

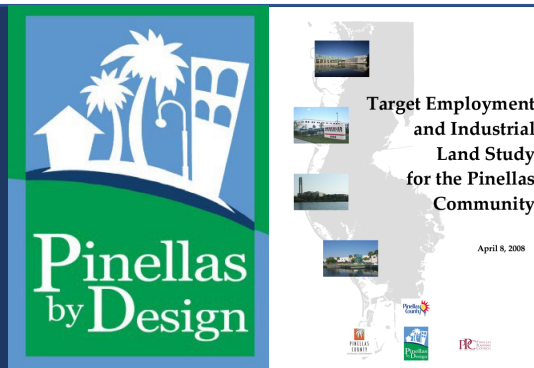
Forward Pinellas Target Employment and Industrial Land Study (TEILS) 2022/23 Updates



Big Picture Study Update Goals

Identify best **land use policy and other strategies** to support continued economic development given ***competing demands for land*** across Pinellas County

Historic Policy Context



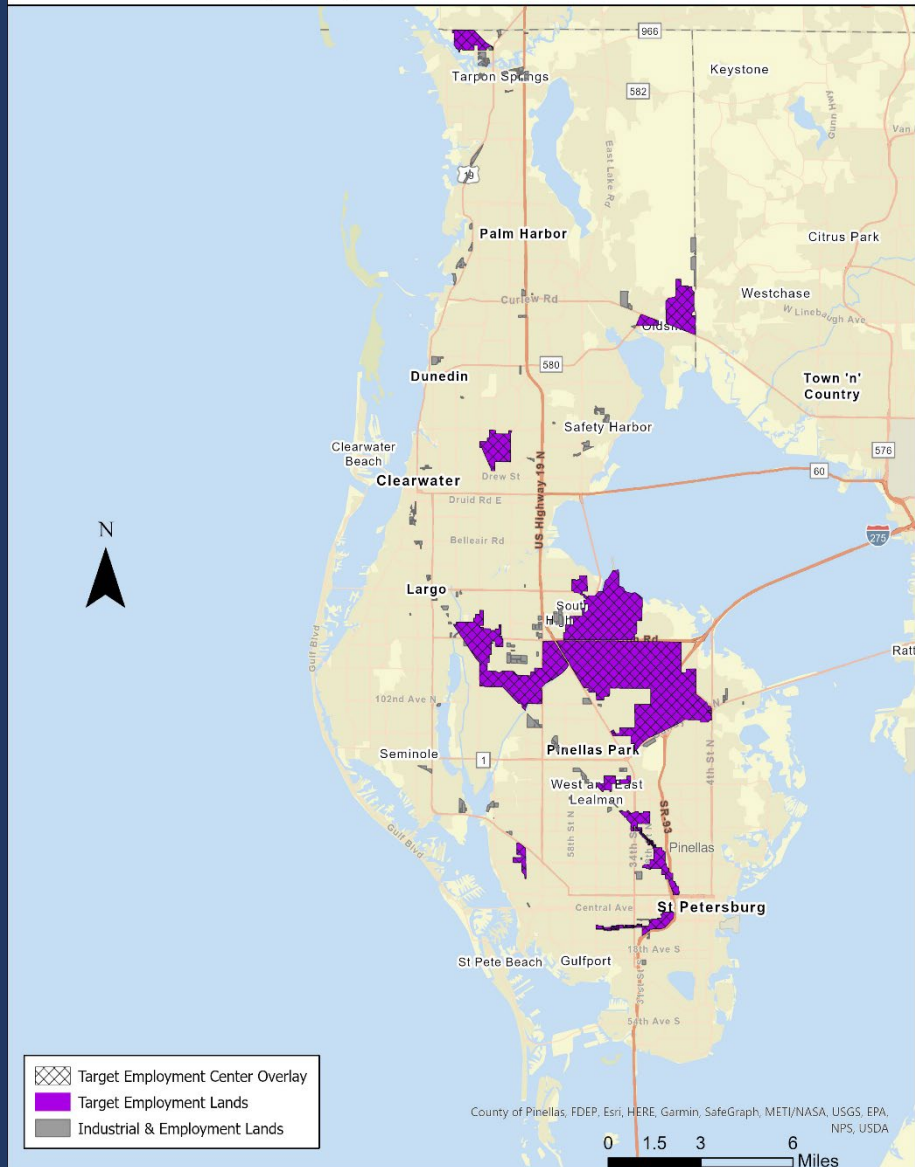
Job sectors that generate the highest possible wages

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

Creation of Target Employment Centers (TEC's)

Preservation based approach towards industrial and employment land.

Target Employment and Industrial Lands



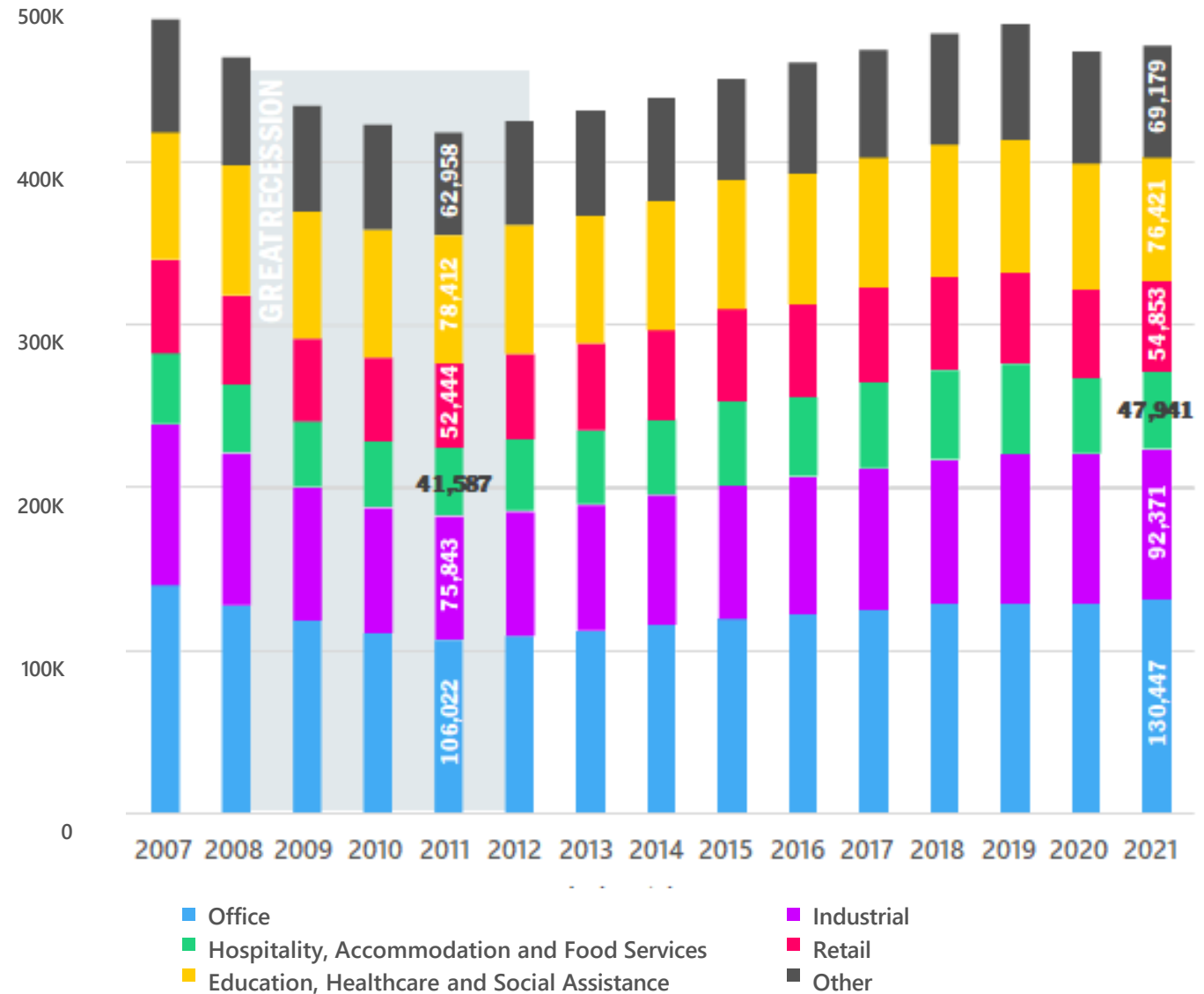
Job Growth in Pinellas County 2007-2021

Employment Trends





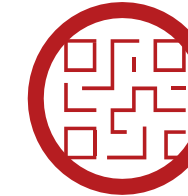




Overall job growth below targets set in 2008 study

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

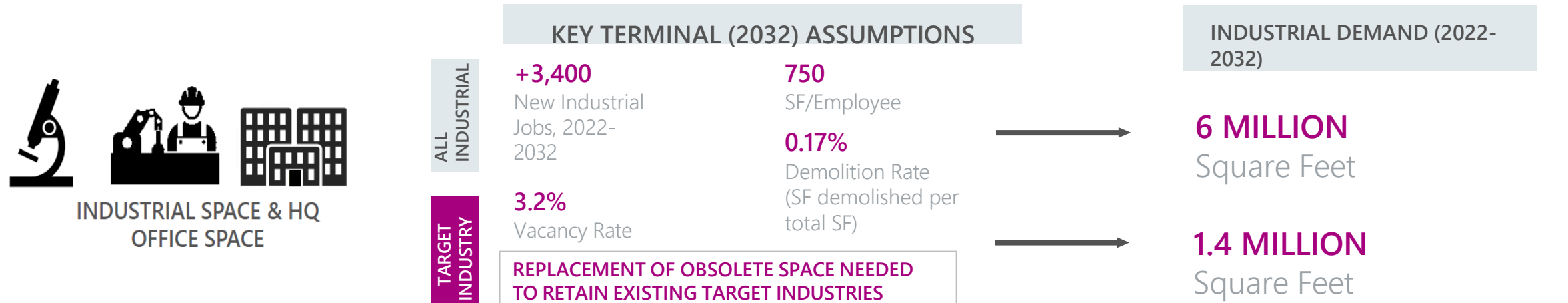
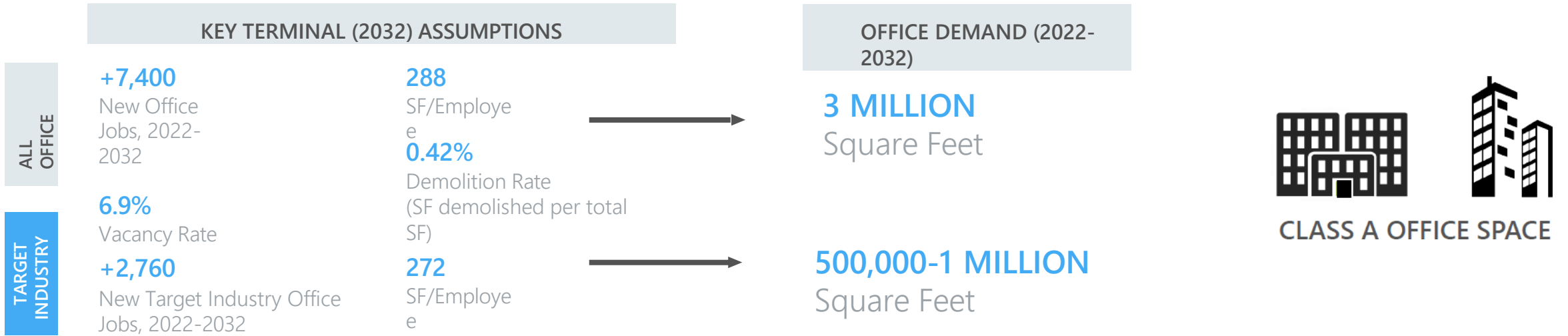
Source: Emsi, SB Friedman



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>		

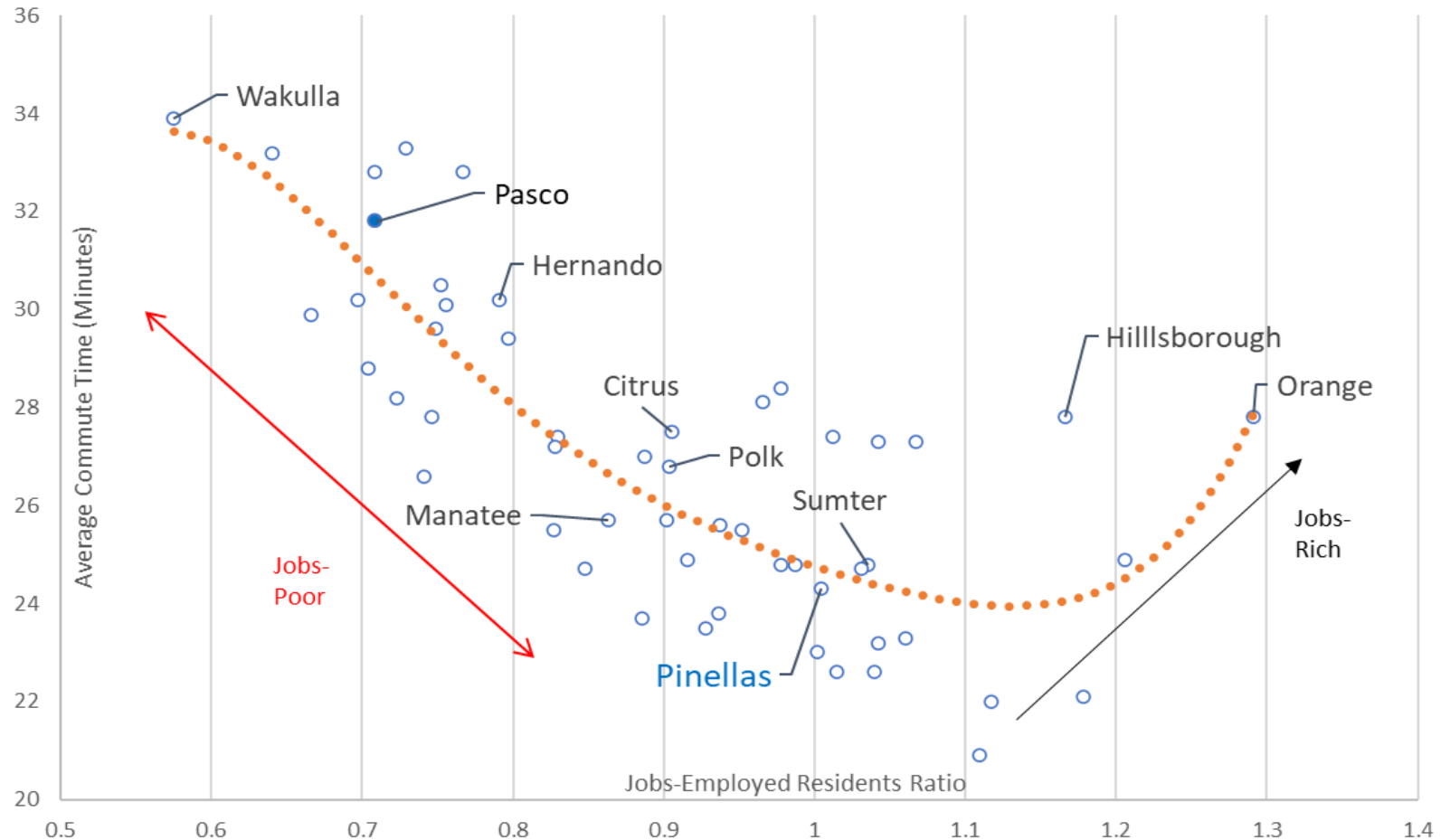
Market Demand Approach



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

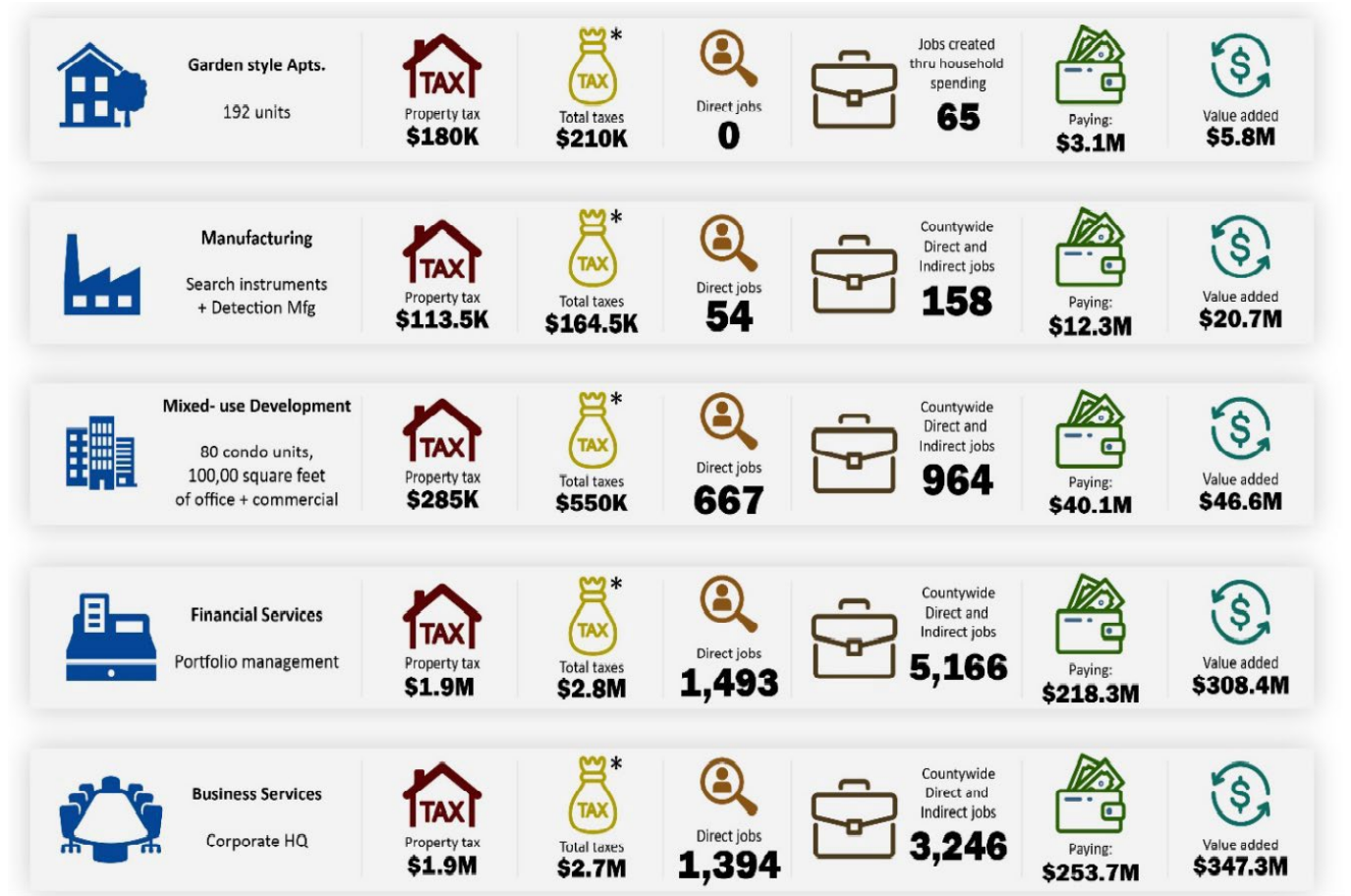


Source: Tampa Bay Regional Planning Council (TBRPC)

Economic Impacts of Land Use Decisions

- Land use decisions we make today have **substantial impacts** on the future health of our economy.
- Decisions related to housing and employment **must be strategic.**
- Encouraging a **greater mix of housing, jobs and transportation** options are essential for a resilient Pinellas economy.

Economic Tradeoffs of Different Land Uses in Pinellas County



Source: Tampa Bay Regional Planning Council (TBRPC)

Land Suitability

- Vacant parcels are few and far between. While there are several thousand acres of vacant land, most are small and fragmented sites.
- Redevelopment of older building stock and infill of underutilized land a key factor in expanding suitability countywide.
- TEC expansion warranted given suitability analysis.
- Gateway remains key for industrial with some of the highest vacant, contiguous acreage.
- Urban centers of Clearwater and St. Petersburg present notable opportunities for Class A Office.

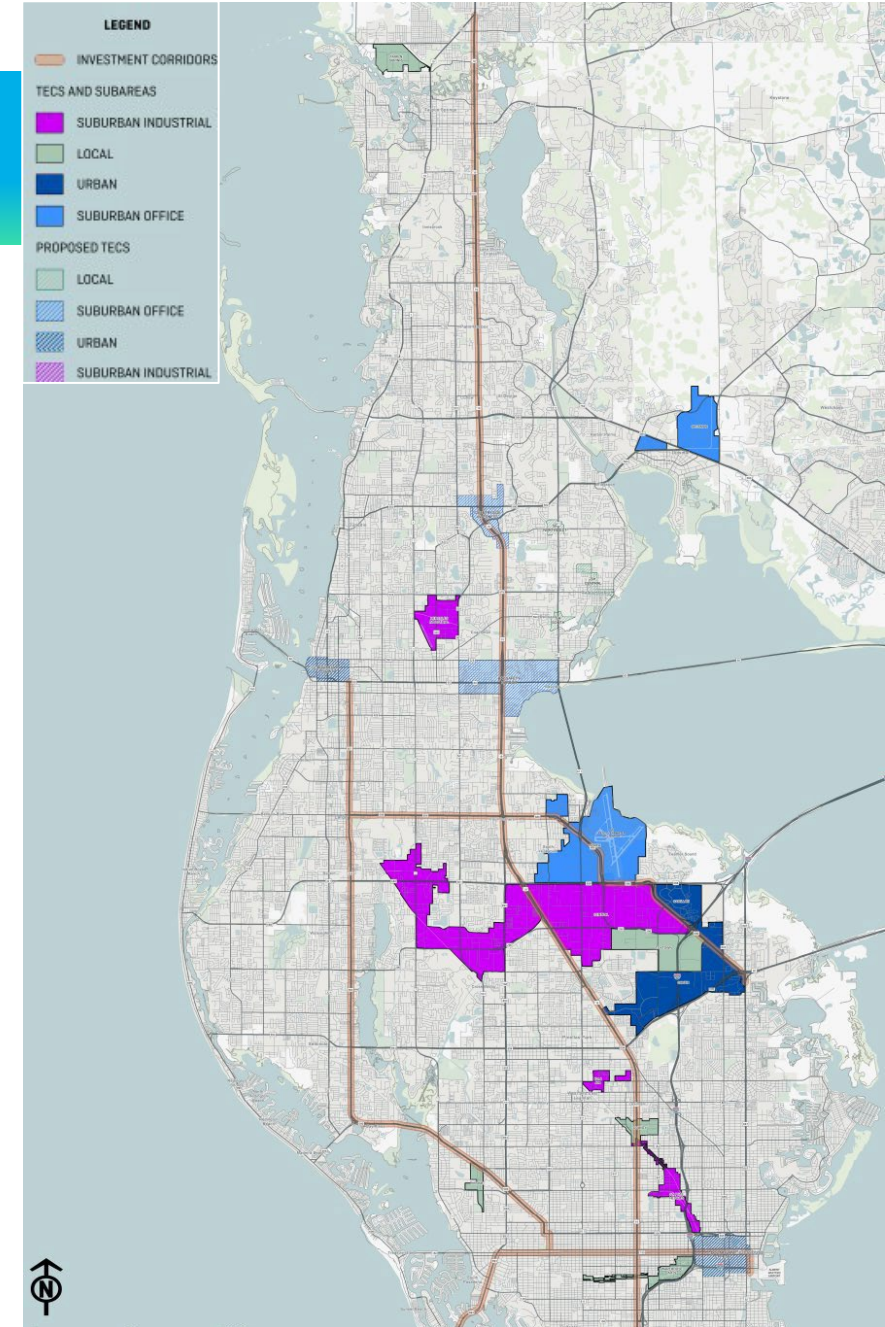
Policy Recommendations

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.**

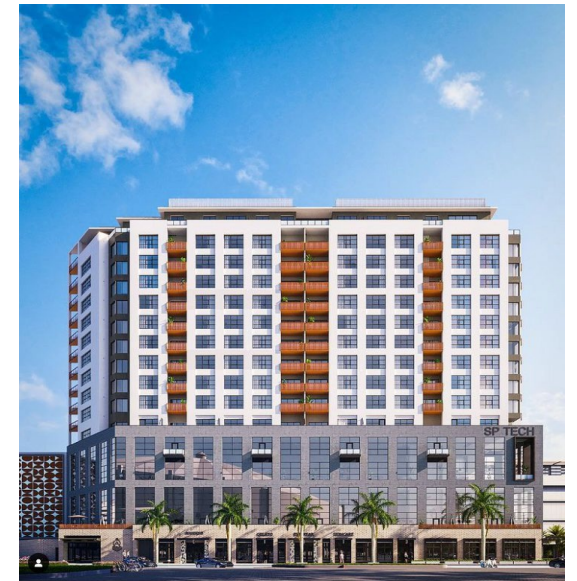
TEC – Suburban Office – Maximum Floor Area Ratio (FAR) – 5.0.

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

Other Policy & Planning Considerations

- Small Area Planning
- Revisit the Housing Compact
- Establish TEILS Working Group
- Strengthen Workforce Development

Next Steps

- Begin working on Countywide Plan Policy changes based on report findings and recommendations (January-May)
- Bring all necessary changes to the Countywide Plan related to the TEILS work to the board for adoption (July 2023)
- Local governments may begin updating local Comprehensive Plans to factor in Countywide Plan changes related to the TEILS work (Fall 2023)
- Basis for updating the Advantage Pinellas Long Range Transportation Plan



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