

MINUTES OF THE MEETING OF THE
PINELLAS PLANNING COUNCIL
October 9, 2013

The Pinellas Planning Council (PPC) met in regular session on this date in the County Commission Assembly Room, Pinellas County Courthouse, 315 Court Street, Clearwater, Florida, at 3:04 P.M. with the following members present:

Jim Kennedy, Chairman, City of St. Petersburg Councilmember
John Morroni, Treasurer, County Commissioner
Joe Ayoub, City of Safety Harbor Mayor
Doug Bevis, City of Oldsmar Mayor
Harriet K. Crozier, City of Largo Commissioner
Dave Eggers, City of Dunedin Mayor
Doreen Hock-DiPolito, City of Clearwater Councilmember
Joanne “Cookie” Kennedy, City of Indian Rocks Beach Vice-Mayor
Marvin Shavlan, City of St. Pete Beach Commissioner

Members Absent

David O. Archie, Vice-Chairman, City of Tarpon Springs Mayor
Samuel Henderson, Secretary, City of Gulfport Mayor
Jerry Mullins, City of Pinellas Park Vice-Mayor
Peggy O’Shea, Pinellas County School Board Member

Also Present:

Michael C. Crawford, Interim Executive Director, PPC
Linda Fisher, PPC Staff
Christopher Mettler, PPC Staff
Michael Schoderbock, PPC Staff
Carolyn Shoemaker, PPC Staff
Jewel White, Managing Assistant County Attorney
Other interested individuals
Arlene Smitke, Board Reporter, Deputy Clerk
(minutes by Helen Groves, Senior Board Reporter)

AGENDA

- I. CALL TO ORDER
 - A. Invocation and Pledge
 - B. Identification of Members Present

- II. CONSENT AGENDA
 - A. Minutes of September 11, 2013 Meeting
 - B. Financial Statement for September 2013
 - C. CPA Actions – October 2013
 - D. Annexation Report – September 2013
 - E. Preliminary November 2013 Agenda
 - F. Correspondence

- III. PUBLIC HEARINGS - To begin at 3:00 P.M. or as soon thereafter as agenda permits
 - A. Public Hearing Format Announcement and Oath
 - B. Amendments to the Countywide Future Land Use Plan:
 - Subthreshold Amendments
 - 1. Case CW 13-12: Pinellas County
 - 2. Case CW 13-14: City of Safety Harbor
 - Regular Amendment
 - 3. Case CW 13-13: Pinellas County
 - C. Amendment of the County Rules Re: Preservation of Industrial Lands

- IV. REPORTS/OTHER ACTION
 - A. Greenlight Pinellas Plan – Station Area Design Concepts Presentation
 - B. Countywide Plan and Transportation Update - Brochure
 - C. Annexation Report – Semi-Annual Update FY13
 - D. Ability to Serve Report No. 13-3: City of Clearwater
 - E. PPC Newsletter – Draft

- V. EXECUTIVE DIRECTOR ITEMS
 - A. PPC/MPO Unification Update (Verbal)
 - B. Verbal Reports

- VI. OTHER COUNCIL BUSINESS
 - A. Chairman/Member Items

- VII. ADJOURNMENT

CALL TO ORDER

Chairman Kennedy called the meeting to order at 3:04 P.M. and welcomed those in attendance.

INVOCATION AND PLEDGE

The Invocation was given by Vice-Mayor Cookie Kennedy, following which she led the Pledge of Allegiance to the Flag.

IDENTIFICATION OF MEMBERS PRESENT

At the Chairman's request, a roll call was taken in which the members introduced themselves.

CONSENT AGENDA - APPROVED

Chairman Kennedy presented the Consent Agenda items as follows:

- A. Minutes of the September 11, 2003 Council Meeting
- B. Financial Statement for September 2013
- C. CPA Actions for October 2013
- D. Annexation Report for September 2013
- E. Preliminary November 2013 Agenda
- F. Correspondence

Mayor Eggers moved, seconded by Commissioner Crozier and carried, that the Consent Agenda be approved (Vote 9-0).

PUBLIC HEARINGS

- A. Public Hearing Format Announcement and Oath

Upon request by the Chairman, all persons planning to give testimony were duly sworn by the Deputy Clerk.

- B. Amendments to the Countywide Future Land Use Plan

SUBTHRESHOLD AMENDMENTS

PUBLIC HEARING: CASE CW 13-12, A PROPOSAL BY PINELLAS COUNTY TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RESIDENTIAL URBAN (RU) TO RESIDENTIAL/OFFICE GENERAL (R/OG) – APPROVED AS PER STAFF RECOMMENDATION

Pursuant to legal notice published in the September 21, 2013 issue of the *Tampa Bay Times* as evidenced by affidavit of publication filed with the Clerk, public hearing was held on Case CW 13-12, a proposal by Pinellas County to amend the Countywide Future Land Use

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Plan from RU to R/OG, re 0.1 acre m.o.l., located on the northwest corner of U. S. Highway Alternate 19 and Magnolia Avenue.

Referring to an aerial photograph, Mr. Schoderbock pointed out the location of the subject property and provided a brief overview of the proposal, noting that the property is currently vacant and will be developed with a veterinarian office; and that as the site is less than one acre, it qualifies as a subthreshold amendment; whereupon, he recommended that the application be approved.

Mr. Schoderbock indicated that the Planners Advisory Committee (PAC) had unanimously approved the amendment.

No one appeared in response to the Chairman's call for persons wishing to be heard.

Thereupon, Commissioner Morroni moved, seconded by Mayor Bevis and carried, that Case CW 13-12 be approved as recommended by staff (Vote 9-0).

PUBLIC HEARING: CASE CW 13-14, A PROPOSAL BY THE CITY OF SAFETY HARBOR TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RESIDENTIAL LOW (RL) TO RESIDENTIAL/OPEN SPACE (R/OS) – APPROVED AS PER STAFF RECOMMENDATION

Pursuant to legal notice published in the September 21, 2013 issue of the *Tampa Bay Times* as evidenced by affidavit of publication filed with the Clerk, public hearing was held on Case CW 13-14, a proposal by the City of Safety Harbor to amend the Countywide Future Land Use Plan from RL to R/OS, re 7.6 acres m.o.l., located at 2200 Marshall Street, east of Harborside Christian Church.

Referring to an aerial photograph, Mr. Schoderbock pointed out the location of the subject property and provided a brief overview of the proposal, noting that it is located behind the Harborside Christian Church property; that the 7.6 acres is part of a 10-acre parcel and is currently vacant; and that this portion, along with the remaining 2.4 acres designated Preservation, is proposed for a future City park; whereupon, he recommended that the application be approved.

Mr. Schoderbock indicated that the PAC had unanimously approved the amendment.

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Mayor Ayoub indicated that the City Commission voted in favor of the request and it is supported by the residents, noting that it is a down zoning of the property. In response to query by Commissioner Crozier, Mayor Ayoub, with input by Mr. Schoderbock, provided historical information about the property, and indicated that it is landlocked and the driveway she pointed out is accessed from the Church and leads to McMullen Booth Road.

No one appeared in response to the Chairman's call for persons wishing to be heard.

Thereupon, Vice-Mayor Cookie Kennedy moved, seconded by Councilmember Hock-DiPolito and carried unanimously, that Case CW 13-14 be approved as recommended by staff (Vote 9-0).

REGULAR AMENDMENT

CASE CW 13-13, PROPOSAL BY PINELLAS COUNTY TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RESIDENTIAL LOW (RL) TO INSTITUTIONAL – APPROVED AS PER STAFF RECOMMENDATION

Pursuant to legal notice published in the September 21, 2013 issue of the *Tampa Bay Times* as evidenced by affidavit of publication filed with the Clerk, public hearing was held on Case CW 13-13, a proposal by Pinellas County to amend the Countywide Future Land Use Plan from RL to Institutional, re 3.3 acres m.o.l., located at the southeast corner of Nebraska Avenue and Riviere Road.

Referring to an aerial photograph, Mr. Schoderbock pointed out the location of the subject property and provided a brief overview of the proposal, indicating that the property contains the Palm Harbor Public Library and is being changed to Institutional because of an increase in the impervious surface area as a result of the expansion of the parking lot; and that the site is consistent with the new character and scale of Institutional use relative to the surrounding land uses; whereupon, he recommended that the application be approved.

Mr. Schoderbock indicated that the PAC had unanimously approved the amendment.

No one appeared in response to the Chairman's call for persons wishing to be heard.

Thereupon, Commissioner Shavlan moved, seconded by Commissioner Morroni and carried, that Case CW 13-13 be approved as recommended by staff (Vote 9–0).

AMENDMENT OF THE COUNTYWIDE RULES RE: PRESERVATION OF INDUSTRIAL LANDS – CONTINUED PUBLIC HEARING TO NOVEMBER 13, 2013 PPC MEETING

Mr. Mettler indicated that a lot of feedback and comments were received regarding the proposed Countywide Plan Map amendments involving industrial land and the criteria proposed for evaluating a proposal; and that comments were received from both interested individuals and from the members of the Planners Advisory Committee at the September meeting. He related that the comments and suggestions received include:

- Reiterate within the body of the ordinance that the ultimate goal is preserving industrial land.
- Reinforce the approach that the Industrial designation is considered appropriate unless it can be demonstrated that it is not appropriate.
- Allow a local government to justify an alternative scenario instead of the Industrial designation.
- Clarify that it is balancing criteria, not scoring criteria.
- Encourage redevelopment of old industrial sites.

Mr. Crawford indicated that the main purpose of the amendment of the Rules is to maintain the Industrial categories around the county, but it also provides an opportunity to prove that another category might be more useful or appropriate; and that staff is recommending that the item be continued in order for staff to consider the proposed revisions.

Thereupon, Mayor Eggers moved, seconded by Commissioner Shavlan and carried, that the item be deferred to the November 13 meeting.

In response to comments by Commissioner Crozier, Mr. Crawford indicated that the criteria being considered would be replaced in seven or eight months with the new Countywide Plan, which will have an Employment designation that encompasses many types of uses, including offices, medical buildings, and libraries; and that the Plan will keep the Industrial Limited designation for heavier type uses.

In response to query by Commissioner Morroni, Mr. Crawford indicated that Economic Development Director Mike Meidel has been involved in discussions regarding the

Employment Center concept; whereupon, Commissioner Morroni suggested that Mr. Meidel be in attendance at the November 13 meeting when changes regarding the Industrial designation are discussed, and Gordon Beardslee, Pinellas County Planning Department, agreed to contact Mr. Meidel.

Upon call for the vote, the motion to defer carried unanimously (Vote 9 – 0).

REPORTS AND OTHER ACTION

A. Greenlight Pinellas Plan – Station Area Design Concepts Presentation – Received/Discussed

Mr. Crawford stated that the Council has previously heard presentations on the rail and bus components of the Greenlight Pinellas Plan; and that Brad Miller, Chief Executive Officer, Pinellas Suncoast Transit Authority (PSTA), would be discussing the third component: the transportation design concepts.

Mr. Miller provided a brief overview of the purpose of the Greenlight Pinellas Plan, noting that the PPC is a member of the Advisory Committee for Pinellas Transit (ACPT) and is represented by Chairman Kennedy and Councilmember Hock-DiPolito. He agreed that a distinction should be made between the Countywide Plan and Greenlight Pinellas and the function of each relating to land use; whereupon, he conducted a PowerPoint presentation titled *Greenlight Pinellas Plan, Pinellas Planning Council, October 9, 2013*, a copy of which has been filed and made a part of the record.

Stating that Greenlight Pinellas will be a ballot initiative in November 2014, Mr. Miller indicated that if the one cent transportation surtax is approved, the PSTA property tax would be eliminated, and provided an example showing that a medium-priced Clearwater property would be paying only slightly more annually if the one-cent tax is enacted, yet receive a higher level of transportation service, pointing out that five million tourists would expand the tax base; whereupon, he discussed the planned bus improvements, noting that frequency of service and extended hours would be the most critical improvements.

Mr. Miller related that Greenlight Pinellas includes a rail system from downtown St. Petersburg, through the Gateway area, through Largo, and then up to Clearwater; that the plan emerged after an 18-month study; and that this alignment was chosen because of its ability to affect the economy and incentivize transit-supported land use around the 16 proposed stations.

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He stated that Greenlight Pinellas neither includes a land use component nor suggests land use or zoning changes, but the plan is expected to have an economic impact on the land surrounding the stations. He discussed citizen input, and indicated that seven charrettes, consisting of developers, business owners, property owners, and residents in the immediate vicinity of the 16 proposed stations, and 14 other one-on-one meetings, have been held. He discussed the 16 stations envisioned and how the conceptual idea would fit with the countywide planning the PPC has in progress; whereupon, Commissioner Crozier provided input about positive comments she received from the developers regarding the transit station planned for the new Super Walmart being constructed in the City of Largo.

Mr. Miller indicated that if the transit-oriented development does not materialize, the transportation investment will not be as valuable to the county, noting that support by the local governments would be invaluable; and that Greenlight Pinellas is doing due diligence on the plan, with Ernst & Young and HNTB Corporation preparing a detailed financial analysis; whereupon, he answered queries by the members.

In response to concerns by Commissioner Shavlan regarding the need for a direct line to Tampa International Airport to and from the southern and mid-county beaches, Mr. Miller explained that there would be a direct line from Clearwater Beach to Tampa International Airport and basically a two-connection system with bus rapid transit and the Central Avenue Trolley from the southern beaches; whereupon, Commissioner Shavlan stressed that the ease of getting to and from the beaches would be of paramount importance to the tourism industry.

Commissioner Morroni stated that a concerned citizen brought a *Tampa Tribune* article to his attention that indicated the reason the new HART transit plan in Tampa includes no light rail is because the federal dollars for big transit projects has dried up, and discussion ensued. Mr. Miller stated that it is inaccurate to say there is no federal funding, as historically it has been one of the most supported infrastructure programs; that it is not a “slam dunk” that Pinellas County would get the funding as it is a competitive process, but the top things the government looks for is local funding and whether the land use plan and environment is supportive of capitalizing on the investment; and that the financial study by Ernst & Young, by lowering the amounts expected, has provided a more realistic view of the availability and amount of both federal and state dollars, noting that he thinks Pinellas County would be very competitive.

Commissioner Crozier, with input by Mr. Crawford, referenced the Alternatives Analysis, the business analysis, and a visit from the Federal Transit Administration (FTA) to look over the plan, and stated that the FTA representative seemed supportive. Mr. Crawford

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concurring and referenced the portion of the FTA funding that will be scored according to the update of the Countywide Plan, noting that it ties the transportation plan together from a land use perspective, and Mr. Miller confirmed that one area the FTA rates is the transit supportive land use policies and plans; whereupon, in response to query by Commissioner Morrioni, Commissioner Crozier confirmed that all information would be shared with the Board of County Commissioners (BCC) when it takes up the issue in December.

In response to queries by Vice-Mayor Cookie Kennedy regarding a backup plan should the referendum not pass, Mr. Miller indicated that there is a no-new-revenue scenario for the bus service, noting that it will be less than what is offered now; and that the financial analysis includes some stress testing in the event government money is dramatically less than is expected or the economy dips again.

Mayor Bevis commented that while the overall concept of the transportation plan is impressive for the rest of the county and the region, it does not offer much to North County, especially since the rail portion may not happen. He stated that there is a large tax base there that votes, few of whom ever ride buses; that even if the rail portion is realized, most residents would still have to get in their cars and drive to the station; that about the only way to sell the transportation plan to North County is as a reverse way of clearing the roads for those who drive; and that it is difficult to ask the taxpayers to pay for something they would seldom or never use. At the request of the Chairman, Mr. Miller explained that the orange shading on the map indicates areas where the bus would deviate from the main line in North County to pick up someone who has called PSTA for a ride, noting that this service is up and running on a limited basis and would be enhanced if the referendum passes.

Councilmember Hock-DiPolito stressed that public-private partnerships are vital, saying that a person can ride the Jolley Trolley, which is very successful, from downtown Clearwater or other parts of the county to have dinner in the Belleair area. She suggested that a strong selling point for rail would be the importance to future generations. Mayor Eggers agreed, commenting that it is a 50-year transportation plan, and while the county clearly does not need rail at this time, nor can it be justified, it is laying groundwork for the future. He expressed interest in how the revenue from the one-cent tax would be used until the future arrives, and what would happen if the next steps do not materialize, pointing out that those are the types of questions skeptical people who care about the county are asking; whereupon, he suggested that educating, not selling, people on the plan is important.

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Chairman Kennedy pointed out that this is a bus rapid transit plan that has a rail component; whereupon, Mayor Bevis indicated that, from a layman's view, the rail part is the shining star that may or may not happen; and that the bus service has not worked in the last 20 years and is not working now. Chairman Kennedy agreed that the present bus system is the transportation of last resort, but stated that the plan is to make it the first choice by shifting the cost of what the taxpayers are paying now for transportation into funding the transportation system. He discussed the citizens' perceptions that roads are free and that this is a tax for a rapid transit system, and stated that the no-new-revenue system would be a system that citizens would use only if there is no other way to go.

Thereupon, Mr. Miller invited the members to attend the Advisory Committee for Pinellas Transit (ACPT) meeting on October 14 at 1:00 at the PSTA office, noting that members of the PPC and the MPO will be able to participate in the discussion.

Citing the need for transit-oriented development around the corridors and centers, Mr. Crawford related that if for some reason the update to the Countywide Plan is not adopted, staff would go parcel by parcel, amendment by amendment, to cause the development to happen; and that staff is looking to clear the corridors for this type of development in a much broader, quicker way. He indicated that Mr. Miller plans to ask the PPC to adopt a resolution to either endorse or support its relation to Greenlight Pinellas; and that staff is preparing the resolution and will bring it back in November.

Mr. Crawford explained how the PPC relates to Greenlight Pinellas and discussed the confusion regarding the term "land use," noting that land use to Greenlight Pinellas means the station design concepts, and related that:

- Staff is developing corridor categories, with different levels of density and intensity, to support transit.
- The Countywide Rules have already been amended to add the transportation-oriented development category.
- When the vision map and the updated Countywide Plan are adopted, the station areas will be considered *proposed* station areas.
- Carol Stricklin, Community Development Director, City of Largo, is working with other local governments on the zoning codes around the stations.
- There will be higher densities, intensities, and more mixed uses in the transit corridors.
- The Countywide Plan is the glue that holds everything together.
 - The transit-oriented land use and vision map, which is part of the Countywide Plan, supports the local model zoning code, and without the changes to the Countywide

- Plan, the stations, as well as the other more bus-oriented centers, would not be possible.
- Staff is coordinating, as much as possible, the land use component with the transit component.

Mr. Crawford concurred with the suggestion of Councilmember Hock-DiPolito that the PPC staff meet with the Greenlight Pinellas and PSTA leadership to come up with some programmatic agreements to advance the process, noting that the meetings are already taking place.

Mayor Eggers stated that transit-oriented development will re-paint the entire county, and the citizens know that, and are very skeptical. He pointed out that there is no hub or station concept to incorporate North County into the system, suggesting that Oldsmar could be a connection to Hillsborough County, and Councilmember Hock-DiPolito provided input, indicating that ridership is up in North County. Mr. Crawford responded that from a land use perspective, activity centers are being set up at varying levels, and where those develop is where the more robust switching stations would occur; whereupon, noting the difference in mentality, Mayor Eggers stated that stations are going to be built in South and Mid-County, but the whole county will be voting on the referendum. Mayor Bevis concurred, noting that the planners have been trying to sell a rail plan to Pinellas County citizens for 25 years and it has not happened; and suggested that, this time, North County be included so the total 50-year vision can be sold.

Commissioner Crozier stated that she appreciates the concern, but two people who serve on the board live in North County and their suggestions pertaining to expanded bus service and more park-and-ride areas were included in the plan; and that when the financials are laid out, the entire 50-year plan will be included. She indicated that there is a need to do a better job of communicating with the people and businesses in the community, encouraging each municipality to show its uniqueness and show the citizens what is envisioned and how the money will flow. Mayor Eggers concurred, stating that everyone wants to see reasons why the plan would be successful in the next 20 or 30 years; whereupon, he reiterated that there is a lot of skepticism today; and that outreach efforts should incorporate the concept of transit-oriented development, which would re-paint whole areas of the county.

B. Countywide Plan and Transportation Update – Brochure – Approved Revised Version/Authorized Distribution

Ms. Fisher indicated that after receiving additional feedback from the local government partners, including the PSTA, staff feels it appropriate to make some revisions even though the Council approved the brochure last month. She indicated that the changes include:

- The Greenlight Pinellas logo has been removed.
 - Logo was creating confusion about the relationship of the Countywide Plan update to Greenlight Pinellas. Although there has been close coordination, the brochure is a separate effort.
- Changes were made to the Transit Oriented Vision Map.
 - Only the four corridors that affect land use appear on the map; the Greenlight Pinellas map has more.
- Definitions of some of the corridors were updated to avoid confusion between the different types of transit service offered.

Vice-Mayor Cookie Kennedy moved, seconded by Commissioner Crozier and carried, that the brochure be approved as revised (Vote 9 – 0).

C. Annexation Report – Semi-Annual Update, Fiscal Year 2013 – Received

Mr. Schoderbock provided an overview of the annexation report process. He indicated that for the period October 1, 2012 through September 30, 2013, there were approximately 134 acres annexed with a tax value of slightly more than \$18 million; and that about 25 percent of the annexations reduced or eliminated an enclave. He related that about 44 percent fewer acres were annexed during this period as compared to the average for the 12 years annexation has been measured.

* * *

At this time, 4:24 P.M., Mayor Eggers left the meeting.

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D. Ability to Serve Report No. 13-3; City of Clearwater (2854 Sunstream Lane Annexation) – Adopted/Authorized Finding be Transmitted to the City

Mr. Schoderbock indicated that Section 5(12), Chapter 88-464, Laws of Florida, requires the PPC to review and make a recommendation to the affected municipality for each annexation of 10 acres or more as to the ability of the annexing municipality to provide municipal services to the property; and that the requirement applies to both voluntary and referendum annexations.

Referring to various maps and an aerial photograph, Mr. Schoderbock indicated that the proposed voluntary annexation area consists of one parcel (14.7 acres) and is located at the western terminus of Sunstream Lane, just to the west of Parkstream Avenue; that the property is designated Residential Low, Preservation, and Water on the Countywide Plan Map, is currently vacant, and is proposed to be developed with single family homes.

Thereupon, Mr. Schoderbock recommended that based on *Ability to Serve Report No. 13-3: City of Clearwater (2854 Sunstream Lane Annexation)* and the accompanying Findings in II, A to D, copies of which have been filed and made a part of the record, the Council find that the City of Clearwater has the ability to provide municipal services to the area and authorize this finding to be transmitted to the City.

Councilmember Hock-DiPolito announced that the PAC had unanimously approved the project.

Councilmember Hock-DiPolito moved, seconded by Commissioner Shavlan and carried, that the Council adopt a finding that the City of Clearwater has the ability to provide municipal services to the proposed annexation area and that staff be authorized to transmit the finding to the City (Vote 8 – 0).

E. PPC Newsletter – Draft – Received/Authorized Printing and Distribution

Ms. Fisher displayed the draft Fall 2013 PPC Newsletter, and indicated that the lead article talks about various outreach efforts of the PPC; and that the public meetings staff has held on the Countywide Plan Update, the coordination with Greenlight Pinellas and the brochure, the outreach to the beach and inland communities regarding the seats on the MPO, the unification update, and industrial land preservation were covered.

Vice-Mayor Cookie Kennedy moved, seconded by Mayor Bevis and carried, that the draft newsletter be accepted and printing and distribution authorized (Vote 8 – 0).

EXECUTIVE DIRECTOR ITEMS

A. PPC/MPO Unification Update (Verbal) – Received/Discussed

Mr. Crawford delivered a brief update on the Reapportionment Plan, noting that it is still awaiting the governor’s signature; and that as soon as the governor signs, the Big-C communities will put their representative in place and the Joint PPC/MPO Executive Committee will advertise for a joint executive director.

B. Verbal Reports - None

OTHER COUNCIL BUSINESS

Chairman/Member Items

Mayor Bevis distributed *Destination Tampa Bay* magazine and referenced the article on page 19, “Visions of Oldsmar”; whereupon, he recommended that a meeting be held between the Mayors of North County and the CEO of PSTA focusing on Greenlight Pinellas.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:33 P.M.

Chairman