



Northeast Plant City Area Master Plan Map Update Technical Working Group Meeting

Thurs, September 7, 2023, 6:30 PM – 8:30 PM
Plant City City Commission Hearing Chambers
302 W. Reynolds St. Plant City, Florida 33563

Northeast Master Plan – Preferred Land Use Scenario Map Update

1. Introduction

- A. Overview of scope and schedule
- B. Introductions of Planning Commission and Plant City Staff
- C. Introductions by the members of the Group and their interests related to the project

2. Updating the Preferred Land Use Scenario Map

- A. What is the Vision for the Northeast Plant City Area Master Plan
- B. What is the Preferred Land Use Scenario Map?
- C. Why are we updating the Map?

3. What do we want to accomplish with this update? (Preferred Land Use Scenario?)

Major Issues in the Northeast Quadrant

- A. Where should Industrial Lands be located or address the Demand for Industrial Lands?
- B. Underused assets such as I-4 Tech Corridor and Alexander Street (Paul Buchman Highway)?
- C. Effectiveness of the Preferred Land Use S Map to implement the NEMP Vision

4. Four Major “Focus Areas”

- A. Alexander Street Corridor
- B. Frontage Road/I-4 Tech Corridor
- C. 1-4 County Line Road Area
- D. Village Center Area

Group Exercise – Review the Preferred Land Use Scenario and the proposed Focus Areas

- E. Adopted Preferred Land Use Map
- F. Map Series (Plant City and NEMP Future Land Use Maps)
- G. Developable and Redevelopable Maps

5. Next Steps

September 26th – Meeting #2 to review the summarized results from the Mapping Exercise and a Draft Map with proposed changes and review the Preliminary Draft Map

October 24th - Meeting #3 for review of the “Final Map Draft”



For Reference:

Project and Technical Working Group (TWG) Schedule		
September 7 th	Kickoff Meeting	The group participates in Mapping Exercises to review the Preferred Land Use Scenario Map and potential focus areas.
September 26 th	Meeting #2	Review the summarized results from the Mapping Exercise and a Draft Map with proposed changes. TWG members will then be asked to provide any recommendations regarding the update and finalization of the Preferred Land Use Scenario Map
End of September through October	Dates TBD	Public Outreach events and City Commission Workshops will be held. TWG participation at the Outreach Events and Workshop will be appreciated but not mandatory. The Schedule will be provided to the Group members when available.
October 24 th	Meeting #3	Review the "Final Map Draft," with incorporated changes from the Outreach events and City Commission Workshops and provide final comments.

6. Adjournment

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Northeast Master Plan – Preferred Land Use Scenario Map Update

General Description of the Focus Area and Related Issues

The Northeast Plant City Area Master Plan (NEMP) envisions a robust residentially oriented area with a Village Center that is a mixed-use focal point, providing a mixture of housing, employment, and civic uses. The Master Plan seeks to encourage development patterns that protect and promote the sustainability of agricultural uses.

A number of issues have emerged over time that impact the NEMP Study Area as a whole, as well as specific “Focus Areas”. Four (4) focus areas have been generally identified, and the issues associated with them have been summarized below. How these and other issues that are identified by the Technical Working Group are addressed will contribute greatly to the update and refreshing of the Preferred Land Use Scenario Map as an effective planning resource.

Focus Areas

Village Center Area

The Preferred Land Use Scenario Map seeks to encourage land use development patterns that promote the “Village” and “Village Center” concept. The Village Center concept envisions a village or community center where the highest intensity of use occurs with commercial/office/residential mixed use. The intensity of development decreases as it moves away from the village center.

Existing residential entitlements predominate the Focus Area. Verrea, a Planned Community, is approved for over 2,600 residential units, and a Village Center with approved for 345,000 sq ft of Industrial and 50,000 sq. ft. of Commercial uses. In addition, the existing development pattern reflects established residential communities and scattered rural homesites along the local roadways in the area.

This area, while residential in character, has also been experiencing an increasing demand for industrial development. This is seen particularly in proximity to the interchanges along I-4. A major industrial corridor extending along County Line Road up to the northside of I-4, and large clusters of industrial and office development adjacent to this area in Polk County have blurred the line between the urban and rural character in proximity to the envisioned Village Center.

1-4 / County Line Road Area

Similar to the Village Center Focus Area, this area is subject to increasing demands for industrial and other non-residential development. This area differs in that it is concentrated adjacent to the I-4 County Line Road interchange area, which is strategically valuable in terms of economic development. The area is also in proximity to the south, with the recognized Industrial corridor emanating from I-4, along County Line Road to SR 60.

N. Alexander Street and the N. Alexander Street “Recommended Preferred Land Use Map”

The N. Alexander Street/Paul Buchman Highway corridor is an important north-south positioned to accommodate increased densities and intensities along its frontage. In proximity to the Plant City limits, the corridor traverses a large area in the Unincorporated County. Minimal annexation or intensification of the corridor has occurred over the last decade.

A Market Study Analysis was conducted in 2008 and resulted in the preparation of a “Recommended Preferred Land Use Scenario Map” for this area intended to maximize the advantages of the major transportation corridor. The Recommended Land Use Scenario Map increased densities and intensities along the Corridor both in and out of Plant City.

Frontage Road / 1-4 Tech Corridor

The Master Plan envisioned lands in the southern portion of the Study area along I-4, for uses that support connection to Downtown Plant City and intensification of land uses to maximize access to Interstate-4. In addition, There is an increasing demand for Industrially designated properties in this area. Current planning strategies such as the I-4 Tech Corridor Overlay and locations such as along Frontage Road and other connecting roadways appear to be vastly underutilized and are uniquely positioned to address the demand for logistical-oriented facilities. There has been very little interest in utilizing the benefits offered by I-4 Tech Overlay.



Northeast Plant City Area Masterplan

Technical Working Group Meeting #1

September 25, 2023

North Alexander Street Market Study

- 1. The 2008 N. Alexander Street Market Study (2018) recommended increases in density and intensity along the Corridor. Do you think the recommended changes are still relevant today?**
- 2. Do you have other suggestions for the development pattern that should occur along this Corridor? Should something be rethought, added or deleted?**
- 3. Do you think industrial uses are appropriate/compatible along this Corridor? If you are opposed, please tell us why.**
- 4. What other comments do you have about any aspect of the Alexander Street Market Study ?**

Thank you for your participation!

Please hand in before you leave. If you can not, please return to Krista Kelly, Planning Commission, 18th Floor, PO Box. 1110, Tampa, FL 33601-1110 or email responses to Kellyk@plancom.org



Northeast Plant City Area Masterplan

Technical Working Group Meeting #1

September 25, 2023

1-4 /County Line Road Area

In proximity to the I-4 / County Line Road interchange and in proximity to the south with the recognized Industrial corridor emanating from I-4 /County Line to SR 60, this area is characterized by an established rural development pattern and sensitive environment features. The adopted Preferred Land Use Scenario Map envisions the areas north of I-4 as predominately residential. There is an increasing demand for industrial development in this area and other non-residential uses due to the proximity to the I-4 interchange and other industrial uses.

1. Where is the appropriate location for residential land uses in this area?

2. Where are appropriate locations for Industrial land uses in this Focus Area?

3. Where is industrial not appropriate/compatible with existing and future land uses in the Master Plan Area?

4. What additional changes would you recommend, and why?

Thank you for your participation!

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Northeast Plant City Area Masterplan

Technical Working Group Meeting #1
Village Center Area

September 25, 2023

The adopted Preferred Land Use Scenario Map is intended to implement the vision expressed in the NEMP. Specifically, the Land Use Scenario Map seeks to encourage land use development patterns that promote the “Village” and “Village Center” concept. The Village concept envisions a village or community center where the highest intensity of use occurs with commercial/office/residential mixed use. The intensity of development decreases as it moves away from the village center.

Existing residential entitlements predominate the Focus Area. Verrea, a Planned Community, is approved for over 2,600 residential units, and a Village Center with approved for 345 sq ft of Industrial and 50,000 of Commercial uses. In addition, the development pattern reflects established residential communities and scattered rural homesites along the local roadways in the area.

1. Where are appropriate locations for Industrial land uses in this Focus Area?

2. Where is industrial not appropriate/compatible with existing and future land uses in the Master Plan Area?

3. What additional changes would you recommend, and why?

Thank you for your participation!

Name (optional): _____

Address: _____

E-mail: _____

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Northeast Plant City Area Masterplan

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1. Do you have other suggestions for the development pattern that should occur along this Corridor? Should something be rethought, added or deleted?

2. Do you think industrial uses are appropriate/compatible along this Corridor? If you are opposed, please tell us why.

3. What other comments do you have about any aspect of the I-4/Frontage Road area?

Thank you for your participation!

Please hand in before you leave. If you can not, please return to Krista Kelly, Planning Commission, 18th Floor, PO Box. 1110, Tampa, FL 33601-1110 or email responses to Kellyk@plancom.org

**THE PREFERRED LAND USE SCENARIO MAP
UPDATE**

Kick-off Meeting Handout.

**“At a Glance”
Reference and Background Information**

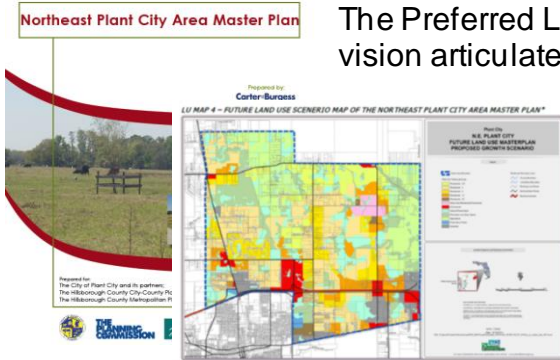
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Project Management – Contact Information

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Plant City Staff.....	Julie Ham	813-659-4231 jham@plantcitygov.com
	Robyn Baker	813-659-4200 ext. 4127 rbaker@plantcitygov.com

PROJECT BACKGROUND:

What is the Preferred Land Use Scenario Map?



The Preferred Land Use Scenario Map is the visual representation of the vision articulated in the Northeast Plant City Master Plan. The map and Master Plan were adopted in 2008 to address the increasing annexations and residential growth and ensure the area has adequate infrastructure. That vision promotes a “Village Center” concept with a concentration of higher intensity and density mixed uses at its core while leaving spaces in the periphery.

Why does the Preferred Land Use Map need to be updated?

The NEMP and Preferred Land Use Scenario Map, was adopted in 2008 to address increasing annexations anticipated growth, ensure adequate infrastructure, and reduce impacts to I-4 in the northeast quadrant of the Plant City.

As noted, the NEMP and the Preferred Land Use Scenario Map were prepared over 15 years ago. Over this time, emerging development patterns and changes in market demand have prompted the need to review and reassess the appropriateness of the land use patterns shown on the Preferred Land Use Scenario Map. This update is being conducted to revisit the accuracy of the delineated land uses and to refresh the Map based on current economic and environmental considerations and context.

The overriding objective of this update to the Preferred Land Use Scenario Map is to revitalize the effectiveness of the Map as a strategic planning guide for future development in the areas addressed by the NEMP.

What is the scope of the update effort?

The update is not intended to reassess the Study Area comprehensively. This effort is designed to target specific locations that have been noted to be experiencing growth and development incongruent with the Master Plan.

It is anticipated that minor changes to the Map will include administrative revisions to reflect existing conditions, generally recognize emerging land use patterns, and delineate them at a parcel level where needed.

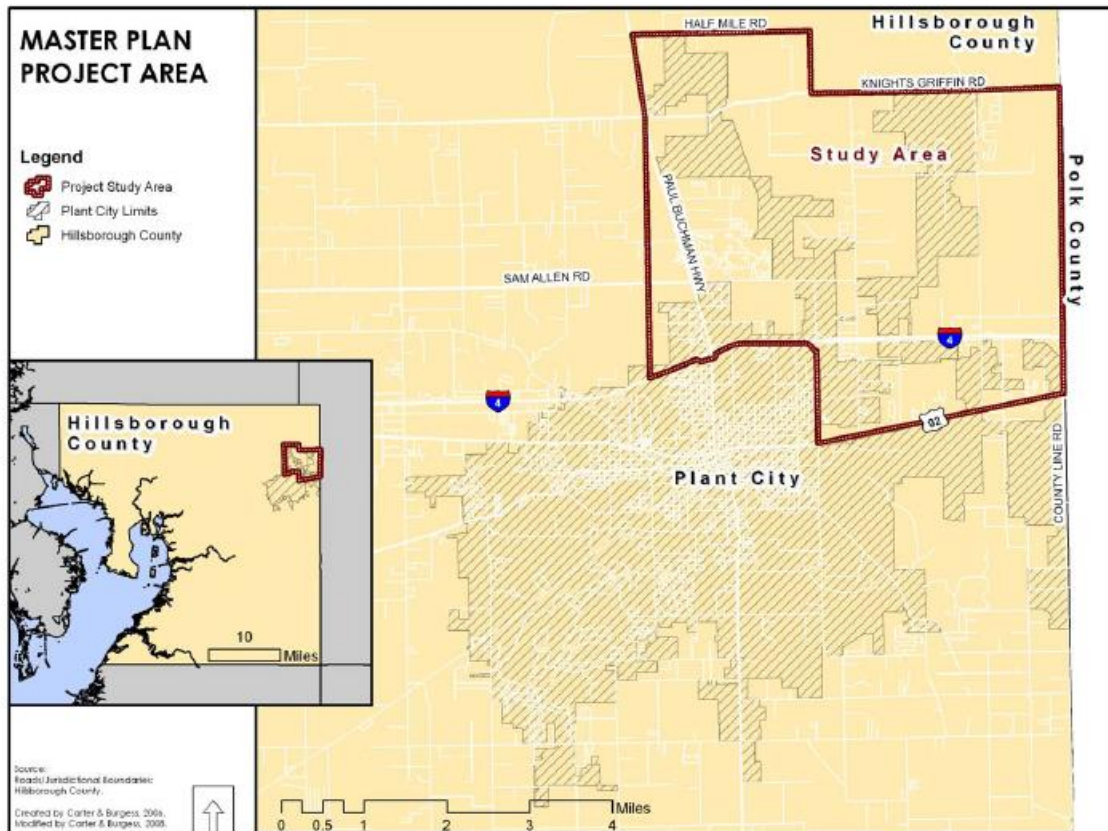
Strategic land use changes may also be contemplated to reconcile existing and desired future land use scenarios envisioned by the Master Plan and to reflect evolving community priorities.

What is the role of the Technical Working Group (TWG)?

A central component of the original NEMP study, and this effort to update the Preferred Land Use Scenario is to integrate the technical/practical perspective and oversight into the overall land use strategy for the NEMP area. Stakeholders, including technical experts, land use professionals, and citizenry, are essential in the review process.

PROJECT SETTING/CONTEXT

Northeast Plant City Master Plan Study Area Preferred Land Use Scenario Map Data



The Northeast Plant City Master Plan (NEMP) Study Area is approximately 20 Square miles and extends east from State Road 39/Paul Buchman Highway to the Hillsborough County/Polk County Line and north from US 92 (between Park Road and County Line Road) to Knights Griffin Road and west of Wilder Road, to the northernmost part of Plant City.

- The major North-South Roadways are State Road 39/Paul Buchman Highway and Wilder Road.
- The major East-West Roadways are US Highway 92 and Interstate 4.

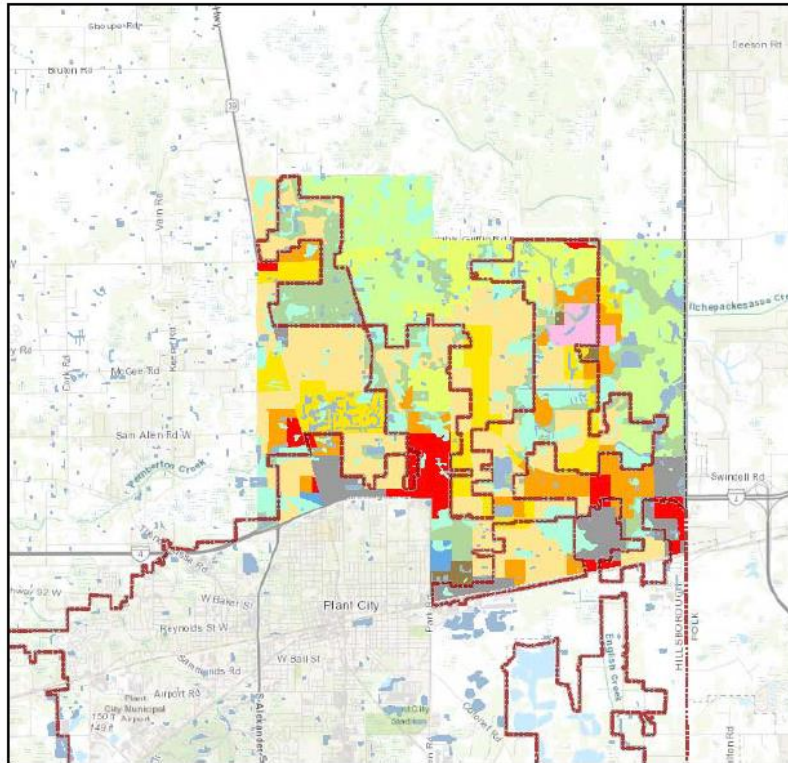
The Preferred Land Use Scenario Map

This Preferred Land Use Scenario Map was adopted in conjunction with the NEMP in 2008, and implements the Vision articulated in the Northeast Plant City Area Master.

The Future Land Use designations and development patterns envisioned by the Master Plan are shown on the Preferred Land Use Scenario Map, within the Study Area.

For reference, please see the maps below:

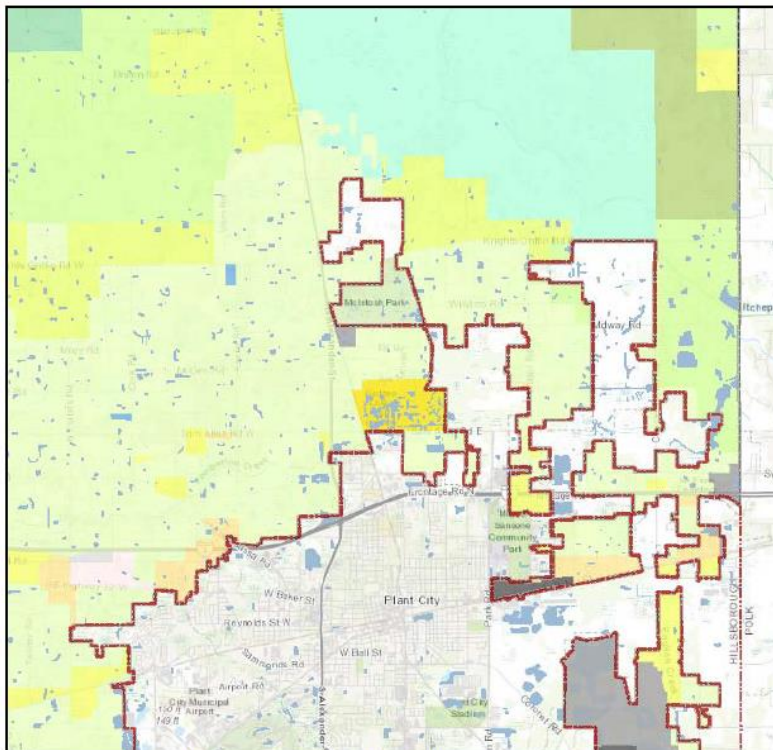
Preferred Land Use Map (Adopted 2008)



Planning Information Map App (PIMA)

- Jurisdiction Boundary**
- HILLSBOROUGH COUNTY
- PLANT CITY
- TAMPA
- TEMPLE TERRACE
- Water**
- Water
- PC Northeast Master Plan**
- RESIDENTIAL - 2.5 (2.5 DU/ACRE)
- RESIDENTIAL - 4 (4 DU/ACRE)
- RESIDENTIAL - 6 (6 DU/ACRE, FAR.25)
- RESIDENTIAL - 12 (12 DU/ACRE, FAR.35)
- RESIDENTIAL - 20 (20 DU/ACRE, FAR.35)
- MIXED USE - RESIDENTIAL/COMMERCIAL (160 ACRE MINIMUM)
- COMMERCIAL (16 DU/ACRE, FAR.35)
- NATURAL PRESERVATION
- PARKS, RECREATION AND OPEN SPACE
- AGRICULTURAL
- PUBLIC / SEMI PUBLIC
- INDUSTRIAL (FAR.50)

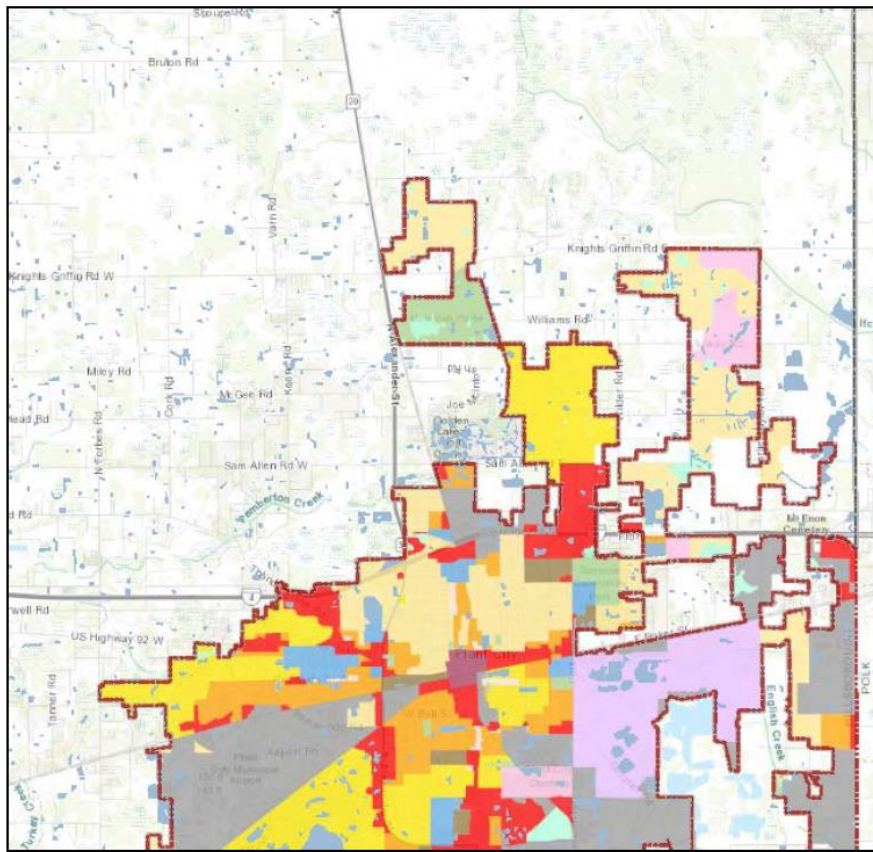
Unincorporated Hillsborough County Future Land Use Map



Planning Information Map App (PIMA)

- Jurisdiction Boundary**
- HILLSBOROUGH COUNTY
- PLANT CITY
- TAMPA
- TEMPLE TERRACE
- Water**
- Water
- Hillsborough County Future LU**
- AGRICULTURAL/MINING-1/20
- PEC PLANNED ENVIRONMENTAL COMMUNITY-1/2
- AGRICULTURAL-1/10
- AGRICULTURAL/RURAL-1/5
- AGRICULTURAL ESTATE-1/2.5
- RESIDENTIAL-1
- RESIDENTIAL-2
- RESIDENTIAL PLANNED-2
- RESIDENTIAL-4
- RESIDENTIAL-6
- RESIDENTIAL-9
- RESIDENTIAL-12
- RESIDENTIAL-16
- RESIDENTIAL-20
- RESIDENTIAL-35
- NEIGHBORHOOD MIXED USE-4 (3)
- SUBURBAN MIXED USE-6
- COMMUNITY MIXED USE-12
- URBAN MIXED USE-20
- REGIONAL MIXED USE-35
- INNOVATION CORRIDOR MIXED USE-35
- OFFICE COMMERCIAL-20
- RESEARCH CORPORATE PARK
- ENERGY INDUSTRIAL PARK
- LIGHT INDUSTRIAL PLANNED
- LIGHT INDUSTRIAL
- HEAVY INDUSTRIAL
- PUBLIC/QUASI-PUBLIC
- NATURAL PRESERVATION
- WIMAUMA VILLAGE
- RESIDENTIAL-2
- CITRUS PARK VILLAGE

Plant City Future Land Use Map



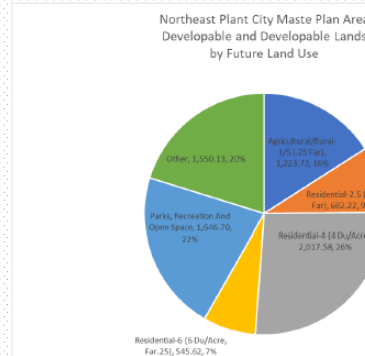
Planning Information Map App (PIMA)

- Jurisdiction Boundary**
 - HILLSBOROUGH COUNTY
 - PLANT CITY
 - TAMPA
 - TEMPLE TERRACE
- Water**
- Plant City Future LU**
 - RESIDENTIAL - 4
 - RESIDENTIAL - 6
 - RESIDENTIAL - 9
 - RESIDENTIAL - 12
 - RESIDENTIAL - 20
 - MIXED USE - RESIDENTIAL/COMMERCIAL (160 ACRE MINIMUM)
 - MIXED USE - RESIDENTIAL/COMMERCIAL/INDUSTRIAL (1000 ACRE MINIMUM)
 - GATEWAY DISTRICT
 - LIGHT COMMERCIAL OFFICE
 - COMMERCIAL
 - DOWNTOWN CORE
 - INDUSTRIAL
 - PUBLIC / SEMI PUBLIC
 - PARKS, RECREATION AND OPEN SPACE
 - NATURAL PRESERVATION
 - TRANSITIONAL AREA (DUE TO ANNEXATION)

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Northeast Plant City Master Plan Area Developable + Redevelopable Lands by Future Land Use

Future Land Use	Developable FLU Category		Redevelopable FLU Category		Developable + Redevelopable	
	Acreeage	Percent	Acreeage	Percent	Acreeage	Percent
Agricultural/Rural-1/5 (.25 Far)	1,173.09	20.34%	50.63	2.67%	1,223.72	15.96%
Commercial (16 Du/Acre, Far.35)	158.86	2.75%	75.39	3.97%	234.25	3.06%
Industrial (Far.50)	152.94	2.65%	301.33	15.88%	454.27	5.93%
Mixed Use - Residential/Commercial (20 Acre Minimum)	156.92	2.72%	0.00	0.00%	156.92	2.05%
Natural Preservation	193.97	3.36%	0.00	0.00%	193.97	2.53%
Residential - 12 (12 Du/Acre, Far.35)	391.09	6.78%	103.58	5.46%	494.68	6.45%
Residential-2.5 (.25 Far)	639.36	11.08%	42.86	2.26%	682.22	8.90%
Residential - 20 (20 Du/Acre, Far.35)	16.05	0.28%	0.00	0.00%	16.05	0.21%
Residential-4 (4 Du/Acre)	1,732.48	30.04%	285.11	15.02%	2,017.58	26.32%
Residential-6 (6 Du/Acre, Far.25)	455.54	7.90%	90.09	4.75%	545.62	7.12%
Parks, Recreation And Open Space	697.71	12.10%	948.99	50.00%	1,646.70	21.48%
Total FLU Acreeage	5,767.99	100.00%	1,897.98	100.00%	7,665.97	100.00%



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We look forward to working with you on **September 7th** at **6:30 P.M.**



Northeast Plant City Area Master Plan Map Update Technical Working Group Meeting

Thurs, September 7, 2023, 6:30 PM – 8:30 PM

Summary of the Kick-Off Meeting of the Technical Working Group

Introductions: *The meeting began with an introduction of the Staff Project Team and Technical Working Group attendees.*

THE MEETING TOPICS COVERED:

Purpose of the Project: *To update the Plant City Preferred Land Use Map. It was explained that the Preferred Land Use Scenario Map is the product of the NE Plant City Area Master Plan, This map covers the northeast quadrant of Plant City, which is the Study area for the Master Plan and is intended to illustrate and implement the Master Plans Vision for future growth and development in this area.*

Background: *The Preferred Land Use Scenario Map, in conjunction with the Northeast Plant City Master Plan, was adopted in 2008. The Master Plan articulates a Vision that promotes a Village Center form development pattern in the NE quadrant and the Preferred Land Use Scenario Map is intended to implement this Vision.*

The City initiated this project, to address emerging issues and to recognize existing conditions as the Land Use Scenario Map is now over 15 years old and in need of refreshing.

Main Objective of the Project and the Technical Working Group (TWG):

The main objective of this update is not intended to be a comprehensive reassessment of the Study Area, rather it is designed to target specific locations which have been noted over the planning horizon to be experiencing growth and development that were not anticipated and are not consistent with the Vision expressed by the Northeast Plant City Area Master Plan.

The role of the TWG is to review the current Preferred Land Use Scenario Map, and to apply their expertise and local knowledge as to whether the land uses accurately depict the area and further the development strategy and community character envisioned by the Master Plan.

Major Issues facing the areas covered by the Pref. Land Use Scenario Map:

- *How to address the increasing demand for Industrial sites and development?*
- *Identifying appropriate locations for Industrial Development, consistent with the Master Plan and in a manner that promotes a logical and fiscally responsible growth strategy.*
- *How to maximize underutilized economic development assets such areas along Frontage Road, I-4 Tech Corridor Overlay and North Alexander Street Corridor?*
- *How to reconcile existing and emerging development patterns that are diverging from the development patterns envisioned by the Preferred Land Use Scenario Map?*

Focus Areas: *With the objectives and issues of the Preferred Land Use Map Update generally identified above, the Staff Project Team targeted four general areas for closer review by the Technical Working Group. These Focus Areas were identified based on observed development trends and the growing demand for available industrial lands.*

These areas were presented to the Technical Working Group for review as part of a mapping exercise.

Mapping Exercise: *After the general overview of the project, staff introduced and conducted a Mapping Exercise with the group. Five sets of maps were placed on easels for the TWG to review and comment on. One map set illustrated the Plant City's Future Land Use designations. The other four maps illustrated the Preferred Land Use Scenario Map - Future Land Use designations for the Northeast Master Plan Study Area, and then honed in on each individual Focus Area.*

Each geographically defined map set (City of Plant City, the Northeast Master Plan Study Area, and the individual Focus Areas) identified developable, redevelopable and undevelopable areas.

Four Major “Focus Areas”: *The Focus Areas are generally delineated and overlap in some areas. The intent is to establish manageable areas to review in terms of the issues described above, and to determine if the designated land use patterns are appropriate and accurate based on existing conditions, and to determine whether changes are needed.*

The following is a list of the four general Focus Areas –

- A. North Alexander Street Corridor and the Recommended Preferred Land Use Scenario Map prepared as part of a Market Study of this corridor in 2018*
- B. Frontage Road/I-4 Tech Corridor*
- C. I-4/ County Line Road Area*
- D. Village Center Area*

The Technical Working Group attendees were provided worksheets with a number of questions intended for each specific Focus Area. After approximately 30 - 45 minutes of review the group gathered to discuss issues and concerns regarding the Preferred Land Use Map as a whole, transportation issues, specific areas seen as underutilized, and other areas of concern beyond the Focus Areas.

Results from this Mapping Exercise will be provided prior to the next Technical Working Group meeting scheduled for September 26th.

Next Steps: *Meeting #2 of the Technical Working Group is scheduled for September 26th (Tuesday).*

- *The purpose of this meeting is to review the results of the Mapping Exercise and other input provided during the September 7th meeting; and*
- *To review proposed revisions/updates to the Preferred Land Use Map based on the previous meeting with the intent of producing a Preliminary Draft of the updated Preferred Land Use Map.*

Meeting #3 is scheduled for October 24th

Adjournment: *The meeting ended at 8:30 p.m.*