



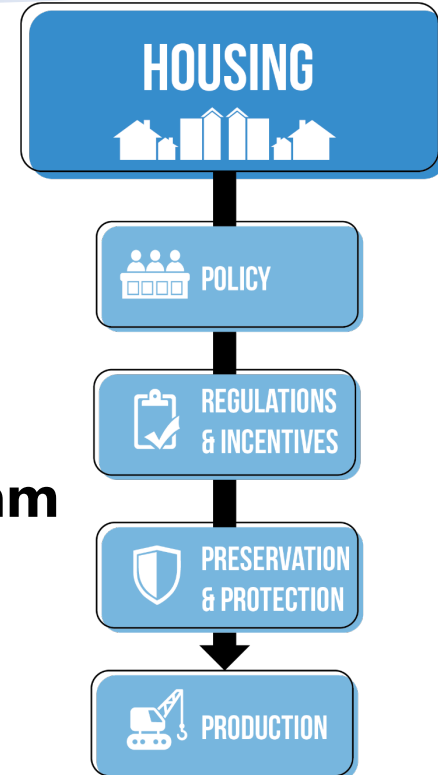
Countywide Housing Strategy

"Connecting our Community to Housing"

Forward Pinellas Board
June 9, 2021

The Housing Strategy

- Advantage Pinellas – Countywide Plan
- **Countywide Housing Compact**
- Comp Plan/Land Development Code Updates
- Investment Corridor Strategy
- Expanded rehabilitation programs – SHIP, HOME, etc.
- New Construction – Penny IV Housing Program



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

Major 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**

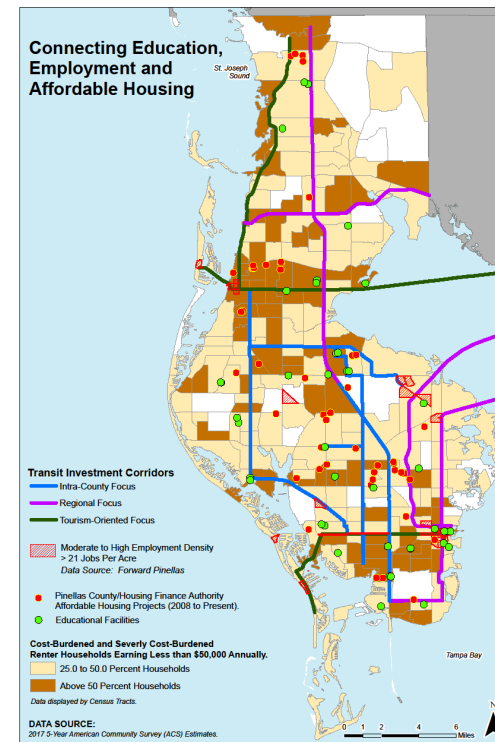
1. Strategic Focus Areas

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



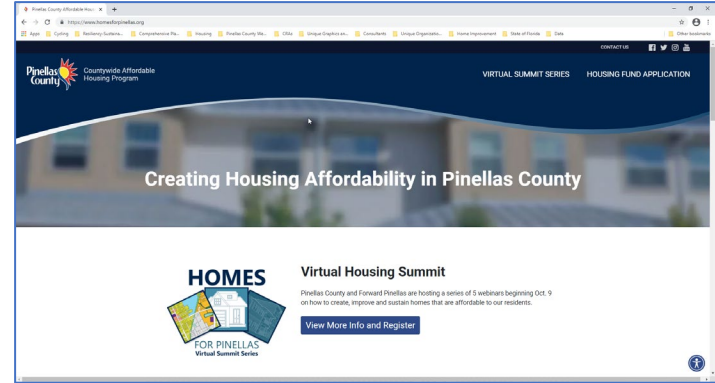
2. Developing an Action Plan

- 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

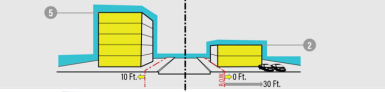

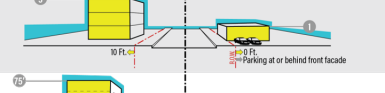

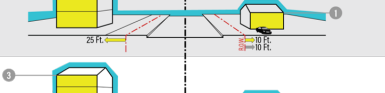
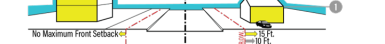
- **Shared web presence**
- **Social media outreach**
- **E-blasts, print media strategy**
- **Ongoing education program**



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 Uses Civil Support Uses
MAKERS 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?

**2nd and 3rd
QTR 2021**



- Compact - Partner Cities Outreach

**3rd and 4th
QTR 2021**



- Signing the Compact

2022



- Development of Housing Action Plan

