



The Advantage Pinellas Plan: Homes, Jobs and Transit

City of Clearwater

Neighborhood and Affordable Housing Advisory Board

August 9, 2022

A quick word...

This presentation is about longer-term planning for affordable housing. But if you have an emergency today:

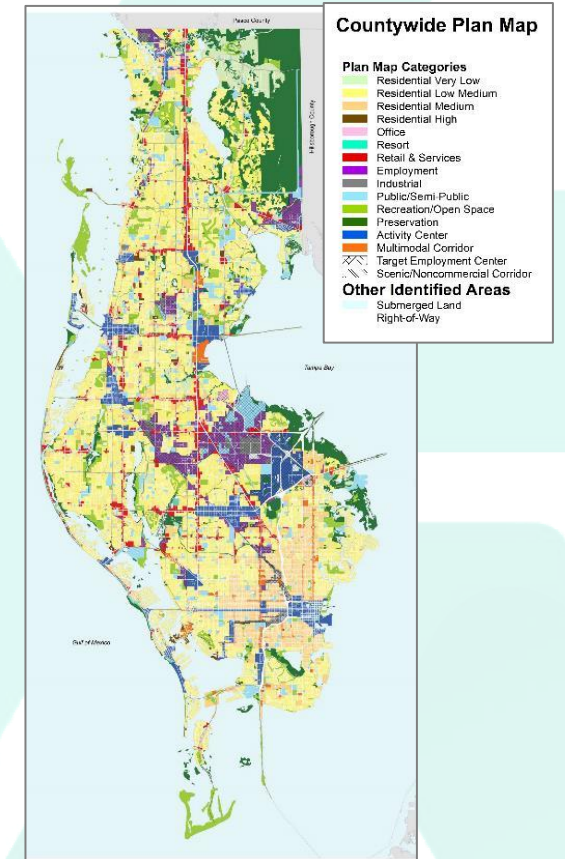
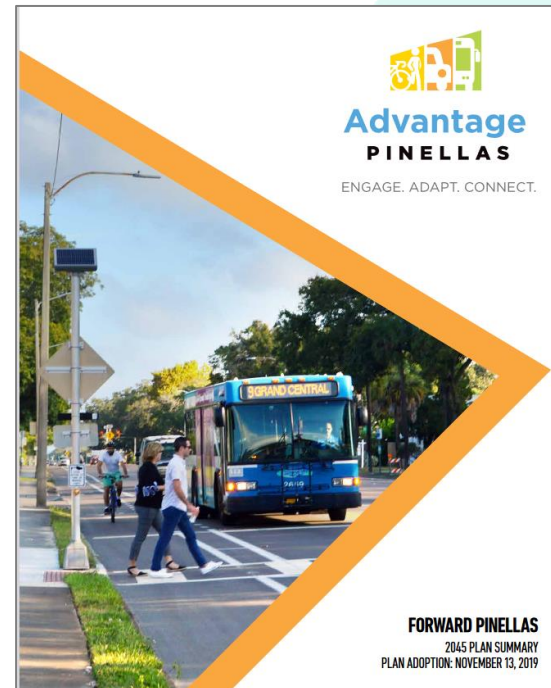
- Visit rent.pinellas.gov and click “Help with Housing”
- Call 211
- Text your zip code to 898211

Help with Housing

- I am worried about being evicted or have received an eviction notice +
- I am looking for an affordable rental home or apartment +
- My family is facing homelessness +
- I need help with my mortgage/homeownership costs +
- I need help with a down payment or home improvements +
- I need assistance finding other kinds of help +
- I need to file a complaint about unsafe living conditions +
- I need to file a complaint about housing discrimination +
- I've been the victim of a rental scam or other housing fraud +
- I need legal help +

About Forward Pinellas

- MPO and Planning Council for Pinellas County
- Forum for all local governments in Pinellas County
- Integrated land use and transportation planning
- Local technical assistance
- Partner with Pinellas County on the Countywide Housing Compact



Who needs affordable housing?

Single-family homes:

- Median sales price \$445,000
- 23.9% increase in past year

Townhomes/condos:

- Median sales price \$300,500
- 23.5% increase in past year

Source: Pinellas Realtor Organization, June 2022

\$445,000 3 bd | 2 ba | 1,447 sqft

7218 Meadowlawn Dr N, Saint Petersburg, FL 33702

● **For sale** | Zestimate®: **\$420,500**

Est. payment: \$2,448/mo  [Get pre-qualified](#)



Who needs affordable housing?

Rent:

- Median rent for a one-bedroom apartment in Clearwater is \$1,494 per month
- 10% increase in past year

Sources: Zumper, July 2022

Tampa Bay rents to 'get worse before they get better,' experts say

Rent is usually less volatile than housing prices. That's not the case anymore.

A record spike in rents hits Tampa Bay after newcomers flocked to Florida during the pandemic

The average rent for single-family homes, condo units and small multi-unit buildings increased more than 28 percent over the past year.

Pinellas County's growth causing rents to rise and increasing the lack of affordable housing

Rents increased by 20% in much of Pinellas County

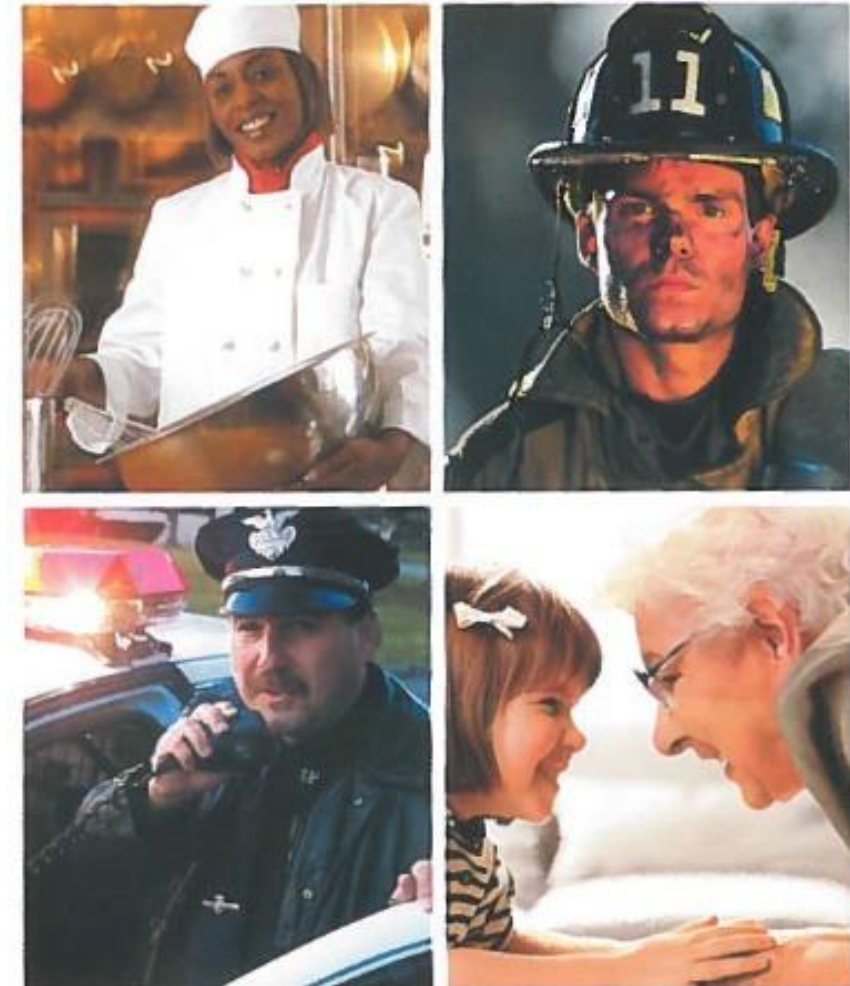
Who needs housing affordability?

Occupation	Annual Income	Affordable Monthly Rent
Teachers	\$46,547	\$1,164
Firefighters	\$43,482	\$1,087
Police officers	\$49,296	\$1,232
Nurses	\$58,801	\$1,470
Nursing assistants	\$32,614	\$815
Delivery workers	\$35,089	\$877
Warehouse workers	\$30,308	\$757
Grocery store workers	\$28,516	\$712

Source: Indeed.com, April 2022

Photo credit: Illinois Governor's Conference on Affordable Housing

WE NEED THE PEOPLE
WHO NEED AFFORDABLE HOUSING



Affordability is more than just the cost of housing

Average Pinellas County Household Expenses



\$11,394

Annual Transportation Costs



1.60

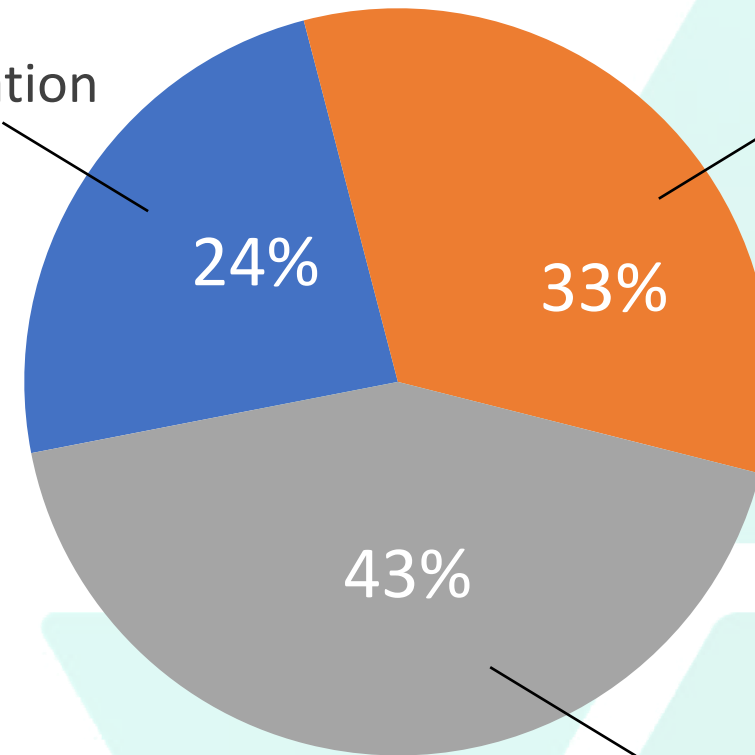
Autos Per Household



18,843

Average Household VMT

Transportation



Housing

Other

Transportation is critical to employment



“People who live closer to jobs are more likely to work. They also face shorter job searches and spells of joblessness.”¹

“Public transit services allow workers to expand the geographic scope of their job search and commutes to work.”²

“People in more compact, connected metro areas have greater economic mobility.”³

¹ “The growing distance between people and jobs in metropolitan America.” Brookings Institution, March 2015

² “Why Public Transit Helps Young People Get Work.” Scholar’s Strategy Network, June 2018

³ “Measuring Sprawl 2014.” Smart Growth America, April 2014

The Advantage Pinellas Plan

- Connect affordable homes to jobs with transit
- Redevelop underutilized commercial land into denser mixed use
- Create diversity of housing for all incomes
- Identify major corridors for planning and investment



Advantage
PINELLAS
ENGAGE. ADAPT. CONNECT.



The Advantage Pinellas Housing Compact

Pinellas County is building a coalition of municipalities, agencies, developers and community leaders committed to a common vision.

The partners so far...



The Housing Compact

A coordinated, countywide approach:

- **Focus on Strategic Areas** – Affordable housing linked to transportation, jobs, schools, workforce development, and other services
- **Develop an Action Plan** – Affordable housing production goals, data sharing and performance measures
- **Use Shared Messaging** – A centralized website, coordinated public outreach and educational campaigns
- **Develop a Regulatory Toolkit** – Model code language and incentives that all local governments can use

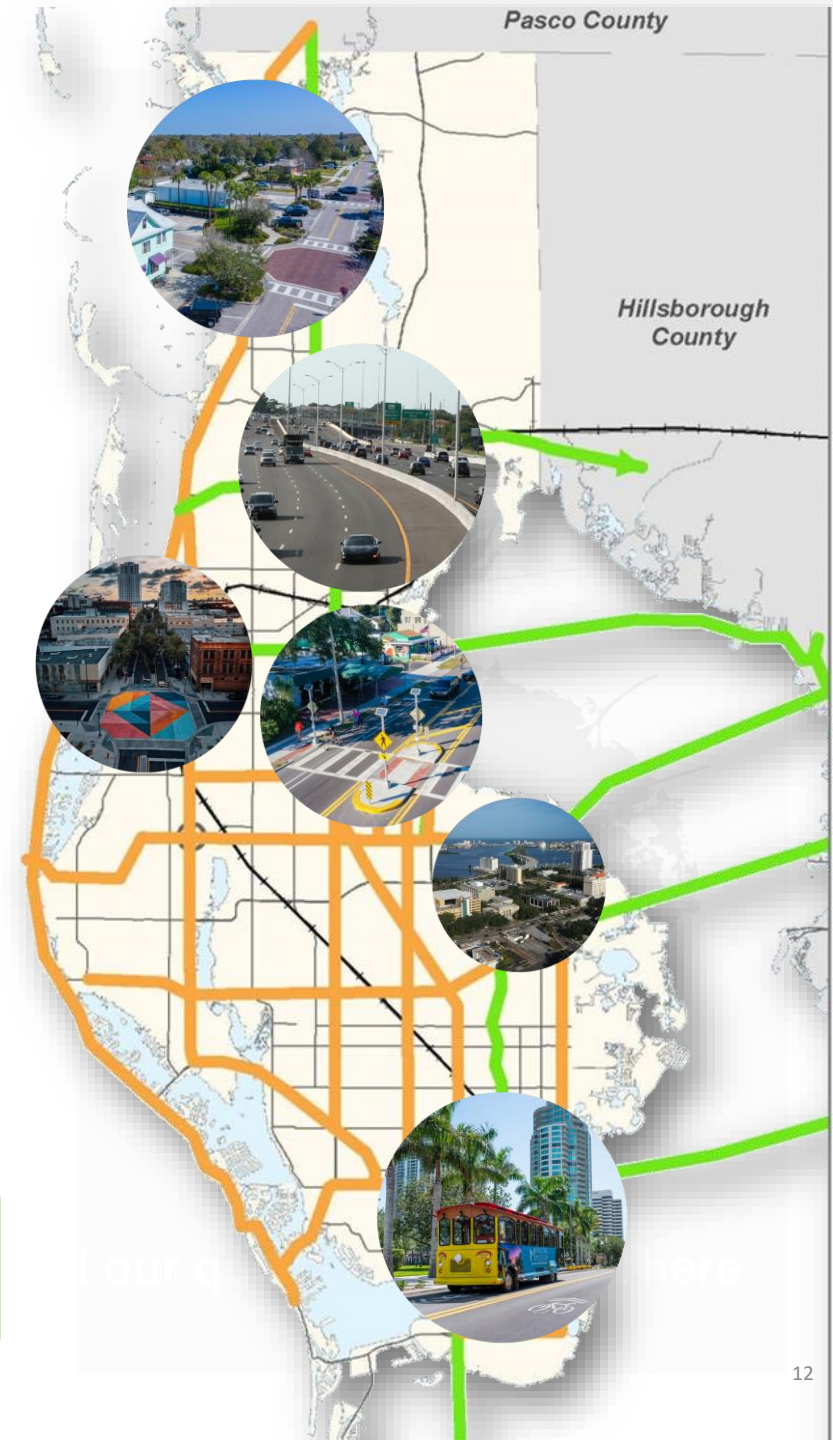
The Investment Corridor Strategy

- Invest in corridors that best connect people to jobs and opportunities
- Focus on housing and redevelopment within commercial corridors where opportunities exist

What areas are we trying to better connect?

What corridors connect them?

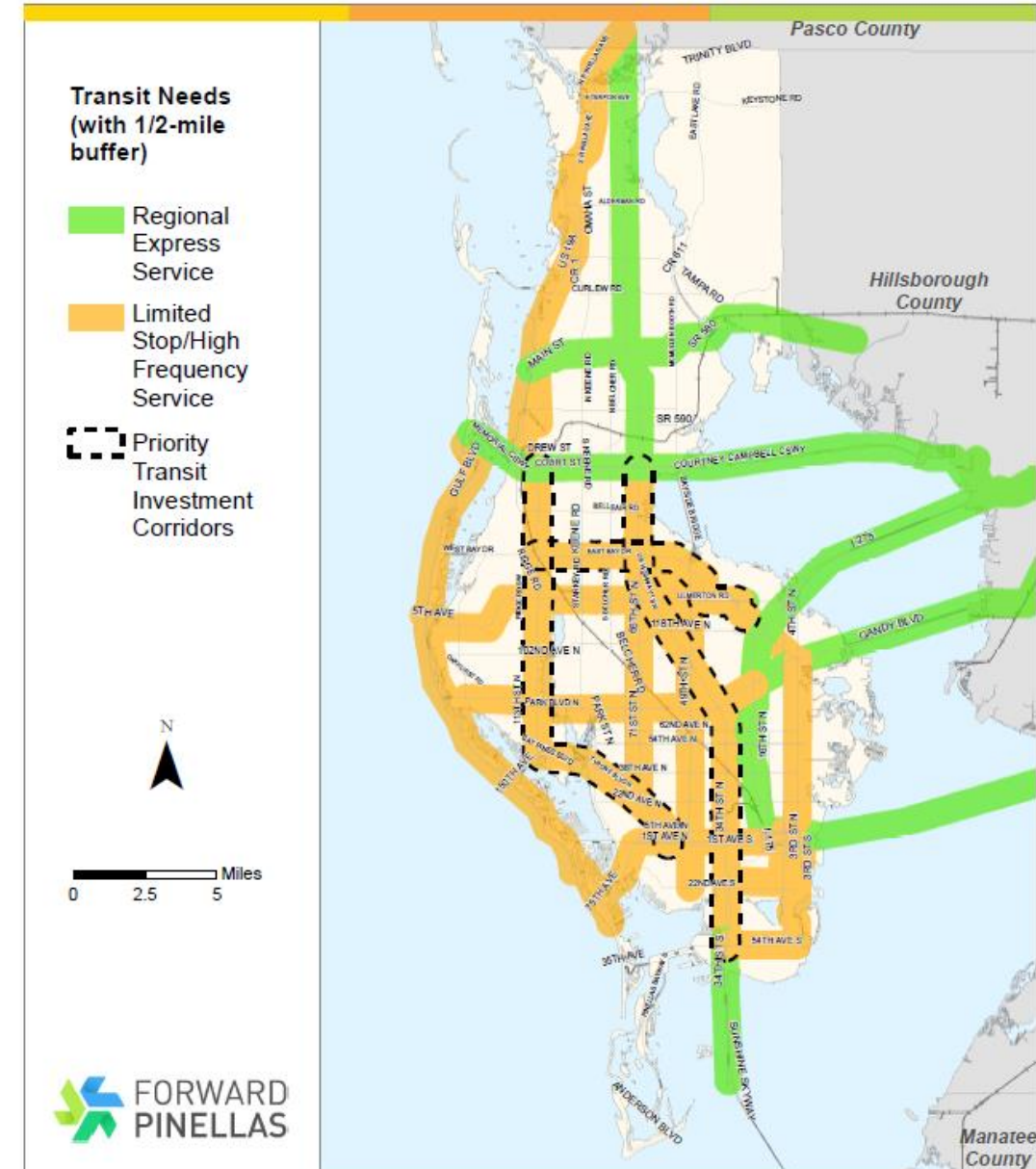
Which corridors should we prioritize for enhanced transit?



The Investment Corridor Strategy

- Corridor selection looked at:
 - Zero car households
 - Population
 - Employment
 - Housing
 - Redevelopment potential
 - Equity
- Three priority investment corridors were identified
- Alternate US 19 (SR 595) was selected to go first

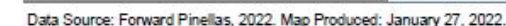
Transit Investment Framework



Data Source: Forward Pinellas, 2022. Map Produced: January 20, 2022.

Alternate US 19 (SR 595) Investment Corridor Transition Plan

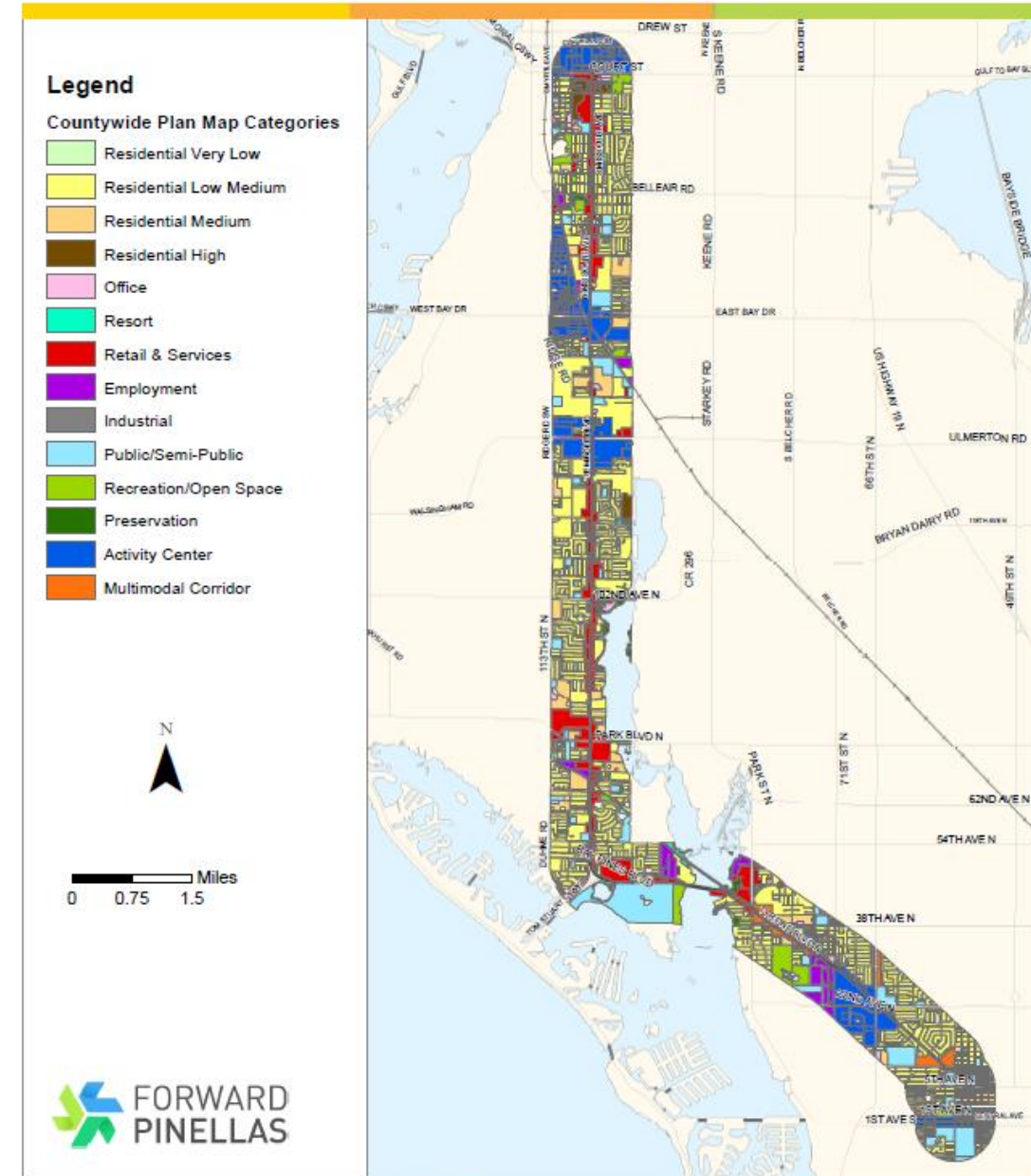
- Will run through September 2023
- Key elements:
 1. Public Involvement
 2. Corridor-Wide Analysis
 3. Redevelopment Vision
 4. Implementation
 5. Corridor Redevelopment Plan



Alternate US 19 (SR 595) Investment Corridor Transition Plan

- What are the barriers to redevelopment and revitalization?
- Identify incentives for affordable housing and job growth
- Target investments in transit, bicycle and pedestrian infrastructure
- What are the best short, mid and long term implementation strategies?

Alternate US 19 (SR 595) Corridor Context



Data Source: Forward Pinellas, 2022. Map Produced: January 27, 2022.

Questions?



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