

Annual Report



2016



Plan
Hillsborough

Message from the Executive Director



Collaboration is the word that comes to mind when I think about 2016. Plan Hillsborough has focused over the last year on collaborating both internally and externally to improve our existing planning processes as well as develop new initiatives. I am proud of the results that are reflected in this report. The Plan Hillsborough staff has truly been the reason all of these outstanding plans, studies, and engagement opportunities has happened.

Over the last year, we collaborated with the School District and many other partners to host our first Future Leaders in Planning program to educate high school students on the planning profession. We collaborated with Tampa, Temple Terrace and Plant City on completing the updates to the Comprehensive Plans. The City of Tampa's Plan was recognized by the American Planning Association with their Silver Level Sustaining Places Award for Comprehensive Plans. We have collaborated with the

Department of Health on furthering a health in all policies strategy and have been awarded two grants to further those efforts. We collaborated with Hillsborough County, HART and FDOT on a pilot project to study the transportation and land use issues along major east-west corridors in the Brandon area. And these are just a few highlights of the projects and accomplishments this year.

The efforts represented in this report are the result of successful partnerships with each of the four local governments and a number of other agencies and organizations. Together, collaborating, we are achieving great things for our community. I look forward to what we can do in 2017!

Sincerely,

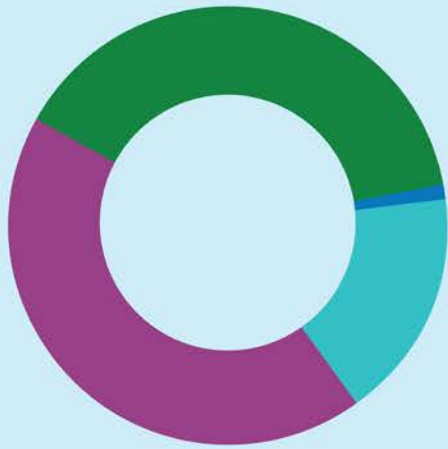
A handwritten signature in black ink that reads "Melissa E. Zornitta".

Melissa E. Zornitta, AICP
Executive Director

2016 Hillsborough County City-County Planning Commissioners



Mitch Thrower, Chair
Bowen A. Arnold, Vice Chair
Gary Pike, Member-at-Large
Stephanie A. Agliano
Stephen L. Benson, AICP
Matthew D. Buzza
Derek L. Doughty, PE
Theodore Trent Green, RA
Nigel M. Joseph
Jaqueline S. Wilds
Tony Rodriguez, MacDill AFB Ex-Officio*
Rebecca Rogers, MacDill AFB Ex-Officio*
Christopher Farkas, School District Ex-Officio
**Members for part of FY 2016*



- 60** Plan amendments
 - 24 Unincorporated Hillsborough
 - 22 Tampa
 - 10 Temple Terrace
 - 4 Plant City

293
Consistency reviews

14
Public project meetings

15
Planning & Design Awards presented



- 138** Meetings
 - 24 Planning Commission meetings
 - 13 River Board meetings
 - 101 MPO meetings*
*Includes MPO committee meetings

3,919
Clients served



Total eNewsletters

- 23** Total eNewsletters
 - 8 Beyond Today
 - 4 River News
 - 3 Hillsborough Rides
 - 4 Rubber Meets the Road
 - 4 Walk Bike News



1,523+ Facebook likes



9,212+ Twitter followers

15
Research reports for private sector and client governments

64,898 Web visitors

6,613 Email subscribers

Comprehensive Plan Updates



"The updated Comprehensive Plans have positioned the three cities in Hillsborough County for sustainable growth. All three plans seek to protect our neighborhoods while creating opportunities for additional development along corridors and in key places."

Tony Garcia, AICP
Plan Hillsborough Planning Policy and Review Team Leader

Work was completed on major updates to the Tampa, Plant City and Temple Terrace Comprehensive Plans which extended their planning horizon year from 2025 to 2040. The updates come after two years of public input involving thousands of citizens weighing in on their vision for the future of growth. In early 2016, all three cities' plans were officially adopted and now serve as the guiding documents for land use and development. The *Imagine 2040: Tampa Comprehensive Plan* received the American Planning Association's Silver Level Sustaining Places Award in late 2016.

Partners: Cities of Tampa, Temple Terrace, and Plant City

Health in Planning



“Reshaping people’s economic, physical, social, and service environments can offer the best opportunities for health and support healthy behaviors.”

Pedro Parra, AICP
Plan Hillsborough Principal Planner

Staff participated in health impact assessments towards three grant applications including Mort Elementary Community School, Environmental Protection Agency Brownfields Area-Wide Planning Project, and a Florida Department of Economic Opportunity Community Planning Technical Assistance Grant. In addition, the agency received a grant from the Healthiest Cities & Counties Challenge to focus on neighborhood access to fresh produce. Staff also explored Health in all Policies opportunities through research and collaboration with other agency and department staffs.

Partners: City of Tampa, Florida Department of Health - Hillsborough County, HART, and Coalition of Community Gardens

Future Leaders in Planning (FLiP)



"The two-day intensive program was a big hit with the students. They made the most of the opportunities to learn from public and private sector professionals in the planning and related government services fields."

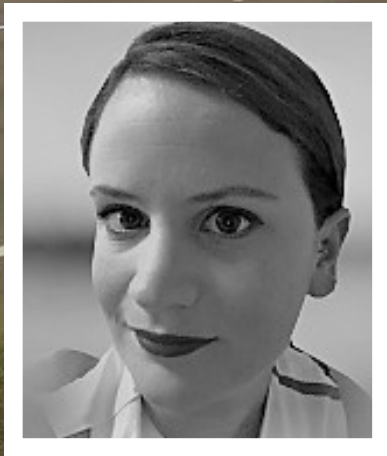
Stephen Griffin, AICP

Plan Hillsborough Strategic Planning Initiatives Team Leader

In June, we welcomed the inaugural class to our Future Leaders in Planning (FLiP) student leadership development program. Designed as an opportunity to introduce high school students to urban planning as a potential career, FLiP 2016 gave these students the chance to network with planning professionals and other students with a passion for planning. The program exposed the students to planning from multiple perspectives, including: comprehensive planning, economic development, environmental, historic preservation, community redevelopment, transportation, geographic information systems, education and research, and more.

Partners: School District of Hillsborough County, Urban Land Institute Tampa Bay, and Sun Coast Section of APA Florida

Brandon East-West Corridor Study



“Coordinating the envisioned land use pattern with planned transportation improvements along major corridors will help maintain and improve mobility and safety in Brandon.”

Sarah McKinley
Plan Hillsborough Principal Planner

Brandon’s east-west corridors of Brandon Boulevard, Lumsden Road, and Bloomingdale Avenue connect residential and commercial development to I-75. These major roads experience a lot of congestion and have several crash hot spots. The study will refine Hillsborough County’s vision for growth in the area, and identify feasible transportation improvements along the major east-west corridors. As part of the study, a market analysis is being performed to identify development patterns and identify the potential for future development and redevelopment within the study area.

Partners: Hillsborough County, Florida Department of Transportation, and HART

Hillsborough River Board 30th Anniversary

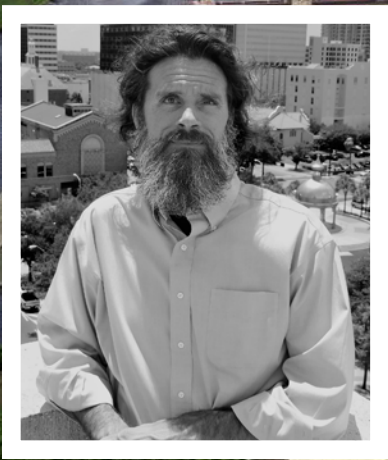
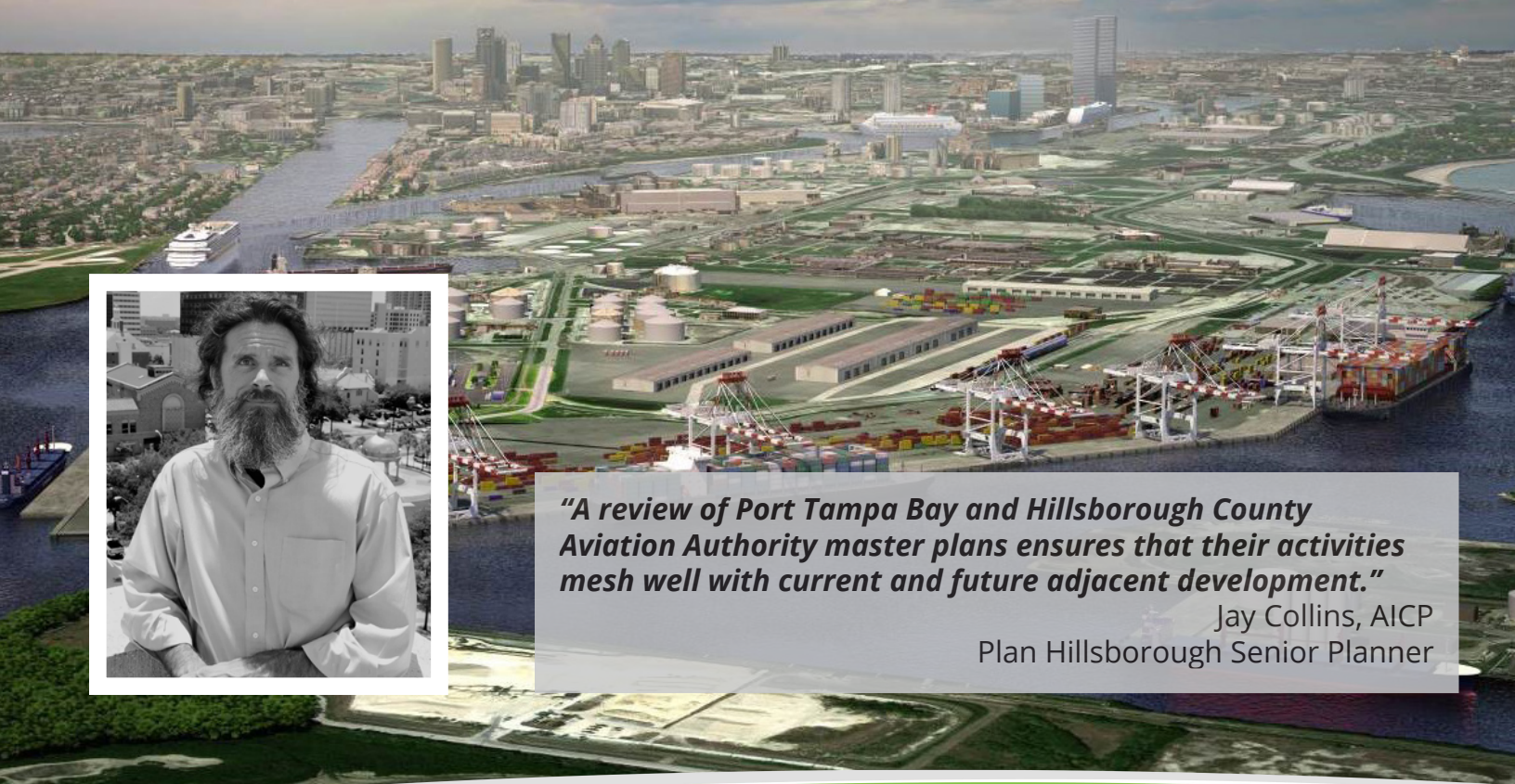


“The Board considers present and future resources of the Hillsborough River including water quantity and quality, safety and use of the river, and protection of wildlife and its habitat.”

Shawn College, AICP
Plan Hillsborough Environmental Planning,
Research, and Infrastructure Team Leader

Celebrating its 30-year anniversary, the Hillsborough River Interlocal Planning Board and Technical Advisory Committee continues to be an extremely valuable organization with a unique planning approach. The River Board has provided valuable coordination, planning, and monitoring of the health and welfare of the Hillsborough River as well as input and assistance to further economic development of the river corridor. Among its valued accomplishments is contributing to the creation and success of the Lower Hillsborough River Minimum Flow, and ongoing clearinghouse services for coordination of activities and development associated with the River.

Master Plan Reviews



“A review of Port Tampa Bay and Hillsborough County Aviation Authority master plans ensures that their activities mesh well with current and future adjacent development.”

Jay Collins, AICP
Plan Hillsborough Senior Planner

Planning Commission staff reviewed the Hillsborough County Aviation Authority Airport Master Plans as well as the Port Tampa Bay Vision 2030 Master Plan. Both entities are major economic engines for the Tampa Bay area with a combined \$24 billion impact. To keep in step with the economy and forecasts that cover many factors, both entities periodically update their long-range plans for growth and business development. By reviewing the master plans, the Planning Commission can ensure activities in and around the county's four airports and Port Tampa Bay are complimentary to surrounding neighborhoods and land uses while ensuring long term economic growth in the region.

Partners: Hillsborough County Aviation Authority and Port Tampa Bay

Best Practices in Parking Management for Tampa



“Efficient use of existing parking infrastructure can accommodate more employees, residents, and visitors in Downtown Tampa, along major corridors, and in urban core neighborhoods.”

Tony LaColla, AICP
Plan Hillsborough Principal Planner

An analysis of innovative infrastructure, technology, and policy-based parking solutions from around the U.S. and the world was performed. The *Best Practices in Parking Management* guide identified 40 unique public parking strategies to stimulate program development in the City of Tampa. The guide is now being used by the City of Tampa and the Tampa Downtown Partnership to identify potential solutions to limited parking resources and develop pilot projects for the urban core.

Partners: Tampa Downtown Partnership and City of Tampa Parking Department



New Interactive Comprehensive Plans



imagine
2040
City of Tampa
Florida
Tampa
Comprehensive
plan

Adopted by City Council:
January 7, 2016

Effective:
February 20, 2016

Prepared by:

 Hillsborough County
City-County
Planning Commission
planhillsborough.org

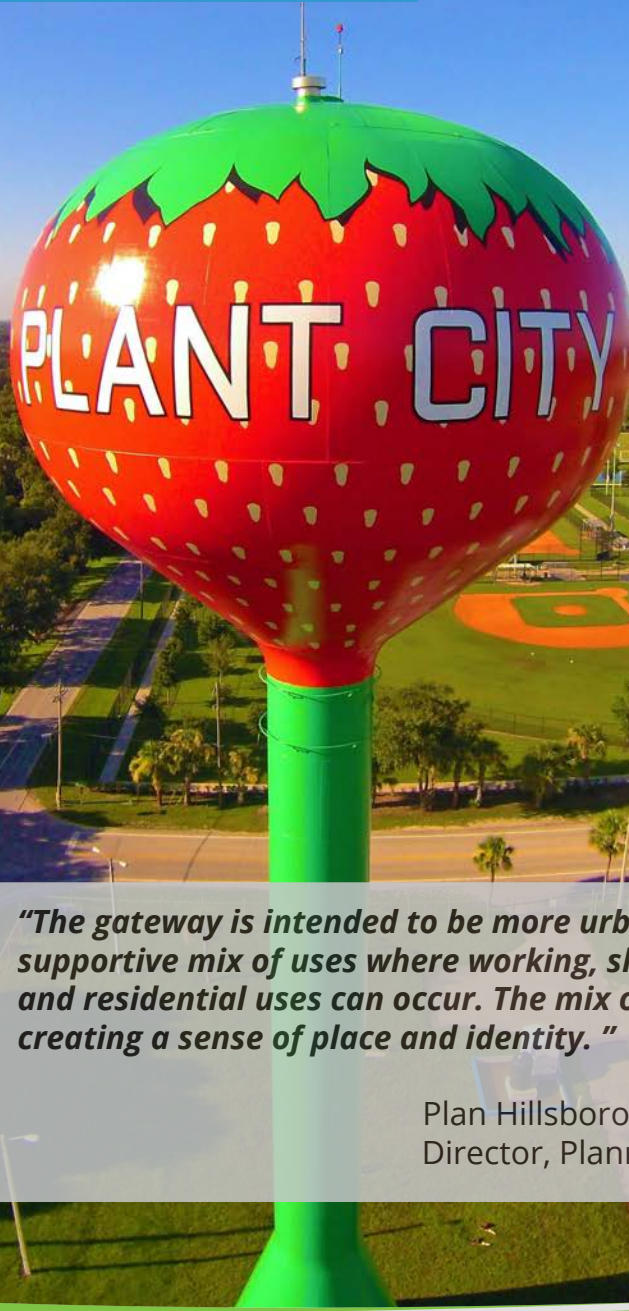


"The new easy-to-use online Plans are far more user friendly and make searching for important information much faster."

Dean Salls
Plan Hillsborough Software Specialist

The new Imagine 2040 Comprehensive Plans for Tampa, Temple Terrace, and Plant City were reformatted and now provide an easy to use online index and table of contents. These new online Comprehensive Plans are more dynamic in that a user can search for keywords, search through an interactive index and also use the interactive table of contents.

Plant City's Mixed Use Gateway



“The gateway is intended to be more urban in character, with a supportive mix of uses where working, shopping, office, lodging and residential uses can occur. The mix of uses will be helpful in creating a sense of place and identity.”

Mark Hudson, AICP
Plan Hillsborough Executive Planner &
Director, Planning and Zoning Division

Staff initiated a project to develop land development regulations and comprehensive plan changes to implement Plant City's Mixed Use Gateway. This new district is designed to create a strong community presence, orientation and image when entering Plant City. In addition, a goal of the work was to make the Comprehensive Plan and Land Development Code more simplified and user friendly for the area.

Partner: City of Plant City

Comprehensive Plan Consistency Reviews



“Consistency reviews are vital to ensure the goals, objectives, and policies of our Comprehensive Plans are being followed. Reviewing and commenting on rezonings help developers create better end products that can benefit our community”

Yeneka Mills
Plan Hillsborough Senior Planner

The Planning Commission processed 293 consistency reviews in 2016. This included reviews related to rezonings, annexations, right-of-way vacations, port authority permits, and historic designations across all four jurisdictions. Planning Commission review is important as it ensures that proposed development is consistent with the goals and intent of the adopted Comprehensive Plans. The reviews also give professional planning feedback to the applicants that can serve as a valuable resource for improving their future development.

Partners: Hillsborough County, City of Tampa, City of Temple Terrace, and City of Plant City

Green ARtery and Tampa Walk-Bike Plan



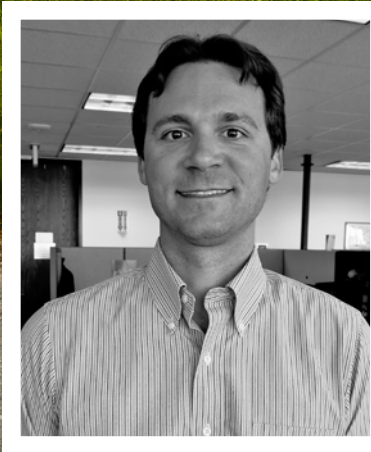
“Creating a business plan with prioritized projects and target dates will help Tampa build its bicycle and pedestrian infrastructure systems for the enjoyment of people of all abilities and ages.”

Michele Ogilvie
Plan Hillsborough Executive Planner

Staff has worked to identify and prioritize feasible bicycle and pedestrian projects from past transportation studies and put a business plan in place to get those projects completed. The Green ARtery and the Tampa Walk-Bike Plans are central Tampa neighborhood-based and identify, enhance, expand and safely connect bike paths, parks, greenways and trail systems. The Plans will facilitate connecting an inviting network of trails and paths to the Hillsborough River, McKay Bay, neighborhood parks, natural springs, tree-canopied streets, public art, historic places and other attractions around Tampa.

Partner: City of Tampa

Greenways Master Plan



“Coordinating planning between jurisdictions is vital to providing important greenways and trails connections for recreational, community, and other trips across longer distances.”

Wade Reynolds, AICP
Plan Hillsborough Community Planner

The Hillsborough County Greenways Master Plan and the City of Tampa’s Greenways and Trails Master Plan have been the guiding documents for greenway and trail planning for two decades. In 2016, staff has worked to combine those documents and refine some of the opportunities defined in those plans. The new unified Greenways Master Plan acknowledges a jurisdictional as well as regional approach to trail and greenway planning, with identified alignments connecting Tampa, Temple Terrace, Plant City and unincorporated Hillsborough County with Pasco, Polk, Pinellas and Manatee counties. The plan focuses on connecting past and programmed trail investments to activate longer, more contiguous routes.

Partners: City of Tampa and Hillsborough County

Freight Logistics Zone Strategic Plan



“The freight and logistics industry is a major employer in our region. Through planning, we are making sure the industry has the infrastructure needed to grow and create jobs.”

Beth Alden, AICP
Metropolitan Planning Organization Executive Director

The Freight Logistics Zone (FLZ) Strategic Plan, developed to comply with new state law, will assist the state in prioritizing potential funding for investments within designated FLZ's. The Plan identified the proposed FLZ within Hillsborough and Polk counties which consist of freight facilities, infrastructure, and a network of logistics-related businesses tied to the Winter Haven Intermodal Logistics Center, Port Tampa Bay, and CSX Intermodal facility in East Tampa.

Partners: Polk Transportation Planning Organization, Florida Department of Transportation, Tampa International Airport, Port Tampa Bay, and the cities of Winter Haven, Tampa, Lakeland and Plant City.

Collaborative Identity



Plan Hillsborough

planhillsborough.org



**Hillsborough River
Interlocal Planning Board
& Technical Advisory Council**



**Hillsborough MPO
Metropolitan Planning
for Transportation**



**Hillsborough County
City-County
Planning Commission**



"Our rebranding reflects our unified staff which supports multiple planning boards in cooperation and coordination with each other."

Christopher English
Webmaster

The Planning Commission, along with the Metropolitan Planning Organization for Transportation, and the Hillsborough River Board, established a collaborative identity in 2016 with new logos for the each agency as well as a unified logo with the name Plan Hillsborough. Under Plan Hillsborough, all three agencies are working together on coordinated land use, transportation, and environmental planning to continue to improve the quality of life in our community. As part of the new collaborative identity, published reports and fact sheets are being now prepared with the new logos and in an easier-to-read format.

Quality of Life Survey



“Improving the quality of life for residents is an underlying principle of all appointed or elected bodies. The Survey is one of many pieces of information considered by local governments when making decisions about our future.”

Tatiana Gonzalez
Plan Hillsborough Senior Planner

The 12th Annual Quality of Life Survey was conducted to track changes in public perception about the quality of life in Hillsborough County and is one of many pieces of information considered by the Planning Commission during updates to the four jurisdictional comprehensive plans. The Survey uses eighteen factors chosen which represent the quality of life. This year we chose to analyze how public perception has changed from the peak of the economic boom to the post-recession and recovery period. All the 18 factors have received higher average quality scores since 2005. This year’s area of interest included questions regarding “mobility and migration.”

10-Year Water Supply Facilities Work Plans



"Making sure Hillsborough County and its cities have an adequate water supply will ensure the community continues to grow and prosper."

Melissa Dickens, AICP
Plan Hillsborough Community Planner

The purpose of the 10-Year Water Supply Work Plans is to comply with the statutory requirements for water supply planning. State statutes require that comprehensive plans are to be updated through the Work Plan process within 18 months of when a Water Management District's Governing Board approves a Regional Water Supply Plan. In 2016, each of the jurisdictional Work Plans were processed by staff to project the potable water demand for a 10-year planning period, detail water supply sources and future project options, and outline conservation initiatives to help meet future demand.

Partners: Southwest Florida Water Management District and Tampa Bay Water

Hillsborough County Parks & Recreation Public Outreach Assistance



“Assisting local government departments and agencies allows the Planning Commission to provide valuable data and resources.”

Lynn Merenda
Plan Hillsborough Community Relations Coordinator

An interactive online survey was created to assist Hillsborough County with their Parks & Recreation Master Plan Update. More than 2,600 respondents participated in this collaborative public engagement endeavor. Public input will help plan for programs in 76 neighborhood parks and playgrounds, 265 athletic fields, 13 recreation centers, 10 regional parks, more than 727 miles of trail, as well as 61,000 acres of preserved lands countywide.

Partner: Hillsborough County Parks & Recreation Department

Planning Commission Library Expansion



“Many of our features have a broad appeal and are so convenient for people who work for or do business in County Center. The library is a great place to relax and do some research or reading.”

Terry Eagan
Plan Hillsborough Librarian

The Planning Commission Library is a research library for planners, historians, and elected officials and maintains an extensive collection of early urban plans, photographs from the mid-century along with historical studies about Hillsborough County and the City of Tampa. The library can assist in detailed research projects including: mapping and spatial analysis, demographic research, residential and commercial permitting. Our improved Planning Commission Library takes advantage of a new location in our office. A brand new popular reading pocket library joined our collection of planning documents and maps; historical aerials and archives; newspapers and magazines; and our recently acquired presidential papers.

Partner: Hillsborough County Public Library Cooperative

School Transportation Working Group



“The Working Group is making sure our kids get to and from school safely and efficiently everyday.”

Lisa Silva, AICP, PLA
Plan Hillsborough Principal Planner

Given Hillsborough County is the 8th largest school district in the nation, the county's largest employer with more than 26,000 employees, and transports almost 90,000 students to and from school every day, close coordination between schools and transportation agencies to troubleshoot and strategize makes perfect sense. Created in 2016, the School Transportation Working Group provides interagency partnerships vital for problem-solving on a host of topics, from traffic circulation to walking and bicycling safety, promoting transit, and forming various school-pools.

Partner: School District of Hillsborough County

Temple Terrace Downtown Overlay District



“Assisting jurisdictions with updating their land development code is helping ensure their zoning policy furthers the intent and vision of the comprehensive plans.”

Will Augustine
Plan Hillsborough Senior Planner

The Planning Commission assisted the City of Temple Terrace in developing a Downtown Overlay District for city owned land in the Downtown Temple Terrace Community Redevelopment Area. The new overlay simplifies the land development code for prospective developers, while ensuring high quality development in the city's Major Activity Center. The overlay provides greater flexibility as it relates to the architectural style each structure. Rather than all future buildings having the same look and feel, the new standards allow for varied height, architectural style, and landscaping.

Partners: City of Temple Terrace and Temple Terrace Chamber of Commerce



Plan Hillsborough



Planning
Commission



Metropolitan
Planning
Organization



Hillsborough
River Board



813-272-5940



www.planhillsborough.org



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