



Pinellas by Design... A Shared Future

Economic Development and Redevelopment Plan for the Pinellas Community

Prime Interests, Inc.
Policom, Corp.
HDR, Inc.
RERC, Inc.

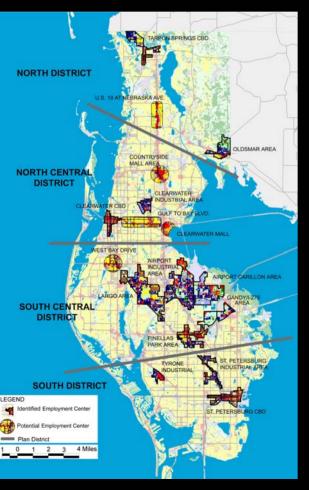


Welcome

Summit Agenda

- I. Welcome and Introductions Commission and Host
- II. Draft Economic Development and Redevelopment Plan Presentation
- III. Draft Economic Development and Redevelopment Plan Recommendations
 - a.) Review of Plan Strategies
 - 1.) Vision
 - 2.) Economics
 - 3.) Real Estate
 - 4.) Plan Code and Design
 - b.) Plan Strategies Exercise
- IV. Break (10 minutes)
- V. Corridors, Centers and Districts Exercise
 - a.) Review and Describe Urban Framework Types
 - b.) Urban Framework Exercise
 - c.) Group Reports
- **VI.** Outstanding Plan Strategies Consensus
- VII. Closing
- a.) Future Actions
- b.) Questions and Answers
- c.) Adjourn

EDRP Summit Structure



Dates/Locations

- Feb 1 (1-5pm)
 North-Central Area
 Ruth Eckerd Hall
- Feb. 2 (8am-12pm)South AreaUSF Campus Activity Center
- Feb. 2 (6-9pm)South-Central AreaLargo Cultural Center
- Feb. 3 (8am-12pm) North Area
 - St. Nicholas Greek Orthodox Church Hall

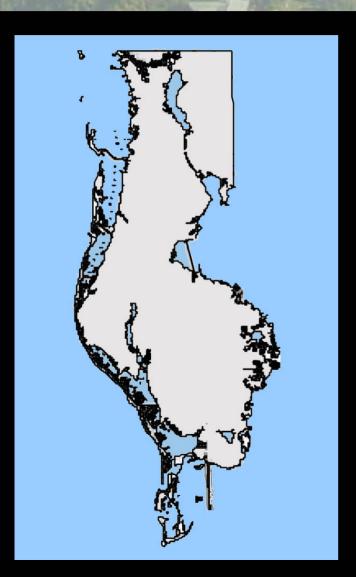


Vision

Pinellas Background



Pinellas Background



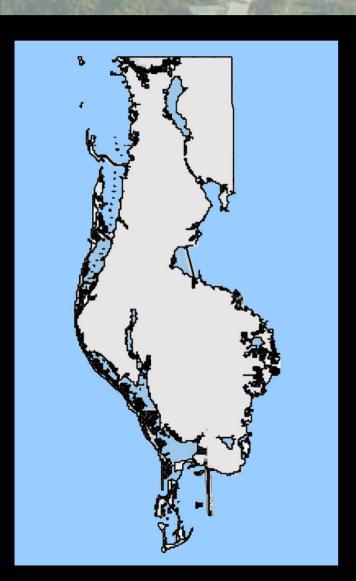
Features

- 280 square miles
- 934,000 residents
- Highest pop. density in state (3,300 persons/sq. mile)
- 400 miles of coastal edge
- \$50 billion+ ratable base

Issues

- Reaching physical buildout
- 34% of structures 40+ years old
- 25 local government jurisdictions

Pinellas Background



Conclusion:

 A countywide redevelopment strategy is necessary

Result:

- A multi-year, three-phase process was begun
- Pinellas by Design A Shared
 Future: An Economic Development
 and Redevelopment Plan for the
 Pinellas Community

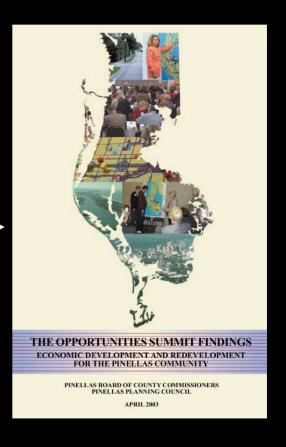
Phase I



Issues

Phase II

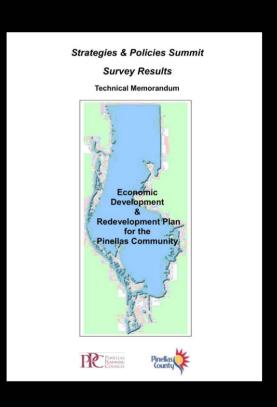




Opportunities

Phase II





Strategies

Phase III



Economic
Development
and
Redevelopment
Plan for the
Pinellas
Community

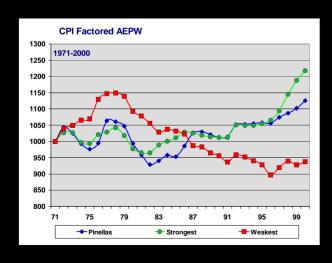
Vision – A Community of Quality Communities

Enhance Pinellas County as a *Community of Quality Communities* by Creating an Environment where High Quality Jobs are Created, Communities are Revitalized, and Natural Resources are Protected, Sustaining the County's Quality of Life

- Education and Communication
- Redevelopment Code Strategies
- Intergovernmental Coordination
- Public and Private Investment

Economic Issues

Create and Sustain Economic Strength Necessary for Quality Redevelopment and Provide Sufficient Facilities to Attract, Expand, and Retain High-wage Employers







Real Estate Issues

Redevelop Aging and Obsolete Uses to Provide the Real Estate Needed to Ensure that Pinellas County Remains Economically Strong and Maintains a High Quality of Life







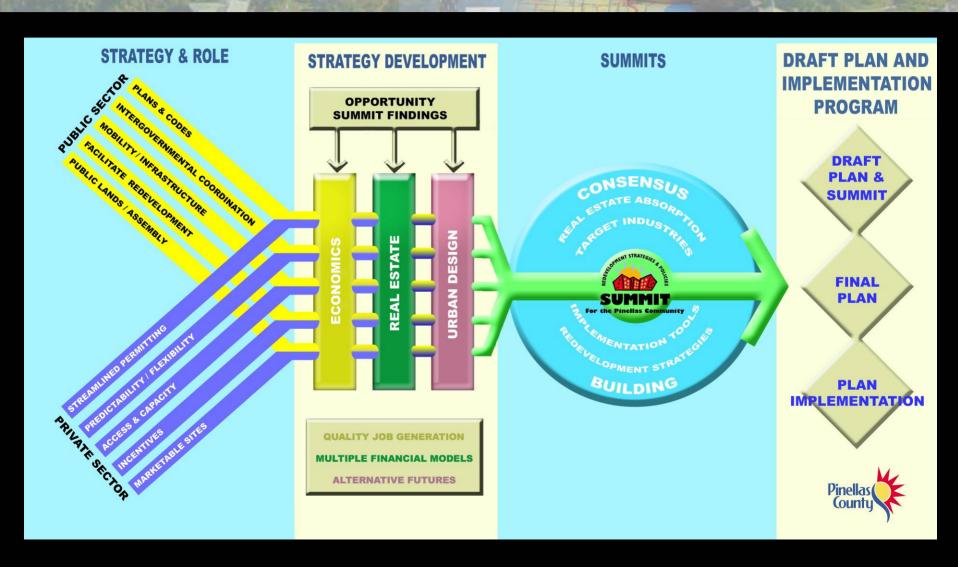
Plan, Code & Design Issues

Revise Plans, Regulatory Processes, and Standards, Recognizing Unique Needs of Redevelopment and Encouraging the Implementation of Urban Design Standards











Economics

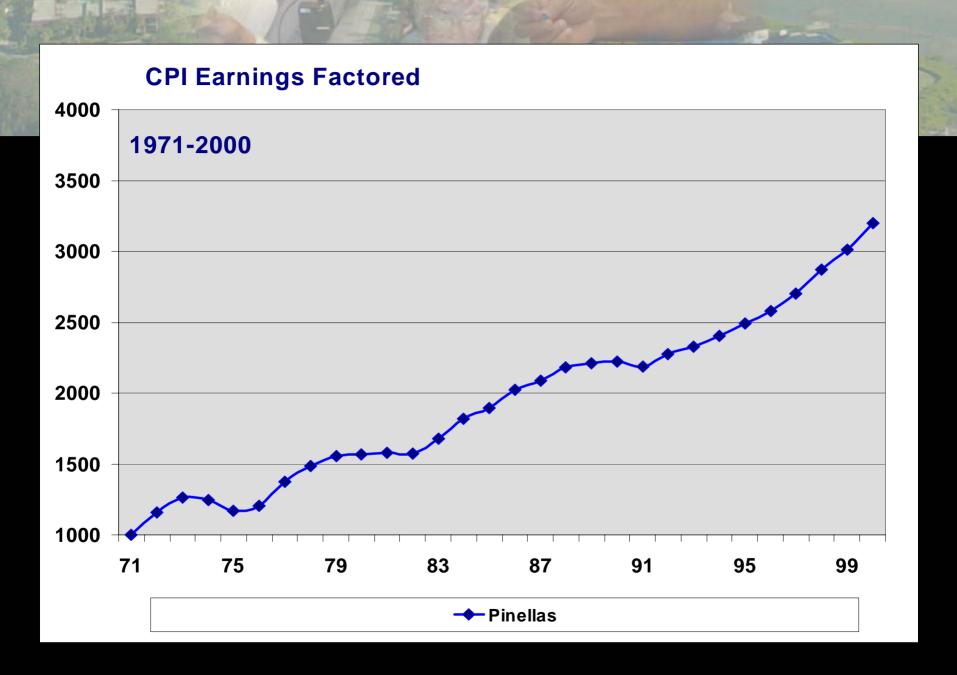
How a Local Economy Works

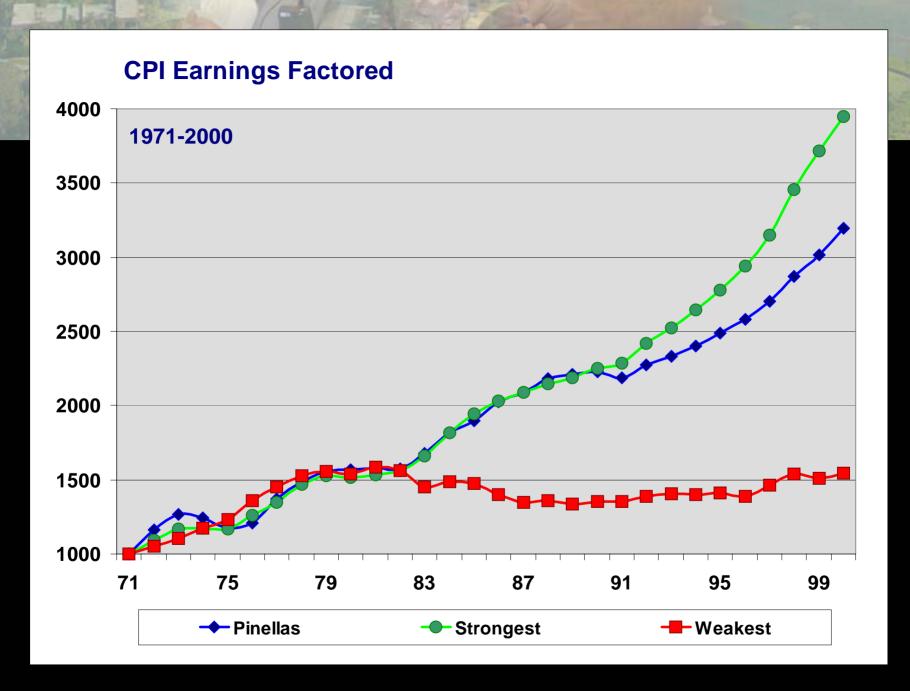
- Money flows into an area by the primary industries
- The size of an economy is determined by the amount of money flowing in
- The quality of an economy will approach but cannot exceed the wages paid by the primary industries



Growth In Size

Inflation (CPI) Adjusted Earnings



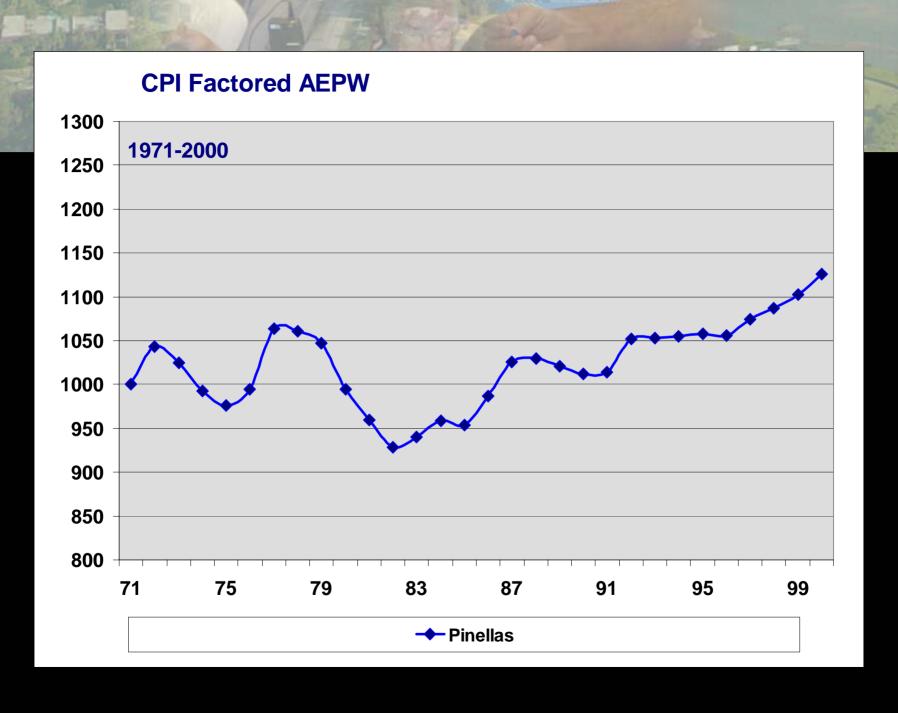




Growth In Quality



CPI Factored Earnings Per Worker



CPI Factored AEPW 1971-2000 **→** Pinellas Strongest --- Weakest



Physical Build-Out

Economic Development is ultimately a real estate transaction.

Build-Out

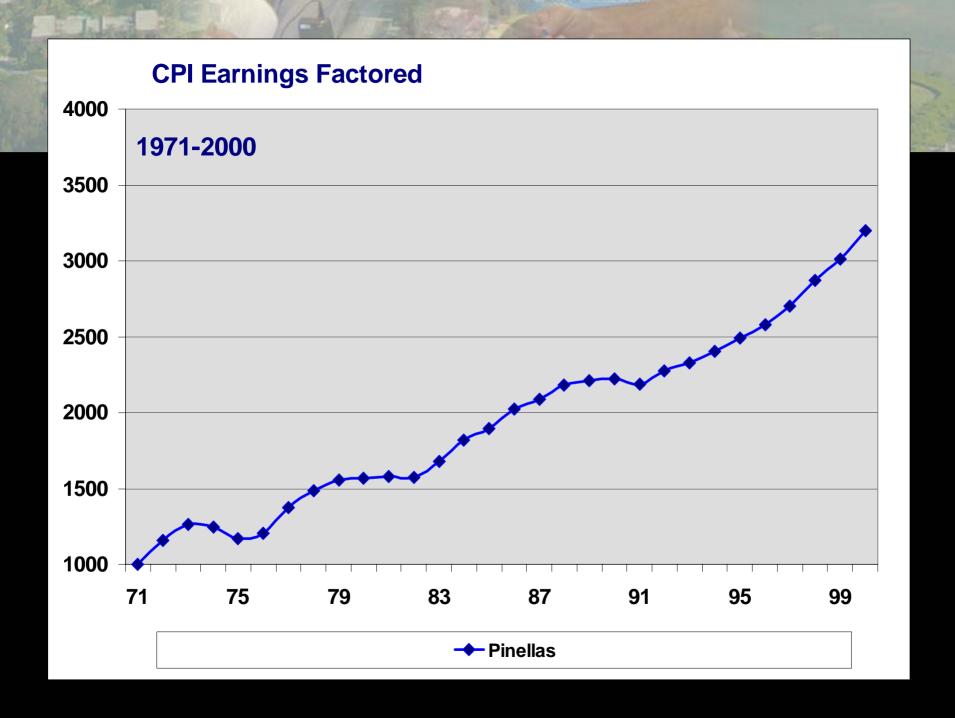
- Around 2007, the county will, for practical purposes, run out of "Greenfield" industrial land
- Existing companies cannot expand and new companies cannot locate
- Existing facilities, over time, will become unusable, and more companies will leave the area
- The economy will stop growing and will begin to decline

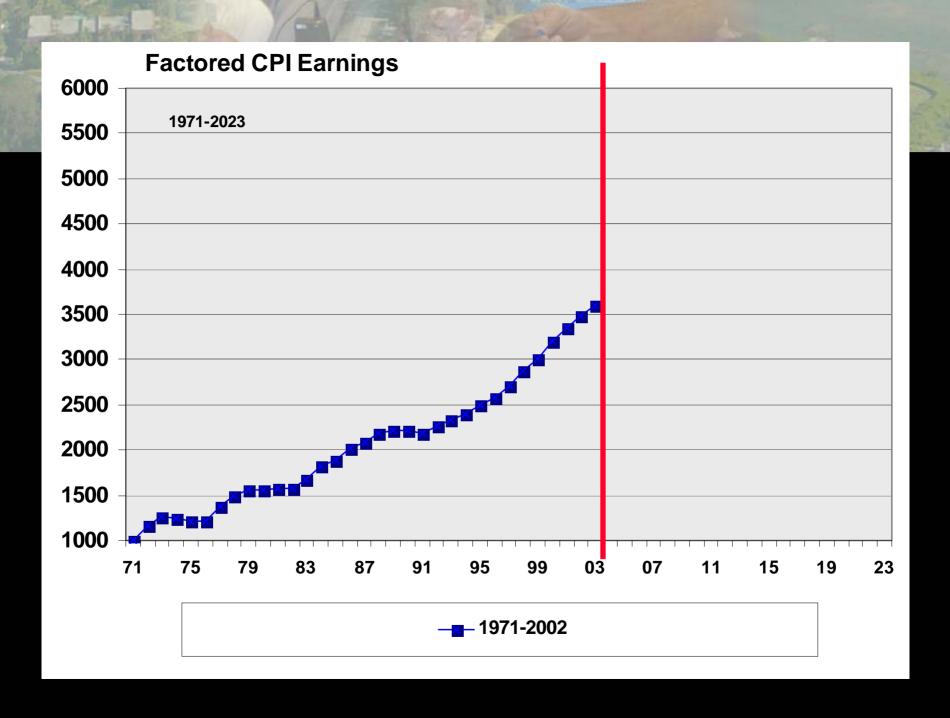


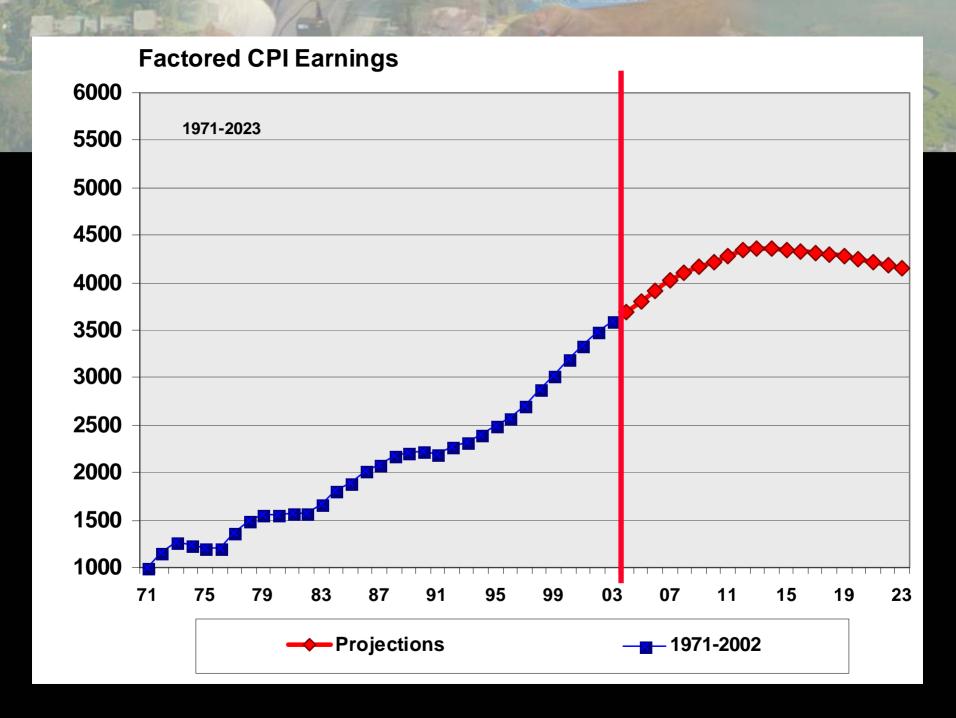
Two Possible Futures

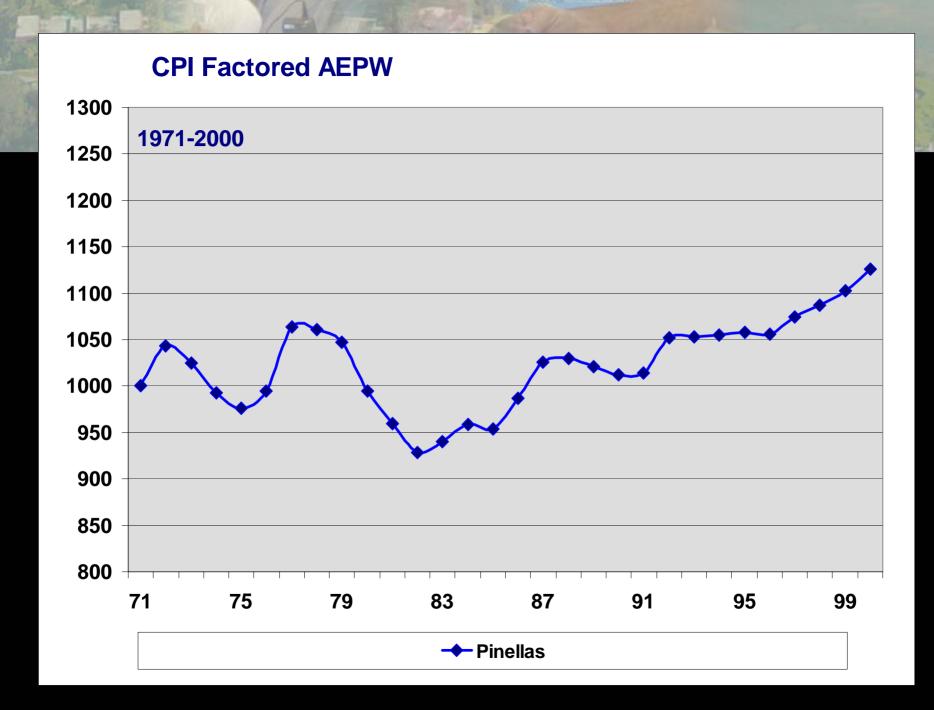


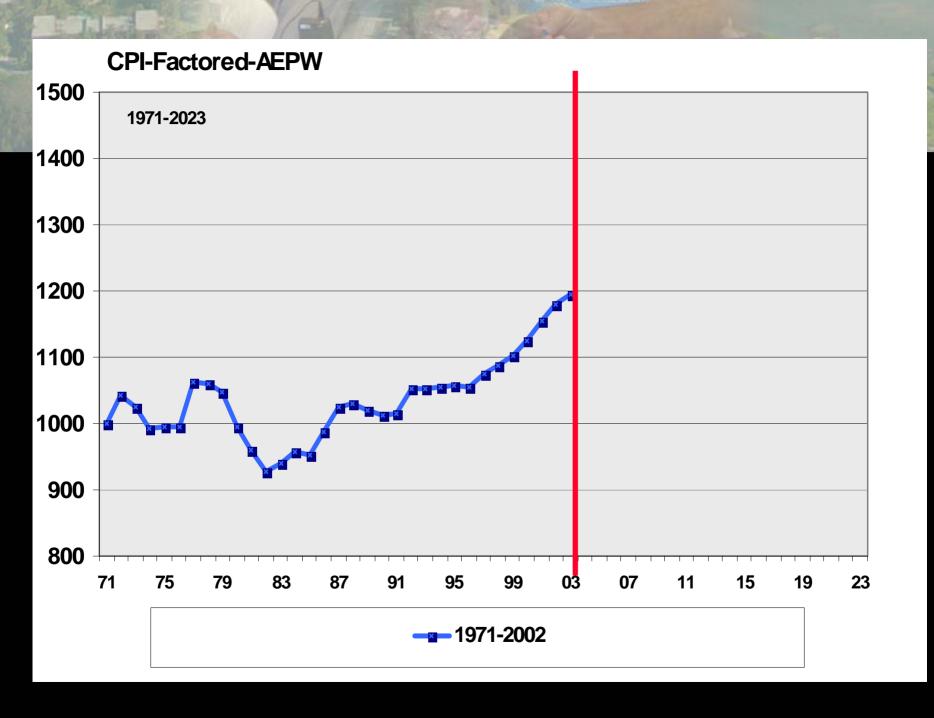
Projections and Goal 2003-2023

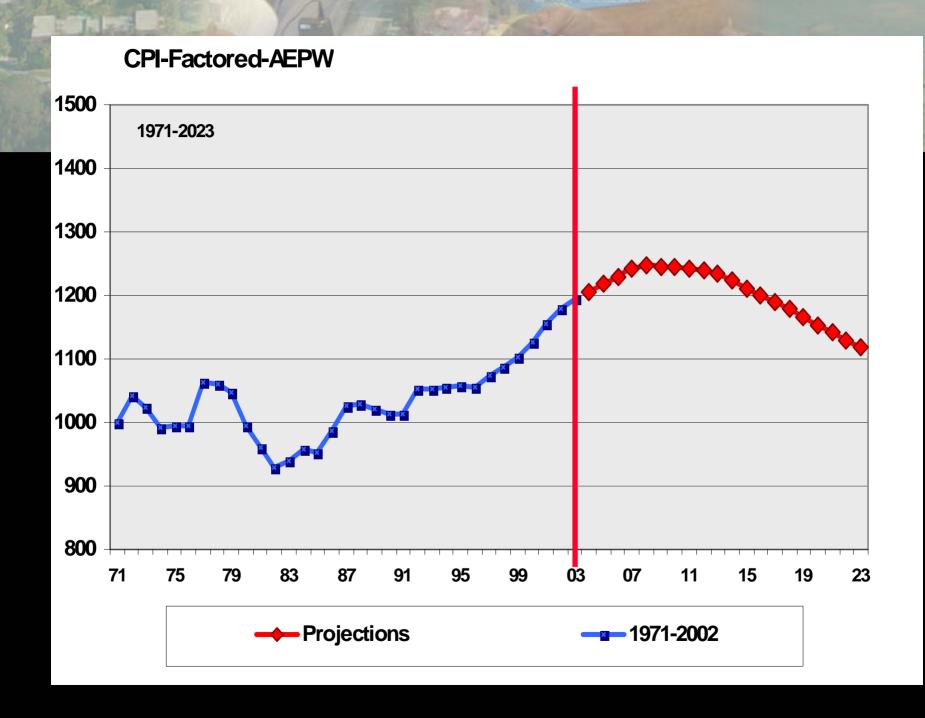










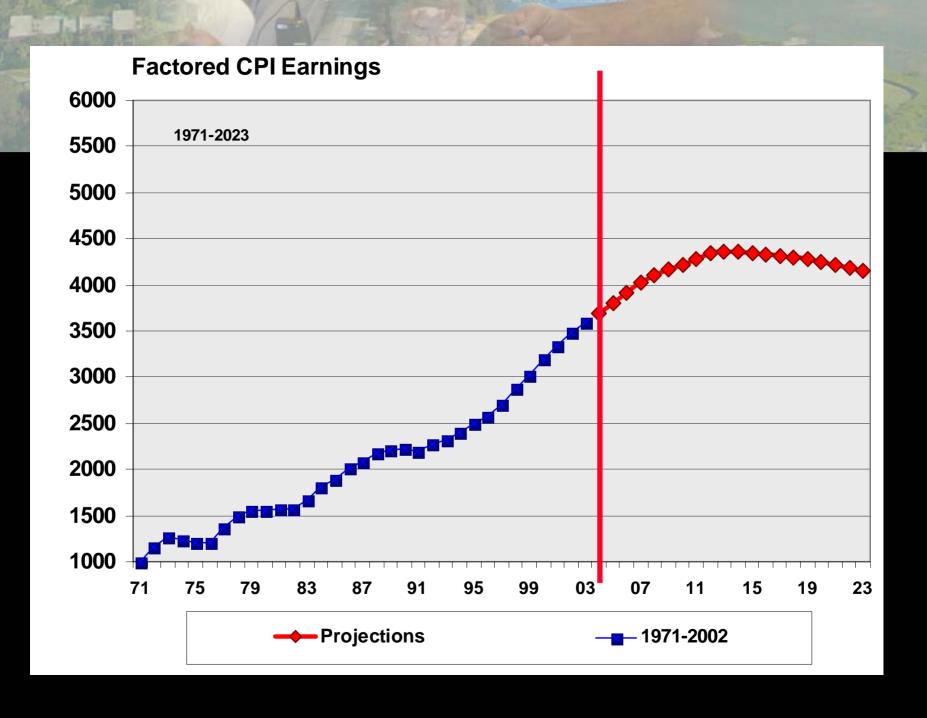


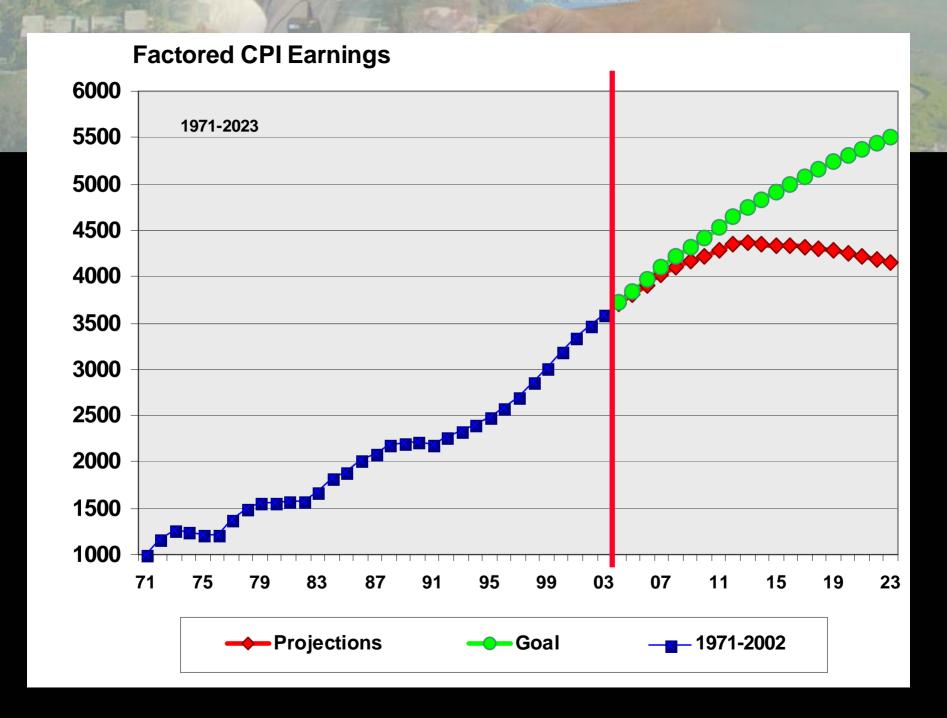
How Do you Improve the Local Economy?

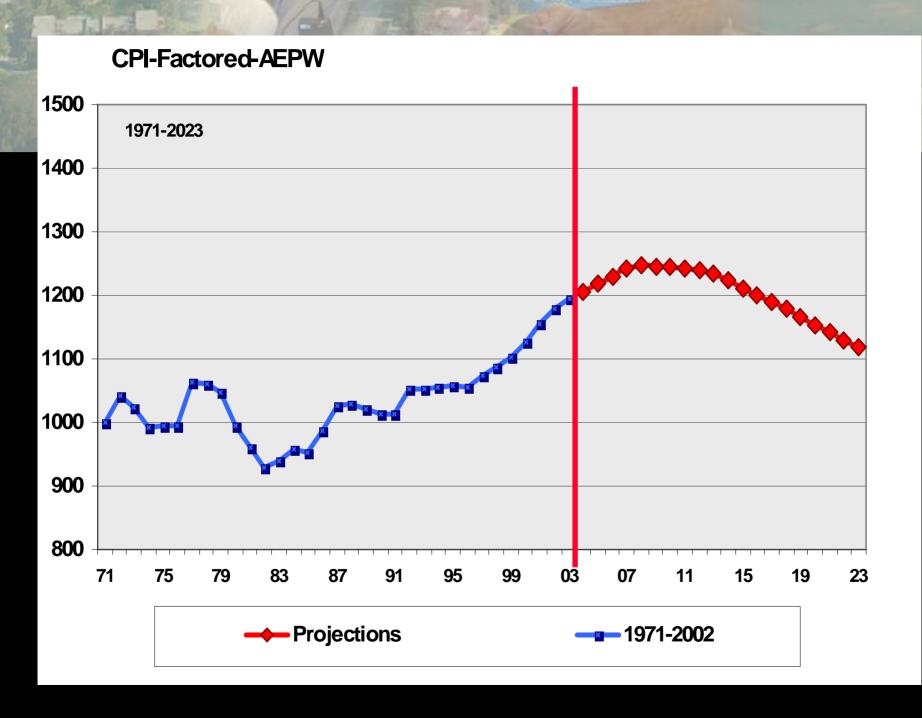
Create More Primary Industry Jobs that Pay a Wage Higher than the Area Average

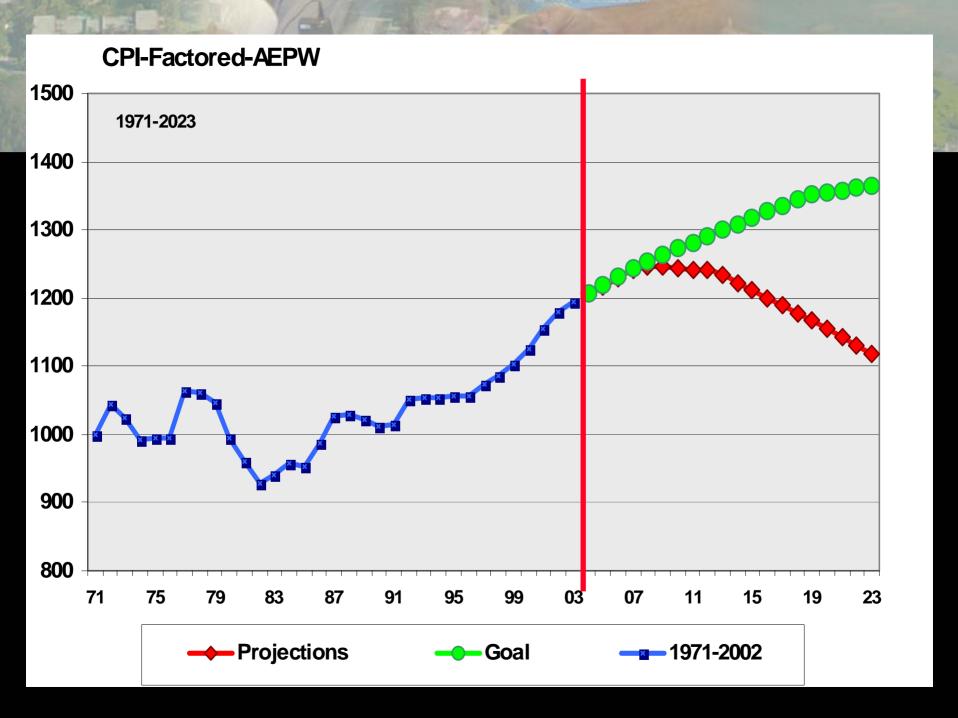
Primary Job Generation Goals ... Secondary Job Generation Ongoing

<u>Year</u>	New Jobs	New Job <u>Wage</u>
2003	2,352	44,750
2004	2,449	45,745
2005	2,519	47,530
2006	2,592	49,380
2007	2,667	51,299
2008	2,658	53,051
2009	2,645	54,918
2010	2,718	57,188
2011	2,794	59,551









Industry Clusters

- Drug and Pharmaceuticals Manufacturing
- Computer & Electronic Product Manufacturing
- Medical Equipment Manufacturing
- Internet Services
- Finance and Insurance
- Professional, Scientific, and Technical Services
- Management of Companies

325412 Pharmaceutical Preparation Manufacturing

	Wages	<u>Jobs</u>
USA	74,708	219,252
Pinellas	50,417	1,179



Business Incentives

Minimum Requirements for Incentives

Primary emp	loyer	50%
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- Wages to be paid-% of area average 110%
- Square feet of building/worker 500
- Floor to area ratio 25%
- Workers per acre25
- Real property tax per acre (new) \$8,000
- Renovation impact points

Sample Incentives

- Training Costs
- Property Tax Refund
- Low Interest Loans Land & Buildings
- Grants for Land/Building
- Expedited Permitting 30 Days
- Regulatory Relief

Incentives Criteria

- Primary in nature
- Wage above average
- Workers per acre and SF of building
- Redevelop existing building bonus

The most important issue relative to maintaining the county's economy is having available sites



Real Estate

Real Estate Issues

- Land Demand Determine Acreage to Accommodate New Employment
- Land Supply Identify Acreage to Satisfy the Demand
- Cost Differentials Redevelopment Costs
 2-3 Times Greenfield Development
- Housing Variety Needed Proximate to Employment Districts to Support the Workforce

Achieving Higher Levels of Employment

Potential 2023 Employment Scenarios and Percent of Total Population Employed

Total New Employment Employment/Population %

Low: 207,000 65%

Moderate: 269,000 70%

High: 330,000 75%

Land Demand From New Growth

2023 Empl. Estimates

Land Demand

Low: 207,000

2,200 - 3,700 Acres

Moderate: 269,000

2,900 - 4,800 Acres

High: 330,000

3,600 - 5,900 Acres



Land Supply

- GIS-based Analysis
- CPR Land Base
 - Vacant and Inappropriate Land Use
 - Under Used Lands
 - "Scrapable" Lands
- Community Redevelopment/ Central Business Districts (CRD/CBD)
- Public Lands

Land Demand and Land Supply

Land Demand____

Land Supply

2,200 - 3,700 Acres

CPR Base: 6,105 Acres

2,900 - 4,800 Acres

CRD/CBD: 550 Acres
Public Lands: 345 Acres

3,600 - 5,900 Acres

Total: 7,000 Acres

Potential Employment Districts

- Provide Areas of Opportunity and Location Flexibility
- Illustrate Capacity to Meet New Land Demands
- Based on Existing Concentrations of Target Employers
- The Areas Are NOT Required Locations

TARPON SPRINGS CBD U.S. 19 AT NEBRASKA AVE OLDSMAR AREA COUNTRYSIDE INDUSTRIAL AREA CLEARWATER CBD GULF TO BAY BLVD. CLEARWATER MALL AIRPORT CARILLON AREA GANDY/I-275 AREA ST PETERSBURG INDUSTRIAL INDUSTRIAL AREA ST. PETERSBURG CBD LEGEND Identified Employment Center Potential Employment Center CSX Railroad Major Roads Potential Wetland Areas Open, Upland & Vacant Areas Mobile Home & RV Parks Multi-Family Development Single Family Development Commercial Development Industrial Development CBD or CRD Institutional/Governmental Transportation/Utilities/Comm

Employment Districts

- Twelve Primary Districts
 - 14,150 Total Acres
 - Range from 300 to 3,000 Acres
 - Contain 60% of the Available Land
- Five Potential Districts
 - 1,000 Total Acres
 - Range from 90 Acres to 340 Acres

Financing Redevelopment

Market and Real Estate Strategies Must Address the Economic Reality of Land Value

Financing Redevelopment

- Land Values must be Addressed
- Cost of Redevelopment is 2-3x Greater
 Than Greenfield Development
- Cost and Value Gap is Created
- Redevelopment Costs Can Rarely Be Justified in Land Values without Public Intervention
- Public/Private Cooperation and Incentive Programs are Required

Policy Implications

Public Sector

- Focus on Land Value as Key Redevelopment Factor
- Requires Public Intervention with Incentives
- Incentives or Assistance Can Take Many Forms

Private Sector

- Future Opportunities Mean New Models/More Creative Solutions
- Mixed Use Can Absorb Some Cost Impacts...
 Actively Pursue New models

From Dimensions of Growth to Design of Growth

- "Dimensions" of Growth
 - The "Demand" for Land for Future Employment
 - The "Supply" of Land to Accommodate the Demand
 - General Locations

- "Design" of Growth
 - The Future Form of the Pinellas Community

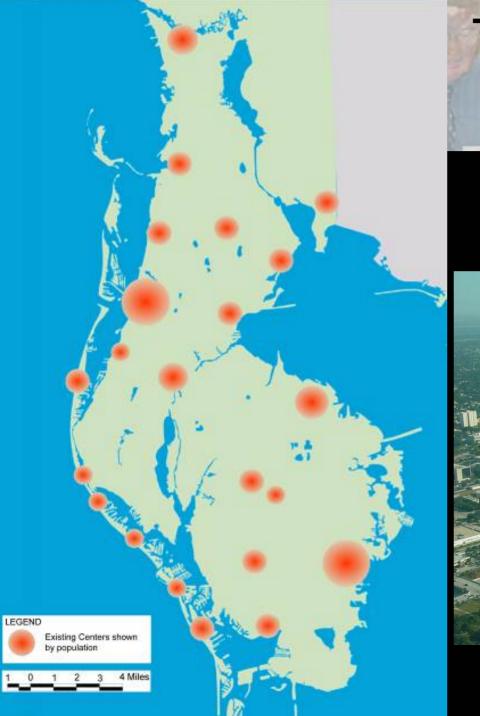


Plan, Code and Design



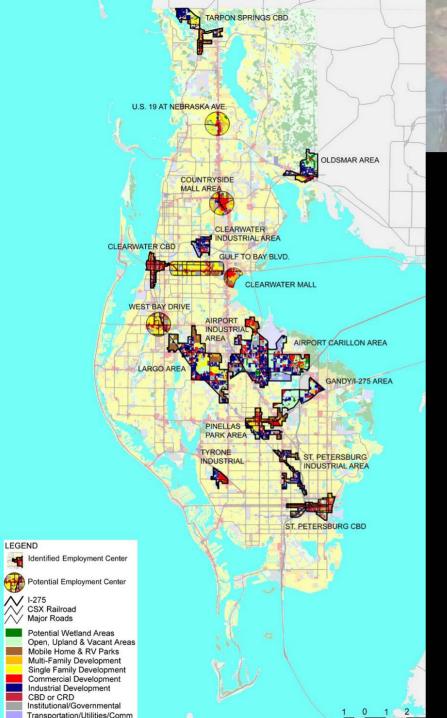
CORRIDORS





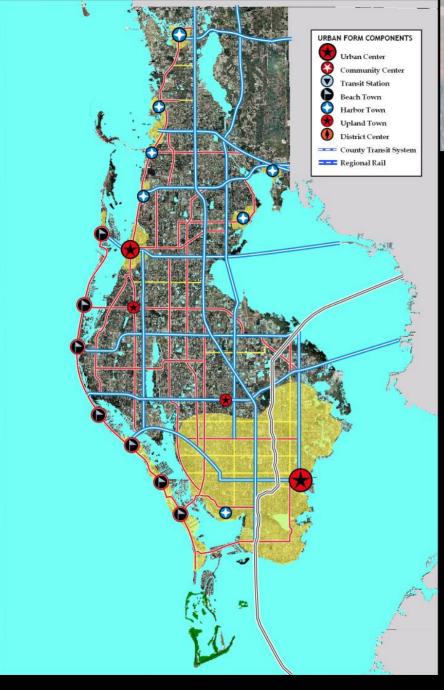
CENTERS

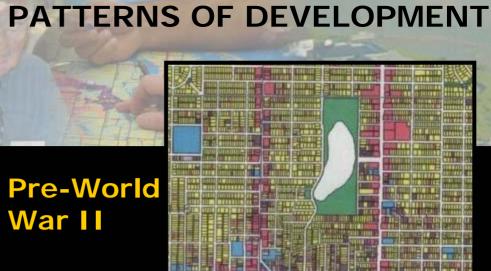




DISTRICTS







Diverse MIX of Uses

Generally Small-Scale with Neighborhood and Local Area Focus Significant MASS of Non-Residential Uses

Generally Few Specific Employment Uses

Very Fine-Grained MESH of Uses



PATTERNS OF DEVELOPMENT



Post-World War

Generally Diverse MIX of Uses

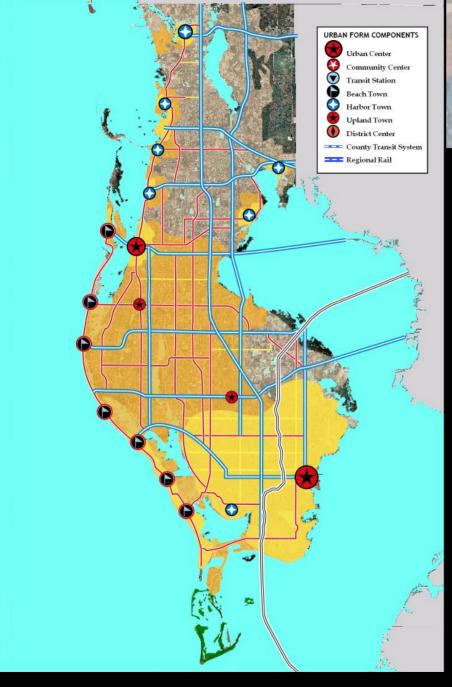
Neighborhood Focus Commercial as well as Some Regional Focus; Three Schools

Dominant MASS of Residential Uses

Predominantly Single-Family Residential

Few Specific Employment Uses

Somewhat Coarser MESH of Uses



PATTERNS OF DEVELOPMENT



Generally Diverse MIX of Uses

Neighborhood Focus Commercial as well as Some Regional Focus

Significant MASS of Residential Uses

Mix of Single-Family & Multi-Family

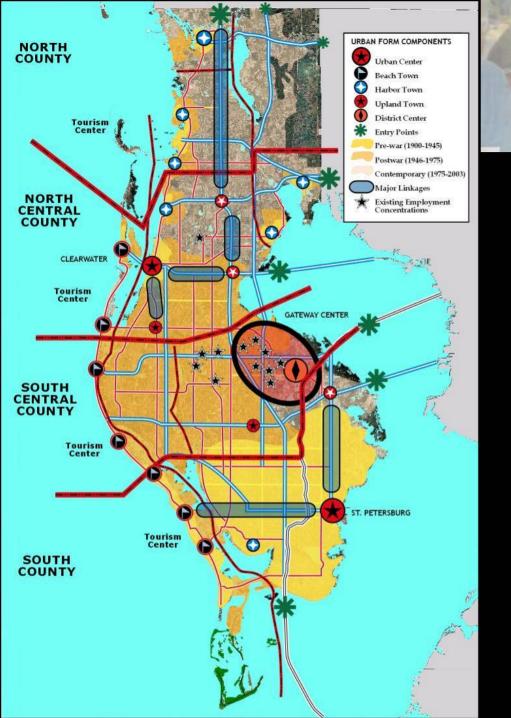
Few Specific Employment Uses

Very Little MESH of Uses

The County is
Dense but NOT
Urban

Growth - Inward and Upward with Form and Quality





ENVISIONING FUTURE URBAN FORM

Urban is NOT about Size or Density

Urban Pertains to Structure and Organization

The Goal: From Dense to Urban

Mix

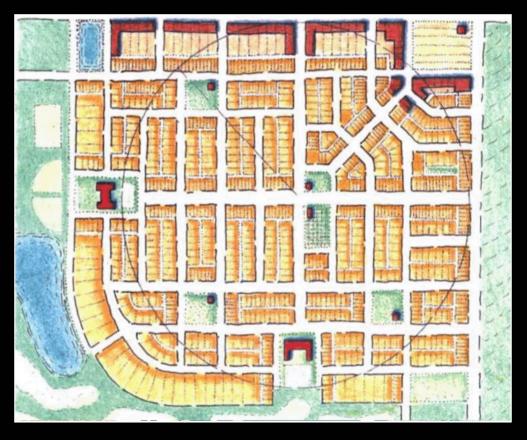
A Variety of Appropriate Uses

Mass

Sufficient Amounts of Each Use

Mesh

Physical and Functional Integration

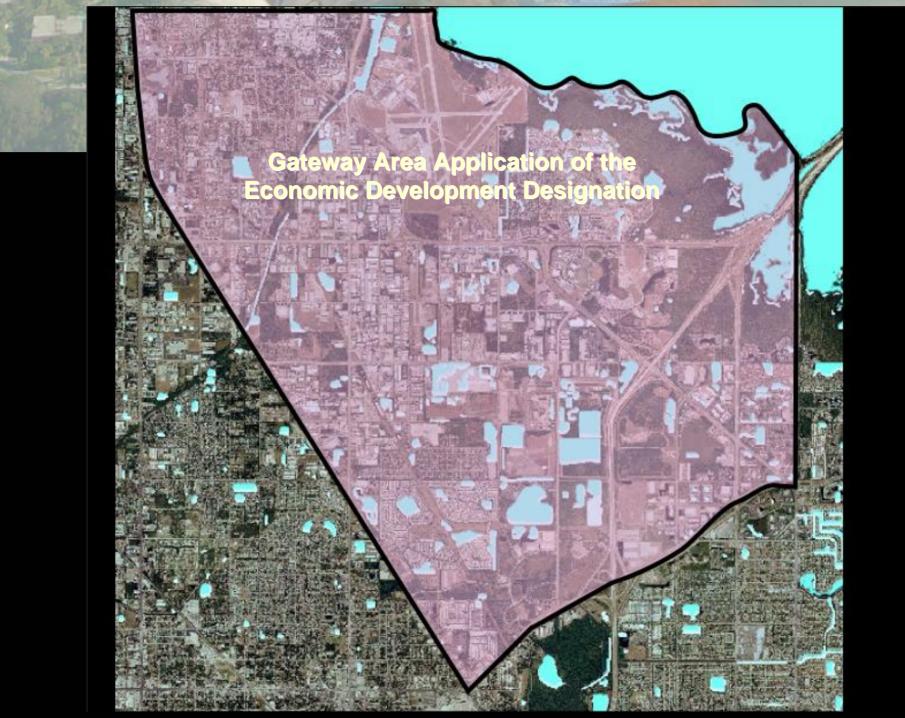


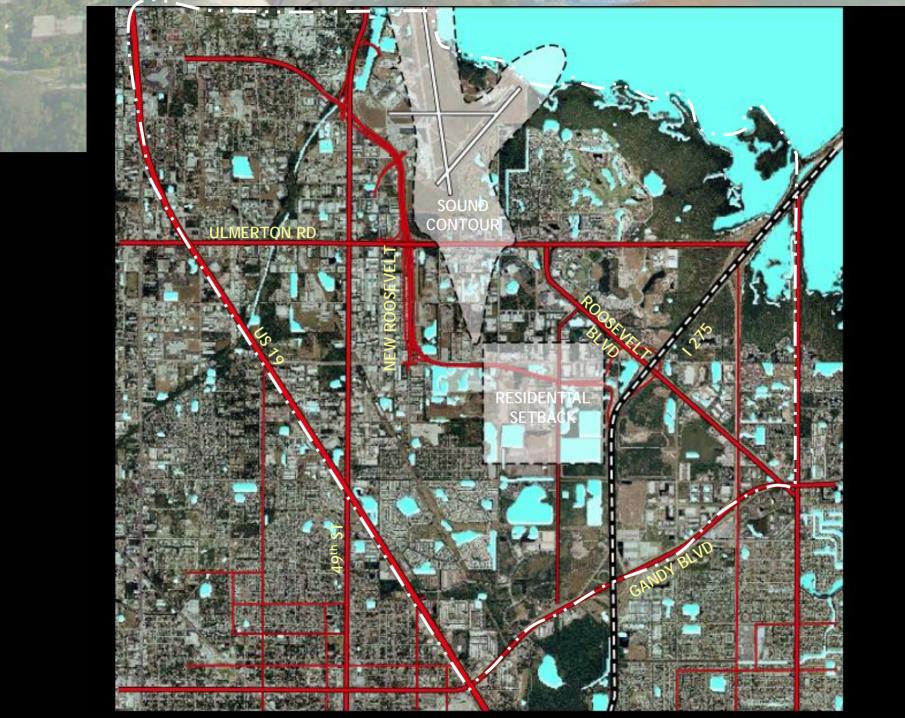
LEGEND Future Redevelopment Centers Redevelopment Corridor & Nodes laior Arterials linor Arterials **Major County Access**

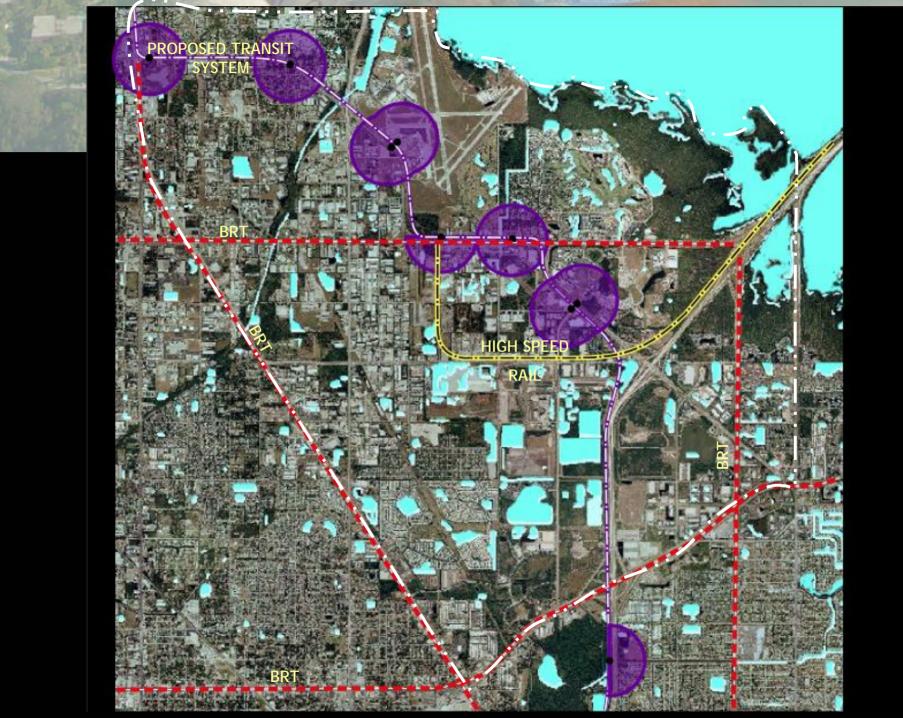
Future Urban Form

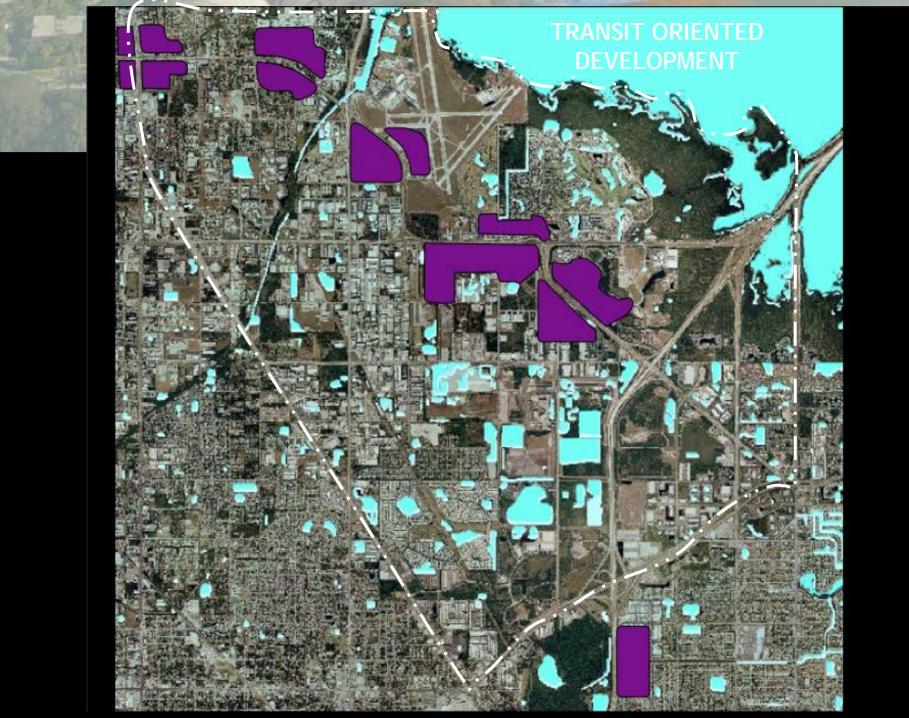
- Centers
 - Downtowns
 - Traditional Towns
 - Regional
- Corridors
 - Interstates
 - Highways
 - Arterials
- Districts
 - Employment
 - Airport
 - Beach/Tourism

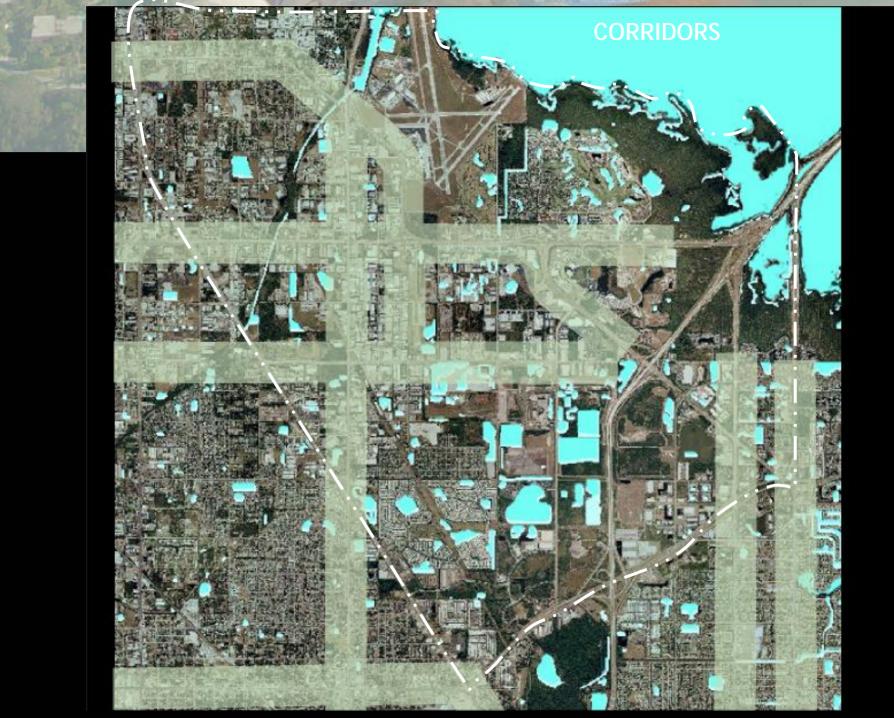
- Range of Centers, Corridors and Districts
- Model Codes and Standards
- Plan and Regulatory Enhancements
 - Streamlined Approval Processes
 - Administrative Approval Procedures
 - Specific LDR Recommendations
 - Special Redevelopment District

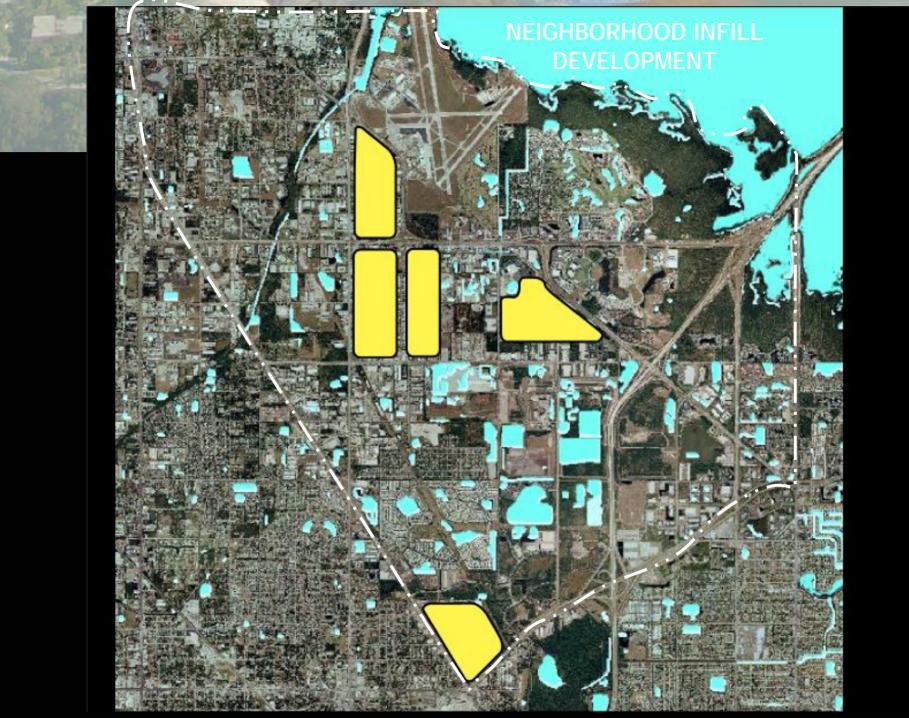


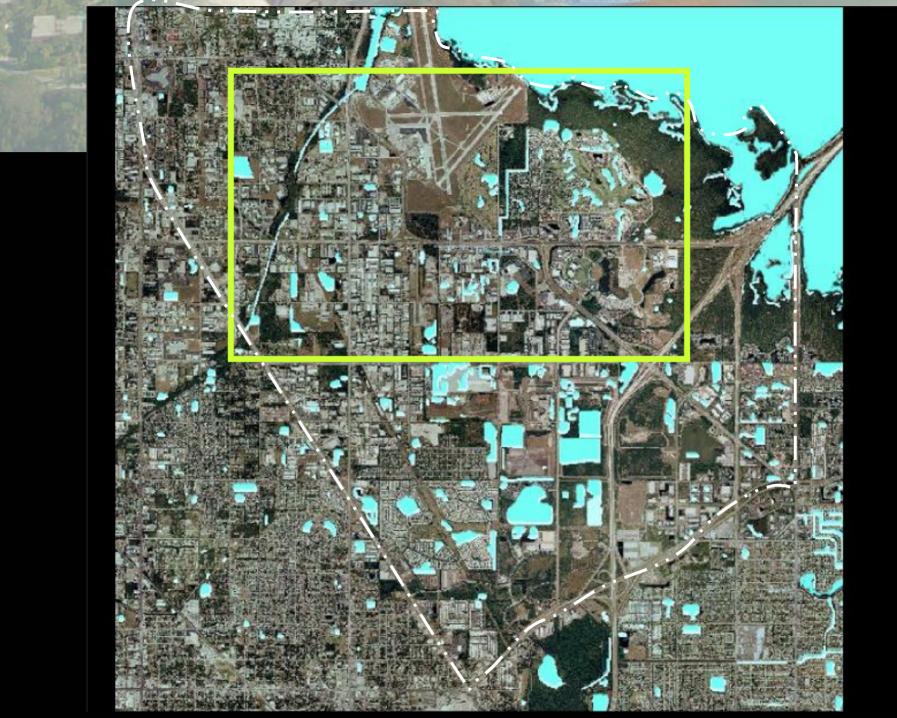










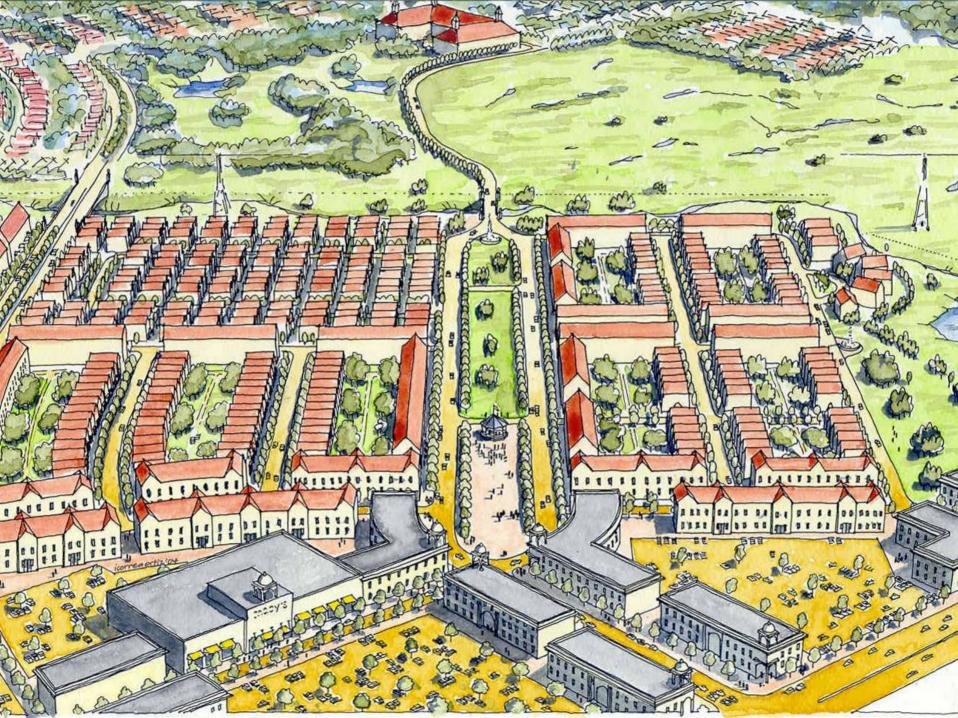












Plan, Code and Design Issues

- Redevelopment Plans Promote Revitalization of Identified Areas through Special Area Plans
- LDR Requirements Revise and Streamline Requirements to Facilitate Redevelopment
- Design Issues Establish Design Standards for Centers, Corridors, and Districts



Strategies Exercise

Review EDRP Plan Recommendations

Issues – Strategies (Handout)

Topic Areas Vision

Economic

Real Estate

Plan, Code and Design

Accept

Reject

Modify

Yes/No

Yes/No

How?

Strategies Exercise

Vision Issues

Strategies (14)

Example:

Recognize the need for and importance of the countywide redevelopment initiative to achieve the vision.

Economic Issues

Strategies (13)

Example:

Identify target employment criteria in order to attract and retain high-wage businesses.

Strategies Exercise, Cont.

Real Estate Issues Strategies (5)

Example:

Use public sector resources to assist in assembling tracts of land appropriate for redevelopment.

Code, Plan and Design Strategies (18)

Example:

Develop specific area plans that incorporate desired redevelopment land use patterns and design characteristics.

Plan Strategies Review Exercise

Review the Issues and Strategies (10-minutes)

The Facilitator distributes the worksheets.

Members have up to 10 minutes to review the Strategies.

Table Top Exercise to Validate/Modify Strategies (25-minutes)

Record the Group's decision for each Strategy

(Accept, Reject, or Modify) on the Facilitator worksheet.

If there is a proposed Modification, the Facilitator also will record it on the Facilitator worksheet.

(Likewise if the are any new Strategies by the Group.)

Table Reporting of Results (10-minutes)

Each table will identify one person to present the results.

The materials will be collected and used to confirm agreement across all Groups and identify Strategies for final consensus later in the Summit



Break

Centers, Corridors and Districts Exercise

Centers, Corridors, & Districts Exercise

- Review EDRP Framework Types
 - Centers
 Neighborhood, Urban, Regional
 - Corridors
 Multi-Use/Commercial, Scenic, Major Arterial
 - Districts
 Other Special Areas, Beach/Tourism, Employment
- Table Reporting
- Include Results in EDRP

- Neighborhood Center Model
 - Compatible Infill
 - Mixed Uses
 - Street Orientation
- Urban Center Model
 - Existing Centers (Downtowns)
 - Shared Parking
 - Public Space Design
 - Street-level Retail



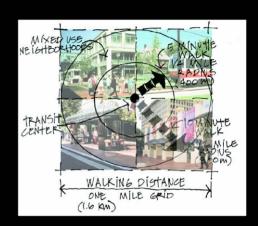


- Regional Center Model
 - Mixes Employment/Housing/Retail
 - Large-scale Development Type
 - Integrated Site Development
 - Proximate to Transportation Net
- Commercial Corridor Model
 - Urban or Suburban Locations
 - Grayfield or Brownfield Sites
 - Transit Supportive
 - Pedestrian Scale





- TOD Model
 - Variable Station Types
 - Pedestrian Orientation
 - Public and Civic Spaces
 - Mixed Uses/Shared Parking
- Beach/Tourism District Model
 - Recognizes Tourism Value
 - Unlocks Development Potential
 - Design Guidelines
 - Public Access





- Special District Model
 - Requires Specific Plan
 - Multiple Redevelopment Types
 - High Employment Orientation
 - Housing/Services/Retail
 - Possibly Multi-jurisdictional
 - Coordinated Infrastructure





Centers, Corridors, & Districts Exercise

- Review EDRP Framework Types
 - Centers
 Neighborhood, Urban, Regional
 - Corridors
 Multi-Use/Commercial, Scenic, Major Arterial
 - Districts
 Other Special Areas, Beach/Tourism, Employment
- Table Reporting
- Include Results in EDRP



Strategies Consensus

Outstanding Plan Strategy Consensus

Areas of Agreement

Areas of Concern

Areas of Consensus



Implementation

Plan Implementation

State/Regional Coordination

DCA Recognition of Plan as Basis for Redevelopment

Alternate Growth Mgmt. Procedures, e.g.,

- Plan Amendment
 Submission/Review
- EARs
- CHHA

Application of Chapter 380 (DRIs) to Target Area(s)

Countywide Plan/Rules

Amend Plan and Rules to Provide Local Flexibility

Technical Support for Local Plans/Codes

Facilitate Areawide
Multijurisdictional Tools

Coordinate Monitoring w/ Economic Development

Local Plans/Codes

Level 1

Increased Local Flexibility Allowed Pursuant to Countywide Plan/Rules

Level 2

Local Amendments/ Special Area Plans Permitted Consistent with Countywide Plan

Level 3

Local and Countywide Plan Amendments Required

Plan Implementation Action Steps



Plan Conditions

Lessons Learned

 Redevelopment is Fundamental to Pinellas' Future

- Redevelopment is Demanding
 - A Full-time Effort
 - Complex and Requires Public/Private Cooperation
 - Essential to Compete with Adjacent Greenfield Communities

Lessons Learned

 Dollars, Dirt and Design is a Powerful Combination

- Locational Flexibility is a Necessity
 - Maintain an Inventory of Sites
 - Direct Incentives to Projects NOT Geographic Locations

Lessons Learned

- Redevelopment is Smart
 - Effective Land Use Decisions are Made
 - Urban Land Resources are Recycled
 - Public Investments Drive Development Decisions
 - Community Livability and Vitality is Sustained
 - Competitive Economic Edge is Maintained
 - Environmental Resources are Protected

Lessons Learned

- Inter-governmental Cooperation is Complex
 - 25 jurisdictions
 - Guide without Dictating
- Implementation is Multi-Layered
- Monitoring for Results=Accountability

Lessons Learned

- Extensive, DiverseOutreach is Vital
 - Steering Committee (Public and Private)
 - Summits
 - City Meetings
 - Newsletters
 - Interactive Web Site





Closing

Draft Plan Summit Closing

Future Actions

- WEB Page Format
- Posting of Revised Plan
- Final Plan Document

Questions and Answers

- Input
- Time Line
- Ongoing Outreach

Adjourn

Closing Commission Comments

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at a glance | community

business 1

government

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Welcome to Pinellas by Design



Pinellas County is a thriving community. The county is home to 35,000 businesses and has a population of over 921,000. However, over time, geography and population growth have combined to produce an unavoidable effect: the amount of developable vacant land is diminishing throughout Pinellas County.

The Pinellas community has recognized this shift and embarked on a unique redevelopment strategy to manage population growth, preserve quality of life, and foster business development. The redevelopment plan will preserve green space; enhance the quality of downtowns, public parks and recreation facilities; facilitate new construction projects; and renovate older commercial/industrial buildings for a variety of mixed uses.

Redevelopment is crucial to maintaining a vital and healthy economy. Local governments, communities, and businesses have united to create a comprehensive redevelopment strategy that will preserve quality of life, foster business expansion and job growth, and create mixed-use development that best utilizes greenspace.

For more information about Pinellas County's redevelopment efforts, visit:

Redevelopment Districts

Redevelopment Projects

Redevelopment Topics















at a glance home

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At a Glance

Community

The Economic Development and Redevelopment Plan for the Pinellas Community targets improved quality of life by preserving green space; enhancing the quality of downtowns, public parks and recreation facilities; facilitating new construction projects; and renovating older commercial/industrial buildings for a variety of mixed-use.

For more information, click here.

Business

The goal of the Economic Development and Redevelopment Plan for the Pinellas Community is to build long-term economic vitality through business expansion and high-wage job growth.

For more information, click here.

Government

Cooperation between Pinellas County and its municipal partners is essential to redevelopment initiatives.

For more information, click here.

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"Pinellas by Design at a Glance" for the Community

Surrounded by Tampa Bay and the Gulf of Mexico, Pinellas County boasts more than 400 miles of coastline. Its many communities, large and small, create a sense of diversity and charm, making Pinellas a unique place to live and work. For more than a century this favorable environment has attracted new residents, businesses, and tourists who have contributed to our robust economy and our exceptional quality of life.

Over time, geography and population growth have combined to produce an unavoidable effect: the amount of developable vacant land is diminishing throughout Pinellas. Within the next few years, the county will reach buildout, in which virtually 100 percent of the greenfields will be gone. This can include a diminishing supply of land for new homes, businesses, roads, and other needs.

To keep our economy thriving, Pinellas County has embarked on a unique redevelopment strategy that includes facilitating new construction projects, updating and renovating older commercial/industrial buildings for a variety of mixed-use, residential and commercial projects. By definition, <u>redevelopment</u> is a process in which older structures are rehabilitated or replaced, and new, sometimes different uses replace the old ones. Successful redevelopment projects include older downtowns renewed with townhomes and shops, obsolete malls reborn as open-air shopping centers, and modernized beach communities.

A comprehensive redevelopment plan that involves key government stakeholders, the local business community and county citizens will ensure Pinellas remains a competitive business, tourist and residential destination. You need to get involved.

About Pinellas by Design

Pinellas by Design is a cooperative effort to address the issues of buildout and redevelopment in Pinellas County. It began in 2000, led by the Pinellas County Economic Development Department, the Pinellas Planning Council, and the Board of County Commissioners. The project has tapped the expertise of consultants in the fields of economics, real estate, and urban design, and has included broad participation from all twenty-five local governments, developers, the business community, homeowner and neighborhood associations, and interested citizens.

Its most innovative feature has been a series of successful <u>economic development and redevelopment summits</u>, communitywide workshops that gathered input from hundreds of participants from the public and private sectors. A collection of reports, surveys, slideshows, and other publications has also been produced.

The cornerstone of Pinellas by Design has been the creation of the <u>Economic Development and Redevelopment Plan for the Pinellas Community</u>, an initial attempt to define how we want to evolve as a county. The plan includes a set of strategies and techniques to help local governments guide redevelopment, including:

- · Simplifying land development regulations and procedures
- Allowing increased densities and intensities in specific, well-planned areas
- Rewarding quality urban design.
- Providing an environment where business can thrive

Pinellas by Design is an ongoing effort that will continue to study the issues and provide the tools to shape our communities, resulting in a smarter future for businesses and citizens.

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Redevelopment Districts

The Pinellas by Design initiative will offer more opportunities for redevelopment countywide. Within Pinellas, several districts have been identified as having greater potential for higher-density and intensity redevelopment due to their ability to accommodate larger industrial and office employers. For information on each redevelopment district, including its location, view our district map or click on the corresponding link below. For additional information, see the Redevelopment Projects and Redevelopment Topics pages.

North County

- Downtown Tarpon Springs District
- U.S. 19 Nebraska Avenue District
- Oldsmar Redevelopment District
- Downtown Dunedin District
- Old Palm Harbor District
- . Downtown Safety Harbor District

Clearwater

- Downtown Clearwater District
- Clearwater Industrial District
- Gulf to Bay Boulevard District
- Clearwater Mall District
- · Countryside Mall District

Largo

- · West Bay Drive District
- Largo Industrial District

Gateway

- Airport Industrial District
- Airport/Carillon District
- Gandy/I-275 District

Pinellas Park



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North County

North Pinellas County has seen rapid growth during the last five years. With convenient transportation, easy access to Pasco and north Hillsborough counties, affordable land prices, and the nearby Tampa Bay waterfront, it has become one of the fastest-growing areas in the county for businesses and residents alike. Please click for information on each of the districts in this location. To return to Redevelopment Districts, click here.

Downtown Tarpon Springs District U.S. 19 Nebraska Avenue District Oldsmar Redevelopment District

Downtown Tarpon Springs District

General Location: South of the Pinellas/Pasco county line, west of Jasmine Avenue, north of Meres Boulevard, and east of Anclote Road. See map.

District Type: Downtown, Employment District

Assets: Located on the scenic Anclote River, Tarpon Springs is one of the oldest and most charming communities in Tampa Bay. Famous for its historic sponging industry and Greek heritage, it is also known for its art and antique communities and historic neighborhoods.

Land Use: Most properties are designated for industrial use, followed by commercial and single-family residential. Significant parcels are available for both development and redevelopment.

Downtown Dunedin District
Old Palm Harbor District
Downtown Safety Harbor District



photo provided by the City of Tarpon Springs

Public Investments: The city is implementing a streetscape master plan for Tarpon and Pinellas Avenues, and major streetscape and infrastructure improvements for the Safford Avenue/Pinellas Trail area. The Florida Department of Transportation (FDOT) has added new turn lanes to U.S. 19 and Meres Boulevard



U.S. 19/Nebraska Avenue District

General Location: The district lies within the unincorporated community of Palm Harbor. It extends south of Alderman Road, west of West Lake Road, north of Tampa Road, and east of Belcher Road, See





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Redevelopment Topics

The Pinellas by Design redevelopment initiative addresses a number of urban planning and economic development topics that may not be familiar to everyone. To find information about a topic related to redevelopment, click on the link below.

- Employment Districts
- Housing
- Tourism
- Brownfields
- Grayfields
- · Redevelopment and Business Incentives

More information about redevelopment in Pinellas County can also be found on the <u>Redevelopment Districts</u> and <u>Redevelopment Projects</u> pages.

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Redevelopment and Business Incentives

A major goal of the Pinellas by Design initiative is to expand the number of high-wage primary jobs within the county. In order to retain and attract the employers that provide these jobs, one effective technique is to provide a variety of redevelopment and business incentives. Because high-wage primary employers contribute a significant amount of wealth to their local economies, these incentives are investments that produce considerable returns for the community.

While it is true that Pinellas County is a desirable business location, high-wage employers often need large tracts of land on which to build or expand. In our built-out environment, most of this real estate can only be created through redevelopment. Since redevelopment is more expensive than greenfield development, it is often necessary to provide regulatory and financial incentives to help offset these costs.

But will every redevelopment, or every activity calling itself redevelopment, receive incentives? No, they will not. A new corner drug store would not qualify for incentives because that business does not meet the definition of a primary employer, i.e., one that imports money to the community by doing the majority of its business outside the area. The idea that "any new job will help the economy" does not hold true because a disproportionate number of low-paying, nonskilled jobs can actually cause the economy to decline in quality.





Another issue, especially in a county such as ours that has many local governments, is equitable distributionnot in the sense that every jurisdiction will get the
same amount of incentives to distribute, but in the
sense that they will grant them using the same set of
criteria. It is necessary to ensure that bidding wars for
redevelopment projects do not break out among
neighboring communities. One way to deal with this
issue is to make the incentives job-based, not landbased. In other words, it is the employers that
demonstrate the quality of the jobs that will be eligible
for the incentives, which will be granted no matter
where in the county they choose to locate.

In order to accomplish this, Pinellas County has developed an incentives matrix that will be used to determine which employers will receive various incentives. By agreeing on the need for incentives and the criterio for graphing them the county has at the

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Welcome to Pinellas by Design



Pinellas County is a thriving community. The county is home to 35,000 businesses and has a population of over 921,000. However, over time, geography and population growth have combined to produce an unavoidable effect: the amount of developable vacant land is diminishing throughout Pinellas County.

The Pinellas community has recognized this shift and embarked on a unique redevelopment strategy to manage population growth, preserve guality of life, and foster business development. The redevelopment plan will preserve green space; enhance the quality of downtowns, public parks and recreation facilities; facilitate new construction projects; and renovate older commercial/industrial buildings for a variety of mixed uses.

Redevelopment is crucial to maintaining a vital and healthy economy. Local governments. communities, and businesses have united to create a comprehensive redevelopment strategy that will preserve quality of life, foster business expansion and job growth, and create mixed-use development that best utilizes greenspace.

For more information about Pinellas County's redevelopment efforts, visit:

Redevelopment Districts

Redevelopment Projects

Redevelopment Topics













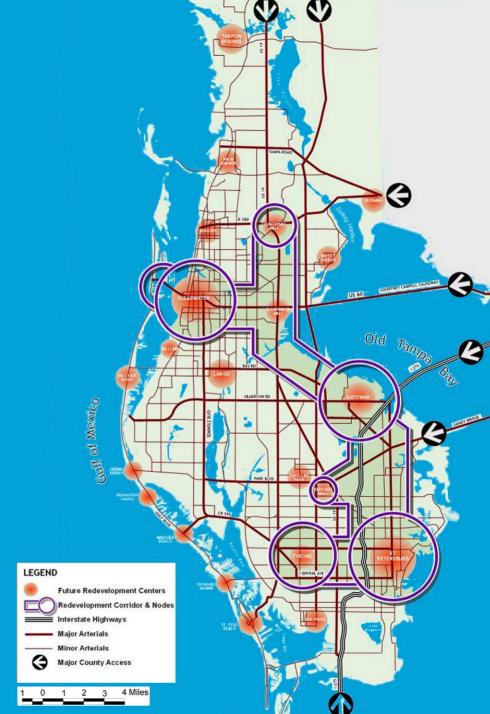
EDRP Schedule

- Four SummitWorkshops
 - > February 1, 2 and 3
- Final Plan
 - Submit February 18th
 - Steering Committee March 4th
- Adoption Process
 - > April June 2005



Pinellas by Design

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Economic Development and Redevelopment Plan for the Pinellas Community