

Mayor Jane Castor

Transforming Tampa's Tomorrow

Main Street Neighborhood Commercial District Plan

Strategies and Ideas
June 15, 2021



Tonight's Agenda

- **Summary of Where We Have Been**
- **Present Preliminary Ideas**
- **Audience Comments**



Our Team

City of Tampa

Planning Department

Randy Goers
Stephen Benson
Frank Hall

Development & Growth
Management Department

LaChone Dock
Eric Cotton
Melanie Calloway

Mobility Department

Danni Jorgenson

Legal Department

Cate Wells
Susan Johnson-Velez

Hillsborough County City-County Planning Commission

Melissa Zornitta
David Hey
Shawn College
Jay Collins

Metropolitan Planning Organization

Beth Alden
Gena Torres

Hillsborough Area Transit Authority

Justin Willits

USF School of Architecture

Taryn Sabia

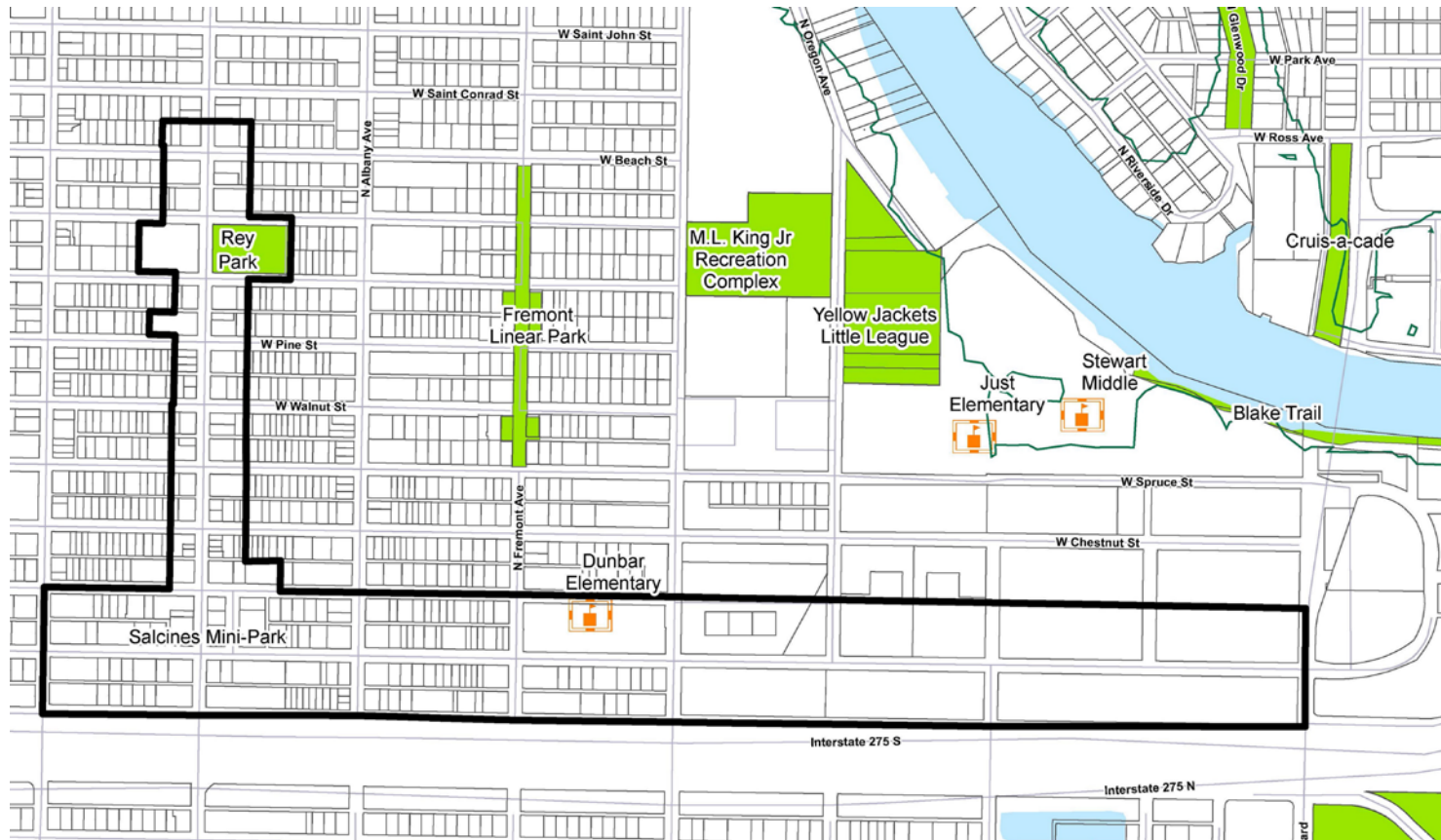




Reminder.
Before We Begin ...

- We are recording this event for future play back
- Everyone should be on mute
- Audio questions and comments will be taken at the end
- Enter your comments or questions anytime in the questions window

The Study Area



Main Street Neighborhood Commercial District Listening Sessions

- Two Virtual Community Meetings
- 21 Focus Group and Small Group Meetings
- Attended several meetings and one-on-discussions
- On-Line Survey



Recap

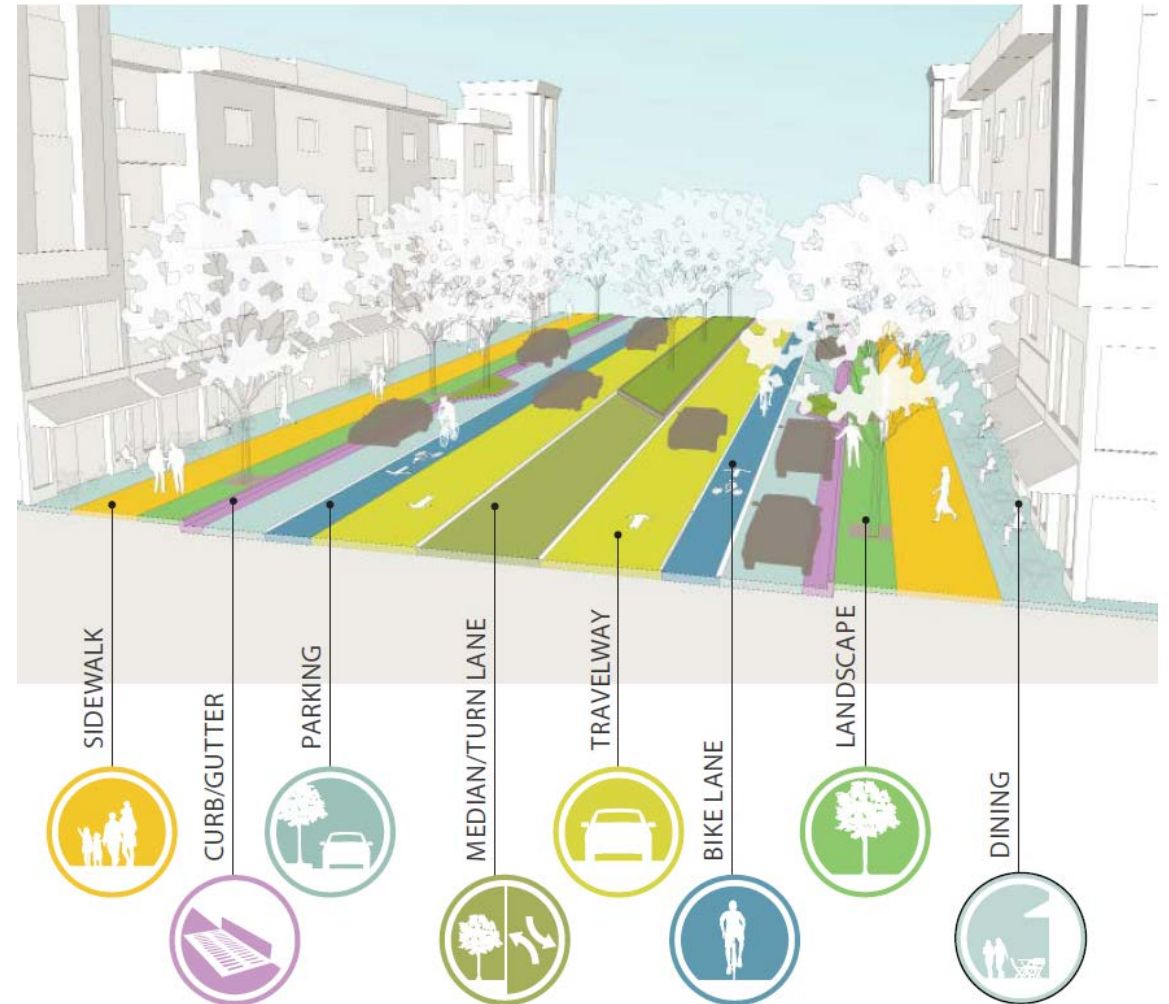
What Makes A Great District?

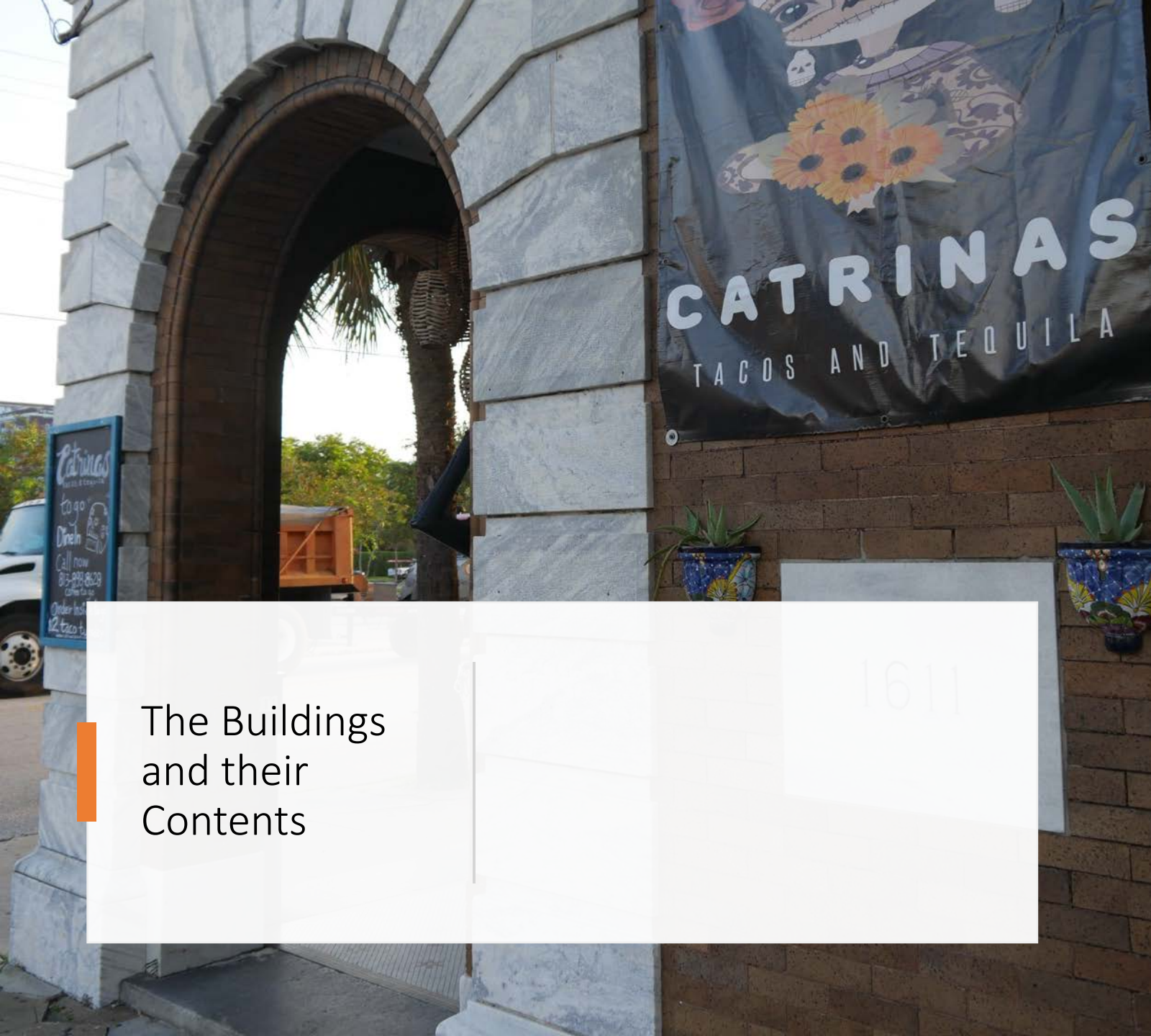
Rethinking The Street



"Capacity" of a Street

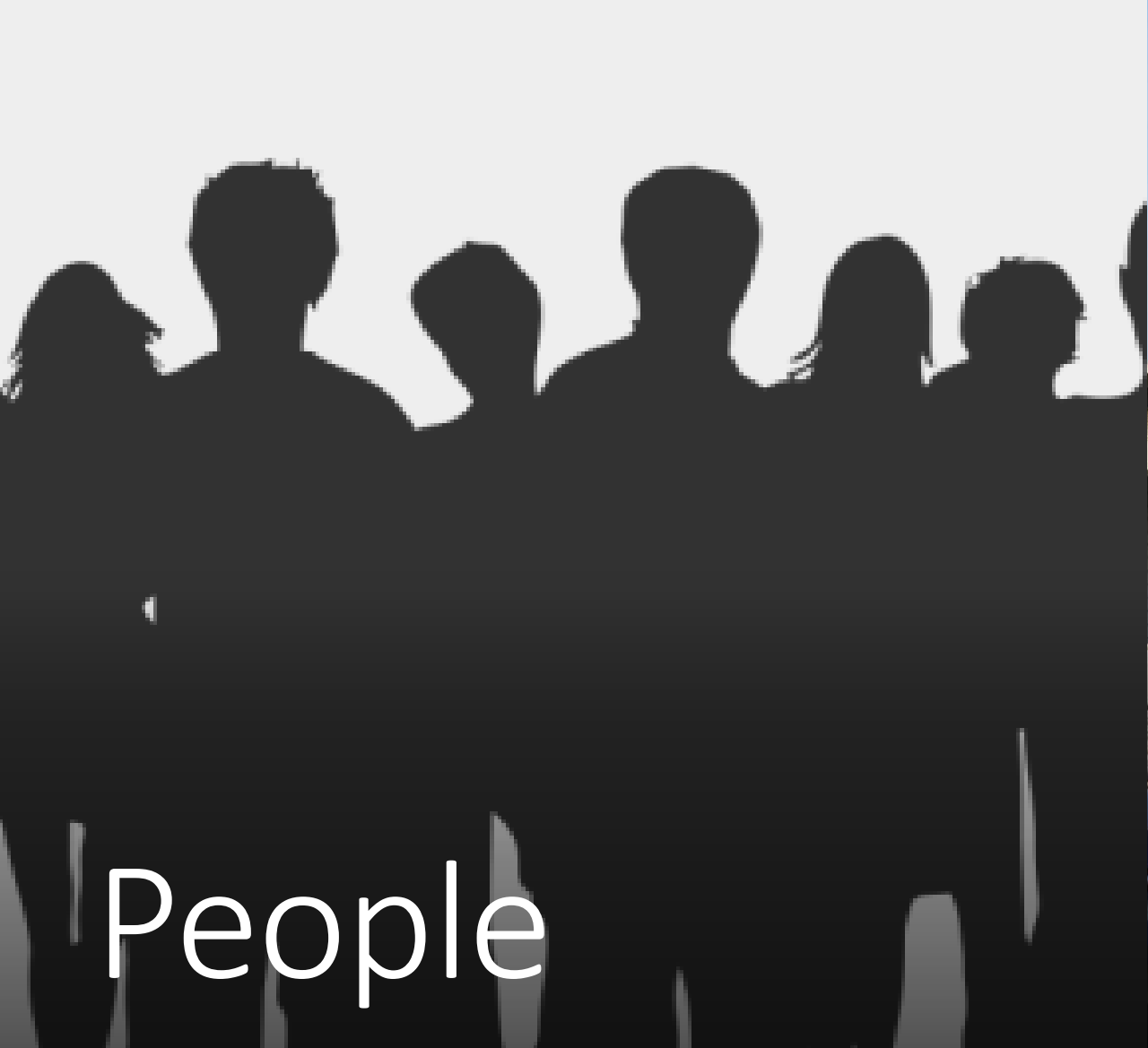
Street Zones





The Buildings
and their
Contents





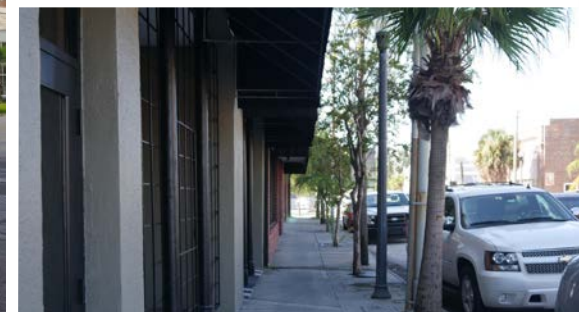
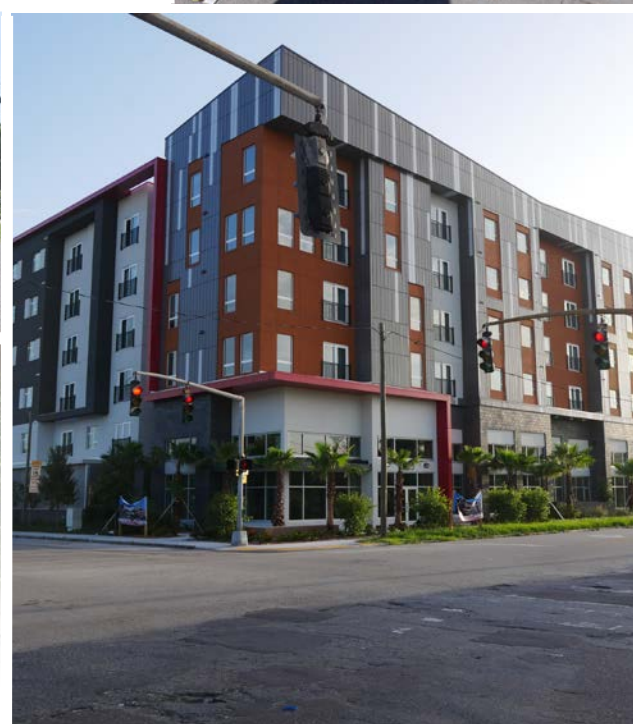
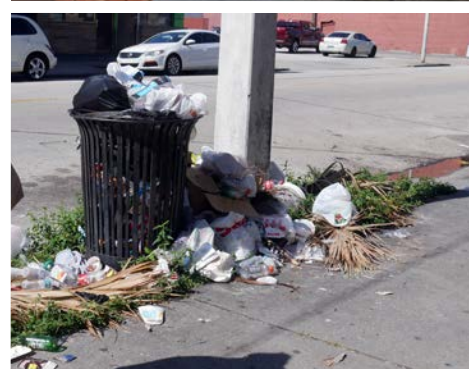
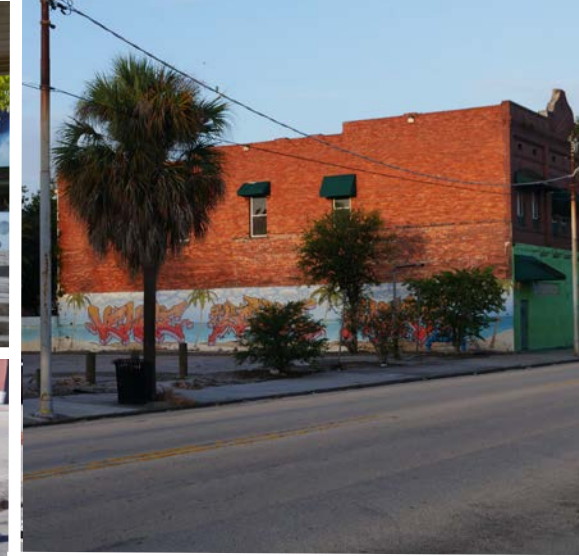
People





University of South Florida
School of Architecture

Student Analysis



The Approach

COMMUNITY MEETINGS

FOCUS GROUPS

SURVEYS

SOCIAL MEDIA

USF CLASS SUPPORT

COMMUNITY ANALYSIS

ECONOMIC ANALYSIS

STAFF DISCUSSION



Five Questions

- What words describe your vision for the District?
- If you could change one thing about the district, what would that be?
- What is the one thing that we must not do?
- What are 3 issues that we must solve?
- What is your big idea for the district?

Event Questions

What words describe your vision?

“A lively historic destination preserving the history (all of It) and making it a district where people can work, play and live.”

“Historic feel yet progressive in offerings.”

“I see our district is being family friendly and events that promote family unity.”

“Family friendly arts/historic district”

“A connection with downtown, but still family geared”



Event Question

**If you could
change one
thing in the
District, what
would that be?**

Upgrade the Design and Appearance

Clean up the area – Preserve historic buildings – Address abandoned buildings – Add murals - Better landscaping – Decorative Lighting

Make it Safe and Secure

Create feeling of safety – Eliminate drugs and crime – Address homelessness – Stop loitering – Make it Walkable - Start a Clean Team

Improve the Business Climate

Eliminate barriers – Expedite permitting – Include black businesses – Keep local businesses – Find investors willing to improve buildings – Retain current businesses

Improve the Retail Mix

Encourage family-oriented businesses – Diverse mix of uses – More activity

Event Question

What is the one thing that we should not do (or stop doing)?



Appearance

People want action in regard to buildings that are falling into disrepair.

“Stop turning a blind eye to building owners that do not maintain their properties or allow undesirable businesses to occupy them.”

“Stop allowing builders to construct homes that do not fit with the West Tampa look.”

“Stop planting trees that you do not maintain”

Other Comments

Preservation of neighborhoods

Homelessness

Parking and permitting times

Inclusion

Concern that existing businesses and voices (particularly African-American) will be excluded from the benefits of redevelopment.

“Don’t push the community out.”

“Do not get rid of the small black owned businesses.”

“Stop pushing black businesses out and provide them with capital.”

“Do not leave out black businesses.”

“Should not ignore neighbors’ input and should not allow historic buildings to be demolished.”

“Stop solely focusing on businesses, more inclusion for residents.”

Event Question

What are 3 issues that we must solve?

**Make it Safe &
Secure**



- Stop crime
- Eliminate drugs and loitering
- Add lighting and cameras
- Improve security

**Improve the
Appearance**



- Address neglected properties
- Strong code enforcement
- Improve aesthetics
- Clean up the area
- Preserve historic structures

**Create a Positive
Business Climate**

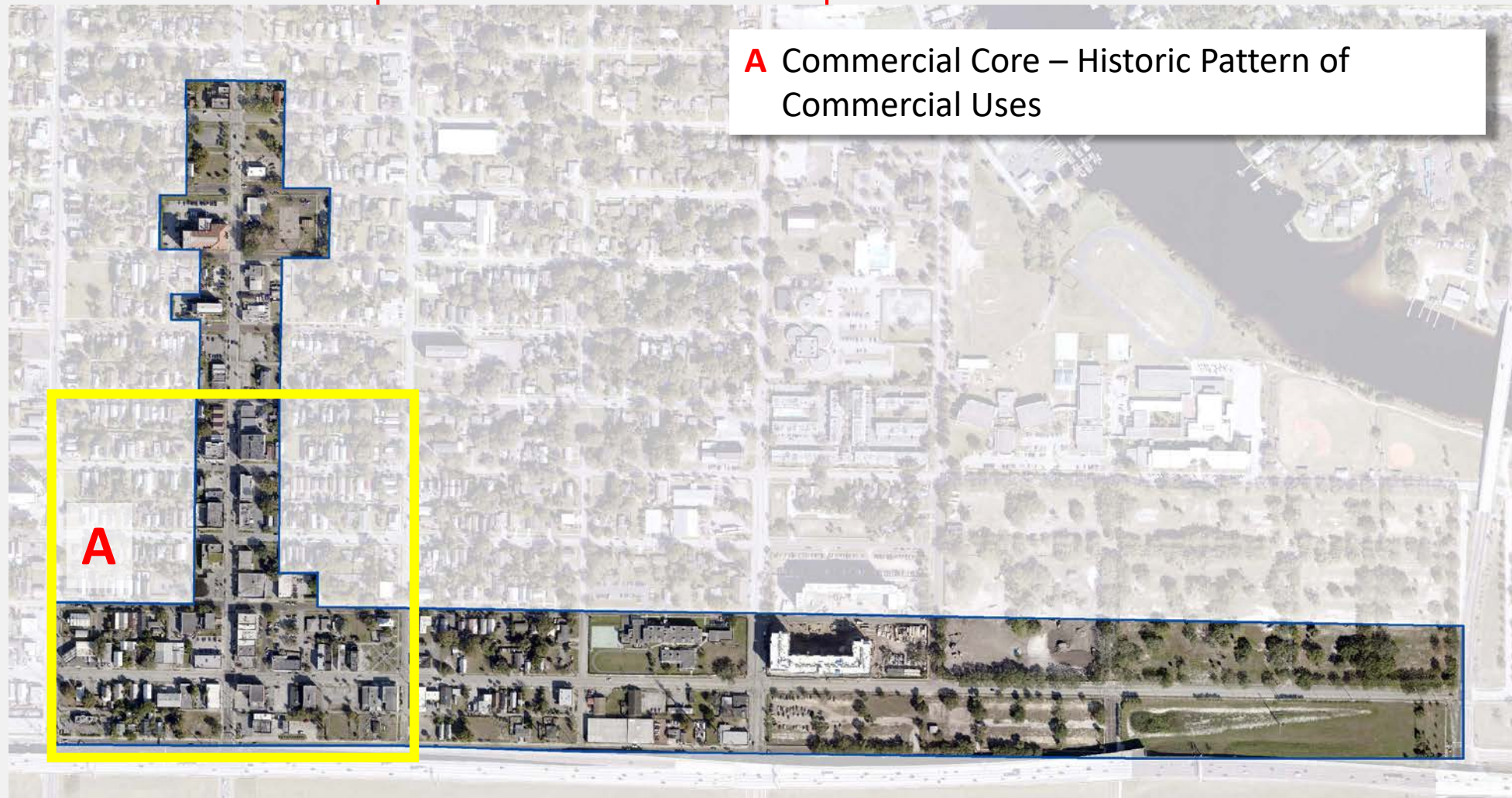


- Add parking
- Encourage business growth
- Add entertainment uses
- Create more businesses

Community Themes

- Improve the Appearance
- Address Vacant Buildings & Lots
- Safety
- Preserve and Connect History
- Incorporate Existing Businesses
- Image, Marketing and Promotion
- Connect with West River & the Waterfront
- Involve Everyone
- Alleys
- Parking

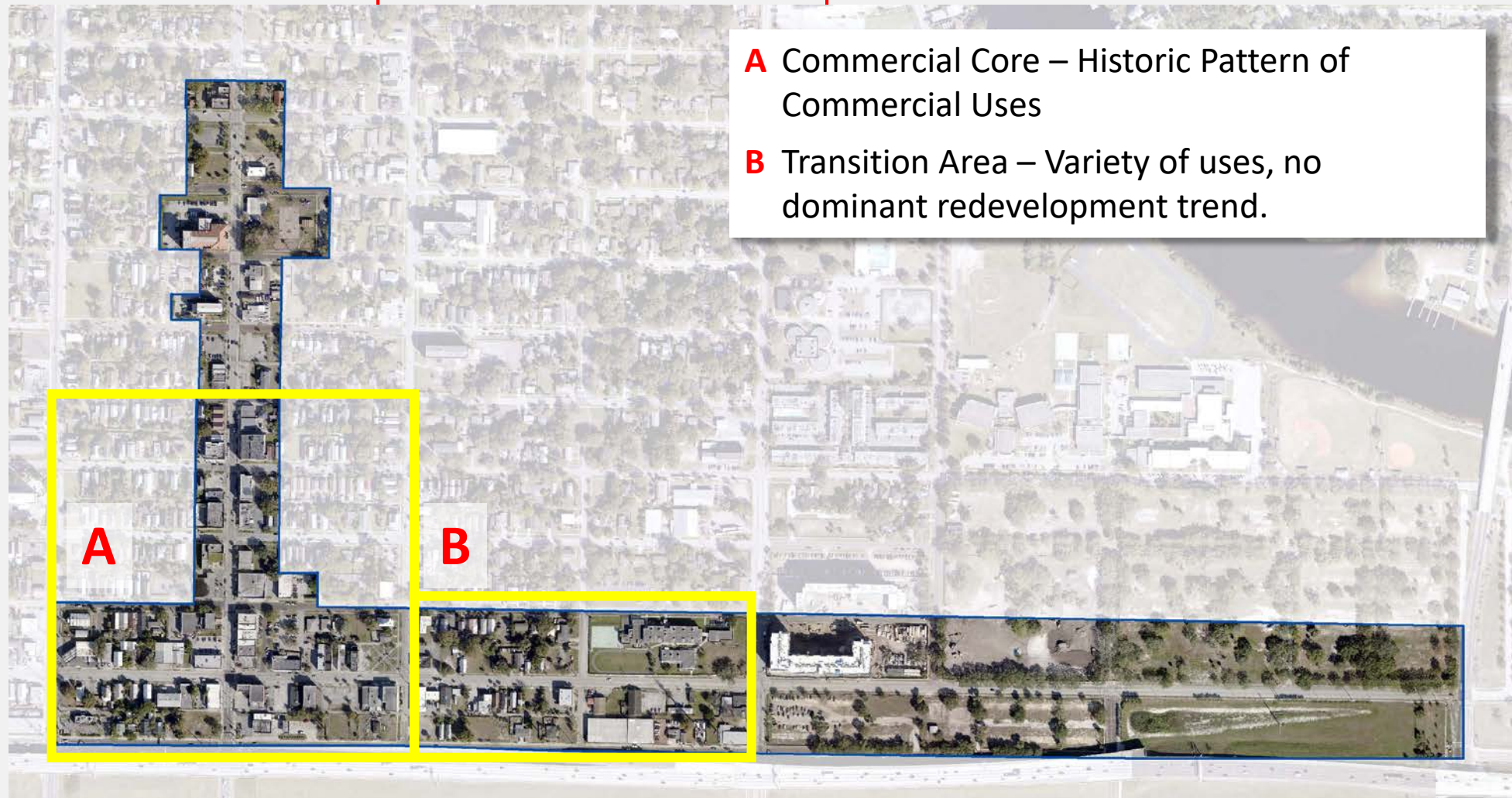
Character of Development



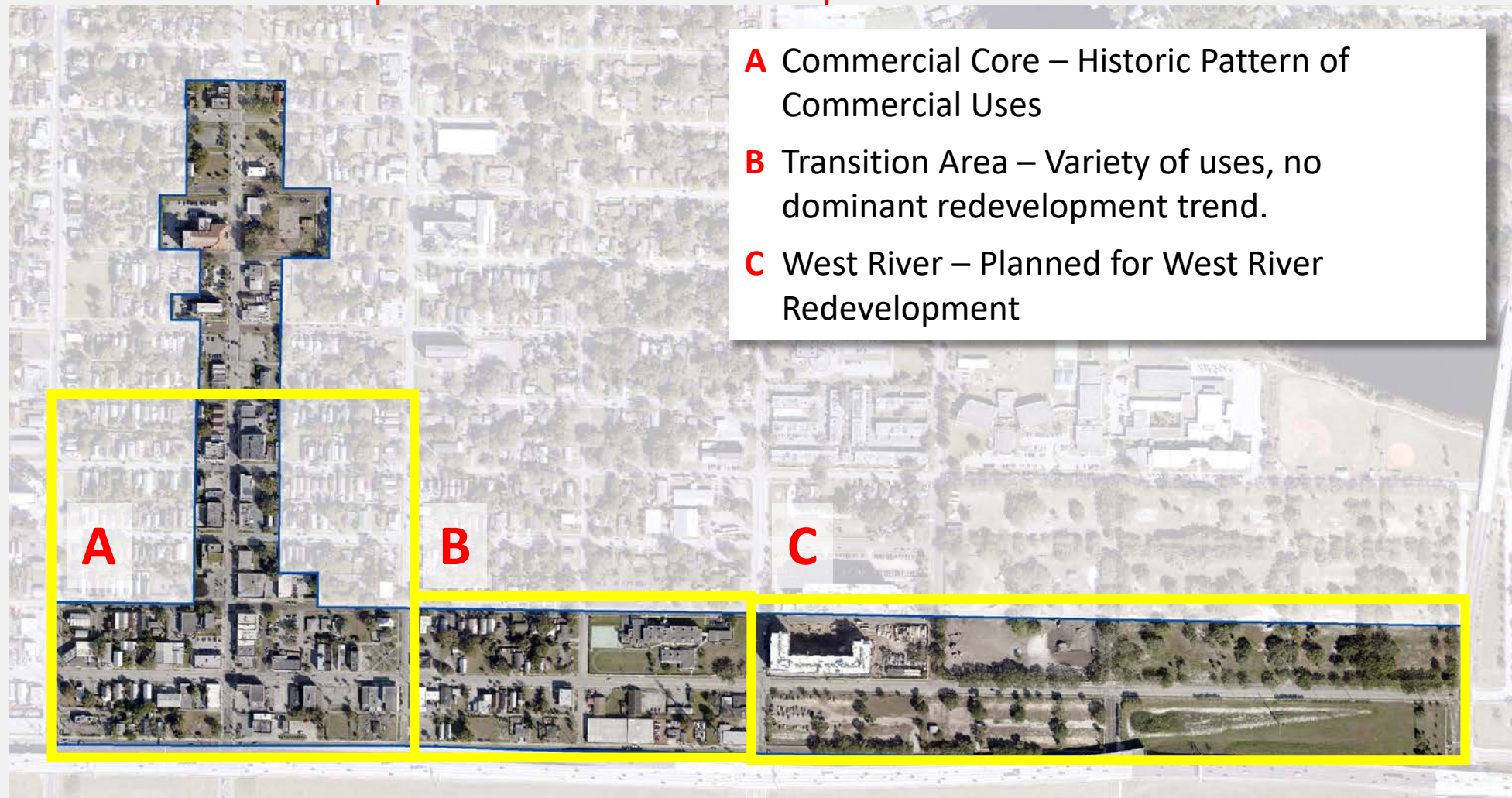
A Commercial Core – Historic Pattern of Commercial Uses

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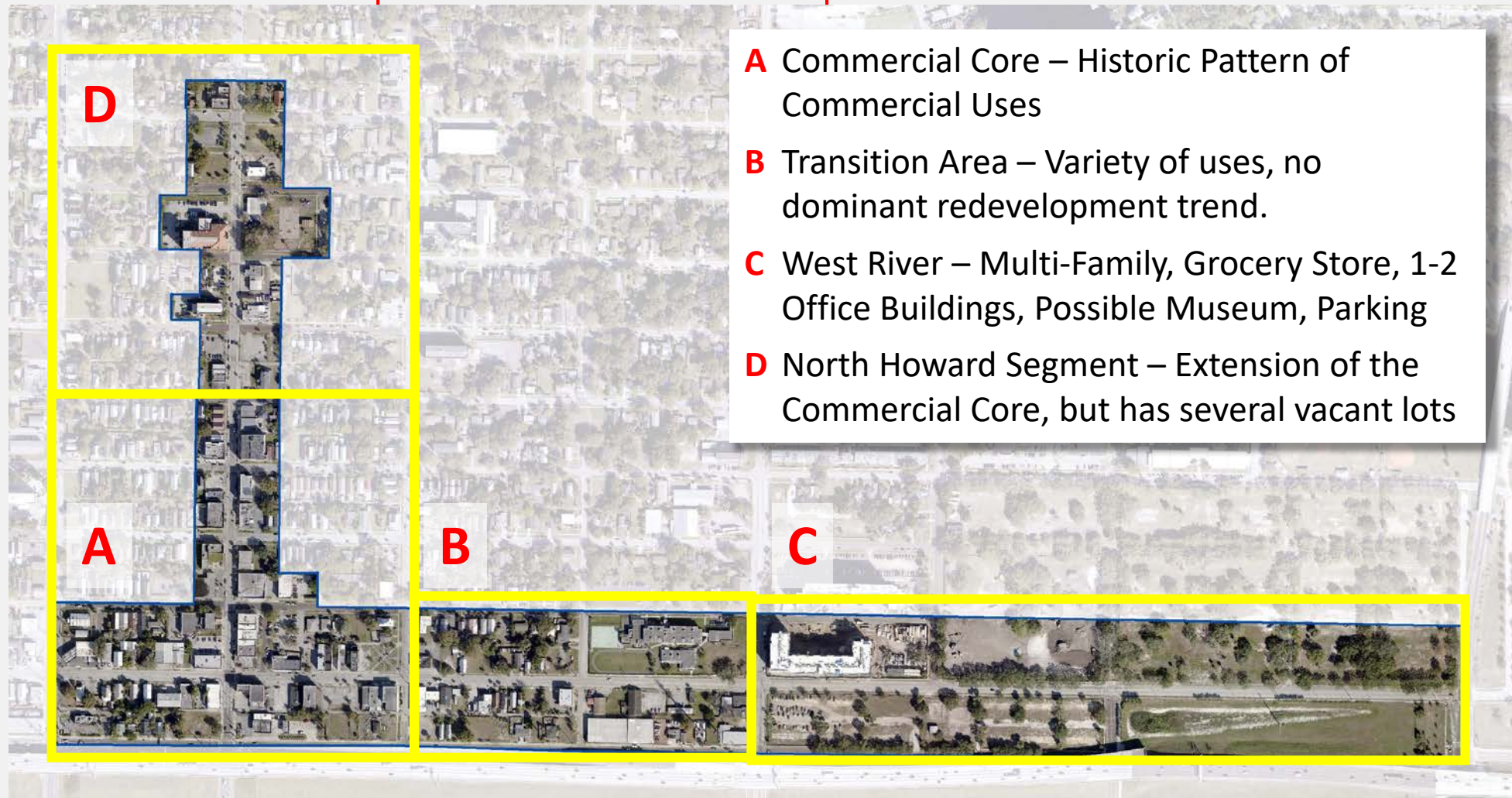
Character of Development



Character of Development



Character of Development



Organizing the District





Ideas

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Improve the Appearance



Value the Public Realm



Clean Services



Main Street Streetscape





Main Street Streetscape

- Enhanced crosswalks
- Gateway treatments
- Accent paving
- Clean and repair sidewalks
- Add sidewalk bulb-outs
- Intersection safety amenities
- Add street trees
- Street furniture
- Trash and recycling receptacles
- Signage
- Pedestrian-level lighting



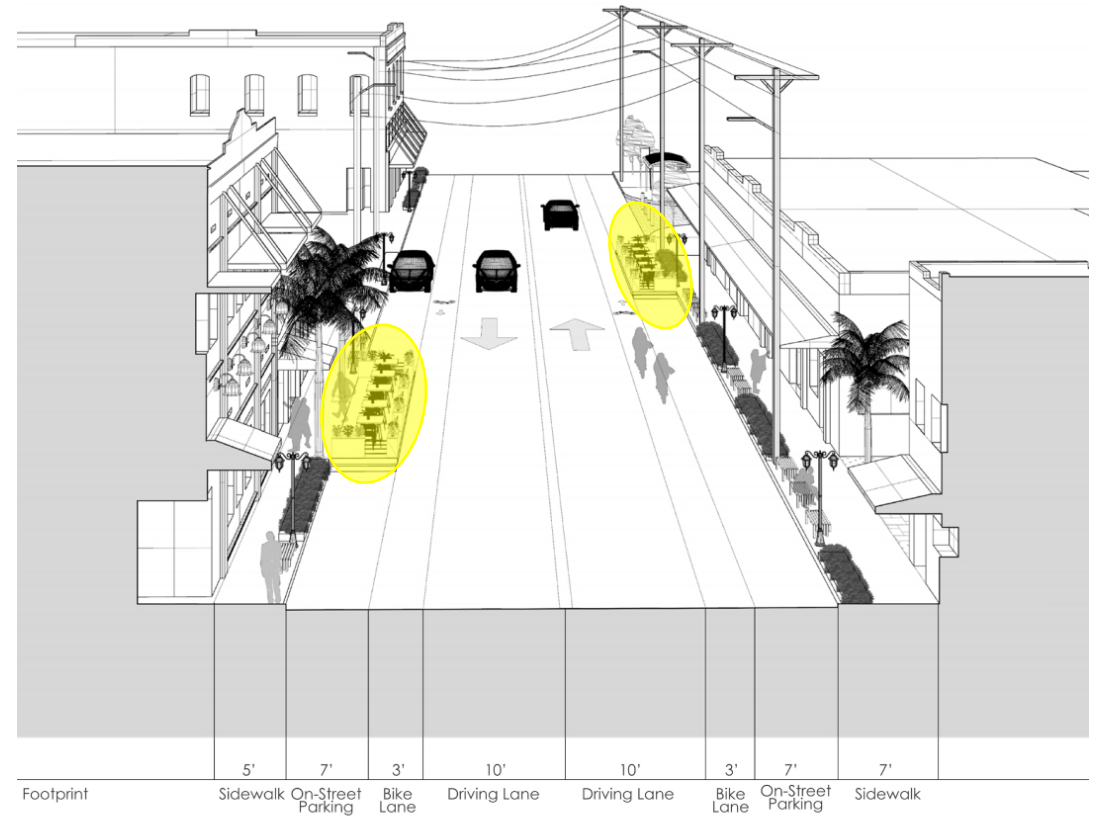
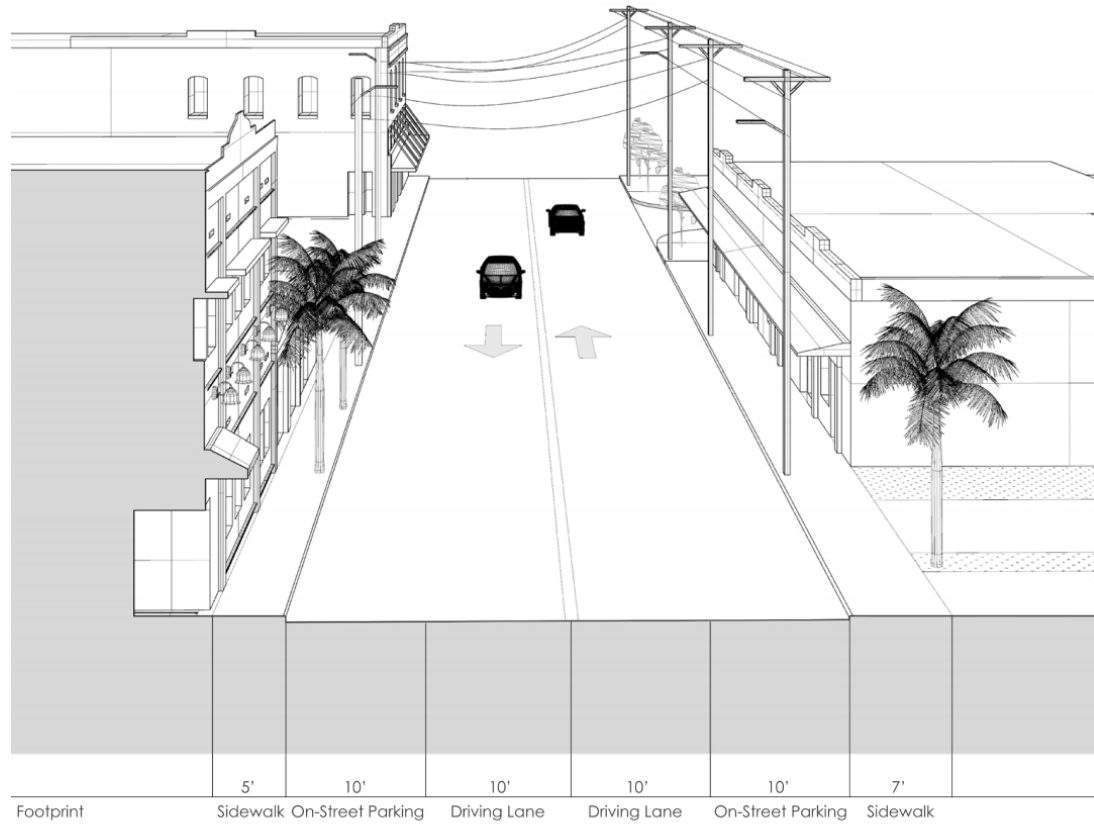
Main Street Streetscape

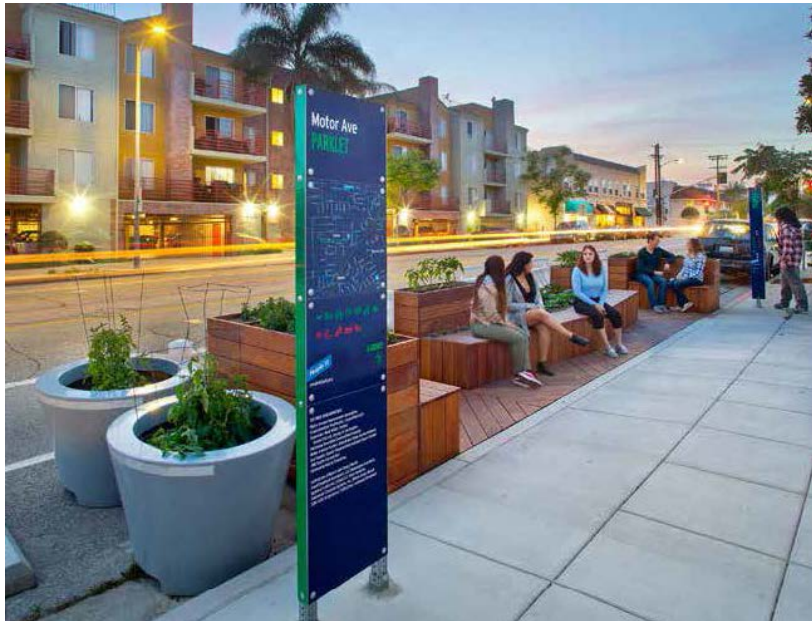
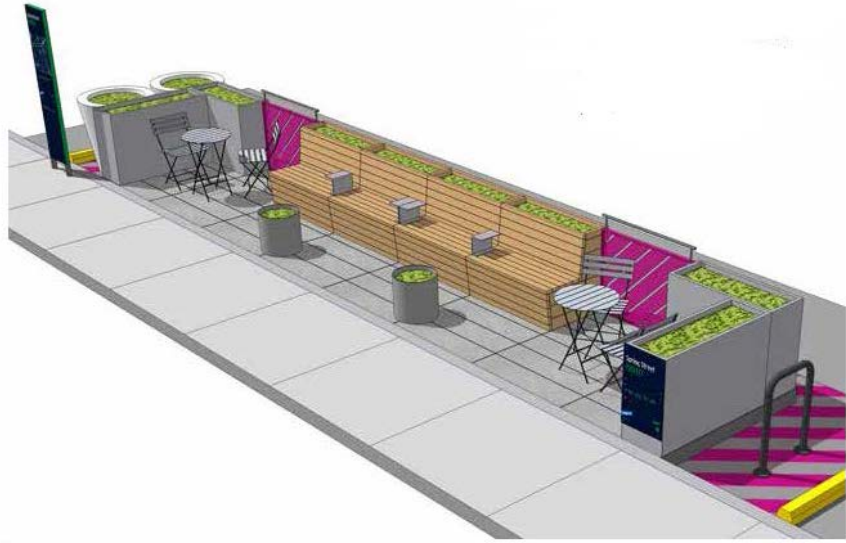


Main Street Streetscape

USF School of Architecture

Main Street Streetscape Options







Street Repaving Project
Reduced Speeds from 40 to 35 mph
Remove curb extensions
Install curb ramps for ADA compliance
New push button street crossings

Resurfacing Project



Streetscape Priorities



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Address Vacant Lots and Buildings

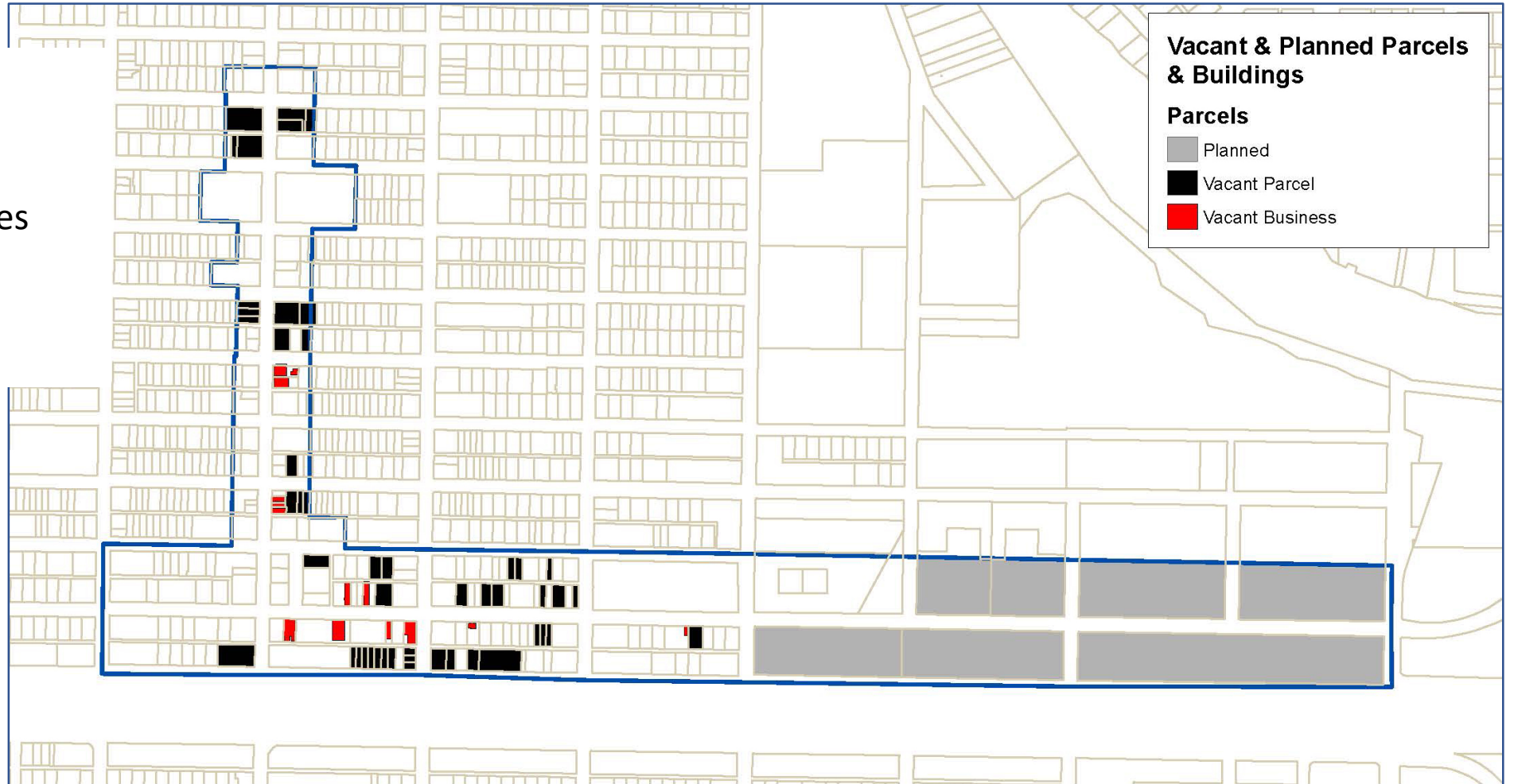




Redevelopment Opportunities

48 Vacant Parcels
5.27 acres

15 Vacant Businesses
27,263 SF





Promote Redevelopment Catalyst Projects

- Create Major Change
- Advance the Vision
- Create Jobs
- Some Can Dramatically Increase the Tax Base (TIF)
- Spur Additional Development

Examples

- Main Street Streetscape Project
- Boutique Hotel
- Themed Development (i.e., Arts, Restaurant, etc.)
- Mixed-Use Residential
- Key Services – Pharmacy, Bank, MDs, etc.
- Parking Lot / Parking Garage
- Elementary School Redevelopment



Main Street Development Forum

88degrees f t y in

What's new in Westshore? Find out at upcoming development forum

PATRICK KELLY | TUESDAY, APRIL 4, 2017

SHARE f t in



A cyclist crosses Westshore Blvd.

Photo by Julie Branaman

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25TH ANNUAL
The State of Tampa's
DOWNTOWN
April 7-9, 2021
Virtual Forum

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WEDNESDAY, APRIL 7, 2021 AT 9 AM EDT

25th Annual The State of Tampa's Downtown Virtual Forum
Online Event

- Tell the Main Street Neighborhood Commercial District Story
- Identify Available Properties & Desired Projects
- Invite Developers, Investors and Deal Makers
- Facilitate Connections





Need Willing Partners ...

Rethinking School Design

- More compact design
- Better orientation to Main Street
- Public – Private Partnership?
- Long-Term Option
- Requires Collaboration and Partnerships



Dunbar Street View

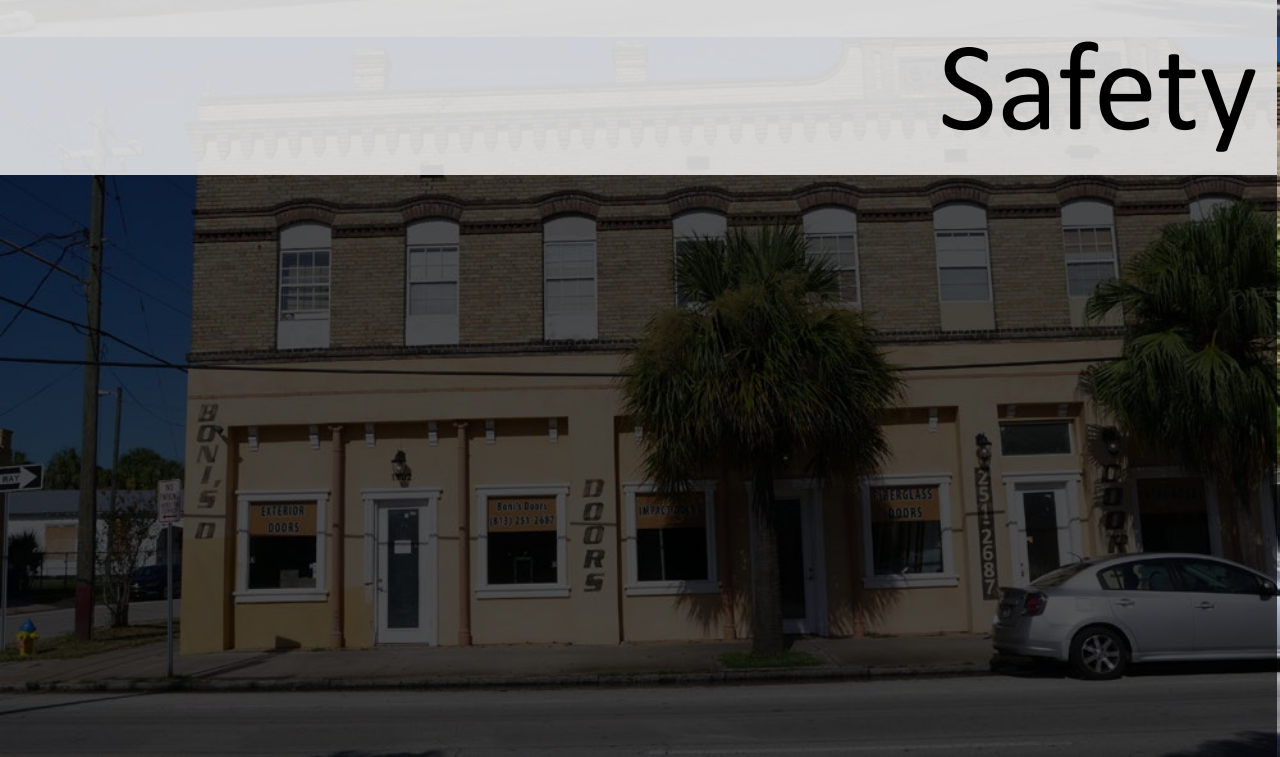


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Safety



From Safety to Security

- Improve the condition of the public realm
- Continue security cameras and regular police patrols
- Sponsor regular neighborhood clean up
- Clean the alleys
- Encourage more development
- Employ an “Eyes on the Street” approach in design
- Create a Neighborhood “Safe Zone”



District “Safe Zone”

- Modeled after the Neighborhood Watch Program
- Focused on the commercial district and properties in close proximity
- Include businesses, property owners, churches, schools, organizations, police and other stakeholders
- Regular meetings and use of digital communication to stay connected
- Requires active participation and desire by community members



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Preserve & Connect the History





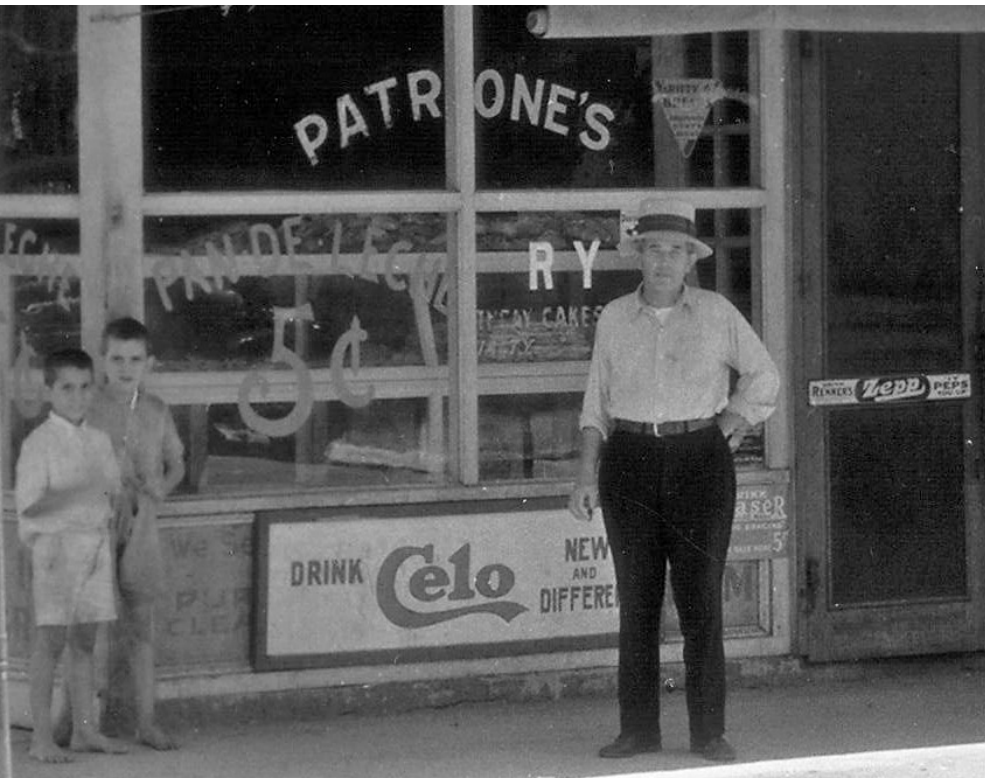
History & Architecture

- Continue Historic Preservation Efforts
- Create a brand around the history
- Continue to seek grants and low interest loans for preservation
- New structures to design with context of the district





Historic Marker / Plaque Program



- Based on local stories from business and people in the neighborhood
- Program for businesses to promote local memories
- Promote the uniqueness of West Tampa and connect with people and past events
- Can become a self-sustaining program



More Local Murals

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Support Existing Businesses



For Existing Commercial Property Owners

- Upstairs Residential Conversion Grant Program
- Vanilla Shell Grant Program
- Restaurant & Food Services Grant Program
- Ready Use Site Infrastructure Grant Program
- Neighborhood Enhancement Grant Program
- Business Enhancement Micro Grant Program
- Façade Grants and Loans



For Existing Residential Property Owners

- Residential Improvement Grant Program

For Existing Neighborhood Organizations

- Neighborhood Enhancement Grant Program



For Existing Businesses and Entrepreneurs

- Florida Small Business Development Council
 - Assists entrepreneurs in: marketing, business certification, capital access, market diversification, developing strategic business plans, export services, and web optimization.
- West Tampa CDC
 - Assists entrepreneurs in writing business plans
 - Part of the West River Technology Center to support local businesses and training.



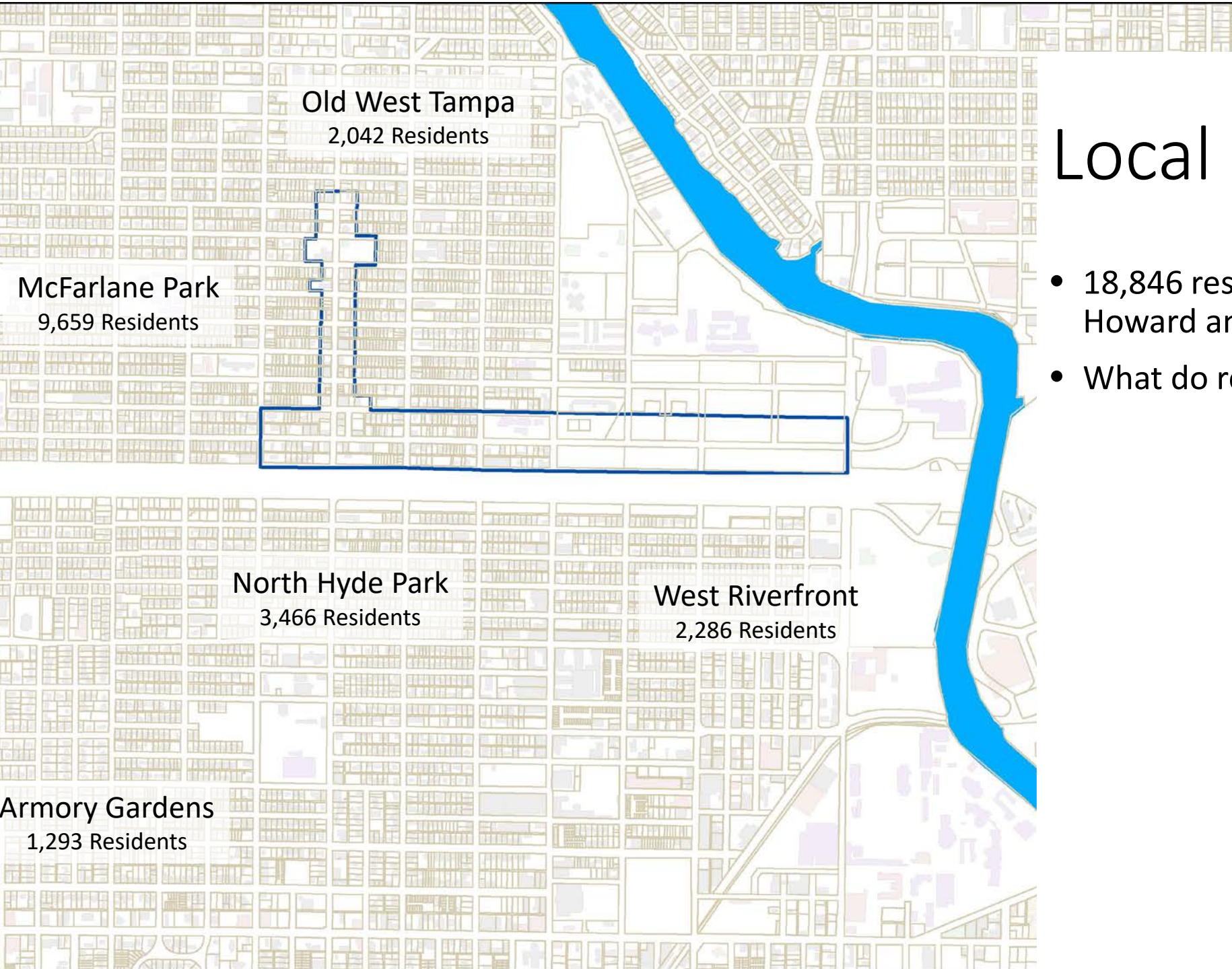
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Image and Branding





Old West Tampa
2,042 Residents

McFarlane Park
9,659 Residents

North Hyde Park
3,466 Residents

West Riverfront
2,286 Residents

Armory Gardens
1,293 Residents

Local Market

- 18,846 residents within 1.5 miles of Howard and Main
- What do residents want?

Local Residents Preference – Survey Results

Coffee Shop	64.15%	Pizza Shop	24.53%
Restaurant	64.15%	Locally Branded Goods	22.64%
Bakery	54.72%	Antique Shop	15.09%
Grocery Store	50.94%	Art Gallery	15.09%
Sidewalk Cafe	45.28%	Music Shop	13.21%
Produce Stand / Market	32.08%	Artisan Handmade Shop	11.32%
Brewery/Bar	30.19%	Barbershop / Salon	11.32%
Ice Cream Shop	24.53%	Gym	11.32%
Pizza Shop	24.53%	Wine and Spirits Shop	11.32%

Emerging Market

- More than 7,000 new residents will locate 1 mile of Howard and Main
- 9,000 +/- University of Tampa residents each year

West River



Howard Avenue Apts



Rome Area Apts



University of Tampa

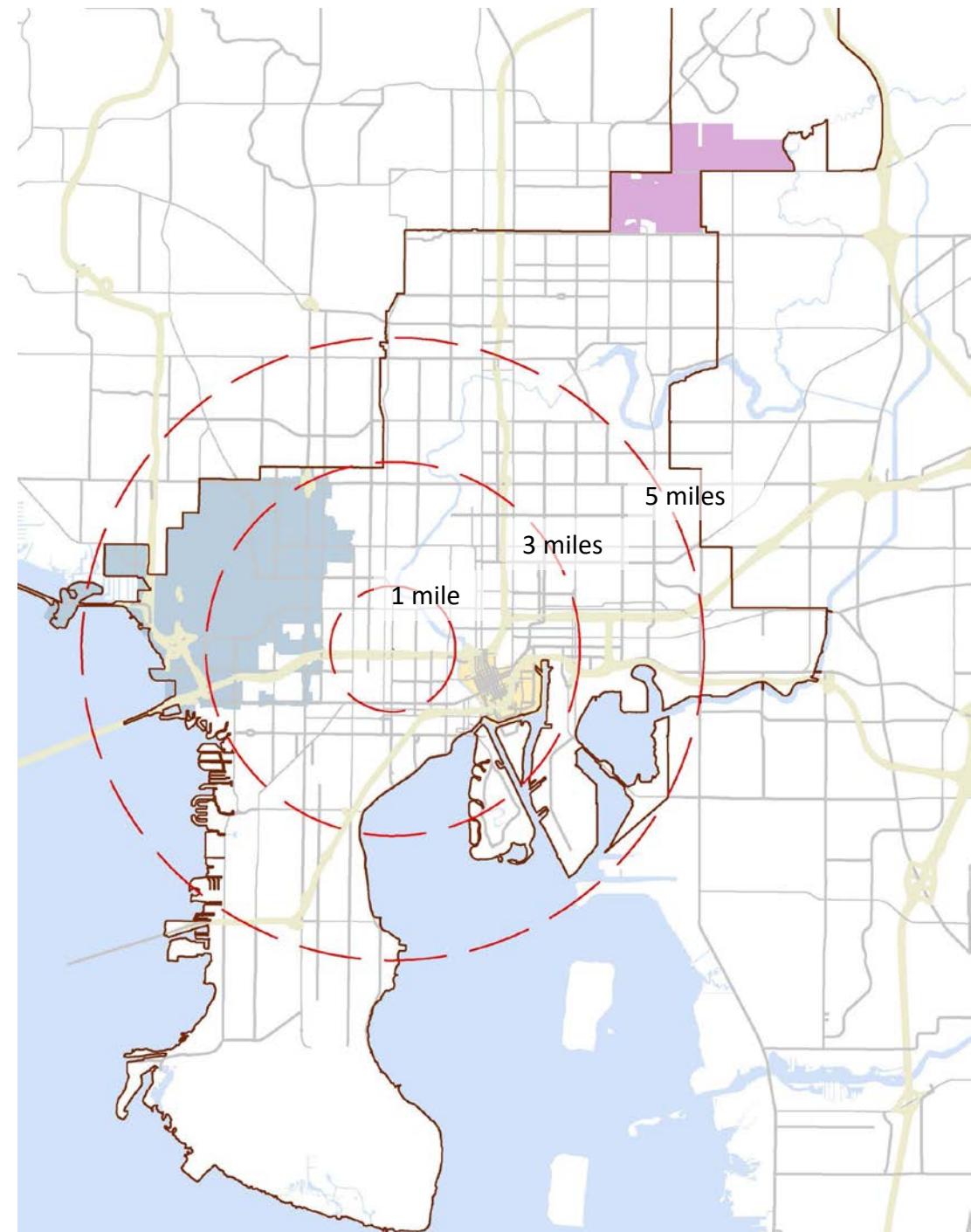
Regional Location

Within 3 Miles

- Downtown Tampa / Channelside
- Ybor City
- Tampa International Airport
- Raymond James Stadium
- Mid-Town
- Westshore Plaza & International Plaza
- Hyde Park & Davis Islands

Within 5 Miles

- Tampa Port
- Peter O'Knight Airport & Davis Yacht Club
- Westshore Business District



How Does A
Busy Business
Person Reach
These People?



Implement Principles of the Main Street Program



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Your Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

Four Points Approach

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



DISTRICTS





🔍 Main Street Neighborhood Commercial District × 🗣️

Google Search

I'm Feeling Lucky

Where Can The District Be Found?

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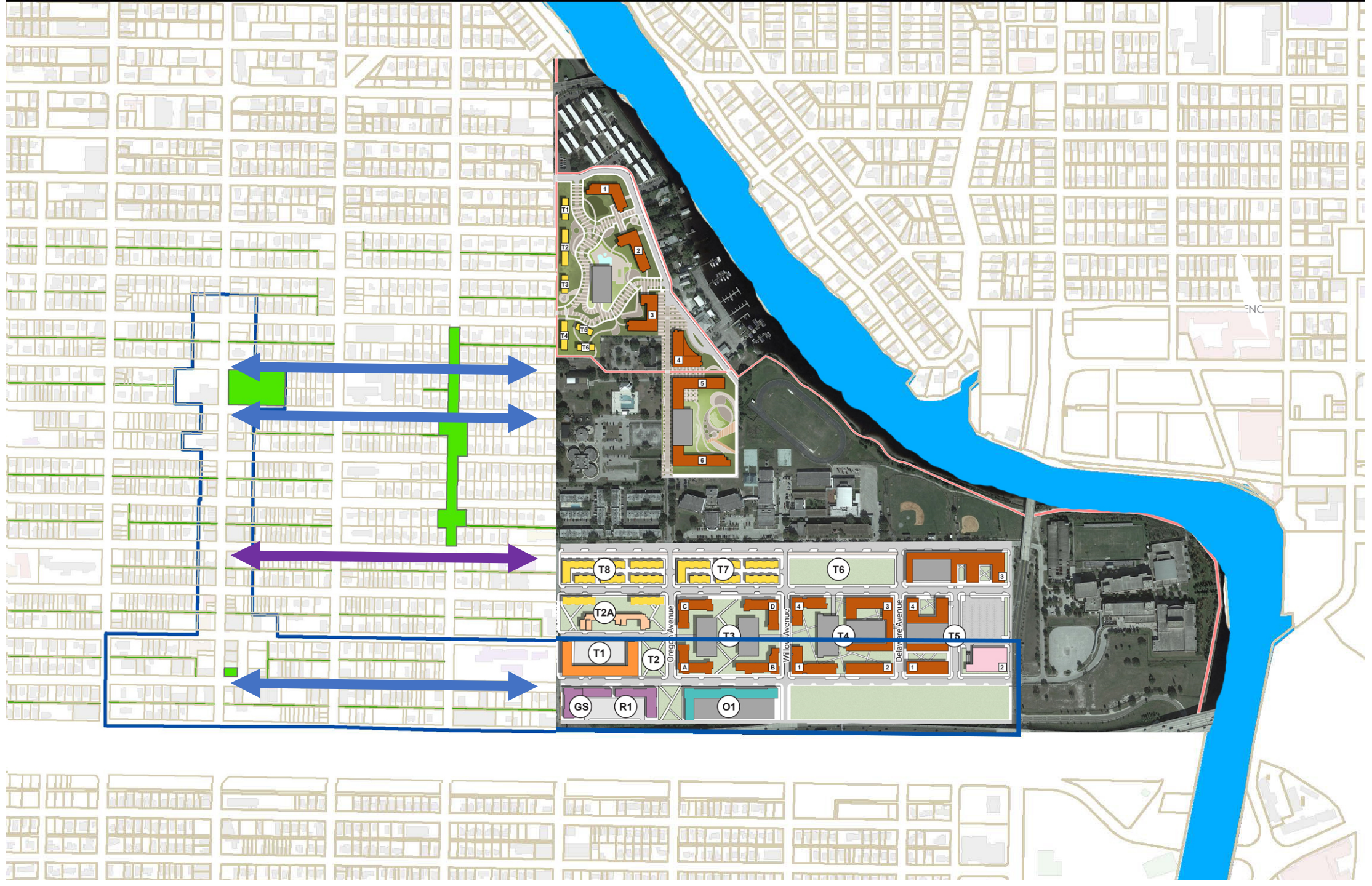
Connect with West River & The Water



West River Rome Yard

- 954 mixed-income units along
- 30,000 SF of commercial space
- 24,000 SF of community space
- Development costs to be \$263 Million
- Economic impact of \$394 Million
- Related Urban will hire an estimate 1,859 workers





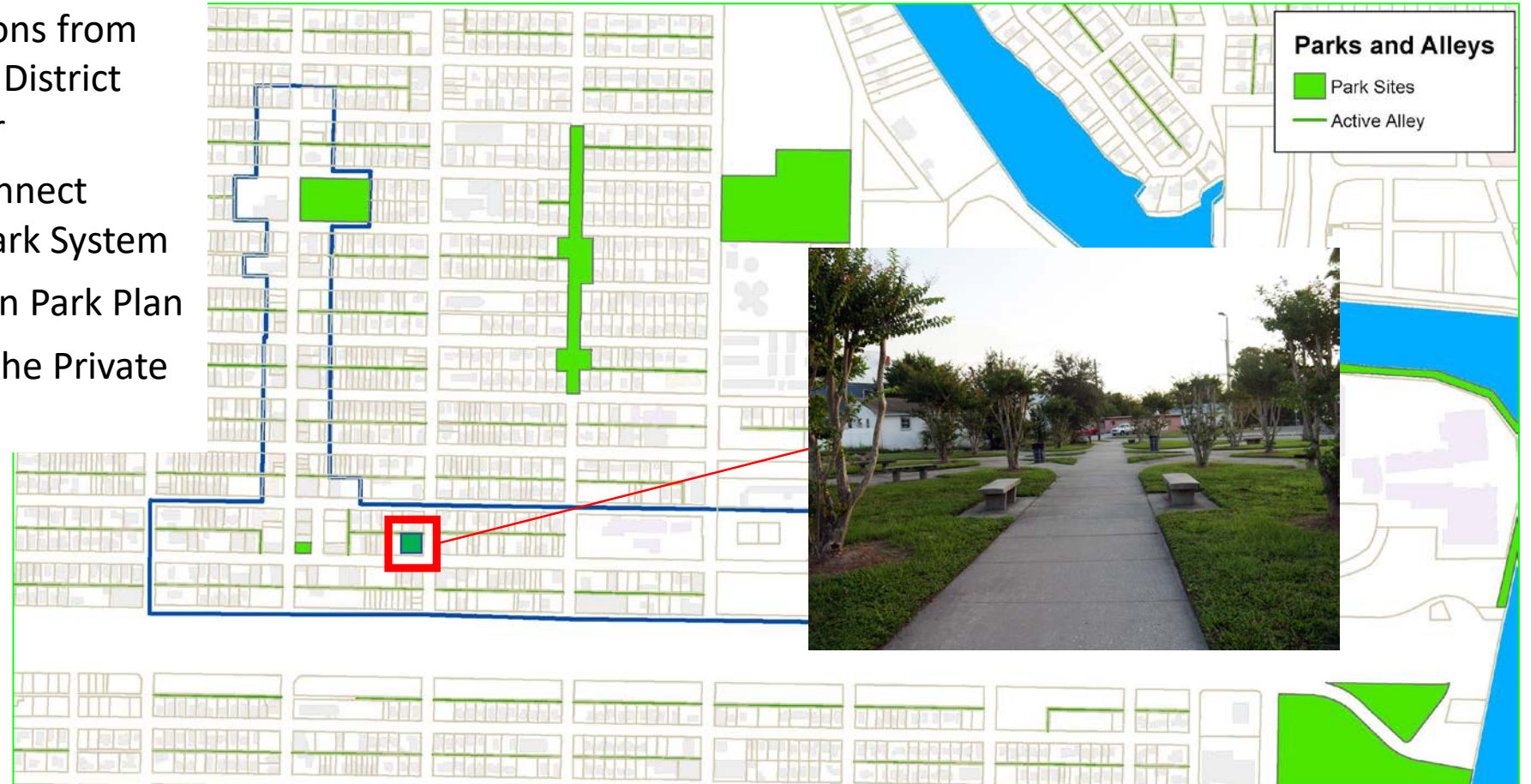
West River Waterfront

Build Grant



The Public Spaces

- Create Connections from each park to the District and to the Water
- Integrate and connect Alleys into the Park System
- Park & Recreation Park Plan
- Seek to acquire the Private Park

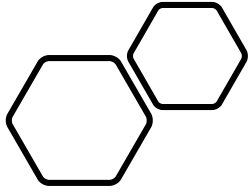


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Involve Existing Residents & Businesses





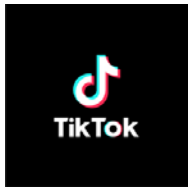
Tap the Local Energy

- Grow the Farmer's Market
- Sponsor Local Cultural Festivals
- Maybe Food Truck Rally
- Great way to test local crafts or business ideas
- Unites the Community
- Attracts and introduces people from the outside
- Promotes security



Involve Young Adults

- Business Mentoring Program
- Short Form Videos



The Grand Rapids LipDub (NEW WORLD RECORD)

5,919,142 views • May 26, 2011

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Fix Alleys



Turn Alleys Into Assets

- Establish Regular Cleaning and Mowing – High Priority
- Restore the alleys / improvements
- Passive Options – Short Term
 - Create Themed Alleys
 - Sponsor Art Walks
 - Install Interactive or Electronic Art
- Active Options – Limited Opportunities
 - Create Public Spaces
 - Food carts or Pop-Up Restaurants
 - Add a bike trail to one east-west alley
- Implement a Pilot Project



Passive Strategies



Active Strategies

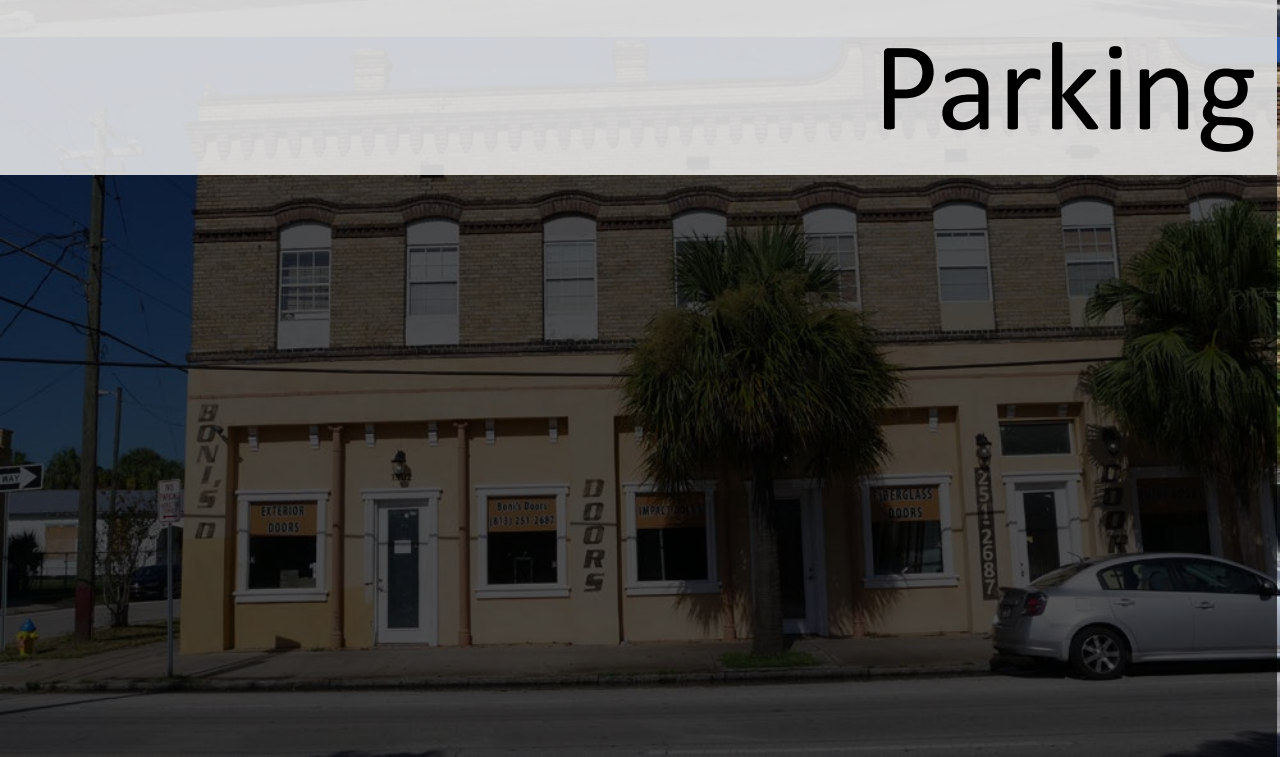


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Parking





Parking As A Driver of the District

- Parking is critical to the long-term viability and growth of the district.
- A 2007 parking study concluded there was a need for additional parking spaces to support the build-out of the Howard & Armenia corridors.
- Adequate parking increases the value of residential, retail, multifamily, and commercial property.
- Currently, parking in the district is provided on-street and off-site on private property.
- There is a small City-Owned lot at Ysolino & Union that can park up to 15 cars.
- There have been calls to reduce parking minimums to support redevelopment, but cars need to park somewhere.
- Without an overall strategy, parking shortages will only worsen as development occurs.

An aerial photograph of a city street scene. A dark, semi-transparent overlay covers the lower portion of the image, containing white text. The background shows a street with several cars parked along the side, a white building, and a street sign. The text reads "CRA to Undertake Parking Plan".

CRA to Undertake Parking Plan

City Park Lot

- 15 spaces
- Retain City Lot
- Seek ways to expand footprint

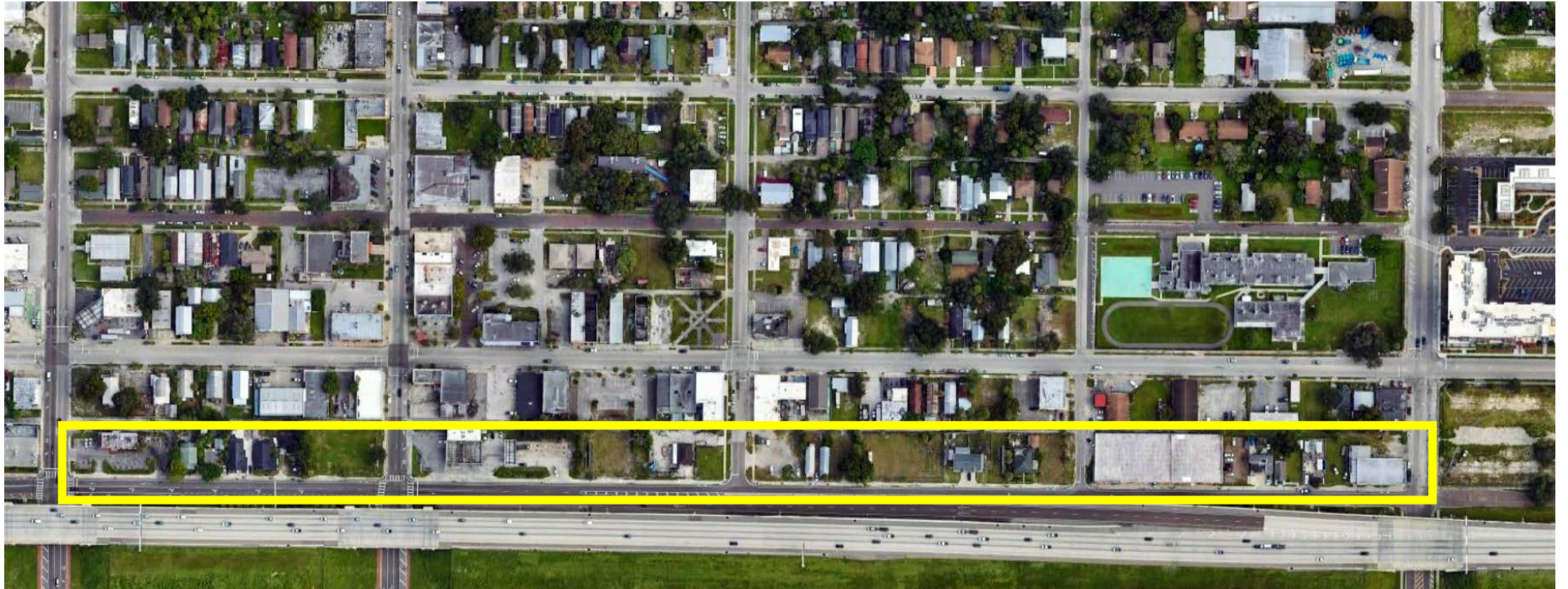


USF Class Vision – Parking Garage

- New Parking Garage



Potential Off-Site Parking Opportunities



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Implementation



In Development

Based on what you've seen, do you generally agree with the direction of the plan?





Next Steps

- Receive More Feedback From You
 - TampaPlanning@TampaGov.net
- Confer with City Departments and the CRA
- Identify the Action Steps – “**Roadmap**”
- Produce the Final Plan – end of July

Mayor Jane Castor

Transforming Tampa's Tomorrow

Main Street Neighborhood Commercial District Plan

Comments From the Audience

