

# WELCOME TO THE 2024 GREATER PALM RIVER AREA COMMUNITY PLAN UPDATE



## What is the Greater Palm River Area Community Plan?

The Greater Palm River Area Community Plan is intended to be an extension and refinement of the County's Comprehensive Plan. The Comprehensive Plan is general in nature and provides guidance on issues county-wide. The Greater Palm River Area Community Plan, and all other community plans (Gibson, Riverview, Brandon, etc.), is more detailed in nature and intended to provide specific recommendations on issues raised by residents and stakeholders.

## Why is it being updated?

The community plan has not been updated since it was first adopted in 2008; in 2022, the Board of County Commissioners requested staff to begin the process of updating the plan. This process will help ensure that the updated plan reflects the current needs and priorities of the community and will assess how the goals of the existing plan have been addressed since its adoption in 2008.

## What is involved in this update?

Like the adopted plan, this update will involve extensive citizen participation; community members and staff from both the Planning Commission and Hillsborough County Community and Infrastructure Planning department will participate in discussions and exercises about the special and unique characteristics of Greater Palm River, the issues and opportunities in the area, potential strategies, and the shared vision for the community's future. This will be a multi-year process beginning in 2022 and producing a final updated plan in 2024.

## How can I get involved?

Citizen participation is crucial to the plan update process. There will be various opportunities to get involved throughout the multi-year process. Community members are encouraged to participate through whichever means is most convenient for them. Different involvement opportunities include but are not limited to online surveys, office hours, Community Plan Advisory Committee (CPAC), in-person, virtual, and hybrid community meetings.

## For more information:

Contact Sofia Garantiva or Jay Collins, Planning Commission staff  
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Visit our website to learn more about the project and stay up to date on its progress:  
[bit.ly/planpalmriver](https://bit.ly/planpalmriver).



# GREATER PALM RIVER AREA COMMUNITY PLAN UPDATE OPEN HOUSE

Tuesday, November 15, 2022 | Emanuel P. Johnson Recreation Center  
Saturday, November 19, 2022 | Winston Park Boys and Girls Club

## AGENDA

### Welcome and Introductions

### Presentation

- What is community planning, what is your community's plan, and why are we all here today?
- How can I participate in this plan update and how long will it take to update?

### S.W.O.T. Exercise

- Part 1: Interactive SWOT survey
- Part 2: Ranking of SWOT survey responses

## HOW WILL THE SWOT EXERCISE BE CONDUCTED?

Today's two-part exercise is called **SWOT** which stands for **Strengths, Weaknesses, Opportunities, and Threats**. The exercise allows each attendee the opportunity to identify what is an asset today in the community (Strength) and what can be an asset tomorrow in the community (Opportunity) while at the same time reflecting on what might prevent that asset from flourishing (Weaknesses and Threats).

### Part 1: Interactive SWOT survey

This part of SWOT is a brainstorming group and an exchange of ideas. **During the presentation**, attendees will see a series of questions on the projected screen. Attendees can follow the instructions provided and respond using a smartphone. Those who participate virtually can use a computer or phone to respond. **Everyone will see each other's anonymous answers on projected screens.** Attendees will be asked to choose an answer that resonates most with them.

### Part 2: Ranking of SWOT survey responses

The second part of SWOT seeks the individual participant's feedback on what is important to them. Once the presentation is complete, the physical attendees of the meeting will disperse to the tables prepared to complete the next phase of the exercise. Each attendee can:

- Provide a written response at the tables; or
- If your answer already appears on the tables, place a sticker next to it accepting the importance of the answer. **A sticker should be used at each table.**

The results of this exercise will be published on the project website and discussed at a meeting to be scheduled in early 2023.

**Thank you for coming, we look forward to working with you and your community!**