

Heartland 2060

DRAFT APRIL, 2008

Heartland 2060: Priority Issues and Key Questions

Environment and Natural Resources Florida's Freshwater Frontier boasts miles of canoeing routes, world class bass fishing, bird watching, turkey or deer hunting, and boundless recreational opportunities. The Heartland will become one of the key areas in the state for land conservation and water protection in the future. The splendor of these natural resources will be conserved for the enjoyment of future generations.



Transportation and Land Use Tomorrow's transportation system will connect the Heartland's centers, efficiently move people and goods to and from the region, provide reliable emergency evacuation routes, and enhance the mobility and choices of our residents. Transportation decision-making is linked with land use and development patterns—affecting how we get to work, to school, and how far away from our homes essential services and shopping centers are located.



Education, Workforce, and Economic Development Providing quality jobs for all residents, attracting growth industries to the region, and providing lifelong learning opportunities for residents will create opportunities in the future. We can improve the educational pipeline for our children, fostering a lifelong love of learning.



Community Resources Our communities must retain their home town atmosphere, historic downtowns, and cultural amenities, while providing services and social opportunities to residents living throughout the region. Our health care systems must be able to respond to the needs of all residents. Sustainable growth can encourage healthy and vibrant communities.



How will we work together to preserve important natural resources?

Which resources are top priorities?

How can we conserve our limited resources?

What kind of transportation system will we invest in, and where?

How do we link new communities with existing towns?

How do we grow local businesses and provide quality jobs?

How do we prepare our future workforce?

How can we grow while preserving our values?

How can we address the health, cultural, and social needs of residents as we grow?

A Regional Vision of the Future

Heartland 2060: What Do We Value?



Choosing The Path Ahead

Stewardship of natural resources: We desire to be responsible stewards by protecting and enhancing our open spaces, conservation lands, and recreational areas so that these regional assets may be enjoyed by future generations.

Our water resources: We will ensure that fresh water remains available for the region's immediate needs and future growth by reducing our reliance on groundwater and planning for alternative water sources.

Respect for agriculture: We recognize that a defining aspect of the Heartland is its heritage and economic base in agricultural industries. We will work to advance new sustainable agricultural opportunities and to preserve lands in agriculture production.

Future for our children: We will expand educational and economic opportunities so that each successive generation may live in the region, because great schools, jobs, and opportunities are available. Educational opportunities are vital for advancement of adult residents and the region's youth. Economic opportunities include the chance to grow our small businesses, diversify our economy, and provide self-sufficient jobs with benefits.

Our communities: We appreciate that the strength of our communities and values are linked to our physical surroundings and we will maintain those connections. Our accessible communities provide urban amenities while preserving rural lifestyles. Heartland communities embody family, ethical, moral and faith-based values, and our residents honor fairness, honesty, and sincerity, while continuing to display hard work and entrepreneurship.

Sustainable growth: We will anticipate development and grow in a sustainable manner that is appropriate for our region and that reinforces the spirit of the Heartland. We will engage in growth leadership so that new development sustains the Heartland's values.

To become involved in the Heartland 2060 regional visioning, regional issue task forces, or for more information please contact the Central Florida Regional Planning Council.

555 East Church Street, Bartow, FL 33830-3931
(phone) 863.534.7130 or 800.297.8041
(email) cfrpc@cfrpc.org