



Tampa Bay Regional Planning Council

ARS

Annual Report Summary

4000 Gateway Centre Boulevard, Suite 100, Pinellas Park, FL 33782
Phone (727) 570-5151 Suncom 513-5066 FAX (727) 570-5118
www.tbrpc.org

DRI #104 - INTERNATIONAL PLAZA CITY OF TAMPA RY 2003-04

On June 13, 1985, the Tampa City Council granted a Development Order (Ordinance No. 8905-A) to International Plaza, Inc. for a 155-acre, mixed-use development located north of the intersection of Boy Scout Boulevard/Spruce Street and Westshore Boulevard in the City of Tampa. The project was originally approved as a three-phase project.

The Development Order has been amended a total of nine times, the latest occurring on August 17, 2000 (Ordinance No. 2000-220). The amendments have cumulatively:

- combined the project into a single-phase;
- extended the deadline for constructing a regional mall on the site by one year (to January 13, 1999);
- extended the deadline for completion of the Sherrill Improvement (to January 6, 2002) or Westshore/Cypress Improvement (to August 1, 2001), based on selection;
- authorized the construction of a right-in/right-out site access driveway to Boy Scout Boulevard. The parcel served by this modification is office/hotel/retail and is located in the northeast corner of the site; and
- extended the project buildout date (by eight years and 16 days) and the Development Order expiration date to December 31, 2010.

PROJECT STATUS

The following represents approved development:

PROJECT BUILDOUT	OFFICE (Sq. Ft.)	RETAIL (Sq. Ff.)	HOTEL (Rooms)
December 31, 2010	2,000,000	1,290,000	750

Development this Reporting Year: construction of a 300,000 sq. ft. office building (Corporate Center III) and a 1,060-space parking garage expansion was completed during the reporting period. In addition, construction has commenced on a 300-room hotel.

Cumulative Development: construction has now been completed for a 1,257,000 sq. ft. shopping center and three office buildings totalling 998,399 square feet.

Projected Development: the developer anticipates completing the hotel facility during the next reporting period. In addition, the developer may commence construction of additional office or hotel development.

SUMMARY OF DEVELOPMENT ORDER CONDITIONS

1. The developer has previously provided the required Transportation Systems Management Plan to address measures proposed for each phase in order to reduce peak hour trips, in accordance with Condition 4.G.4.a. Condition 4.G.4.b. requires each annual report to “include a yearly assessment of the actual achievement of vehicle trips diverted from the p.m. peak hour as a result of the TSM measures.” The developer has reported a four percent reduction in p.m. peak hour trips in comparison with last year’s data and that the project is currently generating 54 percent of the approved p.m. peak hour trips. It is assumed that the reduction was primarily attributable to the efforts of Bay Area Commuter Services (BACS). Some of the measures implemented during the reporting year included:
 - arranged for BACS to have a table at the Mall Merchants meeting;
 - added a link to the BACS website on the International Plaza website;
 - placed the *Tampa Bay Commuter* newsletter at the mall concierge desk;
 - arranged a “transportation” day open house with BACS in the lobby of office buildings. Funded a drawing intended to increase attendance;
 - included BACS information in monthly newsletters to all office tenants, including recognition of the October 6-11, 2003 Commuter Choices Week;
 - placed *Tampa Bay Commuter* monthly newsletters racks in onsite delicatessens; and
 - supplied BACS with contact names for all tenants with over 50 employees.
2. The developer has submitted the results of p.m. peak hour traffic count monitoring in accordance with Condition 4.A.6. The monitoring was conducted on June 4, 2003. The results indicate that the project is currently generating 2,972 (1,121 Inbound/1,851 Outbound) of the approved 5,522 p.m. peak hour trips (2,052 Inbound/3,470 Outbound). This constitutes 53.8 percent of the approved trips. The developer has additionally provided an estimation of the current trips based on existing development using the latest *Institute of Traffic Engineers* rates. The results of this analysis projected that the current uses would generate approximately 4,053 p.m. peak hour trips (1,682 Inbound/2,371 Outbound).
3. A hurricane evacuation plan was previously submitted in accordance with Condition 4.BB.

DEVELOPER OF RECORD

Concorde Companies, 2202 N. Westshore Boulevard, Suite 110, Tampa, FL 33607 is the firm responsible for adhering to the conditions of the Development Order.

DEVELOPMENT ORDER COMPLIANCE

The project appears to be proceeding in a manner consistent with the Development Order. The City of Tampa is responsible for ensuring compliance with the terms and conditions of the Development Order.