

The US 19 Corridor Study

US 19 CLEARWATER
Creating Innovative Places



Plan Goals

**Create
Quality
Places**

**Advance
Sustainability
Goals**

**Improve
Mobility**

**Maximize
Market
Potential**

**Integrated
Strategies
for
US 19**

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graph TD; A[Create Quality Places] --> C((Integrated Strategies for US 19)); B[Advance Sustainability Goals] --> C; D[Improve Mobility] --> C; E[Maximize Market Potential] --> C;
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Process

- **Conditions Assessments**
- **Visions, Issues & Ideas**
- **Framework Plan & Strategies**
- **Final Plan & Strategies**
- **Implementation of Strategies**

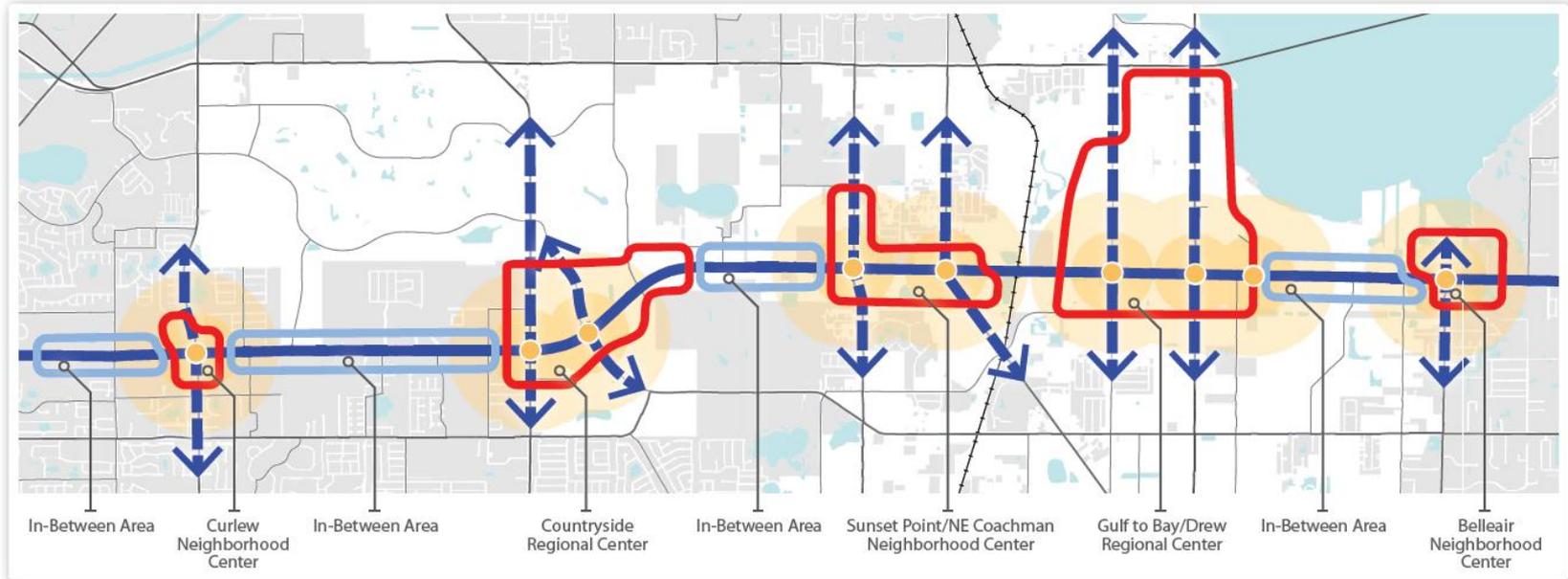
Report Contents

- **Plan Introduction**
- **Ideas & Issues**
- **Market Context**
- **Planning Context**
- **Framework Plan & Concepts**
- **Plan Strategies**
- **Appendices**

Framework Plan

Revitalization Area Definition

Figure 26. Plan Framework Map



Regional Centers



Neighborhood Centers



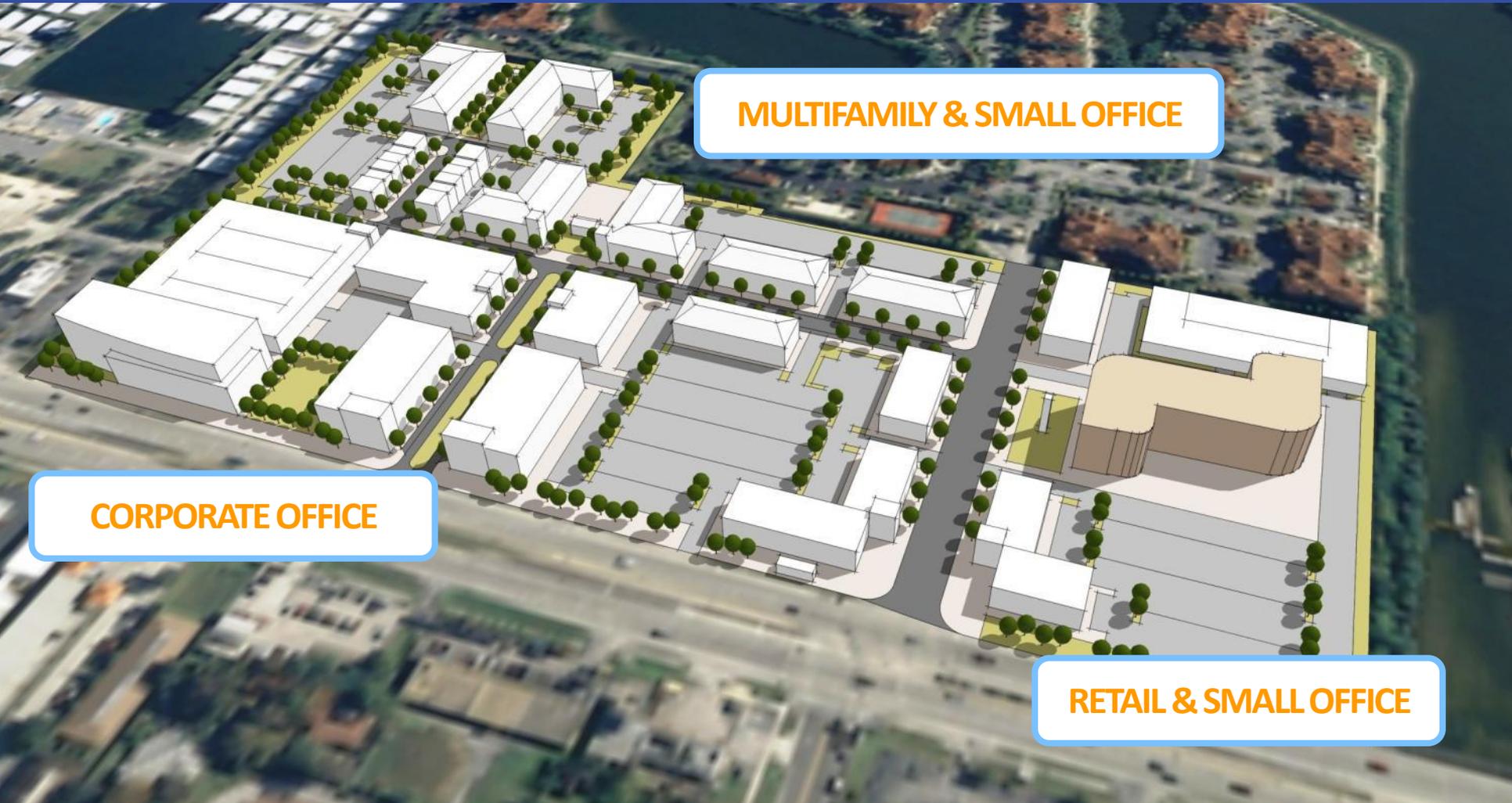
In-Between Areas



Intensities & Densities

Place Type	Floor Area Ratio (Max)	Dwelling Units/Acre (Max)
Regional Center	2.5	50
Neighborhood Center	1.5	50
In-Between Areas	1.5	30

Concept Studies Illustrate Development Potential



MULTIFAMILY & SMALL OFFICE

CORPORATE OFFICE

RETAIL & SMALL OFFICE

Plan Strategies

- 1. Revitalization & Redevelopment**
- 2. Competitiveness**
- 3. Mobility & Connectivity**
- 4. Sustainability**

Revitalization & Redevelopment

- Land Use Intensification
- New Zoning Overlay District
- New Design Standards
- Employment Intensive & Transit Supportive Land Uses

Revitalization & Redevelopment

Proposed land use and zoning changes apply to sites directly along US 19 and Gulf-to-Bay



Competitiveness

- **Expansion of Incentives**
- **Facilitate Review Processes**
- **Create Improvement Organization**
- **Install Wayfinding Signs**
- **Enhance Gateways**

Competitiveness



Mobility & Connectivity

- **Interconnected Streets**
- **Pedestrian & Cyclist Improvements**
- **Enhanced Transit Service**
- **Circulator Service**

Mobility & Connectivity



Sustainability

- Green Streets Programs
- Low Impact Development
- Energy & Water Efficiency



Implementation – Next Steps

- **Revitalization & Redevelopment Strategies**
 - Recognition of Plan by Pinellas Planning Council (PPC)
 - Comprehensive Plan amendments that recognize the Plan
 - Community Development Code amendment to create zoning overlay
- **Competitiveness Strategies**
 - Developing incentives policy
- **Mobility & Connectivity Strategies**
 - Ongoing dialogue with PSTA
- **Sustainability Strategies**
 - Pinellas County LID ordinance participation

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