



the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas Commu



the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas Commu



the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas Commu



the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas CommunityFor the Pinellas Commu



# Summit Morning Agenda

Opening and  
Welcome

Welcome: Barbara Sheen Todd,  
Chair, County Commission

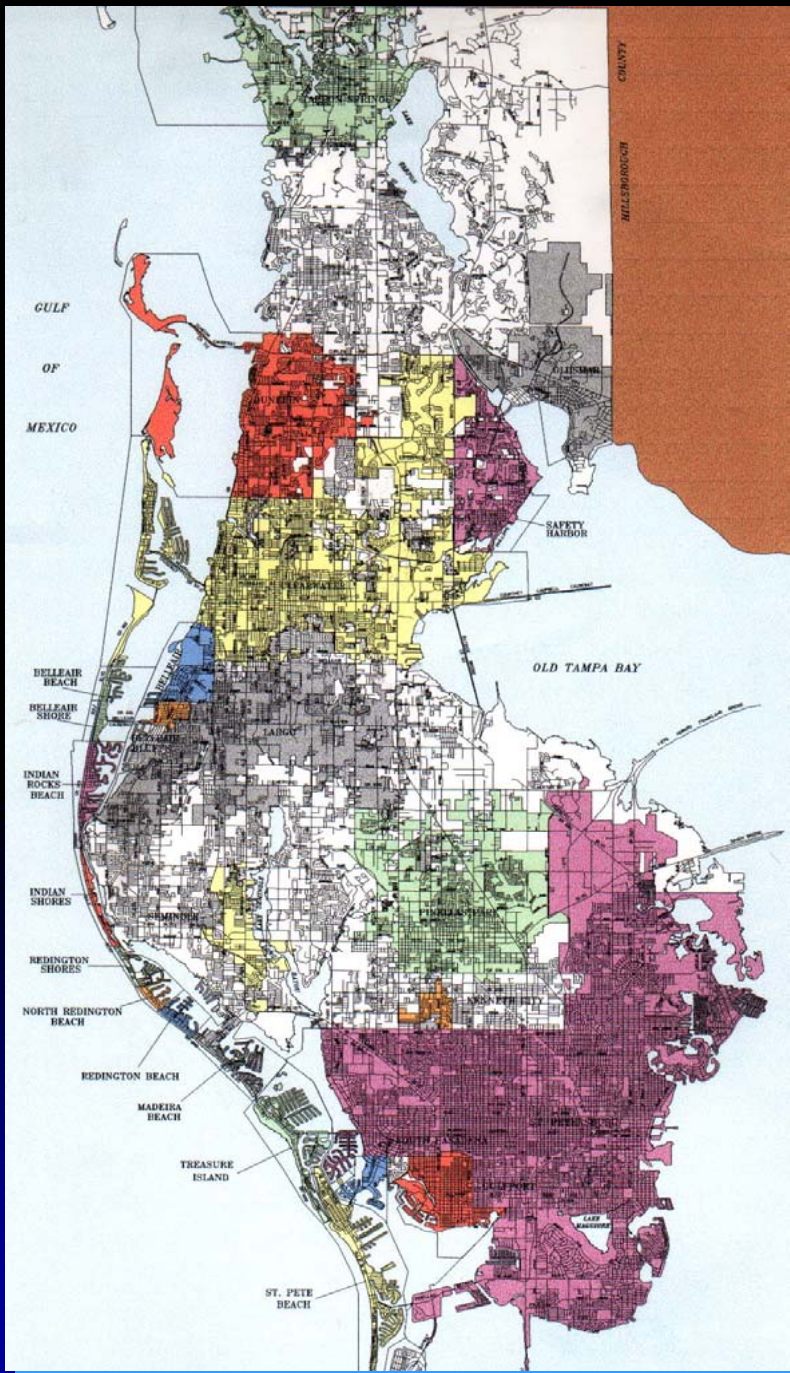
Project Direction/Importance:  
Stephen M. Spratt,  
County Administrator

Sponsor's Introduction:  
Michael Lewis, Vice President,  
Coastal Region,  
Progress Energy

Project Overview -  
Content & Objectives

Karen Williams Seel, County Commissioner/  
Steering Committee Chair

Richard Gehring, Principal, Prime Interests, Inc.



# Economic Development and Redevelopment Plan for the Pinellas Community

Opportunities Summit  
December 12/13, 2002

Harborview Center  
Clearwater Florida

We are very happy you are here.  
Help us define and set direction for  
economic development and  
redevelopment opportunities.

*You are:*

Community Representatives

Elected Officials

Public Administrators

Public and Private Planners

Design Professionals – Eng, Arch, LA

Development Interests

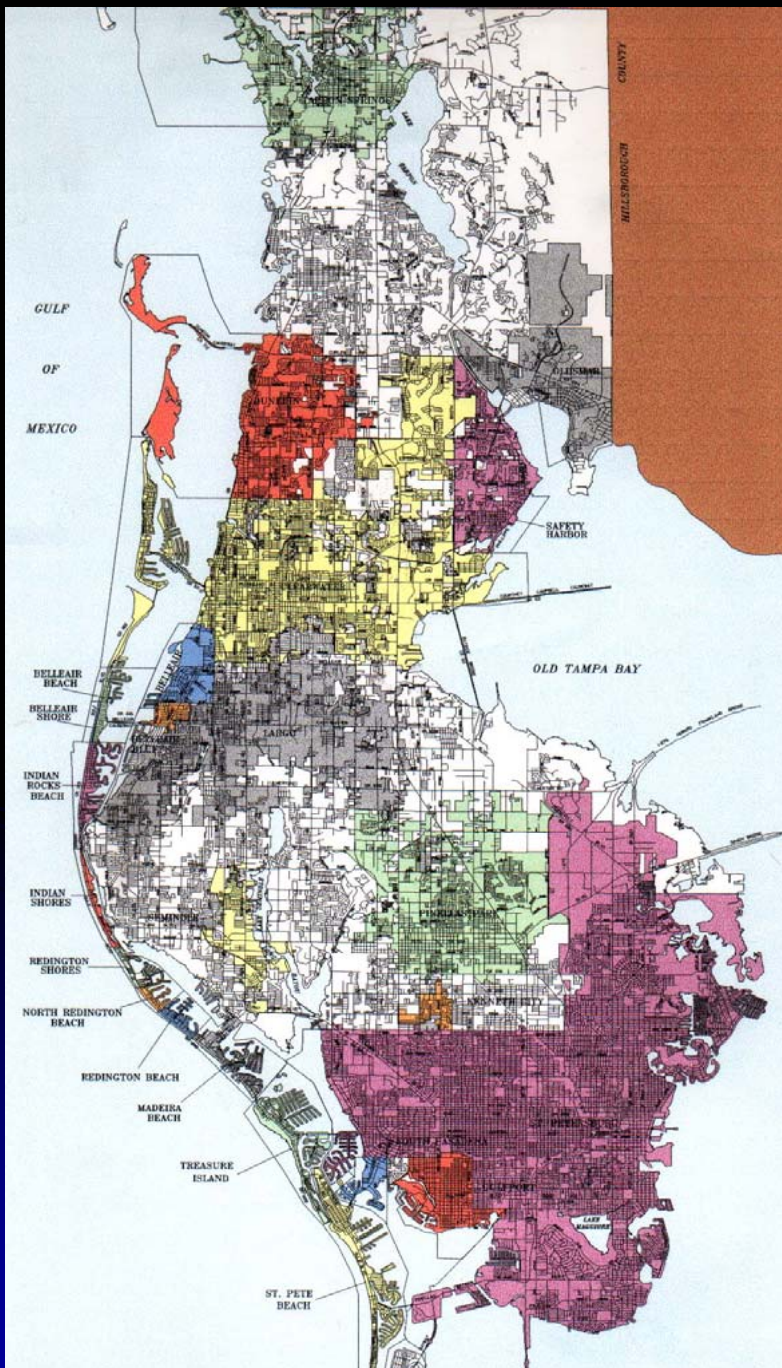
Real Estate Interests

Non Profits

Educators

Media





# Economic Development and Redevelopment Plan for the Pinellas Community

**Pinellas County Department of  
Economic Development  
&  
The Pinellas Planning Council**

*in association with:*

**Prime Interests Inc.-**

Strategic Programming & Development Management

**POLICOM –**

Economic Development Economist

**Dutter Design & Consulting Inc.-**

GIS Based Urban Planning and Design

**HDR Planning Group –**

Urban Design / Regulatory Strategies

# H.L. Mencken said...

“We know  
that we are here  
and

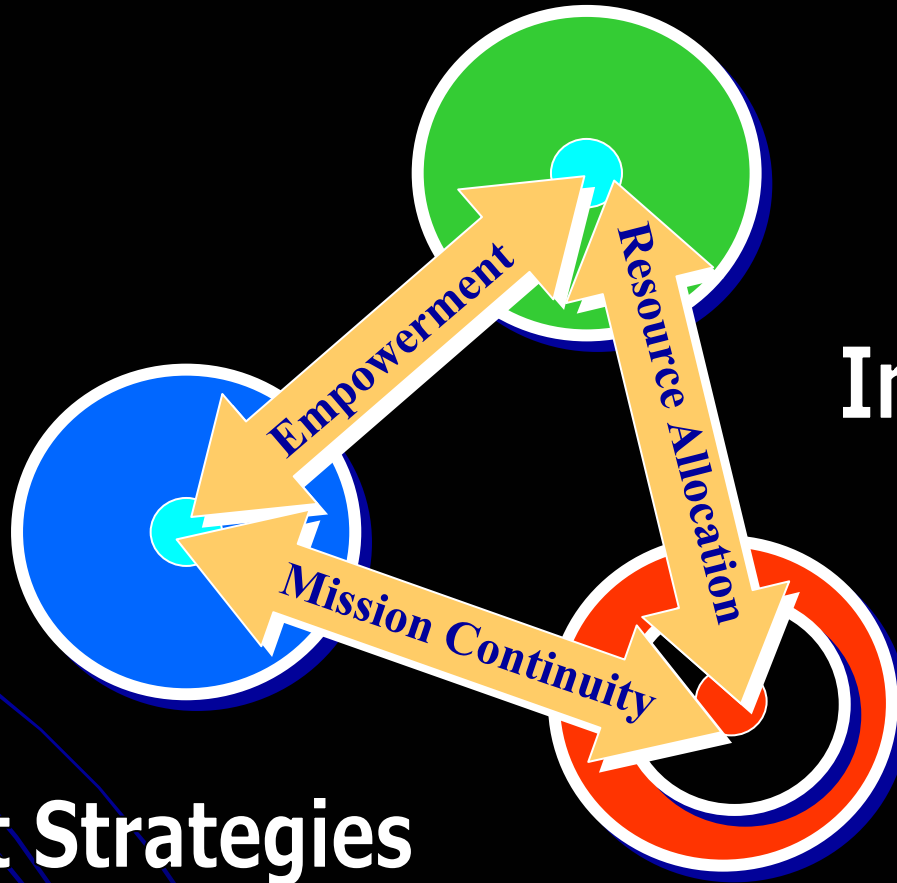
now is the time.....

*Other than that all knowledge is as  
moonshine”.*

Inspite of this reality we are going to  
present and discuss the future of  
Pinellas County and its many  
communities as a whole....let us focus  
to improve our *vision*.

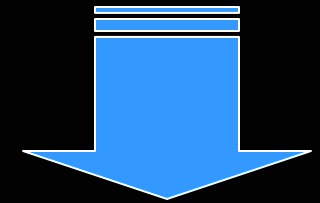
# VISION METHODOLOGY

Opportunities Summit = Vision & Policy Commitment



Plans &  
Market Strategies

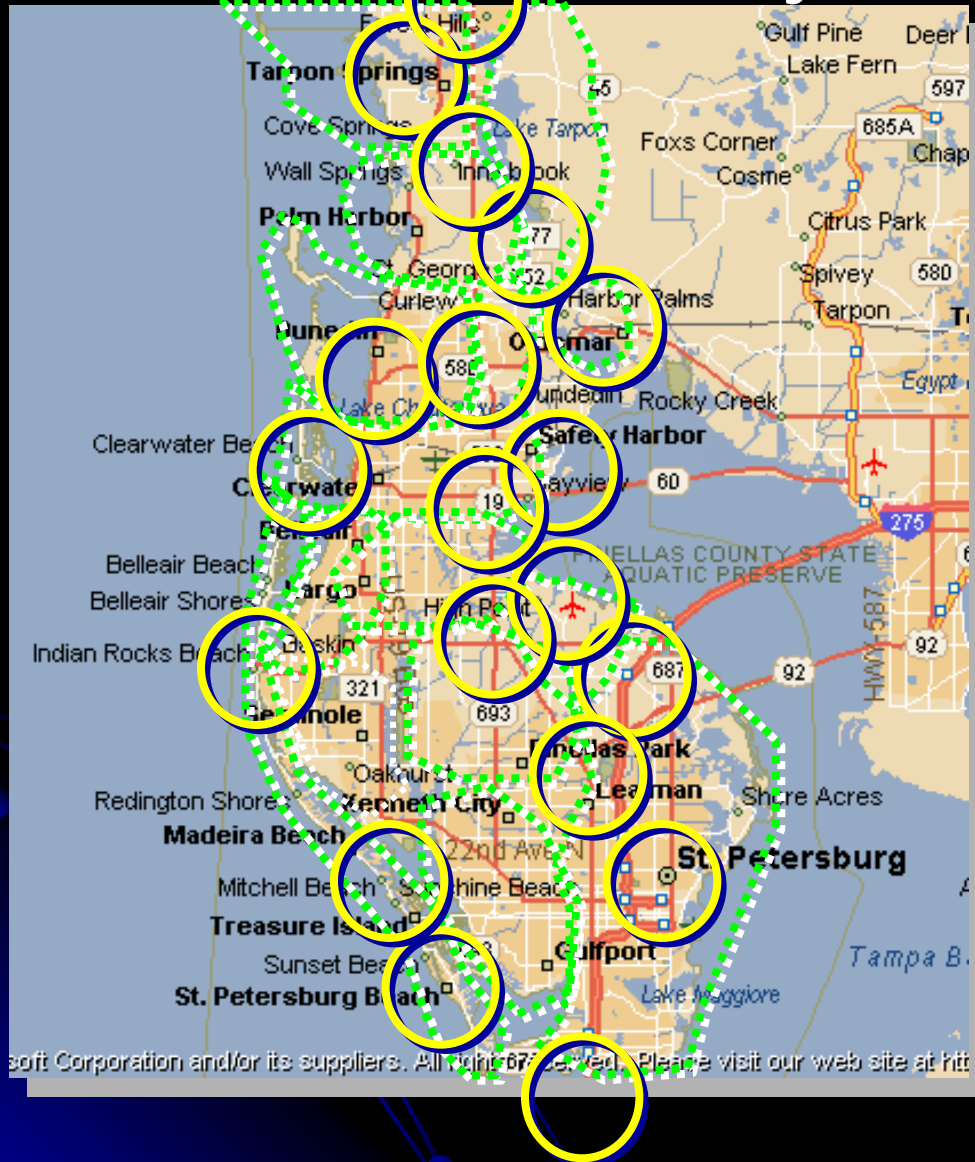
Desired  
Implementation



Results

*Areas of Economic Development Opportunity*

# Pinellas County Florida Overview

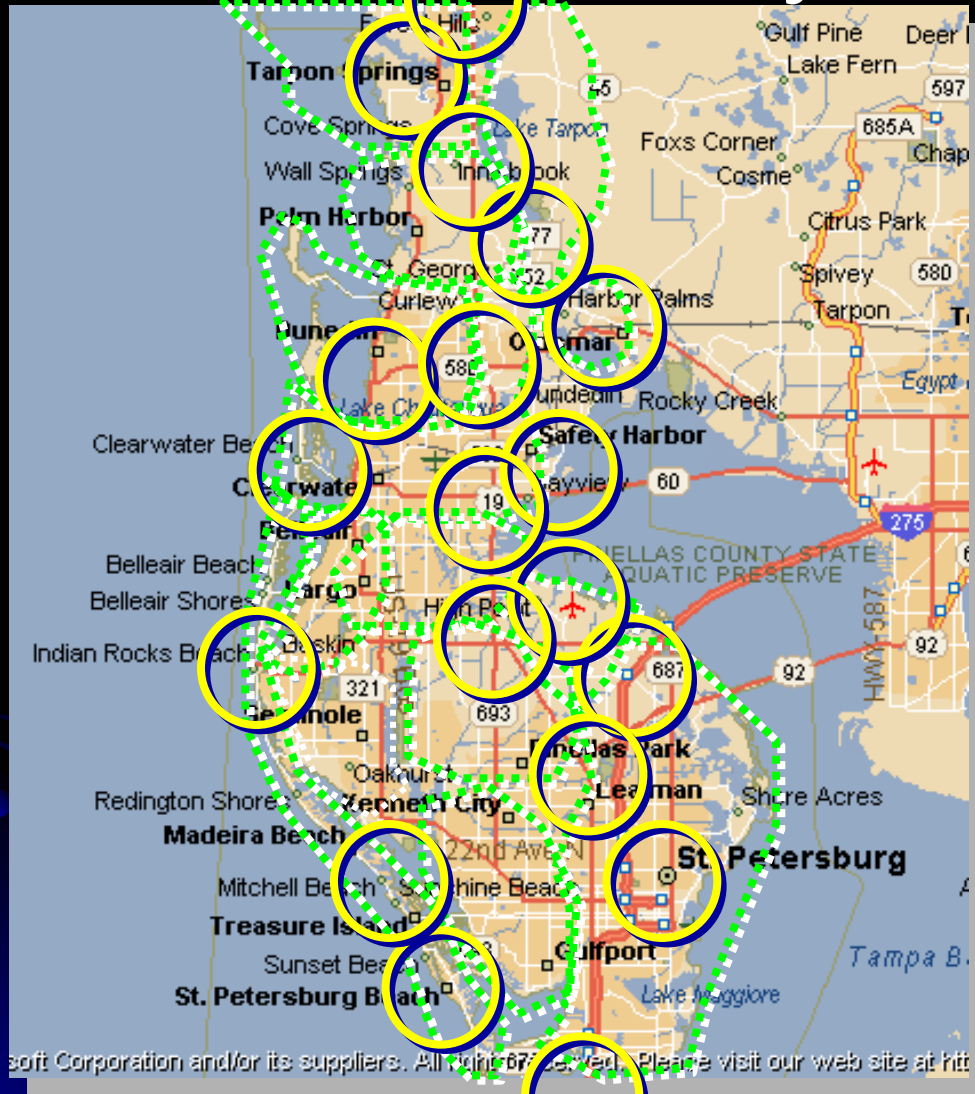


- *Region*
- *Area*
- *Population*
- *Value*
- *Environmental Edge*
- *Capital Effort*
- *Business Condition*

**Districts and Action Areas**



# Pinellas County Florida Overview

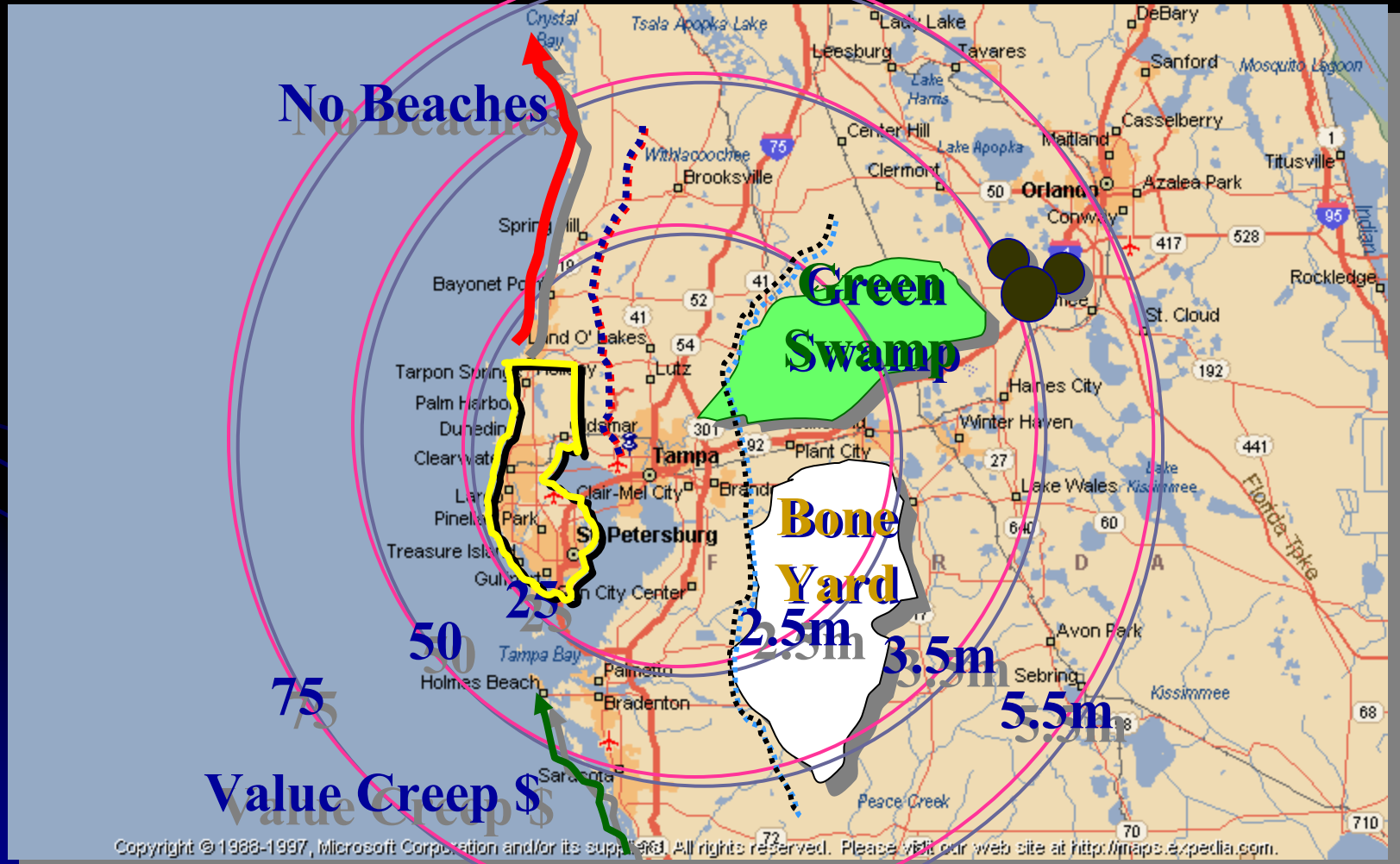


- *Land Use*
- *Migration*
- *Market Position*
- *Quality of Life*
- *Build Out*
- *Vision*

**Districts and Action Areas**

# Regional Population

## Regional Setting



# Pinellas County Resource Facts

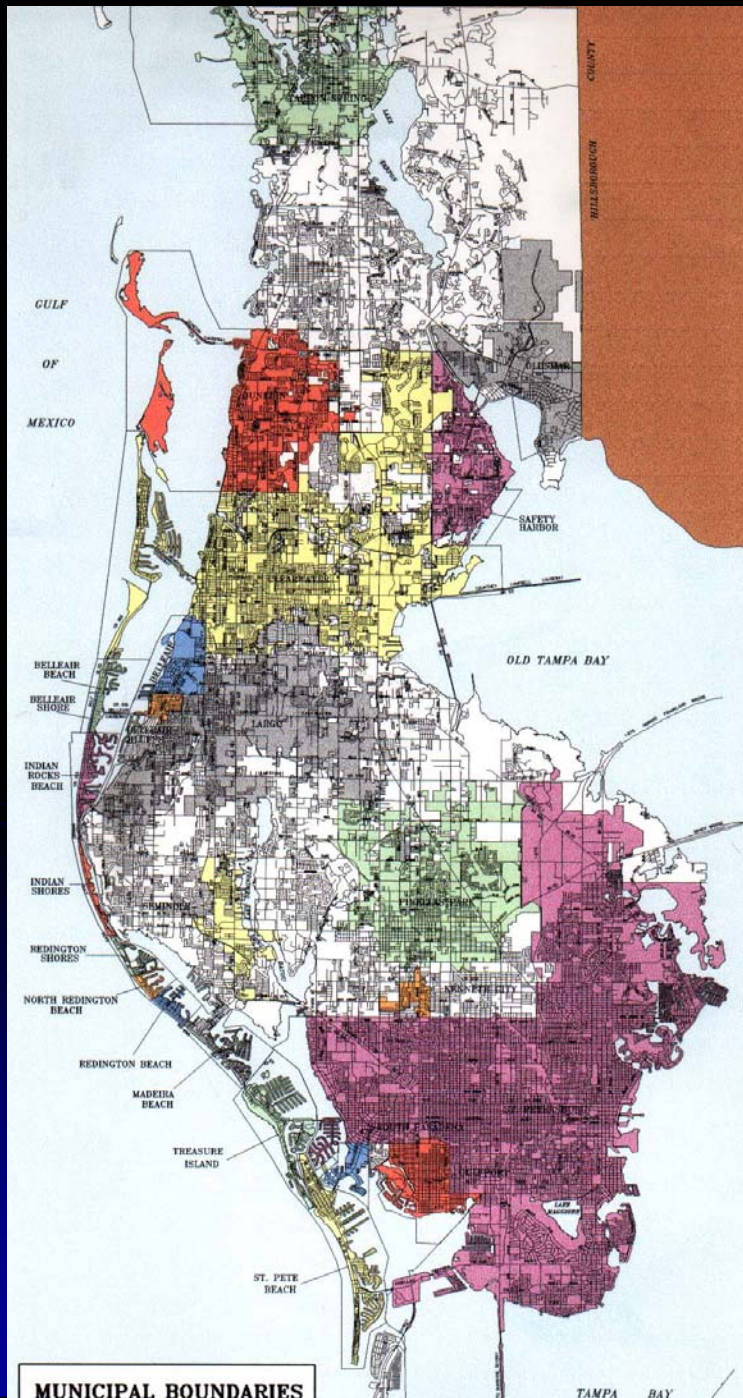
***280 Square Miles***

***Only Union County is Smaller***

***180,000 Acres***

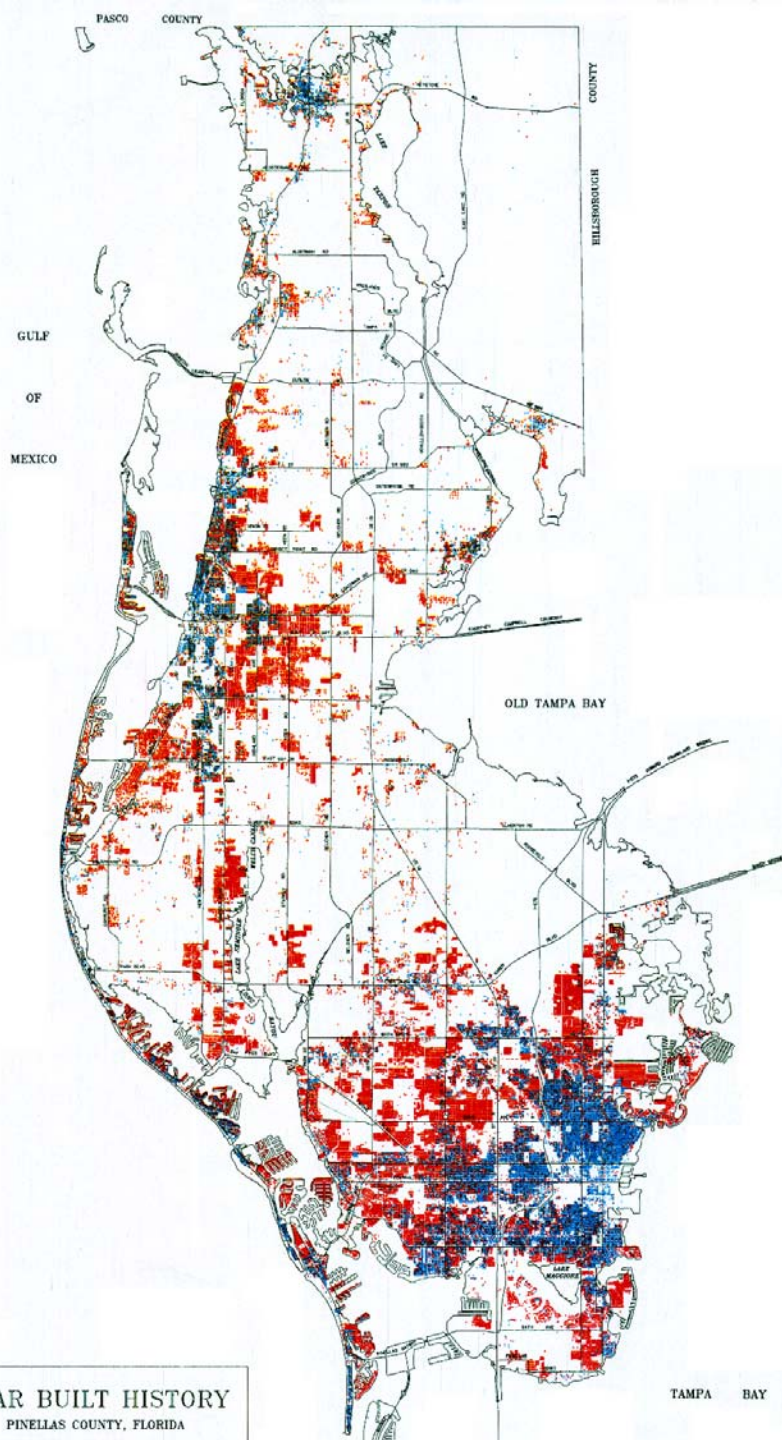
***155 Square Miles  
Incorporated***

***125 Square Miles  
Unincorporated***

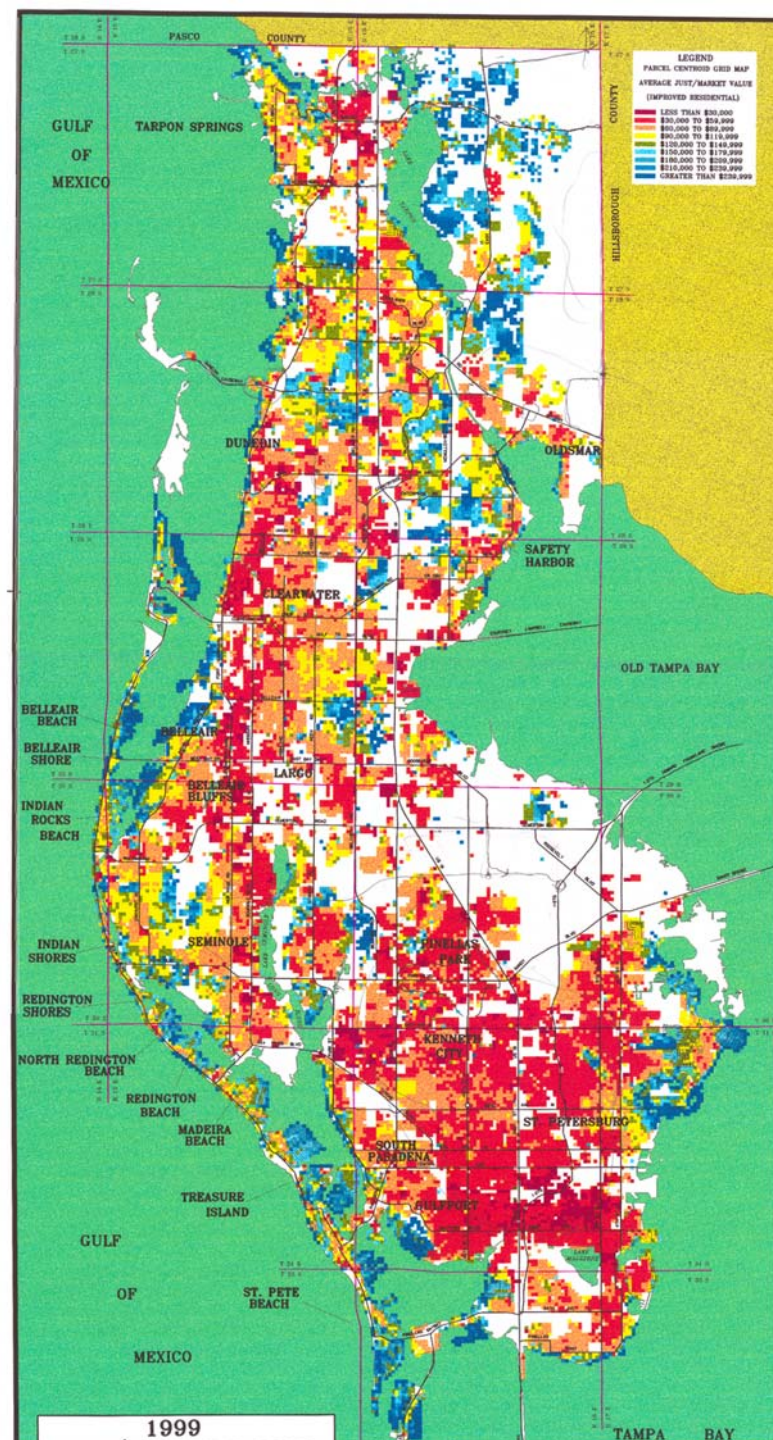




YEAR BUILT HISTORY  
PINELLAS COUNTY, FLORIDA



# Age as Key Indicator

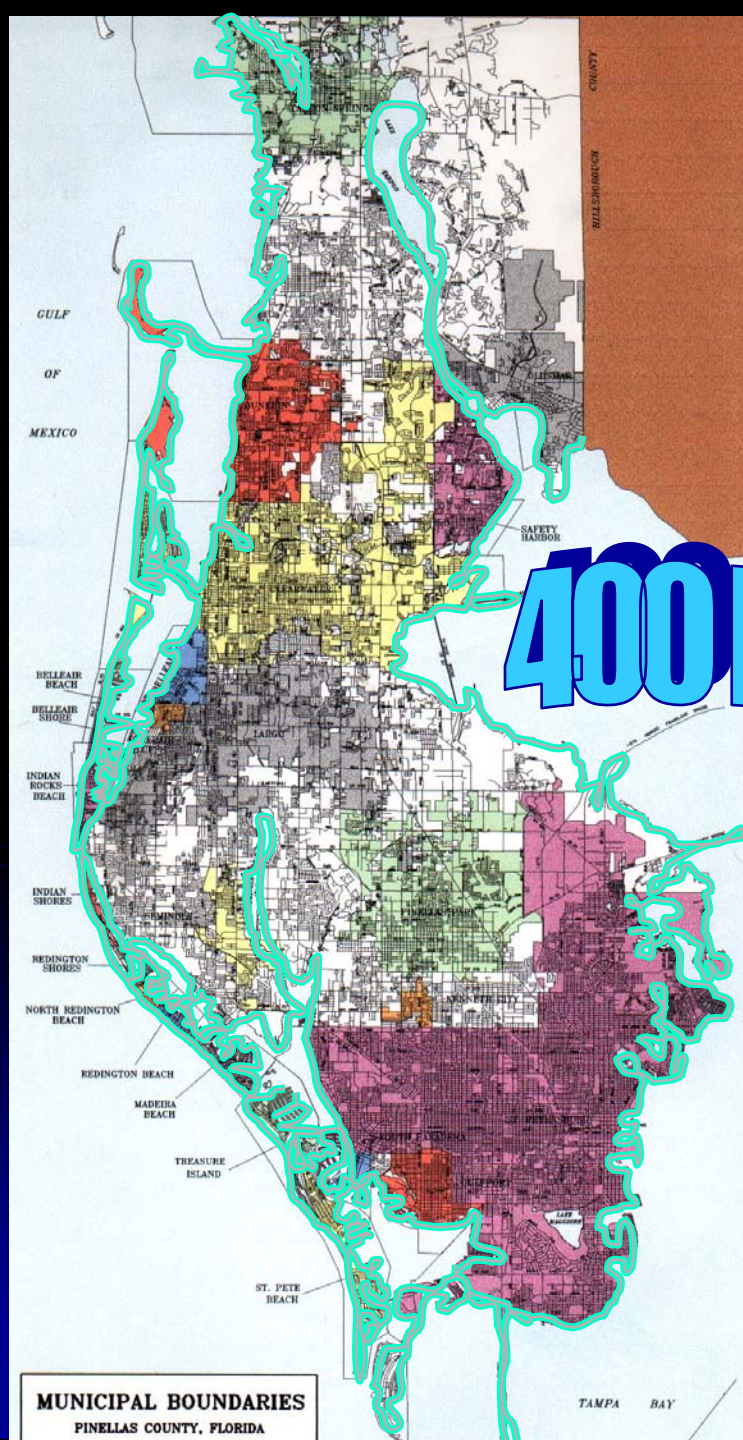




# Pinellas County Resource Facts

**400 Miles of Coastal Edge**

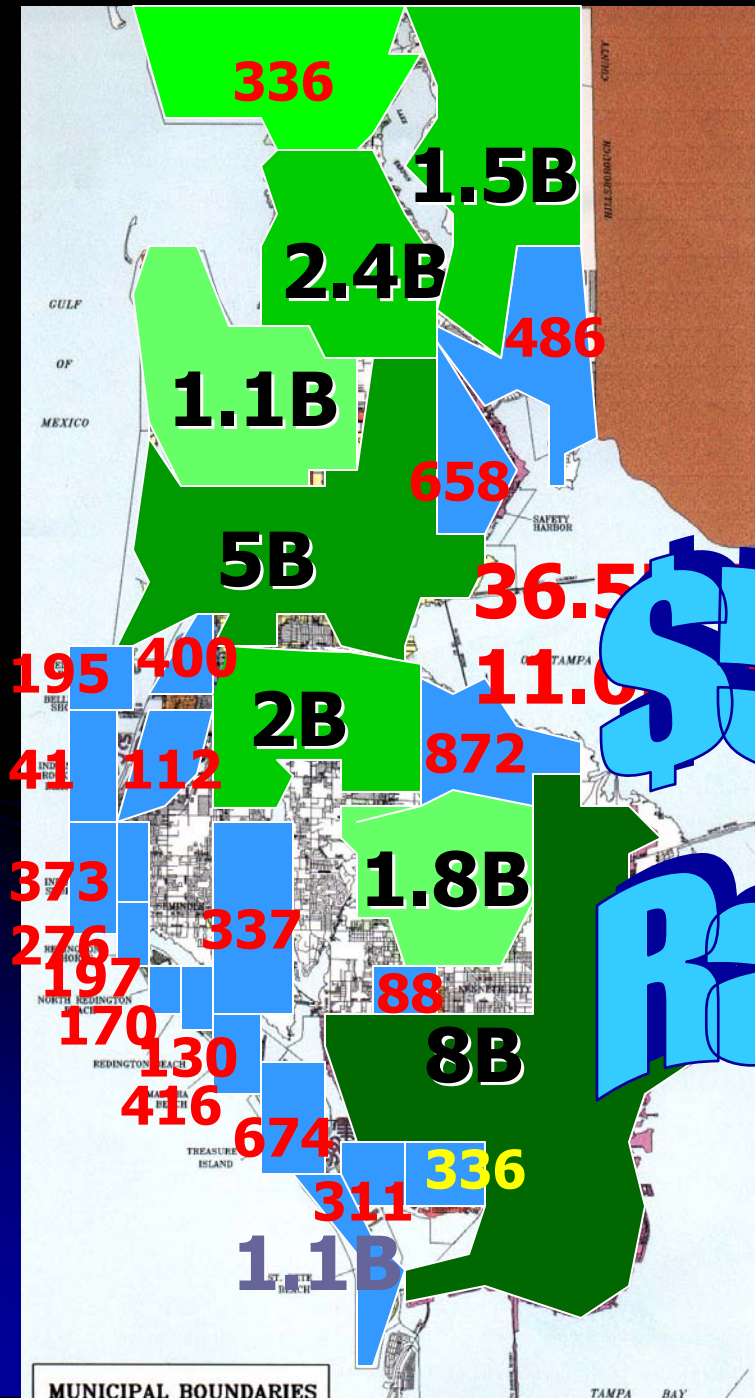
***2 Million Linear Feet***





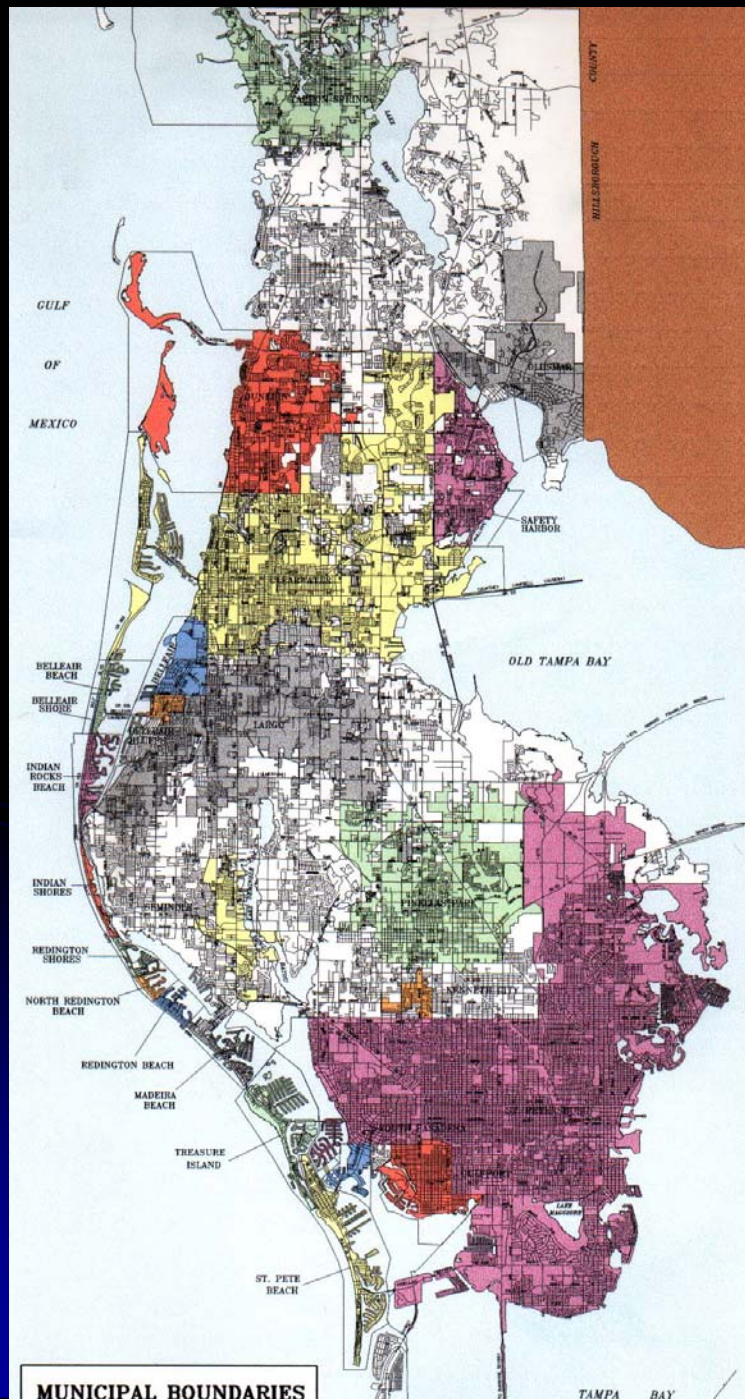
# Pinellas County Resource Facts

Assessed VALUE  
a Measurable Indicator



**\$50 Billion +  
Ratable Base**

# Pinellas County Resource Facts



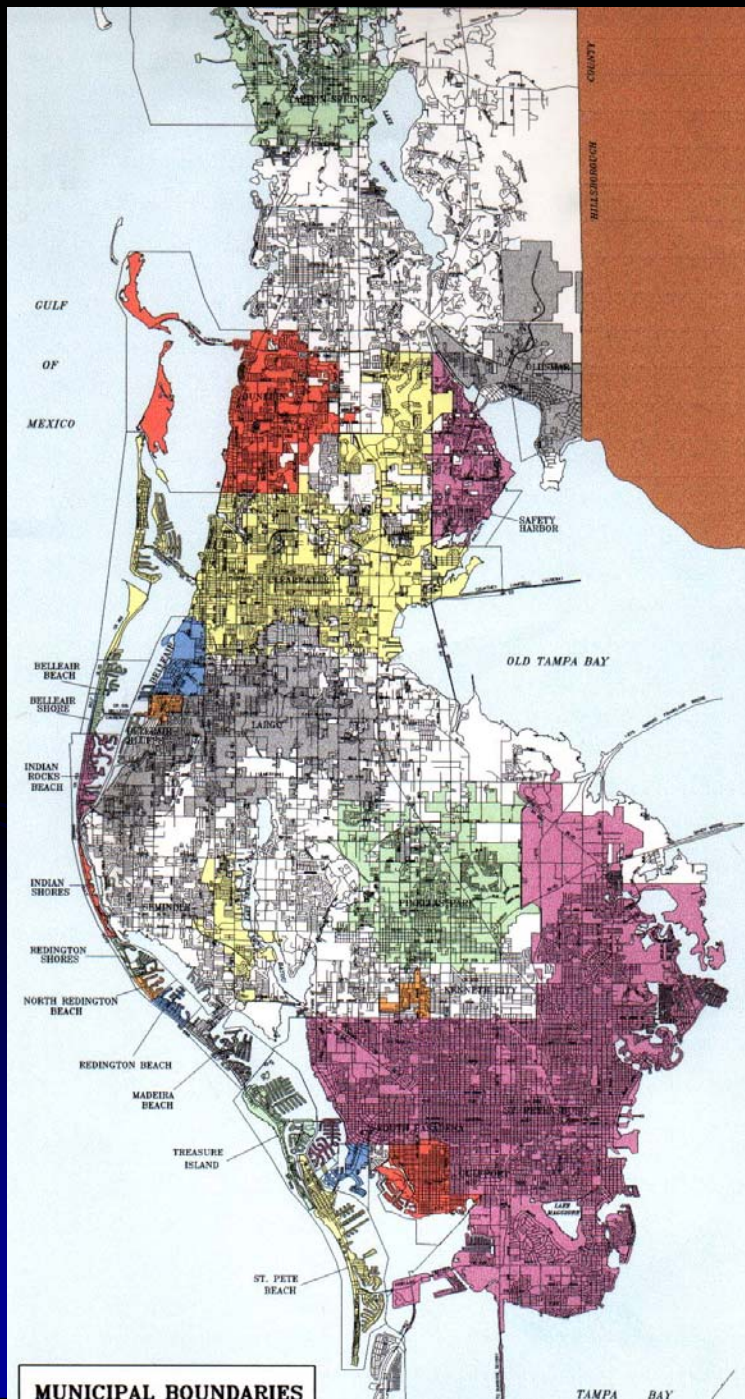
|                |                            |
|----------------|----------------------------|
| 236,000        | Res. Parcels Single Family |
| 27,000         | Vacant Residential Parcels |
| 14,746         | Mobile Home Parcels 56K    |
| 13,613         | Apartment < 10 Units       |
| 781            | Apartment > 10 Units       |
| 81,143         | Condominiums               |
| 4,074          | Vacant Commercial          |
| 9773           | Improved Commercial        |
| 1282           | Vacant Industrial          |
| 2985           | Improved Industrial        |
| 162            | Agricultural               |
| 2669           | Institutional              |
| 4,177          | Governmental               |
| 265            | Lease                      |
| 123            | Non Agricultural           |
| <b>406,000</b> | <b>Total Parcels</b>       |



# Pinellas County Economic Development Facts

- 700 Businesses > 100 Emp
- 3500 Businesses > 20 Emp
- 33,000 Businesses
- 550,000 Employees(NF)
- 48,000 Manufacturing
- 20,000 Construction

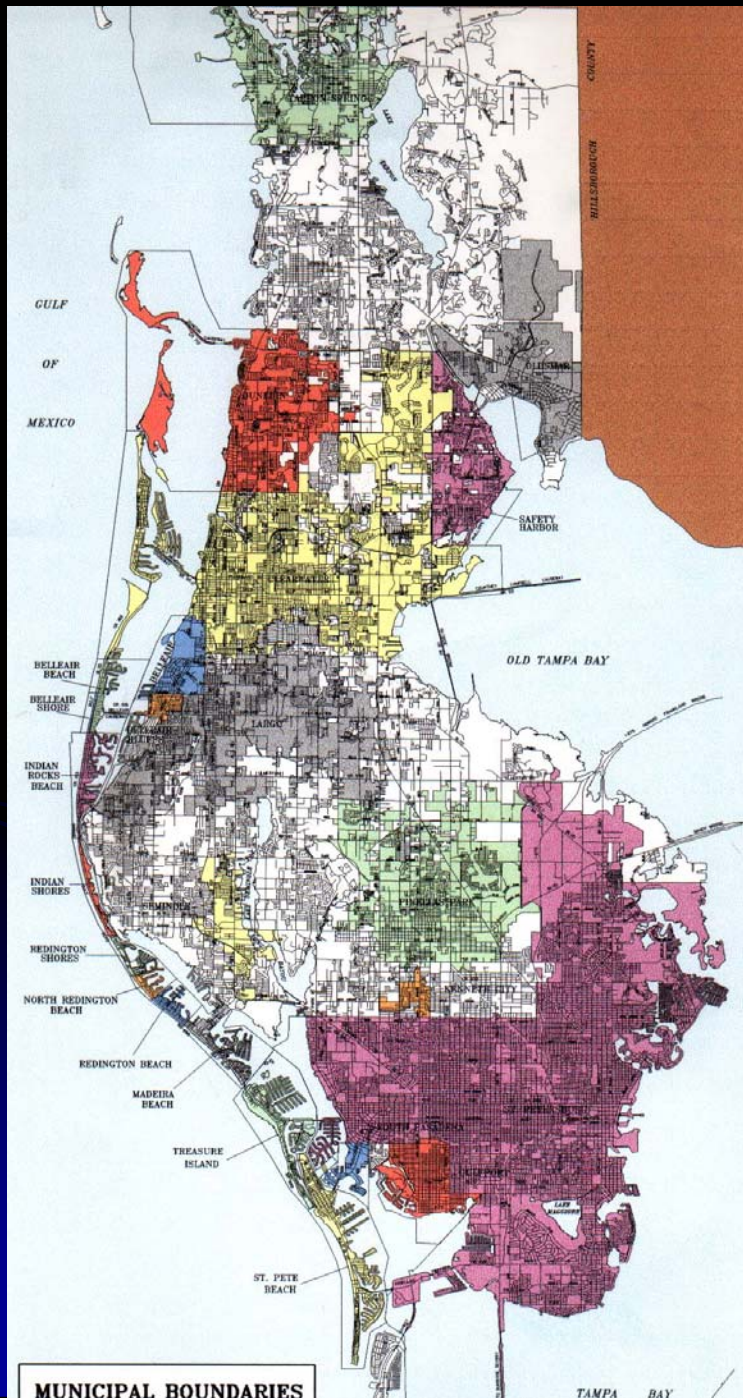
**Tampa Bay Region  
by 2005 will attract 1 Million  
New Jobs - Where?**



# Pinellas County Resource Facts

- 920,500 Population
- CIP \$1B PC+\$2.5B +.5BSB
- \$4-5Billion in CIP effort
- 2020 BEBR High 1.22m
- 280-300 K population pot.
- 49,000/yr. In-migration

But how did we get to  
where we are today???

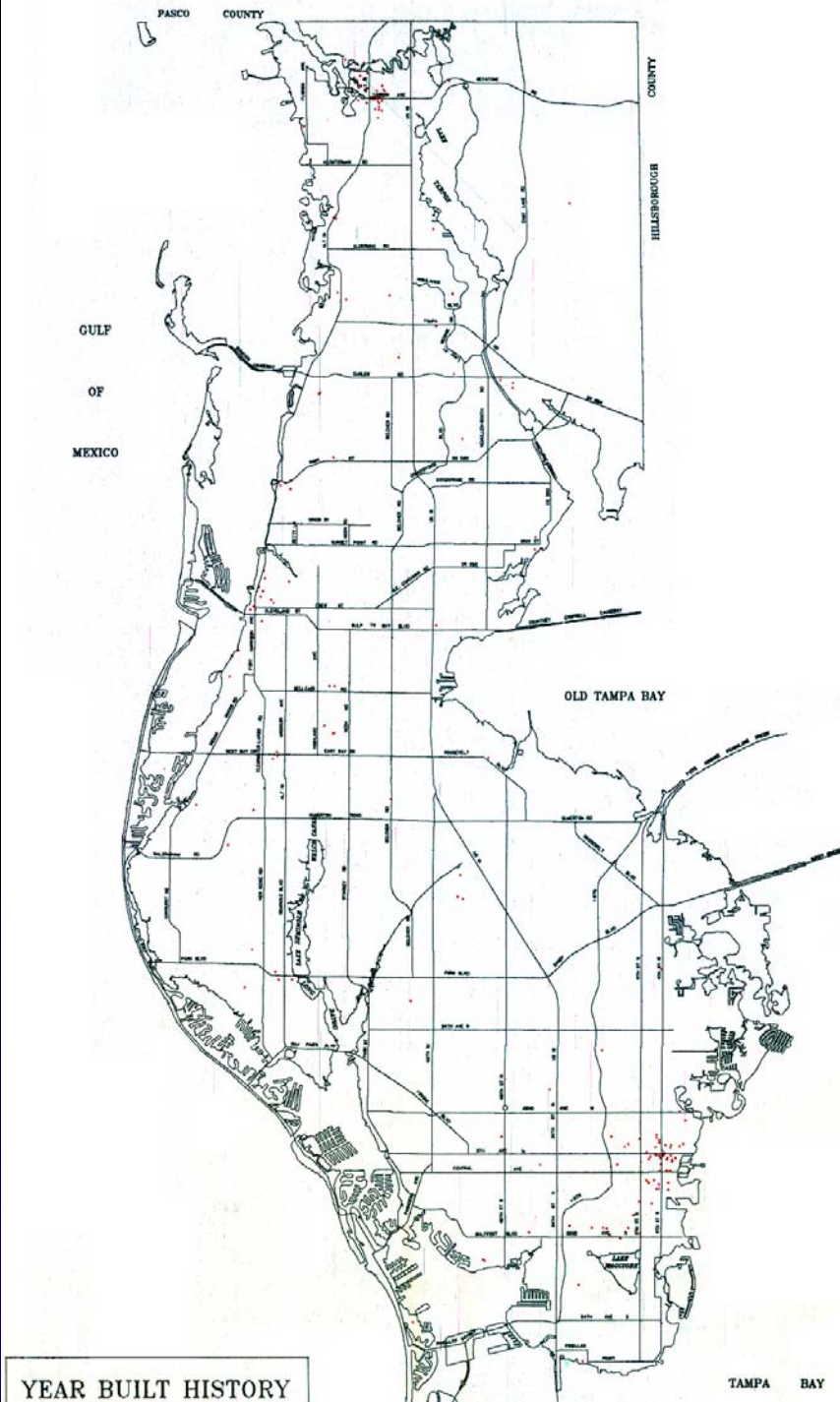




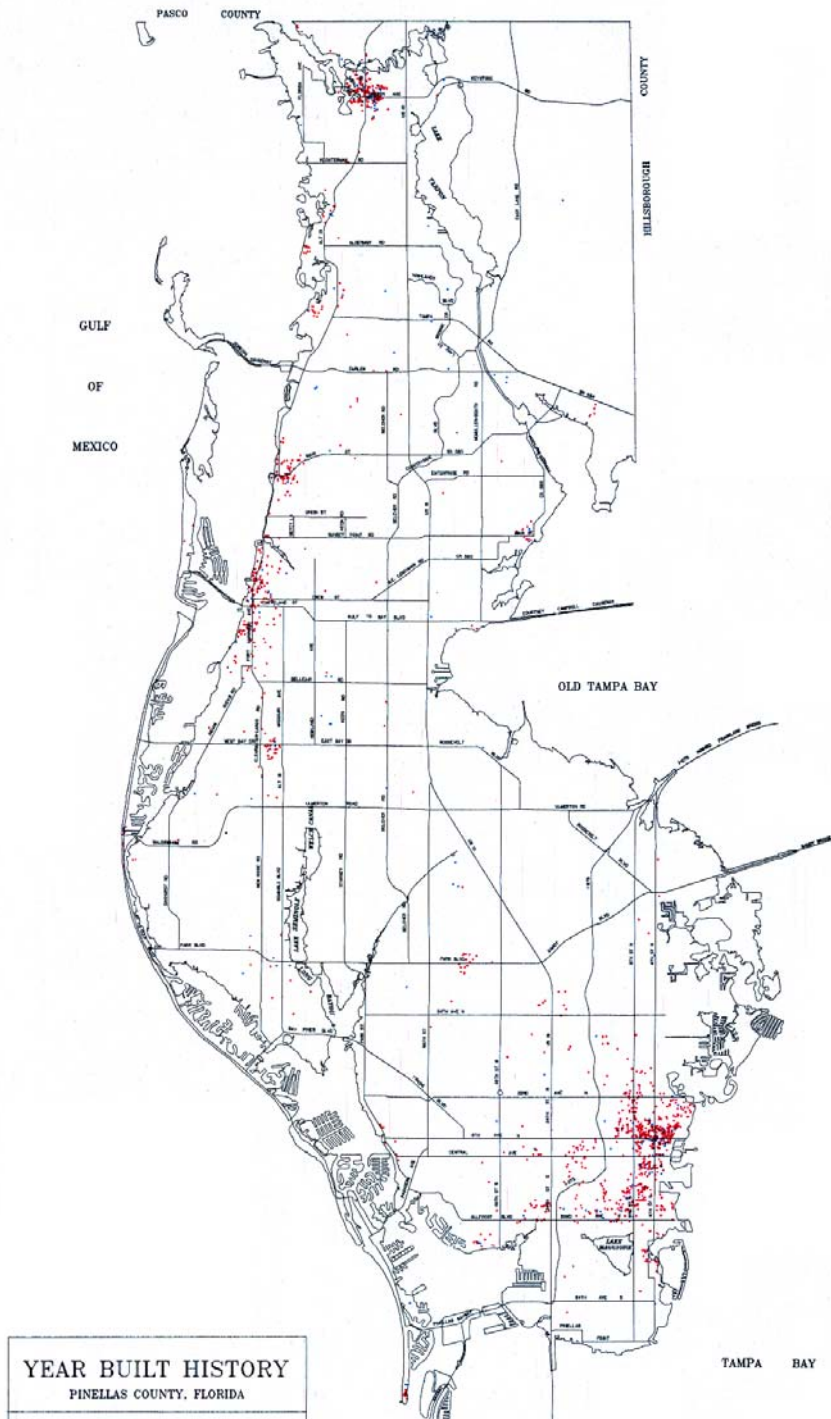
# Pinellas County Development 100 Years

The “Pioneer” Years  
1900-1909

Existing Structures -  
New Structures - 227





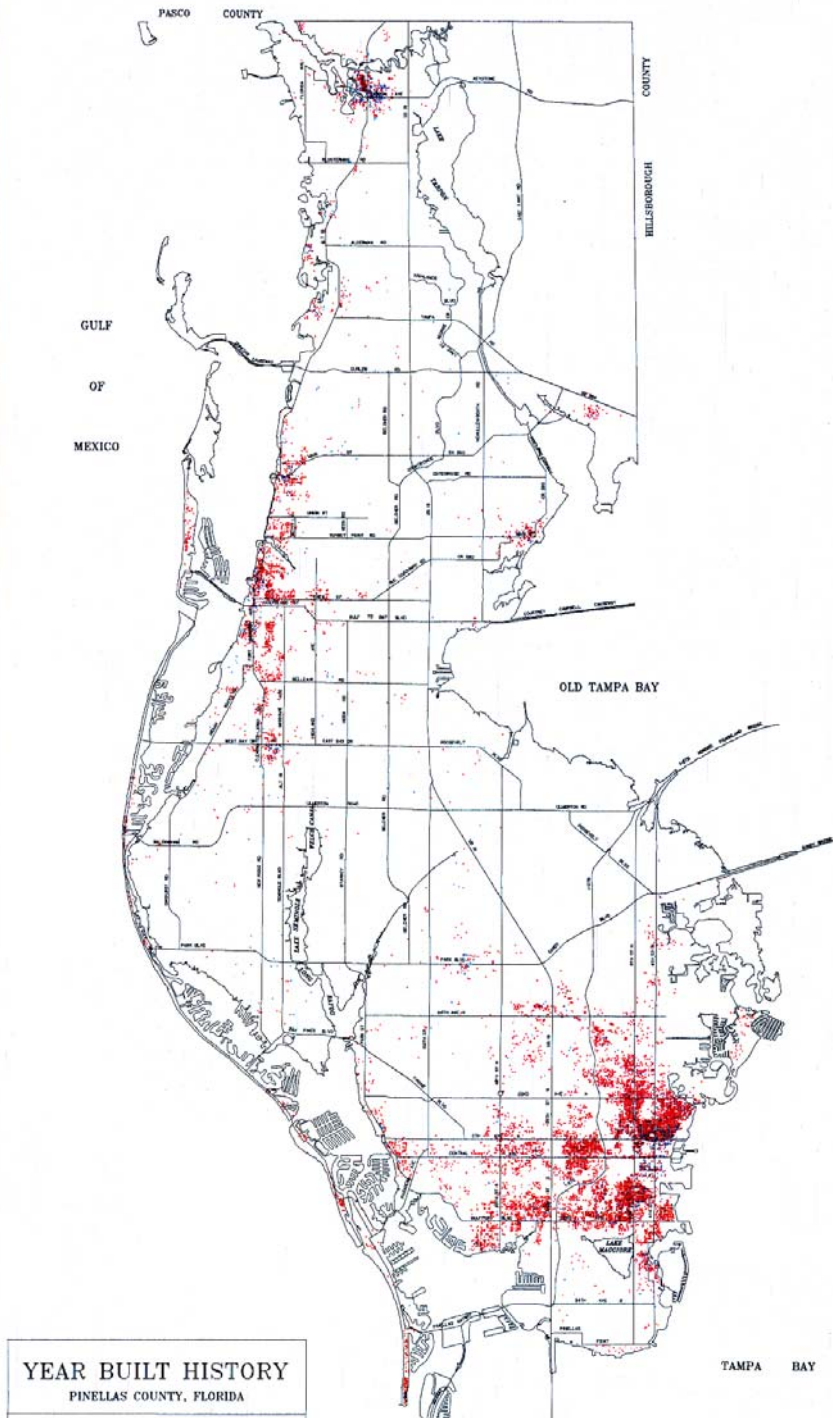


# Pinellas County Development 100 Years The “WWI” Years

1910-1919

Existing Structures -227

New Structures - 1510



# Pinellas County Development 100 Years The “Boom” Years

**1920-1929**

**Existing Structures - 1,727**

**New Structures - 15,515**

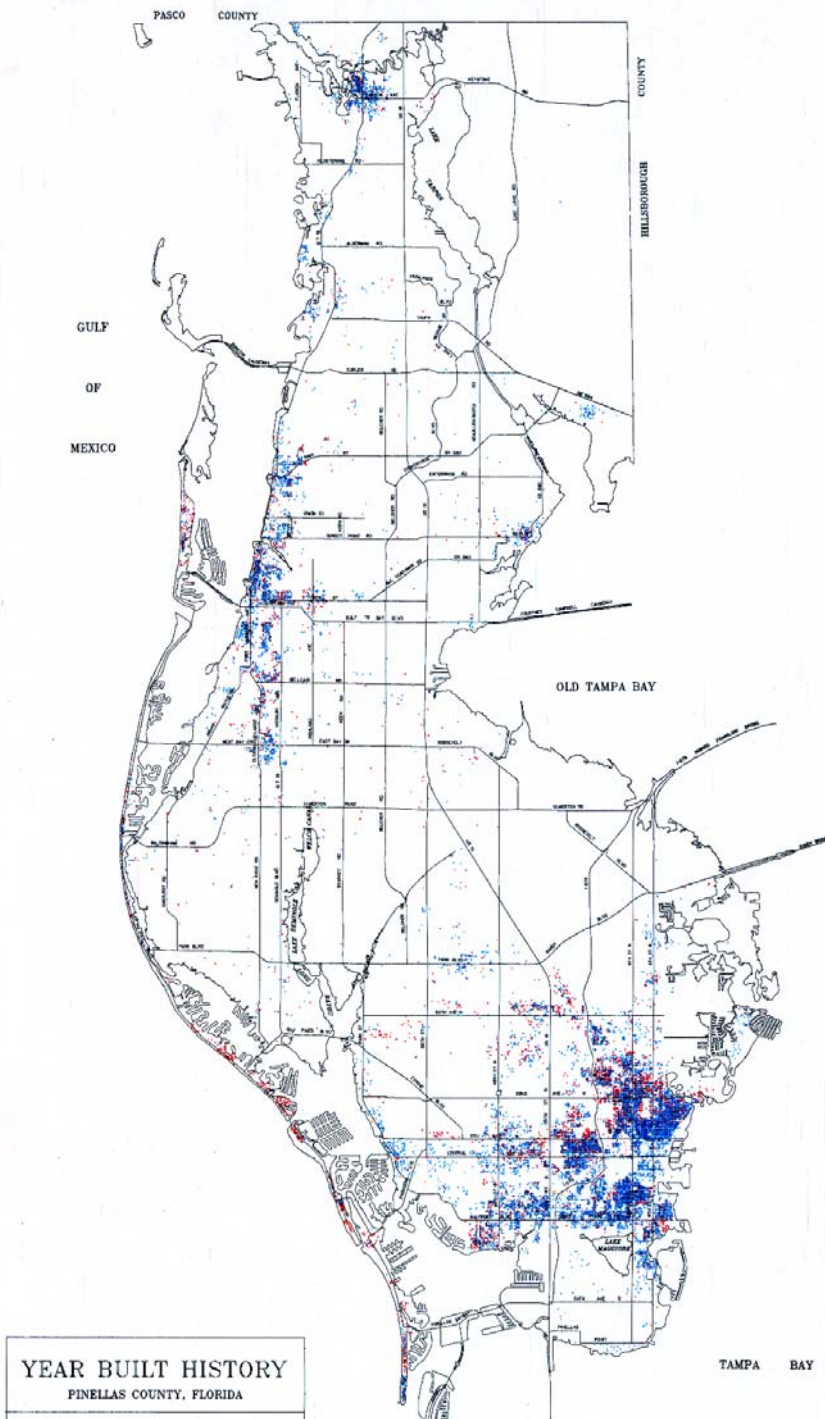
# Pinellas County Development 100 Years

The “Depression” Years

1930-1939

Existing Structures -17,252

New Structures - 5,746





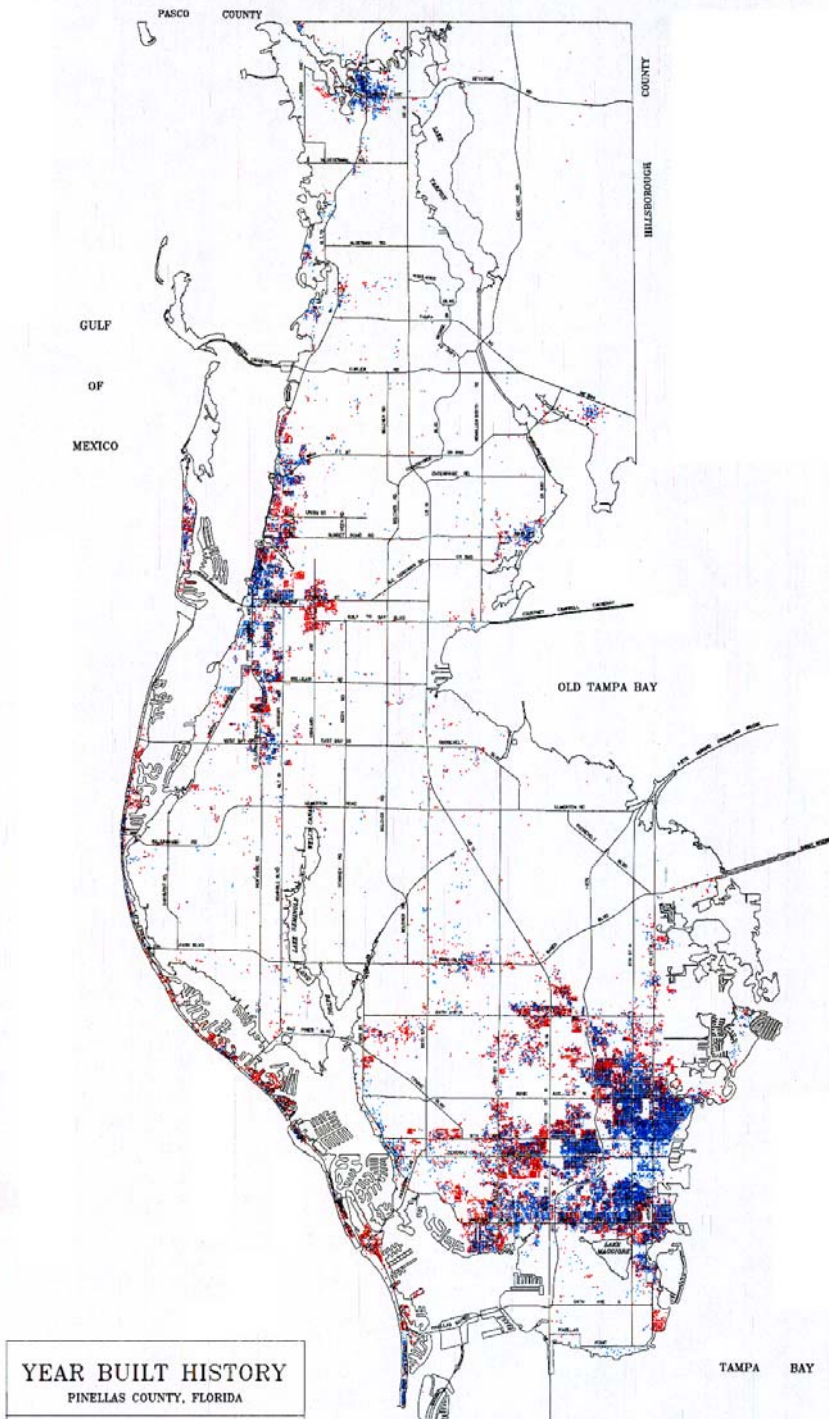
# Pinellas County Development 100 Years

The “WWII” Years

1940-1949

Existing Structures -22,998

New Structures - 17,510



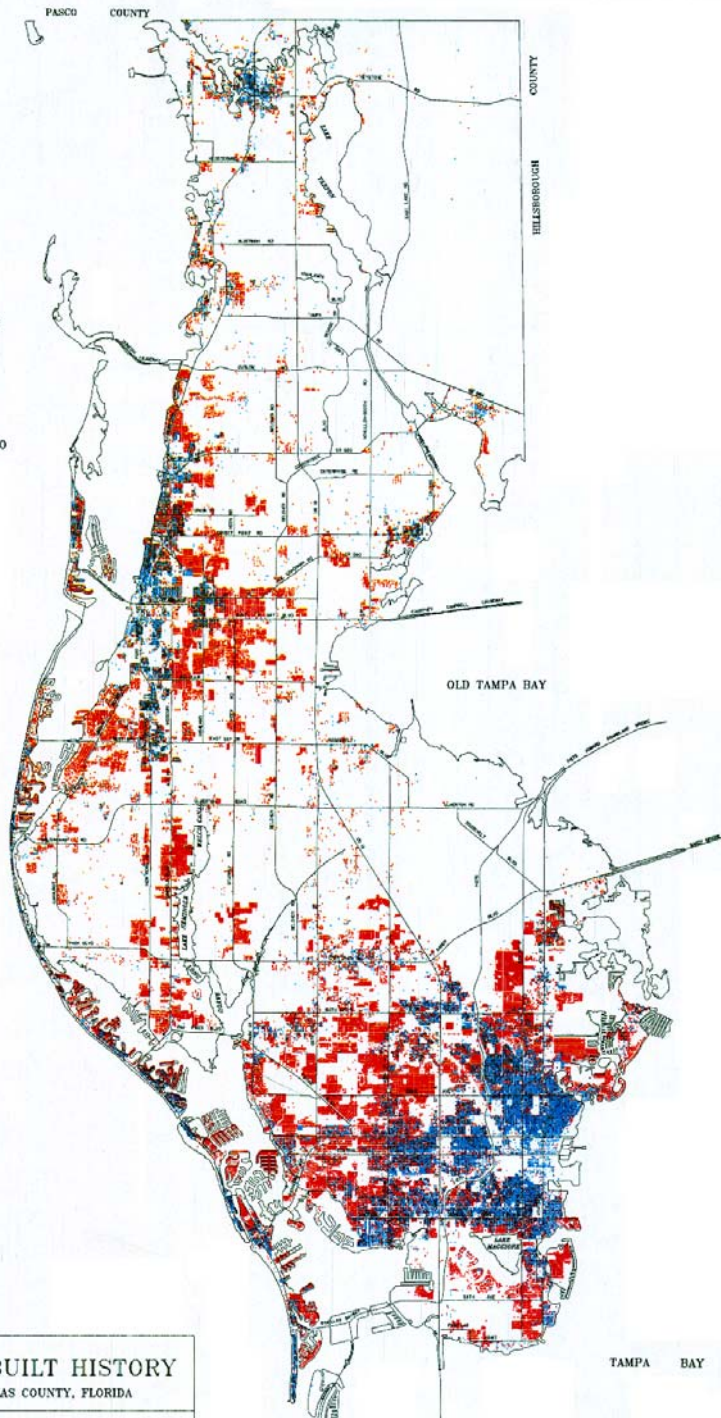
# Pinellas County Development 100 Years

The “Post War” Years

1950-1959

Existing Structures -40,508

New Structures - 80,995



YEAR BUILT HISTORY  
PINELLAS COUNTY, FLORIDA



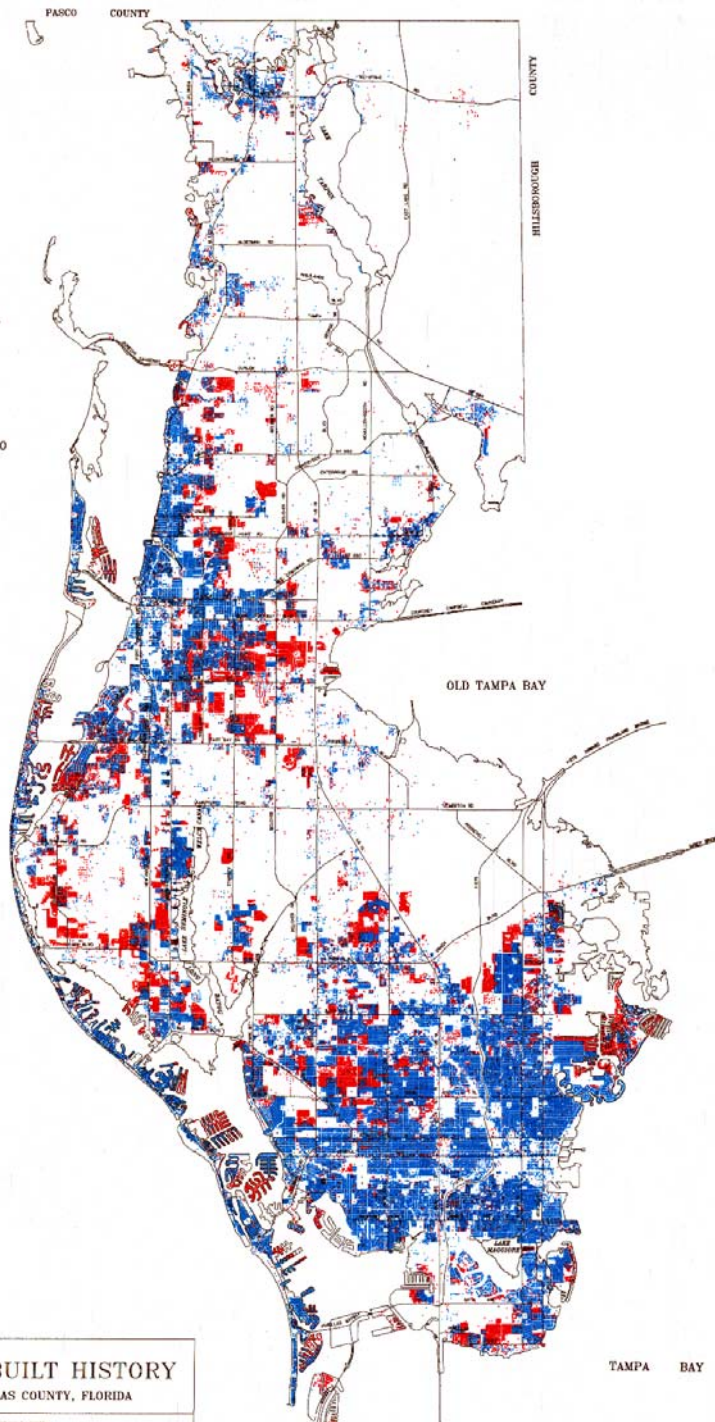
# Pinellas County Development 100 Years

The “Kennedy” Years

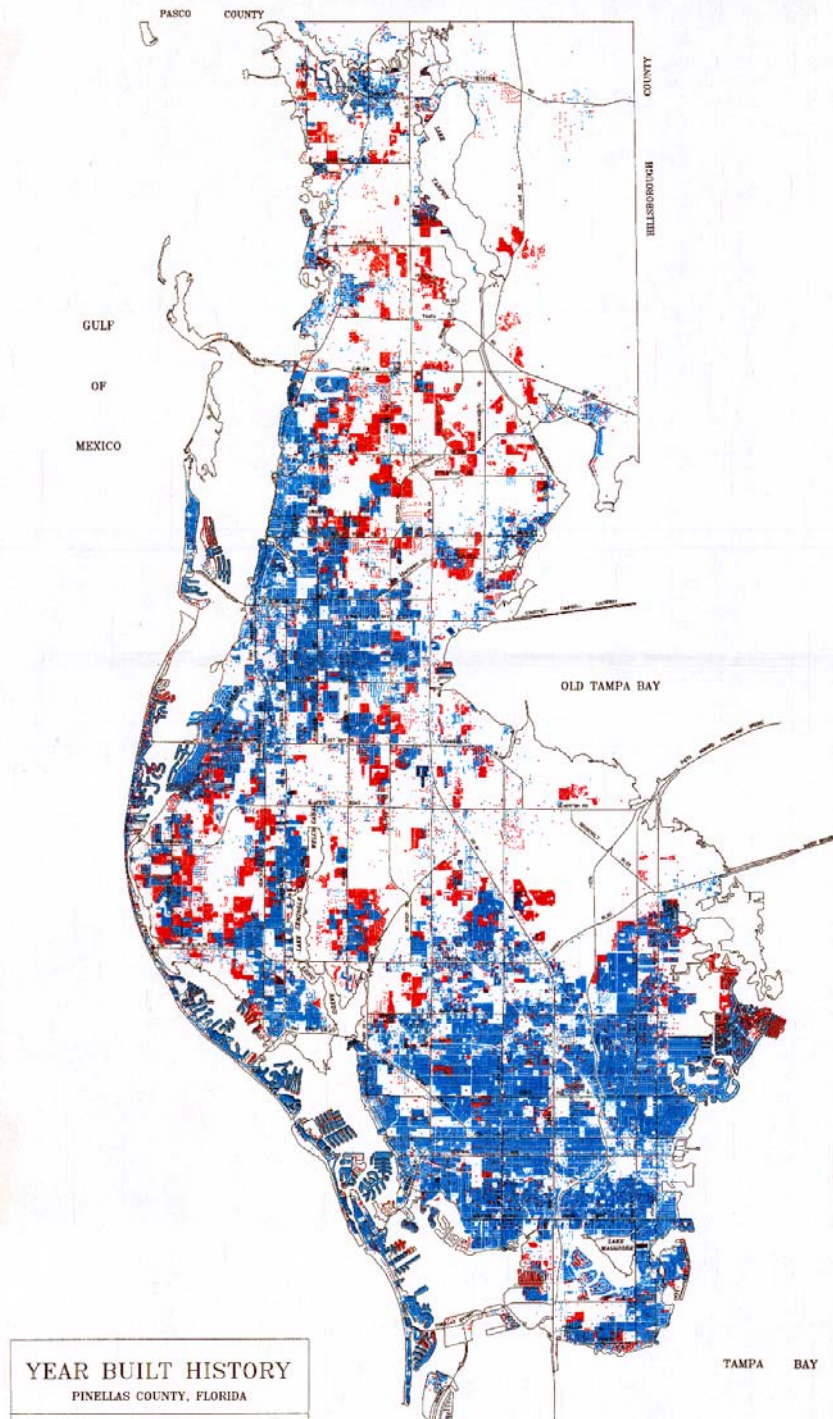
1960-1969

Existing Structures -121,503

New Structures - 59,919



YEAR BUILT HISTORY  
PINELLAS COUNTY, FLORIDA



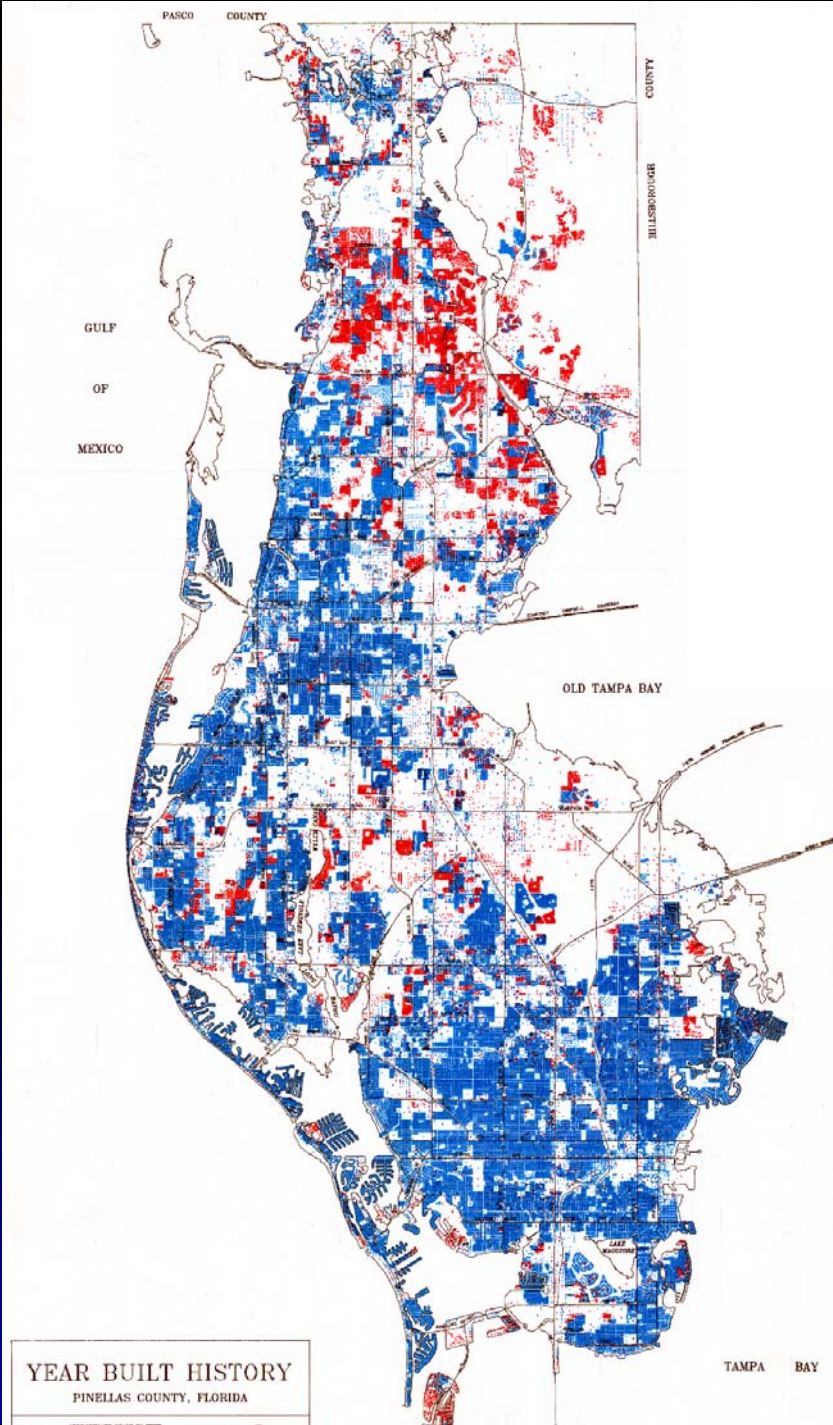
# Pinellas County Development 100 Years

The “Condo” Years

1970-1979

Existing Structures - 181,422

New Structures - 98,937



# Pinellas County Development 100 Years

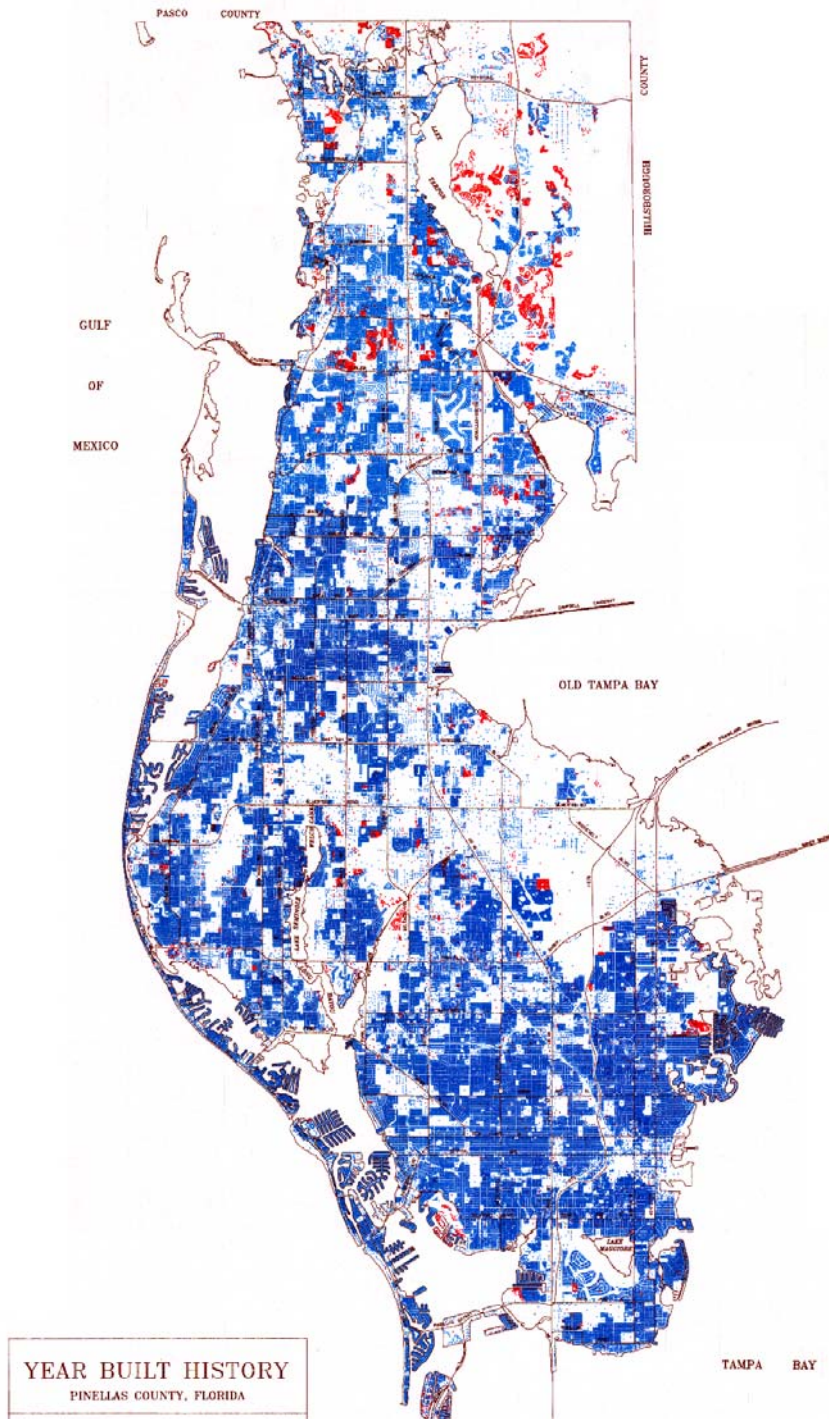
The “Countryside” Years

1980-1989

Existing Structures -280,359

New Structures - 80,827





# Pinellas County Development 100 Years


The “Build Out” Years

1990-1999

Existing Structures -361,185

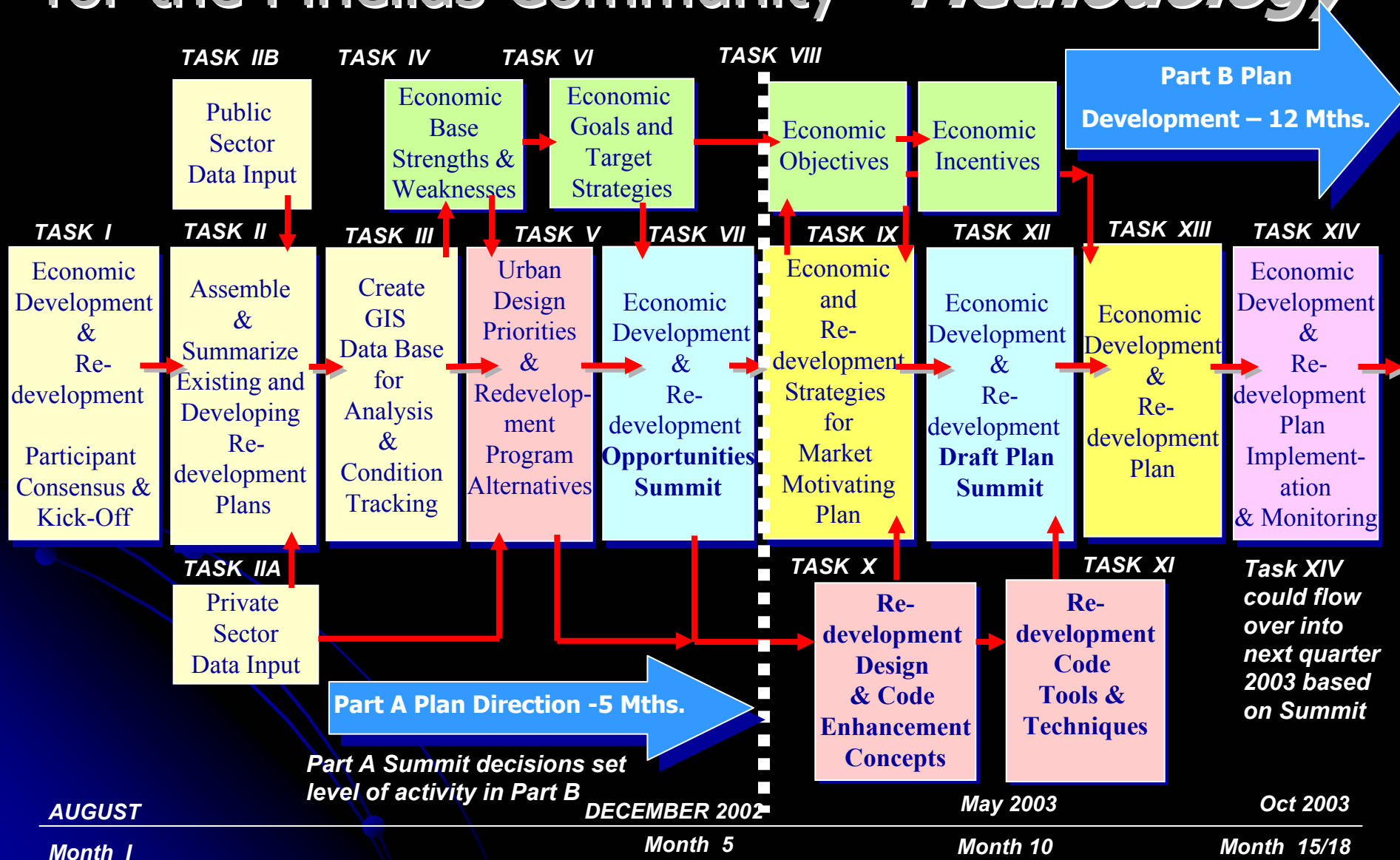
New Structures - 18,128

# The Planning Program

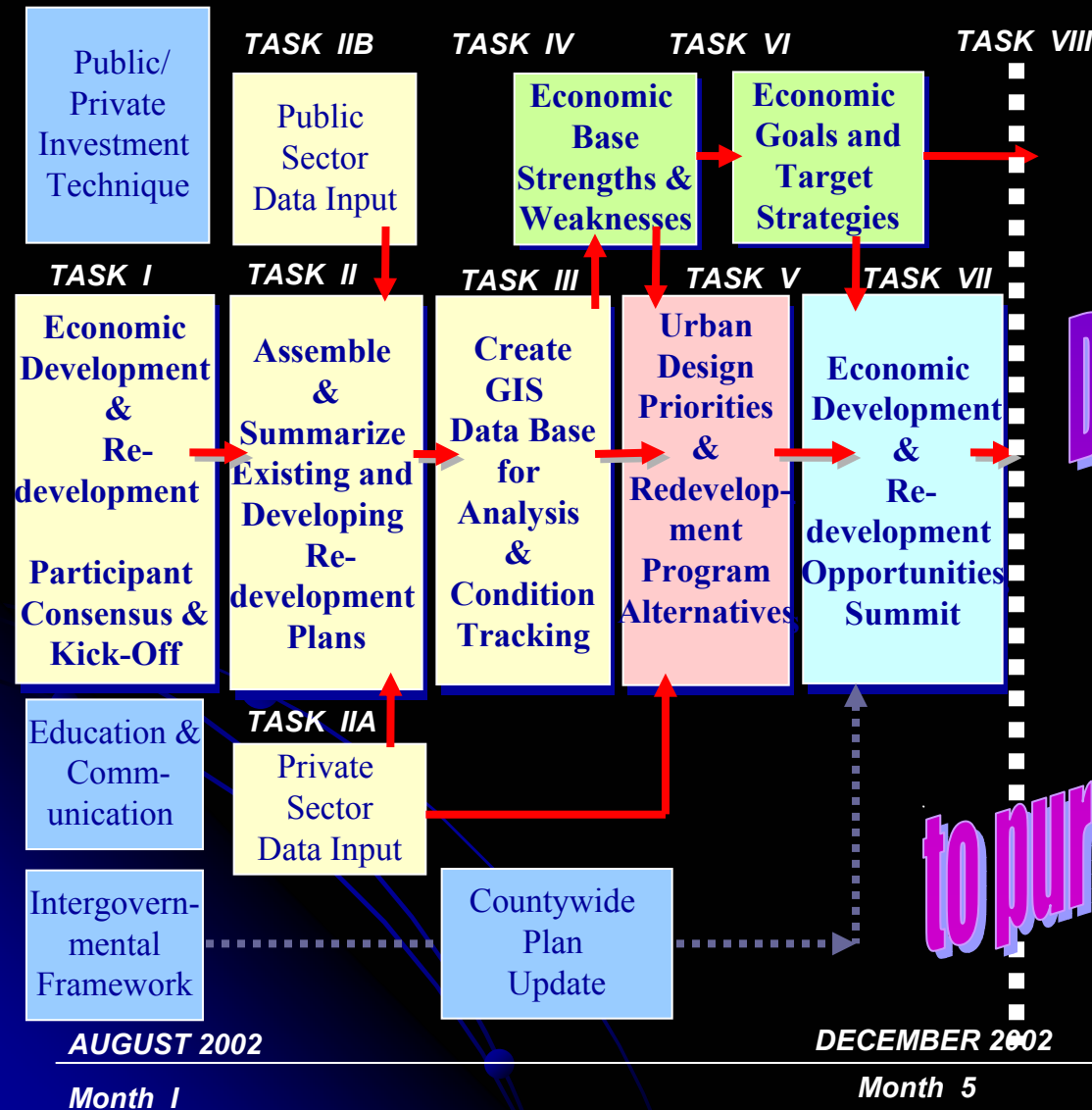
- Why are we doing this
  - What will be produced
  - Who will be doing it
  - When will it get done
  - How can You be involved
- 



# Economic Development & Redevelopment Plan for the Pinellas Community - *Methodology*



# Economic Development & Redevelopment Plan for the Pinellas Community -



Do we agree we need  
to pursue these opportunities?

# Economic Development & Redevelopment Plan

## *Management, Organization and Control*

### *Project Management Group*

Steve Spratt  
County Administrator  
Pinellas County

David Healey  
Executive Director  
Pinellas Planning Council

Richard "Buzz" David  
Director Economic  
Development Department

Other Participants  
as Desired  
Agency, Municipal or State

### *Funding and Policy Direction*

Countywide Planning  
Authority / Board of  
County Commissioners

Pinellas Planning Council

### *Consulting Group*

**PRIME** Interests Inc.- Prime  
Dutter Design and Consulting  
POLICOM Economic Analysis  
HDR - Urban Design & Code

### *Expanded Steering Committee Participation*

Redevelopment  
Steering Committee  
*Karen Seel Chairman*

2010 Vision Task Force  
Redevelopment  
Sub Committee  
*Chair Karen Seel*

Economic Development  
Council  
*Chair Barbara Todd*

Supplemental  
Participation  
*Additional Expertise*



# Summit Morning Agenda

Project Overview -  
Content & Objectives

Karen Williams Seel, County Commissioner/  
Steering Committee Chair

Richard Gehring, Principal, Prime Interests, Inc.

Economics –  
Where the Money Is

William Fruth, President, POLICOM Corporation

Real Estate –  
Where the Land Is

Richard Dutter, President/Owner,  
Dutter Design & Consulting, Inc.

Design –  
What the Community  
Patterns Are

James Moore, Community Design  
Principal, HDR Engineering

# BREAK

*but break fast*

