

2006 Summary Report for: Courtney Campbell

Contact Information

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Corridor Conditions

1) 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.

The status of the intrinsic resources presented in the designation document (November 2004) has not changed. Reconstruction of the Tampa Airport Interchanges (SR 60) has commenced at the east end of the corridor (FPN: 255844 1). This highway reconstruction project started in August 2005 and has an estimated completion date of the Spring 2010. The Right-of-Way acquisition process associated with this reconstruction project eliminated several undesirable businesses and billboards at the east end of the corridor. The corridor marker outlining the history of the Causeway (attached photo) located at the east end of the corridor has been relocated off site as part of the current highway reconstruction project. This monument will be reinstalled after construction is complete.

2) What, if any, intrinsic resources have been degraded or altered?

No intrinsic resources within the corridor have been degraded or altered during the reporting period.

3) Identify and discuss enhancement projects that have been initiated or completed.

Based on the approved scenic highway Goals, Objectives and Strategies (GOS) the following projects have been undertaken during the reporting period. (1.) Receive approval as a Florida Scenic Highway (May 2005) and ribbon cutting designation ceremony (November 2005) (attached photos). Completed. (2.) Installation of a traffic signal at the Clearwater Christian College. This project is complete and meets Goal 2a. (3.) Installation of four Florida Scenic Highway Markers along the corridor (Goal 4). Completed. (4.) Participation in the Keep Hillsborough Beautiful Tampa Bay Cleanup event (April 22, 2006)(Goal 1d). Completed for 2006 but ongoing on a yearly basis. (5.) Creation of the Courtney Campbell Scenic Highway web site (www.courtneycampbell.com)(Goal 4). Completed. (6.) Preparation and submittal of Visit Florida grant request (Goal 3). Completed. Note: Corridor Management Entity (CME) was recently notified that this grant was not awarded to the Courtney Campbell Scenic Highway. (7.) Partnering with FDOT District Seven to submit a statewide enhancement grant to investigate the installation of a bike-way across the main channel bridge (Goal 3). Completed. Note: This grant request is currently being reviewed by FDOT Central Office. Notification is expected in the Fall of 2006. (8.) Completion of a bikeway needs assessment for the Hillsborough County portion of the corridor by the City of Tampa Parks Department (Goal 2 & 6). This needs assessment has been submitted to FDOT for review. (9.) Development of a corridor brochure (Goal 4). Completed but future updates will be required. (10.) Identification of five founding donors (Goal 3). Completed but will need to be addressed on a yearly basis. (11.) Courtney Campbell Bike/Pedestrian Trail has been listed as Number 3 priority by the West Central Florida Metropolitan Planning (MPO) Organization Chairs Coordinating Committee (CCC).

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

Much of the corridor is fully 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.

Corridor Conditions - Photographs



Photo 1: Courtney Campbell Historic Monument (East End)



Photo 2: Courtney Campbell Historic Monument



Photo 3: Bill Jonson - Ribbon cutting ceremony at the boat launch on Courtney Campbell Causeway



Photo 4: Linda Saul-Sena - Ribbon Cutting Ceremony at the boat launch on Courtney Campbell Causeway



Photo 5: Unveiling of the Courtney Campbell Scenic Highway sign at the Ribbon Cutting Ceremony

Goals, Objectives and Strategies

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

Implementation of the approved GOS for the Courtney Campbell Scenic Highway are in their infancy. This is the first year as a designated corridor. An review of our GOS at the end of our first year in operation finds them to be consistent with the desires of CME and our approved Corridor Vision. Work on all near term GOS have begun with the ultimate goal being accomplishing the corridor vision. After one year's worth of activity all approved GOS's remain valid for long term accomplishment of the Corridor Vision.

6) Which goals and objectives have been met thus far and how were they accomplished?

Completed: [2a(i)] - Support installation of a traffic signal at the Clearwater Christian College entrance/City of Clearwater West Beach access-way. FDOT in cooperation with the City of Clearwater have installed this signal. [3b] - The Tampa Bay Regional Planning Council (TBRPC) serves as the official CME for the scenic highway. [4a] - Courtney Campbell Scenic Highway maintains its own web site. To date there is no State Scenic Highway web site connection. [4b] - An informational brochures has been developed for the scenic highway. [6a] - A map identifying the pedestrian trail missing linkages along the Causeway has been prepared and submitted to FDOT for upcoming funding opportunities. Underway and Ongoing: [1d] - Participation in the Keep Hillsborough Beautiful Spring Tampa Bay Cleanup. [2b] - Currently working with FDOT to develop a continuous bicycle/pedestrian trail parallel to SR 60. [3a] - Inclusion of Causeway planning elements in the Comprehensive Plans for the participating local governments. [3b] - A funding mechanism has been established through the TBRPC to receive donations. There are now five founding sponsors for the Courtney Campbell Scenic Highway. Coordination is underway with other private interests along the Corridor to seek out additional partnerships. [4b] - Corridor informational materials are currently under development. [5a] - The CME is currently working with the City of Tampa regarding proposed improvements to Ben T. Davis Beach Park. These improvements will be funded by the City. [6a] - An enhancement grant request was recently submitted by FDOT to investigate the feasibility of constructing a pedestrian/bike structure across the main

channel. [7b] - The CME is coordinating with FDOT regarding the reconstruction of SR 60 at the east end of the corridor.

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

This is the Courtney Campbell Scenic Highway's first year of designation. No GOS requires modification at this time. All GOS remain valid.

8) 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 government entities. Hillsborough County has adopted the proposed Courtney Campbell bike/pedestrian path as part of its regional bike/pedestrian implementation plan.

9) Are there proposed ordinances/regulations that may aid goals?

No additional ordinances/regulations are needed at this time.

Community Participation Program

10) Discuss the effectiveness of the Community Participation Program to date.

The approved Community Participation Program (CPP) is effective and being implemented. The database of participants, sponsors, and interested parties has been updated as needed throughout the year. During the reporting year, information in the approved CPP was drawn upon for the successful implementation of the Corridor Designation Ribbon Cutting Ceremony in the spring. Notices were provided to elected officials and local governmental sponsors. Press releases were used to notify the press and other interested parties. Approximately 100 elected officials, sponsors and interested parties were in attendance at the event. The CME will continue to review and update the CPP as needed in the future.

11) 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.

No official "town meeting" type public meetings were required nor conducted during the reporting period. The CME did conduct bi-monthly committee meetings during the reporting period. All meetings were properly noticed and meeting minutes taken and posted. These meetings are open to the public and used to discuss and update interested parties of ongoing CME's activities. No critical/controversial issues were identified.

Funding

12) Describe corridor funding needs, acquisitions and expenditures.

Funding needs are significant; Needs: (1.) Administrative support - The CME's yearly operating expenses are provided through an agreement with TBRPC. TBRPC Board sits as the official CME for this corridor. TBRPC provided \$10,000 this year to cover administrative support. This funding needs to be reapproved on a yearly basis by the TBRPC. Acquisitions: (1.) Founding Donors - The Scenic Highway received donations totaling \$11,000 from ten corporate and government sponsors. Additionally, one corporate sponsor provided in kind video support with an estimated value exceeding \$4,000. Expenditures: (1.) No significant expenditures were undertaken during the reporting period.

13) Has obtaining funding been a problem?

Yes No

14) 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 funding for administrative support. (2.) Follow up funding from founding donors. (3.) Identify additional donors 4. Identify targeted grant opportunities

15) Are future funding sources being pursued?

Yes No

16) If so, when does the CME anticipate receiving them?

Unknown at this time.

17) How will the funding be used?

Support ongoing activities including; administrative, public relations publications (corridor brochures) and technical (GOS targeted) activities.

Measuring Success

18) Traffic Counts Along the Corridor

County	Monitoring Site Number	2-Way Traffic Count (# of cars / day)
Hillsborough	0027	55000

19) Corridor Resources

Resource Name	Description	Special Circumstances
Ben T. Davis Beach	City of Tampa Park facility	The City of Tampa is currently in the process of planning for the replacement of the existing restroom/concession facilities damaged by Hurricane Francis. Picnic facilities are available in this area.
Clearwater Causeway Beach	City of Clearwater Park facility	The movement of traffic and vehicle safety onto the beach has been enhanced with the new traffic light. The City Beach has been revised to include designated parking. Additionally, a parking attendant has been added during peak usage periods. Beach erosion has occurred due to weather conditions over the last year.
Boat Launch Ramp	City of Tampa facility	Facilities are well maintained and heavily used.
Service Road	FDOT service road (partial)	Where existing, the service road is heavily used for fishing, biking, jogging and walking. It provides a safe respite from highway traffic.
Tampa Bay	A designated National Estuary	Provides water related recreation opportunities, water vista's and natural habitat for fish and birds.
Tourist Information Center	Clearwater Chamber of Commerce	Well maintained and staffed facility offering guidance and information to tourists visiting the Scenic Highway and Clearwater.

20) Marketing and Promotional Efforts

(1.) Installation of four scenic highway signs along the corridor. (2.) Production of a corridor brochure. A total of 500 copies have been produced.

21) Lodging Facilities

How many lodging facilities are along your corridor: 0 - 5

Predominant style of facilities: Predominantly Large, Chain Facilities

If other, please explain:

22) Food Facilities

How many food facilities are along your corridor: 5 - 25

Predominant style of facilities: Predominantly Large, Chain Facilities

If other, please explain:

23) Chambers of Commerce

Chamber of Commerce Name	Address	City	Zip	Phone Number
Clearwater Chamber of Commerce	1130 Cleveland St.	Clearwater	33755	727-461-0011

Westshore Alliance	5444 Bay Center Drive, Suite 115	Tampa	33609	813-289-5488
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24) Private Development

Redevelopment continues to occur in the Rocky Point area at the east end of the corridor. New/updated hotels and eating establishments have been added and others are planned. Examples include: (1.) Westin Hotel, (2.) Raddison Hotel redevelopment, (3.) Landry's Restaurant site redevelopment (condo's and parking structure).

25) Demographic Changes

Demographics along much of the corridor seems stable. There is a movement to convert apartments into condo's that is consistent with similar conversions around the Tampa Bay region.

26) Property Value Changes

According to Clearwater Chamber of Commerce/Westshore Alliance representatives, property values have increased during the reporting period. These increases are consistent with those experienced in similar areas in the Tampa Bay region.

27) Changes in Tourist Traffic

The only indicator of tourist traffic specific to the Scenic Highway is the number of visitors stopping at the Clearwater Chamber of Commerce Visitor Information Center on the west end of the corridor. Traffic counts vary from month to month (plus or minus 10% over the previous year). A slight downward trend has been observed on a year-to-year basis. Increased use of the Internet resulting in direct access to tourist information and construction at the east end of the corridor have had an influence on these numbers.

28) Other Comments on Measuring Success.

No additional comment.

Local Government Comprehensive Plan (LGCP) Relationship

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

Local governments are in the process of updating their Comprehensive Plans using their normal cycle of periodic reviews. CMP goals, objectives and strategies are being incorporated.

30) Discuss any actions that are underway or are needed to maintain consistency with the LGCP and other plans.

Because of the stability of the area no issues have been identified.

Problem Areas

31) Describe any problems that have arisen regarding the corridor.

No problems have arisen during the reporting period.

32) Describe present and future actions to resolve these issues.

N/A

Other Issues

33) Describe how well the CME has operated.

The CME has functioned well.

34) Describe how partnering and coordination efforts have worked.

Partnering efforts have worked well. The CME is currently working with a number of partners including; (1.) FDOT, (2.) Tampa Bay Regional Planning Council, (3.) Pinellas County, (4.) Hillsborough County, (5.) City of Clearwater, (6.) City of Tampa, (7.) Hillsborough County Aviation Department, (8.) Clearwater Christian College, (9.) Clearwater Chamber of Commerce, (10.) Westshore Alliance, (11.) URS, (12.) TBE, (13.) PBS&J, (14.) Keep Hillsborough Beautiful, (15.) Keep Pinellas Beautiful, And many others.....

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

There are no additional issues at this time.