

# PPC News

## Countywide Plan Update Gets Underway

**W**hile the effort to merge the countywide land use and transportation planning functions of the Pinellas Planning Council (PPC) and Pinellas County Metropolitan Planning Organization (MPO) continues to move forward, PPC staff are also working toward a major component of that process, the creation of a new Countywide Plan that will integrate land use and transportation efforts in a single planning document.

As set forth in the Special Act, all local government comprehensive plans must be consistent with the Countywide Plan Map and Countywide Rules, the regulatory portions of the plan. However, the original plan was adopted in the 1980s, when large areas of Pinellas County still consisted of greenfield land. Now that the county is built-out and concerned with encouraging planned redevelopment, there is consensus that a new, more future-oriented plan is needed—one that is better integrated with the transportation planning efforts of the MPO.

Updating the Countywide Plan, with the help of consultants and a working group of local planning professionals, will comprise a significant portion of the PPC work program in Fiscal Years 2012 and 2013.

### Identification of Areas of Change and Stability

The first step in the Countywide Plan update work program will be identification of areas of change and stability throughout the county. Areas of change will be those areas having greatest redevelopment potential, where such redevelopment is desired, and where redevelopment in a centers, corridors, and districts configuration is expected and encouraged to occur. Areas of stability, in contrast,

will be areas where redevelopment is not anticipated or desired, and where the existing character is to be maintained, preserved, protected, and enhanced.

In order to obtain technical assistance with this and other tasks, in July 2011, the PPC issued a request for proposals (RFP) seeking a consultant to assist with the updating of the Countywide Plan, utilizing an evaluation committee to review the proposals. The evaluation committee consisted of five members: Michael Crawford, Chris Mettler, Greg Rice, Carol Stricklin, and Renea Vincent. Mr. Rice, Ms. Stricklin, and Ms. Vincent are the planning directors for the cities of Dunedin, Largo,

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**Fall 2011**

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# COUNCIL MEMBERSHIP CHANGES

## Farewell to Distinguished Former Member

### Commissioner Jerry Knight, Town of North Redington Beach Representing Group B Communities

Commissioner Jerry Knight served on the Council from May 2005 to July 2011, including three years as Secretary and one as Vice-Chairman. He has decided not to run for public office again, and will therefore no longer be eligible to be seated as a Councilmember. During his time on the Council, he was consistently engaged, “big-picture” oriented, and thoughtful in his questioning. He will be greatly missed.



tions of the PPC and MPO. To that end, he served as a member of the PPC Executive Subcommittee in 2009, and as an alternate member of the Joint Land Use/Transportation Subcommittee in 2010.

With an extensive background in urban planning and economic development in Ohio, Indiana, and Florida, he has served

on the North Redington Beach Town Commission since 2003, much of that time as Vice Mayor.

Among his many contributions to the Council, he was an influential force behind the decision to unify the land use and transportation planning func-

We felt it appropriate to let Commissioner Knight say farewell in his own eloquent words, which he spoke to the Council at his final meeting in July.

## Jerry Knight's Farewell Words to the Council

It was more than 55 years ago when I was first introduced to the idea of urban planning. I was a reporter at City Hall in Youngstown, Ohio – a steel town with a terrible reputation for racketeering. And we got a reform administration that ran out the racketeers, and also decided to bring in a full-time professional planner, to take a look toward the future.

As it turns out, that planner was Israel Stollman, who became, over the years, a great leader among professional planners, nationally and internationally. He was sort of a mentor to me, because he saw my interest. And he went on to his leadership role, and I went on to a half dozen different careers, all of which involved planning.

And I can recall in those old days, when we were looking forward, we thought by this time, 50 years down the road, all of America would be full of metropolitan areas that would indeed be shining cities on the hill, with no slums, and great transportation, and no poverty, et cetera, et cetera, et cetera. Well, we know we didn't get that.

So what does a planner do when that happens, when reality doesn't match your vision? Well, I'm kind of a living example of what you do. You keep trying. And I want to thank the beach communities that elected me, and the County Commissioners who confirmed it, for giving me the chance. Thank you very much.

# COUNCIL MEMBERSHIP CHANGES

## Welcome New Members

**Commissioner Marvin Shavlan**  
**City of St. Pete Beach**  
**Representing Group A Communities**



**C**ommissioner Shavlan has lived in Pinellas County for more than 45 years and has been a resident of St. Pete Beach since 2001. President and co-owner of Bond

& Company Jewelers, Inc., he has a Bachelor's of Science in Business Administration from the University of Florida, and is a Graduate Gemologist in Residence from the Gemological Institute of America. He has served on the St. Pete Beach City Commission since 2010, and previously served on the Historic Preservation Board from 2008 to 2009. He keeps citizens informed of news from the City, and solicits their feedback, through his blog at <http://st-pete-beach.blogspot.com>.

**Commissioner Joanne "Cookie" Kennedy**  
**City of Indian Rocks Beach**  
**Representing Group B Communities**



**C**ommissioner Kennedy is a native of Pinellas County. A graduate of St. Petersburg Junior College and the New London Academy of Design, she is the owner of Cookie Cutter Hair Salon.

She served on the Indian Rocks Beach City Commission from 1999 to 2003, the last year as Vice Mayor, and was reelected in 2008. She was a member of the Planning Board from 1993 to 1998 and the Finance Budget Review Committee from 1998 to 1999, and has served on the National League of Cities Crime Prevention and Public Safety Committee and Florida League of Cities Ethics, Personnel and Crime Prevention Committee. In 2005, she was awarded the Commitment to Excellence in Leadership Award from Pinellas Suncoast Fire and Rescue.

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## PPC Joins Application for HUD Sustainable Communities Grant

**T**he PPC has joined with other Tampa Bay local governments and agencies in applying for a federal Sustainable Communities grant, offered through the U.S. Department of Housing and Urban Development (HUD). The purpose of the grant is to encourage regional coordination of land use, transportation, and affordable housing, to reduce transportation costs and increase economic opportunity — similar to the goals that the PPC is already working toward in its Countywide Plan update.

The regional consortium of seventeen local government partners in Pinellas, Hillsborough, Pasco, Sarasota and Manatee Counties was coordinated by the Tampa Bay Regional Planning Council, under the umbrella of their ONE BAY regional vision. Among the local projects

included in the combined request, which totals approximately \$4 million, are transit station area plans for the cities of St. Petersburg and Clearwater, and a community revitalization plan in the East Lealman area of unincorporated Pinellas County.

The PPC is requesting \$155,000 to help fund its update of the Countywide Plan. The Pinellas County MPO, and the Pinellas County Economic Development and Community Development Departments, each agreed to contribute a number of staff hours to satisfy a required local match.

The application was submitted on October 6. As part of the regional effort, PPC staff contributed technical assistance in editing and assembling the application package. HUD is expected to announce the grant awardees in December.

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and Tarpon Springs, respectively, and are all Planners Advisory Committee members.

The evaluation committee ranked the Tindale-Oliver & Associates proposal highest among the applicants. The committee members concluded that Tindale-Oliver & Associates, who will be working together with subconsultants from Jacobs Engineering and Stantec, best demonstrated an understanding of the County's planning and development environment, the Council's priorities and processes, and the tasks described in the RFP, and suggested the best approach for addressing the assignments.

### Joint Land Use/Transportation Working Group

In preparation for the Countywide Plan update work program described above, a peer group of local planning staff called the Joint Land Use/Transportation Working Group was convened in April to provide technical input. The group has since met four times, discussing and deliberating issues pertaining to the new Countywide Plan and the shape it will take.

Of principal importance to the working group is the update to the Countywide Plan Map. A consensus view among the working group members is that the current map, which contains more than three dozen future land use categories, should be broadened into a more conceptual map with fewer and more generalized, descriptive categories, conveying a clear idea of the vision for the county in the future.

As an example, the current Countywide Plan Map contains nine residential-only categories, differing by relatively small increments in allowable density. Communities desiring supportive land uses in their neighborhoods, such as small offices or retail uses, are required to seek map amendments changing some parcels to nonresidential categories. In contrast, the updated map could potentially offer a "neighborhood" category that would permit a mix of residential and nonresidential uses, and allow a more flexible range

of densities, to be administered with greater discretion by local governments.

Another area of consensus is that the new map should be directly tied to countywide transportation planning, with the highest densities and intensities concentrated on corridors and centers where enhanced transit services are existing or planned. Conversely, established single-family neighborhoods outside of transit areas should remain lower-density, preserving their existing character. Locally approved plans for higher-density and -intensity redevelopment and placemaking should also be incorporated into the new map.

While the working group has largely agreed on these broad concepts, the details of implementation remain under discussion, and a great deal of work remains to be done before a new Countywide Plan can be drafted. However, the input of the working group will be an invaluable contribution to the process.

### Educational Presentations

As the Countywide Plan update progresses, staff have been making educational presentations to the Council, to review major areas of planning consensus that have been achieved in recent years, which will provide significant guidance in creating the new, future-oriented plan.

At the May meeting, staff presented a recap of the *Pinellas by Design* effort and discussed how the centers, corridors, and districts network identified in that plan will serve as the foundation and starting point of the Countywide Plan update. In June, the Council reviewed information on the benefits of transit-oriented development; and in September, staff presented information on mixed use development, and how these uses increase taxable value for their communities.

These presentations have been well-received, with a number of local governments requesting further information. Copies of the PowerPoint slideshows from the presentations are available at <http://www.pinellasplanningcouncil.org/whatsnew>.

# SPOTLIGHT ON LOCAL COMMUNITIES

## Tarpon Springs Wins Planning Award

On September 9, the City of Tarpon Springs was presented with an Award of Merit from the Florida Chapter of the American Planning Association (APA-FL), for its work on its *Sponge Docks and Community Redevelopment Area Special Area Plan*.

The intent of the plan is to encourage mixed-use development, foster pedestrian-friendly neighborhoods, alleviate traffic congestion, and increase housing options to improve the balance of jobs and population. The special area plan covers approximately 260 acres bounded by the Anclote River to the north and Meres Boulevard to the south, and includes portions of Pinellas and Tarpon Avenues, two of the City's main thoroughfares.

This large area, designated Community Redevelopment District (CRD) on the Countywide Plan Map, is subdivided into ten character districts, based on location and existing development pat-

terns. Each of the districts, which include locations such as the Sponge Docks, Downtown, and Downtown Gateway, has unique standards governing allowable uses, densities, intensities, and guidelines for transfers of residential density for that area.

The special area plan and CRD designation were approved by the PPC and Countywide Planning Authority in November and December 2010, respectively. PPC staff subsequently wrote a letter of support to APA-FL asking them to recognize the City's efforts. The special area plan complements other recent major planning efforts adopted by the City, including a multimodal transportation district plan and form-based land development code.

The PPC congratulates the City of Tarpon Springs on its award, and commends the community for a job well done.

## PPC Helps Two Communities Seek Boating Infrastructure Grants

Two beach communities have recently taken advantage of opportunities to apply for Florida Fish and Wildlife Commission grant funding to expand their recreational boating facilities, with grantwriting assistance from the PPC.

In late 2010, the City of Indian Rocks Beach applied for a \$125,000 grant from the Florida Boating Improvement Program, for the creation of seventeen new transient boat slips adjacent to Keegan Clair Park. Located in the Narrows Business District, the City's principal commercial area, the project was designed to serve as an economic development catalyst. Transient docks are intended for temporary use by boaters from outside the community, who will patronize the shops, restaurants, and other businesses in the district as they visit. The City learned in July of this year that it had won the grant.

Encouraged by the success of the Indian Rocks Beach project, in August of this year, the City of St. Pete Beach applied for a similar grant to build twelve transient docks adjacent to its municipal community center, near the Corey Avenue Business District. The City has requested \$220,000 from the Boating Infrastructure Grant Program, which is expected to announce the results of the grant competition in early 2012.

Both cities had strong foundations for their proposals, having previously identified their communities' desire for transient docks through extensive visioning and master planning processes.

PPC staff was pleased to offer grantwriting assistance to these communities for their excellent projects, and looks forward to working with them again in the future.

# Upcoming Hearing and Meeting Schedule

Planners Advisory Committee	Pinellas Planning Council	Countywide Planning Authority
November 7, 2011	November 16, 2011	December 6, 2011
December 12, 2011	December 21, 2011	January 10, 2012
January 9, 2012*	January 18, 2012*	February 7, 2012*
February 6, 2012*	February 15, 2012*	March 13, 2012*

\* Tentative, subject to PPC or CPA approval

## The Pinellas Planning Council

- Councilmember John Doran (Clearwater), Chairman
- Mayor Jim Ronecker (Oldsmar), Vice-Chairman
- Commissioner John Morrioni (Pinellas County), Treasurer
- School Board Member Linda Lerner (Pinellas County School District), Secretary
- Mayor David O. Archie (Tarpon Springs)
- Vice-Mayor Nina Bandoni (Safety Harbor)
- Vice-Mayor Sandra Bradbury (Pinellas Park)
- Commissioner David Carson (Dunedin)
- Mayor Patricia Gerard (Largo)
- Councilmember Samuel Henderson (Group C Communities: Belleair, Belleair Bluffs, Gulfport\*, Kenneth City, Seminole, South Pasadena)
- Councilmember Jim Kennedy (St. Petersburg)
- Commissioner Joanne "Cookie" Kennedy (Group B Communities: Belleair Beach, Belleair Shore, Indian Rocks Beach\*, Indian Shores, North Redington Beach, Redington Beach, Redington Shores)
- Commissioner Marvin Shavlan (Group A Communities: Madeira Beach, St. Pete Beach\*, Treasure Island)

\* Councilmember serves on this governing body.

## The Countywide Planning Authority

- Commissioner Susan Latvala, Chair
- Commissioner John Morrioni, Vice-Chair
- Commissioner Nancy Bostock
- Commissioner Neil Brickfield
- Commissioner Norm Roche
- Commissioner Karen Williams Seel
- Commissioner Kenneth T. Welch

## The Pinellas Planning Council Staff

- Michael C. Crawford, AICP, Interim Executive Director
- Linda Fisher, AICP, Principal Planner
- Katherine Holt, Office Specialist
- Joann Jacobs, Accounting Services Coordinator
- Christopher Mettler, Program Planner
- Michael Schoderbock, AICP, Program Planner
- Carolyn Shoemaker, Administrative 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:

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