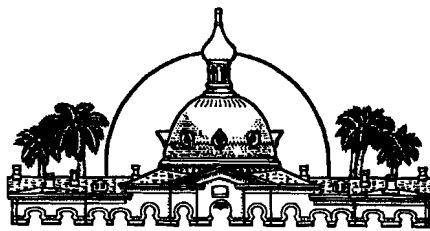


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September 16, 2011

Dear Citizen/Property Owner:

**RE: Progress Report on the Proposed U.S. Hwy. 41 Zoning Overlay Zoning District
&
Invitation to a Visual Preference Workshop**

I want to take this opportunity to provide you with a progress report on the proposed U.S. Hwy. 41 Zoning Overlay District. In May, we notified property owners along U.S. 41 by mail that the County was initiating a proposed zoning overlay district along U.S. Hwy 41 between Big Bend Road and the Little Manatee River as part of implementing the Apollo Beach and Ruskin Community Plans. The mailed notice was included an invitation to businesses, property owners and the public to attend an Open House which held on Tuesday May 12, 2011. The proposed zoning overlay district will not affect what properties are zoned for, but will address establishing standards to improve and enhance the physical appearance of the U.S. Hwy 41 corridor (see enclosed project brochure for more details)

Since the Open House the following project tasks have taken place:

- A project website has been established. It has all project information, meeting agendas, presentations and summaries. Please visit the web site for more information. The website address is: <http://www.hillsboroughcounty.org/pgm/zoning/cpiongoing/US41.cfm>
- A Working Committee comprised of businesses, property owners, community residents and other stakeholders has been meeting regularly to provide input to staff on the overlay district. To see what has occurred at the Working Committee meetings, and find out future meeting dates, please visit the web site. All meetings are open to the public.
- An online survey was conducted between July 19th and August 22nd providing citizens with an additional opportunity to provide input. You can see the results at the website.

September 16, 2011

RE: Progress Report on the Proposed U.S. Hwy. 41 Zoning Overlay Zoning District
& Invitation to the Visual Preference Workshop

Page two

Invitation to a Visual Preference Workshop

You are invited to participate in a visual Preference Survey Workshop. The purpose of this survey is to gain additional public input as the proposed U.S. Hwy. 41 zoning overlay district is developed. A flyer with more information is enclosed. The workshop will be held at the date, time and place shown below.

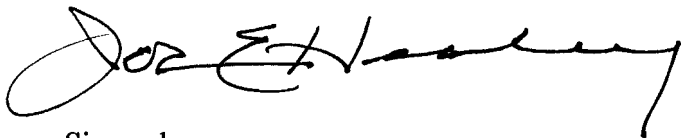
Date: Thursday, September 29th 2011

Time: 6:00 and 8:00 PM

Place: South Shore Regional Library
15816 Beth Shields Way
Ruskin, FL 33573

For more information, please contact Jose Fernandez (Project Manager) with Development Services Department (Planning and Zoning Division), at (813) 307-3435 or by e-mail at fernandezjr@hillsboroughcounty.org.

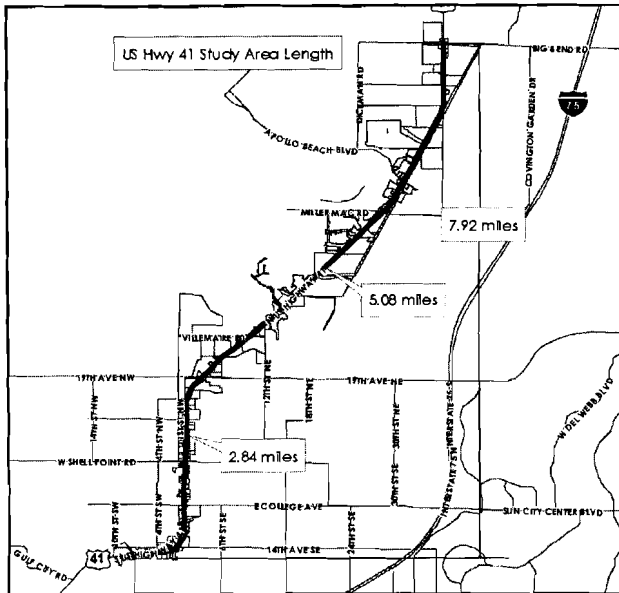
We are looking forward your participation on this community effort.

A handwritten signature in black ink, appearing to read "John Healey". The signature is fluid and cursive, with a large initial "J" and "H".

Sincerely
John Healey, AICP
Executive Planner



Project Information U.S. Hwy 41 Proposed Zoning Overlay District



Improving the appearance of U.S Hwy. 41 is one of the main objectives for implementing the Apollo Beach and Ruskin Community Plans. Hillsborough County staff will be working with the community and other stakeholders to explore the development of a zoning overlay district along U.S. Hwy 41 between Big Bend Road and the Little Manatee River.

What is an 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. The proposed overlay district is not intended to affect existing uses, densities or intensities on properties along the corridor

How long will the planning process last?

Studies of this nature usually last about 8 months. In most cases participants meet at least once per month

Will all of US-41 end looking the same in Ruskin and Apollo Beach?

Plans need to be flexible and take many issues into consideration, among them: existing conditions, development potential, environmental and safety considerations etc.

What kind of development regulations are intended to be discussed?

Generally communities have regulated architectural design and features, signage, landscaping, buffers and screening and location of parking.

What properties will be impacted by the plan?

Traditionally, properties bordering the roadway

Who determines the changes?

Citizens working with County staff through a consensus building process, make recommendations to the Board of County Commissioners (BOCC) who make the final determination



Project Information U.S. Hwy 41 Proposed Zoning Overlay District



Will there be public meetings or hearings?

Expect at least three workshops and two open houses. There will also be public hearings prior to any adoption of the regulations by the Board of County Commissioners.

Are there examples of successful overlay districts in Hillsborough County?

Quite a few successful examples including State Road 60 (Brandon Boulevard) and Hillsborough Avenue (State Road 580)

Where can I get information on overlay districts?

For current regulations, visit www.municode.com – click on Online Library: Florida: Hillsborough County: [Hillsborough County Land Development Code](#). Specific information on overlay and special districts is located under [Article III – Special Districts](#).

Does this process have anything to do with widening of US-41?

No; the Florida Department of Transportation (FDOT) recommends and implements improvements on State roadways. For information on FDOT’s District 7 at (813)-975-6000

TENTATIVE PROJECT MEETING SCHEDULE

- *Additional meetings may be scheduled as necessary (check website for most updated info on meetings)*

Activity *	Date
First open house	Thursday, May 12
Introductory meeting	Thursday, June 30
Issue identification	Tuesday, July 19
Overlay subject areas/priorities	Thursday, August 25
Visual preference survey	Thursday, September 29
Recommendations	Tuesday, October 25
Second open house	Tuesday, November 15

For more project info please contact:

Jose Fernandez
Project Manager
Development Services Department
Planning and Zoning Division
Email: fernandezjr@hillsboroughcounty.org
Phone: (813)-307-3435
Project website: <http://www.hillsboroughcounty.org/pgm/zoning/cpiongoing/US41.cf>



Visual Preference Survey Workshop

Where: South Shore Regional Library (Ruskin)
15816 Beth Shields Way, Ruskin, FL 33573
When: Thursday, September 29, 2011
Time: 6:00 PM – 8:00 PM



U.S. HWY. 41 ZONING OVERLAY - YOUR VISION IS NEEDED!

What is a Visual Preference Survey?

The Visual Preference Survey is one of the tools for the public to provide input on planning and design alternatives and to participate in the formulation of recommendations to create the U.S. Hwy. 41 Zoning Overlay District (Apollo Beach and Ruskin).



Why should I take the Visual Preference Survey (VPS)?

Your participation in the Visual Preference Survey provides a way for you to influence recommendations for the proposed U.S Hwy. 41 Zoning Overlay District.



The survey

You will be able to indicate your preference among a series of images that illustrate various designs and planning alternatives for future development along U.S. Hwy. 41. You will be able to rank photos based upon your preference. *Survey results will be displayed instantly thanks to the Audience Response System (ARS).*



Your opinion counts!

The value of the survey is in the range of opinions, the shared common ground, and the desires expressed by residents, property owners and other stakeholders, giving a sense of what they would like to see as development occurs along U.S. Hwy 41. The objective is to prepare recommendations for future development along U.S. Hwy 41.



** Images of this flyer do not reflect a specific vision for development along U.S. 41. They are for illustration purposes of this flyer*

Renderings source: Urban Advantage, El Cajon, CA

For more information, please contact Jose Fernandez, Project Manager at fernandezj@hillsboroughcounty.org or 813-307-3435. Project website: <http://www.hillsboroughcounty.org/pgm/zoning/cpiongoing/US41.cfm>