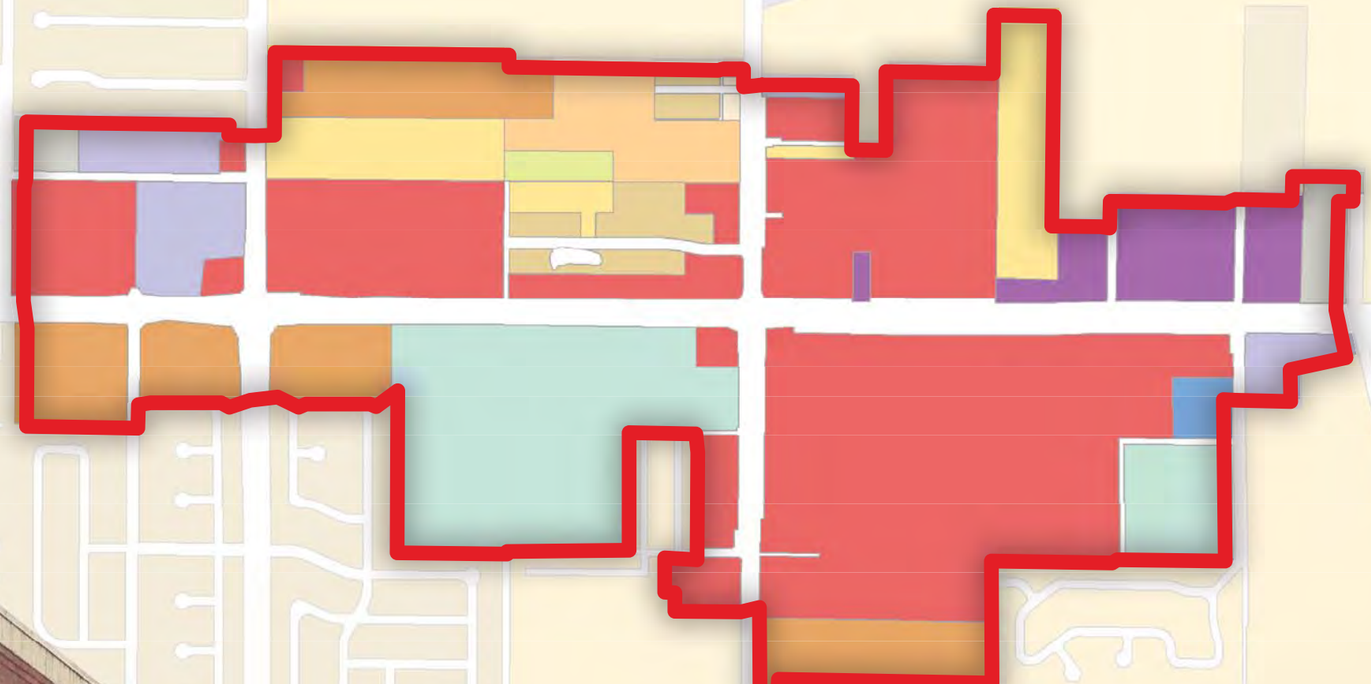
FINAL

SPECIAL AREA PLAN (SAP)

for the Largo Mall Activity Center



Prepared for

LARGO 1905 FLORIDA
CITY OF PROGRESS

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ACKNOWLEDGMENTS

Largo Mall Activity Center Special Area Plan

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EXECUTIVE SUMMARY

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SECTION 1 – EXECUTIVE SUMMARY

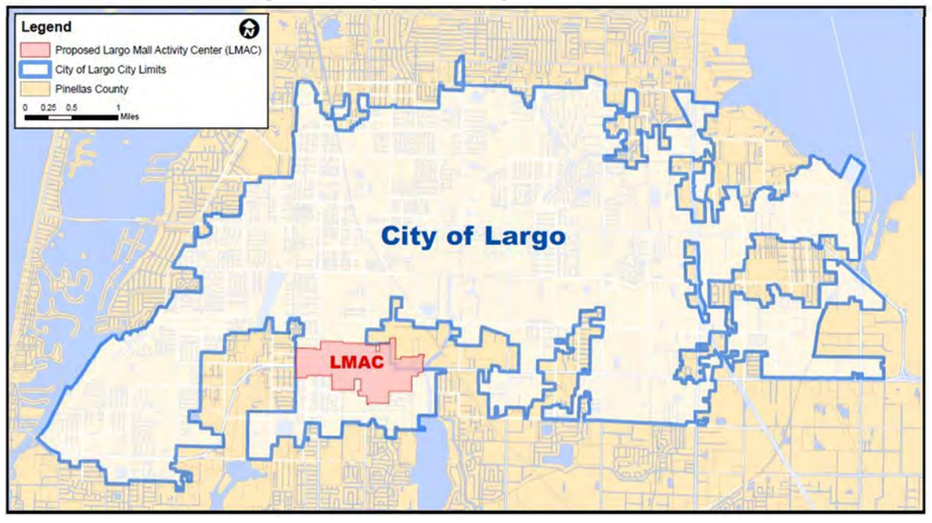
INTRODUCTION

The City of Largo has adopted a series of planning and land use tools as a means to encourage the City's vision for growth and development. Opportunities to apply these planning tools and strategies have been identified throughout the City through previous planning efforts and involve the revitalization of underdeveloped areas within the City. A key focus area within Largo and the focus of this plan is the revitalization and transformation of the existing Largo Mall from a "Mall" to Main Street, lifestyle center. Implementing the vision is the challenge and the City is pursuing the necessary means to be able to implement this vision. The City acknowledges the need for an integrated plan that recognizes land use, infrastructure, transportation, market analysis and jobs creation.

This Special Area Plan (SAP) is a planning tool the City will utilize to effectively coordinate land use and development, allowing for up to double the allowable dwelling units/floor area ratio (DU/FAR) densities and intensities within the identified (targeted) core area of the Largo Mall Activity Center (LMAC). This SAP is intended to provide support and guidance for future development and redevelopment within the designated LMAC.

The LMAC is located within the southwest quadrant of the City of Largo, along Ulmerton Road and is bordered by the Pinellas Trail/Railroad Street on the West and 10th Street SE to the East. This SAP is approximately 324 acres with roughly 80 percent being within the City of Largo city limits. Figure 1 provides an overview map of the location of the proposed Largo Mall Activity Center.

Figure 1: Proposed Activity Center Location



The SAP is also intended to promote redevelopment opportunities within the area utilizing development incentives to achieve a more compact, mixed use form of development. It should be understood that the individual property's underlying future land use designation and allowable density and/or intensity of development will not be amended by this Plan. This Plan will however, provide an additional opportunity for targeted and recommended (re)development that is consistent with the vision and development pattern identified by the City. The recommendations and strategies developed as part of this SAP are intended to be reviewed consistent with the City of Largo and Pinellas County planning requirements including review and analysis every five years.

The adoption of the SAP will result in the need to coordinate and integrate the recommended guidelines and policies within this plan with the following planning documents and agencies, including:

- Updating the City of Largo's Comprehensive Plan to include an Activity Center overlay category defining specific density and intensity standards for the LMAC;
- Amending the City of Largo's Future Land Use Map (FLUM) to designating the LMAC boundaries;
- Amending the Countywide Future Land Use Plan Map (CFLUP) to designate the LMAC as an identified activity center overlay;
- Adopting land development regulations (LDRs) to apply specific standards to the proposed Activity Center.

The three (3) main key components that this Plan accomplishes include;

- Process required to be recognized as an official Activity Center in the Countywide Plan and Map;
- Allow for increased densities/intensities for existing and future developments;
- Provide outline of development guidelines for future development.

The information and strategies contained within the Special Area Plan for the LMAC have been developed using available data and analysis, existing and projected market conditions (expectations), stakeholder interviews and the application of sound planning and development tools for successful redevelopment. As identified in the market assessment completed during the development of this plan, there is a market demand projected for a net new level of development with the Activity Center capable of supporting at a minimum the following types of development:

- Total net new non-residential demand of 190,000-275,000 square feet through 2025, including retail, office, and hotel;
- 250-400 net new residential units; mix of for-sale and rental.

In addition, the following principles are understood and included in the analysis:

- Infill development will replace older existing uses that are no longer competitive,
- Increasing land values will drive densities higher.

Plan Key Objectives

The Land Use, Mobility and Infrastructure Analysis further support and complement the ideas that the Largo Mall Activity Center is ideally situated to capture additional residential and non-residential development through creative approaches to allow for a mixture of complimentary uses at increased densities and intensities. The analysis further supports the Plan's Key Objectives to,

- Create an identity for the Activity Center;
- Transition from 'Mall' to Main Street, creation of a Lifestyle Center;
- Integrate use of vertical mixed uses in addition to horizontal;
- Improve mobility access and connections for all modes (bike/ped/transit/vehicle);
- Plan an Activity Center that is complementary to the surrounding areas.

The plan details the provisions of the LMAC, addressing anticipated impacts on the City's system capacities if any, and will outline relevant countywide considerations as required by the Countywide Plan Rules administered by the Pinellas Planning Council (PPC).

PURPOSE

The LMAC is one of three (3) major Activity Centers identified within the City of Largo's Strategic Plan. In Summer 2011, the Comprehensive Plan was amended to create a Multimodal Activity Center designation and establish procedures for designating a district. The initiative of the Largo Mall Major Activity Center Plan is to outline the plans and policies that will guide the redevelopment of the Largo Mall area. Actions include amending the Comprehensive Plan and Comprehensive Development Code in order to establish policies and standards that will support Major Activity Center planning.

Over the past year, several changes have occurred that are relevant to Largo's Major Activity Center planning efforts. Regionally, an update to the Countywide Plan is underway and the update process will include an exploration of ways to allow more local control of activity center planning and seek adoption of the LMAC special area plan as part of the updated Countywide Map.[1]

The LMAC overlay has been prepared to assist in achieving goals for the creation of an attractive, sustainable, and economically vital destination in the strategic location at Ulmerton Road and Seminole Boulevard. This is an area designated in the City's Strategic Plan as a Major Commercial Activity Center and Neighborhood Commercial Center. The overlay is a tool to create additional development entitlements throughout the Activity Center to ensure older, commercial strips are transformed over time into true centers of community activity with a variety of uses and activities.

As a designated Activity Center Overlay, these places can provide the following benefits:

- New places to shop, eat, and entertain;
- Sites for community events, activities, and celebrations;
- A range of housing types and configurations
- New destinations within a short distance of existing neighborhoods;
- Opportunities to increase walking, biking, and transit use; and
- More efficient use of existing public infrastructure

While the foregoing list is not intended to be exhaustive and/or limited to those items, additional benefits and targeted redevelopment objectives should be identified, and utilized, as (re)development occurs, reflect changes in the market, and as new opportunities are recognized.

PROJECT UNDERSTANDING

In 2008, the major elements of the Strategic plan, including the identification of potential Activity Centers, were incorporated into the City's Comprehensive Plan. This included the designation of the Largo Mall Activity Center. Figure 2 is a map of the identified activity centers and mixed-use corridors identified by the City and included within their Strategic Plan.

Also, in 2008, the City commissioned a market feasibility study (the *Largo Mall Commercial Activity Center Market Feasibility Study and Land Use Concept Plan*) for the Largo Mall area to analyze the feasibility of different redevelopment scenarios for this Activity Center. The study provided an analysis of the probable future market for the Largo Mall area, activity center boundaries (Figure 2) and conceptual land use scenarios for future development.

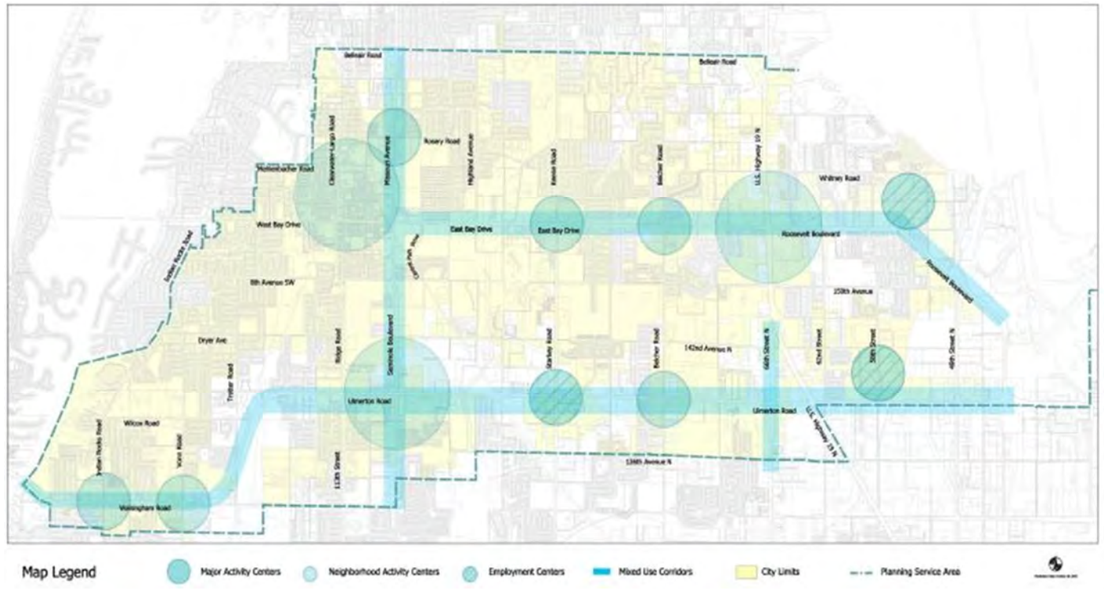
Based on these previous efforts, the City of Largo City Commission directed staff to incorporate the development of a Special Area Plan (SAP) into the Planning Division's future work program. An amendment to the Countywide Plan Map to redesignate and/or add Activity Center requires adoption of an SAP (Section 4.2.7.6 of the Countywide Plan Rules).

A SAP contains the following standards for an Activity Center:

- permitted uses;
- density / intensity standards; and
- identification of land development regulations that implement the plan;

At the June 18, 2013 City Commission meeting, the City Commission directed staff to proceed with a SAP for the LMAC, and the City contracted Kimley-Horn and Associates to assist with the development of the plan and the approval process.

Figure 2: Activity Centers and Mixed-Use Corridors



[1] City of Largo Strategic Plan Implementation Report – April 2012

CONSISTENCY WITH EXISTING PLANS

The following plans and resources were assessed and incorporated into the LMAC special area plan's guidelines and development strategies. Coordination with the agencies associated with the below plans should be arranged prior to the start of any new development to stay consistent with the objectives and policies of each.

City adopted Plans

- Largo Mall Commercial Activity Center Market Feasibility Study and Land Use Concept Plan (2008)
- Largo Activity Center Guidelines; September 2009
- Downtown Largo Multimodal Plan; 2011
- Largo Strategic Plan, Annual Update; April 2012
- City of Largo Community Streets Multimodal Plan; February 2013
- City of Largo Strategic Plan: Annual Report FY2013-2014 Work Program
- City of Largo Comprehensive Development Code (CDC)
- Draft "Updated" City of Largo Comprehensive Development Code (CDC); November 2013

County/MPO adopted Plans

- Pinellas County Bicycle Pedestrian Master Plan
- Pinellas on Track - Alternatives Analysis (AA)
- 2035 Long Range Transportation Plan
- Pinellas Transportation Improvement Program (TIP)
- The Countywide Plan Rules; June 2011
- Draft "New" Countywide Plan Rules; November 2013

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SITE HISTORY

The intersection of Ulmerton Road and Seminole Boulevard has been significant in terms of traffic volume since at least 1971 with commercial businesses of some type on its corners for many years. Prior to the Mall's construction in 1988, the site had been used primarily for agriculture between the northern and southern cities in Pinellas County for decades. While there has been ongoing development activity along the corridors and the areas included within the Activity Center, the first true large scale development began with the development of the property that would be come to known as the Largo Mall.

The Largo Mall began to take shape in 1988 when a majority of the complex was constructed along the southern edge of the site. By 1991, the majority of the existing 61-acre Mall property was constructed along with several of its related outparcels. The Largo Mall represents approximately 20 percent of the total Activity Center and has become the main focus of development within the area. Suburban-style auto-oriented development patterns have been prevalent within the area including the use of development patterns based on standard Euclidian zoning.

The development of the Largo Mall, the "focal point" of the Activity Center, began in 1974 with the approval by the Tampa Bay Regional Planning Council (TBRPC) of its original Development of Regional Impact (DRI) – it was one of the first approved up to 740,000 square feet of commercial space on 58 acres. This DRI was valid for five years, but was granted an extension for another two years to October 22, 1981 by the owners at that time.

It is important to note the Largo Mall SAP includes additional properties greater than the extent of the area generally identified as the Largo Mall. Additional development reviews and approvals have occurred on properties both within and outside of the Largo Mall property; however, only the Mall was subject of a Development of Regional Impact (DRI).

On January 3, 1995, the 1986 agreement was extended to a new date of December 4, 1998, vesting the mall property with 571,534 built square feet and an additional 20,000 square feet to be built on a then vacant 2.52 acre parcel entitling a total of 591,534 square feet of commercial floor area for the Site. Compared to the original 1974 DRI Development Order, the intensity of use decreased by 148,466 square feet (about 20 percent) from the 740,000 square feet originally permitted on the 58 acres from 1974 to 1995.[1]

In 2001, (Ordinance 2001-45) permitted and affirmed the construction of up to 630,000 square feet on the 61-acre site with a maximum of 3,010 parking spaces. At this point, the name of the development changed from Carriage Hill to the Largo Collection.

Additional developments within the Activity Center, either planned or under construction include: the Pinellas Heights Senior Housing project of 153 units by the Pinellas County Housing Authority; the Pinellas County Sheriff's Center expanding the complex beyond the existing Administration Building and Forensic Science Center; Briarwood Travel Villas +/- 13 acre property redeveloped into 260 multi-family units; Twedt's Bowling property redevelopment; and the demand for professional office space within the Activity Center is driving upgrades to existing properties or potential site redevelopment.

LARGO MALL ACTIVITY CENTER CHARACTERISTICS

Building off of previous City successes, a goal of this SAP is to activate the streets through attractive, viable uses that draw residents and visitors out of the car and off the main thoroughfare, integrate adjacent neighborhoods, provide employment opportunities through primary and secondary jobs creation, and encourage redevelopment and reinvestment in the Largo Mall SAP area by the private sector. The City, through its Comprehensive Development Code (CDC), Activity Center Guidelines, Strategic Plan and the Community Streets Multimodal Plan provide the City's desired pattern/form of development and redevelopment. The SAP has been developed to further identify a key economic and highly visible corridor of the City of Largo and Pinellas County.

The area encompassed by the SAP is centered on the intersection of Ulmerton Road and Seminole Boulevard, extending from 10th Street SE to the east and the Pinellas Trail to the west, including properties generally one (1) block north and south of Ulmerton Road. Due to the central location of the Largo Mall SAP within the City and County, surrounding developments and the presence of the major thoroughfares, there are numerous development pressures and opportunities impacting the area. This SAP is a highly visible, centrally located corridor that provides linkages to several key facilities and destinations.

While the SAP extends beyond the City's current boundary and does not have planning and/or regulatory control of these properties, the inclusion of County properties is recommended to continue as a means to provide a "road map" of the recommended land use policies as properties request annexation by the City. As properties are annexed, the specific provisions of this Plan will apply.

Existing Land Uses

The Largo Mall SAP is a primarily developed area within a commercially oriented corridor of the City that includes a mixture of commercial, office, and residential uses. Land uses within the LMAC range from traditional, suburban style shopping centers, including "big-box" retail uses, restaurants, offices and a mixture of residential uses. As identified in the Market Analysis, summarized in Section 4 of this plan, this area also includes a number of properties that are currently underdeveloped and/or vacant (but occupied by a structure). Similar to other areas along this corridor, there is an inconstancy with building heights, styles, and facilities which will warrant further review and definition.

Currently, the Pinellas County Sheriff's Office is constructing their county-wide operations and main facility on property within the LMAC. The largest, most visible use within the SAP is the area generally referred to as the Largo Mall. This retail oriented shopping center includes a traditional strip-commercial center anchored by Beall's, Marshalls, Albertsons grocery store and a theater, a centrally located (free-standing Target) and a number of outparcels developed with restaurant, automobile service (tire) centers and similar uses.

While there are some limited vacant properties within the LMAC, the majority of the area is developed. In addition to the vacant properties, there are several underdeveloped properties within the LMAC that could serve as future development and/or redevelopment sites.

[1] Source: Largo Mall Commercial Mixed Use Activity Center Market Feasibility Study and Land Use Concept Plan – February 2008

Identified Strengths and Weaknesses

As one of the primary development areas within the City, the LMAC includes a significant amount of existing infrastructure in the form of utilities (water, wastewater and stormwater), transportation including roadways, public transportation and surface parking facilities.

Transportation facilities are limited with respect to multi-modal (pedestrian facilities/sidewalks, bicycle lanes) opportunities. As identified through a windshield survey, there is generally a lack of interconnectivity (or suitable interconnected routes) between properties requiring multiple vehicle trips to buildings/uses in close proximity to each other. While parks and recreational facilities, and other civic uses are generally not located within the LMAC, there are several facilities immediately adjacent to and accessible to the residents.

Other identified weaknesses and/or challenges within the LMAC, to be addressed within this plan is the urban form associated with the architectural theme and pedestrian realm.

Existing Future Land Use Breakdown

The designated future land uses within the LMAC, currently adopted under the Countywide Future Land Use Map are provided below in Table 1. Commercial General holds the highest total acreage within the LMAC with forty-three percent (43%) of the total LMAC, with Institutional being the second largest designated land use category at fifteen percent (15%).

Table 1: Existing Future Land Use Breakdown

Existing Future Land Use Categories	Total Acres
Commercial General (CG)	141.4
Commercial Neighborhood (CN)	0.4
Institutional (I)	49.8
Industrial Limited (IL)	6.9
Residential/Office/Retail (R/O/R)	16.9
Residential/Office General (R/OG)	17.3
Residential Estate (RE)	2.3
Residential Low (RL)	9.8
Residential Low Medium (RLM)	11.6
Residential Medium (RM)	39.1
Residential Urban (RU)	26.0
Transportation/Utility (T/U)	2.4
Total Acreage with the LMAC	***323.9*** [2]

[2] Land use category totals for the LMAC include properties within Pinellas County jurisdiction.

Both the residential and non-residential densities and intensities for development, for both the City and County properties are limited by the allowable dwelling units per acre (DU/A) and max floor area ratios (FAR). to the defined by the City and County Land Use Plans. The existing DU/A and FAR standards per designated land use within the LMAC are provide in Table 2.

Table 2: Existing DU/A and FAR

Existing Future Land Use Categories	Dwelling Units Per Acre	Existing FAR Max
Commercial General (CG)	24.0	0.55
Commercial Neighborhood (CN)	10.0	0.4
Institutional (I)	12.5	0.65
Industrial Limited (OL)	-	0.65
Residential/Office/Retail (R/O/R)	18.0	0.4
Residential/Office General (R/OG)	15.0	0.5
Residential Estate (RE)	1.0	0.3
Residential Low (RL)	5.0	0.4
Residential Low Medium (RLM)	10.0	0.5
Residential Medium (RM)	15.0	0.5
Residential Urban (RU)	7.5	0.4
Transportation/Utility (T/U)	-	0.7

Although this area has developed in a suburban development pattern and oriented towards vehicular movements, further auto-centric uses and development patterns are discouraged in order to improve the area's multi-modal opportunities.

Existing Urban Form

The Urban Form of the LMAC, as it currently exists contains no consistent design characteristics or theme. These inconsistencies with the existing urban form present a visual disconnect between services and businesses residing adjacent to one another within the district. The buildings range from design patterns prominent in the 1970's and 80's to more recent, standard retail (big-box) design standards and treatments. Due to the lack of architectural guidelines within the corridor, this area has developed consistent with standard suburban type corridors with a variety of architectural themes, building designs, materials, signage and other site features. These properties also feature limited landscaping and buffering, limited interconnectivity between parcels, and standard suburban development patterns where parking facilities are generally located in the front yards between the building and the main roads. The corridors reviewed as potential development and redevelopment areas are primarily high intensity use corridors with supporting, established residential and limited, mixed use areas. As such they do not contribute to the overall quality of development envisioned by the City.

Existing Public Open Space

Often communities are defined by their parks, open space and public realm by measure of proximity, accessibility, activities, economic vitality and attractiveness. Other than the Pinellas Trail, there are no identified public open spaces and/or recreational facilities within the LMAC. The recreation facilities and/or open spaces that are located within the LMAC are within individual residential developments and restricted to use by residents of the development only.

TRANSPORTATION

The transportation and mobility section of the special area plan contains information on the existing conditions of the LMAC roadways, including its transit, bicycle, and pedestrian facilities and access. An assessment of the anticipated transportation and mobility needs associated with future redevelopment along with an outline of planned and schedule improvements within the activity center are provided in Section 4.

Existing Street Network

The street network within the LMAC is generally developed in a basic grid network; however, as development has progressed, components of the grid and the number of available interconnections have been eliminated. The LMAC is centered on two primary mixed-use corridors (arterials), Ulmerton Road and Seminole Boulevard, and a smaller arterial in Ridge Rd/113th Street. Ulmerton Road and Seminole Boulevard are generally six-lane roadways. The remaining roadway network is comprised of a series of local, neighborhood serving streets and/or internal commercial driveways which serve in effect as private streets and provide limited connectivity to adjacent properties.

Connectivity within the LMAC is limited due to the current development and ownership patterns, segregation of land uses (i.e., commercial to residential) and the separation between neighborhoods. Sidewalks are present on the major roadways; however, several of the local/neighborhood roads do not have sidewalks or adequate pedestrian facilities. Where crosswalks and other pedestrian crossings are provided, they are typically located at the major intersections and require pedestrians to cross six or more lanes without pedestrian refuges or islands. While there is pedestrian connectivity within the LMAC, accessibility across Ulmerton Road and Seminole Boulevard is limited due to actual and/or perceived barriers to pedestrian connections. Internal to the shopping centers are limited sidewalk facilities; however, the majority of these are located along the building frontages and in the case of the Largo Mall area do not connect or provide a connection between facing strip centers and their respective outparcels. In several instances, these distances exceed 300 feet.

The major roadways that provide access to the LMAC, along with their existing level of service (LOS) are listed in Table 3.

Table 3: Existing Roadway Level of Service (LOS)

Roadway	Roadway Type	Ownership	Lanes	AADT	Standard LOS	Operating LOS
Ulmerton Road - ALT. 19/Seminole Blvd to 119th St	Arterial	FDOT	4D*	35,500	D	E
Ulmerton Road - Starkey Rd to ALT. 19/Seminole Blvd	Arterial	FDOT	4D*	50,500	D	F
Alt US 19/Seminole Boulevard	Arterial	FDOT	6D	33,500	D	B
113th St/Ridge Road	Arterial	County	4D	20,200	D	B

Source: Pinellas County MPO LOS Report 2012
*Ulmerton Road is currently being widened to 6 lanes.

Transit Services

The LMAC is serviced by three bus routes managed by the Pinellas Suncoast Transit Authority (PSTA). All PSTA buses are equipped with bike racks to assist with commuting. The routes include Route 18, Route 59, and Route 61. Route 18 provides north/south access along Seminole Boulevard while Route 59 provides the east/west connectivity along Ulmerton Road. Route 61 current provides service to the far west end of the LMAC along Ridge Road. Ridership within the LMAC, specifically the Largo Mall area averages about 650 between the three routes within a three month period.

Figure 1 provides ridership totals provided by PSTA for the bus stops that exist within the activity center.

STOPID: Stop number used by PSTA for recording purposes.
ON: Average number of riders that board the bus at the stop per day, within a 3 month period.
OFF: Average number of riders that exit the bus at the stop per day, within a 3 month period.
TOTAL: Average total number of riders that use the stop per day, within a 3 month period.

Figure 1: Largo Mall Bus Ridership

[3] Source: Ridership map provided by PSTA.

Bicycle and Pedestrian Accessibility

Bicycle Facilities

Currently Ulmerton Road is the only facility within the LMAC with designated bicycle lanes (once construction is completed).

Sidewalk Coverage

Ulmerton Road, Seminole Boulevard have existing sidewalks on both sides of the street. Ridge Road, north of Ulmerton Road has existing sidewalk coverage on both sides of the street but 113th Street south of Ulmerton has limited to no sidewalk coverage.

Access to Pinellas Trail

The Pinellas Trail provides more than just a recreational element to the LMAC it also provides a continuous north/south connection through the City and beyond for non-motorized uses. Access to the trail, north of Ulmerton Road from the Pinellas County Housing Authority (PCHA) property currently is restricted due to the existing swale that separates the trail from the PCHA parking lot (Figure 2).

Figure 2: Restricted access point to Pinellas Trail

Planned/Scheduled Improvements

Ulmerton Road is currently under construction as it is widened from 4 lanes to 6. No other major roadway improvements are scheduled within the LMAC.

UTILITIES

Water/Wastewater System

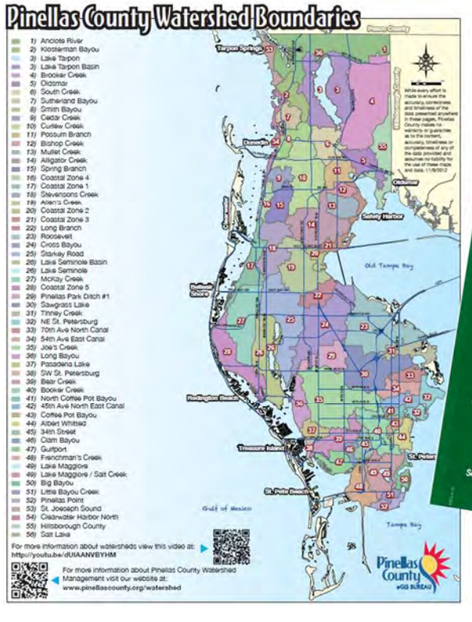
The LMAC currently is served by Pinellas County for Water, and Sanitary Sewer. A small portion of the LMAC has its Sanitary Sewer Service provided by the City of Largo, although the entire area currently falls within the City of Largo Sanitary Sewer service area. There is a desire to provide service to this area, but is not currently in any plan.

Potable Water Service and fire protection is provided by a 24" ductile iron water transmission line located in the southern right of way of Ulmerton Road. A 20" concrete transmission line branches off this line at the Seminole Blvd. intersection and serves the local distribution system. The residential areas are served via 6" and 4" water distribution lines. According to Pinellas County Water Atlases, no fire hydrant assemblies are supplied on less that 6" pipe lines. During the stakeholder interview staff reported no water pressure complaints for this area. At the current land use designations this area has a maximum Average Daily Flow (ADF) of 1.9 million gallons/day (mgd).

Currently no capacity problems were identified with any of the Pinellas County Wastewater Treatment Plants.

Stormwater

The LMAC is located in two distinct watersheds, Starkey Basin and Lake Seminole Basin which are served by Pinellas County and the City of Largo. The Lake Seminole Watershed Management Plan lists special water quality and best management plans that are to be implemented as new development is proposed. The Starkey Basin Water Quality Study was submitted to the City and County and has not been reviewed or adapted. Once the report is available, it is recommend that any new recommendations be included as an update to this SAP.



POPULATION AND DEMOGRAPHICS

Introduction

This section presents demographic trends for the Largo Trade Area. The Largo Trade Area, as show in Figure 3, started as a five-minute drive from the intersection of Ulmerton Road and Seminole Boulevard. Based on stakeholder feedback, the Trade Area was extended west along Ulmerton and Walsingham roads to include the beaches. Trade Area population and household trends have been compared to Pinellas County and the Tampa-St. Petersburg-Clearwater MSA. The MSA includes Hernando, Hillsborough, Pasco and Pinellas counties. Demographic trends and forecasts were used to estimate future Trade Area real estate demand by land use.

The Largo Trade Area was created to illustrate growth trends impacting demand in the LMAC. Demographic and real estate forecasts are based on the larger Trade Area, but captures rates have been applied to show specific impact to the Activity Center. Drive times were utilized because they more accurately represent typical household travel patterns.

Population

The Largo Trade Area contained an estimated 71,814 residents in 2012, a 2% decline from 73,256 people in 2000. During the 12-year period, Pinellas County also declined, netting a loss of approximately 5,800 residents or a compound annual growth rate (CAGR) of -0.1%. A comparison of population changes are shown in Table 4. According to the City of Largo, population has been stagnant because the area is essentially built-out, new construction is limited almost entirely to redevelopment, and household size is decreasing as the population ages. It is estimated that the City of Largo and Pinellas County are 96% developed. Pinellas County grew rapidly from the 1960's to 1980's.

Table 4: Comparison of Population Trends, 2000-2012

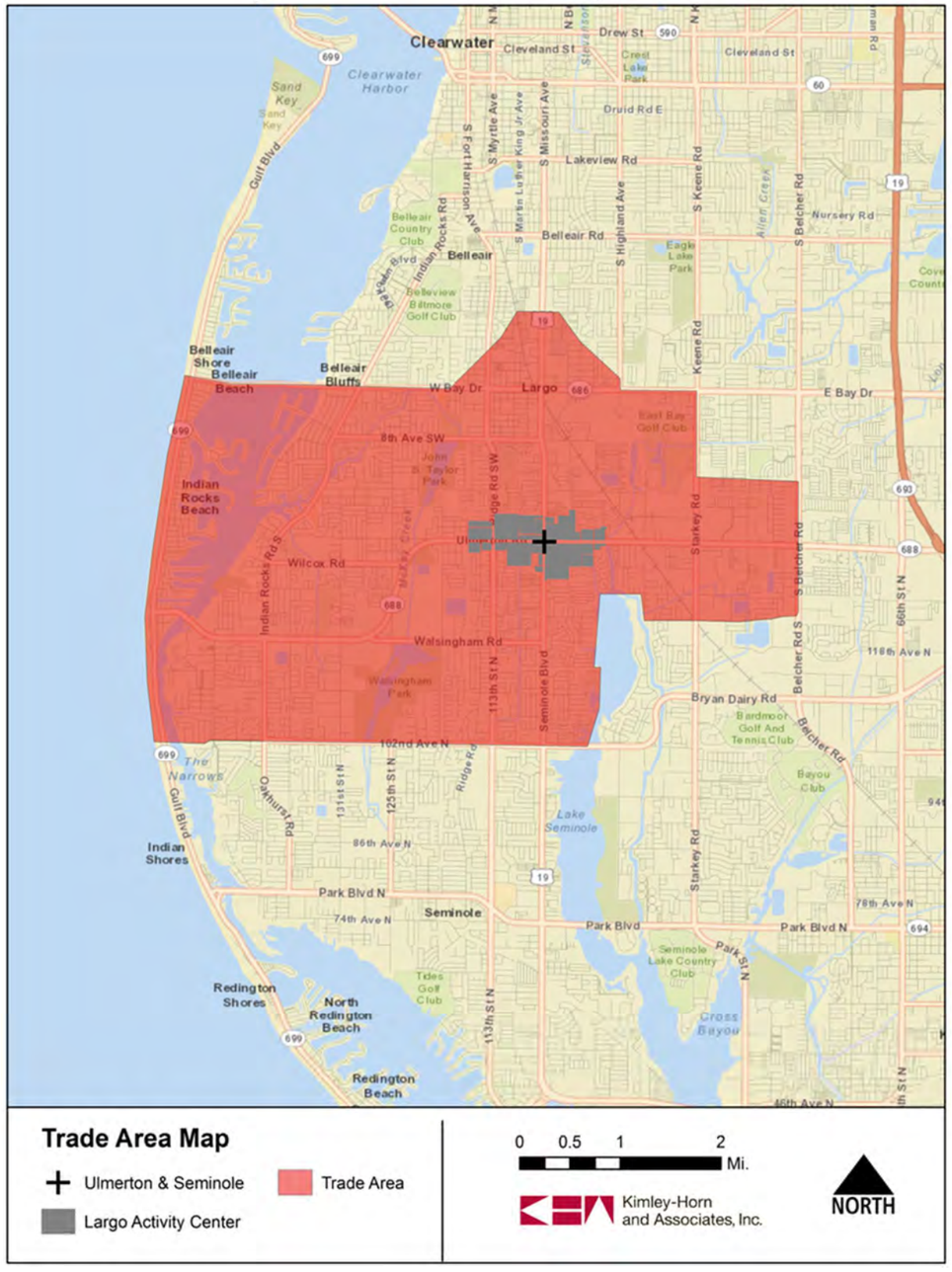
			2000-2012 Δ		
Area	2000	2012	#	%	CAGR
Trade Area	73,256	71,814	-1,442	-2.0%	-0.2%
Pinellas County	921,482	915,680	-5,802	-0.6%	-0.1%
Tampa MSA	2,395,997	2,811,726	415,729	17.4%	1.3%
Trade Area % of MSA	3.1%	2.6%	-0.3%		

Source: ESRI; Kimley-Horn and Associates

Note: The Trade Area is defined as a modified 5 minute drive from the intersection of Ulmerton Road and Seminole Boulevard.

The four-county Tampa MSA experienced an increase of over 415,000 new residents from 2.4 million in 2000 to over 2.8 million in 2012. This indicates that growth in the MSA has been concentrated in areas outside of Pinellas County. Based on recent demographic trends for the period between 2000 and 2012, Hernando, Hillsborough, and Pasco counties grew at rates of 33.0%, 25.9%, and 34.7%, respectively.

Figure 3: Trade Area Map with Activity Center



Population by Age Cohort

The 2010 U.S. Census reported a notable shift in national population attributes from 2000, namely in age cohorts. As reported in 2010, the younger Generation Y cohort (aged 15 to 32) became the largest age group, making up one-quarter of the national population. Aged 46 to 64, Baby Boomers make up the second largest cohort. While the comparatively small Generation X (residents between the ages of 33 and 45), makes up 17.2% of the total national population. The demonstrated shift in age cohorts towards Generation Y and the Baby Boomers is shaping housing demand across the county.

Table 5 demonstrates population change in the Largo Trade Area between 2000 and 2012 by age cohort, or group. In contrast to national trends, the combined 45 to 64 age cohort, or the Baby Boomers, was by far the largest in 2012 with 22,190 residents making up over 30% of the population. Baby Boomers and young retirees up to age 74 are driving all of the Trade Area growth. The Generation Y cohort makes up only 18.6% of Trade Area residents. Overall, losses were experienced in most age cohorts under age 45.

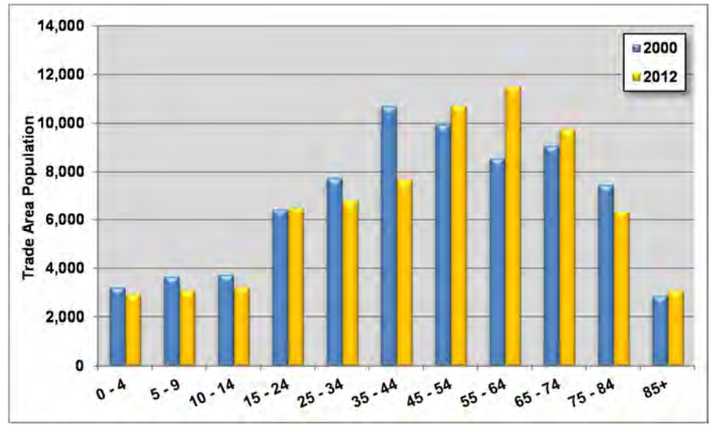
Table 5: Population by Age Cohort Trade Area, 2000-2012

			2000-2012 Δ	
Cohort	2000	2012	#	%
0 - 4	3,223	2,944	-279	-8.7%
5 - 9	3,663	3,088	-575	-15.7%
10 - 14	3,736	3,232	-504	-13.5%
15 - 24	6,447	6,535	89	1.4%
25 - 34	7,765	6,822	-943	-12.1%
35 - 44	10,695	7,684	-3,011	-28.2%
45 - 54	9,963	10,700	737	7.4%
55 - 64	8,571	11,490	2,919	34.1%
65 - 74	9,084	9,767	683	7.5%
75 - 84	7,472	6,391	-1,081	-14.5%
85+	2,857	3,088	231	8.1%
Total	**73,256**	**71,814**	**-1,734**	**-2.4%**

Source: ESRI; Kimley-Horn and Associates

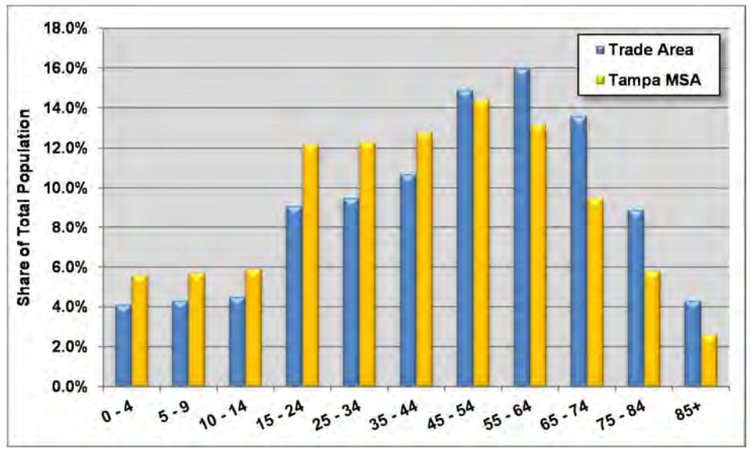
As shown in Figure 4, the Trade Area experienced a strong increase in residents age 55 to 74. The most notable decline was in Generation X, between ages 35 and 44. Generation X residents often have families, corresponding with declines in children under age 14.

Figure 4: Population by Age Cohort, Trade Area, 2000-2012



In comparison to the larger Tampa MSA, the Largo Trade Area has higher shares of Baby Boomers and Seniors (aged 65+), but lower shares of young children and Generation Y (Figure 5) The diversity of age cohorts in the Trade Area drives demand for a variety of housing, including single-family detached residences, and lower-maintenance attached product, including rental units.

Figure 5: Comparison of Shares of Population by Age Cohort, 2012



These trends indicate that the Trade Area is losing younger households age 25-44, including families with children, to other parts of the MSA. This is attributable to an older housing stock that is not conducive to current lifestyles and preferences, and escalating premiums for housing along and near waterfront areas in the western portion of the Trade Area. School quality is also an important consideration for families, but no performance analysis of specific Trade Area districts is included in this assignment.

Race and Ethnicity

As shown in Table 6 below, the Largo Trade Area remains mostly white, but is becoming more ethnically diverse. The white share of the population decreased from 91.2% in 2000 to 87.6% in 2012. The shares for all other racial categories increased over the 12-year period.

Table 6: Share of Population by Ethnicity, Trade Area, 2000-2012

Race/Ethnicity	2000	2012	'00-'12 Change
White Alone	91.2%	87.6%	-3.6%
Black Alone	5.0%	6.1%	1.1%
American Indian Alone	0.3%	0.3%	0.0%
Asian/Pacific Islander Alone	1.4%	2.3%	0.9%
Other Race Alone	0.7%	1.6%	0.9%
Two or More Races Alone	1.4%	2.1%	0.7%
Total	100.0%	100.0%	

Source: ESRI; Kimley-Horn and Associates

All citizens of Hispanic origin are categorized by the races in Table 6. The U.S. Census provides a secondary analysis of residents of any race with Hispanic origin. Residents self-classifying themselves as having Hispanic origin in the Largo Trade Area increased from 249,184 people in 2000 to 469,558 in 2012, an 88.4% increase in 12 years. The increase in Hispanic population was greater in the Trade Area than in the Tampa MSA, which reported a 13.0% increase over 12 years.

Households

There were an estimated 33,974 households in the Largo Trade Area in 2012, a 1.0% decrease from 34,333 households in 2000 (Table 7). The percentage decline in households was smaller than 2% for population, indicating a declining average household size. Pinellas County remained relatively unchanged in households during the 12-year period, but the Tampa MSA increased by 15.5%. Households in the Trade Area made up 2.9% of the MSA total in 2012, a decline from the 3.4% share in 2000.

Table 7: Comparison of Household Trends, 2000-2012

Area	2000	2012	2000-2012 Δ #	2000-2012 Δ %	2000-2012 Δ CAGR
Trade Area	34,333	33,974	-359	-1.0%	-0.1%
Pinellas County	414,968	414,951	-17	0.0%	0.0%
Tampa MSA	1,009,316	1,165,278	155,962	15.5%	1.2%
Trade Area % of MSA	3.4%	2.9%	-0.2%		

Source: ESRI; Kimley-Horn and Associates

Note: The Trade Area is defined as a modified 5 minute drive from the intersection of Ulmerton Road and Seminole Boulevard.

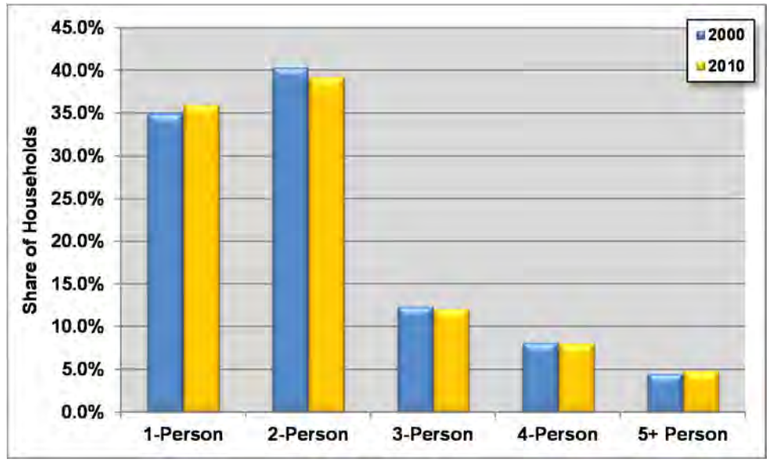
Average Household Size

Nationally, average household size fell marginally from 2.59 to 2.58 between 2000 and 2012. This trend was due, in part, to the expanding Baby Boomer and Generation Y cohorts that typically have a smaller household size than Generation X. It is likely that the national household size would have declined more during the last 12 years if not for the 40+% increase in Hispanic population. On average, Hispanics have larger households than the general population. This Hispanic growth has partially offset the significant increase in single-person households nationally since 2000. These household size trends indicate divergent demand for housing by type and unit size.

As stated above, the decline in Trade Area population was more rapid than households, indicating a downward shift in the average household size. In fact, between 2000 and 2012, the average household size in the Trade Area decreased from 2.13 to 2.11 persons.

As shown in Figure 6, the share of one-person households increased slightly, while larger households generally declined. Similar to national trends, the strong increase in population reporting as Hispanic is likely to have stabilized the shares of households containing four or more persons.

Figure 6: Share of Households by Size, Trade Area, 2000-2010



Households by Income Cohort

Between 2000 and 2012, the Largo Trade Area experienced growth in all cohorts earning over $50,000 annually (Table 8). Declines were experienced in all cohorts earning less than $50,000 annually; this was attributable in large part to nominal wage inflation. Households earning $35,000 to $49,999 made up the largest share in 2012, at 18.9%, but the $50,000-$74,999 cohort should become the most prominent by 2020. It should be noted that the loss of 462 households shown below by income cohort is larger than the 359-household loss in Table 8. The discrepancy is due to rounding of cohort shares.

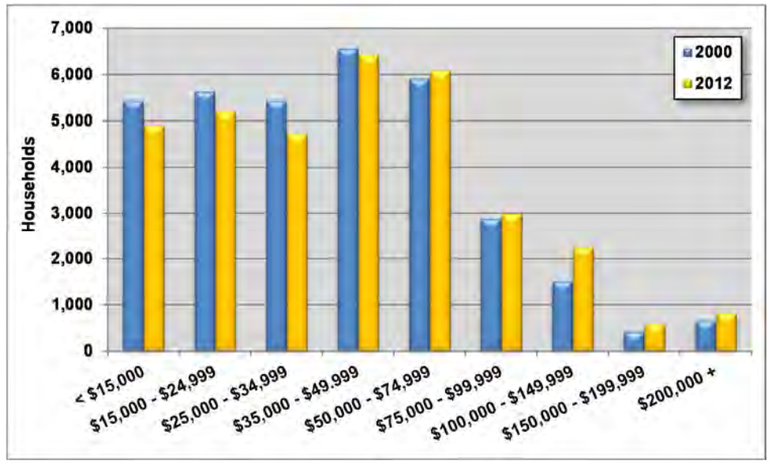
Table 8: Households by Income Cohort, Trade Area, 2000-2012

			2000-2012 Δ	
Cohort	2000	2012	#	%
< $15,000	5,425	4,892	-532	-9.8%
$15,000 - $24,999	5,631	5,198	-433	-7.7%
$25,000 - $34,999	5,425	4,722	-702	-12.9%
$35,000 - $49.999	6,558	6,421	-137	-2.1%
$50,000 - $74,999	5,905	6,081	176	3.0%
$75,000 - $99,999	2,884	2,990	106	3.7%
$100,000 - $149,999	1,511	2,242	732	48.4%
$150,000 - $199,999	412	578	166	40.2%
$200,000 +	652	815	163	25.0%
Total	34,333	33,974	-462	-1.3%

Source: ESRI; Kimley-Horn and Associates

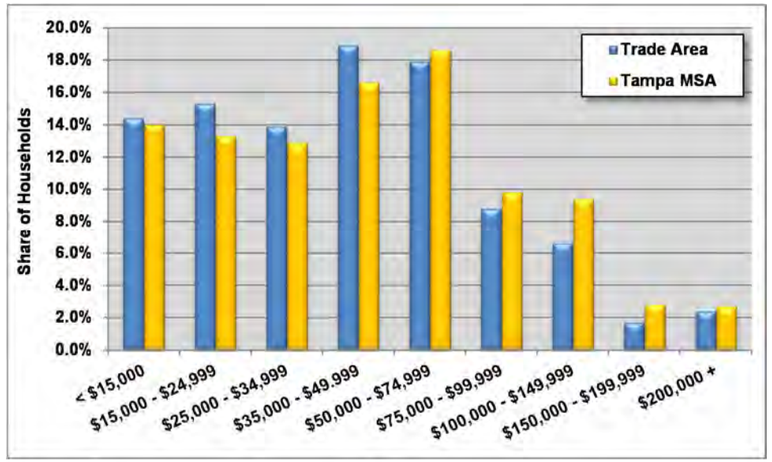
The Largo Trade Area experienced an absolute increase in all cohorts earning more than $50,000 annually, with the strongest growth of 732 households occurring between $100,000 and $149,999 (Figure 7). Household decreases were experienced in lower-income cohorts earning less than $50,000.

Figure 7: Households by Income Cohort, Trade Area, 2012



In order to provide context to the Largo Trade Area trends, household shares by income cohort have been compared to those for the four-county Tampa MSA. In 2012, the Largo Trade Area had lower shares of households earning more than $50,000 than the MSA (Figure 8). Inversely, the MSA had higher shares of households earning more than $50,000 than the Trade Area.

Figure 8: Comparison of Shares of Households by Income Cohort, 2012



Median Household Income

Table 9 demonstrates the change in median household income for the Largo Trade Area, Pinellas County, and the Tampa MSA between 2000 and 2012. The median household income in the Trade Area increased 6.8% from $36,334 in 2000 to $38,805 in 2012. During the same time period, Pinellas County and the Tampa MSA experienced more significant growth of 9.1% and 13.7%, respectively.

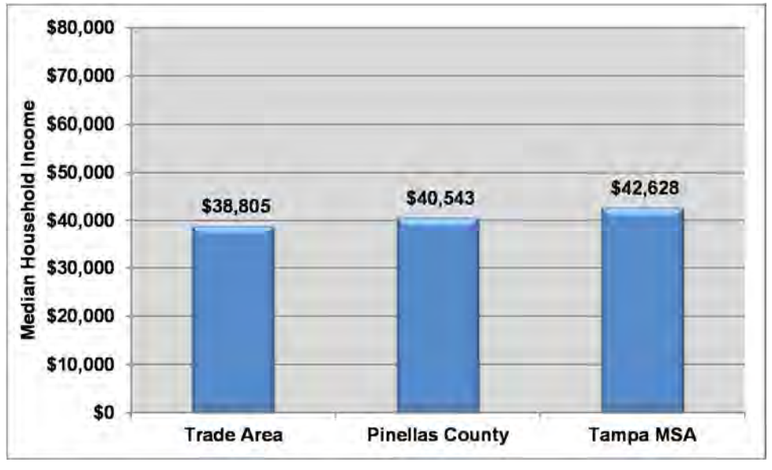
Table 9: Comparison of Median Household Income, 2000-2012

			2000-2012 Δ	
Geography	2000	2012	#	%
Trade Area	$ 36,334	$ 38,805	$2,471	6.8%
Pinellas County	$ 37,166	$ 40,543	$3,377	9.1%
Tampa MSA	$ 37,488	$ 42,628	$5,140	13.7%

Source: ESRI; Kimley-Horn and Associates

The median household income in the Largo Trade Area was estimated at $38,805 in 2012, 4.3% lower than $40,543 for Pinellas County. This reflects the Trade Area's higher concentration of middle-income households, single adult households, and seniors on fixed incomes than the County. The Trade Area median income was also 9.8% less than $42,628 for the Tampa MSA (Figure 9), which could be explained in part by the Trade Area's smaller share of families.

Figure 9: Comparison of Median Household Income, 2012



HOUSING

This section analyzes housing trends by type and tenure for the Trade Area, Pinellas County, and the Tampa MSA. This section also provides for-sale residential closing and sales price data, as well as multi-family rental data.

Housing Units by Type

Housing inventory in the Largo Trade Area increased by nearly 1,197 units, or 3.0%, between 2000 and 2012 (Table 10). This growth occurred simultaneous to declines in households and population, indicating an increase in vacant units. Pinellas County grew at a slightly higher 4.8% rate, and housing units in the larger Tampa MSA increased by 19.8% in the same 12-year period.

Table 10: Comparison of Housing Unit Trends, 2000-2012

			2000-2012 Δ		
Area	2000	2012	#	%	CAGR
Trade Area	40,497	41,694	1,197	3.0%	0.2%
Pinellas County	481,573	504,884	23,311	4.8%	0.4%
Tampa MSA	1,143,979	1,370,213	226,234	19.8%	1.5%
Trade Area % of MSA	3.5%	3.0%	0.5%		

Source: ESRI; Kimley-Horn and Associates

Note: The Trade Area is defined as a modified 5 minute drive from the intersection of Ulmerton Road and Seminole Boulevard.

The Trade Area accounted for 0.5% of housing growth in the Tampa MSA between 2000 and 2012. This further validates the notion that the City of Largo is largely built-out, and offers few opportunities for new construction except redevelopment. It also validates growth rates in other areas of the Tampa MSA, particularly to the north in Hernando and Pasco counties.

Based on information from the U.S. Census' American Community Survey, housing units in the Largo Trade Area are 42.0% single-family detached and 35.0% multi-family. Mobile homes comprise a significant 18.0% of the market (Table 11).

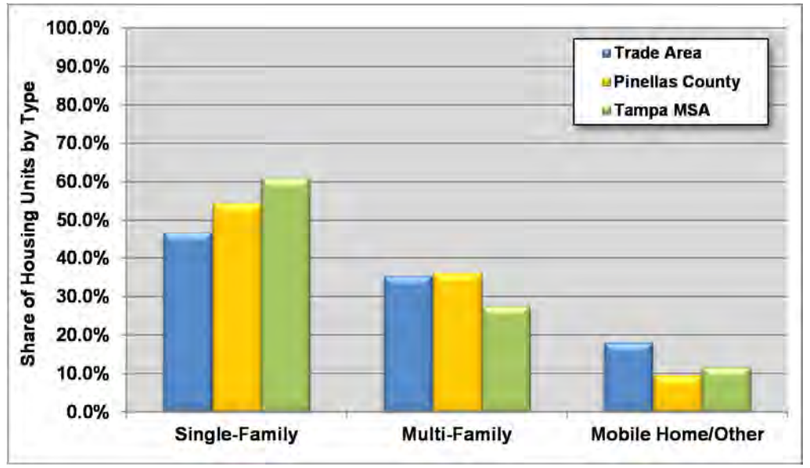
Table 11: Housing Units by Type in Trade Area, 2011

Type	Units	% of Total
Single-Family, Detached	17,511	42.0%
Single-Family, Attached	1,960	4.7%
Multi-Family	14,718	35.3%
Mobile Home/Other	7,505	18.0%
Total	41,694	100.0%

Source: U.S. Census ACS, Kimley-Horn and Associates

While 46.7% of the housing units in the Trade area are single-family (combined detached and attached), Pinellas County has a higher share of 54.4% and the Tampa MSA is at 60.9% (Figure 10). The Trade Area has a similar share of multi-family units as Pinellas County, but higher than 27.5% for the larger MSA. The Largo Trade Area has a significantly higher share of mobile home units than either of the other two geographies. This concentration is declining, however, as demographics and housing preferences change, and mobile home parks under single ownership become candidates for redevelopment.

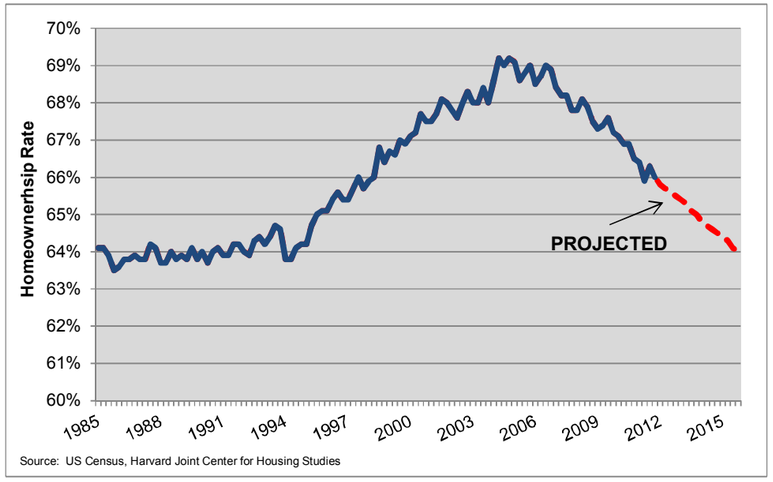
Figure 10: Comparison of Housing Unit Types, 2011



Housing Tenure

Since the 2007-2009 Recession and mortgage crisis, the national homeownership rate has declined sharply from a peak of approximately 69% in 2005 (Figure 11). The decline was due to job losses, plummeting values, pervasive foreclosures, tighter mortgage underwriting, and the Generation Y cohort preference for renting. According to the Harvard Joint Center for Housing Studies, the homeownership rate is expected to continue to decline over the next two to three years reaching a 20-year low of approximately 64%.

Figure 11: National Homeownership Rate Trend and Projected, 1985-2015



Source: US Census, Harvard Joint Center for Housing Studies

Similar to national trends, the share of owner-occupied housing units in the Largo Trade Area decreased from 61.1% in 2000 to 56.0% in 2012 (Figure 12). During the same period, the renter-occupied share increased by 1.8% and the share of vacant units increased by 3.3%. The vacant share is much higher than the national average due to seasonal units, but the increase over the last 12 years was similar to national trends. Renter-occupied units include not only traditional apartment communities, but also some single-family detached and attached units.

Figure 12: Housing Unit Tenure, Trade Area, 2000-2012

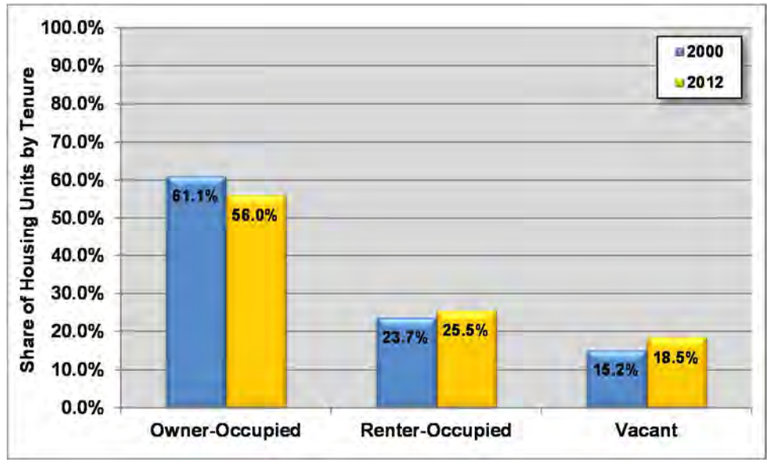


Figure 13 compares 2012 housing unit tenure estimates in the Largo Trade Area to the Tampa MSA. Owner-occupied units accounted for a similar share of all housing in the Trade Area and the MSA. However, the Trade Area's 18.5% share of vacant units is higher than the MSA's 15.0% share. Seasonal homes along the Pineallas County Gulf Coast artificially inflates the Trade Area's share of vacant housing units.

Figure 13: Comparison of Housing Unit Tenure, 2012

Table 12 demonstrates vacant housing units by type in the Largo Trade Area between 2000 and 2010. Vacant housing units in the Trade Area increased 21.8%, from 6,387 in 2000 to 7,777 in 2010. In 2010, housing designated as Seasonal/Recreational/Occasional Use made up 52.4% of all vacant units, followed by those either for rent or sale at 33.2%. Increases were experienced in all types between 2000 and 2010, as the Trade Area remained a popular destination for second home owners, and the housing crisis continued to put foreclosures and other distress sales in the market. It is notable, however, that forced sales are declining as the market improves.

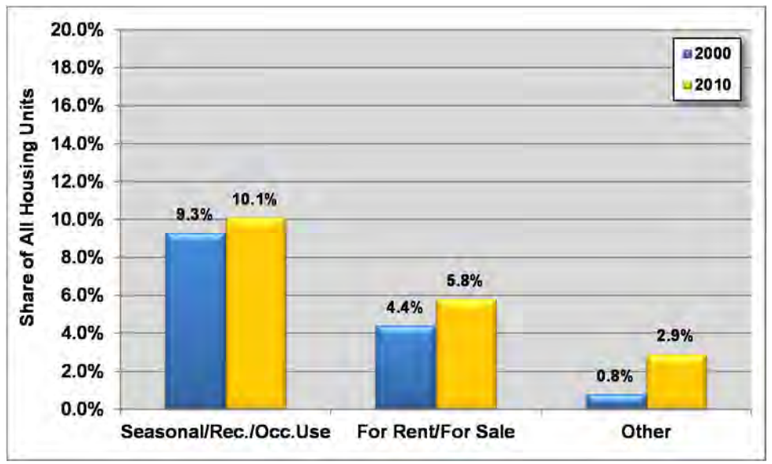
Table 12: Vacant Housing Units by Type, Trade Area, 2000-2010

			2000-2010 Δ	
Type	2000	2010	#	%
Sesaonal/Recreational/Occasional Use	3,763	4,215	452	12.0%
For Rent/For Sale	2,084	2,584	500	24.0%
Other	540	978	438	81.1%
Total	**6,387**	**7,777**	**1,390**	**21.8%**

Source: ESRI; Kimley-Horn and Associates

Units self-reported as being held for Seasonal/Recreational/Occasional Use made up 10.1% of the Trade Area's housing in 2010, followed by 5.8% for units that were either For Rent or For Sale, and 2.9% for Other (Figure 14). Shares of each type increased between 2000 and 2010.

Figure 14: Vacant Units as a Share of All Housing, Trade Area, 2000-2010



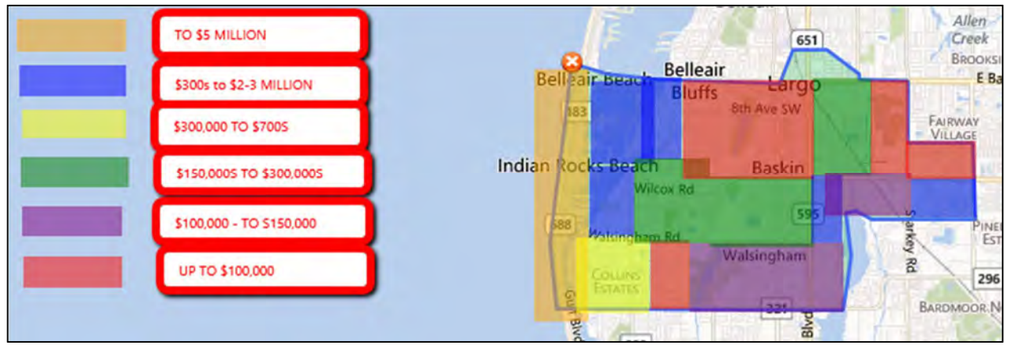
For Sale Housing

For-sale housing data was provided by Keller Williams Gulfside Realty through the My Florida Regional MLS system. This data excludes new units sold directly through builders outside of the MLS system. However, based on feedback from the stakeholder interviews, the number of new construction for-sale residential units in the Largo Trade Area is very low.

Single-Family Detached

Between March and September 2013, there were an estimated 451 single-family detached homes sold in the Largo Trade Area. This total includes both new and resale units reported through MLS. As shown in Figure 15 below, single-family detached pricing varies considerably throughout the Largo Trade Area. The highest closing prices are generally achieved in the far western portion of the Trade Area, closest to the beaches. Single-family sales along and near the water have ranged considerably from $300,000 to $4.8 million. Single-family closings closer to the Largo Mall Activity Center achieved average closing prices generally between $150,000 and $300,000.

Figure 15: Average Closing Prices, Largo Trade Area, 2013



Townhouse

There have been a total of 42 townhouse (attached single-family) sales in the Largo Trade area over the last six months. The average 1,658-square-foot unit sold for $196,918, or $118.77 per square foot (Table 13). Similar to single-family houses, average pricing per square foot varies considerably for townhouses from $33.40 to $350.88. The highest prices are generally located in the western portion of the Trade Area along and near the beaches.

Table 13: Six-Month Townhouse Sale Statistics, Trade Area, 2013

	Unit Size (Sq.Ft.)	Sale Price	Sale Price/ Sq.Ft.	Days on Market
Min	1,048	$35,000	$33.40	3
Max	2,622	$920,000	$350.88	650
Average	**1,658**	**$196,918**	**$118.77**	**82**

Source: My Florida Regional MLS; Keller Willisams Gulfside Realty

Villas

Villas are detached or attached single-family structures located on small lots. They can have one or two stories. Maintenance of landscaping is typically managed by a homeowners association. There were 11 villas sold in the Largo Trade area over the last six months. As shown in Table 14, the average 1,197-square-foot villa had a closing price of $123,977, or $103.57 per square foot. The 11 villas averaged 127 days on the market, or approximately four months. According to Keller Williams Gulfside Realty, the low number of sales is partially due to realtors listing villas as condominiums in the MLS system. Many realtors find that potential buyers are unaware of the difference between condominiums and villas.

Table 14: Six-Month Villa Sale Statistics, Trade Area, 2013

	Unit Size (Sq.Ft.)	Sale Price	Sale Price/ Sq.Ft.	Days on Market
Min	800	$40,000	$50.00	7
Max	1,529	$216,750	$141.76	417
Average	**1,197**	**$123,977**	**$103.57**	**127**

Source: My Florida Regional MLS; Keller Willisams Gulfside Realty

Condominiums

There were 209 condominium closings in the Largo Trade Area over the last six months. The average 1,250-square-foot condominium sold for $165,920, or $132.74 per square foot. The lowest sales price in the Trade Area was $16,000 and the highest was $1.2 million. The 209 condominiums averaged 158 days on the market, or approximately five months.

Table 15: Six-Month Condominium Sale Statistics, Trade Area, 2013

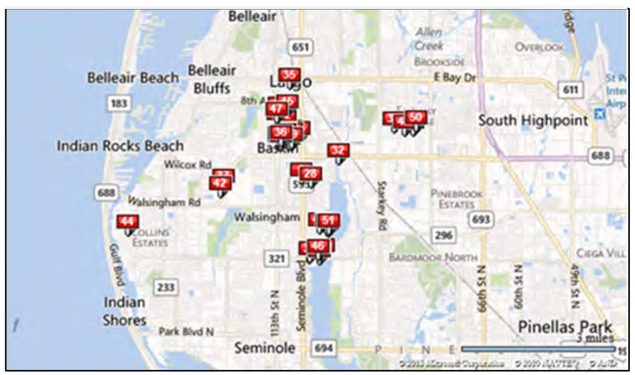
	Unit Size (Sq.Ft.)	Sale Price	Sale Price/ Sq.Ft.	Days on Market
Min	400	$16,000	$40.00	2
Max	3,768	$1,200,000	$318.47	1,861
Average	**1,250**	**$165,920**	**$132.74**	**158**

Source: My Florida Regional MLS; Keller Willisams Gulfside Realty

Mobile Homes

There were 51 mobile home closings in the Largo Trade Area over the last six months. As shown in the image to the right, mobile home closings are concentrated in the central portion of the Largo Trade Area, with limited activity to the west near the beaches and to the east near US-19. Seminole Boulevard appears to be a key arterial for mobile homes. The average 1,110-square-foot mobile home sold for $55,298, or $49 per square foot.

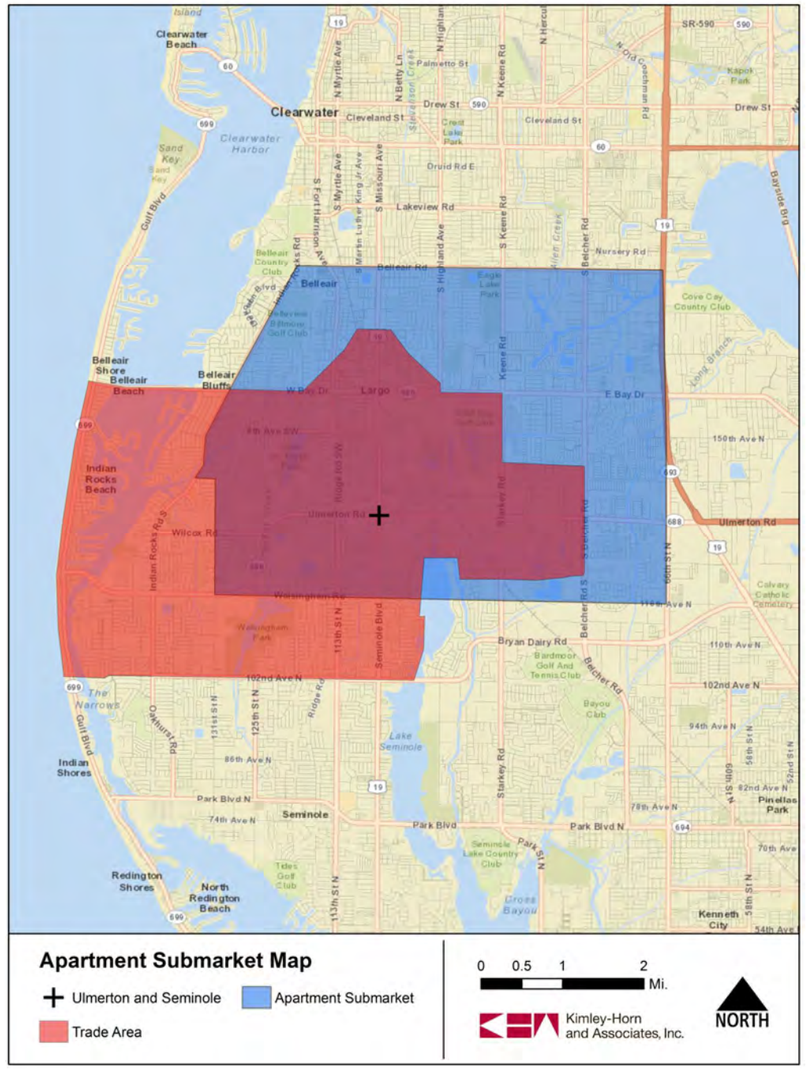
Figure 16: Mobile Home Sales, Largo Trade Area, 2013



Rental Multi-Family Housing

Recent trends in the multi-family rental (apartment) market were provided by a third-party data source, REIS, for a pre-defined Submarket that most closely aligns with the Largo Trade Area. The REIS Apartment Submarket is roughly bounded by Belleair Road to the north, 66th Street North to the east, Walsingham Road to the south, and Indian Rocks Road to the west. A comparison of the two geographies is provided on Figure 17.

Figure 17: Largo Apartment Submarket, 2013



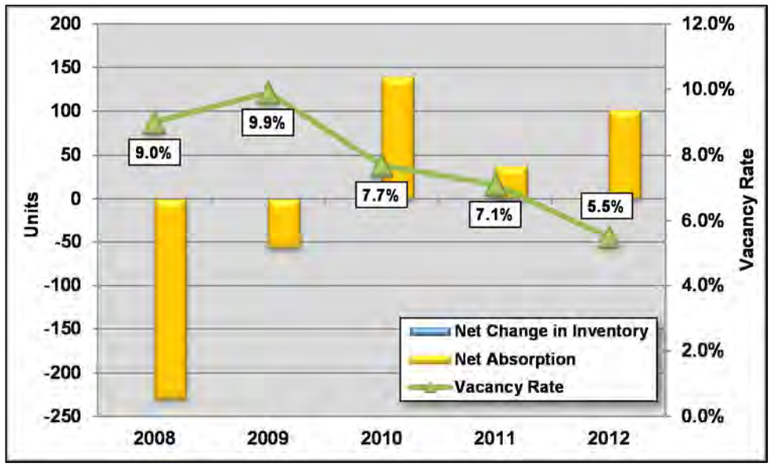
Completion Trends

According to REIS, there have been no new rental multi-family completions in the Largo Submarket in the last five years. This information is based on apartment communities containing more than 40 units.

Vacancy Rate Trends

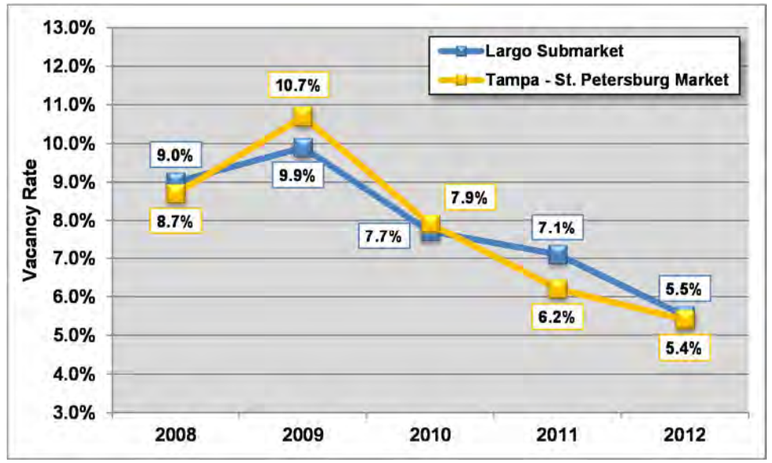
As shown in Figure 18, there have been no new apartment completions in the Largo Submarket in the last five years. However, net absorption, or the change in occupied units, has been strong since the end of the 2007-2009 Recession. This caused the vacancy rate to improve from a peak of 9.9% in 2009 to 5.5% in 2012. An apartment market is 'stable' at a vacancy rate of approximately 7%, so the Largo Submarket would currently be considered undersupplied.

Figure 18: Vacancy Rate Trends, Largo Submarket, 2008-2012



The Largo Apartment Submarket experienced similar vacancy rate trends as the larger Tampa-St. Petersburg Market over the last five years. Both geographies reported their highest vacancy rates in 2009, resulting from the effects of the Recession and housing market downturn. Vacancy rates declined consistently in both geographies until reaching 5.5% in the Submarket and 5.4% in the larger Tampa market at the end of 2012.

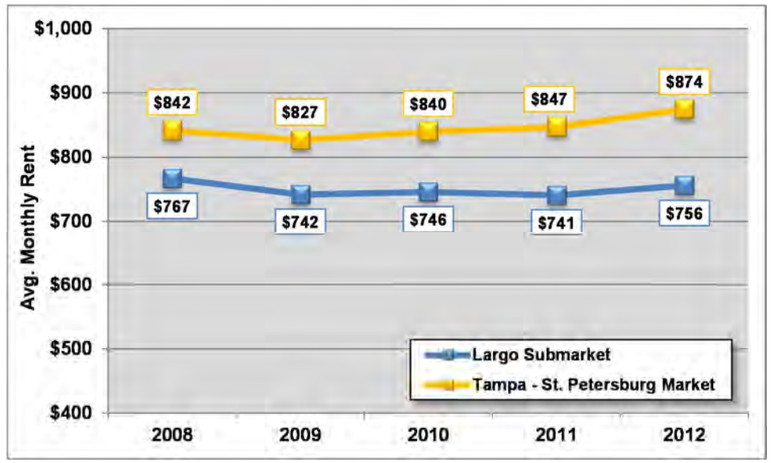
Figure 19: Comparison of vacancy Rate Trends, 2008-2012



Rent Trends

Monthly apartment rents in the Largo Submarket averaged $756 in 2012, which was 15.6% less than $874 in the larger Tampa market (Figure 20). Most of the discount is attributable to the Submarket's higher concentration of older communities built in the 1970s and 1980s, some with deferred maintenance issues, and the lack of waterfront properties that boost rents in other Submarkets.

Figure 20: Comparison of Average Monthly Rent Trends, 2008-2012



EMPLOYMENT

Introduction

This section analyzes Pinellas County at-place employment trends by industry between 2000 and 2010, noting sectors that have experienced the strongest growth. This analysis is based on jobs in Pinellas County, regardless of employee residence location. The smallest reporting geography for the Florida Department of Economic Opportunity and Bureau of Labor Statistics is at the county level. This analysis uses additional data provided by Environmental Systems Research Institute (ESRI) to estimate employment for the Largo Trade Area.

Major Employers

According to the Florida Department of Economic Opportunity, the City of Largo contains five of the 55 largest private employers in Pinellas County. The cities of St. Petersburg and Clearwater are the primary job centers in Pinellas County, capturing the largest share of private major employers. Cox Target Media, Inc., a direct mail advertising company, is the largest private employer in the City of Largo with approximately 1,000 employees. Other key sectors in the City of Largo are medical equipment manufacturing and sales, textile products, and industrial equipment manufacturing (Table 16).

Table 16: Major Private Employers, City of Largo 2013

Employer	Industry	Estimated Employment
Cox Target Media, Inc.	Direct Mail Advertising	1,000
Conmed Linvatec	Surgical & Medical Instrument Mfg.	970
Baxter Healthcare Manufacturing	Medical Equipment Merchant	700
Hit Promotional Products	All Other Miscellaneous Textile Products	500
Johnson Controls	Industrial Equipment Mfg.	500

Source: Pinellas County Economic Development

There are not major private employers in the Largo Mall Activity Center, but the Pinellas County Sherriff's Office headquarters is located on Ulmerton Road one-quarter mile west of Largo Mall. This facility is being expanded in a consolidation of all divisions to one location. Based on feedback from stakeholders, this facility could have 1,800 employees when completed.

At Place Employment by Industry

As shown in Table 17, Pinellas County had a total of 382,495 annualized full-time jobs in 2012, a 12.5% decline from 436,904 jobs in 2007. The largest industry in 2012 was Healthcare and Social Assistance with 68,206 employees, making up 17.8% of the total jobs in the County. Other major employment sectors included Retail Trade, Accommodation and Food Services, and Manufacturing. Job losses were experienced in numerous sectors over the last five years, largely the result of the national Recession. The largest declines were noted in:

- Administrative and Waste Services (-27,448 or -54.8%)
- Construction (-8,326 or -33.0%)
- Manufacturing (-6,756 or -18.1%)
- Professional and Technical Services (-3,563 or -12.3%)

Table 17: Annualized At Place Employment By Industry, Pinellas County, 2007-2012

			2007-2012 Δ	
Industry	2007	2012	#	%
Agriculture, Forestry, Fishing & Hunting	139	100	-39	-28.1%
Mining	5	33	28	560.0%
Utilities	554	368	-186	-33.6%
Construction	25,263	16,937	-8,326	-33.0%
Manufacturing	37,276	30,520	-6,756	-18.1%
Wholesale Trade	15,597	12,521	-3,076	-19.7%
Retail Trade	52,510	50,225	-2,285	-4.4%
Transportation and Warehousing	7,711	6,726	-985	-12.8%
Information	9,522	7,293	-2,229	-23.4%
Finance and Insurance	23,311	20,698	-2,613	-11.2%
Real Estate and Rental and Leasing	9,134	7,878	-1,256	-13.8%
Professional and Technical Services	28,859	25,296	-3,563	-12.3%
Management of Companies and Enterprises	9,238	10,332	1,094	11.8%
Administrative and Waste Services	50,112	22,664	-27,448	-54.8%
Educational Services	23,619	23,817	198	0.8%
Healthcare and Social Assistance	63,480	68,206	4,726	7.4%
Arts, Entertainment, and Recreation	6,966	7,785	819	11.8%
Accommodation and Food Services	38,616	40,276	1,660	4.3%
Other Services	13,273	11,488	-1,785	-13.4%
Public Administration	21,366	19,201	-2,165	-10.1%
Unclassified	353	131	-222	-62.9%
Total	**436,904**	**382,495**	**-54,409**	**-12.5%**

Source: ESRI; FDEO; Kimley-Horn and Associates

Figure 21 demonstrates the absolute change in jobs in Pinellas County over the last five years. The strongest increase was noted in Healthcare and Social Assistance. Losses in Professional and Technical Services, Construction, Manufacturing, and Wholesale trade were consistent with national and state trends during and after the 2007-2009 Recession.

Figure 21: Annualized At Place Employment By Industry, Pinellas County, 2007-2012

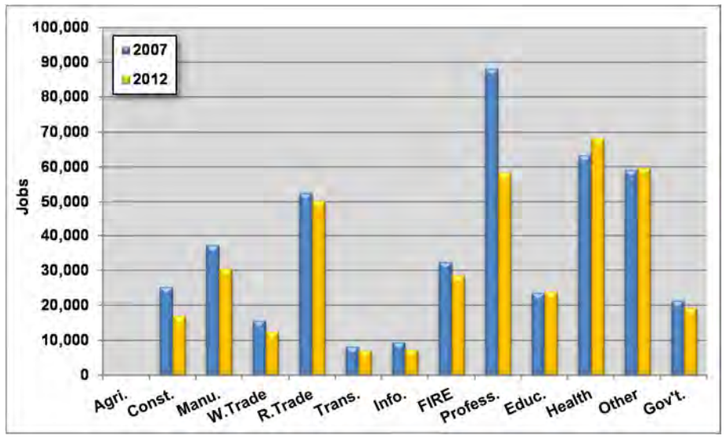
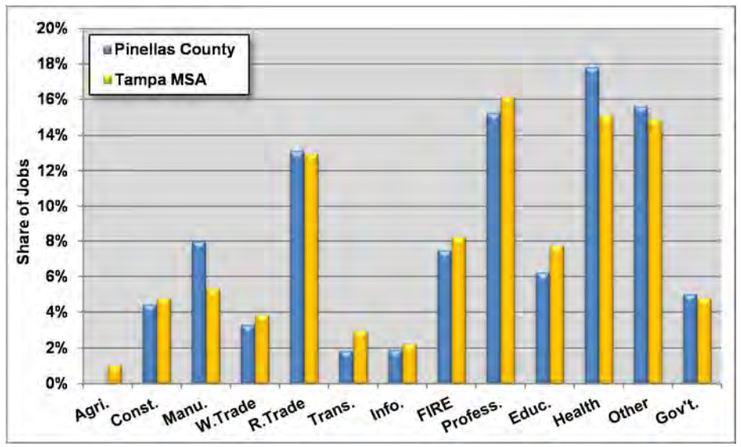


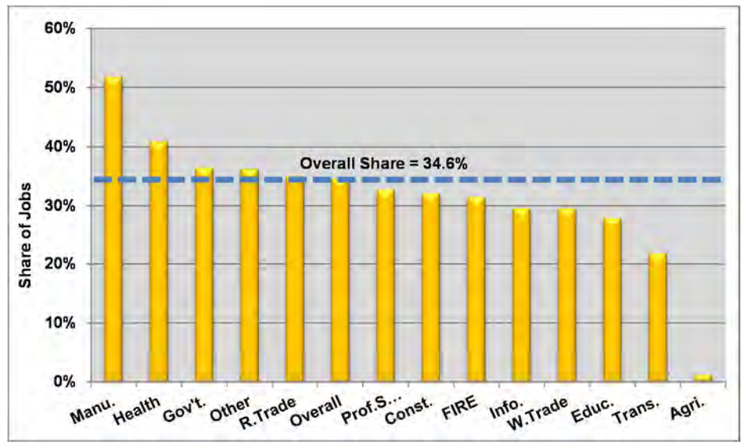
Figure 22 compares Pinellas County's share of employment by industry to the overall Tampa MSA. In 2012, the larger Tampa MSA reported 1.1 million jobs. Pinellas County had higher shares of Manufacturing, and Healthcare and Social Assistance, while the MSA reported higher shares of Finance and Real Estate (FIRE), Professional Services, and Education.

Figure 22: Comparison of Annualized At Place Employment By Industry, 2012



Overall, Pinellas County makes up 34.6% of the 1.1 million jobs in the Tampa MSA (Figure 22). Pinellas County has over one-half of the Manufacturing jobs in the MSA. Healthcare and Social Assistance jobs make up over approximately 40% of the MSA total, reflecting the presence of hospitals and other facilities serving the aging population.

Figure 23: Pinellas County Shares of Tampa MSA Employment, 2012



Largo Trade Area At Place Employment

In 2012, the Largo Trade Area had over 29,000 estimated jobs, comprising approximately 7.6% of the total employment in Pinellas County (Table 18). The Trade Area had a 7.8% share of the County's population in 2012, showing a similar concentration of jobs and people.

Table 18: Annual Employment by Industry, Trade Area, 2012

Industry	Jobs	% of Total
Agriculture and Mining	48	0.2%
Construction	1,873	6.4%
Manufacturing	2,828	9.7%
Wholesale Trade	943	3.2%
Retail Trade	4,502	15.5%
Transportation, Warehousing & Utilities	434	1.5%
Information	425	1.5%
F.I.R.E.	1,801	6.2%
Professional Services	6,017	20.7%
Educational Services	1,714	5.9%
Healthcare and Social Assitance	2,487	8.5%
Other Services	4,006	13.8%
Public Administration	2,030	7.0%
Total	29,108	100.0%

Source: ESRI; FDEO; Kimley-Horn and Associates

The Trade Area has a similar job composition as Pinellas County, reporting major employment sectors of Professional Services (20.7% of the total) and Retail Trade (15.5%). Employment trends are not available for the Trade Area.

Employment Forecast

The employment forecast prepared for this analysis is based on data provided by the Florida Department of Economic Opportunity, as well as a third-party projection source, Woods & Poole. As shown in Table 19, Pinellas County is expected to add 68,627 jobs by 2025, a 17.8% increase. In 2025, Healthcare and Social Assistance is expected to remain the largest sector with nearly 85,000 jobs, followed by 80,000 people employed in the Professional and Business Services industry. Significant increases are expected in the following sectors:

- Professional and Business Services (+21,936)
- Healthcare and Social Assistance (+16,437)
- Retail Trade (+6,260)
- Accommodation and Food Services (+4,689)
- Educational Services (+4,678)

Table 19: At Place Employment Forecast, Pinellas County, 2012-2025

Industry	2012	2025	2012-2025 Δ #	2012-2025 Δ %
Agriculture Forestry Fishing & Hunting	100	104	4	3.6%
Mining	33	35	2	5.4%
Transportation, Warehousing, and Utilities	7,094	7,904	810	11.3%
Construction	16,937	18,965	2,028	11.9%
Manufacturing	30,520	30,928	408	1.3%
Wholesale Trade	12,521	14,391	1,870	14.8%
Retail Trade	50,225	56,485	6,260	12.4%
Information	7,293	7,712	419	5.7%
Finance and Insurance	20,698	24,206	3,508	16.8%
Real Estate and Rental and Leasing	7,878	8,964	1,086	13.7%
Professional and Business Services	58,292	80,228	21,936	36.8%
Educational Services	23,817	28,495	4,678	19.4%
Health Care and Social Assistance	68,206	84,643	16,437	23.9%
Arts Entertainment and Recreation	7,785	9,744	1,959	25.0%
Accommodation and Food Services	40,276	44,965	4,689	11.5%
Other Services	11,488	12,299	811	7.0%
Public Administration/Government	19,201	20,924	1,723	8.9%
Total	382,364	450,991	68,627	17.8%

Sources: FDEO; Woods & Poole; Kimley-Horn and Associates

SECTION 3:
PROJECTED MARKET FORECAST

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SECTION 3 – PROJECTED MARKET FORECAST

INTRODUCTION

With a planning horizon of 2025, the projected market forecasts and redevelopment strategies will need to be reassessed in approximately six years, around the year 2020 for recalibration of data with updated metrics. The information gathered to date reflects a positive and upwardly trending market across all sectors. The physical nature of Pinellas County, and somewhat to the same extent the Greater Largo Area, as being largely built out, offers challenges to redevelopment, but at the same time, offers opportunities for well-located and highly accessible real estate as we find in the Largo Mall Activity Center. The strategies therefore focus on a mix of uses as redevelopment occurs and a transition to broader range of housing opportunities that are denser in their unit/acre utilization and intricately tied to employment and retail centers less dependent on vehicular movements for daily activities.

POPULATION AND RESIDENTIAL UNIT FORECAST

This section provides population and residential unit forecasts for the period between 2012 and 2025. The population forecast in this section was prepared to show potential future growth in the Largo Trade Area. It is utilized to indicate supportable future residential and retail demand. Capture rates have been applied to the forecasts to determine demand in the immediate LMAC. Demand forecasts for all land use types are prepared to assure that the Special Area Plan (SAP) demonstrates a supportable development pattern based on future growth potential.

Forecast Methodology

Two different residential growth scenarios were evaluated to forecast population, households, and housing units for the Trade Area through 2025. Ultimately, a straight average was taken in order to balance the results from the two methodologies. The two methodologies include:

1) **Baseline** – Environmental Systems Research Institute (ESRI) forecasted a baseline compound annual growth rate of 0.1% for the Trade Area between 2012 and 2017. This scenario utilizes this compound annual growth rate to prepare a straight-line forecast for population through 2025.
2) **Accelerated Growth** – The Baseline forecast was accelerated to indicate continued improvements to the economy following the Recession. A 0.12% annual growth rate was utilized between 2012 and 2018, followed by a 0.15% rate between 2019 and 2025. This model also assumes continued positive job formation in the Trade Area, Pinellas County, and the Tampa MSA.

Population Forecast

As shown in Table 1, the 2012-2025 population growth forecasted by the two scenarios ranges from 940 new residents for Scenario 1 (Baseline) to 1,290 residents for Scenario 2 (Accelerated Growth). Averaging the two scenarios equates to 1,110 new residents between 2012 and 2025. The resulting 0.1% compound annual growth rate forecasted between 2012 and 2025 is comparable to the five-year ESRI forecast.

Table 1: Population Forecast Comparison, Planning Area, 2012-2025

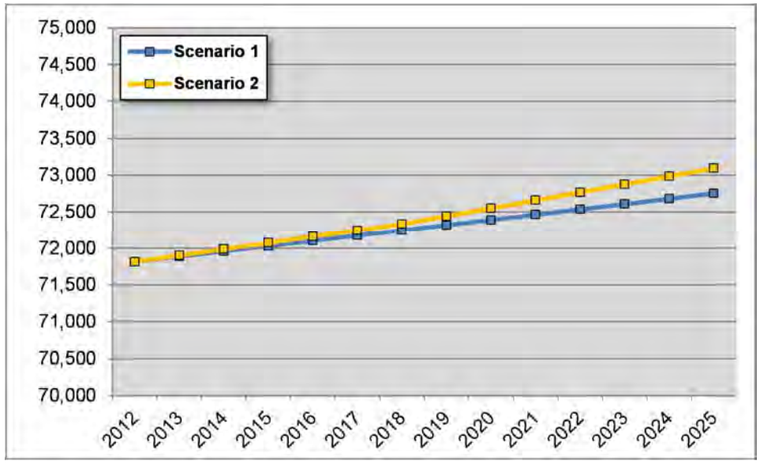
			2012-2025 Δ		
Scenario	2012	2025	#	%	CAGR
Scenario 1	71,810	72,750	940	1.3%	0.1%
Scenario 2	71,810	73,100	1,290	1.8%	0.1%
Average	**71,810**	**72,920**	**1,110**	**1.5%**	**0.1%**

Source: ESRI, Kimley-Horn & Associates

The increase of only 1,110 new residents in the Largo Trade Area through 2025 takes into consideration information provided by the City of Largo and Pinellas County in regards to the amount of remaining developable land. The City of Largo is approximately 96% built-out; most residential construction will likely be redevelopment.

Figure 1 demonstrates the population forecasts between 2012 and 2025 using the two methods described above. The final forecast was derived from taking a straight average. The Accelerated Growth scenario produced the highest population forecast, while the Baseline scenario is the lowest.

Figure 1: Population Forecast Scenario Comparison, 2012-2025



The population forecast shows a reversal of the decline recorded between 2000 and 2012. This is likely to occur as the national and regional economies continue to recover, and Pinellas County attracts jobs and Baby Boomer retirement relocations.

Housing Unit Forecast

Trade Area

Table 1 demonstrates the results of taking a straight average of the population forecasts based on the two scenarios. Housing unit forecasts are based on average household sizes and a 15-18% vacancy rate. The vacancy rate accounts for seasonal households. Additionally, this analysis assumes that household sizes will continue to decline slightly, from 2.11 persons per unit between 2012 and 2018 to 2.07 post-2018. The decline in household size is expected to accelerate given the increase in single-person and retiree households forecasted over the next decade.

Housing in the Trade Area could increase by 2.6%, or 1,100 net new units, between 2012 and 2025 (Table 2). It should be noted that this total represents *net* new housing units, taking into account replacement units for existing outdated product that will be demolished or relocated.

Table 2: Residential Forecast Trade Area, 2012-2025

			2012-2025 Δ		
	2012	2025	#	%	CAGR
Housing Units	41,690	42,790	1,100	2.6%	0.2%
Households	33,970	35,230	1,260	3.7%	0.3%
Population	71,810	72,920	1,110	1.5%	0.1%

Source: ESRI, Kimley-Horn & Associates

Largo Mall Activity Center

In order to determine residential unit and land demand for the LMAC, a capture of the net increase in the Trade Area was applied. For this analysis, a 25%-40% capture of the Trade Area demand is based on feedback from City development representatives and investigation of potential projects in the pipeline. This includes a 125-unit senior apartment community under construction on the site of a vacant retail center and a 250-unit apartment project that is planned to begin in the near future where a mobile home park was located. Based on the prescribed capture rates, the Largo Mall Activity Center has demand for approximately 250 to 400 net new residential units through 2025 (Table 3).

Table 3: Housing Forecast Activity Center, 2012-2025

	Residential Unit Growth	
Unit Type	Low	High
Townhouse	25 -	50
Multi-Family	225 -	350
Total	250 -	400

Source: Kimley-Horn & Associates

The majority of the demand will likely be higher-density multi-family units (either rental or for-sale condominiums). None of the new residential units are expected to be single-family detached; however, 25-50 new townhouse units could be added to the Activity Center through 2025. New townhouse units would likely be built in small, infill projects.

The 2012-2025 land demand for new residential units is based on standard density assumptions. The density for townhouses is assumed at 12 units per acre, with total land demand of two to three acres (Table 4). At an approximate density of 25 units per acre, apartments would have land demand of nine to 13 acres. In total, the incremental 2012-2025 residential land demand ranges from 11 to 16 acres.

Table 4: Housing Land Demand Activity Center, 2012-2025

	Land Demand	
Type	Low	High
Townhouse[1]	2	3
Multi-Family[2]	9	13
Total	11	16

[1] Assumes 12 units per acre.

[2] Assumes 25 units per acre.

Source: Kimley-Horn and Associates

RETAIL TRENDS AND FORECAST

This section analyzes recent retail trends in the vicinity of the Largo Trade Area. Based on that data, as well as household growth presented in the previous section, retail square footage and potential land demand are forecasted for the Largo Trade Area and LMAC through 2025.

Retail Trends

Similar to apartments, recent trends in retail have been provided by REIS for a pre-defined Submarket that most closely aligns with the Largo Trade Area. Retail trends are for all multi-tenant retail types, including regional, neighborhood, and community. Two REIS retail Submarkets were combined for the purpose of this analysis. They are roughly bounded by the Pinellas County boundary to the north, Tampa Bay to the east and south, and the Gulf of Mexico to the west.

Completion Trends

There was approximately 419,000 square feet of retail space completed in the Combined Submarket between 2008 and 2012. However, nothing has been completed in the last three years. As shown in Table 5, the Combined Submarket experienced negative net absorption in every year between 2008 and 2011. Positive net absorption occurred for the first time in five years in 2012 with the increase in occupancy of 131,000 square feet of retail space.

Table 5: Completions and Net Absorption Combined Submarket, 2008-2012

Year	Completions	Net Absorption	(Over)/Under Supply
2008	365,000	-9,000	(374,000)
2009	54,000	-248,000	(302,000)
2010	0	-138,000	(138,000)
2011	0	-57,000	(57,000)
2012	0	131,000	131,000
Total	419,000	-321,000	(740,000)
Ann. Avg.	83,800	-64,200	(148,000)

Source: REIS; Kimley-Horn & Associates

Vacancy Rate Trends

As shown in Figure 2: Combined Retail Submarkets, 2013, negative net absorption between 2008 and 2011 caused the vacancy rate in the Combined Submarket to increase gradually every year to a peak of 13.0% in 2011. Positive net absorption in 2012 caused the vacancy rate to improve to 12.3% at year-end.

Figure 2: Combined Retail Submarkets, 2013

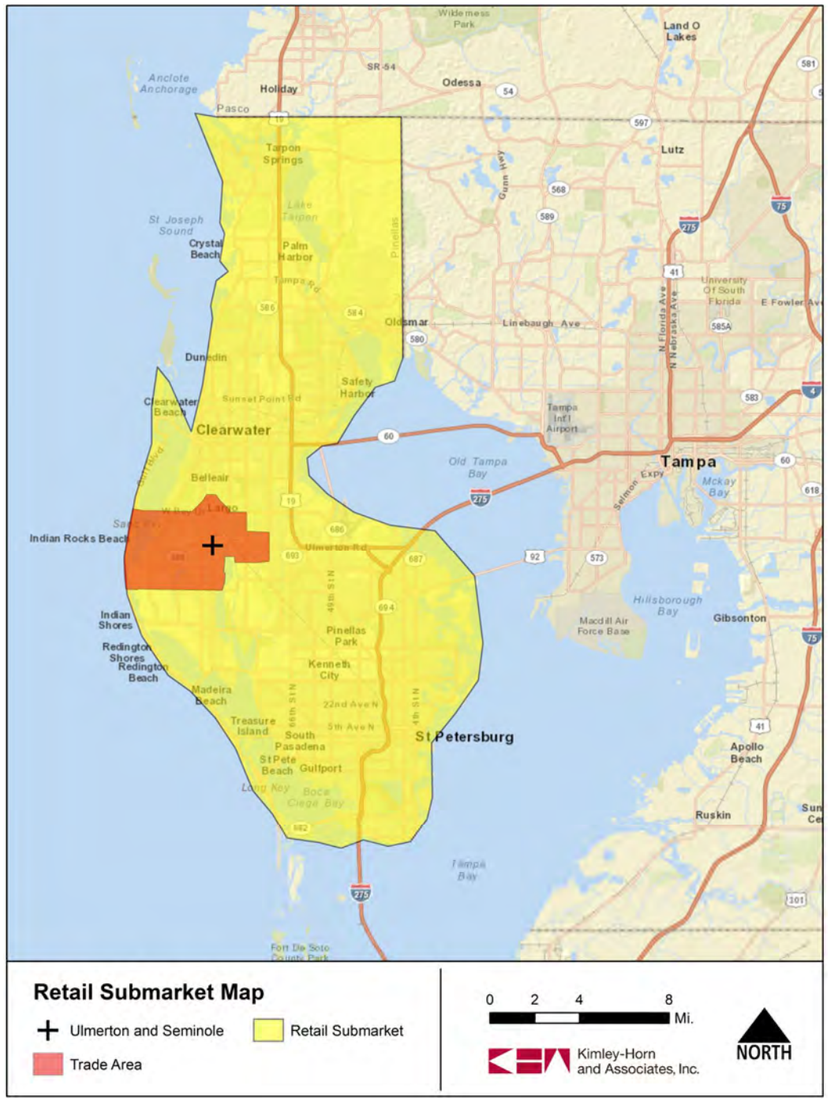
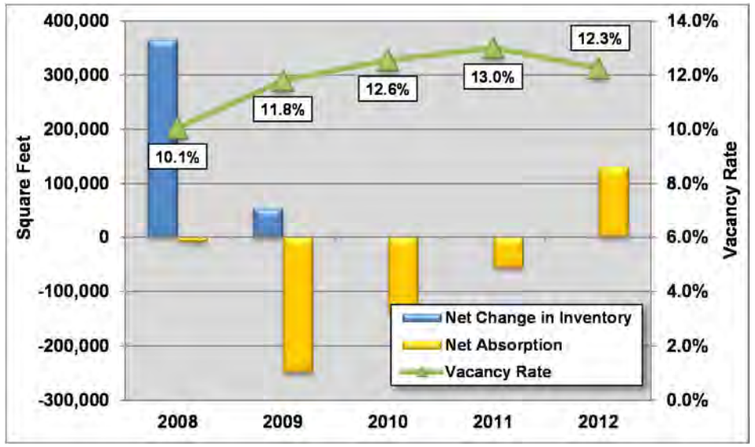
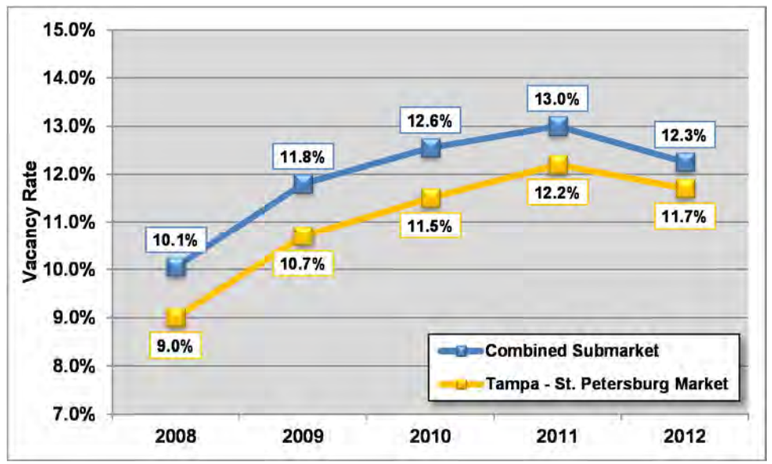


Figure 3: Vacancy Rate Trends, Combined Submarket, 2008-2012



The Combined Submarket followed a similar vacancy rate pattern to the larger Tampa-St. Petersburg Retail Market, with both geographies posting the highest vacancy rate in 2011, followed by improvement in 2012 (Figure 3). The Combined Submarkets, which includes all of the Largo Trade Area, has regularly posted higher vacancy rates than the larger Tampa-St. Petersburg Retail Market. The variance between the two geographies has typically been between 1% and 2%, due primarily to the greater presence of older centers in Pinellas County. The variance declined to 0.6% in 2012, with the Combined Submarket noting a more significant one-year annual improvement than the larger market.

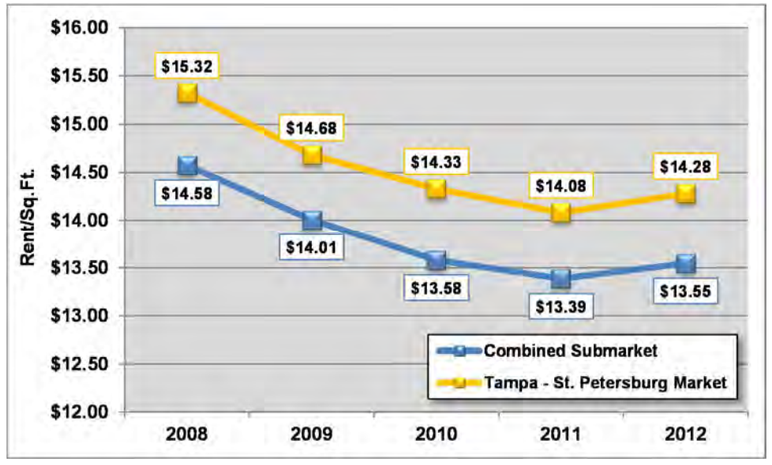
Figure 4: Comparison of Vacancy Rate Trends, 2008-2012



Rent Trends

Similar to the vacancy rate, the Combined Submarket and the larger Tampa-St. Petersburg Retail Market followed similar trend patterns over the last five years. As shown in Figure 5, both geographies experienced the lowest average rents per square foot in 2011, before improving in 2012. The Tampa-St. Petersburg Retail Market reported an average rent per square foot of $14.28 in 2012, 9.8% higher than $13.55 for the Combined Submarket. Again, this was attributable to the concentration of older centers constructed in the 1970s and 1980s in Pinellas County, and recent growth in the region focused in other Submarkets.

Figure 5: Comparison of Rent/Sq. Ft Trends, 2008-2012



RETAIL FORECAST METHODOLOGY

The 2012-2025 retail demand for the Trade Area was forecasted using the following method:

1. Calculating the Trade Area's total household income in 2012 and 2025 by applying the forecasted households to average income projections derived from ESRI trends.
2. Estimating the Trade Area's expenditure potential based on reported data that indicates the percentage of income spent on various retail goods and services.
3. Determining the Trade Area sales through 2025, taking into account leakage resulting from resident commuting patterns.
4. Estimating sales inflow from non-Trade Area residents, including those who work there, commuters, and seasonal sales capture.
5. Converting retail sales to square feet based on sales per square feet data by type of retail.

HOUSEHOLD AND INCOME FORECASTS

Household forecasts for the Largo Trade Area are based on residential projections, as presented in the previous section. It should be noted that this analysis assumes that household sizes will continue to decline, from 2.11 persons per unit between 2012 and 2018 to 2.07 post-2018. The decline in household size is expected to accelerate given the increase in retirees forecasted over the next decade. As shown in Table 6, the Trade Area is expected to increase by 1,260 new households through 2025.

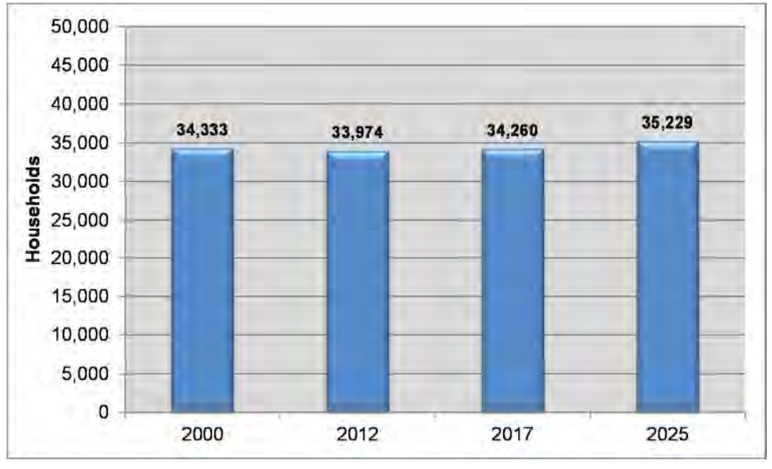
Table 6: Residential Forest Trade Area, 2012-2025

	2012	2025	2012-2025 Δ #	2012-2025 Δ %	2012-2025 Δ CAGR
Housing Units	41,690	42,790	1,100	2.6%	0.2%
Households	33,970	35,230	1,260	3.7%	0.3%
Population	71,810	72,920	1,110	1.5%	0.1%

Source: ESRI, Kimley-Horn & Associates

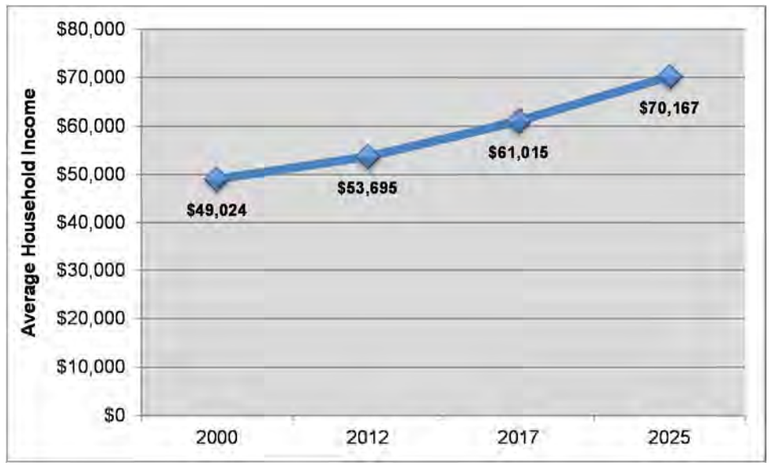
The Largo Trade Area is expected to have approximately 35,229 households by 2025, a 3.7% increase from 33,974 households estimated in 2012 (Figure 6). Population and households in the Trade Area will likely be constrained in the future due to the limited availability of developable land in and around the City of Largo. Based on feedback from the City, Largo is estimated to be 96% built-out, similar to overall Pinellas County.

Figure 6: Forecasted Households, Trade Area, 2012-2025



Retail demand forecasts generally rely on average household income, which is typically higher than the median household income statistics reported in Section 1.2. According to ESRI, the Trade Area had an average household income of $53,695 in 2012 (Figure 7). Based on income projections derived from ESRI trends, the Trade Area is expected to have an average household income of $70,167 by 2025, a 30.7% increase from 2012.

Figure 7: Forecasted Average Income, Trade Area, 2012-2025



RETAIL DEMAND

Trade Area

Based on the method outlined above, the Trade Area has a forecasted demand of approximately 212,300 square feet of net new retail space between 2012 and 2025 (Table 7). Detailed retail demand forecasts are provided in the appendix of this report. New retail demand could be accommodated in existing center vacancies, but also by redevelopment of existing structures. It is also possible that consumers would travel outside of the Trade Area if new supply is constrained by a lack of developable land. The 212,300-square-foot forecast measures demand for net new retail space. Building Material & Supply Dealers (14.7%), Supermarkets & Other Groceries (14.2%), and Food Services – Restaurants (13.1%) make up the largest growth categories for net new demand.

Table 7: Supportable Retail Square Feet, Trade Area, 2012-2025

Retail Category	Retail Demand (Sq.Ft.) 2012-2017	2017-2025	2012-2025 Change	% of Total
Building Material & Supply Dealers	10,560	20,570	31,130	14.7%
Supermarkets & Other Groceries	10,210	19,870	30,080	14.2%
Food Services - Restaurants	9,450	18,400	27,850	13.1%
Other General Merchandise Stores	7,040	13,700	20,740	9.8%
Pharmacies & Drug Stores	5,780	11,250	17,030	8.0%
Clothing Stores	4,870	9,490	14,360	6.8%
Discount Department Stores	3,830	7,450	11,280	5.3%
Department Stores	2,560	4,990	7,550	3.6%
Electronics & Appliances	2,300	4,480	6,780	3.2%
Furniture Stores	2,220	4,330	6,550	3.1%
All Other	13,220	25,730	38,950	18.3%
Total	**72,040**	**140,260**	**212,300**	**100.0%**

Source: Kimley-Horn and Associates

It should be noted that this analysis utilizes standard sales inflow amounts for non-Trade Area residents, including those who work there, commuters, and seasonal sales capture. However, it is possible that the Largo Trade Area would have higher shares due to proximity to the beaches. Data provided by Visit St. Petersburg/Clearwater will be analyzed for the final report to refine the forecast and potentially adjust the inflow assumptions. Although the adjustment is unlikely to substantially modify the demand forecasts, the forecast presented here should be considered a conservative measure.

Another important consideration is that the demand exhibited for specific categories in Table 7 could be insufficient to support a new store. An example is the 6,780 square feet for Electronics and Appliances. That could limit the amount of new retail that ultimately gets built or absorbed.

Largo Mall Activity Center (LMAC)

The Largo Mall Activity Center is the primary retail node for the larger Trade Area. For this analysis, a 40%-65% capture of the Trade Area demand has been applied for the Activity Center. This reflects the concentration of existing retail around the Largo Mall, and consistent stakeholder input that the intersection of Ulmerton Road and Seminole Boulevard is “ground zero” for Trade Area retail. Based on the prescribed capture rates, the Largo Mall Activity Center has demand for approximately 85,000 to 140,000 net new square feet of retail between 2012 and 2025 (Table 8).

Table 8: Retail Land Demand Activity Center, 2012-2025

Scenario	2012-2025 Forecast (Sq.Ft.)	Land (Acres)
Low	85,000	8
High	140,000	13

Source: Kimley-Horn and Associates

Land demand is based on a floor area ratio (FAR) of 0.25, which is a typical industry standard for retail development. Applying the assumed FAR to the forecasted 2012-2025 net square footage for the Activity Center equates to a land demand of approximately eight to 13 acres through 2025. This acreage could be accommodated in horizontal multi-use and vertical mixed-use developments.

OFFICE TRENDS AND FORECAST

This section forecasts office square footage and potential land demand for the Largo Trade Area and LMAC through 2025. Future office demand is based on employment forecasts as presented below.

Office Trends

Recent office trends have been provided by a third-party data source, REIS, for a pre-defined Submarket that most closely aligns with the Largo Trade Area. The REIS Office Submarket, referred to as the Gateway/Mid-Pinellas Submarket, is roughly bounded by Tampa Bay to the east, Park Boulevard North to the south, the Gulf of Mexico to the west, and East Bay Drive to the north. A comparison of the two geographies has been provided on Figure 8.

Completion Trends

There were no new multi-tenant office building completions in Gateway Submarket between 2008 and 2012 (Table 9). Net absorption was negative in three of the five years analyzed, with positive measures in 2010 and 2011. Overall, the Submarket experienced a five-year oversupply of 482,000 square feet of multi-tenant office space.

Table 9: Completions and Net Absorption Gateway Submarket, 2008-2012

Year	Completions	Net Absorption	(Over)/Under Supply
2008	0	-272,000	(272,000)
2009	0	-366,000	(366,000)
2010	0	11,000	11,000
2011	0	164,000	164,000
2012	0	-19,000	(19,000)
Total	**0**	**-482,000**	**(482,000)**
Ann. Avg.	**0**	**-96,400**	**(96,400)**

Source: REIS; Kimley-Horn & Associates

Vacancy Rate Trends

As shown in Table 9, the multi-tenant office vacancy rate in the Gateway Submarket peaked in 2009 at 31.1% following two years of negative net absorption. The Submarket reported a vacancy rate of 27.0% at year-end 2012, slightly improved from the peak following the 2007-2009 Recession, but still considerably higher than a stabilized industry standard of 10%-12%.

Figure 8: Gateway/Mid-Pinellas Office Submarket, 2013

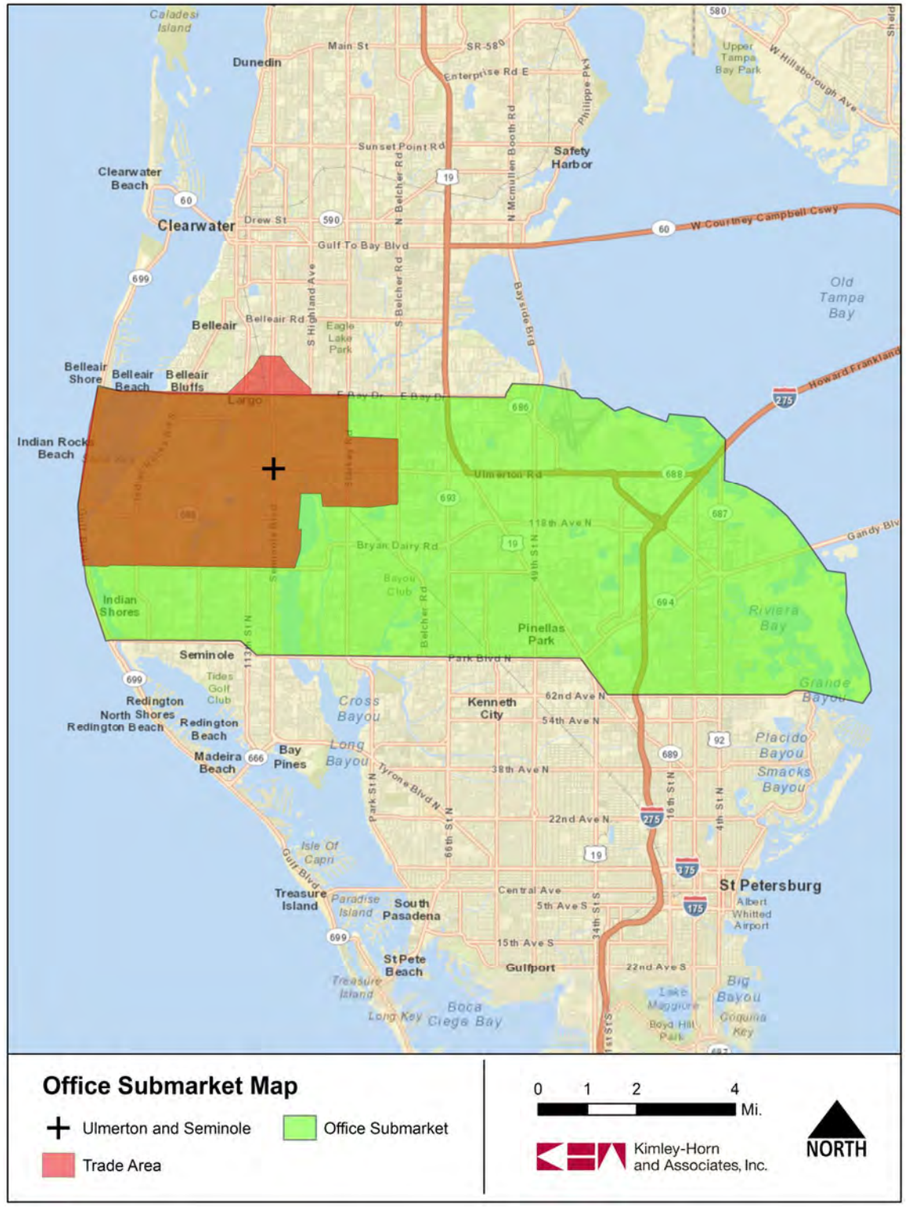
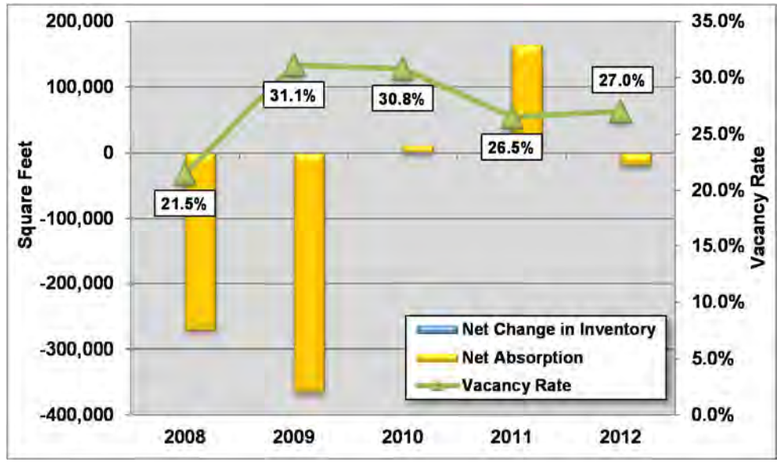
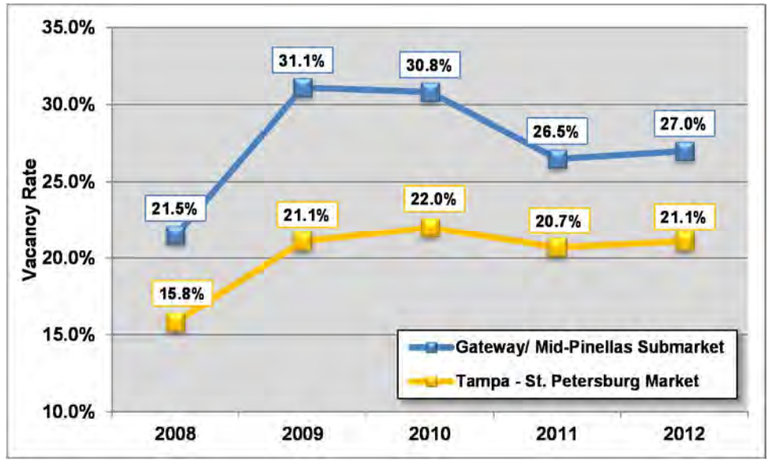


Figure 9: Vacancy Rate Trends, Gateway Submarket, 2008-2012



As shown in Figure 9, the Gateway Submarket has reported significantly higher vacancy rates than the larger Tampa-St. Petersburg office market since at least 2008. However, the Gateway Submarket improved from a peak of 31.1% in 2009 to 27% in 2012, while the overall Tampa-St. Petersburg market remained static at roughly 21%-22%.

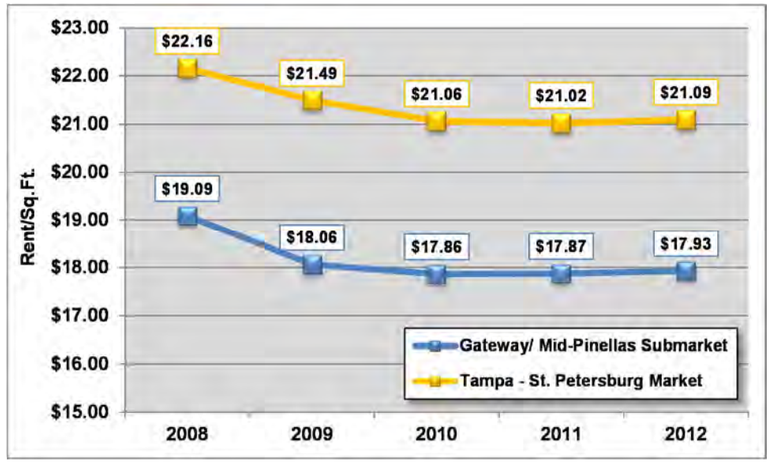
Figure 10: Comparison of Vacancy Rate Trends, 2008-2012



Rent Trends

The Gateway Submarket reported an average rent of $17.93 per square foot in 2012, a decline of 6.5% from $19.09 in 2008. The declining rent is directly related to high vacancy rates and concessions offered to fill available spaces. The Tampa-St. Petersburg office market reported a similar trend, with a reported peak of $22.16 per square foot in 2008, declining to $21.09 in 2012. The regional office market has consistently been 16%-18% higher than the Gateway Submarket.

Figure 11: Comparison of Rent/Sq. Ft. Trends, 2008-2012



OFFICE OCCUPYING EMPLOYMENT FORECAST

To forecast the increase in office-occupying employment, office shares were applied to each industry projection, as previously demonstrated in the base employment forecast. Finance and Insurance, Professional and Business Services, and Real Estate and Rental and Leasing have the highest shares of office-occupying employment, ranging from 85% to 95%. Pinellas County is forecasted to have an increase of 29,495 office-occupying employees, or 23.6%, between 2012 and 2025 (Table 10).

Table 10: Office Occupying Employment Forest, Pinellas County, 2012-2025

Industry	Office Share	2012	2025	2012-2025 Δ #	2012-2025 Δ %
Agriculture Forestry Fishing & Hunting	5.0%	5	5	0	3.6%
Mining	5.0%	2	2	0	5.4%
Transportation, Warehousing, and Utilities	15.0%	1,064	1,186	121	11.4%
Construction	10.0%	1,694	1,896	203	12.0%
Manufacturing	5.0%	1,526	1,546	20	1.3%
Wholesale Trade	15.0%	1,878	2,159	280	14.9%
Retail Trade	10.0%	5,023	5,648	626	12.5%
Information	30.0%	2,188	2,314	126	5.7%
Finance and Insurance	80.0%	16,558	19,365	2,807	16.9%
Real Estate and Rental and Leasing	70.0%	5,515	6,274	760	13.8%
Professional and Business Services	75.0%	43,719	60,171	16,452	37.6%
Educational Services	25.0%	5,954	7,124	1,169	19.6%
Health Care and Social Assistance	30.0%	20,462	25,393	4,931	24.1%
Arts Entertainment and Recreation	15.0%	1,168	1,462	294	25.2%
Accommodation and Food Services	10.0%	4,028	4,496	469	11.6%
Other Services	25.0%	2,872	3,075	203	7.1%
Public Administration/Government	60.0%	11,521	12,554	1,034	9.0%
Total		**125,175**	**154,670**	**29,495**	**23.6%**

Sources: FDEO; Woods & Poole; Kimley-Horn and Associates

Office Demand Forecast

Forecasted office-occupying jobs have been used to estimate demand for square footage and land. National trends indicate a declining amount of office space per employee. Estimates for office demand are based on a 200-square-foot per employee average between 2012 and 2025.

Pinellas County

Pinellas County, including the job centers of St. Petersburg and Clearwater, is forecasted to add approximately 29,495 new office jobs between 2012 and 2025. At an average space per employee of approximately 200 square feet, this equates to demand of 5.8 million square feet of net new single- and multi-tenant office space between 2012 and 2025. It should be noted that much of the 5.8 million square feet could be accommodated in currently vacant space. While no office vacancy rate is available for Pinellas County, it likely mimics the larger Tampa-St. Petersburg market at approximately 20% to 25%. A significant share of Pinellas County's office space is also in single tenant or corporate facilities.

Trade Area

The Gateway Submarket has experienced no new multi-tenant office construction over the last five years. This would indicate a relatively low capture of the Pinellas County demand forecast of 5.8 million square feet. Assuming a 5% capture, the Largo Trade Area, defined roughly as a five-minute drive time from the intersection of Ulmerton Road and Seminole Boulevard, could generate demand of approximately 295,000 square feet of net new office space between 2012 and 2025. Most of the demand would be driven by health care and professional services. Similar to the residential and retail demand forecasts, new office construction in the Trade Area will be limited by the amount of available developable land. As stated above for Pinellas County, demand will also locate in currently vacant space; the Gateway Submarket is 27% vacant.

Largo Mall Activity Center (LMAC)

This analysis assumes an Activity Center capture rate of 15% to 20% between 2012 and 2025. The low capture rate is due to the higher rents commanded by retail in and around the Largo Mall, as well as the limited availability of vacant developable land in the City of Largo. In total, the Activity Center is expected to have a demand for between 45,000 and 60,000 square feet of office space through 2025 (Table 11).

Table 11: Office Land Demand Activity Center, 2012-2025

Density Assumption	2012-2032 Forecast (Sq.Ft.)	2012-2032 Land (Acres)
Low	45,000	3
High	60,000	5

Source: Kimley-Horn and Associates

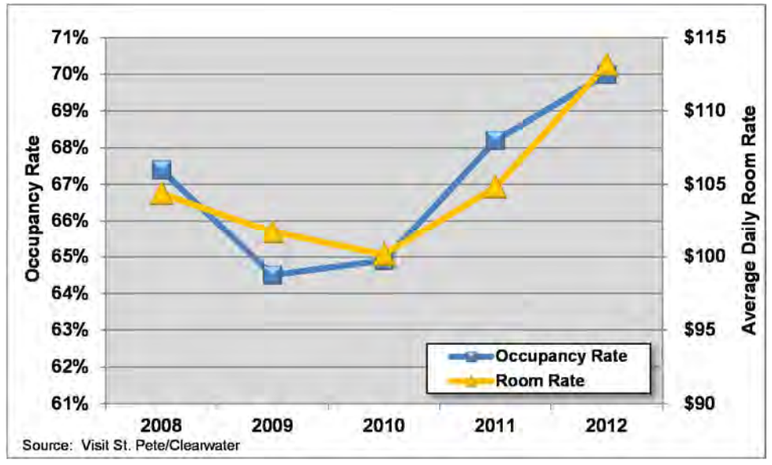
Similar to retail, land demand for office is based on an industry standard floor area ratio (FAR) of 0.30. Applying the assumed FAR to the forecasted 2012-2025 square footage equates to an office land demand of approximately three to five acres through 2025.

HOTEL TRENDS AND FORECAST

Hotel Trends

As demonstrated in Figure 12, hotel occupancy rates in Pinellas County fell from 67.4% in 2008 to 64.5% in 2009, but then recovered to 70% in 2012. This 5.1% increase indicated a strong rebound in travel and tourism following the 2007-2009 Recession. Similar trends have been noted nationally and regionally, but the improvement in Pinellas County is particularly important because of the presence of Gulf Coast beach resorts and a heavy reliance on tourism.

Figure 12: Hotel Occupancy Rate and Daily Room Rates, 2008-2012



Similar to occupancy rates, average daily room rates fell to a five-year low of $100 per night in 2010. Average room rates should mimic the pattern of the occupancy rate, but lag approximately one- to two-years behind as hotels adjust for lower occupancy. As hotel occupancy in Pinellas County improved between 2010 and 2012, the average daily room rates also increased. The average daily room rate in 2012 was $113 per night, the highest in the last five years.

Hotel Demand Forecast

Hotel occupancy and rate trends are finally indicating development potential in Pinellas County. Typically, a 70% occupancy rate is generally needed to support room expansion. While the $113 average daily rate is too low to attract a limited-service hotel, the most recent 2012 measure for facilities with more than 100 rooms was more conducive to development at $146.

The Trade Area could attract two to three new limited-service hotels between 2012 and 2025, focused along and near the beaches. While the LMAC is not competitively positioned for hotel, due to a lack of waterfront and limited employment, one facility could emerge as part of a larger multi-use redevelopment, particularly if outparcels are available

SECTION 4:
LARGO MALL ACTIVITY CENTER VISION AND DEVELOPMENT STRATEGIES

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SECTION 4 - LARGO MALL ACTIVITY CENTER VISION AND (RE)DEVELOPMENT STRATEGIES

INTRODUCTION

The following recommendations (strategies) identify potential implementation and (re)development strategies to build upon the prior successes and establish stable support for the projected future market for this area. These strategies reflect community input through targeted stakeholder interviews and prioritization developed in concert with the City and County on desired local (re)development initiatives. The urban form and land use strategies outlined in this section are in support of the LMAC's "Vision" (Figure 1) developed for this plan. These guidelines are intended to outline the established urban form standards through which a variety of spaces and places can come together to define a unified community character. The specific design guidelines and recommended land development regulations are to be followed when development and redevelopment occurs within the LMAC.

THE VISION

The intent of this planning concept is to develop a mixed-use area comprised of retail, professional and medical office space, multi-family residential areas, services, and restaurants. Although the area has developed in a suburban development pattern and oriented towards vehicular movements, further auto-centric uses and development patterns are discouraged in order to improve the area's multi-modal opportunities. Future development should be designed to promote a unique character of the LMAC, focusing on the building of connected, context sensitive streets, sidewalks, and the placement and design of new buildings.

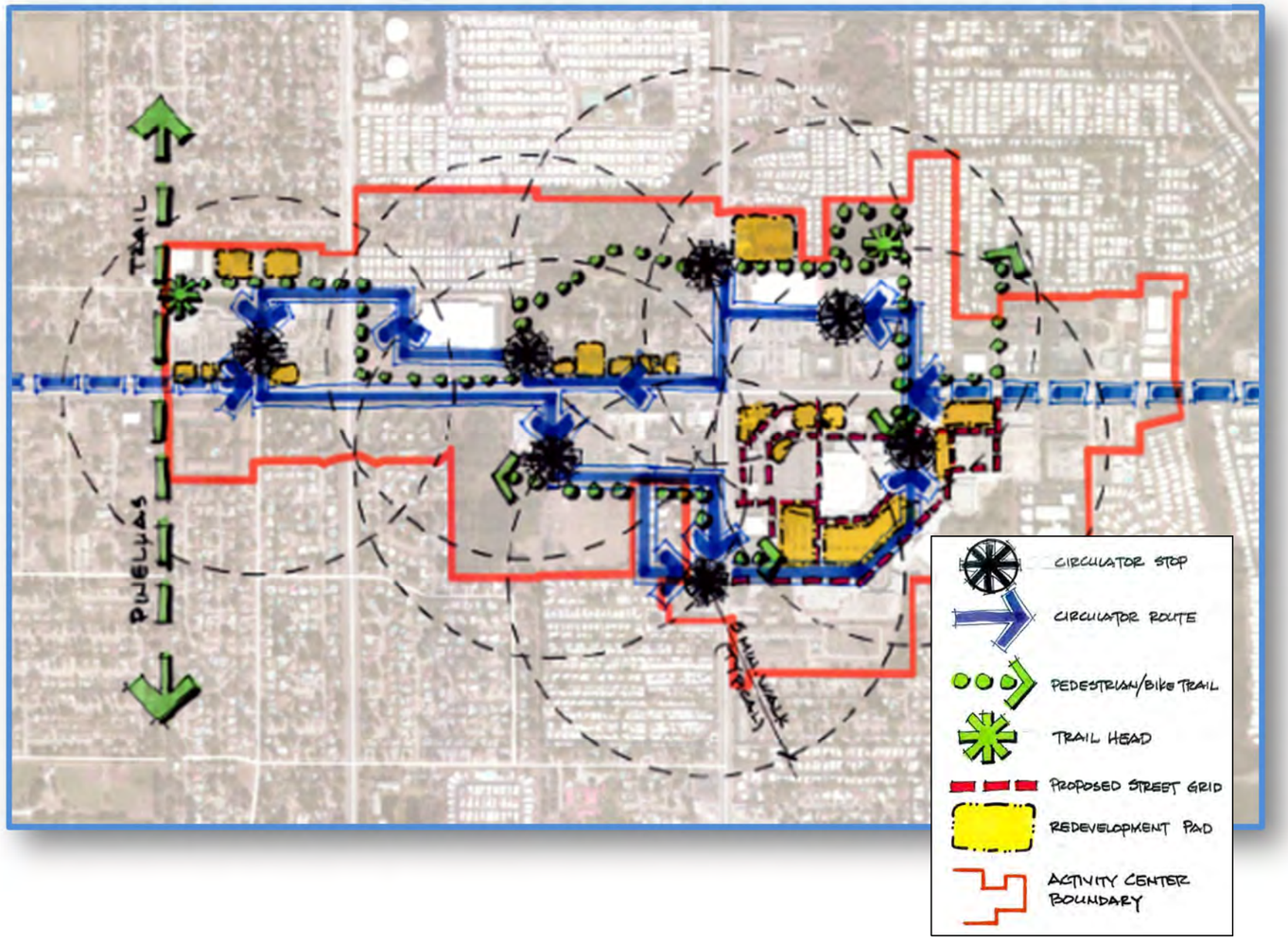
While it was identified in the existing conditions section of this plan that vacant properties are limited within the LMAC, there are several underdeveloped properties within the proposed overlay district that could serve as future development and/or redevelopment sites. Figure 1 highlights some of those redevelopment opportunities within the LMAC.

To transform the Activity Center into a cohesive district, walkability standards (typically 5 minutes) have been overlaid (shown as black dotted circles in Figure 1) to suggest an introduction of other connectivity resources. The possibility of incorporating a local circulator within the LMAC (shown as a solid blue line in Figure 1) to tie the major retailers, employment hubs and residential developments together was also discussed.

There are also several underutilized sites that were identified along the major corridors and within the Largo Mall specifically. These sites, shown in yellow in Figure 1, developed under the standards addressed within this section will assist in reshaping and developing the urban edge, and development pattern defining the character of the LMAC.

Based on the limited amount of properties viable for redevelopment within the SAP (approx. 23 acres total), redevelopment of existing properties and better utilization of existing facilities will be necessary to achieve the City's long term buildout of residential and non-residential parcels. The following pages breaks the LMAC development concept into quadrants, around the Ulmerton and Seminole intersection to provide detail on the identified opportunities for connectivity, open space and redevelopment within the LMAC.

Figure 1: Identified Redevelopment Opportunities



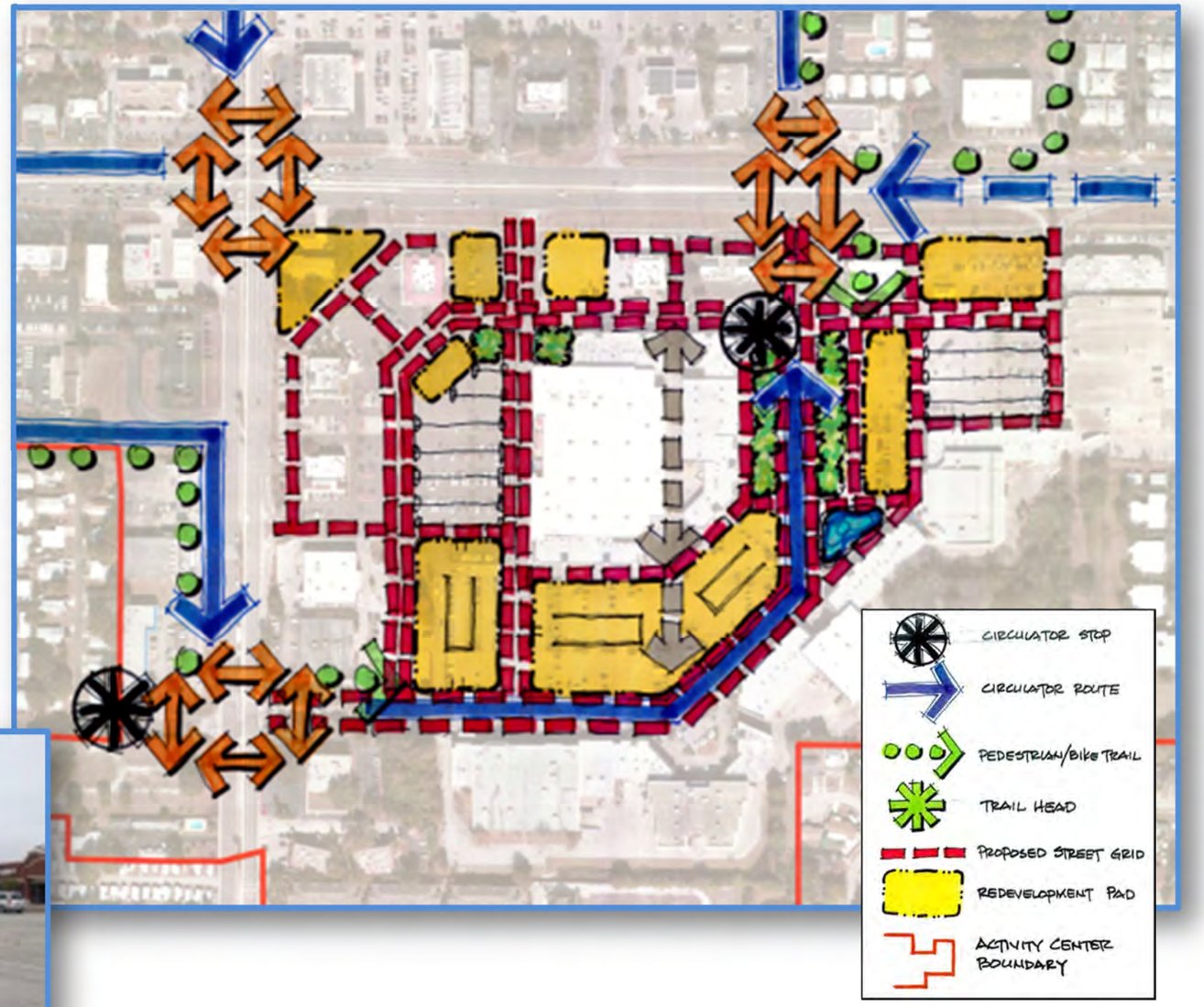
The LMAC Southeast Quadrant

As the highly visible and recognizable development within the LMAC, the Largo Mall through a re-positioning opportunity could facilitate the largest contribution to LMAC transformation. The property's largest land partners, Target, Albertsons and the Mall (Weigarten Properties) have an opportunity to collectively re-evaluate their parking resources against their consumer demands in conjunction with the City of Largo's recently approved Parking Standards to bring additional development to the Center. The increased intensities and densities afforded with the LMAC overlay coupled with strategically located structured parking, woven within the commercial and/or residential offerings, bring together the components of a true" lifestyle" center. Well-proportioned streets with parallel parking, landscape medians and activated ground floor tenant mix will transform the "Mall" to a "Main Street". Open parking lots along the Ulmerton corridor redeveloped to address the street with improved landscape & streetscape finishes will signal to the motorist that they have arrived at a destination. The southeast corner of Ulmerton Road and Seminole Blvd will visually anchor the new "lifestyle" center for thousands of motorist and would be appropriate for the professional office needs the Market Assessment has identified. Improved pedestrian intersections at all major access points, especially across Ulmerton Road and Seminole Blvd along with the integration of a local circulator to the employment hubs (like the Sheriff's Center due west) will add to the economic viability of a mall transformation.

Figure 3: Underutilized parking areas within Largo Mall

Figure 4: Existing underutilized parking at the Largo Mall

Figure 2: LMAC Southeast Quadrant



The LMAC Northeast Quadrant

The properties that line the Ulmerton corridor are fairly developed, but over time could benefit from the site orientation standards with street facing buildings and rear parking. The new parking standards reductions and joint operational agreements between major retailers in this quadrant could create additional development opportunities and needs for higher intensities development. The improved pedestrian and proposed circulator, support the unity of the district. The other strengths in this quadrant are the residential communities of Sugar Creek and Honeyvine Park. These communities offer the patronage to the commercial endeavors of the LMAC and therefore strengthen the demand of connectivity. Additional green space or open space can be obtained by re-purposing the retention pond north of the retail chains into a park-like setting with a trail and pavilion or sheltered seating components. This new open space can be part of a larger trail system that ties to the larger Pinellas Trail to the west, offering a healthy lifestyle component to the attractiveness of the district as a complete community. Finally, the underutilized and vacant parcel behind the western large retailer of this quadrant has tremendous frontage along Seminole Blvd and therefore serves as a prime candidate for redevelopment expanding either the retail uses or the adjacent residential uses.

Figure 5: LMAC Northeast Quadrant

The LMAC Northwest Quadrant

The north side of Ulmerton Road, west of Seminole Boulevard poses the greatest opportunity to redevelop the corridor as an urban edge. Several sites are currently underutilized having the tremendous visibility afforded by the high traffic counts at their frontage. The properties directly across from the new Sherriff's Center, (a major employment hub in the district) can provide support services through food and beverage, financial institutions, health providers or other professional services. Further west, the redevelopment of the Pinellas County Housing Authority property for the new Pinellas Heights Senior Housing complex will bring additional patrons to the corridor, and the State Office Building provides another employment hub to the district. The frontage properties of these entities are vastly underutilized and can take advantage of the City's new parking standards to reposition these parcels into revenue generating sites. Redevelopment of these sites, by nature of their contiguous layout, will help to tie the western and eastern portions of Ulmerton Road as the standards laid out in this document (development pattern, urban form, streets, public realm etc.) are implemented.

The other opportunity in this quadrant is the redevelopment of the Briarwood Village into market rate residential units, spurring the economic vitality for the LMAC. This residential community will also provide an opportunity to continue the proposed trail system within the development as a link to the Pinellas Trail and proposed trail head at Gooden Crossing. The trail route would tie to the circulator stop proposed at the major big box retailer. The possible new frontage development sites at the PCHA and State Office Complex would also be served by the circulator. The circulator could also0 potentially be a regional access to communities to the west in the Greater Ridgecrest Area.

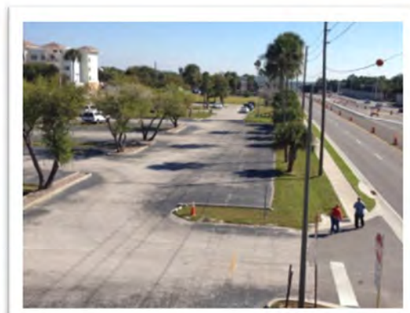
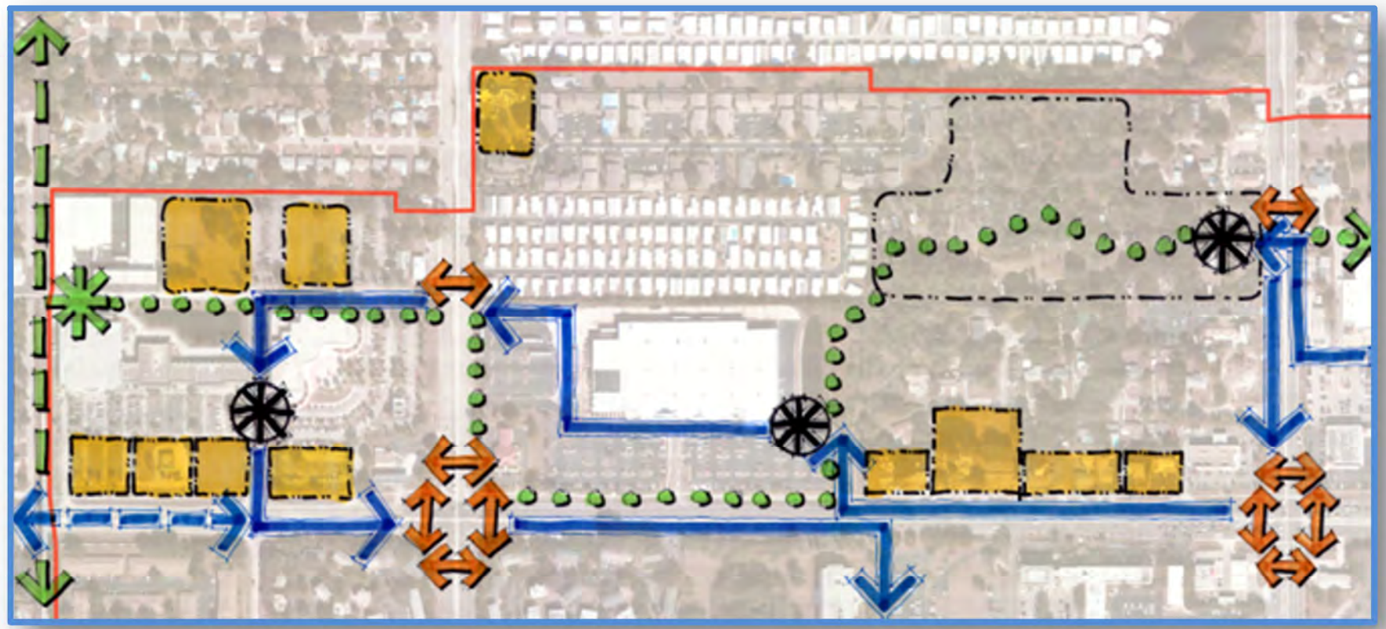
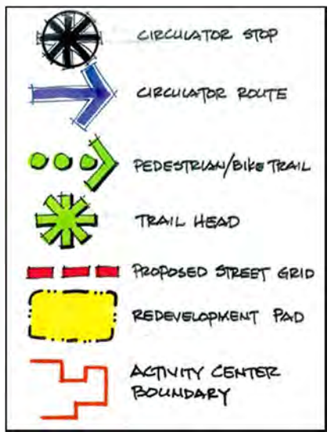


Figure 6: LMAC Northwest Quadrant



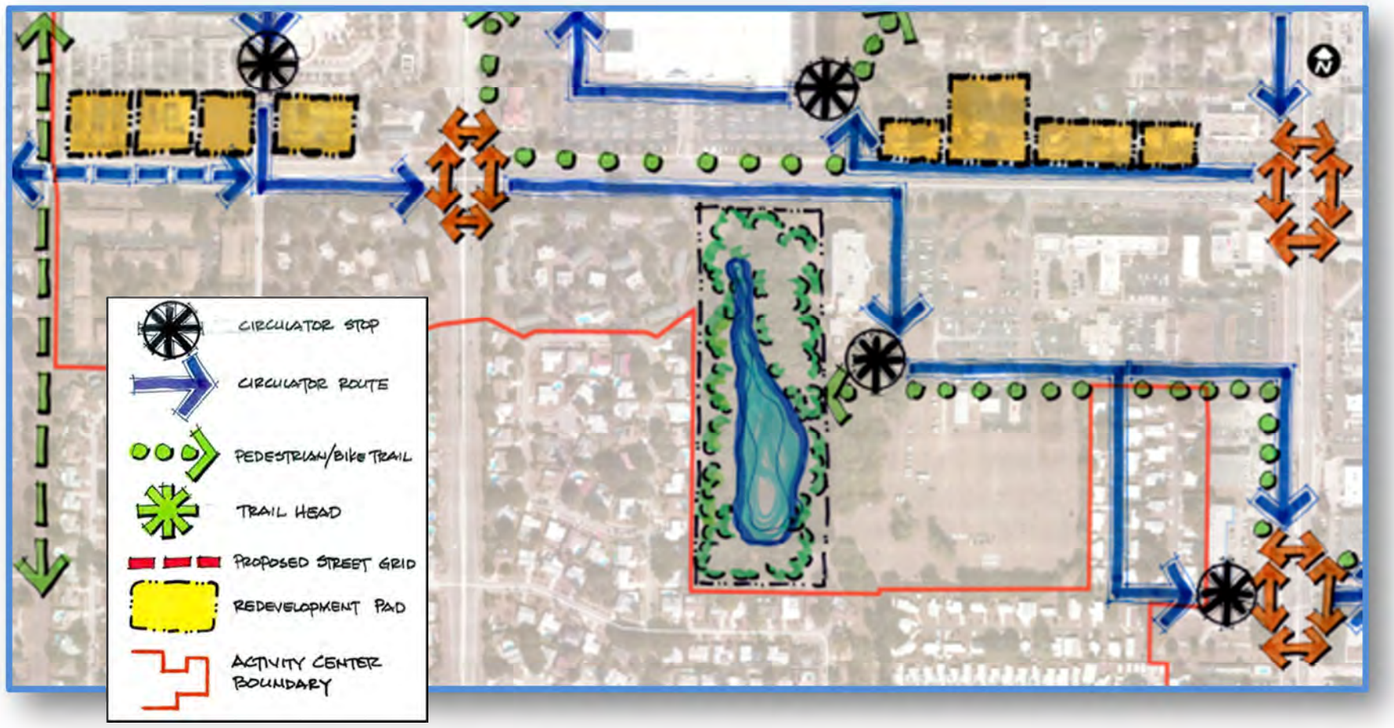


The LMAC Southwest Quadrant

Of the quadrants, the southwest has the most stable and highest utilized property along the corridors. The sound walls erected either side, west of Ridge Road are unfortunate, and provide very little opportunity for a safe and rewarding pedestrian experience. Therefore the focus has been to enhance the north side of the Ulmerton Road Corridor with appropriate development and streetscape experiences. The advantages on the south side of Ulmerton come in the opportunity to transform the retention pond within the Sheriff's Center Complex into a park or open space with linkages to connect to the Pinellas Trail, as well as to the east to the Largo Mall. Properties across Seminole Boulevard at Lark Road require improved pedestrian facilities.

Figure 8: Construction along Ulmerton Road

Figure 7: LMAC Southwest Quadrant



The redevelopment of the Twedts bowling property (Figure 9) will create additional commercial activity as well as rejuvenate a tired frontage property along Seminole Boulevard. These improvements will further the goals to create the character and feel of a vibrant lifestyle center with active, safe feeling corridors, walkable connected districts for employment, retail and residential.

Figure 9: Twedts Bowling property

Figure 10: New Sheriff's Center Complex

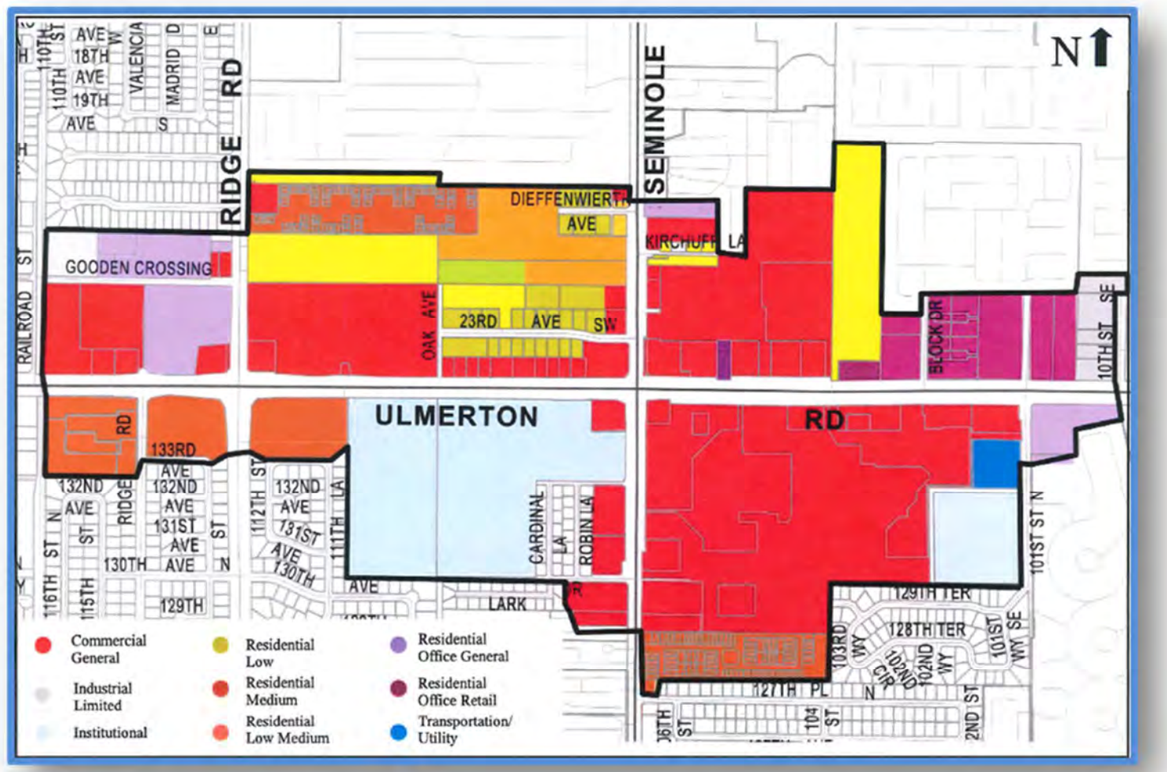
DEVELOPMENT STRATEGIES

Land Use Strategies

To create active and vibrant communities, a variety of uses and patrons are important for economic sustainability, extension of the hours of activities and maximizing opportunities for interaction. The market study of the Trade Area that serves the LMAC shows there are increasing demands for a mix of uses ranging from additional retail, professional office or workplace needs, and a variety of housing opportunities. Location of in-fill development to create continuity of the Urban Form supporting street activity will knit the Center together encouraging continued density and higher intensity uses for the larger tract developments. These market forces have the potential to create a +/-18 hour Center, seven days a week, if the uses are balanced, distributed and connected through thoughtful and coordinate strategies of mobility.

The principles for mixed use developments are to reduce demands for multiple vehicular trips, minimizing the demands on local and regional road networks, reduce parking requirements through shared resources, increase demand for transit as patron draws are increased to a specific location, and create "walkable" Centers promoting healthier lifestyles while increasing safety through greater visibility with "eyes on the streets".

Figure 11: City of Largo Future Land Use Designation within LMAC



Existing Allowable Uses within the LMAC

The following is a list of the designated future land uses, by the City within the LMAC. Figure 11 is a map of the designated future land use categories bulleted below. Changes to the allowable uses within each land use designation will not change with the adoption of this plan.

- Commercial General (CG)
- Commercial Neighborhood (CN)
- Institutional (I)
- Industrial Limited (IL)
- Residential/Office/Retail (R/O/R)
- Residential/Office General (R/OG)
- Residential Estate (RE)
- Residential Low (RL)
- Residential Low Medium (RLM)
- Residential Medium (RM)
- Residential Urban (RU)
- Transportation/Utility (T/U)

For details on the allowable uses for each land use refer to Chapter 4 of the City of Largo's Comprehensive Development Code (CDC).

Proposed Development Bonuses

The objective of the LMAC overlay is intended to provide for a higher quality, including density and intensity, form of development that can serve multiple modes of transportation and promote compact, walkable development exceeding the City's minimum development standards. The adoption of the activity center overlay is intended to provide flexibility within the district to allow development to have higher densities and intensives of up to two times its current allowable dwelling units per acre (du/ac) and floor area ratio (FAR), but not to exceed 30 du/ac or a FAR of 1.1. Table 1 provides an outline of the existing and proposed allowable development thresholds per land use within the LMAC. Properties within the LMAC are not required or expected to be developed to the maximum allowable du/ac or FAR as some properties may be restricted due to site location.

Table 1: Existing and Proposed Development Thresholds

	Current Max		Proposed Max	
FUTURE LAND USE CATEGORIES	**D/U per Acre**	**FAR**	**D/U per Acre with Overlay**	**FAR with Overlay**
Commercial General (CG)	24.0	0.55	30.0	1.1
Commercial Neighborhood (CN)	10.0	0.4	20.0	0.8
Institutional (I)	12.5	0.65	25.0	1.3
Industrial Limited (IL)	-	0.65		1.3
Residential/Office/Retail (R/O/R)	18.0	0.4	30.0	0.8
Residential/Office General (R/OG)	15.0	0.5	30.0	1.0
Residential Estate (RE)	1.0	0.3	2.0	0.6
Residential Low (RL)	5.0	0.4	10.0	0.8
Residential Low Medium (RLM)	10.0	0.5	20.0	1.0
Residential Medium (RM)	15.0	0.5	30.0	1.0
Residential Urban (RU)	7.5	0.4	15.0	0.8
Transportation/Utility (T/U)	-	0.7		1.1

Properties/projects which provide design and development elements consistent with the Largo Mall Activity Center overlay standards contained within Comprehensive Development Code (CDC) are entitled to realize additional density and/or intensity to the thresholds identified by Table 1 of this plan. These standards are intended to enhance the function of new development, minimize community impacts associated with such uses, meet the mobility goals of the Special Area Plan and improve the visual appearance/cohesiveness of all new uses.

Urban Form Strategies

The creation and definition of a community, Activity Center or place comes from the contextual setting established by its boundaries or edges, the spatial framework that forms the contrast from solid and void. Great public streets and public spaces are born from great building form, creating the "outdoor rooms" that spawn community interaction.

Planning and Urban Design Principles

This section of the development strategies provides recommendations on the specific urban design principles and urban form strategies to be incorporated into future development within the LMAC. The five planning and urban design principles integrated into the design guidelines of this plan are:

1. Connectivity
2. Site Orientation
3. Public Realm Enhancements
4. Ground Floor Design and Use
5. Transition to Neighborhoods

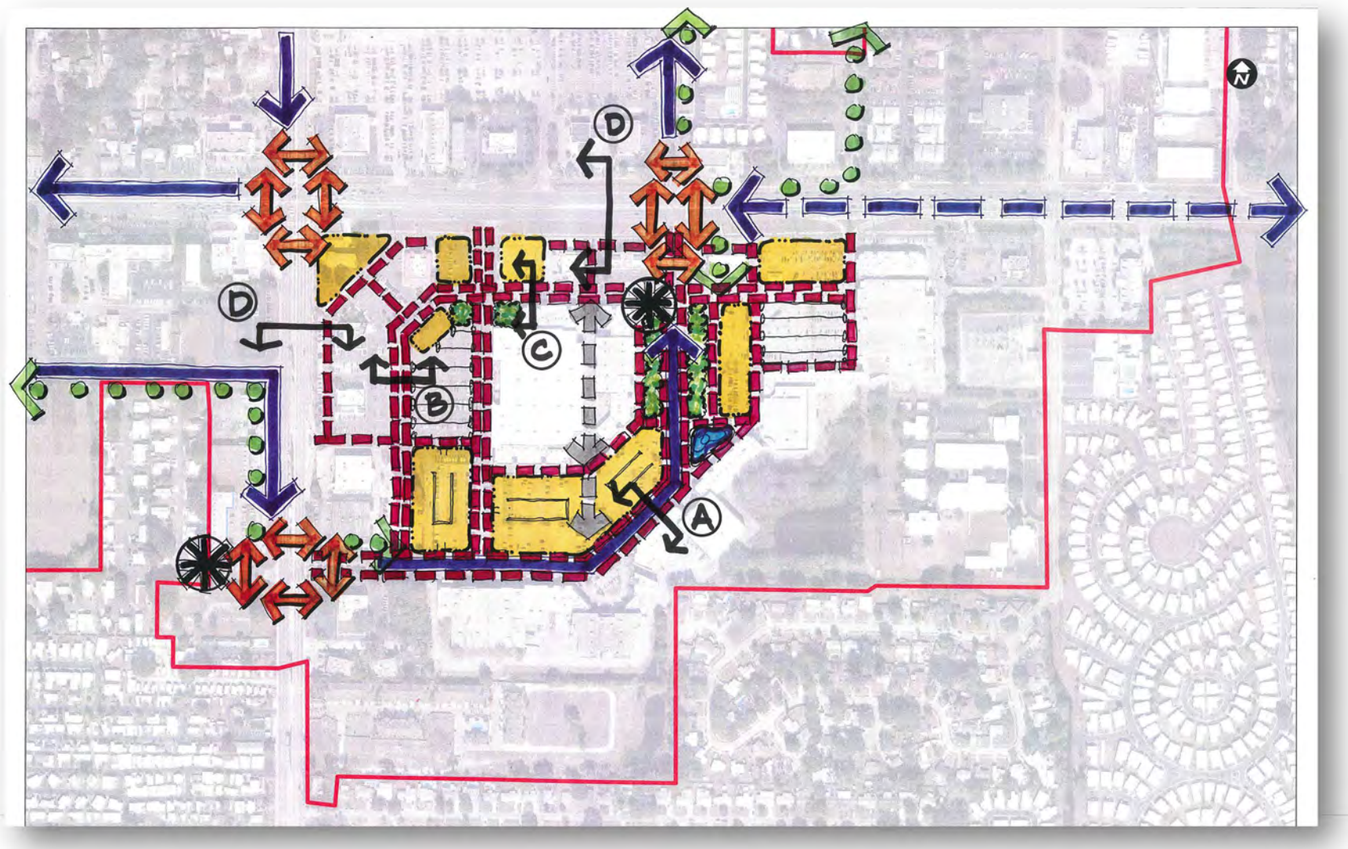
These principles are achieved through consideration of specific design and development standards which further the City's intent and goal for the area. Specifically, the SAP furthers these principles through the Plan's Key Objectives identified in Section 1, as follows:

- Create an identity for the Activity Center;
- Transition from 'Mall' to Main Street, creation of a Lifestyle Center;
- Integrate use of vertical mixed uses in addition to horizontal;
- Improve mobility access and connections for all modes (bike/ped/transit/vehicle);
- Plan an Activity Center that is complementary to the surrounding areas.

Urban Form Templates

Each of the planning objectives are addressed through a series of urban form templates that provide visual examples of how to integrate the guiding planning and urban design principles into new developments. Figure 12 provides an overview of the sample areas selected to demonstrate the application of these design principles required to be applied to new developments within the LMAC. The Urban Form Templates are designed to be applied to all applicable sites within the Activity Center.

Figure 12: Urban Form Template Overview



Template Key

A – Main Street Template

B – Parking Frontage Template

C – Commercial Frontage Template

D – Arterial Gateway Template

Urban Form Template – Main Street

The main street urban form template is to be applied to the corridors within developments that will run along the main corridors that connect the main gateways or entrances into a site. An example cross section for a main street corridor is shown in Figure 14.

Figure 14: Main Street Template

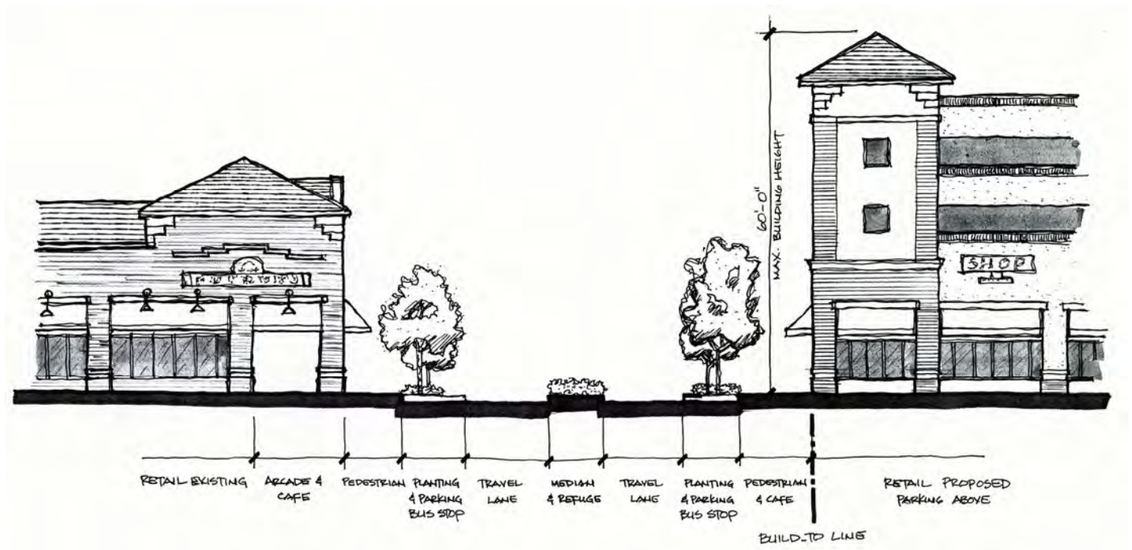


Figure 13: Existing main corridor entrance into Largo Mall

The proposed cross section for the main street corridors addresses the five planning and urban design principles as detailed below.

1. Connectivity – The existing main corridors into the Largo Mall, as shown in Figure 13 create disconnect between uses as development is only along the outside perimeters and is separated by large surface parking lots. Transportation and mobility strategies within this plan provide the framework for connectivity at all levels within the LMAC. The integration of a main street theme within the existing right-of-way will support the inclusion of mixed-uses.
2. Site Orientation – The existing layout of the Largo Mall was developed around the use of the vehicle. The proposed main street theme encourages the use of median separations between travel lanes, allowing pedestrians a buffered refuge when crossing between establishments. Recommendations are provided which bring buildings closer to the public or private right-of-way instead of the existing suburban development pattern where buildings are set back from the roadways and separated by large customer parking fields.
3. Public Realm Enhancements – Pedestrian and multi-modal connections have been given prominence in the SAP in order to discourage the use of automobiles and/or development patterns built around vehicular movements. Specific recommendations within this section expand on the characteristics associated with development of "Streets", "Parking" and "Public Open Space" to further reinforce the public realm by connecting spaces. Amenities such as pedestrian scaled lighting (Figure 15), shade trees along the sidewalk to provide a natural buffer between the travel lanes and the pedestrian zone are also to be included along the main street.
4. Ground Floor Design and Use – The objective of the high density developments within the LMAC are to encourage a more compact use of space. Space should be oriented to create activity zones and areas that promote pedestrian activity and safety. Large surface parking lots and buildings oriented outwards create pedestrian dead zones and become uninviting to visitors and should be avoided.
5. Transition to Neighborhoods – Through the development of pedestrian corridors and walkable developments within the activity center surrounding neighborhoods benefit from the modified development patterns by providing opportunities for multimodal connections and transitions to the surrounding areas and uses. The elements used in the redevelopment of the corridors are encouraged to include attractive features or characteristics from the adjacent residential neighborhoods. Building heights above 45 feet must step back in height in orders to transition to neighborhoods.

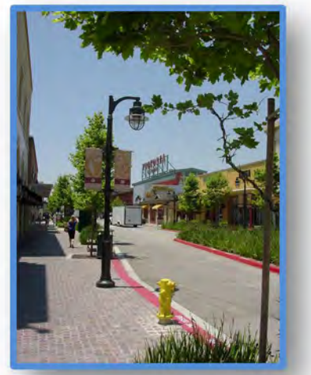


Figure 15: Pedestrian scaled lighting

Additional guidance on specific characteristics can be found in the City's Comprehensive Development Code (CDC) and Largo Activity Center Guidelines documents.

Urban Form Template – Parking Frontage Template

The parking frontage urban form template was developed to provide design guidelines for creating aesthetically pleasing corridors within large parking areas to support the theme and characteristics associated with the activity center. An example cross section for parking frontage areas is shown in Figure 16.

Figure 16: Parking Frontage Template

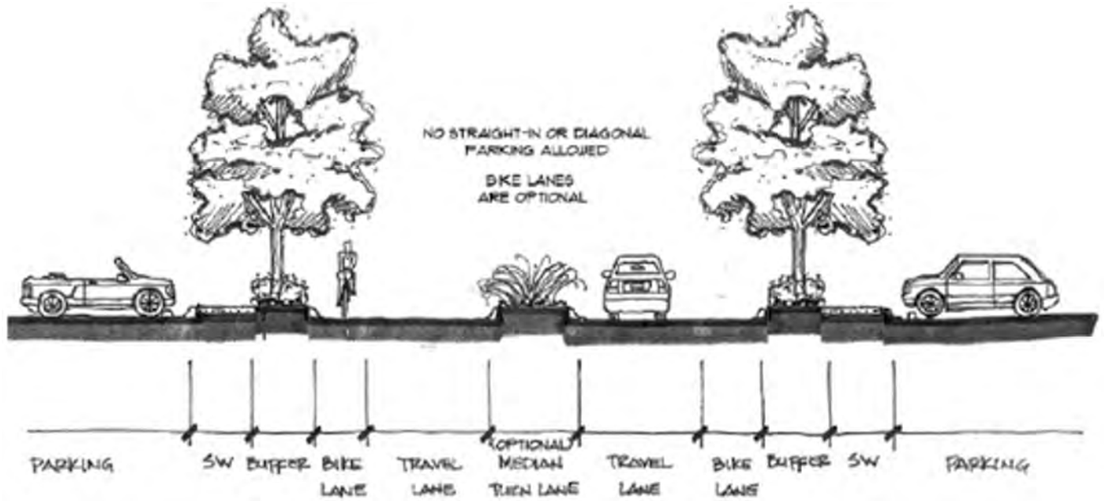


Figure 17: Existing frontage road for parking

The proposed cross section for the parking frontage area addresses the five planning and urban design principles as detailed below.

1. Connectivity – The existing parking frontage areas create disconnect between uses not only for vehicles but for all modes. Transportation and mobility strategies provide the framework for connectivity at all levels within the LMAC. There is currently a lack of connecting pedestrian corridors and there are no designated areas for bicyclist to ride. The integration of the multimodal design guidelines outlined in the Largo Multimodal Plan along with the characteristics outlined within this section of the SAP are to be used as redevelopment occurs within the district.
2. Site Orientation – By creating designated corridors for pedestrians and bicyclist adjacent to uses as well as in transition areas between uses allows for better planning of transit corridors and transit stops as well as it increases safety for non-motorized users.
3. Public Realm Enhancements – Pedestrian and multi-modal connections have been given prominence in the SAP in order to discourage development patterns built around vehicular movements. Specific recommendations within this section expand on the characteristics associated with development of “Streets”, “Parking” and “Public Open Space” to further reinforce the public realm by connecting spaces.
4. Ground Floor Design and Use – To address areas that have lower densities the proposed template encourages safer pedestrian activity by providing areas for pedestrians to walk or use other forms of transportation such as riding a bike or using transit.
5. Transition to Neighborhoods – Through the development of pedestrian corridors and walkable developments within the activity center surrounding neighborhoods benefit from the modified development patterns by providing opportunities for multimodal connections and transitions to the surrounding areas and uses.

Additional guidance on specific characteristics can be found in the City’s CDC and Largo Activity Center Guidelines documents.

Figure 18: Landscaping used as a natural buffer

Urban Form Template – Commercial Frontage Template

The commercial urban form template is to be applied to corridors that run adjacent, or connect to the main street corridors. An example cross section for a commercial frontage corridor is shown in Figure 19.

Figure 19: Commercial Frontage

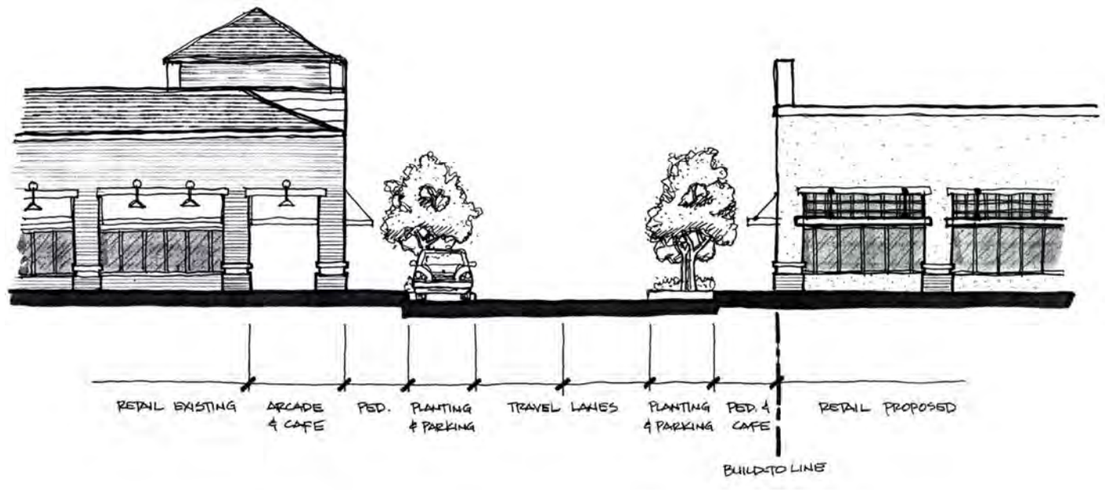


Figure 20: Elements to be included along commercial corridors

The proposed cross section for the commercial corridors addresses the five planning and urban design principles as detailed below.

1. Connectivity – Similar to the existing main entrance corridors into the Largo Mall the adjacent corridors are disconnected from adjacent uses as development is only along the outside perimeters and is separated by large surface parking lots. Transportation and mobility strategies provide the framework for connectivity at all levels within the LMAC and should be applied.
2. Site Orientation – The existing layout of the Largo Mall was developed around the use of the vehicle. Recommendations are provided which bring buildings closer to the public or private right-of-way instead of the existing suburban development pattern where buildings are set back from the roadways and separated by large customer parking fields.
3. Public Realm Enhancements – Pedestrian and multi-modal connections have been given prominence in the SAP in order to discourage development patterns built around vehicular movements. Specific recommendations within this section expand on the characteristics associated with development of “Streets”, “Parking” and “Public Open Space” to further reinforce the public realm by connecting spaces. Amenities such as pedestrian scaled lighting, wayfinding signage, and shade trees along the sidewalk are to be included along the corridors (Figure 20).
4. Ground Floor Design and Use – The objective of the high density developments within the LMAC are to encourage a more compact use of space. Space should be oriented to create activity zones and areas that promote pedestrian activity and safety. Large surface parking lots and buildings oriented outwards create pedestrian dead zones and become uninviting to visitors and should be avoided.
5. Transition to Neighborhoods – Through the development of pedestrian corridors and walkable developments within the activity center surrounding neighborhoods benefit from the modified development patterns by providing opportunities for multimodal connections and transitions to the surrounding areas and uses. The elements used in the redevelopment of the corridors are encouraged to include attractive features or characteristics from the adjacent residential neighborhoods.

Additional guidance on specific characteristics can be found in the City’s CDC and Largo Activity Center Guidelines documents.

Urban Form Template – Arterial Gateway Template

The arterial gateway urban form template is to be applied to public streets/corridors such as Ulmerton and Seminole Blvd. An example cross section for arterial corridor is shown in Figure 22.

Figure 22: Arterial Gateway Template

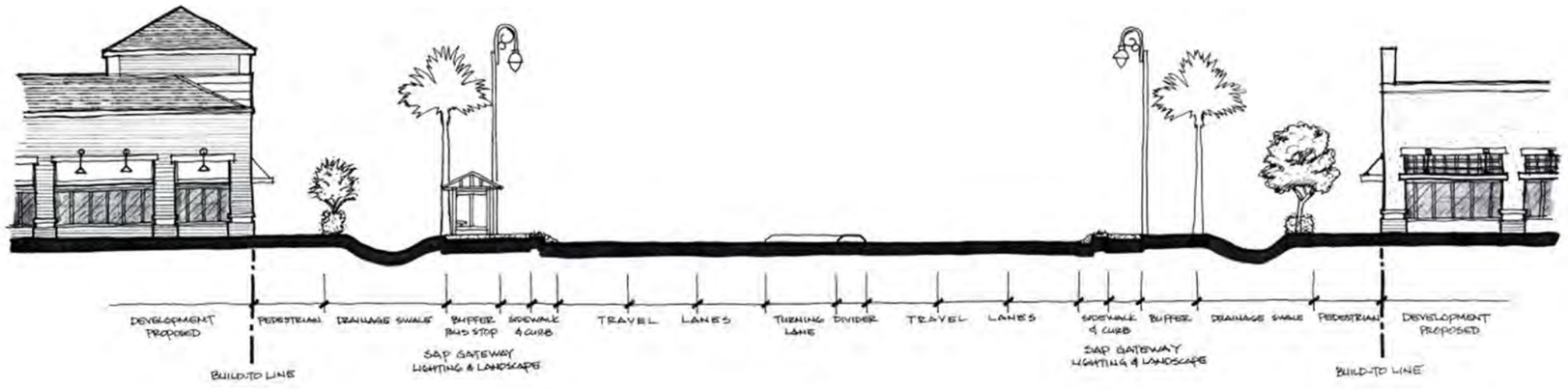


Figure 21: Arterial Gateway Landscaping Example

The proposed cross section for the arterial corridors addresses the five planning and urban design principles as detailed below.

1. Connectivity – The major corridors that intersect the LMAC, Ulmerton and Seminole Blvd currently dissect the study area into four quadrants. Through enhanced multimodal amenities such as transit stops, pedestrian corridors and bike lanes, as well as connection to Pinellas Trail an alternative grid system of roadways and corridors can be developed.

2. Site Orientation – The existing layout of the Largo Mall was developed around the use of the vehicle. Recommendations are provided which bring buildings closer to the public or private right-of-way instead of the existing suburban development pattern where buildings are set back from the roadways and separated by large customer parking fields.

3. Public Realm Enhancements – Pedestrian and multi-modal connections have been given prominence in the SAP in order to discourage development patterns built around vehicular movements. Specific recommendations within this section expand on the characteristics associated with development of "Streets", "Parking" and "Public Open Space" to further reinforce the public realm by connecting spaces. Amenities such as enhanced bus stops and direct access to businesses along the corridor are required.

4. Ground Floor Design and Use – The objective of the high density developments within the LMAC are to encourage a more compact use of space. Space should be oriented to create activity zones and areas that promote pedestrian activity and safety. Large surface parking lots adjacent to the major corridors and buildings oriented outwards create pedestrian dead zones and become uninviting to visitors and should be avoided.

5. Transition to Neighborhoods – Through the development of pedestrian corridors and walkable developments within the activity center surrounding neighborhoods benefit from the modified development patterns by providing opportunities for multimodal connections and transitions to the surrounding areas and uses. The elements used in the redevelopment of the corridors are encouraged to include attractive features or characteristics from the adjacent residential neighborhoods.

Additional guidance on specific characteristics can be found in the City's CDC and Largo Activity Center Guidelines documents.

Required Building and Sites Treatment

Building Form and Edge

The establishment of building form must work in concert with the strategies of development pattern and streets networks as well as presenting and shielding the uses that are housed within the structures. Buildings should be oriented toward the street or public space with a consistent "build-to" line or setback from parcel to parcel and block to block. This establishes the edge or framework of the public realm. Openings, access or "front doors" should address the street. Larger developments with lobbies or public entries should also open directly to the street and individual retailers or places of commerce will also have fronting pedestrian access.

Structured parking should never address a public street or space at grade. "Wrapped" uses either commercial or residential should shield parking structures from the street or public realm. Service areas, drive-through windows and solid waste areas are to be placed behind buildings in mid-block locations screened from public view. Likewise, as a mix of uses are contemplated, residential use may also be shielded from actively programmed public spaces to reduce potential visual, noise and use impacts.

Mass and scale of buildings should also be oriented to human scale. Development within each block should have similar heights to maintain the "street wall" or place definition. Stepped building form should be enforced when heights exceed approximately 45' (feet), with no building height exceeding 60' (feet) total within the LMAC. Contextual design is encouraged to create a sense of order easily understood by the patrons of the Activity Center.

Reference to the 'Urban Design' guidelines outlined in the "Urban Design Guidelines for Activity Centers" is encouraged for specific detail on how to address the category of street, right-of-way or public realm and the programming of the front door or zones connecting the buildings to the street. All development should consider the following as a contributing structure to the overall development.

1. Buildings should be located to strengthen public and private street edges (includes internal access drives that serve as a connection between and within developments). A minimum of 50 percent of the buildings facade should be located along the street frontage (Figure 23)
2. Buildings or other structures with setbacks seventy (70) feet or more from the right-of-way are encouraged to provide additional street enclosure using architectural treatments like the street walls shown in Figure 24. Street walls should be designed to complement the architectural features of the primary structure.
3. The placement of parking facilities, surface or structured, should be located to the side or rear of the primary structure. This strategy shall not preclude the placement of a parking structure between primary buildings or if liner uses are provided along the ground floor of the parking structure. (Further detail on parking is provided under the 'Parking' section within this Plan.)

Examples of how buildings with large setbacks from the main frontage streets can incorporate street walls into existing developments, as well as into new development are shown in Figure 23 and Figure 24. The Wendy's shown in Figure 24 is located in Orlando, Florida on East Colonial Drive.

Figure 23: Example of building developed to strengthen street edge

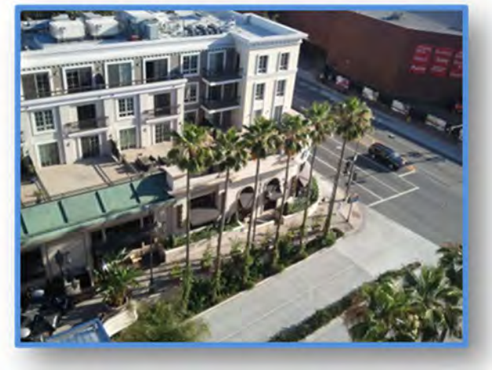


Figure 24: Street Walls; Wendy's Orlando, FL

Architectural Treatment

Architectural styles and design offer both variety and individual identity to regions, cities, places, businesses and corporations. This individual branding is what makes places unique and authentic, but ordered composition and treatments can tie together a collection of architecture into an identifiable place or destination.

The ultimate expression of architectural design comes in the form of textures and materials. These give the development its character and personality that express a sense of style, brand and place. Walls within the LMAC, when visible from the street, shall be partially finished in matching brick to that used in the Largo Mall development. All other developments within the LMAC should consider brick stone, cast stone, stucco, or artificial stucco approved by the City.

Figure 25: LMAC recommended architectural treatment

Fencing and Walls

Fences/Walls are required for proposed residential development and for redevelopment that abuts residential land use. Fence placement, height and material must be consistent with all applicable provisions of the CDC, which mandates decorative, aesthetically pleasing, structurally-safe and durable fence railings or walls. The CDC also contains provisions that allow the modification or waiver of fences and walls within developments. Gate access to adjacent development should be considered (see Figure 27). Neither opaque fences nor chain link fences are permitted along retention areas.

Figure 27: Gate access to Whittington Courts behind Largo Mall

Screening

Screening is encouraged to be used in situations where uses are not aesthetically pleasing or separation from public realm is warranted. (See Figure 26)

When adjacent to buildings, fencing and screening should be integrated with the building in design, layout, and material and are permitted in association with street walls, but should not restrict visibility into public areas.

Figure 26: Solid Waste Screening

Landscaping

Trees and other plant materials should be provided as a means of enriching the pedestrian environment and enhancing the general aesthetics of the Activity Center. In order to provide variety and visual interest, landscaping within the public realm should include permanent above grade planters, moveable pots and planters, and/or hanging planters in addition to tree wells and planting strips.[1]

Developments within the LMAC are encouraged to provide a unified design theme including the use of similar materials whenever possible. This is not intended to require that all properties within the LMAC design and utilize similar standards; however, consistent elements are encouraged to assist in unifying them. Landscaping provided as part of a (re)development should include attention and detail to the street network, location of major structures and parking facilities, transit facilities and amenities, primary and accessory buildings and uses, public spaces.

Examples of the types of landscaping that should be incorporated into the design and development of pedestrian corridors are shown below (Figure 28). Coordination and approval of specific plant types should be made in the early stages of design to insure consistency with existing City ordinances.

Figure 28: Landscaping Strategies Examples

Public Open Space Strategies

Communities are also defined by the quality of their parks, open space and the public realm by measure of proximity, accessibility, activities, economic vitality and attractiveness. Within the LMAC, varied public spaces will contribute to the overall livability of the community. Scale and size of these amenities will be determined by availability of land and concentration of patrons or user groups.

Depending on the property, location and contributing parcels, the footprint of these spaces can range from small pocket parks of +/- 5,000 sf to an acre or greater. Methodologies for mitigation and or density credits to achieve or exceed these goals should be contemplated. Open space shall be defined as readily accessible to the general public. Figure 30 shows potential connections and development opportunities within the LMAC to provide additional public open spaces.

Where possible these spaces should be considered as extensions of the public realm, as adjacent to streets and plazas that can be closed for special events. In no case should these areas be impeded by traffic as a daily or routine occurrence.

CPTED (Crime Prevention Through Environmental Design) principals of clear sight lines should be employed to achieve a safe and inviting space. Ideally, the distribution of these amenities should occur no greater than within a five minute walk, (+/- 1,350 feet) from each other, with larger Central Spaces within a 10 minute walk or .5 mile of each other.

All public spaces should provide adequate shade, seating and support facilities with a mix of landscape and hardscape surfaces. The following strategies should be incorporated into the development and redevelopment of a site within the LMAC.

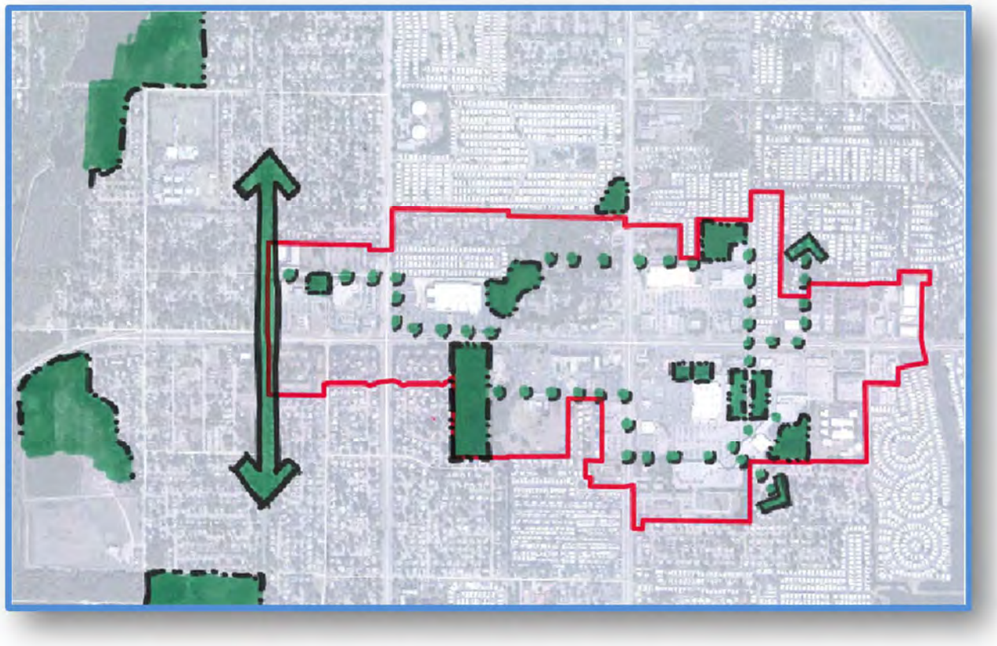
1. Projects should set aside a minimum of 10 percent of the site area for publicly accessible spaces. For larger developments the City encourages the development of the public spaces in a consolidated location and may allow for the sharing of public spaces to achieve the intent of these goals.
2. Public space(s) should be located in areas with increased visibility from public and private roadways and in prominent areas of the project.
3. If public spaces include stormwater facilities or similar the stormwater facility should not be used to satisfy all of the public open space requirements of this Plan. (Figure 29)
4. At least 50 percent of the public space(s) should be shaded through trees, awnings, canopies or similar as approved by City Staff.
5. Public space(s) must provide design elements that will encourage their use. (Examples are provided under 'Urban Form Strategies' of this plan.)

The goal of these strategies is to provide and promote useable outdoor spaces that provide for pedestrian and public interactions in a convenient, accessible location.

Figure 29: Example of shared open space; trail around stormwater pond

[1] Largo Guidelines for Activity Centers, September 2009

Figure 30: Potential connections and development of public open spaces

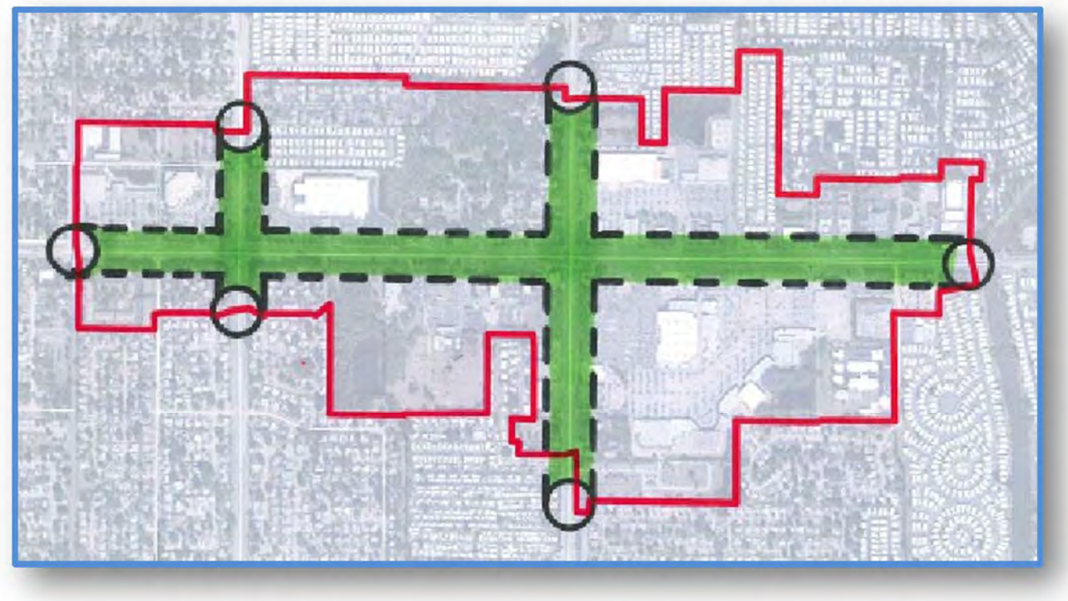


The public open space connections identified in Figure 30 illustrates the LMAC objective for creating connective pockets for non-motorized uses, adding to the City's overall greenways masterplan and network of parks.

Gateways

Upon entering the Activity Center through the major arteries of Ulmerton Road, Seminole Blvd and Ridge Road, the use of distinct materials within the public realm and at the sidewalks and crosswalks indicate to drivers, as well as pedestrians and bicyclists, that they have entered into a pedestrian priority area and must heighten their awareness of pedestrian activity. Gateway features that reflect the LMAC's theme should be incorporated along the corridors illustrated in Figure 31.

Figure 31: Proposed Gateways



Transportation and Mobility Strategies

Consistency with Existing Plans

The following plans and resources were assessed and incorporated into the special area plans guidelines associated with transportation and mobility within the activity center.

City adopted Plans

- Downtown Largo Multimodal Plan (2011)
- City of Largo Community Streets Multimodal Plan (2013)

The City's multimodal plans provides established level-of-service standards (LOS) for bicycles, pedestrians, and transit. The City pursued implementation of the multimodal plan through initiation of the multimodal LOS evaluation project, as well as through engineering improvements, roadway safety enhancements, educational campaigns, and enforcement efforts. The Community Street Standards initiative builds off of the multimodal LOS evaluation, producing design standards that respond to the multimodal LOS criteria.

County/MPO adopted Plans

- Pinellas County Bicycle Pedestrian Master Plan
- Pinellas on Track - Alternatives Analysis (AA)
- 2035 Long Range Transportation Plan
- Pinellas Transportation Improvement Program (TIP)

Streets

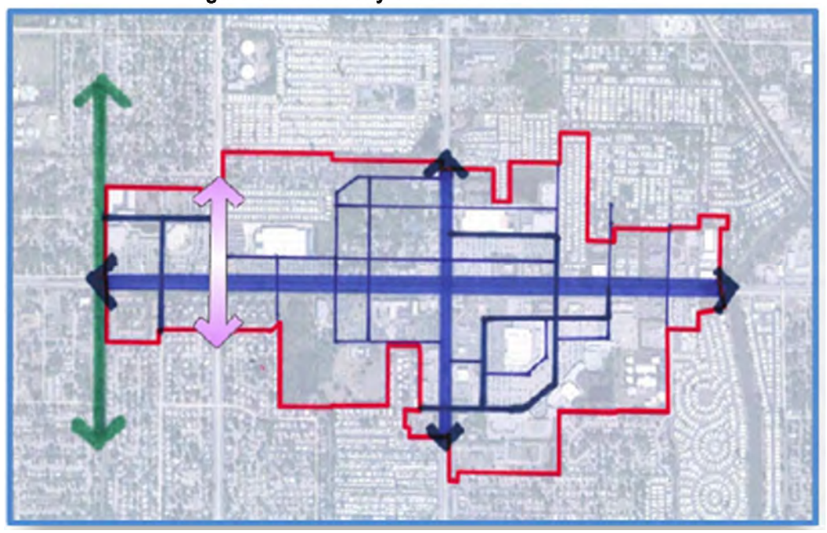
The network of streets, avenues and corridors that carry the activity and patrons into and out of the activity center are the single most unifying element that all visitors of the activity center will experience. Streetscape and grid pattern are to be used to unify the uniformed identity and establish community form.

The hierarchy of the network is to serve as both local movement corridors and connectivity to the greater community and region. Figure 32 provides an example of the hierarchy of roads within the LMAC. The thick blue lines within the graphic represent the major corridors that currently dissect the district while the thin blue lines show the existing side streets and connectors between the quadrants. The Pinellas Trail, shown in green, provides the alternative north/south connection available to the district for non-motorized uses.

The light purple line indicates a "community street." The Largo community street network is an interconnected network of streets, sidewalks, and trails that provide safe and efficient routes from neighborhoods to local destinations. Ridge Road/113th Street is the only community street within the LMAC and it is located where indicated on Figure 32. Community street cross-sections along this street shall be developed consistent with the City's "Community Street Standards," most recent edition.

Networks within and adjacent to the LMAC should be designed to provide safe, convenient and comfortable movement for pedestrians and bicyclist along with the automobile and transit modes of traffic. To the extent possible, given right-of-way constraints and utility access conflicts, development fronting existing arterial and collector networks should be designed to accommodate pedestrian migration with minimized conflict.

Figure 32: Hierarchy of roads within the LMAC



Pedestrian Considerations

As previously noted the public realm is often the largest percentage of land devoted to any development. Streets and Open Space (parks/plazas/etc.) contribute immensely to the overall public realm and elements and features identified under the public realm guidelines should be integrated where appropriate into the planning of multimodal facilities.

Clearly defined by the absence of any obstructions, sidewalks or pedestrian priority areas should comfortably accommodate at least two persons walking side by side. The pattern color and dimensions should be coordinated throughout the Activity Center. Easily maintained surfaces such as concrete or pavers are recommended. Crosswalks should be designed with high contrast to the adjacent surfaces to clearly alert both driver and pedestrian of the importance of the intersecting modes of mobility. Consistent use of these patterns and surfaces throughout the Activity Center will establish an understanding of the separation of uses and will add a level of safety and comfort to the community and patrons of businesses.

Parking

Parking is generally one of the first activities that visitors, residents and employees engage at a destination. Communities, specifically urbanized communities and downtowns that have convenient and adequate parking are generally more economically viable than the ones that provide inefficient parking facilities. There is generally an economic disadvantage to providing too much parking (underutilization of properties, inefficient land use patterns) as there is with too little parking (actual ad/or perceived lack of safe, convenient parking). Providing optimal parking which his convenient, safe and efficiently utilizes valuable commercial space can enhance the economic vitality and livability of a community.

Based on the windshield survey of the LMAC, the area is characterized by extensive surface parking areas which are designed consistent with suburban development standards including their placement in the front yards of properties. While the City permits shared parking facilities and there may be cases where the private development(s) have entered into an agreement to share facilities, it does not appear that this approach is used by the majority of properties within the LMAC, including the shopping center(s) and/or the outparcels. Redevelopment of existing parking facilities, providing on-street parking (where possible) and sharing of parking spaces could provide additional building pad sites within the existing retail centers. Additional (re)development can also further support transit services and opportunities through additional destinations. These parking facilities predate the City's recent amendment to the Parking Standards which provide for alternative parking designs and development standards, including an overall reduction in the amount of on-site parking proposed with new development.

It was also observed that numerous parking areas within the respective developments are not used on an extensive basis (i.e., those farthest from the front doors or customer access points).

Figure 33: Underutilized Parking in Largo Mall

Figure 34: Enhanced Pedestrian walkway through surface parking lot

In addition, these parking areas are also poorly connected to the main building/use and generally lack suitable pedestrian access within and between the parking spaces and drive aisles. This standard type of layout discourages the use of these parking areas as customers are required to either navigate between parked vehicles or walk along/within the drive aisle. There is also minimal landscaping located within the parking areas to provide some shade for parked vehicles and/or pedestrians, which also contributes to increases in the "heat island effect".

The guidelines outlined within the Largo Urban Design Guidelines for Activity Centers, adopted in September, 2009 and the City's recently adopted Parking Standards are required to be incorporated into the design of all new development and redevelopment projects within the LMAC to balance the use of parking facilities such as on-street and off-street parking, shared parking, screening, and structured parking.

Figure 34 provides an example of the type of enhanced pedestrian connectivity that should be used within the LMAC to improve the connectivity between uses within the district.

SECTION 5:
CONSISTENCY WITH THE COUNTYWIDE PLAN

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SECTION 5 – CONSISTENCY WITH THE COUNTYWIDE PLAN

INTRODUCTION

Plan Issues and Objectives

Existing land use and related characteristics of the area

As one of the primary development areas within the City, the LMAC includes a significant amount of existing infrastructure in the form of utilities (water, wastewater and stormwater), transportation including roadways, public transportation and surface parking facilities; transportation facilities are limited with respect to multi-modal (pedestrian facilities/sidewalks, bicycle lanes) opportunities. The Largo Mall Special Area Plan provides a detailed description of the existing land uses within the proposed Largo Mall Activity Center (LMAC) along with a current market feasibility assessment to support the proposed increased densities and intensities. The existing conditions summary can be found within Section 2 of this Plan.

Issues and objectives addressed by the plan

There is generally a lack of interconnectivity (or suitable interconnected routes) between properties requiring multiple vehicle trips to buildings/uses in close proximity to each other. While parks and recreational facilities, and other civic uses are generally not located within the LMAC, there are several facilities immediately adjacent to and accessible to the residents. Weaknesses and/or challenges within the LMAC are architectural variety, buildings and facilities located close to the street and pedestrian realm, traditional street network, core sidewalk facilities, distribution of publicly accessible parking facilities, both on-street and off-street, and an overall lack of connectivity.

These identified weaknesses and opportunities for improvements within the LMAC are intended to be addressed through the adoption of the SAP and are addressed in Section 4 through the design guidelines..

SPECIAL AREA PLAN COMPOSITION

Permitted uses and any differentiation by location

The SAP does not propose changes to the existing land use categories within the LMAC, only an increase of allowable densities and intensities associated with each. An outline of the existing land uses within the LMAC can be found in Section 4 of the SAP and are also summarized below.

- Commercial General (CG)
- Commercial Neighborhood (CN)
- Institutional (I)
- Industrial Limited (IL)
- Residential/Office/Retail (R/O/R)
- Residential/Office General (R/OG)
- Residential Estate (RE)
- Residential Low (RL)
- Residential Low Medium (RLM)
- Residential Medium (RM)
- Residential Urban (RU)
- Transportation/Utility (T/U)

Density/intensity standards for permitted uses;

The adoption of the activity center overlay is intended to provide flexibility within the district to allow redevelopment to be more compact and walkable. Table 1, in Section 4 of the SAP provides a summary of the existing DU/FAR per each land use along with the proposed maximum allowable increases.

Table 1: Existing and Proposed Development Thresholds

	Current Max		Proposed Max	
FUTURE LAND USE CATEGORIES	**D/U per Acre**	**FAR**	**D/U per Acre with Overlay**	**FAR with Overlay**
Commercial General (CG)	24.0	0.55	30.0	1.1
Commercial Neighborhood (CN)	10.0	0.4	20.0	0.8
Institutional (I)	12.5	0.65	25.0	1.3
Industrial Limited (IL)	-	0.65		1.3
Residential/Office/Retail (R/O/R)	18.0	0.4	30.0	0.8
Residential/Office General (R/OG)	15.0	0.5	30.0	1.0
Residential Estate (RE)	1.0	0.3	2.0	0.6
Residential Low (RL)	5.0	0.4	10.0	0.8
Residential Low Medium (RLM)	10.0	0.5	20.0	1.0
Residential Medium (RM)	15.0	0.5	30.0	1.0
Residential Urban (RU)	7.5	0.4	15.0	0.8
Transportation/Utility (T/U)	-	0.7		1.1

Design guidelines

Through the adoption of the SAP specific planning and urban form design guidelines are required to be implemented as new development and redevelopment occurs. The design guidelines are specific to the LMAC and are consistent with the guidelines outlined in the Largo Urban Design Guidelines for Activity Centers. Illustrative examples and templates are provided within Section 4 of the SAP.

Affordable housing provisions

There are no affordable housing provisions proposed with the SAP.

Mixed-use provisions

The existing mix of land uses within the proposed LMAC support the City's objectives outlined within the SAP for this area. As the planning and market area is reassessed every 5 years within and around the LMAC the balance of uses will be evaluated and changes will be proposed.

Special provision for mobility and circulation, including mass transit, access management, parking, pedestrians, and bicycles

Improvements to multimodal access, parking, and the use of public transportation are part of the main objectives identified within this plan. Special provisions included within the plan are outlined within Section 4.

Identification of and reference to land development regulations that implement the plan

The City of Largo is currently updating their City Development Codes (CDC) which will include language that supports the provisions outlined within the SAP.

Public and/or private improvements, contributions and/or incentives

There are no proposed public or private improvements, separate then those outlined within the design guidelines section of the SAP that are proposed through this plan. Connections to existing amenities and improvements to access between uses are anticipated as new development occurs.

The local government plan approval process

The SAP was approved on _____, by referendum in the City of Largo. Prior to that date the City Commission passed the ordinance approving the SAP on _____.

SPECIAL AREA PLAN IMPACTS

The plan contains an assessment of the potential impacts to infrastructure, such as water, sewer, and stormwater drainage, taking into consideration the proposed increase to the DU/FAR within the area. It is anticipated that the Sanitary Sewer System will have to have individual components upgraded as the density increases in this area. The lift station and conveyance system will have to be individually evaluated as the flows increase.

Potable Drinking Water Assessment

The City of Largo purchases its potable water supply from Pinellas County Utilities. The Pinellas County Utilities potable water sources are managed by Tampa Bay Water (TBW), the regional water supplier. The regional water supply is a mixture of groundwater, treated surface water, and desalinated seawater. The primary source for the groundwater supply is the Floridian Aquifer. The Hillsborough River, Alafia River, Tampa Bypass Canal, and C.W. Bill Young Regional Reservoir are the primary sources for the treated surface water supply. The desalinated seawater supply primary source is the Hillsborough Bay. The mixture of these water sources is transferred to pumping stations where it undergoes minor additional processes before being pumped to consumers. Currently, the potable water demand within the LMAC Plan is estimated at 0.88 million gallons per day (MGD), and the average projected potable water demand of the concurrency analysis is approximately 1.7 MGD as shown in Table 2. These projections assume the maximum allowable development threshold as shown in on Table 1: Existing and Proposed Development Thresholds.

The adopted level of service for potable water for both Pinellas County and the City of Largo is 120 gpcd, for FY 2014-2020. Within Largo, the adjusted potable water demand per capita during this same time frame, taking into account conservation of potable water, is 76 gpcd. Largo is committed to the continued construction of transmission, distribution, and storage component necessary to expand the City's reclaimed water system. The City produces reclaimed water for irrigation of public access areas (parks, playgrounds, school sites, golf courses, etc.) and irrigation of residential lawns and landscapes. Currently, Largo's reclaimed water system consists of 65 miles of transmission lines, 25 miles of distribution lines, three storage tanks and three automated pumping systems. Overall, the system currently reaches about 2,600 residential and commercial customers, and service connections to existing distribution lines are added every year. Construction of Largo's reclaimed water system began in the mid- 1980s. Many of the older portions are nearing the end of their expected useful life. Each year, City funds are allocated toward system rehabilitation, targeted system evaluations, and system expansion. Collectively, these efforts are intended to help meet the water supply demands anticipated by incremental population growth Citywide as well as the additional population increases forecasted by this study. With the decrease in per capita demand, Pinellas County Utility has adequate capacity to meet future growth.

Table 2: Potable Water Demand

Land Use	Current Total Density	Future Total Density	Existing Average Demand (GPD)	Future Average Demand (GPD)
Residential (Units)	1,513	2,924	377,858	730,422
Non-Residential (SF)	5,075,509	10,119,516	500,200	1,000,401
		Total	**878,059**	**1,730,823**

Sanitary Sewer Improvements

The following table (Table 3) shows the net sanitary sewer impact of 0.8 million gallons per day for the current and projected sanitary sewer flow. The South Cross Bayou Wastewater Reclamation Facility has a current available capacity of 14 million gallons per day, allowing ample capacity for future growth.

Table 3: Sanitary Sewer Demand

Plan	Flow Rate (mgd)
Current	0.8
Projected	1.6
Net Impact	**0.8**
Treatment Plan Capacity	33
Annual Average Daily Flow	19
Current Available Exces Capacity	**14**

Every five years, City of Largo performs capacity analysis of the wastewater reclamation facility. The analysis report provides information that can aid the City with timely planning, design, permitting, and construction for proper wastewater disposal. It also evaluates the existing treatment methods and equipment utilized and compares these facilities and their respective capacities with standard practice design requirements. The flow projections from the current capacity analysis will not exceed the percent of the Plant Capacity levels which is currently projected to only be at 67% in 2025. (Pinellas County Planning Department and Pinellas County Utilities Department, 2007).

Stormwater

Being located in two distinct watersheds, Starkey Basin and Lake Seminole Basin it is important to coordinate any future developments with both the County and water management district. As stated in the existing conditions section of this plan new regulations identified in the Starkey Basin Water Quality Study, once adopted should be incorporated in this plan when appropriate. The Watershed Management plan may recommend the creation of additional stormwater basins in the LMAC to use as an incentive to attract redevelopment proposals.

Solid Waste Assessment

The City of Largo's solid waste is handled by the Pinellas County utilities Solid Waste operations. The county's solid waste disposal facilities receive more than one million tons of solid waste per year. The Solid Waste Operations utilize integrated systems of disposal and recycling. The disposal systems consist of Class I municipal solid waste landfill, and Class III bulky waste/construction and demolition debris landfill. The recycling systems entail Waste-to-Energy conversion, yard waste-to-mulch transformation and household/business recycling programs.

The analysis assumed a solid waste generation rate of 9.8 pounds per dwelling unit per day for residential and 0.085 pounds per square foot per day for non-residential (non-residential average demand calculated using comparable buildout scenario assessments). The integrated systems of solid waste disposal and recycling used by Pinellas County allow adequate capacity for future growth.

The projected solid waste generation for the LMAC Plan is approximately 772,878 pounds per day indicated in Table 4.

Table 4: Projected Solid Waste Generation

Land Use	Total Density	Average Demand (lbs/day)
Residential	2,924 Units	28,655
Non-Residential	8,755,560 SF	744,223
	Total	**772,878**

RELEVANT COUNTYWIDE CONSIDERATION

Consistency with the Countywide Rules.

The SAP is consistent with Article 4, Plan Criteria and Standards as described in the sections above. In addition, the proposed SAP is consistent with the Countywide Plan as implemented though all relevant sections of the Countywide Rule. The draft Countywide Plan update was reviewed and new provisions identified within the new requirements were incorporated where applicable.

Adopted Roadway Level of Service (LOS) Standard

The LMAC is centered on two primary mixed-use corridors (arterials), Ulmerton Road and Seminole Boulevard, and a smaller arterial in Ridge Rd/113th Street. Ulmerton Road and Seminole Boulevard are generally six-lanes. The remaining roadway network is comprised of a series of local, neighborhood serving streets and/or internal commercial driveways which serve in effect as private streets and provide limited connectivity to adjacent properties. The standard LOS for the roadways within the LMAC is 'D' and most are currently operating below the standard LOS. Additional information associated with the transportation impacts development strategies associated with this overlay and can be found in Section 4.

It is an intend of this plan to reduce the impact along these major corridors by improving the accessibility to the LMAC through improved transit service, potentially a local circulator that provides service within the LMAC, as well as through improvements to bicycle and pedestrian amenities.

Scenic/Noncommercial Corridors

There are no Scenic/Non-Commercial corridors within the LMAC.

Coastal High Hazard Areas (CHHA)

The proposed LMAC is not located within a Coastal High Hazard Area.

Designated Development/Redevelopment Areas

This proposed amendment to the City's Future Land Use map and Countywide Map meets the requirements found within Section 4.2.7.5 of the Countywide Rules.

Impact on a Public Educational Facility or an Adjoining Jurisdiction

The overlay district of the SAP falls into the following Pinellas County school zones:

- Fuguitt Elementary School
- Osceola Middle School
- Seminole High School

The potential impact on the public educational facilities associated with the LMAC was assessed utilizing the expected build-out conditions associated with the existing land uses and proposed increases in the densities and intensities. A summary table of the assessment is shown in Table 5.

Table 5: Estimated Increase in School Age Children

Largo Mall Acticity Center	Estimated Max # of Units	School Multiplier (# of Unit x 0.32 Children)	Estimated Total Student Age Children
Existing Buildout Scenerio	1,513	0.32	484
Proposed Buildout Scenerio	2,924	0.32	936
		Net Estimated Increase	**452**

It is expected that at the maximum build out of the proposed redevelopment area will not significantly impact the current capacity levels for the schools serving the LMAC. A long term policy of redevelopment in the area will have a positive impact on the school enrollment.

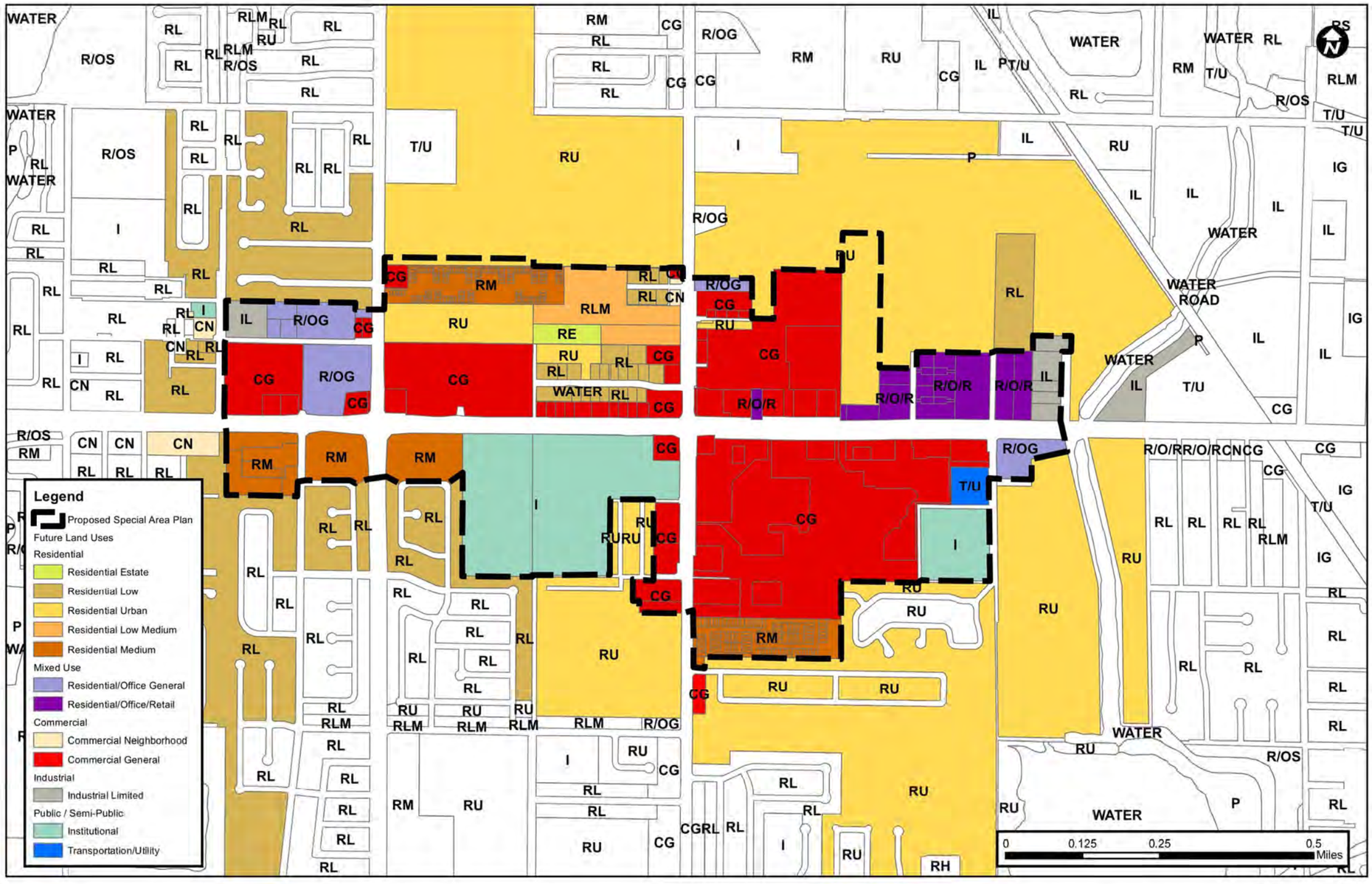
Land Use Impact on Adjacent Land Uses and Adjoining Jurisdiction

As previously stated the SAP does not propose changes to the existing land use categories within the LMAC, only an increase of allowable densities and intensities associated with each. An outline of the existing land uses within the LMAC can be found in Section 4 of the SAP and are also summarized below.

- Commercial General (CG)
- Commercial Neighborhood (CN)
- Institutional (I)
- Industrial Limited (IL)
- Residential/Office/Retail (R/O/R)
- Residential/Office General (R/OG)
- Residential Estate (RE)
- Residential Low (RL)
- Residential Low Medium (RLM)
- Residential Medium (RM)
- Residential Urban (RU)
- Transportation/Utility (T/U)

Figure 1 provides a map of the existing land uses within the LMAC with the adjacent land uses shown.

Figure 1: Adjacent Land Use Assessment



APPENDIX

CITY OF LARGO

Trade Area Retail Demand Forecasts

Total Taxable Sales, Trade Area, 2012-2025

Business Category	% of Income	Taxable Sales 2012	Taxable Sales 2017	Taxable Sales 2025	2012-2025 Change
Supermarkets & Other Groceries	5.97%	$108,906,766	$124,796,511	$147,574,432	$38,667,666
Food Services - Restaurants	4.56%	$83,185,067	$95,321,958	$112,720,169	$29,535,102
Other General Merchandise Stores	4.48%	$81,725,680	$93,649,643	$110,742,622	$29,016,942
Building Material & Supply Dealers	3.84%	$70,050,583	$80,271,122	$94,922,248	$24,871,665
Pharmacies & Drug Stores	2.39%	$43,599,191	$49,960,412	$59,079,211	$15,480,020
Clothing Stores	1.94%	$35,390,138	$40,553,640	$47,955,510	$12,565,372
Discount Department Stores	1.45%	$26,451,392	$30,310,710	$35,843,036	$9,391,644
Department Stores	1.02%	$18,607,186	$21,322,017	$25,213,722	$6,606,536
Electronics & Appliances	0.82%	$14,958,718	$17,141,229	$20,269,855	$5,311,137
Furniture Stores	0.60%	$10,945,404	$12,542,363	$14,831,601	$3,886,198
Home Furnishings	0.58%	$10,580,557	$12,124,284	$14,337,214	$3,756,658
Shoe Stores	0.37%	$6,749,666	$7,734,457	$9,146,154	$2,396,489
Lawn & Garden Equipment	0.34%	$6,202,395	$7,107,339	$8,404,574	$2,202,179
Beer, Wine & Liquor Stores	0.34%	$6,202,395	$7,107,339	$8,404,574	$2,202,179
Jewelry Stores	0.31%	$5,655,125	$6,480,221	$7,662,994	$2,007,869
Office Supplies & Stationery	0.29%	$5,290,278	$6,062,142	$7,168,607	$1,878,329
Convenience Stores	0.28%	$5,107,855	$5,853,103	$6,921,414	$1,813,559
Sporting Goods	0.28%	$5,107,855	$5,853,103	$6,921,414	$1,813,559
Gift & Novelty Stores	0.23%	$4,195,738	$4,807,906	$5,685,447	$1,489,709
Book Stores	0.19%	$3,466,044	$3,971,748	$4,696,674	$1,230,629
Drinking Places - Bars	0.18%	$3,283,621	$3,762,709	$4,449,480	$1,165,859
Laundries and Dry Cleaners	0.16%	$2,918,774	$3,344,630	$3,955,094	$1,036,319
Hair, Nail & Skin Services	0.16%	$2,918,774	$3,344,630	$3,955,094	$1,036,319
Hobby, Toy & Games	0.16%	$2,918,774	$3,344,630	$3,955,094	$1,036,319
Motion Picture Theaters	0.12%	$2,189,081	$2,508,473	$2,966,320	$777,240
Fitness Centers	0.12%	$2,189,081	$2,508,473	$2,966,320	$777,240
Specialty Food Stores	0.11%	$2,006,657	$2,299,433	$2,719,127	$712,470
Florists	0.08%	$1,459,387	$1,672,315	$1,977,547	$518,160
Cosmetics, Beauty Supplies & Perfume	0.08%	$1,459,387	$1,672,315	$1,977,547	$518,160
Pets & Pet Supplies	0.07%	$1,276,964	$1,463,276	$1,730,353	$453,390
Photofinishing	0.01%	$182,423	$209,039	$247,193	$64,770
Luggage & Leather Goods	0.01%	$182,423	$209,039	$247,193	$64,770
News Dealers & Newsstands	0.01%	$182,423	$209,039	$247,193	$64,770
Total	**31.55%**	**$575,545,805**	**$659,519,247**	**$779,895,028**	**$204,349,224**

Source: Kimley-Horn and Associates

Retail Demand, Trade Area, 2012-2025

Retail Category	2012-2017 Net Sq.Ft. Demand	Net Inflow/ Outflow	2012-2017 Total Net Demand
Supermarkets & Other Groceries	10,062	5.0%	10,565
Food Services - Restaurants	9,003	5.0%	9,453
Other General Merchandise Stores	7,036	0.0%	7,036
Building Material & Supply Dealers	10,206	0.0%	10,206
Pharmacies & Drug Stores	5,505	5.0%	5,780
Clothing Stores	4,875	0.0%	4,875
Discount Department Stores	3,643	5.0%	3,826
Department Stores	2,563	0.0%	2,563
Electronics & Appliances	2,222	0.0%	2,222
Furniture Stores	2,303	0.0%	2,303
Home Furnishings	1,457	0.0%	1,457
Shoe Stores	930	0.0%	930
Lawn & Garden Equipment	904	0.0%	904
Beer, Wine & Liquor Stores	870	5.0%	914
Jewelry Stores	714	0.0%	714
Office Supplies & Stationery	668	5.0%	701
Convenience Stores	841	10.0%	925
Sporting Goods	1,290	0.0%	1,290
Gift & Novelty Stores	1,135	0.0%	1,135
Book Stores	938	0.0%	938
Drinking Places - Bars	452	5.0%	475
Laundries and Dry Cleaners	369	0.0%	369
Hair, Nail & Skin Services	402	0.0%	402
Hobby, Toy & Games	461	0.0%	461
Motion Picture Theaters	237	0.0%	237
Fitness Centers	415	0.0%	415
Specialty Food Stores	190	0.0%	190
Florists	184	0.0%	184
Cosmetics, Beauty Supplies & Perfume	276	0.0%	276
Pets & Pet Supplies	193	0.0%	193
Photofinishing	20	0.0%	20
Luggage & Leather Goods	20	0.0%	20
News Dealers & Newsstands	69	0.0%	69
Total	**70,452**		**72,046**

Source: Kimley-Horn and Associates

Retail Demand, Trade Area, 2017-2025

Retail Category	2017-2022 Net Sq.Ft. Demand	Net Inflow/ Outflow	2017-2025 Total Net Demand
Supermarkets & Other Groceries	19,586	5.0%	20,566
Food Services - Restaurants	17,525	5.0%	18,401
Other General Merchandise Stores	13,696	0.0%	13,696
Building Material & Supply Dealers	19,866	0.0%	19,866
Pharmacies & Drug Stores	10,716	5.0%	11,252
Clothing Stores	9,489	0.0%	9,489
Discount Department Stores	7,092	5.0%	7,447
Department Stores	4,989	0.0%	4,989
Electronics & Appliances	4,325	0.0%	4,325
Furniture Stores	4,484	0.0%	4,484
Home Furnishings	2,837	0.0%	2,837
Shoe Stores	1,810	0.0%	1,810
Lawn & Garden Equipment	1,759	0.0%	1,759
Beer, Wine & Liquor Stores	1,694	5.0%	1,779
Jewelry Stores	1,390	0.0%	1,390
Office Supplies & Stationery	1,300	5.0%	1,365
Convenience Stores	1,638	10.0%	1,801
Sporting Goods	2,511	0.0%	2,511
Gift & Novelty Stores	2,210	0.0%	2,210
Book Stores	1,826	0.0%	1,826
Drinking Places - Bars	880	5.0%	924
Laundries and Dry Cleaners	717	0.0%	717
Hair, Nail & Skin Services	783	0.0%	783
Hobby, Toy & Games	897	0.0%	897
Motion Picture Theaters	461	0.0%	461
Fitness Centers	807	0.0%	807
Specialty Food Stores	370	0.0%	370
Florists	359	0.0%	359
Cosmetics, Beauty Supplies & Perfume	538	0.0%	538
Pets & Pet Supplies	377	0.0%	377
Photofinishing	39	0.0%	39
Luggage & Leather Goods	38	0.0%	38
News Dealers & Newsstands	135	0.0%	135
Total	**137,144**		**140,248**

Source: Kimley-Horn and Associates