

**Summit Workshop – Agenda Item #3
Economic Development and Redevelopment Plan Recommendations**

Vision Issues	Strategies	Accept	Reject	Modify
<p>There is a need to recognize the value of a countywide redevelopment initiative and the corresponding requirements to facilitate revitalization of Pinellas County with a balance of high quality living, working, and leisure conditions.</p>	<p>Recognize the need for and importance of the countywide redevelopment initiative to achieve the vision.</p>			
	<p>Articulate clear, proactive, consistent plan objectives to encourage maximum understanding and support.</p>			
	<p>Promote the continuous redevelopment and revitalization of identified areas of the county through special area plans.</p>			
<p>For the continued vitality of the county, the redevelopment process requires the participation, support, and understanding of the people engaged in and affected by it.</p>	<p>Facilitate an on-going dialogue with the public to foster a broad-based understanding of the importance of redevelopment.</p>			
	<p>Encourage maximum opportunity for citizen participation at the policy and plan-making stages.</p>			
	<p>Enlist elected official support of, participation in, and orientation toward redevelopment objectives in order to establish the necessary policy framework.</p>			
	<p>Promote and enhance staff orientation and understanding of the special requirements of redevelopment.</p>			
	<p>Establish clear policy direction and address regulatory and infrastructure needs to facilitate redevelopment.</p>			
	<p>Engage the private sector in order that those involved in the redevelopment process understand, appreciate, and are prepared to meet the objectives of communities in which they work.</p>			
	<p>Establish cooperative public/private partnerships for the successful implementation of redevelopment and reinvestment initiatives.</p>			

	Private-sector parties should partner with local governments and advise and provide assistance on issues, techniques, and resources to assist in redevelopment planning/implementation.			
A comprehensive, coordinated countywide approach to redevelopment will assist individual jurisdictions in determining their respective needs and plans, and benefit the county as whole.	Establish an intergovernmental coordination framework that addresses the hierarchy of governmental responsibilities and promotes local government participation.			
	Implement countywide redevelopment efforts through this plan by establishing common objectives and a coordinated, countywide approach.			
	Integrate economic redevelopment objectives with local plans and regulations.			

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Economic Issues	Strategies	Accept	Reject	Modify
<p>The continued attraction and retention of businesses that provide high-wage jobs are imperative for the continued economic health of the county.</p>	<p>Identify target employment criteria in order to attract and retain high-wage businesses.</p>			
	<p>Identify, recruit, and retain desired target employer businesses through a coordinated countywide program.</p>			
	<p>Give priority to the retention and recruitment of businesses that create jobs paying wages above the countywide average.</p>			
	<p>Deliver a consistent jobs retention and recruitment message.</p>			
	<p>Ensure that a wide range of desirable redevelopment locations is available for high-wage employers.</p>			
<p>There are cost differentials between redevelopment and greenfield developments that negatively affect redevelopment and the retention and attraction of high-wage jobs.</p>	<p>Define and make available a selection of strategies and incentives intended to reduce the cost differentials of redevelopment projects.</p>			
	<p>Coordinate redevelopment incentives with private-sector considerations, including lender/investment feasibility for business opportunities and carrying costs attendant to redevelopment.</p>			
<p>Investment and reinvestment in economic development, redevelopment and business incentives, and public/private partnerships are required to meet countywide redevelopment goals.</p>	<p>Ensure the availability of capital to invest in redevelopment and the attraction/retention of target employers.</p>			
	<p>Create a comprehensive community redevelopment program designed to monitor public and private investment in community revitalization initiatives.</p>			
	<p>Provide needed infrastructure improvements in locations where redevelopment is desirable and planned for.</p>			

	Use public/private partnerships to provide redevelopment-enabling infrastructure.			
	Adopt and administer redevelopment incentive programs based on approved criteria intended to promote desirable projects and the retention and attraction of target employers.			
	Provide incentives to support training of the local workforce to promote target employer retention/attraction.			

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Real Estate Issues	Strategies	Accept	Reject	Modify
Attraction of major target employers requires tracts of land that are of the proper size, have adequate infrastructure capacity, and that have known development entitlements.	Use public sector resources to assist in assembling tracts of land appropriate for redevelopment.			
	Develop criteria for the identification and sale or lease of surplus and non-environmentally sensitive public lands.			
	Establish a consistent countywide program to coordinate the creation and administration of Community Redevelopment Areas (CRAs).			
Given the scarcity of greenfield land, grayfield and brownfield sites present redevelopment opportunities.	Identify and implement redevelopment supportive measures that assist in the reuse of grayfields and brownfields.			
Placing housing in or near employment centers results in more efficient use of the transportation network and other infrastructure.	Through appropriate governmental actions, facilitate the construction of a variety of housing types and price ranges in proximity to employment centers and other areas deemed appropriate for residential development.			

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Plan, Code, & Design Issues	Strategies	Accept	Reject	Modify
<p>Without the proper planning, redevelopment will occur in an ad hoc, random fashion which may not fulfill the vision or desires of the community.</p>	<p>Develop specific area plans that incorporate desired redevelopment land use patterns and design characteristics.</p>			
	<p>Incorporate the strategies of the <i>Economic Development and Redevelopment Plan for the Pinellas Community (EDRP)</i> within the <i>Countywide Plan for Pinellas County</i>.</p>			
	<p>Preserve and protect through economic support and proactive measures existing neighborhoods in order to maintain the general character of Pinellas County.</p>			
	<p>Restructure countywide planning to support urban redevelopment planning that focuses on community and neighborhood renewal.</p>			
	<p>Create an “Economic Redevelopment Designation” (ERD) within the Countywide Rules to encourage and facilitate redevelopment.</p>			
<p>There are state growth management regulations that are burdensome and counter-productive when applied in a redevelopment context.</p>	<p>Work to identify and amend or delete growth management policies that unreasonably limit redevelopment potential.</p>			
	<p>Coordinate with the Department of Community Affairs to advance redevelopment planning as state objective, e.g., by allowing greater local flexibility in promoting and facilitating redevelopment.</p>			
<p>Current land development regulations (LDRs) often do not anticipate or recognize the specific needs of redevelopment and rehabilitation activities.</p>	<p>Amend land development regulations (LDRs) to streamline or delete procedures that are lengthy, unpredictable, or lack definitive guidelines and do not contribute to the proper climate for redevelopment.</p>			

	Establish separate, identifiable provisions in local land development regulations (LDRs) to facilitate redevelopment.			
	Adopt provisions to facilitate an area-wide approach to storm water mitigation for redevelopment areas.			
	Identify notable examples of redevelopment techniques used locally and elsewhere to serve as a “tool kit” of potential provisions that address and facilitate redevelopment.			
	Use land development regulations (LDRs) to promote a variety of housing types and effective mixing of uses.			
	Revise land development regulations (LDRs) to distinguish between detrimental (unacceptable) and nondetrimental (acceptable) nonconformities that may be permitted to continue and/or expand.			
	Establish flexible redevelopment standards to encourage replacement of aging structures in conformance with current building regulations.			
	Develop more consistent code enforcement procedures and methods between separate local jurisdictions.			
How a community looks, feels, and functions largely depends on how it is designed and improved building, streetscape, and urban form design is an important and legitimate objective of redevelopment.	Identify and seek to achieve improved buildings, streetscapes, and urban design through specific area plans , land development regulations (LDRs), and design guidelines.			
	Promote compact, mixed-use redevelopment land use patterns.			
	Accommodate motor vehicle demands while encouraging multiple modes of travel.			
	Ensure that pedestrian/ bicycle mobility is facilitated within redevelopment projects through design criteria that are supportive of mobility and safety.			