



**Drew Park Community Redevelopment Area  
Strategic Plan Update**  
August 27, 2020 (5:30 to 6:30 p.m.) Virtual Workshop #1



Community  
Redevelopment  
Agency



# Agenda

1. Introductions
2. Project Overview
3. Previous Plans
4. Existing Conditions
5. Where Are We Now - Exercise
6. Next Steps

***Your microphone is muted to avoid accidental interruptions.***

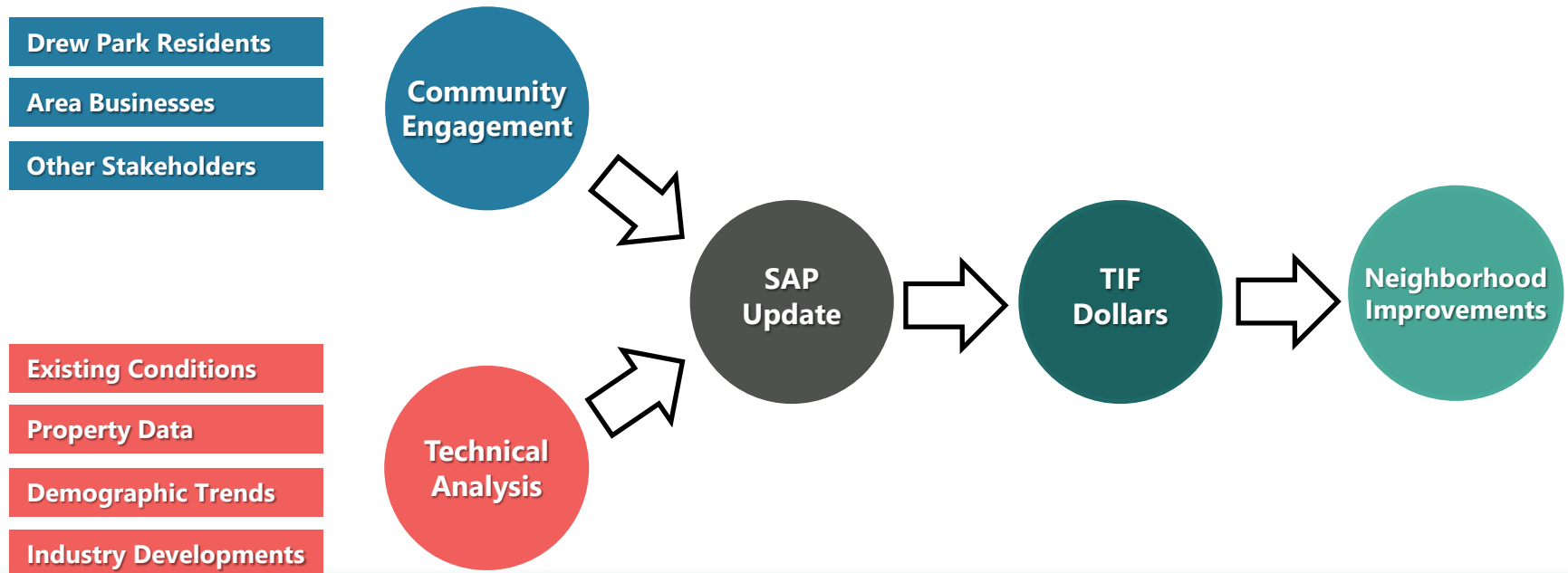
# Virtual Meeting Ground Rules

- This presentation is being recorded.
- Attendees are muted by default and cannot share their screen.
- Interactive PolLEV exercise.
- Submit questions or technical issues in the Chat feature.



# What is the Strategic Action Plan (SAP) Update?

- A process that includes technical analysis and extensive engagement of community residents and stakeholders.
- Results in recommendations and initiatives to guide expenditure of Community Redevelopment Area (CRA) Tax Increment Finance (TIF) funds.
- Overarching goal to improve the neighborhood for its residents and businesses.



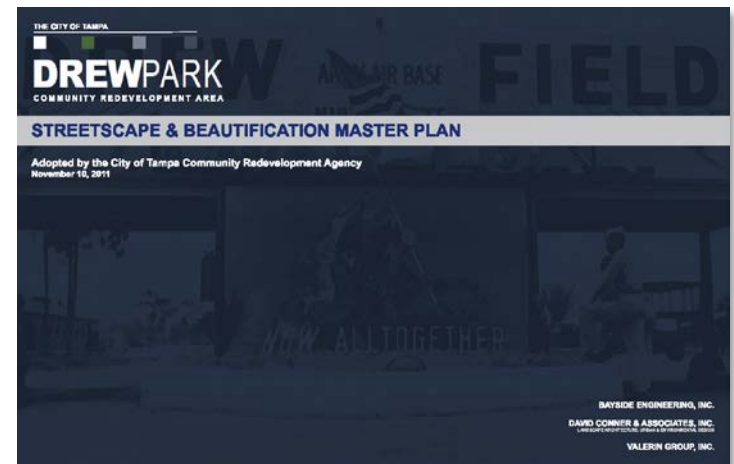
# Project Timeline

July	August	September	October	November	December
Data Collection & Conditions Evaluation					
	Meeting #1 Needs & Opportunities				
		Meeting #2 Alternatives			
			Meeting #3 Recommendations		
				Report Finalization	
					Final Reporting to CRA

*Has been affected by COVID-19, and social distancing requirements.*

# Previous Planning Efforts

- The Drew Park Community Redevelopment Plan
  - Adopted 2004
- Drew Park Strategic Action Plan
  - Adopted 2007
- Streetscape and Beautification Master Plan
  - Adopted 2011
- Other Drew Park CRA Programs
  - CRA Façade Improvement Grants
  - CRA Fence Improvement Grants



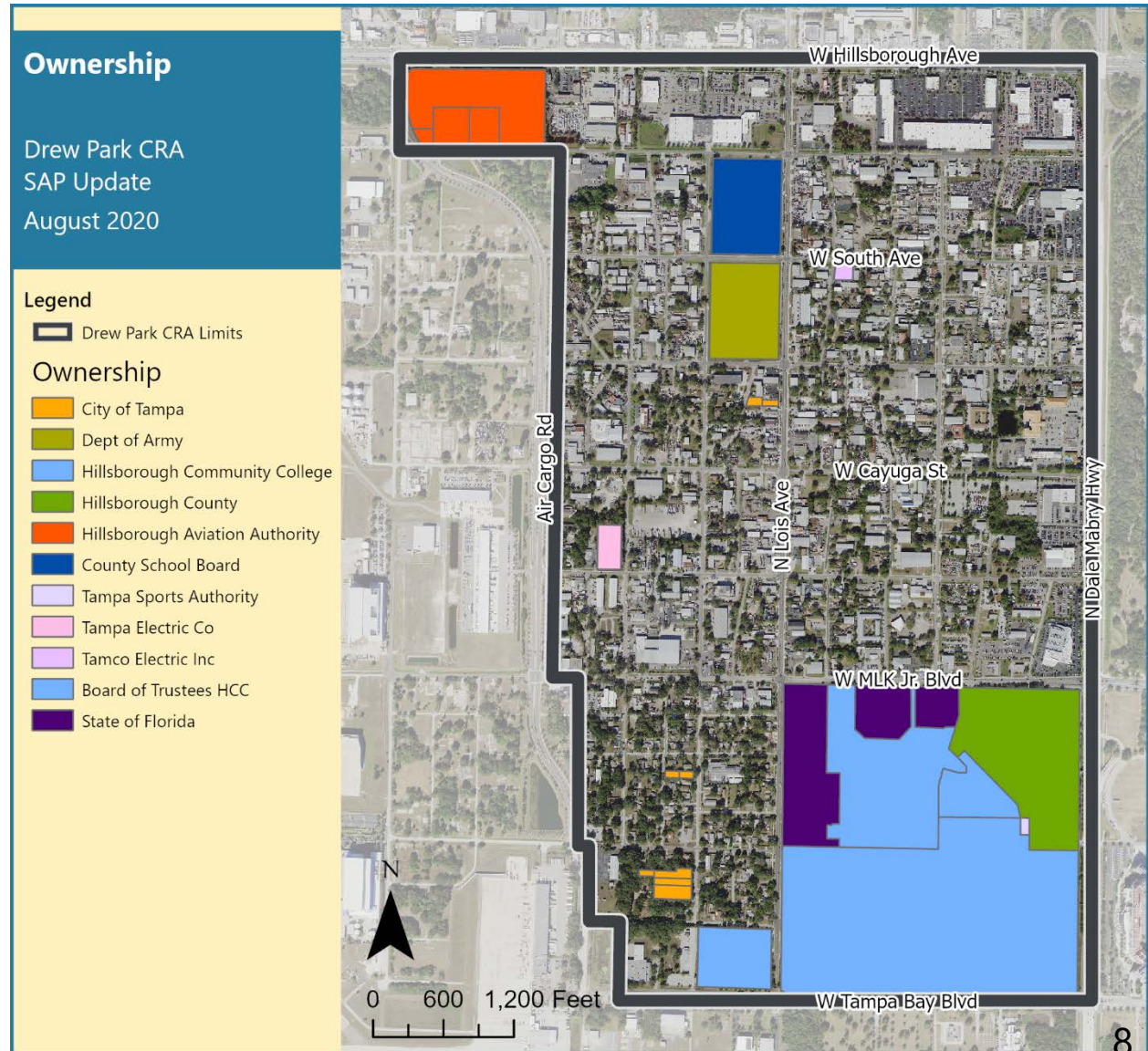
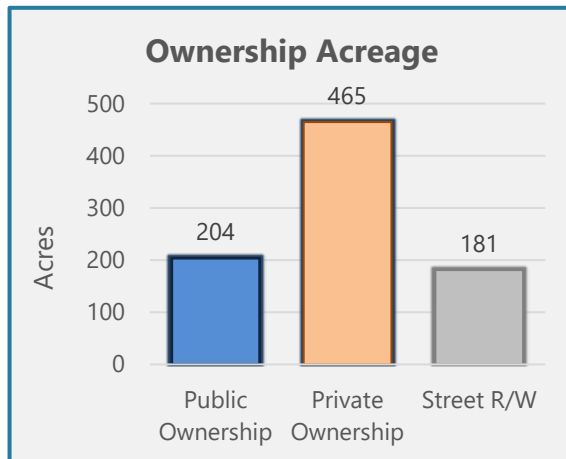
# Considerations for Successful Districts





# Physical Environment - Ownership

- Total Acres = 849.50
- Street R/W's = 180.92
- Public = 203.72
- Private = 464.86

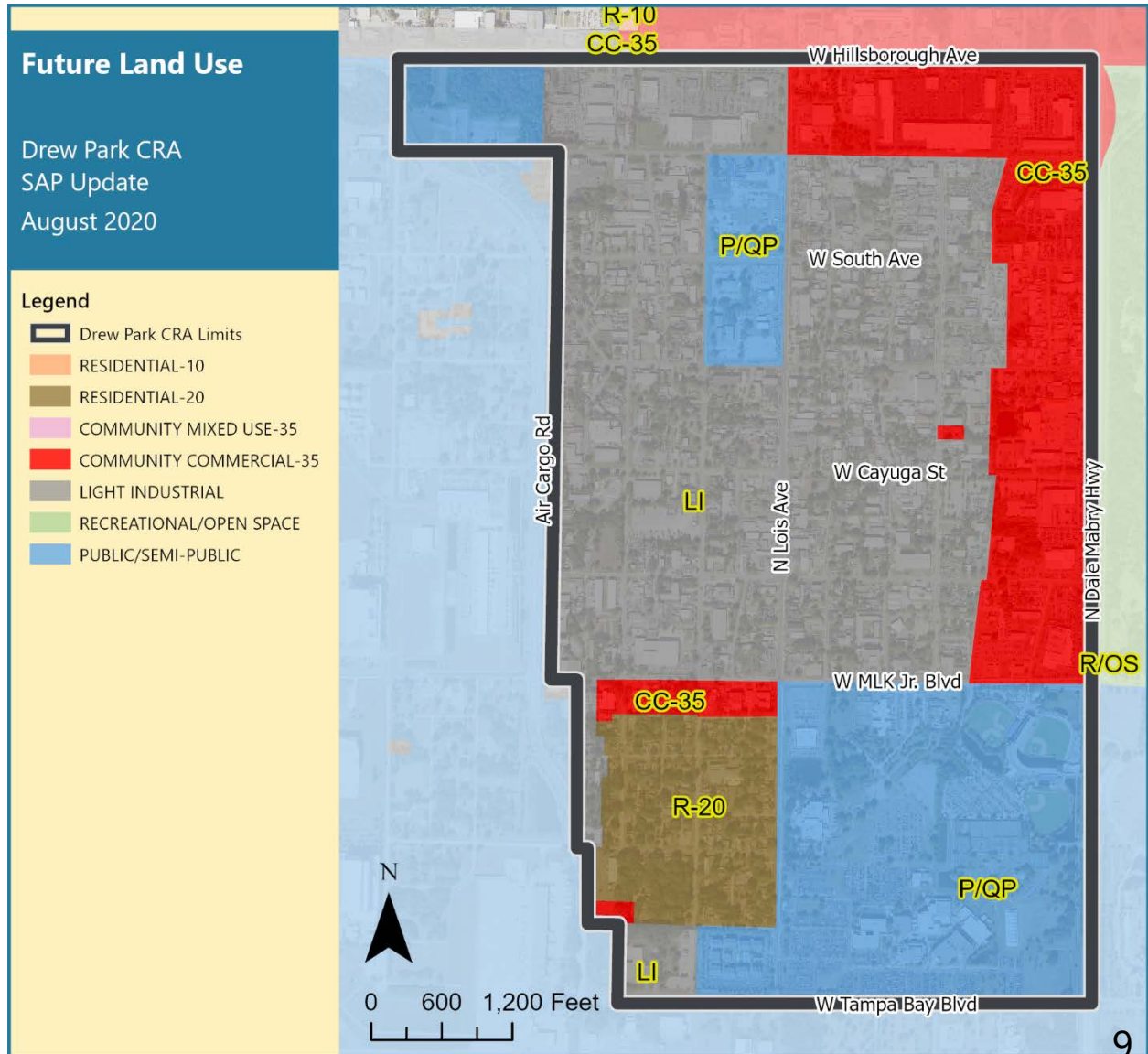
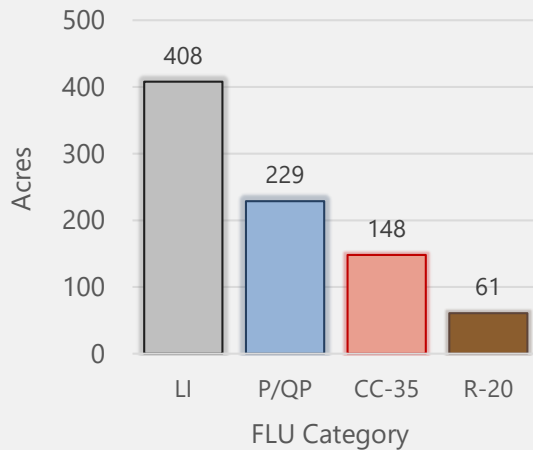




# Physical Environment - Future Land Use

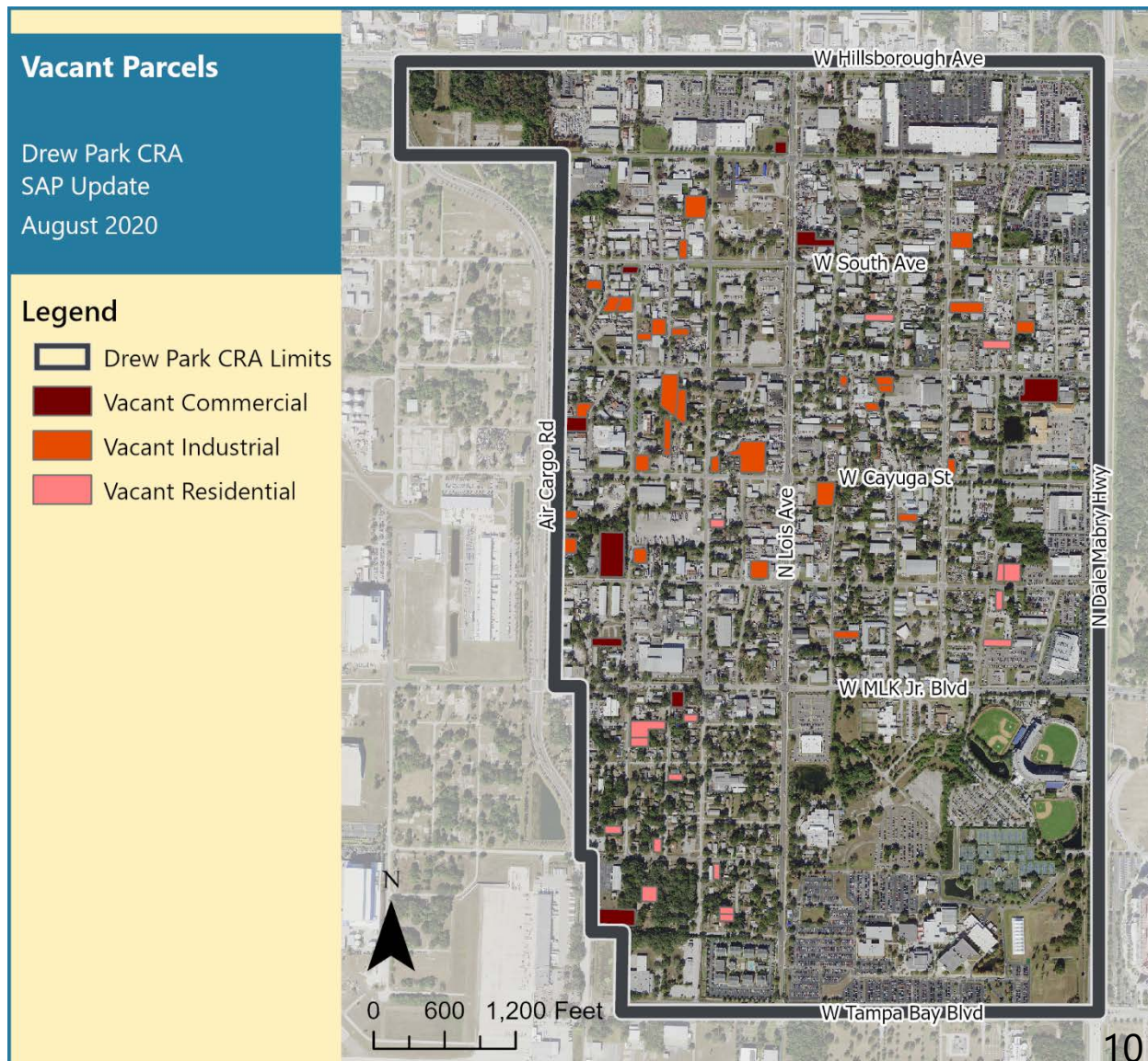
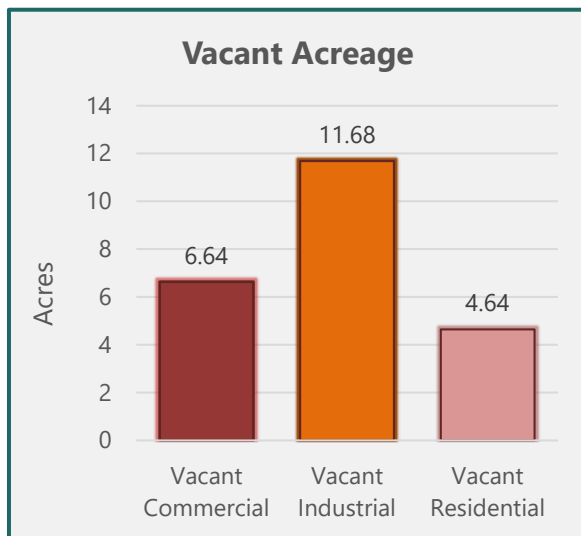
- Mostly Industrial Use
- Public Use
- Commercial Frontages
- Limited Residential

Future Land Use Acreage



# Physical Environment – Property Vacancy

- Total Vacant = 22.96
- Vacant Com. = 6.64
- Vacant Ind. = 11.68
- Vacant Res. = 4.64

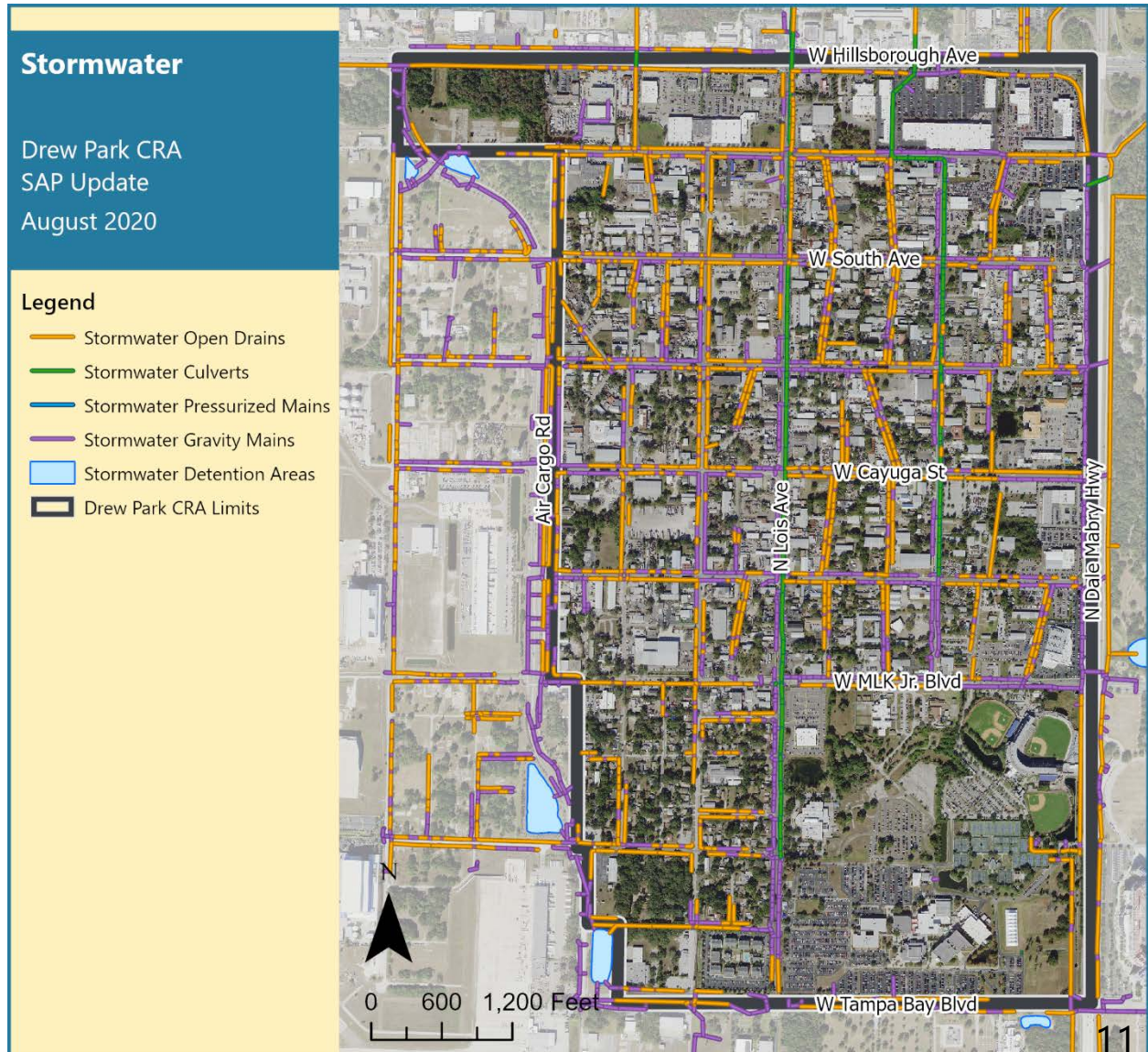




# Physical Environment – Infrastructure

- Levels of Service & Needs

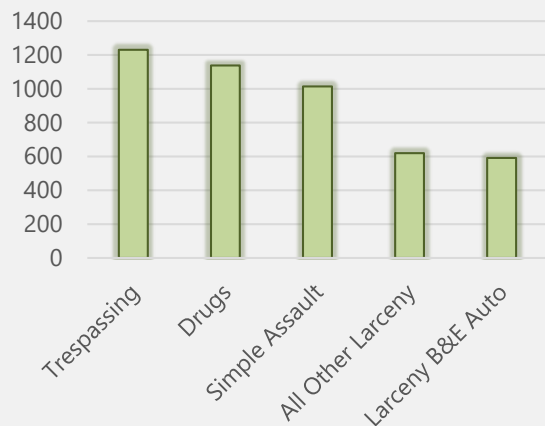
- Water
- Wastewater
- Stormwater
- Transportation
- Multi-Modal



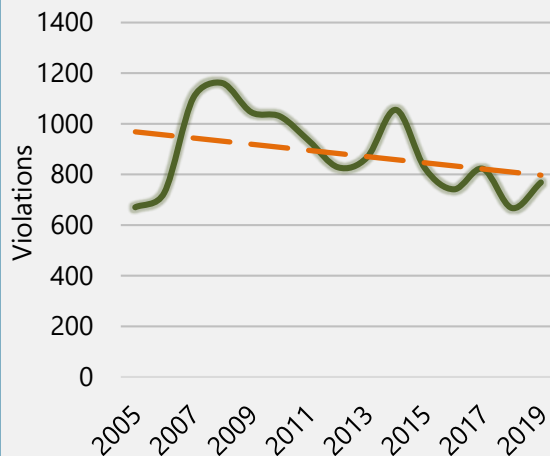


# Physical Environment – Crime Incidence

**Top Five Violation Categories:  
2005-2019**



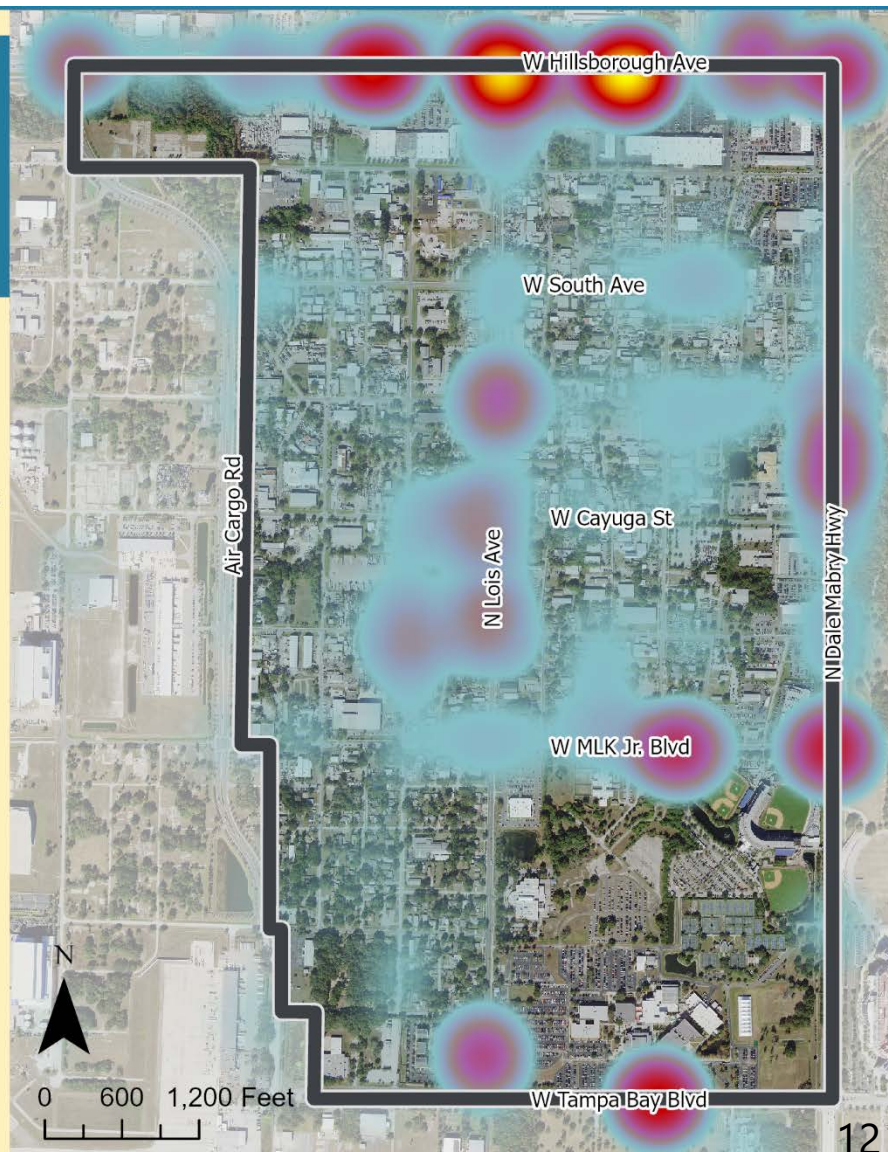
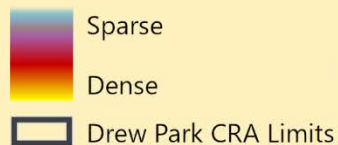
**Total Crime per Year**



## Reported Crime

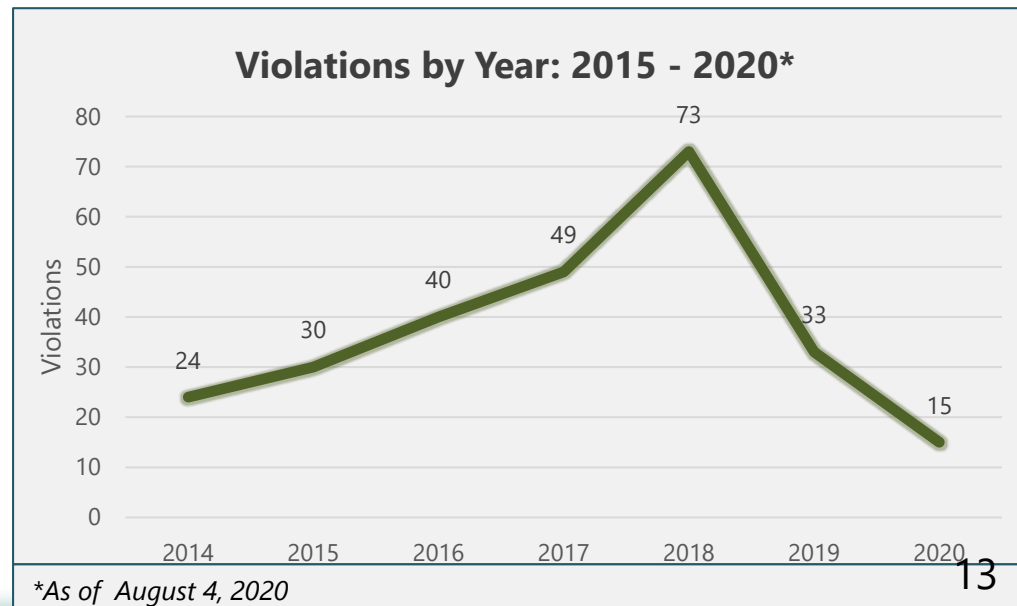
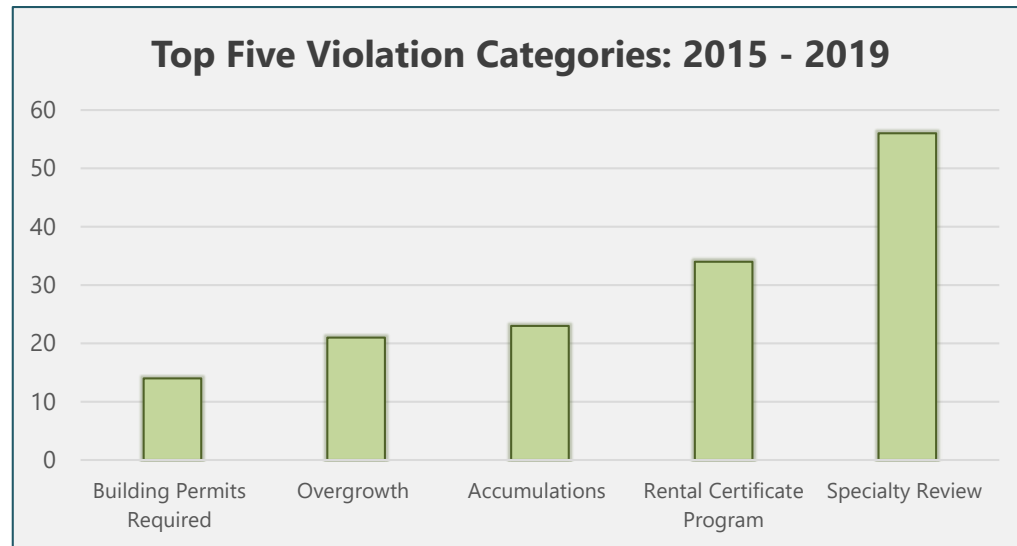
Drew Park CRA  
SAP Update  
August 2020

### Legend



# Regulatory Environment – Code Violations

- Peak in 2018.
- Reduction over time.
- Higher incidence of Property Use vs. Conditions issues.



# Market Environment

Land Use Type	Market Opportunity	Explanation
Single-Family Residential	Neutral	Recent trade area development trends have shifted to Multifamily; CRA is more conducive to Multifamily development. Small affordable Single-Family units would work best, if developed at all.
<b>Multifamily Residential</b>	<b>Favorable</b>	Recent trade area development trends have shifted to Multifamily; CRA is more conducive to Multifamily development has lagged behind trade area in delivery. Development should focus on larger units.
<b>Office</b>	<b>Favorable</b>	Professional office has considerable onsite potential, due to trade area capture and latent demand; regional office would require redevelopment and redesign of CRA.
<b>Industrial</b>	<b>Neutral to Favorable</b>	Countywide industrial demand is lessening, but CRA has onsite potential, due to trade area capture shares and latent demand; modest delivery of new space possible.
Retail	Neutral	Highly competitive, oversupplied market. Essential for project design to be flexible for top-flight tenants. CRA retail growth will result in decline of retail within other trade area locations.



# Where are we now?

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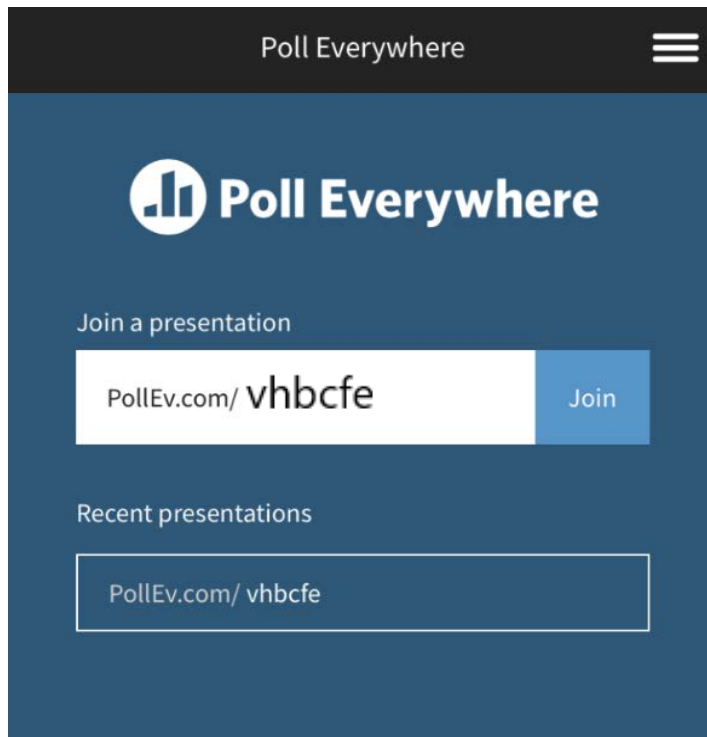


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# Public Input - Polling Access

## Browser

- Go to [www.pollev.com](http://www.pollev.com)
- Enter vhbce in 'Join a presentation'
- Click Join



## Text

- Text vhbce to 22333



What are Drew Park's strengths as a District?  
(one word answers only please)



A word cloud of responses to the question 'What are Drew Park's strengths as a District?'. The words are arranged in a cluster, with 'business' being the largest and most central word. Other prominent words include 'employment', 'history', 'location', and 'friendly'. Smaller words include 'arteries', 'value', 'businesses', 'traffic', 'diversity', 'jobs', and 'small'. The words are in various colors including green, blue, brown, and purple.

arteries  
employment  
business  
friendly  
value  
businesses  
history  
jobs  
small  
traffic  
location  
diversity



What are Drew Park's challenges as a District?  
(one word answers only please)



How do you envision Drew Park in the future?  
(one word answers only please)

A word cloud visualization of responses to the question 'How do you envision Drew Park in the future?'. The words are arranged in a dense, overlapping cluster. The most prominent words, shown in larger fonts, are 'bringing customers', 'residential', 'safe', 'clean', 'park', 'hyde', 'brand', 'business destination', 'walkable', 'new reputation', 'good lighting', 'youth', 'family', 'outreach', 'utilities', 'live work area', and 'well branded'. The words are colored in various shades including green, blue, purple, red, and brown. The overall shape of the cloud is roughly rectangular, with the most frequent words occupying the central and upper portions.

business destination  
progressive  
walkable  
live work area  
safe  
hyde  
clean  
park  
brand  
bringing customers  
residential  
new reputation  
good lighting  
youth  
family  
outreach  
utilities  
well branded

# Next Steps

- *You can ask questions using Chat.*
- If you think of questions or comments after the meeting, please email them to us.
- Please feel free to email aspects of Drew Park that you enjoy, and specific improvements that you would like to see.
- Community Workshop #2 – Alternatives will occur on Tuesday, October 6th at 5:30PM



Questions may be directed to:

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@ E: [DrewParkUpdate@TampaGov.net](mailto:DrewParkUpdate@TampaGov.net) or Ph: [813.274.7427](tel:813.274.7427)

Presentation will be available at: [www.tampagov.net/CRA/drew-park/sap-update](http://www.tampagov.net/CRA/drew-park/sap-update)