



# ARS

## Annual Report Summary

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

### **DRI #104 - INTERNATIONAL PLAZA CITY OF TAMPA RY 2010-11**

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:*** no development activity occurred during the reporting period.

***Cumulative Development:*** construction has now been completed for a 1,299,357 sq. ft. of Retail, 1,260,000 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.” It is acknowledged that a reduction in occupied retail floor area (60,812 sq. ft.) would be nearly offset by increases in occupied hotel rooms (eight rooms) and occupied office space (59,635 sq. ft.) experienced in comparison with last year’s occupancy rates. The developer has identified that the p.m. peak hour trips have increased by 331 (to 4,050) and that the daily trip generation has increased by 2,532 trips (to 42,280) in comparison with counts taken in 2010. It was reported that the project is currently generating more than 73 percent of the approved 5,522 p.m. peak hour trips. It is assumed that the favorable traffic monitoring results are/were, at least partially, attributable to successful implementation of the identified TBARTA measures, including:
  - placement of TBARTA (formerly “BACS”) literature in areas frequented by mall employees as well as placement at customer service desk;
  - addition of link to TBARTA on the International Plaza website;
  - inclusion of TBARTA information in quarterly newsletters to all onsite office tenants;
  - initiation of “prime reserved parking spaces” for vehicles enrolled in carpools; and
  - conduct a “Coolest Carpool Contest” in connection with TBARTA.
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 23, 2011 by DKS Associates. The results indicate that the project is currently generating 4,050 (1,596 Inbound/2,454 Outbound) of the approved 5,522 p.m. peak hour trips (2,052 Inbound/3,470 Outbound). This equates to slightly more than 73 percent of the approved trips.
3. A *Hurricane Evacuation Plan* was previously submitted in accordance with Condition 4.BB.

## **DEVELOPER OF RECORD**

Concorde Companies, Attention: Richard Corbett, 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.