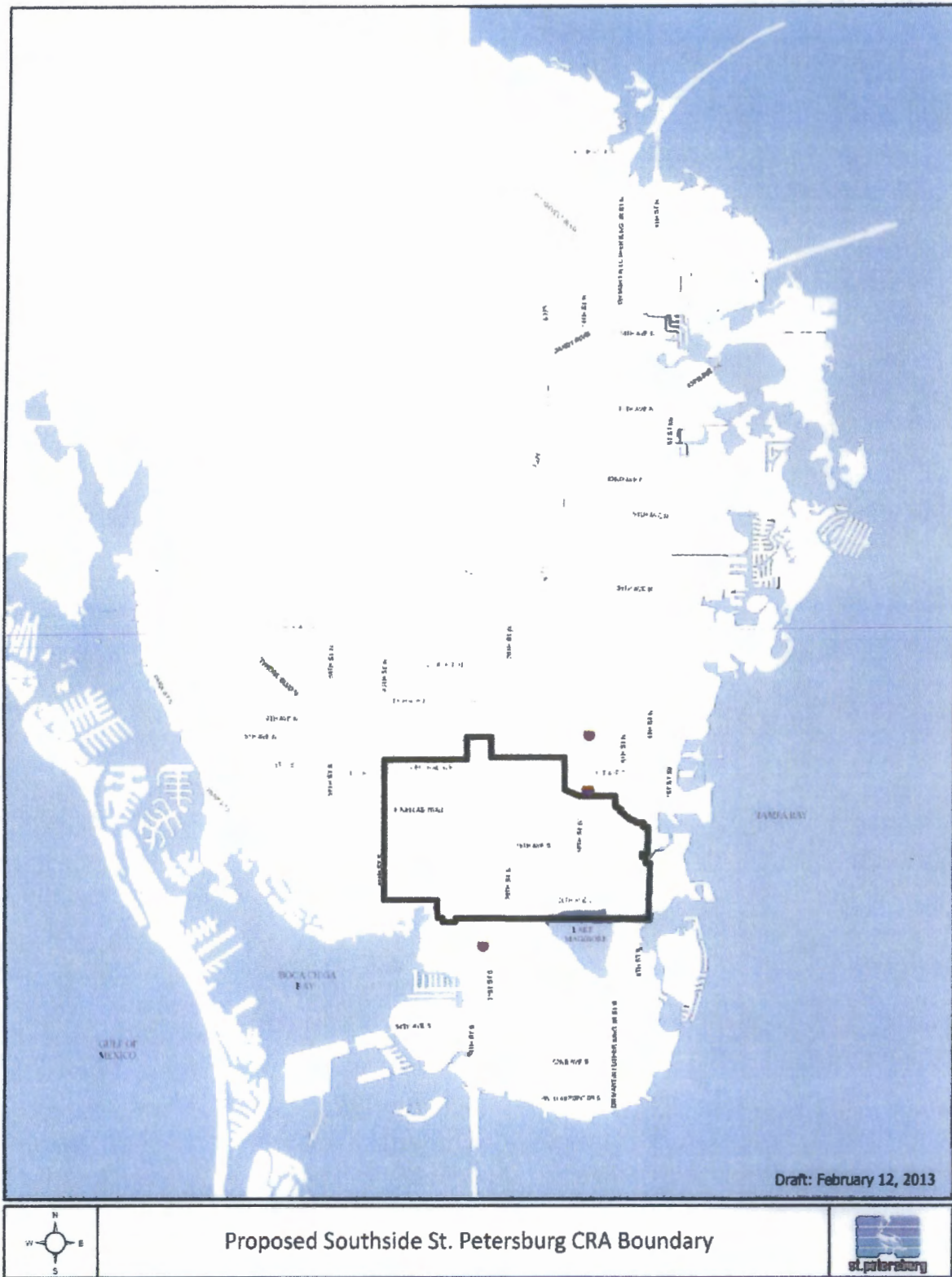


**Agenda for Proposed Southside St. Petersburg CRA Meeting**

April 24, 2013, 11:00 AM  
County Administrator Conference Room, 6<sup>th</sup> Floor  
315 Court Street, Clearwater, FL

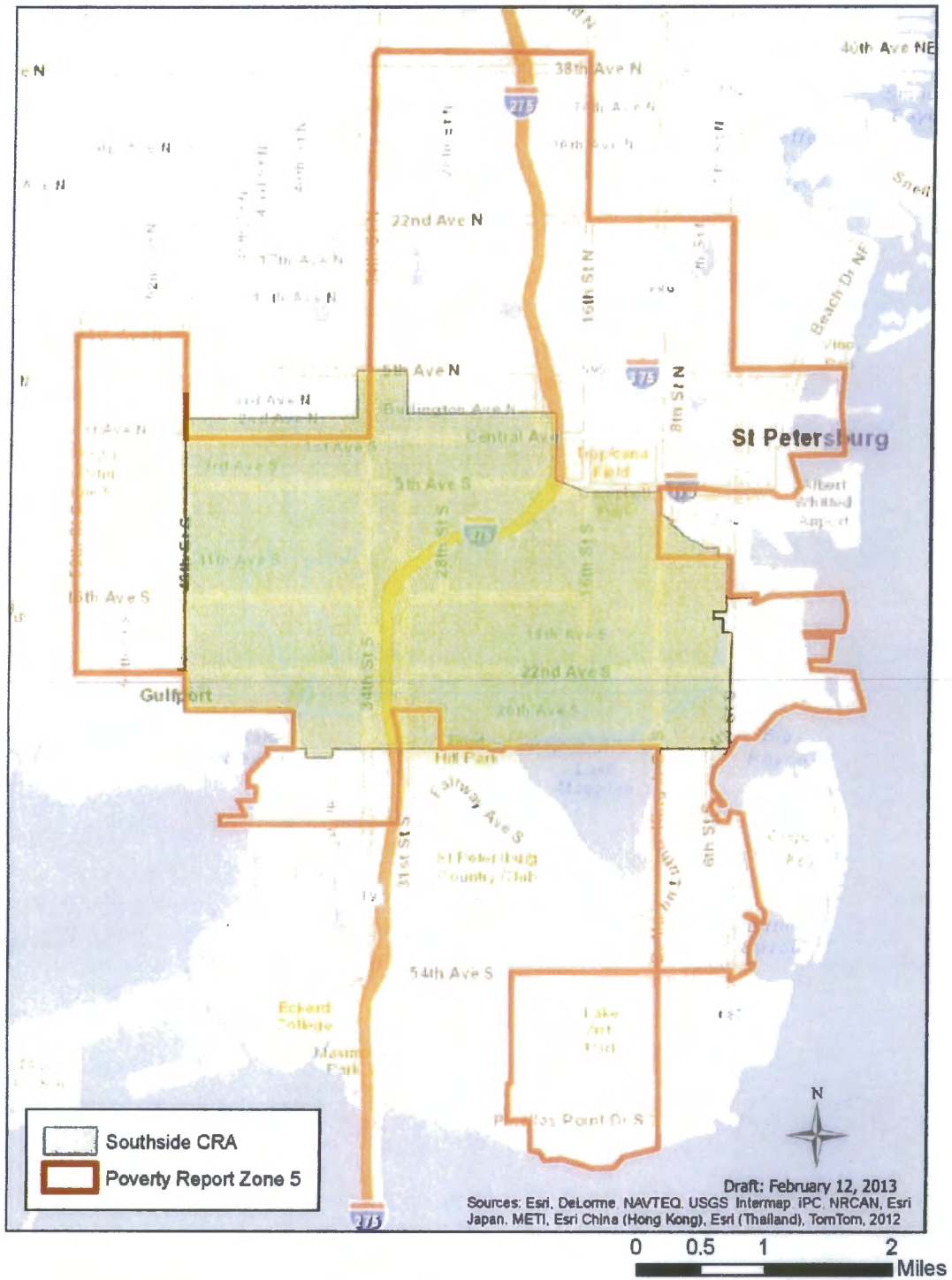
- I. Introduction
- II. Boundary of Proposed CRA
- III. Statutory Blight Criteria
- IV. Status of Existing Community Redevelopment Areas in Proposed CRA
  - 16<sup>th</sup> St. South Revitalization Plan (1982)
  - Dome Industrial Park Pilot Project (2000)
  - Tangerine Avenue (2003)
  - Dome Industrial Park (2007)
- V. Proposed TIF Districts
  - Mercy Melrose TIF
  - 34<sup>th</sup> Street TIF
- VI. Public Workshops and Approval Timeline

## Draft Boundary for Proposed CRA



## Boundary Comparison

### Proposed Southside CRA with Poverty Report Zone 5



## **Statutory Definition of Blight**

### **Section 163.340(8), FS**

(8) “Blighted area” means an area in which there are a substantial number of deteriorated, or deteriorating structures, in which conditions, as indicated by government-maintained statistics or other studies, are leading to economic distress or endanger life or property, and in which two or more of the following factors are present:

- (a) Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities;
- (b) Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions;
- (c) Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- (d) Unsanitary or unsafe conditions;
- (e) Deterioration of site or other improvements;
- (f) Inadequate and outdated building density patterns;
- (g) Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality;
- (h) Tax or special assessment delinquency exceeding the fair value of the land;
- (i) Residential and commercial vacancy rates higher in the area than in the remainder of the county or municipality;
- (j) Incidence of crime in the area higher than in the remainder of the county or municipality;
- (k) Fire and emergency medical service calls to the area proportionately higher than in the remainder of the county or municipality;
- (l) A greater number of violations of the Florida Building Code in the area than the number of violations recorded in the remainder of the county or municipality;
- (m) Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area; or
- (n) Governmentally owned property with adverse environmental conditions caused by a public or private entity.

- (b) Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions

**Decline in Property Valuations in Proposed South St. Petersburg CRA , 2007-2012**

Proposed Southside St. Petersburg CRA			
	Assessed Value <sup>1</sup>	Just Market Value <sup>2</sup>	Taxable Value <sup>3</sup>
Number of Parcels	14,833		
2007 Total Assessed Value	\$1,529,885,437	\$1,890,123,300	\$1,109,751,339
2012 Total Assessed Value	\$892,494,604	\$910,483,715	\$487,401,188
Change in Assessed Value	(\$637,390,833)	(\$979,639,585)	(\$622,350,151)
<b>% Change in Proposed CRA Value</b>	<b>(41.7%)</b>	<b>(51.8%)</b>	<b>(56.1%)</b>
<b>% Change in Citywide Value</b>	<b>(22.3%)</b>	<b>(37.3%)</b>	<b>(32.8%)</b>

<sup>1</sup> The value that has been capped by an assessment cap, such as the Save Our Homes Cap or the 10% assessment cap on non-homestead parcels.

<sup>2</sup> The price at which a property, if offered for sale in the open market, with a reasonable time for the seller to find a purchaser, would transfer for cash or its equivalent, under prevailing market conditions between parties who have knowledge of the uses to which the property may be put, both seeking to maximize their gains and neither being in a position to take advantage of the exigencies of the other.

<sup>3</sup> The assessed value less any exemptions.

## (e) Deterioration of site or other improvements

This information is drawn from the detailed code enforcement case database maintained by St. Petersburg's Code Compliance Assistant Department. The 5,000+ current cases concern violations of property standards identified in Chapters 8, 16 and 29 of the City Code of Ordinances. The violations range from illegal units and sign citations to vacant/boarded and unsafe structures and those in unfit condition.

City staff prioritized the violations most indicative of site and structural deterioration. The primary violations are "Demolition" cases, which are identified separately in the tables below. The "Vacant/Boarded" category includes cases related to securing structures, structures deemed unfit and unsafe, and those identified as vacant and boarded in the database. The next tier of classification concerns "Junk and Outdoor Storage" cases, which also include inoperative vehicle citations. "Property Maintenance" cases such as overgrown lawns, rotting boards, exposed paint, etc, make up final classification. Each case was geocoded and mapped. The maps on the following pages have been broken into two categories - "Vacant/Boarded and Proposed for Demolition" and "Property Maintenance" (including "Junk and Outdoor Storage") - to clearly distinguish the most significant indicators of blight.

The resulting analysis shows that the proposed CRA has extremely high concentrations of demolition and vacant/boarded cases than the rest of St. Petersburg. Furthermore, property maintenance and junk and outdoor storage cases in the CRA are also higher than the rest of St. Petersburg, but not to the same level of magnitude.

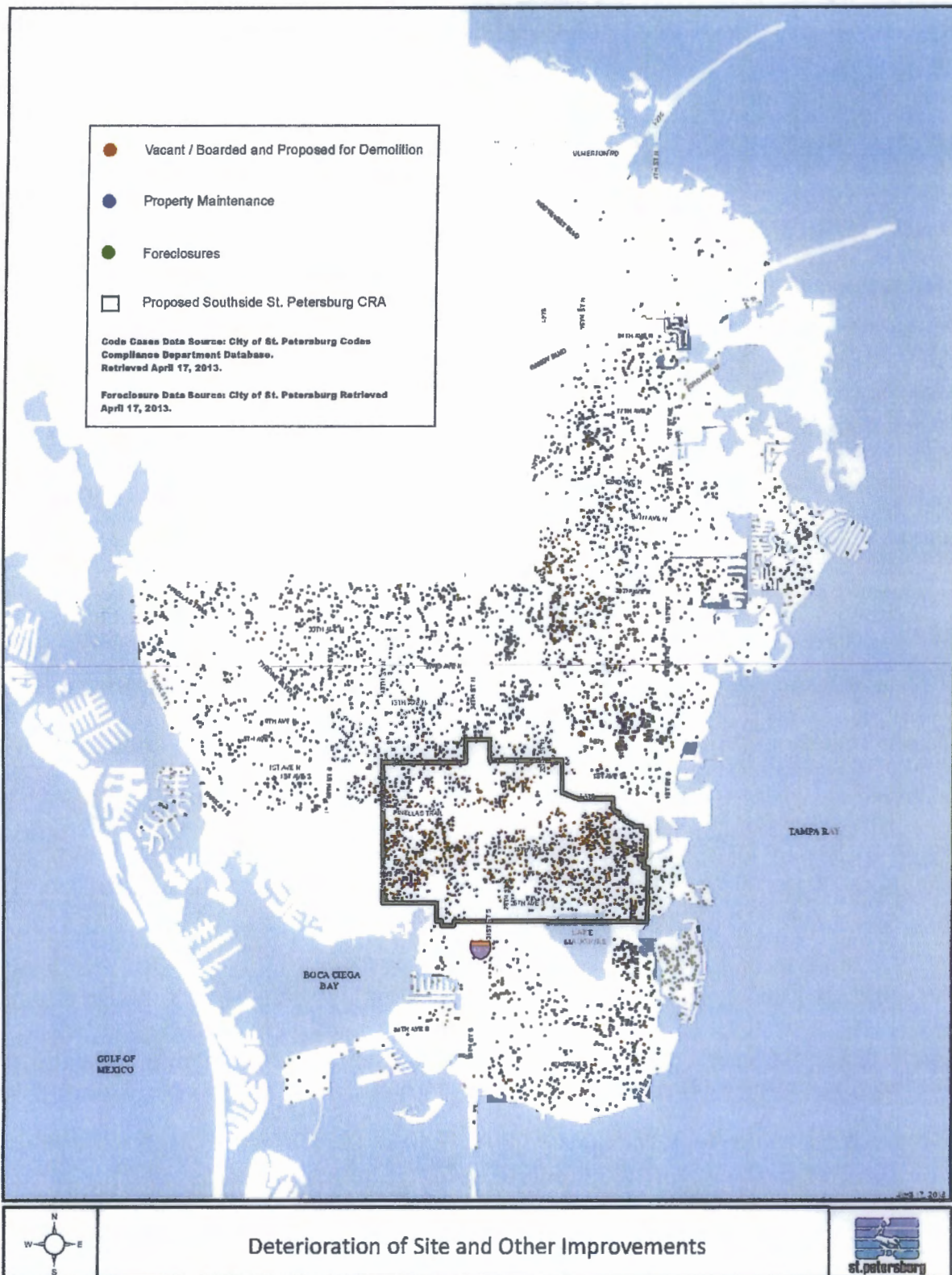
### A. Measured by Population (#/1000 persons)<sup>4</sup>

Type	Southside CRA		St. Petersburg		Ratio Difference
	#	#/1000	#	#/1000	
Population (2012 Estimated)	34,730		212,943		
Code Enforcement Actions					
Demolition	101	2.91	61	0.29	1,015%
Vacant/Boarded	677	19.5	350	1.64	1,186%
Junk and Outdoor Storage	66	1.9	231	1.1	175%
Property Maintenance	733	21.11	1,160	5.5	387%
<b>Subtotal</b>	<b>1,577</b>	<b>45.4</b>	<b>1,802</b>	<b>8.5</b>	<b>537%</b>
Properties in Foreclosure	542	15.6	2,891	13.6	115%
<b>Deteriorated Properties/1000 persons</b>	<b>2,119</b>	<b>61.0</b>	<b>4,693</b>	<b>22.0</b>	<b>277%</b>

<sup>4</sup> Note: The population for both the proposed CRA and City is based on a 1.1% increase over their ACS 2011 5-year estimate. This percentage increase is based on the difference between the 2012 BEBR population estimate for St. Petersburg and its ACS 2011 5-year estimate.

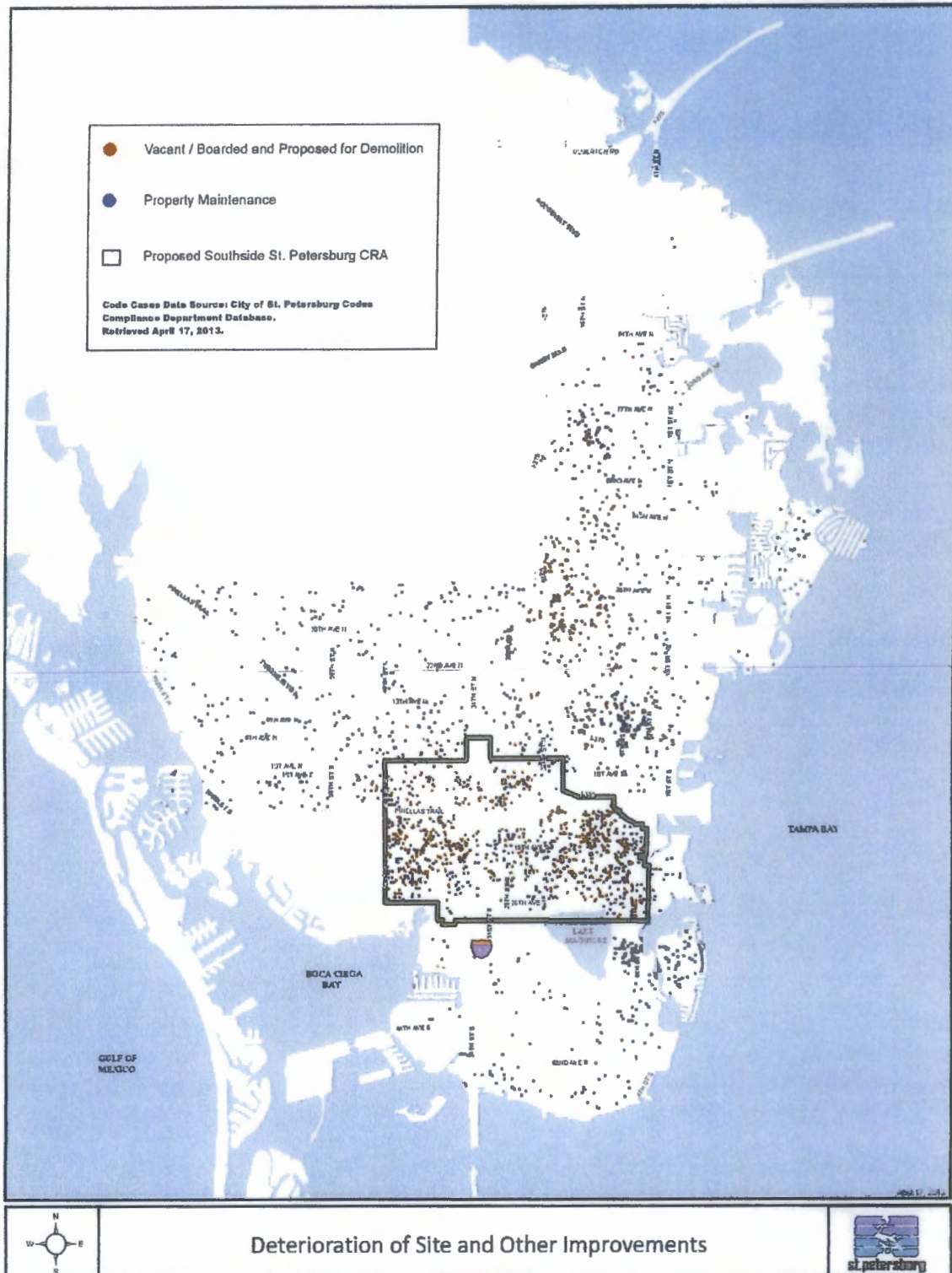


## St. Petersburg and Proposed CRA



# Current Code Cases

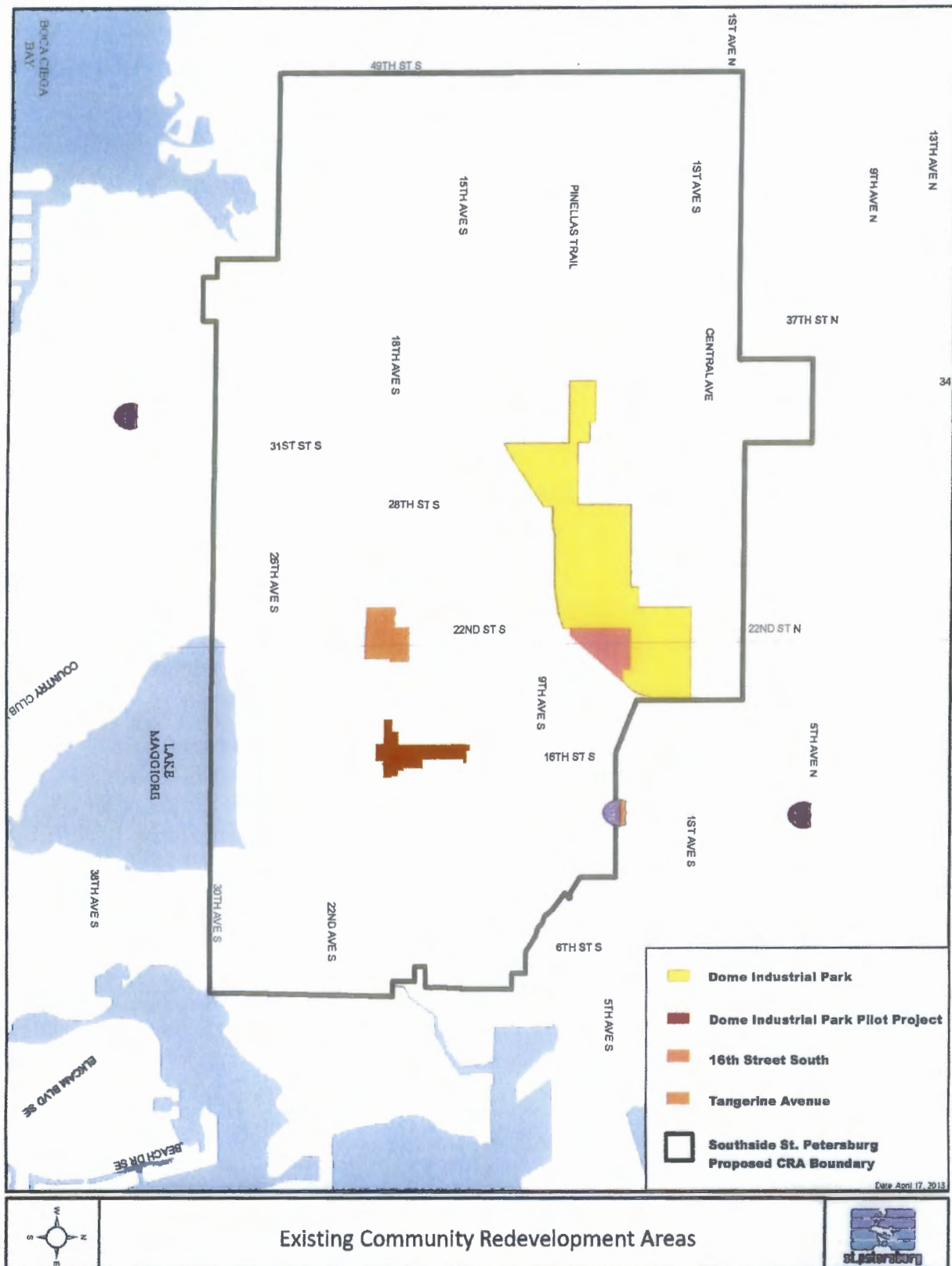
## St. Petersburg and Proposed CRA



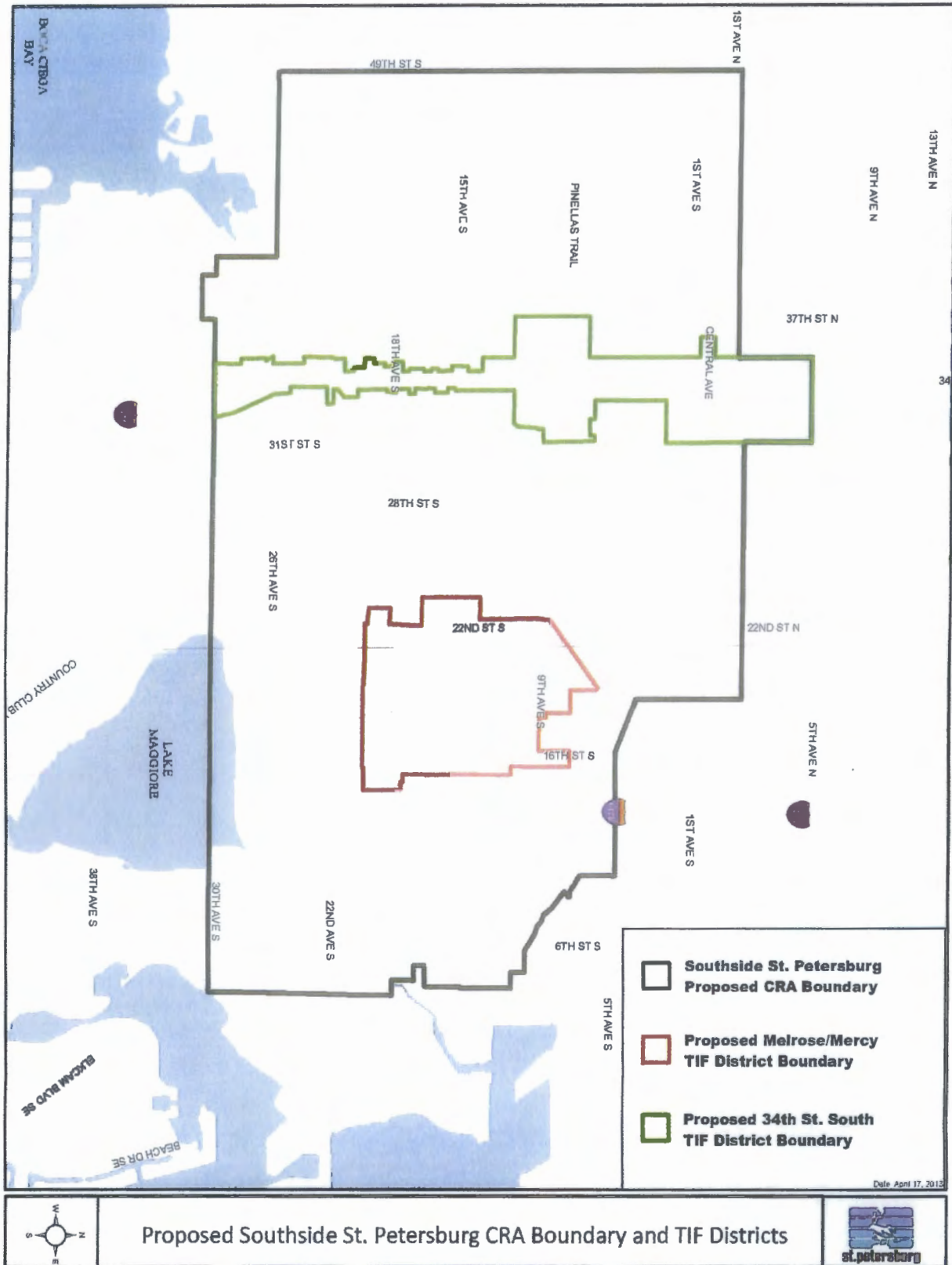
Deterioration of Site and Other Improvements



## Existing Community Redevelopment Areas in Proposed CRA



## Draft Boundaries for Proposed TIF Districts



## Change in Taxable Property Values

### Proposed CRA and TIF Planning Areas

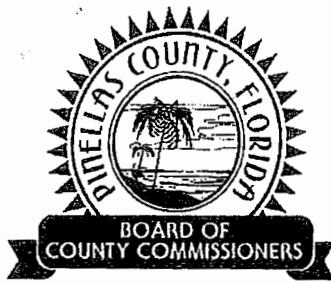
	Proposed CRA	Citywide TIF	34 <sup>th</sup> Street TIF
Number of Parcels	14,833	1,457	343
2007 Taxable Property Value	\$1,109,751,339	\$87,870,454	\$106,710,322
2012 Taxable Property Value	\$487,401,188	\$33,092,563	\$101,035,071
Change in Taxable Property Value	(\$622,350,151)	(\$54,777,891)	(\$5,675,251)
<b>% Change in Assessed Value</b>	<b>(56.1%)</b>	<b>(62.3%)</b>	<b>(5.3%)</b>
<b>% Change in Citywide Value</b>	<b>(32.8%)</b>		

## Draft Schedule for Approving Proposed CRA

April 23, 2013

Task	Due
Meet with Agenda 2010	January
Commence work on Draft Redevelopment Plan and Blight Study	January
Develop Draft Redevelopment Program and Strategy	April – July
Internal Review of Blight Study	April-May
Meet with Pinellas County Leadership	April 24 <sup>th</sup>
City Council sets Public Hearing Date for Blight Study	June 6 <sup>th</sup>
City Council Approves Blight Study	June 20 <sup>th</sup>
Southside CRA Kickoff Public Meeting (Tentative)	June 27 <sup>th</sup>
Pinellas County BOCC Delegates Redevelopment Authority	July 9 <sup>th</sup>
CRA Town Planning Charrette and Presentation of Draft Redevelopment Plan	July
Develop Second Draft of Redevelopment Program and Strategy	July – September
Present CRA Plan to Public	October
Planning and Visioning Commission finds CRA Plan consistent with Comprehensive Plan	October 8 <sup>th</sup>
Transmit CRA Plan to Pinellas BOCC	October 9 <sup>th</sup>
City Council Adopts CRA Plan and Redevelopment Trust Fund	November 21 <sup>st</sup>
Pinellas County BOCC Approves Community Redevelopment Plan and Redevelopment Trust Fund	December 3 <sup>rd</sup> or 10 <sup>th</sup>





JOHN MORRONI  
CHAIRMAN

# PINELLAS COUNTY BOARD OF COUNTY COMMISSIONERS

PHONE (727) 464-3568 • FAX (727) 464-3022 • 315 COURT STREET • CLEARWATER, FLORIDA 33756  
[www.pinellascounty.org](http://www.pinellascounty.org)

October 31, 2012

Ms. Leslie Curran  
City Council Chair  
City of St. Petersburg  
P.O. Box 2842  
St. Petersburg, FL 33731-2842

Dear Ms. Curran:

We received the St. Petersburg City Council Resolution No. 2012-416 requesting feedback from the Pinellas County Board of County Commissioners regarding establishing a Tax Increment Financing (TIF) District in St. Petersburg to improve the quality of life for residents in at-risk communities with a high concentration of poverty.

Pinellas County supports working with the City of St. Petersburg to explore the concept of creating a TIF and/or a new or expanded Community Redevelopment Area (CRA) in the St. Petersburg Healthy Communities Initiative area, subject to the County's normal fiscal and programmatic review. County staff will also review funding options. Staff will review TIF options for other areas of the county, in addition to St. Petersburg.

The Pinellas County contact for this project will be Mike Meidel, Director of Economic Development, at (727) 464-7332. I understand that your contact person is Dave Goodwin, Director of St. Petersburg Planning and Economic Development. We look forward to working together.

Sincerely,

A handwritten signature in cursive script that reads "John Morroni".  
John Morroni, Chairman  
Pinellas County Commission

cc: Tish Elston, St. Petersburg City Administrator  
Eva Andujar, St. Petersburg City Clerk  
Mike Meidel, Pinellas County Economic Development





**city of st. petersburg**

Post Office Box 2842  
St. Petersburg, Florida 33731-2842  
Channel 35 WSPF-TV  
Telephone: 727 893-7171

**COMMISSION AGENDA:**

10-16-12 #33

September 24, 2012

The Honorable John Morroni, Chair  
Pinellas County Board of County Commissioners  
315 Court Street  
Clearwater, FL 33756

Dear Commission Chair Morroni:

In follow up to the County's recent Economic Impact of Poverty presentation to the Budget, Finance & Taxation and Youth Services Joint Committee, attached is a copy of City Council Resolution 2012-416 requesting feedback from the Board of Pinellas County Commissioners concerning the County's interest in combining City and County resources, using tax increment financing, to establish a program to improve the quality of life of St. Petersburg residents who live in at-risk communities.

City Council looks forward to the County's response to establishing a TIF District for the City's midtown area.

Sincerely,

Eva Andujar  
City Clerk

morrniltrnewtif  
Attachment

cc: City Council Chair Leslie Curran  
T. Elston, City Administrator

NO. 2012-416

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ST. PETERSBURG APPROVING A JOINT RECOMMENDATION BY THE BUDGET, FINANCE & TAXATION COMMITTEE AND YOUTH SERVICES COMMITTEE TO REQUEST FEEDBACK FROM THE PINELLAS COUNTY BOARD OF COUNTY COMMISSIONERS CONCERNING ESTABLISHING A TAX INCREMENT FINANCING DISTRICT TO IMPROVE THE QUALITY OF LIFE FOR ST. PETERSBURG RESIDENTS LIVING IN AT-RISK COMMUNITIES WITH A HIGH CONCENTRATION OF POVERTY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on August 30, 2012 the Budget, Finance & Taxation Committee ("BFT") and Youth Services Committee ("YSC") (collectively, "Committees") jointly met and were given a presentation by Pinellas County ("County") Commissioner Ken Welch and County staff which focused on improving the quality of life for all residents of the County; and

WHEREAS, several County departments collaborated to take an economic approach to identify which constituents were in greatest need of County resources and concluded that the adverse affects of poverty are growing and areas affected are spreading but available resources are diminishing; and

WHEREAS, the economic approach entailed two phases: 1) identifying specific areas within the County that have high concentrations of poverty and a small return on the tax base ("at-risk communities") and 2) outlining specific strategies that align with the County's strategic direction and will impact community outcomes without additional costs; and

WHEREAS, the County concluded that to see a reduction in costs associated with at-risk communities, County departments must re-align core services and work collectively rather than independently; and

WHEREAS, the County identified five (5) at - risk communities that have 16% or more of their population living at or below 100% of the Federal Poverty Level ("FPL"); and

WHEREAS, a portion of St. Petersburg is the largest at-risk community with approximately 25% living at or below 100% of the FPL; and

WHEREAS, the Committees jointly recommended requesting feedback from the Board of Pinellas County Commissioners of their interest in combining City and County resources, specifically, using tax increment financing to establish a program to improve the quality of life of residents in St. Petersburg living in identified at-risk communities.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of St. Petersburg that the City Council is interested in implementing such a program and that the Budget, Finance & Taxation Committee and Youth Services Committee joint recommendation that a request be made for feedback from the Pinellas County Board of County Commissioners concerning the County's interest in working with the City to establish a tax increment financing district for at-risk communities in St. Petersburg is approved.

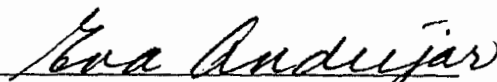
This resolution shall become effective immediately upon its adoption.

Adopted at a regular session of the City Council held on the 6th day of September, 2012.



Leslie Curran Chair-Councilmember  
Presiding Officer of the City Council

ATTEST:

  
Eva Andujar City Clerk





**BOARD OF COUNTY COMMISSIONERS MEETING**  
**TUESDAY, OCTOBER 16, 2012 – 2:02 P.M.**  
**ASSEMBLY ROOM, FIFTH FLOOR**  
**315 COURT STREET, CLEARWATER, FLORIDA**

**Members Present:** John Morroni, Chairman; Kenneth T. Welch, Vice-Chairman; Nancy Bostock; Neil Brickfield; Norm Roche; Karen Williams Seel; and Susan Latvala.

**Others Present:** James L. Bennett, County Attorney; Robert S. LaSala, County Administrator; Claretha N. Harris, Chief Deputy Clerk; and Arlene L. Smitke and Tammy L. Burgess, Board Reporters, Deputy Clerks.

**INVOCATION:** Pastor Jerry Busby, Starkey Road Baptist Church, Seminole.

**PLEDGE OF ALLEGIANCE:** Commissioner Roche.

**PRESENTATIONS AND AWARDS:**

Pro Bono Week Proclamation.

**CITIZENS TO BE HEARD**

Lenore Faulkner, Madeira Beach, re Pinellas County schools education excellence.

Greg Pound, Largo, re families.

Scott H. Barber, Largo, re VSO – Veterans.

Alene Tarter, Seminole, re VSO Veteran's Affairs.

Mark Klutho, Largo, re stupidity, waste.

Don Polmann, Dunedin, re service to the community.

JoAn Totty, Palm Harbor, re Palm Harbor.

**CONSENT AGENDA ITEMS NOS. 1 THROUGH 15 – APPROVED, WITH THE EXCEPTION OF ITEMS NOS. 2b, 8, 10a, AND 11, WHICH WERE DISCUSSED AND APPROVED UNDER ITEM NO 16.**

Motion	-	Commissioner Latvala
Second	-	Commissioner Welch
Vote	-	7 – 0

# 1 Minutes of regular meeting of September 18, 2012 approved.

October 16, 2012

At the request of Chairman Morroni, Economic Development Director Mike Meidel provided an overview of the QTI program, and in response to queries by the members, indicated that only he and his staff and possibly staff from Community Development or one of the municipalities know the name of the applicant; that the Board has voted on approximately 60 offers in the past five years, with approximately 10 to 15 companies achieving their goals; and that it is his opinion that the change in policy would limit the number of applicants; whereupon, Commissioner Latvala indicated that she could not support the change, as it could possibly drive businesses away.

Commissioner Bostock stated that disclosure is preferred, as the Board is the custodian of the public dollars; and discussion ensued regarding the timeline of the votes required throughout the QTI process. Mr. Meidel related that it depends upon the interpretation of the state statute as to whether the Board acts as the Economic Development Agency; that disclosure of the applicant's name could result in both civil and criminal penalties; and that the state negotiates the final agreement; whereupon, Commissioner Seel suggested that the applicants be informed that the Board prefers that the name of the company be disclosed.

In response to Commissioner Bostock's statement that disclosure is important to the citizens in that incentives could be given to their competitors without them having an opportunity to provide input, Mr. Meidel related that competition sometimes creates a vibrant market; whereupon, following confirmation from the County Attorney that a new policy requiring disclosure of the company's name would not preclude the County from being part of the QTI program, Commissioner Brickfield moved, seconded by Commissioner Bostock, that the County adopt a policy requiring an applicant that asks the County to make it an offer to divulge its name so everyone in the County knows the name of the company that is asking for the incentive.

Thereupon, upon call for the vote, the motion failed by a vote of 2 to 5, with Chairman Morroni and Commissioners Welch, Roche, Seel, and Latvala dissenting.

#33 Request from the City of St. Petersburg to establish a Tax Increment Financing (TIF) District for at-risk communities discussed; support for further review of the concept approved.

Commissioner Welch related that the request today is for the Board's feedback on the concept of a new or expanded Community Redevelopment Area (CRA) with a TIF in the Midtown area of St. Petersburg, which approximates the County's Healthy Communities Initiative area, comprised of projects that align with the goals stated in the Healthy

October 16, 2012

Communities Initiative, which would be subject to the County's normal fiscal and programmatic review for CRAs and TIFs, noting that the Board is not being asked to establish a TIF District today. He indicated that the cost has not been determined yet, as the Board's support for the concept is needed before any planning and calculations are done; and that there is significant interest in the St. Petersburg community for using a CRA/TIF as a tool, noting that when the Belleview Biltmore Hotel came back, it reignited the conversation and interest; whereupon, he pointed out that historically CRAs/TIFs have been used for a variety of projects that have not always fit with what is perceived as slum and blight.

Commissioner Welch indicated that the proposal is an opportunity to advance the County's Healthy Communities Initiative in a way that fits with the County's strategic planning; and that a partnership between the City and the County would be fostered, noting that City dollars would be used, with County dollars being added in the future, which would fit with the County's "25 equals 1" priority. He further indicated that establishing a TIF would get to the core causes and impacts of poverty in the community, coinciding with the intent of the Healthy Communities Initiative; and that by getting to the systemic causes of poverty and the impacts, the other impacts discussed in the Healthy Communities Initiative would be reduced; whereupon, he related that while the potential revenue generation would not likely reach the figures calculated for the recent Dunedin extension, it would provide an additional tool for the community, the City, and the County to use to try to address the issues that are driving up costs for human and medical services, as well as criminal justice costs, and would allow for the development of projects that would make a difference and impact poverty.

Commissioner Latvala expressed support for moving forward with identifying the potential impacts of establishing a TIF, with the caveat that the other four communities identified in the Healthy Communities Initiative also be reviewed, indicating that she would support a greater discussion after the information has been provided.

Commissioner Bostock expressed concern regarding committing future revenues without knowing the financial situation and budgets future County Commissions may face; and indicated that she supports further review, but would like all areas of need throughout the County to be included in the review, not just the other four areas identified in the Healthy Communities Initiative.

Commissioner Brickfield noted that Palm Harbor has a lingering request for a TIF District; and that the Board may have to address the request; and expressed support for



October 16, 2012

looking into every option available or conceivable before committing to a TIF District; and Commissioner Seel concurred, noting that most TIFs do not produce substantial funding. She suggested that the amount of potential revenue that establishing a TIF may produce and the proposed infrastructure projects be identified prior to significant study and research being performed; and stressed that the funding would need to be used for concrete infrastructure; whereupon, Commissioner Welch agreed that the projects would have to make a difference and impact poverty; and indicated that the City of St. Petersburg is not looking at the entire south St. Petersburg area, noting that the City wanted to obtain the Board's feedback before beginning the planning process.

Commissioner Roche indicated that he supports all of the Commissioners' comments, and Chairman Morroni concurred. Commissioner Roche expressed concern with the 25 equals 1 concept, and suggested that every option be reviewed, including any new idea that would provide for a countywide approach and would allow the County to allocate the revenues for targeted areas; whereupon, Chairman Morroni stated that he supports looking at the concept, with the inclusion of the comments by Commissioners Brickfield and Seel.

In response to the Chairman's call for citizens wishing to be heard, the following individuals appeared and spoke in support of the request:

Rick Smith, Florida Public Service Union Chief of Staff, St. Petersburg  
Christine Allamanno, Esquire, Gulfcoast Legal Services, St. Petersburg  
Arthur O'Hara, Executive Director, 'R Club Child Care and Louise Graham Regeneration Center,  
St. Petersburg

Commissioner Welch moved, seconded by Commissioner Latvala, that the Board (1) respond to the City of St. Petersburg's letter and resolution with a letter from the BCC Chairman stating the Board's support for the concept of a new or expanded CRA and TIF in the St. Petersburg Healthy Communities Initiative area, subject to the County's normal fiscal and programmatic review, with projects that align with the Healthy Communities Initiative, (2) review other funding options, (3) review funding the other Healthy Communities Initiative areas, and (4) review mechanisms for the balance of the County, not including the five Healthy Communities Initiative areas; and discussion ensued wherein Commissioner Bostock expressed concern with the wording of the motion; whereupon, following brief discussion, Commissioner Welch amended the motion, indicating that the phrase "support for the concept" be replaced with "support for further review of the concept," and no objections were noted.



October 16, 2012

Motion - Commissioner Welch  
Second - Commissioner Latvala

Commissioner Welch confirmed with City of St. Petersburg Planning and Economic Development Director Dave Goodwin that the motion allows the City to begin moving forward and to provide the requested figures. Commissioner Bostock stated that information about the areas in the County containing the 55 percent of needy citizens that do not live in one of the Healthy Communities Initiative areas would need to be gathered by the County; and in response to her comments, Chairman Morroni stated that the letter to the City of St. Petersburg will inform the City that the County will be looking into a TIF or other options for other areas, in addition to St. Petersburg; whereupon, in response to concerns expressed by Commissioner Brickfield, Commissioner Welch indicated that the key will be for the City of St. Petersburg to bring back infrastructure projects that align with the Healthy Communities Initiative goals.

#34 County Commission Miscellaneous:

- a. Commissioner Welch expressed sympathy re the death of Brittany Gordon, daughter of City of St. Petersburg Assistant Chief of Police, in Afghanistan.
- b. Chairman Morroni discussed the appointment/re-appointment process for the Pinellas Planning Council (PPC); whereupon, Commissioner Welch moved, seconded by Commissioner Brickfield and carried, that Chairman Morroni be re-appointed to the PPC.

\* \* \* \*

At this time, 4:51 P.M., the meeting was recessed and reconvened at 6:07 P.M. with all members present.

\* \* \* \*

**All public hearing items have been properly advertised. Affidavits of Publication have been received and are on file in the Board Records Department.**

**LaSala, Robert**

---

**From:** Klug, Della  
**Sent:** Monday, April 29, 2013 4:43 PM  
**To:** LaSala, Robert  
**Subject:** TIF item is Oct. 16 meeting agenda item #33

Bob,

Below is the streaming video you can watch and I have the minutes.

[http://www.pinellascounty.org/bcc-agenda/2012\\_10\\_16/\\_agenda.pdf](http://www.pinellascounty.org/bcc-agenda/2012_10_16/_agenda.pdf)

**33. Commissioner Welch: Request from the City of St. Petersburg to Establish a Tax Increment Financing District for At-Risk Communities**

Letter to City re Board support for more in-depth look at TIF concept and other funding possibilities for all healthy communities.

**Della Klug**

Pinellas County Administrator's Office

(727) 453-3089

[dklug@pinellascounty.org](mailto:dklug@pinellascounty.org)

*All government correspondence is subject to the public records law.*