

# **WEST RIVER PLAN**

EXECUTIVE SUMMARY | TAMPA, FLORIDA



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# EXECUTIVE SUMMARY







# WEST RIVER | A COMMUNITY VISION

Tampa’s downtown core has been experiencing a shift in focus over the last decade. Specifically, downtown is rediscovering its inherent value as a place to live. The ‘Central Business District’ model of the 1960’s had proven rigid and obsolete, resulting in disinvestment in many of the downtown neighborhoods and underutilization of key properties and assets. Today, Tampa is actively returning to a much more sustainable model for its downtown quality of life and economic future with a new found focus on diverse places to live and work, new partnerships and synergies with cultural and academic institutions and a renewed quality of life, focused on the Hillsborough River.

The master plan for revitalizing West River in Tampa provides a new model for urban living on Tampa’s riverfront. Focused on over 1.3 miles of riverfront land west of downtown, the design defines new connections with the river and river life, weaving these rich experiences back into the adjoining neighborhoods and the city. By developing a network of open spaces, parks, trails, infrastructure, and a mix of uses, the project connects and anchors this unique riverfront area and guides a longer-term transformation for the community and the city as a whole.

The West River neighborhood includes approximately 150 acres of land along the western banks of the Hillsborough River. Opening up the river, which runs from Downtown Tampa to Tampa Heights, for recreational use by the community, has been one of the City of Tampa’s principal objectives over the past decade. Largely as a result of the City’s focus and subsequent expenditure on the River, what was once principally used for the movement of goods today serves as a recreational waterway with families from neighborhoods at all income levels able to access and enjoy the river in a way unimaginable only a few years ago. With approximately 300 feet of width as it flows through Downtown and West River, Hillsborough River provides an excellent inland waterway amenity for the City of Tampa and more specifically the communities, residents, and businesses located along much of its length.

The West River neighborhood, located immediately west of Downtown Tampa’s and its institutional, commercial and port hub is actually a subdistrict of West Tampa, one of the oldest areas of the City and an area rich in historic context given the multiple waves of residents from varying ethnicities and cultures which settled in West Tampa. Initially the independent City of West Tampa from its founding over 125 years ago and subsequent incorporation into the City of Tampa in 1925, has been the home of Jewish families migrating into the neighborhood from the north, migrant Cubans working in the large number of cigar factories in the area, as well as a concentration of Tampa’s African American community. Today, West Tampa lies between two of Tampa Bay’s principal employment hubs, Downtown Tampa which includes the Port of Tampa, major hospitals, corporate offices, service centers and major visitor attractions, and Westshore, which includes Tampa International Airport and many of the region’s large corporations and institutional employers such as hospitals and major service not-for-profit organizations.

West River, with its four public schools - Blake High School, Stewart Middle Magnet School, Just Elementary and Dunbar Elementary - is unique in Tampa given that it is a favorably located neighborhood whose developable land is almost entirely owned by four local governmental agencies (120 of 150 acres or 80%) who have joined hands to revitalize and redevelop the neighborhood to accommodate a broad mix of incomes and supporting commercial uses particularly in light of its excellent locational attributes and strong housing demand.

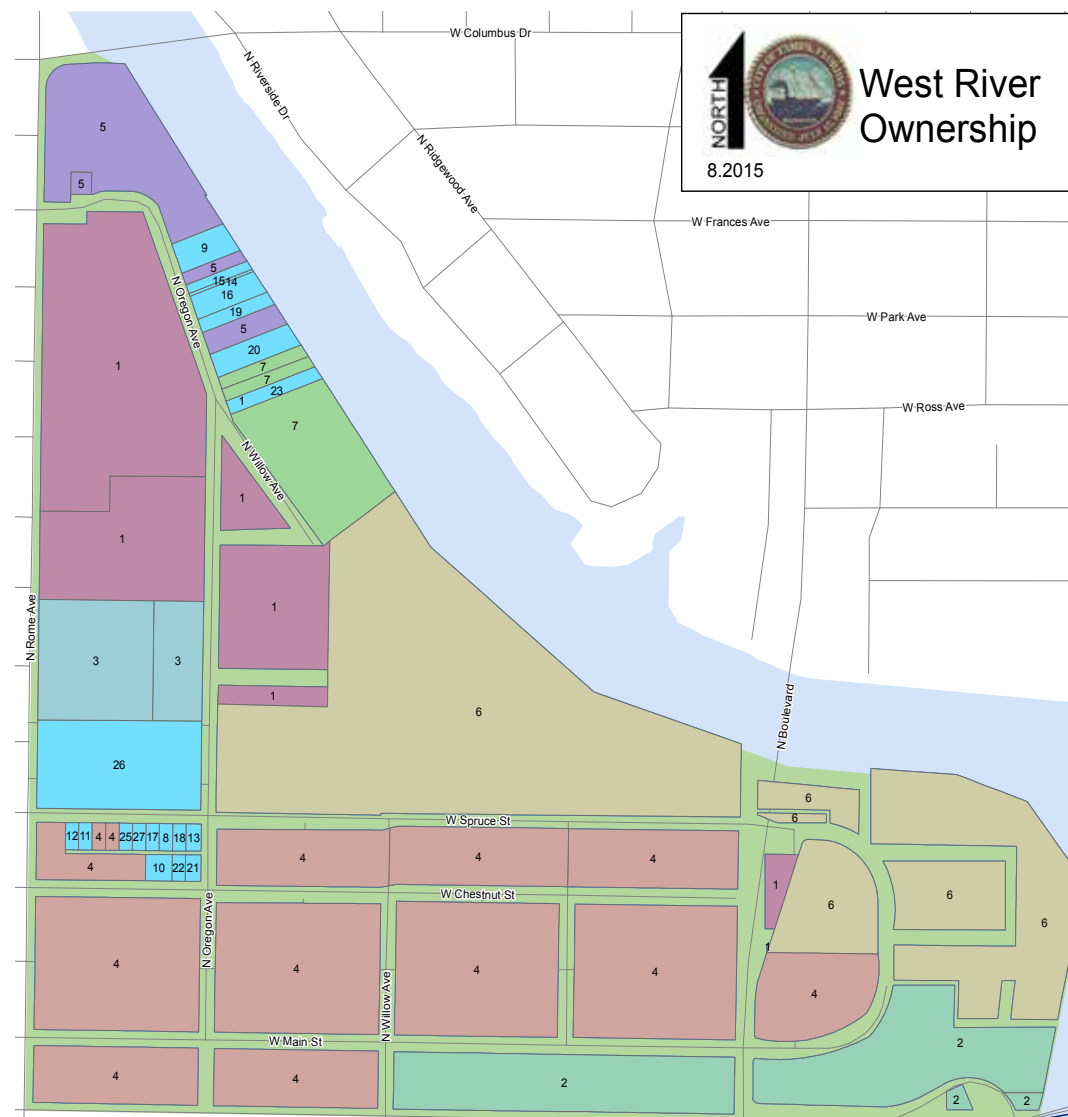
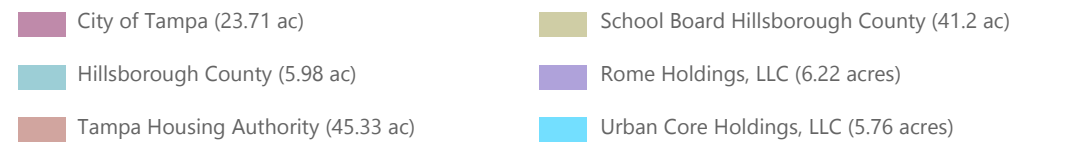


# 1

Currently, beyond the four existing public schools on +/- 41.2 total acres, the neighborhood includes:

- 820 units of 1940's era barrack style public housing with family housing (670 units) at North Boulevard Homes and an elderly high rise (150 units), Mary Bethune Tower, on +/- 44 acres. All residents from these properties are currently being relocated with relocation expected to be completed by August 2016 with subsequent demolition of all structures on property to be completed by April 2017;
- A twelve acre City utility yard for which relocation of the functions are projected to be complete by August 2016;
- Over 1.3 miles of frontage along the Hillsborough River and over 23 acres of City parks or ball fields including Julian B. Lane Park and the MLK Recreation Center which will remain as the centerpiece of the revitalized community;
- A 5.98 acre Hillsborough County supportive services center; and,
- 394 units of private multifamily housing, 17 units of single family housing, and one commercial parcel currently occupied by a popular riverfront restaurant and a small marina. Several of the multifamily private property owners through the planning process have expressed an interest in participating in the redevelopment of their properties and have been involved in the planning of West River.

MAP 1.1: LAND OWNERSHIP



PLANNING | EXISTING ASSETS AND CONTEXT

# 2

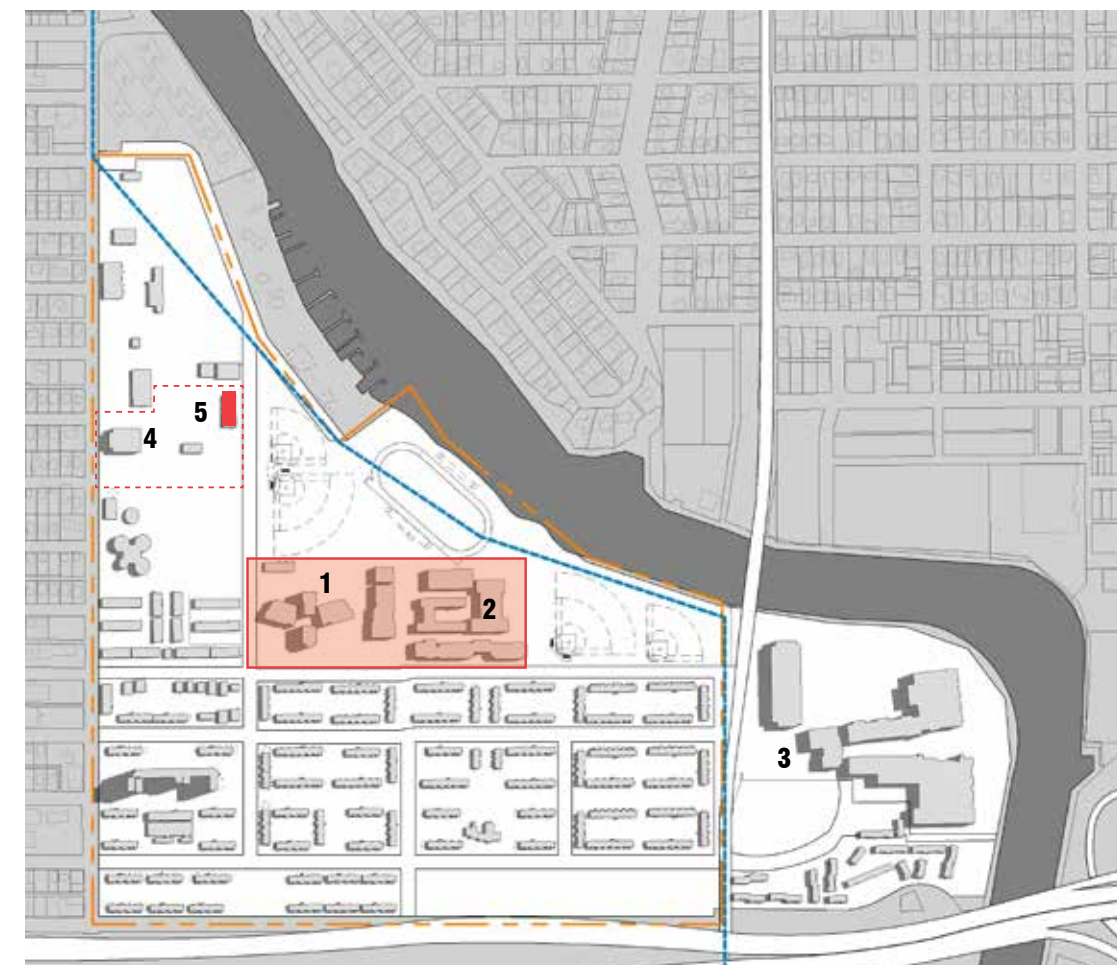
Driven by community input, the participation of the public entities and their leadership throughout the planning process and in light of prevailing market conditions identified by a thorough market assessment (Appendix B), the West River revitalization plan is built on a foundation of five principal objectives which are inherent in the physical, neighborhood, and resident oriented elements of the plan. These are:

1. The plan must ensure that the 820 public housing units being demolished on the +/- 44 acre public housing site will be replaced by another 820 deep subsidy units spread throughout the West River community;
2. Mitigate waste and cost by reusing as much of the existing infrastructure in West River as possible, preserve the mature tree canopy which adds tremendous value to the neighborhood, and realign streets and infrastructure only to the extent this realignment maximize value, allow for an appropriate density of development, and provides access for all community residents to enjoy the Hillsborough River;
3. Improve links to high-quality educational facilities and ensure quality instruction within those facilities;
4. Promote a healthy community through physical health, safety, and recreation elements; and,
5. Enhance transit and economic linkages for residents to the primary regional employment centers of Downtown and the Westshore.

The mix of uses, residential typologies and phasing of development was developed in light of current physical conditions and constraints, a detailed market analysis (included as appendix) which measured demand for residential (rental and for-sale), office and retail, as well as a goal to provide an appropriate balance between affordable and market rate housing.

With the exception of the four existing schools - Blake High School, Stewart Middle Magnet School, Just Elementary and Dunbar Elementary - and certain elements of the MLK Center recreation facility including a community building and gymnasium, all other publically owned properties and right-of-ways were considered for redevelopment. Additionally, for the two privately owned multi-family properties in the neighborhood whose owners were consulted during the planning process, the plan addresses how these properties might be redeveloped at some point in the future at densities consistent with the overall plan.

PLANNING | GUIDING PRINCIPLES



MAP 2.1: PROPERTIES TO REMAIN

1. Just Elementary School
2. Stewart Middle Magnet School
3. Blake High School
4. MLK Center Gymnasium Building to remain
5. MLK Center Building to be relocated

# 3

PLANNING | VISION FOR HOUSING, PEOPLE AND NEIGHBORHOOD

Highlights of the West River Plan include:

- The plan is oriented to provide tree lined bike/ped buffers and linkages between the neighborhood and the River, between Just Elementary and Stewart Middle Schools and the residential to the north and south of the schools. This allows for redevelopment to occur in an orderly fashion despite the fact that the schools interrupt the street grid and provides a neighborhood amenity in the form of a liner tree lined bike/ped path maintaining a mature oak canopy which ties directly to the river linear park;
- The plan calls for a mix of housing typologies including townhomes oriented to a for-sale market, higher density rental with structured parking which maximizes views to the river and Downtown Tampa, midrise elderly developments, and mid scale multi-family residential along Main Street with surface parking to allow for lower costs of construction with modest rental rates;
- The plan adds a new riverfront drive and relocates the school fields to provide better access and organization of neighborhood elements. The new school fields will be tied to the elementary and middle schools through a architecturally designed pedestrian bridge.
- The plan includes the development of +/-117,000 square feet of commercial space to principally serve the neighborhood needs and +/-77,000 square feet of office space to take advantage of the strong visibility to I-275 and accommodate service providers and businesses in the area;
- A preserved and relocated MLK Center includes an expanded community facility, relocated and substantially enhanced pool, and improvements to the lovely gymnasium on the property;
- The plan provides both enhanced access to the river but at the same time is aimed at maintaining the natural character of the river's edge in many areas and the low scale/low key commercial/residential mix along the river in others; and
- All of the major streets have been planned with circulator transit service in mind tying the community to jobs and services and services and jobs back to residents. The circulator is planned as a rubber tire transit link which would tie the residents to the University of Tampa and to the broader HART network.

MAP 3.1: WEST RIVER | CHOICE NEIGHBORHOODS PLAN



# 4

PLANNING | INFRASTRUCTURE CONSIDERATIONS

While the revised West River plan has attempted to maximize the use of existing infrastructure, the nature of the street grid, age of infrastructure in the area, and objective to allow for higher densities of development than previously had been planned requires a significant investment in replacement, new or realigned streets and underground utilities. The following table illustrates the infrastructure improvements and the summary budget with the expected phasing of the infrastructure.

TABLE 4.1: ESTIMATED COSTS BY PHASE FOR INFRASTRUCTURE IMPROVEMENTS

Improvement	Total Cost	Phase 1	Phase 2	Phase 3
<i>Streets:</i>				
Spruce Street	\$2,081,692		\$2,081,692	
Pine Street	\$2,128,090	\$808,674		\$1,319,416
West River Boulevard	\$2,916,428	\$2,916,428		
New Street	\$2,193,120	\$1,206,216	\$986,904	
Other Street Rehabilitation	\$1,000,000			\$1,000,000
<b>Subtotal - Streets</b>	<b>\$10,319,329</b>	<b>\$4,931,318</b>	<b>\$3,068,596</b>	<b>\$2,319,416</b>
<i>Infrastructure:</i>				
Water Main Relocation				
Relocation 1 - NW 24" Relocation	\$412,484	\$412,484		
Relocation 2 - Pine 12"	\$219,863	\$219,863		
Relocation 3 & 4 - NW 24" 12" Installation	\$1,163,448	\$1,163,448		
Relocation 5 - 12" Chestnut/Rome	\$926,283		\$926,283	
Sanitary Sewer Main Relocation				
Relocation 1 - 8" along Main St	\$419,169		\$419,169	
Stormwater Relocation				
Relocation 1- NW 60" Relocation	\$1,245,530	\$1,245,530		
<b>Subtotal - Infrastructure</b>	<b>\$4,386,775</b>	<b>\$3,041,324</b>	<b>\$1,345,451</b>	<b>\$0</b>
<b>Grand Total</b>	<b>\$14,706,105</b>	<b>\$7,972,642</b>	<b>\$4,414,047</b>	<b>\$2,319,416</b>

Community facilities, greenspace and parks also serve as a major area of investment including a reconfigured MLK Center and a riverfront linear park and associated facilities among other smaller park areas. These recreation items and investment associated with these projects is highlighted in the table below.

TABLE 4.2: ESTIMATED COSTS BY PHASE FOR OPEN SPACE AND COMMUNITY IMPROVEMENTS

Improvement	Total Cost	Phase 1	Phase 2	Phase 3
<i>Open Space Features</i>				
Open Space Features	\$4,243,000	\$1,527,480		\$2,291,220
<b>Subtotal - Open Space Features</b>	<b>\$4,243,000</b>	<b>\$1,527,480</b>	<b>\$0</b>	<b>\$2,291,220</b>
<i>Community Improvement:</i>				
New Community Center	\$5,000,000	\$5,000,000		
25 Meter, 8 Lane Competition Lap Pool	\$1,500,000	\$1,500,000		
150' Pedestrian Bridge with Ramp	\$1,400,000	\$1,400,000		
River Walk & Rip Wrap	\$2,940,000			\$0
School Field Reconstruction	\$1,630,000	\$0		\$0
<b>Subtotal - Community Improvements</b>	<b>\$12,470,000</b>	<b>\$7,900,000</b>	<b>\$0</b>	<b>\$0</b>
<b>Grand Total</b>	<b>\$16,713,000</b>	<b>\$9,427,480</b>	<b>\$0</b>	<b>\$2,291,220</b>

Other major cost items which have not been accounted for in the plan, but have previously been sourced includes the cost of relocation of residents and demolition of the 820 units of public housing in West River and the relocation of the City's utility and wastewater yard.

# 5

There are several ways in which the costs associated with infrastructure and recreation space may be offset. These include:

- Utilizing proceeds from the sale of land for housing and commercial development;
- The availability of tax increment financing given the fact that West River is located within the West Tampa CRA district;
- Choice Neighborhoods funds should the City/THA apply and be successful at obtaining funding for certain site costs and community facilities; and,
- Philanthropic commitments for specific community facilities.

The following table provides a summary of the master plan capital costs and the potential sources of funding for each of the capital cost line items.

TABLE 5.1: CAPITAL COSTS AND POTENTIAL SOURCES OF FUNDING

Improvement	Total Cost	Land Sales Proceeds	City/CRA	Choice Grant	Philanthropic
<i>Streets:</i>					
Spruce Street	\$ 2,081,692	✓	✓	✓	
Pine Street	\$ 2,128,090	✓	✓		
West River Boulevard	\$ 2,916,428	✓	✓		
New Street	\$ 2,193,120	✓	✓		
Other Street Rehabilitation	\$ 1,000,000	✓	✓		
<i>Infrastructure:</i>					
Water Main Relocation					
Relocation 1 - NW 24" Relocation	\$ 412,484	✓	✓		
Relocation 2 - Pine 12"	\$ 219,863	✓	✓		
Relocation 3 & 4 - NW 24" 12" Installation	\$ 1,163,448	✓	✓		
Relocation 5 - 12" Chestnut/Rome	\$ 926,283	✓		✓	
Sanitary Sewer Main Relocation					
Relocation 1 - 8" along Main St	\$ 419,169	✓	✓	✓	
Stormwater Relocation					
Relocation 1- NW 60" Relocation	\$ 1,245,530	✓	✓		
<i>Open Space Features</i>					
Open Space Features	\$ 4,243,000	✓	✓		
<i>Community Improvement:</i>					
New Community Center	\$ 5,000,000			✓	✓
25 Meter, 8 Lane Competition Lap Pool	\$ 1,500,000		✓		✓
150' Pedestrian Bridge with Ramp	\$ 1,400,000				
River Walk & Rip Wrap	\$ 2,940,000		✓		
School Field Reconstruction	\$ 1,630,000	✓	✓	✓	

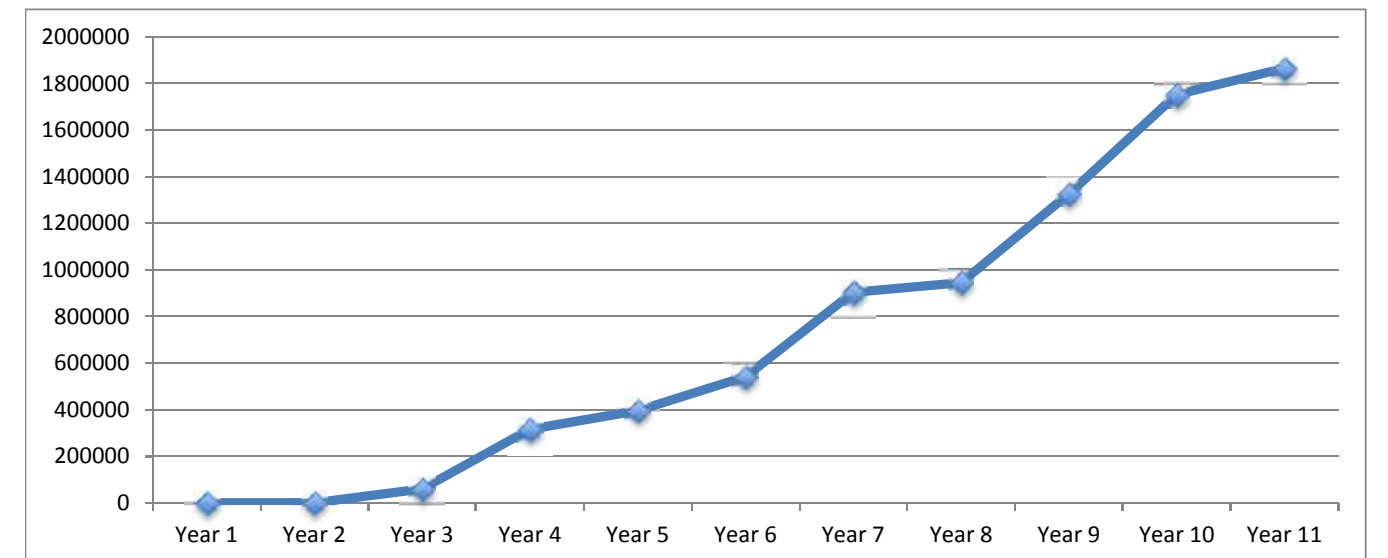
As it relates specifically to land sales proceeds, as part of the planning process a financial model was developed to estimate the revenue which would be derived from land sales and the timing of that revenue based upon a phasing program. The table below highlights the estimate of revenue to the City and THA specifically from the sale of land. Assuming that the land is sold only after land use and zoning has been amended, parcels have been re-plotted and common area infrastructure and community facilities are in place, we estimate total revenue from the sale to be in excess of \$44 million dollars.

TABLE 5.2: WEST RIVER LAND SALES PROCEEDS

Development	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Alfa	\$ -	\$ -	\$ -	\$ 3,394,938	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,394,938
Bravo	\$ 2,674,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,674,000
Charlie	\$ 3,450,750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,450,750
Delta	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,423,000	\$ -	\$ -	\$ 9,423,000
Foxtrot	\$ -	\$ -	\$ -	\$ 480,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 480,000
Golf	\$ -	\$ -	\$ -	\$ -	\$ 480,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 480,000
India	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 480,000	\$ -	\$ -	\$ 480,000
Juliet	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,688,000	\$ -	\$ -	\$ -	\$ 5,688,000
Kilo	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,101,020	\$ -	\$ -	\$ -	\$ 3,101,020
Mike	\$ -	\$ 4,911,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,911,500
November	\$ -	\$ -	\$ -	\$ -	\$ 5,695,200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,695,200
Oscar	\$ -	\$ -	\$ -	\$ 2,733,384	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,733,384
Papa	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000
Quebec	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,100,000	\$ -	\$ 1,100,000
<b>Gross Sales Proceeds</b>	<b>\$ 6,124,750</b>	<b>\$ 4,911,500</b>	<b>\$ -</b>	<b>\$ 6,608,321</b>	<b>\$ 6,175,200</b>	<b>\$ 1,000,000</b>	<b>\$ 8,789,020</b>	<b>\$ 9,903,000</b>	<b>\$ 1,100,000</b>	<b>\$ -</b>	<b>\$ 44,611,791</b>
<b>Cost of Sale @2.5%</b>	<b>\$ 153,119</b>	<b>\$ 122,788</b>	<b>\$ 0</b>	<b>\$ 165,208</b>	<b>\$ 154,380</b>	<b>\$ 25,000</b>	<b>\$ 219,726</b>	<b>\$ 247,575</b>	<b>\$ 27,500</b>	<b>\$ 0</b>	<b>\$ 1,115,295</b>
<b>Net Sales Proceeds</b>	<b>\$ 5,971,631</b>	<b>\$ 4,788,713</b>	<b>\$ -</b>	<b>\$ 6,443,113</b>	<b>\$ 6,020,820</b>	<b>\$ 975,000</b>	<b>\$ 8,569,295</b>	<b>\$ 9,655,425</b>	<b>\$ 1,072,500</b>	<b>\$ -</b>	<b>\$ 43,496,497</b>

The following table provides an estimate of incremental tax revenue from the West River development assuming that the average unit is assessed at \$87,000 per unit (2015 dollars), and commercial space at \$125 per square foot. We have utilized current City/County millage and the Interlocal Agreement splits to derive the incremental tax increment revenue which would result from development).

TABLE 5.3: CRA REVENUE ESTIMATES (YEAR 1 - 11)



# CONNECTING OUR NEIGHBORHOODS AND OUR RIVER FOR OUR FUTURE

THE TAMPA CENTER CITY PLAN  
INVISION TAMPA



## THE WEST RIVER PLANNING PROCESS

The Tampa Housing Authority (THA), City of Tampa and a broad representation of residents, business owners, community leaders and governmental agencies have long dreamed of a renewed West Tampa, including new mixed use / mixed income housing to replace the aged North Boulevard Homes and Mary Bethune Tower. The framework for such an undertaking was delineated through years of collaborative discussion, including community visioning with the Urban Land Institute, Rose Fellowship and the InVision Tampa Center City Plan. Today, the West River Redevelopment Master Plan outlines a hopeful and achievable future for the families, neighborhoods and local businesses that call historic West Tampa their home. It establishes not only a vision for the future, but also a development implementation framework, for current and new residents who will want to be part of a diverse and vital community of new opportunity and enhanced quality of life.

### ULI ADVISORY PANEL

In 2011, Mayor Bob Buckhorn commissioned a ULI Advisory Panel to facilitate a community discussion about downtown's evolution. The study was funded in part, through a HUD Sustainable Communities grant. The study focused on strategies to advance the direction of downtown as a true urban center, including strong neighborhoods, diverse economic activity and multi-modal transportation. The Panel also reviewed market opportunities and city regulatory processes and identified locations for 'Focus' for the next 5 years. Enhancements to the Hillsborough River experience and redevelopment of Tampa Housing Authority / North Blvd Homes properties were listed among the top priorities and opportunities.

### ULI ROSE FELLOWSHIP

Following the ULI Advisory Panel, Mayor Buckhorn and other members of Senior City Staff and Tampa Housing Authority participated in the 2013 Rose Fellowship. West Tampa, and specifically the area including the North Blvd Homes site and Julian B. Lane Park, were the focus for Tampa. The results of this work advanced the work of the Advisory Panel and identified key guiding ideas for new development, including the comprehensive redevelopment of North Blvd Homes with mixed use, mixed income development, enhanced access to the River and leveraged educational and cultural assets.

### INVISION TAMPA + COMMUNITY BASED PLANNING

Concurrent with the Rose Fellowship, and informed by the ULI Advisory Panel, the City utilized the balance of the HUD Sustainable Communities grant to conduct a comprehensive, inclusive community planning effort for the entire Center City. This work included detail community meetings and walking workshops in all of the 'close-in' neighborhoods, including West Tampa. The work focused on five key Building Blocks and ten 'Forward Moves' designed to advance and implement physical and non-physical opportunities for Tampa's Center City, including the historic neighborhoods, main streets, parks and institutional assets. West Tampa was identified as a leading opportunity for reinvestment. This work has been substantiated and elaborated upon by grassroots efforts, including the emergent West Tampa CDC, which is focused on broad matters of positive change and enhancement for the entire West Tampa region.

### THE WEST RIVER PLAN

The Tampa West River Planning Process was completed over nine months under the guidance of a multi-disciplinary team led by McCormack Baron Salazar (MBS) and Urban Strategies. The MBS team was selected by the THA as its partner to lead the redevelopment effort, physical design, technical analysis and human capital aspects of a comprehensive neighborhood transformation.

The THA/MBS project team conducted a highly inclusive dialogue with residents, neighbors and community leaders to identify needs, challenges and opportunities. The approach has been to engage the people of West Tampa and the broader civic community of Tampa in creating the right plan. One that repositions the approximate 44 acre THA North Boulevard Homes and Bethune Tower sites while embracing the surrounding neighborhood and providing sustainable long term community enhancement. This requires an active dialogue with residents and stakeholders within and around North Boulevard Homes, as well as other key partners such as the City of Tampa, Hillsborough County and the Hillsborough County School District, that can assist with integrating other publically held properties to achieve a plan that maximizes the potential of the area.

### ONGOING PLAN REFINEMENTS

The **Tampa West River Master Plan** dated December 2015 builds on the goals and objectives identified in the prior planning work of the McCormack Team while acknowledging that plans are intrinsically dynamic. During planning, design and implementation, community plans respond to ever-changing conditions, are constantly improved upon and build on important decisions made over time. In order to achieve the intended goals of the Master Plan, the original West River redevelopment master Plan should not be accepted as a proscriptive, limited document. Instead, the plan should evolve and improve over time and be undertaken with flexibility and adaptability in mind.

To this end, the latest adjustments and refinements to the Tampa West River Master Plan is driven by the desire and need to create more housing and a more urban environment and to find better locations for certain plan components including a new grocery store, new health services, a new expanded MLK community center with better facilities, improved physical and visual access to the riverfront and enhanced outdoor open space and park amenities for seniors, families and children. This Master Plan is the result of over five months of stakeholder and community planning and participation. Various City agencies, building owners, businesses, residents and a broad public drawn from the community have played an important advisory role in guiding the key ideas and directions of the Master Plan Refinements.

# COMMUNITY ENGAGEMENT

Over the course of the project, the master planning and redevelopment team has interacted with residents, stakeholders and public officials about the potential for West River. The approach has been to build upon the strong foundation of the ULI Advisory Panel, Rose Fellowship, InVision Tampa, and other grassroots community efforts – to identify the implementation strategy to realize the promise of the prior work. But the planning also starts anew, recognizing that this redevelopment plan is much more focused on meeting the specific needs of residents of North Blvd Homes and West Tampa community as well as the issues and opportunities presented by the site and the key property partners.



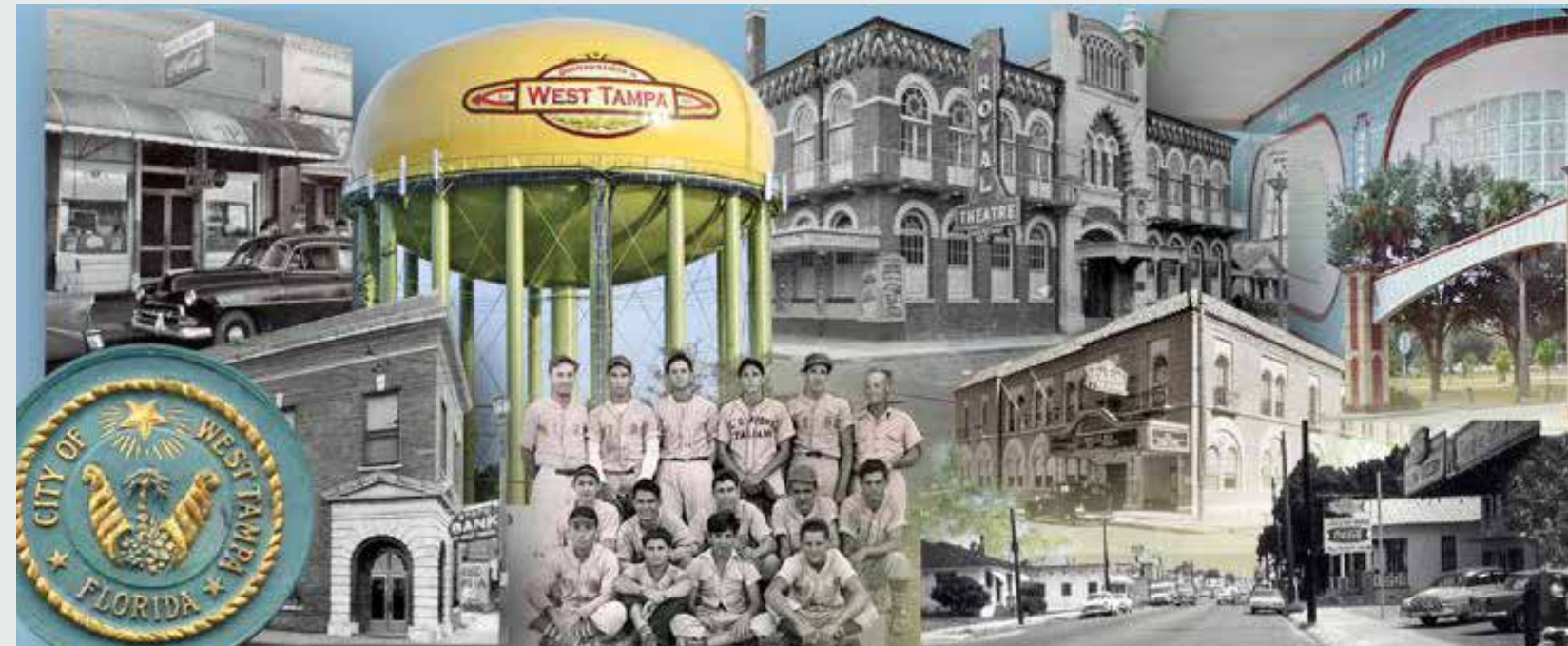
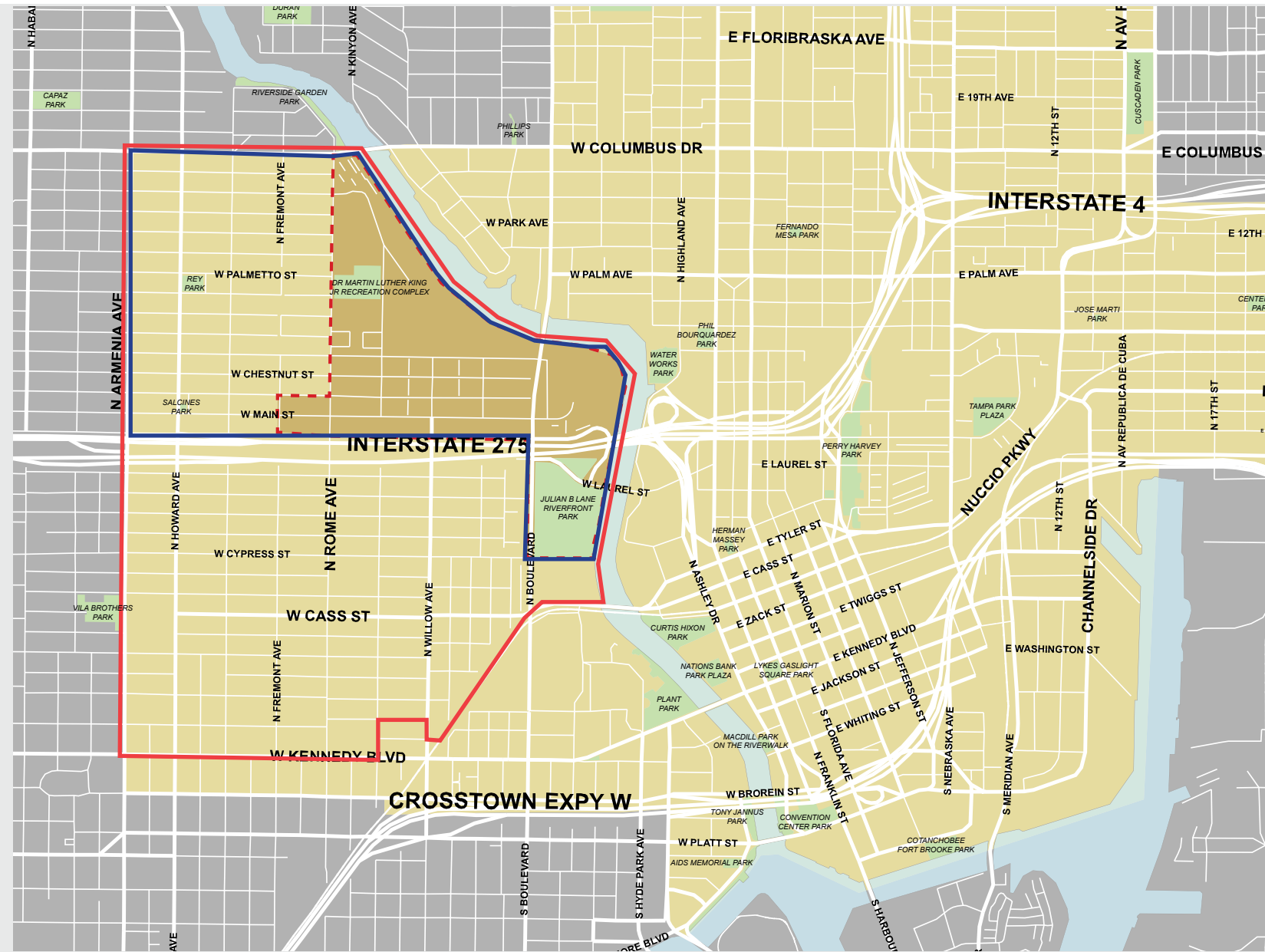
The City of Tampa is committed to the revitalization of its urban neighborhoods, including those adjacent to the Central Business District (CBD). These older neighborhoods represent an important part of historic Tampa, and all face unique challenges and barriers to successful redevelopment. The City has actively pursued the creation of Community Redevelopment Areas to facilitate this redevelopment, which allows for strategic investments to be made through the use of Tax Increment Financing (TIF).

The **West River Choice Neighborhoods Expanded** planning boundary area encompasses a portion of the **West Tampa Community Redevelopment Area (CRA)**. Created in 2014, the CRA covers approximately 964 acres of land located west of the Hillsborough River with approximate boundaries as indicated on the map running north along Columbus Avenue from the Hillsborough River, west to Armenia Avenue, then south to Kennedy Boulevard, and east to the Hillsborough River (omitting the property tax exempt parcels owned by Tampa General Hospital and the University of Tampa).

This area was identified as being physically, economically and aesthetically distressed. The purpose of the CRA Plan is to provide a strategy to eliminate conditions of blight found to exist within the Area, as identified in the Finding of Necessity for the West Tampa Community Redevelopment Area. The Tampa City Council reviewed the Finding of Necessity and determined that conditions of slum and/or blight, as defined by Chapter 163, Part II, Florida Statutes exist, and approved the creation of a CRA Plan on May 7, 2015. The CRA Plan has been prepared in compliance with Chapter 163, Part III Florida Statutes, including all applicable sections and supplements.

The West Tampa CRA has several assets that form the basis of a sound redevelopment strategy. These assets include:

- **West Tampa Commercial District** - The intersection of Main Street and Howard Avenue is the center of the historic West Tampa commercial district. West Tampa, founded in 1892, grew to become a vibrant community, centered on the cigar industry. Over time the cigar industry declined and the commercial district fell into disrepair. In recent years, there has been some new investment, but in general, the commercial district struggles. With targeted redevelopment efforts, however, the West Tampa historic commercial center could once again, become a vital economic, social and pedestrian center. Main Street, Howard Avenue and Armenia Avenue offer opportunities to link the center to adjacent neighborhoods.
- **Kennedy Boulevard Corridor** - Kennedy Boulevard is a major arterial linking the Westshore Business District with Downtown Tampa. For the past several years, the corridor has seen new urban infill development and is expected to continue to redevelop in the future.
- **West River Area Planned Redevelopment** - The Tampa Housing Authority has begun the process of relocating residents from North Boulevard Homes and Mary Bethune Towers in preparation of creating a mixed-income, mixed use community. The City of Tampa is in the process of relocating its Rome Avenue vehicle storage yard. An initial redevelopment concept was developed in January 2014. When complete, the current 820 public housing units will be replaced with more than 1,600 mixed housing types serving a range of family incomes, including workforce and affordable housing. This new community will provide new opportunities for affordable housing, employment and commercial development.
- **Parks, Recreation and Open Space** - Seven city parks and recreation areas are found in the area: Blake Trail, Salcines Park, Julian B. Lane Riverfront Park, Dr. Martin Luther King Jr. Recreation Center (& pool), Yellow Jackets Little League Fields, Rey Park and Fremont Linear Park. Of particular note is the 23-acre Julian B. Lane Riverfront Park which is currently being redesigned and updated as a major community waterfront park. Construction is planned to begin in FY 2016. The Boys and Girls Club of Tampa Bay







provides a range of services at Julian B. Lane Park, which will continue through the park’s redesign. The City also has plans to construct a trail, incorporating the Blake Trail into a larger river trail system, which ultimately will connect Bayshore Boulevard to Columbus Drive. The Jewish Community Center and Federation plans to construct a new Jewish Community Center at the Ft. Homer Hesterly Armory site near Howard Avenue and Cass Street, providing additional recreational opportunities for area residents. Opportunities for future parks and open space include the riverfront, the West Tampa commercial district and the area south of I-275 which currently lacks public open space within walking distance of many residential areas. Plans to redevelop the West River area would require relocation of the Little League fields, which may require acquisition or joint-partnerships with other entities.

- Hillsborough River** – The Hillsborough River is a valuable, natural asset that has been ignored for many years. Most of the publicly owned land is not available for general public use and access is limited. There are opportunities to reclaim the riverfront for community and public use by creating parks, recreation areas and a river trail that would extend from Columbus Drive to Bayshore Boulevard. Treating the Hillsborough River as a community amenity would enhance the livability and quality of life in many adjacent areas. Opening the riverfront in this manner will require coordination with the Hillsborough County School District in relocating their track and ball fields away from the river’s edge.
- Schools** - Five schools are located in the study area (Blake High School, Stewart Middle School, Just Elementary, Dunbar Elementary and Tampa Prep). Just outside the West Tampa CRA is the University of Tampa. There are opportunities to provide increased curricula and linkages with the community to provide a full range of childhood to adult education opportunities to serve residents. In the long term, there are also opportunities to create a new K-8 school and education campus in the West Tampa CRA.
- Community Facilities** - Hillsborough County operates a Neighborhood Service Center along Rome Avenue providing a range of programs offering housing, employment, financial, medical services to families in need. The County also operates the West Tampa Library along Howard Avenue in the West Tampa Commercial District. There is a need for more community services in the West Tampa CRA, especially as redevelopment occurs.
- Historic Resources** - Ten designated historic landmarks in the Area (Balbin Brothers Cigar Factory, Berriman-Morgan Cigar Factory, El Centro Espanol De West Tampa, Fort Homer Hesterly Armory, Metal Works-Dicus Building, Sicilian Club, West Tampa Public Library and three other structures) attest to the area’s heritage. These assets can provide an anchor for adaptive reuse, catalyst for redevelopment or through something as simple as lighting at night, an amenity for local residents.
- Ft. Homer Hesterly Armory** - The Jewish Community Center and Federation is renovating the Ft. Homer Hesterly Armory as a new community center. When renovations are complete in fall 2016, the new Jewish Community Center will include a gymnasium, fitness center, locker rooms, meeting rooms, a cafe, a public events center and art studio. This redevelopment creates an opportunity to create an anchor and activity center at Howard Avenue and Cass Streets.

MAP LEGEND:

- WEST RIVER REDEVELOPMENT AREA
- WEST TAMPA CRA
- INVISION TAMPA - CENTRAL CITY MASTER PLAN
- WEST RIVER CHOICE NEIGHBORHOODS TARGET AREA (McB Plan)

The **Finding of Necessity** for creating the West Tampa Community Redevelopment Area identified and documented persistent conditions in the West Tampa Area that are consistent with the definition of blight contained in the Florida Statutes. Government maintained demographic and economic statistics highlight a prevailing level of enduring economic distress. Low per capita income, high poverty rates, high unemployment rate, low educational attainment levels, lower median home values compared to the City are strong indicators of this distress. The distressed economic conditions combined with the deteriorated physical environment confirm the continued existence of blight. The following is a summary of findings supporting the declaration of blight for the CRA Boundary Area:

- a. Defective/inadequate Transportation Facilities**
  - Restricted access to the study area due to the Hillsborough River
  - 56% of the roads operate below LOS “D” standard
  - Overabundance of paved parking lots facing streets and a lack of paved parking to serve some businesses
  - 33% of roadways have a pavement condition index of “Failed”
  - 250 street lights below desire service levels
  - Large, unserved areas without a sidewalk
- b. Faulty Lot Layout**
  - 6.13% of the lots in do not meet minimum lot area requirements of the zoning code.
  - Presence of oversized blocks that limit connectivity, redevelopment and walkability.
- c. Unsanitary or Unsafe Conditions**
  - 61.9% of the area south of I-275 is without a sidewalk.
  - Below standard street lighting poses crime and safety risks.
  - 5.39% of all structures rated “Fair” or “Poor”, twice the city average of 2.16%.
  - 832 housing units at North Boulevard Homes and Mary Bethune Towers are being readied for demolition due to being outdated and beyond repair.
  - 0.117 traffic accidents per acre, higher than the city average of 0.080.
  - 9.3% of the study area within the 100 – Year Floodplain.
- d. Site Deterioration**
  - 0.967 code violations per structure, more than 10 times the city average of 0.093 violations per structure.
  - 0.258 code violations per capita, twice the city average of 0.114 violations per capita.
  - High incidence of chain link fences.
  - Presence of Boarded Structures (2).
  - 52.6% of the housing units were constructed before 1959.
  - 3.1% of the study area having known flooding problems. Several images documenting street and sidewalk flooding during severe rain events.
- e. Building Density Patterns**
  - Existing land use and zoning regulations do not support desired future plans for a portion of the study area.
  - High incidence of underutilized non-residential parcels, as existing developments uses only 64.2% of allowable entitlements.
- f. Crime Incidents**
  - 0.122 crimes per capita, 1.5 times higher than the city average.
  - 0.041 Part 1 crimes per capita, compared to 0.031 Part 1 city crime rate.
  - 0.081 Part 2 crimes per capita, compared to 0.048 Part 2 city crime rate.
- g. Fire / EMS Calls for Service**
  - 0.343 calls for service per capita, 1.5 times higher than the city calls for service
  - 0.036 calls for fire service per capita, compared to 0.024 fires per capita citywide.
  - 0.307 calls for EMS service per capita, compared to 0.186 EMS calls per capita citywide.
- h. Governmentally Owned Property with Adverse Environmental Conditions**
  - 6.9% of the government owned land in the study area has documented environmental conditions that need to be addressed.

WEST RIVER | CHOICE NEIGHBORHOODS PLAN



# WEST RIVER | CHOICE NEIGHBORHOODS PLAN

The City of Tampa's West River Master Plan is part of a comprehensive revitalization strategy aimed at transforming a neighborhood of concentrated poverty into a sustainable mixed-income community with long-term viability. Focused on building a strong and healthy, livable neighborhood in Tampa's Center City, the plan acknowledges the connection between housing, jobs, schools, retail, and other opportunities Tampa can offer to improve the life of its citizens. Through HUD's Choice Neighborhoods program, the City of Tampa, the Tampa Housing Authority (THA), and its many community stakeholders will implement a neighborhood plan that addresses the broader needs of the West Tampa community by attracting new investment into the neighborhood where the market has been previously absent. By creating the conditions necessary for public and private reinvestment, the West River Plan proposes to improve critical assets that are important to families' choices about their community, such as safety, good schools, commercial activity, and job opportunities.

Centered on the redevelopment of THA's North Boulevard Homes and Mary Bethune Tower public housing properties, the West River Plan builds on the prior ULI and InVision Tampa work, as well as the master plan completed over nine months under the guidance of a multi-disciplinary team led by McCormack Baron Salazar (MBS) and Urban Strategies with direct input by residents and stakeholders that participated in the planning process. The resulting West River Plan described in this document includes a series of plan refinements driven by:

1. **The desire and need to create more housing and a more connected urban riverfront environment, and**
2. **The desire and need to create better locations and siting for critical plan components.**

## PLAN FEATURES

The guiding objective for the planning of the West River community is to create a true mixed-income/mixed-use Center City district designed to support a diverse, multi-generational community: one that is seamlessly integrated into the adjacent West Tampa neighborhood area and that supports the greater development needs of the community and the City. It means reconnecting the neighborhood to services for daily needs and special needs. It means creating a highly connected, walkable place that is safe and livable for people of all ages. It means investing in education and skills development through enhanced schools and community assets. And it means reconnecting the community to the environmental beauty of the Hillsborough River which is the hallmark and centerpiece of the downtown Tampa community. This master plan builds community by building opportunities for people. As such, West River will ensure safe, secure places, with walkable, bikeable access to basic daily amenities such as strengthened schools, proximate parks and local retail services. Most importantly, this new riverfront community will be connected to the broader West Tampa area and to the Hillsborough River. All West Tampa and West River residents shall feel the presence of access to the water – to realize the benefits of living in a waterfront community.

## PROGRAM COMPONENTS

The West River Redevelopment Master Plan is focused on capitalizing on the assets of the site to create a community that will be a catalyst for positive change and opportunity for the entire West Tampa area. Designed to accomplish several objectives, the plan implements sustainable planning concepts embedded in the prior ULI and InVision Tampa work, such as connecting to the River and opening the broader community to new waterfront assets. Specifically, the plan includes several distinctive features and ideas:

- **River to Bay:** The extension of Willow Avenue, Spruce Street and Pine Street will create a direct linkage across the community from the Hillsborough River to Tampa Bay, connecting a variety of neighborhoods and local business and activity areas to waterfront investments such as the Riverwalk, Baywalk and new waterside activities and amenities.
- **Building An Education and Civic Campus:** The plan leverages key community partners including Hillsborough County, Hillsborough County Public Schools, St. Joseph's Hospital and City of Tampa to work together to provide improved facilities and even stronger community support for a truly integrated, innovative and enhanced health and education community platform to deliver the full spectrum of community services, including a new expanded community center and community programming at the existing relocated MLK center.
- **Anchoring Main Streets:** Nodal opportunities for commercial services are located at key intersections, such as Rome Ave and Main Street to both bolster and anchor the existing West Tampa historic retail and employment areas – assisting in their continued reinvestment and definition.
- **Livable Streets and Great Neighborhoods:** New mixed income, market rate standard housing is delivered in diverse typologies, including mixed use - connected by walkable, bikeable streets with access to great parks, schools, community retail and support services.

Once implemented, the redevelopment master plan will catalyze the surrounding West Tampa area with over 2100 new high quality residential units and associated community services and amenities. This will not only provide a greatly enhanced West River neighborhood, but extend value and opportunity to the adjacent West Tampa CRA and main street areas, and strongly link to the emergent revitalization activities taking place south of I-275 in North Hyde Park.

WEST RIVER | FUTURE BUILD OUT

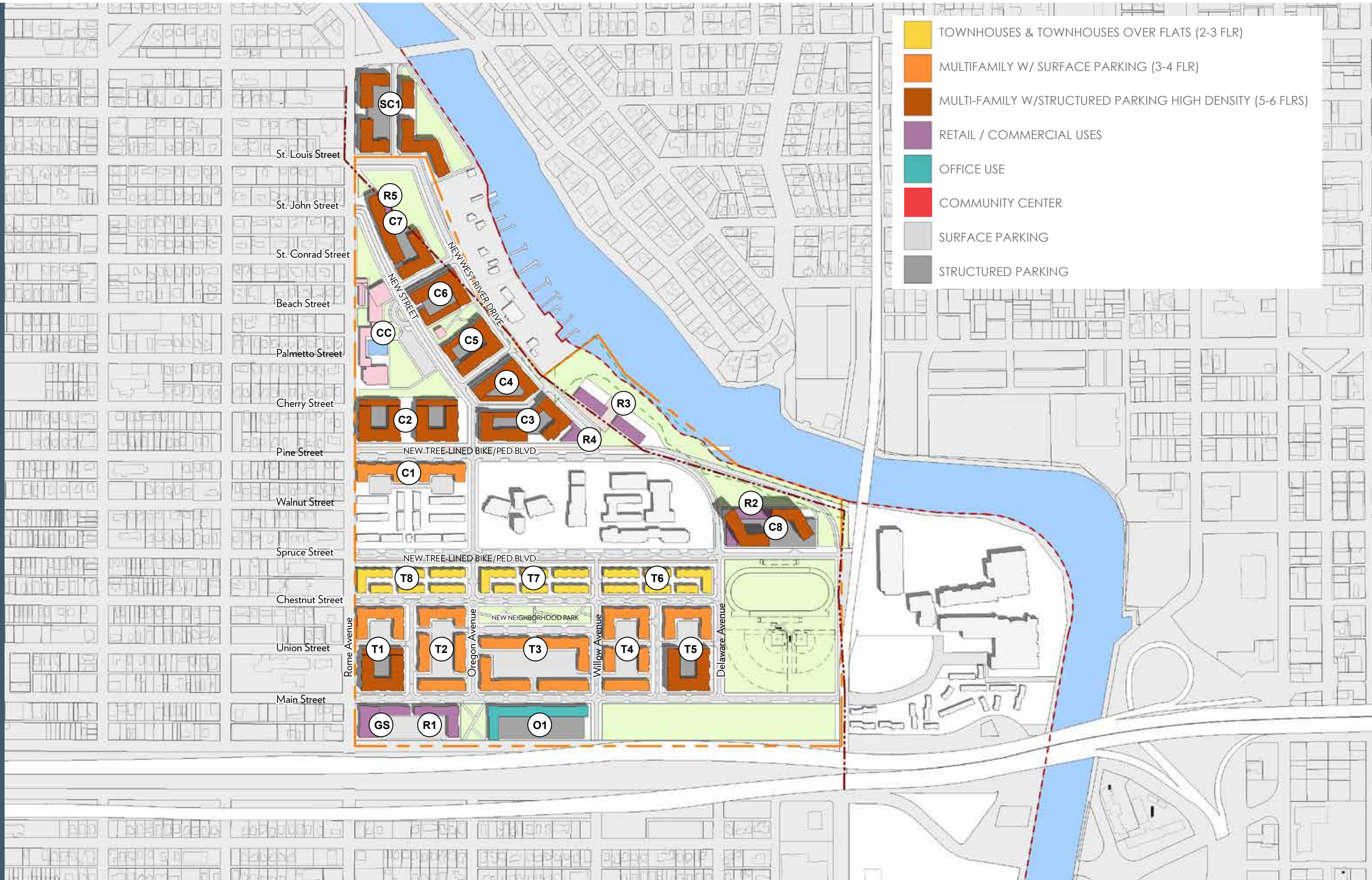


## WEST RIVER | FUTURE BUILD-OUT PLAN

The proposed restructuring of new and existing neighborhood blocks and streets within the West River Redevelopment Master Plan allows the flexibility to accommodate future development opportunities for community transformation. One of the most important opportunities would be to fundamentally reinvest in the reconfiguration / consolidation of the existing neighborhood schools layout and programming. This future build-out plan indicates a new pre-K through 8 school, located between Delaware and Willow Avenues, north of Main Street and across the street from the new relocated ballfields.

There are several opportunities that become available with this investment. The Just, Stewart and Blake facilities would be consolidated into a clear 'campus' environment that includes shared parking and joint use of shared facilities, including the new relocated ballfields. This configuration opens up the center of the redevelopment site for new residential development and thereby increases the pattern of residential living near the waterfront. Additionally, the opportunity to reinvest, and perhaps reposition the magnet function and availability of these schools to all of the West Tampa neighborhood children can create a much stronger degree of community ownership and identity for current and future residents. A pre-K thru 12 campus would be a transformational opportunity toward enhanced health and educational outcomes for West Tampa children. The new school could be positioned as either an elementary, middle, or pre-K thru 8 school, allowing for the potential renovation and repurposing of Stewart as a neighborhood elementary school, if desired.

WEST RIVER | PROPOSED DEVELOPMENT PROGRAM FOR CHOICE NEIGHBORHOODS PLAN



	BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR	
THA-OWNED	T1	130,905	3.01	MULTI-FAM	86,595	72	3	77	1.90	
				SENIOR	162,000	160	5			
	T2	130,905	3.01	MULTI-FAM	181,213	150	3	50	1.38	
	T3	190,147	4.37	MULTI-FAM	243,671	204	3	47	1.28	
	T4	127,254	2.92	MULTI-FAM	177,787	150	3	51	1.40	
	T5	130,905	3.01	MULTI-FAM	86,596	72	3	66	1.84	
				MULTI-FAM (HD)	154,640	127	5			
	T6	91,056	2.09	TOWNHOUSES	116,480	48	2	23	1.28	
	T7	93,212	2.14	TOWNHOUSES	116,480	48	2	22	1.25	
T8	92,216	2.12	TOWNHOUSES	116,480	48	2	23	1.26		
TOTAL T1 thru T8		986,600	22.65	Varies	1,441,942	1079	Varies*	48	1.46	
CITY/COUNTY - OWNED LAND	C1	92,216	2.12	MULTI-FAM	60,316	51	3	48	1.31	
				MULTI-FAM	60,316	51	3			
	C2	176,866	4.06	SENIOR	162,000	160	5	73	1.83	
				MULTI-FAM (HD)	162,000	135	5			
	C3	108,121	2.48	MULTI-FAM (HD)	162,325	137	5	55	1.50	
	C4	61,629	1.41	MULTI-FAM (HD)	120,296	98	5	69	1.95	
	C5	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80	
	C6	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80	
	C7	188,301	4.32	MULTI-FAM (HD)	215,040	179	5	41	1.14	
TOTAL C1 thru C7		792,373	18.19	Varies	1,239,255	1063	Varies*	58	1.56	
C8	131,708	3.02	TOWER -HD	193,083	160	5	53	1.47		
SC1	219,903	5.05	MULTI-FAM (HD)	311,939	260	5	52	1.42		
MIXED USE	R1	64,113	1.47	RETAIL	26,297					
	R2			RETAIL	26,821					
	R3	104,346	2.40	RETAIL	29,755					
	R4			RETAIL	8,387					
	R5			RETAIL	7,987					
	GS	64,113	1.47	GROCERY STORE	17,403					
	O1	128,225	2.94	OFFICE	77,175					
	CC	237,424	5.45	COMM CENTER	48,433					
TOTAL	BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR	
	TOTAL (All Blocks T and C)**		1,778,973	40.84	Varies	2,681,197	2,142	Varies	52	1.51
	ADD C8		1,910,681	43.86	Varies	2,874,280	2,302	Varies	52	1.50
ADD SC1		2,130,584	48.91	Varies	3,186,219	2,562	Varies	52	1.50	

\* Max 5 stories or 75' height  
 \*\* Does not include blocks/parcels C8 nor SC1

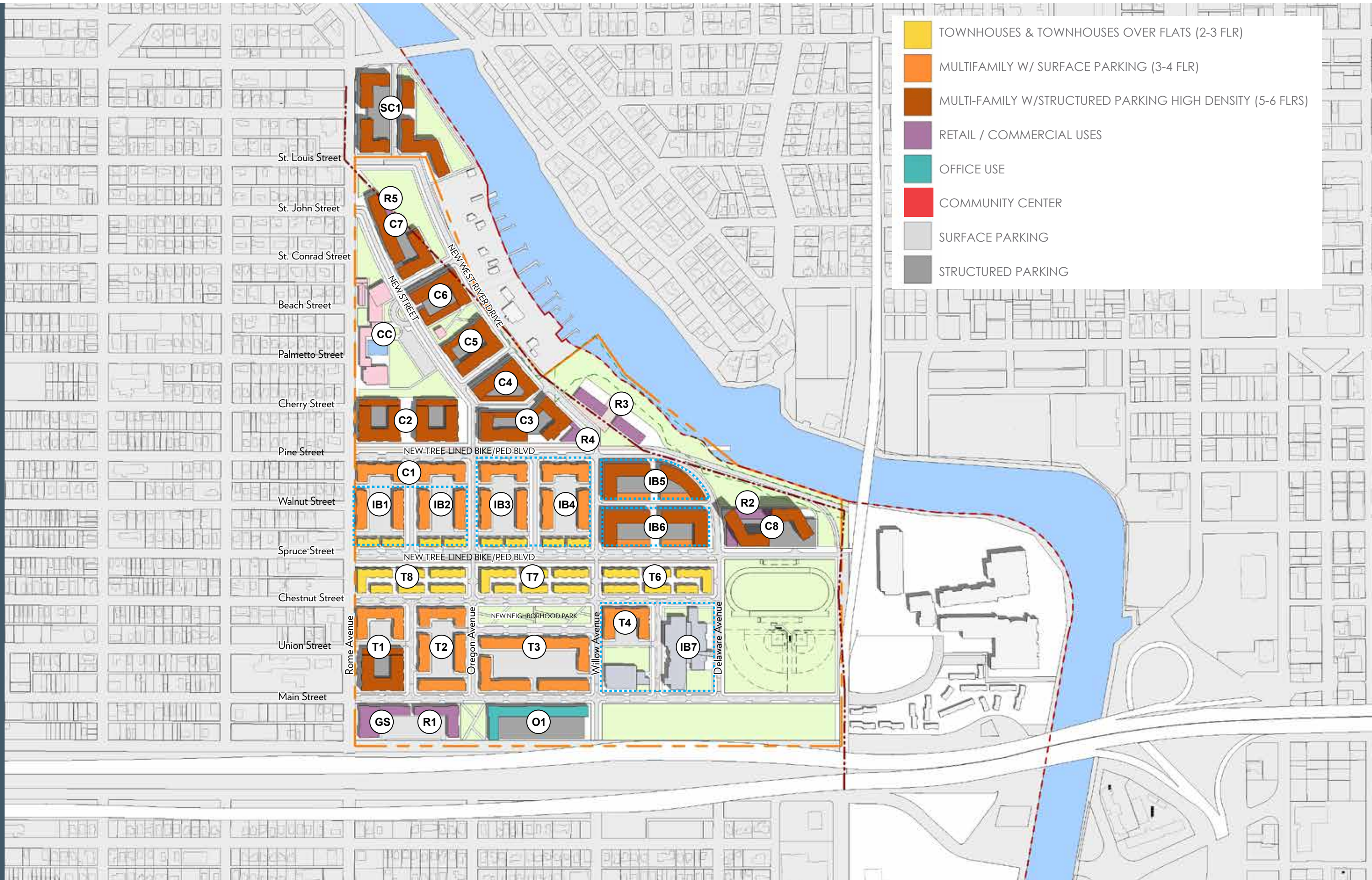
MULTI-FAM				750
MULTI-FAM (HD)				928
TOWNHOMES				144
SENIOR				320
TOTAL UNIT COUNT(1) =				2142
(1) Does not include parcels C8 nor SC1				

NOTE:

The Development Program for the West River Plan is based on the City of Tampa's permitted land use and zoning designations for the study area and identified development sites.

The West River Future Build-out Plan illustrates the full development of the study area, including the potential development of a mid-rise residential building labeled C8. During the process of plan refinements, this development site was identified by the consultant team as a potential higher density mixed-use development. The illustrations show what that development opportunity might look like. However, this is not reflective of the approved plan or intended final outcome as this development would require a plan amendment or rezoning for approval. The renderings included in this document are for illustrative purposes only and show the development scale and height as potential at build-out, should the City/THA wish to pursue this opportunity in the future.

WEST RIVER | PROPOSED DEVELOPMENT PROGRAM (FUTURE BUILD-OUT PLAN)



- TOWNHOUSES & TOWNHOUSES OVER FLATS (2-3 FLR)
- MULTIFAMILY W/ SURFACE PARKING (3-4 FLR)
- MULTI-FAMILY W/STRUCTURED PARKING HIGH DENSITY (5-6 FLRS)
- RETAIL / COMMERCIAL USES
- OFFICE USE
- COMMUNITY CENTER
- SURFACE PARKING
- STRUCTURED PARKING



	BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR
	THA-OWNED	T1	130,905	3.01	MULTI-FAM	86,595	72	3	77
				SENIOR	162,000	160	5		
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T3		190,147	4.37	MULTI-FAM	243,671	204	3	47	1.28
T4 (a)		57,145	1.31	MULTI-FAM	85,202	72	3	55	1.49
T5		130,905	3.01	MULTI-FAM	86,596	72	3	66	1.84
				MULTI-FAM (HD)	154,640	127	5		
T6		91,056	2.09	TOWNHOUSES	116,480	48	2	23	1.28
T7		93,212	2.14	TOWNHOUSES	116,480	48	2	22	1.25
T8	92,216	2.12	TOWNHOUSES	116,480	48	2	23	1.26	
T1-T8	916,491	21.04	Varies	1,349,357	1001	Varies*	48	1.47	
CITY/COUNTY - OWNED LAND	C1	92,216	2.12	MULTI-FAM	60,316	51	3	48	1.31
				MULTI-FAM	60,316	51	3		
	C2	176,866	4.06	SENIOR	162,000	160	5	73	1.83
				MULTI-FAM (HD)	162,000	135	5		
	C3	108,121	2.48	MULTI-FAM (HD)	162,325	137	5	55	1.50
	C4	61,629	1.41	MULTI-FAM (HD)	120,296	98	5	69	1.95
	C5	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80
	C6	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80
	C7	188,301	4.32	MULTI-FAM (HD)	215,040	179	5	41	1.14
TOTAL C1 thru C7	792,373	18.19	Varies	1,239,255	1063	Varies*	58	1.56	
C8	131,708	3.02	TOWER -HD	193,083	160	5	53	1.47	
SC1	219,903	5.05	MULTI-FAM (HD)	311,939	260	5	52	1.42	
IDEAL BUILD OUT	IB1	85,628	1.97	MULTI-FAM & TH	105,011	78	3	40	1.23
	IB2	85,628	1.97	MULTI-FAM & TH	105,011	78	3	40	1.23
	IB3	131,371	3.02	MULTI-FAM & TH	165,327	129	3	43	1.26
	IB4	131,371	3.02	MULTI-FAM & TH	165,327	129	3	43	1.26
	IB5	108,416	2.49	MULTI-FAM (HD)	197,614	163	5	65	1.82
	IB6	130,206	2.99	MULTI-FAM (HD)	255,350	212	5	71	1.96
	TOTAL IB1 thru IB6	672,620	15.44	Varies	993,640	789	Varies*	51	1.48
MIXED USE	R1	64,113		RETAIL	26,297				
	R2			RETAIL	26,821				
	R3	104,346	2.40	RETAIL	29,755				
	R4			RETAIL	8,387				
	R5			RETAIL	7,987				
	GS	64,113	1.47	GROCERY STORE	17,403				
	O1	128,225	2.94	OFFICE	77,175				
	CC	237,424	5.45	COMM CENTER	48,433				
IB7	201,014	4.61	NEW PRE-K THRU SCHOOL	190,663		3 MAX			
TOTAL	TOTAL (All Blocks T and C)**	1,708,864	39.23	Varies	2,588,612	2,064	Varies*	53	1.51
	ADD C8	1,840,572	42.25	Varies	2,781,695	2,224		53	1.51
	ADD SC1	2,060,475	47.30	Varies	3,093,634	2,484		53	1.50
	ADD IB1 and IB2	2,231,731	51.23	Varies	3,303,656	2,640		52	1.48

NOTE:

The Development Program for the West River Plan is based on the City of Tampa’s permitted land use and zoning designations for the study area and identified development sites.

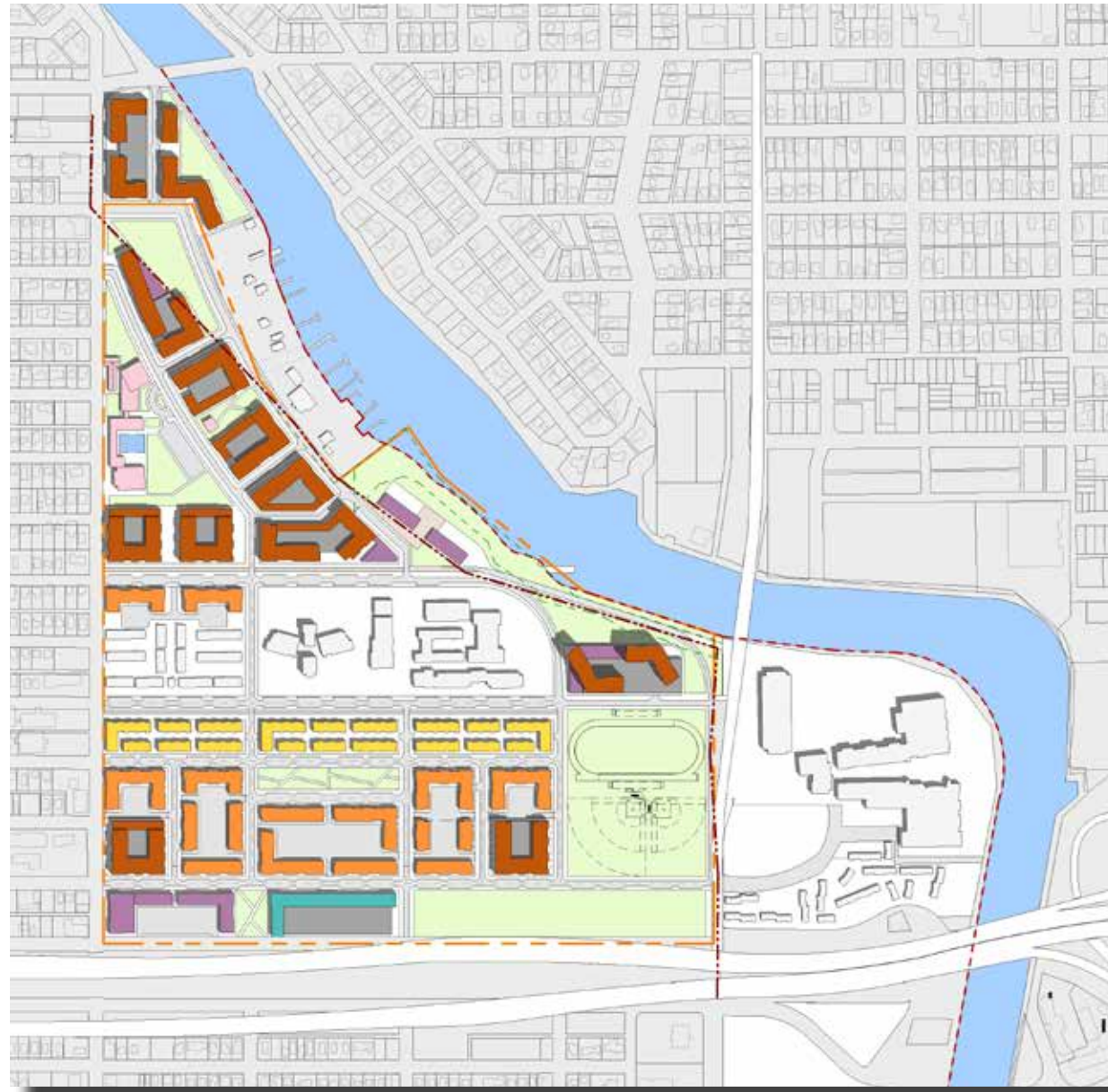
The West River Future Build-out Plan illustrates the full development of the study area, including the potential development of a mid-rise residential building labeled C8. During the process of plan refinements, this development site was identified by the consultant team as a potential higher density mixed-use development. The illustrations show what that development opportunity might look like. However, this is not reflective of the approved plan or intended final outcome as this development would require a plan amendment or rezoning for approval. The renderings included in this document are for illustrative purposes only and show the development scale and height as potential at build-out, should the City/THA wish to pursue this opportunity in the future.

\* Max 5 stories or 75' height

\*\* Does not include blocks/parcels C8 nor SC1

(a) Portion of T4 Block allocated for new school development

WEST RIVER | PROPOSED DEVELOPMENT PROGRAM FOR CHOICE NEIGHBORHOODS PLAN



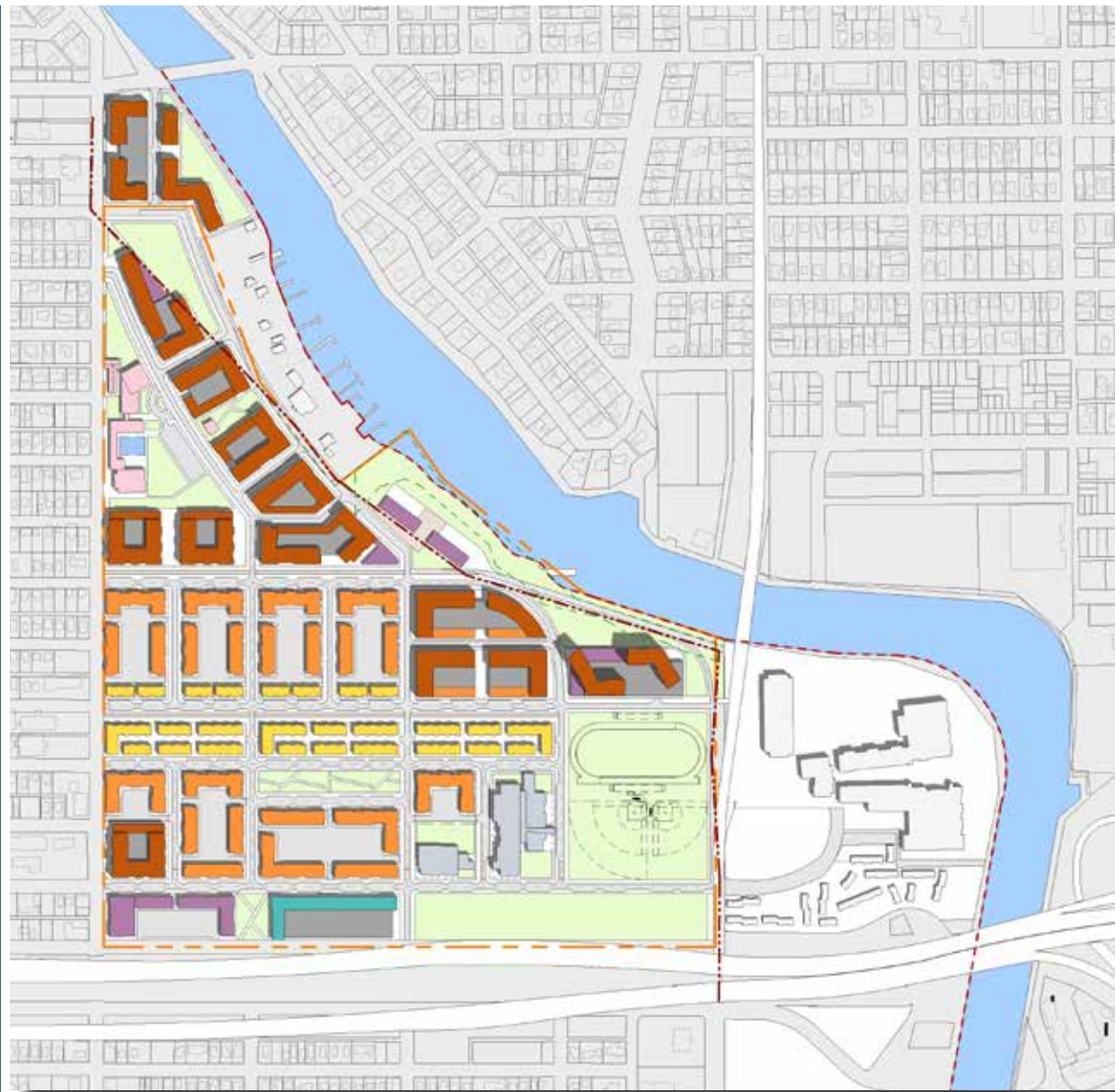
REF	A	B	C	D	E	F	G	H	I	
	BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR	
THA-OWNED	T1	130,905	3.01	MULTI-FAM	86,595	72	3	77	1.90	
				SENIOR	162,000	160	5			
	T2	130,905	3.01	MULTI-FAM	181,213	150	3	50	1.38	
	T3	190,147	4.37	MULTI-FAM	243,671	204	3	47	1.28	
	T4	127,254	2.92	MULTI-FAM	177,787	150	3	51	1.40	
	T5	130,905	3.01	MULTI-FAM	86,596	72	3	66	1.84	
				MULTI-FAM (HD)	154,640	127	5			
	T6	91,056	2.09	TOWNHOUSES	116,480	48	2	23	1.28	
	T7	93,212	2.14	TOWNHOUSES	116,480	48	2	22	1.25	
T8	92,216	2.12	TOWNHOUSES	116,480	48	2	23	1.26		
TOTAL T1 thru T8		986,600	22.65	Varies	1,441,942	1079	Varies*	48	1.46	
CITY/COUNTY - OWNED LAND	C1	92,216	2.12	MULTI-FAM	60,316	51	3	48	1.31	
				MULTI-FAM	60,316	51	3			
	C2	176,866	4.06	SENIOR	162,000	160	5	73	1.83	
				MULTI-FAM (HD)	162,000	135	5			
	C3	108,121	2.48	MULTI-FAM (HD)	162,325	137	5	55	1.50	
	C4	61,629	1.41	MULTI-FAM (HD)	120,296	98	5	69	1.95	
	C5	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80	
	C6	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80	
	C7	188,301	4.32	MULTI-FAM (HD)	215,040	179	5	41	1.14	
TOTAL C1 thru C7		792,373	18.19	Varies	1,239,255	1063	Varies*	58	1.56	
C8	131,708	3.02	TOWER -HD	193,083	160	5	53	1.47		
SC1	219,903	5.05	MULTI-FAM (HD)	311,939	260	5	52	1.42		
MIXED USE	R1	64,113	1.47	RETAIL	26,297					
	R2			RETAIL	26,821					
	R3	104,346	2.40	RETAIL	29,755					
	R4			RETAIL	8,387					
	R5			RETAIL	7,987					
	GS	64,113	1.47	GROCERY STORE	17,403					
	O1	128,225	2.94	OFFICE	77,175					
	CC	237,424	5.45	COMM CENTER	48,433					
TOTAL	BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR	
	TOTAL (All Blocks T and C)**		1,778,973	40.84	Varies	2,681,197	2,142	Varies	52	1.51
	ADD C8		1,910,681	43.86	Varies	2,874,280	2,302	Varies	52	1.50
ADD SC1		2,130,584	48.91	Varies	3,186,219	2,562	Varies	52	1.50	

\* Max 5 stories or 75' height

\*\* Does not include blocks/parcels C8 nor SC1

MULTI-FAM				750
MULTI-FAM (HD)				928
TOWNHOMES				144
SENIOR				320
TOTAL UNIT COUNT(1) =				2142
(1) Does not include parcels C8 nor SC1				

WEST RIVER | PROPOSED DEVELOPMENT PROGRAM (FUTURE BUILD-OUT PLAN)



BLOCK #	LAND AREA (SF)	LAND AREA (AC)	BUILDING TYPE	GROSS AREA (GSF)	UNIT COUNT	# OF STORIES	DENSITY (DU/ACRE)	FAR	
T1	130,905	3.01	MULTI-FAM	86,595	72	3	77	1.90	
			SENIOR	162,000	160	5			
T2	130,905	3.01	MULTI-FAM	181,213	150	3	50	1.38	
T3	190,147	4.37	MULTI-FAM	243,671	204	3	47	1.28	
T4 (a)	57,145	1.31	MULTI-FAM	85,202	72	3	55	1.49	
T5	130,905	3.01	MULTI-FAM	86,596	72	3	66	1.84	
			MULTI-FAM (HD)	154,640	127	5			
T6	91,056	2.09	TOWNHOUSES	116,480	48	2	23	1.28	
T7	93,212	2.14	TOWNHOUSES	116,480	48	2	22	1.25	
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			MULTI-FAM	60,316	51	3			
C2	176,866	4.06	SENIOR	162,000	160	5	73	1.83	
			MULTI-FAM (HD)	162,000	135	5			
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C5	82,620	1.90	MULTI-FAM (HD)	148,481	126	5	66	1.80	
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			MULTI-FAM & TH	105,011	78	3			
IB2	85,628	1.97	MULTI-FAM & TH	105,011	78	3	40	1.23	
IB3	131,371	3.02	MULTI-FAM & TH	165,327	129	3	43	1.26	
IB4	131,371	3.02	MULTI-FAM & TH	165,327	129	3	43	1.26	
IB5	108,416	2.49	MULTI-FAM (HD)	197,614	163	5	65	1.82	
IB6	130,206	2.99	MULTI-FAM (HD)	255,350	212	5	71	1.96	
TOTAL IB1 thru IB6	672,620	15.44	Varies	993,640	789	Varies*	51	1.48	
MIXED USE	R1	64,113		RETAIL	26,297				
	R2			RETAIL	26,821				
	R3	104,346	2.40	RETAIL	29,755				
	R4			RETAIL	8,387				
	R5			RETAIL	7,987				
	GS	64,113	1.47	GROCERY STORE	17,403				
	O1	128,225	2.94	OFFICE	77,175				
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TOTAL	TOTAL (All Blocks T and C)**	1,708,864	39.23	Varies	2,588,612	2,064	Varies*	53	1.51
	ADD C8	1,840,572	42.25	Varies	2,781,695	2,224		53	1.51
	ADD SC1	2,060,475	47.30	Varies	3,093,634	2,484		53	1.50
	ADD IB1 and IB2	2,231,731	51.23	Varies	3,303,656	2,640		52	1.48

\* Max 5 stories or 75' height

\*\* Does not include blocks/parcels C8 nor SC1

(a) Portion of T4 Block allocated for new school development





# **WEST RIVER PLAN**

SECTIONS 1 THRU 5 | TAMPA, FLORIDA



# 1

## COMMUNITY CONTEXT





## THE WEST RIVER PLANNING PROCESS

The Tampa Housing Authority (THA), City of Tampa and a broad representation of residents, business owners, community leaders and governmental agencies have long dreamed of a renewed West Tampa, including new mixed use / mixed income housing to replace the aged North Boulevard Homes and Mary Bethune Tower. The framework for such an undertaking was delineated through years of collaborative discussion, including community visioning with the Urban Land Institute, Rose Fellowship and the InVision Tampa Center City Plan. Today, the West River Redevelopment Master Plan outlines a hopeful and achievable future for the families, neighborhoods and local businesses that call historic West Tampa their home. It establishes not only a vision for the future, but also a development implementation framework, for current and new residents who will want to be part of a diverse and vital community of new opportunity and enhanced quality of life.

### ULI ADVISORY PANEL

In 2011, Mayor Bob Buckhorn commissioned a ULI Advisory Panel to facilitate a community discussion about downtown's evolution. The study was funded in part, through a HUD Sustainable Communities grant. The study focused on strategies to advance the direction of downtown as a true urban center, including strong neighborhoods, diverse economic activity and multi-modal transportation. The Panel also reviewed market opportunities and city regulatory processes and identified locations for 'Focus' for the next 5 years. Enhancements to the Hillsborough River experience and redevelopment of Tampa Housing Authority / North Blvd Homes properties were listed among the top priorities and opportunities.

### ULI ROSE FELLOWSHIP

Following the ULI Advisory Panel, Mayor Buckhorn and other members of Senior City Staff and Tampa Housing Authority participated in the 2013 Rose Fellowship. West Tampa, and specifically the area including the North Blvd Homes site and Julian B. Lane Park, were the focus for Tampa. The results of this work advanced the work of the Advisory Panel and identified key guiding ideas for new development, including the comprehensive redevelopment of North Blvd Homes with mixed use, mixed income development, enhanced access to the River and leveraged educational and cultural assets.

### INVISION TAMPA + COMMUNITY BASED PLANNING

Concurrent with the Rose Fellowship, and informed by the ULI Advisory Panel, the City utilized the balance of the HUD Sustainable Communities grant to conduct a comprehensive, inclusive community planning effort for the entire Center City. This work included detail community meetings and walking workshops in all of the 'close-in' neighborhoods, including West Tampa. The work focused on five key Building Blocks and ten 'Forward Moves' designed to advance and implement physical and non-physical opportunities for Tampa's Center City, including the historic neighborhoods, main streets, parks and institutional assets. West Tampa was identified as a leading opportunity for reinvestment. This work has been substantiated and elaborated upon by grassroots efforts, including the emergent West Tampa CDC, which is focused on broad matters of positive change and enhancement for the entire West Tampa region.

### THE WEST RIVER PLAN

The Tampa West River Planning Process was completed over nine months under the guidance of a multi-disciplinary team led by McCormack Baron Salazar (MBS) and Urban Strategies. The MBS team was selected by the THA as its partner to lead the redevelopment effort, physical design, technical analysis and human capital aspects of a comprehensive neighborhood transformation.

The THA/MBS project team conducted a highly inclusive dialogue with residents, neighbors and community leaders to identify needs, challenges and opportunities. The approach has been to engage the people of West Tampa and the broader civic community of Tampa in creating the right plan. One that repositions the 44 acre THA North Boulevard Homes and Bethune Tower sites while embracing the surrounding neighborhood and providing sustainable long term community enhancement. This requires an active dialogue with residents and stakeholders within and around North Boulevard Homes, as well as other key partners such as the City of Tampa, Hillsborough County and the Hillsborough County School District, that can assist with integrating other publically held properties to achieve a plan that maximizes the potential of the area.

### ONGOING PLAN REFINEMENTS

The **Tampa West River Master Plan** builds on the goals and objectives identified in the prior planning work while acknowledging that plans are intrinsically dynamic. During planning, design and implementation, community plans respond to ever-changing conditions, are constantly improved upon and build on important decisions made over time. In order to achieve the intended goals of the Master Plan, the original West River redevelopment master Plan should not be accepted as a proscriptive, limited document. Instead, the plan should evolve and improve over time and be undertaken with flexibility and adaptability in mind.

To this end, the latest adjustments and refinements to the Tampa West River Master Plan is driven by the desire and need to create more housing and a more urban environment and to find better locations for certain plan components including a new grocery store, new health services, a new expanded MLK community center with better facilities, improved physical and visual access to the riverfront and enhanced outdoor open space and park amenities for seniors, families and children. This Master Plan is the result of over five months of stakeholder and community planning and participation. Various City agencies, building owners, businesses, residents and a broad public drawn from the community have played an important advisory role in guiding the key ideas and directions of the Master Plan Refinements.

# COMMUNITY ENGAGEMENT

Over the course of the project, the master planning and redevelopment team has interacted with residents, stakeholders and public officials about the potential for West River. The approach has been to build upon the strong foundation of the ULI Advisory Panel, Rose Fellowship, InVision Tampa, and other grassroots community efforts – to identify the implementation strategy to realize the promise of the prior work. But the planning also starts anew, recognizing that this redevelopment plan is much more focused on meeting the specific needs of residents of North Blvd Homes and West Tampa community as well as the issues and opportunities presented by the site and the key property partners.





## EXISTING ASSETS AND SITE CONTEXT

One of the broad outcomes of all the Visioning work has been strong community recognition that 'downtown' includes the areas on each side of the Hillsborough River. The Community has embraced West Tampa and North Hyde Park in particular as areas of opportunity given their proximity to so many assets and activities. Cultural, Educational, Open Space and Main Streets are all accessible within a 1 mile walk. Within 2 miles, one can access the entirety of downtown, St. Joseph's Hospital, Tampa General Hospital (TGH), University of Tampa, Channelside, Encore and the historic Ybor City and Hyde Park areas. Tampa International Airport and University of South Florida are within 3 miles. West River is an ideally located downtown neighborhood.

### NEIGHBORHOODS CHARACTER

Tampa's close in neighborhoods are highly diverse, with many originally developed as 'working communities' centered around proximate industry. As a result, the area is built upon a strong framework of connected urban streets and vernacular housing. However, much of the housing is aged beyond its lifespan. Because of past decades of disinvestment, many of these areas are distressed, socially and physically. However, there are emergent examples of rehabilitation and infill redevelopment as a broader population is interested in locating in a place proximate to the general downtown community assets. Tampa is also working to reinvest and reposition its disinvested downtown neighborhoods and aged public housing facilities, including 'Encore' - a comprehensive mixed use / mixed income redevelopment of the prior Central Park Village.

### MAIN STREETS AND COMMUNITY SERVICES

The Neighborhoods are organized around key historic Main Streets and Industrial areas as centers for services and employment. Key nearby commercial streets include Howard Avenue and Main Street, as well as portions of Willow and Rome Avenues south of I-275. As with the historic general disinvestment in downtown, these areas have declined commensurate with the reduced purchasing power of the adjacent neighborhoods. However, as with the neighborhoods, they have great character in the form of their urban pattern of highly detailed historic architectural facades. Today, many of these areas are experiencing incremental reinvestment providing limited community services for the diversifying neighborhoods. Many of the older industrial spaces are being retrofitted to include new 'loft' style space for start-up businesses, home renovation supply shopping and light industrial services.

### WATER AND RIVERWALK

An enhanced waterfront experience has been a major focus for Downtown Tampa for the last decade. The development of the Tampa Riverwalk has been a longtime effort on the east side of the River, and the recent award of a TIGER grant will allow this amenity to extend north to Tampa Heights. Former industrial sites such as the 'trolley barn' and Water Works buildings in Tampa Heights are being renovated to include retail, cultural and new restaurant facilities. The development of Curtis Hixon Park as a high quality public event space, overlooking the Riverwalk and University of Tampa has repositioned downtown as a 'place to be'. Today, the community is focused on completing the 'east bank' Riverwalk, and developing a complimentary west Riverwalk that can be connected to unify both sides of the Hillsborough River.



## LOCATION AND FEATURES

The original West River planning area covers an approximate 150 acre area and is generally bounded by Interstate 275, Rome Avenue and the Hillsborough River. The 150 acres is largely defined by properties that are in some form of public ownership. The Hillsborough County School District operates 4 public schools, including Blake High (magnet), Stewart Middle (Magnet), Just Elementary and Dunbar Elementary (Magnet). Together with the nearby Tampa Preparatory School and proximate University of Tampa, this forms a substantial educational corridor accessible from the site. In addition, the City owns a number of properties in the area.

Park facilities include the Martin Luther King Jr community center and park (which houses a County Services center), the 23 acre Julian B Lane Park (including the Steinbrenner Boys and Girls Club) and the Yellow Jackets Little League baseball complex. The City also operates a 12 acre solid waste maintenance yard which is a candidate for relocation and inclusion in the plan. Finally, there are important adjacent private property uses. Rick's on the River is a well known community 'hub' for informal dining on the waterfront, as well as boating and water access.

Nearby single family and multifamily housing back up to the River near Columbus Drive. The neighborhoods west of Rome Avenue are fragile, with some streets being more stable than others in terms of property ownership and investment. North of Columbus and across the River, the single family residential neighborhoods are more affluent and stable. Adjacent to the North Blvd Bridge is the Cruis-a-cade boating club, a small, privately owned facility. And the larger Tampa Heights redevelopment site (and a planned small marina and restaurant) is farther downriver east of North Blvd. As defined in the ULI, Rose and InVision Work, the Community sees this area as a significant opportunity to rebuild community, reconnect the community the River and develop new partnerships between the public entities regarding the use and disposition key properties and services as they support the large West Tampa region.

## THE TAMPA HOUSING AUTHORITY PROPERTIES

Within the site study area, the THA operates North Boulevard Homes and Mary Bethune Tower on approximately 44 acres of property. Built as early as 1941, this public housing site is comprised of the Mary Bethune high rise (150 unit senior housing) and the 671 unit North Boulevard Homes community. These properties are considered to be obsolete and no longer demonstrate long term physical or social viability as decent, safe affordable housing. Issues include inadequate parking, inadequate electrical, environmental constraints such as lead paint and asbestos, disability access, size and condition of units, exterior corridors, structural condition, energy inefficiency, utility and air conditioning fixtures.

The interface between North Blvd Homes, Mary Bethune Tower and the surrounding community is highly fractured. Children that do not qualify for magnet programs travel out of the area for middle school. Fenced properties and non-residential land uses separate the community from valuable assets such as the Hillsborough River. High speed roads and discontinuous local streets make access to community services, retail and community centers difficult to navigate, particularly for seniors and children, and the design character of the North Boulevard Homes and Mary Bethune Towers buildings project a stigma of poverty which fuels disinvestment and stigmatization.

The West River site is a diverse place. Historic streets, parks, schools and proximity to downtown are assets. But the public housing has become obsolete and nearby disinvestment has created an environment that requires a new commitment to urban husbandry and renewed sense of place. The promise of Downtown, West Tampa, the River and incremental reinvestment signal an opportunity for enhanced quality of life and community services.

## PROPERTY OWNERSHIP PATTERNS

At just over 212 acres (including all the roadway / rights of way) and with a mile and a half of river frontage, the West River redevelopment area represents an important part of Tampa's past and future. The site is located immediately northwest of Downtown Tampa, adjacent to the Hillsborough River. The North Hyde Park neighborhood lies just south across I-275, and the Old West Tampa and Macfarlane Park neighborhoods lie to the west. The Tampa Heights redevelopment site, 7th Avenue (leading to Ybor City) and Waterworks Park represent the potential for a future Riverfront community, with places to live, learn, play and shop on both sides of the Hillsborough River. Though the site used to be a single-family residential neighborhood like the surrounding neighborhoods, it has undergone significant changes through the years. Over time, the ownership pattern within the study area has come to be dominated by large institutional owners including the Tampa Housing Authority, Hillsborough County School Board, Hillsborough County, City of Tampa, and Florida Department of Transportation. The North Boulevard Homes complex, including its internal road network, comprises 50 acres, as does the School Board property. Today, less than 13% of the study area is under private ownership, with the majority of that ownership concentrated in the northwestern tip, along the river frontage.

## SCHOOLS AND PARKS

The West River Study Area contains four public schools, including Dunbar Elementary, Just Elementary, Stewart Middle, and Blake High School. Dunbar, Stewart, and Blake are magnet schools, so while some students from the neighborhood do attend, many students are bused to schools outside the neighborhood. Head Start and Boys and Girls Club are heavily relied upon by students in the district, due to the high rate of single parent and dual income households. The co-location of Just, Stewart, and Blake allows these schools to rely significantly on each other for common facilities: Just and Stewart share a common cafeteria; Blake and Stewart both utilize the track behind Stewart; and Blake makes use of the Softball and Baseball fields next to Stewart. However, although these schools are seen as positive assets to the community, their physical locations have isolated the neighborhood from the river, preventing any public access to the water. The facilities have turned their back to the river and are highly secured with fencing and the vacation of Spruce Street from Oregon to North Blvd.

The study area also contains several parks and recreational facilities. The Julian B. Lane Riverfront Park, south of I-275, adjacent to the river, is a major community park with ball fields, basketball courts, tennis and racquetball courts, playgrounds, shelters, and restrooms. The Dr. Martin Luther King Jr. Recreation Complex offers a gymnasium, playgrounds, pool, computer lab, art studio, and After School Activity Programs. The Yellow Jacket Little League Fields are located on Oregon Ave and provide a home for their namesake little league team.



## COMMUNITY DEMOGRAPHICS | IMPACT

The City of Tampa Planning and Urban Design Division conducted a high level analysis showing the potential impacts of the redevelopment of North Boulevard Homes and Mary Bethune Towers on the population of the planning study area. The analysis has been developed for discussion purposes to understand the potential service level impacts resulting from the relocation of North Boulevard Homes and Mary Bethune Towers and the redevelopment of the THA properties and overall site.

FIGURE 1: Census Tracts



MAP SOURCE:  
The City of Tampa Planning and Urban Design Division.  
Expanded CNI Target Neighborhood Area includes Census Tracts 43 and 44.

## DEVELOPMENT ASSUMPTIONS

- 1. North Boulevard Homes (671 units) and Mary Bethune Towers (150 units):** With a current resident population of 1,482 (as estimated by THA). It is assumed that total population will be relocated before the end of 2016. In September 2013, total population for both structures was estimated at 1,757.
- 2. Presbyterian Village:** 140 DUs (48 Section 8) with a current resident population of 30 persons (as estimated by FDOT). It's assumed that total population will be relocated before the end of 2015.
- 3. Columbus Court:** 160 DUs (160 Section 8) with a current resident population of 350 (as estimated by the property owner). It's assumed that the population will remain stable through 2020, at which time; market forces might justify a mixed-use redevelopment project. In this scenario, the population is assumed to double to about 700.
- 4. Tampa Gardens Apartments:** 135 DUs (24+/- Section 8) with a current resident population of about 360 persons (as estimated by the property owner). It's assumed that the population will remain stable through 2023, after which, market forces might justify a mixed-use redevelopment project. In this scenario, the population is assumed to double to 720.
- 5. West River Redevelopment:** 2,473 DUs with a projected resident population of 5,330 (based on the citywide average of 2.155 persons per unit). Out of the 2,473 units, 1,000 units are assumed to be affordable replacing the current 821 NBH/MBT units will some additional affordable units. Construction is assumed to begin in 2018 with the first residents moving into the units in 2019. An annual increase of 533 persons is assumed for 10 years.

## TOTAL POPULATION ESTIMATES BY YEAR

The table below summarizes the overall change in population for the West River area using the assumptions above. By the end of 2017, the current population of the study area is expected to drop by 1,619 persons (67.9%) over current estimates, and then gradually rise to more than triple the population by 2027.

TABLE 1: Study Area Population Estimates by Year

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
2,264	1,590	765	1,298	1,831	2,714	3,247	3,780	4,673	5,206	5,706	6,239	6,772



**ADJACENT POPULATION**

Population in adjacent census tracts are expected to increase slightly, but for this analysis, the 2013 estimates, shown below, are assumed to remain constant. The tracts adjacent to Tract 43 have a population of 22,670. With Census Tract 43, the total population is 24,791 persons. The estimated relocation of population of 1,619 represents a temporary reduction in population of 6.46 % when compared to the surrounding census tracts.

TABLE 2: Population by Census Tract

Census Tract	27	28	42	44	49	50	Total	CT43	Total All Tracts
Population	7,244	2,948	1,218	2,112	3,811	5,337	22,670	2,384	25,054

**AFFORDABLE HOUSING UNITS**

By 2027, the total number of Section 8 and assisted housing will be less than current levels. This is due to the demolition of Presbyterian Village (140 units) and the potential transition to market rate housing of Columbus Court (160 units) and Tampa Gardens Apartments (135 units). In addition, in Census Tract 50, directly south of the study area, Oakhurst Apartments was acquired by a private entity in 2014. According to reports in the Tampa Tribune, the property owner has future plans to redevelop the site. Should this occur, 200 Section 8 and assisted housing units would be replaced by new housing. Combined with the demolition of North Boulevard Homes and Mary Bethune Towers, the total is 1,456 affected units. The West River Redevelopment Plan includes approximately 1,000 affordable units, resulting in a net reduction of approximately 456 units in the study area and immediately adjacent from 2015 – 2017. While there may be a loss of Section 8 and assisted housing units in the study area and immediately adjacent, affected residents with a Section 8 voucher will be able to relocate to other housing in the area. Demand for services typically directed at lower income populations may decline, or the demand may just be dispersed over a wider area.

**POPULATION COMPOSITION . ASSUMPTIONS**

1. American Community Survey 5-year (2018-2013) estimates is used to generate composition of the population within the study area.
2. Existing development within the study area is based on the profile of Census Tract 43. It is assumed that population characteristics of the residents of Columbus Court, Tampa Gardens and other residential units will remain consistent with the existing profile of Census Tract 40.
3. New affordable housing units within the study area (1,000 DUs) will be based on the existing profile of Census Tract 43. It is assumed that the population of the replacement affordable housing will be similar to the population that currently exists in the study area.
4. New market rate development within the study area will be based on the age profile of Census Tract 40. Census Tract 49 includes North Hyde Park and parts of Hyde Park. It is undergoing redevelopment and is comprised of a mixture of single family, townhome and multi-family developments. It is assumed that the population characteristics of the new market rate dwelling units will be similar to the characteristics found in Census Tract 49.

**AGE COMPOSITION**

As residents in North Boulevard Homes and Mary Bethune Towers continue to relocate through 2017, all age classifications will be affected. By 2027, all classifications are expected to increase above 2015 levels. However the overall composition of the population may trend towards a higher percentage of 20-29 year olds and a potential reduction in the percentage of children under 14 years of age.

TABLE 3: Age Composition

Age Classifications	Tract 43 Age Profile	Tract 49 Age Profile	2015 Pop. Estimate	2017 Pop. Estimate (1)	2027 Affordable Housing Pop. (1)	2017 Market Housing Pop. (2)	Total Population 2027	
Under 5 years	13.10%	5.70%	288	44	282	263	545	8.06%
5 to 9 years	18.20%	0.80%	400	6	391	37	428	6.33%
10 to 14 years	11.60%	2.10%	255	16	249	97	346	5.12%
15 to 19 years	7.20%	2.20%	158	17	155	102	256	3.79%
20 to 24 years	5.90%	19.60%	130	150	127	906	1033	15.28%
25 to 29 years	9.90%	28.10%	218	215	213	1299	1512	22.36%
30 to 34 years	4.20%	8.60%	92	66	90	397	488	7.22%
35 to 39 years	3.20%	4.30%	70	33	69	199	268	3.96%
40 to 44 years	3.30%	5.20%	73	40	71	240	311	4.60%
45 to 49 years	2.40%	3.30%	53	25	52	153	204	3.02%
50 to 54 years	4.80%	6.80%	105	52	103	314	417	6.18%
55 to 59 years	5.20%	2.80%	114	21	112	129	241	3.57%
60 to 64 years	3.80%	4.00%	83	31	82	185	267	3.94%
65 to 69 years	4.20%	2.30%	92	18	90	106	197	2.91%
70 to 74 years	1.70%	1.00%	37	8	37	46	83	1.22%
75 to 79 years	0.60%	2.30%	13	18	13	106	119	1.76%
80 to 84 years	0.60%	0.30%	13	2	13	14	27	0.40%
85 years to over	0.00%	0.40%	0	3	0	18	18	0.27%
			2,195	763	2,148	4,613	6,761	

## WEST TAMPA (CRA) AND CHOICE NEIGHBORHOODS

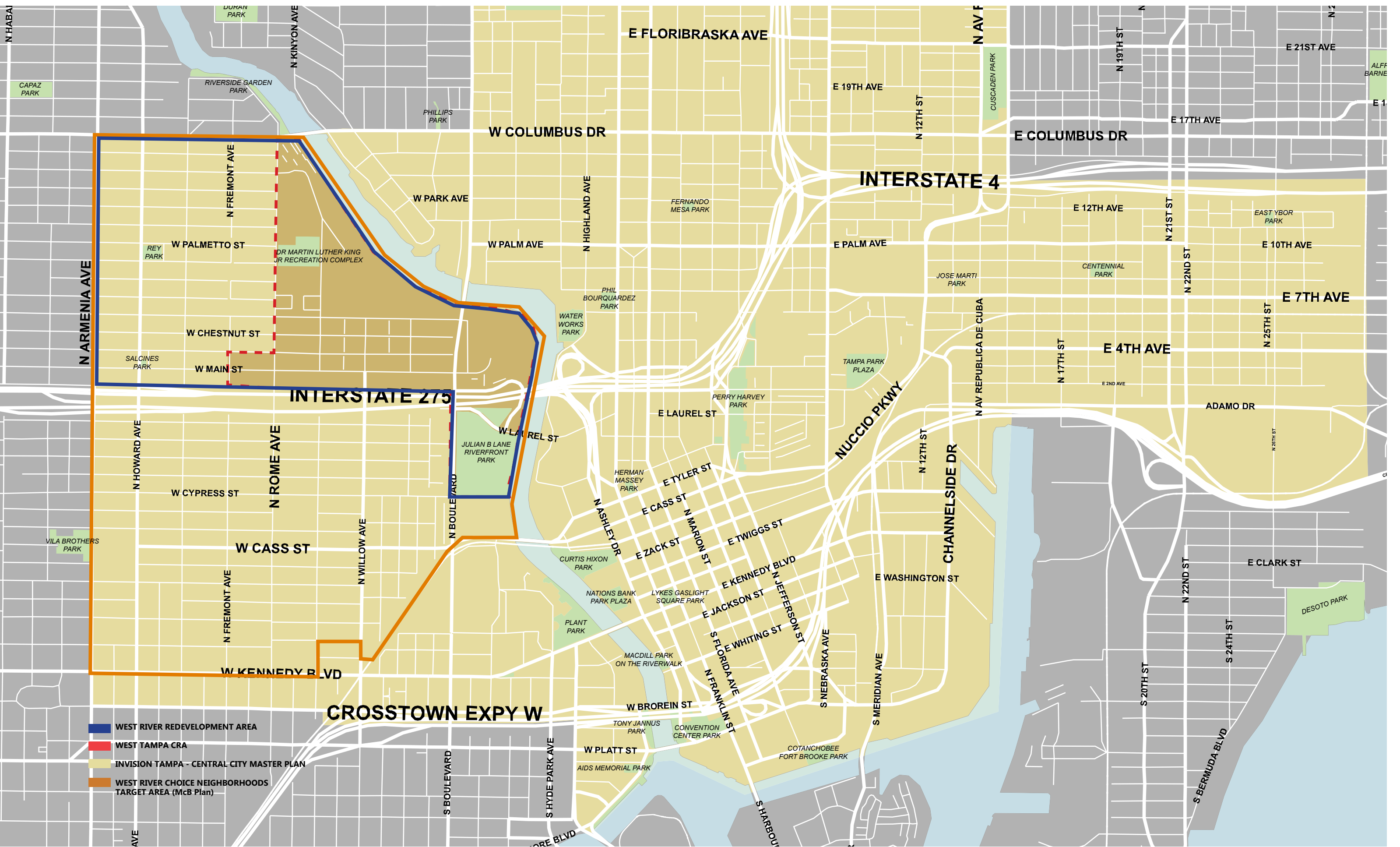
The Community Redevelopment Plan for the **West Tampa Community Redevelopment Area (CRA)** was created in 2014 for the neighborhood located west of the Hillsborough River. The approximate boundaries of the West Tampa CRA runs along Columbus Avenue from the Hillsborough River, west to Armenia Avenue, then south to Kennedy Boulevard, and east to the Hillsborough River (omitting the property tax exempt parcels owned by Tampa General Hospital and the University of Tampa).

This area, consisting of approximately 964 acres, was identified as being physically, economically and aesthetically distressed. The purpose of the CRA Plan is to provide a strategy to eliminate conditions of blight found to exist within the Area, as identified in the Finding of Necessity for the West Tampa Community Redevelopment Area. The Tampa City Council reviewed the Finding of Necessity and determined that conditions of slum and/or blight, as defined by Chapter 163, Part II, Florida Statutes exist, and approved the creation of a CRA Plan on May 7, 2015. The CRA Plan has been prepared in compliance with Chapter 163, Part III Florida Statutes, including all applicable sections and supplements. The West Tampa CRA has several assets that form the basis of a sound redevelopment strategy. These assets include:

- **West Tampa Commercial District** - The intersection of Main Street and Howard Avenue is the center of the historic West Tampa commercial district. West Tampa, founded in 1892, grew to become a vibrant community, centered on the cigar industry. Over time the cigar industry declined and the commercial district fell into disrepair. In recent years, there has been some new investment, but in general, the commercial district struggles. With targeted redevelopment efforts, however, the West Tampa historic commercial center could once again, become a vital economic, social and pedestrian center. Main Street, Howard Avenue and Armenia Avenue offer opportunities to link the center to adjacent neighborhoods.
- **Kennedy Boulevard Corridor** – Kennedy Boulevard is a major arterial linking the Westshore Business District with Downtown Tampa. For the past several years, the corridor has seen new urban infill development and is expected to continue to redevelop in the future.
- **West River Area Planned Redevelopment** – The Tampa Housing Authority has begun the process of relocating residents from North Boulevard Homes and Mary Bethune Towers in preparation of creating a mixed-income, mixed use community. The City of Tampa is in the process of relocating its Rome Avenue vehicle storage yard. An initial redevelopment concept was developed in January 2014. When complete, the current 820 public housing units will be replaced with more than 1,600 mixed housing types serving a range of family incomes, including workforce and affordable housing. This new community will provide new opportunities for affordable housing, employment and commercial development.
- **Parks, Recreation and Open Space** - Seven city parks and recreation areas are found in the area: Blake Trail, Salcines Park, Julian B. Lane Riverfront Park, Dr. Martin Luther King Jr. Recreation Center (& pool), Yellow Jackets Little League Fields, Rey Park and Fremont Linear Park. Of particular note is the 23-acre Julian B. Lane Riverfront Park which is currently being redesigned and updated as a major community waterfront park. Construction is planned to begin in FY 2016. The Boys and Girls Club of Tampa Bay provides a range of

services at Julian B. Lane Park, which will continue through the park's redesign. The City also has plans to construct a trail, incorporating the Blake Trail into a larger river trail system, which ultimately will connect Bayshore Boulevard to Columbus Drive. The Jewish Community Center and Federation plans to construct a new Jewish Community Center at the Ft. Homer Hesterly Armory site near Howard Avenue and Cass Street, providing additional recreational opportunities for area residents. Opportunities for future parks and open space include the riverfront, the West Tampa commercial district and the area south of I-275 which currently lacks public open space within walking distance of many residential areas. Plans to redevelop the West River area would require relocation of the Little League fields, which may require acquisition or joint-partnerships with other entities.

- **Hillsborough River** – The Hillsborough River is a valuable, natural asset that has been ignored for many years. Most of the publicly owned land is not available for general public use and access is limited. There are opportunities to reclaim the riverfront for community and public use by creating parks, recreation areas and a river trail that would extend from Columbus Drive to Bayshore Boulevard. Treating the Hillsborough River as a community amenity would enhance the livability and quality of life in many adjacent areas. Opening the riverfront in this manner will require coordination with the Hillsborough County School District in relocating their track and ball fields away from the river's edge.
- **Schools** - Five schools are located in the study area (Blake High School, Stewart Middle School, Just Elementary, Dunbar Elementary and Tampa Prep). Just outside the West Tampa CRA is the University of Tampa. There are opportunities to provide increased curricula and linkages with the community to provide a full range of childhood to adult education opportunities to serve residents. In the long term, there are also opportunities to create a new K-8 school and education campus in the West Tampa CRA.
- **Community Facilities** - Hillsborough County operates a Neighborhood Service Center along Rome Avenue providing a range of programs offering housing, employment, financial, medical services to families in need. The County also operates the West Tampa Library along Howard Avenue in the West Tampa Commercial District. There is a need for more community services in the West Tampa CRA, especially as redevelopment occurs.
- **Historic Resources** - Ten designated historic landmarks in the Area (Balbin Brothers Cigar Factory, Berriman-Morgan Cigar Factory, El Centro Espanol De West Tampa, Fort Homer Hesterly Armory, Metal Works-Dicus Building, Sicilian Club, West Tampa Public Library and three other structures) attest to the area's heritage. These assets can provide an anchor for adaptive reuse, catalyst for redevelopment or through something as simple as lighting at night, an amenity for local residents.
- **Ft. Homer Hesterly Armory** - The Jewish Community Center and Federation is renovating the Ft. Homer Hesterly Armory as a new community center. When renovations are complete in fall 2016, the new Jewish Community Center will include a gymnasium, fitness center, locker rooms, meeting rooms, a cafe, a public events center and art studio. This redevelopment creates an opportunity to create an anchor and activity center at Howard Avenue and Cass Streets.



- WEST RIVER REDEVELOPMENT AREA
- WEST TAMPA CRA
- INVISION TAMPA - CENTRAL CITY MASTER PLAN
- WEST RIVER CHOICE NEIGHBORHOODS TARGET AREA (McB Plan)

# 2

## PLANNING | GUIDING PRINCIPLES





SOURCE:  
Detail Conceptual Rendering by  
AECOM, January 2014.

# OUR COMMUNITY | GUIDING PRINCIPLES

The established **DESIGN GOALS AND OBJECTIVES** of the **West River Master Plan** are:

- **To transform West Tampa into a sustainable neighborhood** with well-functioning services, schools, public assets, transportation, and access to jobs.
- **To create a true mixed-income/mixed-use neighborhood** that integrates seamlessly into the surrounding neighborhood areas and supports the greater development needs of the City. It means reconnecting neighborhoods to services for daily needs and special needs. It means investing in education and skills development through enhanced schools and community assets. It means creating a holistic sense of place and community.
- **To ensure a highly accessible, connected and walkable place** that is safe, comfortable and livable for people of all ages. It means reconnecting the existing urban grid system of streets and blocks through new bicycle and pedestrian facilities and routes; streetscape improvements including adequate street lighting, sidewalks, benches, and landscaping; and new community open space within the neighborhood and along the riverfront.
- **To reconnect West Tampa neighborhoods to the environmental beauty of the Hillsborough River** which is the hallmark and centerpiece of the downtown Tampa community.

The West River Redevelopment Master Plan represents a new approach to community revitalization. First, it recognizes the value of local leadership and local ideas and the supporting role the City of Tampa, the Tampa Housing Authority and its many community partners have played in bringing the community’s vision to life. Second, it promotes an integrated approach that acknowledges the connections between housing, jobs, schools, retail, and other opportunities the West Tampa community has to offer. Through the reinvestment of public and private funds, a neighborhood with distressed public housing, poorly connected streets and outdated schools has the opportunity to create new mixed-income housing, innovative community school and health programs and launch a variety of neighborhood improvements for the betterment of the overall community.

Consistent with the goals of HUD’s Choice Neighborhoods Initiative, the Tampa West River Master Plan approaches housing investment as a neighborhood revitalization opportunity, harnessing non bricks-and-mortar factors such as social, cultural, education and heritage resources as well as best practices for sustainable site and building design and walkable, transit-friendly communities. Choice Neighborhoods provides the opportunity to not only develop effective strategies, but also build and strengthen the partnerships necessary for neighborhood change with the understanding that planning for neighborhood transformation requires significant community support, time, and resources.

Building on the many physical and locational attributes of the targeted neighborhood planning area and site, the proposed plan refinements build on previous identified goals and objectives to establish a comprehensive framework for development. The following summary highlights the resulting master plan’s Guiding Principles of Planning and Design.

## PRINCIPLE 1 | RECONNECTING LIVABLE STREETS

The design of West River aims to redevelop the site as one cohesive and vibrant neighborhood by reconnecting the existing urban fabric of local streets and large superblocks to the surrounding community. In many places, streets do not connect to each other or to the surrounding neighborhood. Other streets become ‘cut-through’ routes because they carry more of the traffic. The West River plan will create and reconnect a pattern of streets and blocks that connect to each other and to the surrounding community. This will provide a more functional pattern for safe, walkable neighborhoods, balanced traffic patterns and access to improved public transit.

In contrast to the singular and isolated street and block pattern of the present development, the physical plan is organized around a system of interconnected streets that allows easy vehicular, pedestrian and bike access, wayfinding and a sense of place. It is responsive to the existing neighborhood context and to the proposed onsite residential and non-residential components that will serve to transform the surrounding neighborhood and effectively end the isolation of the site and surrounding community. The physical plan accomplishes these goals by:

- extending existing streets and reestablishing east/west connections between community areas;
- reconnecting the existing urban grid system of streets and blocks through new bicycle and pedestrian facilities and routes to ensure enhanced walkability and safe access to the River;
- incorporating streetscape improvements including adequate street lighting, sidewalks, benches, and landscaping; and
- creating new community open space within the neighborhood and along the riverfront.



Image: Existing View east along Spruce Street.



Image: Proposed new bike/ped streetscape improvements along Spruce Street and Pine Street connecting to extended Riverwalk 'loop'.

### PRINCIPLE 2 | CONNECTING TO THE RIVER

With streets reconnected, the West River plan can achieve a primary community objective: connecting to the Water. The Hillsborough River is a valuable, natural asset that has been ignored for many years. Treating the Hillsborough River as a community amenity would enhance the livability and quality of life in surrounding areas. While today, most of the publicly owned land located within the targeted planning area is not available for general public use and access is limited, the plan creates new opportunities for reclaiming the riverfront for community and public use by creating new parks and recreation areas and by extending Tampa’s Riverwalk on the west waterfront, from Columbus Drive to Bayshore Boulevard.

With the relocation of the existing sports fields, Spruce and Pine Streets can connect directly to the Hillsborough River and to the new West Riverfront Park. Extending Willow Avenue through the existing school sites will further afford additional access to the River. These new walkable, bikeable linkages, served by transit, and a completed Riverwalk ‘Loop’ connecting the future west waterfront trail to the east bank Riverwalk already under construction will serve to connect renewed and historic neighborhoods from North to South and East to West, providing safe access to schools and to a variety of West Tampa and downtown community assets and services.



Image Right: Illustrative Rendering depicting the new proposed West Riverfront Park.

### PRINCIPLE 3 | BUILDING AN EDUCATIONAL AND CIVIC CAMPUS

The West River area has a unique and abundant supply of transformative civic and open space assets along a River frontage with dramatic views of the downtown skyline. The challenge today is that many of these assets are physically separated from each other with fences, high speed roadways, disconnected streets and other barriers. Many of these assets are also programmatically separated, with facilities that are single use / single managed or otherwise limited in resources. The magnet schools, which are clearly an asset, have only a limited relationship to the community and limited attendance by neighborhood children, further fracturing the social structure of the neighborhood.

The West River Plan seeks to develop new partnerships between City, County, School Board and the various community service providers to achieve new and different physical and programmatic linkages. These partnerships can provide substantial leverage to explore enhanced facilities and improved opportunities to serve the community in a more diverse and innovative manner. The area will be connected with walkable, bikeable streets, served by transit, and a completed Riverwalk ‘loop’ connecting the future west waterfront trail to the east bank Riverwalk already under construction.



- West River Plan:**
1. Just Elementary
  2. Stewart Middle
  3. Blake High school
  4. New Relocated Playfields



- Future Build-out Plan:**
1. New Pre-K thru 8 School
  2. New School Gym
  3. Blake High School
  4. New Relocated Playfields
  5. New Residential and Mixed-Use Development



**PRINCIPLE 4 | ANCHORING THE MAIN STREETS**

The neighborhoods west of Hillsborough River include several historic retail and industrial nodes. Over the last few decades, these areas have experienced different levels of disinvestment until recently, where some signs of slow reinvestment is occurring. Today, a limited number of businesses offer local services and some regional employment. However, the majority of the streets remain highly fragile, with many disinvested properties and struggling businesses. During the planning process, there was an overall community desire for access to more and better basic retail services such as pharmacy, food, healthcare and other basic daily needs. The West River plan proposes to transform the local economy of these nearby commercial areas in at least three ways. First, a redeveloped West River area will allow the development of new residential units and a resulting population of new residents and families with diverse purchasing power to support local retail. Second, the West River plan locates meaningful commercial anchors to better define retailing and commercial activities. Third, with enhanced jobs training, there should be opportunities for employment in new retail, office and industrial establishments that are returning to West Tampa.

The new West Riverfront plaza to be located where Willow / Delaware Avenue meets the River can be programmed to strengthen and enhance the waterfront retail/commercial experience near Ricks on the River. It also provides a clear terminus to a series of commercial nodes along Willow Avenue south towards the Bay, including the emergent business district south of Cass Street near University of Tampa. A proposed senior housing component with ground floor retail and a community health center at the Rome Avenue and Main Street intersection provides an anchor for the historic Main Street retail which stretches west towards Howard Avenue. Similarly, a proposed new grocery store and office development along Main Street further supports the redeveloped site and is an important linkage underneath I-275 to the multifamily / infill residential and 'design district' activities happening around Rome Ave and Cass St to the South.



**PRINCIPLE 5 | CREATING GREAT AND DIVERSE NEIGHBORHOODS**

West River will be a place for families and singles, seniors and children. Streets will be defined by new homes, with attractive and articulated facades that are contextual to Tampa. Building types will vary, animating the walking experience and ensuring safety with 'eyes on the street'. Sidewalks will be walkable with canopy street trees, street lights and on street parking. Streets will be easy to bike and walk across because traffic will be calmed. The environment will reflect the patterns of Tampa's most successful downtown neighborhoods.

The various uses and residential typologies of the West River Plan are organized into a highly livable, urban pattern of streets and blocks. New mixed income, market rate housing is delivered in diverse typologies, including mixed use - connected by walkable streets and access to great parks, schools, community retail and support services. This is highlighted by several distinct product types and living environments. Along Main Street (particularly near Rome), new senior housing and corner commercial / mixed use development is organized into 4-6 story architectural massing to strongly define this important corridor. Along the Riverfront and the new West River Drive (extended Delaware Avenue), development sites (including the City's Utility site) are developed as mid-rise multifamily housing with structured garage and residential liners to create critical mass and capitalize on views towards the river and downtown and with easy access to the new West Riverfront Park. The Riverfront Plaza will be designed to allow retail supported by outdoor farmers market, concerts and arts fairs. The balance of the community is a mix of townhome and 'flats' style housing products, integrated organically within an urban block pattern. The scale and form of these blocks will be 2-3 stories, with mid-block surface or tuck-under parking, highly walkable, family oriented neighborhoods, with easy access to parks and amenities.



Image Far Left: Illustrative Rendering depicting mixed-use redevelopment at NE corner of Rome and Main.

Image Left: New proposed Neighborhood Park along Chestnut Street.

# 3

VISION FOR HOUSING, PEOPLE AND NEIGHBORHOOD





# OUR COMMUNITY | VISION FOR HOUSING, PEOPLE AND NEIGHBORHOOD

The West River Plan has been prepared to meet the requirements of HUD’s Choice Neighborhood Program and supports the development of a comprehensive neighborhood revitalization plan that focuses on addressing the three core goal areas: Housing, People and Neighborhood. Through the West River planning process, the city of Tampa, THA and its many community stakeholders have taken one of the most important steps to becoming healthier, safer and economically stronger. Embraced by the community, driven by needs and led by a clear vision for the future, the resulting West River Plan will guide the community through the steps necessary to realize its goals. Success will require the collaboration and cooperation of a multitude of stakeholders and interested parties who share the belief that West Tampa can do better, should do better, and deserves to do better. The challenge for the City of Tampa and the West Tampa community is to determine how best to direct limited resources and investments so that the community as a whole moves forward together.

The City of Tampa, THA, residents and community stakeholders have crafted a dynamic plan that addresses the redevelopment of publicly-owned land as an integral part of the revitalization strategy for the larger West Tampa community. This plan centers on the original 820 units of THA’s North Boulevard Homes and Mary Bethune Tower public housing communities and includes residential, institutional, recreational, and infrastructure components designed to establish a vibrant learning community, to anchor the reinvestment in this important area,

creating a residential and mixed-use riverfront district in Tampa, and to provide a catalyst for broader community engagement. The City and THA is working with the Hillsborough County Public Schools and key community stakeholders to further the discussion of a new educational and health campus. Together, West Tampa’s institutions, organizations, and businesses serve as anchors in the community and will help transform the neighborhood into a functioning, sustainable, mixed income community with an excellent educational and health component serving children and adults.

To accomplish identified goals, the West River Redevelopment Master Plan addresses the following as integral components for the transformation of the community:

- the essential need, quality and diversity of the housing that is to be made available in the community;
- the programming, management and evaluation of services and opportunities that are to be made available to the residents in the areas of education, health and wellness, public safety, economic self-sufficiency and general services; and
- the overall vitality of the neighborhood in terms of connectivity, amenities and general livability and quality of life.



Image Left: Illustrative 3D modeling of proposed building types, scale and massing studies for West River redevelopment plan.



## OUR COMMUNITY | VISION FOR HOUSING

The various uses and residential typologies of the West River Plan are organized into a highly livable, urban pattern of development. The newly defined street system divides the neighborhood into pedestrian-oriented residential blocks of varying sizes. This new grid creates blocks with a mix of two and three-story apartment buildings and townhouses and denser residential buildings of up to five stories (75' height maximum) with roof gardens and structured parking.

New mixed income and market rate housing is to be developed in diverse formats, including mixed use - connected by walkable streets and access to great parks, schools, community retail and support services. This is highlighted by several distinct product types and living environments. Along Main Street (particularly near Rome), new senior housing and corner commercial / mixed use development is organized into 4-5 story architectural massing to strongly define this important corner and corridor. Along Rome (near Columbus) the majority of the existing City Utility site is repositioned as 4-5 story multifamily housing, to create critical mass and capitalize on views toward the River and downtown. The West Riverfront Park creates a highly desirable and centrally located public park along the water and includes a retail component fronting a large public plaza that can accommodate community arts, musical events and outdoor farmers markets in a parklike setting with access to biking trails, ferry boats and lookout viewing platforms. The balance of the community is a mix of townhome and 'flats' style housing products, integrated organically within an urban block pattern. The scale and form of these blocks will be 2-3 stories, highly walkable, family oriented neighborhoods, with easy access to parks and amenities.

For townhouses and apartment style buildings, a clear separation between the public realm and the semi private porch or stoop will be made with landscaping and screened in courtyards. Windows facing the street provide resident surveillance, add to the feeling of neighborhood, and enhance security. Parking access is provided in the center of blocks, with at least one private off-street parking space per unit. There will be additional on-street parking spaces for residents and guests.

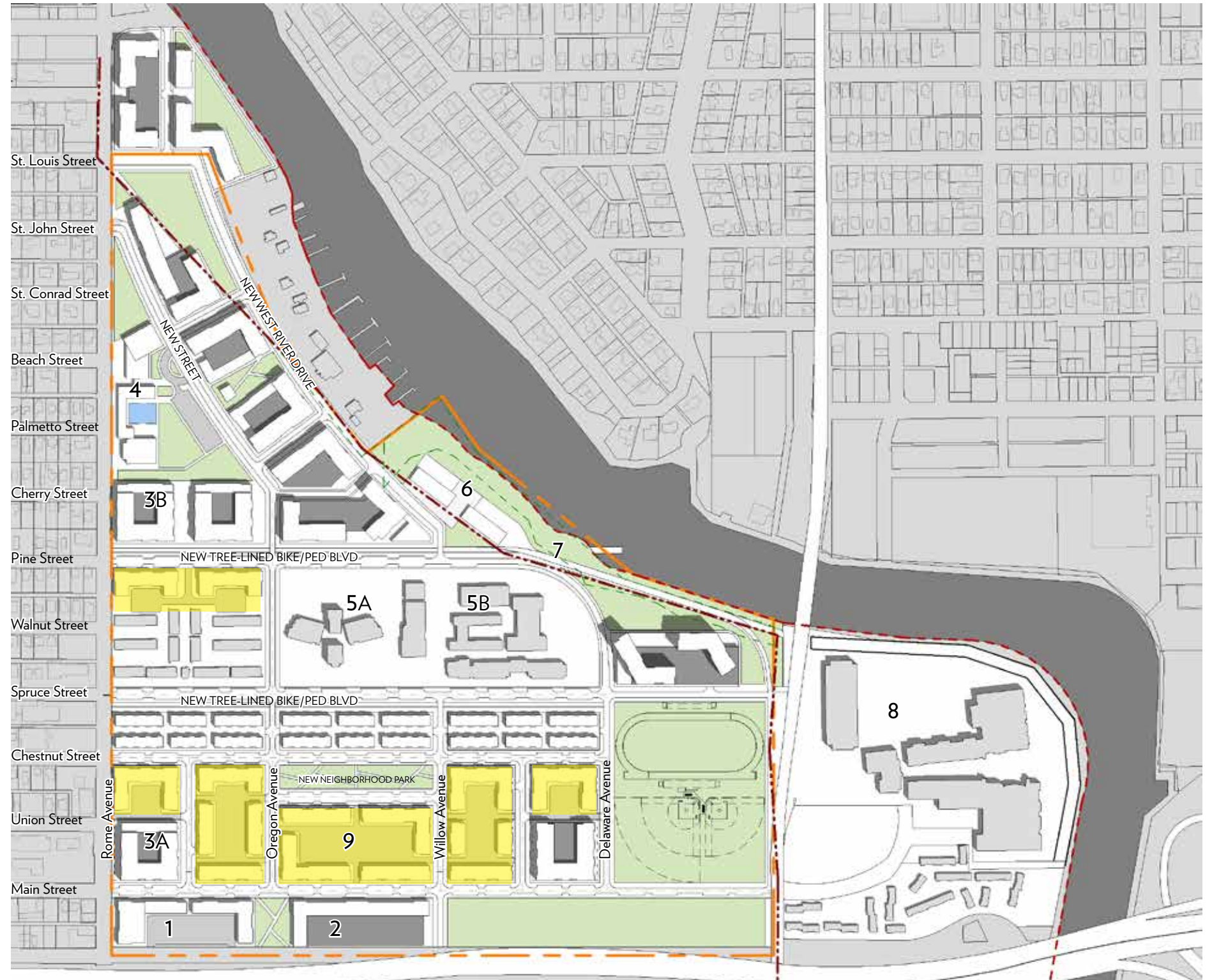
Image Left:

Illustrative Rendering depicting proposed mixed-use redevelopment as part of the West River Choice Neighborhoods Transformation Plan. View across from NE corner of Rome Avenue and Main Street.

WEST RIVER  
CHOICE NEIGHBORHOODS PLAN:  
NEW RESIDENTIAL DEVELOPMENT

- 1 COMMERCIAL / GROCERY STORE
- 2 OFFICE (70K SF)
- 3A SENIOR BUILDING (PHASE 1 / 160 UNITS)
- 3B SENIOR BUILDING (160 UNITS)
- 4 MLK CENTER WITH RELOCATED MLK BUILDING, NEW COMMUNITY CTR (25K SF), NEW POOL AND REFURBISHED MLK GYM TO REMAIN
- 5A JUST ELEMENTARY
- 5B STEWART MIDDLE
- 6 NEW MARKETPLACE
- 7 NEW WEST RIVERPARK
- 8 EXISTING BLAKE HIGH SCHOOL
- 9 MULTI-FAMILY (PHASE 1 / 200-250 UNITS)

NEW MULTI-FAMILY APARTMENTS  
(2-3 STORY)





# OUR COMMUNITY | VISION FOR HOUSING

## RESIDENTIAL TYPE | NEW MULTI-FAMILY HOUSING (2-3 STORIES)

New multi-family housing is intended to provide opportunity for a variety of unit types and configurations within a single two to three story structure. Consisting of ‘flats over flats’ unit configurations, these “walk up” units will have each have individual entryways with individual or common stairways leading to upper story flats.


Designed at a scale, height, attention to detail and use of materials that mirrors, without copying, traditional Tampa building types and new housing product typologies, building facades will be designed to be primarily masonry and articulated along the street. Two and three story apartment buildings will have an architectural scale and character using wide roof overhangs, and individual covered entry areas and in some instances, porches with columns facing the street. These buildings will use masonry, fiber-cement shingle and lap siding materials as well as brick and be consistent with the design style. Many buildings will have gable-end roofs and a combination of gable and hip roofs. Others will have flat roofs with additional corner elements in sloped roof forms. Apartments and townhouses can be combined in a variety of ways to satisfy market needs and to encourage a wide spectrum of building and unit types. The combinations also allow for accessibility and visitability needs. All of the new units will be equipped with ample storage space, comfortably sized rooms, and quality finish materials throughout.

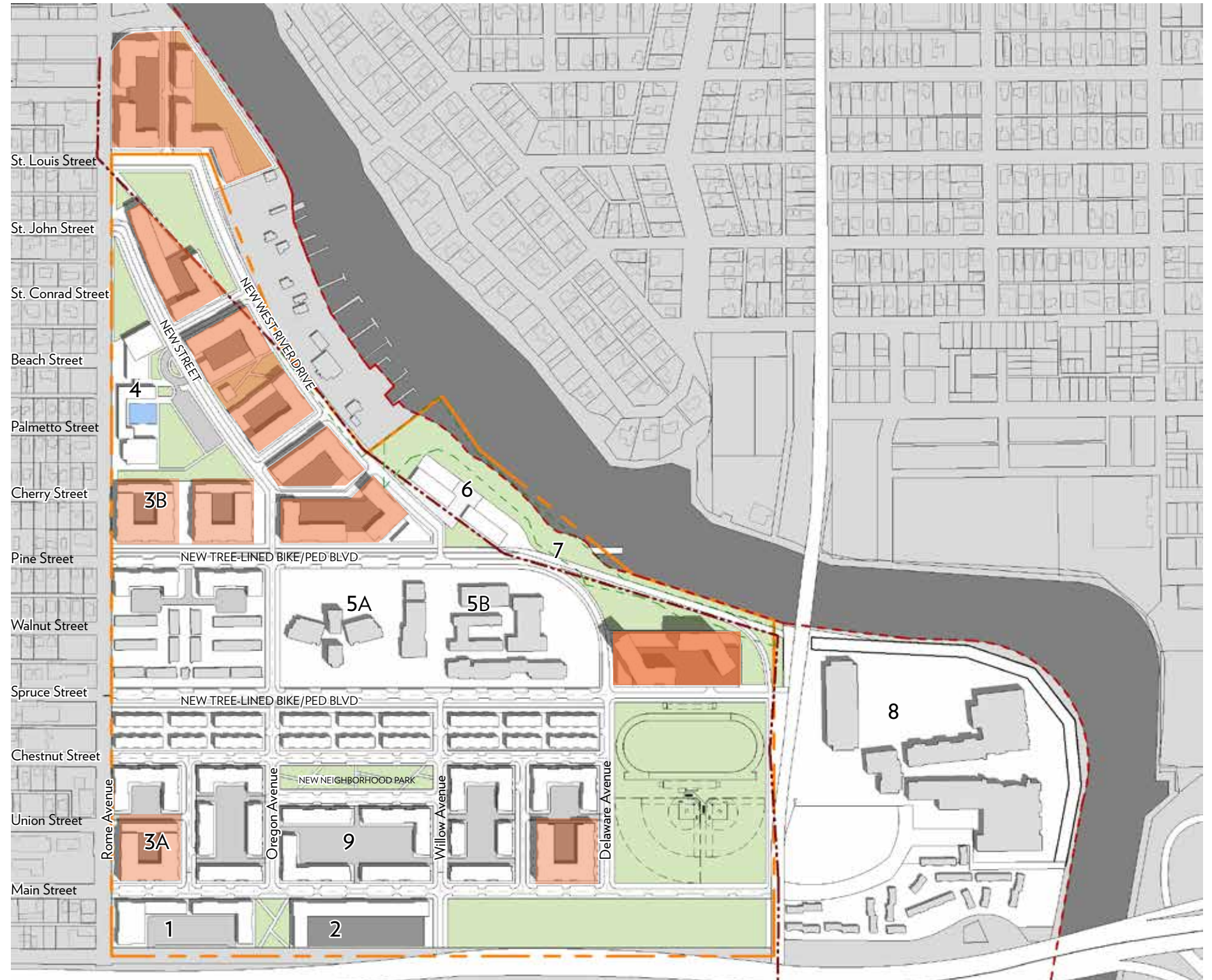
These multi-family apartments will be composed of one, two, and three bedroom units. On-street parking will make access very convenient with off-street parking provided in the middle of the blocks. Unit distribution in each floor will be accessed from individual entry spaces and stairs or from an open breezeway. Vertical elements define the ground level access points into the building and the location of vertical circulation elements. The use of balconies identifies each unit in the façade, and provides a direct relationship to the exterior. To emphasize the urban character of the apartment buildings located along the existing and new streets, setbacks will be limited to between 8 to 10 feet.



WEST RIVER  
CHOICE NEIGHBORHOODS PLAN:  
NEW RESIDENTIAL DEVELOPMENT

- 1 COMMERCIAL / GROCERY STORE
- 2 OFFICE (70K SF)
- 3A SENIOR BUILDING (PHASE 1 / 160 UNITS)
- 3B SENIOR BUILDING (160 UNITS)
- 4 MLK CENTER WITH RELOCATED MLK BUILDING, NEW COMMUNITY CTR (25K SF), NEW POOL AND REFURBISHED MLK GYM TO REMAIN
- 5A JUST ELEMENTARY
- 5B STEWART MIDDLE
- 6 NEW MARKETPLACE
- 7 NEW WEST RIVERPARK
- 8 EXISTING BLAKE HIGH SCHOOL
- 9 MULTI-FAMILY (PHASE 1 / 200-250 UNITS)

 NEW MULTI-FAMILY APARTMENTS (4-5 STORY)



# OUR COMMUNITY | VISION FOR HOUSING

## RESIDENTIAL TYPE | NEW MULTI-FAMILY HOUSING (4-5 STORIES, 75' MAX)

Higher density multi-family units consist of residential units wrapped around an internal, structured parking garage or over a parking podium with units fronting the street and include units around a central green amenity space and/or rooftop community garden. The Plan provides a variety of unit configurations within a single four to five story structure. Designed at a scale, height, attention to detail and use of materials that mirrors, without copying, new housing product typologies being built along Rome Avenue and other Tampa communities, these “mid-rise” buildings celebrate the new urban form and scale proposed at West River and take advantage of the proximity and views of the Hillsborough River to accomodate amenity uses on the top floor and/or roofs of buildings.

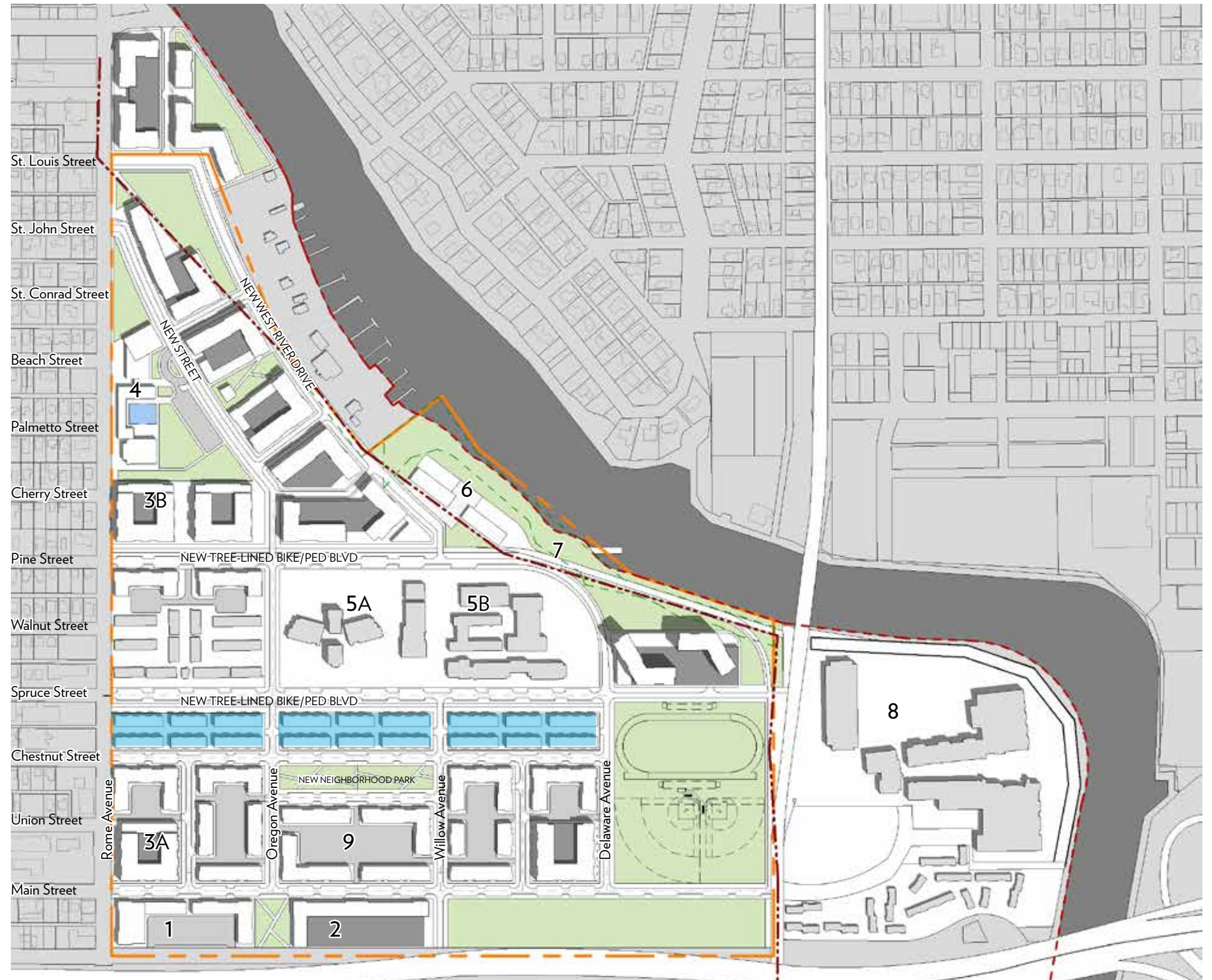
The multi-family housing is intended to provide opportunity for a variety of unit types and configurations within a single three to five story structure. Buildings may include “walk up” units to be three stories in height and contain central stairways for access to units on the upper floors. “Elevator” units will consist of any structure greater than three stories in height with an elevator for the building’s residents. Parking for multi-family units may be provided through a combination of “tuck under” garages on the ground level of the building and/or incorporate a “podium” style parking garage beneath residential units. Additionally, ground floor retail or community uses may be provided within some structures at certain locations within the community. The retail may consist of just one corner of the building or may extend the full length of the street-facing facade along a neighborhood street.



WEST RIVER  
CHOICE NEIGHBORHOODS PLAN:  
NEW RESIDENTIAL DEVELOPMENT

- 1 COMMERCIAL / GROCERY STORE
- 2 OFFICE (70K SF)
- 3A SENIOR BUILDING (PHASE 1 / 160 UNITS)
- 3B SENIOR BUILDING (160 UNITS)
- 4 MLK CENTER WITH RELOCATED MLK BUILDING, NEW COMMUNITY CTR (25K SF), NEW POOL AND REFURBISHED MLK GYM TO REMAIN
- 5A JUST ELEMENTARY
- 5B STEWART MIDDLE
- 6 NEW MARKETPLACE
- 7 NEW WEST RIVERPARK
- 8 EXISTING BLAKE HIGH SCHOOL
- 9 MULTI-FAMILY (PHASE 1 / 200-250 UNITS)

NEW TOWNHOUSES  
(2-3-4 STORY)



# OUR COMMUNITY | VISION FOR HOUSING

## RESIDENTIAL TYPE | NEW TOWNHOUSES (2-3-4 STORIES)

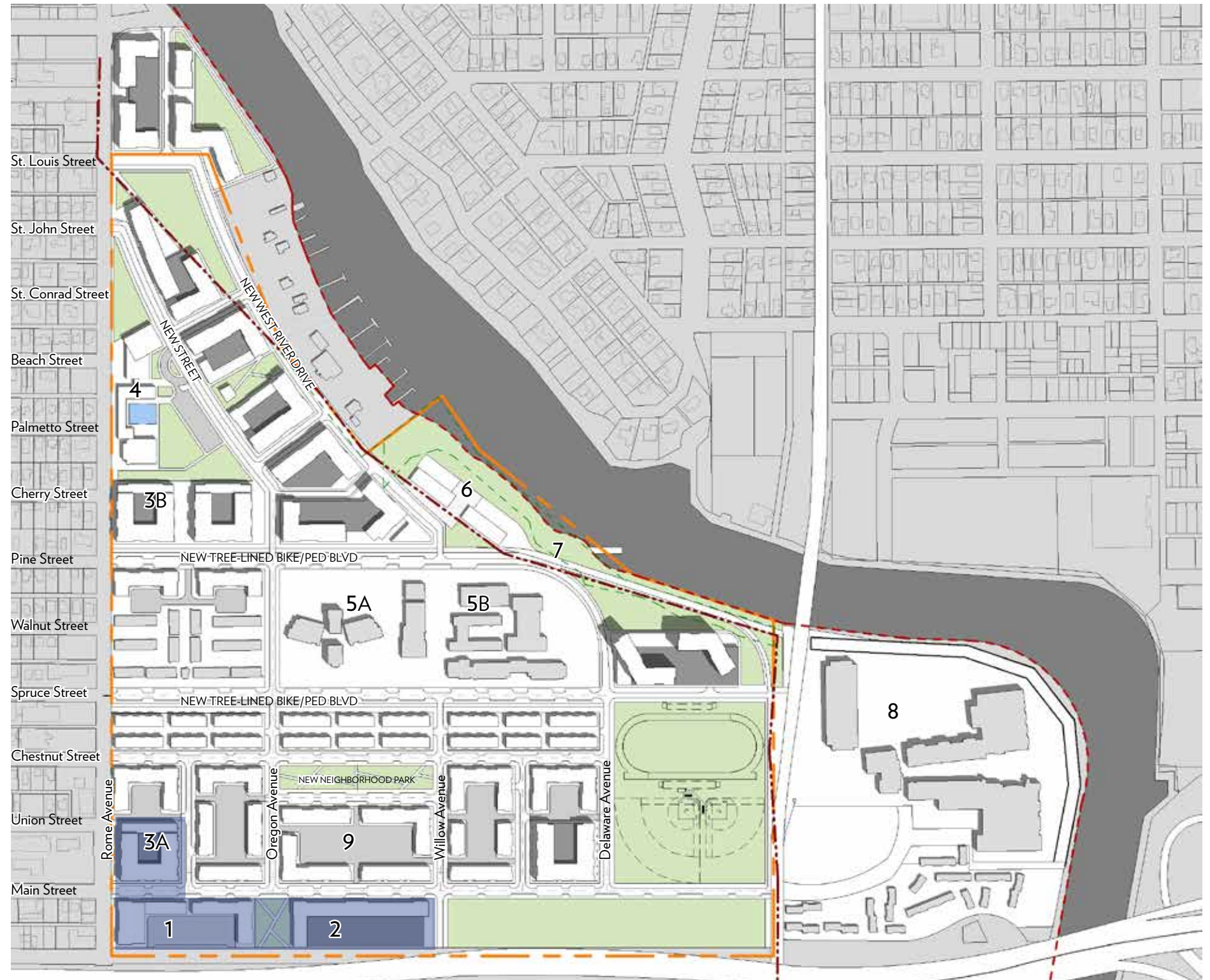
Townhome development within the community will consist of attached structures two to three and onehalf stories in height with a variety of architectural styles. Parking access and service will be provided in a rear alley. While townhomes may come in a variety of configurations, there are two types of townhomes illustrated: courtyard units with a connected garage or parking court in the rear with a small outdoor courtyard; and a "tuck under" unit that will provide parking within the unit on the ground level. Townhomes will have a variety of entry configurations of porches and covered stoops.

The townhomes are two-story, two and three bedroom units. The townhome ensembles will be limited to 10 units in length and provide a varied and attractive façade, highlighting the different elements that make up the building to emphasize the sense of uniqueness and ownership in the community. Design features include: 1) use of porches or covered stoops to define entrances; 2) the use of columns to frame porches and/or entry stoops; 3) railings or low garden walls to define the semi-private realm space; 4) overhangs for weather protection and to emphasize the horizontality of the buildings, and the uniqueness of the porch or entry stoop areas; 5) building massing that creates a central background building mass against which smaller building projections, the porches, entry stoops and windows, play. These elements create an ensemble of pleasant composition and rhythmic individuality. Parking is provided in the middle of the blocks.



WEST RIVER  
CHOICE NEIGHBORHOODS PLAN:  
NEW RESIDENTIAL & MIXED-USE DEVELOPMENT

- 1 COMMERCIAL / GROCERY STORE
- 2 OFFICE (70K SF)
- 3A SENIOR BUILDING (PHASE 1 / 160 UNITS)
- 3B SENIOR BUILDING (160 UNITS)
- 4 MLK CENTER WITH RELOCATED MLK BUILDING, NEW COMMUNITY CTR (25K SF), NEW POOL AND REFURBISHED MLK GYM TO REMAIN
- 5A JUST ELEMENTARY
- 5B STEWART MIDDLE
- 6 NEW MARKETPLACE
- 7 NEW WEST RIVERPARK
- 8 EXISTING BLAKE HIGH SCHOOL
- 9 MULTI-FAMILY (PHASE 1 / 200-250 UNITS)



MIXED-USE DEVELOPMENT  
(5 STORY MAX)

# OUR COMMUNITY | VISION FOR HOUSING

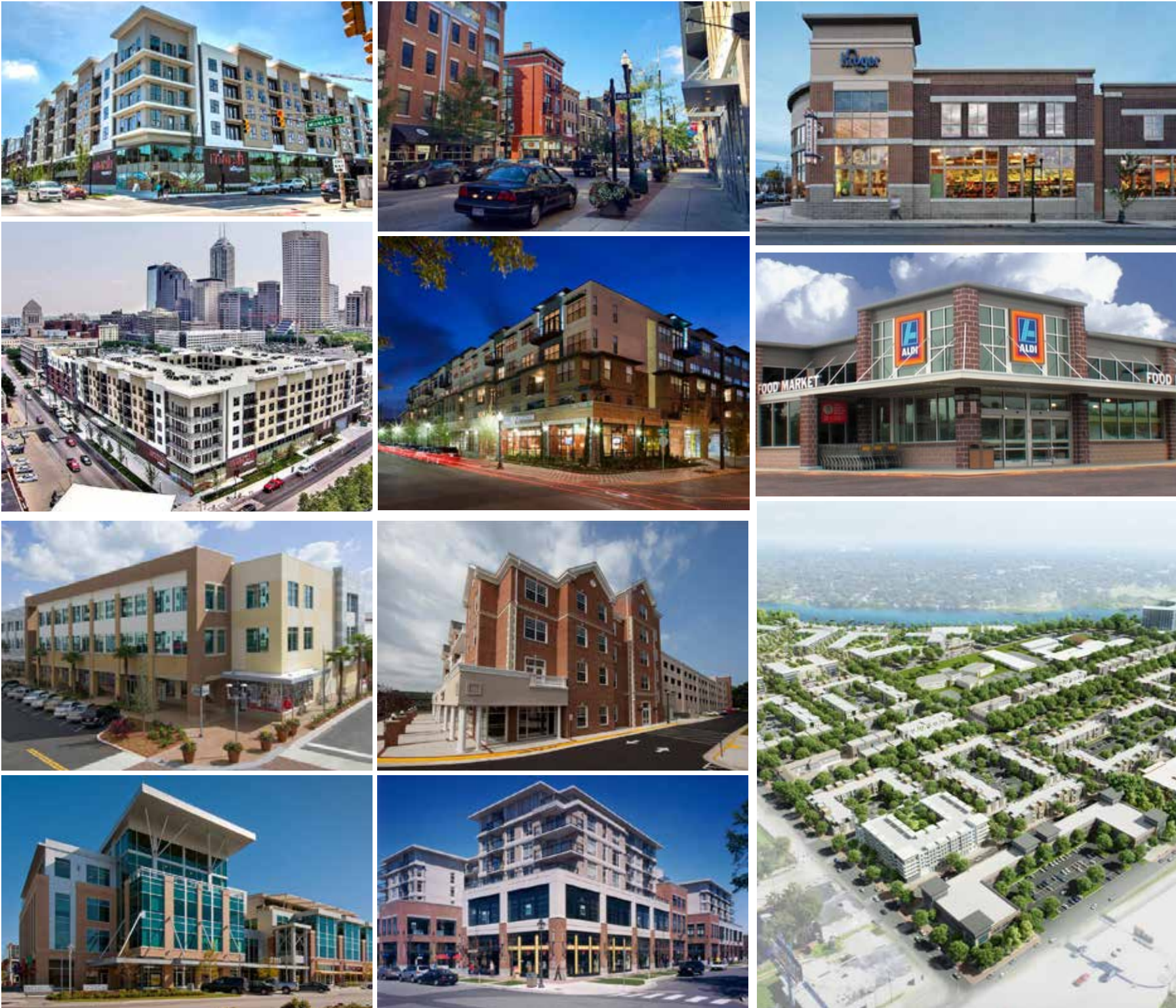
## RESIDENTIAL AND MIXED-USE | ROME AND MAIN

New mixed use development at Main and Rome will serve as a central market place for residents and new gateway to West River. This gateway is located within a one-half mile of the intersection of Main and Howard, the center of the historic West Tampa commercial district and will serve to initiate and catalyze the redevelopment of this important commercial corridor and become a vital economic, social and pedestrian-friendly neighborhood edge. Rome Avenue, Howard Avenue and Armenia Avenue offer opportunities to link this section of the Main Street corridor to adjacent neighborhood areas.

Between Rome and Willow, Main Street is transformed with new ground floor retail, office uses, a new grocery store, a new community health center and a Main Street green "square" fronting pedestrian friendly streetscape amenities. This urban center will provide new amenities and services for residents as well as jobs and housing opportunities. More intense multi-family and senior housing development is provided above ground floor retail in mixed use buildings. Commercial investment in this area can help create a more urban and walkable environment, buffer views of I-275, support sports and recreation-related activities at the new West Riverfront Park, and establish a gateway to West Tampa. Such commercial development can also help create a stronger linkage between West Tampa, University of Tampa and the City Center.

The new proposed retail at Rome and Main will consist of smaller, neighborhood scaled retail establishments such as restaurants, cafes, dry-cleaners, and more. The Plan includes the opportunity for a new +/- 17,000 SF grocery store serving the community as well as surrounding neighborhoods and a new +/- 77,000 SF office building, both with off-street parking and rooftop amenities. The market assessment confirms that with the proximity of Rome and Main from I-275, the demand and viability of a range of retail and office becomes more viable. The broader exposure and access generates more demand for retail and office uses and for the grocery store. This high exposure generates a retail program that appeals to a broader segment of the market, not just those who live in the neighborhood. Overall, nearly 100,000 square feet of retail demand could be supported in the Plan. Additional retail can be accommodated in other locations in the plan including the ground floor of higher density housing and within the new West Riverfront Park and Plaza.

The senior building development at the NE corner of Rome and Main is proposed as a first phase of development. This five story structure will contain 160 units. The building is u-shaped and encloses an open rooftop courtyard with a community garden. The drop-off/pickup area can be accommodated along Main Street or along Rome Street with seating area for residents. The building will offer multiple services and community facilities including a community and/or senior health and fitness center.







## OUR COMMUNITY | VISION FOR PEOPLE

A physical plan for a neighborhood which includes plans for community amenities, access to parks and recreation facilities, locates retail and commercial centers to be accessible to residents, and links the neighborhood to educational centers of excellence and nodes of economic activity has tremendous value for households which have a middle to higher income profile and often don't generally struggle on a daily basis with personal safety, participating in the local economy on a consistent base, obtaining quality health care, or maintaining access to good quality schools.

Together, West River and West Tampa institutions, organizations, and businesses will serve as anchors in the community and will help transform the neighborhood into a functioning, sustainable, mixed income community with an excellent educational and health component serving children and adults.

West River by design will be a community with a wide range of incomes. The West River plan will have failed if it isn't able to make the community welcoming and comfortable and a neighborhood which provides the foundation for success for families from all socioeconomic backgrounds.

To this end, the West River plan has been developed with people in mind with a particular focus on how to assist low and moderate income residents in the neighborhood successfully take advantage of, leverage and participate in the benefits a community such as West River affords. The principal elements of the people aspect of the plan includes the following:

- Programming of the enhanced community center through the Police Athletic League;
- The provision of primary care services immediately within West River that will only charge for services based upon the ability to pay linked to one of the region's not-for-profit major hospital districts;
- Coordinated link with the school board to provide head start and pre-kindergarten education within the neighborhood;
- Preference for area school children to attend high performing schools at every level inside and beyond the neighborhood's boundaries;
- Weekly delivery of fresh produce within the neighborhood;
- Links with major employers in the Westshore and Downtown to provide residents of the area first look at hiring.



## OUR COMMUNITY | VISION FOR NEIGHBORHOOD

The approach for the transformation of West River Tampa is based on a clearly articulated vision and set of community-driven principles that are interrelated and applicable to the broad range of needs and opportunities facing West Tampa today. These guiding principles form the framework that, if implemented, will provide the means by which the City and its residents can help physically, economically and socially shape one of its most important intown neighborhoods for the benefit and health of the City and the region as a whole. Together, the proposed neighborhood planning strategies leverage this community's distinctive and rich attributes, address its many challenges related to crime, disinvestment and decay and act as a catalyst for lasting, positive and sustainable community change.

The West River Plan understands that the transformation of the community must not be limited to improving its physical context alone. Just as important as the physical basis of community improvements, and a complement to it, is the rebuilding and/or creation of healthy social, economic and cultural networks within the broader West Tampa neighborhood areas. By addressing both the neighborhood's physical infrastructure and its social well-being, West River can reflect an understanding of the foundation upon which sustainable communities are built.

### RE-BUILDING A NEIGHBORHOOD

All urban places are defined by their patterns of blocks and streets, and great cities are typically characterized by a fine grain, connected pattern. This is true in residential neighborhoods, mixed use centers, or high intensity downtowns. The scale of the block and street unit is the key determinant in the walkability and humanizing character of a place. The block & street network interacts with the building façade 'the eyes on the street' at the pedestrian level to define urbanism, pedestrian activity and sense of safety. Finally, the modular nature of blocks and streets also create the flexibility for developments to support different types of buildings and accommodate change over time, without changing the scale or character of the community.

By contrast, large 'superblocks' are less navigable by foot, and often create more automobile reliant development patterns because they are hard to circumnavigate and do not have as much street network to efficiently distribute traffic. In summary, a well conceived block and street pattern create the 'fabric' of the community plan, and allow for the successful development of various buildings and places within an overall setting that has a navigable and humanizing pedestrian scale.

The West River Plan employs the strengths of well designed, modular blocks and streets to its full advantage. Using a generalized block that is roughly 272' x 470' (a median size for historic neighborhood villages), the plan is able to accommodate varied residential, commercial and civic structures within an understandable place. Within each block, unit types are varied to create an organic feel to the pedestrian experience. And each block has the flexibility to accommodate higher or lower density regimes depending on whether or not structured parking is employed.

Due to site geometries, there are a few locations that employ slightly larger parcels, however these can be humanized and penetrated with passages, paseos' and green spaces. Storm water management can be accommodated within the development block underneath surface parking, in rain gardens, or in concert with community open space.

### RE-CONNECTING LIVABLE STREETS

Buildings and blocks are connected by Streets. Much of downtown Tampa is platted with 60' rights of way that include two to three lane roads, wide tree-lawns and sidewalks. This pattern and r.o.w. can be seen in the most historic and affluent areas, such as Hyde Park, on commercial 'main streets' such as Willow and Howard Ave and Main St; and in the North Blvd Homes community such as Chestnut. This 60' r.o.w. platform provides the general template for nearly all the streets that are contemplated as extensions and/or new streets, within the West River neighborhood – including local / residential and connector / commercial streets. Additional features such as on-street parking and a turn lane are easily accommodated within this dimension. Where necessary, such as at Main Street, Rome Avenue, Spruce Street and also along the proposed new extension of Pine street and along the new West River Drive, special street design considerations will be included to ensure pedestrian safety, adequate sidewalks and other features so that the street supports the many uses that may take place. Other features such as bike lanes, trails, transit stations, angled and parallel parking, flush curb 'event streets' and low impact design 'rain gardens' will also be explored as opportunities for enhanced design, where appropriate, according to the specific setting including the preservation of existing mature trees.

Main Street along the southernmost edge of the study area is an historically important corridor. It has been the home to locally owned businesses and a corridor for transit, including the historic streetcar. However, over time, many commercial properties have become disinvested and the character of the road favors automobile speed at the expense of pedestrian safety. Main Street will be re-designed as an important neighborhood-serving commercial corridor, with retail and community services. However, it will be better defined as a livable street by new buildings of significant size for visibility, with new streetscape features and pedestrian amenities.

Taken together, the arrangement of blocks, units, buildings, streets and streetscape creates an urban composition designed to promote safety, character, calmed traffic, shaded sidewalks, ADA accessible intersections and 'eyes on the street' to promote Crime Prevention Through Environmental Design (CPTED) principles. When West River is built, it will feel like a safe neighborhood in the best 'Tampa' tradition – inviting people in, and radiating value out to the larger community.

The following pages summarize the West River approach to neighborhood blocks and building typologies, open space amenities and connecting streets, that allow for flexible development within a place of unique character in terms of walkability and human scale.

Image Left / Opposite Page:  
Illustrative Rendering depicting proposed West River /  
Choice Neighborhoods Redevelopment Plan.

## OUR COMMUNITY | OPEN SPACES AND PLACES

The West River Plan offers a wide variety of recreational opportunities within walking distance from all residents. The overall planned open spaces and greenway improvements align with **Invision Tampa's** proposed "building blocks" to embrace and celebrate the Hillsborough River and the Waterfront by making it "accessible, comfortable, safe, and highly active; by extending environmental value into the community through increased connectivity from the neighborhoods and by integrating new development with the Tampa Riverwalk." The end result will be a city-wide greenway network that connects the City Center with Tampa's diverse communities and complements the existing East Side Riverwalk Trail and Parks with the planned West Side Riverwalk and new West Riverfront Park.

The **West Riverfront Park** provides significant green open space to support a wide variety of active and passive recreation for residents and visitors of West Tampa. From walking and biking trails to children's tot lots, play areas and community gardens, an integrated network of open spaces, public parks, trails, sustainable green infrastructure, and a mix of uses connects and anchors this unique riverfront area with the River and City Center. A series of components define the Open Space and Parks Plan for West River. The open space components cover approximately 23 acres of land area with public access to a waterfront extending over 1.3 miles along the River.

The revitalization of West River and the West Tampa community will create an extremely marketable and desirable place to live, work, play and learn with an abundance of amenities, community facilities and bike trails, quality new construction, and easy access to the River and Tampa's Riverwalk Trail, to a newly refurbished MLK Community Center in the heart of the community, to neighborhood parks, playgrounds, tot lots and community gardens, and to opportunities for shared use of the new school baseball and track fields next to Blake High.

AERIAL ILLUSTRATIVE: WEST RIVER | CHOICE NEIGHBORHOODS PLAN



- 1. Waterfront and Riverwalk:** A key feature of the West River Plan is the extension of Tampa's Riverwalk 'greenway system' along the edge of the Hillsborough River connecting residents to the water while creating a desirable, centrally located waterfront park. The proposed West Riverfront Park and Plaza are designed to create a true riverfront community.
- 2. West River Streetscapes:** Pedestrian and bicycle access to the River and park areas is provided along a new east/west greenway trail along Spruce and Pine streets. Improved and/or new streetscapes are designed to enhance connectivity through the site.
- 3. Community Parks and Gardens:** A series of neighborhood parks with amenities will provide a setting for active playgrounds, picnics and informal play along with opportunities for urban farming and community gardens. Roof gardens atop the higher density housing will provide additional opportunities for gardening and viewing areas towards the River. Active sports and diverse community programs are accommodated at the joint use recreational fields along Main Street, next to Blake High School, with safe access for Just and Stewart school children via a new pedestrian bridge.
- 4. New Community Center:** Envisioned as the heart of the community, the MLK Center is relocated to a prominent location along Rome Avenue to continue its longstanding role as a community recreational and meeting center. Plans for expanding the Center to 25,000 SF will allow new programming and services; the refurbishing of the existing Gym and a kids splash area and community garden are important enhancements to existing functions.

WEST RIVER | FUTURE BUILD-OUT PLAN



Images Right:  
Illustrations depict the extension of the Tampa Riverwalk 'loop' along the edge of the Hillsborough River and West River.



INVISION TAMPA

"We will nurture new River Places that enhance the activity along and access to the Hillsborough River and Garrison Channel, thereby extending the economic value of the waterfront into the Center City."



ULI Advisory Panel Services Report: Downtown Tampa Florida (Oct 2011)

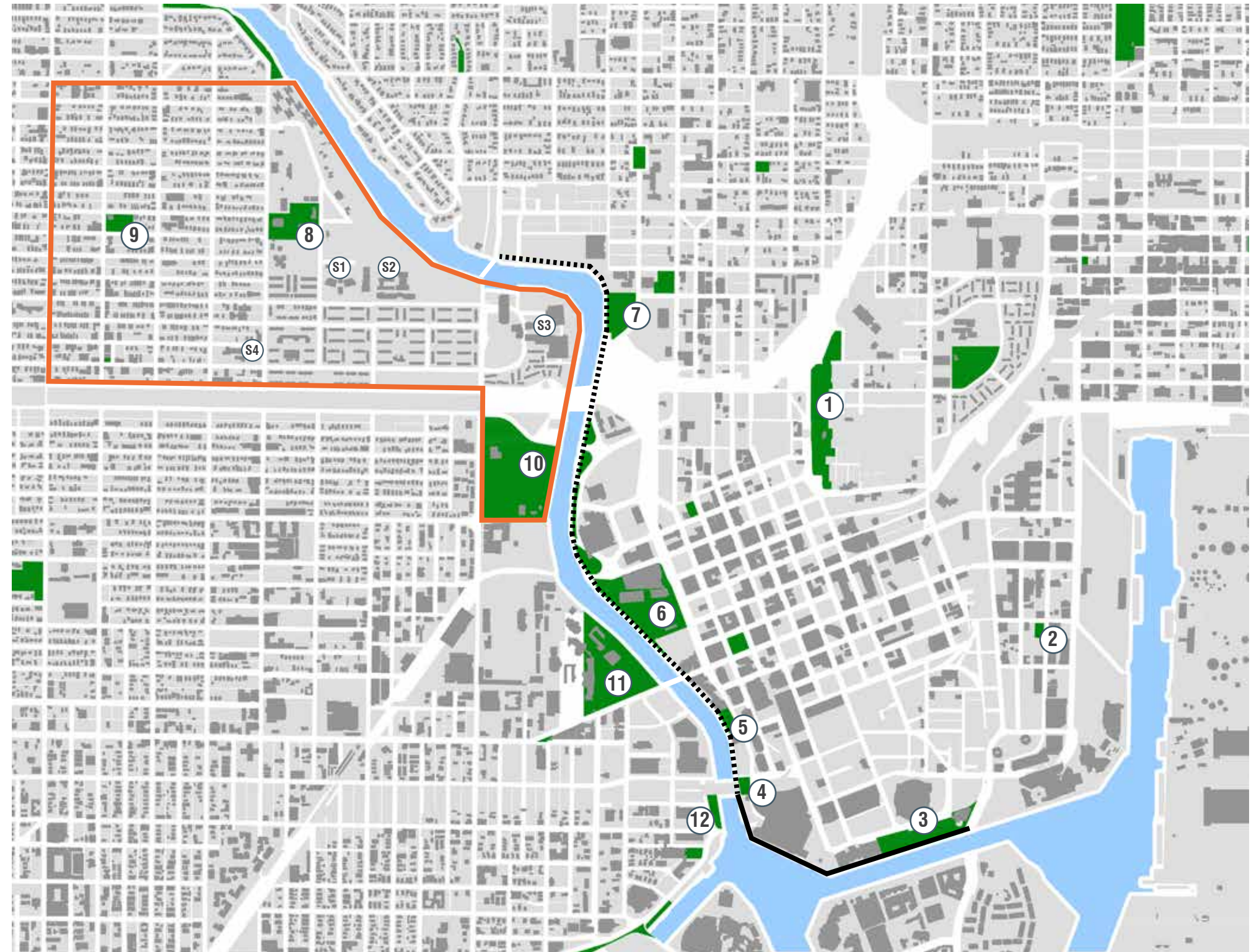
1. Conceptual connectivity diagram for downtown tampa and its surrounding neighborhoods. The circles represent conceptual focus areas for redevelopment.
2. Proposed greenspace network and green spaces.
3. Proposed transit routes in and around Tampa.

### Existing Open Space and Community Parks

1. Perry Harvey Park at ENCORE
2. Channel District Park
3. Cotanchobee Fort Brooke Park
4. USF Park
5. MacDill Park on the Riverwalk
6. Curtis Hixon Waterfront Park
7. Water Works Park
8. Dr. Martin Luther King Jr. Recreation Complex
9. Rey Park
10. Julian B. Lane Park
11. Plant Park
12. Tony Jannus Park

- S1 Just Elementary School  
 S2 Stewart Middle School  
 S3 Blake High School  
 S4 Dunbar Elementary

- Existing Riverwalk  
 - - - - Proposed Riverwalk Extension



WEST RIVER - EXPANDED CHOICE NEIGHBORHOODS TARGET AREA

MAKING PLACES | WEST RIVERFRONT PARK



West River Plan | Choice Neighborhoods Plan  
**Proposed Open Space and Community Parks**  
including proposed Extension of Riverwalk “loop”

WEST RIVER - EXPANDED CHOICE NEIGHBORHOODS TARGET AREA

West River Plan | Choice Neighborhoods Plan  
**Proposed Open Space and Community Parks**  
 including proposed Extension of Riverwalk “loop”:

EXISTING:

- A Julian B. Lane Park
- B Curtis Hixon waterfront Park
- C Water Works Park
- D Rey Park
- E Existing Park
- F Existing MLK Recreation Complex
- S1 Just Elementary School
- S2 Stewart Middle School
- S3 Blake High School
- S4 Dunbar Elementary

PROPOSED:

- 1. New West Riverfront Park
- 2. North End Trail
- 3. West River North End Gateway
- 4. MLK Center Community Garden on Rome Avenue
- 5. MLK Center Playground / Splash Park
- 6. Neighborhood Park
- 7. Neighborhood Park
- 8. Relocated Playfields
- 9. Main Street ‘Square’

..... Proposed Riverwalk Extension



**WEST RIVER - EXPANDED CHOICE NEIGHBORHOODS TARGET AREA**



MAKING PLACES | WEST RIVERFRONT PARK

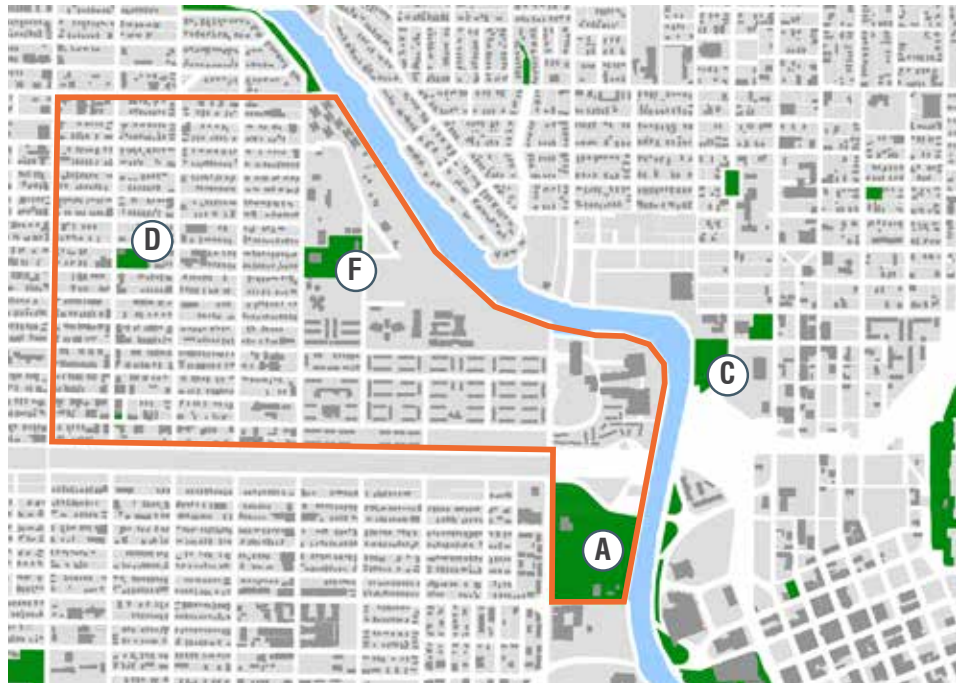


West River Plan | Future Build Out Plan  
**Proposed Open Space and Community Parks** including including proposed Extension of Riverwalk “loop”:

- EXISTING:
- A Julian B. Lane Park
  - B Curtis Hixon waterfront Park
  - C Water Works Park
  - D Rey Park
  - E Existing Park
  - F Existing MLK Recreation Complex
  - S3 Blake High School
  - SP Proposed New Pre-K thru 8 School

- PROPOSED:
- 1. New West Riverfront Park
  - 2. North End Trail
  - 3. West River North End Gateway
  - 4. MLK Center Community Garden on Rome Avenue
  - 5. MLK Center Playground / Splash Park
  - 6. Neighborhood Park
  - 7. Neighborhood Park
  - 8. Relocated Playfields
  - 9. Main Street 'Square'

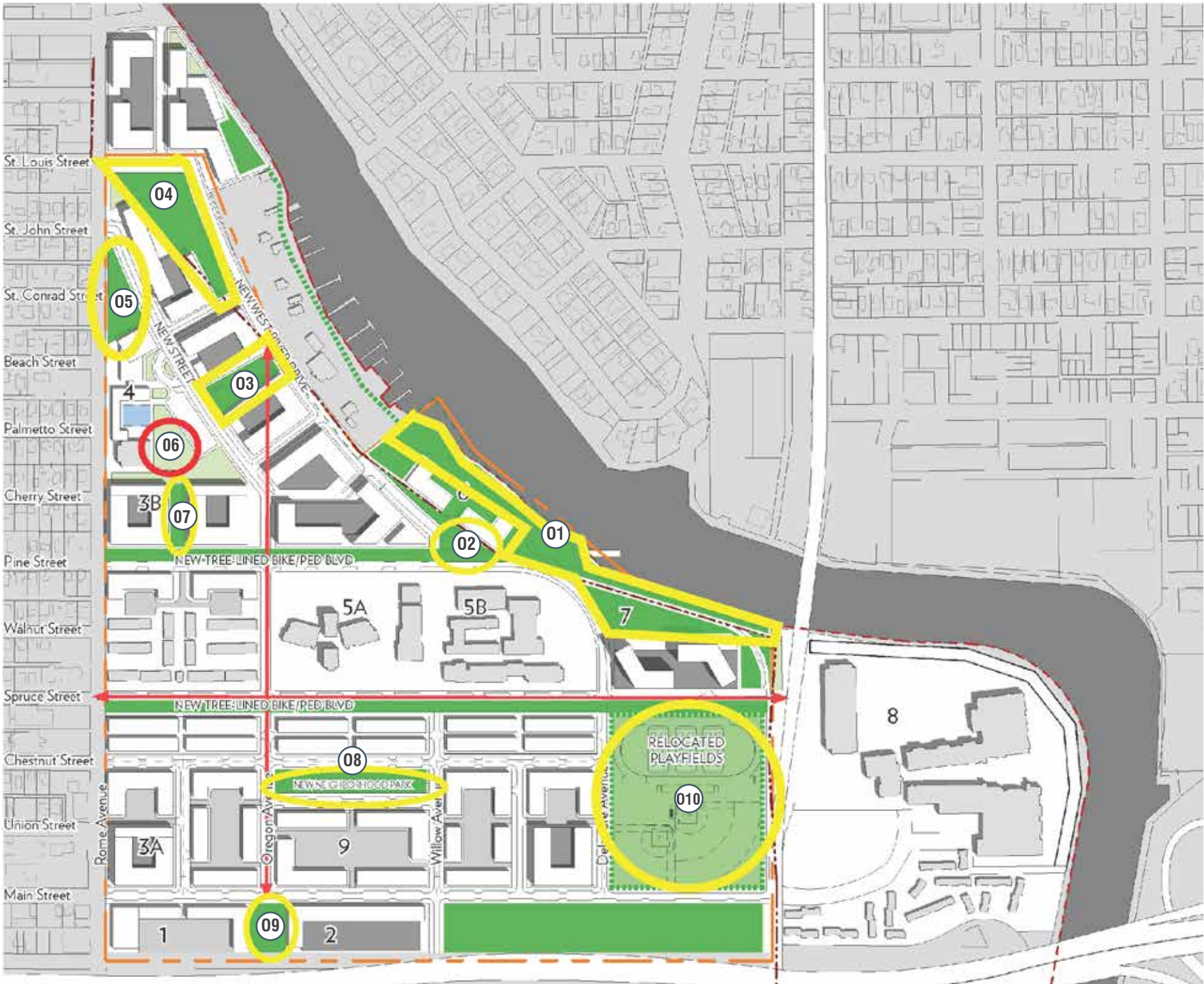
Existing Open Space and Community Parks:



WEST RIVER - EXPANDED CHOICE NEIGHBORHOODS TARGET AREA



MAKING PLACES | WEST RIVER OPEN SPACE PLAN



West River Plan | Choice Neighborhoods Plan

- 1. New Commercial / Grocery Store
- 2. New Office Use (70,000 SF Area)
- 3A. New Senior Building (Phase 1 / 160 Units)
- 3B. New Senior Building (Future Phase / 160 Units)
- 4. New Reconfigured MLK Recreation Center w/ relocated existing building and 25K SF expansion. Existing Gym to remain
- 5A. Existing Just Elementary School (HCPS)
- 5B. Existing Stewart Middle School (HCPS)
- 6. New Retail / 'Marketplace'
- 7. New West Riverfront Park
- 8. Existing Blake High School (HCPS)
- 9. New Multi-Family Housing (Phase 1 / 200-250 Units)

Table: Open Space - Land Area for OPC Calculations

OPEN SPACE KEY # ON PLAN	LAND AREA (SF)	LAND AREA (AC)	DESCRIPTION
01	256,128	5.88	West Riverfront Park along Hillsborough River including extension of Riverwalk
02	11,972	0.27	Plaza - West River Plaza at New West River Drive 'Town Square'
03	28,973	0.67	Plaza - West River 'Green Lawn' for New Multi-family Housing Development
04	77,750	1.78	North West River 'Gateway/Entry Park' along New West River Drive at St. Louis Street
05	29,672	0.68	MLK Recreation Center - New 'Community Garden Courtyard / Art Mural'
06	30,968	0.71	MLK Recreation Center - New Playscape (splashpad)
07	19,807	0.45	Plaza - West River 'Green Lawn' between new Senior and Multi-family Housing
08	57,554	1.32	West Riverfront Park along Hillsborough River including extension of Riverwalk
09	27,539	0.63	New Neighborhood Park at Chestnut Street
010	438,605	10.07	Relocated School Playfields with High School track, soft-ball fields and baseball fields
<b>01 THRU 010</b>	<b>978,968</b>	<b>22.47</b>	<b>TOTAL AREAS</b>



# MAKING PLACES | WEST RIVERFRONT PARK

The West Tampa Community will have a connected Riverwalk. The new west side trail has been a community aspiration for years, as a continuation of the east bank trail now under construction. The new west Riverwalk will be coordinated with the new West Riverfront park and plaza design, Blake High School, JB Lane Park, University of Tampa and other waterfront property that can eventually connect the entire west bank of the River all the way to Bayshore Blvd. The trail can also reach Tampa Heights and the East Bank via the Columbus Street bridge and Glenview Drive Parkway. The West River Plan provides both enhanced access to the river but at the same time is aimed at maintaining the natural character of the river's edge in many areas and the low scale/low key commercial/residential mix along the river in others. Totalling close to 6.0 acres in area, the West Riverfront Park can provide a diversity of experiences ranging from walking, biking and boating to fishing, dining, playgrounds, performance, picnics, and pickup games. The setting will be one of environmental enhancement and provide the opportunity to understand and appreciate the beauty of a healthy River ecology. Planned activities can range from formal cultural events and performances to spontaneous activity and community access to a bikeable trailhead. When completed, Tampa will have 'one Riverwalk' – a connected east and west bank Hillsborough River trail system of interesting places and diverse experiences. The design and programming of the West Riverfront Park presents a unique opportunity for the City of Tampa to create a community resource and destination for the residents of West Tampa and for the Tampa community as a whole. Further planning and design considerations may include:

- Incorporate a pavilion along the waterfront for community events to be located adjacent to and/or in the river with use of the river as a backdrop;
- Integrate art features and wayfinding and branding systems into public spaces and along the Riverwalk;
- Provide locations for ferry boat access and water taxi service as alternative modes of transportation along the River. Also, provide mooring locations for live aboard barges can create visual interest and activate the waterfront;
- Dramatic pedestrian and bike walkways and trails with seating areas and ointerpretive environmental displays can be designed to present themes that enable residents and visitors to understand the history of West Tampa, the ecology and natural habitats of the River;
- Retail opportunities along the River are minimized in area and footprint so as to keep river views open and accessible to the community;
- Create an entry / gateway feature at St. Louis Street and New West River Drive. New West River Drive to be a riverfront drive / a new tree lined boulevard;
- Activities expected along the river include walk, jog, bike, rollerblade, Segway, resting, birding, exercise stations, play trail elements, environmental interpretation/education, fishing at docks; Dog parks provide a necessary and desirable amenity for all to enjoy;
- Additional programmed activities could include kayak launch, host 5K races/events, waterfront yoga classes; farmers markets; farm to table cooking classes; etc.

Image Far Left / Opposite Page: Illustrative Rendering depicting proposed West Riverfront Park and Plaza.

Photos Below: Examples of park and open space amenities, features and activities to be incorporated in the planning, programming and design of West River's New Riverfront Park.



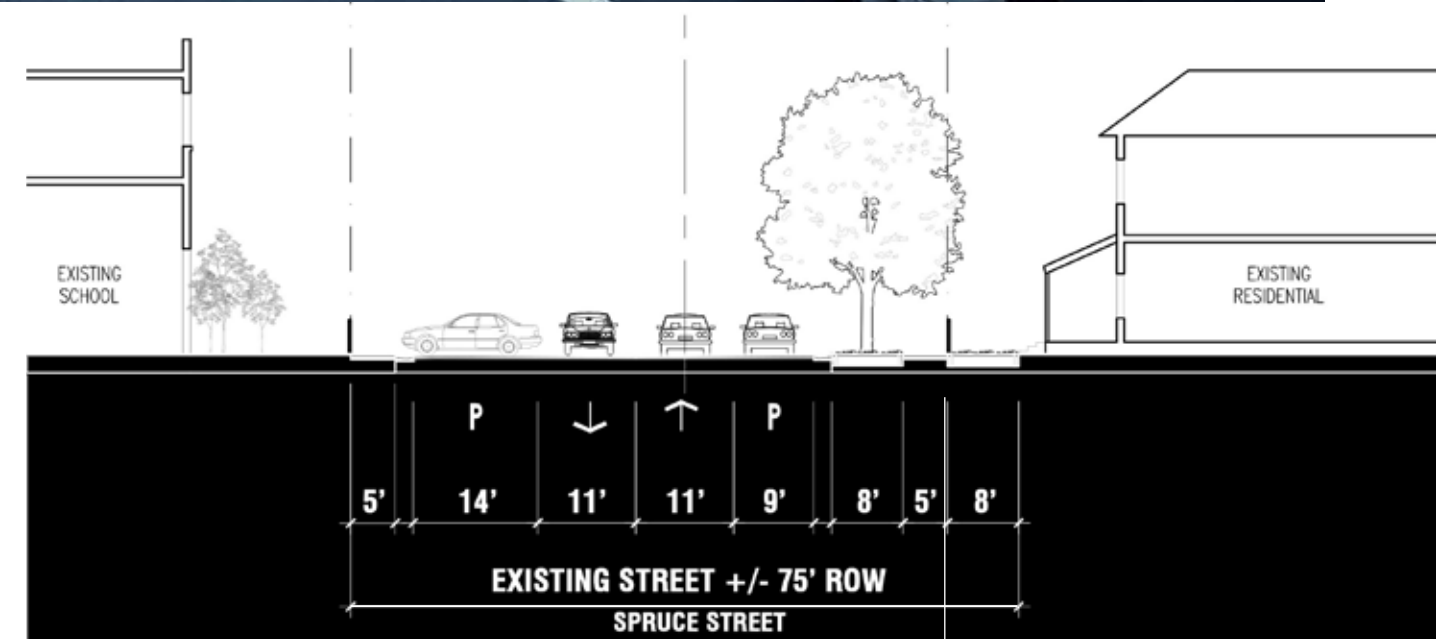


IMAGE ABOVE:  
ILLUSTRATIVE RENDERING DEPICTING THE NEW WEST RIVERFRONT PARK LOOKING SOUTH

# MAKING PLACES | WEST RIVERFRONT PARK



PHOTOS ABOVE: IMAGES DEPICTING VARIETY OF PROGRAMMED ACTIVITIES AND DESIGN ENVISIONED FOR WEST RIVER'S NEW RIVERFRONT PARK.





# CONNECTIVITY | SPRUCE AND PINE STREET

Livable environments rely on compact, pedestrian-friendly and interconnected system of streets and open spaces in order to enhance walkability and create a true sense of place. The first objective of the West River Plan is to reconnect the streets of West River to the overall West Tampa community and thereby provide safe access east to the Hillsborough River. The physical plan is organized around a reconfigured system of streets and open spaces to ensure connectivity throughout the community. In contrast to the singular and isolated block and street pattern of the present development, the new West River plan re-imagines the 150-acre neighborhood area as an integrated neighborhood that will greatly benefit and contribute to the surrounding pattern of community places. The proposed extension of existing streets and introduction of new streets creates a neighborhood that facilitates vehicular/pedestrian/bike access and way-finding and celebrates its locational attributes as a true riverfront community.

At present, only two streets provide access, albeit limited, to the River: Spruce Street which terminates at North Boulevard (at the Blake High School parking garage) and Oregon Avenue which terminates at North Willow Avenue. In order to enhance connectivity throughout the community and to provide direct and safe access to the River, the West River Plan proposes new streetscape improvements along Spruce Street and to extend Pine Street from Rome Avenue east to the Hillsborough River. Both street cross-sections will be configured as new tree-lined promenades with a widened sidewalks and a bike trail designed to create an east/west green 'spine' through the heart of the new community.

The new green "spine" will provide direct access from Rome Avenue to the new proposed West Riverfront Park and Plaza and terminates at the proposed extension of the Riverwalk "loop" which is planned to connect the future west riverfront trail to the east bank of the Riverwalk already under construction. It will also function as a 'safewalk' to the existing Just, Stewart and Blake schools and to the senior and multi-family residential buildings on Pine Street. On-street parallel parking and buildings oriented towards the street will contribute to creating an appealing neighborhood promenade.

Section 4: Infrastructure Planning outlines the street and right-of-way additions and extensions identified in the West River Plan to promote pedestrian access, provide street parking, and increase accessibility, while incorporating the existing historical features in the area.

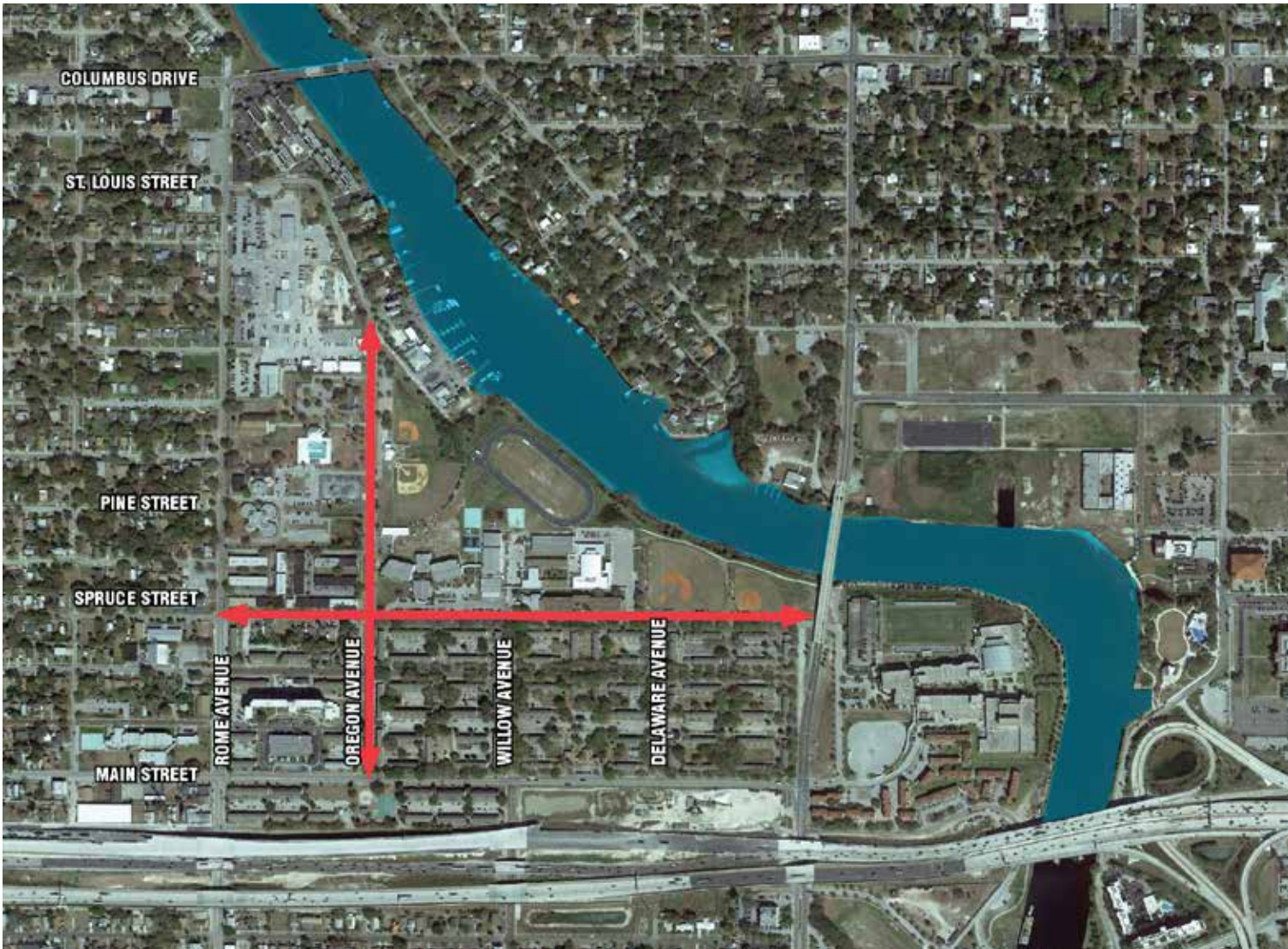
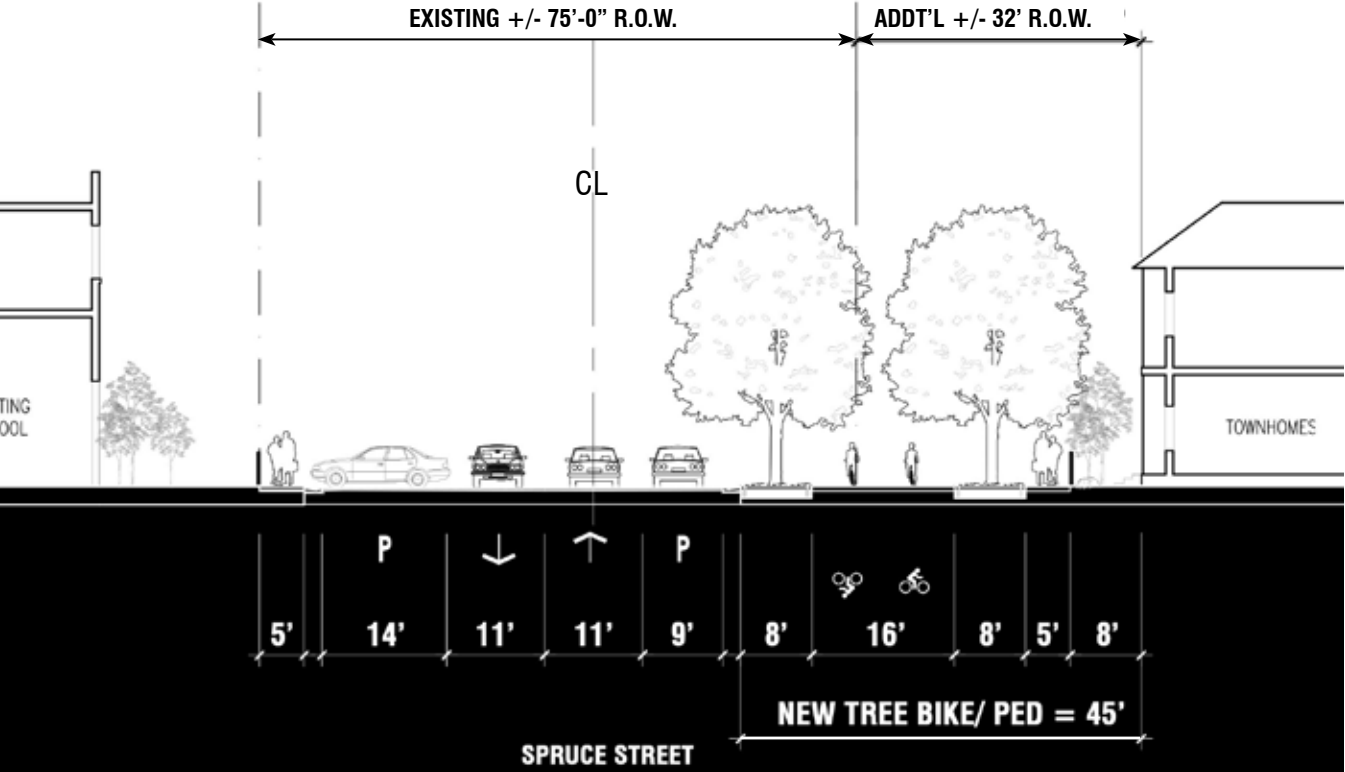


Image Opposite Page - Top: Proposed new bike/ped streetscape improvements along Spruce Street and Pine Street connecting to the extended Riverwalk 'loop'.

Image Opposite Page - Bottom:  
 1. Existing View east along Spruce Street.  
 2. and 3. Existing and Proposed Street Cross Sections



IMAGE ABOVE:  
ILLUSTRATIVE RENDERING OF NEW NEIGHBORHOOD PARK FRONTING CHESTNUT STREET, BETWEEN OREGON AND WILLOW AVENUES

# OUR COMMUNITY | NEIGHBORHOOD AMENITIES

West River will have a wide variety of recreational opportunities, within walking distance from all residents. The overall planned open spaces and greenway improvements throughout the site will provide significant green space and offer residents and visitors a diverse mix of active and passive recreational opportunities: from walking and biking trails to children’s tot lots, play areas and community gardens. A series of components define the Open Space and Parks Plan for West River. These are:

- 1. Waterfront and Riverwalk:** A key feature of the West River Plan is the extension of Tampa’s Riverwalk greenway system along the edge of the Hillsborough River connecting residents to the water while creating a desirable, centrally located waterfront park. The proposed West Riverfront Park and Plaza are designed to create a true riverfront community.
- 2. Community Parks and Streetscapes:** A series of neighborhood parks with amenities will provide a setting for active playgrounds, picnics and informal play along with opportunities for urban farming and community gardens. Roof gardens atop the higher density housing will provide additional opportunities for gardening and viewing areas towards the River. Active sports and diverse community programs are accommodated at the joint use recreational fields along Main Street, next to Blake High School, with safe access for Just and Stewart school children via a new pedestrian bridge. Pedestrian and bicycle access to the River and park areas is provided along a new east/west greenway trail along Spruce and Pine streets. Improved and/or new streetscapes are designed to enhance connectivity through the site.
- 3. New Community Center:** Envisioned as the heart of the community, the MLK Center is relocated to a prominent location along Rome Avenue to continue its longstanding role as a community recreational and meeting center. Plans for expanding the Center to 25,000 SF will allow new programming and services. The refurbishing of the existing Gym and a kids splash area and community garden are important enhancements to existing functions.



- WEST RIVER  
CHOICE NEIGHBORHOODS PLAN
- 1 COMMERCIAL / GROCERY STORE
  - 2 OFFICE (70K SF)
  - 3A SENIOR BUILDING (160 UNITS)
  - 3B SENIOR BUILDING (160 UNITS)
  - 4 NEW COMMUNITY CTR (25K SF)  
EXISTING MLK BUILDING TO BE RELOCATED/  
NEW POOL / MLK GYM REMAINS
  - 5A JUST ELEMENTARY
  - 5B STEWART MIDDLE
  - 6 NEW MARKETPLACE
  - 7 NEW WEST RIVERFRONT PARK
  - 8 BLAKE HIGH SCHOOL
  - 9 NEW MULTI-FAMILY HOUSING (PHASE 1)



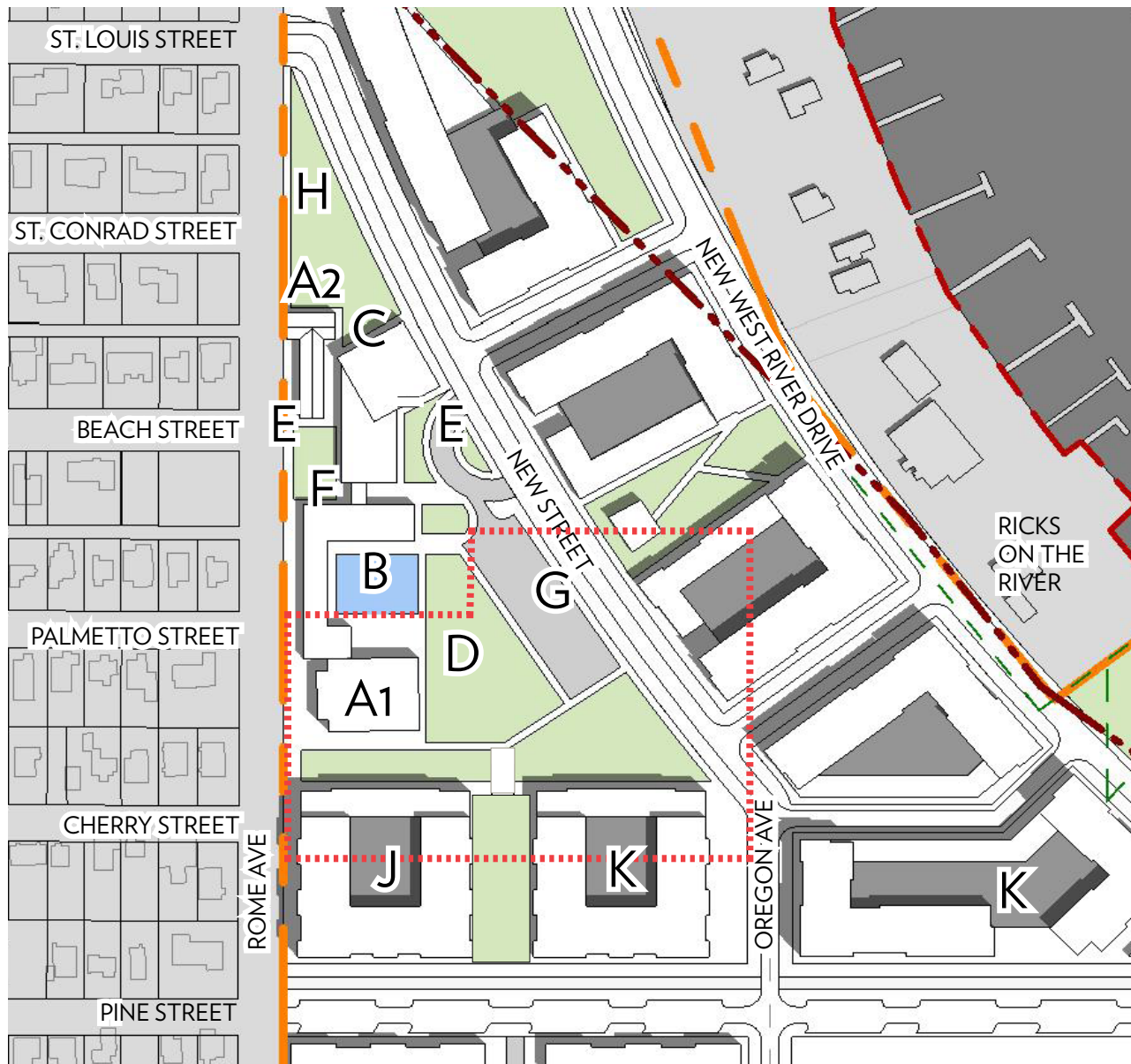
## OUR COMMUNITY | MLK COMMUNITY CENTER

As part of the West Tampa and West River revitalization, the New MLK Community Center initiative includes the reconfiguration of the existing MLK Center facility. The New Center presents an exceptional opportunity to enhance and create a revitalized focal point of civic life in the West Tampa community. New programming at the Center will be facilitated through the relocation of the existing MLK Center building, the development of a new 25,000 SF facility, the refurbishment of the existing Gymnasium and the addition of a new enclosed pool project to provide a much-needed place for new community programs.

The siting of the existing relocated MLK Center building(s) and the new Community Center opens this important community asset and grounds towards Rome Avenue for increased presence, access and identity along this main north/south artery. The building is visible from the street and is dynamically linked to the neighborhood to the west as well as to the new proposed development and the riverfront to the east. The generous entry plazas located on both Rome Avenue and on the new proposed extension of Oregon Avenue provide convenient and safe drop off and pick up areas as well as extends the public realm from the street into the heart of the Community Center. The corner parkspace located at the intersection of Rome Avenue and St. John Street provides an entryway feature into the community and shall be designed to accommodate a community garden surrounded by low garden walls with art murals expressive of the history of the MLK Recreation Center and West Tampa.

The design and construction of the new +/- 25,000 sq. ft. community recreation center includes typical elements such as an exercise room, social hall, kitchen, a multi-purpose senior /community lounge, arts/kiln room, game room, vending space, a multi-purpose conference room, two multi-purpose class rooms, offices to accommodate multi-agencies, lobby, rest rooms and storage space, etc. This new facility will be connected to the existing relocated MLK Center buildings through a covered walkway and outdoor butterfly garden. A new 25 meter, 8 lane lap pool will be enclosed and sized for competitions. A large amount of strategically placed glazing advertises the interior functions of the new pool to the exterior while advantageously opening up the building to receive natural light and provide views to an outdoor playscale area and kids splash pad. The existing beautiful gymnasium will be refurbished. The facilities included in the site development will require an adequate number of parking spaces.



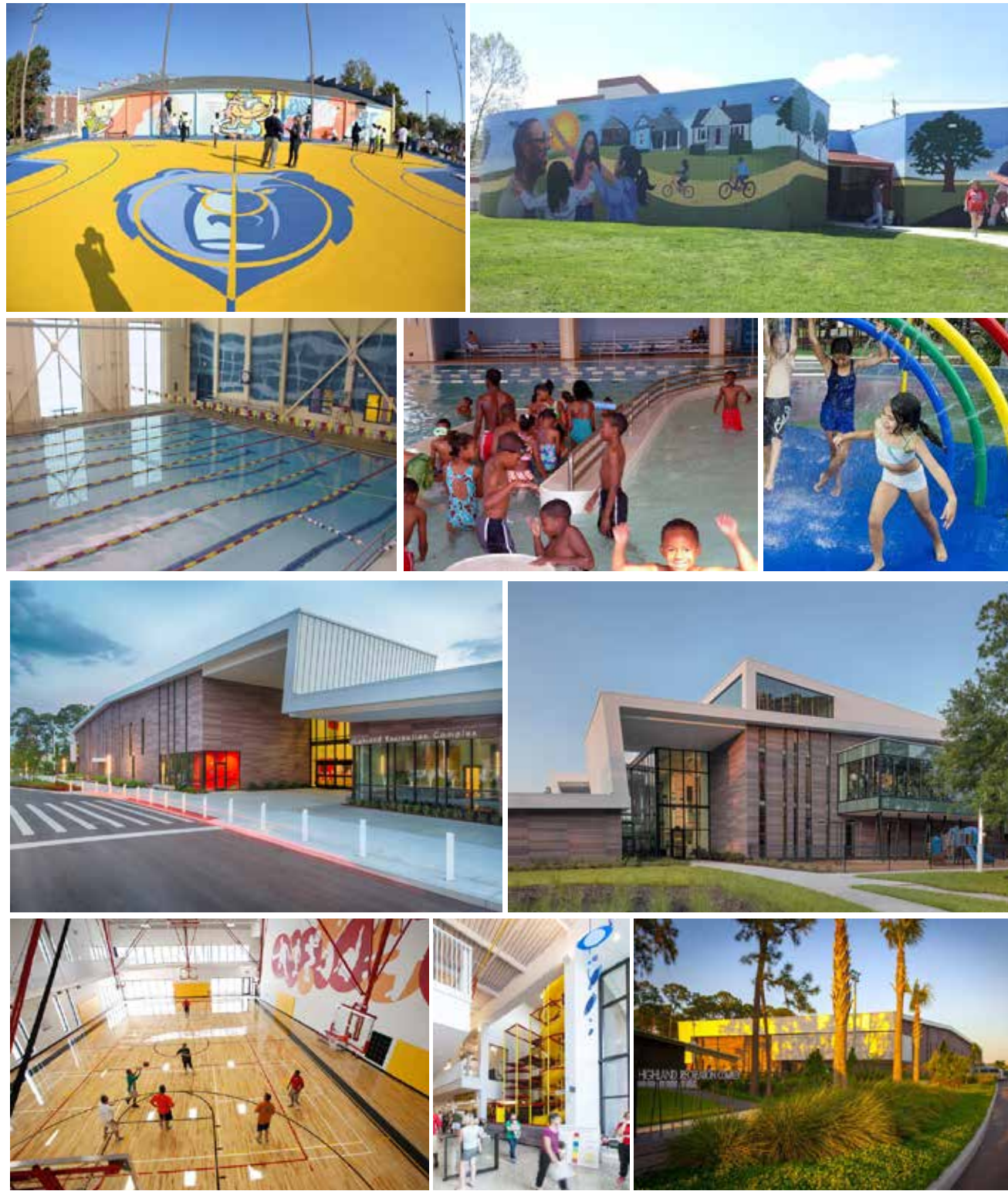


MLK CENTER RECONFIGURATION:

- A1 EXISTING GYM TO REMAIN
- A2 EXISTING RELOCATED MLK BUILDING
- B NEW POOL (25 MT, 8 LANES)
- C NEW COMMUNITY CENTER (25,000 SF)
- D PLAYScape AREA / KIDS SPLASH PAD
- E DROP-OFF AREA
- F COVERED WALKWAY
- G PARKING (SURFACE)
- H COMMUNITY GARDEN WITH MURAL ARTWORK
- J SENIOR BUILDING (5 STORIES)
- K MULTI-FAMILY RESIDENTIAL (5 STORIES)

PROGRAMMING FOR NEW 25,000 SF CENTER:

Lobby	1000 +/- nsf	Kitchen	400 +/- nsf
Admin Control Center	250 +/- nsf	Social Hall	4000 +/- nsf
Center Staff Offices	400 +/- nsf	Storage	2900 +/- nsf
Conference Room	800 +/- ns	Exercise Room	2,000 +/- nsf
CommunityPartner	700 +/- nsf	Custodial Area	100 +/- nsf
Computer Lab	400 +/- nsf	Restrooms	1200 +/- nsf
Game Area	2400 +/- nsf	Vending	300 +/- nsf
Arts/Crafts Room	1600 +/- nsf	Unassigned Space*	550 +/- nsf
Kiln Room	300 +/- nsf	Mechanical/Electrical	1000 +/- nsf
Class/Activity Rm(2)	1600 +/- nsf		
Community Lounge	1400 +/- nsf	<b>Total NSF</b>	<b>24,700 +/- nsf</b>



MLK COMMUNITY CENTER:  
PROPOSED RECONFIGURATION  
(SEE DETAILED SITE PLAN, LEFT)

- 1 COMMERCIAL / GROCERY STORE
- 2 OFFICE (70K SF)
- 3A SENIOR BUILDING (160 UNITS)
- 3B SENIOR BUILDING (160 UNITS)
- 4 NEW COMMUNITY CTR (25K SF)  
EXISTING MLK BUILDING TO BE  
RELOCATED/ NEW POOL / MLK GYM  
REMAINS
- 5A JUST ELEMENTARY
- 5B STEWART MIDDLE
- 6 NEW MARKETPLACE
- 7 NEW WEST RIVERFRONT PARK
- 8 BLAKE HIGH SCHOOL
- 9 NEW MULTI-FAMILY HOUSING  
(PHASE 1)

PHOTOS LEFT:  
EXAMPLES OF COMMUNITY CENTER  
BUILDINGS, INDOOR AMENITY AREAS  
AND COMMUNITY POOLS.

# 4

# INFRASTRUCTURE PLANNING



## STREETS AND TRANSPORTATION

Within the site, the roadway network is fractured, with many streets that have been 'dead-ended' or even vacated entirely or in portions (Spruce St). The general dimension of most of these streets is a 60' (+/-) right of way, typically with brick pavers under the streets, some granite curbing and mature oak trees. In order to improve the connectivity and circulation throughout the area, the plan proposes to re-establish the existing street grid with the reconstruction of the existing streets into high quality local streets. The network of major north/south roads that pass under I-275 and connects the neighborhood south to the North Hyde Park area includes North Blvd, Willow Ave, and Rome Ave. These roads provide access to valuable community resources such as the University of Tampa and the industrial "design district" to the south. The only east/west road that traverses the planning area is Main Street.

These major roadways are Level X service, with high design speeds, and sufficient capacity to allow for redevelopment to occur in the targeted planning area. However, they typically do not feature sufficient pedestrian facilities to provide easy bike and/or pedestrian access in and around the community. Transit service through the study area is inadequate. The HART Bus Route 7 runs along Main Street between the Marion Transit Center and the Raymond James Stadium at 30 minute headways. Route 14 runs along North Blvd, at 1 hour headways, between the Marion Transit Center and the Yukon Transfer Center on Busch Blvd. Route 15, which is not within the study area but is accessible from the northern portion, runs east/west along Columbus Dr at 30 minute headways. In addition to roads and transit improvements, Invision Tampa recommends significant east/west downtown linkages such as the "Green Spine" multi-use trail on Cass Street.

### PROPOSED STREET SYSTEM ANALYSIS

The street and right-of-way additions and extensions listed below were identified to promote pedestrian access, provide street parking, and increase accessibility, while incorporating the existing historical features in the area.

NOTE: Opinions of probable costs provided are based on the information known to the Consultant at this time and represent only the Consultant's judgment as a design professional familiar with the construction industry. The Consultant has no control over the cost of labor, materials, equipment, or over the Contractor's methods of determining prices or over competitive bidding or market conditions. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.

### SPRUCE STREET REFURBISHING

Spruce Street (approximately 2,625 linear feet) currently encompasses (2) 12-foot travel lanes, limited street parking, and a 5-foot sidewalk. Spruce Street will be expanded to include a tree lined bike and pedestrian boulevard, additional parking, and community features. The existing granite curbs, and asphalt will be refurbished. The proposed pedestrian/bike boulevard is 16-foot wide with 8-foot brick paved medians on either side. The existing trees lining the street will be preserved within tree grates, with additional trees installed in the parallel median to create a canopy environment.

### PINE STREET EXTENSION

Pine Street currently ends west of Rome Avenue and will be extended east approximately 1,750 linear feet through the development to intersect with West River Avenue. Pine Street will include the same amenities as Spruce Street, complete with (2) 12-foot travel lanes, 10-foot parallel parking on both sides of the road, a tree lined bike and Pedestrian Boulevard, and community features. The roadway will require clearing and grubbing of the proposed right-of-way, new base and asphalt, curb and gutter, storm drainage, and sidewalk. The pedestrian/bike boulevard will be 16-foot wide with 8-foot brick paved medians on either side. Large trees will be installed incrementally in tree grates within the median to create a canopy environment.

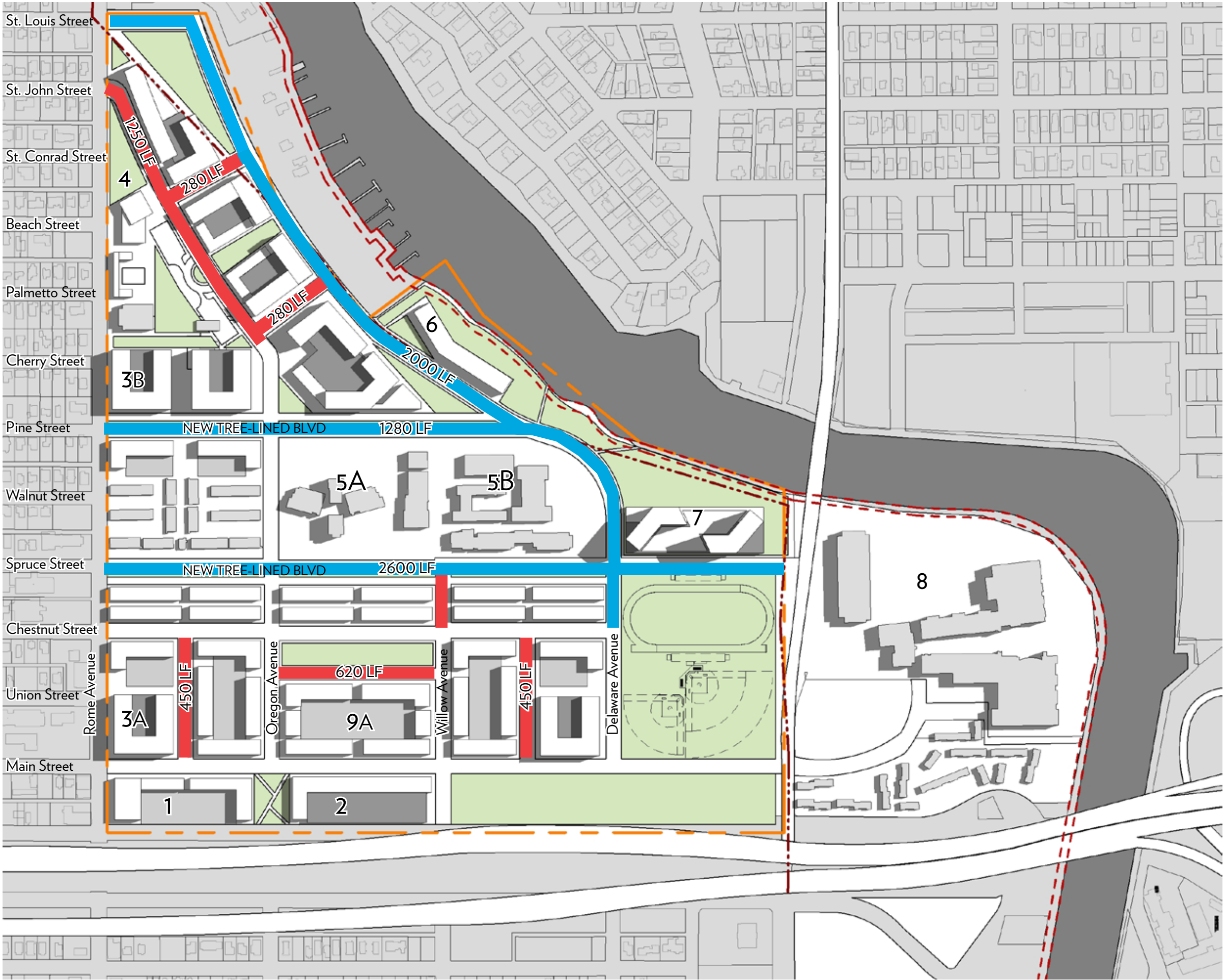
### WEST RIVER BOULEVARD EXTENSION

West River Boulevard is intended to join Willow Avenue in the northwest corner to Delaware Avenue in the southeast corner of the development. The proposed road will run parallel to the Hillsborough River and the proposed Greenway Trail. The complete extension is approximately 3,450 linear feet. West River Boulevard will include (2) 12-foot travel lanes, 10-foot parallel parking on both sides of the road, and (2) 5-foot sidewalks. The roadway will require clearing and grubbing of the proposed right-of-way, new base and asphalt, curb and gutter, and storm drainage. West River Boulevard will act as the main access road to parks and community features along the River.

### NEW STREET EXTENSIONS

Six locations will require the dedication of new right-of-way for the creation of new streets. These streets will aid in the accessibility of various individual parcels. Each street will include (2) 12-foot travel lanes, and (2) 5-foot sidewalks. The roadway will require clearing and grubbing of the proposed right-of-way, new base and asphalt, curb and gutter, and storm drainage. The compilation of the new streets is approximately 3,500 linear feet.



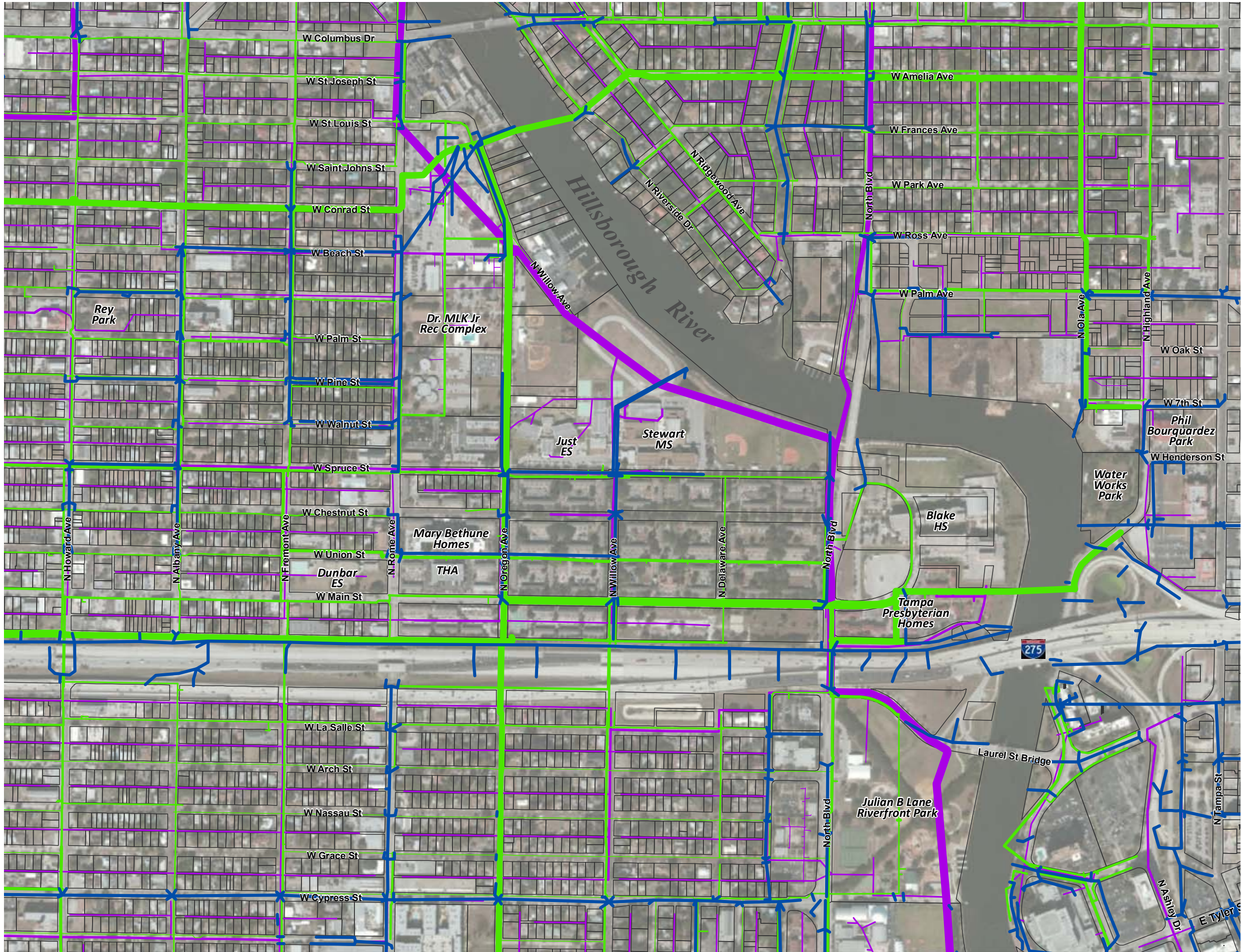


 New Right-of-Way (60' R.O.W)

 Improved / New Right-of-Way  
See Cross-Sections for details)

## INFRASTRUCTURE PLANNING

- **Wastewater** - Wastewater service is provided by the City of Tampa. Wastewater from the study area is discharged through the 60" West River Interceptor and processed at the Howard F. Curren Advanced
- **Wastewater Treatment Plant** - The 60" pipe has approximately 25% available capacity, which translates to roughly 6500 GPM. While the system does have some capacity, the amount of additional wastewater flows discharging to the treatment plant from the redevelopment has yet to be determined and further analysis is required. Many of the pipes in the study area are older vitrified clay pipes (VCP) and will likely require replacement based on the final redevelopment layout.
- **Potable Water** - Potable water service is provided by the City of Tampa. Tampa's potable water is primarily supplied by the David L. Tippin Water Treatment Facility. The existing water usage in the study area is approximately 248,000 gallons per day. The existing 24" water main that provides water services to the study area appears to have ample capacity for the redevelopment. Depending on the final location of the development within the area, some distribution improvements may be necessary.
- **Stormwater** - All of the runoff from both onsite and offsite drainage areas are collected in closed storm drain (sewer) systems via roadway curb inlets and eventually discharge to the Hillsborough River. Because the Hillsborough River is tidally influenced, neither the City of Tampa nor SWFWMD will require stormwater attenuation. Therefore, proposed stormwater management systems will be based upon treatment only. The proposed land use densities and additional impervious area will affect the required size of the stormwater management system.
- **Electrical Transmission** - The major overhead electrical transmission lines running along the west side of North Blvd and the north side of W Main Street.
- **Natural Gas** - Natural Gas is available throughout the study area through TECO Peoples Gas, with a major trunk line running along W Main St. North Boulevard Homes is currently served by a master meter and all internal piping beyond the meter is the responsibility of the Tampa Housing Authority.



POTABLE WATER LINES

- 1"-2" Diameter
- 3"-6" Diameter
- 8" Diameter
- 12" Diameter
- 16" Diameter
- 24" Diameter

WASTEWATER LINES

- 3"-6" Diameter
- 8" Diameter
- 10"-15" Diameter
- 18"-24" Diameter
- 60" Diameter

STORMWATER LINES

- Stormwater Lines

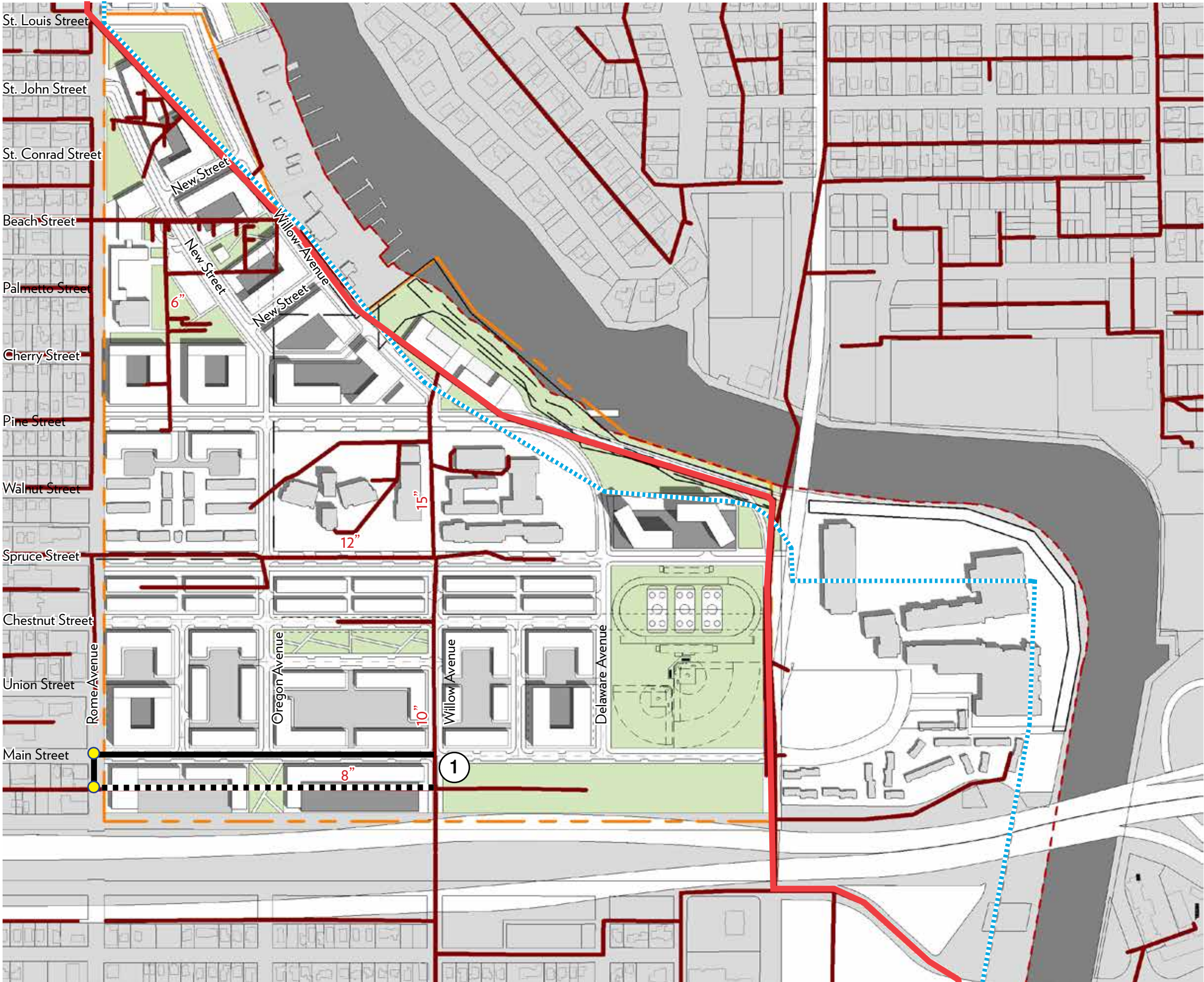
SOURCE:  
West River Tampa Redevelopment Master Plan, AECOM,  
January 2014.

## SYSTEM | WASTEWATER

The sewer main relocations listed below have been identified to maintain the back-bone of the sanitary sewer collection system for the City of Tampa. The gravity mains and service laterals required to serve the individual parcels will be the responsibility of the developer and have not been included in this cost. Opinions of probable costs provided are based on the information known to the Consultant at this time and represent only the Consultant's judgment as a design professional familiar with the construction industry. The Consultant has no control over the cost of labor, materials, equipment, or over the Contractor's methods of determining prices or over competitive bidding or market conditions. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.

### RELOCATION 1

Relocation 1 includes the construction of an 8" SDR-26 gravity sewer main to replace a section of the existing sewer system located under the proposed development. The proposed sewer main will tie into the existing manhole just south of the intersection of Main Street & Rome Avenue, travel North along Rome to a proposed manhole at the existing intersection, and then east along Oregon Avenue to the existing manhole at the intersection of Main Street & Willow Avenue. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. Roadway and curb restoration was included in the sanitary sewer relocation cost. The cost assumes the proposed sanitary relocation will have adequate fall to meet the proposed tie-in invert.



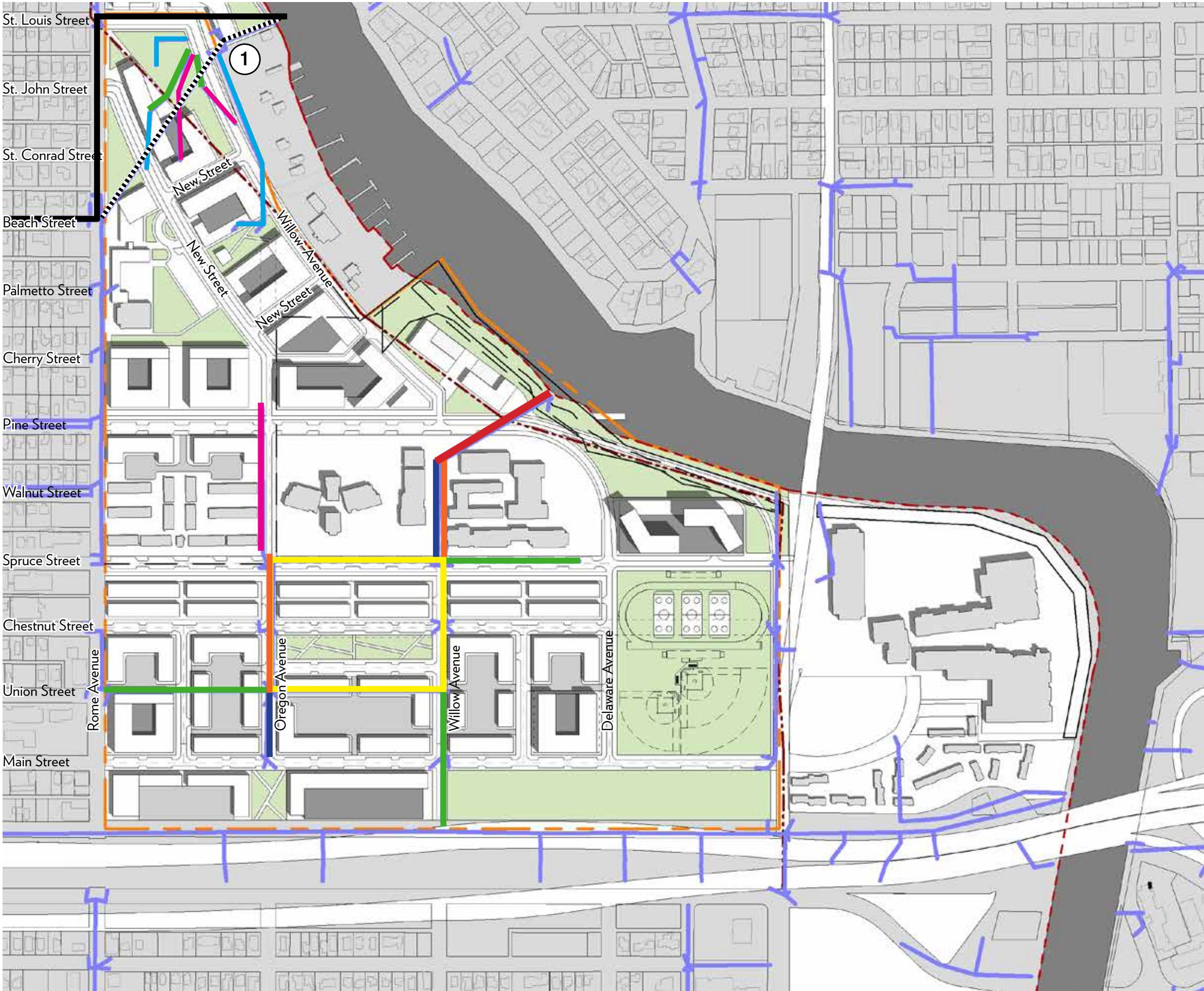
- Interceptor (60")
- - - - Abandoned Interceptor (60")
- Gravity Sewer (Sizes vary)
- - - - Pipe to be relocated
- Proposed 8" Gravity Main
- Proposed Manhole

## SYSTEM | STORMWATER

The stormwater relocations listed below have been identified to maintain the back-bone of the stormwater system for the City of Tampa. The stormwater systems required to serve the individual proposed developments will be the responsibility of the individual developer. Opinions of probable costs provided are based on the information known to the Consultant at this time and represent only the Consultant's judgment as a design professional familiar with the construction industry. The Consultant has no control over the cost of labor, materials, equipment, or over the Contractor's methods of determining prices or over competitive bidding or market conditions. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.

### RELOCATION 1

Relocation 1 includes the installation of a 60" Stormwater Concrete Culvert Gravity main to replace a section of the existing stormwater system located under the proposed development. The proposed stormwater main will tie into the existing system at the intersection of Rome Avenue & Beach Street, continue north along Rome Avenue, and continue east along St. Louis Street to the existing outfall location. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. The only roadway and curb restoration included in the estimated cost is for the section of pipe along Rome Avenue.



- 0" - 8"
- 14" - 15"
- 18" - 21"
- 24" - 30"
- 36" - 40"
- 42" - 44"
- 60"
- Existing 60" Storm Pipe to be relocated
- Proposed location of new pipe

## SYSTEM | WATER

The water main relocations listed below have been identified to maintain the back-bone of the water transmission and distribution system for the City of Tampa. The water mains and service connections required to supply the individual proposed developments are not included in this opinion of probable cost. Opinions of probable costs provided are based on the information known to the Consultant at this time and represent only the Consultant's judgment as a design professional familiar with the construction industry. The Consultant has no control over the cost of labor, materials, equipment, or over the Contractor's methods of determining prices or over competitive bidding or market conditions. The Consultant cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.

### RELOCATION 1

Relocation 1 includes the construction of 500 linear feet (LF) of 24" C-905 PVC water transmission main to replace a section of the existing water main located under the proposed development. The proposed water main will tie into the existing system at the intersection of Rome Avenue & St. John Street, continue north along Rome Avenue, and east through the green space shown in the proposed development. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. The cost includes restoration for the section along Rome Avenue. It is assumed the relocation will take place during re-development and cost for restoration outside of the Rome Avenue right-of-way has not been included.

### RELOCATION 2

Relocation 2 includes the construction of a 650 LF 12" C-900 PVC water main along Pine Street replacing an existing 8" water distribution main serving the current development. The proposed water main will tie into the existing system in two locations to provide a looped system – the intersection of Rome Avenue & Pine Street and the intersection of Oregon Avenue & Pine Street. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. Restoration costs have not been included in the relocation cost. Pine Street is planned to be constructed as a new roadway.

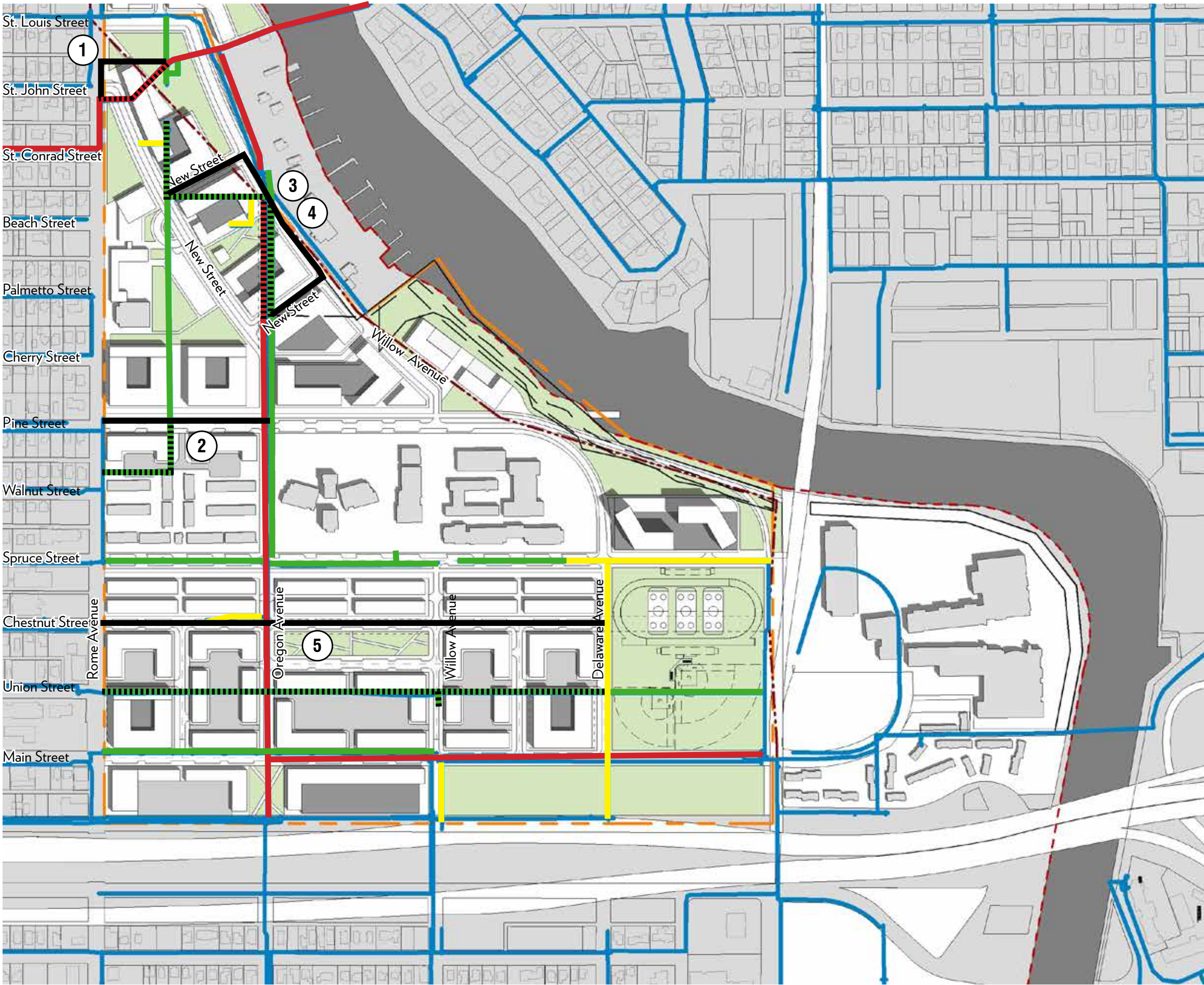
### RELOCATION 3 AND 4

Relocations 3 & 4 include the construction of a 1,100 LF 24" C-905 PVC water transmission main and 1,600 LF 12" C-900 PVC water distribution main, to replace sections of the existing water system located under the proposed development. The proposed water mains will tie into the existing water system along Willow Avenue. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. No roadway and curb restoration was included in the cost. The location of the water main will be installed in areas of newly planned roadways.

### RELOCATION 5

Relocation 5 includes the construction of a 2,500 LF 12" C-900 PVC water main along Rome Avenue & Chestnut Street replacing the existing 8" water distribution main serving the current development along Union Street. The proposed water main will tie into the existing system in two locations providing a looped system – the intersection of Rome Avenue & Union Street and the intersection of Delaware Avenue & Chestnut Street. The existing section of pipe being replaced will be abandoned in place. It is intended to be the developer's responsibility to remove abandoned pipe during construction. Roadway and curb restoration was included in the estimated cost, as Chestnut Street will not be replaced during the construction of the proposed re-development.





- < 6"
- 8" - 12"
- 24"
- ⋯ Pipes to be Removed
- Proposed New Pipes

## PRELIMINARY COSTS

A key element of implementing the plan in a timely manner is insuring that the infrastructure and community facilities to support development has been put in place in a organized and structured fashion. The following table highlights the key infrastructure and community investment projects, the phasing and opinion of cost estimate for the those projects (in 2015 dollars) and the most likely source(s) of funding to carry out the investment. As it relates to funding of project, it needs to be recognized that the timing requirements for investment may rely of certain funding sources taking a heavier burden in the early years of development with repayment or replacement by other sources of funding in later years.

For example, land sale proceeds practically may not be able to be realized at the early stages of development and CRA increment is unlikely to be significant enough to make a sizeable dent in the infrastructure needs of the overall neighborhood redevelopment until the later years. As a result, the burden of not having these sources of funding at the outset is going to have to be managed. While beyond the scope of this master plan, a stand alone funding strategy will need to be developed for the implementation of the West River infrastructure, community facility and open space needs.

Improvement	Opinion of Cost (2015 \$)	Phase 1 Year 1 2	Phase 2 Year 3 5	Phase 3 Year 6 8	Potential Funding Source(s)
<i>Streets:</i>					
Spruce Street	\$2,081,692		\$2,081,692		Land Sales Proceeds; City/CRA; Choice
Pine Street	\$2,128,090	\$808,674		\$1,319,416	Land Sales Proceeds; City/CRA
West River Boulevard	\$2,916,428	\$2,916,428			Land Sales Proceeds: City/CRA
New Street	\$2,193,120	\$1,206,216	\$986,904		Land Sales Proceeds; City/CRA
Other Street Rehabilitation	\$1,000,000			\$1,000,000	
Subtotal - Streets	\$10,319,329	\$4,931,318	\$3,068,596	\$2,319,416	
<i>Infrastructure:</i>					
Water Main Relocation					
Relocation 1 - NW 24" Relocation	\$412,484	\$412,484			Land Sales Proceeds; City/CRA
Relocation 2 - Pine 12"	\$219,863	\$219,863			Land Sales Proceeds; City/CRA
Relocation 3 & 4 - NW 24" 12" Installation	\$1,163,448	\$1,163,448			Land Sales Proceeds; City/CRA
Relocation 5 - 12" Chestnut/Rome	\$926,283		\$926,283		Land Sales Proceeds; Choice
Sanitary Sewer Main Relocation					
Relocation 1 - 8" along Main St	\$419,169		\$419,169		Land Sales Proceeds; Choice; City/CRA
Stormwater Relocation					
Relocation 1- NW 60" Relocation	\$1,245,530	\$1,245,530			Land Sales Proceeds; City/CRA
Subtotal - Infrastructure	\$4,386,775	\$3,041,324	\$1,345,451	\$0	
<i>Open Space Features</i>					
Open Space Features	\$4,243,000	\$1,527,480		\$2,715,520	Land Sales Proceeds; City/CRA
Subtotal - Open Space Features	\$4,243,000	\$1,527,480	\$-	\$2,715,520	
<i>Community Improvement:</i>					
New Community Center	\$5,000,000	\$5,000,000			Choice; Philanthropic
25 Meter, 8 Lane Competition Lap Pool	\$1,500,000	\$1,500,000			Philanthropic; City/CRA
150' Pedestrian Bridge with Ramp	\$1,400,000	\$1,400,000			City/CRA; Choice
River Walk & Rip Wrap	\$2,940,000			\$2,940,000	Land Sale Proceeds; City/CRA
School Field Reconstruction	\$1,630,000	\$1,630,000			Land Sales Proceeds; City/CRA
Subtotal - Community Improvements	\$12,470,000	\$9,530,000	\$-	\$2,940,000	
<b>Grand Total</b>	<b>\$31,419,105</b>	<b>\$19,030,122</b>	<b>\$4,414,047</b>	<b>\$7,974,936</b>	
<b>Most Likely Source of Funding</b>					
Land Sales Proceeds or Other City/CRA Funds	\$23,573,653	\$12,530,122	\$3,068,596	\$7,974,936	
Choice Grant or Philanthropic	\$7,845,451	\$6,500,000	\$1,345,451	\$-	
<b>Grand Total</b>	<b>\$31,419,105</b>	<b>\$19,030,122</b>	<b>\$4,414,047</b>	<b>\$7,974,936</b>	



# 5

# DEVELOPMENT PROGRAM



## SECTION 5 | DEVELOPMENT PROGRAM

The West River development program includes five primary aspects to the investment program:

- Infrastructure including road and underground utility improvements to support the new development;
- Community facilities and open space to serve existing residents of the West River area, West Tampa more broadly and new residents as development moves forward;
- Market rate for-rent multifamily housing and for-sale townhome development;
- 842 income restricted affordable family and senior housing at an equal number of units as the existing North Boulevard public housing development to be demolished but with a broader range of incomes than in the existing public housing property; and,
- A retail and office component primarily oriented to serving the local community.

In sum, the development program includes a total planned 2,188 units of housing, 842 of which will be income restricted (38 percent) with the remainder a mix of market rate rental (1,250 units) and for-sale townhomes (96 units). A total 90,000 square feet of retail is planned and 70,000 square feet of professional office space.

Table 5.1 details the development program by parcel or grouping of parcels including the number of units or square feet of commercial space planned and the expected breakdown of market and income restricted units. All development is scheduled to be completed over a 10 year period.

For planning purposes, and largely driven by the market assessment developed as part of this plan, a breakdown of residential unit mix and leasable or saleable square footages is detailed in the Table 5.2.

TABLE 5.1:  
West River Development Program Overview

Block(s)	Year of Delivery	Rental or For-Sale	Total Units/Square Feet	Income Restricted Units	Market Rate Units	Age Restricted Yes/No
<i>Residential</i>						
T1 (SL-1)	Year 3	Rental	160	160	0	Yes
T3	Year 3	Rental	250	193	57	No
C3 & C4	Year 4	Rental	235	0	235	No
T6	Year 5	For-Sale	48	0	48	No
T1 & T2	Year 6	Rental	222	155	67	No
T7	Year 7	For-Sale	48	0	48	No
C5 & C6	Year 7	Rental	252	0	252	No
T8	Year 9	Rental	48	48	0	No
C1 & C2 17	Year 9	Rental	237	0	237	No
C2-SL 2	Year 9	Rental	160	160	0	Yes
T-5	Year 10	Rental	349	0	349	No
<i>Mixed Use</i>						
C7 & R5	Year 6	Rental	179 & 7,987 sf	126	53	No
<i>Commercial</i>						
R4	Year 4	Rental	8,387 sf	N/A	N/A	N/A
R1 & GS & O1	Year 8	Rental	120,875 sf	N/A	N/A	N/A
R3	Year 10	Rental	29,755 sf	N/A	N/A	N/A

TABLE 5.2:  
Guidance on Unit Mix by Parcel

Block(s)	Total Units	1 bedroom		2 bedroom		3 bedrooms	
		% Units	Avg Sq Feet	% Units	Avg Sq Feet	% Units	Avg Sq Feet
T1 (SL-1)	160	81%	664	19%	972	0%	
T3	250	47%	680	42%	935	11%	1,169
C3 & C4	235	45%	775	45%	1,025	10%	1,250
T6	48	0%		35%	1,450	65%	1,825
T1 & T2	222	47%	680	42%	935	11%	1,169
T7	48	0%		35%	1,450	65%	1,825
C5 & C6	252	45%	775	45%	1,025	10%	1,250
T8	48	0%		35%	1,450	65%	1,825
C1 & C2-17	237	45%	775	45%	1,025	10%	1,250
C2-SL 2	160	81%	664	19%	972	0%	
T-5	349	45%	775	45%	1,025	10%	1,250
C-7	179	47%	680	42%	935	11%	1,169

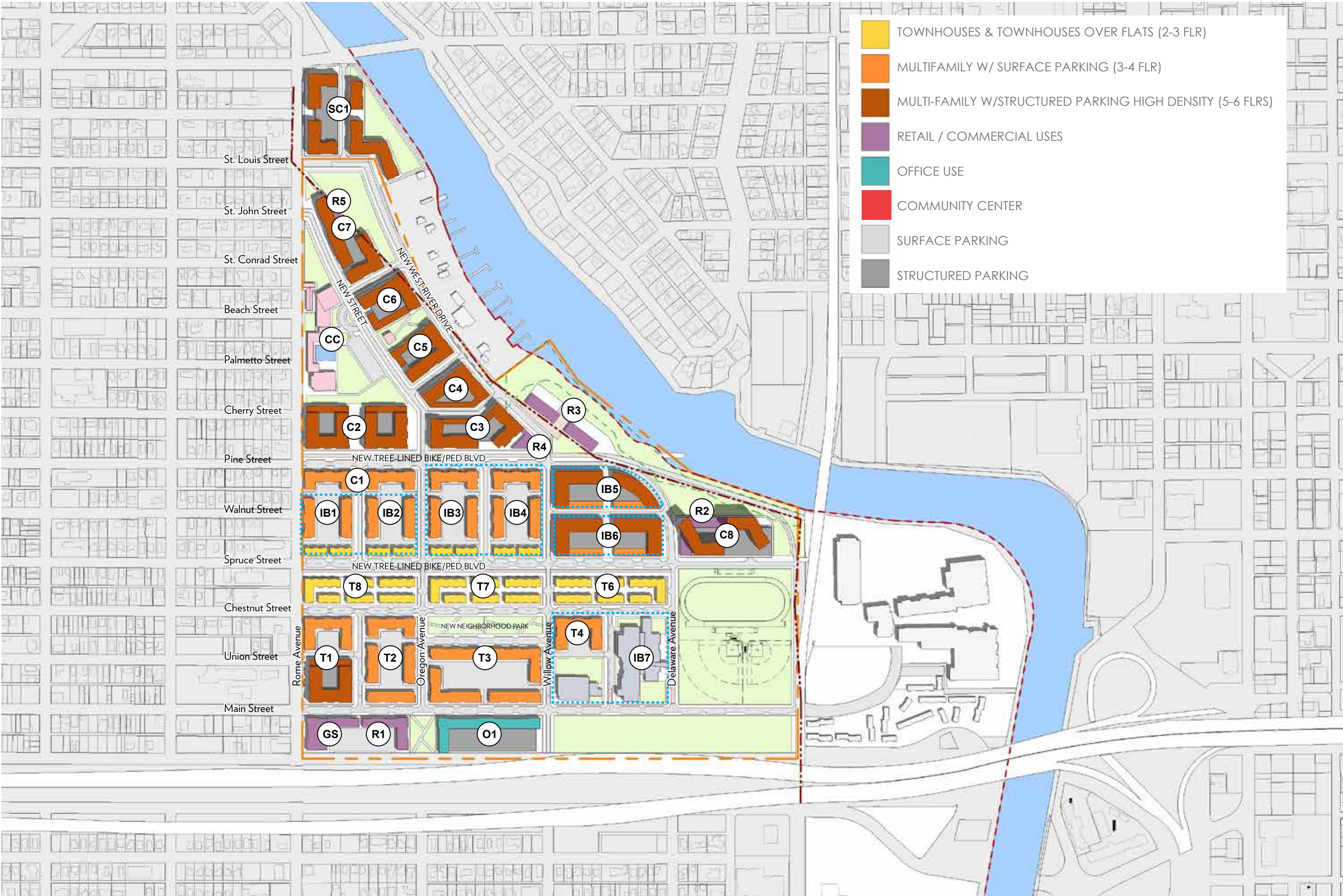


TABLE 5.3:  
Infrastructure and Community Investment - Costs, Phasing & Source of Funding

A key element of implementing the plan in a timely manner is insuring that the infrastructure and community facilities to support development has been put in place in a organized and structured fashion. Table 5.3 highlights the key infrastructure and community investment projects, the phasing and opinion of cost estimate for the those projects (in 2015 dollars) and the most likely source(s) of funding to carry out the investment. As it relates to funding of project, it needs to be recognized that the timing requirements for investment may rely of certain funding sources taking a heavier burden in the early years of development with repayment or replacement by other sources of funding in later years.

For example, land sale proceeds practically may not be able to be realized at the early stages of development and CRA increment is unlikely to be significant enough to make a sizeable dent in the infrastructure needs of the overall neighborhood redevelopment until the later years. As a result, the burden of not having these sources of funding at the outset is going to have to be managed. While beyond the scope of this master plan, a stand alone funding strategy will need to be developed for the implementation of the West River infrastructure, community facility and open space needs.

Improvement	Opinion of Cost (2015 \$)	Phase 1 Year 1 2	Phase 2 Year 3 5	Phase 3 Year 6 8	Potential Funding Source(s)
<i>Streets:</i>					
Spruce Street	\$2,081,692		\$2,081,692		Land Sales Proceeds; City/CRA; Choice
Pine Street	\$2,128,090	\$808,674		\$1,319,416	Land Sales Proceeds; City/CRA
West River Boulevard	\$2,916,428	\$2,916,428			Land Sales Proceeds: City/CRA
New Street	\$2,193,120	\$1,206,216	\$986,904		Land Sales Proceeds; City/CRA
Other Street Rehabilitation	\$1,000,000			\$1,000,000	
Subtotal - Streets	\$10,319,329	\$4,931,318	\$3,068,596	\$2,319,416	
<i>Infrastructure:</i>					
Water Main Relocation					
Relocation 1 - NW 24" Relocation	\$412,484	\$412,484			Land Sales Proceeds; City/CRA
Relocation 2 - Pine 12"	\$219,863	\$219,863			Land Sales Proceeds; City/CRA
Relocation 3 & 4 - NW 24" 12" Installation	\$1,163,448	\$1,163,448			Land Sales Proceeds; City/CRA
Relocation 5 - 12" Chestnut/Rome	\$926,283		\$926,283		Land Sales Proceeds; Choice
Sanitary Sewer Main Relocation					
Relocation 1 - 8" along Main St	\$419,169		\$419,169		Land Sales Proceeds; Choice; City/CRA
Stormwater Relocation					
Relocation 1- NW 60" Relocation	\$1,245,530	\$1,245,530			Land Sales Proceeds; City/CRA
Subtotal - Infrastructure	\$4,386,775	\$3,041,324	\$1,345,451	\$0	
<i>Open Space Features</i>					
Open Space Features	\$4,243,000	\$1,527,480		\$2,715,520	Land Sales Proceeds; City/CRA
Subtotal - Open Space Features	\$4,243,000	\$1,527,480	\$-	\$2,715,520	
<i>Community Improvement:</i>					
New Community Center	\$5,000,000	\$5,000,000			Choice; Philanthropic
25 Meter, 8 Lane Competition Lap Pool	\$1,500,000	\$1,500,000			Philanthropic; City/CRA
150' Pedestrian Bridge with Ramp	\$1,400,000	\$1,400,000			City/CRA; Choice
River Walk & Rip Wrap	\$2,940,000			\$2,940,000	Land Sale Proceeds; City/CRA
School Field Reconstruction	\$1,630,000	\$1,630,000			Land Sales Proceeds; City/CRA
Subtotal - Community Improvements	\$12,470,000	\$9,530,000	\$-	\$2,940,000	
<b>Grand Total</b>	<b>\$31,419,105</b>	<b>\$19,030,122</b>	<b>\$4,414,047</b>	<b>\$7,974,936</b>	
<b>Most Likely Source of Funding</b>					
Land Sales Proceeds or Other City/CRA Funds	\$23,573,653	\$12,530,122	\$3,068,596	\$7,974,936	
Choice Grant or Philanthropic	\$7,845,451	\$6,500,000	\$1,345,451	\$-	
<b>Grand Total</b>	<b>\$31,419,105</b>	<b>\$19,030,122</b>	<b>\$4,414,047</b>	<b>\$7,974,936</b>	



GRAPH 5.1  
Total Estimated Cost of Development . 2015 Dollars

The graph below highlights estimated West River development expenditure by year based upon the plan’s 10 year proposed buildout and broken down by infrastructure investment and vertical development of residential units and commercial space. The graph highlights the relatively high private vertical investment which occurs as a result of staggered public investment in infrastructure and public facilities.

Finally, Table 5.4 below details the relationship of potential net land sale proceeds principally to accrue to the City of Tampa and Tampa Housing Authority in relation to the relative cost of the infrastructure and public facilities development. Given the relative expected value of land in West Tampa once the infrastructure and public facility improvements are in place, it is expected that land proceeds should be in excess of direct costs of developing the land not accounting for the time value of the investment/sale proceeds or cost of financing, if any. It is important to note that the plan has not taken into account the cost of relocating public housing residents, relocating City and County facilities now occupying large sites in the neighborhood, and the cost of demolishing of those facilities given that these costs have already been sourced and budgeted. Total net land proceeds (after accounting for costs of sale) are estimated at \$43.50 million against \$40.85 million in hard and soft costs including a fee for developer oversight leaving a net of \$2.65 million.

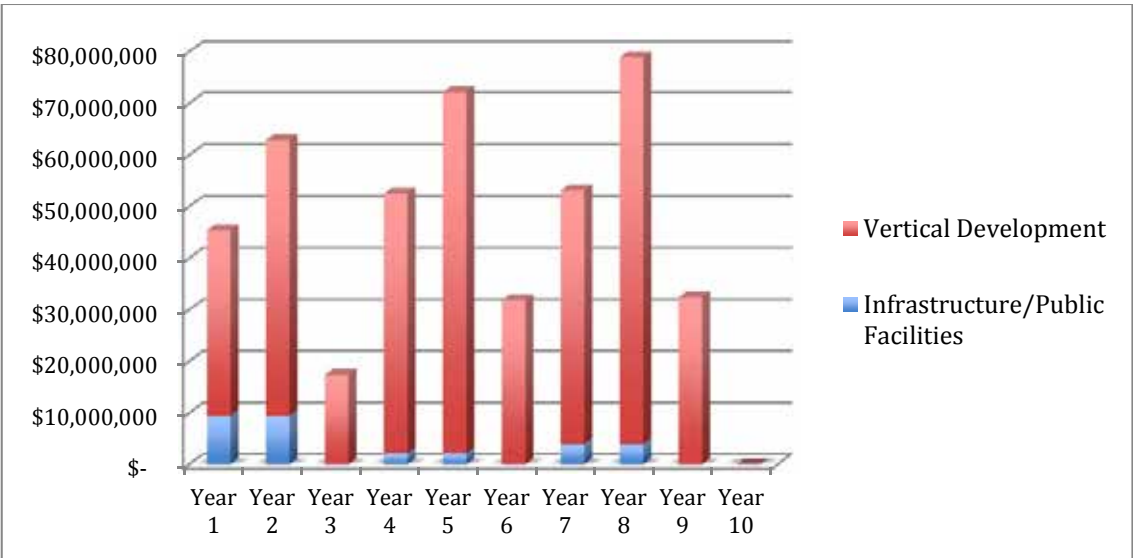


TABLE 5.4:  
Summary of Land Development (all figures in 2015 dollars)

West River SUMMARY: Land Development	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
Net Land Sales Proceeds	\$5,971,631	\$4,788,713	\$0	\$6,443,113	\$6,020,820	\$975,000	\$8,569,295	\$9,655,425	\$1,072,500	\$0	\$43,496,497
Less: Land Development Costs	\$9,515,061	\$9,515,061	\$0	\$2,207,023	\$2,207,023	\$0	\$3,987,468	\$3,987,468	\$0	\$0	\$31,419,105
Soft Costs (@20% of land development costs)	\$1,903,012	\$1,903,012	\$0	\$441,405	\$441,405	\$0	\$797,494	\$797,494	\$0	\$0	\$6,283,821
Less: Developer's Fee (@10% of land development costs)	\$951,506	\$951,506	\$0	\$220,702	\$220,702	\$0	\$398,747	\$398,747	\$0	\$0	\$3,141,910
<b>Net Revenue</b>	<b>(\$6,397,948)</b>	<b>(\$7,580,867)</b>	<b>\$0</b>	<b>\$3,573,983</b>	<b>\$3,151,690</b>	<b>\$975,000</b>	<b>\$3,385,586</b>	<b>\$4,471,717</b>	<b>\$1,072,500</b>	<b>\$0</b>	<b>\$2,651,661</b>

# WEST RIVER PLAN

TAMPA, FLORIDA

DECEMBER 2015