



**FORWARD
PINELLAS**
Integrating Land Use & Transportation

Target Employment and Industrial Land Study Update Scope of Service Overview

Forward Pinellas Board
October 13, 2021

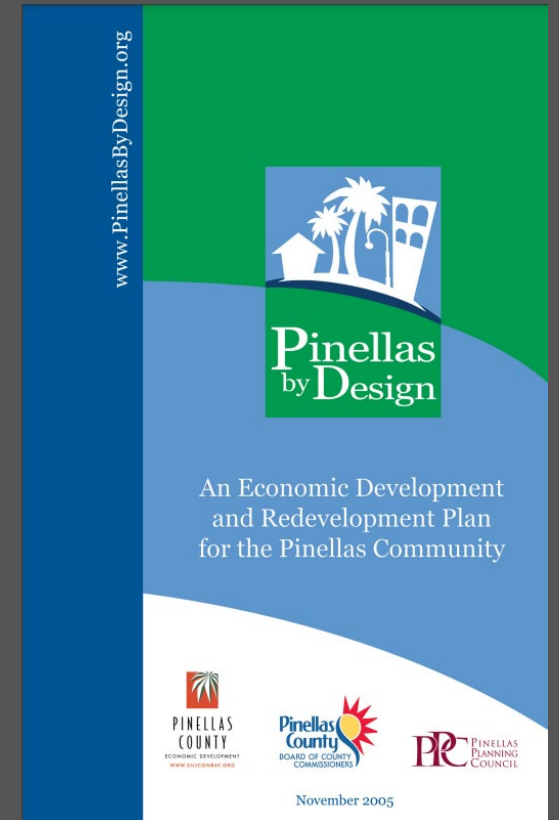
Pinellas By Design (2005)

Vision – A Community of Quality Communities

Plan Strategies

Enhance Pinellas County as a “*Community Of Quality Communities*” by creating an environment where high-wage jobs are created, communities are revitalized, and natural resources are protected, sustaining the county’s quality of life

- Education and communication
- Intergovernmental coordination
- Public and private investment
- Redevelopment code strategies



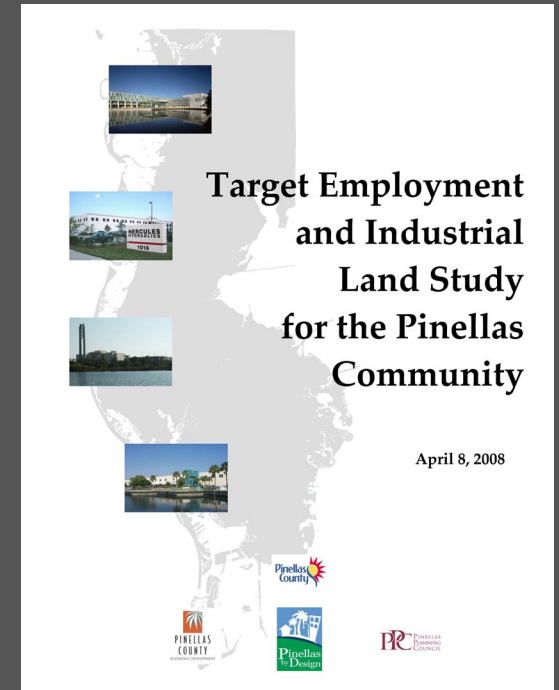
Target Employment & Industrial Land Study (2008)

Key Findings

- 264 acres of land designated for industrial use were converted to other designations between 2003-2006
- 8,000 acres is needed to accommodate 182,000 new jobs – only 4,000 acres of vacant land was available to accommodate target employment

Recommended Actions

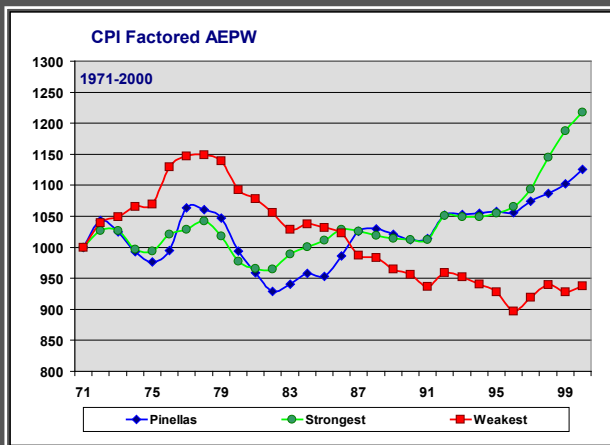
- Invest in Economic Development
- Implement New Regulatory Techniques to Preserve Land for Target Employers
- Develop Financial Incentives and Programs



Land for Target Employment Study (2021)

Study Objectives

- Evaluate the Effectiveness of the Existing Regulatory Framework
- Needs Assessment of Current and Desired Target Industries and Pinellas County
- Determine Strategies that Balance Competing Countywide Interests
- Develop a Series of Amendments to the Countywide Plan (i.e., Rules, Map, and Strategies)



Land for Target Employment Study (2021)

Next Steps

- Select a project consultant team in October 2021
- Begin the study in November 2021
- Study completion anticipated by Summer 2022
- Periodic updates will be provided to various stakeholder groups including the Forward Pinellas Board and the Countywide Planning Authority





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Questions?

