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**US Hwy 41 Overlay Committee  
Meeting Minutes  
For September 29, 2011**

**Committee Members:**

Barbara Compton-  
Tom Griggs- Absent  
Karen Freiwald  
Joel Meek  
Michael Peterson  
Sandy Council  
Sam Cook- Absent  
Alvin Cearley - Absent  
Anita Jimenez –  
Tony Zipperer- Absent  
Tom Grimm-Absent  
Michael Parker

**Hillsborough County Staff:**

John Healey, Executive Planner  
Jose Fernandez, Principal Planner  
Carmen Telesca, Principal Planner  
Marylou Laycock, Recording  
Avera Wyne, Planning Director/Tampa Bay Regional  
Planning Council

**Public**

Penny Fletcher, Observer News  
Melanie Morrison, Ruskin Chamber  
Arlen Tillis, Tibbetts Lumber  
Donna Fore, Riverview Chamber  
Leu Smith, S. Hills. Elks  
William Gaither, S. Hills. Elks  
David Wils, Resident/Ruskin  
Claudia Davidson, Resident/Ruskin

Rose Bennett, Resident/Ruskin  
Robert Wimer, Resident/Ruskin  
Judith James, Tampa  
Sharon O'Leary, Resident/Apollo Beach  
Debbie & Eddie Schott, Resident/Ruskin  
Robin Trotter, Resident/Apollo Beach  
Tony Spasiano, Resident/Apollo Beach  
Wade Burrington, Resident/Ruskin

The September 29, 2011 US Hwy 41 Overlay Committee meeting was held at the SouthShore Regional Library and was called to order at 6:10 p.m.

**A. INTRODUCTIONS:**

John Healey, Executive Planner for Hillsborough County Planning & Zoning Division, opened the meeting where he welcomed everyone and explained briefly about the Visual Preference Survey Workshop.

He explained that during the meeting attendees will rank images and that a detailed analysis of the results was going to take place during our next meeting on October 25<sup>th</sup> with the project Working Committee.

Mr. Healey then thanked and recognized Avera Wynne of the Tampa Bay Regional Planning Council who was very generous to help this committee with the use of their equipment (Audience Response System) for this survey.

Mr. Healey then introduced Jose Fernandez, Project Manager. Mr. Fernandez thanked everyone for their attendance, for their time and support. Mr. Fernandez gave a brief overview of the US Hwy 41 project, how it project began, what area it covers (Big Bend Road to Little Manatee and crosses both communities (8 miles of corridor), how the Working Committee was formed, where the project is at this point, the project schedule, the Visual Preference Survey and information on analyzing the survey.

**B. VISUAL PREFERENCE SURVEY:**

Mr. Fernandez explained that the objective of the visual preference survey was to measure the preferences of participants on planning and design alternatives. He added that for today's workshop staff combined one of the most traditional planning techniques developed by Anthony Nelessen (the visual preference survey) with one of the most efficient ways to gather public input through technology (Audience response system)

Fernandez gave a presentation of how the exercise was going to be conducted by ranking 47 images from 1 (don't like it at all) to 7 (I love it). He explained that number 4 was neutral or no opinion. He explained that images were representing planning and design concepts around the areas prioritized by the Working Committee on August 25<sup>th</sup>:

1. Signs
2. Fences
3. Building design
4. Building location and the street
5. Landscaping in parking lot
6. Parking lot screening
7. Parking lot location

Fernandez added that results were going to be displayed instantly. He explained that these planning and design concepts (images) are what not necessarily going to happen along U.S. 41. He added that these are just measures to see what the community is thinking and what they like. These responses are only guidelines and will be reviewed and discussed by the Working Committee at the next meeting on October 25<sup>th</sup>.

Avera Wynne of the Tampa Bay Regional Planning Council gave an overview on the Audience Response System and then went over the instructions on how to use the remote voting key pad. The audience responded to a couple of test questions to make sure that the equipment was functional.

A question was raised regarding the origin of the pictures that everyone was responding to, as to whether they were only for Hillsborough County. Mr. Fernandez responded that images were not only from Hillsborough County.

Michael Peterson made a comment regarding the building signage – that earlier they were seeing signs as if he were on the road and trying to see what's in there, and he can't be on 301 and see the building sign and so while this may be very appealing . . . there's no way in the world that equates to the other option to this. However they may be allowed to do this . . .

A question was raised regarding the pictures that everyone was responding to and if this is something that they are going to like on US 41. Mr. Fernandez responded just in general, it's just a preference. He added that consideration and analysis of these images was the subject of the next meeting on October 25<sup>th</sup>

There was a question regarding one of the fences that was shown and they wanted to know what type of fence it was. It was described as a chain link fence with black plastic strips weaved through the links.

Attendees completed the exercise of 47 questions. To see preliminary results of the visual preference survey please visit the project website.

<http://www.hillsboroughcounty.org/pgm/zoning/cpiongoing/US41.cfm>

Attendees expressed their satisfaction with the exercise and the methodology used

Mr. Fernandez described what the next steps are on the project schedule. Mr. Healey explained the project brochure and went over the meetings date and stated that the web-site has all the information regarding this project and the meetings. Mr. Healey thanked everyone for their time and for coming and that staff will be around for questions.

### **C. NEXT MEETING – SURVEY RESULTS:**

The next US Hwy 41 Overlay Committee meeting will be held on Tuesday, October 25, 2011 at the SouthShore Regional Library at 6:00 P.M.

There being no further business, the meeting was adjourned at 7:30pm.