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October, 2000

# City of Tarpon Springs
# Downtown Development Action Plan

# List of Figures

# Part I
# Introduction

## Background and History of the Project

The City of Tarpon Springs has long enjoyed the status of being an internationally recognized destination because of its Sponge Docks and Greek culture. However, a combination of factors, including deteriorating conditions along the docks and limited tourism capacity prompted the City Commission to invest approximately 3 million dollars to upgrade the function and appearance of the Dock area. The result has been a strong resurgence in tourist related activity.

Building on the success of the Sponge Dock project and responding to demands from property owners and area merchants, the City Commission decided to pursue a plan of action to address conditions in the greater downtown. In March of this year, the City hired The RMPK Group, an urban planning and design firm from Sarasota, who teamed with Strategic Planning Group economists from Jacksonville and Tindale-Oliver and Associates, Inc. transportation engineers from Tampa, to undertake the task of formulating this Downtown Development Action Plan.

The location of the City of Tarpon Springs and its environs are illustrated in Figure 1 while the City's Downtown Development Action Plan Study Area is identified in Figure 2.

## Purpose of the Plan

The purpose of the Downtown Development Action Plan is to devise strategies that will resolve the physical and functional problems of the downtown area through a community based planning and design process. More specifically, the Plan addresses transportation and parking issues in the downtown and along the primary roadways. The Plan also provides recommendations for streetscape improvements and traffic calming techniques designed to provide a more attractive, pedestrian oriented environment. Other elements of urban design, including architecture, building size, massing, and setbacks, are analyzed in relations to existing land development codes to ensure appropriate regulatory provisions for future development and redevelopment. The Plan promotes a downtown development concept that introduces future land use opportunities in response to anticipated market demand based on economic analysis. Finally, the Plan sets forth implementation strategies that define the actions required by the City to succeed in revitalizing the downtown. Actions include organizational and regulatory recommendations as well as proposed capital improvements and funding strategies.

## Figure 1 – USGS Quadrangle Map

[ArcView graphic]

## Figure 2 – Study Area Boundary

[ArcView graphic]

## Planning Approach

The following project approach was used in order to organize the project in a fashion that clearly delineated the goals and objectives of the work, to prepare a clear and succinct project scope and schedule, and to include the development of a comprehensive public involvement strategy.

### Phase 1 – Project Organization and Management

During the project organization phase, the consultant and City staff worked together to develop a final scope of services and project schedule. In addition, a public involvement process was developed. The public involvement process included workshops for the general public and focus group meetings with the downtown merchants, local residents, property owners, City officials, and regional agencies. During these sessions, issues and concerns about the current and future state of the downtown area were discussed, as well as possible strategies for resolving them.

### Phase 2 – Inventory

The inventory phase of the project entailed the collection of data for the purposes of identifying the existing conditions of the urban area under study. Elements of the inventory included:

- Traffic, parking, and pedestrian circulation
- Existing zoning and land development regulations
- Comprehensive plans, and past planning studies
- Existing streetscape conditions
- Land use
- Existing businesses
- Economic status
- Building conditions and architectural character

The majority of the above data was collected and mapped. Additionally, data obtained from the workshops and focus groups provided important information for the inventory.

### Phase 3 – Analysis

The analysis phase of the project entailed an in-depth look at how the community functions from a land use, circulation, and urban design standpoint. Some of the issues that were analyzed were as follows:

- City planning; including land use organization and patterns, vehicular circulation, parking configuration, signage design and aesthetics, and pedestrian environment.
- Urban design; including historic character, architectural style and quality, setbacks, facades, and appropriateness of building materials.
- Market conditions; including constraints and opportunities for redevelopment and an economic positioning strategy.

- Owner/developer interviews: interviews with several owners/developers were conducted in order to form an understanding of how the existing development codes are affecting development and design decisions.
- City Planning Department interviews: interviews were held with City Planning and Building Department Staff to receive their assessment of how the existing codes are affecting development.
- Existing codes were analyzed to determine how they promote or detract from urban design patterns.

## Phase 4 – Public Design Workshop

A three-day public design workshop series was held so that the area merchants, residents, property owners, and City officials could participate in the design process. Issues, concerns, and strategies were revisited with special attention to strategizing and problem solving. On the final evening, the Concept Plan was presented to the participants along with architectural renderings of future development possibilities.

## Phase 5 – Conceptual Future Land Use Plan

Using data from the inventory, analysis, and community workshops, a draft plan was developed. Some of the elements contained in the preliminary plan were the following:

- Overall future land use plan
- Overall circulation plan
- Overall urban design plan
- Streetscape typical sections

## Phase 6 – Final Urban Master Plan and Implementation Strategies

The final phase of the project entailed assembling the final plan document and creating a graphic illustration of the City upon completion of future development opportunities and proposed improvements. The major emphasis of the plan document was to describe proposed future land use and public improvements and prepare implementation strategies for the plan. The final plan addresses the following primary issues:

- The plan provides a narrative description of proposed future land uses and public projects including a series of graphics displaying the future urban design of the overall study area.
- The Plan recommends action strategies for implementing the plan, public sector urban design recommendations, descriptions of proposed public and private sector involvement, and descriptions of private sector incentives.
- The Plan presents phased capital improvements, costs, and funding sources.

# Part II
# Data Inventory

The preparation of the Downtown Development Action Plan for Tarpon Springs required a thorough understanding of the existing physical conditions of the downtown area and the analysis of the assets and liabilities of these conditions. Information for the inventory was collected from several sources including site visits for the physical inventory, previous planning studies, interviews with City staff, technical documents and interviews with citizens of the area. The physical conditions of the downtown were mapped in computer (CADD) format and made available for public review. At the same time that the data was being summarized, a series of public meetings were held to solicit comments from the citizens to determine what they felt were the shortcomings and assets of the downtown environment and to determine the priorities of the community. The result of this inventory and analysis was the formation of clear goals and objectives for the design of the project.

## History

Located between the tributaries of the Anclote River and the Gulf of Mexico, the City of Tarpon Springs offers its residents and visitors an eclectic mix of natural, cultural, and historic amenities that few other Florida cities can lay claim to. Incorporated in 1887, Tarpon Springs has been home and destination to a myriad of people. By remembering the vivid history and diverse identities of these people, it is easy to understand how Tarpon Springs retains much of its quaintness and character to this day.

Sponging Industry in Tarpon Springs

Among the many diverse people who founded and enhanced Tarpon Springs were pioneering families, both Black and White, who fled from the aftermath of the Civil War and settled near what is now known as the Spring Bayou area. Wealthy Northerners, European royalty and Chicago gangland figures were all attracted to the Southern tranquility and unspoiled natural environment in Tarpon Springs. The arrival of Greek sponge divers in 1905 and later on, their families, has forever influenced the character of Tarpon Springs.

As Tarpon Springs grew, this rich mix of people learned to support each other through good times and bad. Tarponites joined together during World War I to ration staples like wheat and sugar. The City soon recovered and enjoyed an enormous boom in the Twenties, however difficult times returned with the Great Depression and Prohibition. During the rise of the sponging industry, there was considerable conflict between sponge divers and hook boat crews. In spite of this, a few strong leaders from both the American and Greek communities formed the Sponge Exchange, in order to streamline the export of the increasingly famous sea creature to the rest of the world.


THE SPONGE HARVEST

Today, the citizens of Tarpon Springs are joining together to make sure that their city, especially the downtown area, regains its status as a world class destination and can meet this expected demand in the coming century. Many of these citizens bear the names of the earliest citizens of Tarpon Springs, family names that are woven into the City's rich history. Recently, the City took on the project of redeveloping the Sponge Docks, which revitalized one of the most important pieces of the area's history. The City has enjoyed a resurgence of visitors and commerce to the Sponge Dock area as a result of the improvements to this area. Recognizing downtown Tarpon Springs as the historic core of the community and a critical component to the ultimate welfare of its residents, the City Commission has now initiated the process of formulating a plan of action to rejuvenate this area.


DOWNTOWN TARPON SPRINGS – TARPON AVENUE

## Land Use and Zoning

### Land Use

Downtown Tarpon Spring's system of primary roadways provides a logical framework for describing existing land use characteristics. The following seven primary roadways provided the focus for the land use site inventory. Pinellas Avenue (Alternate 19), Hibiscus Street, Safford Avenue (Pinellas Trail), Orange Street, Tarpon Avenue, Court Street, Lemon Street

#### Pinellas Avenue (Alternate 19)

Pinellas Avenue contains predominantly commercial land use, with some residential uses on the west side of Pinellas, north of Orange Street. There are tourist oriented commercial uses on the north end, near the Sponge Docks. Additionally, the historic downtown between Orange and Lemon Avenues contains dominant institutional uses including St. Nicholas' Church and the Cultural Center. Lemon Street to Martin Luther King shows older development patterns with buildings fronting the sidewalks with no setbacks and on-street parallel parking, which establishes a more pedestrian oriented development pattern.

South of Tarpon Avenue, redevelopment is occurring through private sector investment. There are substantial economic opportunities related to the renovations of the Tarpon Arcade and the Classic Cars dealership, which is rapidly becoming a regional attraction. Another proposed redevelopment opportunity is the new Madison Bank, which involves the assembly of older, economically obsolete properties north of MLK on the east side of the road.

Suburban oriented commercial development patterns emerge south of MLK Boulevard including larger buildings with expansive setbacks for on-site parking, typified by Giancola's Market and the Winn-Dixie Plaza. The proposed redevelopment of property by Walgreen's on the southeast corner of MLK and Pinellas will strengthen the tax base through new commercial investment. Potential relocation of the existing office building at this location to a vacant site nearby would benefit the City. Negotiated architectural standards for Walgreen's new store would provide design solutions for an attractive commercial structure in addition to an in-fill development opportunity that strengthens the tax base to create a winning endeavor for the community.

#### Hibiscus Street

The residential character of the surrounding land use patterns along Hibiscus Avenue with lower traffic volumes enable more opportunity for streetscape improvements even though the right-of-way dimensions are the same as North Pinellas Avenue. Hibiscus Avenue can not be underestimated as an important pedestrian link to the downtown from North Pinellas and North Safford Avenues. Future development should establish land uses that unify these areas with designs that are appropriate in scale and architectural character.

## Figure 3 – Aerial Photo

[ArcView graphic]

## Figure 4 – Current Land Use Map

[ArcView graphic]

### Safford Avenue/Pinellas Trail

Safford Avenue, located on the eastern edge of the study area, is the northernmost link to the Pinellas County Trail System. The intersection of Pinellas Avenue and Tarpon Avenue mark the geographic center of the historic downtown. Land use in the vicinity of this intersection consists of retail businesses, restaurants, Huntington Bank, and the historic Train Depot.

Predominantly residential uses gradually transition north of Orange Avenue, with the exception of a few commercial establishments on the west side of the road. The east side of Safford Avenue, south of Lemon Street, is also mostly residential, while the southwest portion of the road contains a mixture of heavy commercial land uses such as boat building and repair shops. Improvements in this area should include general cleanup and maintenance, code enforcement, and buffering between incompatible uses.

### Orange Street

Orange Street is home to the most dominant structural feature of the downtown, St. Nicholas Church. Located at the Southeast corner of the intersection of Orange Street and Pinellas Avenue the church provides a beautiful focal point for the community with an impressive domed cathedral that can be seen from nearly all areas of the downtown. Attractive Law Offices and local retail establishments surround the church on North Pinellas Avenue and to the north on Orange Street including the Chamber of Commerce office and offices for local architects and design professionals. Oxford House and the Hellenic society occupy historic structures east of the Church Annex with older housing on the north side of the road. Proceeding west on Orange street many of the large historic homes are being renovated for offices and lodging.

### Tarpon Avenue

Approaching downtown from the east on Tarpon Avenue visitors are welcomed by a magnificent tree canopy overhanging the road framing attractive older homes that are now in transition to low to moderate intensity office and business uses. The quality of the pedestrian environment is very good although investment in the publicly owned right of way is needed to upgrade the sidewalks, improve street-lighting and use street trees to establish order and continuity of design. The City should also invest in a gateway feature for the main entrance to town.

Building heights, massing, and setbacks easily identify this area as the original business corridor in Tarpon Springs. The older commercial properties in this area were developed with no setback from the existing road right-of-way and rely substantially upon the on-street parking. The buildings on this portion of Tarpon Avenue contain some of the most appealing architectural features in town, such as the Meres Building, and have great potential for improving the mix of pedestrian oriented retail and entertainment establishments that are characteristic of most vibrant downtown shopping areas.

Tarpon Avenue west of Pinellas Avenue is an attractive street providing a spectacular view of Spring Bayou home of the Church's annual Ceremony of the Epiphany. Craig Park and the Tarpon Springs Heritage Center provide recreational and cultural amenities in a serene setting that also supports periodic arts and cultural festivals that are integral elements of the community's historic way of life. This section of Tarpon Avenue includes the Spring Bayou Inn, an old residence that has been renovated into a beautiful bed and breakfast establishment that should set the trend for lodging and support businesses in this area.

### Court Street

Court Street is fronted on the north by the rear side of the businesses facing Tarpon Avenue. Antique shops, art studios and restaurants are contained in attractive storefronts with angled parking situated on the northern portion of the road. The south side of the street provides parallel on-street parking. Large surface parking areas including public parking lots on Safford Avenue and Pinellas Avenue (formerly the City's Central Park) combined with large expanses of surfacing parking for nearby businesses have effectively created a terminus to the downtown because of the uninviting pedestrian environment.

## Zoning Districts

The comprehensive Zoning and Land Development Code control Land development in Tarpon Springs. The City has an admirable record of progressively altering the code to better accommodate changing demands in the practice of land development. The Code was most recently revised on March 7, 2000

According to the Code, the Study Area contains 11 zoning districts related to general classifications of land-use. These are concentrated in the downtown area and along the primary commercial corridors. Residential zoning districts are interspersed on secondary roadways and on the periphery of the study area. The Pinellas Trail has its own zoning designation intended to provide for Trail related land uses. The zoning districts within the study area are summarized briefly below.

### Conditional Residential Mixed District – CRM-7.5

This district was established to provide for a mix of residential uses with the understanding that a conditional use review to analyze compatibility with development trends and surrounding uses would be necessary. There are several CRM zoned areas within the study area, including several properties between Lime and Lemon Streets on the west side of the study area and a few properties on the east side, just north of Orange Street.

### General Business District – GB

This district was established to encourage the development of centralized commercial and residential uses, the redevelopment of traditional shopping areas, and to promote cultural tourism in the National Register Historic District and Cultural Preservation District.

## Figure 5 – Zoning Districts Map

[ArcView graphic]

Permitted uses include art galleries, florists, theatres, workshops, and vegetable stands. Conditional uses include taverns, commercial off-street parking, pawnbrokers, and motels. The majority of the study area is zoned GB.

### Intensive Business District – IB

This district allows for intense commercial uses including major repair services, outdoor storage facilities, and heavy equipment. Light manufacturing is also permitted in compliance with the Comprehensive Plan. IB zones in the study area are primarily on the east and central-east sides, including properties between Park, Cypress, Center, and Orange Streets; a string of properties on the south side of Lemon Street; several properties just west of Safford Avenue between Boyer Street and MLK Drive; and several properties east of Safford at the south end of the study area.

### Land Conservation – LC

This district was established in accordance with the City's Comprehensive Plan to provide for environmentally sensitive areas that are in need of protection or preservation such as wetlands, and to provide for public and semi-public land uses. The only LC district in the study area is the triangular property at the northeast corner, near Live Oak Street and Safford Avenue.

### Pinellas Trail Corridor District – PTC

This district enables the mix of residential and commercial uses in the vicinity of the Pinellas Trail in order to encourage a bicycle and pedestrian-friendly and convenient environment. Examples of permitted uses are multifamily dwellings, retail sales, and business and professional offices. Examples of conditional uses include day care centers, libraries, sidewalk cafés, and veterinary clinics. The Trail area zoned as PTC consists of a string of properties along the east side of the Trail between MLK Drive and Harrison Street.

### Neighborhood Conservation District – R-60

This classification provides for stability and redevelopment of neighborhoods consisting of platted subdivisions in which the traffic and pedestrian circulation would be preserved to facilitate community interaction. Examples of permitted uses include churches, schools, public parks, and family-care homes. Examples of conditional uses include day care centers. Home occupations, light utilities, and community residential homes. The R-60 district within the study area consists of a string of properties along the east side of the Trail between Lime Street and MLK Drive, and a small area on the southeast corner of the Trail and Harrison Street.

### Residential Multifamily – RM, RM-15

These districts are intended to provide for multifamily dwellings of mixed densities along with other compatible uses, such as single family and two family dwellings and public parks and recreational facilities. The majority of the RM zoned parcels in the study area are located between Hibiscus and Safford along the north end, with a few along the southwest side of the area near MLK Drive.

### Residential Office District – RO

This district is intended to provide for areas that would support residential uses mixed with professional, business, and non-profit organization offices. Examples of permitted uses include business and professional offices, financial institutions, personal care services, multifamily dwellings, and single family dwellings. Examples of conditional uses include boarding homes, churches, convention centers, funeral homes, hospitals, post offices, and lodging facilities. The parcels zoned RO include areas on both the wests side, between Orange and Lime Streets, and on the east side between Orange and Lemon Streets.

### Waterfront Development District – WDI

The Waterfront Development District was designed to allow for tourist oriented development near the Anclote River and Lake Tarpon, including the Sponge Docks as well as other water dependent and water related activities. This area makes up the northern tip of the study area, north of Live Oak Street.

### Neighborhood Business District – NB

This district permits convenience shopping and personal services in close proximity to a surrounding neighborhood market. Examples of uses include offices, restaurants, retail food, and financial institutions. Conditional uses also include repair services, retail nursery and garden centers, self-serve gas stations, and emergency shelters. The parcels on the northwest corner of Safford Avenue and Center Street are the only NB zoned properties in the study area.

## Land Development Practices

Several issues that impact development in the City were discovered through interviews with property owners, developers, the City Building Department, and Planning Staff. It is recommended that the City revisit these issues and pursue revisions to codes and/or policies to encourage private sector investment in developing and renovating properties in the study area. Following is a summary of these issues.

### Property Owners/Developers

- Desire for more flexibility in the code to enable interpretive solutions on a case by case basis.

- Expedite permitting process.
- Provide for clear direction for site plan and permitting requirements so property owners can submit complete plans up front and limit necessary revisions.
- Encourage more initiative for creative problem solving.
- Concern over inconsistent code enforcement practices.
- Desire rational and reasonable application of code enforcement.

Staff

- Provide preliminary plans that are not necessarily engineered up front, obtain preliminary site plan approval prior to going to the expense of engineering design.
- Need more consideration of architectural elevations and design standards (The City is currently pursuing architectural guidelines for the historic and cultural overlay districts).
- Drainage requirements are controlling site design because of the National Pollution Discharge Elimination System designation.
- The retrofit ordinance is more stringent than SWFWMD for stormwater retention requirements.
- Stormwater fees are excessive because the burden of the cost for improvements has shifted to the private sector
- Desire retention of brick streets, which has been addressed by a resolution defining the policy.
- Desire retention and better utilization of alleyways
- Concern that City Charter will inhibit redevelopment efforts because of limitation placed on the City's ability to acquire land.

## Economics

The Economic Positioning Strategy provides guidance for the City's penetration into a growing regional market through actions undertaken by the City Commission in conjunction with area businesses and economic development organizations. The City must carefully assess its position in the regional market and prudently devise an economic strategy that supports growth while maintaining the City's attractive quality of life. To capture a greater share of the regional market Tarpon Springs must preserve its charming character and expand on its overall image as a tourist destination to create a concentration of retail, civic, and employment activities in the City's Historic Downtown. The economic development strategy promotes utilizing existing community assets as mechanisms to develop business from the customer base drawn by these sources. Following is a summary of the economic analysis and recommendations for a successful economic positioning strategy for Tarpon Springs.

## Background

Tarpon Springs, with its safe harbor, abundant fresh water, and favorable location on the Anclote River, has historically relied on its natural resources to attract growth. Spring Bayou became a central focal point for both Indian settlements and, later in 1881, an emerging winter resort and health center. The arrival of rail service in 1887, coupled with the growth of the natural sponge industry, created a vibrant tourist haven and saw the incorporation of Tarpon Springs as a City.

One of the most dominant features of Tarpon Springs is its Greek heritage. Starting in 1905, Greek immigration started in earnest and established the city as the center for harvesting natural sponges. As the Greek culture grew, the resident population established St. Nicholas Greek Orthodox Church, which has become a dominant feature in downtown Tarpon Springs. The business district is a National Historic District with an emerging antique and arts market.

## Tarpon Springs Demographics

Tarpon Springs has demonstrated consistent growth, having gained approximately 4,700 new residents during the 1980s and 2,200 since 1990. The number of households has increased by approximately 3,100 since 1980. Per capita income has shown considerable growth, having increased from $7,306 in 1980(1979) to a currently estimated $19,805. Median household income has increased from $13,445 in 1980 (1979) to the currently estimated $34,589.

| Attribute | 1980 | 1990 | 1999 |
|---|---|---|---|
| **Population** | 13,188 | 17,906 | 20,108 |
| **Households** | 5,107 | 7,398 | 8,230 |
| **Per Capita Income** | $7,306 | $13,554 | $19,805 |
| **Median Household** | $13,445 | $25,251 | $34,589 |

Source: Claritas and Strategic Planning Group, Inc., 2000

Claritas Corporation has projected that the city will experience a slight growth through 2004 adding approximately 300 new residents.

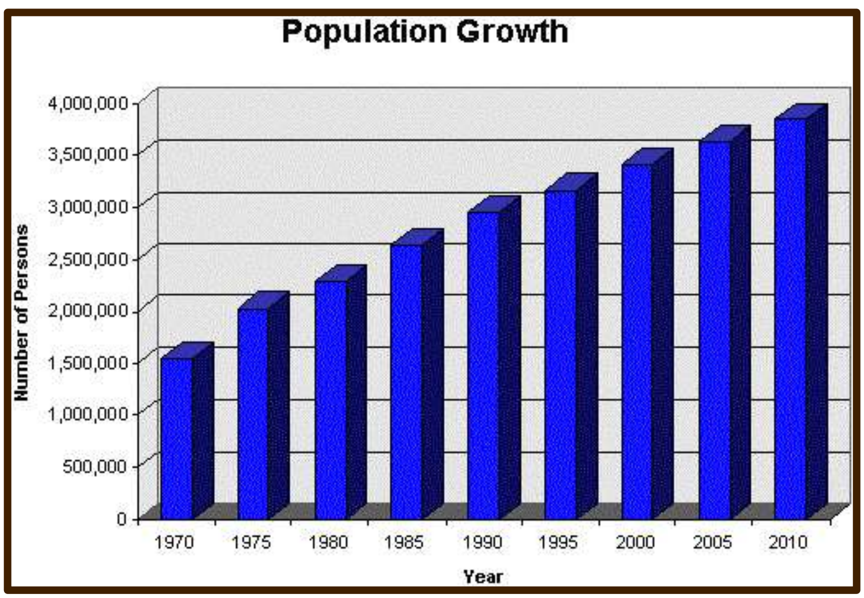
| **Attribute** | **1999** | **2004** | **% Chg** |
|---|---|---|---|
| **Population** | 21,108 | 21,393 | 6.4% |
| **Households** | 8,230 | 8,831 | 7.3% |
| **Per Capita** | $19,805 | $23,36 | 18.0% |
| **Med. HH** | $34,589 | $37,596 | 8.7% |

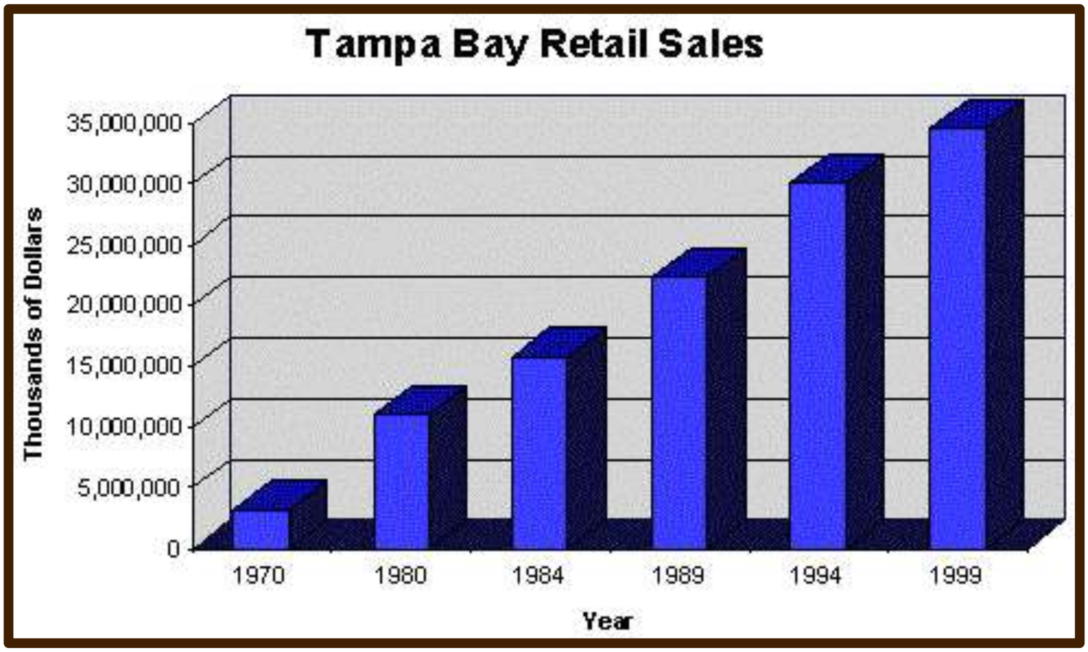
Source: Claritas and Strategic Planning Group, Inc., 2000

The population of the City creates a limited retail market. However, due to the City's strong tourist orientation (heavily oriented toward the Sponge Docks), its market potential is regional rather than local.

## Regional Overview

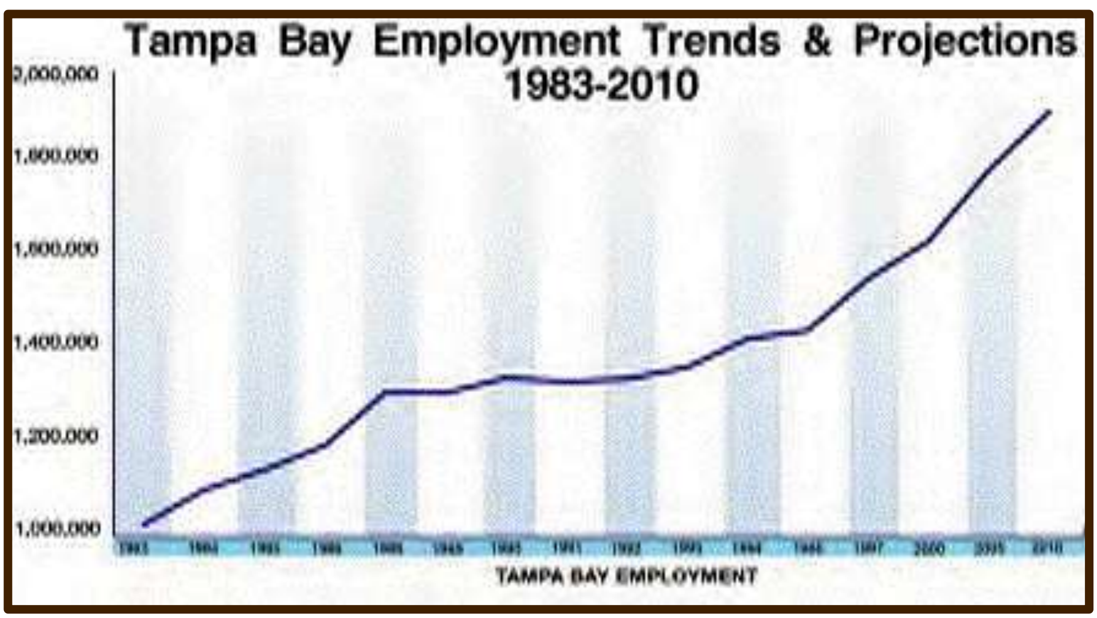
Tarpon Springs is situated within the Tampa/St. Petersburg MSA and a seven county economic/marketing region of west central Florida. The overall regional resident market currently numbers 3.3 million and is projected to increase to 3.8 million by 2010.






This seven-county region has a very large and strong retail base. The base, which was equally shared by Pinellas and Hillsborough Counties (out of the seven member counties in the greater region), has begun to shift more toward the faster growing Tampa market.

The following chart demonstrates the breadth and strength of the regional market as well as its growth potential.



Unlike its sister coastal municipalities in Pinellas County, Tarpon Springs does not possess a true beach, so its regional draw is more limited. Therefore, in analyzing its potential for retail related market, SPG analyzed the market potential in terms of a 1, 3, and 5 mile radii. The detail analysis follows this summary.

| Attribute | 1 Mile | 3 Miles | 5 Miles |
|---|---|---|---|
| **Pop 2004** | 8,248 | 41,375 | 104,414 |
| **Pop 1999** | 7,843 | 38,637 | 96,728 |
| **HH 1999** | 3,288 | 16,852 | 42,227 |
| **Income** | $40,936 | $47,043 | $52,711 |

Source: Claritas and Strategic Planning Group, Inc., 2000

The following table shows the relative strength (expenditure potential) of various retail related store or merchandise groups. The percentage figures should be reviewed relative to the overall US average of 100%. In all cases, the overall market begins to equalize at the 5 mile radius meaning that, at that scale, the market is predominately well served by existing stores (most of which are served from the US 19 corridor.

| Attribute | 1 Mile | 3 Mile (US Index) | 5 Mile |
|---|---|---|---|
| **Bldg Supply** | 76% | 85% | 91% |
| **Hardware** | 76% | 85% | 92% |
| **Retail Nursery** | 86% | 96% | 104% |
| **Drinking** | 73% | 81% | 87% |
| **Apparel Store** | 74% | 79% | 86% |
| **Shoe** | 77% | 80% | 85% |
| **Radio/TV** | 71% | 78% | 85% |

Source: Claritas and Strategic Planning Group, Inc., 2000

The location of the downtown (removed from US 19, the area's major arterial) and the City's small resident population limits its growth in terms of traditional retail market share. However, its strong and historic tourist market, anchored by the Sponge Docks, demonstrates a strong potential for growth assuming: (1) a more proactive marketing approach, (2) correcting tourism related deficiencies and (3) expanding its venues (arts, antiques, etc.).

Pinellas County has historically demonstrated a strong seasonal market as well as a strong tourism based on both inter and intrastate visitation. As shown below, the County's tourism market appears to be stabilizing.

## Tourism Expenditures

| Year | Tax Receipts | % Growth |
|---|---|---|
| 1995 | $8.7 million | |
| 1996 | $11.2 million | 28.7% |
| 1997 | $13.6 million | 21.4% |
| 1998 | $14.9 million | 8.1% |
| 1999 | $15.4 million | 3.4% |

While the Sponge Docks demonstrate a strong tourism draw, its potential is limited due to parking and traffic flow deficiencies. Its current market is limited to day visitation, which limits the economic impact of its tourism. The downtown, which has developed as an antique center, is not connected or linked to the Sponge Docks and the two themes do not share the same clientele. The area does exhibit an emerging arts market, which if cultivated, does share a similar clientele to the sponge dock type of visitor. Finally, the lack of appropriate hotel/motel accommodations in proximity to these tourism anchors has precluded its ability to capture an overnight market.

Tarpon Springs demonstrates strong name recognition and a historic tourism market anchored by the historic Sponge Docks. While the downtown is a national historic district, it has not achieved the success experienced by the Sponge Docks. Today, the downtown is vibrant but its focus is antiques, which does not enjoy high rental rates nor does its attract from the larger inter and intrastate tourism market enjoyed by the Sponge Docks. The future of the downtown is linked to the Sponge Docks, the history/culture of the area, and the emerging arts district.

### Conclusions

- Economic strength is Tourism. County tourism development tax has increased by 77% since 1995 (seems to be stabilizing)
- Major draw is Docks and growing art
- Secondary - antiques in CBD
- Limited local retail market (south of Lemon)
- Limited hospitality bed availability

To achieve its economic potential, the City of Tarpon Springs needs to create a strategic plan addressing tourism. This public/private action, to create and implement a strong Tourism Development Strategy, should be aimed at capturing overnight stays and increasing the City's tourism draw (capturing an increased share of the State's tourism market as well as the State's resident population). While the Docks area is a successful tourist draw, the City needs to provide tourists with more features or venues and create a larger pedestrian experience. More diversity in venues and a hospitality sector (hotel/motel rooms) will provide the tourist with reasons to stay for more than a few hours.

### Next steps.

- Tourism Development Strategy to create overnight stay market.
- Feasibility studies for hotel/motel development.
- Database for Docks through downtown to include parcel size, value, status, rental or sales price, use, square footage by type of use, contact person, phone number etc.
- Create linkage between docks and downtown.

### Business Inventory

As part of the economic analysis of the City of Tarpon Springs, a business inventory was conducted. This inventory (see preceding page) provides an overall view of the types of businesses located in the project area.

## Transportation

Tindale-Oliver and Associates, Inc. (TOA) was retained by The RMPK Group to provide an analysis and summary of needed improvements to Pinellas Avenue (Alternate US 19) in downtown Tarpon Springs to support the downtown master plan goals. The analysis consists of roadway, intersection, and parking analysis, as well as recommendations.

## FIGURE 6 – BUSINESS INVENTORY

[ArcView graphic]

### Figure 7 – Traffic Counts and Projections

[ArcView graphic]

## Background

Pinellas Avenue (Alternate US 19) in Tarpon Springs is a state road serving travel from Pasco County south to the Clearwater area, as well as trips within Pinellas County. It is viewed as the major north/south "Main Street" in Tarpon Springs. Tarpon Avenue, which links Pinellas Avenue (Alternate US 19) with US 19, serves as the major east-west "Main Street". The City of Tarpon Springs desires to create an integrated multi-use downtown, connecting the traditional downtown area around the Pinellas Avenue (Alternate US 19)/Tarpon Avenue intersection to the Sponge Dock tourist area to the north. The Tarpon Springs Downtown Development Action Plan is a graphic representation of the City's proposed development plan.

## Study Area

The City of Tarpon Springs' area of concern in the downtown consists of Pinellas Avenue (Alternate US 19) from Dodecanese Boulevard to Tarpon Avenue and the major intersections of Pinellas Avenue/Tarpon Avenue and Pinellas Avenue/Dodecanese Boulevard.

## Study Procedures

This conceptual analysis was completed using planning procedures contained in the 1998 Florida Department of Transportation (FDOT) Level of Service Manual, FDOT Design Traffic Handbook, and Highway Capacity Manual. Site specific data were obtained from site visits; the Pinellas County MPO adopted cost feasible long range transportation model and turning movement counts, collected by the Florida FDOT and Pinellas County Traffic Engineering Department in January 2000 (peak-season). The data were analyzed using HCS Software version 3.2 to determine intersection level of service and arterial travel speeds, Synchro 4 Traffic Signal Coordination Software to investigate options in the corridor, and CORSIM-TSIS version 4.2 traffic simulation software to view the results of the analysis.

## Existing Conditions

Currently, Pinellas Avenue (Alternate US 19) between Tarpon Avenue and Dodecanese Boulevard is a two-lane highway operating at capacity. Traffic volumes along the corridor are in excess of 16,000 vehicles per day with PM peak-hour volumes of approximately 1,800 vehicles. According to the FDOT 1998 Level of Service Manual Generalized Tables, the corridor is level of service deficient in both the daily and peak-hour timeframes. In addition, the existing geometry at the Pinellas Avenue (Alternate US 19)/Tarpon Avenue intersection is causing delays due to the number of turning vehicles "spilling over" from the turn lanes into the through travel lanes.

### FIGURE 8 – CROSS -SECTION: NORTH PINELLAS AVE. AT DODECANESE BLVD.

[AutoCAD graphic]

### Figure 9 – Cross -Section: North and South Pinellas Avenue

[AutoCAD graphic]

## Figure 10 – Cross-Sections: Safford Ave. and Tarpon Ave.

[AutoCAD graphic]

### Figure 11 – Cross-Sections: Orange Ave. and Hibiscus St.

[AutoCAD graphic]

Although the Dodecanese Boulevard/Pinellas Avenue (Alternate US 19) intersection is not experiencing the same level of delays as the Tarpon Avenue/Pinellas Avenue (Alternate US 19) intersection, there is also a "spill over" effect occurring in the turn lanes. Additionally, longer signal phases are required to accommodate pedestrian crossings, which limits the signal-timing adjustment options to improve the intersection operations for vehicles.

## Long Range Plans

There are no capacity improvements planned in the current planning timeframe for Pinellas Avenue (Alternate US 19). However, in the post-2020 time frame, the long-range transportation plan for Pinellas County indicates US 19 will be improved to a limited access expressway with overpasses at major intersections and frontage roads. The frontage roads will provide access to businesses fronting US 19. This type of facility exists along other areas of US 19 in Pinellas County. The Countryside Mall and East Bay Drive areas are the best examples of this type of facility in Northern Pinellas County. Because of the increased speed and higher capacity, the improved US 19 corridor will attract longer through trips away from Pinellas Avenue (Alternate US 19) in the downtown Tarpon Springs area.

## Future Conditions

The 2020 volume estimates from the Pinellas County MPO's travel demand forecasting model indicate that traffic volumes are anticipated to be similar to today's volumes along Pinellas Avenue (Alternate US 19). This is due to the improvement of US 19, which will attract travelers. Therefore, major capacity-increasing improvements to Pinellas Avenue (Alternate US 19) do not appear to be a wise investment.

However, in the interim period, continued moderate traffic growth can be expected. The historic trend of traffic growth on Pinellas Avenue (Alternate US 19) indicates relatively slow growth of between 1 and 2 percent per year This growth pattern is supported by the Pinellas County FSUTMS model that indicates that traffic volumes could, before the US 19 corridor improvements, increase by up to 25 percent from the present to 2020 or approximately or 1.25 percent per year.

In 2020, prior to the US 19 capacity improvements, Pinellas Avenue (Alternate US 19) is anticipated to operate at or above capacity between Tarpon Avenue and Dodecanese Boulevard. Traffic volumes along the corridor are expected to be approximately 25,000 vehicles per day south of Tarpon Avenue, with PM peak-hour volumes topping 2,250 vehicles, and approximately 17,400 vehicles per day north of Tarpon Avenue, with PM peak-hour volumes topping 1,750 vehicles. According to the FDOT 1998 Level of Service Manual Generalized Tables, the corridor will be level of service deficient in the peak-hour. In addition, the Pinellas Avenue (Alternate US 19)/Tarpon Avenue intersection will experience excessive delays due to vehicle "spill over" from inadequate turn lane storage. The Dodecanese Boulevard/Pinellas Avenue (Alternate US 19) intersection will not experience the same delays as the Tarpon Avenue/Pinellas Avenue (Alternate US 19) intersection. This is because the blockage at Tarpon Avenue provides time for the Dodecanese Boulevard intersection to clear prior to the total number of vehicles wanting to use the intersection arrival. Overall, the City of Tarpon Springs can expect similar to worse traffic operation conditions along this corridor in the future.

## Options

There are several types of improvements that can be implemented to address the traffic problems in Tarpon Springs. However, they each depend on the goals of the City.

- If the City was simply interested in improving the level of service and operations of the roadway and intersections in the downtown, Pinellas Avenue could be four-laned. This option will give ample capacity; however, it will increase volumes and speed. In addition, pedestrians will have a harder time crossing the road. Additionally, right-of-way will need to be purchased, which would be expensive for this corridor.
- Another option to improve the level of service is to develop one-way pairs using Pinellas Avenue (Alternate US 19) as the southbound leg and Safford Road as the northbound leg. This strategy would improve level of service, increase capacity of the roads and reduce delays at the intersections. The one-way pair could begin at Lemon Street or Tarpon Avenue and extend north to Dodecanese Boulevard.
- A third strategy is to develop Safford Road as a thoroughfare roadway to provide relief for the Pinellas Avenue (Alternate US 19) corridor. This option would assist in giving the downtown depth by increasing the traffic in front of businesses on Safford Road, as well as reducing the volumes on Pinellas Avenue.
- The fourth option is to introduce traffic calming techniques along Pinellas Avenue (Alternate US 19). Traffic calming would lower the speeds, provide a more pleasant driving experience and discourage through traffic from using the corridor.

## Corridor Recommendations

The fourth option of using traffic calming techniques in the downtown is most consistent with the downtown master plan. Therefore, if the City of Tarpon Springs would like to develop a pedestrian friendly downtown the recommendation is to develop option four. This would include:

- Providing longer auxiliary turn lanes where existing lanes are too short. This will better serve the current and near-term future traffic demands by reducing spillover into the through travel lanes. This may result in the need to prohibit left-turns at some minor street intersections. Intersections that may require additional storage are:
  - Pinellas Avenue at Tarpon Avenue- southbound, northbound and westbound turn-lanes.
  - Pinellas Avenue at Dodecanese Boulevard- northbound, southbound and eastbound turn-lanes.

- Implement raised pedestrian crosswalks to clearly delineate pedestrian crossings and slow traffic.
- Implement "speed tables" to manage the speed of traffic throughout the corridor. This will also increase the time each shop's frontage is exposed to a driver.
- Provide intersection "bulb-outs" to shorten pedestrian crossing distances at the southbound approach at Tarpon Avenue and the northbound approach at Orange Avenue.
- Improve traffic signal efficiency through coordination throughout the corridor and add character to the streetscape.
- Investigate developing a Transportation Concurrency Exception Area (TCEA) in the downtown area. This will provide clear guidance for redevelopment relative to the State of Florida's Growth Management laws.
- Leave on-street parallel parking on Pinellas Avenue where it currently exists.
- Use aesthetic street improvements to make the corridor more pleasant to drive. Level of Service is a qualitative performance measure. An attractive streetscape plan will create an attractive downtown and provide drivers with pleasant driving experience, theoretically improving the level of service with a more efficient, pleasant, and interesting corridor.

## Parking

### Parking Overview

The City of Tarpon Springs has investigated parking problems and options to improve parking since the early 1990's. Several different options have been considered ranging from on-street parking to the development of vacant parcels as parking facilities, to siting a parking garage in the downtown. Unfortunately, each option has associated shortcomings.

The first option considered was to increase on-street parking. However, on-street parking adversely affects the operations of the roadway and causes a potential safety hazard on roadways with the AADT that Pinellas Avenue (Alternate US 19) experiences. Pinellas Avenue (Alternate US 19) is a state road under the jurisdiction of the Florida Department of Transportation (FDOT). The FDOT's position is not to approve on-street parking for major thoroughfare roadways due to safety and operational concerns.

The second option looked at was to increase surface parking. The City of Tarpon Springs has done several parking studies and has found that most of the available property in the downtown area is too small to provide a sufficient number of parking spaces. Although the City has or is planning to build parking lots in the downtown area, the supply will not meet the demand if the downtown develops as everyone hopes. Figure 12 shows the parking inventory in the study area as of December 1999.

### Figure 12 – Parking Inventory Map

[ArcView graphic]

The final option investigated was the development of a parking garage in the downtown. However, the distance between the tourist area and the downtown is over ½ mile and will not provide the connectivity the City hopes for.

## Parking Recommendations

After reviewing the conceptual downtown action plan and the City of Tarpon Springs downtown Parking Study, the development of two parking garages connected by a trolley appears to be the best way to meet the parking needs of the downtown and connect the downtown to the tourist area along the Sponge Docks. Based on the land uses and traffic patterns in the downtown, the recommended locations for the parking garage are the parcel directly north of the Library on Lemon Street and the parcels north of Live Oak Street by the proposed convention center. The Lemon Street site will provide parking to the downtown shops, government office buildings, and general office land uses in the downtown. The Live Oak Street site will provide parking for the hotel/motel, tourist commercial and the ecotourism facility being proposed in the downtown master plan. By connecting the two parking garages by a trolley system, operating on 15 to 20 minute headways along Pinellas Avenue (Alternate US 19) and Safford Avenue, the City will be connecting two key areas, providing parking, and removing vehicles from the traffic flow. This scenario provides relief to all areas of concern: traffic operations, connectivity, parking, and establishing an active downtown area.

## Conclusion

The development of two parking garages and a trolley service provides the City of Tarpon Springs with a means of addressing several major problems in the downtown. In addition, the trolley service will connect the tourist area around the Sponge Docks, the trailhead of the Pinellas County Trail (which runs along Safford Avenue) and the downtown central business district. Another benefit of a trolley is that it does not require tracks, allowing the route to be changed at will; the trolley may be used for special events or other circumstances, as the City desires.

Prior to implementation of any master plan concerning a state road, contact should be made with the Florida DOT to determine their receptiveness to the above proposals. Measures to orient the use of the street for local circulation and pedestrian activities may be viewed as inconsistent with traditional Florida DOT objectives. If this is the case, realignment of the state route and assumption of Pinellas Avenue by the County or City may be necessary. Or, designation of an alternate road, such as Disston Avenue, may be necessary to facilitate regional travel and preserve the function of the state highway route.

## Architecture

The Tarpon Springs downtown area is a National Historic Register District, which is reflected in the style of the architecture, particularly found on Tarpon Avenue. In additions, building heights, massing, and setbacks easily identify this area as the original business district in Tarpon Springs.

The predominant style of architecture is commercial vernacular, which is typical of most downtown areas in the United States developed in the mid-eighteen through early nineteen hundreds. The narrow, rectangular buildings are constructed with brick and normally contain two to three stories. The building style and design is conducive to a mix of uses. Large framed windows on the ground floor located directly on the sidewalks are ideally suited for storefront retail. Compartmentalized upper floors support office and residential uses.

As illustrated on the following map, the buildings on Tarpon Avenue, Court Street, Pinellas Avenue (1 block west and 2 blocks south), Hibiscus Street to Orange Street, and Safford Avenue in the vicinity of the downtown contain most of the architecturally significant buildings in town. The architectural features of the buildings have great potential for improving the mix of pedestrian oriented retail and entertainment establishments that are characteristic of most vibrant downtown shopping areas.

According to Figure 14, the buildings in the historic downtown area are generally in good condition with no obvious signs of structural deterioration. However, as the real estate market matures and rents increase, reinvestment will begin to occur. Historic buildings will be reoriented to accommodate new uses, particularly on the upper floors. When rehabilitation of the building stock happens it must be undertaken in a manner that is consistent with the architectural heritage of the community. Furthermore, future development and redevelopment within the vicinity of the Downtown should strengthen and expand upon these historic development patterns.

## Figure 13 – Architectural Significance

[ArcView graphic]

### Figure 14 – Building Conditions

[ArcView graphic]

## Figure 15 – Building Heights

[ArcView graphic]

## Urban Design

Downtown Tarpon Springs is comprised of a grid system of roadways whose physical characteristics and land development patterns constitute the basic foundation of the City's urban design. The site inventory for urban design concentrated on Tarpon Avenue and Pinellas Avenue, the two primary commercial corridors. These roads are comprised of varying urban design characteristics relating to the general quality of the pedestrian environment including sidewalk widths, building setbacks, and tree canopy.

As illustrated in the accompanying series of maps, Tarpon Avenue contains very desirable elements of urban design including minimum building setbacks of 10 feet or less with wide sidewalks and an attractive tree canopy. This compressed urban form creates and exceptional pedestrian environment that is often associate with historic downtown areas.

Pinellas Avenue has a fair quality pedestrian environment north of Tarpon Avenue between Orange Street and Read Street and east of Pinellas Avenue to Lime Avenue. These areas have favorable sidewalk dimensions and minimal setbacks, however the lack of tree canopy and the high volume of automobiles and speed of traffic detract from the pedestrian environment.

Conditions of the pedestrian environment deteriorate further from the historic downtown on Pinellas Avenue. Traffic, narrow sidewalks in poor condition, and the lack of tree canopy in these areas combine to create an unpleasant pedestrian environment. Extensive road setbacks for parking and numerous parcels of vacant, unkempt properties also inhibit pedestrian activities in these locations.

Many of the neighborhoods surrounding the study area contain very attractive tree canopies with many older homes in quaint settings that establish a pleasant environment. However, the sidewalks are often nonexistent or in very poor condition. Additionally, many in-fill development opportunities exist throughout the study area, which will enable a more compact urban and neighborhood environment and an improved pedestrian orientation for the community.

## Figure 16 – Sidewalk Widths Inventory Map

[ArcView graphic]

## Figure 17 – Building Setbacks Analysis Map

[ArcView graphic]

## Figure 18 – Tree Canopy Inventory Map

[ArcView graphic]

## Figure 19 – Pedestrian Quality Analysis Map

[ArcView graphic]

# Part III
# Urban Conditions Analysis

## District Definitions

For planning purposes the Tarpon Springs Study area was divided into five districts which, are described below and identified on the District Analysis Map. The districts are defined on the basis of similar land use composition, physical characteristics, function, and opportunities that will be addressed through proposed action strategies. Analysis of the existing conditions in each of the districts was considered within the context of the overall economic positioning strategy relative to the community objectives obtained during the public involvement process.

### Anclote Waterfront – District 1

The Anclote Waterfront District includes the property located north of Live Oak Street extending to the river's edge. The primary focus is concerned with future development potential of the waterfront in relation to the existing tourist related activity associated with the Sponge Docks.

### North Pinellas Avenue and North Safford Avenue – District 2

This district encompasses the north Pinellas Avenue and Safford Avenue corridors from Orange Street to Live Oak Street. Hibiscus Avenue is included in this district as a vital link between activity centers in the downtown and the Anclote Waterfront District.

### Spring Bayou – District 3

The Spring Bayou District extends west from Pinellas Avenue to Spring Bayou, north to Orange Street and south to Lemon Street. This is a transitional use area from the commercial oriented activity in the historic downtown to more residential, historic lodging and recreational uses surrounding the bayou.

### Tarpon Avenue – District 4

This district encompasses what is considered the historic downtown between Pinellas Avenue and Safford Avenue from Orange Street to Lemon Street. The district also includes the main entrance to the downtown from the east on Tarpon Avenue as well as Lemon Street, which has the potential of becoming an attractive link to the downtown from the east.

## Figure 20 – Districts Map

[ArcView graphic]

## South Pinellas Avenue – District 5

The South Pinellas Avenue District incorporates the balance of the property in the study area extending south from Lemon Street along both Pinellas and Safford Avenues. These areas also provide a transition from the downtown with the emergence of tourist related activity associated with the Classic Cars Auto Museum and the Tarpon Arcade, then into community shopping uses and stabilizing residential areas.

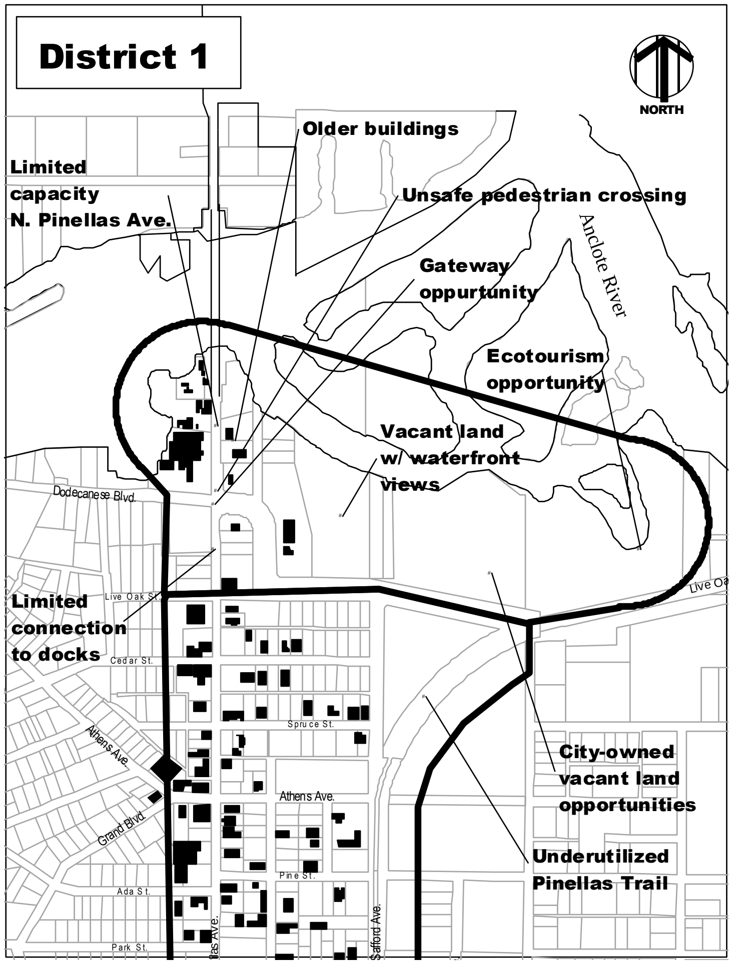
# District Assessments

## Anclote Waterfront – District 1

The Anclote Waterfront District contains a substantial amount of vacant waterfront property that provides opportunities for future development that can strengthen the tourism market while resolving several transportation issues. Presently this area is anchored by the tourist activity surrounding the Sponge Docks. Rejuvenation of the Sponge Docks as a tourist attraction has increased development pressure on the few remaining vacant parcels of property that are currently being used for tourist parking. As the success of the Sponge Docks continues, seasonal traffic and parking problems may further deteriorate at the intersection of North Pinellas Avenue and Dodecanese Avenue. The City will be challenged to anticipate future parking demand while determining a creative solution for providing safe pedestrian access to the docks.

### Issues

- Older buildings and uses north of Live Oak Street on east side of Pinellas Avenue are a deterrent to investment
- Odor from the sewage treatment plant is a deterrent to investment
- Roadway capacity and turning movements southbound on Pinellas Avenue
- Pedestrian safety crossing Pinellas Avenue



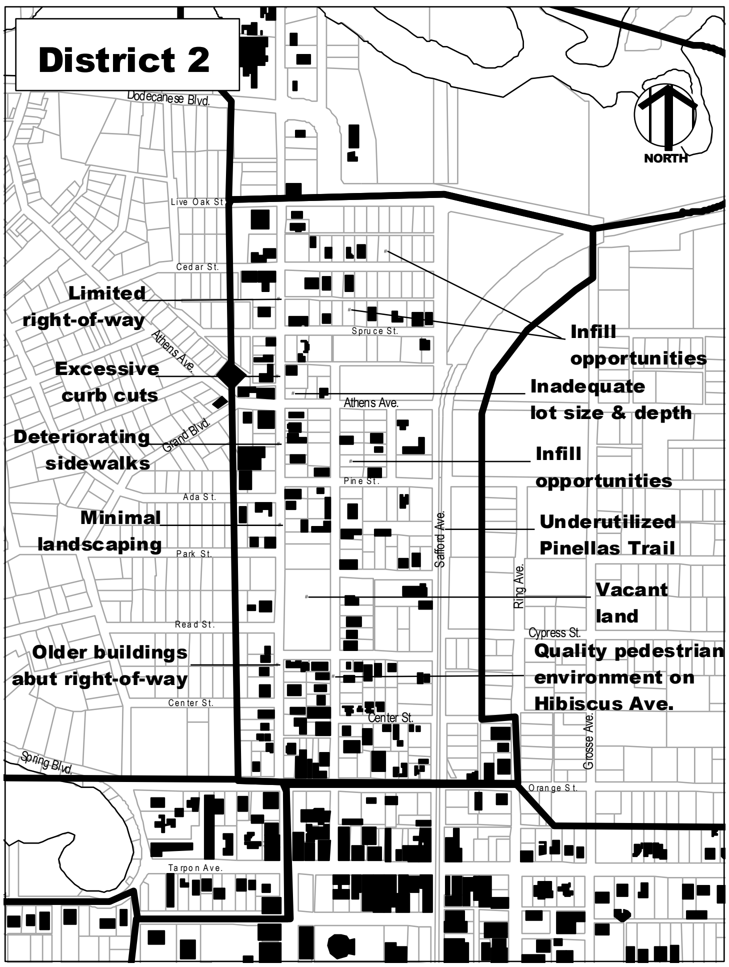

- Parking capacity for tourists and employees
- Lack of connection between the docks and areas east of Pinellas Avenue

### Opportunities

- Ecotourism opportunities as the head of the Pinellas Trail System
- Availability of vacant land
- City owned property as tool for development incentive
- Strong tourism market
- Water views and access
- Streetscape opportunities on Pinellas Avenue, Dodecanese Avenue, and Live Oak Street
- Northern gateway opportunity

## North Pinellas Avenue and North Safford Avenue – District 2

On one hand, this district presents the greatest challenges to the City and is in need of immediate attention due to the deteriorating conditions on north Pinellas Avenue. On the other hand, this area has the greatest potential for dramatic change that could have the most significant impact on the future of the downtown. Future actions must address the deplorable pedestrian environment on North Pinellas Avenue to enable a sense of connection to the Sponge Docks and the downtown. The City must also address the challenge of invigorating the recreational use and development potential of the Pinellas Trail.




### Issues

- 40 ft. road right of way limits opportunities for transportation, parking and pedestrian improvements
- Many older buildings abut the right of way limiting space
- The physical condition of the road and sidewalks is deteriorating
- The existing sidewalk environment on Pinellas Avenue is very under utilized.

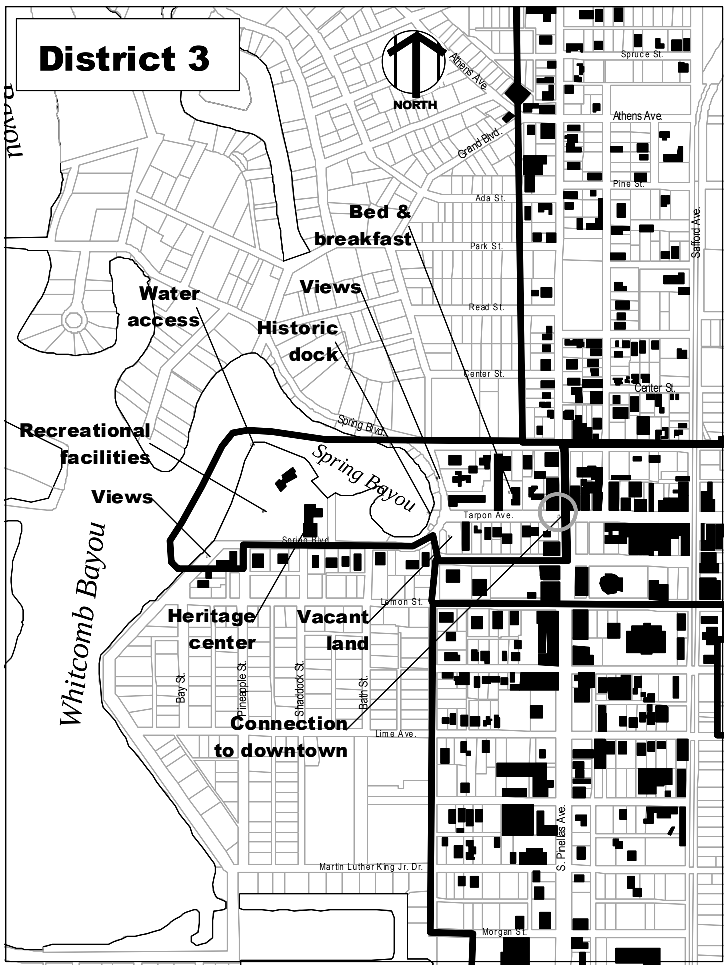
- There is no sense of security or buffering from heavy traffic.
- Trees and utility poles interspersed throughout the sidewalk areas impede walking movements and are relatively difficult to maintain.
- Excessive curb cuts are dangerous to pedestrians.
- The sparse amount of plant material that does exist on Pinellas Avenue is in need of maintenance and upgrading.
- Existing building inventory is deteriorating
- Conditions present an unfavorable investment image
- Physical conditions cause a deterrent to sound future growth and development
- Inadequate lot sizes
- Numerous unkempt, vacant parcels of land
- Pinellas Trail is poorly designed and under utilized

### Opportunities

- Streetscape improvements on Pinellas Avenue, Pinellas Trail, and Hibiscus Street can provide alternatives for pedestrian connection to the downtown
- Tree canopy and residential character of Hibiscus Street
- Vacant land
- Church owned property mid-block on North Pinellas Avenue
- In-fill development opportunities
- 80 ft. right of way dimension on Pinellas Trail provides sufficient space for improvements
- Pinellas Trail system

## Spring Bayou – District 3

The heart and origin of Tarpon Springs emanates from Spring Bayou. Formerly the primary destination point in the City, Spring Bayou was the previous location of the Historic Tarpon Inn, which burned down in 1927. The Bayou and surrounding residential areas have an extremely attractive environment, with Craig Park providing a venue for artistic and cultural events. The challenge for the Spring Bayou District is to build on the area's assets, increasing the frequency of special events thereby establishing an additional attraction for overnight visitors.



### Issues

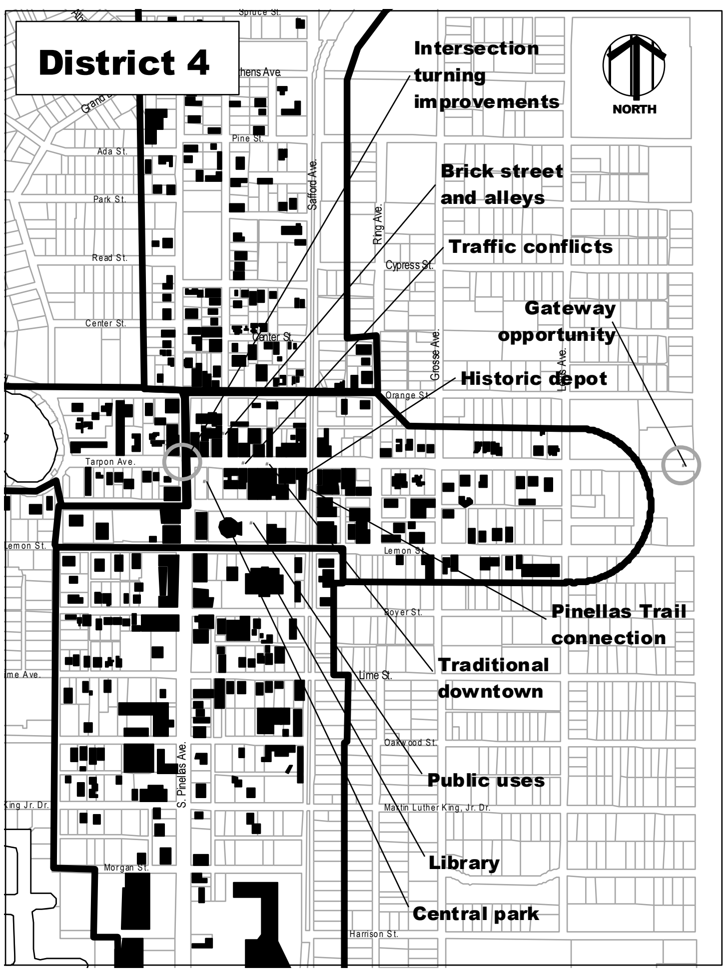
- Recapturing the historic importance and connection of the Bayou
- Upgrading existing recreational facilities
- Providing additional access to the waterways

### Opportunities

- Waterfront location with views and access opportunities
- Heritage Center and existing recreational facilities
- Tree canopy and landscape
- Brick street on Tarpon Avenue
- Bed and Breakfast
- Vacant land opportunities

## Tarpon Avenue – District 4

The issues surrounding parking, access, and circulation in the downtown have been the source of greatest concern in the City over the last several years. The conflict between accommodating large volumes of traffic through the downtown in an efficient manner on one hand, and creating a pedestrian atmosphere on the other, is the heart of the problem. This phenomenon, which is most apparent on Tarpon Avenue and North Pinellas Avenue, will require a combination of traffic calming measures and streetscape improvements that will establish a safe, pleasing environment for pedestrians. Convenient off-site parking utilizing the existing system of alleys for pedestrian access, combined with an attractive directional signage system, should also be considered to alleviate these problems. The City will also be challenged to stimulate market demand to alter the existing retail mix in the downtown in order to experience appreciation in rent rates and property values. Increasing property values attract private sector investment, enabling turnover in property and reinvestment in upgrading the physical condition of the existing building stock.



### Issues

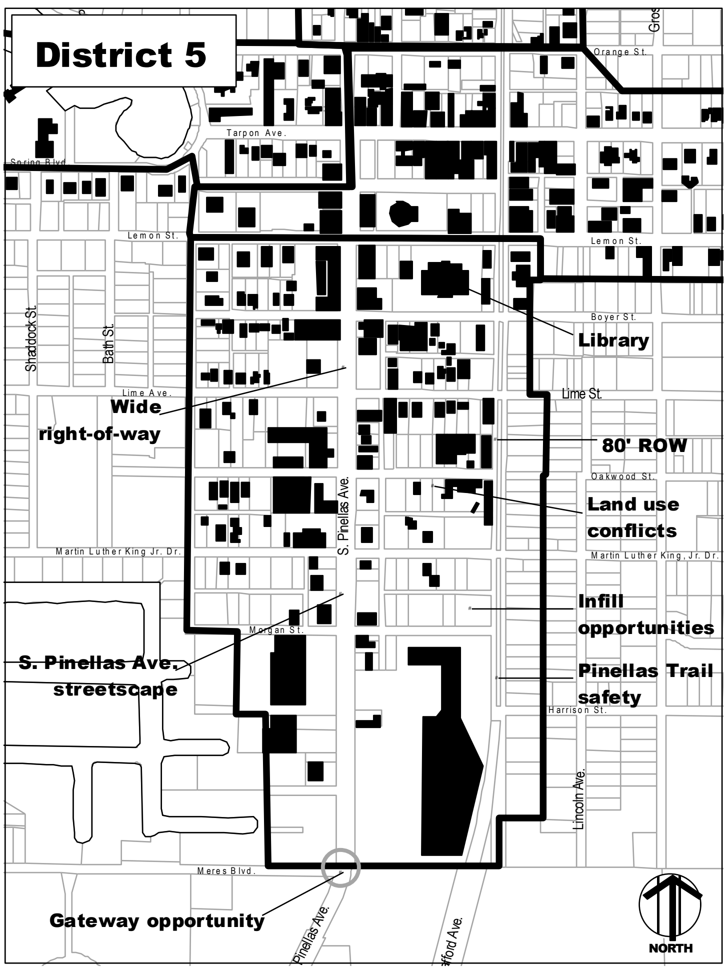
- Speed and volume of traffic
- Traffic Conflicts with pedestrian activity
- Turning movements at Tarpon and Pinellas Avenue
- Lower rent tier retail mix
- Perceived lack of convenient parking


### Opportunities

- Great traditional downtown atmosphere
- Streetscape opportunities Tarpon Avenue, Pinellas Avenue, Safford Avenue, Orange Street, Court Street and Lemon Street
- Gateway on east Tarpon Avenue
- Expansion of arts and entertainment
- Central Park
- Brick streets and alleyways
- Historic Train Station
- Connection to Pinellas Trail
- Public uses- Library and Cultural Center

<u>South Pinellas Avenue – District 5</u>

Renovations to the Tarpon Arcade and the Cultural Center, as well as the major investment in the Classic Car Museum and proposed development of Madison Bank and Walgreens, are providing new and exciting anchors for the South Pinellas Avenue District. The challenge on south Pinellas Avenue will be in convincing area businesses that landscaped center medians are an attractive treatment that will enable safer access to businesses without reducing visibility. Streetscape proposals for this area must also create a more appealing pedestrian environment through the use of shade trees and appropriate street furnishings. More challenging will be establishing a mix of compatible land uses adjacent to the residential areas on Safford Avenue in the Union Academy area.



## Issues

- Center median landscaping on south Pinellas Avenue
- Conflicting land use between Pinellas Avenue and Safford Avenue south of Boyer Street to Morgan Street
- Perception of unsafe conditions on Pinellas Trail in vicinity of Union Academy area
- Poor general condition or lack of sidewalks and pedestrian amenities on side streets

## Opportunities

- 80 ft. right of way on south Pinellas Avenue provides adequate space for streetscape
- 10 foot sidewalks
- Spin-offs from new, private construction
- Vacant land and in-fill development sites
- Connection to Pinellas Trail
- Landscape opportunities on Pinellas Trail
- Gateway at Pinellas Avenue and Meres Boulevard
- Brick streets and connecting alley ways

# Part IV
# Community Assessment of Issues and Concerns

## The Public Workshop Process

The foundation for the Tarpon Springs Downtown Development Action Plan was established during a series of focus group meetings and public workshops with City Staff and citizens, held in May, June, and July of 2000.

### Focus Group Meetings

Focus group meetings with business representatives, resident representatives, government agencies, and government leaders were held to obtain input from those who have a stake in or may have influence on the future of the community. Attendees were asked to respond to a series of questions designed to generate discussion. Questions were designed to extract different information from each group depending on the interest and expertise of the members. Focus group members were also asked to contribute solutions that they felt would resolve some of these issues.

Business representatives were asked to summarize their issues and concerns as they relate to business, including economics, market demographics, current conditions in the downtown, obstacles to business, traffic circulation, regulations, parking, etc. Resident representatives were asked to discuss their general concerns and solutions for their city. Government agencies concentrated on projects and programs that may have an impact on the future of the City, especially the downtown area. Government leaders were given a more detailed overview of the planning process and were presented with the information obtained from the earlier work sessions. They discussed the political and governmental ramifications of the Plan and the issues and concerns of their constituents.

### Community Design Workshops

A series of workshops were held in July to invite residents, business and property owners, and government leaders to participate in the design process. The first workshop began with an overview of the issues gleaned from consultant research and information obtained from the focus groups held in June. A list of strategies to deal with the issues was then presented, and the participants were divided into groups and asked to rank the strategies in order of importance. The second session presented an initial concept plan that echoed the strategies identified in the first design workshop, followed by some questions and comments from the participants. At the final workshop, the Concept Plan was presented. The Plan was refined from the issues and strategies sessions and the preliminary concept. Also presented were the graphic representations of the Plan. After the presentation, the participants were asked to separate into groups and discuss what they liked about the Plan, as well as list their concerns about the Plan.

The issues and concerns obtained during the public involvement process are summarized in the following section. Additional information obtained during the focus groups and the design workshops is summarized and presented in Appendices B and C of this document.

## Summary of Issues and Concerns

After analyzing the existing conditions in the downtown area and obtaining public input, The RMPK Group was able to identify pertinent issues and concerns, which was necessary to devise strategies and determine community preferences concerning design alternatives.

### Transportation:

- Conflicts with through traffic
- Conflicts with autos and pedestrians
- Speeds are too high
- Distance between docks and downtown is too far to walk
- Roadways and sidewalks are in deteriorating condition

### Parking:

- Road widths are too small for on-street parking
- Lot sizes are too small for parking when redeveloped
- Seasonal demands create huge quantity variations
- Parking appears inconvenient
- Employers/employees are using up convenient, on-street spaces
- Pedestrian areas discourage walking from remote parking

### Urban Design:

- Poor architectural design styles for new construction
- Signage clutter
- Lack of respect for historical context in renovation
- Lack of pedestrian environment on Pinellas Avenue and Pinellas Trail
- Difficult to find one's way around the City
- No sense of arrival

### Land Use:

- Current anchors are too far from each other
- Community activity areas and buildings are too spread out, people are forced to drive
- Many businesses are no longer appropriate for changing market
- Lots are too small for redevelopment
- Poor interconnectedness between uses

- Incompatible land uses are intruding into area
- Need open space for public events in downtown

<u>Economics:</u>

- We are leaking tourist money due to lack of overnight stay/multi-day uses
- Properties need to turn over to redevelopers
- Current land uses do not meet market demands
- Need for stronger consumer spending in downtown
- Lack of regional/national marketing
- Missing high-end weekend travelers market

### Strategies for Action

Following is a brief outline summarizing the findings and strategies that constitute the rationale behind the future concept plan. These strategies are the result of consultant research and the staff and community's assessment of the issues and concerns.

- Encourage overnight/multi-day tourist visits
- Create new activity nodes as City "anchors":
  - Arts and culture district
  - Museum district
  - Hospitality/entertainment district
  - Community shopping district
  - Historic downtown district
  - Sponge Docks
- Create a system of transportation that reroutes through traffic and calms local traffic
- Create convenient parking areas adjacent to the anchors
- Create trolley system to route residents and tourists between anchors
- Create public events park in central location
- Create gateways
- Enhance the Pinellas Trail experience
- Streetscape and beautification
- Architectural codes for redevelopment
- Renovation incentives for landowners
- Develop consensus in business community
- Develop marketing strategies and business recruitment
- Historic housing renovations and in-fill development
- Union Academy area revitalization
- Prioritize and fund capital improvements

# Part V
# Urban Design Framework Plan

## Conceptual Land Use Plan

The Conceptual Land Use Plan has been developed as a guideline for promoting the sound development and redevelopment of the properties in the Tarpon Springs study area. The plan is not intended to be cast in concrete. Over time, this plan should be updated and revised based upon changes in the economy, public concerns, and private development proposals. The plan is used as an example of how the economic development and transportation strategies can be translated into a physical land use plan, in a fashion that allows a minimum of natural and cultural impact, yet promotes quality growth and development. The most important aspects of the plan are the following:

- The plan builds on existing historic and cultural resources as the foundation for future development
- The plan implements the prescribed economic positioning strategy providing locations for new activity nodes such as the arts, entertainment and tourist related districts to encourage overnight tourism
- The plan identifies locations for a hotel, historic lodging and bed and breakfasts to accommodate longer tourists visits
- The plan locates where the major economic based land uses should be located in order to best attract prospective businesses and at the same time be well integrated into the desired future transportation and land use patterns.
- The plan locates and plans for a transportation system that can accommodate the future growth patterns without costly retrofit and widening projects.
- The plan provides for alternative transportation through a trolley system with appropriate destinations and routing to enable convenient connections between activity centers
- The plan allocates areas of residential densities that work with the loading of future roadway networks, are compatible with the existing community structures of each area, are respectful and compatible with adjacent land uses, minimize commuting distances, reinforce future public transportation options, and offer a diverse range of housing opportunities for all income ranges and lifestyles.
- The plan locates commercial sites based upon expected market demands and reasonable residential service areas.
- The plan provides for the location and size of parcels of land to be set aside for special uses such as an ecotourism center centralized parking facilities. This eliminates the costly and awkward approach of having to acquire and redevelop property for these essential amenities later.

## Figure 21 – Conceptual Future Land Use Plan

[CorelDraw graphic]

- The plan provides a tool for the City to promote economic development by showing prospective corporate entities locations of parcels that have been set aside for their purpose, thereby reducing the developers' risk and permitting hurdles when coming to the community.
- The plan provides a holistic means for the City to guide the approvals of new developments based upon an agreed upon strategy.
- The plan allows the City to make capital improvements projections based upon known, future public project needs, demands, and proposed locations.

## Urban Design Strategies by District

The Downtown Urban Design Plan is an illustrated representation of the proposed action strategies depicting the design and layout of future land uses and associated public improvements identified in the conceptual plan. The purpose of this plan is to provide a graphic description of the study area as it would appear after successful completion of redevelopment activity to enable the community to visualize its future.

The text provides a description of future land use proposals and capital improvements, and the rationale behind the development strategies and recommendations. The proposals correspond to the previously described planning districts and the accompanying graphics include perspective drawings and elevations used to provide further illustration of proposed concepts.

### Anclote Waterfront – District 1

#### 1A – Waterfront Hotel/Conference Center/Entertainment Complex

The market study indicated that there is demand for quality hotel accommodations in Tarpon Springs. It is anticipated that demand will increase as a result of the proposals contained in this plan, therefore a waterfront hotel, conference center, and entertainment complex is proposed for the north end of town on the vacant property fronting the Anclote river. This proposed development will increase tourist related activities, providing another venue that will encourage visitors to extend the amount of time they spend in Tarpon Springs. The multi-use complex will be tied together with an attractive boardwalk system extending along the Anclote shoreline. This location will also provide direct access to the tourist related activities at the Sponge Docks and the revitalized shopping district on North Pinellas Avenue. A joint venture relationship with the City is advised in order to incorporate a parking structure in the project. Parking capacity should be designed to accommodate hotel complex patrons as well as future demand from new retail development and to support activities at the proposed Ecotourism Center adjacent to this site

## Figure 22 – Downtown Urban Design Plan

[AutoCAD graphic]

### 1B – Ecotourism Center/Pinellas Trail Trailhead

In furthering the concept of expanding the venue of tourist related activities and increasing the use of the Pinellas Trail, it is recommended that an ecotourism center be established near the City owned property on the Anclote river. The center would become the hallmark of the trail, providing river access, outfitting, canoe and kayak rentals, bike rentals an environmental education center and more. Across the street on Live Oak the vacant property provides an opportunity for trail-related lodging and a staging area for special events such as bike-a-thons for charity or running and cycling races. The ecotourism center would create an excellent origination point for bikers and hikers to use the trail system in close proximity to the downtown. The downtown area businesses would benefit from the increase in visitor revenue, while the recreation users would have the opportunity to depart from the trail and visit the historic downtown district.

### 1C – Sponge Docks Tourist Center with Parking

In the future, as tourist activities increase, the site currently serving as surface parking on North Pinellas Avenue at Dodecanese will experience added development pressure. In anticipation of this increased market demand, a logical use for this property will be a mixed-use tourist center with parking. Redevelopment of this site provides an opportunity to incorporate historically sensitive architectural design standards and site layout that will encourage pedestrian activities on both roadways. The design of the facility should incorporate rear surface parking in a configuration that limits the loss of currently available parking.

### 1D – Northern Gateway

This northern gateway entrance will welcome residents and visitors to the Anclote Waterfront District as they travel southbound on Alternate 19 into the City and westbound on Live Oak Street from US 19.

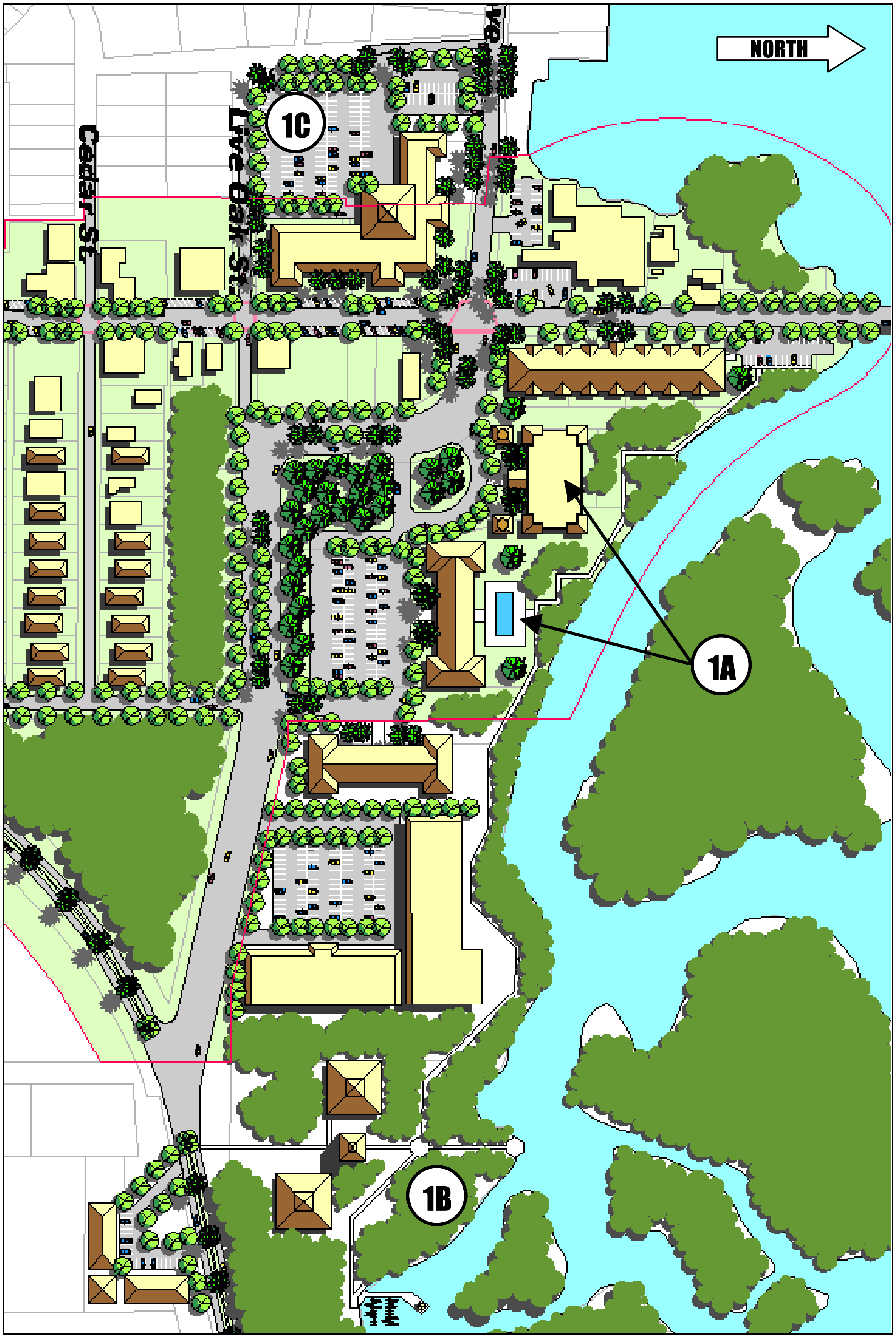



**Figure 23 – Anclote Waterfront Blow-up**


**Figure 24 – Waterfront Hotel/Conference Center Complex**

**Figure 25 – Ecotourism Center**

**FIGURE 26 – NORTHERN GATEWAY**

## North Pinellas Avenue and North Safford Avenue – District 2

### 2A – North Pinellas Roadway Improvements

North Pinellas Avenue is the critical link between the tourist-related activities at the Sponge Docks and the downtown. Proposed road improvements are designed to calm traffic, upgrade the physical appearance of the corridor, and create a pedestrian oriented retail environment. These improvements will stimulate private sector investment encouraging market conditions that will enable redevelopment of economically obsolete properties such as the numerous small, vacant lots located along N. Pinellas Avenue.

Streetscape improvements would be designed to accommodate short-term goals for beautification and pedestrian system enhancements. The project would be phased to address long-term parking demand by introducing diagonal parking through incentives and voluntary negotiated purchase agreements with property owners for additional right-of-way. These actions would be pursued in conjunction with long-term FDOT improvements to US 19, which will divert commuter and non-business traffic away from the North Pinellas corridor. This will enable the creation of a shopping district that will build on tourist-related activity at the Sponge Docks and provide the vital pedestrian link to the downtown.

### 2B – Mixed-Use Center

A mixed-use development is proposed for the east side of North Pinellas Avenue, on the property currently owned by the St. Nicholas Church. This development would provide an anchor midway between the Sponge Docks and the downtown. It should be designed with desired historic architectural standards at an appropriate scale that mirrors the image of the Tarpon Arcade located on the west side of south Pinellas Avenue. The development would provide additional parking and pedestrian access to Hibiscus Street and would be a primary terminus for the trolley system.

It is fully understood that the Church is currently planning a community center at this location. Therefore, it is extremely important that the City begin discussions with the Church. A partnership must be established that fulfills the aspirations of the Church's plans while addressing the community's social and economic objectives as described by this plan.

### 2C – Hibiscus Walk – Live/Work Artist Community

A unique future development opportunity exists along Hibiscus Street between Cypress and Orange Avenue. An artist live/work village is proposed for this area. In response to growth in the arts downtown, this proposal advocates establishing a district where artists can manufacture and display artwork in and around their homes. Streetscape improvements would establish a festive environment for tourists and patrons to stroll among and purchase local artistic creations. Future land use on Hibiscus Street north of Cypress will continue to be residential with in-fill housing development expected to increase as a result of the success of this plan. Additionally, development of a neighborhood park will strengthen the residential environment in this North Safford neighborhood and encourage residential development.

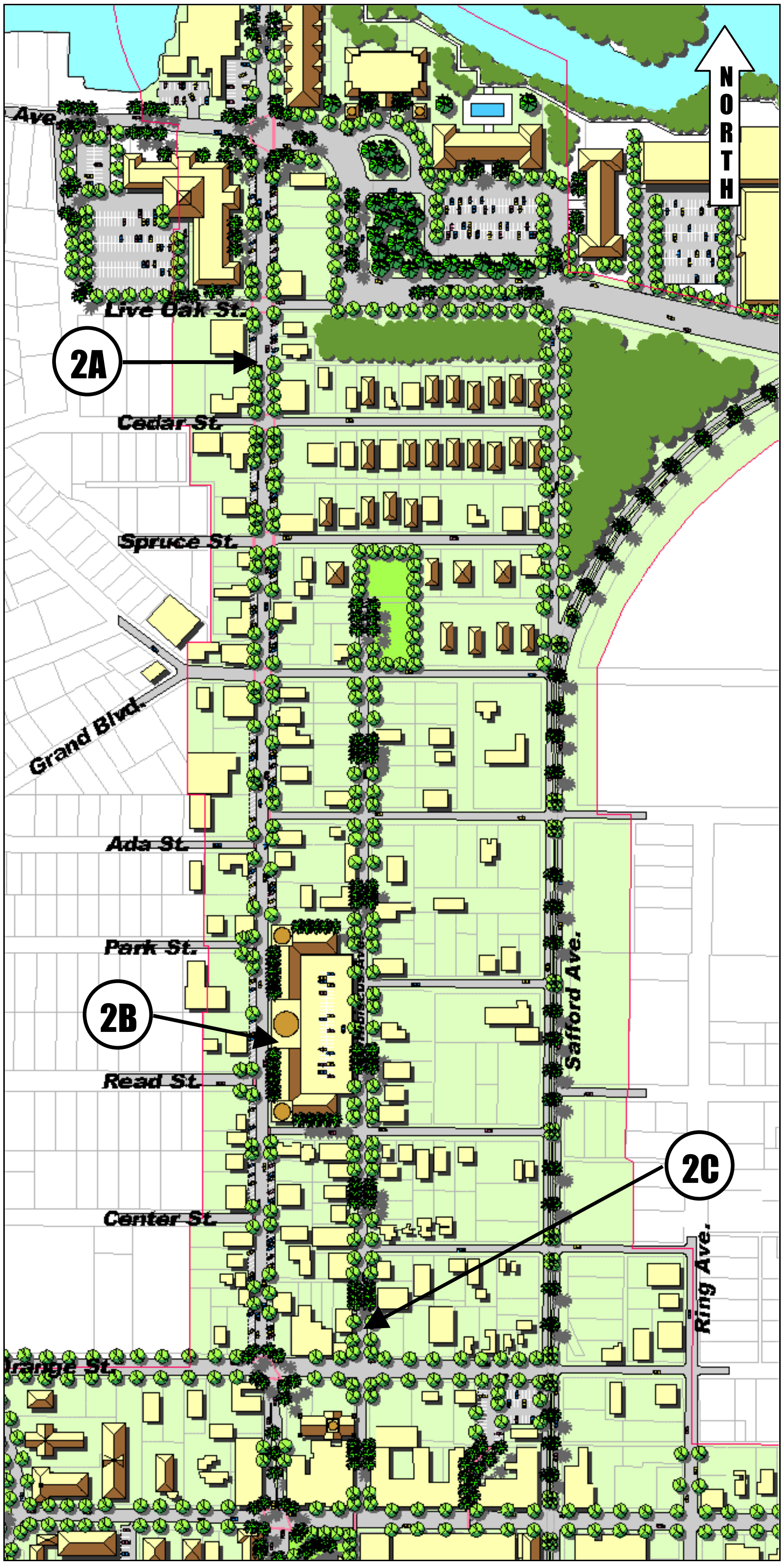



**Figure 27 – North Pinellas and North Safford Blow-up**

**Figure 28 – North Pinellas Avenue Before/After**

### Figure 29 – North Pinellas Avenue/Cedar Streetscape Typical

[CorelDraw graphic]

**Figure 30 – Mixed Use Center**

**Figure 31 – Hibiscus Walk Before/After**

## Figure 32 – Hibiscus Street Streetscape Typical

[Coreldraw graphic]

## Spring Bayou – District 3

### 3A – Bayou District Historic Accommodations

As the arts, entertainment and ecotourism activities continue to grow so will the demand for quality lodging in the downtown. As demand increases so does the economic viability of redeveloping the Historic Hotel at its previous location now occupied by the Gondolier Motel. This is an outstanding location near the downtown with outstanding views of Spring Bayou. Future demand will also encourage the restoration of older homes for Bed and Breakfasts near Spring Bayou providing a variety of lodging options for visitors. West Tarpon Avenue and Spring Boulevard would be enhanced with streetscape treatments to accent B&B café activities.

### 3B – Spring Bayou/Craig Park

Spring Bayou is the origin of Tarpon Springs and today still provides a connection to the rich history of the City. Possible improvements for Spring Bayou include upgrading the landscape and walkways and reintroducing the covered pavilion where the traditional Celebration of the Epiphany ceremony is held.

Located within walking distance of the hotel and bed and breakfast district Craig Park and the Heritage Center offer additional amenities for tourists and the residents of Tarpon Springs. These facilities already provide a wonderful venue for art shows and active recreation, including possibilities for a childrens' art center, outdoor period or costume festivals, and other community activities. Future opportunities in the northern portion of the park include the Spring Bayou Outpost, offering additional access to the waterways with canoe and kayak rentals.

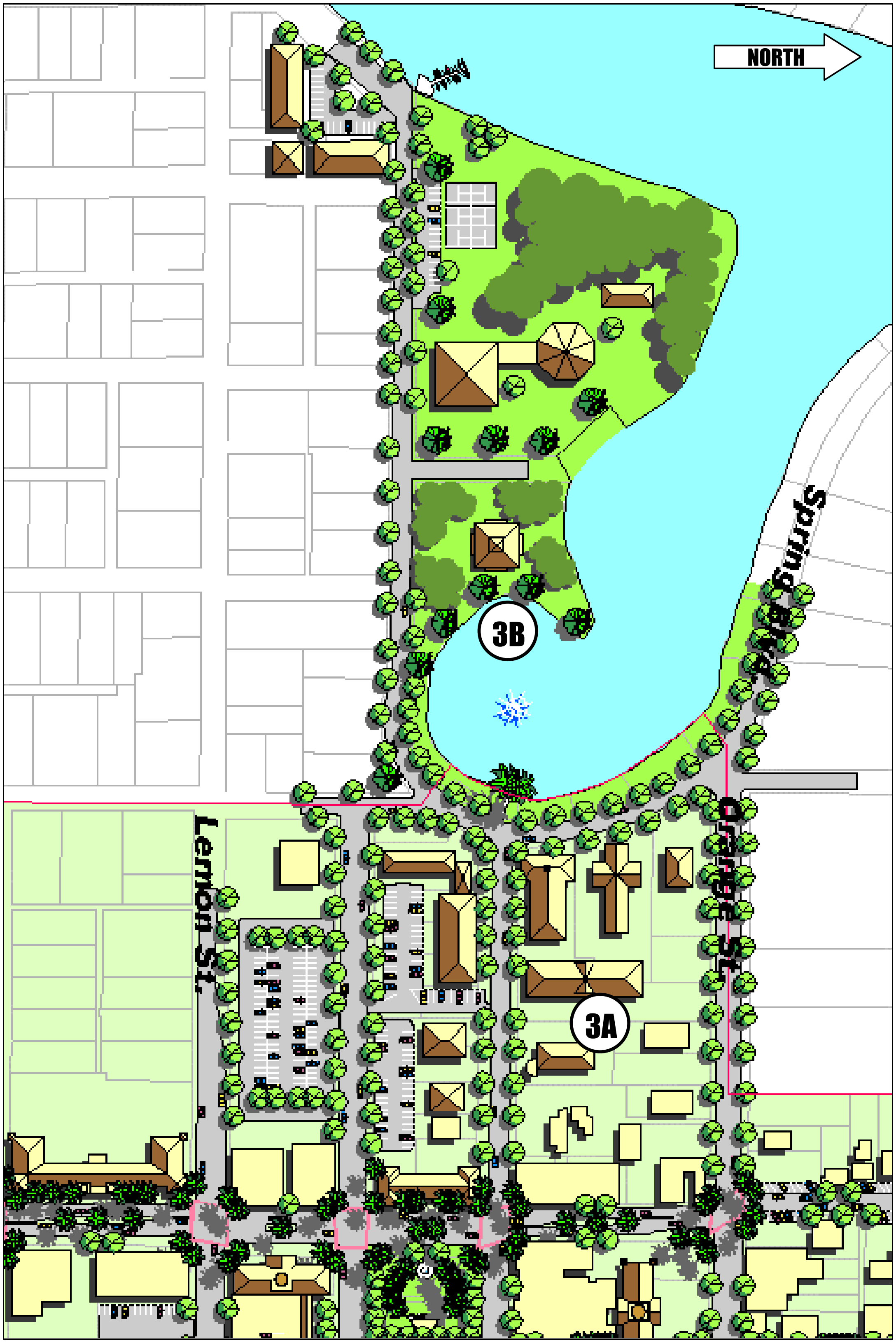



**Figure 33 – Spring Bayou Blow-up**

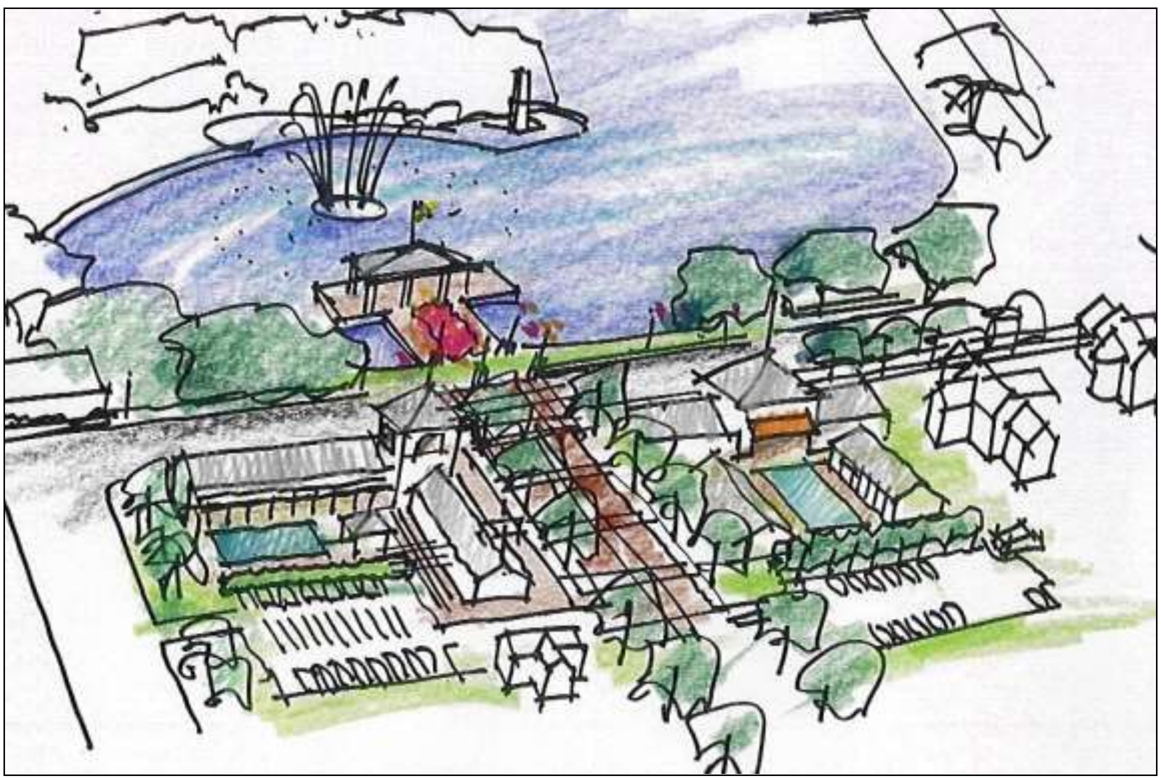


**Figure 34 – Bayou District Historic Accommodations**

## Tarpon Avenue – District 4

### 4A – The Historic downtown

The Tarpon Springs historic downtown could be visually and spatially one of the finest in the region. Clearly this asset needs to be stabilized economically, preserved and enhanced visually in order to maintain it as the thematic heart and soul of the City. The historic character of this part of the City should forever set the tone of quality for the City's future growth and development. The City must continue to encourage the remarkable strides made in private investment such as the Zone, Oxford House and Martinis over the past few years and maintain the character of this place.

From a land use standpoint, the redevelopment strategy for this area should be to encourage the in-fill of vacant buildings and sites with new retail commercial, entertainment, nightclubs restaurants and businesses that are compatible with the historic specialty shops and antique stores that already exist in the area. The architecture of new buildings should build on existing architectural features and be built on the ROW with no setbacks, similar to the older historic buildings. An effort should be made to encourage the occupancy of second floor space with residential and office uses. This goal should be encouraged for both existing as well as new in-fill buildings.

The City, Chamber of Commerce and the Tourist Development Council should continue to promote the historic downtown as an activity center and provide assistance to the existing businesses in the areas of marketing, product venues and display, facade renovations, etc. An on-going recruitment program needs to be in place to continually bring in "specialty or boutique" retailers and restaurants into the downtown. The synergy that is developed by creating a concentration of quality, one-of-a-kind merchandisers into the area will help everyone.

### 4B – Streetscape/Traffic Calming

High-speed traffic and poor visibility have caused a dangerous situation at the intersection of Tarpon and Pinellas Avenues. The City is currently pursuing a project to address this problem by incorporating traffic calming techniques including curb extensions designed to minimize the distance between curbs thereby improving pedestrian access and visibility and slowing traffic. This concept should be implemented at the intersection of Ring Avenue in conjunction with extensive landscaping to slow westbound traffic entering the heart of the downtown while creating visual interest as well. Another opportunity for this treatment is mid-block on Tarpon Avenue near the intersection at Hibiscus Street. This will improve pedestrian access to Central Park on the south side of the road and provide an important connection to the artist’s village to the north on Hibiscus Street.

### 4C – Historic Central Park

The Action Plan recommends development of a public plaza directly west of the Meres building at the public parking lot that is the previous location of the City's Central Park. The plaza will provide a comfortable open space area and an attractive venue for special events. This project can be designed to include retail opportunities and vending space and will provide a vital pedestrian connection to down town from the proposed parking facility on Court Street and South Pinellas Avenue.

### 4D – Historic Railroad Station Museum/Tourist Center

The old train depot located in the heart of the downtown is historically significant and architecturally attractive. These factors make it an ideal facility to house a museum, tourist information center and possibly a coffee and bagel shop. The City is currently working toward this end and should be lauded for their foresight in obtaining this treasure and restoring it.

### 4E – Orange Street/Downtown Parking

Orange Street is an important link to the residential areas near town which will be enhanced as renovations to the older homes on the west end of the street are expected to continue. Streetscape improvements should include expansion of the sidewalks and plantings of large shade trees providing an attractive pedestrian connection from the new parking area to the church and downtown. Orange Street will also become more integrated to the downtown and will benefit from the proposed artist village on north Hibiscus Street. A large tract of vacant land at the northeast corner of Orange Street and Safford Avenue represents a valuable investment opportunity. At the request of downtown merchants the City is in the process of acquiring vacant property on the corner of Orange and Safford Avenue for much needed parking that will be located in close proximity of the downtown.

### 4F – Court Street Center Downtown Parking Structure

One of the primary objectives of this plan is to recommend a solution to the parking problems in the downtown. The challenge is to provide parking that is conveniently located with sufficient capacity to address future needs. Therefore, it is recommended that a parking structure be developed east of the Cultural Center between Court Street and Lemon Street. The three level parking garage would contain 600 spaces and would be designed with attractive retail space wrapping the façade of the building.

The project will effectively expand the existing urban edge of the downtown south to Lemon Street and east to Safford Avenue. Streetscape improvements constructed in conjunction with the parking garage will be the primary tool used to accomplish this task. Broad sidewalks, historic street lighting, an attractive building façade and landscaping will provide this connection to the downtown.

### 4G – 3-D Arts District

The area east of Pinellas Avenue on Lemon Street provides an excellent opportunity for establishing an arts foundry and gallery studio complex. Stimulating this activity would be the re-use of the City's vacated fire station buildings renovated into large studio spaces and living quarters for artists in the community. Artists-in-residence programs could be developed. Foundries for casting sculpture and pottery could be introduced, as well as studio space for the various other 3-dimensional oriented visual arts.

### 4H – Eastern Tarpon Avenue Gateway

This gateway entrance will welcome residents and visitors as they enter the City on Tarpon Avenue, westbound from US 19.

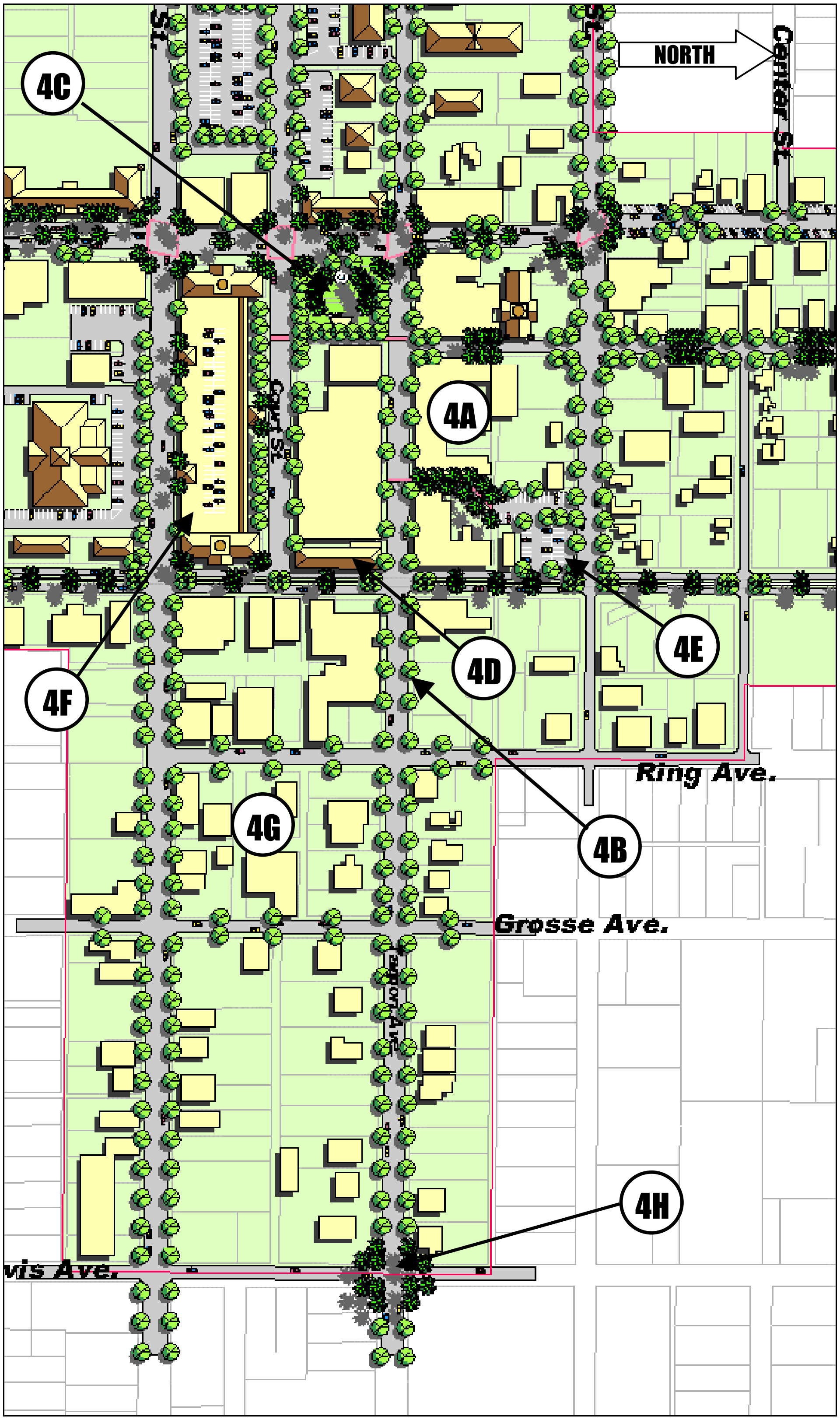



**Figure 35 – Tarpon Avenue Blow-up**

## Figure 36 – Tarpon Avenue Streetscape Typical

[Coreldraw graphic]

**Figure 37 – Safford/Tarpon Historic Train Station**

**Figure 38 – Court Street Center Downtown Parking Structure**

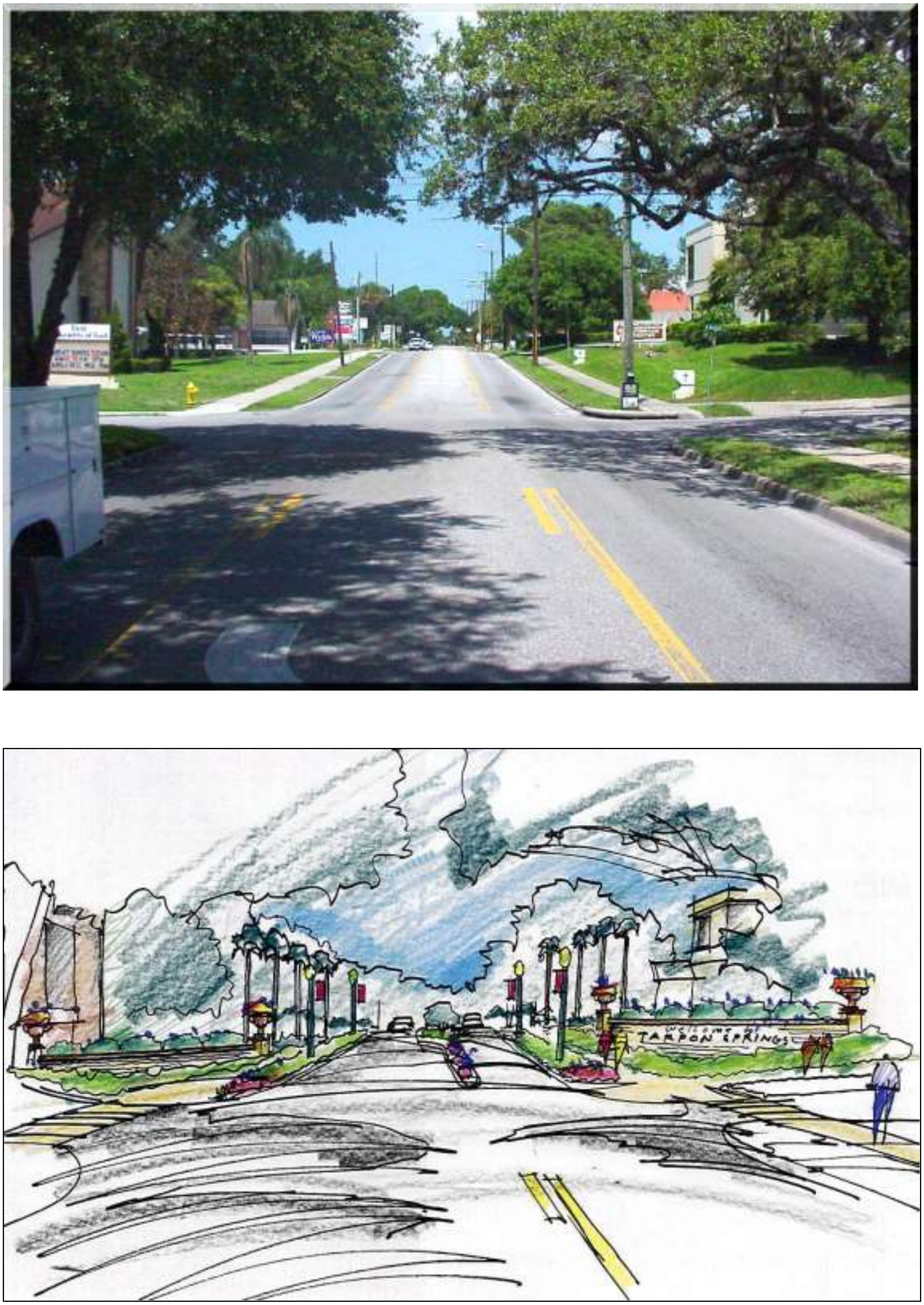



**Figure 39 – Eastern Gateway**

## South Pinellas Avenue – District 5

### 5A – South Pinellas Avenue

New development and building renovations are expected to continue south of Tarpon Avenue on Pinellas Avenue with Madison Bank, the Tarpon Arcade and Classic Car Dealership leading by example. Revitalization of this area will strengthen the physical urban form and commercial environment between Lemon Street and Martin Luther King Boulevard. Future land use south of MLK Boulevard will continue to be community commercial consistent with the proposed Walgreens project.

Public improvements on south Pinellas Avenue include streetscape improvements designed to provide connection to the downtown area through continuity of design. Shade trees lighting systems and furnishings will create a more walkable environment to enable pedestrian linkage between south Pinellas and Tarpon Avenue.

### 5B – Pinellas Trail Improvements

In future years, as activity on the Pinellas Trail increases in Tarpon Springs as a result of the proposals in this plan, the City should work with FDOT and the County to upgrade the appearance and functionality of the trail. The trail system is a great potential windfall for the City if the appearance of the trail encourages private sector investment. New multifamily housing and trail related commercial activity will strengthen the City's tax base. Streetscape improvements to the Trail as it passes through the downtown area, near the historic train station, are graphically portrayed in Figure 36 in the previous section.

### 5C – Union Academy Business District

Future development will provide a transitional use zone from the downtown into the Union Academy neighborhood. The site layout for neighborhood commercial and business storefronts should be oriented toward both the Pinellas Trail as well as the residential area. Development of this area will provide an economic stimulus for Union Academy while improving the negative perception of the Trail in this area. On the west side of Pinellas Trail, opportunities exist for medium-density, residential in-fill development in the form of townhomes.

### 5D – Southern Gateway

This gateway entrance will welcome residents and visitors as they enter the City from the South on Pinellas Avenue (Alternate US 19).

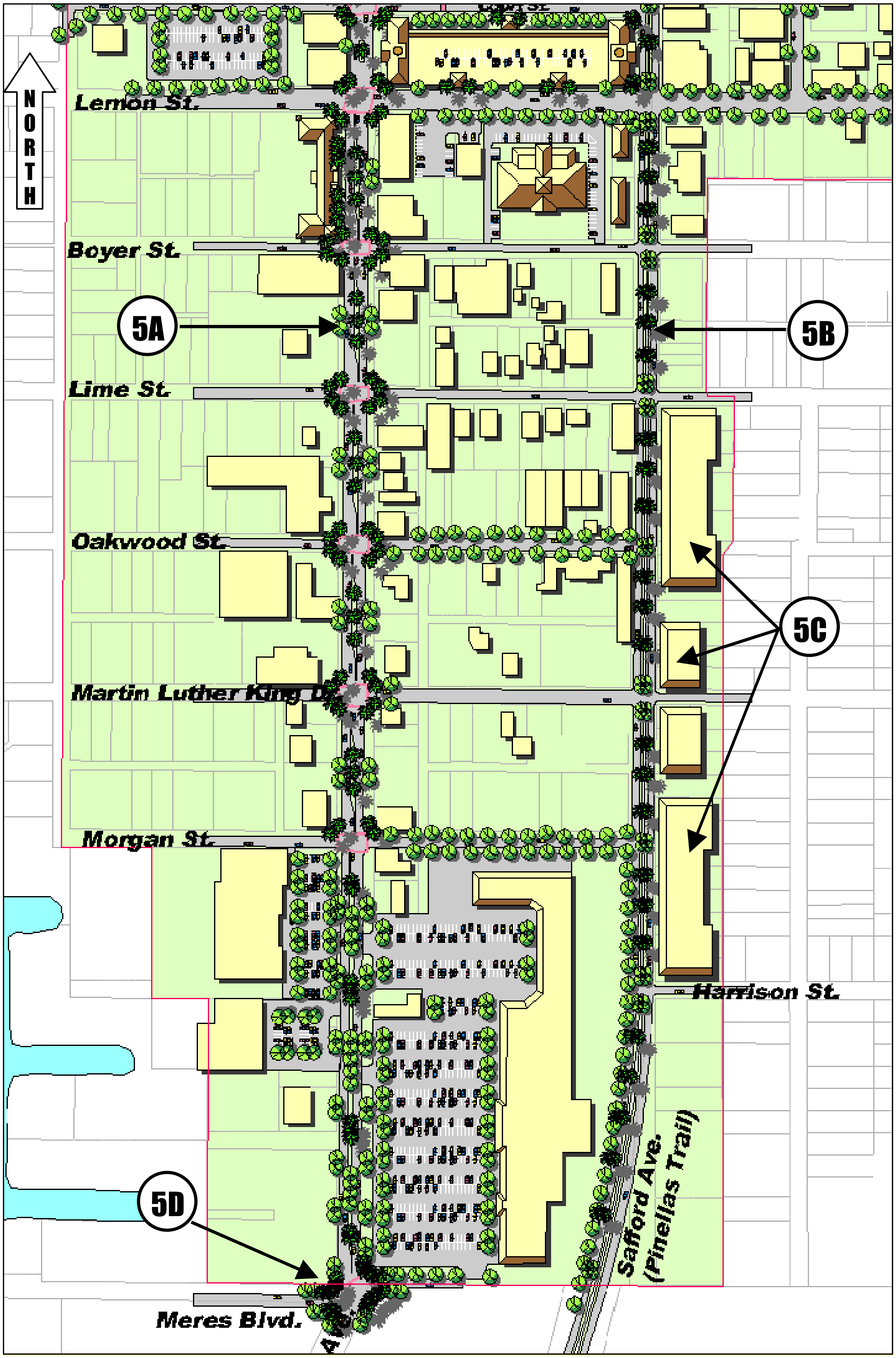



**FIGURE 40 – SOUTH PINELLAS BLOW-UP**

## Figure 41 – South Pinellas Avenue Streetscape Typical

[Coreldraw graphic]

### Figure 42 – Pinellas Trail (Safford Avenue) Streetscape Typical

[Coreldraw graphic]

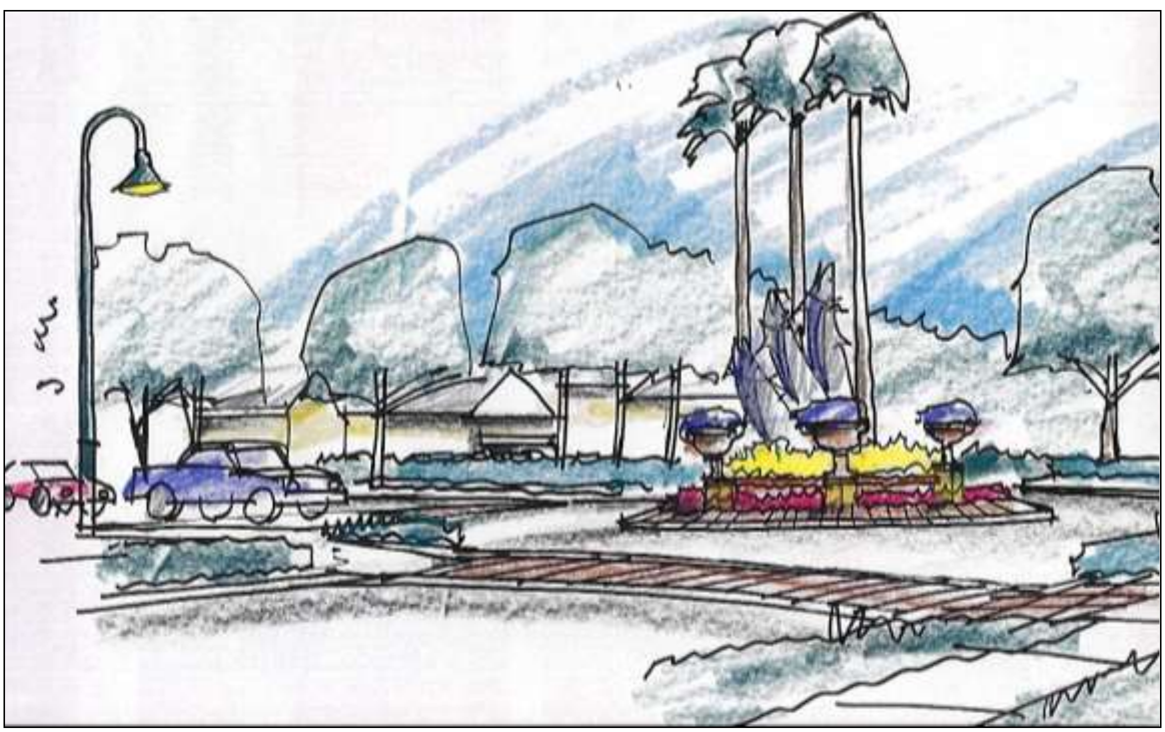


**Figure 43 – Southern Gateway**

# Part VI
# Urban Design Character and Theme

A primary objective of the Action Plan is development of an enhanced and unified identity for the downtown area. In order to upgrade the downtown area image, the City should establish consistency in public space and public right-of-way development while strengthening the identity of the various districts that will be established as a result of this plan. Gateways and streetscapes are often used to establish an iconoclastic theme for street furnishings and directional signage that can vary for the different areas of town, causing focus on the unique aspects of the various districts, such as entertainment, historic, arts, Sponge Docks, etc. Themes can then be built upon and used for promotional brochures and directional information for pedestrians, bicyclists, and patrons of the trolley system.

## Gateways

As shown in the previous Urban Design Framework Plan section, it is recommended that a system of gateways be constructed for each entrance to this historic city. Gateways create a sense of arrival for residents and visitors that will set the area apart and distinguish Tarpon Springs from surrounding areas. Projects involving city signage, monumentation, and landscaping are graphically portrayed in their district locations in the Framework Plan

## Streetscape Improvements

The City needs to implement an overall streetscape improvement program along the primary and secondary roadways. Streetscapes on these roadways are designed to soften the appearance of older physically declining commercial areas and provide visual continuity for the most visible transportation routes in the City. Effective design of the streetscape system will dramatically improve the aesthetics of the community and establish a more attractive investment image to the private sector. Ultimately the private sector, through investments in redevelopment and renovation, will have the greatest impact on the physical appearance of these roadways. The development of an enhanced pedestrian environment is one of the primary objectives of a streetscape plan. Whenever possible, an increase in the overall available pedestrian space, such as sidewalks, public plazas and open space, will be used to facilitate this goal. Following are brief descriptions of the proposed streetscape elements.

### Banners and Signage

Another primary objective of the Action Plan is development of an enhanced and unified identity for the downtown area. One of the key design elements that should be utilized to achieve this objective is the implementation of a banner and signage program throughout the area. The program should include:

- Downtown banners
- Seasonal/special event banners

## Figure 44 – Banners and Signage Sketches

[Coreldraw graphic]

## Figure 45 – Street Furnishings Sketches

[Coreldraw graphic]

- Downtown entry welcome signage
- Public parking signage
- Enhanced street name signage
- New regulatory and directional signage

Colorful downtown entry and welcome signs should be placed at the entrances to the downtown to help define the downtown area and welcome visitors and direct them to public parking areas. On the way to parking areas, visitors will encounter directional signage and parking area identification signs in the same colorful, historic style as the entry/welcome signs. Existing street name signs located within the area could be replaced with signs that display a logo next to the street name and have a different color for each sub-area or district.

### Street Furnishings

The street furnishings program will include a variety of elements, including decorative urn planters, benches, tree grates, bicycle racks, trash receptacles, bollards with integral lighting for illuminating intensive pedestrian activity areas, and street lighting at both pedestrian scale (14-18 feet high) and roadway scale (25-35 feet high).

### Tree Planting Program

The City should seek funding for a systematic tree planting program for every street in the study area. In many instances trees will be planted in conjunction with development projects, therefore this program is targeted for areas that do not have an existing tree canopy and are not programmed for streetscape improvements or other projects. Logical funding sources for such a program include Keep America Beautiful and Small Business Administration Tree Planting Grants.

### Trolley System

As recommended by Tindale-Oliver in the transportation analysis section of this report, a trolley system should be an integral component of the Downtown Development Action Plan. A trolley system would alleviate tourist related traffic congestion and parking problems and also provide a convenient way to connect new activity centers proposed in this plan. Trolley stops will be designed to establish another connection to the City's heritage by replicating the architectural features of the Train Depot located at the corner of Pinellas and Tarpon Avenues.

## Figure 46 – Trolley Sketches

[Coreldraw graphic]

# Part VII
# Implementation Strategies

The most important aspect of this action plan is the implementation section. This section sets forth a process to realize the planning and design objectives that have been developed for the City. Implementation of this Plan will require the coordinated efforts of the City, local business organizations, property owners and residents. These efforts will be coupled with the employment of various organizational, legal, funding and promotional techniques to successfully implement the Plan.

## Administration and Organizational Structure

### Leadership

While leadership is a highly intangible quality, it is the single most important factor for successful implementation of the Plan for downtown Tarpon Springs. This leadership must come from both the public and private-sectors. Some projects will require considerably more leadership, effort and collaboration because of their difficulty and/or importance to the overall revitalization program. Participation in a particular project will depend upon necessary powers and resources, which must be brought to bear on the project for its successful implementation.

### Organizational Structure

To have a good strong redevelopment program, you must first establish lines of communication between all sectors and facets of the community. The planning process has started to establish relationships between key players in this effort, but does not fully develop their roles. Other organizations, such as the Chamber of Commerce, St. Nicholas Church, and other civic leaders must develop the organizational framework and institutional relationships to facilitate effective redevelopment activities in cooperation with the City. The City Commission must support the program's activities and provide a well-devised framework to carry out the redevelopment plan. Conflicting agendas between organizations will not assist in the redevelopment process to positively effect change in Tarpon Springs. The key is communication and working together.

### City Commission and Staff

The City Commission and staff are the leaders of the redevelopment program and must assume this role with vitality and enthusiasm. They should concentrate on the following actions throughout the redevelopment process, but especially during the course of the first year.

- Provide commitment of public policy and resources for the redevelopment effort.

- Buy into the redevelopment mission and insure implementation of scheduled projects
- Provide necessary staffing and support from other City Departments for administrative purposes and program implementation.
- Commit to making the necessary public improvements to the pedestrian and vehicular circulation systems, lake and regional trail systems, utility systems and parks and recreation facilities.
- Provide leadership and support for administrating public development controls and incentives to promote high-quality private development; this will include zoning requirements and incentives, corridor plans, site and architectural design guidelines, provision of additional public facilities and coordinated capital improvement programs.
- Work cooperatively with other jurisdictions, including, but not limited to the State, Pinellas County, MPO, FDOT, SWFWMD, Regional Planning Council, Tourist Development Council and others.

### Civic Leaders

Civic leaders must also be ambassadors of the redevelopment program. Their support and active involvement in the effort is essential for success. They should:

- Embrace the Redevelopment Plan and be educated about the program
- Be involved in the implementation of the plan and involve the community through outreach

### Private-sector

- Essential private-sector leadership must come from local banks and real estate development entrepreneurs within the community.
- The leadership role of local banks will involve providing financing for private developments and establishing a consortium to provide a revolving loan pool at below market interest rate for certain downtown improvements.
- Private real estate and development leadership must provide necessary entrepreneurial vision and initiative that will create profitable enterprises and an attractive redevelopment of downtown.

## Planning Actions

It will be the city's planning staff who will be charged with the execution of the plan. The planning staff will need to be the liaison between the City Council. They will need to coordinate and manage the actions called for in the plan including:

- Prepare grants feasibility study for public projects, including roads, utilities, streetscapes, parks, law enforcement, human resources, etc.

- Seek cooperative relationship with FDOT for access management, parking and streetscaping proposals.
- Research bond feasibility for financing major public facilities.
- Work with area financial institutions to develop favorable loan programs for private-sector property rehabilitation projects.
- Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.
- Develop strategies to create new housing opportunities in the redevelopment area.
- Form basic public/private development agreements to be used for developer solicitation on selected projects
- Further detail the implementation strategies contained in the Redevelopment Plan including project scheduling, finance, developer solicitation practices, land acquisition and disposition strategies, etc.

## Establish A Community Redevelopment Agency

Based upon the results of this study, the City of Tarpon Springs should establish a Community Redevelopment Agency and prepare a redevelopment plan in accordance with the provisions of the Community Redevelopment Act. These actions present the best opportunity to accomplish many long-range goals that will benefit the community. The redevelopment plan can provide focus and oversight of the land development process while improving the appearance and marketability of the area. It can provide a strategy for funding capital improvements and economic incentives that will attract private sector investment and ensure that infrastructure is in place to support future growth and development.

## Conduct a Finding of Necessity Study

To create a redevelopment agency, the City must conduct a finding of necessity study. The finding of necessity study must meet the requirements of Florida Statutes, Section 163.355

## Revise the Downtown Development Action Plan to Serve as the Community Redevelopment Plan

The Community Redevelopment Agency is responsible for assisting in the preparation of the Redevelopment Plan. Section 163.362 F.S. contains a detailed description of the required contents of this Plan. The Plan is intended to address the needs identified in this study, define community redevelopment goals and objectives, set forth specific Agency policies and actions, and finally, identify all publicly funded capital improvements, their costs and funding sources. This Action Plan contains many of the elements required by statute to be in a Community Redevelopment Plan, therefore it should be revised and adopted to streamline the process and take advantage of the tools made available through the statutes. The city should incorporate an extensive community involvement program in this process to develop consensus and support.

## Establish a Redevelopment Trust Fund

Redevelopment program funding and accounting is administered through a Redevelopment Trust Fund, which is created by ordinance of the governing authority. Subsequent to adoption of the Redevelopment Plan, the Trust Fund is established and, according to statute, provides for the collection of tax increment revenues to finance capital improvements identified in the Plan. Upon adoption, the ordinance freezes the tax base and thereby establishes the base valuation of the property located within the boundaries of the redevelopment district. Thereafter, all taxes assessed by qualified taxing authorities on future increases in the value of properties contained in the district are diverted to the Redevelopment Trust Fund. All taxes assessed on the value of property determined prior to adoption of the ordinance continue to generate revenues for local taxing authorities. Community Redevelopment Agencies are not considered Special Tax Districts since they do not have the authority to levy ad valorem taxes.

## Prepare a Master Plan for Union Academy

The City is now working with Pinellas County to formulate a Master Plan for proposed improvements in the Union Academy area. The plan will result in a five-year capital improvements program to be undertaken with CDBG funding. The master plan should be closely associated with the redevelopment effort in terms of future land use and physical design. Following are additional considerations in this important project.

## Urban Design Strategies and Planning Activities

The following urban design strategies are meant to provide both design recommendations and activities to promote a quality urban environment and implement the plan.

- Achieve a mix of mutually supportive land uses in a compatible and functionally related arrangement in the redevelopment district to bring new business to the area.
- Residential development, both multifamily and medium to high density should be encouraged in the downtown.
- Master plan targeted public/private projects such as the Hotel Complex, downtown parking structure and Ecotourism Center, reinforcing positive aspects of existing activity and providing attractive combinations of building masses and open spaces.
- Utilize existing vacant land as an opportunity for redevelopment.
- Formulate strategies to take advantage of spin-off effects of commercial development activity.
- Create peripheral City entrance treatments with signage and a graphic theme as one approaches from all directions.
- Establish and implement performance criteria to assure high site design standards, environmental quality and other design elements that provide unity and integrity of design to the entire redevelopment area.
- Develop a Facade Improvement Program

- Update Comprehensive Plan: Future Land Use Element and Capital Improvements Element and any LDR revisions to ensure consistency between planning documents
- Make code enforcement a priority for entire City; review code, policies and procedures.
- Prepare long-term parking strategies to accommodate existing and long-range development needs:
- Encourage rear building parking
- Make parking visible, accessible and convenient.
- Add new spaces in downtown area.
- Encourage off-street parking for employees.
- Screen and buffer conflicting industrial uses close to commercial and residential areas.
- Control Billboards and other unsightly signage
- Work with Pinellas County and FDOT to control peripheral development patterns especially on US 19 and the unincorporated areas north of the Anclote River
- Create overlay zoning district for downtown to include permitted uses that are consistent with the long term economic goals and design standards contained in this Plan
- Develop an attractive directional signage program

## Private Redevelopment Strategies

The primary purpose of the redevelopment effort and this action plan is to promote economic development and revitalization by increasing the "quality of life" in the community. This concept must never get lost in the shuffle. The City and CRA will need to continue to promote economic development and redevelopment in concert with the public improvements that this plan proposes. The following are some suggested means to encourage investment in the community:

### Economic Development

The Redevelopment Agency must support the Chamber of Commerce as they strengthen local business opportunities through efforts to:

- Promote and develop small businesses
- Business recruitment and retention
- Business education and training seminars
- Additional member services
- Develop ecotourism and heritage tourism programs
- Attract key niche market retailers, both local and regional, to downtown area; then recapture local residents back to the historic downtown.

- Work with existing merchants to develop a merchandizing approach to create the specialty market niche. Strive for after 5:30 p.m. nightlife mix.
- Work with existing retailers in joint venture marketing.
- Work to increase quality and quantity of major downtown public events: Grapes and Gavel, Greek Festivals, Automobile shows, Antique Fairs, etc. to increase frequency of "in-town" users.

### Redevelopment Incentives

The following are some suggested incentive programs to attract prospective developers to the area:

- In some areas of the CRA there are existing public parking lots and on-street parking spaces, which are intended to serve surrounding businesses. The spaces in these lots can be allocated to the adjacent building sites as they are redeveloped, thus relieving the developers of the requirement of providing parking.
- In the CRA, redevelopment does not put as many financial burdens on the taxpayers to build new infrastructure and services as new development does. For this reason, there should be a reduction in taxes, permitting fees and licenses for redevelopment projects.
- Common Citywide storm drainage treatment and collection systems will be planned for the CRA area. There are numerous grants available for collection and treatment of urban runoff. First-come redevelopers in the CRA should be exempted from constructing storm water facilities or contributing cash–in-lieu monies for storm drainage improvements.
- The CRA can create low interest loan pool monies from local banks through the Community Reinvestment Act. These loan pools can be utilized to entice redevelopment investors into the community.
- The CRA can purchase properties and assemble them for resale. The resale prices and loan payment terms can be designed to make the cost of redeveloping a site marketwise.
- The City/CRA can offer free services or planning and design fee rebates for the redevelopers whose projects are compatible with the urban plan objectives.
- The CRA and City can offer landscape packages similar to façade programs.
- The CRA and City can offer tenant location finder services for redevelopers looking for tenant leases.

## Phasing/Funding/Cost

The proposed Tarpon Springs Action Plan contains several major projects consisting of public, private, and joint public/private efforts that will take at least 20 years for completion. It is critical that the City incorporates a sound project implementation strategy when identifying priorities to accomplish the most effective results in terms of addressing the community's needs while stimulating private sector activity to obtain a favorable return on the public sector's financial investment. The following implementation strategy sets forth recommendations concerning project priorities and funding sources. To streamline the process and simplify the presentation, project priorities have been reduced to the following three categories:

**Short Term Projects** – Those that should be implemented immediately and should be completed within one to three years.

**Mid Term Projects** – Those to be completed within three to five years

**Long Term Projects** – Those projects that will likely take more than five to ten years to complete.

## Short-Term Action Plan

1-2 Year Time Horizon

| Key | Description | Cost | Source |
|---|---|---|---|
| **4B** | Tarpon Avenue: Curb extensions | $150,000 | City, SWFWMD, FDOT |
| **4E** | Orange Street: Surface Parking Lot<br>Land acquisition/design/construction | $400,000 | City |
| **2A** | North Pinellas Avenue:<br>Road Improvements/Streetscape | $4,000,000 | FDOT, CDBG, City, SWFMD, TDC, Historic Preservation Grant |
| **4B** | Tarpon Avenue Mid-Block:<br>Curb Extensions | $150,000 | FDOT, SWFMD, City |
| **4B** | Tarpon Avenue and Ring Avenue<br>Traffic calming | $150,000 - $500,000 | FDOT, City |
| **4H**<br>**1C** | Gateways: Eastern Tarpon Avenue<br>Northern Alt 19/Dodecanese | $250,000 | City, TDC |
| | Streetlights/Signage/Banners | $500,000 | City |

## Mid-Term Action Plan

3-5 Year Time Horizon

| Key | Description | Cost | Source |
|---|---|---|---|
| **5A** | South Pinellas Streetscape | $3,000,000 | FDOT, CDBG, City, SWFMD, TDC, Historic Preservation Grant |
| **4F** | Court Street Center Structured Parking | To be determined | TIF, Private Sector, UMTA Grant |
| **4C** | Historic Central Park | $1,250,000 | TIF, Retail Lease Revenues, Historic Preservation grants, FRDAP, SBA, KAB |
| **5C** | Southern Gateway | $500,000 | FDOT |
| | Façade Improvement Program | $250,000 annually | TIF, Bank Loan Pool |

## Long-Term Projects

5-10 Year Time Horizon

| Key | Description | Cost | Source |
|---|---|---|---|
| **5B** | Pinellas Trail Improvements | $2,500,000 | FDOT, State and Federal Greenway Grants<br>FCT, Pinellas County, TDC |
| **2C** | Hibiscus Walk Live/Work Artist Community | $500,000 | TIF, Cultural Grants |
| **2B** | North Pinellas Avenue<br>Mixed Use Center | To be determined | TIF, Private Sector, UMTA Grant |
| **3B** | Craig Park: Site Amenities | $75,000 | FRDAP, FBIP |
| **3A** | Spring Bayou Waterfront Improvements | $500,000 | TIF, Historic Preservation Grants |
| **3A** | West Tarpon Café and B&B District Improvements | $500,000 | TIF Historic Preservation Grants |
| **4G** | Lemon Street Foundry/3-D Arts District Improvements | $1,000,000 | TIF |

## 2001 Capital Improvements Projects

| Description | Cost | Source |
|---|---|---|
| ***Design and Construction*** | | |
| *Tarpon Avenue: Curb Extensions<br>▪ Design/permitting<br>▪ Construction | $150,000<br>$30,000<br>$120,000 | City, SWFWMD, FDOT |
| *Orange Street Surface Parking<br>▪ Land acquisition<br>▪ Design/permitting<br>▪ Construction | $400,000<br>$150,000<br>$40,000<br>$210,000 | City |
| North Pinellas Avenue<br>Streetscape Master Plan<br>▪ Detailed land use and circulation system plan<br>▪ Streetscape concept plan<br>▪ Streetscape design element specifications<br>▪ Implementation plan/cost details<br>▪ Maintenance regimen requirements<br>▪ Grant acquisition assistance | $75,000 | FDOT, CDBG, City, SWFWMD, TDC, Historic Preservation Grant |
| Phase 1 Gateway<br>▪ Design/permitting<br>▪ Construction | $225,000<br>$50,000<br>$175,000 | City |

* Currently budgeted items

**2001 Capital Improvements Projects - Continued**

| ***Planning and Administration*** | | |
|---|---|---|
| CRA Finding Study | $25,000 | City |
| Update Community Redevelopment Plan<br>▪ Revise current Redevelopment Plan and DDAP to meet requirements of Florida Statutes<br>▪ Includes extensive public involvement program with sale and marketing of the proposed plan to ensure community support among numerous groups and organizations | $40,000 | City |
| *Union Academy Plan<br>Master Plan for Physical Improvements:<br>▪ Community involvement process<br>▪ Land use recommendations<br>▪ Pedestrian flow and traffic circulation<br>▪ Parking and loading<br>▪ Landscaping and lighting design<br>Design Specifications:<br>▪ Surveying<br>▪ Construction documents<br>▪ Bids<br>▪ Construction administration | $100,000 | CDBG |
| Signage Plan<br>▪ Inventory of existing signage<br>▪ Concept development<br>▪ Community involvement<br>▪ Family of iconic signs for continuity in design<br>▪ Delivery of a variety of clear, concise, information<br>▪ Master plan for optimal location of signs<br>▪ Materials specifications<br>▪ Cost and phasing plan | $30,000 | City |

* Currently budgeted items

# Appendix A
# Sources of Funding and Finance

The following section provides an overview of funding sources available to the City of Tarpon Springs for development and redevelopment.

## Redevelopment Revenue Bonds

The provisions of F.S.163.385 allow the City, in conjunction with the Community Redevelopment Agency, to issue "revenue bonds" to finance redevelopment actions. The security for such bonds is based on projected tax increment revenues to be used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or Community Redevelopment Agency may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to provide debt service on a bond issue.

## General Revenue Bonds

For the purposes of financing redevelopment actions, the City may also issue general obligation bonds. These bonds are secured by debt-service millage on the real property within the City and must receive voter approval.

## Special Assessment Districts

The City of Tarpon Springs could also establish special assessment districts, Municipal Service Benefit Units (MSBU), for the purpose of funding various capital improvements within an area or for the construction of a particular project.

## The State Housing Initiatives Partnership (SHIP) Program

This is a block grant to local governments to allow them to implement locally designed housing programs. The SHIP Program provides funds for use under the State Apartment Incentive Loan (SAIL) Program, the Homeowner-ship Assistance Program "), the Florida Affordable Housing Guarantee Program, and the Affordable Housing Catalyst Program.

This program offers low-interest mortgage loans to profit and non-profit developers of new apartment projects that set aside a minimum of 20% of their units for households with incomes at or below 50% of applicable median income, or a minimum of 40% of their units for households with incomes at or below 60% of applicable median income. Loans are generally limited to no more than 25% of total project cost and have a maximum term of twenty-five (25) years. The Florida Housing Finance Agency (FHA) and the Florida

Department of Community Affairs administer the program. Loan recipients are selected through a competitive application process.

### The Homeownership Assistance Program (HAP)

HAP assists low-income persons in purchasing a home by providing zero-interest second mortgage loans in the amount of $1,700 to be used for down payment and closing costs associated with financing a mortgage loan under the Single Family Mortgage Revenue Bond Program. The borrower must be approved by a participating lender in order to receive a HAP loan, and have a total annual income less than 80% of the state or local median income, whichever is greater. As of 1992, the program was expanded to include construction loans to not-for-profit builders of for-sale housing and permanent second mortgage loans to low income buyers of those homes. The Florida Housing Finance Corporation (FHFC) and the Florida Department of Community Affairs administer the program.

### The Home Investment Partnership (HOME)

This is an annual formula grant to local governments. It was enacted as part of the 1990 Redevelopment Agency and National Affordable Housing Act to provide states with their first opportunity to administer federally funded homeownership and rental housing programs. These funds may be used for new construction, rehabilitation, land acquisition, site improvements, and tenant-based rental assistance. The state's HOME program is administered by the Florida Housing Finance Corporation, with priority given to projects located in communities which have not received direct HOME funding.

### Florida Recreation Development Assistance Program (FRDAP)

This annual, state recreation assistance program may be used for recreational land acquisition, park design, and construction. Active park amenities are normally afforded a higher priority than passive parks. With a $150,000 limit, projects may be phased over several years.

### FDOT Highway Beautification Grants

Annual state highway beautification program. With a $150,000 annual limit, projects may be phased over several years. Excellent source of funding for improvements on federal and state highways.

### Keep America Beautiful (KAB) Grant

Annual landscaping grant program administered through State Department of Agriculture. With a $20,000 limit, projects may be phased;  $40,000 worth of trees planted in an urban area has a substantial physical impact.

### Small Business Administration (SBA) Tree Planting Grant

Annual tree planting grant geared toward supporting nursery operations and landscaping contractors with less than 100 employees. Has a $20,000 limit. Same impact as above.

### Industrial Revenue Bonds (IRB)

Industrial revenue bonds may be used to finance industrial and some commercial projects. The primary emphasis on such projects is the creation of jobs and as a consequence speculative ventures are not normally financed by these means. The City typically issues such bonds, with repayment pledged against the revenues of the private enterprise being funded. IRBs are tax-exempt and consequently are typically three percentage points below prevailing interest rates.

### Safe Neighborhoods Act - F.S. Chapter 163.502

Neighborhood improvement districts created pursuant to the Act may request a Planning grant from the State's Safe Neighborhood Trust Fund on a 100% matching basis. The District may also authorize the levying of an ad valorem tax of up to 2 mills annually on real and personal property.

### Urban Mass Transit Administration (UMTA) Grants

UMTA grants can be used for construction of infrastructure in support of mass transit objectives. Some flexibility exists in the guidelines for this grant program, for example UMTA funds could be used to help construct a multi-story parking facility if the facility is part of a distribution plan for other means of mass transit, such as a rail system.

### Florida Community's Trust (FCT) Fund Grant

This grant program was established for environmental land acquisition. Ten percent of the grant proceeds are distributed from the Preservation 2000 program. This is an excellent funding source for land acquisition if necessary when developing the regional trail system

### South West Florida Water Management District (SWFWMD) Funds

SFWMD funding is available for assistance in stormwater improvement projects, which would be beneficial for redevelopment projects that contain areas identified as having drainage deficiencies.

### Direct Borrowing from Commercial Lenders

A Redevelopment Agency is also authorized to fund redevelopment projects and programs through direct borrowing of funds. Depending on the funding requirements of the particular project(s), the Redevelopment Agency may utilize both short-term and long-term borrowing. Although terms and conditions may have a direct bearing on use of a particular commercial lending institution, the Redevelopment Agency will generally attempt to secure the lowest available interest rate.

### Land Sales/Leases

Acquisition of property and its preparation for development are powers available to the Redevelopment Agency under statutory provisions. The resale or leasing of such land to private developers can provide another source of income within the community Redevelopment Area.

### Private Contributions

Voluntary contributions by private companies, foundations and individuals are a potential source of income to the Redevelopment Agency. Although such contributions may account for only a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

### Business and Industrial Loans

| | |
|---|---|
| Agency: | Department of Agriculture-Rural Business Cooperative Service |
| Types of projects: | Acquisition, construction, equipment |
| Dollar amount: | $35,000 - $10,000,000 |
| Match: | Not required |
| Strings/limitations: | Must be for areas with populations less than 50,000 |
| Special preparations: | Feasibility studies required |

### Community Development Financial Institutions Program

| | |
|---|---|
| Agency: | US Department of the Treasury |
| Types of projects: | Lending and investment capital for targeted high poverty, high unemployment areas |

| | |
|---|---|
| Possible projects: | Economic development, Union Academy |
| Dollar amount: | Up To $1,000,000 |
| Match: | 100% |
| Deadline: | June |
| Leveraging: | Lending institutions |
| Special preparations: | Applicant-non-profit financial intermediary |

### Community Development Corporation Support and Assistance Program

| | |
|---|---|
| Agency: | Florida Department Of Community Affairs |
| Types of projects: | Administrative support for organizations involved in economic development and neighborhood revitalization |
| Dollar amount: | Approximately $40,000 - $50,000 Annually |
| Match: | None |
| Deadline: | Spring |

### Cultural Facilities Grants

| | |
|---|---|
| Agency: | Florida Depart of State, Division of Cultural Affairs |
| Types of projects: | Construction of cultural facilities including arts, historical and science museums |
| Dollar amount: | Up To $500,000 |
| Possible projects: | Performing arts, civic centers, and museums |
| Match: | 2/1 (two local to one grant), match must be at least 50% cash, which can include land value, and irrevocable cash pledges. No state funding permitted as match |
| Strings/limitations: | Maximum request over five years: $1.5 million |
| Deadline: | Courtesy review-mid march, application deadline-mid April |
| Special preparations: | Architectural planning must be complete. Architect must be under contract to the project. Project should be cited in cultural plans |

### Florida Greenways and Trails Program

| | |
|---|---|
| Agency: | Florida Department of Environmental Protection |
| Types of projects: | Acquisition of property for linear corridors, open space connectors and trails |
| Dollar amount: | $12,000 - $5,500,000 |
| Possible projects: | Excellent source of funding for regional trail project |
| Match: | None required |
| Deadline: | June |
| Special preparations: | Willing seller |

### Florida Recreation Development Assistance Program

| | |
|---|---|
| Agency: | Florida Department of Environmental Protection |
| Types of projects: | Active recreation |
| Possible projects: | Boat launch facilities, Craig Park |

| | |
|---|---|
| Dollar amount: | $50,000 - $150,000 |
| Match: | Zero match For $50,000, 50% match for $100,000 |
| Deadline: | Late August |
| Special preparations: | Public hearings |

### TEA 21

| | |
|---|---|
| Agency: | Metropolitan Planning Organization/Florida Department of Transportation/Federal Highway Administration |
| Types of projects: | Highway beautification, historic preservations, scenic roadways, bike and pedestrian facilities, rehabilitation and operation of historic transportation studies, preservation of abandoned railway corridors, control and removal of outdoor advertising, archeological planning and research, mitigation of water pollution due to highway runoff |
| Dollar amount: | Varies |
| Possible projects: | North Pinellas Streetscape Master Plan and construction |
| Match: | 10% non-federal funds |
| Deadline: | TBA |

### John S. and James L. Knight Foundation

| | |
|---|---|
| Agency: | Foundation |
| Types of projects: | Arts and cultural, education, journalism, community initiatives |
| Dollar amount: | $20,000 - $150,000 |
| Possible projects: | Program or capital expenses for performing arts center/museums |

### Livable Communities

| | |
|---|---|
| Agency: | Federal Transit Administration |
| Types of projects: | Planning, property acquisition, purchase of buses, safety elements, site design, improvements, operational enhancements |
| Possible projects: | Transportation planning and design, trolleys |
| Dollar amount: | $300,000 - $1,000,000 |

### Low Income Housing Tax Credit

| | |
|---|---|
| Agency: | Florida Housing Finance Agency |
| Types of projects: | New construction, rehabilitation (excluding land costs) |
| Possible projects: | Union Academy |
| Dollar amount: | Tax Credit: 9% new construction, 4% with other federal subsidies |
| Deadline: | March/April |
| Strings/limitations: | Set aside 20% of units at 50% or less of median income set aside 40% of unit at 60% or less of median income |
| Leveraging: | HOPE VI, SHIP, CDBG funds |

### National Trail Funding Program

| | |
|---|---|
| Agency: | Florida Department of Environmental Protection |

| | |
|---|---|
| Types of projects: | Development/acquisition of pedestrian and bicycle trails, development of trailside facilities |
| Possible projects: | All trail related projects |
| Dollar amount: | $50,000 |
| Match: | $50,000 |
| Deadline: | December 31 |

### Sustainable Development Challenge Grants

| | |
|---|---|
| Agency: | US Environmental Protection Agency |
| Types of projects: | Brownfields, balancing growth and the environment |
| Dollar amount: | $10,000 to $250,000 |
| Deadline: | August |
| Special preparations: | Formation of stakeholders committee |

### Guaranteed Loans

Agency: US Small Business Administration

Overview: This program provides guaranteed loans to small businesses that are unable to obtain financing in the private credit market, but can show an ability to repay the loans. Participating lenders provide loan funds, and the US Small Business Administration (SBA) guarantees a portion of the loan. Guarantees can reach up to 80 percent on loans up to $150,000 and up to 75 percent on loans more than $150,000. The maximum loan amount covered is $750,000. Loan proceeds can be used for any legitimate business purpose such as construction, purchase of equipment, inventory, and working capital.

| | |
|---|---|
| Phone: | 202–205–6490 |
| Internet: | www.sba.gov |

### Certified Development Company Loans (504 Loans)

Agency: US Small Business Administration

Overview: The 504 loans provide long-term, fixed financing at reasonable rates for small businesses that need to acquire land, construct buildings, or fund construction, expansion, renovation, modernization, machinery, and equipment. Loans may have either a 10- or 20-year term. A lender provides at least 50 percent of the total required amount, up to 40 percent is provided by a US Small Business Administration (SBA)-Certified Development Company, and 10 percent is contributed by the borrower. SBA's maximum guarantee is $1 million.

| | |
|---|---|
| Possible projects: | Angle parking- North Pinellas |
| Phone: | 202–205–6490 |
| Internet: | www.sba.gov |

### Community Development Financial Institutions (CDFI) Fund

Agency: US Department of the Treasury

Overview: The CDFI fund was created to expand the availability of credit, investment capital, and financial services in distressed urban and rural communities. By stimulating the creation and expansion of diverse CDFIs and by providing incentives to traditional banks and thrifts through the Bank Enterprise Awards Program, the fund's investments work to build private markets, create healthy local economies, promote entrepreneurship, restore neighborhoods, generate local tax revenues, and empower residents. The CDFI Fund also provides small infusions of capital to institutions serving distressed communities and low-income individuals.

Phone: 202–622–0637
Internet: www.ustreas.gov

### Microloans

Agency: US Small Business Administration, US Department of the Treasury

Overview: US Small Business Administration This program increases the availability of very small loans to prospective small business borrowers. Under this program, the SBA makes funds available to nonprofit intermediaries, who in turn make loans to eligible borrowers in amounts that range from less than $100 to a maximum of $25,000. The average loan size is $10,000. Completed applications can usually be processed by the intermediary in less than 1 week.

Phone: 1–800–8ASK–SBA (1–800–827–5722) Treasury: 202–622–8042
Internet: www.sba.gov/financing/micro.html, www.irs.ustreas.gov

### Historic Preservation Fund

Agency: Heritage Preservation Services, National Park Service, US Department of the Interior

Overview: This is a Federal matching grant program that encourages private and non-Federal investment in historic preservation efforts by providing grants to States, territories, Indian tribes, and the National Trust for Historic Preservation. Funding is most often used to pay part of the costs of surveys and statewide historic preservation plans and to prepare National Register nominations, architectural plans, historic structures reports, and engineering studies. Fifty-nine fund awards have been made to States, territories, Indian tribes, and local governments and the National Trust for Historic Preservation. Activities funded include architectural, historical, and archeological surveys; nominations to the National Register of Historic Places; staff work for historic preservation commissions; design guidelines and preservation plans; public outreach materials such as publications, videos, exhibits, and brochures; training for commission members and staff; and rehabilitation or restoration of National Register-listed properties.

Phone: 202–343–9563
Internet: www.doi.gov

### Small Business Investment Companies (SBIC) Program

Agency: US Small Business Administration

Overview: SBIC helps to fill the gap between the availability of venture capital and the needs of small businesses in startup and growth situations. SBICs, licensed and regulated by the SBA, are privately owned and managed investment firms that use their own capital, plus funds borrowed at favorable rates with an SBA guarantee, to make venture investments in small businesses. Virtually all SBICs are profit-motivated businesses. They provide equity capital, long-term loans, debt-equity investments, and management assistance to qualifying small businesses. Their incentive is the chance to share in the success of the small business as it grows and prospers. Specialized SBICs, also known as 301(d) SBICs, invest in small businesses owned by entrepreneurs who are socially or economically disadvantaged, primarily members of minority groups.

Phone: 202–205–6490
Internet: www.sba.gov

### Intermediary Relending Program

Overview: The Intermediary Relending Program provides direct loans to finance business facilities and community development. Eligible intermediaries include private, nonprofit organizations, cooperatives, state or local governments, and federally recognized Indian tribes. Loan/Award amount: $35 million.

Rural Business–Cooperative Service, US Department of Agriculture
Phone: 202–720–6819
Internet: www.usda.gov
Office of Business Initiatives, US Small Business Administration
Phone: 202–205–6655
Internet: www.sba.gov/BI
Office of Business Liaison, US Department of Commerce
Phone: 202–482–1360
Internet: www.osec.doc.gov/obl

### One-Stop Capital Shops (OSCS) Program

Agency: Office of Entrepreneurial Development, US Small Business Administration

Overview: The OSCS program is an SBA initiative that brings the agency's business development and capital resources together with other Federal, State, local, and private-sector resources to provide better customer service to small businesses. OSCS deliver financial, business, and technical assistance to small, minority, and women-owned businesses as well as to individuals who would like to start a business. OSCS have access to all of the agency's programs and financial and technical assistance.

Phone: 202–205–6706
Internet: www.sba.gov/

### Service Corps of Retired Executives (SCORE)

Agency: SCORE, US Small Business Administration

Overview: SCORE is a nonprofit organization that provides small business counseling and training. SCORE members are successful, retired business men and women who volunteer their time to assist aspiring entrepreneurs and small business owners. There are SCORE chapters in every State.

Phone: 800–634–0245
Internet: www.sba.gov/SCORE or www.score.org/

### SuperNOFA

Agency: US Department of Housing and Urban Development

Overview: HUD changed its grant application process in FY 1998 and will no longer issue a separate Notice of Funding Availability (NOFA) for each grant program. Instead, the competitive grant programs are being announced in three SuperNOFAs—Housing and Community Development, Economic Development and Empowerment, and Targeted Housing and Homelessness Assistance. Each SuperNOFA provides grant applicants with a complete listing of HUD competitive funding available in a given year to address a particular issue. The process also standardizes the application and selection processes. By implementing the SuperNOFA approach, HUD hopes applicants will be better able to design comprehensive, coordinated strategies that effectively address the complex problems facing their communities. In turn, HUD will move from an organization of separate program offices with isolated programs to one HUD with one mission—empowering people to develop viable urban communities that provide a suitable living environment for all.

Phone: 800–HUD–8929 SuperNOFA Information Center
Internet: www.hud.gov

### Brownfields Economic Development Initiative (BEDI) Grants

Overview: BEDI targets Economic Development Initiative (EDI) funds to brownfields projects. BEDI grants are made to local governments for use in supporting brownfield redevelopment activities and projects financed in whole or in part with Section 108 loan guarantees. Grant/Award Amount: $25 million for FY 1998.

Possible projects: Hotel/conference/ecotourism center

### Brownfields Tax Incentive

The Brownfields Tax Incentive allows property owners and purchasers to deduct certain environmental remediation costs as a business expense rather than capitalizing them as a property improvement. This provision benefits taxpayers by reducing their present tax liability. The incentive reduces the cost of environmental remediation, thereby prompting cleanups and the redevelopment of brownfields in distressed areas. Eligible areas must be approved by the State agency responsible for brownfields redevelopment.

## Community Development Block Grant (CDBG) Program

Agency: US Department of Housing and Urban Development

Overview: CDBG provides annual formula grants to entitled metropolitan cities (50,000 or more people) and urban counties (20,000 or more people) and to States for distribution to nonentitled communities to carry out a wide range of community development activities: public facilities and improvements (streets, sidewalks, sewers, and water systems); public services for youths, seniors, or the disabled; crime reduction initiatives; homeless and housing services; and direct assistance and technical assistance to for-profit businesses (including microenterprises). Grant/Award Amount: $4.2 billion for FY 1998.

Phone: 202–708–1871 Financial Management Division, Office of Block Grant Assistance, US Department of Housing and Urban Development
Internet: www.hud.gov
Phone: 202–708–1577 Urban areas. 202–708–1322 Rural areas
Internet: www.hud.gov/cpd/cdbg.html

## Federal Historic Preservation Tax Incentives

Agency: Heritage Preservation Services, National Park Service, US Department of the Interior

Overview: Federal Historic Preservation Tax Incentives are available for buildings listed in the National Register and certain historic districts that are substantially rehabilitated for income-producing purposes according to standards set by the Secretary of the Interior. Jointly managed by the National Park Service and the Internal Revenue Service, in partnership with State Historic Preservation Offices, the program rewards private investment by providing a 20-percent tax credit for rehabilitating historic buildings. The program has been responsible for more than 27,000 historic properties being rehabilitated through private investment of more than $17 billion.

Phone: 202–343–9594
Internet: www.doi.gov

## International Trade Administration (ITA)

Agency: International Trade Administration, US Department of Commerce

Overview: ITA helps US businesses compete in the global marketplace by assisting US exporters, ensuring that US businesses have equal access to foreign markets, and enabling US businesses to compete against unfairly traded imports. ITA has four principal units. The Commercial Service offers business counseling, including market research, trade promotion, and programs to US exporters. Through its Matchmaker Program, the Commercial Service helps small and medium-size companies establish business relationships in major markets abroad via trade missions and other programs. Trade Development provides information from industry-sector specialists to US exporters, policymakers, and trade negotiators. Market Access and Compliance has country experts who provide market analysis to US business, and Import Administration safeguards the American economy from unfairly priced imports.

| | |
|---|---|
| Phone: | 800–872–8723 |
| Internet: | www.ita.doc.gov |

### Municipal Energy Management Program (MEMP)

| | |
|---|---|
| Agency: | US Department of Energy |

Overview: Improvements in municipal energy management allow communities to reallocate energy operating funds to meet other needs. The US Department of Energy's MEMP has funded more than 250 projects that demonstrate innovative energy technologies and energy management tools through the Urban Consortium Energy Task Force Grant Program. This program helps municipalities identify and capitalize on energy-savings opportunities that have already saved tens of millions of dollars. Grant/Award Amount: $1.6 million for FY 1999; $1 million designated for Urban Consortium Energy Task Force Grants.

| | |
|---|---|
| Phone: | 202–586–4814 Office of Energy Efficiency and Renewable Energy, Office of Building Technology, State and Community Programs |
| Internet: | www.doe.gov |

### Planning Program for States and Urban Areas

| | |
|---|---|
| Agency: | Planning and Development Assistance Division, US Department of Commerce |

Overview: Grants under this program assist economically distressed States, sub-State planning regions, cities, and urban counties to undertake significant new economic development planning, policymaking, and implementation efforts. Grants provide financial assistance to support significant economic development planning and implementation activities such as economic analysis, definition of program goals, determination of project opportunities, and formulation and implementation of a development program. Assistance under this program enhances economic development planning capability and continuous economic development planning processes and procedures and helps build institutional capacity. A grant award under this program is generally for a period of 12 to 18 months. Grant/Award Amount: State program: $1.4 million for FY 1998. Urban program: $2.2 million for FY 1998.

| | |
|---|---|
| Phone: | 202–482–2873 |
| Internet: | www.doc.gov |

### Rebuild America

This program helps community and regional partnerships improve the energy efficiency of commercial and multifamily buildings. Partners may include government agencies, economic development organizations, energy service companies, financial institutions, utilities, private businesses, and nonprofit organizations. The Department of Energy provides technical and financial assistance to help plan and carry out energy-efficient alterations, renovations, and building repairs. Examples of technical assistance include methods of auditing buildings, selection of energy-efficient equipment, and methodology for monitoring energy use and calculating savings. Seed money is available for programs that can significantly improve the reach and effectiveness for energy-efficient retrofits.

### Section 108 Loan Guarantee

Agency: Office of Minority Enterprise Development, US Small Business Administration

Through Section 108, HUD guarantees notes issued by units of general local government. Funds finance economic revitalization and development activities that include housing and rehabilitation of privately owned buildings for residential purposes; expanding for-profit businesses; financing and rehabilitation of low-income and public housing; acquisition, construction, or rehabilitation of neighborhood and community facilities; site improvement on community-owned land leased to a developer for a commercial or industrial development project; site development; purchase of land or buildings for economic development; and infrastructure development that includes street reconstruction and/or sewer system repairs. Grant/Award Amount: $1.26 billion for FY 1998.

Phone: 202–205–6459
Internet: www.sba.gov/

### Brownfields Cleanup and Redevelopment Initiative

Agency: US Environmental Protection Agency, Office of Solid Waste and Emergency Response

Overview: The grant program and technical assistance for addressing abandoned, idled, or underutilized commercial or industrial properties that are stigmatized by actual or perceived environmental contamination (brownfields). These grants are limited to State or local government entities for activities related to the environmental assessment of brownfields. EPA also provides technical assistance to communities and businesses working to address brownfields through a network of EPA regional brownfields coordinators located in the 10 major Federal regional centers. Grant/Award Amount: $20 million for FY 1998. $20 million proposed for FY 1999. Cooperative agreement awards of up to $200,000 each.

Phone: 202–260–4039 Outreach and Special Projects/OSWER
Internet: www.epa.gov

### Environmental Contaminants Program

Agency: Division of Environmental Contaminants, Fish and Wildlife Service, US Department of the Interior

Overview: This program conducts a wide array of activities aimed at preventing the adverse effects of environmental contaminants on trust resources, including endangered species, migratory birds, certain fish, marine mammals, and National Park Service lands. This activity occurs through reviews of and coordination on environmental documents, legislation, regulations, permits, licenses, scientific investigations, and monitoring and cleanup efforts.

Assistance is typically provided through requests for technical assistance or consultation from interested parties.

Phone: 703–358–2148
Internet: www.doi.gov

### Certified Local Government (CLG)

Agency: Heritage Preservation Services, National Park Service, US Department of the Interior

Overview: Local governments strengthen their local historic preservation efforts by achieving CLG status from the National Park Service (NPS). NPS and State governments, through their State Historic Preservation Offices (SHPOs), provide technical assistance and small matching grants to hundreds of diverse communities whose local governments are endeavoring to preserve their community's past. In turn, NPS and States acquire local government partnership in the national historic preservation program. Another incentive for participating in the CLG program is the pool of matching grant funds SHPOs set aside to fund CLG historic preservation subgrant projects.

Phone: 202–343–6005
Internet: www.doi.gov or www.nps.gov

### Local Technical Assistance Program

Agency: Planning and Development Assistance Division, US Department of Commerce

Grants awarded under this program are designed to assist in solving specific economic development problems, respond to developmental opportunities, and build and expand local organizational capacity in distressed areas. In responding to specific problems and opportunities, a local economic development organization might focus on military base and industrial plant closures, deteriorating commercial districts, and technical or market feasibility studies. Eligible applicants include public or private nonprofit national, State, area, district, or local organizations; public and private colleges and universities; Indian tribes; local governments; and State agencies.

Phone: 202–482–2873

# Appendix B
# Focus Group Work Sessions

Focus Group Work Sessions
Wednesday May 31st and Thursday June 1st, 2000
The Heritage Center

Following is a summary report outlining the information obtained during five workshops conducted over a two-day period in Tarpon Springs. The information includes an overview of the process and basic format of the meetings, the attendees, the questions asked and a brief summary of the information provided by the participants. This information is used during the inventory and analysis phase of the planning process and will be incorporated when formulating the goals and objectives of the Downtown Development Action Plan.

Attendees were asked to respond to a series of questions designed to generate discussion concerning existing conditions and desirable future development opportunities and public investments in the downtown area. Questions were designed to extract different information from the groups depending on their areas of interest and expertise.

## Work Session #1 - Business Representatives

Wednesday May 31st, 2000: 9:00am -12:00pm

Participants:

Edward Reville, Chris's Coney Island Restaurant
John Pontikos, Mullet Boat Restaurant
Tony Leisner, EDC/Chamber of Commerce
Dale Obracay Chamber of Commerce
Charlie Phillips, Chamber of Commerce
Joe LaRussa, Madison Bank
Bob McGivney, Madison Bank
Jim Cantonis, Tarpon Plaza
Jeff and Susan Moore, Zone Art Lounge
Apostolos Varnavas, Property Owner North Pinellas Avenue
George Tsitsas, Favor Are Us
George Konstantinidis, Décor Studios Gallery
Andreas Salivaras, Fournos Bakery
Costra Sagaropoulos, Mullet Boat Restaurant
Marc Antonio La Coupe Salon, Downtown Committee Chamber of Commerce
John Cruz,
Horace Yamini and Wife, A to Z Discount Beverage
Janet Jones, Oxford House Tea Room
Roger Lacey, Howard Plaza
Jessie Burke, Resident

Delores Moore, Art Gallery
John Cruz Public Services Director, City of Tarpon Springs
Walter Fufidio, Planning and Zoning Director, City of Tarpon Springs
Charlie Attardo, Business Services Manager, City of Tarpon Springs
Russell Moore, RMPK
Kurt Easton, RMPK

After introductions and a project overview, participants engaged in a discussion about their views and concerns for the future of downtown Tarpon Springs as they relate to business. They were first asked about the assets of Tarpon Springs and then the liabilities, considering issues such as economics, market demographics, current conditions in the downtown, obstacles to business, traffic circulation, regulations, parking, taxes, visibility, and signage. After discussion about the assets and concerns, the participants were asked to come up with strategies or solutions for their concerns. Following is a summary of the comments from the work session.

## Assets

### Cultural and General

Renowned artists with galleries and antique stores as destinations
Performing arts
80 seat theater for the performing arts
Formation of an Arts Corridor
Public Library
Unique culture
Greek culture at docks
The renowned public perception of Tarpon Springs
Tourist industry
Sense of history
Ethnic diversity
There is a sense of community
World famous golfer Gene Sarazen was golf pro at the Tarpon Springs golf course
A real downtown already exists so it does not need to be fabricated

### Physical

Waterfront areas on lakes, bayous and the gulf
Location on water close to major cities
Older buildings and development patterns in the town are a foundation that many other cities don't have
Brick Streets
Property available for development
Vacant land north of the Anclote River

### Businesses and Community Facilities
Spring Bayou Park with open area for festivals
Classic Cars Business is a major attraction
St. Petersburg Junior College Art Museum and Fine Arts Educational Facility
Emerging entertainment district with the Zone, Martini Bar, The Oxford House, etc.
Wide diversity of restaurants
Religious community
St. Michael's Shrine
The physical impact of the churches

### Recreational and Natural
Recreational amenities such as Howard Park are a fantastic draw
Manatees
Fresh water fishing on Lake Tarpon and salt water fishing in the gulf and bayous
Pinellas Trail

## Concerns

### Parking and Traffic
Roads are not pedestrian friendly
Insufficient parking
Poor street signs and informational signs
Traffic congestion on Alt 19
FDOT needs to repave Alt 19
Need better identification on US 19
City does not have control of State roads
Through traffic on Alt 19
Intersection of Safford and Tarpon Avenue is extremely dangerous
Concern about safety and visibility for new parking at Orange and Safford
Tarpon Avenue is limited as a hurricane evacuation route

### Appearance
Poor signage conditions, clutter and condition of older signs, insufficient directional signage
Poorly maintained vacant properties
Deteriorating Businesses
Historic buildings are in poor condition
Lack of care for buildings
No sense of arrival for the historic district
North Pinellas corridor is a liability to the community

### City Services
Reactive code enforcement that is not evenly and fairly applied
Uneven enforcement of laws

Code Enforcement is lacking
Municipal Services

### Attitudes

Limited thinking, very parochial
Adverse reaction to change, won't go beyond comfort zone
Narrow mindedness of some property owners, businesses, and residents
Lack of pride and ownership
Lack of partnership between different business sectors

### Development

High cost of development and redevelopment are a deterrent to private sector investment
Land development and building codes inhibit investment in commercial property
Requirements for sealed engineering and licensed contractors for minor repairs is cost prohibitive
Impact Fees are high
The widely held perception that Tarpon Springs is a difficult place to develop property
New construction is constrained because of new standards for development, such as storm-water, ingress-egress, and setbacks

## Solutions

### Parking and Traffic

At a minimum, get FDOT to repave North Pinellas Ave
Provide better identification on US 19

### Appearance

Tie the downtown and docks together while maintaining separate identities
Create an artist live/work village
Reinvest in buildings
Provide better directional signage to the historic areas
Remove poor signage – need good quality signage
Directional signage
Must follow through on plans, i.e. finish lamps downtown
Establish gateways to the historic district

### City Services

Need to become business friendly
Review codes and revise those that inhibit private sector investment
Provide inspections of all facilities in fair manner
Provide consistency with codes

Streamline approval process

### Development

Plan property located north of the river in the unincorporated area of the county
Maintain good relationship with County planning
City should continue review of County future land use decisions
Possible annexation
Compatible land development regulations
Develop strategies to save buildings and encourage reinvestments

## Work Session #2 - Resident Representatives

Wednesday, May 31st, 2000, 2:00pm -5:00pm

Participants:

Fanitsa Meehan
Jessie Burke
Audrey Merriex
Eddie L. Cole, Sr.
Walter Fufidio, Planning and Zoning Director, City of Tarpon Springs
Charlie Attardo Business Services Manager, City of Tarpon Springs
Tony Leisner, EDC/Chamber of Commerce
Kurt Easton, RMPK Group
Russell Moore, RMPK Group

This focus group commenced with a brief discussion of the area's Greek and Cracker culture and history. Many interesting historical points were raised, such as the fact that Al Capone wintered at Point Alexis and that the Chicago mobs had large presence in the City. Tarpon Springs has even been referred to as "Little Chicago." Incorporated in 1887, Tarpon Springs has thrived in a culture of independence and self-reliance. At times the varying cultural influences have been at odds with each other and have bred resentment. Post reconstruction political system. After the discussion about the history of their City, the residents spoke up about the assets of the City, their concerns for its future, and offered some possible solutions.

### Assets

Open government has helped sense of community and family
Tarpon Hospital
Sponge exchange
Public drunkenness and violence have decreased
Boys and Girls Club
Schools

Tarpon Elementary
Tarpon Springs Fundamental?
Middle school
High school out west

## Concerns

Don't destroy commercial fishing
Commercial fish industry needs to know they are welcome in Tarpon Springs
Needs to be a working waterfront
Saroukidis Boat Building
Eco-cultural tourism
Still demand for sponges—resource is still there but finding labor is a problem
Sponges came here for processing from other areas of state
Future land use decisions concerning John's Pass Retail vs. Marine related industry on north side of Anclote River.
Antiques have remained and grown while other industry has moved way.
Perceived increase in vagrancy
Downtown is not geared toward younger people
Need to have ice cream stores
Need something for children
Businesses that have left used to sponsor youth sports programs
Summer enrichment program used to provide a safe environment but it was discontinued
Sports complex made on east side of US 19, does not support downtown
Nothing for high school kids
No access into Black area off of Safford in the south end of town
Need vocational training
Need entrepreneurial opportunities
Need space for new businesses
Physical development problems in vicinity of Safford: flood plain, access, parking, grading
Very concerned about safety of water supply
Superfund site? (Is there one in TS?)
DEP constraint on waterfront development
No submerged land leases north of Anclote River
Silting – need for dredge and fill

## Solutions

Enhance and maintain Greek Image of Tarpon Springs
Support Greek Cultural activities
School of Classical Greek drama
Should consider developing Greek Architectural theme
Architectural treatments featuring white plaster and domes
Mediterranean Architecture
Consider both period and cultural design elements in architectural guidelines

## Work Session #3 - Government Agencies

Thursday June 1st, 2000, 9:00am -12:00pm

Participants:

Kevin Bowman, Tarpon Springs Fire Department
Jane Kniffen, Tarpon Springs Human Resources
Randy Dault, Tarpon Springs Purchasing
Joseph DiPasqua, Tarpon Springs Development Services
Alex Souchuk, Observer—Conn
Jeff Sawyer, Parsons Brinckerhoff Quality Designs
Tony Leisner, EDC/Chamber of Commerce
Bob Szatynski, Parsons Brinkerhoff Quality Designs
Tom Levin, Elastics Design
Walter Fufidio, Planning and Zoning Director, City of Tarpon Springs
Charlie Attardo Business Services Manager, City of Tarpon Springs
Brian Cartland, Pinellas County ED
David Olson, FDOT, District #7, Access Management
Ray Alkhatib, FDOT, District #7, Access Management
Theodosios G. Frantzis, Property Owner
Dwayne Kile, FDOT Design
John Cruz, Public Services Dept
Judy Staley, Information/Research, City of Tarpon Springs
Russell G. Moore, RMPK Group
Kurt Easton, RMPK Group

Following introductions and a brief overview, the participants of this work session were asked to provide an overview of their government jurisdiction and to describe any projects or programs that may have an impact on the future of the City and more specifically the downtown development area. Questions were directed toward specific projects and programs that are planned or available to the community and will have a bearing on Tarpon Springs' future. Are funding sources available through these organizations that can provide for the implementation of the development plan? Questions involved issues related to the organizations represented, i.e. proposed capital improvements, utilities capacity and service, planned transportation improvements, growth management, land use controls, storm water management, police and fire protection, incentives for commercial renovations, proposed parks and open space, current plans for government buildings such as the library and police station.

### Parsons Brinkerhoff

Ongoing services contract
Tarpon Avenue – Currently designing kick-outs at intersection with Safford
Various pedestrian issues
Would be nice to get all permitting together
Need LOS for these roads for through traffic

ASHTO design standards are used for design criteria such as

## FDOT

Chapter 1496 – 1497 are the standards for site distance and corner requirements, we review what is submitted individually and determine what is nonconforming
FDOT standards are more conservative than ASHTO although there is a variance process
FDOT's purpose is for regional transportation systems
Option for the City to take road over
If there is too much variance in design, must go to Tallahassee for approval
How do we get Pinellas on work program for resurfacing issue based on road conditions
LRTP – Long Range Transportation Plan
Squeaky wheel gets long range transportation safety funding
In order to complete a roadway transfer, new road must be in good condition
City asked about partial transfer- FDOT requires entire road, not partial
Tarpon and Alt 19 are designated as constrained corridors
Safety improvement possibility
ADA requirements will have significant impact
ADA will be accommodated in any resurfacing project
Enhancement funding is possible source to pay for improvements
Maintenance provided by local government
On-street parking – if you have it you got it – would rather get rid of it
FDOT will agree to work with us
If he cannot provide assurances he will put us in contact with those who can

## Tarpon Springs Fire Department

NFPA 101 guidelines for new construction
Water supply is good
EMS – new businesses would not strain fire/EMS capabilities
Station #69 325 East Lemon Street to be vacated in 8 months
Combination police and fire station
Public Works wants to take over old facilities
Some apartments in upstairs of downtown area are at risk for fires
Downtown Achilles Heel – power lines obstruct ladders
Several layers of roofs on older structures
Have preplanned tactics for providing fire/EMS in downtown area if they renovate

## Building Department

Second floors just underutilized, not due to limitation of the codes, problem is not code, but who implements it.
North Pinellas has problems with overhead lines
Sidewalks on Meres Blvd
FDOT: Meres and Pinellas intersection improvements: right turn lane, sidewalks, signal
Cultural Center renovations
Parking lot on Orange and Safford
Public Works renovations next year: Sidewalk on Safford, Tarpon to Orange and on Orange from Banana To Safford and south side of Tarpon between Pine and Ring

Trees on Tarpon from Safford to Pine
Arborist on staff (tree protection ordinance)
Strengthening ordinances against trimming by FPL

### Development Services Department

Increase in building renovations and new buildings in past five years
Docks have experiences new investment
Flood plain is an issue on docks, could also be problem on south Pinellas
Classic Cars has flood proof gravel floor
If property improvements are at value of more than 50%, must bring to compliance
DCA has funds available for flood proofing
CDBG funds may be available for floodproofing
Festival banner program: banners have been designed – along Tarpon from hwy to Pinellas

### Public Works

No plans now
Waterline replacement on Lemon from Pinellas west
Settlement problems on MLK sinkhole, future development will need geo tech borings, etc
Excavated sidewalk, building collapsed

## Work Session #4 – Government Leaders

Thursday, June 1st, 2000, 2:00pm -5:00pm

Participants:

Beverley Billiris, Commissioner
Jessie L. Burke
Denis Chaisson
Diana Vericella, GFWC
Frank Vericella
Kathy Monahan, Director of Cultural Affairs
Ellen Posivach, City Manager
Frank DeDonato, Mayor
Cindy Domino, City Commissioner
Fanitsa Meehan
Walter Fufidio, Planning and Zoning Director, City of Tarpon Springs
Kurt Easton, RMPK
Russell G. Moore, RMPK

The participants of this work session were provided a more detailed overview of the planning process and presented some of the information obtained during the previous work sessions. They were then asked to provide their insight and expectations of the urban design plan. Questions involved political and governmental ramifications: What are the expectations for this program? What are the issues and concerns expressed by their constituents? Are there any hot topics? Where does the development effort fit in the agenda for the City's future? What are the strengths and weaknesses of the City? How do you see the City ten and twenty years from now? What are your concerns? Following is a brief summary of the issues discussed during this session.

## Assets

Summer traffic from Europe - Great Britain, Germany
Hats off to Planning Department
Parks and Recreational facilities
Strong community service organizations, Rotary, etc.

## Concerns

Business owners frustrated with the City
Don't take enough advantage of waterfront area
Transporting visitors from one part of town to another
Parking issue
Pedestrian safety at intersection of Live Oak and Pinellas
Push for Bed & Breakfast for European tourists
Concerned about water problem
Tarpon residents don't support the downtown
Retail mix is not for residents
Parking a real problem
No rules mentality - Feel some property owners don't have to comply
Want reinvestment in property
Confusion as to County's obligations vs. City's obligations - residents are frustrated and do not understand
Women's Club needs place for meeting
Streets are dirty
No Gateways, no sense of entrance
Underutilized waterways - Rivers, bayous, docks

## Solutions

Need to look at codes and ordinances
Need process for renovation and revitalization
Need flexibility
Costs associate with complete renovation
Practical application of codes
Should be year round tourist destination
Need to involve community
Initiatives for existing older buildings
Less impact fees
Façade improvements
Provide conformity on Pinellas
Make Alt 19 and Tarpon pedestrian friendly
Put overhead utility lines underground
FPL pole removal

More activities for residents
Need directional signage to downtown
Trail needs improvement - Tarpon Avenue, south end of trail
Want a beautiful and attractive city
Want customer service from staff
Tourist focus: working with County to develop tourism
Strategies for tourist retention
Need to develop marketing concept
Capitalize on historic aspects- Sponge Docks
PBS documentary on historic downtown
Arts and antique district
Lemon street area
Just Jags
Consider adaptive reuse for vacating fire station
Beautifying community, keeping it clean
Doubled code enforcement
Improvements to 19
Need connection on roadways
Bring groups together
Traffic flow – improve and promote alternate roads
Brick sidewalks through alleys to provide access from trails
Brick crossings – reuse old bricks
Improve directions from alternate roads
Plans for bringing more locals into town
See Magazine, Tampa, Orlando, St. Petersburg, etc.
Need to bring back soda shops, drug stores, department stores
Lepa Rattner Museum – Market art experience

### Work Session #5 – Focus Group Trailer Session

Thursday, June 1st, 2000, 7:00pm – 9:00pm

Participants:

Helen Stavrakis
Dan Vinson
Theodosios G. Frantzis
Marleen Gravitz
John K. Targrani
Vasile Fablis
Charlie Attardo,
Costa Vatikiotis
Beverly Billiris
George Billiris
Kathie Hallett

This session acted as a wrap up for the focus group work sessions. It allowed anyone who did not get to attend any of the previous ones a chance to speak, as well as allowed some previous attendees to reiterate issues that are important to them. Many insightful solutions were generated at this session, which are listed below.

### Parking and Traffic

Parking management- 2 hr parking signs
Downtown parking used to be angled
Convenient parking
Repaint parking lines
Multilevel parking garage
120 – 130 businesses at dock, up to 600 parking spaces, employees need to park in remote, less convenient spots
Make rear entrances to stores accessible
City parking lot used for buses, turning radius too small- needs to be increased
Make streets pedestrian friendly
Park and Ada are one way on light
Signalization
Address problems at Pinellas/Dodecanese/Live Oak intersections
Traffic calming
Live Oak signal
Meres Boulevard extension East
Tarpon Avenue is not a legitimate evacuation route – carry it out to US 19
A previous study suggested a roundabout at Tarpon/Ring Street
Four way stop sign at Tarpon and Safford
Seasonal solutions for parking and traffic
Pinellas Suncoast Transit
Transportation for visitors – trolley system?
Extend reclaimed water into district

### Appearance

Better signage
Put power lines underground
Improve lighting
Incentives for building rehabilitation
Opportunities for bold landscaping in medians
Palm trees vs. oaks
Oak trees preferred to palms
FPL disfigurement of trees
Theme for all corridors
Improve all entrances
Antique lamps on bayous
Issues with brick streets – should maintain brick streets

### Cultural and General

Cultural Center linkages to museum on Klosterman
(Cultural Center is already pursuing this)
Arts corridor like Dali Museum in St Pete
Mixed use buildings with residential on top
Design guidelines for historic district
National register district – special signage
Prefer use of canopy trees
Project for public spaces (get plan)
Needs to be a destination
Consistency and image
Cultural survey and cultural district
Walking tours
Creativity – provide flexibility
Protect image
Bring Greek culture back into physical development patterns
Multiple centers – lack of linkage to activity centers
Support cultural assets such as Safford House and Inness paintings
Increase effective use of town resources during the entire year
Need waterfront dining opportunities
Can't enjoy waterfront after dark
Need accomodations for bikes
Waterway use committee
Boat ramp at parking lot, hotel at this location
Dredging of bayous
North Bank annexation?
Hyde Park
Live Oak Street opportunity
Take advantage of no fee zone for transportation impact?
Need to prioritize projects

# Appendix C
# Community Design Workshop

The following is a summary report of the comments made at the Community Design Workshops help in Tarpon Springs between July 24th and July 27th, 2000.

## Session #1 – Community Input, Issues and Strategies

Monday, July 24th, 2000, 7:00pm – 9:00pm

Participants:
Charlie Attardo, City of Tarpon Springs
Sharon Birk, Spring Bayou Inn
Jim Archer, City of Tarpon Springs
George Billiris, George Billiris SMI
Frank DiDonato, City of Tarpon Springs
Debbie DiDonato
Jackie Payne, Vintage Department Store
Walter Fufidio, City of Tarpon Springs
Bill Oliver, Tindale-Oliver and Associates
Jeff Moore, The Zone
Marc Antonio, La Coupe
Judy Burkett, La Coupe
Beverly Billiris, City of Tarpon Springs

After a brief introduction, this workshop began with an overview of the issues gleaned from RMPK research and information obtained from the focus groups held in June. Also, of some of the traffic issues that are being examined by Tindale-Oliver and Associates were discussed. RMPK then presented a list of strategies to deal with the issues. The participants were then divided into groups and asked to rank the strategies in order of importance.

### Issues

#### Transportation:
Conflicts with through traffic
Conflicts with autos and pedestrians
Speeds are too high
Distance between docks and downtown is too far to walk
Roadways and sidewalks are in deteriorating condition

#### Parking:
Road widths are too small for onstreet parking
Lot sizes are too small for parking when redeveloped
Seasonal demands create huge quantity variations

Parking appears inconvenient
Employers/employees are using up convenient, onstreet spaces
Pedestrian areas discourage walking from remote parking

URBAN DESIGN:
Poor architectural design styles for new construction
Signage clutter
Lack of respect for historical context in renovation
Lack of pedestrian environment on Pinellas Avenue and Pinellas Trail
Difficult to find one's way around the City
No sense of arrival

LAND USE:
Current anchors are too far from each other
Community activity areas and buildings are too spread out, everyone is forced to drive
Many businesses are no longer appropriate for changing market
Lots are too small for redevelopment
Poor interconnectedness between uses
Incompatible land uses are intruding into area
Need open space for public events in downtown

ECONOMICS:
We are leaking tourist money due to lack of overnight stay/multi-day uses
Properties need to turn over to redevelopers
Current land uses do not meet market demands
Need for stronger consumer spending in downtown
Lack of regional/national marketing
Missing high-end weekend travelers market

## TRAFFIC REPORT, TINDALE-OLIVER:
Pinellas Avenue ADT'S – high teens to low twenties
FDOT long-range goals are to improve US 19 so through traffic will reroute there. This will calm local and tourist traffic.
Traffic solution: McMullen-Booth is underutilized
Major traffic problem: Dodecanese and Tarpon/Safford
Tarpon and Pinellas- insufficient ROW for left turn lanes

## STRATEGIES SESSION
The below strategies were introduced and the groups were asked to rank their top five in order of importance.

1. Encourage overnight/multi-day tourist visits
2. Create new activity nodes as City "anchors"

- Arts and culture district
- Museum district
- Hospitality/entertainment district
- Community shopping district
- Historic downtown district
- Sponge Docks

3. Create a system of transportation that reroutes through traffic and calms local/tourist traffic
4. Create convenient parking areas adjacent to the anchors
5. Create trolley system to route residents and tourists between anchors
6. Create public events park in central location
7. Create gateways
8. Enhance Pinellas Trail experience
9. Streetscape and beautification
10. Architectural codes for redevelopment
11. Renovation incentives for landowners
12. Develop consensus in business community
13. Develop marketing strategies and business recruitment
14. Historic housing renovations and in-fill development
15. Union Academy area revitalization
16. Prioritize and fund capital improvements

### Group #1

Five most important:

1. Create appropriate economic development area. Pinellas Ave between Tarpon and Dodecanese. If that falls into place, the rest will happen. From a geographic perspective, correct that corridor first- the results will spill eastbound Safford, etc.
2. Create activity nodes downtown, Sponge Docks, tourists, (see large sheet) How do we communicate these areas?
3. Create a system of transportation that reroutes through traffic and calms around Tarpon Avenue corridor. Need more crosswalks around Tarpon Avenue. Gateways. Make like Hyde Park in Tampa
4. Cultural/architectural. Standards in design treatments- especially from commercial standpoint. Make it like Hyde Park in Tampa. Signage and color standards
5. Streetcape improvements needed

### Group #2

Five most important:

1. Transportation issues- for safety as well as convenience- Trolley needed
2. Parking issues
3. Signage and identifiable corridor into the city - Gateway
4. Marketing and events, (Grapes an Gavel, etc. facades and design treatments part of this)
5. Get overnight stay- need more hotels we need to be a destination.

Overall Comments:
There are many viable downtown customers and we need more places for them to spend their money.

Down at docks- steady summer traffic- Europeans, kids, local Tampa, Orlando, Winter Haven, etc. We have the traffic, but are not addressing it- some businesses are closing on odd days, etc. Shops need to have evening hours to create a nightlife.

#11 is a carrot and stick- some storefronts are being allowed to keep dirty awnings etc. Lack of equality in code enforcement.

We need to clean up our act, the image we project. Beautify and market, then after people are here, have good transportation/parking.

## Session #2 – Presentation of Issues and Strategies

Tuesday, July 25th, 2000, 7:00pm – 9:00pm

Participants:
George Konstantinidis
Sharon Birk
John Marzulli
Ed Cole, Sr.
Charlie Attardo
Walter Fufidio
Marc Antonio
Edward Reville

After a brief introduction, RMPK presented an initial concept plan that echoed the strategies identified in Session 1, followed by some questions and comments from the participants.

Presentation
Coming into town- Tarpon Avenue- commercial/office
Downtown- activity node
Spring Bayou- quality hotel/lodge- riverfront
Craig Park- Environmental sector
North end- hotel location. Hospitality/entertainment/Sponge Docks.
Anclote Environmental Center- part of Pinellas Trail
Artist live/work community- north of Orange along Hibiscus
Lemon Street- Arts foundry area 3D manufacturing arts: masonry, glass etching, etc.
Parking structure/mixed use
Primary commercial corridor- Pinellas. North Pinellas is the biggest challenge. "The Avenue" a connection between docks and downtown. Phase in parking strategy and streetscape, street lighting, street trees.
Classic cars area- office use in-fill.

Community commercial- Winn-Dixie, etc
Union Academy Area- need overall plan- neighborhood commercial along Pinellas Trail.
Parking big issue- need to accommodate on side streets, anywhere we can.

### Questions/Comments

Pedestrian safety- concerned about vehicular speed- suggested rumble strips
Rumble strips- FDOT refused. Tarpon is hurricane evacuation route
Get through traffic off Alt 19
City does not want to take back Alt 19 since future repairs will be needed, as it is built on a sand bed. Let FDOT keep it so they will repair it.
Not enough signage on US19
Boardwalk along Anclote River
Palms- attractive but no shade
Live Oak not shown correctly on map. This is on purpose, in order to show the proposed changes
Bicycle trail- more about it, multifamily residential- previous study showed not feasible
Sponge Docks- come down to Cedar Street
Push residential towards heart of retail to make it more viable

## Session #3 – Presentation of Final Concept Plan

Thursday, July 27th, 2000, 7:00pm – 9:00pm

Participants:
Mitch Kolbe
Mary Mosley
Cathy Galloway
Cindy Domino
John Dallman
Jim Archer
Skip Larson
Frank DiDonato
Lein Vasa
John and Linda Hall
Charlie Attardo
Walter Fufidio
Ted G. Frantzis
Sharon Birk
George Konstantinidis
Beverly Billiris
Joe LaRussa
Debbie DiDonato
Ed Reville
Mattias Karen
Marc Antonio
Judy Burkett
Kathie Hallett

Shelly Rockleff
Noelle Passonno
Jeff Moore
Irene and John Hoffman
Joe Weinzettle
Ed Cole, Sr.
Cindy Domino
John Marzulli
Fanitsa Meehan

After an introduction, RMPK presented the Concept Plan refined from the issues and strategies session and the preliminary concept. Also presented were the graphic representations of the Plan. After the presentation, the participants were asked to separate into groups and discuss what they liked about the Plan, as well as list their concerns about the Plan.

## Presentation

Site inventory, graphic representation
Built on foundation of history, architectural heritage. Bring back aspects of prior years.
Meetings- came up with issues, address and correct issues
From issues come strategies
Concept plan represents strategies
Link the nodes to support existing
Improve appearance of corridor- more pedestrian friendly. A healthy residential component is critical to health of downtown.
Urban framework plan- site plan
Parking structures for when lots get developed
Artist live/work village
Lemon street foundry
Make easier to access, park, etc. Central Park
Orange and Safford parking
Structured parking between Court and Lemon
Expanded downtown- walkability
South Pinellas- streetscape.
Economic synergy
North Pinellas Avenue- constrained roadway- introduce diagonal parking- zoning
FDOT improvements working in Lake Worth
TIF- freezes tax base- as improvements take place- value of improvements comes onto tax roll
Pinellas county has a comprehensive signage ordinance- cannot stray too much from it
Banner program
Meres extension- concerned about existing leases wetland issues
Ecotourism center- pursuing similar project in Kismet
Cultural grants for museum
Children's arts  a possibility

Parking on Orange

## Group Exercise

### Group #1
**Likes:**
Concept is good now, with a progressive commission and city government, need to keep it alive
Hotel is great
Cultural Center
Bed and Breakfast area at Spring Bayou
Gateways
Guidelines (architectural, signage, etc.)

**Concerns:**
Greek Church property- instead of trying to buy it, City should find a way to integrate their use into the City's use
Swaying property owners along North Pinellas to give up some of their land for parking- families have owned those properties for generations
Getting the support needed for this Plan from the community

### Group #2
**Likes:**
Opportunity for growth
Pedestrian friendly – critical
Encouraging longer stays (hotel, B&B's)
Slowing traffic down
Gateway concepts
Bringing both areas together
Acquisition of grants for development and beautification

**Concerns:**
How to get the community to buy into this Plan
Perception by developers that Tarpon Springs is a difficult city to do business with the City needs to be more flexible

### Group #3
**Likes:**
Artist walk concept on Hibiscus
Slowing down Alt 19 traffic
Fill-in angle parking
Forming connections between different areas
Phasing timeline
Pinellas beautification
Gateways at key entries – Tarpon, Alt 19

The Plan provides a comprehensive checklist of items to be accomplished

**Concerns:**
Numerically, will the proposed parking increase as compared to current conditions?
Safford Avenue should not be the boundary. It must include both sides
How long will it take to break even?
Is there enough here to attract people?

### Group #4

**Likes:**
Do not like program overall, but like the concept, take the concept and turn it into a Plan –
Spread too thin, anxious to get things moving – we need progress

**Concerns**
Source of government will change. If the commission changes, will it stop?
Should have an agency for continuation in case of government changes
Critical people- review boards continue
Establish a CAC
Get community buy-in
Package has to be sold for community excitement – we need people hot!
Most communities had carte blanc – did not go to referendum from cities
Land swap
Our hands are tied
Rephrase, rewrite referendum
Community involvement
Start entrance gateway greetings
Clean street
Adopt-a-Tree program

Mayor's closing comment: We need to start changing to accommodate improvements; we need consensus, the government will change with it. Togetherness is happening and it needs to continue. It takes a community, not politicians. If we change things, we will lose our quaintness, etc. Tarpon needs to get on it and set goals. The plan is not set in stone, it can and will be changed to meet the needs of the City.

# Appendix D
# Economic Base Data

Strategic Planning Group,Inc. 19-JUN-00

Study area name: TarponSprings

Market Trend Report (Household Trend Information) (Page 1 of 7)

| Universe | 1980 Census | 1990 Census | % Chg 80-90 | 1999 (Est.) | % Chg 90-99 | 2004 (Proj.) | % Chg 99-04 |
|---|---|---|---|---|---|---|---|
| Population.... | 13188 | 17906 | 35.8 | 20108 | 12.3 | 21393 | 6.4 |
| Households.... | 5107 | 7398 | 44.9 | 8230 | 11.2 | 8831 | 7.3 |
| Families...... | 3806 | 5096 | 33.9 | 5519 | 8.3 | 5839 | 5.8 |
| Housing Units. | 6084 | 9116 | 49.8 | 10288 | 12.9 | 11051 | 7.4 |
| Grp Qrt. Pop.. | 224 | 359 | 60.3 | 341 | -5.0 | 342 | 0.3 |
| Household Size | 2.54 | 2.37 | -6.6 | 2.40 | 1.3 | 2.38 | -0.8 |

| Income | 1979 (Census) | 1989 (Census) | % Chg 79-89 | 1999 (Est.) | % Chg 89-99 | 2004 (Proj.) | % Chg 99-04 |
|---|---|---|---|---|---|---|---|
| Aggregate($MM) | 96 | 242 | 151.9 | 398 | 64.1 | 499 | 25.5 |
| Per Capita.... | 7307 | 13554 | 85.5 | 19805 | 46.1 | 23360 | 18.0 |
| Avg. Household | 18737 | 32463 | 73.3 | 48460 | 49.3 | 56513 | 16.6 |
| Median Hhold.. | 13445 | 25251 | 87.8 | 34589 | 37.0 | 37596 | 8.7 |
| Avg. Family HH | 21639 | 38693 | 78.8 | 58222 | 50.5 | 68325 | 17.4 |
| Med. Family HH | 15944 | 30800 | 93.2 | 42754 | 38.8 | 46789 | 9.4 |
| | | | | | | | |
| Avg. HH Wealth | | | | 167886 | | 184430 | 9.9 |
| Med. HH Wealth | | | | 81422 | | 89412 | 9.8 |

| Household Income | Households 1990 Census | | 1999 Estimate | | 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total.................... | 7398 | | 8230 | | 8831 | |
| Less than $5,000..... | 466 | 6.3% | 311 | 3.8% | 255 | 2.9% |
| $5,000 to $9,999..... | 732 | 9.9% | 542 | 6.6% | 549 | 6.2% |
| $10,000 to $14,999..... | 906 | 12.2% | 621 | 7.5% | 612 | 6.9% |
| $15,000 to $19,999..... | 763 | 10.3% | 834 | 10.1% | 721 | 8.2% |
| $20,000 to $24,999..... | 789 | 10.7% | 629 | 7.6% | 830 | 9.4% |
| $25,000 to $29,999..... | 714 | 9.7% | 585 | 7.1% | 491 | 5.6% |
| $30,000 to $34,999..... | 624 | 8.4% | 641 | 7.8% | 607 | 6.9% |
| $35,000 to $39,999..... | 505 | 6.8% | 537 | 6.5% | 588 | 6.7% |
| $40,000 to $44,999..... | 384 | 5.2% | 483 | 5.9% | 517 | 5.9% |
| $45,000 to $49,999..... | 314 | 4.2% | 485 | 5.9% | 431 | 4.9% |
| $50,000 to $59,999..... | 471 | 6.4% | 682 | 8.3% | 801 | 9.1% |
| $60,000 to $74,999..... | 284 | 3.8% | 737 | 9.0% | 776 | 8.8% |
| $75,000 to $99,999..... | 190 | 2.6% | 592 | 7.2% | 783 | 8.9% |
| $100,000 to $124,999..... | 159 | 2.1% | 171 | 2.1% | 348 | 3.9% |
| $125,000 to $149,999..... | 26 | 0.4% | 106 | 1.3% | 117 | 1.3% |
| $150,000 to $249,999..... | 43 | 0.6% | 203 | 2.5% | 239 | 2.7% |
| $250,000 to $499,999..... | 26 | 0.4% | 50 | 0.6% | 125 | 1.4% |
| $500,000 or More......... | 2 | 0.0% | 21 | 0.3% | 41 | 0.5% |

NOTE: When the median household wealth for an area is less than $25,000 it will be listed on this report as $24,999.

Data on income are expressed in "current" dollars for each year.
Decennial Census data reflects prior year income.
1999 estimates and 2004 projections produced by Claritas Inc.

Study area name: TarponSprings

Market Trend Report (Age Information) 

| Age | Population 1990 | | Population 1999 Est. | | Population 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total....... | 17906 | 100.0% | 20108 | 100.0% | 21393 | 100.0% |
| under 5... | 1014 | 5.7% | 1109 | 5.5% | 1139 | 5.3% |
| 5 to 9... | 1005 | 5.6% | 1162 | 5.8% | 1163 | 5.4% |
| 10 to 14... | 1019 | 5.7% | 1076 | 5.4% | 1215 | 5.7% |
| 15 to 17... | 634 | 3.5% | 655 | 3.3% | 683 | 3.2% |
| 18 to 20... | 614 | 3.4% | 528 | 2.6% | 470 | 2.2% |
| 21 to 24... | 741 | 4.1% | 780 | 3.9% | 911 | 4.3% |
| 25 to 29... | 1134 | 6.3% | 1289 | 6.4% | 1220 | 5.7% |
| 30 to 34... | 1266 | 7.1% | 1182 | 5.9% | 1382 | 6.5% |
| 35 to 39... | 1274 | 7.1% | 1300 | 6.5% | 1263 | 5.9% |
| 40 to 44... | 1179 | 6.6% | 1400 | 7.0% | 1350 | 6.3% |
| 45 to 49... | 943 | 5.3% | 1346 | 6.7% | 1456 | 6.8% |
| 50 to 54... | 844 | 4.7% | 1201 | 6.0% | 1393 | 6.5% |
| 55 to 59... | 879 | 4.9% | 1066 | 5.3% | 1265 | 5.9% |
| 60 to 64... | 1189 | 6.6% | 1157 | 5.8% | 1296 | 6.1% |
| 65 to 69... | 1323 | 7.4% | 1365 | 6.8% | 1471 | 6.9% |
| 70 to 74... | 1123 | 6.3% | 1316 | 6.5% | 1325 | 6.2% |
| 75 to 79... | 849 | 4.7% | 1011 | 5.0% | 1053 | 4.9% |
| 80 to 84... | 489 | 2.7% | 629 | 3.1% | 717 | 3.4% |
| 85 + ...... | 387 | 2.2% | 536 | 2.7% | 621 | 2.9% |
| Median..... | 41.1 | | 43.5 | | 44.6 | |

| Age | Population 1990 Male | Population 1990 Female | Population 1999 Est. Male | Population 1999 Est. Female | Population 2004 Proj. Male | Population 2004 Proj. Female |
|---|---|---|---|---|---|---|
| Total....... | 47.8% | 52.2% | 47.8% | 52.2% | 47.9% | 52.1% |
| under 5... | 2.8% | 2.9% | 2.8% | 2.7% | 2.7% | 2.6% |
| 5 to 9... | 2.9% | 2.7% | 2.9% | 2.9% | 2.8% | 2.7% |
| 10 to 14... | 2.9% | 2.7% | 2.7% | 2.7% | 2.8% | 2.9% |
| 15 to 17... | 1.7% | 1.8% | 1.6% | 1.6% | 1.6% | 1.6% |
| 18 to 20... | 1.9% | 1.6% | 1.4% | 1.2% | 1.1% | 1.1% |
| 21 to 24... | 2.0% | 2.2% | 2.1% | 1.8% | 2.3% | 2.0% |
| 25 to 29... | 3.2% | 3.2% | 3.3% | 3.1% | 3.0% | 2.7% |
| 30 to 34... | 3.5% | 3.6% | 2.8% | 3.1% | 3.3% | 3.2% |
| 35 to 39... | 3.5% | 3.6% | 3.2% | 3.3% | 2.9% | 3.0% |
| 40 to 44... | 3.2% | 3.3% | 3.5% | 3.5% | 3.1% | 3.2% |
| 45 to 49... | 2.5% | 2.8% | 3.1% | 3.6% | 3.3% | 3.5% |
| 50 to 54... | 2.3% | 2.4% | 3.0% | 3.0% | 3.0% | 3.5% |
| 55 to 59... | 2.0% | 2.9% | 2.4% | 2.9% | 2.8% | 3.1% |
| 60 to 64... | 3.1% | 3.6% | 2.6% | 3.2% | 2.6% | 3.4% |
| 65 to 69... | 3.4% | 4.0% | 3.0% | 3.8% | 3.1% | 3.8% |
| 70 to 74... | 2.8% | 3.5% | 3.0% | 3.5% | 2.8% | 3.3% |
| 75 to 79... | 2.2% | 2.6% | 2.3% | 2.7% | 2.3% | 2.7% |
| 80 to 84... | 1.1% | 1.6% | 1.3% | 1.8% | 1.4% | 1.9% |
| 85 + ...... | 0.8% | 1.4% | 1.0% | 1.7% | 1.0% | 1.9% |
| Median..... | 39.3 | 42.8 | 41.6 | 45.3 | 42.5 | 46.6 |

1999 estimates and 2004 projections produced by Claritas Inc.

Study area name: TarponSprings

Market Trend Report (Age Information) (Page 3 of 7)

| Age | Female Population 1990 | | 1999 Est. | | 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total....... | 9349 | 100.0% | 10489 | 100.0% | 11149 | 100.0% |
| under 5... | 511 | 5.5% | 541 | 5.2% | 557 | 5.0% |
| 5 to 9... | 489 | 5.2% | 582 | 5.5% | 574 | 5.1% |
| 10 to 14... | 492 | 5.3% | 541 | 5.2% | 611 | 5.5% |
| 15 to 17... | 321 | 3.4% | 325 | 3.1% | 346 | 3.1% |
| 18 to 20... | 280 | 3.0% | 249 | 2.4% | 230 | 2.1% |
| 21 to 24... | 390 | 4.2% | 366 | 3.5% | 422 | 3.8% |
| 25 to 29... | 565 | 6.0% | 622 | 5.9% | 586 | 5.3% |
| 30 to 34... | 642 | 6.9% | 616 | 5.9% | 679 | 6.1% |
| 35 to 39... | 646 | 6.9% | 654 | 6.2% | 650 | 5.8% |
| 40 to 44... | 599 | 6.4% | 706 | 6.7% | 682 | 6.1% |
| 45 to 49... | 500 | 5.3% | 722 | 6.9% | 751 | 6.7% |
| 50 to 54... | 431 | 4.6% | 600 | 5.7% | 751 | 6.7% |
| 55 to 59... | 514 | 5.5% | 593 | 5.7% | 660 | 5.9% |
| 60 to 64... | 640 | 6.8% | 644 | 6.1% | 735 | 6.6% |
| 65 to 69... | 717 | 7.7% | 757 | 7.2% | 810 | 7.3% |
| 70 to 74... | 621 | 6.6% | 710 | 6.8% | 716 | 6.4% |
| 75 to 79... | 459 | 4.9% | 551 | 5.3% | 567 | 5.1% |
| 80 to 84... | 285 | 3.0% | 367 | 3.5% | 416 | 3.7% |
| 85 + ...... | 247 | 2.6% | 343 | 3.3% | 406 | 3.6% |
| Median..... | 42.8 | | 45.3 | | 46.6 | |

| Age | Male Population 1990 | | 1999 Est. | | 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total....... | 8557 | 100.0% | 9619 | 100.0% | 10244 | 100.0% |
| under 5... | 503 | 5.9% | 568 | 5.9% | 582 | 5.7% |
| 5 to 9... | 516 | 6.0% | 580 | 6.0% | 589 | 5.7% |
| 10 to 14... | 527 | 6.2% | 535 | 5.6% | 604 | 5.9% |
| 15 to 17... | 313 | 3.7% | 330 | 3.4% | 337 | 3.3% |
| 18 to 20... | 334 | 3.9% | 279 | 2.9% | 240 | 2.3% |
| 21 to 24... | 351 | 4.1% | 414 | 4.3% | 489 | 4.8% |
| 25 to 29... | 569 | 6.6% | 667 | 6.9% | 634 | 6.2% |
| 30 to 34... | 624 | 7.3% | 566 | 5.9% | 703 | 6.9% |
| 35 to 39... | 628 | 7.3% | 646 | 6.7% | 613 | 6.0% |
| 40 to 44... | 580 | 6.8% | 694 | 7.2% | 668 | 6.5% |
| 45 to 49... | 443 | 5.2% | 624 | 6.5% | 705 | 6.9% |
| 50 to 54... | 413 | 4.8% | 601 | 6.2% | 642 | 6.3% |
| 55 to 59... | 365 | 4.3% | 473 | 4.9% | 605 | 5.9% |
| 60 to 64... | 549 | 6.4% | 513 | 5.3% | 561 | 5.5% |
| 65 to 69... | 606 | 7.1% | 608 | 6.3% | 661 | 6.5% |
| 70 to 74... | 502 | 5.9% | 606 | 6.3% | 609 | 5.9% |
| 75 to 79... | 390 | 4.6% | 460 | 4.8% | 486 | 4.7% |
| 80 to 84... | 204 | 2.4% | 262 | 2.7% | 301 | 2.9% |
| 85 + ...... | 140 | 1.6% | 193 | 2.0% | 215 | 2.1% |
| Median..... | 39.3 | | 41.6 | | 42.5 | |

1999 estimates and 2004 projections produced by Claritas Inc.

Study area name: TarponSprings

Market Trend Report (Household Age by Income Information)(Page 4 of 7)

| Household Income in 1989 | Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 |
|---|---|---|---|---|---|---|
| | 1990 Households by Age of Householder | | | | | |
| Total Households. | 7398 | 261 | 1071 | 1296 | 1002 | 481 |
| Under $5,000 | 466 | 49 | 51 | 59 | 41 | 28 |
| $5,000-$9,999 | 732 | 44 | 86 | 80 | 44 | 27 |
| $10,000-$14,999 | 906 | 58 | 133 | 111 | 57 | 69 |
| $15,000-$24,999 | 1552 | 39 | 198 | 220 | 161 | 102 |
| $25,000-$34,999 | 1338 | 20 | 268 | 242 | 154 | 85 |
| $35,000-$49,999 | 1203 | 42 | 218 | 296 | 226 | 77 |
| $50,000-$74,999 | 755 | 8 | 66 | 191 | 169 | 60 |
| $75,000-$99,999 | 190 | 1 | 20 | 48 | 66 | 12 |
| $100,000-$149,999 | 185 | 0 | 26 | 27 | 65 | 16 |
| $150,000-$249,999 | 43 | 0 | 4 | 12 | 13 | 3 |
| $250,000-$499,999 | 26 | 0 | 1 | 9 | 6 | 2 |
| $500,000 or More | 2 | 0 | 0 | 1 | 0 | 0 |
| Median Income.... | 25250 | 13232 | 27518 | 32355 | 37920 | 26705 |

| | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
|---|---|---|---|---|---|---|
| Total Households. | 674 | 792 | 742 | 542 | 321 | 216 |
| Under $5,000 | 43 | 34 | 32 | 59 | 38 | 32 |
| $5,000-$9,999 | 38 | 97 | 97 | 109 | 65 | 45 |
| $10,000-$14,999 | 101 | 96 | 98 | 90 | 55 | 38 |
| $15,000-$24,999 | 148 | 228 | 206 | 127 | 74 | 49 |
| $25,000-$34,999 | 117 | 155 | 146 | 79 | 46 | 26 |
| $35,000-$49,999 | 109 | 90 | 86 | 29 | 17 | 13 |
| $50,000-$74,999 | 73 | 73 | 58 | 31 | 18 | 8 |
| $75,000-$99,999 | 16 | 6 | 5 | 9 | 5 | 2 |
| $100,000-$149,999 | 22 | 8 | 8 | 8 | 3 | 2 |
| $150,000-$249,999 | 4 | 2 | 4 | 1 | 0 | 0 |
| $250,000-$499,999 | 2 | 3 | 2 | 0 | 0 | 1 |
| $500,000 or More | 1 | 0 | 0 | 0 | 0 | 0 |
| Median Income.... | 25598 | 22412 | 21990 | 16023 | 15337 | 14078 |

| Household Income in 1989 | Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Percent 1990 Households by Age of Householder | | | | | | | | | | |
| Total Households. | 100.0 | 3.5 | 14.5 | 17.5 | 13.5 | 6.5 | 9.1 | 10.7 | 10.0 | 7.3 | 4.3 | 2.9 |
| Under $5,000 | 6.3 | 0.7 | 0.7 | 0.8 | 0.6 | 0.4 | 0.6 | 0.5 | 0.4 | 0.8 | 0.5 | 0.4 |
| $5,000-$9,999 | 9.9 | 0.6 | 1.2 | 1.1 | 0.6 | 0.4 | 0.5 | 1.3 | 1.3 | 1.5 | 0.9 | 0.6 |
| $10,000-$14,999 | 12.2 | 0.8 | 1.8 | 1.5 | 0.8 | 0.9 | 1.4 | 1.3 | 1.3 | 1.2 | 0.7 | 0.5 |
| $15,000-$24,999 | 21.0 | 0.5 | 2.7 | 3.0 | 2.2 | 1.4 | 2.0 | 3.1 | 2.8 | 1.7 | 1.0 | 0.7 |
| $25,000-$34,999 | 18.1 | 0.3 | 3.6 | 3.3 | 2.1 | 1.1 | 1.6 | 2.1 | 2.0 | 1.1 | 0.6 | 0.4 |
| $35,000-$49,999 | 16.3 | 0.6 | 2.9 | 4.0 | 3.1 | 1.0 | 1.5 | 1.2 | 1.2 | 0.4 | 0.2 | 0.2 |
| $50,000-$74,999 | 10.2 | 0.1 | 0.9 | 2.6 | 2.3 | 0.8 | 1.0 | 1.0 | 0.8 | 0.4 | 0.2 | 0.1 |
| $75,000-$99,999 | 2.6 | 0.0 | 0.3 | 0.6 | 0.9 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 |
| $100,000-$149,999 | 2.5 | 0.0 | 0.4 | 0.4 | 0.9 | 0.2 | 0.3 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| $150,000-$249,999 | 0.6 | 0.0 | 0.1 | 0.2 | 0.2 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| $250,000-$499,999 | 0.4 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| $500,000 or More | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

Study area name: TarponSprings

Market Trend Report (Household Age by Income Information)(Page 5 of 7)

| Household Income in 1999 | ---------1999 Households by Age of Householder --------- Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 |
|---|---|---|---|---|---|---|
| Total Households. | 8230 | 266 | 1098 | 1344 | 1389 | 563 |
| Under $5,000 | 311 | 25 | 31 | 38 | 34 | 18 |
| $5,000-$9,999 | 542 | 32 | 52 | 48 | 46 | 21 |
| $10,000-$14,999 | 621 | 34 | 86 | 69 | 58 | 27 |
| $15,000-$24,999 | 1463 | 77 | 203 | 189 | 140 | 106 |
| $25,000-$34,999 | 1226 | 28 | 154 | 169 | 162 | 90 |
| $35,000-$49,999 | 1505 | 18 | 247 | 272 | 245 | 121 |
| $50,000-$74,999 | 1419 | 41 | 224 | 322 | 351 | 93 |
| $75,000-$99,999 | 592 | 10 | 50 | 131 | 154 | 49 |
| $100,000-$149,999 | 277 | 1 | 19 | 60 | 85 | 21 |
| $150,000-$249,999 | 203 | 0 | 27 | 27 | 88 | 14 |
| $250,000-$499,999 | 50 | 0 | 4 | 12 | 20 | 2 |
| $500,000 or More | 21 | 0 | 1 | 7 | 6 | 1 |
| Median Income.... | 34589 | 20454 | 36396 | 43768 | 50676 | 37417 |

| | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
|---|---|---|---|---|---|---|
| Total Households. | 644 | 800 | 832 | 608 | 389 | 297 |
| Under $5,000 | 19 | 20 | 25 | 43 | 30 | 28 |
| $5,000-$9,999 | 26 | 57 | 69 | 88 | 57 | 46 |
| $10,000-$14,999 | 31 | 70 | 80 | 78 | 50 | 38 |
| $15,000-$24,999 | 132 | 170 | 182 | 123 | 78 | 63 |
| $25,000-$34,999 | 112 | 156 | 149 | 103 | 56 | 47 |
| $35,000-$49,999 | 121 | 154 | 153 | 81 | 58 | 35 |
| $50,000-$74,999 | 104 | 93 | 101 | 42 | 27 | 21 |
| $75,000-$99,999 | 53 | 46 | 42 | 28 | 19 | 10 |
| $100,000-$149,999 | 24 | 22 | 19 | 13 | 8 | 5 |
| $150,000-$249,999 | 17 | 8 | 6 | 8 | 6 | 2 |
| $250,000-$499,999 | 3 | 3 | 4 | 1 | 0 | 1 |
| $500,000 or More | 2 | 1 | 2 | 0 | 0 | 1 |
| Median Income.... | 35247 | 30320 | 29026 | 22723 | 22371 | 20793 |

| | | --- Percent 1999 Households by Age of Householder --- | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Household Income in 1999 | Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
| Total Households. | 100.0 | 3.2 | 13.3 | 16.3 | 16.9 | 6.8 | 7.8 | 9.7 | 10.1 | 7.4 | 4.7 | 3.6 |
| Under $5,000 | 3.8 | 0.3 | 0.4 | 0.5 | 0.4 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 | 0.4 | 0.3 |
| $5,000-$9,999 | 6.6 | 0.4 | 0.6 | 0.6 | 0.6 | 0.3 | 0.3 | 0.7 | 0.8 | 1.1 | 0.7 | 0.6 |
| $10,000-$14,999 | 7.5 | 0.4 | 1.0 | 0.8 | 0.7 | 0.3 | 0.4 | 0.9 | 1.0 | 0.9 | 0.6 | 0.5 |
| $15,000-$24,999 | 17.8 | 0.9 | 2.5 | 2.3 | 1.7 | 1.3 | 1.6 | 2.1 | 2.2 | 1.5 | 0.9 | 0.8 |
| $25,000-$34,999 | 14.9 | 0.3 | 1.9 | 2.1 | 2.0 | 1.1 | 1.4 | 1.9 | 1.8 | 1.3 | 0.7 | 0.6 |
| $35,000-$49,999 | 18.3 | 0.2 | 3.0 | 3.3 | 3.0 | 1.5 | 1.5 | 1.9 | 1.9 | 1.0 | 0.7 | 0.4 |
| $50,000-$74,999 | 17.2 | 0.5 | 2.7 | 3.9 | 4.3 | 1.1 | 1.3 | 1.1 | 1.2 | 0.5 | 0.3 | 0.3 |
| $75,000-$99,999 | 7.2 | 0.1 | 0.6 | 1.6 | 1.9 | 0.6 | 0.6 | 0.6 | 0.5 | 0.3 | 0.2 | 0.1 |
| $100,000-$149,999 | 3.4 | 0.0 | 0.2 | 0.7 | 1.0 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.1 | 0.1 |
| $150,000-$249,999 | 2.5 | 0.0 | 0.3 | 0.3 | 1.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 |
| $250,000-$499,999 | 0.6 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| $500,000 or More | 0.3 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

1999 estimates and 2004 projections produced by Claritas Inc.

Study area name: TarponSprings

Market Trend Report (Household Age by Income Information)(Page 6 of 7)

| Household Income in 2004 | Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 |
|---|---|---|---|---|---|---|
| | ---------2004 Households by Age of Householder --------- | | | | | |
| Total Households. | 8831 | 283 | 1166 | 1301 | 1546 | 672 |
| Under $5,000 | 255 | 20 | 24 | 30 | 27 | 18 |
| $5,000-$9,999 | 549 | 36 | 55 | 46 | 57 | 19 |
| $10,000-$14,999 | 612 | 34 | 71 | 58 | 61 | 27 |
| $15,000-$24,999 | 1551 | 81 | 204 | 186 | 167 | 119 |
| $25,000-$34,999 | 1098 | 34 | 129 | 128 | 142 | 92 |
| $35,000-$49,999 | 1536 | 22 | 220 | 213 | 241 | 141 |
| $50,000-$74,999 | 1577 | 32 | 266 | 302 | 350 | 122 |
| $75,000-$99,999 | 783 | 18 | 114 | 166 | 203 | 60 |
| $100,000-$149,999 | 465 | 5 | 40 | 105 | 126 | 40 |
| $150,000-$249,999 | 239 | 1 | 26 | 38 | 100 | 21 |
| $250,000-$499,999 | 125 | 0 | 15 | 19 | 57 | 10 |
| $500,000 or More | 41 | 0 | 2 | 10 | 15 | 3 |
| Median Income.... | 37596 | 21358 | 41818 | 49260 | 55571 | 41489 |

| | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
|---|---|---|---|---|---|---|
| Total Households. | 730 | 864 | 841 | 636 | 448 | 344 |
| Under $5,000 | 20 | 14 | 18 | 37 | 25 | 22 |
| $5,000-$9,999 | 26 | 61 | 65 | 79 | 59 | 46 |
| $10,000-$14,999 | 31 | 71 | 78 | 81 | 57 | 43 |
| $15,000-$24,999 | 134 | 172 | 172 | 143 | 100 | 73 |
| $25,000-$34,999 | 107 | 139 | 126 | 92 | 60 | 49 |
| $35,000-$49,999 | 150 | 174 | 165 | 98 | 65 | 47 |
| $50,000-$74,999 | 128 | 123 | 121 | 57 | 42 | 34 |
| $75,000-$99,999 | 63 | 54 | 48 | 23 | 20 | 14 |
| $100,000-$149,999 | 41 | 38 | 29 | 18 | 14 | 9 |
| $150,000-$249,999 | 20 | 12 | 10 | 4 | 4 | 3 |
| $250,000-$499,999 | 7 | 4 | 5 | 4 | 2 | 2 |
| $500,000 or More | 3 | 2 | 4 | 0 | 0 | 2 |
| Median Income.... | 39700 | 33201 | 31944 | 23461 | 23300 | 23356 |

| Household Income in 2004 | Total | 15-24 | 25-34 | 35-44 | 45-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80-84 | 85 + |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | --- Percent 2004 Households by Age of Householder --- | | | | | | | | | | |
| Total Households. | 100.0 | 3.2 | 13.2 | 14.7 | 17.5 | 7.6 | 8.3 | 9.8 | 9.5 | 7.2 | 5.1 | 3.9 |
| Under $5,000 | 2.9 | 0.2 | 0.3 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.2 | 0.4 | 0.3 | 0.2 |
| $5,000-$9,999 | 6.2 | 0.4 | 0.6 | 0.5 | 0.6 | 0.2 | 0.3 | 0.7 | 0.7 | 0.9 | 0.7 | 0.5 |
| $10,000-$14,999 | 6.9 | 0.4 | 0.8 | 0.7 | 0.7 | 0.3 | 0.4 | 0.8 | 0.9 | 0.9 | 0.6 | 0.5 |
| $15,000-$24,999 | 17.6 | 0.9 | 2.3 | 2.1 | 1.9 | 1.3 | 1.5 | 1.9 | 1.9 | 1.6 | 1.1 | 0.8 |
| $25,000-$34,999 | 12.4 | 0.4 | 1.5 | 1.4 | 1.6 | 1.0 | 1.2 | 1.6 | 1.4 | 1.0 | 0.7 | 0.6 |
| $35,000-$49,999 | 17.4 | 0.2 | 2.5 | 2.4 | 2.7 | 1.6 | 1.7 | 2.0 | 1.9 | 1.1 | 0.7 | 0.5 |
| $50,000-$74,999 | 17.9 | 0.4 | 3.0 | 3.4 | 4.0 | 1.4 | 1.4 | 1.4 | 1.4 | 0.6 | 0.5 | 0.4 |
| $75,000-$99,999 | 8.9 | 0.2 | 1.3 | 1.9 | 2.3 | 0.7 | 0.7 | 0.6 | 0.5 | 0.3 | 0.2 | 0.2 |
| $100,000-$149,999 | 5.3 | 0.1 | 0.5 | 1.2 | 1.4 | 0.5 | 0.5 | 0.4 | 0.3 | 0.2 | 0.2 | 0.1 |
| $150,000-$249,999 | 2.7 | 0.0 | 0.3 | 0.4 | 1.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| $250,000-$499,999 | 1.4 | 0.0 | 0.2 | 0.2 | 0.6 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 |
| $500,000 or More | 0.5 | 0.0 | 0.0 | 0.1 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

1999 estimates and 2004 projections produced by Claritas Inc.

Study area name: TarponSprings

Market Trend Report (Race and Hispanic Information) (Page 7 of 7)

| Race and Hispanic Origin | Population 1990 (Census) | | 1999 Est. | | 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total.................... | 17906 | 100.0% | 20108 | 100.0% | 21393 | 100.0% |
| Hispanic................ | 323 | 1.8% | 600 | 3.0% | 775 | 3.6% |
| Non-Hispanic............ | 17583 | 98.2% | 19508 | 97.0% | 20618 | 96.4% |
| White.................. | 15985 | 89.3% | 16832 | 83.7% | 17270 | 80.7% |
| Black.................. | 1431 | 8.0% | 2407 | 12.0% | 3018 | 14.1% |
| Am. Indian/Eskimo/Aleut | 37 | 0.2% | 49 | 0.2% | 57 | 0.3% |
| Asian/Pacific Islander. | 123 | 0.7% | 211 | 1.0% | 261 | 1.2% |
| Other Race............. | 7 | 0.0% | 9 | 0.0% | 12 | 0.1% |

| M.A.R.S. Race and Hispanic (OMB consistent) | Population 1990 | | 1999 Est. | | 2004 Proj. | |
|---|---|---|---|---|---|---|
| Total.................... | 17906 | 100.0% | 20108 | 100.0% | 21393 | 100.0% |
| White.................. | 16307 | 91.1% | 17402 | 86.5% | 18005 | 84.2% |
| Black.................. | 1438 | 8.0% | 2434 | 12.1% | 3049 | 14.3% |
| Am. Ind./Eskimo/Aleut.. | 38 | 0.2% | 56 | 0.3% | 66 | 0.3% |
| Asian/Pacific Isl...... | 123 | 0.7% | 216 | 1.1% | 273 | 1.3% |
| Hispanic................ | 320 | 1.8% | 600 | 3.0% | 775 | 3.6% |

Hispanic Origin is considered an ethnicity, not a race. Hispanic and race counts are derived from separate census questions, and persons of Hispanic ethnicity can be of any race. The term "Non-Hispanic" refers to persons who indicated that they are not of Hispanic ethnicity. The sum of Hispanics, White (Non-Hispanic), Black (Non-Hispanic), American Indian (Non-Hispanic), Asian (Non-Hispanic), and Other (Non-Hispanic) equals "All Persons."

"M.A.R.S. Race and Hispanic" refers to race data from the "Modified Age/Race/Sex" files, in which persons who identified themselves on the census as "Other race" were reclassified to specified race categories such as White, Black, American Indian or Asian. The Census Bureau made these modifications to bring the 1990 data into conformity with race definitions established for government use by the Office of Management and Budget (OMB). Although Hispanic ethnicity was not subject to direct modification, the M.A.R.S. procedures resulted in occasional minor changes in the Hispanic count, so occasional but minor discrepancies with the original Hispanic counts may be observed.

1999 estimates and 2004 projections produced by Claritas Inc.

Marketview Comparison Report (Page 1 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|---|
| Population: | 2004 Total......... | 8248 | | 41375 | | 104414 | |
| | 1999 Total......... | 7843 | | 38637 | | 96728 | |
| | 1990 Total......... | 7244 | | 33987 | | 83318 | |
| | 1980 Total......... | 5379 | | 25720 | | 56336 | |
| | % Change 90-99..... | 8.3 | | 13.7 | | 16.1 | |
| | % Change 80-90..... | 34.7 | | 32.1 | | 47.9 | |
| Households: | 2004 Total......... | 3481 | | 18162 | | 45852 | |
| | 1999 Total......... | 3288 | | 16852 | | 42227 | |
| | 1990 Total......... | 3079 | | 15066 | | 37041 | |
| | 1980 Total......... | 2170 | | 11102 | | 25395 | |
| | % Change 90-99..... | 6.8 | | 11.9 | | 14.0 | |
| | % Change 80-90..... | 41.9 | | 35.7 | | 45.9 | |
| Av. HH Size: | 2004............... | 2.33 | | 2.25 | | 2.26 | |
| | 1999............... | 2.34 | | 2.26 | | 2.27 | |
| | 1990............... | 2.30 | | 2.22 | | 2.22 | |
| 1999 Group Quarters Population.. | | 145 | | 532 | | 997 | |
| Families: | 2004 Total......... | 2225 | | 11691 | | 30484 | |
| | 1999 Total......... | 2132 | | 11001 | | 28437 | |
| | 1990 Total......... | 2048 | | 10095 | | 25487 | |
| | % Change 90-99..... | 4.1 | | 9.0 | | 11.6 | |
| Housing Units: | 2004 Total......... | 4333 | | 22958 | | 56533 | |
| | 1999 Total......... | 4090 | | 21270 | | 52007 | |
| | 1990 Total......... | 3795 | | 18723 | | 45018 | |
| 1999 Population by Race/Hispanic | | 7843 | % | 38637 | % | 96726 | % |
| White (not Hispanic).......... | | 6084 | 77.6 | 34391 | 89.0 | 89530 | 92.6 |
| Black (not Hispanic).......... | | 1416 | 18.1 | 2656 | 6.9 | 3085 | 3.2 |
| Asian (not Hispanic).......... | | 88 | 1.1 | 330 | 0.9 | 890 | 0.9 |
| All Other (not Hispanic)...... | | 30 | 0.4 | 142 | 0.4 | 295 | 0.3 |
| Hispanic Origin............... | | 225 | 2.9 | 1118 | 2.9 | 2926 | 3.0 |
| 1999 Pop. by Age: | | 7843 | % | 38637 | % | 96728 | % |
| Under 5 Years................ | | 475 | 6.1 | 1919 | 5.0 | 4670 | 4.8 |
| 5 to 9 Years................ | | 482 | 6.1 | 2021 | 5.2 | 4922 | 5.1 |
| 10 to 14 Years................ | | 434 | 5.5 | 1912 | 4.9 | 4883 | 5.0 |
| 15 to 19 Years................ | | 394 | 5.0 | 1588 | 4.1 | 3945 | 4.1 |
| 20 to 24 Years................ | | 355 | 4.5 | 1564 | 4.0 | 3602 | 3.7 |
| 25 to 29 Years................ | | 490 | 6.2 | 2332 | 6.0 | 5602 | 5.8 |
| 30 to 34 Years................ | | 471 | 6.0 | 2222 | 5.8 | 5166 | 5.3 |
| 35 to 39 Years................ | | 521 | 6.6 | 2434 | 6.3 | 5941 | 6.1 |
| 40 to 44 Years................ | | 519 | 6.6 | 2525 | 6.5 | 6367 | 6.6 |
| 45 to 54 Years................ | | 869 | 11.1 | 4489 | 11.6 | 11460 | 11.8 |
| 55 to 64 Years................ | | 810 | 10.3 | 4187 | 10.8 | 10046 | 10.4 |
| 65 to 74 Years................ | | 1096 | 14.0 | 5989 | 15.5 | 15842 | 16.4 |
| 75 to 84 Years................ | | 697 | 8.9 | 4251 | 11.0 | 11247 | 11.6 |
| 85 Years and Over............. | | 228 | 2.9 | 1216 | 3.1 | 3047 | 3.2 |
| Total Median Age (in Years)... | | 42.9 | | 46.7 | | 47.7 | |
| Male Median Age (in Years).... | | 40.7 | | 44.3 | | 45.5 | |

19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1999 Females by age:(see pp.9-10) | 4114 | % | 20315 | % | 51129 | % |
| Under 5 years................ | 233 | 5.7 | 942 | 4.6 | 2300 | 4.5 |
| 5 to 9 years................ | 241 | 5.9 | 1004 | 4.9 | 2433 | 4.8 |
| 10 to 14 years................ | 216 | 5.3 | 948 | 4.7 | 2412 | 4.7 |
| 15 to 19 years................ | 190 | 4.6 | 782 | 3.8 | 1977 | 3.9 |
| 20 to 24 years................ | 172 | 4.2 | 768 | 3.8 | 1787 | 3.5 |
| 25 to 29 years................ | 237 | 5.8 | 1112 | 5.5 | 2717 | 5.3 |
| 30 to 34 years................ | 241 | 5.9 | 1131 | 5.6 | 2649 | 5.2 |
| 35 to 39 years................ | 265 | 6.4 | 1210 | 6.0 | 3025 | 5.9 |
| 40 to 44 years................ | 261 | 6.3 | 1275 | 6.3 | 3258 | 6.4 |
| 45 to 54 years................ | 451 | 11.0 | 2318 | 11.4 | 5940 | 11.6 |
| 55 to 64 years................ | 456 | 11.1 | 2348 | 11.6 | 5663 | 11.1 |
| 65 to 74 years................ | 614 | 14.9 | 3314 | 16.3 | 8720 | 17.1 |
| 75 to 84 years................ | 392 | 9.5 | 2407 | 11.8 | 6356 | 12.4 |
| 85 years and over............. | 145 | 3.5 | 756 | 3.7 | 1892 | 3.7 |
| Female Median age (in years).. | 45.0 | | 48.9 | | 49.7 | |
| | | | | | | |
| 1999 White population by age:... | 6292 | % | 35456 | % | 92346 | % |
| White under 5 years.......... | 281 | 4.5 | 1549 | 4.4 | 4213 | 4.6 |
| White 5 to 17 years.......... | 756 | 12.0 | 4165 | 11.7 | 11338 | 12.3 |
| White 18 to 44 years.......... | 1924 | 30.6 | 10393 | 29.3 | 26272 | 28.4 |
| White 45 to 64 years.......... | 1453 | 23.1 | 8187 | 23.1 | 20763 | 22.5 |
| White 65 years and over....... | 1878 | 29.8 | 11162 | 31.5 | 29760 | 32.2 |
| | | | | | | |
| 1999 Black population by age:... | 1410 | % | 2669 | % | 3139 | % |
| Black under 5 years.......... | 173 | 12.3 | 318 | 11.9 | 357 | 11.4 |
| Black 5 to 17 years.......... | 384 | 27.2 | 706 | 26.5 | 820 | 26.1 |
| Black 18 to 44 years.......... | 516 | 36.6 | 1005 | 37.7 | 1187 | 37.8 |
| Black 45 to 64 years.......... | 199 | 14.1 | 384 | 14.4 | 475 | 15.1 |
| Black 65 years and over....... | 138 | 9.8 | 256 | 9.6 | 300 | 9.6 |
| | | | | | | |
| 1999 Hispanic population by age: | 235 | % | 1099 | % | 2916 | % |
| Hispanic under 5 years....... | 21 | 8.9 | 94 | 8.6 | 239 | 8.2 |
| Hispanic 5 to 17 years....... | 47 | 20.0 | 211 | 19.2 | 537 | 18.4 |
| Hispanic 18 to 44 years....... | 97 | 41.3 | 454 | 41.3 | 1185 | 40.6 |
| Hispanic 45 to 64 years....... | 49 | 20.9 | 226 | 20.6 | 605 | 20.7 |
| Hispanic 65 years and over.... | 21 | 8.9 | 114 | 10.4 | 350 | 12.0 |
| | | | | | | |
| Per capita inc.: 1999........... | $17186 | | $20358 | | $22934 | |
| 1989 (Census).. | $12145 | | $13915 | | $15040 | |
| % Change 89-99. | 41.5 | | 46.3 | | 52.5 | |
| | | | | | | |
| Avg. hhld inc.: 1999........... | $40936 | | $47043 | | $52711 | |
| 1989 (Census).. | $28212 | | $31188 | | $33582 | |
| % Change 89-99 | 45.1 | | 50.8 | | 57.0 | |
| | | | | | | |
| Med. hhld inc.: 1999........... | $27591 | | $31645 | | $35128 | |
| 1989 (Census).. | $20905 | | $23233 | | $25127 | |
| % Change 89-99. | 32.0 | | 36.2 | | 39.8 | |
| | | | | | | |
| Med. Family HH inc.: 1999....... | $35278 | | $39059 | | $42484 | |
| 1989 (Census).. | $26399 | | $28397 | | $30302 | |
| % Change 89-99. | 33.6 | | 37.5 | | 40.2 | |

Marketview Comparison Report (Page 3 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1999 Average Household Wealth... | $147129 | | $171109 | | $190312 | |
| 1999 Median Household Wealth.... | $67660 | | $85443 | | $96388 | |
| | | | | | | |
| 1999 Households by Hhld Income:. | 3288 | % | 16852 | % | 42227 | % |
| (See pg.11) Under $10,000....... | 450 | 13.7 | 1780 | 10.6 | 3743 | 8.9 |
| $ 10,000 to $ 19,999........ | 749 | 22.8 | 3173 | 18.8 | 6975 | 16.5 |
| $ 20,000 to $ 24,999........ | 316 | 9.6 | 1639 | 9.7 | 3845 | 9.1 |
| $ 25,000 to $ 29,999........ | 235 | 7.1 | 1338 | 7.9 | 3201 | 7.6 |
| $ 30,000 to $ 34,999........ | 266 | 8.1 | 1316 | 7.8 | 3265 | 7.7 |
| $ 35,000 to $ 49,999........ | 513 | 15.6 | 3067 | 18.2 | 7606 | 18.0 |
| $ 50,000 to $ 74,999........ | 414 | 12.6 | 2471 | 14.7 | 6971 | 16.5 |
| $ 75,000 to $ 99,999........ | 182 | 5.5 | 963 | 5.7 | 2893 | 6.9 |
| $100,000 to $149,999........ | 82 | 2.5 | 539 | 3.2 | 2024 | 4.8 |
| $150,000 and Over........... | 81 | 2.5 | 569 | 3.4 | 1712 | 4.1 |
| | | | | | | |
| 1990 Hholds by 1989 hhld income: | 3079 | % | 15066 | % | 37041 | % |
| Under $10,000....... | 630 | 20.5 | 2541 | 16.9 | 5516 | 14.9 |
| $ 10,000 to $ 19,999........ | 844 | 27.4 | 3857 | 25.6 | 8967 | 24.2 |
| $ 20,000 to $ 24,999........ | 327 | 10.6 | 1644 | 10.9 | 3927 | 10.6 |
| $ 25,000 to $ 29,999........ | 271 | 8.8 | 1502 | 10.0 | 3740 | 10.1 |
| $ 30,000 to $ 34,999........ | 205 | 6.7 | 1202 | 8.0 | 2885 | 7.8 |
| $ 35,000 to $ 49,999........ | 391 | 12.7 | 2160 | 14.3 | 5692 | 15.4 |
| $ 50,000 to $ 74,999........ | 263 | 8.5 | 1316 | 8.7 | 3809 | 10.3 |
| $ 75,000 to $ 99,999........ | 65 | 2.1 | 370 | 2.5 | 1271 | 3.4 |
| $100,000 to $149,999........ | 53 | 1.7 | 308 | 2.0 | 830 | 2.2 |
| $150,000 and Over........... | 25 | 0.8 | 162 | 1.1 | 402 | 1.1 |
| | | | | | | |
| 1999 Fam. HHs by Fam. Hhld Inc.: | 2132 | % | 11001 | % | 28437 | % |
| Under $10,000....... | 117 | 5.5 | 433 | 3.9 | 899 | 3.2 |
| $ 10,000 to $ 19,999........ | 387 | 18.2 | 1386 | 12.6 | 2932 | 10.3 |
| $ 20,000 to $ 24,999........ | 187 | 8.8 | 1004 | 9.1 | 2391 | 8.4 |
| $ 25,000 to $ 29,999........ | 175 | 8.2 | 935 | 8.5 | 2193 | 7.7 |
| $ 30,000 to $ 34,999........ | 190 | 8.9 | 968 | 8.8 | 2367 | 8.3 |
| $ 35,000 to $ 49,999........ | 413 | 19.4 | 2430 | 22.1 | 6026 | 21.2 |
| $ 50,000 to $ 74,999........ | 367 | 17.2 | 2090 | 19.0 | 5895 | 20.7 |
| $ 75,000 to $ 99,999........ | 155 | 7.3 | 809 | 7.4 | 2483 | 8.7 |
| $100,000 to $149,999........ | 74 | 3.5 | 472 | 4.3 | 1852 | 6.5 |
| $150,000 and Over........... | 69 | 3.2 | 469 | 4.3 | 1397 | 4.9 |
| | | | | | | |
| 1990 Fam. HH by 1989 Fam. HH Inc | 2048 | % | 10095 | % | 25487 | % |
| Under $10,000....... | 185 | 9.0 | 693 | 6.9 | 1421 | 5.6 |
| $ 10,000 to $ 19,999........ | 511 | 24.9 | 2221 | 22.0 | 5151 | 20.2 |
| $ 20,000 to $ 24,999........ | 241 | 11.8 | 1227 | 12.2 | 2942 | 11.5 |
| $ 25,000 to $ 29,999........ | 229 | 11.2 | 1211 | 12.0 | 3062 | 12.0 |
| $ 30,000 to $ 34,999........ | 172 | 8.4 | 1004 | 9.9 | 2393 | 9.4 |
| $ 35,000 to $ 49,999........ | 339 | 16.5 | 1822 | 18.0 | 4827 | 18.9 |
| $ 50,000 to $ 74,999........ | 235 | 11.5 | 1168 | 11.6 | 3464 | 13.6 |
| $ 75,000 to $ 99,999........ | 63 | 3.1 | 339 | 3.4 | 1179 | 4.6 |
| $100,000 to $149,999........ | 49 | 2.4 | 271 | 2.7 | 720 | 2.8 |
| $150,000 and Over........... | 20 | 1.0 | 134 | 1.3 | 324 | 1.3 |

NOTE: When median household wealth is < $25,000 it will be listed as $24,999.

Marketview Comparison Report (Page 4 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1999 Households by Hhold Wealth: | 3285 | % | 16830 | % | 42239 | % |
| Less than $25,000........... | 1160 | 35.3 | 4750 | 28.2 | 10344 | 24.5 |
| $ 25,000 to $ 49,999.......... | 286 | 8.7 | 1476 | 8.8 | 3584 | 8.5 |
| $ 50,000 to $ 99,999.......... | 562 | 17.1 | 3105 | 18.4 | 7744 | 18.3 |
| $100,000 to $249,999.......... | 749 | 22.8 | 4326 | 25.7 | 11396 | 27.0 |
| $250,000 to $499,999.......... | 376 | 11.4 | 2223 | 13.2 | 6241 | 14.8 |
| $500,000 and Over............. | 156 | 4.7 | 974 | 5.8 | 2916 | 6.9 |
| 1999 Householders by Age: | 3285 | % | 16830 | % | 42239 | % |
| 15 to 24 Years................ | 132 | 4.0 | 486 | 2.9 | 1072 | 2.5 |
| 25 to 34 Years................ | 445 | 13.5 | 2081 | 12.4 | 4971 | 11.8 |
| 35 to 44 Years................ | 535 | 16.3 | 2497 | 14.8 | 6242 | 14.8 |
| 45 to 54 Years................ | 478 | 14.6 | 2437 | 14.5 | 6191 | 14.7 |
| 55 to 64 Years................ | 434 | 13.2 | 2237 | 13.3 | 5275 | 12.5 |
| 65 to 74 Years................ | 680 | 20.7 | 3592 | 21.3 | 9320 | 22.1 |
| 75 Years and Over............. | 581 | 17.7 | 3500 | 20.8 | 9168 | 21.7 |
| 1999 Households by Hhold Inc: | | | | | | |
| Age of Hholder 25-44 Years: | 980 | % | 4578 | % | 11213 | % |
| Under $15,000............ | 172 | 17.6 | 529 | 11.6 | 878 | 7.8 |
| $ 15,000 to $ 24,999.......... | 218 | 22.2 | 694 | 15.2 | 1365 | 12.2 |
| $ 25,000 to $ 34,999.......... | 158 | 16.1 | 662 | 14.5 | 1498 | 13.4 |
| $ 35,000 to $ 49,999.......... | 174 | 17.8 | 1088 | 23.8 | 2579 | 23.0 |
| $ 50,000 to $ 74,999.......... | 151 | 15.4 | 958 | 20.9 | 2628 | 23.4 |
| $ 75,000 to $ 99,999.......... | 55 | 5.6 | 321 | 7.0 | 1066 | 9.5 |
| $100,000 and Over............. | 52 | 5.3 | 326 | 7.1 | 1199 | 10.7 |
| Age of Hholder 45-64 Years: | 912 | % | 4674 | % | 11466 | % |
| Under $15,000.......... | 125 | 13.7 | 495 | 10.6 | 970 | 8.5 |
| $ 15,000 to $ 24,999.......... | 171 | 18.8 | 731 | 15.6 | 1477 | 12.9 |
| $ 25,000 to $ 34,999.......... | 136 | 14.9 | 741 | 15.9 | 1674 | 14.6 |
| $ 35,000 to $ 49,999.......... | 152 | 16.7 | 927 | 19.8 | 2173 | 19.0 |
| $ 50,000 to $ 74,999.......... | 167 | 18.3 | 878 | 18.8 | 2318 | 20.2 |
| $ 75,000 to $ 99,999.......... | 80 | 8.8 | 385 | 8.2 | 1078 | 9.4 |
| $100,000 and over............. | 81 | 8.9 | 517 | 11.1 | 1776 | 15.5 |
| Age of Householder 65+ Years: | 1261 | % | 7092 | % | 18488 | % |
| Under $15,000.......... | 425 | 33.7 | 2095 | 29.5 | 4928 | 26.7 |
| $ 15,000 to $ 24,999.......... | 307 | 24.3 | 1763 | 24.9 | 4447 | 24.1 |
| $ 25,000 to $ 34,999.......... | 190 | 15.1 | 1194 | 16.8 | 3121 | 16.9 |
| $ 35,000 to $ 49,999.......... | 176 | 14.0 | 995 | 14.0 | 2669 | 14.4 |
| $ 50,000 to $ 74,999.......... | 91 | 7.2 | 561 | 7.9 | 1855 | 10.0 |
| $ 75,000 to $ 99,999.......... | 41 | 3.3 | 240 | 3.4 | 718 | 3.9 |
| $100,000 and Over............. | 31 | 2.5 | 244 | 3.4 | 750 | 4.1 |
| 1990 Households by Hhold Type: | 3028 | % | 15070 | % | 37066 | % |
| Male no Wife no Child......... | 51 | 1.7 | 170 | 1.1 | 426 | 1.1 |
| Female no Husband no Child.... | 138 | 4.6 | 624 | 4.1 | 1446 | 3.9 |
| Married Couple Family......... | 1639 | 54.1 | 8677 | 57.6 | 22491 | 60.7 |
| Other Family Hhold Own Child.. | 217 | 7.2 | 692 | 4.6 | 1414 | 3.8 |
| Non-Family................... | 983 | 32.5 | 4907 | 32.6 | 11289 | 30.5 |

19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1990 Pop. 65+ Yr. by HH Type: | 1838 | % | 10299 | % | 26569 | % |
| Living Alone.................. | 517 | 28.1 | 2711 | 26.3 | 6491 | 24.4 |
| In Families................... | 1187 | 64.6 | 7056 | 68.5 | 18855 | 71.0 |
| In Non-Families............... | 18 | 1.0 | 180 | 1.7 | 444 | 1.7 |
| In Group Quarters............. | 116 | 6.3 | 352 | 3.4 | 779 | 2.9 |
| 1990 Marital status: | | | | | | |
| For Population 15+ Years: | 5955 | % | 29078 | % | 71376 | % |
| Never Married.............. | 1203 | 20.2 | 4740 | 16.3 | 10241 | 14.3 |
| Now Married (Exc. Separated) | 3385 | 56.8 | 17778 | 61.1 | 46051 | 64.5 |
| Divorced or Separated....... | 662 | 11.1 | 2910 | 10.0 | 6312 | 8.8 |
| Widowed..................... | 705 | 11.8 | 3650 | 12.6 | 8772 | 12.3 |
| For Females 15+ Years: | 3203 | % | 15507 | % | 38336 | % |
| Never Married.............. | 536 | 16.7 | 1986 | 12.8 | 4528 | 11.8 |
| Now Married (Exc. Separated) | 1689 | 52.7 | 8840 | 57.0 | 22935 | 59.8 |
| Divorced or Separated....... | 375 | 11.7 | 1620 | 10.4 | 3627 | 9.5 |
| Widowed..................... | 603 | 18.8 | 3061 | 19.7 | 7246 | 18.9 |
| 1990 Educational Attainment for Population 25+ Years: | 5172 | % | 25867 | % | 64190 | % |
| Less than 9th Grade............ | 546 | 10.6 | 2533 | 9.8 | 5704 | 8.9 |
| 9th to 12th Grade, No Diploma.. | 1017 | 19.7 | 4884 | 18.9 | 11345 | 17.7 |
| High School Graduate........... | 1720 | 33.3 | 8296 | 32.1 | 20786 | 32.4 |
| Some College, No Degree........ | 919 | 17.8 | 5056 | 19.5 | 12745 | 19.9 |
| Associate Degree............... | 346 | 6.7 | 1692 | 6.5 | 4078 | 6.4 |
| Bachelor's Degree.............. | 380 | 7.3 | 2122 | 8.2 | 6259 | 9.8 |
| Graduate or Prof. Degree....... | 244 | 4.7 | 1284 | 5.0 | 3273 | 5.1 |
| 1990 Pop. Age 16+, In Labor Frc: | 2974 | % | 13655 | % | 33340 | % |
| Civilian Employed Males....... | 1464 | 49.2 | 6883 | 50.4 | 16903 | 50.7 |
| Civilian Employed Females..... | 1254 | 42.2 | 5832 | 42.7 | 14580 | 43.7 |
| Persons in Armed Forces....... | 7 | 0.2 | 21 | 0.2 | 54 | 0.2 |
| Persons Unemployed............ | 249 | 8.4 | 919 | 6.7 | 1803 | 5.4 |
| 1990 Occupat.-Employed pop. 16+: | 2723 | % | 12714 | % | 31483 | % |
| Managerial/Prof. Spec......... | 587 | 21.6 | 3044 | 23.9 | 8059 | 25.6 |
| Exec/Admin/Managerial........ | 304 | 11.2 | 1534 | 12.1 | 4128 | 13.1 |
| Professional Specialty....... | 283 | 10.4 | 1510 | 11.9 | 3931 | 12.5 |
| Tech./Sales/Admn. Support..... | 906 | 33.3 | 4371 | 34.4 | 11174 | 35.5 |
| Technician and Related....... | 103 | 3.8 | 509 | 4.0 | 1305 | 4.1 |
| Sales........................ | 413 | 15.2 | 2089 | 16.4 | 5349 | 17.0 |
| Administrative Support....... | 390 | 14.3 | 1773 | 13.9 | 4520 | 14.4 |
| Service Occupation............ | 500 | 18.4 | 2119 | 16.7 | 4981 | 15.8 |
| Private Household........... | 9 | 0.3 | 53 | 0.4 | 98 | 0.3 |
| Protective Service.......... | 39 | 1.4 | 179 | 1.4 | 463 | 1.5 |
| Other Service............... | 452 | 16.6 | 1887 | 14.8 | 4420 | 14.0 |
| Farming/Forestry/Fishing...... | 88 | 3.2 | 390 | 3.1 | 833 | 2.6 |
| Precision/Craft/Repair........ | 329 | 12.1 | 1505 | 11.8 | 3460 | 11.0 |
| Operator/Fabricators/Laborer.. | 313 | 11.5 | 1285 | 10.1 | 2976 | 9.5 |
| Machine Op/Assem./Inspect.... | 90 | 3.3 | 451 | 3.5 | 1066 | 3.4 |
| Trans. & Material Moving..... | 111 | 4.1 | 377 | 3.0 | 833 | 2.6 |
| Handlers/Helpers/Laborers.... | 112 | 4.1 | 457 | 3.6 | 1077 | 3.4 |

Marketview Comparison Report (Page 6 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1990 Industry-Employed Pop. 16+: | 2721 | % | 12717 | % | 31486 | % |
| Agriculture/Forestry/Fisheries | 87 | 3.2 | 376 | 3.0 | 801 | 2.5 |
| Mining........................ | 0 | 0.0 | 5 | 0.0 | 12 | 0.0 |
| Construction.................. | 282 | 10.4 | 1178 | 9.3 | 2646 | 8.4 |
| Manufacturing-Nondurable Goods | 77 | 2.8 | 343 | 2.7 | 925 | 2.9 |
| Manufacturing-Durable Goods... | 202 | 7.4 | 818 | 6.4 | 2054 | 6.5 |
| Transportation................ | 102 | 3.7 | 476 | 3.7 | 1075 | 3.4 |
| Communications and Public Util | 51 | 1.9 | 299 | 2.4 | 746 | 2.4 |
| Wholesales Trade.............. | 105 | 3.9 | 457 | 3.6 | 1203 | 3.8 |
| Retail Trade.................. | 693 | 25.5 | 3131 | 24.6 | 7514 | 23.9 |
| Finance/Insurance/Real Estate. | 149 | 5.5 | 908 | 7.1 | 2666 | 8.5 |
| Business and Repair Services.. | 83 | 3.1 | 530 | 4.2 | 1697 | 5.4 |
| Personal Services............. | 109 | 4.0 | 627 | 4.9 | 1400 | 4.4 |
| Entertainment/Recreation Serv. | 74 | 2.7 | 260 | 2.0 | 616 | 2.0 |
| Professional and Related Serv. | 583 | 21.4 | 2809 | 22.1 | 7025 | 22.3 |
| Public Administration......... | 124 | 4.6 | 500 | 3.9 | 1106 | 3.5 |
| 1990 Pop. by Travel Time to Work: | 2661 | % | 12510 | % | 31073 | % |
| Travel in Under 10 Minutes... | 638 | 24.0 | 2414 | 19.3 | 4971 | 16.0 |
| Travel in 10 to 14 Minutes.... | 423 | 15.9 | 1897 | 15.2 | 4395 | 14.1 |
| Travel in 15 to 19 Minutes.... | 327 | 12.3 | 1826 | 14.6 | 4662 | 15.0 |
| Travel in 20 to 29 Minutes.... | 348 | 13.1 | 1944 | 15.5 | 5223 | 16.8 |
| Travel in 30 to 44 Minutes.... | 475 | 17.9 | 2307 | 18.4 | 6459 | 20.8 |
| Travel in 45 to 59 Minutes.... | 207 | 7.8 | 1147 | 9.2 | 3005 | 9.7 |
| Travel in 60 to 89 Minutes.... | 190 | 7.1 | 790 | 6.3 | 1985 | 6.4 |
| Travel in 90 Minutes and Over. | 53 | 2.0 | 185 | 1.5 | 373 | 1.2 |
| 1990 Pop. by Transport. to Work: | 2665 | % | 12513 | % | 31069 | % |
| Travel by Driving Alone....... | 1970 | 73.9 | 9925 | 79.3 | 25324 | 81.5 |
| Travel by Carpool............. | 371 | 13.9 | 1543 | 12.3 | 3742 | 12.0 |
| Travel by Public transport.... | 42 | 1.6 | 89 | 0.7 | 133 | 0.4 |
| Travel by Walking Only........ | 158 | 5.9 | 389 | 3.1 | 587 | 1.9 |
| Travel by Other Means......... | 73 | 2.7 | 270 | 2.2 | 549 | 1.8 |
| Working at Home............... | 51 | 1.9 | 297 | 2.4 | 734 | 2.4 |
| 1990 Housing Units: | 3768 | % | 18731 | % | 45089 | % |
| Owner-Occupied Housing Units.. | 2036 | 54.0 | 11637 | 62.1 | 30099 | 66.8 |
| Renter-Occupied Housing Units. | 1007 | 26.7 | 3435 | 18.3 | 7026 | 15.6 |
| Vacant Housing Units.......... | 725 | 19.2 | 3659 | 19.5 | 7964 | 17.7 |
| 1990 Specified Owner-Occ. Housing Units by Value: | 1272 | % | 8277 | % | 22793 | % |
| Under $ 20,000.............. | 20 | 1.6 | 58 | 0.7 | 99 | 0.4 |
| $20,000 to $39,999......... | 153 | 12.0 | 972 | 11.7 | 2832 | 12.4 |
| $40,000 to $49,999......... | 101 | 7.9 | 1498 | 18.1 | 4403 | 19.3 |
| $50,000 to $74,999......... | 344 | 27.0 | 2331 | 28.2 | 5810 | 25.5 |
| $75,000 to $99,999......... | 322 | 25.3 | 1436 | 17.3 | 3753 | 16.5 |
| $100,000 to $149,999......... | 214 | 16.8 | 1100 | 13.3 | 3190 | 14.0 |
| $150,000 to $199,999......... | 60 | 4.7 | 402 | 4.9 | 1328 | 5.8 |
| $200,000 to $299,999......... | 38 | 3.0 | 293 | 3.5 | 879 | 3.9 |
| $300,000 to $499,999......... | 15 | 1.2 | 127 | 1.5 | 359 | 1.6 |
| $500,000 and Over............ | 5 | 0.4 | 60 | 0.7 | 140 | 0.6 |
| Median Housing Value......... | 76397 | | 66680 | | 66622 | |

19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1990 Specified Renter-Occupied Units by Gross Rent: | 999 | % | 3418 | % | 6986 | % |
| With Cash Rent............... | 952 | 95.3 | 3274 | 95.8 | 6705 | 96.0 |
| Less than $100............... | 45 | 4.5 | 76 | 2.2 | 79 | 1.1 |
| $100 to $149................ | 88 | 8.8 | 151 | 4.4 | 161 | 2.3 |
| $150 to $199................ | 47 | 4.7 | 96 | 2.8 | 131 | 1.9 |
| $200 to $249................ | 36 | 3.6 | 94 | 2.8 | 140 | 2.0 |
| $250 to $299................ | 73 | 7.3 | 151 | 4.4 | 262 | 3.8 |
| $300 to $399................ | 172 | 17.2 | 730 | 21.4 | 1273 | 18.2 |
| $400 to $499................ | 269 | 26.9 | 936 | 27.4 | 1916 | 27.4 |
| $500 to $599................ | 135 | 13.5 | 573 | 16.8 | 1416 | 20.3 |
| $600 to $749................ | 43 | 4.3 | 275 | 8.0 | 732 | 10.5 |
| $750 to $999................ | 27 | 2.7 | 141 | 4.1 | 428 | 6.1 |
| $1,000 or More.............. | 17 | 1.7 | 51 | 1.5 | 167 | 2.4 |
| No Cash Rent................. | 47 | 4.7 | 144 | 4.2 | 281 | 4.0 |
| 1990 Households by Vehicles: | 3045 | % | 15073 | % | 37128 | % |
| 0 Vehicles.................. | 360 | 11.8 | 1230 | 8.2 | 2468 | 6.6 |
| 1 Vehicle Available.......... | 1527 | 50.1 | 7687 | 51.0 | 18547 | 50.0 |
| 2 Vehicles Available......... | 869 | 28.5 | 4628 | 30.7 | 12342 | 33.2 |
| 3 Vehicles Available......... | 205 | 6.7 | 1175 | 7.8 | 2939 | 7.9 |
| 4 Vehicles Available......... | 49 | 1.6 | 246 | 1.6 | 659 | 1.8 |
| 5+ Vehicles Available......... | 35 | 1.1 | 107 | 0.7 | 173 | 0.5 |
| 1990 Housing Units by Number of Units in Structure: | 3768 | % | 18731 | % | 45089 | % |
| Single Detached Unit.......... | 1649 | 43.8 | 10607 | 56.6 | 28151 | 62.4 |
| Single Attached Unit.......... | 143 | 3.8 | 892 | 4.8 | 2858 | 6.3 |
| Structures with 2 Units....... | 158 | 4.2 | 433 | 2.3 | 681 | 1.5 |
| Structures w/ 3-4 Units....... | 274 | 7.3 | 895 | 4.8 | 1732 | 3.8 |
| Structures w/ 5-9 Units....... | 223 | 5.9 | 945 | 5.0 | 2109 | 4.7 |
| Structures w/ 10-19 Units..... | 268 | 7.1 | 988 | 5.3 | 1969 | 4.4 |
| Structures w/ 20-49 Units..... | 121 | 3.2 | 655 | 3.5 | 1146 | 2.5 |
| Structures w/ 50+ Units....... | 0 | 0.0 | 81 | 0.4 | 188 | 0.4 |
| Mobile Homes/Trailers or Other | 931 | 24.7 | 3236 | 17.3 | 6256 | 13.9 |
| 1990 Housing Units by Year Built: | 3768 | % | 18730 | % | 45089 | % |
| Built 1989 to March 1990...... | 82 | 2.2 | 455 | 2.4 | 1179 | 2.6 |
| Built 1985 to 1988........... | 618 | 16.4 | 2579 | 13.8 | 6428 | 14.3 |
| Built 1980 to 1984........... | 631 | 16.7 | 3133 | 16.7 | 9007 | 20.0 |
| Built 1970 to 1979........... | 1445 | 38.3 | 6932 | 37.0 | 16267 | 36.1 |
| Built 1960 to 1969........... | 427 | 11.3 | 3270 | 17.5 | 8332 | 18.5 |
| Built 1950 to 1959........... | 288 | 7.6 | 1339 | 7.1 | 2422 | 5.4 |
| Built 1940 to 1949........... | 89 | 2.4 | 313 | 1.7 | 468 | 1.0 |
| Built 1939 or Earlier | 188 | 5.0 | 709 | 3.8 | 986 | 2.2 |
| 1990 HUs by Year Moved In: | 3045 | % | 15072 | % | 37124 | % |
| Moved in 1989 to March 1990... | 720 | 23.6 | 3025 | 20.1 | 7139 | 19.2 |
| Moved in 1985 to 1988......... | 983 | 32.3 | 4799 | 31.8 | 12059 | 32.5 |
| Moved in 1980 to 1984......... | 415 | 13.6 | 2265 | 15.0 | 6447 | 17.4 |
| Moved in 1970 to 1979......... | 606 | 19.9 | 3529 | 23.4 | 8667 | 23.3 |
| Moved in 1969 or Earlier...... | 321 | 10.5 | 1454 | 9.6 | 2812 | 7.6 |

Marketview Comparison Report (Page 8 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Attribute | Area 1 | | Area 2 | | Area 3 | |
|---|---|---|---|---|---|---|
| 1999 Expenditures by Selected Product Categories(in thousands of dollars): | ($000s) | US Index | ($000s) | US Index | ($000s) | US Index |
| Food at Home | $11724 | 88 | $61191 | 89 | $157183 | 92 |
| Food Away From Home | $7201 | 81 | $39795 | 88 | $106397 | 94 |
| Alcoholic Beverages at Home | $713 | 86 | $3833 | 90 | $10048 | 94 |
| Alcoholic Beverages Away From Home | $377 | 65 | $2179 | 73 | $5972 | 80 |
| Personal Care Products | $1112 | 87 | $5989 | 91 | $15691 | 95 |
| Personal Care Services | $949 | 93 | $5081 | 97 | $13384 | 102 |
| Nonprescription Drugs | $496 | 101 | $2698 | 107 | $6984 | 110 |
| Women's Apparel | $2156 | 77 | $12069 | 84 | $32813 | 91 |
| Men's Apparel | $1047 | 65 | $5891 | 72 | $16243 | 79 |
| Girls' Apparel | $198 | 68 | $1008 | 67 | $2672 | 71 |
| Boys' Apparel | $276 | 74 | $1386 | 72 | $3635 | 76 |
| Infants' Apparel | $227 | 77 | $1156 | 77 | $2998 | 79 |
| Footwear (Excl. Infants) | $944 | 78 | $5000 | 81 | $13216 | 85 |
| Housekeeping Supplies | $1494 | 89 | $8243 | 95 | $21829 | 101 |
| Lawn/Garden Supplies (Incl. Plants) | $289 | 103 | $1638 | 114 | $4400 | 122 |
| Domestic Services | $1434 | 82 | $8130 | 91 | $22517 | 100 |
| Household Textiles | $416 | 82 | $2326 | 90 | $6280 | 96 |
| Furniture | $1422 | 78 | $7775 | 84 | $20927 | 90 |
| Floor Coverings | $349 | 70 | $2095 | 82 | $5942 | 93 |
| Major Appliances | $617 | 85 | $3396 | 91 | $8973 | 96 |
| Small Appliances & Houseware | $373 | 80 | $2096 | 88 | $5664 | 95 |
| TV, Radio & Sound Equipment | $1810 | 74 | $9879 | 79 | $26377 | 84 |
| Other Entertainment Equip./Services | $1593 | 59 | $9498 | 69 | $26472 | 77 |
| Transportation | $18903 | 78 | $105492 | 85 | $284084 | 91 |

| 1999 Expenditures by Selected Store Type (in thousands of dollars): | ($000s) | US Index | ($000s) | US Index | ($000s) | US Index |
|---|---|---|---|---|---|---|
| Building Materials & Supply Stores | $1054 | 76 | $6017 | 85 | $16172 | 91 |
| Hardware Stores | $150 | 76 | $857 | 85 | $2313 | 92 |
| Retail Nursery/Lawn/Garden Supply | $242 | 86 | $1389 | 96 | $3761 | 104 |
| Auto Supply Stores | $1062 | 79 | $5980 | 87 | $16103 | 94 |
| Gasoline/Service Stations | $5020 | 83 | $27390 | 88 | $72242 | 93 |
| Grocery Stores | $12645 | 88 | $66687 | 91 | $172086 | 93 |
| Drug and Proprietary Stores | $2226 | 90 | $12257 | 97 | $32239 | 102 |
| Eating Places | $7095 | 81 | $39310 | 87 | $105266 | 93 |
| Drinking Places | $308 | 73 | $1751 | 81 | $4757 | 87 |
| Department Stores (Excl. Leased) | $4839 | 76 | $26914 | 83 | $72603 | 89 |
| Apparel Stores | $1951 | 74 | $10812 | 79 | $29362 | 86 |
| Shoe Stores | $562 | 77 | $2985 | 80 | $7904 | 85 |
| Furniture | $1290 | 79 | $7087 | 84 | $19108 | 91 |
| Home Furnishing Stores | $662 | 75 | $3834 | 85 | $10620 | 94 |
| Household Appliance Stores | $325 | 82 | $1808 | 89 | $4837 | 95 |
| Radio/TV/Computer/Music Stores | $1011 | 71 | $5676 | 78 | $15489 | 85 |

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Marketview Comparison Report (Page  9 of 11)
 19-JUN-00
Strategic Planning Group, Inc.                          1 (800) 213-PLAN
1999 Male and Female Population Comparison

 Area 1 = radius of tarpon:  Radius= 1. MI

        Males                      Age                     Females
      ---------                 ---------                 ---------
           83               mm|   85+    |fff                   145
          305          mmmmmmm|  75-84   |fffffffff             392
          482      mmmmmmmmmmm|  65-74   |fffffffffffffff       614
          354         mmmmmmmm|  55-64   |fffffffffff           456
          418       mmmmmmmmmm|  45-54   |fffffffffff           451
          258           mmmmmm|  40-44   |ffffff                261
          256           mmmmmm|  35-39   |ffffff                265
          230            mmmmm|  30-34   |fffff                 241
          253           mmmmmm|  25-29   |fffff                 237
          183             mmmm|  20-24   |ffff                  172
          204             mmmm|  15-19   |ffff                  190
          218            mmmmm|  10-14   |fffff                 216
          241            mmmmm|   5-9    |fffff                 241
          242            mmmmm|    <5    |fffff                 233

 Area 2 = radius of tarpon:  Radius= 3. MI

        Males                      Age                     Females
      ---------                 ---------                 ---------
          460               mm|   85+    |fff                   756
         1844         mmmmmmmm|  75-84   |ffffffffff           2407
         2675     mmmmmmmmmmmm|  65-74   |fffffffffffffff      3314
         1839         mmmmmmmm|  55-64   |ffffffffff           2348
         2171        mmmmmmmmm|  45-54   |ffffffffff           2318
         1250            mmmmm|  40-44   |fffff                1275
         1224            mmmmm|  35-39   |fffff                1210
         1091             mmmm|  30-34   |fffff                1131
         1220            mmmmm|  25-29   |fffff                1112
          796              mmm|  20-24   |fff                   768
          806              mmm|  15-19   |fff                   782
          964             mmmm|  10-14   |ffff                  948
         1017             mmmm|   5-9    |ffff                 1004
          977             mmmm|    <5    |ffff                  942

 Area 3 = radius of tarpon:  Radius= 5. MI

        Males                      Age                     Females
      ---------                 ---------                 ---------
         1155                m|   85+    |fff                  1892
         4891         mmmmmmmm|  75-84   |ffffffffff           6356
         7122     mmmmmmmmmmmm|  65-74   |fffffffffffffff      8720
         4383          mmmmmmm|  55-64   |fffffffff            5663
         5520        mmmmmmmmm|  45-54   |ffffffffff           5940
         3109            mmmmm|  40-44   |fffff                3258
         2916            mmmmm|  35-39   |fffff                3025
         2517             mmmm|  30-34   |ffff                 2649
         2885             mmmm|  25-29   |ffff                 2717
         1815              mmm|  20-24   |fff                  1787
         1968              mmm|  15-19   |fff                  1977
         2471             mmmm|  10-14   |ffff                 2412
         2489             mmmm|   5-9    |ffff                 2433
         2370             mmmm|    <5    |fff                  2300
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Marketview Comparison Report (Page 10 of 11)
19-JUN-00
Strategic Planning Group, Inc. 1 (800) 213-PLAN
1999 Total Population Comparison (%)
Area 1 = radius of tarpon: Radius= 1. MI
Area 2 = radius of tarpon: Radius= 3. MI
Area 3 = radius of tarpon: Radius= 5. MI

| Area 1 | | Age | | Area 2 |
|---|---|---|---|---|
| 2.9 | 11 | 85+ | 222 | 3.1 |
| 8.9 | 11111111 | 75-84 | 2222222222 | 11.0 |
| 14.0 | 1111111111111 | 65-74 | 222222222222222 | 15.5 |
| 10.3 | 111111111 | 55-64 | 2222222222 | 10.8 |
| 11.1 | 1111111111 | 45-54 | 22222222222 | 11.6 |
| 6.6 | 111111 | 40-44 | 222222 | 6.5 |
| 6.6 | 111111 | 35-39 | 222222 | 6.3 |
| 6.0 | 11111 | 30-34 | 22222 | 5.8 |
| 6.2 | 111111 | 25-29 | 22222 | 6.0 |
| 4.5 | 1111 | 20-24 | 222 | 4.0 |
| 5.0 | 1111 | 15-19 | 222 | 4.1 |
| 5.5 | 11111 | 10-14 | 2222 | 4.9 |
| 6.1 | 11111 | 5-9 | 22222 | 5.2 |
| 6.1 | 11111 | <5 | 2222 | 5.0 |

| Area 2 | | Age | | Area 3 |
|---|---|---|---|---|
| 3.1 | 22 | 85+ | 33 | 3.2 |
| 11.0 | 2222222222 | 75-84 | 3333333333 | 11.6 |
| 15.5 | 22222222222222 | 65-74 | 333333333333333 | 16.4 |
| 10.8 | 222222222 | 55-64 | 333333333 | 10.4 |
| 11.6 | 2222222222 | 45-54 | 3333333333 | 11.8 |
| 6.5 | 22222 | 40-44 | 333333 | 6.6 |
| 6.3 | 22222 | 35-39 | 33333 | 6.1 |
| 5.8 | 22222 | 30-34 | 3333 | 5.3 |
| 6.0 | 22222 | 25-29 | 33333 | 5.8 |
| 4.0 | 222 | 20-24 | 333 | 3.7 |
| 4.1 | 222 | 15-19 | 333 | 4.1 |
| 4.9 | 2222 | 10-14 | 3333 | 5.0 |
| 5.2 | 2222 | 5-9 | 3333 | 5.1 |
| 5.0 | 2222 | <5 | 3333 | 4.8 |

| Area 3 | | Age | | Area 1 |
|---|---|---|---|---|
| 3.2 | 33 | 85+ | 11 | 2.9 |
| 11.6 | 3333333333 | 75-84 | 11111111 | 8.9 |
| 16.4 | 333333333333333 | 65-74 | 111111111111 | 14.0 |
| 10.4 | 333333333 | 55-64 | 111111111 | 10.3 |
| 11.8 | 3333333333 | 45-54 | 1111111111 | 11.1 |
| 6.6 | 333333 | 40-44 | 111111 | 6.6 |
| 6.1 | 33333 | 35-39 | 111111 | 6.6 |
| 5.3 | 3333 | 30-34 | 11111 | 6.0 |
| 5.8 | 33333 | 25-29 | 11111 | 6.2 |
| 3.7 | 333 | 20-24 | 1111 | 4.5 |
| 4.1 | 333 | 15-19 | 1111 | 5.0 |
| 5.0 | 3333 | 10-14 | 11111 | 5.5 |
| 5.1 | 3333 | 5-9 | 11111 | 6.1 |
| 4.8 | 3333 | <5 | 11111 | 6.1 |

```
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 Marketview Comparison Report (Page 11 of 11)
 19-JUN-00
 1999 Households by Household Income (%):
            (income ranges in thousands of dollars)
 Area 1 = radius of tarpon:  Radius= 1. MI
 Area 2 = radius of tarpon:  Radius= 3. MI
 Area 3 = radius of tarpon:  Radius= 5. MI


          Area 1                HH inc                      Area 2
          ------               ---------                    ------
             2.5             1|  $150+  |22                    3.4
             2.5             1|$100-$150|22                    3.2
             5.5           111|$ 75-$100|222                   5.7
            12.6      11111111|$ 50-$ 75|222222222            14.7
            15.6    1111111111|$ 35-$ 50|22222222222          18.2
             8.1         11111|$ 30-$ 35|22222                 7.8
             7.1          1111|$ 25-$ 30|22222                 7.9
             9.6        111111|$ 20-$ 25|222222                9.7
            22.8 1111111111111111|$ 10-$ 20|222222222222      18.8
            13.7     111111111|   <$10  |222222               10.6


          Area 2                HH inc                      Area 3
          ------               ---------                    ------
             3.4            22|  $150+  |333                   4.1
             3.2            22|$100-$150|333                   4.8
             5.7          2222|$ 75-$100|33333                 6.9
            14.7   22222222222|$ 50-$ 75|3333333333333        16.5
            18.2 22222222222222|$ 35-$ 50|33333333333333      18.0
             7.8        222222|$ 30-$ 35|333333                7.7
             7.9        222222|$ 25-$ 30|333333                7.6
             9.7       2222222|$ 20-$ 25|3333333               9.1
            18.8 222222222222222|$ 10-$ 20|3333333333333      16.5
            10.6      22222222|   <$10  |3333333               8.9


          Area 3                HH inc                      Area 1
          ------               ---------                    ------
             4.1            33|  $150+  |1                     2.5
             4.8           333|$100-$150|1                     2.5
             6.9          3333|$ 75-$100|111                   5.5
            16.5    3333333333|$ 50-$ 75|11111111             12.6
            18.0   33333333333|$ 35-$ 50|1111111111           15.6
             7.7         33333|$ 30-$ 35|11111                 8.1
             7.6          3333|$ 25-$ 30|1111                  7.1
             9.1         33333|$ 20-$ 25|111111                9.6
            16.5    3333333333|$ 10-$ 20|111111111111111      22.8
             8.9         33333|   <$10  |111111111            13.7

 ==============================================================================
      1999 estimates and 2004 projections produced by Claritas Inc.
```