



Planning & Place-Making (PPM) Grant Pilot Program Guidelines

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Section 1: Program Overview

Program Description

The Planning & Place-Making Grant Pilot Program is being offered to assist Pinellas County local governments in implementing the Planning & Urban Design Principles of the Countywide Plan and broader goals and objectives outlined in *Pinellas by Design: An Economic Development & Redevelopment Plan for the Pinellas Community*. Activities such as the development of a neighborhood or corridor plan, flexible land development regulations, form-based codes, wayfinding/gateway master planning, or other innovative approaches to context-sensitive land use planning and/or place-making achieve the goal of this funding program.

These Program Guidelines describe the application process. Applications are due via email to rschatman@forwardpinellas.org no later than 5:00 p.m. on December 16, 2017.

Who Can Apply?

Planning & Place-Making Grants are awarded on a competitive basis. Pinellas County local governments are the only eligible recipients of these funds. Non-profit and community-based organizations may be partners with local governments but cannot apply directly for the funds. Grant recipients will be required to execute an interlocal agreement with Forward Pinellas to access the funds.

How Much Funding is Available?

There is \$50,000 in Forward Pinellas funds available for this pilot program. Requested grants should be in the range of \$25,000 to \$50,000 per application. While a local match is strongly encouraged, none is required.

Eligible Activities

Program activities eligible for funding include initiatives that will stimulate needed changes to the built environment in Pinellas County. For example, developing land development regulations that incentivize compact, mixed-use development, form-based codes, design guidelines, or completing an economic profile of an area are all eligible activities under this program. Other activities or initiatives may also be eligible provided the local government consults with Forward Pinellas prior to submitting a grant application.

Forward Pinellas is looking for applications that are innovative, give consideration to the linkage between transportation and land use, contribute to an area's sense of place, are located in underserved areas (i.e., Community Redevelopment Areas), and/or are part of a community's broader revitalization and redevelopment efforts or vision. For instance, plans that incentivize mixed-use, higher intensity, and walkable development patterns will be ranked more favorably as compared to applications that do not exhibit these characteristics.

Activity Centers and Multimodal Corridors

It is strongly encouraged that applications funded by the Planning & Place-Making Grant Pilot Program be located in Activity Centers (i.e., Special Centers, Major Centers, Community Centers, or Neighborhood Centers) or along Multimodal Corridors (i.e., Special Corridors, Primary Corridors, Secondary Corridors, Supporting Corridors, or Regional Corridors) as identified on the Transit-Oriented Land Use Vision Map (see Exhibit 3). A special exception may be made for applications that advance the Planning & Urban Design Principles but are not located in an Activity Center or along a Multimodal Corridor.

How Will Projects Be Evaluated?

The primary goal of the Planning & Place-Making Grant Program is to help local governments codify the strategies that implement the Planning & Urban Design Principles of the Countywide Plan. These strategies consist of an array of mechanisms that will result in quality redevelopment in an area including:

- developing regulations that focus density/intensity proximate to transit;
- restore/preserve/develop a street grid;
- create quality connecting streets;
- orient development to transit;
- create enclosures on the street through building placement;
- reduce parking ratios and locations to facilitate a more comfortable pedestrian experience;
- provide accommodations for all road users and all abilities;
- provide for “place making” opportunities to encourage economic development and community cohesion;
- provide for public space(s);
- regulate building façade design and entrance location; and/or
- provide a means of transitioning between commercial areas and established residential neighborhoods.

In order to properly evaluate program applications, the review team will focus on the characteristics of existing and/or planned land uses and transportation facilities in the area, the quality of the submittal, relationship to sustainability and/or resiliency, and any available local matching funds.

The evaluation process has two main components: eligibility screening criteria and project evaluation criteria. Once a project has passed the eligibility screening, it will be qualitatively ranked based on the project evaluation criteria. The eligibility screening and program evaluation criteria are discussed in more detail below.

Section 2: Eligibility Screening Criteria

Project Screening Criteria are primarily used to determine the basic program eligibility and ensure that the applicant is committed to the project. Two criteria must be met before a project can be evaluated further: (1) Applicants must provide a resolution or letter signed by the Mayor or Chairperson of the elected body authorizing the application and committing any matching funds and staff resources to the project and (2) applicants must certify that any other necessary funding is committed to the project.

Applicants with questions about project eligibility should contact Forward Pinellas at 727.464.8250. The resolution from the Board of Commissioners, City or Town Council or Commission may be submitted after the application deadline, provided it is received before the project evaluation committee makes its recommendation on project applications.

Section 3: Application Evaluation Criteria

The application will be judged based on a combination of the following:

- The relationship of the project area to existing Activity Centers and/or Multimodal Corridors as identified on the Transit-Oriented Land Use Vision Map;
- How well the proposal reflects purpose, objectives, and best practices of the Planning & Urban Design Principles of the Countywide Plan;
- Relevance of the challenges the proposal is designed to address;
- Demonstration of an approach that will facilitate quality redevelopment or place-making in the project area;
- Consideration of efforts to improve resiliency and/or sustainability; and
- The amount of matching local funds.

Section 4: Application Format

The grant application must follow the basic outline below to address the program requirements and assist the review team in locating relevant information. Forward Pinellas may ask the local government to submit supplemental information to its application, but expects all applications to be complete upon submission.

- I. Project Description
- II. Project Location
- III. Project Partners
- IV. Grant Funds, Sources and Uses of all Project Funding

i. Project Description

The first section of the application should provide a concise description of the project, the land use and transportation challenges that it is intended to address, how it will address those challenges, and how the project relates to the Planning & Urban Design Principles of the Countywide Plan. This section should discuss the project's history, including a description of any previously completed components. The applicant may use this section to place the project in a broader context of other initiatives being pursued by the local government.

ii. Project Location

This section of the application should describe the project location, including a detailed geographical description of the proposed project and a map of the project's location.

iii. Project Partners

This section of the application should describe any partner agencies or organizations and their role(s) in executing the project.

iv. Grant Funds, Sources and Uses of Project Funds

This section of the application should describe the project's budget. This budget should not include any previously incurred expenses. At a minimum, it should include:

- a) Project costs;
- b) For all funds to be used for eligible project costs, the source and amount of those funds; and
- c) A budget showing how each source of funds will be spent.

Who Will Score the Applications?

A group of Forward Pinellas staff will evaluate and rank the applications.

Planning & Place-Making Grant Pilot Program Application Process

Listed below are the 5 major steps that comprise the application process.

Step 1: Forward Pinellas issues a call for grant applications to local governments.

Step 2: Applicants submit a grant application to Forward Pinellas for funding consideration. Applications will be due to Forward Pinellas via email to rschatman@forwardpinellas.org by 5:00 p.m. on December 16, 2017.

- Step 3:** Forward Pinellas staff will evaluate the projects for funding eligibility. Next, Forward Pinellas will score each application based on its merits relative to the other applications submitted.
- Step 4:** Once all the applications have been reviewed, one or more applications will be recommended for funding to the Forward Pinellas Board.
- Step 5:** The awardee must execute an Interlocal Agreement with Forward Pinellas prior to the commencement of any project activity.

Exhibit 1

PLANNING & URBAN DESIGN PRINCIPLES

The following principles apply to all classifications and are critical to the successful implementation of the Countywide Plan:

- Develop Activity Centers and/or Multimodal Corridors that have appropriate location, size, and area-wide density/intensity ranges;
- Create quality streets, roads, and pedestrian routes that are joined together to provide a continuous, convenient system for travel within any given area;
- Orient buildings and surface parking lots in a way that results in a comfortable, human-scale built environment;
- Public realm enhancements should provide numerous comfortable areas for pedestrians that are buffered from automobile traffic;
- Ground floor uses and façade design should be regulated to facilitate the maximum interaction between public and private spaces; and
- Consideration should be given to how well the character of adjacent neighborhoods is recognized and protected from encroaching redevelopment activity

Exhibit 2

ACTIVITY CENTER AND MULTIMODAL CORRIDOR CLASSIFICATIONS

Activity Centers

Activity Center Subcategory	Areawide Recommended Target Ranges for Density /		Project-Specific Maximum Permitted Density / Intensity ²	
	UPA	or FAR (or Proportionate Share of Each)	UPA	or FAR (or Proportionate Share of Each)
TOD - I	90 - 150	3.0 - 5.0	200	7.0
- II	60 - 90	2.0 - 3.0	150	5.0
- III	45 - 60	1.5 - 2.0	90	3.0
- IV	30 - 45	1.0 - 1.5	60	2.0
Major	40 - 50	1.25 - 1.75	75	2.5
Community	15 - 30	0.5 - 1.0	50	1.5
Neighborhood	7.5 - 10	0.4 – 0.5	15	0.75
Special	Per Approved Special Area Plans			

- ¹ Target ranges are for each plan map area as classified by plan category and subcategory.
- ² Permitted Maximums are for any individual project within the plan map area as classified by plan category and subcategory.

Multimodal Corridors¹

Multimodal Corridor Subcategory	Areawide Recommended Target Ranges for Density /		Project-Specific Maximum Permitted Density / Intensity ³	
	UPA	or FAR (or Proportionate Share of	UPA	or FAR (or Proportionate Share of
Primary	15 - 30	0.5 - 1.0	40	1.5
Secondary	10 - 20	0.5 - 0.75	30	1.0
Special	Per Approved Special Area Plans			

- ¹ Includes only those subcategories of the Multimodal Corridor category that have associated density/intensity standards.
- ² Target ranges are for each plan map area as classified by plan category and subcategory.
- ³ Permitted maximums are for any individual project within the plan map area as classified by plan category and subcategory.

Exhibit 3

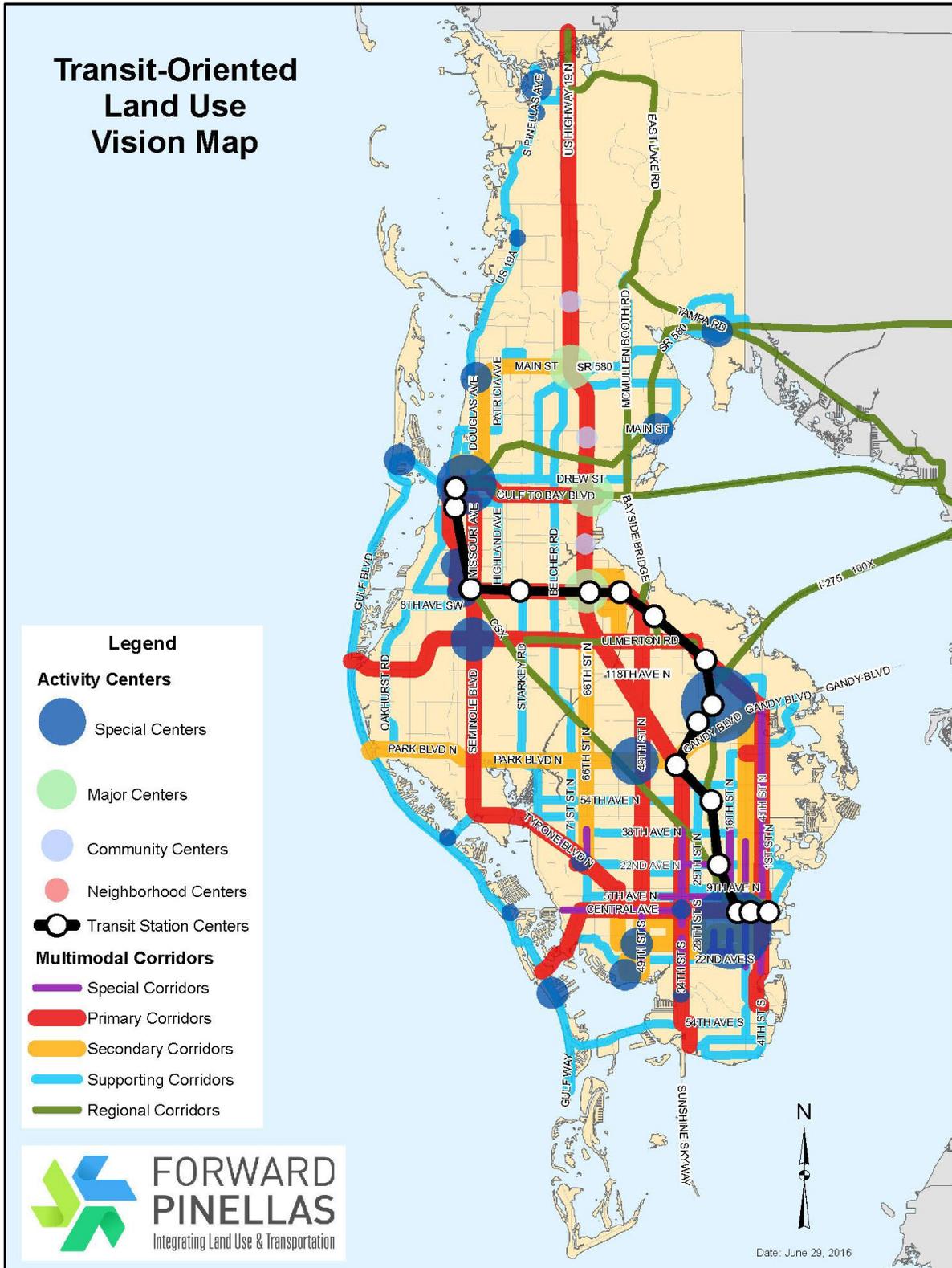


Exhibit 4

Sample Resolution

RESOLUTION NO. _____

AUTHORIZING THE FILING OF AN APPLICATION FOR GRANT FUNDS THROUGH FORWARD PINELLAS THROUGH THE PLANNING & PLACE-MAKING (PPM) GRANT PILOT PROGRAM , COMMITTING LOCAL MATCHING FUNDS, AND STATING THE ASSURANCE OF (name of local government) TO COMPLETE THE PROJECT

WHEREAS, \$50,000 of planning funds are available to local governments through the Planning & Place-Making Grant Pilot Program in Fiscal Year 2018; and

WHEREAS, (name of local government) wishes to receive \$_____ in grant funds for (insert project name); and

WHEREAS, (name of local government) understands that funding through the Planning & Place-Making Grant Pilot Program is fixed at the budgeted amount, and therefore any cost increase cannot be expected to be funded through this grant program; and

WHEREAS, (name of local government) understands that if selected, an interlocal agreement with Forward Pinellas must be executed to access the funds, or the project award will be rescinded.

NOW, THEREFORE, BE IT RESOLVED by (governing board name) of (name of local government) is authorized to proceed with the application process with Forward Pinellas for the Planning & Place-Making Grant Pilot Program in the amount of (requested dollars) for (project name); and

BE IT FURTHER RESOLVED that a copy of this resolution will be transmitted to Forward Pinellas.