



OVERCOMING THE BIG BARRIERS OF REDEVELOPMENT



Pinellas County Economic Innovation & Leadership
Symposium – October 31, 2014

Echelon LLC

- Private Commercial & Multifamily Real Estate Development Company Headquartered in St. Petersburg, Florida – Pinellas County
- Develops, Owns & Manages Holdings
- Developed and Managed Millions of Square Feet of:
 - ▣ Commercial Office
 - ▣ Industrial
 - ▣ Waterfront
 - ▣ Warehouse Space
 - ▣ Over 30 Multifamily Developments Totaling over 4,000 Units
- We Offer a Full Range of Real Estate Brokerage, Asset & Property Management Services

Carillon Park

- We've Developed and Continue to Develop Carillon Park
- 432 Acre Mixed Use Office & Residential Development in Pinellas County
- Over 15,000 Employees
- Over 3,600 Residents
- Carillon DRI – Phase I
- GADRI – Phase II



Echelon City Center

- Large Scale, Mixed Use Development in Carillon Park – An Opportunity for the Future
- 16.5 Acres Available for Maximum Development & Infill
- Development Consists of:
 - Office
 - Retail / Entertainment
 - Multifamily
 - Hotel



The Suburban to Urban Transition

- Pinellas County is the Most Densely Populated County in Florida
- Large Tracts of Land are Scarce at Best
- Transit is a Major Factor – T.O.D. Considerations
- Redevelopment Opportunities Exist
- Live, Work, Play Concept Desired in Urban Markets
- Attraction of Major Employers = Strong Economic Development

Office Environment Trends

- Today's Major Employer is Focused on Less Office SF Per Employee
- Shared Work Stations & Hoteling of Space
- Effect on Parking Requirement
- 6 Cars / 1,000 SF of Office Space Becoming Common



Live – Work – Play

- Centralized Living
- Little to No Daily Commute
- Convenience
- ‘Green’ Upside
- Gen X’ers & Millennials **Require** - Not **Desire**



Redevelopment



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Redevelopment Process – Suggestions



Redevelopment – Time Challenge

- Site Selection
- Due Diligence Completion
 - ▣ Phase I/Phase II Environmental
 - ▣ Zoning
 - ▣ Abatement Requirements
- Governmental Regulation Compliance
- Project Financing



Redevelopment – Governmental Approval Process

- Understand That There Are Multiple Approvals Required Other Than Yours
 - Land Use / Zoning Change – Multiple Governmental Bodies
 - Army Corps of Engineers
 - SWFWMD
 - FAA
 - Air Quality
 - Fire Marshal

Redevelopment – Point Manager

- Assign a Point Manager to See The Approval Process Through
- Should Have Knowledge of Their Approval Process and the Knowledge of Other's Requirements as Well
- Understands and is Sensitive to Overall Schedule
- Experience in Both Public & Private Sectors

Market Awareness

- Ensure that Staff & Public Officials are Up to Speed on Market Trends & Changes
- Market Changes Rapidly
- Market Awareness Can Be Supported by Following Trade Publications & Attending Trade Events
- Stay Up To Date on Latest Materials, Means & Methods

Overall Approval Schedule

- Create Timeline with Developer & Organize to Maximize Efficiency
- Once Bar Chart Schedule is Created, Work on Ways to Reduce Durations of Individual Activities within Timeline



How Are Others Doing It?

- Keep in Touch with Other Counties and Monitor Their Processes
- Participate in Information Share with Neighbors
- Share Lessons Learned
- As in Private Sector, the Governmental Sector is Also Competing with Economic Development the Prize
- Our Clients are Bottom-Line Oriented and Will Base Decision on Cost, Ease & Incentive

Demo & Construction Process

- Knowledge of Current Construction Practices a Must – Especially in a Mixed Use Redevelopment Scenario Where Structure and Systems are Shared
- Consistency (Within Building Department) Between Plan Review & Inspection is Key
- Flexibility of Building Department When Considering Code Interpretation – Both During Plan Review & Inspection
- The Cost Impact of Code Requirements Must Be Realized by Everyone – All Have a Vested Interest in Keeping Cost to a Minimum

Plan Review & Approval

- Consistency in Plan Review Processes
- Streamline Coordination Effort Between Building Department & Fire Marshal – Maintain Consistency Between the Two
- Regulatory Bodies Should Be More Willing to Yield to Specialized State or Regional Groups (ex. SWFWMD on ASI Project) to Promote & Maintain Consistency



Pinellas County Building & Development Review Services

- What We Love About BDRS
 - ▣ Website is Extremely Thorough, Well Put Together & a Great Tool
 - ▣ Fee Schedule is Posted & Up to Date
 - ▣ Permit Fee Calculator is Handy
 - ▣ Inspection Scheduling is Seamless & Reliable
 - I.V.R (Telephone)
 - Online
 - ▣ Future Land Use Data is Readily Available
 - ▣ Personal Attention

THANK YOU

