



# ARS

## Annual Report Summary

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### **DRI #104 - INTERNATIONAL PLAZA CITY OF TAMPA RY 2008-09**

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, 2013). The latter-recognized three years was the result of 2007 revisions to Subsection 380.06(19)(c), F.S.

### **PROJECT STATUS**

The following represents approved development:

<b>PROJECT BUILDOUT</b>	<b>OFFICE (Sq. Ft.)</b>	<b>RETAIL (Sq. Ft.)</b>	<b>HOTEL (Rooms)</b>
December 31, 2013	2,000,000	1,290,000	750

**Development this Reporting Year:** it appears that 280,081 sq. ft. of Office and 42,357 sq. ft. of Retail were completed during the reporting period.

**Cumulative Development:** construction has now been completed for a 1,299,357 sq. ft. of Retail, 1,240,000 sq. ft. of Office 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.” While acknowledging a slight reduction in overall occupancy rates in comparison with last year’s statistics, the developer has reported a dramatic 23 percent reduction in p.m. peak hour trips (and 15 percent daily) in comparison with the data from 2008 and that the project is currently generating about 62 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:
  - placed BACS literature in “back-of-house” areas frequented by mall employees as well as placement at customer service desk;
  - added a link to the BACS website on the International Plaza website;
  - included BACS information in quarterly newsletters to all office tenants;
  - 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 18, 2009 by DKS Associates. The results indicate that the project is currently generating 3,430 (1,204 Inbound/2,269 Outbound) of the approved 5,522 p.m. peak hour trips (2,052 Inbound/3,470 Outbound). This equates to slightly more than 62 percent of the approved trips. While it appears that 280,081 sq. ft. of Office and 42,357 sq. ft. of Retail were developed during the reporting year, the traffic counts were inexplicably 23.1 percent lower than reported in conjunction with the last Annual Report other than recognition that much of this new development has yet to be occupied.
3. A *Hurricane Evacuation Plan* was previously submitted in accordance with Condition 4.BB.
4. Stipulation 4.B. of the Development Order infers that the developer is required to submit annual reports on July 1<sup>st</sup> of each year “until and including such time as all terms and conditions of this Order are satisfied.” It is hereby stated that this Report, which was due on July 1, 2009, was not submitted until January 29, 2010.

## **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 with the exception of the issue identified as *Summary of Development Order Condition #4*, above. The City of Tampa is responsible for ensuring compliance with the terms and conditions of the Development Order.