

GREATER PALM RIVER AREA COMMUNITY PLAN

Location

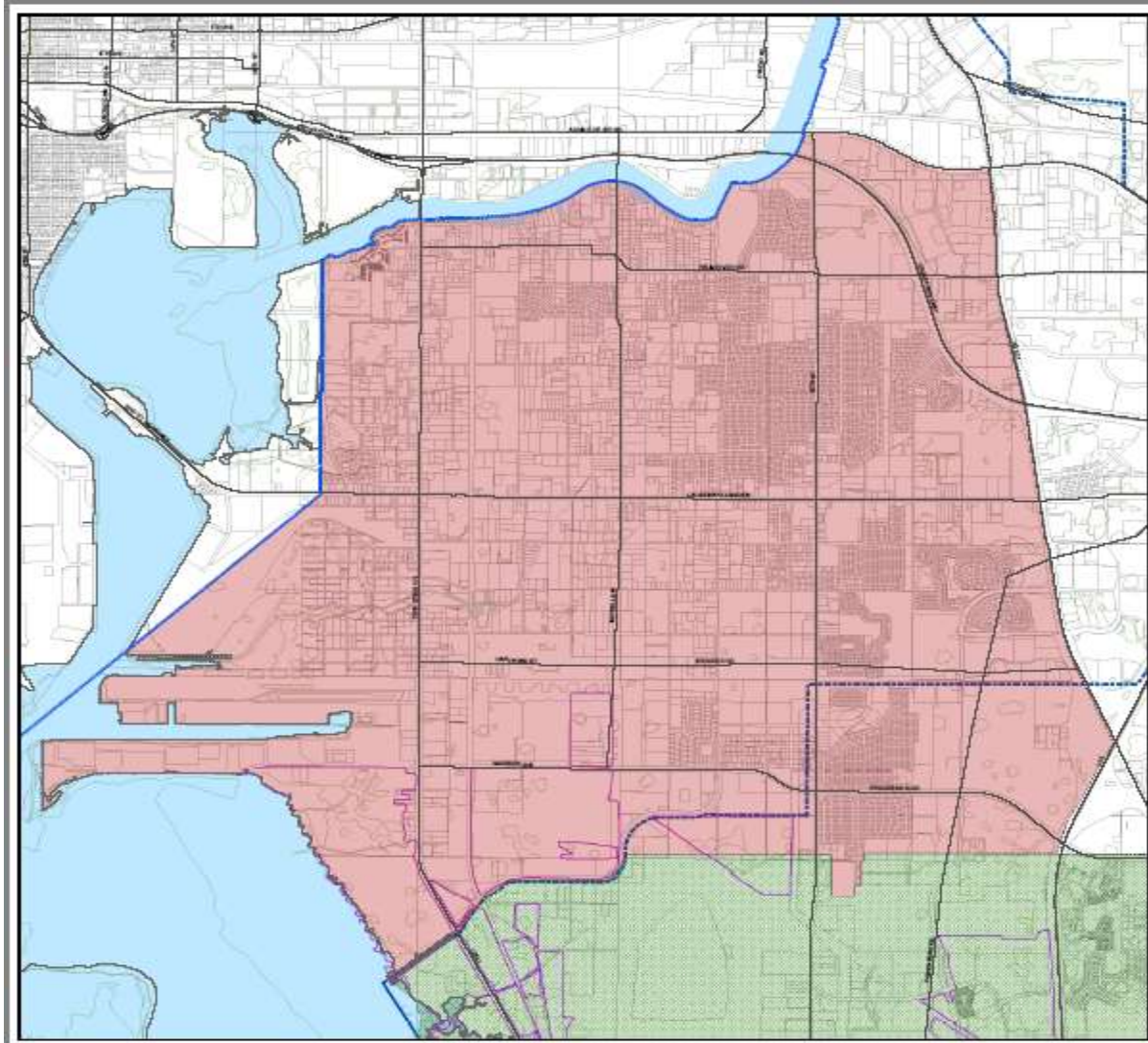


Figure 16 – Greater Palm River Area Community Plan Boundary Map

INTRODUCTION

HISTORY

The Palm River community was first settled as an agricultural area providing a wide variety of perishable produce to the downtown City of Tampa. In the late 1940's and early '50's Palm River was a rural area consisting of small family farms, cattle operations, approximately 12 major dairy farms and lots of open spaces. Palm River residents enjoyed a simple and uncomplicated lifestyle. The access to Palm River was US 41 (50th Street) and Causeway Boulevard which ended at Highway 301. Palm River Road cut through the community and crossed Highway 301 to what is now Highway 60. Many of the footprints of these small farms remain as vacant, agriculturally zoned

land. The large lot size of these five to ten acre parcels are interspersed throughout the area's small subdivisions.

Retirement and working class neighborhoods began to develop in the area after World War II. In the mid-1950's a South Tampa developer, Mel Larsen, purchased the Lane Dairy and acquired the land from about 70th Street to Highway 301. He intended to build more affordable housing so the idea was to pre-fabricate components in a factory on Highway 301 and move them to the project to be assembled. The houses ranged in price from \$9,500 to \$12,000. This development became known as Clair Mel City and drastically changed the area. Larsen later sold off large areas west of 78th Street which was developed by another developer and became known as Winston Park.

The Greater Palm River Area is well positioned with respect to markets and labor, however, the area is lacking in suburban-level services even though the area is in the County's Urban Service Area. Between 2005 and 2025 the Greater Palm River Area is projected to add a net population growth of over 9,200 residents and increase roughly 30,000 people by 2025. Over the same period to time, the area is projected to add a net growth of over 20,400 jobs to reach 50,600 jobs – over twice the number of jobs are projected to be added than the number of residents.

VISION STATEMENT

In 2007-2008 the Greater Palm River Area Community is located in Hillsborough County, adjacent to the City of Tampa, south of the State Road 60/Adamo Drive; west of US 301 to the McKay Bay, and north of the border of the Riverview Community Plan Boundary (south of Madison Avenue/Progress Boulevard). We recognize that Palm River is a unique Community that includes the Palm River/Tampa Bypass Canal and Delaney Creek, and McKay Bay waterways. We desire to retain our mixture of open spaces, large lots, and developed parcels; maintain our high-home ownership ratio, our diverse multi-cultural Community assets and neighborhoods, and our historic landmarks; we value our multi-generational residential makeup; we seek to minimize thru traffic on local roadways, focusing thru trips to arterials; and we desire to preserve and protect our waterfronts, and our recreational and environmentally-sensitive lands. This Vision is graphically represented on the Greater Palm River Area Concept Map.

In 2020, we will have recognized and fostered an economically diverse community that includes additional residential, commercial, office and industrial development accomplished through planned growth. We have supported a mixture of old and new residential, both large lot with individual homes and higher density developments in appropriate areas as well as commercial, industrial development and viable agricultural uses. New development and redevelopment will have been encouraged that fits the

characteristics of the existing and historic Community. Community centers, sports complexes, parks, greenways, water-way accesses have been established that provide a wealth of services and recreational opportunities to the Community.

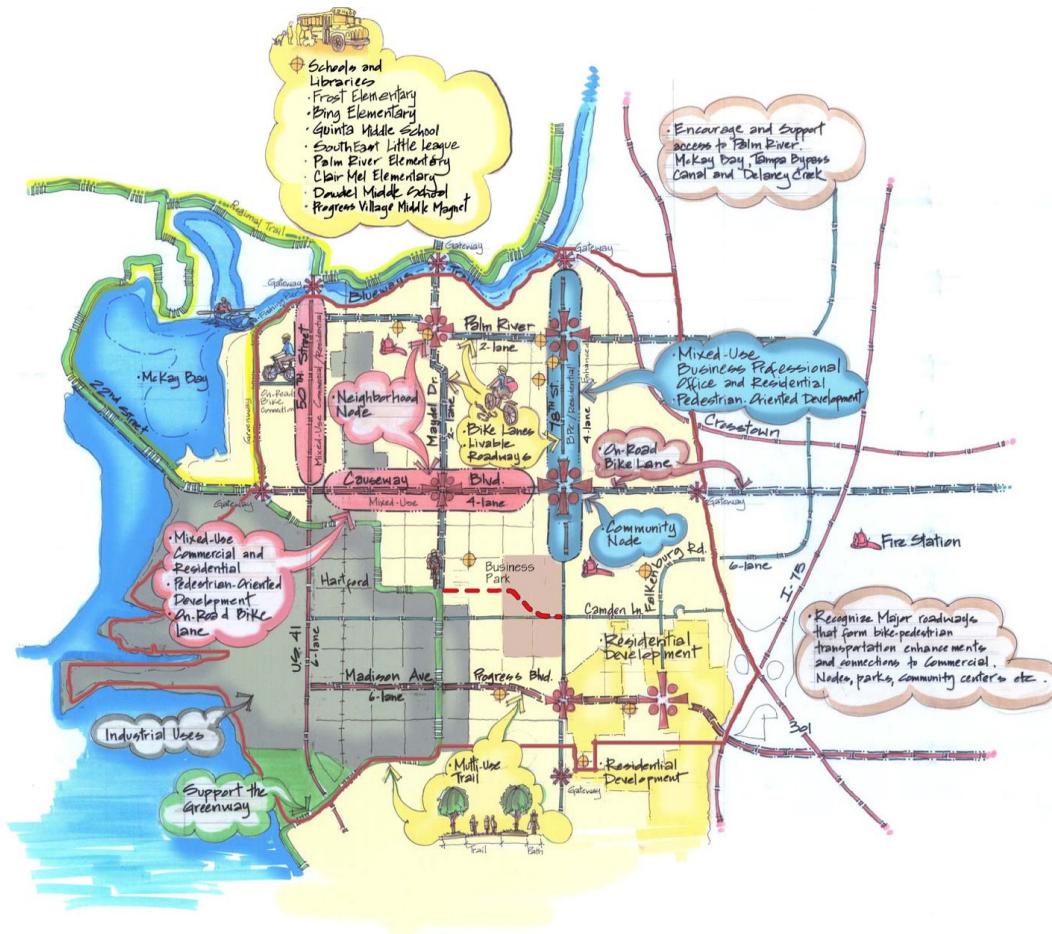


Figure 16A – Greater Palm River Area Community Plan Concept Map

The Community has fostered:

- A stable, safe livable neighborhood for our children to obtain a quality education in our Community;
- Development compatible with our Community Plan through progressive, community design and regulatory processes utilizing smart growth and new urbanism techniques;
- Mixed use future land use designations along the major corridors, arterial roadways and recognized commercial nodes that will not negatively impact the characteristics of existing residential core neighborhoods (with residential plan designations);

- Improved access to and protection of our waterfronts, environmentally sensitive, recreational and greenways trails;
- Redevelopment of our older commercial centers using new urbanism ideals which promotes sound local business growth that supports local economic and employment opportunities;
- Expansion of public utilities services such as water and sewer lines and reclaimed water, enhanced storm-water management for the Community;
- Reduced traffic congestion and increased public transportation alternatives;
- Improvements to the appearance and the safety of our primary, signature roadways: Palm River Road, and Maydell Drive and our commercial roadways— US 41/50th Street, Causeway Boulevard, US 301, 78th Street, and Progress Boulevard/Madison Avenue;
- An aesthetically rich environment brought about by a sense of Community pride and civic and religious involvement;
- Maintenance and redevelopment of industrial properties that have ensured a clean and safe environment;
- Widespread quality public and private health-care and social services are available to those in need; and,
- A working relationship with the City of Tampa to realize our strategies and vision for Palm River, developing an agreement with the City, defining the development and uses of lands adjacent to the Palm River and McKay Bay.

GOALS (LISTED IN ORDER OF COMMUNITY PRIORITY) AND STRATEGIES

Infrastructure and Utilities

Goal 1: Affordable and dependable water and wastewater services are a basic requirement for economic growth and an improved standard of living in the greater Palm River area. Current and future growth requires urban-level services.

Strategies

1. Water services shall have higher priority over wastewater services and if necessary timed first.
2. Although there is sufficient water and wastewater capacity to support expected growth, the City of Tampa has no plans funding for distribution lines to improve or extend service within unincorporated Hillsborough County. Therefore, the following are recognized as necessary:
 - a. For those portions of Palm River which by interlocal agreement is part of the area for which the City of Tampa has responsibility for providing water and

- wastewater service, and in which the City of Tampa does not provide that service to retail customers as of the January of 2008, the Interlocal Agreement shall be reviewed by appropriate representatives of the County and City of Tampa within one year to the adoption of this community plan for recommendation to the Board of County Commissioners for master planning of services for the Greater Palm River Area Community Plan boundary area.
- b. Improve communication between city, county and residents.
 - c. Approved projects shall meet or exceed adopted level-of-service standards.
 - d. Coordinate local efforts with Federal, state and other agencies, including feasibility of:
 - 1) Cost/service studies for the provision of service
 - 2) Tax bond/district financing
 - 3) Florida has revolving grant monies
 - 4) Other resource possibilities – Federal Electricity Association (FEA monies)
 - e. Require oversizing of distribution lines for new development as appropriate to provide for future infrastructure needs.
 - f. Existing water and sewer connections are to be safeguarded.
3. Inadequate stormwater facilities in the greater Palm River area reduce the usefulness of vacant land and cause disruptions in business activity. To recognize the flood-prone nature of the area:
- a. The Delaney Creek and Palm River Road drainage systems shall be monitored and improvements continued.
 - b. Development built with a higher elevation than surrounding development will be reviewed for impact on surrounding development and addressed in the County's Land Development Code.
 - 1) Improve drainage standards to enhance aesthetics and ensure adequate drainage prior to onsite development.
 - c. Storm drain maintenance should be reviewed bi-annually.
 - d. Require natural and attractive stormwater retention facilities that discourage hard surfaces and exposed chain link fencing.
 - e. Encourage master stormwater facilities.
4. Ensure fire safety:
- a. Fire hydrants shall be located a maximum of every 500 feet, or less, in accordance with utilities technical manual and specifications.
 - b. Inspection of fire hydrants should be done annually.

Crime and Public Safety

Goal 2: Create and support a community identity that is a safe place for community activities and events, and fosters a high quality of life.

Strategies

1. Build community and law enforcement relationships to enforce existing laws, inform citizens, and reduce crime through greater presence (including foot presence, neighborhood watch and sheriff substations). For example:
 - a. Develop a citizen liaison process with law enforcement to monitor community issues and concerns.
 - b. Enforce the conditions for the sale of alcohol and tobacco licensing (e.g., drive through convenience stores, littering, and open container laws, and loitering).
 - c. Speeding on roadways.
 - d. Safety around schools and crosswalks.
 - e. Eliminate the sale and use drugs (especially around schools or other public recreation areas).
 - f. Continue to use Federal, state and other funds to address crime and safety.
2. Ensure adequate, proactive code enforcement to assist in regulating land-use that addresses the unique demographics of and improves community identity.
3. Monitor stable housing structures through proactive inspections and code enforcement.
4. Encourage the availability of affordable/attainable privately owned housing stock that is safe, decent and community compatible.
5. Enhance community appearance/beautification by enforcing existing littering, dumping, and signage regulations.
6. Encourage citizen, civic and homeowner associations, chambers of commerce, and other community groups participation in activities/projects that enhance and raise the appearance/beautification and raise standards of the community, such as; landscape design, gateway creation, public structures, signage, and community cleanups and work days.

Traffic/Transportation

Goal 3: Ensure a balance for walking, bicycling and transit that serves neighborhoods (i.e., Palm River Road area, Clair Mel and Progress Village), commercial, and industrial

uses and that addresses the demands of new growth. Transportation improvements should be provided as new development is approved and as redevelopment occurs.

Strategies

1. Provide intersections, turn lanes, bicycle lanes, traffic signalization, roadway maintenance, crosswalks, and landscape improvements that maintain the adopted level of service and reflect the best practices of the Livable Roadways Guidelines.
 - a. New development and transportation infrastructure investments should place emphasis on proximity to community and social services, walkability and creating a healthy street life.
 - b. Accommodate all modes of transportation, by providing safe and functional infrastructure and services for driving, walking, biking and transit, and be compatible with the community character.
 - c. Palm River Road from US 41/ 50th street to 78th Street and Maydell Drive from Madison Avenue to Palm River Road should be improved to be 2 lane undivided urban collectors and should have sidewalks on both sides of these streets.
 - d. Sidewalks are needed on the north side of Madison Avenue from Maydell Drive to 78th Street.
 - e. Sidewalks are needed on both sides of 78th Street from Causeway Boulevard to Progress Boulevard.
 - f. Causeway Boulevard from US 41/ 50th Street to US 301 should remain four lanes wide and should accommodate mixed-use development and redevelopment from US 41/ 50th street to 78th Street.
 - g. US 41/50th street and Madison Avenue/Progress Boulevard should be no more than six lanes wide.
 - h. The community recognizes the need for a system of bike lanes and trails, including:
 - 1) Bike lanes on Palm River Road from 78th Street to US 41, including a multi-use trail link from US 41 to the Greenway along Palm River.
 - 2) Bike lanes on Maydell Drive from Madison Avenue to Palm River.
 - 3) Bike lanes on Causeway Boulevard from Greenway to US 301.
 - 4) Where the Hillsborough Greenways Master Plan identifies recreational trail alignments on Maydell Drive, a multi-use trail should be provided on one side of the street.
 - 5) A multi-use trail on the south side of Madison Avenue/Progress Boulevard from Maydell Drive to US 301.

2. Enforce existing Truck Route regulations: that ensure safety, alternative routing, and address spillage, capacity, noise, residential pass-through, hours of operation and intersection turning radiuses.
 - a. Trucks should stay on designated routes and laws regulating operations should be enforced.
 - b. Intersections of roads not on the adopted truck route plan should be designed for pedestrian safety by minimizing curb radii and reducing crossing distances.
3. Provide for and maintain roadway capacity through improvements to existing road network and road infrastructure.
 - a. The need for additional or improved lanes, signals and signal timing should be identified for major intersections, particularly 78th Street at Madison Avenue, US 41 and Palm River Road, and Maydell Drive and Palm River Road as new development and redevelopment occurs and/or as road improvements are needed.
 - b. Maintain a complete and connected network of streets by avoiding cul-de-sac terminations and street closings and vacations of right of ways.
 - c. As new development occurs, maintain a grid pattern of interconnected streets while avoiding impacts to natural wetland areas.
 - d. Roadway widenings, turn lanes, improved signals and other vehicle capacity improvements should be provided as new development is approved.
4. Maintain bridges to reflect existing development needs and accommodate new development.
 - a. The US 41/50th Street and Palm River/Bypass Channel Bridge is currently 4 lanes wide with 6 through lanes to the north and to the south. As funds become available, the bridge needs to be widened to match the width of the existing roadway.
5. Strengthen and enforce maintenance regulations regarding litter, noise and roadway environment such as signs, landscape and lighting.
 - a. Provide appropriate trees and other landscaping as roads are widened or during other roadway maintenance or construction projects that reflect the Livable Roadways Guidelines.
 - b. Commercial signs for new and existing development should fit in with the community character.
 - 1) Community specific sign standards should be developed for Causeway Boulevard, 78th Street, and at Neighborhood Nodes and Commercial Nodes.

- c. Strengthen and enforce codes for property maintenance.
 - d. There is a need for improved roadway maintenance with respect to trash and litter collection.
6. Roadway safety, relating to accident rates and deaths, should also be improved.
 - a. All intersections should be designed to be walkable, and should reflect best practices in pedestrian-oriented roadway and site design.
 - b. Strengthen and enforce roadway (e.g., crosswalks, striping, lighting and roadway crossings) safety through roadway design and traffic control:
 - 1) Roadway design and traffic control should help reduce vehicle speed and increase driver awareness where appropriate, and;
 - 2) Intersections should be designed for pedestrian safety at Neighborhood Nodes and Commercial Nodes by providing:
 - a) high visibility crosswalk striping;
 - b) short crossing distances, and;
 - c) enhanced street lighting.
 - c. Safe travel paths to schools, parks and public service sites should be provided, including sidewalks, marked crosswalks, special signage and overhead lighting.
 - 1) There is a need for a school crossing guard at Maydell Drive and Palm River Road.
 - 2) An additional access point is needed to serve Progress Village Middle Magnet School. Alternatives should be reviewed through the School Safety, Circulation and Access Program if appropriate or when the parcel to the south of the Middle School is developed into an elementary school.
7. There is a need for management of signage, traffic volume, congestion and maintenance of State and Federal roadways (US 41, Causeway Blvd., and US 301.); this should include adequate roadway enhancements such as:
 - a. Landscape enhancements should be made at Neighborhood Nodes and Commercial Nodes;
 - b. Causeway Boulevard and 78th Street should be enhanced by landscape; and
 - c. Palm River Road, Maydell Drive and other neighborhood streets should be maintained as “canopy streets” by encouraging and allowing shade trees adjacent to the right of way.
8. Public transit that serves existing and future development should include more frequent service, adequate routes, extended hours of operation, bus stop enhancements, and safe sidewalk access.
 - a. New transit service should be provided concurrent with new development.

- b. Better local bus service should be provided by increasing frequency on existing routes to downtown Tampa and Brandon.
- c. Evaluate the need to add express bus service to downtown Tampa/Marion Transit Center by routing a new or existing route to 78th Street on its way to the Selmon Crosstown Expressway.
- d. Identify and develop park and ride facilities including consideration of:
 - 1) addition of a park and ride at the new location of the Progress Village Sports Complex, and;
 - 2) addition of a park and ride/small transfer center at 78th Street and Palm River Road.
- e. Bus stops should include shelters, lighting, adequate pavement, waste receptacles, appropriate street furniture and other enhancements.
- f. Future commuter rail or other rail transit should be planned to serve the Palm River community.

Parks and Recreation

Goal 4: Provide adequate and quality parks and recreation opportunities.

Strategies

1. Locate parks around areas of natural wetlands or upland areas within neighborhoods as new development occurs.
2. Retain corridors for the Hillsborough County Greenways Master Plan within the Palm River area.
 - a. Intergovernmental cooperation with the City of Tampa is necessary to ensure appropriate access and interface of recreational opportunities.
3. Connections to parks, public lands, waterways, public spaces is desired, encouraged and supported, especially as new development occurs.
4. Develop public private partnerships.
5. Support adult and senior programs.
 - a. Progress Village Community Center supports after-school recreation, sports and athletics, as sports and athletics programs are relocated to the Progress Village Sports Complex, adult programs should be enhanced and expanded.
6. Support the development of a community center.

- a. Rubin Padgett Sport Complex supports sports and athletics, as sports and athletics programs are relocated to the Progress Village Sports Complex, the site should be retained and developed as a community center.
7. Identify passive uses for ELAPP sites in accordance with the 5 year master plan requirement for the acquisition of such lands.

Planning and Growth /Economic Development

Goal 5a: Planning and Growth – to promote and provide for opportunities for compatible well designed public use, residential, and business growth and jobs

Strategies

1. The Vision of Greater Palm River Area Concept Map illustrates the unique qualities and land uses related to distinct areas of the community. Future development and redevelopment is required to comply with the adopted Concept Map.
2. Provide for infrastructure and drainage needs that support existing and proposed development.
3. Encourage and support new, infill and redevelopment compatible with existing community patterns that maintains and enhances the Community's unique character and sense of place.
4. Roadway designs for Palm River Road, US 41/50th Street, Maydell Drive, 78th Street, and Causeway Boulevard and Madison Avenue/Progress Boulevard shall reflect the best practices of the Livable Roadways Guidelines, as feasible, to service the needs of the community.
5. Building and site design for new and redeveloped residential and commercial projects will reflect the practices of the Livable Roadways Guidelines to service the needs of the community.
6. Encourage adequate open space and access to parks, trails, water access, and retention of environmentally sensitive, significant habits and wetlands.
7. Retain and support viable agricultural uses.

8. Support well designed, compatible densities and intensities at appropriate locations.
9. Empower residents, property and business owners through education on zoning, land use, and comprehensive plan processes to ensure involvement.
10. Provide adequate emergency services (fire, rescue, etc.).
11. Strengthen code enforcement efforts and provide home maintenance education to home owners and homeowner associations.
12. Support a light rail system station for the Palm River area if a light rail system is designed.
13. Utilize citizen-based organizations such as neighborhood and business associations, Community Development Corporations, public and private partnerships and faith based organizations in implementation this Plan.
14. Support :
 - A. Design Study for Causeway Boulevard
 - 1) A design study of Causeway Boulevard, from US Highway 41/50th Street to US Highway 301 will be developed to improve visual appearance, increase property values, stimulate investments and economic development, and promote community/civic pride. The study will include an analysis of preferred visual improvements, triggering system or new development or expansion or redevelopment, and overlay district boundaries.

Preferred visual improvements include, but are not limited to:

 - Signs
 - Landscape treatment
 - Parking and parking lots
 - Ingress
 - Building placement, height and bulk
 - Stormwater facility location
 - 2) To support the Scenic Corridor designation of Causeway Boulevard west of Maydell Drive, and to be compatible with the existing use and zoning patterns, Commercial Intensive should be discouraged east of Maydell Drive.

B. 78th Street Overlay District

- 1) An overlay district will be developed and adopted into the Land Development Code for the area along 78th Street (primarily properties adjacent to 78th Street), south of Palm River Road to just south of Causeway Boulevard not extending past the smaller developed residential parcels adjacent to the roadway (approximately 12,000 ft.), as appropriate to plan for the transition of business and professional office uses.
 - a. Permitted uses include primarily: existing residential, uses allowed in the Business-Professional Office, and uses allowed in existing zoning (RSC-9, BPO, PD, and ASC-1).
 - b. Prohibited uses include uses, such as: alcoholic beverage sales, adult uses, laundry services, day labor employment services, ambulance services, and funeral homes. Limited hours of operation will also be considered.
 - c. Development standards will consider: the application of the Overlay at time of rezoning or expansion of an existing structure, a maximum height requirement of 35 feet, a maximum square footage per building of 6,000 square feet, and identification of allowed non-residential uses.

C. Ensure the sense of the Palm River community:

Develop gateways to create a sense of arrival using landscape features, public art and signage at strategic areas, including:

- Palm River Bridge and US 41/50th Street
- Palm River Bridge and Maydell Drive
- Crosstown Expressway and 78th Street
- Causeway Boulevard and City of Tampa city limits
- US 301 and Causeway Boulevard
- US 41/50th Street and Riverview community boundary
- Progress Boulevard

D. Establish community gathering places in which citizens socialize and celebrate local events:

- 1) New developments will include open space that is connected to public trails, natural systems, community parks, bicycle routes, Green Way Master Plan, etc.
- 2) The intersection of Maydell Drive and Palm River Road, and surrounding area, to 58th Street is seen as an important community gathering place, and should include:

- a) Street treatments and signage along Palm River Road, 58th Street, and Maydell Drive
 - b) An interconnected pedestrian walking system that connects the existing River Park, softball fields and Palm River Elementary School
 - c) A bus pull off and shelter at 58th Street and Palm River Road
 - d) Encourage the location of a community center in the current location of the softball fields
- 3) Progress Village Sports Complex should include an interconnected pedestrian walking system that connects the park to the larger community.

E. Neighborhood Commercial Nodes

To ensure a sense of place neighborhood scale commercial intersections shall be developed with uses that do not exceed neighborhood commercial scale locational criteria applications. These include:

- Palm River Road and Maydell Drive
- Causeway Boulevard and Maydell Drive
- Progress Boulevard/Madison Avenue and 78th Street

F. Community Commercial Nodes

To ensure a sense of place community commercial intersections shall reflect a character compatible with the surrounding neighborhood land use structure and intensity either through actual land use or mitigation of impacts to the adjacent neighborhood. These include:

- Palm River Road and 78th Street
- Causeway Boulevard and 78th Street
- Progress Boulevard and Falkenburg Road

G. US 41/50 Street from Palm River to Intersection of Causeway Boulevard

Ensure that development along US Highway 41/50th Street develops in a manner that reflects the full range of the existing Office Commercial-20 and Suburban Mixed Use-6 plan categories, and avoids strip commercial patterns.

- 1) Mixed use will be encouraged through:
 - a) Planned Development zoning, or
 - b) Other standard zoning for mixed use as may be developed

H. New residential or residential redevelopment shall have the following characteristics of desirable growth and design approaches:

- a. Create walkable neighborhoods;

- b. Support housing choice and affordability
 - c. Expand transportation choices
 - d. Support infrastructure expenditure
 - e. Support the economic health of the community
 - f. Improve security
 - g. Protect the environment
- 1) New residential, and where feasible residential redevelopment, with not include exposed utilities in front yard. These should be buried or, at a minimum located behind structures or screened.
- 2) Design features with include:
- a) Interconnectedness – quick and direct pedestrian connections between blocks and access to open space
 - b) Green infrastructure – network of landscaping/natural areas throughout the development, with connections to nature (street trees, landscaped boulevards, stream corridors, wetlands, or wooded areas)
 - c) Public space – strategically located and well defined to augment small or nonexistent yards. Greens, squares, plazas, or parks (designed to provide a sense of community/neighborhood identity/place for socializing)
 - d) Defined private space – (amenity) usable outdoor spaces through placement and design of buildings, accessory structures, rooftops, landscaping
 - e) Diversity -
 - i) architectural form: alternating building types, adding style details
 - ii) lot, block and building types
 - iii) open space
 - iv) housing types to accommodate various incomes
 - v) interspersed densities to achieve the look and feel of single-family neighborhood
 - vi) complementary non-residential uses
 - f) Context – at appropriate locations.
- I. The Tower Dairy site, located at the southwest corner of 36th Avenue South and 78th Street shall be designated as an Business Park providing for a mixed use project which allows for the uses under SMU-6 (Suburban Mixed-Use) including Research Corporate Park, Office, Mixed Use Development, Multi-Purpose Projects, Commercial, Residential and Light Industrial facilities.

The Business Park envisioned will develop under a controlled master planned park setting to ensure that the proposed development is compatible with the surrounding neighborhoods and other land uses. To insure compatibility, the northern edge of the property, along 36th Avenue South, will have an enhanced buffer of approximately 300 feet within which commercial and industrial uses shall not be allowed. Commercial uses should be limited to serving the internal needs of the development. Further, the Business Park shall provide for internalizing all loading docks and storage.

During the master planning process, applicant shall be required to address compatibility elements such as height, scale, mass and bulk of structures, pedestrian and vehicular traffic, circulation (including consideration of pass-through traffic into adjacent residential neighborhoods), access and parking impacts, landscaping, entry features and signage. A traffic analysis shall be required to determine the impacts associated with the project and any required mitigation.

Sustainable operations shall be encouraged. Flexibility of permitted uses through creativity in site design will ensure that the proposed project creates a minimal degree of impact on the surrounding environment while providing for SMU-6 uses including but not limited to residential uses, employment opportunities and commercial servicesⁱⁱ.

15. Changes to the Land Development Code will be developed and adopted to implement the design features identified in this plan.
16. Properties eligible for brownfield funding, should be studied and designation pursued, including Brownfields Assessment, Revolving Loan Fund, and Cleanup Grants to protect human health and the environment and either promote economic development or enable properties to be used for parks, greenways, and similar recreational or non-profit purposes. (E.g., sites such as, Exide Corporation, Kinder-Morgan Hartford Street and Tampa Tank and Welding.)

Goal 5b: Economic Development - Provide opportunities for business growth and jobs in the Palm River Area.

Strategies

1. Upgrade existing infrastructure, including water and wastewater services to support the developing suburban character of Palm River, including reviewing the Tampa Interlocal Agreement by 2009 to accommodate growth.
2. Recognize and support the existing industrial and port areas that contribute to the economy and character of Palm River.
3. Promote commercial development at scales that reflect the character of the community, such as, mixed uses along U.S. Hwy 41/50th Street from Palm River Bridge to south of Causeway Boulevard, commercial nodes for neighborhood and community scale uses at specific intersections with appropriate design features.
4. Support a mix of residential types developed with new urbanism characteristics at appropriate locations.
5. Support marketing to potential new businesses that reflect the Palm River area.
6. Provide incentives to assist businesses such as incubators for existing and new start-ups, a business resource center, facade program, crime prevention efforts, and community merchant association.

Senior, Social, Health-Medical Services and Schools

Goal 6: The community recognizes its need for appropriate community service centers, public and private schools, technical and College education opportunities; and hospital, library, day care, and aging services as growth occurs:

Strategies

1. Secure future neighborhood schools sites concurrent with the rezoning for residential development.
 - a. Locate elementary schools internal to neighborhoods and avoid locations along arterial streets.
 - b. Provide after-school programs for youths.
 - c. Ensure adequate school capacity through the adoption and application of school concurrency.
2. Schools shall be integrated into neighborhood road network.

3. Utilize co-location practices with schools, recreation, and other public service sites to provide multi-use activities.
4. Support development of a community college and/or vocational training center.
5. Provide appropriate facilities and services to meet the needs of the elderly, special needed and handicapped: including food, shelter, medical assessment and care.
 - a. Coordinate local efforts with state and other agencies to centrally locate and provide desired community programs.

Environment and Natural Resources

Goal 7a: Protect and enhance the natural environment and resources of the Palm River area.

Strategies

1. Support the restoration and maintenance Palm River/Tampa By-pass Canal and Delany Creek (and its canals and tributaries). Support community initiatives and enforcement of regulations that address:
 - a. Pollution, water quality, bank erosion, drainage systems, stormwater and road runoff
 - b. Community appearance (code enforcement, landscaping, litter, and dumping)
 - c. Access to natural areas (such as right-of-way and easements through Tampa Electric Company, Southwest Florida Water Management District, CSX Railroad, Port of Tampa, and City of Tampa or Hillsborough County)
2. Identify possible public uses and pedestrian access, especially for county-owned property to enhance and expand passive and low-impact access to all Palm River waterfronts and shorelines.
3. Implement the Hillsborough County Greenways Master Plan within the Palm River area.
4. Support the continued acquisition and restoration of environmental and habitat sensitive land by the County's Environmental Lands Acquisition and Protection Program, the Southwest Florida Water Management District and Florida Communities Trust, and encourage connections of existing and future publicly owned land to form a greenway system.

5. Transfer of development rights are supported to encourage preservation of agricultural, natural and environmental lands.
6. To ensure adequate freshwater flows to the McKay Bay Estuary:
 - a) Support the continued evaluation of shoreline and wetland restoration and rehydration opportunities in the Palm River/McKay Bay Basin.
 - b) For its potential to improve water quality conditions in the Palm River system, support the evaluation of the possible removal of a remnant sill beneath the U.S. Highway 41 Bridge that is an artifact of the historic dredging of the Tampa Bypass Canal/Palm River.
 - c) Continue refining potential for restoration projects as proposed within the Southwest Florida Water Management District's newly enacted "minimum flow" for the Lower Hillsborough River/Tampa Bypass Canal, including possible scenarios that would support the need for adequate freshwater flows from the Tampa Bypass Canal to the Palm River/McKay Bay system at S-160, just upstream of Adamo Drive.
 - d) For improving water quality, support the continuing evaluation, under the state-wide Total Maximum Daily Loads program, and other initiatives, of various stormwater inputs to the Palm River/McKay Bay system.

Historic Preservation

Goal 7b: Recognize and protect Palm River's heritage and historic built environment through the identification, evaluation, and designation of the area's significant historic and archaeological resources. Palm River is home to high archaeological probability areas, individual historic buildings and structures, as well as neighborhoods that may be considered eligible for Landmark designation by Hillsborough County or for listing in the National Register of Historic Places. These historic and archaeological resources define the cultural character of Palm River.

Strategies

1. Consider County Landmark designation for significant archaeological sites, buildings and structures, and historic and conservation districts, as defined by the County's Criteria for Landmark Designation. Resources potentially eligible for Landmark designation may include those identified in the County's Historic Resources Inventory and through cultural resource assessment surveys, including the Campoamor Silo and the Suarez Dairy Barn, and also resources that have not yet been documented, such as the Progress Village, Clair Mel, and Adamo Acres neighborhoods.

2. Consider partnerships with local colleges and universities to document and survey the history and built environment of the area.
3. Pursue grants such as those from the Florida Division of Historical Resources, Preserve America, and The History Channel to survey, preserve, and educate people about Palm River's historic and archaeological resources.
4. Educate people about the history of Palm River and its neighborhoods through the placement of historic markers, brochures, and partnerships with local schools, museums, and historical societies.
5. Encourage financial incentives for historic preservation including conservation easements on properties containing significant archaeological resources, and historic preservation ad valorem tax exemptions, matching grants, and transfer of development rights for designated Landmarks.