



HOW and WHERE will we GROW?

Imagine Hillsborough County 25 years from now. Where will people live, work, shop, and play? How will they get around? We need you to help us guide our future.

Purpose of Today's Exercise

Your task is to help us refine the Alternative Futures by considering the pieces within each. Once refined, they will go to the public later this summer for consideration and further evaluation, with the ultimate goal being one unified vision for our future that guides the Long Range Transportation Plan and local Comprehensive Plans.

Schedule of Activities

- 1. Welcome and Introduction4:00 PM
- 2. Exercise: Visioning Alternative Futures [small group]4:15 PM
- 3. Exercise: Evaluating Alternative Futures [small group]5:15 PM
- 4. Report Back and Wrap-up5:30 PM
- 5. Next Steps5:55 PM

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Alternative Future A: Outward Growth Similar to Recent Decades	3
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Guidance for Activities

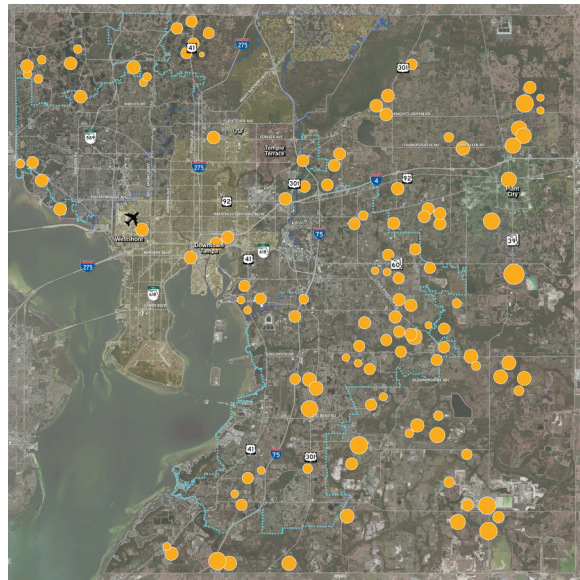
1. Silence Your Mobile Phone
2. Listen Actively and Respectfully
3. Don't Dominate the Conversation
4. Encourage Participation
5. Be Concise
6. Be Kind
7. Talk with Your Pen
8. Work as a Team
9. Use the Parking Lot*
10. If you have problems or questions, please ask your table facilitator to assist in answering the question or resolving the problem.

**The Parking Lot is an area for off-topic items or ideas that are important, but not relevant to the current discussion. The Parking Lot is also a place where ideas are "parked" for potential use later in the discussion.*

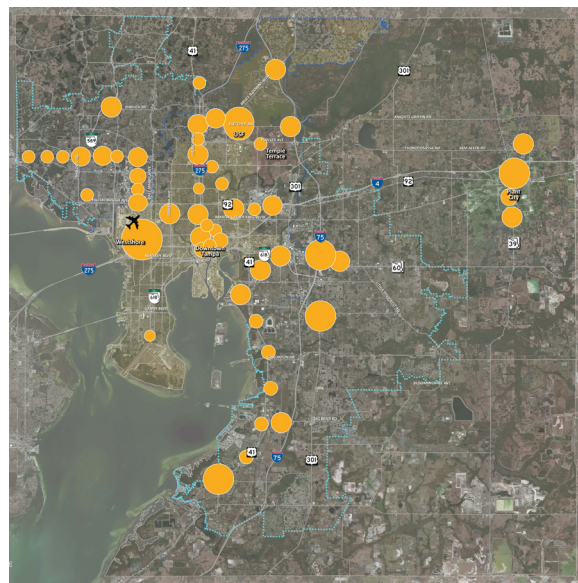


What could the future of Hillsborough County look like?

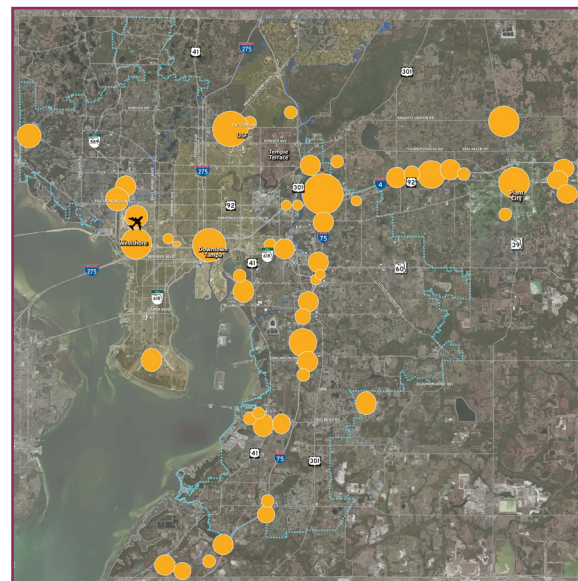
A Outward Growth Similar to Recent Decades



B Infill and Redevelopment Focused Around Transit



C New Job Centers on Major Corridors



● Represents New Growth

How do they compare?

Suburban-style Residential Growth (Low Density)



Urban Residential Growth (Medium-Low Density)



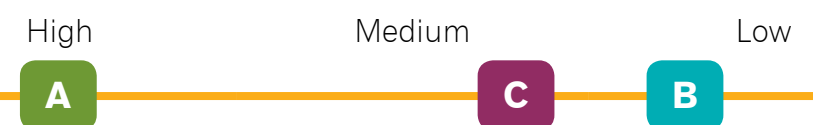
Employment Growth in Core Economic Areas (USF, Westshore, Downtown Tampa)



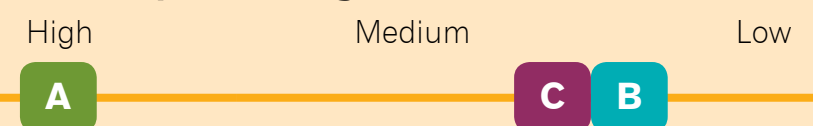
Employment Growth in New Centers of Economic Development



Change to Urban Service Area Boundary



Consumption of Agricultural and Rural Lands





A Outward Growth Similar to Recent Decades

These growth elements assume a similar development pattern to the last 25 years, with mostly new suburban-style communities built on previously undeveloped land. Redevelopment and rehabilitation of existing buildings, as well as urban infill would continue to occur in limited amounts in Tampa and surrounding older communities.

Potential Building Blocks

- Expansion or removal of Urban Service Area boundary
- Traditional suburban growth pattern
- Agricultural and rural land developed
- Plant City growth expands outward
- Focus on roadway investment including new roadways, roadway widening, and congestion management
- Transit investment is similar to today
- Water and sewer systems are expanded to serve new growth areas with urban area densities
- New city/town could be built—may be a new town in southeast portion of the county where phosphate mines are reclaimed

Where do people work?

More growth in undeveloped areas, less new development in targeted employment centers, some new small office parks around county, some neighborhood and general commercial, mostly strip commercial

Where do people live?

More growth in undeveloped areas, mostly suburban-style development, modest densification, modest redevelopment and infill

Where do people shop and play?

More growth in undeveloped areas, shops and services located along major roadways follow new residential development, some neighborhood parks with access by car

How do people get around?

Mostly by personal automobile, neighborhoods are located increasing further away from major employment and activity centers, longer commute distances and time, less growth in number of transit users

Other Factors

Would consume most of agricultural land for housing, reducing the number of related agricultural jobs, would require the expansion of water and sewer systems to new growth areas, project growth may result in the creation of a new town center in Southeast portion of the County

What could this future look like?



Exercise: Where should we grow? 20 min.

1. Using the post-it notes provided, please write down the strengths and weaknesses of this alternative future and place on the “Strengths and Weaknesses” sheet in the center of the table.
2. Using the markers provided, please draw where you would add new employment and residential growth on the map in the center of the table.
3. Using the markers provided, please indicate on the same map where you would add transportation facilities such as road extensions or widenings.



B Infill and Redevelopment Focused Around Transit

In this alternative, redevelopment and infill would be the primary means of accommodating new jobs and population growth. Small changes may be made to expand the Urban Service Area boundary, but it would stay largely intact.

Potential Building Blocks

- Urban Service Area boundary is maintained with small modifications
- Employment growth is focused in existing centers
- More urban growth pattern, with housing focused on redevelopment and infill near activity centers and transit/transportation hubs (transit oriented development)
- Agricultural and rural lands continue to be consumed at a slowed pace, maintaining agricultural jobs and industry
- Focus on roadway and transit investment within the urbanized area, many more commuters by bus and rail transit
- Will require investment in adding capacity to infrastructure in urbanized area, such as water and sewer

Where do people work?

Significant increase in jobs focused in existing employment centers (i.e., Downtown, Westshore, USF), neighborhood commercial in town centers and transit hubs, some strip commercial

Where do people live?

Less new suburban-style development; new growth focused largely within the Urban Service Area boundary, with more concentrated growth in the Downtown Tampa core, immediate surrounding areas, and around select areas such as transit stations or transportation hubs, with some growth outside of these areas; significant redevelopment and infill, greater diversity in the types of housing (single family home, communities, townhomes and apartments)

Where do people shop and play?

Focus on existing centers includes higher concentrations of shopping and entertainment opportunities, recreation areas still be available at regional parks outside the urban service boundary

How do people get around?

Improved transportation options include driving, transit, walking and biking — neighborhoods are located closer to major destinations encouraging use of all transportation, shorter commute distances and time

Other Factors

Incentives would be needed to attract redevelopment and become more competitive with building greenfield land

What could this future look like?



Exercise: Where should we grow? 20 min.

- Using the post-it notes provided, please write down the strengths and weaknesses of this alternative future and place on the "Strengths and Weaknesses" sheet in the center of the table.
- Using the markers provided, please draw where you would add new employment and residential growth on the map in the center of the table.
- Using the markers provided, please indicate on the same map where you would add transportation facilities such as new transit service.



C New Job Centers on Major Corridors

This alternative focuses on economic development and job growth within the urban service boundary, but also explores expansion to areas outside of the urban core. These new economic areas allow for diversity in employment — targeting sectors like biotechnology, medicine, computer industries, and clean manufacturing. Population growth would mostly be located within the urban service boundary with some growth occurring near these new economic centers.

Potential Building Blocks

- Urban Service Area boundary is maintained with modifications focused around new economic centers and other targeted areas
- Employment growth is focused in existing centers and lands along the interstates and interchanges
- More urban growth pattern, with housing focused on redevelopment and infill near activity centers and new economic centers, with some traditional suburban growth
- Some agricultural and rural lands are consumed to accommodate new economic centers, slight reduction in agricultural jobs
- Focus on roadway and transit investment within the urbanized area and new economic centers

Where do people work?

Significant increase in jobs focused in existing employment centers (i.e., Downtown, Westshore, USF), new employment centers (e.g., I-4/I-75 interchange) and new economic development areas; neighborhood commercial in town centers and transit hubs; some strip commercial, manufacturing along interstate and regional ports

Where do people live?

Some suburban-style development, significant redevelopment and infill, significant multi-family and smaller-lot single-family in town centers

Where do people shop and play?

Concentrations of shopping and entertainment opportunities, some neighborhood parks

How do people get around?

Transportation options including driving, transit, walking, and biking; neighborhoods are near destinations and encourage use of all transportation; may have moderate commute distances and time to new economic centers

Other Factors

Targeted investment and/or incentives may be needed to attract target industries that are best for our local economy and residents; Urban Service Area boundary would be expanded to include the targeted economic development areas; greater flexibility regarding open space and wetlands requirements may be in place

What could this future look like?



Exercise: Where should we grow? 20 min.

7. Using the post-it notes provided, please write down the strengths and weaknesses of this alternative future and place on the “Strengths and Weaknesses” sheet in the center of the table.
8. Using the markers provided, please draw where you would add new employment and residential growth on the map in the center of the table.
9. Using the markers provided, please indicate on the same map where you would add transportation facilities such as new express toll lanes.

Exercise: How do we measure the Alternative Futures?

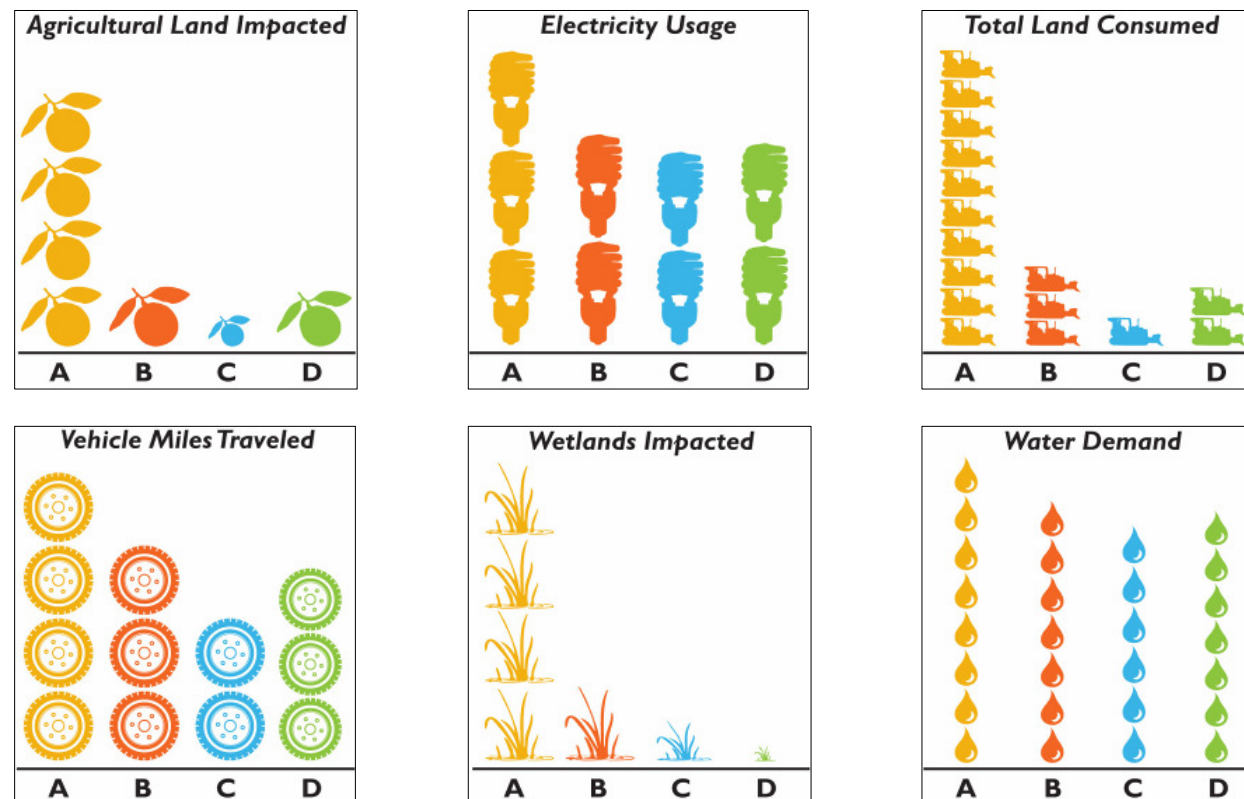
15 min.

10. Please take some time to brainstorm some ways to measure these alternative futures, based on what is important to you. Your comments will help us to understand which elements most align with how you would like our community to grow. The table facilitator will log your responses on the flip chart. The example below shows the indicators used to measure the four alternative growth scenarios during the One Bay Regional Vision effort.

Thank you for helping to create a vision for Hillsborough County's future.

If you would like to remain involved in this effort, please leave us your email address, and check the Hillsborough MPO website for up-to-date information about our progress.

Example: One Bay Indicators



For more information, please contact:

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