



Tampa Bay Regional Planning Council

ARS

Annual Report Summary

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DRI #104 - INTERNATIONAL PLAZA CITY OF TAMPA RY 2006-07

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 regional mall construction 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 and the Development Order expiration date by a period of eight years and 16 days (to December 31, 2010).

PROJECT STATUS

The following represents approved development:

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

Development this Reporting Year: no development activity occurred during the reporting period.

Cumulative Development: construction has now been completed for a 1,257,000 sq. ft. shopping center, three office buildings totaling 959,919 square feet and a 293-room hotel.

Projected Development: the developer may commence construction of additional retail, office or hotel development contingent with demand.

SUMMARY OF DEVELOPMENT ORDER CONDITIONS

1. The developer has previously provided the *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. This Condition 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 7.27% reduction in p.m. peak hour trips in comparison with last year’s data and that the project is currently generating more than 69 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;
- arranged a “transportation” day open house with BACS in the lobby of office buildings and funded a drawing intended to increase attendance;
- included BACS information in monthly newsletters to all office tenants, including recognition of the Commuter Choices Week;
- working with BACS to establish a ‘zip-code analysis’ of where employees reside; 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 March 15, 2007. The results indicate that the project is currently generating 3,813 (1,421 Inbound/2,392 Outbound) of the approved 5,522 p.m. peak hour trips (2,052 Inbound/3,470 Outbound). While the current traffic counts constitute 69.1 percent of the approved trips, a further reduction of 299 p.m. peak hour trips (i.e. more than five percent) was reported in comparison with last year’s statistics. It is noted that the majority of this reduction was attributable to the project’s internal trips.
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.