



Tampa Bay Regional Planning Council

ARS

Annual Report Summary

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DRI #104 - INTERNATIONAL PLAZA CITY OF TAMPA RY 2007-08

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 nine times, most recently on August 17, 2000 (Ordinance No. 2000-220). The amendments have cumulatively:

- consolidated 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 13, 2008 by DKS Associates. The results indicate that the project is currently generating 4,457 (1,828 Inbound/2,629 Outbound) of the approved 5,522 p.m. peak hour trips (2,052 Inbound/3,470 Outbound). This equates to nearly 81 percent of the approved trips. While reductions of 28,729 sq. ft. of occupied Office space and 9,447 sq. ft. of occupied Retail were identified in comparison with last year’s occupancy rates for these uses, an increase in Hotel occupancy of 54 rooms was also reported. It is therefore noteworthy that the currently reported 4,457 p.m. peak hour trips were 644 higher than those reflected in last year’s Annual Report. DKS staff has partially attributed the sizable increase in reported trips to be Retail related in association with the Easter holiday, which occurred on March 24th in 2008.
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.