

MINUTES OF THE MEETING OF THE  
PINELLAS PLANNING COUNCIL  
September 9, 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 3:18 P.M. with the following members present:

Jim Kennedy, Chairman, City of St. Petersburg Councilmember  
Joanne "Cookie" Kennedy, Secretary, City of Indian Rocks Beach Commissioner  
*Representing Beach Communities*  
Doreen Hock-DiPolito, Treasurer, City of Clearwater Councilmember  
Julie Ward Bujalski, City of Dunedin Mayor  
*Representing Pinellas Suncoast Transit Authority (PSTA)*  
Dave Eggers, Pinellas County Commissioner (Late Arrival)  
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  
Karen Williams Seel, Pinellas County Commissioner (Late Arrival)  
Michael Smith, City of Largo Commissioner  
John Tornnga, City of Dunedin Commissioner

Not Present:

John Morroni, Vice-Chairman, Pinellas County Commissioner  
Sandra Bradbury, City of Pinellas Park Mayor

Also Present:

Whit Blanton, Executive Director, PPC  
Michael C. Crawford, Planning Division Manager, PPC  
Linda A. Fisher, PPC Staff  
Tina M. Jablon, PPC Staff  
Chelsea D. Hardy, Assistant County Attorney  
Other interested individuals  
Jenny Masinovsky, Board Reporter, Deputy Clerk

AGENDA

- I. CALL TO ORDER
  
- II. CONSENT AGENDA
  - A. Minutes of the June 10, 2015 Meeting
  - B. Minutes of the July 8, 2015 Meeting
  - C. Financial Statements for July and August 2015
  - D. CPA Actions for July and August 2015
  - E. Annexation Reports for July and August 2015
  - F. Preliminary Agenda for October 2015
  - G. 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
      - 1. Case CW 15-13: City of St. Petersburg – Withdrawn
      - 2. Case CW 15-14: City of Oldsmar
    - Regular Amendments
      - 3. Case CW 15-15: Pinellas County
  
- IV. REPORTS/OTHER ACTION
  - A. Countywide Plan Update – Status Report
  
- V. EXECUTIVE DIRECTOR ITEMS
  - A. Communications Strategy and Branding/Communications Consultant Contract
  - B. Verbal Reports
  
- VI. OTHER COUNCIL BUSINESS
  - A. Chairman/Member Items
  
- VII. ADJOURNMENT

CALL TO ORDER

Chairman Kennedy called the meeting to order at 3:18 P.M. and welcomed those in attendance.

CONSENT AGENDA – APPROVED

Commissioner Cookie Kennedy moved, seconded by Councilmember Hock-DiPolito and carried, that Consent Agenda Items A through G be approved (Vote 9–0).

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Commissioners Seel and Eggers entered the meeting at 3:18 P.M. and 3:19 P.M., respectively.

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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 15-13, A PROPOSAL BY THE CITY OF ST. PETERSBURG TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RESIDENTIAL MEDIUM (RM) TO MULTIMODAL CORRIDOR (MC) – WITHDRAWN.

Chairman Kennedy announced that Case CW 15-13 has been withdrawn.

PUBLIC HEARING: CASE CW 15-14, A PROPOSAL BY THE CITY OF OLDSMAR TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RETAIL & SERVICES (R&S) TO EMPLOYMENT (E) – APPROVED

Pursuant to legal notice published in the August 22, 2015 issue of the *Tampa Bay Times* as evidenced by affidavit of publication filed with the Clerk, public hearing was held on Case CW 15-14, a proposal by the City of Oldsmar to amend the Countywide Future Land Use Plan from R&S to E, re 4.4 acre m.o.l., located at 200 Forest Lakes Blvd.

Mr. Crawford indicated that the proposed amendment is subthreshold; that staff recommends its approval; and that the Planners Advisory Committee (PAC) had voted unanimously in favor of the staff recommendation.

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Responding to the Chairman's call for the applicant local government, City of Oldsmar Planning Manager Michele Parisano indicated that the amendment was approved by the Oldsmar Planning Board and the City Council; and that the purchaser is present to answer any questions.

No one appeared in response to the Chairman's call for proponents, opponents, or citizens wishing to be heard with regard to the proposal; whereupon, he closed the public hearing.

Thereupon, Commissioner Smith moved, seconded by Commissioner Merz and carried, that Case CW 15-14 be approved as recommended by staff (Vote 11-0).

### **REGULAR AMENDMENTS**

**PUBLIC HEARING: CASE CW 15-15, A PROPOSAL BY PINELLAS COUNTY TO AMEND THE COUNTYWIDE FUTURE LAND USE PLAN FROM RESIDENTIAL LOW MEDIUM (RLM) TO PUBLIC/SEMI-PUBLIC (P/SP) AND PRESERVATION (P) – APPROVED**

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Pursuant to legal notice published in the August 22, 2015 issue of the *Tampa Bay Times* as evidenced by affidavit of publication filed with the Clerk, public hearing was held on Case CW 15-15, a proposal by Pinellas County to amend the Countywide Future Land Use Plan from RLM to P/SP and P, re 2.4 acres m.o.l., located at 721 East Lake Road.

Referring to aerial and street-level photographs and the land use map, Mr. Crawford pointed out the location of the subject area and described the surrounding land uses. Noting that Public/Semi-Public category corresponds to a new category in the local Comprehensive Plan, he indicated that it is more appropriate for the proposed use of the site as an Adult Living Facility (ALF) than the original category and compatible with the surrounding uses; that the amendment would enable recognition of the adjacent wetlands on the map; and that PAC had voted unanimously in favor of the staff recommendation for approval.

Todd Pressman, Palm Harbor, appeared and indicated that he represents the applicants, Cheryl Moore and her son, and Ms. Moore is present; that an ALF is considered a good neighbor; and that the case has the support of all related agencies and review panels.

No one appeared in response to the Chairman's call for proponents, opponents, or citizens wishing to be heard; whereupon, he closed the public hearing.

Thereupon, Commissioner Seel moved, seconded by Deputy Mayor Piccarreto and carried, that Case CW 15-15 be approved as recommended by staff (Vote 11-0).

## REPORTS AND OTHER ACTION

### A. Countywide Plan Update – Status Report

Mr. Blanton related that the Plan became effective on August 7 upon approval by the Board of County Commissioners; and that it is available for review on the PPC website; whereupon, Mr. Crawford provided a brief summary of changes that occurred following the Council's approval of the Plan, including increases in allowable residential density and subthreshold acreage in certain categories, noting that the changes enable the approval of additional cases at the local level.

## EXECUTIVE DIRECTOR ITEMS

### A. Communications Strategy and Branding/Communications Consultant Contract

Mr. Blanton reported that today's presentation pertains to the development of a Strategic Communications Plan for the PPC/MPO; and that staff is seeking the Council's approval of a contract with Big Sea Design, Inc. for professional communication and branding services in order to obtain input prior to finalizing the Plan; whereupon, he conducted a PowerPoint presentation titled *Strategic Communications Plan Draft Overview*, a copy of which has been filed and made a part of the record, and discussed the following topics:

- The Role of the PPC and MPO
- Why Strategic Communications?
- Developing the Plan
- Communications Plan Components
- Pinellas SPOTlight
- Countywide Conversations
- Corridor Profiles
- Communication Tactics

Summarizing the plan, Mr. Blanton related that it is a work in progress which will return for the Council's approval this fall; and that it reflects a change in culture by placing emphasis on first-person perspectives and broader community participation in conversation about land use and transportation, and Councilmember Rice expressed support for the plan's direction in communicating with public.

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Mr. Blanton briefly described the consultant procurement process, financing of the contract, and the candidates; whereupon, he outlined the terms of the proposed contract with the top-ranked firm, Big Sea Design, Inc., noting that it will be a one-year contract in an amount not to exceed \$60,000.00, with a renewal option.

Responding to a comment by Chairman Kennedy, Mr. Blanton related that while it was difficult to choose between the two final candidates, there was a consensus to move forward with Big Sea Design; whereupon, Councilmember Hock-DiPolito moved, seconded by Commissioner Cookie Kennedy and carried, that the contract with Big Sea Design be approved as recommended by staff (Vote 11-0).

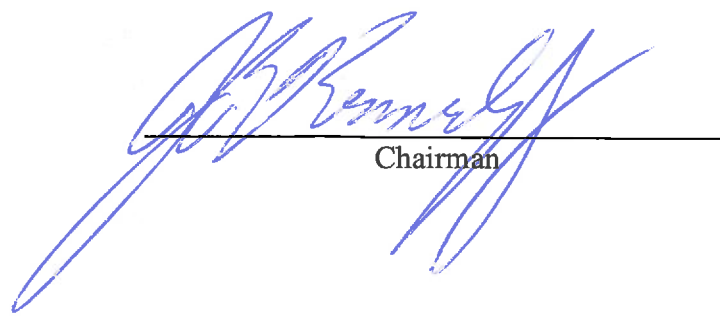
B. Verbal Reports – None.

OTHER COUNCIL BUSINESS

Chairman/Member Items – None.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:50 P.M.



Chairman