



The City of  
**TREASURE ISLAND**

120 108th Avenue Treasure Island, FL 33706  
727-547-4575 FAX 727-547-4582

# Treasure Island Community Visioning Engagements & Survey Results

## Executive Summary

Identifying Community Priorities and  
20-Year Future Vision for Treasure Island





### Visioning Steering Committee

- John Barr
- Harry Black
- Bernie Craig
- Dennis Fagan
- George Greenfield
- Mary Maloof, Chair
- Joel Manings
- Mayor Bob Minning
- Mike Porter
- Dominique Reiter
- Susan Reiter
- Mitchell Shenkman
- Clyde Smith
- Joan Temerson
- Patti Valesco
- Tony Amico
- Tony Greco
- Parker Lylia
- Kathy McCreary
- Elizabeth Saunders

### Overarching Themes:

- Economic Development
- Environmental Preservation & Natural Resources
- Land Use
- Other

### 3 Community Engagements

- October 30, Nov. 3 and Nov. 10, 2010
- 150 Participants

### Community Survey:

- Launched June 26, 2010, completed March, 2011.
- 1,332 Survey Respondents

### Joint Vision/Commission/ City Staff Next Steps to Mobilize Vision:

- March 23, 2011





## “Peak Experiences & Strengths of Treasure Island”



### Environmental Themes:

- Beach Stewardship Committee/sea oat planting/renourishment
- Wide open beaches
- Wildlife protection
- Scenic beach trail!

### Economic Growth Themes:

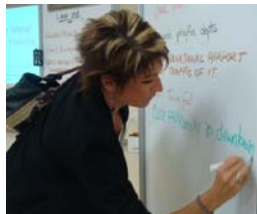
- New bridge – no tolls
- Publix upgrade
- Marriot
- Treasure Island Yacht Club restoration & attractions
- Only beach city w/ Chamber of Commerce
- Holiday Boat Parade, Events w/ fireworks
- Building department/governance balances good of community with owner needs

### Land Use Themes:

- Parks, Community Center, Clock tower, bridge
- Open Air Market
- Good bridges “entrance to islands”
- Previous height restrictions – unobstructed sunset views
- Great balance of natural resources and public access

### Other Themes:

- Great Treasure Island Chamber of Commerce
- Fire & Police Dept.
- Hospitality
- Great name
- Small town feel
- Close proximity to downtown St. Pete
- Quiet & safe community
- Engaged citizens and leaders





## 3 Community Visioning Engagements Top Strategic Priorities:

### Environmental Preservation & Natural Resources:

- Beach Enhancement/Renourishment
- Beach Trail Development/Enhancement
- Preserve Wildlife & Plants
- Clean
- Incent Green/Eco Initiatives/Xeriscaping/Solar Energy

### Economic Growth/Development

- Mixed Use Downtown/Redevelopment Plan
- Resorts
- Themed Architectural Conformity
- Business Development (incent new businesses)  
Beachfront redevelopment/waterfront promenade/pedestrian mall



### Land Use

- Height & Density (Upscale resorts)
- Mixed Use downtown & waterfront
- North end development
- Undergrounding
- Public parking



## Detailed List of Strategic Priorities from the 3 Community Visioning Engagements:

### Community Engagement Economic Development Priorities:

Oct. 30, 2010	Nov. 3, 2010	Nov. 30, 2010
<ol style="list-style-type: none"> <li>1. Mixed use downtown</li> <li>2. Resort Class Hotels</li> <li>3. themed long-range development plan</li> <li>4. Waterfront promenade</li> <li>5. Boating Access &amp; Water Taxis</li> <li>6. Arts Focus Community</li> <li>7. Tax incentives for new businesses</li> <li>8. Beachfront redevelopment</li> </ol>	<ol style="list-style-type: none"> <li>9. North End Development</li> <li>10. Pedestrian Mall on Central Avenue</li> <li>11. Mixed use development downtown</li> <li>12. Attract more waterfront dining</li> <li>13. More "ON the Beach" Events</li> <li>14. Marina</li> <li>15. Actually complete the downtown redevelopment plan</li> <li>16. 5 Star Resort in Multiple Locations</li> <li>17. Develop Architectural Theme</li> </ol>	<ol style="list-style-type: none"> <li>18. Building Styles and Architectural Conformity with a Coastal Village Concept</li> <li>19. OUTDOOR DINING IN DOWNTOWN</li> <li>20. Weekend square downtown.</li> <li>21. Downtown walking mall.</li> <li>22. Complete downtown redevelopment plan</li> <li>23. Integrating improved beach trail with retail / resort (hotel) properties</li> <li>24. Improve the Existing Beach Trail</li> <li>25. Business development incentives to attract new business investment</li> </ol>

Yellow highlight indicate **Prioritized Polling** at Community Engagements.

### Community Engagement Environmental Preservation & Natural Resources Priorities:

Oct. 30, 2010	Nov. 3, 2010	Nov. 30, 2010
<ol style="list-style-type: none"> <li>1. sewage treatment upgrade</li> <li>2. Xeri-scaping landscaping &amp; sustainable/green philosophy</li> <li>3. solar energy for city and residences</li> <li>4. Continued beach enhancement/preservation Beach raking &amp; cleaning/ Beach renourishment/ Palm trees on the beach</li> <li>5. eco-friendly ordinances</li> <li>6. Encourage &amp; build safe pedestrian and biking opportunities</li> </ol>	<ol style="list-style-type: none"> <li>7. Enforce low light ordinance to protect turtle nests</li> <li>8. Promote beach and city clean up</li> <li>9. Fully Develop Beach Trail from Sunset Beach to John's Pass</li> <li>10. Improve beach and park restroom facilities</li> <li>11. Plant more trees. Native varieties.</li> <li>12. Bury utilities in neighborhoods.</li> <li>13. Maintain Proper Beach Access through dunes</li> <li>14. Maintain 107th Avenue As Is</li> <li>15. Continue beach renourishment</li> <li>16. Eco initiatives such as lighting, insulation, lower fuel consumption for all city facilities</li> </ol>	<ol style="list-style-type: none"> <li>17. BECOME A MAGNET FOR ECOTOURISM BY PRESERVING THE ISLAND</li> <li>18. Run Under Ocean Tide Generating Energy</li> <li>19. Sunken Ship Diving Reef</li> <li>20. PRESERVE NATIVE HABITAT, PLANTS, WILDLIFE/ Plant more native drought resistant flora</li> <li>21. Incent/encourage green and EnergyStar development and redevelopment</li> <li>22. Keep Beaches Cleaned and Maintained</li> <li>23. Continue Turtle Nesting Program and Expand</li> <li>24. Enhanced Beach Trail</li> <li>25. PROTECT OUR BEACHES AND DUNES</li> </ol>

Yellow highlight indicate **Prioritized Polling** at Community Engagements.



## Detailed List of Strategic Priorities from the 3 Community Visioning Engagements – cont'd:

### Community Engagement Land Use Priorities:

Oct. 30, 2010	Nov. 3, 2010	Nov. 30, 2010
<ol style="list-style-type: none"> <li>1. Judicious Changes to Height Restrictions</li> <li>2. mixed used downtown and waterfront</li> <li>3. overhaul zoning restrictions</li> <li>4. Municipal Parking Structure</li> <li>5. limited area plan exempt from height and density restrictions for resort development</li> <li>6. close 107th to traffic and create a downtown driving loop</li> <li>7. boating access to downtown commercial areas</li> <li>8. Concert facility -open air</li> </ol>	<ol style="list-style-type: none"> <li>9. Increase Height and Density in Designated Areas</li> <li>10. Require corporations to pay for public parking in order to increase height and density</li> <li>11. Open a dog park</li> <li>12. No high-rises</li> <li>13. Improve and extend the beach trail</li> <li>14. Consider having an "on beach" parking area</li> <li>15. use strict ISR and FAR regulations</li> <li>16. Create a Park at The Rockhouse</li> <li>17. Marina</li> </ol>	<ol style="list-style-type: none"> <li>18. Mixed use Downtown and Zoning</li> <li>19. Turn downtown into a walking mall</li> <li>20. Develop North End of Treasure Island</li> <li>21. Improve the Beach Trail to become a tourist meeting and Happening place</li> <li>22. OUTDOOR AMPITHEATRE ON THE BEACH</li> <li>23. Upscale Resort Destinations</li> <li>24. Promote reasonable balance of intensity and density to facilitate themed aesthetic redevelopment</li> </ol>

Yellow highlight indicate **Prioritized Polling** at Community Engagements.

### Community Engagement - Other Priorities:

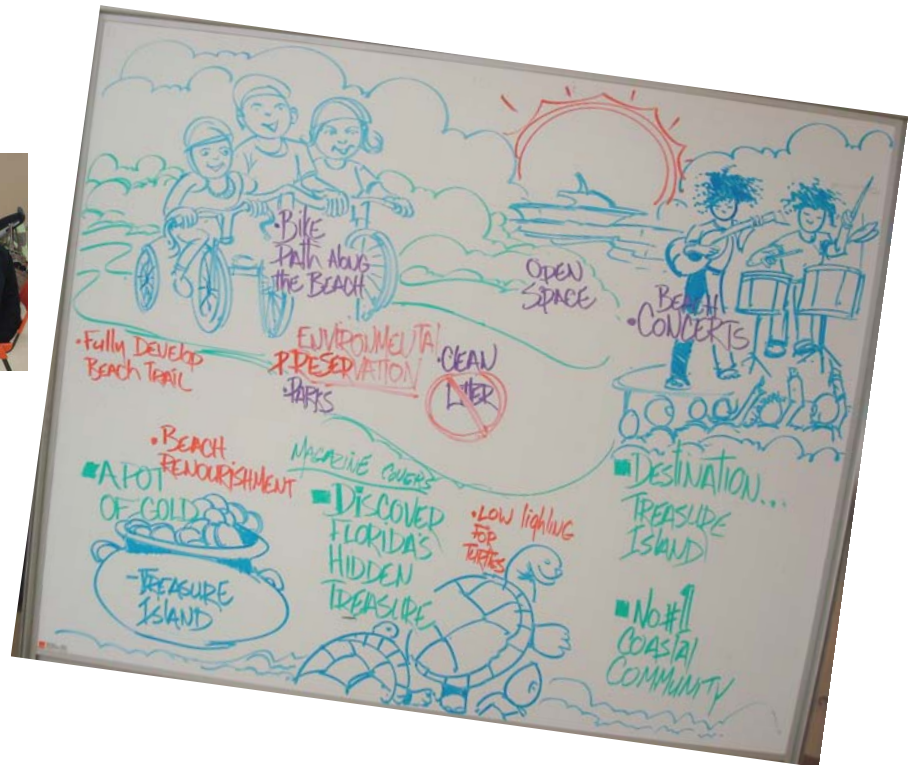
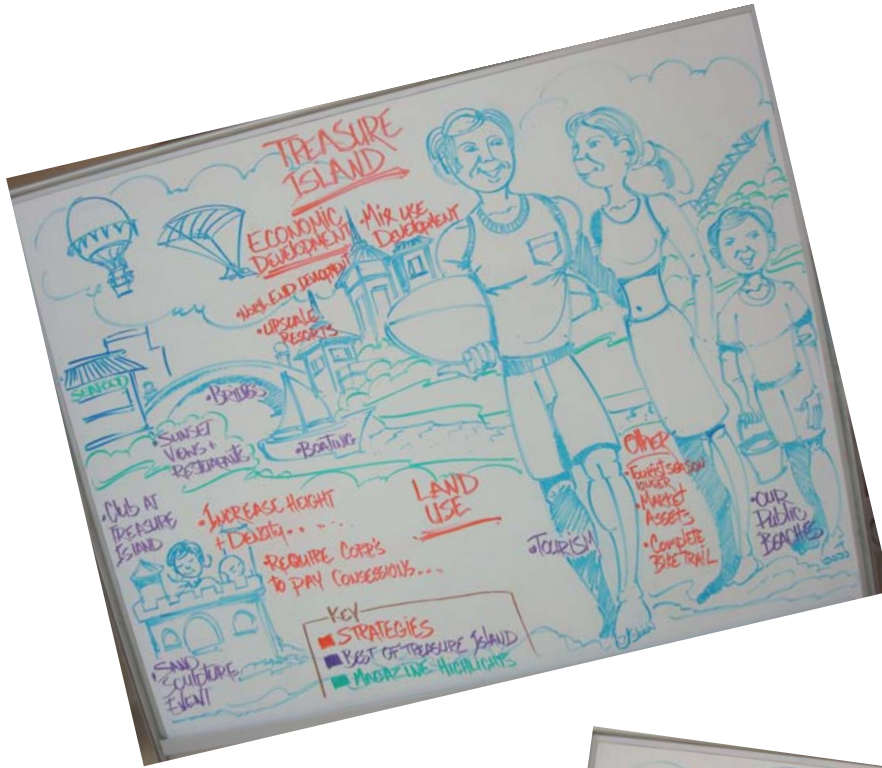
Oct. 30, 2010	Nov. 3, 2010	Nov. 30, 2010
<ol style="list-style-type: none"> <li>1. Municipal bond to help fund projects</li> <li>2. Town Square</li> <li>3. Underground Utilities</li> <li>4. Gulf Blvd Beautification/Undergrounding</li> <li>5. National Ad campaign to promote tourism</li> <li>6. dog park</li> <li>7. Public Transportation to Downtown St Pete</li> <li>8. snorkles for underground crossing</li> <li>9. Incentivize national franchise business to open here</li> </ol>	<ol style="list-style-type: none"> <li>10. Make the city golf cart accessible.</li> <li>11. Official "Treasure Island" Jewelry and Cocktail</li> <li>12. Extend Tourist Season with Creative Ideas</li> <li>13. Code Enforcement</li> <li>14. Fully Develop Our Pirate Theme</li> <li>15. Underground all utilities</li> <li>16. Market Advantages and Assets Better to draw more tourists</li> <li>17. Volley Ball, Iron Man/Woman Event, Kayak Races</li> <li>18. Complete bike trail and connect with Pinellas trail</li> </ol>	<ol style="list-style-type: none"> <li>19. More Communication Between Commercial and Residential</li> <li>20. Keep existing police and fire departments</li> <li>21. Connect Bike Trail to Pinellas Trail</li> <li>22. Build history of TI museum</li> <li>23. FOOD FESTIVAL ON THE BEACH TO PROMOTE SEAFOOD</li> <li>24. Underground utilities</li> <li>25. Continue promotion of beach festivals, programming</li> </ol>

Yellow highlight indicate **Prioritized Polling** at Community Engagements.



# The City of TREASURE ISLAND

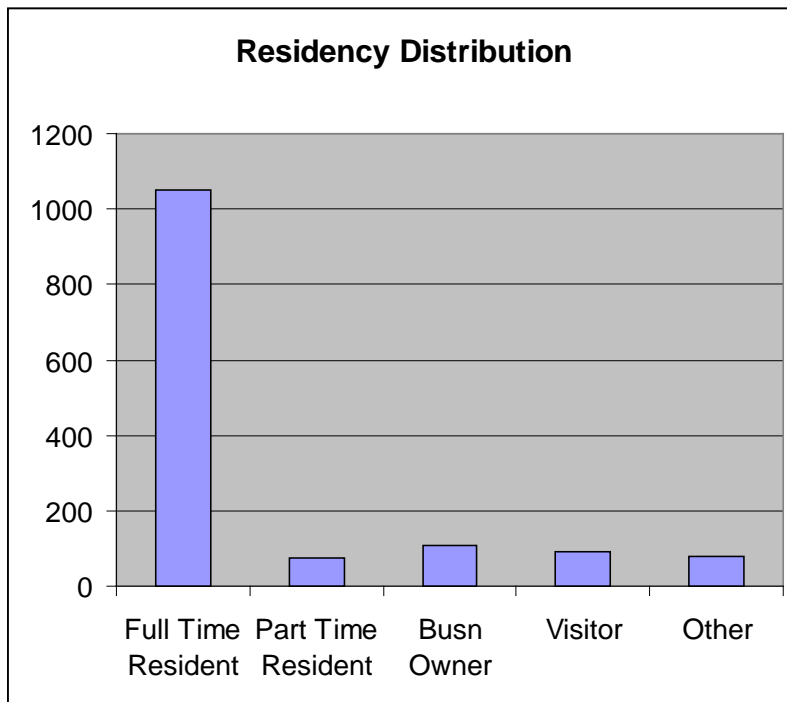
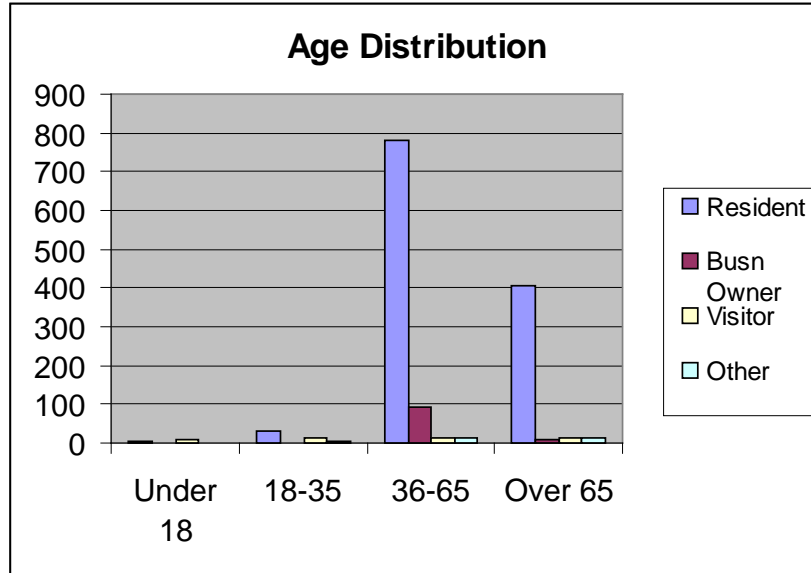
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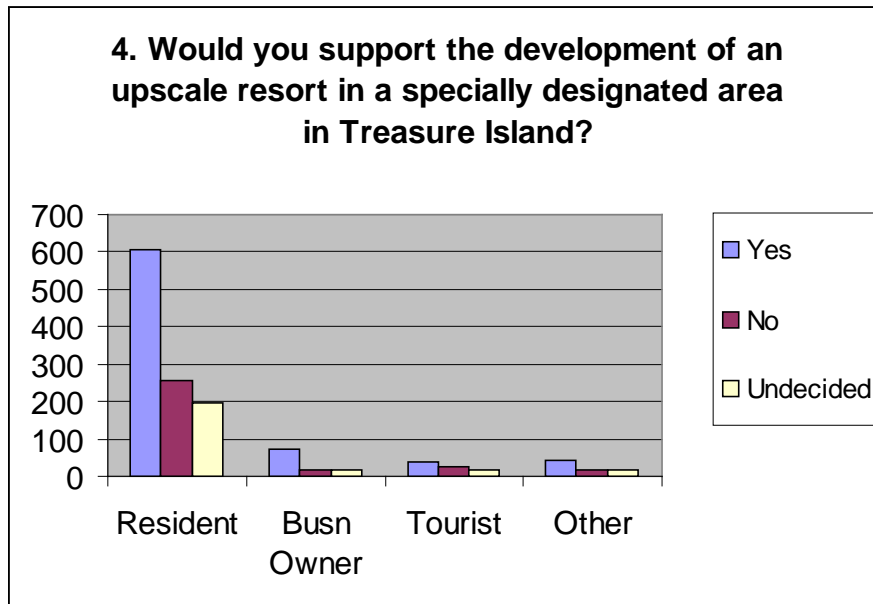
# Community Survey Results

June 26, 2010, completed March, 2011  
1,332 Survey Respondents

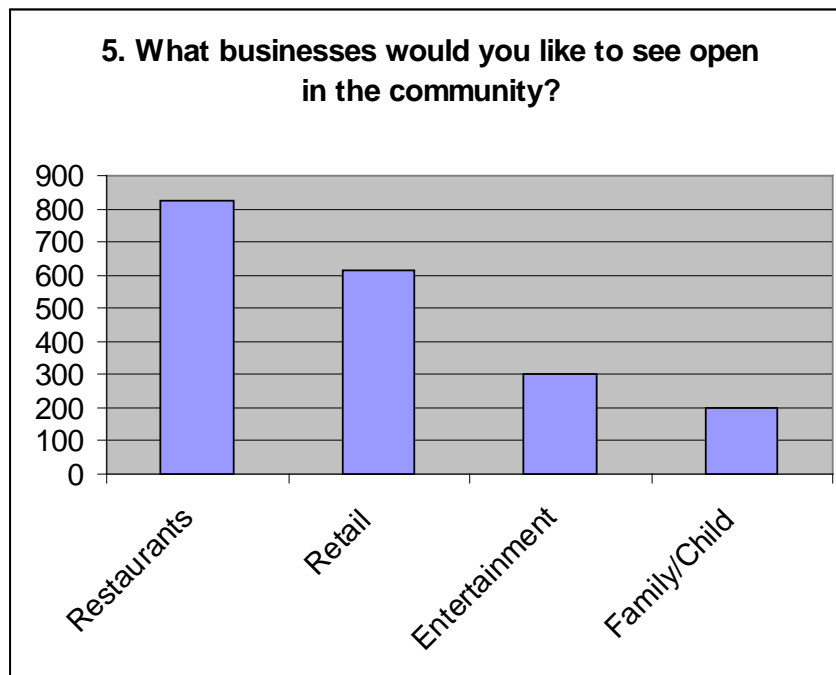




## Economic Development Survey



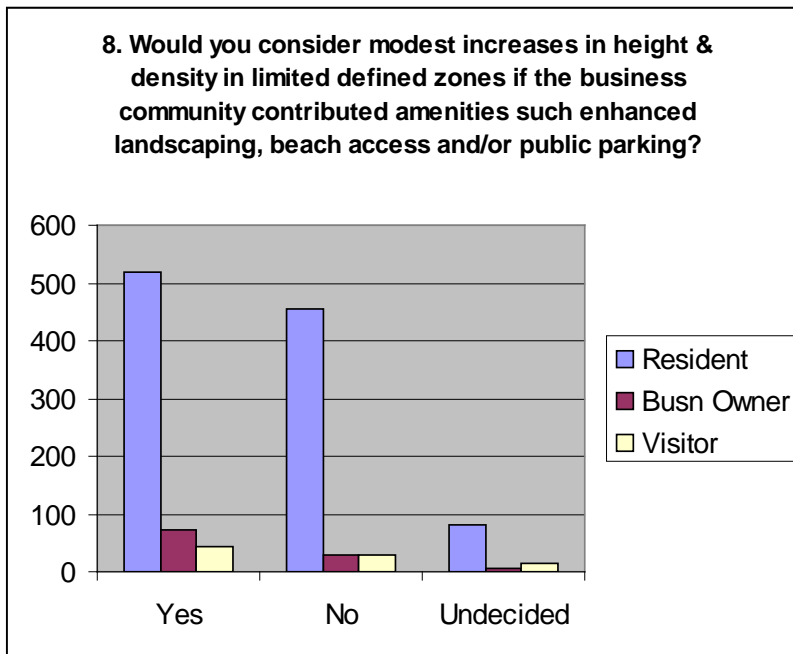
Notable comments: Seeking more information/specifics about where, type, etc.



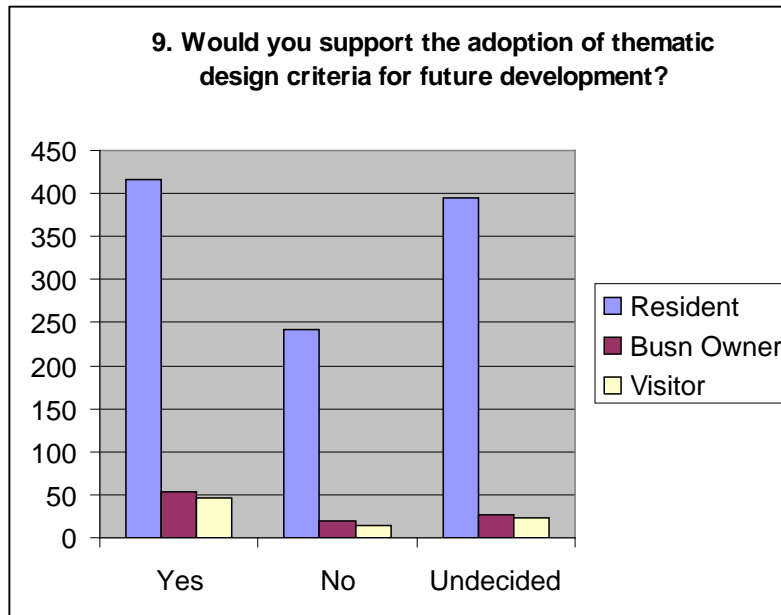
Notable comments: Coffee shops, no more t-shirt shops



## Economic Development Survey – cont'd



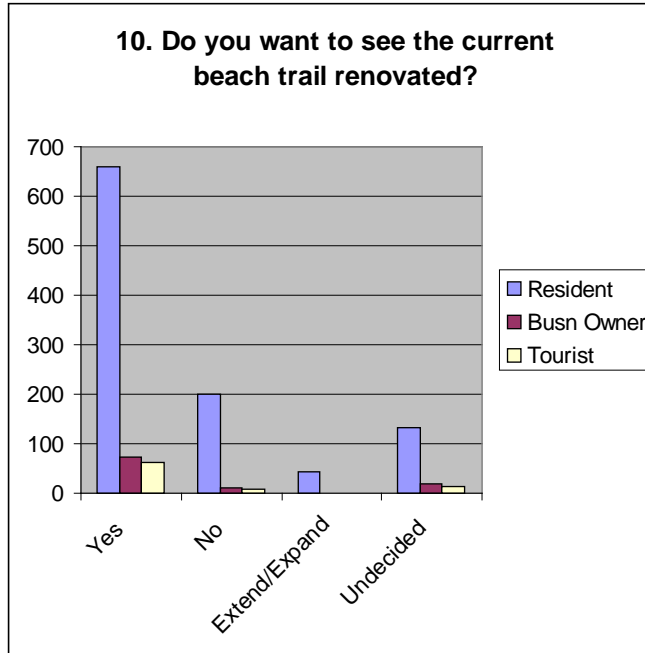
Notable comments: Many questions regarding type of businesses and the meaning of “support.”



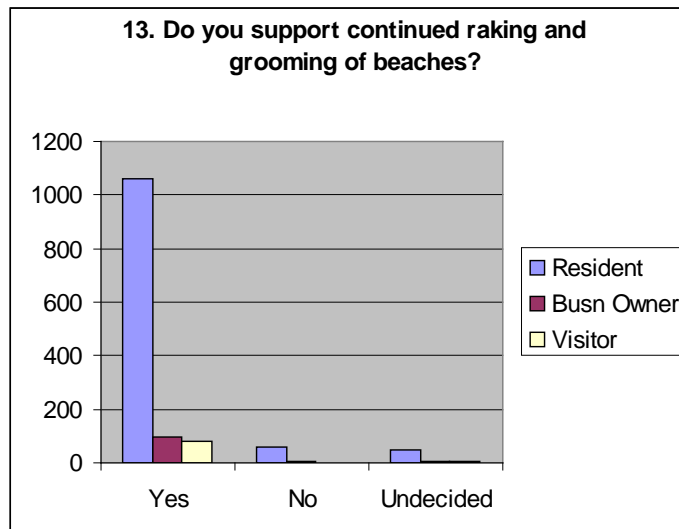
Notable comments: Many respondents were unclear about the meaning of “thematic” or commented that it would depend on the theme.



## Environmental Preservation & Natural Resources Survey



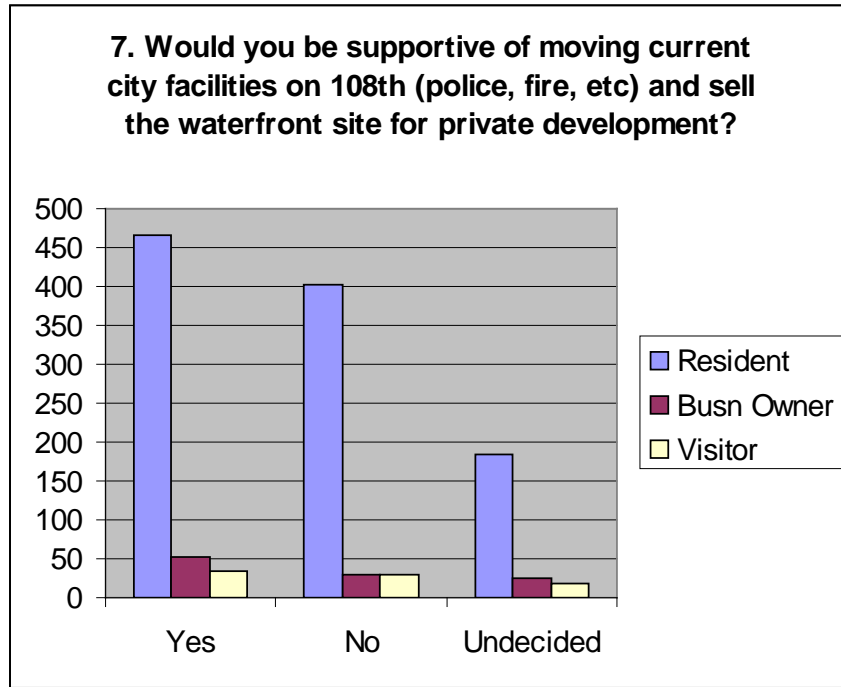
Notable comments: Respondents who responded “yes” also commented on extending it. Respondents who answered “no” and “undecided” were concerned about cost and focusing on other priorities.



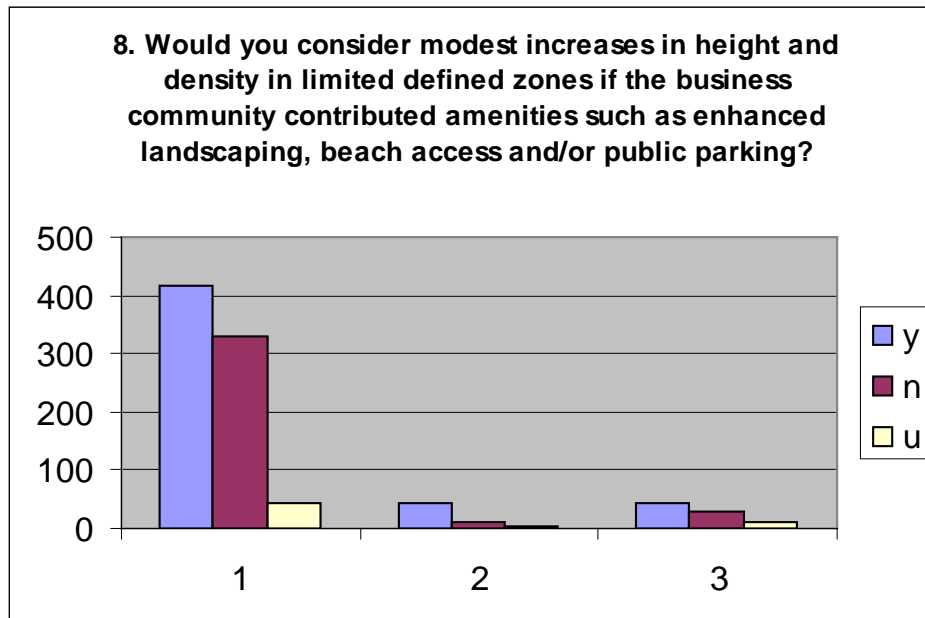
Notable comments: Several comments about whether this is a sound environmental practice.



## Land Use Survey



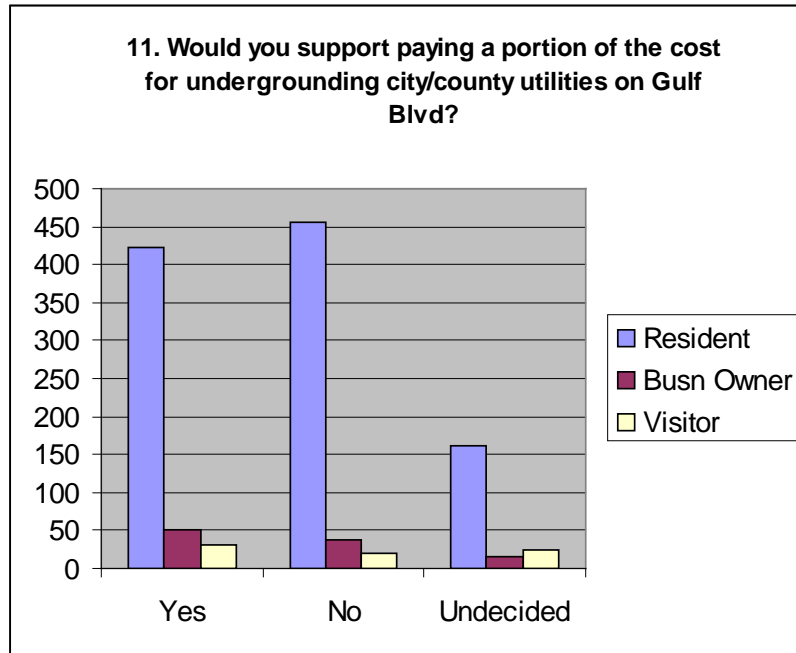
Notable comments: Questions seeking more information about type of “private development” and current market value of property.



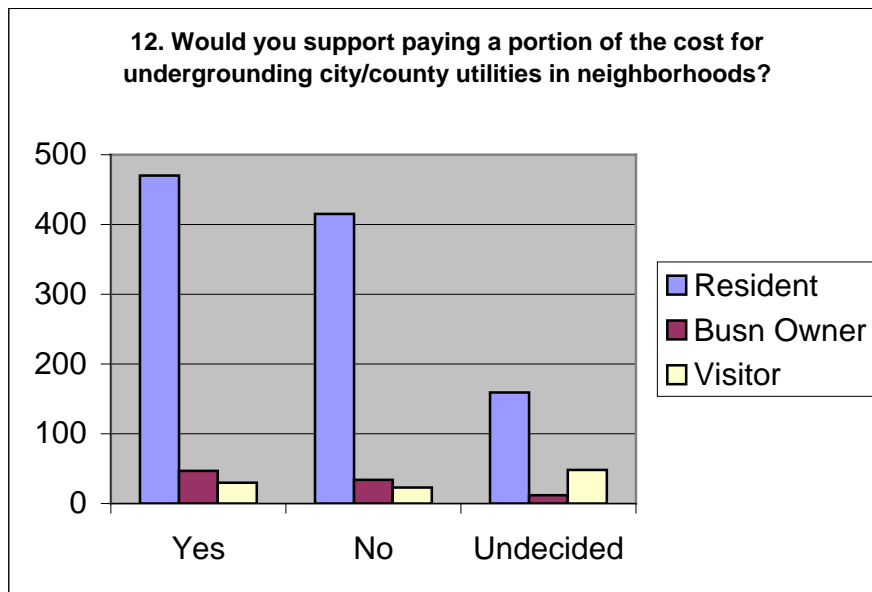
Notable comments: Very passionate “no” responses, questions about what “modest” is and comments regarding height restrictions.



## Land Use Survey – Cont'd



Notable comments: Questions about potential cost.



Notable comments: Questions about potential cost.



## Other Survey Summary Data:

This category contained write-in responses for questions 14 and 15.

#14 – What specific recommendations do you have for your neighborhood?

#15 – What other recommendations do you have for the future of Treasure Island?

### Recurring themes from residents:

- Stricter enforcement of current codes
- Clean up of properties
- Street/sidewalk maintenance/improvement
- Underground utilities
- Beautification
- Better/uniform signage
- Dog park
- More community events
- Small town feel
- Improved parking

### Recurring themes from business owners:

- Allow more density
- Support local businesses
- Allow more businesses





## **Joint Vision Committee, Commission/Staff Next Steps to Mobilize Vision:**

March 23, 2011

### **Economic Development Priority Projects:**

1. Improve the Existing Beach Trail
2. Complete downtown redevelopment plan

### **Community Engagement Environmental Preservation & Natural Resources Priority Projects:**

1. Encourage & build safe pedestrian and biking opportunities
2. Preserve native habitat, plants, wildlife/Plant more native drought resistant flora
3. Continue beach renourishment

### **Engagement Land Use Priority Projects:**

1. Require corporations to pay for public parking in order to increase height and density
2. Promote reasonable balance of intensity and density to facilitate themed aesthetic redevelopment
3. Improve the Beach Trail to become a tourist meeting and happening place

### **Other Priority Projects:**

1. Complete bike trail and connect with Pinellas trail
2. Gulf Blvd Beautification/Undergrounding
3. More Communication Between Commercial and Residential

## **Formalize a Vision Stewardship Committee**