

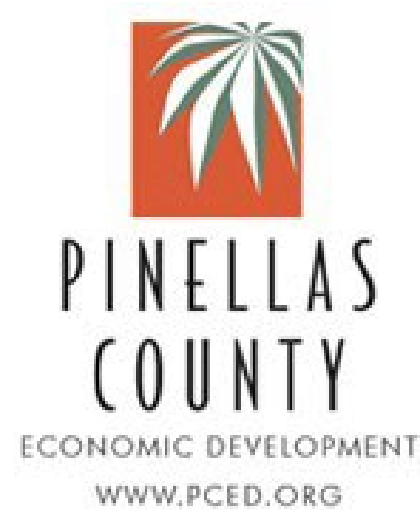
Target Employment & Industrial Land Study (TEILS) – Board Update

October 12, 2022

Study Team



**FORWARD
PINELLAS**
Integrating Land Use & Transportation

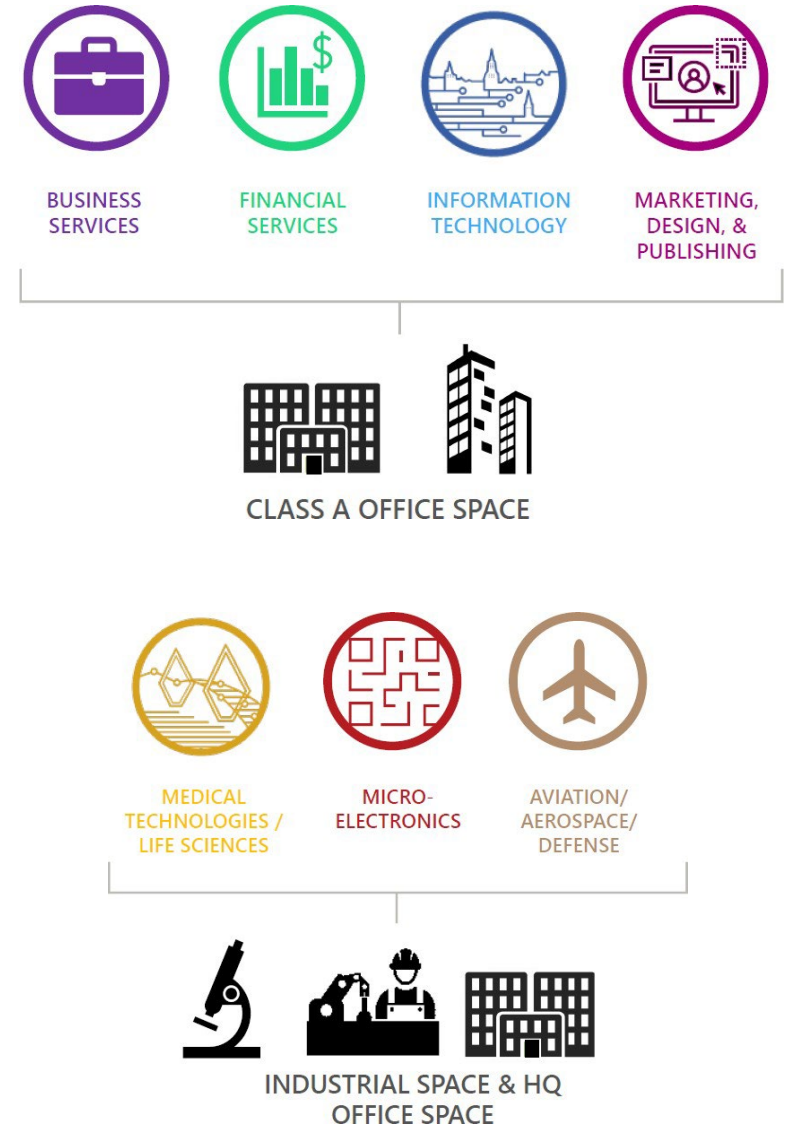


How can we continue to foster a healthy economy given competing interests for limited land?

Key Findings

Market Study

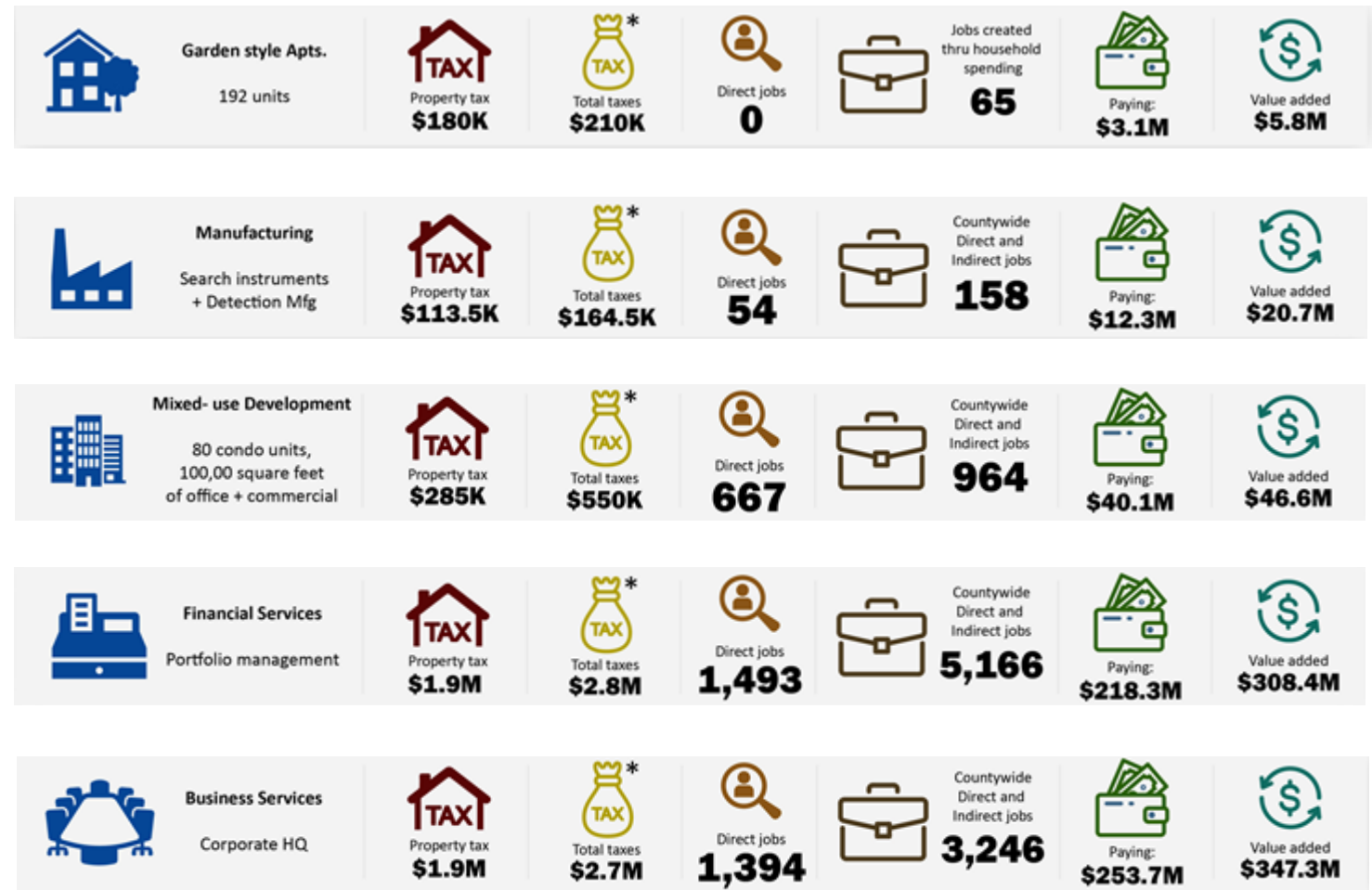
- Target Industry Focus – Not all jobs are equal
- Within Target Industries
 - Strongest growth potential in Class A office-based building typologies
 - Industrial building renovations needed to retain
- Office users – “Flight to Quality”
- Industrial – larger vacant land desired; renovate, retain and grow existing users



Key Findings

Tampa Bay Regional Planning Council Analysis

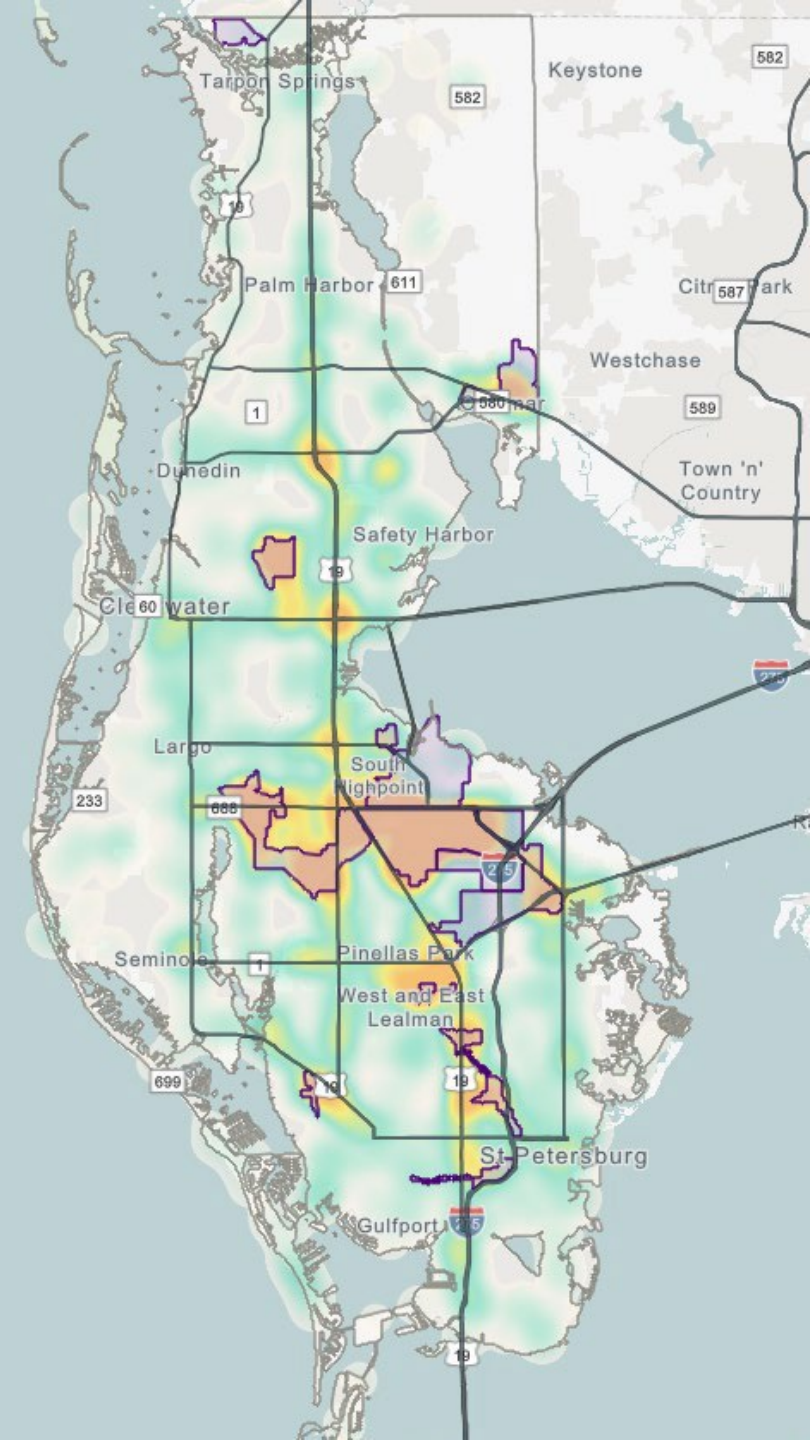
- Analyzed economic impacts of land conversions
- Focused on residential vs. target employment



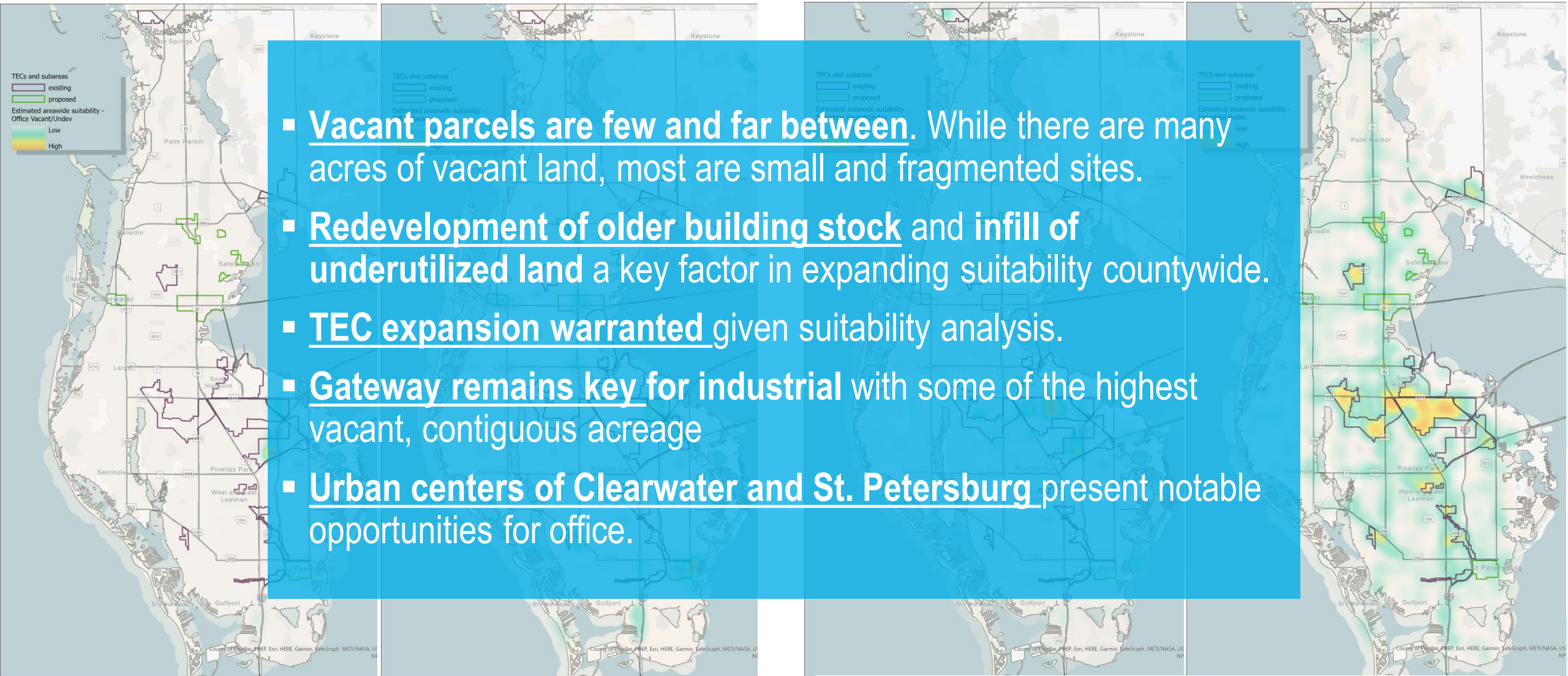
Land Suitability Analysis

DEVELOPMENT SUITABILITY

- What locations in Pinellas County offer suitable conditions for developments marketed to targeted industries?
 - Two development typologies:
 - Office
 - Industrial/Flex
 - Suitability considerations
 - Site size
 - Access to transportation
 - Access to workforce
 - Proximity to similar land uses
 - Quality of urban environment
 - Environmental lands
 - Vacant/undeveloped land vs. redevelopment opportunities



Office and Industrial Suitability – Key Findings



- Vacant parcels are few and far between. While there are many acres of vacant land, most are small and fragmented sites.
- Redevelopment of older building stock and infill of underutilized land a key factor in expanding suitability countywide.
- TEC expansion warranted given suitability analysis.
- Gateway remains key for industrial with some of the highest vacant, contiguous acreage
- Urban centers of Clearwater and St. Petersburg present notable opportunities for office.

Office Vacant

Office Redevelopment

Industrial Vacant

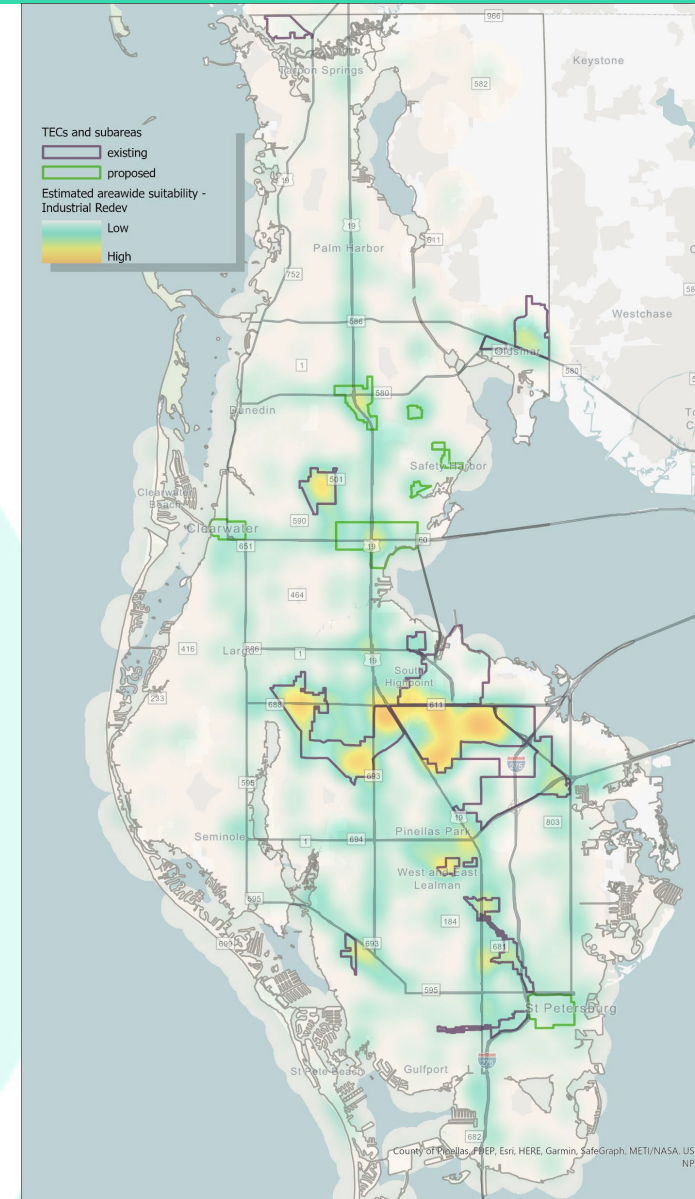
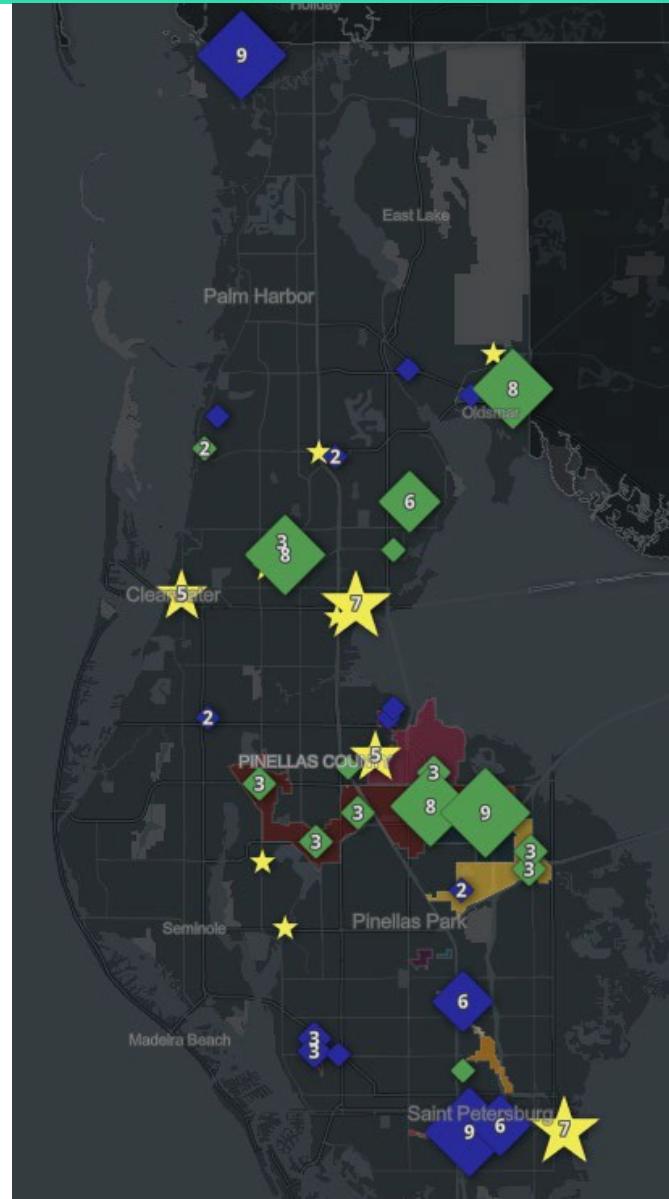
Industrial Redevelopment

Draft Policy Recommendations

Policy Drivers



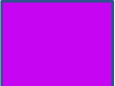

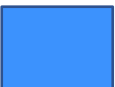


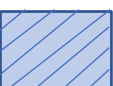
Market Study, Land Suitability and Stakeholder Feedback

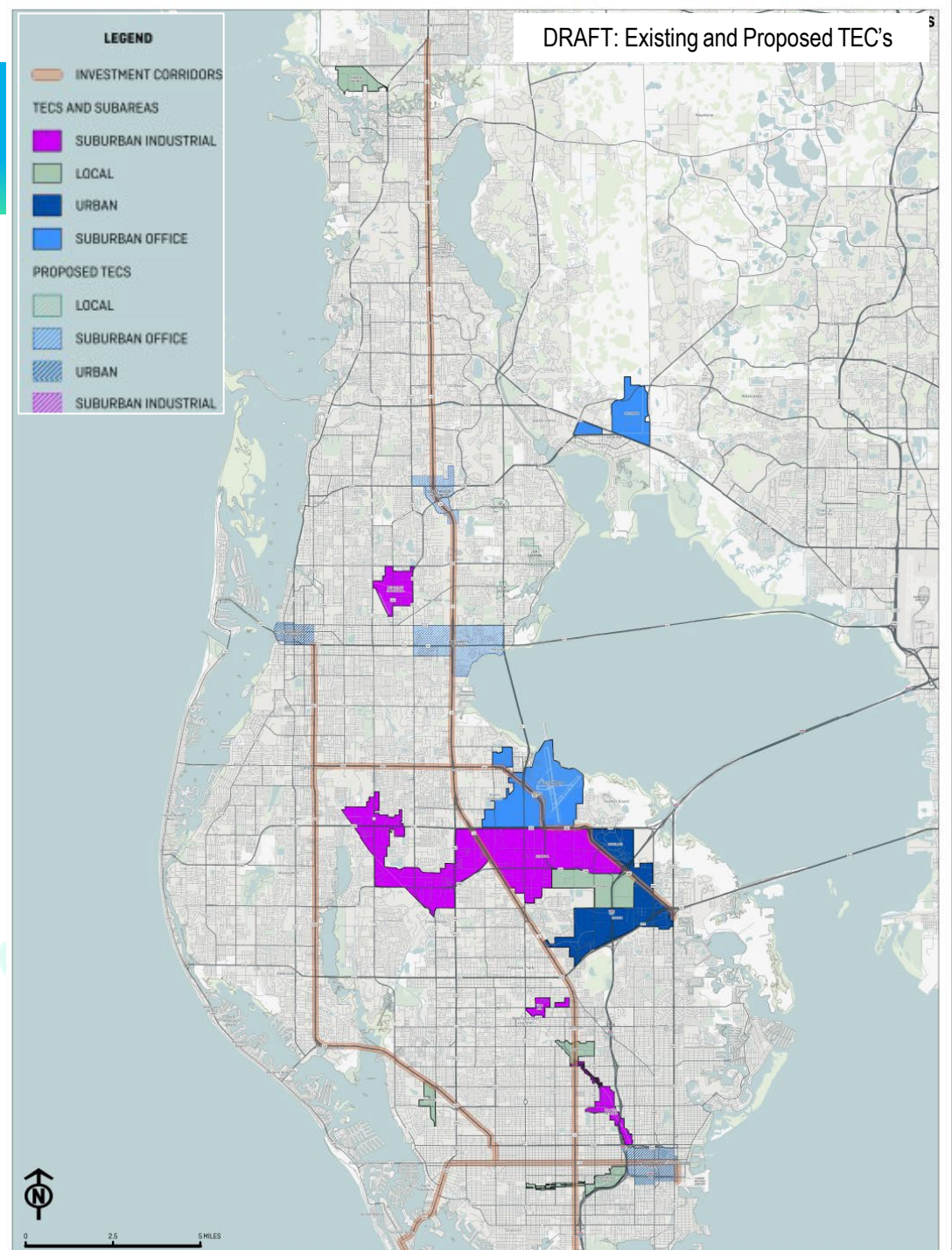
- To meet projected demand, need to retain existing and designate new TECs
- Each TEC needs a different strategy
- Mixed-use appropriate in many TECs
- Target Industry industrial requires renovation and expansion of existing
- Creating great 'places' for office-based clusters outside of urban centers will be key



Policy Recommendations

Create tailored land use for each TEC

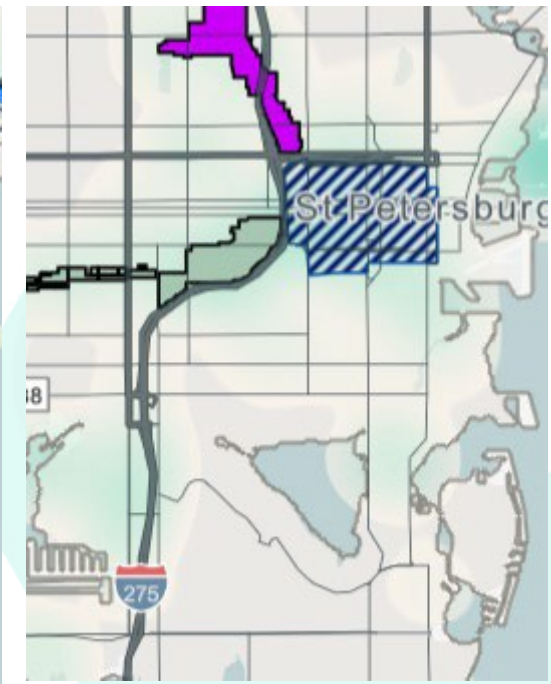
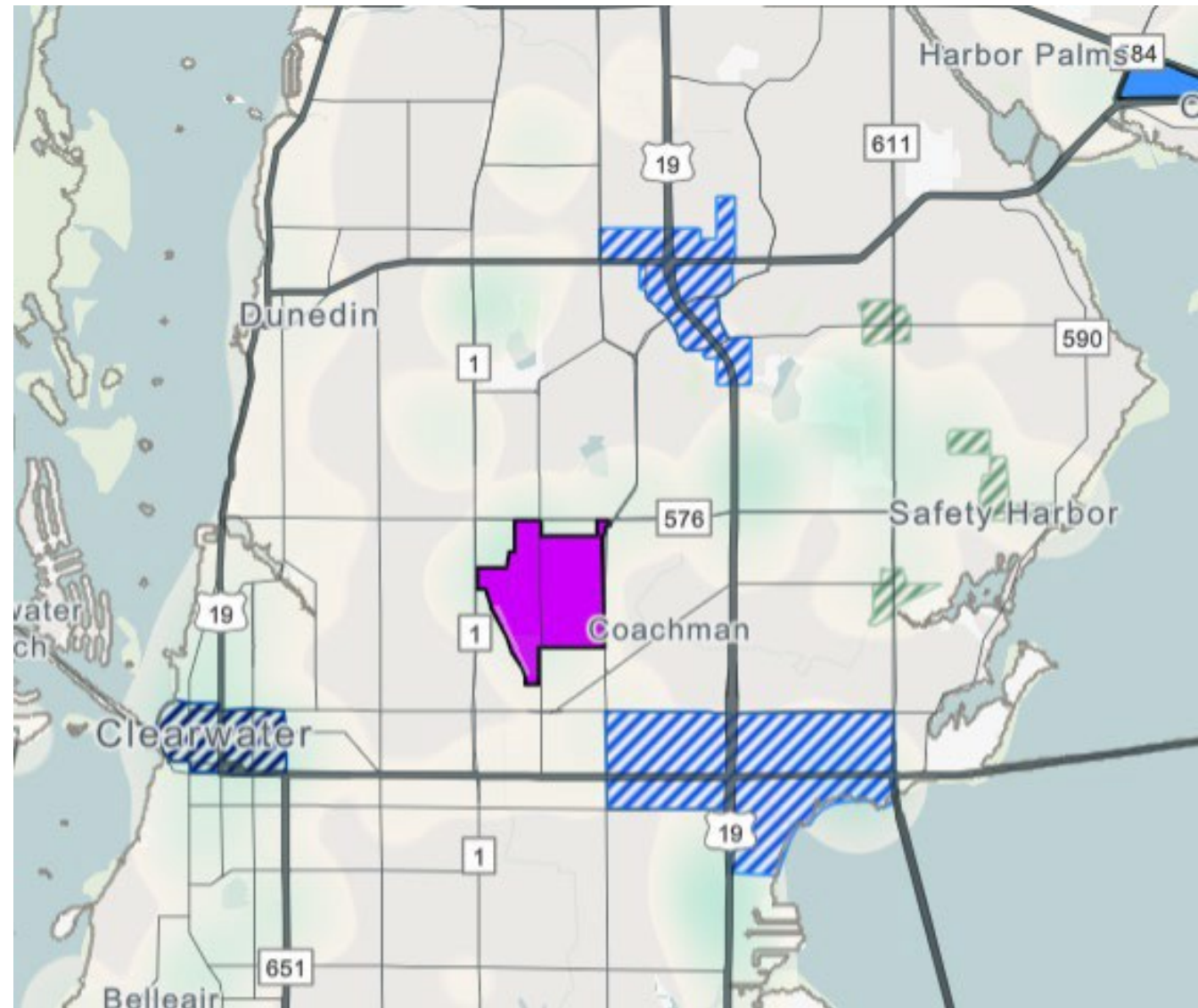
Existing	Proposed	
		TEC – Local
		TEC – Suburban Industrial
		TEC – Suburban Office
		TEC – Urban



Policy Recommendations – Designate New TEC's

Proposed New TECs

- Clearwater – Countryside
- Safety Harbor
- Clearwater – Gulf to Bay/US 19
- Clearwater – Downtown
- Downtown St. Petersburg



Next Steps

- Meet with our local stakeholders again with findings and proposed policy recommendations (Ongoing-November)
- Bring TEILS findings and recommendations to our various subcommittees (October)
- Bring TEILS final report, findings and recommendations to our Board for adoption (November)

Questions?