



**PLANNERS ADVISORY COMMITTEE (PAC)  
MEETING AGENDA**

**October 3, 2022 – 1:30 p.m.**

333 Chestnut Street  
Clearwater  
The Palm Room

**THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY**

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- 1. CALL TO ORDER AND INTRODUCTIONS**
- 2. APPROVAL OF MINUTES – September 6, 2022**
- 3. REVIEW OF FORWARD PINELLAS AGENDA FOR October 12, 2022**  
**PUBLIC HEARING ITEMS**
  - A. Case CW 22-21 – Pinellas County  
**REGULAR AGENDA ITEMS**
  - B. CPA Actions and Forward Pinellas Administrative Review Items
- 4. PLANNING TOPICS OF INTEREST**
  - A. Urban Design Services Pilot Program (Nousheen Rahman)
- 5. OTHER PAC BUSINESS/PAC DISCUSSION AND UPCOMING AGENDA**
  - A. Pinellas SPOTlight Emphasis Areas Update (Information)
  - B. Upcoming Land Use Cases & Pre-App Meetings
  - C. Cancellation of the December PAC Meeting (Action)
- 6. ADJOURNMENT**

**NEXT PAC MEETING – MONDAY, OCTOBER 31, 2022**

*Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact the Office of Human Rights, 400 South Fort Harrison Avenue, Suite 300, Clearwater, Florida 33756; [(727) 464-4062 (V/TDD)] at least seven days prior to the meeting.*

*Appeals: Certain public meetings result in actions taken by the public board, commission or agency that may be appealed; in such case persons are advised that, if they decide to appeal any decision made at a public meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.*

**2. Approval of Minutes – September 6, 2022**

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**SUMMARY**

The Summary Agenda Action Sheet for the September 6, 2022, PAC meeting is attached for committee review and approval.

**ATTACHMENT(S):** PAC Summary Agenda Action Sheet for the September 6, 2022 meeting

**ACTION:** PAC to approve the Summary Agenda Action Sheet from the September 6, 2022 meeting.

**PAC AGENDA – SUMMARY AGENDA ACTION SHEET**  
**DATE: SEPTEMBER 6, 2022**

ITEM	ACTION TAKEN	VOTE
1. <u>CALL TO ORDER AND ROLL CALL</u>	<p>The PAC held its September 6, 2022 meeting in the Palm Room at the Pinellas County Communications Building: 333 Chestnut Street, Clearwater.</p> <p>The Chair, Tatiana Childress, called the meeting to order at 1:30 p.m. and the members introduced themselves.</p> <p>Committee members in attendance included: Tatiana Childress, Marcie Stenmark, Fred Metcalf, Derek Reeves, Wesley Wright, Allie Keen, Marshall Touchton, Andrew Morris, Jamie Viveiros, Kimberly Mejia, Frances Leong Sharp.</p> <p>Others in attendance: Kathryn Younkin (City of Treasure Island), Scott Swearengen (Pinellas County), Erica Larson (USF), Lauren Matzke (City of Clearwater), Carine Andre (City of Pinellas Park), Mike Deneault (Citizen).</p> <p>Forward Pinellas staff included: Linda Fisher, Jared Austin, Ariane Martins, Tina Jablon and Kaitlyn Nieman (USF Intern).</p>	
2. <u>APPROVAL OF MINUTES FROM THE AUGUST 1, 2022 PAC MEETING</u>	<p>Motion: Marcie Stenmark  Second: Frances Leong Sharp</p>	11-0
3. <u>REVIEW OF FORWARD PINELLAS AGENDA FOR SEPTEMBER 14, 2022 MEETING PUBLIC HEARINGS</u> A. CW 22-18 – Pinellas County	<p>Motion: Marcie Stenmark  Second: Marshall Touchton</p>	11-0
B. CW 22-19 – Pinellas County	<p>Motion: Frances Leong Sharp  Second: Marcie Stenmark</p>	11-0
C. CW 22-20 – City of Clearwater	<p>Motion: Marshall Touchton  Second: Marcie Stenmark</p>	11-0

D. CPA Actions and Forward Pinellas Administrative Review Items	The PAC members were advised by Linda Fisher that there were no CPA actions in the month of August. She further advised that two Tier I Countywide Plan Map amendments were reviewed administratively and approved by Forward Pinellas staff during that time. Both were from the City of Dunedin.	
<p>4. <u>PLANNING TOPICS OF INTEREST</u></p> <p>A. Target Employment &amp; Industrial Land Study (TEILS) Update</p>	<p>Jared Austin provided an update to the committee members on the status of the TEILS Update. He began by providing some historical context and reminding the committee that this is an update to a prior study conducted in 2008. He then offered some of the preliminary findings of the update which included:</p> <ul style="list-style-type: none"> <li>➤ Pinellas County captures 38,000 businesses within the six-county Tampa Bay region, which translates to about 470,000 jobs representing 26% of the overall jobs captured.</li> <li>➤ From 2011 – 2021 Pinellas County experienced a slow recovery from the recession, only adding 54,000 jobs, which resulted in a 45% increase in the office sector and 30% in the industrial sector.</li> <li>➤ Pinellas County has a strong mix of both jobs and housing; however, to maintain the desired jobs-housing ratio, Pinellas County needs to create about 134,000 new jobs by 2050.</li> <li>➤ The region has about 40 million square feet of Class A office space, with Pinellas County capturing about 24% of the regional Class A inventory.</li> </ul> <p>Mr. Austin highlighted some potential investment areas for consideration and reviewed the next steps for the study, which will conclude with a presentation to the Forward Pinellas Board in November and adoption of policy recommendations.</p> <p>PAC members asked questions regarding remote work impacts to demand for office and industrial space, which were addressed by Mr. Austin who communicated that while work environments have certainly changed, demand for Class A Office space has remained high.</p>	
B. Countywide Housing Strategy Update	Linda Fisher updated the committee members on the latest activities surrounding the Countywide Housing Strategy. She began by providing some	

historical context and reminding the members of the strategy's vision and purpose. The goal is to build a coalition of municipalities, agencies, developers and community leaders committed to a common vision.

To that end, a Countywide Housing Compact has been created to begin that process. Pinellas County and Forward Pinellas will be sending out letters to each local government in the next week to encourage participation in the compact. Participating partners will agree to work toward a planning strategy that prioritizes locating affordable housing, jobs, educational opportunities, and workforce development resources along corridors planned for high-quality transit service as identified in the Advantage Pinellas Plan.

Ms. Fisher reviewed some of the content contained in particular sections of the compact, and how it would be implemented. She outlined a variety of planned countywide actions and offered examples of potential local actions that could further the goals of the Action Plan once finalized in collaboration with local partners.

She concluded by outlining the next steps which include mailing the invitation letters, outreach, drafting of the Action Plan, and seeking input from other local governments and stakeholders.

<p>5. <u>OTHER PAC BUSINESS/PAC DISCUSSION AND UPCOMING AGENDA</u></p> <p>A. Pinellas SPOTlight Emphasis Areas Update (Information)</p>	<p>Linda Fisher reminded the members that SPOTlight stood for Strategic Planning &amp; Operations Topics or topics of special interest to the Forward Pinellas work programs.</p> <p>Related to Enhancing Beach Access, she alerted the committee that staff is kicking off the Gulf Boulevard Conceptual Design and Safety Studies with the cities of Treasure Island and St. Pete Beach in September. The purpose of the studies is to assess the pedestrian and bicycle safety of the Gulf Boulevard corridor and develop conceptual design alternatives. This will also address micromobility options like e-bikes and scooters.</p> <p>On the topic of US 19, Ms. Fisher advised a new interchange at Curlew Road would be commencing in the coming months. Forward Pinellas staff is also meeting with FDOT later this month to discuss plans for improvements north of Nebraska Avenue, which could include interchanges or at-grade treatments. Each intersection will be evaluated independently to assess best options and receive community input. Final options would likely impact the surrounding land uses as well.</p> <p>Ms. Fisher also advised that staff and consultants are wrapping up the existing conditions analysis and beginning the outreach phase for the Alternate 19 Investment Corridor Transition Plan, “Advantage Alt 19: Investing in People and Places.” The outreach will include two workshops, a set of listening sessions and stakeholder meetings in late September and October. One of the listening sessions will be an affordable housing roundtable discussion with developers who specialize in affordable housing, similar to what was done for the TEILS update.</p>	
<p>B. Election of New PAC Vice Chair</p>	<p>As suggested by the Chair Tatiana Childress, Marcie Stenmark made a motion to nominate Kathryn Younkin, the new Treasure Island representative, to replace her predecessor as the PAC Vice Chair. The motion was seconded by Marshall Touchton and carried by a unanimous vote making Kathryn Younkin the new Vice Chair.</p>	<p>11-0</p>

C. Upcoming Land Use Cases & Pre-App Meetings	Linda Fisher inquired of the members if there were any upcoming land use cases that staff needed to be aware of, including any local approvals under SB 962. Marcie Stenmark, City of Safety Harbor, advised that a previously discussed amendment for a parcel at Enterprise Road was advancing through the local process at present.	
D. Review of Legal Ad	Linda Fisher recommitted to the PAC members that staff will send out the legal ad for the Forward Pinellas Board meetings in advance of publication to allow the committee members the opportunity to review it for accuracy.	
6. <u>ADJOURNMENT</u>	The meeting was adjourned at 2:25 p.m.	

Respectfully Submitted,

\_\_\_\_\_  
PAC Chair

\_\_\_\_\_  
Date

**3A. Case CW 22-21 Pinellas County**

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**SUMMARY**

From: Office and Preservation  
To: Employment and Preservation  
Area: 13.1 acres m.o.l.  
Location: 10055 Seminole Blvd.

This proposed amendment is submitted by Pinellas County to amend a parcel from Office (intended to accommodate areas developed, or appropriate to be developed, with office uses, low-impact employment uses, and residential uses (subject to an acreage threshold)) and Preservation (intended to recognize natural resource features worthy of preservation and those areas of the county that are now used, or are appropriate to be used, for the conservation, production, and management of the regional potable water supply and the supporting infrastructure, consistent with the natural resources of the area) to Employment (intended to recognize areas developed with, or appropriate to be developed with, a wide range of employment uses, including primary industries (i.e., those with a customer base that extends beyond Pinellas County), allowing for flex space, and for uses that have minimal external impacts) and Preservation.

The amendment area is located on the east side of Seminole Blvd., but is accessed from approximately 435 feet south of the intersection of Seminole Blvd. and 102<sup>nd</sup> Ave. The property currently consists of a 60,000 square foot office building and the applicant proposes to utilize the property for light manufacturing/assembly/processing uses, specifically for the mixing and packaging of nail coloring for acrylic nails. Currently, approximately 5.5 acres of the property is designated upland, while the remaining 7.6 acres of the property are classified as wetlands, including areas which are water with no designation. The proposed amendment would designate the upland 5.5 acres of property to the Employment category, allowing the proposed uses, while maintaining the Preservation designation for existing wetlands.

**FINDINGS**

Staff submits the following findings in support of the recommendation for approval:

- A. The Employment and Preservation categories are appropriate for the proposed use of the property and is consistent with the criteria for utilization of this category.
- B. The proposed amendment either does not involve, or will not significantly impact, the remaining relevant countywide considerations.

Please see accompanying attachments and documents in explanation and support of these findings.

**LIST OF MAPS & ATTACHMENTS:**

Map 1	Location Map
Map 2	Jurisdictional Map
Map 3	Aerial Map
Map 4	Current Countywide Plan Map
Map 5	Proposed Countywide Plan Map
Map 6	Coastal High Hazard Area Map

**MEETING DATES:**

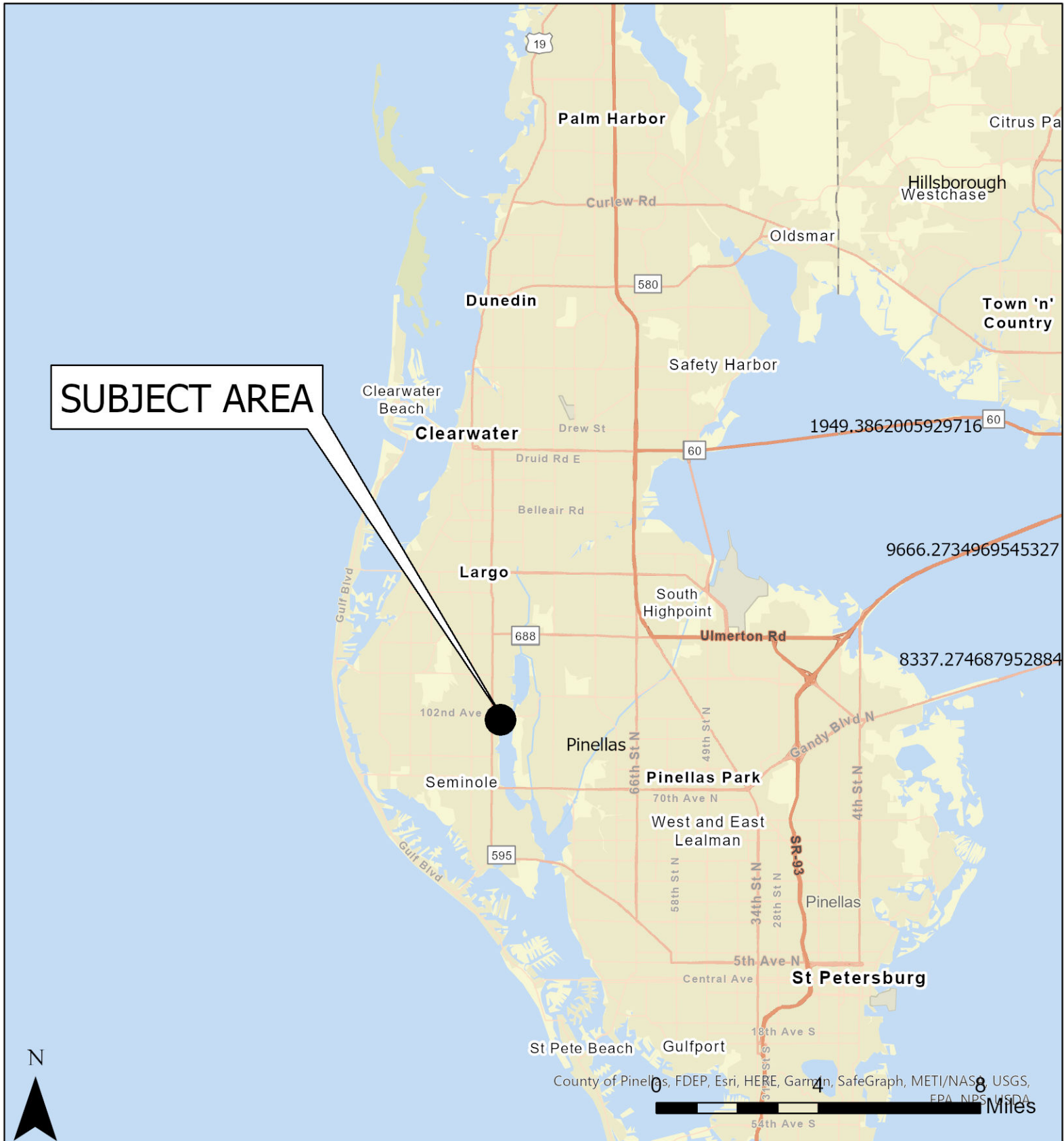
Planners Advisory Committee, October 3, 2022, at 1:30 p.m.

Forward Pinellas, October 12, 2022, at 1:00 p.m.

Countywide Planning Authority, November 15, 2022, at 6:00 p.m.

# Case CW22-21

## Map 1: Location Map



**JURISDICTION: Pinellas County**

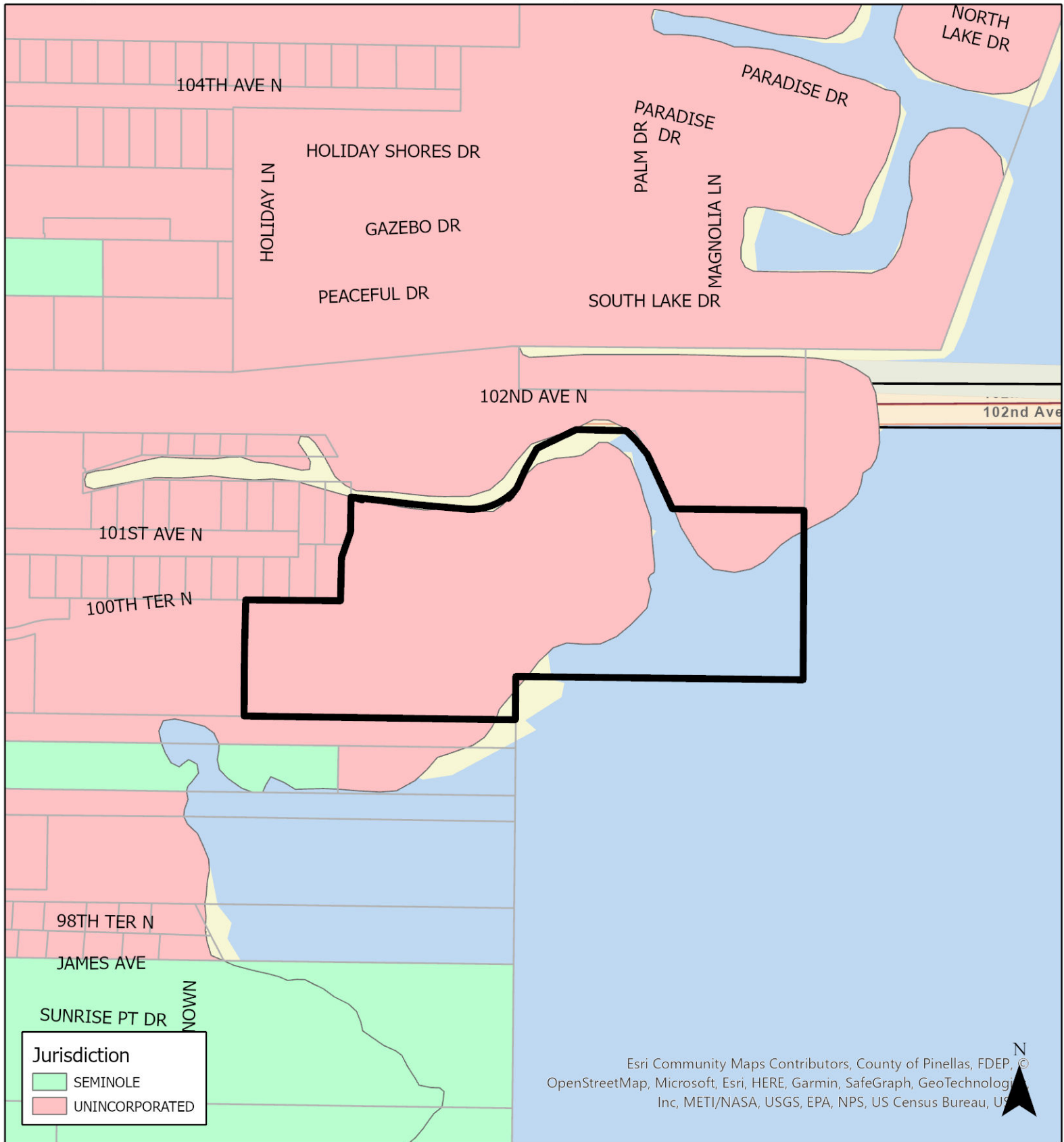
**FROM: Office and Preservation**

**AREA: 13.1 acres**

**TO: Employment and Preservation**

# Case CW22-21

## Map 2: Jurisdictional Map



**JURISDICTION: Pinellas County FROM: Office and Preservation**

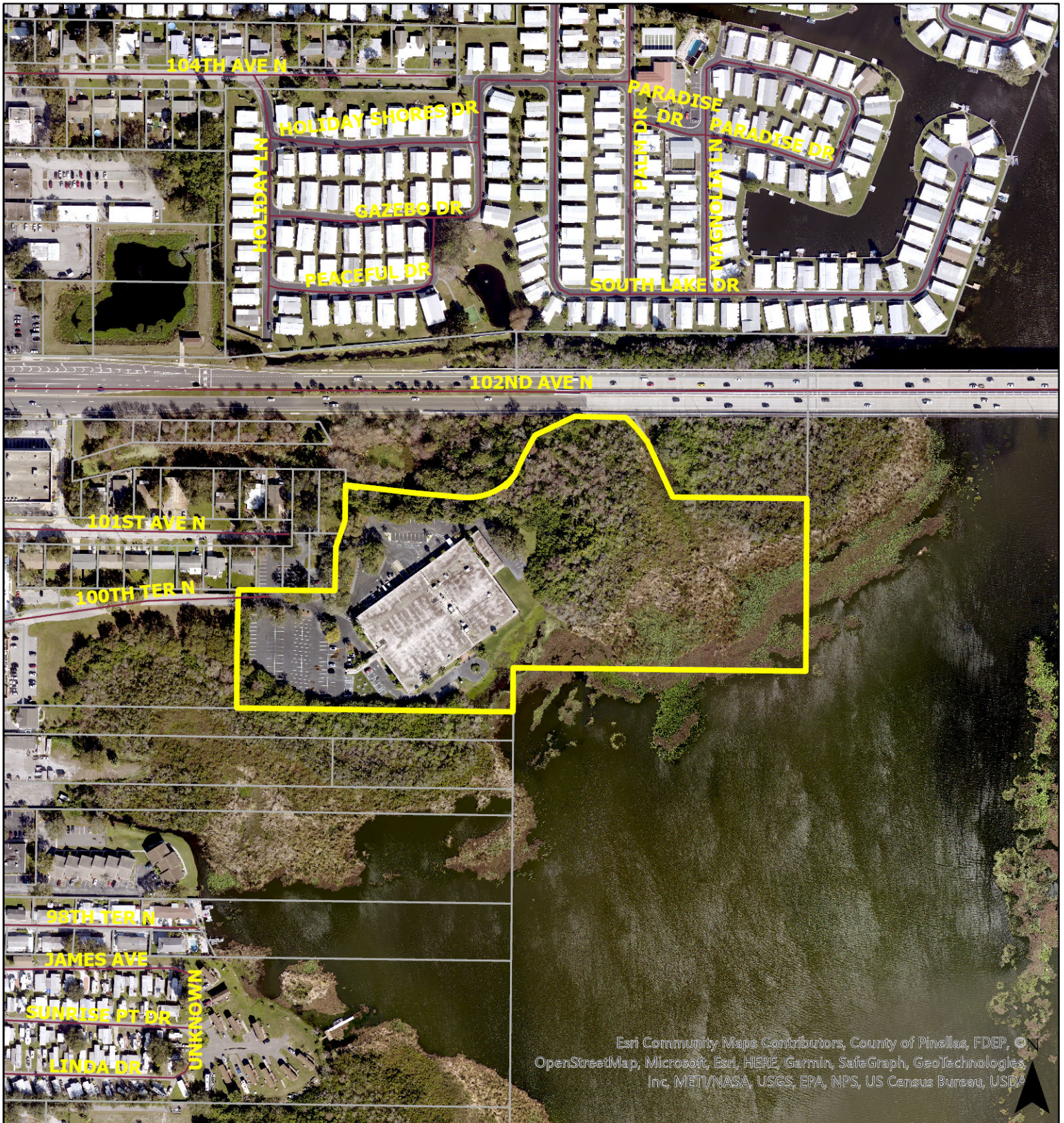
**AREA: 13.1 acres**

**TO: Employment and Preservation**

0 150 300 600  
Feet

# Case CW22-21

## Map 3: Aerial Map



Esri Community Maps Contributors, County of Pinellas, FDEP, ©  
OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies,  
Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

**JURISDICTION:** Pinellas County

**FROM:** Office and Preservation

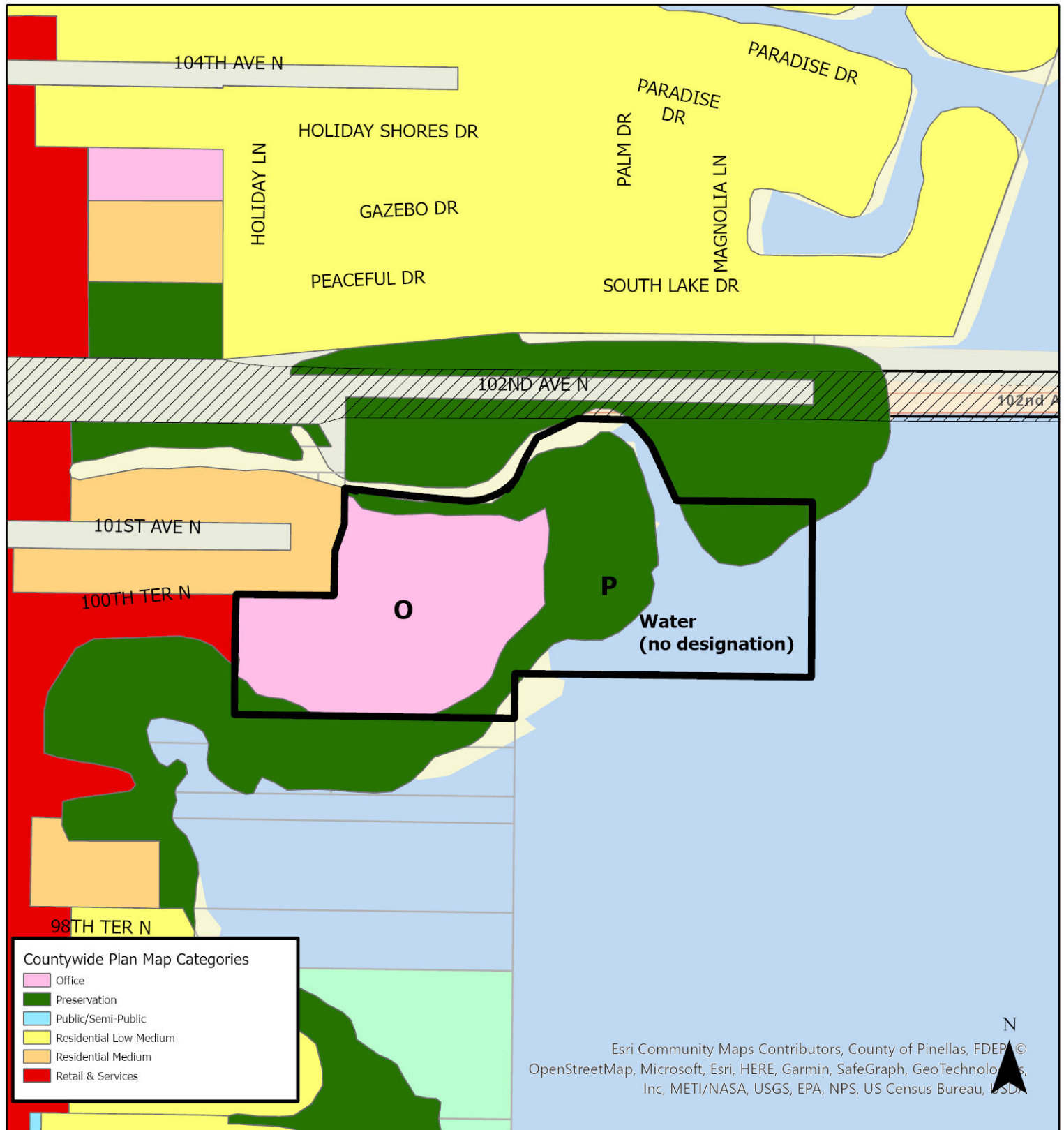
0 100 200 500  
Feet

**AREA:** 13.1 acres

**TO:** Employment and Preservation

# Case CW22-21

## Map 4: Current Countywide Plan Map



**JURISDICTION: Pinellas County**

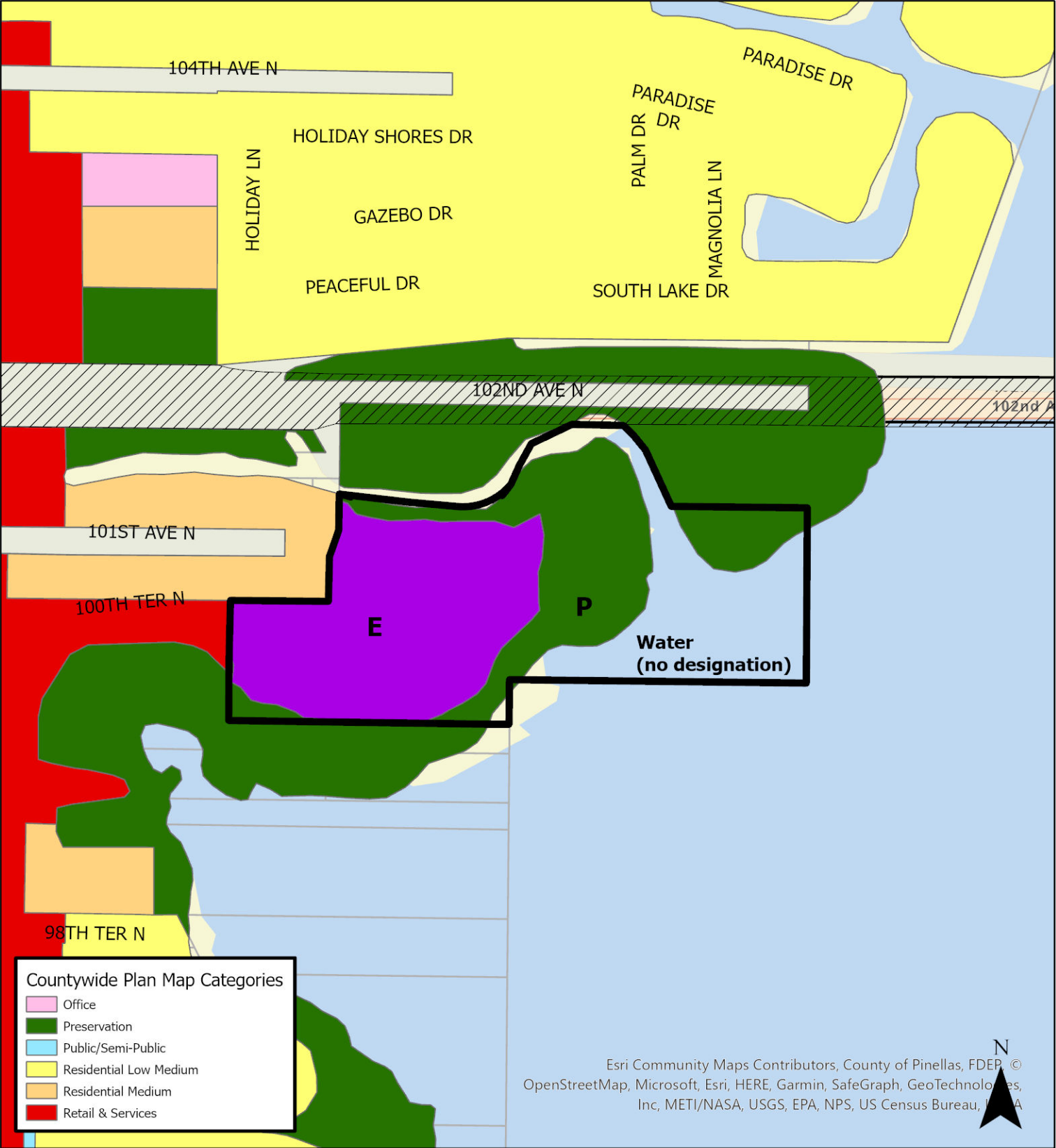
**FROM: Office and Preservation**

0 100 300 500  
Feet

**AREA: 13.1 acres**

**TO: Employment and Preservation**

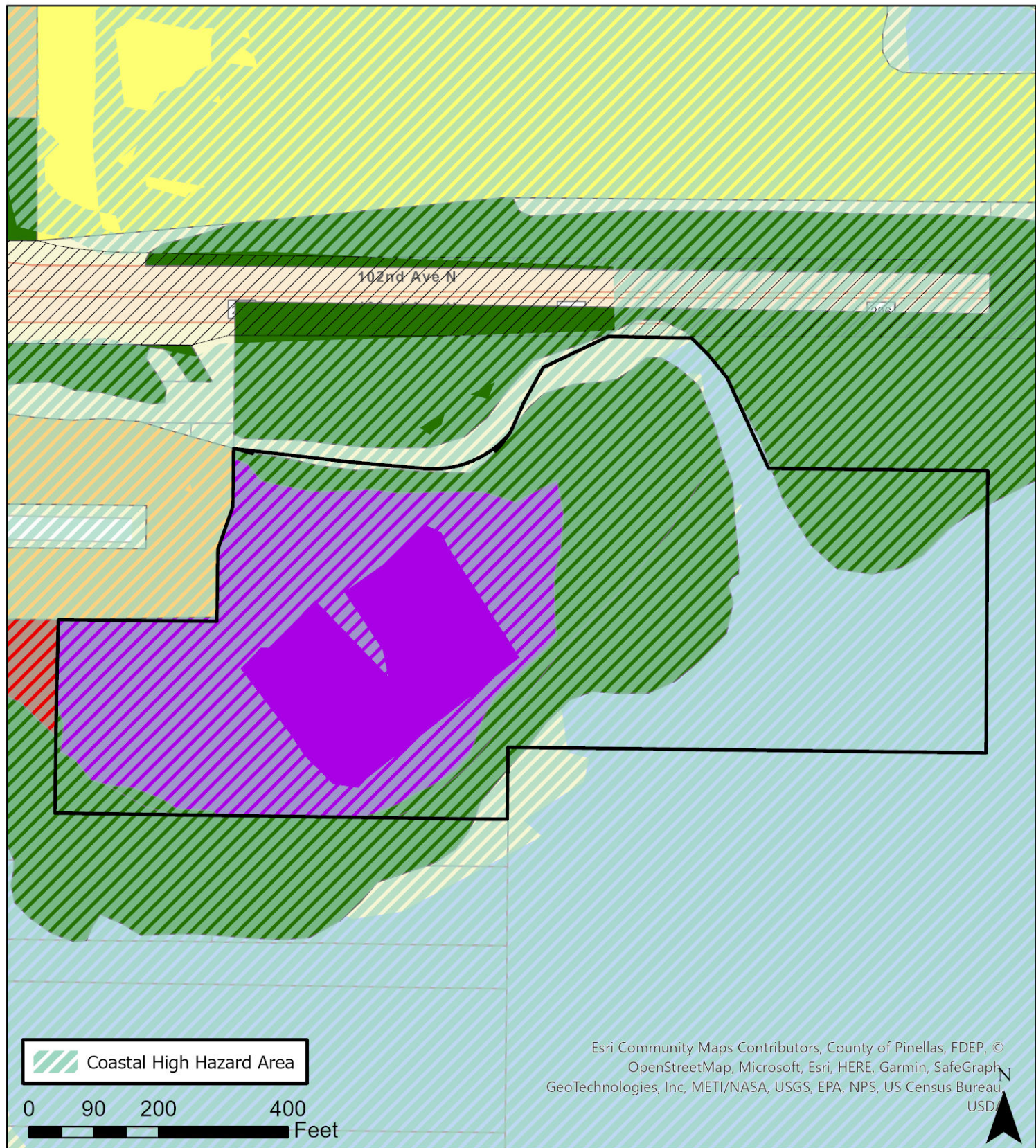
Case CW22-20  
Map 5: Proposed Countywide Plan Map



**JURISDICTION:** Pinellas County **FROM:** Office and Preservation  
**AREA:** 13.1 acres **TO:** Employment and Preservation



Case CW22-16  
Map 7: Coastal High Hazard Area Map



**JURISDICTION: Pinellas County**

**FROM: Office and Preservation**

**AREA: 13.1 acres**

**TO: Employment and Preservation**

**CW 22-21**  
**Forward Pinellas Staff Analysis**  
**RELEVANT COUNTYWIDE CONSIDERATIONS:**

- 1) **Consistency with the Countywide Rules** – The proposed amendment is submitted by Pinellas County and seeks to amend approximately 13.1 acres of property from Office and Preservation to Employment and Preservation.

The Countywide Rules state that the Employment category is “intended to recognize areas developed with, or appropriate to be developed with, a wide range of employment uses, including primary industries (i.e., those with a customer base that extends beyond Pinellas County), allowing for flex space, and for uses that have minimal external impacts and the Preservation category is “intended to recognize natural resource features worthy of preservation and those areas of the county that are now used, or are appropriate to be used, for the conservation, production, and management of the regional potable water supply and the supporting infrastructure, consistent with the natural resources of the area.”

The locational characteristics of the Employment category are “generally appropriate to locations with sufficient size to support target employment and other industrial uses, as well as integrated industrial/mixed-use projects, with provision for internal service access and other necessary site improvements in locations suitable for light industrial use with minimal adverse impact on adjoining uses.” The amendment area has sufficient internal service access through its location along 102<sup>nd</sup> Ave., which connects to Brian Dairy Rd., which consists of major target employer, with similar roadway access. Furthermore, the proposed amendment is surrounding by wetlands and Lake Seminole and will have minimal adverse impacts on adjoining uses as a result. Hence, the proposed amendment is consistent with the locational characteristics of the Employment category.

The amendment area is located on the east side of Seminole Blvd., but is accessed from approximately 435 feet south of the intersection of Seminole Blvd. and 102<sup>nd</sup> Ave. The property currently consists of a 60,000 square foot office building and an applicant proposes to utilize the property for light manufacturing, assembly and processing uses, specifically for the mixing and packaging of nail coloring for acrylic nails. Currently, approximately 5.5 acres of the property is designated upland, while the remaining 7.6 acres of the property are classified as wetlands. The proposed amendment would designate the upland 5.5 acres of property to the Employment category, allowing the proposed uses, while maintaining the Preservation designation for existing wetlands.

- 2) **Adopted Roadway Level of Service (LOS) Standard** – The amendment area is located on a roadway segment of LOS “D” or better; therefore, those policies are not applicable.

- 3) **Location on a Scenic/Noncommercial Corridor (SNCC)** – The amendment area is not located on an SNCC; therefore, those policies are not applicable.
- 4) **Coastal High Hazard Areas (CHHA)** – A portion of the amendment area is located in the CHHA. However, the proposed designation of Employment will remove any allowable residential uses and density across the entirety of the subject property. Hence, the proposed amendment will reduce impacts to the CHHA.
- 5) **Designated Development/Redevelopment Areas** – The amendment area does not involve a designated development/redevelopment area; therefore those policies are not applicable.
- 6) **Adjacent to or Impacting an Adjoining Jurisdiction or Public Educational Facility** – The amendment area is not adjacent to an adjoining jurisdiction or public educational facility.
- 7) **Reservation of Industrial Land** – The amendment area does not involve the conversion of Employment or Industrially-designated land; therefore, those policies are not applicable.

**Conclusion:**

On balance, it can be concluded that the proposed amendment is deemed consistent with the Relevant Countywide Considerations found in the Countywide Rules.

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**SUMMARY**

This information is presented in order to better, and more systematically, apprise the Forward Pinellas Board of final action(s) by the Board of County Commissioners, in their role as the Countywide Planning Authority (CPA) on matters that have been previously considered. This summary also includes the Tier I Countywide Plan Map Amendments and Map Adjustments that have been administratively reviewed by Forward Pinellas staff.

**CPA Actions September 2022:**

There were no actions taken by the CPA in the month of August.

**Tier I Countywide Plan Map Amendments September 2022:**

There were no Tier I Countywide Plan Map amendments in September.

**Map Adjustments September 2022:**

- MA 22-02, Pinellas County, located at 10055 Seminole Blvd., satisfies the Map Adjustment provisions of Section 7.3.8.5 of the Countywide Rules.

**ATTACHMENT(S):** None

**ACTION:** None required; informational item only.

**4A. Urban Design Services Pilot Program – Project Recommendations**

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**SUMMARY**

The Forward Pinellas Board has approved two projects for the Urban Design Services Pilot Program. To recap, in March 2022, the Forward Pinellas Board approved funding for the Urban Design Services Pilot Program from 2022-2023. Since this approval, Forward Pinellas has secured the agreed upon \$25,000 in local funding from Pinellas County's Department of Housing & Community Development which supplements the \$75,000 budgeted by Forward Pinellas. Forward Pinellas then issued a call for projects to our various local governments which required the submission of a letter of interest to those interested in receiving funds from the pilot program for a local project. Forward Pinellas has hired S&ME as the urban design consultant for this project, who have created the scopes for each project.

The pilot program consists of three components, and it is possible for selected projects to involve multiple components, identified as Task Work Orders:

- Task Work Order 1: Work with developers to provide urban design guidance to meet the intent of adopted regulations.
- Task Work Order 2: Work with community/neighborhood groups and developers to host charettes/studios to visualize change and develop a common understanding for potential projects.
- Task Work Order 3: Evaluate and/or advise on proposed form-based codes, standards or regulations.

**City of Clearwater – North Greenwood CRA**

The City of Clearwater is in the process of establishing a new Community Redevelopment Area (CRA) in the North Greenwood community. The City seeks to utilize the pilot program to develop design standards and regulations for redevelopment within the North Martin Luther King Jr. Avenue corridor, which is the historic heart of this historically-excluded community. The City of Clearwater has also expressed the intent to commit \$25,000 of local funds to cover project costs.

This project will involve Task Work Order 2 and Task Work Order 3. More specifically, these services will assist in visualizing change through a multi-day design charrette with community and stakeholder involvement which will inform the development of code amendments and form-based regulations for the corridor. The project is anticipated to take 3 months and the services provided by S&ME involve a kick-off meeting and initial stakeholder engagement, facilitating the design charrette and ultimately provide land development code and/or form-based code recommendations in the form of a summary memo.

**Project fees not to exceed: \$59,480**

*(The City of Clearwater's local funds of \$25,000 will contribute to meeting this fee)*

### **Pinellas County Housing & Community Development**

Pinellas County has identified a need for urban design and architecture guidance for proposed developments, for the purpose of ensuring compatibility with the surrounding neighborhood character. This project will involve Task Work Order 1 and Task Work Order 2, providing urban design guidance and visualization services on specific projects identified by Pinellas County staff.

While the pilot program will be utilized to provide conceptual site planning services on an as-needed basis, Pinellas County has identified the following priorities to which the program could be applied: general site plans which have significant opportunity for urban design improvements and potential for shaping the pedestrian and/or public realm, site plans for affordable housing developments intended to improve design aesthetics and compatibility with surrounding residential areas, and site plans for Downtown Palm Harbor (where a recently adopted form-based code is applicable).

#### **Project fees not to exceed: \$25,000**

*(To be used on an as-needed basis, until all funds are expended before the end of Fiscal Year 2023)*

#### **ATTACHMENT(S):**

- Attachment 1: Clearwater (North Greenwood) S&ME Project Scope
- Attachment 2: Pinellas County Urban Design Guidance S&ME Project Scope
- Attachment 3: S&ME Hourly Fees

**ACTION:** None required, informational item only.



August 31, 2022

Ms. Nousheen Rahman  
Planner  
Forward Pinellas  
310 Court Street  
Clearwater, FL 33756

RE: **Forward Pinellas Urban Design Services Pilot Program**  
City of Clearwater Martin Luther King Jr. Avenue Corridor - Scope of Services  
Proposal No. 22840169

Dear Nousheen:

S&ME, Inc. (S&ME) is pleased to have the opportunity to submit this proposal to Forward Pinellas (Client) for urban design planning services for Clearwater, FL (Project) as part of the Forward Pinellas Urban Design Services Pilot Program. The pilot program aims to assist communities in realizing local goals and objectives by offering a suite of urban design services. Under the program, projects may include one or more of the following services provided by S&ME:

1. **Urban Design Guidance:** Working with developers to provide urban design guidance to meet the intent of adopted regulations
2. **Visualization:** Working with community/neighborhood groups and developers to host charrettes/studios to visualize change and develop a common understanding for potential redevelopment projects
3. **Form-Based Regulations:** Evaluating and/or advising on form-based code regulations

On June 22, 2022, Forward Pinellas issued a Call for Projects for the Urban Design Services Pilot Program through a Request for Letters of Interest. A Letter of Interest was submitted by the City of Clearwater on August 9, 2022. This proposal provides a brief description of the project, our proposed scope of work, and our associated fees. S&ME will provide services per the terms of our Urban Design Services contract with Forward Pinellas dated December 3, 2021.

This proposal is solely intended for the services described below. Use of this proposal and resulting documents, including the final deliverables, is limited to the above referenced project and client. No other use is authorized by S&ME, Inc.

## ◆ PROJECT DESCRIPTION

The City of Clearwater is in the process of establishing a new Community Redevelopment Area (CRA) in their North Greenwood community. The North Martin Luther King Jr. Avenue corridor is the historic heart of the North

Greenwood community, serving as a focal point for businesses and community gathering. Redevelopment and increased pedestrian activity are a priority along the corridor.

S&ME will provide **Visualization** and **Form-Based Regulation** services for the corridor. These services will be utilized to visualize change and provide recommendations to City staff on proposed code amendments and form-based regulations for the corridor. The project will be centered around a multi-day design charrette with community and stakeholder involvement.

## ◆ SCOPE OF SERVICES

Based on the above description and our professional experience, we have identified the following scope of services.

### **Task 1. Kick-Off Meeting and Initial Stakeholder Engagement**

#### *1.1 Kick-off Meeting with City Staff*

S&ME Staff will schedule and participate in a conference call (Zoom, MS Teams or other format) with City representatives to achieve the following. After the meeting, S&ME Staff will prepare a meeting summary memo.

- Discuss the project scope and timeline in detail
- Identify key stakeholders
- Go over S&ME's request for data and resources; and
- Schedule the in-person kick-off and charrette dates in Clearwater

#### *1.2 Site Tour*

S&ME Staff will attend a familiarization site tour with City staff to learn more about the Martin Luther King Jr. Avenue corridor, the North Greenwood community, redevelopment conditions, and to visually evaluate areas of the corridor for redevelopment potential and/or development constraints. S&ME will prepare tour notes.

#### *1.3. Stakeholder Engagement*

The same day of the tour, S&ME Staff will facilitate stakeholder interviews with key groups identified and scheduled by the City/CRA representatives. City staff will be responsible for securing meeting space. Subsequent to the meeting, S&ME will prepare a stakeholder engagement summary memo.

### Task 1 Deliverables:

- Finalized project schedule with charette dates
- Kick-off meeting
- Site Tour
- Stakeholder Interviews (in person)
- Kick-off meeting and tour notes
- Stakeholder engagement summary memo

## Task 2. Design Charrette

S&ME will develop base maps and graphics to be used during a two-day design charrette to be held in Clearwater. The S&ME team and City staff will work with community/neighborhood groups and developers to visualize change and develop a common understanding for potential commercial or mixed-use redevelopment projects along the Martin Luther King Jr. Avenue corridor and residential infill, including affordable housing. A detailed schedule for this design effort will be coordinated with City staff and will include:

- Walking Site Tour with the workshop attendees
- Working sessions and pin-up sessions for feedback
- Final presentation

### Task 2 Deliverables:

- Preliminary Concept Plan drawings (hand drawn) showing streets, blocks, buildings, open space (location only), parking
- Tabulations showing square feet of each use, number of dwelling units by type, building heights, parking provided by type
- Explanatory Diagrams
- Site Selections, if necessary
- Simplified SketchUp Model for a subject site(s) (site(s) and context will be identified prior to the charrette)

## Task 3. Form-Based Regulations/Recommendations

S&ME will evaluate and/or advise on code amendments and form-based regulations based on the findings from the charrette.

### Task 3 Deliverables:

- Land Development Code/Form-Based Code recommendations summary memo

## ◆ SCHEDULE

S&ME will provide a detailed schedule for services in coordination with City staff. The proposed timeframe for completion is three (3) months from the receipt of the notice to proceed. The following timeline shows the anticipated project schedule broken down by Task.

Task 1: Kickoff Meeting and Initial Stakeholder Engagement.....	Month 1
Task 2: Design Charrette .....	Month 2
Task 3: Form-Based Regulations/Recommendations .....	Month 3

## ◆ FEE

Our professional fee for the above-described services shall be as presented below and will be billed on a lump sum basis.

Task 1: Kickoff Meeting, Data Collection and Project Management .....	\$10,250
Task 2: Design Charrette .....	\$26,390
Task 3: Form-Based Regulations.....	\$23,200

**Forward Pinellas Urban Design Services Pilot Program**  
City of Clearwater Martin Luther King Jr. Avenue Corridor - Scope of Services

**Total Fee ..... \$59,840**

Included in the fees are reimbursable expenses incurred on the Project's behalf, including mileage, printing, plotting, photocopies, reproduction, postage, express mail and/or courier services.

S&ME will bill monthly for all work performed and expenses incurred on the Project's behalf to Forward Pinellas. Our professional fees for the above-described services will be invoiced on a percent complete basis. The closed-end not-to-exceed amount shall be \$59,840.

### ◆ EXCLUDED SERVICES

Without intending to provide an exhaustive list or description of all services or potential services that may be required and that S&ME can provide, the following services are specifically excluded from this proposal.

- Additional meetings or workshops
- Code amendments/Ordinance preparation
- Code graphics

### ◆ AUTHORIZATION

S&ME will provide services per the terms of our Urban Design Services contract with Forward Pinellas dated December 3, 2021.

If you elect to accept our proposal by issuing a purchase order, then please specifically reference this proposal and date. Your purchase order will be an authorization to proceed with the performance of our services.

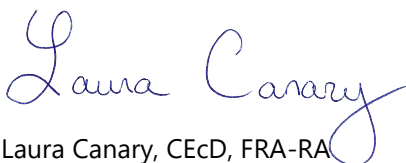
If you choose to accept this proposal by e-mail, your reply e-mail acceptance will serve as your representation to S&ME that you have reviewed the proposal and hereby accept it as written.

### ◆ CLOSURE

S&ME appreciates the opportunity to be of service to you. If you have any questions regarding the outlined scope of services, or if we may be of further assistance, please do not hesitate to contact us.

Sincerely,

**S&ME, Inc.**



Laura Canary, CECD, FRA-RA  
Project Manager/Placemaking



George M. Kramer, AICP, LEED AP  
Vice-President - Area Manager, Placemaking

**Forward Pinellas  
Urban Design Services - Clearwater (MLK Corridor)**

TASKS	Project Director	Sr. Professional	Project Manager	Project Manager	Project Professional	Project Professional	Project Professional	Project Professional	Total Hours	Total Fee
	GK	CR	PT	LC	GZ	ES	CS	KM		
	\$275	\$210	\$215	\$175	\$140	\$130	\$115	\$100		
<b>Task 1. Kick-Off Meeting and Initial Stakeholder Engagement</b>									<b>51.50</b>	<b>\$ 10,250.00</b>
1.1 Kick-off Meeting with City Staff	0.00	4.50	4.50	4.50	0.00	2.00	0.00	2.50	18.00	\$ 3,210.00
1.2. Site tour	0.00	5.50	5.50	4.00	0.00	0.00	0.00	0.00	15.00	\$ 3,167.50
1.3. Stakeholder Engagement	0.00	7.00	6.50	5.00	0.00	0.00	0.00	0.00	18.50	\$ 3,872.50
<b>Task 2. Design Charette</b>									<b>152.50</b>	<b>\$ 26,390.00</b>
2.2 Day 1	0.00	12.25	12.25	8.25	0.50	5.00	0.50	4.00	42.75	\$ 8,087.50
2.2 Day 2	0.00	12.25	12.25	8.25	0.50	7.00	0.50	4.00	44.75	\$ 8,087.50
2.4 Preliminary Concept Plans		8.00			4.00	2.00	4.00		18.00	\$ 2,960.00
2.5 Building Tabulations		5.00			5.00	2.00	4.00		16.00	\$ 2,470.00
2.6 Explanatory Diagrams		6.00			4.00	6.00	3.00		19.00	\$ 2,945.00
2.7 Simplified SchetchUp Model		4.00			2.00	2.00	4.00		12.00	\$ 1,840.00
<b>Task 3. Form-Based Regulations/Recommendations</b>									<b>119.00</b>	<b>\$23,200.00</b>
2.1 Review of Code		4.00	42.00	12.00	3.00		2.00	2.00	65.00	\$ 12,820.00
2.2 Recommendations	2.00	2.00	28.00	12.00	2.00	6.00	2.00		54.00	\$ 10,380.00
<b>TOTAL</b>	<b>2.00</b>	<b>70.50</b>	<b>111.00</b>	<b>54.00</b>	<b>21.00</b>	<b>32.00</b>	<b>20.00</b>	<b>12.50</b>	<b>323.00</b>	<b>\$ 59,840.00</b>



August 31, 2022

Ms. Nousheen Rahman  
Planner  
Forward Pinellas  
310 Court Street  
Clearwater, FL 33756

RE: **Forward Pinellas Urban Design Services Pilot Program**  
Pinellas County - Scope of Services  
Proposal No. 22840169

Dear Nousheen:

S&ME, Inc. (S&ME) is pleased to have the opportunity to submit this proposal to Forward Pinellas (Client) for urban design services for Pinellas County, FL (Project) as part of the Forward Pinellas Urban Design Services Pilot Program. The pilot program aims to assist communities in realizing local goals and objectives by offering a suite of urban design services. Under the program, projects may include one or more of the following services provided by S&ME:

1. **Urban Design Guidance:** Working with developers to provide urban design guidance to meet the intent of adopted regulations
2. **Visualization:** Working with community/neighborhood groups and developers to host charrettes/studios to visualize change and develop a common understanding for potential redevelopment projects
3. **Form-Based Regulations:** Evaluating and/or advising on form-based code regulations

On June 22, 2022, Forward Pinellas issued a Call for Projects for the Urban Design Services Pilot Program through a Request for Letters of Interest. A Letter of Interest was submitted by Pinellas County on August 12, 2022. This proposal provides a brief description of the project, our proposed scope of work, and our associated fees. S&ME will provide services per the terms of our Urban Design Services contract with Forward Pinellas dated December 3, 2021.

This proposal is solely intended for the services described below. Use of this proposal and resulting documents, including the final deliverables, is limited to the above referenced project and client. No other use is authorized by S&ME, Inc.

## ◆ PROJECT DESCRIPTION

As proposed developments are considered by the County, urban design and architecture guidance would help ensure that a proposed development is compatible with the surrounding context, captures opportunities for

enhancing historic character of districts, helps to create and enhance the pedestrian environment, and effectively responds to the streets and the surrounding public realm.

Project will focus on S&ME providing **Urban Design Guidance** and **Visualization** services on specific projects identified by County staff. These services will be utilized to provide guidance to developers on site design and plans for proposed developments. The project will prioritize Affordable Housing projects and developments located in target areas such as Downtown Palm Harbor. Conceptual site planning services may be applied to the following:

- General site plans which have a significant opportunity for urban design improvements and have potential for shaping the pedestrian and/or public realm
- Site plans for affordable housing developments with the intent to improve design aesthetics and compatibility with neighboring residential areas
- Site plans for areas such as Downtown Palm Harbor, where a recently adopted form-based code is applicable

## ◆ SCOPE OF SERVICES

S&ME will provide the conceptual site planning services on an as-needed basis. County staff will identify individual sites and the objectives for each.

- S&ME staff will review applicable codes and guidelines and perform initial research for specific parcels
- S&ME staff will develop conceptual site plans depicting building placement and square footage, building use, required parking, required landscape treatments including parking lots and perimeter treatments, and additional code required elements
- Conceptual development plans will be rendered and labeled to convey the overall program

## ◆ SCHEDULE

S&ME will provide an anticipated schedule for services in coordination with County staff for each request/individual site.

## ◆ FEES

Our professional fees for the above-described services will be invoiced on an hourly, not-to-exceed basis, based on the hourly rates shown in our Urban Design Services contract with Forward Pinellas dated December 3, 2021. The closed-end not-to-exceed amount shall be **\$25,000**.

Included in the fees are reimbursable expenses incurred on the Project's behalf, including mileage, printing, plotting, photocopies, reproduction, postage, express mail and/or courier services.

S&ME will bill monthly for all work performed and expenses incurred on the Project's behalf to Forward Pinellas.

## ◆ AUTHORIZATION

S&ME will provide services per the terms of our Urban Design Services contract with Forward Pinellas dated December 3, 2021.

If you elect to accept our proposal by issuing a purchase order, then please specifically reference this proposal and date. Your purchase order will be an acceptance of our Agreement for Services and an authorization to proceed with the performance of our services.

If you choose to accept this proposal by e-mail, your reply e-mail acceptance will serve as your representation to S&ME that you have reviewed the proposal and hereby accept it as written.

## ◆ CLOSURE

S&ME appreciates the opportunity to be of service to you. If you have any questions regarding the outlined scope of services, or if we may be of further assistance, please do not hesitate to contact us.

Sincerely,

**S&ME, Inc.**



Laura Canary, CEcD, FRA-RA  
Project Manager/Placemaking



George M. Kramer, AICP, LEED AP  
Vice-President - Area Manager, Placemaking

**SUMMARY**

Forward Pinellas staff will provide a brief update on the status of the activities related to the SPOTlight Emphasis Areas.

**ATTACHMENT(S):** None

**ACTION:** None required; informational item only.

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**SUMMARY**

At its last meeting, the Forward Pinellas Board approved the cancellation of its December meeting and public hearings. Historically, when the Forward Pinellas Board cancels its monthly meeting, the PAC likewise cancels its meeting for that month. Therefore, Forward Pinellas staff recommends that the PAC cancel its December 2022 meeting.

**ATTACHMENT(S):** None

**ACTION:** PAC to cancel the December 2022 meeting.