OVERCOMING THE BIG BARRIERS OF REDEVELOPMENT
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 Process – Suggestions

Economic Innovation & Leadership Symposium – October 31, 2014
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
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
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