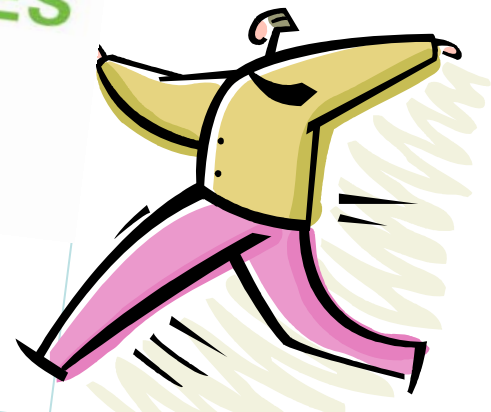




**ONE  
BAY** | **LIVABLE  
COMMUNITIES**

**FULFILLING LIFE'S POSSIBILITIES**



**First Coast Vision  
June 23, 2011**

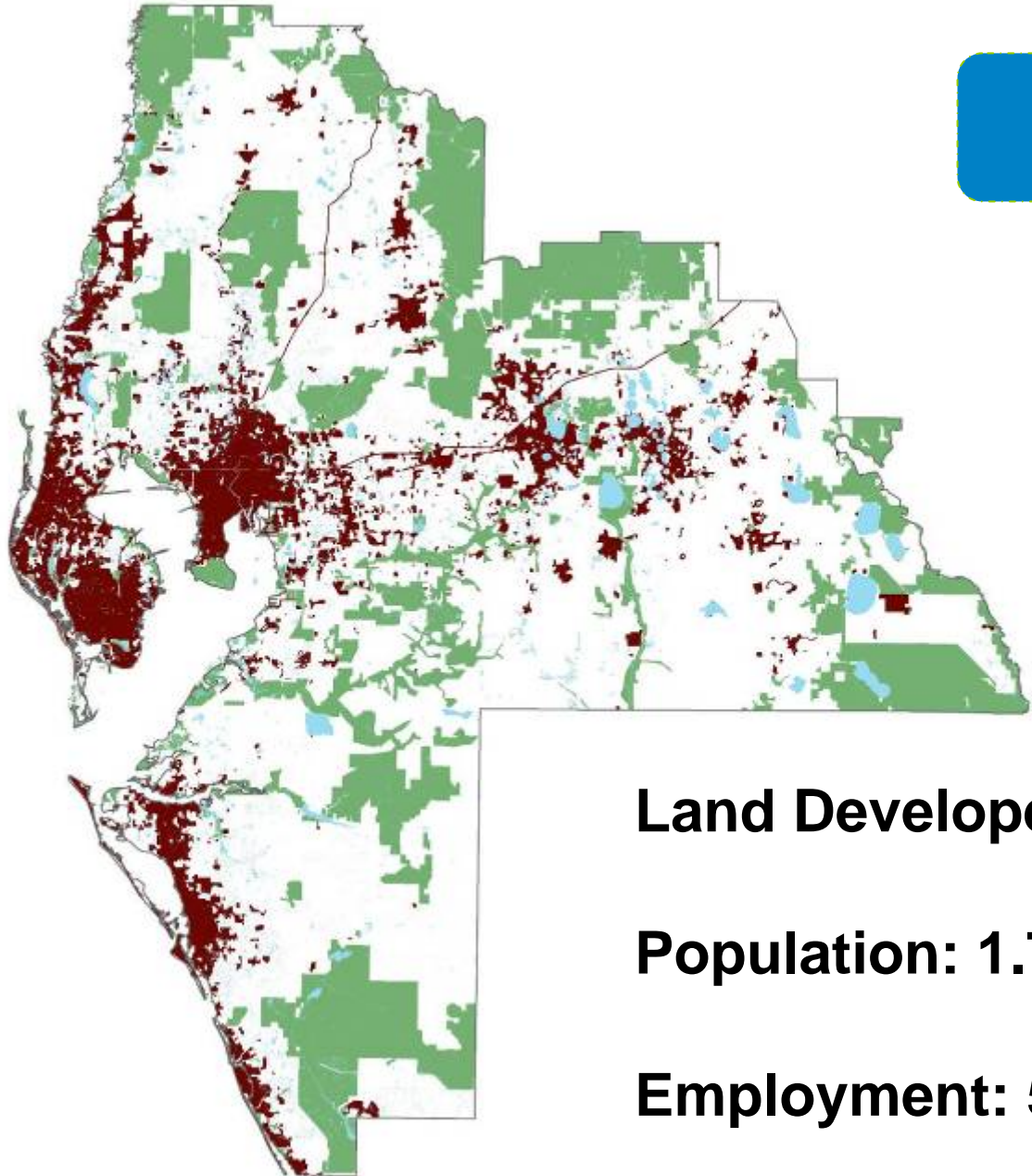
# Diverse Coalition of Partners



# Tampa Bay Region



- 8 counties
- 6,515 square miles
- 4.2 million residents
- 1.9 million labor force
- 14th largest U.S. media market



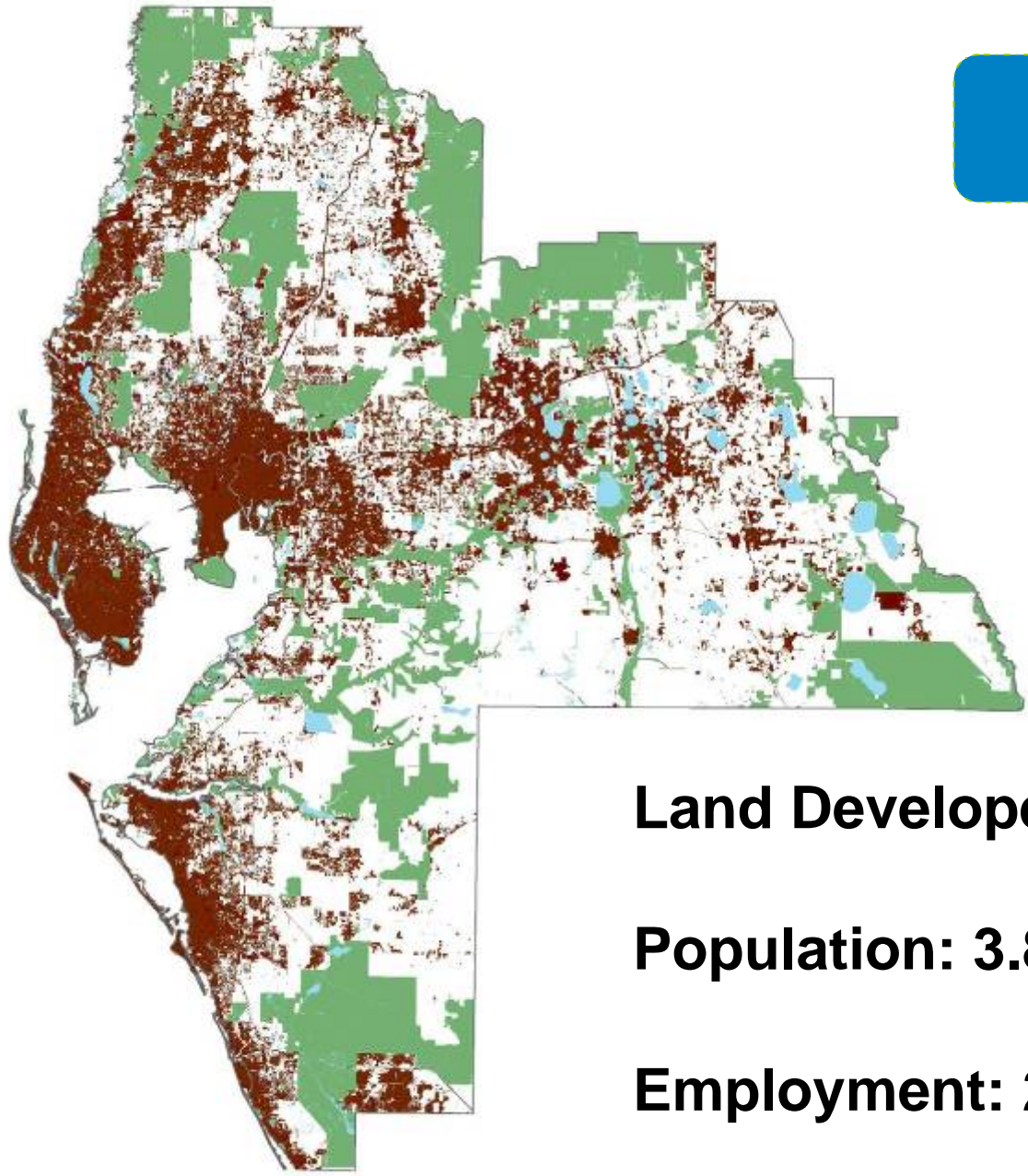
**1972**

**Land Developed: 493,110 acres**

**Population: 1.7 Million**

**Employment: 517,806**



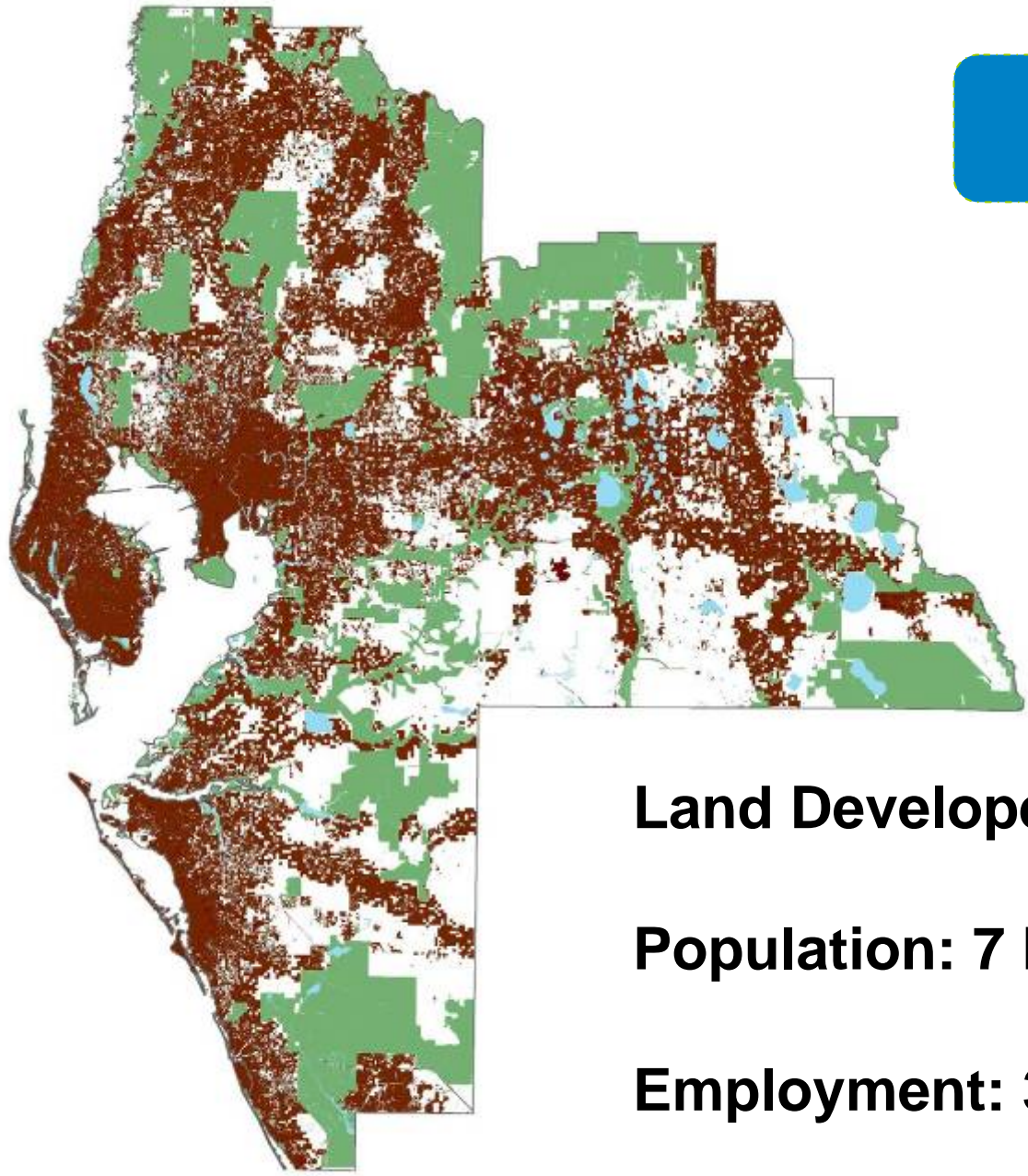


**2005**

**Land Developed: 876,696 acres**

**Population: 3.8 Million**

**Employment: 2.2 Million**



**2050**

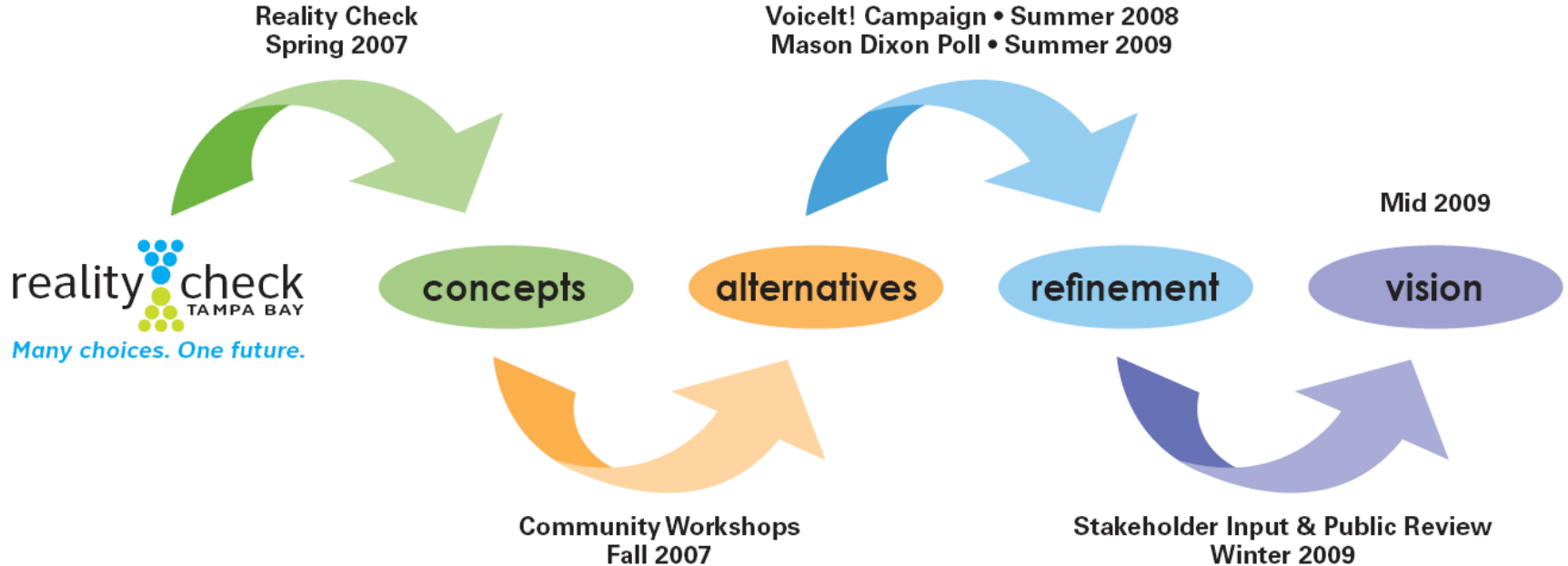
**Land Developed: 1.6 Million Acres**

**Population: 7 Million**

**Employment: 3.8 Million**

# How We Got Here – Public Input

***Create a shared regional vision to guide projected growth in land use, transportation and environmental preservation.***





# Reality Check Tampa Bay



reality  check  
TAMPA BAY  
*Many choices. One future.*

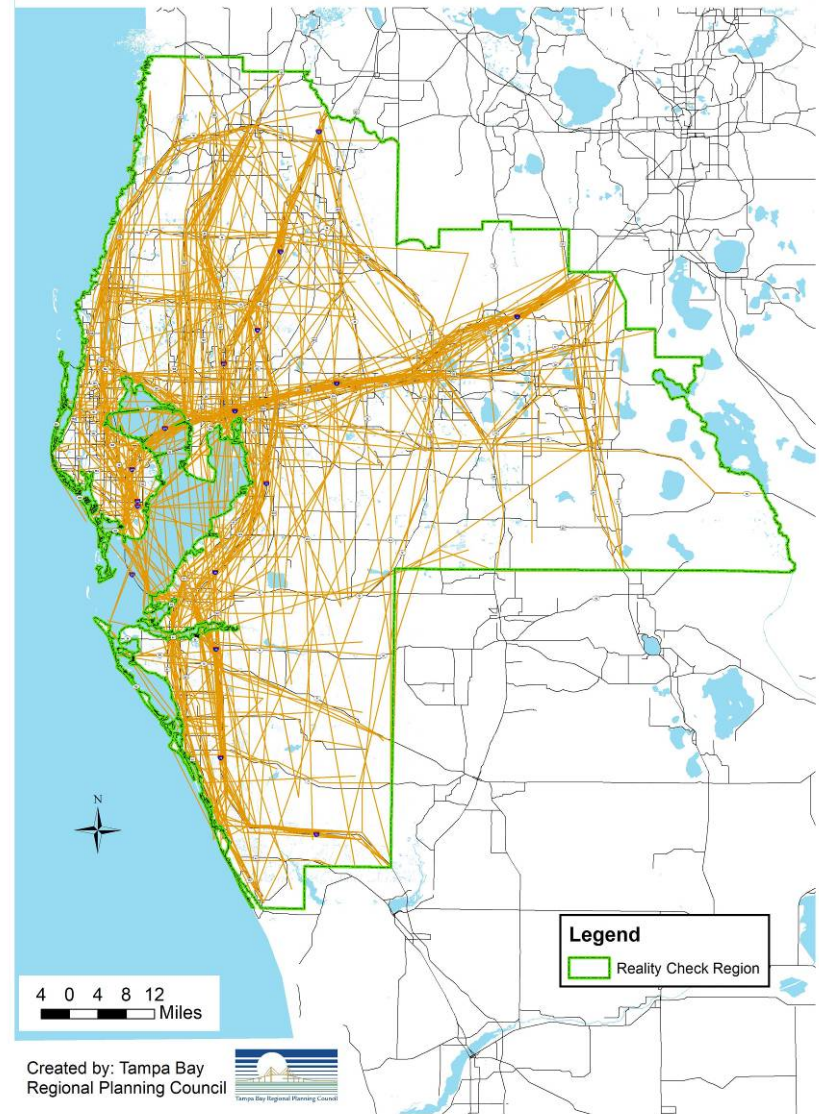
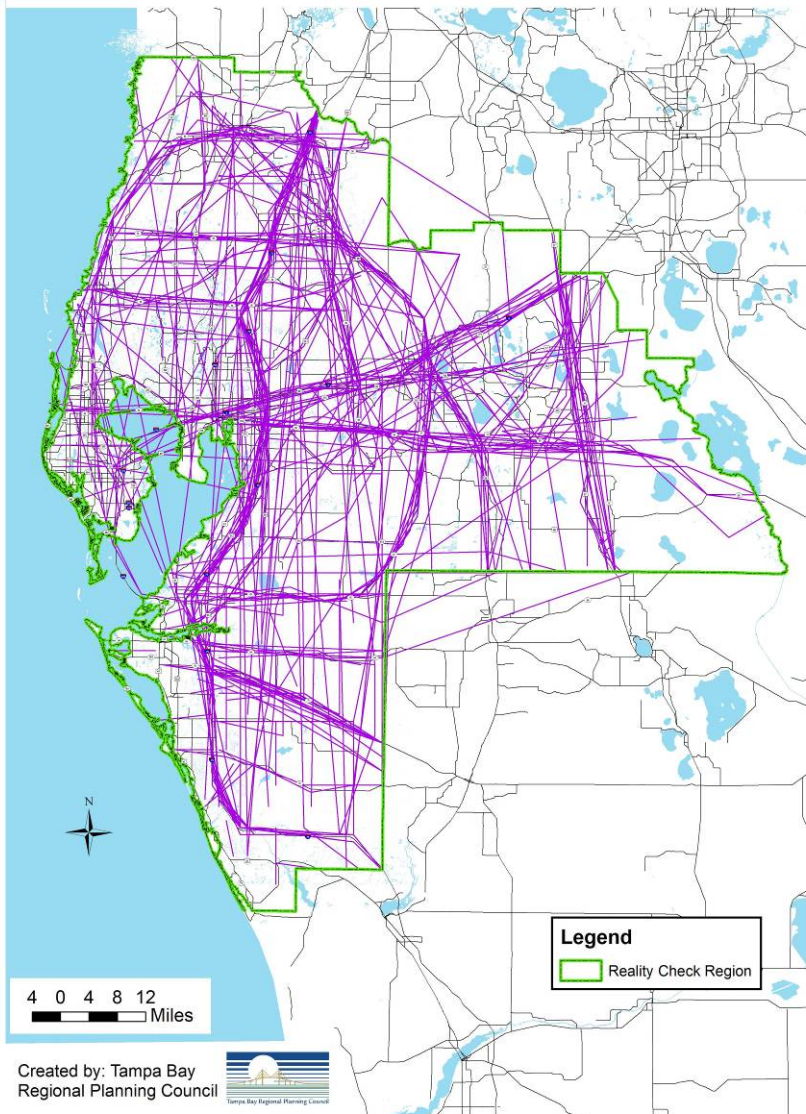


3. IMPLICATIONS  
SCENARIO  
REGION

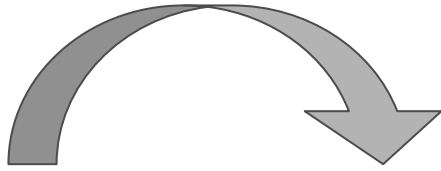
- Sustaining jobs on coast
- Transport addresses the as well as
- Will help recover to area + employment
- Create a work life
- Reduced focus on the coast
- We can all sit at a table with diverse opinions way to work to future. Cop on



# Roads & Transit Networks



# Guiding Principles



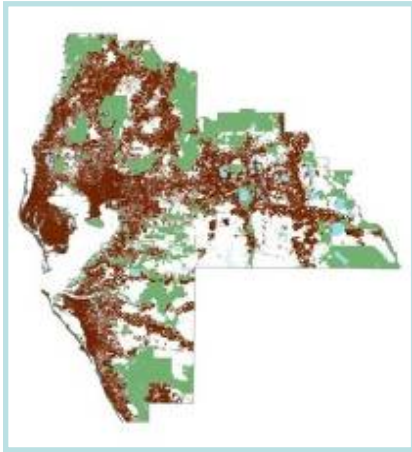
## **Guiding principles (values)**

- Create a sense of place
- Maximize multi-modal transportation
- Preserve natural systems
- Balance jobs & housing
- Strengthen economic development
- Sustain the role of agriculture

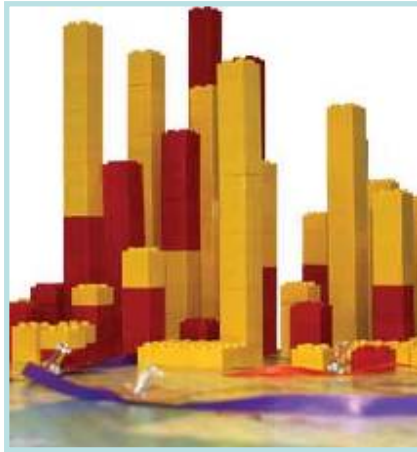


*My say for tomorrow's community. My One Bay.*

# The four scenarios ...



A



B



C



D



**ONE**  
**BAY**

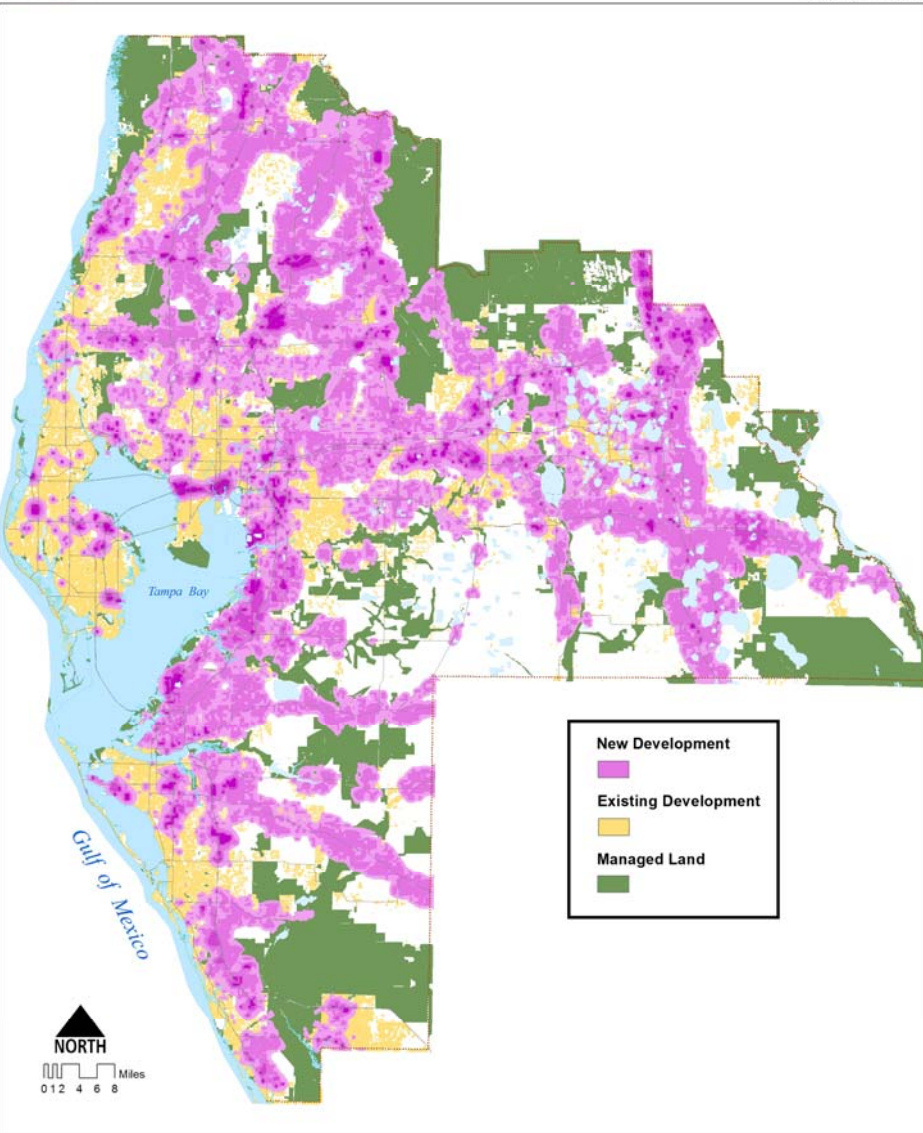
LIVABLE  
COMMUNITIES

FULFILLING LIFE'S POSSIBILITIES

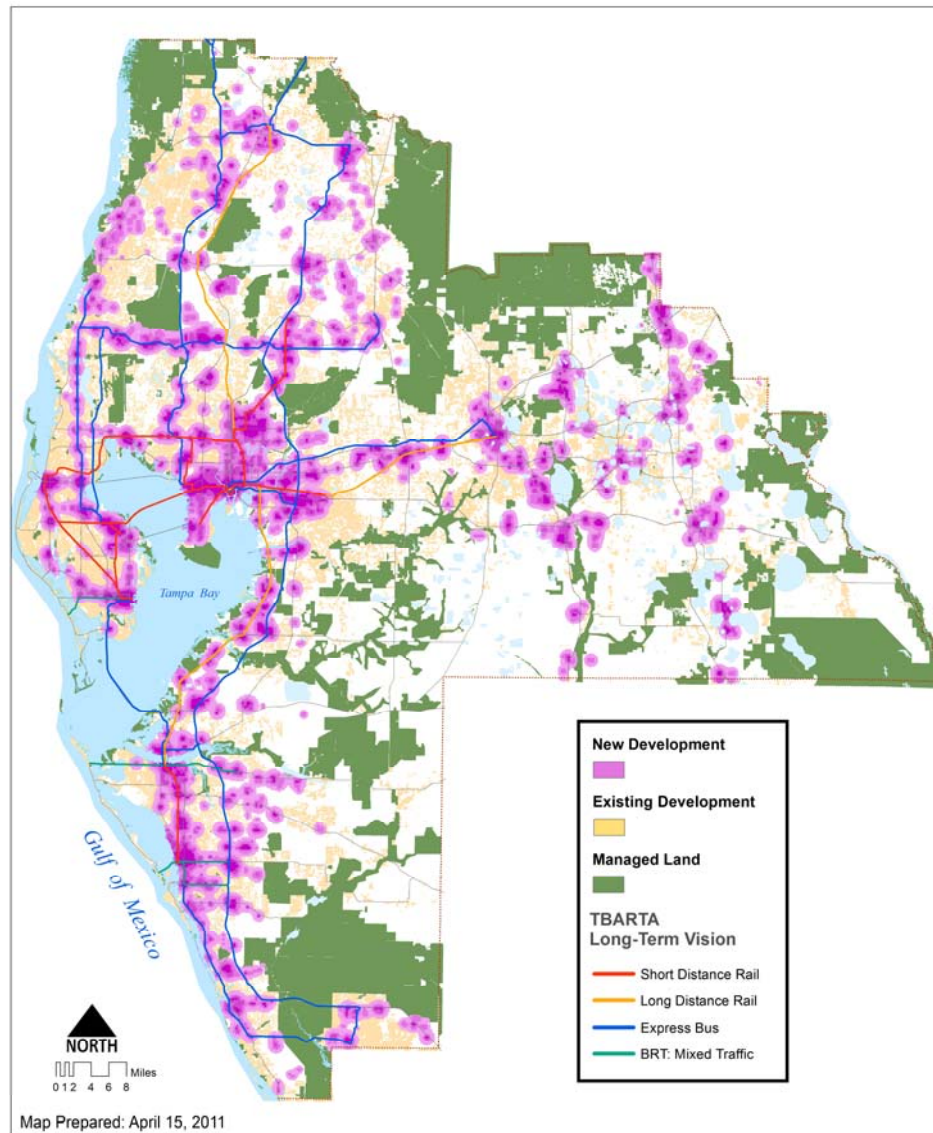
**ONE BAY: Vision 2050**



# One Bay Vision



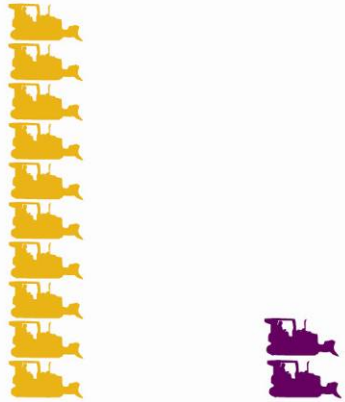
Current Trend (A)



One Bay

# Indicators

**Total Land Consumed**



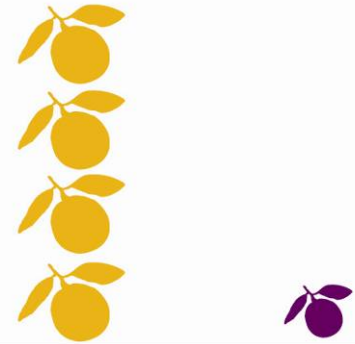
Current Trend      One Bay

**Electricity Usage**



Current Trend      One Bay

**Agricultural Land Impacted**



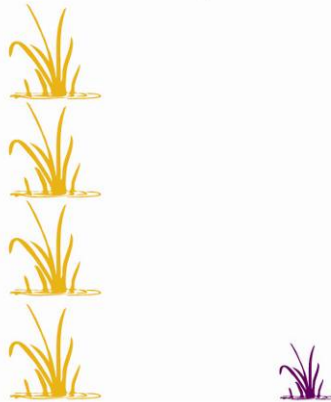
Current Trend      One Bay

**Vehicle Miles Traveled**



Current Trend      One Bay

**Wetlands Impacted**



Current Trend      One Bay

**Water Demand**

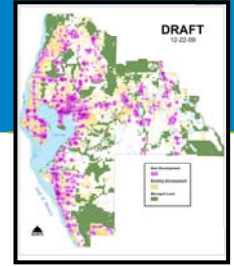


Current Trend      One Bay

# Developing the One Bay Scenario

- **Developed based on Voice It! responses**
  - Utilize both scenario and issue based preferences
  - Strong support for Scenario C followed by D & B
  - Seeks to incorporate the preferred elements of B & D into C
  - Represents a blended scenario based on the levels of support indicated in survey responses
- **Consideration given to Mason Dixon Poll**
  - Rejected Scenario A “Business as Usual”
  - Preferred Scenario D slightly over C

# One Bay Scenario Map



## Purpose of the Scenario Map

- To display a possible pattern of development that represents the guiding principles and allows for indicators to be calculated.
- To show a scenario that would attain the goals of the One Bay regional vision.
- The Scenario Map is Descriptive NOT Prescriptive.



# Implementation

## Role of the Partners

- Government resolutions in support of Vision
- Future of the Region Awards
- Educational Programming
- Strategic Regional Policy Plan
- TBARTA 2050 Plan





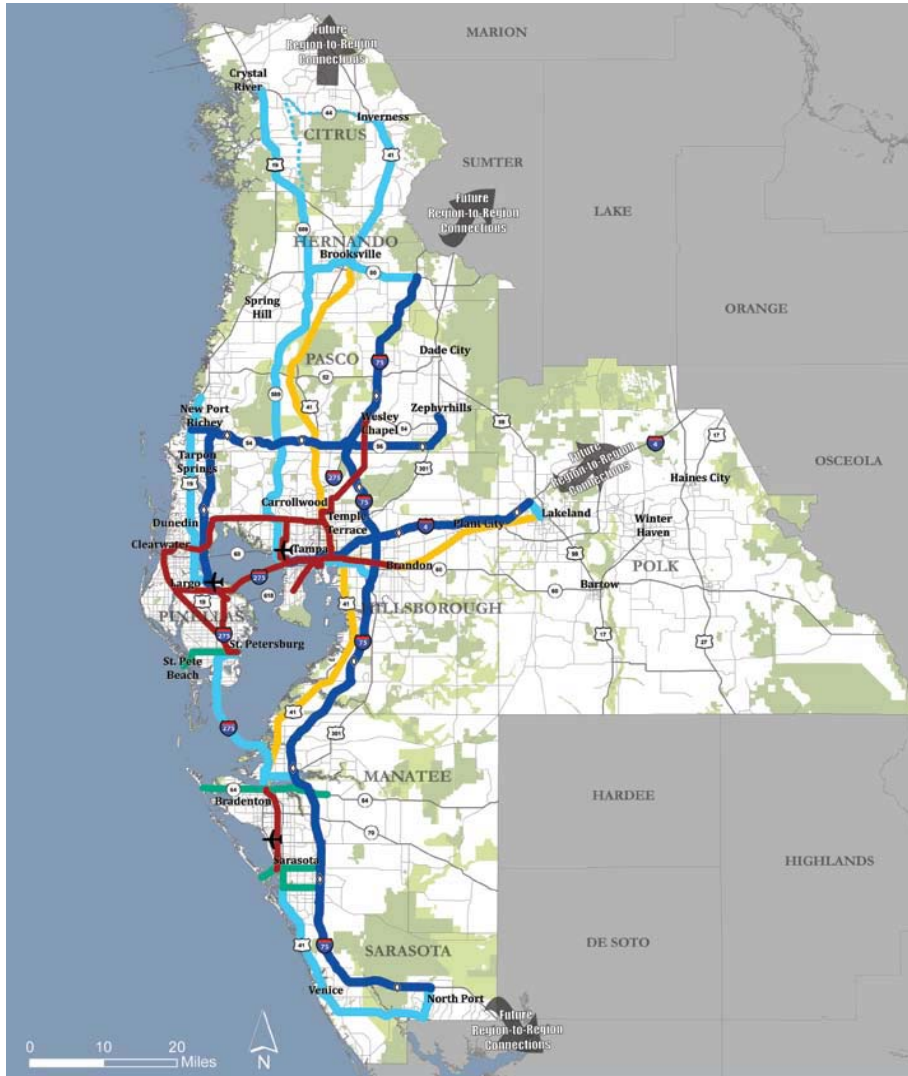
# Preliminary Recommendations

- **Promote transit and transit-oriented development**
- **Encourage compact and mixed-use development**
- **Encourage preservation of open space and agricultural land**

# Preliminary Recommendations

- **Support increased diversity in residential housing options for families and individuals**
- **Support environmentally sustainable growth; protection of water resources; and energy conservation**
- **Promote economic development through sustainable job creation**

# Promote transit and transit-oriented development

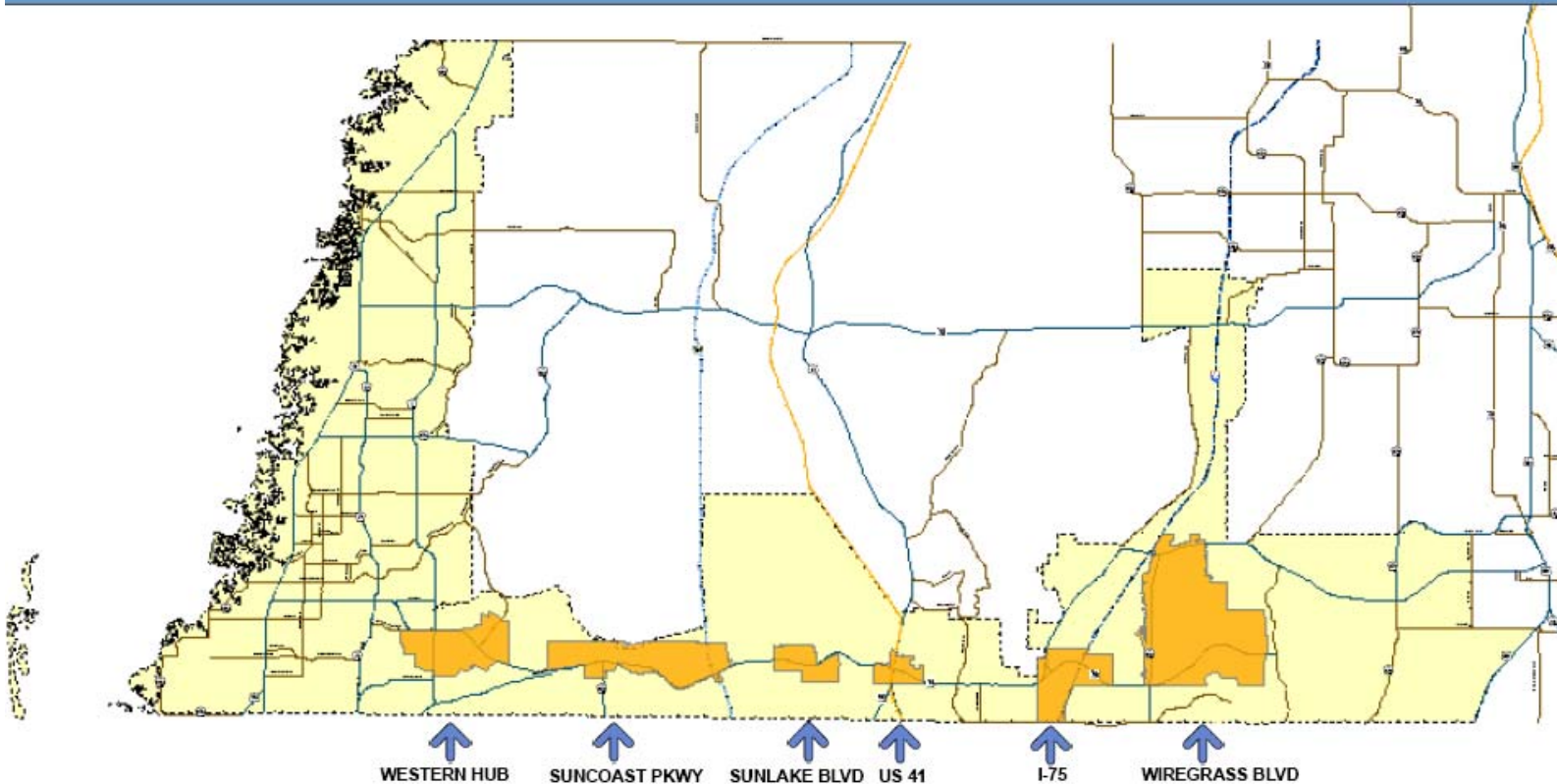


- High Speed Rail
- I-4 Connector Under Construction
- Raised \$1.7 million for Moving Hillsborough Forward



# Promote transit and transit-oriented development

MAP 2-24 TRANSIT EMPHASIS CORRIDOR WITH TRANSIT CENTER OVERLAY



WESTERN HUB    SUNCOAST PKWY    SUNLAKE BLVD    US 41    I-75    WIREGRASS BLVD

## Legend

- Transit Emphasis Corridor Boundary
- Transit Center Overlay

- Roads
- Collector
  - Interstate
  - Arterial
  - Toll
  - CSX\_railroad



Pasco County PGM | 7.27.10 | QHU



# Encourage compact and mixed-use development



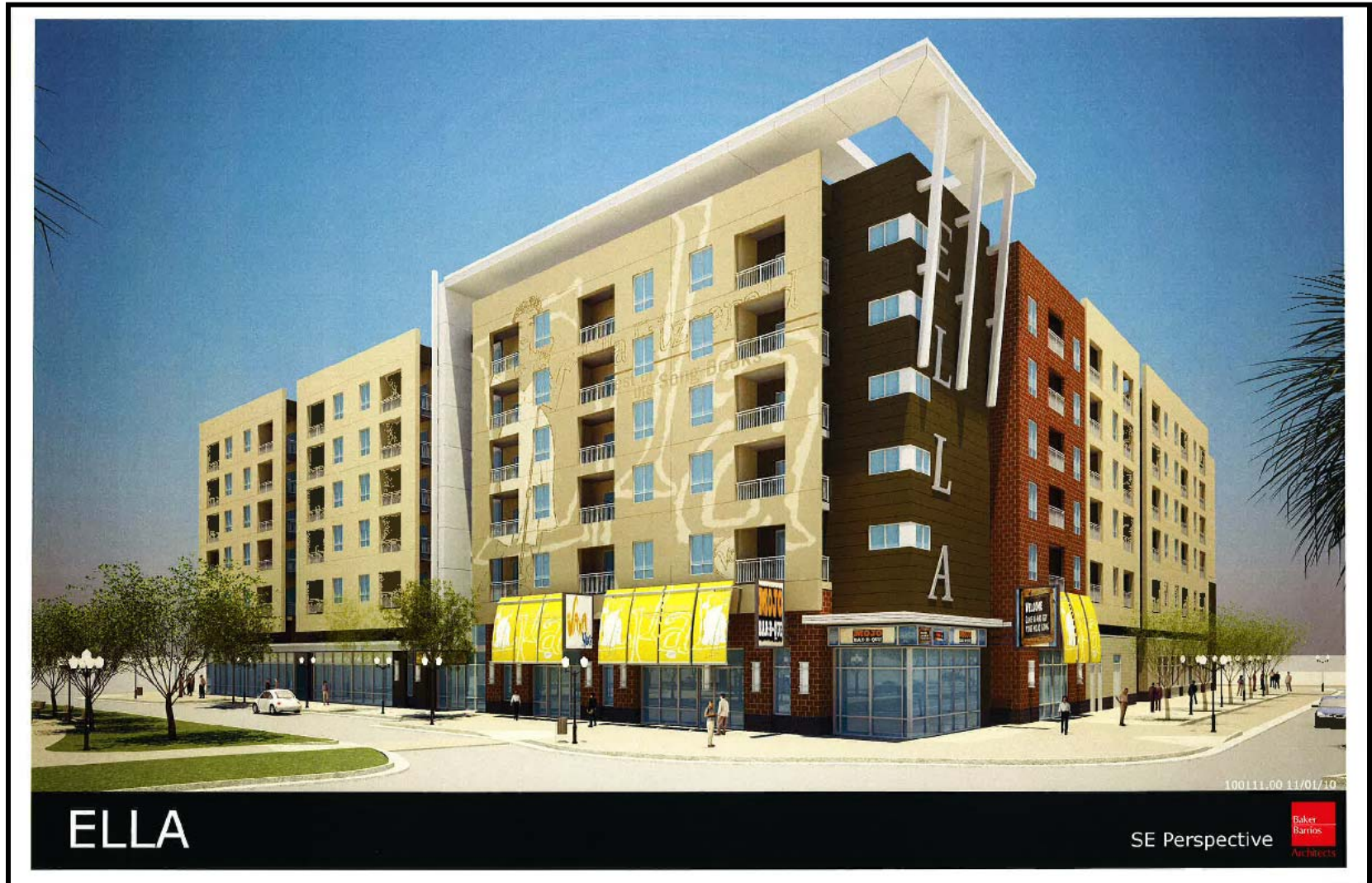
ENCORE

Renderings





# Support increased diversity in residential housing options for families and individuals





# Encourage preservation of open space and agricultural land

Forever Florida  
Preservation Programs...on hold.



**Support environmentally sustainable growth; protection of water resources; and energy conservation**

## **Property Assessed Clean Energy**

Voluntary Program allows property owners to install solar and energy efficiency projects with little or no upfront cost. Costs repaid on property tax bills over 20 years.



**Support environmentally sustainable growth; protection of water resources; and energy conservation**



# Promote economic development through sustainable job creation

## The Blueprint: A Regional Business Plan for Tampa Bay

3 Foundational Initiatives

3 Workforce Initiatives

10 Target Sector Initiatives

Applied Medicine & Human Performance

High-Tech Electronics & Instruments

Business, Financial, & Data Services

Marine & Environmental Activities



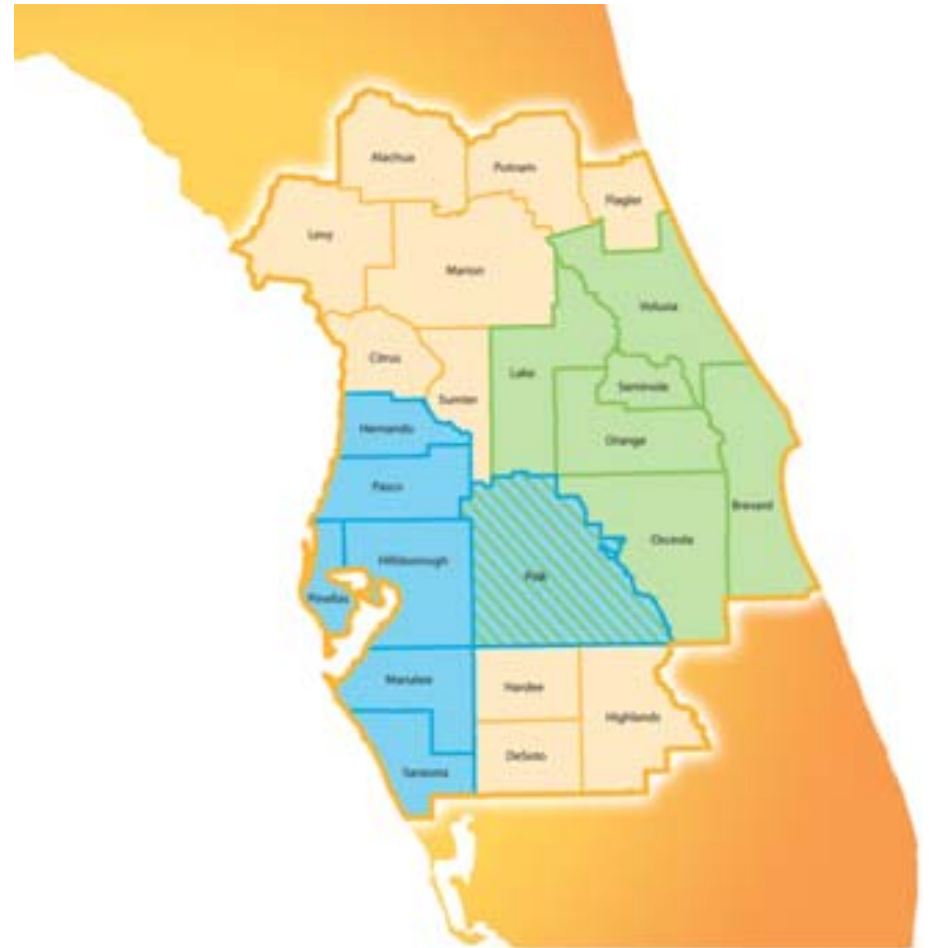
# Florida's Super Region

Population: 7.4 million – 39.4%

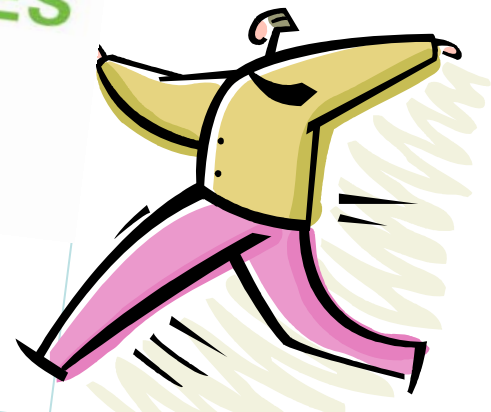
Tampa Bay 2010 GDP:  
\$150.8 billion (18<sup>th</sup> in U.S.)

Central Florida 2010 GDP:  
\$147.5 billion (19<sup>th</sup> in U.S.)

**Combined 2010 GDP:**  
\$281.9 billion  
(9<sup>th</sup> largest economy in U.S.)







**Elisa DeGregorio**  
**Tampa Bay Partnership**  
edegregorio@tampabay.org  
(813) 872-2810