

Proposed U.S. 41 Zoning Overlay District

Apollo Beach and Ruskin Communities



U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Agenda

- | | |
|---|---------------|
| A. Introduction | 5 min |
| B. Visual Preference Survey Analysis | 40 min |
| C. Focusing on Recommendations | 30 min |
| D. Questions | |

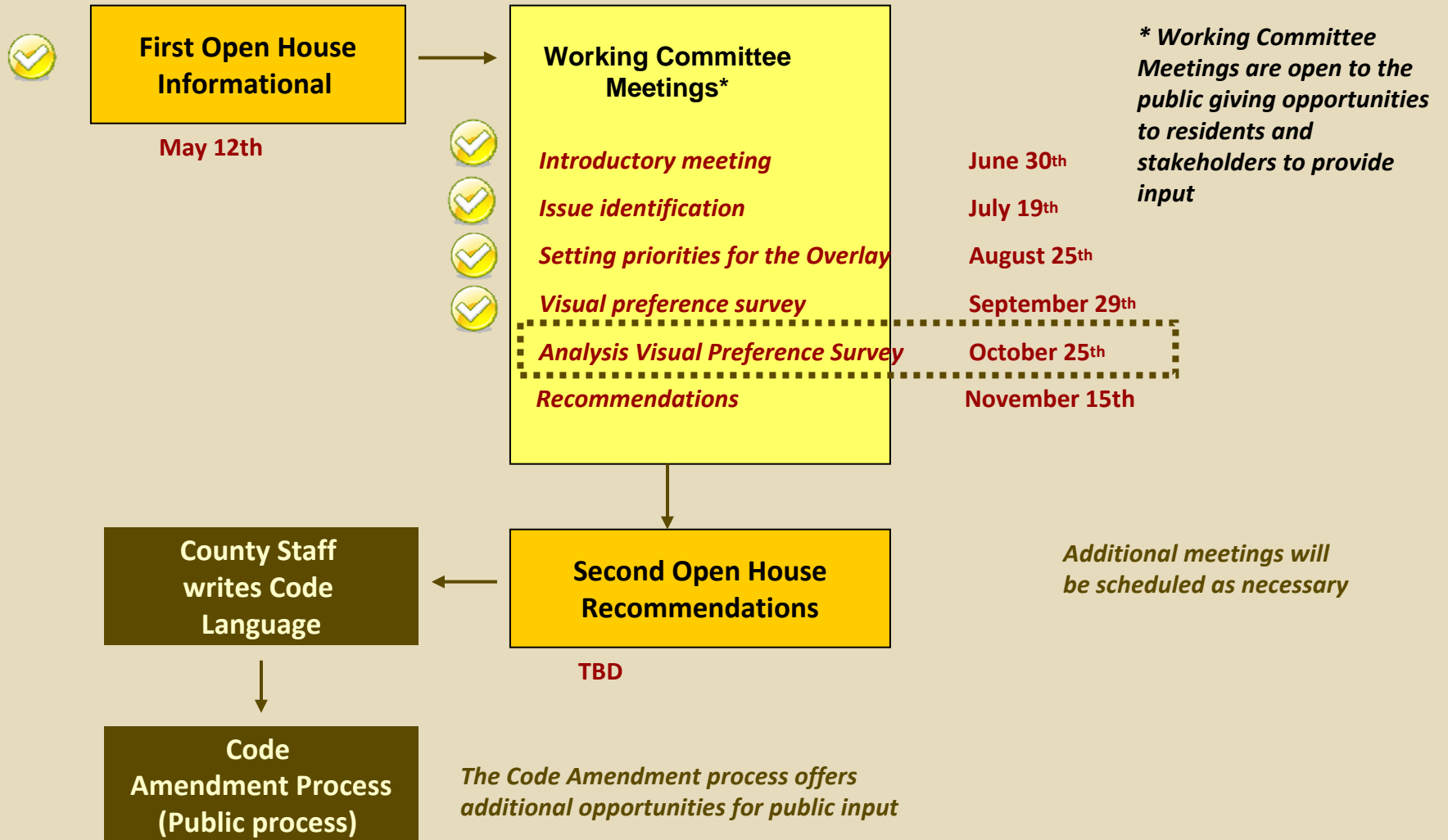
A. Introduction

Project Location



U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Project Schedule



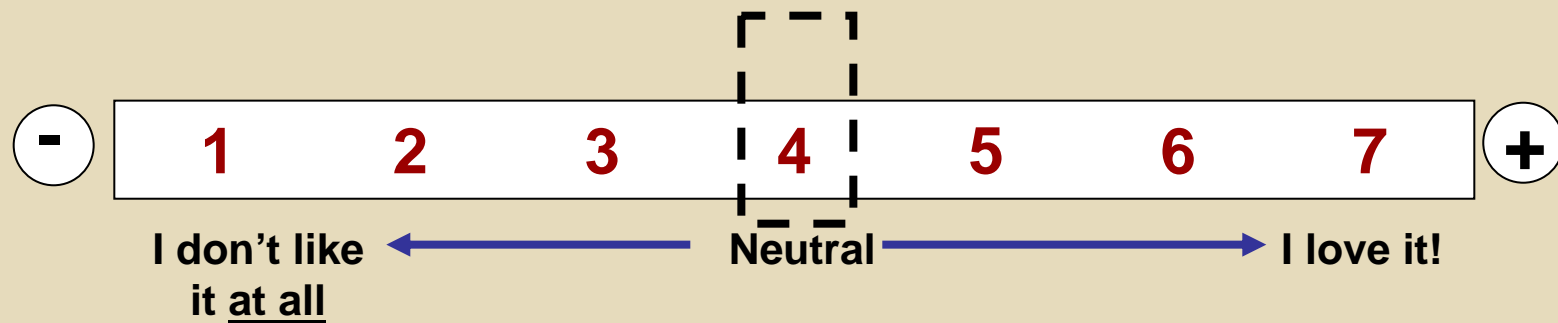
B. Visual Preference Survey Analysis

Visual Preference Survey: Topics

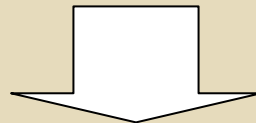
- **Signs**
- **Fences**
- **Building design**
- **Building location and the street**
- **Landscaping in parking lot**
- **Parking lot screening**
- **Parking lot location**

Visual Preference Survey (VSP)

- You ranked photos based upon your preference



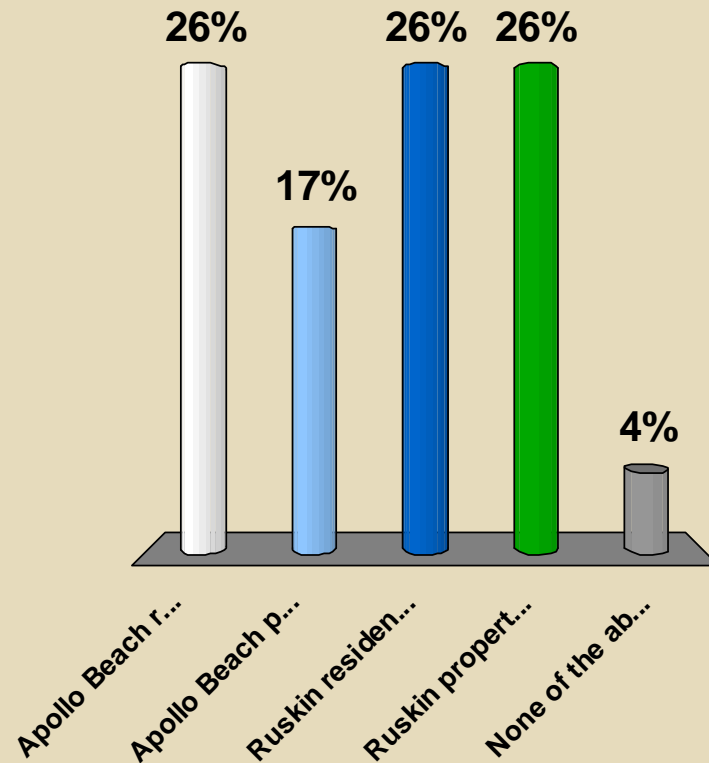
- We saw results instantly for 47 images
- We asked some demographic and policy questions



Objective: Provide guidance to the Working Committee to develop recommendations

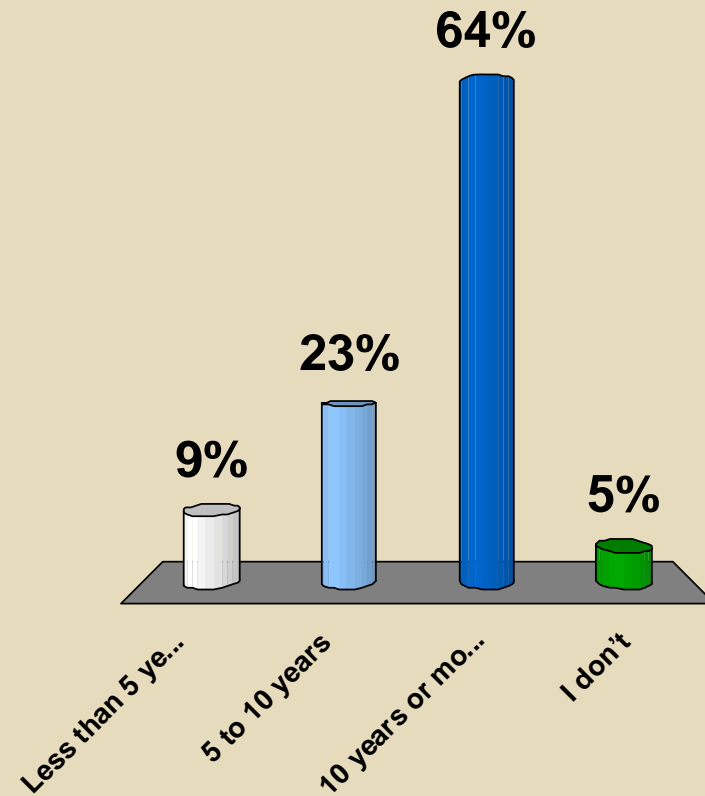
What would best describe you?

1. Apollo Beach resident
2. Apollo Beach property/business owner along U.S. 41
3. Ruskin resident
4. Ruskin property/business owner along U.S. 41
5. None of the above



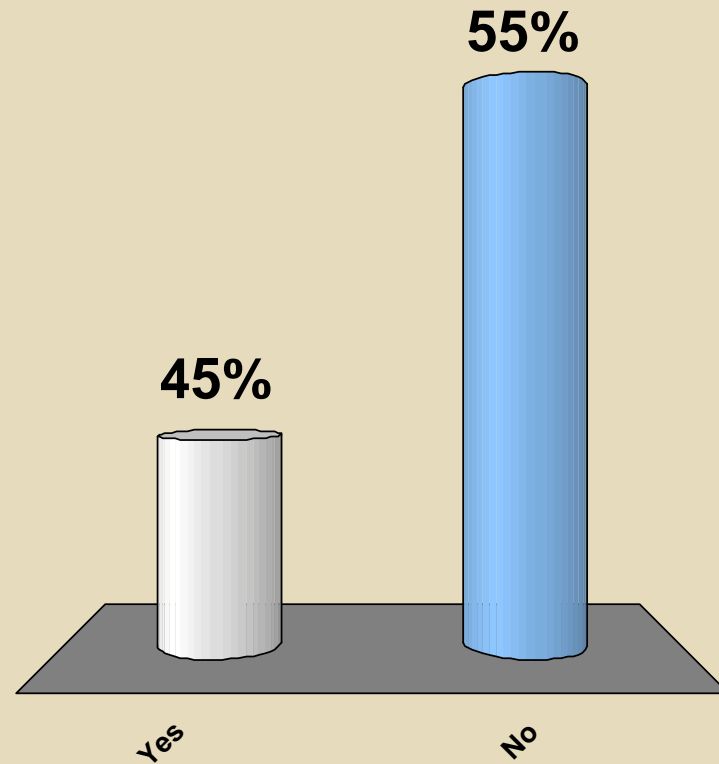
How long have you lived in Hillsborough County

1. Less than 5 years
2. 5 to 10 years
3. 10 years or more
4. I don't



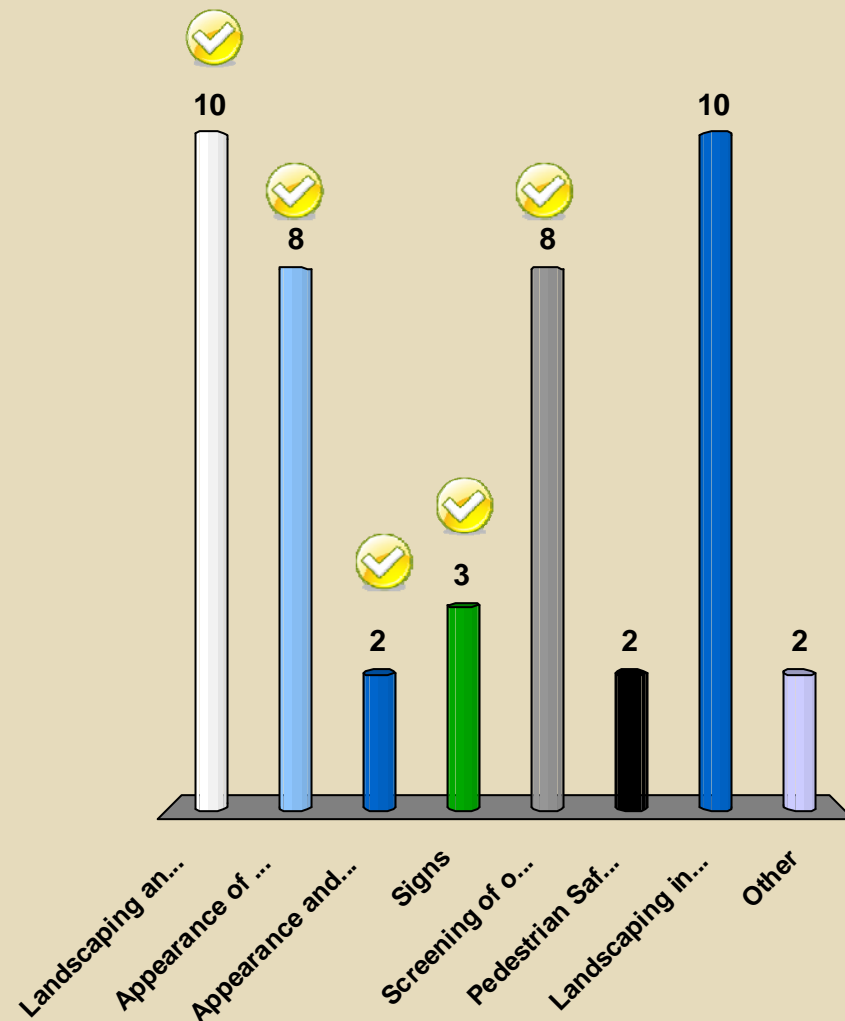
Have you participated on any previous meetings of this project?

1. Yes
2. No



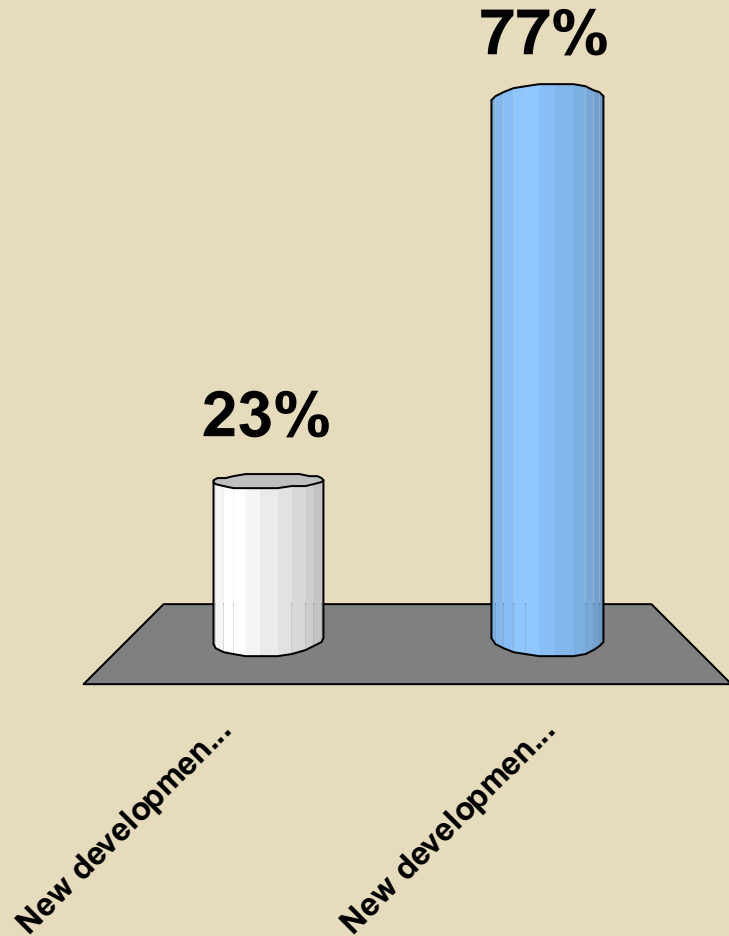
What would you improve along U.S. 41? (pick top 2)

1. Landscaping and screening on properties
2. Appearance of buildings
3. Appearance and size of parking lots
4. Signs
5. Screening of open storage, trailers, moving trucks, etc..
6. Pedestrian Safety
7. Landscaping in medians and right-of-way
8. Other



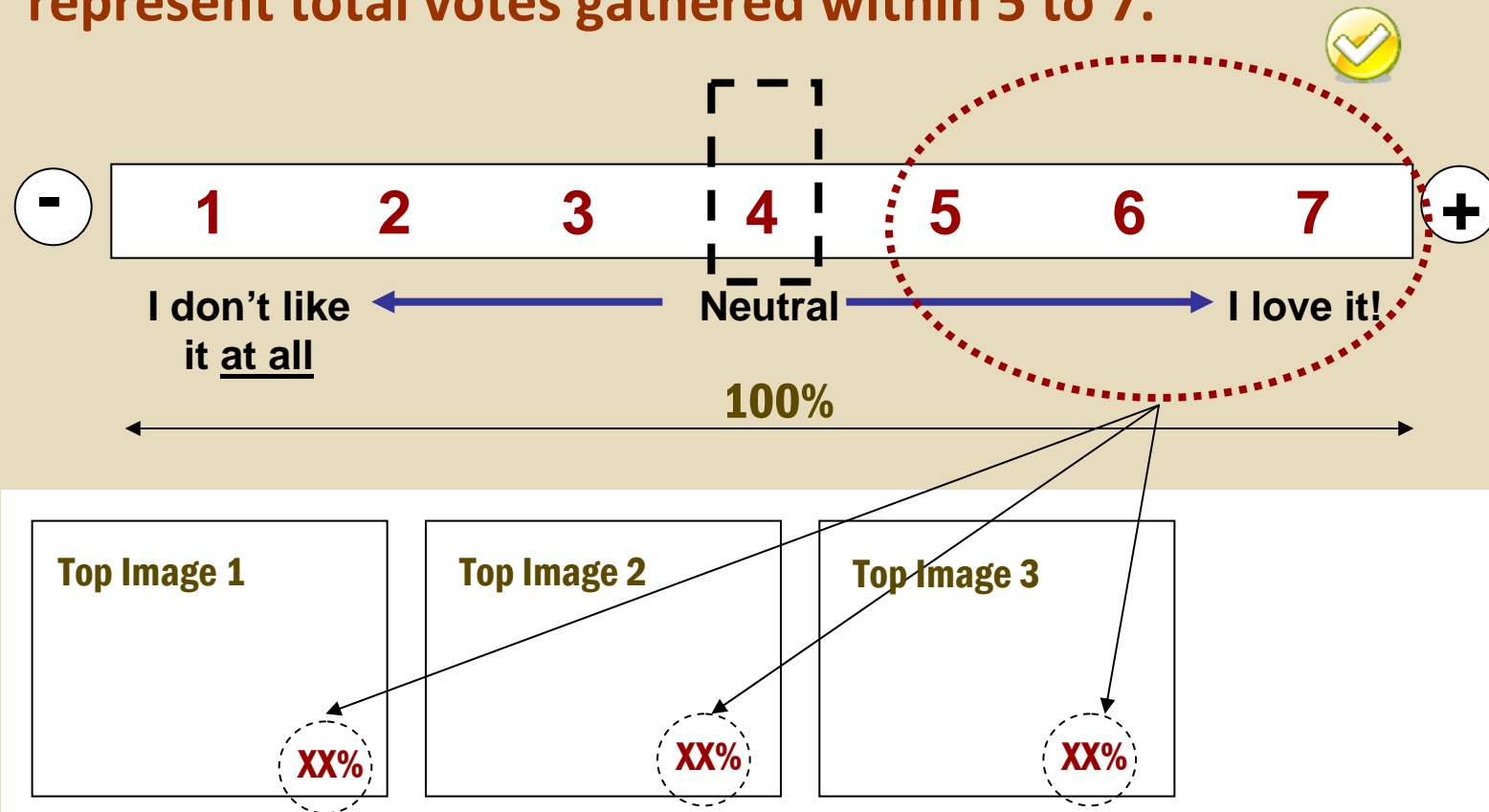
New development standards to improve appearance along U.S. 41 should apply to:

- 1. New development only**
- 2. New development and re-development of properties**



Visual Preference Survey (VSP)

- Your will visualize the top three images. Percentages will represent total votes gathered within 5 to 7.

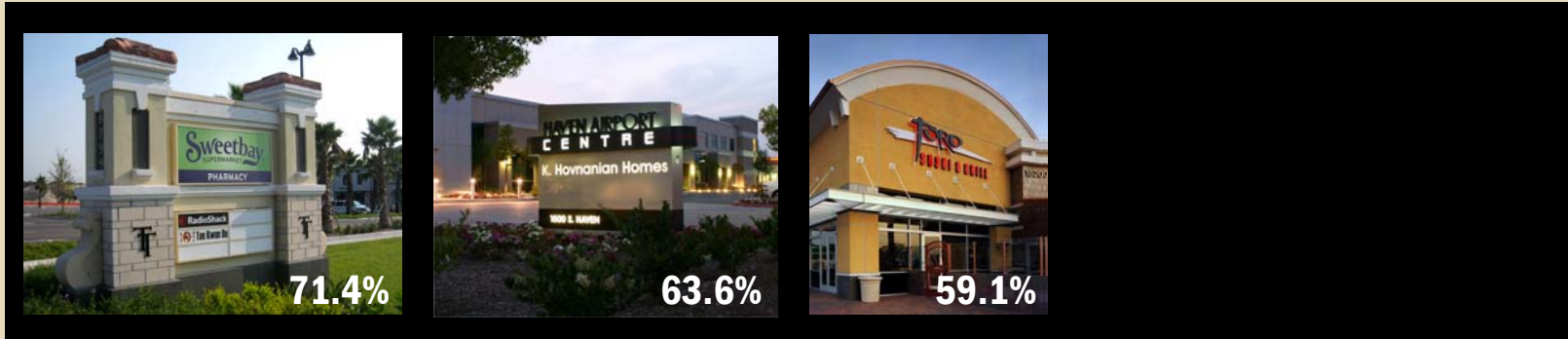


Visual Preference Survey: Topics

- **Signs**
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Top Ranked Signs

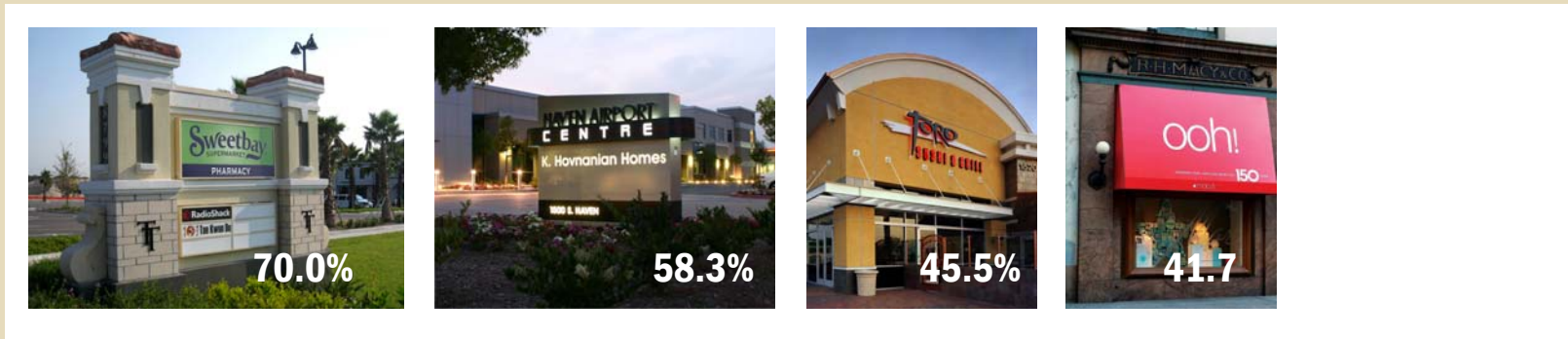
All



Apollo Beach



Ruskin



U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Visual Preference Survey: Topics

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Top Ranked Fences

All



Apollo Beach



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Top Ranked Building Design

All



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U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Visual Preference Survey: Topics

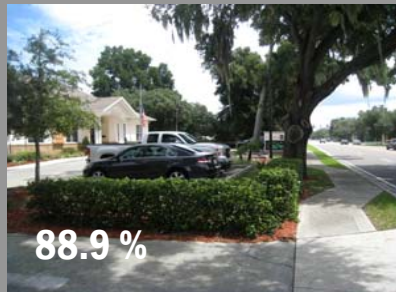
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Top Ranked Building on relationship to the street

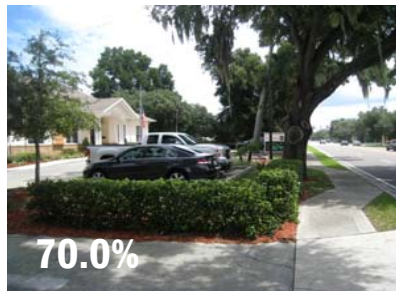
All



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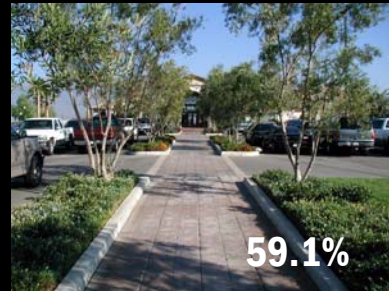
U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Visual Preference Survey: Topics

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Top Ranked Landscaping in Parking Lots

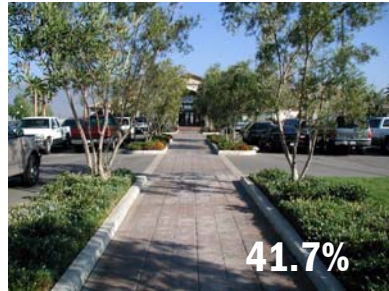
All



Apollo Beach



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Top Ranked Parking Lot Screening

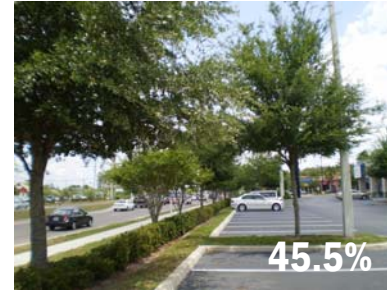
All



Apollo Beach



Ruskin



U.S. Hwy 41 Zoning Overlay District: Visual Preference Survey

Visual Preference Survey: Topics

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Top Ranked Parking Lot Location

All



Apollo Beach



Ruskin



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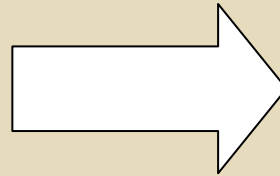
C. Focusing on Recommendations

Visual Preference Survey: Topics

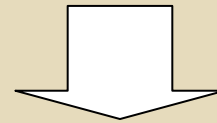
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The U.S. 41 Project as Today

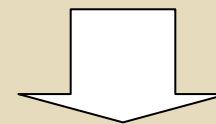
- **Staff Corridor Analysis**
- **Review Zoning Concepts**
- **Review Overlays in Hillsborough County**
- **Visioning:**
 - **Workshop: Preserve, Create and Change**
 - **Online Survey**
 - **Visual Preference Survey**



- **Acknowledgment of Opportunities and Constraints**



- **Working Committee Guidance**

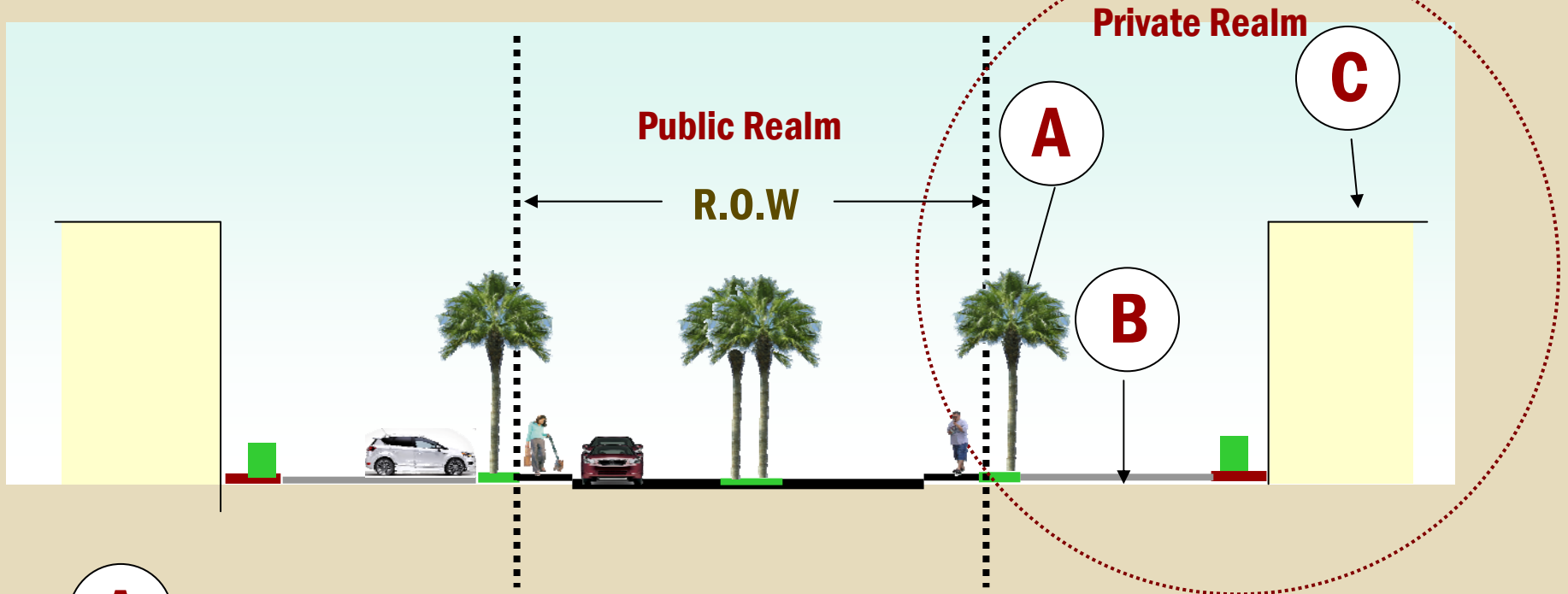


- **Staff Draft Recommendations**

Questions

- **What items should we address in the proposed regulations? (e.g. signs, landscaping, building design, building location)**
- **Should development be brought up to current code standards as redevelopment occurs or should we recommend enhanced standards? (e.g. additional landscaping, signs, building design)**

The Corridor Diagram: Public and Private Realm



A

Setbacks, perimeter landscaping, screening and signs

B

Parking location, landscape of parking, screening garbage, mechanical equipment, etc...

C

Building Design (transparency, façade treatment, building frontage, main entrance requirement, shelter, etc..)

Staff will bring to next meeting to WC

- **Recommendations on the development standards (e.g. signs, landscaping, building design)**
- **Recommendations on the "triggers" that will require development to comply with the development standards.**

