

**CITY OF TREASURE ISLAND, FLORIDA
PLANNING AND ZONING BOARD
Sitting as the
LOCAL PLANNING AGENCY
May 9, 2007**

1. ROLL CALL:

Ron DeBiase	Present
Stephen Gingrich	Absent (arrived 4:45 pm)
Susan Givens	Absent
Daniel Helton	Absent
Heidi Horak (Vice-Chair)	Present
Parker Lilya	Present
Harry Long	Present
Pam MacIntyre	Present
Joel Manings	Present
Frank McConnell (Chair)	Present
Kathy McCreary	Present
Joe Roberts	Absent
Robert Shogren	Present
Christopher Sierra	Absent
Ruthie Starkey	Absent

Chair Frank McConnell called the meeting to order at 4:35 pm and noted that the City Planner, Lynn Rosetti, was present.

2. MINUTES

Minutes of the meeting of April 19, 2006 were approved as printed by unanimous consent.

3. ITEMS OF BUSINESS

The Chair introduced the new City Manager, Reid Silverboard. Mr. Silverboard addressed the Board expressing his pleasure to be with the City and that he looks forward to working with the Commission and the Boards and Committees of the City.

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a. Downtown Redevelopment (Parker Lilya)

Mr. Lilya began his presentation with a brief overview of the topics he plans to cover regarding the Downtown Redevelopment.

Mr. Lilya stated that his presentation will include highlights of the proposed Center City's three options, The Pinellas by Design document, The Pinellas Planning Council January 07 memorandum and many photos indicating future visions, plan deficiencies and impacts of other areas.

Mr. Gingrich arrived at 4:45 pm.

Mr. Lilya related the importance of determining what it is the City would like to be and also what is needed to become a destination. He spoke of goals to be set to develop a residential, tourist and business friendly community.

Mr. Lilya continued with the question of "What is our future" and the topics he felt needed to be addressed. He discussed expanding the limits of town center and redeveloping existing properties within the zone.

Mr. Lilya discussed the changes in overall commercial and hospitality infrastructure that he felt the City would have to undertake to compete for the available dollars.

Mr. Lilya offered a review of the Economic Development and Redevelopment Plan which is part of Pinellas by Design. He also offered a review of the Pinellas Planning Council draft of January 07.

Mr. Lilya continued his presentation with a review of the potential impact of changes, a hotel survey, and other areas that impact the plan.

Mr. Lilya, in his summation, presented these questions; what is our vision, what do we expect from the business and residential community, how will we all benefit. He then discussed the actions necessary to obtain these objectives.

b. Economic Redevelopment, Design Review, and Historic Preservation

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Issues (Heidi Horak)

Ms. Horak began with a fun and lively introduction to her presentation on historic preservation in Treasure Island. Along with the music, she stated that Treasure Island needs to wake up and realize the historic treasure that it has. Ms. Horak noted that the nation looks to Treasure Island for one thing and one thing only, mid-century modern architecture and that the world knows Treasure Island for the mid-century modern motels and hotels.

Ms. Horak displayed a national publication called the Atlantic Monthly, a publication established in the 1800's and very well known. She noted that an article appeared in the June 07 issue that featured the Surf Motel which she described as the icon for mid-century modern architecture. Ms Horak read an excerpt from the article which relates to a person looking for this type of architecture and not finding it in the Florida Panhandle but he suggests a visit to Treasure Island which he refers to as a motel national park.

Ms. Horak took the Board on a trip through time with the use of many hats. Beginning with the 1940's then on to the 1950's and 60's, she described the type of tourist that sought out the beach and made Treasure Island's great motels their destination.

Ms. Horak spoke about other cities such as Wildwood, NJ and Palm Springs, CA that have taken advantage of the 50's style urbanism theme. She stated that because of the slow economic times it is a good time to offer help to the hotels and motels that are interested in an opportunity to be part of a historic national resource.

Ms. Horak indicated that she sometimes feels like a fish out of water when talking about mid-century modern but that Treasure Island is known for mid-century modern architecture in the outside world. She suggested visiting the following websites www.recentpast.org – www.doowopusa.org and treasureislandfriends@yahogroups.com for discussion on TI mid-century modern.

Ms. Horak indicated that there was activity among the residents of Treasure Island in regard to losing our mid-century motels just before the Surf was torn down. She displayed several featured articles in local newspapers and also the New York Times that related to the loss of these motels and hotels.

Ms. Horak reviewed a memo she had written to Harry Black, who is involved

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in the Hotel-Motel Association, dated April 15, 2004. It was a follow-up from a breakfast meeting where the topics discussed were the loss of TI charm and tourists. She indicated that the Board is the power that could suggest to the Commission that they take a long term view and lead on the issue of historical preservation.

Ms. Horak offered a photo presentation of mid-century architecture in Treasure Island.

Ms. Horak reviewed the recentpast.org website which included articles regarding Treasure Island mid-century buildings. She read testimonials from tourists regarding their feelings about Treasure Island charm. Again Ms. Horak suggested visiting www.doowopusa.org and www.recentpast.org.

Ms. Horak reviewed a memo dated November 16, 2005 regarding steps to take for the Preservation of Treasure Island's Mid-Century Modern motels and hotels.

In conclusion Ms. Horak stated that Treasure Island has an historic opportunity, because of the market, to begin historical preservation and encouraged everyone to try to develop a package of incentives that may stimulate historic preservation.

4. Adjournment

Meeting was adjourned at 6:50 pm.

Next meeting will follow the regular P & Z meeting scheduled for May 17, 2007 at 2:00pm.

A J. Sarko
Recording Secretary

Frank McConnell
Chair