



U.S. Route 301/Gall Boulevard Widening and Realignment

Zephyrhills, Florida

Florida Department of Transportation

Counterclockwise from top: Aspirational example (© Greater Zephyrhills Chamber of Commerce); US 301 (Gall Boulevard) in its current condition (Original Photo: ©2015 Google®).

A downtown vision unlocked the key to this project's solution.

CONTEXT

- Design phase.
- Southeast.
- Rural.
- Cost:
 - Design: \$3.4 million.
 - Right of Way: \$26 million.
- 2.6 miles.
- Annual average daily traffic 27,300 for all three roads (U.S. 301, 6th and 7th St).



COMPLETING THE STREET

- Reroute US 301 to avoid the downtown core through existing couplets.
- Widen the new US 301 to meet freight demand.
- Addition of new bike lanes and sidewalks.

WHAT WAS THE PROJECT DRIVER?

Plans for widening US 301, a state highway and main north-south corridor in Zephyrhills, have been in the works for more than a decade, intended to alleviate freight congestion through downtown Zephyrhills. However, an acceptable solution never materialized that addressed congestion, minimized business impacts, and honored historic assets in the downtown core of Zephyrhills.

HOW DOES THIS CONNECT THE COMMUNITY?

After years of meetings and revisions based on community feedback and **community impact assessments**, it became clear to the Florida Department of Transportation (DOT) that the right solution was to “trade places” with the City, giving it ownership of Gall Boulevard/US 301 while taking ownership of an adjacent parallel one-way couplet. This project will widen US 301 from two lanes to a four-lane divided roadway from State Route 39 to Corey Street in Downtown Zephyrhills. Once built, the new roadway will connect to two newly widened three-lane one-way roadways that parallel existing US 301 from Corey Street to County Road 54. This project will also reroute U.S. 301/Gall Boulevard from the commercial core and main street of Zephyrhills to the widened 6th St and 7th St one-way

couplet. Other improvements include the addition of bike lanes and sidewalks along both sides of the one-way couplet roadways. Bike lanes and sidewalks already exist on Gall Boulevard.

The widening and realignment keeps the central business district intact and discourages the use of the main thoroughfare as just a passthrough. It allows the city to take back control of its central commercial corridor to create an environment

conducive to walkability supportive of small businesses.

The project supports the city's vision for this corridor. A community visioning effort wanted to transform the U.S. 301/Gall Boulevard Corridor from a strip-commercial, car-focused highway to a mix of commercial, office, and residential uses arranged in mini "activity centers" that are as accessible to people on-foot and bikes as they are to cars.

New development on the corridor would resemble a traditional "Main Street" including buildings built near the sidewalk and a grid network of streets that comfortably accommodate all users. Functional and attractive public open space and infrastructure would complement residences, workplaces, and shopping destinations and be designed to help meet the community's sustainability goals."

As part of the corridor visioning effort, the city conducted a series of **stakeholder engagement** workshops to define the vision for Gall Boulevard and the downtown core of Zephyrhills. A visual preference survey, one form of a **visualization technique**, helped consultants identify the scale and form to which the community would like to see future development. The resulting product of this visioning process was a form-based code to guide future development on Gall Boulevard.



WHAT WERE THE BENEFITS?



RENEW

The transformation of the U.S. 301/Gall Boulevard corridor in the city's center gives the City of Zephyrhills the opportunity to shape Gall Boulevard into a great street that is vibrant, walkable, and economically sustainable.

For more information:

<http://www.fdottampabay.com/factsheet/375>

<https://www.ci.zephyrhills.fl.us/404/Reimagine-Gall-Boulevard>