SouthShore Areawide Systems Plan Update
Community Meeting #2
SouthShore Regional Library
15816 Beth Shields Way
Ruskin, FL 33573

November 19, 2013; 6-8PM

Agenda

1. Introduction
   a. SouthShore Areawide Systems Plan Update - Status Report
      *(Allison Yeh & Pedro Parra - Principal Planners, Planning Commission)*
   b. Little Manatee South - Status Report
      *(John Healey, Executive Planner, Development Services, Community Development Division)*

2. Status of Ongoing-Parallel County Planning Initiatives
   a. Hillsborough County Transportation for Economic Development Initiatives
      *(Eric Johnson, HC Strategic Planning & ERP Implementation Director)*
   b. Comprehensive Plan Update/Economic Development
      *(Melissa Zornitta, Planning Commission Deputy Director)*
   c. Long Range Transportation Plan Update - Status Report
      *(Richard Clarendon, MPO Team Leader)*

3. Q&A with breakout groups with speakers - 15 minute rotations
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 in early January 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.
GREAT PLACES

**Economic Development**
- Competitive Sites
- Key Economic Spaces (KES)*
- Incentives for Target Industries
- Comprehensive Economic Development Strategy*
- Tax Increment Financing

**Land Use**
- Comprehensive Plan Update*
- Scenario Planning*
- LDC Update
- Little Manatee
- Community Plan Implementation

**Transportation**
- Long Range Transportation Plan*
- Mobility Fees
- Optimization Projects
- Corridor
- Preservation Plan*
- Port / Airport Master Plans*

Predictable Regulations
Infrastructure Investment
Great Places
Built Domain
## 2035 Plan Cost Affordable Projects

### Transit Projects
- **By 2015**
  - Increase frequency on local bus routes, add trips on express routes, and expand service hours.
  - Improve park-and-ride lots, improve access, upgrade bus stops and shelters.
  - New local bus routes on Big Bend Rd, Balm Riverview Rd, and Balm-Picnic Rd.
  - New express routes between Downtown Tampa, Citrus Park, Northwest Hillsborough County, Westshore, USF, Brandon, Apollo Beach, Plant City, and MacDill AFB.
  - Regional bus on I-75 to Downtown Tampa and Bradenton/Sarasota.
  - New flex routes (see map for service areas).
  - Tampa Bay Area Regional Transportation Authority Commuter Assistance Program Ride Sharing & vanpool.

### Highway Projects
- **By 2015**
  - New 4 lane road (26th St) from 19th Ave to Big Bend Rd.
  - New 2 lane road (Simmons Loop Rd) from US 301 to Gilsdon Rd.
  - Add 4 lanes on US 301 from Balm Rd to Gilsdon Rd.
  - Intelligent Transportation Systems on I-75 from Manatee County to Bloomingdale Ave.
  - New 4 lane road (Apollo Beach Rd Extension) from US 41 to US 301.
  - Add 2 lanes on Big Bend Rd from Covington Garden Dr to I-75 NB Off-ramp.
  - Add 2 lanes on Big Bend Rd from I-75 NB Off-ramp to Simmons Loop Rd.
  - Add 2 lanes on Big Bend Rd from Simmons Loop Rd to US 301.
  - New 2 lane road (Big Bend Rd Extension) from Balm Riverview Rd to Boyette Rd.
  - Improve I-75 interchanges at Gilsdon Tr and Big Bend Rd.
  - Potential new interchange on I-75.
  - New 2 lane roadway (South County) from Apollo Beach Rd to Big Bend Rd.
  - Add 2 lanes on SR 674 from US 301 to CR 579/Saffold Rd.
  - Add 4 lanes on US 301 from SR 674 to Balm Rd.
  - Countywide Advanced Traffic Management System improvements.
  - Countywide Traffic Management Center.

### Bikeway and Trail Projects
- **By 2015**
  - Countywide paved shoulders/filke lanes.
  - Resurface & add paved shoulders/filke lanes on Shell Point Rd from 21st St to 32nd St.
  - Resurface & add paved shoulders/filke lanes on 19th Ave NE from EG Simmons Park to US 301.
  - South Coast Greenway – Phases 1-11 Little Manatee River to Gardenville Park.

### Pedestrian Projects
- **By 2025**
  - Repair sidewalks at stormwater inlets & roadway drainage system in Sun City Center.
  - Potential golf cart lanes along 19th Ave and/or SR 674.
  - SR 674 pedestrian safety enhancements from US 41 to CR 579.

* Projects will be funded through a potential sales tax.
* Includes technologies like smart signals, traffic cameras, dynamic digital message signs, etc.
** Funding may not include cost of construction.

www.mpo2035.org
Agenda

1. Areawide Plan – Status Report
2. Little Manatee South - Status Report
3. Ongoing Parallel County Initiatives
   - Hillsborough County
   - Planning Commission
   - Metropolitan Planning Organization
4. Q&A – Breakout Sessions

Updated Meeting Schedule

- Aug. 26, 2013: Kickoff Meeting
- Sept. 17, 2013: Community Plans Comparison
- Nov. 19, 2013: Review of Ongoing Processes
- Jan. 21, 2014: Transportation
- Feb. 18, 2014: Economic Development
- Mar. 18, 2014: Environment
- April 2014: Historic Resources
Online Questionnaire

Apollo Beach
Ruskin
Riverview

43% at least somewhat familiar w/Plan
17% Response Rate
Most live, work, or own property in SouthShore

Economic Prosperity - Rankings

1. Quality of Life (24%)
2. Transportation – roads, public transit, water transport (17%)
3. Coordination, collaboration among plan implementers (15%)
5. Education/Jobs Training (12%)
5. Plan flexibility to be responsive to economic activities (12%)
6. Infrastructure - water, sewer, electric, broadband, etc. (10%)
8. Land Uses (5%)
8. Transportation – complete streets; bike/ped; sidewalks; trails (5%)
Let’s Design Hillsborough’s Future
A collaboration of the Planning Commission and the Metropolitan Planning Organization for Transportation

GREAT PLACES

Economic Development
- Competitive Sites
- Key Economic Spaces (KES)
- Incentives for Target Industries
- Comprehensive Economic Development Strategy
- TIF Increment Financing

Land Use
- Comprehensive Plan Update
- Scenario Planning
- LDC Update
- Little Manatee
- Community Plan Implementation

Predictable Regulations

Great Places

Infrastructure Investment

Transportation
- Long Range Transportation Plan
- Mobility Fees
- Optimization Projects
- Corridor Preservation Plan
- Port / Airport Master Plans

11/21/2013
Plan Update Requirements

- Cost-Affordable Transportation Plan - 2040 Horizon Year  
  Due December 2014
- Hillsborough County Comprehensive Plan Evaluation & Appraisal  Due 2015
- City of Tampa Comprehensive Plan Evaluation & Appraisal  Due 2016
- Temple Terrace Comprehensive Plan Evaluation & Appraisal  Due 2016
- Plant City Comprehensive Plan Evaluation & Appraisal  Due 2016

We sought your good ideas.

- Your priorities will shape next year’s updates of the:
  - ✓ Long Range Transportation Plan
  - ✓ 4 Comprehensive Plans
- Working together to look at how choices about growth & development, roads & other infrastructure affect each other
Imagine 2040

What’s Important?
Select The Five Things That Matter To You Most

Traffic Delay
Worse Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers
Better Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers

Job Creation
Worse Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers
Better Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers

Available Bus or Rail Service
Worse Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers
Better Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers

Shorter Commutes
Worse Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers
Better Than Today
- Suburban Dream
- Bustling Metro
- New Corp. Centers
How Do These Strategies Stack Up?
Rate Each With 1-5 Stars.... Note Likes & Dislikes....

1=Worst  5=Best

A. Suburban Dream
B. Bustling Metro
C. New Corporate Centers

Help us create a hybrid 2040 scenario, based on the best pieces.
Hybrid Scenario

Many of the Policy Decisions needed in the Plan Update/LRTP complement the SouthShore Areawide Systems Plan

– Urban Service Area Expansions
– Focus on Redevelopment
– Transportation Funding
– Enhancing Economic Vitality

Timing

2013

○ Craft scenarios
○ Public participation & outreach on scenarios

2014

○ Review comprehensive plan policies and maps
○ Detail transportation investment strategies
○ Public participation & outreach on proposed comprehensive plan polices and cost-affordable transportation plan

2015

○ Process and adopt Plan Update Plan Amendments