

**1. First Name:**

Lori

**2. Last Name:**

Marable

**3. Role with Corridor Management Entity:**

FDOT District 7 Scenic Highway Coordinator

**4. Email:**

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**5. What highway do you belong to?**

Courtney Campbell Scenic Highway

**6. Discuss the condition of the intrinsic resources and any changes in the corridor since designation. If necessary, provide photographs or other graphical representation of the resources by emailing them to [Floridascenichighways@gmail.com](mailto:Floridascenichighways@gmail.com).**

The status of the intrinsic resources as presented in the Corridor Management Plan (CMP) Update (12/2010) has not changed. The resurfacing project on SR 60 is close to completion as programmed. This project will include the Multi-Use Trail (Courtney Campbell Trail) from the western edge of Hillsborough County to east of Rocky Point Drive. A new project has been programmed and funded to complete the Courtney Campbell Trail for the rest of the Scenic Highway in Pinellas County. The investment by FDOT totals \$24.8 million. The Corridor Advisory Committee (CAC) was instrumental in the advocacy for this Trail and in working out implementation details with FDOT as the projects proceed to final completion in 2015.

**7. What, if any, intrinsic resources have been degraded or altered?**

None.

**8. Identify and discuss enhancement projects that have been initiated or completed.**

Based on the approved CMP Goals, Objectives and Strategies (GOS) the following projects were undertaken during the reporting period: (1) Supported Keep Tampa Bay Beautiful cleanup events (Goal 1d) - Ongoing on yearly basis; (2) Support the City of Tampa's on-going efforts to modernize Ben T. Davis Beach park facilities (total investment \$672,000). Included is the long planned replacement for the restroom facilities damaged in the 2004 hurricanes – actual construction started in May 2013; and (3) Between now and 2016 the Trail will be completed with FDOT State Transportation Alternative Funds (Goal 2).

**9. Describe plans for future development in the corridor and how this issue will be addressed.**

The majority of the corridor is owned by FDOT and as such, it is subject to state regulations. These regulations prevent commercial intrusions incompatible with state transportation goals. Additionally, current land use designations for portions of the corridor outside of FDOT protection preclude significant non-compatible development along the corridor. The scheduled Courtney Campbell Trail along SR 60 will provide a regional connection for non-motorized travel between Pinellas and Hillsborough counties. On the Pinellas (west) side, the project will connect to Pinellas County's trail system via a proposed Bayshore Trail extension. On the Hillsborough (east) side, the Courtney Campbell Trail will tie into the Utility-Pathway (U-Path), Cypress Point Park, Skyway Park, and connect to the West Tampa Greenway that will eventually connect using a combination of on and off-road facilities to the Upper Tampa Bay Trail and

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from there to the Suncoast Parkway Trail into Pasco and Hernando Counties. The Courtney Campbell Trail is on the West Central MPO CCC Regional Multi-Use Trail Map.

**10. Mention how effective the goals, objectives and strategies have been in accomplishing the Corridor Vision.**

Implementation of the approved goals, objectives and strategies (GOS) for the Courtney Campbell Scenic Highway is continuing. A review of the GOS finds them to be consistent with the desires of the Corridor Management Entity (CME). Work on near term goals are underway. As the corridor celebrates its eighth anniversary as a Scenic Highway, all approved GOS remain valid for short- and long-term accomplishment.

**11. Which goals and objectives have been met thus far and how were they accomplished?**

Most short and mid-term priority GOS are underway. Several accomplishments are noted: (1) Received FDOT Enhancement Grants to provide bicycle/pedestrian access across the entire length of the causeway (Goal 2b). (2) Connection of the Courtney Campbell Scenic Highway web site to the state scenic highway website (Goal 4a). (3) Received In-Kind services from URS (Goal 3). (4) Maintained administrative CME oversight, and completed end of year report (Goal 3b). (5) Coordinated with FDOT regarding reconstruction activities of the LINKS Tampa Airport Interchange at the east end of the corridor (Goal 2).

**12. Which goals (unlikely in the first year), objectives, and strategies have been or need to be modified in order to attain the Corridor Vision?**

Beyond the refinement of the goals in the 2010 update, no GOS need to be modified. The current GOS have proven fruitful in maintaining our corridor vision, which remains clear and all GOS are valid.

**13. What new ordinances, policies and/or regulations have been issued as a result of the scenic highway?**

No new ordinances, policies and/or regulations have been issued as a result of the scenic highway by the participating local governmental agencies.

**14. Are there proposed ordinances/regulations that may aid goals?**

No additional ordinances/regulations are needed at this time. One business located in the Rocky Point area along the causeway modified an existing, on-premises, free-standing sign to full digital animation. This created a distraction and changed the character of the area. The modification was contrary to the existing Tampa sign code. The CAC brought this violation to the attention of the City. As a result the sign now complies with City code.

**15. Discuss the effectiveness of the Public Participation Program to date.**

The approved Community Participation Program (CPP) is being implemented through Keep Tampa Bay Beautiful. The database of participants, sponsors, and interested parties has been updated as needed. The CAC will continue to review and update the CPP as needed in the future. The CAC reaches out and supports local groups that participate in the coastal cleanups that happen throughout the year on the corridor. In 2012-13, Keep Tampa Bay Beautiful recorded more than 23 projects held, involving 1,162 volunteers. Approximately 29,062 lbs of trash were removed, including 56 tires. Keep Pinellas Beautiful conducted two cleanups. A total of 173 volunteers spent six hours and collected a total of 1,300 pounds from two miles of beach.

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In January 2012, the University of South Florida became a member of the committee. To support Public Engagement Goals USF liaison CJ Reynolds organized meetings with USF faculty and Trail committee members. The Masters level Strategic Communications Management Course selected the Trail for their 2013 Spring semester course project. Students conducted interviews with committee members, the Florida Department of Transportation, local business owners and general managers of hotels, restaurants etc. The students worked with the City of Tampa to facilitate a focus group in February 2013 with stakeholders in the Dana Shores, Lincoln Gardens/Carver City and Rocky Point neighborhoods. The students developed ideas for the website, a new tagline, and launch events; and created a three-minute video. Three students from the Community Development Course (urban planning) conducted an assessment of public and private parking near the Trail. Overall, the students provided useful information for consideration by the committee. The committee may seek to engage USF for future projects. The full student reports are available for review.

Two status updates were presented to the Hillsborough County Commission and one status update was presented to the Clearwater City Council. Extensive information is available at: <http://tbrpc.org/scenic/index.shtml> . Meetings are advertised at: <http://www.tbrpc.org/>

The Westshore Alliance continued outreach efforts to inform local business, employees and residents of the upcoming Courtney Campbell Trail. In December the Alliance hosted a meeting with Rocky Point stakeholders and provided a presentation on the upcoming Trail. A subcommittee was formed to assist with the Trail's opening ceremonies.

**16. Provide a synopsis of major issues discussed at public meetings held in the past year and elaborate on any critical issues that have arisen during these forums and how they were dealt with or will be addressed.**

The inclusion of the Trail as part of the resurfacing project addresses long-standing public concerns with safe access to the public bus stop in the Rocky Point area, as well as minor flooding, pedestrian and bicycle safety in that area. Once the Courtney Campbell Trail is finished, the CCSH CAC will look into applying for a grant to pay for 911 Emergency Response/GPS-locatable decals along the Trail in case of emergency. The decals will display a number that can be given to the 911 operator to dispatch police or emergency medical personnel to the person in need. The decals can also be used for reporting maintenance issues. The need for additional restrooms and parking as a result of the construction of the Courtney Campbell Trail will be an issue. Currently the only public restrooms on the Causeway are at Ben T. Davis Beach and this facility may be inadequate to handle the number of people using the Trail once it is open. It has been suggested that Clearwater look into placing public restrooms, as part of a public-private partnership, at the site of the former Welcome Station at the western end of the Causeway.

**17. Describe corridor funding needs, acquisitions and expenditures.**

To date we have been successful obtaining in-kind contributions for needed administrative support - The CAC's yearly operating expenses are provided through an agreement with Tampa Bay Regional Planning Council (TBRPC). TBRPC Board is the official CME for this corridor and provides approximately \$10,000 in-kind each year to fulfill the responsibilities of the Corridor Management Entity (CME). Acquisitions: None. Expenditures: No expenditures were undertaken during the reporting period.

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**18. Has obtaining funding been a problem?**

Based on the URS concept plan, the committee developed cost estimates for landscaping and other Trail amenities. Due to timing of annual budget planning cycles, the City of Tampa and Hillsborough County did not include funding in their 2012-2013 final budgets. Public and private sector fundraising plans are being implemented in 2013.

**19. If so, how will the CME attempt to resolve this issue?**

In the upcoming year the CME will focus on the following funding opportunities: (1) Re-authorization of TBRPC in-kind contribution to fulfill responsibilities as the CME. (2) Follow-up funding from founding donors. (3) Identify additional donors/sponsors. (4) Identify targeted grant opportunities. It seems that most of the grants that are available require local matching funds. The CAC is working with its City and County partners to provide funding for amenities along the entire length of the Trail.

On June 19, 2013 members of the CAC presented to the Hillsborough County Board of County Commissioners a list of amenities for the Hillsborough County portion of the Trail which was based upon the Amenities Plan developed by URS. On July 31, 2013 notification was received that the full amount (\$1,253,175) had been identified in the County's draft budget. Two budget hearings will be held in September, 2013 before the allocation to the Scenic Trail is finally determined.

**20. Are future funding sources being pursued?**

Yes, especially in-kind contributions for Trail amenities from partner governmental entities. The Westshore Alliance submitted a budget request to the City of Tampa and the CAC submitted a budget request to Hillsborough County to fund portions of the Amenities plan.

**21. If so, when does the CME anticipate receiving them?**

The City of Tampa did not include funding for Trail amenities in its 2013-14 budget. Hillsborough County funding, if approved at the final hearing, should be available October 1, 2013. Clearwater and Pinellas County have not yet considered funding for that portion of the project, slated for completion in 2015.

**22. How will the funding be used?**

Priority uses of funding are amenities at various stations along the Trail, such as parking, water fountains, benches, trash receptacles, bike racks, interpretive signs and shade structures at an estimated cost of \$139,500 and Trail Landscape Enhancements of \$620,000 for the Hillsborough County section. Funding will also be used to support ongoing activities including: administrative, public relations (corridor brochures and website), and technical (GOS-targeted) activities.

**23. Please identify any intrinsic resources along your Scenic Highway corridor that have experienced impacts or benefits since your previous Annual Report? (List resource name and impact/benefit)**

(1) Safety improvements at the SR 60 and Rocky Point Drive intersection. (2) Safe Pedestrian accessibility to the Rocky Point bus stops. (3) Construction/rebuilding of the service roads along the southern edge of the Causeway into a continuous multi-use trail (in progress), including a bridge over the navigable channel of Old Tampa Bay.

**24. What Marketing events have taken place since the last annual report?**

Media coverage for the Trail project has been encouraged. This has resulted in segments on two regional television news programs and several newspaper articles.

**25. Lodging Facilities: How many lodging facilities are along your corridor?**

Seven hotels/inns with approximately 863 rooms and 357 extended-stay suites; and 744 residential units.

**26. What is the most common type lodging facility (hotel, motel, bed & breakfast, etc...) along your corridor?**

Large hotels; however there are also smaller facilities available.

**27. Restaurants: What type (fast food, casual family dining, gourmet, diner, etc) of restaurants are generally found along your corridor? Has designation affected the amount or type of restaurants along your corridor?**

There are no fast food restaurants along the corridor. There is a good mix of casual family dining, gourmet dining, seafood restaurants, and dining/lounge establishments. Designation has not affected the amount or types of restaurants along the corridor.

**28. Chamber of Commerce: Please list every Chamber of Commerce on your corridor (Name, Address, City, Zip, Contact and Phone)**

The Westshore Alliance, 3109 W. MLK, Jr. Blvd, Suite 140, Tampa, FL 33607, 813-289-5488; The Tampa Chamber of Commerce, 201 North Franklin Street, Tampa, FL 33602, 813-228-7777; and The Clearwater Regional Chamber of Commerce, 600 Cleveland Street, Clearwater, FL 33755, 727-461-0011

**29. Private Development: Has scenic highway designation had an effect on private development along your corridor? If so, how?**

There has been no new development in the commercial areas along the Causeway this year.

**30. Demographic Changes: Have demographic changes taken place since your last annual report?**

Demographics along much of the corridor appear to have remained the same.

**31. Property Value Changes: Have property values been affected since your last annual report?**

In the past year the property values in the Westshore Special Assessment District have increased 7.5%.

**32. Tourist: Has there been a change in the number of tourists since your last annual report?**

The St. Pete/Clearwater Area Convention and Visitors Bureau reported a 3.8% increase in tourism in 2011-12. Hillsborough County reported a 6.24% increase in tourists in 2011-12.

**33. Discuss how effective the integration of the CMP into the local government comprehensive plan(s) has been.**

Pinellas County, City of Clearwater, and the City of Tampa have included policies in their Comprehensive Plans that support the efforts of the Courtney Campbell Scenic Highway Corridor Advisory Committee (CCSH CAC).

**34. Discuss any actions that are underway or are needed to maintain consistency with the LGCP (Local Government Comprehensive Plan) and other plans.**

Because of the stability of the area no necessary actions have been identified.

**35. Describe any problems that have arisen regarding the corridor.**

No problems have arisen during the reporting period.

**36. Describe present and future actions to resolve these issues.**

Not Applicable.

**37. How has the CME been managed and organized?**

The CME has worked together with the CAC in a consistent, collaborative effort of public and private sector partners from both sides of the Bay, recognizing opportunities and supporting each other now and in the years ahead.

**38. Describe how partnering and coordination efforts have worked.**

Partnering efforts have worked well. During this reporting year the two cities and two counties adjacent to the Trail all agreed to the Trail's name and passed resolutions confirming the CAC's suggestion. The City of Tampa and The City of Clearwater are working together to unify the regulations that will be used to manage the Trail and to unify the appearance of the Trail amenities. The CAC is composed of: FDOT; Tampa Bay Regional Planning Council; Pinellas County; Hillsborough County; City of Clearwater; City of Tampa; Clearwater Regional Chamber of Commerce; Hillsborough County Aviation Authority; Westshore Alliance; URS; the International Ocean Institute/University of South Florida; Keep Tampa Bay Beautiful; Hillsborough County MPO; Pinellas County MPO; elected officials and staff. FDOT, the counties and cities are working together to provide a Maintenance Agreement for the whole trail.

**39. Provide discussion of any other issues the CME feels are relevant to the corridor's success.**

If it were not for the efforts of the Courtney Campbell Scenic Highway Corridor Advisory Committee, in partnership with FDOT District 7, the Courtney Campbell Trail and Tidal Gate projects would not have come to be. A key issue for the CAC is, now that the U-Path is open from the Hillsborough/Tampa Interchange project, north to Skyway Park and south to Cypress Point Park, more access to the Courtney Campbell Causeway (especially for bikes and pedestrians) is provided. This, combined with the construction of the new Courtney Campbell Trail will bring more people to this area. This will challenge parking availability, and require additional amenities, e.g. restrooms, water, shade, etc. The CAC is working with its partners to obtain amenities needed for the Trail (See description under response to Question 19).