



Countywide Housing Strategy

"Connecting our Community to Housing"

Board of County Commissioners
Work Session – March 4, 2021

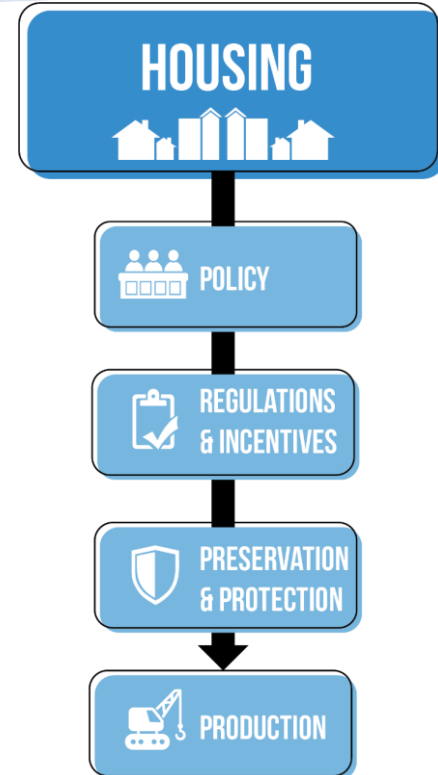
The Housing Strategy

Countywide Elements

- Affordable Housing Programs
- **Homes for Pinellas Summit**
- **Housing Compact**

Unincorporated County

- Land Development Code Updates
- Manufactured Housing Strategy



- **Virtual Summit Series**

- **October-December**
- **684 session views on YouTube**
- **Average attendance-130/session**

- **Summit Topics**

- **Importance of Housing**
- **Developer Perspectives**
- **Regulatory Innovation**
- **Corridor Planning**
- **Elements of the Housing Strategy**



Housing Compact - Vision



Create a “Countywide Compact” to unite the County and Municipalities in a common and coordinated approach to increase and preserve affordable housing which is linked to transportation, jobs, schools, workforce development, and other services throughout the county.

Partner Collaboration



Meetings/Events

- **Collaboration Workshop – December 2019**
 - Identified challenges and opportunities
 - Created a starting framework for the Compact
- **Tactical Team Meetings**
 - Developing the draft Compact

Partners

- **Clearwater**
- **Largo**
- **Pinellas County**
- **Pinellas Park**
- **St. Petersburg**
- **Forward Pinellas**

What's in the Compact?



1. Strategic Focus Areas
2. Action Plan
3. Shared Messaging
4. Regulatory Toolkit

Advantage Pinellas Housing Compact – DRAFT February 9, 2021

This Compact is made and entered into this ___ day of _____, 2021, by and between the municipalities within Pinellas County, the Pinellas County Board of County Commissioners, and Forward Pinellas (“the Partners”).

WHEREAS, Pinellas County is a vibrant community of nearly one million residents and 25 local governments, with a uniquely diverse array of communities and lifestyle options, and a robust local economy; and

WHEREAS, the continued quality of life and economic health of our community depends on residents being able to afford safe, quality housing with multi-modal transportation to jobs and educational opportunities; and

WHEREAS, residents living in stable, affordable housing are better able to participate in the workforce, obtain an education, meet daily needs, and remain healthy; and

WHEREAS, employers are better able to attract and retain a stable workforce when residents can find quality affordable housing close to their workplaces, avoiding burdensome commutes; and

WHEREAS, housing costs in Pinellas County are rising significantly faster than household incomes; and

WHEREAS, nearly one in five households in Pinellas County is cost-burdened, spending more than 30 percent of its income on housing; and

WHEREAS, lower-income, minority, and elderly residents are disproportionately likely to live in cost-burdened households; and

WHEREAS, local governments play a critical role in fostering social equity through housing and development policies and strategies; and

WHEREAS, Pinellas County will need an increase of nearly 1,000 affordable housing units per year this decade to keep pace with population growth; and

WHEREAS, addressing the need for affordable housing will require a coordinated strategy of housing construction, rehabilitation, mitigation, preservation, and household assistance; and

WHEREAS, affordable housing production depends on a combination of public, private, nonprofit, and citizen partners; and

WHEREAS, there are 25 local governments in Pinellas County, each with its own affordable housing needs, resources, and policies; and

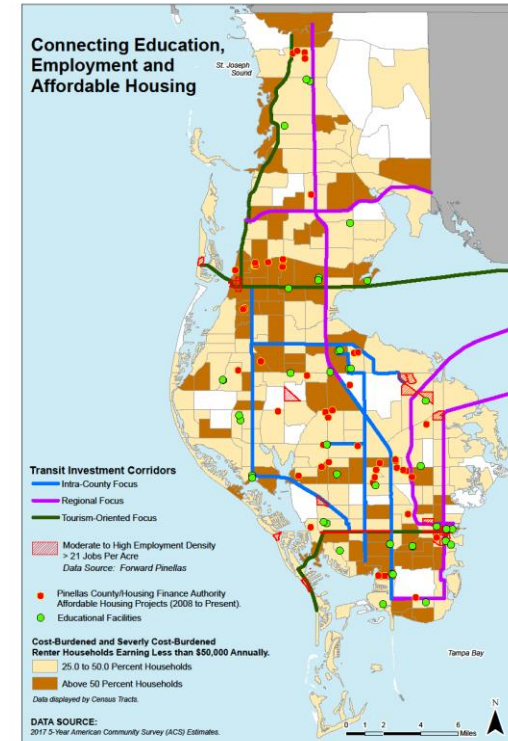
1. Strategic Focus Areas

- **Connecting housing and employment**
- **Health impacts of housing**
- **Social and economic equity**
- **Accessibility – age, disability, etc.**
- **Developing broad support from public and private sectors**



2. Developing an Action Plan

- Identifying specific production and preservation targets
- Development of common terminology and definitions
- Short-, mid-, and long-term goals/strategies
- Data sharing and Performance Measures



3. Shared Messaging


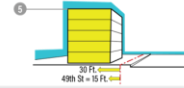



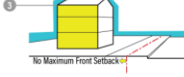
- Shared web presence
- Social media outreach
- E-blasts, print media strategy
- Ongoing education program



Advantage
PINELLAS

4. Regulatory Toolkit

- Increase flexibility / improve review processes
- Encourage mixed-income housing types
- Reduce development costs
- Innovative design standards
- Support for healthy lifestyles
- Strategies to reduce vulnerability

URBAN DISTRICT		Urban Residential Housing Retail Goods/Services Office Uses
MERCANTILE DISTRICT		Multi-Unit Housing Lodging Retail Goods/Services Office Uses Civil Support Uses
MAJORS DISTRICT		Small Scale/Craft Manufacturing Specialty Repair Shops Artisans Retail Goods/Services Multi-Unit Residential Office Uses
WAREHOUSE DISTRICT		Manufacturing Warehousing Repair Shops Office Uses Civil Support Uses
NEIGHBORHOOD CONVENIENCE DISTRICT		Residential Housing Neighborhood-Scaled Retail Uses Neighborhood-Scaled Office Uses
NEIGHBORHOOD DISTRICT		Residential Housing

What's Next?

**1st QTR
2021**



- Finish Draft Compact

**2nd and 3rd QTR
2021**



- Compact - Partner Cities Outreach
- Begin Code Updates
- Manufactured Home Strategy Work Session

**4th QTR
2021**



- Signing of the Compact
- Complete Code Updates
- Manufactured Home Strategy Approved

2022



- Development of Housing Action Plan