

Forward Pinellas Target Employment and Industrial Land Study (TEILS) 2022 Update

Presentation
January 11, 2023



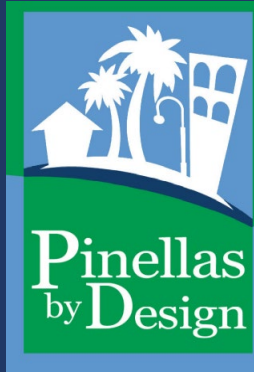
Big Picture Study Update Goals

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

Key Findings

- Not all jobs are equal
- Nature of work shifting
- Job growth not hitting targets previously set
- Redevelopment and modernization of aging facilities needed to support growth
- Job growth inextricably tied to housing, workforce and other quality of life issues
- Holistic challenges require holistic solutions

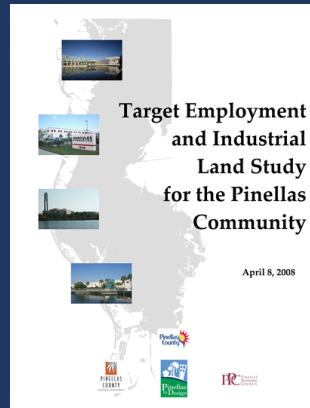
Historic Policy Context



Adopted in 2005, **Pinellas by Design: An Economic Development and Redevelopment Plan** establishes the economic, real estate, and regulatory considerations for economic development and redevelopment. It calls for actions that help create:

- Job sectors that generate the highest possible wages
- **Export-oriented** industry with 51% of product sold outside Pinellas County (and preferably Florida)
- Sectors that have the potential **to attract or create additional high-wage businesses**
- Employers that use real estate efficiently given land constraints

2008 TEILS Findings and Recommendations

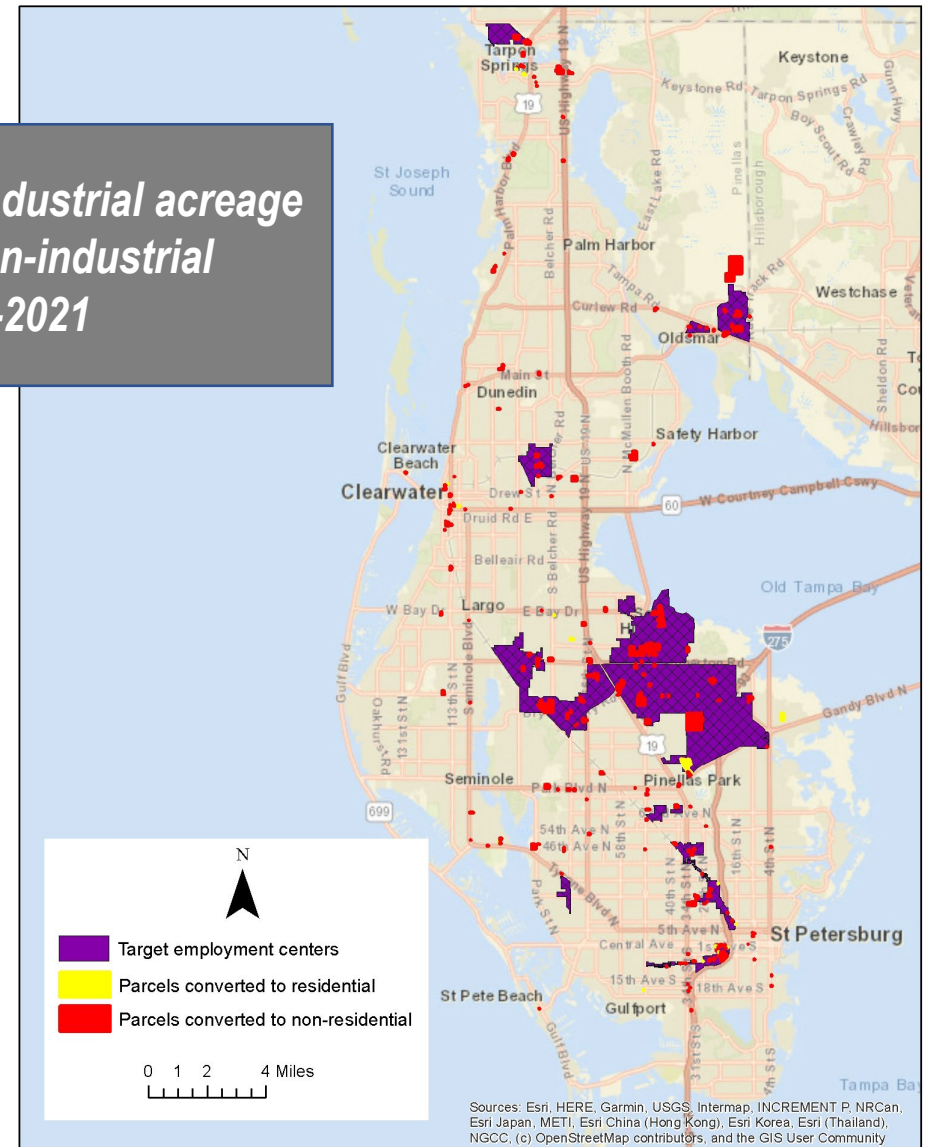


In response to notable industrial land conversions in the early 2000's, the initial **Target Employment and Industrial Land Study (TEILS)** findings revealed:

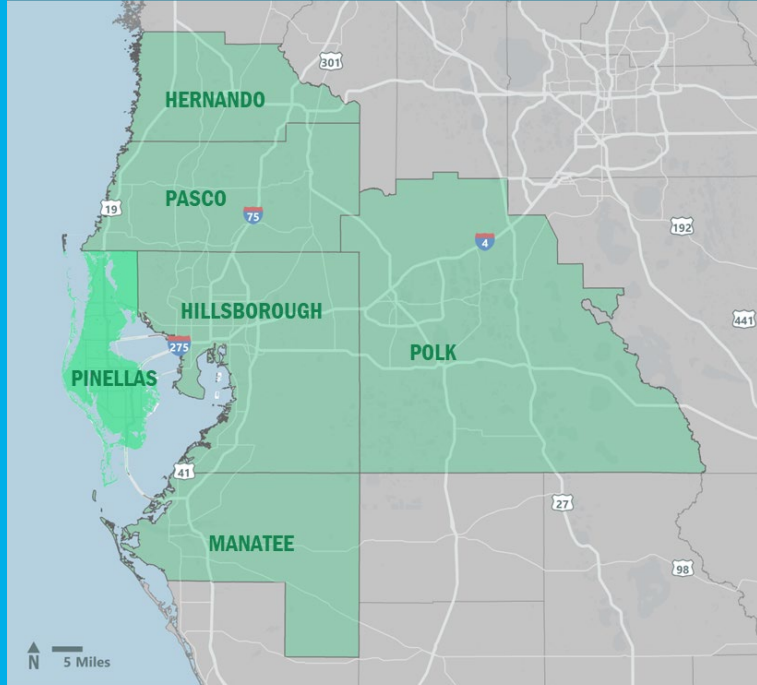
- The county must attract or create 182,000 new jobs by 2025. About 50,000 should be with target employers and pay 30% above the average area wage.
- Only 4,000 acres of vacant land was available to accommodate **target employment**.
- Attract and grow Target Industries; and preserve employment land
- Established the Target Employment Centers (TECs) which **designated 12,000 acres for employment use**

Employment Land Use Trends

About 10% of Industrial acreage converted to non-industrial uses from 2009-2021



The Tampa Bay Region



Source: Esri Business Analyst, Emsi, Data Axle, SB Friedman

Employment Trends

Pinellas capturing almost 30% of regional jobs

TAMPA BAY REGION

2021 Businesses

180,500

2021 Jobs

1,642,500

PINELLAS COUNTY

52,200

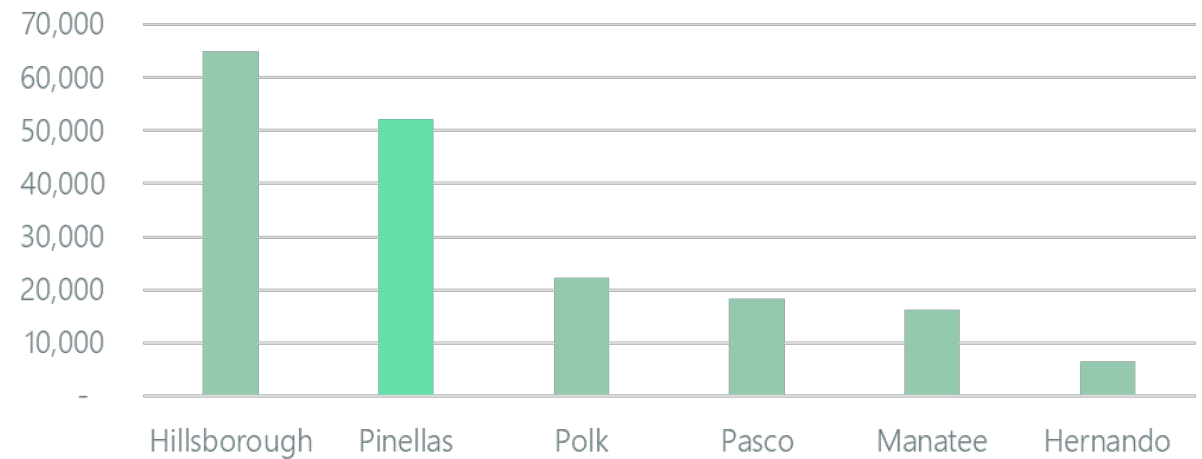
469,900

County Capture

29%

29%

Number of Businesses (2021) by County



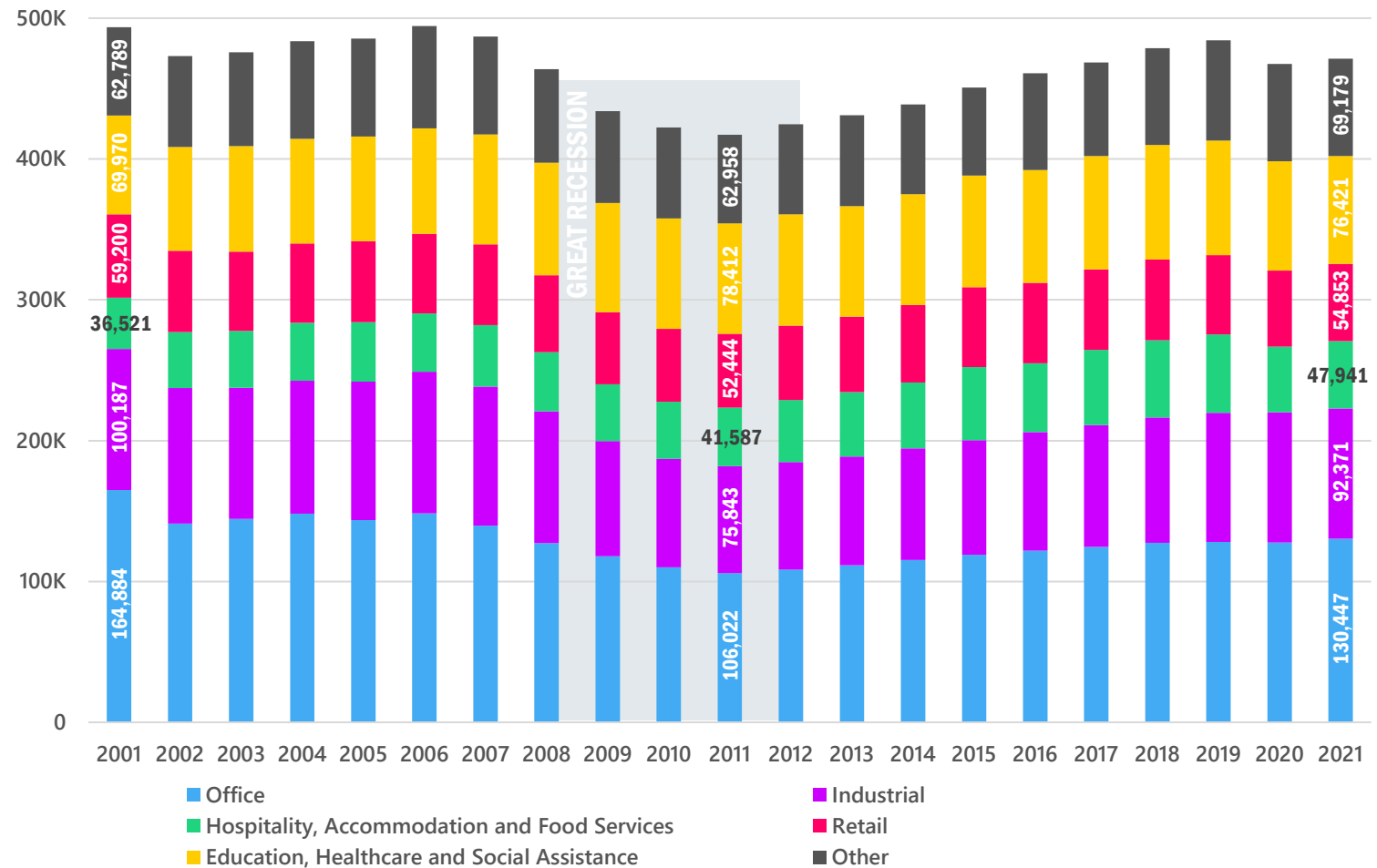
Employment Trends

Overall job growth below targets set in 2008 study

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

Source: Emsi, SB Friedman

Job Growth in Pinellas County 2001-2021



Employment Growth and Target Industries

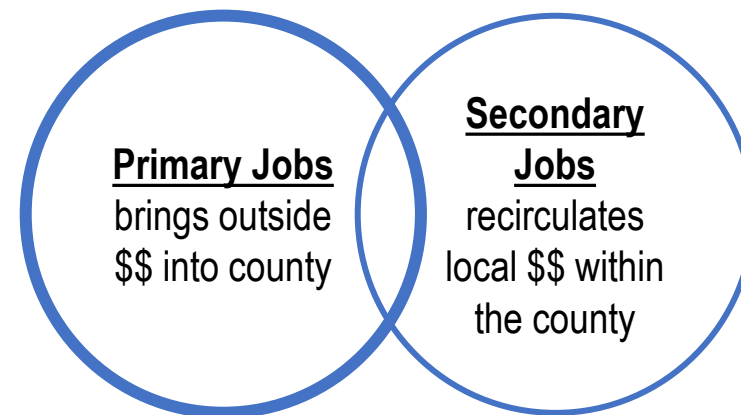
Not all jobs are equal

BENEFITS OF A PRIMARY JOBS CLUSTER STRATEGY





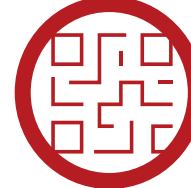




A cluster-based approach builds on industries and assets already present in the County, region and state

WHY AN ECONOMIC CLUSTERS ^[1] STRATEGY IS IMPORTANT	LOCAL GOVERNMENT BENEFITS OF ECONOMIC CLUSTERS
<ul style="list-style-type: none">• Focuses economic development efforts and resources• Enduring competitive advantage stems from local industry knowledge, shared jobs and skills, technologies and other agglomeration effects	<ul style="list-style-type: none">• Clearly identified industries with good wages• Create more job opportunities for residents seeking to grow their skills or move between jobs
<ul style="list-style-type: none">• Spurs innovation across the cluster• Builds on existing supply chains, institutional assets and infrastructure	<ul style="list-style-type: none">• Selling point for companies in terms of a well-trained workforce in related industries• Simple screening criteria if incentives are being considered; alignment with State goals and strategies provides access to broader range of incentives

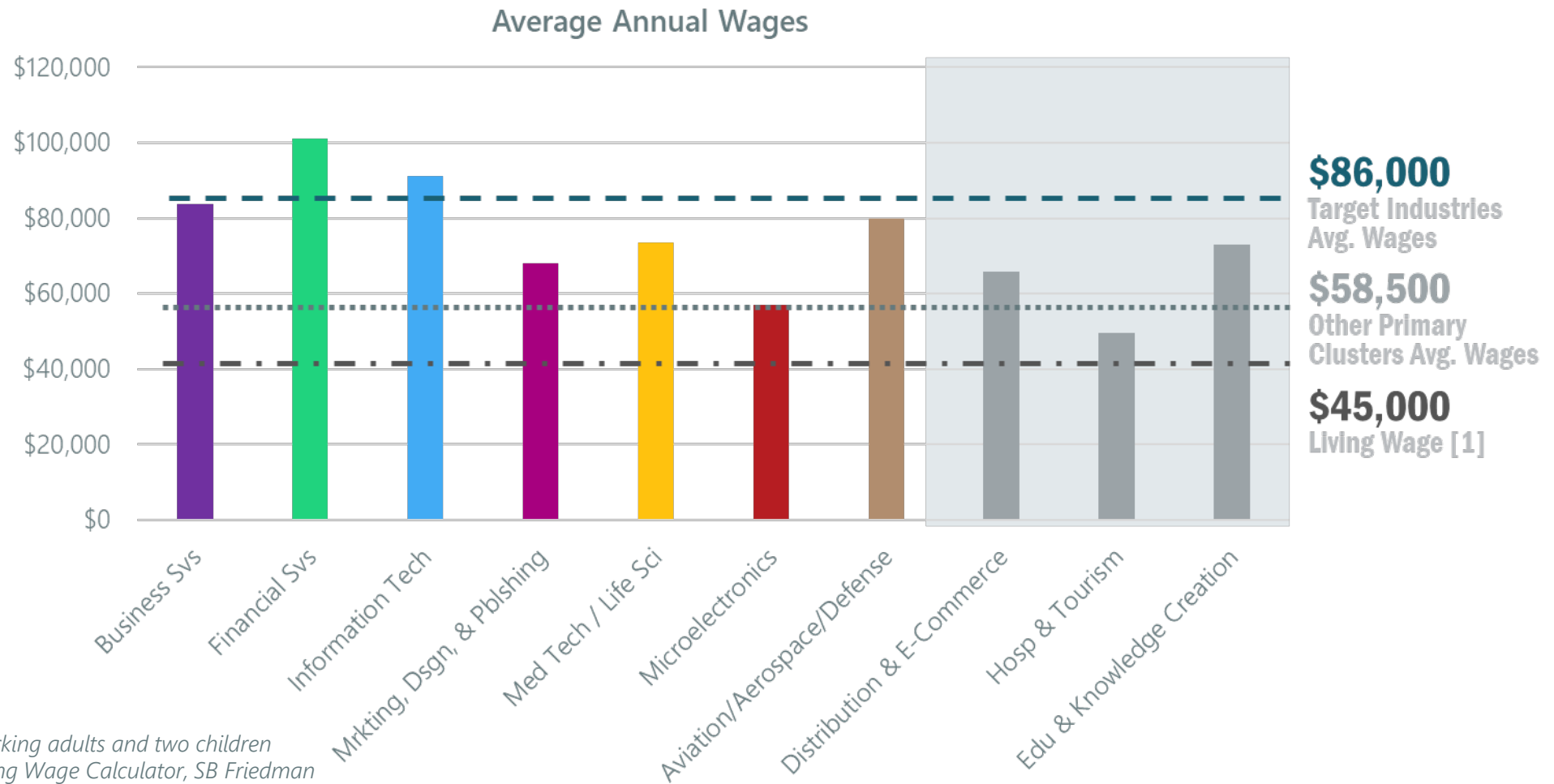
[1] Economic clusters are groups of related industries.



Target Industry Focus

 BUSINESS SERVICES	 FINANCIAL SERVICES	 INFORMATION TECHNOLOGY	 MARKETING, DESIGN, AND PUBLISHING	 MICRO-ELECTRONICS	 AVIATION/ AEROSPACE/ DEFENSE	 MEDICAL TECHNOLOGIES / LIFE & MARINE SCIENCES
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.	Financial services has the highest wages of the target industries (\$101,183 average salary in 2021) .	This target industry has high wages , but a low location quotient, meaning that Information Technology is not a strong specialization within the county.	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.	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.	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.	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.
 CLASS A OFFICE SPACE				 INDUSTRIAL SPACE & HQ OFFICE SPACE		

Target Industries have higher average wages



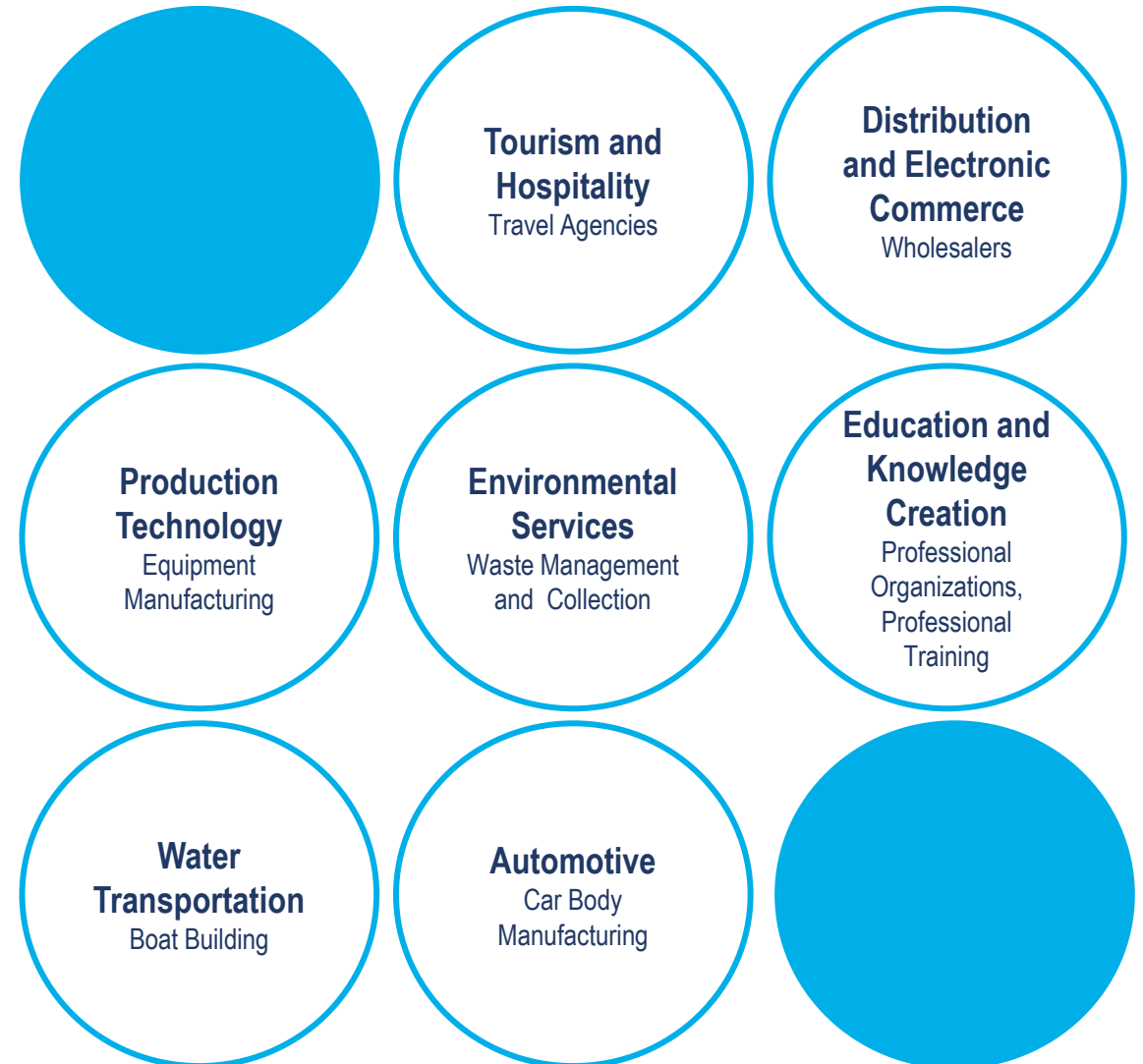
[1] Living wage for two working adults and two children
Source: BLS, Emsi, MIT Living Wage Calculator, SB Friedman

Emerging and Specialty Sectors



www.stpeteinnovationdistrict.com Image Credit: Florida Institute of Oceanography

The St. Pete Innovation District supports growth in industries related to the Blue Economy which includes marine science-based industries.



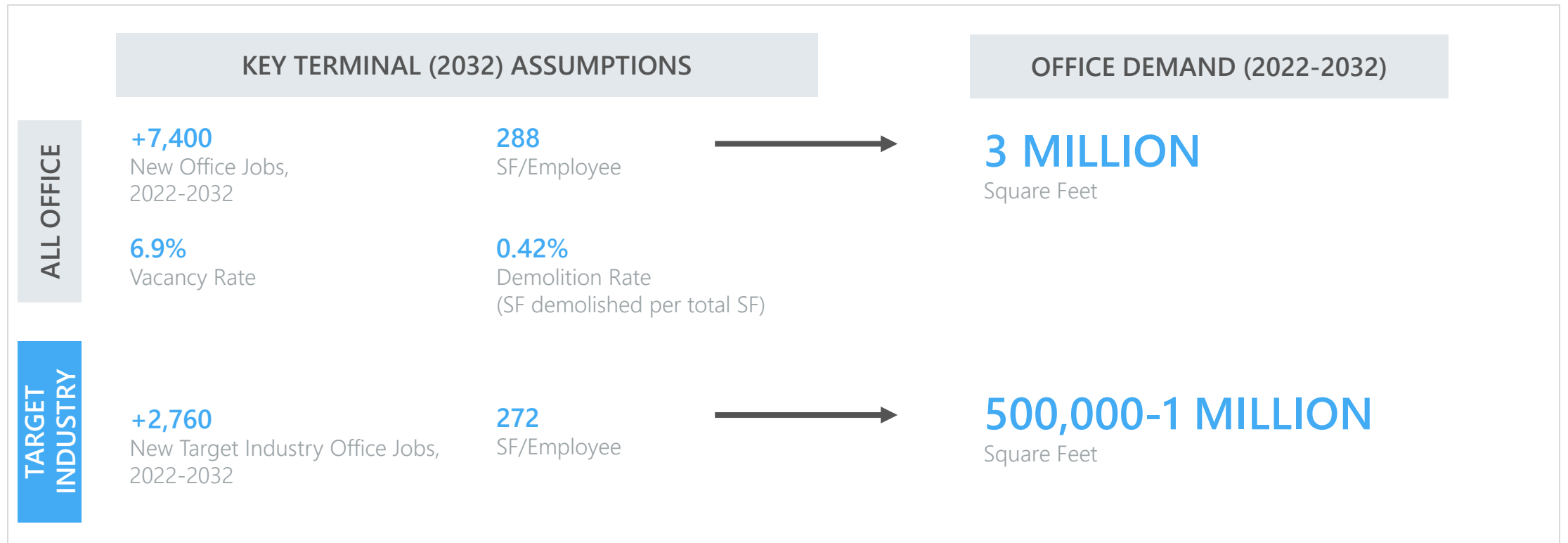
Workforce Development

Strengthening the collaboration between local businesses and all educational entities is a key recommended strategy to help address workforce development challenges for Target Industries.

Workforce Strengths and Gaps

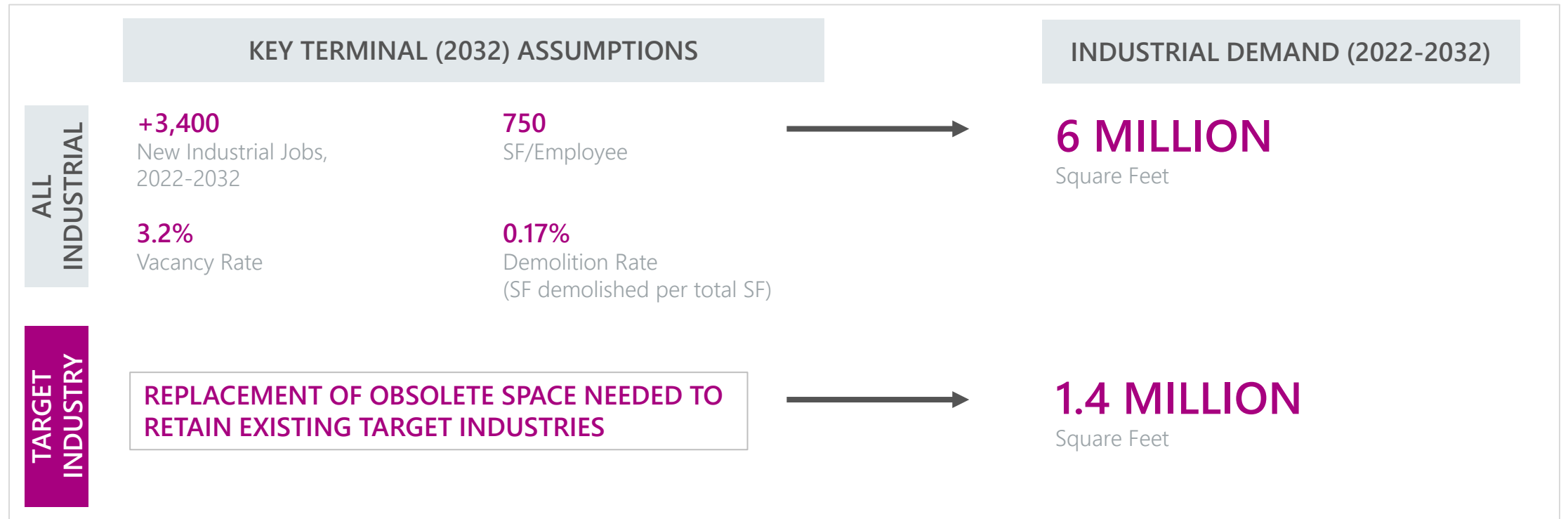
  BUSINESS SERVICES FINANCIAL SERVICES		 INFORMATION TECHNOLOGY	  MICRO-ELECTRONICS AVIATION/AEROSPACE/DEFENSE
AVAILABLE SKILLS AND POSITIONS			
<ul style="list-style-type: none"> ✓ Bookkeeping ✓ Educational Attainment/Degrees ✓ Customer Service ✓ Analytical Thinking ✓ Accounting ✓ Microsoft Office 		<ul style="list-style-type: none"> ✓ Basic Knowledge/Experience ✓ Degreed Individuals ✓ Motivation/Work Ethic ✓ Programming Certifications ✓ General Technical Competence 	<ul style="list-style-type: none"> ✓ Basic/Entry Level Engineers ✓ Computer Programming ✓ Educational Background ✓ Systems Engineering ✓ Mechanical Engineers
CHALLENGING SKILLS AND NEEDED POSITIONS			
<ul style="list-style-type: none"> ○ People/Soft Skills ○ Specific Industry Certifications ○ Advanced Finance ○ Advanced Accounting ○ Longevity in One Position ○ Experience in Sales 		<ul style="list-style-type: none"> ○ Experience ○ Tech Languages (ex: PHP, My SQL) ○ Data Scientists ○ Web Developers ○ Cross Training ○ Teamwork/Team Environment 	<ul style="list-style-type: none"> ○ Experienced Engineers ○ High End IT/Technology and Languages (ex. Oracle, MySQL) ○ AutoCAD ○ Soft Skills ○ Troubleshooting ○ Mechanical/Electrical Drafting ○ Electrical Engineers

Office Demand



Source: SB Friedman

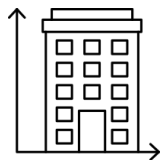
Industrial Demand



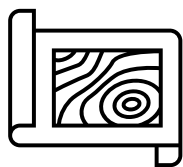
Source: SB Friedman

Employment growth and land needs

Office



Density is typically measured as the floor area ratio (FAR), which is the ratio of the total building floor area to the size of the site. The site includes all site improvements such as stormwater management and parking. A higher FAR indicates a denser building. Class A Urban office has an FAR up to 6.0 in the Region, while suburban Class A typically has an FAR of less than 1.5.



Land Needs. Assuming an urban setting with an FAR of 6.0, approximately **12 net acres** are required to support 3 million square feet of office development through 2032. Of which, approximately **2 net acres** are needed to support 500,000 to 1 million square feet of office Target Industry development. Assuming suburban office development with an FAR of 0.6, approximately **120 net acres** are required to support 3 million square feet of office development through 2032. Of which, approximately **38 net acres** are needed to support 500,000 to 1 million square feet of office Target Industry development through 2032.

Industrial

Density is typically measured as the floor area ratio (FAR), which is the ratio of the total building floor area to the size of the site. The site includes all site improvements such as stormwater management and parking. A higher FAR indicates a denser building. Industrial buildings typically are lower density. For modeling purposes, SB Friedman assumed future development would have an **FAR of 0.25**.

Land Needs. Using an FAR of 0.25, approximately **552 net acres** are required to support 6 million square feet of industrial development through 2032. Of which, approximately **129 net acres** are needed to support 1.4 million square feet industrial Target Industry development, for replacement of existing obsolete industrial stock.

Many existing industrial buildings were built prior to adoption of the County's (and/or the municipality's) most recent stormwater regulations. Any redevelopment of the property would require improvements to the site to bring it up to current codes. The extraordinary cost associated with that as well as limited land availability to address the stormwater regulations may limit redevelopment potential and the potential to achieve higher densities.

Land Suitability

SUITABILITY FACTORS



Site Size

For industrial uses, parcels of 5+ acres are the most desirable, whereas office development typically can be accommodated on 1 acre.

Countywide, there are **very few large parcels suitable for development**, making new industrial difficult to accommodate.



Transportation Access

Parcels within 5 minutes of a major highway have some of the strongest transportation access.

The county's interstates and bridges give **locations within southeastern Pinellas the highest transportation access scores**.



Access to Workforce

Locations reachable by the highest number of employees within a reasonable commute score the best.

Pinellas has **strong regional car access** to workers on both sides of the Bay. **Downtown St. Petersburg and Clearwater have the highest number of employees accessible by transit.**



Proximity to Similar Uses

Like follows like. Locations with strong clusters of similar uses will be most attractive to new growth of those same uses.

Office is concentrated in St. Petersburg, Gateway, Clearwater, and Oldsmar. Industrial concentrations exist in Gateway, Pinellas Park, Lealman, Clearwater Air Park, and Oldsmar



Quality of Urban Environment

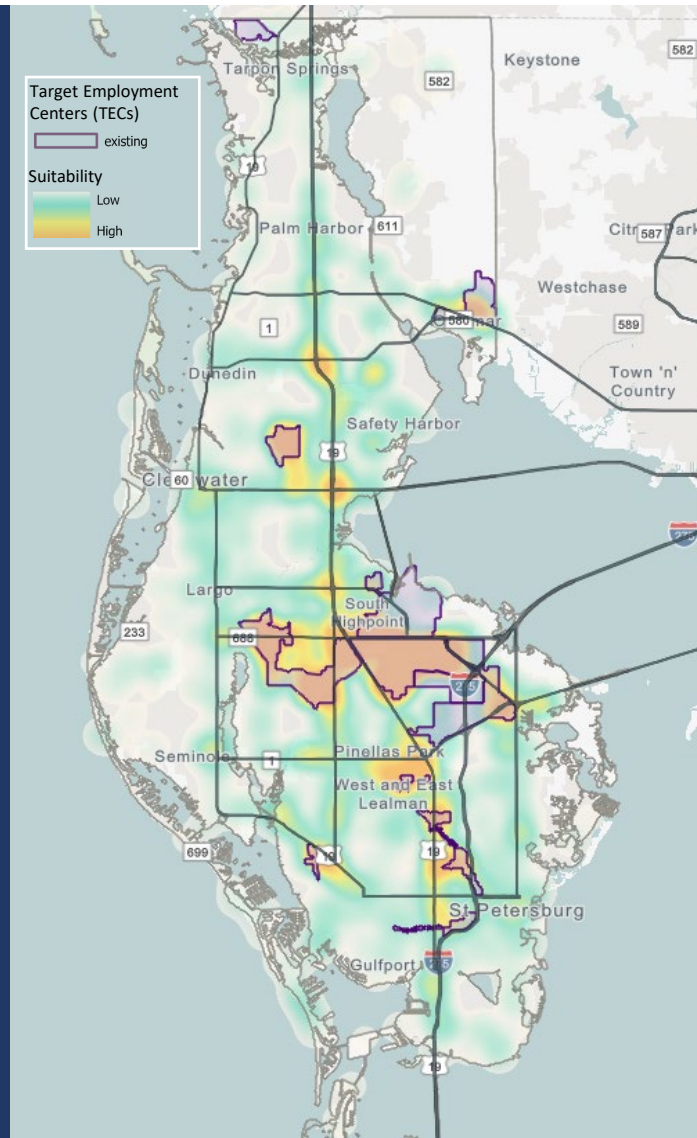
Office users seek high quality urban environments that are walkable and have nearby amenities like cultural destinations and other uses.

Highest walkability indices are in downtown St. Petersburg, downtown Clearwater, and along the 4th Street and Central Ave corridors.

Land Suitability



































The heat mapping shows the composite suitability for employment uses countywide with the overlay of the existing TEC boundaries.

This analysis combined with the market study, and stakeholder feedback helped inform locations for potential TEC expansion and the suggested new designations of targeted uses for different TECs.



Jobs and Housing Balance

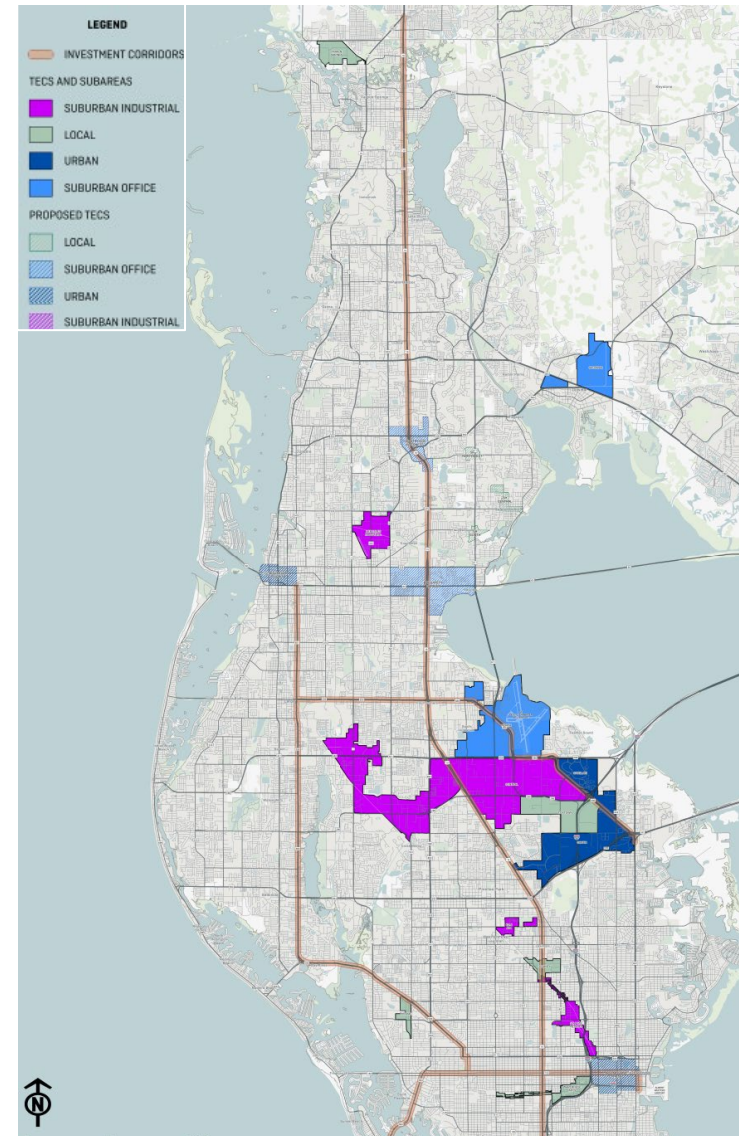
Economic Tradeoffs of Different Land Uses in Pinellas County

	Garden style Apts. 192 units	 Property tax \$180K	 Total taxes \$210K	 Direct jobs 0	 Jobs created thru household spending 65	 Paying: \$3.1M	 Value added \$5.8M
	Manufacturing Search instruments + Detection Mfg	 Property tax \$113.5K	 Total taxes \$164.5K	 Direct jobs 54	 Countywide Direct and Indirect jobs 158	 Paying: \$12.3M	 Value added \$20.7M
	Mixed- use Development 80 condo units, 100,00 square feet of office + commercial	 Property tax \$285K	 Total taxes \$550K	 Direct jobs 667	 Countywide Direct and Indirect jobs 964	 Paying: \$40.1M	 Value added \$46.6M
	Financial Services Portfolio management	 Property tax \$1.9M	 Total taxes \$2.8M	 Direct jobs 1,493	 Countywide Direct and Indirect jobs 5,166	 Paying: \$218.3M	 Value added \$308.4M
	Business Services Corporate HQ	 Property tax \$1.9M	 Total taxes \$2.7M	 Direct jobs 1,394	 Countywide Direct and Indirect jobs 3,246	 Paying: \$253.7M	 Value added \$347.3M

Source: Tampa Bay Regional Planning Council (TBRPC)

Policy Recommendations

The study recommends retaining the existing TEC areas and adding in new TECs in Clearwater at Countryside, Downtown and Gulf to Bay/US 19, Downtown St. Petersburg and industrial areas in Safety Harbor. It also includes allowing for mixed use in the Suburban Office, Urban and Local TEC categories.



Expansion of TEC geography and new place-based designations

TEC Local – These areas that house **smaller scale manufacturers and artisan users with industrial and warehouse space needs**. The TEC Local designation would allow for flex-space and mixed use in conjunction with local sub-area planning efforts (visioning studies, special area plans, etc.). An example of a TEC Local area would be the Warehouse Arts District in Downtown St. Petersburg.

TEC Suburban Industrial – These are areas characterized by **lower densities, large building footprints, suburban character and high auto-access**. These areas would encourage a mix of industrial and commercial uses, with an emphasis on industrial use preservation for target industries. An example of the Suburban Industrial designation would be the Central Gateway TEC.

TEC Suburban Office – These areas are where suburban office, retail and residential already exists in a campus-style character. These are areas with the **most potential for infill and redevelopment in more urban patterns with a greater vertical mix of uses**. These are areas also in need of the strongest placemaking enhancements to improve the sense of place, walkability and other amenities needed to attract more Class A Office users and create **new ‘centers’ of mixed-use activity**. An example of this type of place is Northern Gateway (Bay Vista).

TEC Urban – these are the existing and emerging urban areas of the county with larger scale target employment uses with **denser, vertically mixed-use character**. These are areas where the highest value Class A Office users seek to be. These locations also have high quality placemaking attributes that enable walk, bike and transit access with nearby amenities. Examples of these areas include Downtown St. Petersburg and Downtown Clearwater.



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 (Honeywell); Bottom right is new urban mixed-use office.

Photo Credits: Forward Pinellas Staff

Recommended TEC Locations and Designations

Target Employment Center	Existing	Proposed	TEC Designation
Tarpon TEC	x		TEC Local
Oldsmar TEC	x		TEC Suburban Office
Safety Harbor TEC		x	TEC Local
US 19/Clearwater Activity Center TEC		x	TEC Urban
Hercules Industrial TEC	x		TEC Suburban Industrial
Gulf to Bay/Safety Harbor/Clearwater TEC		x	TEC Urban
Downtown Clearwater		x	TEC Urban
Northern Gateway	x		TEC Suburban Office
Gateway Central	x		TEC Suburban Industrial
Gateway Carillon	x		TEC Urban
Gateway Landfill	x		TEC Local
Gateway Southern	x		TEC Urban
Gateway Western	x		TEC Suburban Industrial
Park Industrial Area	x		TEC Suburban Industrial
Lealman Industrial	x		TEC Local
Northwood Heights	x		TEC Suburban Industrial
Tyrone Square	x		TEC Local
Warehouse Arts	x		TEC Local
Downtown St. Pete		x	TEC Urban

Other Considerations

- Redevelopment Incentives
- 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 (May 2023)
- Local governments may begin updating local Comprehensive Plans to factor in Countywide Plan changes related to the TEILS work (after May 2023)