

# The Harbors

## REDEVELOPMENT/INFILL PLAN

### Pasco County West Market Area



# GULF VIEW DISTRICT

The West Market Area is one of the oldest and densest parts of the County. It covers a total land area of 84 square miles that is bound by the Gulf of Mexico in the West, Little Road in the East and County line roads in the North and South. Owing to its proximity to the Gulf and U.S. 19 corridor – a federal highway that spans all the way from Tampa Bay to Western Pennsylvania, this area became a desirable retirement and vacation destination. Today, the West Market Area is the most developed part of Pasco County. It includes a number of unique historical and natural assets, and some of the County's oldest communities such as Aripeka, Hudson, City of Port Richey, City of New Port Richey, Holiday, Elfers, and Anclote Key.

## Vision

- Enhance access and visibility to the coast.
- Promote eco-tourism.
- Expand waterfront and recreational activities in Werner-Boyce Salt Springs State Park.
- Retrofit U.S. 19 corridor and commercial strip malls.

## Key Issues

Below are some of the key issues in the Gulf View District that were identified by community members, technical advisory groups, and the project team.

- Need for Werner-Boyce Salt Springs State Park to provide public access, trails, and recreational opportunities such as camping, board walks, playgrounds, and picnic spaces
- Need to provide Gulf access, visibility and eco-tour
- Need trails along the Gulf Coast in the Werner-Boyce Salt Springs Park behind the Gulfview Mall
- Need more open space and open seashore for the public around Brasher Park
- Need to provide beach areas
- Need to provide marinas
- Need to preserve Salt Springs
- Need to address excessive vacant retail
- Need to accommodate the redevelopment potential of outdated, auto-oriented strip retails along U.S. 19
- Need sidewalks on U.S. 19, SR 52, and Jasmine Boulevard

- Need bike trail on SR 52 to Werner-Boyce Salt Spring State Park, U.S. 19 from SR 52 to Ridge Crest Dr to connect to existing trail on Koons Dr, and along the eastern edge of the Werner-Boyce Salt Spring State Park

## Strategies

- Coordinate with Florida State Parks to provide safe and convenient public access and connectivity to and within the Werner-Boyce Salt Springs State Park.
- Coordinate with Florida State Parks to provide waterfront and recreational activities in Werner-Boyce Salt Springs State Park such as camping, kayaking, boardwalks, playgrounds, picnic spaces and eco-tourism resources.
- Coordinate with Florida State Parks to preserve coastal natural resources while promoting eco-tourism
- Identify funding and partnership opportunities for improvements in the Werner-Boyce Salt Springs State Park.
- Coordinate with the City of Port Richey to evaluate the needs and potential of providing more open spaces and other amenities in Brasher Park.
- Evaluate design alternatives for the Gulfview Square Mall area to enhance pedestrian activities and amenities, provide compact, mixed uses, and orient development so as to open up the Gulf view and natural resources for public access and enjoyment.
- Retrofit existing strip malls along U.S. 19 into pedestrian friendly, compact mixed use centers.
- Identify priority and funding opportunities for constructing sidewalk on S.R. 52 and Jasmine Boulevard.
- Identify priority and funding opportunities for constructing bike trail along the eastern edge of the Werner-Boyce Salt Spring State Park and connecting to the County's existing trail system.
- Evaluate the potential of Scenic Dr as a parallel facility to U.S. 19 to enhance street connectivity.
- Partner with the School Board to identify opportunities for opening the Marine Education Center for public use as a community facility.

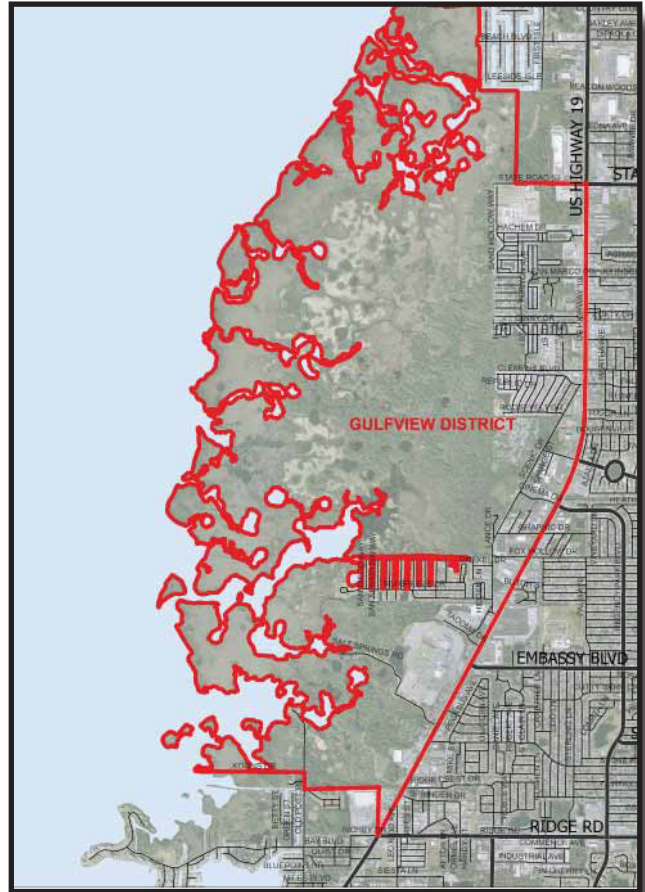
# Existing Characteristics

**Land Area:** 3,743 Acres | 7.0 % of the West Market Area  
**Population:** 5,629 | 2.6% of the West Market Area

Gulf View District includes area west of U.S. 19 between S.R 52 and Ridge Rd. The Werner-Boyce Salt Springs State Park occupies over 70% of the District area. The rest of the District is a mix of commercial and residential uses.

The District's defining characteristics are summarized below:

- There are great natural resources such as parks, rivers, and the coast, but the area lacks public access to these resources.
- Most houses were built in the 70s, with average lot sizes of 6,000 s.f.
- Strip retail developments are dominant along U.S. 19. These developments are outdated, auto-oriented, with high vacancy rates and excessive surface parking lots.
- Gulfview Square Mall is the key retail anchor between U.S. 19 and the Werner-Boyce Salt Springs State Park. The existing layout of the mall blocks the view of these great natural resources from U.S. 19.
- The Pasco County School Board's Marine Education Center is located south of the Werner-Boyce Salt Springs State Park.



APPLICANTS NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

PARCEL ID: \_\_\_\_\_

What advantages and/or limitations have you considered in locating your business at his location?

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Would you like to be updated concerning the Harbors Plan and its Implementation (please circle): YES NO

EMAIL ADDRESS: \_\_\_\_\_