



## Staff Report

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**File #:** 15-174, **Version:** 1

**Agenda Date:** 11/10/2015

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**Subject:**

Resolution to approve amendments to the Community Redevelopment Plan of the City of St. Petersburg for the Intown Redevelopment Area (companion to items 12 and 13).

**Recommended Action**

Public Hearing for adoption of a resolution approving amendments to the Community Redevelopment Plan of the City of St. Petersburg for the Intown Redevelopment Area.

**Strategic Plan:**

Foster Continual Economic Growth and Vitality

- 4.1 Proactively attract and retain businesses with targeted jobs to the county and the region
- 4.3 Catalyze redevelopment through planning and regulatory programs
- 4.4 Invest in infrastructure to meet current and future needs
- 4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

**Summary:**

An Interlocal Agreement was executed on June 2, 2015, between the City of St. Petersburg (City) and Pinellas County for Governance of the South St. Petersburg Community Redevelopment Area (CRA), which specified certain amendments to the Intown Redevelopment Plan (IRP), related Interlocal Agreement and the Intown Redevelopment Trust Fund in order to effectuate establishment of the South St. Petersburg CRA Redevelopment Trust Fund.

On September 3, 2015, the City approved Ordinance 192-H adopting amendments to the IRP in fulfillment of the June 2, 2015 Interlocal Agreement. The County, in accordance with Ch. 163.360 and 163.361 F.S., and County Resolution 08-35, must review and approve the amendments. The proposed amendments are summarized below:

1. Increasing the redevelopment program budget by \$20 million to fund improvements identified in the Downtown Waterfront Master Plan for the Pier District.
2. Updating descriptions to reflect current conditions on downtown blocks.
3. Updating maps and graphics.
4. Amending Appendix A to contain a summary of the Intown Redevelopment Plan's legal documents.
5. Correcting scrivener's errors.

Concurrent with this resolution, the Board will review (1) an ordinance amending the Intown Redevelopment Trust Fund, and (2) amendments to the Intown Redevelopment Area Interlocal Agreement.

**Background Information:**

N/A

**Fiscal Impact:**

The amendments will increase the IRP program budget by \$20 million to fund improvements in the Downtown Waterfront Master Plan for the Pier District that will be funded through tax increment financing revenues. The County's annual tax increment contribution to the IRP redevelopment trust fund will decrease from 95% to 85% for the remainder of the life of the Intown Community Redevelopment Area/Trust Fund (see companion agenda item amending the Intown Redevelopment Trust Fund).

**Staff Member Responsible:**

Gordon Beardslee, Director, Planning

**Partners:**

City of St. Petersburg

**RESOLUTION NO.**

**RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PINELLAS COUNTY, FLORIDA; APPROVING AMENDMENTS TO THE COMMUNITY REDEVELOPMENT PLAN OF THE CITY OF ST. PETERSBURG, FLORIDA FOR THE INTOWN REDEVELOPMENT AREA (INTOWN REDEVELOPMENT PLAN) PURSUANT TO THE COMMUNITY REDEVELOPMENT ACT OF 1969, CHAPTER 163, PART III, FLORIDA STATUTES; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of St. Petersburg, Florida ("CITY COUNCIL") petitioned the Board of County Commissioners of Pinellas County, Florida, ("BOARD") for a delegation of authority and powers under the Community Redevelopment Act to accomplish redevelopment of areas in the Intown Design and Development Program areas; and

**WHEREAS**, the BOARD by its Resolution No. 81-465 dated June 30, 1981, delegated to the CITY COUNCIL, the power and authority to conduct redevelopment activities as defined in the Redevelopment Act for the Intown Design and Development Program (IDDP) and to act as the Redevelopment Agency for the IDDP; and

**WHEREAS**, the CITY COUNCIL, by its Resolution No. 81-1401 declared an area of the City described in said Resolution to be a slum or blighted area (the "Redevelopment Area"); and

**WHEREAS**, the CITY COUNCIL declared itself to be a redevelopment agency to carry out the redevelopment of the area determined to be a slum or blighted area; and

**WHEREAS**, the BOARD, by its Resolution No. 81-794 dated November 17, 1981, approved the Intown Design and Development Plan for Downtown St. Petersburg; and

**WHEREAS**, by Ordinance No. 557-F the CITY COUNCIL approved on March 18, 1982, a redevelopment plan pursuant to the Community Redevelopment Act of 1969; and

**WHEREAS**, by Ordinance No. 569-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on April 15, 1982; and

**WHEREAS**, by Ordinance No. 570-F the CITY COUNCIL established a redevelopment trust fund in accordance with the provisions of Section 163.387, Florida Statutes; and

**WHEREAS**, the BOARD, by its Ordinance No. 82-24, dated August 3, 1982, approved the Intown Redevelopment Plan submitted to the Board and the creation of the redevelopment trust fund by the City of St. Petersburg, Florida, and provided for the appropriation of tax increment revenues of the County to the redevelopment trust fund; and

**WHEREAS**, the BOARD, by its Resolution No. 82-591, dated December 7, 1982, clarified the language of Resolution No. 81-465 to make clear that the City of St. Petersburg is delegated the power of eminent domain in the Intown Design and Development Program Area pursuant to Chapter 163 of the Florida Statutes; and

**WHEREAS**, by Ordinance No. 622-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on January 20, 1983; and

**WHEREAS**, by Ordinance No. 641-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on March 1, 1983; and

**WHEREAS**, by Ordinance No. 654-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on May 19, 1983 that, on information and belief, was approved by the BOARD; and

**WHEREAS**, by Ordinance No. 669-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on September 1, 1983 that, on information and belief, was approved by the BOARD; and

**WHEREAS**, by Ordinance No. 725-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on March 1, 1984; and

**WHEREAS**, by Ordinance No. 735-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on April 5, 1984; and

**WHEREAS**, by Ordinance No. 746-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on May 17, 1984 that, on information and belief, was approved by the BOARD; and

**WHEREAS**, by Ordinance No. 755-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on July 19, 1984; and

**WHEREAS**, by Ordinance No. 823-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on June 6, 1985; and

**WHEREAS**, by Ordinance No. 852-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on November 21, 1985; and

**WHEREAS**, the BOARD, by its Ordinance No. 86-39, dated April 29, 1986, approved an amendment to Sections 2, 3 and 8 of Ordinance 82-24 of Pinellas County to conform with recent amendments by the Legislature of the State of Florida to Section 163.387; and

**WHEREAS**, by Ordinance No. 966-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on May 21, 1987; and

**WHEREAS**, by Ordinance No. 1054-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on October 6, 1988 that, on information and belief, was approved by the BOARD; and

**WHEREAS**, by Ordinance No. 1084-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on February 2, 1989; and

**WHEREAS**, by Ordinance No. 2038-F the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on February 21, 1991; and

**WHEREAS**, by Ordinance No. 31-G the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on September 17, 1992; and

**WHEREAS**, by Ordinance No. 205-G the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on September 14, 1995; and

**WHEREAS**, by Ordinance No. 261-G the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on January 13, 1997; and

**WHEREAS**, by Ordinance No. 338-G the CITY COUNCIL approved an amendment to the Intown Redevelopment Plan on June 25, 1998; and

**WHEREAS**, by Ordinance No. 715-G the CITY COUNCIL approved amendments to the Intown Redevelopment Plan on January 20, 2005, pursuant to the Act: a copy of such amendments to the plan have been submitted, in addition to a composite copy of the Plan as adopted March 1982 and as amended and reprinted in 1994, and amendments thereto subsequent to the reprint; and

**WHEREAS**, the BOARD adopted Resolution 05-63, dated April 7, 2005, approving the Intown Redevelopment Plan as amended over time since its inception, and represented by the composite copy of the Plan as approved by the City Council in Ordinance No. 715-G, and attached thereto as Exhibit "A"; and

**WHEREAS**, the BOARD adopted Ordinance 05-25, dated April 7, 2005, approving amendments to Ordinance 82-24 that created the redevelopment trust fund for the Intown Redevelopment Area; and

**WHEREAS**, on January 19, 2006, the CITY COUNCIL adopted Ordinance No. 762-G, approving amendments to the Intown Redevelopment Plan involving amendments to Table 2B of the Intown Redevelopment Plan increasing the maximum tax increment financing required for new public improvement projects built between 2005 and 2035, increasing tax increment funding available for Phase II renovations to the Mahaffey Theater, and eliminating private funding as a funding source for renovations of the Mahaffey Theater; and

**WHEREAS**, the City of St. Petersburg submitted the amendments of City Ordinance No. 762-G for the BOARD'S consideration; and

**WHEREAS**, the BOARD adopted Resolution 06-33, dated February 21, 2006, approving amendments to the Intown Redevelopment Plan, and furthermore, the BOARD approved the execution of the First Amendment to the Interlocal Agreement between the City of St. Petersburg and Pinellas County for the Commitment of Tax Increment Revenues; and

**WHEREAS**, the CITY COUNCIL, on August 9, 2007, adopted Ordinance No. 822-G, amending the Intown Redevelopment Plan involving the updating of maps and text references to zoning districts and future land use categories ensuring consistency between land development regulations and Intown Redevelopment Plan design standards; and

**WHEREAS**, the City of St. Petersburg submitted the amendments of City Ordinance No. 822-G for the BOARD'S consideration; and

**WHEREAS**, the BOARD adopted Resolution 08-35, dated February 19, 2008, approving amendments to the Intown Redevelopment Plan; and

**WHEREAS**, in companion action with the amendment of Section 118 of the Pinellas County Code relating to the extension of the four percent tourist tax and revising the Pinellas County Tourist Development Plan, and approving the tourism project funding agreement on behalf of *Visit St. Petersburg/Clearwater* for the construction of the Salvador Dali Museum, the BOARD, on November 30, 2010, approved amendments to the Interlocal Agreement for the Commitment of Tax Increment Revenues in the Intown Redevelopment Area; and

**WHEREAS**, the City of St. Petersburg amended the Intown Redevelopment Plan by adoption of Ordinance 1018-G on June 2, 2011 to revise grammar, maps, graphics, and scrivener's errors; and

**WHEREAS**, the City of St. Petersburg submitted the amendments of City Ordinance No. 1018-G for the Board's consideration; and

**WHEREAS**, the BOARD adopted Resolution 11-46, dated July 12, 2011, approving amendments to the Intown Redevelopment Plan; and

**WHEREAS**, on June 2, 2015 the CITY COUNCIL and BOARD executed an "Interlocal Agreement between the City of St. Petersburg and Pinellas County for Governance of the South St. Petersburg Community Redevelopment Area", which *inter alia* specified amendments to the Intown Redevelopment Plan and related Interlocal Agreement in order to effectuate establishment of the South St. Petersburg CRA Redevelopment Trust Fund; and

**WHEREAS**, the City of St. Petersburg CITY COUNCIL approved Ordinance 192-H on September 3, 2015 approving amendments to the Intown Redevelopment Plan in fulfillment of the June 2<sup>nd</sup> "Interlocal Agreement between the City of St. Petersburg and Pinellas County for Governance of the South St. Petersburg Community Redevelopment Area".

**NOW, THEREFORE, BE IT RESOLVED** by the Board of County Commissioners of Pinellas County, Florida:

SECTION 1. As depicted in Exhibit 1, attached hereto, the following amendments to the St. Petersburg Intown Redevelopment Plan are hereby approved:

- a. Increasing the redevelopment program budget by \$20 million to fund improvements identified in the Downtown Waterfront Master Plan for the Pier District.
- b. Updating descriptions to reflect current conditions on downtown blocks
- c. Updating maps and graphics.
- d. Amending Appendix A to contain a summary of the Intown Redevelopment Plan's legal documents.
- e. Correcting scrivener's errors.

SECTION 2. EFFECTIVE DATE. This Resolution shall become effective upon adoption as provided by law.

In a regular meeting duly assembled on the \_\_\_ day of \_\_\_\_\_, 20\_\_, Commissioner \_\_\_\_\_ offered the foregoing Resolution and moved its adoption, which was seconded by Commissioner \_\_\_\_\_, and upon roll call the vote was:

AYES:

NAYS:

Absent and not voting:

APPROVED AS TO FORM

By:



Office of the County Attorney

# Intown Redevelopment Plan



**St. Petersburg, Florida**

# Intown Redevelopment Plan

**MAYOR/CRA EXECUTIVE DIRECTOR**

**Rick Kriseman**

**CITY COUNCIL/COMMUNITY REDEVELOPMENT AGENCY (CRA)**

**Charlie Gerdes, Chair**

**Amy Foster, Vice Chair**

**Bill Dudley**

**Jim Kennedy**

**Steve Kornell**

**Wengay Newton**

**Karl Nurse**

**Darden Rice**

**ADMINISTRATION**

**Gary Cornwell, City Administrator**

**Alan DeLisle, City Development Administrator**

**Originally Adopted in March 1982**

**Approved as Amended on September 3, 2015**



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**CHAPTER 163, PART III (SEC. 163.362, F.S.)**

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# Introduction

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## INTRODUCTION

The **Intown Redevelopment Plan (IRP)** is the revitalization plan for the downtown. The development and implementation of the plan involves the efforts of City Council, the Community Redevelopment Agency, and the residential, financial, and business communities.

The Intown Redevelopment Plan (IRP) provides mechanisms and programs for coordinating and facilitating public and private improvements to encourage revitalization. The authority and powers invested in this plan come from the Community Redevelopment Act of 1969 (Florida Statutes, Chapter 163, Part III).

The Community Redevelopment Act grants local municipalities and local redevelopment agencies the authority to undertake community redevelopment projects following the designation of a redevelopment area to be of slum or blight, or a combination thereof.

Once an area has been declared appropriate for redevelopment, a community redevelopment plan is prepared. Before the plan is approved, the local governing body must hold a public hearing on the proposed plan.

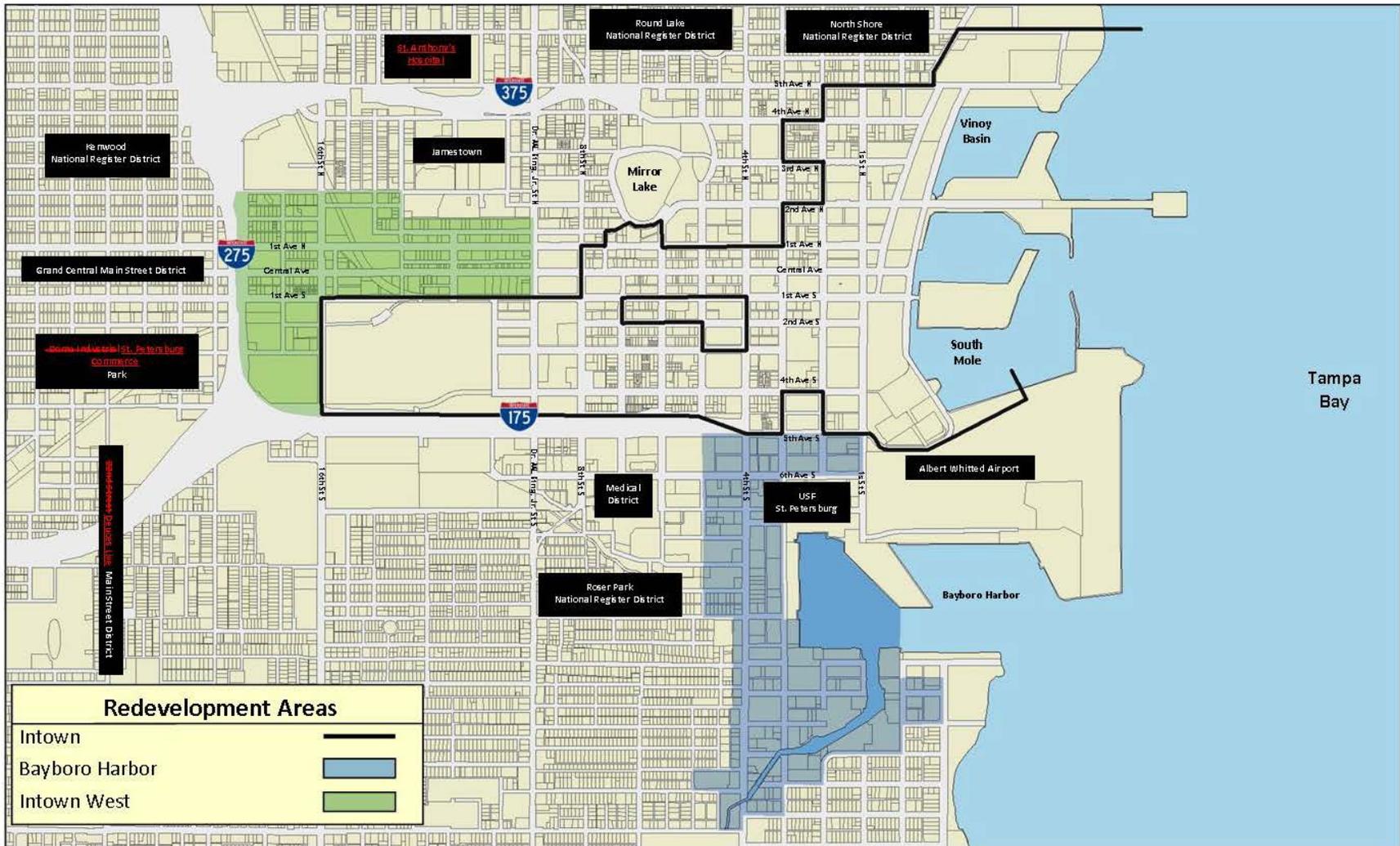
In conjunction with preparing the plan, a redevelopment agency must be established to carry out the plan. On June 30, 1981, the City Council received redevelopment powers from the Pinellas County Board of Commissioners. Then the City Council of the City of St. Petersburg declared itself the

Community Redevelopment Agency for the Intown Redevelopment Plan (See Appendix A).

The Intown Redevelopment Plan was the second of four community redevelopment plans adopted for Downtown and its environs to promote revitalization (see Map 1). The first, the Jamestown Redevelopment Area, was established in 1977 and expired in 2007.

The 193-acre Bayboro Harbor Community Redevelopment Plan was approved in December 1985, with a tax increment financing (TIF) district approved in March 1988. The CRA lies south of the Intown Redevelopment Area and is bounded by the Port of St. Petersburg, Albert Whitted Airport, USF-St. Petersburg, the Old Southeast Neighborhood and the medical center complex. Bayboro's development program and public projects, funded through TIF, supports these important assets. The district's southern section, particularly along Salt Creek, also contains marine-related industries such as marinas, yacht builders, boat repair facilities and research uses not found elsewhere in the city.

The 123-acre Intown West Redevelopment Area lies north and west of Tropicana Field, and was created in 1990, with a tax increment district. Intown West was created to capitalize on the development of Tropicana Field and the eventual award of a Major League Baseball franchise. Specific issues the IWRP attempts to address include physical deterioration of structures and properties, poor visual identity and lack of a unified architectural theme or development pattern.



Map 1

## Community Redevelopment Areas in Downtown St. Petersburg

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## PROJECT DESCRIPTION

The redevelopment of ~~the~~ Intown has been a long-standing goal in St. Petersburg. It was recognized in the Goals for St. Petersburg 1973, the 1977 *Intown Sector Land Use Plan*, and, in 1979, the *Intown Design and Development Program (IDDP)*. Given the above precedents, part of Intown Sector (see Map 2) has been identified as suitable for redevelopment as required under Chapter 163, Part III.

The redevelopment area is outlined on Map 2 and covers 309 acres, excluding rights-of-way. This area was declared suitable for redevelopment on December 17, 1981, (see Appendix A). Since its 1982 adoption, the IRP has been modified in response to changing market conditions, including amendments in 1995 that refined the plan emphasis for the Core, Waterfront, [Progress Duke](#) Energy Center for the Arts and other project areas (see Ordinance No. 205-G). In 2005, the City of St. Petersburg amended the Intown Redevelopment Plan to establish April 7, 2035, as its expiration date and utilize its tax increment financing revenue until that date to bond public projects related to the Pier, improvements to the [Progress Duke](#) Energy Center for the Arts, finance a mixed-use parking garage/transportation facility in an appropriate location within the IRP area, and fund pedestrian, streetscape and park improvements within the tax increment district. [In 2015, the City amended the IRP to add \\$20 million in budgetary authority to fund public improvements identified in the Downtown Waterfront Master Plan.](#) Pinellas County's obligation to appropriate tax increment revenues will terminate the earlier of April 7, 2032, or at such time as the \$~~97.4~~ [117.4](#) million in

funding required to pay for these projects has been repaid.

The written description of the Intown Redevelopment Area is as follows:

Starting at a point located at 7th Avenue N.E. extended and Tampa Bay moving west along 7th Avenue N. E. to Beach Drive, South along Beach Drive to 5th Avenue North, West along 5th Avenue North to 2nd Street, South along 2nd Street to 4th Avenue North, West along 4th Avenue North to 3rd Street, South along 3rd Street to 3rd Avenue North, East along 3rd Avenue North to 2nd Street, South along 2nd Street to 2nd Avenue North, West along 2nd Avenue North to 3rd Street, South along 3rd Street to 1st Avenue North, West along 1st Avenue North to 6th Street, North along 6th Street to Mirror Lake Drive, West along Mirror Lake Drive to Arlington Avenue, Westerly along Arlington Avenue to 7th Street, South along 7th Street to 1st Avenue North, West along 1st Avenue North to 8th Street, South along 8th Street to 1st Avenue South, West along 1st Avenue South to 16th Street. South along 16th Street to I-175, East along I-175 to 4<sup>th</sup> Street, South on 4<sup>th</sup> Street to 5<sup>th</sup> Avenue South, East along 5<sup>th</sup> Avenue South to 3<sup>rd</sup> Street, North along 3rd Street to 4th Avenue South, East along 4th Avenue South to 2nd Street, South along 2nd Street to 5th Avenue South, Easterly along 5th Avenue South to Bayshore Drive, Easterly along Bayshore Drive to the Southern boundary of Municipal Parking Lot No. 51 on Plat Sheets D-1, D-3 and E-3 of the Official Zoning Map of the City of St. Petersburg, Easterly along the Southern boundary of Municipal Parking Lot No. 51, then Northerly along the Eastern boundary of Municipal Parking Lot No. 51 to Tampa Bay, Northerly along the coastline including any natural or artificial structures or land masses emanating from the coastline to a point located at the intersection of 7<sup>th</sup> Avenue N. E. extended and Tampa Bay; less the area beginning at the intersection of 1st Avenue South and 7<sup>th</sup> Street, South along 7th Street to 2nd Avenue South, East along 2nd Avenue South to 5th Street, South along 5<sup>th</sup> Street to 3rd Avenue South, East along 3<sup>rd</sup> Avenue South to 4<sup>th</sup> Street, North along 4<sup>th</sup> Street to 1<sup>st</sup> Avenue South, West along 1<sup>st</sup> Avenue South to 7<sup>th</sup> Street.

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Within the redevelopment area are four important focus areas for new development: the Core, Webb's City, the Stadium Complex and surrounding residential areas (see Map 2). The first focus area is the Core, which also encompasses the waterfront. The integration of the Core and waterfront into a single focus area recognizes the importance of unifying these areas, which is a vital and unique part of the Intown and downtown revitalization.

Webb's City represents the second focus area and consists of the former Webb's City Department Store site and adjacent parcels. The Webb's City Department Store had functioned over the years as a residential service center as well as a tourist attraction. However, Webb's City Incorporated became financially troubled in 1976.

In January 1981, the City's involvement with Webb's City redevelopment program occurred when the Economic Development Administration transferred title of its property to the City. The City, in return, began making payments to EDA on the \$1.1 million transaction on February 18, 1987.

The Stadium Complex is the third focus area and is located between Dr. Martin Luther King, Jr. and 16th Streets and between 1st Avenue South and 1-175. The Stadium Complex, formerly known as the Gas Plant area, was declared a redevelopment area by City Council on September 7, 1978, under Chapter 163, Part III, F.S.; (Council Resolution 78-738). Initially envisioned to support industrial park and residential development, the Gas Plant Redevelopment Plan, which included plans to construct a multipurpose stadium on the site,

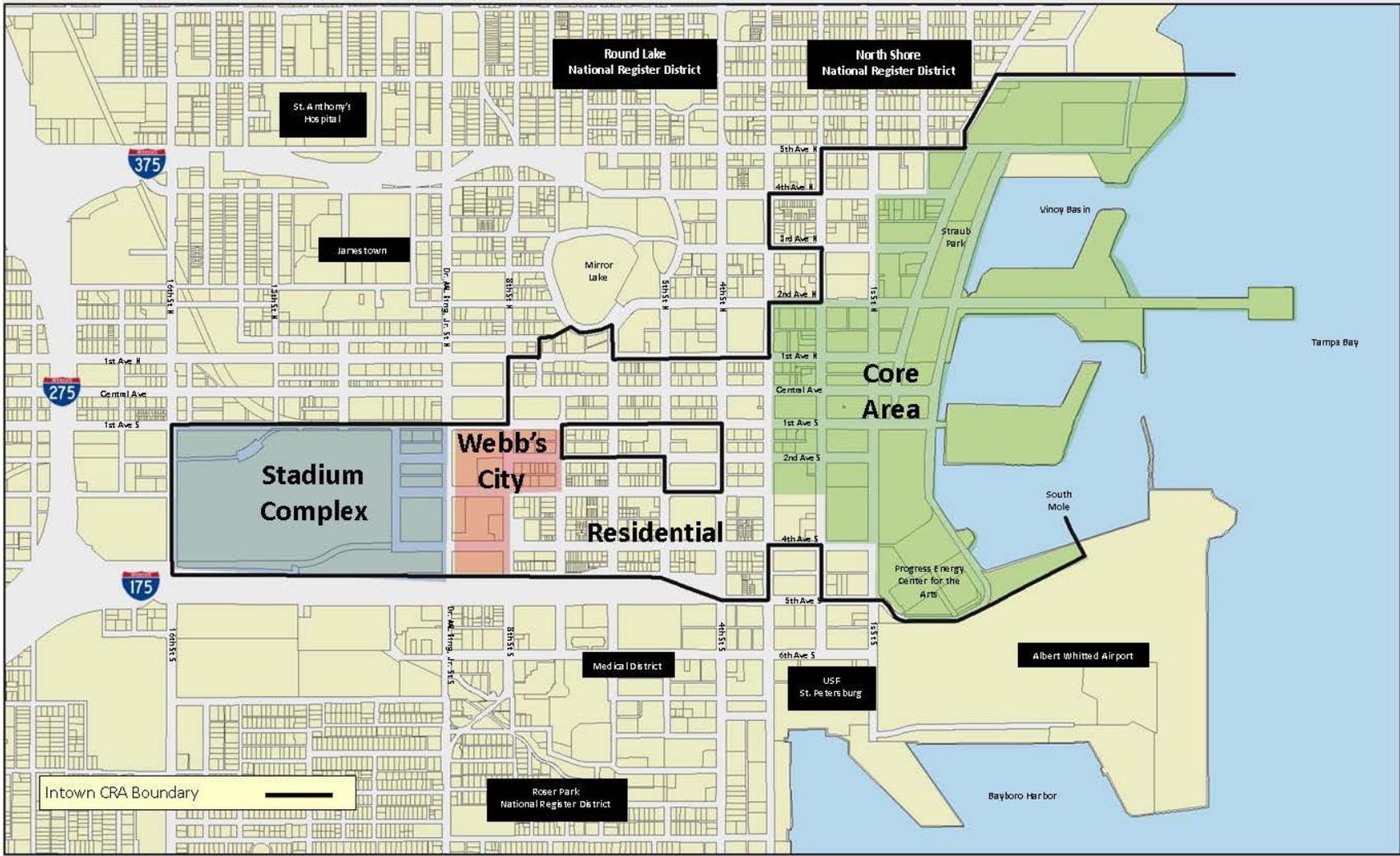
was incorporated into the Intown Redevelopment Plan in 1983 (Ord. No. 669-F). Land acquisition and construction took the remainder of the decade, with the new domed stadium officially opened to the public on March 3, 1990.

The surrounding residential areas represent an important facet of establishing a permanent residential base in the downtown and providing for a 24-hour working, living and recreational activity center.

## REDEVELOPMENT ROLES

The City Council is the Community Redevelopment Agency (CRA) of the Intown Redevelopment Area and reviews certain projects for consistency with the Intown Redevelopment Plan, according to project cost thresholds adopted by resolution. The CRA has the authority to recommend amendments to the Redevelopment Plan ("Plan") with final approval by the City Council. As part of any redevelopment process, there may be times when appropriate modifications to the Plan are necessary.

Under Chapter 163, F.S., the governing body (City Council) has the authority to amend the Plan in conjunction with holding a public hearing. All plan changes, modifications, and amendments shall also be approved by the Pinellas County Board of County Commissioners.



	<p>Map 2</p> <h2>Intown Redevelopment Area and Project Focus Areas</h2>	
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## REDEVELOPMENT ACTIVITIES

The St. Petersburg City Council, acting as the Community Redevelopment Agency, will achieve the goal of downtown revitalization, in conformance with this adopted Plan, through the following implementation techniques and as further described in this Plan:

1. Acquisition of real property, as provided for under Chapter 163, F.S.;
2. Demolition, removal or clearance of existing building, structures and improvements and preparation of the project area as defined by this Plan;
3. Rehabilitation of certain existing structures, as defined in the Design and Development Guidelines section;
4. A relocation of site occupants presently residing in structures that are acquired by the Community Redevelopment Agency, as set forth in the Neighborhood Impact Chapter;
5. Construction of public improvements as deemed necessary to implement the Plan, encourage private investment and provide for the overall benefit of the City;
6. Disposition, by sale or lease, of property within the redevelopment area to private enterprises or for public purposes for uses in accord with this Plan and with such

other conditions, disposition agreements and covenants running with the land as are necessary to ensure implementation of the Plan;

7. Formulation and Administration of rules governing reasonable preference to persons who are engaged in business within the redeveloped area if feasible and to establish rules governing the right of owners to participate in the redevelopment process.
8. Establish design and development guidelines to ensure new development and rehabilitation of existing structures are compatible with the surrounding area and conform to sound urban design practices; and
9. Management of property acquired by the CRA from the time of acquisition until disposition of the property.

## OBJECTIVES AND STRATEGIES

The overall planning framework for the specific redevelopment programs of the IRP area is based on the 1979 *Intown Design and Development Program (IDDP)* and the 1977 *Intown Sector Land Use Plan*. These documents provide the framework for encouraging private development and rehabilitation. The overall objectives of the redevelopment plan are listed below:

### A. ENCOURAGE AND REINFORCE DEVELOPMENT

1. Encourage economic activity through the development of a unified commercial core area.

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2. Formulate a participatory (public/private) approach to redevelopment.
  3. Explore and develop organizational and leveraging devices to encourage private investment, such as construction of public improvements, establishment of a development corporation, and use of tax increment financing, interest subsidies, loan guarantees, and federal grants.
  4. Define a mixed-use and middle income residential development project, formulating prototype design criteria and strategies and utilizing a participatory (public/private) development concept for marketing and packaging the project.
  5. Provide support services for residential development.
  6. Provide economic and employment opportunities for all citizens, with special emphasis on the disadvantaged and unemployed persons, working closely with the private sector and other organizations to promote the revitalization of Downtown St. Petersburg.
  7. Continue the Waterfront Plan, Downtown Core Area, the Stadium Plan, Webb's City and [Progress Duke Energy Center for the Arts](#) projects.

**B. PROVIDE GREATER ACCESSIBILITY TO INTOWN ACTIVITY AREAS AND VISUAL ASSETS THROUGH THE DEVELOPMENT**

**OF AN INTEGRATED MOVEMENT SYSTEM FOR VEHICLES, TRANSIT, PEDESTRIANS AND PARKING.**

1. Develop a pedestrian system based on pedestrian counts and surveys in addition to current and projected development activity.
2. Utilize existing sidewalks and alleys for establishing a pedestrian system base.
3. Determine current and projected Intown vehicular circulation patterns by defining major roadways and their connecting streets, and identifying current and future activity nodes.
4. Determine appropriate areas to locate future parking facilities, de-emphasizing surface parking and focusing on potential areas for joint venture parking facility development.
5. Pursue a regional premium transit system with multiple downtown stations that serve Intown's existing activity areas and promote the development and expansion of others.

**C. ENSURE THAT THE FORM OF NEW DEVELOPMENT AND REDEVELOPMENT PROMOTES, REINFORCES AND MAINTAINS THE HISTORIC, CULTURAL AND AESTHETIC INTEGRITY OF THE INTOWN REDEVELOPMENT AREA.**

1. Maintain strict enforcement of City codes related to landscaping and signage through increased inspection.

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2. Continue the beautification program (landscaping, street graphics and lighting) along Intown’s visual corridors, utilizing where appropriate the streets earmarked for the Street Tree Planting Program, and encouraging private sector participation, through the Chamber of Commerce and other interested organizations, in maintaining the aesthetic appearance of this vegetation.
  3. Develop design criteria and prototypes related to sidewalk textures, service delivery, landscaping, pedestrian facilities, pedestrian crossings, pedestrian lighting, sun and shade, and connections between buildings and public and private open space.
  4. Develop prototypes for design of required open space to encourage quality design and establish concepts for relating building form and green space to other buildings, street and pedestrian systems and historic elements.
  5. Increase Intown green open space through development of a landscaped pedestrian system and the Street Tree Planting Program and encourage developers to provide increased open space through incentives.

## METHODS OF FINANCING

There are several funding techniques that will be utilized to

finance redevelopment. The following is a brief explanation of these techniques.

- Tax increment financing is a redevelopment funding mechanism established under Chapter 163 (Community Redevelopment Act) of the Florida Statutes. As a financial tool, it provides that the assessed value of a designated redevelopment area may be frozen upon establishment of a redevelopment plan. The frozen base continues to be available to all local taxing agencies for operating purposes throughout the duration of the redevelopment project.

However, any growth in assessed value over the frozen base is reserved for the repayment of indebtedness incurred by the Community Redevelopment Agency in conjunction with redeveloping the area. The tax revenue generated by the redevelopment area is placed into a tax increment trust fund (T.I. Trust Fund or Trust Fund).

The property tax rates of local agencies continue to apply to this assessed value increment, but the revenue resulting therefrom is not available to other local taxing agencies (except the School Board) until all project indebtedness has been repaid.

- When available, Federal funds will continue to be used for downtown redevelopment projects.
- Industrial Revenue or Development Bonds (Chapter 159, Part III, F.S.) may be issued by the City to finance private improvements on behalf of a developer for project

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construction. The developer is responsible for the debt service.

- Revenue bonds can be issued by the City to finance public improvements e.g. parking structures and debt service paid back through parking revenues or a special fund.
- A special assessment district can be established for the purpose of assessing property owners for public improvements e.g. sidewalk improvements.

These financing methods will be used by the City in conjunction with the Community Redevelopment Agency and private sector to implement a comprehensive program for redevelopment.

Since the necessary components of a redevelopment program can be quite diverse, the available funding sources for each specific redevelopment component will be explored to the extent appropriate. The scope and quality of redevelopment may depend on a municipality's ability to complement the objectives of the redevelopment program and lower development costs to the private sector.

Summarized on the following page are some typical components of a hypothetical large scale redevelopment project. These components are matched with potential available financing sources. Please note that one or more financing sources may be used.

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### Typical Project Components

- Land acquisition, demolition of existing improvements, site grading and preparation of site for construction.
- Infrastructure (location or relocation of utilities, the closing or opening of public streets and/or sidewalks, the construction and maintenance of public roads, sidewalks, skywalks and lighting).
- Public parking facilities (grade level and structure).
- Public recreational facilities (athletic facilities, parks, docks, etc.).
- Municipal facilities (city hall, police station, library, etc.)
- Mass public facilities (convention hall, arena, museum, theatre, etc.).
- Commercial/retail facilities (hotels, restaurants, offices and specialty retail).
- Manufacturing/warehousing facilities.
- Middle-to-upper income multi-family housing (condominium and rental).
- Historic rehabilitation and restoration.

### Financing Sources

- Proceeds of tax increment bonds. Sale of property to developer. Developer advances credited to future outlays. Downtown Improvement Corporation.
- Proceeds of tax increment bonds. State and Federal grants.
- Parking revenue bonds. Proceeds of tax increment bonds.
- Proceeds of tax increment bonds. Federal loans and grants. User fees.
- Municipal general obligation bonds.
- Municipal non-ad valorem revenue or general obligation bonds. Resort tax. Industrial development bonds.
- Industrial development bonds. Conventional mortgage financing. Federal loans, grants and guaranties.
- Industrial development bonds. Conventional mortgage financing. Federal loans, grants and guaranties.
- Conventional mortgage financing. Local single family mortgage revenue bond financing.
- Federal loans or grants. Industrial development bonds for commercial operations.



# Plan Implementation

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## IMPLEMENTATION APPROACH

The overall implementation program revolves around adherence to a comprehensive program approach focusing on:

1. Public improvements, such as parking and sidewalk improvements, developed in conjunction with private sector projects;
2. Design programs and guidelines to ensure design compatibility between buildings and blocks and within the Intown as a whole;
3. Financial involvement by the City through tax increment financing, by State and Federal funding sources, and by financial institutions that create the types of lending programs necessary to accomplish downtown revitalization. This involvement focuses on utilizing public funds to generate greater private investment through leveraging techniques;
4. The organization of downtown activities through a centralized agency or group working with the City and merchants for the purpose of promotion, administration, and business development. This should also include lobbying efforts to modify existing and promote new state legislation favorable to downtown development.

## PLAN EMPHASIS

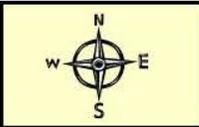
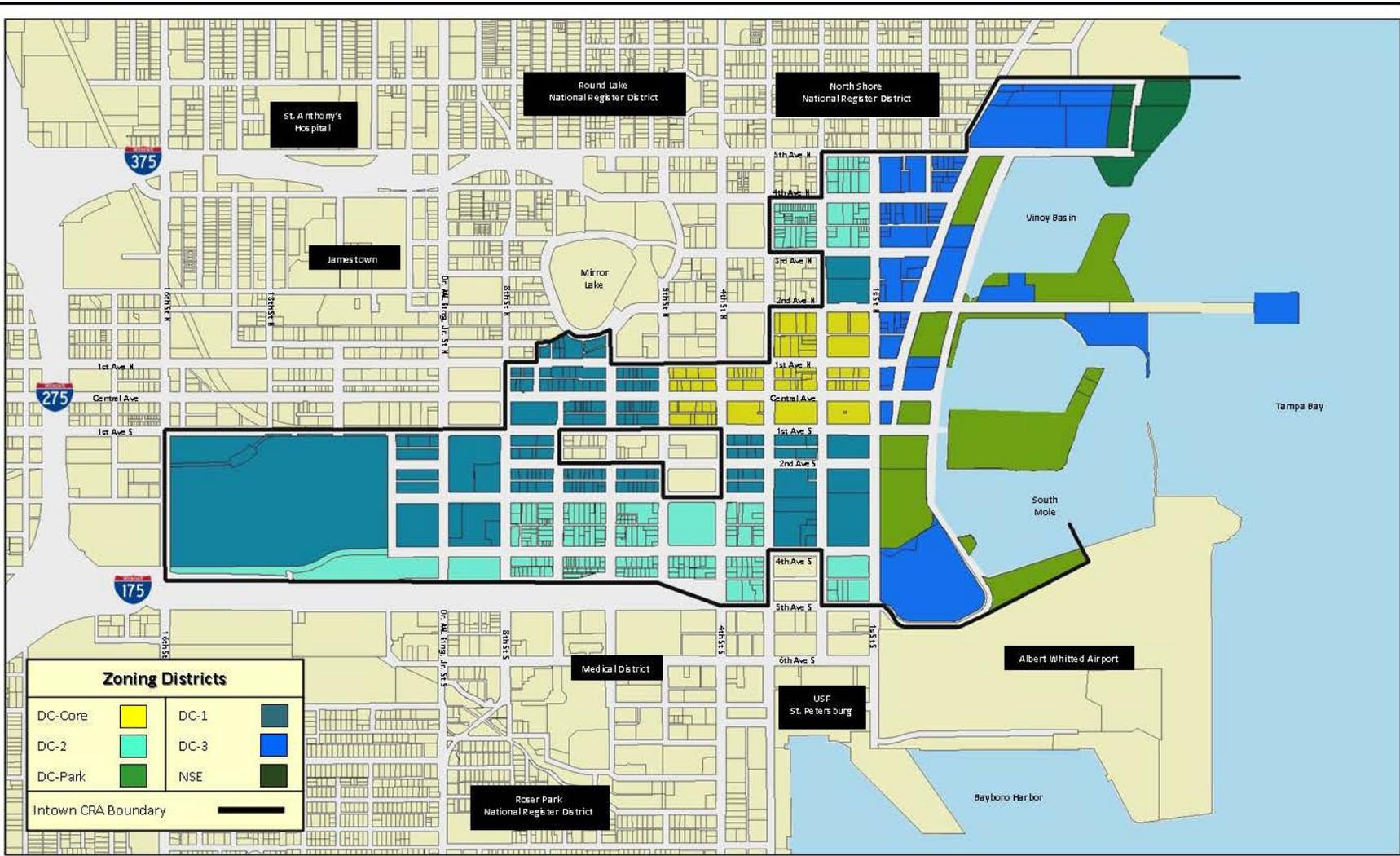
Part of the plan implementation is developing an overall land use emphasis in order to achieve the concentration and form of development desired. Map 3 depicts the Downtown Center zoning districts within the redevelopment area that implement the land use focus for Intown.<sup>1</sup> The uses indicated correspond to the Downtown Center zoning within each block as well as the *Intown Sector Land Use Plan*. This plan is in compliance with the City's Comprehensive Plan prepared under Chapter 163, Part II, F.S.

The central portion of the **Downtown Core** area is defined as a mixed use emphasis, either office, retail, residential or a combination thereof, reflecting the importance of concentrating intense office and major retail activity within this small area. This concentration achieves a 24-hour activity center and emphasizes a pedestrian orientation. The surrounding blocks provide a support base with mixed-use activities (office, residential and/or minor retail), with a specialty retail focus along the waterfront.

The **Webb's City** area will provide essential residential support services as well as expanding the employment base through office development. Another important emphasis for the Webb's City area is market rate housing.

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<sup>1</sup> [Map 3 is for illustrative purposes. Please refer to the City's Official Zoning Map for the most up-to-date information.](#)



**Map 3**  
**Zoning in the Intown Redevelopment Area**  
 May 10, 2011



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The plan for the **Stadium Complex** is substantially complete with the construction of the stadium and attraction of a Major League Baseball franchise but ongoing refinements can be expected in order to meet the evolving needs of baseball and its fans.

The plan emphasis is designed to reflect the various activities for each focus area as implemented through the Downtown Center zoning districts and how these activity concentrations should integrate and support each other. Residential uses will be allowed throughout the redevelopment area, either as a permitted use or through the special exception or streamline approval processes provided by the land development regulations.

Open space and street layouts are depicted on Map 3. In addition, the limitation on the size and type of development in the area is governed by the City's Land Development Regulations, including open space and parking requirements and this Plan.

## TRUST FUND PROGRAMMING

The City of St. Petersburg approved the Intown Redevelopment Plan (IRP) to revitalize the city's original downtown core area and waterfront for urban entertainment, residential, commercial, institutional, and office uses. To stimulate private investment within Intown through public improvements, the City also established a tax increment financing district and issued bonds totaling \$72.5 million to pay for these

improvements.<sup>2</sup> Through four separate bond issues in 1984, 1985 and two in 1989, the City issued bonds to pay for projects such as improvements to Bayfront Center (now [Progress Duke Energy Center for the Arts](#)) and the Pier, South Core garage, streetscape improvements, land acquisition, Tropicana Field improvements and other public initiatives.

In 2005, the City amended the IRP to extend until 2032 its use of tax increment financing to fund public improvement projects throughout Intown (see Ordinance 715-G and interlocal agreement in Appendix A). In addition to renovations to the Mahaffey Theater, the extension was designed to pay for projects such as the Pier project and its approach, a mixed-use transportation facility, pedestrian and streetscape improvements as well as improvements to the waterfront park system. The TIF related costs of these projects were approved by Pinellas County via interlocal agreement in the amount of \$95.4 million.

In 2006, the City Council and Pinellas County increased this amount to provide an additional \$2 million in tax increment financing proceeds to complete the Mahaffey Theater renovation project (see Ordinance 762-G and Appendix A). In 2010, City Council approved \$2.5 million from tax increment financing for use at the [Progress Duke Energy Center for the Arts](#) to augment needed funding to complete the new Salvador Dali Museum. Pinellas County matched the City's funding with monies available through the Tourist Development Tax. [In](#)

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<sup>2</sup> TIF is a method of facilitating redevelopment by utilizing future city and county real property tax revenues to pay for public improvements. TIF earmarks any future growth in real property taxable values from the year the tax increment financing district is designated to pay for the cost of improvements.

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[2015, the City amended the IRP to add \\$20 million in budgetary authority to fund public improvements identified in the Downtown Waterfront Master Plan approved in June 2015.](#)

## PUBLIC IMPROVEMENT PROJECTS

When the City adopted the IRP in 1982, it identified an array of public improvement projects throughout Intown designed to facilitate private development. Major improvement goals included:

- redeveloping the downtown core into an intense mixed-use activity center that serves a broad range of dense land-uses;
- consolidating blocks for conveyance to developers;
- building parking garages to reduce or eliminate the demand for surface parking lots damaging to the urban fabric;
- enhancing the pedestrian experience by improving sidewalks, streetscaping and waterfront parks;
- expanding the cultural offerings through the ongoing development of what is now the [Progress Duke](#) Energy Center for the Arts;
- developing a sports stadium;
- expanding market-rate residential development;
- establishing a transit system to reduce the need for automobile use downtown; and
- developing the Webb's City site.

On many of these fronts, the City has made significant progress. In others, work remains. The section below outlines the public and private development activity that has taken place since the IRP's adoption, as well as those actions that are needed. The projects identified are those which will have the greatest impact on leveraging private investment and provide important public amenities. All the public improvements will be constructed in conjunction with new development or rehabilitation. **All costs identified in this plan are estimates** (emphasis added) and include planning, design, construction and project management costs. Maintenance of landscaping (including watering) for all the pedestrian improvements will be the responsibility of the abutting property owner.

In the section entitled "Summary" on page 31 below, Table 1 summarizes projects implemented between 1982 and 2004, while Table 2 identifies new public improvement projects proposed between 2005 and 2035. In addition, development and design guidelines for all projects in the redevelopment area are discussed in the section beginning on page 36 below entitled "Design and Development Guidelines."

### Core Area Project

The core project represents the establishment of a major activity center linking the downtown and waterfront (see Map 4). The public improvement programs identified for the core are designed to encourage private development and create the type of activity center that will attract people and business.

Since 1998, the core has seen the bulk of downtown's high-profile development activity, including the development of five

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residential condominium towers and a hotel on Beach Drive, construction of an urban entertainment complex and a major corporate headquarters, the establishment of a downtown college campus and cultural activities as well as the opening of many restaurants. These have all energized downtown into the 24/7 activity center envisioned by the City.

### Unified Retail Program

The unified retail program encompasses an eight-block area (blocks A, B, C, D, E, G, [Progress Duke Energy](#)/St. Petersburg College, and Jannus Landing - Map 4) within the Core. The project focuses on new development with intense retail activity that integrates with St. Petersburg College, [BayWalk Sundial](#), Jannus Landing, and the Beach Drive Shops and implements the Waterfront Plan.

The unified retail concept seeks to create pedestrian oriented streets within the Core, to establish a strong tie between the major retail blocks. This concept will create the type of compact retail area necessary for attracting pedestrian shoppers, generating retail variety, and creating a major focal point for the Core.

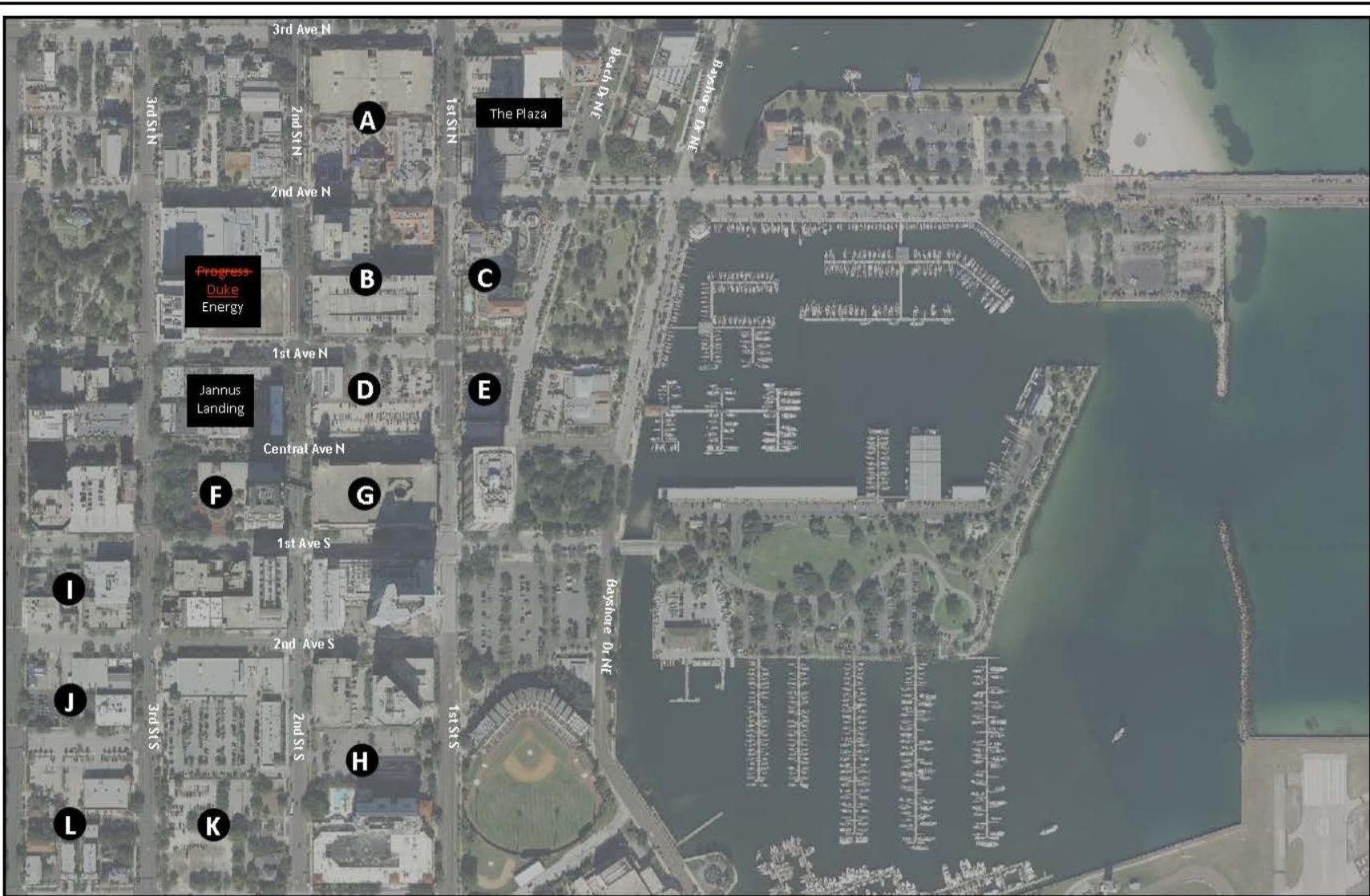
The unified retail concept establishes street and upper level activities in order to create a successful integration of retail stores. The successful development, marketing/promotion, management, and uniform maintenance of the unified retail district may require management by a single entity. Another important element of the unified retail program is ensuring quality architectural design unity and compatibility of existing

development, new development and redevelopment within the core area.

The City's Land Development Regulations adopted in 2007 are the primary regulatory vehicle for ensuring the type and quality of development sought for Downtown. Through the Downtown Center zoning requirements, the LDRs establish allowable uses, development intensity, height, design details and other features necessary for the vibrant urban environment sought by the Intown Redevelopment Plan. Consequently, all future development and redevelopment must be consistent with the Downtown Center zoning requirements as well as the Plaza Parkway Design Guidelines.

Below is a brief description of the development activity and use emphasis within the unified retail area:

***St. Petersburg College/~~Progress Duke Energy~~ Block*** The block, located just east of Williams Park has made significant strides toward achieving the IRP's vision. St. Petersburg College opened its Downtown Center in 2005 by renovating the former Maas Brother furniture building and providing 111,000 sf of classroom and administrative space. [Progress Duke Energy](#) Florida opened its 220,000-sf headquarters in 2006 allowing it to consolidate its functions in Pinellas County. Finally, SPC, American Stage and the Florida Orchestra have collaborated to build a new 25,000-sf cultural arts center linked with SPC's Downtown Campus that opened in 2009.



Map 4  
**Key Development Blocks in Downtown St. Petersburg**



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**Jannus Landing Block** The historic block has seen substantial renovation activity since the IRP's inception, including the adaptive reuse of the Detroit Hotel into condominiums, as well as tenant improvements for restaurants, offices and specialty retail. The block has also served as a concert venue for several decades, adding to the cultural and entertainment mix essential for downtown. Future development should continue the existing mixed-use pattern with a major street-level retail emphasis to reinforce and support the unified retail program.

**Block A** The 2000 opening of BayWalk, a 160,000-sf urban entertainment center with shopping and movie theaters, was an immediate success, drawing nearly 3 million/year in its first few years. [After struggling during the Great Recession and its aftermath, the complex underwent a \\$30 million renovation, and reopened in 2014 as Sundial St. Petersburg.](#)

**Block B** The South Trust Tower at 125 2<sup>nd</sup> Ave N and the MidCore Parking Garage are the most significant development projects on this block. The 207,000-sf tower that opened in 1985 implemented the IRP's vision for a major office component, while the parking garage satisfied a downtown-wide emphasis. The garage, completed in 2000, also provided nearly 60,000 sf of retail space. The construction of the Millennium Walkway, linking the MidCore Garage with [BayWalk Sundial](#), met the IRP's design vision for a pedestrian network providing north/south connection lined by bronze sculptures.

**Block C** The block is strategically located between the waterfront park system, Beach Drive and [BayWalk Sundial](#). Two major condominium towers - Florencia (2000) and Ovation (2009) – opened in the 21<sup>st</sup> Century and implemented the IRP's vision for mixed-use residential with a specialty retail emphasis to blend with Beach Drive Shops. The streetscape features, ground-floor retail and public art built by Ovation creates the major public open space that physically and visually links the unified retail core program with the waterfront park system.

**Block D** In 2011, this block located on Central Avenue is a surface parking lot, and is the most significant development site remaining in the Unified Retail Core. The Downtown Core zoning requirements call for an intense mixed-use block with significant ground-floor retail uses provided on all sides of the building. Because of the pedestrian linkages already established by the MidCore Garage arcade and the Millennium Walkway, major retail activity (2 or 3 levels) should be provided along a north/south pedestrian corridor linking Central Avenue with the [BayWalk Sundial](#) block.

**Block E** When the IRP was first approved in 1982, the small block contained only the historic Ponce de Leon Hotel, an accessory structure and a surface parking lot. Since then the Hotel has undergone renovations, including the outfitting of three retail spaces for restaurant and nightclub use, and has been joined on the block by a Hampton Inn and Suites, a 92-room hotel with ground floor retail that opened in 2001.

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## Parking Structures

Public parking structures and mixed-use parking structures/transportation facilities will continue to be constructed at key locations within the core area. These structures should include ground level retail and may include air rights development above the parking structure, and will be located at appropriate locations within the IRP area (see Map 47).

## Pedestrian System

An important part of establishing a strong downtown revitalization program is providing pedestrian amenities. The Land Development Regulations (LDRs) identify areas within Intown where development may be required to upgrade or enhance streetscaping.

The Plaza Parkway Design Guidelines described in Appendix B serve as the design framework for the level of pedestrian treatment (pedestrian system classification) that is intended by the LDRs. Other blocks in the redevelopment area may be considered for inclusion as part of the pedestrian improvement program depending upon the availability of trust fund money and participation by all property owners along a given block frontage.

The pedestrian system cost breakdown for the Core includes, pedestrian mall areas, partial mall covering for weather protection, pedestrian improvements and skyways. The City will participate with the private sector in developing the pedestrian system.

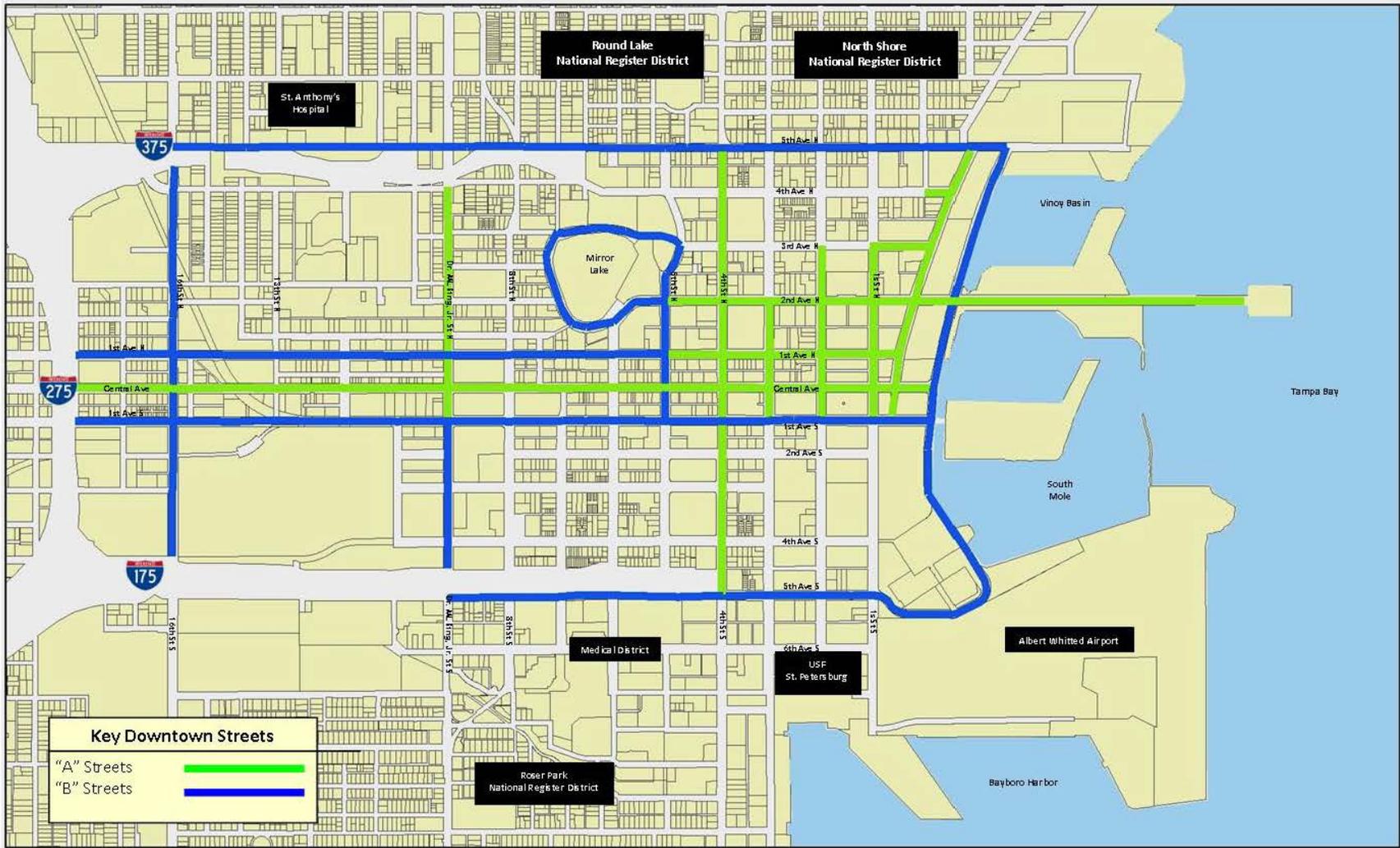
Part of developing a unified core area is the ability to evaluate the design and human scale impacts of new development. Many of these design considerations were addressed during the 2007 amendments to the City's land development regulations that created the Downtown Center zoning districts. The urban design standards set forth in the DC districts improve the design and human scale of new development. These include

- Ensuring maximum building setbacks to create an urban edge to new development;
- "Stepbacks" for new construction above a certain height to prevent the creation of a "canyon effect" on downtown streets;
- Discouraging demolition of buildings without prior approval of a site plan and submission of building permits to maintain the urban fabric; and

Incorporation of a minimum amount of pedestrian type uses in new construction (i.e., galleries, shops, restaurants) to ensure street-level pedestrian activity on many of downtown's major streets (see "A" and "B" Streets on Map 5).<sup>3</sup>

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<sup>3</sup> [Map 5 is for illustrative purposes. Please refer to the City's Land Development Regulations for the most up-to-date information.](#)



Map 5  
**Streetscape Requirements for Downtown St. Petersburg**



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## Block Consolidation

The Community Redevelopment Agency, for the purpose of consolidating development parcels, may undertake selected land acquisition to consolidate blocks for development. The Agency has undertaken acquisition before, most notably in assembling land in the 1990s for [BayWalk Sundial](#) and the MidCore Parking Garage, as well as for the [Progress Duke](#) Energy corporate headquarters during the early 2000s.

Block consolidation includes the establishment of the unified retail core concept (Blocks A, B, C, D, G, E,) and [Progress Duke](#) Energy/St. Petersburg College, [BayWalk Sundial](#) and Jannus Landing and consolidation of Block F (see Map 4).

The following is a brief description of the development activity and use emphasis of the remaining Core blocks (F and G).

**Block F** In 1991, construction was completed on a 340,000-sf mixed-use office tower. The tower, which has undergone several name changes, was the last large office project built in downtown before the opening of the [Progress Duke](#) Energy headquarters. The tower's parking needs are mostly met by the nearby SouthCore Garage, which can be accessed by an elevated pedestrian bridge. Any future development on the site must comply with the requirements of the Downtown Center zoning district.

**Block G** The SouthCore parking garage occupies the entire block providing 1,300 parking spaces, and more than 130,000 sf of commercial space. Future development of

the site or air rights must comply with the Downtown Core zoning district.

## **[PROGRESS DUKE](#) ENERGY CENTER FOR THE ARTS**

The [Progress Duke](#) Energy Center for the Arts, which includes the Salvador Dali Museum that opened in 2011, the Mahaffey Theater and other facilities, represents an important cultural resource and amenity to the community and a vital component of the downtown redevelopment program. It is necessary, therefore to prepare and periodically update (1) market and design studies to identify its appropriate role in the local and regional market (performing arts, theater, conventions, conferences and other related entertainment activities), and (2) facility improvements.

Project funding was required for market and architectural studies, public improvements required to support development of the Salvador Dali Museum, the rehabilitation of the Mahaffey Theater and expansion of the lobby, reorientation of the Theater entry toward the waterfront area, creation of an outdoor plaza, development of a new waterfront public park and funding for parking, landscaping and other related pedestrian and open space improvements (see Figure 1 for an [illustration of the concept plan aerial view of the Center and its environs](#)).

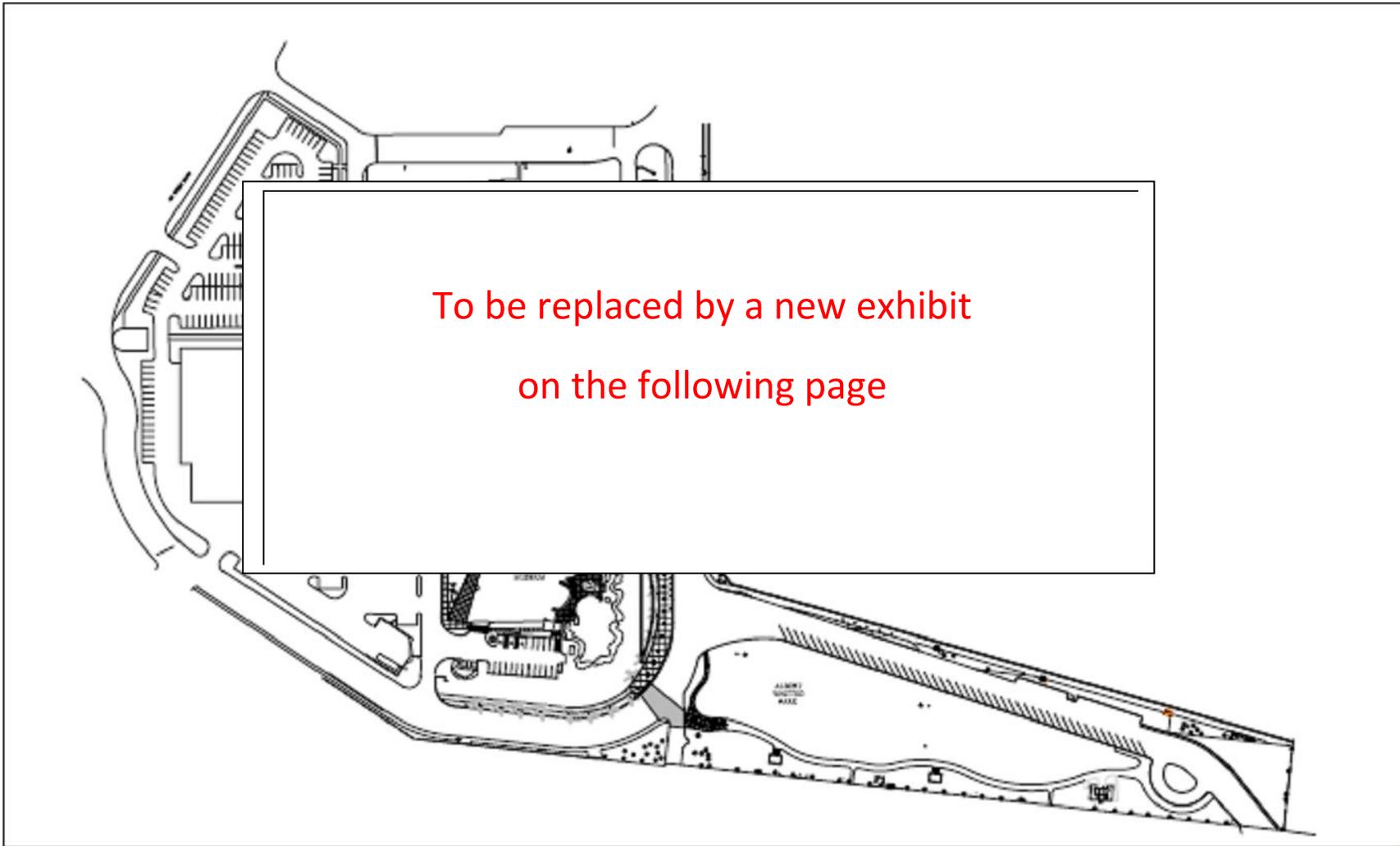


Figure 1  
**Concept Plan for the Progress Energy Center for the Arts**





Figure 1

**Duke Energy Center for the Arts and Environs**



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## WEBB'S CITY

When the IRP was first adopted in 1982, Downtown St. Petersburg was losing retail services and employment to the suburbs and struggling to retain its residential base. The Webb's City project was devised to address these issues and encompasses a six-block area focusing on office, residential and residential service retail ([see Map 6](#)).

By the mid 1980s, the project was successful by attracting Webb's Plaza, the AAA Headquarters, and the headquarters of St. Petersburg's Fire Department. In fact, the Winn Dixie at Webb's Plaza would be the only grocer to serve Downtown for nearly twenty years. By 2011, however, the Plaza is no longer competitive in the downtown retail market that emerged in the past fifteen years and is a potential redevelopment opportunity. In addition, another three blocks in the Webb's City project area are either vacant or underbuilt, also providing redevelopment potential. [However, as development in Downtown has resumed after the Great Recession, the Webb's City area is poised to take off. In 2015, The Hermitage, 357-unit luxury apartment complex has broken ground in the 700 block of 1<sup>st</sup> Avenue South. Bordering Webb's City are several projects that illustrate investment interest in the area, including: a Publix Supermarket under construction across 1<sup>st</sup> Avenue South, along with gallery space to support the Morean Arts Center and Hot Shop on Central Avenue; the renovation of the Historic YWCA Building at 642 2<sup>nd</sup> Avenue South into a high-end steakhouse in 2013; the conversion of a former public housing complex on Dr. Martin Luther King, Jr. Street South, into the market Urban Flats; and the construction of](#)

[Casablanca Tower and Orion, both market-rate multifamily complexes on 8<sup>th</sup> Street South.](#)

Webb's City strategic location between the IRP's "Core Area," Tropicana Field, the Intown West CRA and the Bayfront/All Children's medical district make it an attractive redevelopment opportunity for several different market sectors. The Downtown Center zoning district describes the uses allowed for the Webb's City project area. The LDRs along with the Plaza Parkway Design Guidelines, also prescribe appropriate urban design treatments for this important area.

## THE DOWNTOWN WATERFRONT AREA

The Downtown waterfront park system stretches from the Vinoy Park Hotel along 5<sup>th</sup> Avenue NE to the Salvador Dali Museum at the [Progress Duke](#) Energy Center for the Arts on Bayshore Drive/Dali Boulevard SE (Figure 2). It represents St. Petersburg's signature planning triumph and continues to attract millions of visitors a year for festivals, dining, sports, culture and entertainment, and leisure. Over many years, the City has attempted to upgrade facilities to respond to the waterfront's ever-evolving needs. For instance, in the late 1980s, the City constructed \$12.5 million in improvements to the Pier and Pier approach that expanded parking opportunities.

The IRP's objective for the Downtown Waterfront Area entails the continued revitalization of the waterfront parks and Pier area and focuses on development of specialty retail, parking, cultural and recreational facilities. [To that end, the City will be](#)



Map 6  
**Webb's City Project Area**



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funding major public improvement projects to sustain and expand the success of Downtown St. Petersburg, including the Municipal Pier Project, implementation of the Downtown Waterfront Master Plan and continued streetscaping and waterfront park investments.

### The Municipal Pier Project

The \$50-million Municipal Pier Project will result in extensive renovation or replacement of the Pier based on problems and issues cited in a City Engineering report to City Council on March 13, 2004, and subsequent documents. The report identified issues of deterioration that would not be remedied through the City's ongoing Pier maintenance program and determined that these efforts were not cost effective.

### Downtown Waterfront Master Plan

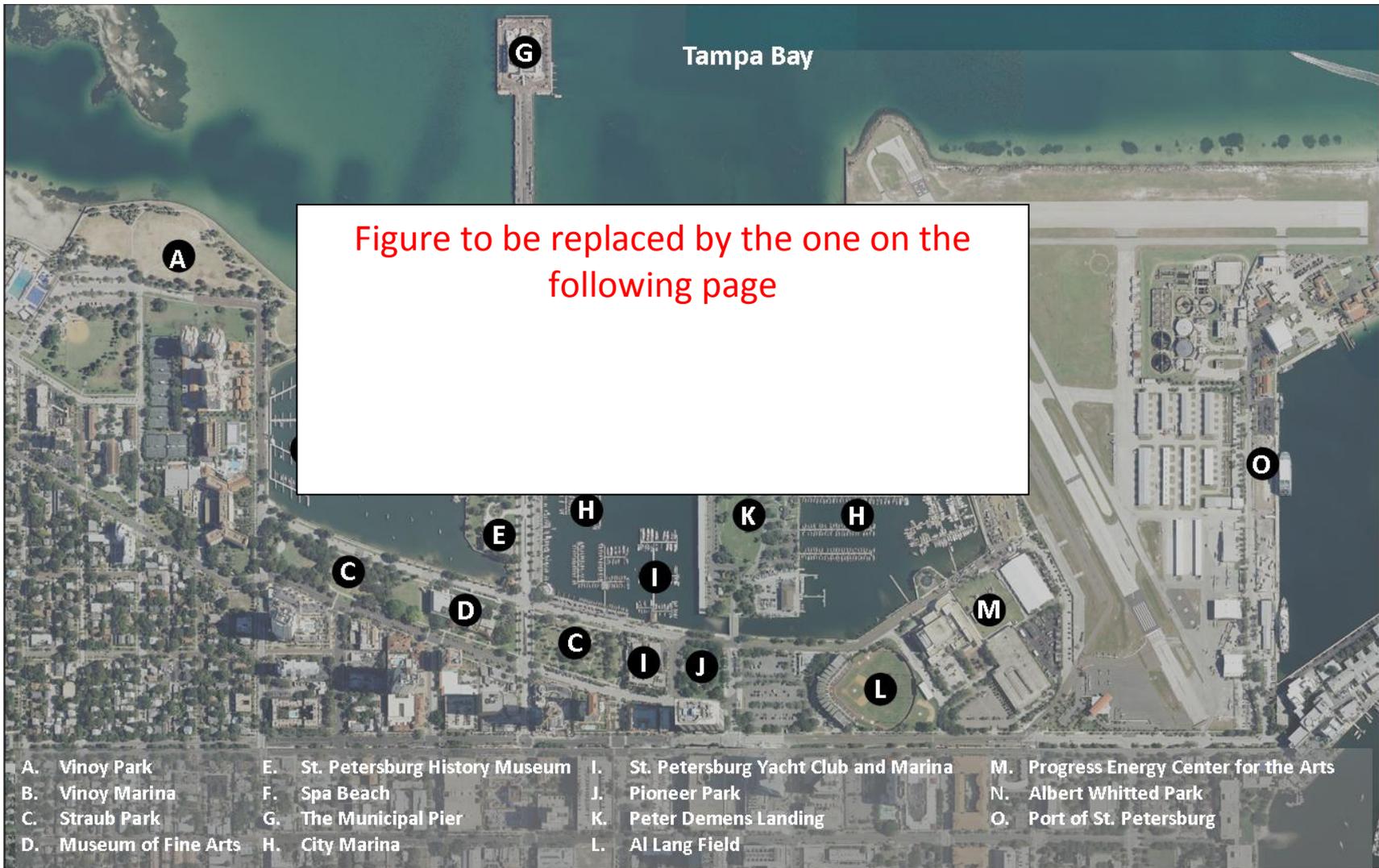
On November 8, 2011, St. Petersburg voters approved an amendment to the City Charter requiring City Council to “develop and approve an inclusive Downtown Waterfront Master Plan (DWMP) by July 1, 2015.” On June 4, 2015, City Council approved the DWMP, which identified nearly \$800 million in potential public and private improvements throughout the DWMP planning area that will enhance St. Petersburg’s signature planning achievement.

The study area for the DWMP is comprised of six “character” districts that collectively span approximately seven miles of contiguous public waterfront beginning at the Northeast Exchange Club Coffee Pot Park on the north to Lassing Park to the south. Two of the districts – Pier District and South Basin

District – are wholly contained within the Intown Redevelopment Area. The Pier District lies east of Beach Drive, north of Demens Landing and south of the North Mole sea wall. The South Basin District adjoins the Pier District to the south and reaches south to Albert Whitted Park and is generally bounded on the west by 1<sup>st</sup> Street South. A portion of a third district - North Shore- lying south of 7<sup>th</sup> Avenue NE and east of Bayshore Drive is within Intown (see Figure 2).

City Council’s near concurrent approval of the Downtown Waterfront Master Plan with its May 2015 approval of the Pier Park design provides an opportunity to fund strategic public improvements within the Pier Approach to better link the proposed Municipal Pier with the bustling activity found on Straub Park, Beach Drive, Sundial St. Petersburg and Central Avenue. Within the Pier District, the DWMP identified \$51.7 million in improvements. Within the Pier Approach the City will fund through tax increment financing \$20 million in public improvements including but not limited to the redesign of existing downtown parks; street reconfiguration and streetscaping; and development of the Vinoy Basin area, any portion of which may include, without limitation, pedestrian areas and facilities, an open market, ferry/water taxi facilities, and restaurant/café facilities.

The proposed Another \$2.5 million to fund park improvements that was approved in 2005, will continue the City’s focus on maintaining and improving the IRP’s park system and facilities as support amenities for Downtown’s residential and specialty retail market (see Table 2).



	<p>Figure 2 <b>The Downtown Waterfront Area</b></p>	
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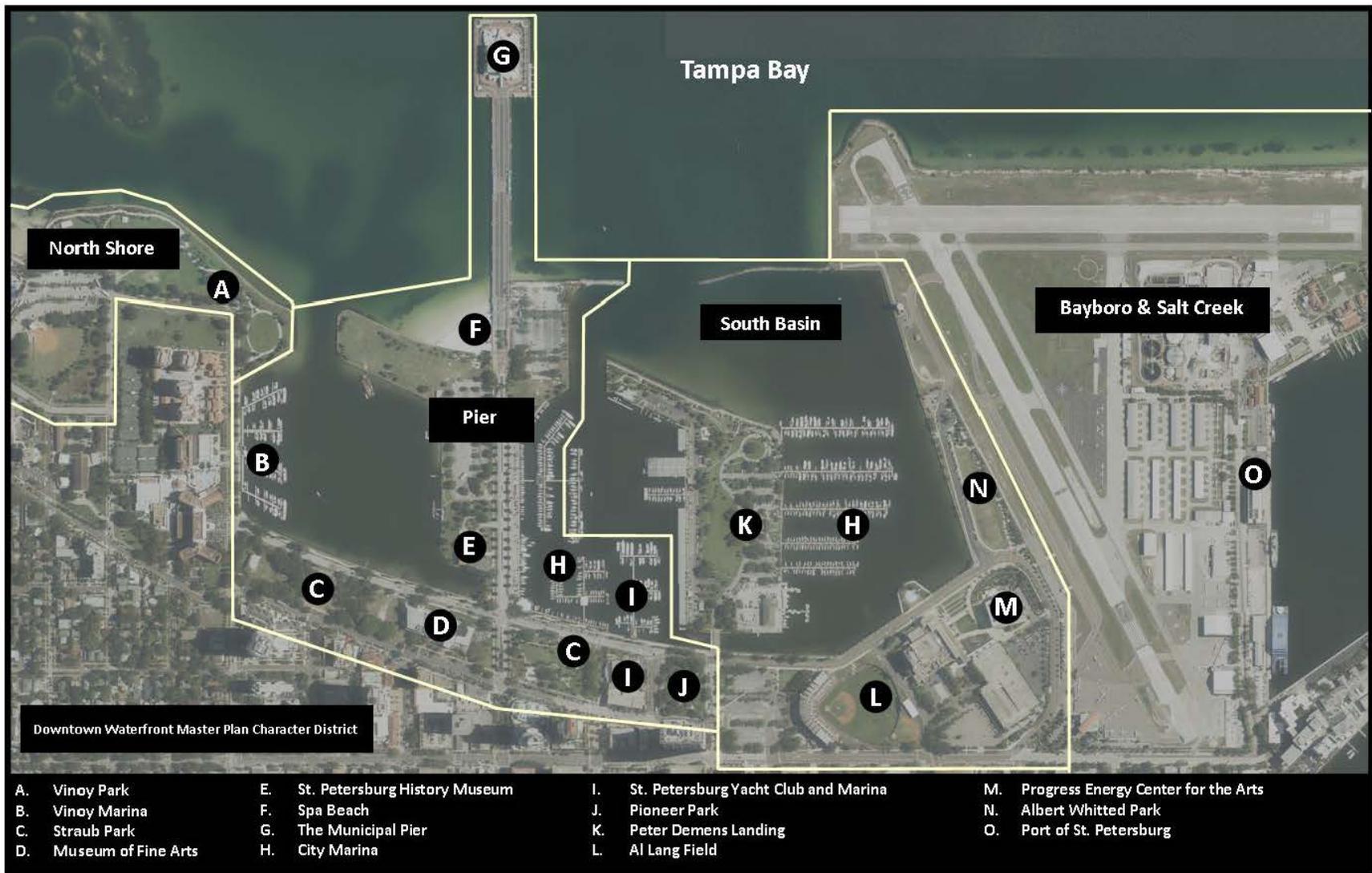


Figure 2  
**The Downtown Waterfront Area**

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The City Charter will require a public referendum for any disposition of or long-term lease on City property in the Downtown Waterfront Area east of Beach Drive to the Municipal Pier structure.

## RESIDENTIAL DEVELOPMENT PROGRAM

The development of an expanded residential base in the Intown is essential to achieve a successful downtown redevelopment program. People living and working downtown will generate the 24-hour activity and community spirit necessary to continue the expansion of the downtown economic and cultural base. One important aspect of residential development is the utilization of the existing housing stock.

To ensure housing opportunities for all citizens of St. Petersburg, the residential development program focuses on two aspects of the housing market:

1. aid low and middle-income persons in the rehabilitation of their property or investor owners who provide housing for low and middle-income groups; and
2. aid in defining and assisting new middle-income residential development and infill housing, and ensuring its compatibility with the surrounding neighborhood. New low-income housing will continue to be provided through the City's existing programs in the Jamestown and Gas Plant area and through other federal programs.

The residential development program utilizes a variety of federal, state and local programs to encourage new housing and rehabilitation of the existing housing stock. This plan incorporates spot clearance and rehabilitation on a majority of the blocks in the redevelopment area and in other selected blocks utilizes rehabilitation and block consolidation for new infill housing (see Map 7). The program will consist of voluntary and compulsory participation by owners in the rehabilitation of their buildings in accordance with design criteria set forth in this plan.

The available funding alternatives include, but are not limited to, the following:

### Federal

- 312 Rehabilitation Loan Program offers direct loans and works on a revolving loan fund basis;
- Section 8 rent supplement for low-income persons.
- Mortgage insurance programs designed to encourage lending institutions investment in housing by reducing the risk related.
- The Historic Preservation Tax Credit program provides a 20 percent tax credit for developers of who renovate rental housing that are listed on the National Register of Historic Places.

### State

- The Community Contribution Tax Credit (Section 220.183,

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F.S.) offers a 50% credit against state corporate income taxes for contributions of up to \$200,000, for community development, which could be used as direct grant or to start a revolving loan fund;

- The State of Florida, ~~through its enterprise zone legislation,~~ provides tax incentives and loans to ~~qualified community development corporations~~ to carry out ~~such~~ projects in declared or distress areas;
- The Florida Housing Development Finance Agency may make available financing opportunities for residential rehabilitation, specifically through tax-exempt bonding.

#### Local

- promoting development of residential services;
- use of tax increment financing for residential related public improvements, such as recreation areas (use of alleyways), infrastructure, landscaping, lighting, etc;
- City may initiate vacation of alleys and streets for development;
- use a loan principal or interest subsidy program on conventional loans;
- use of tax increment financing for land acquisition;
- use of the Ad Valorem Tax Exemption for Historic Properties enabled by City ordinance;

- City may issue housing mortgage revenue bonds;
- local banks establishing a special loan pool for all types of residential development.

The key to encouraging the housing market to respond to the needs of housing consumers and stimulating new residential growth in the downtown, lies in creative financing techniques. When the IRP was adopted, it was estimated that the plan could generate 1500 or more additional housing units in the area. The IRP has exceeded that estimate. Since the IRP was adopted in 1982, more than ~~1,700~~ 2,100 residential units have been added within the community redevelopment area. In the rest of downtown, more than ~~550~~ 820 dwelling units have been constructed during the same period. All but approximately four hundred units have been constructed since 1998 throughout downtown.

#### Block Consolidation

The Community Redevelopment Agency, for the potential purpose of consolidating parcels, may undertake selected land acquisition for the residential development program. Blocks identified for consolidation are shown on Map 7.

The residential program involves the Vinoy project and the University Park Residential District. The development concept for these areas is described below:

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### Vinoy Project

The Vinoy Project encompassed the renovation of the Renaissance Vinoy Park Hotel, construction of condominiums on adjoining property and establishment of a marina. The Vinoy represents a unique landmark within the City's signature waterfront park system. At one time in the 1970s and 1980s, the Vinoy was an economic and aesthetic blight on the waterfront due to its deteriorated condition and vacant status for approximately 18 years, from 1974 to 1992). However, its restoration and reopening in 1992, the development of the Vinoy Condominiums in 2001, and the construction of the yacht basin, have been essential ingredients in the resurgence of downtown and the waterfront.

The continuing use of the Vinoy for residential or hotel uses, or both, is vital to establishing and maintaining a permanent population base in the downtown in order to stimulate and support hotel, office and retail growth, expand the City's tax base, encourage the rehabilitation of existing downtown neighborhoods, and reinforce the aesthetic quality of the waterfront park system.

The continued success of the Vinoy development will:

- ensure compatible development on the site that is sensitive to the visual image of the waterfront;
- develop and preserve a 200-foot wide open space buffer parallel to and west of Bayshore Drive NE between 7<sup>th</sup> Avenue NE and Fifth Avenue NE;

- protect the community's investment in the downtown waterfront park system; and
- enhance and achieve the specific development goals the Downtown Waterfront Area.

### University Park

Block "K" and Block "L" are located in an area identified by Downtown Core zoning for residential support (see Map 4 on page 16). The design concept should provide ground level green open space and may provide support service retail, in conformance with underlying zoning requirements.

The remainder of the district (8<sup>th</sup>-4<sup>th</sup> Streets between 3<sup>rd</sup> Avenue South and I-175) is appropriate for selected land acquisition and demolition for new in-fill housing and housing rehabilitation.

## **TRANSPORTATION PROGRAM**

A vibrant downtown requires a transportation system that balances automobile access with pedestrian-oriented facilities such as light rail, bus, trolley, biking and walking. The transportation program for Downtown St. Petersburg is a multimodal approach that recognizes Downtown as a regional activity center within Tampa Bay that needs to accommodate vehicular traffic while also maximizing the pedestrian experience so vital to its success. The City also expects that multiple stations will be located within Intown to serve any premium transit system that will be developed to improve

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regional access to Downtown St. Petersburg.

The interstate system carries visitors and workers to and from Downtown St. Petersburg, but once in Downtown the IRP program focuses on providing mass transit opportunities. The Pinellas Suncoast Transit Authority (PSTA) operates more than a dozen bus routes that use Williams Park in Downtown as a transfer point. The City is working with PSTA to relocate the transfer point from Williams Park to a new intermodal facility elsewhere in downtown. It is anticipated that the facility will be funded by \$14 million in tax increment financing, as approved by amendments to the IRP in 2005.

Transit within Intown and its environs is provided by the Looper Trolley, which was established in 1996. The program is administered by the St. Petersburg Downtown Partnership, Inc., and receives funding from several different sources, including the City of St. Petersburg, Pinellas Suncoast Transit Authority, Florida Department of Transportation and private sector organizations. The Looper serves the main activity generators in downtown including the waterfront park system and Beach Drive, Central Avenue, and the [Progress Duke Energy Center for the Arts](#).

The Downtown Partnership, or successor, is also responsible for the Central Avenue Shuttle, which was established in Fall 2009. The Shuttle links the Downtown waterfront with the Grand Central Main Street District along Central Avenue.

In a dense urban environment, bicycles are an important mode of transportation costing little and using little space for parking.

The City has been integrating bike lanes onto many downtown streets for the last decade to improve cyclist safety. In 2008, the Pinellas Trail was extended into downtown St. Petersburg along First Avenue South allowing users to travel on the trail from Demens Landing on Tampa Bay to Tarpon Springs. The trail is separated from traffic by parking and curbs to better ensure user safety.

Finally, several sites within Intown have been identified to serve as stations for the region's first Bus Rapid Transit (BRT) project. As planned, the [Central Avenue](#) BRT would travel the First Avenue corridors from Downtown to the Gulf Beaches. The goals of the project are to develop and implement a successful BRT project along St. Petersburg's Central Avenue corridor that supports local revitalization and economic development plans; improves long-term livability; enhances safety and access for pedestrians and bicyclists; attracts new ridership; supports the unique character of the area; and provides service in a cost-effective manner.

~~As of 2011, an alternatives analysis has been completed and stakeholders are meeting to select the alternative that best meets the aggressive goals of the BRT project. Discussions are under way to determine the most appropriate route for the BRT to take to the beach communities. Once a final, coordinated decision is reached on the preferred alternative, the project will begin final design.~~

The preferred route for the the Central Avenue BRT service is from Downtown to Grand Central Station and then to St. Pete Beach. The Central Avenue BRT project is a top priority for the

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Pinellas Suncoast Transit Authority (PSTA) and it is included in the Tampa Bay Area Regional Transportation Authority's Master Plan. Additional funding will be needed to produce the final design plans, construct the project, acquire BRT vehicles and operate the service. The City and PSTA are actively seeking this funding from federal and state funding sources.

## **PLAZA PARKWAY**

The Plaza Parkway program entails construction of public improvements, including pedestrian system improvements, as an incentive for owners to rehabilitate or redevelop their property. To that end, the City has allocated \$2.5 million for the program from tax increment financing (see Table 2). In addition, the program also requires property owners undertaking development to upgrade streetscaping, construct façade treatments and provide appropriate uses in downtown to implement the City's objective for a pedestrian-friendly downtown. (Such treatments are described in the Land Development Regulations and design requirements specified in the Plaza Parkway Design Guidelines.)

The primary focus of the program is on the properties located on Pedestrian Level "A" and "B" streets (see Map 5), although this program can be expanded to any part of the Intown Redevelopment Area. All other streets not designated as "A" or "B" streets shall comply with the minimum streetscape provisions provided in the Plaza Parkway Street System (see Appendix B for "Plaza Parkway Design Guidelines").

## **UTILITY PROGRAM**

Water, sewer and other utilities in the Intown represent an important factor in revitalizing the area. Because of the age and substandard line sizes in the Intown, a detailed analysis of utilities is being conducted that will eventually result in a programming of capital improvements to meet the expected increase in demand.

Funding sources for infrastructure improvements will be through the City's capital improvement program and possibly Federal and State funds.

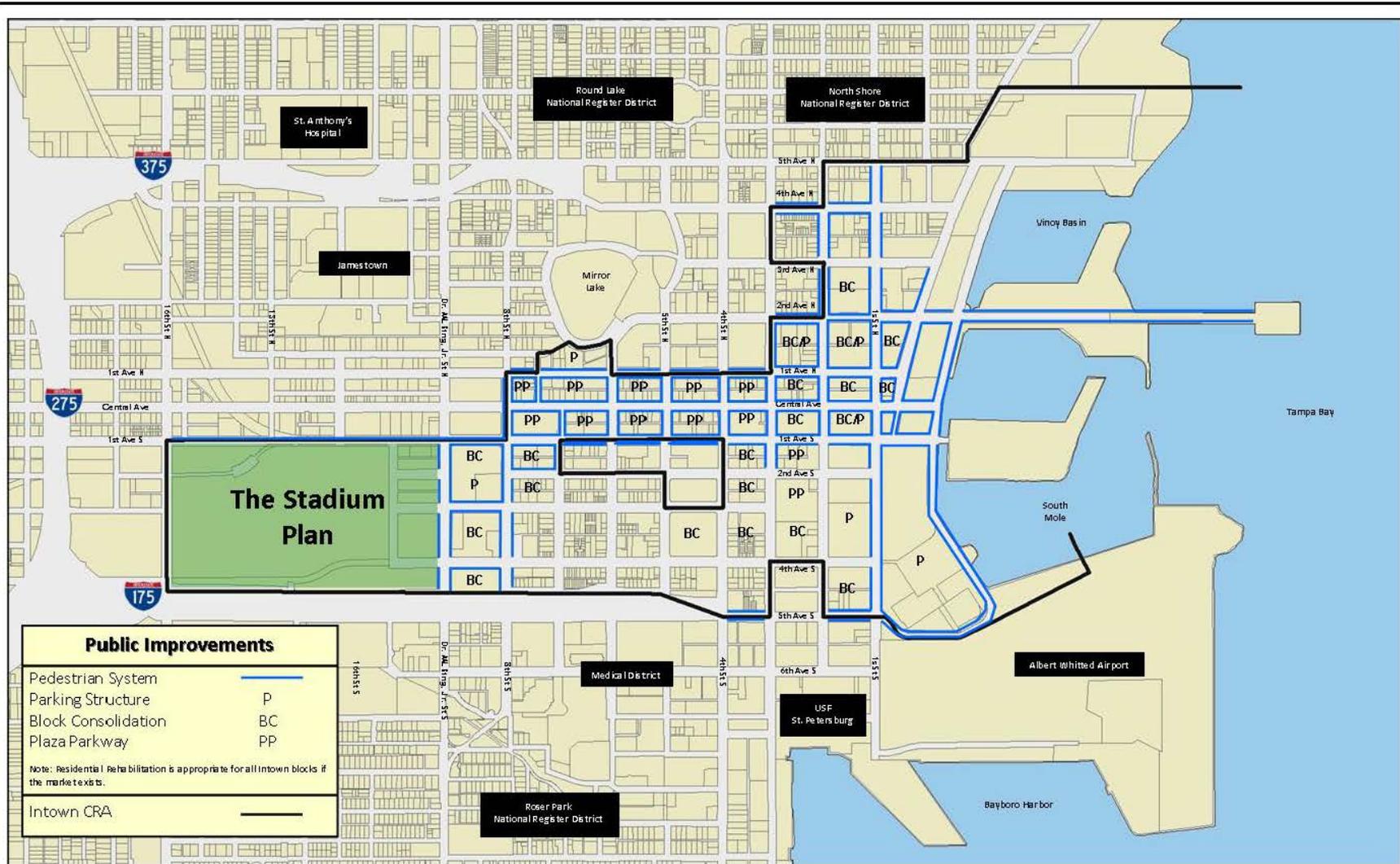
Costs incurred for the City to re-route water and sewer lines within or around a block because of a private development project will be borne by the developer.

## **STADIUM PLAN**

The Stadium Plan is a multi-purpose stadium project that was constructed on the original Gas Plant site. City Council approved an amendment to the Intown Redevelopment Plan changing the development program for the area to allow construction of a domed stadium. The stadium was opened to the public on March 3, 1990, eventually welcoming Major League Baseball in 1998.

## **OTHER PROJECTS**

The previously described public improvements represent important elements of revitalizing the area and providing an expanded and diversified retail, employment, residential and cultural base. In addition to these areas, other sites have been



Map 7

## Public Improvement Projects in the Intown Redevelopment Area



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identified for selected public improvements:

- The City may participate in a joint development with the County and/or other private developer(s) in constructing a public parking structure or mixed-use parking structure/transportation facility at an appropriate location within the IRP area. Office and/or retail or other allowable uses shall be located on the ground level of the parking structure and may be located above the parking structure.
- The Block “H” office project, more commonly known as City Center, was completed in 1984 and was another joint public/private partnership involving the construction of a parking structure with possible future air rights above the structure (see Map 4 on page 16).
- In conjunction with the rehabilitation of the Vinoy Park Hotel and adjacent new residential development, the City supported the development of marina slips adjacent to 5<sup>th</sup> Avenue NE in the North (Vinoy) Basin.
- Several sites within the redevelopment area may require block consolidation for commercial and/or residential development. These blocks are located on the fringe between the Core and the residential area, representing a transition zone requiring appropriate planning design and development. The blocks in this transition zone are identified as “I” and “J” on Map 4 on page 16. Future development shall comply with the Downtown Center zoning requirements.

## SUMMARY

Map 7 illustrates some of the various public improvements proposed and/or implemented in the Intown Redevelopment Plan since its inception, some of which have been described in the sections above. Table 1 describes projects implemented between 1982 and 2004 and their source of funding.

One important conclusion should be noted in regard to the trust fund allocation. Tax increment bonds have not been the only source of redevelopment funding in the past nor will they be the only source of funds available in the future for implementing projects. As outlined in Tables 1 and 2 and described in the “Methods of Financing” Chapter, a wide range of sources have been and may be used for project funding. The tax increment generated by the redevelopment area serves only as a starting basis.

## ADMINISTRATIVE AND RELOCATION COSTS

Business and residential relocation costs and administrative costs related to the project will be funded through tax increment trust fund or tax increment bond proceeds. Tax increment bond proceeds may be used for necessary architectural and other professional services to implement development projects described in the Plan.

## PROPERTY DISPOSITION AND DEVELOPMENT POLICY

For the purposes of this Plan, the Community Redevelopment Agency is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber by mortgage or deed of

**TABLE 1**  
**Major Public Improvement Projects Implemented in the Intown Redevelopment Area**  
1982 to 2004

Project	Development Cost <sup>(1)</sup>	Funding Sources	
		TIF - City and County	City and Other Sources
Stadium Development (Tropicana Field)	\$209,549,851	\$22,500,000	\$187,049,851
Bayfront Center/Mahaffey Theater Renovation	27,157,920	8,209,000	18,948,920 <sup>(2)</sup>
<del>BayWalk</del> <u>Sundial</u> and MidCore Garage	22,135,606	5,496,000	16,639,606
South Core Garage	20,377,765	13,887,000	6,490,765
Development Sites Acquisition Costs	16,032,171	632,000	15,400,171
The Pier	14,862,273	1,600,000	13,262,273
Intown Streetscape Program	5,696,215	620,000	5,076,215
Waterfront Park Improvements	2,214,353		2,214,353
Downtown Museums Development	1,294,438	800,000	494,438
Downtown Transit Initiatives	583,110		583,110
Downtown Marketing and Promotion	231,070		231,070
<del>Progress</del> <u>Duke</u> Energy Park Improvements	204,021		204,021
<b>Total</b>	<b>\$320,338,793</b>	<b>\$53,744,000</b>	<b>\$266,594,793</b>

(1) Some projects include land acquisition costs.

(2) \$2.6 M of development cost was donated by the Mahaffey Theater Foundation as part of the 1987-88 renovations.

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trust, or otherwise dispose of any interest in real property. To the extent permitted by law, the Agency is authorized to dispose of real property in accordance with Florida Statute Chapter 163 and in compliance with this Plan.

#### Owner Participation

Owner participation is an important part of ensuring a cohesive downtown revitalization program. Therefore, owner participation is encouraged in the redevelopment of downtown.

Before the City pursues any development project on a particular site, contact will be made with the property owners to determine their interest in participating in the project. Such participation by an owner shall be contingent upon execution by such owner of a binding agreement by which the property retained or acquired will be developed and used in conformance with the plan.

The Community Redevelopment Agency may, prior to the execution of an agreement, determine in its sole discretion that it is in the best interest of the City to acquire such property for development by the City or disposition for competitive bidding. The Community Redevelopment Agency may acquire property which is retained by an owner under an Owner Participation Agreement if the owner fails, refuses or neglects to perform his/her obligation under said agreement.

#### Developer Disposition Agreement

The Community Redevelopment Agency shall reserve such powers and controls through disposition and development agreements with purchaser or leases of property as may be necessary to insure that development conforms to this plan. The leases, deeds, contracts, agreements and declarations of restrictions may contain restrictions, covenants, covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes or any other provisions necessary to carry out this Plan.

#### **ENFORCEMENT**

After development, the administration and enforcement of this Plan or other documents implementing this Plan shall be performed by the City or the Agency.

The provisions of this Plan or other documents entered into pursuant to this Plan may also be enforced by Court litigation instituted by either the Agency or the City. Such remedies may include, but are not limited to, specific performance, damages, re-entry, injunctions, or any other remedies appropriate to the purposes of this plan. In addition, any recorded provisions expressly for the benefit of owners of property in the project area may be enforced by such owners.

The provisions of this Plan shall be effective until April 7, 2035.

**TABLE 2**  
**Intown Redevelopment Plan**  
**TIF Funding Required for New Public Improvement Projects - 2005-2035\***

Designated Projects	FY	Location	TIF Funds Required (in \$Millions)	Other Potential Funding Sources	Total Cost
Municipal Pier Project <u>(1)</u>	2008-2016 <del>8</del>	Downtown Waterfront at 2 <sup>nd</sup> Avenue NE	\$50M	To be Determined	\$50M
<i>See Note (1)</i>					
<u>Downtown Waterfront Master Plan Improvements – Pier District</u>	<u>2016-2020</u>	<u>Pier Approach</u>	<u>\$20M</u>	<u>No other public funding identified.</u>	<u>\$20M</u>
<del>Progress Duke</del> Energy Center for the Arts		NE Corner of 1 <sup>st</sup> St/5 <sup>th</sup> Ave S			<del>\$</del> 31.286M
Mahaffey Theater	2005-2011		\$25.854M	City (\$2.932M)	
Salvador Dali Museum	2010-2011		\$2.5M		
Mixed Use Transportation Facility	2006-2016 <del>8</del>	TBD	\$14M	No other public funding identified; however, mixed use project would leverage private investment	\$14M
Pedestrian System/Streetscape Improvements	2006-2035	Throughout IRP District	\$2.5M	City	\$2.5M
Park Improvements	2006-2035	Waterfront Park System	\$2.5M	City	\$2.5M

\* TIF expenditures may only be utilized for those Designated Projects in Table 2 where TIF funds are required as noted herein; provided, however, that no TIF expenditures may occur for Projects other than Designated Projects with TIF funds required as noted herein, without prior approval of the St. Petersburg City Council and the Pinellas County Board of County Commissioners.

**TABLE 2**  
**Intown Redevelopment Plan**  
**TIF Funding Required for New Public Improvement Projects - 2005-2035\***

Designated Projects	FY	Location	TIF Funds Required (in \$Millions)	Other Potential Funding Sources	Total Cost
Utility Improvements	2005-2035	Throughout IRP District	\$0	City and Private Developers	TBD
Signage	2005-2035	Throughout IRP District	\$0	City	TBD
Bicycle Trails	2005-2035	Throughout IRP District	\$0	City, State and Federal	TBD
City Marina Improvements	2005-2035	Throughout IRP District	\$0	City, State and Federal	TBD

**Maximum TIF Funds Required: \$9117.354**

\* TIF expenditures may only be utilized for those Designated Projects in Table 2 where TIF funds are required as noted herein; provided, however, that no TIF expenditures may occur for Projects other than Designated Projects with TIF funds required as noted herein, without prior approval of the St. Petersburg City Council and the Pinellas County Board of County Commissioners.

**Note** (1) Because of the size of the project, the timing and/or amounts necessary for the Municipal Pier Project may need to be revised in the future. Such changes shall only occur in an amendment to the Interlocal Agreement between the City and County.

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## DESIGN AND DEVELOPMENT GUIDELINES

The design and development guidelines listed below were created in order to ensure compatibility between the types of developments that are desired in the downtown and how such developments should relate to the environment and each other.

All real property in the project area is hereby made subject to the controls and requirements of this Plan. No real property shall be developed, rehabilitated, or otherwise changed after the date of adoption of this Plan, except in conformance with the provisions of this Plan and all applicable State and local laws in effect from time to time.

## DESIGN PARAMETERS

### General

- All redevelopment sites shall meet all the applicable Land Development Regulations.
- Developers of projects within the redevelopment area shall submit project proposals and designs to the Community Redevelopment Agency (CRA) for development review.
- All development should demonstrate the use of energy conservation techniques to reduce space cooling, hot water, and space heating demands. These techniques should address, but not be limited to:

- building orientation
- building facade materials
- shading of buildings and parking lots
- wind control for cooling ground level spaces and/or buildings
- use of solar energy (if practical) to meet development energy needs or individual building requirements, e.g., shared solar hot water
- use of paving material other than concrete or asphalt for parking lots to reduce area heat gain (such as turf block)
- use of natural sunlight for interior lighting (daylighting).

- All new and redeveloped surface parking areas shall be landscaped according to applicable City requirements.
- All parking structures should provide decorative facades through building materials and/or landscaping along each parking level and shall contain street level retail, office, cultural, or recreational activities.
- All buildings within the development project should integrate architecturally, aesthetically and functionally through building design, materials, open spaces, scale, circulation systems, pedestrian level activities, and uniform signage and lighting.
- All new development and redevelopment should provide design elements (trees, canopies, street furniture,

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entryways, etc.) to bring the building and related activity spaces in scale with human dimensions and perception of space.

- Development should provide appropriate architectural variety to the area and generate street level activities, such as outdoor cafes and cultural activities.

### Open and Pedestrian Spaces

Open spaces shall:

- be directly linked to the pedestrian system (sidewalks or skyways) and these links shall meet the Plaza Parkway Design Guidelines established in Appendix B; and
- provide sufficient lighting to ensure night security;

Open spaces should:

- relate to activities and buildings within the block;
- establish visual and functional ties to surrounding activities and create a sense of seclusion in spaces set aside from the main pedestrian flow such as found in court yards;
- provide various types of open space use (public, private, and semi-public spaces);
- provide sit-ability in terms of comfort and number of seating spaces (1 linear foot of seating space for each 300 square feet of open space), and such seating can be provided by appropriately designed benches, ledges or

chairs;

- provide for human comfort and scale through the use of landscaping and/or canopies for shade and highlighting building entrances;
- be considered for location on roof tops or upper levels in conjunction with activity spaces, to provide views of Tampa Bay, especially for development along Beach Drive and 1st Street;
- provide sculptures, murals &/or water features; &
- provide simple designs which dictate logical order and arrangement, allowing users to easily orient and relate themselves to the space and surrounding activities.

Pedestrian systems (all projects and areas within the Intown Redevelopment Area):

- shall be designed in conformance with the Plaza Parkway Design Manual (CRA Resolution 92-2).

### Historic

- Renovation, redevelopment or new construction on historic properties shall comply with the City's historic preservation ordinance.
- Developments on sites with historic structures are encouraged to utilize the incentives offered by the City's land development regulations.

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## Residential

- All infill development should create a sense of place and neighborhood identity by relating to old and new architecture and by developing interrelated open and pedestrian spaces.
- All new development within and adjacent to residential areas should relate in building scale and mass with the surrounding neighborhood.

## Waterfront

Within the boundaries of the City of St. Petersburg lies one of the most unique aesthetically and economically valuable assets of the Region; our downtown waterfront.

The park-like character of the waterfront forms a U-shape around the eastern edge of the downtown which is anchored at its southern end by the [Progress Duke](#) Energy Center for the Arts, and its northern end by the Vinoy property. These two anchors represent prominent visual points that frame the Intown waterfront park system and, therefore, the development of the Vinoy site and the [Progress Duke](#) Center for the Arts as activity and visual image centers is very important to the successful redevelopment of the downtown, the use of the waterfront as a public activity space, and the reinforcement of the aesthetic quality of the waterfront park system.

The downtown waterfront has established itself as an area with

its own sense of time and place. In order to preserve and enhance this historical and visual continuity, it is important to establish the design compatibility of buildings along the waterfront with each other as well as with the park-like character of the waterfront. It is equally important to provide for a variety of activities along the waterfront and in the downtown so all citizens of St. Petersburg can enjoy the present and the future opportunities these City assets create.

## Vinoy Property Development

The Vinoy property is approximately bounded by 5<sup>th</sup> Avenue NE and 7<sup>th</sup> Avenue NE, and Bayshore and Beach Drives NE. Design considerations for the property include:

- shall maintain a compatible design relationship to the Vinoy and the waterfront in terms of building mass, scale, height, materials, color, and architectural character;
- shall provide for a 200-foot wide open space buffer parallel to and west of Bayshore Drive between Baywood Park and Fifth Avenue N.E. to maintain the open character of the waterfront allowing for visual access to and through the open space buffer area;
- shall preserve the Banyan trees and Indian Midden;
- shall provide landscaped buffers along all streets and any walls facing the street;
- shall landscape parking structures and areas;

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- shall provide a landscaped design separation between the development, Baywood Park and open space buffer parallel to and west of Bayshore Drive.
  - shall avoid utilizing large and continuous building masses to create a walled image or effect along Fifth Avenue N.E., since it is important to maintain the aesthetic charm and openness of the Vinoy Basin area and waterfront park system, especially as viewed from Pier Park and along Straub Park.
  - should minimize visual intrusion of parking structures along Fifth Avenue N.E. and Bayshore Drive via landscaping and/or site design of the project;
  - The development that conforms to the stipulation entered into between the parties and approved by a final judgment executed by Judge Bryson on December 3, 1982, in the case of Padula and Workman v. City of St. Petersburg (Circuit Civil No. 82-6574-17) shall be deemed to conform to the provisions of the Community Redevelopment Plan. This final judgment is recorded at pages 7 and 8 of O.R. Book 5439 of the Official Records of Pinellas County, Florida.

Core Area (Unified Retail Core)

- Mediterranean Revival is a prominent architectural style in St. Petersburg. Mediterranean Revival design elements should be encouraged in the Core Area. New

development should use appropriate building materials and design elements such as stucco, key stone or cast stone to highlight entryways and along 1st and 2nd level facades, barrel tile roofs, terra cotta tiles, towers with pyramidal or triangular shaped tops, accent brick (light colors), or canopies, arches, and arcades.

- The Jannus Landing Block should be rehabilitated or redeveloped in keeping with the architectural style (vernacular), scale, and character of the block. This involves addressing design issues related to the preservation of important building facades, pedestrian linkages through the block, and integrating internal and external open spaces.
- The Core area will be encouraged to develop using the concept of a strong pedestrian orientation including open spaces and plazas.
- The Unified Retail Core should capitalize on and reinforce the existing urban fabric of the waterfront and the existing downtown business district.
- The major pedestrian axes **shall** directly link the waterfront and downtown business district.
- The major pedestrian axes **shall** function as the major retail spine linking the existing downtown business district.
- Retail activity will be encouraged to orient along the

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street as well as within the interior parts of the development.

- The pedestrian/open space system within the Core Area shall be a series of interconnected outdoor and/or indoor open spaces, with a focus on water features that link developments within the Core and to Downtown, Williams Park, the Waterfront and the [Progress Duke Energy Center for the Arts](#). Developments in the Core Area shall provide for the pedestrian/open space system through maximum use of natural sunlight through a large or series of glass atriums or open air designs (high ceilings, central outdoor plazas, sunlight filtration from the ceilings). Gateway/entry points into the pedestrian/open space system shall be highlighted through large landscaped plazas or open spaces. The pedestrian/open space system and gateway shall include features such as sculptures, water landscaping and murals to create an exciting urban space.
- Development along the waterfront (Beach Drive) **should** maintain a building (east-west) axis perpendicular to Beach Drive on levels above the second floor.

#### Webb's City

- All new development shall conform to the requirements of the Downtown Center zoning district and the Plaza Parkway Design Guidelines.

#### Rehabilitation

- Rehabilitation of existing structures **shall** conform to all applicable rules and regulations of the City of St. Petersburg.
- All buildings (including fences and accessory structures) within a commercial or residential rehabilitation project should integrate architecturally, aesthetically and functionally through building design, materials, scale, open spaces, circulation systems, pedestrian level activities, and uniform signage and lighting.

#### **DEVELOPMENT GUIDELINES**

- All new development shall be consistent with the permitted uses in the downtown zoning district in which it is located.
- Development intensity and uses shall be governed by the underlying zoning district. Of particular note are the Downtown Center zones (DC) which provide for mixed-use development based on floor area ratio (F.A.R.) system as outlined below:

District	Emphasis	FAR+
DC-C	Downtown Core	4.0 to 8.0
DC -1	Downtown Support	
	East of Dr. ML King St	3.0 to 7.0
	West of Dr. ML King St	3.0 to 5.0
DC -2	Downtown Residential	3.0 to 5.0
DC -3	Downtown Waterfront	2.0 to 3.0
DC -P	Downtown Park	0.2

+Range only applies from base FAR to administrative approval of FAR bonuses through streamline process. Additional bonuses can be awarded through a public hearing.

The Downtown Center land development regulations also contain bonus and exemption provisions which allow an increase in floor area ratio (F.A.R.) if selected open space, building program and urban design features are incorporated into the project. These include, but are not limited to, protecting designated historic landmarks, providing affordable housing, including retail uses on the first floor of a mixed use project, constructing streetscape improvements and providing specified percentage of office space. For more details on FAR bonuses, see the Downtown Center land development regulations.

- The major retail activity of the Intown **shall** be located in conformance with the uses permitted in the Downtown Center zoning district as depicted on Map 3 and described in the “Plan Emphasis” section contained herein.
- To encourage consolidation of blocks and promote a unified development concept, the City will consider the

closing of selected streets and alleyways in accordance with an appropriate proposal.

- The development of both affordable and market rate housing should be encouraged through incentives.
- Building rehabilitation should conform to the permitted uses of the downtown zoning district in which it is located.

Uses or structures that, by reasons of appearance, traffic, smoke, glare, noise, odor, or other similar factors, would be incompatible with surrounding areas or structures shall not be permitted in any part of the project area.



# Appendices

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**Summary of Legal Documents Related to the Intown Redevelopment Plan  
(1981 to 2011)**

<b>Ordinance #</b>	<b>Date Approved</b>	<b>Description</b>
81-1401 (City Resolution)	December 17, 1981	City Council makes blight finding for the Intown Redevelopment Area. Also includes City Council Resolution 81-100 which declared the Webb's City area blighted pursuant to Florida's Community Redevelopment Act. Includes Pinellas County Resolution No. 81-465 in which the BCC delegated redevelopment authority to St. Petersburg.
557-F	March 18, 1982	Adoption of the Intown Redevelopment Plan (IRP). Includes Pinellas County Ordinance #82-24 which approved the IRP on August 3, 1982.
569-F	April 15, 1982	Amending IRP to increase the proposed office space for the Webb's City Redevelopment Project.
570-F	April 15, 1982	Establishing a Redevelopment Trust Fund to finance Community Redevelopment Projects within the Redevelopment area. Includes Pinellas County Ordinance #82-24 which approved the IRP Redevelopment Trust Fund on August 3, 1982.
605-F	October 21, 1982	Granting the power of eminent domain to the St. Petersburg Community Redevelopment Agency. Includes Pinellas County Resolution No. 82-591 which authorized the amendment on December 7, 1982.
622-F	January 20, 1983	Amending IRP to increase the allowable size of the commercial component of the development concept for Block E of the Webb's City project area.
641-F	March 1, 1983	Amending IRP by eliminating the minimum requirement of floor area ratio and changing the classification to Pedestrian System for the Webb's City Project.

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**Summary of Legal Documents Related to the Intown Redevelopment Plan  
(1981 to 2011)**

<b>Ordinance #</b>	<b>Date Approved</b>	<b>Description</b>
654-F	May 19, 1983	Amending IRP to include design guidelines for a public improvement project called the Vinoy. Pinellas County approved on May 24, 1983.
669-F	September 1, 1983	Amending IRP to incorporate the Gas Plant Project, including the Stadium and repealing the plan previously adopted by Resolution 79-698. Approved by Pinellas County on August 16, 1983.
725-F	March 1, 1984	Amending IRP to add a new use emphasis category entitled recreation/open space to replace the existing parkland use.
735-F	April 5, 1984	Amending Ordinance No. 570-F by amending Section 1 to change the calculation and appropriation of TIF revenues for the IRP. Includes Pinellas County Ordinance No. 86-39 which amended County Ordinance 82-24 related to the creation of the Intown Trust Fund.
746-F	May 17, 1984	Amending IRP to revise the Gas Plant Redevelopment Project. Pinellas County approved project on May 15, 1984.
755-F	July 19, 1984	Amending IRP by modifying the Webb's City Project "Block D" Development Plan. (Includes CRA resolution 84-13 recommending approval of amendment.)
823-F	June 6, 1985	Amending IRP related to pedestrian system, defining parking garage sites (Blocks B and G), adding block consolidation to Blocks A, F and G, and Bayfront Center.
852-F	November 21, 1985	Amending IRP clarifying use of TIF bond proceeds.
966-F	May 21, 1987	Amending IRP to amend Webb's City Plan.

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**Summary of Legal Documents Related to the Intown Redevelopment Plan  
(1981 to 2011)**

<b>Ordinance #</b>	<b>Date Approved</b>	<b>Description</b>
1054-F	October 6, 1988	Amending IRP incorporating Bay Plaza Plan (incorporate Blocks A and G into Unified Retail Core and added development and design guidelines).
1084-F	February 2, 1989	Amending IRP related to projects and TIF. Pinellas County approves by Resolution 88-132 which is attached. (Note: Resolution 89-132, which contains identical language as 88-132, is also attached.)
2038-F	February 21, 1991	Amending IRP to define parking garage projects for the Mirror Lake area.
31-G	September 17, 1992	Amending Plan emphasis for area between 3 <sup>rd</sup> and 5 <sup>th</sup> Avenues North from Beach to 1 <sup>st</sup> Street from Residential to Mixed-Use-Specialty Retail.
205-G	September 14, 1995	Amending Unified Retail Core, Plaza Parkway, Residential Program, Webb's City and relocation policy.
261-G	January 13, 1997	Amending disposition of land policy within the Intown Redevelopment Plan.
338-G	June 25, 1998	Amending IRP Core Area Project/Unified Retail Program and deleted a parking structure from Block A and providing for a parking structure on Block B. Also revised the pedestrian system.
715-G	March 3, 2005	Amending IRP to Implement future renovations to Municipal Pier, the Mahaffey Theater, and other public improvements; provide expiration date for IRP; identify TIF as funding source for said improvements; identify existing IRP projects implemented prior to 2005; and estimate project costs for TIF debt requirements. Approved by Pinellas County Board of County Commissioners on April 5, 2005.
715-G	March 3, 2005	

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**Summary of Legal Documents Related to the Intown Redevelopment Plan  
(1981 to 2011)**

Ordinance #	Date Approved	Description
762-G	January 19, 2006	Amending the IRP by increasing the maximum amount of tax increment financing proceeds available for downtown improvement projects from \$95.4 million to \$97.4 million in order to allow the Florida Orchestra to utilize a \$2 million private donation previously programmed for Mahaffey Theater renovations to be utilized for the construction of a new headquarters building for the Orchestra; and, provide an additional \$2 million in tax increment financing proceeds to replace the \$2 million private donation in order to complete the Mahaffey Theater renovation project. Approved by Pinellas County Board of County Commissioners on February 21, 2006.
822-G	August 9, 2007	Amending the IRP to update maps and text references to zoning districts and future land use categories; ensuring consistency between the LDRs and IRP design standards; updating existing condition descriptions; deleting outdated graphics and project descriptions; and making editorial and formatting revisions.
1018-G	June 16, 2011	Amending the IRP to include \$2.5 million in tax increment financing to support the completion of the new Salvador Dali Museum; clarifying reference to the municipal pier project; updating descriptions to reflect current conditions and removing specific development targets on downtown blocks; updating maps and graphics; and correcting scrivener's errors.

**NOTICE OF PUBLIC HEARING  
PROPOSED ORDINANCES AND RESOLUTION RELATED TO THE CITY OF ST.  
PETERSBURG INTOWN AND BAYBORO HARBOR COMMUNITY  
REDEVELOPMENT AREAS**

The Pinellas County Board of County Commissioners proposes to approve amendments to the St. Petersburg CRA Intown Redevelopment Plan, and to amend the St. Petersburg CRA Intown Redevelopment Area Trust Fund and the St. Petersburg CRA Bayboro Harbor Redevelopment Trust Fund.

A public hearing on the proposed Resolution and Ordinances will be held on Tuesday, November 10, 2015, at 9:30 a.m. in the County Commission Assembly Room, Fifth Floor, Pinellas County Courthouse, 315 Court Street, Clearwater, Florida 33756.

Interested parties may appear at the hearing and be heard regarding the proposed Resolution and Ordinances.

1. **PROPOSED RESOLUTION TO APPROVE AMENDMENTS TO THE CITY OF ST. PETERSBURG CRA INTOWN REDEVELOPMENT PLAN:**

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PINELLAS COUNTY FLORIDA; APPROVING AMENDMENTS TO THE COMMUNITY REDEVELOPMENT PLAN OF THE CITY OF ST. PETERSBURG, FLORIDA FOR THE INTOWN REDEVELOPMENT AREA (INTOWN REDEVELOPMENT PLAN) PURSUANT TO THE COMMUNITY REDEVELOPMENT ACT OF 1969, CHAPTER 163, PART III, FLORIDA STATUTES; AND PROVIDING FOR AN EFFECTIVE DATE.

2. **PROPOSED ORDINANCE TO AMEND THE CITY OF ST. PETERSBURG CRA INTOWN REDEVELOPMENT TRUST FUND**

AN ORDINANCE OF THE COUNTY OF PINELLAS AMENDING PINELLAS COUNTY CODE SECTION 38-61 RELATED TO THE CITY OF ST. PETERSBURG REDEVELOPMENT TRUST FUND FOR THE INTOWN REDEVELOPMENT PLAN; AMENDING THE AMOUNT OF THE COUNTY'S CONTRIBUTION TO THE TAX INCREMENT BEGINNING ON JANUARY 1, 2016; CHANGING THE DATE BY WHICH THE COUNTY MUST ANNUALLY PAY THE TAX INCREMENT DUE THE REDEVELOPMENT TRUST FUND; INCREASING THE COUNTY'S OBLIGATION TO APPROPRIATE TAX INCREMENT REVENUES FOR PROJECTS IDENTIFIED IN THE INTOWN REDEVELOPMENT PLAN; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR AN EFFECTIVE DATE; AND PROVIDING FOR AMENDMENTS ARISING

FROM PUBLIC INPUT AND CONSULTATION WITH RESPONSIBLE AUTHORITIES.

3. **PROPOSED ORDINANCE TO AMEND THE CITY OF ST. PETERSBURG CRA BAYBORO HARBOR REDEVELOPMENT TRUST FUND**

AN ORDINANCE OF THE COUNTY OF PINELLAS AMENDING PINELLAS COUNTY CODE SECTION 38-63 RELATED TO THE CITY OF ST. PETERSBURG REDEVELOPMENT TRUST FUND FOR THE BAYBORO HARBOR COMMUNITY REDEVELOPMENT AREA; CHANGING HOW THE AMOUNT OF THE COUNTY'S CONTRIBUTION TO THE REDEVELOPMENT TRUST FUND IS CALCULATED BEGINNING ON JANUARY 1, 2016; ESTABLISHING A TERMINATION DATE FOR THE REDEVELOPMENT TRUST FUND; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR AN EFFECTIVE DATE; AND PROVIDING FOR AMENDMENTS ARISING FROM PUBLIC INPUT AND CONSULTATION WITH RESPONSIBLE AUTHORITIES.

The proposed amendments can be inspected at the Pinellas County Planning Department located at 310 Court Street, First Floor, Clearwater, Florida 33756. Send comments to this address or call (727) 464- 8200. The amendments can also be inspected at Pinellas County Board Records, 315 Court Street, Fifth Floor, Clearwater, Florida 33756.

Persons are advised that if they decide to appeal any decision made at the meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

IF YOU ARE A PERSON WITH A DISABILITY WHO NEEDS ACCOMMODATION IN ORDER TO PARTICIPATE IN THIS PROCEEDING, YOU ARE ENTITLED, AT NO COST TO YOU, TO THE PROVISION OF CERTAIN ASSISTANCE. WITHIN TWO (2) WORKING DAYS OF YOUR RECEIPT OF THIS NOTICE, PLEASE CONTACT THE OFFICE OF HUMAN RIGHTS, 400 SOUTH FORT HARRISON AVENUE, SUITE 500, CLEARWATER, FLORIDA 33756, (727) 464-4880 (VOICE), (727) 464-4062 (TDD).

KEN BURKE, CLERK TO  
THE BOARD OF COUNTY COMMISSIONERS  
By: Norman D. Loy, Deputy Clerk

**INTERLOCAL AGREEMENT BETWEEN  
THE CITY OF ST. PETERSBURG, FLORIDA  
AND  
PINELLAS COUNTY, FLORIDA  
FOR  
GOVERNANCE OF THE SOUTH ST. PETERSBURG COMMUNITY  
REDEVELOPMENT AREA**

**THIS AGREEMENT** made and entered into this 2<sup>ND</sup> day of June, 2015, by and between Pinellas County ("County"), a political subdivision of the State of Florida, and the City of St. Petersburg ("City"), a municipal corporation of the State of Florida, hereinafter collectively referred to as "the Parties."

**WITNESSETH:**

**WHEREAS**, the City adopted Resolution 2013-247 on June 20, 2013, describing an area in the City as the "South St. Petersburg Community Redevelopment Area" ("South St. Petersburg CRA") and requested that the Board of County Commissioners ("BCC") delegate to the City all authority and powers conferred by the Community Redevelopment Act of 1969 ("Act") for the South St. Petersburg CRA, including the authority to establish two tax increment financing districts and associated trust funds; and

**WHEREAS**, on October 8, 2013, the BCC approved the City's Blight Study for the South St. Petersburg CRA and directed staff to collaborate with City staff to develop an interlocal agreement to define the framework for a community redevelopment agency; and

**WHEREAS**, County staff produced a report entitled "The Economic Impact of Poverty ("Poverty Study")," which was presented to the BCC in May 2012, and identified five zones within the County that have high concentrations of poverty, one of which is located in South St. Petersburg; and

**WHEREAS**, the Poverty Study also identified seven factors that contribute to systemic poverty within each of the five zones including: insufficient transportation, limited access to food, lower educational attainment, limited access to health care, increased crime rates, high unemployment, and inadequate and insufficient housing; and

**WHEREAS**, the City's Blight Study for the South St. Petersburg CRA encompasses an area located wholly within the South St. Petersburg zone identified in the County's Poverty

Study, and focuses on many of the same factors as those found to contribute to poverty in the area; and

**WHEREAS**, as a result of the Poverty Study, the BCC provided direction to County staff to work with community partners to implement the initiatives outlined in the report, which were collectively called the "Healthy Communities Initiative;" and

**WHEREAS**, the City's Blight Study is loosely based on the South St. Petersburg zone in the Poverty Study, but goes further by making the required findings of necessity under the Act to establish the area as one that is blighted and in need of community redevelopment; and

**WHEREAS**, the City is collaborating with Agenda 2010, a local nonprofit community group that is developing the "2020 Plan" to reduce poverty by 30 percent in South St. Petersburg by 2020; and

**WHEREAS**, on February 20, 2015, the City of St. Petersburg submitted the proposed "South St. Petersburg Community Redevelopment Plan" (Redevelopment Plan) to Pinellas County to begin the formal approval process; and

**WHEREAS**, the Redevelopment Plan revised the City's original request for tax increment financing authority from Resolution 2013-247 by proposing the establishment of a single tax increment financing district and redevelopment trust fund with boundaries coterminous with the South St. Petersburg CRA; and

**WHEREAS**, the Redevelopment Plan also called for the City of St. Petersburg to contribute annually at least 95 percent of its tax increment and Pinellas County to contribute 85 percent of its tax increment to the proposed South St. Petersburg Redevelopment Trust Fund through 2045; and

**WHEREAS**, on May 21, 2015, the St. Petersburg City Council approved the Redevelopment Plan (Ord #169-H) for the South St. Petersburg CRA; and

**WHEREAS**, on June 2, 2015, the Pinellas County Board of County Commissioners approved the Redevelopment Plan for the South St. Petersburg CRA and delegated authority to the St. Petersburg City Council to establish a redevelopment trust fund for the CRA; and

**WHEREAS**, on June 11, 2015, the St. Petersburg City Council accepted the authority delegated from the Pinellas County Board of County Commissioners to establish a redevelopment trust fund and approved the Redevelopment Trust Fund (Ord #175-H) for the South St. Petersburg CRA; and

**WHEREAS**, on June 23, 2015, the Pinellas County Board of County Commissioners approved the Redevelopment Trust Fund (Ord #15-27) for the South St. Petersburg CRA; and

**WHEREAS**, the County and City have similar goals in the implementation of the 2020 Plan, the Healthy Communities Initiative and the South St. Petersburg Community Redevelopment Plan in a manner that improves the community for its current and future residents and stakeholders; and

**WHEREAS**, the County and City hereby find that collaboration in the advancement of these goals will be in the best interests of the subject community and will promote efficiency in the process.

**NOW, THEREFORE**, in consideration of the mutual promises provided herein, the sufficiency of which is hereby acknowledged, the parties agree as follows:

**Section 1. Purpose and Scope.**

A. The purpose of this Interlocal Agreement is to establish the framework for establishing and administering the proposed South St. Petersburg CRA, including staffing, governance, potential financing options and other issues the Parties may identify.

B. The Parties recognize that it is the County's long-established policy when delegating the powers conferred upon it by the Act to a municipality pursuant to Section 163.410, Florida Statutes, that it requires the governing body of such municipality to declare itself to be the Community Redevelopment Agency, as provided for in Section 163.357, Florida Statutes.

C. The Parties agree that the delegation of authority to the City for the South St. Petersburg CRA will follow this policy and the City Council will act as the Community Redevelopment Agency.

D. The Parties further agree to take any additional steps that may be necessary to effectuate this delegation of authority.

E. Should the Parties determine it to be necessary for the City, acting as the Community Redevelopment Agency, to become a Party to this Agreement or ratify its terms, the City agrees to undertake such action.

**Section 2. Duties of the City.**

A. The City agrees to provide staff to support the Community Redevelopment Agency, whose duties shall include but not be limited to:

1. Preparing a community redevelopment plan that conforms with Sections 163.360 and 163.362, Florida Statutes, and any other relevant statutes.

2. Administer any trust fund(s) established pursuant to Section 163.387, Florida Statutes.

3. Ensure that tax increment funds are spent only on those purposes authorized in Section 163.387, Florida Statutes, and that the Pinellas County portion will be spent in accordance with Pinellas County's June 2014 policy guidelines on expenditure of TIF funds entitled "Application of Tax Increment Financing Funds in Community Redevelopment Districts within Pinellas County" (June 2014 Policy).

4. Support the CAC established in Section 4.A. herein.

5. Submit annual progress reports to the County, with a due date of March 31<sup>st</sup> of each reporting year to begin in 2017 and continue until 2045. The reports shall describe the progress of the redevelopment plan relative to benchmarks and measures established by the Community Redevelopment Agency and detail expenditures from Pinellas County's account within the proposed South St. Petersburg Redevelopment Trust Fund.

B. The City staff agrees to provide the proposed South St. Petersburg CRA community redevelopment plan or any future amendment to that plan to the County at least sixty (60) days in advance of any action by the Community Redevelopment Agency.

C. The City agrees to work with the County to identify funding sources in addition to tax increment financing such as grants and other alternate sources to implement programs or projects identified in the South St. Petersburg CRA community redevelopment plan and those portions of the 2020 Plan and the Healthy Communities Initiative which have been incorporated into the South St. Petersburg CRA community redevelopment plan.

Section 3. Duties of the County.

A. The County staff agrees to review and provide comments on any proposed redevelopment plan or amendment to that plan within thirty (30) days of a complete submittal to its staff.

B. The County agrees to coordinate with the City in identifying opportunities to leverage the Parties' mutual support for improving conditions in South St. Petersburg when seeking funding from sources other than tax increment financing to implement programs or projects identified in the South St. Petersburg CRA community redevelopment plan and those

portions of the 2020 Plan and the Healthy Communities Initiative which have been incorporated into the South St. Petersburg CRA community redevelopment plan.

**Section 4. Governance Structure.**

A. The Parties agree to establish and maintain a Citizen Advisory Committee (“CAC”), comprised of nine (9) residents, business and/or property owners, or other stakeholders from within the South St. Petersburg CRA. The mayor of the City shall appoint six (6) CAC members, subject to confirmation by the City Council. The BCC shall appoint three (3) CAC members.

B. The purpose of the CAC will be to advise the Community Redevelopment Agency for the South St. Petersburg CRA on the community redevelopment plan and any amendments thereto, and to advise the Community Redevelopment Agency on issues and policies within the South St. Petersburg CRA.

C. The City agrees to establish the Community Redevelopment Agency, comprised of its City Council, pursuant to Section 163.357, Florida Statutes, and whose duties are enumerated in Section 2 of this Agreement.

D. The authority delegated by the County to the City will be limited and the County will retain its authority to approve the South St. Petersburg CRA redevelopment plan and any amendments thereto, any trust fund established, any tax increment financing that may be used to undertake improvements or other projects or programs within the South St. Petersburg CRA, and the issuance of any bonds or other indebtedness that pledges tax increment revenues.

**Section 5. Funding.**

A. The Parties agree to establish one tax increment financing districts with a boundary that is coterminous with the South St. Petersburg CRA boundary. Any proposed trust fund will be considered for approval by the County consistent with Section 4.D.

B. The Parties agree that the tax increment financing district and redevelopment trust fund will expire on May 21, 2045, and all TIF funding remaining in the redevelopment trust fund upon the expiration date must be expended by September 30, 2048.

C. By April 15<sup>th</sup> of each year through the 2045 expiration year of the tax increment financing district and redevelopment trust fund, the City of St. Petersburg agrees to annually deposit into the South St. Petersburg Redevelopment Trust Fund a sum no less than the tax revenue generated from 95 percent of the tax increment created each year in the CRA as

calculated by the formula described in Sec. 163.387(1) of Florida Statutes (2014).

D. By April 15<sup>th</sup> of each year through the 2045 expiration year of the tax increment financing district and redevelopment trust fund, Pinellas County agrees to annually deposit into the South St. Petersburg Redevelopment Trust Fund a sum no less than the tax revenue generated from 85 percent of the tax increment created each year in the CRA as calculated by the formula described in Sec. 163.387(1) of Florida Statutes (2014).

E. The Parties agree that the South St. Petersburg Redevelopment Trust Fund will consist of two accounts wherein City and County annual tax increment revenue will be separated to assist in verifying the expenditure of County funds in conformance with Pinellas County's June 2014 Policy on expenditure of TIF funds.

F. The Parties agree that Pinellas County's annual contribution to the South St. Petersburg Redevelopment Trust Fund will commence after both Parties approve amendments to the Intown Redevelopment Plan (IRP) and Interlocal Agreement that 1) reduce Pinellas County's contribution to the IRP Redevelopment Trust Fund to 85 percent of the annual tax increment created each year in the Intown CRA and 2) increase IRP TIF funded capital projects by \$20 million for implementation of the Downtown Waterfront Master Plan.

G. The Parties agree 1) to reduce the County's contribution to the Bayboro Harbor Redevelopment (BHRP) Redevelopment Trust Fund from 95 percent to 85 percent of the annual tax increment created each year in the Bayboro Harbor CRA; 2) terminate the BHRP Redevelopment Trust Fund on March 18, 2018; and 3) expend by September 30, 2021, all TIF funding remaining in the redevelopment trust fund upon the expiration date. The County's reduced contributions to the BHRP Redevelopment Trust Fund will commence in the year it begins payment into the South St. Petersburg Redevelopment Trust Fund.

H. The Parties agree to conduct a formal review of the South St. Petersburg Redevelopment Plan and Redevelopment Trust Fund in 2031 that will evaluate the effectiveness of redevelopment efforts and determine whether the County continues to dedicate its portion of the tax increment revenues at the existing level through 2045, provided that there shall be no reduction in the dedication of tax increment revenues for as long as there are unpaid loans, advances or indebtedness approved as provided herein and secured by the County's tax increment revenues.

I. The Parties agree that the City will allow the County to review and comment on

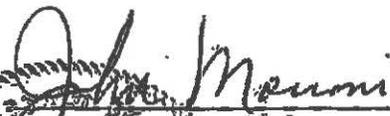
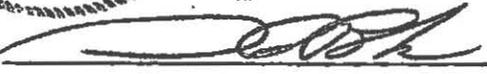
procedures for TIF programs that involve the use of County increment before they are transmitted to the Citizen Advisory Committee for the South St. Petersburg Community Redevelopment Area. The County's comment period will be fifteen (15) working days upon receipt of said programs.

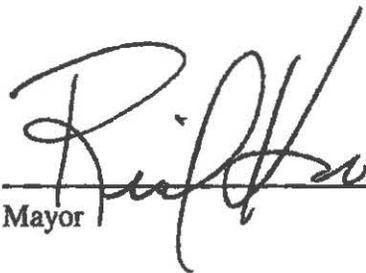
J. The Parties agree to collaboratively seek funding from alternate funding sources, consistent with the duties generally set forth in Sections 2 and 3.

IN WITNESS WHEREOF, the undersigned have hereto affixed their hands and seals the day and year first above-written.

**PINELLAS COUNTY, FLORIDA,**  
by and through its Board of County  
Commissioners

**CITY OF ST. PETERSBURG**

  
\_\_\_\_\_  
Chairman  
  
KEN BURKE, Clerk  
By:   
\_\_\_\_\_  
Deputy Clerk

By:   
\_\_\_\_\_  
Mayor

ATTEST:  
CHANDRAHASA SRINIVASA, City Clerk

By:   
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM

APPROVED AS TO FORM

By:   
\_\_\_\_\_  
Office of the County Attorney

By:   
\_\_\_\_\_  
Office of the City Attorney



