

The Communities of Pinellas

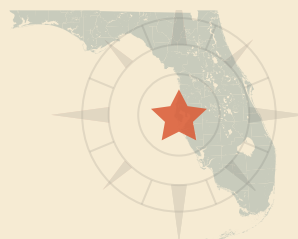
Pinellas County, Florida

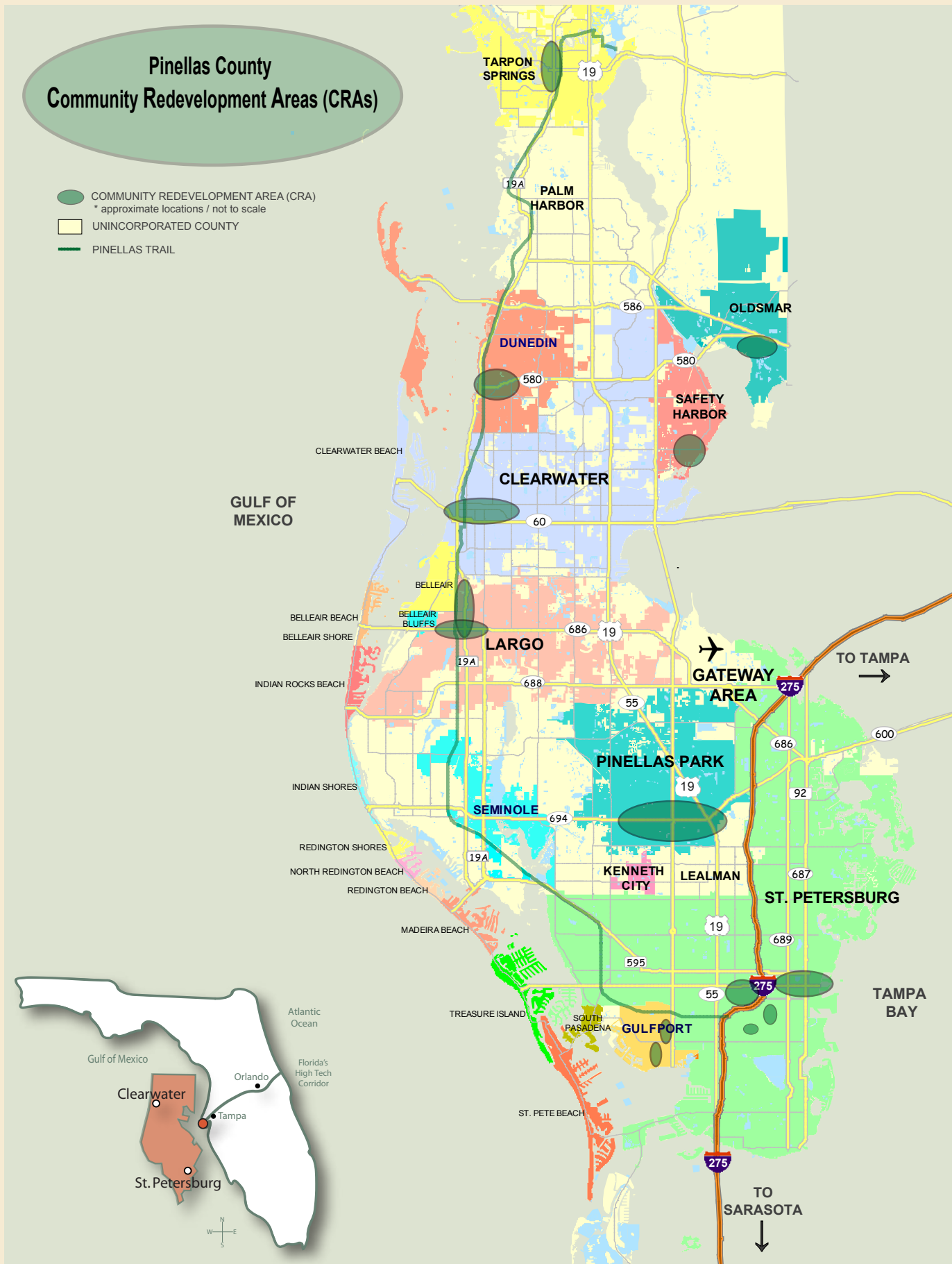
Redevelopment Opportunities on the Gulf of Mexico

St. Petersburg
Clearwater
Largo
Pinellas Park
Dunedin
Tarpon Springs
Safety Harbor
Oldsmar
Gulfport
Seminole
Palm Harbor
Lealman
Kenneth City
South Pasadena
Belleair
Belleair Bluffs

The Beaches

St. Pete Beach
Treasure Island
Indian Rocks Beach
Madeira Beach
Indian Shores
Redington Shores
North Redington Beach
Redington Beach
Belleair Beach
Belleair Shore





Welcome to Pinellas

Attracted by the mild, sub-tropical climate and miles of white sand beaches, more than 920,000 people have made Pinellas County their home. With an average 360 days of sunshine each year and beaches ranked among the best in the U.S., the county is also the most popular tourist destination on the Gulf of Mexico, drawing 13 million tourists annually, including more than 5 million overnight visitors. Pinellas lies at the center of the robust Tampa Bay market, which is expected to grow from its current population of 4.2 million to 6 million by 2030. The market's significant economic clout is evidenced by more than \$70 billion in consumer spending and a labor force 2 million strong. The region is the country's 14th largest media market.

Located on a 280 square-mile peninsula, Pinellas offers a diverse array of cities, towns, and neighborhoods, replete with small and large downtowns, historic main streets, traditional neighborhoods and beach towns. Although the communities range in population from 250,000 in St. Petersburg to less than 80 in Belleair Shore, nearly all capitalize on living in a waterfront paradise.

Pinellas offers an extraordinary quality of life, employment opportunities, relatively low cost of living, diverse housing options and excellent colleges and universities. With its outstanding cultural, recreational and sports facilities, incomparable parks and beaches, and year round events, Pinellas provides a true resort lifestyle.

As an established community, the county's significant infrastructure - including schools, utilities and roadways - is already in place. Pinellas is also well connected with regional access provided via Interstate-275, two international airports, and the largest port in Florida. The Pinellas Trail, a walking and biking trail, links many of the county's historic downtowns. Located throughout Pinellas are numerous **Community Redevelopment Areas (CRAs)** that target revitalization efforts to ensure well-planned, high-quality economic growth.



Dali Museum, St. Petersburg

Lifestyle

With beaches that are consistently rated among the top in the U.S., Pinellas is a water lover's haven set amid a wide range of lifestyle amenities.

Water	135 marinas and dock facilities 588 miles of coastline 35 miles of white sand beaches
Land	52 golf courses 623 tennis courts Pinellas Trail, a 34-mile walking and biking trail 250 parks 2,000 events annually
Sports	MLB Tampa Bay Rays NFL Tampa Bay Buccaneers NHL Tampa Bay Lightning MLB spring training Honda Grand Prix
Culture	15 performing arts facilities 20 theater companies 17 museums, including the world-renowned Salvador Dali Museum Home of the Florida Orchestra
Higher Education	University of South Florida St. Petersburg College Eckerd College Stetson University College of Law <i>31,617 degrees awarded across Tampa Bay region 2008/2009</i>

Business Community

The 40,000 businesses that make Pinellas their home provide a strong and diverse industry base with specialties in defense and national security, life sciences, information technology, and business/financial services. Pinellas ranks second in Florida in manufacturing employment.

Pinellas County's Top Private Employers:

- Home Shopping Network
- Times Publishing Corporation
- Raymond James
- Nielsen
- Morton Plant Hospital
- Jabil Circuit
- Fidelity Information Services
- Largo Medical Center
- Cox Target Media
- All Children's Hospital Johns Hopkins Medicine
- Bayfront Medical Center
- Progress Energy Florida
- Tech Data Corporation
- Honeywell
- Western Reserve Life Assurance
- Ceridian Benefits Services

Pinellas Employment by Industry



Trends and Opportunities

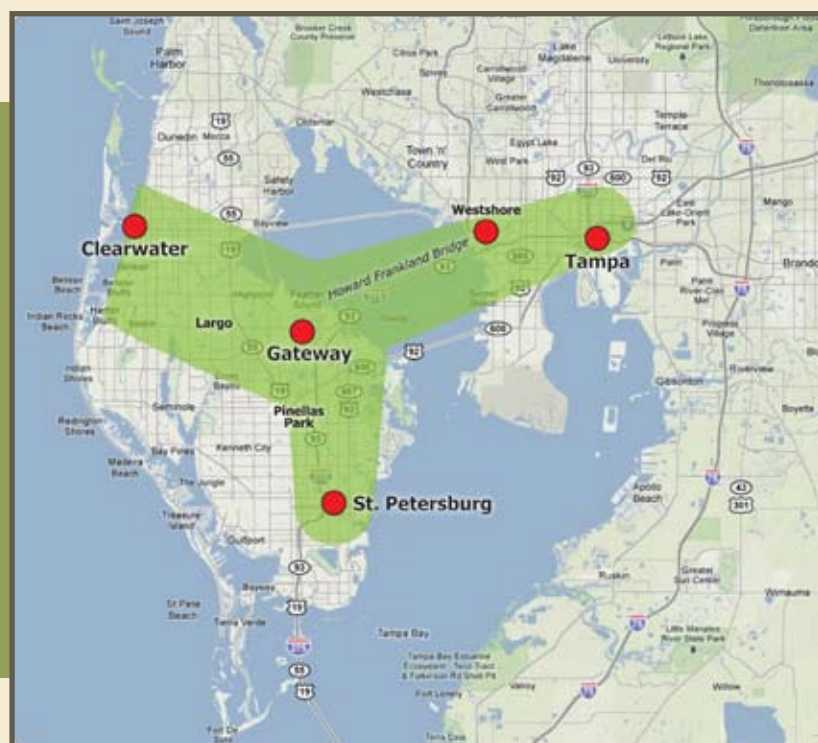
Pinellas County has recognized that redevelopment is crucial to maintaining a vital and healthy economy. Pinellas By Design is its redevelopment strategy to manage growth and foster high-wage business development through regulatory reforms and enterprising/tactical real estate strategies.

New Future Land Use Codes and Land Development Regulations will encourage mixed-use and higher density development. Better employment connections are planned through a more extensive regional transit network. An Alternatives Analysis study has finalized new transit corridors that will allow high-wage employment opportunities in a mixed-use, transit-oriented environment. Major road improvements throughout the County are also creating an improved investment environment for mixed-use, office, industrial, tourism and retail/entertainment development.

Higher-end retail remains mostly absent, providing opportunities for this type of product in Pinellas. Visitors with higher household incomes have created the need for upscale accommodations and retail/entertainment development. Redevelopment opportunities range from small infill projects to more significant sites along the primary transportation corridors and within designated redevelopment areas. Aging strip centers offer prime prospects for mixed-use redevelopment. The Gateway Area offers vacant land in the County's primary employment district.

County At-A-Glance

Population	921,114
Employees	491,769
Households	411,700
Average Household Income	\$64,092
Annual Overnight Visitors	5 million
Median Household Income of Overnight Visitors	\$113,974
Retail Sales	\$31.3 billion
Deposits	\$26.4 billion



Future Transit Corridors Study Area

Two county-owned sites offer excellent redevelopment potential:

Airco is a 128-acre former public golf course adjacent to the St. Petersburg/Clearwater International Airport that is planned as a redevelopment project featuring a mix of aviation, commercial office and light manufacturing uses. More information is available at www.pced.org/airco.



Toytown is a 240-acre historic landfill in mid-county with excellent interstate access, making it an attractive prospect for a mixed-use redevelopment plan that could incorporate office/industrial, retail, residential and recreational development. More information is available at www.pced.org/toytown.



St. Petersburg Yacht Basin



www.stpeteshines.com

Population: 250,719

Opportunities: Downtown offers prime sites for high-rise hotel, office and residential projects. Midtown offers affordable industrial, residential and commercial sites. The Gateway and Tyrone areas offer a range of industrial and commercial opportunities. Primary transportation corridors offer opportunities for higher density, mixed-use projects.

St. Petersburg

Downtown is the hub of activity in St. Petersburg, with more than \$2 billion in new development and redevelopment since the mid 1990s producing an array of office towers, condominiums, retail, restaurant and entertainment venues. Public/private partnerships are key to downtown's success, exemplified by the voter-approved donation of city waterfront land and the \$5 million contribution made by the County and City to help complete the \$36 million Salvador Dali Museum.

Midtown St. Petersburg is priority for redevelopment. SweetBay Supermarket anchors Tangerine Plaza and the GTE Federal Credit Union is nearby. Both were made possible by public/private partnerships and fulfilled economic development priorities. The completion of the \$40 million federal Job Corps facility is expected to spur investment in the adjoining Dome Industrial Park.

Tyrone, in west St. Petersburg, is the largest retail center in the city and a vital corridor for commercial and industrial development. It is also home to many manufacturing facilities in the Tyrone Industrial Park.

The City's Land Development Regulations are designed to increase development intensity downtown; promote mixed-use and multimodal transportation opportunities along corridors, and expand housing opportunities in neighborhoods while preserving a high quality of life.

Read more at www.pced.org/stpetersburg

Clearwater

As the fourth largest city in Tampa Bay, Clearwater is home to a diverse economy with businesses of every size.

Downtown Clearwater enjoys a unique location on a bluff overlooking the Intracoastal Waterway, with public green space lining the waterfront. It is a traditional urban downtown anchored by the Cleveland Street district, which acts as the city's Main Street. The downtown contains a 540-acre CRA and is primarily designated for higher-intensity uses. Public investments, including the Memorial Causeway Bridge, Main Library, Station Square Park, streetscape on Cleveland St., and a 126-boatslip marina and promenade have created a more vibrant locale and have set the stage for continued private investment.

World famous Clearwater Beach is the beach destination at the heart of the Pinellas County tourism market. The city's \$30 million investment in Beach Walk ensures this area meets the expectations of visitors through a dramatic redesign that brings visitors closer to the beach along a lushly-landscaped promenade. The new environment has drawn new hotel, retail and restaurant businesses to Clearwater Beach.

Hercules Industrial Park, located to the northeast of downtown, is Clearwater's primary industrial area. It provides a diverse mix of industrial uses surrounded by residential neighborhoods and includes Clearwater Airpark, a small-craft airport.

Read more at www.pced.org/clearwater

Clearwater Beach



www.myclearwater.com

Population: 105,232

Opportunities: Downtown offers a wide variety of opportunities, including high-rise office space, mixed-use residential and retail space and excellent locations along the Cleveland Street District. Further hotel development is highly encouraged on Clearwater Beach with incentive bonus densities available.

Largo

Centrally located in Pinellas County, Largo is close to everything from beaches to airports. Growth has been spurred by affordable land values and a family and business-friendly setting. The city has large areas of office and industrial space and a major mixed-use project is underway at U.S. 19 and East Bay Drive. Largo has two CRAs: the 330-acre West Bay Drive, its traditional downtown area, and the 288-acre Clearwater/Largo Road. The city is offering land in the West Bay Drive CRA to entice future higher density and mixed-use developments. Clearwater/Largo Road is a neighborhood-based CRA with retail, restaurants and affordable housing elements.

Read more at www.pced.org/largo

www.largo.com

Population: 68,842

Opportunities: West Bay Drive offers prospects for high-rise office, hotel and residential projects, including those mixed with additional retail and restaurants. Clearwater/Largo Road CRA has opportunities for smaller mixed-use development, including affordable housing projects. Larger industrial and office development projects can be located in Largo's gateway area.

West Bay Drive, Largo



Park Station, Pinellas Park



Pinellas Park

Conveniently located with excellent transportation access and affordable land costs, Pinellas Park is already a major industrial and office employment center. It offers prime redevelopment opportunities for businesses and a variety of affordable lifestyle options for residents, including areas designated as Equestrian Communities. The city has a 1,340-acre CRA centered along Park Boulevard, where major streetscape and infrastructure upgrades have been completed and incentives are available. The city is encouraging higher-density development in parts of its CRA. U.S. 19 is a major corridor for ongoing retail development.

Read more at www.pced.org/pinellaspark

www.pinellas-park.com

Population: 46,339

Opportunities: The CRA area has retail, hotel and mixed-use opportunities. Gateway Centre offers space for larger industrial and office projects. U.S. 19 offers prime real estate for retail and mixed-use redevelopment projects.

Dunedin

Dunedin's Main Street provides a delightful, pedestrian-friendly environment for residents, small businesses and visitors. The city also boasts four miles of waterfront, a municipal marina, two state park islands, a baseball spring-training facility, and portions of the Pinellas Trail - all of which contribute to Dunedin's vibrant quality of life. The downtown area includes a 217-acre CRA that contains a mix of single and multifamily residential, specialty retail, restaurants, and professional office uses, along with a large medical complex. A new eastern gateway to the downtown is being created that will include office, retail and residential space.

Read more at www.pced.org/dunedin

www.dunedingov.com

Population: 35,629

Opportunities: Opportunities exist in the CRA for additional mixed-use developments including hotel, professional office, restaurant and retail uses. A major site with ample surrounding workforce for office and industrial uses exists near downtown.

Main Street, Dunedin



Historic Tarpon Springs



Tarpon Springs

Located on the scenic Anclote River, Tarpon Springs is one of the oldest and most charming communities in the Tampa Bay area. Famous for its historic sponge industry and Greek heritage, its downtown is also known for art galleries, antique shops and historic neighborhoods. The downtown has a 226-acre CRA, in which the city is promoting high-quality redevelopment through incentives, smart code design, and strategic public investment programs. Florida Hospital and a medical employment area are at the city's southern gateway. This working waterfront community offers strong opportunities for the marine industry, and prime acreage along the Anclote River for recreational and hotel development.

Read more at www.pced.org/tarponsprings

www.ci.tarpon-springs.fl.us

Population: 23,996

Opportunities: There are tourism-related opportunities, including hotels, as well as small retail, office, mixed-use, and infill projects. A large industrial area north of the Anclote River is a primary employment district with acreage for light industrial, marine, mixed use, and recreational development.

Safety Harbor

Safety Harbor's quaint, walkable downtown, neighborhood shopping centers, and compact industrial zones are nestled around western Tampa Bay. The internationally-known historic Safety Harbor Resort and Spa is the centerpiece of the community. The downtown is part of a 160-acre CRA, where the city has made extensive streetscape improvements, including restoring the brick streets, undergrounding utilities and adding parking. Safety Harbor is encouraging quality redevelopment such as Harbor Pointe, a mixed-use redevelopment project that features residential, retail and office spaces.

Read more at www.pced.org/safetyharbor

www.cityofsafetyharbor.com

Population: 16,251

Opportunities: The CRA provides many opportunities for small scale infill, adaptive reuse, and mixed-use projects including specialty retail and restaurants. Unique live and work use projects such as artist lofts are also encouraged.

Downtown Safety Harbor



Oldsmar



Photo by Wm. Emrich

Oldsmar

Located at the top of Old Tampa Bay, Oldsmar is positioned between the "best of two worlds": metropolitan Tampa and the famed white sand Gulf Beaches of Pinellas County. This strategic location supports hundreds of office and industrial businesses with over 55,000 vehicles traveling daily through the city. Oldsmar's Town Center is a 141-acre CRA in which public investment focuses on preserving old Florida charm while encouraging a more vibrant business environment. The city is encouraging high-quality mixed-use redevelopment projects using public investment, incentives and development codes.

Read more at www.pced.org/oldsmar

www.myoldsmar.com

Population: 13,053

Opportunities: The CRA provides an opportunity for mixed-use development, including retail and office projects. Plans for the city-owned Market Square provide an opportunity for a public/private partnership. Vacant and developable land is available in the city's industrial areas.

Gulfport

Gulfport is a waterfront community anchored by a 13-acre beachfront park and recreation complex, which includes the famed restored 1930s-era Gulfport Casino. Gulfport is known for its friendliness, diversity, thriving arts community, and offbeat historic Florida flavor. Gulfport has two designated CRAs: the 84-acre Waterfront Area located on Boca Ciega Bay and the 186-acre 49th Street Redevelopment Corridor. The city has invested heavily in its waterfront recreational assets as well as streetscape improvements in the 49th Street area. Around 49th Street, the city seeks a more unified appearance, the redevelopment of older buildings, and the creation of a more pedestrian and bike-friendly atmosphere.

Read more at www.pced.org/gulfport

www.mygulfport.us

Population: 12,116

Opportunities: Opportunities exist in the waterfront areas for mixed-use developments including artist live/work space and smaller retail, restaurant and office space. Prime opportunities exist along 49th Street for larger mixed-use projects, including those with professional office and commercial uses.

Gulfport Casino



St. Petersburg College Campus, Seminole



Seminole

Seminole is a predominately residential community with robust commercial development, and a 3,600-student campus of St. Petersburg College. The area is known for its strong demographics, good schools and family-oriented population. Seminole's proximity to the beaches and major travel routes makes the area attractive for business and residences.

A major mixed-use redevelopment is planned for the 60-acre Bay Pines property to include a hotel, retail uses and hundreds of residential units.

Read more at www.pced.org/seminole

www.myseminole.com

Population: 10,518

Opportunities: Bay Pines offers large-scale development opportunities. Major thoroughfares like Park and Seminole Boulevards offer prime retail and mixed-use sites.

Palm Harbor

Downtown Palm Harbor is a Florida Main Street, a designation that recognizes the ongoing revitalization efforts in the area. Its small shops and restaurants offer a bit of Old Florida.

Downtown Palm Harbor is located along the County's Coastal Corridor (Alternate U.S. Hwy 19), where there are additional opportunities for small-scale redevelopment in proximity to the historic communities of Ozona, Old Palm Harbor, and Crystal Beach.

Read more at www.pced.org/palmharbor

www.oldpalmharbormainstreet.net

Opportunities: Retail, office and mixed-use projects are available in Downtown Palm Harbor.

Palm Harbor



Gateway / Lealman

More than a third of Pinellas' land lies in unincorporated areas of the County offering excellent redevelopment opportunities for a variety of uses. The most significant development prospects exist in the Gateway area, which is home to more than 60,000 employees and 2,800 businesses. With its central county location and excellent regional access, it already serves as the County's major employment center and sizable tracts of developable vacant land remain. The nearby St. Petersburg/Clearwater International Airport and its surrounding lands offer numerous sites for business.

Lealman is an urban community of approximately 35,000 residents located just north of St. Petersburg and adjacent to Interstate-275. Lealman includes some 180 acres of industrially zoned properties adjacent to the CSX Rail Line and more than 300 acres of commercial property. A large Brownfield Area provides incentives for redevelopment and job creation.

Read more at www.pced.org/unincorporated

www.PCED.org

Opportunities: Large scale office, industrial and mixed-used projects abound in the Gateway area. Smaller industrial and commercial opportunities can be found in Lealman.

Gateway area (www.dorianphotoinc.com)



The Beaches

Spanning the Gulf Boulevard corridor, from Clearwater in the north to St. Pete Beach in the south, eleven barrier island communities provide a combined 35 miles of beachfront, serving as the premiere tourism corridor in Pinellas County. Major investments have been made along Gulf Boulevard including some buried utility lines, improved roadway and sidewalks, and new bike lanes and crosswalks. Another \$35 million cooperative effort between the beach communities and Pinellas County is planned to further improve the corridor.

St. Pete Beach's Redevelopment District occupies 284 acres and includes two major areas – Gulf Boulevard and the Downtown District. A three-year \$60 million Bayway Bridge Replacement will replace the existing two-lane bridge with a four-lane fixed span high level structure with bike and walking paths that will encourage future tourism and beach business.

Treasure Island plans to redevelop its downtown with higher-end retail, restaurants, residences and mixed-use developments in a more pedestrian friendly environment. A new Downtown Special Area Plan and investments in two new bridges, a Central Beach Trail and the undergrounding of utilities on Gulf Blvd. are expected to spur new private investment.

Indian Rocks Beach seeks to expand the range of commercial and office uses in the city and revitalize its Business District Triangle. Recent public investments consist of new floating docks to encourage visiting boaters, a redesign of the city's entranceway and the expansion of its historical museum.

Madeira Beach is home to John's Pass Village & Boardwalk, a fishing village converted into a shopping area that has undergone significant redevelopment. A new aquarium is expected to draw 250,000 people a year. Planning is also underway for the town center area to attract new hotels, restaurants, retail and residential projects through new codes that promote mixed-use development, the revitalization of the marina, and a redesign of the downtown corridor.

Read more at www.pced.org/thebeaches

St. Pete Beach



www.tampabaybeaches.com
www.madeirabeachfl.gov
www.mytreasureisland.org
www.stpetebeach.org
www.indian-rocks-beach.com

Ideal Business Climate



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ECONOMIC DEVELOPMENT
WWW.PCED.ORG/redevelopment