Yesterday, Today, and Tomorrow
What is *Pinellas by Design*?
A Turning Point for Pinellas County

Buildout: Land virtually 100% developed

1910-1919
1950-1959
1990-Present

Existing residential units
New residential units
A Turning Point for Pinellas County

❝“Redevelopment is both necessary and inevitable…”❞

❝“Market-driven redevelopment is already occurring…with or without overarching public purpose or clearly articulated objectives…”❞

❝“As a maturing urban county, it is essential to redevelop to continue to prosper…”❞
A Turning Point for Pinellas County

- Aging building stock
- Risk of disinvestment and loss of employers
- “Greenfield” land use regulations cumbersome in a built-out environment
- Transition to a new redevelopment reality
A Community Vision

What do we want our community to look like in the future?
A Community Vision

► Visioning effort included public summits:
  ► 2002, 2003, and 2005
  ► 6 days/6 locations
  ► 1,200 participants
  ► The public, business owners, development community, and local government
A Community Vision

“Never before in Pinellas County have such diverse countywide and local planning efforts been coordinated so closely, with so much input from the business community and the general public.”
A Community Vision

- It was recognized that no single government or agency could implement *Pinellas by Design* alone.

- Responsibility is shared among multiple countywide agencies, all 25 local governments, and the private sector.
A Community Vision
A Blueprint for Redevelopment

- Our economic future depends on planned redevelopment

- To improve our quality of life

- To channel growth into identified centers, corridors, and districts

- All while preserving and enhancing existing neighborhoods
A Blueprint for Redevelopment

► *Centers*

► *Corridors*

► *Districts*
An Economic Development Plan

► Economic development activities are essentially real estate transactions

► With virtually no vacant greenfield land left, Pinellas County stands at a crossroads

► Continued economic prosperity vs. disinvestment, job loss, and declining wages

► How can we remain economically competitive and robust?
An Economic Development Plan

► High-wage “primary” employers require a supply of buildable land in accessible locations, however…

► They face stiff competition from retail and residential developers who want the same desirable sites

► If conversion left unchecked, trend could result in widespread conversion – to the detriment of the local economy
An Economic Development Plan

- Industrial lands converted to Retail or Residential
  - Yielding a high financial return for land owners
    - Relatively inexpensive land
  - Least beneficial to the local economy
    - Resulting low-wage jobs, income not “imported”
An Economic Development Plan

► Industrial lands used for Primary Employment
  ▶ Yielding a low financial return for land owners
  ▶ Most beneficial to the local economy

• Resulting high-wage jobs, income “imported”
An Economic Development Plan

For Pinellas to remain economically competitive:

► Protect land suitable for primary employers from conversion to retail and residential

► Unnecessary regulatory barriers need to be identified and eliminated

► High costs of redevelopment need to be offset by regulatory and financial incentives
An Economic Development Plan

- **Pinellas by Design** established targets for high-wage job growth through 2025.

- Recommended that 4,000 acres of land was needed for Primary employers.

- We will discuss our progress toward meeting those goals in a later presentation.

### Annual Milestones for Creation of New Primary Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>New Jobs</th>
<th>New Job Wage</th>
<th>Area Average Wage</th>
<th>% of Area Average</th>
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<td>$47,530</td>
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<td>2015</td>
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<td>2025</td>
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How has *Pinellas by Design* been implemented?
Pinellas Planning Council/Countywide Planning Authority Efforts

- Adopted 4 new Planned Redevelopment future land use categories
- Allowed greater local flexibility and mix of uses
- Promotes centers, corridors, and districts - as well as enhancement of industrial areas
Pinellas Planning Council/Countywide Planning Authority Efforts

► Adopted the **Transit-Oriented Development future land use category**

► Anticipates robust transit service such as Greenlight Pinellas

► Several local governments adopted this category and are transit-ready
Amended Countywide Rules governing temporary lodging

Allows more intense hotel development in exchange for enhanced design

Several local governments have adopted these provisions
Pinellas Planning Council/Countywide Planning Authority Efforts

- Completed **Target Employment and Industrial Land Use Study** in 2008
- Set forth a strategy for protecting land designated for target employers
- Regulatory tools adopted in 2009 and updated in 2014
Local Government/Agency Efforts

- The City of St. Petersburg adopted the Vision 2020 special area plan
- Multi-year visioning effort paralleling Pinellas by Design
- Recognized suburban and traditional neighborhoods, centers, and corridors
- Encouraged growth to locate in redevelopment areas while protecting neighborhoods
Local Government/Agency Efforts

► Unincorporated Pinellas County adopted the “Planning to Stay” Element in 2003, in parallel with the Pinellas by Design effort

► Economic Element adopted in 2009

► Updating their Land Development Code to reflect this direction
Local Government/Agency Efforts

► The Metropolitan Planning Organization created the Livable Communities model comprehensive plan and land development code provisions

► Encourages walking, biking and transit use

► Combines land use, streetscaping, and building design

► Several communities have adopted the models
Local Government/Agency Efforts

► The City of Largo adopted its Strategic Plan in 2004, but updates the effort regularly

► Guidelines for multimodal activity centers and mixed-use corridors

► Incorporates transit planning, economic development, and neighborhood focus
Local Government/Agency Efforts

► The City of Clearwater is in the process of adopting its US 19 Corridor Redevelopment Plan

► Outlines strategies to support revitalization, improve access and mobility, and enhance economic competitiveness
What is the future of *Pinellas by Design*?
Countywide Plan Update

- The Countywide Plan coordinates land use planning among all 25 local governments
- Rewriting the plan, incorporating the principles of *Pinellas by Design*
- Coordination with countywide transportation planning and local governments
Centers, Corridors and Districts map:

- Updated data and greater focus on transportation - LRTP
- Coordinated with transit planning efforts - Greenlight Pinellas
- Streamlined approval process directs growth into preferred locations
Countywide Plan Update

Transit-Oriented Vision Map

Updated Countywide Plan Map
Countywide Plan Update

Other Pinellas by Design objectives:

► Fewer land use categories
► Broader mix of allowable uses
► Greater local discretion
► Limits countywide review to issues of countywide importance
Countywide Plan Update

Target Employment Centers:

► Protect prime employment land from conversion to other uses

► 100% intensity bonus for manufacturing, office, and research/development

► Encouraging significant and efficient redevelopment for primary/target employers
Economic Development Tax Abatement

► Ad valorem tax exemptions to new or expanding businesses
► Exemptions up to 100% of the increased value, for up to 10 years
► For certain industries that meet wage and job creation criteria
► Increased property value associated with new capital investment eligible
Conclusion

► We’ve made strides…but much remains to be done, such as:
  ► Adopt the updated Countywide Plan
  ► Provide infrastructure support for industry
  ► Assist in land assembly
  ► Create other incentives and assistance

► We have both significant potential and significant challenges

► We must continue working together as a community