

Pasco County Urban Service Areas

FOCUSING OUR VISION

**Urban Planning & Design for
Urban Walkable Places, Neighborhoods, and
Communities
within Pasco County's Urban Service Areas**



Prepared by:
Planning & Development Department

October 1, 2013

Our Strategic Plan

Challenges Us To Create New Pasco



Creating **Thriving Quality** Communities
that **Stimulate Economic Growth**
through creative Urban Planning & Design

Our Efforts for 4 Years

Have Focused on Creating New Pasco

Creating Thriving Communities

- **Stop Sprawl –**
- **Compact Growth -**
- **Market Areas-**

Creating Quality of Life in Communities

- **Three Legged Stool**
- **Urban Vs. Suburban**
- **Mix Mass Mesh**

Stimulate Economic Growth

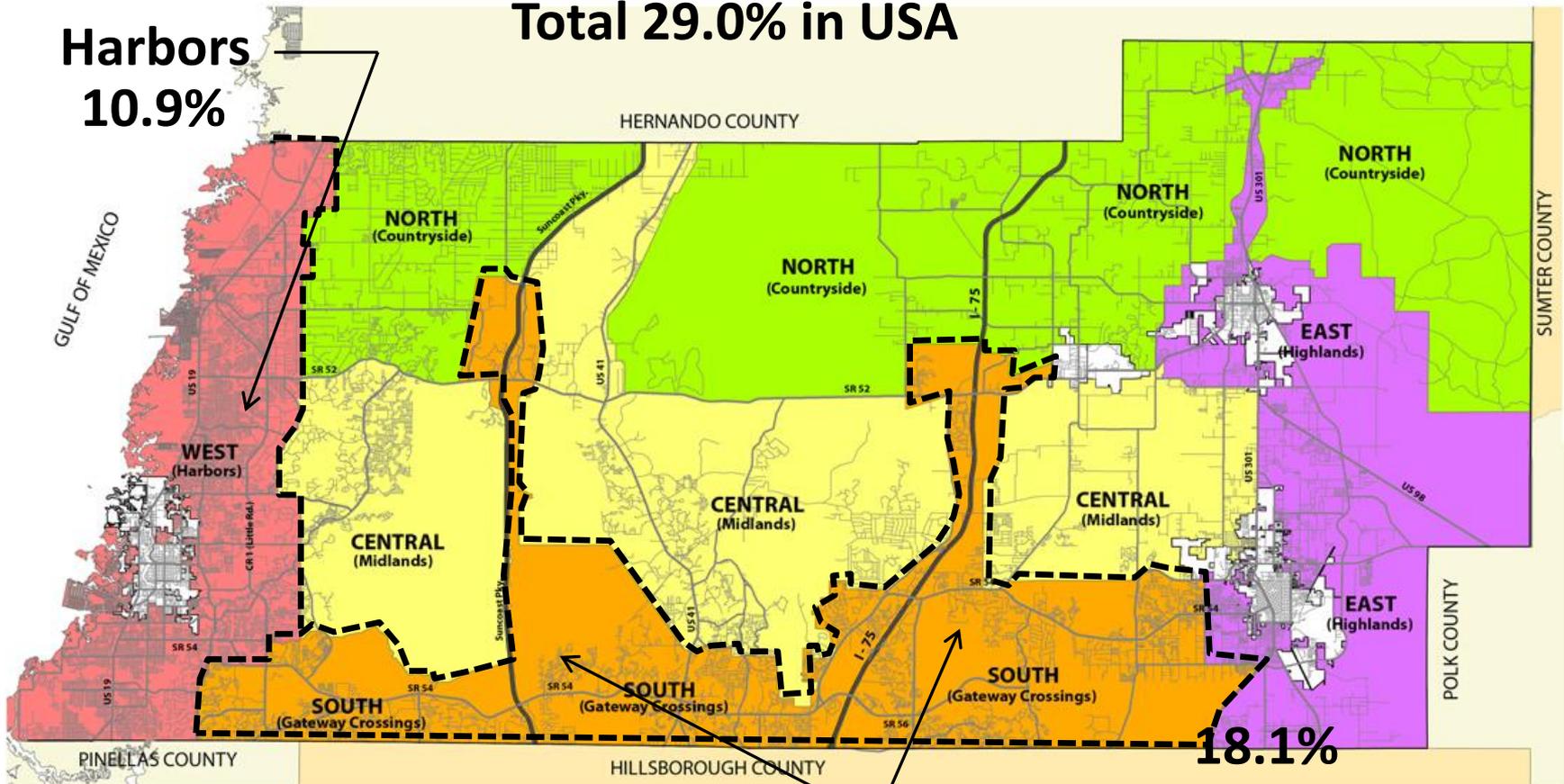
- **Intensity Evolution**
- **Product and Technical Specialties**
- **Collaboration Imperative**

Urban Service Areas (% of Land)

PASCO COUNTY MARKET AREAS

Total 29.0% in USA

Harbors
10.9%



18.1%

Gateway Crossings

Population-Historical and Projections

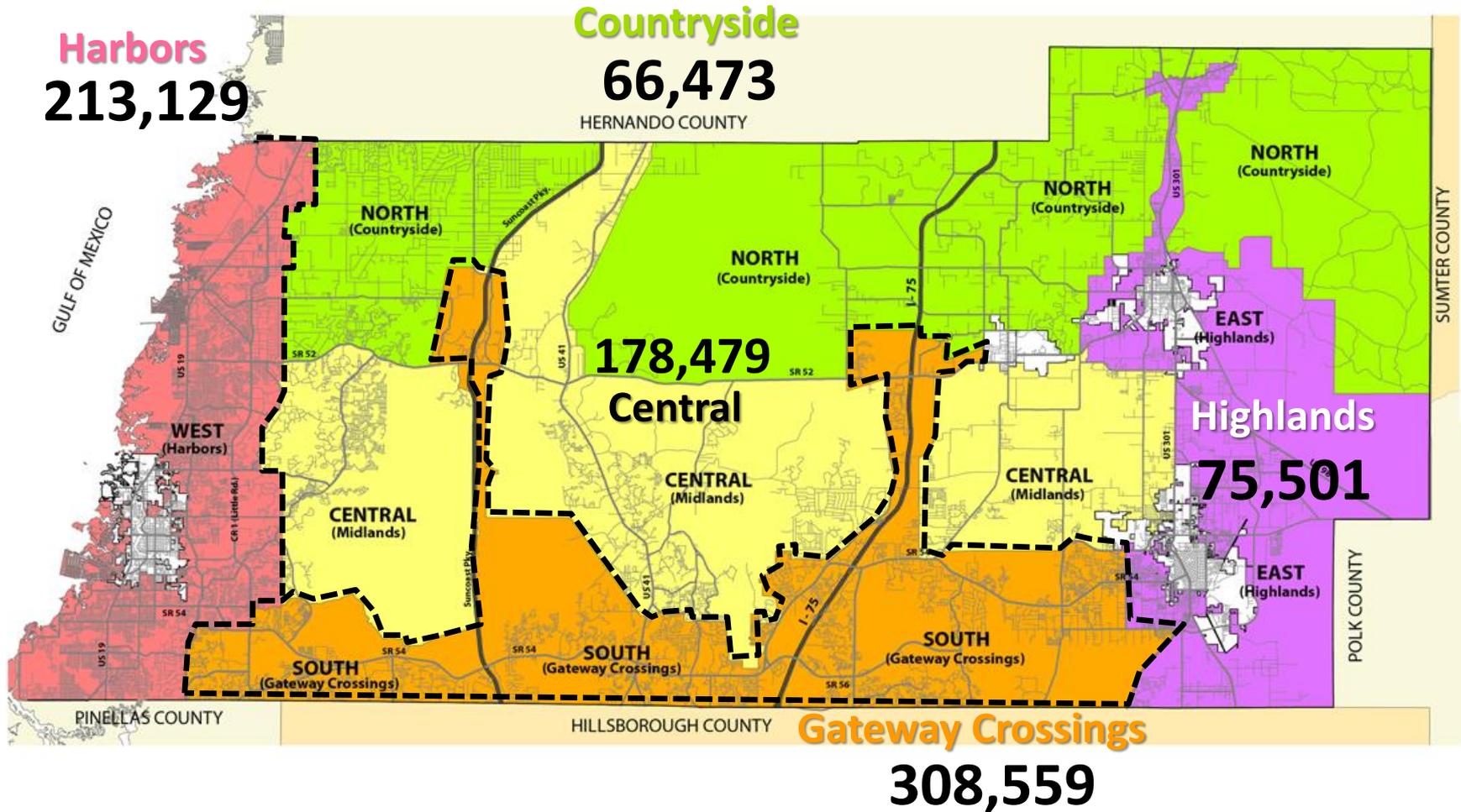
| Market Area | 1990 | 2000 | 2010 | 2025 | 2030 | 2035 | 2040 |
|-------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| The Harbors | 141,705 | 171,993 | 181,069 | 194,124 | 200,099 | 206,786 | 213,129 |
| Gateway Crossings | 30,546 | 48,429 | 119,623 | 213,591 | 249,799 | 280,895 | 308,559 |
| The Midlands | 38,078 | 48,784 | 73,588 | 119,601 | 138,519 | 157,447 | 178,479 |
| The Highlands | 39,512 | 50,165 | 54,644 | 60,720 | 63,805 | 69,102 | 75,501 |
| Countryside | 25,491 | 25,394 | 35,774 | 54,324 | 56,962 | 61,332 | 66,473 |
| Total | 275,332 | 344,765 | 464,698 | 642,360 | 709,184 | 775,562 | 842,141 |

+61.%



Market Area Dynamics

Projected 2040 Population

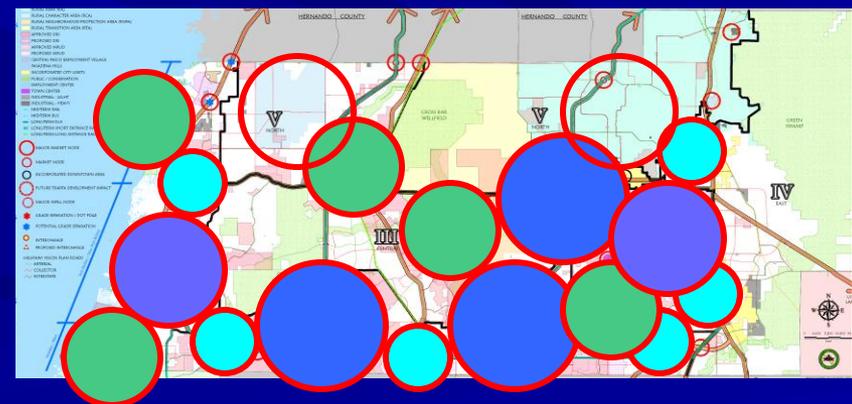
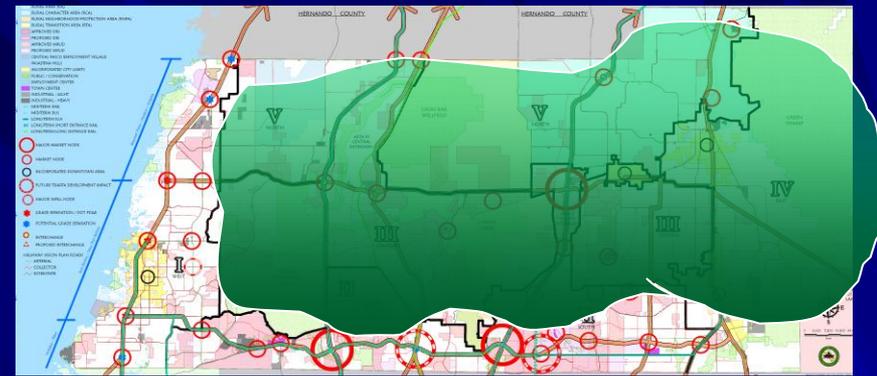


Pasco is RURAL and Sub-Urban but **it is NOT URBAN**

The County can no longer Grow OUTWARD.

It **must Grow both INWARD and UPWARD**

The Next Twenty Years Represent an Opportunity to **Increase in Both SIZE and QUALITY**



*Building the
Planning
Growth
Management*

*-
Three
Legged
Stool*

RESULTS

*KIR's Implemented By
Business Planning Program*

URBAN DESIGN

LAND USE

ECO. DEVELOPMENT

TRANSPORTATION

LPA
PEDC

MPO
BCC

**COMP.
VISION**

**PLAN
PLAN**

URBAN

Integrated Uses

Compact, Dense Development

Multi-Modal Flexibility

Network of Streets & Blocks

Focused Physical Form

SUBURBAN

Segregated Uses

Low Density Development

Automobile Dependent

Hierarchy of Streets

Dispersed Physical Form

The Goal: Enhanced URBANISM

THREE CRITICAL FACTORS

MIX

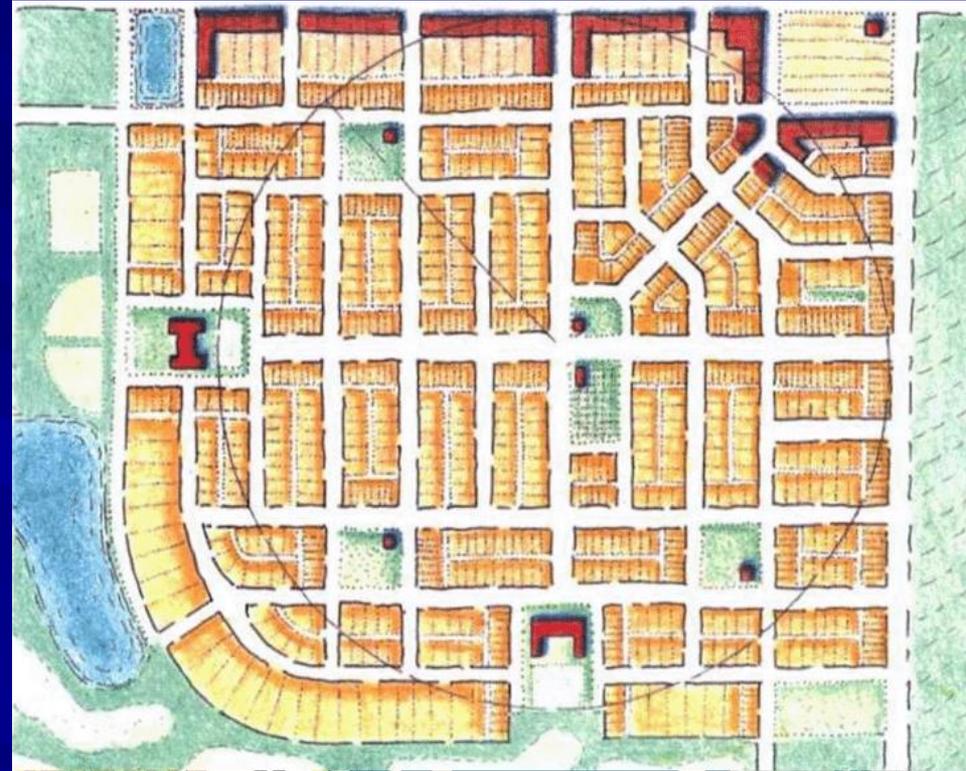
A Variety of
Appropriate Uses

MASS

Sufficient Amounts
of Each Use

MESH

Physically &
Functionally
Integrated





THE GOAL - MAKE GROWTH

A Successful Sustainable Development & Redevelopment Program will Involve Participation from Many Different Types of Players, With Many Different Levels of Involvement

They All Must Fit into the Effort for it to Succeed



The Transition from Rural & Suburban Development Patterns To Urban Accommodating Patterns

Requires that **All Stakeholders** Perceive
the **Need** and **Potential Increased Values**
resulting from the transition !

Some of the Players

Landowners

Developers

Government Leaders

Lenders

RE Investors

Land Use Attorneys

Planners

Economic Development Advisors

Realtors

Assembling a TEAM

Citizens of Pasco County

Stakeholders

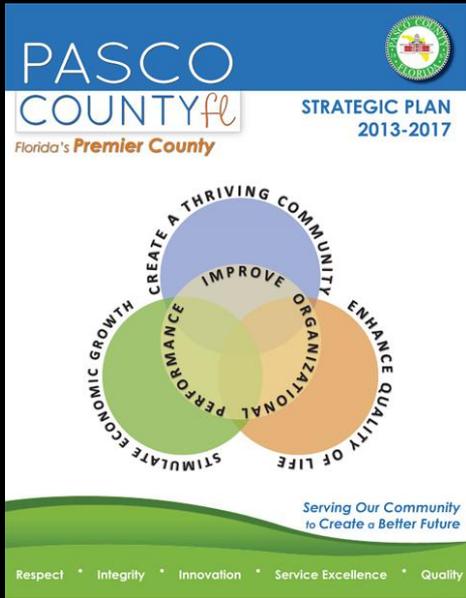


Technical
Expertise

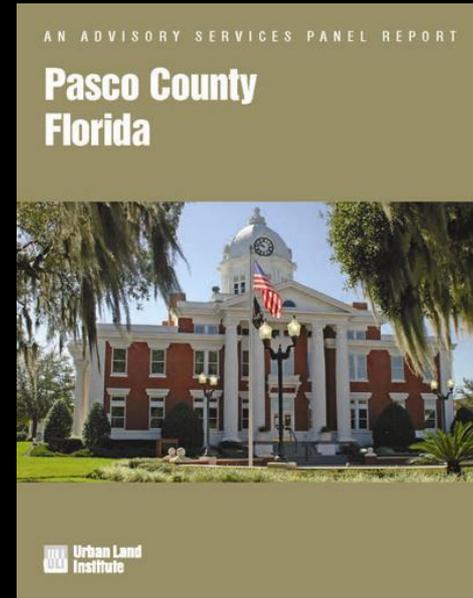
Technical Expertise Needs

- **Commercial Product Market Sensitivity**
- Residential Product Market Sensitivity
- **Urban Planning & Design**
- Transportation Planning
- **Real Estate Market Trends**
- Civil Engineering
- **Economic Costs & Benefits**
- Environmental Assessment

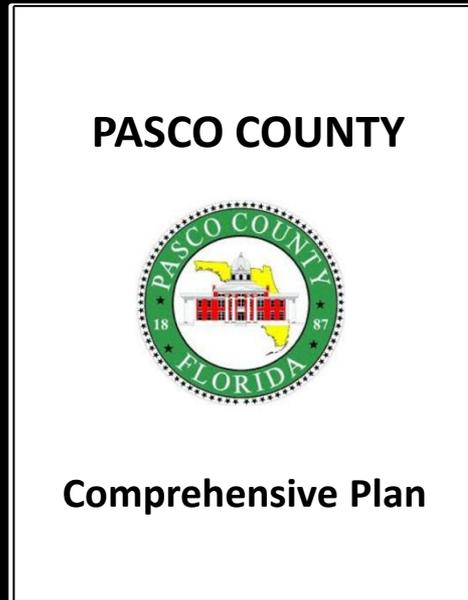
The Basis for Direction



Strategic Plan 2013



ULI Report 2008



The "PRIME DIRECTIVE !"

PASCO COUNTY COMPREHENSIVE PLAN (FLU 8.1.2)



The “PRIME DIRECTIVE !”

a. South Market Area Vision

The South Market Area, as established on Map 2-18, is envisioned as an urban gateway opportunity area with intensification supported by transit opportunities in a manner which will enhance energy efficiency and conservation and reduce greenhouse gas emissions. This area has a distinct and dual role as a gateway to and from Pasco County and shall serve as a premier location for employers in Pasco County. This area shall be characterized by dense, vertical nonresidential development, and sophisticated residential development with quality design, intensity, and density necessary to support transit opportunities.

PASCO COUNTY COMPREHENSIVE PLAN (FLU 8.1.2)



The “PRIME DIRECTIVE !”

b. South Market Area Mission

The mission for the South Market Area is creation of a high density, compact, and mixed-use location with maximized transportation opportunities that attracts a broad spectrum of employers and businesses. This area promotes higher-density, compact development and encourages mixed-use communities that are live/work.

Strategic Importance of the South Market Area (“Gateway Crossings”)

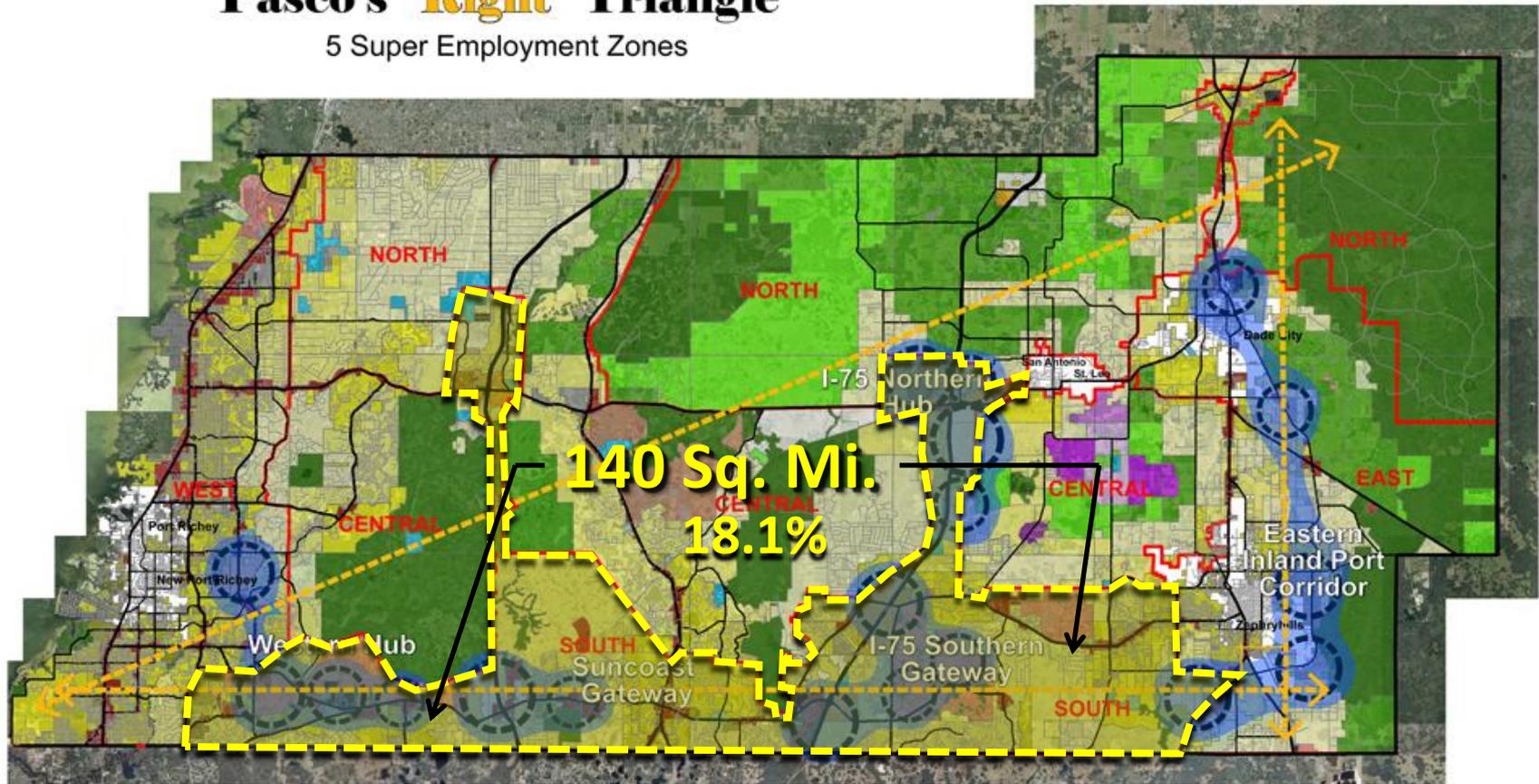
- 1. Scarcity of the Resource (land)**
- 2. Strength of the Market (Travel Time
Demographics)**
- 3. Density & Intensity consistent with SR
54/56 Managed Lanes**
- 4. Acknowledgement of Critical Gateway
Development Nodes**

Strategic Importance of the South Market Area (“Gateway Crossings”)

1. Scarcity of the Resource (land)

Pasco’s “Right” Triangle

5 Super Employment Zones



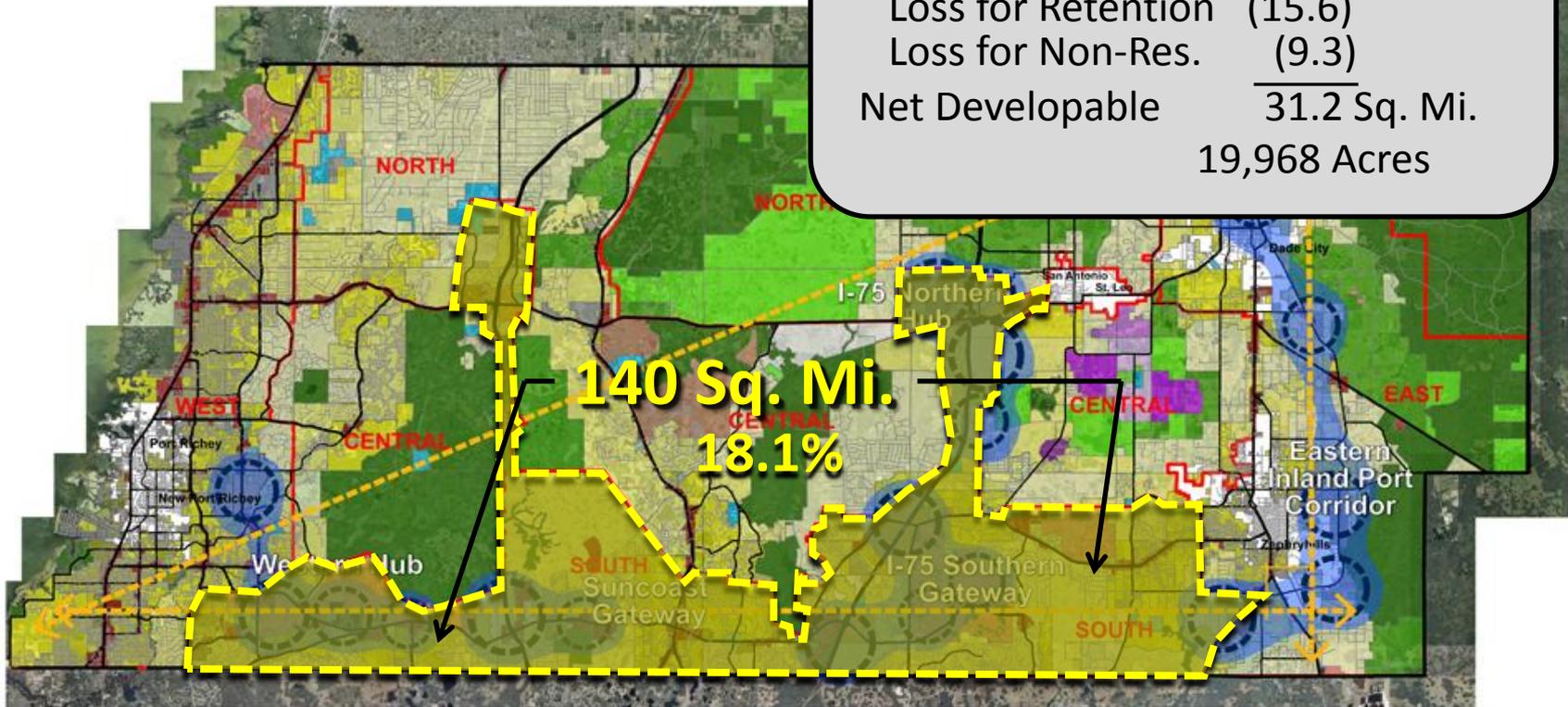
Pasco County’s “Super Employment” Zones

Strategic Importance of the South Market Area (“Gateway Crossings”)

1. Scarcity of the Resource (land)

Pasco’s “Right” Triangle

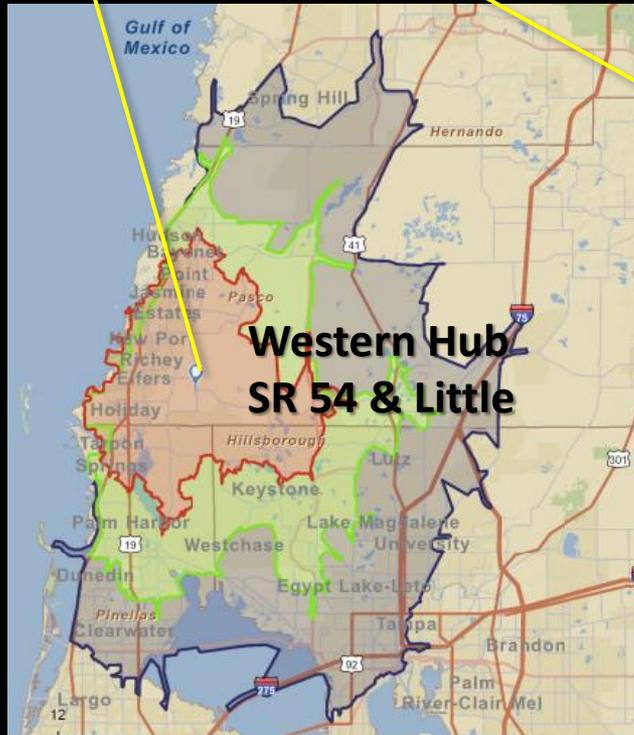
5 Super Employment Zones



| | |
|--------------------|---------------------|
| Developable | 62.3 Sq. Mi. |
| Loss for Roads | (6.2) |
| Loss for Retention | (15.6) |
| Loss for Non-Res. | (9.3) |
| Net Developable | <u>31.2 Sq. Mi.</u> |
| | 19,968 Acres |

Pasco County’s “Super Employment” Zones

2. Strength of the Market (Travel Time Demographics)



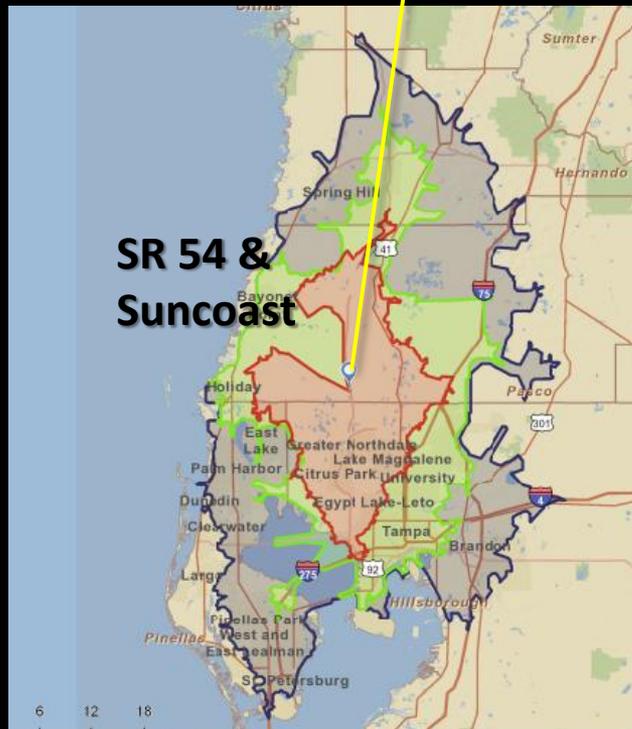
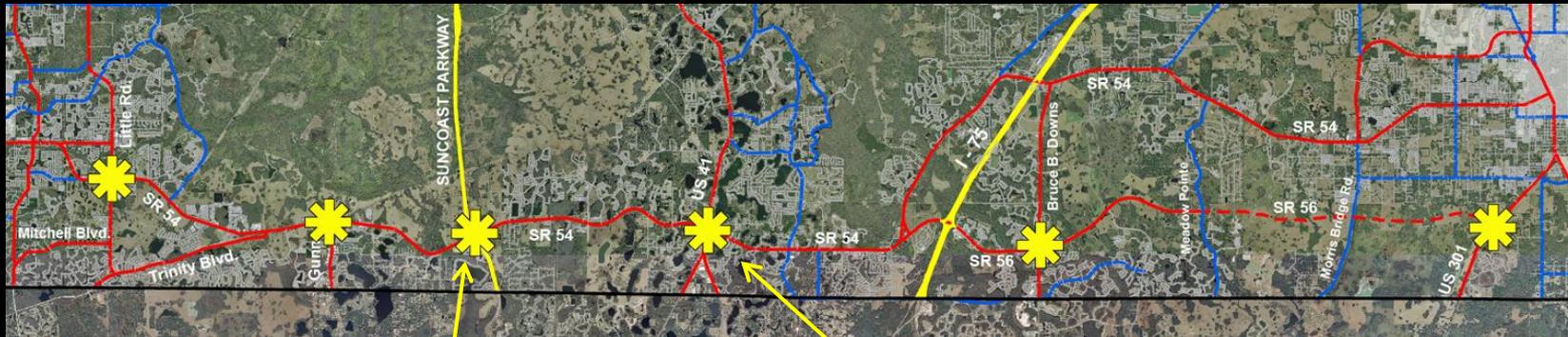
5

3

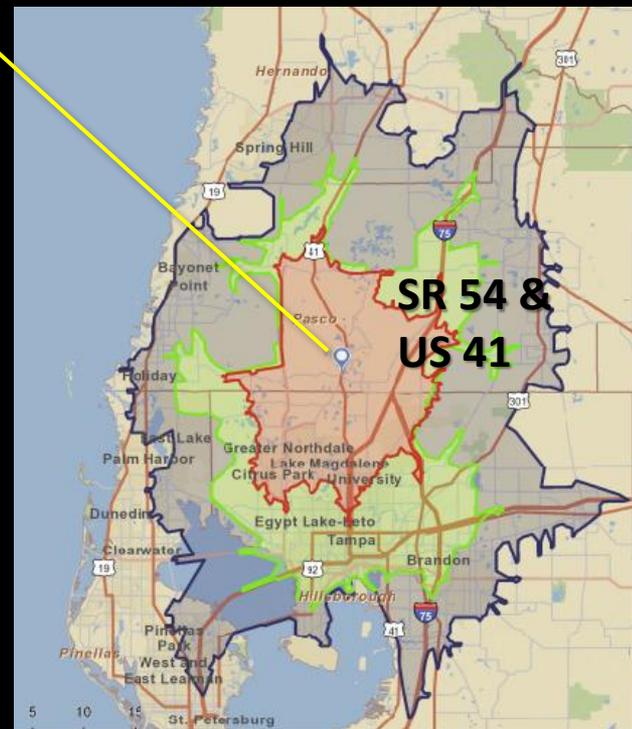
| | 2010 | 2012 | 2017 |
|---------|-----------|-----------|-----------|
| 20 Min. | 387,681 | 386,964 | 391,791 |
| 30 Min. | 869,781 | 877,020 | 906,396 |
| 40 Min. | 1,662,010 | 1,677,744 | 1,737,549 |

| | 2010 | 2012 | 2017 |
|---------|-----------|-----------|-----------|
| 20 Min. | 471,209 | 474,812 | 492,254 |
| 30 Min. | 1,142,371 | 1,152,952 | 1,197,988 |
| 40 Min. | 1,896,444 | 1,915,611 | 1,988,526 |

2. Strength of the Market (Travel Time Demographics)



1

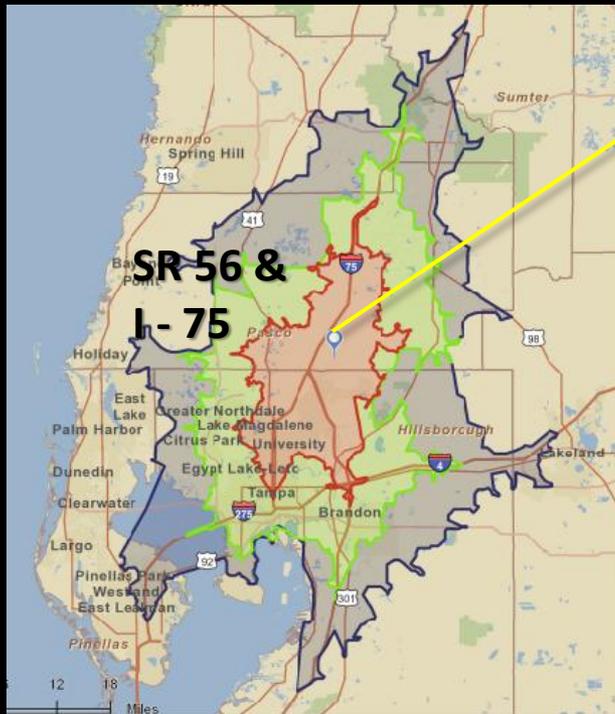
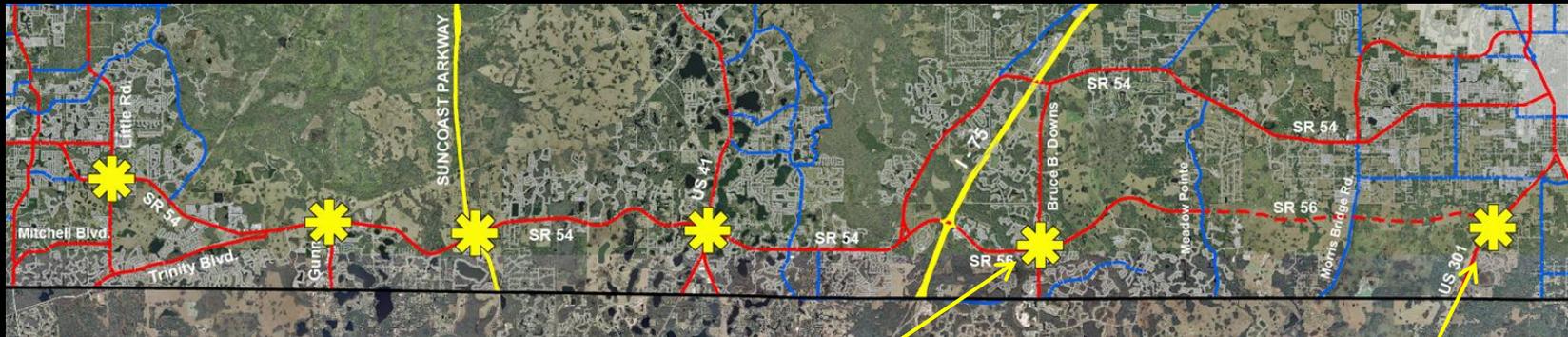


2

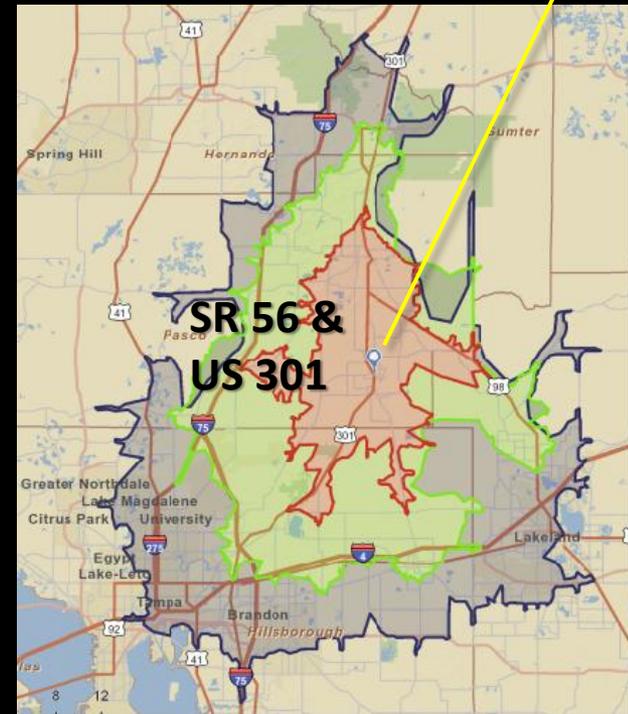
| | 2010 | 2012 | 2017 |
|---------|-----------|------------------|-----------|
| 20 Min. | 551,194 | 557,593 | 583,741 |
| 30 Min. | 1,262,977 | 1,276,785 | 1,332,706 |
| 40 Min. | 2,054,337 | 2,074,341 | 2,152,163 |

| | 2010 | 2012 | 2017 |
|---------|-----------|------------------|-----------|
| 20 Min. | 520,460 | 529,529 | 560,274 |
| 30 Min. | 1,180,714 | 1,197,977 | 1,260,276 |
| 40 Min. | 1,997,300 | 2,021,419 | 2,111,388 |

2. Strength of the Market (Travel Time Demographics)



4



6

| | 2010 | 2012 | 2017 |
|---------|-----------|-----------|-----------|
| 20 Min. | 393,161 | 400,763 | 424,658 |
| 30 Min. | 990,079 | 1,007,830 | 1,066,353 |
| 40 Min. | 1,708,948 | 1,734,691 | 1,827,159 |

| | 2010 | 2012 | 2017 |
|---------|-----------|-----------|-----------|
| 20 Min. | 123,185 | 123,592 | 127,043 |
| 30 Min. | 557,929 | 566,592 | 596,590 |
| 40 Min. | 1,318,068 | 1,339,417 | 1,414,573 |



Just an interesting fact !

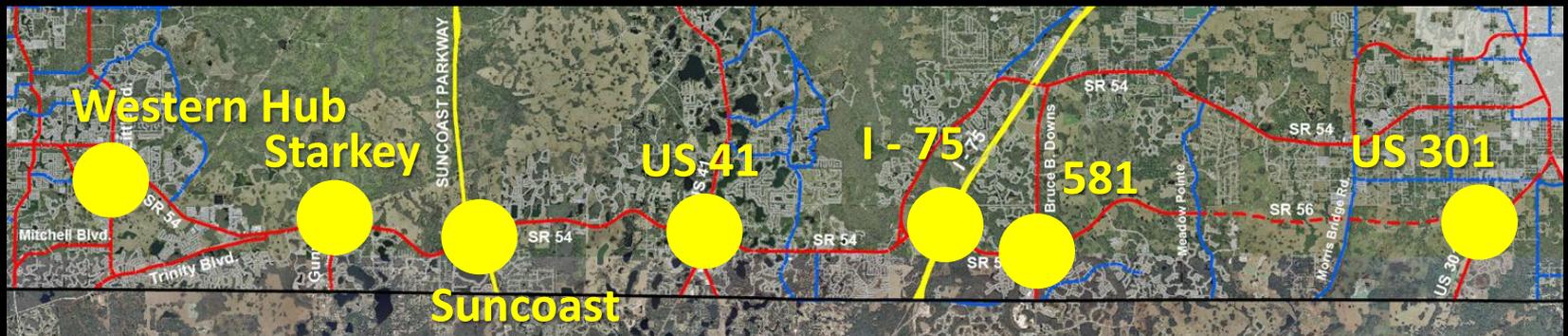


3. Density & Intensity Consistent with SR 54/56 Managed Lanes & Transit

- Population, Housing, and Employment projections used in Pasco County's Long Range Transportation Plan are based upon land use densities and intensities in excess of traditional suburban development.
- The reduction of vehicle miles traveled has been proven to be a beneficial result of constructing "Walkable" communities.
- Transit availability which is a key component to less dependence upon the automobile can only be successful when sufficient residential density and commercial intensity exists to support that transit system.
- Transitioning to a Transit Oriented Development (TOD) is best facilitated by the addition of transit features within walkable form communities.

4. Acknowledgement of Critical Gateway Development Nodes

- Located along the SR 54/56 corridor are several **existing and emerging entry gateways to Pasco County** that **require increased scrutiny** related to land use type and density / intensity.



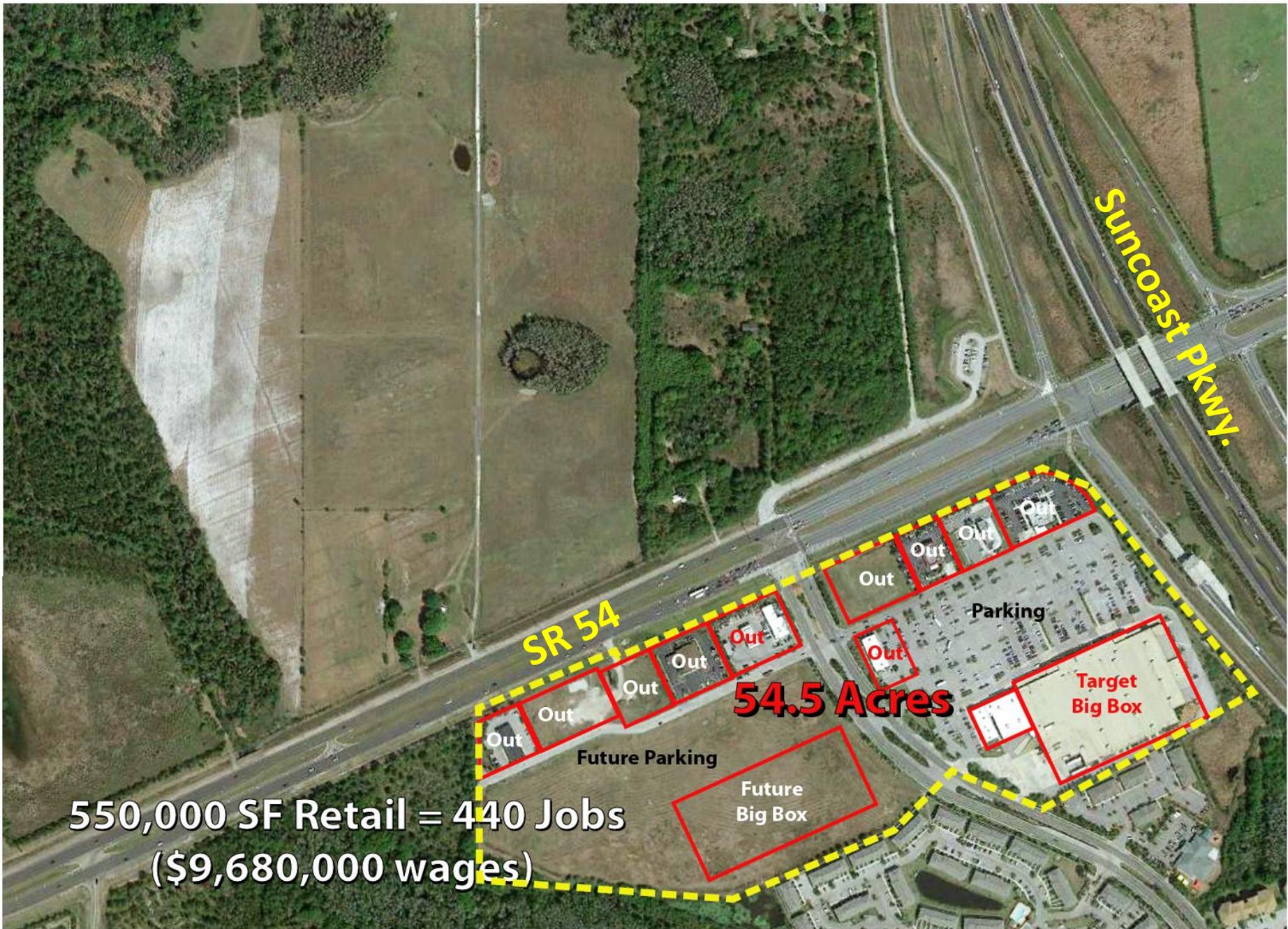
- These **critical nodes** represent not only the highest development potential but also will set the benchmark for Pasco's new urban form **within its urban service areas.**

Opportunities Lost !



SR 54

Suncoast Pkwy.



Suncoast Pkwy.

SR 54

54.5 Acres

Out

Out

Out

Out

Out

Out

Out

Out

Out

Parking

Future Parking

Future Big Box

Target Big Box

550,000 SF Retail = 440 Jobs
(\$9,680,000 wages)

1,482,300 SF Mixed Use = 5,069 Jobs
(\$232,213,000 wages)

64.8 Acres

54.5 Acres

550,000 SF Retail = 440 Jobs
(\$9,680,000 wages)

Urban Park

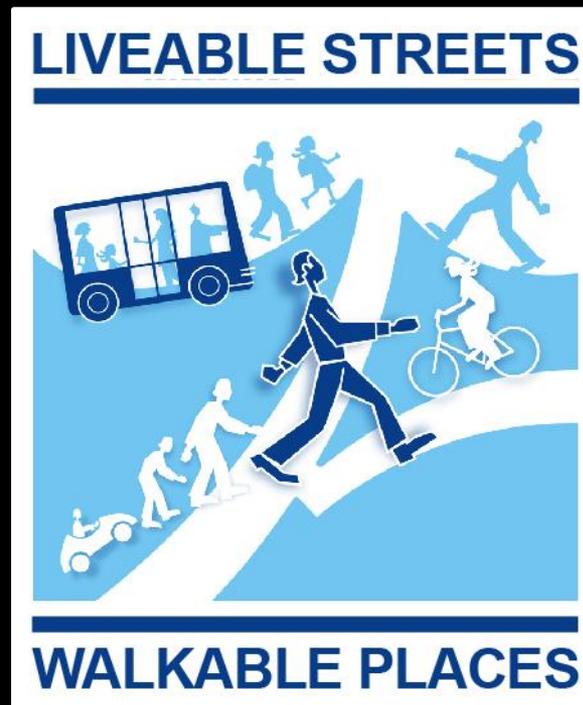
Suncoast Pkwy.

SR 54



Planning Benchmarks

For Urban Walkable, Places,
Neighborhoods and Communities





Walk Score[®]

Is a company that provides more than four million scores per day to over ten thousand participating websites. The number of nearby amenities and local shopping opportunities is the leading predictor of whether people walk.

Walk Score measures how close a homes is to 13 amenities including restaurants, neighborhood shopping, schools, parks, and libraries. Walkability also has important social benefits—people walking around signals that an area is safe, convenient, lively, and interesting.



Walk Score®

It is expected that within a few years the “Walk Score” of a home will become as important as how many bedrooms or bathrooms the home has.

| Tampa Bay | | Pasco | |
|--------------------------|----|---------------------------|----|
| Central Ave., St. Pete. | 92 | Main St., New Port Richey | 68 |
| Hyde Park Village, Tampa | 83 | Longleaf, Trinity | 48 |
| Main St., Safety Harbor | 83 | Fox Wood, Trinity | 18 |
| West Park Village, Tampa | 57 | Ballantrae, Land O Lakes | 2 |

Growing Public Awareness

Better! Cities & Towns (June 2013 Issue)

“Federal, state and local policies should help create the conditions under which Americans can fulfill their desire to drive less. Increasing investments in public transportation, bicycling and pedestrian infrastructure and intercity rail—especially when coupled with regulatory changes to enable ... walkable neighborhoods—can help provide more Americans with a broader range of transportation options.”

Growing Public Awareness

Equals

Increasing Public Demand

The Importance of Urban Walkable Places, Neighborhoods and Communities

1 Demonstrated benefits of “Walkability”

- **Health (physical & mental)**: The average resident of a walkable neighborhood weighs 6-10 pounds less than someone who lives in a sprawling neighborhood. Communities with good public transit and easy access to amenities promote resident overall happiness and pride in their communities.
- **Environment**: The reduction of each individual’s carbon footprint is significant. 82% of CO2 emissions are from burning fossil fuels. In addition to direct personal health benefits we must remember that our feet are zero-pollution transportation machines.
- **Finances**: The cost of automobiles and gasoline is the second largest household expense in communities within the United States:
- **Communities**: For every 10 minutes a person spends in a daily car commute, time spent in community activities falls by 10%.

WALK

YOUR WAY TO BETTER HEALTH

Anatomy OF Walking

BOOSTS ENDORPHINS
EASING STRESS, TENSION, ANGER,
FATIGUE, AND CONFUSION
IN TEN MINUTES

**REDUCES
GLAUCOMA RISK**

**HALVES
ALZHEIMER'S DISEASE RISK
OVER 5 YEARS**

LIMITS SICKNESS
BY HALVING ODDS OF CATCHING A COLD

IMPROVES HEART HEALTH
BY INCREASING HEART RATE
AND CIRCULATION

**WORKS
ARM &
SHOULDER
MUSCLES**

**ENGAGES
AB MUSCLES**

**IMPROVES
BLOOD
PRESSURE**
BY FIVE POINTS

**BUILDS BONE MASS,
REDUCING RISK OF
OSTEOPOROSIS**

LIMITS COLON CANCER
BY 31% FOR WOMEN

**STRENGTHENS LEGS,
INCLUDING QUADRICEPS,
HIP FLEXORS, AND HAMSTRINGS**

IMPROVES BALANCE
PREVENTING FALLS

**BURNS
MORE FAT
THAN JOGGING**

ONLY 30 MINUTES A DAY,
5 TIMES A WEEK CAN MAKE YOU
HEALTHIER AND HAPPIER.

Every Body **WALK!**
The Campaign to Get America Walking

WWW.EVERYBODYWALK.ORG

EVERYBODYWALK.ORG

Partners



I support a more

Walkable Pasco



The Importance of Urban Walkable Neighborhoods and Communities

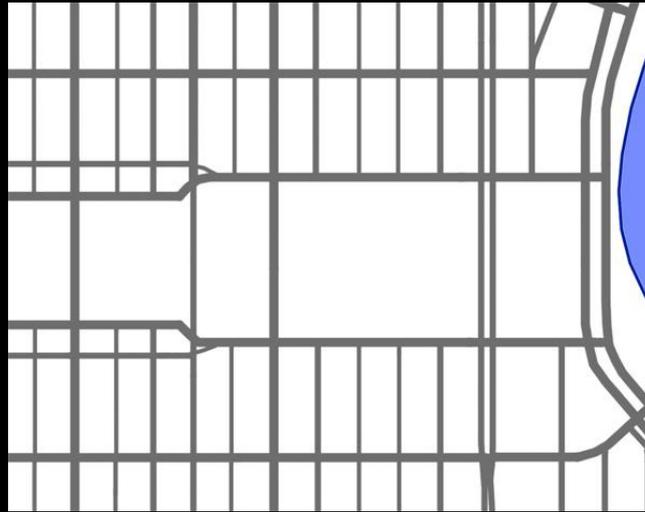
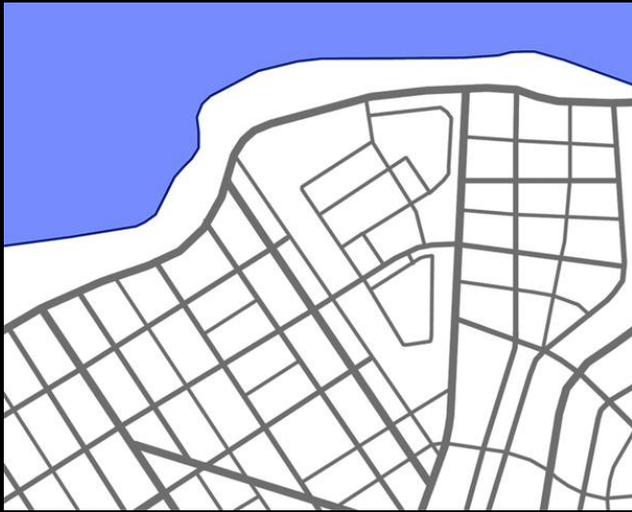
2 What makes a neighborhood “Walkable?”

- 1 Limited Block Sizes: The single most important factor encouraging pedestrian walkability is limiting block sizes.**
- 2 Roadway Networks: Roadway networks are formed by streets, blocks, and enhanced pedestrian corridors that provide complete internal connectivity.**
- 3 A Neighborhood Center: Walkable neighborhoods have a center or distinguishable gathering place, in the form of a neighborhood shopping “Main Street”, and recreational, educational, or public / semi-public uses.**
- 4 Sustainable Population Density: Sufficient population density for businesses to flourish and for public transit to run frequently.**

2 What makes a neighborhood “Walkable?” (cont.)

- 5 Mixed Use & Varied Socio-Economic Mix: An integration of numerous neighborhood and community serving retail, service and office uses with housing types and price ranges to promote a diverse population.
- 6 Parks & Public Spaces: Easy walkable access to public places to gather and play.
- 7 Pedestrian Friendly Design: Development forms that promote pedestrian comfort, including: the placement of buildings close to the street; on street parking; parking lots located to the rear of buildings; wide and shaded sidewalks and trails; and street furnishings.
- 8 Workplaces & Schools: Integrated within the community to allow the maximum number of residents to walk from their homes.
- 9 Complete Streets: Streets designed to accommodate pedestrians, bicyclists, and transit in a safe and integrated manner with automobile traffic.

Unfounded Fear of the GRID



Roadway
Networks
& Resulting
Blocks



**YES,
these are
all Grid
Networks**

Northwest quadrant of SR 54 & Suncoast Parkway
"Employment Center" Comprehensive Plan Designated

An Urban Planning Design Exercise
A Vision for Pasco County



Prepared by:
Pasco County
Planning & Development Department

Pinnacle
A Vision for Pasco County

South Branch Ranch

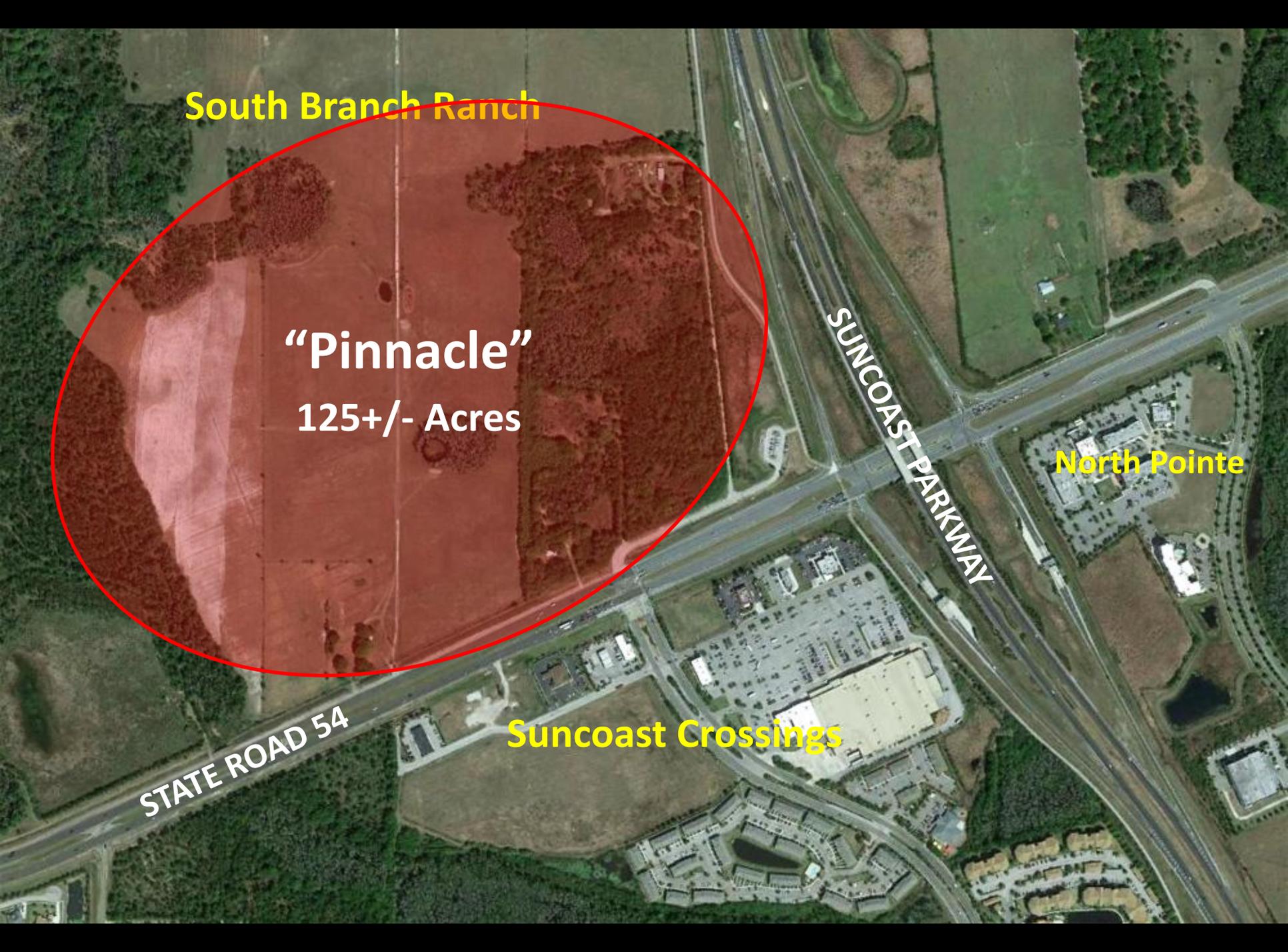
“Pinnacle”
125+/- Acres

SUNCOAST PARKWAY

North Pointe

STATE ROAD 54

Suncoast Crossings



Tampa International Airport

Average Commute Times (2010)

Tampa Bay – 24.9 minutes

Pasco County – 29.7 minutes

19.5 Miles (21 Minutes)

Pinellas County

Hillsborough County

Pasco County

SR 54

Pinnacle

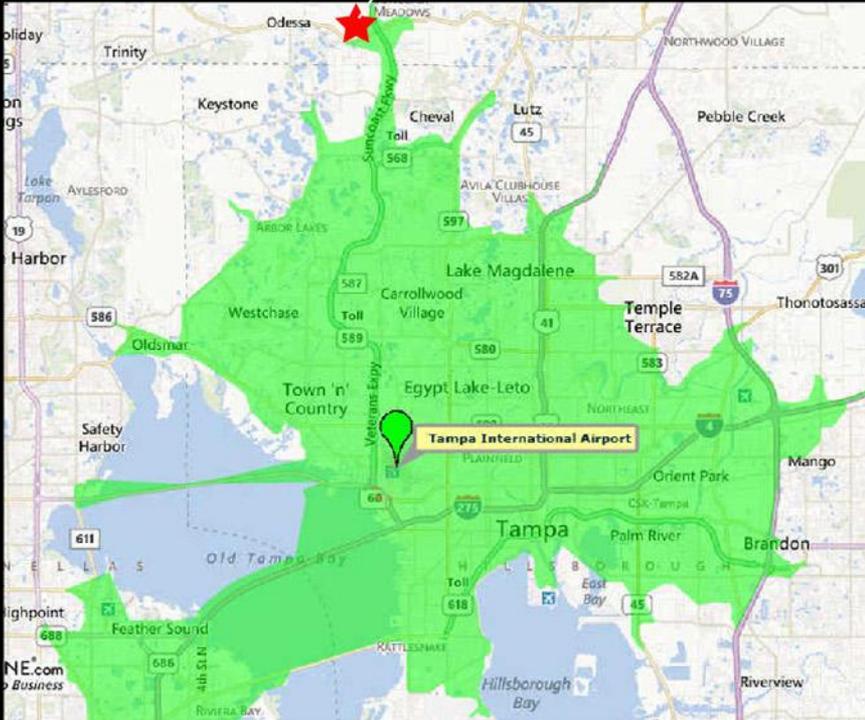


Pinnacle Population by Drive Time:

30 minute drive = **1,276,785**

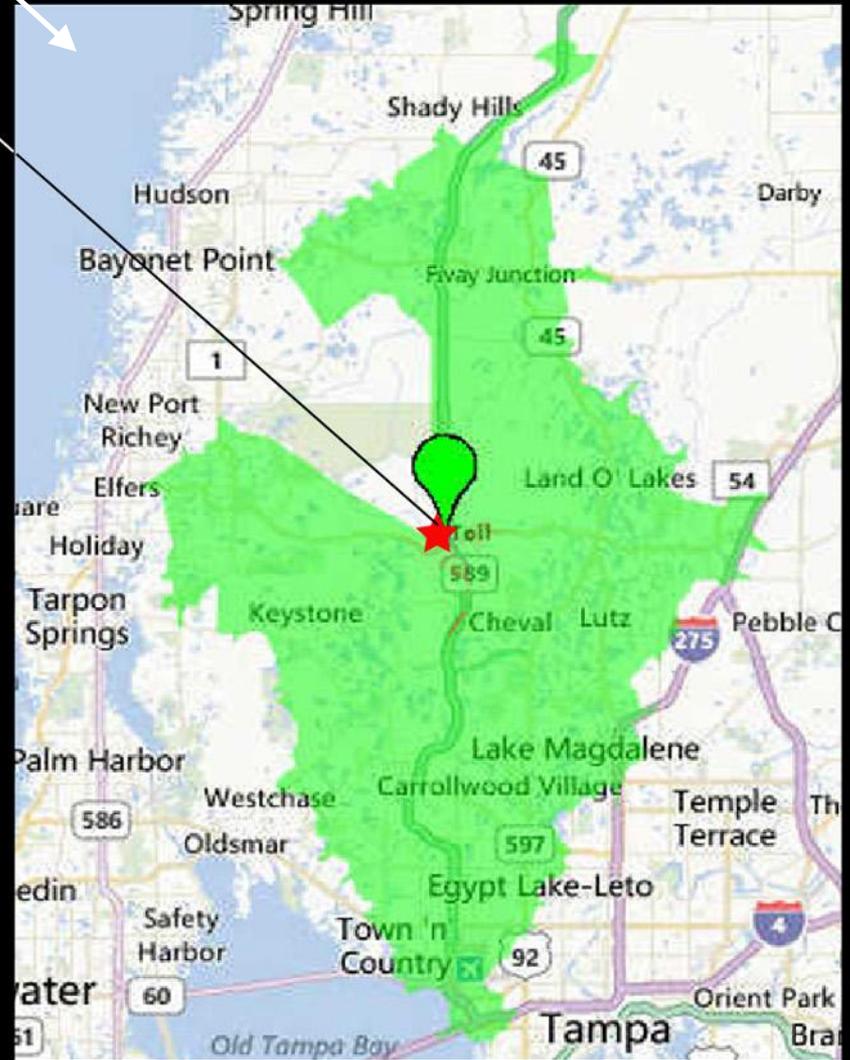
40 minute drive = **2,074,341**

Pinnacle

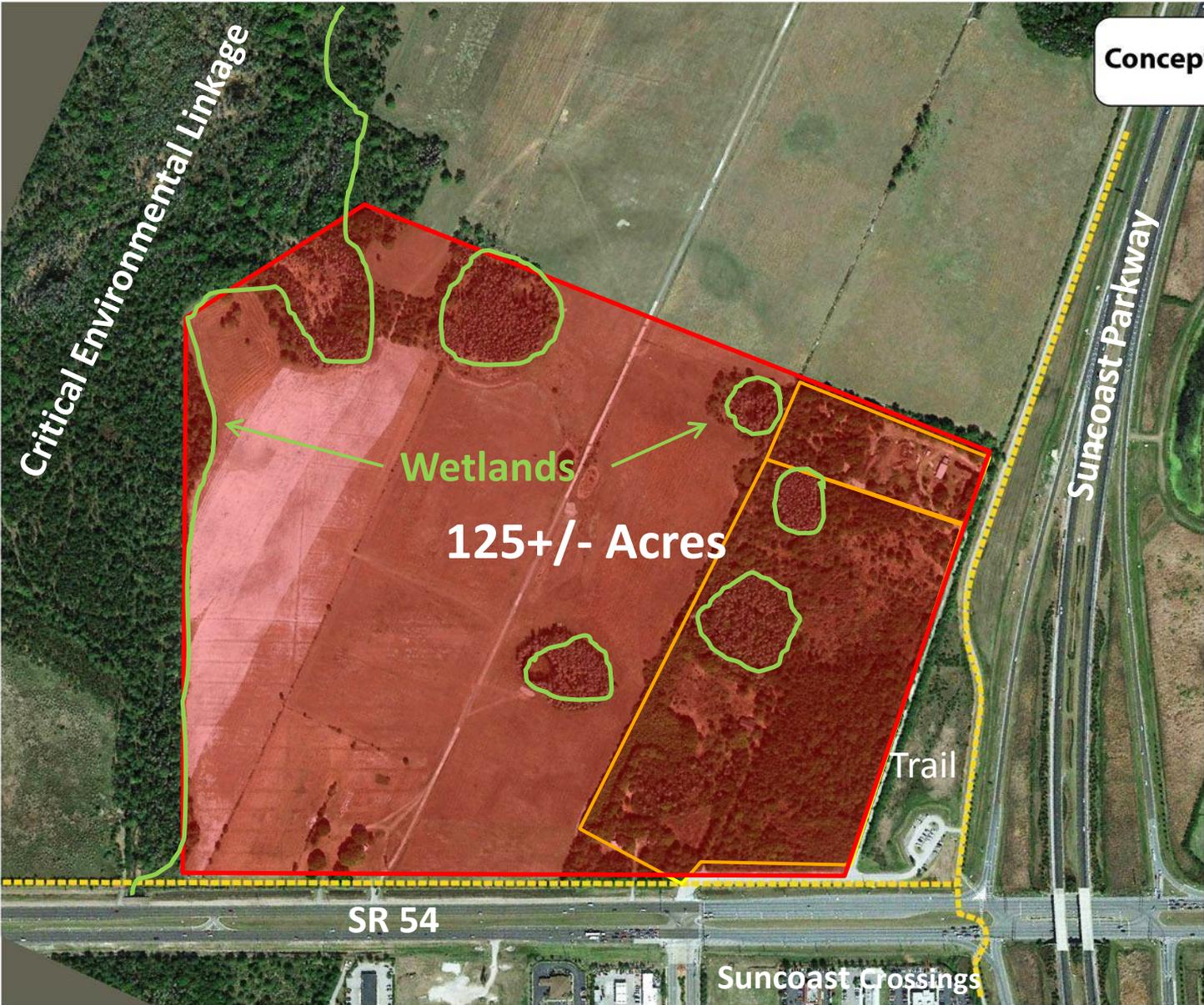


21 Minutes from TIA

21 Minutes from Pinnacle



Conceptual Land Plan



Critical Environmental Linkage

Wetlands

125+/- Acres

Trail

SR 54

Suncoast Parkway

Suncoast Crossings

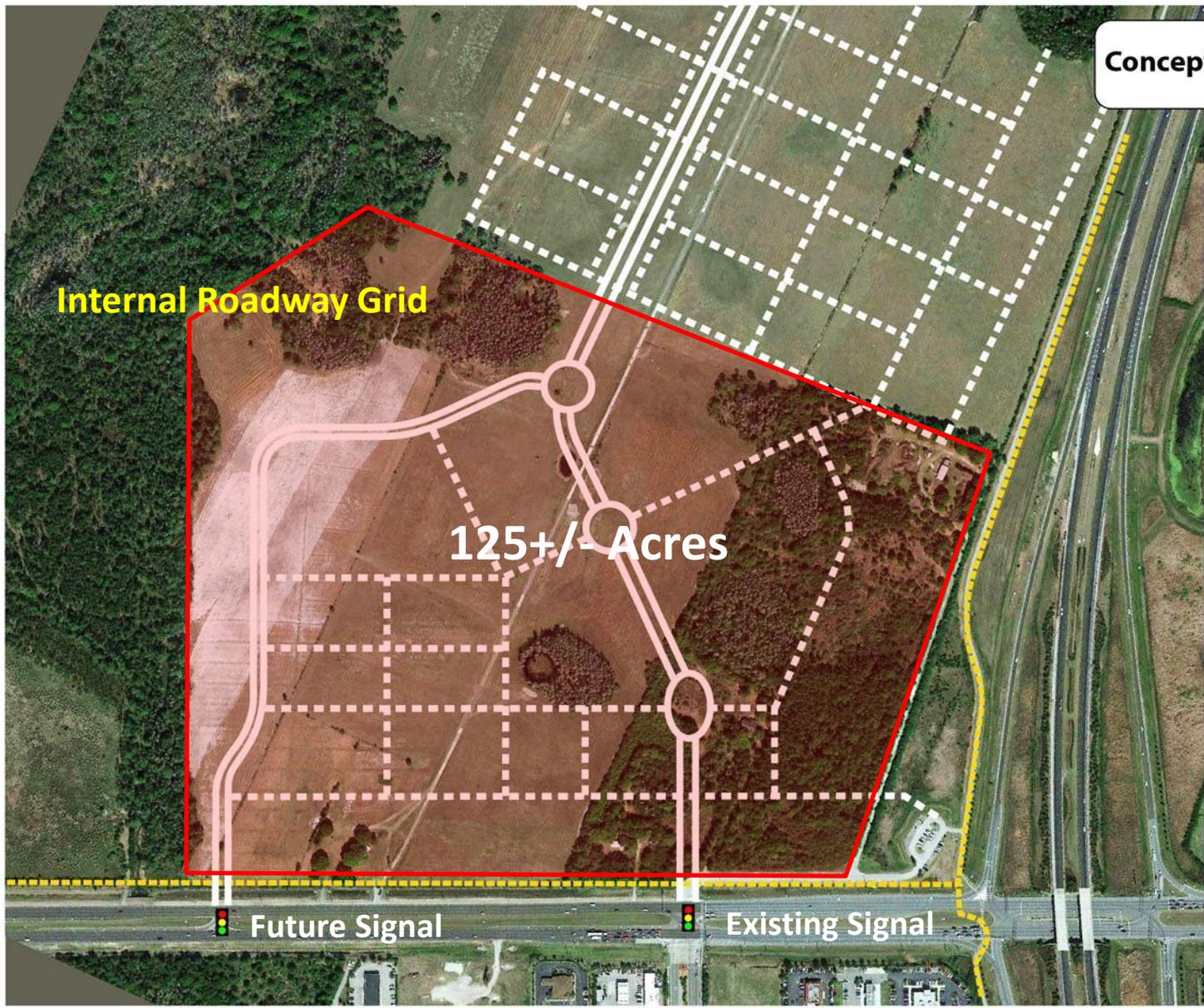
Conceptual Land Plan

Internal Roadway Grid

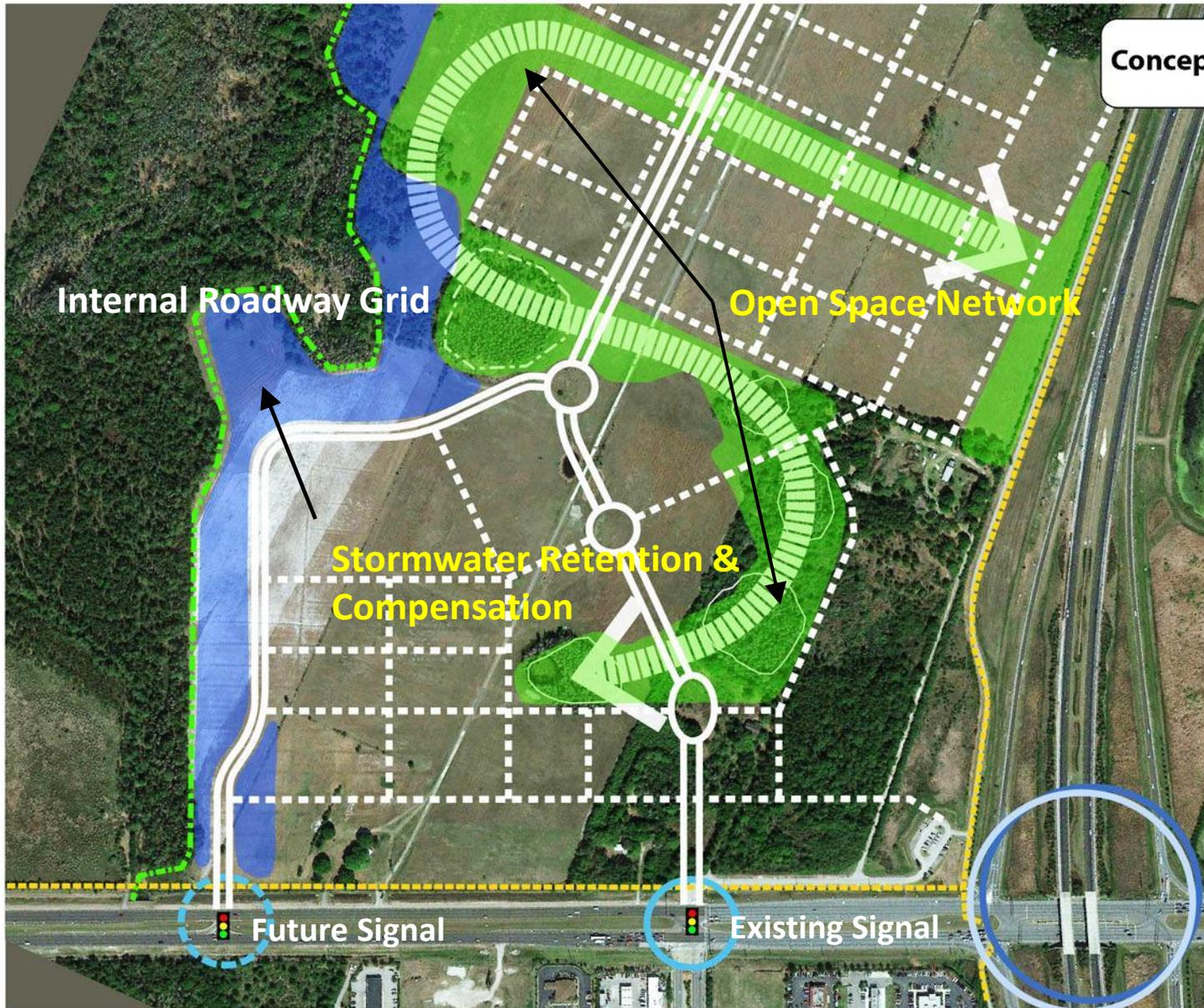
125+/- Acres

Future Signal

Existing Signal



Conceptual Land Plan



Conceptual Land Plan



Roadway Grid

Suncoast Parkway

Suncoast Parkway & SR 54 Interchange

4 Lane Collector

Roadway Grid
(See Roadway Typology)

Preservation
(Critical Habitat Linkage)

Future Traffic Signal

SR 54

4 Lane Collector

Existing Traffic Signal

SR 54

NOTE: All uses and building forms shown are standard "off-the-shelf" products currently being constructed within Pasco County & throughout the Tampa Bay Area.



Townhomes

Multi-Family

Big Box

Corporate Office Park

"Urban Main Street"

Hotel

Entry

Future elevated managed lanes



View of west entry looking northeast



**Pedestrian Friendly
Access to "Big Box" Retail**

Area for Townhomes

Preserved Wetlands

Preserved Wetlands

Corporate Office Park
along Suncoast Pkwy.

3-Story Apartments

Preserved Wetlands

Preserved Wetlands

Parking located
to side and rear of buildings

"Main Street"
form Commercial

Pharmacy





Shared Parking
to side and rear

Fastfood on Outparcel

Transit or Shuttle Stop

"Main Street"
form Commercial

Pedestrian safe
& friendly design

LIVE
EXIT



Elevated Toll Road
Transit Stop

All buildings oriented
toward "Main Street"

Outdoor dining areas
encouraged

On-Street Parking

Shaded Walkways

Fastfood (Burger King)

Transit or Shuttle Stop

Street furnishings





Extension of Suncoast Pkwy. Trail

Signs for all outparcels
located along SR 54 frontage



Restaurants along "Main Street"

Pedestrian walkways connecting rear parking, adjacent uses, and safe roadway crossings



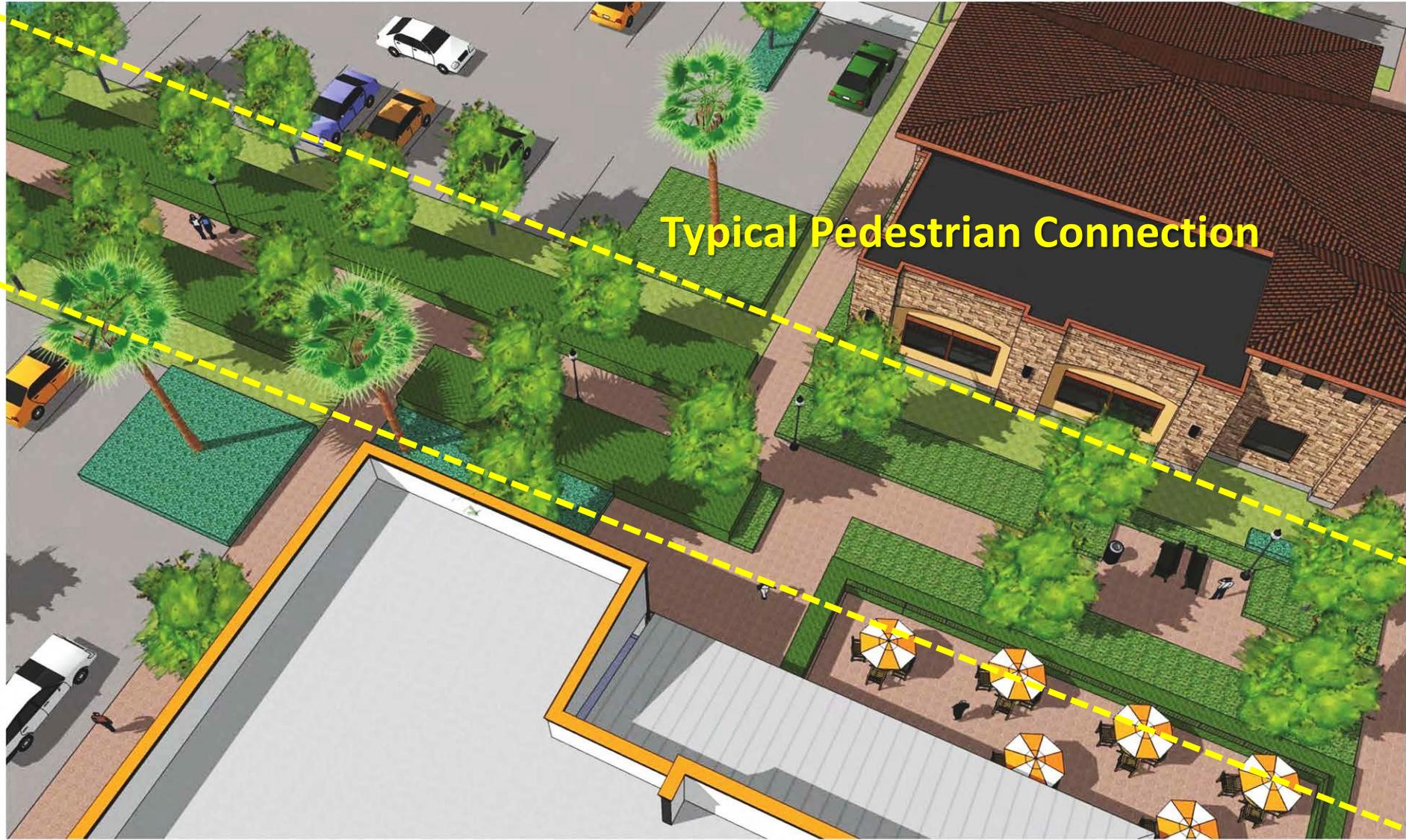
Restaurants with
outdoor dining

Pedestrian friendly
environment



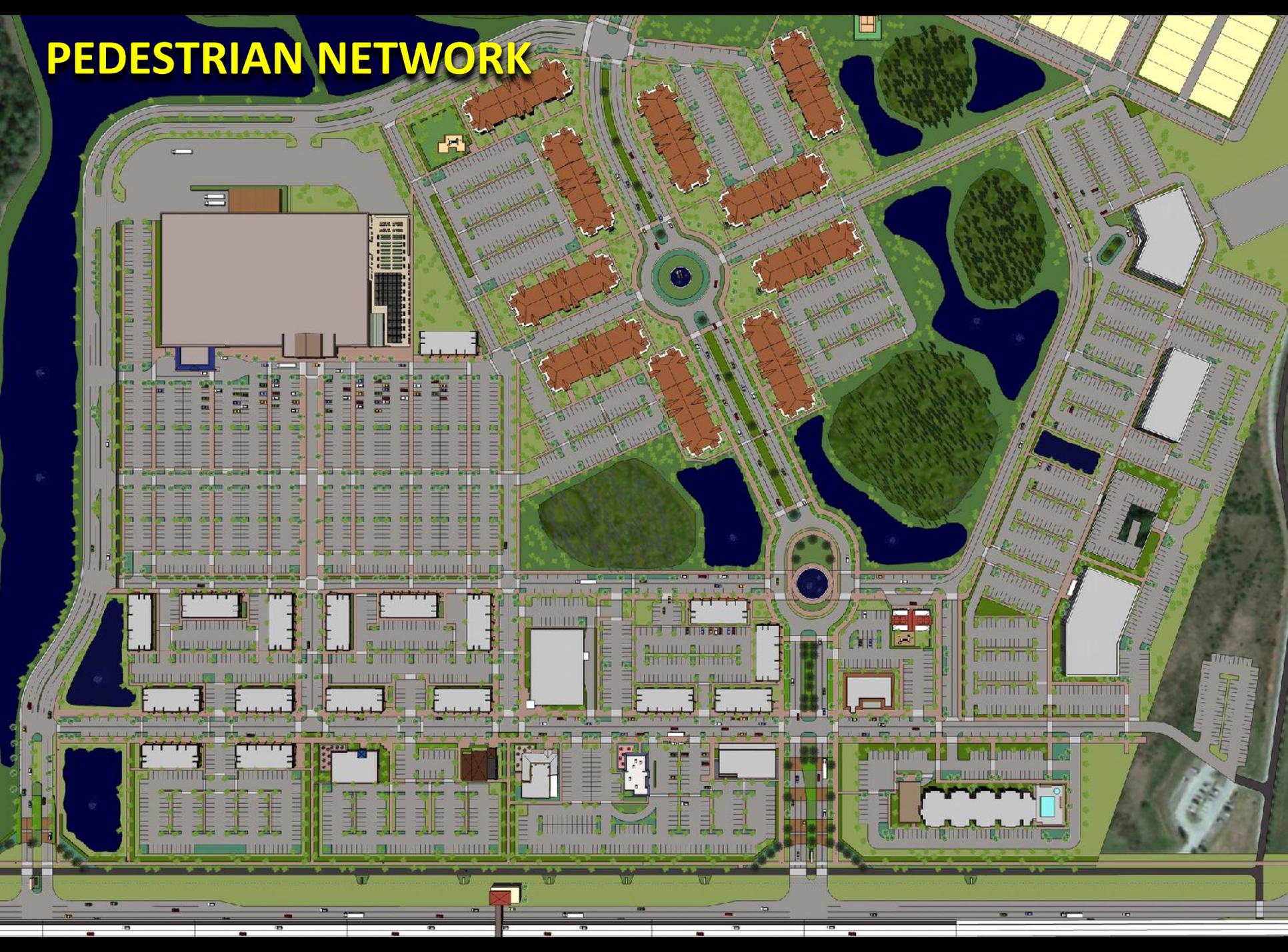
"Main Street"

Pedestrian connections between
Main Street, Trail Extension,
and parking



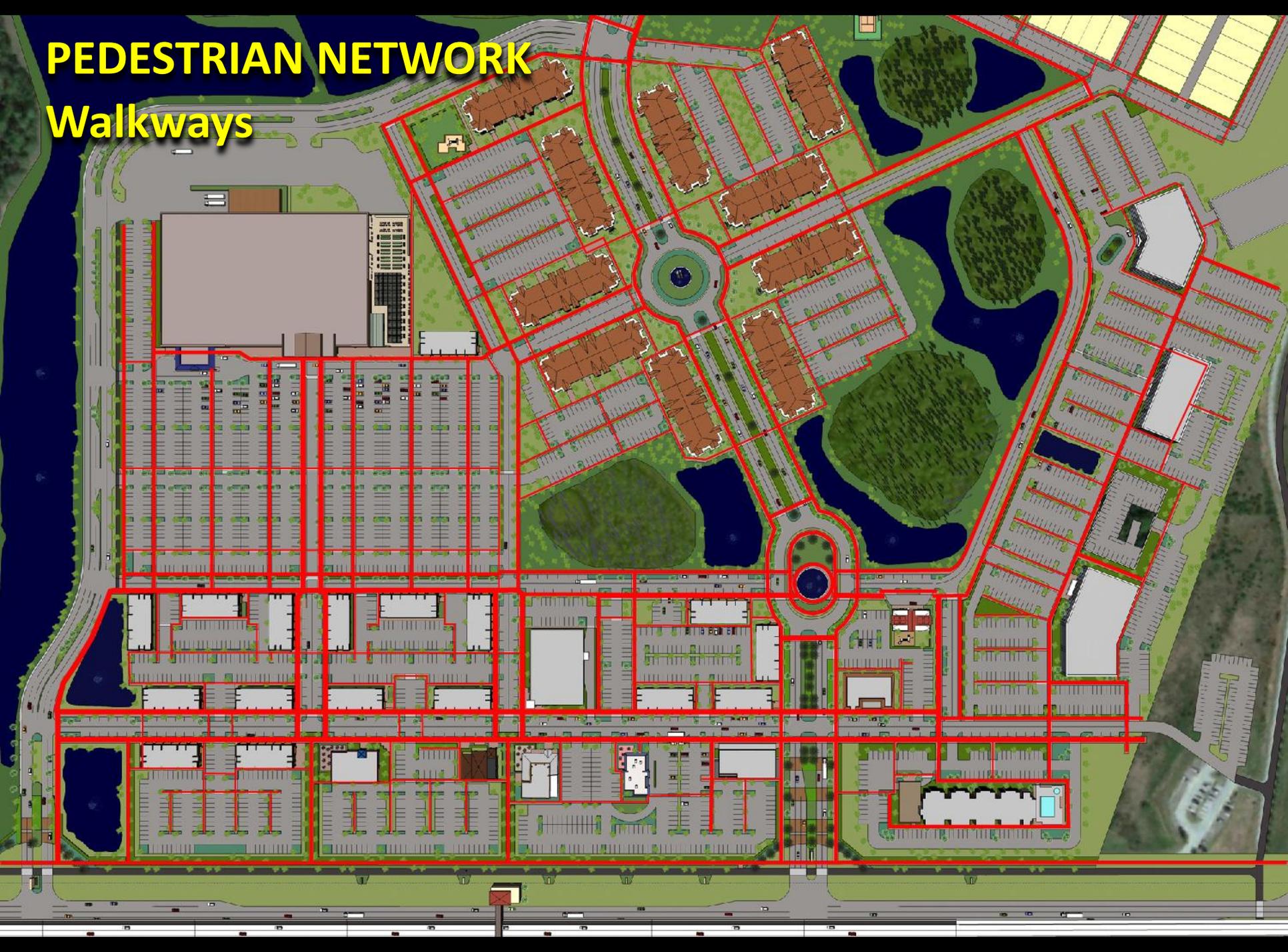
Typical Pedestrian Connection

PEDESTRIAN NETWORK



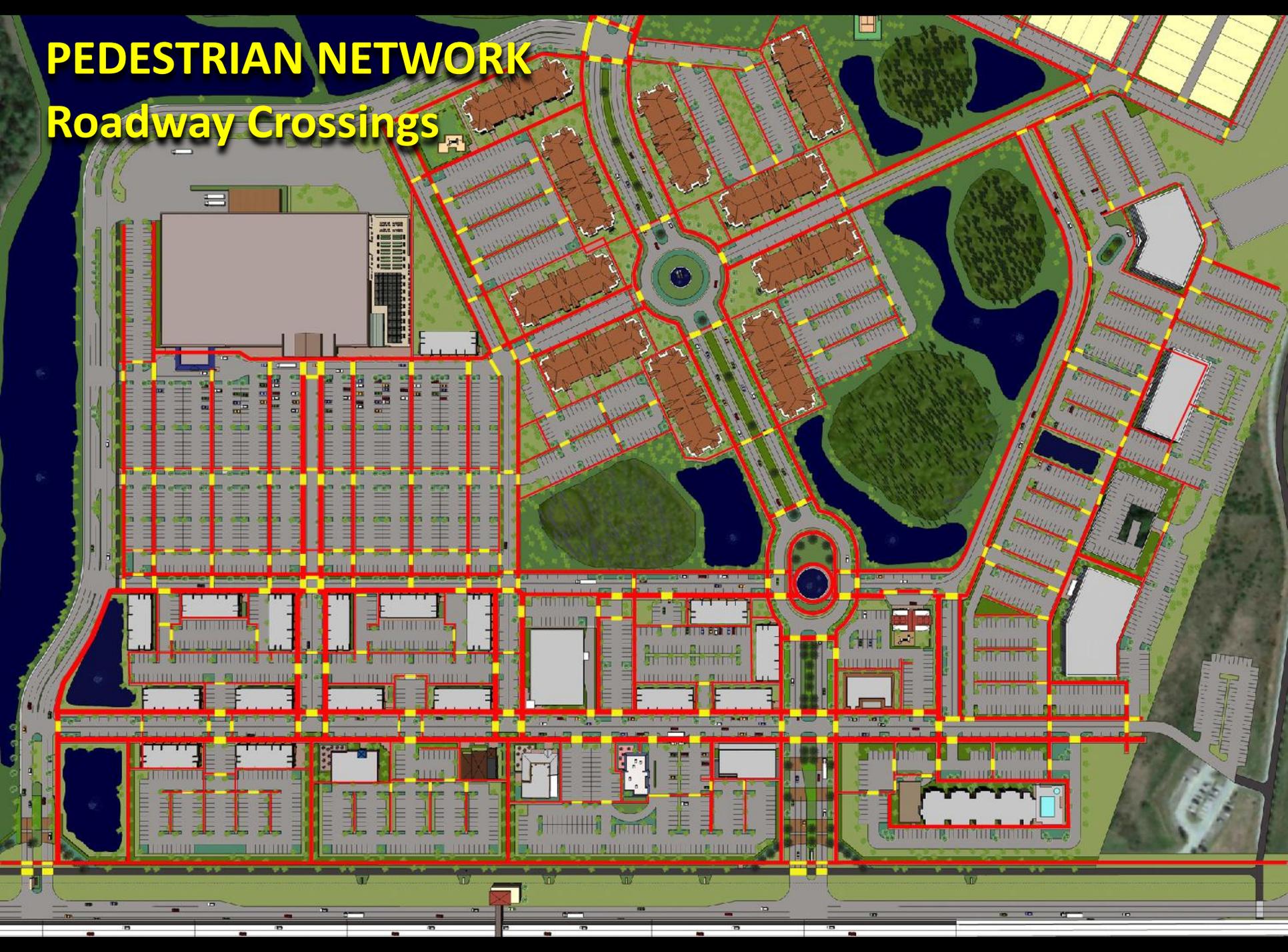
PEDESTRIAN NETWORK

Walkways



PEDESTRIAN NETWORK

Roadway Crossings





Preserved Wetlands

Area for Townhomes

Big Box Retail (Wal-Mart)

3-Story Apartments

Preserved Wetlands

Preserved Wetlands

Preserved Wetlands

Preserved Wetlands

Pharmacy & 1-Story Commercial

Surface Parking for Offices

Restaurant Outparcels

80 Room Hotel

East Main Entry from 54

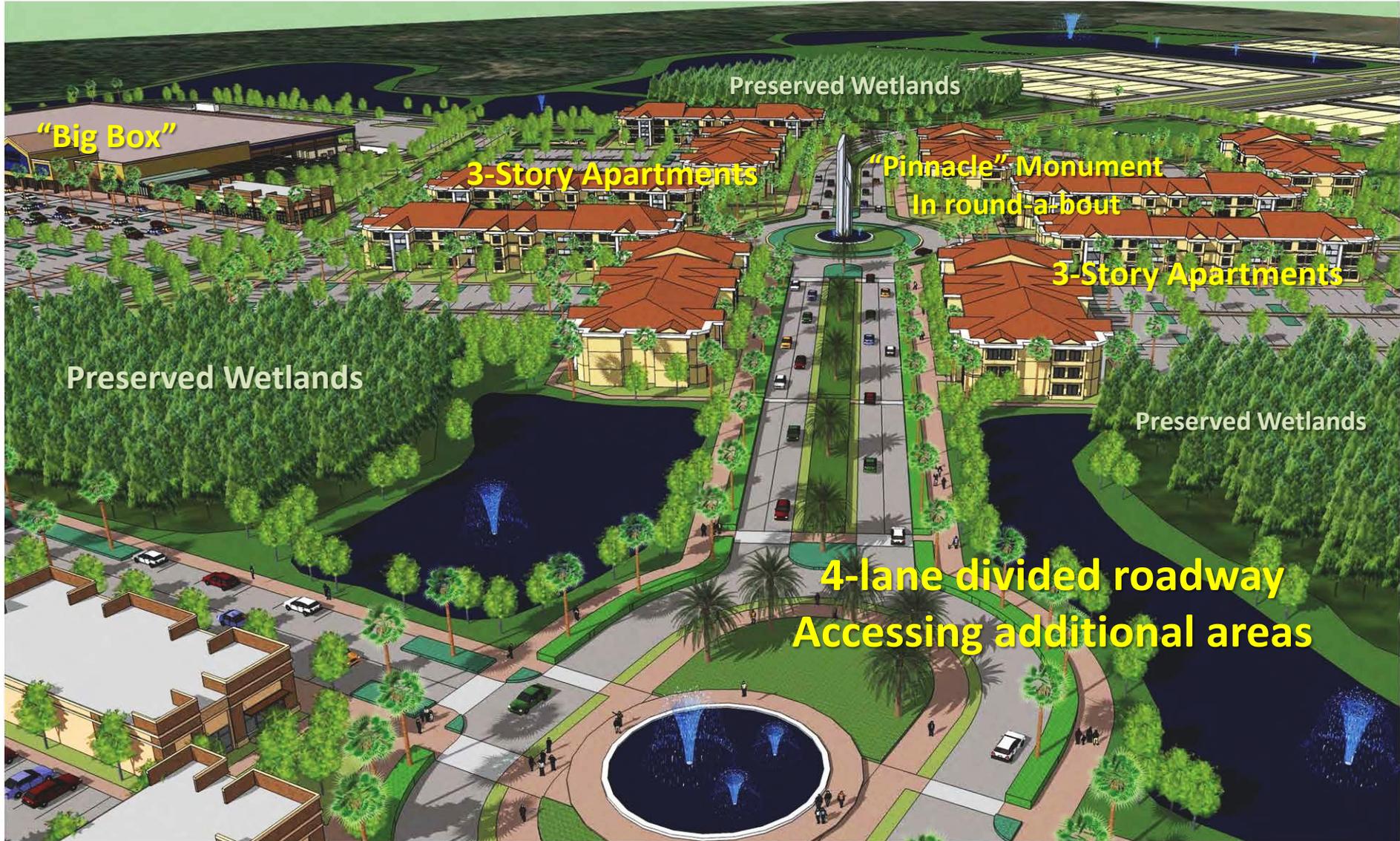


Transit Station

Future Toll Road
(Managed Lanes)



SR 54 East Entry



"Big Box"

3-Story Apartments

**"Pinnacle" Monument
In round-about**

3-Story Apartments

Preserved Wetlands

Preserved Wetlands

**4-lane divided roadway
Accessing additional areas**

2015 - 2020





Corporate Office Park
along Suncoast Pkwy.

Suncoast Parkway

4-Story 80 Room Hotel

Parallel SR 54 Sidewalk

SR 54 Signage

Suncoast Pkwy. Trail Extension

Corporate Office Park
along Suncoast Pkwy.

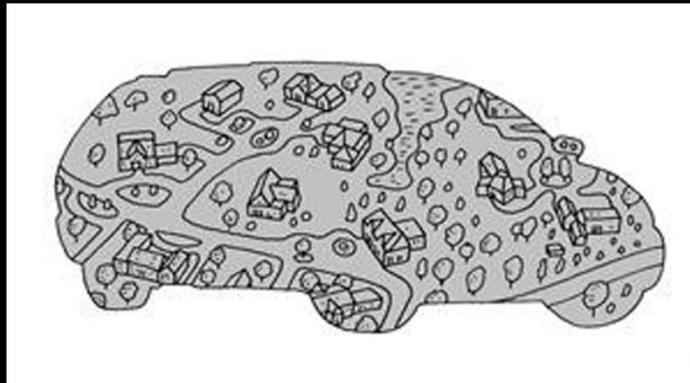
Preserved Wetlands





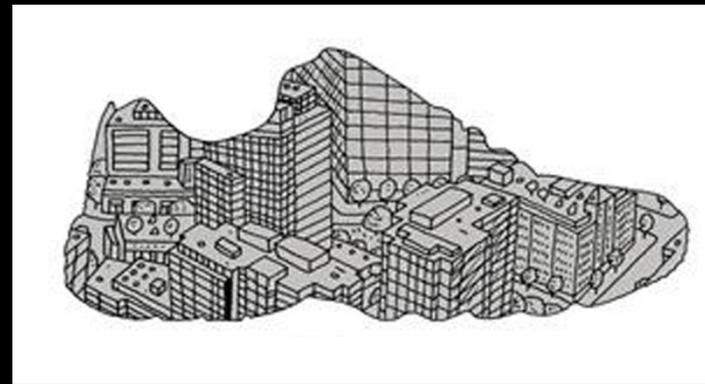
Overview looking toward SR 54

Initial Urban Structure **permits**
Community Evolution and
Intensification as the market
matures and changes !!

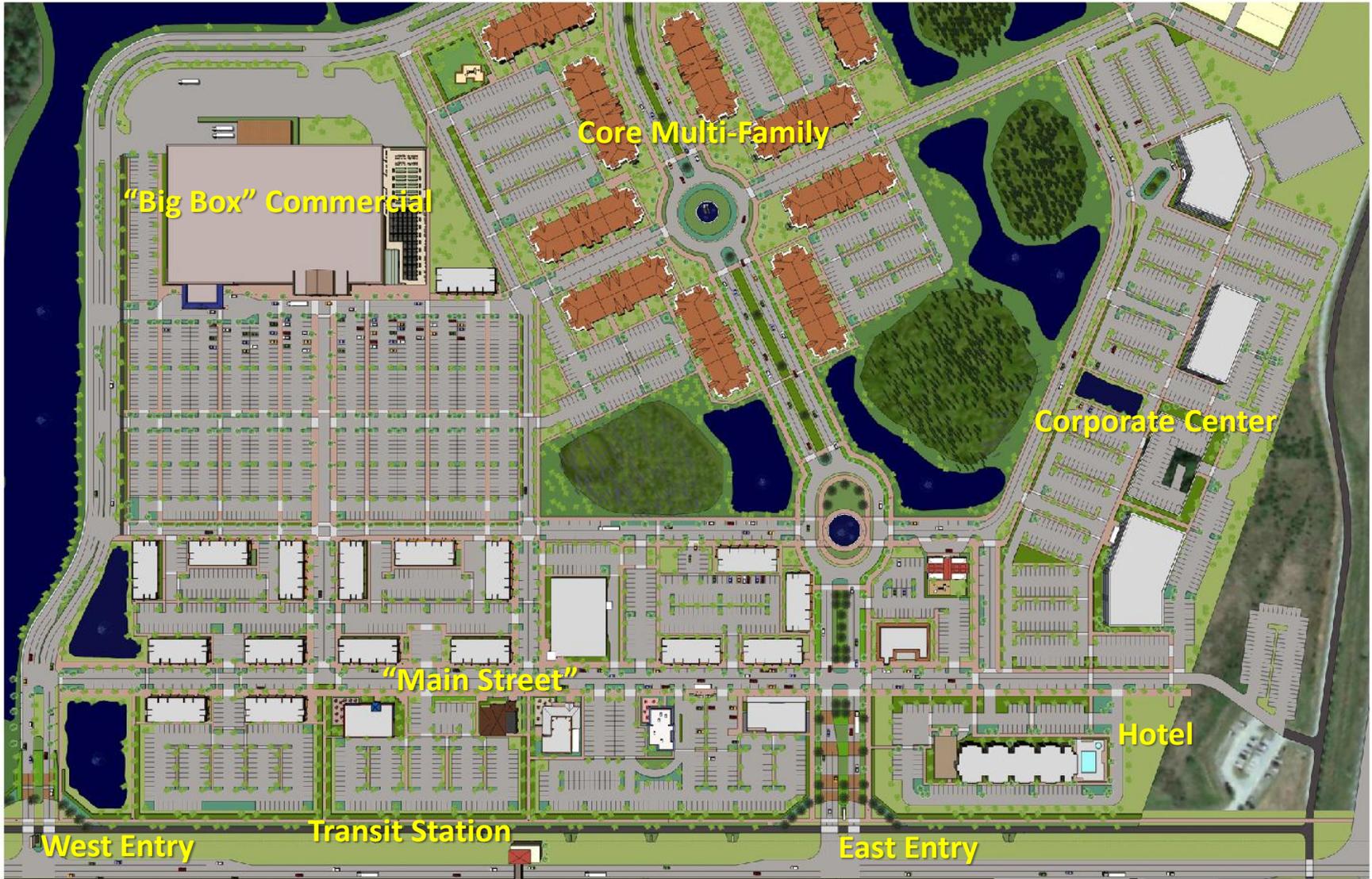


Suburban

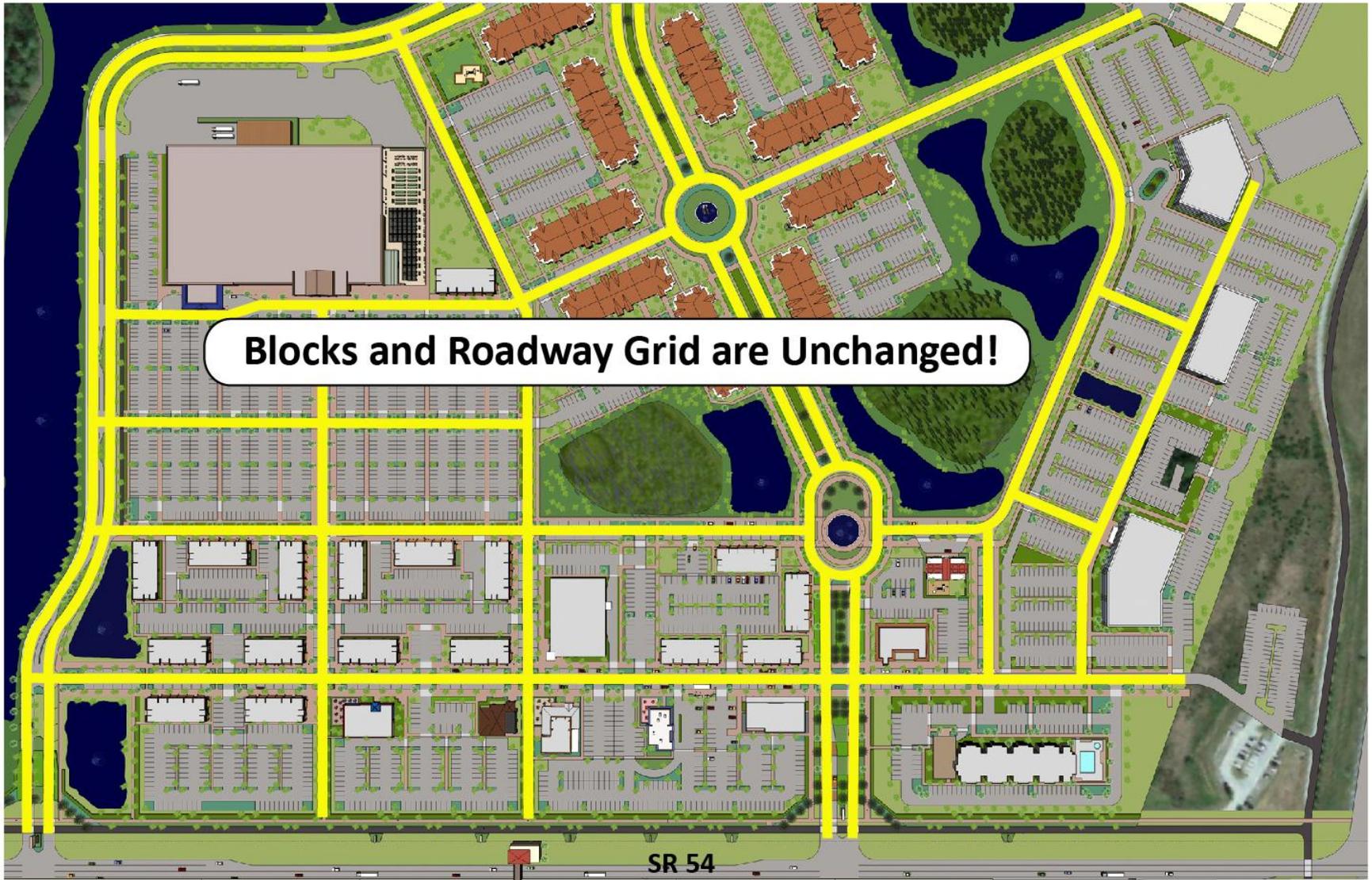
Urban



Phase 1 Plan

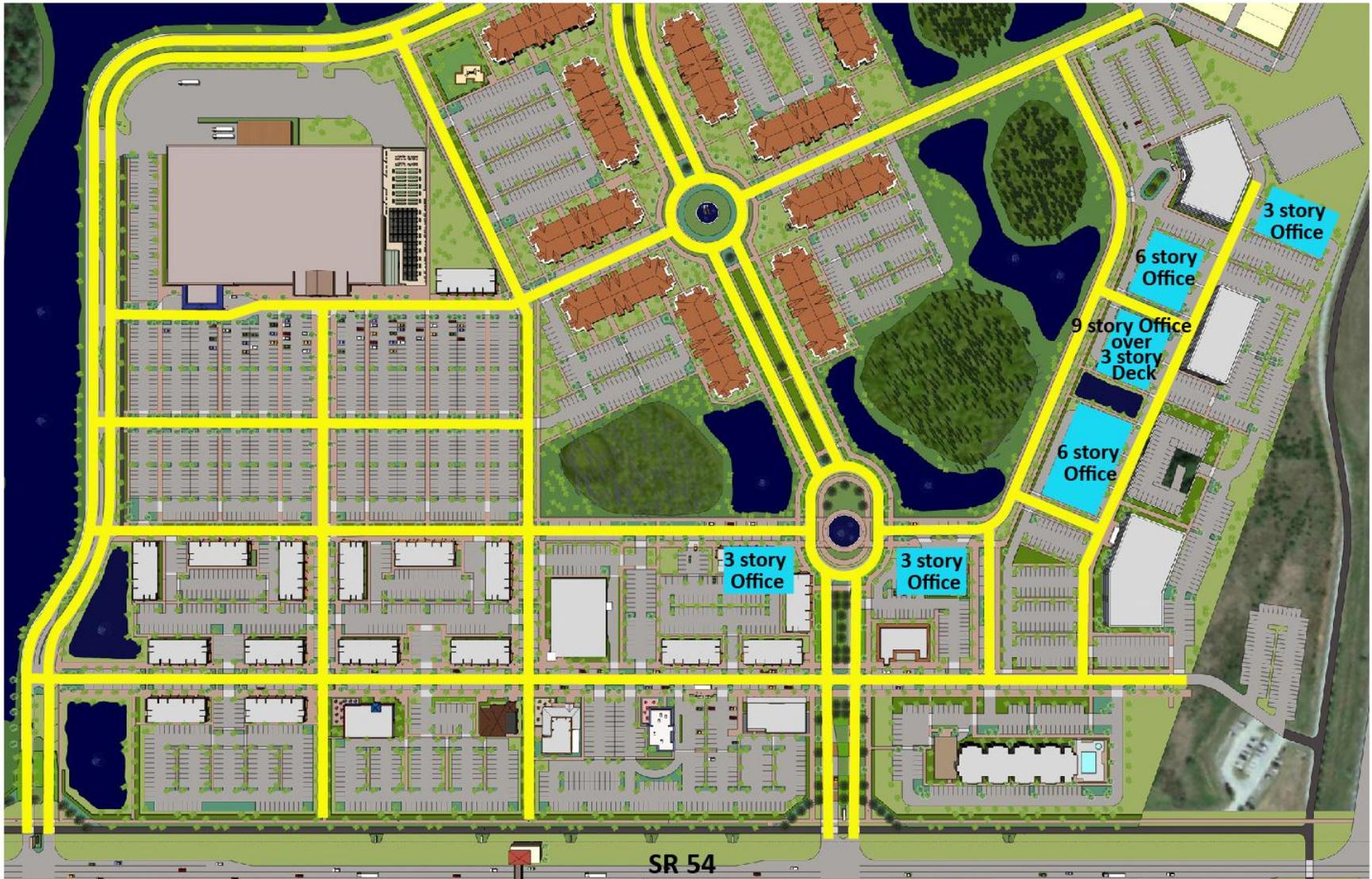


Urban Structure permits Evolution



Urban Structure permits Evolution

Buildout Plan - Structures Added



Office uses added over surface parking

Buildout Plan - Structures Added



Parking structures added to support office

Buildout Plan - Structures Added



Lifestyle Shopping replaces outparcels

Buildout Plan - Structures Added



Hotel expansion with Convention Center

Phase 1 Plan - Impact Summary



| | <u>Value</u> |
|---------------|----------------------|
| Office | \$36,256,000 |
| Retail | \$23,254,000 |
| Service | \$450,000 |
| Hotel | \$6,360,000 |
| | \$ 37,169,000 |

| | <u>Employees</u> | <u>(Salary)</u> |
|---------------|------------------|-----------------------|
| Office | 1,607 | (\$80.34 mil.) |
| Retail | 444 | (\$10.43 mil.) |
| Service | 16 | (\$.45 mil.) |
| Hotel | 12 | (\$.26 mil.) |
| | 2,080 | (\$91.48 mil.) |

| | <u>Building SF</u> |
|---------------|--------------------|
| Office | 267,800 |
| Retail | 316,700 |
| Service | 3,000 |
| Hotel | 60,000 (80 Rms.) |
| | 647,500 SF |

**Phase 1
Non-Residential
Development
Summary**

Buildout – Impact Summary



| | <u>Value</u> |
|---------------|-----------------------|
| Office | \$89,808,000 |
| Retail | \$38,022,000 |
| Hotel | \$14,360,000 |
| Convention .. | \$6,000,000 |
| | \$ 148,190,000 |

| | <u>Employees</u> | <u>(Salary)</u> |
|----------------|------------------|------------------------|
| Office | 4,256 | (\$212.82 mil.) |
| Retail | 741 | (\$17.77 mil.) |
| Hotel | 34 | (\$.79 mil.) |
| Convention ... | 38 | (\$.83 mil.) |
| | 5,069 | (\$232.21 mil.) |

| | <u>Building SF</u> |
|----------------|---------------------|
| Office | 799,300 |
| Retail | 537,900 |
| Hotel | 160,000 (200 Rms) |
| Convention ... | 75,000 |
| | 1,482,200 SF |

**Buildout
Non-Residential
Development
Summary**

Pinnacle 2015 - 2020



Pinnacle 2030 - 2040



Pinnacle 2015 - 2020



Pinnacle 2030 - 2040



Pinnacle 2015 - 2020



Pinnacle 2030 - 2040



Pinnacle 2015 - 2020



Pinnacle 2030 - 2040





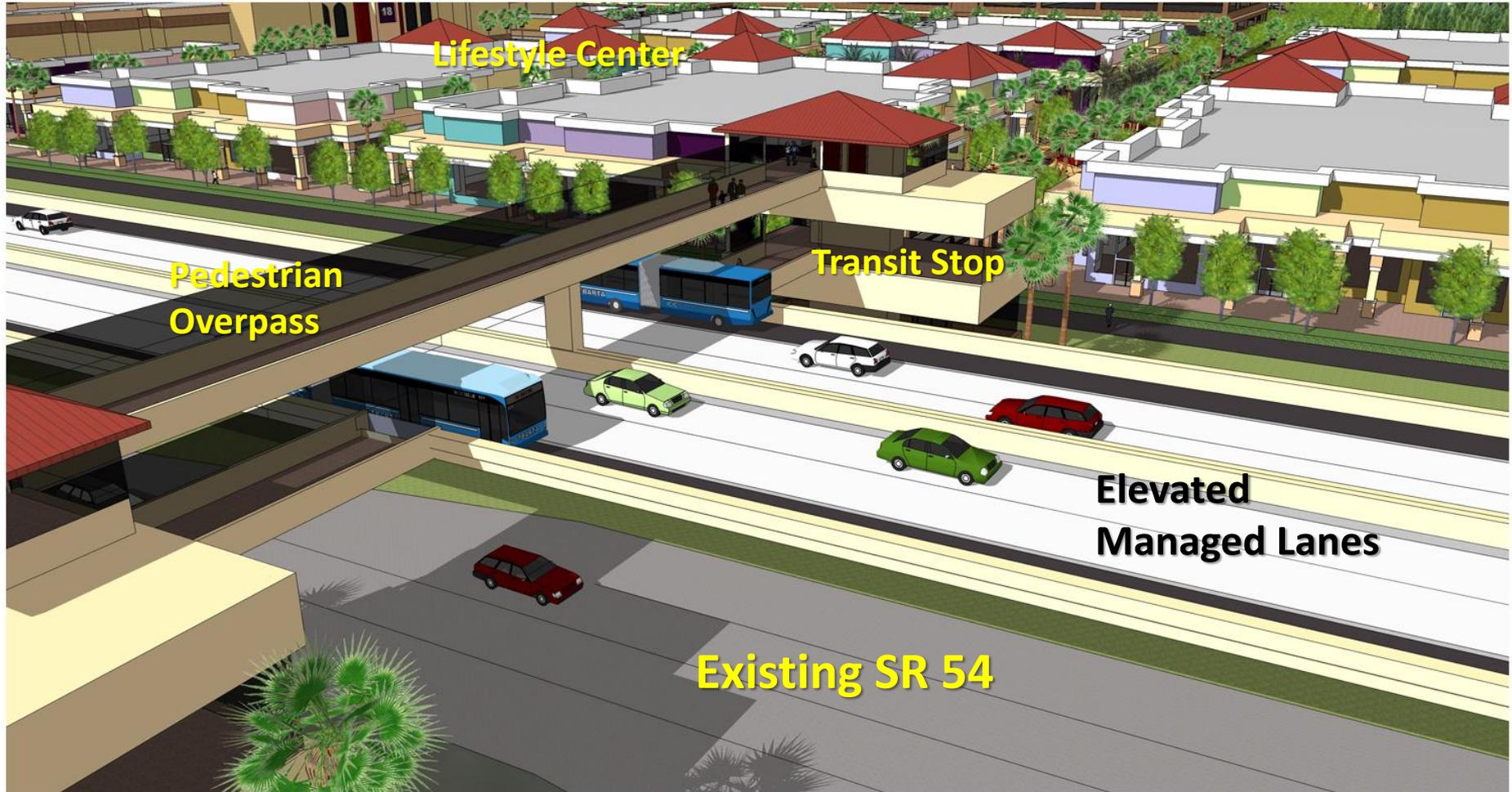
Transit Station

Lifestyle Shopping Center

Wal-Mart Deck

Main Entry

Central Circle







View from Transit Station to
Moving Walkway to Shuttle

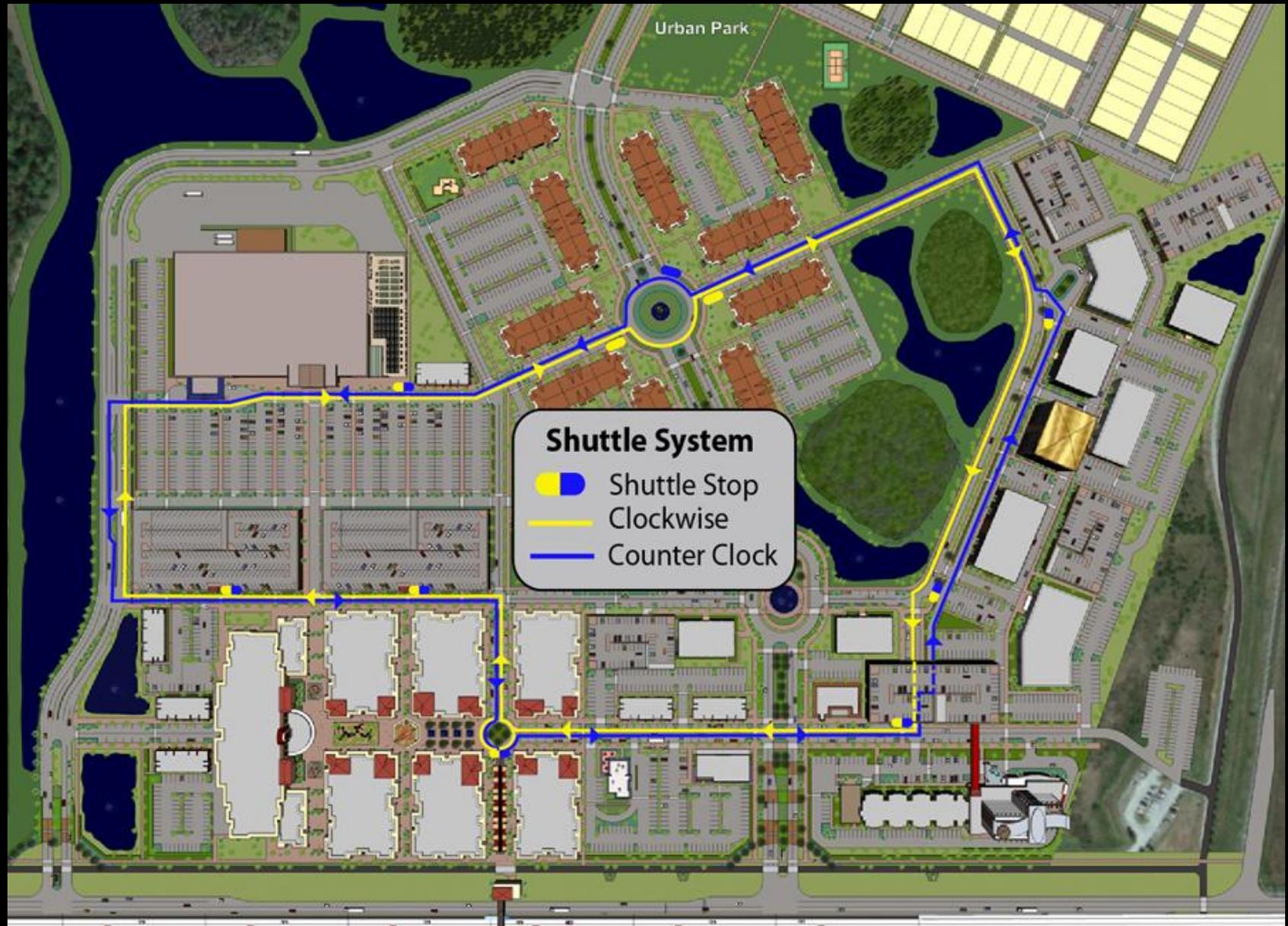


2030 - 2040



Shuttle Bus Transit System

2030 - 2040







Shaded Entertainment Area









Corporate Center

Convention Hotel

View from 4 Level Parking Deck
looking east to Corporate Center

2030 - 2040





2030 - 2040



Suncoast Parkway

Corporate Office
Corridor



Pinnacle Tower



**Street Level within
Corporate Center**

2030 - 2040



Pinnacle 2015 - 2020



Pinnacle 2030 - 2040



Committing to Value Creation

- **Increasing Ratable Base**
 - **Recovery of \$9 Billion Tax Base**
 - **Balance from 78% Residential to 50/50**
- **Leveraging Public and Private Investment**
 - **Promote Multi-decade Investment Growth**
 - **Expand Economic Development Opportunities**
- **Development Follows Capital**
 - **Link and Leverage Investment**
 - **Build ROI Opportunities**
- **Evolution of Programmed Intensity**
 - **Anticipate Multi-decade Buildout**
 - **Market Responsive**
 - **Transit Supportive**

Strategic Plan Objectives

- **CREATE a Thriving Community** . . . Proactively pursue opportunities with public and private partners for **growth and redevelopment through integrated land use and long-range planning**, while enhancing, managing and maintaining current resources, services and infrastructure.
- **ENHANCE Quality of Life** . . . Create a community people want to call home that provides and promotes safety and security; essential health and human services; social, cultural, and recreational opportunities; and preserves and protects natural resources
- **STIMULATE Economic Growth** . . . Support a sustainable **increase in community income and investment, economic diversification**, and expanded opportunities for all.
- **IMPROVE Organizational Performance** . . . Provide the processes, procedures, and necessary resources (physical, human, and financial) to efficiently and effectively deliver services in a **culture of continual improvement**.

Economic Development Plan (EDP)

VISION STATEMENT: Pasco will **develop and implement an award-winning transformational model for planned urbanism,** place making, redevelopment, and the integration of natural and built environments.

Goal 1: Tell the Pasco Story

Goal 2: Encourage Continued Positive Growth

Goal 3: Grow Businesses

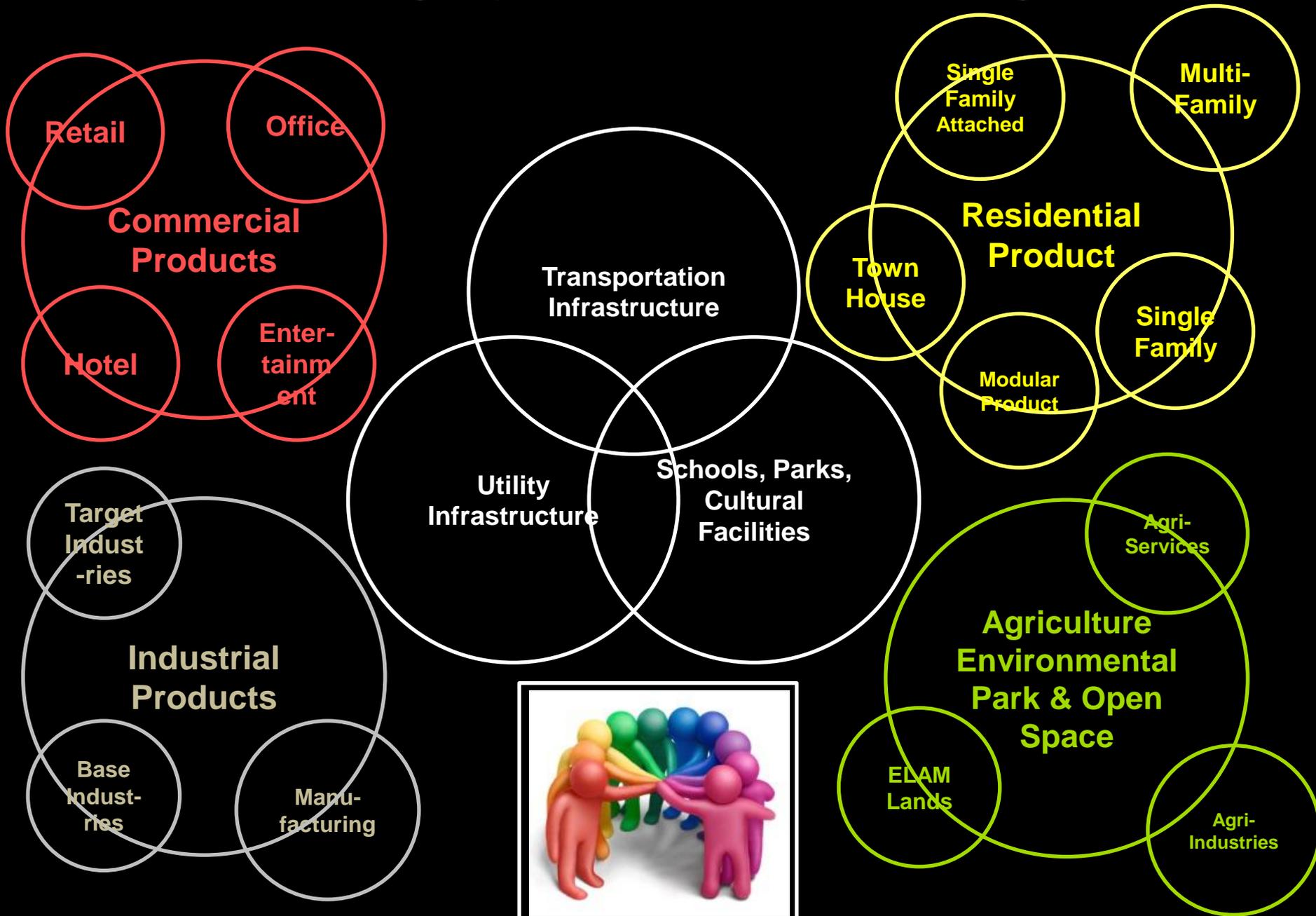
Goal 4: Grow Pasco's Workforce

Goal 5: Pasco's Quality of Life

ULI 2013 Focus Areas

1. Balanced Economic Growth and Competitiveness – Pasco's Regional Economic Role
2. Place Making – Improving Pasco's Quality of Life
3. Creating Thriving Communities – Pasco's Residential Growth Dynamics
4. Organizational Performance -Workforce Development and Talent Attraction
5. Investment Tools- Public-Private Partnerships
6. Movement and Connectivity – Multi-modal Transportation Systems
7. Balance with Nature, Agriculture and Tourism
8. Sustainable Local Economy in Revenue and Capital Investment
9. Governance – Models and structures for Leadership and Management Focus

TEAMING for IMPLEMENTATION



Assembling a TEAM

Citizens of Pasco County

Stakeholders

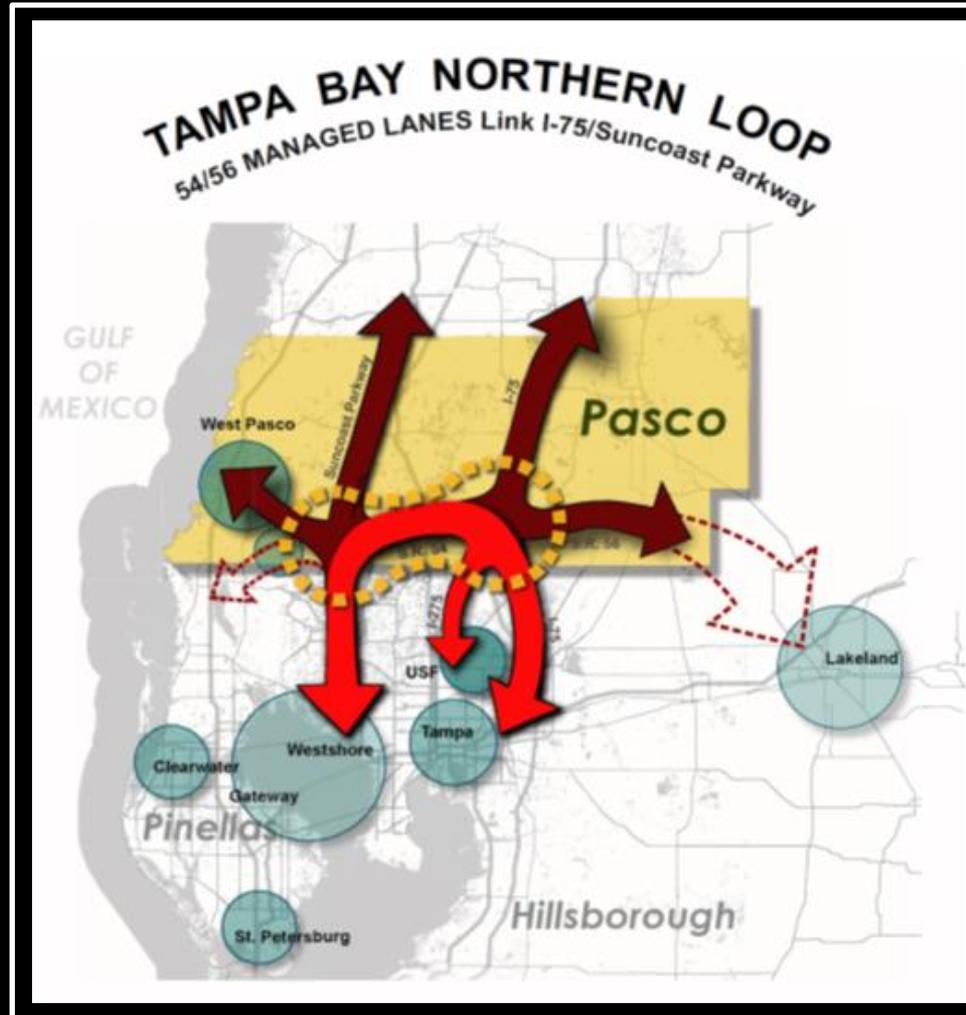


Technical
Expertise

Technical Expertise Needs

- **Commercial Product Market Sensitivity**
- Residential Product Market Sensitivity
- **Urban Planning & Design**
- Transportation Planning
- **Real Estate Market Trends**
- Civil Engineering
- **Economic Costs & Benefits**
- Environmental Assessment

FOCUSING OUR VISION



Questions ?