



I-4 Corridor Economic Development Study

Objective: Assess the economic and employment opportunities of the I-4 corridor with special attention to Light Industrial, Office and Research Activities.

Proposed Work Plan:

PHASE I

Step 1. Identify work team - April 08

- 1.1 Project coordination: Steve Griffin TPC & Joe Incorvia PGM
- 1.2 Planning support: Heather Lamboy TPC and John Healey PGM
- 1.3 Core Project Team: Economic Development Dept. (Bruce Register), Water Resources (Kevin Moran), PGM Transportation Div. (Ned Baier), County Attorney, (Mary Helen Farris), MPO (Joe Zambito), Hills. County Administrators Office, (Lucia Garcys), Plant City (Greg Horwedel), Temple Terrace (Anne Sheller), City of Tampa (Mark Huey or Michael Chen), FDOT (Carol Collins), Agricultural Economic Development Council (Steve Gran), TPC Economic Analyses (Paul Flora), Tampa Chamber Committee of 100: (Bea Bare)
- 1.4 Business/Gov't Advisors : TBARTA, TBRPC, HART, Aviation Authority (Nadine Jones), Brandon Chamber (Tammy Bracewell), Seffner Chamber (Dennis Schrand), USF, Port Authority, FLA High Tech Corridor Council, School District (Lorraine Duffy-Suarez), Expressway Authority, , Major Commercial Real Estate Companies (i.e., Cushman Wakefield, etc.) One Bay, NAIOP (Rhea Law), Walbridge Aldiner (Joe Smith), TBBA Joe Narkiewicz, Commissioner's Aides. Target initial meeting date - 6/26/08.

- 1.5 Community Advisors: Community Plan groups from Thonotosassa, Seffner/Mango, Eastlake Orient, Brandon; Citizens Advisory Committee (Brian Johnson); Comprehensive Plan EAR amendments – Stakeholders Committee and LDC review group. Target initial meeting date - 5/29/08

Step 2. Set up web site for the exchange of project information. - April 08

Hillsborough County Govt. PGM Web page - Target availability - 4/25/08

Step 3. Research on Existing Conditions: - April / May / June 08

- 3.1 Research and Review existing I-4 Corridor Studies or Reports - 5/1/08
- 3.2 Initial study area: I-4 from I-275 to County line; 1 mile north & south of the road right-of-way boundary – 5/1/08
- 3.3 Prepare map series: Study boundary, base map, roadway network, parcels and ownership, existing and future land use, zoning, aerial, environmental features and wetlands, availability of utilities, transit plans, DRIs, and government facilities - 5/15/08. Assigned to PGM & TPC
- 3.4 Research existing Economic Development local initiatives and activities along I-4 including the adjacent jurisdictions, i.e., Battelle Institute , USF Center for Economic Research, Polk County, etc., My Region (Orlando) – **5/15/08.**
 - 3.4.1 Bruce Register of HC Economic Development will provide background information on the Battelle study and other relevant ED initiatives.
 - 3.4.2 Michael Chen of Tampa will outline Tampa initiatives.
 - 3.4.3 TPC or Plant City will present the NE Master Plan and other PC relevant initiatives
- 3.5 Identify developable land - 5/29/08
- 3.6 Review adopted and proposed Community Plans along I-4 Corridor - 5/29/08
Presented by HC and each of the Cities.
- 3.7 Research transportation infrastructure - 6/12/08 by FDOT, MPO, TBARTA & PGM Transportation Division
 - 3.7.1 Review adopted transportation plans from the jurisdictions and state
 - 3.7.2 Research ongoing transportation planning initiatives or recently completed from the jurisdictions and state

3.7.3 Lucia Garsys will present the County Transportation Task Force Project.

3.8 Quantify existing demand for light industrial, office and research activities in the Tampa Bay area and compare to available supply for these facilities. 6/26/08

3.81 Assigned to Bea Bare and Bruce Register

3.9 Workforce expertise and availability – 6/26/08

3.91 Assigned to Bruce Register and Bea Bare to arrange appropriate presenters..

3.10 Utility Master Plans – 7/10/08

3.1.1 Each jurisdiction to present water and sewer master plans

3.1.2 Port Authority Master Plan and I-4 related issues.

3.1.2 Private sector utility plans: electric, cable, fiber optics, gas, communications.
Bea Bare to organize.

Step 4. Coordination schedule

4.1 Core Project Team; every other Thursday @ 10:00 beginning 4/17/08

4.1.1 Review assignments and compare results of study effort

4.2 Business/Government review: Even numbered months (June, Aug, etc)

4.3 BOCC progress briefing on odd numbered months (May, July, Sept, etc)

4.4 Community and Civic organization briefings quarterly (May 29, Aug, etc)

4.4.1 Use LDC notice list and EAR stakeholders listing

4.5 Joint meeting of Community and Business advisors (Aug. & Nov.)

Step 5. Coordination Meetings with Community and Civic Organizations (*Should be more prominent in the beginning of the process of the I-4 Study*)

5.1 History and Context. Review the existing conditions along I-4

5.2 Review Economic Development considerations of the I-4 corridor

5.3 Discussion “Community’s (Development guidelines) preferences for new development along I-4”

5.4 Community Plan implications

5.5 Review infrastructure and land use requirements as they are developed

PHASE II

Step 6. Analysis of data from Step 3 - July to Sept 08

6.1 Assessment of existing conditions

6.1.1 Environmental protection needs

- 6.2 Assessment of plans in place
- 6.3 Community issues and impacts
- 6.4 Preferred economic development activities
 - 6.4.1 Supporting business and suppliers
- 6.5 Workforce preparedness
 - 6.5.1 What are our skills and availability of intellectual talent?
- 6.6 Potential market share of targeted industries
 - 6.6.1 Ability to attract suppliers and support business
- 6.7 Role of USF, HCC, medical community, Port Authority, MacDill AFB, Chambers, local govts.
- 6.8 Infrastructure requirements
- 6.9 Assess the cost of utility expansion and the potential for new Inter-local Agreements/Creation of I-4 utility Authority
- 6.10 Likely impacts on the Interstate roadway
- 6.11 Cost and Financing consideration to accommodate infrastructure
- 6.12 Assess the Economic value of attracting targeted business activities.
- 6.13 Develop an existing conditions report (will be a component of the final report); due by October 08

Step 7. Development of alternative scenarios - Oct & Nov 08

- 7.1 Identify locations best suited to meet projected demand for Light Industrial, Office and Research Activities.
- 7.2 Identify phasing options for the provision of needed infrastructure
- 7.3 Identify infrastructure provider options and partnerships
- 7.4 Identify marketing strategies to attract targeted industries
- 7.5 Develop Alternative Scenario report; solicit comment from project partners, stakeholders and community partners, due November 1-30, 2008
- 7.6 Revise Alternative Scenario report based on comment received from project partners, stakeholders and community partners; due January 09

Step 8. Ranking of alternatives and recommendations for BOCC consideration - Dec 08 & Jan. 09

- 8.1 Targeted business
- 8.2 Locations
- 8.3 Property or design protections

- 8.4 Partnerships
- 8.5 Jurisdictional responsibilities
- 8.6 Investment priorities
- 8.7 Land Use action necessary
- 8.8 Develop Recommendations component of project report, due mid-February for presentation in March 2009

Step 10. Preparation of report for BOCC - Feb 09

Step 11. Presentation of Study Results - March 09

Step 12. Implementation - Spring 09

- 12.1 Establish responsibility for plan management
- 12.2 Undertake Comprehensive Plan changes and related LDC changes (if necessary)
- 12.3 Implement required partnerships
- 12.4 Establish procedures to attract targeted employers (If appropriate)
- 12.5 Make investment decisions necessary to attract target employers (If appropriate)