



**FORWARD
PINELLAS**
Integrating Land Use & Transportation



Regional Mobility in the Tampa Bay Area

The MPO role: Transportation at multiple scales

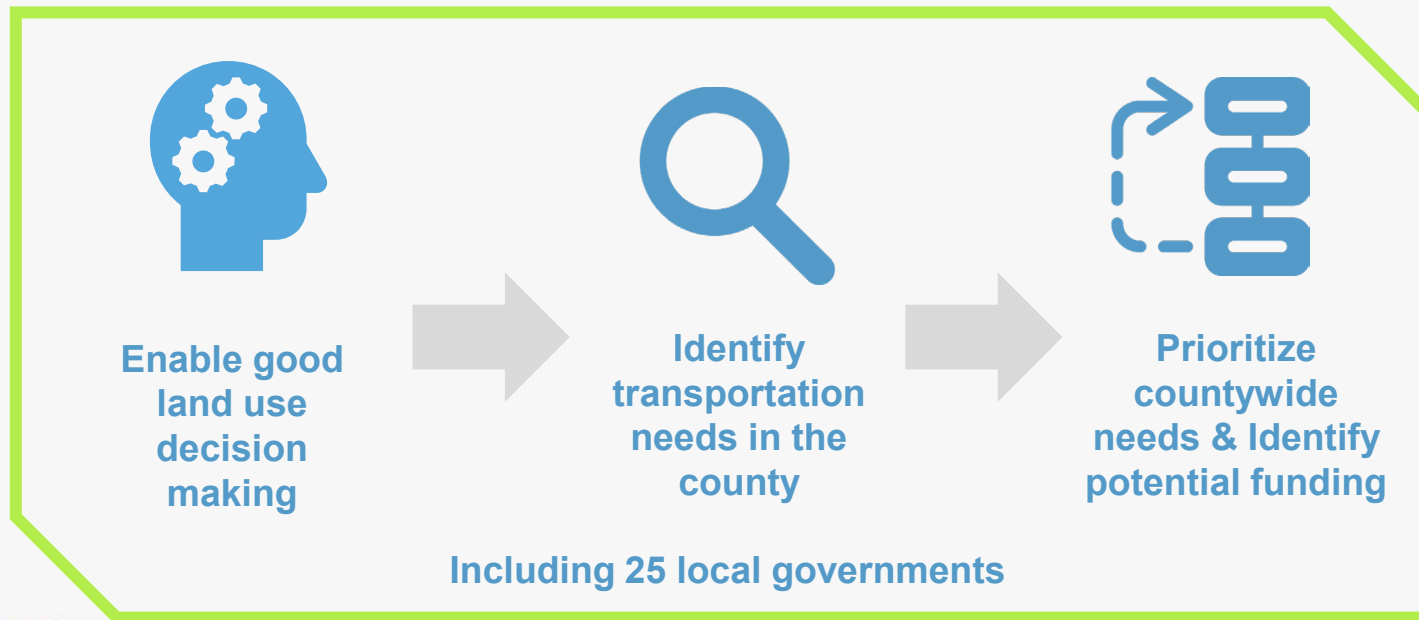


Whit Blanton, FAICP
Executive Director, Forward Pinellas



Who We Are

- Policy-making and planning agency consisting of Pinellas Planning Council and Pinellas County Metropolitan Planning Organization
- Guides integrated transportation and land use solutions that together create connections and vibrant communities



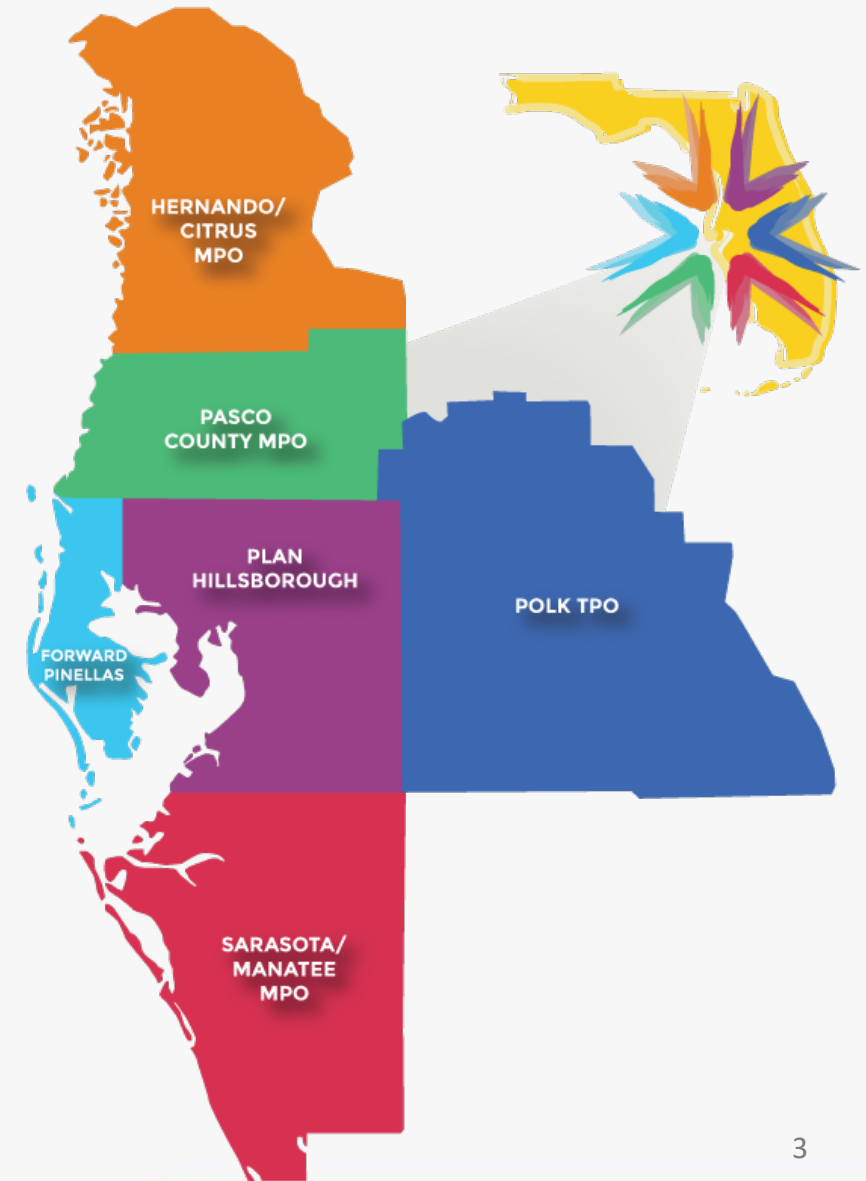
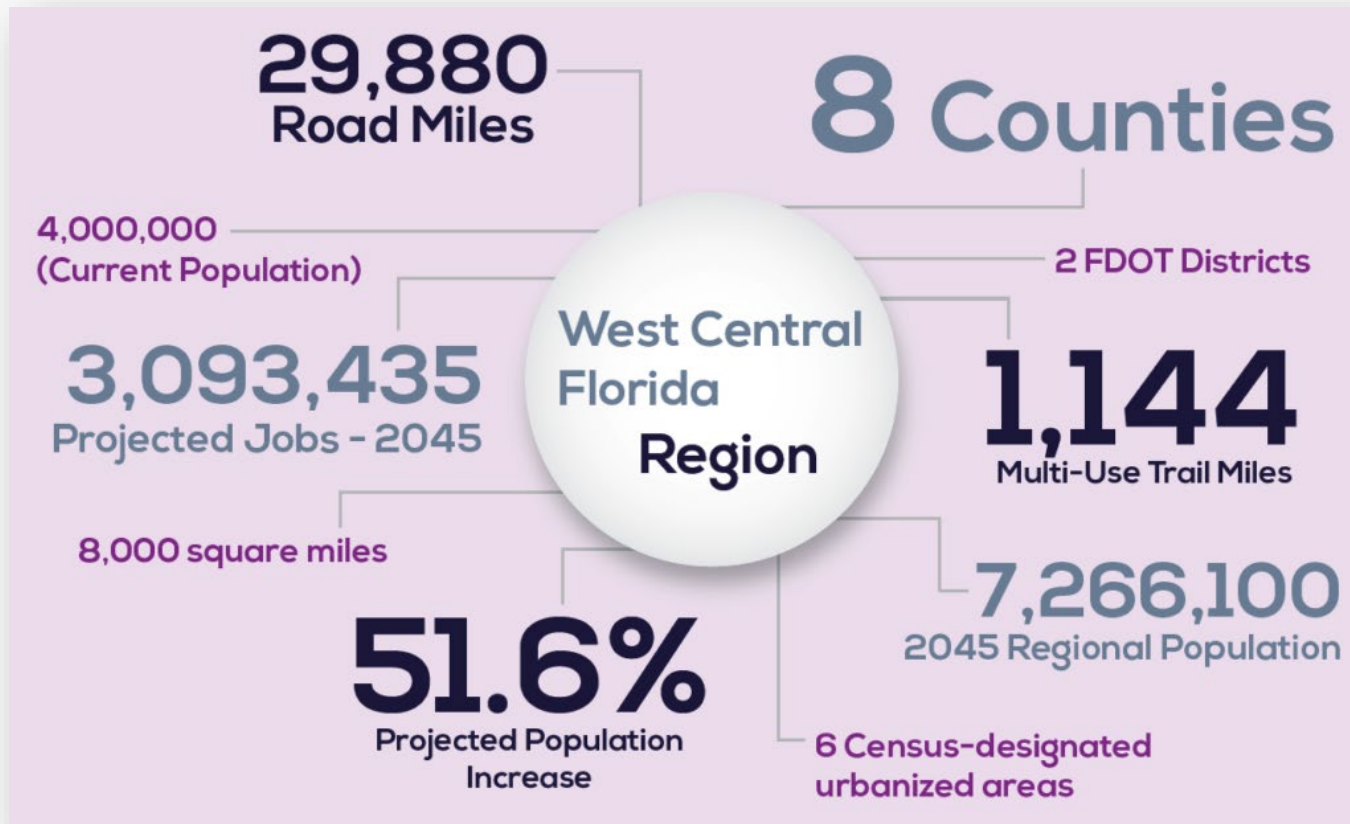
25
Local Governments

970K
Pinellas Residents

15M
Yearly Visitors



Tampa Bay: The Regional Perspective





Policy Context

Countywide Planning Authority

Metropolitan Planning Organization

Local Government Alignment



Countywide Plan as Land Use Policy

- Guiding growth and redevelopment to the right places through the Countywide Plan
- Creating affordable homes for a range of incomes through the Advantage Pinellas Housing Compact
- Strengthening our economy today and in the future by supporting target employment and industrial land uses
- Transforming our mixed-use corridors and centers

Linking Housing, Jobs & Transportation

57%

THE AVERAGE PERCENTAGE OF INCOME SPENT ON HOUSING & TRANSPORTATION IN PINELLAS

1000

AFFORDABLE HOUSING UNITS NEEDED EACH YEAR TO KEEP PACE WITH POPULATION GROWTH IN PINELLAS

2X

THE NUMBER OF JOBS IN PINELLAS IS GROWING TWICE AS FAST AS THE NUMBER OF HOMES



What is the Advantage Pinellas Housing Compact?

- Countywide partnership of local governments working together to find housing solutions
- Strategy to increase housing choice and affordability
- Holistic approach that links housing to transportation, jobs, healthy communities and resiliency



The Housing Compact Action Plan

Will create a framework for:

- Coordinated outreach and messaging
- Data tools and resources
- Model regulations
- Goals and progress tracking



Homes for Pinellas Summit
April 28, 2023

Largo Performing Arts Center
with virtual option at

[www.youtube.com/
PinellasCountyMeetings](https://www.youtube.com/PinellasCountyMeetings)

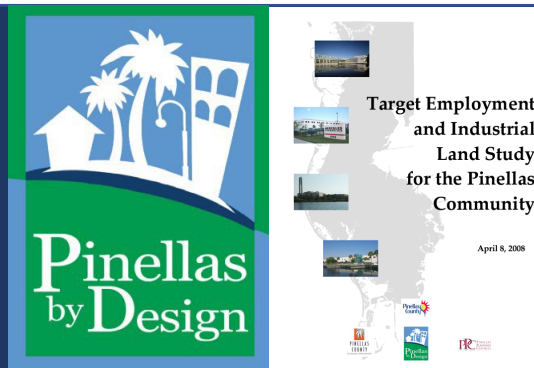


Strategic Initiatives in Place

Strategic Planning & Operations Topics



Historic Policy Context



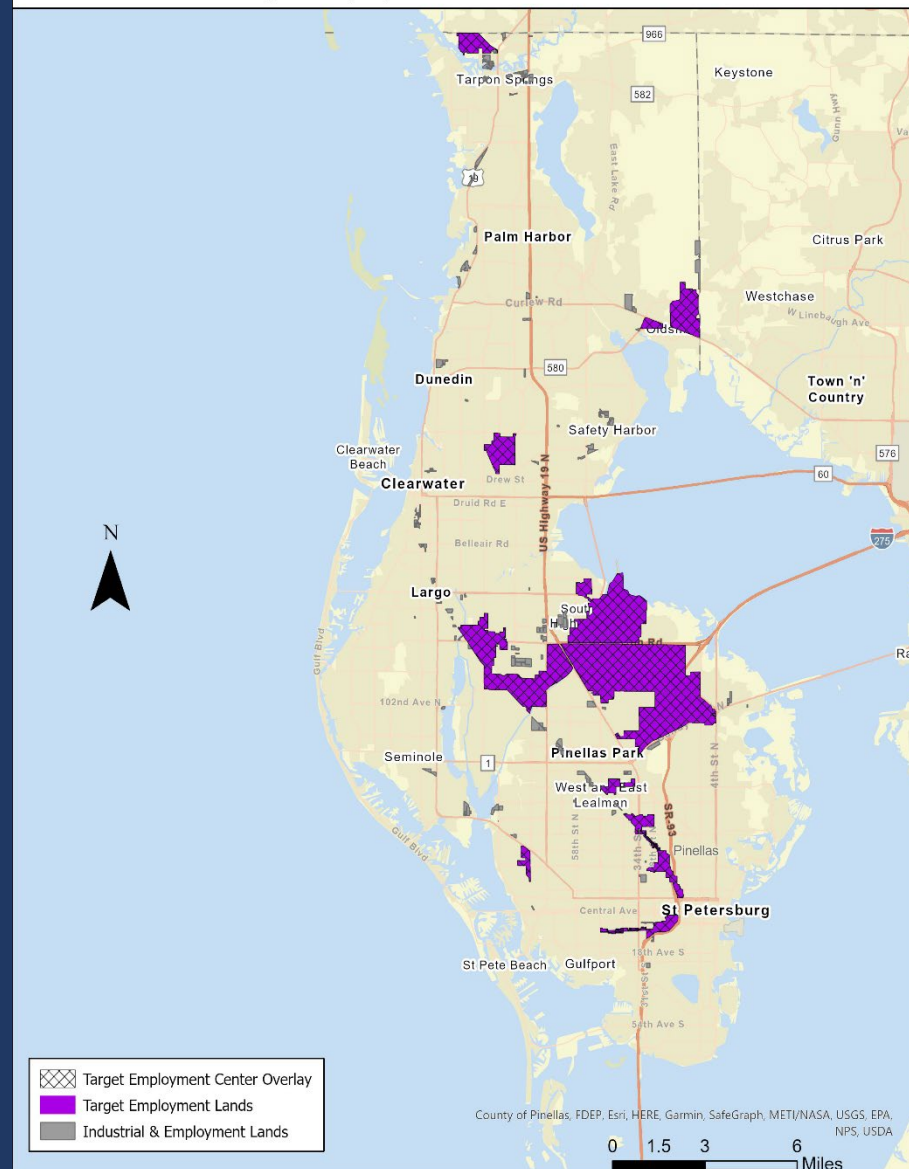
Job sectors that generate the highest possible wages

Export-oriented industry with 51% of product sold outside Pinellas County (and preferably Florida)

Creation of Target Employment Centers (TECs)

Preservation based approach towards industrial and employment land.

Target Employment and Industrial Lands



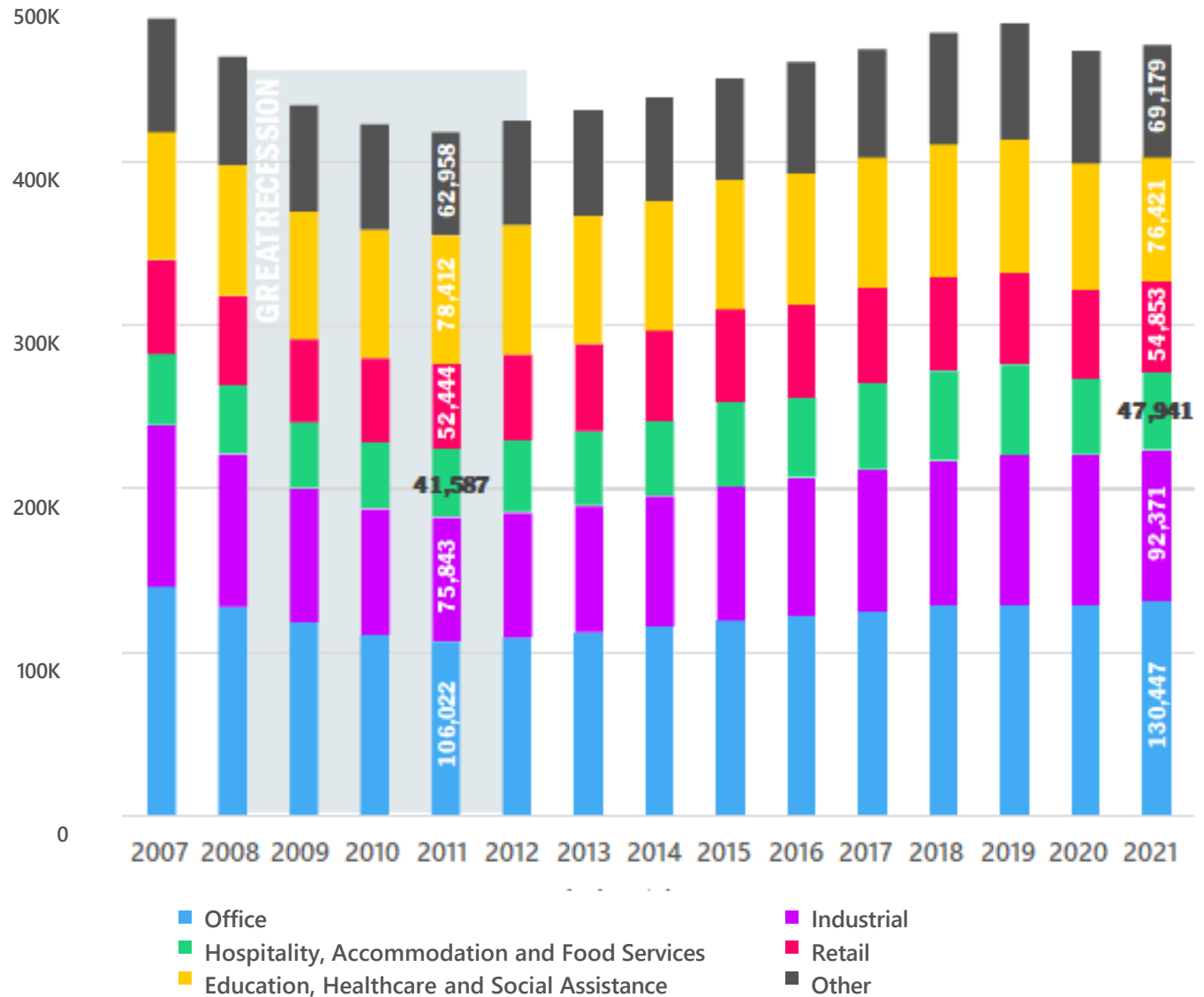
Job Growth in Pinellas County 2007-2021

Employment Trends





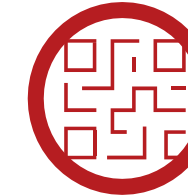




Overall job growth below targets set in 2008 study

But office and industrial jobs led the post-Great Recession recovery

Source: Emsi, SB Friedman



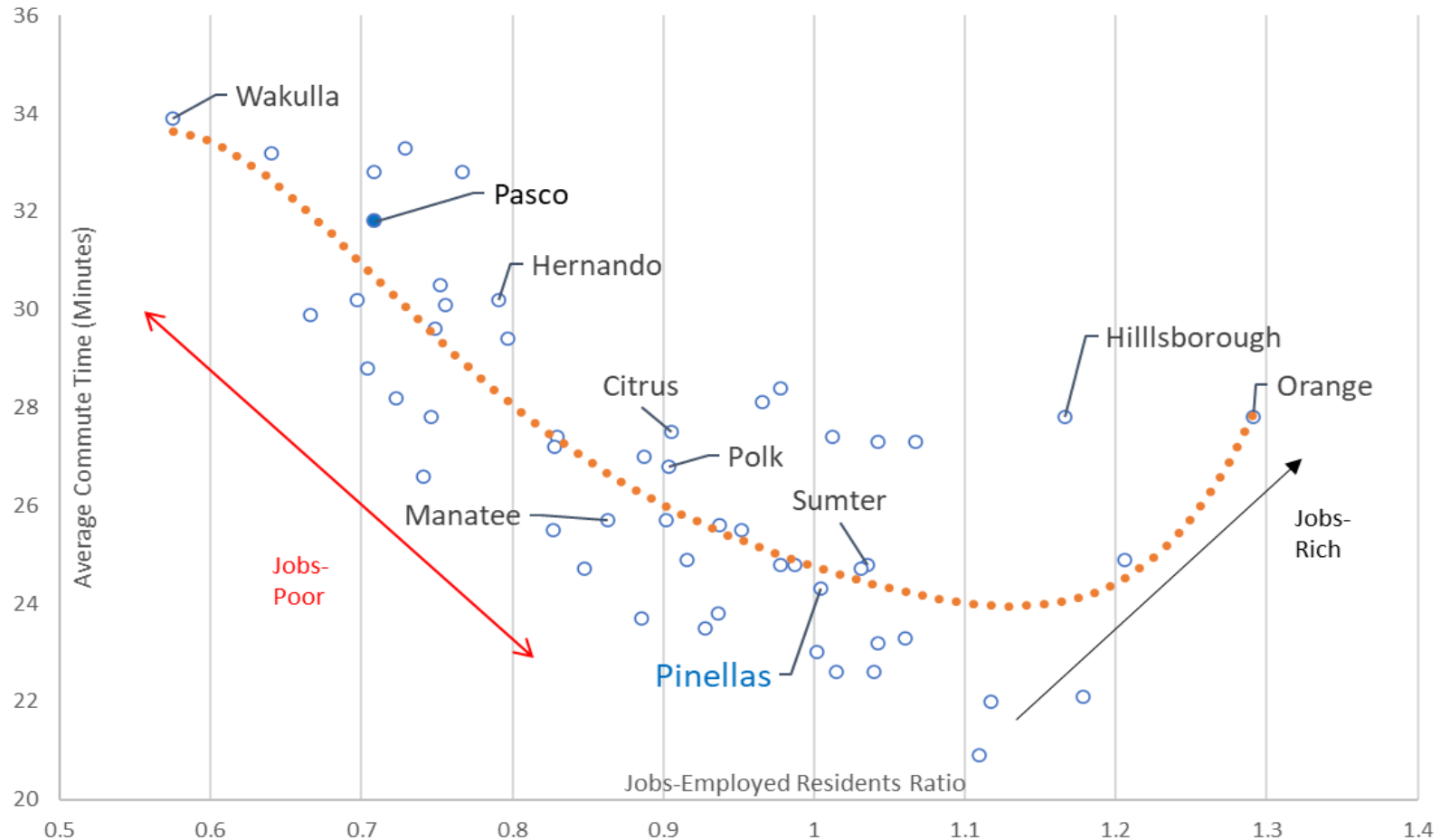
Target Industry Focus

						
<p>BUSINESS SERVICES</p>	<p>FINANCIAL SERVICES</p>	<p>INFORMATION TECHNOLOGY</p>	<p>MARKETING, DESIGN, AND PUBLISHING</p>	<p>MICRO-ELECTRONICS</p>	<p>AVIATION/ AEROSPACE/ DEFENSE</p>	<p>MEDICAL TECHNOLOGIES / LIFE & MARINE SCIENCES</p>
<p>Business services has the largest number of jobs (32,862 as of 2021) in the County and showed the most growth of the target industries since 2012.</p>	<p>Financial services has the highest wages of the target industries (\$101,183 average salary in 2021).</p>	<p>This target industry has high wages, but a low location quotient, meaning that Information Technology is not a strong specialization within the county.</p>	<p>This target industry had approximately 7,021 jobs in 2021 and is tied with the Microelectronics industry cluster as having the highest location quotient. Locating in Pinellas County matters to these employers.</p>	<p>This manufacturing target industry has the lowest average wages relative to other target industries, but its high location quotient demonstrates specialization within this sector in Pinellas County.</p>	<p>This research and manufacturing target industry cluster thrives in Pinellas due to the areas unique locational assets. It also delivers high average salaries of almost \$80K.</p>	<p>This industry cluster is made up of manufacturing and research sectors with average salaries just over \$73K. It also supports emerging growth sectors unique to the educational and coastal assets of the area.</p>
						
<p>CLASS A OFFICE SPACE</p>				<p>INDUSTRIAL SPACE & HQ OFFICE SPACE</p>		

Jobs and Housing Balance

- Pinellas County has been a regional success at providing **one job per working age resident**.
- Pinellas County's relatively low average commute times make Pinellas County businesses **more competitive**.

Housing Jobs Balance Impact on Commute Times



Source: Tampa Bay Regional Planning Council (TBRPC)

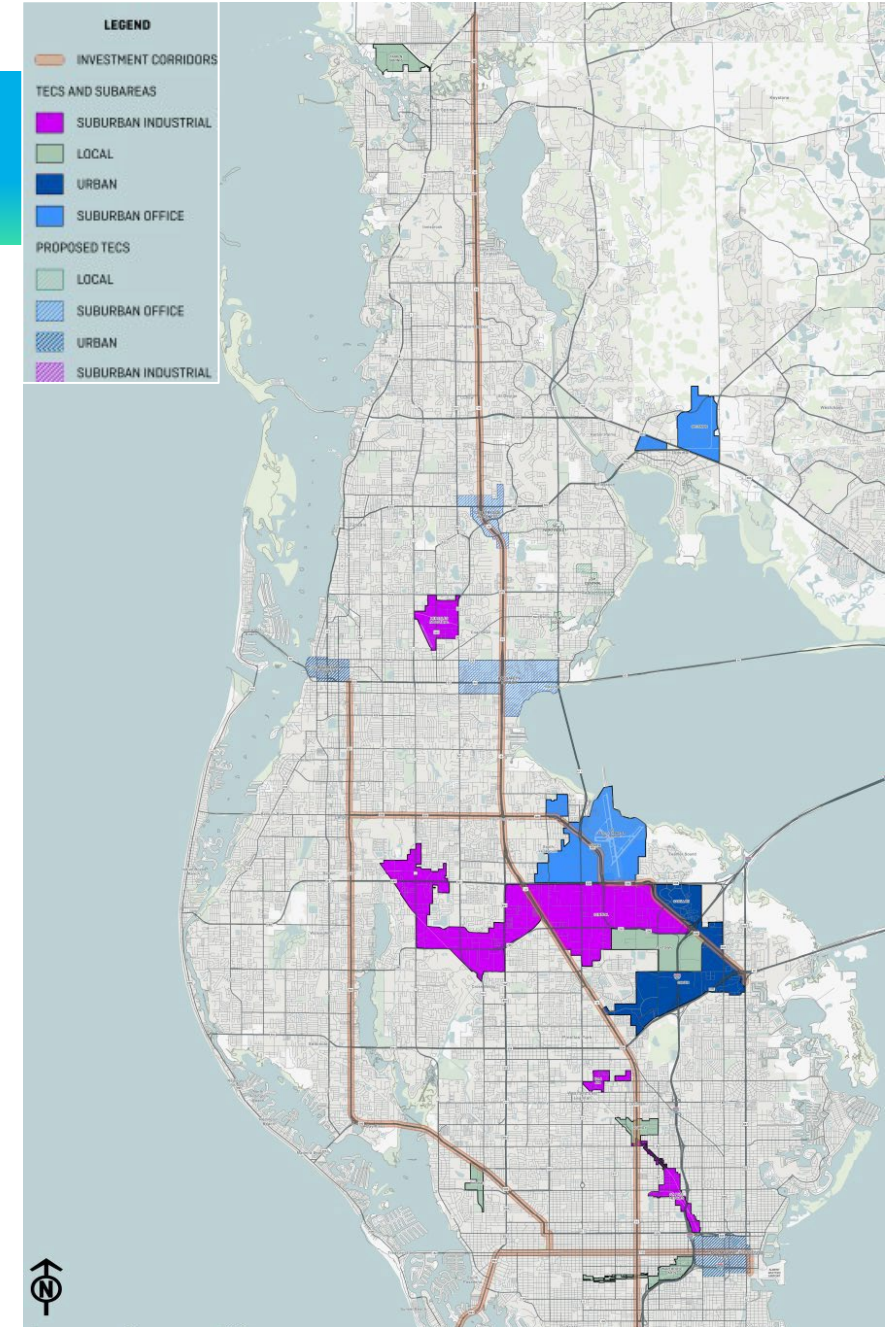
Policy Recommendations

The study recommends retaining the existing TEC areas and adding in new TECs where appropriate (Clearwater, Safety Harbor, St. Petersburg).

Moving away from a one size fits all approach.

TEC Subcategorization.

Increased flexibility of uses in conjunction with target employment.



Countywide Plan Implementation – Proposed Policy

TEC- Urban – Maximum Floor Area Ratio (FAR) – 8.0.

For properties 15,000sqft or greater: Class A Office will not count towards maximum allowable FAR. **Residential, commercial and retail flexibility with concurrent target employment uses.**

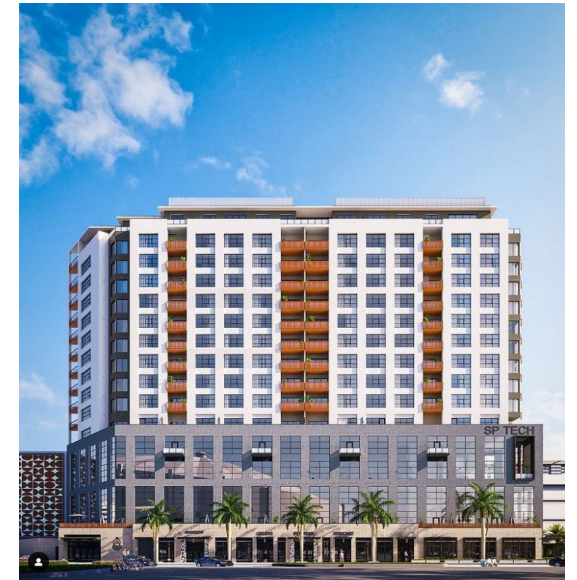
TEC – Suburban Office – Maximum Floor Area Ratio (FAR) – 5.0.

For properties 25,000sqft or greater: Class A Office will not count towards maximum allowable FAR. **Residential, commercial and retail flexibility with concurrent target employment uses.**

TEC – Suburban Industrial – Maximum Floor Area Ratio (FAR) – 3.0.

For properties 25,000sqft or greater: Industrial and Manufacturing space will not count towards maximum allowable FAR. **Commercial flexibility with concurrent target employment uses.**

TEC – Local – Subject to local Special Area Plan.



Images illustrate different building types for TECs. Top left is an example of a warehouse district with walkable streets encouraging mixed use; Top right is modern campus style office (Jabil); Bottom left is suburban industrial; Bottom right is new urban mixed-use office.

Photo Credits: Forward Pinellas & PCED Staff

Advantage Pinellas

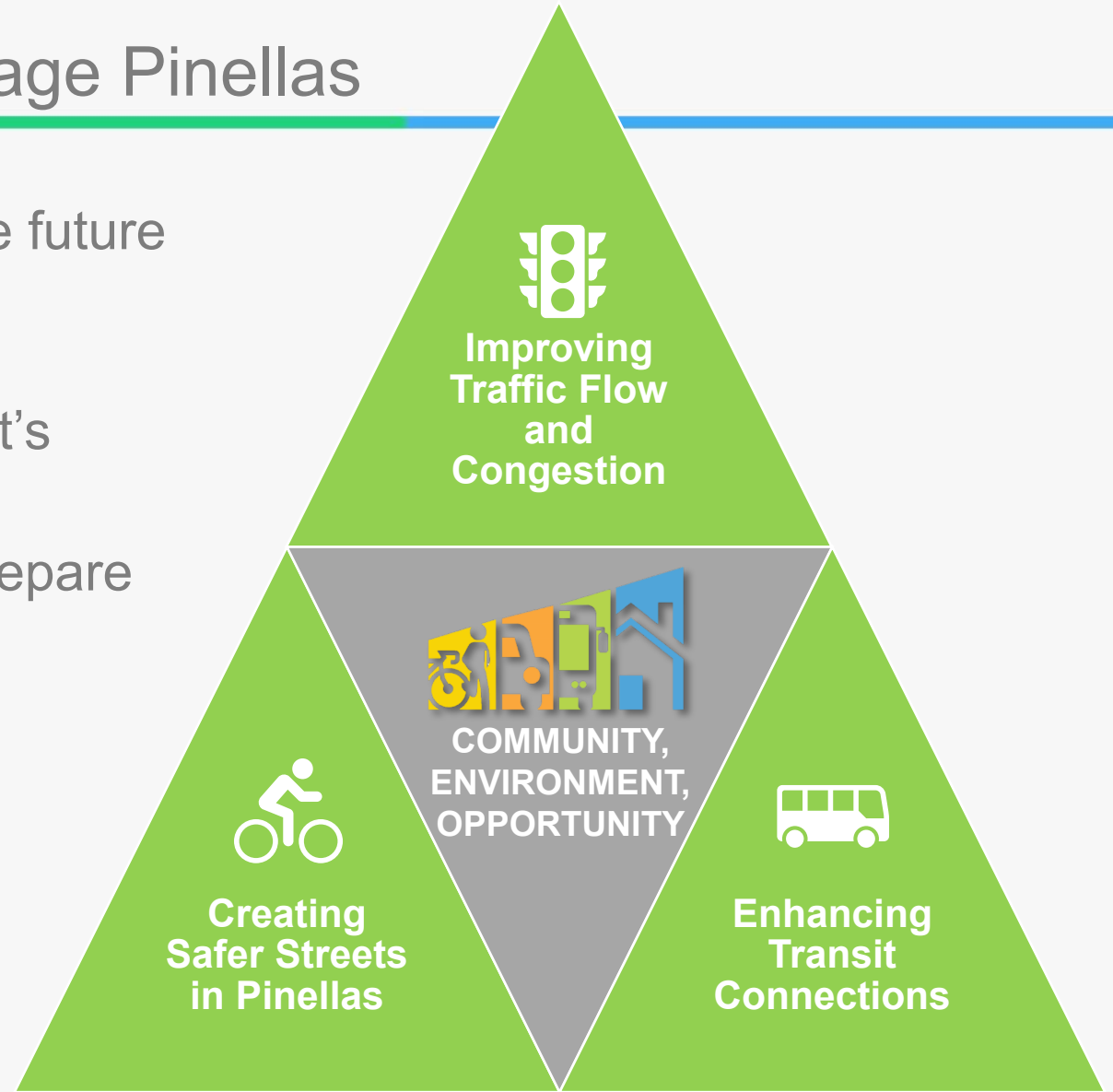
Countywide Plan (Future Land Use/Redev. (City-County)
Target Employment & Industrial Lands Study (Countywide)
Countywide Housing Strategy (County and Cities)
2045 Metropolitan Transportation Plan (MPO)
Transit Development Plan (Transit Agency)



A Vision for the County – Advantage Pinellas

- Recognize our unique context and guide future development and needed transportation investments accordingly
- Connect people to jobs and housing that's affordable
- Strengthen existing communities and prepare for change
- Commit to shared actions and shared outcomes

Over the next 25 years, we expect to add 100,000 people countywide – that is almost the size of Clearwater's population, the third largest city in the region.



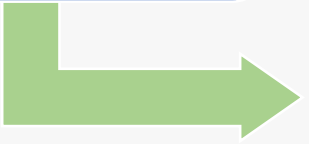


Pull our o here

Investment Corridor Framework

- Invest in our corridors that best connect people to jobs and opportunities
- Countywide focus on housing and redevelopment within commercial corridors where opportunities exist
- As connected corridors become more prevalent, we will be poised to maximize the benefits

What areas are we trying to better connect?



What corridors connect them?



Which corridors should we prioritize for enhanced transit?



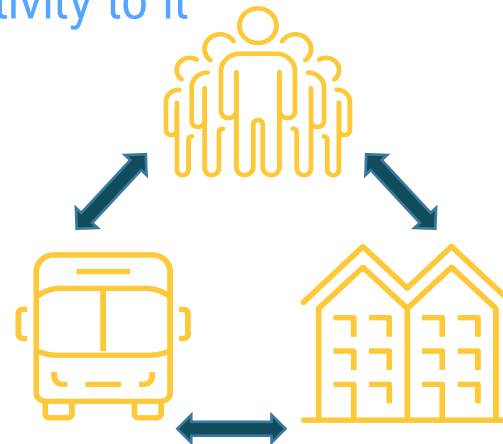


Investing in People and Places along the Alternate US 19 Corridor

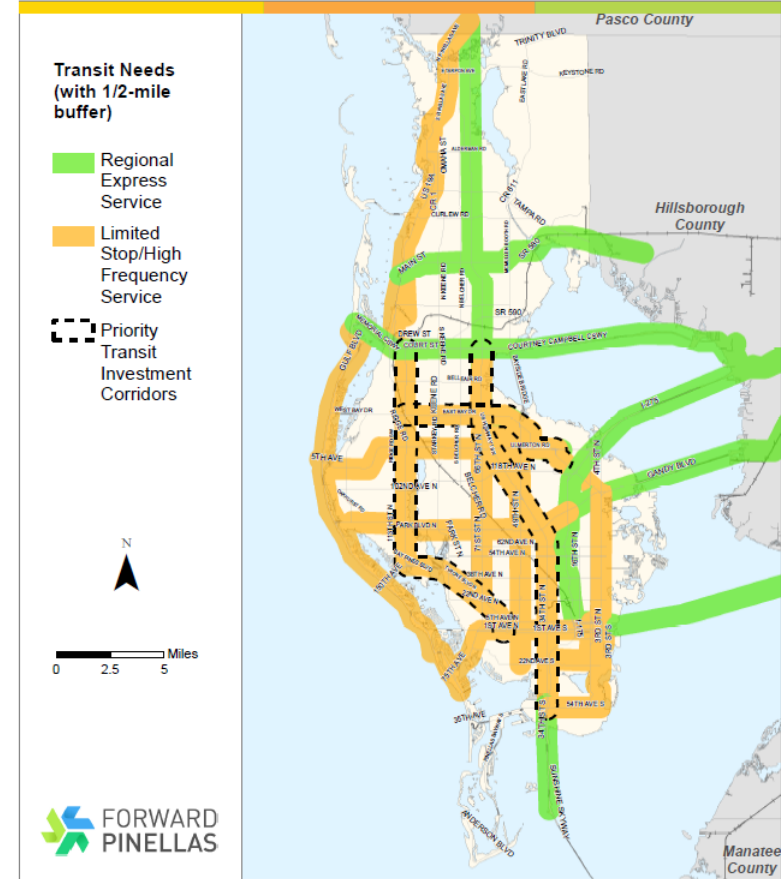
Study Purpose

- Identify what types of development exist along the Alt 19 corridor now and what the community would like to see in the future
- Use this information to develop a strategy to allow for redevelopment in a way that addresses community needs
- Address transportation barriers that exist along and around the corridor to increase accessibility and connectivity to it

Goal: To provide people with better access from their homes to their jobs and job training opportunities via reliable transportation options including enhanced transit service.



Transit Investment Framework

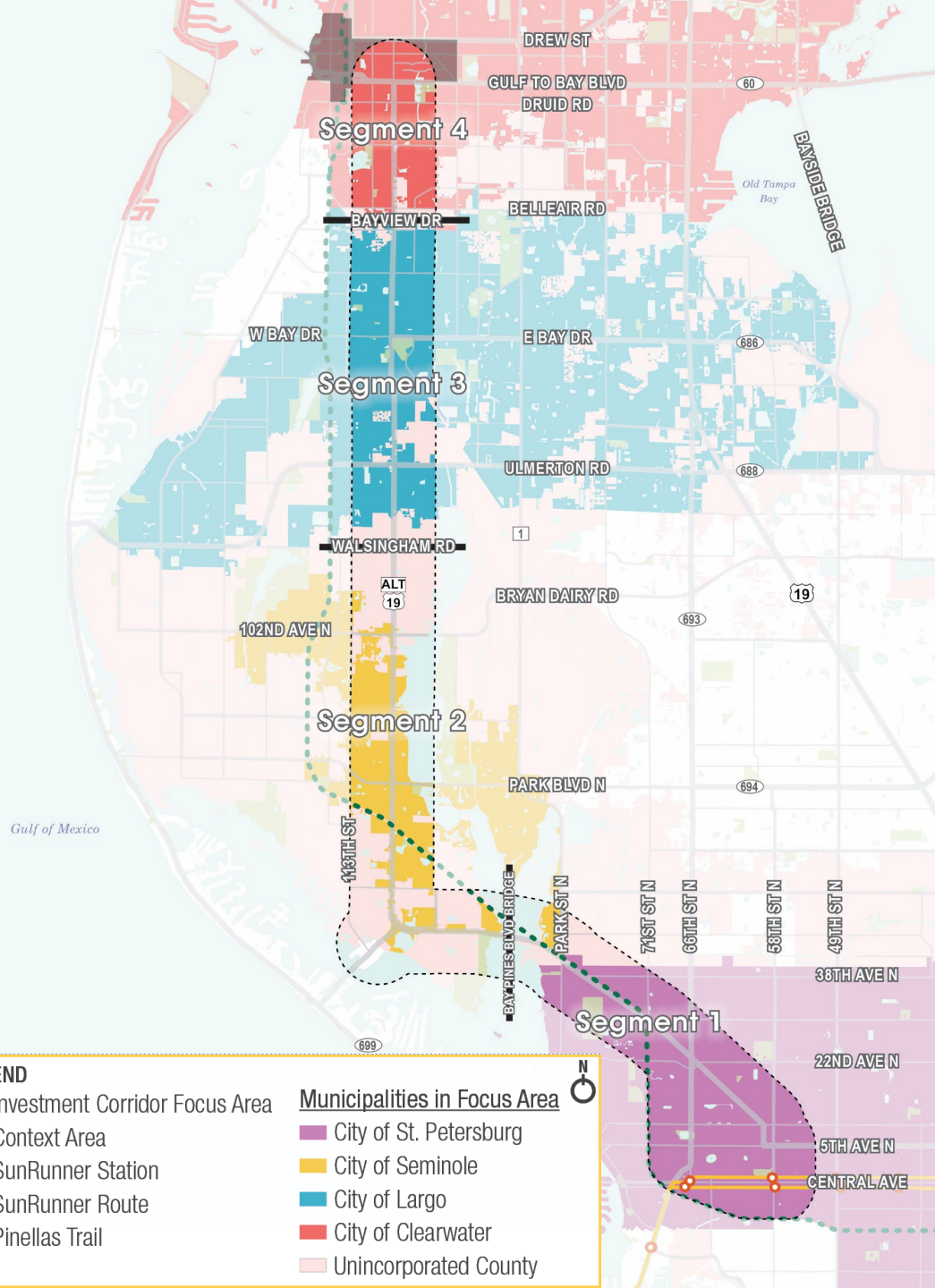


Data Source: Forward Pinellas, 2022. Map Produced: January 20, 2022.

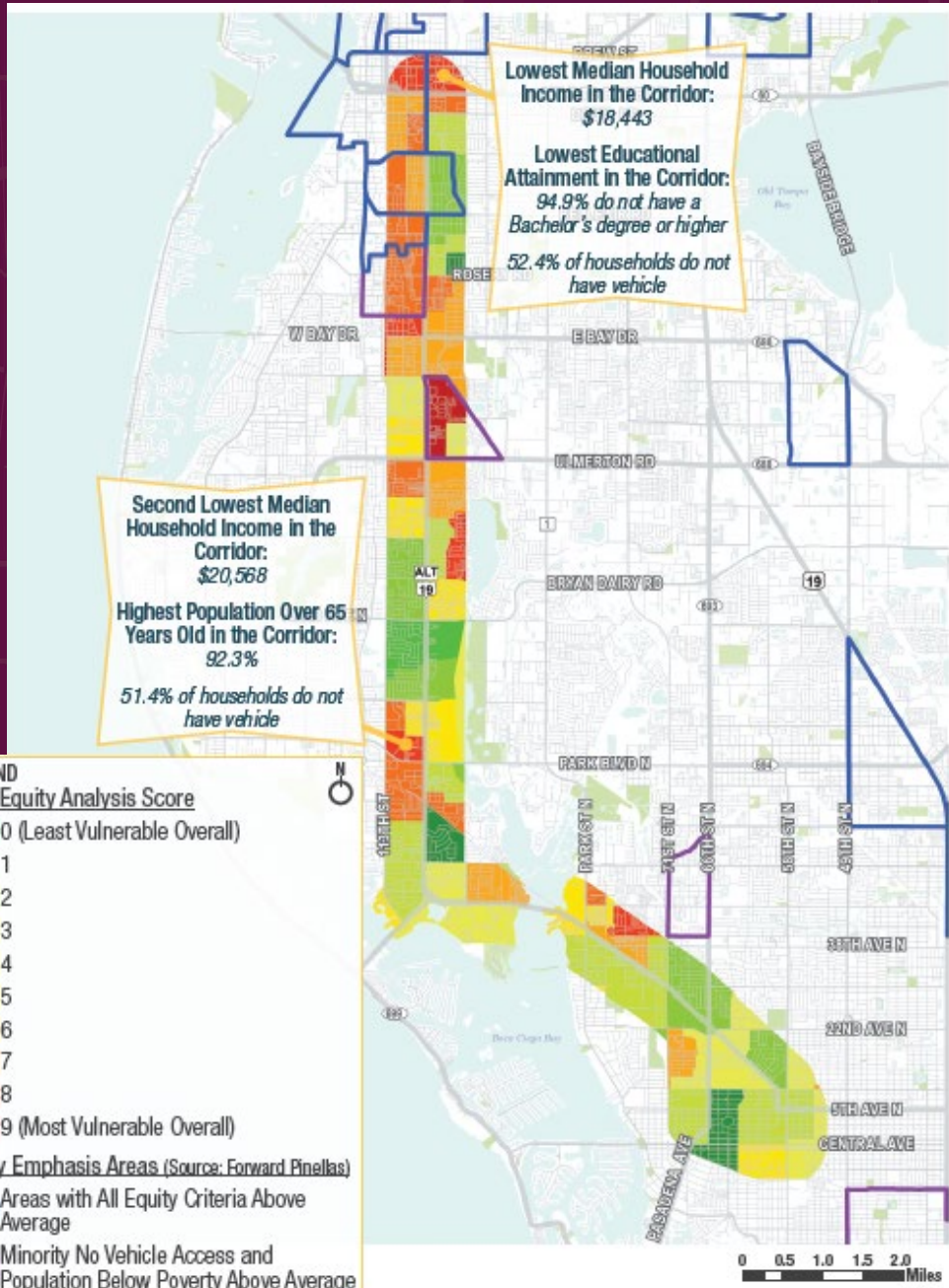


Study Area

- Half-mile around Alternate US 19 from SR 60 in Clearwater to 58th Street N in St. Petersburg
- Downtown Clearwater added as a context area for transportation analysis (Park Street Terminal is a key origin and destination for transit riders)
- **Four segments**
 - Segment 1: St. Petersburg, Seminole, & Unincorporated County
 - Segment 2: Seminole & Unincorporated County
 - Segment 3: Largo & Unincorporated County
 - Segment 4: Clearwater & Unincorporated County



Most Vulnerable Areas



Racial and Ethnic Diversity





Investing in People and Places along the Alternate US 19 Corridor

What's Next?

- Redevelopment Vision
 - Will revolve around the potential for a future transit investment
 - Includes station area profiles for 14 locations
- Recommendations and Implementation Strategies
 - Funding and policy strategies to achieve the redevelopment vision at corridor-wide, municipal, and station area level
- Refined enhanced transit service concept

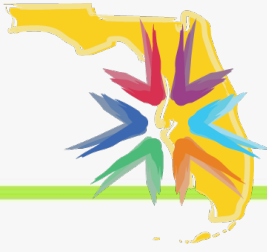
Alt 19 Corridor Vision Map





Regional Priorities



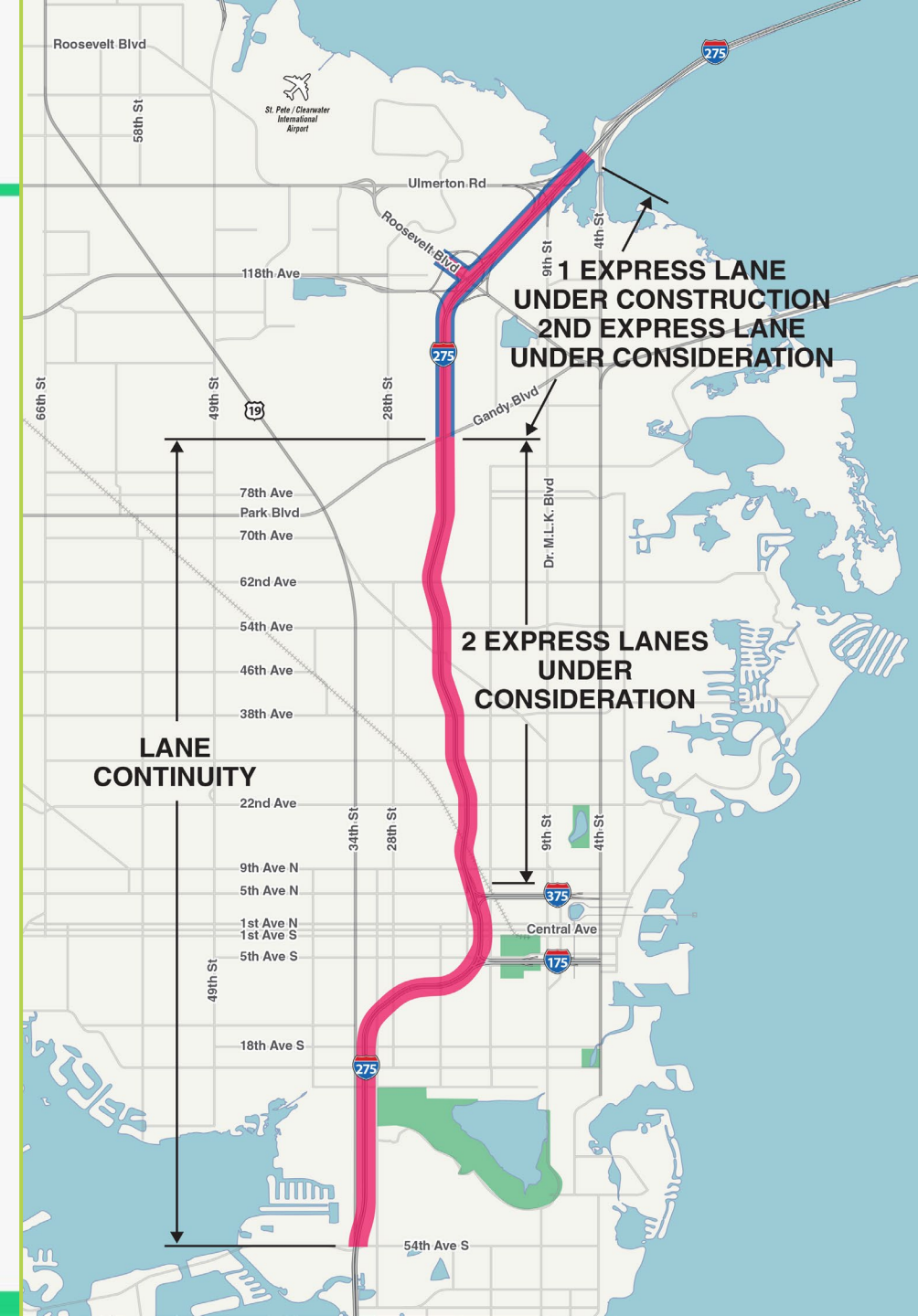


- Tampa Bay is one of the top 20 most populated regions in the country and one of the fastest-growing.
- Board members are elected officials (MPO chairs)
- Partner Entities serve in non-voting capacity
- Staffing provided by member MPOs
- TMA Leadership Group serves as a subcommittee



I-275 Pinellas Corridor

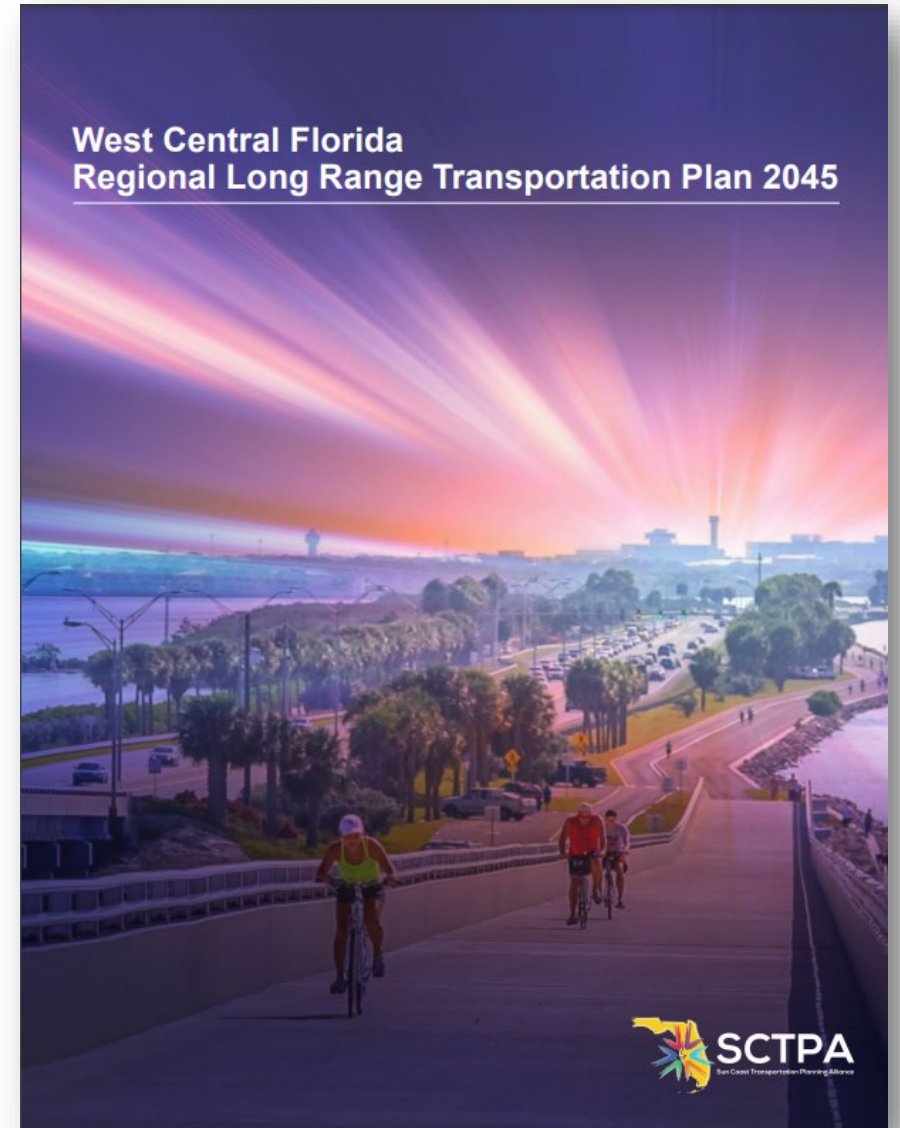
- In Project Development and Environment (PD&E) Study phase
- Will provide lane continuity from 54 Avenue South to Gandy Boulevard
- Evaluating two express lanes in each direction from Downtown St. Petersburg (I-375) to north of 4 street North
- Construction funded in 2024
- Benefits:
 - Improvements address safety and traffic operations on the interstates
 - Opportunities to add bicycle and pedestrian facilities, aesthetic treatments, transit accommodations and reconnecting streets
 - Improve existing traffic congestion
 - Enhance safety
 - Accommodate future travel demands



To view this project or any of Pinellas County's current or upcoming projects, please visit forwardpinellas.org to access an [interactive map](#).

Consideration of a Regional MPO

- HB 425
- 2020 Census-based apportionment plans
- Funding allocated to the urban area
- Long-standing and persistent advocacy to create a regional MPO for Hillsborough, Pasco, Pinellas
- MPO Long Range Transportation Plan Updates underway and due by fall 2024



Regional MPO – Memorandum of Understanding

- Start of a conversation – this is a draft
- Clarify expectations and assumptions in writing for review and discussion
- Identify areas of agreement and points of further discussion and refinement on whether and how to proceed
- Examine ways to create integrated county-based transportation and land use planning into a regional governance structure
- Enlist the formal support of the public, along with federal, state, regional, and local agencies to identify a path forward



MOU Structure

- Goal is to build collaboration and a forum for leveraging the strength of the region to achieve regional and county-specific outcomes
- Not a replacement or substitute for TBARTA
- Respect the differences in characteristics, conditions and needs among the three counties
- Determine a process that ensures local voices guide decision-making
- Ensure there is a stable funding mechanism to support planning activities that augment and be reimbursed by the federal government
- Establish new regional MPO by July 2027



A Regional MPO – Some Pros and Cons

- Build trust and collaboration
- Set the transportation agenda
- Compete more effectively with other regions for funding
- Align regional transportation with regional economic development
- Largest MPO in Florida
- Coalesce around regional priority(ies)
- Risk of smaller communities and neighborhoods losing influence
- Does not guarantee more funding or change the need for operating funds for transit
- Could shift emphasis to regional projects instead of community safety, access and mobility needs
- Potential to weaken countywide planning
- Local funding commitments for MPO



Next Steps

- Revise MOU language as guided by TMA, respective MPOs, the public and partners
- Engage MPO member local governments to discuss the MOU and obtain their input
- Monitor and inform any state legislative measures
- Work on apportionment plan and financial/business model
- Provide update to TMA Leadership Group in September



Thank You!

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