

Hillsborough County Comprehensive Plan Economic Potential Evaluation

**THE
PLANNING
COMMISSION**


imagine
2035
HILLSBOROUGH NEEDS YOU

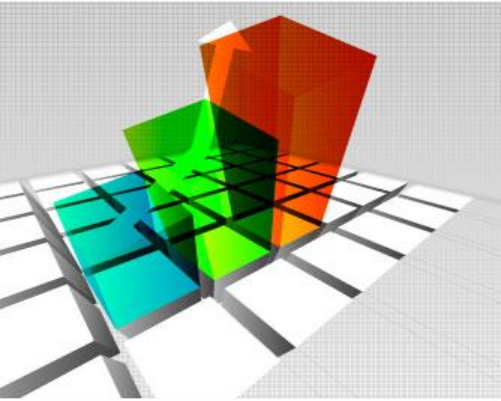


SPG



WADE TRIM

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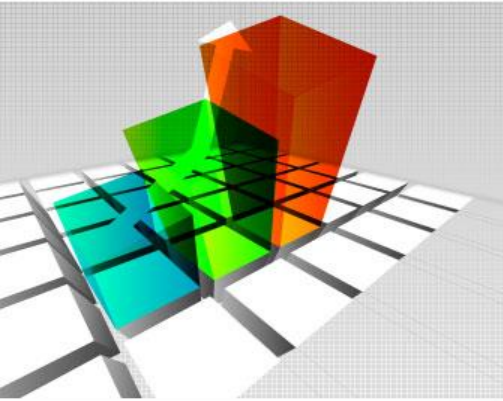


Tampa Bay Region

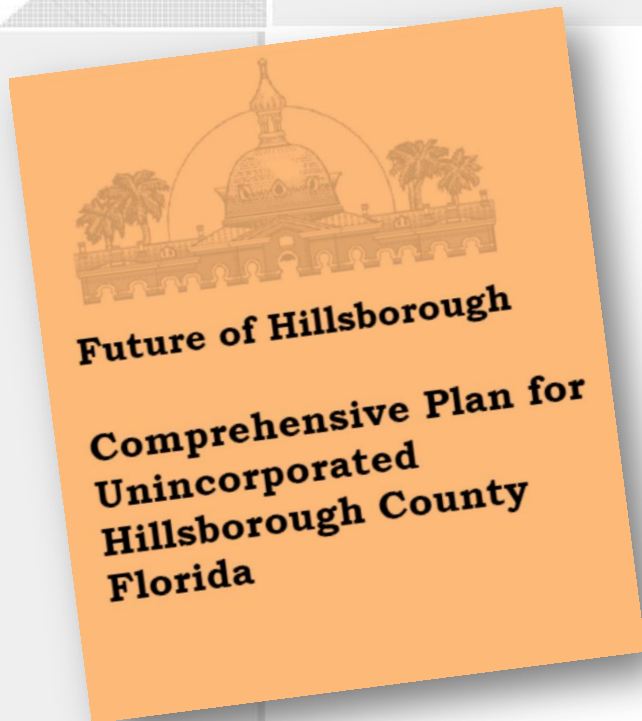
- Overview
- Hillsborough County
 - Strengths
 - Opportunities



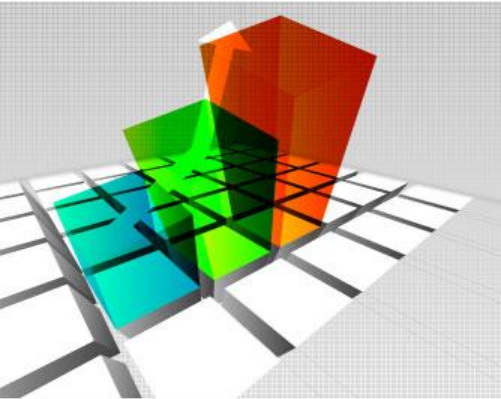
Source: Tampa Bay
Regional Planning Council



Purpose of Evaluation



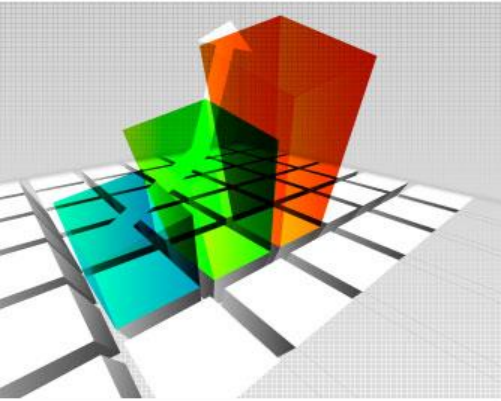
- Evaluate the ability of Hillsborough County's Comprehensive Plan's to promote *economic prosperity*.



What is Economic Prosperity?

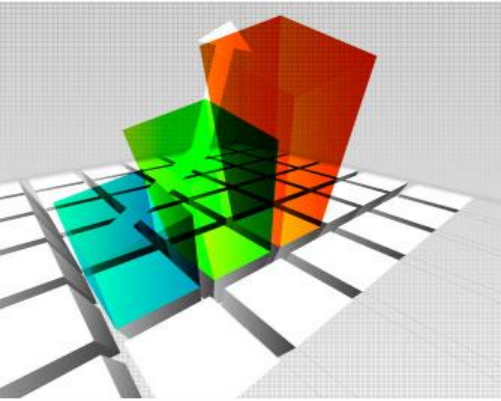


- ✓ Quality of life
- ✓ Strong industries
- ✓ Creation/retention of high paying jobs
- ✓ Investment in communities
- ✓ Capacity to fund public services
- ✓ Flexibility to adapt to change



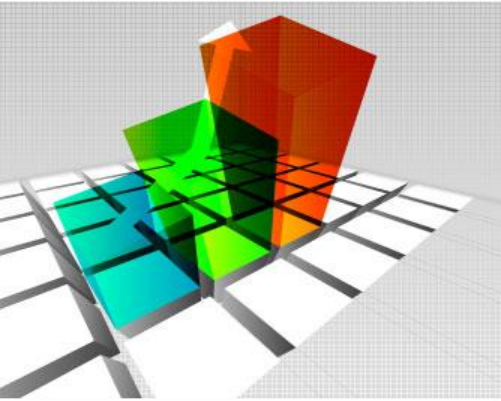
What can local government do to promote economic prosperity?

- Common vision or embraced by County and cities to coordinate activities
- MSA-driven economic development organizations – “regional brand”
- Flexible regulations/streamlined approval processes for land development



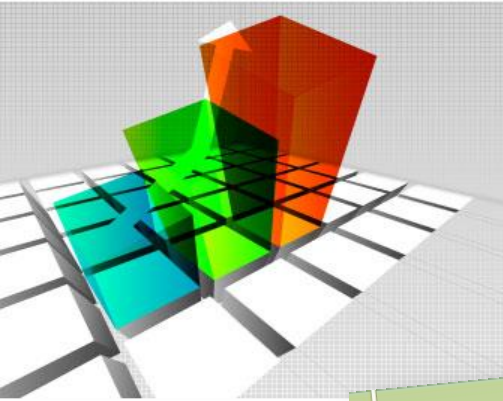
What can local government do to promote economic prosperity?

- Inventory of underutilized land
- Infrastructure to support businesses and employee housing
- Design of places to foster innovation/collaboration

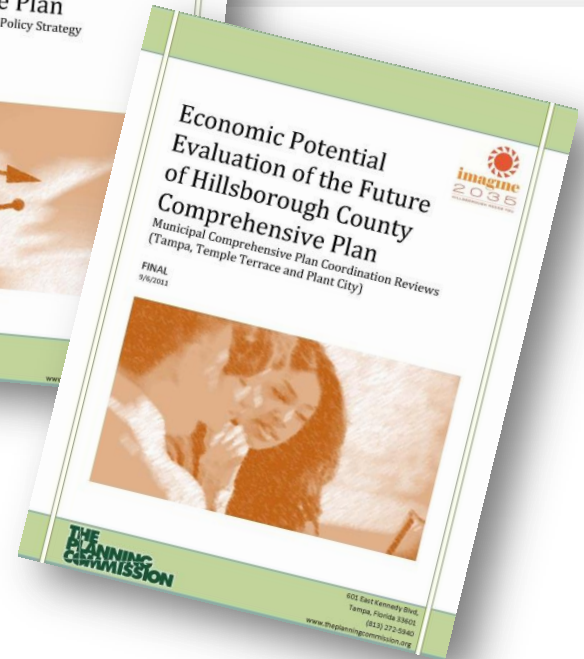
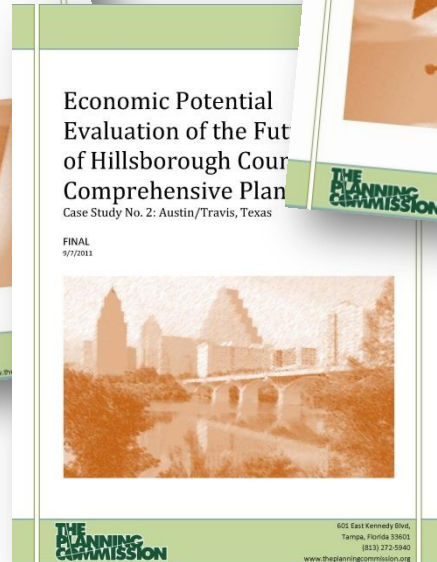
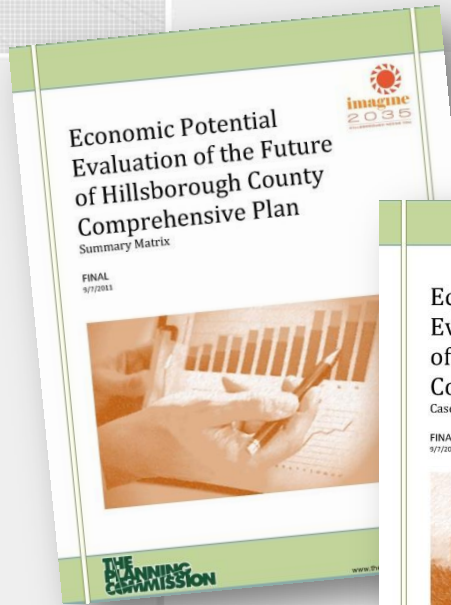


What can local government do to promote economic prosperity?

- Diversify a skilled labor force
- Provide small business start-up opportunities/incubators
- Incentivize existing industries to expand locally
- Capture share of international market



Products





Summary Matrix

Economic Potential Evaluation of the Future of Hillsborough County Comprehensive Plan

Economic Potential Summary Matrix											
Element	Goal, Objective, or Policy (GOP) No.	Policy Directive	Check Out			Justification	Check All Factors				Comments
			Regulatory (Y/N)	Beneficial/ No Change	Revol/ Transfer		EDC (Local/State Assessment/ Strategic Plan)	TSP Regional Business Plan	Strategic Regional Policy Plan	Economic Stimulus Task Force Report	
ICE	Policy 1.1	Hillsborough County shall continue to coordinate with representatives from the local, regional and federal agencies and departments to ensure best practices and meet current techniques and policies are utilized. Specifically, these efforts should address issues relating to transportation, environment, health, affordable housing and social services.	N	X		Consider adding "economic prosperity" to list of issues.	X		X	X	Regional coordination.
ICE	Policy 2.1	Hillsborough County shall continue to cooperate with Temple Terrace, Plant City, Tampa and adjacent county governments for planning review of selected types of development proposals within their jurisdiction within one mile of their respective border or city development which will impact another jurisdiction. The staff shall cooperate at the technical and administrative levels to review the relationship of proposed development to the existing comprehensive plans, address impacts of development and to achieve compatibility with the comprehensive plans of the respective jurisdictions. To plan amendments, areas of zoning, land development regulations, and infrastructure management, interlocal agreements may be negotiated to formalize these review procedures.	Y	X		Consider adding "economic prosperity" to list of areas for coordination.	X		X	X	Regional coordination.
ICE	Policy 2.6	By 2009, the County and its municipalities shall open discussion to establish an amendment policy to define, in a timely manner, the process of emerging unincorporated land adjacent to the municipalities.	N		X	Revise to remove reference to specific dates; recommend meeting annually until goal is achieved and for evaluation of updates to Comprehensive Plan as necessary.	X			X	Regional coordination; allocation of land for industry.
ICE	Policy 2.7	Hillsborough County, in conjunction with the three municipalities within its boundaries, will identify and implement joint planning areas as needed by 2009. Joint planning areas will allow for further coordination of the land use planning and infrastructure provision for areas of possible annexation surrounding the municipalities. An interlocal agreement will be executed with each applicable local government to outline the joint planning procedures, as well as provide a map of the joint planning area boundaries.	N		X	Revise to remove reference to specific dates; recommend meeting annually until goal is achieved and for evaluation of updates to Comprehensive Plan as necessary. Where possible, coordinate identification and implementation of joint planning areas with target industries.	X		X	X	Regional coordination; allocation of land for industry.
ICE	OBJECTIVE 3	On an ongoing basis, Hillsborough County shall continue to coordinate with representatives from local, regional and federal agencies and departments, units of local government and adjacent municipalities and counties to ensure coordinated and efficient provision of infrastructure and utilization and protection of natural resources.	N	X			X		X	X	Regional coordination; allocation of land for industry; infrastructure availability.
ICE	Policy 3.1	Hillsborough County will coordinate with the cities of Plant City, Temple Terrace and Tarpon as well as appropriate agencies to ensure an efficient provision of infrastructure including but not limited to transportation, water and sewer, trash, parks, public safety and schools.	N	X		Support provision of infrastructure.	X		X	X	Regional coordination.
ICE	OBJECTIVE 4	The County shall assure the integration of all forms of transportation planning into the comprehensive planning process, to include planning in other jurisdictions.	N	X			X		X	X	Regional coordination.

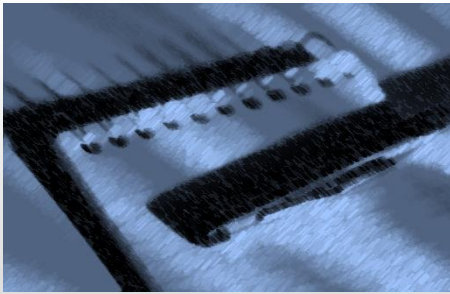
*Consideration of regional economic development activities that potentially complement the County's ability to support economic prosperity. Activities which are "checked" are those that relate to the policy being evaluated.

Identify policies which support, or need revision to support, economic development.



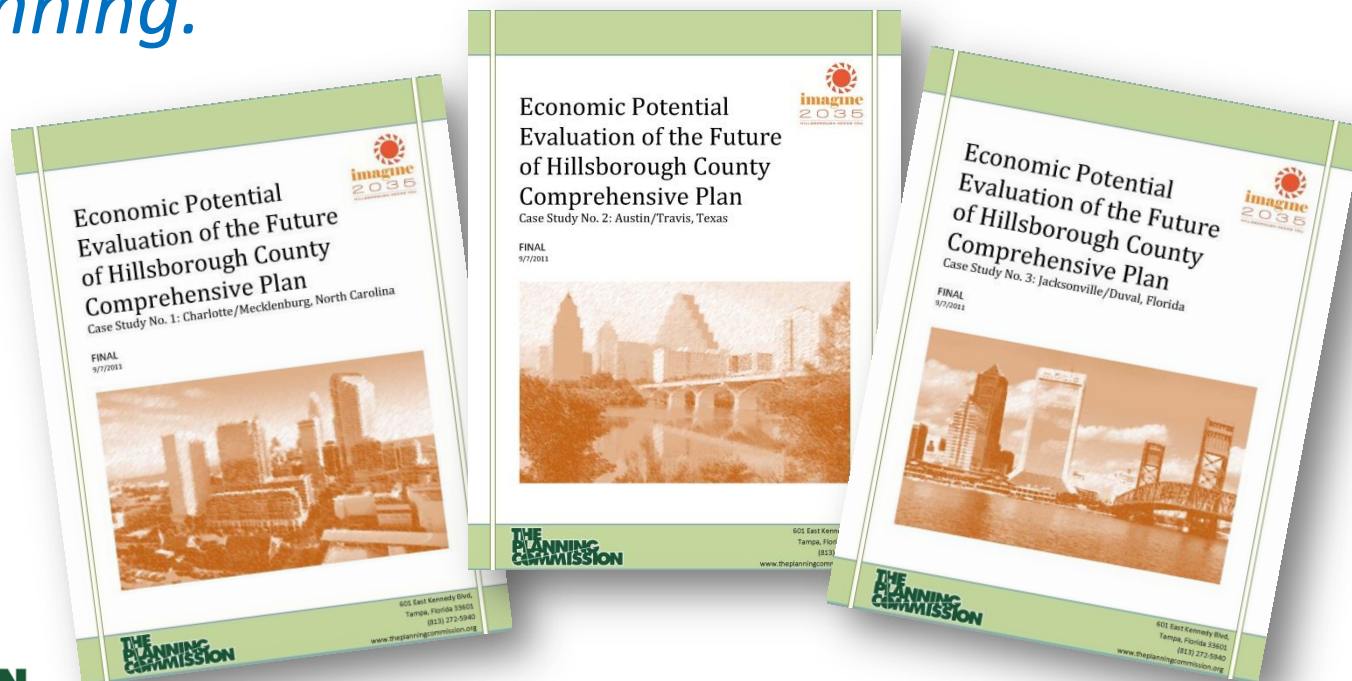
Summary Matrix

300	Economic Prosperity
175	Regulatory
30	Revision or Transfer
50	Quality of Life – “Smart Growth”, Transportation Oriented Design (TOD)
Half (50%)	Consistent with 2+ other activities

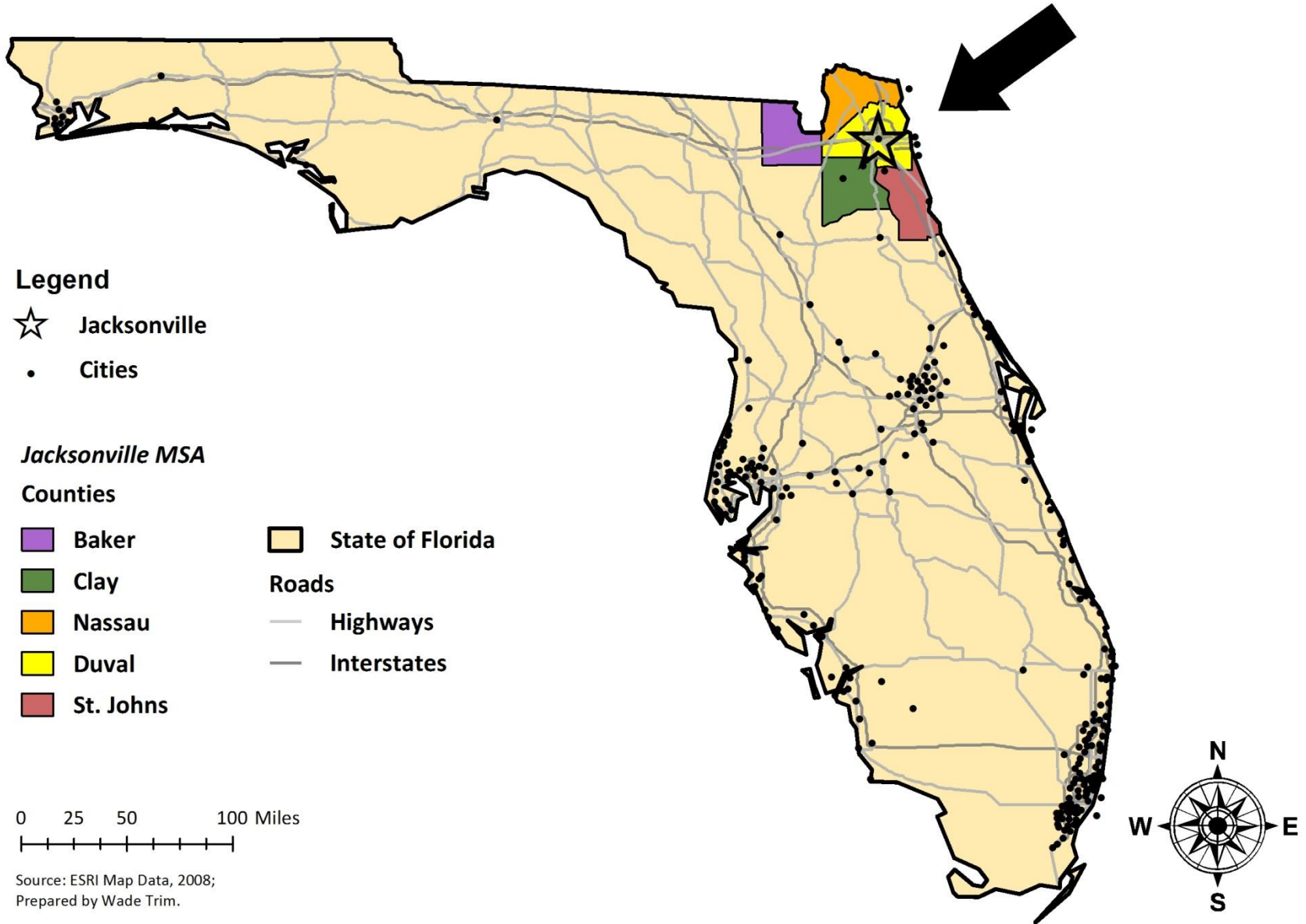


Case Studies

Study similar communities and their successes in addressing economic prosperity through planning.



City of Jacksonville/Duval County, Florida



Legend

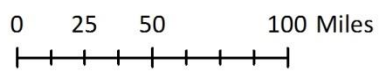
- ☆ Jacksonville
- Cities

Jacksonville MSA

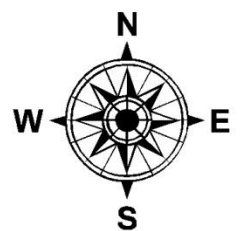
Counties

- Baker
- Clay
- Nassau
- Duval
- St. Johns

- State of Florida
- Roads
 - Highways
 - Interstates



Source: ESRI Map Data, 2008;
Prepared by Wade Trim.





Case Studies Jacksonville-Duval, FL

- Why Jacksonville-Duval?

Similar assets/industry profile

- Intermodal resources – port, distribution
- Banking/financial institutions
- Military presence
- Major health/medical research facilities

- What's unique?

No impact fees

Strong business & public-private partnerships

City of Charlotte/Mecklenburg County, North Carolina

Legend

- ☆ Charlotte
- Cities

Charlotte-Gastonia-Rock Hill NC-SC MSA

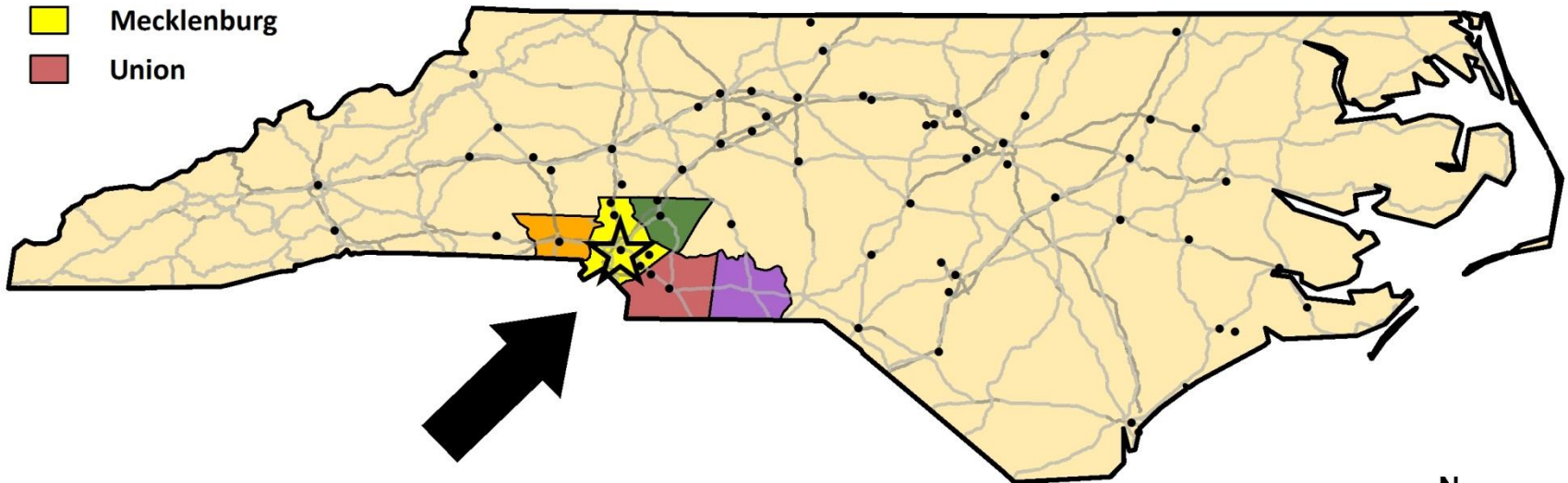
Counties*

- Anson
- Cabarrus
- Gaston
- Mecklenburg
- Union

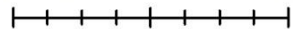
State of North Carolina

Roads

- Highways
- Interstates



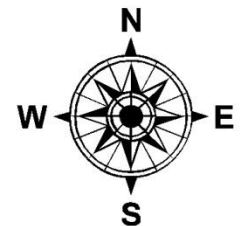
0 25 50 100 Miles



Source: ESRI Map Data, 2008;

Prepared by Wade Trim.

*Note: York County, South Carolina not shown.





Case Studies

Charlotte-Mecklenburg, NC

- Why Charlotte-Mecklenburg?

Similar community profile

- Urban/rural
- Growth rate
- Demographics/income

Similar planning framework, planning agency

- What's unique?

- No comprehensive plan
- Only policy plans and geographic area plans (65)

City of Austin/Travis County, Texas

Legend

☆ Austin

• Cities

Austin-Round Rock-San Marcos MSA

Counties

■ Bastrop

■ Caldwell

■ Hays

■ Travis

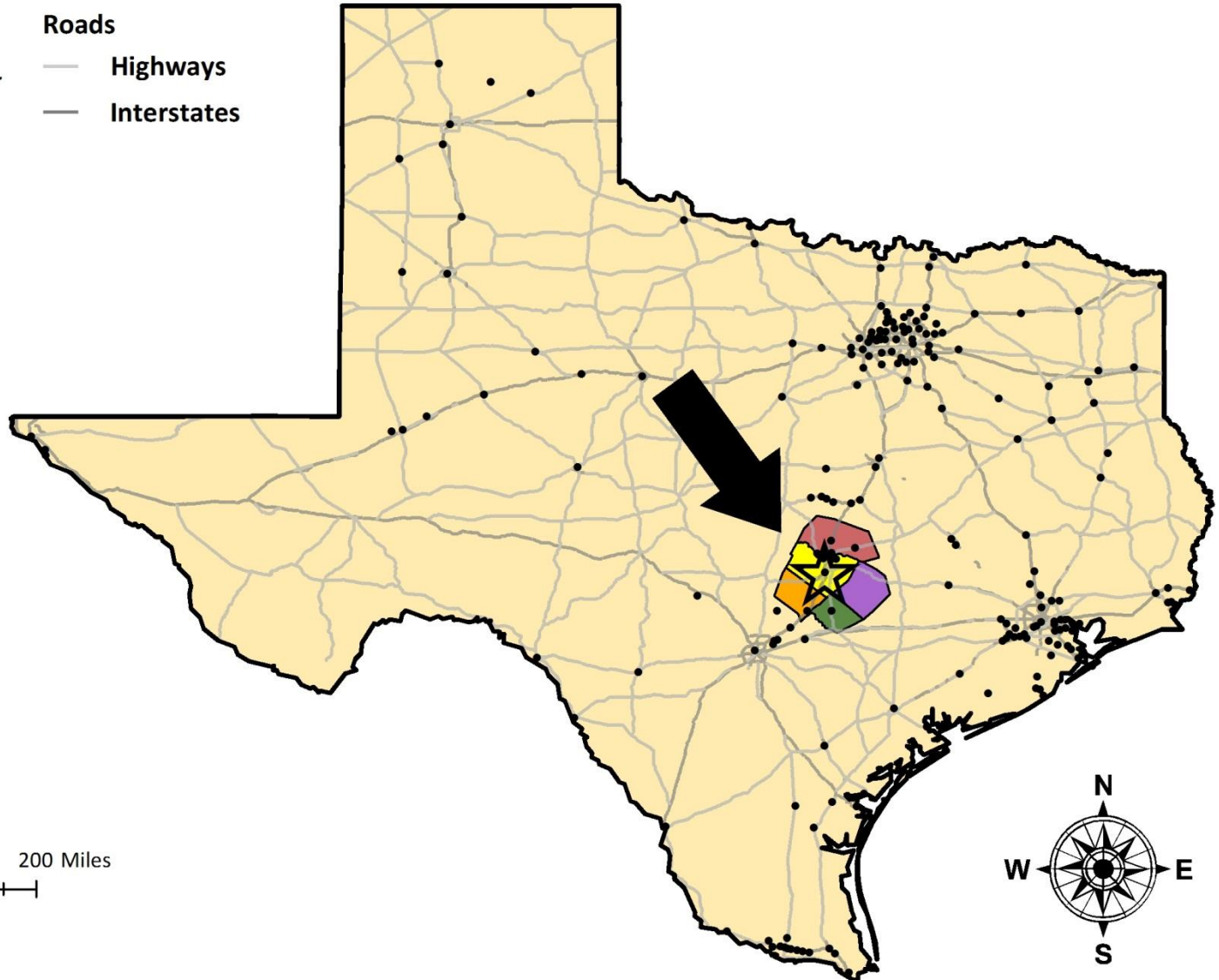
■ Williamson

■ State of Texas

Roads

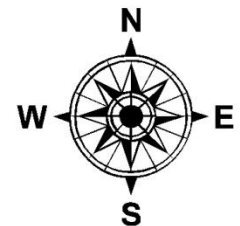
— Highways

— Interstates



0 50 100 200 Miles

Source: ESRI Map Data, 2008;
Prepared by Wade Trim.





Case Studies Austin-Travis, TX

- Why Austin-Travis?

Similar community profile and assets

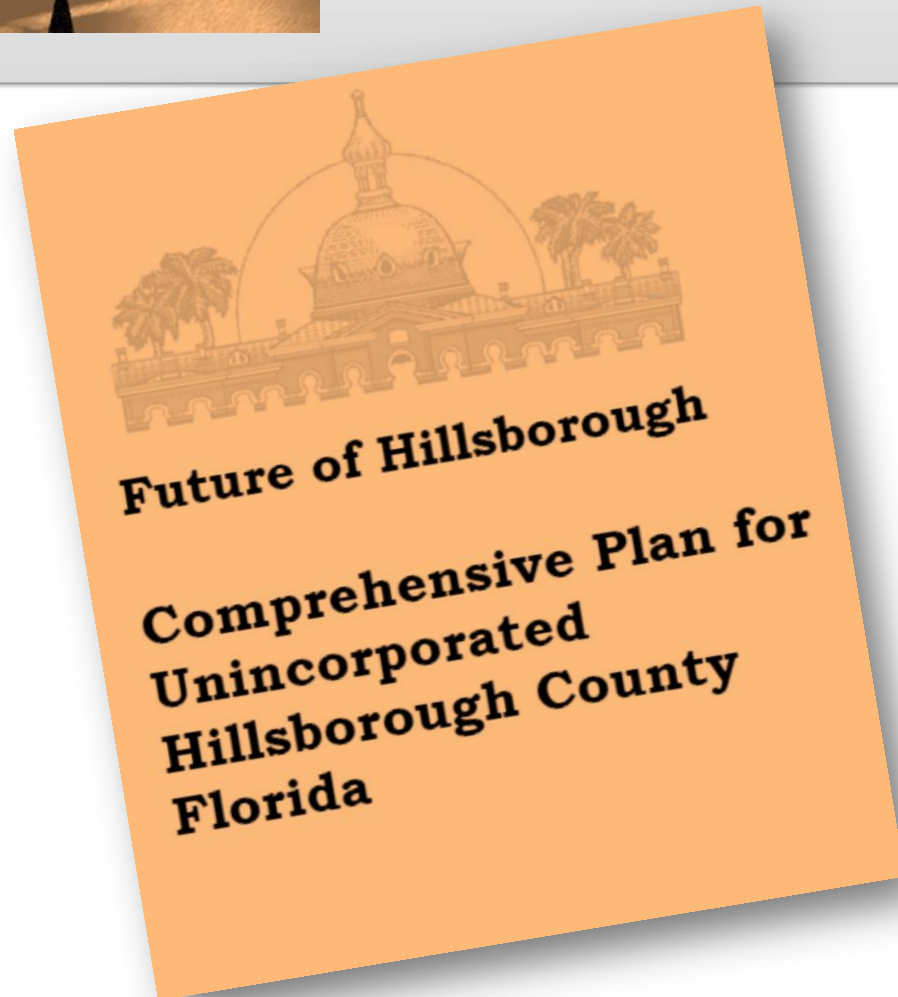
- Population growth/demographics
- Proximity to major research universities

- What's unique?

- Political support to focus on quality of life
- Recognized relationship between workforce, housing, and transportation issues
- Employee retention is priority and basis of incentives
- Desired Development Zone (DDZ) similar to Urban Service Area (USA)



Policy Strategy



Recommend policy strategies that allow for market sensitivity/flexibility by comprehensive plan element



Policy Strategy - Background

- Competitiveness – How are sites selected?
 - At the beginning stages of site selection, business climate and regionalization are important
 - A shared commitment to economic development (i.e., clear pro-business public sector approach to development)
 - A regional approach (i.e., regional pooling of assets).
 - Costs are usually factor later in the site selection process, behind labor pool
 - A “short list” is typically developed



Policy Strategy - FLUE Recommend.

- Need to recognize that siting requirements will constantly change over time.
- Need to recognize parameters of availability and affordability of land or facilities of sufficient size.
- Industrial/manufacturing are different today; tend to resemble business and commercial parks.



Policy Strategy - FLUE Recommend.

→ Provide flexible regulations and other tools:

- Overlay Zones
- Floating Zones
- Performance Zoning
- Flexible Zoning
- Form-Based Zoning

Policy Strategy – Transportation Element Recommendations



- Given funding constraints, use incentives to reduce cost (e.g. alternatives to impact fees)
- Continue effort to achieve countywide, if not MSA-wide, rapid transit



Policy Strategy - Electricity/Broadband* & Utilities

- The availability and affordability of energy and utilities is of increasing importance in site selection parameters
- Support the provision of broadband, electrical and utility capacity in strategic locations and at affordable rates



Policy Strategy - Capital Improvements Element

- Challenge will be to fund necessary capital improvement requirements yet retain competitively priced land and facilities
- Develop policies to assure that capital improvements are available to strategic, job-generating land uses



Policy Strategy - ICE Recommendations

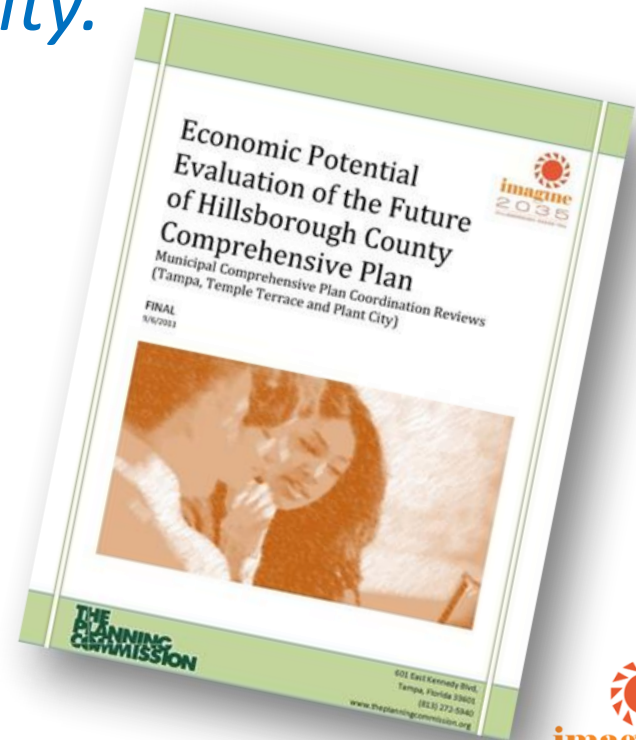
- Need to refocus intergovernmental cooperation/ coordination across jurisdiction boundaries
- Gain political will whereby goals, objectives, and policies can clearly address the regional nature of and shared vision for economic prosperity

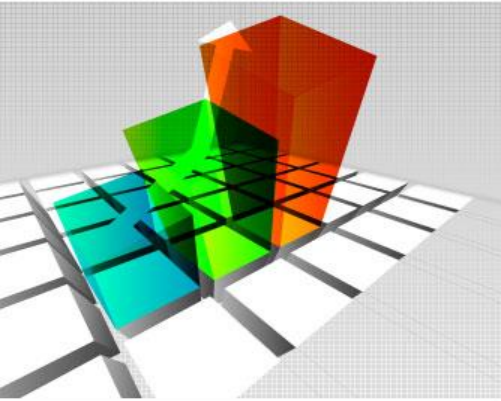


Municipal Plan Reviews

Identify potential areas of coordination to promote economic prosperity.

- City of Tampa
- City of Temple Terrace
- City of Plant City

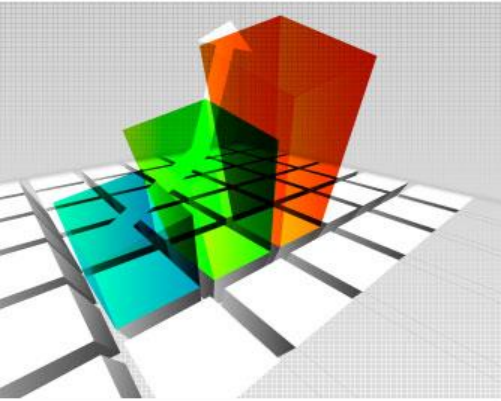




Economic Potential - Conclusions

Utilize plan amendment process as tool to achieve better balance between managing growth and promoting economic prosperity.

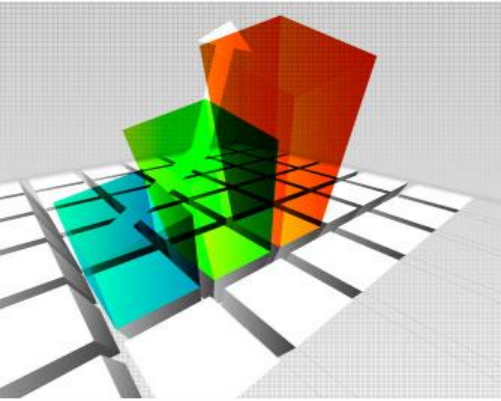
- *Consider the successful strategies utilized by three Case Study communities*



Economic Potential - Conclusions

Continue to promote “Quality of Life” principles within the GOPs - recognizing importance of such principles to the economic success of Hillsborough County.

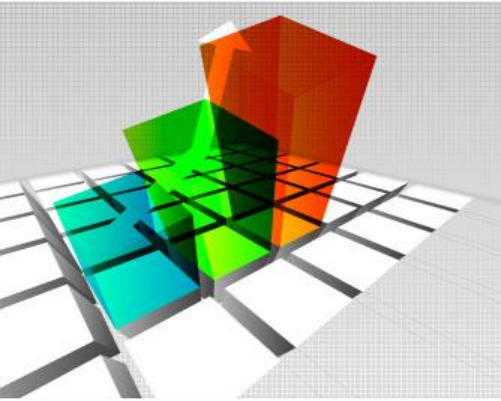
- *Continue to develop and implement Community Plans with greater focus on economic opportunities*



Economic Potential - Conclusions

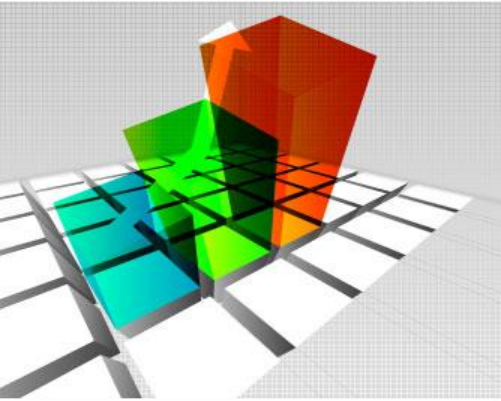
Develop a standalone Economic Prosperity Element – linked to other key elements – to promote a stronger business image of the County and region.

- *Coordinate effort closely with local, regional and state economic development partners*



Immediate Actions

- Amendments to the Comprehensive Plan
- Follow-up meetings with stakeholders
 - Meeting with the Tampa-Hillsborough EDC (11/15)
 - Meeting with local jurisdictions (12/5)
 - Community



Next Steps

Development of Economic Policies with Stakeholder Input:

- Policies which can be integrated into existing elements
- Standalone elements similar to other Florida Counties: Polk, Pinellas, Pasco, Sarasota, Orange, etc.