



## A Summary of Toytown's Redevelopment

(Updated July 2011)

### Toytown - A 240 Acre Redevelopment Site

Toytown is a 240-acre historic landfill in mid-county with excellent interstate access, making it a very attractive prospect for a mixed-use redevelopment plan that could incorporate office/industrial, retail, residential and recreational development.



Photo Courtesy of [www.dorianphotoinc.com](http://www.dorianphotoinc.com)

### An unsolicited proposal (January 30, 2007)

At the January 30, 2007, Board of County Commissioners (BCC) meeting the Board was approached by (link to video archive: <http://www.pinellascounty.org/media/bcc013007/meeting.ram>) Bear Creek Capital with an unsolicited proposal to redevelop the Toytown site. The Commission was intrigued by the possibility, but directed that a competitive process be initiated to solicit ideas from the development community, assuring that Pinellas County cast a wide net for proposals and developers.

### The Request for Negotiations (RFN) Process

On March 20, 2007, The BCC declared the Toytown parcels as surplus and conveyed them to the Industrial Development Authority to begin the Request for Negotiations process. A [Request for Negotiations \(RFN\)](#) to solicit the most innovative, productive and attractive designs for this previously underutilized parcel is issued. [Four proposals](#) were received and a selection committee made up of both private and public executives with expertise in development, planning and fiscal feasibility reviewed and ranked the proposals (link to [Ranking of Firms](#)). The selection committee ranked the proposal from Industrial Realty Group/Bear Creek Capital Development Partners (IRG/BCC) highest. Pinellas County conducted a due diligence process focusing on the top-ranked firm's capacity, experience and finances. On January 22, 2008, the BCC approved the recommended ranking of firms and negotiations commenced with IRG/BCC.

**APPROVED** [#36. Approval of Ranking of Firms for Order of Negotiation for Sale or Lease of Real Property Known as Toytown \(BCC Meeting 01/22/2008\)](#)

During the next phase beginning on January 22, 2008, the county negotiated with IRG/BCC to develop a purchase and sale agreement.

[A License Agreement \(March 24, 2008\)](#) and [Amendment \(September 2, 2008\)](#) are executed to allow Florida Gateway Development I, LLC access to the Toytown property and authorization to confer with federal, state or local government authorities related to the property, for the purposes of conducting various investigations and due diligence activities.

**[The Purchase & Sale Agreement Approved by the Board of County Commissioners \(July 1, 2008\)](#)**

**APPROVED** [35. Approval of a Purchase and Sale Agreement with Florida Gateway Development I, LLC for Sale of the Toytown Site \(BCC Meeting 07/01/2008\)](#)

On July 1, 2008 the Pinellas Board of County Commissioners approved the purchase and sale agreement, which began an extensive due diligence and development review process necessary to further determine the feasibility of the plan to create an entirely new planned community – Villages at Gateway Fields. This ambitious project proposes to remake Pinellas County's historic landfill, Toytown, into a mixed-use village that will allow residents to live, work, play and shop within a livable community designed to encourage walking, biking and mass transit.



**[A First Amendment to the Purchase and Sale Agreement \(June 2, 2009\)](#)** that extends the due diligence time period is approved by the Pinellas Board of County Commissioners.

**APPROVED** [31. Approval of the First Amendment to Purchase and Sale Agreement with Florida Gateway Development I, LLC for Sale of the Toytown Site.](#)

**[A Development Agreement \(April 20, 2010\)](#)** between Pinellas County, Florida Gateway Development I, LLC and the city of St. Petersburg establishing certain terms and conditions related to the development of the site is approved by the Pinellas Board of County Commissioners.

**APPROVED** [20a-b. Approval of the Development Agreement for the Toytown Site.](#)

**[A Land Use Amendment public hearing \(May 18, 2010\)](#)** is held by the Board of County Commissioners, sitting as the Countywide Planning Authority.

**APPROVED** [31 c. Approval of Case CW 10-08 – City of St. Petersburg](#) -247.2 Acres MOL

Generally Located on the East Side of Interstate 275 Between Roosevelt Boulevard and 102nd Avenue North; Amendment from Recreation/Open Space, Water, Water/Drainage Feature Overlay, with Activity Center Overlay to Planned Redevelopment – Mixed Use, Water, Water/Drainage Feature Overlay, with Activity Center Overlay.

The city of St. Petersburg approves on May 20, 2010. The amendment is final as of June 19, 2010 and the Toytown site's new Land Use category is PR-MU (Planned Redevelopment – Mixed Use) and its new zoning is CCS-1 (Activity Center).

**[A Second Amendment to the Purchase and Sale Agreement \(June 15, 2010\)](#)** that adjusts the development approval time period is approved by the Pinellas Board of County Commissioners.

**APPROVED** [32. Approval of the Second Amendment to Purchase and Sale Agreement](#) with Florida Gateway Development I, LLC for Sale of the Toytown Site.

**[Termination Notice and Mutual Release \(July 12, 2011\)](#)** that mutually terminates the Purchase and Sale Agreement is approved by the Pinellas Board of County Commissioners.

**APPROVED** [22. Approval of Mutual Release](#) to the Purchase and Sale Agreement with Florida Gateway Development I, LLC for Sale of the Toytown Site.

Links to documents and presentations from Pinellas Board of County Commissioners Meeting: [Public record documents presented to the BCC](#)