

# PPC News

## Industrial Land Study Approved



**Industrially-designated land accommodates a wide variety of target employers, including the offices of Franklin Templeton Investments, shown above.**

**A** major focus of *Pinellas by Design*, a countywide effort approved in 2005, is the attraction and retention of employers that provide high-wage jobs, import money into the local economy, and are compatible with the Pinellas County environment. These “target industry” businesses typically include clean high-tech manufacturing, research/development, and office activities rather than traditional heavy industrial uses. However, many of the businesses still either require or benefit from land that is designated for industrial use.

But as the county has become increasingly built-out, the supply of industrial land has dwindled. There is ongoing pressure to redevelop parcels with residential and retail uses, which tend to return a higher short-term profit to landowners, but are the least beneficial for the countywide economy over the long term.

To address these issues, in 2007, the Pinellas Planning Council and the Pinellas County Economic Development Department, with assistance from consultant group WilsonMiller, jointly undertook the *Target Employment and Industrial Land Study for the Pinellas Community* (TEILS).

The purpose of the study was to identify and propose measures, including both business assistance techniques and revisions to county-wide land use regulations, to assist in attracting and retaining target industry businesses. The study was approved by the Pinellas Planning Council and Countywide Planning Authority in March and April of 2008, respectively.

**(Continued on Page 5)**

### SPRING 2008

#### In This Issue...

- **Industrial Land Study Approved**
- **Joint PPC/CPA Annexation Subcommittee Reconvened**
- **EAR-Based Amendment Work Continues**
- **Meet This Year's Officers**
- **Council Membership Changes**

# Joint PPC/CPA Annexation Subcommittee Reconvened

After a hiatus of a year and a half, the Joint PPC/CPA Annexation Subcommittee was reconstituted in January 2008. The purpose of the subcommittee is to explore whether, and how, to construct a process to effectively deal with annexation and its related considerations in Pinellas County.

Pinellas County has previously engaged in annexation reform. Ordinance No. 00-63, enabled through Pinellas County Charter amendments approved by voters in a November 2000 referendum, replaced certain state laws governing voluntary annexation with specific procedures tailored to Pinellas County. It also established annexation planning area boundaries that governed where municipalities could annex property. Implemented by the PPC and CPA, the process provided for a rational, predictable, and fair method for voluntary annexation. However, a 2007 decision by the District Court of Appeal of Florida, 2nd District, ruled that Ordinance No. 00-63 and the associated Pinellas County Charter provisions were invalid.

The original subcommittee was formed to conduct a review of the planning area boundaries that were in place prior to the court decision, and summarized its findings in a report entitled *Voluntary Annexation Planning Area Boundary Five-Year Review*. The group also acted as a forum in which the PPC and CPA could work cooperatively to address other annexation issues. The members met from October 2005 to September 2006.

The reconstituted subcommittee is chaired by Mayor Bob Hackworth, who represents the PPC together with Mayor Beverley Billiris and Councilmember Sandra Bradbury. The Countywide Planning Authority is represented by Commissioners Ronnie E. Duncan, Susan Latvala, and John Morroni. The members have expressed a desire to work towards a local solution that addresses the competing needs and issues identified by the county and cities, rather than seeking legislative action.

## EAR-Based Amendment Work Continues

Assistance with Evaluation and Appraisal Report (EAR)-Based Amendments, part of the State of Florida comprehensive planning requirements that must be followed by all local governments, continues to be provided to eight communities that have requested help from the PPC. (See the Fall 2007 edition of the *PPC News*.)

Primary assistance is being provided by The Gail Easley Company, a consultant firm retained by the PPC, with all work closely reviewed and coordinated by PPC staff. The status of the various communities is as follows:

- Redington Beach and Redington Shores, whose amendments are not due until later in the year, are in the process of drafting their amendments.

- Kenneth City, Madeira Beach, and Indian Shores have drafted their amendments and received reviews from the Florida Department of Community Affairs (DCA). The cities are in the process of adopting revised amendments in response to the DCA comments.
- Belleair Beach, Belleair Bluffs, and Belleair Shore have received DCA reviews, adopted revised amendments in response, and been given final determinations of compliance. The EAR-based amendment process is complete for those jurisdictions.

EAR-based amendment assistance began in September of 2006 and is anticipated to run through early or mid-2009.

# MEET THIS YEAR'S OFFICERS

## Mayor Robert Hackworth City of Dunedin Chairman



**M**ayor Hackworth was born in Fort Ord, California. A Dunedin resident from 1970 to 1984, he relocated to Colorado, then returned to Dunedin in 1995. He holds a

bachelor's degree from the University of Florida. He has followed an eclectic career path as a professional runner and cyclist, owner of a sports marketing firm, real estate developer, and currently, partner in an educational publishing company. He began his tenure on the Dunedin City Commission in 2002, served as vice-mayor in 2003, and was elected mayor in 2006.

## Vice-Mayor Jerry Knight Town of North Redington Beach Secretary



**V**ice-Mayor Knight was appointed to the Town Commission in 2003, and has been re-elected three times. Originally from Ohio, he holds a bachelor's degree in radio com-

munications from Ohio State University, and was the director of a regional council of governments in the Youngstown-Warren region. He has participated in urban planning and economic development efforts in Ohio, Indiana, and Florida. As vice-mayor, he has overseen a major update of the town's comprehensive plan, which was completed in 2006.

## Mayor Beverley Billiris City of Tarpon Springs Vice-Chairman



**M**ayor Billiris is a 30-year resident of Tarpon Springs, and holds a bachelor's degree from the University of South Florida and a master's degree from Nova University. She has participated

in the Florida League of Cities, National League of Cities Leadership Program, Pinellas County Sheriff's Community Policing Program, FBI Citizens Academy, and USF Florida Institute of Government Community Water Leadership Program. She is president of the Pinellas County Mayor's Council. A former educator, she owns a retail shop and import/export business, and has over 20 years of accounting and business experience.

## Commissioner John Morrone Pinellas County Treasurer



**C**ommissioner Morrone was born in Chicago and earned a bachelor's degree in history from Loyola University. After moving to Florida in 1980, he was elected to the Florida House of Rep-

resentatives in 1992, where he served until 2000. Elected to the Board of County Commissioners in 2000, he served as chairman in 2005, and was appointed to the PPC in the same year. He is the Pinellas representative for a variety of non-profit agencies, including the Area Agency on Aging of Pasco-Pinellas, the Tampa Bay Estuary Program, and the Florida Association of Counties.

# COUNCIL MEMBERSHIP CHANGES



## Councilmember Bill Foster

City of St. Petersburg  
Departing Member

**A**fter serving with distinction on the Council for seven years, Councilmember Foster stepped down in December 2007, finishing his second term on the St. Petersburg City Council and returning to the private sector. He was a valuable resource and leader for the Council during his tenure, which included service as Secretary, Vice-Chairman and Chairman.

Mr. Foster is a native of St. Petersburg. He was appointed to the City Council in 1998 and re-elected in 1999 and 2003. He has served on several city boards and committees, including the Community Focus Group on Downtown Development and the Codes Compliance Com-

mittee. He holds a bachelor's degree in public administration and a law degree, both from Samford University in Alabama. He has practiced law in St. Petersburg for nearly two decades.

As a PPC member, Mr. Foster was in the forefront of the complex issues of economic development and redevelopment, and was instrumental in the development and effective oversight of the Council's efforts to better guide the annexation process in the County. He provided leadership and foresight on the many issues before the Council, and will be missed by all of us who have served and worked with him.



## Councilmember Jim Kennedy

City of St. Petersburg  
New Member

**C**ouncilmember Kennedy was born in Roselle, New Jersey, and has lived in St. Petersburg since 1979. He holds a bachelor's degree from Rider University in New Jersey and a juris doctor from Stetson University. Since his admission to the Florida Bar in 1982, he has been the sole practitioner of his own law firm. He has been active in a number of community organizations, including the Leadership St. Petersburg Class of 1991 and

the St. Petersburg Area Chamber of Commerce Baseball Committee. In particular, he has been active with Community Action Stops Abuse (CASA) for fifteen years, including three terms as president, and was awarded CASA's Victory Over Violence award in 2000. He was appointed to the St. Petersburg City Council in 2007, and became the city's representative on the PPC in January 2008.

# Industrial Land Study Approved (Continued from Page 1)

## Major Findings of the Study

- Pinellas County remains a strong, attractive location for business growth. But because the county is running out of developable vacant land, not all of this potential growth is being realized.
- In order to maintain its current level of economic vitality, the county needs to add about 182,000 new jobs by 2025. About 25 percent of those need to be high-wage jobs (at least 30 percent above the countywide average) from “primary” employers, or those that import at least half of their revenue from outside of Pinellas County.
- It would take about 8,000 acres of land to accommodate 182,000 jobs at the current average land development rate. But Pinellas County has fewer than 4,000 vacant acres with designations that can accommodate businesses.
- Strategies needed to successfully accommodate target employment will include:
  - A balanced approach for protecting industrial/office properties from conversion to other uses wherever feasible.
  - Using vacant property classified for employment purposes to the fullest extent possible.
  - Encouraging existing properties to be redeveloped at higher intensities in order to accommodate more jobs on less land.
- Amend the Countywide Plan Rules to create new or revised plan categories and procedures to enhance employment potential. As outlined in the report, the categories would include a revised version of the existing Planned Redevelopment-Industrial category, a new Employment Center Overlay category, and a new Target Industry Bonus System.
- In order to reduce the costs of site development and other aspects of doing business, expand economic development assistance to target employers to include infrastructure investment, land assembly and cost, and other incentives and assistance.

## Next Steps

With their approval of the *Target Employment and Industrial Land Study for the Pinellas Community*, the Pinellas Planning Council and Countywide Planning Authority have acknowledged the policy direction set forth in the study. The next steps will be to clarify that direction through amendments to the Countywide Plan Rules, and establishment of the financial commitments required to assist in their implementation. Discussion of these steps is expected to begin in mid-2008.

Further information about the study, including a digital copy of the document, can be found at <http://www.pinellasplanningcouncil.org>.

## Policy Recommendations

- Adopt criteria in the Countywide Rules for evaluating whether industrially-designated parcels should be permitted to convert to other uses. Include criteria such as the number, type, and wages of jobs that the existing and proposed land use designations can support; the size, physical characteristics, location of the property; and the surrounding uses.



**Anclote Industrial Park in Tarpon Springs is an example of existing industrially-designated land.**

# Upcoming Hearing and Meeting Schedule

Planners Advisory Committee	Pinellas Planning Council	Countywide Planning Authority
June 9, 2008	June 18, 2008	July 22, 2008
July 7, 2008	July 16, 2008	August 5, 2008
August 11, 2008	August 20, 2008	September 16, 2008
September 8, 2008	September 17, 2008	October 7, 2008

## The Pinellas Planning Council

- Mayor Robert Hackworth, Chairman (Dunedin)
- Mayor Beverley Billiris, Vice-Chairman (Tarpon Springs)
- Commissioner John Morroni, Treasurer (Pinellas County)
- Vice-Mayor Jerry Knight, Secretary (Group B Communities: Belleair Beach, Belleair Shore, Indian Rocks Beach, Indian Shores, North Redington Beach\*, Redington Beach, Redington Shores)
- Councilmember Sandra Bradbury (Pinellas Park)
- Councilmember John Doran (Clearwater)
- Mayor Patricia Gerard (Largo)
- Mayor Dick Holmes (Group C Communities: Belleair, Belleair Bluffs, Gulfport, Kenneth City, Seminole, South Pasadena\*)
- Councilmember Jim Kennedy (St. Petersburg)
- School Board Member Linda Lerner (Pinellas County School District)
- Mayor Mary Maloof (Group A Communities: Madeira Beach, St. Pete Beach, Treasure Island\*)
- Mayor Jim Ronecker (Oldsmar)
- Mayor Andy Steingold (Safety Harbor)

\* Councilmember serves on this governing body.

## The Countywide Planning Authority

- Commissioner Robert B. Stewart, Chairman
- Commissioner Calvin D. Harris, Vice-Chairman
- Commissioner Ronnie E. Duncan
- Commissioner Susan Latvala
- Commissioner John Morroni
- Commissioner Karen Williams Seel
- Commissioner Kenneth T. Welch

## The Pinellas Planning Council Staff

- David P. Healey, Executive Director
- Michael C. Crawford, Planning Manager
- Dolly Eylward, Office Manager
- Linda Fisher, Program Planner
- Phyllis Pacyna Fleming, Program Planner
- Katherine Holt, Office Specialist
- Chris Mettler, Program Planner
- Larry S. Pflueger, Planning Manager
- Michael Schoderbock, Program Planner
- Carolyn Shoemaker, Admin. Secretary

If you have any questions or comments about this newsletter, please call 727.464.8250, visit our web site at [www.pinellasplanningcouncil.org](http://www.pinellasplanningcouncil.org), or write to us at:

Pinellas Planning Council  
600 Cleveland Street, Suite 850  
Clearwater, FL 33755-4160