



**Staff Report to the St. Petersburg Community Planning & Preservation Commission**

Prepared by the Planning & Development Services Department,  
Urban Planning and Historic Preservation Division

For Public Hearing and Executive Action on Tuesday, August 9, 2022  
at 2:00 p.m. in City Council Chambers, City Hall  
175 5<sup>th</sup> St North, St. Petersburg, FL 33701.

According to Planning and Development Services records, no Commission member or his or her spouse has direct or indirect ownership interest in real property located within 2,000 linear feet of real property contained with the application (measured in a straight line between the nearest points on the property lines). All other possible conflicts should be declared upon announcement of the item.

**City File: ZM-13**  
**150 Fountain Parkway North**

This is a private-initiated application requesting the Community Planning and Preservation Commission (“CPPC”), in its capacity as the Local Planning Agency (“LPA”), make a finding of consistency with the Comprehensive Plan and recommend to City Council **APPROVAL** of the following proposed amendment to the Official Zoning Map from Retail Center-2 (RC-2) to Retail Center-3 (RC-3) for a 0.12-acre site located at 150 Fountain Parkway North in the Echelon City Center (previously known as the Carillon Town Center).

**APPLICANT INFORMATION**

**APPLICANT/OWNER:** **ECC Offmain, LLC**  
235 3<sup>rd</sup> Street South STE 300  
St. Petersburg, Florida 33716

**AGENT:** **Lance Behn**  
235 3<sup>rd</sup> Street South STE 300  
St. Petersburg, Florida 33716  
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(727) 803-1817

**CITY STAFF:** **Britton Wilson, AICP**  
Urban Planning and Historic Preservation Division  
Planning and Development Services Department  
One 4<sup>th</sup> Street North  
St. Petersburg, Florida 33701  
Britton.Wilson@stpete.org  
(727) 551-3542

## REQUEST

The applicant is requesting an amendment to the Official Zoning Map from Retail Center-2 (RC-2) to Retail Center-3 (RC-3) for a 0.12-acre site located in the Echelon City Center at 150 Fountain Parkway North. The purpose of the proposed amendments, as stated by the applicant, is to bring the site into conformance with its surrounding zoning now that the property is under common ownership. The 5,444 square foot lot is currently developed with a 3,858 square foot commercial strip building with two tenants and is part of a larger 16.45-acre master site plan approved in 2015.

Approximately 2,233 square feet of the perimeter boundary of the site is located within the Coastal High Hazard Area (CHHA). The proposed rezoning amendment is not associated with a request to amend the Future Land Use Map and therefore does not trigger Policy LU7.1 that speaks to the required balancing review criteria for property requesting an increase in density in the CHHA through a Future Land Use Map amendment. However, the site is already developed with no known plans for redevelopment of housing.

## SITE DESCRIPTION

Street Address:	150 Fountain Parkway North
Parcel ID No.:	12-30-16-13183-000-0023
Acreage:	0.12 acres
Future Land Use:	Planned Redevelopment – Commercial (PR-C) with Activity Center and Target Employment Center overlay
Zoning:	From Retail Center - 2 (RC-2) to Retail Center - 3 (RC-3)
Countywide Plan Map:	Activity Center (AC) with Target Employment Center overlay
Existing Use:	Retail Commercial Strip Building
Surrounding Uses:	The entire site is surrounded by the Echelon City Center
Neighborhood Association:	The subject site is not located within or near a neighborhood association

## BACKGROUND

The 0.12-acre subject property consists of a single parcel located at 150 Fountain Parkway North within the Echelon City Center off Ulmerton Road in the area generally known as the Gateway. The site is currently developed with a 3,858 commercial strip building consisting of two separate store fronts. The site is immediately surrounded on all four sides by surface parking that is currently shared with other tenants of the City Center such as the Courtside Grille, Regions bank and a Publix grocery store and is part of a larger 16.45-acre master site plan approved in 2015 for 1,505 multi-family dwelling units, 172,000 square feet of retail, 480,500 square feet of office space and 120 hotel rooms. Any future redevelopment of the site is subject to the master plan.

The Future Land Use designation is Planned Redevelopment – Commercial (PR-C) with both Activity Center and Target Employment Center overlays. The Activity Center overlay allows for concentrated commercial and mixed-use centers suited to a more intensive and integrated pattern of development. The maximum densities and intensities are allowed at up to 2.5 times that permitted in the underlying land use plan category and zoning district. The Target Employment Center Overlay recognizes areas to be developed in a concentrated and cohesive pattern to facilitate employment uses of countywide significance. Permitted uses and density/intensity standards are per the underlying future land use designation with a 100 percent intensity bonus for manufacturing, office and research/development uses.

A master plan for the 30-square mile Gateway area was completed in the fall of 2020 by Forward Pinellas with the intent to create a comprehensive vision for the area by collectively addressing land use and transportation

development over the next 25 years. The plan is intended to guide development in this area in order to create several distinct, sustainable, mixed-use districts that will retain and encourage job growth while providing new housing, services, and a host of amenities for employees, residents and visitors. The districts are to be connected by transit, with safe walkable and bikeable streets, trails and blueways, which will also support a variety of existing residential neighborhoods.

The land use, as identified for the subject property in the Gateway Master Plan, is Mixed-Use Employment Center. The Plan allows for additional density and a mix of uses so as to support the reduction of vehicular travel by including uses such as ground floor retail, convenience retail, restaurants, entertainment, and commercial services to complement office use and compatible secondary uses such as hospitality uses, hotels, meeting facilities, and multifamily residential. When integrated with the office uses, high-tech fabrication and research-oriented uses may also be included.

The current zoning of Retail Center-2 (RC-2) has been in place since September of 2007 following the implementation of the City's Vision 2020 Plan and the Citywide rezoning and update of the Land Development Regulations.

## **CONSISTENCY AND COMPATIBILITY**

The primary criteria associated with this private application are consistency and compatibility of the requested designation with the established surrounding land use and zoning patterns and the provision of adequate public services and facilities.

The Future Land Use designation of the subject property is Planned Redevelopment – Commercial (PR-C). The purpose of the PR-C land use designation is to allow the full range of commercial and mixed uses including retail, office, service and high-density residential uses not to exceed a floor area ratio of 1.25 and a net residential density of 55 dwelling units per acre. Higher densities and intensities are acceptable within activity centers but not exceeding a floor area ratio or net residential density as established in the redevelopment plan or special area plan. Research/Development and Light Manufacturing/Assembly (Class A) uses shall be allowed in this plan category only after the nature of the proposed use has been determined and the following criteria are considered: neighboring uses and the character of the commercial area in which it is to be located; noise, solid waste, hazardous waste, and air quality emission standards; hours of operation; traffic generation; and parking, loading, storage and service provisions. The PR-C land use designation is compatible with both the existing and proposed zoning designations, therefore no land use amendment is required, and the PR-C designation will remain.

The existing zoning district of the subject property is Retail Center-2 (RC-2), which is a mixed-use zoning district which allows for a 1.0 floor area ratio (FAR) and 55 dwelling units per acre with a workforce housing density bonus of up to 15 dwelling units and 0.25 FAR. The purpose of the RC zoning districts is to protect the suburban character of the surrounding neighborhoods while improving the appearance of retailers, restaurants and other uses, accommodating both vehicles and pedestrians, improving connections between the individual developments, and minimizing automobile dependency. The RC district regulations feature building setbacks, landscaping, internal pedestrian amenities, cross access among developments and other standards to minimize potential visual and traffic impacts. This district allows retail development or mixed uses with accessory office and multifamily structures. Additional building height and density is allowable within activity centers and when workforce housing is provided.

The proposed zoning district of Retail Center-3 (RC-3) is also a mixed-use zoning district with the same purpose and intent of the RC-2 district while allowing for a 3.0 FAR with no density limit. However, to enhance development opportunities within an activity center, this district allows retail, office, residential and mixed-use development at greater densities and intensities than the RC-2 zoning district. Developments proposed within the RC-3 zoning district that include multiple buildings are required to create a master plan in

accordance with the City's site plan review procedures. The master plan shall demonstrate compliance with all requirements of this zoning district and Chapter 16.

The requested amendment from the RC-2 to the RC-3 zoning district is appropriate at this location as it is consistent with several Comprehensive Plan goals, objectives, and policies, which are included in the following section of the report. For example, Policy LU3.6 states that *Land use planning decisions shall weigh heavily on the established character of predominately developed areas*. The subject property is located within the Echelon City Center fully surrounded by property currently zoned RC-3, where an amendment from RC-2 to RC-3 would further this policy by bringing the site into conformance with the surrounding established character while also being consistent with the approved Echelon City Center master site plan that all redevelopment must be consistent with.

## RELEVANT CONSIDERATIONS ON AMENDMENTS TO THE FUTURE LAND USE MAP

The Urban Planning & Historic Preservation Division staff reviewed this application in the context of the following criteria excerpted from the City Code *Section 16.70.040.1.1 Amendments to the Comprehensive Plan and Land Development Regulations*, the review and decision shall be guided by the following factors:

### 1. Compliance of the proposed use with the goals, objectives, policies, and guidelines of the Comprehensive Plan.

The following staff analysis is provided to address compliance with the following policies and objectives from the Comprehensive Plan:

LU 2.2      The City shall concentrate growth in the designated Activity Centers and prioritize infrastructure improvements to service demand in those areas.

*The proposed amendment to RC-3 that allows for greater density and intensity furthers this policy as it supports concentrated growth in the Gateway Activity Center.*

LU 2.5      The Land Use Plan shall make the maximum use of available public facilities and minimize the need for new facilities by directing new development to infill and redevelopment locations where excess capacity is available.

*The subject amendment area is already developed and supports the Echelon City Center, which has excess roadway capacity, as well as water and sewer capacity to accommodate a potential increase in density and intensity.*

LU3.4      The Land Use Plan shall provide for compatible land use transition through an orderly land use arrangement, proper buffering, and the use of physical and natural separators.

*The proposed amendment furthers this provision by removing what is currently an incongruent zoning designation of RC-2 that is completely surrounded by property designated RC-3 while also being consistent with the approved master site plan for the Echelon City Center.*

LU3.5      The tax base will be maintained and improved by encouraging the appropriate use of properties based on their locational characteristics and the goals, objectives, and policies within this Comprehensive Plan.

*The proposed amendment to RC-3 to be consistent with its surroundings will further the potential for appropriate use of the property through consistent zoning and application of regulations.*



- LU3.6 Land use planning decisions shall weigh heavily on the established character of predominately developed areas where changes of use or intensity of development are contemplated.
- The subject property is located within the Echelon City Center fully surrounded by property currently zoned RC-3, where an amendment from RC-2 to RC-3 would further this policy by bringing the site into conformance with the surrounding established character of the predominantly developed areas and is in keeping with the approved master site plan for the area.*
- LU3.11 More dense residential uses (more than 7.5 units per acre) may be located along (1) passenger rail lines and designated major streets or (2) in close proximity to activity centers where compatible.
- The proposed amendment to RC-3 that allows for greater density and intensity furthers this policy as the site is located in the Gateway Activity Center.*
- LU3.17 Future expansion of commercial uses is encouraged when infilling into existing commercial areas and activity centers, or where a need can be clearly identified, and where otherwise consistent with the Comprehensive Plan.
- The subject amendment area is a developed commercial parcel located at the Echelon City Center in the Gateway Activity Center. The purpose of the amendment is to bring the site into conformance with the surrounding zoning designations, which will allow for a more consistent application of the zoning regulations if any future amendments to the approved site plan are proposed.*
- LU5.3 The Concurrency Management System shall continue to be implemented to ensure that proposed development to be considered for approval shall be in conformance with existing and planned support facilities and that such facilities and services be available, at the adopted level of service standards, concurrent with the impacts of development.
- LOS impact analysis concludes that the proposed rezoning will not have a significant impact on the City's adopted LOS standards for public services and facilities including potable water, sanitary sewer, solid waste, traffic, mass transit, recreation, and stormwater management. The Development Agreement that was approved for the subject site and the Echelon City Center in 2017 required the developer to pay into the Gateway Areawide Transportation Improvement Special Assessment Fee fund for Transportation Impact Fees, multimodal impacts or subsequent fees incurred by the phased development approved in the master site plan.*
- LU16.1 Development planning for the Gateway shall include consideration of the following issues:
1. promotion of industrial and office park development to diversify the City's economic base and generate employment;
  2. preservation of significant historic, environmental and archaeological areas;
  3. integration of land uses with existing and future transportation facilities recognizing the special transportation conditions within a regional activity center;
  4. creation of an aesthetically pleasing development that provides a positive visual image at the City's "Gateway;"
  5. assuring the proper coordination, programming and timing of City services concurrent with the needs of new development;

6. providing housing opportunities in close proximity to the Gateway employment center;
7. allowance of multi-family residential uses to provide housing opportunities within close proximity to employers.

*The subject 5,444 square foot lot is located in the Echelon Town Center that was planned in conformance with this policy through the review and approval of a master site plan in 2015.*

CM10B The City shall direct population concentrations away from known or predicted coastal high hazard areas consistent with the goals, objectives, and policies of the Future Land Use Element.

*Approximately 2,233 square feet of the perimeter boundary of the site is located within the Coastal High Hazard Area (CHHA). The proposed rezoning amendment is not associated with a request to amend the Future Land Use Map and therefore does not trigger Policy LU7.1 that speaks to the required balancing review criteria for property requesting an increase in density in the CHHA through a Future Land Use Map amendment. However, no residential development is planned for at the subject location.*

T1.6 The City shall support high-density mixed-use developments and redevelopments in and adjacent to Activity Centers, redevelopment areas and locations that are supported by mass transit to reduce the number and length of automobile trips and encourage transit usage, bicycling and walking.

*As stated above, the proposed amendment to RC-3 that allows for greater density and intensity furthers this policy as the site is located in the Gateway Activity Center.*

PR1.1 The right of a property owner to physically possess and control his or her interests in the property, including easements, leases, or mineral rights.

*The subject property owner has authorized their agent to initiate the subject land use and zoning map amendments in order to further their interests in their private property.*

PR1.2 The right of a property owner to use, maintain, develop, and improve his or her property for personal use or the use of any other person, subject to state law and local ordinances.

*The subject property owner has authorized their agent to initiate the subject amendment to the official zoning map in order to expand upon their existing entitlements and to develop according to state law and local ordinances.*

PR1.3 The right of the property owner to privacy and to exclude others from the property to protect the owner's possessions and property.

*The proposed amendments do not alter the property owner's right to privacy or their ability to exclude others from the property to protect the owner's possessions and property.*

PR1.4 The right of a property owner to dispose of his or her property through sale or gift.

*The proposed amendments do not alter the property owners right to dispose of their property through sale or gift.*

**2. Whether the proposed amendment would adversely affect environmentally sensitive lands or properties which are documented as habitat for listed species as defined by the Conservation Element of the Comprehensive Plan.**

The proposed amendment would not adversely affect any environmentally sensitive land or properties which are documented as habitat for listed species as defined by the conservation element of the Comprehensive Plan. The subject 0.12-acres is already developed with a two-unit commercial building and paved parking.

**3. Whether the proposed changes would alter the population density pattern and thereby adversely affect residential dwelling units.**

The subject property is currently developed with a non-residential 3,858 square foot commercial building with no plans in the near future for redevelopment of dwelling units that would directly support any population density. However, the site is a part of a larger 16.45-acre master site plan approved in 2015 for 1,505 multi-family dwelling units.

**4. Impact of the proposed amendment upon the adopted level of service (LOS) for public services and facilities including, but not limited to: water, sewer, sanitation, recreation and stormwater management and impact on LOS standards for traffic and mass transit. The POD may require the applicant to prepare and present with the application whatever studies are necessary to determine what effects the amendment will have on the LOS.**

The following LOS impact analysis concludes that the proposed rezoning will not have a significant impact on the City's adopted LOS standards for public services and facilities including potable water, sanitary sewer, solid waste, traffic, mass transit, recreation, and stormwater management. However, the site is a part of a larger 16.45-acre master site plan approved in 2015 for 1,505 multi-family dwelling units, 172,000 square feet of retail, 480,500 square feet of office space and 120 hotel rooms where in 2017 an associated development agreement was approved that required the developer to pay into a fund to reserve facility capacity for the next 15 years. Additionally, the property owner must comply with all laws and ordinances in effect at the time development permits are requested.

**POTABLE WATER**

Under the existing inter-local agreement with Tampa Bay Water (TBW), the region's local governments are required to project and submit, on or before February 1<sup>st</sup> of each year the anticipated water demand for the following year. TBW is contractually obligated to meet the City's and other member government's water supply needs. The City's adopted LOS standard is 125 gallons per capita per day (gpcd), while the actual current usage equates to approximately 78 gpcd. The City's overall potable water demand is approximately 27 million gallons per day (mgd), while the systemwide capacity is 68 mgd. With only 40% of capacity systemwide currently being used, there is excess water capacity to serve the amendment area.

**SANITARY SEWER**

The subject property is served by the Northeast Water Reclamation Facility, which presently has an estimated excess average daily capacity of 8.30 mgd. The estimate is based on permit capacity of 16 mgd and a calendar year 2020 daily average flow of 7.70 mgd. With approximately 52% available capacity, there is excess average daily capacity to serve the amendment area.

Following several major rain events in 2015-2016, the City increased the system-wide peak wet weather wastewater treatment capacity from 112 mgd to approximately 157 mgd – a 40% increase in peak flow capacity. As outlined in the St. Pete Water Plan, the City is implementing system reliability improvements at the Water Reclamation Facilities (WRFs) aggressively improving the gravity collection system to decrease Inflow and Infiltration (I&I) which reduces peak flows at the WRFs, and addressing sea level rise system vulnerabilities. The City remains committed to spending

approximately \$16 million a year in continued I&I reduction. Also, the City is fully committed to implementing selected recommendations from the St. Pete Water Plan, which incorporates growth projections and outlines the required system and network improvements needed to provide a resilient wastewater collection and treatment system.

### **SOLID WASTE/SANITATION**

Solid waste collection is the responsibility of the City, while solid waste disposal is the responsibility of Pinellas County. The City and the County have the same designated LOS of 1.3 tons per person per year. The County currently receives and disposes of municipal solid waste generated throughout Pinellas County. All solid waste disposed of at Pinellas County Solid Waste is recycled, combusted, or buried at the Bridgeway Acres sanitary landfill. The City and County's commitment to recycling and waste reduction programs have assisted in keeping down the actual demand for solid waste disposal, which continues to extend the life span of Bridgeway Acres Sanitary Landfill. The landfill is expected to remain in use for approximately 78 years, based on current design (grading) and disposal rates. Thus, there is excess solid waste capacity to serve the amendment area.

In calendar year 2020, the City's collection demand for solid waste service was approximately 0.82 tons per person per year, well within the adopted LOS of 1.3 tons per person. Therefore, there is excess capacity to serve the site.

### **RECREATION**

The City's adopted LOS for recreation and open space is 9 acres/1,000 population, the actual LOS City-wide is estimated to be 20.14 acres/1,000 population. If approved, there will be no noticeable impact on the adopted LOS standard for recreation and open space.

### **STORMWATER MANAGEMENT/DRAINAGE**

Stormwater management LOS is project dependent rather than based on the provision and use of public facilities and is not directly provided by the city for master planned developments. The LOS standard for drainage is implemented by the City through the review of drainage plans for new development and redevelopment where all new construction of and improvements to existing surface water management systems will be required to meet design standards outlined in the Drainage Ordinance, Section 16.40.030 of the Land Development Regulations. This ordinance requires all new development and redevelopment projects to be permitted through the City and SWFWMD to ensure projects meet quantity and quality design standards for stormwater treatment.

Prior to development of the subject property, site plan approval will be required. At that time, City Code and Southwest Florida Water Management District (SWFWMD) site requirements for stormwater management criteria will be implemented. The City is currently updating its' Stormwater Master Plan as part of the Integrated Water Resources Master Plan. While this update is consistent with the SWFWMD guidelines, it is enhanced as it takes into consideration sea level rise to identify projects to maintain LOS and enhance water quality. The City's Stormwater Design Standards are being updated to incorporate Low Impact Design (LID) to reduce stormwater runoff and increase water quality. Likewise, the City recently updated its' impervious service mapping throughout the City and will be working towards a credit-based stormwater rate system for commercial and residential properties who implement LID and rain harvesting elements. Examples of such credits may be underground stormwater vaults, pervious pavements, greywater systems, and vegetative swales.

### **TRAFFIC**

The subject property is located at 150 Fountain Parkway North. The City of St. Petersburg maintains Fountain Parkway North, which is a four-lane, divided local road. While the City no longer has a level of service (LOS) standard for roadway capacity, the proposed amendment is not expected

to significantly degrade existing levels of service. The parcel is small (0.126 acres) and contains a commercial building, so it is already producing vehicular trips. The main purpose of the amendment is to bring the parcel into conformance with the surrounding properties in Echelon City Center. The daily traffic volume on Fountain Parkway North based on counts conducted in June 2015 is 2,553 vehicles. The daily capacity of Fountain Parkway North is 30,420 vehicles. The volume-to-capacity ratio is 0.084. Fountain Parkway North has a significant amount of spare capacity for accommodating additional trips that may be generated by the subject property.

## **TRANSIT**

The Citywide LOS for mass transit will not be affected. The Pinellas Suncoast Transit Authority's (PSTA's) Route 58 provides intermittent service along Fountain Parkway North. The subject property is served during the a.m. and p.m. peak hours, with headways that are longer than one hour. PSTA's Direct Connect program provides a \$5 discount on Uber, Lyft, or United Taxi trips to or from 26 locations around Pinellas County that connect with PSTA's route network. Employees that work at the subject parcel could use the program for a trip from their place of residence to a Direct Connect stop to connect to a different PSTA route or at the end of their trip from a Direct Connect stop to their destination. If riders make 150% or less of the federal poverty level, they will qualify for PSTA's Transportation Disadvantaged (TD) program, which provides a monthly bus pass for \$11. They would also be eligible for PSTA's TD Late Shift program, which provides up to 25 on-demand trips per month to/from work when bus service is not available for a \$9 copay. TD riders also receive a \$9 discount on Uber and United Taxi rides through the Direct Connect program. Since the subject parcel is within three-fourths of a mile of a PSTA route it would also be served by PSTA's Americans with Disabilities Act (ADA) paratransit service, PSTA Access. Eligibility for the PSTA Access program is set by federal law and is based on the inability to utilize existing fixed-route transit service due to a disability.

## **COMPLETE STREETS**

The City of St. Petersburg is committed to maintaining a safe transportation system for all users, including pedestrians and bicyclists. A Complete Streets administrative policy was signed in November 2015 that aims to make all city streets and travel ways safe and accommodating to all modes of transportation. The Complete Streets Implementation Plan was adopted in May 2019.

### Pedestrian Network

There is a sidewalk adjacent to the subject property on Fountain Parkway North.

### Bicycle Network

There are shared lane markings on Fountain Parkway North, which require motorists to share the road with bicyclists.

### Neighborhood Traffic Plan

There is no neighborhood traffic plan for the subject property and surrounding vicinity.

## **5. Appropriate and adequate land area sufficient for the use and reasonably anticipated operations and expansions;**

The subject property is part of a larger 16.45-acre master site plan for the Echelon City Center approved in 2015, which is sufficient for any reasonably anticipated expansion as it is currently approved for 1,505 multi-family dwelling units, 172,000 square feet of retail, 480,500 square feet of office space and 120 hotel rooms.

**6. The amount and availability of vacant land or land suitable for redevelopment for similar uses in the City or on contiguous properties;**

The City has limited availability of large, consolidated lots such as the parent lot of the subject property that can accommodate a 16.45-acre master site plan such as the one approved for this site in 2015.

**7. Whether the proposed change is consistent with the established land use pattern of the areas in reasonable proximity;**

The requested change in zoning to RC-3 is intended to bring consistency and compatibility with the areas immediately surrounding it by removing what is currently an incongruent zoning designation of RC-2 that is completely surrounded by property designated RC-3 while also being consistent with the approved master site plan for the Echelon City Center.

**8. Whether the existing district boundaries are logically drawn in relation to existing conditions on the property proposed for change;**

When considered on its own, the subject 5,444 square foot property does not currently exhibit a logically drawn land use or zoning district boundary and is considered nonconforming. However, now that the site is under common ownership with the neighboring parcels, and once the zoning designations are consistent, the site will be considered conforming.

**9. If the proposed amendment involves a change from residential to a nonresidential use or mixed use, whether more nonresidential land is needed in the proposed location to provide services or employment to residents of the City;**

Not applicable.

**10. Whether the subject property is within the 100-year floodplain, hurricane evacuation level zone A or coastal high hazard areas as identified in the coastal management element of the Comprehensive Plan;**

Approximately 2,233 square feet of the perimeter boundary of the amendment area is located within the Coastal High Hazard Area (CHHA). The entirety of the property is currently in hurricane evacuation level zone B and Ulmerton Road is an evacuation route.

**11. Other pertinent facts.**

The Community Planning and Preservation Commission and City Council may bring up other pertinent information as necessary.

**PUBLIC NOTICE and COMMENTS**

***Public Notice***

The applicant has met the minimum notification requirements prescribed by City Code Chapter 16.

- March 29, 2022: Pursuant to City Code, the applicant sent a “Notice of Intent to File” to the Council of Neighborhood Associations (“CONA”) and the Federation of Inner-City Organizations (“FICO”).
- April 8, 2022: The City’s Urban Planning and Historic Preservation Division (“Division”) received an application for processing.
- July 25, 2022: Public notification signs were posted on the subject property. In addition to noticing the public hearing, and two (2) online links were included for accessing the information described above.

- July 25, 2022: Public notification letters were sent by direct mail to neighboring property owners within 300-linear feet of the subject property. Additional letters of notification were sent to CONA and FICO. In addition to the standard information, this notification included both the CPPC and City Council public hearing dates and times, web links to review the then-pending staff reports, and a link to the current planning projects webpage for more information.

### ***Public Comments***

To date, there have been no public comments.

## **PUBLIC HEARING PROCESS**

The proposed ordinance associated with the Official Zoning Map amendment requires one (1) public hearing with the Community Planning & Preservation Commission (CPPC) and one (1) public hearing with City Council.

## **SUMMARY**

The Staff analysis is to determine whether the proposed Amendment is consistent to the requirements of the Comprehensive Plan. Based on the analysis contained in this report, City staff finds that the proposed amendment to the Official Zoning Map at the subject location is consistent with the Comprehensive Plan in the review of the Land Use, Utilities, Housing, and Transportation Elements.

## **RECOMMENDATION**

Staff recommends that the Community Planning and Preservation Commission (CPPC), in its capacity as the Local Planning Agency, make a finding of consistency with the Comprehensive Plan and recommend to City Council **APPROVAL** of the proposed Official Zoning Map amendment described herein.

### **REPORT PREPARED BY:**

*Britton Wilson*

07/27/2022

Britton Wilson, AICP, Planner II  
Urban Planning and Historic Preservation Division  
Planning & Development Services Department

DATE

### **REPORT APPROVED BY:**

*Derek Kilborn*

07/27/2022

Derek Kilborn, Manager  
Urban Planning and Historic Preservation Division  
Planning & Development Services Department

DATE

## **ATTACHMENTS**

1. Application
2. Subject Area Maps



# **ATTACHMENT NO. 1**

## **Application**





# FUTURE LAND USE PLAN CHANGE REZONING

CITY OF ST. PETERSBURG

APR 8 2022

PLANNING & DEVELOPMENT SERVICES

Application No.

Zm-13

(To Be Assigned)

All applications are to be filled out completely and correctly. The application shall be submitted to the City of St. Petersburg's Planning and Economic Development Department, located on the 8<sup>th</sup> floor of the Municipal Services Building, One Fourth Street North, St. Petersburg, Florida.

## GENERAL INFORMATION

### APPLICATION

Date of Submittal: 2/23/2022

Street Address: 150 FOUNTAIN PKWY N ST PETERSBURG, FL 33716

Parcel ID or Tract Number: 12-30-16-13183-000-0023

Zoning Classification: Present: RC-2 Proposed: RC-3

Future Land Use Plan Category: Present: PR-C Proposed: PR-C

### NAME of APPLICANT (Property Owner): ECC OFFMAIN LLC

Street Address: 235 3RD ST S STE 300

City, State, Zip: ST PETERSBURG FL 33701-4242

Telephone No: 727-803-1817

Email Address: lbehn@echelonre.com

### NAME of any others PERSONS (Having ownership interest in property):

Specify Interest Held:

Is such Interest Contingent or Absolute:

Street Address:

City, State, Zip:

Telephone No:

Email Address:

### NAME of AGENT OR REPRESENTATIVE: Lance Behn

Street Address: 235 3RD ST S STE 300

City, State, Zip: ST PETERSBURG FL 33701-4242

Telephone No: 727-803-1817

Email Address: lbehn@echelonre.com

## AUTHORIZATION

Future Land Use Plan amendment and / or rezoning requiring a change to the Countywide Map	\$ 2,400.00
Future Land Use Plan amendment and / or rezoning NOT requiring a change to the Countywide Map	\$ 2,000.00
Rezoning only	\$ 2,000.00

Cash or credit card or check made payable to the "City of St. Petersburg"

The UNDERSIGNED CERTIFIES that the ownership of all property within this application has been fully divulged, whether such ownership be contingent or absolute, and that the names of all parties to any contract for sale in existence or any options to purchase are filed with the application. Further, this application must be complete and accurate, before the public hearings can be advertised, with attached justification form completed and filed as part of this application.

Signature:

Date: 4/8/2022

Must be signed by title holder(s), or by an authorized agent with letter attached.



# FUTURE LAND USE PLAN CHANGE REZONING

CITY OF ST. PETERSBURG

APR 8 2022

PLANNING & DEVELOPMENT SERVICES

**NARRATIVE** (PAGE 1 of 1)

## NARRATIVE

### PROPERTY INFORMATION:

Street Address: 150 FOUNTAIN PKWY N ST PETERSBURG, FL 33716

Parcel ID or Tract Number: 12-30-16-13183-000-0023

Square Feet: ~~3,050~~ 5,444

Acreage: 0.126 (59'x93')

Proposed Legal Description:

No proposed legal description change.

Is there any existing contract for sale on the subject property: No

If so, list names of all parties to the contract: N/A

Is contract conditional or absolute: N/A

Are there any options to purchase on the subject property: No

Is so, list the names of all parties to option: N/A

### REQUEST:

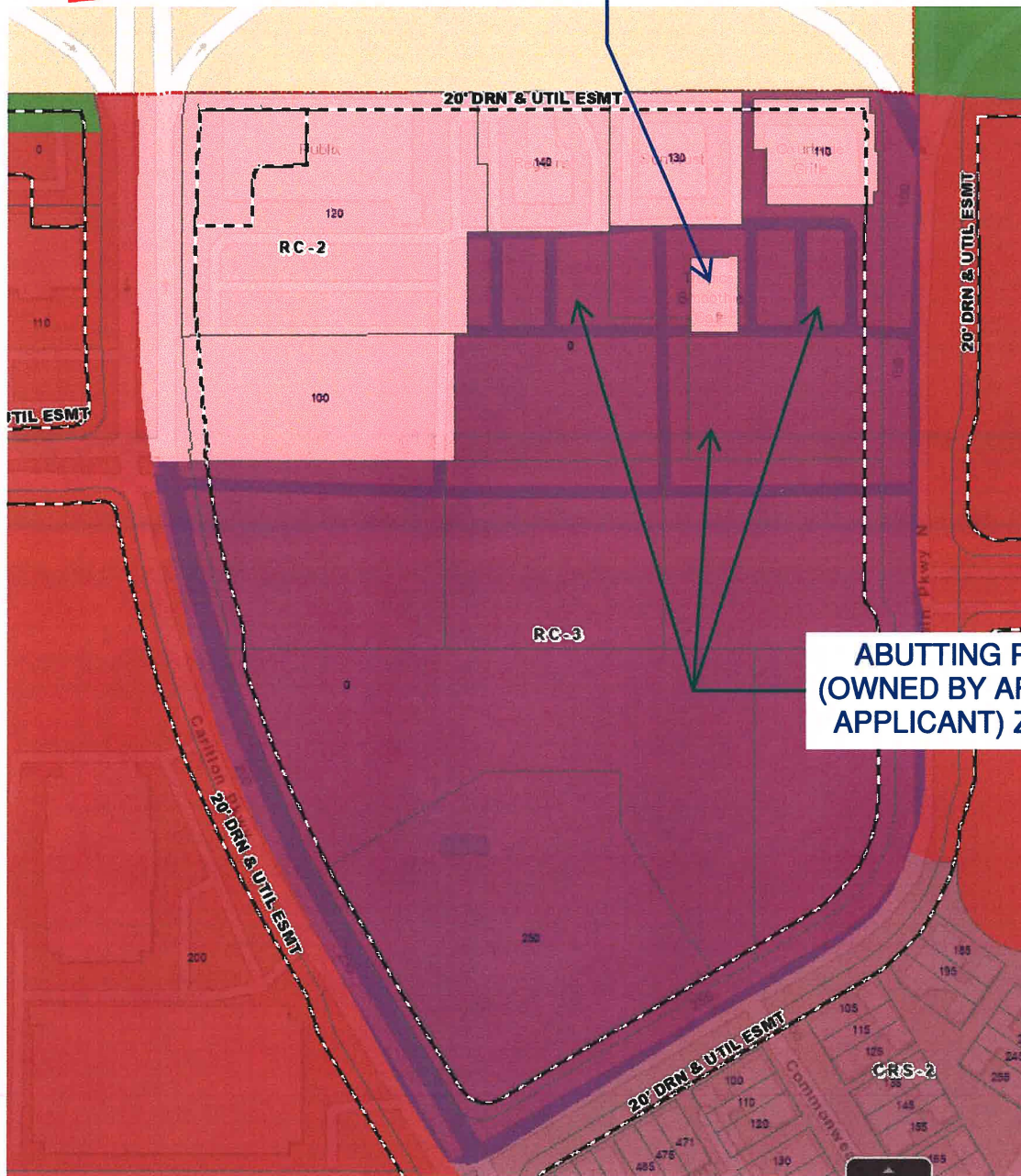
The applicant is of the opinion that this request would be an appropriate land use and / or rezoning for the above described property, and conforms with the Relevant Considerations of the Zoning Ordinance for the following reasons:

Requesting to change this parcel's zoning from RC-2 to RC-3 to match the zoning of all abutting properties. Affiliate entities of the applicant own adjoining parcels to the east west and south of this property. There are no plans to redevelop this parcel or change its land use.



CITY OF ST. PETERSBURG  
APR 8 2022  
PLANNING & DEVELOPMENT SERVICES

SUBJECT PROPERTY  
CURRENTLY ZONED RC-2



ABUTTING PROPERTY  
(OWNED BY AFFILIATES OF  
APPLICANT) ZONED RC-3



# PUBLIC PARTICIPATION REPORT

Application No. \_\_\_\_\_

In accordance with LDR Section 16.70.040.1.F., "It is the policy of the City to encourage applicants to meet with residents of the surrounding neighborhoods prior to filing an application for a decision requiring a streamline review or public hearing. Participation in the public participation process prior to required public hearings will be considered by the decision-making official when considering the need, or request, for a continuance of an application. It is not the intent of this section to require neighborhood meetings, (except when the application is for a local historic district) but to encourage meetings prior to the submission of applications for approval and documentation of efforts which have been made to address any potential concerns prior to the formal application process."

**NOTE: This Report may be updated and resubmitted up to 10 days prior to the scheduled Public Hearing.**

## APPLICANT REPORT

### Street Address:

1. Details of techniques the applicant used to involve the public

(a) Dates and locations of all meetings where citizens were invited to discuss the applicant's proposal

No outreach was done other than the NOI as the immediate property is under common ownership and no neighboring issues are expected.

(b) Content, dates mailed, and number of mailings; including letters, meeting notices, newsletters, and other publications

(c) Where residents, property owners, and interested parties receiving notices, newsletters, or other written materials are located

2. Summary of concerns, issues, and problems expressed during the process

## NOTICE OF INTENT TO FILE

A minimum of ten (10) days prior to filing an application for a decision requiring Streamline or Public Hearing approval, the applicant shall send a copy of the application by email to the Council of Neighborhood Associations (CONA) (c/o Jennifer Joern at [variance@stpetecon.org](mailto:variance@stpetecon.org)), by standard mail to Federation of Inner-City Community Organizations (FICO) (c/o Kimberly Frazier-Leggett at 3301 24<sup>th</sup> Ave. S., St. Pete 33712) and by email to all other Neighborhood Associations and/or Business Associations within 300 feet of the subject property as identified in the Pre-Application Meeting Notes. The applicant shall file evidence of such notice with the application.

☒ Date Notice of Intent to File sent to Associations within 300 feet, CONA and FICO: 3/29/2022

☒ Attach the evidence of the required notices to this sheet such as Sent emails. CONA Email on next page.

Application and Statement of Intent sent to FICO via Certified Mail. Tracking #70122920000054323639.



## Lance Behn

---

**From:** Lance Behn  
**Sent:** Tuesday, March 29, 2022 11:57 AM  
**To:** [variance@stpetecon.org](mailto:variance@stpetecon.org)  
**Cc:** Britton N. Wilson; Cody LeClair; Steve Kurcan; Terry Foote; Christie Christenson  
**Subject:** NOI to File Rezoning Application  
**Attachments:** Building 15 Rezoning Application.pdf; Bldg 15 Rezoning Statement of Intent 2022 03 29.pdf

Jennifer,

Please see the attached rezoning application and statement of intent for our property located at 150 Fountain Parkway N, St. Petersburg, FL 33716.

Thank you,

**Lance R. Behn, LEED AP BD+C**

Senior Project Manager

**Echelon LLC**

235 Third Street S., Suite 300

St. Petersburg, Florida 33701

Office: (727) 803-1817

Cell: (813) 727-9488

[www.echelonre.com](http://www.echelonre.com)

**ECHELON**  
We Develop Opportunity



# ECHELON

*We Develop Opportunity.™*

***ECC OFFMAIN LLC***



March 29, 2022

Jennifer Joern  
Council of Neighborhood Associations

Subject: Statement of Intent – Rezoning 150 Fountain Parkway North,  
St. Petersburg, FL 33716

Dear Jennifer,

The intent of this rezoning request is to change this parcel's zoning from RC-2 to RC-3 to match the zoning of all abutting properties. Affiliate entities of the applicant own adjoining parcels to the east, west and south of this property. There are no plans to redevelop this parcel or change its land use.

We intend on submitting this rezoning application on April 8, 2022.

Thank you,

Handwritten signature of Lance Behn in blue ink.

Lance Behn  
Senior Project Manager



## **ATTACHMENT NO. 2**

### **Map Series**





ULMERTON RD

FOUNTAIN PKWY N

City of St. Petersburg

**AERIAL**

CITY FILE

**ZM-13**

SCALE: 1 " = 100 '



SUBJECT AREA

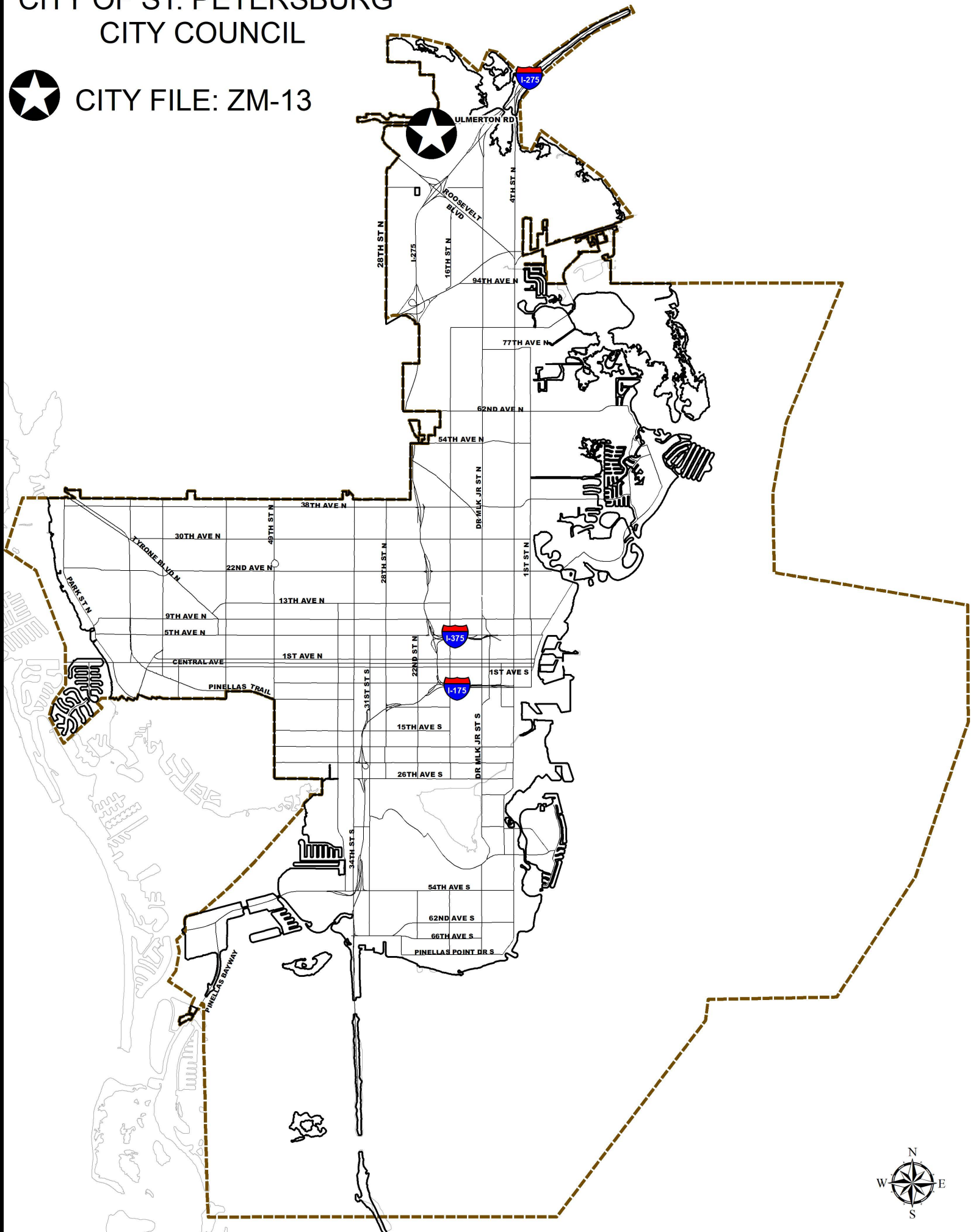




CITY OF ST. PETERSBURG  
CITY COUNCIL

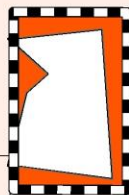


CITY FILE: ZM-13



ULMERTON RD

FOUNTAIN PKWY N



## Coastal High Hazard Area (CHHA)

CITY FILE

**ZM-13**

SCALE: 1" = 100'



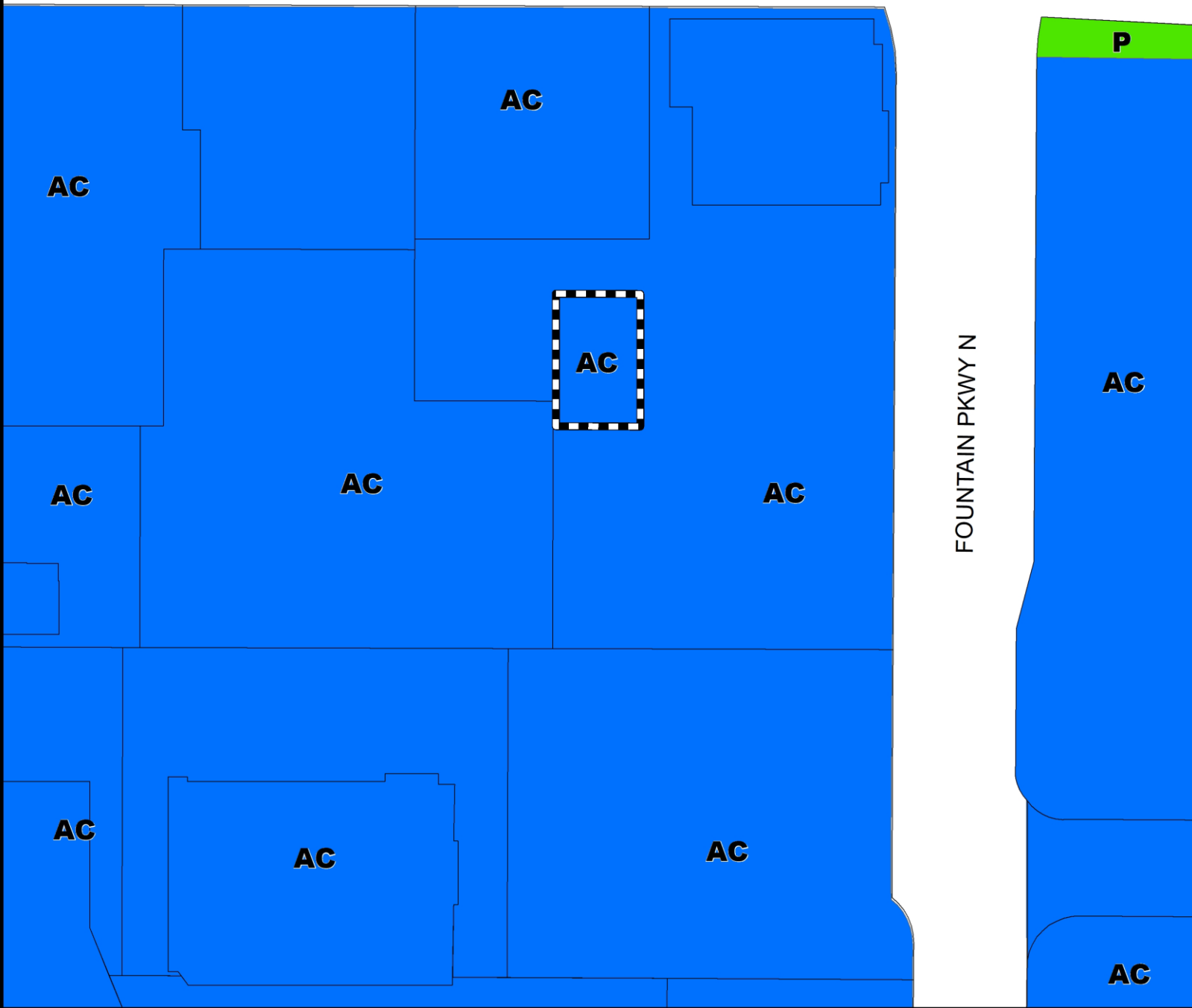
SUBJECT AREA



SUBJECT AREA WITHIN THE CHHA  
= 0.0513 ACRES OR 2,233 Sq.Ft.



ULMERTON RD



## COUNTYWIDE PLAN MAP

CITY FILE

**ZM-13**

SCALE: 1" = 100'

**Activity Center (AC)**



SUBJECT AREA



ULMERTON RD

**Bank**

**Bank**

**Restaurant**

**Supermarket**

**Vacant**

**Vacant**

**Apartments**

**Vacant**

**Retail Commercial  
Strip Building**

FOUNTAIN PKWY N

**Vacant**

**Vacant**

**Vacant**

**Vacant**

**Vacant**

**Vacant**

## EXISTING USES

CITY FILE

**ZM-13**

SCALE: 1 " = 100 '

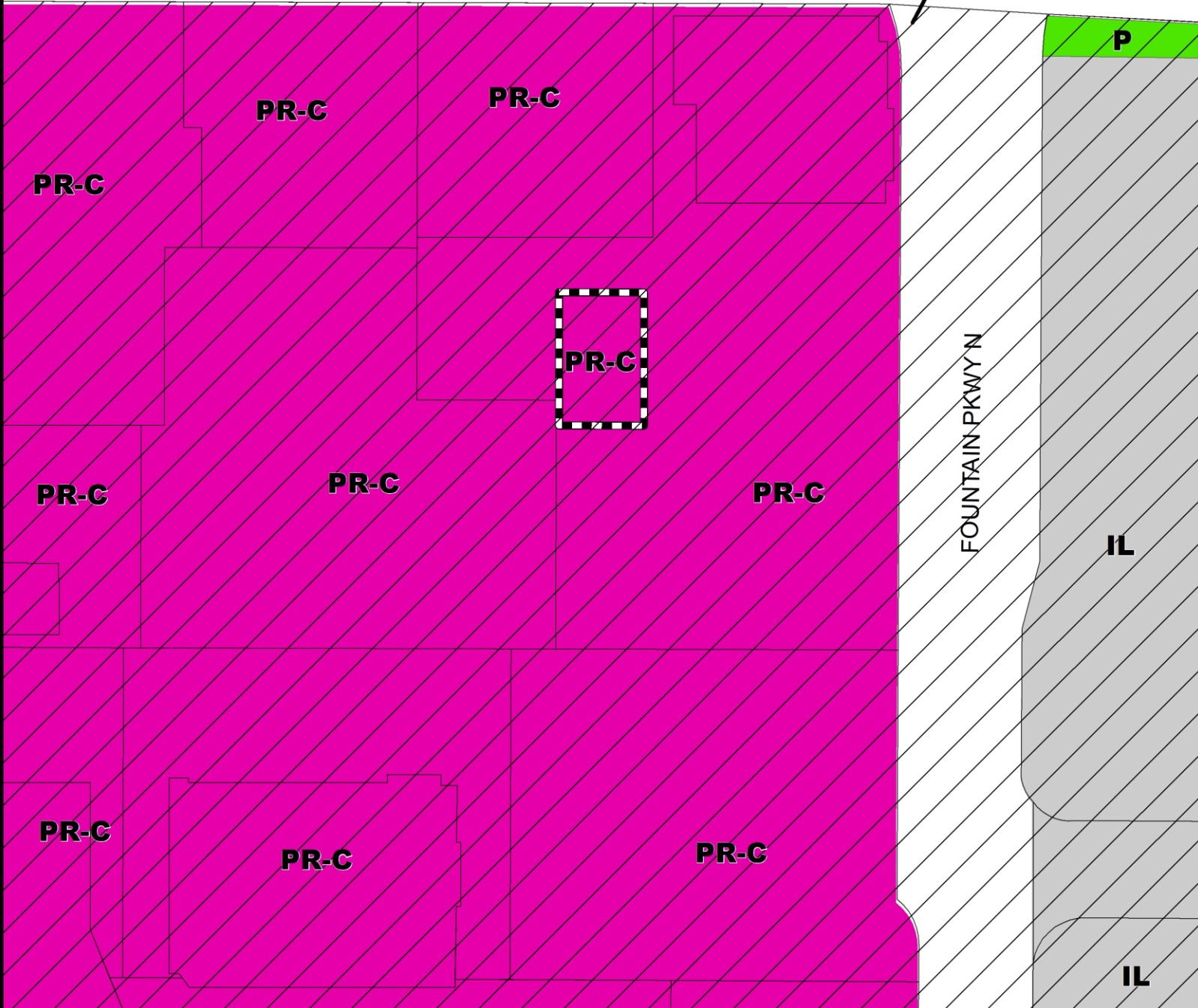


SUBJECT AREA



**Gateway Activity Center**

ULMERTON RD



## **FUTURE LAND USE**

CITY FILE

**ZM-13**

SCALE: 1" = 100'

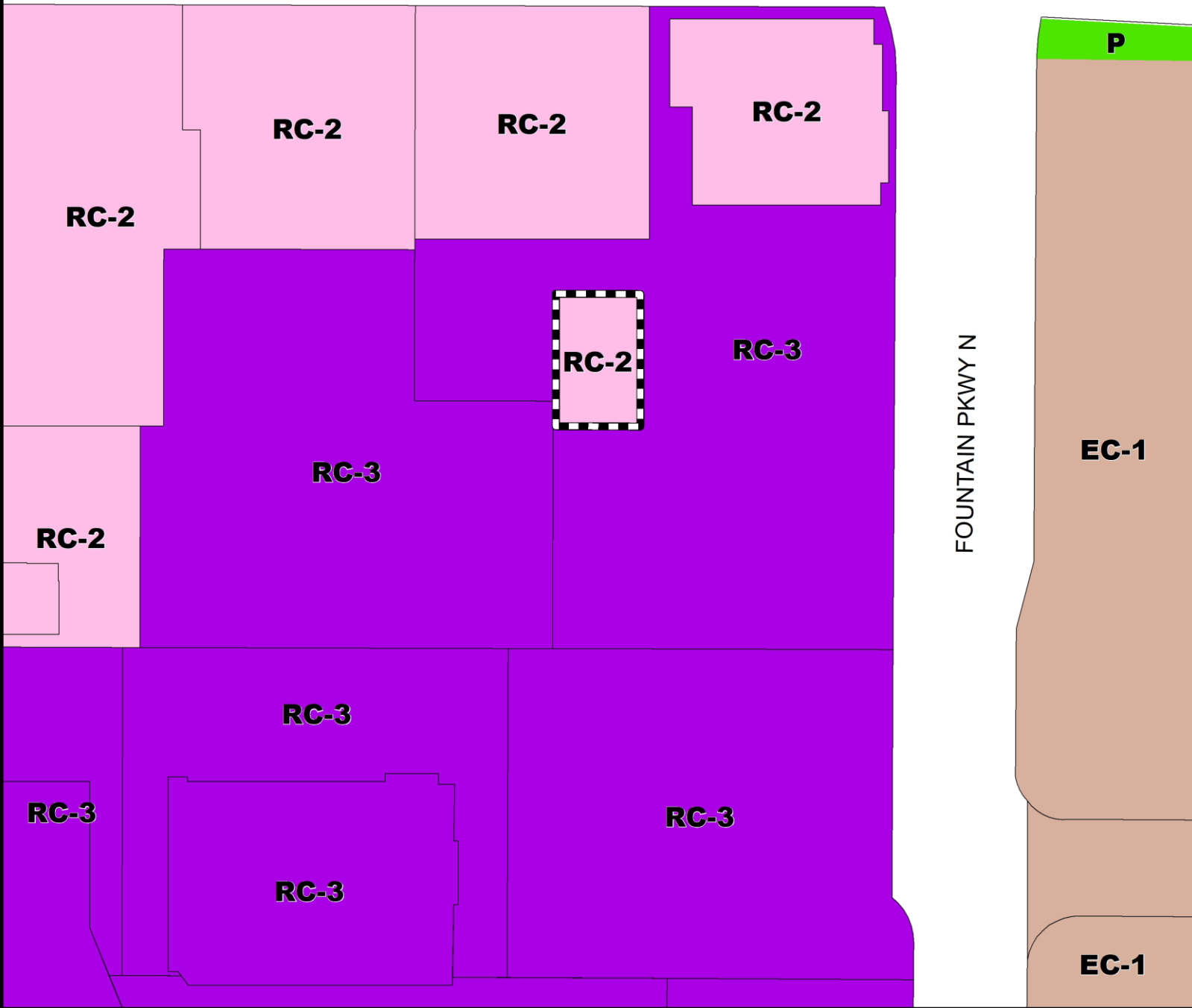
**PR- C (Planned Redevelopment – Commercial)**



**SUBJECT AREA**



ULMERTON RD



**EXISTING ZONING**

CITY FILE

**ZM-13**

SCALE: 1 " = 100 '

**From: RC-2**  
**(Retail Center - 2)**

**From: RC-3**  
**(Retail Center - 3)**



**SUBJECT AREA**

