



## COMMUNITY MEETING TWO INFORMATION

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- Date:** Thursday, January 20, 2022 @ 5:30 pm
- Location:** Robert W. Saunders, Sr. Public Library (1505 N Nebraska Ave, Tampa, FL 33602); and Microsoft Teams Virtual Meeting

## COMMUNITY MEETING ATTENDEES

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### *Planning Commission Staff*

- Melissa Lienhard
- Andrea Papandrew
- Karla Llanos
- Priya Nagaraj

### *S&ME, Inc. Staff*

- Patricia Tyjeski
- Nick Hill

### *Meeting Attendees*

- Josephine Amato
- Barbara Fite
- Nathan Hagen
- Noelle Licor
- Lynn Merenda
- Yeneka Mills
- Katherine Oliver

- William O’Shea
- Nicole Sutton
- Tammy Vrana

## COMMUNITY MEETING SUMMARY

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The second Community Meeting for the Unincorporated Hillsborough County Commercial-Locational Criteria (CLC) Study was held both virtually via Microsoft Teams and in-person at the Robert W. Saunders, Sr. Public Library on Thursday, January 20, 2022, from 5:30 pm to 7:00 pm. Planning Commission Staff started the meeting by thanking the participants for their attendance, providing a brief overview of the project’s intent and timeline, and introducing the project consultant, S&ME. Pat Tyjeski, S&ME Project Manager, then took attendees through a presentation which addressed the following topics (note: the slides presented during the meeting are included within the **Meeting Presentation** section of this summary).

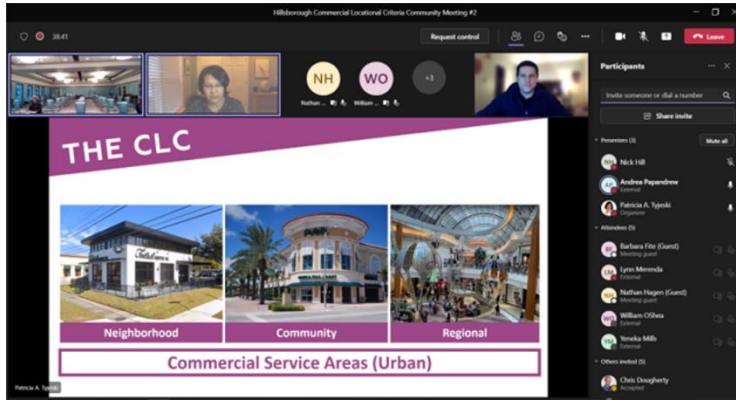
### *The Commercial-Locational Criteria*

Pat began the presentation by reintroducing the Project Team and asking the audience to provide some information about themselves using the *Poll Everywhere* engagement tool, which will allow virtual and in-person attendees to provide their feedback on a series of polls using their phones or computers throughout the presentation. These polling questions (and their results) are included within the **Polling Results** section of this summary.

After the first poll, Pat stated that the CLC is found in Objective 22 of the Future Land Use Element of Hillsborough County Comprehensive Plan. These criteria are intended to allow for neighborhood-level commercial uses which can satisfy the ‘daily needs’ (e.g., fresh foods, health care, professional services, etc.) of residents within a reasonable distance from their dwelling, permit those commercial uses within residential areas without requiring a change to the Future Land Use Map of the Comprehensive Plan (if

they meet the certain parameters), and to ensure that those commercial activities are integrated seamlessly into nearby residential neighborhoods.

Pat explained that commercial uses of varying scales often are designed and accessed differently depending on whether the use is located within an urban, suburban, or rural context. For example, neighborhood commercial activity within urban contexts is often in smaller in size and orient their



primary entrance to the street and sidewalks. Alternatively, that same neighborhood commercial use within a suburban or rural context tend to have larger footprints and orient their primary entrance towards a dedicated surface parking lot. Pat then stated that the Project Team would be looking to improve the design and accessibility requirements of these commercial uses as part of the revisions to the CLC.

Other improvements to the CLC that were being investigated as part of this effort 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.

After this portion of the presentation concluded, Pat started the second poll which asked the audience questions regarding their awareness of the existing CLC provisions within the comprehensive plan and their willingness to walk or bike to neighborhood commercial uses within close proximity to their household.

### Research & Analysis

Pat also explained that the CLC update project continues to be informed by a three-step research and analysis process. The first step was a review of local planning documents to help identify the desires of the community related to the CLC 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 according to the surrounding context.

The second step was a review of best CLC-related practices from a dozen municipalities from across the nation, which 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 of municipalities require rezoning to a neighborhood commercial district supplemented with 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's current CLC provisions.

The final step in this process, a case study analysis, is expected to be completed in the next few weeks and is intended to exemplify how the proposed changes to the CLC would impact the design and connectivity of future commercial developments within the County meeting locational criteria.

### Public Engagement Opportunities

Public engagement opportunities were also discussed during the presentation. The primary engagement method for this effort is the project website which, in addition to hosting a wealth of project-related information, it features a Community Idea Wall for sharing comments about the project and a brief online survey. Public engagement also includes individual interviews and group briefings with members of the Planning Commission and Board of County Commissioners, two community meetings, and three stakeholder workshops. During this discussion, Pat summarized the input received in the public engagement process thus far, particularly the feedback received during the first community meeting and stakeholder workshop series.

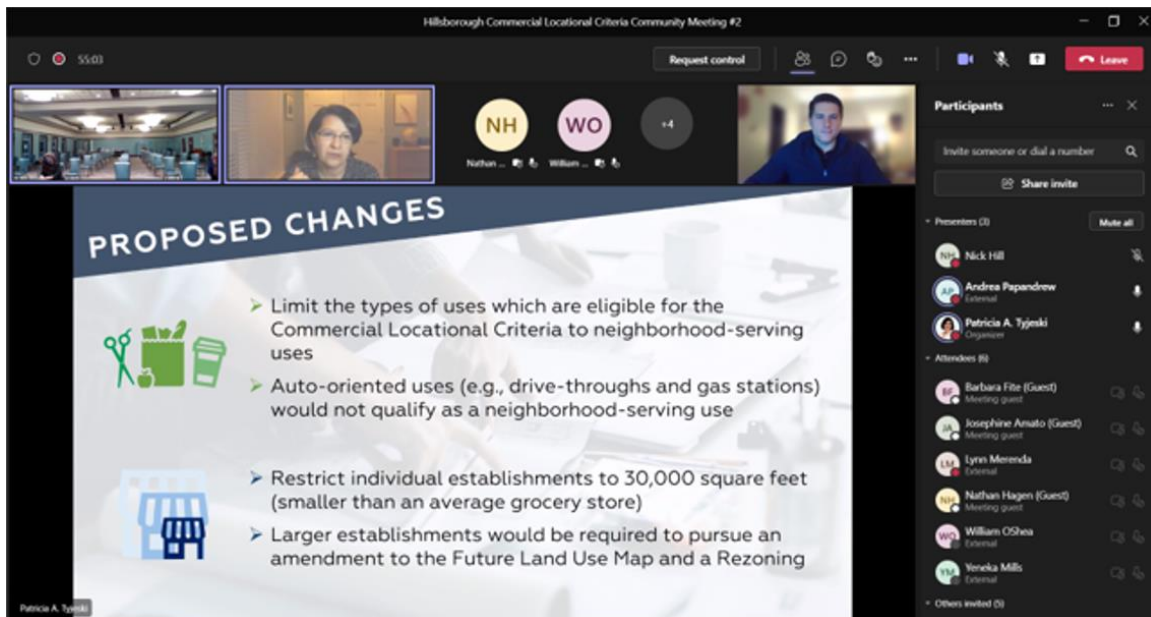
### Proposed Changes

Pat then discussed the proposed changes presented to Planning Commission Staff in the first draft, which has since been uploaded to the project website. The most significant of the proposed changes found in draft #1 are as follows:

- Limit the types of uses which are eligible for receiving the regulatory benefits of the CLC to neighborhood-serving uses
- Prohibit auto-oriented uses (e.g., drive-throughs and gas stations) from qualifying as neighborhood-serving uses under the CLC
- Individual establishments under the CLC would be limited to 30,000 square feet (smaller than an average grocery store) and larger establishments would be required to pursue a future land use map amendment and rezoning
- Eliminate opportunities for waiver requests to the provisions of the CLC
- Projects meeting the CLC would be subject to additional design principles which advance the area's urban form, connectivity, and compatibility

Once this section of the presentation concluded, Pat launched the third and final poll, which asked audience members about the uses that should be permitted and prohibited under the CLC.

### Conclusion & Next Steps



Pat identified that the next steps in the process were to revise and submit the second draft of the revised CLC language based upon the input received from Planning Commission Staff and community meeting attendees by February 1<sup>st</sup>, begin the case study analysis, and prepare for the amendment hearing process (tentatively scheduled for April of 2022). The presentation was concluded by thanking attendees for their participation, reminding them to visit the project website, and offering an opportunity to ask a question or provide their comments on the project. The discussion which followed is summarized below:

- One community member from the southeastern portion of the County expressed frustration with the County's current planned development rezoning and modification process. More specifically, the community member feels that developers are:
  1. Submitting planned development applications for mixed-use neighborhoods with the intent to only develop the commercial portions
  2. Being granted major modifications to existing planned development standards using the minor modification process

Additionally, the community member stated that new regulatory safeguards need to be put in place to address these issues with planned developments within the County and expressed a desire for the County to allow the public to be involved more in the planned development rezoning process to ensure that community character remains intact.

Planning Commission Staff responded that although the agency is not the approving body, the Planning Commission does provide comments to the Board of County Commissioners on all rezoning cases within the County. Staff also responded that they would like to speak offline to address the community member's issues with any specific projects.

- Another community member expressed their discomfort with the lack of public participation in the CLC update process so far and wanted to know if there will be more opportunities for public engagement in the future. The community member was also concerned that the public would not have sufficient time to review the revised CLC language before the hearing process begins. To solve this issue, she recommended conducting more community meetings in individual neighborhoods and communities throughout the County.

Planning Commission Staff responded that it is always challenging to provide a public engagement process which sufficiently meets the scheduling and locational needs of all County residents and that Staff is always available to talk about individual concerns with the CLC project specifically or the County's public engagement processes as a whole. Additionally, the draft language for the CLC revisions will be available on the project website for the public to review at their leisure.

On another note, the community member desires to see long-standing health disparities and inequities addressed by the County as well. Planning Commission Staff stated that leading health officials within the County were invited and participated in the stakeholder workshop series and that addressing these issues continues to be a priority of County Staff.

## POLLING RESULTS

### Poll #1: Understanding Attendees

Hillsborough Commercial Locational Criteria Community Meeting #2

33:45

Request control

Meeting chat

Respond at [PollEv.com/cread280](https://poll-ev.com/cread280)  
Text **CREAD280** to **22333** once to join, then text your message

**What is your zip code?**

33558  
33618  
33647  
34203  
33511  
32806

Meeting chat messages:  
Barbara Fife (Guest) has temporarily joined the chat.  
Lynn Marzola (External) 5:43 PM  
yes  
5:43 PM  
[poll-ev.com/cread280](https://poll-ev.com/cread280)  
Maile Liza (Guest) 5:44 PM  
Ok, thank you. My speaker volume is all the way up so not sure why I can't hear.  
Melissa Linhard (External) 5:44 PM  
Nicole, have you tried logging off and then joining again? Sometimes that helps.  
5:44 PM  
Sometimes plugging in earphones is a quick fix as well

Hillsborough Commercial Locational Criteria Community Meeting #2

35:07

Request control

Meeting chat

Respond at [PollEv.com/cread280](https://poll-ev.com/cread280)  
Text **CREAD280** to **22333** once to join, then **A, B, C, or D**

**I live in the County, in what I consider a(n):**

Option	Percentage
A	17%
B	33%
C	0%
D	50%

I don't live in Hillsborough County

Meeting chat messages:  
Barbara Fife (Guest) has temporarily joined the chat.  
Lynn Marzola (External) 5:43 PM  
yes  
5:43 PM  
[poll-ev.com/cread280](https://poll-ev.com/cread280)  
Maile Liza (Guest) 5:44 PM  
Ok, thank you. My speaker volume is all the way up so not sure why I can't hear.  
Melissa Linhard (External) 5:44 PM  
Nicole, have you tried logging off and then joining again? Sometimes that helps.  
5:44 PM  
Sometimes plugging in earphones is a quick fix as well

Poll #2: CLC Awareness and Transportation Preferences

Hillsborough Commercial Local Criteria Community Meeting #2

44:30

Request control

Participants

Invite someone or dial a number

Share invite

Presenters (3)

Mute all

Nick Hill

Andrea Papandrew

Patricia A. Tyjnski

Attendees (9)

Barbara Fife (Guest)

Lynn Merenda

Nathan Hagen (Guest)

William OShea

Yonika Mills

Others invited (0)

Chic Dougherty

Respond at [PollEv.com/cread280](https://poll-ev.com/cread280)

Text CREAD280 to 22333 once to join, then A, B, or C

Were you aware that a property owner in a residentially designated area could apply to rezone to neighborhood commercial (if located at a major intersection) without requiring a change to the Future Land Use Map?

Yes	A	80%
No	B	20%
Not sure what that means	C	

Patricia A. Tyjnski

Hillsborough Commercial Local Criteria Community Meeting #2

45:39

Request control

Participants

Invite someone or dial a number

Share invite

Presenters (3)

Mute all

Nick Hill

Andrea Papandrew

Patricia A. Tyjnski

Attendees (9)

Barbara Fife (Guest)

Lynn Merenda

Nathan Hagen (Guest)

William OShea

Yonika Mills

Others invited (0)

Chic Dougherty

Respond at [PollEv.com/cread280](https://poll-ev.com/cread280)

Text CREAD280 to 22333 once to join, then A, B, or C

I live in a relatively URBAN AREA of the County and would like to be able to safely walk or bike to a nearby store for groceries, personal services, medicines or to eat at a small restaurant.

Yes	A	20%
No	B	
I don't live in an urban area or in Hillsborough County	C	80%

Patricia A. Tyjnski

Hillsborough Commercial Localities Criteria Community Meeting #2

46:02

Request control

Participants

Invite someone or dial a number

Share invite

Presenters (3) Mute all

- Nick Hill
- Andrea Papandrew
- Patricia A. Tyjnski

Attendees (9)

- Barbara Fife (Guest)
- Lynn Merenda
- Nathan Hagen (Guest)
- William O'Shea
- Yonoka Mills

Others invited (1)

- Chris Dougherty

Respond at [PollEv.com/cread280](https://PollEv.com/cread280)

Text **CREAD280** to **22333** once to join, then **A, B, or C**

**I live in a relatively SUBURBAN AREA of the County and would like to be able to safely walk or bike to a nearby store for groceries, personal services, medicines or to eat at a small restaurant.**

Yes	<b>A</b>	50%
No	<b>B</b>	
I don't live in a suburban area or in Hillsborough County	<b>C</b>	50%

Patricia A. Tyjnski

Hillsborough Commercial Localities Criteria Community Meeting #2

46:53

Request control

Participants

Invite someone or dial a number

Share invite

Presenters (3) Mute all

- Nick Hill
- Andrea Papandrew
- Patricia A. Tyjnski

Attendees (9)

- Barbara Fife (Guest)
- Lynn Merenda
- Nathan Hagen (Guest)
- William O'Shea
- Yonoka Mills

Others invited (1)

- Chris Dougherty

Respond at [PollEv.com/cread280](https://PollEv.com/cread280)

Text **CREAD280** to **22333** once to join, then **A, B, or C**

**I live in a relatively RURAL AREA of the County and would like to be able to safely walk or bike to a nearby store for groceries, personal services, medicines or to eat at a small restaurant.**

Yes	<b>A</b>	
No	<b>B</b>	
I don't live in a rural area or in Hillsborough County	<b>C</b>	100%

Patricia A. Tyjnski

Hillborough Commercial Locational Criteria Community Meeting #2

47:56

Request control

Participants

Invite someone or dial a number

Share invite

Presenters (0) Mute all

- Nick Hill External
- Andrea Papandrew External
- Patricia A. Tyjnski Organizer

Attendees (0)

- Barbara Fife (Guest) Meeting guest
- Lynn Merenda External
- Nathan Hagen (Guest) Meeting guest
- William O'Shea External
- Yvanka Mills External

Others invited (0)

- Chris Dougherty Accepted

Respond at [PollEv.com/cread280](https://poll.com/cread280)

Text CREAD280 to 22333 once to join, then A, B, or C

**If you had a small grocery store or drug store just outside your neighborhood, would you want to be able to get to it through your neighborhood (walking or biking) instead of having to go out to the major roadways?**

Yes	A	100%
No	B	
Indifferent	C	

Patricia A. Tyjnski



Poll #3: Permitted and Prohibited Uses

Hillsborough Commercial Localational Criteria Community Meeting #2

01:00:14

Request control

Meeting chat

Respond at [PollEv.com/cread280](https://poll.ev.com/cread280)  
Text CREAD280 to 22333 once to join, then A, B, C, D, E...

**If you agree that some commercial uses should locate within easy access to residents, should any of the following uses be ALLOWED (check all that apply)?**

Use	Percentage
A Small grocery stores (<30,000 sq. ft.)	100%
B Large grocery stores (>30,000 sq. ft.)	100%
C Small retail stores (<30,000 sq. ft.)	100%
D Large retail stores (>30,000 sq. ft.)	100%
E Drug stores	17%
F Offices (medical, legal insurance and similar)	100%
G Convenience stores without gas pumps	17%
H Restaurants without drive-through windows	17%
I Bars	4%
J Liquor stores	
K Gas stations	
L Personal storage	
M Drive-through facilities	
N Don't want any commercial near my neighborhood	

Meeting chat messages:

- temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Neville Lizar (Guest) has temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Neville Lizar (Guest) has temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Oliver Katherine A has temporarily joined the chat.
- Jessamine Amato (Guest) has temporarily joined the chat.

This message has been deleted. Undo.

If you just joined, please visit [poll.ev.com/cread280](https://poll.ev.com/cread280) to participate in the vote.

If you just joined, please visit [poll.ev.com/cread280](https://poll.ev.com/cread280) to participate in the vote.

Type a new message

Hillsborough Commercial Localational Criteria Community Meeting #2

01:02:22

Request control

Meeting chat

Respond at [PollEv.com/cread280](https://poll.ev.com/cread280)  
Text CREAD280 to 22333 once to join, then A, B, C, D, E...

**If you agree that some commercial uses should locate within easy access to residents, should any of the following uses be PROHIBITED (check all that apply)?**

Use	Percentage
A Small grocery stores (<30,000 sq. ft.)	0%
B Large grocery stores (>30,000 sq. ft.)	0%
C Small retail stores (<30,000 sq. ft.)	0%
D Large retail stores (>30,000 sq. ft.)	100%
E Drug stores	0%
F Offices (medical, insurance, legal and similar)	0%
G Convenience stores without gas pumps	0%
H Restaurants without drive-through windows	0%
I Bars	13%
J Liquor stores	13%
K Gas stations	0%
L Personal storage	13%
M Drive-through facilities	0%
N Don't want any commercial near my neighborhood	

Meeting chat messages:

- temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Neville Lizar (Guest) has temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Neville Lizar (Guest) has temporarily joined the chat.
- Neville Lizar (Guest) no longer has access to the chat.
- Oliver Katherine A has temporarily joined the chat.
- Jessamine Amato (Guest) has temporarily joined the chat.

This message has been deleted. Undo.

If you just joined, please visit [poll.ev.com/cread280](https://poll.ev.com/cread280) to participate in the vote.

If you just joined, please visit [poll.ev.com/cread280](https://poll.ev.com/cread280) to participate in the vote.

Type a new message

## MEETING PRESENTATION



## AGENDA

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



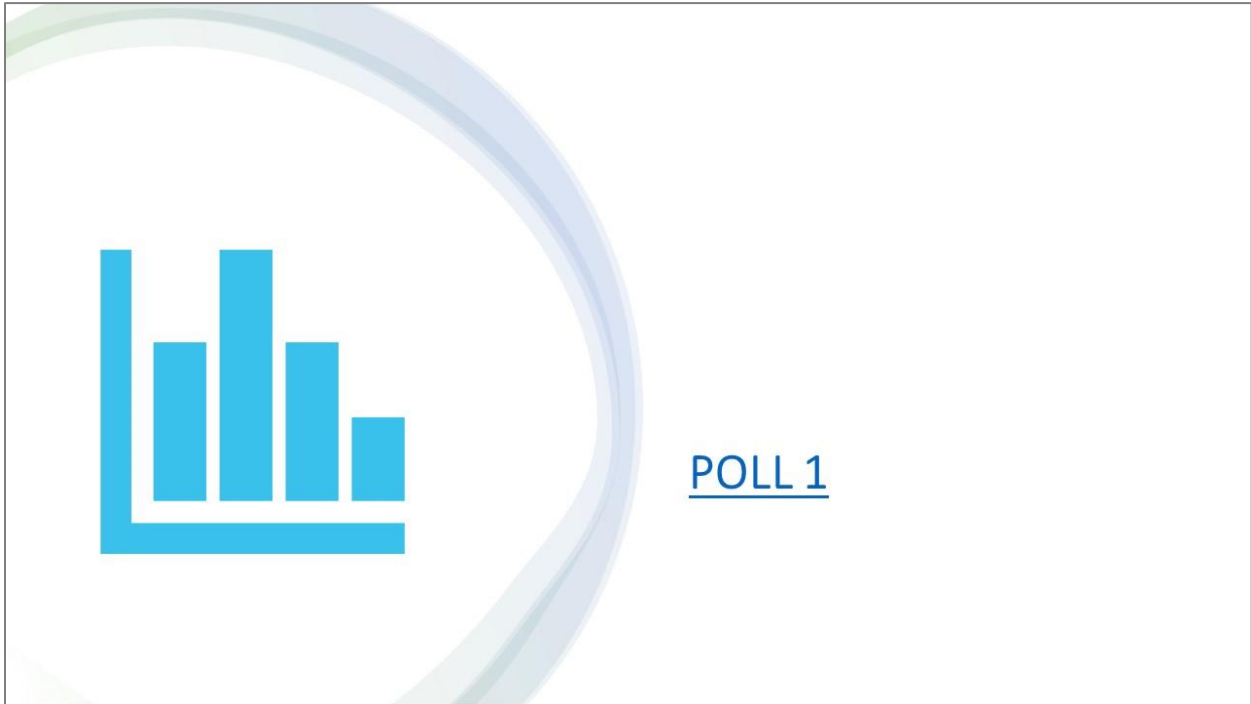
**VISIT:**

[POLLEV.COM/CREAD280](https://pollev.com/cread280)

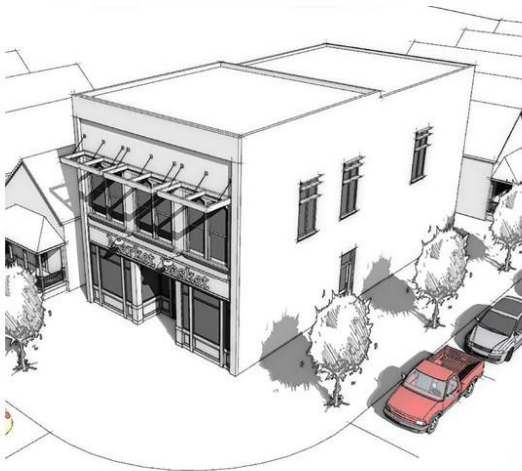


**POLLING  
INSTRUCTIONS**





## THE CLC



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

- ❖ residents can meet their **daily needs** for goods and services within a reasonable distance from their neighborhood
- ❖ commercial activities are integrated seamlessly into nearby residential neighborhoods
- ❖ new commercial which services nearby neighborhoods do not require a Comprehensive Plan amendment

# THE CLC

Daily needs typically include...



Fresh Foods



Prof. Services



Health Care



Restaurants

# THE CLC



Neighborhood



Community



Regional

Commercial Service Areas (Urban)

# THE CLC



Neighborhood



Community



Regional

## Commercial Service Areas (Suburban)

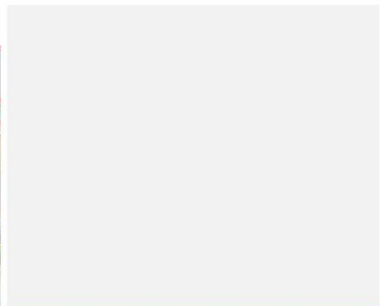
# THE CLC



Neighborhood



Community



Regional

## Commercial Service Areas (Rural)

# THE CLC



## POLL 2



## THE CLC

### opportunities for improvement

- 1 Revise outdated language
- 2 Assess need for waiver requests
- 3 Reflect the current realities of the commercial marketplace and the community's desire for more pedestrian/bicycle/transit opportunities
- 4 Ensure standards are in place to require a more harmonious integration into nearby neighborhoods

## 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
- Implement CLC only in locations desired by the community



## RESEARCH & ANALYSIS



Best Practices  
Literature Review

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

- Few communities permit neighborhood-serving commercial within residential areas
- Where permitted, most communities require a commercial rezoning 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](#)

**ENDS JAN 28, 2022**

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

## PUBLIC ENGAGEMENT



PC Briefing

01



Public Workshops

02



Stakeholder Sessions

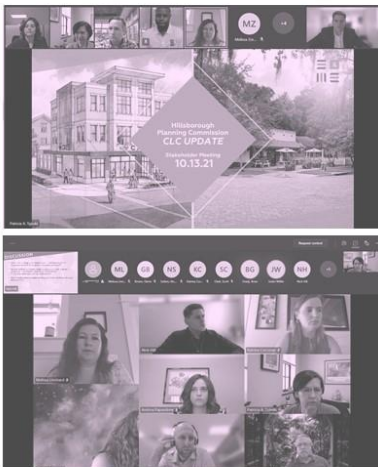
03



BOCC Briefings

07

## STAKEHOLDER INTERVIEWS



- Requirements for **accessibility** and **connectivity** for new development must be **context sensitive**
- Identify opportunities for the CLC to **address communities unable to meet their daily needs**
- Residents are **willing to walk** to meet their daily needs if pedestrian facilities are readily available
- Empower communities to determine the **appropriateness of the CLC within their neighborhoods**

# PUBLIC WORKSHOP



Tell us about the area where you live in Hillsborough County:

- I live in a rural area
- I live in a suburban area
- I live in an urban area
- I don't live in Hillsborough County

Submit Vote

Area	Percentage	Count
I live in a rural area	0%	(0)
I live in a suburban area	19%	(1)
I live in an urban area	33%	(2)
I don't live in Hillsborough County	50%	(3)

- Revisions to the CLC should not conflict with the provisions of individual Community Plans, some of which address the protection of rural areas
- Residents are often unable to meet their daily needs within a reasonable distance of their home
- Residents would generally appreciate more opportunities to safely walk to their destinations
- New commercial uses should connect to neighborhoods via driveways, trails, and sidewalks
- Buffers are highly desired by residents when new commercial uses are developed adjacent to homes

# PROPOSED CHANGES



- Limit the types of uses which are eligible for the Commercial Locational Criteria to neighborhood-serving uses
- Auto-oriented uses (e.g., drive-throughs and gas stations) would not qualify as a neighborhood-serving use



- Restrict individual establishments to 30,000 square feet (smaller than an average grocery store)
- Larger establishments would be required to pursue an amendment to the Future Land Use Map and a Rezoning

## PROPOSED CHANGES



Eliminate opportunities for waiver requests to the Commercial Locational Criteria



Projects meeting the Commercial Locational Criteria would be subject to additional design standards which advance the area's **urban form**, **connectivity**, and **compatibility**



## NEXT STEPS



- Revise Draft CLC Language (draft #2 due Feb. 1)
- Begin the Case Study Analysis
- Prepare for PC & BOCC Hearings (tentatively scheduled for April)

## CONTACT US

**Andrea  
Papandrew**

Planning Commission  
Planner II



[papandrewa@plancom.org](mailto:papandrewa@plancom.org)



(813) 665-1331



**Public Input Website**

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



**County Project Website**

[https://planhillsborough.org/  
commercial-locational-criteria-study](https://planhillsborough.org/commercial-locational-criteria-study)

