Growth Management Committee

Tuesday December 6,, 2005
4:15 PM – 5:15 PM
12 House Office Building

Allan G. Bense
Speaker

Randy Johnson
Chair

Planning for the People

Infrastructure that Works

Presented by Grady Pridgen, President,
Grady Pridgen, Inc.

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Why We're Here

- Insufficient Workforce Housing
- Transportation System Challenges
- One-size-fits-all Regulatory System

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A Vision

Florida is blessed with beautiful weather. We need to create municipalities where residents can live, work and enjoy this unique quality of life. To attain this, we have to move beyond present thinking. We need new standards, new rules and new incentives.

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Quality of Life

- A home near work
- An environmentally-friendly lifestyle
- Recreation opportunities
- Walkable access to restaurants, work, shopping, entertainment
- A good job
- Schools, medical care, life necessities

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Urban Infill and Redevelopment

- Making better use of the space available near employment centers
- Maximizes existing infrastructure
- Reduces environmental impact: reduces sprawl
- Reduces environmental impact: Brownfields
- Increases tax base: schools, fire, police, etc.
- Revitalizes communities

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Barriers to Infill and Redevelopment

- Transportation concurrency
- Low density
- Perception
- Cost: more costly to develop in a municipality
- Planning Paradigm Shift—too slow

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Affordable Workforce Housing

- 80-150% of Median Family Income
- Essential for employers (relocation/expansion)
- Links workforce to employment centers

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Affordable Workforce Housing Shortage

- Employers can't fill jobs for entry and mid-level positions
- Lost wages, Lost business opportunity
- Teachers, Firefighters, Nurses, Police: can't afford to live in the communities they serve
- Increases transportation cost: road maintenance and improvements
- Inefficient land use leads to insufficient affordable workforce housing

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Density: Perception and Reality

Perception:

- Density = "The Projects"
- Density = More Traffic
- Low Density Reduces Sprawl

- Perceptions are costly and time consuming to change
- The reality is low density inhibits urban infill opportunities

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Density: Perception and Reality

Reality:

- Makes affordable workforce housing possible
- Makes walkable communities possible: Mixed use
- Makes mass transit viable
- Revitalizes our municipalities: Increases tax base
- Decreases sprawl, traffic and commute times

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Density: Added Value

- Increases safety—more people create a vibrant community
- Quality of life—amenities and activities are more accessible to more people
- Walkable communities reduce pollution and increase health

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The Density Game

Welcome to the Density Game where we'll show you illustrations of developments and you'll guess the density. The winner gets to develop a property that's good for the economy and the community.

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1500 Central

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1500 Central

- Green Building Standards
- Connected to Tropicana Field via underground walkway
- Future home of Florida Sports Museum
- Retail

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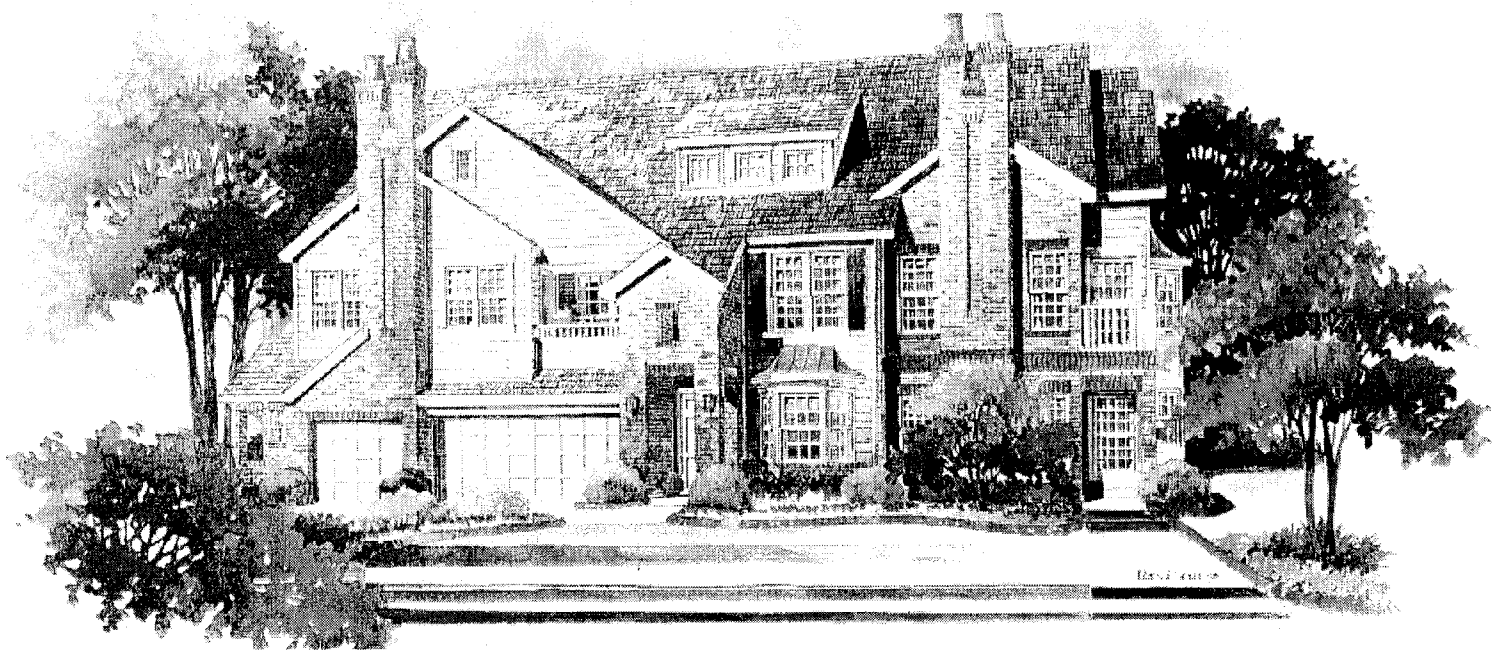
Oak Street



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Oak Street

- Zoned light industrial, but developed as residential
- Town homes and condos
- Single-family appeal
- Preserves neighborhood look and feel

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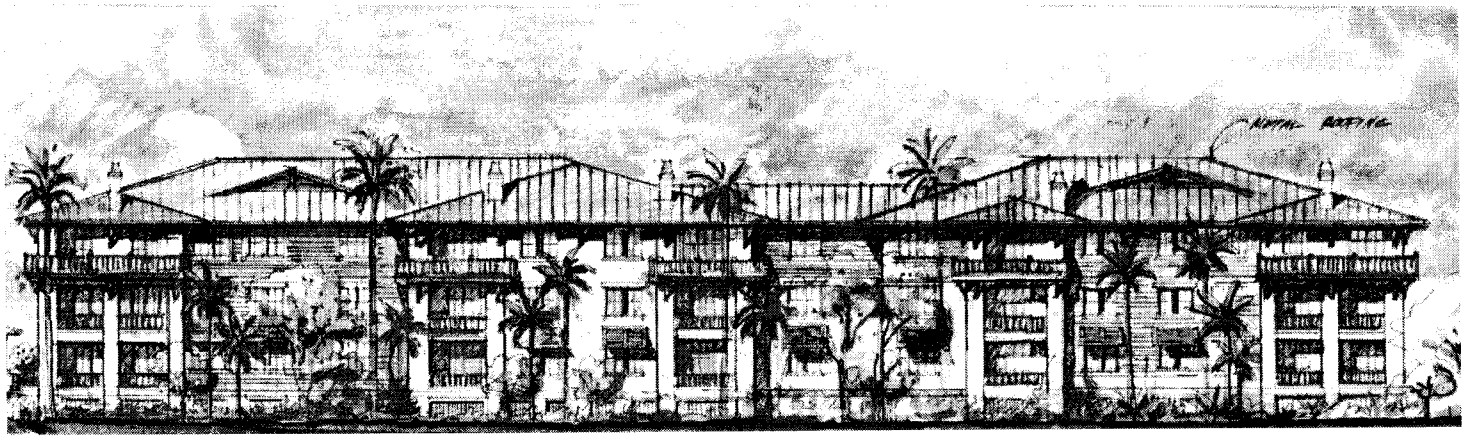
118th Avenue



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118th Avenue

- Green Building Standards
- Adjacent to and supports a Regional Activity Center
- Workforce housing near employment
- Enhances pedestrian opportunities adding sidewalks and crosswalks
- One of the last available parcels—need to use it wisely.

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Roosevelt

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Roosevelt

- Restaurants
- Main Street/Retail
- Office
- Residential
- Connects to shopping center next door
- Connects to Pinellas Trail
- Near employment

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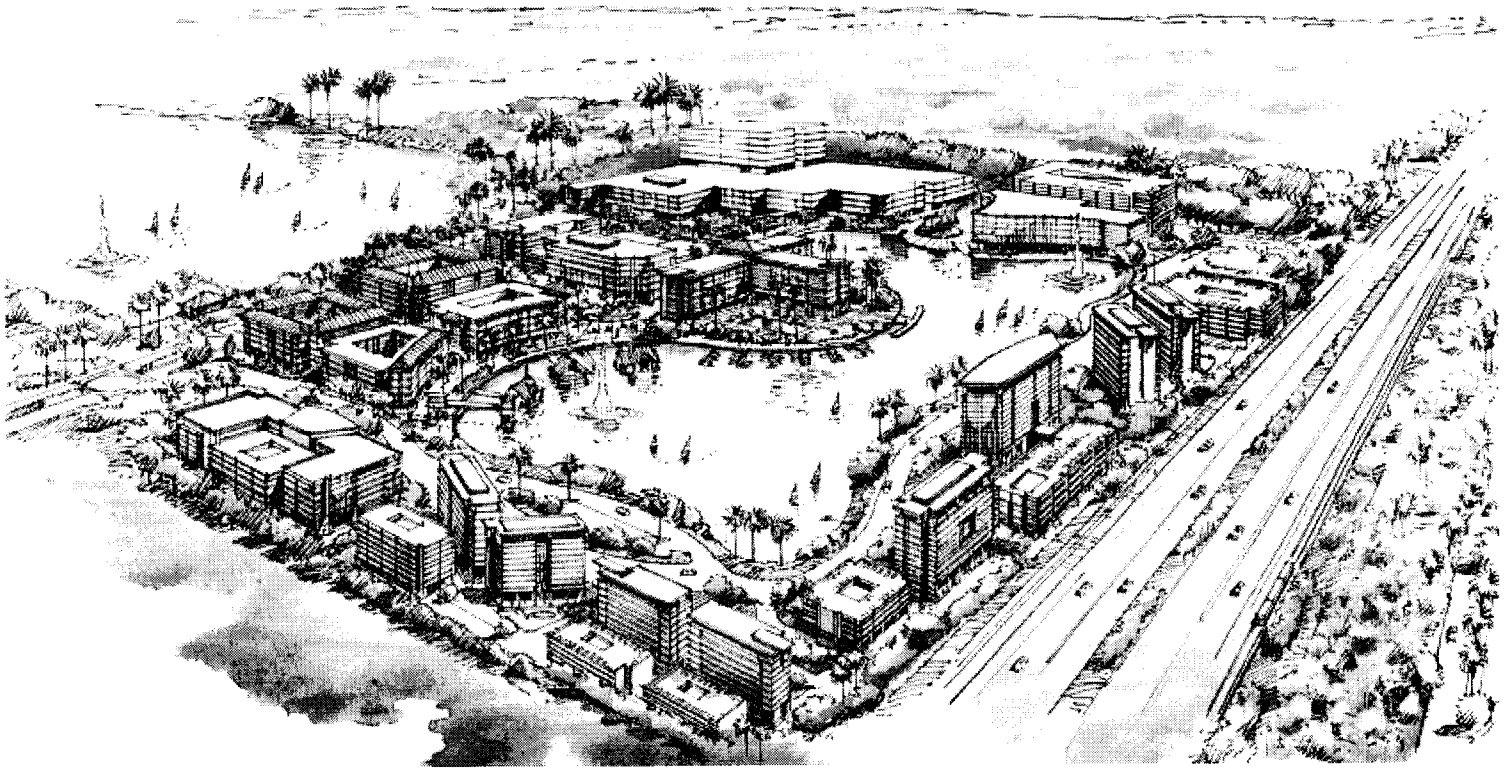
La Entrada



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La Entrada

- Green Building Standards—solar and wind power
- Last, largest vacant parcel—an opportunity (133 acres)
- Residential
- Retail and Restaurants
- Industrial (Valpak)
- Hotel—5 star, 300 rooms
- Biking/walking trail around lake

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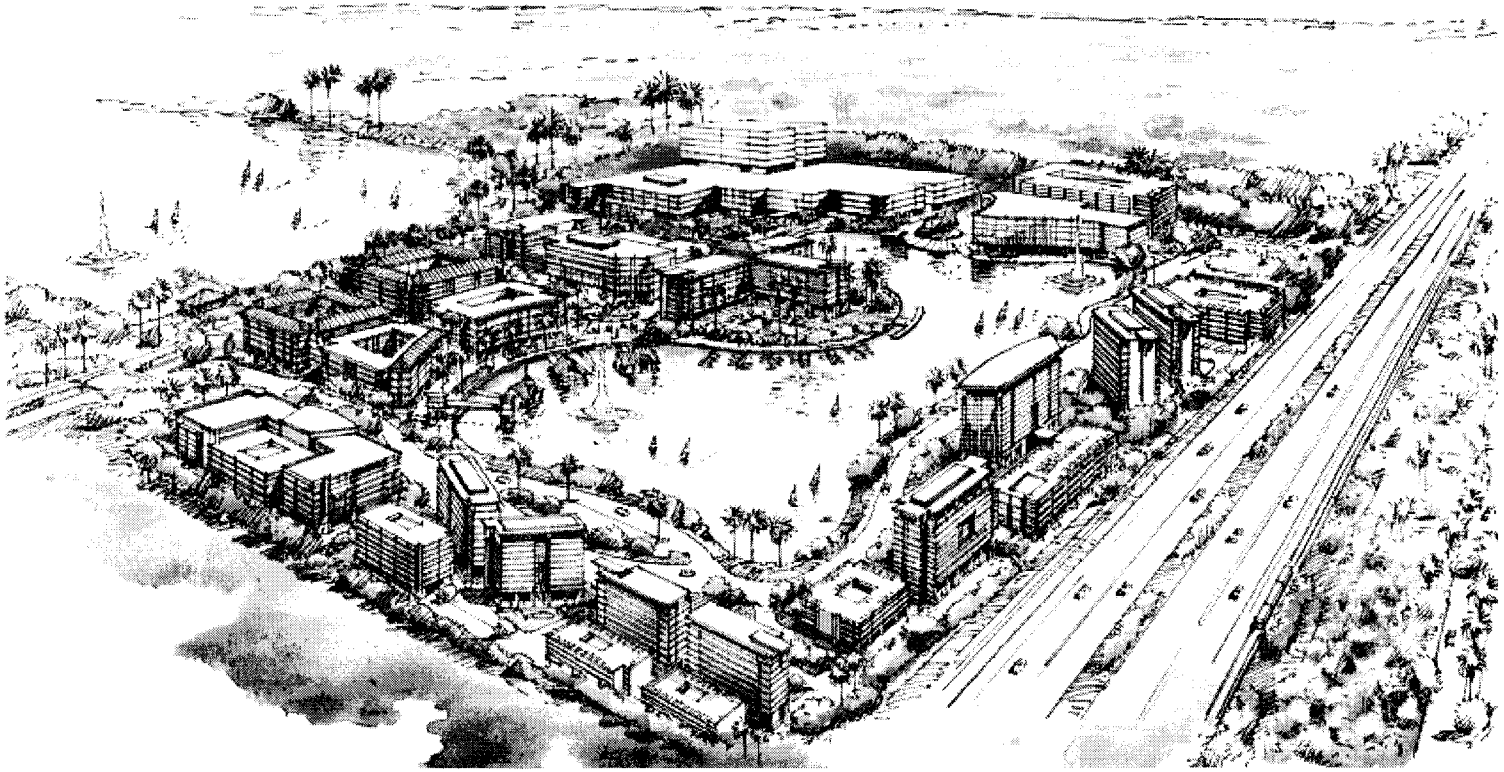
La Entrada More Density



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La Entrada More Density

- At build out—30,756 employees
- Approved density=2,500 residential units
- On-site demand for housing will be much higher
- Higher density=Less traffic, shorter commute, less pollution

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Working with Schools

- Perception: High density increases the demand on schools
- Reality: People typically purchasing these homes are either empty nesters or young professionals without kids.

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What Else?

- **Argument:** Infrastructure is aging and undersized
- **Response**
  - Aging infrastructure has to be replaced anyway
  - Density increases municipal revenues to pay for infrastructure
  - Green building standards reduce water and wastewater impact
- **Argument:** Hurricane evacuation time is increased
- **Response**
  - Structures can be built for Cat 5 storm surge
  - Structures can be built as shelter
  - By using alternative energy, buildings will have power off the grid.

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Policy Impasse

- Current rules facilitate greenfield development: Sprawl
- There is a policy conflict between the benefits of Urban Infill and and transportation concurrency
  - "Purpose" of the road vs. benefits of urban infill and redevelopment.
- More traffic and time on FIHS and SIS Roads
  - Transportation concurrency exemption returns control to local governments so that transportation is not managed on a parcel by parcel basis, but according to the municipality's vision. It's a quality of life public policy decision best left to local leaders.

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People and Quality of Life

- Sprawl: People can't afford to live near employment centers
- Commutes: Long, time wasting
- Health: No time to exercise
- Costly: Car, gas, insurance
- Environmentally damaging: Air and water pollution

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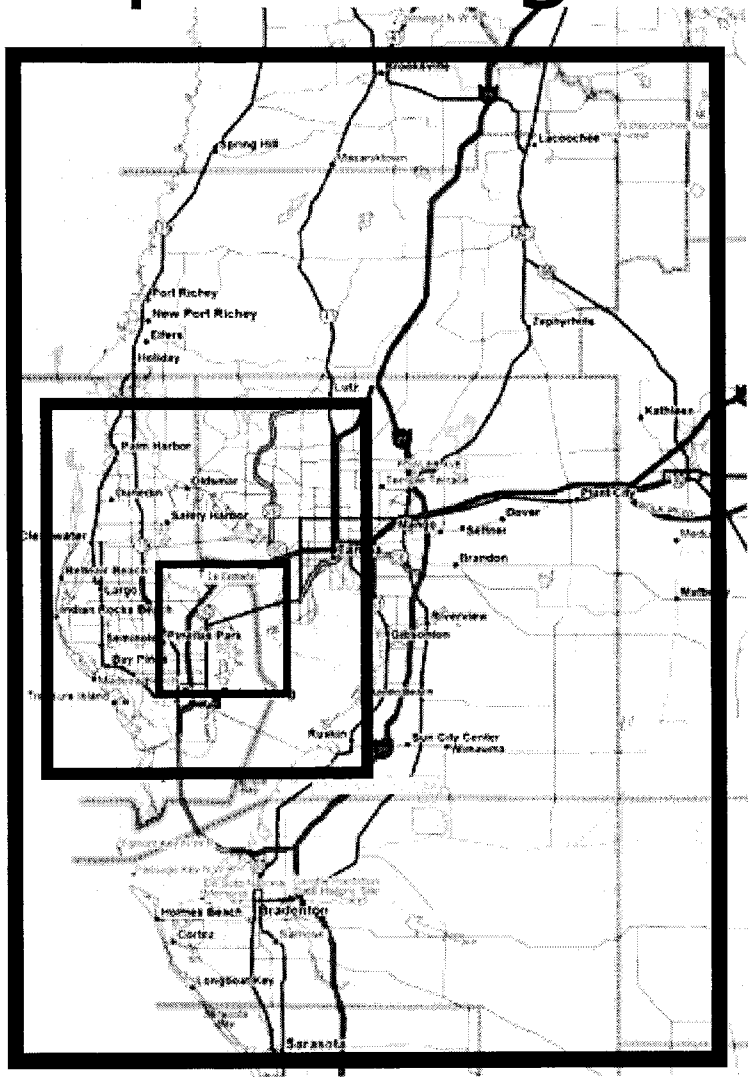
A Sprawling Life



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The Alternative

- People live near work
- Family time preserved from the commute—time to exercise!
- Environment preserved: Maintains green space, reduced non point source and air pollution, reduces gas use
- **Sustainable** economic vitality for our children
- Better quality of life. Better community.

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From Here to There: Essential Incentives

- Sliding scale of affordable housing for density bonus
- Transportation Concurrency Exception
- Flexibility and Common Sense Evaluation and Regulation
- Green Building Standards for impact credits and/or density bonuses
- Hurricane surge protection credits and/or density bonus

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Destiny

Each municipality should be able to guide its own destiny. To create municipalities of vision where residents can live, work and enjoy a unique quality of life we have to move beyond present thinking. We need new standards, new rules and new incentives. It's up to you.

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