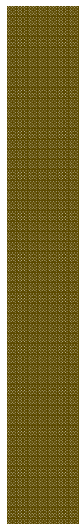


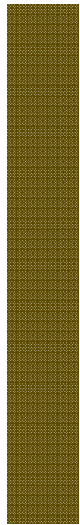
Proposed U.S. 41 Zoning Overlay District

Apollo Beach and Ruskin Communities



Proposed U.S. 41 Zoning Overlay District Area

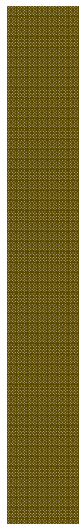




Open House



May 12th 2011- South Shore Regional Library



SOUTHSHORE NEWS

County planners talks with residents about U.S. 41



Beiky Stafford, left, and Marcella Smith of Ruskin check out a map of Ruskin and Apollo Beach at a Hillsborough County open house on a proposed overlay for U.S. 41.

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By LOIS KINDLE | The Tampa Tribune
Published May 18, 2011
Updated 6:39 pm
RUSKIN - About 60 area residents and business owners met with officials from the Hillsborough County Development Services Department May 12 to learn about a proposed U.S. 41 zoning overlay district and give their input.

The introductory open house, which took place at the SouthShore Regional Library, was intended to spur community interest in participating in the planning process, which will happen over the next six to eight months.

An overlay is a land development tool for establishing standards that are "based on top of existing zoning and planning regulations," said Jose Fernandez, principal planner and project manager. They supplement or replace underlying regulations to achieve community preferences and desires.

Fernandez was quick to point out that an overlay does not change land uses, densities or intensities.

The proposed overlay will impact properties along an eight-mile stretch of U.S. 41 between Big Bend Road and the Little Manatee River as part of the implementation of existing community plans for Apollo Beach and Ruskin, which were approved in August 2006. Once in place, standards for landscaping, signage, architecture, site design and more would go into the land development code.

St Petersburg Times
tampabay.com

MAY 18, 2011

Hillsborough County wants residents' suggestions for U.S. 41 renewal plan

By LOIS KINDLE, Times Staff Writer

RUSKIN - Hillsborough County is seeking comments on how to improve the appearance of a stretch of U.S. 41 between Big Bend Road and the Little Manatee River.

For the next six months, county officials will hold meetings to establish a plan to improve the road's appearance through the use of landscaping, architecture and signs, said Jose Fernandez, the county's principal planner.

"We will be guided by the residents to reflect what the community wants," Fernandez said.

By improving the street appearance, officials aim to promote community identity, enhance property values and promote economic development.

As part of the community planning efforts started years ago, said Fred Jacobson, a director of the South Hillsborough Economic Development Council.

The decisions made now will create guidelines for future developers to give the area a unified look, Jacobson said.

Residents will be able to have their say on what they want as well as what they don't want, he said.

The next meeting will be held at 6 p.m. on June 30 at the South Shore Regional Library, 15816 Beth Shalom Way in Ruskin.

Shirley Rosenthal can be reached at srosenthal@tampabay.com or (813) 691-2942.

SOUTHSHORE NEWS

County to host meeting on U.S. 41 zoning overlay

By LOIS KINDLE | The Tampa Tribune

Published May 18, 2011

RUSKIN - Hillsborough County officials are asking area residents and business owners to attend an introductory open house on May 12 to learn about and provide input on the proposed U.S. 41 zoning overlay district.

The gathering will take place from 6 to 8 p.m. at the SouthShore Regional Library, 15816 Beth Shalom Way, Ruskin.

Ads by Yahoo!

The overlay would impact properties along U.S. 41 between Big Bend Road and the Little Manatee River as part of the implementation of existing community plans for Apollo Beach and Ruskin. While it does not affect the zoning of properties or take away any property rights, it will establish standards typically addressing landscaping, signage, architecture and site design, said Jose Fernandez, county planner.

"The overlay is aimed at promoting economic development, improving visual appearance, promoting the identity of the communities involved and enhancing property values along the U.S. 41 corridor," he said.

Planning and Growth Management staff will make a brief presentation at 7 p.m. to explain the overlay, describe its intent and provide an overview of the process that will be followed. They will be available afterward to provide information and answer questions.

"We want to hear from the community about what it needs," Fernandez said.

The open house is the public's opportunity to have a say in what those standards will be, to help shape the discussion, he said.

Spanish-to-English translation will be available at the meeting.

For information, call Fernandez at (813) 207-0455.

Kindle@tampabay.com
(813) 627-4760



Agenda

- | | |
|--|---------------|
| A. Working Committee | 20 min |
| B. Florida Department of Transportation Presentation | 20 min |
| C. Project Scope and Activities | 10 min |
| D. Zoning Overlay Districts | 20 min |
| <ul style="list-style-type: none">• What is an Overlay District• How does it work• Examples of Corridor Overlays in Hillsborough County• U.S. 41 Zoning Overlay: Challenges and Opportunities | |
| E. Questions | |



A. Working Committee



What is a Working Committee?

Group that represents a diversity of community interests:

- Residents
- Property and business owners
- Representative of organizations and
- Other interest groups along the corridor



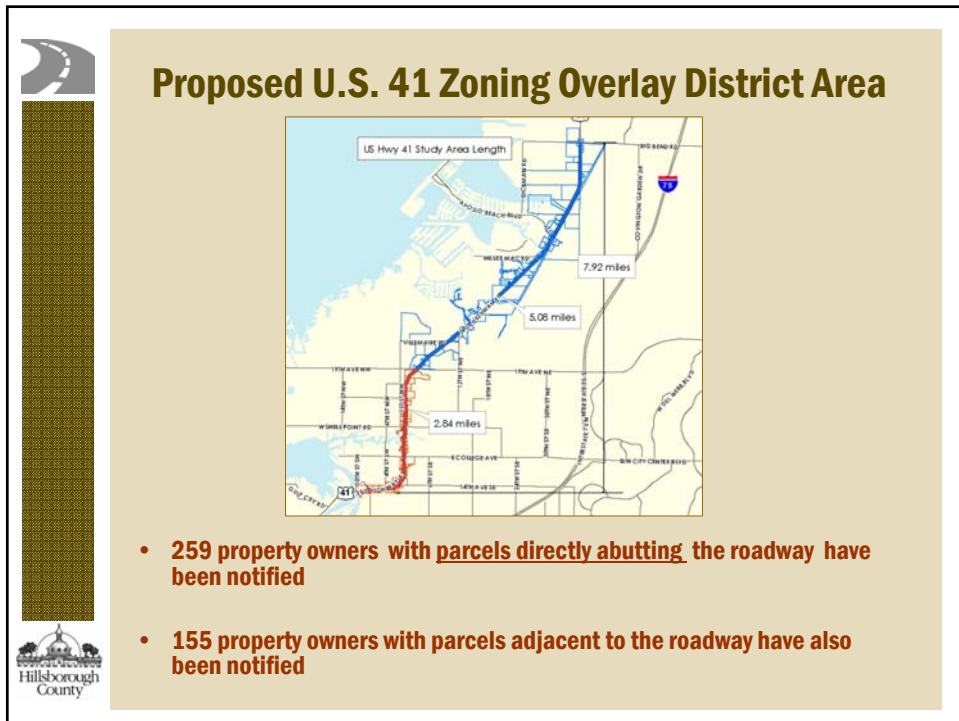
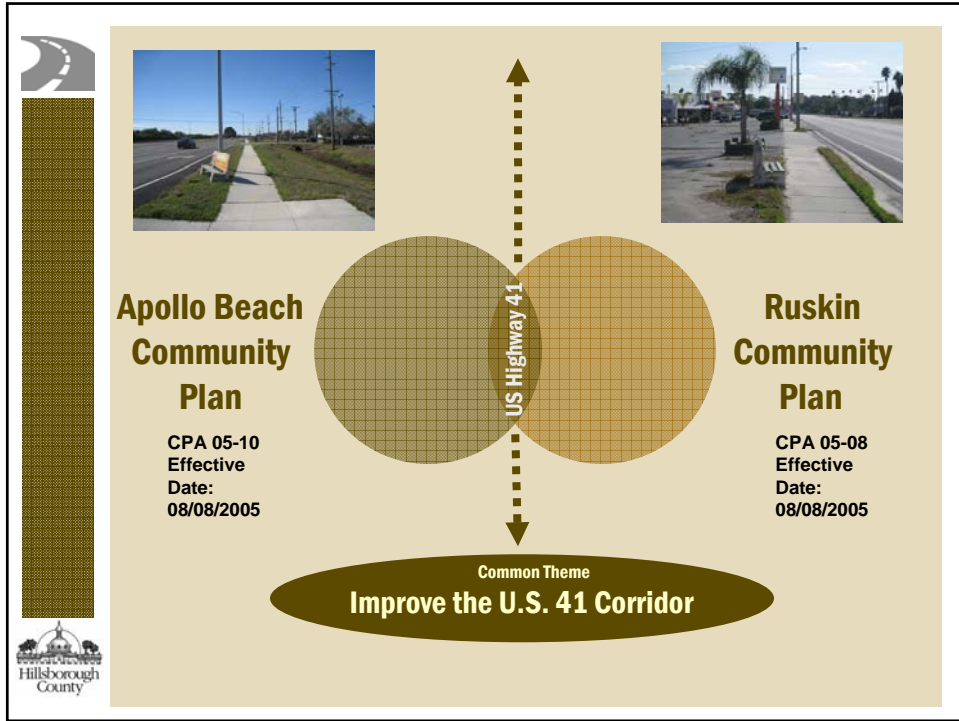
Working Committee

- **Attend regular meetings during a six/seven month process**
- **Work with County staff to formulate the recommendations for the zoning overlay district**
- **Represent interests or perspectives of a variety of stakeholders**
- **Subject to Sunshine Law**



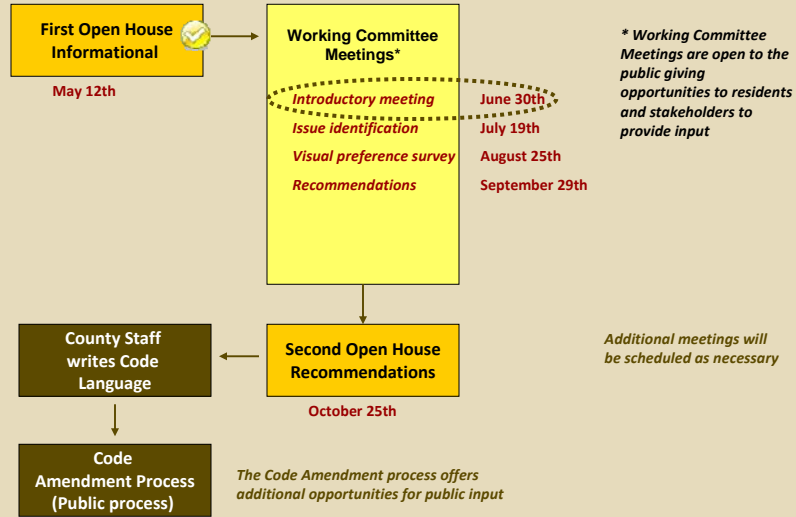
B. FDOT Presentation

C. Project Scope and Activities





US 41 Zoning Overlay District Project Phases/Schedule



How to participate

- **Working Committee Meetings**
- **Open Houses**
- **Online/Project website**
 - Project schedule, meetings and materials posted
 - Comments may be made by e-mail
 - Online Survey



D. Overlays Districts in Hillsborough County



What is a Zoning Overlay District?

- **It is a land development tool that establishes standards that are placed “on top” of existing zoning and planning regulations. These standards supplement or replace the underlying regulations to achieve community preferences and desires**
- **Adopted into the County’s Land Development Code**
- ***Does not* change uses, densities or intensities**





How does a Zoning Overlay District work?

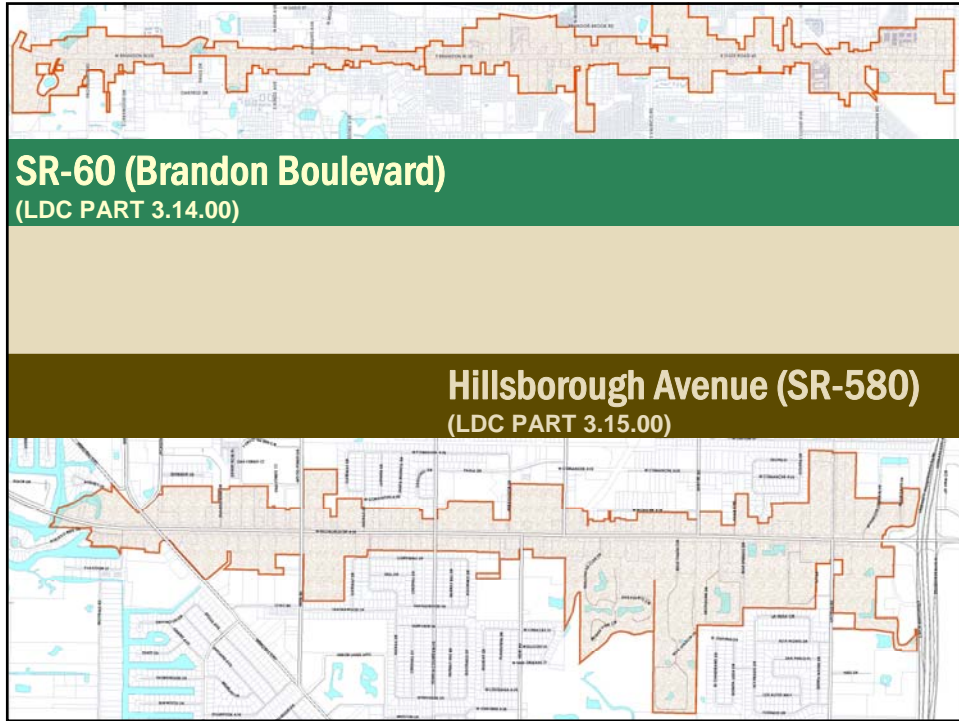
- **Existing properties**
 - Existing approvals and uses not impacted
 - The overlay won't apply to the property unless a substantial modification takes place (trigger mechanism)
- **New developments and redevelopment**
 - Apply to all new developments and redevelopment



Hillsborough County Overlay Districts

- **State Road 60 (Brandon Boulevard)**
- **Hillsborough Avenue (State Road 580)**
- **New Tampa Commercial Overlay District**
- **North Dale Mabry Overlay District**
- **Restricted Business Professional Office Overlay District**






Common Attributes

- **State Roads**
- **Inside the Urban Service Area**
- **Older Commercial Development**
- **Strip Shopping Centers**
- **Decaying Conditions In Need of Redevelopment**
- **Applicability**
 - All parcels fronting the roadway
 - Expansion, renovation or new construction may trigger compliance



Improvements triggered over Time based on Cost of Improvements relative to assessed value of buildings

Type of Regulations: Signage, landscape treatment, parking location, drive-through facilities, buildings, architectural guidelines, storm-water facility, buffer and screening

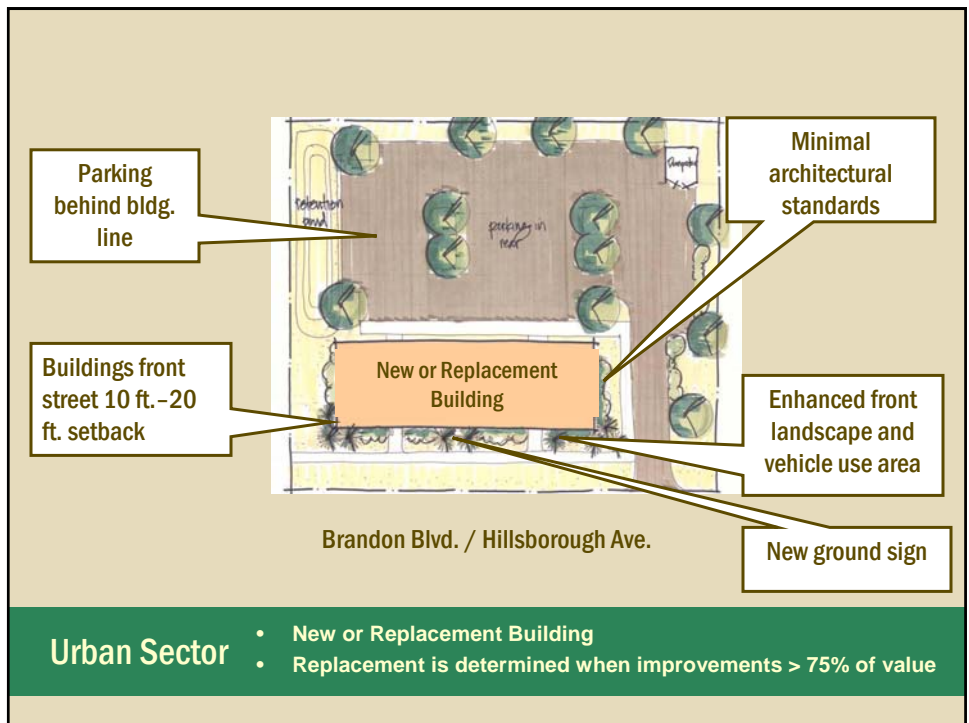
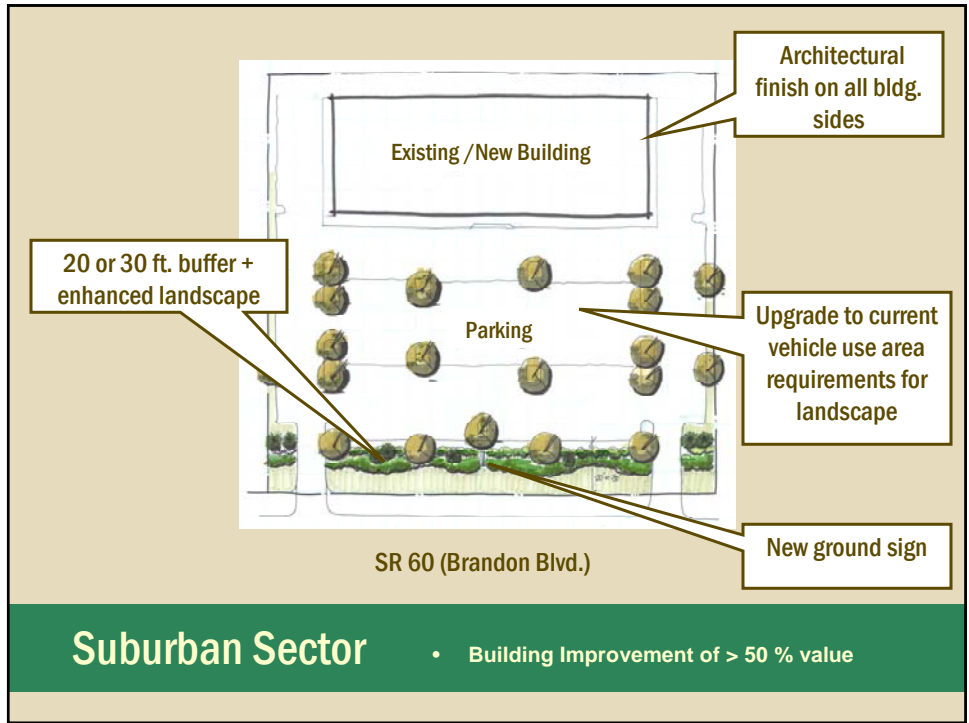
Hillsborough Avenue (SR-580)
(LDC PART 3.15.00)





SR-60 (Brandon Boulevard)
(LDC PART 3.14.00)

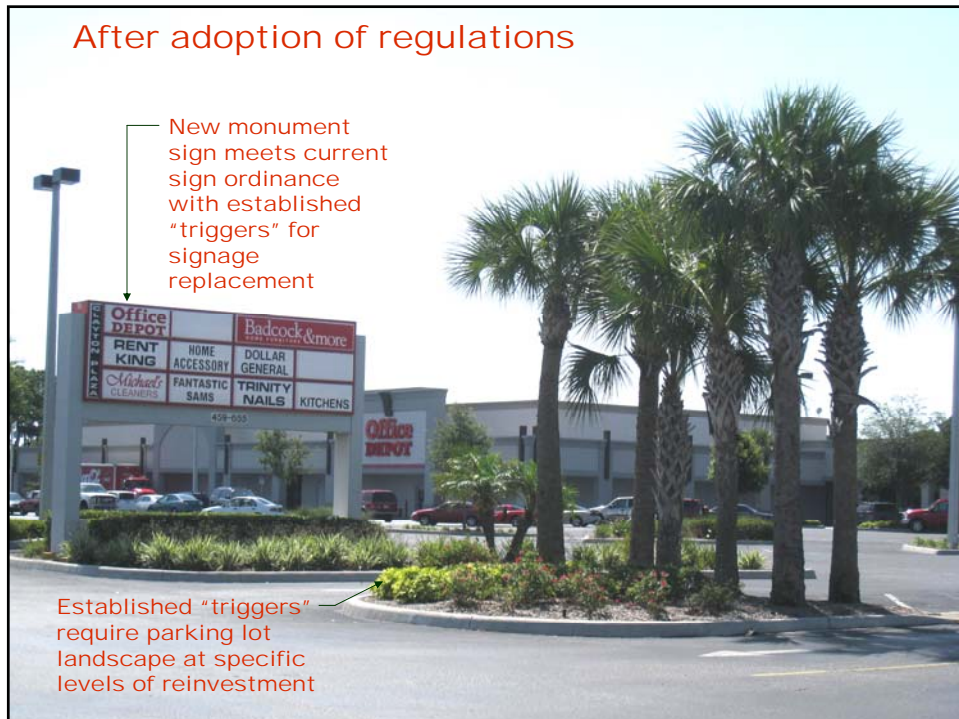
<p>From Dover Road West to I-75</p> <p>Urban and Suburban Sectors</p> <p>Improvements triggered over <u>Time</u> based on <u>Cost of Improvements</u> relative to assessed value of buildings</p>	<p>Type of Regulations: Signage, landscape treatment, parking location, drive-through facilities, building location, architectural guidelines, storm-water facility location, buffer and screening</p>
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Before adoption of regulations



After adoption of regulations





U.S. 41 Zoning Overlay

- **How do you see U.S. 41 within your community?**
- **What do you want your customers to see when they drive/walk along U.S. 41?**



A collage of six photographs showing various roadside scenes along U.S. 41. The top row includes a sign for 'BUTTER', a view of a road with a palm tree, and a view of a road with parked cars. The bottom row includes a view of a building with 'PAWS' signage, a view of a building with 'LUNCH SPECIALS' signage, and a view of a building with 'LUNCH SPECIALS' signage.

Hillsborough County



What is appropriate for U.S. Hwy 41 Corridor?

- Location
- Function
- Adjacent Uses
- Lot configuration
- Future development potential
- Existing/future nodes of activity
- Approved zoning entitlements
- Community Character
- Ownership/maintenance



Every corridor is different, but may be categorized- Sub-urban/Main Street, etc.



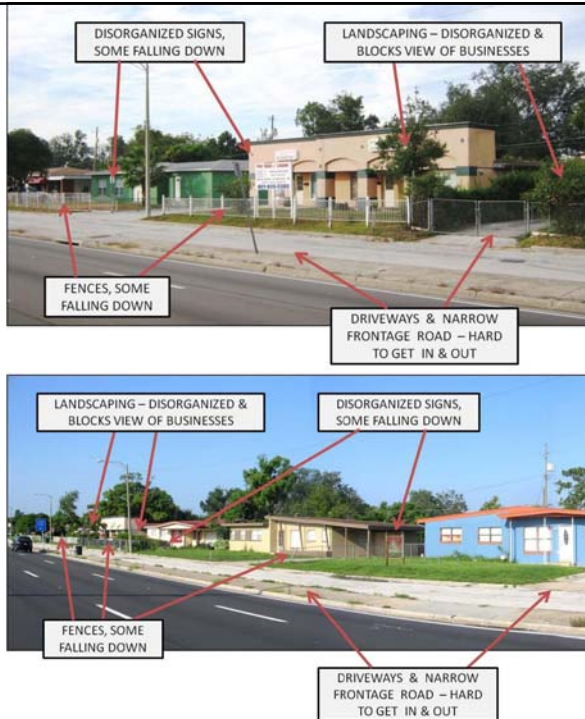
What do your potential customers – or potential tenants – see as they drive by?

Disorganized signs – Every sign is a different size, style and location on the lot. Many are of poor quality, and some are falling down.

Fences – Many of the fences still remain from the time when these buildings were residential homes, and some are bent or falling down.

Landscaping – Much of the landscaping is disorganized, poorly maintained and blocks the customers' view of your business (or your neighbor's business).

Driveways - are difficult to find and use. The frontage road is narrow, difficult to use and poorly maintained.



Challenges of Reclaiming Corridors





Benefits of the Proposed U.S. 41 Zoning Overlay District

- **Improve visual appearance of the corridor**
- **Promote community identity**
- **Enhance property values**
- **Promote economic development & redevelopment**

“Growth and redevelopment will transform the corridor over time”



Next Meeting - July 29th

- **Issue Identification Workshop**
 - Preserve
 - Create
 - Change



E. Questions?