented façade and facilities.

Multimodal Corridor:

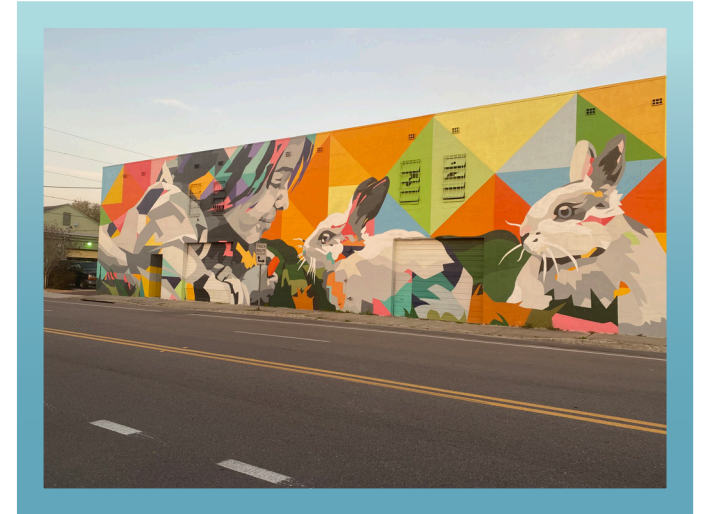
	Roads	Front Setbacks	Other Standards
		Min.	
Multimodal Corridor	East Bay Drive/ Roosevelt Boulevard	15 ft	Create a transitional change in uses with the transition from commercial/mixed-use development to lower-density and single-family development.
	US 19 Frontage Roads	15 ft	When a non-residential or multi-unit residential lot shares a property line with an existing single-unit, detached lot, an upper story setback for floors above the second story shall apply from the shared property line(s).
	All Other Roads	0	Building frontage should be oriented towards the primary street.

Public Realm and Connectivity

This section includes public realm (streets and public open space) and connectivity recommendations that fit the character of each scale and will aid in achieving a walkable and transit-oriented development pattern. All development within the Activity Center and Multimodal Corridor shall adhere to the following recommendations:

- There shall be no blank building walls. Walls should be covered with murals, landscaping, or architectural features.
- Create a connective street network with new development that uses hierarchies to prioritize transportation modes.
- Prohibit dead-end street and cul-de-sacs with new development.
- Orient redevelopment to public transit.
- Incentives shall be provided for public art, gateway/neighborhood signage, and elements that create a sense of place that is unique and attractive.
- Deploy access management standards that reduce number of curb cuts/driveways and take advantage of shared access and implement required cross-access easements.
- Redevelopment sites adjacent to the trail should provide connections to the trail where feasible.

The following recommendations apply specifically to the three development scale types: Transit Scale, Urban Scale, and Multimodal Corridor.



Blank Building Wall Mural

Activity Center: Transit Core Scale

	Roads	Min. Sidewalk Width	Other Elements
Activity Center: Transit Core Scale	East Bay Drive/ Roosevelt Boulevard	10 ft	Street furniture elements that are included in this scale are: trees with planters, pedestrian-scaled lighting, bicycle racks, bikeshare stations, seating, trash cans, transit stops/shelters, and landscaping/green infrastructure.
	US 19 Frontage Roads	10 ft	<ul style="list-style-type: none"> • Additional street elements that should be included in development are: window awnings, large ground floor windows, ground floor store frontage, and pedestrian scaled signage. • Placemaking elements include: gateway/district signage, streetlight banners, unique pavement patterns/materials, and public art/murals.
	All Other Roads	8-10 ft	<ul style="list-style-type: none"> • Sidewalks should be 10 ft. wide or greater with additional space available for outdoor café seating. • Internal private roads should have sidewalks serving internal circulation.

Activity Center: Urban Scale

	Roads	Min. Sidewalk Width	Other Elements
Activity Center: Urban Scale	East Bay Drive/ Roosevelt Boulevard	8 ft	Street furniture elements that are included in this scale are: trees with planters, pedestrian-scaled lighting, bicycle racks, bikeshare stations, seating, trash cans, and landscaping/green infrastructure.
	US 19 Frontage Roads	8 ft	<ul style="list-style-type: none"> • Additional street elements that should be included in development are: window awning, large ground floor windows, ground floor store frontage, pedestrian scaled signage, and front porches for residential uses. • Placemaking elements include: gateway/district signage, neighborhood signage, streetlight banners, unique pavement patterns/materials, and public art/murals.
	All Other Roads	6-8 ft	<ul style="list-style-type: none"> • Screened or landscape buffered for surface parking lots. • Sidewalks should be 8 ft. wide or greater with additional space available for outdoor café seating. • Internal private roads should have sidewalks serving internal circulation.

Multimodal Corridor:

	Roads	Min. Sidewalk Width	Other Elements
Multimodal Corridor	East Bay Drive/ Roosevelt Boulevard	8 ft	<p>Street furniture elements that are included in this scale are: trees with planters, pedestrian-scaled lighting, bicycle racks, bikeshare stations, seating, trash cans, transit stops/shelters, and landscaping/green infrastructure.</p> <ul style="list-style-type: none"> • Additional street elements that should be included in development are: window awning, large ground floor windows, ground floor store frontage, pedestrian scaled signage, and front porches for residential uses.
	US 19 Frontage Roads	8 ft	<ul style="list-style-type: none"> • Placemaking elements shall be encouraged, particularly in the development focus areas, including: gateway/district signage, neighborhood signage, streetlight banners, and unique pavement patterns/materials, and public art/murals.
	All Other Roads	6 ft	<ul style="list-style-type: none"> • Screened or landscape buffered for surface parking lots. • Sidewalks should be 8 ft. wide or greater with additional space available for outdoor café seating. • Internal private roads should have sidewalks serving internal circulation.

Parking Regulation and Placement

The parking standards outline how much parking is required and where parking should be located within each development scale. Parking reductions and incentives are outlined in the next chapter. All development within the Activity Center and Multimodal Corridor shall adhere to the following parking recommendations:

- Parking should be placed at the rear of buildings or hidden/buffered when appropriate.
- On-street parking may be used to meet parking requirements.
- A reduction in maximum parking requirements shall be considered.
- Surface parking lots shall be screened with landscaping or a decorative façade structure to create an attractive public realm.
- One bay of parking with no more than two rows of parking stalls permitted along East Bay Drive/Roosevelt Boulevard and US 19 Frontage Roads.
- Reduction in required parking spaces if development is within ¼ mile of transit stop.

In addition to the above recommendations, the following recommendations apply specifically to the three development scale types: Transit Scale, Urban Scale, and Multimodal Corridor.

Activity Center: Transit Core Scale

	Roads		Other Elements
Activity Center: Transit Core Scale	East Bay Drive/ Roosevelt Boulevard	1 bay of parking permitted along East Bay Drive/ Roosevelt Boulevard and US 19 Frontage Roads	Denser development should utilize shared parking structures to meet parking requirements. <ul style="list-style-type: none"> • Parking structures along street frontages shall incorporate liner buildings, active ground floor uses, or articulation of the façade (with design and materials compatible to adjacent buildings) to create a pedestrian friendly street edge. A reduction in parking maximums shall be considered. Parking in excess of maximums shall be permitted if the excess parking is shared within a 1,500 ft radius.
	US 19 Frontage Roads		
	All Other Roads		

Activity Center: Urban Scale

	Roads		Other Elements
Activity Center: Urban Scale	East Bay Drive/ Roosevelt Boulevard	1 bay of parking permitted along East Bay Drive/ Roosevelt Boulevard and US 19 Frontage Roads	<p>Parking structures along street frontages shall incorporate liner buildings, active ground floor uses, or articulation of the façade (with design and materials compatible to adjacent buildings) to create a pedestrian friendly street edge.</p> <ul style="list-style-type: none"> • A reduction in parking maximums shall be considered. Parking in excess of maximums shall be permitted if the excess parking is shared within a 1,500 ft radius. • On-street parking associated with a new internal street network may be used to meet parking requirements.
	US 19 Frontage Roads		
	All Other Roads		

Activity Center: Multimodal Corridor

	Roads		Other Elements
Multimodal Corridor	East Bay Drive/ Roosevelt Boulevard	1 bay of parking permitted along East Bay Drive/ Roosevelt Boulevard and US 19 Frontage Roads	<p>A reduction in parking maximums shall be considered. Parking in excess of maximums shall be permitted if the excess parking is shared within a 1,500 ft radius.</p> <ul style="list-style-type: none"> • Parking structures along street frontages shall incorporate liner buildings, active ground floor uses, or articulation of the façade (with design and materials compatible to adjacent buildings) to create a pedestrian friendly street edge.
	US 19 Frontage Roads		
	All Other Roads		

Catalyst Sites

The following section showcases four catalyst sites that demonstrate the standards outlined in the previous four categories. The properties that were analyzed for redevelopment are:

1. Activity Center Northwest Quadrant
2. Activity Center Southeast Quadrant
3. Activity Center Northeast Quadrant
4. Multimodal Corridor Southeast Roosevelt Boulevard

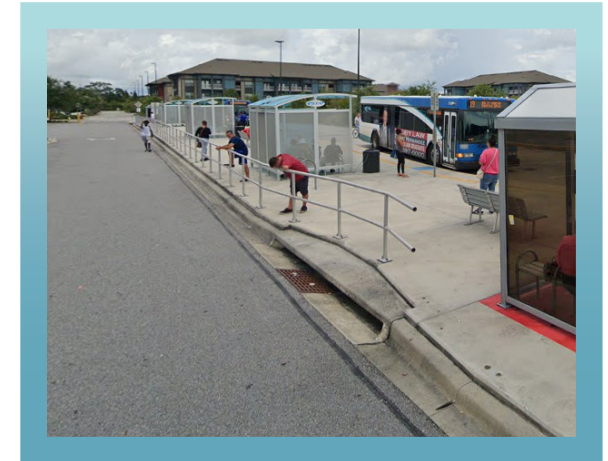
The Catalyst Site Context Map on the following page identifies the Catalyst Sites and the network connections and relationship between the four sites. Each site has unique elements that drive the redevelopment pattern and potential opportunities. This is not a master plan for the areas, it is a vision of what buildout could look like overtime through the implementation of strategies and design recommendations. The projected growth is within current growth projections for the County and do not add any additional growth. Sites located near the East Bay Drive/Roosevelt Boulevard and US 19 intersection have potential for high density and intensity while the site located along East Roosevelt Boulevard offers less density and intensity. Each site is easily accessible by vehicle with varying degrees of accessibility by transit, walking, or biking. The Multimodal Recommendations that were outlined earlier will contribute to improved accessibility and connectivity for all modes of travel.



Activity Center Northeast Quadrant
Source: City of Largo

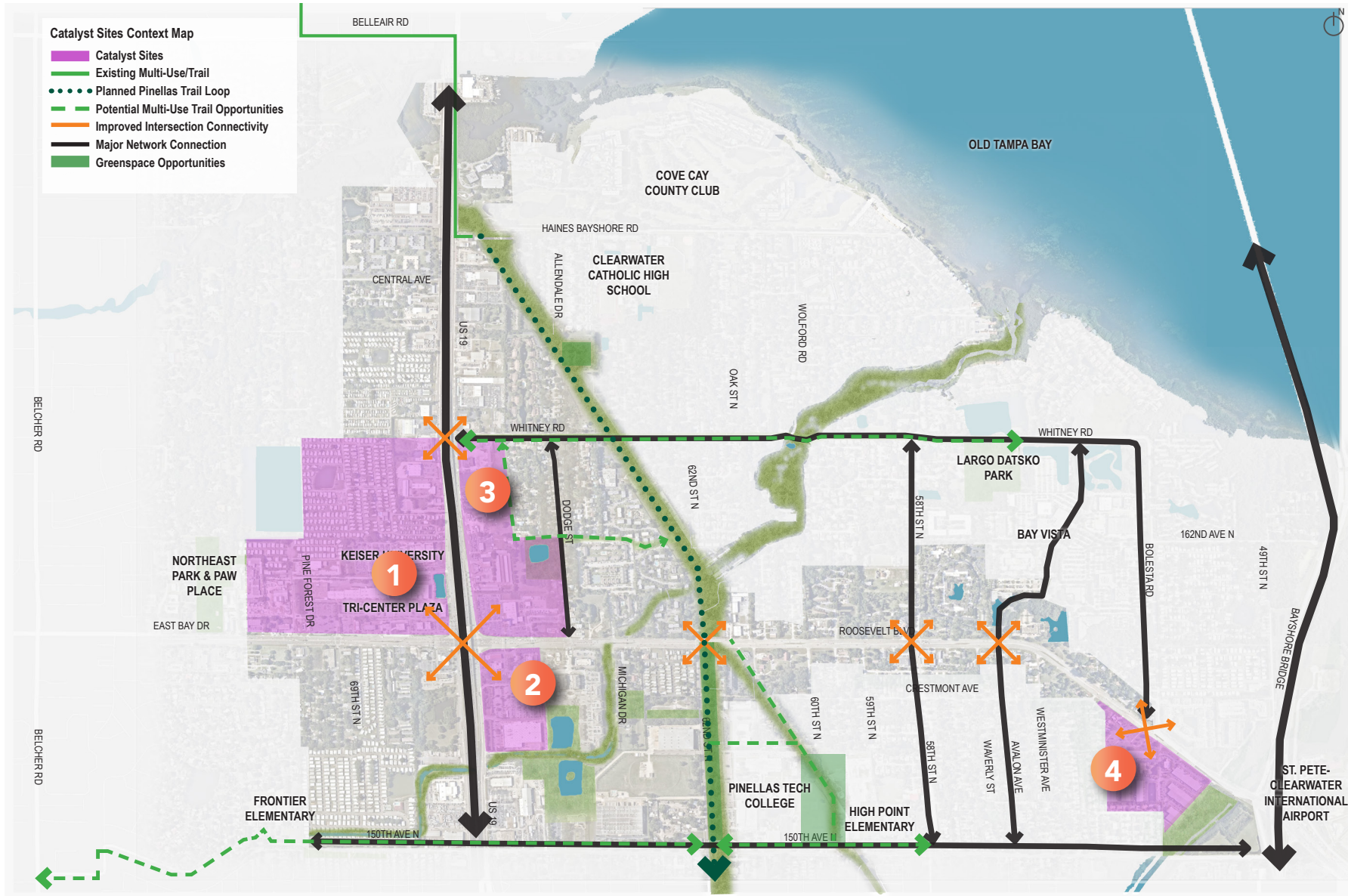


Activity Center Northwest Quadrant



Activity Center Southeast Quadrant

Catalyst Sites Context Map



Source: Kimley-Horn

CATALYST SITE:

Activity Center Northwest Quadrant



The Activity Center Northwest Quadrant Catalyst Site is located at the northwest intersection of US 19 and East Bay Drive. The redevelopment of this site includes retrofitting some of the existing Tri-City Plaza buildings with redevelopment of parcels surrounding the shopping center. This redevelopment has the potential to include:

- Mixed-Used Office, Retail, and Residential
- Greenspace and Park Spaces
- Transit Hub
- Shared Parking
- Low/Mid-Rise Multi-Family Housing

Source: Kimley-Horn





Source: Kimley-Horn

KEY

Land Use, Density and Intensity	
A	Transit Hub
B	Retail
C	Mixed-Use (Retail/Office)
D	Mixed-Use (Retail/Residential)
E	Single-Family
F	Low-Rise Multi-Family
G	High-Rise Multi-Family
Building Form and Placement	
H	Building Fronting the Sidewalk Edge
I	Setback to Encourage Wider Sidewalks and Outdoor Seating
J	Active Ground Floor Uses
Public Realm and Connectivity	
K	Public Plaza
L	Public Greenspace
M	Stormwater Management
N	Enhanced Landscaping
O	Intersection Mural/Public Art
Parking	
P	Concealed, Shared Parking Garage
Q	Concealed Parking Behind Buildings

CATALYST SITE:

Activity Center Southeast Quadrant

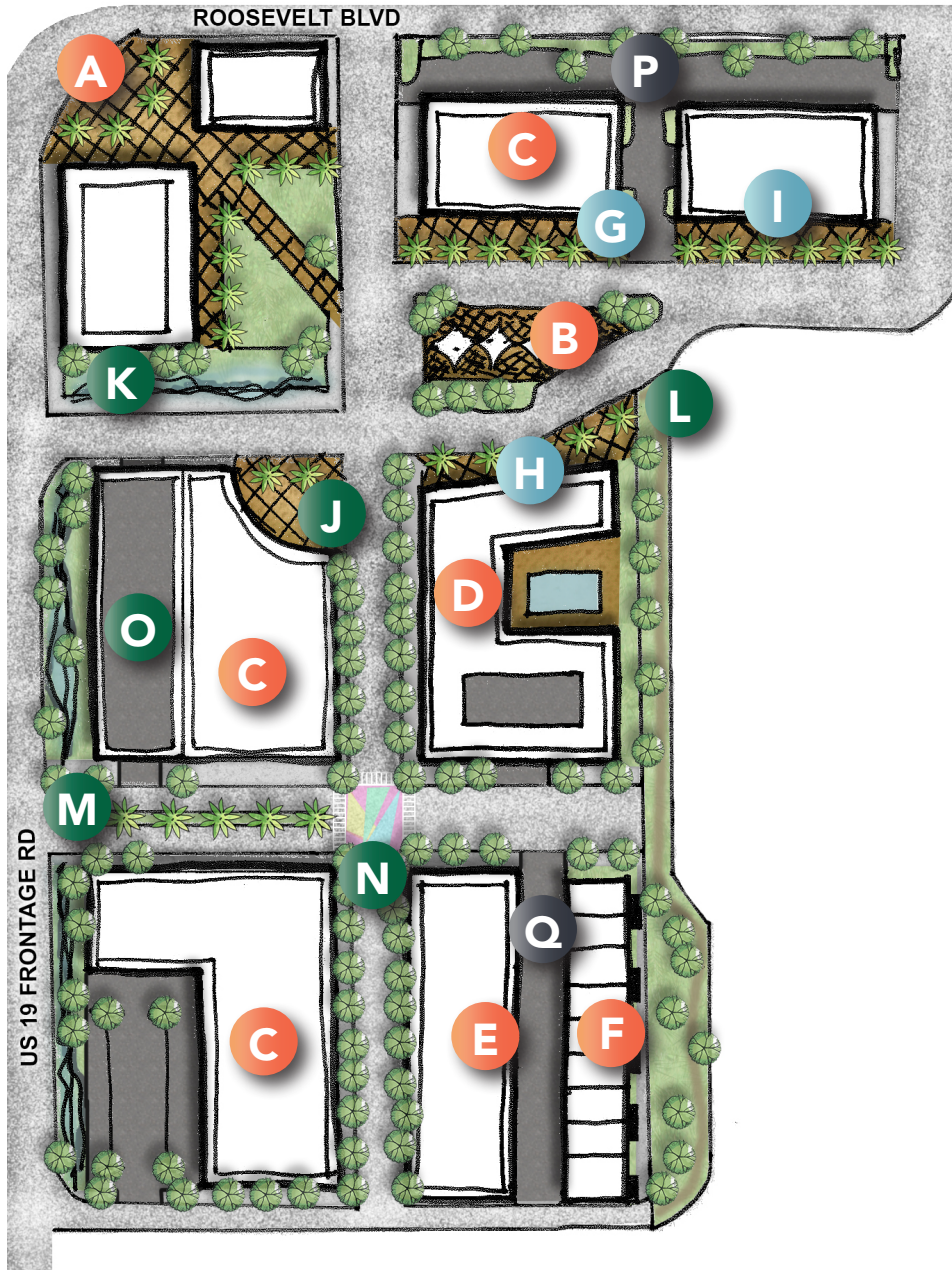


The Activity Center Southeast Quadrant site is located at the southeast corner of the US 19 and East Bay Drive/Roosevelt Boulevard intersection. The redevelopment of the site includes:

- New Transit Hub Location
- Public Space
- Mixed-Use Developments
- Range of Housing Types (Condominiums, Apartments, Townhomes)
- Shared, Garage Parking

Source: Kimley-Horn





KEY

Land Use, Density and Intensity	
A	Public Plaza FAR Bonus Incentive
B	Transit Hub
C	Mixed-Use (Retail/Office)
D	Mixed-Use (Retail/Residential)
E	Low-Rise Multi-Family
F	High-Rise Multi-Family
Building Form and Placement	
G	Building Fronting the Sidewalk Edge
H	Setback to Encourage Wider Sidewalks and Outdoor Seating
I	Active Ground Floor Uses
Public Realm and Connectivity	
J	Increase Sidewalk Network
K	Green Infrastructure/Natural Resource Protection
L	Public Trail for Recreation and Pedestrian Connections
M	Enhanced Landscaping
N	Intersection Mural/Public Art
Parking	
O	Concealed, Shared Parking Garage
P	One Bay of Parking Fronting Roosevelt Boulevard
Q	Concealed Parking Behind Buildings

Source: Kimley-Horn

CATALYST SITE:

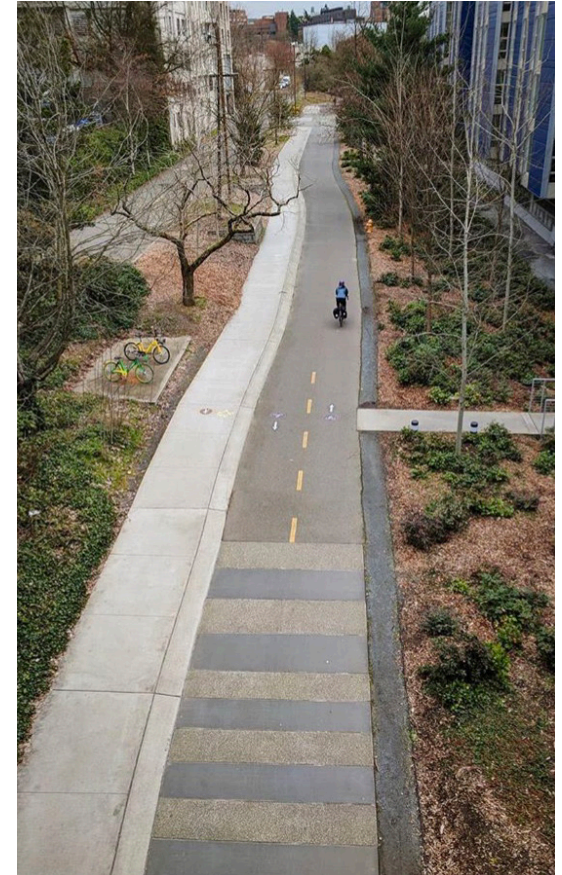
Activity Center Northeast Quadrant

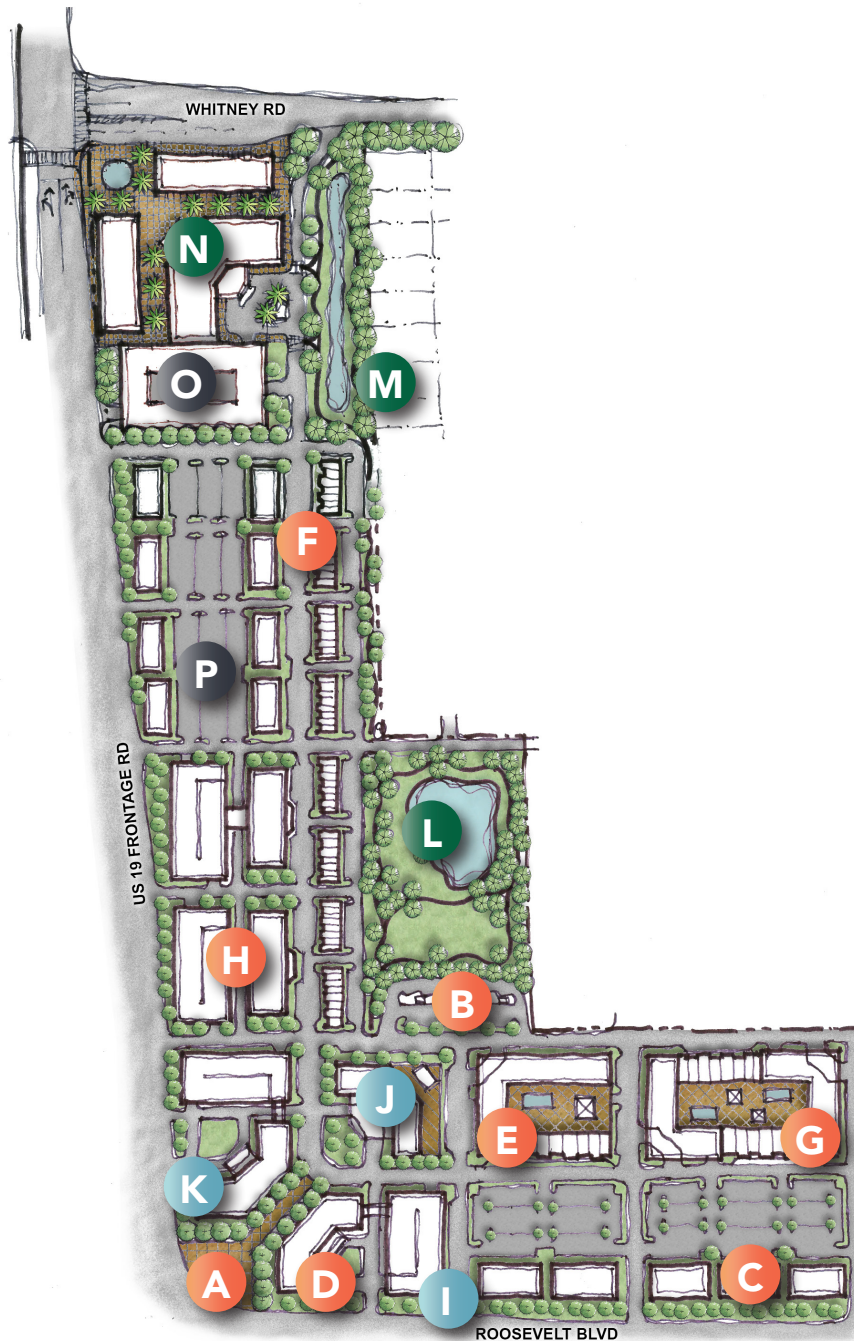


The Activity Center Northeast Quadrant site is located in the northeast corner of the US 19 and Roosevelt Boulevard intersection. The site will include:

- Multi-Family Housing
- Mixed Use Buildings with Retail, Residential, and Office
- Greenspace, Trails, and Natural Resource Protection
- Shared Parking

Source: Kimley-Horn





Source: Kimley-Horn

KEY

Land Use, Density and Intensity	
A	Public Plaza FAR Bonus Incentive
B	Transit Hub
C	Retail
D	Mixed-Use (Retail/Office)
E	Mixed-Use (Retail/Residential)
F	Low-Rise Multi-Family
G	Mid-Rise Multi-Family
H	Office
Building Form and Placement	
I	Building Fronting the Sidewalk Edge
J	Setback to Encourage Wider Sidewalks and Outdoor Seating
K	Active Ground Floor Uses
Public Realm and Connectivity	
L	Natural Resource Protection
M	Public Trail for Recreation and Pedestrian Connections
N	Enhanced Landscaping
Parking	
O	Concealed, Shared Parking Garage
P	Concealed Parking Behind Buildings

CATALYST SITE:

Multimodal Corridor

Southeast Quadrant Roosevelt Blvd.



The Multimodal Corridor Southeast Quadrant Roosevelt Boulevard site is located on the eastern leg of the study area. This site abuts residential neighborhoods which is why the development is slightly lower density and intensity than the previous sites. The site includes:

- Single Family Housing
- Low/Mid-Rise Multi-Family Housing
- Greenspace and Stormwater Management Facilities
- Shared Parking

Source: Kimley-Horn





Source: Kimley-Horn

KEY

Land Use, Density and Intensity	
A	Retail
B	Single-Family Buffer
C	Low-Rise Multi-Family
D	Mid-Rise Multi-Family
E	Office/Light Industrial Flex Space
Building Form and Placement	
F	Building Fronting the Sidewalk Edge
G	Setback to Encourage Wider Sidewalks and Outdoor Seating
H	Active Ground Floor Uses
Public Realm and Connectivity	
I	Stormwater Management
J	New Signaled Intersection and Crossing
K	Enhanced Landscaping and Green Infrastructure
Parking	
L	Concealed, Shared Parking Garage
M	Concealed Parking Behind Buildings

Land-use Scenario Analysis

As a wrap-up to the land use analysis, a high-level land-use analysis was conducted to determine the development impact of implementing changes from the SAP. The analysis looks at a comparison of the number of units and square footage at buildout with this plan versus buildout with current densities and intensities. The buildout accommodates an allocation of the established growth projections for the county and is not creating new growth that is already projected. Buildout can be difficult to define based on market factors and the fact that it is common for land to not develop based on the full amount of entitlements. For this analysis 25+ is assumed and percentages of 10% to 40% of entitlements was assumed for different land uses. The development opportunities summary found in Chapter 3 provide a shorter 10 year timeframe that will include more certainty. Table 7 below displays a high-level summary comparison of the number of units and square footage at buildout with current densities and intensities versus increased densities (housing units) and intensities (square footage - SF) if the SAP is adopted. The purpose is to display the possible differential (which could change based on market potential), not the actual numbers. In general, the comparison shows about two times as much units and square footage with the adoption of the SAP densities and intensities.

Table 7: Densities and Intensities Comparison

	Current	SAP Adoption
Residential (Units)	3,500 to 4,500 units	7,000 to 8,500 units
Non-Residential (SF)	1.4 million to 2.1 million SF	3.2 million to 4.5 million SF



Chapter **5**

**IMPLEMENTATION
STRATEGIES
AND PROJECTS**

Chapter 5 - Implementation Strategies and Projects

The concepts from the previous chapter outlined the overall vision for the Largo Tri-City Special Area Plan. They also addressed the overall land use and housing; multimodal transportation; economic development, public spaces, and greenspace; and sustainability and resiliency goals for the SAP. As discussed, the intent is to continue momentum from previous Countywide, Pinellas Gateway, and City of Largo planning efforts. This chapter summarizes actions for implementation for the SAP.

Table 8 on the following page displays the actions by timing. The timing of actions is defined below. Following Table 8 the actions are described in further detail with responsible parties. The actions are organized by four themes (Multimodal Transportation, Sustainability and Resiliency, Land Use and Housing, and Public Spaces, Placemaking, and Brand Identity). They start from more general or higher level recommendations to specific recommendations.



Continuous

Ongoing and continuous implementation efforts once plan is adopted.



Immediate

Immediate action either to initiate plan adoption or upon adoption of plan.



Short-term

Implementation within the first 5 years of plan adoption.



Mid-term

Implementation between 5 to 10 years after plan adoption.



Long-term

Implementation anticipated in 10 or more years after plan adoption.

Table 8: Action Items and Timing

Action	Them	Timing	Action	Theme	Timing
IMPLEMENT LOCAL BUS IMPROVEMENTS	Transit	Continuous	ESTABLISH RESILIENCY HUB	Sustainability and Resiliency	Long-term
PILOT FIRST MILE/LAST MILE SOLUTIONS	Transit	Mid-term	AMEND THE COMPREHENSIVE PLAN	Land Use and Housing	Immediate
IMPLEMENT PREMIUM TRANSIT SERVICE ALONG US 19	Transit	Long-term	UPDATE THE COMMUNITY DEVELOPMENT CODE (CDC) DENSITIES/INTENSITIES	Land Use and Housing	Immediate
IMPLEMENT PREMIUM TRANSIT SERVICE ALONG EAST BAY/ROOSEVELT BOULEVARD	Transit	Long-term	UPDATE THE COMMUNITY DEVELOPMENT CODE WITH DESIGN STANDARDS	Land Use and Housing	Immediate
IMPROVE EAST BAY DRIVE/ROOSEVELT BOULEVARD (SAFETY AND BEAUTIFY)	Multimodal Street Network	Continuous	IMPLEMENT URBAN DEVELOPMENT PATTERNS	Land Use and Housing	Continuous
IMPROVE US 19 OVERPASS	Multimodal Street Network	Short-term	FORM A BUSINESS IMPROVEMENT DISTRICT	Land Use and Housing	Mid-long-term
ASSESS GATEWAY EXPRESSWAY IMPACT ON ROOSEVELT BOULEVARD	Multimodal Street Network	Short-term	PROTECT ROOSEVELT BOULEVARD FROM PROLIFERATION OF STRIP COMMERCIAL DEVELOPMENT THROUGH THE CORRIDOR	Land Use and Housing	Immediate
DUKE ENERGY TRAIL CROSSING (SHORT-TERM) AT ROOSEVELT BOULEVARD AND OVERPASS ACROSS ROOSEVELT BOULEVARD	Multimodal Street Network	Short-Mid-term	IMPLEMENT AN ACTIVITY CENTER OVERLAY AND MULTIMODAL CORRIDOR	Land Use and Housing	Immediate
MULTIMODAL IMPROVEMENTS – WHITNEY ROAD	Multimodal Street Network	Mid-term	CONVENE A DEVELOPER FORUM	Land Use and Housing	Immediate
MULTIMODAL IMPROVEMENTS – DODGE STREET	Multimodal Street Network	Mid-term	MAINTAIN AND SUPPORT TEC AREAS AND USES	Land Use and Housing	Continuous
MULTIMODAL IMPROVEMENTS – 150TH AVENUE N	Multimodal Street Network	Mid-term	SEEK FUNDING OPPORTUNITIES	Land Use and Housing	Continuous
MULTIMODAL IMPROVEMENTS – 62ND STREET, 58TH STREET, AVALON AVENUE, BAY VISTA DRIVE, AND BOLESTA ROAD	Multimodal Street Network	Mid-term	COORDINATE IMPLEMENTATION WITH PINELLAS COUNTY	Land Use and Housing	Short-term
MULTI-USE TRAIL CONNECTIONS	Multimodal Street Network	Mid-term	DEVELOP A TRANSPORTATION MANAGEMENT AREA (TMA)	Land Use and Housing	Mid-term
MULTIMODAL IMPROVEMENTS – US 19 FRONTAGE ROADS	Multimodal Street Network	Mid-long term	UPDATE THE COMMUNITY DEVELOPMENT CODE WITH GUIDELINES AND INCENTIVES TO ENCOURAGE PLACEMAKING	Public Spaces, Placemaking, and Brand Identity	Short-term
INTERNAL STREET CONNECTIONS	Multimodal Street Network	Long-term	CONSTRUCT PUBLIC ART, GATEWAY MONUMENTS, AND DISTRICT SIGNAGE	Public Spaces, Placemaking, and Brand Identity	Short-term
UPDATES TO THE COMMUNITY DEVELOPMENT CODE (CDC)	Sustainability and Resiliency	Immediate	RENAME EAST BAY DRIVE/ROOSEVELT BOULEVARD	Public Spaces, Placemaking, and Brand Identity	Long-term
CONTINUE LEAP GOALS AND OBJECTIVES	Sustainability and Resiliency	Continuous			

MULTIMODAL TRANSPORTATION ACTIONS

A goal of the SAP is to develop an interconnected multimodal transportation network including premium and local bus improvements. This includes intersection improvements and safe travel connections, including safe trail and pedestrian connections. Another goal is to provide and enhance public spaces, and greenspaces that encourage gathering and beautify streets in the area.

Transit Improvements

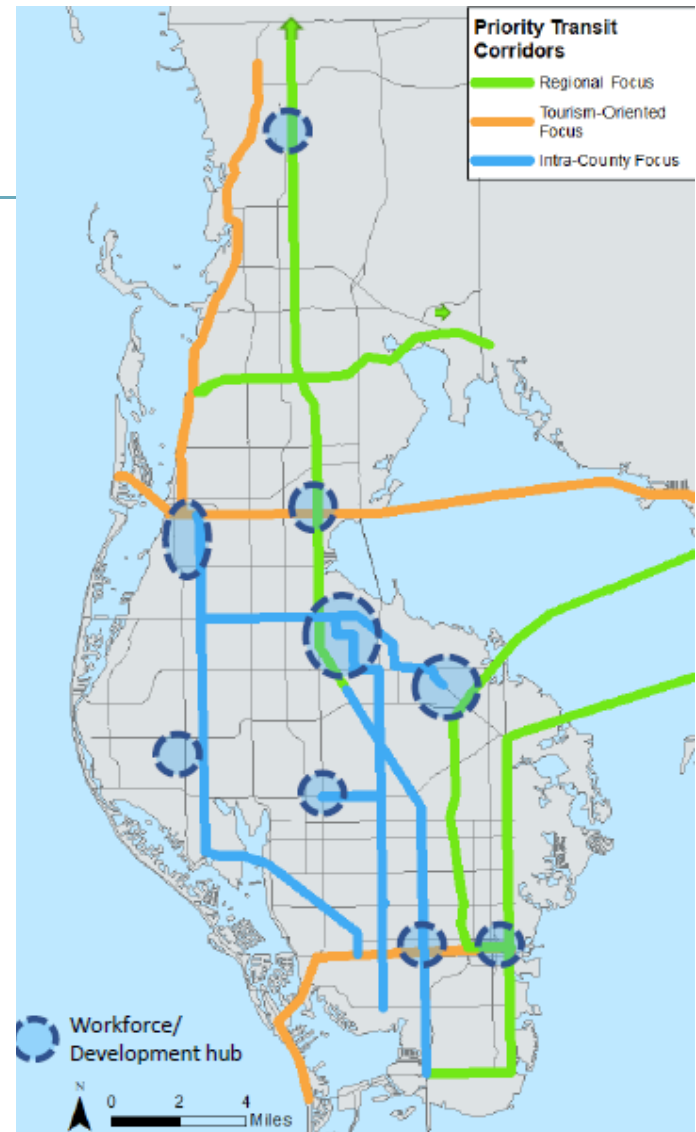
ACTION: IMPLEMENT PREMIUM TRANSIT SERVICE ALONG US 19

LONG-TERM

Description and Plan Consistency: The US 19 corridor is identified as a highest priority transit corridor along with East Bay/Roosevelt Boulevard (significant with two primary corridors coming together). Forward Pinellas' Land Use Strategy Map identifies US 19 as a Regional Transit Corridor and East Bay Drive/Roosevelt Boulevard as Intra-County corridors. These designations along with the Advantage Pinellas Investment Corridor designation (in conjunction with Forward Pinellas and PSTA) and the Community Bus Plan indicate immense opportunity for expanded transit service in the area. Transit service is expected to be fast and reliable with limited stops, express peak service, and a catalyst for desired redevelopment.

Responsible Parties:

- City will coordinate with Forward Pinellas, Pinellas County, Pinellas Suncoast Transit Authority (PSTA), and FDOT to implement service and to support premium transit with transit supportive land use decisions.
- City will coordinate a more pronounced transit hub(s) at US 19 and East Bay/Roosevelt Boulevard intersection to increase visibility, efficiency, and accessibility as well as a potential hub near Whitney Road.
- City will encourage private sector investments including upgraded stops (branding/theming stops, shelters at key locations, lighting, platforms and seating).



Source: Forward Pinellas

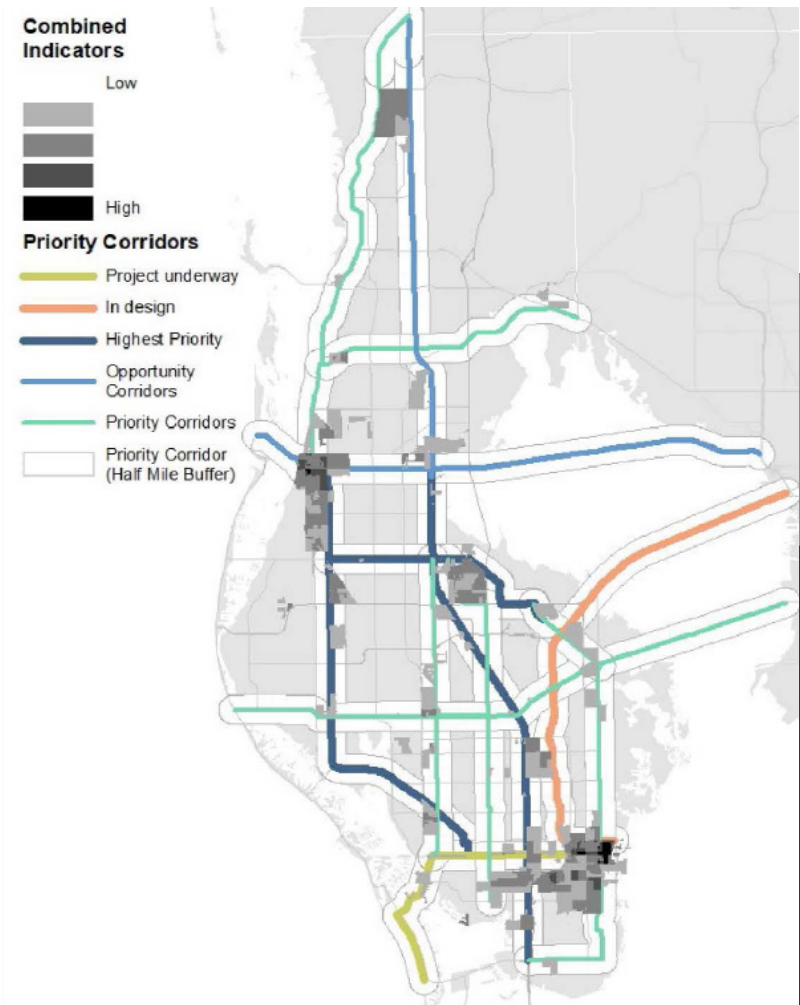
ACTION: IMPLEMENT PREMIUM TRANSIT SERVICE ALONG EAST BAY/ROOSEVELT BOULEVARD

LONG-TERM

Description and Plan Consistency: The corridor is identified as a highest priority transit corridor along with US 19 (significant with two primary corridors coming together). It connects residential (including a higher percentage without vehicles) with medical, retail, manufacturing/industrial, and office jobs and connects to the St. Pete-Clearwater International Airport, potential I-275 premium transit, and Intermodal Center. The project is consistent with the Pinellas Gateway Master Plan and the County has identified it as a priority investment corridor reinforced by Forward Pinellas' Land Use Strategy Map and Advantage Pinellas (in conjunction with Forward Pinellas and PSTA) and the Community Bus Plan. Transit service is expected to be fast and reliable with limited stops, express peak service, and serve as a catalyst for desired redevelopment.

Responsible Parties:

- City will coordinate with Forward Pinellas, Pinellas County, PSTA, and FDOT to implement service and support premium transit with transit supportive land use decisions. Design of premium transit should be discussed with future resurfacing (i.e. bus lane, mixed traffic, etc.).
- City will coordinate a more pronounced transit hub(s) at US 19 and East Bay/Roosevelt Boulevard intersection to increase visibility, efficiency, and accessibility, as well as a potential hub near Bay Vista Drive.
- City will encourage private sector investments including upgraded stops (branding/theming stops, shelters at key locations, lighting, platforms and seating).



Source: Forward Pinellas

ACTION: IMPLEMENT LOCAL BUS IMPROVEMENTS

CONTINUOUS

Description and Plan Consistency: Implement secondary network consistent with Forward Pinellas' Land Use Strategy Map and Advantage Pinellas to feed into US 19 and East Bay/Roosevelt Boulevard.

Responsible Parties:

- City will coordinate with Forward Pinellas, Pinellas County, PSTA to implement service and encourage transit supportive land use decisions.
- City will encourage private sector investments including upgraded stops (branding/theming stops, shelters at key locations, lighting, platforms and seating).
- City will encourage additional transit hubs or stops to connect to residential areas, manufacturing/industrial, retail, and office jobs in the area (i.e. Pinellas Technical College, Pinch-a-Penny, 24/7 Intouch, Keiser University, Bay Vista, High Point, etc.).

ACTION: PILOT FIRST MILE/LAST MILE SOLUTIONS

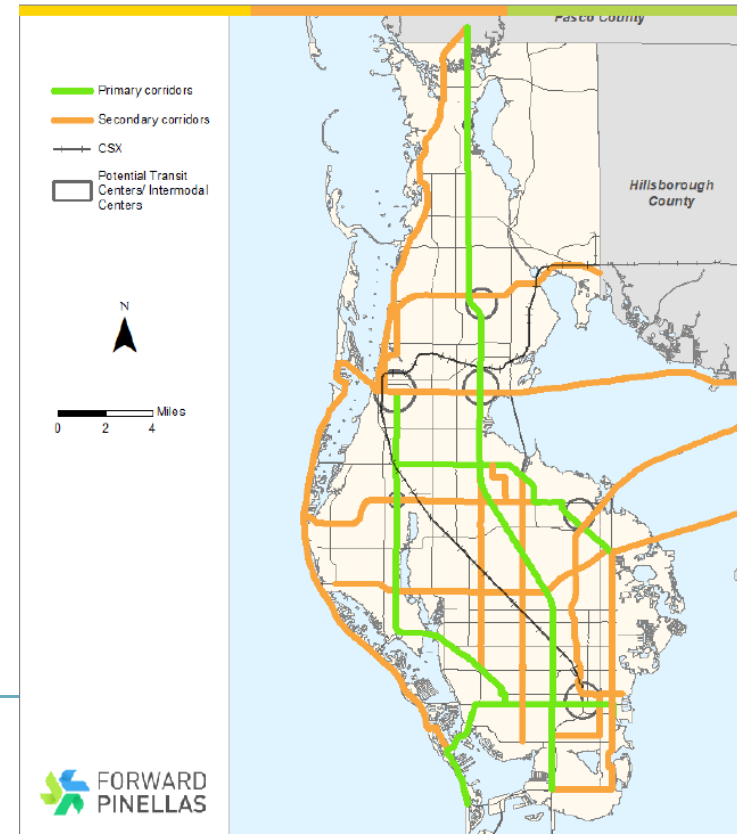
MID-TERM

Description and Plan Consistency: Continue partnership and coordination with PSTA to enhance and expand transit service to and from, and within the area. Consistent with the Gateway Master Plan, conduct a pilot for first mile/last mile solutions such as a circulator service or on-demand service to connect Bay Vista and other jobs to surrounding destinations such as retail, restaurants, and St. Pete-Clearwater International, etc.

Responsible Parties:

- City will coordinate with PSTA, Forward Pinellas, FDOT, and private sector.

Needs Plan



Source: Forward Pinellas

Multimodal Street Network Improvements (including Streetscape, Greenspace, Placemaking)

ACTION: IMPROVE EAST BAY DRIVE/ROOSEVELT BOULEVARD (SAFETY AND BEAUTIFY)

CONTINUOUS

Description and Plan Consistency: For East Bay Drive, increase pedestrian scale lighting and enhanced bus shelters (as mentioned above). For Roosevelt Boulevard, include multi-use trail on north side. Conduct road safety audit and coordinate other improvements with future resurfacing including median landscaping, ADA improvements, crossing improvements, signal warrant analysis at Bay Vista Drive and Bolesta Road, signal improvements/timing improvements at Dodge Street, pedestrian scale lighting, and enhanced bus shelters. These efforts are consistent with City of Largo strategic planning efforts and community streets plans and the Pinellas Gateway Master Plan. Potential improvements are shown below that should be further coordinated with FDOT.

Responsible Parties:

- City will coordinate with FDOT.

The exhibit on the following pages of East Bay Drive and Roosevelt Boulevard indicates the improvements mentioned above that should be put into action. Each improvement type is identified with an icon that relates to the improvement types outlined in Chapter 4.

East Bay Drive/Roosevelt Corridor Recommendations

SR 686/East Bay Drive: Bedford Circle to US19

Source: Kimley-Horn



AREAWIDE IMPROVEMENTS

- ADA Improvements
- Driveway Consolidation
- Pedestrian-scaled Lighting

	Wider Sidewalks		Signal Plates		Public Art
	Bus Shelter		Welcome to Largo Sign		Restripe/Add Crosswalk or Trail Crossing

SR 686/Roosevelt Boulevard: US 19 to 61st St. North

Source: Kimley-Horn



AREAWIDE IMPROVEMENTS

- ADA Improvements
- Driveway Consolidation
- Pedestrian-scaled Lighting



Multi-Use Path



Signal Plates



Landscaping



Public Art



Bus Shelter
Future BAT Lanes



Placemaking
on Mast Arms

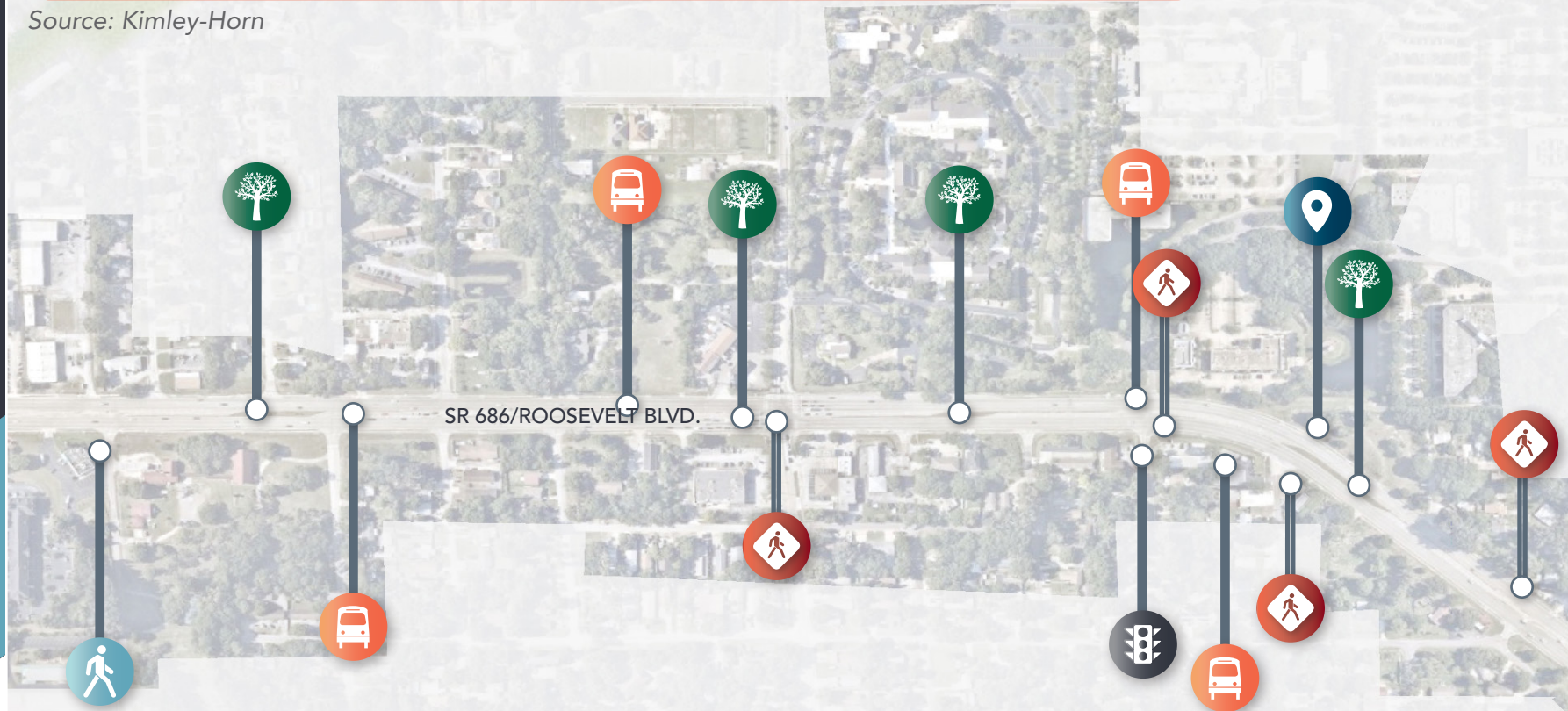


Restripe/Add Crosswalk
or Trail Crossing

East Bay Drive/Roosevelt Corridor Recommendations

SR 686/Roosevelt Boulevard: 61st St. North to Alma Ave

Source: Kimley-Horn



AREAWIDE IMPROVEMENTS

- ADA Improvements
- Driveway Consolidation
- Pedestrian-scaled Lighting



Wider Sidewalks



Bus Shelter
Future BAT Lanes



Signal Plates



Placemaking
on Mast Arms



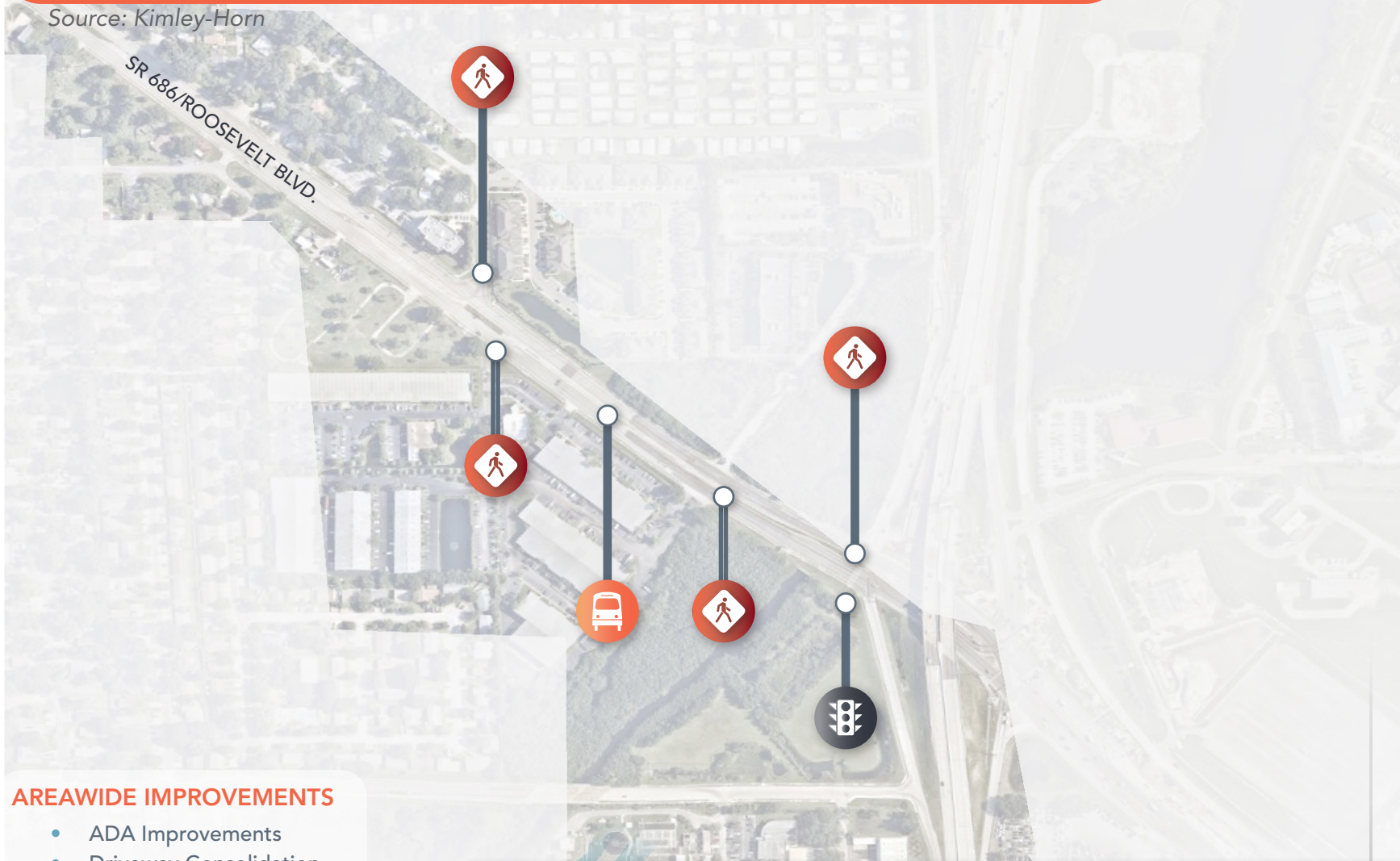
Landscaping



Restripe/Add Crosswalk
or Trail Crossing

SR 686/Roosevelt Boulevard: Alma Ave to 49th St. North

Source: Kimley-Horn



AREAWIDE IMPROVEMENTS

- ADA Improvements
- Driveway Consolidation
- Pedestrian-scaled Lighting



Bus Shelter
Future BAT Lanes



Signal Plates



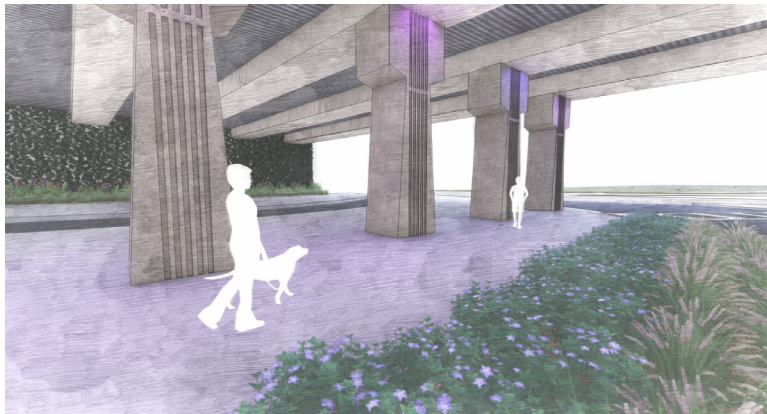
Restripe/Add Crosswalk
or Trail Crossing

US 19 Overpass Spotlight

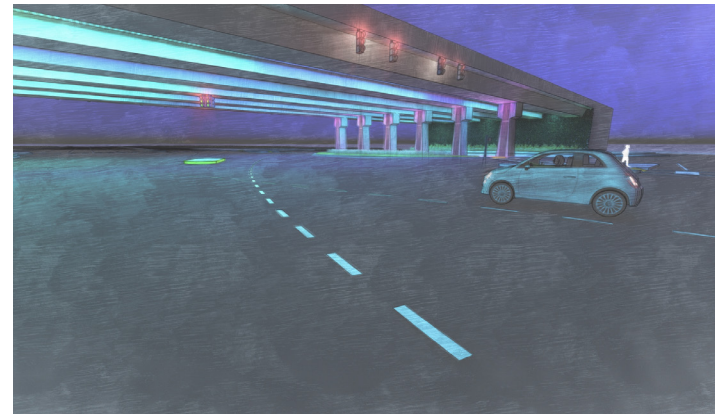
East Bay Drive/Roosevelt Boulevard @ US 19

ACTION: IMPROVE US 19 OVERPASS

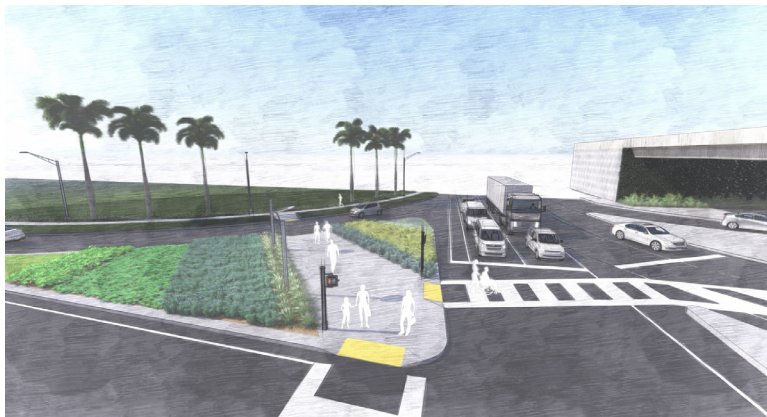
SHORT-TERM



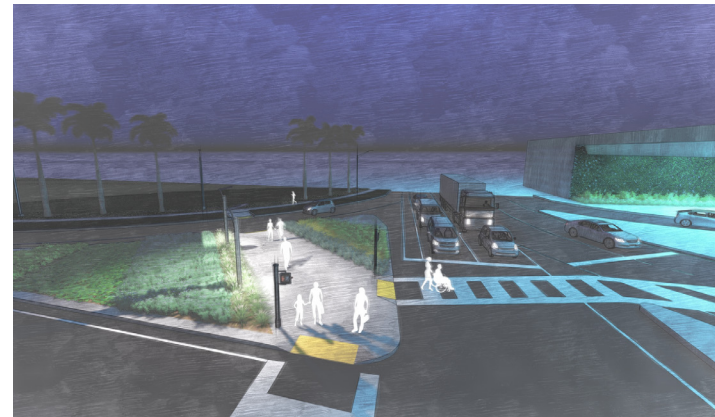
Pedestrian Realm under US 19 Overpass



Decorative Up-Lighting



Enhanced Landscaping

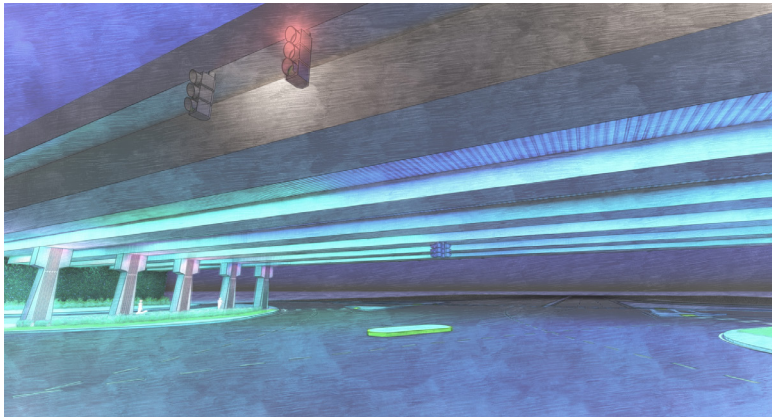


Pedestrian-Scale Lighting

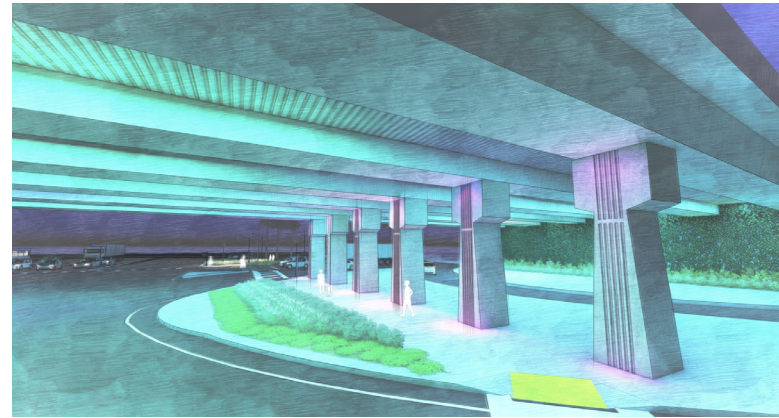
Description and Plan Consistency: Incorporate placemaking elements such as up-lighting and signage to overpass structure, increase pedestrian-scale lighting, and add landscaping that can survive under the overpass to create a more pedestrian-friendly environment.

Responsible Parties:

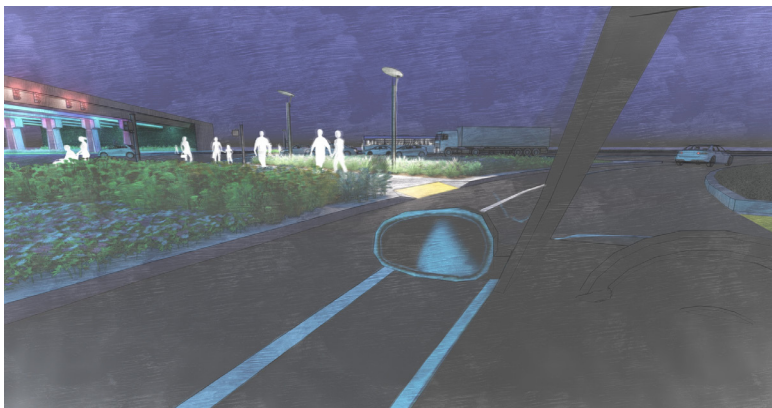
- City will coordinate with FDOT.



Decorative Up-Lighting



Pedestrian Realm under US 19 Overpass with Landscaping



Pedestrian-Scaled Lighting and Enhanced Landscaping



Signalized Pedestrian Crossing

Duke Energy Trail Crossing Spotlight

Roosevelt Boulevard & 62nd Street

ACTION: DUKE ENERGY TRAIL CROSSING (SHORT-TERM) AT ROOSEVELT BOULEVARD AND OVERPASS ACROSS ROOSEVELT BOULEVARD

SHORT-TERM AND LONG-TERM

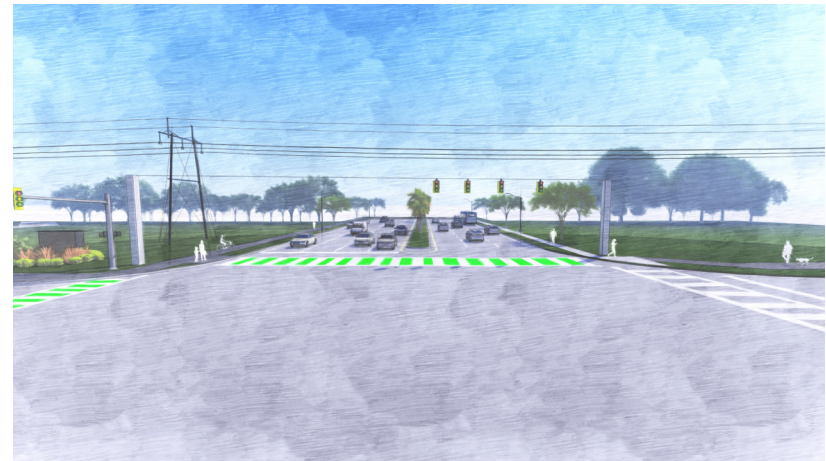
Description and Plan Consistency: The Duke Energy Trail connection, one of the last gaps of the Pinellas Trail Loop, is estimated to start in FY 2023 and completed in 2024 and will be implemented at Roosevelt Boulevard. A long-term improvement is to implement an overpass which is consistent with Pinellas County's (Connecting Our Community) presentation. Encourage development around the trail that will also serve the surrounding neighborhoods including the Highpoint community.

Responsible Parties:

- City will coordinate with FDOT, Pinellas County, and Forward Pinellas.



Trail Crossing Looking South



Roosevelt Blvd and 62nd Street Intersection Looking East



Trail North Facing



Trail and Intersection Looking North



Roosevelt Blvd and 62nd Street Intersection Aerial

ACTION: MULTIMODAL IMPROVEMENTS – US 19 FRONTAGE ROADS

MID-TERM AND LONG-TERM

Description and Plan Consistency: Increased pedestrian lighting, increased landscaping, and enhanced bus shelters. Widened sidewalks and bicycle facilities where possible. During the creation of this Plan, FDOT is undergoing a study for improvements to the US 19 Frontage Roads in the area.

Responsible Parties:

- City will coordinate with FDOT, Pinellas County, Forward Pinellas, and other US 19 Frontage Roads Safety Studies.

ACTION: ASSESS GATEWAY EXPRESSWAY IMPACT ON ROOSEVELT BOULEVARD

SHORT-TERM

Description and Plan Consistency: Conduct detailed traffic analysis after the Gateway Expressway opens to determine if there is a possibility to do a lane re-configuration to include dedicated bus lanes or some other type of technology.

Responsible Parties:

- City to coordinate with FDOT.

ACTION: MULTIMODAL IMPROVEMENTS – WHITNEY ROAD

MID-TERM

Description and Plan Consistency: Fill sidewalk gaps, include a multi-use trail, enclose stormwater drainage system, add landscaping, add lighting. These efforts are consistent with City of Largo strategic planning efforts and community streets plans and the Pinellas Gateway Master Plan. Whitney Road is also identified as a Tier 1 by the Pinellas County Complete Streets plan.

Responsible Parties:

- City will coordinate with Pinellas County.

ACTION: MULTIMODAL IMPROVEMENTS – DODGE STREET

MID-TERM

Description and Plan Consistency: Fill sidewalk gaps on west side of street and add landscape and canopy trees to encourage traffic calming. These efforts are consistent with City of Largo strategic planning efforts and community streets plans and the Pinellas Gateway Master Plan.

Responsible Parties:

- City will coordinate with Pinellas County.

ACTION: MULTIMODAL IMPROVEMENTS – 150TH AVENUE N

MID-TERM

Description and Plan Consistency: Add landscaping, canopy trees, and pedestrian-scale lighting to encourage traffic calming and a more comfortable pedestrian environment along entire corridor. Long-term action is to construct a pedestrian overpass across US 19 to further enhance connections within the SAP. 150th Avenue is also identified as a Tier 2 Pinellas County Complete Streets Corridors.

Responsible Parties:

- City will coordinate with FDOT.

ACTION: MULTIMODAL IMPROVEMENTS – 62ND STREET, 58TH STREET, AVALON AVENUE, BAY VISTA DRIVE, AND BOLESTA ROAD

MID-TERM

Description and Plan Consistency: Create interconnected street networks to improve the existing internal street network by adding landscaping and canopy trees, filling sidewalk gaps, and constructing new signalized intersections at Bay Vista Drive and Bolesta Road along Roosevelt Boulevard. 62nd Street is also classified as a Tier 1 Pinellas County Complete Streets Corridors.

Responsible Parties:

- City will coordinate with FDOT and Pinellas County.

ACTION: MULTI-USE TRAIL CONNECTIONS

MID-TERM

Description and Plan Consistency: Work with local and regional partners to construct new trail networks on 150th Avenue N, Duke Energy easement, and 154th Avenue N.

Responsible Parties:

- City will coordinate with Pinellas County, Pinellas County School Board, Pinellas Technical College, and Forward Pinellas.

ACTION: INTERNAL STREET CONNECTIONS

LONG-TERM

Description and Plan Consistency: Work with private sector and County on constructing an internal street grid and new internal street connections within adjacent neighborhoods.

Responsible Parties:

- City will coordinate with private developers and Pinellas County.

SUSTAINABILITY AND RESILIENCY ACTIONS

Related to sustainability and resiliency, a goal is to encourage sustainable and resilient development. The City would like to encourage development that provides services for the community, are fiscally positive, and include sustainable and resilient infrastructure. Below are actions to implement these goals.

ACTION: UPDATES TO THE COMMUNITY DEVELOPMENT CODE (CDC)

IMMEDIATE

Description and Plan Consistency: Continue to explore green building programs and low impact development standards to incorporate into the Community Development Code (CDC). Include native landscaping, green infrastructure, and sustainability incentives for developers in the CDC.

Responsible Parties:

- City of Largo

ACTION: CONTINUE LEAP GOALS AND OBJECTIVES

CONTINUOUS

Description and Plan Consistency: Continue ongoing efforts and actions listed in the Largo Environmental Action Plan under the three focus areas: Sustainability, Public Health and Safety, and Community Pride.

Responsible Parties:

- City of Largo

ACTION: ESTABLISH RESILIENCY HUB

LONG-TERM

Description and Plan Consistency: Identify and construct location for Resiliency Hub within or adjacent to the study area in coordination with Pinellas County. This is consistent with the Gateway Master Plan, which identifies a potential Resiliency Hub on East Roosevelt Boulevard near Bay Vista Employment Center.

Responsible Parties:

- City of Largo and Pinellas County

LAND USE AND HOUSING ACTIONS

Another goal of the SAP is to encourage economic development opportunity by creating jobs, particularly target employment industry jobs, and encourage longer visits by developing a range of retail and entertainment uses. One way to do that is to encourage a mix of land use and housing options while keeping the industrial base that is in the area. Below are actions to implement these goals.

ACTION: *AMEND THE COMPREHENSIVE PLAN*

IMMEDIATE

Description and Plan Consistency: The Largo Tri-City Special Area Plan specific reference should be added to the Major Activity Center and Multimodal Corridor list in the Comprehensive Plan. Other amendments include updates to the Future Land Use, Transportation, Placemaking, Natural Resources and Hazard Adaptation, Economic Development, and Capital Improvements elements.

Responsible Parties:

- City of Largo

ACTION: *UPDATE THE COMMUNITY DEVELOPMENT CODE (CDC) DENSITIES/INTENSITIES*

IMMEDIATE

Description and Plan Consistency: The CDC should reflect the density and intensity standards outlined in the land use chapter, along with development incentives for increased density and intensity. For a development to achieve that highest density and intensity allowed, it must provide additional elements that benefit the surrounding area and contribute to the pedestrian environment. In addition, land use/intensity transitions are encouraged to minimize impact to the surrounding neighborhoods.

Responsible Parties:

- City of Largo

ACTION: IMPLEMENT AN ACTIVITY CENTER OVERLAY AND MULTIMODAL CORRIDOR

IMMEDIATE

Description and Plan Consistency: To advance the SAP's placemaking, economic development, mobility, and sustainability goals, the City should implement an overlay for the Activity Center and Multimodal Corridor. The Activity Center and Multimodal Corridor overlays are intended to provide flexibility within the SAP to allow redevelopment to be more compact and walkable. The urban design standards will be required by the CDC to achieve the desired development pattern, as represented by the catalyst sites, prior to allowing higher densities and intensities. Through the adoption of the SAP and the Activity Center and Multimodal Corridor overlays, specific planning and urban form design guidelines are required to be implemented as new development and redevelopment occurs. As parcels from Unincorporated Pinellas County are annexed into the City of Largo, these designations will apply which will require coordination between both agencies.

Responsible Parties:

- City of Largo, Forward Pinellas, and Pinellas County

ACTION: UPDATE THE COMMUNITY DEVELOPMENT CODE WITH DESIGN STANDARDS

IMMEDIATE

Description and Plan Consistency: Update the CDC to reflect the required design standards outlined in the Land Use and Housing recommendations within this plan to achieve the desired vision and development pattern. These design standards are consistent with the Countywide Rules design guidance which should be reflected in the Largo CDC.

Responsible Parties:

- City of Largo

ACTION: IMPLEMENT URBAN DEVELOPMENT PATTERNS

CONTINUOUS

Description and Plan Consistency: Coordinate with private partners and developers to implement the required standards to achieve the vision of town-center style retail, main street pattern development, infill development, and out-parcel development on unused surface parking lots.

Responsible Parties:

- City of Largo

ACTION: FORM A BUSINESS IMPROVEMENT DISTRICT

MID-TERM AND LONG-TERM

Description and Plan Consistency: Create a business improvement SAP among private property owners and business within the Activity Center.

Responsible Parties:

- Businesses and Private Entities

ACTION: PROTECT ROOSEVELT BOULEVARD FROM PROLIFERATION OF STRIP COMMERCIAL DEVELOPMENT THROUGH THE CORRIDOR

IMMEDIATE

Description and Plan Consistency: Establish Comprehensive Plan policy to direct most intense commercial and other non-residential uses to intersections consisting of through streets and adequately signaled to ensure safe and efficient traffic operations and encourage a greater focus of mixed use in key nodes in the corridor.

Responsible Parties:

- City of Largo

ACTION: SEEK FUNDING OPPORTUNITIES

IMMEDIATE

Description and Plan Consistency: Focus investment within the Opportunity Zone within and adjacent to the study area for redevelopment and economic development. Seek funding from Penny IV Affordable Housing and Economic Development Programs as well as other programs in coordination with the Gateway Master Plan. This is consistent with the Pinellas Opportunity Zones identified by Pinellas County Economic Development.

Responsible Parties:

- City of Largo and Pinellas County

ACTION: DEVELOP A TRANSPORTATION MANAGEMENT AREA (TMA)

MID-TERM

Description and Plan Consistency: Consistent with the Pinellas Gateway Master Plan, pursue the development of a TMA in the area to pursue opportunities for transportation funding and improvements in the area.

Responsible Parties:

- City of Largo, Pinellas County, Forward Pinellas

ACTION: CONVENE A DEVELOPER FORUM

IMMEDIATE

Description and Plan Consistency: Convene a developer forum to address how affordable housing can be implemented (amount of density, incentives, etc.). From this discussion, developer incentives and requirements for affordable housing should be implemented into the CDC. This would remain consistent with the Pinellas County Penny IV Affordable Housing and Economic Development Program Guidelines. Also, discuss how additional redevelopment and uses such as entertainment can be included.

Responsible Parties:

- City of Largo and Pinellas County

ACTION: MAINTAIN AND SUPPORT TEC AREAS AND USES

CONTINUOUS

Description and Plan Consistency: Maintain and support existing Target Employment Center (TEC), particularly Bay Vista and light industrial uses per the Forward Pinellas Countywide Plan 6.5.4.4. Where Target Employment Industry growth opportunities avail themselves the appropriate land uses should be supported while balancing the demand for a mix of other uses.

Responsible Parties:

- City of Largo, Pinellas County, and Forward Pinellas

ACTION: COORDINATE IMPLEMENTATION WITH PINELLAS COUNTY

SHORT-TERM

Description and Plan Consistency: The County would like to see the future implementation coordination to address joint planning/investment strategies for the Highpoint area to complement the mixed-use transit supportive redevelopment that will be occurring within the SAP area. Coordination should also be developed for properties that are annexed into the Largo SAP.

Responsible Parties:

- City of Largo and Pinellas County

PUBLIC SPACES, PLACEMAKING, AND BRAND IDENTITY ACTIONS

The newly established Largo Tri-City SAP brand should be carried out and reinforced through public art, wayfinding, gateways, and streetscapes. Opportunities for public art that have been identified in this plan should be implemented and explore more opportunities for the future. Wayfinding and gateway signage should be installed to guide visitors and residents to and within the area. Streetscape improvements to priority corridors such as US 19 Frontage Roads, Roosevelt Boulevard/East Bay Drive, and Whitney Road should be constructed to enhance and define the character. These corridors will have the greatest impact and will improve the image in the area. Lastly, East Bay Drive/Roosevelt Boulevard could be renamed to one continuous name. This will further strengthen the brand and alleviate confusion for corridor navigators and residents.

ACTION: CONSTRUCT PUBLIC ART, GATEWAY MONUMENTS, AND DISTRICT SIGNAGE

SHORT-TERM

Description and Plan Consistency: Construct public art and district signage at US 19 overpass. Construct gateway monument and signage on East Roosevelt Boulevard and US 19 and Whitney Road that welcomes visitors to the City of Largo.

Responsible Parties:

- City of Largo

ACTION: RENAME EAST BAY DRIVE/ROOSEVELT BOULEVARD

LONG-TERM

Description and Plan Consistency: Long-term discussion with FDOT, and gauge interest with the community and stakeholders, regarding the possibility of renaming East Bay Drive/Roosevelt Boulevard.

Responsible Parties:

- City to coordinate with FDOT and Pinellas County.

ACTION: *UPDATE THE COMMUNITY DEVELOPMENT CODE WITH GUIDELINES AND INCENTIVES TO ENCOURAGE PLACEMAKING*

SHORT-TERM

Description and Plan Consistency: Consider amending the CDC to include standards, guidelines and incentives to achieve the desired public realm that integrates outdoor engagement uses, aesthetically enhanced common areas and greenspaces, shared parking, and connectivity to the public right-of-way.

Responsible Parties:

- City of Largo

