



# **Pinellas County Transportation Task Force**

---

September 20, 2010

# Welcome and Introductions

---

**Karen Williams Seel,**  
Pinellas Board of County Commissioners

# Agenda

---

- **Approval of Minutes**

- **Guiding Principles**

- **Update:**

Presentations to Cities and Chambers  
Subcommittee Collaborative Lab

- **Pinellas by Design:**

**Mike Meidel**, Director, Economic Development

- **Transit Oriented Development:**

**James Moore**, Senior Vice President and National Director of  
Community Planning and Urban Design, HDR Engineering, Inc.

- **Unfunded Transportation Needs**

**Tim Garling**, Executive Director, PSTA

**Brian Smith**, Executive Director, Planning Department, MPO

**Bob Clifford**, Executive Director, TBARTA

# Pinellas by Design

---

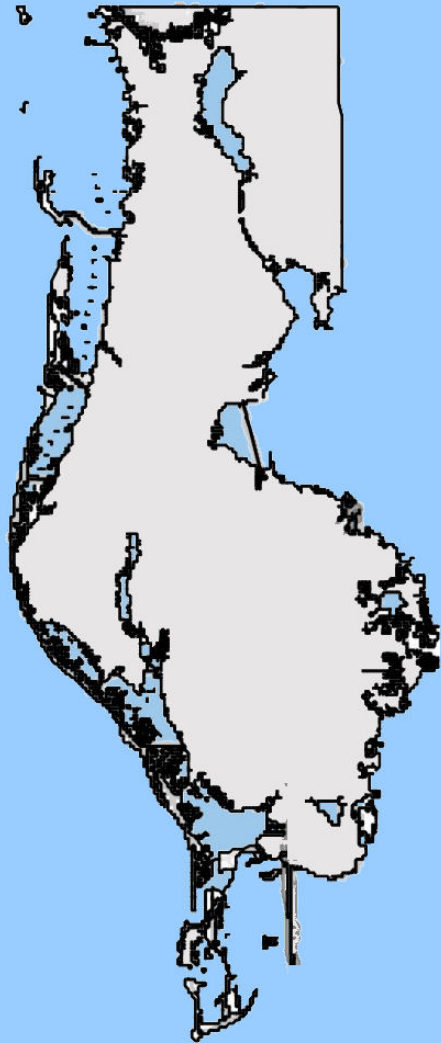
**Mike Meidel,**  
Director, Pinellas County Economic Development



# **The Pinellas Community's Plan for Redevelopment**



# Pinellas by Design



## Pinellas Background

### Features

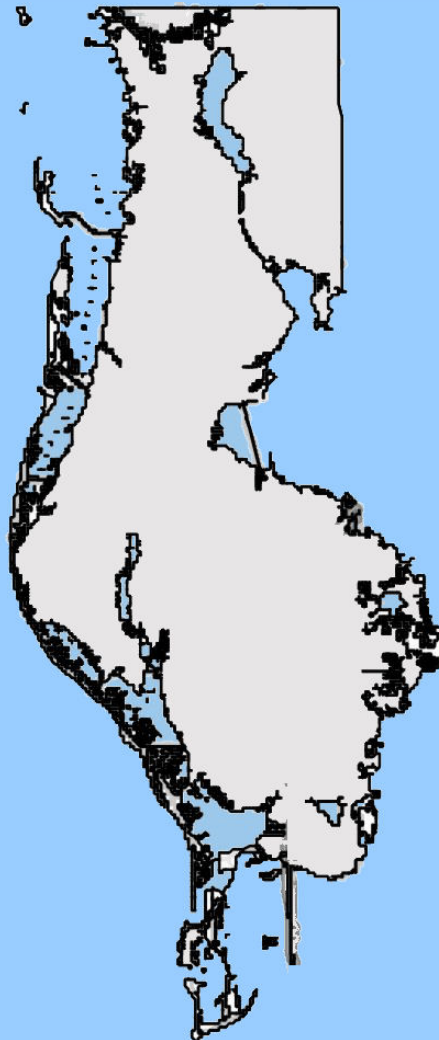
- 280 square miles
- 934,000 residents
- Highest population density in state (3,300 persons/sq. mile)
- 400 miles of coastal edge
- \$50 billion+ ratable base

### Issues

- Reaching physical buildout
- 34% of structures 40+ years old
- 25 local government jurisdictions



# Pinellas by Design



## Pinellas Background

### Conclusion:

- A countywide redevelopment strategy is necessary

### Result:

- A multi-year, three-phase process was begun
- Pinellas by Design – A Shared Future: An Economic Development and Redevelopment Plan for the Pinellas Community



## **Vision – A Community of Quality Communities**

### **Plan Strategies**

Enhance Pinellas County as a "*Community Of Quality Communities*" by creating an environment where high wage jobs are created, communities are revitalized, and natural resources are protected, sustaining the county's quality of life

- Education and communication
- Redevelopment code strategies
- Intergovernmental coordination
- Public and private investment



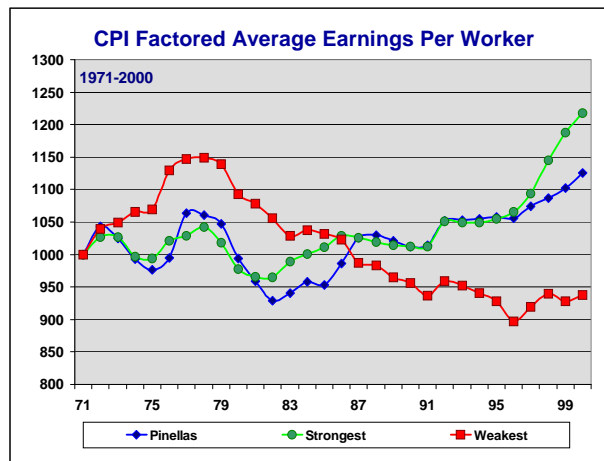


# Pinellas by Design

## Economic Issues

### Plan Strategies

- Create and sustain economic strength necessary for quality redevelopment and provide sufficient facilities to attract, expand, and retain high-wage employers





# Pinellas by Design

## Real Estate Issues

### Plan Strategies

- Redevelop aging and obsolete uses to provide the real estate needed to ensure that Pinellas County remains economically strong and maintains a high quality of life





# Pinellas by Design

## Plan, Code & Design Issues

### Plan Strategies

- Revise plans, regulatory processes and standards, recognizing the unique needs of redevelopment and encouraging the implementation of urban design standards





Pinellas by Design

# Economics





## **Buildout**

- Around 2007, the county will, for practical purposes, run out of “greenfield” industrial land
- It is becoming more difficult for existing companies to expand and new companies to relocate
- Existing facilities, over time, will become unusable, and more companies will leave the area
- The economy will stop growing and will begin to decline



Pinellas by Design

## Measuring the Economy

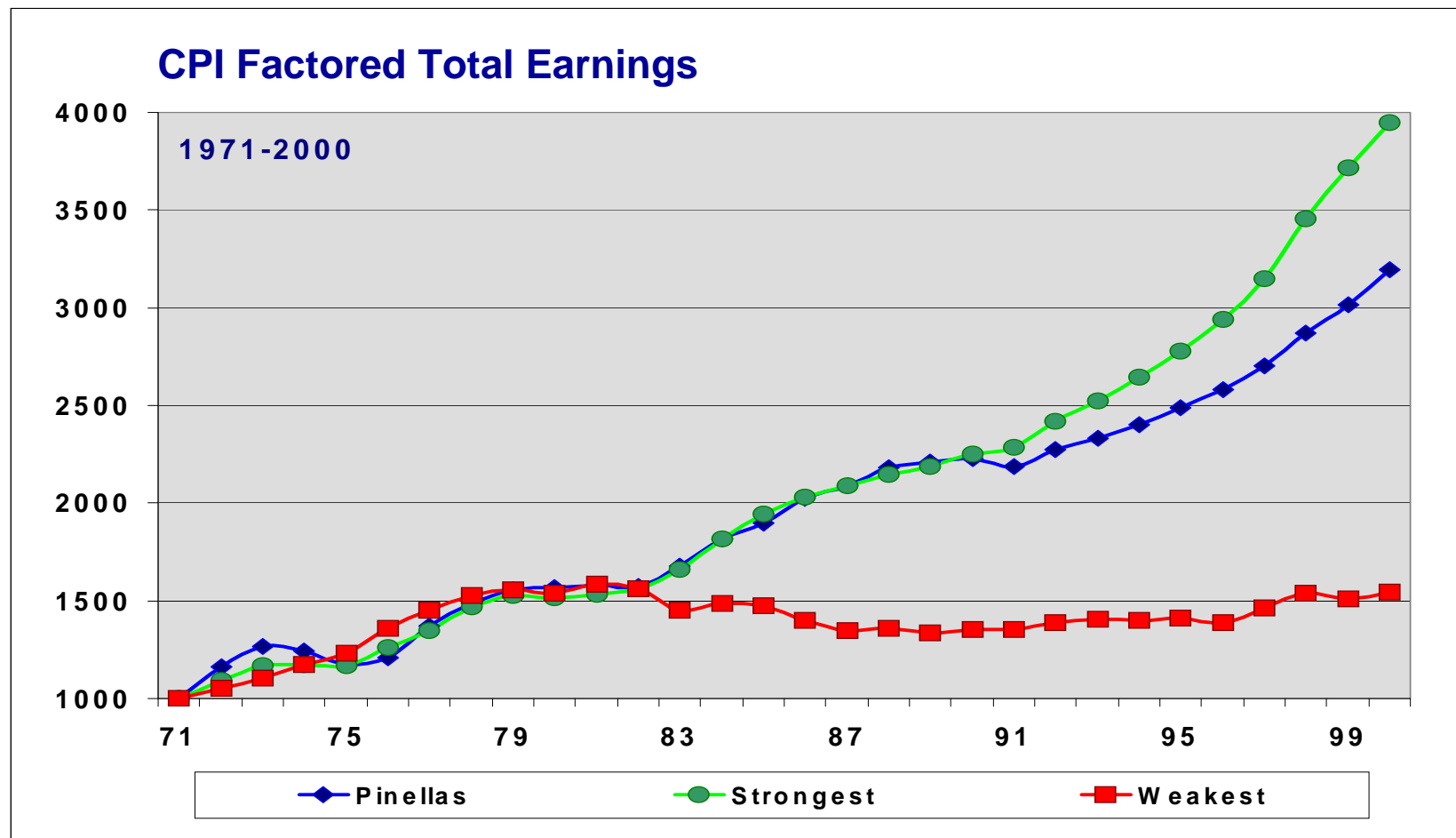
Two important measures by which the local economy should be evaluated:

- Size - determined by the total earnings of all the workers in the county
- Quality - determined by the average earnings per worker



# Pinellas by Design

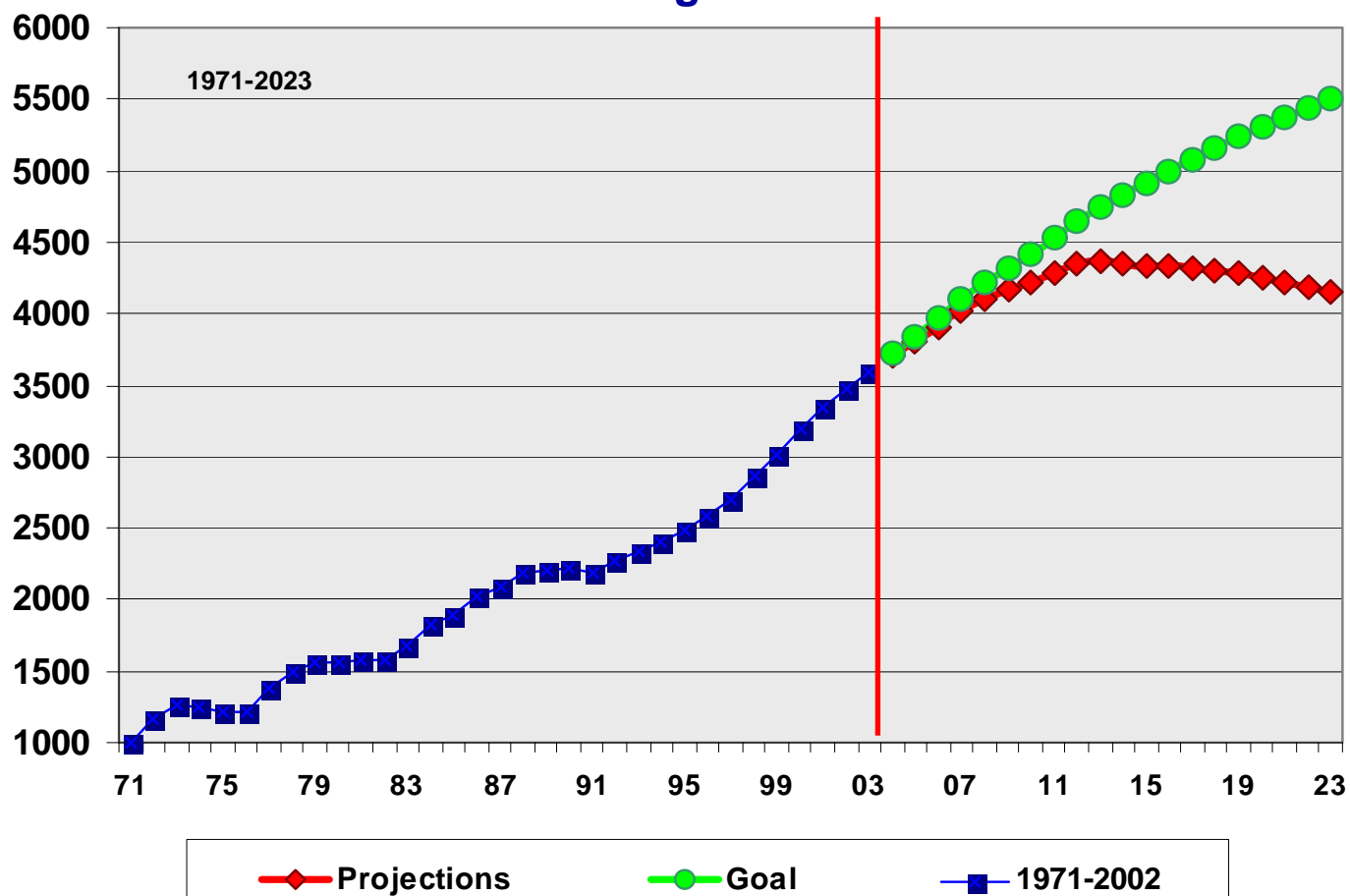
## The Size of the Economy





# Pinellas by Design

## CPI Factored Total Earnings

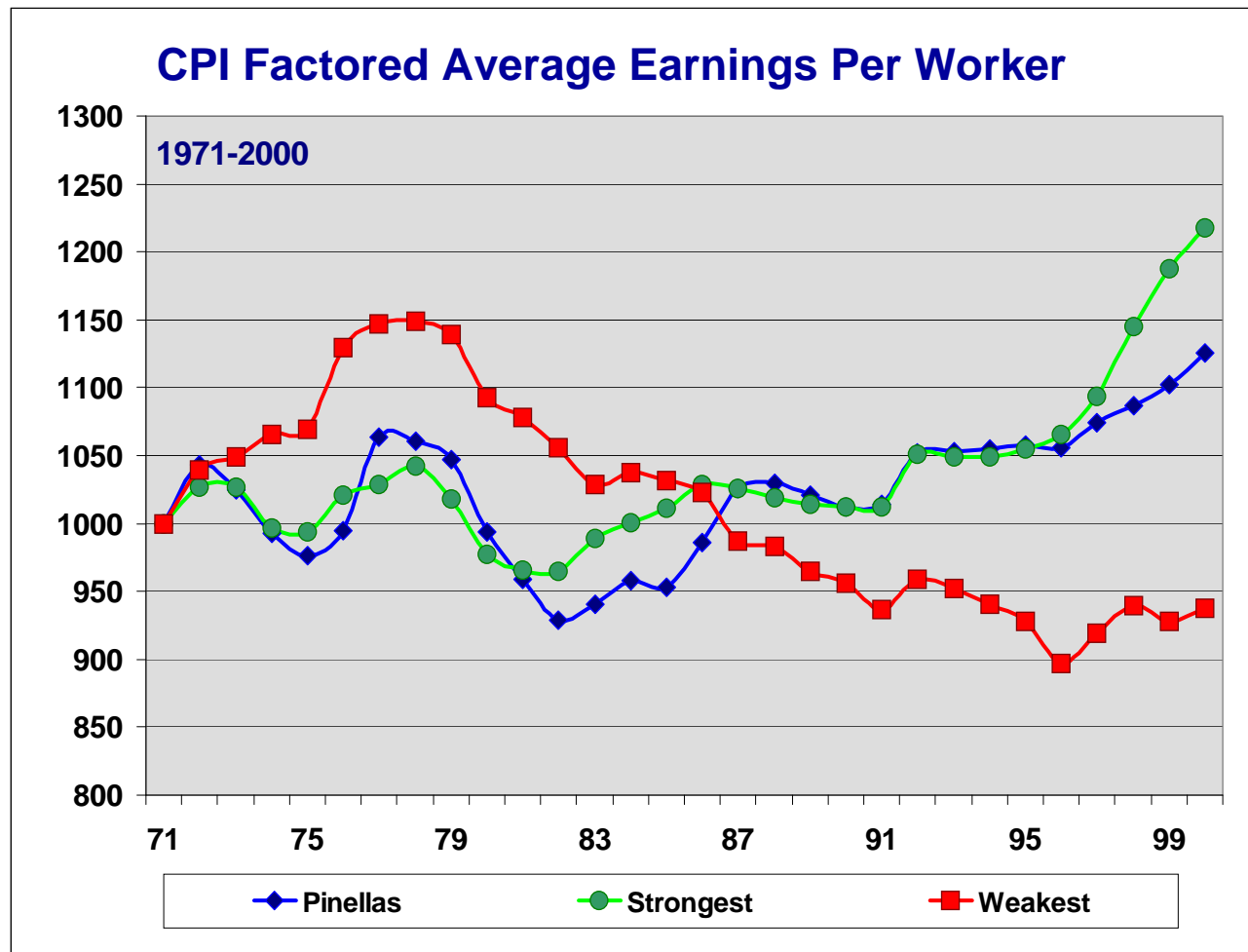






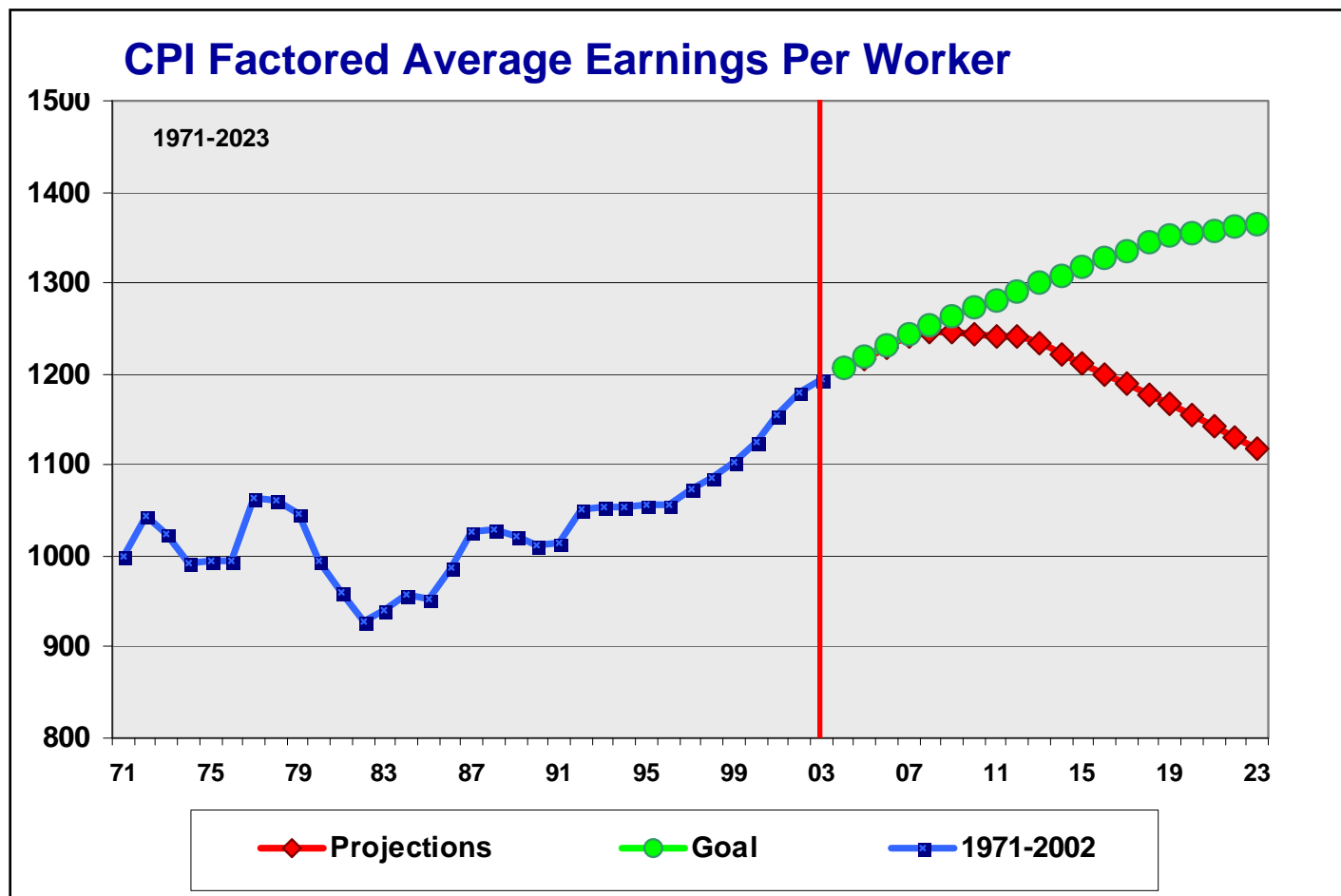
# Pinellas by Design

## The Quality of the Economy





# Pinellas by Design





Pinellas by Design

## How do you improve the local economy?

- Create more **primary industry jobs** that pay a wage higher than the area average
- **Secondary job creation** will grow with primary job creation.
- Secondary job creation is directly linked to primary job creation.



## **Industry Clusters**

- Drug and Pharmaceuticals Manufacturing
- Computer & Electronic Product Manufacturing
- Medical Equipment Manufacturing
- Internet Services
- Finance and Insurance
- Professional, Scientific, and Technical Services
- Management of Companies



Pinellas by Design

## Examples of Incentives Criteria

- Primary in nature
- Wage above average
- Workers per acre and square footage of building
- Redevelop existing building bonus



## **Considered Incentives**

- Training costs
- Property tax refund
- Low interest loans – land and buildings
- Expedited permitting
- Regulatory relief



Pinellas by Design

**Real Estate**



Pinellas by Design

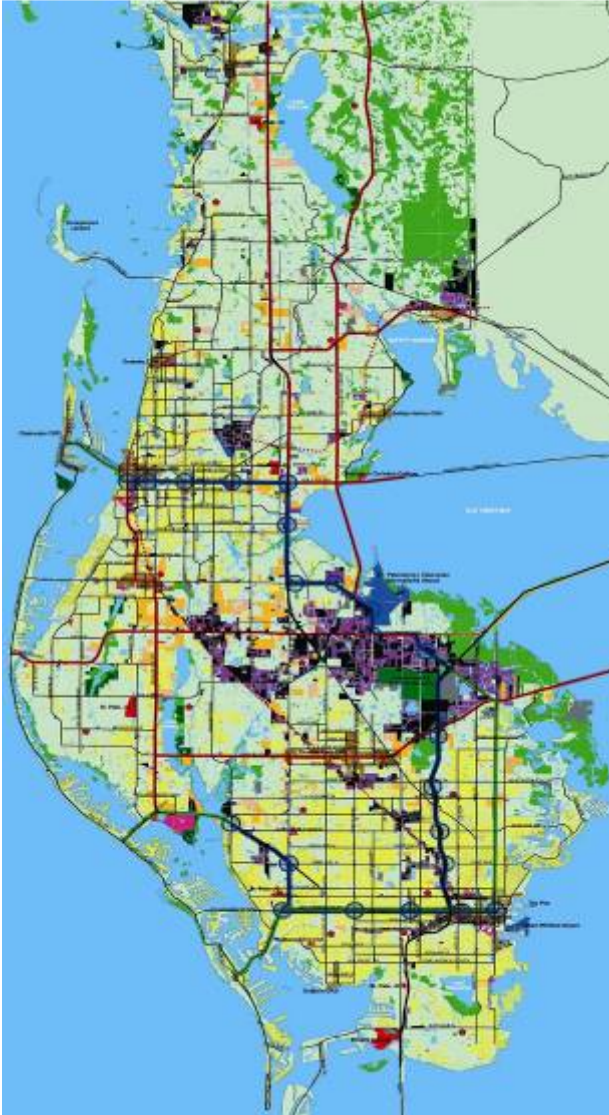
## Real Estate Issues

- **Land Demand** – Determine acreage to accommodate new employment
- **Land Supply** – Identify acreage to satisfy the demand
- **Cost Differentials** – Redevelopment costs 2-3 times greenfield development
- **Housing** – Variety needed proximate to employment districts to support the workforce





# Pinellas by Design



## Land Supply

- GIS-based analysis
- Community Planning for Redevelopment (CPR) land base
  - Vacant and inappropriate land use
  - Underused lands
  - "Scrapable" lands
- Community Redevelopment/Central Business Districts (CRD/CBD)
- Public lands



## **Potential Employment Districts**

- Provide areas of opportunity and location flexibility
- Illustrate capacity to meet new land demands
- Based on existing concentrations of target employers
- The areas are NOT required locations



# Pinellas by Design

## Employment Districts

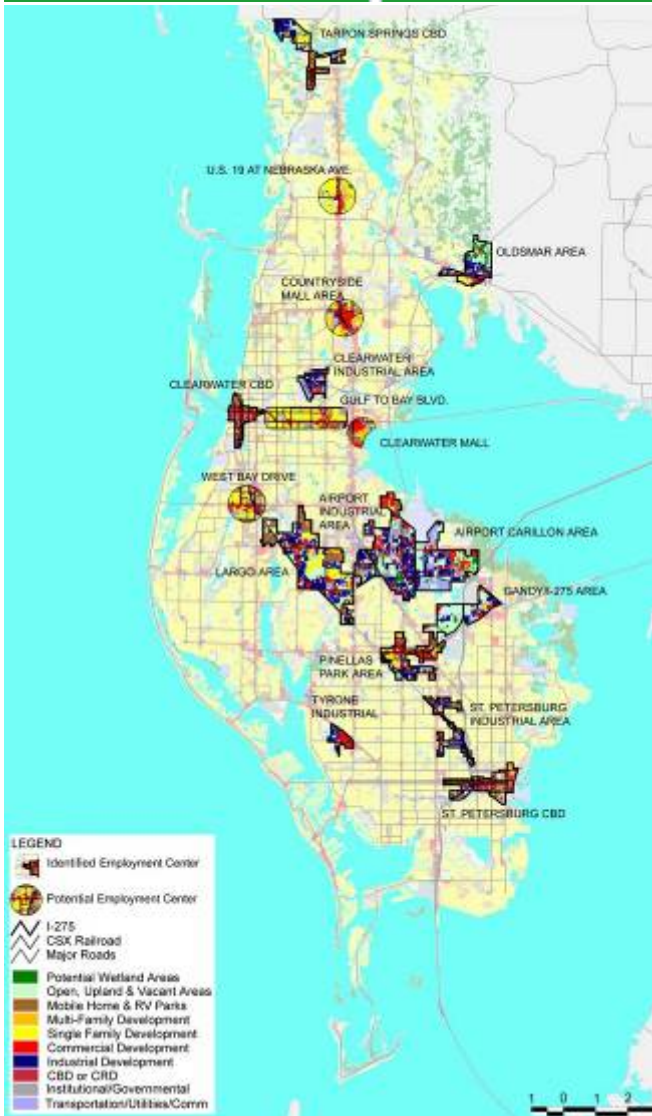
### Twelve Existing Districts

- 14,150 total acres
- Range from 300 to 3,000 acres
- Contain 60% of the available land

### Five Potential Districts

- 1,000 total acres
- Range from 90 acres to 340 acres

### Overlay of All Districts





## **Financing Redevelopment**

- Land values must be addressed
- Cost of redevelopment is 2-3x greater than greenfield development
- Cost and value gap is created
- Redevelopment costs can rarely be justified in land values without public intervention
- Public/private cooperation and incentive programs are required



Pinellas by Design

# Plan, Code and Design



# Pinellas by Design



## The Urban Form

- The county is dense but NOT urban
- Growth - inward and upward with form and quality

## Envisioning Future Urban Form

- Urban is NOT about size or density
- Urban pertains to structure and organization





# Pinellas by Design

## Future Urban Form

### Centers

- Urban
- Town
- Community

### Corridors

- Commercial
- Transit-Oriented

### Districts

- Beach/Tourism
- Other/Special





## **Plan Code and Design Issues**

- Range of Centers, Corridors and Districts
- Model Codes and Standards
- Plan and Regulatory Enhancements
  - Streamlined approval processes
  - Administrative approval procedures
  - Specific LDR recommendations
  - Special redevelopment districts





# Pinellas by Design

## **Shops at Douglas Village, Dunedin**

**BEFORE**



**AFTER**



# Pinellas by Design

## CVS Pharmacy/Store, Largo

**BEFORE**



**AFTER**



# Pinellas by Design

## Ceridian Benefits, St. Petersburg

**BEFORE**



**AFTER**





## IMR Global/CRUM Services Campus, Clearwater

**BEFORE**



**AFTER**



# Pinellas by Design

## **Successful Strategies**

- Dollars, dirt and design are a powerful combination
- Location flexibility is a necessity
  - Maintain an inventory of sites
  - Direct incentives to projects, NOT geographic locations



## **Successful Strategies**

- Redevelopment is smart
  - Effective land use decisions are made
  - Urban land resources are recycled
  - Public investments facilitate development decisions
  - Community livability and vitality are sustained
  - Competitive economic edge is maintained
  - Environmental resources are protected



# Pinellas by Design

## Plan Implementation Action Steps

**Plan Approval**



**Economic Development  
and Redevelopment Strategies**



**Intergovernmental Coordination**



**Monitor/Update Process**



# Pinellas by Design

A Shared Future

[home](#) | [at a glance](#) | [community](#) | [business](#) | [government](#) | [contact us](#)

[Search](#)

## Welcome to Pinellas by Design



Pinellas County is a thriving community. The county is home to 35,000 businesses and has a population of over 921,000. However, over time, geography and population growth have combined to produce an unavoidable effect: the amount of developable vacant land is diminishing throughout Pinellas County.

The Pinellas community has recognized this shift and embarked on a unique redevelopment strategy to manage population growth, preserve quality of life, and foster business development. The redevelopment plan will preserve green space; enhance the quality of downtowns, public parks and recreation facilities; facilitate new construction projects; and renovate older commercial/industrial buildings for a variety of mixed uses.

Redevelopment is crucial to maintaining a vital and healthy economy. Local [governments](#), [communities](#), and [businesses](#) have united to create a comprehensive redevelopment strategy that will preserve quality of life, foster business expansion and job growth, and create mixed-use development that best utilizes greenspace.

For more information about Pinellas County's redevelopment efforts, visit:

[Redevelopment Districts](#)

[Redevelopment Projects](#)

[Redevelopment Topics](#)



Learn about the process and  
results at  
[www.PinellasByDesign.org](http://www.PinellasByDesign.org)



Copyright © 2005 Pinellas by Design

[PinellasByDesign.org](http://PinellasByDesign.org)





# **Plan Implementation Progress Update**

**September 2010**



## **Plan Implementation Progress**

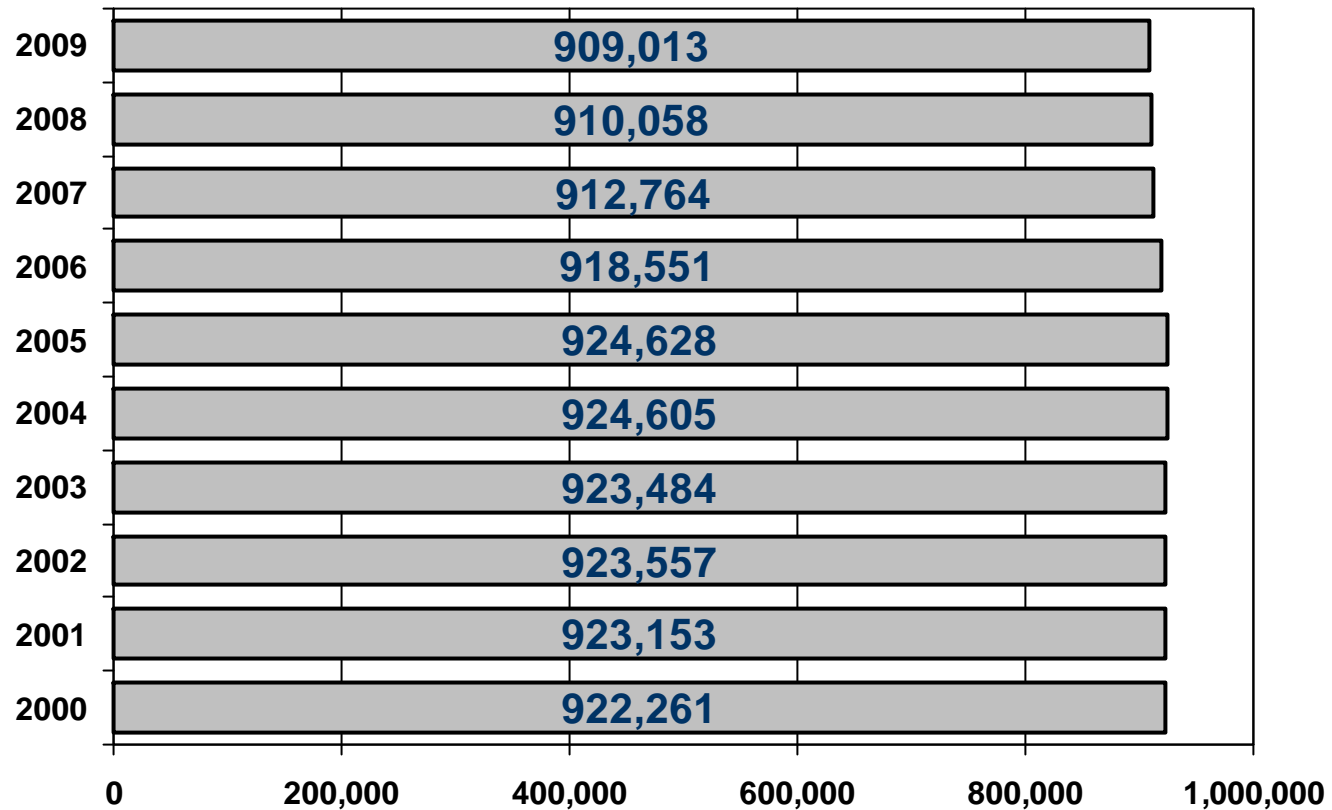
- Almost every local government (22 of 24 cities, and the county) passed a resolution in support of the plan, which was designed so that each community will be able to define its future vision within a shared planning framework.
- Multi-faceted implementation with more than 70 strategies
  - **Economic Issues**
  - **Real Estate Issues**
  - **Plan, Code & Design Issues**
    - **Transit planning**



# Pinellas by Design

## Plan Implementation Progress Economic Issues

### Pinellas County Population



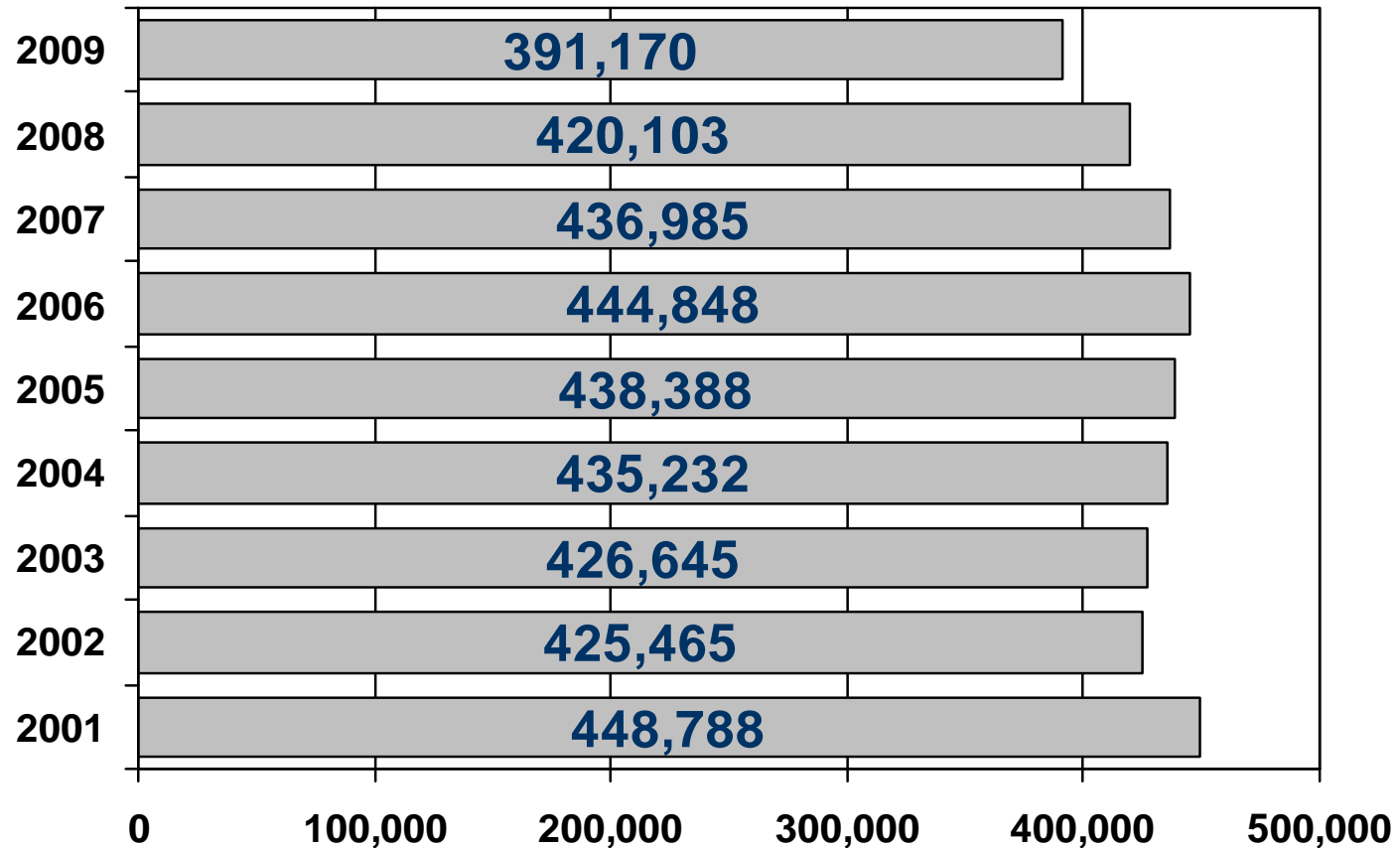
Source: U.S. Census Bureau



# Pinellas by Design

## Plan Implementation Progress Economic Issues

### Pinellas County Employment

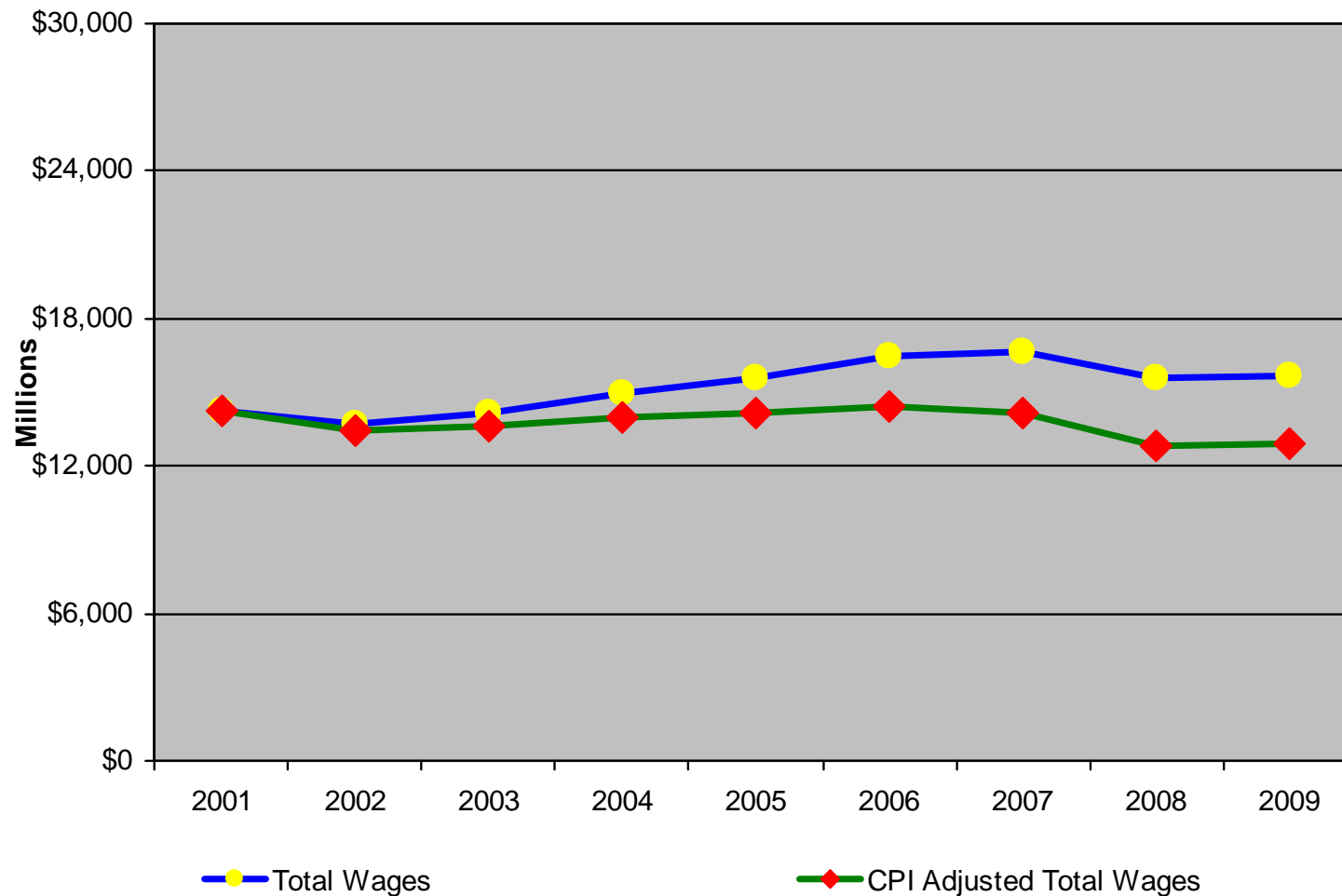


Source: U.S. Dept of Labor, Bureau of Labor Statistics



# Pinellas by Design

## Pinellas Total Wages & CPI Adjusted Total Wages

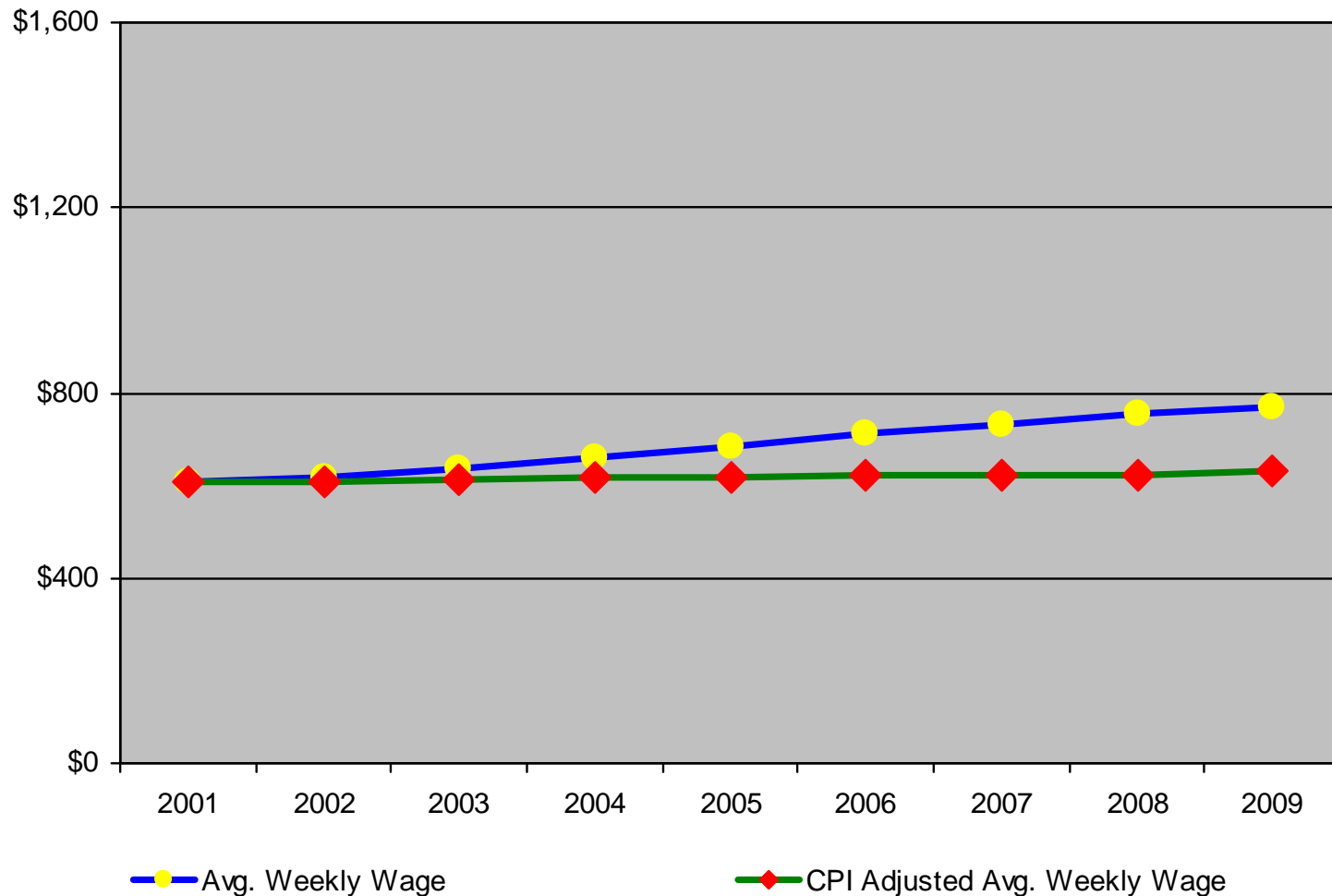


Source: (1) U.S. Dept. of Labor, Bureau of Labor Statistics (2) US Inflation Calculator



# Pinellas by Design

## Pinellas Avg. Weekly Wages & CPI Adjusted Avg. Weekly Wages

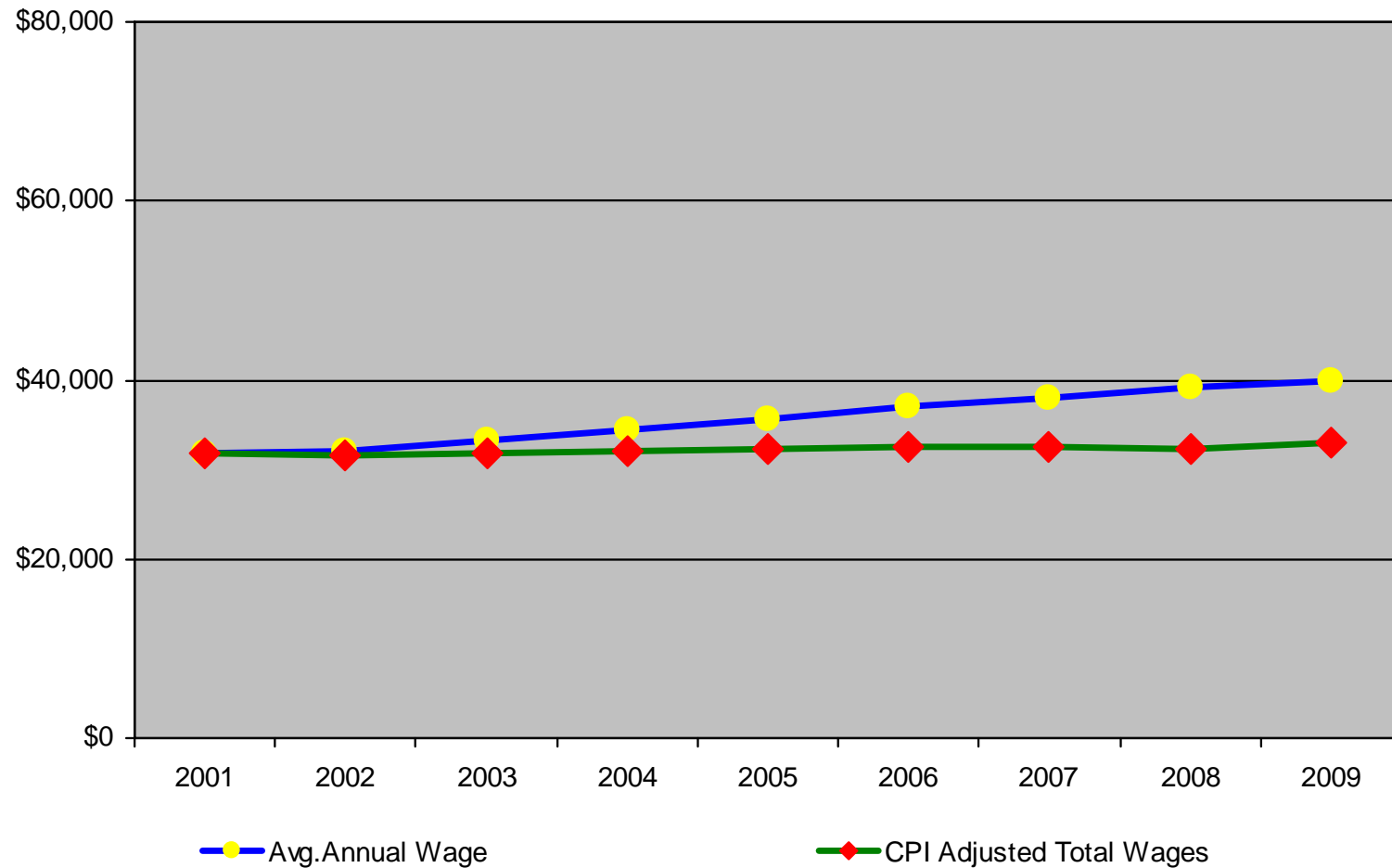


Source: (1) U.S. Dept. of Labor, Bureau of Labor Statistics (2) US Inflation Calculator



# Pinellas by Design

## Pinellas Avg. Annual Wages & CPI Adjusted Avg. Annual Wages



Source: (1) U.S. Dept. of Labor, Bureau of Labor Statistics (2) US Inflation Calculator



# Pinellas by Design

## **Plan Implementation Progress Economic Issues**

Pinellas by Design concluded that to maintain growth in the size and quality of the county's economy, it will be necessary, over the next 20 years to :

- create approximately 278,000 new jobs
- of which 50,000 are primary high-wage jobs





# Pinellas by Design

## Plan Implementation Progress Economic Issues

### QTI Incentive Projections 1998 - 2009

**21,362 jobs** have been committed to Pinellas County through the assistance of job creation incentive programs

**\$645 million in annual Pinellas County payroll** has been projected through job creation incentive programs

**\$890 million in projected capital** investment in Pinellas County has been generated through the assistance of job creation incentive programs



# Pinellas by Design

## Plan Implementation Progress Economic Issues

### **SRI chooses Pinellas County, Florida for new Marine Technology unit**

- SRI-St. Petersburg plans to grow to **100 jobs** over the next five years,
- Bringing as much as **\$172 million to the local economy**, and,
- Could reach a total of **200 jobs in the next ten years.**
- Opportunities for technology transfer, commercialization, spin-off high-wage job growth



# Pinellas by Design

## Plan Implementation Progress Economic Issues

### Draper Laboratory Establishes R&D Center and Multi Chip Module Center in Tampa Bay

- Multi Chip Module (MCM) Center in St. Petersburg and a BioMEMS R&D Center at the University of South Florida in Tampa.
- **165 new jobs** in the region, with an average wage of **\$75,000**
- Draper Laboratory to further its work in developing technology solutions to some of the nation's most critical problems in healthcare, security, and energy.



# Pinellas by Design

## **Plan Implementation Progress Economic Issues**

### **QTI Project - Jabil Announces Pinellas County Expansion**

- In 2008, Jabil announced its intention to remain headquartered in St. Petersburg, Florida, and to significantly expand both its local manufacturing presence and its total employment in future years. Although the project will be delayed due to the economic downturn, Jabil intends to move forward with this expansion as business conditions improve.
- Could create over 850 new jobs
- Will help retain 1,800+ jobs
- Projected capital investment of \$54 million



# Pinellas by Design

## **Plan Implementation Progress Economic Issues**

### **QTI Project- Davidoff Finds “The Good Life” in Pinellas**

- Has pledged to create 90 new jobs at least 150% of the Pinellas County average wage.
- Buying an existing 100,000 sq. ft. facility in Pinellas Park.
- Projected capital investment of \$10 million



# Pinellas by Design

## Plan Implementation Progress Economic Issues

### Incumbent Worker Training Cumulative Results 2001-2009

- A critical training tool for local business retention and expansion
- **\$4,949,496** in federal funding has trained over **16,669** Pinellas County employees
- Pinellas County has had the highest number of companies utilizing IWT grants for the past six years
- 30% of the total dollars available for IWT training in Florida benefitted Pinellas companies



# Pinellas by Design

## **Plan Implementation Progress Real Estate Issues**

### **Pinellas By Design concluded:**

- Without well-located, buildable land, the county cannot effectively compete in the race for a sound, strong economic future.
- Redevelopment efforts must focus on maintaining adequate real estate to meet the needs of primary employers.
- Future primary jobs will ultimately be located based on the availability of suitable land, and the perceived character of each location as supportive of employment activity.



# Pinellas by Design

## Plan Implementation Progress Real Estate Issues

Targeted Employment and Industrial Land Study (2008) - Detailed study of the supply and demand of targeted employers and industrial land

- **Updated Job Growth Confirmation** – To maintain current high level economy, need 45,500 jobs by high-wage primary employers by 2025.
- **Land Demand** – At current average development intensity, 8,000 acres of developable land needed for job creation goal.
- **Land Supply** – Fewer than 4,000 vacant acres designated for employment-related uses. Highly unlikely that 100% of this acreage will be available or suitable for development and very limited ability for re-designation of other uses.
- **Typical Citing** – 87% of target businesses located on 7.5 acres or less, 49% in buildings less than 24,000 SF. Small size is not necessarily a barrier, but large predominance of smaller parcels points to need for land assembly to accommodate larger businesses.





# Pinellas by Design

## Plan Implementation Progress Real Estate Issues

Targeted Employment and Industrial Land Study (2008) - Detailed study of the supply and demand of targeted employers and industrial land

- **Industrially-designated Land** – Approximately 1/3 of target industry businesses are located on land designated Industrial General or Industrial Limited. They tend to exhibit different land use characteristics, such as higher average building area per employee, suggesting that industrial designations meet a unique set of land use requirements
- **Recommended Strategies**
  - Maintain existing industrial/office properties wherever feasible
  - Utilize Vacant property classified for employment purposes to the fullest extent possible
  - Encourage new and redevelopment property to be developed at higher floor area ratios in order to accommodate more jobs on less land



# Pinellas by Design

## **Plan Implementation Progress Real Estate Issues**

- **Public Land For Economic Development (EDA)**
  - **Jumbo Sports, Pinch a Penny, Alps**
  - **Toytown**
    - Proposed mixed-use village that will allow residents to live, work, play and shop within a livable community designed to encourage walking, biking and mass transit, with approx.:
    - 2 million square feet of office space
    - 1.5 million square feet of retail
    - 375 hotel rooms with 50,000 sq. ft. of meeting & convention space
    - A residential village with a workforce housing component
    - 70 acres of new parks and recreation facilities



# Pinellas by Design

## Plan Implementation Progress Real Estate Issues

- **Airco**
  - Planned redevelopment of 123 acres
    - 45 acres reserved for aviation uses
    - 78 acres for office, industrial uses and hotel uses
    - Nearly **one million square feet of new space to support high-wage job creation**
- **Land Assembly**
  - No Pinellas County Land Assembly Program, but certain cities/CRA are assembling land
    - Examples - St. Pete Dome Industrial Park, Largo's West Bay District, Oldsmar Town Center
- **Brownfields Program**
  - Reclaiming lands



# Pinellas by Design

## **Plan Implementation Progress Plan, Code & Design Issues**

**New Redevelopment Land Use Categories - (2006)** Four new future land use categories focused on redevelopment were created. The City of St. Petersburg was the first to amend its own future land use map to include three of the new categories, and has applied them to approximately 10,350 acres.

**Hotel Densities - (2007)** A Countywide Rule amendment allows temporary lodging densities in some future land use categories to be increased if certain conditions are met. Depending on the size of the site and other conditions, 50 to 150 percent more hotel rooms can be built per acre.



# Pinellas by Design

## Plan Implementation Progress Plan, Code & Design Issues

**Livable Communities** – (2007/2008) County approved a set of model comprehensive plan policies and land development codes. The term “livable communities” is used to describe urban **environments where walking, bicycling and transit service is safe, comfortable and efficient** and where the physical environment offers an interesting and unique experience from the standpoint of street, land and building design.

**Economic Element** – (2009) Added Economic Development to the County’s Comprehensive Plan. Allows many of the principles of Pinellas By Design and related studies to be codified.



# Pinellas by Design

## **Plan Implementation Progress Plan, Code & Design Issues – Regional Planning**

### **One Bay**

- One Bay is an effort to develop a shared regional vision for the seven-county Tampa Bay region to answer the question:
  - How can the overall region prosper from a position of strength, diversity, opportunity, and economic vitality over the long term as we continue to grow?
  - Began in 2007 with Reality Check
  - Issued Guiding Principles and Recommendations in 2010



# Pinellas by Design

## **Plan Implementation Progress Plan, Code & Design Issues – Regional Planning**

### **One Bay Recommendations:**

- Support environmentally sustainable growth, protection of water resources, and energy conservation.
- Create jobs through sustainable economic development practices and fostering quality communities.
- Support increased diversity in housing options for families and individuals
- **Encourage compact and mixed-use development**
- **Promote transit and transit-oriented development**
- Encourage preservation of open space and agricultural land.



# Pinellas by Design

## **Plan Implementation Progress Plan, Code & Design Issues – Regional Planning**

### **One Bay Guiding Principals:**

1. Maximize mobility using multi-modal transportation.
2. Balance jobs and housing for affordable quality of life.
3. Attract higher paying jobs – strengthen economic development.
4. Preserve farmland and sustain the role of agriculture.
5. Preserve natural systems, emphasizing connectivity and sustainable water supplies.
6. Promote quality communities to create a sense of place by uniquely clustering higher density mixed-use development, organized around transportation corridors.





# Pinellas by Design

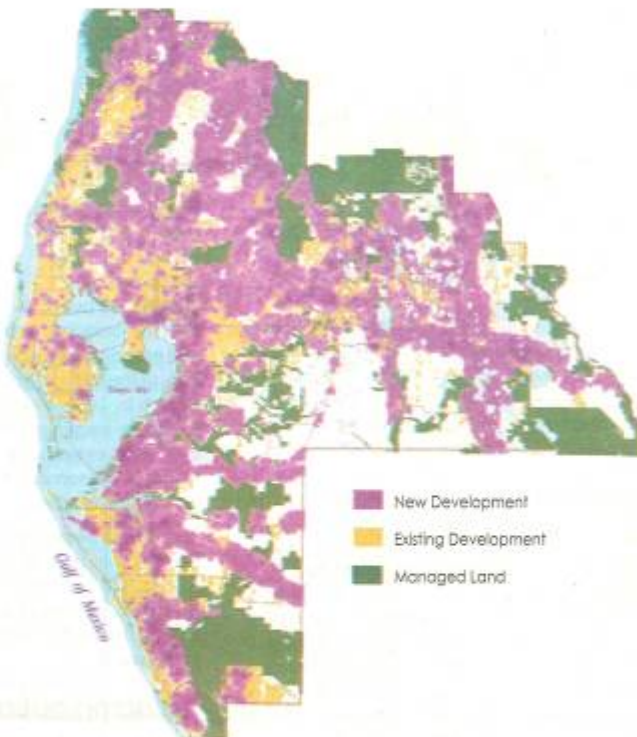
## One Bay

Continuing on the current trend, transportation/housing costs in the region would be among the highest in the nation

### Current Trend

The current trend also projects that the region's downtown areas will become more concentrated with people and jobs, but most redeveloped areas will be very similar to what we see today. The new developments will probably have extensive parks and outdoor recreational facilities, but residents will need to drive several miles to enjoy natural open space. At the same time, a continued emphasis on new construction may mean that older neighborhoods deteriorate and become even less attractive to new residents.

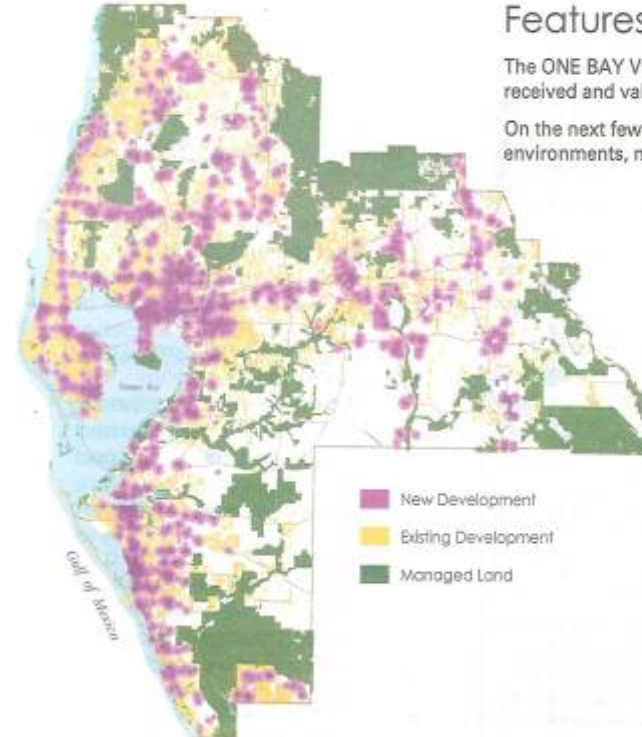
Transportation/  
Housing costs  
among highest  
in nation.



### ONE BAY Vision

#### Features of the Vision.

The ONE BAY Vision Map and recommendations received and values expressed during the O  
On the next few pages, we'll go into greater environments, mobility, economy and energy





# Pinellas by Design

## Transit Planning

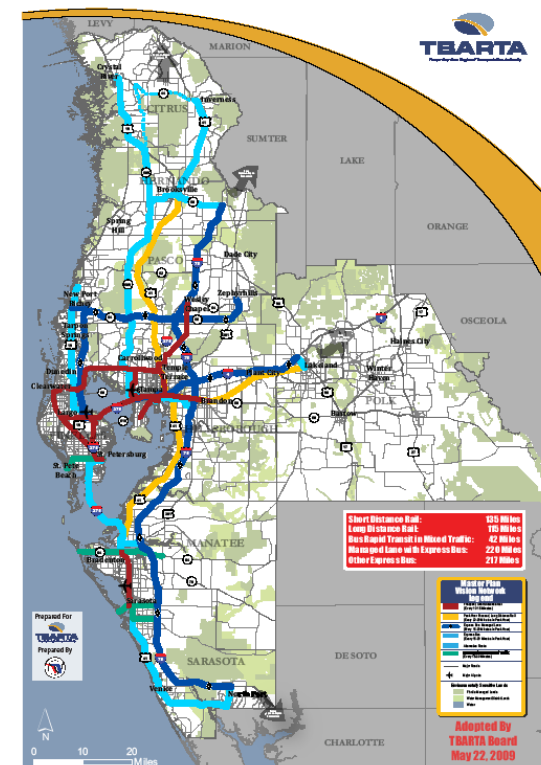
### High Speed Rail

- Florida has been awarded \$1.25 billion to start construction of the nation's first High Speed Rail. The Tampa to Orlando segment is scheduled to be operation in 2015

### Regional Transit

- The Tampa Bay Area Regional Transportation Authority (TBARTA) created by the Florida State Legislature in 2007 to develop and implement a Regional Transportation Master Plan for the seven-county region

### Long-Term Regional Network





## Transit Planning

### Pinellas County

- Metropolitan Planning Organization's (MPO) Long Range Transportation Plan will guide decision making for transportation improvements needed through 2035
- An Alternative Analysis (AA) is expected to be complete in 2011. Corridors under review:
  - Downtown Clearwater to the Gateway area to downtown St. Petersburg
  - Connection from Pinellas County via the Howard Frankland Bridge to the planned High Speed Rail (HSR) line and the proposed local light rail system being developed in Tampa





# Pinellas by Design

## **Plan Implementation Progress Plan, Code & Design Issues -Transit Planning**

### **Transit-Oriented Development (TOD)**

- TOD is the creation of compact, walkable communities centered around high quality transit systems
- Uses items like land use, site design, pedestrian & bicycle access, and parking regulations to encourage alternative transportation modes
- Generally are located within a radius of one-quarter to one-half mile from a transit stop
- Surrounded by relatively high-density development with progressively lower-density development spreading outwards from the center
- Adopting land use regulations to create TOD is a necessity for applying for FTA funding.
- TBARTA has created regional model policies and principles
- The County and many municipalities are already creating transit oriented policies and codes



# Pinellas by Design

## Why is Transit Oriented Development critical for Pinellas County's Economic Development?

- Pinellas By Design public out reach efforts made it clear that the community values the established lower-density character of the county, but is supportive of increasing densities and intensities in targeted areas to accommodate employment growth.
- Pinellas by Design identified those as CBDs, CRAs, Industrially zoned, existing employment districts, underutilized land, surplus public land and **transit corridors**.

*For the needed high-wage employment, transit corridors will provide one of few new opportunities for land assembly and density*

*Need to be mindful of impact to Industrial Land and mitigate negative impacts*





# Pinellas by Design

## Why is Mass Transit critical for Economic Development?

*"Without mass transit, Tampa Bay businesses, economy may face slow death*

Robert Trigaux, St. Petersburg Times Business Columnist, August 15, 2010

- *Tampa Bay is the last of the nation's largest 35 metro areas to operate a regional mass transit system. In an intensely competitive world, that lack of transportation options and mobility is quickly making Tampa Bay an economic has-been and, increasingly, a place ruled out by progressive businesses looking to expand or relocate.*
- *In the coming years with rising population, no major corporation will think twice of entering or expanding in a metro area that cannot offer its workers a mass transit option to get to and from work or, for that matter, to get to and from entertainment and shopping or even the beaches.*



# Pinellas by Design

## Why is Mass Transit critical for Economic Development?

*"Without mass transit, Tampa Bay businesses, economy may face slow death"*

Robert Trigaux, St. Petersburg Times Business Columnist, August 15, 2010

- *The effective blacklisting of Tampa Bay by growing companies means this region will face less job growth and inferior job opportunities. That translates to lower wages (as if they were not too low already), falling living standards, lower housing demand, less funding for our already challenged public education and leaner public services.*
- *Leaving Tampa Bay as is, without quality regional mass transit, is effectively a death sentence to its business community.*

# Transit Oriented Development

---

**James A. Moore,**  
Senior Vice President and National Director of  
Community Planning and Urban Design, HDR  
Engineering, Inc.



# >TOD\* for Tampa Bay

\*Transit-Oriented Development



**Urban Land  
Institute**

**Tampa Bay**

# ULI Tampa Bay

- > The Urban Land Institute (ULI) is a non-partisan, non-political membership organization that **provides leadership in the responsible use of land and in creating and sustaining thriving communities.**
- > Locally, ULI Tampa Bay has 250 members and serves the seven-county region, sharing best practices and lessons learned through programs, advisory panels and other activities.

# Transit in Tampa Bay

> **A hot topic across the  
Region.**

As commutes become longer and traffic gets worse, we're realizing more asphalt alone won't solve our problems.

**Regional leaders are looking at transit as part of the solution.**

## > What kinds of transit are planned?



Regional Plans call for **new rail and bus transit, express bus, and special lanes for buses and carpools.**

Systems designed to **link key employment and population centers throughout the region**—downtowns, suburban centers, and key educational and cultural destinations.

# > What kinds of transit are planned?

**High Speed Rail**



**Planned for Region  
Super-Regional Service**

**Light Rail**



**Planned for Region  
Regional Connections**

**Enhanced Bus**



**Existing & Planned  
(BRT, Express & Flex)  
Regional Connections**

**Streetcar**



**Existing & Planned  
Local Service**



# High Speed Rail

## Phase 1: Tampa to Orlando

- > Opening in 2015
- > 168 MPH Speeds
- > 52 Minutes from Tampa to MCO



Phase 2a: I-95 Route

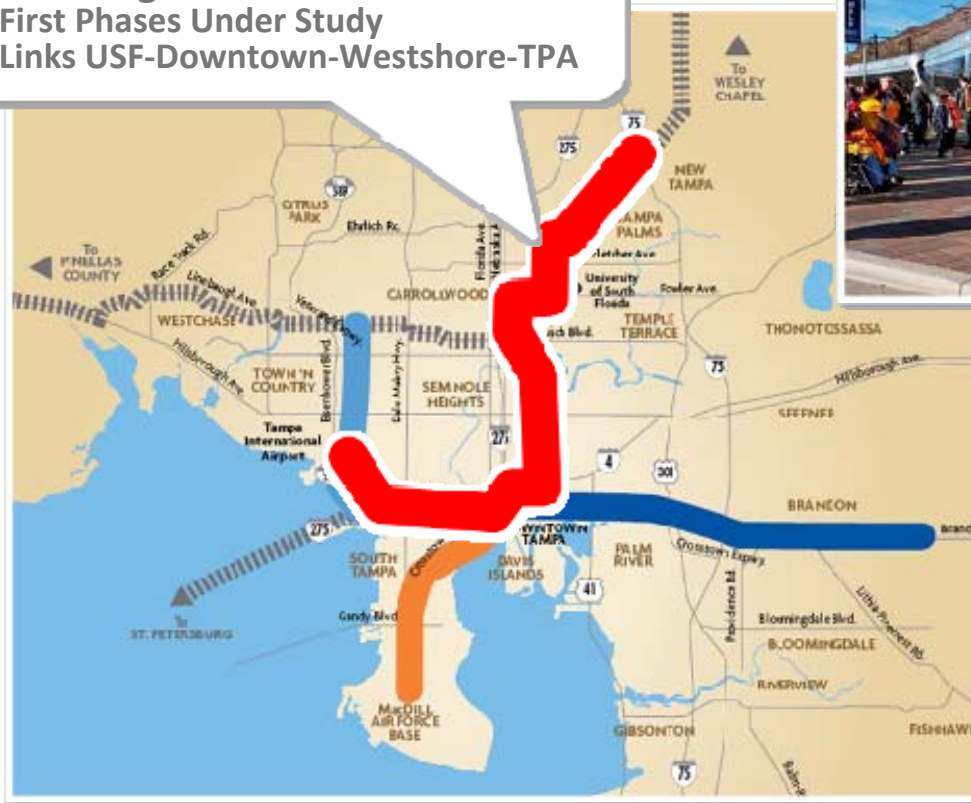
Phase 2b: Turnpike Route



## Light Rail Transit (LRT)

### Hillsborough LRT

- > First Phases Under Study
- > Links USF-Downtown-Westshore-TPA



Planned for region.  
Like the systems  
serving Charlotte,  
Dallas, Houston,  
Phoenix, Minneapolis  
and other cities across  
the U.S.

## Bus Rapid Transit (BRT)



BRT test vehicle in  
Downtown Tampa



**BRT systems are in the planning stages for Hillsborough, Pasco, Pinellas, and Sarasota.**



## Streetcar



**Long range plans to extend Tampa Streetcar and studies underway for other communities.**

## Express & Flex Bus



**Express Bus and On-Demand Flex Service planned to serve communities across the region.**

# Transit in Tampa Bay

> Can transit help improve our quality of life and economy?

## > Transit Expands Options



BRUCE B. DOWNS BOULEVARD, TAMPA. FLORIDA

**Florida's road system will not be able to keep up with population growth unless additional transit options are provided.**

—Connecting Florida: Transit and Florida's Economy, ULI 2010.

## > Transit Supports Economic Growth



PLANO, TEXAS



PHEONIX, ARIZONA

**Business located near the DART light rail starter line experienced more than a 30% jump in retail sales in one year. In Phoenix, \$5.9 billion in private development and \$1.5 billion in public development has been generated along the METRO line since 2001.**

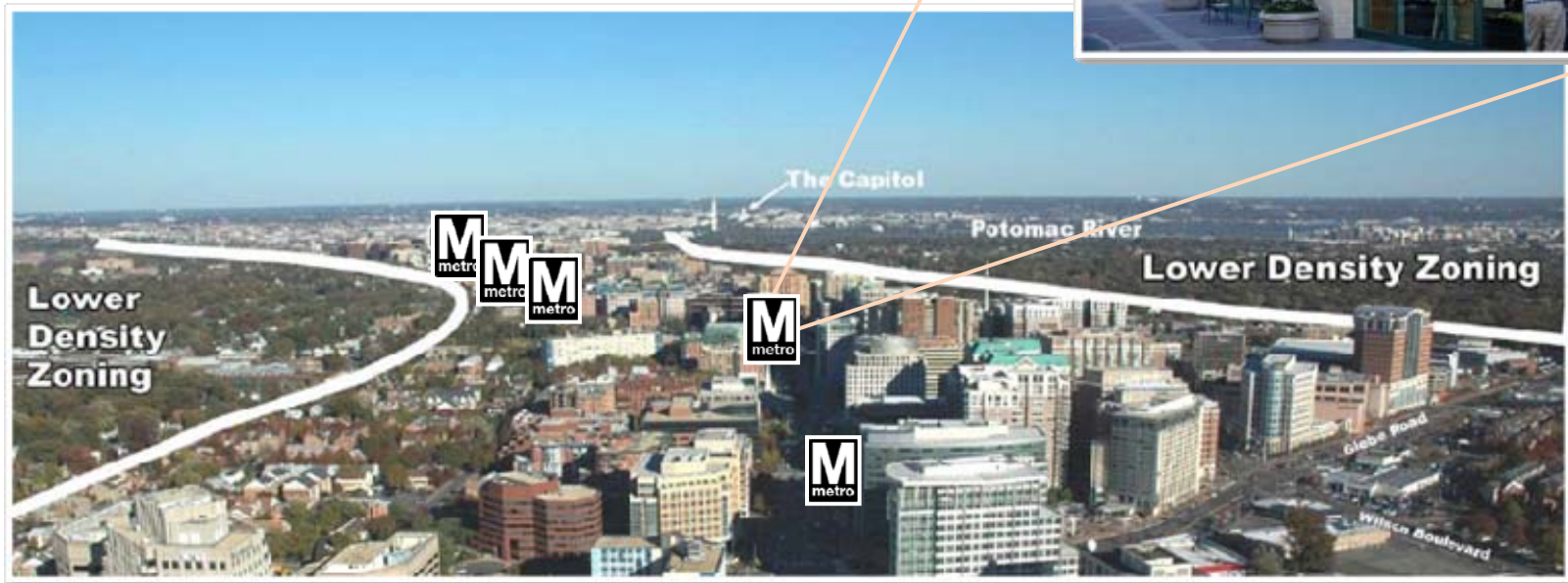
—Economic Benefits of Transit Report, Cambridge Systematics for HART, 2010.



## > Transit Focuses Investment

**Next-generation projects will orient to infill, urbanizing suburbs, and transit-oriented development...** People will seek greater convenience and want to reduce expenses.

— Emerging Trends in Real Estate 2010, Urban Land Institute.



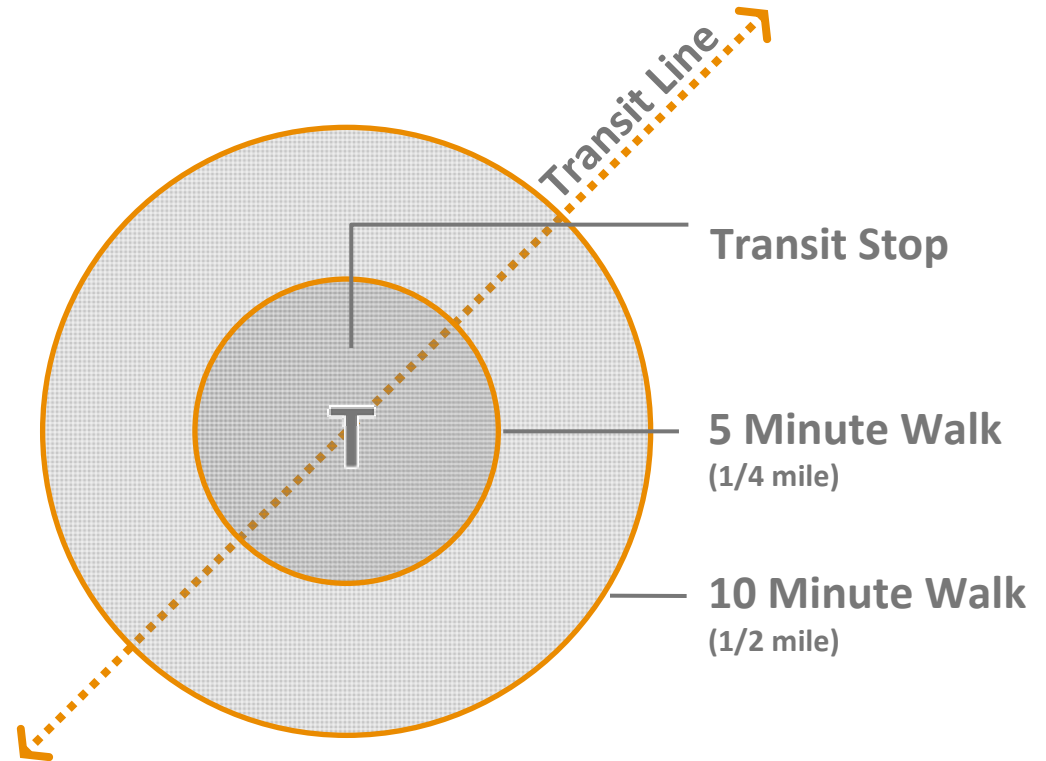
ARLINGTON, VIRGINIA

# What is TOD?

## > Defining Transit-Oriented Development (TOD)

- Compact & Close to the Station
- A Balanced Mix of Uses
- Safe, Walkable Streets
- Attractive Buildings & Public Spaces

## > Compact & Close to the Station



**People within a half-mile radius are 5 times as likely to walk to a major transit stop than others.**

—Transit-Oriented Development: Factors and Elements of Success, Center for Transit Oriented Development.



## > A Balanced Mix of Uses

**Jobs, housing, shops, and restaurants  
within an easy walk of a transit station.**



ARLINGTON, VIRGINIA



DENVER, COLORADO (TOP) | SAN JOSE, CALIFORNIA (BOTTOM)



PLANO, TEXAS



## > Safe, Walkable Streets



DENVER, COLORADO



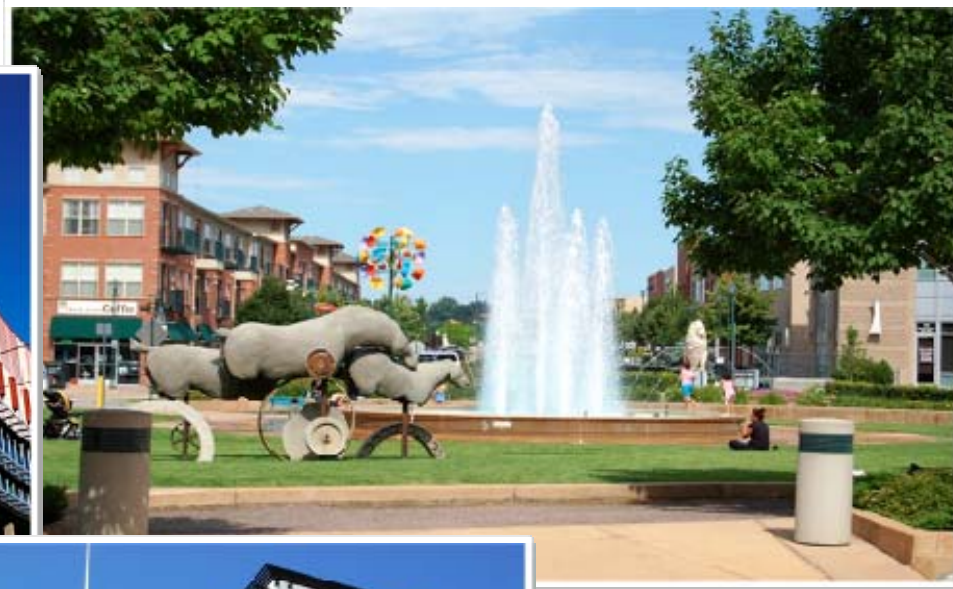
WASHINGTON, DC

**Walking, biking and transit use are safe, attractive alternatives to driving.**

## > Attractive Buildings & Public Spaces



PHOENIX, ARIZONA



ENGLEWOOD, COLORADO



TAMPA, FLORIDA

**Buildings, plazas, and squares designed to reinforce community character.**

# Types of TOD?

## > Designed to Fit Different Places

- Neighborhood
- Community
- Regional
- Downtown

## > A Community Decision

- Each community decides what kinds of TOD are appropriate



## > Neighborhood TODs

TODs designed to serve as neighborhood centers with two to three story buildings and low to moderate density housing.



**Places like West Park Village, East and West Tampa, and 4th Street in St. Petersburg.**



## > Community TODs

TODs designed to serve community needs. Places with a mix of shopping, entertainment, offices, and moderate density housing.



**Places like Dunedin Main Street, South Howard Avenue, and Hyde Park Village.**





## > Regional TODs

TODs as higher intensity regional centers with concentrations of jobs, shopping, and housing.



Places like the Channel District, Ybor City, Harbour Island, Clearwater Beach, Westshore, and Gateway.



## > Downtown TODs

Transit will support the revitalization of our downtowns—the places with the highest concentrations of jobs, housing, shopping, and cultural uses.



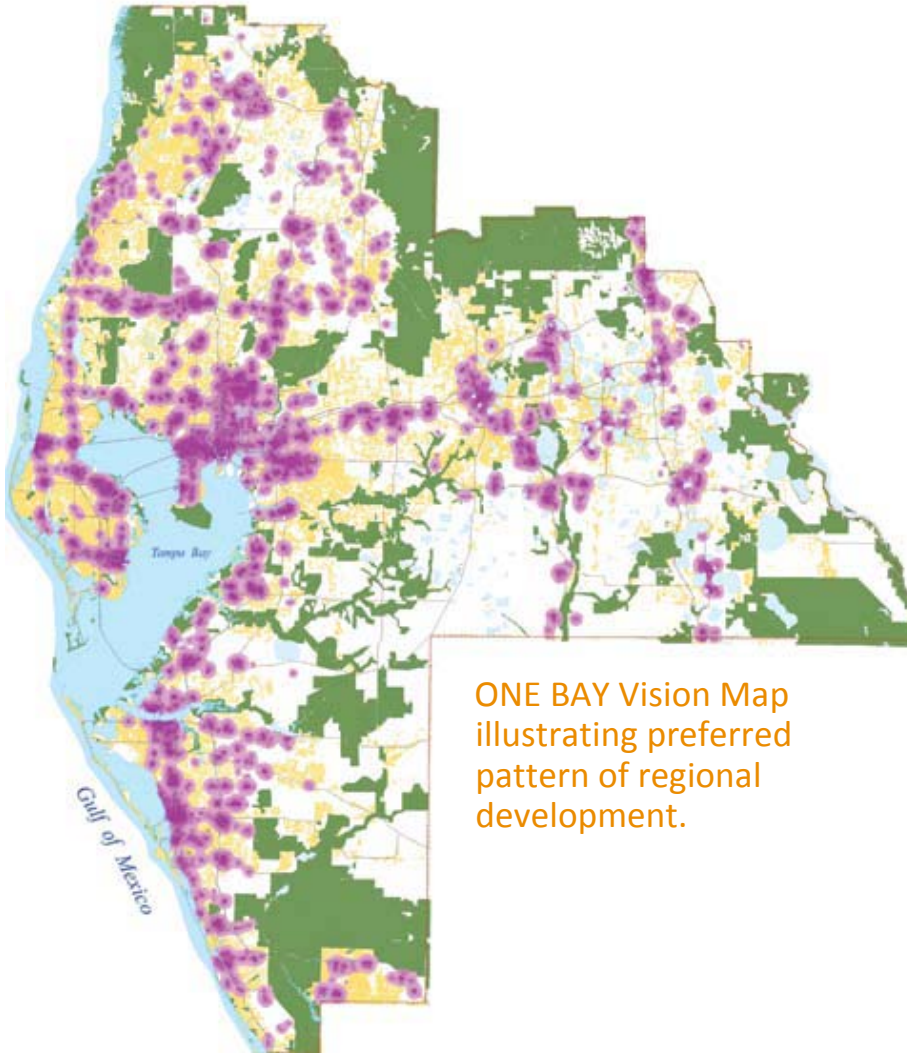
**Downtown Tampa, St.  
Petersburg, and Clearwater.**

# Good for the Region?

> Can TOD help communities be more livable, prosperous and sustainable?



## > TOD Conserve Resources



ONE BAY Vision Map illustrating preferred pattern of regional development.



The ONE BAY vision advocates for environmentally sustainable growth that will protect our region's natural resources.

**A more compact and well-designed development scenario will reduce the overall footprint of new development.**

— A Shared Regional Vision for Tampa Bay, One Bay:

Livable Communities ([www.myonebay.com](http://www.myonebay.com)).

## > TOD Serves New Markets



SALT LAKE CITY, UTAH



PORTLAND, OREGON

**At least ¼ of all households looking for housing in the next 20 years will be looking for housing within ¼ mile of a transit stop.**

— Hidden in Plain Sight: Capturing the Demand for Housing Near Transit, Center for Transit-Oriented Development.



## > TOD Cuts Costs



PHOENIX, ARIZONA

**While the average family spends roughly 19% of their budget on transportation, households with good access to transit spend just 9%.**

— Realizing the Potential: Expanding Housing Opportunities Near Transit, Center for Transit-Oriented Development.



DENVER, COLORADO

## > TOD Expands Options



BETHESDA, MARYLAND



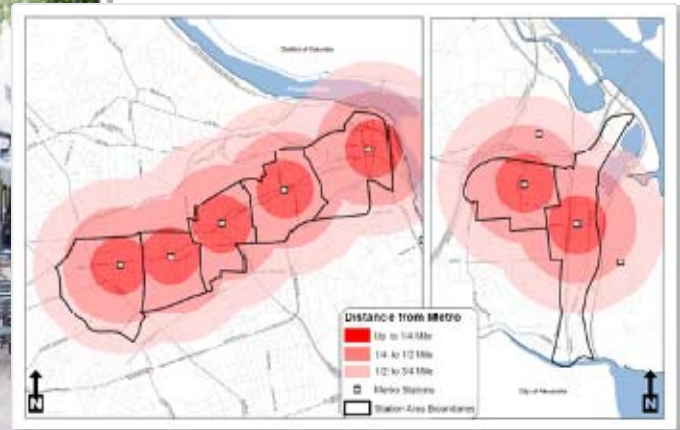
SEATTLE, WASHINGTON

**With compact development, people drive 20-40 percent less, at minimal or reduced costs, while reaping other fiscal and health benefits.**

— Growing Cooler, Urban Land Institute.



## > TOD Focuses Growth



**Almost half of Arlington County's assessed land value is concentrated in 11% of the total land area.**

—Arlington Co. Dept of Community Planning & Development.



ARLINGTON, VIRGINIA

# Good for the Region?

> Can TOD help communities be more livable, prosperous and sustainable?



**Conserve Resources**

**Serve New Markets**

**Cut Costs**

**Expand Options**

**Focus Growth**

# >TOD<sup>\*</sup> for Tampa Bay

<sup>\*</sup>Transit-Oriented Development



**Urban Land  
Institute**

**Tampa Bay**



## > Credits & Resources

### ULI Tampa Bay

Susan Jezek  
5426 Bay Center Drive, Suite 400  
Tampa, FL 33609  
813-262-2742 phone  
813-282-2430 fax  
tampabay@uli.org  
ww.uli.org

### ULI Tampa Bay TOD Committee

Co-Chairs - James A. Moore, HDR and Keith Greminger, Gensler Worldwide  
Members - Mike Callahan, City of Tampa; Tim Clemmons, Clemmons Architecture; Michael Delk, City of Clearwater; Tony Garcia, Hillsborough County City-County Planning Commission; Linwood Gilbert, Urban Realty Solutions; Trent Green, USF; Karen Kress, Tampa Downtown Partnership; Richard Linqanti, Carlton Fields, PA; Greg Minder, intowngroup; Steven Schukraft, HDR; Brian Seel, Ajax Building Corporation; Melissa Zornitta, Hillsborough County City-County Planning Commission.

### TOD Resources

TBARTA - [www.tbarta.com](http://www.tbarta.com); HART - [www.hartline.org](http://www.hartline.org); PSTA - [www.psta.net](http://www.psta.net)  
Federal Transit Administration Transit Oriented and Joint Development - [fta.dot.gov/publications/publications\\_11007.html](http://fta.dot.gov/publications/publications_11007.html)  
Reconnecting America Center for Transit Oriented Development - [www.reconnectingamerica.org/public/tod](http://www.reconnectingamerica.org/public/tod)  
Smart Growth America Transportation - [www.smartgrowthamerica.org/transportation.html](http://www.smartgrowthamerica.org/transportation.html)  
Smart Growth Network - [www.smartgrowth.org](http://www.smartgrowth.org)

Images in the presentation courtesy of HDR Engineering, Inc. and the Hillsborough County-City County Planning Commission.

# Unfunded Transportation Needs

---

**Tim Garling,**  
Executive Director, PSTA

**Brian Smith,**  
Executive Director, Planning Department, MPO

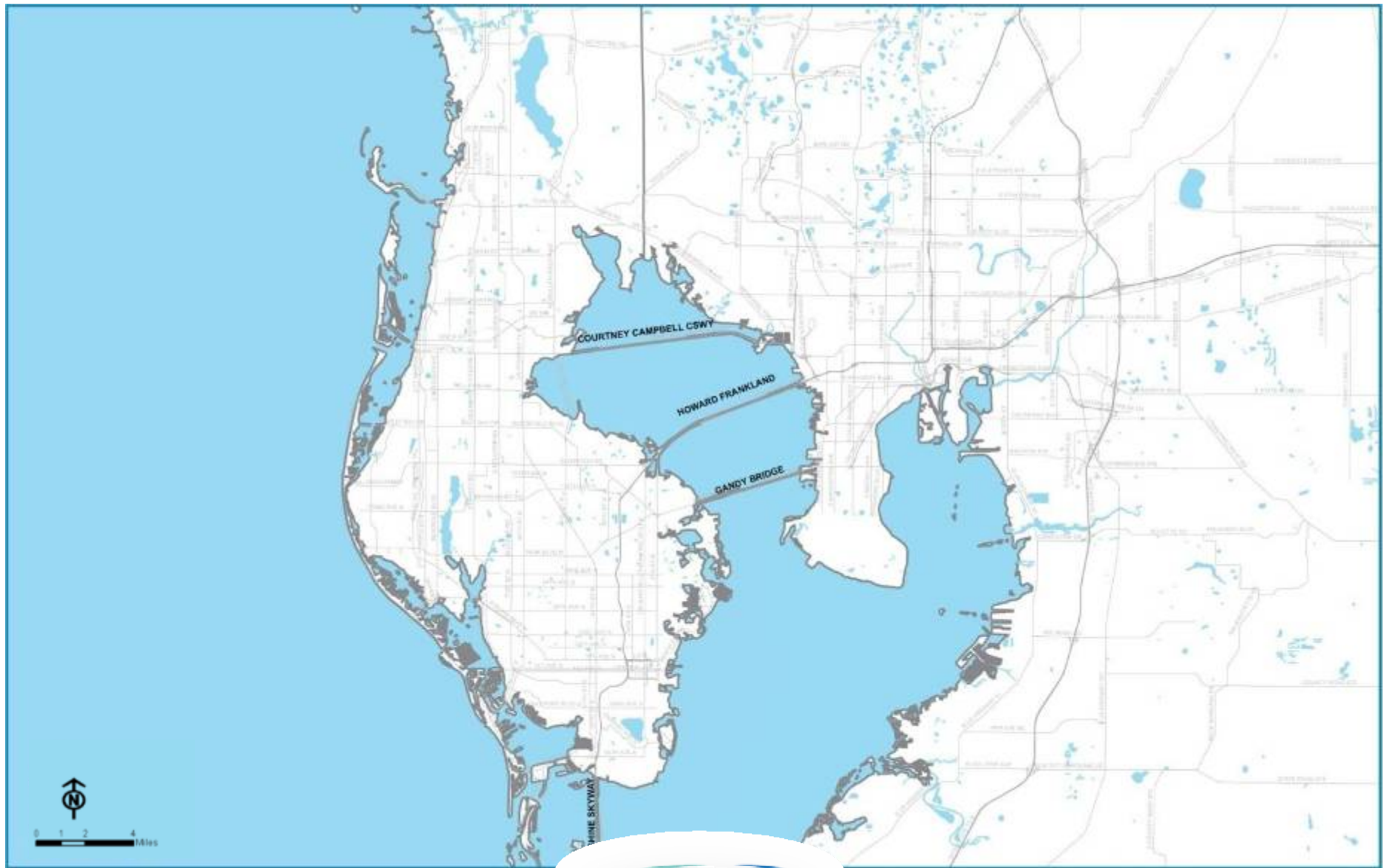
**Bob Clifford,**  
Executive Director, TBARTA

# Agenda

---

- Review of Transit Plans
- Current Operating & Capital Funding Shortfalls
- Unfunded Transit Needs: 2011-2035
  - Bus and Rail
  - Howard Frankland Bridge

# The Future Transit Network



# Pinellas County Alternatives Analysis



HART  
Alternatives  
Analysis  
Study Area

High  
Speed  
Rail

Westshore

Tampa

Clearwater

Largo

Gateway

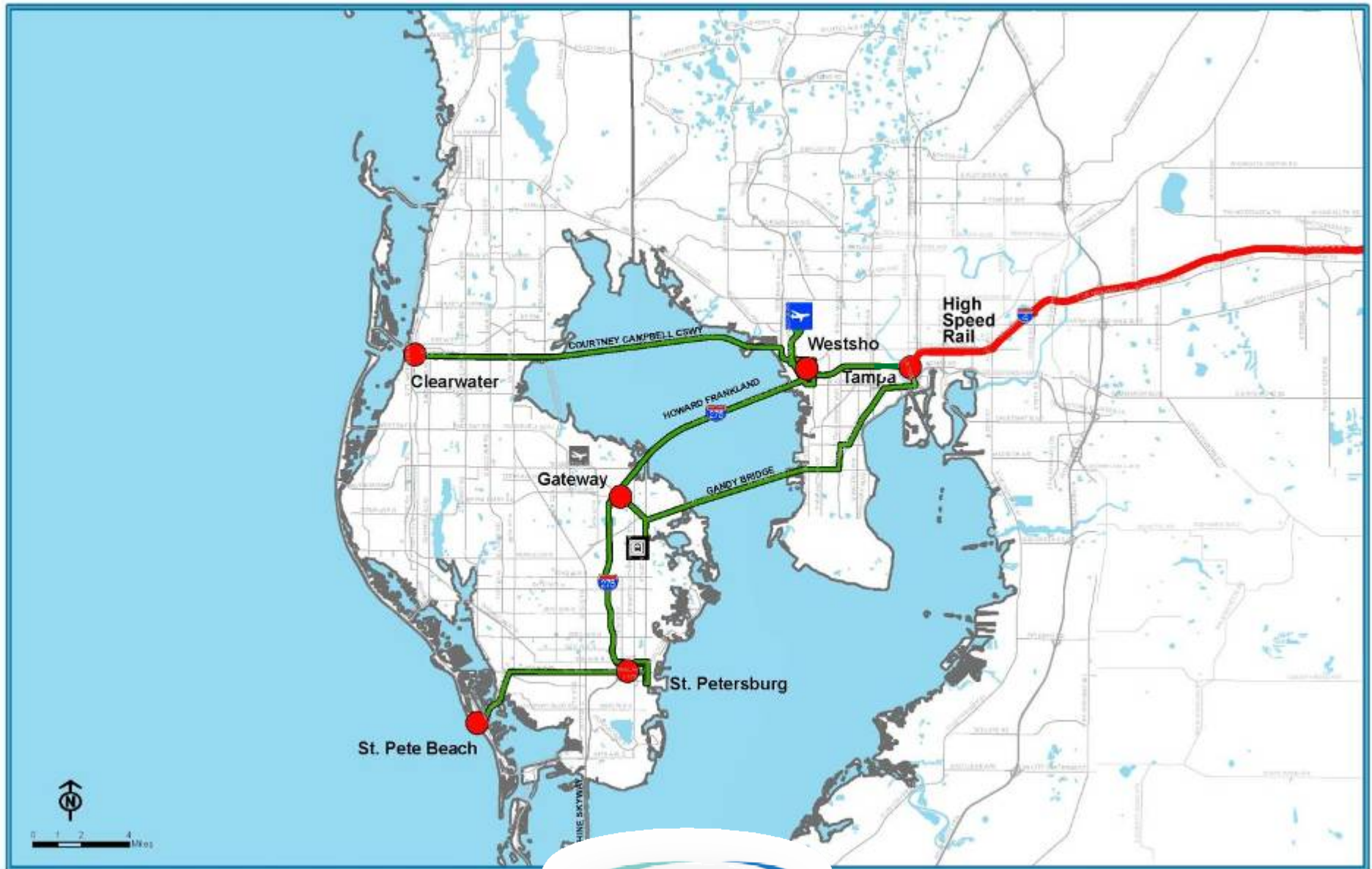
Pinellas  
Park

St. Petersburg

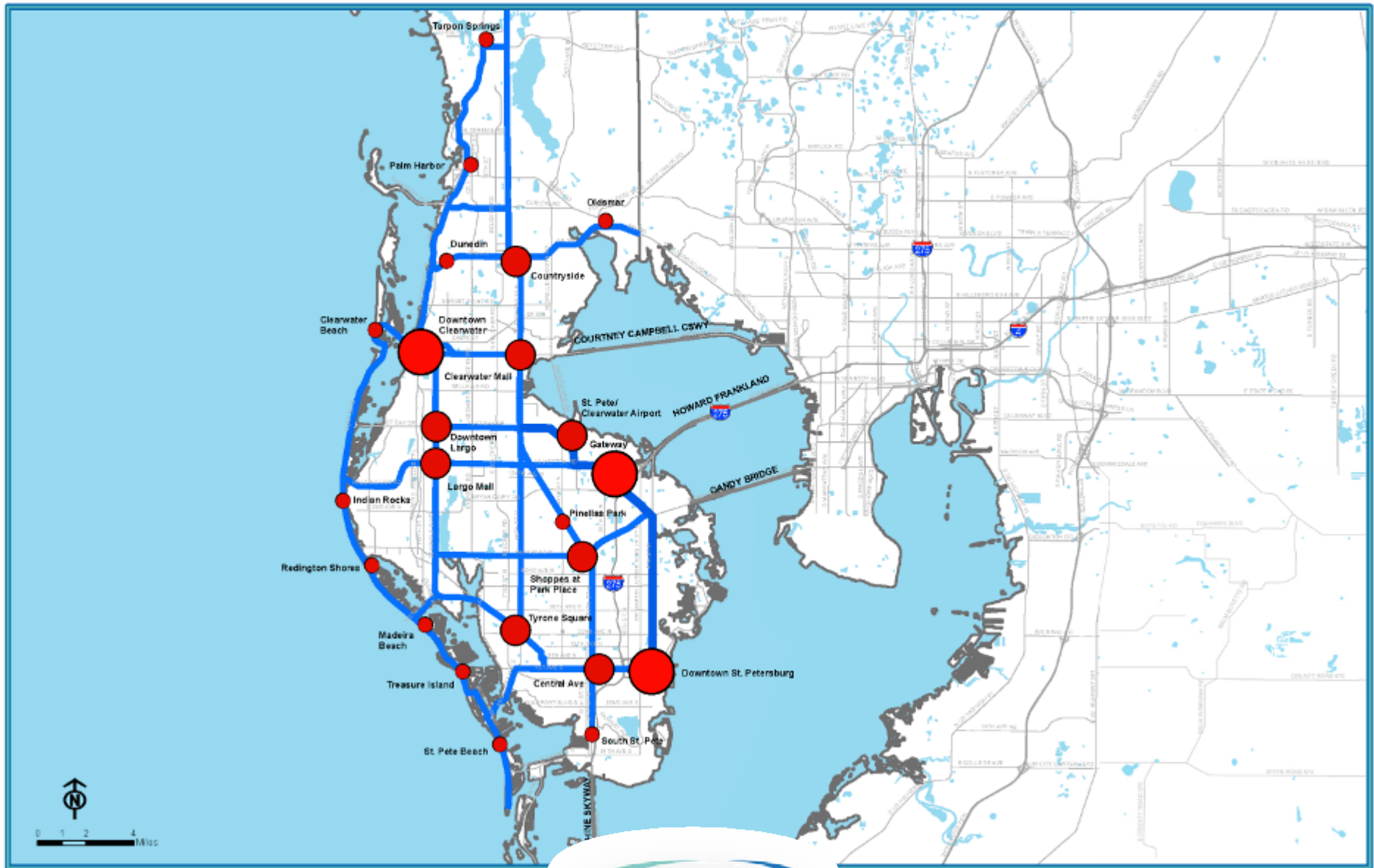




# Proposed Cross-Bay Express Bus Service

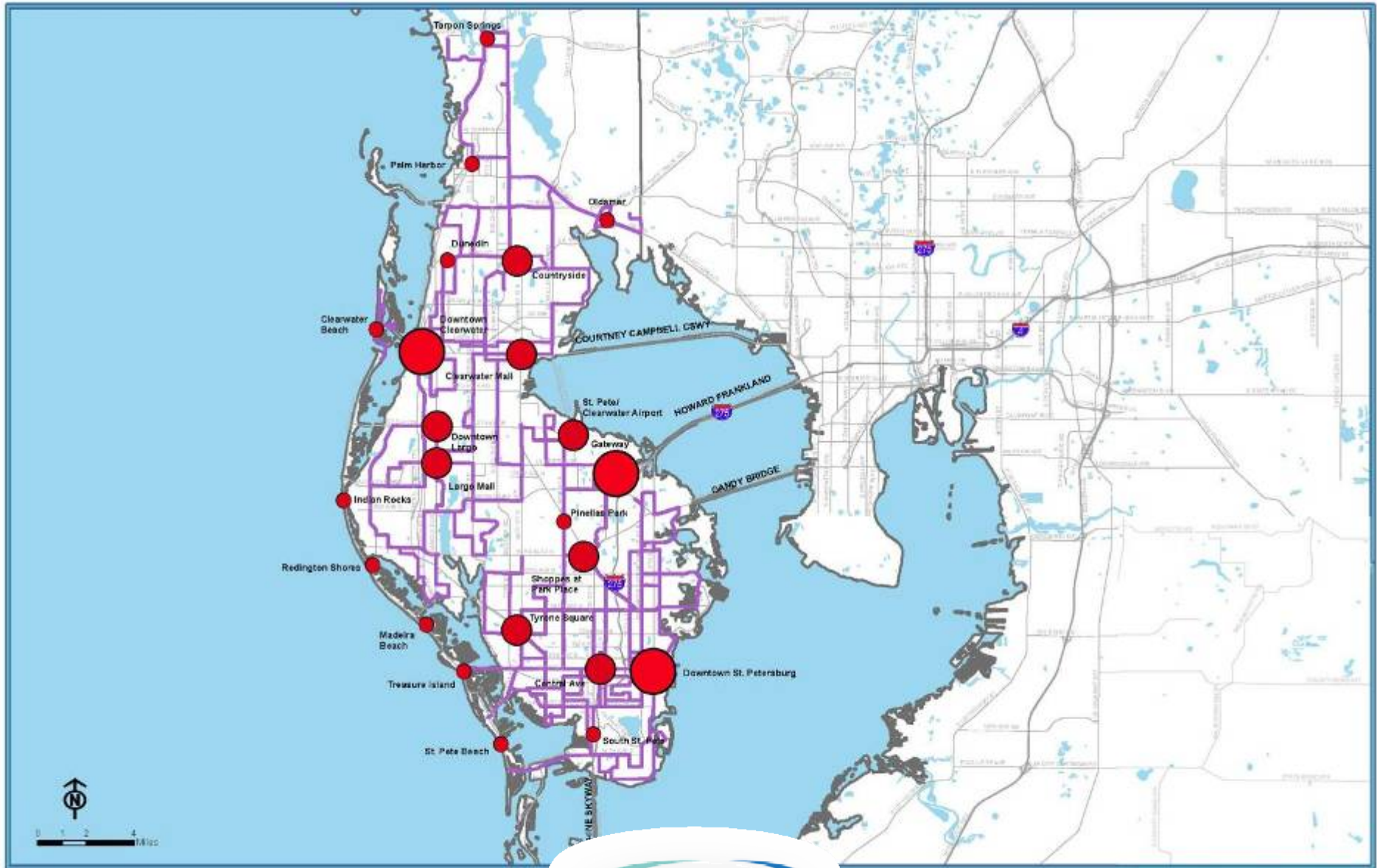


# Proposed PSTA Premium Bus Network

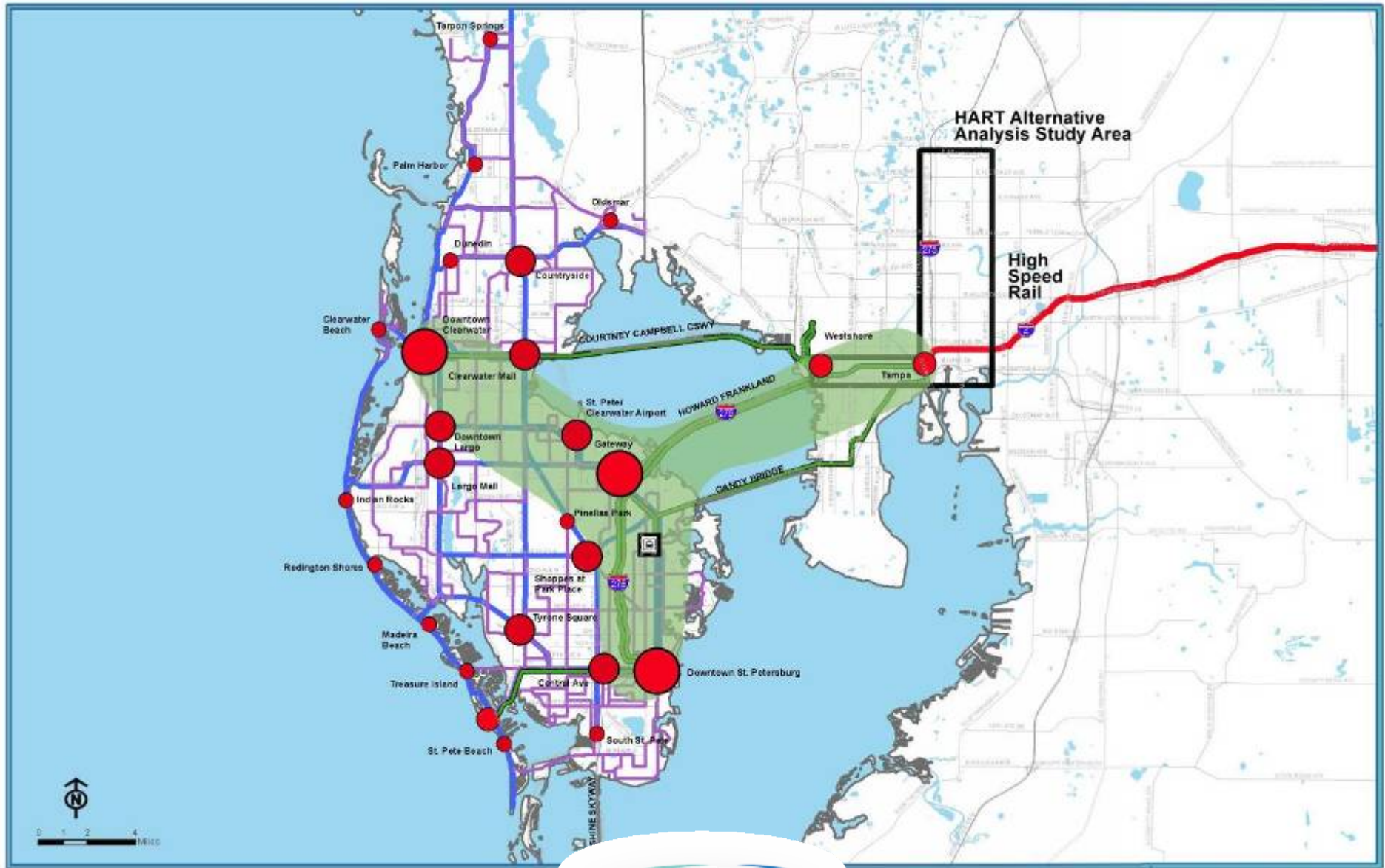




# Proposed PSTA Supporting Bus Network



# Transit Network Vision

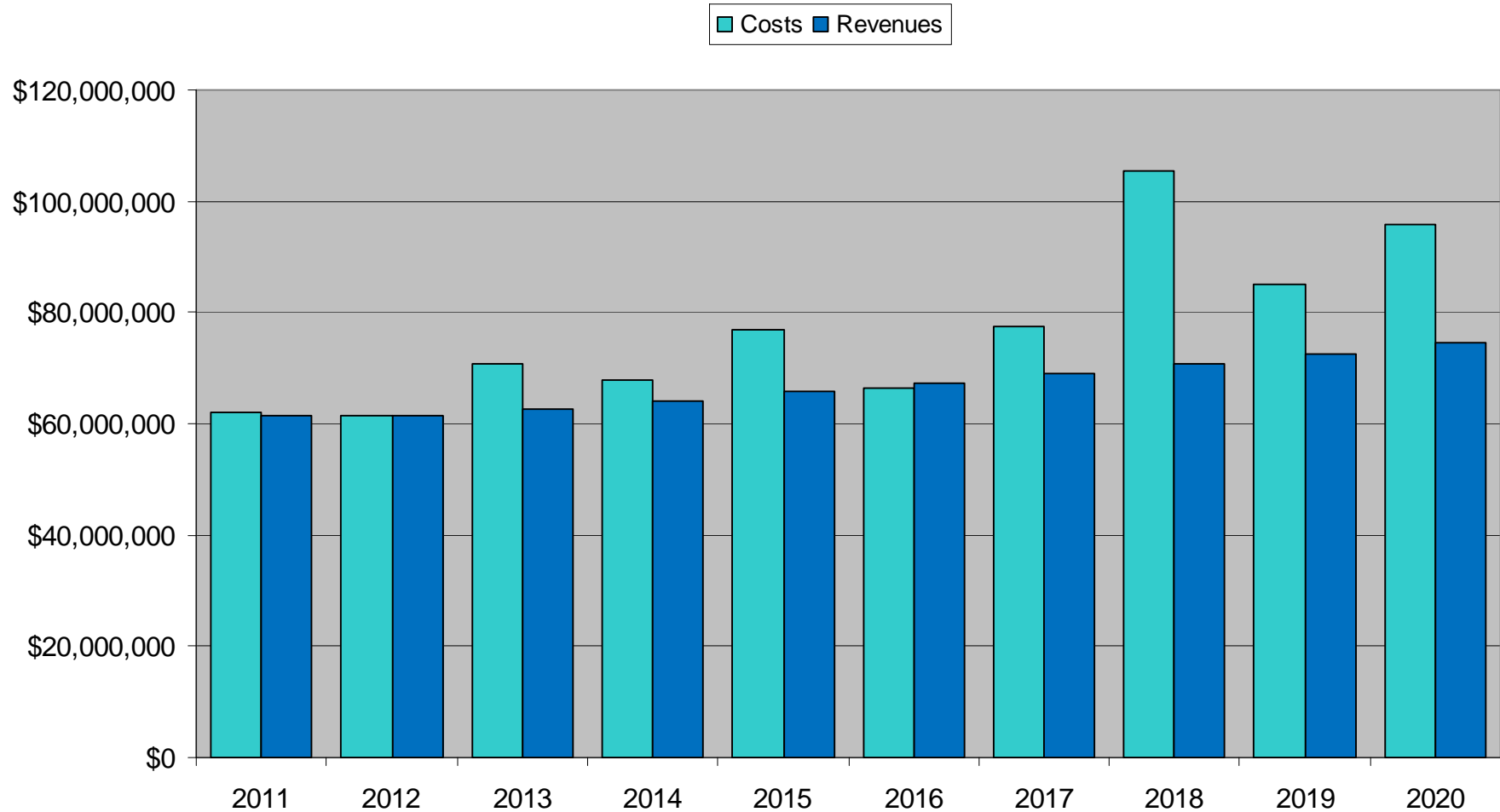


# Agenda

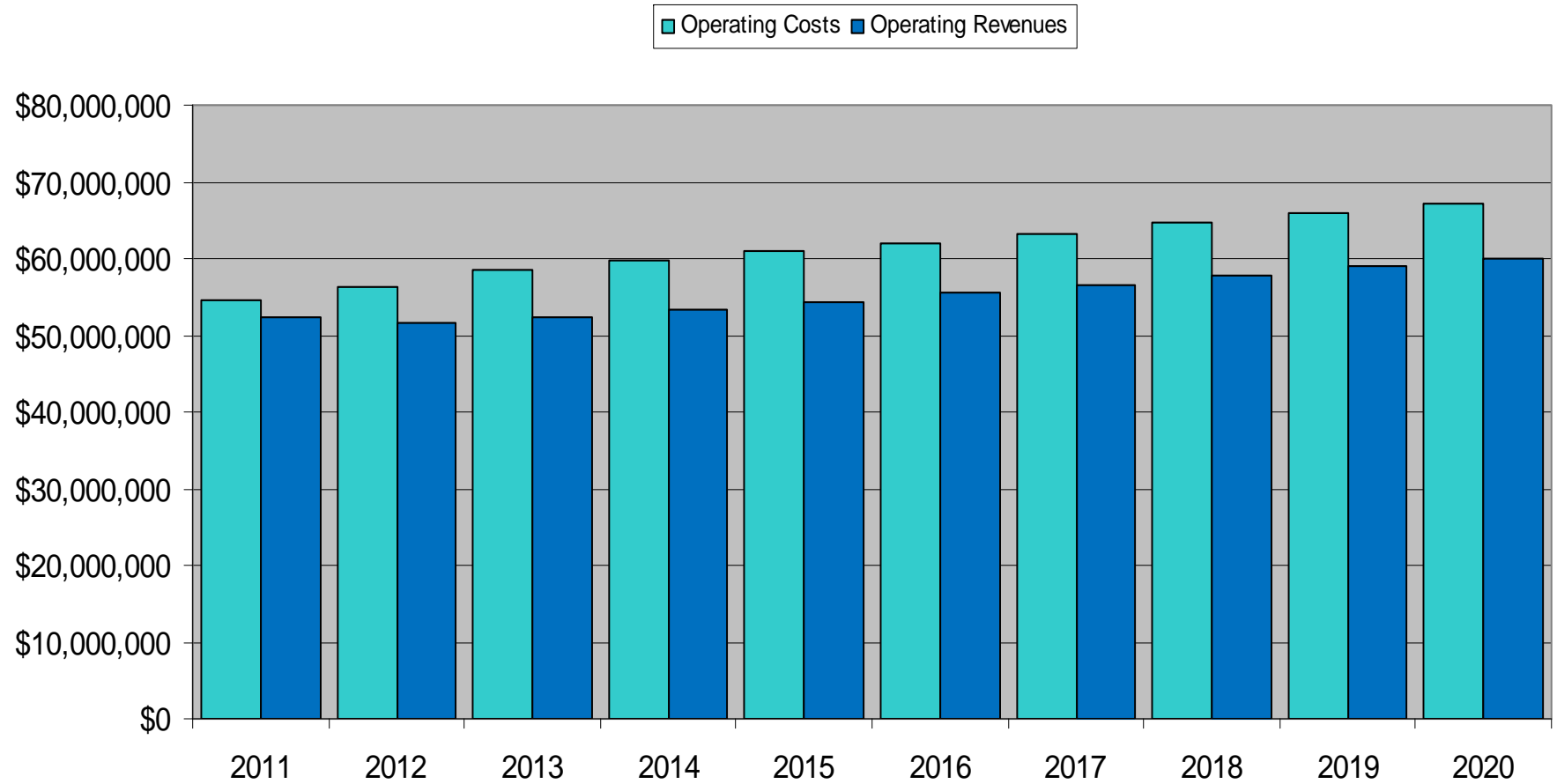
---

- Review of Transit Plans
- Current Operating & Capital Funding Shortfalls
- Unfunded Transit Needs: 2011-2035
  - Bus and Rail
  - Howard Frankland Bridge

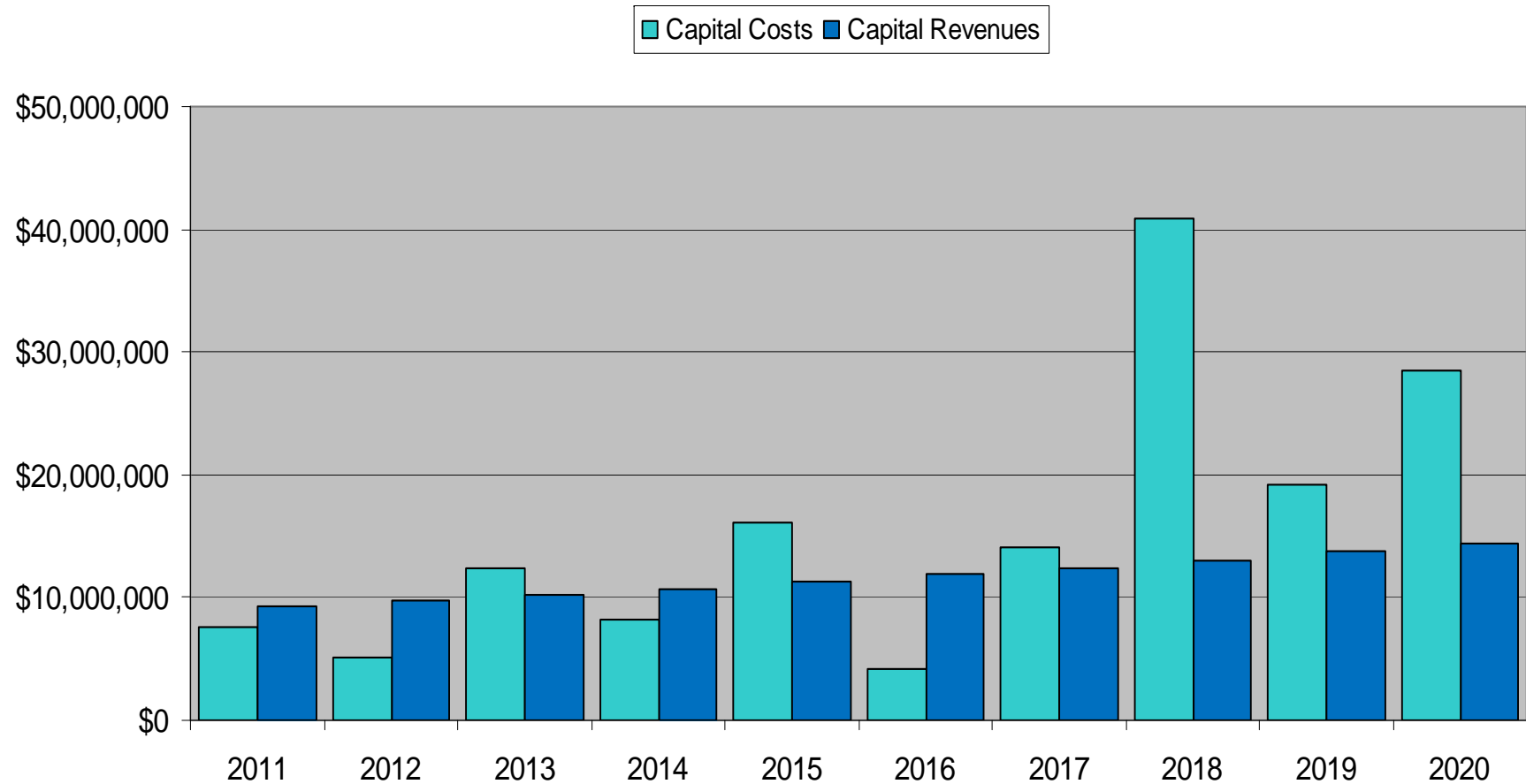
# Transit Plan Total Operating and Capital Revenue Projections



# Transit Plan Operating Budget Projections



# Transit Plan Capital Budget Projections



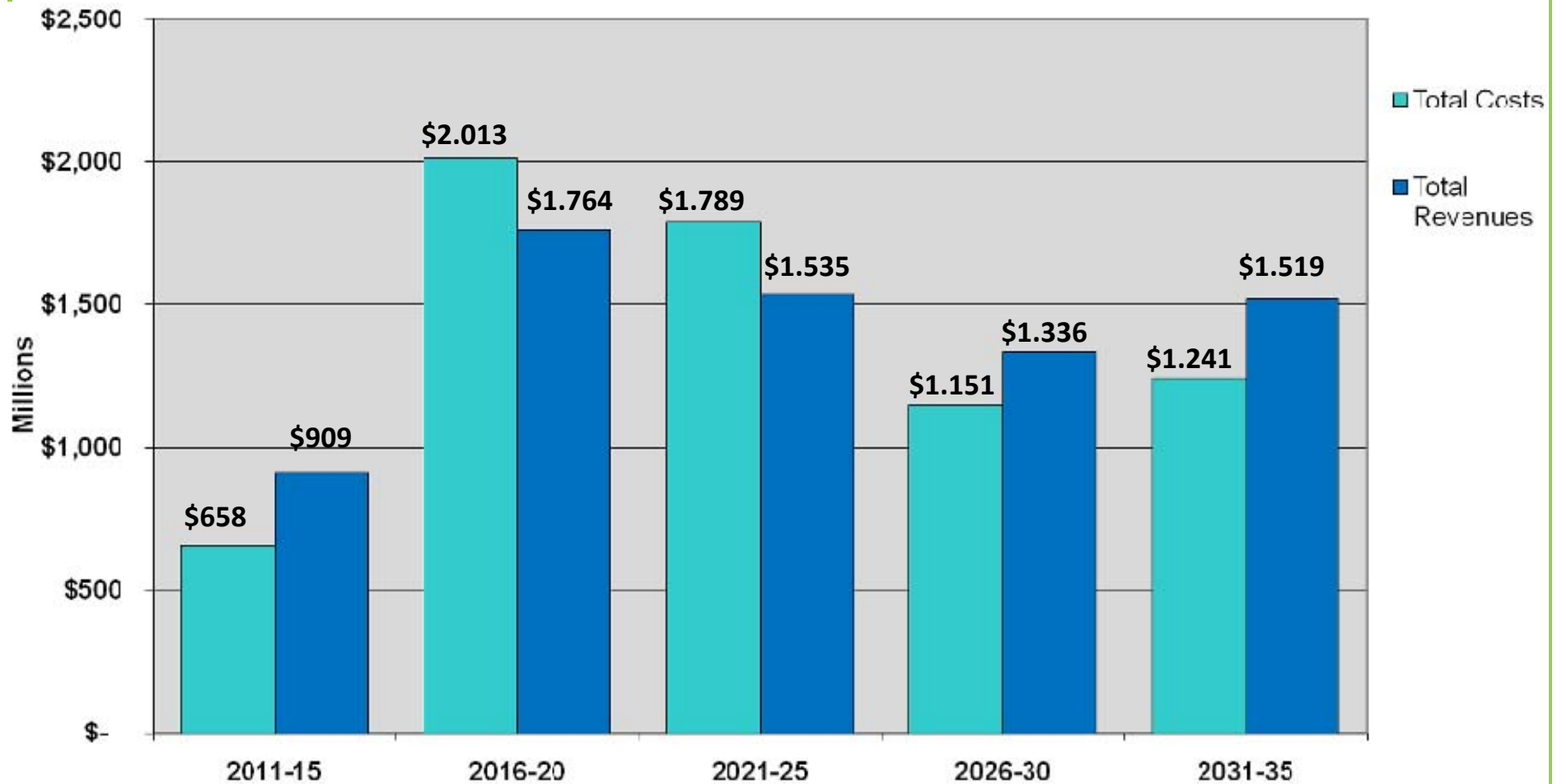


# Agenda

---

- Review of Transit Plans
- Current Operating & Capital Funding Shortfalls
- Unfunded Transit Needs: 2011-2035
  - Bus and Rail
  - Howard Frankland Bridge

# Transit Plan Combined Operating and Capital Costs and Revenues



Fixed Route Bus	2011-15	2016-20	2021-25	2026-30	2031-35	25-Year Total
<b>Costs</b>						
Operating	\$344,745,137	\$538,331,043	\$618,915,840	\$683,333,098	\$754,454,956	<b>\$2,939,780,074</b>
Capital	\$209,733,400	\$198,133,076	\$232,597,520	\$166,857,756	\$119,493,694	<b>\$926,815,445</b>
<b>Total</b>	<b>\$554,478,537</b>	<b>\$736,464,119</b>	<b>\$851,513,360</b>	<b>\$850,190,854</b>	<b>\$873,948,650</b>	<b>\$3,866,595,519</b>
<b>Revenues</b>						
Operating	\$373,403,205	\$510,037,002	\$365,471,984	\$868,156,962	\$1,032,639,345	<b>\$3,149,708,499</b>
Capital	\$209,733,400	\$198,133,076	\$232,597,520	\$166,857,756	\$119,493,694	<b>\$926,815,446</b>
<b>Total</b>	<b>\$583,136,605</b>	<b>\$708,170,078</b>	<b>\$598,069,505</b>	<b>\$1,035,014,718</b>	<b>\$1,152,133,039</b>	<b>\$4,076,523,945</b>
<b>Light Rail</b>						
<b>Costs</b>						
Operating	\$0	\$24,051,512	\$183,018,662	\$301,346,914	\$366,634,598	<b>\$875,051,686</b>
Capital	\$103,957,780	\$1,253,401,039	\$754,262,698	\$0	\$0	<b>\$2,111,621,518</b>
<b>Total</b>	<b>\$103,957,780</b>	<b>\$1,277,452,552</b>	<b>\$937,281,360</b>	<b>\$301,346,914</b>	<b>\$366,634,598</b>	<b>\$2,986,673,204</b>
<b>Revenues</b>						
Operating	\$0	\$24,051,512	\$183,018,662	\$301,346,914	\$366,634,598	<b>\$875,051,686</b>
Capital	\$325,864,361	\$1,031,494,459	\$754,262,698	\$0	\$0	<b>\$2,111,621,518</b>
<b>Total</b>	<b>\$325,864,361</b>	<b>\$1,055,545,971</b>	<b>\$937,281,360</b>	<b>\$301,346,914</b>	<b>\$366,634,598</b>	<b>\$2,986,673,204</b>
<b>Total Costs</b>	<b>\$658,436,317</b>	<b>\$2,013,916,671</b>	<b>\$1,788,794,720</b>	<b>\$1,151,537,768</b>	<b>\$1,240,583,247</b>	<b>\$6,853,268,723</b>
<b>Total Revenues</b>	<b>\$909,000,967</b>	<b>\$1,763,716,049</b>	<b>\$1,535,350,865</b>	<b>\$1,336,361,631</b>	<b>\$1,518,767,636</b>	<b>\$7,063,197,148</b>
<b>Revenues minus Costs</b>	<b>\$250,564,650</b>	<b>(\$250,200,622)</b>	<b>(\$253,443,856)</b>	<b>\$184,823,863</b>	<b>\$278,184,389</b>	<b>\$209,928,425</b>
<b>Rollover</b>	<b>\$0</b>	<b>\$250,564,650</b>	<b>\$364,028</b>	<b>(\$253,079,827)</b>	<b>(\$68,255,964)</b>	
<b>Surplus/Shortfall</b>	<b>\$250,564,650</b>	<b>\$364,028</b>	<b>(\$253,079,827)</b>	<b>(\$68,255,964)</b>	<b>\$209,928,425</b>	<b>\$209,928,425</b>



# Pinellas County Alternatives Analysis (AA)

## Howard Frankland Bridge PD&E Study

- Includes Transit Corridor Evaluation
- LRTP Construction Cost Estimate: \$675 Million
  - Includes Transit Elements
  - Bridge Construction Costs not Included in PSTA Transit Plan
  - Federal & State Funding Required for the Connection

# Howard Frankland Bridge Funding is Major Unresolved Issue





# Discussion



# PINELLAS 2035

LONG RANGE TRANSPORTATION PLAN

---

**PINELLAS COUNTY  
METROPOLITAN PLANNING  
ORGANIZATION**



# About the MPO

- Established in 1977 pursuant to Federal Highway Act and Florida Statutes
- MPOs are federally mandated for urban areas with populations of 50,000 or more
- Governed by 11-member board representing local governments and Pinellas Suncoast Transit Authority. Florida Department of Transportation representative is non-voting member
- Guide local decision making on transportation issues
- Set priorities for state and federal funding allocated to transportation projects in Pinellas County

# About the MPO - Responsibilities

- Long range plan for major travel modes
- Transportation improvement program
- Congestion management and ITS
- Bicycle and pedestrian facility planning
- Transit planning in cooperation with PSTA
- Citizen participation and outreach
- Air quality
- Transportation Disadvantaged Program
- Local government support (Mobility Plan, Impact Fee Ordinance, Livable Communities, Concurrency Management)



# LRTP Purpose

- Guides use of state and federal dollars for transportation projects in Pinellas County
- Identifies transportation needs and improvements necessary to address them
- Establishes a transportation policy framework in coordination with city and county Comprehensive Plans
- Assesses available revenue and costs associated with projects identified in LRTP
- Addresses capital projects and operations/management of transportation system, which includes all major modes of travel



# Key Transportation Issues

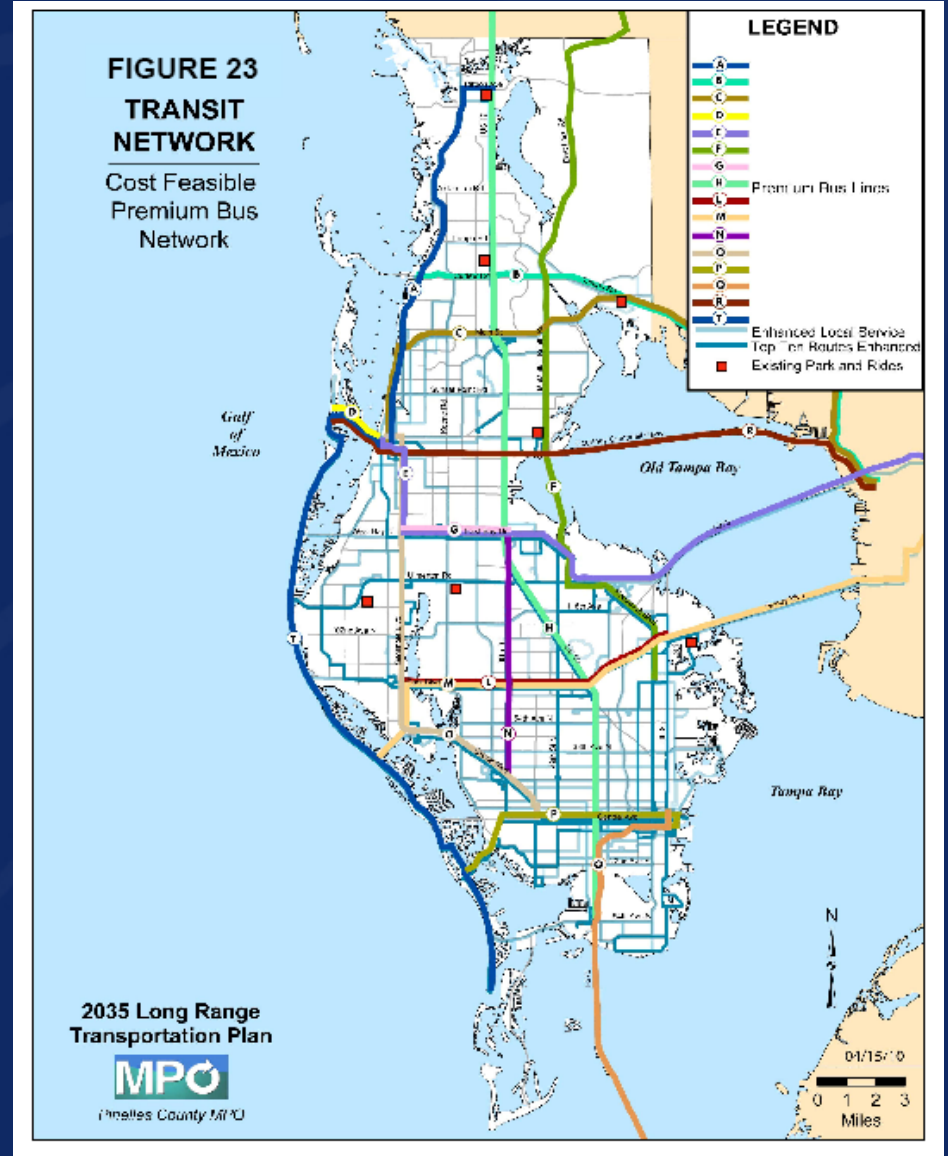
- Safety and security
- Energy and climate change
- Sustainability
- Economy/Jobs
- Regional demands
- Funding





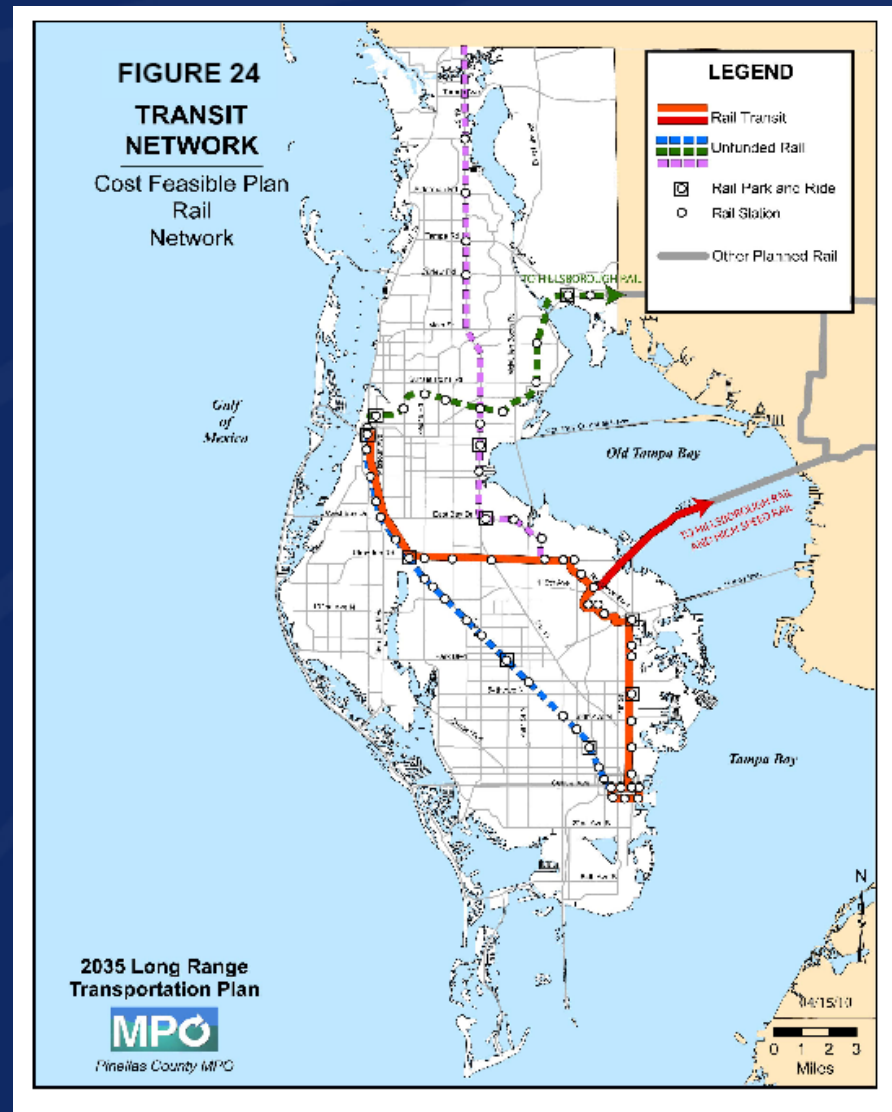
# Transit – Premium Bus Service

- Increased service frequency to 15 and 30 minutes on top corridors
- More connector and feeder buses



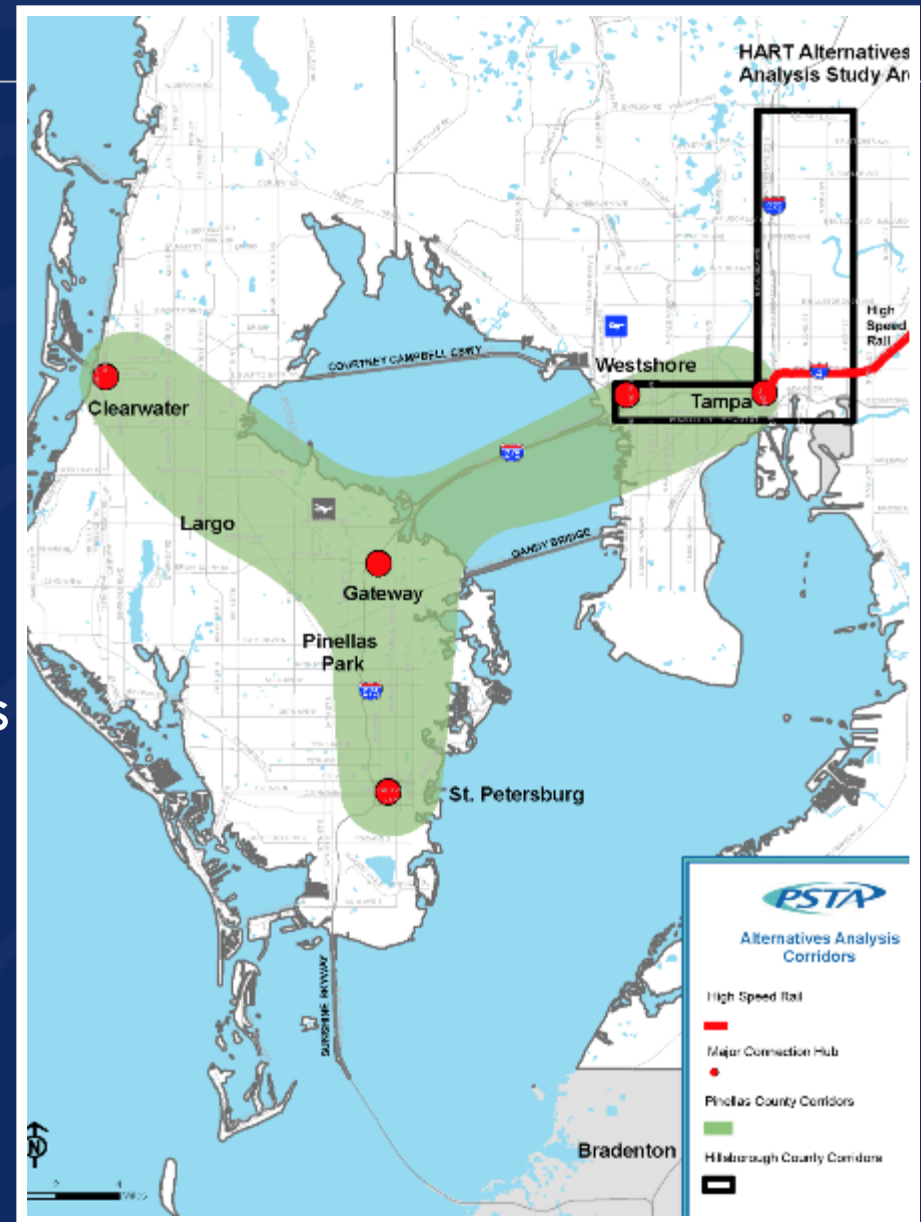
# Transit - Rail

- Relatively high speeds and quick acceleration/deceleration
- At grade and share right of way with vehicles and pedestrians
- Unfunded - Blue/Purple Lines and Green construction



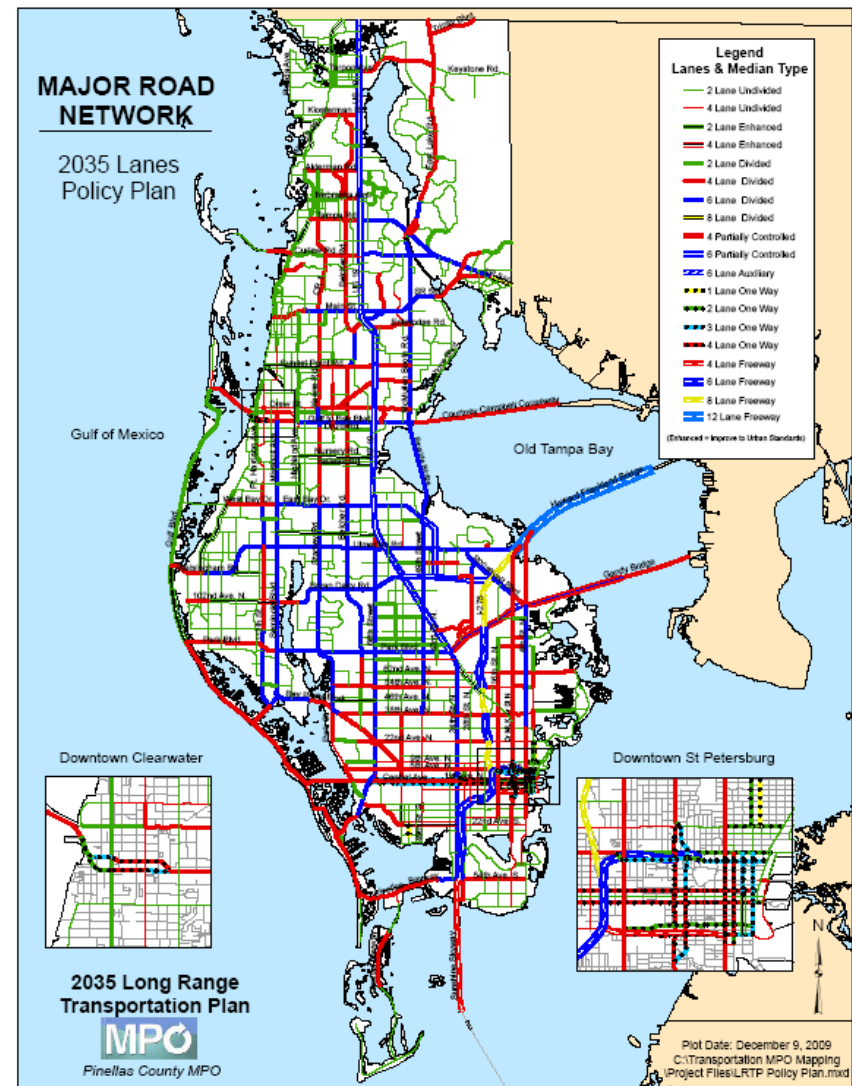
# Transit - Rail

- Relatively high speeds and quick acceleration/deceleration
- At grade and share right of way with vehicles and pedestrians
- Unfunded - Blue/Purple Lines and Green construction



# Highways

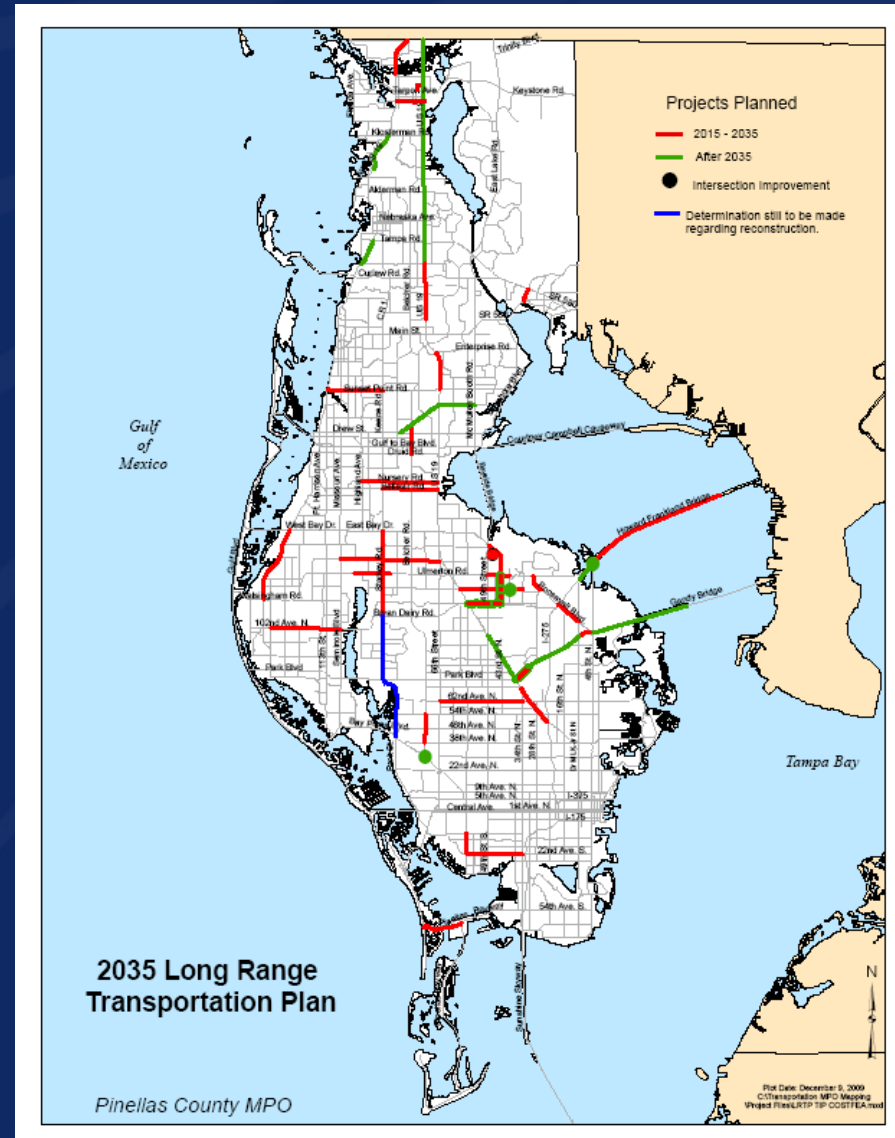
- Scheduled and planned road improvements for 2035
- LRTP objectives address:
  - traffic congestion
  - safety
  - emergency evacuation
  - intermodal access
  - goods movement
  - regional travel
  - access to major trip destinations



# Highways

Focus on enhancing key corridors

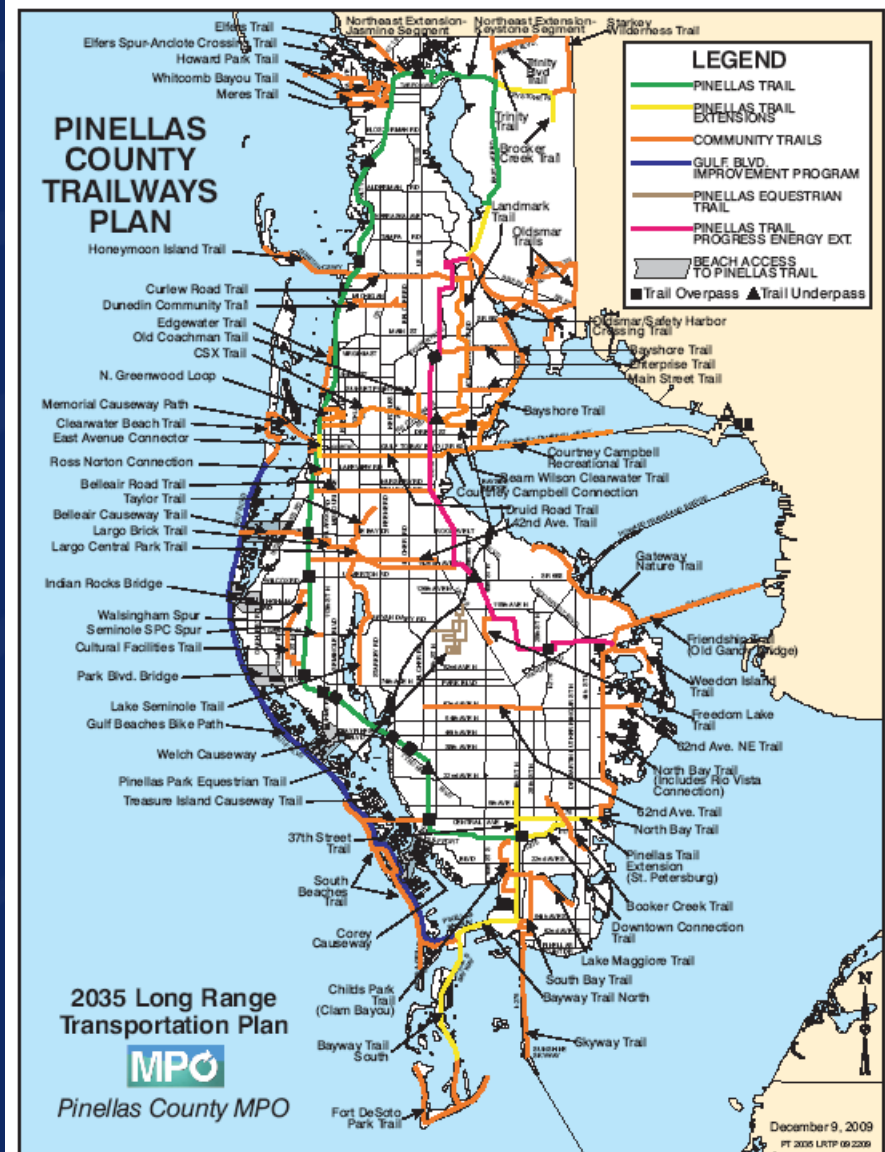
- US Highway 19
- CR 296/Future SR 690
- Roosevelt Blvd
- Ulmerton Road
- Gandy Blvd
- Keystone Road
- CR 1/Starkey Road



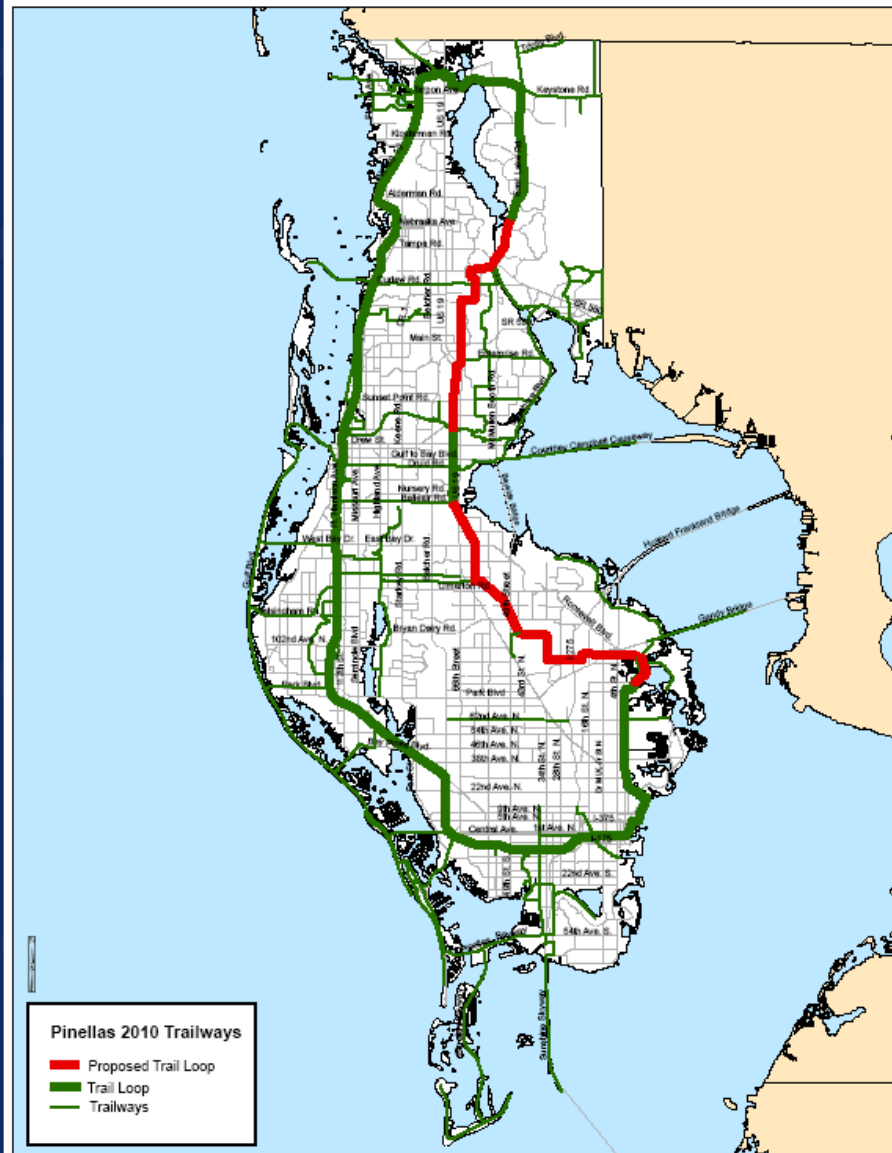
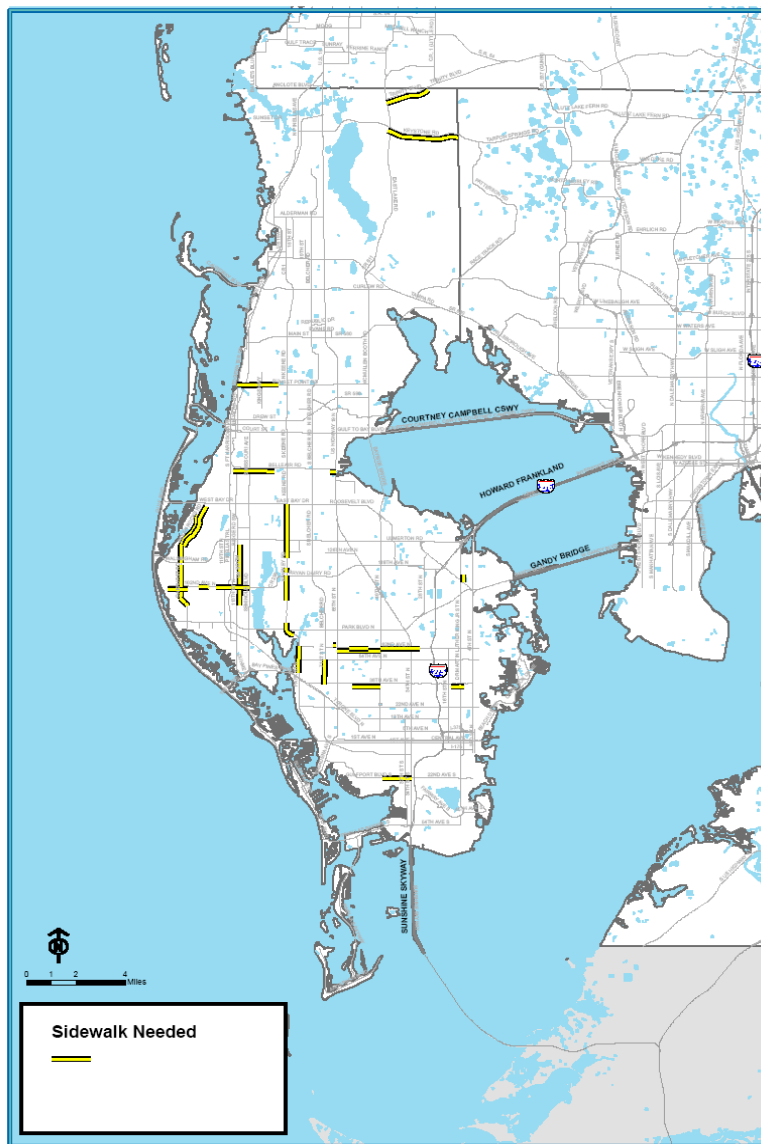


# Trailways

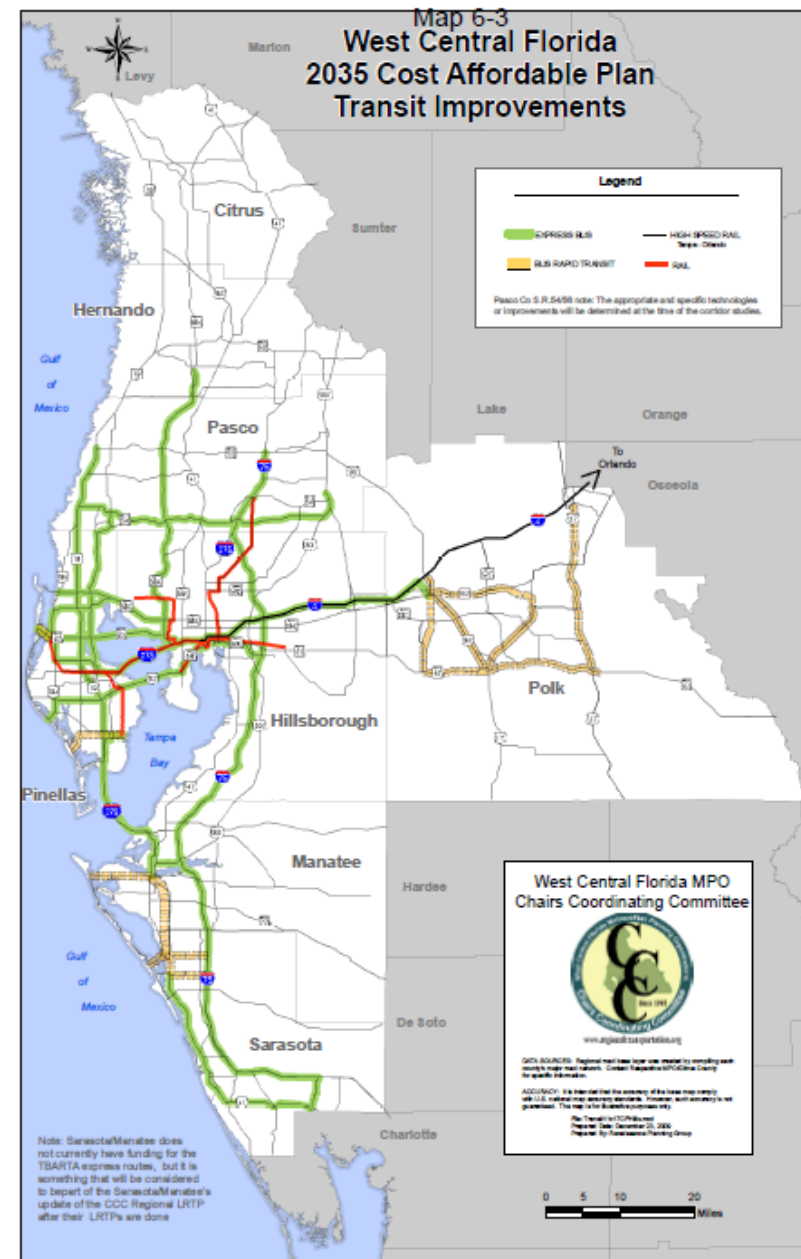
- Increase bicycle travel for commuting as well as recreational purposes
- Centerpiece of Trailways Plan is the 75-mile Pinellas Trail Loop, which incorporates existing and planned sections of the Pinellas Trail as well as the Progress Energy Trail
- Key projects currently scheduled/under construction:
  - North Bay Trail
  - Oldsmar Trails
  - Booker Creek Trail
  - Skyway Trail



# Bicycle & Pedestrian Improvements



# Regional Transportation Transit Plan



# Questions?

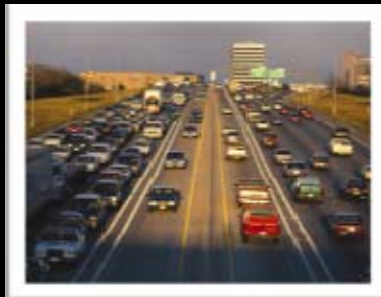
For more information:

[www.pinellascounty.org/mpo](http://www.pinellascounty.org/mpo)

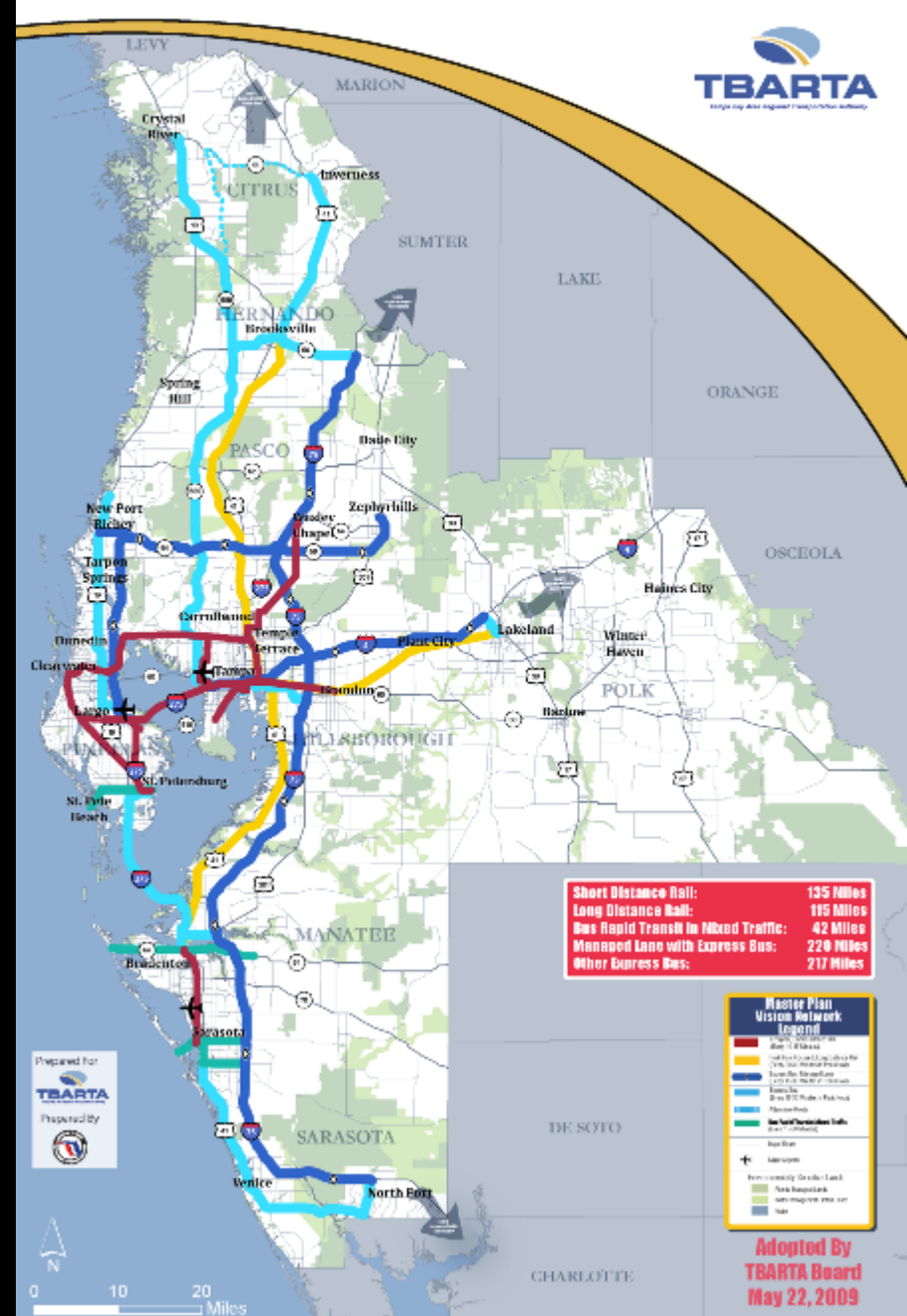
[mpo@pinellascounty.org](mailto:mpo@pinellascounty.org)

# TBARTA Vision

## A Balanced, Multimodal System



## Long-Term Regional Network





# TBARTA Mid-Term Network: *How The Pieces Fit*



# High Speed Rail: Tampa to Orlando



# Sun Rail



# HART Alternatives Analysis (AA)



# SCAT Bus Rapid Transit (BRT)





# North Port to SCAT BRT



# SCAT BRT Extension



# Clearwater to Gateway to St. Petersburg



# Howard Frankland Bridge

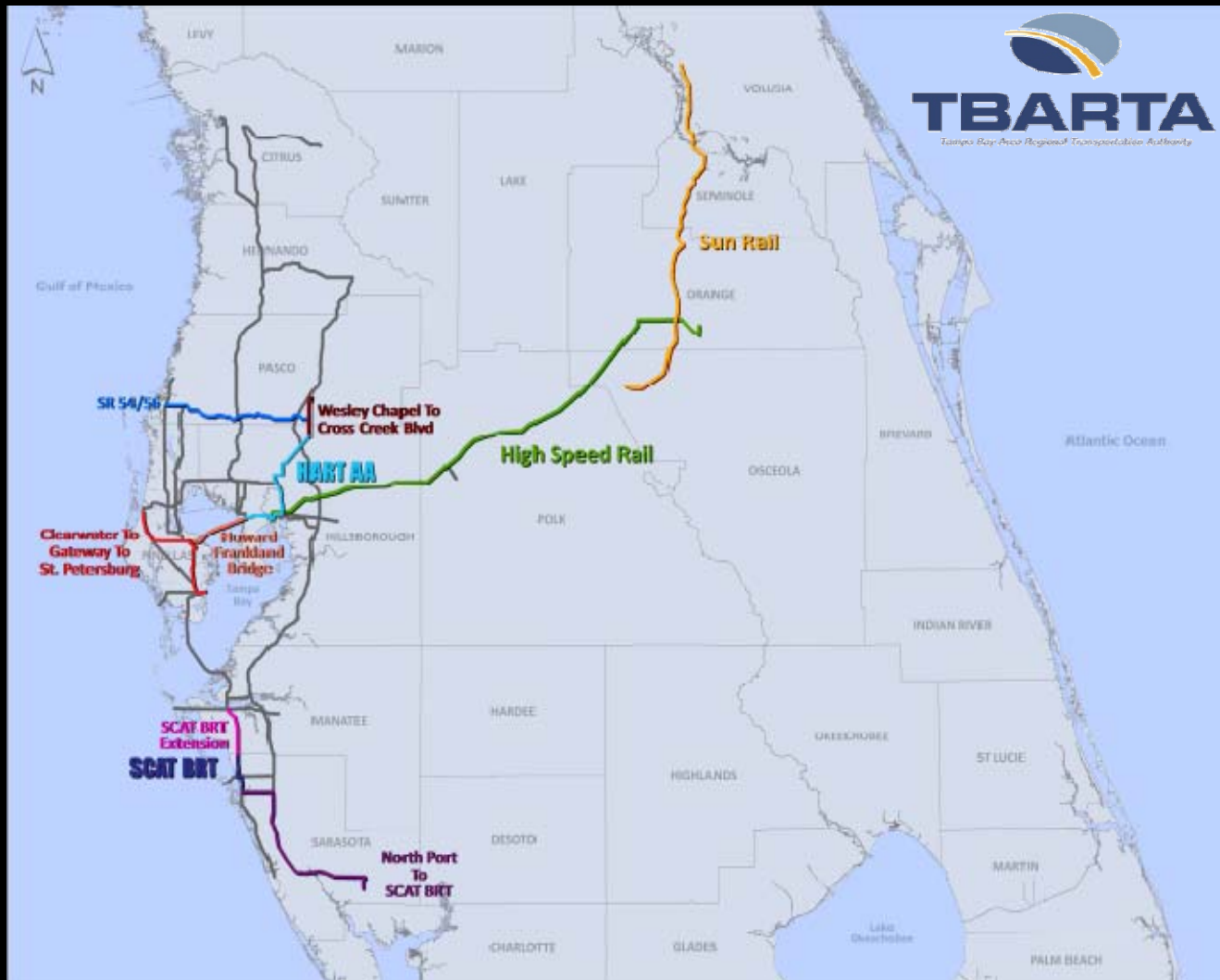


# Wesley Chapel to Cross Creek Boulevard

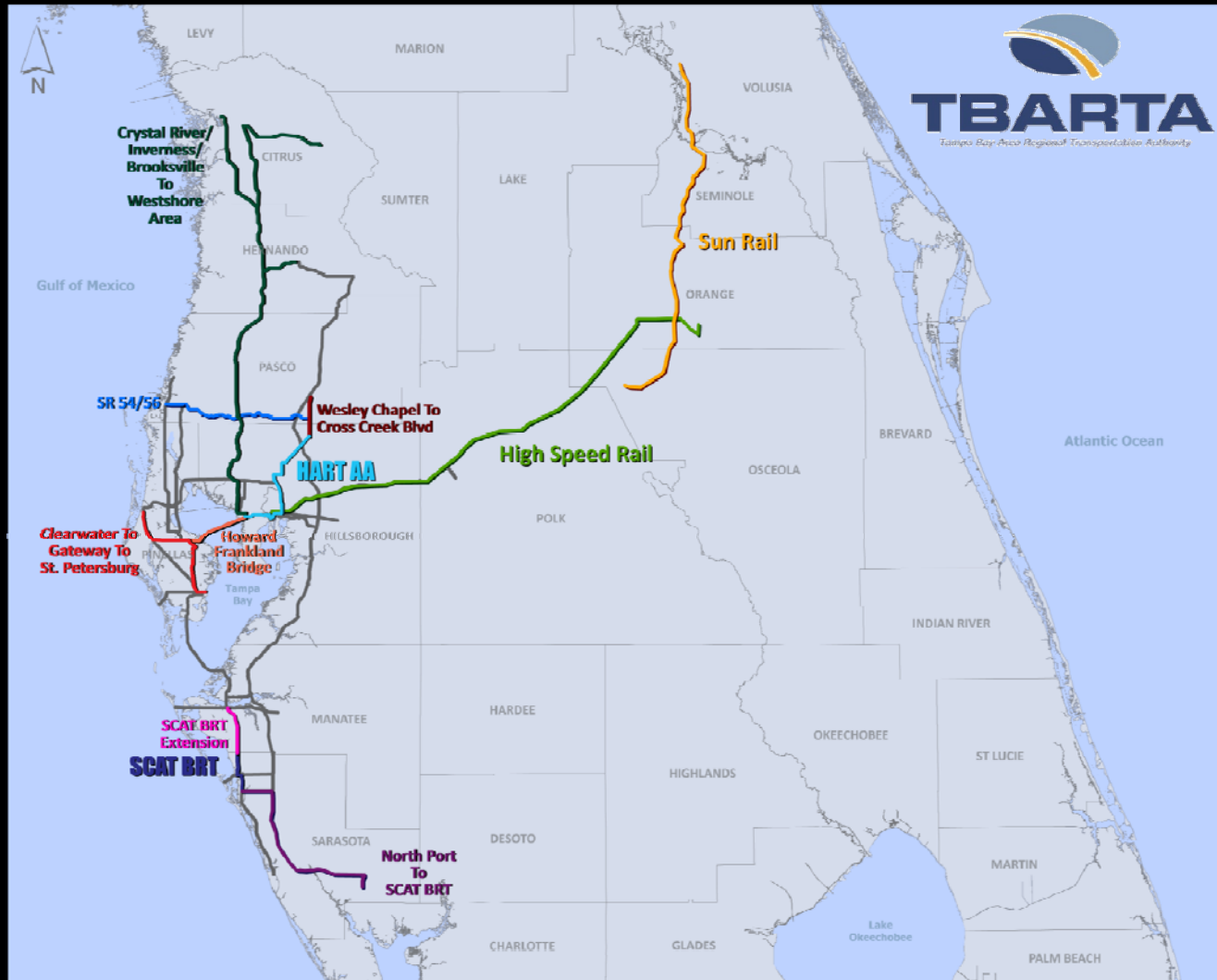




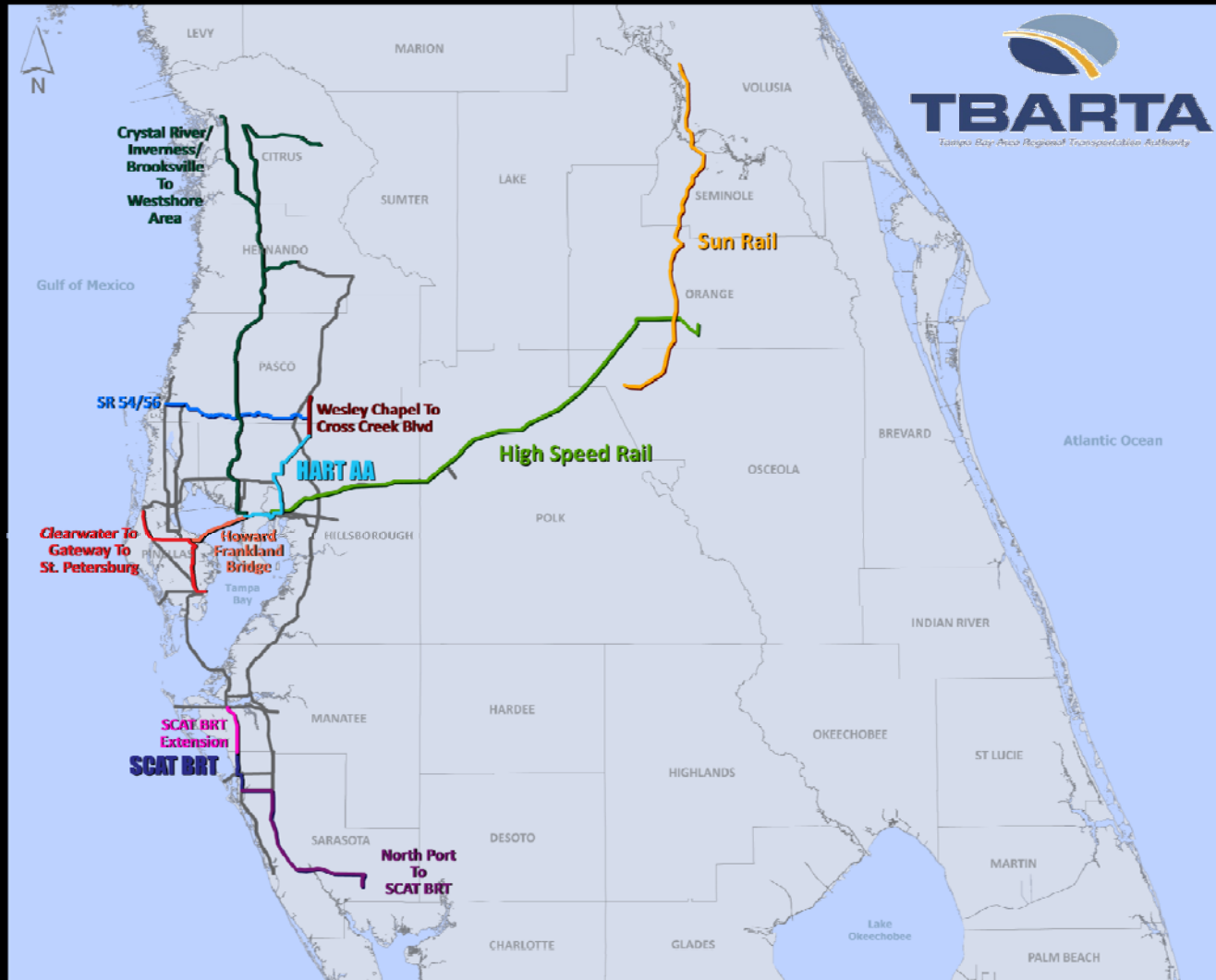
# SR 54/56



# Crystal River/Inverness/Brooksville to Westshore



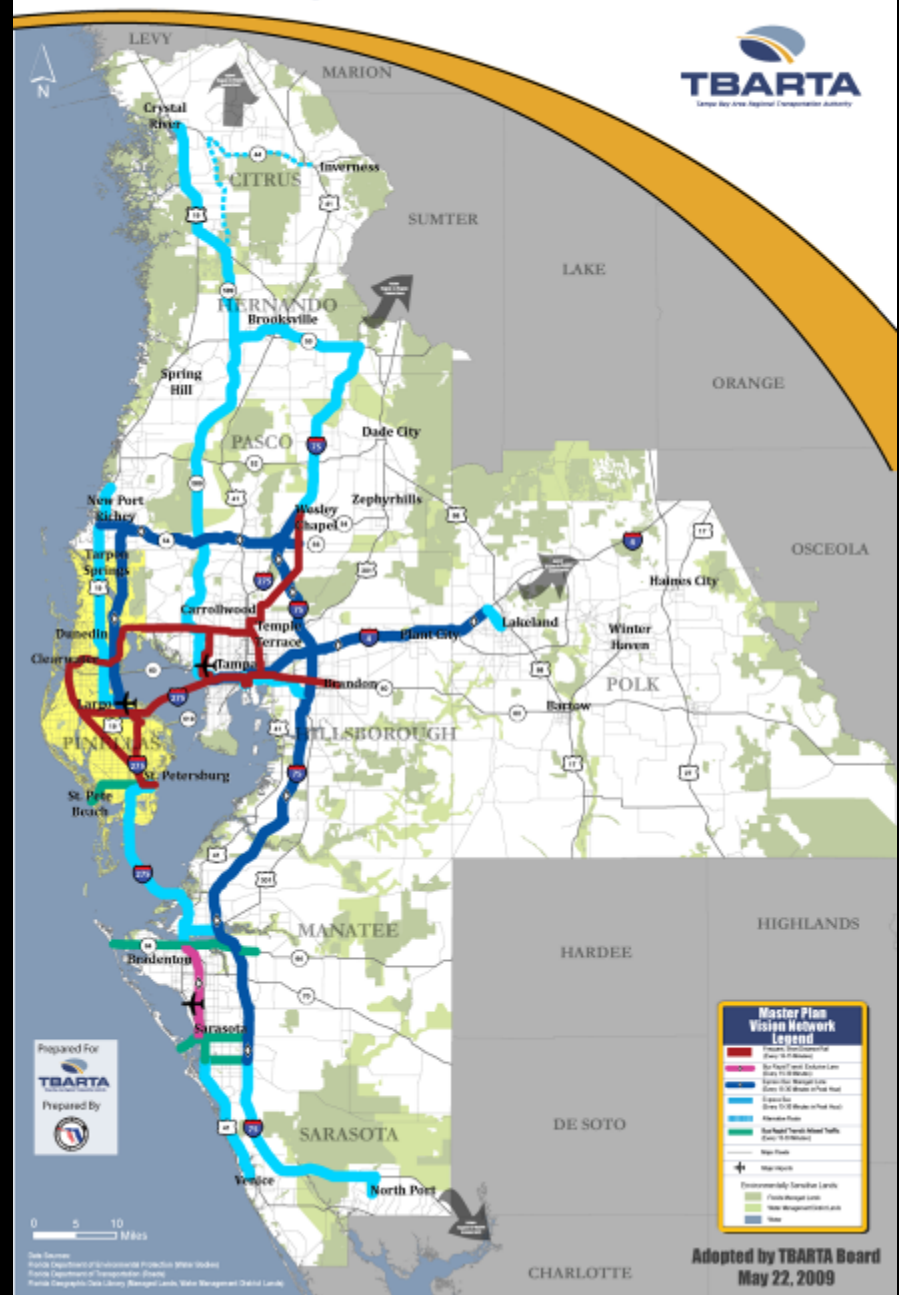
# TBARTA Mid-Term Network: *How The Pieces Fit*



# Pinellas County: Mid-Term

- McMullen Booth Managed Lanes
- LRT Extension on I-275 from St. Petersburg to Hillsborough
- Rail from Clearwater to Gateway
- Rail from Largo to St. Petersburg
- Sunshine Skyway Express Bus from St. Petersburg to Bradenton
- US 19 Express Bus from Gateway to Pasco
- Rail from Clearwater/North Pinellas to Hillsborough (north of airport)

## Mid-Term Regional Network



# Mid-Term Network

- 116 miles Short-distance rail  
*44% in Pinellas*
- 159 miles of Managed Lanes with Express Bus  
*8% in Pinellas*
- 226 miles of other Express Bus  
*7% in Pinellas*
- 12 miles of BRT in Exclusive Lanes
- 42 miles of BRT in Mixed Traffic  
*19% in Pinellas*





# Supporting Network

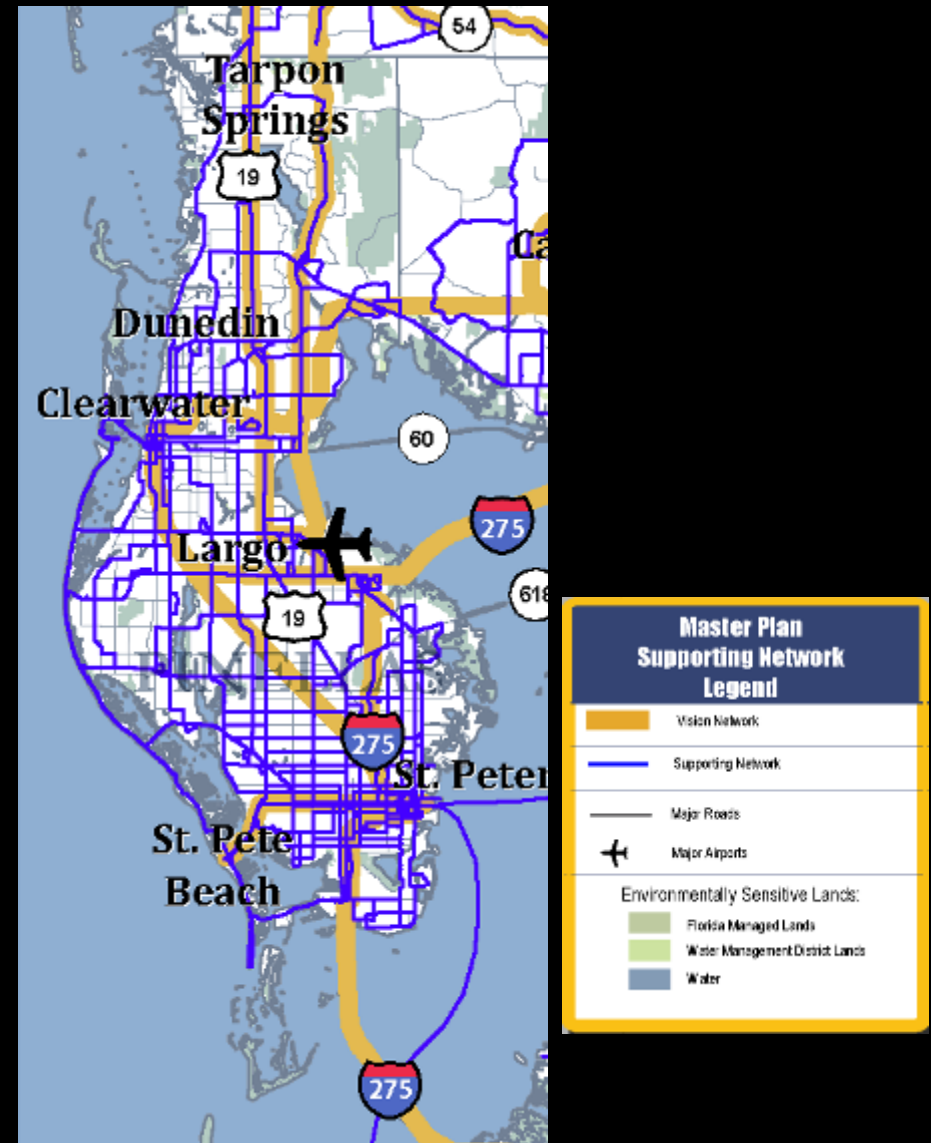
## Pinellas County:

Mid-Term Supporting Network:

*Over 1 ½ times the existing service*

Long-Term Supporting Network:

*Almost 2 ½ times the existing service*



# Master Plan Cost Ranges – Short Distance Rail

## Wesley Chapel to Tampa and St. Petersburg

- Capital: \$2,896M to \$5,730M
- Annual Operating & Maintenance: +/- \$39.1M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$3,892M (Pasco, Pinellas, Hillsborough)

## Clearwater to Carillon-Gateway and Tampa

- Capital: \$2,051M to \$3,654M
- Annual Operating & Maintenance: +/- \$25.0M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$3,454M (Pinellas, Hillsborough)

# Master Plan Cost Ranges – Short Distance Rail

## Clearwater CBD / North Pinellas to USF Area

- Capital: \$1,048M to \$3,053M
- Annual Operating & Maintenance: +/- \$23.1M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$3,455M (Pinellas, Hillsborough)

## Clearwater CBD to St. Petersburg CBD

- Capital: \$672M to \$1,823M
- Annual Operating & Maintenance: +/- \$17.2M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$1,819M (Pinellas)

# Master Plan Cost Ranges – Northern Bus Service

## U.S. 19

- Capital: \$37M to \$167M
- Annual Operating & Maintenance: +/- \$5.9M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$2,255M (Pasco, Pinellas)

## McMullen Booth Rd. and East Lake Rd.

- Capital: \$1,275M to \$1,605M
- Annual Operating & Maintenance: +/- \$3.2M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$2,255M (Pasco, Pinellas)

# Master Plan Cost Ranges – Southern Bus Service

## I-275, Sunshine Skyway

- Capital: \$15M to \$67M
- Annual Operating & Maintenance: +/- \$3.2M
- Supporting Network Needed for Counties Affected by Corridor: +/- \$2,315M (Manatee, Pinellas)

## Central Avenue

- Capital: \$7.5M (provided by PSTA)
- Annual Operating & Maintenance: \$3.3M (provided by PSTA)
- Supporting Network Needed for Counties Affected by Corridor: +/- \$1,819M (Pinellas)

# Future Meetings

---

- **Next Transportation Task Force Meeting**  
Monday October 18, 2010, 1:30 p.m.  
Tampa Bay Regional Planning Council  
4000 Gateway Centre Boulevard,  
Suite 100, Pinellas Park