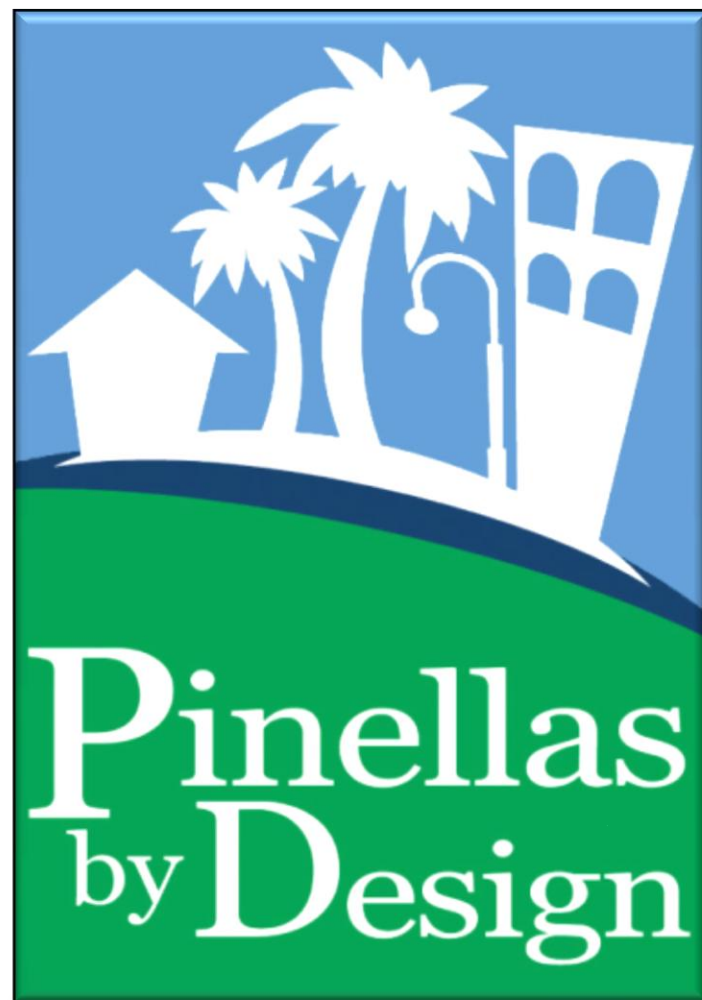




Yesterday, Today, and Tomorrow



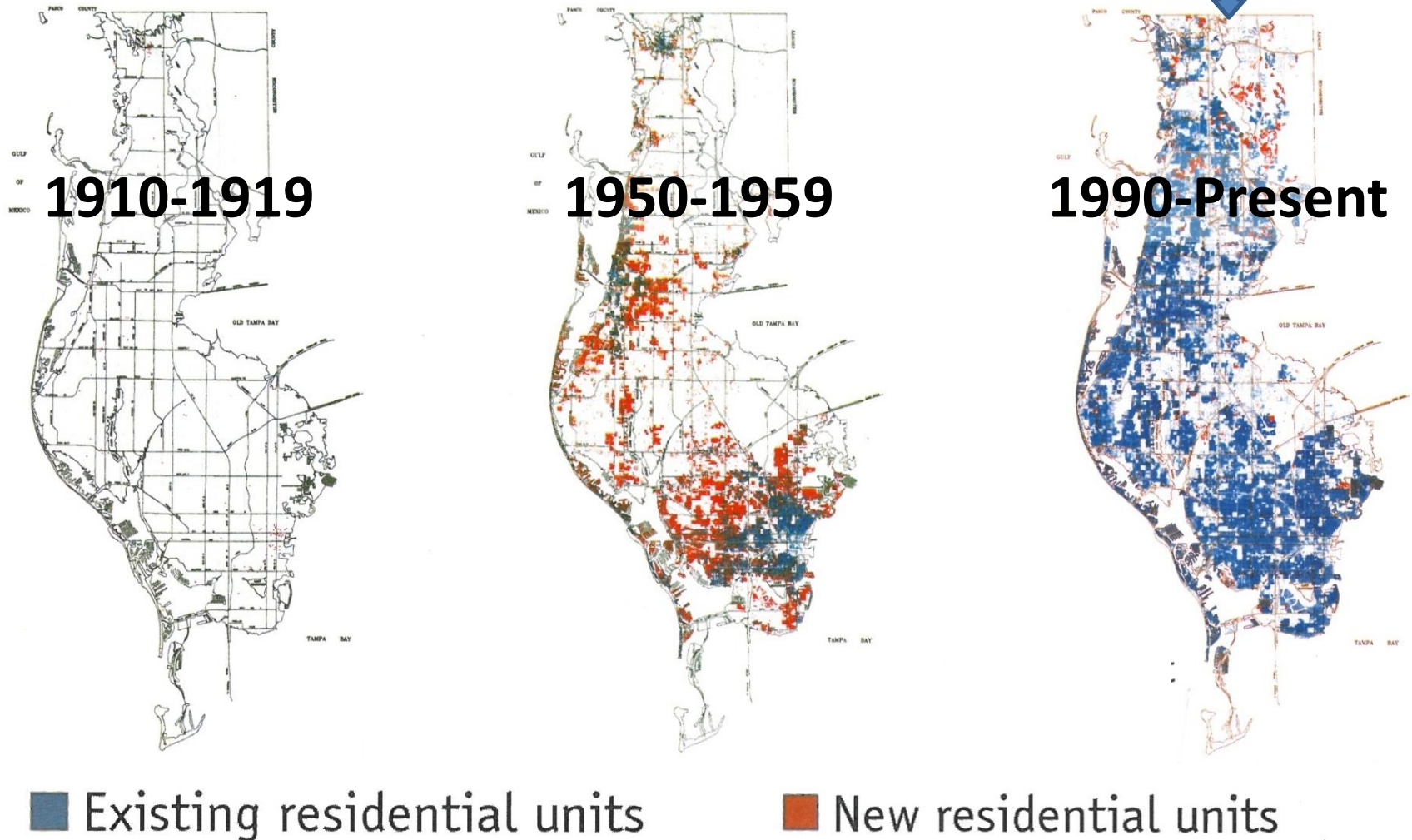


What is *Pinellas by Design*?



A Turning Point for Pinellas County

- Buildout: Land virtually 100% developed



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...”



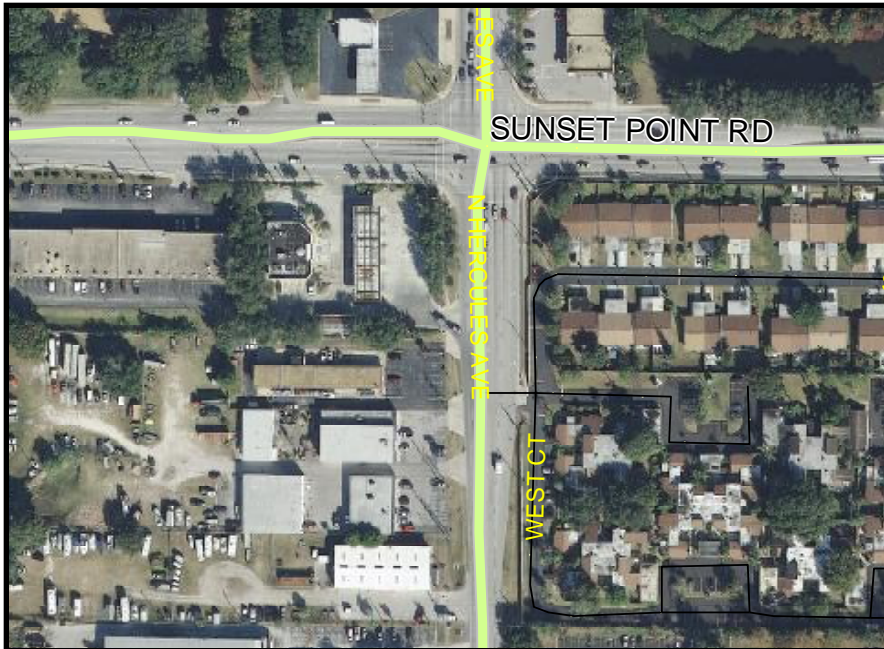
“As a maturing urban county, it is essential to redevelop to continue to prosper...”



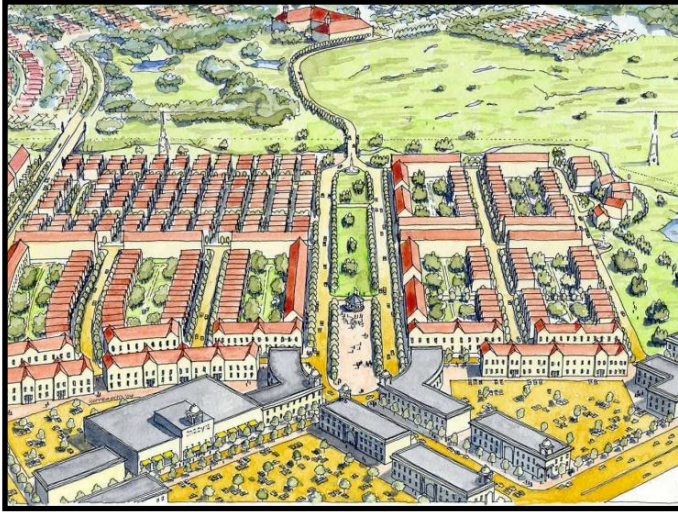
A Turning Point for Pinellas County



- ▶ 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

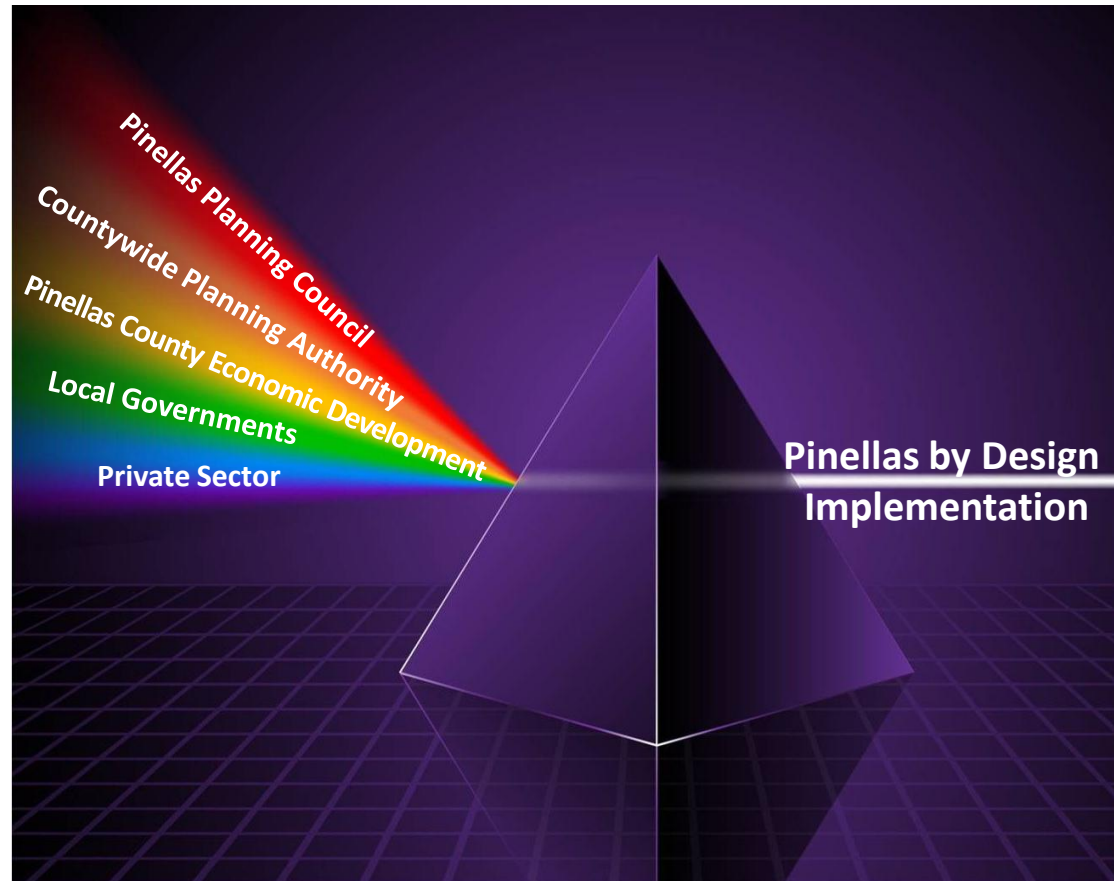


“Never before in Pinellas County have such diverse countywide and local planning efforts been coordinated so closely, with so much input from the business community and the general public.”

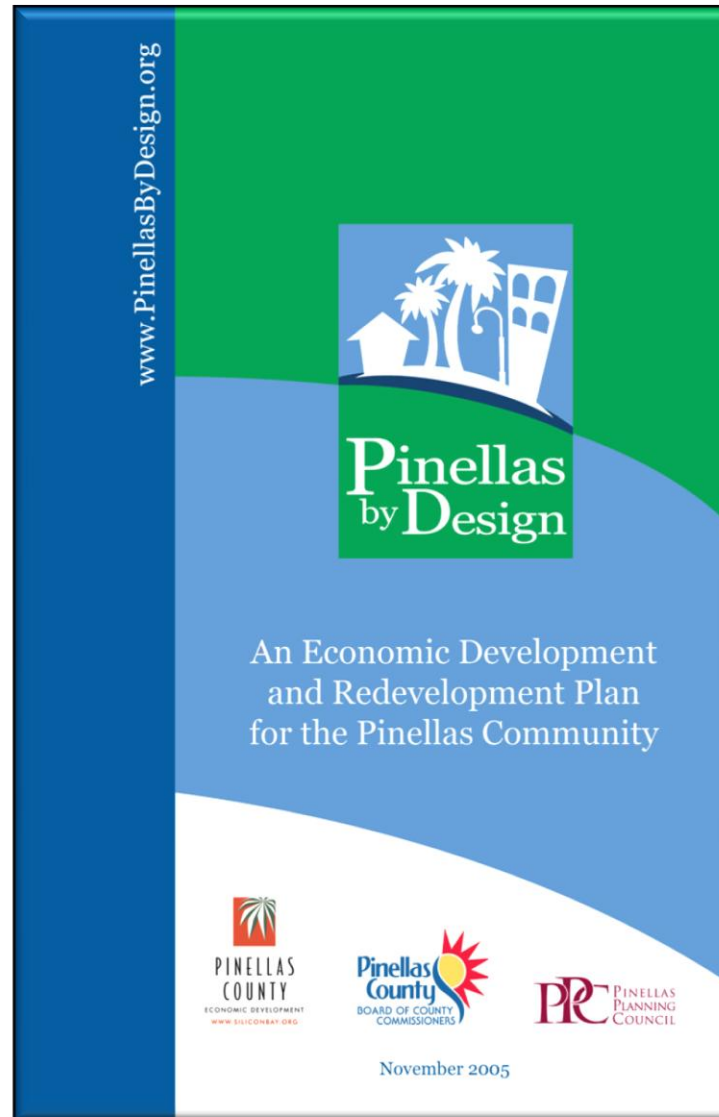


A Community Vision

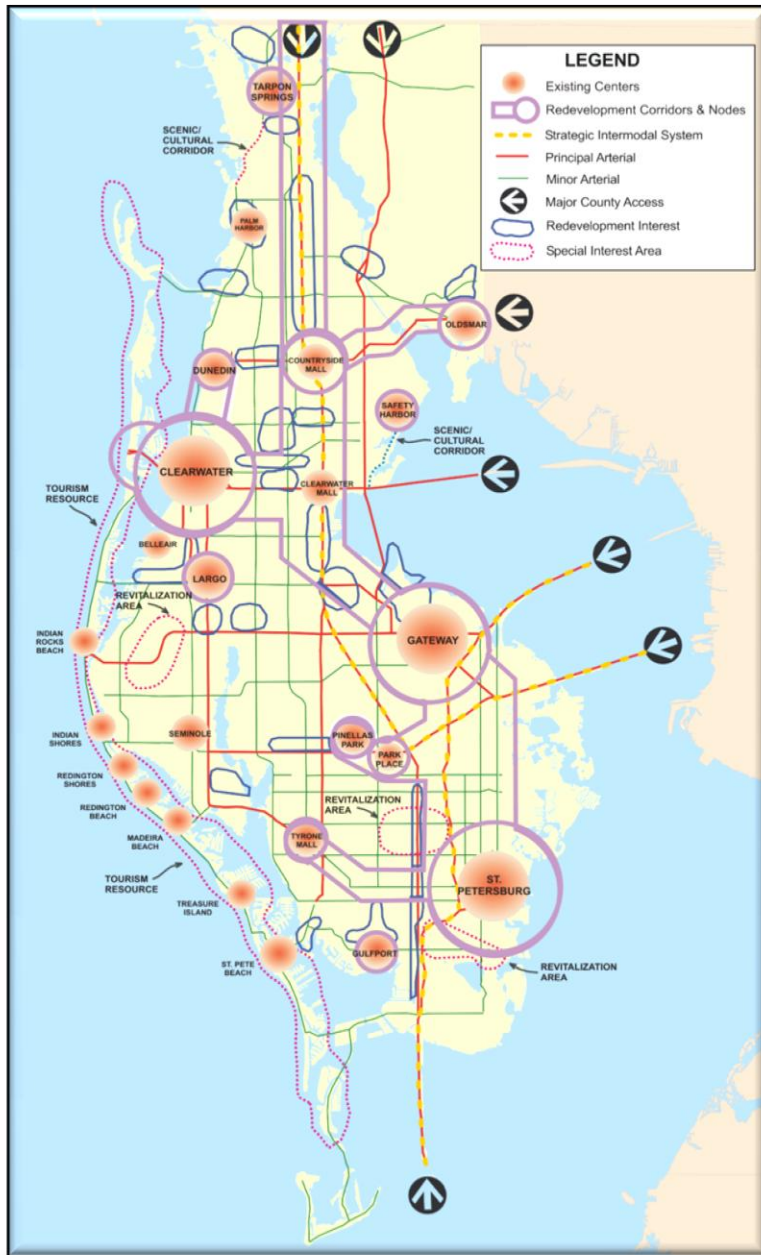
- ▶ It was recognized that no single government or agency could implement *Pinellas by Design* alone
- ▶ Responsibility is shared among multiple countywide agencies, all 25 local governments, and the private sector



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

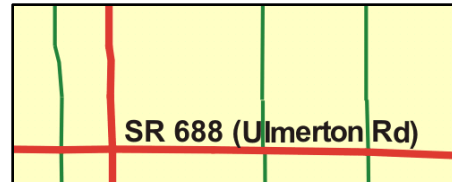


A Blueprint for Redevelopment

► Centers



► Corridors

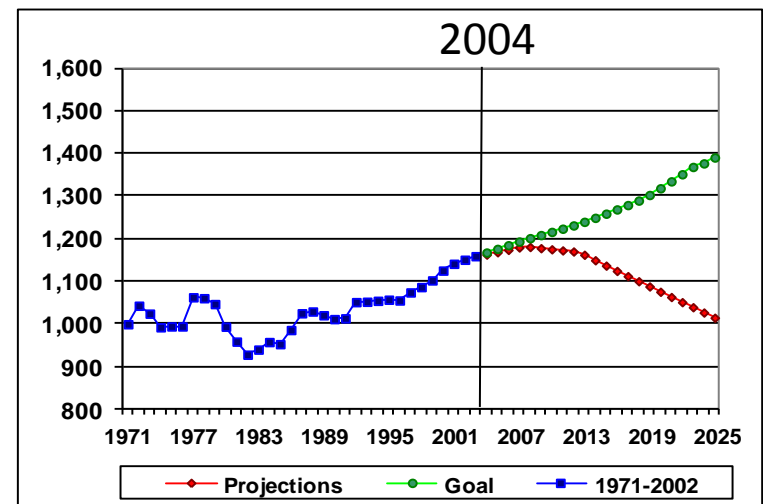


► Districts



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

Annual Milestones for Creation
of New Primary Jobs

<u>Year</u>	<u>New Jobs</u>	<u>New Job Wage</u>	<u>Area Average Wage</u>	<u>% of Area Average</u>
2005	2,519	\$47,530	\$36,960	129%
2006	2,592	\$49,380	\$38,183	129%
2007	2,667	\$51,299	\$39,447	130%
2008	2,658	\$53,051	\$40,726	130%
2009	2,645	\$54,918	\$42,021	131%
2010	2,718	\$57,188	\$43,361	132%
2011	2,794	\$59,551	\$44,747	133%
2012	2,872	\$62,011	\$46,180	134%
2013	2,544	\$64,107	\$47,689	134%
2014	2,189	\$65,873	\$49,283	134%
2015	2,237	\$67,887	\$50,938	133%
2016	2,286	\$69,960	\$52,657	133%
2017	2,336	\$72,094	\$54,442	132%
2018	2,387	\$74,291	\$56,297	132%
2019	2,055	\$76,260	\$58,325	131%
2020	1,701	\$78,158	\$60,543	129%
2021	1,727	\$80,911	\$62,858	129%
2022	1,754	\$83,766	\$65,273	128%
2023	1,782	\$86,727	\$67,793	128%
2024	1,765	\$87,423	\$67,170	130%
2025	1,707	\$89,560	\$68,847	130%

- ▶ *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





How has *Pinellas by Design* been implemented?



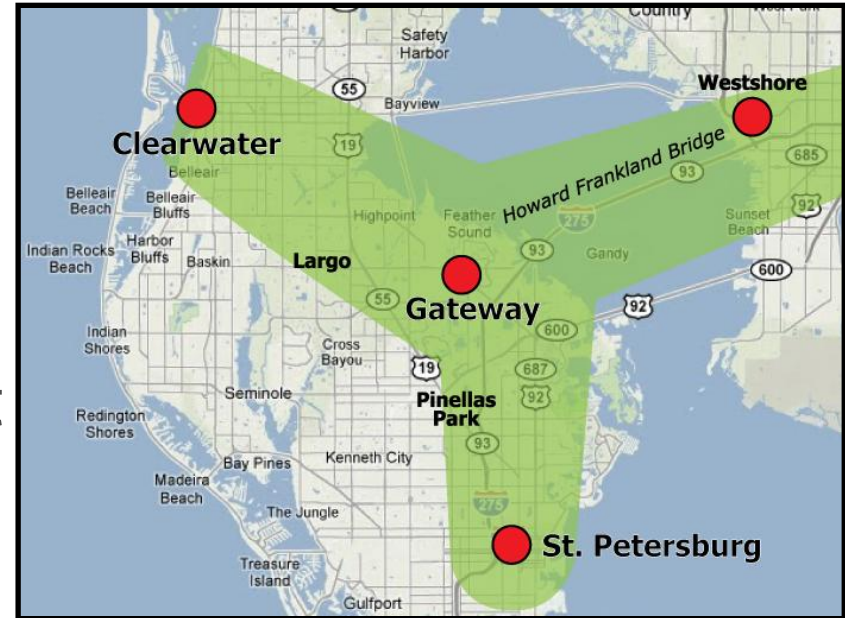
Pinellas Planning Council/ Countywide Planning Authority Efforts

- ▶ 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



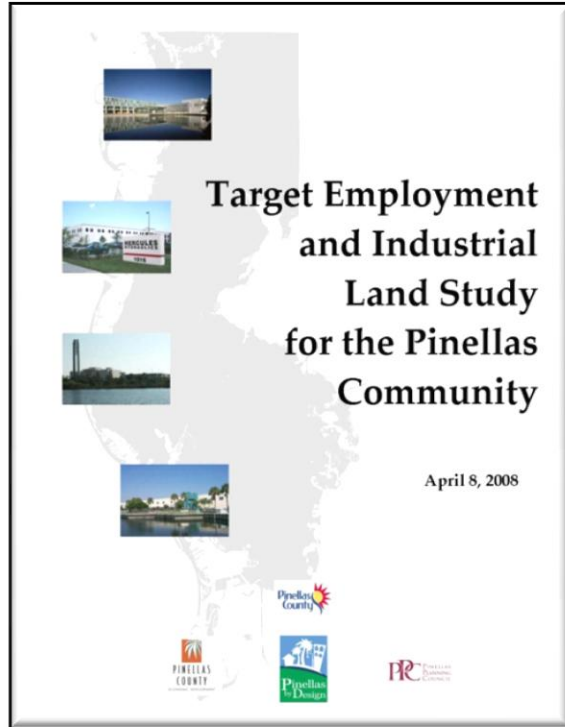
Pinellas Planning Council/ Countywide Planning Authority Efforts



- ▶ 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



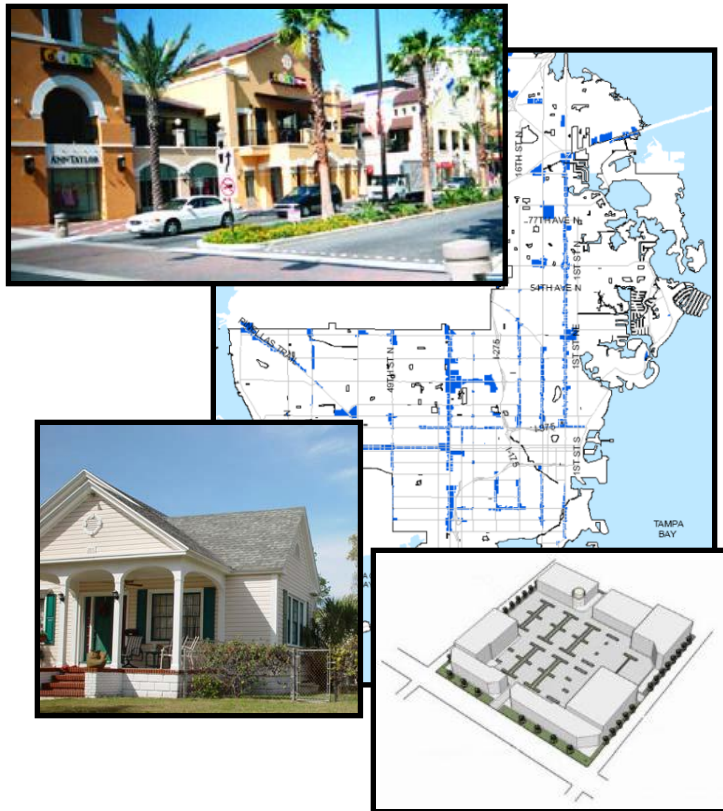
- ▶ Completed **Target Employment and Industrial Land Use Study** in 2008
- ▶ Set forth a strategy for protecting land designated for target employers
- ▶ Regulatory tools adopted in 2009 and updated in 2014



Economic Innovation &
Leadership Symposium



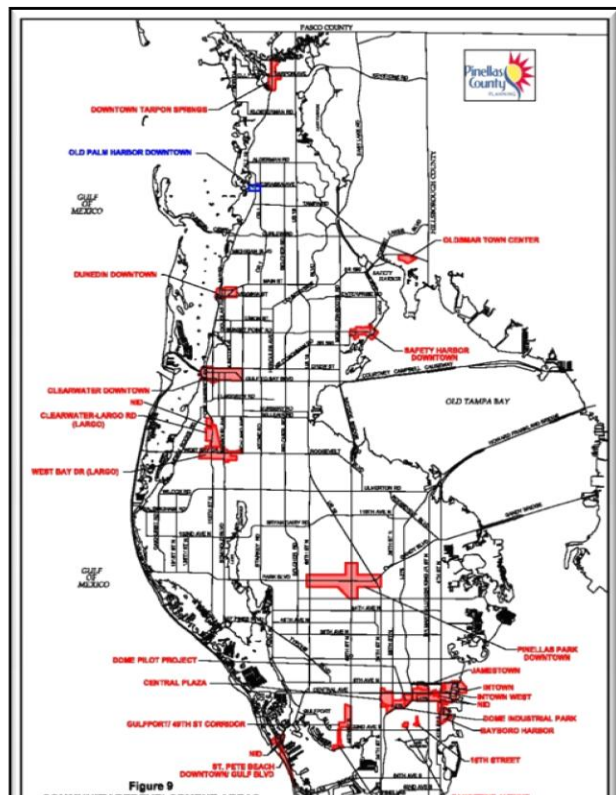
Local Government/Agency Efforts



- ▶ 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

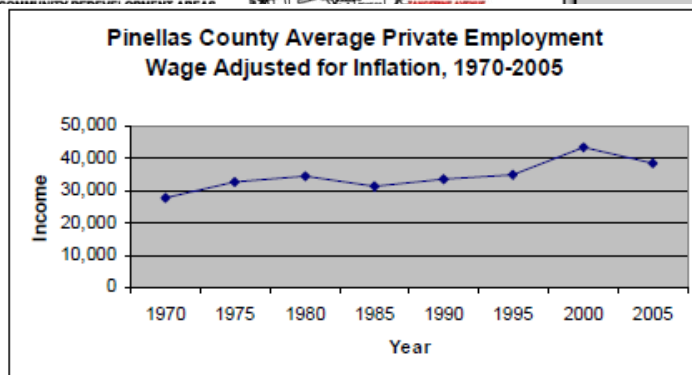


Local Government/Agency Efforts



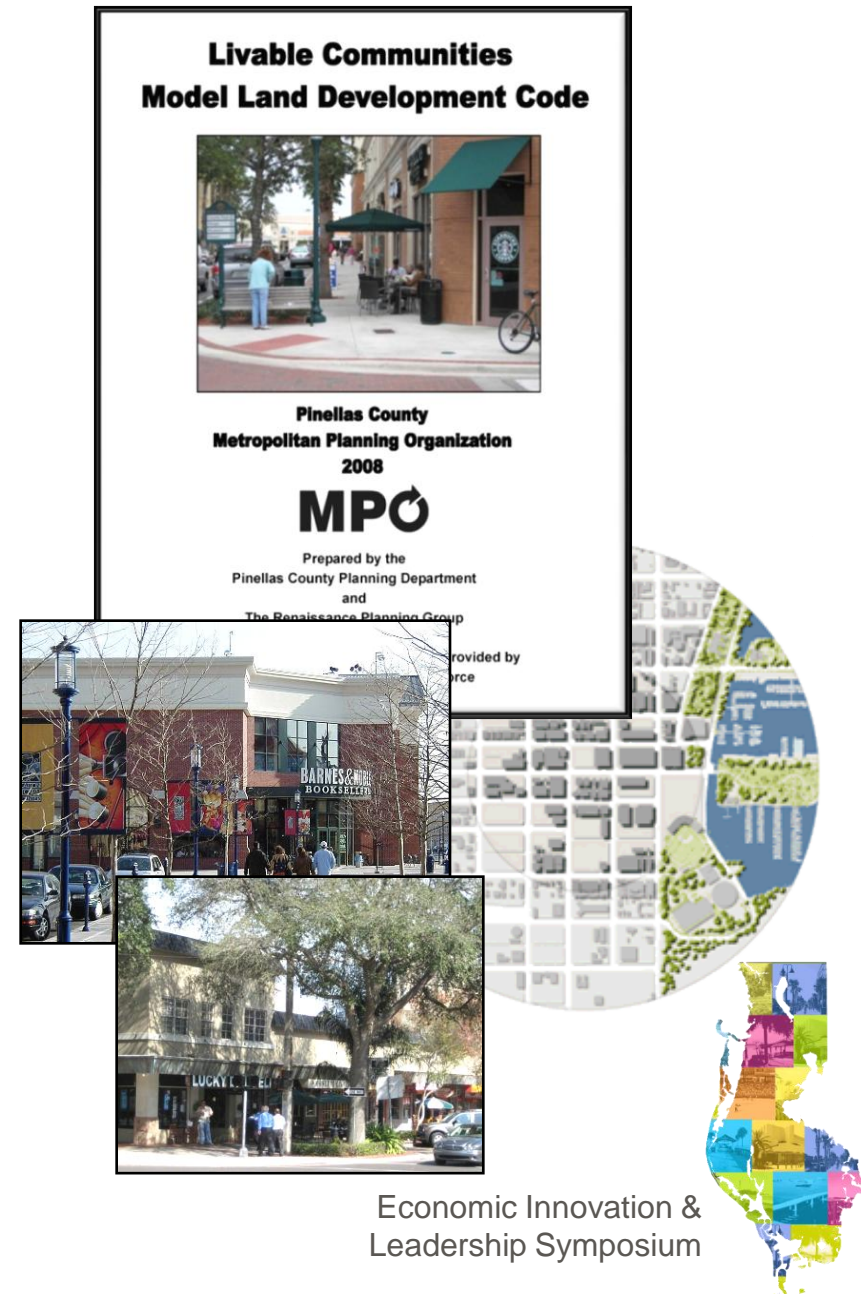
- ▶ Unincorporated **Pinellas County** adopted the “**Planning to Stay**” Element in 2003, in parallel with the *Pinellas by Design* effort
- ▶ **Economic Element** adopted in 2009
- ▶ Updating their **Land Development Code** to reflect this direction

Figure 9
Pinellas County Average Private Employment
Wage Adjusted for Inflation, 1970-2005



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

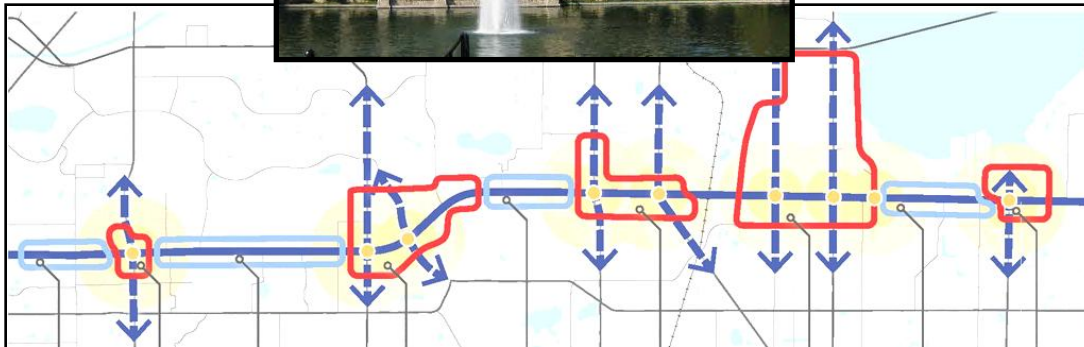
- ▶ The **City of Largo** adopted its **Strategic Plan** in 2004, but updates the effort regularly
- ▶ Guidelines for multimodal activity centers and mixed-use corridors
- ▶ Incorporates transit planning, economic development, and neighborhood focus



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



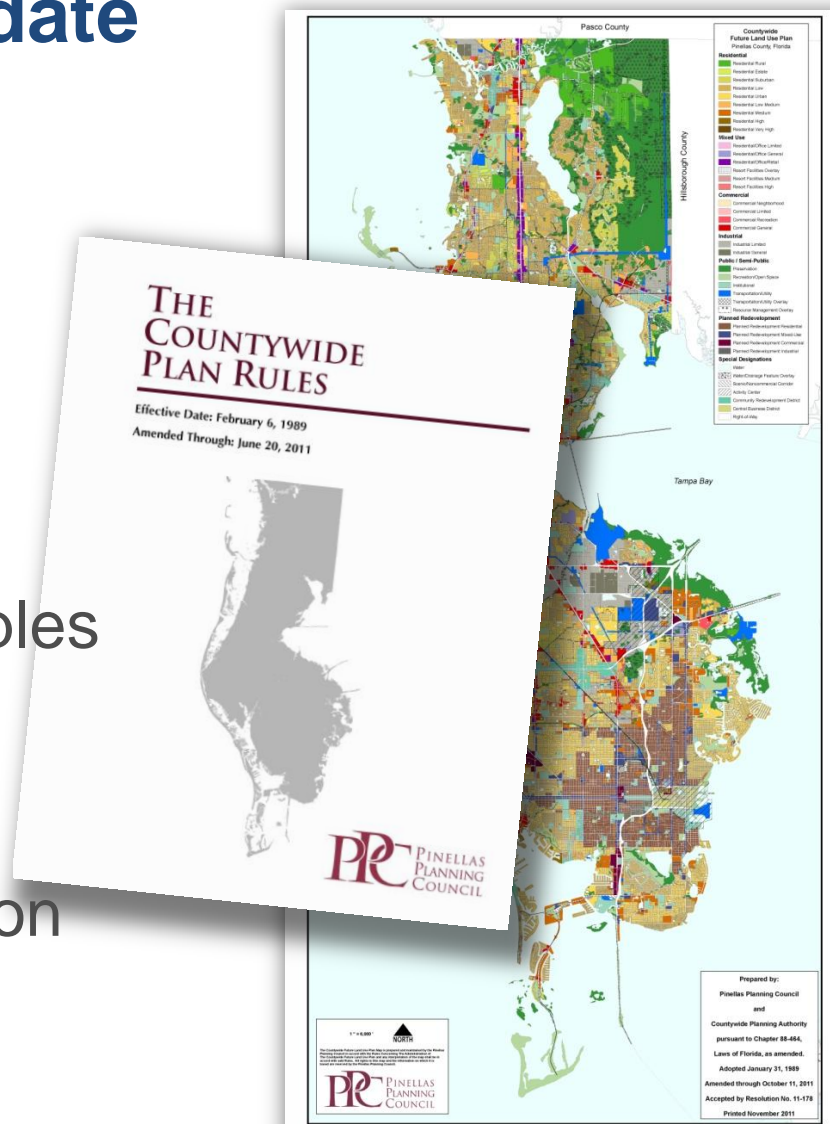


What is the future of *Pinellas by Design?*



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



Countywide Plan Update

Centers, Corridors, & Districts Map



Centers, Corridors and Districts map:

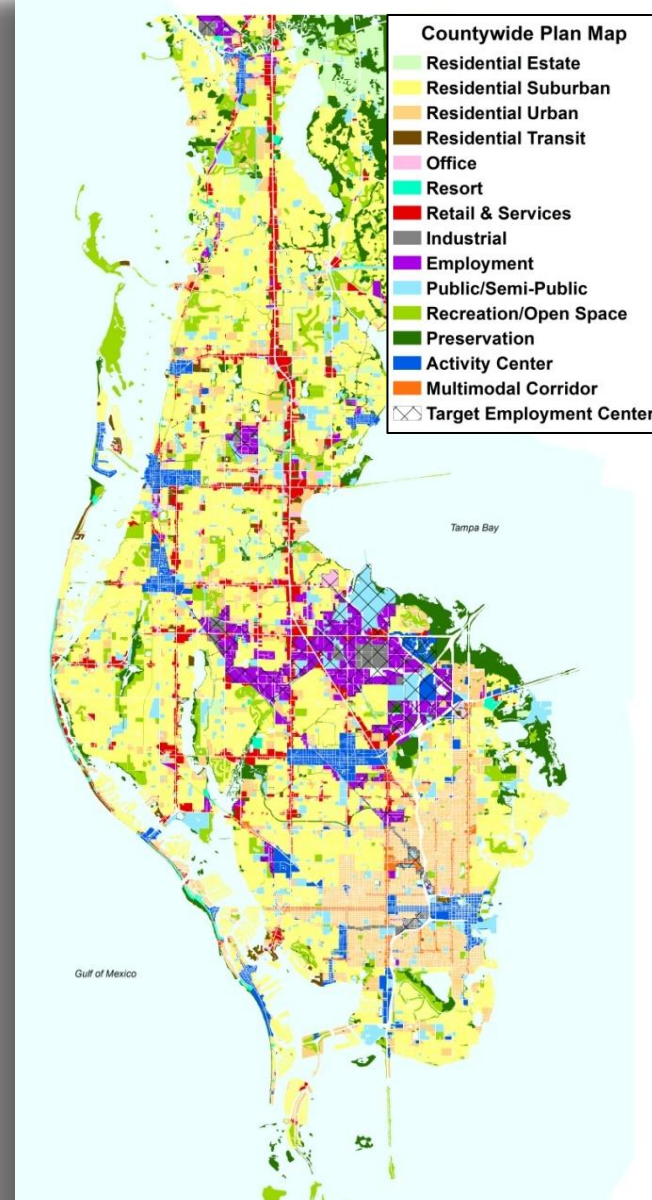
- ▶ Updated data and greater focus on transportation - LRTP
- ▶ Coordinated with transit planning efforts - Greenlight Pinellas
- ▶ Streamlined approval process directs growth into preferred locations

Economic Innovation & Leadership Symposium



Countywide Plan Update

Transit-Oriented Vision Map

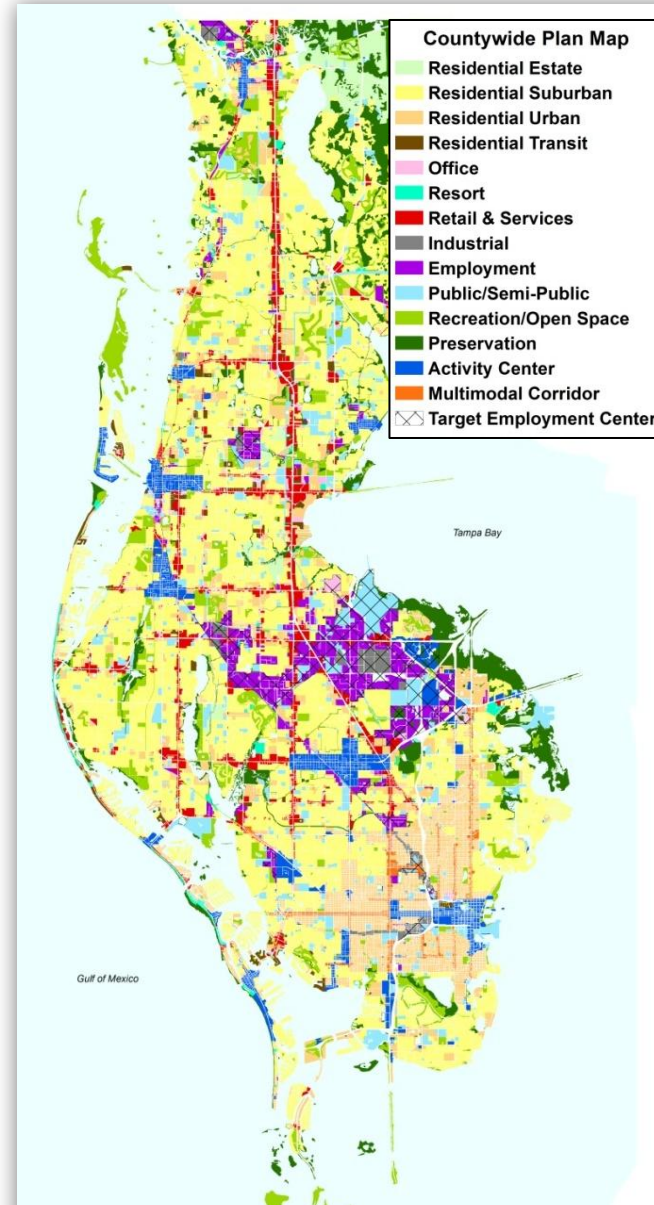


Updated Countywide Plan Map

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

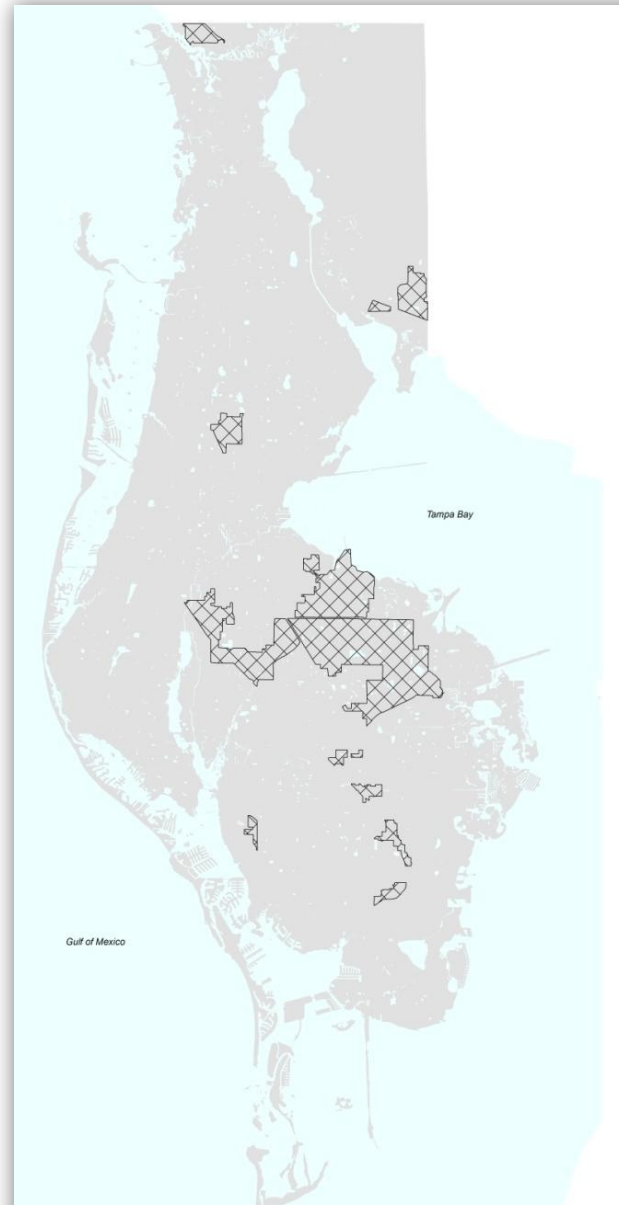


Updated Countywide Plan Map

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



Target Employment Centers

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

