

DRAFT

Community Involvement:

Safety Harbor Main Street Study



Demographics:

Safety Harbor Main Street Study

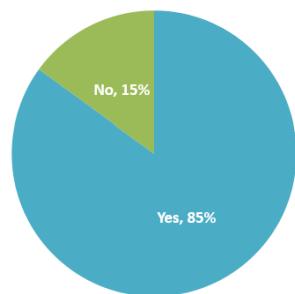


1. **Business Owners Online Survey (20 respondents)**
2. Business Owners In-Person Meeting (16 attendees)
3. **Community Members Online Survey (783 respondents)**
4. Community Members In-Person Meeting (26 attendees)

Business Owners Online Survey Information:

Out of 20 respondents 85% owned businesses along the Main Street corridor and 15% did not. Those 15% that did not, owned businesses off of a side Avenue, on McMullen Booth and one sold art on Main Street.

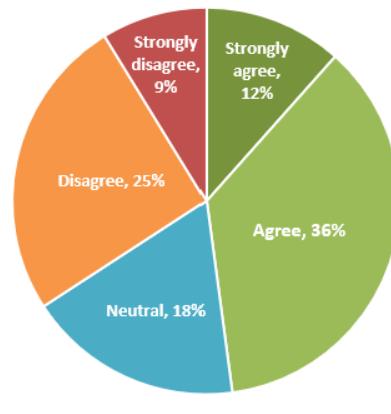
Do you own a business in Safety Harbor along the Downtown Main Street Corridor?



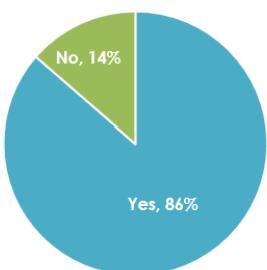
Community Online Survey Information:

84% live in Safety Harbor, only 30% of respondents work in Safety Harbor with the main purpose of going to restaurants, arriving in their personal vehicles, and with 36% agreeing they have no trouble finding parking and 25% disagreeing and that they do have trouble finding parking.

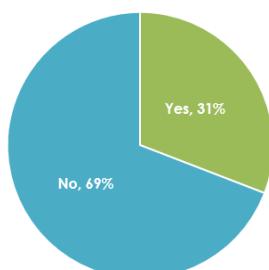
When visiting Safety Harbor, I typically do not have any trouble finding a parking space for my vehicle of choice:



Do you live in Safety Harbor?



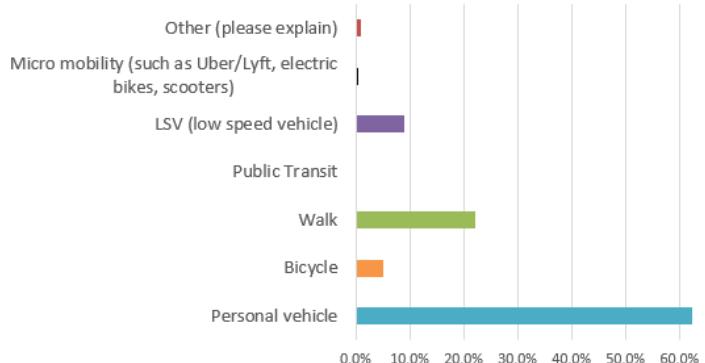
Do you work in Safety Harbor?



What is your main purpose for visiting?

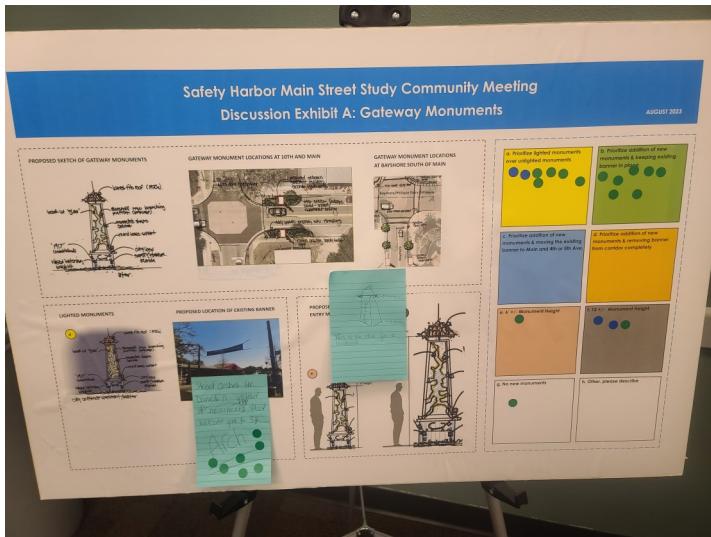


How do you typically travel in and around Safety Harbor?



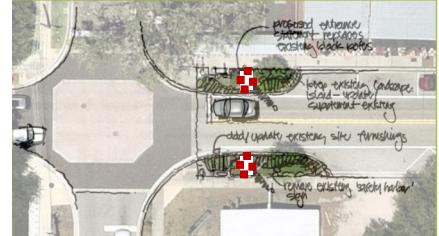
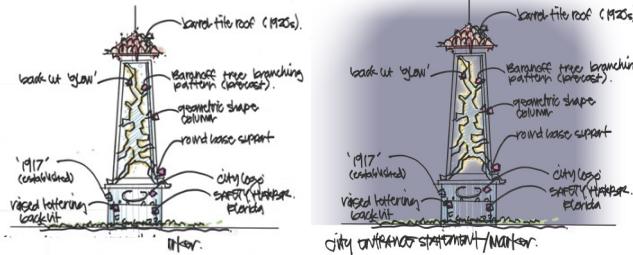
In Person Meetings, August 15, 2023

Safety Harbor Main Street Study



Gateway Monuments:

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Gateway Recommendations:

Per the majority of survey respondents and community meeting attendees, the city could reach out via a call to artists for a design competition for the Gateway Icon/Sign/Monument which would include landscaping and lighting and would also provide for the poles and banners to stay in the current 10th Avenue position.

The cost of the project would include the design, community engagement, fabrication of the chosen monument and implementation of a monument at 10th and Main and Bayshore and Main. The range of cost for the design, fabrication and installation of the monuments is \$25,000 - \$37,000 per monument.

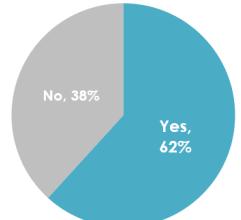
Community Online Survey Summary:

New artistically designed gateway monument, lighted but banners to remain where they are.

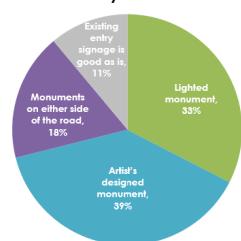
Comments from the community meetings:

- Most wanted a new, large, lighted monument or substantial sign
- Triangular or lighthouse shaped
- An archway perhaps like Ybor or other Cities
- Landscaping along with the sign
- Theme: a nod to nature
- Designed by an artist/ professional
- Banners either to stay where they are or move into center of town more

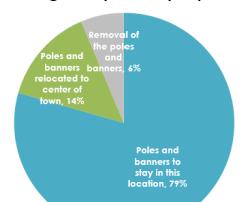
Do you support the design of new gateways on Main Street and Philippe Parkway?



Would you prefer that Gateway icon to be:



Regarding the existing poles and banners at the 10th Ave and Main Street gateway, would you prefer:



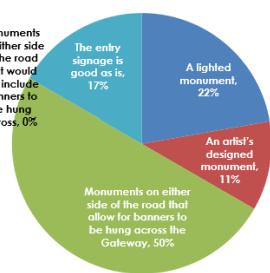
Business Owner Online Survey Summary:

90% of the business respondents would support a new Gateway monument or sign. 50% of them preferred monuments on either side of the road that allowed for banners to be hung, 22% preferred a lighted monument and 17% felt the entry signage are good as is.

Comments from the business owner meeting:

- Locate one just before the railroad crossing to leverage that people already slow down for the RRX
- Doesn't want to give up the banners to promote awareness/events
- Likes tall monuments, but still want the option to hang banners
- South of Main Street on Bayshore
- Move one block east by Legion monument first, then banner 6' too small
- Lights good -uplighting. Dynamic messaging too much not so much
- Lighting to be like Las Vegas
- Light triangles for signs
- Giant Heron different bird 12'
- Periodic banners
- Wrought iron Arch

Would you prefer that Gateway icon to be:



Parking Discussion:

Safety Harbor Main Street Study



Parking Recommendations:

- Additional Signage plan and implementation for 2nd Street South brick parking – **Cost range \$5,000 - \$10,000**
- Repurposing 1 parallel space at each corner of the intersections of 3rd Ave/Main Street and 5th Ave/Main for outdoor dining/landscaping. During this project we recommend that the ADA crossings at these intersections also be reconfigured to be compliant (see cost for this below in ADA Section) – **Cost range \$5,000 - \$10,000 per corner depending on elevations and drainage requirements.**
- Repurposing 1 parallel space on both north and south side of Main Street between 6th Ave and 7th Ave. for two (total of 4) LSV spaces by using signage and stripping for a test demonstration to see how often the LSV spaces are used – **Cost range \$1,500 - \$2,750.**
- Draw up a draft shared parking agreement with the Church and possibly other businesses who own parking spaces that are not used during peak downtown parking hours – **Cost range \$5,000 attorney fees.**

Community Online Survey Summary:

Parallel Parking - 58% of people would not support removal of any parallel parking spaces along Main Street, 15% would support repurposing parallel for seating area and 14% for pedestrian space. 2nd Street S parking - 71% of the respondents were familiar with and had parked in the brick public parking along 2nd Street S while only 11% didn't know they existed and 18% felt adding signage would better highlight these spaces.

Comments from the community meetings:

- Most preferred wider sidewalks for seating or pedestrians, but don't want to lose parking
- Prefer repurposing 1 parallel space for 2 LSV parking spaces
- Designated ride share area
- Make Avenues one-way and add parking
- Okay to lose a parallel space on each corner to add outdoor dining

I would support repurposing of some parallel parking spaces along Downtown Main Street to provide for more:

Category	Percentage
I would not support removal of any parallel parking spaces on Main Street, 58%	58%
Pedestrian space, 14%	14%
Seating area, 15%	15%
Low speed vehicle spaces, 7%	7%

Business Owner Online Survey Summary:

42% of the respondents preferred no removal of parallel parking along Main Street, 42% supported removal of parallel parking for additional seating area, 11% would support removal of parallel parking for additional pedestrian space and 5% would support removal of parallel parking for LSV parking spaces. Additionally, 82% of respondents would support public/private parking agreements as long as the business retains a percentage of the spaces for their employees, while 18% would not support these agreements.

Business Owner Summary:

Comments from the business owners:

- Like the idea of a centralized Rideshare drop off and pick up location
- Turn some of the side streets from MLK into one way to free up parking space; when there is a delivery truck blocking the road it becomes blocked

As a business owner, I would support repurposing of some parallel parking spaces along Downtown Main Street to provide for more:

Category	Percentage
I would not support removal of any parallel parking spaces on Main Street, 42%	42%
Seating area, 42%	42%
Pedestrian space, 11%	11%
LSV (low speed vehicle) parking spaces, 5%	5%
Landscape area, 0%	0%

Parking Discussion:

Safety Harbor Main Street Study



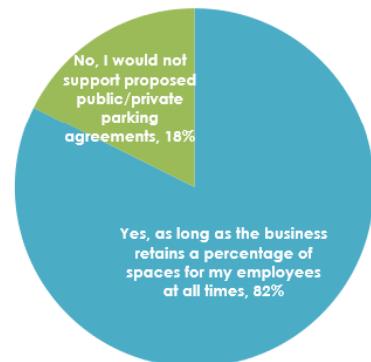
- Suggestion of modifying code to allow businesses to determine which parking spaces are repurposed
- Consider trolley or shuttle
- Consider shared parking w businesses both active or vacant who have large parking lots available

Have you ever parked in the brick Public Parking spaces which exist on Second Street South?



- Add signage for existing parking
- Rigsby parking, combo of several options
- Potential for shared parking in evening with businesses that close at night
- Business owner & employee parking
- Not many park on 2nd
- Some not aware that parking is allowed in any bricked locations
- What about a one-way Main Street? And to minimize driving through by 'big trucks'
- Deliveries by food, service vehicles – could these be wrapped along 2nd to be more manageable
- IDENTIFY additional parking before taking away parallel parking spots
- KEEP the Palm Trees because other types of trees do damage to sidewalks (roots, etc.)
- Sidewalk width is inadequate tolerance for walking 2nd/3rd
- Uber every 3 blocks
- Golf cart every block
- No to landscape (grass) more trees ok if can prevent pets from using it as restroom
- Keep parallel parking
- Expand sidewalk
- Invest in more parking (garage) instead of monument
- Plenty of spaces but cannot access

As a business owner, I would support the city entering into public/private parking agreements with business owners to allow public parking on private property:



Landscape and Site Furnishings:

Safety Harbor Main Street Study



Landscape and Site Furnishing Recommendations:

- City to implement planting/maintenance standards for businesses along the Main Street Corridor – **Cost range \$5,000 –**
- Although there were many respondents who wanted to keep the Washingtonian palms along Main Street, due to maintenance concerns we recommend to remove the palms per the current plan and replace (approximately 25) with both shade trees and palms per the proposed City planting standards – **Cost Range \$50,000**
- As part of the planting standards implement a planter/seating buffer detail at the repurposed parallel parking project at the 3rd Ave and 5th Ave intersections for a test/demonstration project.

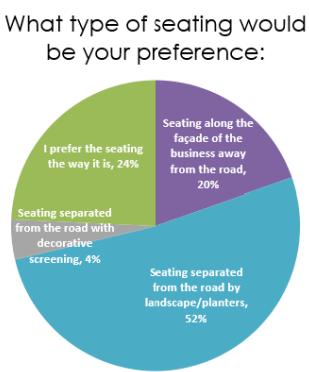
Community Online Survey Summary:

88% (595 out of 677) of the respondents enjoy outdoor seating on Main Street. 52% of the respondents preferred seating separated from the road by landscape/planters and 25% preferred the seating just the way it is, 20% preferred seating along the façade of the business away from the road. 66 % of the respondents preferred to keep the Washingtonian palms along Main Street just as they are while 25% preferred for them to be replaced with other shade trees.

Community Summary:

Comments from the community meetings:

- Most prefer planters to separate seating from road
- Palms to be replaced with shade trees
- Maintenance of any new plantings is a concern
- The Tides seating is preferred against the building façade
- Have the City set forth planting standards for the businesses



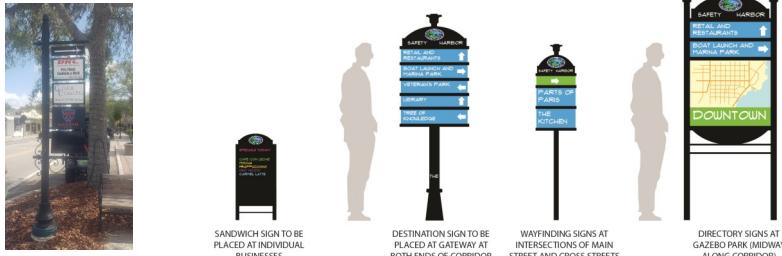
Business Owner Online Survey Summary:

Comments from the business owners:

- Use of landscaping to create separation between sidewalks and outdoor seating from parallel parking and street traffic.
- Tall Washingtonian Palms discussion:
 - ⇒ Replacement program? With other types of palms? Or another type of shade tree?
 - ⇒ Incorporate seasonal plantings.
- Comment: like the idea of planters
- Comment: Oak trees will damage the sidewalks, and City will have to deal with that 'soon enough'
- Planter boxes (broken up to allow access) aesthetically pleasing; Water St. Tampa; Shade trees, consistent water misters
- Blocking views, they like current palms
- Wider sidewalk needed
- No flowering planters
- Planters take up too much space, and existing ones need to be replaced
- Remove existing trees
- Wheelchair concerns

Signage:

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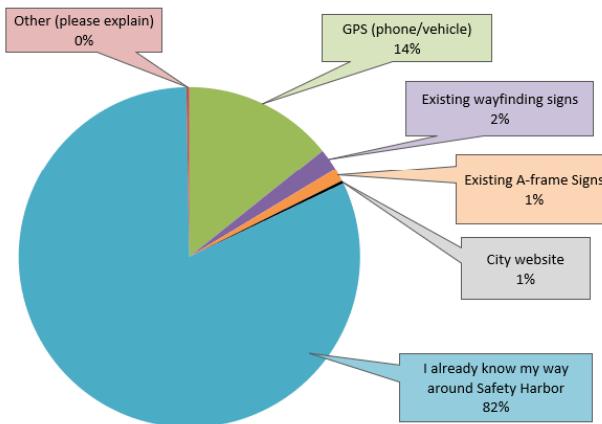
Signage Recommendations:

- Provide Community/Businesses with three choices of new Wayfinding signs to include:
Cost Range \$17,500 - \$30,000
 - ⇒ rustic natural look of Dunedin
 - ⇒ two choices of a simpler more consistent color/font/no logos
 - ⇒ use grant/incentive money for signage design and implementation
- Design new directory sign for installation at John Wilson Park to fit the choices of the Wayfinding signs above and include parking space graphic – **Cost Range \$ 10,000**

Community Online Survey Summary:

82% of respondents already know their way around, 41% like the wayfinding signs just the way they are, 35% would prefer to see them with consistent, color font and no logos, 22% would prefer if they provided directions to downtown points of interest. 50% would like consistency in design size, height, color and 35% would like the directional signs centrally located, 36% near John Wilson Park and 34% thinking we don't need another directory sign.

When visiting Safety Harbor, I typically find where I need to go by use of:



Business Owner Online Survey Summary:

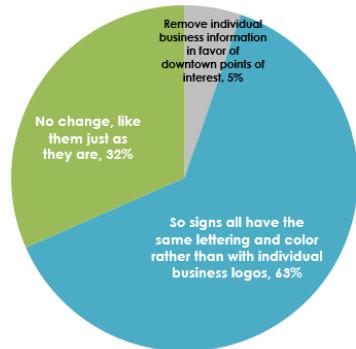
63% of the respondents preferred signs with consistent lettering, coloring rather than individual business logos. 32% preferred to keep them the way they are.

In regards to directional signage, 47% of respondents preferred a directory sign at the central location new John Wilson Park.

Comments from the business owners:

- Wayfinding signs, Great idea." The style with arrows work
- Directory sign in Gazebo area
- Wayfinding off street needs fixing
- Wayfinding signs vs A-frames – all the same color and the same size – along Main Street
- Yes, to uniformed signs but to ensure they are on every intersection

As a business owner, I would support modifying the current wayfinding signs...



Signage:

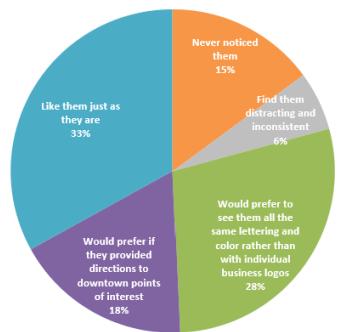
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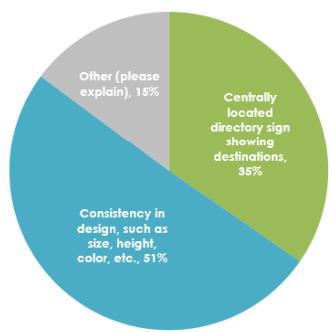
Comments from the community meetings:

- Many prefer consistent looking signage with same shape, size, lettering and coloring
- Natural looking signs rather than metal
- Directory signs should stand out and be in center of town near John Wilson Park and should show public parking areas on directory signs
- Consider incentives and grants for signage

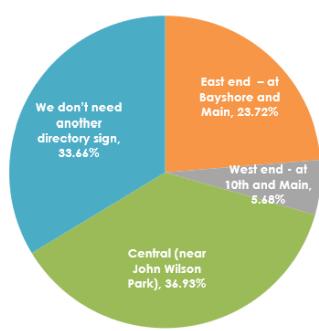
Regarding the existing wayfinding signage in Safety Harbor, I... (check all that apply):



What, if any, improvement to signage in Safety Harbor would you recommend?



If the City were to add a graphic map/directory sign to be placed downtown with directional graphics to businesses and destinations, would you prefer it to be located:



- Chamber rep. showed a photo of Wayfinding sign pole; she sent to staff
- If all are to be uniform, then the city should have to provide them
- If all uniform but allow businesses to customize the colors used
- Discussed Dunedin's outside sign/wayfinding sign protocol as quaint and allowing for use of chalk/ colors that are weather-sealed
- Liked the Wayfinding sign idea. Do not like the mandatory uniformity for the A-frame signs
- Individual businesses may "Never make up the cost." For freestanding signage investment
- Existing (non-uniform) wayfinding signs – tear them down and replace them
- Consider incentives for modernizing store/ building signs – offer small grants
- Allow businesses to customize their own A-frames signs; City should not interfere
- Creative signage use creates a creative environment
- Adequate exposure for businesses
- QR code? Requires app
- Add banners /flags
- 2nd to 2nd side street part of "Downtown" more inclusive, side street businesses are shortchanged no sandwich signs allowed on side streets
- Main street not meeting sign ordinance have 2+ sandwich signs ETC
- Prioritize city areas (City Hall, Parks Etc.)
- Having these signs up help bring in money to pay for it
- Light pole in middle of street where ADA parking is supposed to be
- Put wayfinding signs on Main Street for businesses physically located within two blocks of Main Street so they can capture some business exposure from people walking on Main Street

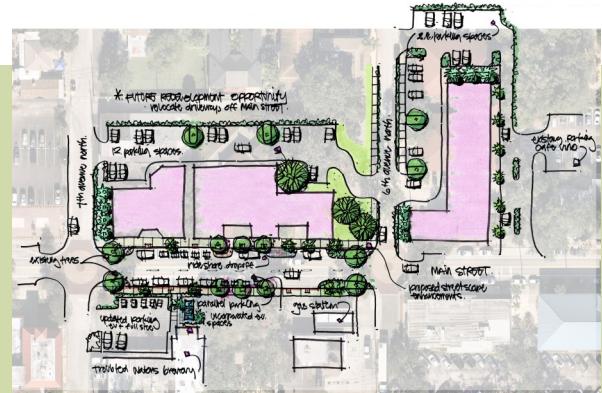
Future Development Guidelines:

Safety Harbor Main Street Study



Future Development Recommendations:

- Look at implementing code changes which would support removal of driveways along Main Street for Avenue circulation
- Look at implementing code changes which would set standards for outdoor seating/landscaping and pedestrian way when redevelopment occurs
- Choose a site such as the plaza on the south side of Main Street between 6th Ave and 7th Ave to create a test draft public/private partnership for a public gathering space, find grant money to support this community effort to include upgrades to seating, shade, lighting and landscaping – **Cost Range \$25,000 - \$35,000**



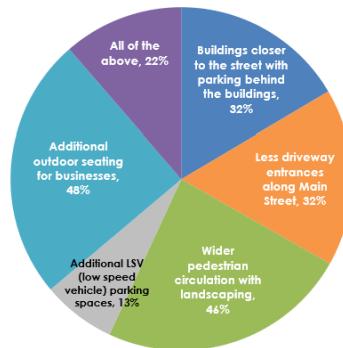
Community Online Survey Summary:

Additional outdoor seating for businesses, wider pedestrian circulation w landscaping, less driveways entrances along Main Street ad buildings closer to the street w parking behind

Comments from the community meetings:

- Consider incentives for modernizing existing buildings facades
- Buildings closer to the street with parking behind
- Get creative with seating location like Café Vino Tinto
- Rooftop bars
- Less driveways on Main Street
- Façade standards
- Relocate library off of Main Street
- One way Main Street with angled parking?

If blocks or buildings along Main Street become vacant over time and redevelopment could occur, the conceptual redevelopment should include: (choose all that apply)



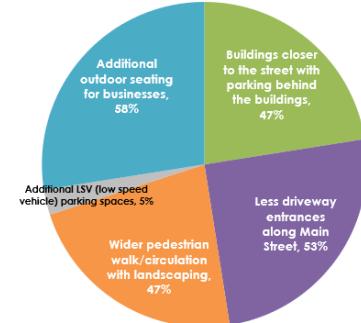
Business Owner Online Survey Summary:

58% of the respondents prefer redevelopment to include additional outdoor seating for businesses, 53% prefer less driveways along Main Street, 47% prefer buildings closer to the street with parking in rear and wider pedestrian circulation w landscaping. 100% of business respondents would also support public/private partnerships to create outdoor gathering spaces.

Comments from the business owners:

- Likes the idea of 'mixed use' spaces
- Discussion about facades
- Promote independent stores, limit store front for shops, setbacks for tall buildings, quaint
- Drip Tide mentioned he has enough land for City to relocate/rebuild a library
- Library property is too valuable for current use; Library does not need to be on Main Street
- Property is approx. 1.6 acres ('Tucker' mansion / Tucker property)

If blocks or buildings along Main Street become vacant over time and redevelopment could occur, the redevelopment should include: (choose all that apply)



Future Development Guidelines:

Safety Harbor Main Street Study



- Making Main Street one way; would be safer than two-way traffic and would free up space for more parking; also, want to minimize larger truck traffic on Main Street
- Could control flow; pick more parking; one lane for traffic with the addition of diagonal parking.
- Shade trees for parking off Main Street behind buildings
- Balconies over sidewalk
- Arcade, overhang
- ADA accessibility for crosswalks 2nd street & Main Street ADA parking not sufficient
- Encourage rooftop bar
- Reduced driveway cuts for improved pedestrian space
- Entrance in Front and back
- Designated drop off @the side alley areas
- Eclectic/ Unique architecture, some autonomy
- No one way



ADA Crossings Recommendations:

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Recommendations:

- Prepare a phased cross walk improvement plan to include all intersections not yet in compliant along Main Street Corridor from Bayshore to 10th Ave – Cost Range \$5,000 - \$7,500
- Look for grant or federal transportation money to support this project
- Implement Phase 1 of the crosswalk improvement projects which would include all 4 corners at 3rd Ave – Cost Range \$50,000 – 70,000 (survey, design and construction depending on quantity of drainage structures) for each intersection.
- Implement remaining phases of the cross walk plan when funding is available
- Prepare final construction plans and implement the Tree of Knowledge Crossing updates – cost range \$30,000 - \$40,000 (survey, design and construction)

Community Online Survey Summary:
Re-do crosswalks, it is a safety hazard.

Business Survey Summary
63% of the respondents would support a phased crosswalk improvement project.

Would you support a phased crosswalk improvement project?

Yes, I would support regardless of ramifications to my building/sidewalk

No, the crosswalks are fine as they are

Yes, but only if the construction didn't interfere with my building entrance

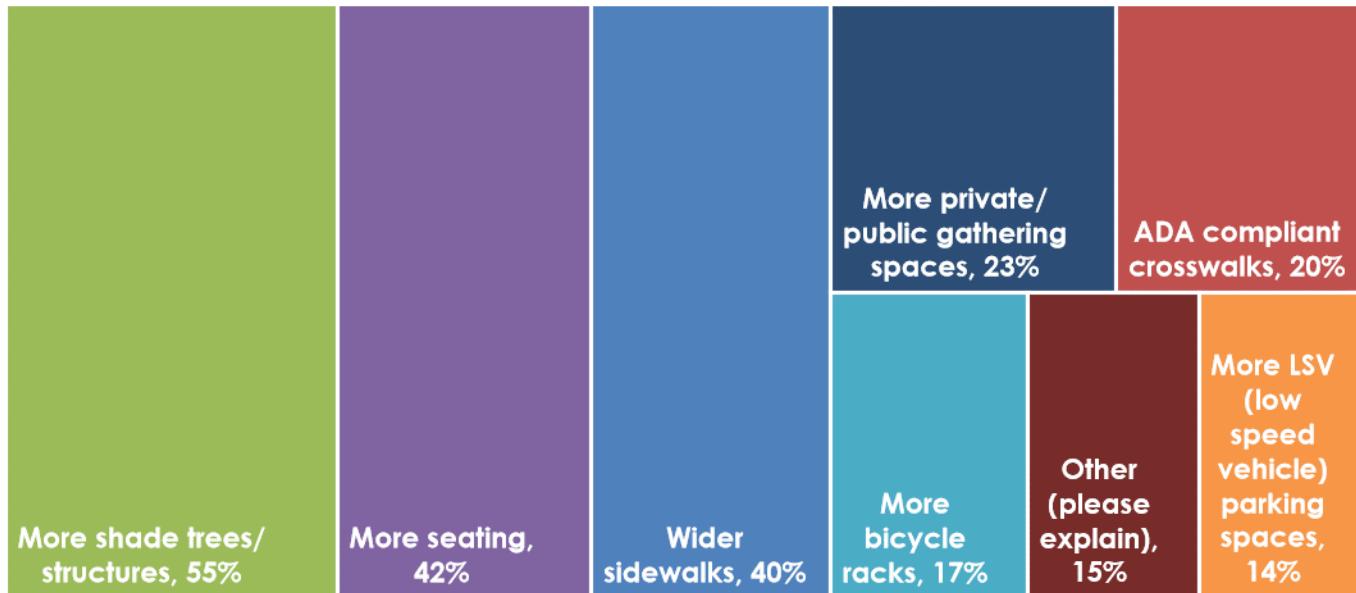
Yes, but only if sidewalks weren't closed during construction

Quality Improvements Comments:

Safety Harbor Main Street Study



What improvements along Main Street would improve the quality of your visit (Select top 3 choices)



- Less sandwich boards for Main Street establishments and more direction for side street businesses
- Playground
- Banning the use of bicycles on the sidewalks
- Parking garage at safety harbor spas parking lot
- Limit outside seating. Too many people with dogs blocking access to walking on the sidewalk
- less golf carts in full size parking spots
- Get everything off the sidewalks. They are designed for pedestrians
- No changes
- Less low speed vehicles
- More benches
- Flowers and beautiful landscaping
- None. I love it the way it currently is
- Free of vehicles/pedestrian only
- Sidewalks are fine as is if they where utilized as intended not for seating business overflow
- the trees planted there have no exposure for their roots to get water, remove them

- I think they are fine now
- If a section of MS was pedestrian only. However, more parking would be needed.
- Leave as is
- If removing street parking, a parking lot or other is needed nearby. Agree with removing street parking but centralized parking nearby would be needed
- Removal of so many outside seating along sidewalks, it's ridiculous
- Wider sidewalks would be nice but the city allowed multi story office buildings with zero setback
- Improve the appearance of the RR crossing -- plantings would help
- None of the above
- More Ambient Lighting
- More stop signs! It is so hard to cross the street when walking with kids. There are very few places where cars have to stop!
- More parking
- Vehicle noise reduction/loud trucks and motorcycles are awful
- More parking PERIOD
- More shops

Quality Improvements Comments:

Safety Harbor Main Street Study



- Better crosswalk signage
- Bypass to give vehicles option to avoid Main Street
- Clean up and maintain what is currently in place. Signage, light poles some landscape pots are in the middle of currents walkways and curbs
- Cleaner sidewalks
- Quit allowing businesses to hog sidewalks Impossible to walk on sidewalks without tripping over people eating, smoking, drinking, sitting with their dogs. Where are bikers supposed to go? Ridiculous
- No tables on sidewalks
- Improved pedestrian crosswalk signage
- less tables blocking the path, less ebikes and scooters using the sidewalks
- Do not remove parking
- Filling up empty businesses and not allowing large condos to take up more of the skyline.
- Fix broken areas and clean them off
- None, I like it
- Its funny that you think one of Tampa's most vibrant and beautiful destinations needs change. Safety Harbor's appeal is that it has struck a balance. Any change at this point will disrupt that balance. Changing something desirable is a fool's errand.
- More green plantings
- None
- Trees, not structures
- just more parking on Main St.
- More parking
- Nothing needs to be done
- Remove restaurant seating on sidewalks
- Preserve the present Main Street character
- Stroller friendly crosswalks please
- Sidewalks that cross straight across instead of making strollers and wheelchairs have to go into Main St to cross on same side of road
- Any of those options gets rid of current parking spaces
- More parking

- The bump outs and way they empty into traffic are concerning especially for parents, kids riding bikes and wheelchairs
- low speed shuttle on Main st and a large parking area
- More restaurant space
- Parking garage
- None, I like it the way it is
- Parking
- I enjoy the quaint feeling of this town; hoping not to make it too crowded
- Flowers and plants, planters
- I really don't know what I'd add. I would say wider walks but would not want to compromise the large parallel parking spaces which are awesome
- No LSV parking! The LSVs are a nightmare for people who have places to go and do not have time to drive 15 mph below the speed limit
- Street trees
- More parking, absolutely NOT less
- City property (sidewalks) are for the safety of the public not to be used by private businesses. Sidewalks are not ADA compliant
- The city property (sidewalks) is for the public safety not for private businesses. The sidewalks are not ADA compliant
- 3rd Friday alcohol rules that make sense.
- We need a parking garage
- More 4 way stops
- Spaces for Handicap parking
- more parking spaces (smaller)
- remove palm trees that drop dead berries on the sidewalk
- Water fountains to refill reusable bottles
- Perpendicular handicap ramps at crosswalks. A green bike lane
- Bike lane
- No LSVs, pedestrian only. The privileged can park the golfcarts like the rest of us.
- Car parking

Quality Improvements Comments:

Safety Harbor Main Street Study



- Main Street sidewalk is fine. There are plenty of benches and park areas to sit if needed (gazebo/library, etc)
- There is nowhere in this survey that explains how such changes will be accommodated for the loss of parking space
- More angled parking
- parking
- Find another place for outside dining... It is difficult to walk past certain restaurants. Tables and people blocking the sidewalks
- Less restaurant seating
- Remove business tables from sidewalk, that will improve walking ability
- No outdoor cafe seating along the curb, minimum umbrella height of 6'6"
- Main Street is fine. We need parking garage
- please change the sidewalk ramps so they don't point you into the middle of the intersections
- Parking
- Not structures, shade trees only
- Bike lanes
- Too many Dogs on sidewalk
- Trolley or van transports to downtown from nearby parking areas for free accessibility
- More parking
- I think the sidewalks do NOT need more things in the way - like seating and gathering spaces.
- Replace the crosswalks that force people to step towards traffic. Make the crosswalks in line with the sidewalks. Relocate any street light that is in the sidewalk path of travel. If the wider sidewalks are to provide more restaurant seating, maybe reduce/ limit the number of tables on the sidewalks first
- More parking
- Fewer restaurant tables on sidewalks



General Comments:

Safety Harbor Main Street Study



- I can't believe the space where Brady's BBQ used to be is sat vacant for nearly two years. I wish someone would re-open a new restaurant there
- The proposed gateway sketch is inconsistent with the character of Safety Harbor. Perhaps creating an archway with sculptural water birds we are known for would be a nice addition. Sandwich boards for businesses ON Main Street seem unnecessary. Businesses OFF of Main should be allowed to have a sandwich board on Main while open for business
- Please consider encouragement of better landscape maintenance BEFORE pursuit of new signage/monuments at city entrances. The fountain area and the planting areas along Bayshore should match those of the spa. It is our front yard. Please consider design consultants to ensure quality design. Parking is absolutely not a problem in town. The issue has become a political football but the facts do not support it
- Do not allow dog walking on Main Street
- I feel that only Main Street is addressed. Our down town is 2 nd to 2nd and they're a wonderful business that struggle to be found. There are many opportunities for signage for business facing Main. None of them need to clutter their frontage with a frame signs. Side street business need to be able to bring theirs out to Main for the attention. There should be a nice smaller consistent sign that could be used and brought in at closing
- Safety Harbor is unique as it still feels like a small town. I'm okay with development, but changes need to preserve this. More public spaces and more ways to enjoy the growing options for dining along Main Street
- There is too much development already. You are destroying our small town
- need more parking, less signs, less golf carts
- Parking garage
- Antique light poles on sidewalks block pedestrian/handicap flow
- I would love to see us close Main Street to traffic from 6th to 1st for better outdoor dinners.
- I love the brick parking spaces. Also enhancing and encouraging the use of carrying using flags when crossing road, like we do in our town of Ketchum, ID a ski town w heavy pedestrian traffic
- I love the library
- Safety Harbor is charming and beautiful. Would like more seating around the pier
- I think SH is great the way it is except for vacant restaurant on Main that is all covered up. Unsightly
- No more bars, No more buildings higher than two stories. We will never be another downtown dunedin, please stop trying
- Make Safety Harbor the way it used to be. The town has gone to crap
- More no parking on one side of the brick streets nearest Main should be expanded. Far too narrow for parking both sides and DANGEROUS for kids during events. Also consider speed bump installation mid block to prevent stop to stop drag races. 3rd St N is a prime example from Philippe to 9th. People attending events can walk further with increased safety
- I'd like to see use of way finding signs just before entering the Safety Harbor (further out Philippe Parkway and also Bayshore
- I think the City Public parking west lot should be covered and the cover should have solar panels to generate power



September 2023