



FORWARD  
PINELLAS

Integrating Land Use & Transportation

# Countywide Planning Authority Countywide Plan Map Amendment

CW 21-06

St. Petersburg

April 13, 2021



# Amendment Information, Site Description and Site History

## REASON FOR AMENDMENT

- To/From Categories: Employment & Target Employment Center to Multimodal Corridor & Target Employment Center
- Applicant requests the proposed amendment to develop a sports tourism facility, public lagoon with beach area, and an apartment complex

## SITE DESCRIPTION

- Location: 1501 72<sup>nd</sup> Street North
- Area Size: Approximately 29.11 Acres
- Existing Uses: Vacant
- Surrounding Uses: Residential, Recreation/Open Space, Commercial, Manufacturing/Industrial

## SITE HISTORY

- Site of former office, research and laboratory facility
- Soil and groundwater contamination found in 1991, Raytheon Company acquired in 1995, built testing wells in 1996
- Contamination found in surrounding areas, water treatment facility constructed to south of subject property (not included in amendment)



# Images of Subject Property and Surrounding Areas



a. Subject Property (72<sup>nd</sup> St.)



b. Water Treatment Facility (south)



c. Single-Family Homes (south)



d. Azalea Park (west)



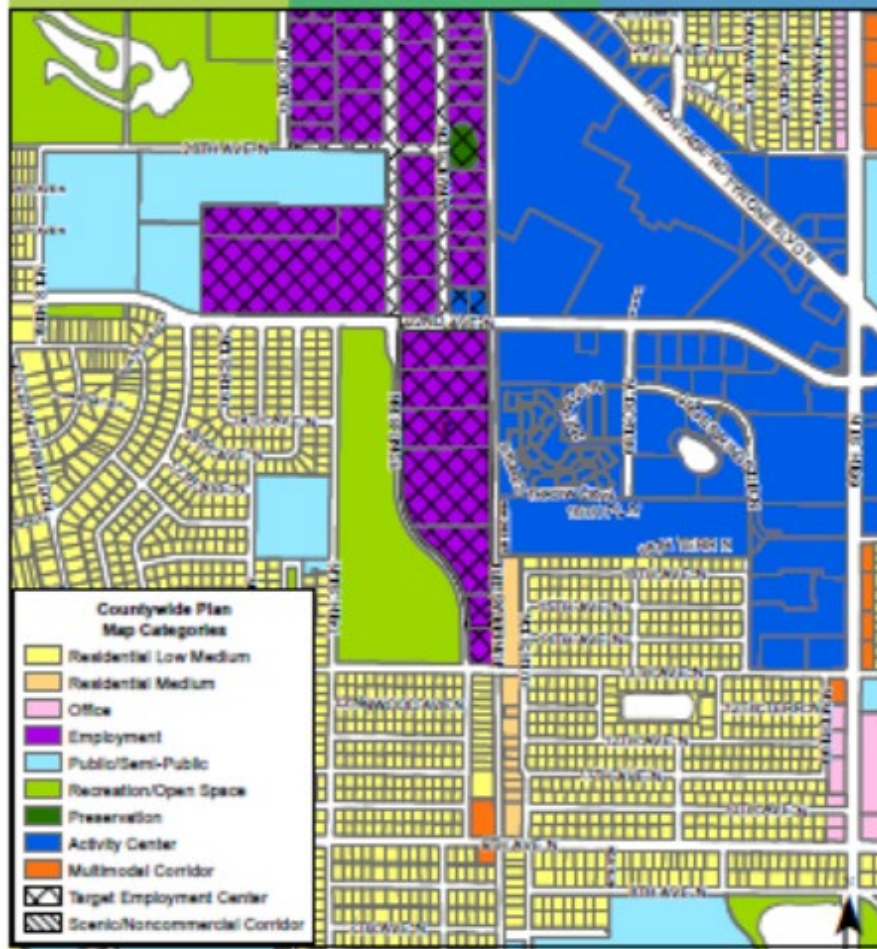
e. Tyrone Mall Area (north)



# Current vs. Proposed Countywide Plan Map Category

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Map 4: Current Countywide Plan Map



JURISDICTION: St. Petersburg FROM: Employment & Target Employment Center  
 AREA: 28.11 Acres TO: Multimodal Corridor & Target Employment Center

0 700 1,400 Feet

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Map 5: Proposed Countywide Plan Map



JURISDICTION: St. Petersburg FROM: Employment & Target Employment Center  
 AREA: 28.11 Acres TO: Multimodal Corridor & Target Employment Center

0 700 1,400 Feet



# Analysis of the Relevant Countywide Considerations

## Relevant Countywide Considerations

1. **Consistency with the Countywide Rules: Sports Tourism is not a target employment opportunity defined by the Countywide Rules. Therefore, this proposed amendment is inconsistent with locational characteristics of Target Employment Center category.**
1. Adopted Roadway Level of Service (LOS) Standard: The amendment area is located on a roadway segment operating at a LOS “D” or better.; therefore, those policies are not applicable.
2. Location on a Scenic/Noncommercial Corridor (SNCC): The amendment area is not located within a SNCC; therefore, those policies are not applicable.
3. Coastal High Hazard Areas (CHHA): The amendment area is not located on a CHHA; therefore, those policies are not applicable.
4. Activity Center and Multimodal Corridor Plan Categories: The amendment area involves the creation of a new Multimodal Corridor designation. The amendment area conforms to the purpose and requirements of the category, as it is located on an identified Supporting Corridor subcategory.
5. Adjacent to or Impacting an Adjoining Jurisdiction or Public Educational Facility: The amendment area is not adjacent to a public educational facility or an adjoining jurisdiction; therefore, those policies are not applicable.
6. **Reservation of Industrial Land: The proposed amendment involves the reduction of Employment designation land. Further details provided on the next slides.**



# Countywide Considerations Section 6.5.4.4 (Conversion Criteria for Employment Related Categories and Uses)

## 1. Target Employment Opportunities

- High wage primary employment including but not limited to aviation, aerospace, financial services, high tech industries, information technology, marine science, medical technology, microelectronics, modeling simulation, optics, photonics, research/development, wireless technology
- TEC locational characteristics focus on employers and industries paying above-average wages
- **Average annual wage for Pinellas County \$48,901 (PCED); Average annual wage of proposed use \$28,220 (Based on aggregate payroll estimate of \$2.3 million divided 81.5 full-time equivalent employment opportunities submitted by applicant)**

## 2. Amendment Site Characteristics

- Large, rectangular shape of property commonly found on sites that contain employment and industrial uses; therefore, property is still conducive to industrial uses

## 3. Amendment Area Characteristics

- Current Employment category is compatible with surrounding uses; adjacent to existing Tyrone Industrial Park directly north

## 4. Supporting Transportation and Infrastructure Characteristics

- Subject property approximately 4.5 miles from US Highway 19 North; other sites around County have similar distance from major arterial highway, this should be not considered a chronic competitive disadvantage for the site

## 5. Supporting Redevelopment Plans, Special Area Plans, or Planning and Urban Design Principles Implementation Framework

- Proposed amendment consistent with policies of City's Comprehensive Plan



# Comparison of Existing Employment/Industrial Sites

### Example A



Employer: Valpak Manufacturing  
Address: 1 Valpak Ave. N.  
Jurisdiction: St. Petersburg  
Lot Size: 20.9 acres m.o.l.  
Employment  
Estimate: 531 employees

### Example B



Employer: Halkey Roberts Corporation  
Address: 2700 Halkey Roberts Pl. N.  
Jurisdiction: St. Petersburg  
Lot Size: 11.0 acres m.o.l.  
Employment  
Estimate: 362 employees

### Example C



Employer: Johnson Controls Inc.  
Address: 8575 Largo Lakes Dr.  
Jurisdiction: Largo  
Lot Size: 12.2 acres m.o.l.  
Employment  
Estimate: 500 employees

### Example D



Employer: UPS Distribution Center  
Address: 5700 126<sup>th</sup> Ave. N.  
Jurisdiction: Pinellas Park  
Lot Size: 19.5 acres m.o.l.  
Employment  
Estimate: 602 employees



### Conclusions:

- The Multimodal Corridor category is inconsistent with the Countywide Rules policies that preserve Industrial, Employment and Target Employment Center lands for high-wage job creation
- Based on Examples A through D, despite being on a property of larger lot size, the proposed amendment does not provide a comparable number of employment opportunities, in addition to lacking target employment opportunities
- Staff does not find the proposed amendment to provide the desired target employment opportunities, especially when compared to those that could potentially be available
- The proposed amendment involves and will significantly impact Countywide Consideration 6.5.3.1.7 concerning the reservation of Industrial land (which includes conversion of the Employment and Target Employment Center categories)

 **Based on these findings, staff recommends denial of the proposed amendment**



## Public Comments

- As of January 21, 2021 the City received 121 comments by telephone and email with some supporting the request but most correspondence opposes the request
- Public opposition to the proposed amendment generally include the following concerns:
  - Traffic volume and congestion
  - Outdoor and indoor noise
  - Remediation of contaminated soil
  - Drainage and stormwater management
  - Public safety and security
- As of March 10, 2021 Forward Pinellas staff have also received multiple calls and emails, mostly in opposition to this case, with one letter of support

