

**Rezoning Application:** 25-0999

**Zoning Hearing Master Date:** 08-18-2025

**BOCC Land Use Meeting Date:** 10-07-2025

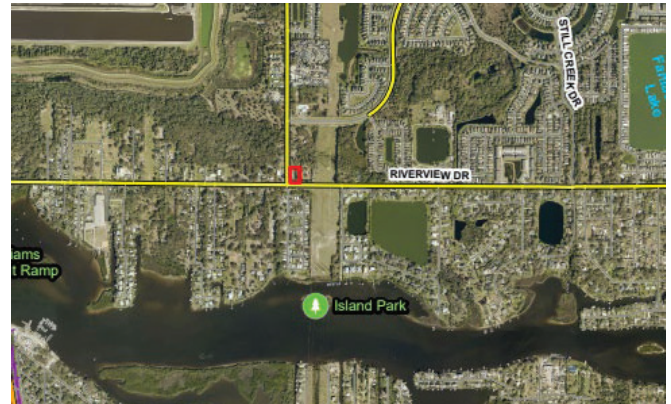


**Hillsborough  
County Florida**

Development Services Department

### 1.0 APPLICATION SUMMARY

Applicant: Todd Pressman  
FLU Category: CMU-12  
Service Area: Urban  
Site Acreage: 0.95 acres  
Community Plan Area: Riverview and South Shore  
Overlay: None  
Request: Rezone to Commercial General



#### Introduction Summary:

The applicant is requesting to rezone the property to AS-1 (Agriculture, Single Family) to Commercial General.

Zoning:	Existing	Proposed
District(s)	AS-1	CG
Typical General Use(s)	Single-Family Residential/Agricultural	General Commercial, Office and Personal Services
Acreage	0.95 Acres	0.95 Acres
Density/Intensity	1 du / Acre	0.27 FAR
Mathematical Maximum*	0 du	11,173 sf

\*number represents a pre-development approximation

Development Standards:	Existing	Proposed
District(s)	AS-1	CG
Lot Size / Lot Width	43,560 sf / 150'	10,000 sf / 75'
Setbacks/Buffering and Screening	50 ft. Front and Rear and 25 ft. side	30 ft. Front and 20 ft. side with Type B screening
Height	50 ft.	50 ft.

#### Additional Information:

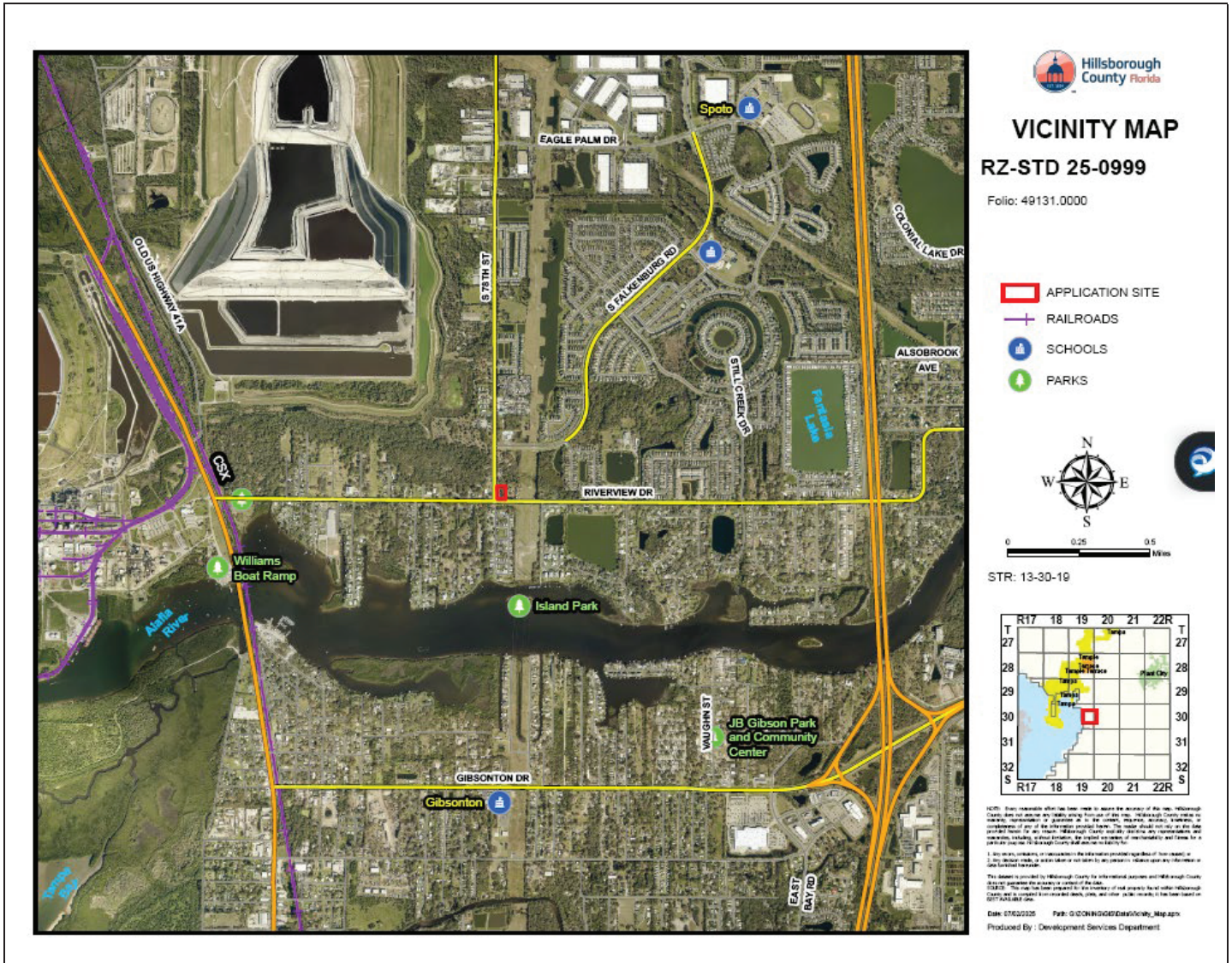
PD Variation(s)	None requested as part of this application
Waiver(s) to the Land Development Code	

**Planning Commission Recommendation:**  
Consistent

**Development Services Recommendation:**  
Approvable

## 2.0 LAND USE MAP SET AND SUMMARY DATA

### 2.1 Vicinity Map



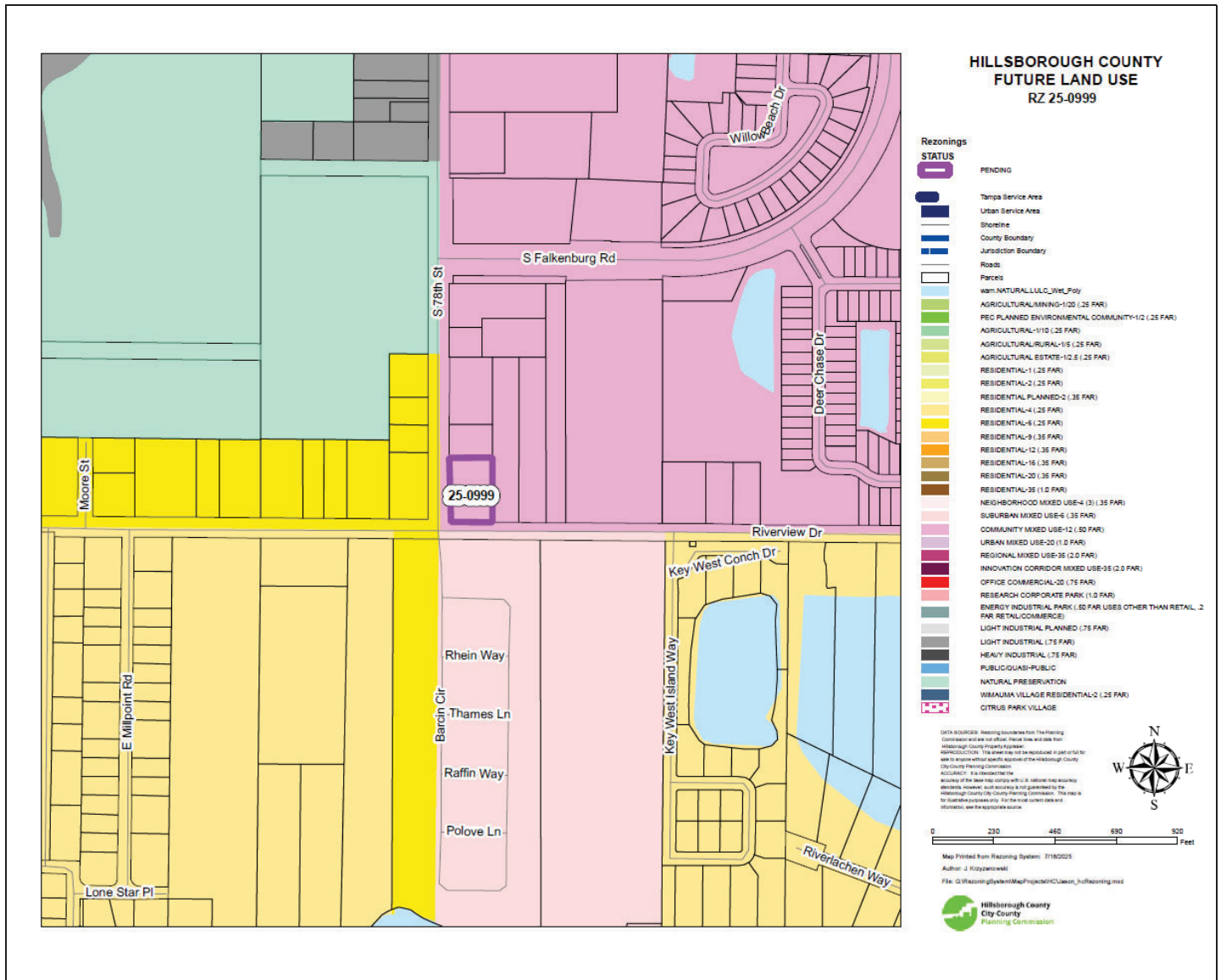
### Context of Surrounding Area:

The property is located just north of the Alafia River at the northeast corner of Riverview drive and S 78<sup>th</sup> Street. The site is surround by a mix of residential, agricultural, and commercial zoning.



## 2.0 LAND USE MAP SET AND SUMMARY DATA

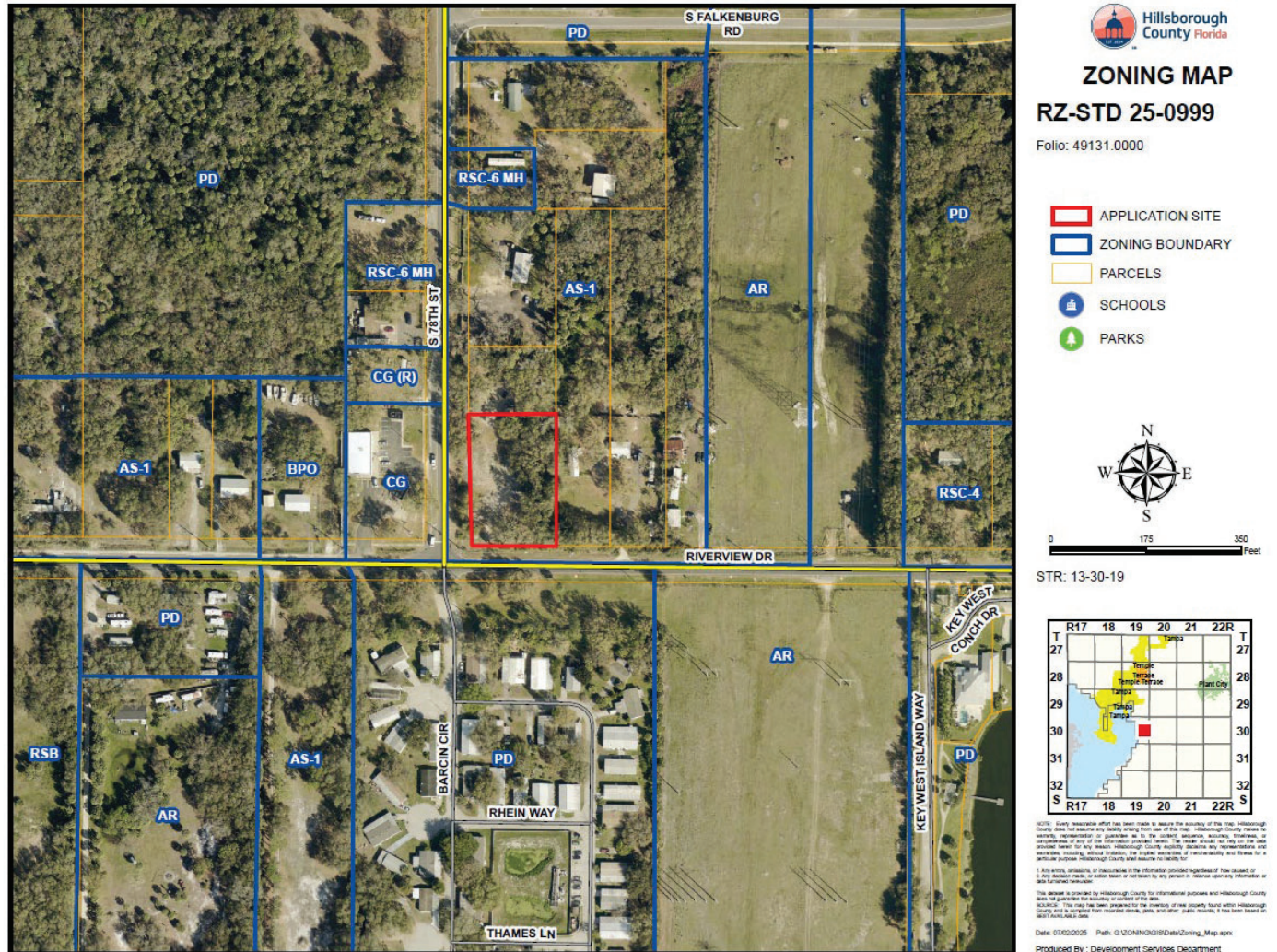
### 2.2 Future Land Use Map



Subject Site Future Land Use Category:	Commercial Mixed Use 12 (CMU-12)
Maximum Density/F.A.R.:	12 DU/GA or 0.5 FAR
Typical Uses:	Agricultural, residential, commercial, office uses, research corporate park uses, light industrial multi-purpose and clustered residential and/or mixed-use projects.

## 2.0 LAND USE MAP SET AND SUMMARY DATA

## 2.3 Immediate Area Map



## Adjacent Zonings and Uses

Location:	Zoning:	Maximum Density/F.A.R. Permitted by Zoning District:	Allowable Use:	Existing Use:
North	AS-1	1 du / ga	Agricultural & Single Family Residential	Single Family Residential
East	AS-1	1 du / ga	Agricultural & Single Family Residential	Single Family Residential
South	PD	6 du / ga	Mobile Home Park	Mobile Home Park
West	CG	0.27	Retail, Offices, & Professional Services	Retail

## 2.0 LAND USE MAP SET AND SUMMARY DATA

### 2.4 Proposed Site Plan (partial provided below for size and orientation purposes. See Section 8.0 for full site plan)

N/A



**3.0 TRANSPORTATION SUMMARY (FULL TRANSPORTATION REPORT IN SECTION 9.0 OF STAFF REPORT)**

## Transportation Comment Sheet

**3.0 TRANSPORTATION SUMMARY (FULL TRANSPORTATION REPORT IN SECTION 9 OF STAFF REPORT)**

Adjoining Roadways (check if applicable)			
Road Name	Classification	Current Conditions	Select Future Improvements
Riverview Dr.	County Collector - Urban	2 Lanes <input checked="" type="checkbox"/> Substandard Road <input type="checkbox"/> Sufficient ROW Width	<input checked="" type="checkbox"/> Corridor Preservation Plan <input type="checkbox"/> Site Access Improvements <input type="checkbox"/> Substandard Road Improvements <input checked="" type="checkbox"/> Other
S. 78 <sup>th</sup> St.	County Collector - Urban	2 Lanes <input checked="" type="checkbox"/> Substandard Road <input type="checkbox"/> Sufficient ROW Width	<input checked="" type="checkbox"/> Corridor Preservation Plan <input type="checkbox"/> Site Access Improvements <input type="checkbox"/> Substandard Road Improvements <input checked="" type="checkbox"/> Other

Project Trip Generation <input type="checkbox"/> Not applicable for this request			
	Average Annual Daily Trips	A.M. Peak Hour Trips	P.M. Peak Hour Trips
Existing	10	1	1
Proposed	3,906	374	355
Difference (+/-)	+3,896	+373	+354

\*Trips reported are based on gross external trips unless otherwise noted.

Connectivity and Cross Access <input checked="" type="checkbox"/> Not applicable for this request				
Project Boundary	Primary Access	Additional Connectivity/Access	Cross Access	Finding
North		Choose an item.	Choose an item.	Choose an item.
South		Choose an item.	Choose an item.	Choose an item.
East		Choose an item.	Choose an item.	Choose an item.
West		Choose an item.	Choose an item.	Choose an item.
Notes:				

Design Exception/Administrative Variance <input checked="" type="checkbox"/> Not applicable for this request		
Road Name/Nature of Request	Type	Finding
	Choose an item.	Choose an item.
	Choose an item.	Choose an item.
	Choose an item.	Choose an item.
	Choose an item.	Choose an item.
Notes:		

**4.0 Additional Site Information & Agency Comments Summary**

Transportation	Objections	Conditions Requested	Additional Information/Comments
<input type="checkbox"/> Design Exception/Adm. Variance Requested	<input type="checkbox"/> Yes <input type="checkbox"/> N/A	<input type="checkbox"/> Yes	
<input type="checkbox"/> Off-Site Improvements Provided	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> No	

## 4.0 ADDITIONAL SITE INFORMATION &amp; AGENCY COMMENTS SUMMARY

INFORMATION/REVIEWING AGENCY				
Environmental:	Comments Received	Objections	Conditions Requested	Additional Information/Comments
Environmental Protection Commission	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Natural Resources	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Conservation & Environ. Lands Mgmt.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Check if Applicable: <input type="checkbox"/> Wetlands/Other Surface Waters <input type="checkbox"/> Use of Environmentally Sensitive Land Credit <input type="checkbox"/> Wellhead Protection Area <input type="checkbox"/> Surface Water Resource Protection Area <input type="checkbox"/> Potable Water Wellfield Protection Area <input type="checkbox"/> Significant Wildlife Habitat <input checked="" type="checkbox"/> Coastal High Hazard Area <input checked="" type="checkbox"/> Urban/Suburban/Rural Scenic Corridor <input type="checkbox"/> Adjacent to ELAPP property <input type="checkbox"/> Other _____				
Public Facilities:	Comments Received	Objections	Conditions Requested	Additional Information/Comments
<b>Transportation</b> <input type="checkbox"/> Design Exc./Adm. Variance Requested <input type="checkbox"/> Off-site Improvements Provided	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Service Area/ Water &amp; Wastewater</b> <input checked="" type="checkbox"/> Urban <input type="checkbox"/> City of Tampa <input type="checkbox"/> Rural <input type="checkbox"/> City of Temple Terrace	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Hillsborough County School Board</b> Adequate <input type="checkbox"/> K-5 <input type="checkbox"/> 6-8 <input type="checkbox"/> 9-12 <input checked="" type="checkbox"/> N/A Inadequate <input type="checkbox"/> K-5 <input type="checkbox"/> 6-8 <input type="checkbox"/> 9-12 <input type="checkbox"/> N/A	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Impact/Mobility Fees</b>				
Comprehensive Plan:	Comments Received	Findings	Conditions Requested	Additional Information/Comments
<b>Planning Commission</b> <input type="checkbox"/> Meets Locational Criteria <input checked="" type="checkbox"/> N/A <input type="checkbox"/> Locational Criteria Waiver Requested <input type="checkbox"/> Minimum Density Met <input type="checkbox"/> N/A	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Inconsistent <input checked="" type="checkbox"/> Consistent	<input type="checkbox"/> Yes <input type="checkbox"/> No	

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## 5.0 IMPLEMENTATION RECOMMENDATIONS

### 5.1 Compatibility

The site, consisting of 0.95 acres of land, is an appropriate location to support Commercial General uses. The property across the street to the west at 7712 Riverview with .83 acres of land also zoned CG. The site will comply with all CG development standards.


### 5.2 Recommendation

Staff recommends approval.



6.0 PROPOSED CONDITIONS

N/A

Zoning Administrator Sign Off:	
<b>SITE, SUBDIVISION AND BUILDING CONSTRUCTION IN ACCORDANCE WITH HILLSBOROUGH COUNTY SITE DEVELOPMENT PLAN &amp; BUILDING REVIEW AND APPROVAL.</b> Approval of this re-zoning petition by Hillsborough County does not constitute a guarantee that the project will receive approvals/permits necessary for site development as proposed will be issued, nor does it imply that other required permits needed for site development or building construction are being waived or otherwise approved. The project will be required to comply with the Site Development Plan Review approval process in addition to obtain all necessary building permits for on-site structures.	

**APPLICATION NUMBER: RZ 25-0999**

ZHM HEARING DATE: 08-18-2025

BOCC LUM MEETING DATE: 10-07-2025

Case Reviewer: Logan McKaig

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## 7.0 ADDITIONAL INFORMATION AND/OR GRAPHICS

## 8.0 PROPOSED SITE PLAN (FULL)

N/A



**APPLICATION NUMBER: RZ 25-0999**

ZHM HEARING DATE: 08-18-2025

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Case Reviewer: Logan McKaig

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## **9.0 FULL TRANSPORTATION REPORT (see following pages)**

## AGENCY REVIEW COMMENT SHEET

TO: Zoning Technician, Development Services Department

DATE: 08/05/2025

REVIEWER: Sarah Rose, Senior Planner

AGENCY/DEPT: Transportation

PLANNING AREA/SECTOR: Central/Riverview

PETITION NO: RZ 25-0999

- ☐ This agency has no comments.
- ☒ This agency has no objection.
- ☐ This agency has no objection, subject to the listed or attached conditions.
- ☐ This agency objects for the reasons set forth below.

### **PROJECT SUMMARY AND ANALYSIS**

The applicant is requesting to rezone one parcel totaling +/- .95 acres from Agricultural Single Family Conventional – 1 (AS-1) to Commercial General (CG). The site is located in the north-eastern quadrant of the intersection of Riverview Dr. and S. 78<sup>th</sup> St. The Future Land Use designation of the site is Commercial Mixed Use – 12 (CMU-12).

### **Trip Generation Analysis**

In accordance with the Development Review Procedures Manual (DRPM), no transportation analysis was required to process the proposed rezoning. Staff has prepared a comparison of the trips potentially generated under the existing and proposed zoning designations, utilizing a generalized worst-case scenario. Data presented below is based on the Institute of Transportation Engineer's Trip Generation Manual, 11th Edition.

Approved Uses:

Zoning, Land Use/Size	24 Hour Two-Way Volume	Total Peak Hour Trips	
		AM	PM
AS-1, Single Family Detached (ITE Code 210) 1 Unit	<b>10</b>	<b>1</b>	<b>1</b>

Proposed Uses:

Zoning, Land Use/Size	24 Hour Two-Way Volume	Total Peak Hour Trips	
		AM	PM
CG, Fast Food with Drive-Through (ITE Code 934) 3,000sqft	1,402	134	100
CG, Convenience Store	2,286	188	147

(ITE Code 851) 3,000sqft			
Bank with Drive-Through (ITE Code 912) 5,173sqft	218	52	108
<b>Total</b>	<b>3,906</b>	<b>374</b>	<b>355</b>

Trip Generation Difference:

Zoning, Land Use/Size	24 Hour Two-Way Volume	Total Peak Hour Trips	
		AM	PM
<b>Difference</b>	<b>+3,896</b>	<b>+373</b>	<b>+354</b>

## **TRANSPORTATION INFRASTRUCTURE SERVING THE SITE**

The site has frontage on Riverview Dr. and S. 78<sup>th</sup> St. Riverview Dr. is a 2-lane, undivided, substandard, urban county-maintained collector roadway. The roadway is characterized by +/- 11 ft travel lanes, no bike lanes or sidewalks on either side of the roadway within the vicinity of the project, and within +/- 60 ft of the right of way. Pursuant to the Hillsborough County corridor preservation plan Riverview Dr. is designated for a future 2-lane enhancement.

S. 78<sup>th</sup> St. is a 2-lane, undivided, substandard, urban county-maintained collector roadway. The roadway is characterized by +/- 11 ft travel lanes, no bike lanes on either side of the roadway within the vicinity of the project, a +/- 5 ft sidewalk on the western side of the roadway, and within +/- 70 ft of the right of way. Pursuant to the Hillsborough County corridor preservation plan S. 78<sup>th</sup> St. is designated for a future 4-lane enhancement.

## **SITE ACCESS**

The subject parcel is currently taking access onto S. 78<sup>th</sup> St. via a single full access connection.

## **ROADWAY LEVEL OF SERVICE (LOS) INFORMATION**

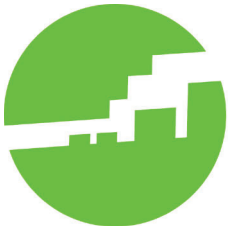
The roadway level of service provided for Riverview Dr. and S. 78<sup>th</sup> St. is for information purposes only.

Roadway	From	To	LOS Standard	Peak Hr.



				<b>Directional LOS</b>
Riverview Dr.	US Hwy 41	Us Hwy 301	D	D
S. 78 <sup>th</sup> St.	Riverview Dr.	Madison Ave.	D	C

Source: [2020 Hillsborough County Level of Service \(LOS\) Report](#)



**Hillsborough County  
City-County  
Planning Commission**

**Plan Hillsborough**  
[planhillsborough.org](http://planhillsborough.org)  
[planner@plancom.org](mailto:planner@plancom.org)  
813 – 272 – 5940  
601 E Kennedy Blvd  
18<sup>th</sup> floor  
Tampa, FL, 33602

Unincorporated Hillsborough County Rezoning Consistency Review	
<b>Hearing Date:</b> August 18, 2025  <b>Report Prepared:</b> August 7, 2025	<b>Case Number:</b> RZ 25-0999  <b>Folio(s):</b> 49131.0000  <b>General Location:</b> North of Riverview Drive, east of 78 <sup>th</sup> Street South and south of South Falkenburg Road
<b>Comprehensive Plan Finding</b>	<b>CONSISTENT</b>
<b>Adopted Future Land Use</b>	Community Mixed Use-12 (12 du/ga; 0.50 FAR)
<b>Service Area</b>	Urban
<b>Community Plan(s)</b>	Riverview & SouthShore
<b>Rezoning Request</b>	Rezone from Agricultural Single Family-1 (AS-1) to Commercial General (CG)
<b>Parcel Size</b>	+/- 0.95 acres
<b>Street Functional Classification</b>	Riverview Drive – <b>County Collector</b> 78 <sup>th</sup> Street South – <b>County Collector</b> South Falkenburg Road – <b>County Collector</b>
<b>Commercial Locational Criteria</b>	Not applicable
<b>Evacuation Area</b>	Area A

Table 1: COMPARISON OF SURROUNDING PROPERTIES			
Vicinity	Future Land Use Designation	Zoning	Existing Land Use
Subject Property	Community Mixed Use-12	AS-1	Vacant
North	Community Mixed Use-12	AS-1 + RSC-6	Single-Family
South	Community Mixed Use-12 + Suburban Mixed Use-6	PD + AS-1	Mobile Home Park
East	Community Mixed Use-12	AS-1 + AR	Single- Family
West	Residential-6	CG	Light Commercial

**Staff Analysis of Goals, Objectives and Policies:**

The 0.95 ± acre subject site is located north of Riverview Drive, east of 78<sup>th</sup> Street South and south of South Falkenburg Road. The site is in the Urban Service Area and is within the limits of the Riverview and SouthShore Areawide Systems Community Plans. The subject site has a Future Land Use (FLU) designation of Community Mixed Use-12 (CMU-12), which allows for the consideration of agricultural, residential, commercial, office uses, research corporate park uses, light industrial multi-purpose and clustered residential and/or mixed-use projects. The applicant is requesting to rezone from Agricultural Single Family-1 (AS-1) to Commercial General (CG).

The subject site is in the Urban Service Area where, according to Objective 1.1 of the Future Land Use Section (FLUS), 80 percent of the county's growth is to be directed. Policy 3.1.3 requires all new developments to be compatible with the surrounding area, noting that "Compatibility does not mean "the same as." Rather, it refers to the sensitivity of development proposals in maintaining the character of existing development." The subject site is currently vacant. Surrounding the site are light commercial uses to the west and single family uses to the north and east. Located to the south across Riverview Drive, there is a mobile home park. The site is located at an intersection adjacent to other commercial uses and within the CMU-12 FLU category. The proposal for a rezoning from AS-1 to CG meets the intent of objective 1.1.

Per Objective 2.2, Future Land Use categories outline the maximum level of intensity or density, and range of permitted land uses allowed in each category. Table 2.2 contains a description of the character and



intent permitted in each of the Future Land use categories. The site is in the Community Mixed Use-12 (CMU-12) Future Land Use category. In the CMU-12 Future Land Use category, the maximum square feet that may be considered for this site would be 20,691 square feet (0.95 ac x 43,560 square feet = 41,382 square feet x 0.50 FAR = 20,691 square feet). The proposal for CG uses meets Objective 2.2 and the associated policies.

The Comprehensive Plan requires that all development meet or exceed the land development regulations in Hillsborough County (FLUS Objective 4.1, FLUS Policy 4.1.1 and FLUS Policy 4.1.2). However, at the time of uploading this report, Transportation comments were not yet available in Optix and thus were not taken into consideration for analysis of this request.

The proposal meets the intent of FLUS Objective 4.4 and FLUS Policy 4.4.1 that require new development to be compatible to the surrounding neighborhood. In this case, the surrounding land use pattern is comprised mostly of light commercial and single-family residential uses. Across 78<sup>th</sup> Street South is a gas station. The proposed change to CG would align with the existing mix of uses. Therefore, the request supports the intent of a balanced land use pattern and is consistent with the policies focused on compatibility with the surrounding neighborhood.

The subject site is within the limits of the Riverview and SouthShore Areawide Systems Community Plans. The subject site is located along Riverview Drive and west of Interstate I-75 where, according to the Riverview District Concept Map, more intense uses such as industrial uses are desired. The request to rezone the site to CG meets the intent of the Riverview Community Plan. There are no applicable policies in the SouthShore Area Wide Systems plan that relate to this request.

Overall, staff finds that the proposed use is allowable in the CMU-12 Future Land Use category, is compatible with the existing development pattern found within the surrounding , and supports the vision of the Riverview Community Plan. The proposed rezoning would allow for development that is consistent with the Goals, Objectives, and Policies of the Future Land Use Section of the *Unincorporated Hillsborough County Comprehensive Plan*.

### **Recommendation**

Based upon the above considerations and the following Goals, Objectives and Policies, Planning Commission staff finds the proposed Standard Rezoning **CONSISTENT** with the *Unincorporated Hillsborough County Comprehensive Plan*, subject to the restrictions proposed by the Development Services Department.

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### **Staff Identified Goals, Objectives and Policies of the *Unincorporated Hillsborough County Comprehensive Plan* Related to the Request:**

#### **FUTURE LAND USE SECTION**

##### ***Urban Service Area***

***Objective 1.1:*** Direct at least 80% of new population growth into the USA and adopted Urban expansion areas through 2045. Building permit activity and other similar measures will be used to evaluate this objective.

## **Relationship to the Future Land Use Map**

**Goal 2:** *Ensure that the character, compatibility and location of land uses optimize the combined potential for economic benefit, fiscal sustainability, protection of natural resources and maintaining viable agriculture. Ensure density and intensities are maintained through the Future Land Use Map.*

**Objective 2.1:** *The Future Land Use Map is a regulatory tool governing the pattern of development in unincorporated Hillsborough County through the year 2045.*

**Policy 2.1.1:** *The Future Land Use Map shall identify Future Land Use categories, summarized in Table 2.2 and further described in Appendix A, that establish permitted land uses and maximum densities and intensities.*

## **Future Land Use Categories**

**Objective 2.2:** *The Future Land Use Map (FLUM) Shall identify Land Use Categories, summarized in table 2.2 of the Future Land Use Element.*

**Policy 2.2.1:** *The character of each land use category is defined by building type, residential density, functional use, and the physical composition of the land. The integration of these factors sets the general atmosphere and character of each land use category. Each category has a range of potentially permissible uses which are not exhaustive, but are intended to be illustrative of the character of uses permitted within the land use designation. Not all of those potential uses are routinely acceptable anywhere within that land use category.*

## **Compatibility**

**Objective 3.1:** *New developments should recognize the existing community and be designed in a way that is compatible (as defined in FLUE Policy 3.1.3) with the established character of the surrounding neighborhood.*

**Policy 3.1.1:** *Restrict incompatible land uses to protect established and planned neighborhoods and communities by utilizing planning principles that limit commercial development in residential Future Land Use categories. Commercial and mixed-use in residential Future Land Use categories shall be limited to neighborhood serving guided by the commercial locational criteria in Objective 4.7.*

**Policy 3.1.2:** *Gradual transitions of intensities and densities between different land uses shall be provided for as new development is proposed and approved through the use of professional site planning, buffering and screening techniques and control of specific land uses. Screening and buffering used to separate new development from the existing, lower-density community should be designed in a style compatible with the community and allow pedestrian penetration. In rural areas, perimeter walls are discouraged and buffering with berms and landscaping are strongly encouraged.*

**Policy 3.1.3:** *Any density increase shall be compatible with existing, proposed or planned surrounding development. Compatibility is defined as the characteristics of different uses or activities or design which allow them to be located near or adjacent to each other in harmony. Some elements affecting compatibility include the following: height, scale, mass and bulk of structures, pedestrian or vehicular traffic, circulation, access and parking impacts, landscaping, lighting, noise, odor and architecture. Compatibility does not*

mean “the same as.” Rather, it refers to the sensitivity of development proposals in maintaining the character of existing development.

### **Development**

**Objective 4.1:** Efficiently utilize land to optimize economic benefits while ensuring a choice of living environments and protecting natural resources.

**Policy 4.1.1:** Each land use plan category shall have a set of zoning districts that may be permitted within that land use plan category, and development shall not be approved for zoning that is inconsistent with the plan.

**Policy 4.1.2:** Developments must meet or exceed the requirements of all land development regulations as established and adopted by Hillsborough County, the state of Florida and the federal government unless such requirements have been previously waived by those governmental bodies.

**Policy 4.1.6:** Existing and future land development regulations shall be made consistent with the Comprehensive Plan, and all development approvals shall be consistent with those development regulations per the timeframe provided for within Chapter 163, Florida Statutes. Whenever feasible and consistent with Comprehensive Plan policies, land development regulations shall be designed to provide flexible, alternative solutions to problems.

### **Neighborhood/Community Development**

**Objective 4.4:** Neighborhood Protection – Enhance and preserve existing neighborhoods and communities. Design neighborhoods which are related to the predominant character of their surroundings.

**Policy 4.4.1:** Any density or intensity increases shall be compatible with existing, proposed or planned surrounding development. Development and redevelopment shall be integrated with the adjacent land uses through:

- a) the creation of like uses; and
- b) creation of complementary uses; and
- c) mitigation of adverse impacts; and
- d) transportation/pedestrian connect

### **Economic Development**

**Goal 7:** Seek land use and development patterns which will promote employment and economic growth.

**Objective 7.1:** The County shall pursue a thriving economy through the promotion of target industries, as defined in Florida Statutes, which are focused on national and international competitiveness. Additionally, the County will promote businesses that provide diverse employment opportunities that promote an appropriate jobs and housing balance, where people can live near their workplace and that there are enough jobs in the area to support the local population.

**Policy 7.1.3:** Competitive Sites and existing office/industrial uses are important to the economic future of unincorporated Hillsborough County. In addition, having targeted industry jobs located proximate to residential development for the workforce and site design flexibility shall be considered to support this

effort.

## **LIVABLE COMMUNITIES ELEMENT: RIVERVIEW**

**Goal 2:** *Reflect the vision of Riverview using the Riverview District Concept Map. The Riverview District Concept Map will illustrate the unique qualities and land uses related to distinct geographic areas identified as "districts".*

- *Hwy 301 Corridor – Provide a safe, attractive and efficient corridor system that contributes to the character and economic well-being of the community and provides a sense of arrival.*
- *Downtown – Focus and direct mixed-use development to create an aesthetically pleasing and pedestrian-friendly downtown.*
- *Riverfront – Recognize the historical, environmental, scenic, and recreational value of the Alafia River.*
- *Mixed Use – Focus and direct development toward walkable mixed-use town center locations throughout the community while respecting existing land use.*
- *Residential – Encourage attractive residential development that complements the surrounding character and promotes housing diversity.*
- *Industrial–Attract employment centers and desirable industry with appropriate infrastructure in areas without conflicting with surrounding land use.*
- *Open Space – Build upon the county owned Boyette Scrub lands by acquiring lands from willing sellers.*

**HILLSBOROUGH COUNTY  
FUTURE LAND USE  
RZ 25-0999**

