

An aerial architectural rendering of a city block. The top portion of the image is a red overlay containing the title. Below the overlay, the rendering shows a grid of streets with various buildings, including a large brick building with a flat roof and a smaller building with a gabled roof. There are many trees, a park area with people, and a street with a crosswalk. The style is a detailed, colored pencil or watercolor illustration.

# Place Projects LAND USE STRATEGY

JANUARY 2020

# PLACE PROJECTS

## LAND USE STRATEGY

**JANUARY 2020**

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LOVE YOUR NEIGHBORHOOD

# Summary Memo

## Project Overview

Place Projects controls approximately 7-acres of property within the Warehouse Arts District and intends to build a mixed-use, compact, and walkable development that will address the following:

1. Support the St. Petersburg labor market with housing supply;
2. Support the growth and success of the arts, artisan, and other employment opportunities emerging in the Warehouse Arts District/Deuces Live Main Street area.
3. Support a human-scale, walkable, and livable public realm;
4. Support major public investments in alternative transportation modes;
5. Strengthen place-based connectivity between Central Avenue District and Deuces Live Main Street.

## Analysis

- Macro level: the Project Area has the potential to provide critical housing resources within a 10 to 12-minute bicycle ride of the city's densest employment center and 3 to 5-minute walk to a future regionally-connected BRT station.
- Micro level: the inclusion of compact, mixed use development within the study area supports economic, physical, and network assets associated with 21st Century innovation districts.
- Census data suggests that Target Employment Centers and Activity Centers have the highest concentration of jobs however TEC job growth is outpaced by non-TEC job growth, since their adoption in 2008, although it may be early to tell.

- The St. Petersburg TEC has the lowest job density compared to all other TECs but still serves as a significant source of manufacturing employment near the downtown.
- Improvement ratio analysis indicates the project area is underutilized and may be a candidate for redevelopment.
- Mobility analysis indicates the Project Area's small block sizes and access to alternative transportation modes make it a candidate for mixed-use development.

## Land Use Strategy

- There are three potential policy strategies worth considering, the most viable is as follows:
  - Amend Countywide Land Use from Industrial General (IG) to Planned Redevelopment District (PRD);
  - Amend City Future Land Use from Industrial to Planned Redevelopment Mixed Use (PR-MU);
  - Adopt City Transit Oriented Development (TOD) Overlay;
  - Establish a new zoning district, Industrial Mixed-Use (I-MIX), to fully implement the City's PR-MU future land use designation and bridge between the City's goals and the project goals.

## Overall

A mixed-use industrial development is a unique opportunity for St. Petersburg to enable greater housing supply within an area of critical need, add industrial/commercial floor area that will augment the creative cultural uses already taking root in the area, and promote a future-forward community identity that St. Petersburg is increasingly recognized for.



# Introduction

The Place Projects Land Use Strategy investigates existing land use policies for property located along the Warehouse Arts District/Deuces Live Corridor and recommends policy amendments intended to support a burgeoning art culture while addressing a growing demand for housing and employment.

## Project Area

The project area is approximately 7.01 acres and located along 22nd St S, between 3rd Ave S and 5th Ave S. The Warehouse Arts District (WAD) and Deuces Live Main Street (DL) are a budding hub for artists and artisans, woven into the fabric of a still-functioning industrial center. An eclectic mix of galleries, breweries, and coffee shops help make the area a regional destination that represents a uniquely St. Petersburg identity.

The WAD is also a source for manufacturing employment, as an area of relatively high manufacturing job density. Professional offices, like Thrive Law firm and The Raw Studios marketing agency, are also moving into the area to take advantage of low rent in proximity to the Downtown. With premium transportation assets such as the Pinellas Bicycle Trail and a future Bus Rapid Transit station, the WAD is becoming increasingly accessible to a growing St. Petersburg population. Accessibility and growth are also sources for

redevelopment pressures; particularly in the face of an affordable housing crisis.

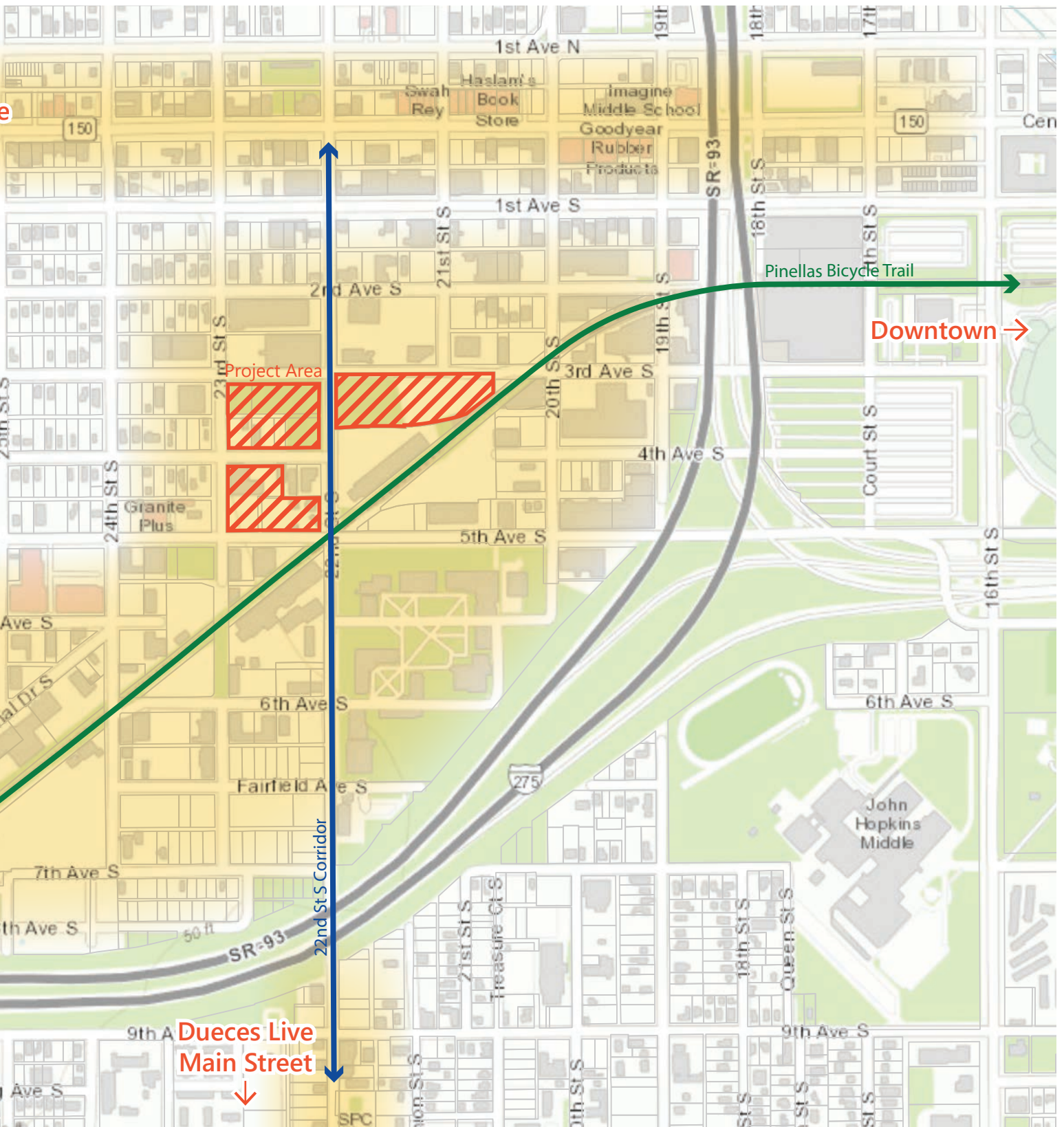
## Historic Context

Historically, the area's proximity to Seaboard Coast Line Railroad helped promote industrial development surrounded by low-income housing occupied by an African-American workforce. The 22nd St S corridor served as the commercial center for a black community segregated from St. Petersburg's downtown core. This tight-knit African-American neighborhood became known as the Gas Plant Neighborhood.

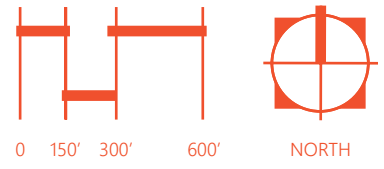
Through the 1960s, 70s, and 80s, the Gas Plant neighborhood began experiencing stark decline, as major 'urban renewal' projects such as I-275 and the Dome Stadium development decimated area housing stock and physically isolated the project area from St. Petersburg's downtown. St. Petersburg assigned Industrial zoning to the area which has precluded it from redeveloping with residential/commercial uses.



.....  
*The Project Area plays a role in connecting the Grand Central District with the Deuces Live Main Street, through the Warehouse Arts District.*  
.....



# Map Project Area and Context



# Area Employment Analysis

City Comprehensive Plan Policy LU3.26a states that employment density and job creation performance are relevant to determining land use changes within Industrial Districts.

Longitudinal Employer-Household Dynamics (LEHD) data from the US Census shows that, since the Pinellas County adoption of the TEC overlays in 2008, employment growth within these overlays is generally stagnant, with the exception of the Gateway TEC, which has experienced the greatest annual average employment growth countywide.

## Private employment is growing in St. Petersburg:

- All private jobs grew by 17.2% between 2012 and 2017;
- Manufacturing jobs grew by 14.4% between 2012 and 2017 (approximately 859 private jobs);
- Private job growth within the South St. Petersburg TEC accounted for 1.7% of private job growth citywide;
- Manufacturing job growth within the South St. Petersburg TEC accounted for 8.6% manufacturing job growth citywide.

## Job Density within the South St. Petersburg TEC is lagging:

- Among TECs in St. Petersburg, employment within the South St. Petersburg TEC is least dense, however is growing slowly since 2009.

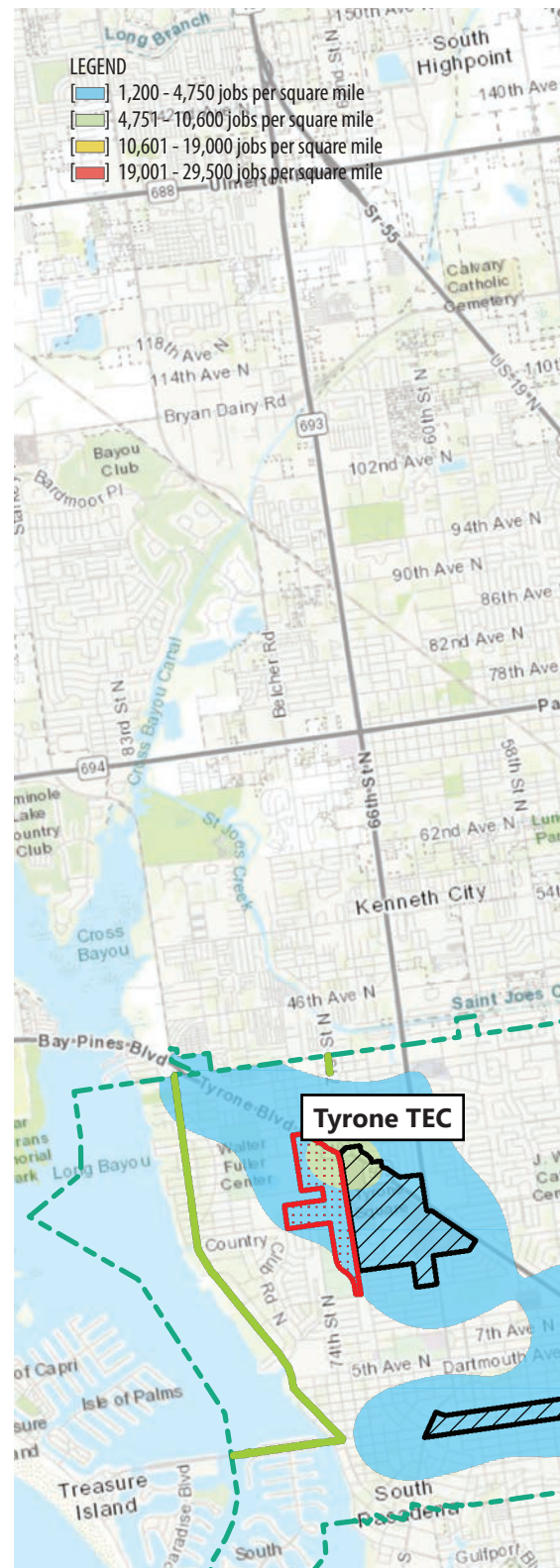
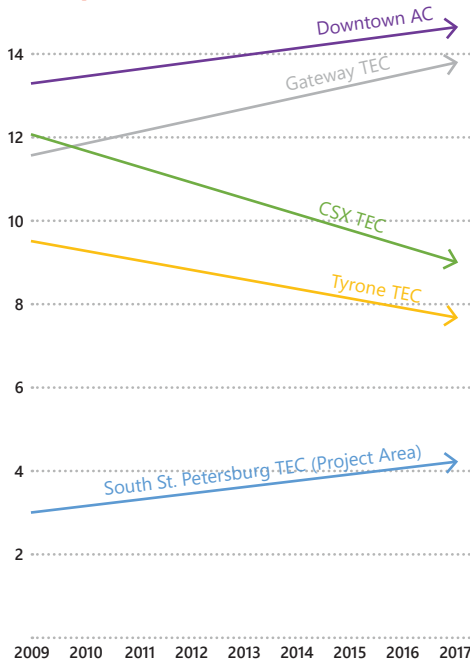
## Though TECs are generally declining, they are still the greatest source of manufacturing employment:

- Manufacturing jobs totaled approximately 6,826 in 2017, an increase of 14% since 2012;
- Nearly 70% of manufacturing jobs are located within Target Employment Centers. The Gateway TEC contains 40% of all manufacturing jobs in St. Petersburg.

## Overall

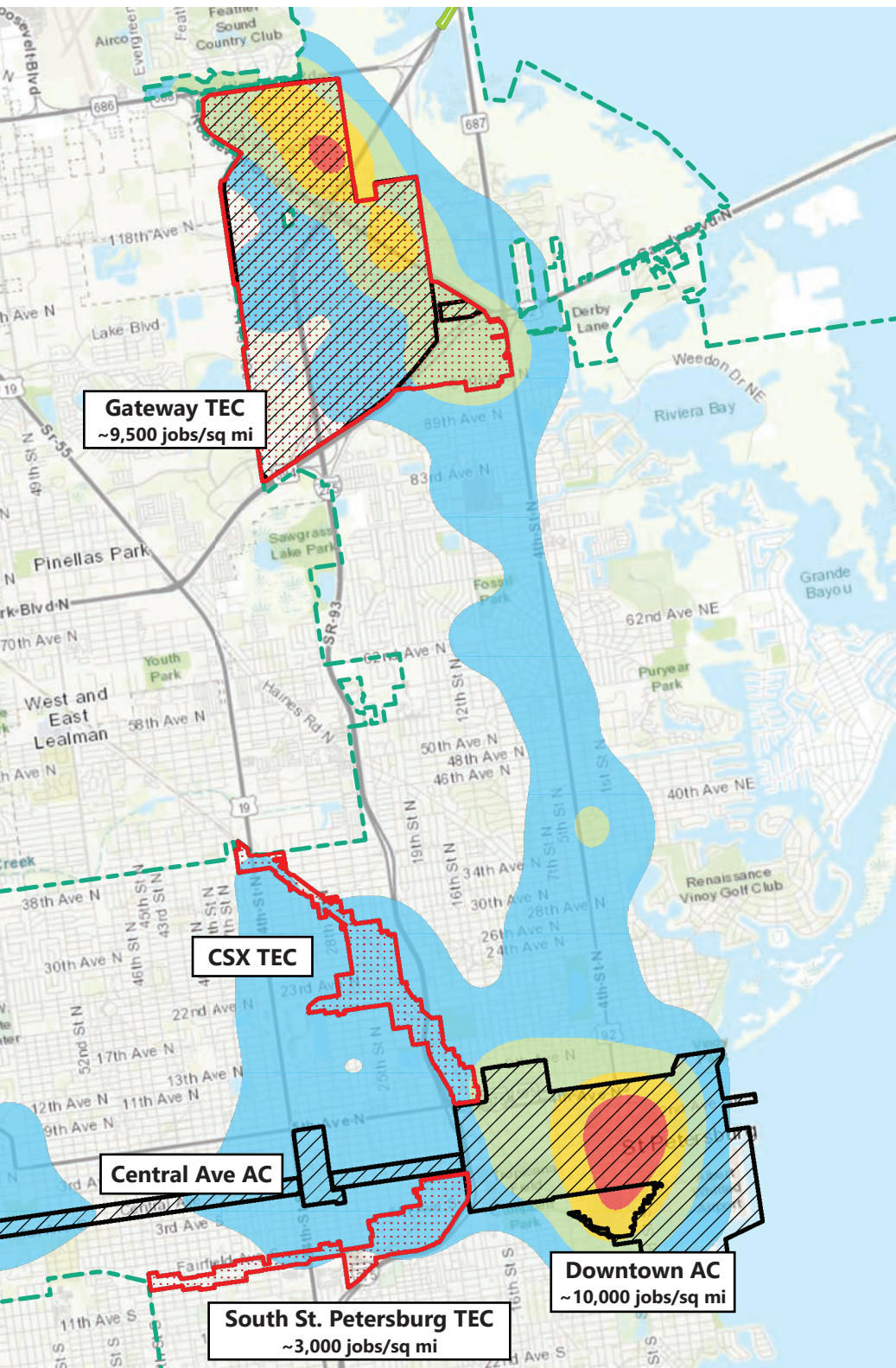
Target Employment Centers are under performing as areas of employment growth compared to the Downtown Activity Center and overall employment growth Citywide although the South St. Petersburg TEC is showing signs of manufacturing job growth.

## Jobs per Acre Since 2009





# Map St. Petersburg Job Density



## All Private Job Density

This map illustrates the distribution of all private jobs throughout the city of St. Petersburg in 2017. Approximately 112,814 private jobs existed throughout the city in 2017.

Target Employment Centers and Activity Centers account for more than two-thirds of total private employment within the city.

The Downtown Activity Center and Gateway Target Employment Center have the greatest job density (jobs per square mile).

Over 57% of all private workers within the Downtown Activity Center live 10-miles or less from Downtown.

## Manufacturing Job Density

Manufacturing jobs totaled approximately 6,826 in 2017, an increase of 14% since 2012.

Nearly 70% of manufacturing jobs are located within Target Employment Centers. The Gateway TEC contains 40% of all manufacturing jobs in St. Petersburg.

*There is a strong likelihood that new residents within the Place Project will work within the Downtown Activity center as nearly a quarter of all St. Petersburg's jobs are located there and the share is growing.*

# Land Improvement Analysis

City Comprehensive policy LU11.2 policy identifies “land to improvement value ratios” as an indicator of redevelopment need. This document considers the “improvement ratio,” or the improvement value of a property as the share of the property’s total value (improvement value plus land value). Property with low improvement ratios are potentially candidates for development/redevelopment. This is based on the idea that property owners will substitute the value of their property for floor area that can command higher economic land rents.

## Land Value per Acre

The project area’s land value per acre is generally lower than the immediate surrounding area but higher than the citywide average.

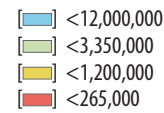
Land values are highest in the downtown core and remain moderately high along Central Avenue through the project area.

The Project Area’s average land value per acre is \$470,030, approximately 20% greater than St. Petersburg’s mean land value at \$389,550 per acre.

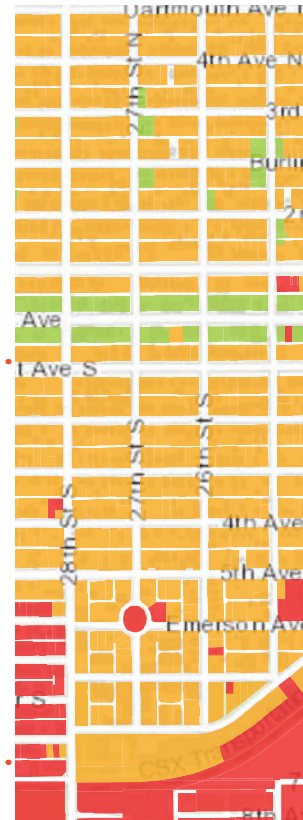
## Improvement Ratio

The Project Area has an improvement ratio of less than 0.33 which is to say that the improvement value is less than 33% of the properties’ total value (improvement value plus land value). Low improvement ratio values are an indication that the property is underutilized and may be a candidate for redevelopment. Generally, property north and west of I-275 are showing signs of under-utilization and may be candidates for redevelopment.

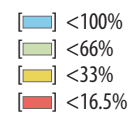
Land Value per Acre



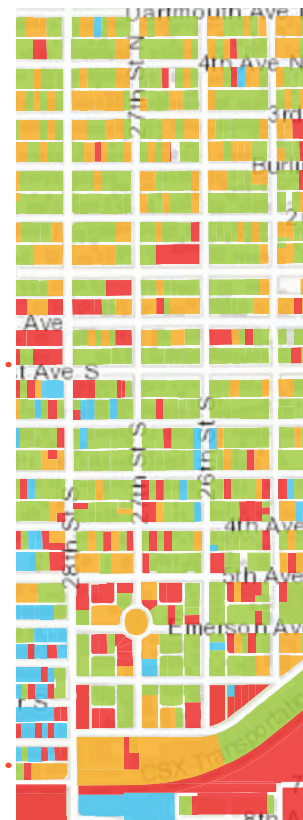
*This map shows land value per acre along the Central Ave Corridor, including the project area. Generally, Project Area Land Values are higher relative to the City-wide average.*

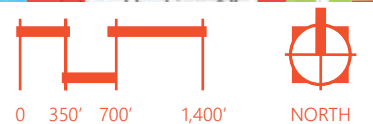
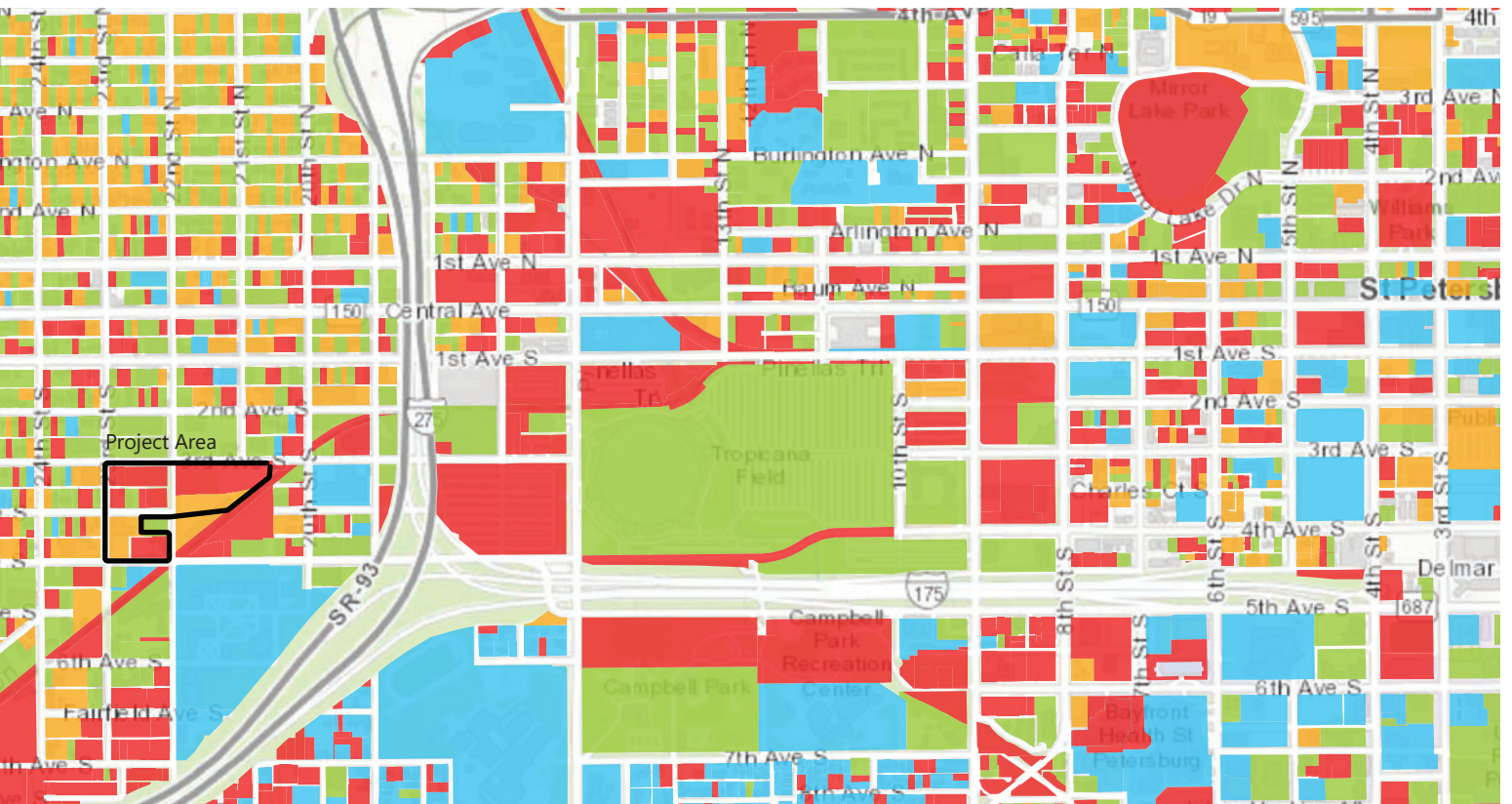
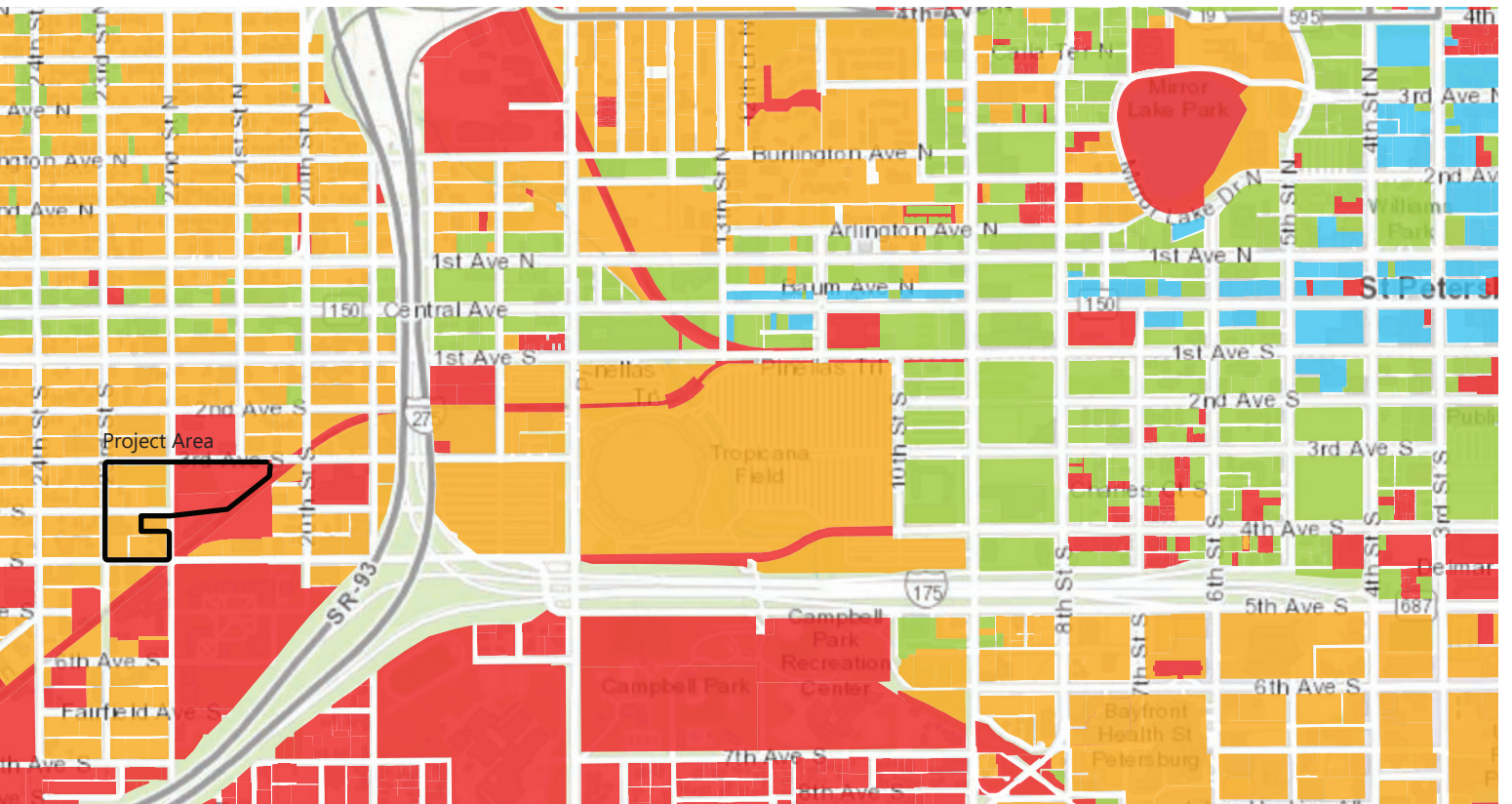


Improvement Value as share of Total Value

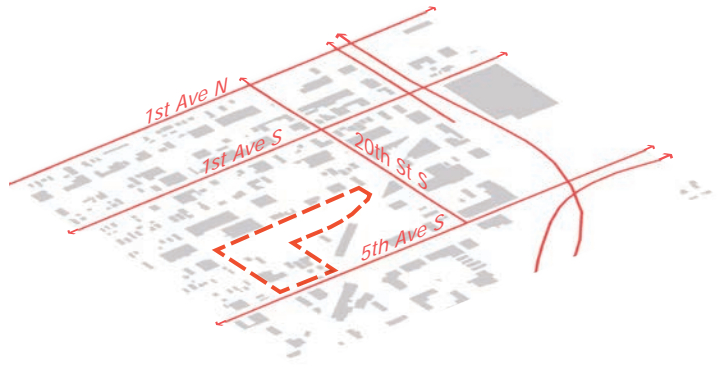
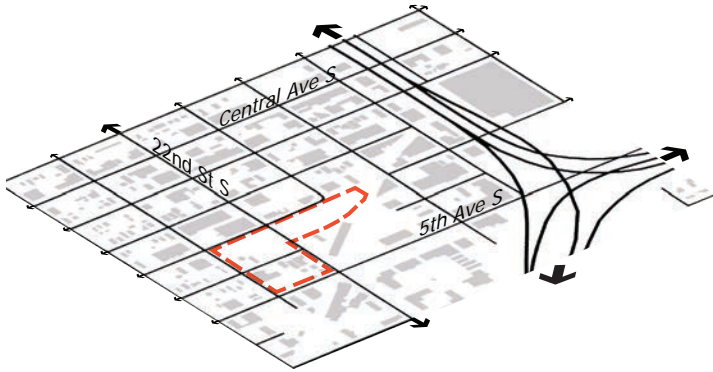


*This map shows improvement value as a share of total value. Some level of improvement is warranted within the Project Area as low improvement ratios indicate underutilization.*





# Mobility Analysis

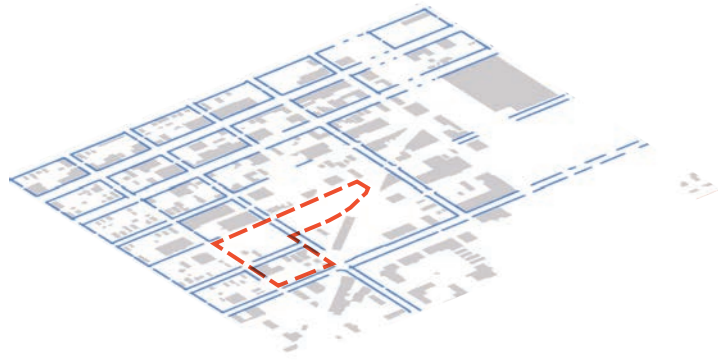
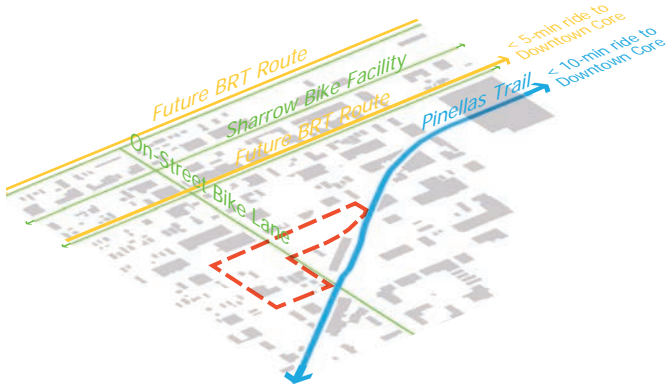


## Street Network

Prior to fragmentation by I-275, the project area's block pattern was a uniform extension of St. Petersburg's Downtown grid. The small blocks, measuring at 400 ft by 220 ft, and narrow rights-of-way, measuring between 60 and 65 ft, lend themselves to walkable, mixed-use districts however are less suited for truck-intensive uses such as distribution.

## Freight Network

The City has established a network of designated Truck Routes, identified with regulatory signage to accommodate movement of large freight vehicles. 5th Ave S, along the south side of the Project Area, is the only truck route that interacts with Project Area.



## Multimodal Network

The Project Area benefits from a numerous premium transportation options. Scheduled to open in 2021, a new Bus Rapid Transit (BRT) station will be located within a 5-minute walk of the Project Area.

## Pedestrian Network

Generally all or most of the streets surrounding the Project Area have sidewalks. Small block sizes contribute to the walkability of the area. A network of alleys help reduce the incidence of curb cuts along primary and secondary streets.

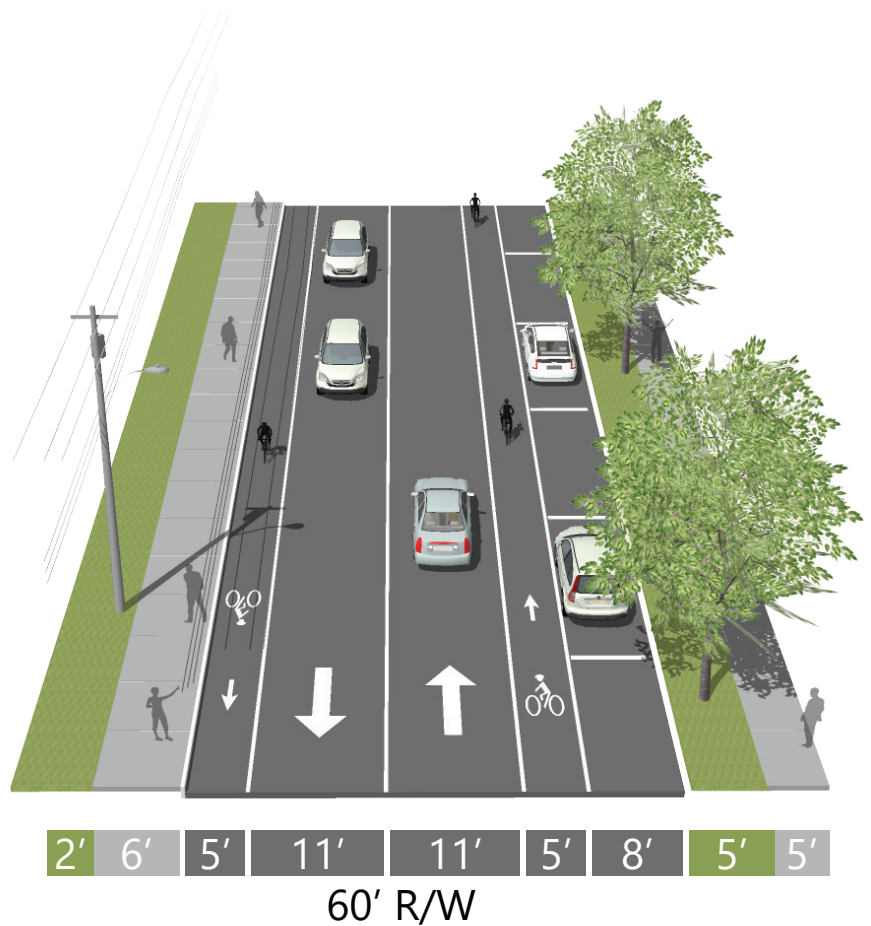
**Street Section**

The existing street section through the Project Area is approximately 60-ft in width with two 11-ft travel lanes, an 8-ft parking lane, two 5-ft on-street bicycle facilities, and sidewalks on both sides.

The Warehouse Arts District Action Plan makes recommendations to improve this section by increasing the effective right-of-way width with a sidewalk easement on along the west side to allow for on-street parking and tree wells.

*The Project Area's street network, small block sizes, multimodal options, and complete sidewalk section lend themselves to a walkable, mixed use environment.*

**22nd St S**



# Land Use Policy Analysis

The primary study area is subject to Pinellas County and City of St. Petersburg land use policies which are arranged around the fact that this area is and historically has been an industrial center. Generally, the multiple layers of policy and regulation intend to accomplish the following:

1. Compatibility. Ensure compatibility between industrial and non-industrial uses at district edges
2. Conservation. Support the conservation and/or appropriate expansion of industrial uses as vital sources of employment.

## Pinellas County Land Use Regulations

### Industrial (I) Plan Category

The Industrial plan category is intended to depict areas developed, or appropriate to be developed, in a general industrial manner; and to encourage the reservation and use of areas for industrial use in a manner consistent with surrounding use, transportation facilities, other necessary infrastructure, and natural resources. The countywide industrial category allows development intensities up to 0.75 FAR.

### Target Employment Centers (TEC)

In 2007, the Pinellas Planning Council undertook the Target Employment and Industrial Land Study for the Pinellas Community (TEILS). The purpose of the study was to identify and propose measures, to assist in attracting and retaining target industry businesses. The study resulted in the adoption of Target Employment Center (TEC) overlays by the Pinellas Planning Council and Countywide Planning Authority in the spring of 2008.

Manufacturing, office, and research-related developments are eligible to receive a 100% intensity bonus. The study area is part of the South St. Petersburg TEC.

## City of St. Petersburg Land Use Regulations

### Industrial General (IG) Future Land Use

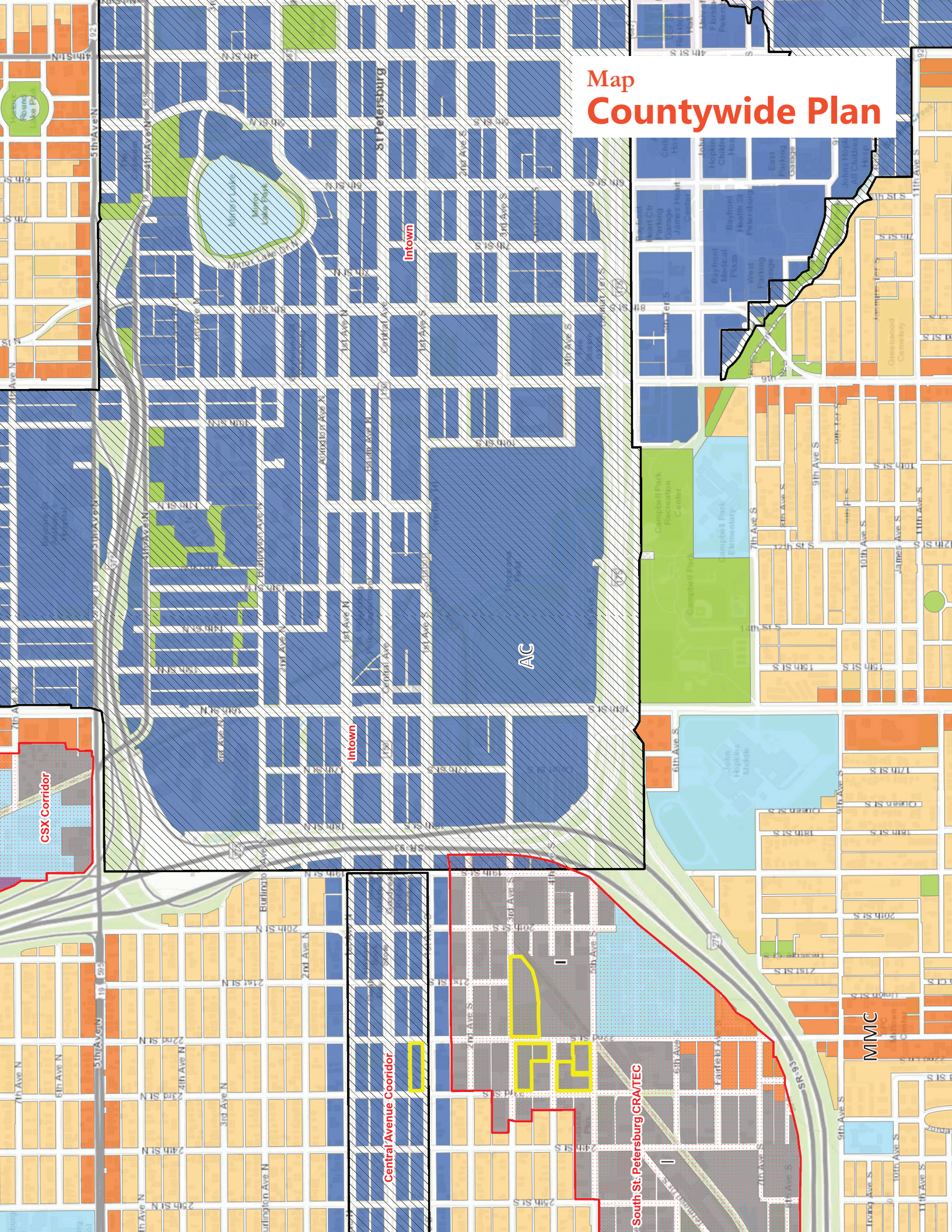
The IG Future Land Use allows a mixture of light or heavy industrial and industrial park uses with a floor area ratio up to 0.75. This designation also allows office, retail, and commercial service, and commercial recreation uses as accessory uses, not exceed 25% of the floor area of the principal use to which it is accessory.

### Industrial Traditional District (IT)

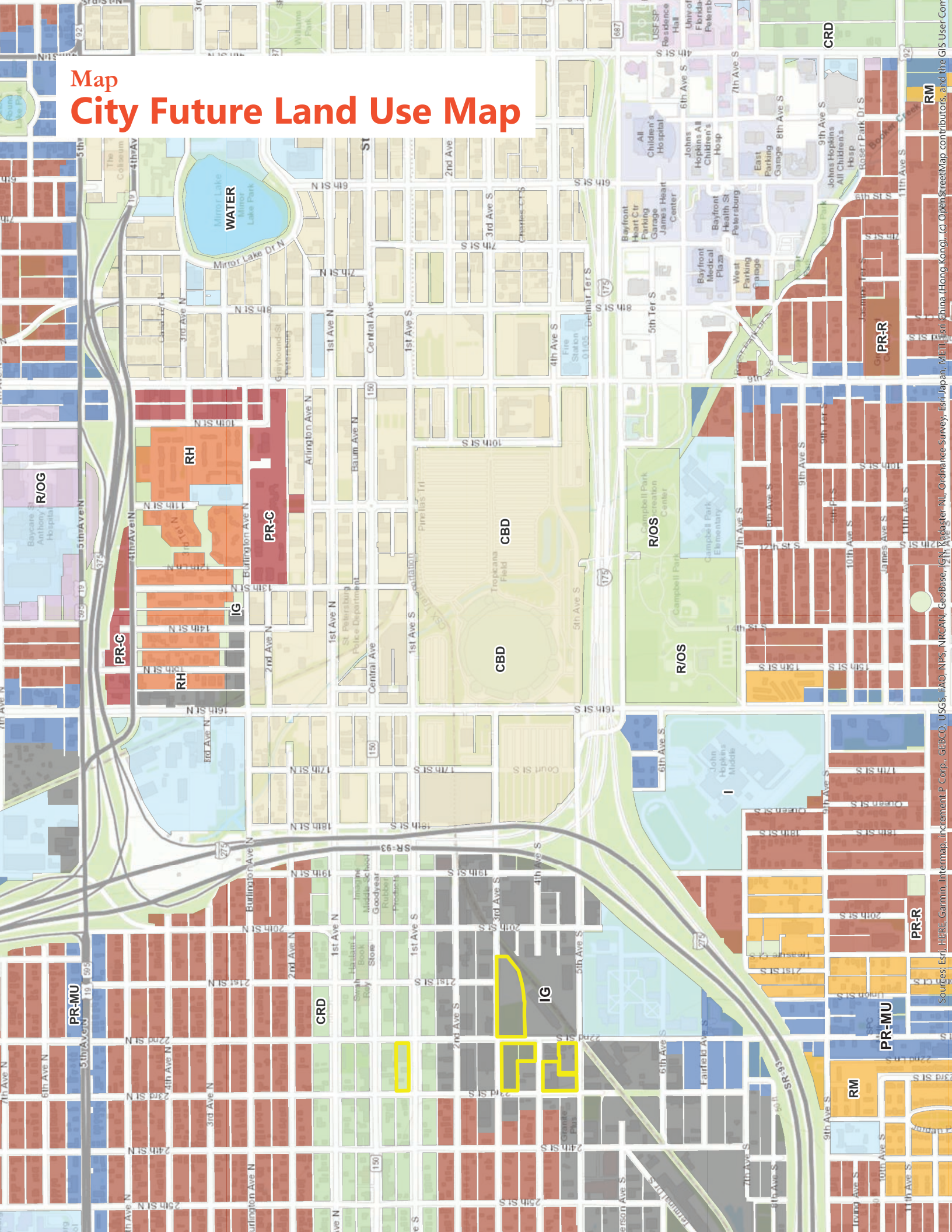
Established in 1992, the purpose of the IT district regulations is to permit rehabilitation, improvement and redevelopment of the City's older industrial areas in a manner that is consistent with the character of the neighborhood and respects adjacent residential uses. Traditional industrial areas consist of external areas which border residential or other uses, where buffering may be an issue, and internal areas which border only other industrial uses. Necessary buffering and transition differ between these two. This section:

- Creates buffers and transitional zones between industrial corridors and abutting neighborhoods;
- Provides standards and incentives for design including site planning, architectural design, signage and lighting; and
- Establishes guidelines to shield storage areas, walls and fences to provide a better visual environment.
- Flexibility is provided to encourage high quality economic development.

# Map Countywide Plan



# Map City Future Land Use Map







# Comparable Research

The story about the rise, fall, and re-emergence of industrial/manufacturing jobs is shared by cities across the United States. Since the 2008 Global Financial Crisis, cities are increasingly responding to an evolving employment landscape that seems to favor mixed, compact, transit-connected areas.

Cities are increasingly recognizing that manufacturing in the 21st Century is a far cry from the heavy, polluting, and dangerous industrial uses of the 20th Century. Today, high-tech industrial can coincide with other uses such as retail, office, or even residential.

Many cities are embracing a new concept of industrial land use, the industrial mixed-use district, in response to the need to allow for dynamic places while conserving industrial land uses. This paper profiles three cities in particular: Atlanta, Baltimore, and Raleigh.

.....  
*The December 2014 issue of Zoning Practice entitled "Employment Centers," recommends that cities with emergent arts/industrial districts should consider creating a new industrial mixed use strict to This zoning district would allow for continued light industrial and research and development uses but would also allow a mix of non-industrial uses.*  
.....

## Rise of the 'Makerhood'

Urban Land Magazine describes 'makerhoods' as neighborhoods, "where former factories and industrial buildings are now home to a range of 21st-century creative businesses, from art galleries and studios to craft distilleries and maker spaces for small-scale, high-value manufacturing."

516 Hagan, in Nashville, houses art galleries and architectural design space, as well as a popular local bakery (source: <https://urbanland.uli.org/>)



## City of Atlanta: I-MIX District



### Overview

The City of Atlanta’s 2016 Comprehensive Development Plan recommended developing a Mixed-Use Industrial District that would provide for dense industrial and mixed-use development targeting modern employment opportunities. This new district was both a response to growing development pressures within industrial areas near the Belt loop but also a proactive measure to address an evolving economic landscape within what the City calls the “New Economy.”

### I-MIX Development Controls Table

Max. FAR	3.3 combined for all uses		
Max. Height	225 ft.		
Min. Lot Width/Area	None		
Min. Yard	None		
Max. Building Cover	85% of the net lot area		
	<b>Industrial</b>	<b>Commercial</b>	<b>Residential</b>
Minimum Open Space Requirement	None	An amount equal to 10% net lot area provided as usable open space.	Based on other residential open space requirements
	<b>Use</b>	<b>Min. Spaces</b>	<b>Max. Spaces</b>
Off-Street Parking Requirements	All Industrial	None	3.5 per 1,000 sq.ft.
	Eating & Drinking	None	9.0 per 1,000 sq.ft.
	Office	None	3.5 per 1,000 sq.ft.
	Residential	None	1.25 per 1 bedroom, 2.25 per 2+bedrooms

### I-MIX Zoning District

Atlanta’s I-MIX district requires that at least 30 percent of the total floor area on a site must be used for one or more industrial uses. Any floor area that is not used for industrial uses may be used for residential and/or non-residential uses.

Permitted industrial uses include catering establishments, microbreweries, commercial greenhouses, distribution centers, laboratories, manufacturing, printing, tailoring, technical schools, warehousing, and other similar uses.

# City of Philadelphia: IRMX District

## Overview

Philadelphia’s Industrial Residential Mixed-Use district (IRMX), recognized by some as “hipster zoning,” was included in a 2012 overhaul of the zoning code. The IRMX district is primarily intended to accommodate a mix of very low-impact industrial uses, including artists and artisan industrial, and residential and neighborhood-oriented commercial uses.

## District Requirements

Within the IRMX district, an industrial use must account for a floor area (located anywhere in any building on the same lot) equal to at least 50% of the total ground floor area of all buildings on the lot, or a use other than residential and other than parking must account for a floor area (located anywhere in any building on the same lot) equal to at least 60% of the total ground floor area of all buildings on the lot.

The IRMX district prohibits retail sales on any floor other than the ground floor of a building.

Today, the IRMX is commonly located adjacent to both industrial districts and residential districts.



### IRMX Dimensional Standards

<b>Max. Occupied Area (%)</b>	Interior lot: 75% Corner lot: 80%
<b>Min. Yards</b>	
<b>Front</b>	0 ft
<b>Side</b>	0 ft
<b>Rear</b>	0 ft
<b>Max. Height</b>	60 ft
<b>Max. Floor Area Ratio</b>	5.0 FAR

## City of Baltimore: IMU-1 District



### IMU-1 Development Standards

Minimum Lot Area	
Residential	300 sq. ft.
All Other Uses	5,000 sq. ft.
Min Yard Requirements	
Front	None
Interior side	0 or 10
Corner side	None
Rear	None
Max. Height	60 ft
Max. Floor Area Ratio	5.0 FAR

### Overview

Baltimore’s IMU Industrial Mixed-Use Zoning Districts are intended to encourage the reuse of older industrial buildings for light industrial use, as well as a variety of non-industrial uses. These older industrial buildings are often surrounded by residential and other non-industrial uses, though in many cases they are also transition zones between a heavy industrial area and a major road or a less intense use or district.

### District Regulations

The IMU-1 District allows a variety of light-industrial and residential uses, including live-work dwellings. This district is typically adjacent to existing residential neighborhoods.

A use other than residential and other than parking must account for a floor area (located anywhere in any building on the same lot) equal to at least 60% of the total ground-floor area of all buildings on the lot, unless otherwise granted a variance.

# City of Nashville: Wedgewood-Houston Specific Plan

## Overview

The Wedgewood-Housing district is a popular place to find a myriad of local bakeries, coffee roasters, vintage stores, maker spaces, professional services, and increasingly, places to live.

Nashville started reevaluating its standing zoning ordinance in 2011, with an interest in creating opportunities for manufacturing in the city. It created the "Artisan Zoning" designation for light manufacturers looking to start up in mixed use districts and some live-work districts. One standout success of this push has been the Wedgewood Houston Specific Plan, which turned approximately 5 acres of what was previously a tow-truck lot into a mixed use space for housing, artists, and light manufacturers. Phase I, of development, consisting of multifamily units with ground floor commercial, was completed in 2017

In 2019 multiple Specific Plans were approved by the Metropolitan Planning Commission allowing mixed use development, including residential and artisan manufacturing uses.

Phase I of industrial mixed use development in Wedgewood-Houston area



## Wedgewood-Houston Special Plan Approved Development Program

<b>Max. Residential Development</b>	475 dwelling units
<b>Max. FAR</b>	3.0
<b>Max. ISR</b>	0.90
<b>Max. Height</b>	7 stories (or 105 feet)
<b>Build to zone</b>	5 to 15 ft

# Proposed Entitlement Pathways (Overview)

As previously mentioned, the existing land use policies do not allow for a mix of uses within the Project Area. In doing so, the existing land use policies are potentially inhibiting sustainable urban development that would support the local labor market with housing, existing and future public transit investments with ridership, and a creative cultural district that benefits from proximity to people and firms. The following table summarizes three potential pathways for entitling the Project Area as a mixed-use development that also adheres to the Goals, Policies, and Objectives of the Target Employment Center overlay.

Path	County Land Use Category	County Overlay	City Future Land Use Category	City Overlay	City Zoning District	Development Potential (FAR)
1	Planned Redevelopment (PRD)	Target Employment Center (TEC)	Planned Redevelopment Mixed Use (PR-MU)	Transit Oriented Development (TOD)	(New) Industrial Mixed Use (I-MIX)	4.0
2	Multimodal Corridor (MMC)		Activity Center			
3	Activity Center		Community Redevelopment District	Activity Center		Per Redevelopment Plan

# Proposed Entitlement Pathways (Described)

## Pathway 1

### Countywide Plan: Planned Redevelopment District (PRD)

The PRD countywide category is a recent addition to the Forward Pinellas Countywide Plan. This category is intended for those areas of the county that are developed with a mix of residential and nonresidential uses with densities/intensities and urban design that promote walking, biking and transit use.

Permitted uses are determined by the local government's implementing regulations. Local governments can also choose to use either the standard of units per acre (UPA) in determining how many residential units are allowed on a parcel, or floor area ratio (FAR) can be used as the measure regardless of the number of units included, subject to the following:

- Residential use shall not exceed 45 UPA or 2.0 FAR;
- Nonresidential use shall not exceed an FAR of 2.0 FAR;
- A local government may authorize a waiver to the proportionate density/intensity allocation requirement of as an incentive to encourage vertically integrated, transit supportive mixed-use development.

### Countywide Plan: Target Employment Center (TEC)

The TEC designates those areas, that are now developed or appropriate to be developed in a concentrated and cohesive pattern to facilitate employment uses of countywide significance. A 100% intensity bonus may be applied to the applicable nonresidential intensity standard for Manufacturing, Office, and Research/Development.

### Citywide Plan: Planned Redevelopment Mixed Use (PR-MU)

The PR-MU citywide category is compatible with the PRD countywide category and allows mixed use retail, office, service, medium density residential, and light industrial uses not to exceed a floor area ratio of 1.25 and a net residential density of 24 dwelling units per acre.

### Citywide Plan: TOD Overlay

The TOD Future Land Use Map Overlay will permit transit oriented development within a 1/2 mile radius, measured from the center of the transit station platform. As a regional employment center, development intensity within the project area may range between 2.5 and 5.0 FAR.

.....  
*Note: Scenario 1 requires the following:*

1. Applicant must involve a minimum of 10-acres of property to meet the size criteria for the PRD Countywide category;
  2. County/City should waive proportionate intensity allocation for mixed-use bonus provisions of Countywide Plan Section 4.2.3.6;
  3. City must apply the TOD Future Land Use Map Overlay per Citywide Plan Policy LU28.1;
  4. City must agree to use FAR in determining how many residential units are allowed on a parcel.
- .....



## Pathway 2

### Countywide Plan: Multimodal Corridor (MMC)

The MMC countywide category is more commonly used to depict areas characterized by mixed use development. Recent amendments made to this category have increased the densities/intensities associated with the MMC subcategories. The project area is located within a ½ mile of a Premium Transit Corridor, as depicted on the county Land Use Strategy Map, allowing for a mixed-use intensity of up to 4.0 FAR.

Permitted uses are determined by the local government’s implementing regulations. Local governments can also choose to use either the standard of units per acre (UPA) in determining how many residential units are allowed on a parcel, or floor area ratio (FAR) can be used as the measure regardless of the number of units included.

### Countywide Plan: Target Employment Center (TEC)

The TEC designates those areas, that are now developed or appropriate to be developed in a concentrated and cohesive pattern to facilitate employment uses of countywide significance. A 100% intensity bonus may be applied to the applicable nonresidential intensity standard

for Manufacturing, Office, and Research/Development.

### Citywide Plan: Planned Redevelopment Mixed Use (PR-MU)

The PR-MU citywide category is compatible with the MMC countywide category and allows mixed use retail, office, service, medium density residential, and light industrial uses not to exceed a floor area ratio of 1.25 and a net residential density of 24 dwelling units per acre.

### Citywide Plan: TOD Overlay

The TOD Future Land Use Map Overlay will permit transit oriented development within a ½ mile radius, measured from the center of the transit station platform. As a regional employment center, development intensity within the project area may range between 2.5 and 5.0 FAR.

.....  
*Note: Scenario 2 requires the following:*

1. City apply the TOD Future Land Use Map Overlay per Citywide Plan Policy LU28.1;
  2. City chooses to use FAR in determining how many residential units are allowed on a parcel.
- .....

## Pathway 3

### Countywide Plan: Activity Center (AC)

The AC countywide category recognizes those areas of the county within each local government jurisdiction that have been identified and planned for in a special and detailed manner, based on their unique location, intended use, appropriate density/intensity, and pertinent planning considerations.

Activity Centers are designed at a size and scale that allows for internal circulation by pedestrians, bicyclists, and transit users, and typically encompass areas developed in a radial pattern within walking distance ( $\frac{1}{4}$  to  $\frac{1}{2}$  mile) of a central point or hub served by transit.

Permitted uses are determined by the local government's implementing regulations. Local governments can also choose to use either the standard of units per acre (UPA) in determining how many residential units are allowed on a parcel, or floor area ratio (FAR) can be used as the measure regardless of the number of units included.

### Countywide Plan: Target Employment Center (TEC)

The TEC designates those areas, that are now developed or appropriate to be developed in a concentrated and cohesive pattern to facilitate employment uses of countywide significance. A 100% intensity bonus may be applied to the applicable nonresidential intensity standard for Manufacturing, Office, and Research/Development.

### Citywide Plan: Community Redevelopment Plan (CRP)

The purpose of the CRP citywide category is to provide for the unique and specific needs of those community and neighborhood areas that are planned for redevelopment and revitalization. Application of this district requires that a Special Area Plan be adopted by City Council and approved by the Countywide Planning Authority (CPA).

Maximum density and intensity of development is defined in the Special Area Plan.

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*Note: Scenario 3 requires the following:*

1. *A Special Area Plan that is adopted by City Council and approved by the Countywide Planning Authority. Such a plan will likely require substantial public input and community planning endeavor.*
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# New Zoning Category: I-MIX

## Purpose and Intent

The purpose of creating a new zoning category, Industrial Mixed Use (I-MIX), is to:

1. Fully implement the Planned Redevelopment Mixed Use (PR-MU) Future Land Use category allowing mixed use retail, office, service, and residential uses as well as research/development, commercial recreation, and light industrial/assembly uses;
2. Provide for compact, mixed development that will enable sustainable growth while supporting multimodal transportation public investments;
3. Address critical needs for a mix of housing and employment typologies that benefit from close proximity to each other;
4. Support the development of flexible space that allows for start-up/creative culture businesses to grow.

## Consistency with Comprehensive Plan

The following objectives and policies from the City's Comprehensive Plan support the proposed I-MIX zoning category (not all-inclusive):

- **LU2.5:** The Land Use Plan shall make the maximum use of available public facilities and minimize the need for new facilities by directing new development to infill and redevelopment locations where excess capacity is available;
- **LU3.15:** The Land Use Plan shall provide housing opportunity for a variety of households of various age, sex, race and income by providing a diversity of zoning categories with a range of densities and lot requirements;
- **LU27.2:** In order for TOD to achieve its full potential to create well-designed, livable mixed-use urban communities, improve the City's economic well-being, and contribute to energy conservation by establishing energy efficient land use patterns, the following principles will guide the planning, design, and development of TOD:
  1. Create walkable, moderate to high density, mixed use developments located within approximately ½ mile of public transit stops or stations to support transit ridership.
  2. Provide greater flexibility for mixing uses and achieving a higher density/intensity of development.
  3. Promote a variety of housing types for a wide range of ages and incomes within station areas.
  4. Create active places and livable communities that promote a sense of belonging and ownership.
  5. Provide for appropriate transitions in densities, intensities and building heights between TOD and surrounding lower density development.
- **LU3.26:** Plan amendment applications that propose changing underperforming industrially designated areas (Industrial General or Industrial Limited) to a non-industrial designation may be favorably considered if one or more of the following characteristics exist over an extended period of time: 1) vacant or underutilized land; 2) vacant or underutilized buildings; 3) poor quality job creation in terms of pay, employee density and spin-off or multiplier effects; and 4) chronic competitive disadvantages in terms of location, transportation infrastructure/ accessibility and other market considerations
- **LU4.0-3:** The City shall provide opportunities for additional industrial and employment related development where appropriate.
- **LU4.0-4:** Developments are encouraged in appropriate locations to foster a land use pattern that results in fewer and shorter automobile trips and vibrant walkable communities.
- **T1.6:** The City shall support high-density mixed-use developments and redevelopments in and adjacent to Activity Centers, redevelopment areas and locations that are supported by mass transit to reduce the number and length of automobile trips and encourage transit usage, bicycling and walking.

