



imagine
hillsborough
2040

Let's Design Hillsborough's Future

A collaboration of the Planning Commission and the Metropolitan Planning Organization for Transportation



We need your good ideas.



- We have a great place to live, work and play. We want it to continue to be great.
- We are expecting 400,000 to 600,000 more residents.
- That poses a number of challenges for our future growth and development.





We need 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





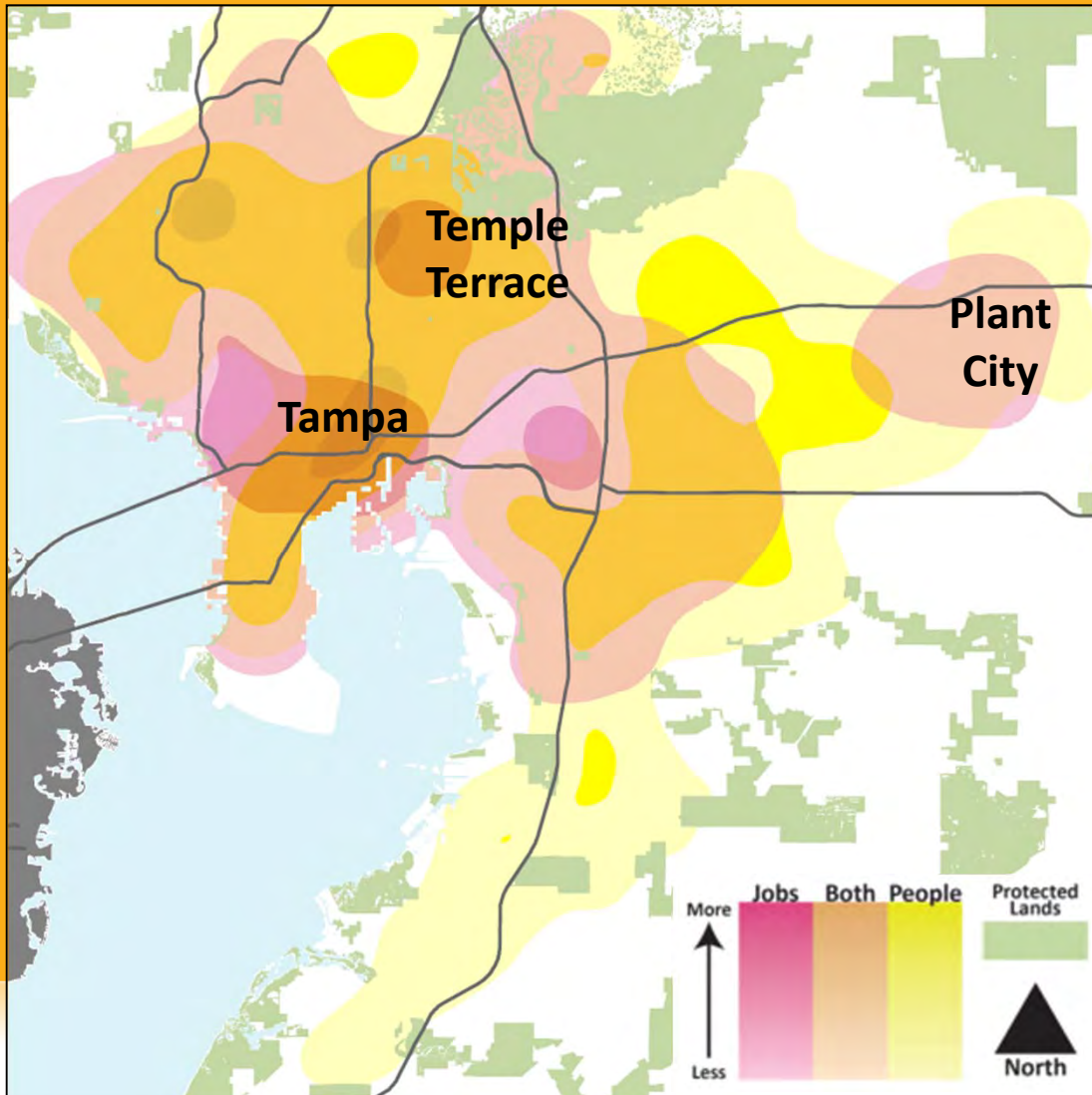
A Lot Can Change in 25 Years

- Where will the new homes be and what will they look like?
- How will people get to work & other places they need to go?
- How will we pay for it all?
- What will this place be like when our children grow up?
- Are we resilient to changes we can't control?



IMAGINE 2040

Hillsborough County Today



- 1.3 Million People
- 25% Agricultural Land
- 10% Environmental Preservation
- 87% of development inside growth boundary, last decade
- Bus service reaches ~ ½ of jobs, with limited hours
- Traffic is 6th worst in U.S.
- Worst pedestrian fatality rate in U.S.
- 25% drop in jobs, 2006-2011

Three Stories About 2040

Simplified & exaggerated to inspire discussion of trade-offs



- “Suburban Dream”
- “Bustling Metro”
- “New Corporate Centers”





Suburban Dream



What can we expect if we continue to grow outward as we have over past decades?



Expand the growth boundary to make room for new suburbs
Extend roads & water lines, rebuild major intersections



Bustling Metro



What can we expect if we focus growth in our cities and towns and invest in transit?



Create new town centers in older commercial areas
Add rapid bus, rail, circulator shuttles, walk/bike connections



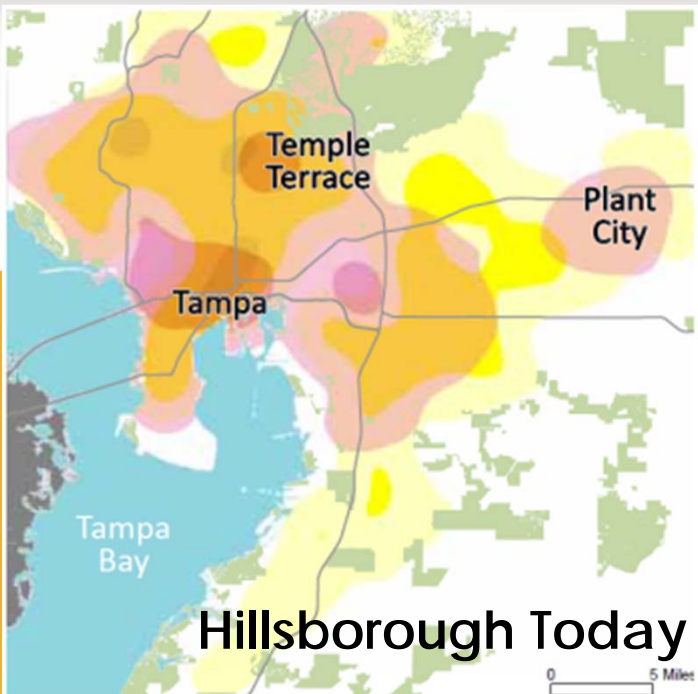
New Corporate Centers



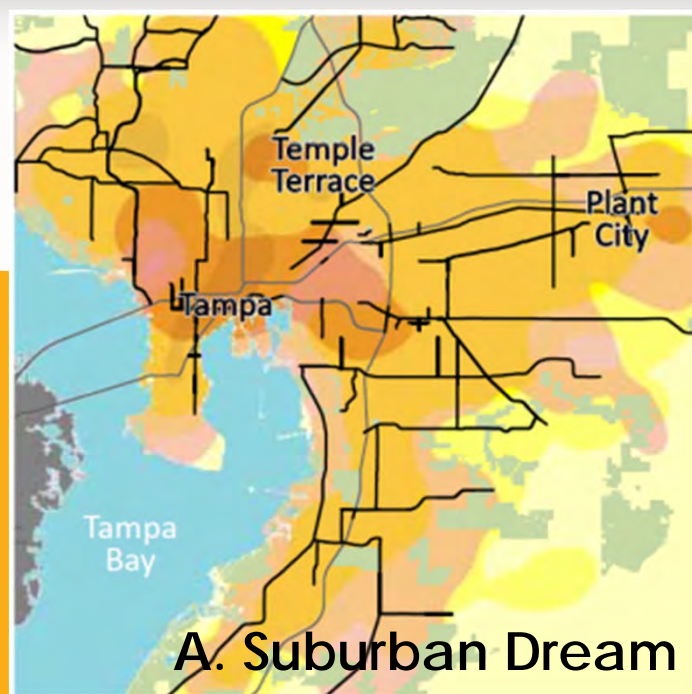
What can we expect if we focus on business growth along major highways with express toll lanes?



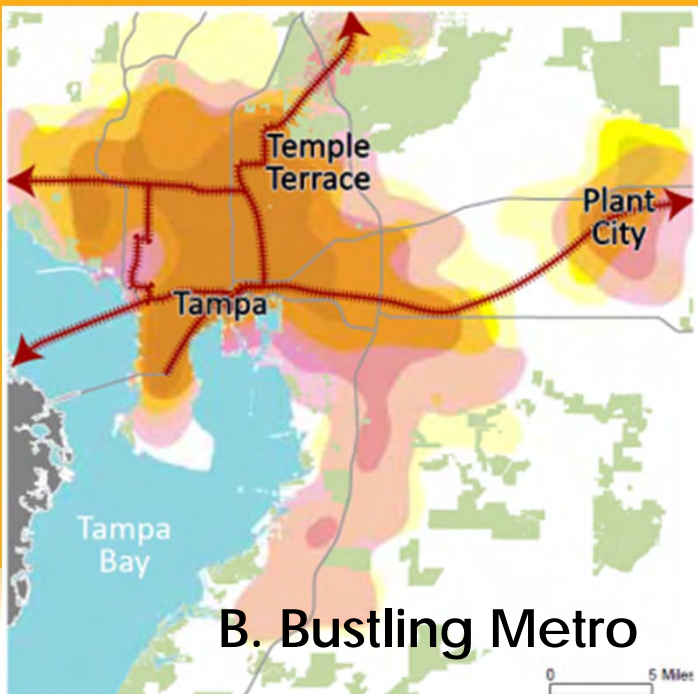
Create new corporate parks along major highways
Add new express toll lanes in the interstates (I-4, I-75, I-275)



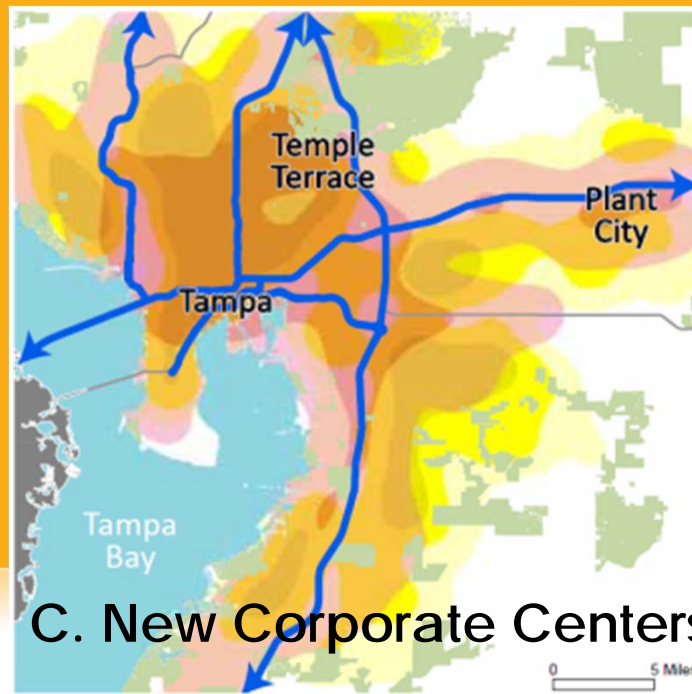
Hillsborough Today



A. Suburban Dream



B. Bustling Metro



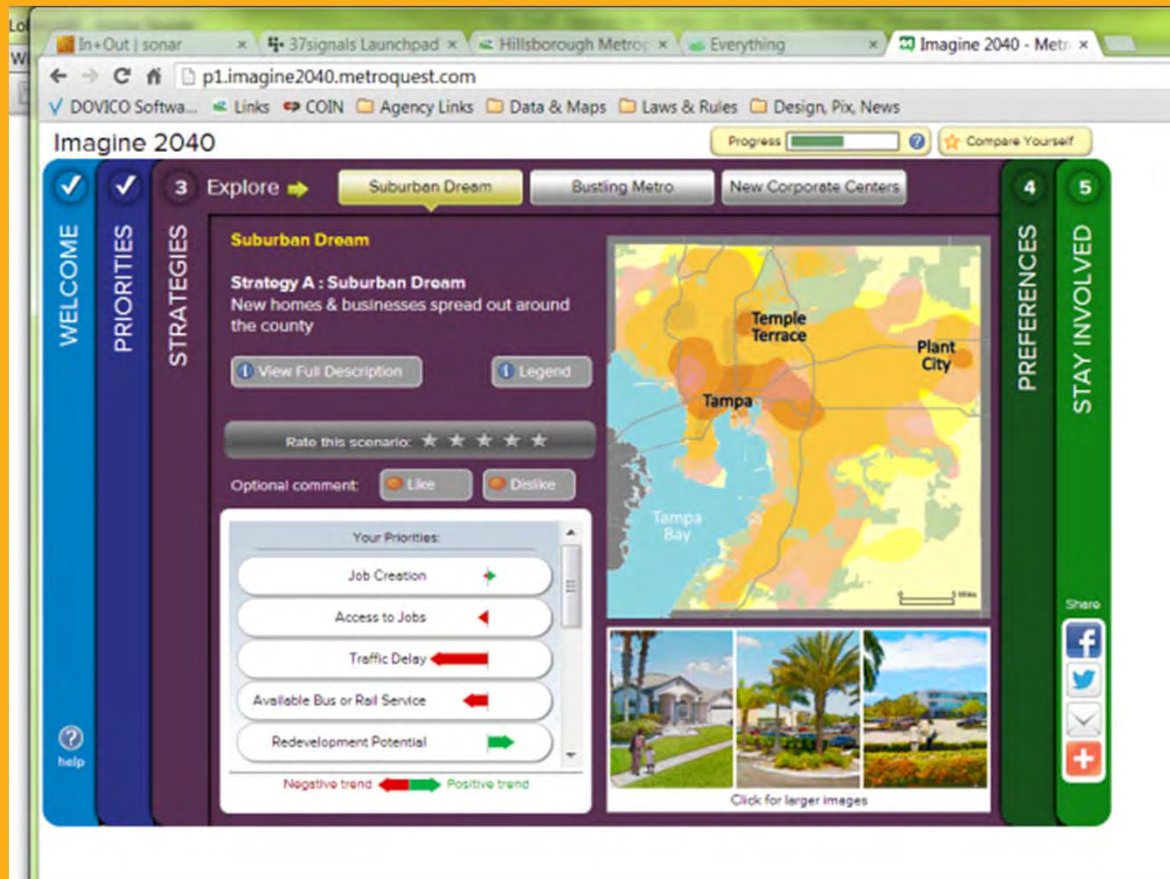
C. New Corporate Centers

Building on the Present

Now It's Your Turn!



- Look at your questionnaire or go on-line at [Imagine 2040.org](http://Imagine2040.org)
- Help us create a **hybrid 2040** scenario, based on the best pieces



What's Important?

Select The Five Things That Matter To You Most



Job Creation

Part of growing and attracting new businesses is having places ready for business growth.



Worse Than Today Better Than Today

- Suburban Dream
- Bustling Metro
- New Corp. Centers

Infrastructure Cost

Cost per person to expand infrastructure (like water, sewer, roads, and transit) can be reduced by concentrating houses and business in a particular area.



Worse Than Today Better Than Today

- Suburban Dream
- Bustling Metro
- New Corp. Centers

Agriculture/Farming Impact

Productive agricultural areas provide food, jobs, and benefits to the local and regional economy.



Worse Than Today Better Than Today

- Suburban Dream
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- New Corp. Centers

Redevelopment Potential

Reusing older properties may typically cost more for developers, but revitalizes communities.



Worse Than Today Better Than Today

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What's Important?

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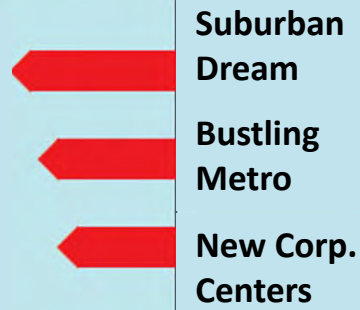


Traffic Delay

More people and jobs mean more cars on the road for a longer period of time, unless some trips are on bus or rail, or are shorter because homes and destinations are less spread out.



Worse Than Today Better Than Today

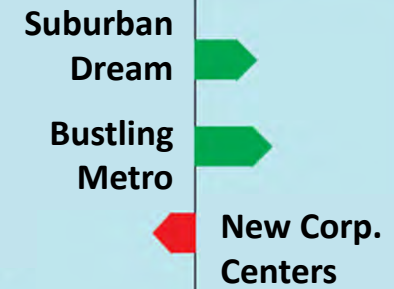


Shorter Commutes

The distance between homes and jobs, and the transportation facilities that connect them, affect the amount of time the average person must spend commuting each day.



Worse Than Today Better Than Today

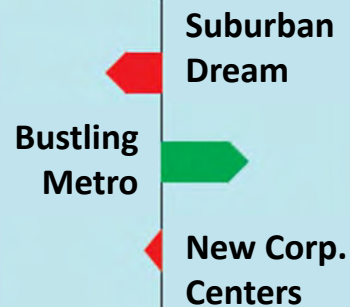


Available Bus or Rail Service

Public transit offers choices to access jobs, health care, and other activities for those who cannot or prefer not to drive.



Worse Than Today Better Than Today

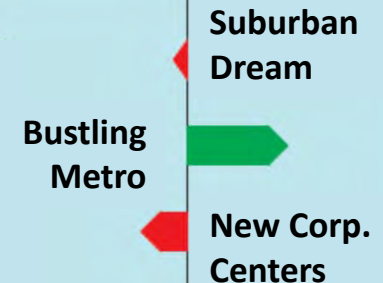


Access to Jobs from Under-employed Communities

Moderately priced housing may be a longer drive or bus ride from a living-wage jobs.



Worse Than Today Better Than Today



What's Important?

Select The Five Things That Matter To You Most



Efficient Energy Use

Building homes next to each other and close to destinations reduces fuel use.



Worse Than Today Better Than Today

- Suburban Dream
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Natural Resources

Wetlands and wildlife habitat provide water filtration, erosion control, recreational opportunities, healthy ecosystems, and other benefits.



Worse Than Today Better Than Today

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Efficient Water Use

More people means more water will be used. Fewer large lawns means less water use.



Worse Than Today Better Than Today

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Water Quality

Rain water picks up pollutants as it runs off impervious surfaces (like roofs and parking lots), draining into rivers, lakes, and drinking water reservoirs.



Worse Than Today 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

Your Preferences

What ingredients would you like to see in the final growth strategy?



Homes – What are the best ways to accommodate new homes?



1=Worst

5=Best



New homes in the rural area on large lots



Rebuild commercial “strip” corridors with apartments and townhomes



New homes in the rural area in cluster subdivisions



Condos and apartments near business districts



Single family homes filling in existing suburban and urban areas



Town centers with a mix of places to live including townhomes and apartments

Your Preferences

What ingredients would you like to see in the final growth strategy?



Homes – What are the best ways to accommodate new homes?

★ ★ ★ ★ ★
1=Worst 5=Best



New homes in the rural area on large lots

Your Preferences

What ingredients would you like to see in the final growth strategy?



Homes – What are the best ways to accommodate new homes?

★ ★ ★ ★ ★
1=Worst 5=Best



New homes in the rural area in cluster subdivisions

Your Preferences

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Single family homes filling in existing suburban and urban areas

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Rebuild commercial “strip” corridors with apartments and townhomes

Your Preferences

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Homes – What are the best ways to accommodate new homes?

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1=Worst 5=Best



Condos and apartments near business districts

Your Preferences

What ingredients would you like to see in the final growth strategy?



Homes – What are the best ways to accommodate new homes?

★ ★ ★ ★ ★
1=Worst 5=Best



Town centers with a mix of places to live including townhomes and apartments

Your Preferences

What ingredients would you like to see in the final growth strategy?



Homes – What are the best ways to accommodate new homes?



1=Worst

5=Best

Your Preferences

What ingredients would you like to see in the final growth strategy?



Jobs – What are the best ways to accommodate new jobs?



1=Worst

5=Best



In existing job centers like Westshore, Downtown Tampa, and USF area



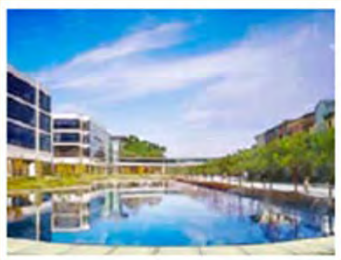
In town centers with a mix of places to work like retail and office space



Redevelopment and filling in existing corporate parks and industrial areas



With new distribution centers along interstates



Creating new office parks along interstates like I-4 and I-75

Your Preferences

What ingredients would you like to see in the final growth strategy?



Jobs – What are the best ways to accommodate new jobs?

★ ★ ★ ★ ★
1=Worst 5=Best



In existing job centers like Westshore, Downtown Tampa, and the USF area

Your Preferences

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Jobs – What are the best ways to accommodate new jobs?

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Redevelopment and filling in existing corporate parks and industrial areas

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Creating new office parks along interstates like I-4 and I-75

Your Preferences

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Jobs – What are the best ways to accommodate new jobs?

★ ★ ★ ★ ★
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➔ In town centers with a mix of places to work like retail and office space

Your Preferences

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Jobs – What are the best ways to accommodate new jobs?

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With new distribution centers along interstates

Your Preferences

What ingredients would you like to see in the final growth strategy?



Jobs – What are the best ways to accommodate new jobs?



1=Worst

5=Best

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?



1=Worst

5=Best



← New express toll lanes



← Circulator buses and shuttles



← Smart traffic signals and better intersections



← Commuter or light rail



← Sidewalks, bike lanes, and trails



← Express or bus rapid transit

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?



1=Worst

5=Best



New express toll lanes

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?

★ ★ ★ ★ ★
1=Worst 5=Best



Smart traffic signals and better intersections

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?

★ ★ ★ ★ ★
1=Worst 5=Best



Sidewalks, bike lanes, and trails

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?



1=Worst

5=Best



Circulator buses and shuttles

Your Preferences

What ingredients would you like to see in the final growth strategy?

Transportation

What options will we need more of?



★ ★ ★ ★ ★
1=Worst 5=Best



Commuter or
light rail

Your Preferences

What ingredients would you like to see in the final growth strategy?



Transportation

What options will we need more of?



1=Worst

5=Best



Express or bus rapid transit

Your Preferences

What ingredients would you like to see in the final growth strategy?

Transportation

What options will we need more of?



1=Worst

5=Best

Your Preferences

What ingredients would you like to see in the final growth strategy?



Funding

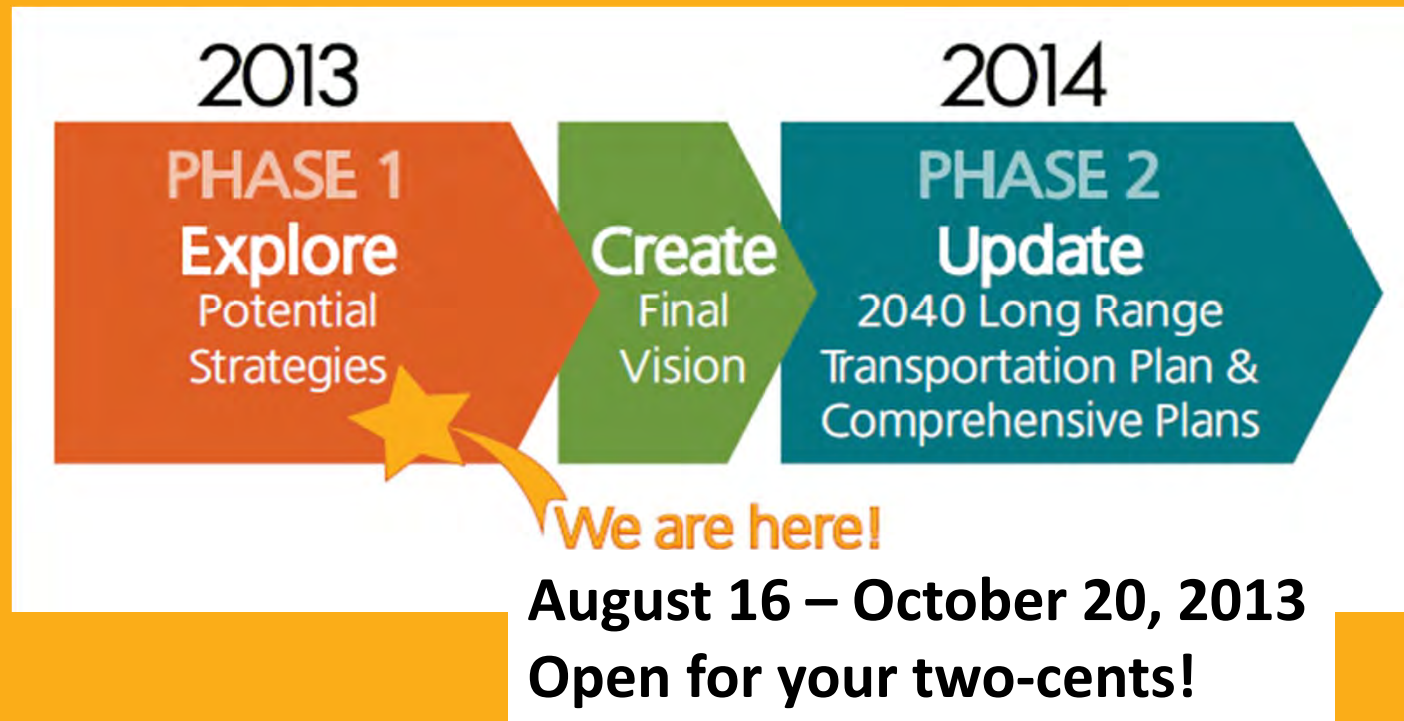
Depending on the growth concept, a new funding source may be necessary to pay for needed infrastructure. What is the fairest and most reasonable way to pay for new infrastructure?

★ ★ ★ ★ ★
1=Worst 5=Best

- | | | |
|----------------|--|------------------------------------|
| ➔ Property tax | ➔ Gas tax | ➔ One-time fees on new development |
| ➔ Sales tax | ➔ Tolls on new lanes | ➔ Special Assessment Districts |
| ➔ Utility tax | ➔ No new taxes / maintain what we have | |



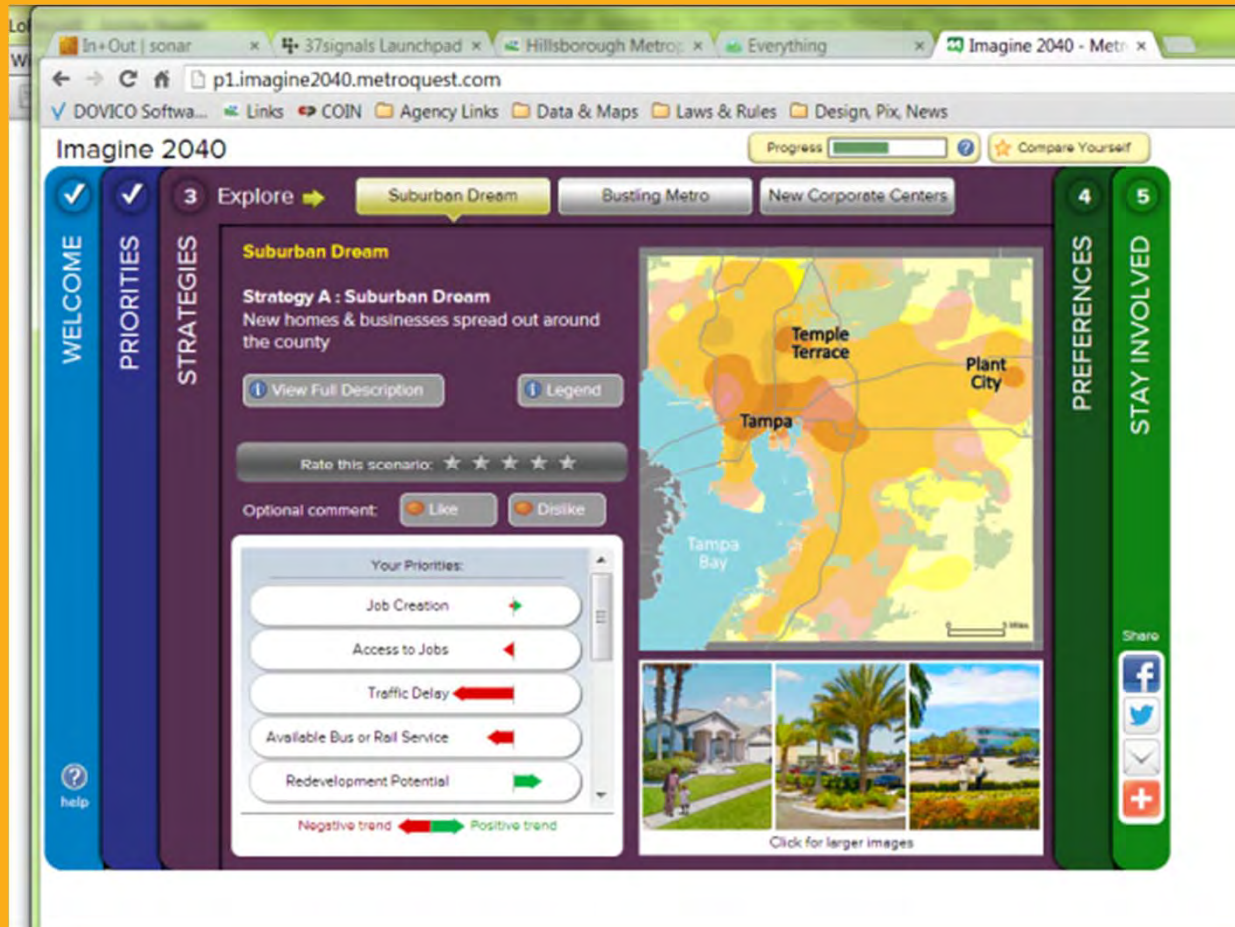
What Happens Next?



Encourage Others to Weigh In



Please send
your friends
to
[Imagine
2040.org](http://Imagine2040.org)



More Ways to Weigh In

- **Kiosks around the County**
 - Malls, Rec. Centers, MacDill, HCC, U.T., more
- **At Civic Meetings & Events**
 - Using survey forms or iPads
- **Request a presentation**
 - Call 272-5940
- **Newspaper insert August 18**





MPO METROPOLITAN PLANNING ORGANIZATION FOR TRANSPORTATION
THE PLANNING COMMISSION

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WEIGH IN ON OUR FUTURE AT **IMAGINE2040.ORG**



Thank you to our partners

