

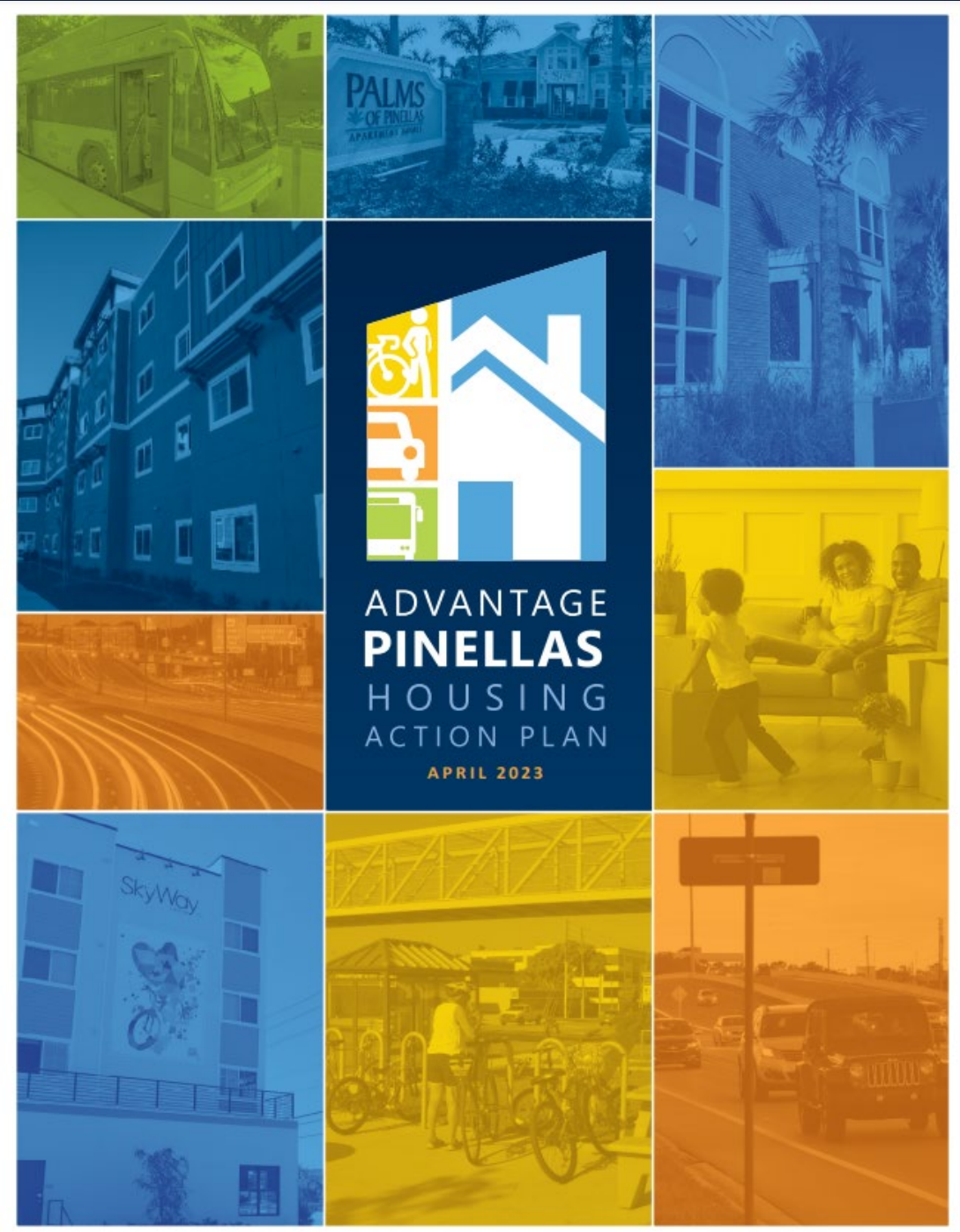
# Housing Action Plan Update

Forward Pinellas

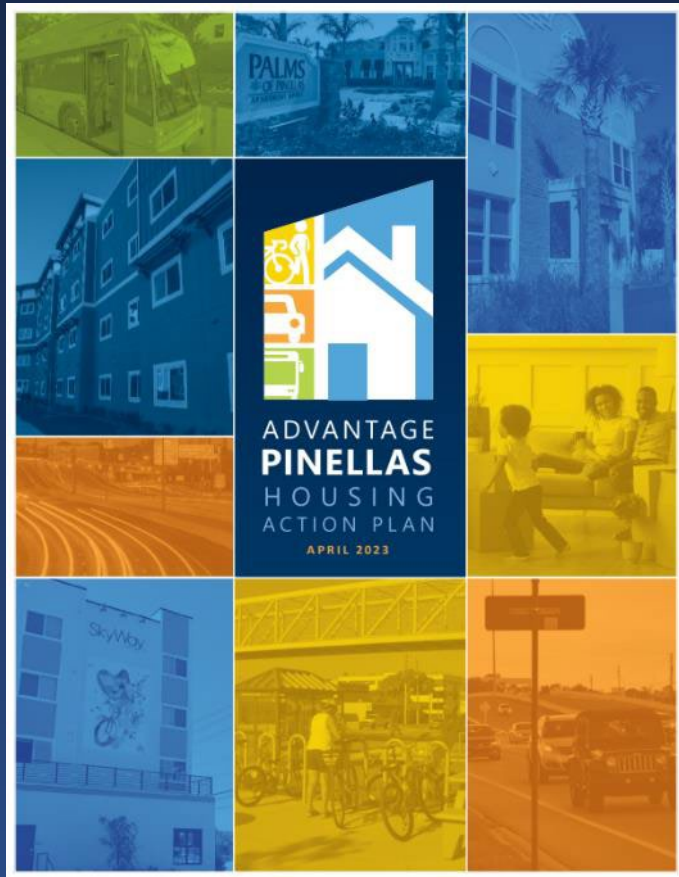
March 13, 2024



**FORWARD  
PINELLAS**  
Integrating Land Use & Transportation



# Housing Action Plan



Framework for a coordinated, countywide approach to increase and preserve affordable housing

Bimonthly updates:

- Progress on implementation projects
- Partner updates
- Stakeholder input
- Informational briefings



# Informational Briefing – Senior Housing





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# Housing Action Plan

**GOAL 5: Housing Choice**  
Provide safe, quality housing that is accessible to **residents of diverse ages and abilities**, and that provides both rental and ownership opportunities.



Image: Wayne Homes, February 2024





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# Why focus on senior housing?

- Unique needs
- Demographic changes
- Economic factors
- Benefits



Image: Apartments.com, February 2024



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# Senior residents have unique housing needs

- Safety
- Accessibility
- Upkeep
- Proximity to caregivers
- Access to services



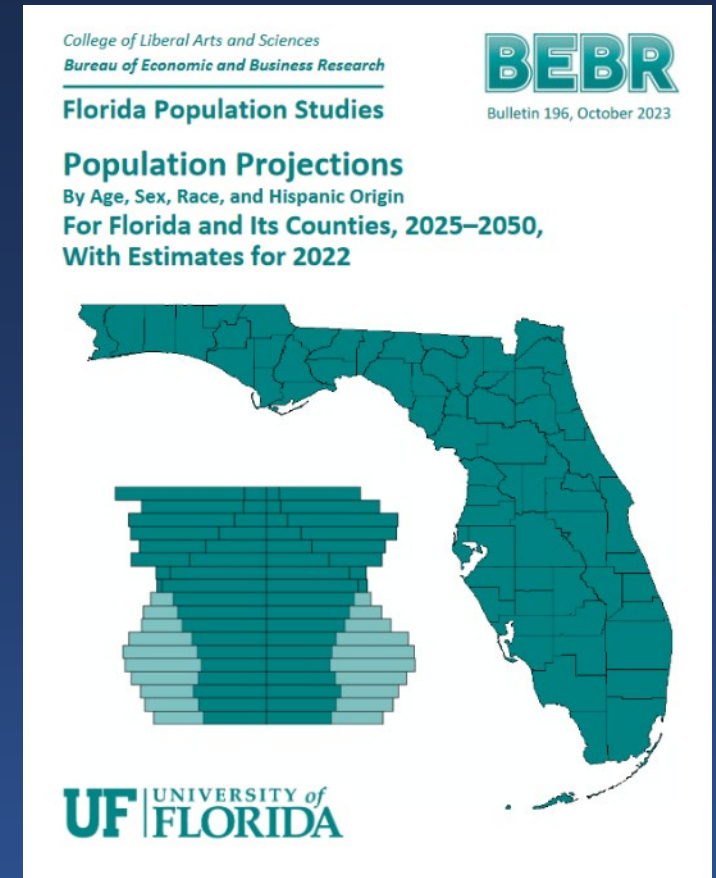


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# Seniors are the fastest-growing demographic group

## According to official State of Florida population projections:

- Pinellas residents aged 65+ will increase by 28% by 2050
- Residents aged 80+ will more than double
- Residents aged 18-64 will remain virtually unchanged





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# Many seniors face economic challenges

- Fixed incomes
- Inflation
- High cost of medical care
- Increased housing costs
  - Rent/mortgage
  - Property insurance
  - Maintenance fees

FLORIDA TREND REAL ESTATE

## Florida seniors worry they'll lose homes over skyrocketing insurance

| 1/29/2024


ECONOMY

## Younger baby boomers are facing a homelessness crisis as rents skyrocket and outpace Social Security

[Cork Gaines](#) Updated Jan 2, 2024, 6:03 AM EST

Share

## Florida's Housing Crisis: Seniors Bear the Burden

 Gayle Kurtzer-Meyers | 15 days ago





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# Investing in senior housing benefits everyone

- Increased health and well-being
- Reduced health care and social services costs
- Greater independence
- Continued participation in the community



Image: The Palms of Largo, February 2024



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# Types of senior housing

- Aging in place
- Accessory dwelling units
- Age-restricted communities
- Supportive senior housing
- Continuing care retirement facilities
- Residential health facilities



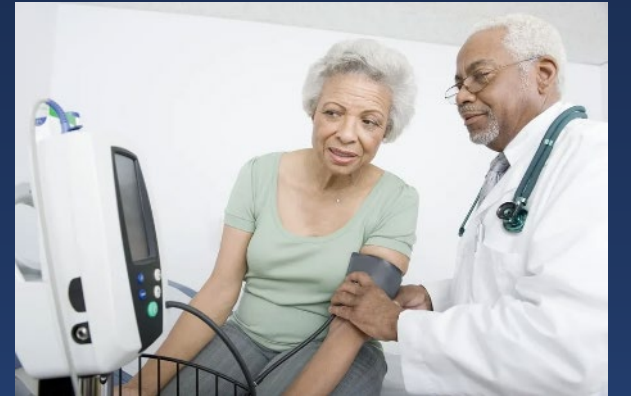
Image: HistoricShed.com, January 2024



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## Other needs

- Grocery stores
- Pharmacies
- Medical care
- Social services
- Transit
- Active transportation
- Location outside the Coastal High Hazard Area







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# Regulatory challenges & opportunities

## Allow higher densities

- Independent living units are **residential** (units per acre)
- Assisted living facilities and nursing homes are **residential equivalent** (beds per acre)

## Campus Map

*Independent Living*  
*Assisted Living*  
*Memory Care*  
*Rehabilitation*  
*Long-Term Care*  
*Respite Care*

*Day Care & Pre-school*  
*Residential Living*  
*55+ Residential Living*  
*Deli & Venue*  
*Fitness Center*  
*Pediatric Care*



Image: The Palms of Largo, February 2024





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# Regulatory challenges & opportunities

## Allow a broad mix of uses

- “Town center” to encourage physical activity
- Medical offices
- Employee housing
- Educational facilities
- May not fit into a single land use category



Image: Freedom Square of Seminole, February 2024



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# Regulatory challenges & opportunities

## Reduce parking requirements

- Supportive transportation services meet many seniors' needs
- Less car ownership means fewer spaces are needed
- Require design for drop-off/pick up



Image: Call the Care Miami, February 2024



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# Regulatory challenges & opportunities

## Encourage universal design

- Homes designed to be used by people of all ages and abilities
  - Entries without steps
  - Slip-resistant flooring
  - Wider doors/hallways
- Require or offer incentives



Image: Colorado Springs Homes, February 2024





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# Countywide Rules

- Local governments may offer density/intensity bonuses for senior housing
- Must design for accessibility and age-appropriate physical activity
- May not locate in the Coastal High Hazard Area



Image: Burlington Post, St. Petersburg  
via Apartments.com, February 2024





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# Community messaging

- Provide information on the benefits of senior housing
- Understand and address neighborhood concerns
- Counter perceptions with existing, local examples
- Encourage community allies

## Supportive Housing Can Produce Health Care Savings

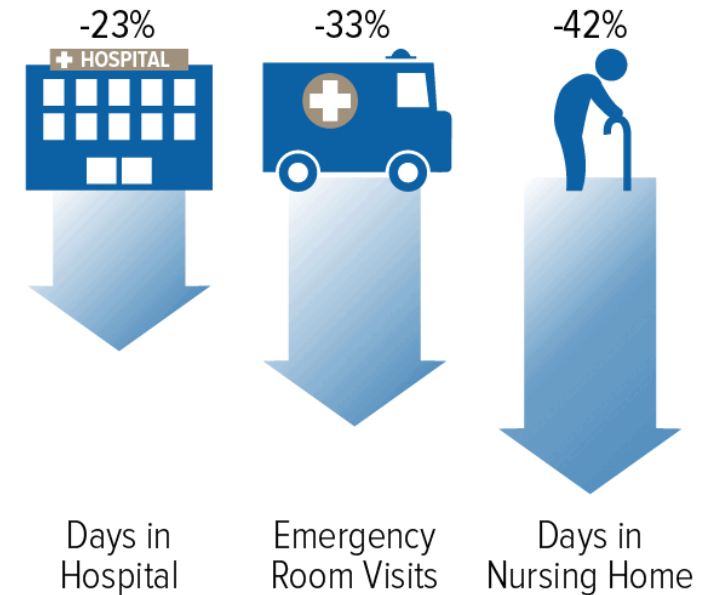


Image: Center on Budget and Policy Priorities, May 2016



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# Coordination with other housing efforts



Area Agency on Aging  
*of Pasco - Pinellas, Inc.*



PINELLAS  
Community  
Foundation  
*Giving Humanity a Hand Since 1969*

## Senior Housing Community Action Plan

- Addressing the high influx of seniors in housing distress
- Roundtables with housing authorities, planners and developers
- Forward Pinellas and Pinellas County staff are participants



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# Coordination with other housing efforts



## Bay Pines Housing Collaborative

- Addressing needs of veterans at risk of homelessness
- Bringing together social services, affordable housing and planning staff
- Forward Pinellas staff is a participant



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# Housing Action Plan implementation projects

- Model regulations and incentives in the Regulatory Toolkit
- Addressing community concerns in the Housing Campaign
- Data to guide local policy in the Countywide Housing Targets Study
- Online Mapping and Analysis Tools to inform regulatory decisions





**Questions?**