



STAKEHOLDER INTERVIEW SESSION TWO INFORMATION

Date: Tuesday, October 19, 2021 @ 11:00 AM

Location: Microsoft Teams Virtual Meeting

INTERVIEW SESSION SUMMARY

The second Stakeholder Interview Session for the Unincorporated Hillsborough County Commercial-Locational Criteria (CLC) Study was held virtually on Tuesday, October 19, 2021, from 11:00 am to 12:15 PM. Melissa Lienhard, Unincorporated Hillsborough County Liaison, started the meeting by briefly introducing the project and the Session's presenter, Nick Hill. Nick then took attendees through a presentation addressing 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 Potential improvements identified included revising outdated language, identifying ways to minimize the need for waiver requests, reflecting the realities of the current retail environment, accommodating alternative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 S&ME drafts new language for the CLC. The first two steps, which include reviews of both local planning documents and best practices from across the nation, are nearing completion. 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 final step in this 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) 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 remaining stakeholder interview session, 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

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 below and are organized by general topic area.

Accessibility, Connectivity, and Mobility

- The relationship between transportation and land use warrants further analysis and discussion within the County—particularly as it pertains to zoning practices. Higher densities, intensities, and uses should only be permitted in locations which are already (or are planned to be) served by infrastructure and services supportive of multi-modal activity

- The County should investigate overhauling its accessibility requirements for nonresidential uses, as these standards often affect the development and growth of the County's transportation network as much as land use
- New commercial projects should generally be required to locate near intersections, as pedestrians may try to jaywalk across dangerous corridors if the use is located mid-block
- Future updates to the CLC must take into consideration the availability and proximity of transit stops for new commercial uses which serve the daily needs of nearby households
- Considerations for connectivity must be made regarding the size and scale of the proposed commercial use. For example, it may be appropriate to provide a connection into an adjacent neighborhood for a coffee shop or a small convenience store, but the same connection would likely be inappropriate for a big-box retailer or major grocery store
- Significant residential density is essential to supporting an efficient and effective public transit system within the County
- Although pedestrian amenities are generally safer and more widespread throughout the County than bicycle facilities, the travel time is often longer, which is a significant barrier when attempting to discourage the use of vehicles for shorter trips

Equity Considerations

- A question was asked regarding the consideration of Plan Hillsborough's Nondiscrimination Plan in the CLC update process. S&ME Staff noted that the guidelines of the Nondiscrimination Plan continue to be followed, particularly as it relates to public engagement activities
- As the CLC process continues, an attendee suggested that the Project Team become familiar with the contents of a recent study which investigated barriers to fresh food, reliable transportation, and medical care within the County
- Local corner stores may be ineffective in addressing local food deserts, as the goods offered at these facilities tend to be more expensive than their larger (and more national) counterparts
- The County should explore methods to limit the sale of tobacco (and other harmful products) within commercial uses intended to satisfy a household's daily needs

General Items

- Jurisdictions frequently over-allocate commercial uses along transportation major corridors
- When allocating land for commercial development, we need to make sure there is enough residential activity within the area to support these uses and public transit
- Accessory Commercial Units caught the attention of an attendee and wondered if the consultant would be providing changes to the Code. S&ME noted that code amendments were not part of the project scope, but recommendations for changes to other planning documents for the County would be provided.



AGENDA

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

INTRODUCTIONS

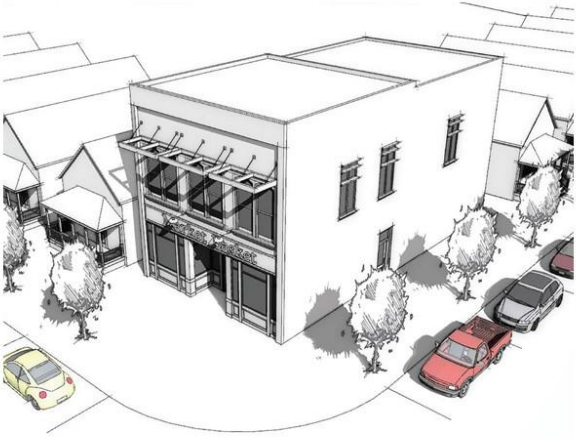


Hillsborough County
City-County
Planning Commission



STAKEHOLDERS
LIKE YOURSELF

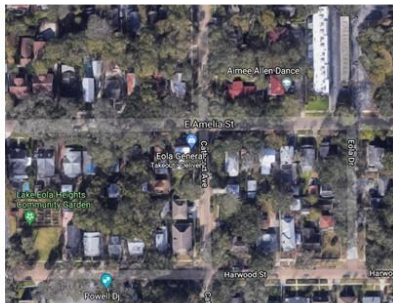
THE CLC



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



THE CLC

opportunities for improvement

- 1 Revise outdated language
- 2 Identify ways to limit the frequency of waiver requests
- 3 Update the CLC to reflect the current realities of the commercial marketplace and desires for multi-modalism
- 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 comparable/notable 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



Scan Me!

PUBLIC ENGAGEMENT



PC Briefing

01



Public Workshops

02



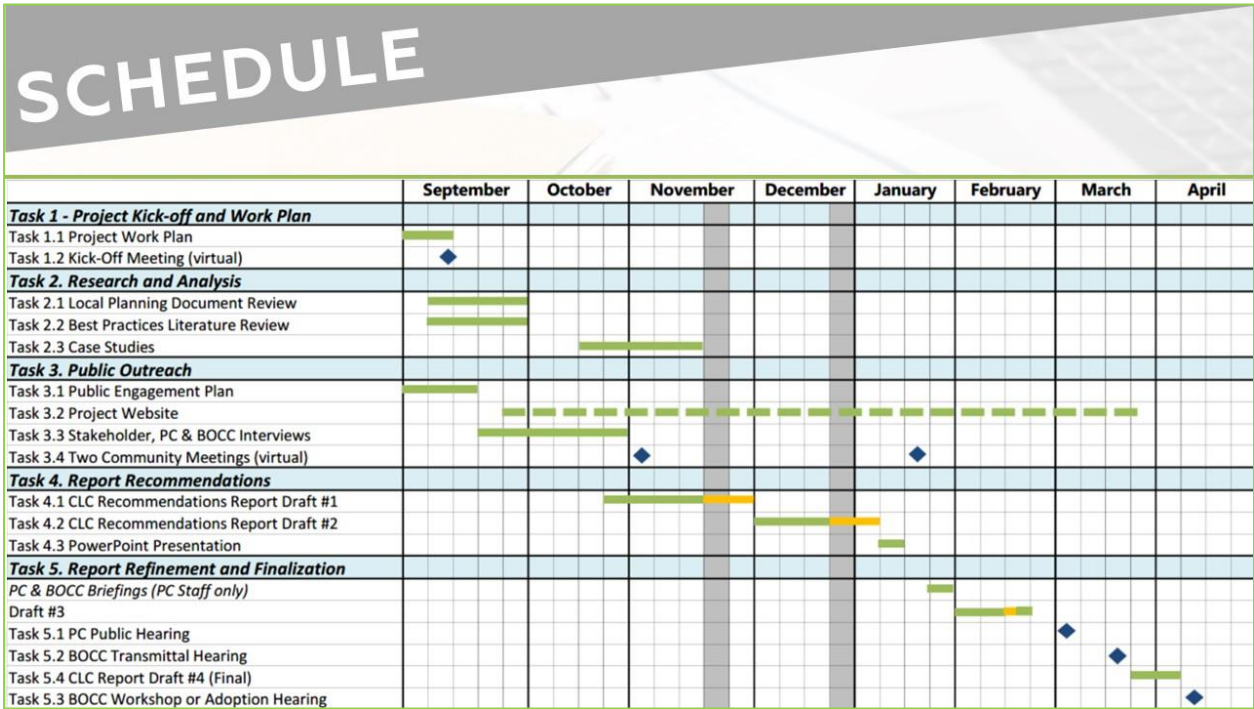
Stakeholder Sessions

03



BOCC Briefings

07



DISCUSSION

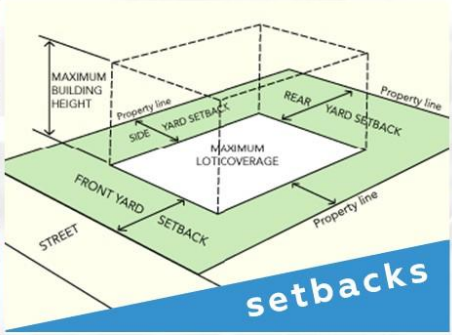
- Were there findings that surprised you in our summary of the Document Review? What about the Literature Review?
- Do you feel that all County residents are able to meet their daily needs within a reasonable proximity of their home? If not, what areas are currently underserved?
- Does it make sense to require the location of neighborhood stores at intersections?

DISCUSSION

- 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

