



# INVISION TAMPA

People. Place. Progress.



## Community Based Themes

July 23, 2012

# Center City Master Plan



# Project Minute: Neighborhood Workshops

## Ragan Park

Saturday, April 28, 2012 – 9AM to 3PM  
1200 E Lake Ave Tampa, FL 33605

## Robles Park

Saturday, April 28, 2012 – 9AM to 3PM  
3305 N. Avon Ave. Tampa 33603

## John F. Germany Library

Wednesday, May 2, 2012 – 4PM to 8PM  
900 North Ashley Drive Tampa, FL 33602

## MLK Recreation Complex

Saturday, May 5, 2012 – 9AM to 3PM  
2300 North Oregon Avenue, Tampa 33607

## Florida Aquarium

Thursday, May 10, 2012 – 4PM to 9PM  
701 Channelside Drive Tampa, FL 33602

## Mt. Olive AME Church

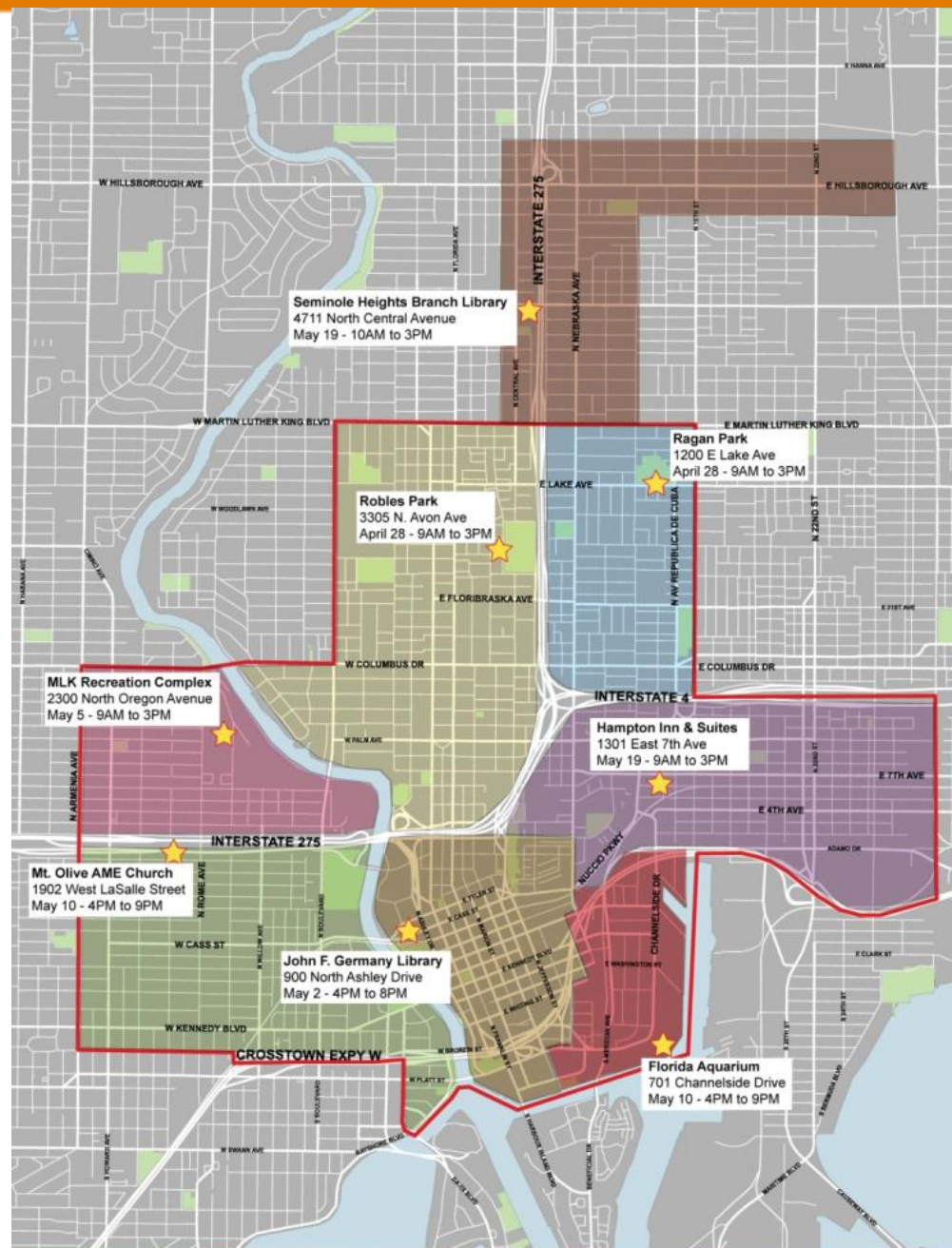
Thursday, May 10, 2012 – 4PM to 9PM  
1902 West LaSalle Street, Tampa, FL 33607

## Hampton Inn & Suites

Saturday, May 19, 2012 – 9AM to 3PM  
1301 East 7th Avenue, Tampa 33605

## Seminole Heights Branch Library

Saturday, May 19, 2012 – 10AM to 3PM  
4711 North Central Avenue, Tampa, FL 33603





# Project Minute: Neighborhood Workshops





# Engagement – Community Photography

## Major Photographer Themes:

Housing  
Pride of Place

Local Business

Redevelopment Potential  
Historic Architecture

Transit and Mobility  
Street Design

Green Space  
Riverfront



# Stakeholder / Focus Group Meetings

University of Tampa

University of South Florida

Tampa General Hospital

Convention Center

Tampa Downtown Partnership

Hillsborough County School District

Hillsborough County Planning

Tampa Housing Authority

Tampa Bay Technology Forum

Museums Focus Group

Dntn Merchants Focus Group

Cultural District Representatives

Ybor District

Port Authority

Tampa Lightning

FDOT, HART, MPO, TBARTA, THEA

Members of the Development Community

And Others...



# Knowledge Sharing

**April 11, 2012 from 6 p.m. – 8 p.m.**

**Hyatt in Downtown Tampa: 211 North Tampa Street, Tampa, Florida 33602**

**Mayor Bob Buckhorn Project Kickoff  
21st Century Cities**

**May 16, 2012 from 6 p.m. – 8 p.m.**

**Tampa Convention Center: 333 South Franklin Street Tampa, FL 33602**

**Public Realm – Livable & Sustainable Cities**

**May 30, 2012 from 6 p.m. – 8 p.m.**

**Tampa Convention Center: 333 South Franklin Street Tampa, FL 33602**

**Economic Development – Public and Private Perspectives**

**June 20, 2012 from 6 p.m. – 8 p.m.**

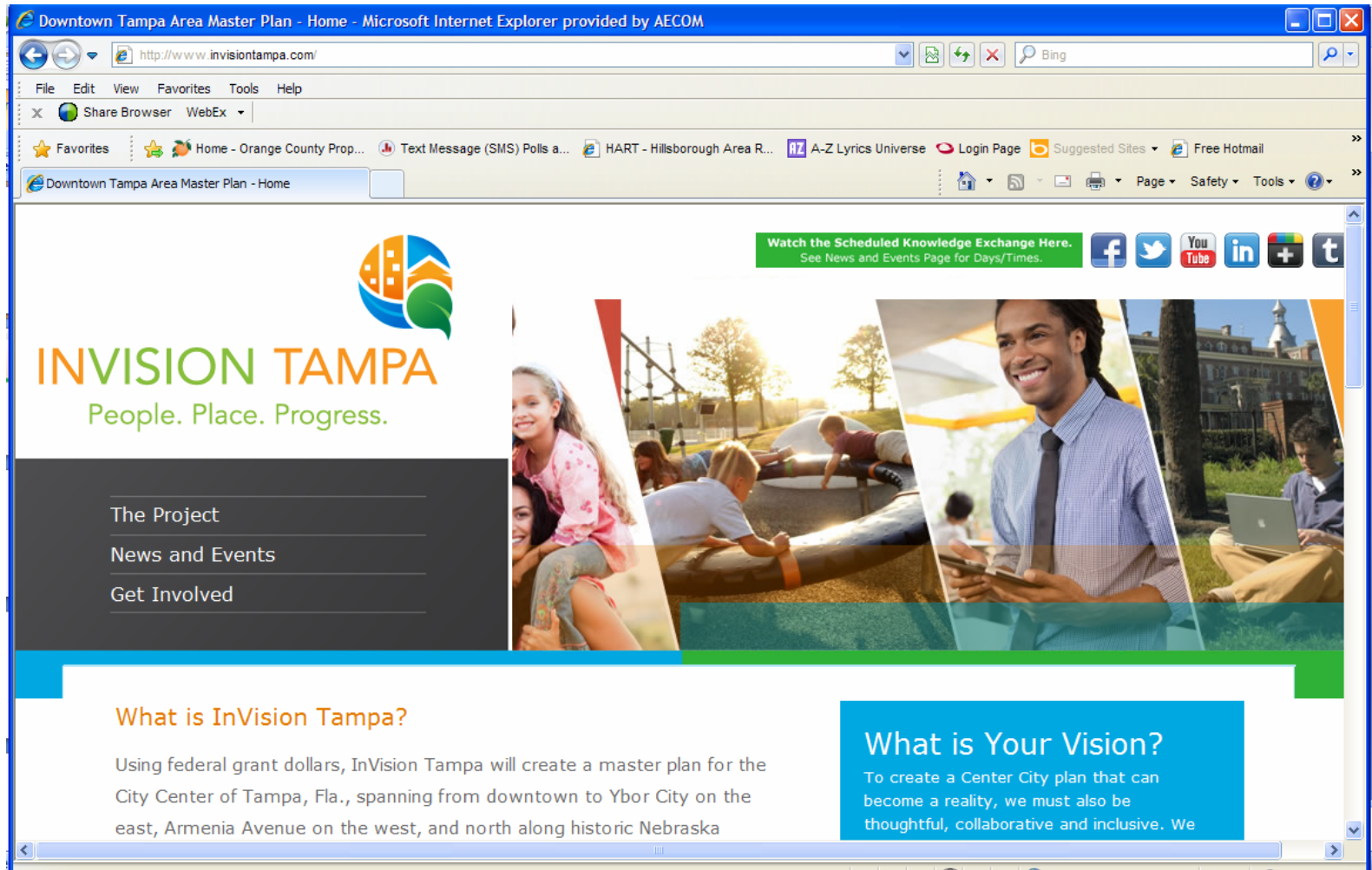
**Tampa Convention Center: 333 South Franklin Street Tampa, FL 33602**

**Livable Transportation**




# Project Website and I-Town Dialogue

**[www.invisiontampa.com](http://www.invisiontampa.com)**





# Project Website and I-Town Dialogue



Share Downtown Tampa and the Nebraska Transit Corridor ideas! See [How It Works](#).

[f Connect](#) [SIGN IN](#) [JOIN](#)

## People. Place. Progress.


Welcome to InVision Tampa, our I-Town Hall. We are working on a strategy to connect and revitalize our downtown core and our central and west Tampa neighborhoods. Please share your thoughts, ideas, and experience, and be a part of shaping a vibrant, prosperous Center City. Help us do this right, and then help us make it happen!

[Like](#) 225 [Send](#) [Tweet](#) 17 [Share](#) 8 [+1](#) 5 [email](#)

LATEST IDEAS

- » Student/Urban Living
- » Covered Sidewalks
- » Additional renovation of historic buildings into urban living
- » Repave and Restripe Platt, Cleveland and Azalea

**SIGN UP NOW!**  
Share your ideas today!




**Spotlight on InVision Tampa**  
[WATCH THE VIDEO](#)

HELLO!  
  
Powered by [Google™ Translate](#)

**PROJECT DETAILS**


- » Rules of Engagement

FEATURED IDEA SUBMISSION Neighborhood Charrettes



**Show us what should change in the central city area in the next 20 years.**


Mapping Instructions: Using the map above, zoom in and click directly on the areas where you would like to see changed.

[Submit Your Ideas](#)  **45** Days Remaining  
**28** Ideas Submitted

## Categories

Sort by

[RANDOM](#) [NEWEST](#) [POPULAR](#)



## InVision Tampa

As Tampa moves decisively forward on business and job creation strategies, we also recognize that being a vibrant, livable and

# Project Website and I-Town Dialogue

In late July (we will let you know the exact date soon!) — join us for our coalescing workshop to merge your thoughts and suggestions into the master plan for the Central City.

## LEADERBOARD

1	Jesse C2	2412
2	Linda S2	1556
3	Johnny J	1506
4	Kyle T	1252
5	Kimberly F	1156
06	Jeff O	1148
07	Garland D	1142
08	Jacki K	1006
09	Mike K8	974
10	Garrett H	966
11	Susan U	946
12	Brad S4	642
13	JoAnne F1	592
14	John B4	548
15	stanley W	482



## Sustainable Neighborhoods and Prosperous Business Districts

Our 'close-in' neighborhoods and business districts in West Tampa and along Nebraska Avenue as well as downtown are critical to our quality of life. How can we InVision Tampa enhancing the Places where our People live, work, play and learn?

[VIEW TOPICS](#)

★ 5 ★

CURRENT



## Economic Development and Competitiveness

We need our jobs, our businesses — small, big and home-based — and a strong tax base. How do we InVision Tampa with a thriving, recession-proof economy and making some real Progress?

[VIEW TOPICS](#)

★ 5 ★

CURRENT



## Transportation and Connectivity

We don't always want to have to drive where we're going, but in Tampa it's often hard to find other options. How do we InVision Tampa with more transit, bicycling and pedestrian options?

[VIEW TOPICS](#)

★ 5 ★

CURRENT



## Parks, Arts and Culture

Tampa has a rich downtown cultural fabric and is making significant enhancements through projects such as the Riverwalk, Curtis Hixon Park and the Zack Street Avenue of the Arts. How do we InVision Tampa with more Parks, Arts and Special Events that will further create a vibrant Center City and surrounding neighborhoods?

[VIEW TOPICS](#)

★ 5 ★

CURRENT



## Neighborhood Charrettes

In April, we began holding our neighborhood charrettes in the Central City. These walking tours and interactive workshops are

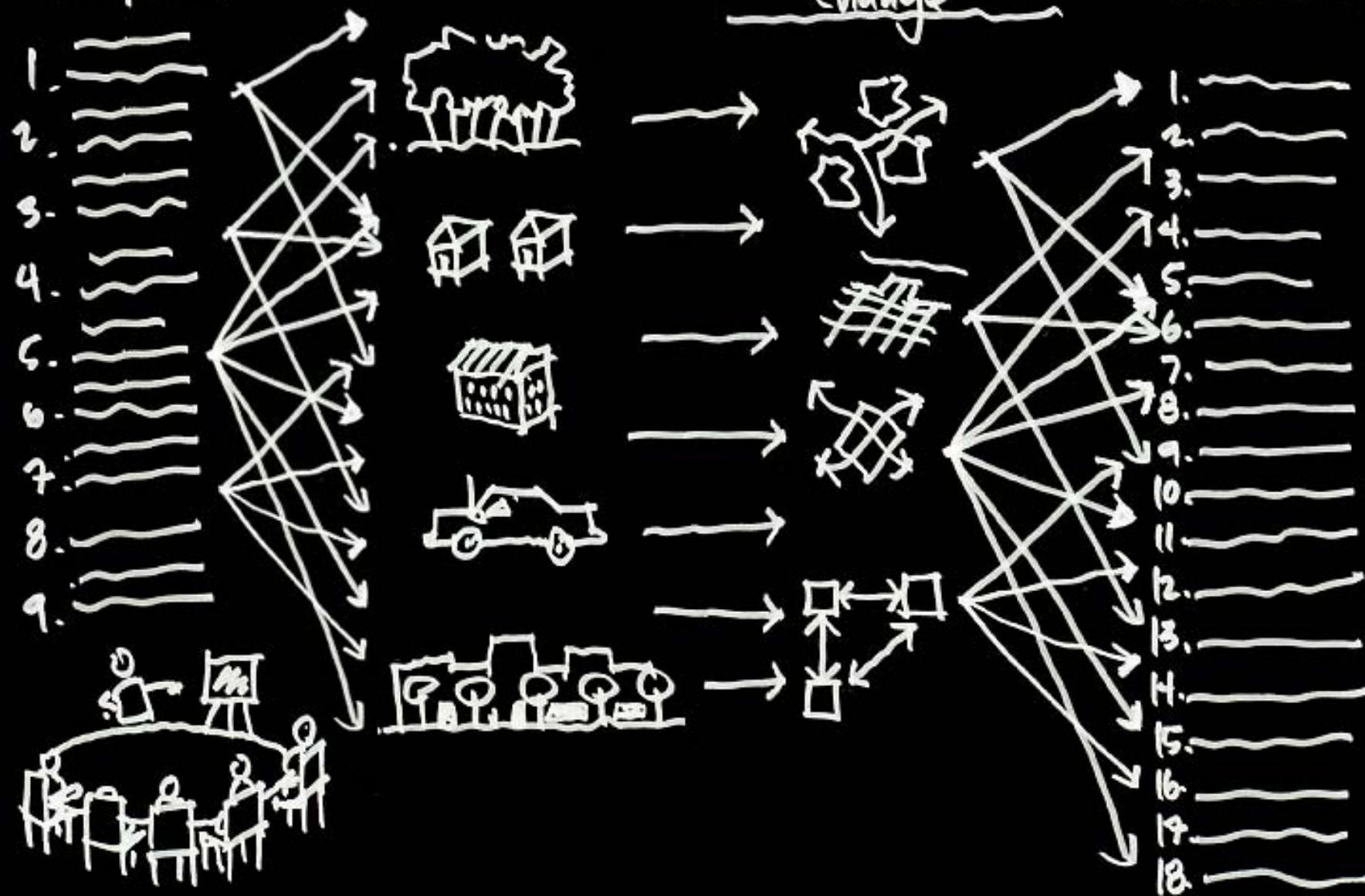


# Input

# Themes

# Framework for Change

# Action Items



**Observations:**

**General Concerns:**

**Values:**

**Specific Ideas:**

## Topics

- [1] The Hillsborough River
- [2] The Downtown Neighborhoods
- [3] The Downtown Core
- [4] Livable Streets
- [5] Transit



### Observations:

- The Hillsborough River is the CENTER of the DOWNTOWN AREA
- Can't see the river from adjacent streets – river doesn't have much presence in the City or Neighborhoods
- The Hillsborough River and Riverwalk can be more integrated with current and future development

### General Concerns:

- Need more things to do along Riverwalk (Access, Dining, Entertainment)
- Riverwalk is sometimes Hot, not enough shade, comfort
- Not many places to access the water
- Limited places to cross the river, limited bike / ped ways

### Values:

- Riverwalk is a great amenity, enhancing the Environmental and Recreational Potential of the Hillsborough River
- Waterfront Events and Activities are very popular
- Water Access for Boating, Paddleboarding, Kayaks, etc

### Specific Ideas:

- Extend Riverwalk to West Bank
- Provide more comfort and shade to the pedestrian and park environment
- New feature walk/bike bridges over river
- Extend the presence of the river up into the city and neighborhoods
- Rebuild Riverside Park, bring in light retail and boating
- Need to develop some priorities for next investment (extend to west bank of Hillsborough River, more boating facilities, comfort amenities)

## Topics

[1] The Hillsborough River

[2] The Downtown Neighborhoods

[3] The Downtown Core

[4] Getting Around Town

[5] Transit















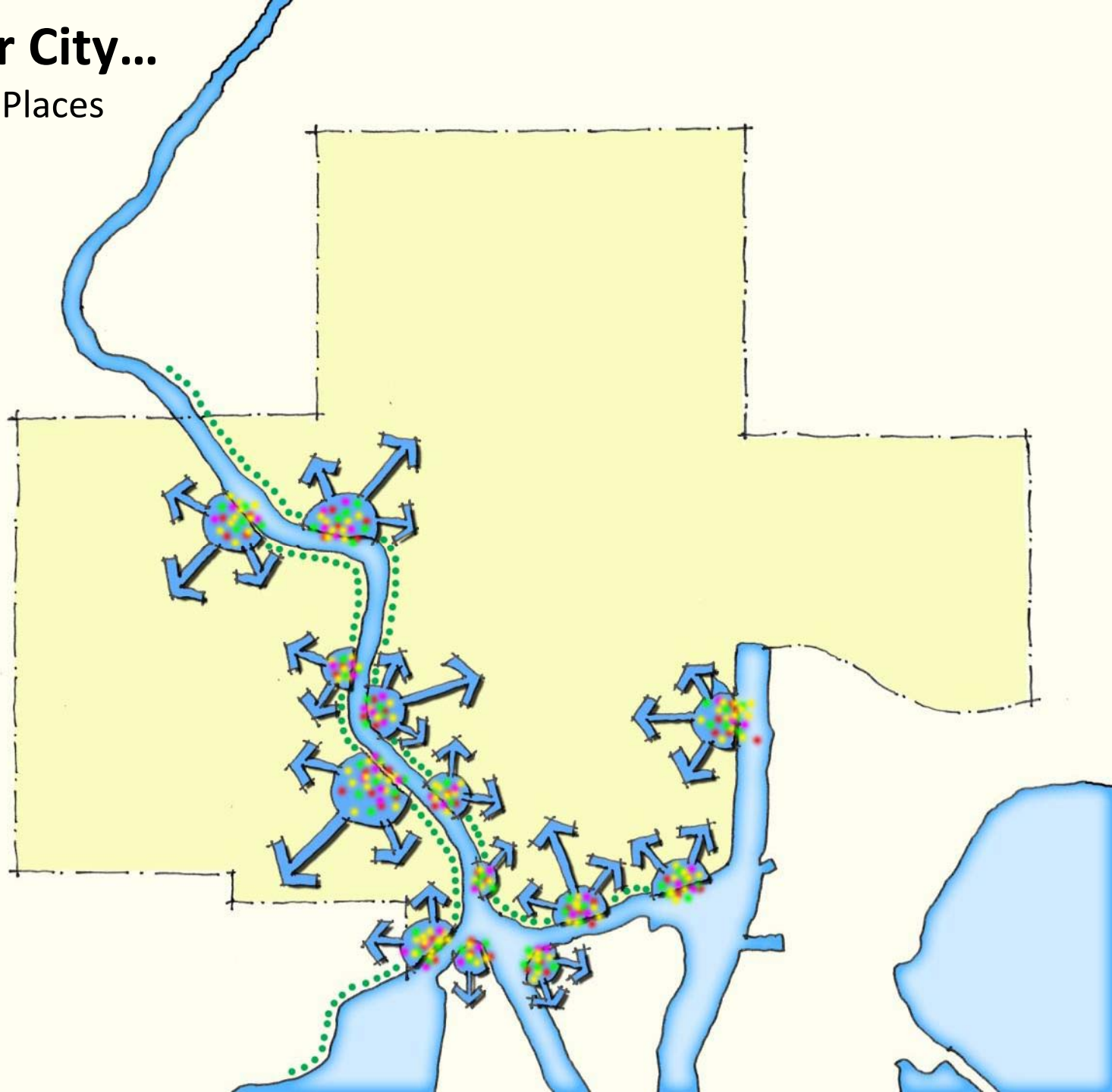






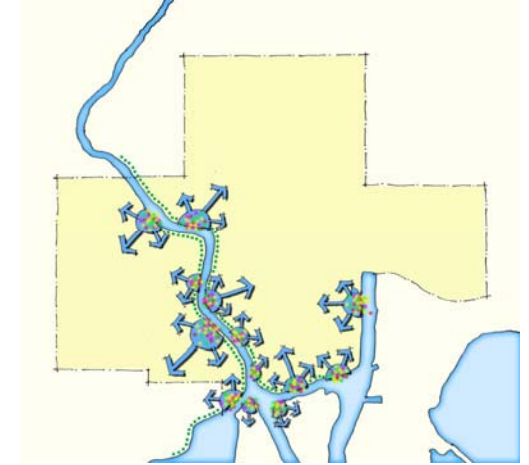
# We are a River City...

River Walks & River Places



# [1] The Hillsborough River & Waterfront

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## ISSUES:

- [A] The Riverwalk makes the river accessible lengthwise, but the amenity and economic value of the “river presence” does not extend upward into the adjacent neighborhood very well.
- [B] The Riverwalk is seen as a positive point of connection for the community – one which more people would like to have access to.
- [C] Crossing the river on foot or bike is not a pleasant experience.
- [D] The Riverwalk has limited types of destinations or “things to do.”
- [E] The Riverwalk experience would be more comfortable for more users with additional shade, seating, and amenities.
- [F] Water access for boating and recreation is not maximized.

### Observations:

- Growing number of people investing in the urban neighborhoods
- Access to schools, parks and local shops needs improvement
- The urban neighborhoods each have their own unique mixed use blend of housing, parks and local business areas
- Existing and Emergent business districts (such as Willow Avenue) have great potential for enhancement and neighborhood supportive activities

### General Concerns:

- Safety and Security
- Pride of place and property – trash, cars in treelawns
- Deficient utility and public realm infrastructure in some locations
- Jobs and need for employment opportunities

### Values:

- Diversity of housing and people in close-in neighborhoods
- Local businesses and historic business districts
- Walkability in the neighborhoods
- Neighborhood clean up days
- From the neighborhoods, you are close to everything downtown
- Quality residential restoration and new mixed use investment

### Specific Ideas:

- Enhance or redevelop North Boulevard Homes and Robles Park as mixed-use, mixed-income places
- Need sidewalks, street trees and bike facilities on key streets
- Light Industrial, such as at Willow Avenue, provides opportunity for new businesses, and neighborhood supporting retail

## Topics

[1] The Hillsborough River

[2] The Downtown Neighborhoods

[3] The Downtown Core

[4] Livable Streets

[5] Transit























# DECORATIVE ARTS CENTER































WID. IT NOT BEEN FOR THESE  
GOOD FRIENDS OF THE WEST TAMPA  
LITTLE LEAGUE THE COMMERCIAL  
OF THIS ACHIEVEMENT WOULD NOT  
HAVE BEEN POSSIBLE.

**CITY OFFICIALS**  
DICK A. GRECO, MAYOR  
COUNCILMEN  
J. L. CROOK, EDWIN  
J. DOWLAND  
J. J. DOWLAND  
WILLIAM PERKINS  
VINCENT WELBY  
JERRY WELBY  
KEN TINKERMAN

WAYNE JORDAN, CHIEF OF POLICE  
GERMAN WISSET, CLERK, PARKS DEPT.

THIS HALLOWED MONUMENT IS ERECTED  
IN FRONT OF THE PARK HALL BECAUSE  
THE WEST TAMPA LITTLE LEAGUE TEAM  
WAS NOTIFIED BY LEADERS OF THE WORLD OF  
THE LITTLE LEAGUE TEAM.

**WEST TAMPA LITTLE LEAGUE  
SENIOR WORLD CHAMPIONS  
1970**

FIRST SENIOR LITTLE LEAGUE TEAM FROM FLORIDA TO WIN A WORLD CHAMPIONSHIP IN THE BASEBALL

**TEAM ACCOMPLISHMENTS**  
DISTRICT TITLE  
STATE TITLE  
REGIONAL TITLE (FLORIDA STATE)  
WORLD CHAMPIONS  
TEAM OF THE YEAR

**COACHES**  
DANNY HAZARD  
CARL LUCIA  
ANTONIO C. C. C. C. C.  
EDWIN LAMON  
JOE LUCIA  
DANNY HAZARD  
ROBERT LUCIA  
MICHAEL LUCIA

**LEAGUE OFFICIALS**  
JIM B. HAYES, PRES.  
FRANK CROOK, VICE PRES.  
JIM B. HAYES, VICE PRES.  
JIM B. HAYES, VICE PRES.  
JIM B. HAYES, VICE PRES.

**BOARD OF DIRECTORS**  
JIM B. HAYES, PRES.  
FRANK CROOK, VICE PRES.  
JIM B. HAYES, VICE PRES.  
JIM B. HAYES, VICE PRES.  
JIM B. HAYES, VICE PRES.

THIS HISTORICAL MONUMENT WILL SERVE AS A REMINDER THAT IN LIFE AS WELL AS ON THE BASEBALL FIELD, THE  
SEEMINGLY UNREMARKABLE GOAL CAN BE ATTAINED WITH HARD WORK, DEDICATION, FAITHFULNESS, AND THE KNOWLEDGE  
THAT CAN.

IN LIFE AS ON THE PLAYING FIELD  
INITIATIVE, RULES, CONFIDENCE, RESPECT,  
MORAL FIBRE AND TEAM SPIRIT ARE  
NECESSARY FOR SUCCESS. OUR YOUNG  
CHAMPIONS PUT IT ALL TOGETHER AND  
WON THE SENIOR WORLD CHAMPIONSHIP  
AGAIN AND AGAIN AND AGAIN.

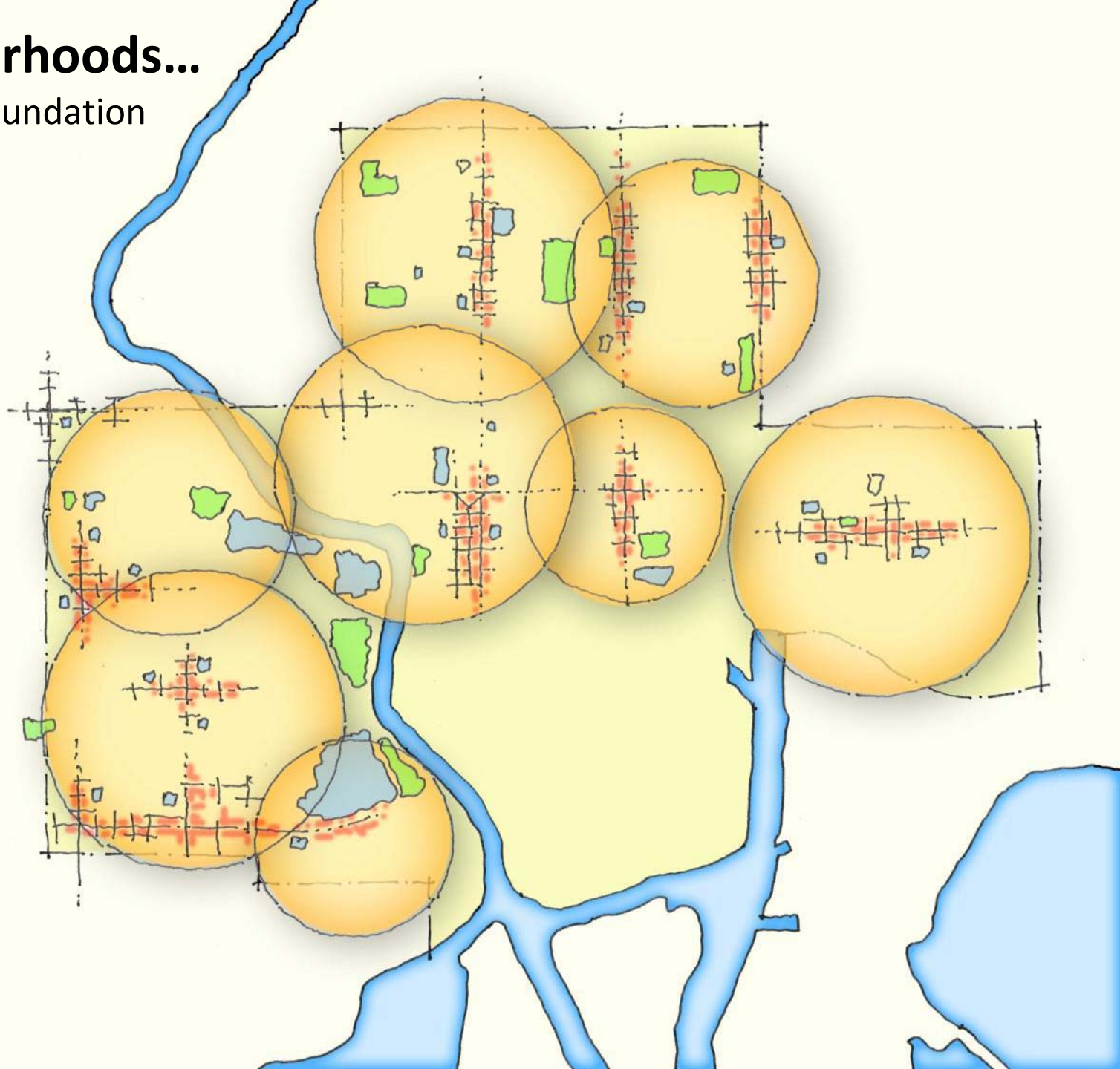
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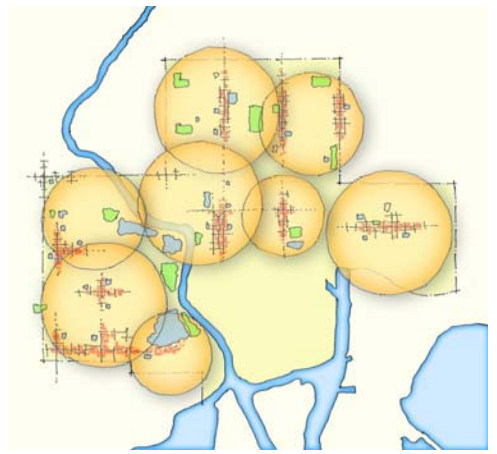
# Our Neighborhoods...

Our Strength & Foundation



# [2] The Downtown Neighborhoods

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## ISSUES:

[A] Parks and schools are appreciated neighborhood amenities that residents want to be better physically connected to.

[B] People want to feel safe and secure in their neighborhoods and there are specific crime, social, and infrastructure issues that are making people feel unsafe and less willing to make long-term investments.

[C] Neighborhood residents want to have daily-needs shopping, services, and restaurants close to home and easily accessible on foot or by bike.

[D] Residents appreciate new investments in neighborhoods as long as they are compatible with the historic scale and character of the neighborhood.



## Observations:

- Downtown Core can be viewed as many emerging Neighborhoods
- Downtown Core should include the west bank of Hillsborough River
- Tampa Park Apartments and Con-Agra create 'holes' in the downtown pattern
- Tampa remains an important regional destination for employment and entertainment
- New business will be attracted if Downtown is a more vibrant cultural and living place

## General Concerns:

- Places that are close feel far because the walk is difficult
- Access in and out of downtown is difficult
- Transit systems around downtown do not meet the needs of the local populations
- Surface parking lots are unsightly and create a landscape of asphalt

## Values:

- Tampa's urban Healthcare, Education, Hi-Tech, Culture / Entertainment, Riverfront and Urban Living create a downtown mix that is unusual among other southern cities
- Downtown open space: Washington Street Park, Riverwalk, Curtis Hixon Park, etc
- Downtown Events and Activities

## Specific Ideas:

- New Partnerships can create new or enhanced places (Med-Ed District? Channelside Mixed Use area?)
- Need better connections in and around the Straz Center and Cultural facilities
- Need better urban design at the street level and streetscapes for better walkability
- In-town trail systems for rapid bike access (including the Selmon Expressway Trail concept)
- Ped Crossing or enhancements to Ashley, Kennedy, Meridian, etc.

# Topics

[1] The Hillsborough River

[2] The Downtown Neighborhoods

[3] The Downtown Core

[4] Livable Streets

[5] Transit























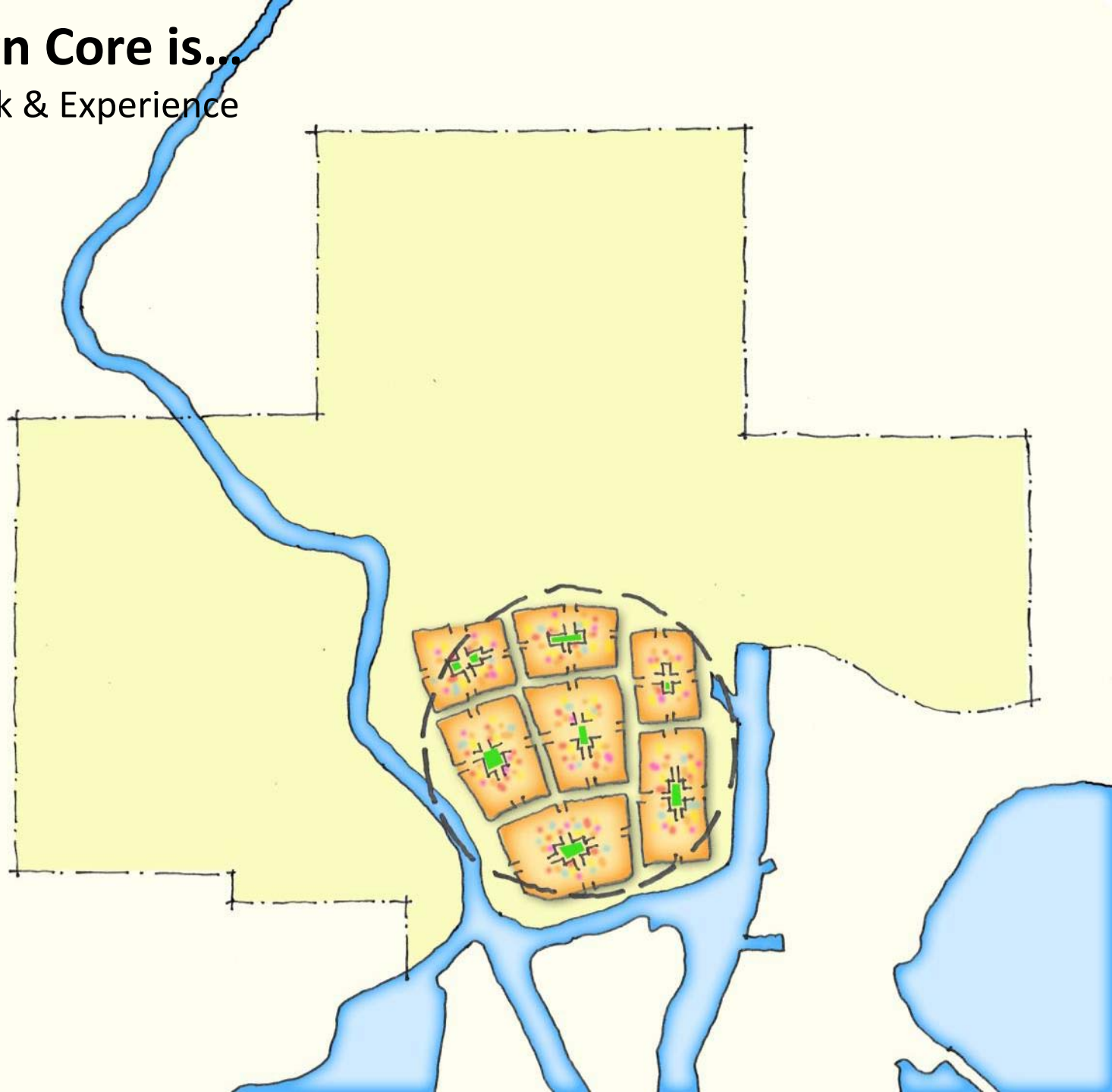






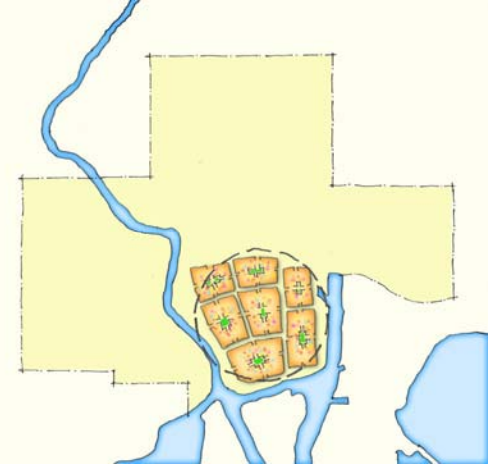
# The Downtown Core is...

a Place to Live, Work & Experience



# [3] Tampa's Downtown Core

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## ISSUES:

[A] Downtown is primarily an office location with regional cultural and entertainment facilities and a small bit of residential – should this model change to encourage a place with significantly more residents while still enhancing the other current uses?

[B] Access into and out of downtown is difficult and disorienting, particularly for visitors.

[C] Downtown's walking environment is not good in part because Downtown's streets are geared to serve peak flows of cars and are not "complete streets" that serve pedestrians, bikes, transit, and cars.

[D] A large portion of Downtown contains surface parking lots, "super blocks", and industrial uses that create "holes" in the pattern of streets and blocks.

[E] There are potential partnerships that could reshape large areas – how can this condition be nurtured?



## Observations:

- Tampa has a very well connected system of streets and blocks
- Tampa has a strong culture of bike riders
- Certain roads seem congested and hostile to peds and bikes, others seem oversized and underutilized by cars
- Tampa has to balance both local circulation and regional access

## General Concerns:

- Places that are close feel far because of the harsh walking environment
- It's confusing to get in and out of the downtown core
- Large roads and ramps isolate key properties such as Straz Center and North Franklin
- Highly inconsistent streetscape design leads to poor walkability

## Values:

- With its urban streets and small blocks, Tampa should be the most walkable, bikeable City in Florida.
- Bicycle and Walking facilities, especially on 'cross-town' routes or linkages to key destinations, such as University of Tampa
- Balancing regional needs with local sense of place – and incorporating enhanced transit - as at the Nebraska Avenue Road diet project

## Specific Ideas:

- Make large roads like Ashley, Meridian, and Kennedy easier to cross
- Initiate Zip Car, Bike Share programs and bring back the electric Jitney's
- Develop some cross-town trail systems
- Reclaim streets like Columbus and Floribaska that cross the highway or river to link neighborhoods
- Convert the one-way streets
- Develop more projects like the Nebraska Road Diet

# Topics

[1] The Hillsborough River

[2] The Downtown Neighborhoods

[3] The Downtown Core

[4] Livable Streets

[5] Transit



















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ONLY

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SELMON EXPRESSWAY  
SUNPASS →  
OR WE BILL YOU

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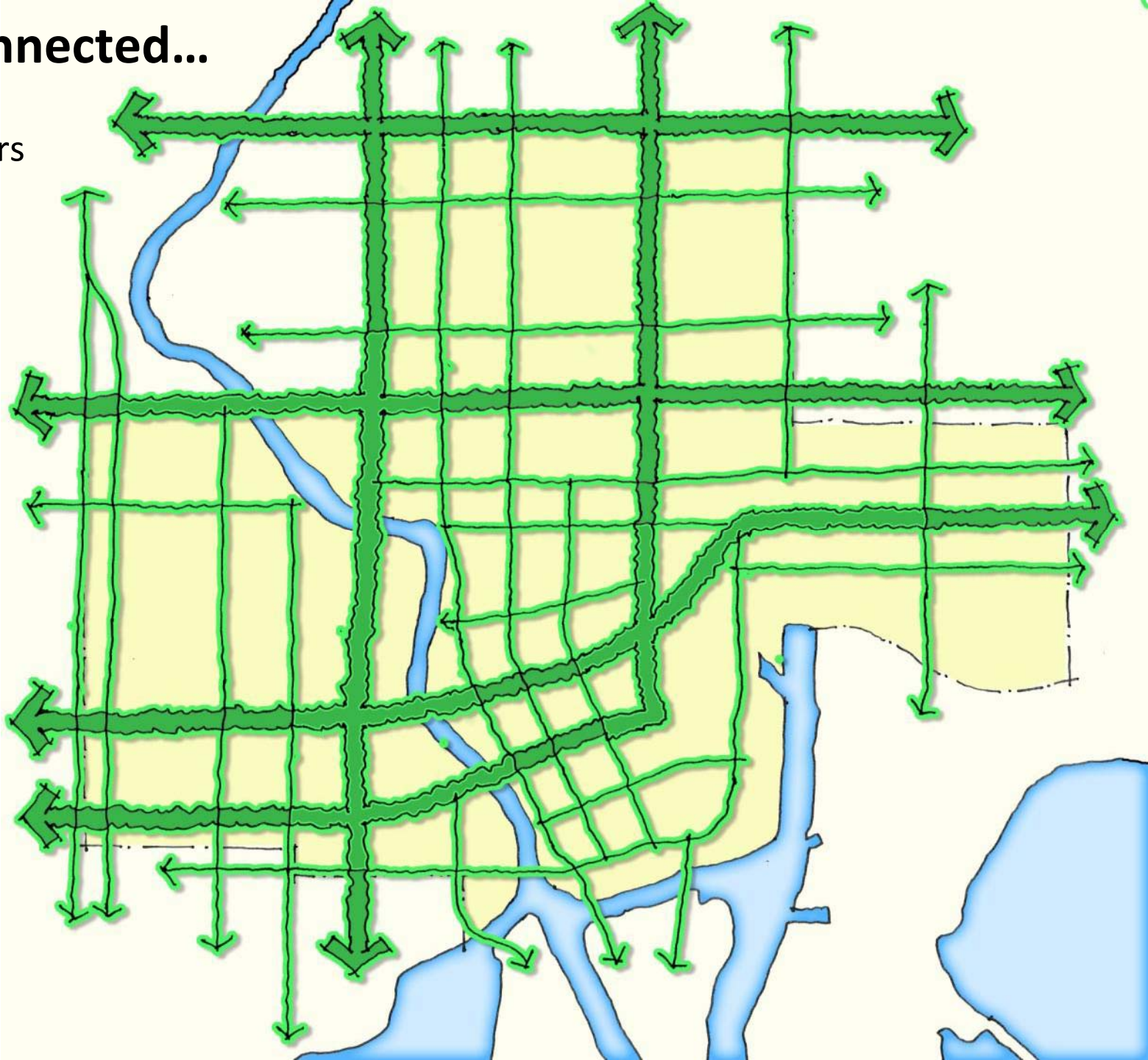
WHITING ST GARAGE

EXIT ONLY

EXIT ONLY

# We are Connected...

Livable Streets,  
Vibrant Corridors





# [4] Livable Streets and Community

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## Linkages

### ISSUES:

- [A] Places that are close by feel far away because of the harsh walking environment.
- [B] Large roads and freeway ramps isolate key community destinations and neighborhoods.
- [C] While some streets have been addressed, getting to key neighborhood and community destinations on a bike is not safe or easy.
- [D] The trail system is expanding, but connectivity to adjacent neighborhoods could allow more people to utilize non-motorized modes of travel.
- [E] Trips through Center City are made easy at the expense of the surrounding neighborhoods and retail nodes.



## Observations:

- Very strong local belief that we need local transit to serve downtown core (business, cultural venues, tourism and residential)
- Need more places of density / activity to support transit
- HART annual ridership is growing (+/- \$14.5M downtown annually)

## General Concerns:

- Too many inexpensive surface lots (it's still too easy to drive)
- Marion Street Central Station needs more capacity.
- Marion Street Transitway doesn't serve emerging areas of development and current signal timing doesn't reward bus
- Streetcar doesn't serve the local population
- Ticketing / Fareboxes not user friendly (like e-pass) for locals
- Revenue stream to support expanded transit construction & service

## Values:

- Easy, reliable transit that connects key cultural and employment destinations with places of residential density
- Reward non-auto trips, make it more attractive to take transit
- Transit Oriented Development, mixed use, higher density in the core

## Specific Ideas:

- Use Metro-Rapid to better brand and serve the local population
- Need easy, local circulator that serves the downtown core
- Need future regional transit that gets to USF, Airport, Westshore and regionally to St Pete, Beaches, etc
- Don't give up on High Speed Rail / Statewide Linkages

# Topics

[1] The Hillsborough River

[2] The Downtown Neighborhoods

[3] The Downtown Core

[4] Getting Around Town

[5] Transit















BUS STOP  
14  
30  
www.1430.org  
NORTH LANE 2001-2014-2015

University  
of Tampa  
H.B. Plant  
Museum  
Hyde Park

# Ceviche

Tapas Bar & Restaurant

Now Serving  
Lunch

Weekdays at 11AM

250-0203





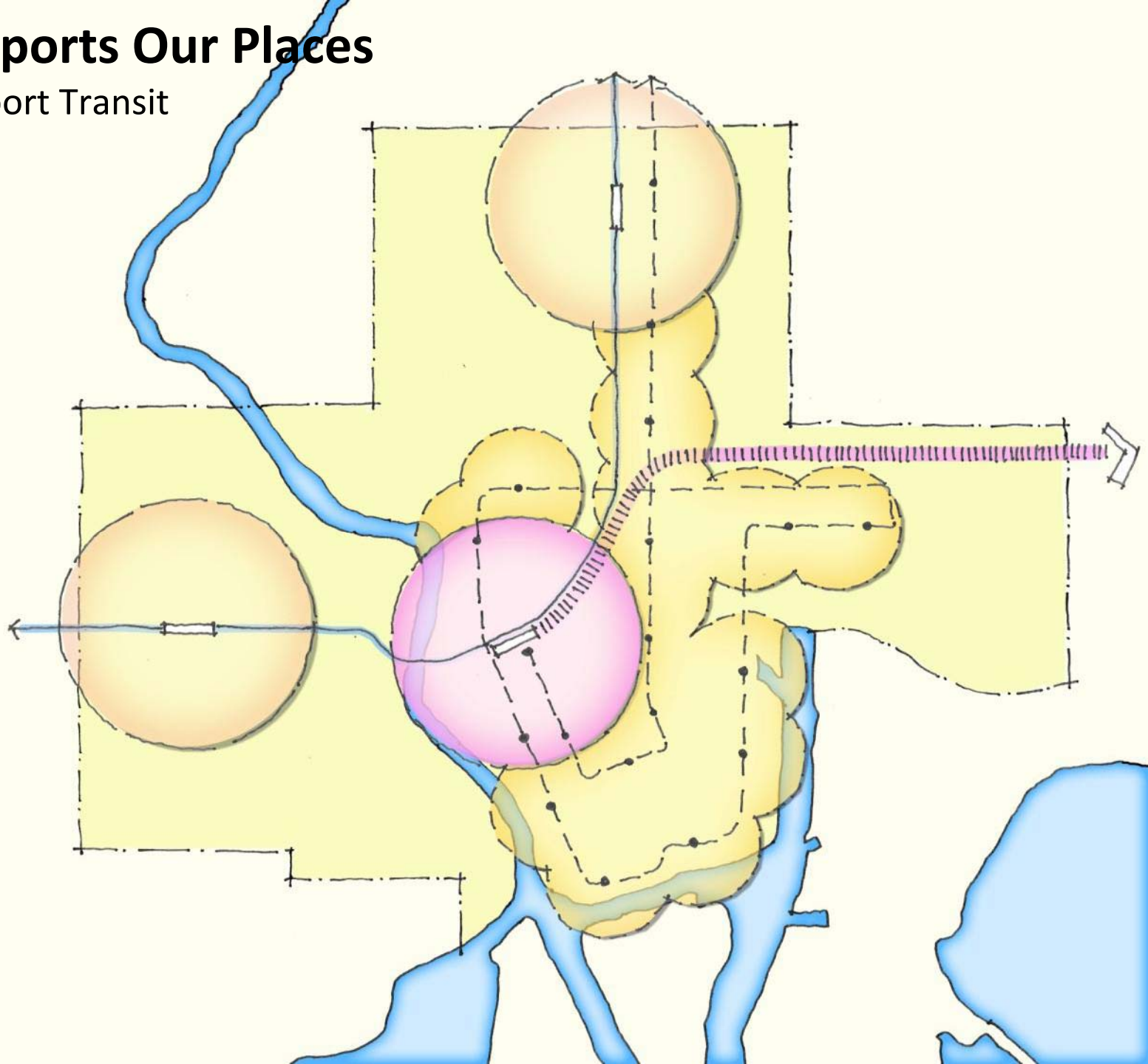






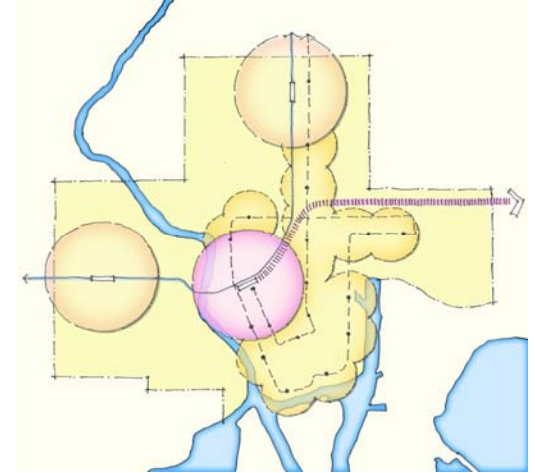
# Transit Supports Our Places

Our Places Support Transit



# [5] Transit

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## ISSUES:

- [A] Transit is not seen as a viable transportation option by “choice” riders.
- [B] A broad element of the community wants transit to be an effective means of transportation, but there are not enough people or places of density and activity to support transit across the Center City.
- [C] The streetcar functions more as a tourist attraction that does not effectively serve the local population.
- [D] There is no perceived easy and effective local circulator getting people around the Downtown Core.
- [E] There are destinations outside the Center City that people want to be connected to by means other than automobile.



# Discussion Exercises

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**25 minutes**

**validating the Issues for your Topic –  
– did we miss anything?**

**Mission Statement for each Topic –**

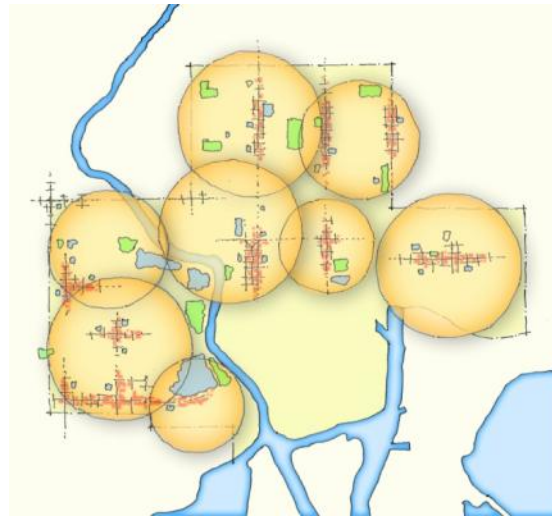
**3-5 Specific Actions to accomplish  
the mission statement**

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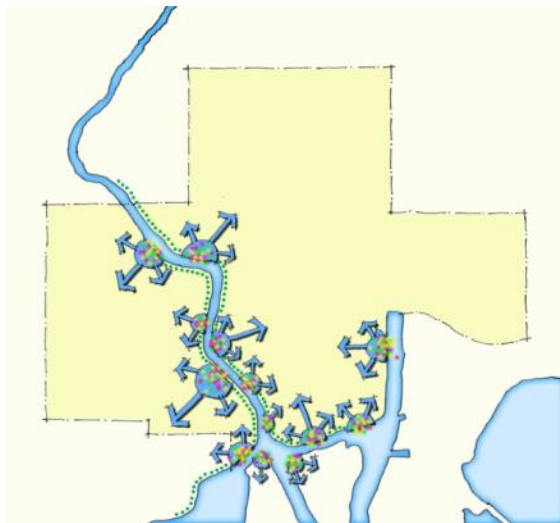
**Review and discuss  
all 5 topics**

# A Vision... Tampa City Center

**Our Dntn Neighborhoods...**  
Our Strength & Foundation



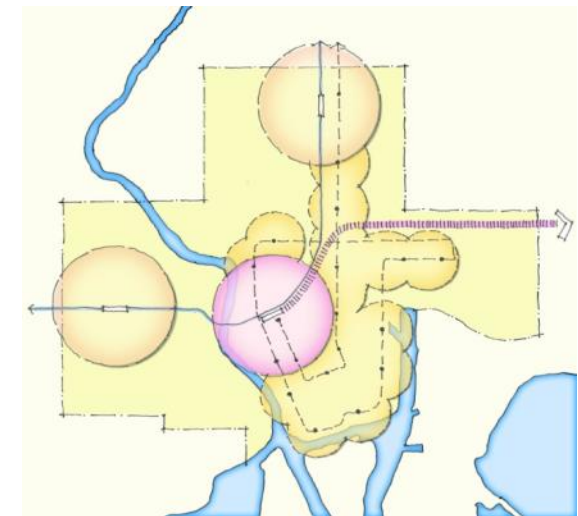
**Downtown Core is a place  
to live, work & experience**



**We are a River City...**  
River Walks & River Places



**We are Connected...**  
Liveable Streets & Vibrant  
Corridors



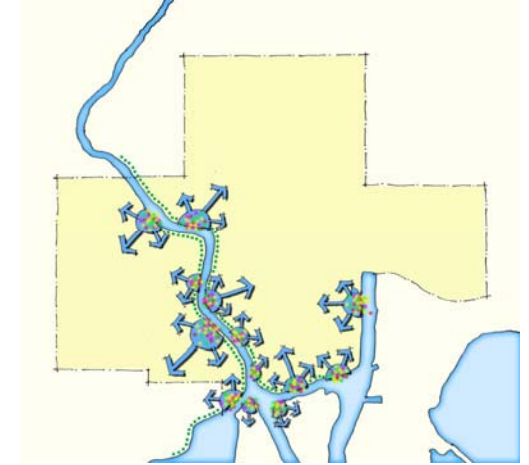
**Transit Supports our Places,**  
Our Places Support Transit



# Results of Community Activity

# [1] The Hillsborough River & Waterfront

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## **Mission Statement:**

The Hillsborough River and waterfront should be accessible, comfortable, connected, safe, and the waterfront property should have more economic value. The river should involve more outdoor and entertainment type activities.

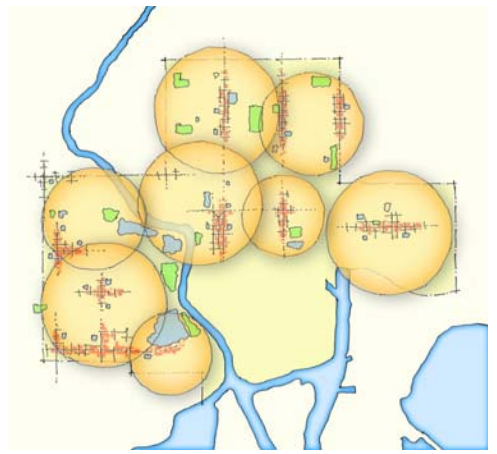
## **Actions / Ideas:**

- Building more Riverwalk on the West side
- Making Riverwalk more comfortable (shade)
- Enhance economic development
- Water taxi - Lowery Park to Downtown
- River assessment district as a funding idea
- Connections (greenways, bikeways, sidewalks, pedestrian bridge)
- Active and safe parks (rowing facility, kayak storage, workout groups)
- Tourism activity
- Touch the water (more access)
- More boating facilities/docks (Curtis Hixon, Straz Center, Restaurants/bars)
- Economic value
- Should pull in more revenue



# [2] The Downtown Neighborhoods

---



## **Mission Statement:**

Center City Neighborhoods should be vibrant, diverse, distinctive, sustainable, complete, connected to safe neighborhoods and support multi-generational communities

## **Actions / Ideas:**

Neighborhood traffic calming (two-way conversion)

Widen sidewalks

More trees, landscape, and public art

Bike lanes

Skateboard areas

Update city code and include appropriate zoning (incentives and benefits of use)

Connections under overpasses

Enhanced to the river

# [3] Tampa's Downtown Core

---



## **Mission Statement:**

The Downtown Core should be more attractive and accessible place for people to live, work, play, and visit. Improve the public realm to support a viable landscape.

## **Actions / Ideas:**

- Pedestrian friendly (safe)
- More sidewalks, shade, lighting, and public art
- Better transportation system (get rid of one-way roadways)
- More and better retail (groceries)
- Unique shopping experience
- Change regulatory framework
- Remove parking requirements



# [4] Livable Streets and Community

---

## Linkages

### **Mission Statement:**

Provide streets that are connected, calm, create new businesses, have a balance with pedestrian activity (walkable), neighborhood focused, and river focused. Prioritize key streets for improvements.

### **Actions / Ideas:**

Focus on neighborhood centers, coves, and connectors (Howard, Armenia, Kennedy, Florida, Tampa, and Ashley)

More trees, shade, green, lighting, and streetscape

Expand water taxi service

Increase river access

Need pedestrian connection across river (pedestrian bridge)

More activities and destinations (promote more events downtown)



# [5] Transit

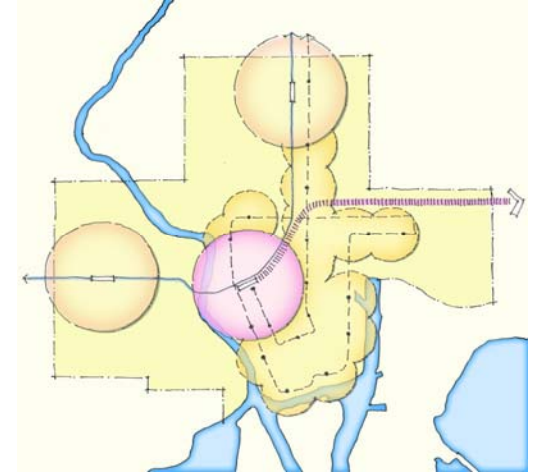
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## **Mission Statement:**

Vibrant Center City Neighborhoods connected to one another and regional destinations with multi-modal transit that is well funded, frequent, dependable, user-friendly, and progressive.

## **Actions / Ideas:**

- Identify/secure adequate funding
- Include parking restrictions
- Transit priority treatment
- Mixed use/higher density development and support
- Unified Plan (w/ several agencies)
- Modern fare box collection, signal priority
- Image/branding routes
- Champion
- Complete loop on streetcar





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