imagine hillsborough 2040

Imagine 2040 Working Group
Visioning Workshop #1

How and Where Will We Grow?

THE PLANNING COMMISSION

February 12, 2013

Introduction

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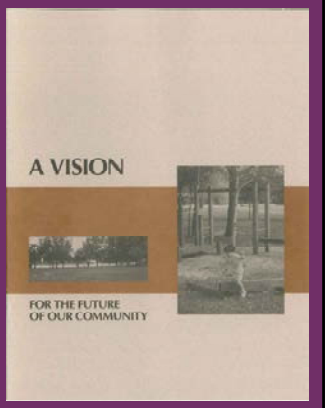
- **Planning Commission's 1993 Vision for 2015**
  - *We have…produced compact and livable communities surrounded by protected natural environments.*
  - *Our good neighborhoods are served by a balanced transportation system, efficient utilities, and neighborhood-oriented goods and services.*
  - *This vision has given us direction and motivation.*



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Imagine 2040

- Data will be used to update
  - Long Range Transportation Plan
  - Comprehensive Plans
- Change in focus
  - More local control
  - Past: growth management
  - Future: economic development

Benefits of Concurrent Updates

- Common horizon year simpler for general public
- Can use same data for all plans, saving costs
- Can partner on public outreach & input efforts
- Can address issues in a more comprehensive manner –
  - Greater coordination between land use and transportation
  - Countywide approach to some major issues
- Don't have to reinvent the wheel for approaches to:
  - Streamlining the Comprehensive Plans
  - Addressing changes in state law

Project Approach

- Alternative growth scenarios

Comparison will result in a Preferred Scenario

Agenda

- Past and Concurrent Efforts
- The Past and Future
- How do we grow?
- Schedule and Future Workshops

Past and Concurrent Efforts

- Comprehensive Plans
- Community Plans
- Development/Redevelopment Plans
- Economic Development Studies
- Transportation Plans
- Other Studies

Comprehensive Plans

Long-term

- City of Plant City
- City of Tampa
- City of Temple Terrace
- Unincorporated Hillsborough County

Community Plans

Mid-term

- Apollo Beach
- Balm
- Brandon
- Brandon Main Street
- Citrus Park Village
- East Lake-Orient Park
- Gibsonton
- Greater Carrollwood-Northdale
- Greater Palm River Area
- Greater Sun City Center Area
- Keystone-Odessa
- Little Manatee South
- Lutz
- Northwest Hillsborough Area
- Riverview
- Ruskin
- Seffner-Mango
- SouthShore
- Thonotosassa
- Town N Country
- University Area
- Wimauma Village

City of Tampa Plans (examples)

Long-term

- **Vision Plans**
  - Seminole Heights
  - 40th Street

Short-term

- **Neighborhood Plans**
  - Ballast Point
  - Davis Islands
  - Tampa Heights
  - Terrace Park-University Square

Short-term

- **Community Redevelopment Areas**
  - Channelside
  - East Tampa
  - Ybor

Development/Redevelopment Plans

Long-term
- Northeast Area Plant City Master Plan, 2008

Long-term
- Plant City Midtown Redevelopment Vision Plan, 2007

Major Visioning Initiatives

Long-term
- One Bay Livable Communities Regional Vision, 2010

Long-term
- InVision Tampa, 2012
  - Re-imagined and Refocused Waterfront
  - Livable Connections
  - Urban Pattern that Supports Transit
  - Strong and Livable Center City Neighborhoods
  - A Mixed-Use, Walkable Downtown Core

Economic Development Studies

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Short/ Mid-term

- **Hillsborough County Economic Prosperity Stakeholder Committee Recommendations, 2012**
  - **30 key recommendations addressing:**
    - Economic Development
    - Economic Development Areas
    - Urban Service Area
    - Transportation Investment and Funding
    - Regulatory Standards

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Long-term

Economic Development Studies

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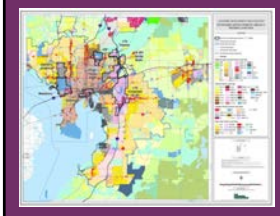
Long-term

- **Planning Commission Economic Development Studies**
  - **Urban Service Area Capacity, 2011**
  - **Economic Development Areas, 2011**
  - **Economic Potential of Hillsborough County Comprehensive Plan, 2011**



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Economic Development Studies

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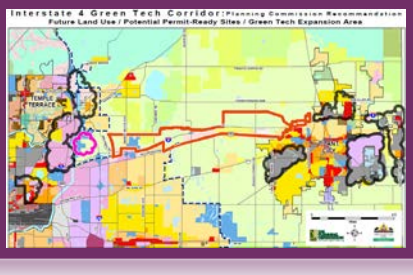
Short-term
- Hillsborough County Urban Land Institute Panel Report, 2012

Long-term
- Planning Commission I-4 Green Tech Corridor Study, 2010



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Economic Development Studies

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Long-term
- CEDR Comprehensive Plan Density Analysis, 2005

Short-term
- Tampa-Hillsborough EDC Locational Assessment and Recommended Strategic Plan for Economic Growth, 2010

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Transportation Plans

- Long-term: **MPO 2035 Long Range Transportation Plan, 2009**
- Short/ Long-term: **TBARTA Regional Transportation Master Plan, 2011**
- Long-term: **Hillsborough County Mobility Fee Concept Technical Committee Report, 2010**

Other Studies

- Short-term: **MPO Post-Referendum Study, 2012**
  - Alternative funding options
  - Best practices
  - Lower cost transit projects
  - Public opinion
    - **Major concerns**: economy, transportation, accountability
    - **Approach to address concerns**: incremental plan
    - **Funding preference**: local option gas tax and sales tax (0.5¢ countywide or 1¢ City of Tampa only)

Technical Staff Interviews

- *Promote Economic Development Areas, and include in the Urban Service Area.*
- *Implement the Economic Prosperity Stakeholder Committee recommendations.*
- *Implement the I-4 Green Tech Corridor recommendations.*
- *Define then market Tampa/Hillsborough's identity.*
- *Huge potential for development at I-4/I-75 interchange but land is not accessible.*
- *Promote Plant City as a hidden gem with land available.*

Technical Staff Interviews

- *Tie South County into Port Manatee.*
- *Concurrency didn't work.*
- *Of the next 10 buildings in Downtown Tampa, nearly all will be residential or entertainment.*
- *We haven't had a common vision last longer than 5 years.*
- *If you need a large employment site, go to Polk or Pasco County.*
- *Plant City needs to be known for more than just mobile home parks and Dinosaur World.*

Other Studies

Are there any additional plans or studies that should be considered during this process?

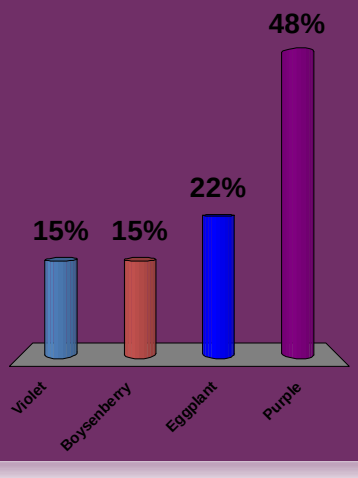
Open Discussion

Developing the Scenarios

- **Interactive exercise**
  - Open discussion
  - Anonymous keypad voting
- **Responses derived from pre-workshop survey and technical staff interviews**
  - 61 responses
- **Responses will help develop scenarios**

What color is the background on this slide?

1. Violet
2. Boysenberry
3. Eggplant
4. Purple

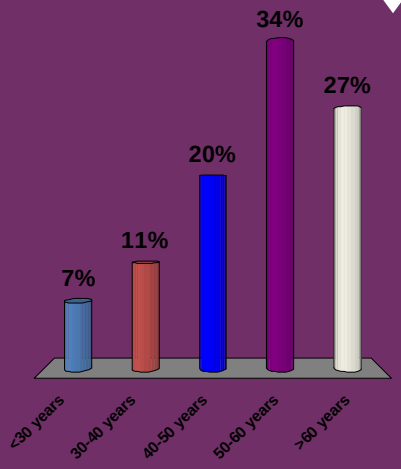


Choose 1 option

Tell Us About Yourself

What is your age group?

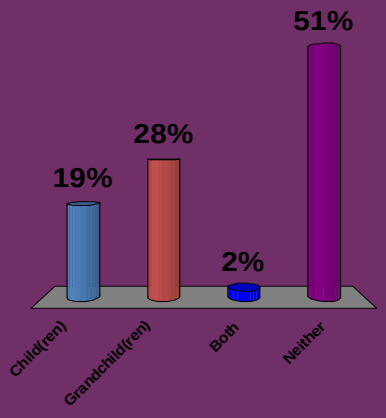
1. <30 years
2. 30-40 years
3. 40-50 years
4. 50-60 years
5. >60 years



Choose 1 option

Do you have children or grandchildren under the age of 16?
(Millennial Generation/Echo Boomers)

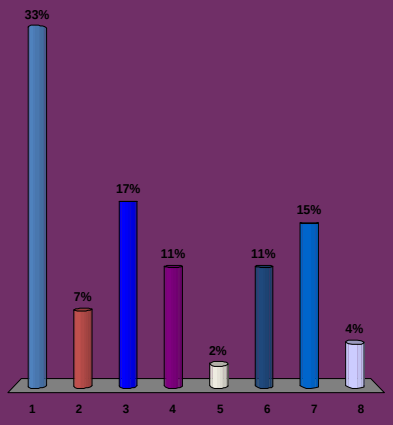
1. Child(ren)
2. Grandchild(ren)
3. Both
4. Neither



Choose 1 option

What best identifies who you represent here today?

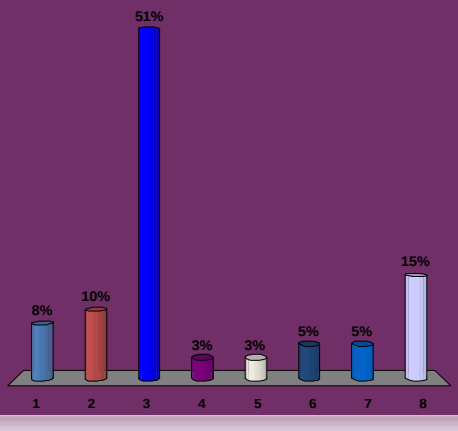
1. Government agency
2. Elected official
3. Business community
4. Land development
5. Property owner
6. Neighborhood/ environmental advocate
7. Interested citizen
8. Other



Choose 1 option

In what area do you live? (Map A)

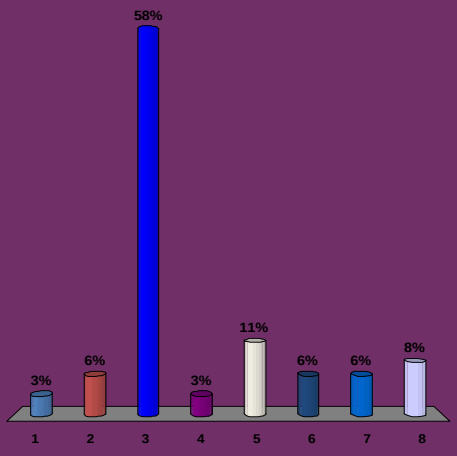
1. Northwest
2. North Central
3. Tampa
4. New Tampa
5. Temple Terrace
6. Northeast
7. Plant City
8. Southeast
9. Outside the county



Choose 1 option

In what area do you work? (Map A)

1. Northwest
2. North Central
3. Tampa
4. New Tampa
5. Temple Terrace
6. Northeast
7. Plant City
8. Southeast
9. Outside the county

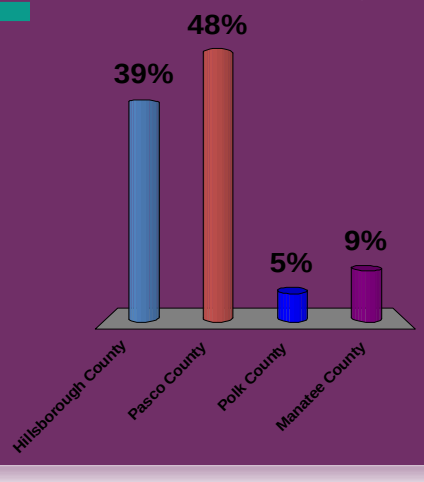


Choose 1 option

The Past and Future

Which county in the area do you believe is going to grow the most?

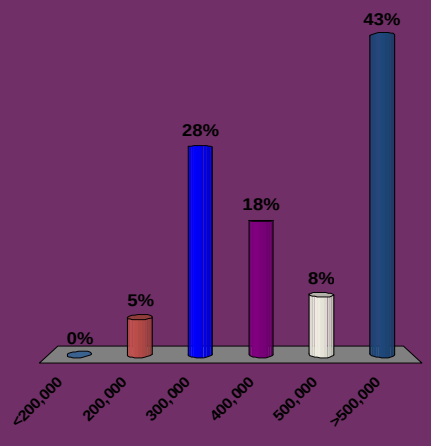
1. Hillsborough County
2. Pasco County
3. Polk County
4. Manatee County



Choose 1 option

How many people do you think were added to Hillsborough County between 1980 and 2010?

1. <200,000
2. 200,000
3. 300,000
4. 400,000
5. 500,000
6. >500,000



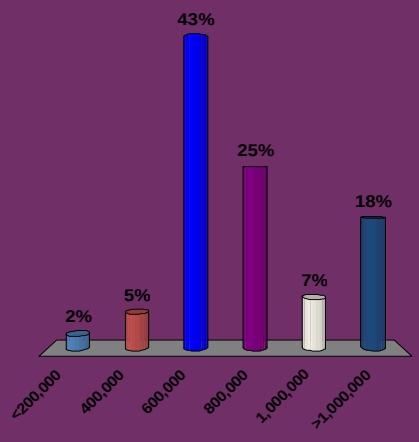
Choose 1 option

Past and Future

- **Past Population**
  - 1970 – 439,500
  - 1980 – 651,800
  - 1990 – 837,000
  - 2000 – 998,900
  - 2010 – 1,229,200

How much population growth would you anticipate to occur in Hillsborough County between 2010 and 2040?

1. <200,000
2. 400,000
3. 600,000
4. 800,000
5. 1,000,000
6. >1,000,000



Choose 1 option

Future Population Growth

- **Future Population**
  - **2040 – 1,836,900**
    - BEBR Medium
    - 607,674 (growth 2010-2040)
    - 20,250 (average growth per year)
  - **Current land use policies**
    - 2025 Comprehensive Plans vs. 2040 Forecast
    - Will changes be needed?

Future Employment Growth

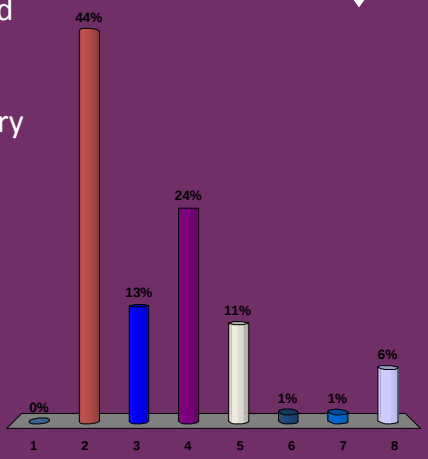
- **Future Employment**
  - **2040 – 1,153,800**
    - 442,400 (growth 2010-2040)
    - 14,750 (average growth per year)

Future Growth

- **Fundamental questions**
  - How much should we grow?
  - Where should that growth occur?
  - What should it look like?

How do we accommodate the additional 600,000 people forecasted?

1. Consume much of agricultural land
2. Reinvest in/redevelop cities and older suburbs
3. Move Urban Service Area Boundary significantly
4. Develop along I-4 and I-75
5. Create new "town" in Southeast County
6. Push growth to Pasco/Polk Counties
7. Don't accommodate it
8. Other



Choose up to 2 options

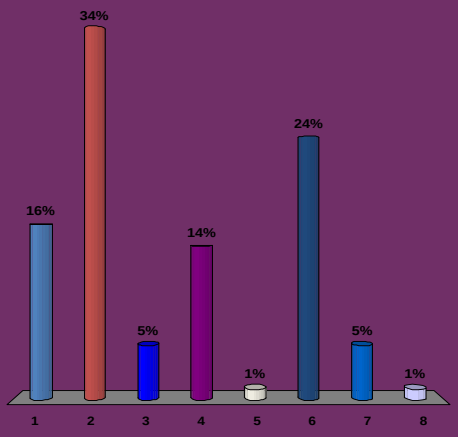
Developing the Scenarios

- **Responses will help frame the scenarios**
  - *What are the problems and challenges regarding future growth in the county/cities?*
  - *What strategies could solve the problems and challenges identified?*
  - *What are the guiding principles that should be used to shape future transportation and land use decisions?*
- **Selections derived from pre-workshop surveys and technical staff interviews**

Challenges

What are the greatest challenges facing the county and cities as we continue to grow?

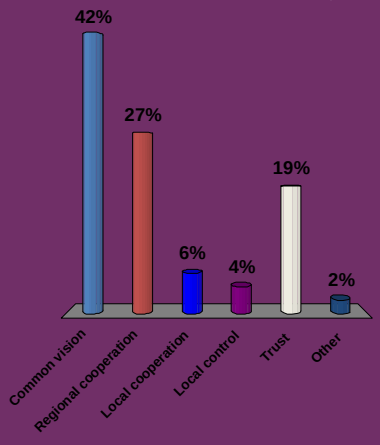
1. Leadership
2. Transportation
3. Land Use
4. Economics
5. Demographic
6. Financial/economic sustainability
7. Environmental
8. Other



Choose up to 2 options

What is the greatest challenge we face in regards to leadership?

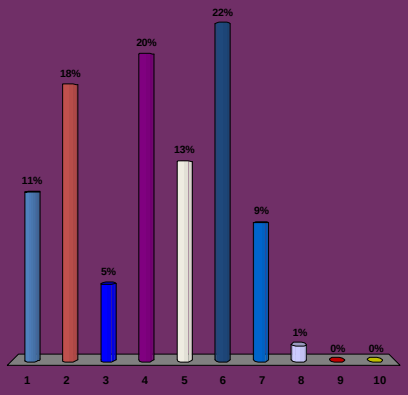
1. Common vision
2. Regional cooperation
3. Local cooperation
4. Local control
5. Trust
6. Other



Choose 1 option

What transportation challenges will most affect how and where we grow?

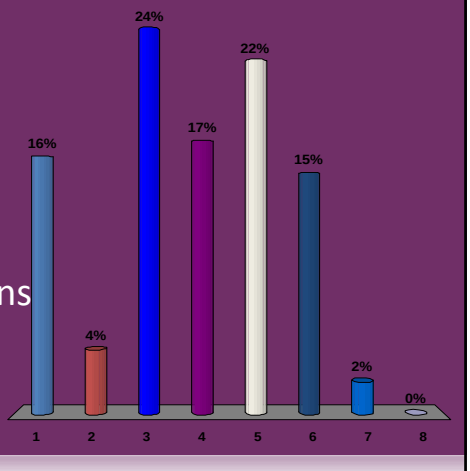
1. Local transit
2. Regional transit
3. Bicycle/pedestrian, mobility/safety
4. Congestion
5. Aging infrastructure
6. Funding
7. Planning
8. Freight/goods movement
9. Other
10. I don't know



Choose up to 2 options

What land use challenges will most affect how and where we grow?

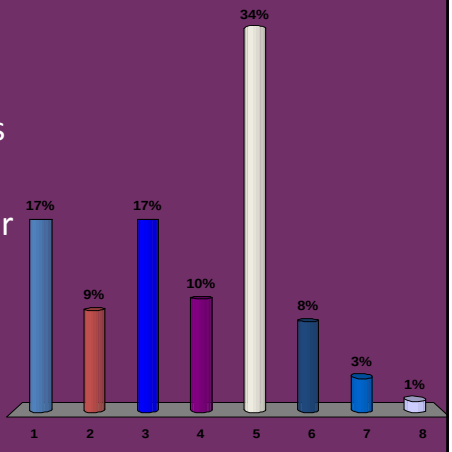
1. Urban Service Area
2. Annexation
3. Density
4. Compatibility
5. Land availability
6. Fees/permitting/ regulations
7. Other
8. I don't know



Choose up to 2 options

What industrial and commercial development challenges will most affect how and where we grow?

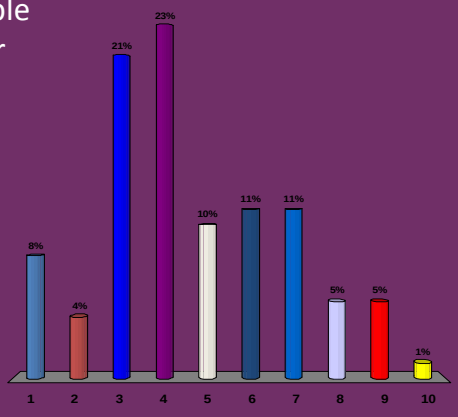
1. No vision
2. Little quality vacant land available
3. Few "development-ready" sites
4. Policies/fees
5. Redevelopment/infill difficult or expensive
6. Crime/safety
7. Other
8. I don't know



Choose up to 2 options

What residential development challenges will most affect how and where we grow?

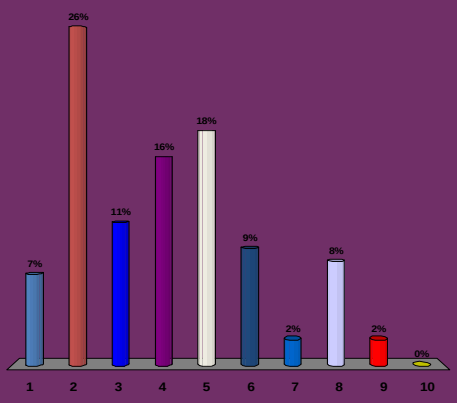
1. No vision
2. Little quality vacant land available
3. Redevelopment/infill difficult or expensive
4. Planned densities not realized
5. Lack of affordable housing
6. Lack of housing choices
7. Lending difficult
8. Crime/safety
9. Other
10. I don't know



Choose up to 2 options

What will likely hinder urban redevelopment most?

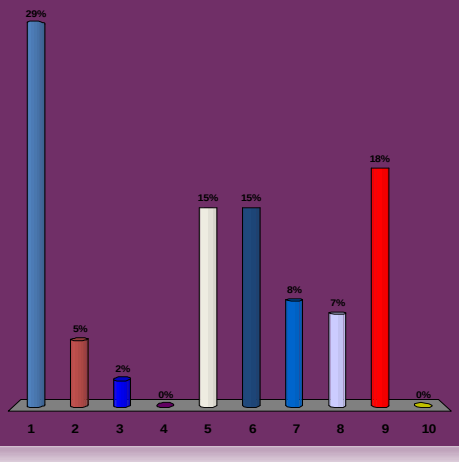
1. Utility supply (e.g., water, wastewater)
2. Transportation
3. Land use policies
4. Property assemblage
5. Cost
6. Market demand
7. Safety/crime
8. School capacity or quality
9. Other
10. I don't know



Choose up to 2 options

What demographic changes will most affect how and where we grow?

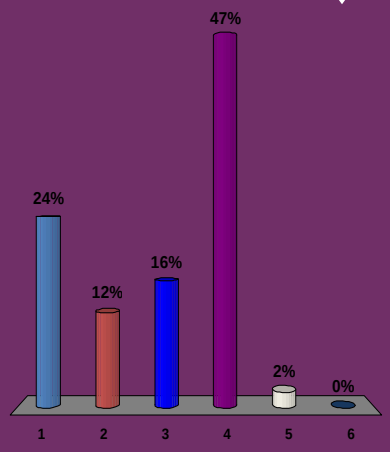
1. Aging
2. Race/Diversity
3. Single persons
4. Single parents
5. Multi-generational living
6. Generational desires
7. Immigration
8. Education
9. Economic dependency
10. Other



Choose up to 2 options

What is the greatest challenge we face in regards to financial & economic sustainability?

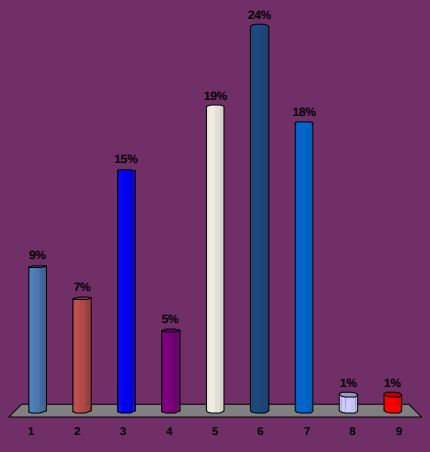
1. Tax base shrinking/funding decreasing
2. Dollar losing value
3. Cost of living
4. Economic uncertainties
5. Other
6. I don't know



Choose 1 option

What environmental concerns will most affect how and where we grow?

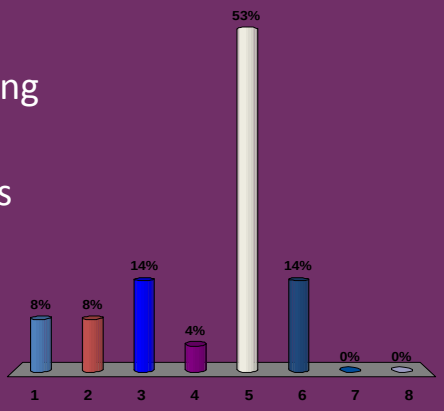
1. Climate change
2. Sea level rise
3. Natural disasters
4. Air quality
5. Energy supply
6. Water supply
7. Wetland and habitat preservation
8. Other
9. I don't know



Choose up to 2 options

What other uncertainties or surprises should we be prepared for?

1. Population influx
2. Population loss
3. MacDill Air Force Base closing
4. Greater use of internet
5. Rising cost of energy/oil/gas
6. Rising cost of food and/or water
7. Other
8. I don't know

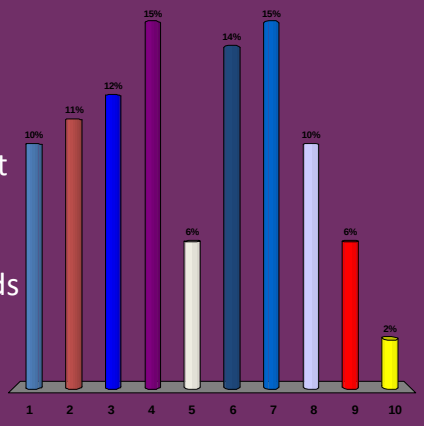


Choose 1 option

Solutions

What should our transportation priorities be?

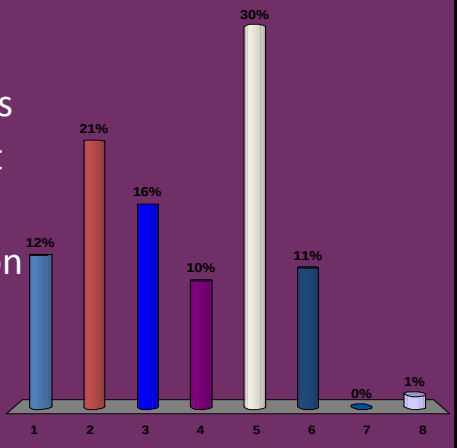
1. Widen/build roads
2. Maintain pavement/bridges
3. Intersection improvements
4. Safer sidewalks/crosswalks, bikeways/trails
5. Traffic calming/speed enforcement
6. Better bus service
7. First commuter/light rail line
8. Commercial corridors to boulevards
9. Better freight rail crossings and truck routes
10. Other



Choose up to 4 options

What can or should the county and cities do to create and retain well-paying jobs?

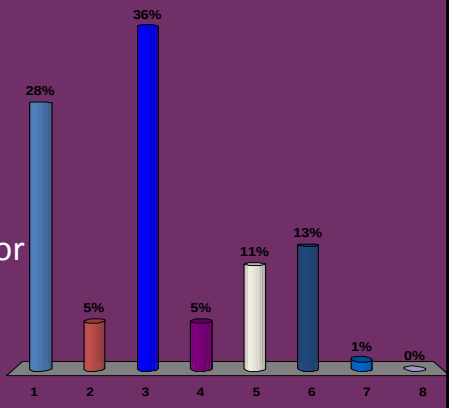
1. Publicize/promote Tampa/Hillsborough
2. Focus on targeted industries
3. Provide more/better transit
4. Improve quality of life
5. Improve quality of education
6. Lower taxes/less regulation
7. Other
8. I don't know



Choose up to 2 options

What development policies and regulations need to be changed to improve the future for the county and cities?

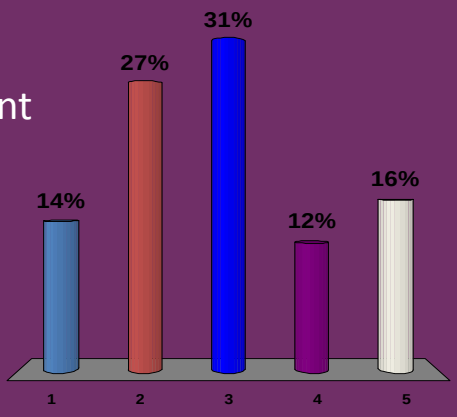
1. Incentivize transit oriented development
2. Incentivize green building
3. Incentivize infill and redevelopment
4. Move Urban Service Area
5. Reduce regulation
6. Require development to "pay for itself"
7. Other
8. I don't know



Choose up to 2 options

Should the Urban Service Area be moved?

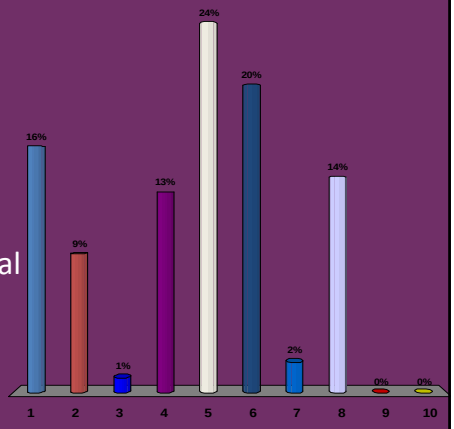
1. Remove it completely
2. On a case-by-case basis
3. In Economic Development Areas
4. In other targeted areas
5. Not at all



Choose 1 option

What steps can be taken to make redevelopment more successful?

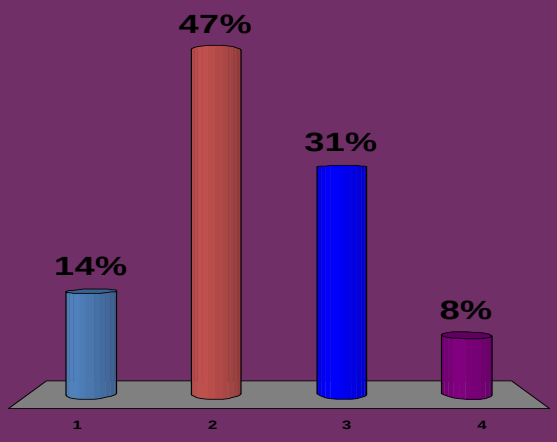
1. Expedited/predictable permitting
2. Flexible land uses
3. Improve utilities
4. Invest in schools
5. Invest in transportation
6. Public-private partnerships
7. Environmental remediation
8. Concurrency alternatives/ financial incentives
9. Other
10. I don't know



Choose up to 2 options

Do you think the average household size (persons) will increase or decrease in the future?

1. Increase
2. Decrease
3. Stay the same
4. I don't know

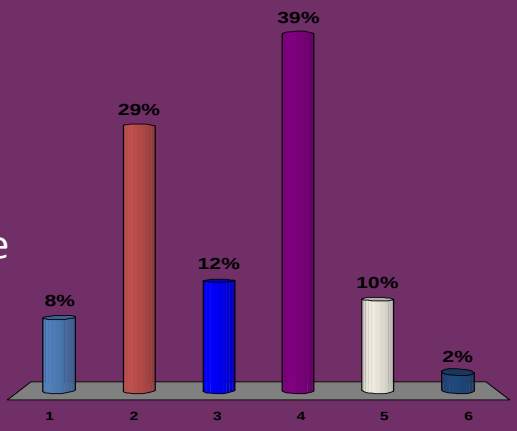


Choose 1 option

To what degree do you think the demand for new suburban households (single family, detached) will change in the future?

imagine hillsborough 2040

1. Significantly increase
2. Moderately increase
3. Stay the same
4. Moderately decrease
5. Significantly decrease
6. I don't know



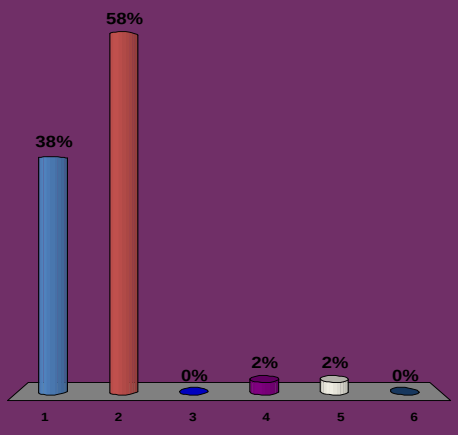
THE PLANNING COMMISSION

Choose 1 option

To what degree do you think the demand for urban living (multi-family, attached) will increase or decrease in the future?

imagine hillsborough 2040

1. Significantly increase
2. Moderately increase
3. Stay the same
4. Moderately decrease
5. Significantly decrease
6. I don't know

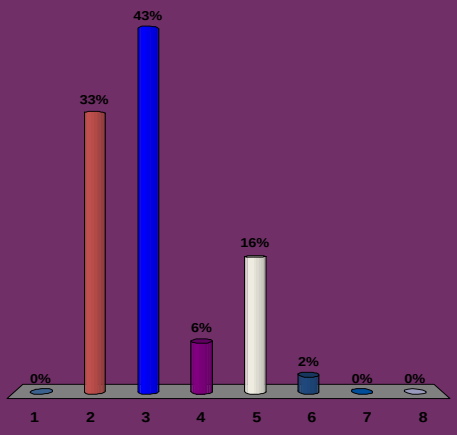


THE PLANNING COMMISSION

Choose 1 option

What should the I-4 Corridor look like in the future? *(I-75 to Polk County Line)*

1. Low-density residential
2. Transit-supportive villages
3. Manufacturing or other industrial uses
4. Office parks
5. Agricultural uses
6. No development
7. Other
8. I don't know



Choose 1 option

Solutions

In what ways will the future be different than the past in Hillsborough County?

Open Discussion

Solutions

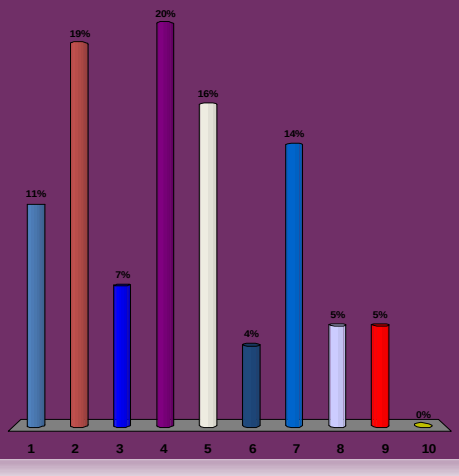
What is Hillsborough County doing well?

Open Discussion

Guiding Principles

What are the "big ideas" or guiding principles that should drive transportation and land use decisions in the future?

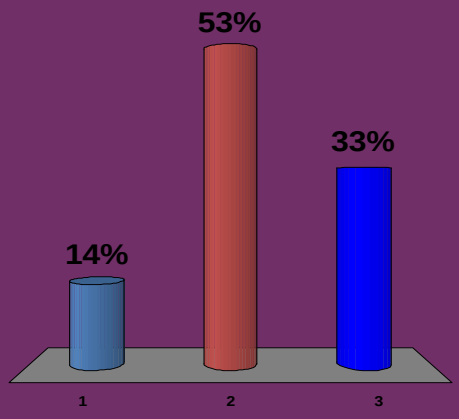
1. Protect environment
2. Develop skilled/educated labor force
3. Retain skilled/educated labor force
4. Economic/financial sustainability
5. Transportation choices
6. Employment centers
7. Walkable communities
8. Accountability
9. Targeted industries
10. Other



Choose up to 3 options

Does this community have a clear vision for the future?

1. Yes
2. No
3. I don't know



Choose 1 option

Wrap-Up

Additional Considerations, Concerns, or Questions?

Schedule

Imagine 2040 Working Group

- **Spring-Summer 2013: Draft the scenarios**
  - 2 meetings to look at drafts
- **Summer-Fall 2013: Public outreach about the scenarios**
  - Surveys, website, community group presentations, more

Imagine 2040 Working Group

- **Fall-Winter 2012: Draft a Preferred/Hybrid Scenario**
  - Meetings on draft and public input

BEBR Medium Forecast

Countywide Control Totals

	2010	2040	Growth
Household Population	1,207,162	1,803,836	596,675
Group Quarters Population	22,065	33,064	10,999
Total Permanent Population	**1,229,227**	**1,836,900**	**607,673**
Total Employment	**711,400**	**1,153,800**	**442,400**
Employees/Population Ratio	0.589	0.640	