

**Committee Members Present**

Councilman Mike Suarez  
Dan Malloy  
Catherine Coyle  
Ronald Barton  
Tony Garcia  
Ed Johnson  
Philip Hale

**Staff Present**

Lena Petit  
Lorena Hardwick

**CALL TO ORDER**

The meeting was called to order by Councilman Mike Suarez.

Councilman Suarez started the discussion with the GAO report.

**Discussion**

Mr. Barton stated the importance of getting more analytical research in the BRT corridors corresponding with property values to learn what would motivate development, who are the BRT riders and what their needs are, as ridership alone will not create development.

Mr. Suarez mentioned the GAO report and its focus on Cleveland, as they too have two employment nodes going east/west. This report is being e-mailed to all members.

Ms. Coyle passed out several maps. Her office took the maps (provided by HART) delineating the E/W and N/S corridors and layered them into the City's GIS system. This allows viewing the stops over the future land use categories. Ms. Coyle highlighted the items that the committee will find on the disc she handed out:

- TOD example 3D graphics, artist renderings & photos
- HART 2002 rail study
- Tampa Comprehensive Plan, Chapter 3 & Vision Map
- 2008 DART guidelines (Dallas)
- Fruitvale Transit Village project (Oakland)
- Phoenix Urban Design guidelines
- Tampa Major Investment Study (DoverKohl)
- TOD Policy overview from a conference where Ms. Coyle was a panelist

Ms. Coyle explained several areas on the map – for example, downtown Tampa does not have a maximum floor area ratio, you can build whatever fits on the land up the FAA height guidelines and ultimately you draw down from the DRI. When you look at the Ybor/VM Ybor area it is surrounded by low medium intensity, the R20 category, where the lots are only 120 feet for commercial, this particular area would have to be broadened. In another area like Seminole Heights those nodes are

built out significantly and it broadens that category as the parcels are much larger increasing development potential. Seminole Heights could get the mix used development that the committee is talking about, increasing walkability and creating destinations.

Discussion took place on the importance of connecting residential areas to one another, then looking at the commercial aspects and connecting those with the airport.

Mr. Johnson spoke of the importance of residential development along the BRT corridor; he believes this will drive business development.

Mr. Suarez noted that the focus at this time should be the developing E/W route as it offers developers a clean look at potential projects.

Mr. Garcia asked the questions: how many people can we move, how quickly can we move them, how many opportunities exist along the designated route for economic development? These answers will maximize stops, since there are fewer stops in a BRT system. Since the E/W route is four miles the stops/destinations have to be very well thought out.

Mr. Malloy pondered if we accept the premise that residential will bring business; then what are the incentives for people that work downtown to find residences elsewhere? When will Downtown reach a growth limit?

Ms. Coyle responded that you institute minimum mandates to build in the transit targeted area. Although there may be a surplus of housing downtown, some people may not be able to afford it. Therefore a mandate for inclusionary zoning for affordable housing can be instated.

Mr. Johnson added, create options, since you only have one option downtown (condo living). Mr. Malloy and Ms. Coyle both agreed that looking at these transportation nodes as they develop to target different kind of housing options such as townhomes or small scale condos, three stories high maximum.

Mr. Suarez circled back to the concept of whether residential will bring in development or whether an existing commercial corridor will bring in residential development. Mr. Malloy pointed out that commercial will look at the residential footprint, if a grocery store is going in it calculates how many roof tops will use their store and whether opening in the area is a good economic decision.

Ms. Coyle added that most commercial development will also look at household incomes and unfortunately the areas north of downtown have suffered from decades of blight and are still suffering from the recession as they were the hardest hit. Although some areas have bounced back there is still a perception issue.

Mr. Barton reiterated the importance of knowing and understanding the land value. Ms. Coyle assured the committee she would overlay that data on the maps she will be providing.

Mr. Suarez asked what part does transit play in the equation. If we are asking developments to have certain numbers of parking spaces, and if transit options are nearby then what does that do to those guidelines?

Mr. Malloy brought up the Oaks of Riverview, and wondered if that is a model for the type of development the committee is discussing. The incentive for that development was low land cost, which Ms. Coyle pointed out is what you have in Seminole Heights. Mr. Malloy reminded everyone that a number of those units were affordable housing units. He suggested putting together a tract of land with similar guidelines in the Seminole Heights area to attract commercial development.

Ms. Coyle shared that her office modeled an area in Seminole Heights similar to Mr. Malloy's example. She pointed to stop #17/18 on the map. The area is a paved lot of 2.1 acres; the 3D model created was for 27 housing units, 20/30K Sq. Ft. of office space, three stories and a parking lot. No restrictions other than basic design requirements and permitting. There is another 3.5 acres of commercial mixed use potential. Issues are lack of marketing, developers, business owners are unaware these lots are available. She suggested doing a vacant land study or underutilized land study.

Mr. Johnson credited the development that they have in East Tampa to Mayor Iorio's dedication to talk about East Tampa and its opportunities. Marketing the community is the key.

Ms. Coyle responded to some of Mr. Suarez's comments about creating incentives by stating that once the comp plan, land use, TOD standards and development codes are updated these lands can be set up so that all that is needed is permitting. The hurdle is figuring out why certain lands have not been targeted for development, for example, downtown Tampa, there are all these boarded up buildings in what should be prime corridors, so it is challenging to decipher outside of not having a transit system why else are these properties siting vacant.

Mr. Barton noted that some of the issues are risk, supply and demand; also the placement of inappropriate and or disadvantaged regulations over time will hinder development. Money is not flowing today and the price points have been squeezed in residential you are either on the high end or have been forced to drop prices very low and if there is no current development that means the market is telling you something.

Mr. Malloy pointed out that the development potential which is perceived by the owner of the property is greater than the economic potential. You have a package that is not valued at what the owner thinks it is. Both Mr. Johnson and Mr. Malloy agree that regulations stop development, restrictions that are not consistent hinder the process. Mr. Suarez added that City Council over the years has made exceptions or added restrictions to some developments that make it inconsistent with codes and create issues for new businesses as the regulations are always in flux. Example: businesses forced to add fake windows and fake doors added to facades to adhere to a code.

Mr. Garcia turned back to BRT; he does not believe that BRT in itself will drive development. There needs to be a phased approach, you have to be able to convince people that BRT is different from the current bus system. What incentives do people have to ride it? Once you can increase ridership numbers then you have an incentive for developers to come in.

Mr. Suarez asked that everyone look through the GAO report in preparation for next month's meeting and suggested that a conference call be set up with Cleveland to understand how they made it work.

Ms. Coyle will set up a web page for the TOD for all to access.

Mr. Johnson suggested that the marketing piece really needs focus. Mr. Suarez asked that he send us the information on how they marketed East Tampa.

Mr. Malloy suggested we invite a small scale development firm or person to come speak (Alan Johnson).

Mr. Hale presented the CI overview to get funding on the E/W corridor. They are chasing 25-27 million dollars.

#### **ADJOURNMENT**

The meeting adjourned at 11 a.m.



*Transit Oriented Development Committee  
Minutes  
Friday, April 12, 2013  
9:00 a.m.*

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