

40th Street Planning Area Vision Plan

Land Development Coordination ~ Growth Management & Development Services ~ City of Tampa



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Introduction

The 40th Street Planning Area is comprised of four (4) neighborhood associations (Woodland Terrace, Temple Crest, Northeast Community, and River Grove), all of which are well organized and engaged with City government. The Metropolitan Planning Organization, serving the greater Tampa and Hillsborough County metropolitan area, completed a land use plan in 2000 in coordination with area stakeholders to document potential land use changes needed to address the redesign/reconstruction of the 40th Street Corridor. This visioning process expands on the ideas of the 2000 study and encompasses the collective voices of these groups, further developed in concert with input and guidance from the public sector.

The planning area is a blend of several key components that make up the larger city form of Tampa. The area offers cultural and historical references, a diverse population, a defined and well-traveled street grid, several bus transit lines (including a segment of the planned Bus Rapid Transit on its southern perimeter), stable residential areas, modern/suburban-style architecture, an integrated parks system, significant natural resources, and linear commercial corridors. Its proximity to the University of South Florida, a recognized Tampa asset and economic engine, coupled with the redesign and reconstruction of the area's main thoroughfare, creates excellent redevelopment opportunity for neighborhood serving uses and the evolution of improved activity nodes.

Tampa's 2025 Comprehensive Plan lays the foundation for implementing general "Livable City" principles throughout all areas of the City, while promoting the capture of individual community identities, goals, and visions. The following values and principles from the 2025 Plan are vital to this strategy:

TAMPA'S COMPREHENSIVE VALUES: CREATING A 'LIVABLE CITY'¹

Tampa's comprehensive vision for the city at-large is founded on four (4) core values that will advance the long-term sustainability of the city and its citizenry. The four values are derived from the set of collective community values. When balanced, they can lead toward a shared community commitment to being a Livable City. The values are:

- *Livability*: Tampa is a place where diverse people find it easy, safe, and enjoyable to live
- *Prosperity*: Tampa is focused on the quality of life for all its people and must be economically healthy, with a broad mix of good jobs
- *Respect*: The living systems that support us are revered and conferred to future generations in better condition than today
- *Resilience*: The ability of the systems that support our day to day living to recover from misfortune, handle uncertainty, and adjust easily to change

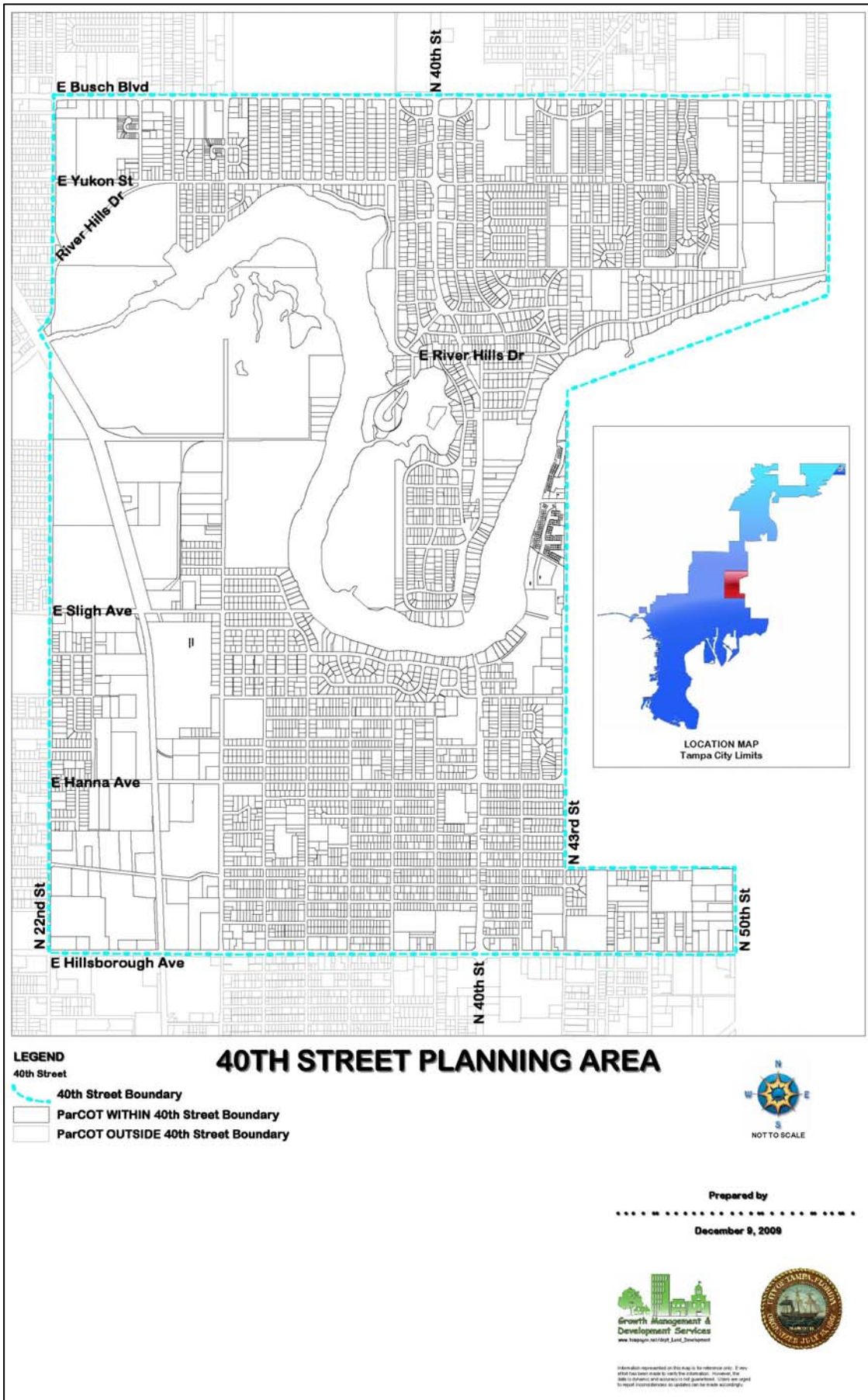
TAMPA'S URBAN DESIGN VISION¹

Urban design encompasses multiple elements that can enhance the physical characteristics of both residential and commercial areas. Quality urban design promotes Livability by reinforcing a sense of city identity. Tampa has a defined vision for urban design, which translates well in this unique planning area. The building blocks for sound urban design include:

1. Economic Opportunity
2. A Sense of Place and Community
3. Attractive
4. A Choice of Lifestyles
5. Mobility Options
6. Feels Safe
7. A Mix of Uses
8. Retain Healthy Open Space

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PLANNING AREA MAP



Background & History

As with all communities and neighborhoods throughout Tampa, the 40th Planning Area has a rich and diverse history. The area was annexed into the City of Tampa in 1953 (specifically the Temple Crest Community was annexed into the City of Tampa in 1961.) In the early 1920's, the 40th Street Neighborhoods grew as a bedroom community to the City of Tampa and Temple Terrace. Many of the areas largest subdivisions were platted during that time including: Belmont Heights Blocks 10-12, 12-41 and 26-128, Mora Subdivision, and Temple Crest Unit 2. The character of much of the single family neighborhood is curvilinear, tree lined streets.



Furthermore, the surrounding neighborhoods are historically, socially, and economically diverse. The area is bisected by the Hillsborough River, which in this area of the City has been



left in a predominantly pristine and natural state. It is the river that gives the residents a sense of pride and a connection to wild life that is not experienced by most neighborhoods in the City. In the northwestern quadrant of the area, the City of Tampa constructed the David L. Tippin Water Treatment Facility along the Hillsborough River. The facility was built in 1924-1925 and it supplies the City and the Tampa Bay Area with approximately 40 million gallons of drinking water daily, which is about 90 percent of the water consumed by the Water Department customers. The facility was dedicated as a City of Tampa and American Water Landmark in 2004.

Currently, the reconstruction of 40th Street Corridor, set for completion in 2011, is one of the largest public infrastructure improvements in Tampa's recent history. The corridor is a major transit and transportation route, which serves a gateway from eastern Tampa and Interstate-4 to the University of South Florida and Busch Gardens. The redevelopment of the 40th Street Corridor offers a great opportunity for commercial revitalization for neighborhood serving and mixed use development.

The character of the area is also enhanced by large recreational and park facilities; they include:

- Rogers Park Golf Course – A championship public golf course that stretches to 6,855 yards and features an abundance of lakes, sand and trees;
- Rowlett Park – One of the City's largest park facility, approximately 100 acres, offering amenities for every member of the family: street hockey, tennis courts, trails, picnic tables, pier, fitness stations, and more;
- Temple Crest Park and Community Center – A linear park which stretches along the Hillsborough River for over a half of a mile and provides playgrounds, ball fields, play courts and a canoe launch; and,
- Woodland Terrace Activity Center – An 8.5 acre park and community center with ball fields, play courts and playgrounds.

These facilities together with other City owned property total approximately 225 acres of green open space.

A few generally recognized Community Assets:



40th Street Planning Area as a Livable Place

The visioning process includes and incorporates the collective voices of the area stakeholders. The ideas and values were drawn from a series of interactive charrettes and working sessions with area residents, property owners, and industry experts, and have been further developed in concert with input and guidance from the public sector. The vision and principles for this community establish the basis for the 40th Street Planning Area to be recognized as a Livable place.

KEY COMPONENTS OF A LIVABLE PLACE

- Feels safe
- Offers economic opportunity
- Is attractive
- Values its natural areas and areas of heritage
- Supports a choice of lifestyles
- Integrates a complete mix of uses
- Provides mobility options
- Fosters a sense of place and community



VISION STATEMENTS

1. Create a safe, livable neighborhood for all generations that provides residents with a sense of place and focuses on pedestrians as a priority including adequate sidewalks, bicycle lanes, and traffic calming elements.
2. Promote commercial redevelopment that supports the surrounding neighborhoods, at a mass and scale appropriate for the surrounding area.
3. Establish segments of 40th Street as a Scenic Corridor to preserve and enhance the scenic vistas, specifically the segment containing 40th Street Bridge and adjacent property.
4. Protect and enhance the single family residential character of the area.
5. Preserve the area's scenic vistas and natural character by limiting signage along major corridors and prohibiting electronic signs within the planning area.
6. Examine opportunities to establish supporting/complimentary uses for the proximate University of South Florida, one the City's largest community assets.

GUIDING PRINCIPLES

Community Assets/Public Facilities

- Develop a neighborhood "riverwalk" connecting Rowlett Park to Orange Lake
- Ensure that schools are a neighborhood priority by providing safe pedestrian connections (i.e. sidewalks) and sufficient identification for automobile traffic, including the installation of flashing lights for school zones

- Identify appropriate areas for the installation of boat ramps
- Improve area street lighting on major corridors and local streets

Connectivity / Transportation Issues

- Develop a neighborhood connectivity plan, including the identification/prioritization of streets for the inclusion of sidewalks and bicycle lanes
- Develop a variety of innovative traffic calming designs that are complementary to the overall planning area vision



Natural Resources/Environmental

- Protect and enhance the Hillsborough River through on-going clean-up efforts, to acknowledge the River as a landmark and a (restore)
- Promote the incorporation of 'green' design standards

Community Development/Redevelopment (residential, commercial, mixed use, industrial)

- Promote moderately scaled, neighborhood serving, mixed-use development along segments of 40th Street north of the Hillsborough River
- Encourage higher intensity commercial corridors south of the Hillsborough River along 40th Street, as well as along Busch Boulevard and Hillsborough Avenue, which encompass multi-use destinations that attract larger scale commercial development and serve both the immediate neighborhood and surrounding community
- Ensure adequate buffering/protection to those residential uses immediately adjacent to 40th Street and commercial properties

Safety

- Examine opportunities to create safer streets through the installation of sidewalks and use of traffic calming mechanisms along major streets and community connectors
- Adopt the use of Crime Prevention through Environmental Design (CPTED) standards for commercial properties throughout the planning area
- Continue to maintain and strengthen effective collaborative partnerships with stakeholders throughout the community to help control crime

Infrastructure

- Improve existing stormwater conditions through the installation of drains, curbing, etc.

Future Land Use & Connectivity

LAND USE PATTERN (long-range 20 years)

The 20-year map provides for a moderate change in land use, primarily focused along the 40th Street Corridor. These changes help re-establish the commercial nature, while providing strong emphasis and opportunity for mixed-uses. Minor changes are shown near Busch Boulevard to bring consistency to land use categories by land ownership.

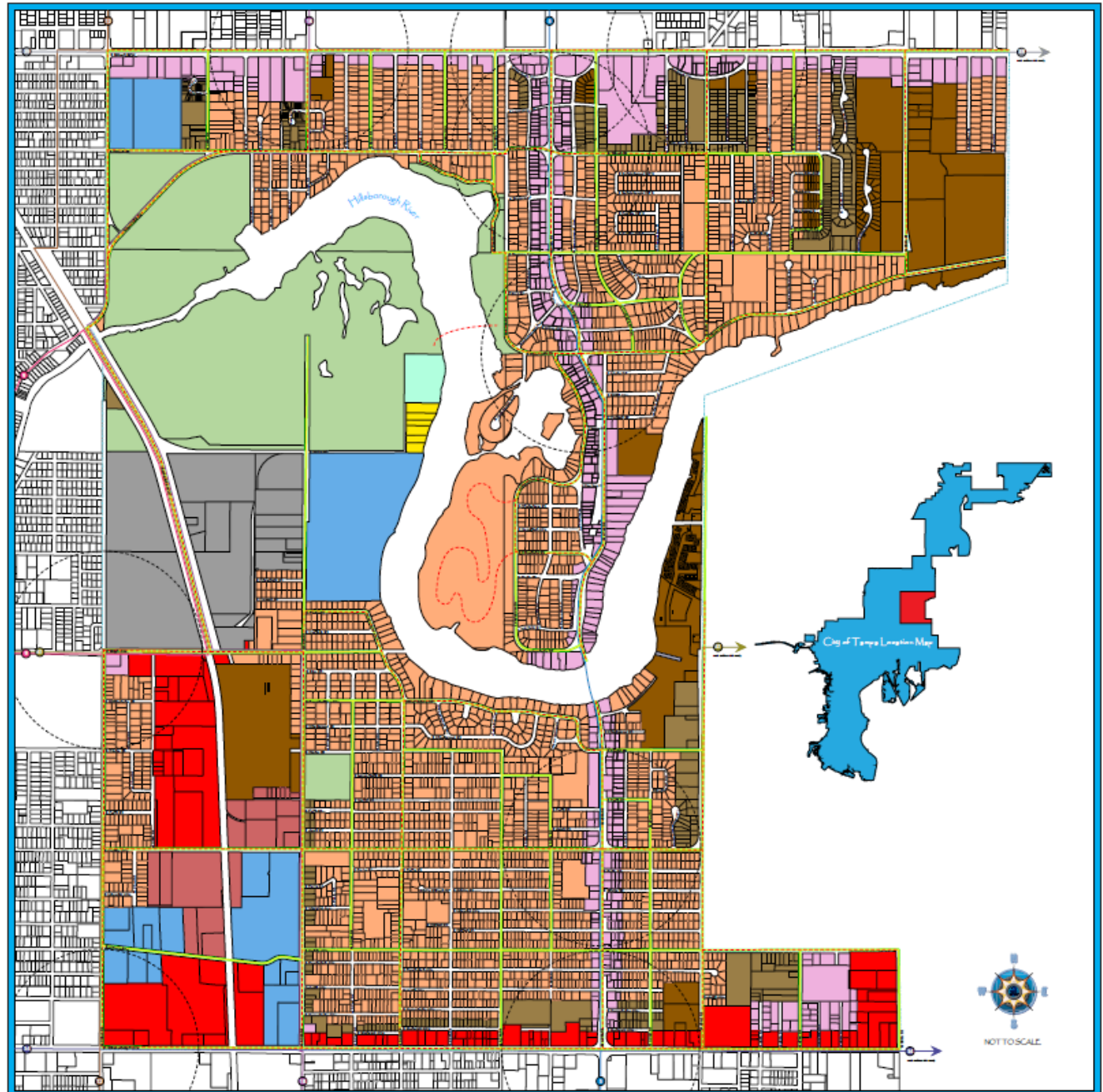
FINAL VISION CONCEPT MAP

Land use patterns and connectivity are blended in the final vision maps. This blended approach creates neighborhood activity nodes. These nodes are linked by roadways with planned pedestrian and bicycle connections. These nodes will be reconstructed with central roundabouts as focal points within the 40th Street Corridor, and will ultimately reconnect residents and businesses both physically and socially.

Neighborhood Nodes maintain a radius of 1/4 mile for potential increased development intensities and densities. The influence of these nodes could reach up to 1/2 mile by providing a mixture of services and daily goods for residents in the immediate area. Given that 40th Street is a major connector within the City of Tampa and serves as a gateway to USF, Busch Gardens, and Interstate-4, the nodes may influence a larger area and provide for a mixture of services and goods for residents in the immediate area, as well as typical pass-through traffic via bicycle, transit, and passenger vehicle from the larger community.

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40TH STREET PLANNING AREA



LEGEND

District Business District	Very Low Density Suburban (100 PMS)
Community Commercial (20 PMS)	Medium Density Residential (200 PMS)
Community Mixed Use (20 PMS)	Medium High Density Residential (100 PMS)
Major Environmental Sensitive Area	Low Density Suburban Neighborhood (100 PMS)
General Mixed Use (1.5 PMS)	High Density Residential (50 PMS)
Heavy Industrial (1.5 PMS)	Rural Station (20 PMS)
Light Industrial (1.5 PMS)	High Density Mixed Use (100 PMS)
Max CSE Air Permit Zone	Suburban Mixed Use (100 PMS)
Municipal Airport Compatibility	Suburban Area (Due to Accessability)
Public/Open Space	Suburban Mixed Use (100 PMS)
Recreational/Open Space	Theoretical Area (1.5 PMS)
Right of Way	Urban Mixed Use (100 PMS)
Low Density Residential (20 PMS)	Water
Low Medium Density Residential (20 PMS)	

H.A.R.T. Routes

Route 2
Route 3
Route 12
Route 18
Route 24
Route 30
Route 41
23th Street Boundary
Proposed Transit Path
Proposed Bicycle Path
High-Speed Transit (1/4 Mile Station)

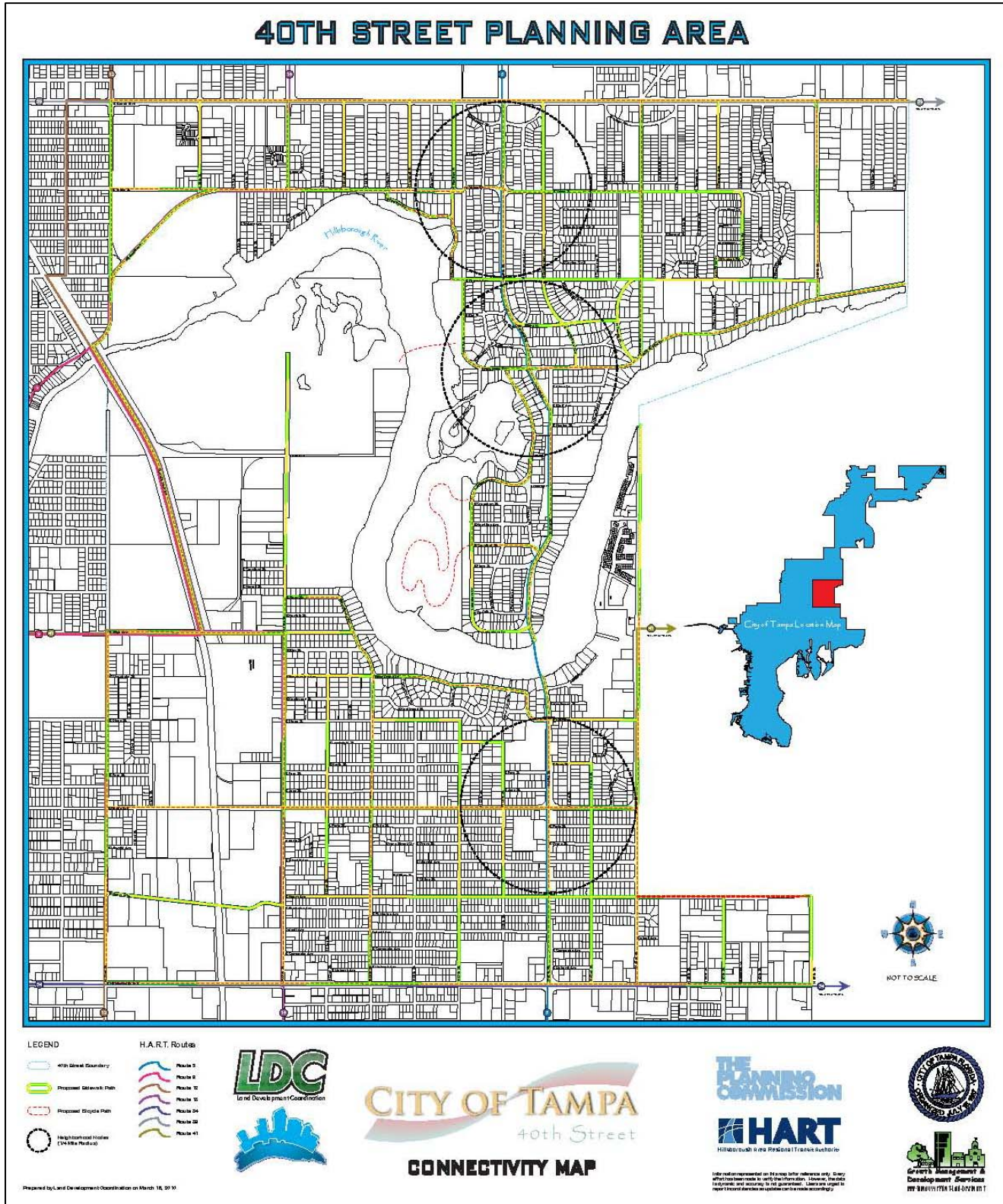
Prepared by Land Development Commission on March 18, 2010

CITY OF TAMPA
40th Street
CONNECTIVITY MAP



CONNECTIVITY MAP

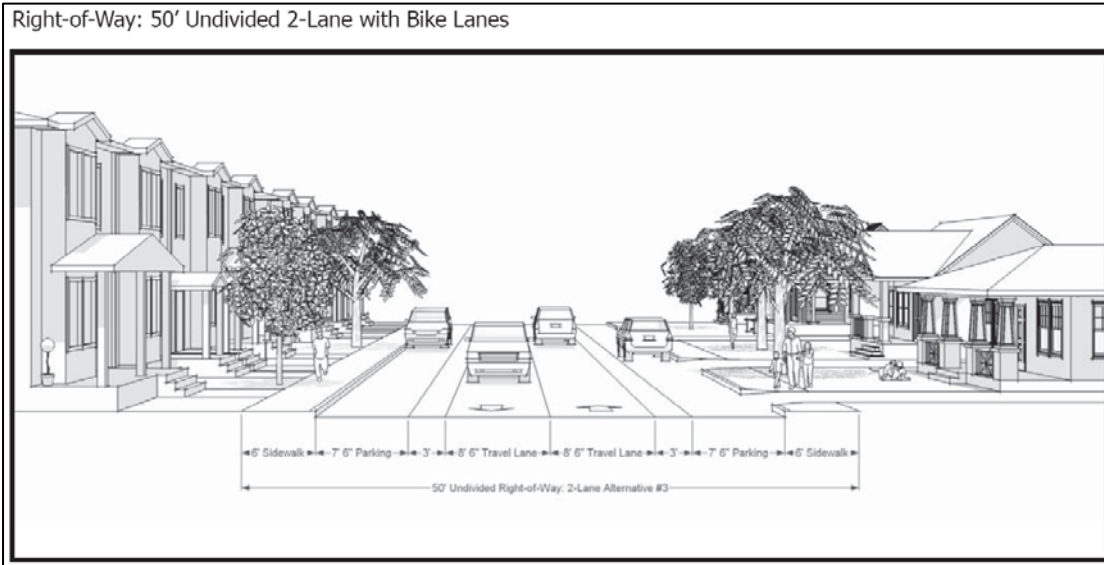
While all paths are important, this vision concept focuses on providing vital pedestrian and bicycle connections between parks, schools, the waterfront, business areas, and to surrounding communities.



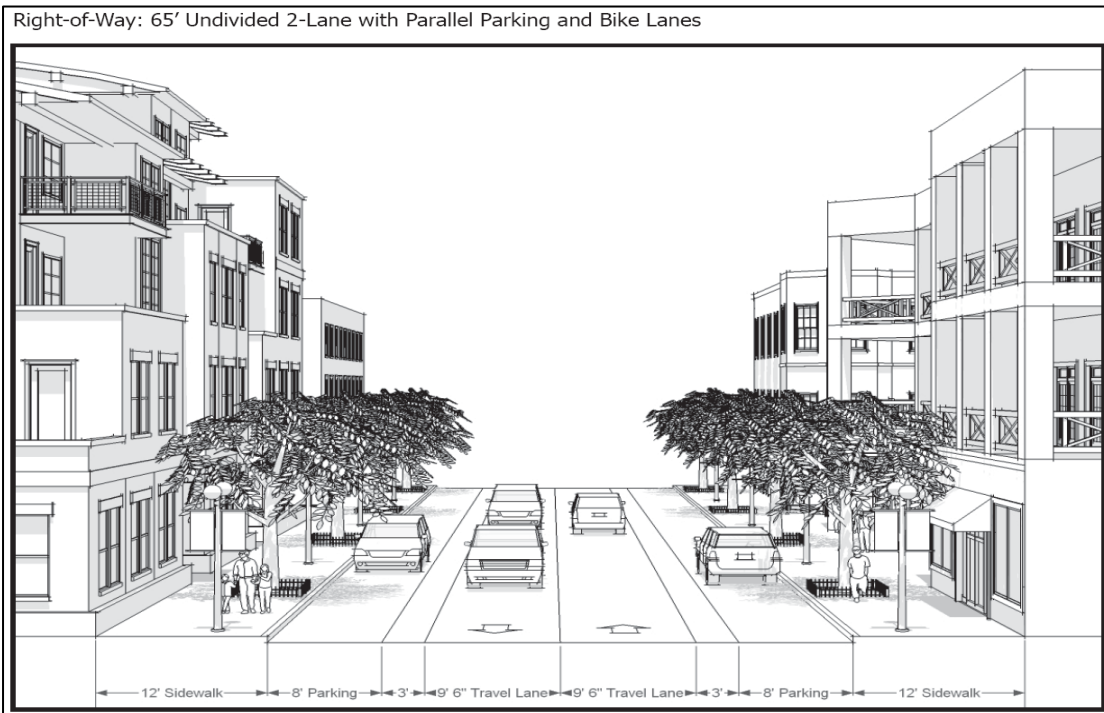
Conceptual Designs & Neighborhood Node Visions

CONCEPTUAL STREET DESIGN GRAPHICS

- Typical Street Sections
 - o 50' Typical Street Cross Section



- o 65' Typical Street Cross Section



NEIGHBORHOOD NODE GRAPHICS

Bird's Eye View of the area of a roundabout along the 40th Street Corridor:



NEIGHBORHOOD NODE GRAPHICS

Potential views from pedestrian vantage point within the area of a roundabout along the 40th Street Corridor:



Next Steps

Short Term Priorities (0-5 years)

1. Process amendments to Future Land Use Map
 - Submit Final Vision Concept Map for March 2010 Cycle with Planning Commission
 - Tentative adoption by October 2010
2. Finalize new land development regulations/area zoning for Planning Area
 - Complete and submit for July 2011/January 2012 Cycle with City Council
 - Tentative adoption by January 2012/July 2012
3. Explore special assessment districts for public realm improvements within City ROW's using design templates from Vision Plan
4. Explore options for capital improvement grants to secure proposed public realm improvements
5. Continue to coordinate with Transportation for public realm improvements and traffic calming
 - Potential on-street parking on 1-way segment of Florida Avenue during off-peak hours to stimulate commercial redevelopment opportunities
 - Additional bicycle lanes on major corridors
 - Increased sidewalk widths on major corridors
 - Improved streetscaping on major corridors

Long Term Priorities (5+ years)

1. Review progress of development/redevelopment in planning area
2. Review land development regulations
3. Continue to evaluate funding sources for public realm improvements
4. Continue to coordinate with Transportation for public realm improvements and traffic calming