



**FORWARD
PINELLAS**
Integrating Land Use & Transportation



**The Knowledge
Exchange Series**

Microbreweries as Catalysts for Downtown Redevelopment

Forward Pinellas Board Meeting
March 8, 2017



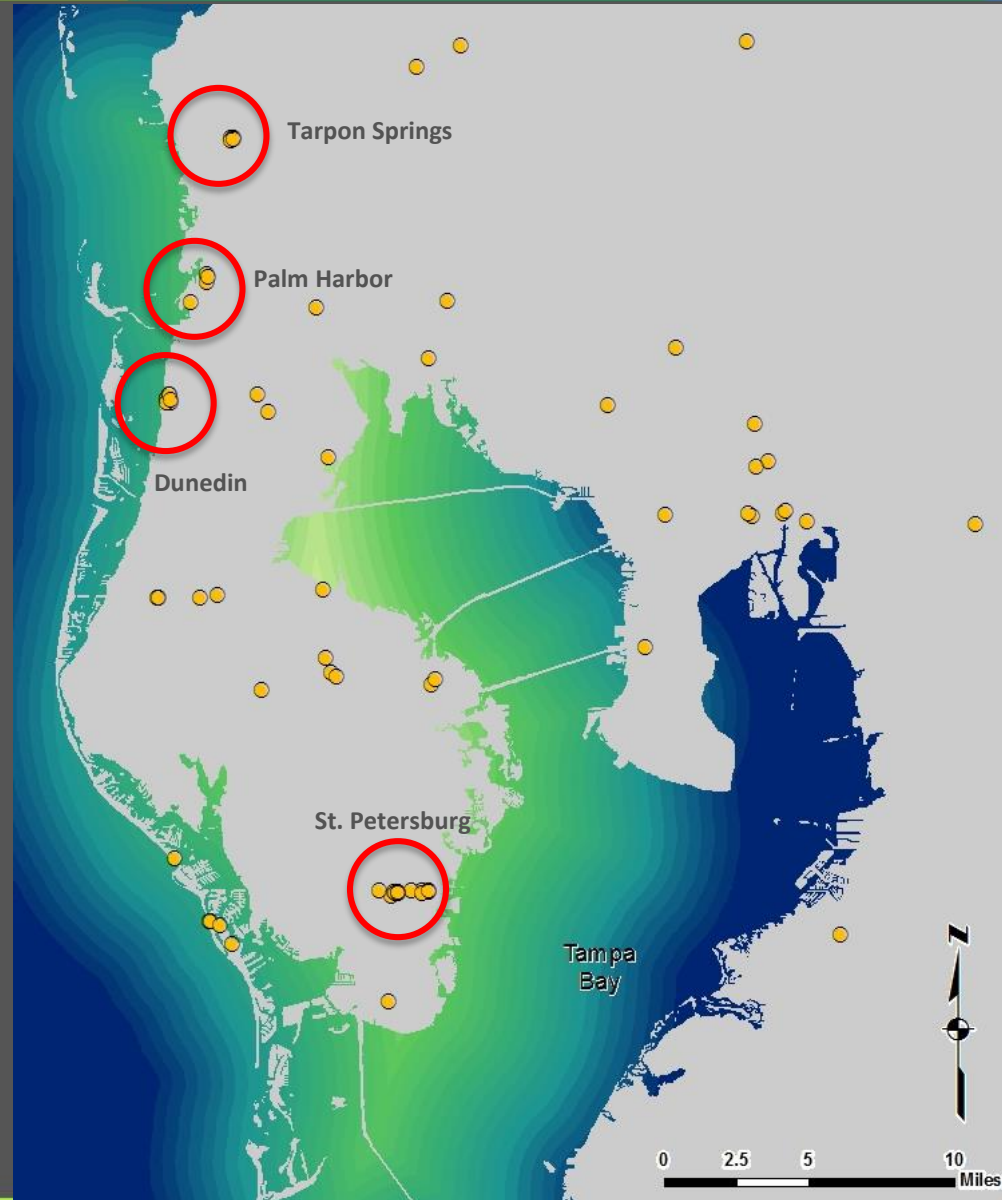
Quick Facts



- Florida ranks 11th in the U.S. for number of microbreweries. (brewersassociation.org, 2015)
- Tampa Bay makes up approximately 30% of Florida's microbreweries.



Microbreweries in Tampa Bay



Trends



FLORIDA

[FIND A BREWERY ▶](#)

[STATE LAWS ▶](#)



1 Breweries per Capita*
(RANKS 43RD)
*per 100,000 21+ Adults

\$
ECONOMIC IMPACT
(2014)

2,056
Million Economic Impact
(RANKS 8TH)

138.4
Impact per Capita
(RANKS 48TH)



1,207,936
Barrels of Craft beer
produced per year
(RANKS 5TH)

2.5
Gallons per 21+ Adult
(RANKS 20TH)

NUMBER OF BREWERIES PER YEAR



Local Land Use Regulations

- Communities within Pinellas County treat microbreweries differently within their codes and plans.
- Example:
 - Use of definitions
 - Permitted zoning categories



Local Land Use Regulations

- Forward Pinellas conducted several case studies of local approaches to regulating and incentivizing microbreweries.
- We interviewed municipal planning staff and brewery owners, and reviewed local land development regulations to compile a set of best practices.



Local Economic Development Benefits

- *“We are experiencing a renaissance, and I think we are going to see this grow in the future.” – City of Tarpon Springs staff*



Local Economic Development Benefits



- They are proven catalysts for redevelopment.
- Microbrewery owners are investing in and repurposing buildings.

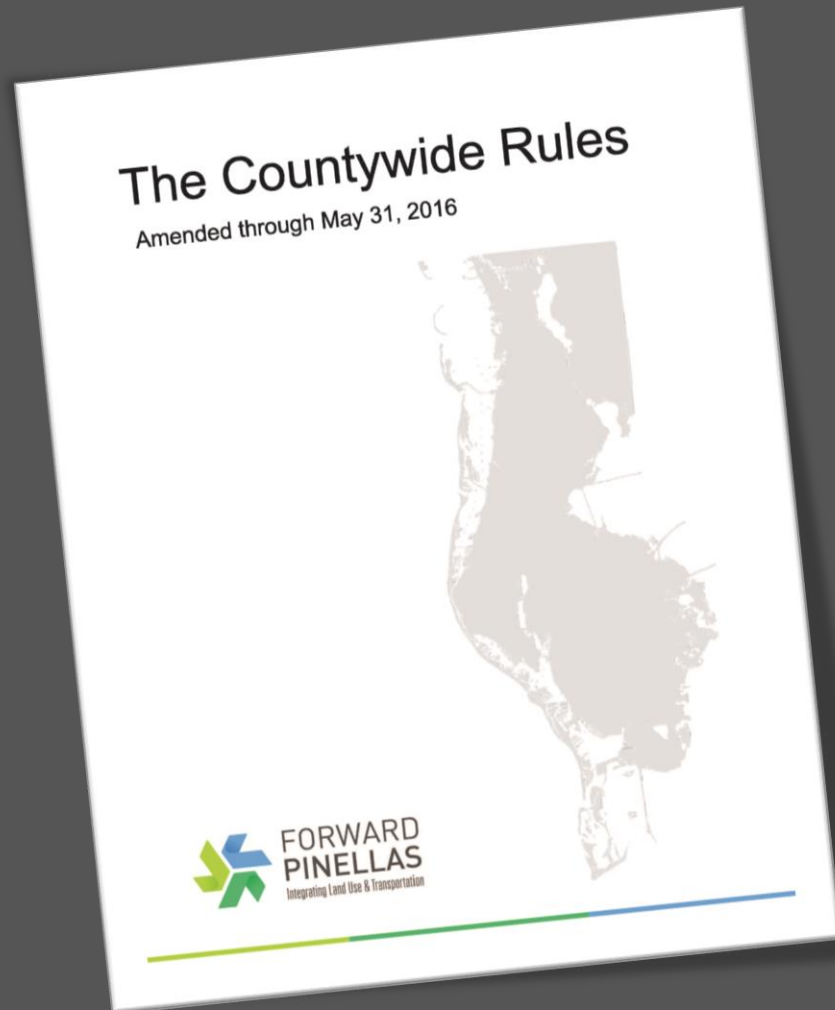


Local Incentives

- Some examples of incentives include:
 - Façade grants
 - Historic tax abatements
 - Off street parking flexibility
 - Restaurant interior buildout grants
 - Impact fee credits



Countywide Rules



- Rules allow Manufacturing-Light uses in the Retail & Services, Employment, and Industrial categories with no acreage limitation; and Office with a three-acre maximum.
- Allowed in Activity Center and Multimodal Corridor if adopted as part of the local planning for those categories.



Toolkit

- Forward Pinellas will be working with the Planners Advisory Committee (PAC) to develop appropriate language for inclusion in the next package of Rule Amendments.
- Forward Pinellas staff have compiled a toolkit available on our website (forwardpinellas.org), which includes examples of local government regulations, a best practices handout, blog post and video.

