



# **The Pinellas Community's Plan for Redevelopment**



# Pinellas by Design

## Pinellas Background

### Features

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

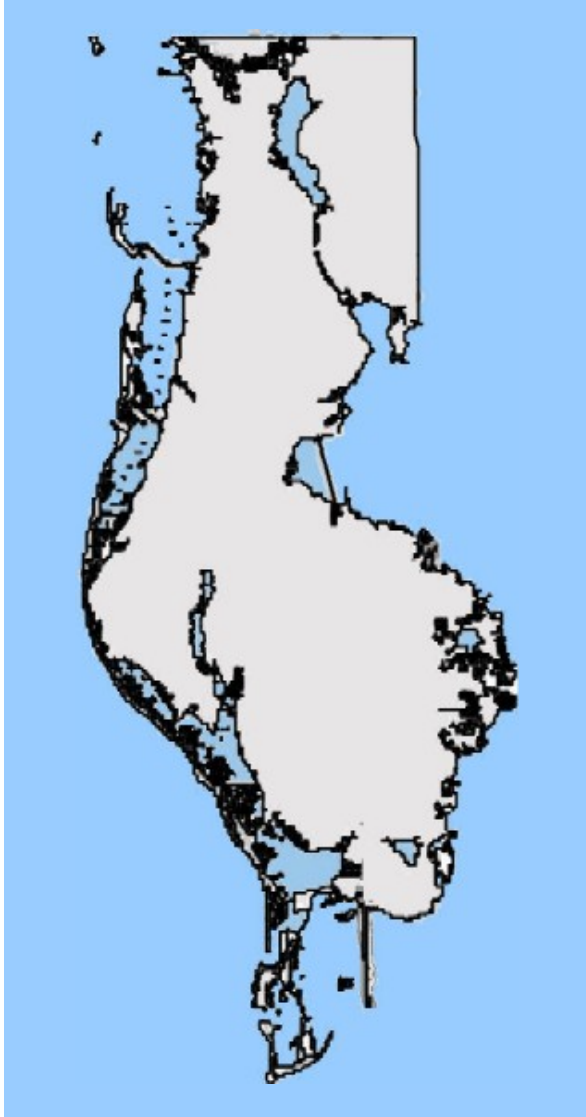
### Issues

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





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## Pinellas Background

### Conclusion:

- A countywide redevelopment strategy is necessary

### Result:

- A multi-year, three-phase process was begun
- *Pinellas by Design: An Economic Development and Redevelopment Plan for the Pinellas Community (EDRP)*



# Pinellas by Design

## Redevelopment Plan Process





## **Vision – A Community of Quality Communities**

### **Plan Strategies**

Enhance Pinellas County as a "*Community Of Quality Communities*" by creating an environment where high wage 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

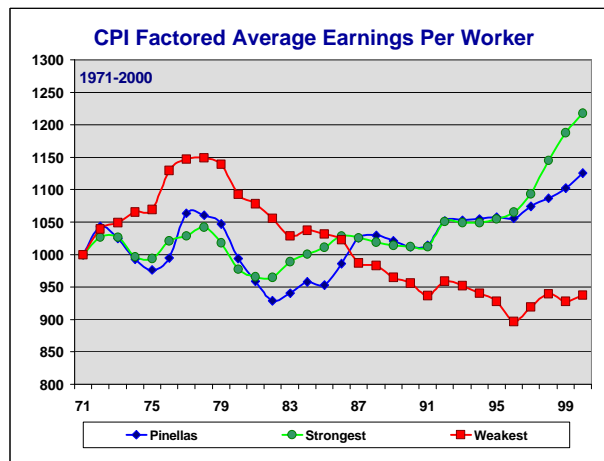


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## Economic/Jobs Issues

### Plan Strategies

- Create and sustain economic strength necessary for quality redevelopment and provide sufficient facilities to attract, expand, and retain high-wage employers







## Real Estate Issues

### Plan Strategies

- 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



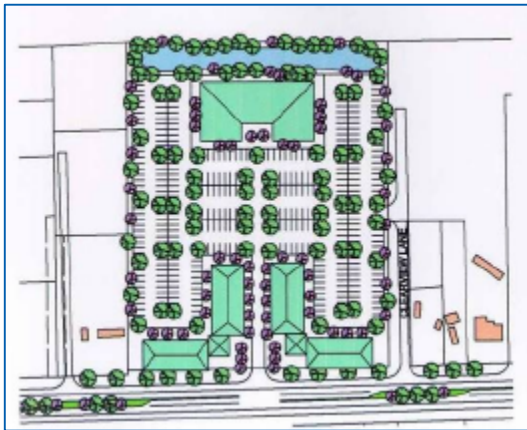


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## Urban Design & Regulatory Tools Issues

### Plan Strategies

- Revise plans, regulatory processes and standards, recognizing the unique needs of redevelopment and encouraging the implementation of urban design standards







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# **Economic Investment and Job Creation**



## The Effect of Buildout on Economic Growth

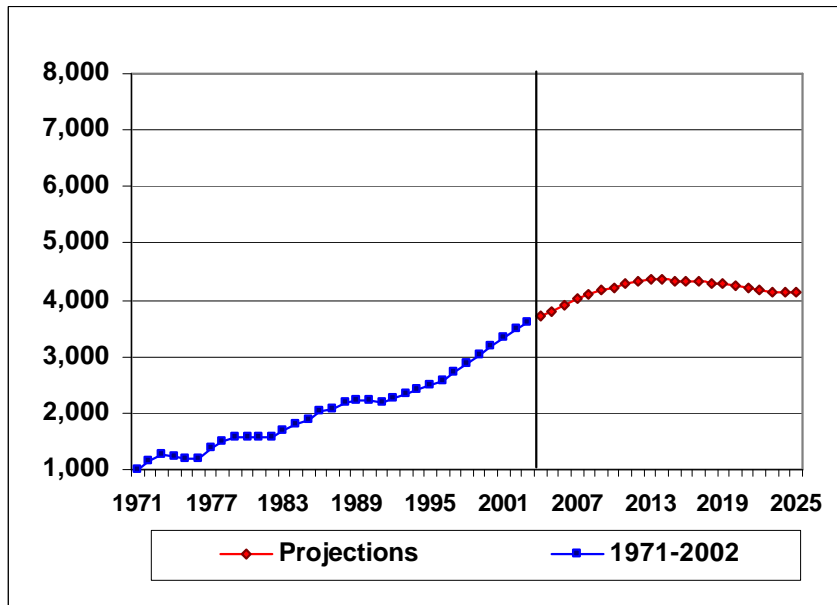
- Around 2007, the county will virtually run out of "greenfield" industrial land
- It's becoming more difficult for existing companies to expand and new companies to relocate
- Over time, this could cause the economy to stop growing and to begin to decline



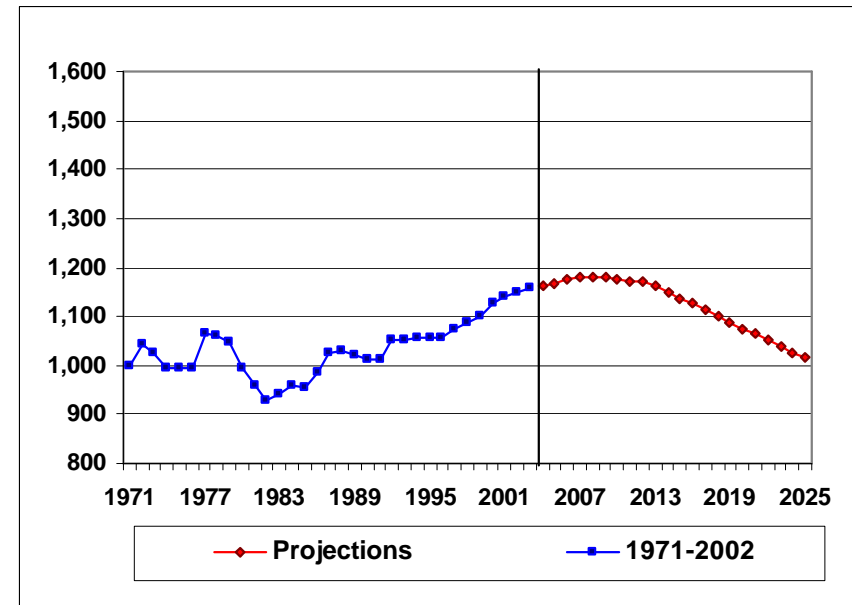


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## The Effect of Buildout on Economic Growth



Size of the Economy  
(Total Worker Earnings)



Quality of the Economy  
(Average Worker Earnings)



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## Improving the Local Economy

- Money flows into an area through the primary industries
- Create more primary industry jobs that pay a wage higher than the area average
- Secondary job creation is directly linked to primary job creation, and will grow along with it

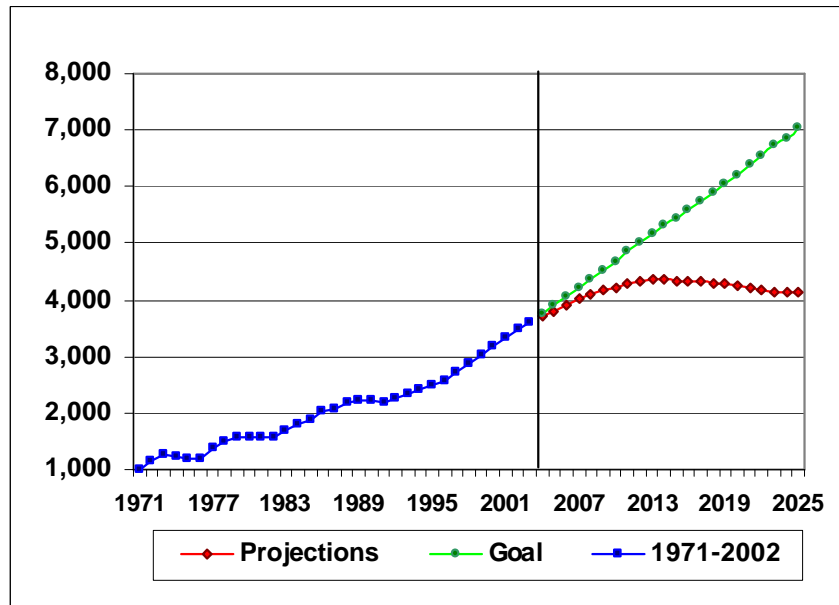
<u>Year</u>	<u>New Jobs</u>	<u>New Job Wage</u>
2005	2,519	\$47,530
2006	2,592	\$49,380
2007	2,667	\$51,299
2008	2,658	\$53,051
2009	2,645	\$54,918
2010	2,718	\$57,188
2011	2,794	\$59,551

Primary Job Generation Goals  
...Secondary Job Generation Ongoing

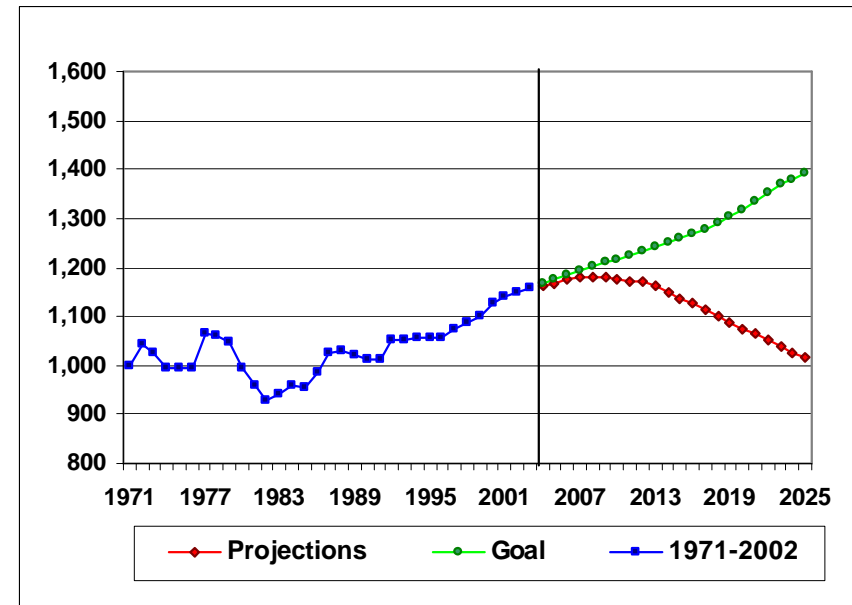


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## Improving the Local Economy



Size of the Economy  
(Total Worker Earnings)



Quality of the Economy  
(Average Worker Earnings)





# Pinellas by Design

## Potential 2025 Employment Scenarios and Percent of Total Population Employed

<u>New Employment by 2025</u>		<u>Employment/Population %</u>
Low:	214,000	65%
Moderate:	269,000	70%
High:	330,000	75%

High-wage Jobs = 15-20% of Total New Employment



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## 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





## **Potential Incentives**

- Training costs
- Property tax refund
- Low interest loans – land and buildings
- Expedited permitting
- Regulatory relief

## **Examples of Incentives Criteria**

- Business activity that is primary in nature
- Above-average wages
- Number of jobs per acre of land and square footage of building
- Bonus for redeveloping existing building(s)



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**Real Estate**



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***Economic development  
is ultimately a real  
estate transaction.***

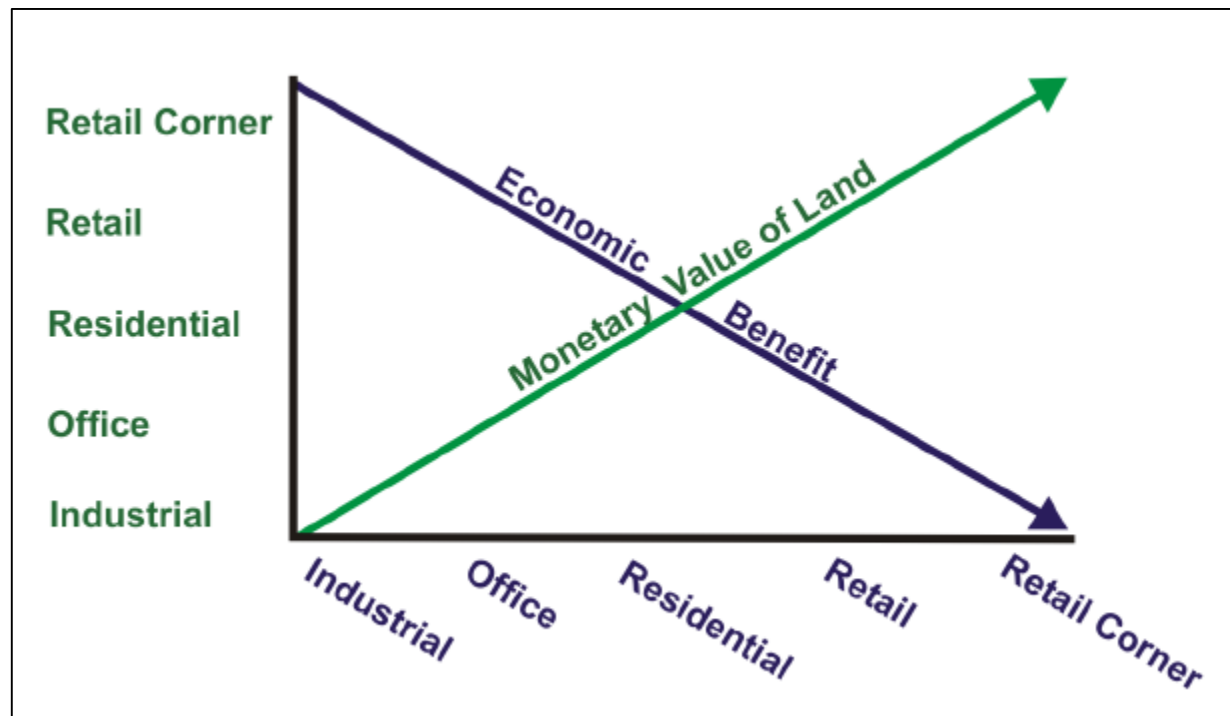
***The most important issue relative to  
maintaining the county's economy is  
having available sites.***





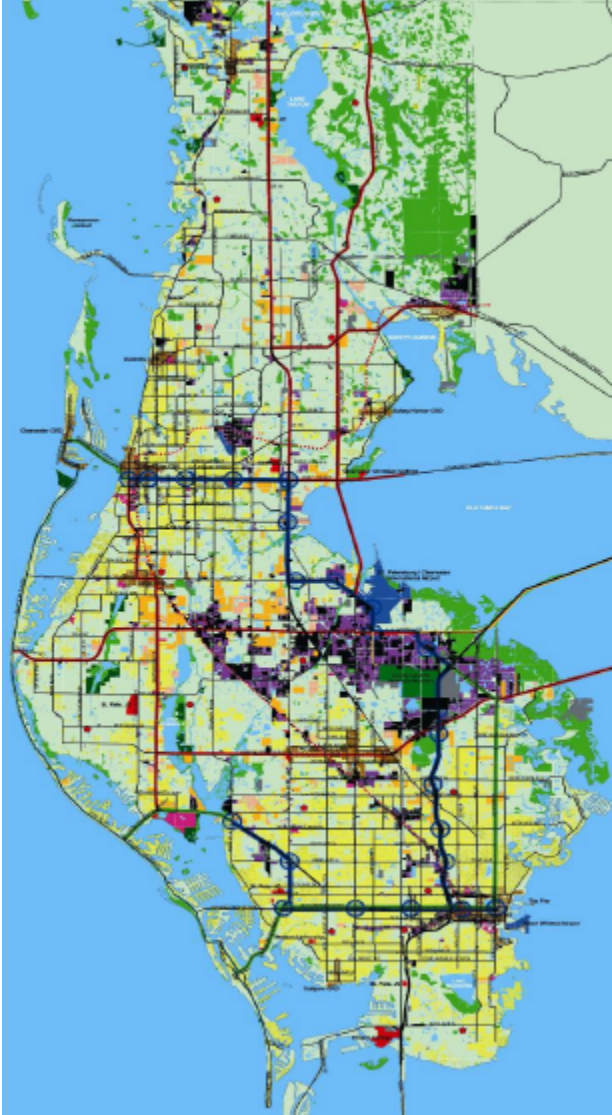
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## Inverse Relationship of Monetary Value to Economic Benefit of Real Estate





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## Land Supply

- GIS-based analysis:  
Redevelopment Base Map
  - ◆ Vacant and inappropriate land use
  - ◆ Underutilized lands
- Central Business Districts (CBD)
- Community Redevelopment Districts (CRD)
- Surplus public lands



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## Land Demand from New Job Growth

### Land Demand by 2025

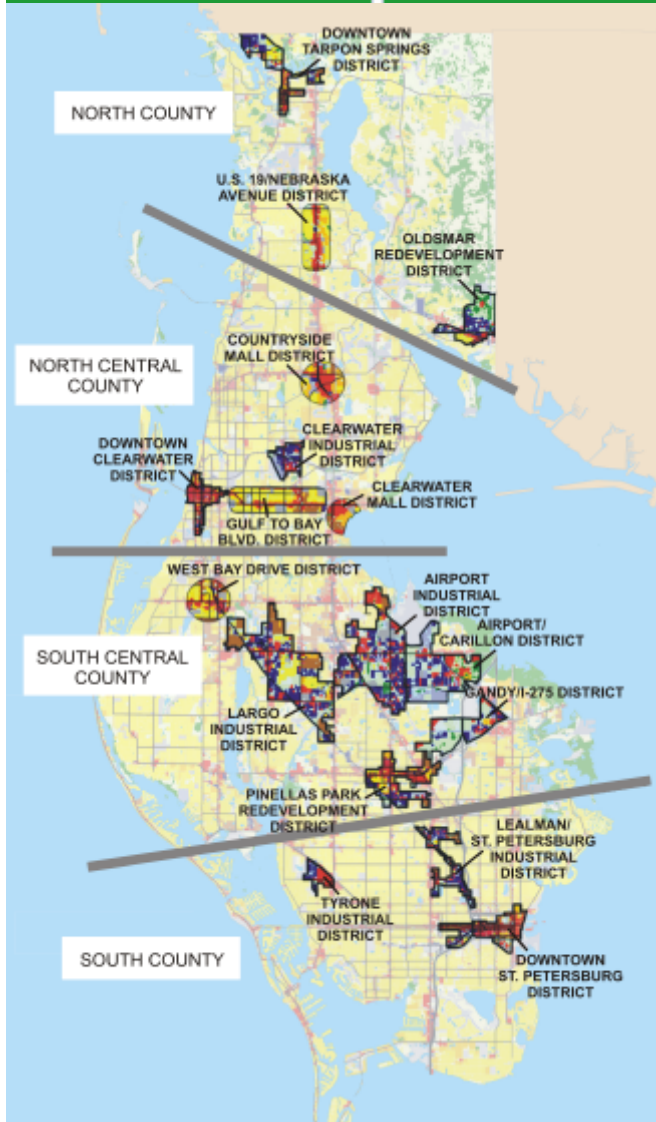
Low: 2,200 - 3,700 Acres  
Moderate: 2,900 – 4,800 Acres  
High: 3,600 – 5,900 Acres

### Potential Land Supply

Base Map: 6,105 Acres  
CBD/CRD: 550 Acres  
Public Lands: 345 Acres  
  
Total: 7,000 Acres



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## Employment Districts

- Provide areas of opportunity and location flexibility
- Twelve existing 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 to 340 acres



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## **Market and Real Estate Strategies Must Address the Economic Reality of Land Values**

- Cost of redevelopment is 2-3x greater than greenfield development ("cost differential")
- Housing is needed proximate to employment districts to support the workforce
- Many redevelopment projects are not economically feasible without public intervention
- Public/private cooperation and incentive programs are essential





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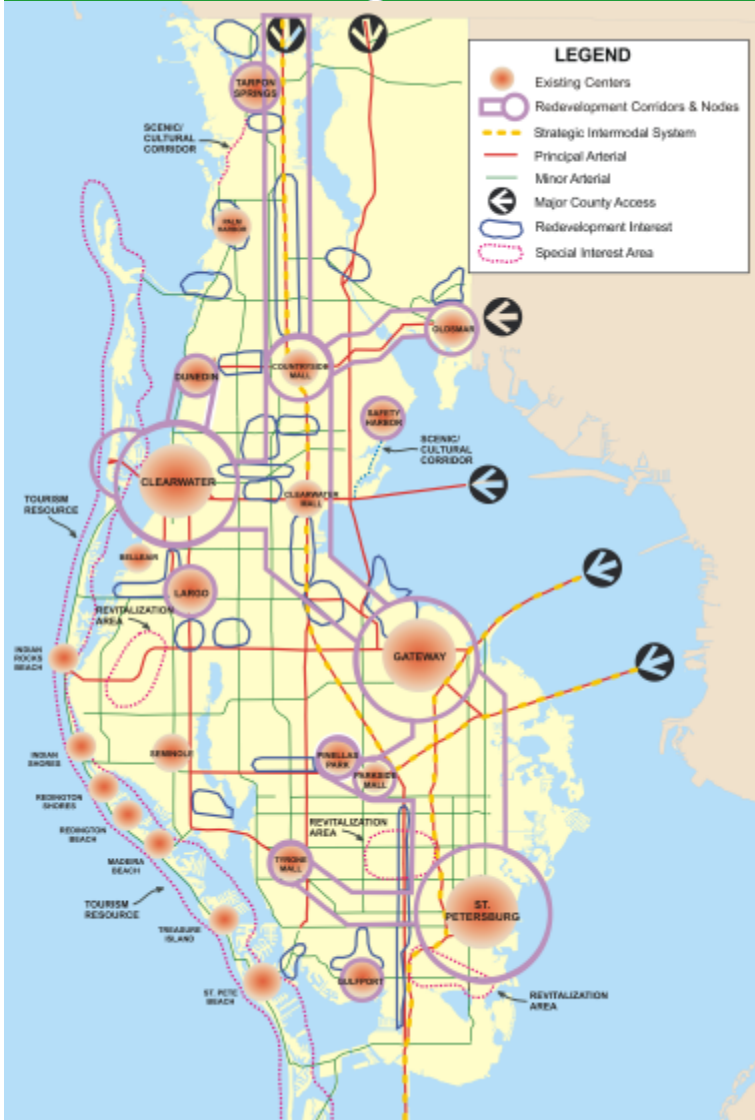
# **Urban Design and Regulatory Tools**



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## From Dimensions of Growth to Design of Growth

- Urban form is about structure and organization, NOT size or density
- High-quality urban design
- Diverse mix of uses
- Pedestrian and bicycle amenities





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## Future Urban Form

### Centers

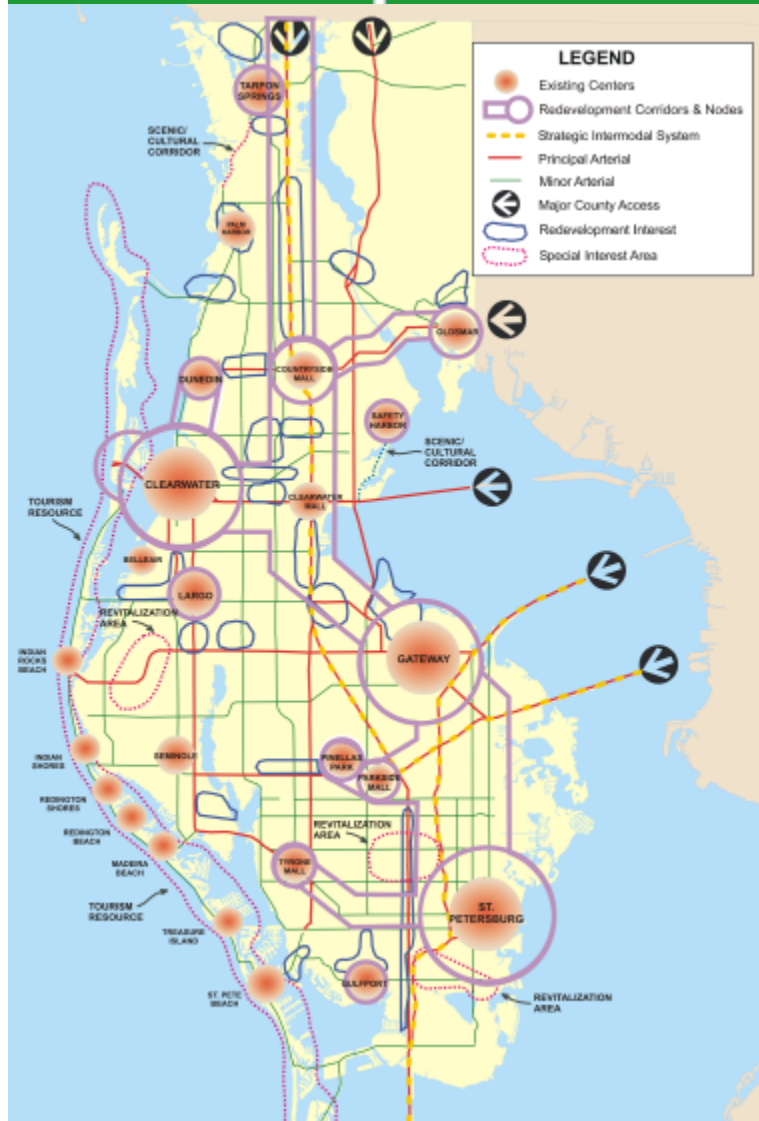
- Neighborhood
- Town
- Suburban Commercial
- Urban

### Corridors

- Commercial
- Transit-Related

### Districts

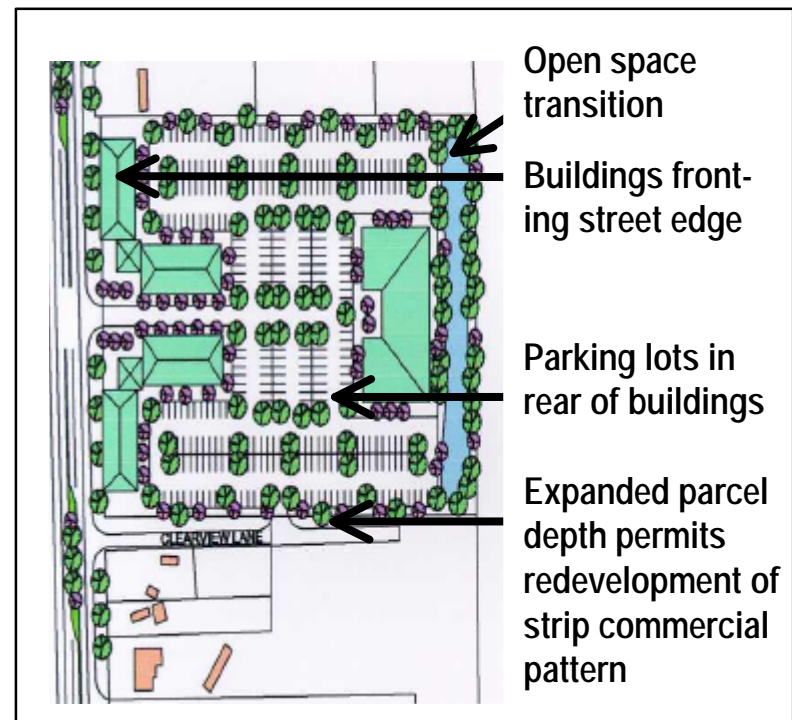
- Beach/Tourism
- Employment





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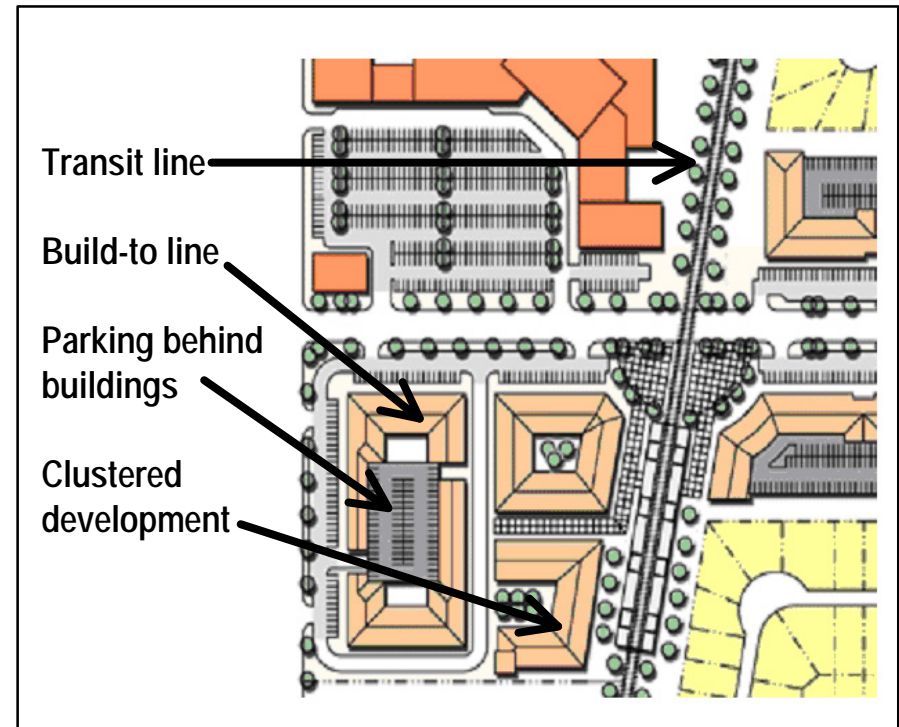
## Neighborhood Center





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## Transit-Related Corridor







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## Beach/Tourism District



- Reduce natural disaster hazards through improved building construction techniques.
- Improve aesthetics through a common set of design principles.
- Integrate site uses with the surrounding community through site planning and project design.
- Featureless blank walls are strongly discouraged. Walls should include windows.
- Pitched roofs are preferred, and flat roofs are discouraged.



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## **Regulatory Tools**

- Redevelopment Plans – Promote revitalization of identified areas through special area plans
- LDR Requirements – Revise and streamline requirements to facilitate redevelopment
  - ♦ Regulations and procedures should be easy to find and understand
  - ♦ Rules should be the same for everyone
  - ♦ Guarantee review turn-around times
  - ♦ Make updating a normal part of regulations maintenance



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## Incentives for Desired Design Features

Building configuration, orientation and placement	<ul style="list-style-type: none"><li>▪ Reduced setback requirements and separation distance</li><li>▪ Flexible signage provisions</li></ul>
Pedestrian, bicycle and transit access and amenities	<ul style="list-style-type: none"><li>▪ Public/private partnership for transit accommodation</li><li>▪ Impact fee credits and/or adjustments</li><li>▪ Enhance transit infrastructure and scheduling to promote usage</li></ul>
Open space, buffering and landscape design	<ul style="list-style-type: none"><li>▪ Density/intensity bonuses</li><li>▪ Off-site areawide stormwater retention</li><li>▪ Reduction of total required landscaping in exchange for mature concentrated plantings</li></ul>



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# **Plan Implementation**



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## 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



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## Plan Implementation Process

**Achieve Plan Approval**



**Pursue Economic Development  
and Redevelopment Strategies**



**Coordinate Intergovernmental Functions**



**Monitor/Refine Plan**



## Action Program No. 1 – Achieve Plan Approval

Steps that need to be taken at various levels of government to approve the EDRP as a working policy document

Major Implementation Steps	Primary Coordinating Responsibilities			
<i>Strategies</i>	<i>PPC/ CPA</i>	<i>BCC/ PCED</i>	<i>Local Government</i>	<i>Private Sector</i>
Obtain EDRP Approval	ö			
Obtain Local Government Concurrence	ö		ö	
Facilitate Integration with Countywide Plan	ö			
Coordinate with Other Planning Initiatives	ö	ö	ö	ö





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## Action Program No. 2 – Pursue Economic Development and Redevelopment Strategies

Actions that will need to be taken to meet vision, economic, real estate, and regulatory goals

Major Implementation Steps	Primary Coordinating Responsibilities			
<i>Strategies</i>	<i>PPC/ CPA</i>	<i>BCC/ PCED</i>	<i>Local Government</i>	<i>Private Sector</i>
Establish Target Employment Criteria		ö		
Provide Workforce Training		ö		ö
Provide Tools to Reduce Costs of Redevelopment	ö	ö	ö	ö
Preserve/Enhance the Tourism Industry		ö	ö	ö



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## Action Program No. 3 – Coordinate Intergovernmental Functions

Coordination efforts that will be needed between government entities and programs if the EDRP goals are to be achieved

Major Implementation Steps	Primary Coordinating Responsibilities			
<i>Strategies</i>	<i>PPC/ CPA</i>	<i>BCC/ PCED</i>	<i>Local Government</i>	<i>Private Sector</i>
Restructure Plan Amendment Process	ö		ö	
Requirements for Comprehensive Plan/EAR Process	ö		ö	
Coastal High Hazard Area Policies	ö		ö	
Coordination of Community Redevelopment Areas	ö	ö	ö	



## Action Program No. 4 – Monitor/Refine Plan

Ongoing efforts to evaluate which implementation actions are being pursued, how successful they are in meeting the goals, and how their effectiveness can be improved

Major Implementation Steps	Primary Coordinating Responsibilities			
<i>Strategies</i>	<i>PPC/ CPA</i>	<i>BCC/ PCED</i>	<i>Local Government</i>	<i>Private Sector</i>
Incentives	ö	ö		
Local Government Participation	ö	ö	ö	
Job Creation		ö		
Private Sector Investment		ö		ö
Land Use Conversion	ö		ö	
Tax Base	ö	ö	ö	



## **Lessons Learned:**

- Redevelopment is fundamental to the future of Pinellas County
- Redevelopment is demanding
- Dollars, dirt, and design are a powerful combination
- Locational flexibility is a necessity
- Redevelopment is smart



## **The End Result:**

- Effective land use decisions are made
- Urban land resources are recycled
- Public investments facilitate development decisions
- Community livability and vitality are sustained
- Competitive economic edge is maintained
- Environmental resources are protected



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A Shared Future

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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](#)



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[www.PinellasByDesign.org](http://www.PinellasByDesign.org)**