

CW 19-10
Forward Pinellas Staff Analysis

RELEVANT COUNTYWIDE CONSIDERATIONS:

- 1) **Consistency with the Countywide Rules** – This proposed amendment is submitted by the City of Largo and seeks to amend the designation of approximately 6.4 acres of property from Employment to Retail and Services within a Target Employment Center.

The Countywide Rules state that the Retail and Services category is “...used to depict areas developed with a mix of businesses that provide for the shopping and personal service needs of the community or region, provide for employment opportunities and accommodate target employment uses, and may include residential uses as part of the mix of uses.” When located in a Target Employment Center Manufacturing, Office, and Research/Development uses shall not exceed an FAR of 1.1.

The proposed amendment area is located at the intersection of Ulmerton Road and Icot Boulevard and includes the ICOT Center. The purpose of this amendment is to allow for the continued retail and commercial uses at the local level that were initially implemented through a now expired Development of Regional Impact (DRI) Development Order that was responsible for creating the Icot Center Master Plan, which remains in place as the general guiding document for development within the Icot Center. The subject properties have been functioning with retail and commercial uses, including restaurants, lounges, drive-ins, and shopping centers, since 1987. The City is proposing to repeal the Master Plan, which will make the retail and commercial uses inconsistent under the Employment category. The City is requesting an amendment to Retail & Services to allow these uses to continue.

The properties are located within a Target Employment Center, are adjacent to a principal arterial roadway, and meet the consistency/location criteria of the Retail and Services classification. The Icot Center currently provides a concentrated and cohesive pattern for facilitating employment uses, and therefore changing a portion of the center to Retail and Services will accommodate the local existing and future uses.

This amendment can be deemed consistent with this Relevant Countywide Consideration.

- 2) **Adopted Roadway Level of Service (LOS) Standard** – The amendment area is located on a roadway segment where the existing Level of Service is operating at a LOS “D” or better, therefore those policies are not applicable.
- 3) **Location on a Scenic/Noncommercial Corridor (SNCC)** – The amendment area is not located on a SNCC, therefore those policies are not applicable.
- 4) **Coastal High Hazard Areas (CHHA)** – The amendment area is not located within CHHA, therefore those policies are not applicable.
- 5) **Designated Development/Redevelopment Areas** – The amendment area is not located within a designated development/redevelopment area, so those policies are not applicable.
- 6) **Adjacent to or Impacting an Adjoining Jurisdiction or Public Educational Facility** – The proposed amendment area is adjacent to unincorporated Pinellas County. County staff reviewed the application and found no issues with the amendment. The amendment area is not adjacent to a public educational facility, therefore those standards are not applicable.

- 7) **Reservation of Industrial Land** – The proposed amendment area does involve the reduction of land designated currently as Employment at a countywide level, and Industrial Limited at the local level. While this reduction of Employment within a Target Employment Center is occurring on the Countywide Plan Map, the current local uses include retail and commercial and have for some time. The properties are located within an employment activity center, locally, are adjacent to Ulmerton Road, a principal arterial roadway, and meet the consistency/location criteria of the Retail and Services land use classification. The existing site characteristics will continue to support the employment center by providing a mix of uses and services to the surrounding businesses and residents.

Conclusion:

On balance, it can be concluded that the proposed amendment is deemed consistent with the Relevant Countywide Considerations found in the Countywide Rules.