

MINUTES OF THE MEETING OF THE
PINELLAS PLANNING COUNCIL
July 8, 2015

The Pinellas Planning Council (PPC) met in regular session in the County Commission Assembly Room, Pinellas County Courthouse, 315 Court Street, Clearwater, Florida, at 2:50 P.M. with the following members present:

Jim Kennedy, Chairman, City of St. Petersburg Councilmember
John Morroni, Vice-Chairman, Pinellas County Commissioner
Joanne "Cookie" Kennedy, Secretary, City of Indian Rocks Beach Commissioner
Representing Beach Communities
Doreen Hock-DiPolito, Treasurer, City of Clearwater Councilmember
Sandra Bradbury, City of Pinellas Park Mayor
Julie Ward Bujalski, City of Dunedin Mayor
Representing Pinellas Suncoast Transit Authority (PSTA)
Dave Eggers, Pinellas County Commissioner
Cliff Merz, City of Safety Harbor Commissioner
Representing Oldsmar, Safety Harbor, and Tarpon Springs
Kevin Piccarreto, Town of Belleair Deputy Mayor
Representing Inland Communities
Darden Rice, City of St. Petersburg Councilmember
John Tornga, City of Dunedin Commissioner
Karen Williams Seel, Pinellas County Commissioner (Late Arrival)

Not Present:

Michael Smith, City of Largo Commissioner

Also Present:

Whit Blanton, Executive Director, PPC
Michael C. Crawford, Planning Division Manager, PPC
Linda A. Fisher, Principal Planner, PPC
Tina M. Jablon, Administrative Secretary, PPC
Chelsea D. Hardy, Assistant County Attorney
Other interested individuals
Christopher Bartlett, Board Reporter, Deputy Clerk

AGENDA

- I. CALL TO ORDER

- II. CONSENT AGENDA
 - A. Minutes of the June 10, 2015 Meeting (To be provided at the September meeting)
 - B. Financial Statement for June 2015
 - C. CPA Actions for July 2015 (To be provided at the September meeting)
 - D. Annexation Report for June 2015
 - E. Preliminary Agenda for September 2015
 - F. Correspondence and PAC Agenda Action Sheet (Draft)

- 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
 - None
 - Regular Amendments
 - None

- IV. REPORTS/OTHER ACTION
 - A. Mixed Use Presentation
 - B. Countywide Plan Update – Status Report
 - C. Renewal of Audit Services

- V. EXECUTIVE DIRECTOR ITEMS
 - A. Annual Budget and Millage Rate for Fiscal Year 2016 – Final Draft
 - B. Annual and Five-Year Work Program Fiscal Years 2016-2020 – Final Draft
 - C. Verbal Reports

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

- VII. ADJOURNMENT

CALL TO ORDER

Chairman Kennedy called the meeting to order at 2:50 P.M. and welcomed those in attendance.

CONSENT AGENDA – APPROVED

Chairman Kennedy presented the Consent Agenda items, as follows:

- A. Minutes of the June 10, 2015 Meeting (To be provided at the September meeting)
- B. Financial Statement for June 2015
- C. CPA Actions for July 2015 (To be provided at the September meeting)
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Mayor Bradbury moved, seconded by Councilmember Hock-DiPolito and carried, that Consent Agenda Items A through F be approved (Vote 11–0).

PUBLIC HEARINGS - NONE

REPORTS AND OTHER ACTION

A. Mixed Use Presentation

Commissioner Cookie Kennedy discussed the economic viability of merging mixed-use development or redevelopment with support for small business and stated that it is a proven model which is gaining traction again; that new incentives should be created in support of the mixed-use small business concept; and that the concept will unite individuals, bankers, investors, business owners, and other stakeholders to create smart growth opportunities in county neighborhoods.

Mr. Crawford introduced a PowerPoint presentation titled *Trends and Values of Mixed Use Development and Community Design*, a copy of which has been filed and made a part of the record, and presented background information on taxable values of the six main land uses in Pinellas County while providing examples of recent projects that were generating up to \$28,000 per acre in tax revenue each year. Comparing those values to additional projects from mixed-use land uses, he noted that a significant increase in taxable value was attained in mixed-use projects, which were generating as much as \$600,000 in tax revenue per acre per year.

July 8, 2015

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Commissioner Seel entered the meeting at 2:59 P.M.

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Referring to the presentation, Professor Trent Green, Architecture and Urban Design, University of South Florida, discussed infill types of mixed-use development, and noted that, for decades, development in Pinellas County has separated residential from commercial, but neighborhood scale mixed-use has great potential to reduce car travel, promote walkability, encourage small business ownership, and maximize existing infrastructure. He related that there are two types of mixed-use development, horizontal and vertical; that vertical mixed-use is what is recommended for Pinellas County; that it is consistent with both the Countywide Plan and Pinellas By Design; and that, in Florida and around the country, mixed-use development has helped to stabilize neighborhoods.

Mr. Blanton noted that Pinellas County does not have an abundance of mixed-use development in general, and virtually none at PSTA transfer locations; that there is a great opportunity to add small-scale neighborhood commercial services at these locations; and that options are currently being discussed with the PSTA. He related that market support for mixed-use development is lacking; and that educating and talking with the development community and lenders would help improve their support for such projects.

Regarding the need for technical assistance provided by the PPC, Mr. Blanton stated that the PPC can take the lead in helping to guide local governments and provide the right information to enable their active support of mixed-use development; that some examples of coordinating transportation dollars to support mixed-use development include adopting a complete streets policy and allocating dollars for project design and infrastructure; and that Pinellas County has the potential of being the most accessible county in Florida, which would enhance its economic vitality and livability.

Concluding the presentation, Commissioner Kennedy related that she has had success as a small business owner in a mixed-use building; and that mixed-use development will attract people to communities where one can live, work, and play; whereupon, responding to query by Chairman Kennedy, she introduced several members of the audience representing municipalities and the local development community who are in support of mixed-use development in Pinellas County.

July 8, 2015

Discussion ensued, and Mayor Bradbury stated that Pinellas Park has been utilizing mixed-use in its Community Redevelopment Area. She indicated that she supports low-rise development, but a balance must be maintained between increasing density and maintaining a high quality of life, noting that the county is already the most densely populated in Florida. Commissioner Merz concurred, and stated that the key to success is to involve the community as early as possible; whereupon, Chairman Kennedy noted that the intent is for the PPC to provide tools and information to the local municipalities, but not to enforce or impose anything upon them.

Mayor Bujalski related that offering incentives to developers has been successful in encouraging mixed-use development in Dunedin; and that free or reduced-cost technical assistance from the County would be of great value to the local municipalities. Referring to the risk factor as a critical barrier to mixed-use development, Mr. Blanton stated that reducing up-front costs and time could be ways the County could minimize risk for the developers, and discussion ensued.

Thereupon, the Chairman thanked Commissioner Kennedy, Mr. Crawford, and Professor Green for their presentation.

B. Countywide Plan Update – Status Report

Ms. Fisher reported that the draft Countywide Plan documents have been updated with additional minor corrections to Article IV and Appendix A. She indicated that certain language in Article IV was initially thought to be unused and was therefore deleted, but has been restored as the City of Largo continues to rely on its wording; and that Appendix A has been updated to include two existing Developments of Regional Impact and additional nomenclature used by the City of St. Petersburg.

Responding to query by Mayor Bradbury, Ms. Fisher clarified that the list recognizes the existing activity centers on the Countywide Plan Map and does not change their administration, and Mr. Crawford concurred.

Mr. Blanton indicated that staff continues to identify opportunities to expedite the development process, and additional language will be presented at the July 21 public hearing; and that staff will continue to evaluate the new provisions and make recommendations for any proposed “tweaks” 18 months after adoption of Plan. Commissioner Merz requested that the members be notified of any last-minute changes prior to July 21, and discussion ensued.

July 8, 2015

Chairman Kennedy indicated that the PPC recommendation will go to the County Commission with the requested adjustments in place, and the Commissioners can make modifications as they see fit; and following further discussion, he thanked Commissioner Merz for sharing his concerns.

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Commissioner Seel left the meeting at 4:02 P.M.

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C. Renewal of Audit Services

Mr. Blanton related that the PPC has received audit services in the past from CliftonLarsonAllen LLP; that staff is confident in the firm's abilities; that the current service contract is up for renewal at a cost of \$14,000 for the Fiscal Year 2015 audit; and that staff is asking for approval of that renewal.

Mr. Blanton noted that the MPO and PPC currently utilize separate auditing firms, but he would like to have one firm handle the unified agency in the coming years; whereupon, Chairman Kennedy clarified that the organizations will continue to report their finances separately, and Mr. Blanton concurred.

Commissioner Morroni moved, seconded by Councilmember Hock-DiPolito and carried, that the renewal agreement with CliftonLarsonAllen LLP be approved (Vote 11-0).

EXECUTIVE DIRECTOR ITEMS

A. Annual Budget and Millage Rate for Fiscal Year 2016 – Final Draft

Mr. Crawford presented the final draft of the Annual Budget and Millage Rate for Fiscal Year 2016, noting that the agenda package contains a proposed resolution approving the budget for transmittal to the BCC for consideration in July and September; that line-item expenditures and income are included in the budget book provided; and that a comparison of the MPO and PPC budgets is provided for informational purposes only. He noted that an increase in tax values will result in an additional \$965,000 in revenue; that expenditures have been reduced by \$40,000; and

July 8, 2015

that the unification of the MPO and PPC is reflected in several of the budget categories including rent, intergovernmental services, salaries, and benefits.

Referring to the millage rate, Mr. Crawford related that it will remain at 0.0160 for at least one more year; that, when revenues fall short of expenditures, the fund balance is used to cover any shortfall, which in previous years has been as much as \$300,000; and that this year's budget will only require \$29,000 from the fund balance.

Mr. Blanton stated that the proposed budget will accommodate some of the new initiatives of the unified organization, including contractual support services, reference and education, and reducing the reliance on outside consultants where it makes sense; whereupon, Chairman Kennedy noted that while the millage rate remains the same, property values are rising which provides additional tax revenue; and that reducing what is needed from the fund balance is the first step in achieving stability.

Thereupon, Deputy Mayor Piccarreto moved, seconded by Mayor Bradbury and carried, that Resolution No. 15-3 with Exhibit A be adopted approving the Annual Budget and Millage Rate for Fiscal Year 2016 and authorizing its transmittal to the BCC (Vote 11-0).

B. Annual and Five-Year Work Program Fiscal Years 2016-2020 – Final Draft

Mr. Blanton summarized the Five-Year Work Program and stated that key tasks relate to implementation of the updated Countywide Plan, providing technical assistance for local municipalities, and laying the foundation for an 18-month evaluation of the Plan once it is adopted.

Thereupon, Mayor Bujalski moved, seconded by Councilmember Rice and carried, that the final draft of the Annual and Five-Year Work Program for Fiscal Years 2016-2020 be approved (Vote 11-0).

C. Verbal Reports

Mr. Blanton briefly discussed the partnership between the PPC and local governments, relating that the PPC staff will continue to define the agency's role and mission, and further integrate transportation and land use issues.

July 8, 2015

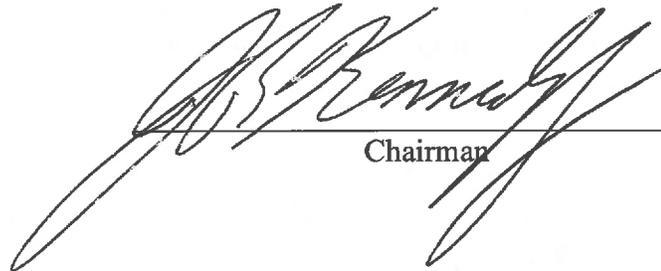
OTHER COUNCIL BUSINESS

Chairman/Member Items

The members welcomed Mr. Blanton and thanked Mr. Crawford and Ms. Ward for their outstanding work as interim directors over the years.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:16 P.M.


Chairman