

US 19 CORRIDOR

Land Use & Economic Analysis-LARGO

FINAL REPORT

April 2018



**FORWARD
PINELLAS**
Integrating Land Use & Transportation

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01 Executive Summary

Study Overview

The *US 19 Land Use and Economic Analysis Study* for the Largo area is a planning effort by the City of Largo and Forward Pinellas to analyze land use and development conditions along specific stretches of the US 19 corridor. This study is being developed in cooperation with the Forward Pinellas US 19 SPOTlight initiative to develop a County-wide vision for the US 19 corridor.

As shown in Figure 1, the study area is located in Largo, a city in Pinellas County. The study area (Figure 2) extends approximately three-quarters of a mile around a three-mile-long segment of US 19 between Belleair Road and Ulmerton Road. The city of Pinellas Park is at the southern end of the study area and Clearwater is located to the north.

This executive summary provides an overview of the study, key findings, and a summary of recommendations for the project. Included in this report is information on land use, development characteristics, and redevelopment potential in the study area; an overview of the existing planning context for the County; a review on access and mobility within the study area; and an analysis of demographic, economic, and market data, as well as market redevelopment potential.

Figure 1. Regional Context Map

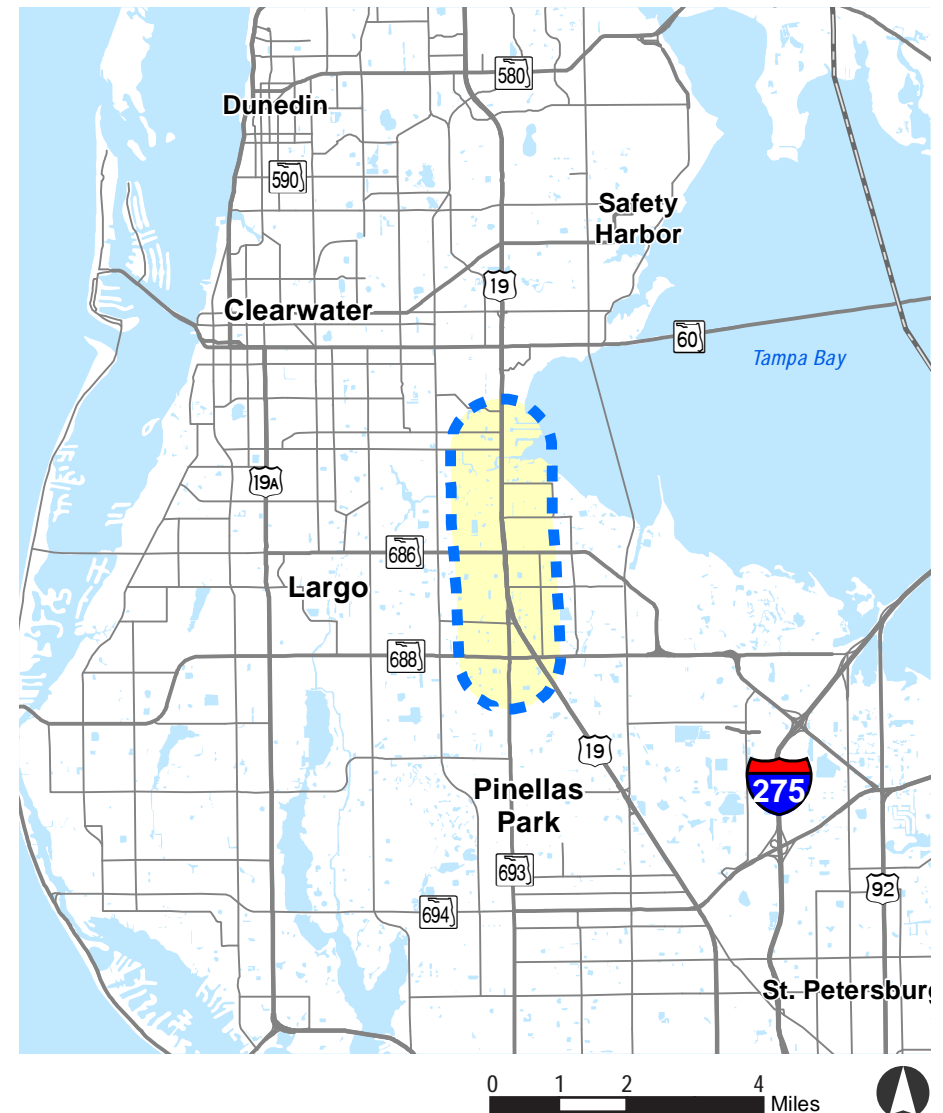
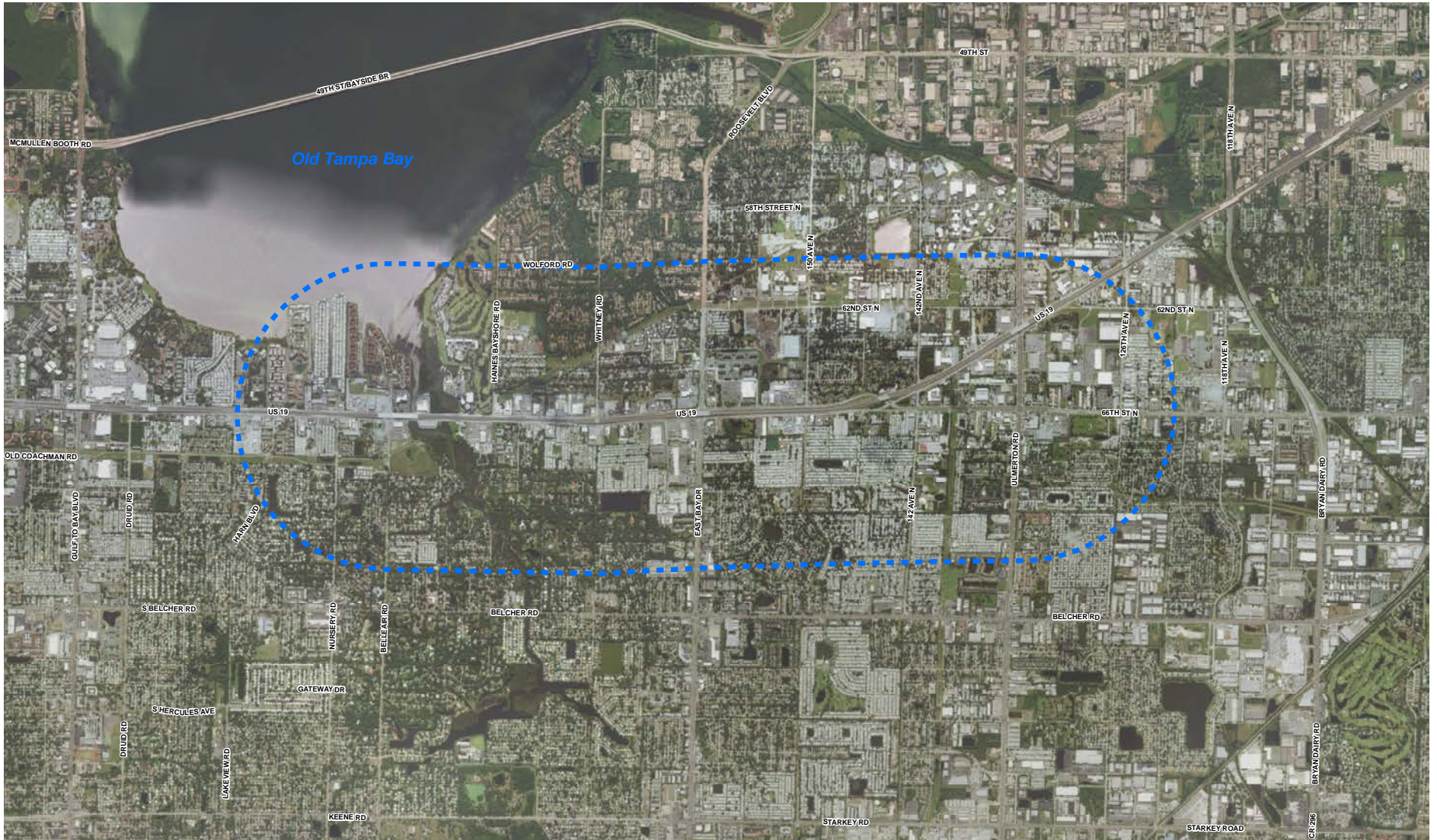
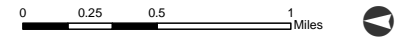


Figure 2. Study Area Map



Study Area Map
US 19 Economic & Land Use Analysis - Largo



Key Findings

Analyses completed for the study led to the following findings regarding the extent and form of change likely for properties along the corridor.

Central Location and Gateway Proximity Shape Market Position

The corridor's central location in the County and proximity to the Gateway district are the two factors most likely to drive future investment along the corridor. The central location allows for streamlined commutes to and from regional residential and employment destinations. Additionally, Gateway's position as an important regional employment center is projected to strengthen as major employers like Jabil commit to long term investment programs. As Gateway develops, the US 19 corridor in Largo is well-positioned to attract supporting lodging, retail, residential, and office uses.

US 19, Gateway, and Other Transportation Improvements Impact Opportunities

The corridor is expected to benefit in the future from major transportation investments planned for northern segments of US 19, the Howard Frankland Bridge widening, and the introduction of express lane connections through Gateway and along I-275. These changes will improve connections between the corridor and major regional destinations, and thus improve the competitive position of properties with high levels of visibility and access from the regional road network. Projects at major crossroads will likely experience the greatest benefits, while those in less visible, disconnected locations will tend to attract uses less dependent on easy access and high levels of visibility.

Potential for Transformative Change

Analysis conducted for the study indicates there is limited potential for large scale development or redevelopment along the corridor, at least in the short term. Sites with US 19 frontage are largely developed, few larger vacant sites are available, and the best positioned properties, including those at the US 19 interchange at East Bay Drive and Roosevelt

Bldv, have recently been redeveloped. Over the long term, however, the corridor's character could substantially change through redevelopment of manufactured housing parks. Should some or all of these properties become available for redevelopment, the west side of the corridor north and south of East Bay Drive could experience major changes in use. Future planning should carefully assess this potential and establish policies and objectives to ensure investment meets the community's goals for the creation of sustainable, connected, and attractive places.

Next Steps

Forward Pinellas and the City of Largo should collaborate on the establishment of a preliminary framework for land use and development. The framework should focus on the major crossroad locations identified in Chapter 2; be designed to promote more compact, intense, and connected destinations; and help address challenges associated with conventional forms of auto-oriented, strip commercial development. The framework should include a vision statement, the definition of place types to guide future planning efforts, and planning strategies describing the preferred form, pattern, and character of development and redevelopment.

The vision, place types, and planning strategies would provide a starting point for the following actions:

- completion of a Special Area Plan for the corridor designed to meet City and Forward Pinellas requirements;
- refinement of goals, objectives, and policies in the City of Largo Comprehensive Plan;
- drafting of new form-based design and development standards to guide private investment;
- definition of context-sensitive design standards and approaches for transportation and mobility improvements; and
- establishment of corridor-specific economic development incentives focused on promoting appropriate forms of reinvestment and redevelopment.

02 Land Use & Regulatory Context

The following section documents existing land uses in the study area and provides a closer look at conditions with the potential to influence future land use and redevelopment.

Land Use & Development

The study area includes over 3,000 acres of land divided into over 4,000 individual parcels. As shown on Table 1 and Figure 3, residential uses account for 49 percent of land uses in the study area, and commercial and office uses account for 13 percent. In general, parcels fronting directly on US 19 are in some form of commercial, office, or multifamily residential use, and parcels just off the corridor are primarily in single-family residential use. Twelve percent of land in the study area is industrial. Much of this industrial land is clustered in the southern portion of the study area with the largest parcel belonging to the Honeywell Aerospace manufacturing site. Because of its proximity to Old Tampa Bay, the study area's northern region between Haines Bayshore Road and Nursery Road is in a Special Flood Hazard Area. The Cove Cay Country Club and Pinellas County State Aquatic Preserve occupy this land, which helps to abate flood risk in the area.

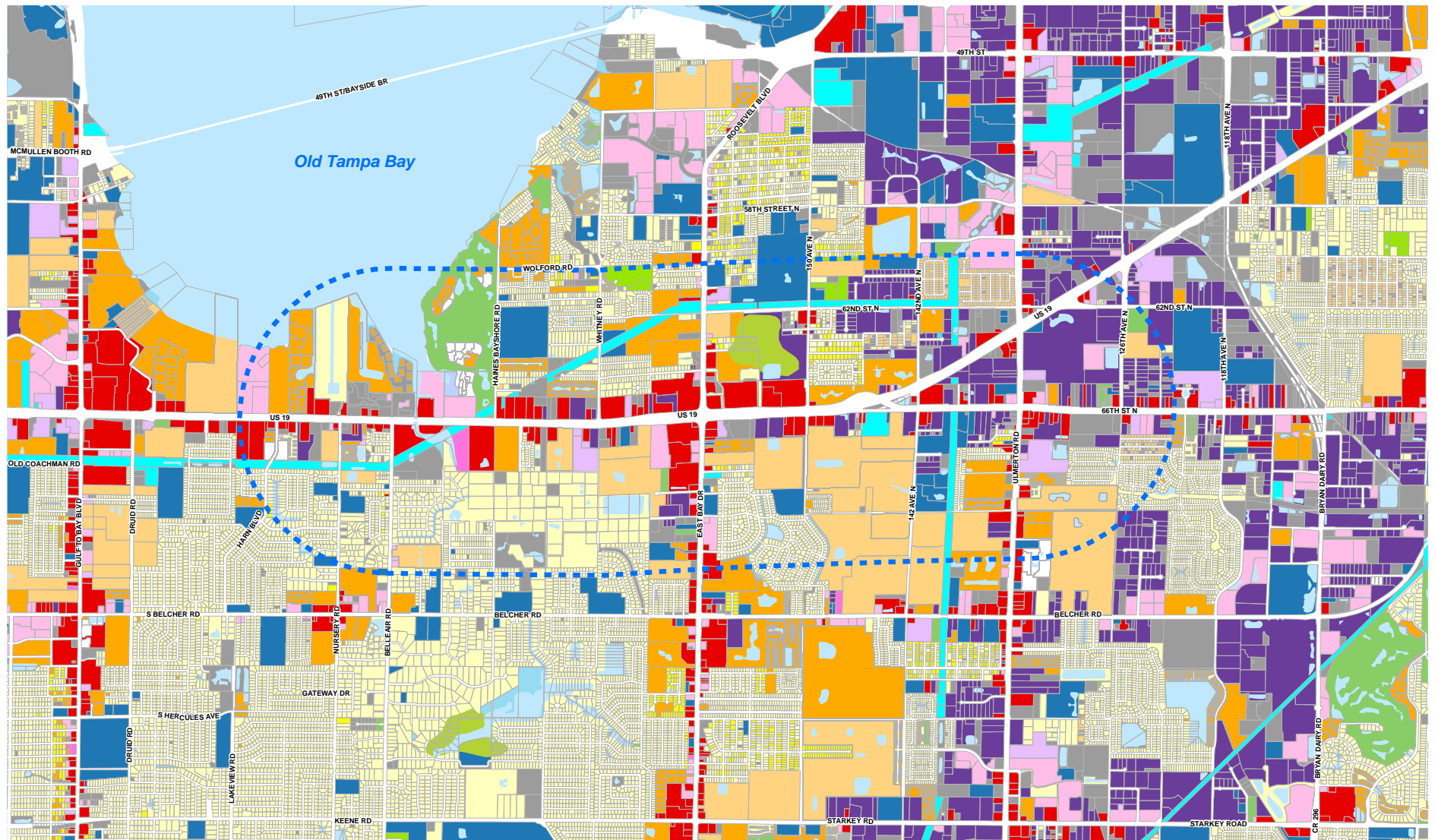
Existing land uses were determined using parcel-based data available from the Pinellas County Property Appraiser's Office (PCPAO) and Forward Pinellas.

Table 1. US 19 Study Area Existing Land Use

Existing Land Use	Parcels	Acres	Percent
Residential	3,472	1,719	49%
<i>Single-Family</i>	2,389	843.9	24%
<i>Duplex/Triplex/Fourplex</i>	92	27.4	1%
<i>Multifamily</i>	611	362.9	10%
<i>Mobile Home</i>	380	485.0	14%
Commercial	145	308.6	9%
Office	45	134.6	4%
Resort	12	46.6	1%
Mixed Use	1	10.4	0%
Marina	1	4.6	0%
Industrial	196	420.1	12%
Agricultural	5	27.5	1%
Institutional	41	230.0	7%
Transportation/Utility	28	125.1	4%
Water/Drainage	12	19.8	1%
Recreation/Open Space	9	134.8	4%
Vacant	272	312.6	9%
TOTAL	4,239	3,494.0	100%

Source: Pinellas County Property Appraiser

Figure 3. Existing Land Use & Wetlands



Existing Land Use
US 19 Economic & Land Use Analysis - Largo



Source: Forward Pinellas, Pinellas County Property Appraiser, FEMA

Development Characteristics

FORM & CHARACTER

Although the character of areas along US 19 changes from place to place as discussed below, most areas were developed following conventional suburban models. Typical projects along the corridor include single-use, low-rise buildings set back behind simple landscape strips and one or more bays of parking. Architectural and landscape design treatments are typical of suburban locations throughout the region, streetscape and public space improvements to support pedestrian and transit travel are minimal or non-existent, and individual projects usually are not well connected to adjacent projects or nearby neighborhoods.

As shown in Figures 4 through 8, building types along the corridor include large-format retail buildings, in-line retail strips, and stand-alone retail and office buildings on out-parcels and individual sites. The corridor also includes a number of larger-scale manufactured housing projects west of US 19 to the north and south of East Bay Drive. The southern end of the corridor is developed with smaller scale light industrial uses in a variety of configurations. Although several multi-family residential and office uses are in close proximity to retail and restaurants, deep building setbacks, the lack of a local street grid, and limited streetscape and pedestrian amenities make walking from place to place an impractical alternative to driving. This is particularly true for the corridor's neighborhood-serving shopping and dining destinations at East Bay Drive and Roosevelt Boulevard – recently constructed projects to the west and east of the corridor function primarily as auto-oriented destinations.

In the areas located between the local shopping destinations, the character of development is driven partially by parcel size. Over time, the subdivision of sites has resulted in a fragmented pattern of smaller sites with individual strip centers, retail buildings, and small offices interspersed among larger sites housing auto dealerships, mobile home parks, and low-rise apartment complexes. On average, sites in the in-between areas are

smaller than those found at the cross streets, but suburban building forms and site configurations predominate.

The suburban character of the corridor, the result of both market forces and development codes in effect in the recent decades, may limit redevelopment potential, especially in areas with relatively small parcel sizes, fragmented ownership, and disconnected networks of local streets and drives. In these more challenged areas, the form and pattern of development may limit the potential of owners to adapt to changing market conditions and attract investment.

The current character and quality of development also makes it difficult to distinguish between subdistricts and destinations within the study area. Due to the generic quality of many landscape and architectural designs, and the lack of investment in streetscapes and public spaces, the corridor's image is indistinguishable from other suburban corridors in the region. The lack of a unique or compelling "brand" for the Largo section of US 19 may limit the City's ability to attract investment and promote the corridor as a regional destination and attractive market development.

Figure 4. Shopping Strip Center - US 19 at East Bay/Roosevelt



Source: 2017 Pictometry

Figure 5. Office Types - US 19 at Belleair Road



Figure 6. Housing Types - US 19 at 142nd Avenue North



Figure 7. Industrial Types - US 19 at Ulmerton Road



Figure 8. Retail and Housing - US 19 at 150th Avenue North



Source: 2017 Pictometry

DEVELOPMENT INTENSITY

The development intensity of parcels was calculated to indicate general levels of utilization within the study area. Usually, areas with low levels of utilization are considered to have higher potential to redevelop and those with higher levels of utilization are considered less likely to experience redevelopment pressure. Development intensities were determined by calculating the floor area ratio (FAR) for retail, office, or industrial parcels.

As shown on Figure 9, the average development intensity within the study area is relatively low, falling under 0.4 FAR. Such intensities are generally lower than those permitted under the future land use categories but are consistent with intensities found along commercial arterials throughout the Tampa Bay region. Typical suburban forms of development like automotive dealerships, shopping centers, in-line strip centers, and stand-alone commercial buildings on pad sites tend to fall into the lower-intensity categories due in part to parking requirements and conventional development practices favoring single-story, single-use forms of development served by surface parking.

Although utilization rates are generally low, the analysis does show pockets where intensities are higher than average. As shown on Figure 9, the highest development intensities are located at the southern end of the study area near Ulmerton Road. Larger properties with the highest FAR along the corridor include: the Clearwater Storage facility east of US 19 north of 142nd Avenue North (0.48 FAR), the Porpoise Pool & Patio store east of US 19 at 142nd Avenue North (0.42 FAR), the Public Storage west of US 19 at 146th Avenue North (0.43 FAR), the A-AAKey Mini Storage west of US 19 at 142nd Avenue North (0.43 FAR), and the National Aviation Academy at US 19 and Ulmerton Road (0.90 FAR).

NOTE: Development intensities were evaluated based on data collected and reported by the Pinellas County Property Appraiser and may not reflect development intensity reported by other sources.

AGE OF CONSTRUCTION

Age of building construction is another factor influencing a property's competitive position and probability of redevelopment. As shown on Figure 10, buildings fronting the US 19 corridor were built at various times from pre-1960 to the present. A small majority of buildings were built between 1980 and 1999. A large newly-constructed (2000 to present) site lies at the intersection of US 19 and East Bay Drive. Businesses found here include Walmart Supercenter, Wawa, McDonalds, Pinch A Penny Pool Patio Spa Headquarters, and Gateway North Apartments. Pinellas Technical College - Clearwater was also built post 2000 and is located east of US 19 at 62nd Street North and Roosevelt Road.

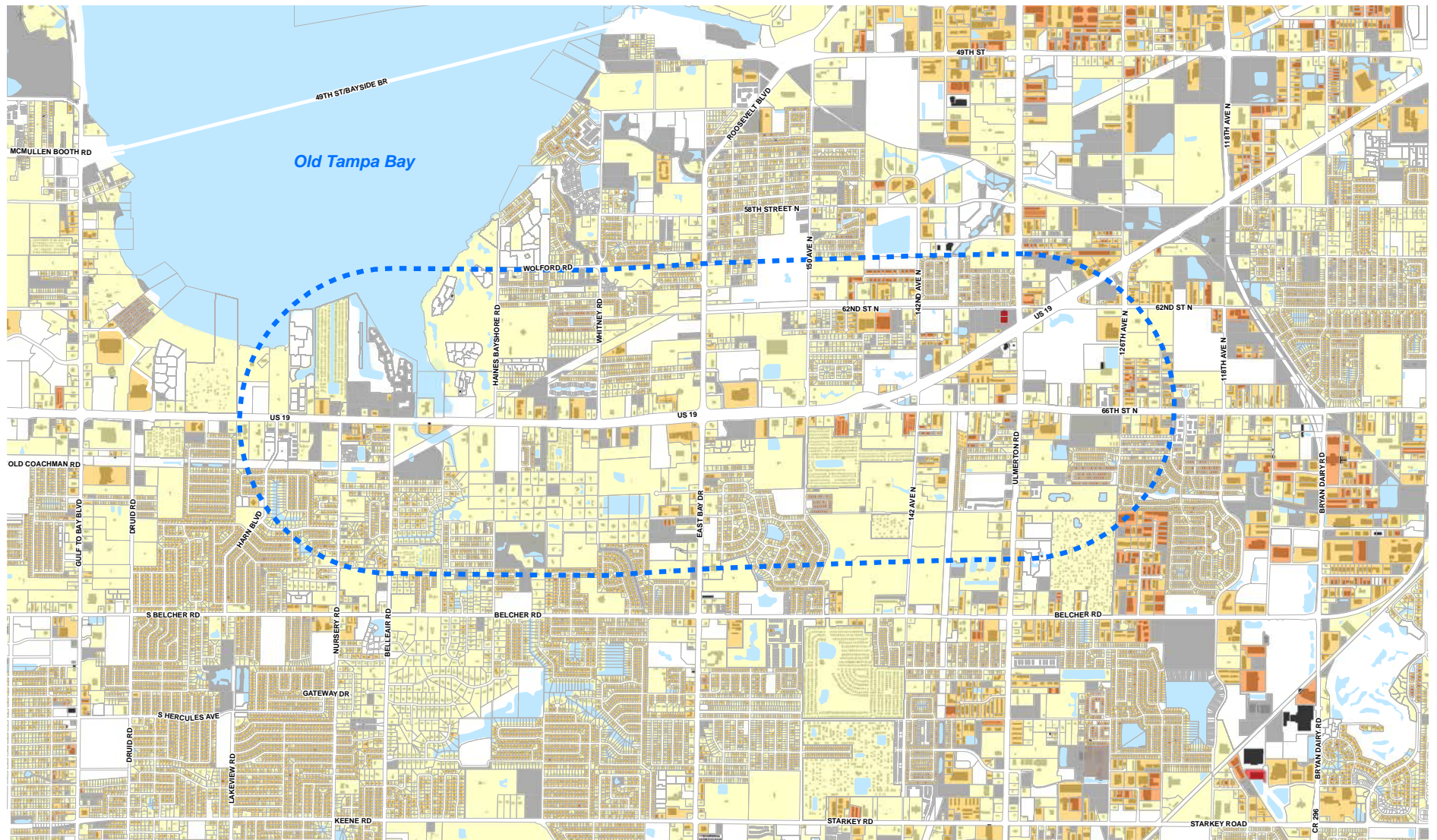
NOTE: The age of construction was identified using parcel data collected and reported by the Pinellas County Property Appraiser.

MARKET VALUE

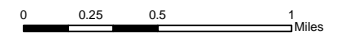
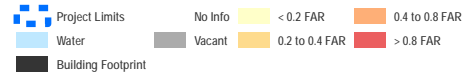
To further assess patterns of investment and potential for redevelopment, improvement values for parcels were calculated as a percent of total property value. This analysis resulted in a map showing areas with higher and lower levels of investment represented by building values relative to land values.

As shown in Figure 11, areas with building values representing a high proportion of total parcel value include: Bay Cove Apartments, Colonial Center Bayside, Cove Cay Marina, the Columns at Allen's Creek, Donovan's Park Co-op, Roadway Inn Hotel, Goodwill, Career Source Pinellas, Woodspring Suites, Pinch a Penny Pool Patio Spa Headquarters, Ranch Mobile Homes, and single family homes at US 19 and 150th Avenue North. Larger parcels where the land value was a higher percentage of the total parcel value include mobile home parks within the study area, as well as the Crown Acura, Dick Norris Buick GMC Clearwater, Waylen Bay Marine, and RV World.

Figure 9. Development Intensity



Development Intensity
US 19 Economic & Land Use Analysis - Largo



Source: Pinellas County Property Appraiser, HDR

Figure 10. Age of Construction

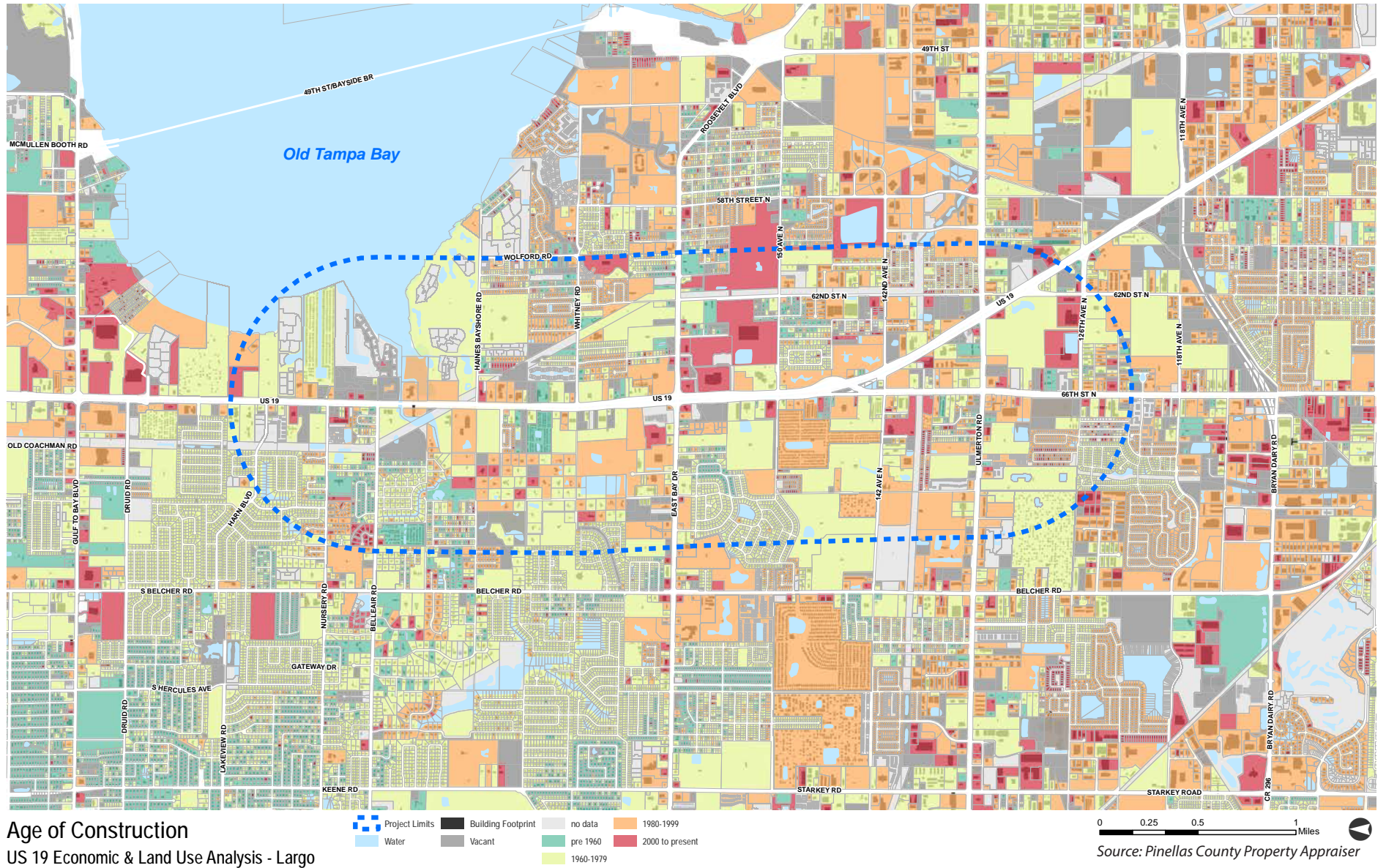
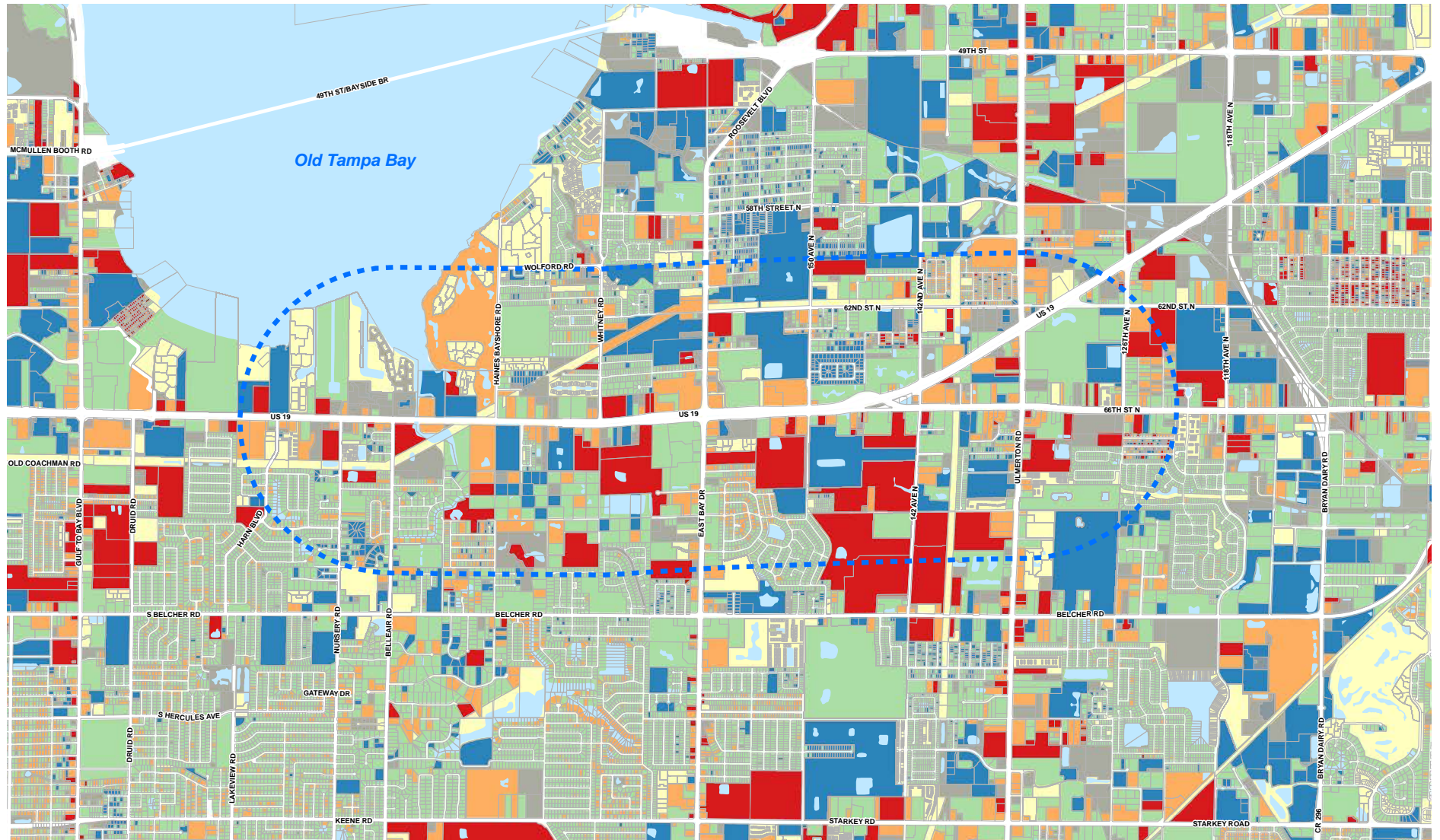
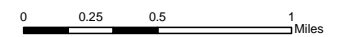
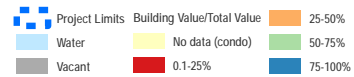


Figure 11. Building Value as Percent of Total Value



Building Value as % of Total Value
US 19 Economic & Land Use Analysis - Largo



Source: Pinellas County Property Appraiser, HDR

Planning & Policy Context

THE COUNTYWIDE PLAN

The Countywide Plan (CWP) for Pinellas County guides land use planning for the County's 25 local governments, including the unincorporated portions of the County. The Countywide Plan is closely coordinated with the Pinellas County MPO's (now Forward Pinellas) Long Range Transportation Plan (LRTP). The current plan, which took effect August 7, 2015, is the result of a nearly four-year collaborative process between Forward Pinellas and all 25 local governments, partner agencies, and the Board of County Commissioners in their role as the countywide planning authority.

The CWP establishes a framework for higher-density redevelopment in activity centers and multi-modal corridors that can support a variety of transportation modes, while at the same time preserving and enhancing the suburban character of established neighborhoods. Another goal of the plan is to provide for and protect sufficient land to support employment and maintain high-wage jobs in Pinellas County.

The plan consists of three major components to provide a countywide framework for development. The Countywide Plan Strategies provide the policy basis for the entire plan, the Countywide Rules set forth the regulations governing map implementation and amendment, and the Countywide Plan Map shows the locations of the plan categories.

As shown in Figure 12, the majority of the parcels that front US 19 within the study limits are designated as Retail and Services. Parcels to the east and west of US 19 are primarily classified as Residential Low Medium, with a number of parcels in the southern section designated as Employment and isolated parcels categorized as Preservation, Residential Medium, or Public/Semipublic. Detailed descriptions of the plan categories are provided in Table 2.

Transit-Oriented Land Use Vision Map

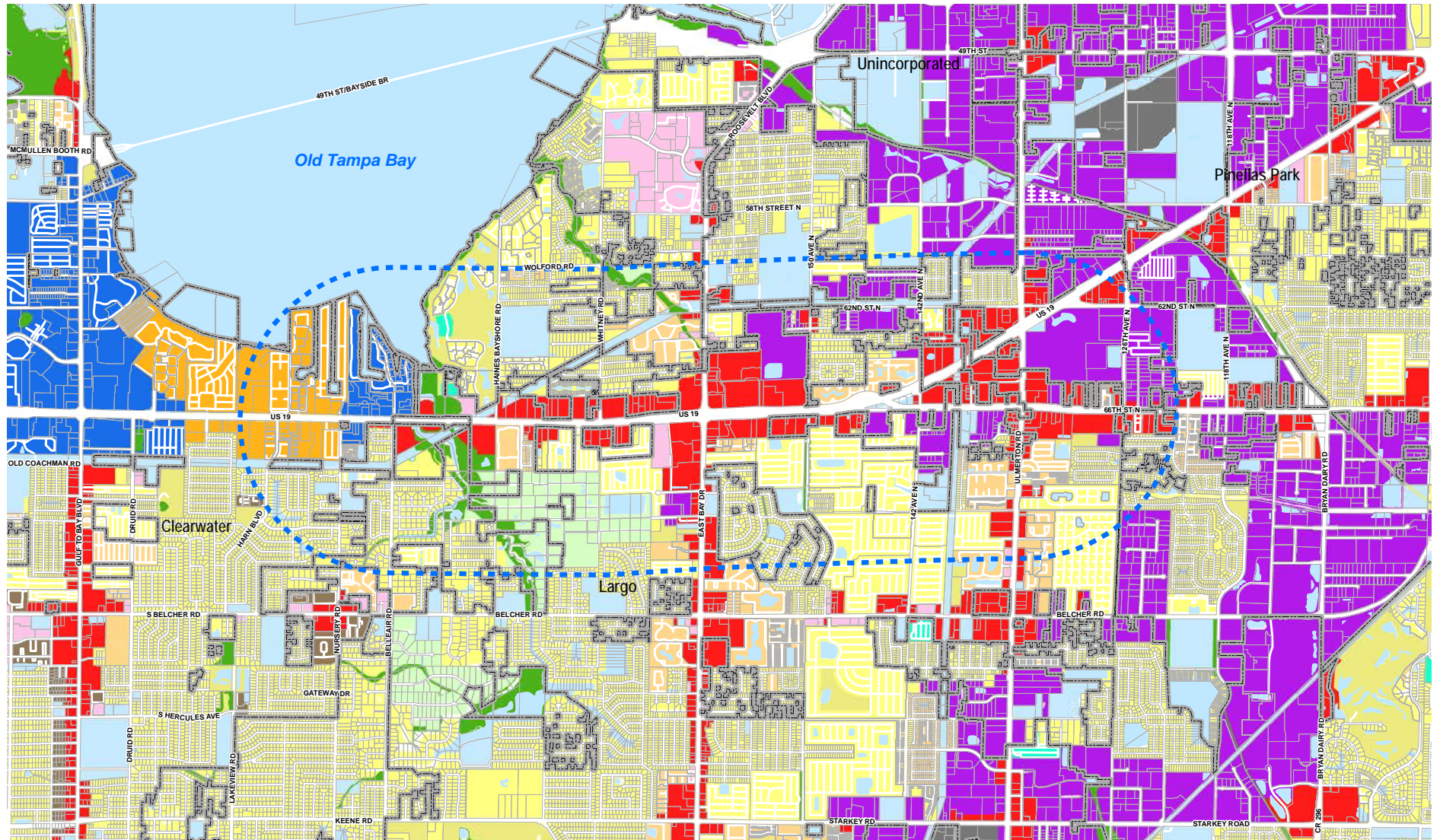
As part of the Countywide Plan Strategies, the Transit-Oriented Land Use Vision Map (Figure 13), was established to guide decisions regarding future locations of transit-oriented densities and intensities in the County.

The purpose of the Vision Map is to identify those areas of the County most able to accommodate higher densities and intensities in coordination with transit service and other multimodal transportation and to maximize the concentration of jobs and populations along these routes.

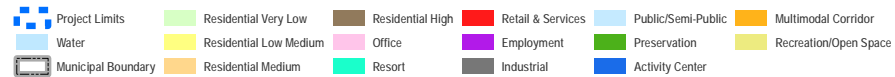
The Vision Map identifies five types of Activity Centers throughout the County:

- **Major Centers** - are major urban centers and downtowns that are the employment, retail, residential and public focal points of their communities or the county as a whole, with significant existing and future development potential and capacity for increased density/intensity
- **Community Centers** - are areas with notable concentrations of employment, retail, residential and public uses, which serve as focal points for their communities but are less intensive than Major Centers.
- **Neighborhood Centers** - are smaller areas with concentrations of retail, residential and public uses, which serve as focal points for their immediate communities but are less intensive than Community Centers.
- **Transit Station Centers** - are potential future light rail transit station locations identified in the Metropolitan Planning Organization's Long Range Transportation Plan (LRTP), and which are further subdivided into Typologies I through IV.
- **Special Centers** - are the areas with special area plans adopted prior to August 7, 2015.

Figure 12. Countywide Plan Map



Countywide Plan Map
US 19 Economic & Land Use Analysis - Largo



Source: Forward Pinellas

Table 2. Countywide Plan Map Summary Category Matrix

Category/Symbol	Description	Max Dwelling Units Per Acre (UPA)	Max Floor Area Ratio (FAR)
Residential Very Low (RVL)	Areas in a rural or large lot, very low density residential use.	1	.30
Residential Low Medium (RLM)	Areas in a suburban, low density or moderately dense residential use.	1	.50
Residential Medium (RM)	Areas in a medium-density residential use.	15	.50
Residential High (RH)	Areas in a high-density residential use.	30	.60
Office (O)	Areas with office uses, low-impact employment uses, and residential uses (subject to an acreage threshold), in areas characterized by a transition between residential and commercial uses and in areas well-suited for community-scale residential/office mixed-use development.	15	.50 1.0 (specified uses in TEC)
Resort (R)	Areas in high-density residential and resort use. Allows for a combination of residential and temporary lodging use.	30	1.2
Retail & Services (R&S)	Areas with a mix of businesses that provide for the shopping and personal service needs of the community or region, provide for employment opportunities and accommodate target employment uses, and may include residential uses as part of the mix of uses.	24	.55 1.1 (specified uses in TEC)
Employment (E)	Areas with a wide range of employment uses, including primary industries (i.e., those with a customer base that extends beyond Pinellas County), allowing for flex space, and for uses that have minimal external impacts.	N/A	.65 1.3 (specified uses in TEC)
Industrial (I)	Areas in a general industrial manner; and so as to encourage the reservation and use of areas for industrial use.	N/A	.75 1.5 (specified uses in TEC)
Public/Semi-Public (P/SP)	Institutional and transportation/utility uses that serve the community or region, especially larger facilities having acreage exceeding the thresholds established in other plan categories, and which are consistent with the need, character, and scale of such uses relative to the surrounding uses, transportation facilities, and natural resource features.	12.5	.65 (institutional) .70 (trans./utility) 1.0 (hospital)
Recreation/Open Space (R/OS)	Recreation/open space uses that serve the community or region.	N/A	.25
Preservation (P)	Natural resource features worthy of preservation and those areas of the county that are now used, or are appropriate to be used, for the conservation, production, and management of the regional potable water supply and the supporting infrastructure, consistent with the natural resources of the area.	N/A	.10 (preservation) .25 (water supply)
Target Employment Center (TEC)	Areas that are now developed, or appropriate to be developed, in a concentrated and cohesive pattern to facilitate employment uses of countywide significance.	<i>See Otherwise Applicable Category and Multiplier Factor</i>	

Source: Countywide Plan Strategies, <http://forwardpinellas.org/wp-content/uploads/2016/06/Countywide-Plan-Strategies.pdf>

Additionally, the Vision Map identifies five types of Multimodal Corridors throughout the county (see Figure 13):

- **Primary Corridors** are those corridors identified by the Pinellas Suncoast Transit Authority (PSTA) and in the LRTP as “Core” bus routes as of August 7, 2015.
- **Secondary Corridors** are those corridors identified by PSTA as “Frequent Local” bus routes as of August 7, 2015.
- **Supporting Corridor** are those corridors identified by PSTA as “Supporting Local” corridors and trolley routes providing daily service as of August 7, 2015.
- **Regional Corridors** are those corridors identified by PSTA as Regional Express routes and the CSX railway line, as of August 7, 2015. Transit stops along regional corridors shall be as identified by PSTA.
- **Special Corridors** are areas in a linear configuration adopted as Special Area Plans prior to August 7, 2015.

The Vision Map shows eligible locations for adoption of these Activity Centers and Multimodal Corridors using the rules outlined in Table 3. Activity Centers are most appropriately located at the intersections of two or more Multimodal Corridors or other arterial or collector roadways, with the highest density and intensity Activity Center subcategories located along corridors appropriate for the highest frequency transit service.

Table 4 and Table 5 summarize the level of development allowed within the Activity Centers and along Multimodal Corridors based on areawide recommended target ranges and project-specific maximum permitted densities and intensities.

According to the Plan’s goals, these locations should reflect the desire to locate increased densities/intensities in close proximity to existing/future premium transit service. The potential locations on the Vision Map are generally based on plans for future transit improvements.

US 19 has been identified as a Primary Corridor. This corridor designation would allow for the highest level of density and intensity. Additionally, several locations along US 19 are identified as Activity Centers, including the Roosevelt Boulevard/US 19 intersection, which was designated as a Major Center. These types of centers are intended for areas developed

Table 3. Multimodal Corridor Subcategory Intersections Providing Tier II Eligible Locations for Activity Center Subcategories

	Primary Corridor	Secondary Corridor	Regional Corridor (at transit stop)	Supporting Corridor	Other Arterials	Other Collectors
Primary Corridor	Major Center	Major Center	Major Center	Community Center	Community Center	Neighborhood Center
Secondary Corridor	Major Center	Community Center	Community Center	Community Center	Community Center	Neighborhood Center
Regional Corridor (at transit stop)	Major Center	Community Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center
Supporting Corridor	Community Center	Community Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center
Other Arterials	Community Center	Community Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center
Other Collectors	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center

Source: Countywide Plan Rules, Table 2a. <http://forwardpinellas.org/wp-content/uploads/2016/06/Countywide-Plan-Rules.pdf>

Figure 13. Transit-Oriented Land Use Vision Map



Source: Countywide Plan Strategies, Figure 1. <http://forwardpinellas.org/wp-content/uploads/2016/06/Countywide-Plan-Strategies.pdf>

Table 4. Activity Centers

Activity Center Subcategory	Areawide Recommended Target Ranges for Center Density/Intensity ¹		Project-Specific Maximum Permitted Center Density/Intensity ²		
	Dwelling Units/Acre or FAR (or Proportionate Share of Each)		Dwelling Units/Acre or FAR (or Proportionate Share of Each)		
Transit Station Center (TOD)	- I	90 - 150	3.0 - 5.0	200	7.0
	-II	60 - 90	2.0 - 3.0	150	5.0
	-III	45 - 60	1.5 - 2.0	90	3.0
	-IV	30 - 45	1.0 - 1.5	60	2.0
Major Center	40 - 50		1.25 - 1.75	75	2.5
Community Center	15 - 30		0.5 - 1.0	50	1.5
Neighborhood Center	7.5 - 10		0.4 - 0.5	15	0.75
Special Center	Per Approved Special Area Plans				

¹ Target ranges are for each plan map area as classified by plan category and subcategory.

² Permitted max. are for any individual project within the plan map area as classified by plan category/subcategory.

Source: Countywide Plan Strategies, <http://forwardpinellas.org/wp-content/uploads/2016/06/Countywide-Plan-Strategies.pdf>

Table 5. Multimodal Corridors¹

Multimodal Corridor Type	Areawide Recommended Target Ranges for Density/Intensity ²		Project-Specific Maximum Permitted Density/Intensity ³		
	Dwelling Units/Acre or FAR (or Proportionate Share of Each)		Dwelling Units/Acre or FAR (or Proportionate Share of Each)		
Primary Corridor	15 - 30	0.5 - 1.0	40	1.5	
Secondary Corridor	10 - 20	0.5 - 0.75	30	1.0	
Special Corridor	Per Approved Special Area Plans				

¹ Includes only those subcategories of the Multimodal Corridor category with density/intensity standards.

² Target ranges are for each plan map area as classified by plan category and subcategory.

³ Permitted max. are for any individual project within the plan map area as classified by plan category/subcategory.

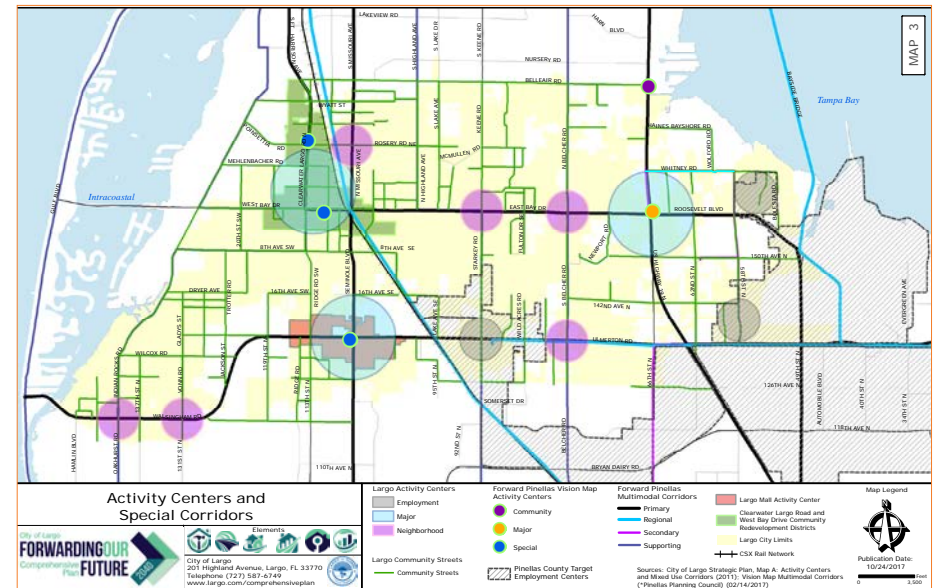
Source: Countywide Plan Strategies, <http://forwardpinellas.org/wp-content/uploads/2016/06/Countywide-Plan-Strategies.pdf>

in a radial pattern within a boundary of not less than 200 acres of a central point or hub served by transit. Additionally, these areas allow for a relatively high dwelling unit per acre and FAR. The Belleair Road/ US 19 intersection was designated as a Community Center. These types of centers are intended for areas developed in a radial pattern within a boundary of not less than 100 acres of a central point or hub served by transit. These areas allow for a relatively low dwelling unit per acre and FAR when compared to a Transit Station Center.

CITY OF LARGO DRAFT COMPREHENSIVE PLAN - FORWARDING OUR FUTURE 2040

The City of Largo is currently updating its comprehensive plan, *Forwarding Our Future 2040*. As shown in Figure 14, the previous plan—*Strategic Plan: Reconnecting the Community 2011-2016*—identified Employment, Major, and Neighborhood Activity Centers to create attractive, sustainable, and economically vital destinations in key locations throughout the city. These Largo-specific activity centers expanded upon the activity centers identified in the *Land Use Vision Map*, shown in Figure 13. In 2010, the Largo City Commission adopted *Activity Center Urban Design Guidelines* which dictate how redevelopment would occur within the Largo-specific activity centers.

Figure 14. Strategic Plan: Reconnecting the Community 2011-2016



Source: http://www.largo.com/egov/documents/1509737283_4678.pdf

LAND DEVELOPMENT CODE/ZONING

The corridor along US 19 within the study area has properties that are within both the City of Largo and unincorporated Pinellas County.

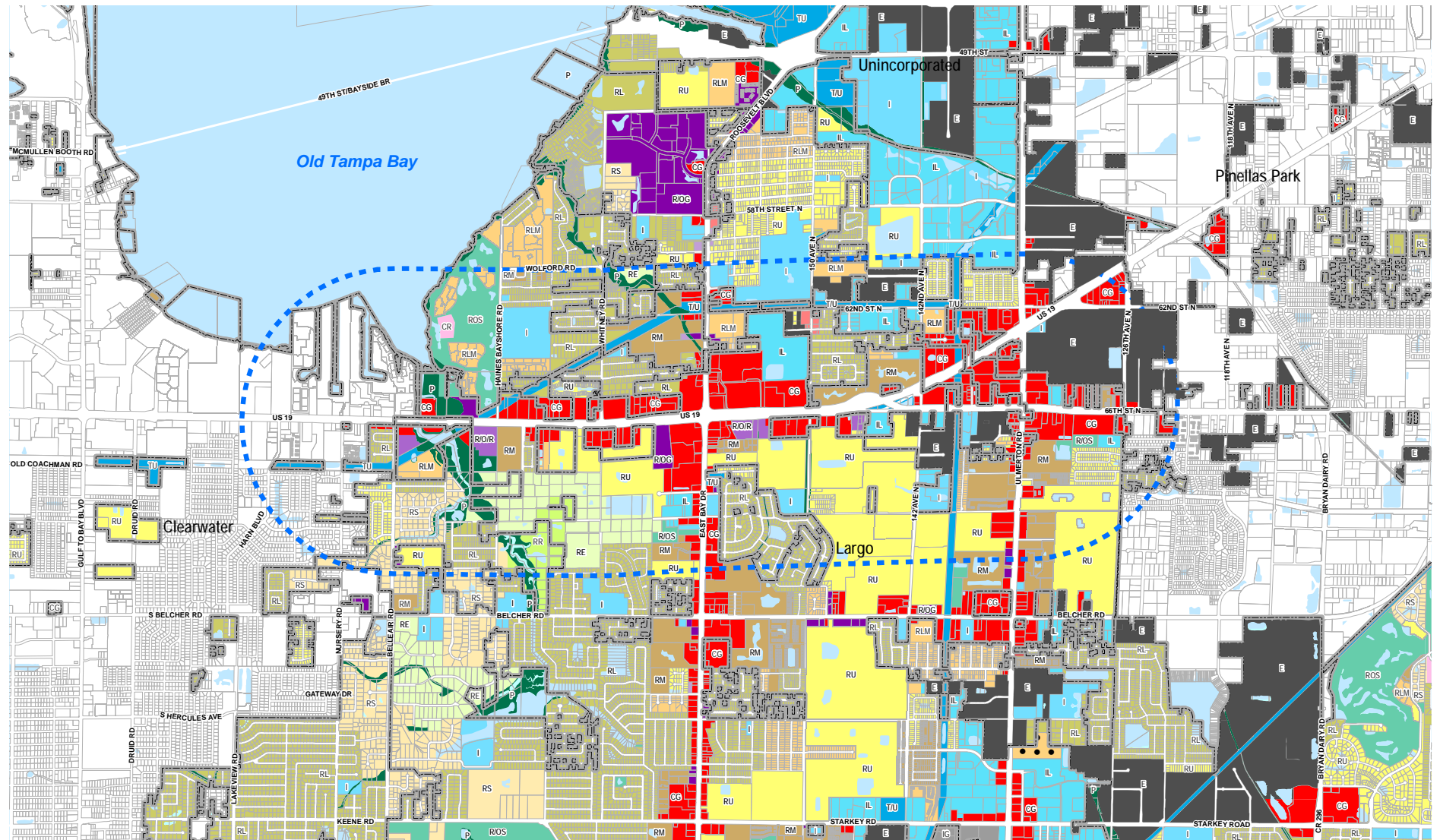
Properties within the City of Largo are dictated by the City of Largo Future Land Use (Zoning) designations as shown in Figure 15 and Table 6. Properties within unincorporated Pinellas County are dictated by the Pinellas County Zoning designations as shown in Table 7 and Figure 17.

City of Largo Future Land Use (Zoning)

As shown in Figure 15, the Residential future land classification is applied to the greatest number of parcels in the study area, with most land designated for a variety of residential uses. Land along the US 19 corridor is primarily reserved for Commercial General (CG) use.

As shown in Table 6, maximum development intensities in the study area range from 0.75 FAR for the Industrial General (IG) classification to 0.25 FAR allowed in the Recreation/Open Space (R/OS) classification. The maximum residential density ranges from 30 units per acre in the Residential High (RH) categories to 0.3 units per acre in Residential Estate (RE), Residential Rural (RR), and Residential Suburban (RS). The Institutional (I) classification is applied to a large number of sites within the study area. Employment (E), Preservation (P), Recreation/Open Space (R/OS), and Residential/Office General (R/OG) classifications make up the remainder of sites in the study area.

Figure 15. Future Land Use (Zoning) - City of Largo



Future Land Use (Largo & Pinellas Co.)
US 19 Economic & Land Use Analysis - Largo

- | | | | | | |
|------------------|---------------------|-----------------------------|----------------------------|-------------------------|----------------------|
| Project Limits | Res. Suburban (RS) | RLM (Res. Facility Overlay) | Res./Office Limited (R/OL) | Industrial General (IG) | Institutional (I) |
| Water | Res. Low (RL) | Res. Med. (RM) | Comm. General (CG) | Industrial Light (IL) | Transp/Utility (T/U) |
| Res. Rural (RR) | Res. Urban (RU) | Res./Office General (R/OG) | Comm. Neighborhood (CN) | Preservation (P) | Employment (E) |
| Res. Estate (RE) | Res. Low Med. (RLM) | Res./Office/Retail (R/O/R) | Comm. Rec. (CR) | Rec./Open Space (R/O/S) | |

0 0.25 0.5 1 Miles

Source: Pinellas County

Table 6. Future Land Use (Zoning) Category Descriptions - City of Largo

Land Use Classification	Maximum Density (Dwelling unit/acre)	Minimum Lot Size (sq. ft.)	Maximum Intensity (FAR)	Maximum Intensity (ISR)
Residential Estate (RE)	1 Du/A	43,560	0.30	0.60
Residential Rural (RR)	0.5 Du/A	65,340	0.30	0.60
Residential Suburban (RS)	2.5 Du/A	17,424	0.30	0.60
Residential Low (RL)	5 Du/A	8,712	0.40	0.65
Residential Urban (RU)	7.5 Du/A	5,808	0.40	0.65
Residential Low Medium (RLM)	10 Du/A	5,000	0.50	0.65
Residential Medium (RM)	15 Du/A	5,000	0.50	0.65
Residential High (RH)	30 Du/A*	15,000	0.60	0.85
Recreation/Open Space	N/A	N/A	0.25	0.60
Institutional (I)	12.5 Du/A*	7,500	0.65	0.85
Commercial Neighborhood (CN)	10 Du/A	7,500	0.40	0.80
Commercial General (CG)	24 Du/A	7,500	0.55	0.90
Residential/Office Limited (R/OL)	7.5 Du/A	7,500	0.40	0.75
Residential/Office/Retail/(R/O/R)	30 Du/A	7,500	0.40	0.85
Residential/Office General (R/OG)	15 Du/A	7,500	0.50	0.75
Activity Center (AC)	See Chapter 7			
Commercial Recreation (CR)	24 Du/A		0.55	0.90
Industrial General (IG)	N/A	20,000	0.75	0.95
Preservation (P)	N/A	N/A	0.10	0.20
Water/Drainage Feature	Same as the underlying use			
Transportation /Utility (T/U)	N/A	N/A	0.70	0.90

Source: City of Largo, FL: Comprehensive Development code http://www.largo.com/egov/documents/1477064486_71258.pdf

Pinellas County Zoning

As shown in Figure 17, some of the study area is within unincorporated Pinellas County. Study area parcels with direct frontage on US 19 are within the following zoning districts: General Retail Commercial and Limited Services (C-2); Commercial, Wholesale, Warehousing & Industrial Support (C-3); and Light Manufacturing and Industry (M-1). These districts allow for retail sales, bowling alleys, dry cleaners, limited auto repair, repair of household items, service stations, personal/business service uses and wholesale/dist. facilities, congregate care facilities; warehousing, wholesale and professional office; and light industrial uses, and professional office.

Other county zoning districts within the study area include Agricultural Estate Residential (A-E), Rural Residential (R-R), Single Family Residential (R-1); Single Family Residential (R-2); Single Family Residential (R-3); One, Two & Three Family Residential (R-4); Residential, Mobile Home Parks and Subdivisions (R-6); Residential, Multiple Family (RM); Residential Planned Development (RPD); General Professional Office (P-1); Public/Semi-Public (PSP); and Aquatic Land (AL).

Table 7. Zoning Summary Table (Pinellas County)

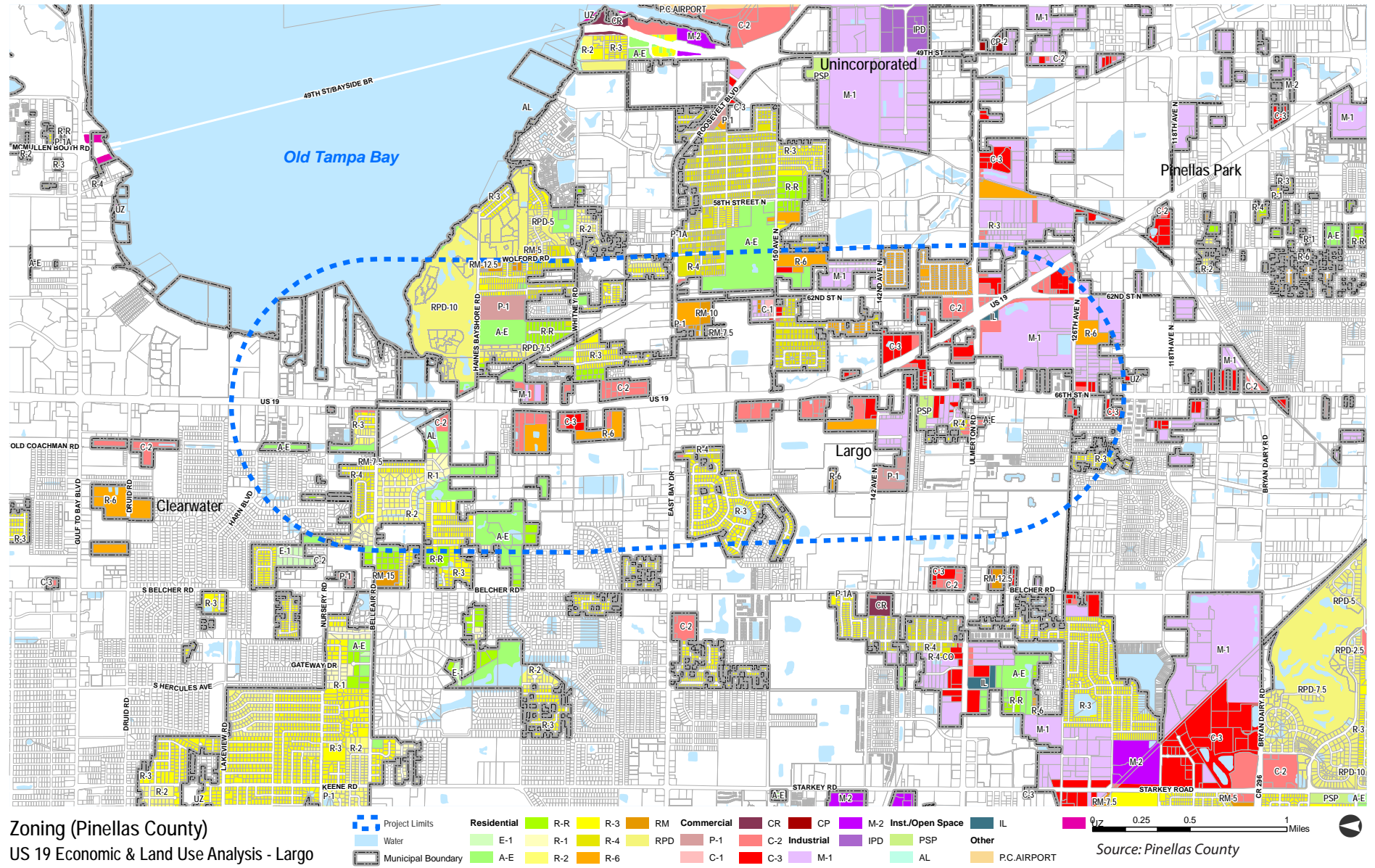
Zoning Districts	Permitted	Min. Lot Size		Min. Yard Setbacks			Max. Build Height
		Area	Width x Depth	Front	Side	Rear	
A-E, Agricultural Estate Residential (2 ac.)	Single family dwellings, general agricultural and livestock for Owner’s use only. General agriculture if specially approved by the BCC.	2 ac.	90’ x 100	50’	25’	25’	45’
E-1, Estate Residential (3/4 ac.)	Single family dwellings, home occupations, accessory dwelling units, greenhouse, general agriculture and livestock for owner’s use only.	32,670 sf	125’ x 125’	25’	15’	20’	45’
R-R, Rural Residential (16,000 sf)	Single family dwellings, home occupations, accessory dwelling units, gardening and livestock for owner’s use only.	16,000 sf	90’ x 100’	25’	10’	15’	45’
R-1, Single Family Residential (9,500 sf)	Single family dwellings, home occupations, accessory dwelling units.	9,500 sf	80’ x 90’	25’	8’	10’	45’
R-2, Single Family Residential (7,500 sf)	Single family dwellings, accessory dwellings units, home occupations.	7,500 sf	70’ x 80’	20’	7’	10’	45’
R-3, Single Family Residential (6,000 sf)	Single family dwellings, accessory dwellings units, home occupations.	6,000 sf	60’ x 80’	20’	6’	10’	45’
R-4, One, Two & Three Family Residential	Single family, duplex, triplex dwellings, home occupations, accessory dwelling units (single family).	7,500 sf	75 x 80’	25’	7.5’	10’	45’
R-5, Urban Residential	Single family, duplex, triplex, townhouses, home occupations, accessory dwelling units.	3,000 sf (SF) n/a others	n/a	See Code			45’

Zoning Districts	Permitted	Min. Lot Size		Min. Yard Setbacks			Max. Build Height
		Area	Width x Depth	Front	Side	Rear	
R-6, Residential, Mobile Home Parks and Subdivisions	Mobile home parks and mobile home subdivisions.	PARKS: 15 ac. - 3,500 sf per lot SUBDIV: 10 ac. - 6,000 sf per lot	PARKS: 150' x 200' SUBDIV: 60' x 80'	PARKS: <i>See ordinance</i> SUBDIVISION: 25' 6' 10'			PARKS: 35'
RM, Residential, Multiple Family	Single family, duplex, triplex, multi-family dwellings, home occupations	7,500 sf	75' x 80' - EOP	25' public ROW	7.5' (SF) 15' (MF)	10' (SF) 20' (MF)	45'
				35' private	<i>See Code</i>		
RPD, Residential Planned Development	Single family, multi-family, accessory uses to serve residents of the district and utilities	RPD-0.5 RPD RPD-2.5 RPD-5 RPD-7.5 RPD-10 RPD-12.5	2 ac	<i>See Code</i>			45' (SF) 70' (MF)
P-1, General Professional Office	Offices, clinics, studios, funeral homes	6,000 sf	60' x 80'	25'	15'	15'	75' (35' within 50' of res. zone)
C-1, Neighborhood Commercial	Retail business of neighborhood scale, personal services, service stations, uses in P-1 district	6,000 sf	60' x 80'	25'	none unless abutting res. use (<i>See Code</i>)		35'
C-2, General Retail Commercial and Limited Services	Retail sales, bowling alleys, dry cleaners, limited auto repair, repair of household items, service stations, personal/business service uses and wholesale/dist. facilities (when located in completely encl. bldgs.), congregate care facilities	10,000 sf	80' x 100'	25'	none unless abutting res. use (<i>See Code</i>)		50' (35' within 50' of res. zone)

Zoning Districts	Permitted	Min. Lot Size		Min. Yard Setbacks			Max. Build Height
		Area	Width x Depth	Front	Side	Rear	
C-3, Commercial, Wholesale, Warehousing & Industrial Support	Warehousing, wholesale and professional office	12,000 sf	80' x 100'	25'	none unless abutting res. use (See Code)		75' (35' within 50' of res. zone)
CR, Commercial Recreation	Travel trailer parks, campgrounds, marinas, golf courses, stables, parks, fish camps, utilities	1 area (upland)	150' x 200'		35' 20' 20' (See Code)		50'
CP, Commercial Parkway	Residential commercial, restaurants, hotels, motels, offices, institutions, research, congregate care facility	1 ac.	150' x 200'		50' (major arterial) 25' (minor roadway) 25' (side or rear)		35' CP-1 50' CP-2
OPH-D, Old Palm Harbor Downtown	See Code						
M-1, Light Manufacturing and Industry	Light industrial uses (See ordinance for specific industrial uses), and professional office.	12,000 sf	80' x 100'	25'		10'	75' (35' within 50' of res zone)
M-2, Heavy Manufacturing & Industry	Public service facilities, any use in M-1, concrete plants, manufacturing plants and similar uses.	25,000 sf		25'		20'	100'
IL, Institutional Limited	Churches, synagogues, public or private elementary or middle schools, libraries, day care centers, facilities for fraternal or civic organizations.	1 ac.	100' x 100'	25'		15'	50' (35' when abutting SF)
PSP, Public/Semi-Public	Schools, museums, hospitals, nursing homes, government facilities.	1 ac.	100' x 100'	25'		20'	50'
AL, Aquatic Lands	Parks and recreation areas, wildlife mgmt, docks and piers, boating and fishing.	Subject to Site Plan Review					
P/C, Preservation Conservation	See Code	See Code		25'		25'	35'
P-RM, Preservation Resource Management	See Code						

Source: Pinellas County http://www.pinellascounty.org/plan/pdf_files/zonesum.pdf

Figure 17. Zoning (Unincorporated Pinellas County)



Access & Mobility

US 19 is the only continuous north-south highway that serves the heavily populated coastal areas of Pinellas and Pasco counties. This major regional facility is classified as a Principal Arterial. Other Principal Arterials in the study area include: Roosevelt Boulevard, 66th Street North, and Ulmerton Road. As shown in Figure 19, Belleair Road and East Bay Drive are classified as Minor Arterials. Harn Boulevard, Nursery Road, Whitney Road, 150th Avenue North, 62nd Street North, and 142nd Avenue North are all classified as Collectors. Roads classified as Local Major Streets include 62nd Street North and Newport Road. The remainder of roads are considered Local Streets.

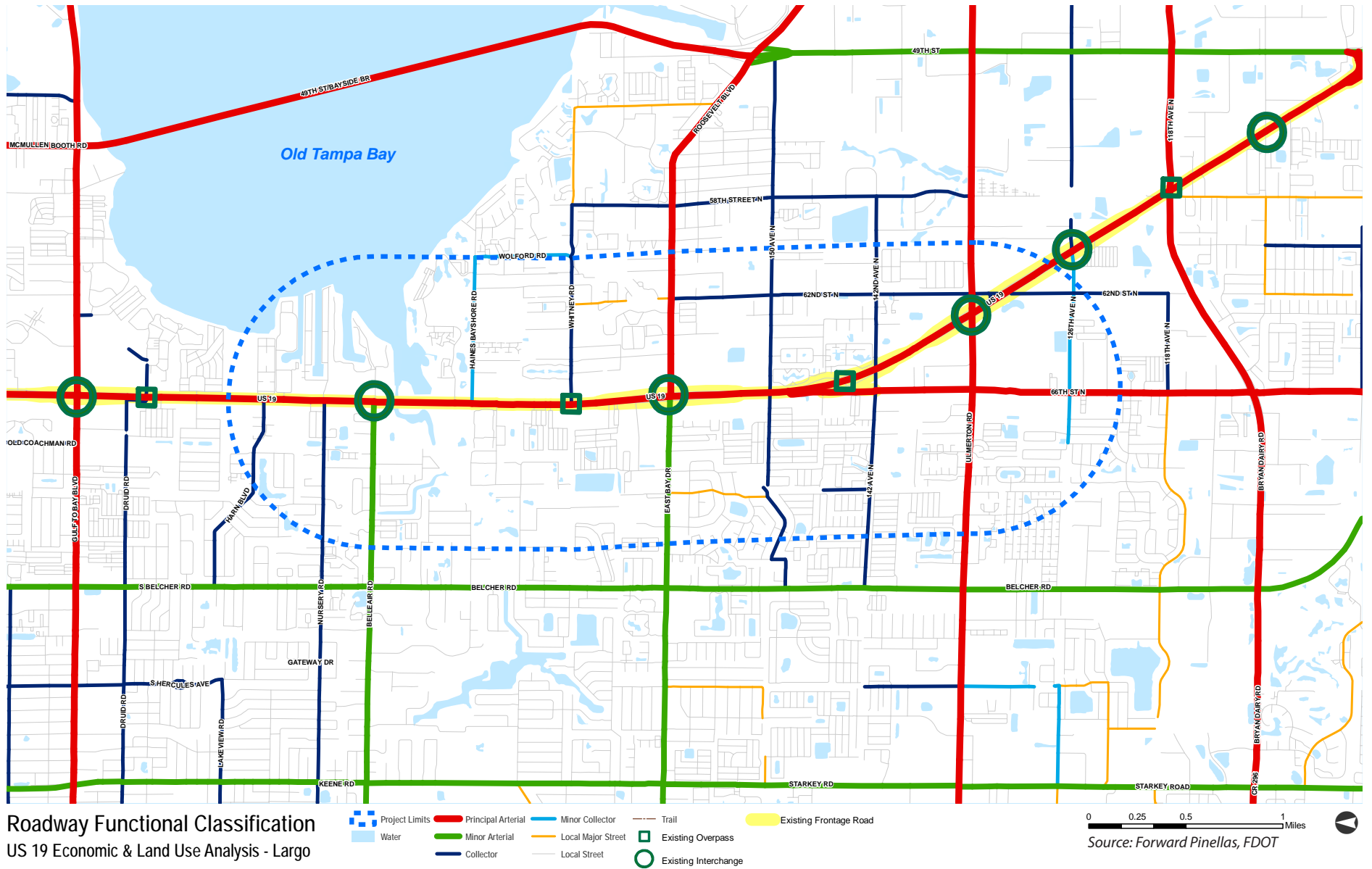
Over the last two decades, this portion of US 19 has begun to transform from a commercial roadway with multiple driveways and access roads into a limited access six-lane roadway with interchanges and two-lane frontage roads. Construction on several segments of the study area have already been completed and design is underway on the US 19 corridor within the study area.

As shown on Figure 19, the existing condition of the US 19 corridor includes a number of elevated interchanges. Access to individual parcels is provided from the frontage roads. Access to US 19 occurs at the following locations (from north to south): Belleair Road, East Bay Drive, and Ulmerton Road. Existing overpasses are at Whitney Road and where US 19 curves from 66th Street North.

Figure 18. Existing Conditions at US 19 and Roosevelt Boulevard



Figure 19. Roadway Functional Classification & US 19 Interchanges



Redevelopment Potential

To assess development and redevelopment potential within the study area, the study team evaluated Pinellas County Property Appraiser and Forward Pinellas data regarding land use and building year of construction dates for the 4,266 parcels within the study area. Since the majority of the study area east and west of US 19 is stable, single-family residential neighborhoods, this evaluation focused on the parcels with direct US 19 frontage or located near one of the major east-west crossroads (East Bay/Roosevelt, Ulmerton/66th, and US 19/66th). This area includes 548 parcels on 1,184 acres.

The first part of the evaluation looked at the availability of vacant parcels. Using the vacant land use classifications in the property appraiser and Forward Pinellas consolidated land use categories, 118 parcels are vacant (158 acres). As shown in Table 8, the majority of the vacant parcels are small in size, averaging about 2.0 acres along the corridor and 1.0 acre within the parcels at major crossroads.

Figure 20 shows small groupings of vacant parcels located to the north and south of Belleair Road (in a Special Flood Hazard Area), and around the major crossroads of East Bay/Roosevelt, Ulmerton/66th and the US 19/66th employment area.

Age of construction is another factor influencing a property’s competitive position and probability of redevelopment. As shown in Table 8, there are 69 parcels (254 acres) adjacent to the US 19 corridor that have buildings constructed prior to 1980. The majority of these parcels are smaller in size, averaging about 3.6 acres along the corridor and 2.0 acres within the major crossroads parcels.

Figure 20 shows the majority of buildings in the study area were built before 1980 and are spread throughout the study area. Many of these parcels are mobile home/RV park communities, apartment complexes, office buildings, car dealerships, and mini storages.

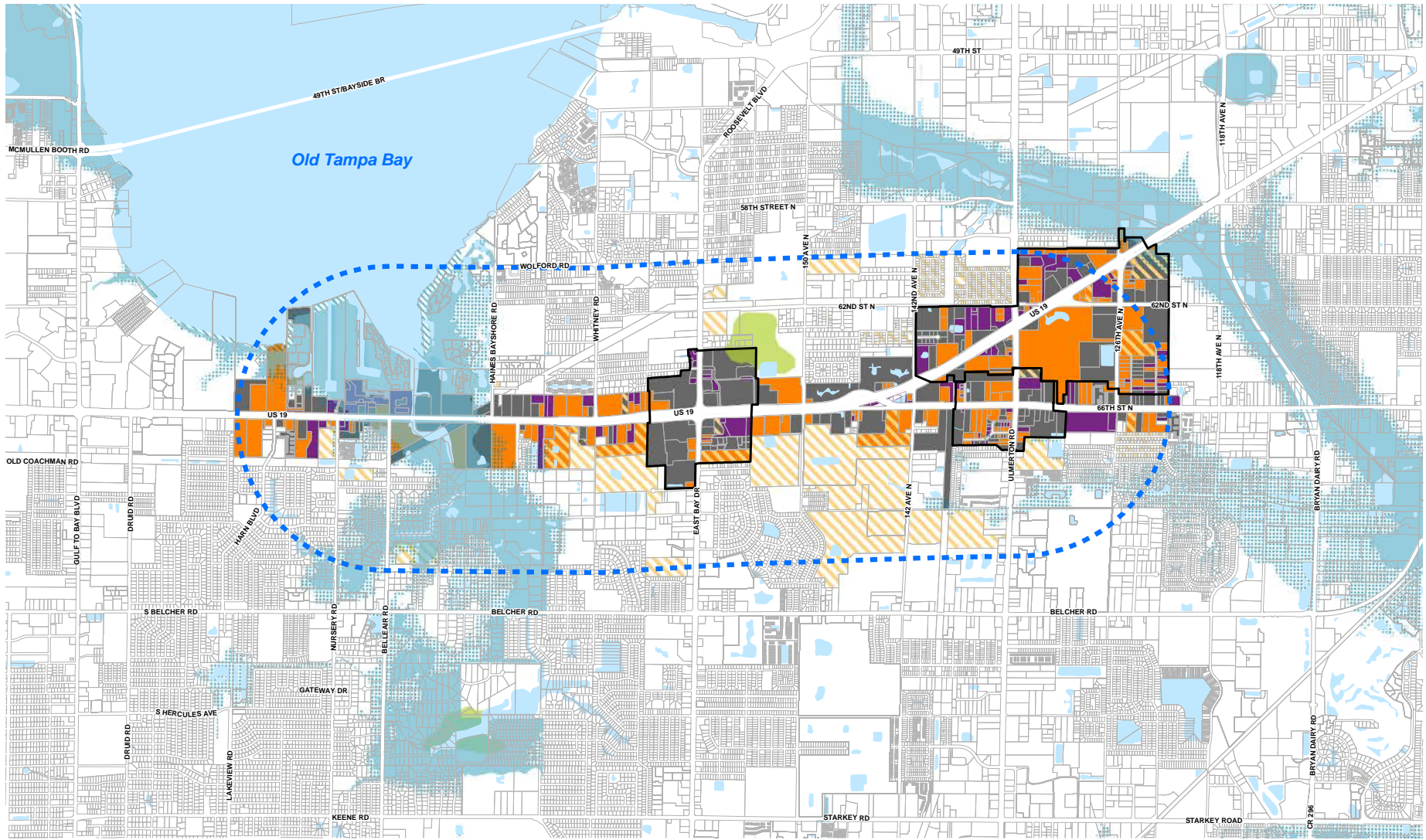
Without significant reinvestment or major changes in these older properties, attracting quality tenants and remaining locally- and regionally-competitive may prove difficult. These older properties may become candidates for redevelopment, thus creating opportunities to improve the corridor’s attractiveness, address connectivity and circulation challenges, and strengthen the competitive position of destinations.

Table 8. Redevelopment Potential Summary

Location	Total		Vacant			Pre-1980 Construction		
	Parcels	Acres	Parcels	Acres	Average Size	Parcels	Acres	Average Size
Corridor Adjacent Parcel	239	567.8	41	80.8	2.0	69	245.4	3.6
Major Crossroad Parcel	309	616.5	77	77.1	1.0	108	211.0	2.0
<i>East Bay/Roosevelt</i>	50	154.4	14	14.4	1.0	7	17.7	2.5
<i>Ulmerton/66th</i>	89	93.0	29	10.7	0.4	29	26.7	0.9
<i>US 19/66th Employment Area</i>	170	369.2	34	52.0	1.5	72	166.6	2.3
TOTAL	548	1,184.4	118	157.8	3.0	177	456.4	5.5

Source: Pinellas County Property Appraiser, HDR

Figure 20. Redevelopment Potential Map



Corridor Redevelopment Potential
US 9 Economic & Land Use Analysis - Largo

- Project Limits
- Major Crossroads/Employment Area
- Vacant Parcel
- Undeveloped Coastal Barriers
- Water
- Corridor Parcel
- Mobile Home/RV Park
- Coastal Flood Zone with Velocity Hazard
- Wetlands
- pre-1980 Construction
- Special Flood Hazard Areas (Zones A, AE, AO)
- 500 Year Flood Zone

0 0.25 0.5 1 Miles

Source: Pinellas County, Pinellas County Property Appraiser, HDR

03 Demographic and Economic Analysis

SB Friedman has conducted a market/economic and land use study for the US 19 corridor in the Largo area of Pinellas County in order to better define market potentials for major land uses and help outline planning and economic development strategies along the corridor.

The following section includes an analysis of select demographic and economic characteristics of both the study area and Pinellas County. These key metrics help explain fundamental market demand for residential and commercial land uses that are likely to drive future development and redevelopment initiatives within the study area.

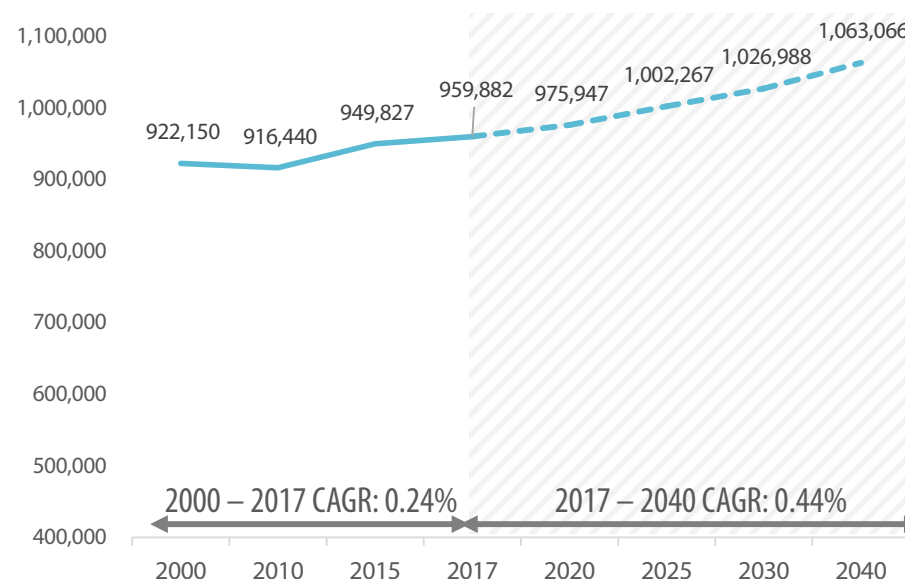
Population

The Pinellas County population is estimated at 960,000 residents as of 2017. The County added approximately 38,000 people since 2000, growing at a 0.24% compound annual growth rate (CAGR). Population is expected to increase slightly in the next few decades. Woods and Poole data projects a 0.44% CAGR between 2017 to 2040, resulting in an estimated county population of nearly 1.06 million people by 2040.

Population in the study area is nearly 24,000 people as of 2017. According to ESRI Business Analyst (a market/business geospatial tool), population and households are projected to increase at a CAGR of 1.0% and 0.9%, respectively, from 2017 to 2022—slightly slower than the rates experienced from 2010 to 2017.

As shown in Figure 21 and Figure 22, the Pinellas County population is projected to increase. As compared to the 25-year period from 1990 to 2015, when the County added nearly 93,000 residents, nearly 79,000 additional residents are projected during the 2015 to 2040 period.

Figure 21. Pinellas County Population Projection, 2000-2040



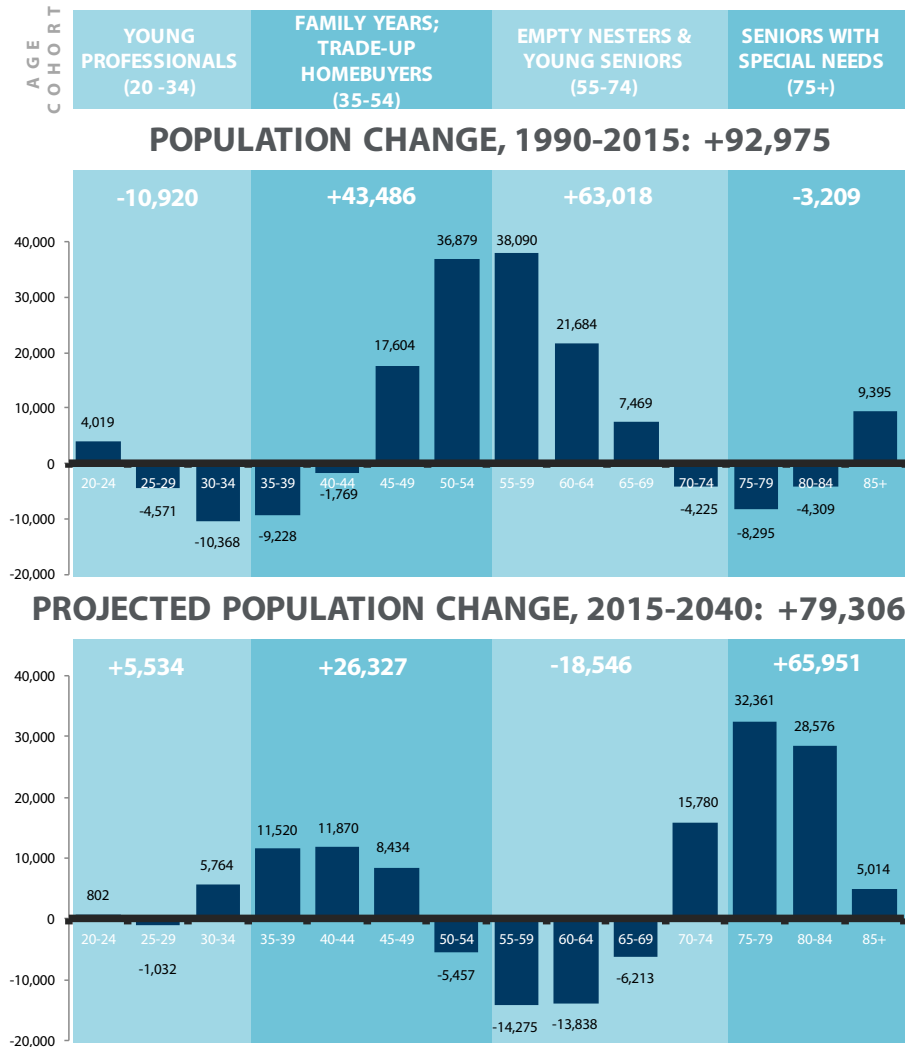
Source: Woods and Poole

Figure 22. Study Area Population Projection, 2010-2022

	2010	2017	2022	2010-2017 CAGR	2017-2022 CAGR
Population	22,192	24,264	25,533	1.3%	1.0%
Households	10,693	11,463	11,985	1.0%	0.9%

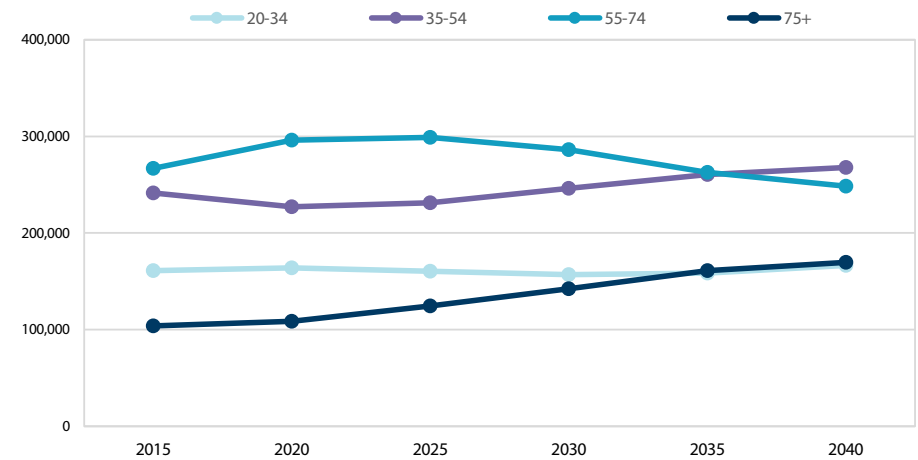
Source: ESRI Business Analyst 2011-2015 ACS estimate

Figure 23. Pinellas County Population Projection, 1990 - 2040



Source: Woods and Poole

Figure 24. Pinellas County Population Projection by Cohort, 2015-2040



Source: Woods and Poole

In the future, population growth will be greatest in the Seniors with Special Needs cohort (age 75+) (Figure 23). This may translate to a greater need for assisted living facilities, single-story or ADA-accessible housing, or increased demand for medical care facilities. Population growth is also expected in the Family Years; Trade-Up Homebuyers cohort (age 35-54). This may translate to increased demand for multiple housing types, including more walkable, mixed-use housing options, such as single-family homes, and housing with high levels of access to regional employment centers.

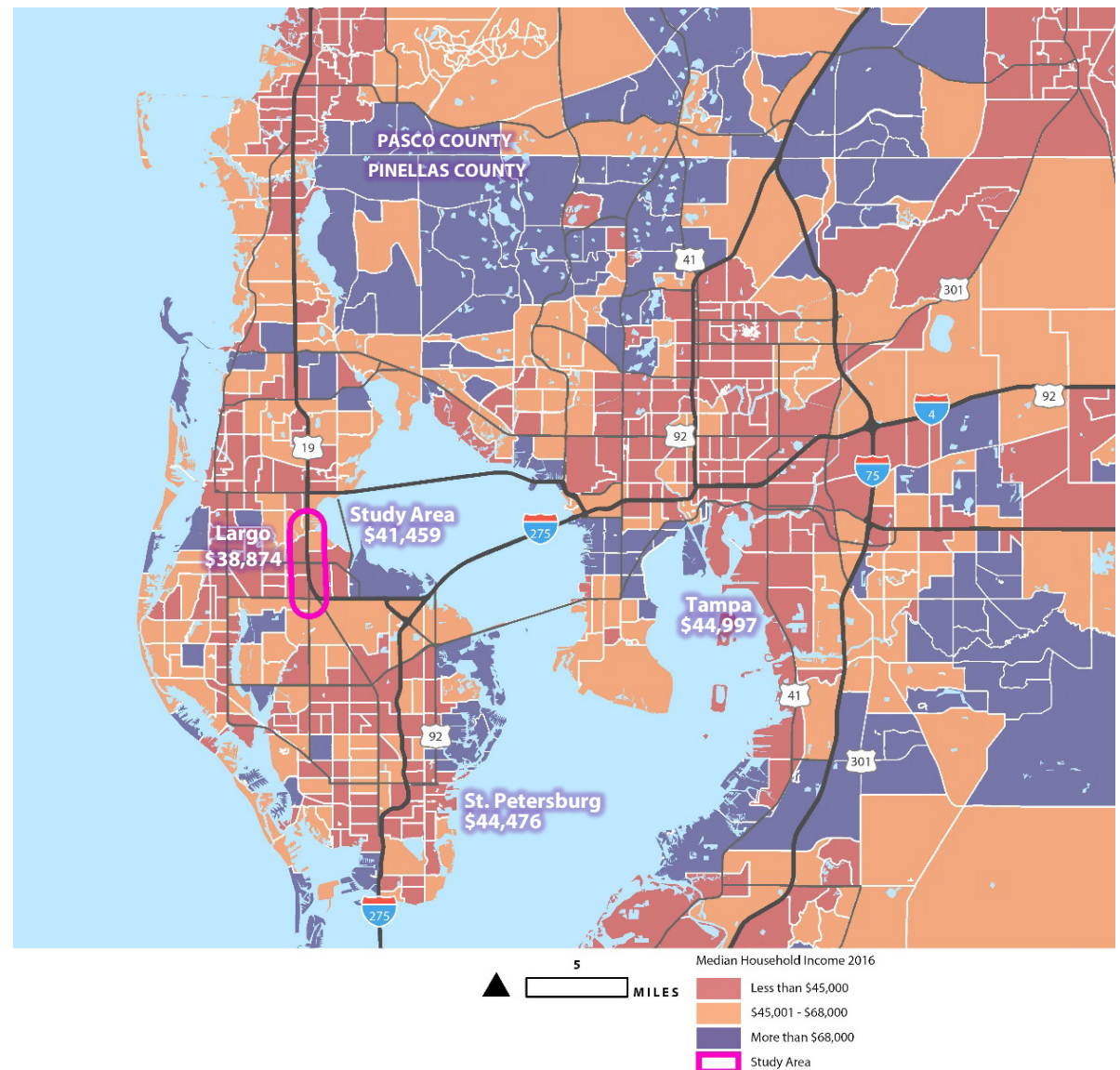
Median Household Income

Another key demographic metric is median household income. As presented in Figure 25, the study area is a largely middle-income area, with a 2016 annual median household income of \$41,459. This figure is less than the County average of \$45,362. Within the study area, nearly 30% of households earn less than \$25,000 annually. Approximately 12% of study area households earn more than \$100,000 annually.

Table 9. Comparison of Median Household Income, 2016

Geography	Median HH Income
Study Area	\$41,459
Largo	\$38,874
Pinellas County	\$45,362
Tampa	\$44,997
St. Petersburg	\$44,476
State of Florida	\$42,500

Figure 25. Median Household Income by Census Tract, 2016



Employment

SB Friedman analyzed employment data to better understand future development potential within the study area.

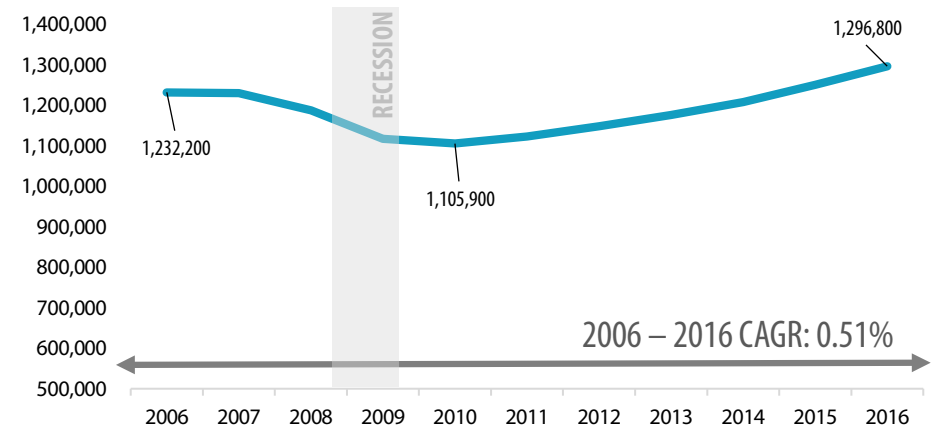
TAMPA MSA EMPLOYMENT GROWTH

SB Friedman examined employment trends in the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA), as prepared by the Bureau of Labor Statistics, for the period between 2006 and 2016. As shown in Figure 26, the number of jobs in the Tampa MSA increased by nearly 64,600 jobs from 2006 to 2016. This translates to a CAGR of 0.51%, or an average addition of nearly 6,500 jobs annually from 2006 to 2016. Since 2010, the MSA has recovered from its post-recession low of 1,105,900 jobs. Total Tampa MSA employment is approximately at a 10-year high, at 1,296,800 jobs as of 2016.

PINELLAS COUNTY EMPLOYMENT

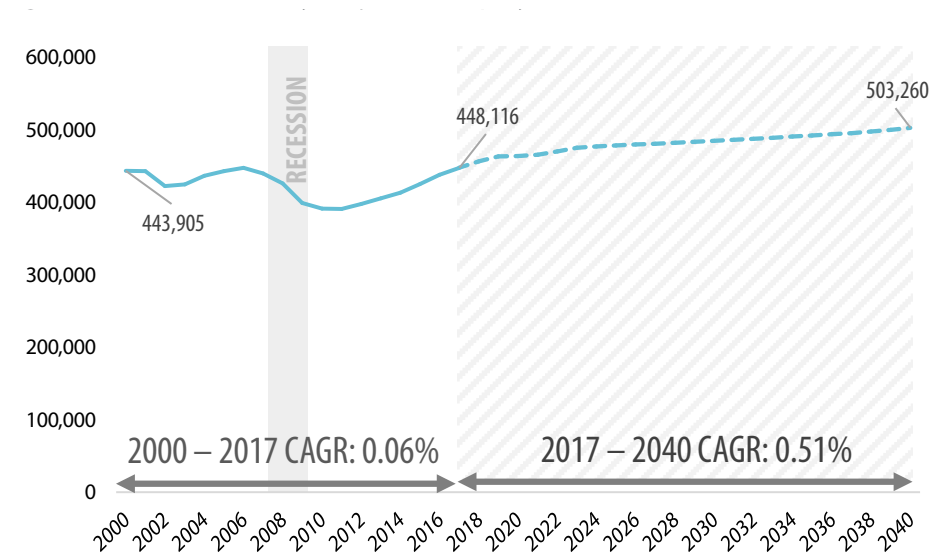
SB Friedman also reviewed projected employment in Pinellas County from 2017 to 2040, as provided by Moody's Analytics. As shown in Figure 27, Pinellas County employment is at a historic high at nearly 448,000 jobs as of 2017. Pinellas County experienced employment losses following the Great Recession. In 2017, employment levels recovered from the 2007 pre-recession peak of nearly 440,000 jobs. County employment is projected to increase by nearly 55,000 jobs between 2017 and 2040 at a CAGR of 0.51%—a faster rate than the 0.06% CAGR for the 2000 to 2017 period.

Figure 26. Tampa MSA Employment, 2006-2016



Source: Bureau of Labor Statistics, *SB Friedman*

Figure 27. Pinellas County Projected Employment, 2000-2040



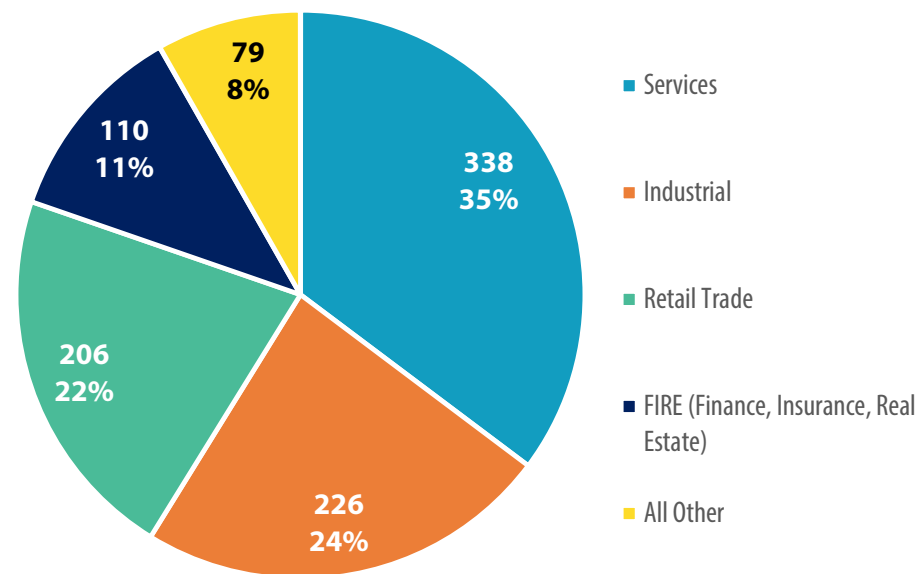
Source: Moody's Analytics, *SB Friedman*

STUDY AREA EMPLOYMENT

According to Census Longitudinal Employer-Household Dynamics (LEHD) data, there are 15,893 jobs within the study area as of 2015. This total represents nearly 4% of total Pinellas County employment. Of this total, nearly 20% of study area employees are employed in the Manufacturing NAICS Industry Sector. The Professional, Scientific, and Technical Services sector represents 17.4% of study area employment. The Administration & Support, Waste Management and Remediation sector represents 15.4% of study area employment.

As shown in Figure 28, there are nearly 959 business establishments in the study area. Services (e.g., healthcare, professional services, etc.) represent the largest share of business establishments at 35%. Industrial, which is comprised of the construction, manufacturing, transportation, and wholesale trade sectors, represents 24% of study area business establishments. The Retail Trade category, which is comprised of businesses that offer goods and services to consumers, represents 22% of study area business establishments. Traditional office employment, including Finance, Insurance, and Real Estate (known as "FIRE") establishments represent only 11% of businesses within the study area. The "All Other" category, which includes sectors such as Public Administration and Agriculture, (among others) represents the remaining 8% of study area businesses.

Figure 28. Study Area Business Mix by Establishment, 2016



Source: ESRI Business Analyst, SB Friedman

04 Market Conditions

Housing Market

SB Friedman conducted high-level market research in order to estimate development potential for housing that may be appropriate for the study area.

STUDY AREA HOUSING PROFILE

Commercial land uses represent many of the parcels fronting the US 19 corridor in the study area. However, there are approximately 13,476 housing units within the study area as of 2017. Residential neighborhoods within or adjacent to the US 19 corridor are located within the municipalities of Largo, St. Petersburg, and Clearwater.

As shown on Figure 29, single-family product (detached and attached) represents 23% of the study area housing units. The study area is largely characterized by older, two-story garden rental apartment product delivered before 2000. Multi-family product, such as rental apartments, represent approximately 44% of study area housing units. Mobile homes represent nearly 33% of the study area’s housing mix. There is nearly 549 gross acres of mobile home land use in the study area, with a median mobile home park acreage of approximately 13 gross acres. Some mobile home parks within the study area are reaching the end of their useful lives due to infrastructure issues. Nearly 80% of owner-occupied housing is valued at less than \$200,000, with a median value of \$88,517 as of 2017 (Figure 30).

The owner-occupancy rate (47%) of study area housing units is slightly less than the Pinellas County rate. The study area has a higher renter-occupied rate (33%) as compared to the County (31%). The study area’s high housing unit vacancy rate of 20%, as shown in Figure 31, may be attributable to seasonal housing use. “Snowbirds” or other vacationers that own second

Figure 29. Study Area Housing Mix, 2017

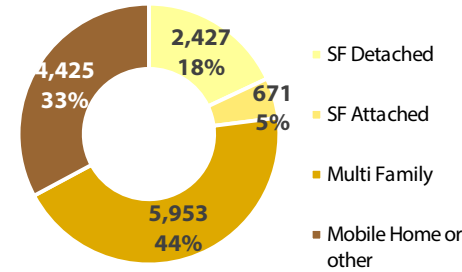


Figure 30. Study Area Owner-Occupied Home Value, 2017

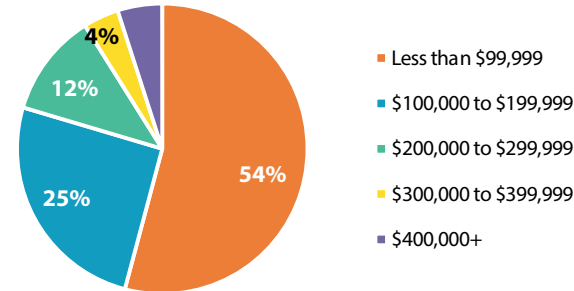
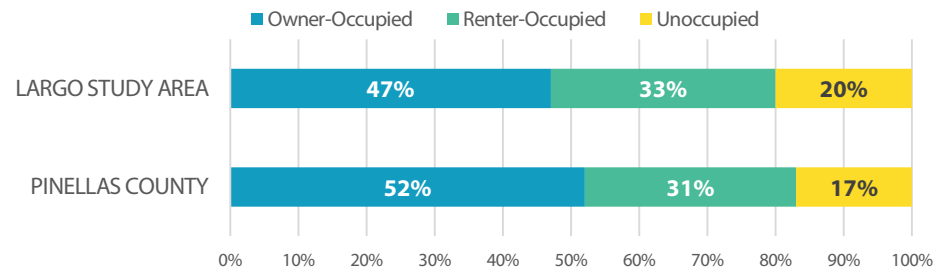


Figure 31. Housing Tenure, 2017



Source: ESRI Business Analyst, US Census

homes or seasonally occupy homes (as defined by occupation of less than six months per year) may skew the number of truly unoccupied units within the study area. Therefore, *SB Friedman* estimated a “true” vacancy rate of 7.2% by totaling the number of unoccupied housing units classified by US Census as “For Rent” or “Other Vacant.”

MULTI-FAMILY APARTMENT COMPS

SB Friedman profiled comparable rental properties in Largo and adjacent communities, including 3,262 units in 12 properties (Figures 32 and 33 show examples of existing product).

These residential housing product comps were selected based on various factors, including their location within the study area or broader submarket. This report focuses on newer market-rate product, as defined by a delivery within the last ten years, as well as product that is more suburban than urban in nature (e.g., two to four story product with on-site parking as compared to a high-rise in a downtown core).

Figure 32. Typical Residential Comps Summary

	Comp	Unit Count
1	The Apartments at Oak Creek	184
2	Reserve at Clearwater	161
3	Donovan’s Park	153
4	Far Horizon	88
5	Vue at Belleair	339
6	Charleston on 66th	258
7	Gateway North	342
8	Epic at Gateway Centre	320
9	The Boulevard	260
10	Courtney at Bay Pines	330
11	Solaris Key	426
12	Ibis Walk	401

Figure 33. Typical Residential Comps

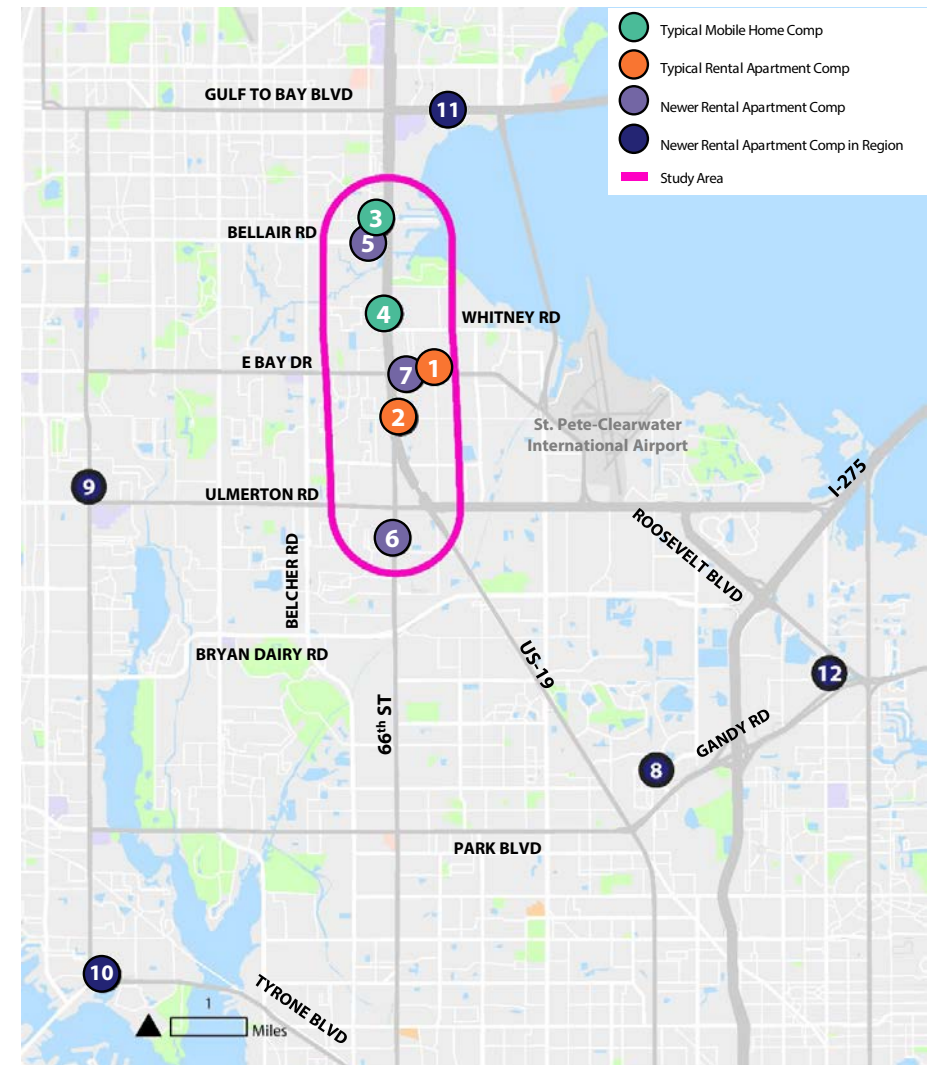


Figure 34. Typical Residential Product by Type

APARTMENTS



The Apartments at Oak Creek - 2175 62nd St N, Clearwater, FL 33760

Year Built/Renovated	1984/2009	Avg. SF	900
Units	184	Avg. Rent	\$967
Floors	2	Avg. Rent/SF	\$1.07
Acres	11	DU/Acre	16



Reserve at Clearwater - 6550 150th Ave N, Clearwater, FL 33760

Year Built	1985	Avg. SF	818
Units	161	Avg. Rent	\$933
Floors	2	Avg. Rent/SF	\$1.14
Acres	13	DU/Acre	12

Source: CoStar

MOBILE HOME PARKS



Donovan's Park - 16940 US Highway 19 N, Clearwater, FL 33764

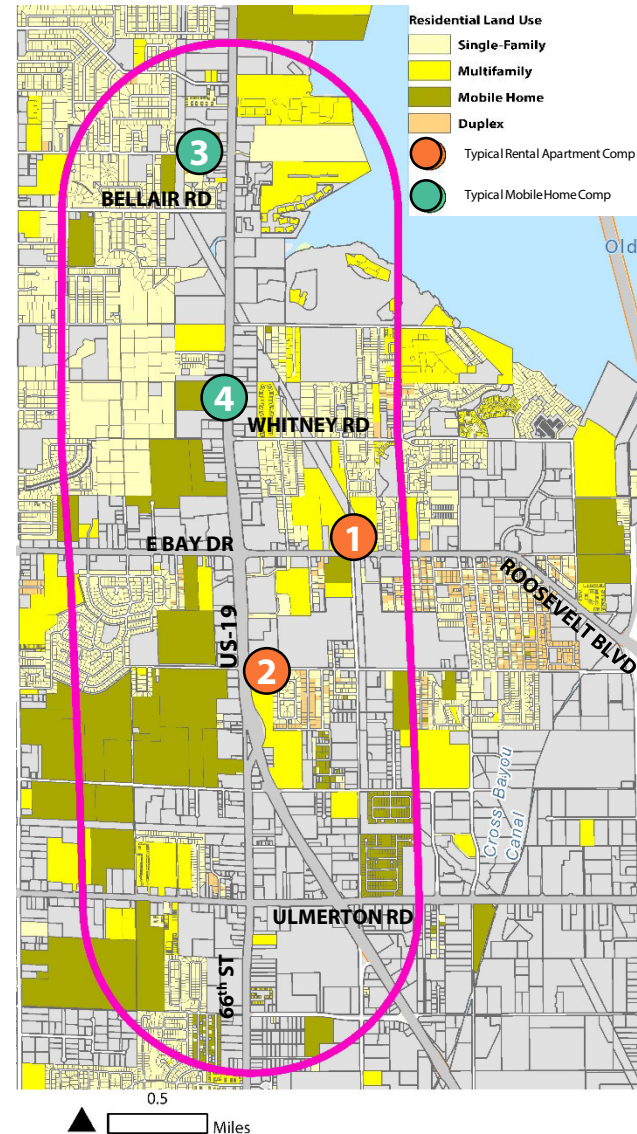
Year Built	1969	Avg. SF	N/A
Units	153	Avg. Rent	N/A
Floors	1	Avg. Rent/SF	N/A
Acres	15	DU/Acre	10



Far Horizon - 2580 Nursery Rd, Clearwater, FL 33764

Year Built	1975	Avg. SF	N/A
Units	88	Avg. Rent	N/A
Floors	1	Avg. Rent/SF	N/A
Acres	8	DU/Acre	11

Figure 35. Residential Land Use



Source: CoStar, ESRI, HDR

NEWER MULTI-FAMILY PRODUCT IN STUDY AREA

SB Friedman researched suburban luxury rental options developed between 2014 and 2018 in nearby communities to better understand competitive alternatives, determine market rates, and identify amenities that are generally included in a higher-end rental product. A summary of key metrics for these products is included in Figure 36.

The study area has seen some newer rental apartment construction in recent years, with additional activity in the surrounding area. There have been two rental apartment deliveries in the study area since 2006, including Gateway North in 2014 and Charleston on 66th in November 2017. The 339-unit Vue at Belleair rental apartment development is expected to deliver in August 2018.

Based on metrics of these products, newer apartment products are typically 250 to 350 units in three- to four- story buildings, with an average unit count of 313. The average site size for newer rental apartment products in the county measures at nearly 15 gross acres. Newer product has an average density of 22, as measured by dwelling units (DU) per gross acre. Newer apartment products have an average rent per SF of \$1.30. Based on interviews, typical newer product generally has relatively low vacancy rates upon stabilization.

In the next 20 years, new market-rate rental apartment product will most likely locate near employment centers, in areas with high accessibility to regional nodes (retail, destinations), and/or along arterials with easy access points.

Figure 36. Newer Rental Apartment Deliveries

UNDER CONSTRUCTION RENTAL APARTMENT



Vue at Belleair - 2517 Belleair Rd, Clearwater, FL 33764			
Year Built	Aug 2018	Avg. SF	N/A
Units	339	Avg. Rent	N/A
Floors	N/A	Avg. Rent/SF	N/A
Acres	16	DU/Acre	22

NEWER RENTAL APARTMENT DELIVERIES



Charleston on 66th - 12700 66th St N, Largo, FL 33773			
Year Built	November 2017	Avg. SF	1,164
Units	258	Avg. Rent	\$1,568
Floors	4	Avg. Rent/SF	\$1.35
Acres	13	DU/Acre	20



Gateway North - 2681 Roosevelt Blvd, Clearwater, FL 33760			
Year Built	2014	Avg. SF	1027
Units	342	Avg. Rent	\$1,277
Floors	3	Avg. Rent/SF	\$1.24
Acres	15	DU/Acre	23

Figure 37. Newer Rental Apartment Deliveries (continued)

NEWER RENTAL APARTMENT DELIVERIES IN THE REGION



8

Epic at Gateway Centre - 3115 Grand Ave, Pinellas Park, FL 33782

Year Built	2014	Avg. SF	1,110
Units	320	Avg. Rent	\$1,541
Floors	4	Avg. Rent/SF	\$1.39
Acres	13	DU/Acre	25



9

The Boulevard - 2098 Seminole Blvd, Largo, FL 33778

Year Built	2015	Avg. SF	1,106
Units	260	Avg. Rent	\$1,526
Floors	4	Avg. Rent/SF	\$1.38
Acres	14	DU/Acre	19



10

Courtney at Bay Pines - 4652 Miramar Dr, St. Petersburg, FL 33708

Year Built	2013	Avg. SF	1,078
Units	330	Avg. Rent	\$1,519
Floors	4	Avg. Rent/SF	\$1.41
Acres	15	DU/Acre	23

Note[1]: As defined by CoStar, the broader submarket is comprised of the North Pinellas submarket, the Mid Pinellas submarket, the South Pinellas submarket, and the Gateway submarket.
Source: CoStar

HIGHER-END RENTAL APARTMENT DELIVERIES IN REGION



11

Solaris Key - 2855 Gulf to Bay Blvd, Clearwater, FL 33759

Year Built	2015	Avg. SF	1,554
Units	426	Avg. Rent	\$1,530
Floors	4	Avg. Rent/SF	\$1.62
Acres	25	DU/Acre	17



12

Ibis Walk - 871 Ibis Walk Pl N, St. Petersburg, FL 33716

Year Built	2014	Avg. SF	914
Units	401	Avg. Rent	\$1,505
Floors	4	Avg. Rent/SF	\$1.65
Acres	16	DU/Acre	25

NEWER MULTI-FAMILY PRODUCT IN SUBMARKET

Several rental apartment projects have been delivered within the study area submarket¹ in the last five years. Based on metrics of products profiled in Figure 37, on average, newer rental apartment products are typically 250 to 350 units in four-story buildings, with an average rent per SF of \$1.39. Newer product has an average density of 19, as measured by dwelling units (DU) per gross acre.

New higher-end rental apartment projects, including Solaris Key and Ibis Walk, have an average unit count of 414 and an average density of 21. The average rent per SF of these two projects is nearly \$0.25 higher per SF than other newer rental apartment deliveries in the region, which may be attributable to highly accessible, centralized locations.

Note: Averages based on newer, comparable rental apartment product as featured in this Study. Source: CoStar

HOUSING STARTS

SB Friedman utilized US Census housing permit data to better understand historic housing starts activity at the County level. Starts are measured by the number of detached buildings for single-family product and by units for multi-family product.

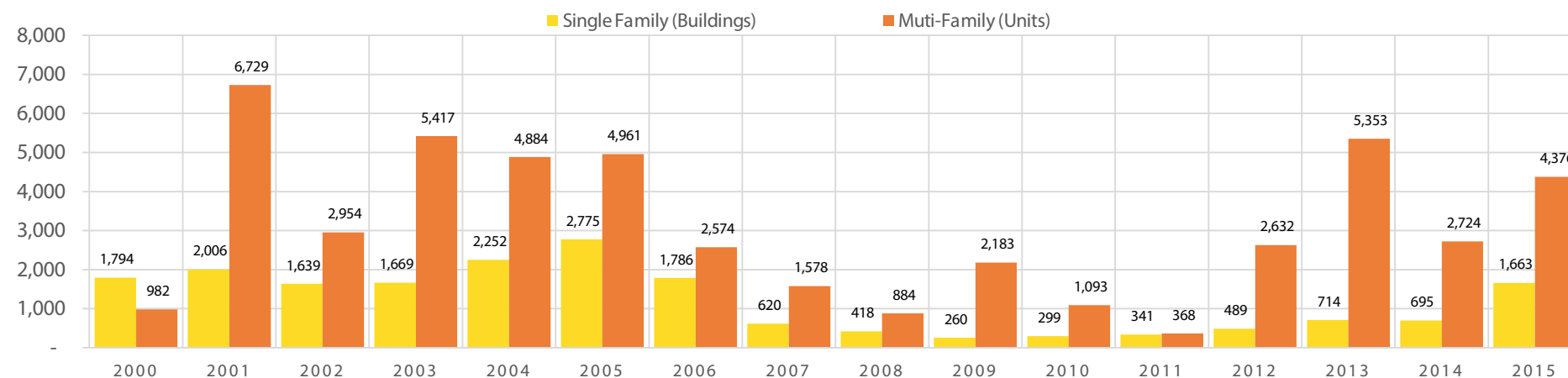
As shown in Table 10 and Figure 38, according to US Census permit data, since 2010 Pinellas County has seen an annual average addition of 700 single-family detached buildings and 2,758 units of multi-family product. This results in a housing start ratio of 20/80 single-family detached buildings to multi-family units. The pace of single-family product housing starts has slowed since 2010, compared to the pre-recession pace of nearly 1,500 buildings annually during the 2000 to 2009 period.

Table 10. Pinellas County Housing Permits by type, 2000-2015

	PRE - RECESSION 2000 - 2009			POST - RECESSION 2010 - 2015		
	Total Starts	Annual Average	Ratio	Total Starts	Annual Average	Ratio
Single-Family Detached (buildings)	15,219	1,522	31%	4,201	700	20%
Multi-family (units)	33,146	3,315	69%	16,546	2,758	80%

Source: US Census

Figure 38. Pinellas County Housing Permits, 2000-2015



Source: US Census

MARKET-RATE HOUSING POTENTIAL

Over the next 20 years, there may be multi-family development potential for up to three to five rental apartment projects in the study area. Future development is dependent in large part on various factors, including site availability and/or land assembly opportunities, as well as new competition from locations outside the study area.

According to interviews with local stakeholders, market research, and analysis of CoStar data regarding density and other site considerations, future rental apartment product will most likely be characterized by the following attributes: an 8 to 20 gross acre site; a three- to four-story building with 250 to 300 units; and/or a density of 20 to 28 DU per gross acre.

Impact of US 19 Road Improvements

SB Friedman sought to define market potentials for major land as a result of completed road improvements to the US 19 corridor in the Clearwater/Largo area. On a broad scale, it is possible that completed improvements may have enhanced regional-level access. In regards to more localized access and visibility, improvements to the US 19 corridor may have a neutral impact on development potential in the next few decades. Interchanges and other road improvements along the corridor as a whole may continue to increase speed and access to regional employment, shopping, and entertainment destinations. However, it is possible that US 19 frontage, elevated interchanges, and/or sound walls may result in the creation of barriers at grade level. In this case, improvements may have had an adverse affect on access and may limit potential development sites along the corridor in the study area.

Retail Market

A high-level market assessment of the potential for retail development within the study area was also conducted. Figure 39 provides an overview of various retail typologies and associated characteristics.

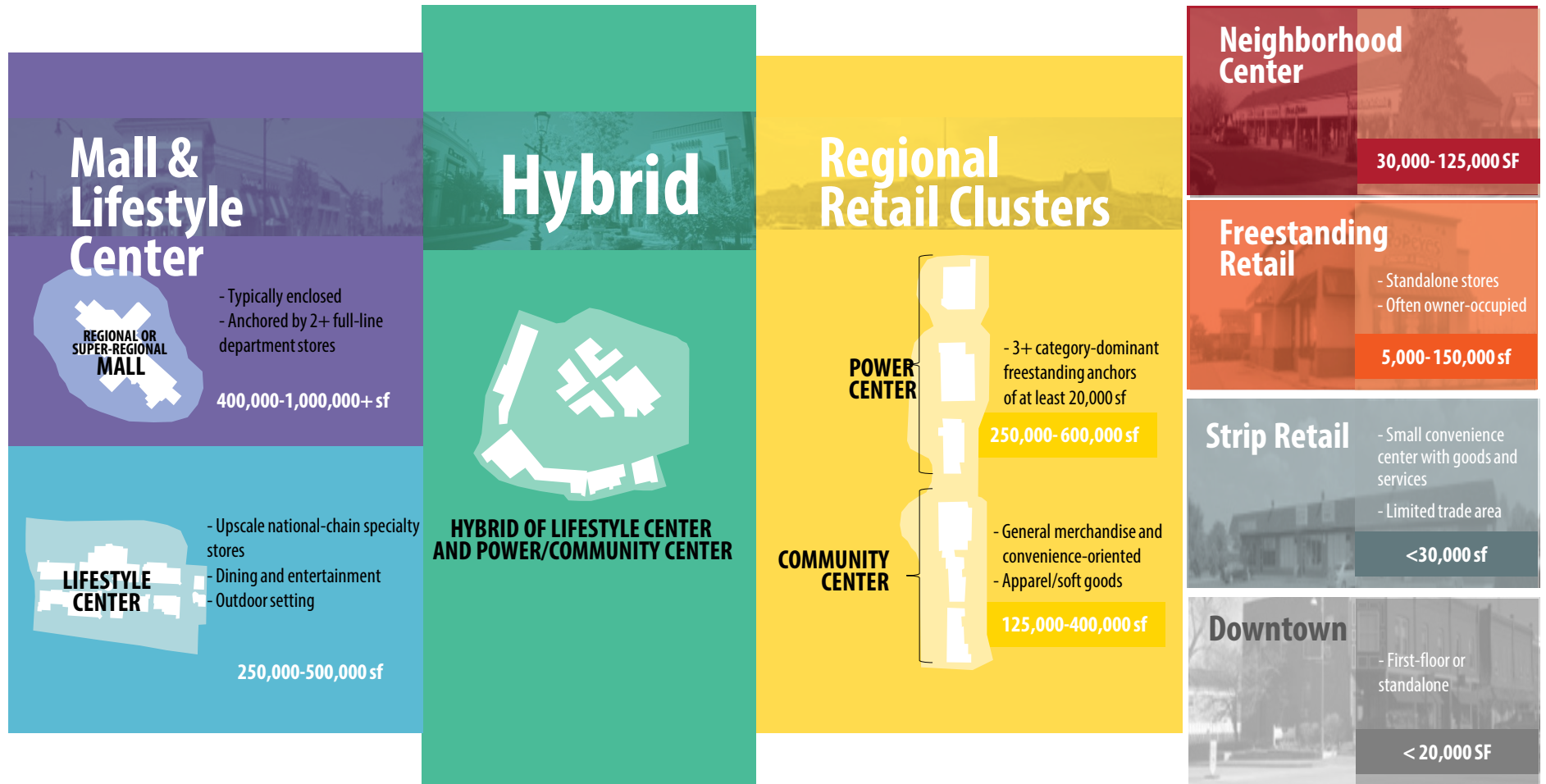
Retail is changing at the national level. Understanding these trends provides a better context for the study area's retail market potential.

E-commerce, or the transaction of buying or selling online, is expected to grow. E-commerce as a percentage of total annual national sales has more than doubled in recent years, from 3% in 2006 to 7% in 2015, as presented in Figure 40. While e-commerce as a share of total revenue varies by retailer category, brand and/or price point, stores with a traditional physical presence will continue to capture a large share of that growth. "Just-in-time" delivery (the process of ordering and receiving product inventory only as needed) is now possible through advancements in supply chain and logistics practices, often allowing for faster shipping directly to customers' homes.

Traditional "brick and mortar" retail stores will continue to restructure their physical presence. The growth of e-commerce, among other economic trends (spending preferences towards services over goods), means that existing stores may continue to close. Downsizing, especially in urban markets, may become increasingly common as less inventory will be required in-store. For instance, a traditional Best Buy may require a 30,000 to 50,000 SF building, as featured in Figure 41. But, the more-urban downsized format Best Buy Mobile has a narrower focus (smartphones, customer service) and may only require less than 3,000 SF.

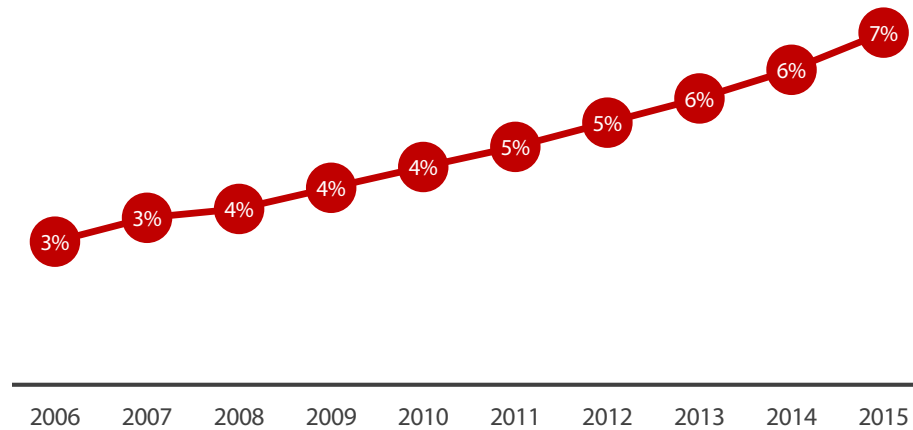
Alternately, some non-store retailers with a traditional online presence, such as Amazon, are embracing a "Clicks-to-Bricks" concept with the opening of physical stores (Amazon Books) with limited inventory. Omni-channel practices will likely continue to enhance customer experience by more seamlessly integrating online and offline commerce.

Figure 39. Retail Typologies



Source: Based on International Council of Shopping Centers retail classifications

Figure 40. E-Commerce as a Percent of Total Annual National Sales



Source: US BLS; Estimated Annual US Retail Trade Sales

While traditional retail is changing, new e-commerce business models are emerging altogether. The “sharing economy” (rental and secondary markets) places less emphasis on ownership and more on convenience. The “services economy” has created a market for “do-it-for-me” services, such as deliveries and home cleaning. The “personalization economy” and “on-demand economy” mean that customers (or smart technology) can automatically replenish curated subscriptions. As these new business models continue to emerge, it is likely that future retail development patterns will be affected by these trends.

Future retail development patterns will be impacted by a divergence in retail typologies. Convenience- and/or value-focused retail, often developed in power, community, and convenience retail centers, may continue to sell basic goods and services like groceries without much concern for ambiance and experience. Conversely, experience-focused retail consisting of high-end and lifestyle retail centers may offer customers a mix of uses, including dining and entertainment options. This typology will likely be found in new “lifestyle” shopping centers or walkable downtown districts. Finally, value-focused retail, including fast fashion and off-price retail such as TJ Maxx, may continue to grow with the rise of customers seeking value options. Overall, omni-channel concepts will continue to play an important role in the retail landscape as consumers desire a seamless shopping experience both online and in-store. However, physical stores will not disappear. In addition to retail space, future stores may function as showrooms, service centers, or focus on offering a unique customer experience.

Retail nodes are located in clusters of various typologies in and around the study area. Within select clusters identified within Pinellas County, there is nearly 9.5 million SF of retail space in three community centers, two power centers, and two regional malls, as profiled in Figure 42.

Figure 41. Retail Store Restructuring



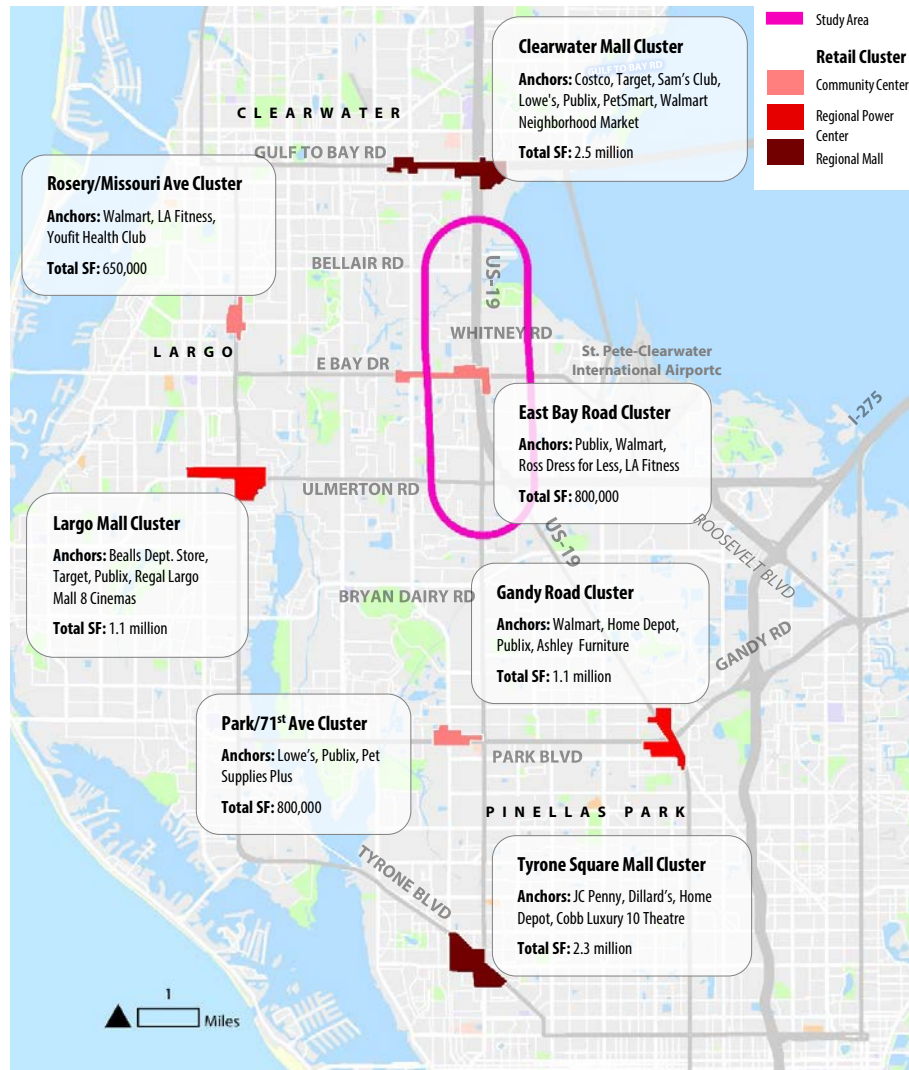
Typical Size:
30,000 – 50,000 SF



Typical Size:
Under 3,000 SF

Source: SB Friedman, World Economic Forum, “Shaping the Future of Retail for Consumer Industries”

Figure 42. Retail Structure Map

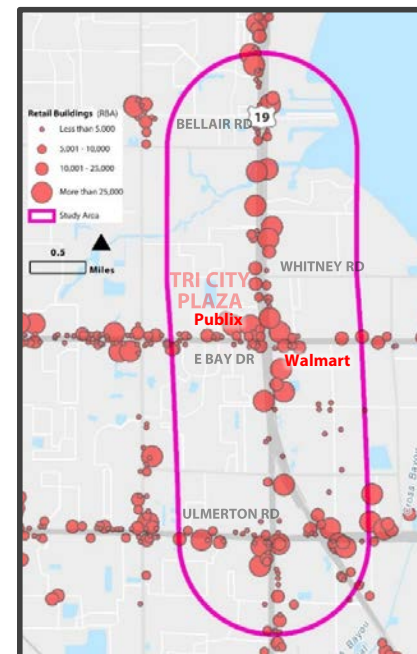


Source: CoStar, ESRI

STUDY AREA RETAIL

The study area includes part of the East Bay Road Cluster, a community center which contains nearly 800,000 SF of retail uses anchored by a Walmart, Publix, and Ross Dress for Less. This cluster directly competes with nearby community centers such as the Rosery/Missouri Ave cluster to the north and the Park/71st Cluster to the south, as well as with larger power center and regional mall clusters. Overall, the study area contains nearly two million SF of retail uses, according to CoStar data, as shown in Figure 43.

Figure 43. Study Area Retail



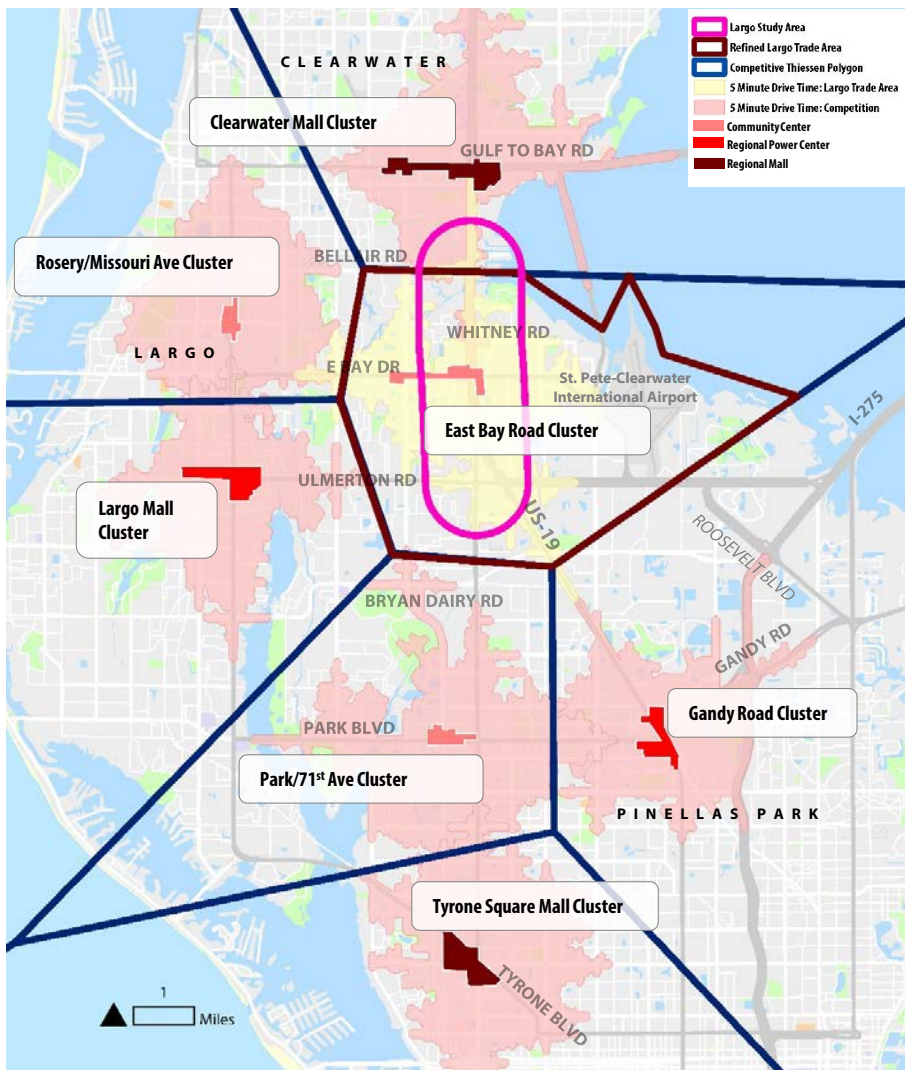
Note: [2] According to stakeholder interviews and Tampa Bay Times news articles. Source: CoStar, ESRI

IMPACT OF US 19 ROAD IMPROVEMENTS

Interchange improvements to the US 19 corridor may have impacted select cluster typologies. For instance, the East Bay Road Community Center Cluster, located at a key crossroads location, has attracted \$32 million of reinvestment capital with the full redevelopment of Tri-City Plaza completed in 2016². Convenience-driven retail, which is typically more dependent on ease of access at the site level, may continue to experience a neutral to negative outcome, especially if located at interstitial locations. However, this outcome may be largely dependent on factors such as the level of visibility of businesses

and/or signage, and/or level of access (e.g., a business located near an interchange compared to interstitial areas).

Figure 44. Retail Trade Area



Source: CoStar, ESRI

Note: [3] Example of non-mall retailers include big-box stores and in-line retail selling grocery general merchandise, furniture, or building materials. [4] A consumer on a dark blue line between two retail clusters is equidistant from both nodes.

A Retail Trade Area is a geographic area from which a shopping cluster gets the majority of its customer patronage. The area was estimated based on several variables, including competitive supply and the key existing power/community center clusters³. The transportation network and typical five-minute drive times for power/community centers and lines of equidistance between the centroid of clusters (“thiessen polygons”)⁴ were also considered. This approach accounts for the typical travel-time along the existing road network for larger-scale suburban retail centers and the spatial distribution of competitive retail supply available to consumers. As shown in Figure 44, the eastern edge of the Trade Area was adjusted to account for natural barriers such as Tampa Bay.

MARKET POTENTIAL

Retail leakage analysis helps identify retail and/or service categories that are over- or under-represented within a particular geography. Understanding the potential undersupply or oversupply within a market allows for a better estimation of future market potential for retail uses.

Retail “leakage” is based on the difference between consumer spending potential by retail demand and retail sales occurring within trade area. When supply is greater than demand, the trade area is considered to be “oversupplied”. Likewise, when demand is greater than supply, the trade area is considered to be “undersupplied” or experiencing “leakage” in which consumers are spending more dollars outside of the trade area. The residential neighborhoods located behind commercial uses lining much of the US 19 frontage and the surrounding area provide a “built-in” market demand for retail, food and beverage, and consumer services.

According to an analysis of ESRI Business Analyst data, the study area has more retail space than the current residential market supports. There is an approximate retail/consumer services oversupply of \$72 million⁵. Converted to SF basis, assuming \$275 sales per SF, this oversupply translates to nearly 260,000 SF of excess retail uses within the trade area⁶.

IMPACT OF US 19 ROAD IMPROVEMENTS

Road improvements may continue to have a beneficial impact on larger retail clusters located at major crossroads due to increased access and speed (e.g. the redevelopment of Tri-City Plaza). Convenience-based retail in less visible or disconnected areas may continue to be negatively affected by elevated roadways or sound walls due to decreased visibility from auto traffic.

To the extent that retail would want to locate in this market, uses would likely locate on east-west corridors. Redevelopment of the study area should consider infilling vacant retail space and/or demolition/ replacement of obsolete retail space before adding any significant amounts of new retail uses.

Office

A high-level market assessment of the potential for office development within the study area was also conducted using CoStar data. This included profiling significant regional office clusters in order to understand the study area's relative competitive position in the region's office market. Figure 45 includes a profile of various office typologies.

Figure 45. Office Typologies

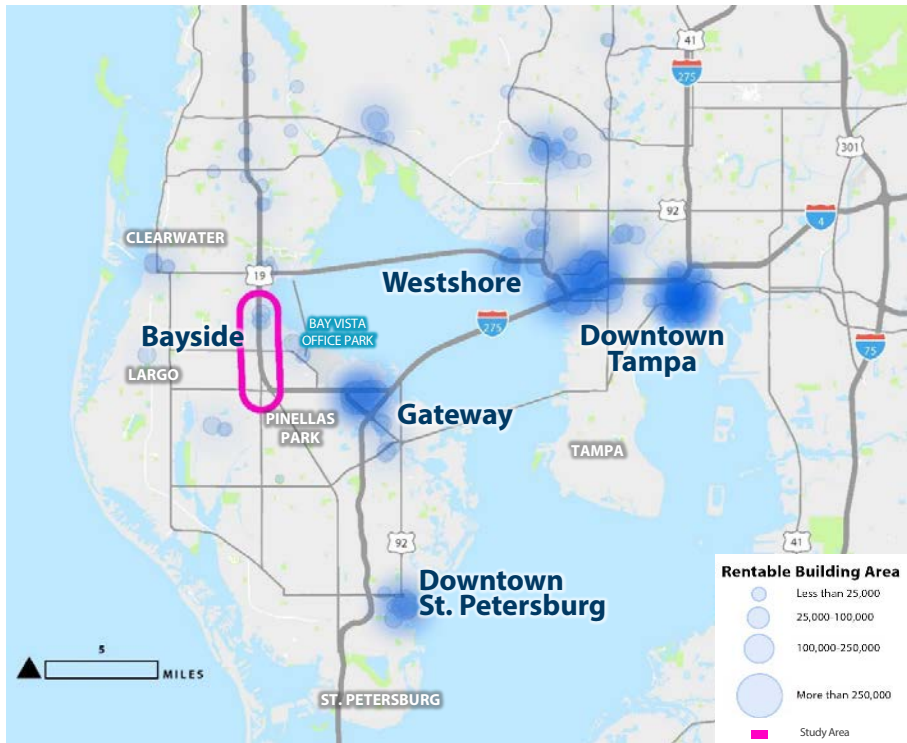


Type/Class	Free-Standing Node	Class-A Node/Park	Corporate Campus Class-A and Class-B space
Tenants	Smaller tenants including professional forms and medical uses	Single or multi-tenant	Several Single-tenant headquarters buildings
Size	1-2 stories	1-4 stories	Low/mid rise
Typical Location	Broadly located, near retail centers and downtown	Located within office parks, typically in the suburbs	Concentrated along major interstates and interchanges with locations accessible to corporate executives
Other Characteristics	Limited need for direct highway visibility or regional access	Lower rent, land costs and barrier to entry	High visibility from the interstate

Source: SB Friedman

Note: [5] Based on Total Retail Trade and Food & Drink, NAICS 44-45, 722, excluding Motor Vehicle & Parts Dealers, Gasoline Stations, and Non-store Retailers industries. [6] Retail gap converted to SF basis, assuming \$275 sales per SF. Source: Esri Business Analyst

Figure 46. Competitive Class-A Office Supply



Source: CoStar, ESRI

Corporate office typically consist of single-tenant headquarter buildings or a larger multi-tenant Class-A space. Class-A office product is distributed throughout the region. As shown in Figure 46, Class-A office development in the greater Tampa–St. Petersburg–Clearwater region is generally concentrated in four submarkets: Westshore, Downtown Tampa, Gateway, and Downtown St. Petersburg. Westshore is the largest office submarket in the region, with 8.2 million SF of Class-A office, based on CoStar data (Figure 47).

The study area is located primarily in the smaller Bayside submarket, which has 1.1 million SF of Class-A office. Other minor office submarkets include Northwest Tampa and North Pinellas.

Although there is not a significant cluster, there are several Class-A office buildings located within the study area. However, the study area is adjacent to 240,000 SF of Class-A office in the Bay Vista Office Park to the east. Bay Vista is directly adjacent to St. Pete/Clearwater International Airport and features tenants specializing in technology products and services and health care services.

Figure 47. Submarket Office SF By Class

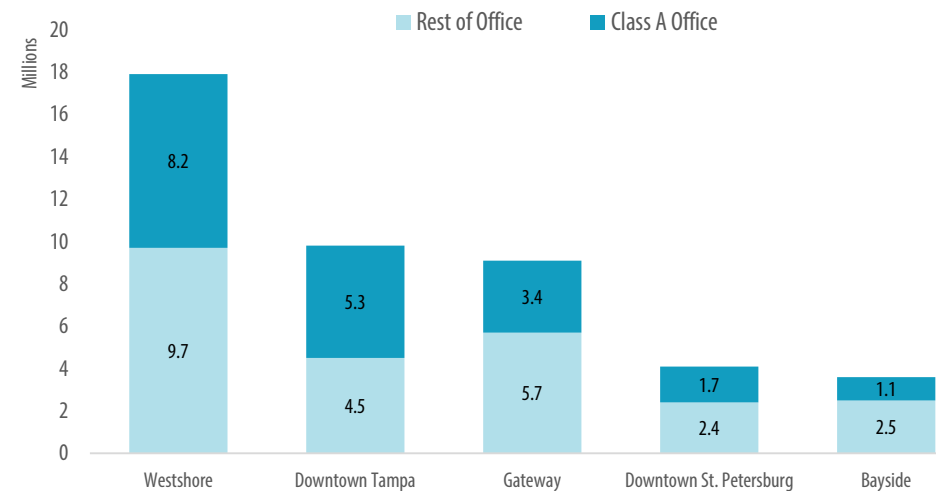
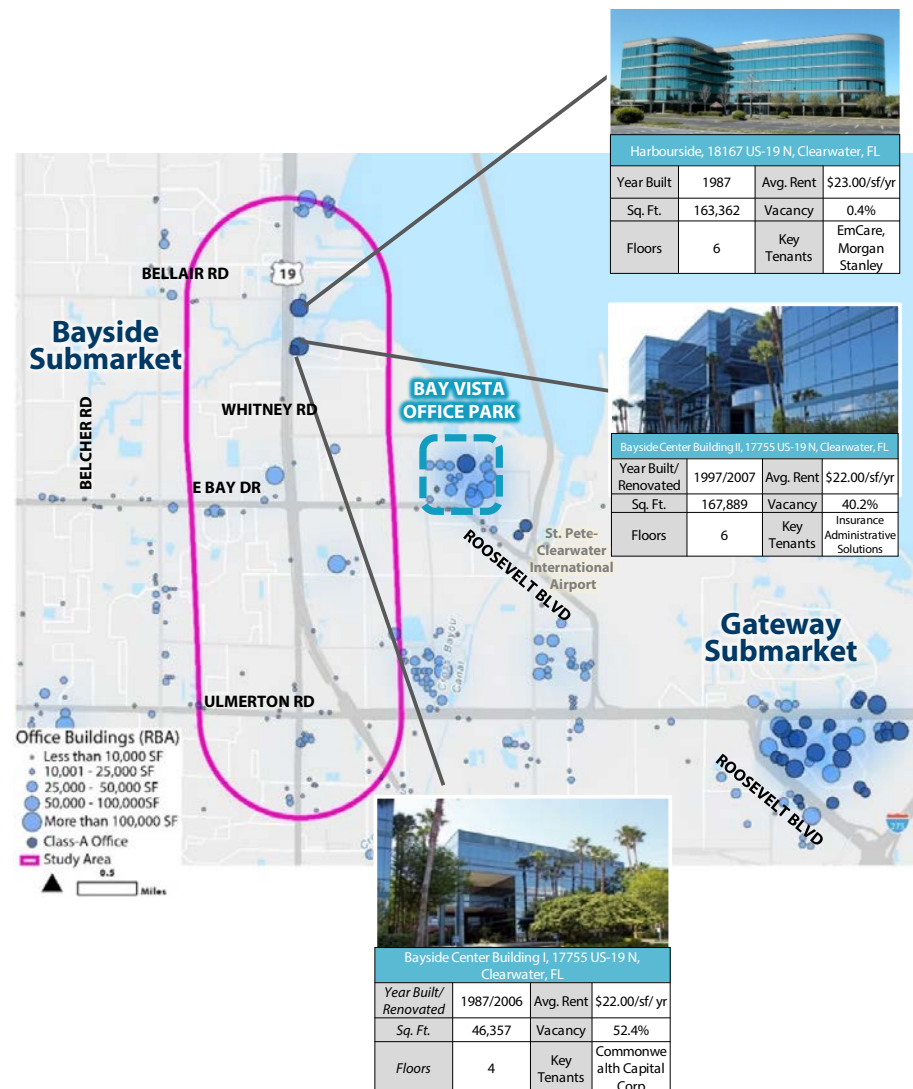


Figure 48. Study Area Office



Source: CoStar, ESRI

The northern part of the study area contains three Class-A buildings, as profiled in Figure 48. The neighboring Bayside Center Building I and Bayside Center Building II have experienced sustained levels of high vacancy over the last 10 years. This may be due to the older age or location of these buildings. These office buildings are located within the broader Bayside submarket, which contains 3.6 million SF of office space of all classes in 134 buildings. As profiled in Table 11, the Bayside submarket has a vacancy rate that is almost double that of other office submarkets in vicinity. As of 2018, the Bayside submarket has a gross rent per SF that is lower than most other submarkets, except the nearby Gateway submarket⁷. However, the Gateway submarket gross rent per SF has ranged from a low of \$17.73 to a high of \$21.61 in the last five years. Rent per SF differentials may be attributable to the suburban location

Table 11. Office Submarket Analytics

	Bayside	Gateway	St. Pete Downtown	Tampa Downtown	Westshore
Buildings	134	287	175	121	669
Existing SF	3,637,079	9,079,525	4,085,721	9,777,173	17,858,436
SF Under Construction	0	0	0	0	0
Gross Rent Per SF	\$19.86	\$18.90	\$27.40	\$26.47	\$26.20
Vacancy Rate	15.10%	6.6%	9.5%	7.3%	7.3%
Available SF	520,015	726,349	566,020	901,169	2,080,129
12 Mo. Absorption SF	159,885	199,604	-91,019	124,521	314,870
12 Mo. Leasing SF	233,500	435,848	197,403	413,198	1,191,781

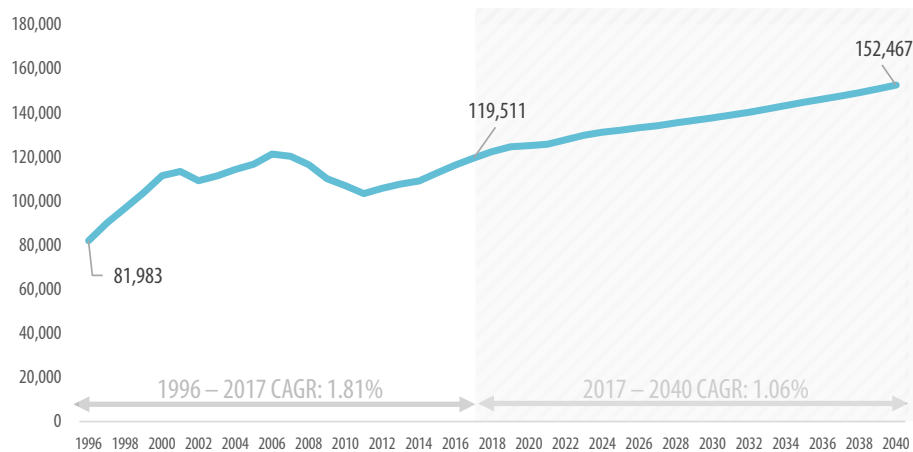
Note: Includes all classes of office, 2018 YTD. Submarket name and boundary as defined by CoStar. Downtowns defined by Central Business District (CBD). Bay Vista Office Park is a subarea of Bayside submarket. [7] Gateway gross rent per SF has ranged from \$17.73 to \$21.61 in last five years. Source: CoStar

of the Bayside and Gateway office submarkets as compared to the more urban Downtown St. Petersburg, Downtown Tampa, and Westshore office submarkets.

Moody's office sector data for Pinellas County indicate that the office sector comprises nearly 120,000 jobs in 2017, as featured in Figure 49. County office employment is projected to increase by nearly 33,000 jobs from 2017 to 2040 at a CAGR of 1.06%. This growth rate is slower than the 1.81% experienced from 1996 to 2017, when nearly 38,000 jobs were added in Pinellas County.

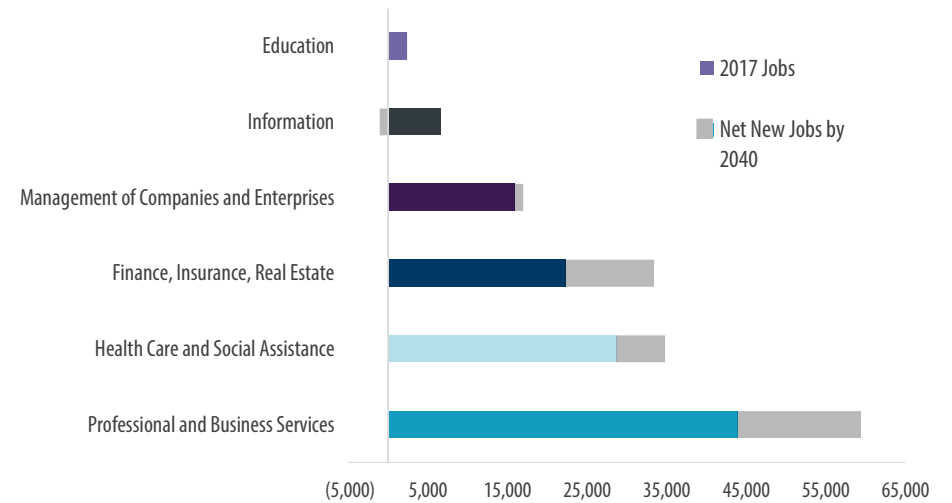
As shown in Figure 50, all sectors of office employment are projected to grow, with the exception of the Information Office sector, which is projected to decrease by 1,043 jobs from the 2017 total. The Professional and Business Services Sector represents 37% of County office employment, as shown in Figure 51. The FIRE (Finance, Insurance, and Real Estate) sector, which represents nearly 20% of County office employment, is projected to increase at the highest CAGR (1.79%) by 2040.

Figure 49. Pinellas County Office Employment



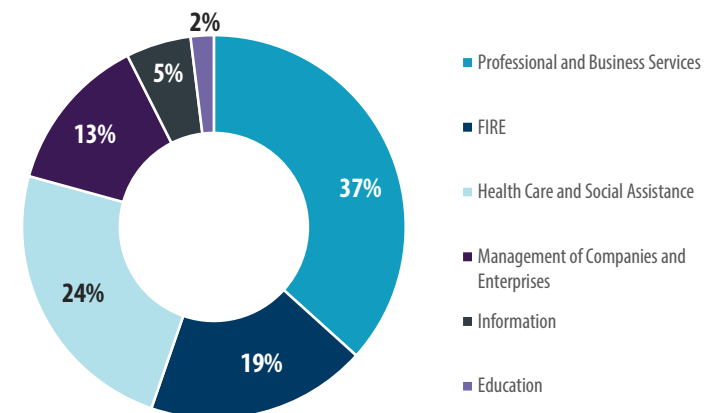
Source: Moody's Analytics

Figure 50. Pinellas County Future Job Growth by Office Sector



Note: Information Office Sector is projected to decrease by 1,043 jobs from its 2017 total.
Source: Moody's Analytics

Figure 51. Pinellas County Office Employment by Sector as a Percentage of Total, 2017

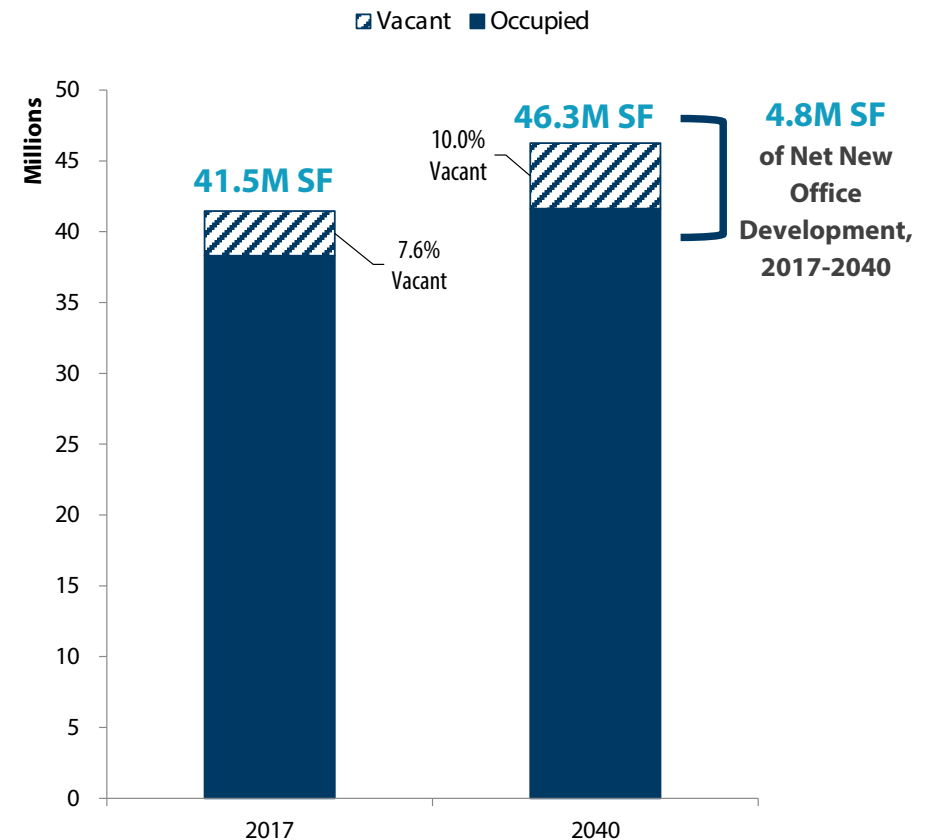


Source: Moody's Analytics

PINELLAS COUNTY PROJECTED OFFICE GROWTH

SB Friedman converted Moody's office sector employment projection data through 2040 to office square feet in order to estimate the market potential for office uses within Pinellas County and the Bayside submarket. The following estimation assumes a decline in the need for office space per employee over time. This assumption is based on broader trends occurring on a national scale. Our estimation also assumes an average office rentable building area (RBA) vacancy of 10.0% by 2040. SB Friedman estimates a projected 4.8 million SF of net new office development within Pinellas County between 2017 to 2040, as shown in Figure 52.

Figure 52. Pinellas County Occupied and Total Office RBA



Source: Costar, Moody's Analytics

BAYSIDE SUBMARKET OFFICE DEVELOPMENT FORECAST

Future office development is likely to follow existing clustering patterns, including locations within the Tampa, St. Petersburg, Gateway, or Westshore clusters. However, based on historic capture rates for the Bayside office submarket, *SB Friedman* applied an assumed capture rate of 20-30% in order to estimate the market potential of the Bayside office submarket. According to analysis of CoStar and Moody's Analytics data, the Bayside submarket may have potential for 1.0 to 1.4 million SF of new office RBA from 2017 to 2040, as shown in Figure 52⁸. It is possible that the study area may capture some of this potential office development. A "wild card" build-to-suit tenant may find the Bayside submarket conducive to their needs.

The study area and broader Bayside submarket can help position itself for future development by leveraging its strong transportation connections, including the prioritization of select sites along major arteries (US 19, Ulmerton Road intersection) or near St. Pete/Clearwater International Airport. Building off proximity to nearby office clusters that may be reaching capacity, including the Gateway submarket, may attract potential office uses. Targeting business recruitment and/or relocation efforts for key development sites may catalyze additional growth.

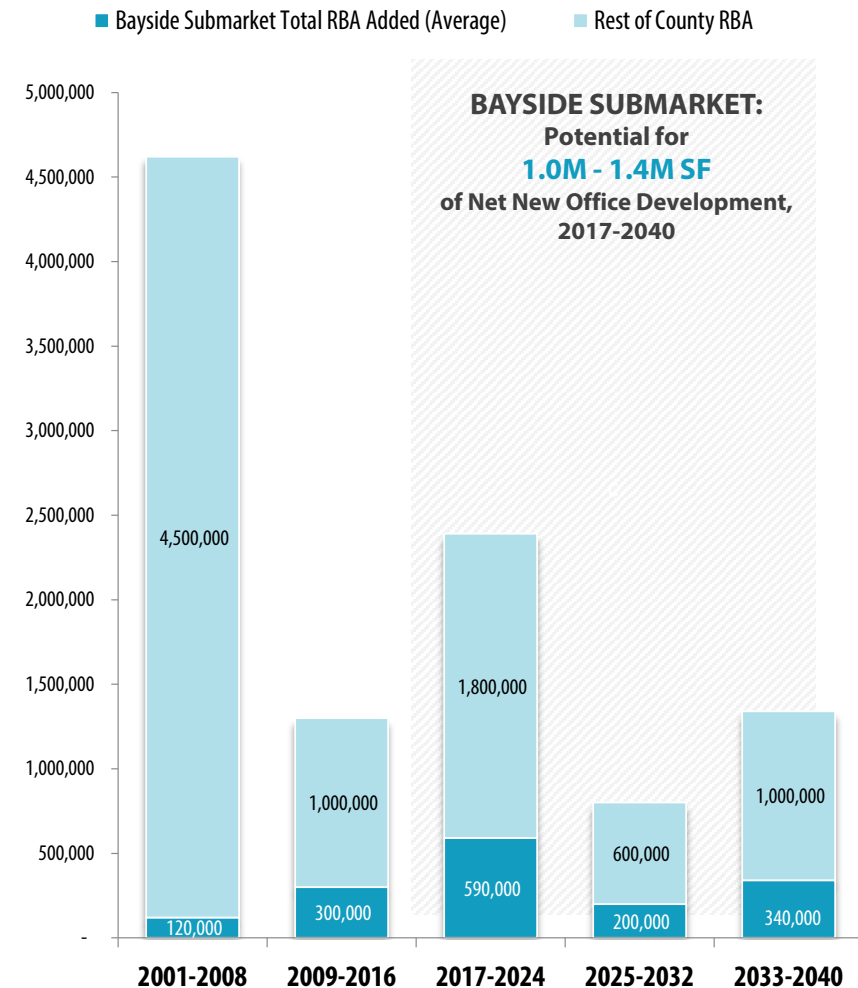
This is a preliminary forecast that is largely dependent on various factors, including broader economic conditions or cycles (e.g., macroeconomic or "redevelopment/infill environment" cycling). This forecast is in part dependent of the submarket's future capture rate, land limitations/site assembly efforts, and intensification of existing space or upcycling product. Additionally, the level of public financial intervention and/or master planning efforts may also affect the submarket's office development potential.

IMPACT OF US 19 ROAD IMPROVEMENTS

US 19 road improvements in the study area are likely to result in a neutral outcome for potential office development. Office uses typically consider

factors such as proximity to workforce in locational decisions. Speed of travel is typically not as important for professional offices, which prefer to locate near residential populations.

Figure 53. New Office Development Potential



Note: [8] Based on a future 10% vacancy rate and terminal SF/employee ratio of 250. Source: Costar, Moody's Analytics

Hotel/Lodging Market

SB Friedman analyzed market performance and metrics of the competitive hotel and lodging supply located within or near the study area to understand the potential to accommodate additional lodging and drive commercial economic activity. Data on hotel market performance was provided by STR Global, which is the hotel industry's leader in tracking market conditions and annual performance metrics for participating properties across the world.

HOTEL MARKET SUPPLY

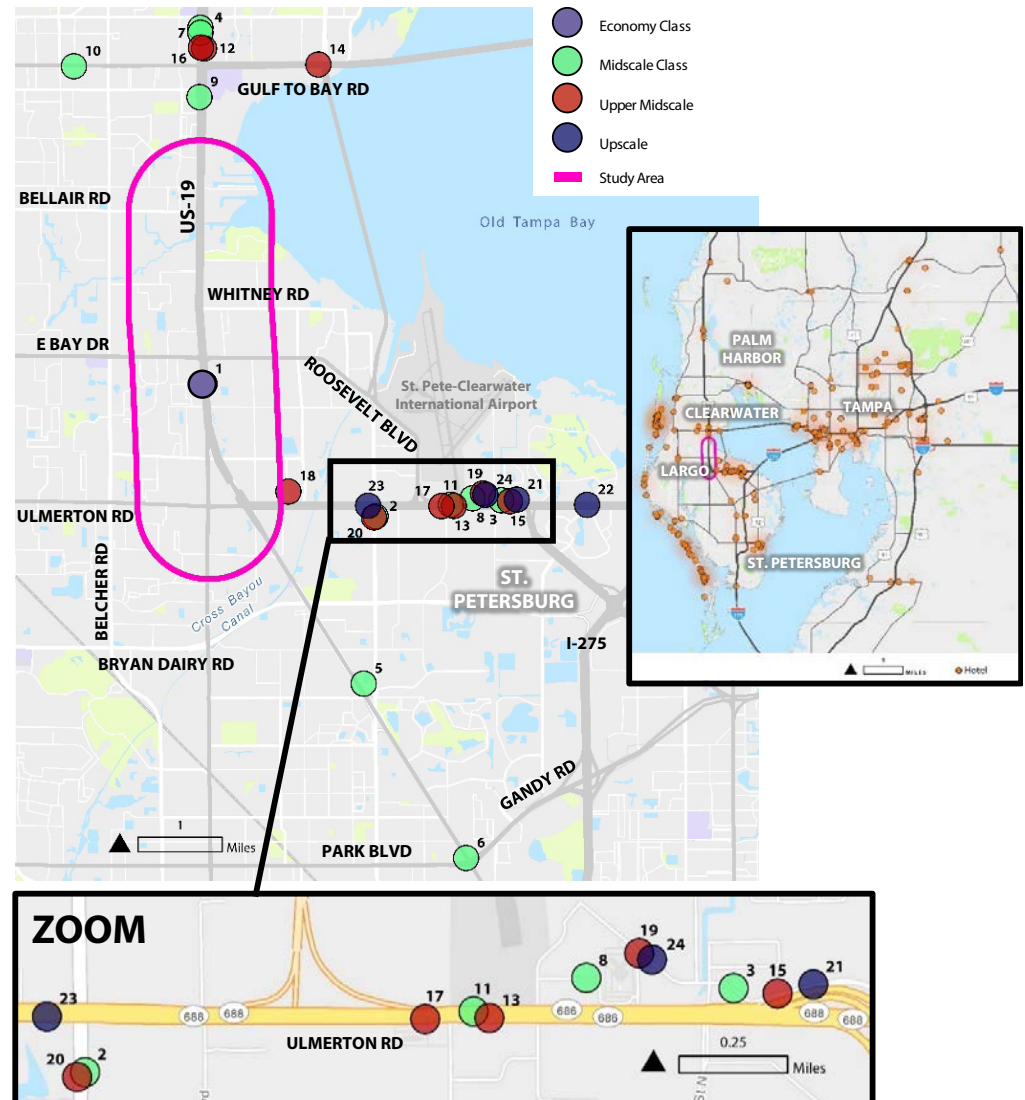
There are 2,385 hotel rooms in 24 properties located within or near the study area, most of which are Midscale or Upper Midscale class (Figures 54 and 55). To better capture a competitive set of hotels within or near the study area, economy motels were excluded from this analysis. Economy motels were considered uncompetitive due to factors such as building age and/or level of service. However, it is notable that a 122-key economy class Woodspring Suites was delivered in the study area in October 2016.

Figure 54. Hotel Competitive Supply Summary

Hotel by Class		Keys
Economy - 122 keys		
1	Woodspring Suites Signature Clearwater	122
Midscale - 692 keys		
2	Candlewood Suites Clearwater	104
3	La Quinta Inns & Suites Clearwater Airport	118
4	La Quinta Inns & Suites Clearwater Central	144
5	La Quinta Inns & Suites Clearwater South	84
6	La Quinta Inns & Suites Tampa Bay Pinellas Park Clearwater	115
7	Magnuson Hotel Clearwater Central	85
8	Quality Inn & Suites St Petersburg Clearwater Airport	110
9	Quality Inn Central Clearwater	76
10	Ramada Limited Clearwater Hotel & Suites	45
11	Sleep Inn Clearwater	81
Upper Midscale - 1,143 keys		
12	Clarion Inn & Suites Clearwater	140
13	Comfort Inn & Suites Clearwater	93
14	Fairfield Inn & Suites Clearwater	127
15	Fairfield Inn St Petersburg Clearwater	82
16	Hampton Inn Clearwater Central	178
17	Hampton Inn Suites Clearwater St Petersburg Ulmerton	128
18	Holiday Inn Express Clearwater East ICOT Center	127
19	Holiday Inn St Petersburg North Clearwater	173
20	TownePlace Suites St Petersburg Clearwater	95
Upscale - 428 keys		
21	Courtyard St Petersburg Clearwater	149
22	Homewood Suites Clearwater	112
23	Residence Inn St Petersburg Clearwater	88
24	Springhill Suites St Petersburg Clearwater	79

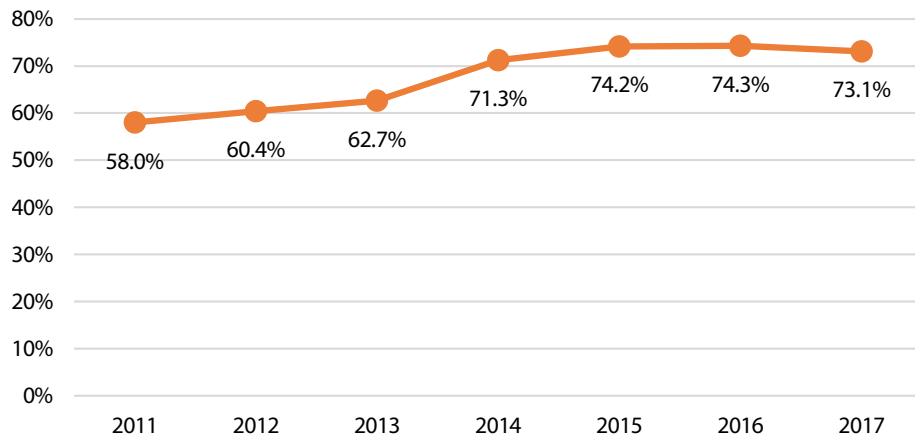
Source: STR

Figure 55. Hotel Competitive Supply



Source: CoStar, ESRI, STR Global

Figure 56. Annual Average Occupancy, Select Competitive Hotels



Note: Annual data reported through October. Woodspring Suites economy class hotel and other economy class not included in competitive supply dataset. Source: STR Global

Overall, the study area is adjacent to one of the larger hotel clusters in the tri-county region. Hotels serving professionals and travelers from the nearby St. Pete/Clearwater International Airport have clustered along Ulmerton Road.

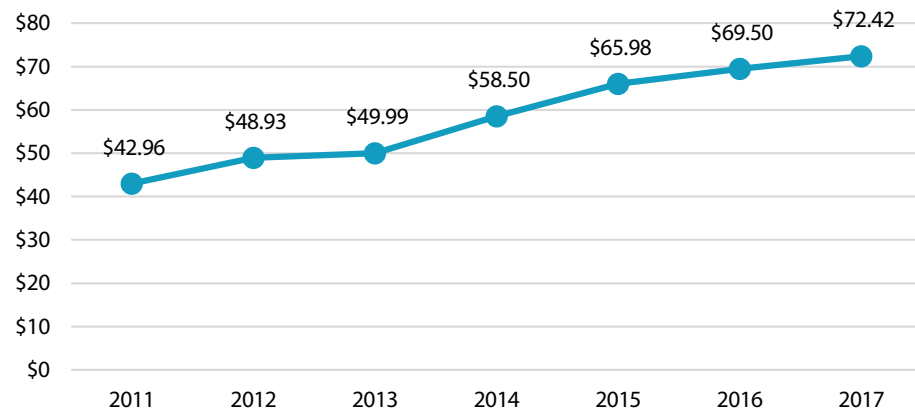
COMPETITIVE SUPPLY PERFORMANCE

The charts shown in Figure 56 and Figure 57 represent performance metrics for the “competitive supply” of hotels, previously shown in Figure 54. Overall, recent improvements in occupancy and Revenue Per Available Room (RevPar) are positive trends. Occupancy has improved nearly 15% over the period, from 58% in 2011 to 73% as of October 2017. RevPar, which considers simultaneous changes in room rates and annual occupancy, has increased by approximately \$30 over the period, from nearly \$43 as of 2011 to more than \$72 as of 2017.

HOTEL/LODGING MARKET POTENTIAL

Overall, hotel market performance in and surrounding the study area suggests that performance may be sufficient to support additional hotel development in the near term. Key performance metrics, including occupancy and RevPar, meet the threshold that would typically support financing for new hotel construction. It is important to note that potential hotel development may occur within the broader submarket, not necessarily within the study area boundary. Based on characteristics of the area’s competitive hotel set, new hotel development (near-term) may be characterized by a limited-service, 100 to 125 key midscale or upper midscale class hotel. Based on current patterns of hotel clustering, new hotel development may locate on or near major corridors or intersections or near the airport.

Figure 57. Revenue Per Available Room (RevPar), Select Competitive Hotels



Note: Annual data reported through October. Woodspring Suites economy class hotel and other economy class not included in competitive supply dataset. Source: STR Global

IMPACT OF US 19 ROAD IMPROVEMENTS

US 19 road improvements within the study area would most likely continue to result in a neutral impact for potential hotel development in the near term.

05 Market Potential Overview

Residential Market

The analysis estimates a potential for three to five rental apartment projects through 2040. Future development will be dependent in large part on site availability and site assembly efforts, among other factors.

Retail Market

The study area has more retail space than the current market supports. This analysis estimates an approximate retail/consumer services excess supply of \$72 million. This translates to an excess of nearly 260,000 SF.

Office Market

The Bayside submarket has potential for an estimated 1.0 to 1.4 million SF of office space through 2040. There may be an opportunity for US 19 to build off development in the Bay Vista Office Park or larger Gateway submarket in order to attract corporate or professional office uses. Potential development is dependent on factors such as broader economic conditions, submarket capture rate, land limitations/site assembly efforts, intensification of existing space or upcycling product, level of public financial intervention, and/or master planning efforts.

Hotel Market

Hotel market performance in/surrounding the study area suggests that market performance may support additional hotel development in the near term. Potential hotel development may occur within the area submarket, not necessarily within the study area boundary.

Overall Market Conclusions

Previously completed road improvements (or intersections) on (or along) US 19 in the Clearwater/Largo area are not likely to materially affect development potential. Residential land uses may benefit somewhat from road improvements in the form of increased access and faster travel. However, grade separation may contribute to making some sites infeasible.

Larger community center-type retail located at major crossroads may benefit somewhat from road improvements. Retail uses located further from major intersections, especially convenience-driven uses, may be negatively affected. Office and hotel land uses may be largely unaffected regardless of past improvements in the next three to five years.