

**Pinellas Assembly Transportation Integration Task Force**  
**Raymond James & Associates, 880 Carillon Parkway, St. Petersburg**  
**Third Floor, Tower 3**  
**Wednesday, October 15, 2003, 4:15 p.m.**

Present: Chairman Frank Murphy, Vice Chairman Kevin Schuyler and Task Force Members Don Crane, Julio Maggi, Brian Smith, Jim Holton, Joel Giles, Pete Pensa, and Joe Kubicki (non-voting member).

Also: Principal of Prime Interests, Inc. Richard Gehring, and City of St. Petersburg City Clerk Eva Andujar.

Chairman Murphy called the meeting to order. The minutes of October 1, 2003 were accepted as submitted. Chair Murphy introduced Mr. Richard Gehring who made a presentation concerning economic development/redevelopment issues in Pinellas County as follows:

- Pinellas Economy - Within Pinellas County, approximately 700 businesses employ 100 individuals or more, 3,500 businesses employ 20 individuals or more, 29% of new jobs pay wages above the national average. In 2006, it is projected the County will run out of greenfields (employment land)/industrial land and that the economy will start to decline in 2008-10. Opportunities exist in developing remaining land, developing grayfields (areas where land value exceeds the value of the structures (i.e. mobile homes and mobile home parks contain approximately 50,000 units and occupy over 5,000 acres), retrofit obsolete buildings, reuse industrial land, reconstruct industrial facilities, maintain short commutes and quality housing, recruit primary employers and provide incentives. We must determine highest and best use of land and alter/adapt our planning programs which should be structured to include public transportation's role in addressing the future travel needs of the County.
- Real Estate Opportunities (30% of the County) - Pinellas land use changes have netted a loss of 177 primary employment areas, identified over 6,000 redevelopment acres that could provide 87 million commercial square feet and 97,000 residential units. Patterns of development are Pre World War II in St. Petersburg where redevelopment is already underway. In North County construction is Post World War II and redevelopment is unnecessary in stable areas and recent suburban zones are fairly new with ongoing development. The proposed rail transit system provides opportunities for multi-family and commercial redevelopment.
- Urban Design Issues - Density Countywide is not conducive to an urban system. Future development will have to be in the area of 20-25 units per acre and the transportation system/proposed guideway corridors and urban centers is where redevelopment must be concentrated. Pinellas is dense, but not urban. Growth must be inward and upward, redevelop commercial arterial strips to enhance mobility and reinforce desirable neighborhood patterns, develop nodes and corridors along the proposed interstate system, redevelop under utilized retail property as mixed use centers, and integrate mixed use neighborhood centers into residential nodes. The future evolution of mall sites will go

through some recycling in the next 15 years. Our challenge will be to grow in quality as well as quantity.

- Measuring Economic Health - Attract jobs with annual earnings per worker in the range of \$37,000 to \$52,000. West Shore and Carillon are very important regional employment centers and the airport is critical with the region able to support both airport (Tampa and St .Petersburg/Clearwater) facilities. The cost is higher for redevelopment, but the benefit is a ready made community and urban environment.

There was extensive discussion concerning the need to ensure that transportation, land use and redevelopment are closely linked to provide for the County's continued growth. Mr. Giles commented that transportation does not match where dollars need to be spent which is in regional employment centers. If Gateway is going to be the most significant employment center in Pinellas County, we need to ensure employees can get there within a reasonable time (goal of thirty minutes travel time). Focus planning and dollars into areas identified as high employment areas which in turn need to be a focus of the proposed rail transit system.

The Task Force then reviewed numerous maps showing: average household income, median and average income, population by acre by block, vacant dwelling units, white/black population, day time employment, workforce in healthcare and manufacturing, workforce unemployed, vacant land, apartment projects, etc.

Mr. Gehring invited the Task Force to participate in the Economic Development/ Redevelopment Policy & Strategy Summit to be held at the Hilton in St. Petersburg on October 24, 2003. Attendees will discuss strategies that are land and public policy driven. Public input will be crafted into a draft plan and another Summit will then be planned based on the draft plan. If there is consensus on the opportunities to pursue redevelopment and economic development as a Countywide strategy and concept as one planning effort, then the draft plan will be used as the framework for commitment/incentives. The final plan when adopted can be a tool for programming and coordinating ourselves on a countywide basis, can give us a strong relationship intergovernmentally and can be used as a monitoring/measurement tool. Orlando did a similar process 15-20 ago, and they have one of the strongest four county metropolitan areas in the State.

The meeting was adjourned at 6:00 p.m.