

COMMUNITY MEETING THREE INFORMATION

Date: Thursday, June 2, 2022 @ 6:00 pm
Format: Microsoft Teams Virtual Meeting

COMMUNITY MEETING ATTENDEES

Planning Commission Staff

1. Melissa Lienhard
2. Jillian Massey
3. Andrea Papandrew

S&ME, Inc. Staff

4. Patricia Tyjeski
5. Nick Hill

Meeting Attendees

6. Barbara Aderhold
7. Isabelle Albert
8. Mike Atherton
9. James Atkinson
10. Elizabeth Belcher

11. Kami Corbett
12. Gerald Cosentino
13. Jake Cremer
14. Joe Duncan
15. Barbara Fite
16. Jeanne Holton Carofel
17. Todd Josko
18. Hillary Kasajian
19. Steven Kasajian
20. Ronnie King
21. Sunny Lambert
22. Clara Lawhead
23. Janise Man-Son-Hing
24. Ryan Manasse

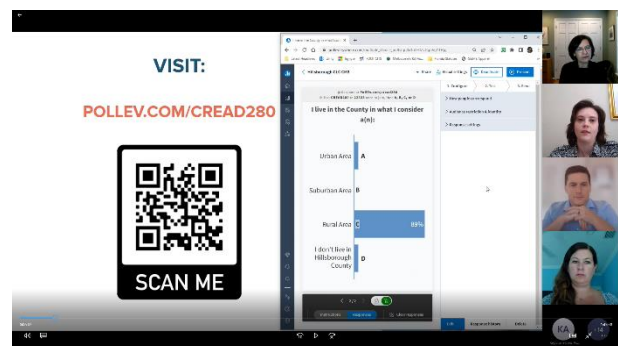
25. Sam Martinez
26. Zul Martinez
27. Jan Nelson
28. Kim Santiesteban
29. Anthony Vallone
30. Heather Velez
31. Scott Velez
32. Chris Walch
33. Elizabeth White
34. Kystian Wloch
35. Dawn Wood
36. Charles Wright
37. Susan Wright
38. Yvonne Stoker

COMMUNITY MEETING SUMMARY

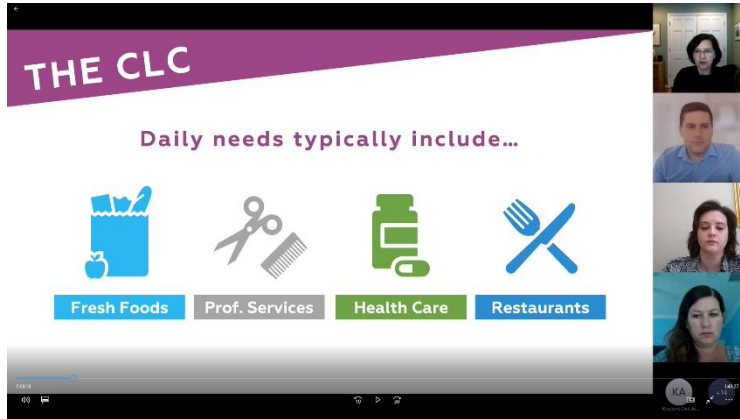
The third Community Meeting for the Unincorporated Hillsborough County Commercial-Locational Criteria (CLC) Study was held virtually via Microsoft Teams on Thursday, June 2, 2022, from 6:00 pm to 8:00 pm. Planning Commission Staff started the meeting by thanking the participants for their attendance, 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 (the slides of which are included within the **Meeting Presentation** section of this summary) which addressed the following topics:

The Commercial-Locational Criteria

Pat began the presentation by reintroducing the Project Team and polling the audience (using the Poll Everywhere software) on their home zip code and the development pattern which best represented their community, given the options of *rural*, *suburban*, and *urban*. After the poll concluded, Pat stated 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: (1) allow for neighborhood-level commercial uses which can satisfy the 'daily needs' (e.g., fresh foods, health care, professional services, restaurants, etc.) of residents within a reasonable distance from their dwelling, (2) permit those commercial uses within residential areas without requiring a change to the Future Land Use Map (FLUM) of the Comprehensive Plan (if they meet the certain parameters), and (3) to ensure that those commercial activities are integrated seamlessly into nearby residential neighborhoods.



Pat explained that commercial uses of varying scales are often 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

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 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, accommodating alternative modes of transportation, and ensuring a more successful tapering of intensity between nodes and corridors.

Research & Analysis

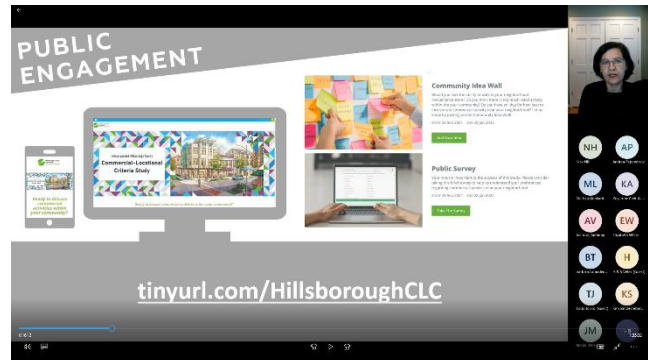
Pat also explained that the CLC update project continues to be informed by a three-step research and analysis process. The first step was a review of local planning documents to help identify the desires of the community related to the CLC update, such as: addressing transportation and access issues, 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 scattered across the nation. This effort 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 a 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 to best 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

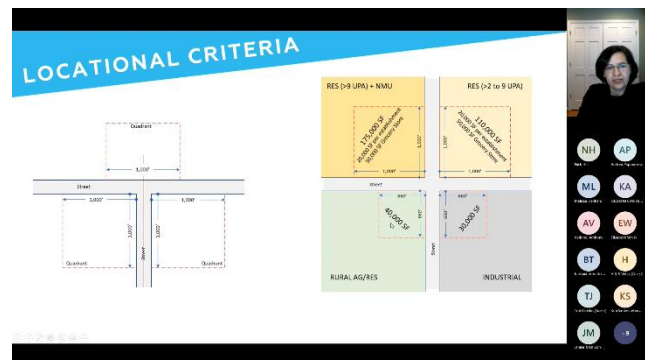
Public engagement opportunities were also discussed during the presentation. The primary engagement method for this effort is the project website which, in addition to hosting a wealth of project-related information, featured a Community Idea Wall for sharing comments about the project and an online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



Proposed Changes Summary

Pat then discussed the latest iteration of the proposed changes to the CLC—the most significant of which 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-through facilities and gas stations) from qualifying as neighborhood-serving uses under the CLC
- Restrict individual establishments to 20,000 sq. ft. (slightly larger than a drug store), but allow grocery stores up to 50,000 sq. ft.; developments exceeding this threshold would need to pursue a Future Land Use Map amendment and a rezoning
- Require new developments which meet the provisions of the CLC to meet design requirements which advance sustainable development form, connectivity, and compatibility
- Refine waiver requirements for building placement and the distance between existing commercial nodes
- Adopt a new mixed-use future land use category to accommodate future commercial developments that do not meet the provisions of the CLC
- Require consistency with the community plans contained within the Livable Communities Element and clarify that the provisions of the CLC do not supersede the locational requirements outlined in individual community plans
- Add a summary table to Objective 22 which further clarifies the relationships between commercial scales, future land use, zoning, development potential, and locational requirements



Locational Criteria Provisions

Developments subject to the current locational criteria must consider the classification of the roadways at the nearest intersection, as shown on the adopted Highway Cost Affordable Long Range Transportation Plan Map. However, this map is now outdated, which has often resulted in excessive

waiver requests from developers. The latest draft replaces the Highway Cost Affordable Long Range Transportation Map with the Hillsborough County (and FDOT) Context Classification Map, which is more appropriate when determining where, how, and to what extent, new commercial facilities should be developed within the community.

The latest draft also revises the maximum square footage and allowable distances from qualifying intersections, as well as the minimum distance required between commercial nodes. These maximum and minimum standards have been adjusted to place greater consideration on the character of the surrounding area based upon the future land use designations within each node and the context classifications of adjacent roadways. Additionally, the latest draft also includes new and revised requirements for building placement and design, site access, circulation, compatibility, and properties located within special districts.

Next Steps

Pat identified that the next steps in the process were to (1) revise and submit another draft of the revised CLC language based upon the input provided by the public and staff, (2) continue the case study analysis, and (3) prepare for the amendment hearing process (tentatively scheduled for August through October of this year). The presentation was concluded by thanking attendees for their participation, reminding them to visit the project website, and offering an opportunity to ask questions or provide their comments on the project.

Discussion

The discussion that followed has been summarized, reordered, and reworded for improved clarity and readability, where applicable. Questions and comments provided by members of the public are provided in **bold**, while responses from Planning Commission Staff and S&ME are shown in normal font.

Will there be any further in-person community meetings regarding this project?

This is the last of three community meetings for this project. Recordings and summaries for each of the prior community meetings for this effort are available on the project website (https://smeinc.mysocialpinpoint.com/hillsborough_clc). Additionally, revisions to the CLC will be required to go through the public hearing process which will provide further opportunities for public comment. We will also make sure the final draft is available for review on the project website prior to adoption.

This presentation appears to assume that only retail establishments are subject to commercial locational criteria.

The CLC would also apply to office use, as secondary to commercial; residential support uses such as a day care centers and churches would not be subject to the requirements of the CLC.

Why does the proposed draft discourage the proliferation of drive-through facilities in residential areas of the community? I happen to like the drive-thru restaurant close to my house.



Drive-through facilities are already permitted in various areas throughout the County. One of the goals of this effort is to ensure that neighborhood-serving commercial uses would be able to locate closer to residents to better serve their daily needs. To help mitigate the potentially harmful impacts from development on nearby residents, the latest draft limits the development of commercial uses which primarily cater to motor vehicles, such as drive-through facilities.

I am also concerned with the idea of eliminating drive-through facilities, as some residents may not be able to walk or bike to their destination and thus, may prefer or need to use their car to access foods, goods, or services. Therefore, I would discourage the County from prohibiting drive-through facilities, but instead require stricter landscaping and buffer standards for these uses.

Thank you for sharing your concern. Please note that drive-through facilities would still be permitted on properties which are currently zoned for such uses.

Did your study examine the impacts of e-commerce on the success of brick-and-mortar retail?

Although the prevalence of e-commerce continues to rise in our daily lives, we also understand that residents will continue to shop locally—particularly when attempting to meet their daily needs for fresh foods, medication, and other similar items. Ideally, this effort will make it easier for residents to meet their daily needs by purchasing goods and services at local businesses close to their homes.

Could a developer request a waiver to the distance-from-the-intersection requirements found within the CLC today?

That is correct. However, that does not mean the request will be approved. For example, if the request is seeking relief from the distance requirements within the rural area, the County may deny the waiver request based on compatibility concerns.

Medical providers are already struggling to find sites for their facilities within the County. I am concerned that limiting the square footage of medical uses and designating them as a secondary use within the CLC would likely make it harder to locate a new facility within the County.

The focus of this study is to give to make it easier for smaller-scale commercial

uses which meet the daily needs of residents to locate closer to new and existing neighborhoods. If a medical provider wishes to develop a site for a medical use but does not meet the provisions of the CLC, they will still be able to request a change the County's future land use and zoning maps.

Will the adoption of the revised CLC impact properties that are already developed as a commercial use?

Unless the owner of a commercial property within an applicable FLU designation desires to expand or redevelop their facility after the new CLC provisions are adopted, the revised CLC provisions will not impact current commercial developments operating within the County.

The image shows a presentation slide with a green header that says "CONTACT US". Below the header, there are two contact cards. The first card is for Melissa Lienhard, AICP, Executive Planner, with her email (lienhardm@plancom.org) and phone number ((813) 547-4364). The second card is for Andrea Papandrew, Planning Commission Planner II, with her email (papandrewa@plancom.org) and phone number ((813) 665-1331). To the right of these cards are two QR codes. The top QR code is labeled "Public Input Website" with the URL Tinyurl.com/HillsboroughCLC. The bottom QR code is labeled "County Project Website" with the URL https://planhillsborough.org/commercial-locational-criteria-study. At the bottom right of the slide, it says "THANK YOU!". On the right side of the slide, there is a vertical strip of four small video call thumbnails showing different people.

Was a traffic study conducted for this Study?

No traffic study was conducted for the CLC update process.

If someone requests a rezoning that is potentially in conflict with the provisions of a community plan, will the request be rejected outright or will it be allowed to continue with the hearing process?

Each rezoning request will be examined against the contents of any applicable community plan on a case-by-case basis. If the request is found to be inconsistent with the applicable community plan, then Planning Commission Staff will likely not recommend the rezoning application for approval during the hearing process.

I am concerned with a proposed development project because I feel it is inconsistent with our community plan. Is this the appropriate venue to discuss my concern with that project?

Please reach out to Planning Commission Staff directly to speak about individual rezoning requests. Just a reminder, the latest draft to the CLC ensures that any development which meets the locational criteria outlined in Objective 22 must also be consistent with contents of any applicable community plan.

Can Planning Commission Staff change the contents of community plans without a public hearing?

No, they cannot. Community plans in Hillsborough County are part of an adopted element of the comprehensive plan. Therefore, any amendments to their contents would require a text amendment to the comprehensive plan, which would necessitate multiple public hearings, regardless of who initiates the amendment.

What power do homeowners associations have to prevent proposed developments on privately-owned land?

If the homeowners' association does not own the property, they are not granted the power to determine what can and cannot be built onsite. However, all members of the public are permitted to participate in the public hearing process to voice their concerns for a proposed development. Anyone that is concerned with a proposed development can also reach out to Planning Commission Staff directly. The purpose of the CLC is not to allow commercial inside established residential subdivisions.

As someone representing a rural community in the County, I am concerned with allowing 40,000 square feet of commercial activity in agricultural and low-density residential areas of the County.

Noted. We will look at that provision in future revisions.

Are you altering the urban and rural service areas as part of this effort?

These boundaries (and all associated policies within the comprehensive plan) will not be amended as part of this project.

How did the County determine which uses should be allowed to be developed close to residential neighborhoods? Was it based upon a needs analysis or a market study?

No needs or market analysis was conducted as part of this effort. However, we do know that not all commercial uses and scales are appropriate to locate within close proximity to residential development. For example, uses which generate lots of noise, lights, or traffic, such as regional furniture stores (i.e., IKEA), should not be located next to low-density residential communities, but a small coffee shop or nail salon (which generate minimal impacts) would be more appropriate for the same area.

MEETING PRESENTATION



AGENDA

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



VISIT:

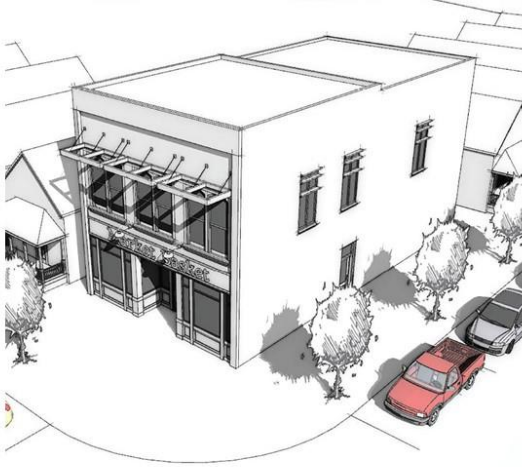
[POLLEV.COM/CREAD280](https://pollev.com/cread280)



**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)

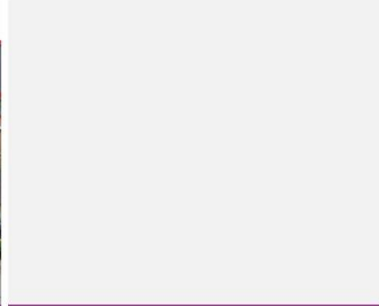
THE CLC



Neighborhood



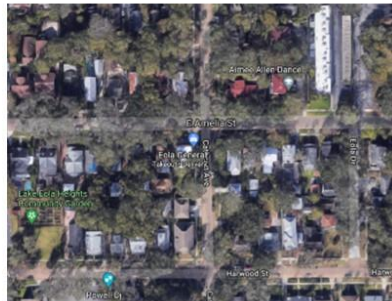
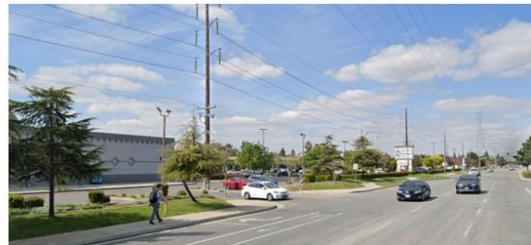
Community



Regional

Commercial Service Areas (Rural)

THE CLC



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 rezoning to a commercial district supplemented with additional compatibility, buffering, and locational requirements
- Principles are established within the Comprehensive Plan; standards 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

PUBLIC ENGAGEMENT



PC Briefing

02



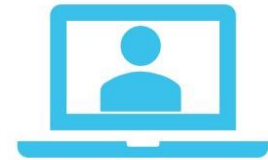
Comm Meetings

03



Stakeholder Sessions

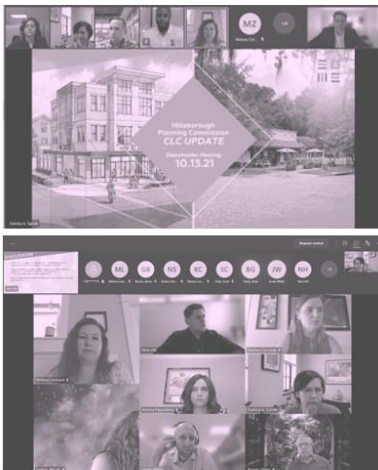
03



BOCC Briefings

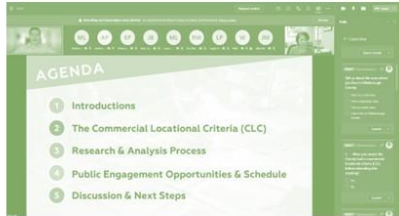
07

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**

COMMUNITY MEETINGS



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

- I live in a rural area
- I live a suburban area
- I live 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 a suburban area	16%	(1)
I live 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 suburban residents when new commercial uses are developed adjacent to homes

PROPOSED CHANGES



- Limit the types of uses which are eligible to locate in Residential areas 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 20,000 sq. ft. (slightly larger than a drug store), but allow grocery stores up to 50,000 sq. ft.
- Larger establishments would need to pursue an amendment to the Future Land Use Map before the Rezoning



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

PROPOSED CHANGES



Specify eligible waiver requests:

- Building placement
- Distance from other nodes



Proposing a new Mixed-Use Future Land Use Category to accommodate commercial uses that do not meet the CLC



Require consistency with the Community Plans contained in the Livable Communities Element (CLC does not supersede those plans)

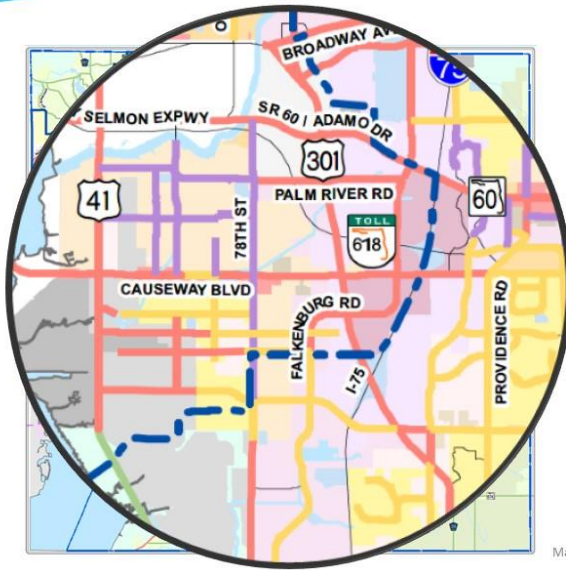
PROPOSED CHANGES

Hillsborough County CLC

	FLU	Commercial Zoning (Uses)	Roads (minimum classification)	Lanes (min)	Distance (+75% rule)	FAR / Density	Max. GFA Allowed per Quad	Max GFA per Tenant
NEIGHBORHOOD	LI, LI-P, HI, CRP	CN (limited per Policy 22.3.a)	Context Classified Road/Major Local	2	660'	0.75 / NA	30,000	NA
	AM, A, AR	CN (limited per Policy 22.3.a) + commercial ag uses (per Policy 30.5)	Context Classified Road/Major Local	2	660'	0.25	40,000	NA
	AE							
	RES-1							
	RES-2							
	RP-2	CN (limited per Policy 22.3.a)	Context Classified Road/Major Local	2	1,000'	0.25	110,000	20,000 (50,000 grocery stores)
	RES-4							
	RES-6							
	RES-9	CN, CG	Context Classified Road/Major Local	2	1,000'	0.25	175,000	NA
NMU-4*								
NMU-6*								
COMMUNITY	SMU-6	CN, CG, CI, M	Context Classified Road/Major Local	2	1,000'	0.25	175,000	NA
	RES-12	CN, CG, CI, M	Context Classified Road/Major Local	2	1,000'	0.35	175,000	NA
	RES-16							
	RES-20							
	RES-35							
	OC-20	CN, CG, CI	NA	NA	NA	0.35 (0.75 non-retail)	350,000	NA
	CMU-12	CN, CG, CI, M	NA	NA	NA	0.5 FAR	650,000	NA
UMU-20	CN, CG, CI, M	NA	NA	NA	1.0	Per FAR	NA	
ICMU-35	CN, CG, CI, M				2.0			
RMU-35	CN, CG, CI, M				2.0			

* In these mixed-use districts, single use neighborhood commercial developments meeting the Neighborhood Commercial Locational Criteria do not require a rezone to PD or a mix of uses.

LOCATIONAL CRITERIA



HILLSBOROUGH COUNTY CONTEXT CLASSIFICATION OF COUNTY ARTERIAL AND COLLECTOR ROADS

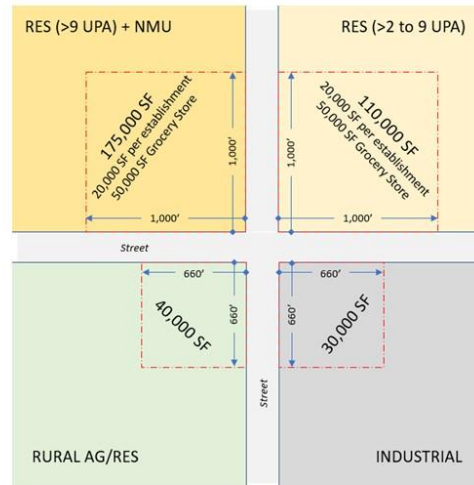
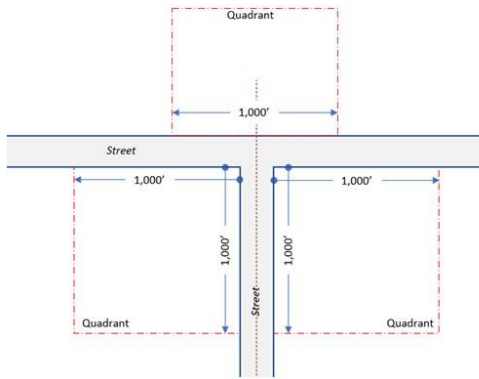
- RURAL [C1 & C2]
- SUBURBAN COMMERCIAL [C3C]
- SUBURBAN RESIDENTIAL [C3R]
- SUBURBAN TOWN [C3T]
- URBAN GENERAL [C4]

FDOT CONTEXT CLASSIFICATION

- [C1 & C2]
- [C2T]
- [C3C]
- [C3R]
- [C4]
- [C5]
- [C6]

Map used for illustrative purposes only

LOCATIONAL CRITERIA



- 1 mile separation if the node is located along a road classified as Suburban Residential within the Urban Service Area.
- 2 miles if located within a Rural, Industrial or Agriculture Future Land Use category.

LOCATIONAL CRITERIA

- Building Placement
- Site Access & Circulation
- Compatibility
- Building Design
- Special Districts

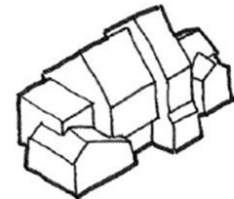


Renderings used for illustrative purposes only

LOCATIONAL CRITERIA

Building Design

- Massing
- Facades design/articulation
- Fenestration percentages
- Landscaping/ Screening
- Lighting
- Low Impact Development practices (e.g., green roofs, rain gardens, rain cisterns, or other design techniques)



NEXT STEPS



- Revise Draft CLC Language
- Begin the Case Study Analysis
- Prepare for PC & BOCC Hearings (tentatively scheduled for August-October)

CONTACT US

Melissa Lienhard, AICP
Planning Commission
Executive Planner




lienhardm@plancom.org 
(813) 547-4364 



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

Andrea Papandrew
Planning Commission
Planner II



papandrewa@plancom.org 
(813) 665-1331 



County Project Website
<https://planhillsborough.org/commercial-locational-criteria-study>

THANK YOU!

