SouthShore Areawide Systems Plan Update
Community Meeting #4 – Economic Development
SouthShore Regional Library
15816 Beth Shields Way
Ruskin, FL 33573

February 18, 2013; 6-8 PM

Agenda

1. Introduction
   a. Community Planning Process
      *(Pedro Parra - Planning Commission)*
   b. System Plan Policies related to economic development
      *(Allison Yeh - Planning Commission)*

2. Hillsborough County Transportation for Economic Development – Key Economic Spaces
   *(Mike Williams – Hillsborough County Public Works Dept.)*

3. Hillsborough County Competitive Sites Study
   *(Eric Lindstrom - Hillsborough County Economic Development Dept.)*

4. Florida Department of Transportation – I-75 corridor Interchange Studies
   *(Daniel Santos – Florida Department of Transportation)*

5. Wrap up & Adjournment

   *Next Meeting March 18th – Environmental/Social/Historic*
You are warmly invited to attend two public meetings in the SouthShore community...

**SouthShore Transit Circulator Study Open House & SouthShore Areawide Systems Plan Update meeting #4**

*For your convenience - 2 meetings on 1 date & at 1 location!*

**Tuesday, February 18, 2014**

SouthShore Transit Circulator Study Open House | 4:30 p.m. - 5:45 p.m.  
SouthShore Areawide Systems Plan Update meeting | 6:00 p.m. - 8:00 p.m.

**SouthShore Regional Library**  
15816 Beth Shields Way  
Ruskin, FL 33573  
(map it)

**What will we do at these meetings?**

**SouthShore Transit Circulator Study - Open House | 4:30 p.m. - 5:45 p.m.**

This study was kicked off in November to assess the needs for transit in the SouthShore area. Through the guidance and input from stakeholders, alternatives were created. This open house is an opportunity for you to give feedback on the alternatives. At 4:45 p.m., and again at 5:15 p.m., there will be an overview presented on the alternatives.
Please note: An online survey will be available and sent out prior to this Open House for those of you unable to attend who wish to make comments on these transit circulator alternatives. If you have questions regarding the transit study, please visit our website at http://www.planhillsborough.org/south-shore-transit-study/ or contact Sarah McKinley at 813/273-3774 x382 or email mckinleys@plancom.org.

SouthShore Areawide Systems Plan -
Meeting #4 focused on Economic Development | 6:30 p.m. - 8:00 p.m.

Planning Commission staff will review the Areawide Systems Plan policies relevant to Economic Development. Representatives from the Hillsborough County Economic Development Department and the Public Works Department will discuss economic development initiatives currently in progress. The Florida Department of Transportation will also be in attendance.

- View the agenda for meeting #4
- Take the SouthShore Areawide Systems Plan Survey

If you have any questions regarding the SouthShore Areawide Systems Plan, please visit our website at http://www.planhillsborough.org/southshore-areawide-systems-plan/ or contact Allison Yeh at 813/273-3774 x351 or email yehe@plancom.org.

We hope to see you at both of these important meetings!
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Please note: If you are unable to attend this Open House, please leave us your comments on these transit circulator alternatives via this online survey:

- **Take the SouthShore Transit Circulator Alternatives Survey**

If you have questions regarding the transit study, please visit our website at [http://www.planhillsborough.org/south-shore-transit-study/](http://www.planhillsborough.org/south-shore-transit-study/) or contact Sarah McKinley at 813/273-3774 x382 or email mckinleys@plancom.org.

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Planning Commission | MPO | River Board | 501 E Kennedy Boulevard, 18th floor | Tampa | FL | 33602
Southshore Areawide Systems Plan Update
February 18, 2014

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SouthShore Areawide Systems
Plan Update

Economic Development Meeting
February 18, 2014

Meeting Schedule

- August 2013: Kickoff Meeting
- October 2013: Community Plan Compilation
- November 2013: Review of Ongoing Projects
- December 2013: Transportation, Topics Meeting
- February 2014: Economic Development, Topic Meeting
- March 2014: Environmental, Cultural & Recreation, Topic Meeting

Current Approach to Community Plans

- Only portions of the "community plan" adopted in Comprehensive Plan

- Community Plan Boundary
- Vision Statement
- Concept Map
- Certain Goals & Strategies
SSASP Questionnaire

Strongest factors to improve economic prosperity:

1. Quality of Life
2. Transportation - roads/public transit/ferry
3. Coordination & collaboration among implementers
4. Education/jobs training
5. Infrastructure (water, sewers, electric, broadband, etc.)
6. Land uses
7. Transportation - bike/ped, sidewalks, trails, complete st.

SWOT Analysis - Economic Development

Strengths

- Innovative companies
- Unique micro-environment
- Efficient workforce
- Strategic land development
- High educational levels
- Strong community image

Weaknesses

- High costs of land development
- Insufficient marketing
- Density challenges
- Insufficient public amenities
- Lack of equity & access
- High development costs

Opportunities

- Regional growth
- Focused regional development
- New transportation projects
- Business growth potential
- Strong community image
- Innovative companies

Threats

- High costs of transactions
- High costs of land development
- Lack of resources for development
- Insufficient marketing
- High costs of infrastructure
- Inadequate public amenities
ECONOMIC DEVELOPMENT

Ruskin Community Plan

Goal 1: Downtown Ruskin – Revitalize Ruskin’s business center along US 41, enhance the appearance of the district, and promote business growth that is compatible with our small town community.

Strategies:

- Establish a mixed-use, walkable and pedestrian friendly Town Center.
- Develop and implement the Master Plan for the Ruskin Town Center.
- Develop common design and landscape standards for commercial development along US 41 outside the Town Center.
- Upgrade the current sewer system to facilitate redevelopment of the business center and Town Center.
- Ensure that improvements to US 41 are compatible with the revitalization of Ruskin’s historic business center. Seek alternatives to expansion of US 41.
  - Limit US 41 to two through lanes in each direction.
  - Develop 2nd and 3rd Streets as a local alternative to US 41 with direct connection to US 41.
- Encourage commercial development and redevelopment within downtown Ruskin and the Town Center and direct commercial development away from Shell Point Road West and 19th Avenue N.W.
- Encourage locally owned businesses to locate within Ruskin’s historic business corridor and Town Center.
- Establish gateways, located to provide a sense of arrival.


Strategies:

- Ensure that there are appropriate land areas zoned for office and light industrial development.
- Support eco-tourism featuring Ruskin’s natural resources, such as the Little Manatee River, Tampa Bay, the Ruskin Inlet, Marsh Creek, wildlife and wildlife habitat, parks, nature preserves and greenways and blueways trails, within and around our community.
- Promote commercial development at a scale and design that reflects the character of the community. Ensure that future commercial development avoids “strip” development patterns.
- Recognize Bahia Beach as a resort area that contributes to the economy of Ruskin.
Goal 7: College Avenue – Ensure that development along College Avenue enhances the appearance of Ruskin, avoids strip commercial patterns, and is compatible with the revitalization of downtown Ruskin.

Strategies:

- Implement the College Avenue Retail Development Guidelines.
- Locate new uses along College Avenue in the following manner:
  - Commercial, office and residential uses from the intersection of 21st Street and College Avenue to the eastern boundary of the Community Plan area.
  - Office and professional services, and residential uses between 12th Street and 21st Street.
  - Residential uses, including higher density housing will be encouraged between 12th Street and 3rd Street. Commercial and office uses should not be permitted.
- Establish a gateway to provide a sense of arrival.
Riverview Community Plan

Goal 1  Achieve better design and densities that are compatible with Riverview's vision.

- Develop Riverview district-specific design guidelines and standards.

The standards shall build on recognizable themes and design elements that are reflective of historic landmarks, architecture and heritage of Riverview. The mixed-use, residential, non-residential and roadway design standards shall include elements such as those listed.

Mixed Use-Commercial-Residential

- Incorporate traditional neighborhood development (TND) and Crime Prevention through Environmental Design (CPTED) techniques and principles in design standards.

- Develop visually pleasing sign standards that prohibit pole signs and require monument signs. It also is the desire of the community to limit or keep out any additional billboard signs.

- Avoid "strip" development patterns for commercial uses.

- Enhance the ability to walk or bike between adjoining commercial areas.

- Promote aesthetically pleasing subdivision entrances, formal and manicured landscapes and other amenities such as street furniture, public art, and creative paving techniques.

- Promote diversity in housing type and style to counter generic subdivision look.

- Provide appropriate and compatible buffers and transitions to existing, adjacent land uses particularly with agricultural operations and the lands acquired for preservation and/or open space.

- Require natural and attractive stormwater retention facilities, such as standards for gently sloping grass sides/banks and prohibiting hard (i.e. concrete, asphalt) surfaces and aeration techniques; screen and buffer ponds with natural vegetation or berms or at a minimum vinyl fencing with vines, prohibit plain exposed chain link fencing. Encourage master stormwater facilities.

Transportation

- Develop distinctive roadway design and landscape standards for new developments and redevelopment projects that complement the community's uniqueness as well as encourage buffers to parking areas, water retention areas and sidewalks. Techniques may include landscaping, berming and median enhancements.
• Use standards for new and redeveloped projects that incorporate transit-friendly street design along bus routes (bus stops, bus bulges, bus lanes, etc.), such as those found in the Traditional Neighborhood Development (TND) Infill code.

Miscellaneous

• Develop key design elements and landscape designs for local parks that would promote a unique sense of place and establish community landmarks.

• Improve drainage standards to enhance aesthetics and ensure adequate drainage prior to onsite development.

• In appropriate areas, as described in the District Map, identify and reduce residential densities in the Future Land Use Element.

• Consult with developers regarding residential site design and the creation of neighborhood character.

• Improve enforcement of all county land development codes.

Goal 2 Reflect the vision of Riverview using the Riverview District Concept Map. The Riverview District Concept Map will illustrate the unique qualities and land uses related to distinct geographic areas identified as "districts". (see Figure 10)

The following specific districts are incorporated into the Riverview District Concept Map. Require future development and redevelopment to comply with the adopted Riverview District Concept Map.

1. Hwy 301 Corridor – Provide a safe, attractive and efficient corridor system that contributes to the character and economic well-being of the community and provides a sense of arrival.

2. Downtown – Focus and direct mixed-use development to create an aesthetically pleasing and pedestrian-friendly downtown.

3. Riverfront – Recognize the historical, environmental, scenic, and recreational value of the Alafia River.

4. Mixed Use – Focus and direct development toward walkable mixed-use town center locations throughout the community while respecting existing land use.

5. Residential – Encourage attractive residential development that complements the surrounding character and promotes housing diversity.

6. Industrial – Attract employment centers and desirable industry with appropriate infrastructure in areas without conflicting with surrounding land use.

7. Open Space – Build upon the county owned Boyette Scrub lands by acquiring lands from willing sellers.
Goal 5  Improve and expand public facilities, services, and park systems, including the existing Civic Center.

- Coordinate local efforts with state and other agencies to centrally locate and provide desired community health care programs.
- Create a youth center, increase and diversify community-sponsored youth programs, including local sport and cultural activities and educational/vocational opportunities.
- Provide opportunities for library/media resources (i.e., bookmobile, satellite branches, co-op with schools, and partnership with local businesses).
- It is the desire of the community to have a regional park, sports complex and community pool within the Riverview community.
- Increase and expand neighborhood and community park facilities to provide for highly accessible (within a 5-10 minute walking distance) and safe community park system.
- Collaborate with local groups and clubs to develop special purpose parks and amenities that appeal to different cultural interests and age groups, e.g. Scout camp, youth-oriented or skateboard park.

Goal 6  Prioritize the significance of improved quality, enjoyment, and protection of the Alafia River and other natural resources such as open space.

- Promote environmental education and awareness programs to promote water conservation, Florida Friendly landscaping techniques, and to protect water quality and environmental resources.
- Reduce to the extent possible Future Land Use Map densities and intensities along the Alafia River to maintain, preserve, and protect the environmental quality and wildlife habitat of the Alafia River and surrounding watershed.
- Protect the water quality and wildlife habitat associated with the Alafia watershed.
- Support environmental agencies such as the Southwest Florida Water Management District and the Department of Environmental Protection in protecting and restoring shoreline integrity and river ecosystems.
- Expand and expedite acquisition for fee or less than fee of environmental lands, open space and environmental restoration projects through the Greenways/Trails Master Plan, ELAPP, etc.
- Implement a plan for voluntary stewardship with willing landowners, through acquisition/easement tools and cost sharing.
- Support and enforce protection and restoration of natural shoreline integrity and river watershed.
Goal 7  Encourage economic development by supporting local business while attracting a variety of new uses and services, particularly high technology businesses.

- Provide incentives for the redevelopment of commercial structures to enhance building facades, signage, landscaping, general buffering and access management.
- Promote the benefits of high accessibility to urban areas via major highway system.
- Support local efforts to draw tourism and promote community events and festivals.
- Encourage well-designed, family-oriented businesses and recreational opportunities particularly in the Downtown District including movie theaters, bowling alleys, arcades, and miniature golf centers.
- Upgrade existing infrastructure to state-of-the-art, technologically advanced infrastructure.

Goal 9  Attract, locate and support appropriate industry and employment with state-of-the-art infrastructure.

- Provide state-of-the-art infrastructure for existing and prospective industry.
- Make locating appropriate industry in Riverview as free of obstacles as possible by utilizing a team approach to site selection and permitting.
- Orient marketing to clean, locally based industries that provide well-paying employment opportunities.
- Provide incentives to attract employment centers.
- Recognize accomplishments and assets that local industry brings to the community.
- Continue to protect environmental resources and maintain quality standards through comprehensive monitoring, education and regulation.

Goal 13  Support and promote agriculture.

- Encourage the establishment and continued operation of local feed stores, farmer's markets, farm supply stores and other related business in the area.
- Convey public awareness of the importance of agriculture in the economy and to the heritage of Riverview.
- Balance agriculture's need for protection from incompatible uses while acknowledging the market conditions affecting its continued viability.
- Ensure that new non-agricultural uses provide adequate buffers on their property adjacent to existing agricultural uses.
Apollo Beach

6. Improve and Expand Public Use Facilities
   - Establish a regional sports center and community fitness complex.
   - Identify opportunities for co-location of recreational, school and community and cultural uses.
   - Provide public waterfront improvements, public boat ramps, and a community beach with walkways, restrooms and other amenities.
   - Establish a community dog park.
   - Require school sites to be reserved concurrent with rezoning of property.
   - Require applicants of rezonings containing 50 or more residential units to consult with the Hillsborough County School District regarding potential school sites.
   - Explore opportunities to provide library locations and access to library resources.
   - Establish a full-service post office within a Town Center.

7. Support Economic Development
   - Preserve areas with a future land use designation of Light Industrial near Big Bend Road and U.S. Highway 41.
   - Collaborate with public and private entities to ensure professional and well-paying employment is available in the area.
   - Balance agricultural and agricultural-related uses' need for protection from incompatible uses while acknowledging the market conditions affecting their continued viability.
1. NEIGHBORHOODS

Goal 2: Gibsonton will improve and enhance its neighborhoods by:
- Revitalizing older residential areas;
- Revitalizing outdated mobile home parks; and
- Incorporating new single-family and rental units offering a range of housing choices.

Strategies:

Code Enforcement Strategy
- Citizen-Based Organization to establish desired results for a Code Enforcement Plan, taking into account such factors as low income workers who cannot afford rent increases, roadside littering/dumping, outdated mobile home park revitalization and other local factors.
- Citizen-Based Organization to collaborate with County to carry out the Gibsonton-specific code enforcement approach, including working with County and franchise contractors to provide monthly pickup of furniture, appliances, etc.

Workforce Housing and Revitalization Strategy
- Work with the County, churches and other housing organizations to inventory substandard housing.
- Examine workforce income levels and set targets (e.g. % of annual income) for housing costs and the number of units required. Liaise with County Housing and Community Code Enforcement.
- Team with partners to develop both required and incentive-based actions to achieve workforce housing targets. Maximize the use of County’s State Housing Initiatives Program (SHIP), Community Housing Development Organization (CHDO), and First Time Home Buyers programs.
- Assist low income property owners with code related repairs via community grants, etc.

Goal 3: The availability of public water and wastewater services to reduce reliance on septic tank and well systems, utilizing the excess capacity built into current and future development pipelines will be expanded by:

Strategies:

Sewer and Water Extension Strategy
- Extend sewer and water lines along Gibsonton Drive, Symmes Road and Nundy Avenue to reduce reliance on septic tank and well systems, through new development activity and/or as a County public works project.

**Stormwater Management Strategy**
- Carry out the County's Stormwater Management Plan related to Gibsonton that reduces flooding and mitigates water quality impacts on Bullfrog Creek and the Alafia River.
- Ensure that the Stormwater Management Plan prohibits new developments from causing adverse impacts on neighboring properties.

2. **Economy**

*Goal 4a:* Gibsonton will enjoy appropriately-scaled commercial development by:
- Working with developers and the County to amplify the positive aspects of a large retail center at Gibsonton Drive and East Bay Road; and
- Enhancing the opportunities for small professional, businesses and specialty neighborhood retail along Gibsonton Drive and U.S. 41.

*Goal 4b:* Gibsonton and the County will take steps to ensure that sustainable agriculture and residential show business-zoned areas are protected from incompatible adjacent development, and to allow conversion to other land uses only when the land owner wishes to cease farm, ranch or RSB operations.

**Strategies:**

**Riverfront Revitalization and Mixed Use Area Strategies**
- Designate appropriate properties along the Alafia River as Riverfront Revitalization and Mixed Use areas, to attract waterfront-related uses and to incorporate new or revitalized housing and parks.
- Eliminate No Impact Fee Zones in Gibsonton.

**Signature Corridor Strategy**
- Designate Gibsonton Drive as a “signature corridor” to encourage small scale business development and beautification.
- Prepare and carry-out a redevelopment plan for residential properties having frontage along Gibsonton Drive to allow small business, professional office and specialty neighborhood retail uses. Develop a special zoning district and/or specific criteria that support rather than obstruct small businesses and offices along Gibsonton Drive. Incorporate a minimum standard of landscaping consistent with
Gibsonton Drive’s “signature corridor” status for office and special retail-oriented development.

Agriculture and Residential Show Business Protection Strategy

- Avoid the placement of incompatible land uses adjacent to agricultural operations.
- Where avoidance or buffering is not possible, ensure that the residents or operators of such adjacent uses are advised in advance of the existence of and type of agricultural and residential show business operations and the potential for conditions or nuisances that may not be resolved in maintaining agriculture or residential show business as the priority land use.
Wimuama Village Plan

1. Wimuama Village Residential-2 (WVR-2) – Establish the Wimuama Village Residential-2 (WVR-2) Future Land Use Category in areas previously classified as Residential Planned-2 (RP-2) inside the boundaries of the Wimuama Village Plan
   - **Residential Gross Density**
     Up to 2 dwelling units per gross acre provided that the development is clustered at a minimum of 3.5 dwelling units per net acre on at least 10 acres. Otherwise the gross residential density may not exceed 1 dwelling unit per 5 acres. Clustering is required to obtain the maximum gross density of 2 dwelling units per acre.
   - **Typical Uses**
     Agriculture, residential uses, multi-purpose and clustered projects. To satisfy locational criteria requirements for non-residential uses, the required non-residential square footage shall be contained, to the greatest extent possible, in the Wimuama Village Downtown, the Light-Industrial/Office area & the West End Commercial Area.
   - **Open Space**
     Open space (including parks, forestry, outdoor recreation, ELAPP, public uses, ponds, wetlands, corridors and agricultural open space) shall constitute an important component of the Village Residential. To avoid environmental isolation and fragmentation, the plan seeks contiguity and connection to other open space or conservation areas.
   - **Employment Areas**
     To satisfy the employment requirements of the plan, to the greatest extent possible, the proposed commercial square footage shall be contained in the Wimuama Village Downtown. Other employment square-footage requirements shall be contained in the Light Industrial/Office District & the West End Commercial Area.
   - **Shopping Areas**
     To the greatest extent possible, the required commercial square footage shall be contained in the Wimuama Village Downtown.
   - **Specific Intent of Category**
     In order to avoid a pattern of single dimensional development that could contribute to urban sprawl, it is the intent of this category to designate areas inside the boundaries of the Wimuama Village Plan, formerly in the RP-2 category, that are suited for agricultural development in the immediate horizon of the Plan, but may be suitable for the expansion of the Village as described in this Plan.
   - **Utilities**
     The development shall be on a central public water and sewer system.
   - **Approvals**
     All approvals shall be through a planned unit development of at least 10-acres, requiring at a minimum, integrated site plans controlled through performance standards to achieve developments that are compatible with surrounding land use patterns.
   - **Transfer of Development Rights**
     Allow for the transfer of up to 2 dwelling units per gross acre densities between 2 separately owned or commonly held properties, whether or not they are contiguous to
each other. The designated sending area shall be inside the limits of the Wimauma Village Residential-2 category. The designated receiving areas shall be inside the Wimauma Village Residential-2 category or inside the Urban Service Area portion of the Wimauma Village Plan. No property shall be left with less development rights than there are existing dwellings on said properties, or less than 1 dwelling unit development for any parcel which would otherwise be eligible for a dwelling unit.

3. **Wimauma Village Downtown Plan** – Revitalize the Wimauma Village Downtown by developing a downtown master plan to enhance the appearance of the district, and promote business growth. The Working Committee defined the boundaries of the Wimauma Village Downtown Plan on February 20, 2006 as: Center Street to the north; Hillsborough Street to the south; Kenilworth Avenue on the west and the CSX Rail Road corridor on the east. To ensure that standards for both block faces of each street are identical, the actual boundaries conform to property lines and or service alleys. The Wimauma Village Downtown Plan shall include:

- Planting trees, providing bike paths & pedestrian friendly development
- Creating an overlay district or special zoning district to implement the plan
- Maintaining the existing grid system
- Connecting development to the proposed Greenway system
- Encouraging alternative development patterns to the north of SR-674 to promote greater pedestrian interaction and reduce truck conflicts
- Encouraging the implementation of traffic calming and Florida-friendly landscape features in the Wimauma Village Downtown
- Maintaining the historic character
- An architectural theme for downtown
- Encouraging developments along SR-674 to adhere to “Design Guidelines” that include reduced building setbacks, courtyards, pedestrian friendly sidewalks, parking to the rear, accommodating parking spaces for larger than standard vehicles, etc
- Establishing a “Lighting District” with specific fixture styles
- Sidewalks

4. **Economic Development** – Provide opportunities for business growth and jobs in the Wimauma community

- Expand the commercial core north and south of SR-674 within the Urban Service Area - (Refer to the Wimauma Village Downtown borders defined by the Working Committee on February 20, 2006)
- Create a Light Industrial and Office district along SR-674, east of the CSX Rail Road corridor to the intersection of Balm-Wimauma Road
Greater Sun City Center

COMMERCIAL DEVELOPMENT

GOALS

1. BUILDING STANDARDS
Enforce appropriate Hillsborough County Land Development Code standards, including height restrictions. Encourage individual storefronts that are developed and maintained to a high standard.

2. A TOWN CENTER
Create a town center focusing at Sun City Center Plaza that will provide an inviting venue for shopping, with a large bookstore and a wide variety of dining options, and serve as a pleasant gathering place for entertainment and social activities. Make it golf cart and pedestrian friendly.

3. EMPLOYMENT OPPORTUNITIES
Attract the types of businesses that will benefit the community and provide employment opportunities for all age groups, including seniors. Encourage establishment of satellite government offices including job search agencies that are bus and golf cart accessible.

4. PROHIBITIVE COMMERCIAL
Discourage uses within the commercial areas that are not considered appropriate to our communities such as:

   a. Single Family Detached Housing Type
   b. Duplex Housing Type
   c. Radio and Television Transmitting Facilities
   d. Lawn Care/Landscaping
   e. Outdoor Storage
   f. Motor Vehicle Repairs (Major with exception of Golf Cart Repair)
   g. Motor Vehicle Sales (with exception of Golf Cart Sales)
   h. Recreational Vehicle Sales and Rentals
   i. Private Pleasure Craft Sales and Rentals
   j. Rental Leasing, Light Equipment and Farm Equipment
   k. Labor Pools--All Types
   l. Mini-Warehouses
   m. Tattoo Parlors/Shops
   n. Pawnshop
   o. Outdoor Advertising (Billboards)
   p. Sexually-Oriented Businesses

LAND USE

ECONOMIC DEVELOPMENT 13
GOALS

1. **MEDIANS**
Retain attractive medians and rights-of-way throughout Greater Sun City Center. Create a Special Taxing District or other appropriate means for continued maintenance of medians.

2. **CONTROLLED DENSITY**
Discourage amendments to the Comprehensive Plan that would allow increases to densities and intensities as currently exist in the Greater Sun City Center Area.

3. **WATER CONSERVATION**
The community will partner with Hillsborough County to continue to promote responsible use and conservation of water resources including expanded use of recycled water for irrigation.

4. **CODES & COVENANTS**
Encourage active enforcement of codes and covenants including sign control to maintain an attractive community. Authorize a local group to work with code enforcement authorities.

5. **GREEN SPACES**
Expand and encourage preservation of property through the Hillsborough County Environmental Lands Acquisition Protection and Preservation (ELAPP) acreage in the area.

6. **WILDLIFE PRESERVATION**
Establish a bird sanctuary and revise the Audubon Society’s Window in the Woods feeding and viewing station. Utilize wildlife preservation provisions to preserve golf course open spaces through existing conservation programs.

7. **TELECOMMUNICATIONS**
Encourage tower locations that are attractive and unobtrusive as possible.

8. **NOISE POLLUTION**
Coordinate the provision of sound barriers with the Florida Department of Transportation and the County Roads Department along major traffic areas to minimize traffic noise intrusion into bordering residential and commercial areas.
Little Manatee South Community Plan

Goal 4  Infrastructure and Services

The Community recognizes the importance of opportunities to enhance infrastructure and government services which improve the quality of life within the Little Manatee South Community. These opportunities underpin the local economy when provided in a consistent, orderly and cost effective manner. It is important that appropriately scaled infrastructure and services are provided in-line with development.

To that end, the Little Manatee South Community Plan promotes the following strategies.

Strategies

• Encourage the introduction of transit service, at the time of more urban-style development to include regular/express bus options.
• Roadways within new development should provide for a higher degree of interconnectivity.
• Cul-de-sacs are not encouraged and when provided for should not be considered permanent but rather as place holders for future connections. All cul-de-sacs should provide pedestrian connections to surrounding development (e.g.: adjacent roadway with sidewalk or public greenway)
• The development of a north-south roadway to the proposed Port of Manatee/Interstate-75 connector in the area east of US Highway 41 and west Cockroach Creek is encouraged.
• Advocate for vigorous enforcement of existing Truck Routes and encourage the adoption of additional enforcement measures on appropriately designated Truck Routes. New non-residential development should be designed to access existing Truck Routes and have cross access.
• Support the co-location of municipal services (schools, fire, police, library, parks, etc) to maximize overall resources within appropriate areas.

Schools

It is the desire of the Little Manatee South community that collocation practices be utilized for all school sites and public or state properties to ensure opportunities for shared uses:

• For the coordination of the location of community facilities between County, state and federal agencies and departments.
• Partner with private and non-profit organization at the time of planning and development of community facilities and programs.
• Clustering of public services, such as police and fire, and school sites.

The South County Career Center site and adjacent State owned property have been identified as a desired place to explore the possibility of centralizing all levels of schools to serve anticipated population growth.

Urban Service Area Designation

The Urban Service Area designates the location of urban level development in the County to provide an efficient use of land and public and private investment. Any proposals identified in this Community Plan not consistent with the adopted Future of Hillsborough 2025 Comprehensive Plan are viewed as being “long term” in nature, beyond the existing planning
horizon of 2025 (possibly to 2050) and are not considered appropriate for near term development. Any amendment to the Comprehensive Plan to allow for “long term” development is subject to growth thresholds and requires a change in the Urban Service Boundary (see Criteria to Expand the USA, Policy 2.2, Future Land Use Element). Changes to the existing land use categories are also required and must be evaluated for compliance with the goals, objectives and policies of the Future Land Use Element (see Policy 8.2, Future Land Use Element).

Growth thresholds allowing consideration for an increase in density/intensity shall be viewed as triggers to consider the extension of the Urban Service Area boundary to include the Little Manatee South community (to accommodate population growth or economic development as a result of additional land being included in the USA and to meet adopted levels of service) through the following:

- Population growth to a level requiring additional land being included in the USA.
- Adequate public facility capacity being planned and programmed within the 5 year CIP.
- Transportation improvements programmed in the 5 year CIP (such as development of a commuter rail service, an integrated bus transit system, or a community serving I-75 connector road).
- Economic development and job creation that reflects the desired residential and non-residential patterns identified in this Community Plan, and Countywide.

During the Evaluation and Appraisal Report for the Comprehensive Plan update, required every 7 years, beginning in 2010, and along with the 2050 Vision for Hillsborough County, the Little Manatee South Community Plan area (based on appropriate data to expand the urban service boundary), desires to be considered as part of the Urban Service Area expansion analysis.

**Goal 5  Economic Development**

The Little Manatee South Community desires to improve opportunities for private sector investment while respecting and building upon the existing character found within the Little Manatee South Community through, such means as, education, better transportation facilities, sustainable development and the opportunity for the creation of new businesses at appropriate times.

**Strategies**

To promote economic growth and support ecologically based recreation, commercial fishing, and ecotourism opportunities the following will be undertaken:

- **Ecotourism:**
  - Support wildlife observation, photography, boating access to the Gulf of Mexico and Little Manatee River, (canoeing/kayaking, hiking, fishing, hiking, bicycling, horseback riding, and camping) as defining by Eco-Tourism Objective 27 and Policies 27.1 and 27.2 of the Future Land Use Element.
• Development Patterns:
  – Preserve and enhance open space and incorporate into new development as appropriate,
  – Retain and preserve natural amenities,
  – Allow for new development in character with existing Little Manatee South Community.
• Commercial or Town Center Location(s):
  – Encourage walkable (village) traditional neighborhood design concepts.
  – Promote supportive residential uses.
• Residential Infill and Redevelopment:
  – Enforce existing codes and county regulations,
  – Cluster development (preserve more open space) where appropriate.
• Support the location of a commuter rail station within the area with a transit oriented, pedestrian friendly development within a 1/2 mile radius of that site.
• Support the establishment of light industrial uses within existing Light Industrial categories in the Little Manatee South Community.
• Encourage light industrial, warehouse and office uses to utilize existing rail lines, which have the potential of reducing truck traffic, based upon existing land use categories within the 2025 Comprehensive Plan.
• Support the creation of employment opportunities through corporate parks and economic development areas, research facilities and limited light industrial operations at appropriate locations as provided for in this community plan and when growth thresholds are met.

Goal 6  Long Term Development Options
The Community desires to ensure that new development protects the community’s environmental assets, maintains community character, and is compatible with existing neighborhoods while providing opportunities to enhance infrastructure and government services, which would improve quality of life within the Little Manatee South Community. In order to preserve the desirable elements of and ensure that a cohesive, attractive and economically viable community results, the Little Manatee South Community Plan includes an extensive treatment of the long term future of the area, in addition to the traditional 10 year community plan and time horizon of the County’s adopted Comprehensive Plan.

Strategies

General Development Concepts
In order to ensure that new development is sustainable, maintains community character, and is harmonious and compatible with existing neighborhoods - the Community envisions that:

• New development east of I-75 should reflect the preferable patterns of development of approximately 1 du/2.5 acres average. However, the underlying allowable density shall be 1 unit per acre. Clustering may be utilized to lessen the impact of the 1 unit per acre density and provide for open space between developments. Development rights not used in support
of the preferred development patterns shall be used as provided for under the Transfer of Development Rights section of this community plan.

- Commercial development should meet adopted locational criteria standards and be designed in a manner reflective of the Community’s desired character.

- New development along the corridor immediately West of I-75 should reflect the preferable development patterns of approximately 1 du/acre average. Future land density would increase, as development takes place moving towards the U.S. Highway 41 corridor, to include at a minimum those properties immediately adjacent to I-75. Development rights not used in support of the preferred development patterns shall be used as provided for under the Transfer of Development Rights section of this community plan.

- Provide appropriate density transitions from larger lot development.

- New non-residential development, such as, limited-light industrial, office and commercial development are encouraged to locate within identified areas of this Plan.

- The clustering of residential units should be incentivized in order to maximize overall open space and allow additional areas for the enhancement of wildlife and/or agriculture.

- Provide incentives such as bonus densities or intensities in the Land Development Code through a table of performance standards for increased setbacks, open space and environmental enhancements for Cockroach Bay, Little Manatee River, creeks, wetlands, bayous, ELAPP and SWIM lands and any other conservation/preservation lands (e.g. establishment of wildlife corridors, enhancement of environmental areas through removal of nuisance species and planting of native species, establishment of water quality monitoring programs, etc.).

- Any new development shall be respectful of existing natural preservation areas, creeks, bayous, wildlife corridors, scenic vistas and/or public spaces.

- Support the creation of employment opportunities, at appropriate locations as provided for in this community plan.

- Encourage the location of a commuter rail station within the community planning area with transit oriented, pedestrian-friendly developments within 1/2 mile radius of the transit station location.

Strategies

Design Criteria

Protect and enhance environmental assets which are a major component of the character of the community; including preservation lands, shoreline areas, connected wetlands and water systems, and wildlife corridors for enjoyment of the community. This can be done by maintaining conservation areas, regulating access to these assets, appropriately designing development around them and maintaining native flora and fauna in these areas.

Desirable development opportunities are typically along waterfronts or adjacent to natural areas, therefore we encourage balanced creative development designs, by implementing where feasible:

- Clustering regulation concepts including:
- Lots with minimum footprint, adjacent to natural or environmental areas, maximizing open space and common areas which back up on natural or open areas,
- Provision for preserved open space, trails, pedestrian connections, dedication of civic sites (provisions that go beyond minimum requirements for open space should be accomplished through incentives),
- Interconnected appropriate roadway design,
- Buffer and screen along roadways around development to retain community character and preserve a sense of space and privacy.

- Encourage low impact through:
  - Implementation of green design standards to minimize the percentage of impervious cover,
  - Integrated natural stormwater runoff management techniques,
  - Water conservation, reclamation and reuse,
  - Native plantings and landscaping treatments,
  - Centralized sewer and water treatment delivery and disposal (once growth thresholds are met).

- Sustainable economic, environmental and social development concepts and practices:
  - Retention of the maximum amount of native vegetation,
  - Shallow vegetated swales in all areas, including parking,
  - Appropriate Florida-friendly plant selections,
  - Stormwater reuse,
  - Small, recessed garden areas throughout landscaped areas,
  - Disconnected imperious surface areas,
  - Porous pavement and other pervious pavement technologies where feasible,
  - Stabilized natural areas for overflow parking,
  - Design requirement should encourage orientation of development that recognizes and incorporates environmental features into all design (where development abuts and backup to).
  - Include Design Criteria applied to Residential Development already provided in this Plan.

New residential development should provide for trail connections to public greenways, adjacent planned clustered developments (hamlets) and/or commercial town center(s) – when growth thresholds are met.

All new non-residential development is limited to a 25 Floor Area Ratio unless identified otherwise within this community plan.

As part of the implementation of this plan, overlay district(s) should be developed for the residential area west of Interstate-75 than include design and performance standards, to be developed when growth thresholds are met, and considered as a preplanned and pre-permitted process to ensure a unified development. Overlay district(s) could be developed by the County and/or could be initiated by the private sector.

ECONOMIC DEVELOPMENT 19
Transfer of Development Rights
Transfer of Development Rights (TDRs) are allowed and encouraged within the Little Manatee South community plan boundary to allow for the preservation of land and critical resources, and to focus growth in those areas with the US Highway 41 Corridor as suitable for development.

- Until development in the US 41 Corridor is approved in accordance with the Community Plan, TDRs can be sent to any of the receiving areas identified in the County's Comprehensive Plan.
- Once development in the US 41 Corridor is approved in accordance with this plan sending and receiving areas are limited to the Community Plan boundary
  - Sending and receiving areas from residentially planned properties
  - Receiving areas are along the US 41 Corridor, with priority given to areas within walking distance from transit station area

US Highway 41
It is not the intention nor the desire of the Little Manatee South community, that US Highway 41 be developed as strip development when allowing for long term development options that include activity center(s), mixed use, office park, or industrial/warehouse uses. These long term options recognize that consideration for them would be conditioned upon a set of “growth thresholds” being met, because currently this area is outside the Urban Service Area and the development character is Rural (under the County’s adopted Comprehensive Plan’s 2025 horizon timeline).

- An Overlay district(s) should be developed for this area when growth thresholds are met and considered as a preplanned and pre-permitted process to ensure a unified development.
- The overlay districts may be undertaken by the County as the “growth thresholds” near and/or by the private sector when determined to be cost feasible.
- Overlay districts should provide further guidance in the development of the towncenter(s)/transit station/mixed use, employment centers (corporate park and economic development areas.)
- The overlay district(s) should clearly outline design criteria, especially in regards to sensitive to environmental areas, while also allowing recreational and open space uses to serve as buffers from these sensitive areas.
- Logical pedestrian and vehicular connections should link adjacent uses together without access out onto US Highway 41.
- Access from US Highway 41 should be limited and entry features (gateways) should be provided at main entryways to large developments.
- Large setbacks with natural screening along US Highway 41 should be identified.
- The bulk of community retail uses should be concentrated within towncenter(s) and transit station areas.

ECONOMIC DEVELOPMENT 20
• Retail uses within mixed use development areas should serve the expected population within the development.

To ensure that the US Highway 41 corridor is not developed in a strip development pattern the community recognizes the need to focus growth as described below.

**Design Criteria of US Highway 41 Study Area**

Towncenter(s)/Transit Station/Mixed Use and Employment Centers

Towncenter(s), Transit Station, Mixed Use and Office Park uses are envisioned primarily, as options south of Sun City/Heritage Park and north of Cockroach Creek.

Towncenter(s) - Hamlet and/or Village are centers that have a high investment in public facilities and services, neighborhoods, and a diverse housing stock. They should have a central core of retail, office, and community facilities and meet the daily needs of area residents. The mix should include convenience retail, food services, personnel and business service uses, community facilities including parks, schools, libraries, places of worship, and pedestrian linkages.

The Little Manatee South community supports the Tampa Bay Regional Transportation Authority (TBARTA) Master Plan, Long-Range Regional Network proposal for 2050. The community encourages the location of a transit stop related to a community activity center(s) along US Highway 41 which is part of the Long Distance Commuter Rail proposal along the CSX rail line.

• Projects within the area should be walkable, sustainable communities, with a sense of place, designed for people of all ages and incomes and provide various transportation and housing choices (including townhomes, apartments, live-work spaces, and lofts)
• Limit FAR to 0.25 (except around Transit Station).
  • Building height of 2 to 3 stories in towncenter(s) which would allow for low to medium density,
• The transit center should be related to the towncenter(s).
• Development around the transit station should:
  • have a compact pedestrian friendly design development pattern,
  • be within easy walking distance,
  • contain a mix of uses such as medium and high density housing, jobs, shops, restaurants and entertainment.
• Unified transit station typologies, density/intensity of uses, mix of uses and community design will be identified through the Transit Oriented Development policies of the Future Land Use Element of the County’s Comprehensive Plan.

Mixed Use (residential, and limited commercial and retail within ½ mile of Transit station):
• Mixed uses are required to be of more than one use and to provide a percentage of mixes (to be provided for in the Land Development Code):
- Residential is a required use in the mixed use and activity center(s)
- Mixed use and corporate office developments are permissible only through a overlay district application

- Any retail uses within the mixed use area should be restricted to a mixed use structure (retail/office). Limited warehouse and/or industrial uses may be considered with compatible design and use.

**Employment Centers**
The community encourages the development of areas targeting job creation and retention through specific efforts in business finance, marketing, neighborhood development, small business development, business retention and expansion, technology transfer, and real estate development.

**Strategies**

- Provide opportunities for corporate offices/R & D facilities/professional offices.
- Gateway features should be provided at main entrances. These include signage, landscaping, alternative pavement treatments.
- Large setbacks (ex: 100 to 75 feet), from US Highway 41, should be provided and native vegetation should be retained and/or replanted within this area.
- Additional separate vehicular access points onto US. Highway 41 should be discouraged, unless deemed necessary for safety reasons. No limits shall be placed on pedestrian connections.
- Parking lots should be shared and located internal to the overall development.
- Provisions for village greens and pocket parks should be made to provide the workforce population with useable open space (picnic areas, benches, outdoor seating areas).
- Each development (larger than 40 acres) should provide for a logical pedestrian circulation system connecting all buildings with onsite open space, as well as, logical connection points to adjacent development. Connections to the pedestrian circulation system should be provided approximately every 500 feet.
- Traditional sidewalks adjacent to roadways should be discouraged. Meandering trails and sidewalks, either separate or adjacent to roadways are encouraged. Pedestrian and/or bicycling crossings across vehicular roadways should be required to provide pedestrian safeguards, such as refuge islands, and be appropriately designed, such as, by providing alternative pavement treatments.
- Any retail uses within the area should be restricted to a mixed use structure.

**Corporate Park**
Design recommendations for Corporate Park areas:

- Residential uses should not be restricted out of the mixed use area. The possibility of a total percentage cap might be more appropriate.
- No free-standing retail uses should be allowed within the corporate/office park mixed use area. A maximum of 20% of accessory retail should be permitted within one story.
structures. A bonus should be provided, such as 50% of a building could be retail if vertically integrated. At no time should accessory retail uses make up more than 20% of actual square footage built.

Economic Development Area
The community has designated the area south of Cockroach Creek and east of the CSX Railroad lines as an Economic Development Area employment center, that can take advantage of the economic engine of the Port of Manatee. The objective is to create the opportunity for spin off activities from the Port activities. The opportunity envisioned is for research facilities that develop under an Overlay District that do not have adverse impacts on the community’s environmental, residential and agricultural character. Uses would include but are not limited to bio-medical, agro-business and green technologies. Other allowed uses are those limited light industrial uses that are developed in a planned park setting (in enclosed buildings that look clean, do not have adverse impacts on the community’s environmental, residential and agricultural character, and are sustainable.)

The proposed operation should create a minimal degree of impact on the surrounding environment and be compatible with the design criteria of the Little Manatee South Community Plan. Flexibility of permitted uses through creativity in site design of the required site plan will be allowed to ensure that the proposed operation creates minimal degree of impact on the surrounding environment. The site plan requirements shall include, at a minimum, an integrated plan controlled through performance standards to ensure developments which are compatible with the surrounding land use patterns and the Goals, Objectives and Policies of the County’s Comprehensive Land Use Plan.

Open storage shall be prohibited as a principal use. Accessory open storage areas must be screened from view of residential areas and public right-of-way.

Performance Standards to be considered in the US Highway 41 Study and the Residential Area West of Interstate-75

- Proposed performance standards for density consideration in order to achieve maximum density or additional density bonus include:
  - Open Space
  - Public Use of Open Space
  - Public Trails (pedestrian, bicycle etc.)
  - Use of Green Design Standards
  - Infrastructure Improvement
  - Affordable Housing

- Open space requirements
  - Additional open space required for higher density ranges or density bonuses.
  - Open space intended uses:
• Preserves environmentally sensitive areas (including wetlands, desirable vegetation areas, wildlife habitat, view corridors, streams, creeks, bayous, or other environmentally sensitive areas)
• Allows for pedestrian use, play areas, open gathering area and public landscaped areas
  – Roadways, parking, storage areas, residential or within twenty (20 feet of any building shall be excluded in calculating open space requirements)
  – Open space will remain
    • in perpetuity (preservation agreements)
    • under association ownership (including construction and maintenance)
Balm Community Plan

Goal 1: The Balm community seeks to maintain and preserve the rural and agrarian characteristics, atmosphere, and quality of life established by long standing community residents, which include leisurely activities, strong neighborhood ties, faith based organizations, and rural low density land use designations.

The community supports …

- Rural scale residential development that contains an eclectic and diverse mix of housing styles and lot sizes, while discouraging suburban scale density, and conventional subdivision development outside of the areas where such development is permitted by the adopted Future Land Use Map.

- The protection of Balm’s natural assets including scrub lands, water bodies, wildlife, ELAPP sites, palmettos, pines, etc.

- If desired, property owners whose existing parcels do meet the minimum land use designation lot size to change their land use to match their lot size (e.g. a 10 acre parcel in AM 1/20 would be supported to change to AE 1/10).

- Maintaining the current Urban Service Area (USA) location in Balm until such time the USA expansion criteria established in the Future Land Use Element is demonstrated.

- No additional Residential Show Business (RSB) uses located in the Balm Community Plan boundary.

The County will…

- Continue to allow agricultural related open storage as established in the Land Development Code (LDC).

- Continue restrictions on non-agricultural related open storage in agricultural and residential zoning which includes, but is not limited to, furnishings, broken vehicles, boats and RV’s, excess debris, scrap metal, etc. established in the LDC.

- Continue to apply the Residential Show Business (RSB) uses locational criteria as established in the LDC until the LDC is amended. (See next strategy.)

- Amend the Comprehensive Plan and Land Development Code to outline the areas where Residential Show Business uses can be located, such that no additional RSB uses are located in the Balm Community Plan boundary.

- Continue to maintain rural Future Land Use Map designations that are compatible with the existing rural character and level of development in Balm. Specifically, maintaining the Comprehensive Plan definition of rural densities in the Rural Area as 1 unit per 5 acres or less. The County will not designate any further Residential Planned-2 (RP-2) land use categories unless due to split land uses on one parcel, consistent with Future Land Use Element policies.

ECONOMIC DEVELOPMENT 25
Goal 2: Balm encourages Hillsborough County to make necessary improvements to, and provide continued maintenance of, new and existing infrastructure in order to keep Balm attractive, functional, and safe for visitors and local residents. Local citizens encourage the establishment of pathways such as multimodal paths, greenway corridors, and equestrian trails that allow for more convenient, accessible connections between residential, nonresidential and recreational areas and that conserve the natural environment.

Specifically Balm encourages...

- Provision of infrastructure improvements along major collectors and arterials such as Sweat Loop Road, which includes additional resurfacing and/or appropriately attending to maintenance needs such as potholes and ditches along roadways and designated bicycle lanes and/or widened roadway shoulders to facilitate long distance cycling as an economic and recreational activity and prevent roadside accidents between bicycle and vehicles.

- Designation of interconnected multi-modal trails that accommodate activities, including bicycling, jogging, sightseeing, etc. The design of any pathways and trails are to be rural in character and incorporate natural plant life and open space. Priority should be given to the creation of paths that connect Balm Civic Center/Park to surrounding neighborhoods and interconnections between adjacent developments as new development occurs, especially in the Village(s).

- Leveraging the use of surrounding neighborhood horse farms (e.g. Rhodine Road existing equestrian trail) as an economic and recreational resource by creating destinations/pathways that encourage equestrian ridership, and establish connectivity among neighborhoods.

Goal 3: Balm residents, business stakeholders, and land owners strongly support the viability and profitability of agricultural businesses in order to provide a strong, diversified economic base for the community.

Balm community members recommend...

- Introducing new, profitable businesses such as agricultural eco-tourism (e.g. bus tours of strawberry fields, fairs, horse shows, equestrian competitions, etc.) and implementing other eco-tourism strategies as defined in the Future Land Use Element.

- Expansion of traditional agricultural uses and the production of new, sustainable agriculture uses including but not limited to organic farming and alternative energy or bio fuel production. (Examples of existing businesses: Goodson Farms, Jaymar Farms, Davis Farms, etc.)

ECONOMIC DEVELOPMENT 26
• Balancing agriculture’s need for protection from incompatible uses while acknowledging the market conditions affecting its continued viability.
• Addition of agricultural businesses and industries (i.e. feed and farm supply, farming equipment services, sales, and repair) at appropriate locations.
• Encouraging the ELAPP General Committee continues to add and use Agricultural Buffers (conservation easements) to preserve agricultural lands adjoining ELAPP preserves. In particular, Balm supports the acquisition of the Balm Boyette Scrub Agricultural Buffer (“West” 575 +/- acres and “South” 904 acres +/- buffers, shown on Concept Map).

Goal 6: The community seeks the creation of a pedestrian friendly Village(s) that includes a diverse mix of uses meeting their daily needs.

Community members recommend...
• Village(s) locations are those areas that meet locational criteria. Preferred locations are: at the intersection of Balm Road and Balm Wimauma Road (near the existing Post Office), and/or at the intersection of Balm Boyette Road, County Road (CR) 672 and Shelley Lane (near Balm Civic Center).
• Village(s) uses be limited to “commercial neighborhood” serving uses, such as, but not limited to: a country store, bed and breakfast inn, beauty parlor/barber shop, cafes/diners and community facilities including parks, schools, libraries, places of worship.
• Pedestrian links between Village(s) and adjacent uses. (e.g. trails, sidewalks, etc.)

The County will...
• Implement existing Future Land Use Element policies calling for countywide Rural Design Guidelines to foster the rural environment, reinforce its character, and distinguish it from the more urban environment.
Transportation for Economic Development

Southshore Areawide Systems Plan Update
February 13, 2014

Policy Leadership Group
City Managers
County Administrator
HART Board Chair

Managers Group
City Managers
County Administrator
DART CEO
MPO Executive Director

Project Management Group
Staff

The Process

Target

Character

Existing Transportation Information

Existing Land Plan

Key Economic Areas

Anti-Crime

1
The Process

Transportation Infrastructure
- Rail
- Interstate
- Intermodal Connections
- Market Access

Spine and Spine Network

- **Spine** – Florida’s Strategic Intermodal System (SIS)
  - Tampa International Airport
  - Interstate
  - Port of Tampa
  - Some rail lines
  - Some major roads

- **Spine Network** – A network of roads and rail lines that complement the “Spine”

Key Economic Spaces

- 1-75/44 area
- Salvador Park area
- CSX Industrial area
- Port of Tampa
- Port Everglades
- MacDill AFB
- West Brandon
- New Tampa
- USF area
- Temple Terrace
- Plant City
- Downtown
- Westshore
- TIA/Anderson Rd.
Upcoming Meeting

Policy Leadership Group
March 26, 2014 at 1:30pm – 3:30pm
County Center

Competitive Sites

Program Overview:

- EDO initiative to identify, analyze and inventory sites countywide to support targeted industry development
- Program driven by the need to proactively position Hillsborough County to win the next targeted industry relocation or expansion
- Create better jobs
- Attract larger scale private capital investment and development
- County/IDO to craft policies and programs to guide public sector engagement and investment to meet economic development objectives

Competitive Sites

What is a Competitive Site?

- Sites are determined using specific real estate attributes that make it attractive to enable industrial or office development (Development Ready)
  - Site size
  - Site/property layout
  - Development requirements
  - Access to an adequate population
  - Infrastructure (utilities, roads, water, sewer, electricity, etc.)
- Sites are also determined by community attributes
  - Composition of workforce
  - Professional patterns
  - Access to supporting infrastructure
  - Affordances that reduce traditional reliance for future jobs and growing targeted industries

Competitive Sites

Where are the Competitive Sites?

- Competitive sites can be located anywhere in Hillsborough County
- Identification of as many geographically diverse locations as possible makes Hillsborough County more competitive when vyng for job generating projects
- No limit to the number of sites as long as they meet attribute criteria
Competitive Sites

Why have Competitive Sites?
- Positions Hillsborough County to
  - win more corporate relocations or expansions
  - reduce timeframes
  - reduce risk on developing sites
  - increase inventory of sites available to companies
  - align public infrastructure decisions with site locations

Competitive Sites

Work Completed / Next Steps
- Staff and consultants analyzing County PD’s, BRI’s and land zoned for manufacturing.
- An initial community analysis of targeted industries and workforce underway.
- A database of competitive sites that drive job creation and private investment will be assembled and then mined for data that drives policies and programs for public investment.

Competitive Sites

Time Frame to Complete
- Initial identification of sites complete Spring 2014.
- A comprehensive analysis of each site’s development conditions, as well as programs and policies, completed later in the year.
Economic Development Department

Competitive Sites Overview and FAQ

Overview: The Competitive Sites program is an initiative of Hillsborough County being led by the Economic Development Department to identify, analyze and inventory sites throughout the county with the capacity to support targeted industry development, and to craft policies and programs to guide public sector engagement and investment in order to meet economic development objectives. This program is driven by the need to proactively position Hillsborough County sites to win the next targeted industry relocation or expansion, to create better jobs for county residents and to attract larger scale private capital investment and development.

What is a Competitive Site?
A Competitive Site is a location in Hillsborough County that has been identified as having specific real estate attributes that make it attractive to sizable industrial or office development. These attributes include size, zoning, land use, development entitlements, development complexity and supporting infrastructure (such as roads, water, stormwater, telecommunications.)

Where are the Competitive Sites Located?
Competitive Sites can be located throughout all of Hillsborough County. In fact, the more sites that can be identified in as many geographically diverse locations as possible, makes Hillsborough County more competitive when vying for job generating projects. There is no limit on the number of Competitive Sites. As long as a site meets certain objective criteria, they are considered a Competitive Site.

Why have Competitive Sites?
Private sector decision making is moving faster than ever. One way that we can position Hillsborough County to win more corporate relocations and expansions is to reduce the timeframe and risk associated with development, as well as increase the inventory of site options available to companies. The Competitive Sites program is designed to do this through increased knowledge of development opportunities, regulatory assistance and strategic public sector investment.

What work has already been completed? What are the next steps?
Staff is at the beginning of the Competitive Sites Program. Currently, staff and their consultants are analyzing all of the County’s Planned Developments (PD), Developments of Regional Impact (DRI) and land zoned for manufacturing. Concurrently, staff and their consultants are creating an initial community analysis of targeted industries and workforce. A database of Competitive Sites that can drive job creation and private investment in the County will be assembled from this information and then mined for data that will help drive policies and programs for public investment.

What is your time frame for completing the Competitive Sites project?
Economic Development Department staff anticipates having the initial identification of sites completed this spring and a more comprehensive analysis of each site’s development conditions, as well as recommended policies and programs completed later in the year.

Who do I contact for more information?
For more information, contact Eric Lindstrom, Competitive Sites Manager, with the Hillsborough County Economic Development Department at (813) 276-2747 or lindstrom@hillsboroughcounty.org
Executive Summary

The Florida Department of Transportation (FDOT) is currently conducting a Project Development and Environment (PD&E) Study to evaluate proposed capacity improvements along portions of Interstate 75 (I-75) from Moccasin Wallow Road in Manatee County to south of US 301 in Hillsborough County (WPI Segment No. 419235-2). The length of the study is approximately 25 miles with a projected design traffic horizon year of 2035.

This document summarizes a planning level qualitative analysis performed for three possible new interchange locations along I-75 between SR 674 (Sun City Center Boulevard/E College Avenue) and Gibsonton Drive in Hillsborough County. Through the course of coordination with local groups in the area, three possible locations have been noted. The local groups suggest that additional access to the I-75 corridor is needed to help alleviate congestion on these existing interchanges and surrounding crossroads.

The three locations that were screened are shown in Figure 1 Project Location Map and are:

- Rhodine Road Extension (between Gibsonton Drive and Big Bend Road)
- Apollo Beach Boulevard Extension (between Big Bend Road and SR 674)
- 19th Avenue NE (between Big Bend Road and SR 674)

Each of the three possible locations was evaluated independent of the other locations. It was assumed that only one possible location would be implemented. This I-75 PD&E Study is considering converting I-75 to a four-roadway system with 2 special-use or managed lanes in each direction on the inside separated from 3 general-use lanes in each direction on the outside. It is expected that at all three locations the interchange would be served from the general-use lanes with no direct connection to the special-use lanes.

The purpose of this evaluation was to provide a qualitative comparison of the traffic volume effects to adjacent interchanges, as well as to document potential environmental effects and financial costs at each location.

With the projected future traffic volumes along I-75, many of the existing interchanges are anticipated to experience future operational problems sufficient to require substantial modification of the existing configurations. Both the existing Gibsonton Drive and Big Bend interchanges are expected to carry more traffic than their existing capacities could service.

There are currently no known safety concerns at nearby interchanges which would drive the need for a new interchange.
I-75 Possible New Interchange Planning Analysis (Between SR 674 and Gibsonton Drive)

Screening Report

- Planning level qualitative analysis dated May 2009 performed under I-75 PD&E Study from Moccasin Wallow Road to US 301

- Three locations that were screened
  - Rhodine Road Extension
  - Apollo Beach Boulevard Extension
  - 19th Avenue NE

- Area Type: Urbanized

- The purpose of this evaluation was to provide a comparison of traffic volume and document potential environmental impacts at each location

  - Rhodine Road Extension
    - 1,000 ft window to be a minimum 2 mi south of Gibsonton Dr and 2 mi north of Big Bend Rd
    - Hillsborough South County Transportation Plan recommends new interchange; Not in LRTP
    - Potential 4F (Golden Aster Scrub Nature Preserve), wetland impacts, noise impacts to existing residence, existing roadway and utility realignment and relocation issues
    - Does not serve an existing or planned network

  - Apollo Beach Boulevard Extension
    - 1.8 mile window to be a minimum 2 mi south of Big Bend Rd and 2 mi north of SR 674
    - Hillsborough South County Transportation Plan recommends new interchange. Apollo Beach Blvd Ext (including overpass over I-75) is shown in LRTP (2010 to 2015 by developer), but not interchange
    - Potential 4F (Bullfrog Creek Mitigation Park)
    - Developer funded Apollo Beach Blvd Ext; planned network within DRI

  - 19th Avenue NE
    - 1.5 miles north of the SR 674 interchange; does not meet 2 mi spacing. 19th Ave N would need to be relocated 0.5 mi north
    - ROW needs to be acquired; coordination with TECO for easement across power lines
    - Does not serve an existing or planned network

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- Based on the qualitative comparison, the Apollo Beach Blvd location appears to result in the greatest benefit to travelers, with the least possible effects to the environment or economics.

- In order for the FHWA to approve a new interchange
  - Interchange included in LRTP and a funding plan identified.
  - Interchange Justification Report (IJR) submitted to FHWA through FDOT