
**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM****SUBJECT:** Briefing on the SeminoleWAY (SR 417) Economic Development Effort**DEPARTMENT:** Planning and Development **DIVISION:** Planning**AUTHORIZED BY:** Dori DeBord **CONTACT:** Tom Tomerlin **EXT:****MOTION/RECOMMENDATION:**

Staff is seeking direction from the Board regarding a proposed action plan for conducting a study of the SeminoleWAY Corridor (i.e., State Road 417 Expressway) for purposes of economic development and job growth.

County-wide

Dori DeBord

BACKGROUND:

On August 28, 2007, a presentation was given to the Seminole County Board of County Commissioners regarding an economic development initiative called "SeminoleWAY". SeminoleWAY refers to an effort to further Seminole County's economic development potential through the creation of a "high value/high wage" corridor along State Road 417 (the Greenway). At the conclusion of the presentation, the Board directed County Staff to coordinate with the Cities and other partners to promote economic development along the S.R. 417 Corridor and to bring back recommendations for streamlining the study of the SeminoleWAY effort for Board consideration. In response to Board direction, the attached presentation outlines Planning Staff recommendations for a streamlined study of SeminoleWAY. In short, Staff recommends that the study initiate with an economic and market study, and then have planning steps flow from those findings. This approach is supportable because the Seminole County Comprehensive Plan has already established a strong precedent of targeting lands for purposes of attracting target industry and jobs. More specifically, this approach is operationalized within the County's Higher Intensity Planned Development -Target Industry (HIP-TI) future land use designation. For this reason, Staff recommends that the Study begin with an economic analysis to determine relevant economic potentials in the region, with special consideration of the Corridor's location relative to population centers, the University of Central Florida, the Innovation Way Corridor, and other transportation linkages. Special emphasis in this economic study will be on location factors (such as distance from SR 417 interchanges) that will influence the suitability of lands to absorb employment targets. Moreover, the Study will include a marketing approach and identification of constraints associated with the corridor. This study will support the revision of Comprehensive Plan Policies in a manner that meets the economic development goals for SeminoleWAY. A significant head-start to this task exists because the study can begin with the concepts already developed in the County's HIP land use designation. Throughout all phases of the Study, a public outreach component will be employed in order to identify and educate stakeholders on the long-range development pattern goals for the area. These efforts will need to work within timeframes for EAR-based comprehensive plan amendment adoption cycles. The Seminole County EAR based amendments are scheduled for adoption in the Fall of 2008.

A more specific outline and proposed budget for the above approach follows in the attached presentation.

ATTACHMENTS:

1. SeminoleWay

Additionally Reviewed By: No additional reviews



**SeminoleWAY Briefing
Board of
County Commissioners
December 11, 2007**

SeminoleWAY
A Guide for Quality Economic Development



SeminoleWAY
A Guide for Quality Economic Development



Study Goals

- Create High Value / High Wage Corridor along SR 417 (Greenway)
- Create Common Land Use/JPA
- Secure 20 year inventory of land
- Balanced Mixed-Use
- Environmentally Responsible & Innovative
- Ease the tax burden on homeowners
- Enhance the quality of life



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Study Objectives

- Create consistent local planning policies
- Create consistent land development regulations
- Create uniform market incentives and marketing approach
- Optimize County assets of roads, rails, trails, air, ports, recreation, conservation and education



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SR 417 – Creating the Corridor

- SR 417 offers a fast convenient corridor for transporting employees to work and back home again
- Regional synergies are developing in regard to UCF, Innovation Way, and the North I-4 area
- The trip to work has the most variability (and often longest) trip taken by households
- High end employers pull workers from throughout the region and therefore ought to be located in areas with high accessibility



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Nationwide Personal Transportation Survey Table from Pisarski, Alan (2002)

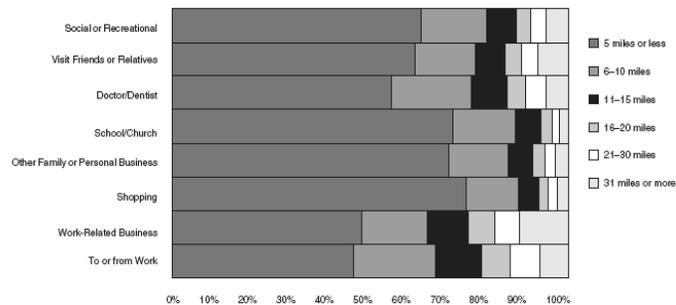
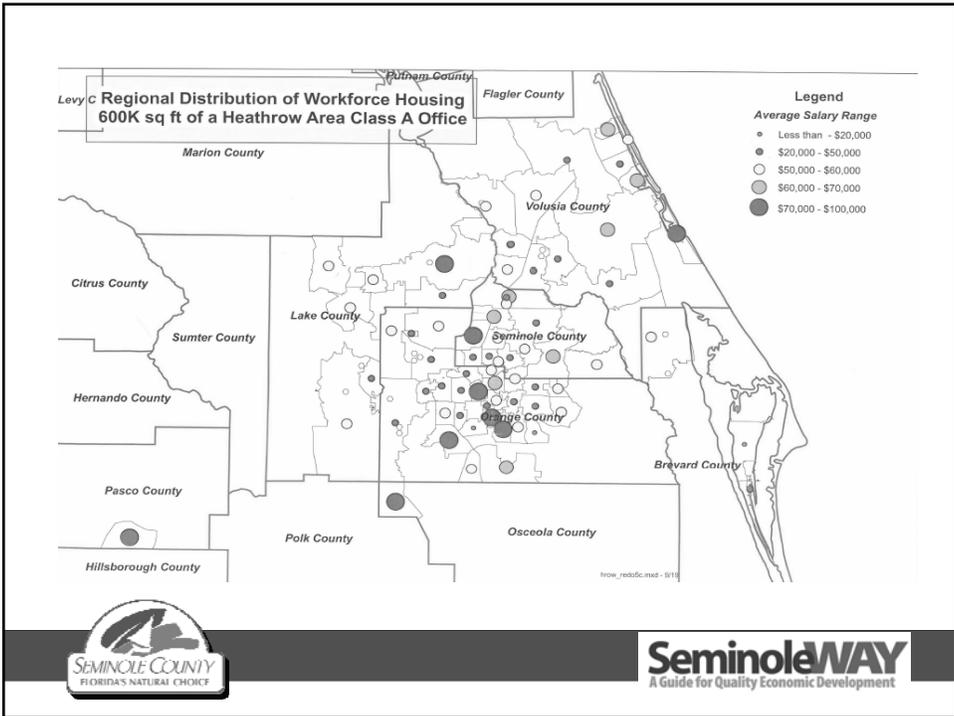
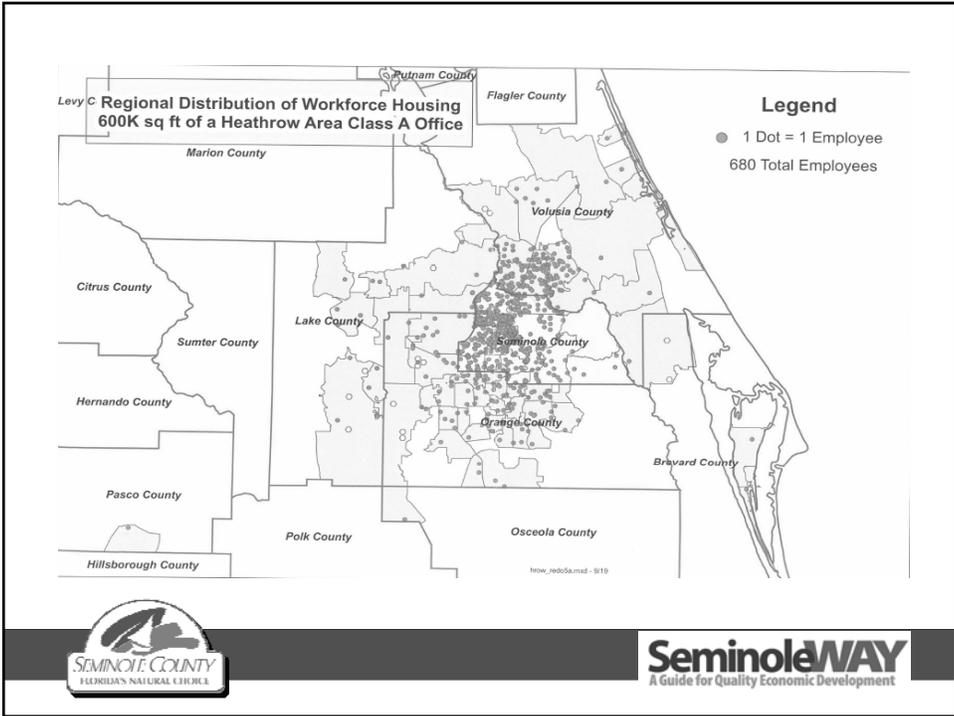


FIGURE 20 Trip length distribution by purpose—most trips are under 10 miles.

- Work trips have most variance
- Some trips respond to circumstances: as trips to shopping get too long, somebody builds something closer to the customer (rooftops)



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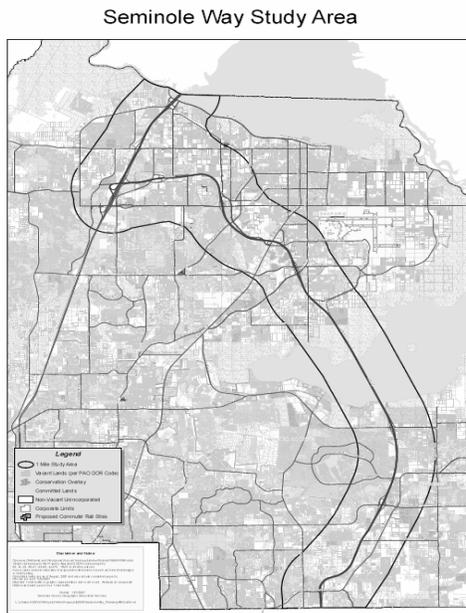
Case Study – North I-4 HIP-TI

- Interchange development patterns promote higher intensity than residential use alone.
- Development is influenced by mixed use options.



SeminoleWAY Proposed Corridor

- 20 miles long
- 8 Interchanges
- One mile each side corridor evaluation
- Approximately 24,000 acres



Initial Count of Parcels By Type and Size

Acres Size Range	Vacant *		Committed		Built	
	Parcel Count	GIS Acres	Parcel Count	GIS Acres	Parcel Count	GIS Acres
Above 100	1	131	13	3,340	5	1,156
Above 50	2	152	16	1,183	6	456
Above 25	18	614	22	805	31	1,018
Above 10	62	865	30	466	180	2,626
Above 5	108	739	35	266	434	2,621
Above 1	559	854	47	128	1,578	3,303
Below 1	3,255	339	9	6	13,510	3,064
Totals	4,005	3,694	172	6,195	15,744	14,244

* Note that the buildable vacant acreage for any parcel may be reduced by the presence of wetland/floodprone portions not excluded from these calculations.

Staff Recommended Approach

Task Group 1 – Industry and Facility Analysis

- **Resource and Opportunity Analysis**
Identification of industry segments/clusters emerging in response to investments occurring in area
- **Deliverables:**
Identification of industry types, facilities, and potential scale of development supportable for SR 417 study area
 - What is our target industry list?
 - Shotgun or rifle approach?



Staff Recommended Approach

Task Group 2 – Locational and Spatial Analysis (Scenario Development)

- Analyze infrastructure needs (e.g., roads) and other advantages or disadvantages affecting this corridor within region's marketplace.
- Define land use amendments and regulations that can be used to position the corridor recognizing resource constraints.



Staff Recommended Approach

Task Group 3 – Marketing and Incentives (Policy Implementation)

- Identify tools and strategies that can be deployed to bring target industries to the study area.
- Policy refinement
- Work within timeframes for EAR-based amendment adoption for land use policy recommendations.



Challenges

- Work with DCA and DOT on regional compatibility/land use issues and surrounding transportation constraints
- Meet EAR-Based amendment deadlines
- Validation of corridor through public involvement process



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Timetables

- Begin Task Group 1 (Resource and Opportunities) – December 2007
- Begin Task Group 2 (Scenario Development) – December 2007
- Begin Task Group 3 (Policy Implementation) – February 2008
- EAR-based amendments due – Spring 2008
- Adoption of Comp Plans – Fall 2008



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Proposed Budget

Task	Economic	Planning and Other Consultants	County Staff	Proposed Budget
Task Group 1. Industry and Facility Analysis				
Resource and Opportunities. Market Potentials, Resource Inventory	X	X		\$60,000
Task Group 2. Locational and Spatial Analysis				
Scenario Development. Constraints, Target Industry Needs, Regulatory Framework	X	X	X	\$55,000
Task Group 3. Marketing and Incentives				
Policy Implementation. Tools, Devices, Strategies to Induce/Stimulate Targets	X	X	X	\$33,000
Comp Plan Adoption and JPAs	as needed	as needed	X	
Total				\$148,000

These dollar estimates are presented for planning purposes and are intended to represent a conservative estimate for conducting the study

Questions?



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