



## INTERVIEW SESSION ONE INFORMATION

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**Date:** Wednesday, October 13, 2021 @ 3:00 PM  
**Location:** Microsoft Teams Virtual Meeting

## INTERVIEW SESSION SUMMARY

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The first Stakeholder Interview Session for the Unincorporated Hillsborough County Commercial-Locational Criteria (CLC) Study was held virtually on Wednesday, October 13, 2021 from 3:00 to 4:30 pm. Melissa Lienhard, the Planning Commission Liaison for Unincorporated Hillsborough County, started the meeting by welcoming attendees, providing a brief overview of the project, and by introducing the S&ME Team. After, S&ME Staff took meeting attendees through a presentation which addressed the following topics (see attached PowerPoint).



### *The Commercial-Locational Criteria*

S&ME Staff noted that the CLC is found in Objective 22 of the Future Land Use Element of the Hillsborough County Comprehensive Plan. These criteria are intended to ensure that residents can satisfy their daily needs for goods and services within a reasonable distance from their dwelling, commercial activities are integrated seamlessly into nearby residential neighborhoods, and new commercial sites which service nearby communities do not necessitate changes to the Future Land Use Map (FLUM) of the Comprehensive Plan. In addition to the locational criteria for new commercial uses that satisfy a household’s daily needs, S&ME Staff also discussed the importance of implementing standards within the CLC which speak to how the site is accessed and how it connects to the surrounding community.

S&ME Staff described opportunities for the improvement to the current CLC framework. Potential improvements identified included revising outdated language, identifying ways to minimize the need for waiver requests, reflecting the realities of the current retail environment, accommodating alternative modes of transportation, and ensuring a more successful tapering of intensity between nodes and corridors.

### *Research & Analysis*

S&ME Staff explained that the CLC update project is currently undergoing a three-step research and analysis process before drafting new language for the CLC. The first two steps, which include reviews of both local planning documents and best-practices from across the nation, have already been completed. The review of local planning documents helped identify the desires of the community that may be addressed as part of this update, such as: addressing transportation and access issues, accommodating

for pedestrians, cyclists and transit users, supporting the creation or retention of existing town centers, and implementing the CLC only where desired by the community.

The review of best CLC-related practices involved 12 jurisdictions from across the nation and revealed that few communities permit new commercial uses that satisfy a household's daily needs within existing residential areas. In these rare cases, a majority require rezoning to a neighborhood commercial district supplemented with additional compatibility, buffering, and locational requirements. Additionally, locational-criteria for these uses are typically found within the land development regulations in lieu of the Comprehensive Plan, where Hillsborough County currently maintains their criteria. In sum, there does not appear to be a perfect candidate for emulation regarding how best to update the County CLC.

The third and final step in the research process, a case study analysis, is expected to be completed in the next few weeks.

### **Public Engagement Opportunities**

S&ME Staff also discussed the public engagement opportunities available for the project as well. The primary engagement method for this effort is the project website ([www.tinyurl.com/hillsboroughclc](http://www.tinyurl.com/hillsboroughclc)) which, in addition to hosting a wealth of project-related information, also features a Community Idea Wall for sharing comments about the project and a brief online survey. Public engagement for this project will also include one briefing session with the Planning Commission, one individual briefing with each of the Board of County Commissioners, three stakeholder interview sessions, and two community meetings.

### **Discussion**

*See Stakeholder Input in the next section of this memorandum.*

### **Conclusion & Next Steps**

S&ME Staff identified that the next steps in the process was to finish the two remaining stakeholder interview sessions, begin the case study analysis, prepare for the first community meeting, and to complete the first draft of the CLC update. The presentation was concluded by thanking stakeholders for their attendance and reminded them to visit, interact with, and share the project website.



## **STAKEHOLDER INPUT**

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Near the end of the presentation, stakeholders were asked to provide their responses to a series of questions designed to solicit feedback on a number of topics related to the CLC Study. The feedback and open discussion which followed are summarized within this section and are organized by general topic area.

### **Barriers to New Development**

- Distance requirements for new commercial development within the CLC are currently too inflexible
- Lack of incentives for mixed-use developments that allow for internal trip capture
- Poor messaging regarding what qualifies as 'compatible development'
- Excessive vehicle parking standards for new development, particularly when they are located within more urban settings of the County and can be accessed by nonmotorized modes of transportation

### Ability to Access Daily Needs

- Residents within suburban portions of the County may not want to have new commercial uses within or adjacent to their neighborhood. Similarly, residents within rural portions of the County may welcome this type of activity as long as it is not immediately adjacent to their homes, and instead located in a rural commercial node
- The Brandon community is currently well-served by commercial development, much of which is located within close proximity to existing residential neighborhoods
- The provision of commercial outparcels should be considered in new, large-scale residential projects

### Permitted Uses

- Let each individual community determine the uses which would be appropriate for development adjacent or within close proximity to residential development
- Consider permitting the expansion of live-work units throughout the County as more of the workforce continues to shift towards remote work
- Permit Amazon drop-off/pick-up lockers to be located closer to neighborhoods
- There is a strong need for professional and personal storage throughout the County, which may be appropriate for consideration within the CLC

### Connectivity & Mobility

- Whether or not a new commercial use should be required to connect to existing residential neighborhoods should be determined on a case-by-case basis
- Commercial activities with drive-through windows should not be allowed to connect to adjacent residential neighborhoods because they may result in long queues which bleed into the neighborhoods

### Compatibility Requirements

- The greatest compatibility concerns tend to be in situations where nonresidential development is adjacent to single family homes, particularly when the nonresidential structure has multiple stories
- Residents within urban areas of the County are generally more amenable to flexibility in compatibility requirements; alternatively, suburban residents typically prefer extensive landscaping and masonry walls



### Recommended Improvements to the CLC

- The update to the CLC must be context-sensitive to the surrounding transportation network and thus, require different accessibility, connectivity, and mobility standards depending on where in the County the proposed use is located
- Add greater flexibility to the locational aspect of the CLC, particularly when an area is underserved by commercial development and residents are often unable to meet their daily needs within a reasonable proximity of their homes

- S&ME and Staff should examine the lessons learned during the development of Horizon West in Orange County for how to successfully incorporate commercial development into residential areas of the County

*General Items*

- Permit greater flexibility and incentives for mixed-use development
- The County generally sees a lot of planned development rezoning applications because the developer can provide the accommodations necessary (e.g., access, buffering) to get through the development review process without upsetting nearby residents
- Continue to reevaluate the reduction of parking standards to promote redevelopment activity
- The functional classification of several roadways within the County do not reflect their actual functionality within the area's roadway network



# AGENDA

- 1 Introductions
- 2 The Commercial Locational Criteria (CLC)
- 3 Research & Analysis Process
- 4 Public Engagement Opportunities & Schedule
- 5 Discussion & Next Steps

# INTRODUCTIONS

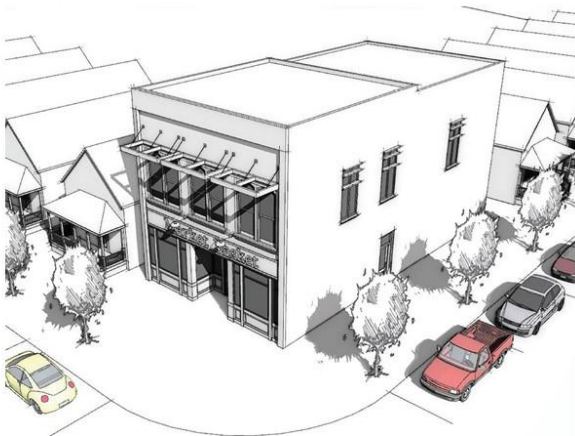


Hillsborough County  
City-County  
Planning Commission

## STAKEHOLDERS

LIKE YOURSELF

# THE CLC



### **The CLC of the Comprehensive Plan was established to ensure that:**

- ❖ residents can satisfy their daily needs for goods and services within a reasonable distance from their dwelling
- ❖ commercial activities are integrated seamlessly into nearby residential neighborhoods
- ❖ new commercial retail which service nearby communities do not necessitate changes to the FLUM



**THE CLC**  
**opportunities for improvement**

- 1** Revise Outdated Language
- 2** Limit the Frequency of Waiver Requests
- 3** Update the CLC to reflect Current Commercial Retail Environment
- 4** Improve the ability of the CLC to ensure a more successful tapering of intensity between nodes and corridors

## RESEARCH & ANALYSIS



### What direction do prior County planning documents provide for this effort?

- Address transportation and access issues
- Accommodate for pedestrian, cyclists, and transit users
- Support the creation/retention of town centers with commercial development
- Implement CLC only where desired by the community

## RESEARCH & ANALYSIS



### How are other notable & comparable communities accomplishing this?

- Few communities permit neighborhood-serving commercial within residential areas
- Where permitted, most communities require a rezoning to a neighborhood commercial district supplemented with additional compatibility, buffering, and locational requirements
- Principles are established within the Comprehensive Plan; Criteria are established within the LDR



# PUBLIC ENGAGEMENT



**Community Idea Wall**  
 Would you love the ability to walk to your neighborhood convenience store? Do you think there is too much retail activity within the your community? Do you have an idea for how best to incorporate commercial activity near your neighborhood? Let us know by posting on the Community Idea Wall!  
 START 28 Sep 2021    END 28 Jan 2022  
 Add Your Idea



**Public Survey**  
 Your input is important to the success of this Study. Please consider taking this brief survey to help us understand your preferences regarding commercial services near your neighborhood.  
 START 28 Sep 2021    END 28 Jan 2022  
 Take The Survey

[tinyurl.com/HillsboroughCLC](https://tinyurl.com/HillsboroughCLC)



Scan Me!

# PUBLIC ENGAGEMENT



PC Briefing

01



Public Workshops

02



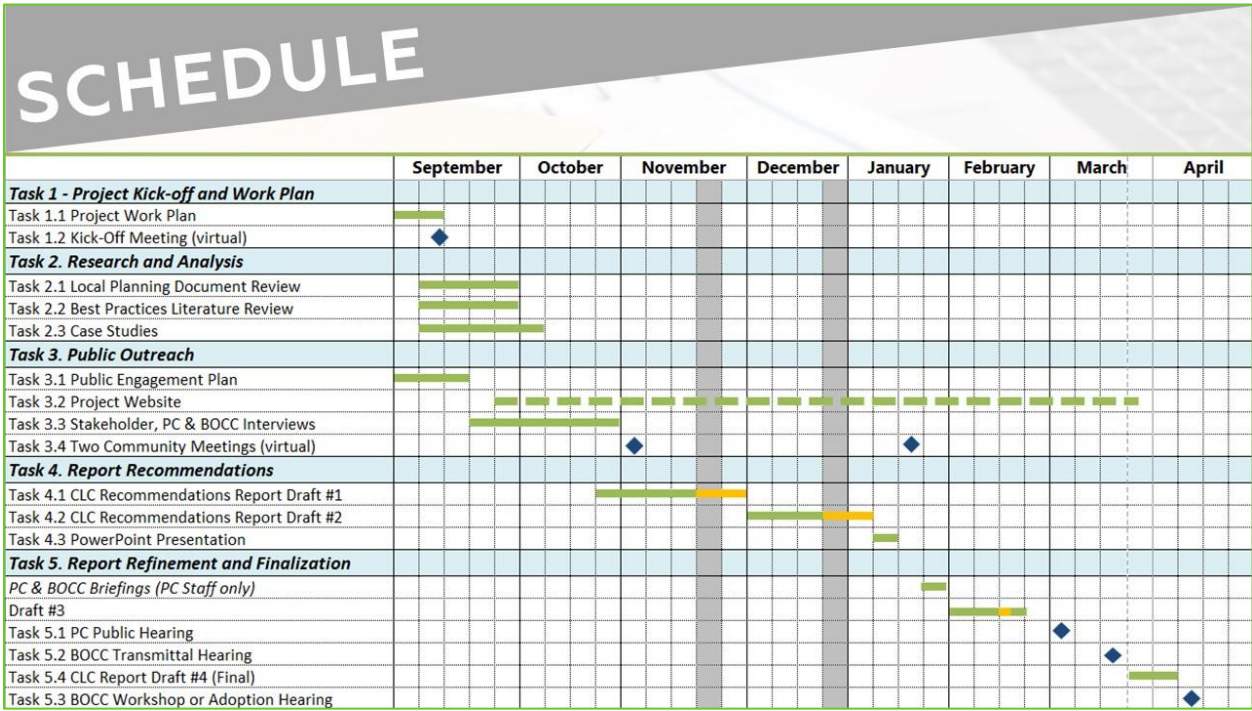
Stakeholder Sessions

03



BOCC Briefings

07



# DISCUSSION

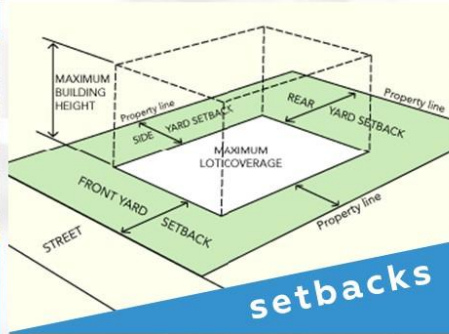
- What are the greatest barriers to new development within the County?
- Were there findings that surprised you in our summary of the Document Review? What about the Literature Review?
- In your experience as a member of the development community, how receptive would suburban residents be to a new neighborhood-serving commercial store opening within/near their neighborhood? How about rural residents?
- Do you feel that all County residents are able to meet their daily needs within a reasonable proximity of their home? If not, what areas are currently underserved?

# DISCUSSION

- As members of the development community, do you feel that mobility requirements for new neighborhood-serving commercial uses ensure adequate accommodations for pedestrians, cyclists, and transit riders within the County?
- Should new neighborhood-serving commercial uses be required to connect to adjacent/nearby residential uses via driveways, trails, and/or sidewalks?
- Besides neighborhood-serving commercial, what other types of uses should be permitted in new developments which are adjacent and/or nearby existing neighborhoods?

# DISCUSSION

- Which of the following site design techniques should have the highest priority when developing neighborhood-serving commercial adjacent to residential development?



Should any other priorities be considered?

# DISCUSSION

- Which of the following *building design* techniques should have the highest priority when developing neighborhood-serving commercial adjacent to residential development?



Should any other priorities be considered?

# NEXT STEPS



- Begin the case study analysis
- Continue the public input process
- Draft the first update to the CLC

