

4. This hearing is being requested to consider: Rezoning from "GO" to E-1 and P/C and Land Use Plan Amendment from "R/OG" and "P", to "E" and "P".

\* See attached approved Specific Purpose Wetland Survey

5. Location of subject property (street address): 10055 Seminole Blvd.

6. Legal Description of Property: (attach additional documents if necessary)

Parcel ID #: 22-30-15-00000-120-0200

\*\* Rezoning/LUPA area is approximately 5.5 acres

7. Size of Property: \_\_\_\_\_ feet by \_\_\_\_\_ feet, 13.1\*\* acres

8. Zoning classification Present: GO Requested: E-1 & P/C

9. Future Land Use Map designation Present: R/OG & P Requested: E & P

10. Date subject property acquired: November 7, 1984

11. Existing structures and improvements on subject property:

Existing 1-story office building with 60,000 SF heated gross floor area.

12. Proposed structures and improvements will be:

Existing building to remain. No new buildings.

13. I/We believe this application should be granted because (include in your statement sufficient reasons in law and fact to sustain your position.) (Attach a separate sheet if necessary).

See Attached Narrative Summary.

14. Has any previous application relating to zoning or land use on this property been filed within the last year?  
☐ Yes ☒ No When? \_\_\_\_\_ In whose name? \_\_\_\_\_

If so, briefly state the nature and outcome of the hearing:

**NARRATIVE SUMMARY  
REZONING & LAND USE PLAN AMENDMENT  
FOR  
10055 SEMINOLE BLVD SITE**

Owners: Superior Group of Companies, Inc.  
10055 Seminole Blvd  
Seminole, FL 33772

Contract Purchaser/Developer:

LeDuong Investment, LLC (Attn: Thanh Le)  
8334 37<sup>th</sup> Avenue N.  
St. Petersburg, FL 33710

Representative: Robert Pergolizzi, AICP / PTP  
Gulf Coast Consulting, Inc.  
13825 ICOT Boulevard, Suite 605  
Clearwater, FL 33760

Parcel ID # 22/30/15/00000/120/0200 (13.1 acres +/-)

**I. INTRODUCTION**

The subject property contains a total of 13.1 acres and is located on the western shoreline of Lake Seminole south of the Bryan Dairy Road bridge in unincorporated Pinellas County. The site is accessed by 100<sup>th</sup> Terrace which in turn has access to Seminole Blvd, a major arterial thoroughfare. The existing land use designation of the subject property per the Future Land Use Plan is Residential/Office General (R/OG) and Preservation (P) and the existing zoning is General Office (GO) for the entire parcel. The GO zoning is an anomaly when compared with the surrounding residential zoning and commercial zoning. Presently approximately 5.5 acres have the R/OG land use, and the remaining 7.6 acres have Preservation Land Use. The Preservation will remain per the approved Specific Purpose Survey showing the wetland line, and the wetland area should be rezoned to Preservation/Conservation (P/C) to be consistent with the Preservation (P) land use.

The applicant seeks to rezone a 5.5-acre portion of this property from GO to E-1 and amend the Future Land Use Plan from R/OG to Employment (E) as discussed with staff at a pre-application meeting in May 2022. The applicant intends to use the existing building and site for “Light Manufacturing Assembly and Processing (Type A)” which requires a rezoning to E-1 and is a Type 1 Permitted Use in the E-1 zone.

The applicant also owns five (5) small parcels along 101<sup>st</sup> Avenue contiguous to the subject property. These vacant parcels have RM land use and R-4 zoning and are not part of this Land Use Plan Amendment and rezoning request.

## **II. LAND USE / ZONING**

The subject site is developed with a 60,000 SF 1-story office building and associated parking which was approved in 1978 and built in 1979. The building is underutilized. The surrounding uses are as follows:

North: Vacant land with Preservation (P) land use and the Bryan Dairy/102<sup>nd</sup> Avenue bridge in unincorporated Pinellas County.

South: Immediately south of the subject is Lake Seminole.

East: To the east is Lake Seminole.

West: To the west is vacant land with CG land use and C-2 zoning, duplexes along 101<sup>st</sup> Avenue on land having RM land use and R-4 zoning, and Seminole Blvd (6-lane divided arterial). Fronting on Seminole Blvd are professional offices and a Walgreens store on land having CG land use and C-2 zoning in unincorporated Pinellas County.

The rezoning to E-1 with the land use plan amendment to Employment (E) is appropriate for this parcel which is fairly isolated from surrounding development and overlooks the northern part of Lake Seminole. All assembly and processing will occur inside the existing building. The existing building is on the southeastern part of the site and is setback 230 feet from the nearest residentially zoned duplex property on 101<sup>st</sup> Avenue.

The proposed user (Zurno, Inc.) will use this facility to mix and package nail coloring powders for artificial acrylic nails. The assembly includes mixing of previously prepared powder materials to make nail coloring powders. The colored powders are packaged into small jars which are then packaged in small boxes. These boxes will be shipped to nail salons in small panel trucks (FEDEX, UPS, DHL) for use by salon owners. This type of processing/assembly is designated as "Light Manufacturing Assembly and Processing – Type "A" which is a permitted use in the E-1 zoning district per Table 138-355 of the Land Development Code. The storage and shipping of these powder materials (warehousing) is a permitted use in the E-1 zoning district. No outdoor storage is proposed.

The use of this property for the intended purpose will provide over 100 jobs at this location. This is consistent with the purpose of the "Employment" (E) land use category and the E-1 zoning district. The site meets the locational criteria for "Employment" (E) land use having minimal impact on adjoining uses and proximity to a major arterial.

#### **IV. AVAILABILITY OF PUBLIC UTILITIES/TRANSPORTATION**

Water service and sanitary sewer service is already provided to the site by Pinellas County Utilities.

Transportation impacts are minimal. Based on ITE Trip Generation, 11<sup>th</sup> Edition rates, the 60,000 SF light industrial use would generate 292 daily trips, 44 AM peak hour trips and 39 PM peak hour trips. Typically, light industrial uses which include a warehouse component generate less traffic than standard offices for which the site is currently zoned. The adjacent segment of Seminole Blvd is reported to operate at LOS C carrying 35,166 vehicles AADT on 6-lanes per the Forward Pinellas 2021 Level of Service Report.

#### **V. FLOOD ZONE / HURRICANE EVACUATION ZONE**

Based on FEMA data the existing building lies within Flood Zone X which is out of the 500-year floodplain, however most of the site is in Flood Zone AE-9 which is within the 100-year floodplain. The site is in "Hurricane Evacuation Zone B.

#### **VI. CONCLUSION**

The rezoning of the upland portion of the property from GO to E-1 with a Land Use Plan Amendment to Employment "E" is compatible with adjacent zoning districts and development in the area. The rezoning of the wetland area to P/C is necessary to be consistent with the Preservation Land Use. The re-use of the existing building for indoor light assembly and processing would not adversely affect nearby residential properties. The re-use of this building will create new jobs on this property.





10055 Seminole Blvd Site  
Aerial Photograph

CONCEPT PLACEMENT  
CONCEPT PLACEMENT BASED ON FINAL DESIGN, BOUNDARY  
& TOPOGRAPHIC SURVEY AND JURISDICTIONAL WETLAND  
CONSTRAINTS. SUBJECT TO SITE PLAN APPROVAL.



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Pinellas County Unincorporated - Zoning / Land Use Information Lookup

