

Hillsborough and Nebraska Corridor Master Plan

September 2013



INVISION TAMPA

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NEBRASKA CORRIDOR

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Hillsborough and Nebraska Corridor Master Plan

September, 2013

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City of Tampa

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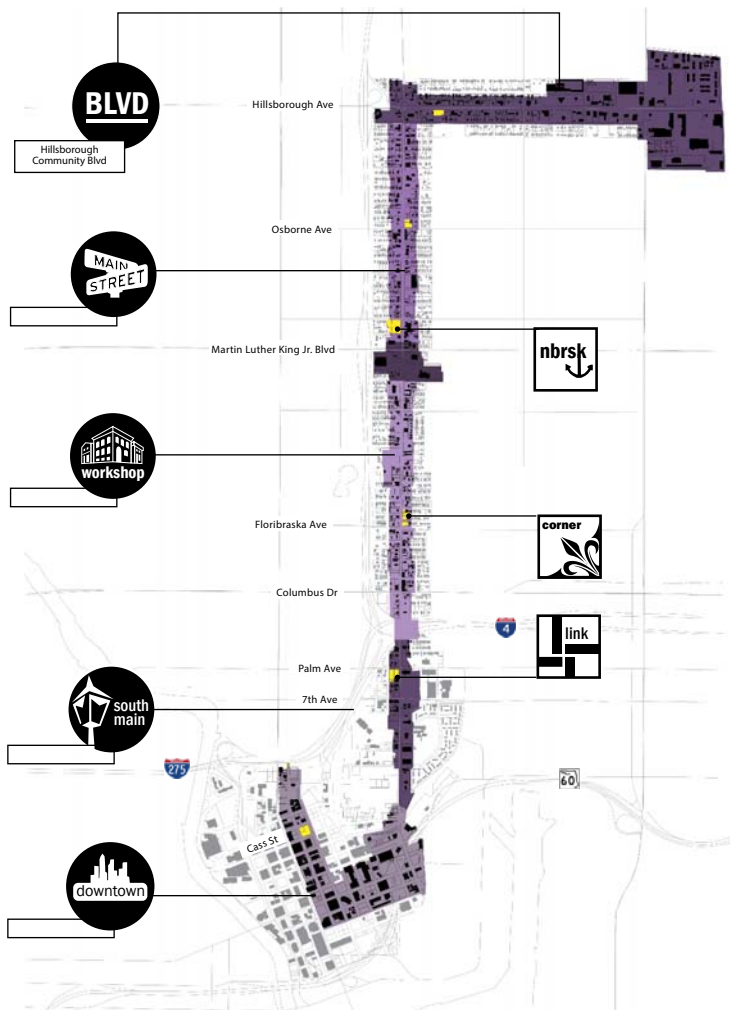
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East Tampa CRA
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HART
Historic Ybor
Historic Ybor Civic Association
HTNA
Hyde Park
Middleton High School
Hillsborough Metropolitan Planning Organization
North East Seminole Heights
Oakford Park
Old Seminole Heights
Riverside Heights
Robles Park
Seminole Heights
South Seminole Heights
Southeast Seminole Heights
St. Peter Claver Church
Sulphur Springs
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Tampa Heights
Tampa New
Tampa Park
Tampa Tribune
TECO
University Square Civic Association
V.M. Ybor
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Ybor City
Ybor Heights
Ybor City Development Corp



The Corridor Vision Map



Conceptual Visualizations : (Top) Nebraska Avenue (Middle) Hillsborough Avenue (Bottom) Downtown

The Hillsborough-Nebraska Corridor plan examines a roughly 4 mile long segment of commercial or mixed use property frontage from Tampa's Downtown Core, north along Nebraska Avenue and east along Hillsborough Avenue. A corridor study of this length covers a highly diverse range of issues, opportunities and possible community enhancements. The planning effort was designed to examine the different areas with the community and discuss both site specific topics as well as issues of common interest across the geography.

The project study was conducted over a 9-month period of time. This included public kickoff workshops in December 2012, stakeholder and agency interviews (including FDOT and HART) in early 2013, a multi-day public design charrette in May 2013, and refinement and finalization through August 2013. Outcomes from the design charrette were informed by the anecdotal input, as well as detailed analysis and 'metrics' of several specific sites which were utilized as demonstration studies to discuss alternative scenarios and opportunities for the future of those parcels. The project also included a 6-week outreach effort with the Engineering and Construction Magnet Students at Middleton High School to gain their thinking about the community and provide a short study course on community planning within the corridor. Much of the input is summarized in this report and in the companion Issues and Opportunities Summary document.

Collectively, many commercial and residential areas along the corridor are experiencing incremental reinvestment as the Tampa region rediscovers the value and character of its close in neighborhoods and commercial areas. The findings of the work focus on opportunities for the continued enhancement of the corridor, its relationship to the adjacent neighborhoods, and the cultivation of continued investment. These recommendations are articulated in Policy, Programs, Public Realm Improvements, and Private Property Enhancements that can be undertaken in near, middle, and long-term timeframes.

Therefore, this plan report reads as a fine-grain review of many sub-areas and sites found within the corridor – using detailed study areas, and examining a broad suite of recommendations that can be implemented over time. However, many of the key findings and recommendations address four primary topical areas:

The Corridor-Neighborhood Interface: *Creating a structure for adequately sized commercial properties that can both support reinvestment while more clearly defining boundaries and adequately protecting the adjacent residential neighborhoods.*

The Street Environment: *Enhancing the street environment to be more safe and attractive to pedestrians, cyclists and transit in order both benefit the commercial address and link the surrounding neighborhoods to good and services and to each other.*

Organization and Branding: *Developing an organized platform for business coordination, appearance, investment and marketing so that the Corridor and its sub-areas are well identified and recognized by the community.*

Future Capital Projects: *Position long term capital projects to reconstruct streets, parks and other public infrastructure for incorporation over time as the corridor land uses evolve.*

These subjects represent the key priority areas that address the broad public input and recommendations. The Hillsborough-Nebraska Corridor Plan is a component of the larger InVision Tampa effort funded through a Sustainable Community Challenge Grant provided by the U.S. Department of Housing and Urban Development. Consistent with InVision Tampa, this Corridor Plan is about cultivating more livable, walkable, multi-modal places – places that encourage quality investment, strong neighborhoods with diverse housing choices, and access to jobs and retail services to foster a healthy and safe community.

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Background



Building off of the ideas outlined in the Center City Plan, the corridor master plan that follows contains recommendations of policies and infrastructure investments to improve the physical condition of parks, streetscapes, and development areas in the corridor. These plans and policies will also support HART's investment in transit improvements such as MetroRapid service by employing transit-oriented development, livable transportation, and supportive codes and policies to facilitate the desired outcomes. The City will also use the findings of this project as a model for guiding development in other areas of the Center City including, specifically, other designated primary transit corridors.

The plan will cover the corridor in its entirety, however, the most detailed analysis and planning will occur around four MetroRapid station locations. The planning in these areas, called "prototype sites" will show solutions that are possible for different types of buildings, where open spaces could

be added or improved, and how economic activities can be expanded in the corridor. The result is a corridor plan that is highlighted by this set of prototypes which can inform neighborhood and City leaders of the most important investments of money, time, and effort in this corridor.

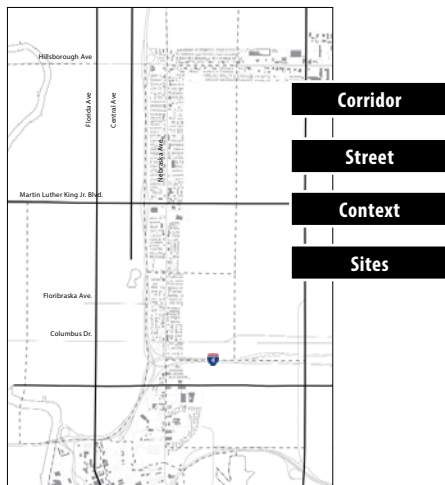
The plan addresses a primary issue: **to position the Nebraska and Hillsborough Corridors as neighborhoods of livable places, connected people, and collaborative progress.** This is a distinct challenge. In many places, the physical environment makes livability and connectedness a difficult proposition. Programmatic efforts at business development and revitalization are needed to create an economic environment where growth is possible. At the same time, however, the funding for these programs and improvements is limited, meaning that investments that have the most potential leverage are likely to be made, while others are deferred or re-thought.

Background

Outlining an overview and general information about the plan and the process of creating the plan

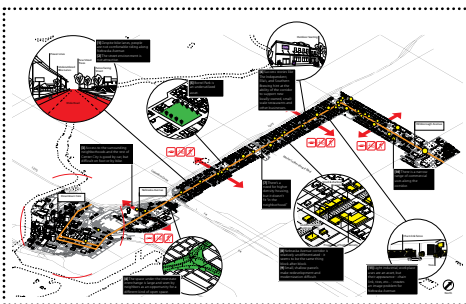
Geography

Quantifying important physical characteristics of the study area that define the current corridor conditions



Issues + Opportunities

Describing insights into the physical, social, and economic conditions of the corridor and potential opportunities for action



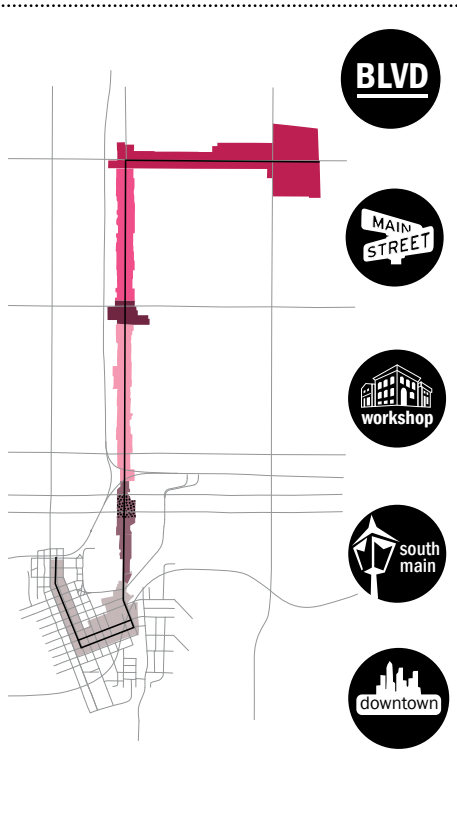
Public Input

Throughout the plan, specific comments and suggestions from community members are shown in this fashion

Vision + Frameworks

Outlining broad principles and setting the course toward the community's desired future

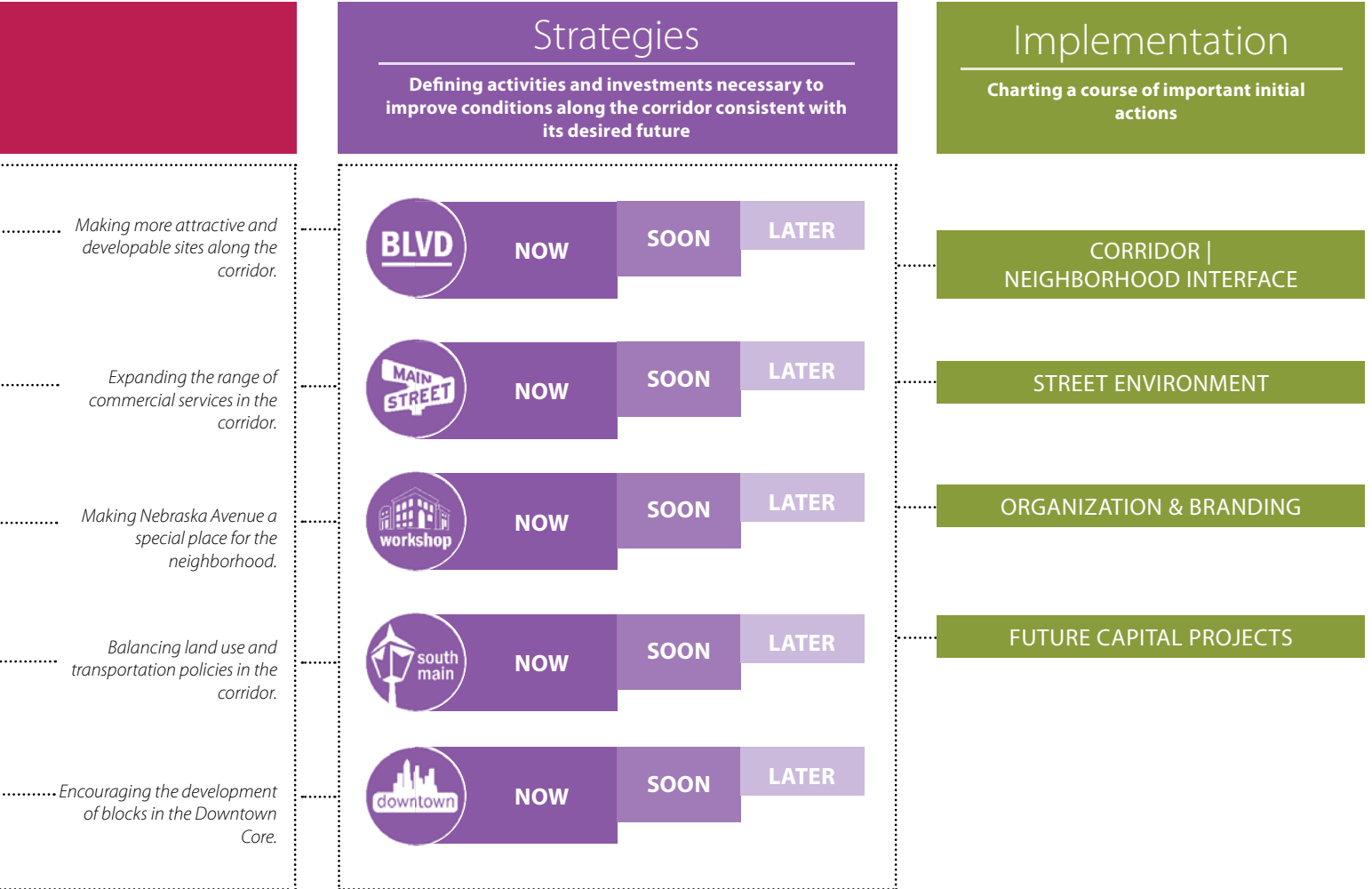
Laying out a future vision of the corridor



"More family and local restaurants, parks and bike trails in the Downtown Core"

"Now it is almost all car, we would like more destinations and safe routes for walking and biking on Hillsborough Avenue"





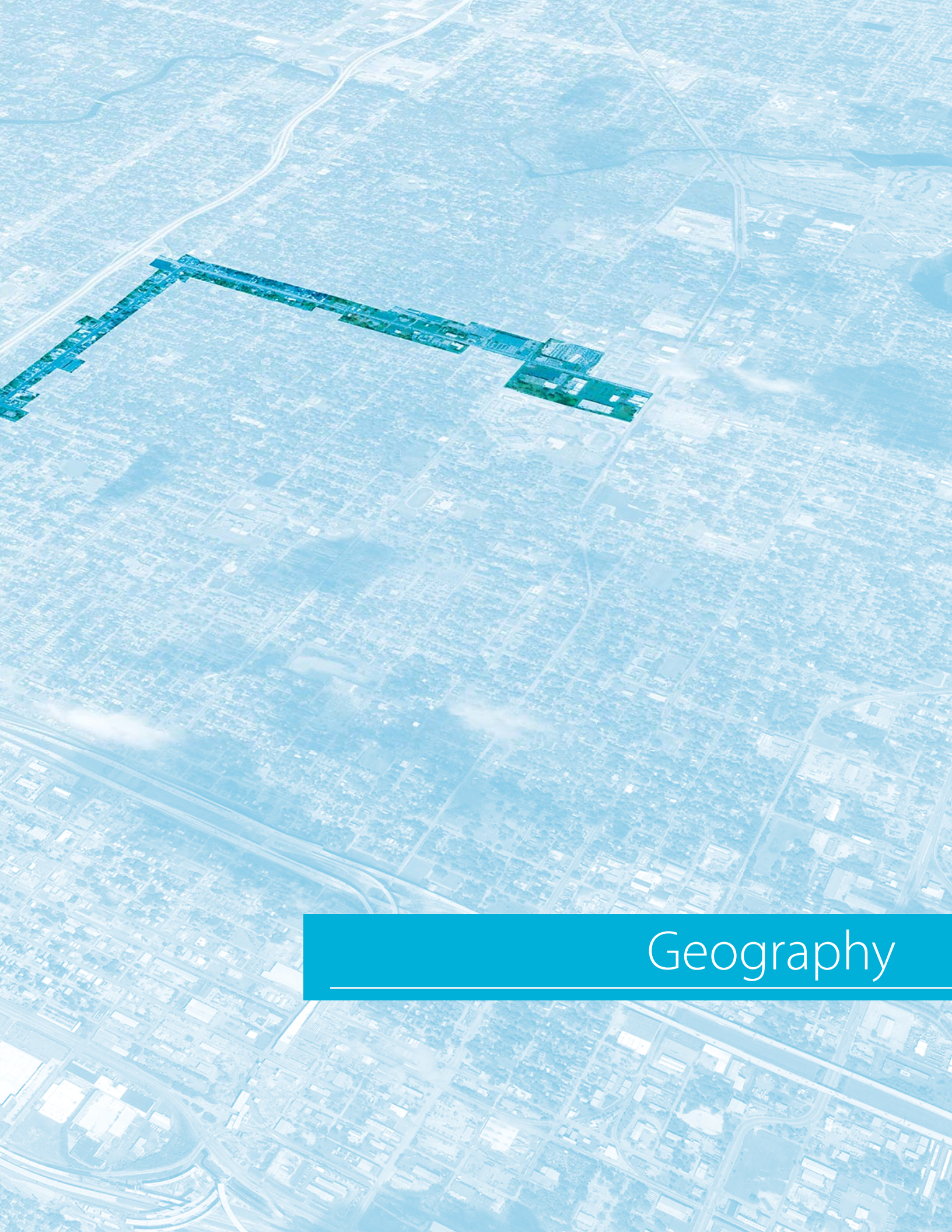
"Create a series of pocket parks along the corridor and activate the existing park on Nebraska Avenue"

"I would like to see public art, neighborhood signs and a farmer's market in Ybor City"

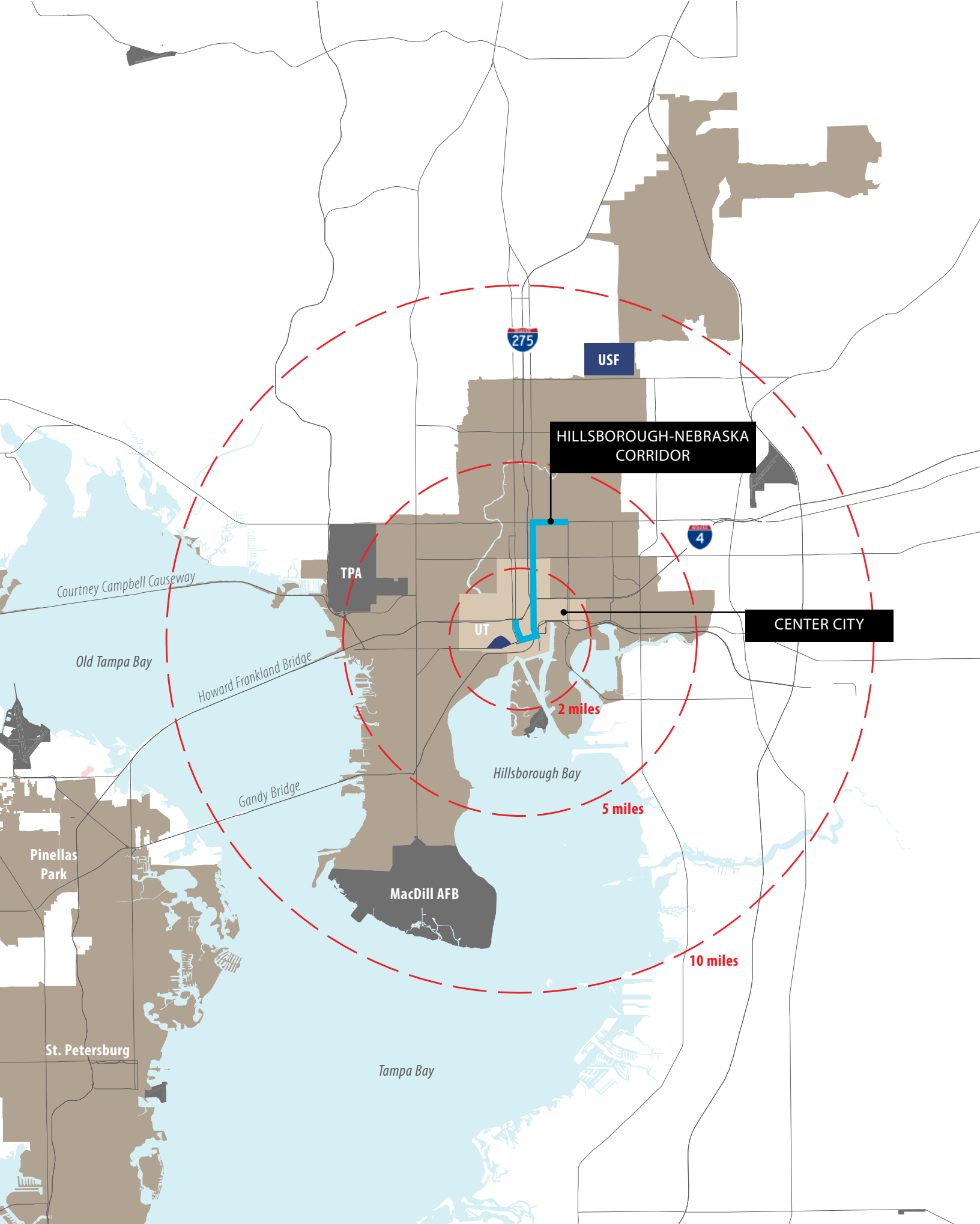
"We need different uses on Nebraska, perhaps some areas could be more multifamily residential"







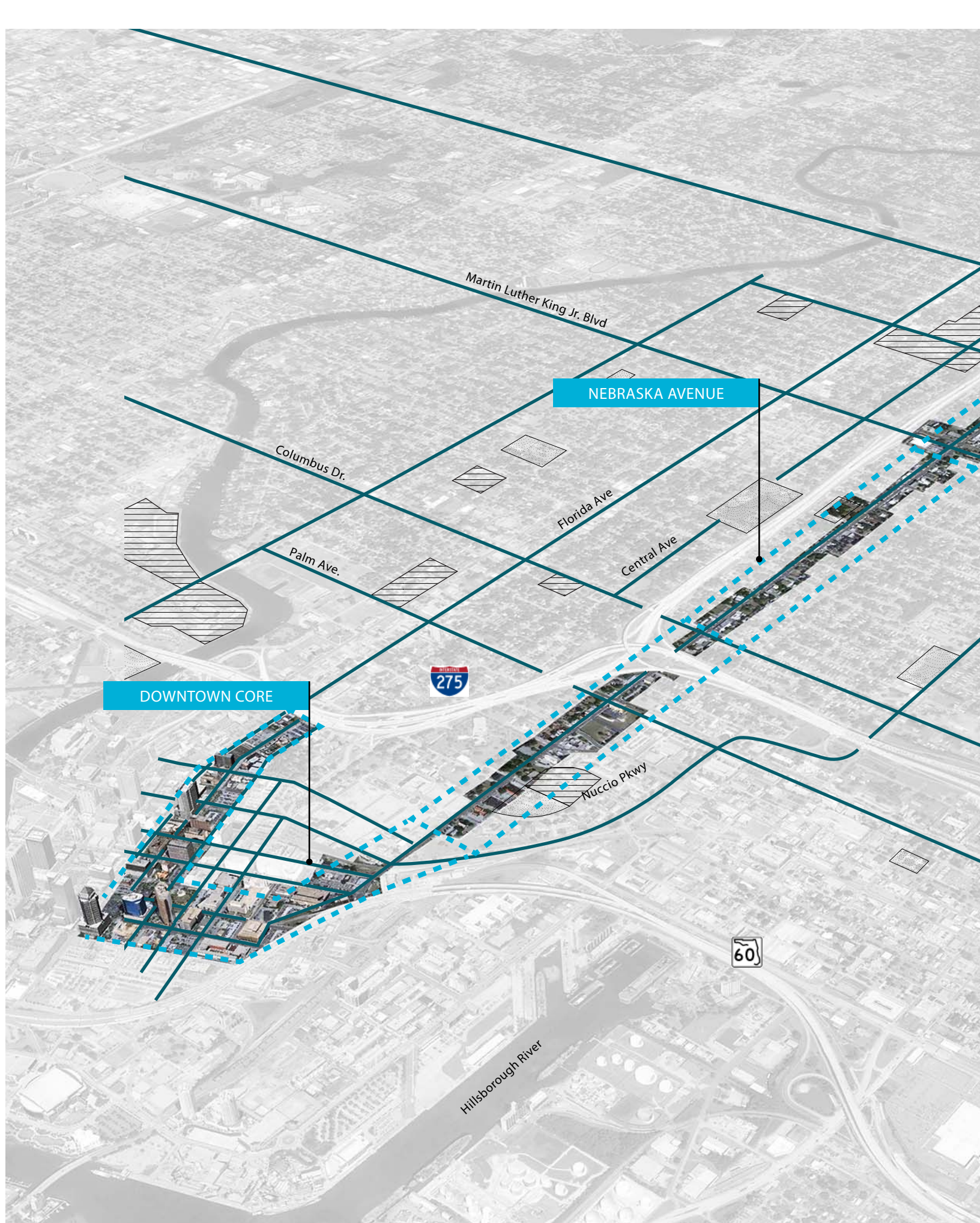
Geography



The Nebraska-Hillsborough Corridor Plan addresses development issues along an important primary transit corridor in Tampa's Center City from Downtown north along Nebraska Avenue to Hillsborough Avenue, and east along Hillsborough Avenue to 22nd Street. The City of Tampa and HART are initiating the MetroRapid bus route for the corridor, which includes limited stop service, branded station stops, and transit signal priority at certain locations. The plan is intended to identify additional public improvements that support this public investment in transit and also support neighborhood improvement objectives.

The corridor knits together several neighborhoods, including VM Ybor, Ybor Heights, Tampa Heights, South Seminole Heights, SE Seminole Heights, Historic Ybor, Encore, and Downtown. The plan is generally concerned with the right-of-way and the fronting parcels, which in many cases is limited to less than 200 feet, but in some cases can be much larger.

This plan covers the 5.1 mile corridor in its entirety; however, the most detailed analysis and planning are focused around four MetroRapid station locations. The planning in these areas, called "prototype sites" shows solutions that are possible for different types of buildings, where open spaces could be added or improved, and how economic activities can be expanded in the corridor.



The Corridor

The five mile corridor can be generally divided into three broad areas: Downtown/ Ybor City south of I-4, Nebraska Avenue from I-4 to Hillsborough, and Hillsborough Avenue.

The Downtown Core

Focused on the Marion Street and Kennedy Boulevard and Jackson Street corridors, the portion of the study area in Downtown includes the emerging residential district near the Marion Street Transit Center, the largely government office sector around Marion Street and Kennedy Boulevard, the transitional area at Cass Street and Nebraska Avenue, the area surrounding the Encore redevelopment, and the gateway to Ybor City.

Nebraska Avenue

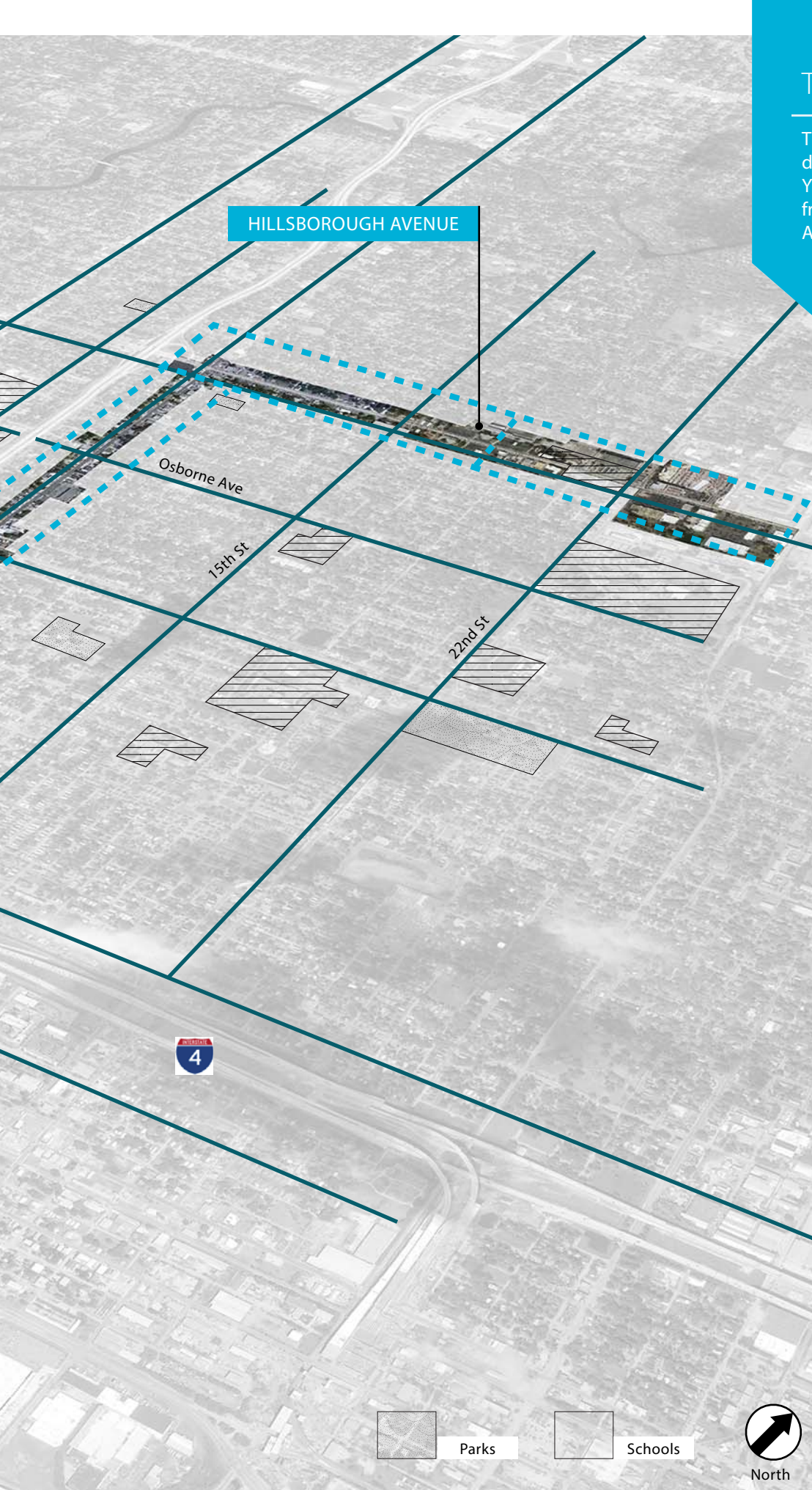
The portion of the study area along Nebraska Avenue is made up of many areas of largely first generation urban or suburban development, and contains a wide range of land uses including retail, office, light industrial/ workplace, and multiple institutions and social services.

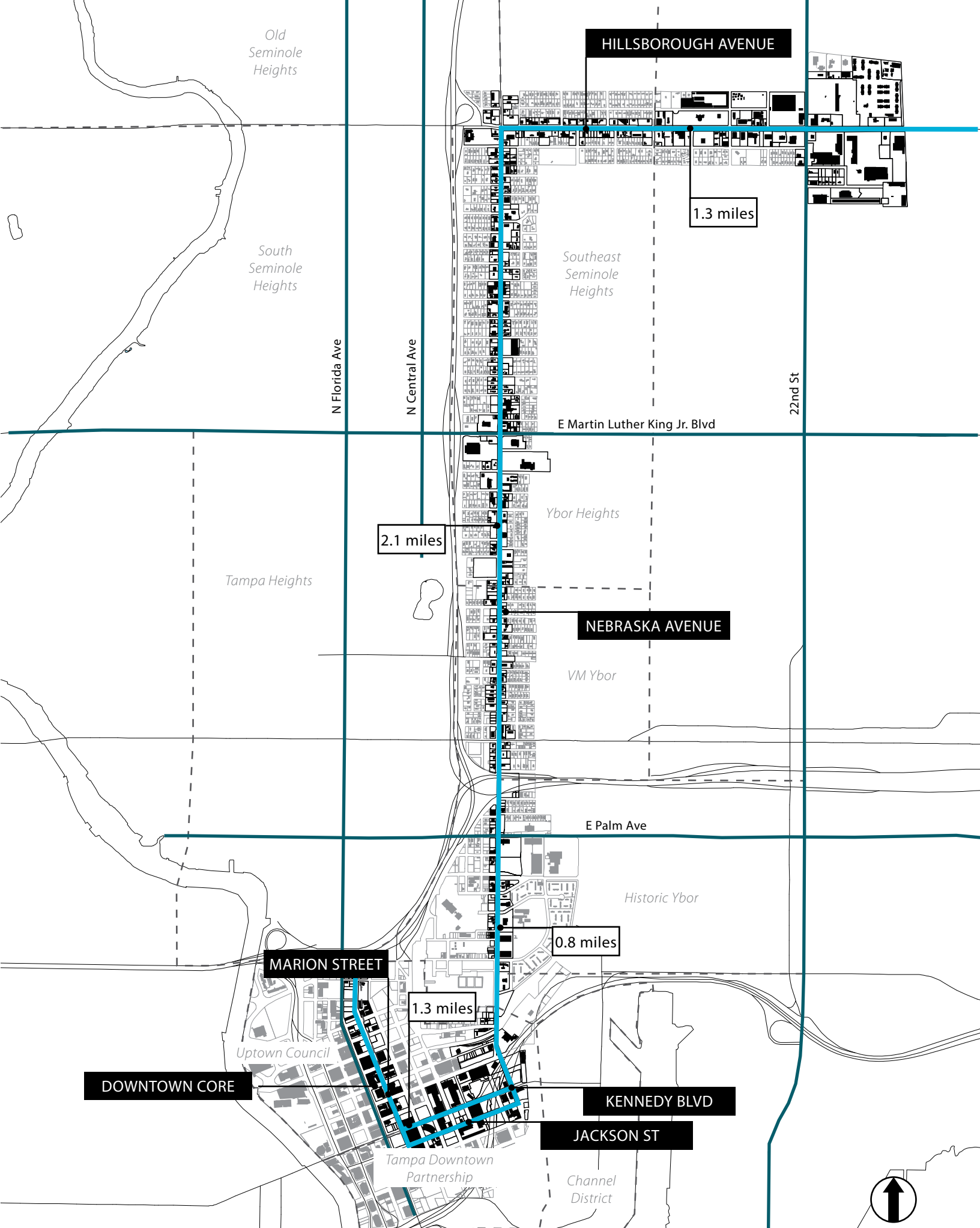
Hillsborough Avenue

As a cross town link between I-275 and I-4, the portion of Hillsborough Avenue contains a mix of retail uses along a high volume and high speed corridor.

Cross streets

Because of the access they provide, both to the expressway and to the adjacent neighborhoods, many of the opportunities for change occur at the cross streets, including Martin Luther King Boulevard, Columbus Drive, Floribaska Street, 7th Avenue, Palm Avenue, and Kennedy Boulevard/ Jackson Street.





The roadway portion of the corridor exhibits several different configurations and characteristics throughout the study area. Hillsborough Avenue carries nearly 50,000 cars per day on a six-lane roadway with left-turn lanes, no bike lanes, and narrow sidewalks. Nebraska Avenue, with nearly 20,000 cars per day, was re-configured in 2011 to improve safety and functionality, which included a reduction from

four lanes with no turn lane to three lanes with a center turn lane and bike lanes or bus-only lanes in portions of the corridor. Though sidewalks remain narrow, several crossing improvements were made. The Downtown Core includes the Kennedy Boulevard and Jackson Street one-way pair and the Marion Street busway.

HILLSBOROUGH AVENUE [1.3 miles]



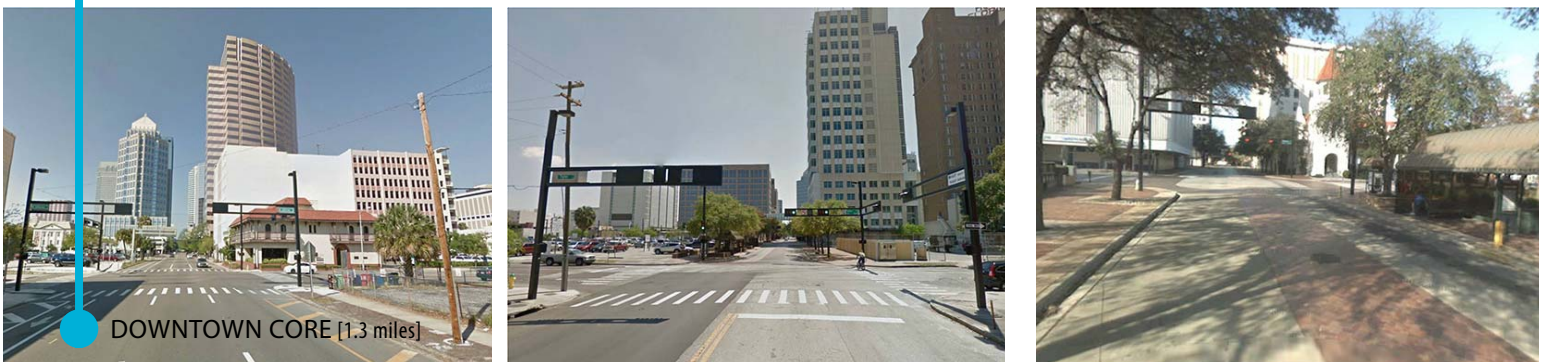
NEBRASKA AVENUE [2.1 miles]



YBOR CITY [0.8 miles]



DOWNTOWN CORE [1.3 miles]



Example Corridor Conditions

- [1] Historic
- [2] New Investment opportunity
- [3] Industrial Streetscape
- [4] Residential Streetscape
- [5] Traditional Urban Storefront
- [6] Suburban Storefront

- [7] Suburban Arterial
- [8] Downtown Street
- [9] Exclusive Busway
- [10] Bus in Mixed Traffic
- [11] Pedestrian-Friendly Intersection
- [12] Pedestrian-Friendly Mid-Block Crossing

- [13] Poor Pedestrian Environment
- [14] Downtown Core
- [15] First Generation Urban
- [16] Aging Strip
- [17] Reinvented Destination
- [18] Parks and Open Space



The physical context of the 5-mile long study corridor varies greatly and contains contrasting elements and situations, sometimes within feet of each other.

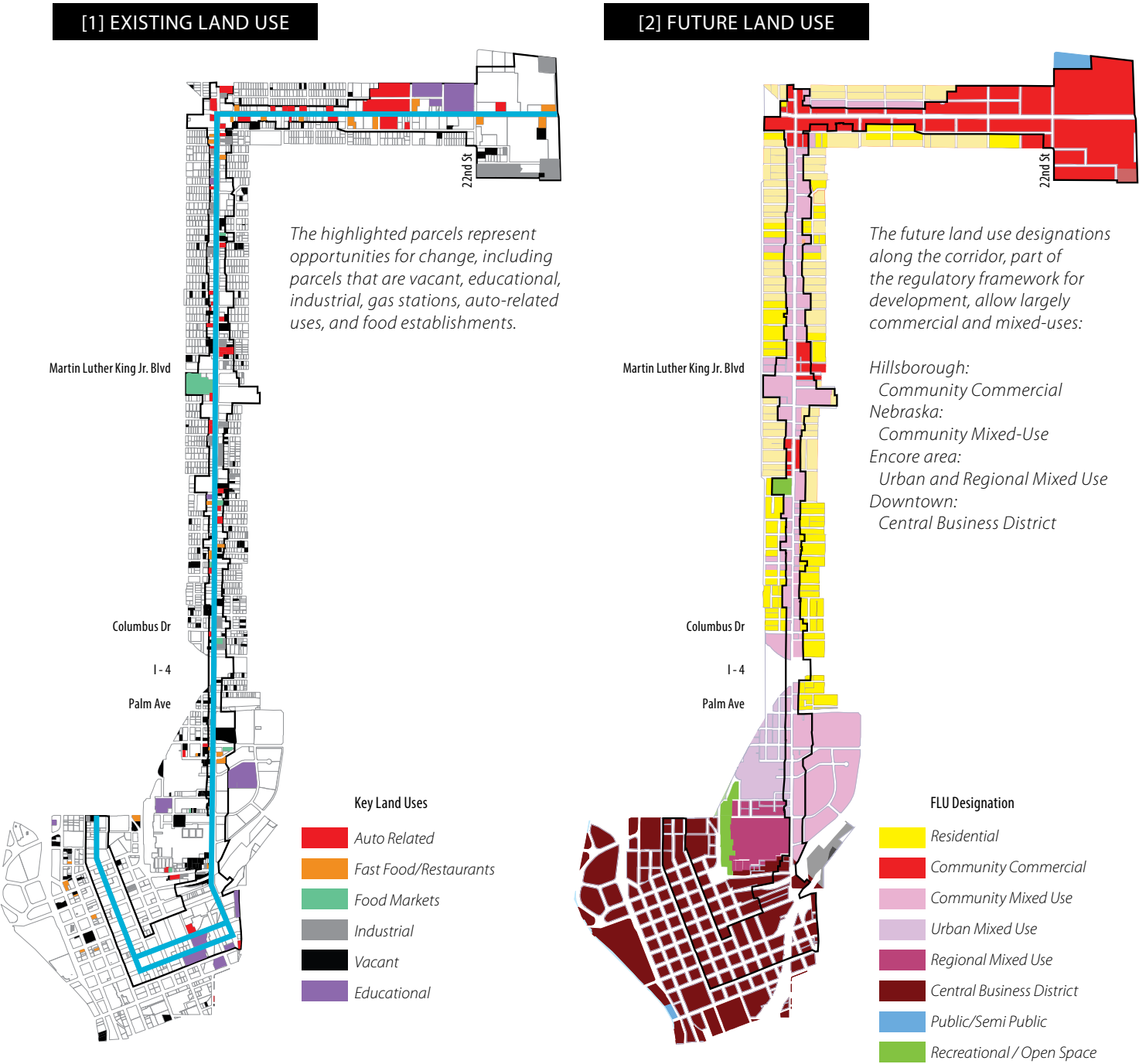
The corridor crosses from the Downtown Core, into a first generation urban neighborhood and aging strip commercial destination. The corridor is home to historic buildings and new investment opportunities. It includes commercial, industrial, and residential streetscapes. Some storefronts are traditional – at the edge of the sidewalk with display windows and doors inviting customers in from the sidewalk. Other storefronts are more suburban, separated from the sidewalk by parking. Portions of the

corridor are wide suburban arterials, while others are narrow downtown streets.

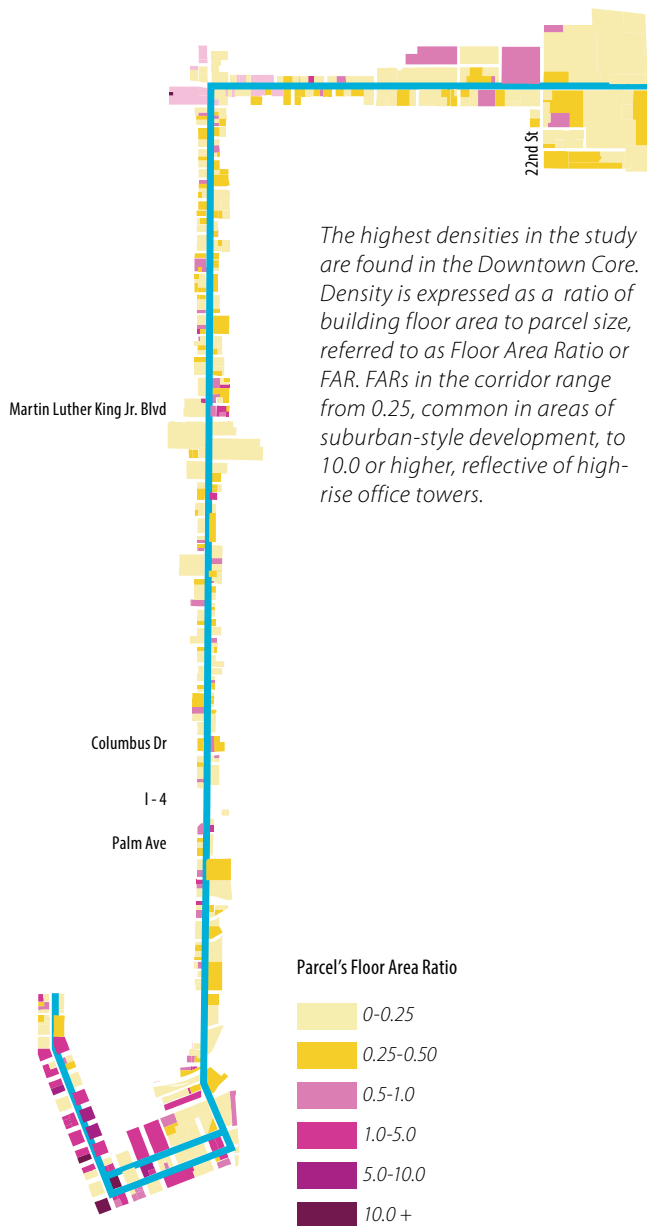
Buses in the corridor sometimes operate in mixed traffic along with other cars and trucks, and sometimes operate in exclusive busways where they are separated from cars and trucks. There are places in the corridor that are easy to walk and pedestrian-friendly. Others are more hostile to pedestrians.



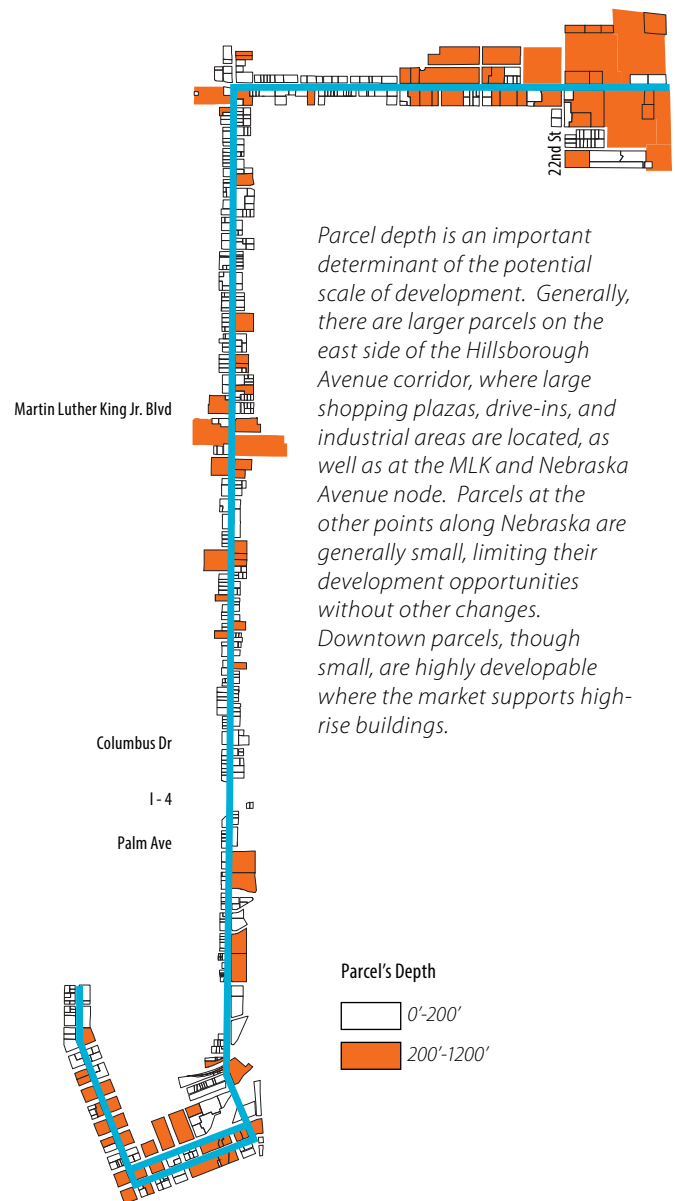
The project team took inventory of the physical make-up of the corridor – its buildings, streets, and public spaces, and found a corridor with much variety, from the high-rises of the downtown core, through the aging business corridor along Nebraska Avenue, to the high volume Hillsborough Avenue. The team also studied the real estate conditions along the corridor, where the traditional residential platting of small lots along Nebraska Avenue has led to redevelopment challenges as developers struggle to meet modern needs like parking and stormwater management on small parcels of land.



[3] PARCEL DENSITY



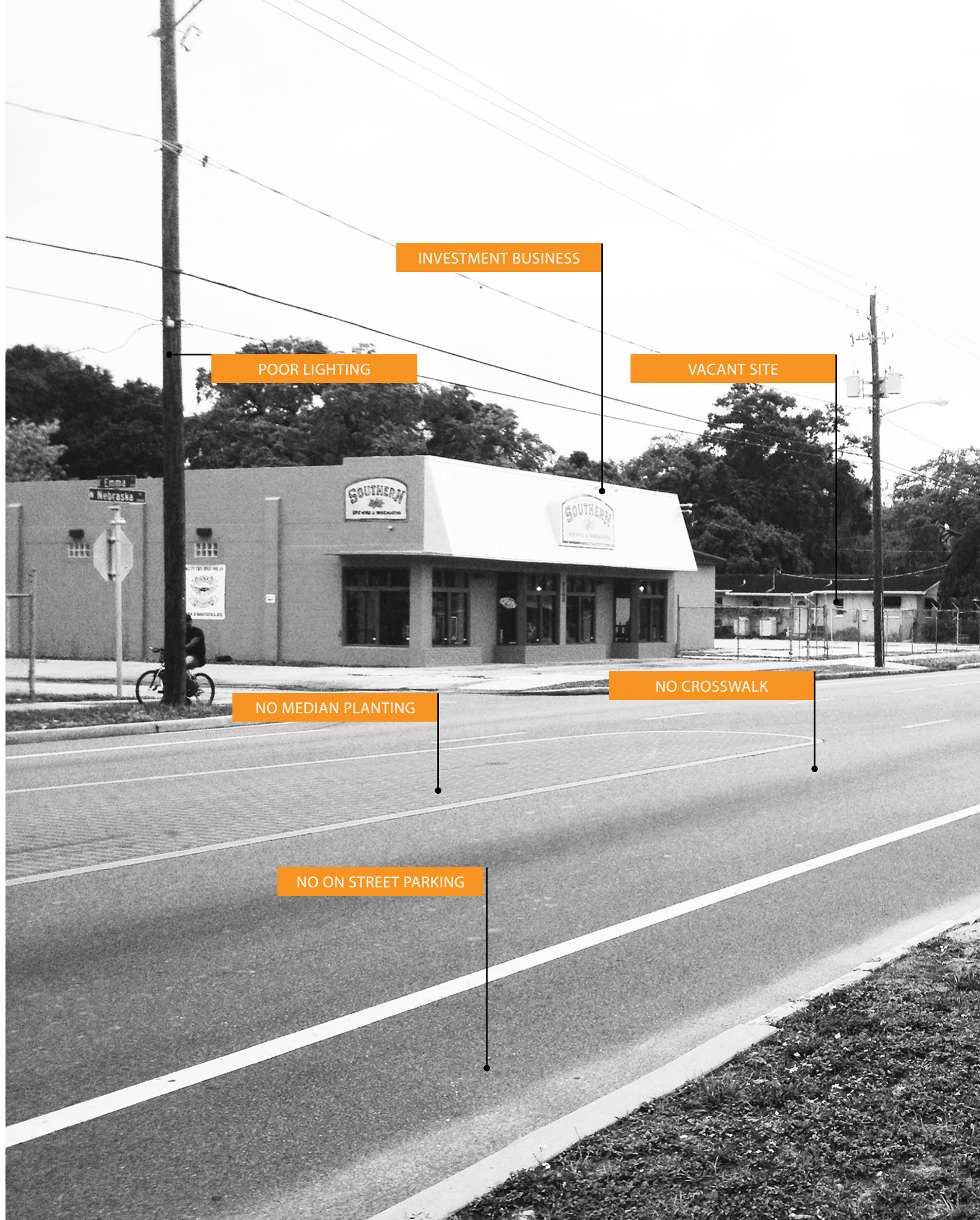
[4] PARCEL DEPTH







Issues + Opportunities



INVESTMENT BUSINESS

POOR LIGHTING

VACANT SITE

NO MEDIAN PLANTING

NO CROSSWALK

NO ON STREET PARKING

Today's Corridor Conditions

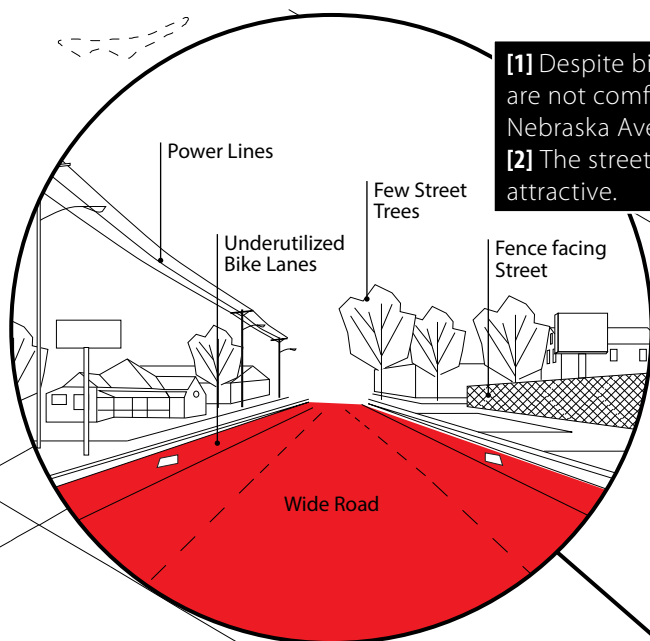
The corridor moves vehicles and is, at best, a functional destination for some businesses. However, it suffers from a lack of livability infrastructure, limiting its growth beyond its current function.

Livable corridors are places that support movement and connect people to important things – their neighbors, daily needs, jobs, and recreation among others. Many portions of the study area have the potential to support livable transportation including walking and biking between neighborhoods, while providing an attractive address for residential and commercial investment at a scale that is sensitive to its surroundings, the neighborhoods that support its businesses and other destinations.

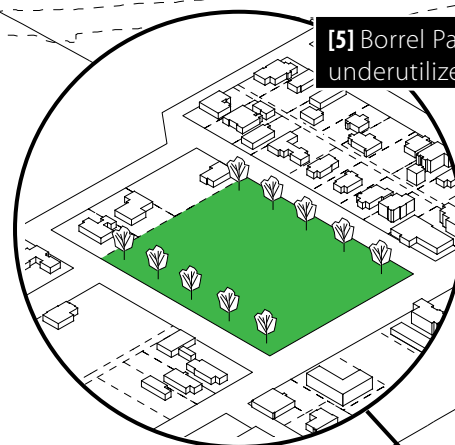
Even with the investments that have been made between the curbs on Nebraska Avenue, the street is still out of 'balance', with a configuration that skews toward prioritizing the available space for automobile capacity and speed while reducing pedestrian and bicycle comfort and functionality. Over the long term, this environment, coupled with other forces, has resulted in prolonged disinvestment, and a less attractive urban address for quality new investment.

As Tampa is rediscovering the value of its urban places, this trend can be reversed. In some places, the current size of the street is not warranted based on the number of daily traffic trips, and there is a community desire for the street to more sensitively serve the needs of the adjacent local business and residential environment. In others, the street can be retrofitted with urban infrastructure, such as street trees for shade, lighting for safety, and on-street parking for business convenience and pedestrian comfort.



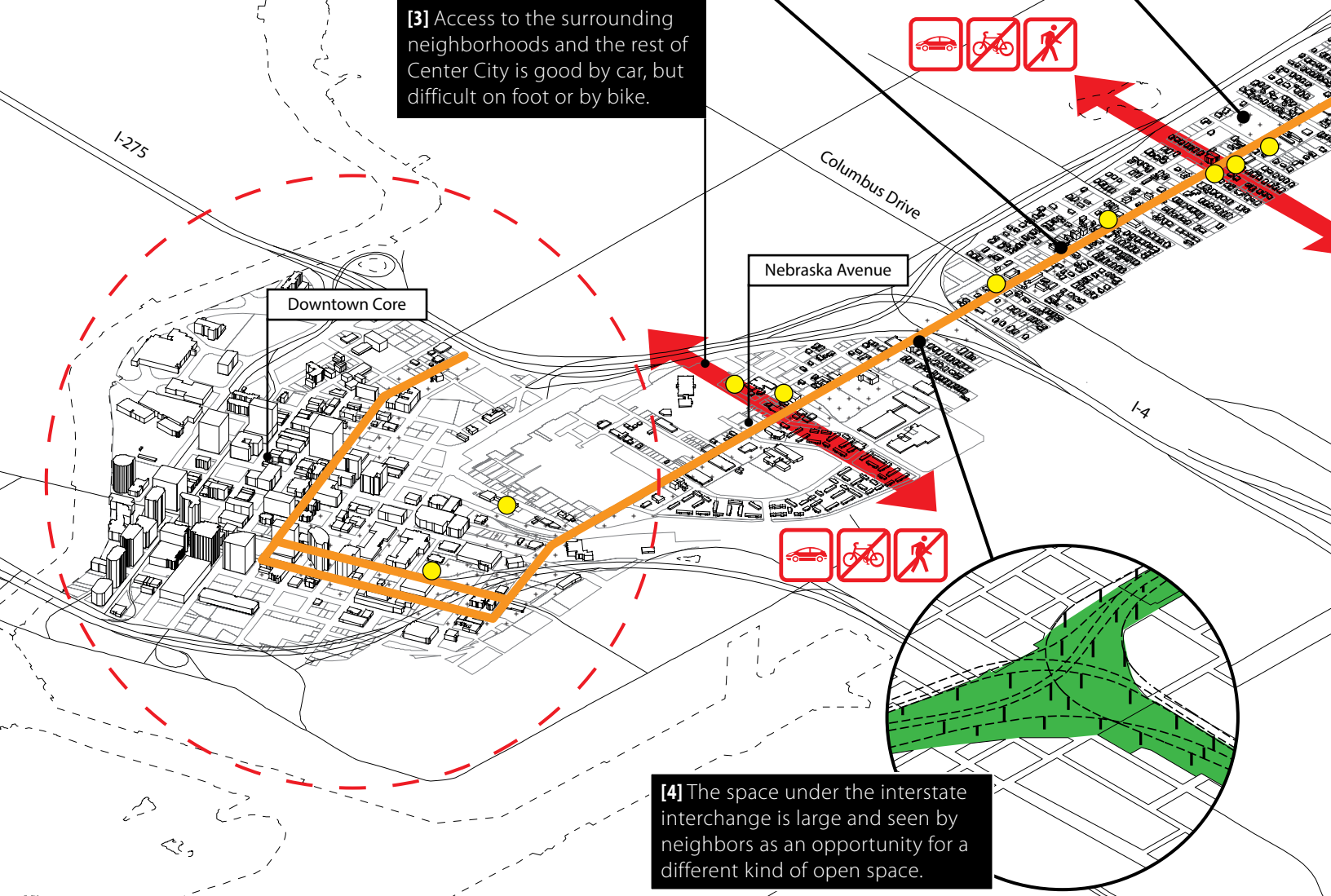


[1] Despite bike lanes, people are not comfortable riding along Nebraska Avenue.
 [2] The street environment is not attractive.



[5] Borrel Park is an underutilized asset.

[3] Access to the surrounding neighborhoods and the rest of Center City is good by car, but difficult on foot or by bike.



[4] The space under the interstate interchange is large and seen by neighbors as an opportunity for a different kind of open space.

Issues

Based on analysis of the physical environment, economic and demographic metrics, and discussion and feedback sessions with the community, these eleven insights have come to the foreground as the team's interpretation of important issues that will help to address the challenge of positioning the Nebraska and Hillsborough Corridors as neighborhoods of livable places, connected people, and collaborative progress. These insights, though not always new information, when seen from different perspectives and grouped with other insights, can lead to new opportunities for action, described in the later sections of the plan.

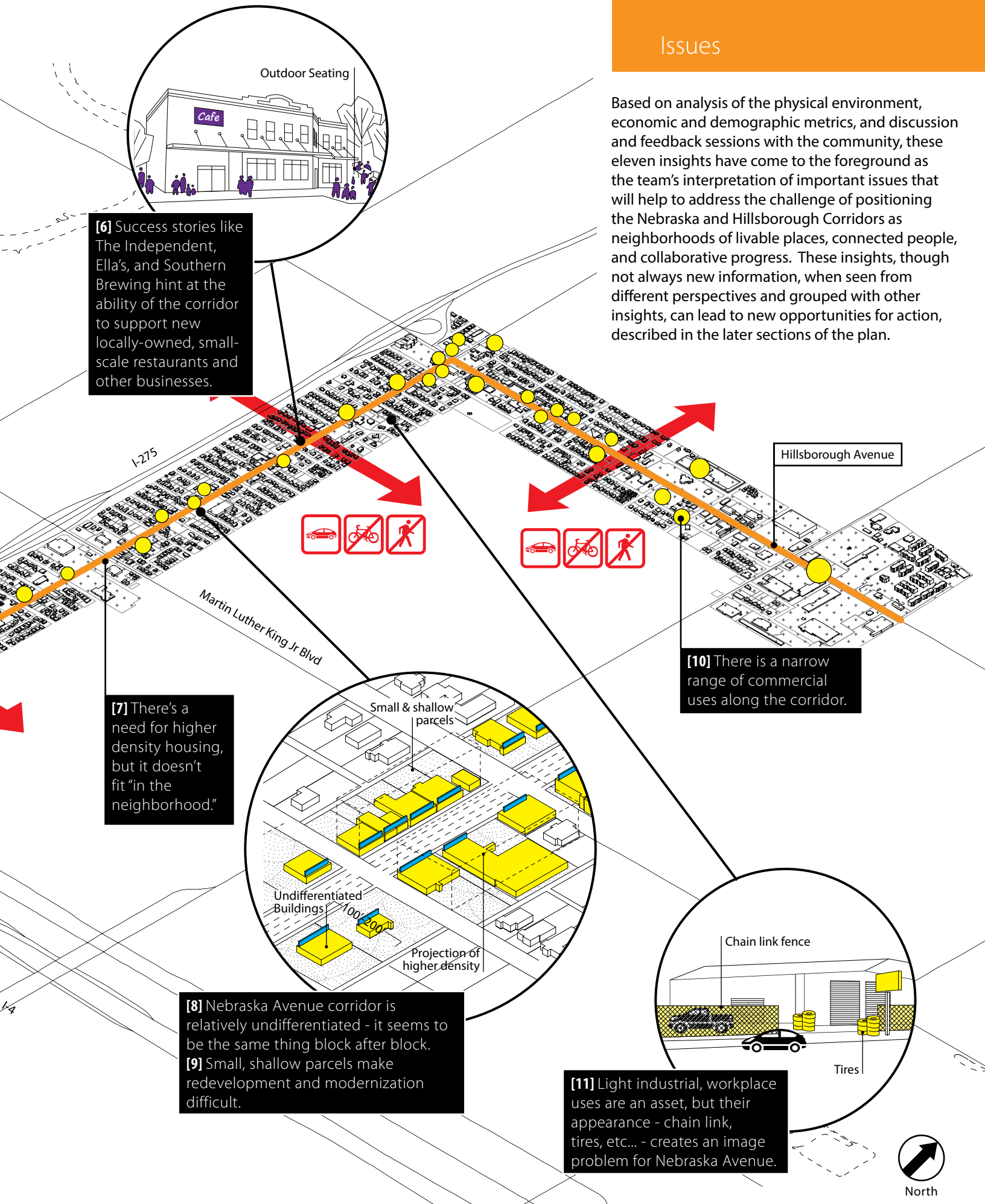
[6] Success stories like The Independent, Ella's, and Southern Brewing hint at the ability of the corridor to support new locally-owned, small-scale restaurants and other businesses.

[7] There's a need for higher density housing, but it doesn't fit "in the neighborhood."

[8] Nebraska Avenue corridor is relatively undifferentiated - it seems to be the same thing block after block.
[9] Small, shallow parcels make redevelopment and modernization difficult.

[11] Light industrial, workplace uses are an asset, but their appearance - chain link, tires, etc... - creates an image problem for Nebraska Avenue.

[10] There is a narrow range of commercial uses along the corridor.



How might we . . . Make more attractive and developable sites along the corridors?

Many sites along the corridor face impediments to development that are physical (shallow depth, narrow, tough to access), economic (poorly positioned in the marketplace, not feasible for a wide range of uses), or amenity-driven (environment that does not favor walking, unattractive surroundings). A broad range of solutions can improve the developability of many sites.



How might we . . . Expand the range of commercial services in the corridors?

A study of the economic metrics of the corridor reveals that, while the corridor captures some inflow dollars, many more dollars are being spent elsewhere, meaning that opportunity exists to capture this outflow within the corridor in the form of new shops and restaurants.



How might we . . . Make Nebraska Avenue a special place for the neighborhood?

Nebraska Avenue is the neighborhood's "main street" with lots of traffic and a physical environment different from the rest of the neighborhood. However, this environment is not unique or beautiful, and does not attract the kind of investment that more attractive and better-functioning main street environments can attract.



There are great opportunities along the corridor to create livable places, to connect people to each other and to economic opportunity, and to build collaboratively.

The five questions posed here address the wide-ranging issues summarized on the preceding pages and served as the starting points for community discussions during the corridor planning workshops.

The outcomes of these discussions, when linked together, tested, and evolved, form the basis of the Vision and Strategies presented in the following sections of the plan.

How might we . . . Balance land use and transportation policies in the corridors?

Land use policies in parts of the corridor advocate street-front buildings and higher densities within the realm of private development, while the street and sidewalk environment is oriented toward moving cars longer distances at higher speeds, sending mixed signals to residents, developers, drivers, and businesses about the urban condition expected along the corridor.



How might we . . . Encourage development of blocks in the Downtown Core?

Many entire blocks of downtown are devoted to the provision of parking in surface lots. Regardless of the reason for this use, in the most mixed-use and intense urban environment in the City, this creates zones of inactivity and impacts the optimum function of downtown. A spectrum of incentives, programs, and improvements can make these blocks more attractive for development.







Vision + Frameworks



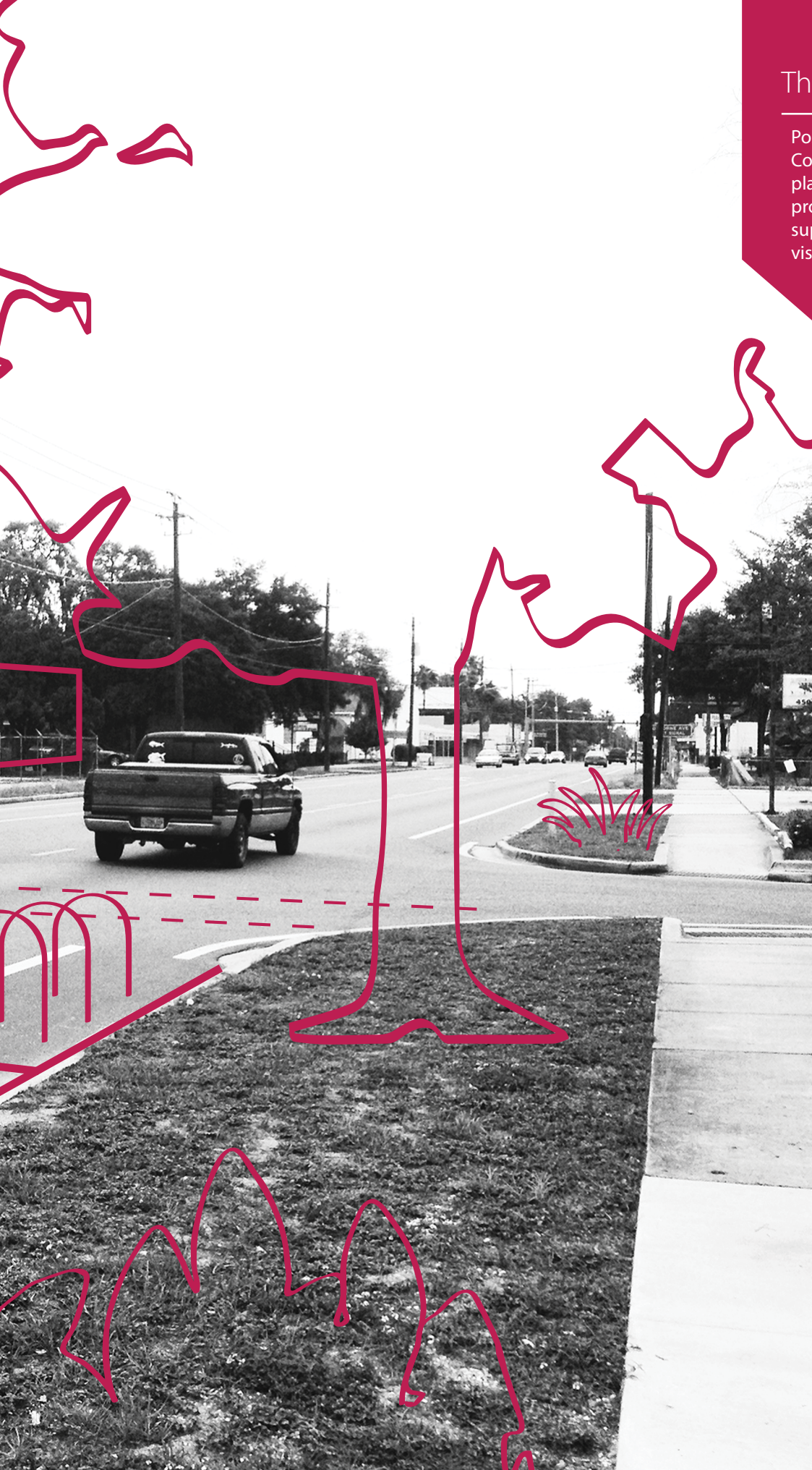
The Corridor in the Future

Positioning the Nebraska and Hillsborough Corridors as neighborhoods of livable places, connected people, and collaborative progress requires a vision for the future, supported by strategies for achieving that vision.

The Nebraska and Hillsborough Corridors of the future are envisioned by the community to be livable corridors that support movement and connect people to important things – their neighbors, daily needs, jobs, and recreation among others.

The corridor will support livable transportation including walking and biking between neighborhoods, while providing an attractive address for residential and commercial investment at a scale that is sensitive to its surroundings, the neighborhoods that support its businesses and other destinations. The streets will be easier to cross, will be more comfortable to walk along, and will be the location of new businesses that serve the neighborhood and the wider Center City community.

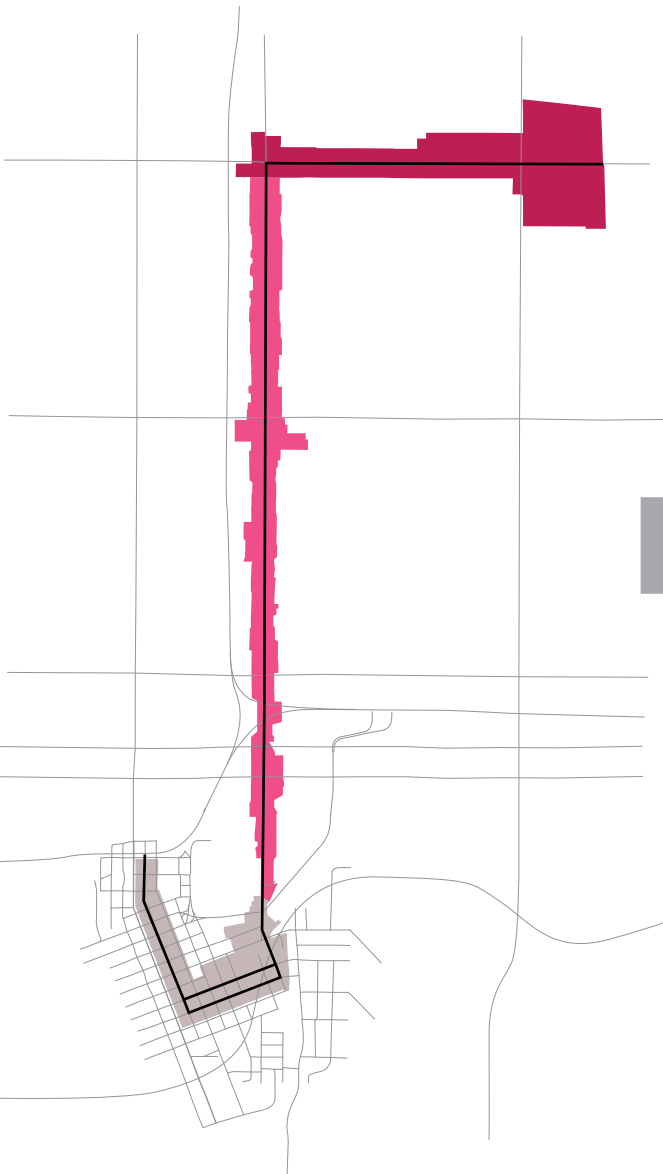
To build toward this vision, the streets must be brought into balance, away from a configuration that skews toward prioritizing the available space for automobile capacity and speed toward improving pedestrian and bicycle comfort and functionality. Over the long term, this environment, coupled with other policies and investments, will result in prolonged reinvestment, and a more attractive urban address for quality new investment.



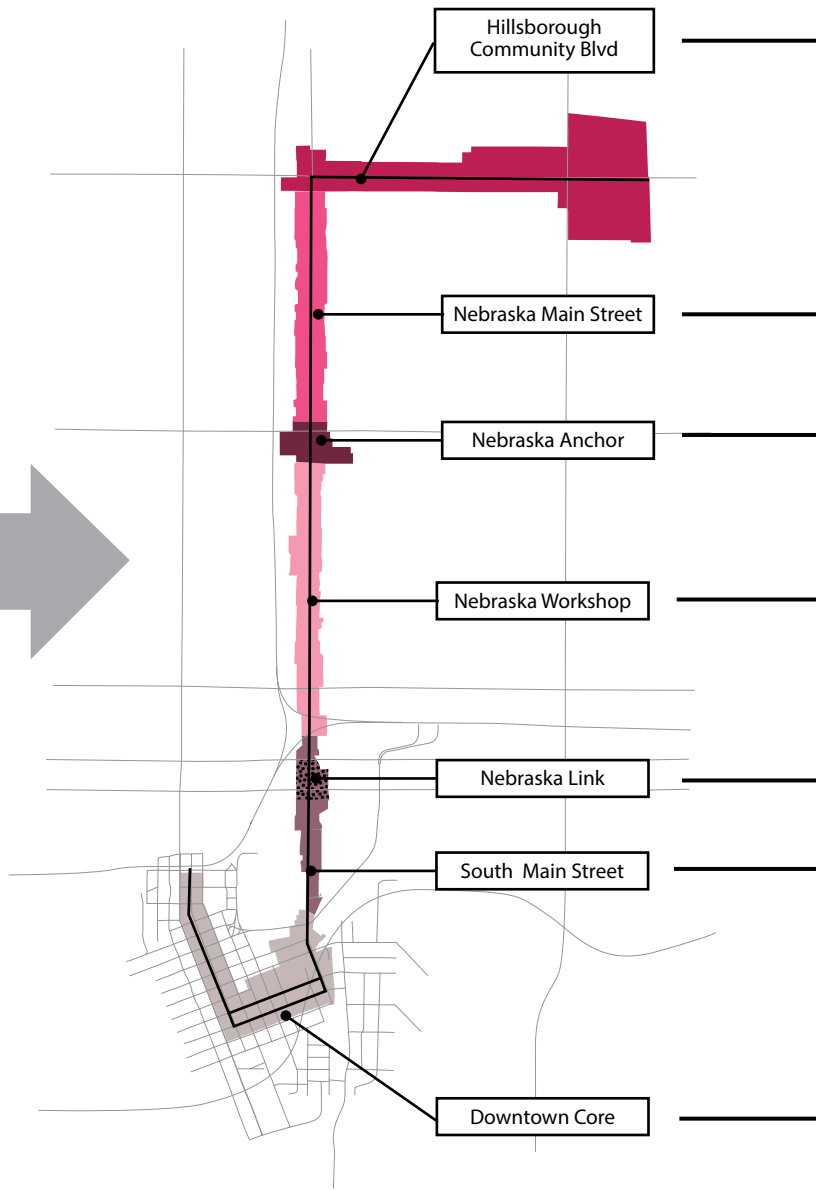
The first element of the vision involves defining and changing the character of the corridor. The current corridor lacks differentiation, as Nebraska Avenue's character is quite similar for the extent of its length between Hillsborough Avenue and Downtown. The corridor of the future should be encouraged to grow as a series of streetfront commercial corridors and more intense and focused nodes at key intersections. This differentiation should incorporate the strong points of existing character, such as the historic

pattern of buildings, the range of building types (residential, commercial, and workplace), and the relationship to the adjacent and abutting residential areas. The intent is not to create three miles of the same character, but to focus time, effort, and investment toward building on the unique character and opportunity that exists both in the public realm (the street and sidewalks) and the private realm (the lots and buildings).

THE CORRIDOR TODAY



THE FUTURE CORRIDOR



DISTRICTS WITHIN THE CORRIDOR



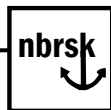
[1]

[1] Hillsborough Community Boulevard:

This portion of the community is situated and connected to support a wider range of community-serving uses, and can be evolved as a retail and service destination consistent with this arrangement, while still serving as an important east-west transportation connection.



[2]



[2] Nebraska Main Street:

The section of Nebraska generally north of MLK has beginnings of a traditional “Main Street” with a mix of retail and service uses, which can be amplified with public realm improvements such as on-street parking and streetscapes.

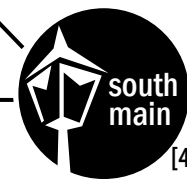


[3]



[3] Nebraska Workshop District:

This district, with a wider variety of building types, from residential homes to retail to workplace, can be situated to become the neighborhood’s “working main street” with commercial uses situated to support the larger amount of employment in this portion of the corridor.



[4]



[4] Nebraska South Main Street:

This portion of the corridor is the linkage and gateway between historic Ybor City and Tampa Heights, serving an important connection purpose between these two neighborhoods and the cultural and commercial amenities they include.



[5]

[5] Downtown Core

The growth of the corridor in the Downtown Core presents the opportunity for sites that are more highly connected to the region via transit, representing an ideal location for office, residential, and the uses that support them.

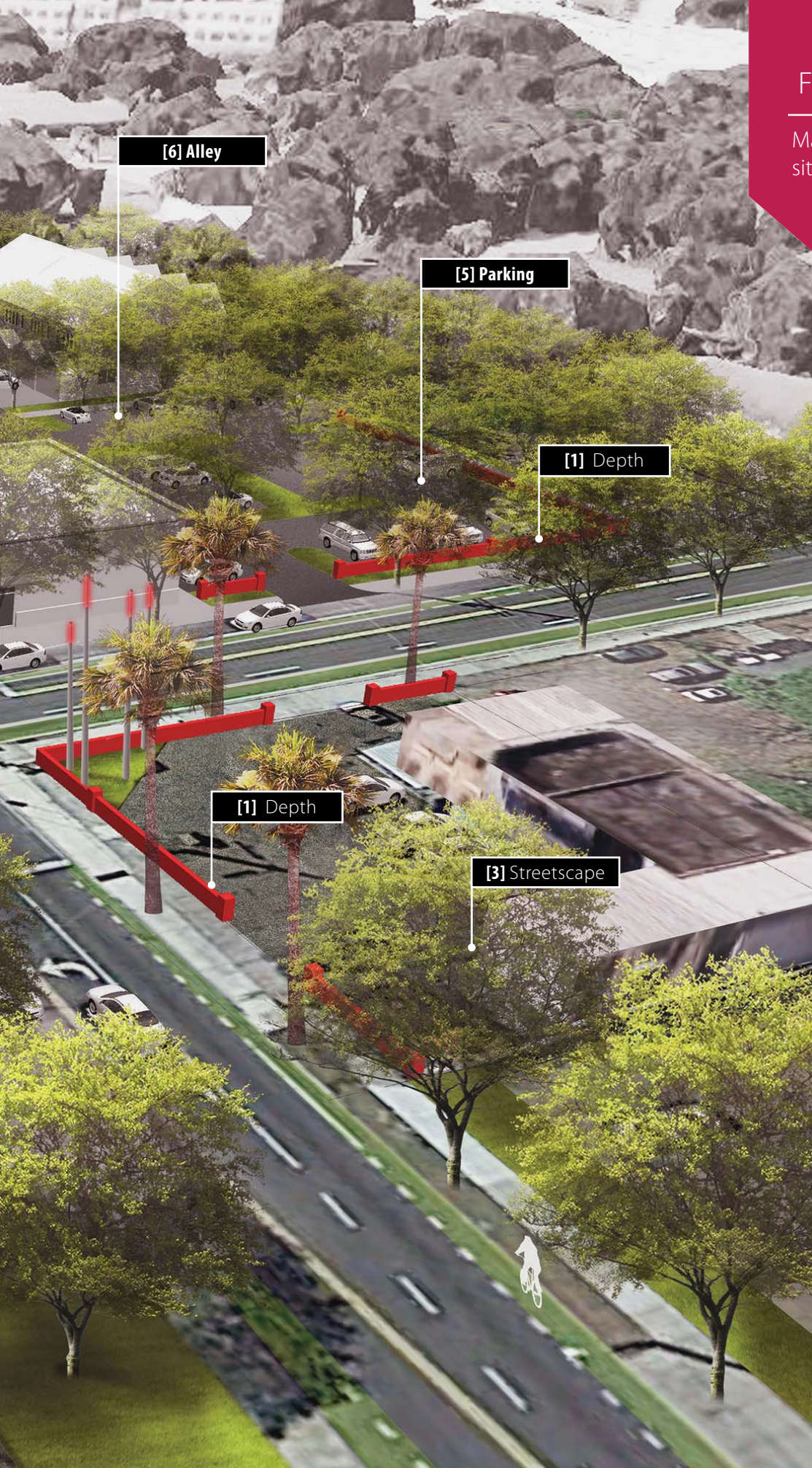


[4] Stormwater

[2] Gateway Feature

Framework 1

Making more attractive and developable sites along the corridor



The developability of sites along the corridor is impacted by conditions in both the public and private realms. Sites are often small and constrained, while the public realm is not an attractive edge for development, leading to reluctance on the part of development to orient in an urban fashion. This can be reversed with a series of policies and investments shown below.

[1] Depth: *Redevelopment requires additional functional depth of sites in order to provide building pads, parking and proper transition to the adjacent neighbors.*

[2] Gateway Feature: *Defining this location as the gateway from and between Ybor City and Tampa Heights will improve the legibility of the community.*

[3] Streetscape: *Street trees, even small ones that can work under overhead utilities, provide shade and pedestrian comfort along the sidewalk, improving the urban quality of the environment and encouraging street front retail uses.*

[4] Stormwater: *Stormwater facilities in an urban environment can include things like rain gardens rather than sloped ponds, creating amenity value while serving an important site development function.*

[5] Parking: *Parking should be located at the rear of the parcel and the amount reduced to reflect the fact that fewer people will drive to this location and more will walk, bike, or take transit.*

[6] Alley: *The site access should include an alley (if one is not present already) to provide access to parking from the side street so that the primary street edge can be maintained for building edge.*



[3] Multi-purpose Area

[2] Co-working Area

Framework 2

Expanding the range of commercial services in the corridor

[1] Building Upgrade

[5] Event Stage

[4] Business Incubator

[6] Gathering

As consumer preferences and community retailing practices evolve, a wider range of commercial services might be appropriate in the corridor. While some of these new types of commercial uses may be out-growths of current businesses, the growth of new businesses could be aided through some sort of business incubator, with elements shown below.

[1] Building Upgrade: Several candidate buildings along the corridor could be retrofitted for this purpose, providing an element of streetscape improvement as the new activity and investment signals interest in the location.

[2] Co-working Area: As traditional offices become more expensive and less useful to knowledge workers, having spaces for short-term rental or cooperative use can be an asset to the community.

[3] Multi-purpose Area: A space that can be flexible for use by multiple community groups or businesses can be incorporated to provide additional activity options for the space.

[4] Business Incubator: Room for startup retail can work well with gathering and co-working spaces to grow the location as a business hub and allow retail uses to “graduate” to corridor storefronts.

[5] Event Stage: Event stages can provide space for evening programs, creating an element of activity up to 18 hours each day.

[6] Gathering: Gathering space can be beneficial for startups using the building or for the community for special events in concert with other spaces in the building.



[4] On-Street Parking

[5] Painted Bike Lanes

[2] Streetscape

[3] Sitting Area

[1] Wide Sidewalk

Framework 3

Making Nebraska Avenue a special place for the neighborhood

[6] Signage

[7] Large Windows

The future of Nebraska Avenue as an important element in the community is dependent on both improvements in the public realm and investment in the private realm. The combination of these two activities can change the course of the character of the roadway. This can be achieved with a series of policies and investments shown below.

[1] Wide Sidewalk: A wider sidewalk, through increased building setbacks, provides comfortable space for pedestrians as well as activities like window-shopping and outdoor dining.

[2] Streetscape: Street trees and landscaped areas can provide shade for pedestrian comfort as well as a functional solution for stormwater management, as well as buffering pedestrians from moving traffic.

[3] Sitting Area: Proper street front environments feature furnishing areas, benches, trash cans, lighting, and other elements to improve the aesthetics and comfort of the pedestrian environment.

[4] On-Street Parking: Where there is space in the roadway, on-street parking provides both a buffer for pedestrians and improved functional access for businesses along the street.

[5] Painted Bike Lanes: Continuous, painted bike lanes provide dedicated space for cyclists and a signal to drivers that cyclists will be present.

[6] Signage: Consistent, pedestrian-scaled signage should be part of the district identity for the corridor.

[7] Large Windows: In order to “activate” the streetscape, large windows should be provided to make the building as transparent as possible to the shopper on the street.



[4] Building to the sidewalk

[2] Streetscape

[3] Parking on the side

[1] Wide Sidewalk

Framework 4

Balancing land use and transportation policies in the corridor

As the corridors evolve from their current, more suburban condition, to a more urban future to accommodate more intensity and density, land use and transportation policies need to reflect and work toward this common goal. Some examples of this approach are shown below.

[1] Wide Sidewalk: *Pedestrians need additional space on Hillsborough Avenue, which could be required by zoning setbacks and implemented through a sidewalk improvement program.*

[2] Streetscape: *As with sidewalks, streetscape could be required as part of new development and implemented in lieu of more suburban on-site landscaping requirements.*

[3] Parking on the side: *Parking can be provided on the side of buildings with front door access at the street/parking corner to create a hybrid condition street edge condition appealing to many retailers that still “holds the sidewalk” with a building..*

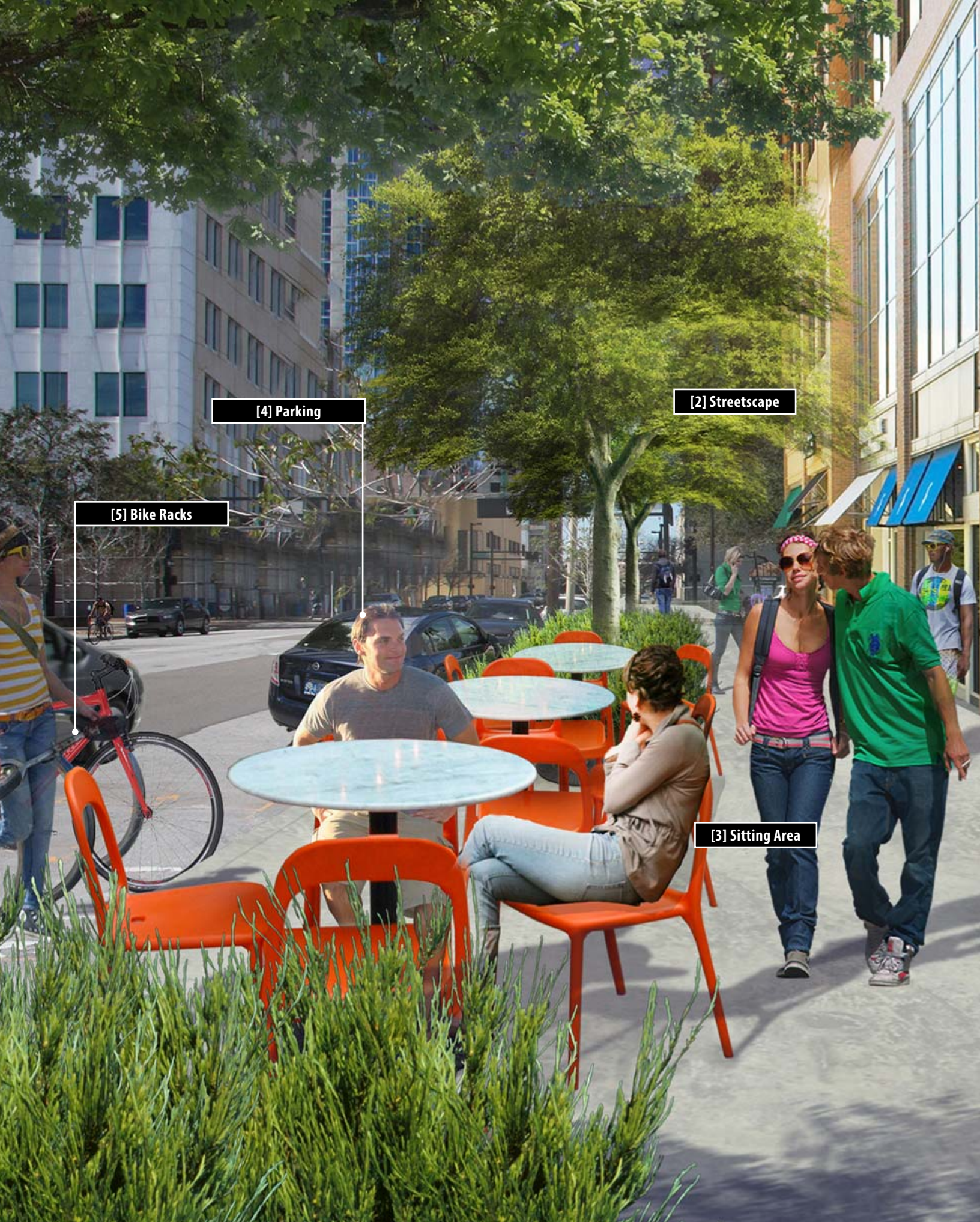
[4] Building to the sidewalk: *Having the building sited at the edge of the sidewalk creates a more comfortable environment for the pedestrian by providing a sense of enclosure and safety. It is also, in a more dense urban environment, a more efficient utilization of the site.*

[5] Mixed-Use Building: *A mix of uses, either within a site or within a building, creates activity throughout the day and reduces vehicular demand on a constrained system by allowing some trips to be made without automobiles*

[6] Bus Lane: *A business access and transit lane or some other form of transit priority in the corridor can make transit a more attractive option by increasing its speed and schedule reliability.*

[5] Mixed-Use Building

[6] Bus Lane



[4] Parking

[2] Streetscape

[5] Bike Racks

[3] Sitting Area

Framework 5

Encouraging the development of blocks in the Downtown Core

The developability of sites in the Downtown Core is impacted by conditions in both the public and private realms. Downtown blocks, approximately 200' square, are constrained, while the market rents for additional office or residential uses is also limited, leading to paid parking as an interim use. The attractiveness of vertical development can be influenced with a series of policies and investments shown below.

[1] Wide Sidewalk: *A more vibrant pedestrian environment supports commercial establishments at the sidewalk level.*

[2] Streetscape: *Street trees and other landscaping creates the comfortable environment for pedestrian activity, fostering a street front development environment.*

[3] Sitting Area: *Additional areas for seating and outdoor dining create a sense of activity and pedestrian excitement along the sidewalk.*

[4] Parking: *Because of the mixed-use and multi-modal nature of downtown, parking requirements could be eased or lifted to allow development to take advantage of surrounding parking opportunities and make more efficient use of constrained and expensive blocks.*

[5] Bike Racks: *Infrastructure to support bicycling, such as cycle tracks, on-street bike lanes, paths, and bike racks, as shown, send a signal that bikes are a wanted and supported part of downtown activity.*

[6] Restaurants & Food Markets: *Additional amenities that both support and profit from additional residential development downtown are necessary to amenitize the area and create a neighborhood feel downtown.*

[6] Restaurants & Food Markets

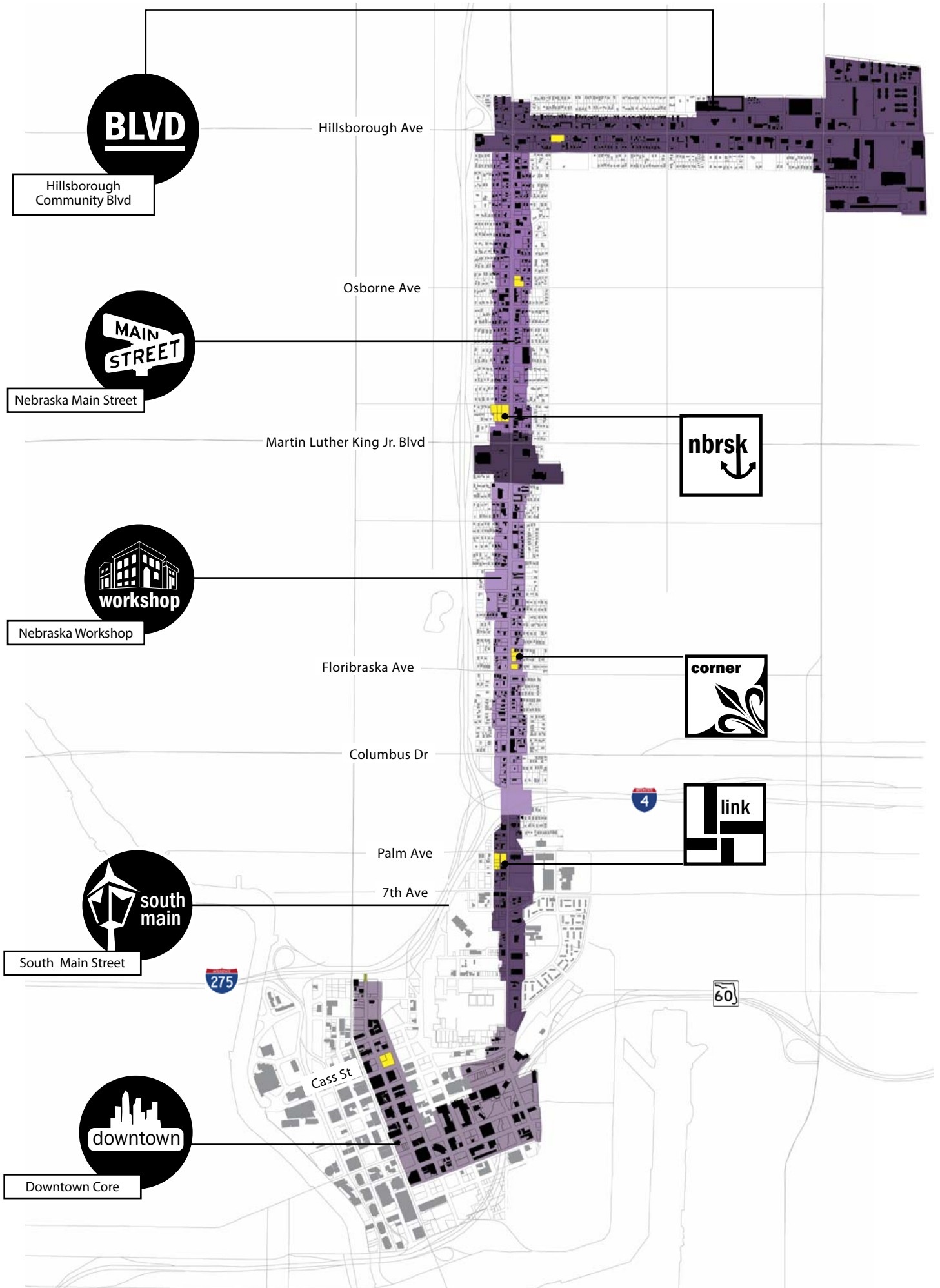
[1] Wide Sidewalk







Strategies



Implementing the Frameworks



Site 1: Hillsborough Ave

A site between Hillsborough Boulevard and Giddens Street that illustrates redevelopment scenarios including new access locations, public realm improvements, and new uses on site.



Site 2: Osborne St

A "Main Street" site along Nebraska Avenue illustrating a redevelopment scenario with formalized alley access, public realm improvements, and a transition to the abutting neighborhood.



Site 3: Martin Luther King Blvd

A vacant site intended to show how new mixed-use development can transition to residential uses on the edge and facilitate an improved public realm along Nebraska Avenue.



Site 4: Floribaska Ave

This site explains how a narrow and marginally-developable site can be expanded to create an improved edge as a transition between the corridor and neighborhood.



Site 5: Palm Ave

A site at the gateway between Ybor City and Tampa Heights illustrating coordinated infrastructure and site improvements with a mixed-use development scheme.



Site 6: Cass & Marion St

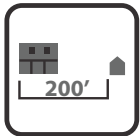
One full Downtown block, presenting the potential benefits and improvements associated with a range of development, from office to residential.

The Vision and Frameworks presented in the previous pages lay out the vision for the corridor in its entirety. This section describes more detailed Strategies and further analysis and planning around several MetroRapid station locations, called "prototype sites" and is intended to show solutions that are possible for different types of buildings, where open spaces could be added or improved, and how economic activities can be expanded in the corridor. These prototype sites are intended to inform neighborhood and City leaders of the most important investments of money, time, and effort in this corridor.



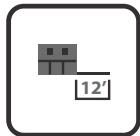
Many district activities are necessary to position the Nebraska and Hillsborough Corridors as neighborhoods of livable places, connected people, and collaborative progress. These activities are a combination of policies, programs, property improvements, and public realm improvements, which we have collectively called the Strategies.

POLICY



200' development depth

Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.



Build-To-Line / Minimum 12' Sidewalk

Require sidewalk to be expanded to 12' width and building located at sidewalk edge.



Parking on the Back or Side

Require parking to be placed at the back or side of the new/renovated building.



Landscape Buffer

Require a landscaped buffer between commercial uses and neighborhood residential uses.



Alley

Provide an alley (or connect to an existing alley) for access from side street rather than front street.



Stormwater

Require stormwater to be treated in rain garden or other amenity open space.



Ombudsman

Provide personal support and expedited review/decisions for development in the corridor.

PROGRAM



Florida Main Street Program

Pursue Florida Main Street designation and associated programs.



Grants and Incentives

Prioritize corridor locations above other locations for grants and incentives.



Support from organizations

Facilitate support between and among other non-governmental organizations.



Multi-Bank Community Lending

Organize coordinated lending program focused on corridor sites.



Liaison Education

Create programs such as business incubators and leverage contacts with colleges, etc...



Enterprise Programs

Programs matching or leveraging business investment such as façade grants and paint programs.



District and Business Branding

Branding at district level through signage, programs, and coordinated "face" of the area presented to the public.



Retailing and Marketing Principals

Education on "Retailing 101" provided to corridor business owners and operators.



Safety and Security

Lighting, security, and CPTED programs implemented on a corridor-wide basis.



Enhanced Bus Transit Service

Improvements in headways, bus stop amenities, or service connections.



Street Markets

Facilitate special events to bring local merchants and farmers to area on intermittent basis



Art on the Street

Coordinate art exhibits between businesses in the corridor; offer for sale.



Seasonal Festivals

Offer special events, close the street, create interest and activity at regular calendar intervals.








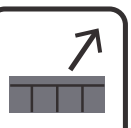
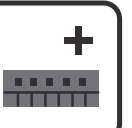
Business Incubator

Create location for small businesses to start and "graduate" to locations along corridor.





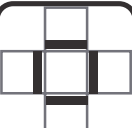



The Strategies can be implemented one by one, but are likely to be more effective in combination with each other. They are also intended to be done by both the private and public sector. This section of the plan gives some guidance so that these investments of time, effort, and money can work together to move the community toward its vision. The Strategies are broadly defined below.

The following pages describe how and where these investments might be made in each specific place along the corridor to underscore the idea that the Strategies should be executed in combination with each other for maximum effectiveness.

PROPERTY IMPROVEMENTS

 <p>MULTI-USE</p> <p>Mix complementary uses Encourage a mix of complementary land uses within a site.</p>	 <p>Large Transparent Windows Improve the character of the street with storefront improvements such as display windows.</p>	 <p>Visible Signage Improve the display of store information and the aesthetics of the area with improved signage.</p>	 <p>Welcoming Sidewalk & Entry Make improvements to create a more welcoming sidewalk presence for the building.</p>	 <p>Good Light and Color Ensure that the shopfront and surroundings are aesthetically pleasing.</p>	 <p>Building Upgrade Make structural improvements or expansions to the building.</p>	 <p>New Investment: Combination of interior and exterior improvements to the building.</p>
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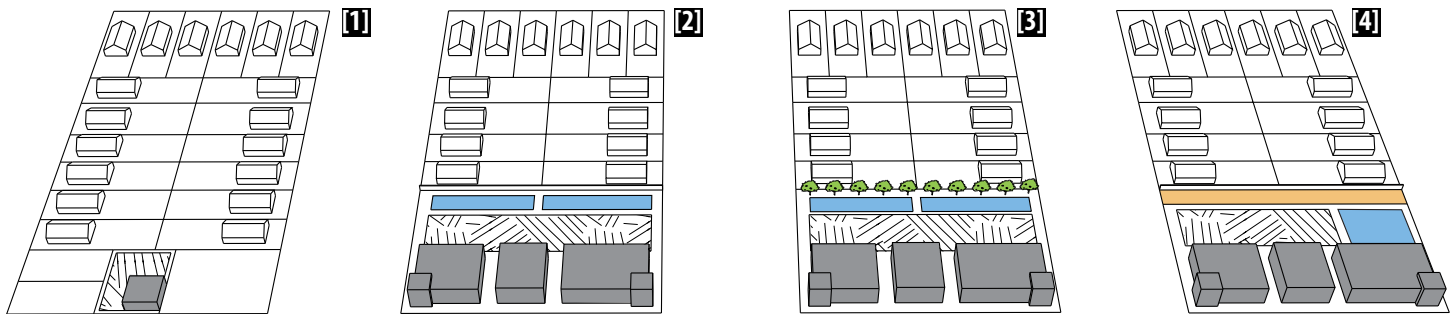
PUBLIC REALM IMPROVEMENTS

 <p>Bus Lane / Multi-Modal Uses Add dedicated bus lane for improved transit speed and headways.</p>	 <p>On Street Parking Add on-street parking for improved customer access and pedestrian comfort.</p>	 <p>Median Tree Planting Plant trees in medians to cut down on scale of large street spaces.</p>	 <p>Painted Bicycle Lanes Paint bike lanes green to improve visibility to motorists.</p>	 <p>Bicycle Racks Add bike racks to make cycling hassle-free and encourage trips by bike.</p>	 <p>Wider Sidewalk Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.</p>	 <p>Street Tree Planting Plant street trees to add shade to the sidewalk and improve pedestrian comfort.</p>
 <p>Sitting Area Add seating for improved pedestrian amenity and to activate the sidewalk to encourage more use.</p>	 <p>Lighting Add pedestrian-scaled lighting to improve safety and comfort for pedestrians after dark.</p>	 <p>Focus Crossing Intersections Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.</p>	 <p>Pedestrian Crosswalks Add pedestrian elements to facilitate crossing at intersections and mid-block locations.</p>	 <p>Landscape Buffers Add landscape buffer at transition between higher intensity uses and residential neighborhoods.</p>	 <p>Low Wall Add a low wall at the back of sidewalk adjacent to parking to maintain consistency with building edge.</p>	 <p>Signage & Gateways: Mark important community locations with signage, landscape, and other signals of community pride.</p>

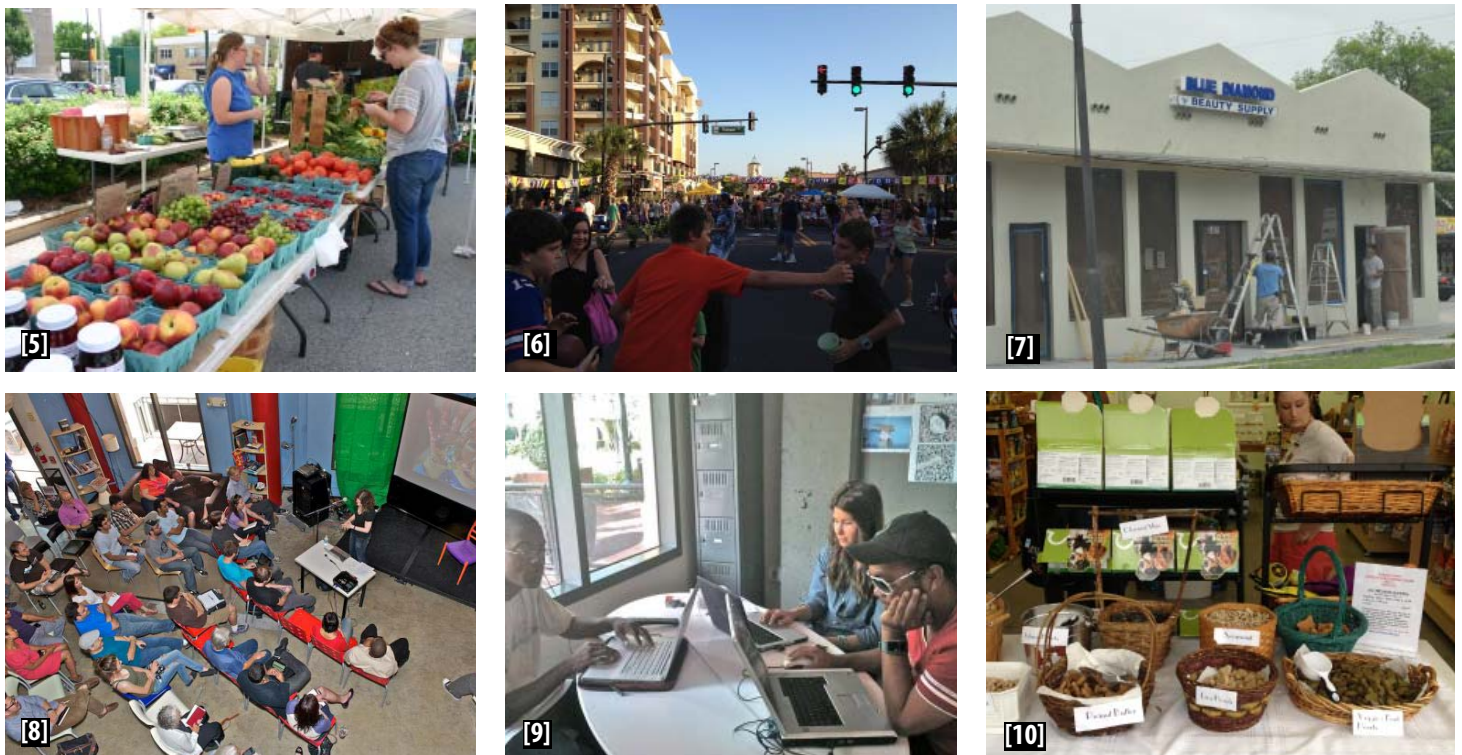
As an illustration of how the strategies are implemented, a block along the corridor can be made over with a set of improvements shown here:

- [1] Existing Block Condition
- [2] Proposed Block Condition 1
- [3] Proposed Block Condition 2
- [4] Proposed Block Condition 2
- [5] Markets
- [6] Street Festivals
- [7] Facade Upgrade
- [8] Incubator Space
- [9] Co-Op Workspace
- [10] Front Table Retail Concept
- [11] Balance Retail Uses
- [12] Landscaping
- [13] Store Signs and Clear windows
- [14] Elm Street Tree
- [15] Painted Bike Lanes
- [16] Buffer
- [17] Building to the sidewalk
- [18] On Street Parking
- [19] Street Furniture

POLICY



PROGRAM



The policy changes “set the stage” to allow new infill to fit within the existing parcel structure and maintain the integrity of the adjacent neighborhood.

Street trees, bike lanes, and streetscaping improve the public realm, creating a more attractive, functional, and profitable location for a suite of existing or new uses.

A series of property improvements, carried on by building/shop owners and potentially incentivized by the City, makes a positive change to the private realm.

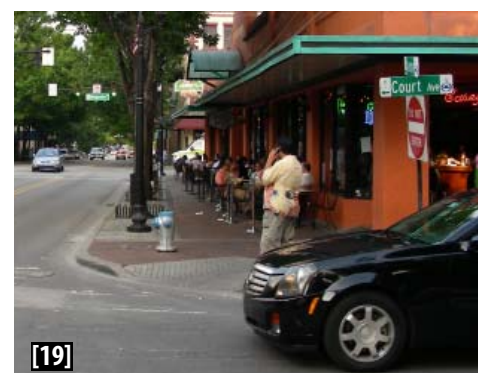
Finally, a series of programs brings out people to make the place more active and generate business for the surrounding shops.

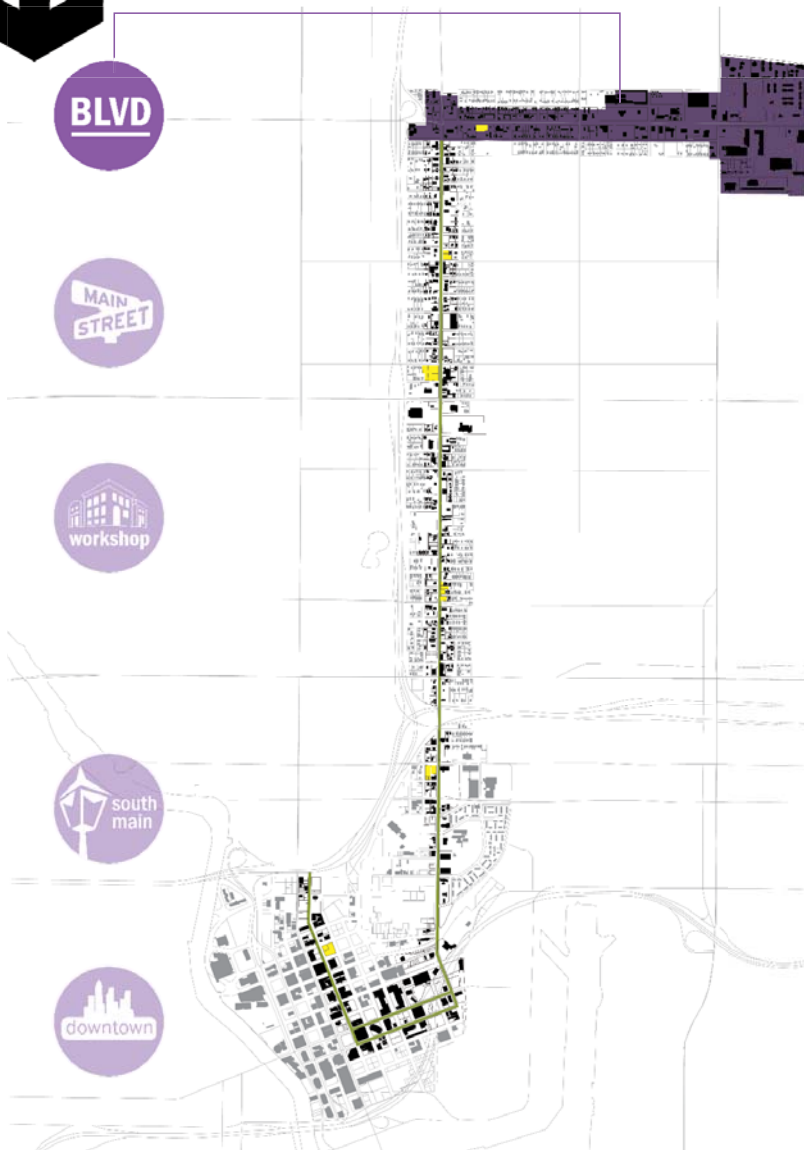
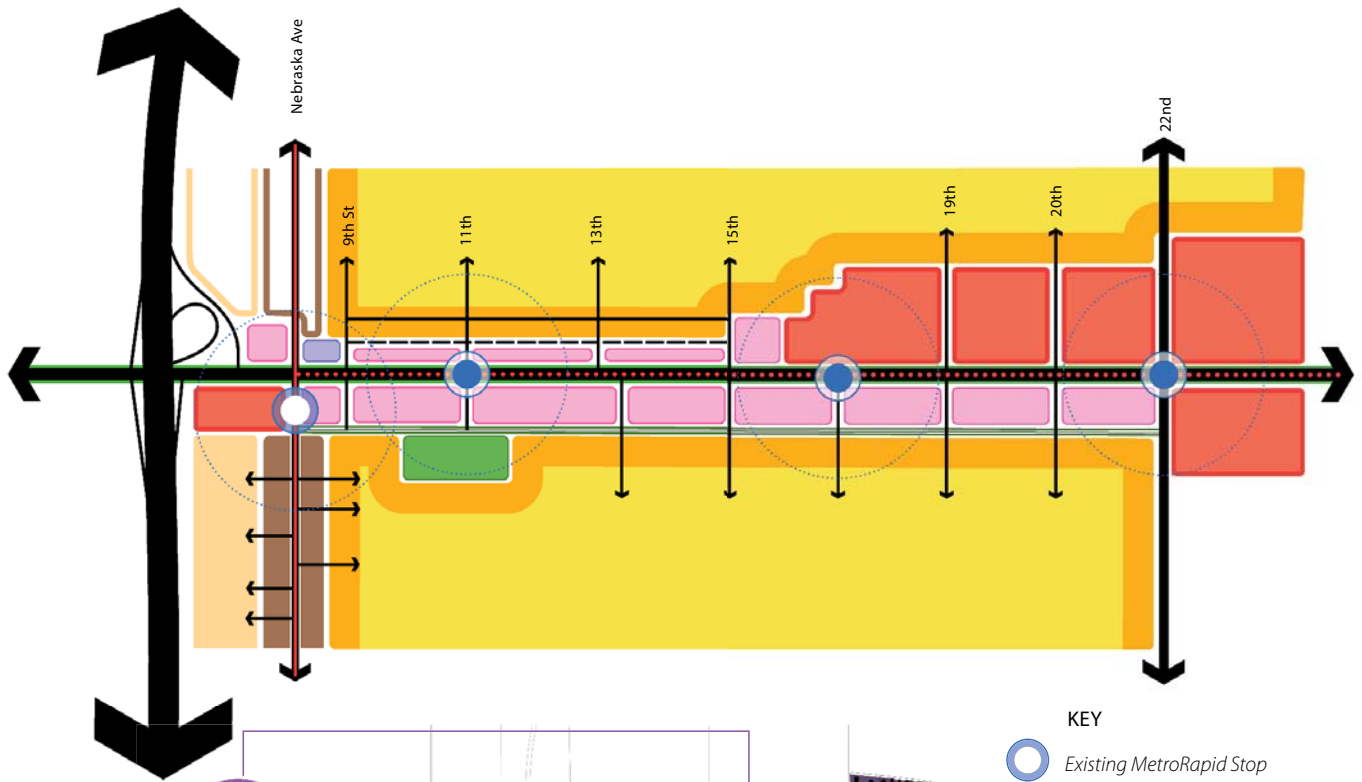
None of these improvements in isolation will be as effective as the combination of several small initiatives.

PROPERTY IMPROVEMENTS





PUBLIC REALM IMPROVEMENTS





KEY

-  Existing MetroRapid Stop
-  Existing MetroRapid Line
-  Future MetroRapid Stop Opportunity
-  Future MetroRapid Line Opportunity
-  Transitional Blocks
-  Anchor Blocks
-  Boulevard Streetscape
-  Neighborhood Protection
-  Nebraska Corridor
-  Future Neighborhood Stabilization
-  Park/Open Space

Note: Transitional Blocks indicate areas where additional commercial depth is recommended.



Reposition Hillsborough Avenue as a more attractive, walkable, and multi-modal community boulevard that is livable and navigable for the neighborhoods north and south

In the future, the BLVD District will be situated and connected to support a wider range of community-serving uses. The strategies shown to the following pages focus on evolving the corridor as a retail and service destination while maintaining its role important east-west transportation connection. These strategies include upgrades of the public realm such as street trees, landscaping, and wider sidewalks to improve pedestrian safety and comfort.

Crosswalk improvements should be made at the existing signalized intersections to facilitate pedestrian crossing of this wide boulevard at protected locations instead of unprotected mid-block locations. A landscaped median can soften the scale of the street and formalize left turn locations, improving motorist safety.

Site planning for redevelopment should focus on connections that allow the supporting street grid to move traffic to signalized intersections, improving safety by focusing turning movements to protected signals. In particular, bike infrastructure along Giddens Avenue could provide a safer alternative to Hillsborough Boulevard while still affording access to uses through the side streets.

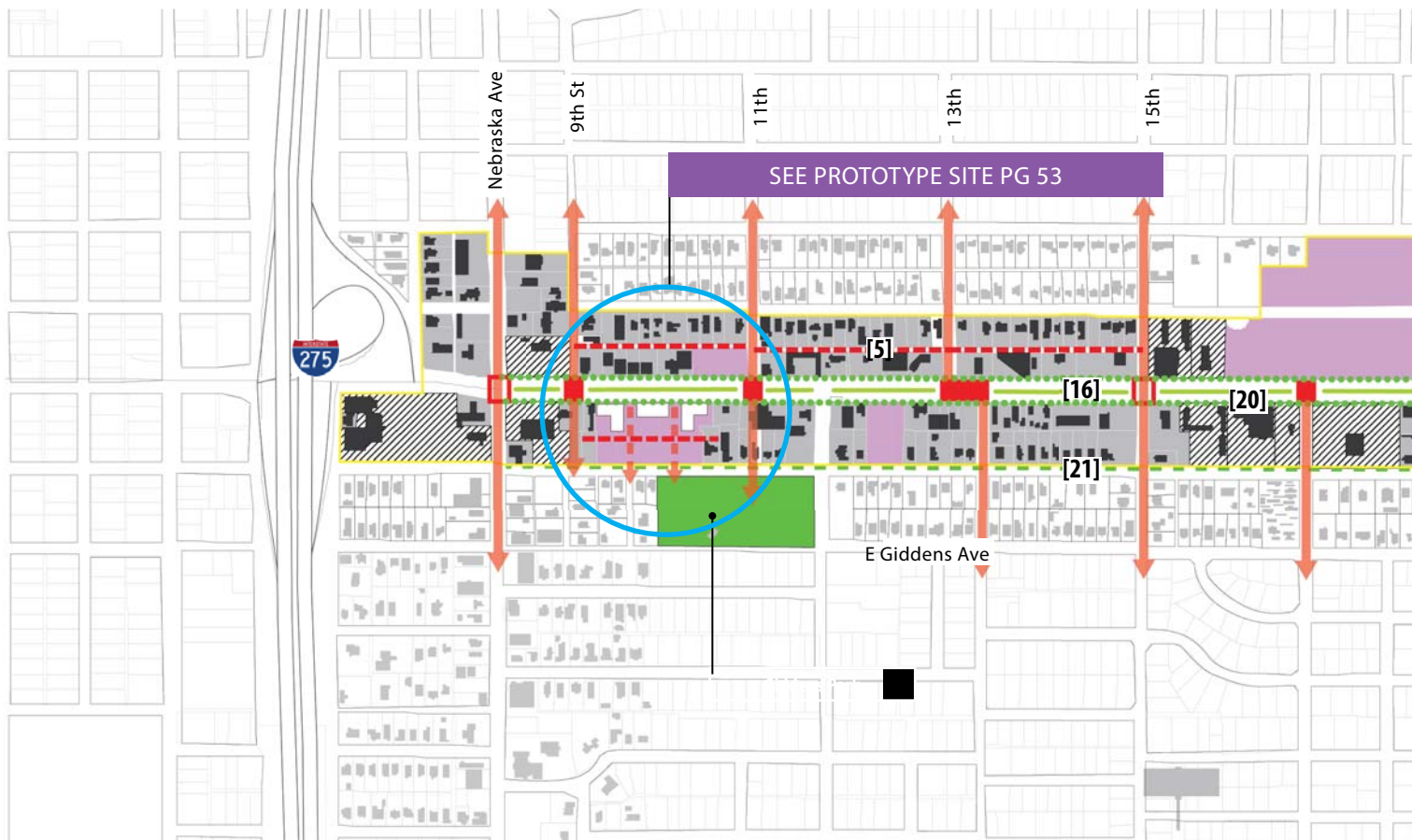
Property improvement strategies should include utilizing mixed/ multi-use sites to transition from the commercial uses along the boulevard to the neighborhood on either side. The wider mix of uses will also allow more effective use of multi-modal transportation in the corridor, as some trips that previously required a car can be made on foot or by bike.

POLICY

- [1] Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.
- [2] Require sidewalk to be expanded to 12' width and building located at sidewalk edge.
- [3] Require a landscaped buffer between commercial uses and neighborhood residential uses.
- [4] Require a landscaped buffer between commercial uses and neighborhood residential uses.
- [5] Provide an alley (or connect to an existing alley) for access from side street rather than front street.
- [6] Require stormwater to be treated in rain garden or other amenity open space.

PROGRAM

- [7] Improvements in headways, bus stop amenities, or service connections.
- [8] Lighting, security, and CPTED programs implemented on a corridor-wide basis.
- [9] Prioritize corridor locations above other locations for grants and incentives.
- [10] Programs matching or leveraging business investment such as façade grants and paint programs.

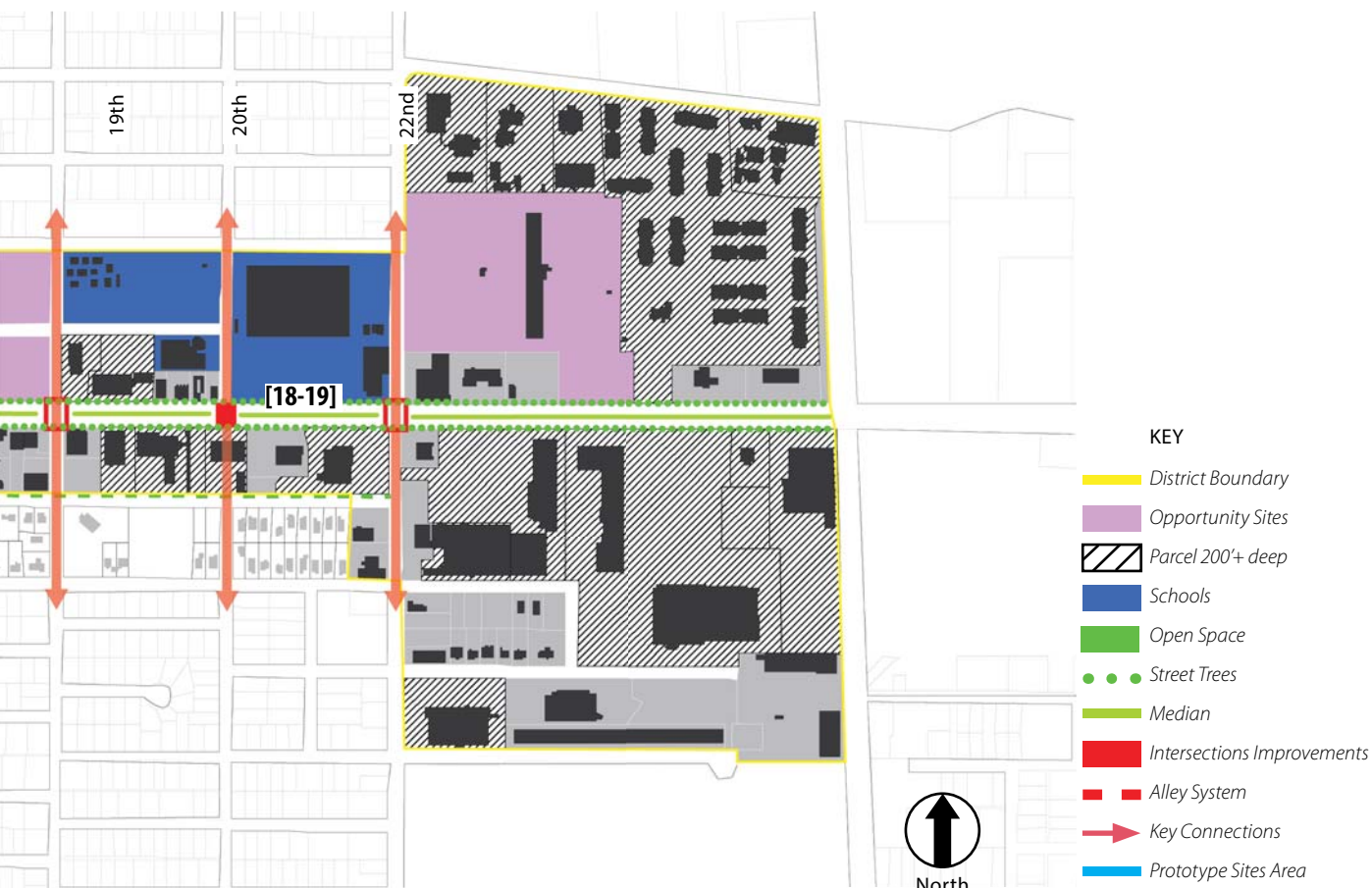


PROPERTY IMPROVEMENTS

- [11]** Ensure that the shop front and surroundings are aesthetically pleasing.
- [12]** Improve the display of store information and the aesthetics of the area with improved signage.
- [13]** Make structural improvements or expansions to the building.
- [14]** Encourage a mix of complementary land uses within a site.

PUBLIC REALM IMPROVEMENTS

- [15]** Add dedicated bus lane for improved transit speed and headways.
- [16]** Plant trees in medians to cut down on scale of large street spaces.
- [17]** Add pedestrian elements to facilitate crossing at intersections and mid-block locations.
- [18]** Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.
- [19]** Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.
- [20]** Plant street trees to add shade to the sidewalk and improve pedestrian comfort.
- [21]** Paint bike lanes green to improve visibility to motorists.
- [22]** Add landscape buffer at transition between higher intensity uses and residential neighborhoods.



Prototype Sites:

This prototype site, located between Hillsborough Avenue and Giddens Street, illustrates redevelopment scenarios including new access locations, public realm improvements, and new uses on site. The site has several challenges that are common along Hillsborough Avenue, including:

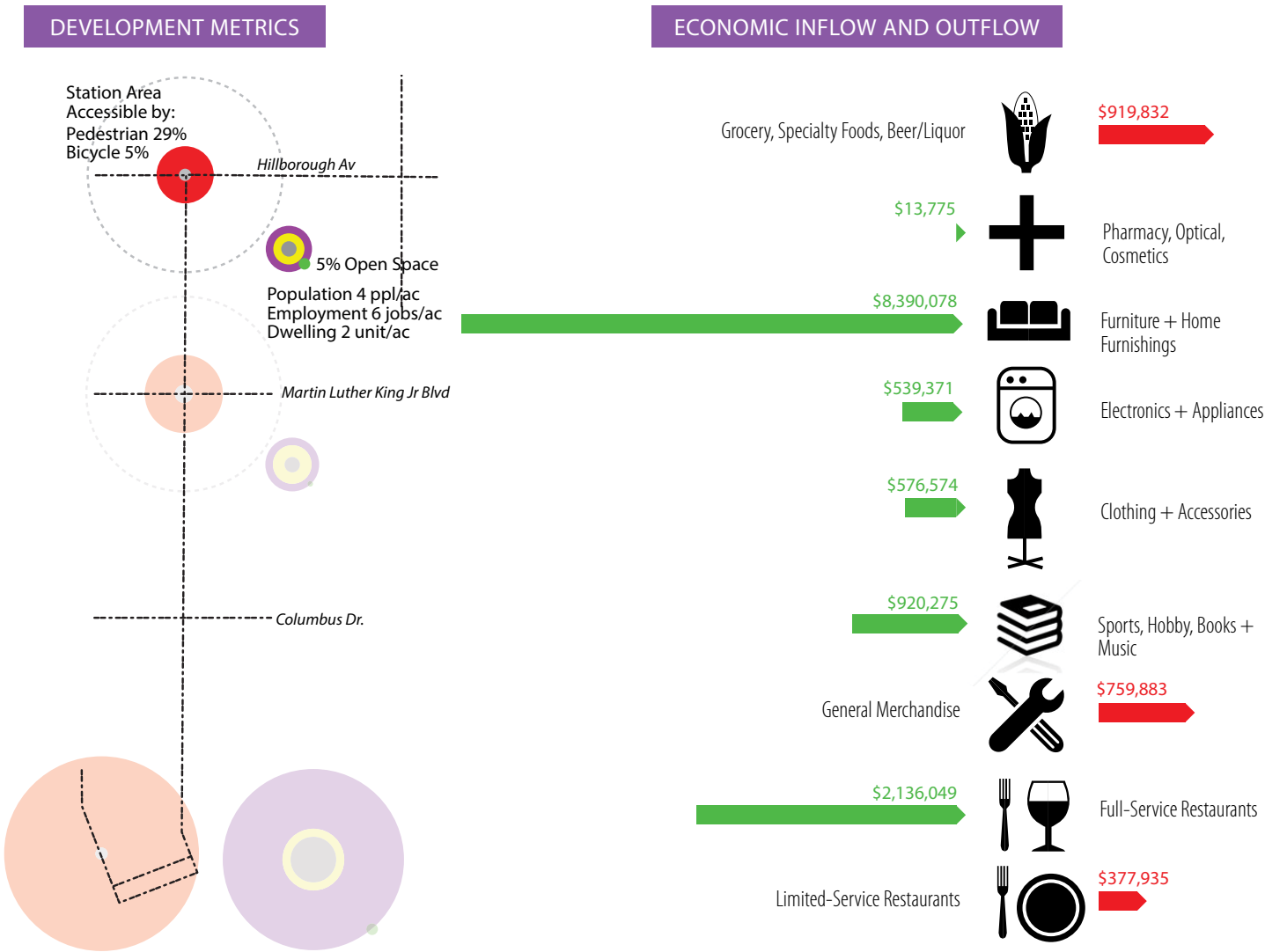
- Shallow depth of parcel
- Large block with few cross access points
- Lack of parking
- Compromised access from Hillsborough
- Narrow sidewalk and poor pedestrian conditions along Hillsborough
- Poor transition to neighborhood

These challenges limit redevelopment possibilities in its current configuration.

The scenarios on the following pages show significant redevelopment scenarios that are possible with the inclusion of multiple parcels. This redevelopment can be organized with new access and connection points, sized to accommodate improved pedestrian realm improvements along Hillsborough Avenue, and a mix of uses that allows the site to take advantage of neighborhood amenities such as Giddens Park.

Development and Economic Indicators:

These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.

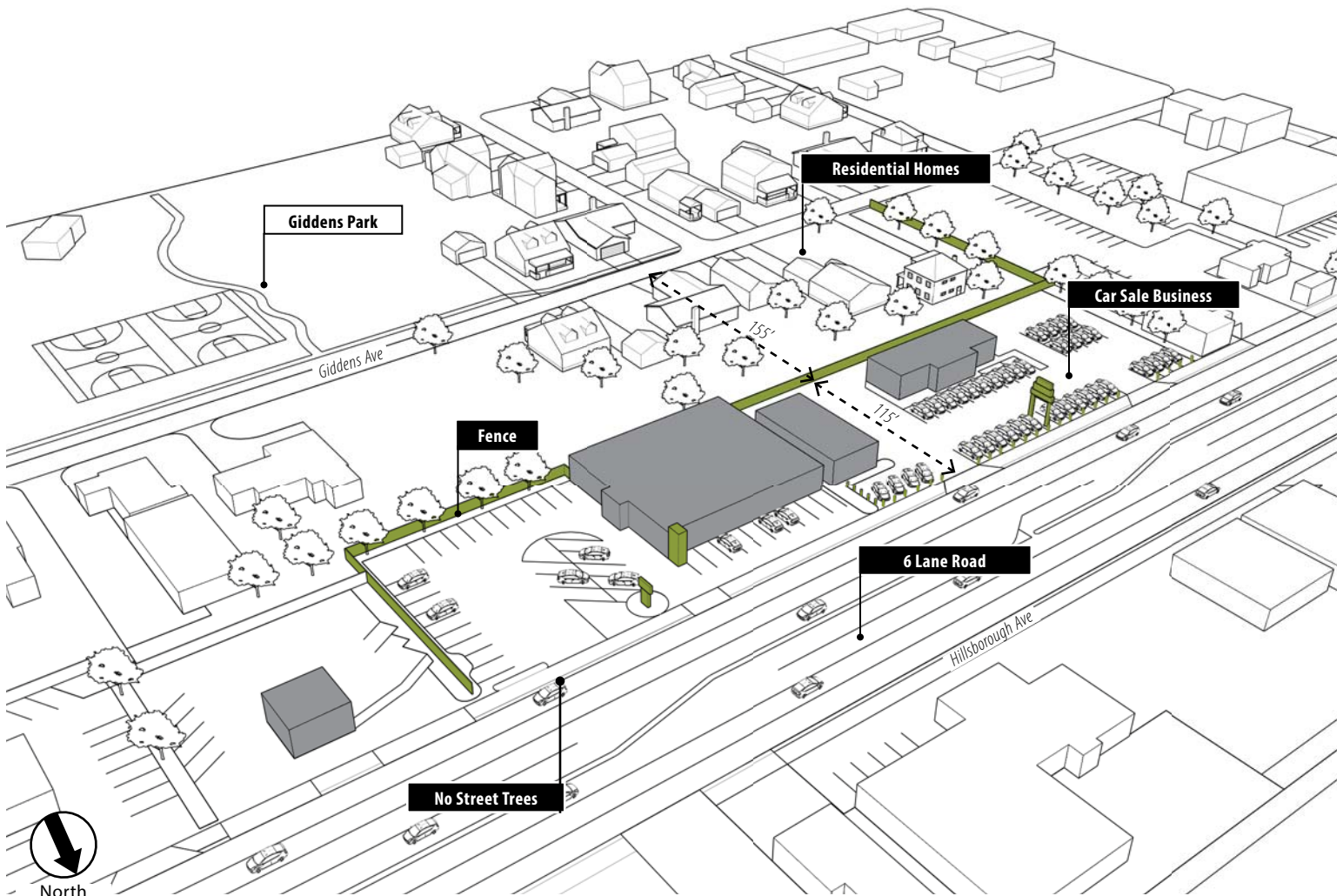




Prototype Site Study

A site between Hillsborough Avenue and Giddens Street that illustrates redevelopment scenarios including new access locations, public realm improvements, and new uses on site

EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

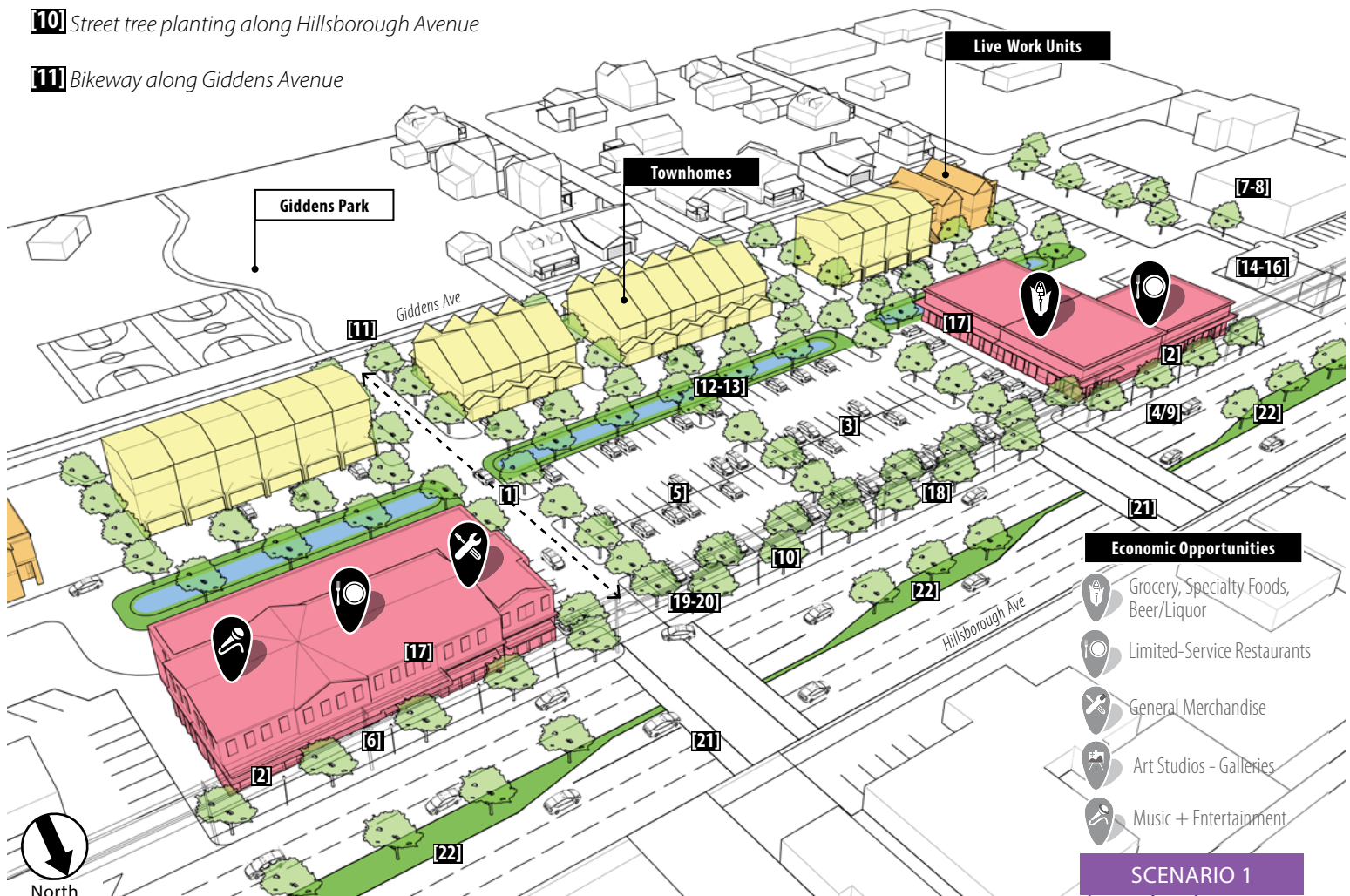
These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

- [1] Allow increased site depth to improve developability
- [2] With redevelopment, require 12' minimum sidewalk width from curb along Hillsborough
- [3] Require parking oriented to rear or side of building
- [4] Expand MetroRapid to Hillsborough Boulevard to improve transit service
- [5] Organize street market to increase activity in area
- [6] Facilitate lighting, CPTED, and safety program along corridor
- [7] Facilitate building improvements to buildings not redeveloped
- [8] Paint and patch program for facade revitalization
- [9] Bus stop improvements along Hillsborough Avenue
- [10] Street tree planting along Hillsborough Avenue
- [11] Bikeway along Giddens Avenue

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [12] Organize stormwater as landscaped buffer between site and neighborhood
- [13] Incorporate stormwater as residential open space amenity
- [14] Utilize programs matching or leveraging business investment such as façade grants and paint programs
- [15] Utilize facade grant improvement program
- [16] Support building upgrades with matching grants
- [17] Incorporate mixed/multi-uses as part of redevelopment
- [18] Provide wider sidewalk along Hillsborough Avenue



LONG TERM PROGRAMS & INVESTMENTS

These are long-term strategies to be incorporated into capital programs in the future.

- [19] Improve pedestrian-level signage along Hillsborough
- [20] Explore new protected pedestrian crossing locations along Hillsborough Avenue
- [21] Additional pedestrian crossing locations along Hillsborough Avenue
- [22] Landscape median with tree planting along Hillsborough Avenue

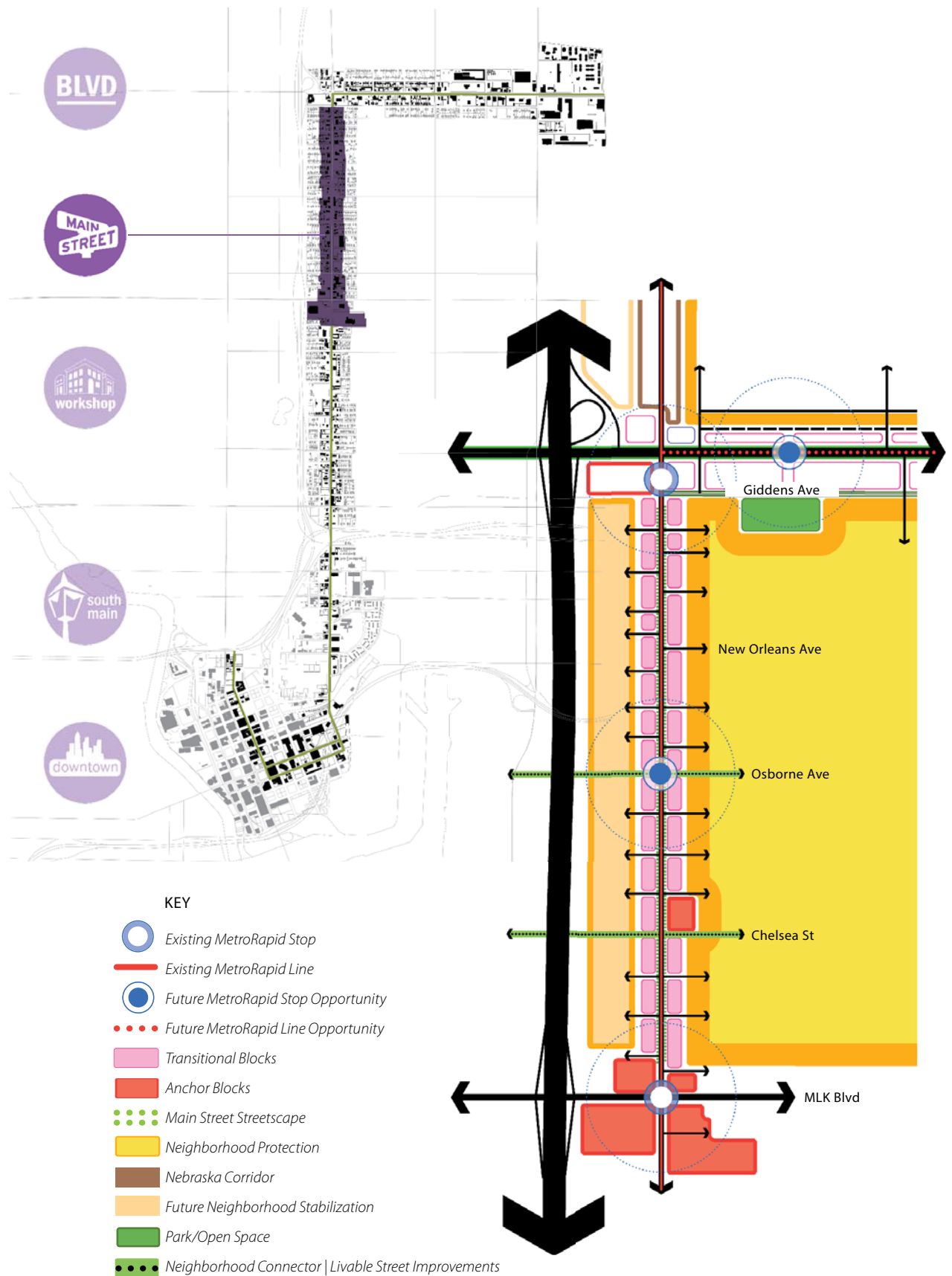
These redevelopment scenarios can be organized with new access and connection points, sized to accommodate improved pedestrian realm improvements along Hillsborough Avenue, and a mix of uses that allows the site to take advantage of neighborhood amenities such as Giddens Park.



Economic Opportunities

- Grocery, Specialty Foods, Beer/Liquor
- Limited-Service Restaurants
- General Merchandise
- Art Studios - Galleries
- Music + Entertainment

SCENARIO 2





Capitalize on the emergent small business investment and wide treelawns north and south of Osborne Avenue to incubate a walkable 'Main Street' environment

The section of Nebraska generally north of MLK has beginnings of a traditional "Main Street" with a mix of retail and service uses. The Strategies shown on the facing page include public realm improvements such as on-street parking and streetscapes as well as a variety of programmatic improvements to nurture the area's growth as a Main Street.

Physically, this portion of the corridor has a wider street, which can include both bike lanes and the addition of on-street parking to support streetfront businesses. This can be augmented with street trees and furniture, further improving the pedestrian quality of the street.

An alley system is in place throughout segments of the corridor, which can provide business access though maintenance and upkeep is necessary in several blocks. The system can be extended with redevelopment and infill to improve the pedestrian character of Nebraska Avenue by removing curbcuts where alley access exists.

Redevelopment activities such as alley extensions can be facilitated by allowing additional depth to the Nebraska frontage, creating more developable sites as well as creating a defined and consistent edge between commercial and neighborhood areas.

POLICY

- [1]** *Provide personal support and expedited review/decisions for development in the corridor.*
- [2]** *Require sidewalk to be expanded to 12' width and building located at sidewalk edge.*
- [3]** *Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.*
- [4]** *Provide an alley (or connect to an existing alley) for access from side street rather than front street.*
- [5]** *Require parking to be placed at the back or side of the new/renovated building.*
- [6]** *Require a landscaped buffer between commercial uses and neighborhood residential uses.*
- [7]** *Require stormwater to be treated in rain garden or other amenity open space.*

PROGRAM

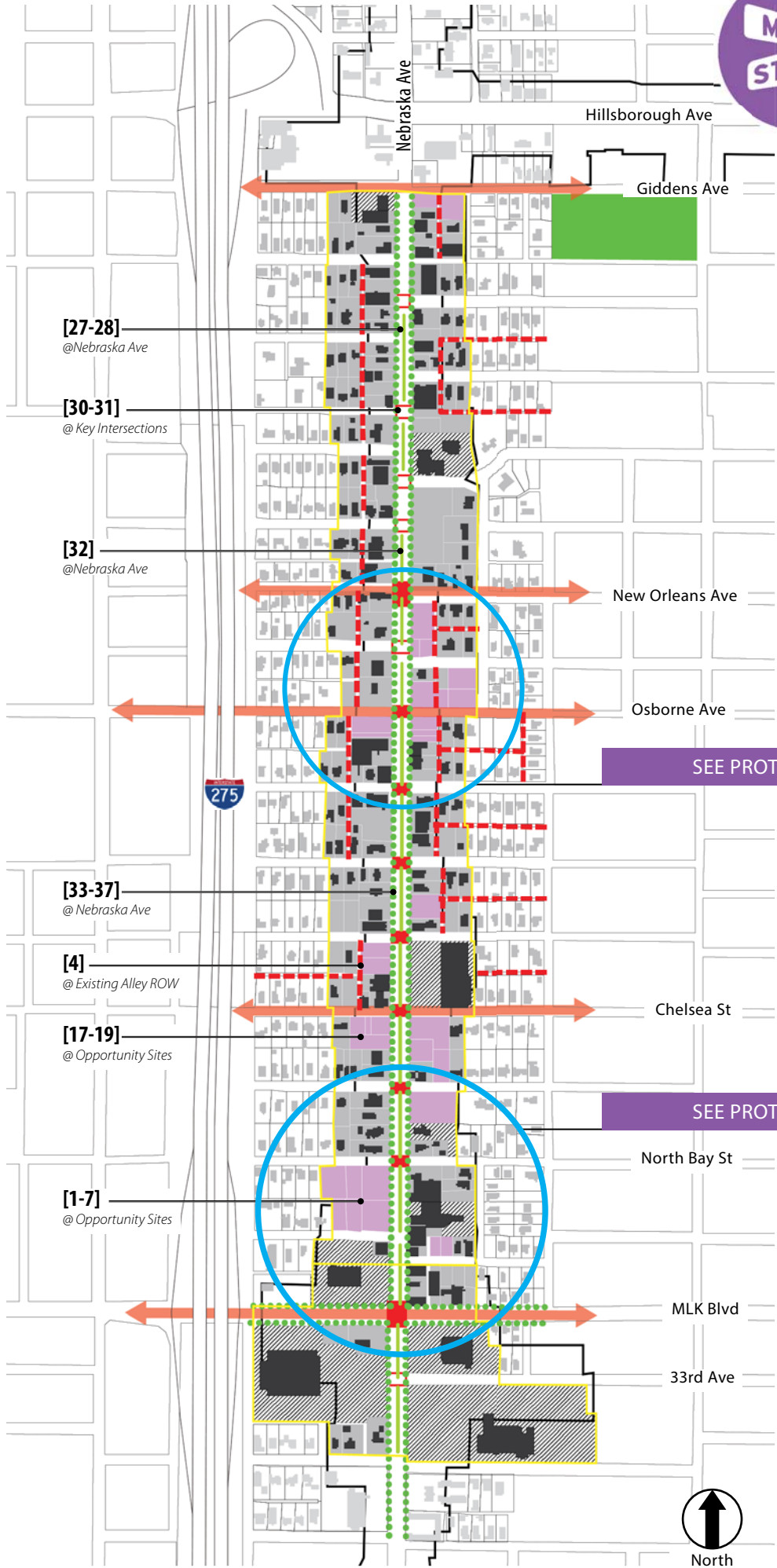
- [8]** *Pursue Florida Main Street designation and associated programs.*
- [9]** *Prioritize corridor locations above other locations for grants and incentives.*
- [10]** *Facilitate support between and among other non-governmental organizations.*
- [11]** *Branding at district level through signage, programs, and coordinated "face" of the area presented to the public..*
- [12]** *Education on "Retailing 101" provided to corridor business owners and operators.*
- [13]** *Programs matching or leveraging business investment such as façade grants and paint programs.*
- [14]** *Create programs such as business incubators and leverage contacts with colleges, etc...*
- [15]** *Organize coordinated lending program focused on corridor sites.*
- [16]** *Lighting, security, and CPTED programs implemented on a corridor-wide basis.*
- [17]** *Facilitate special events to bring local merchants and farmers to area on intermittent basis.*
- [18]** *Offer special events, close the street, create interest and activity at regular calendar intervals.*
- [19]** *Coordinate art exhibits between businesses in the corridor; offer for sale.*

PROPERTY IMPROVEMENTS

- [20]** *Make structural improvements or expansions to the building.*
- [21]** *Ensure that the shop front and surroundings are aesthetically pleasing.*
- [22]** *Improve the character of the street with storefront improvements such as display windows.*
- [23]** *Improve the display of store information and the aesthetics of the area with improved signage.*
- [24]** *Make improvements to create a more welcoming sidewalk presence for the building.*
- [25]** *Encourage a mix of complementary land uses within a site.*
- [26]** *Combination of interior and exterior improvements to the building.*

PUBLIC REALM IMPROVEMENTS

- [27]** *Paint bike lanes green to improve visibility to motorists.*
- [28]** *Add bike racks to make cycling hassle-free and encourage trips by bike..*
- [29]** *Add landscape buffer at transition between higher intensity uses and residential neighborhoods.*
- [30]** *Add pedestrian elements to facilitate crossing at intersections and mid-block location.*
- [31]** *Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.*
- [32]** *Plant trees in medians to cut down on scale of large street spaces.*
- [33]** *Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.*
- [34]** *Plant street trees to add shade to the sidewalk and improve pedestrian comfort.*
- [35]** *Add pedestrian-scaled lighting to improve safety and comfort for pedestrians after dark.*
- [36]** *Mark important community locations with signage, landscape, and other signals of community pride.*
- [37]** *Add on-street parking for improved customer access and pedestrian comfort.*



SEE PROTOTYPE SITE PG 61

SEE PROTOTYPE SITE PG 65

- KEY
- District Boundary
 - Opportunity Sites
 - Parcel 200'+ deep
 - Schools
 - Open Space
 - Street Trees
 - Median
 - Intersections Improvements
 - Alley System
 - Key Connections
 - Prototype Sites Area

Prototype Sites:

This prototype site, a “Main Street” site along Nebraska Avenue at Osborne Street, illustrates a redevelopment scenario with formalized alley access, public realm improvements, and a transition to the abutting neighborhood. The site has several challenges that are commonly found along the corridor, including:

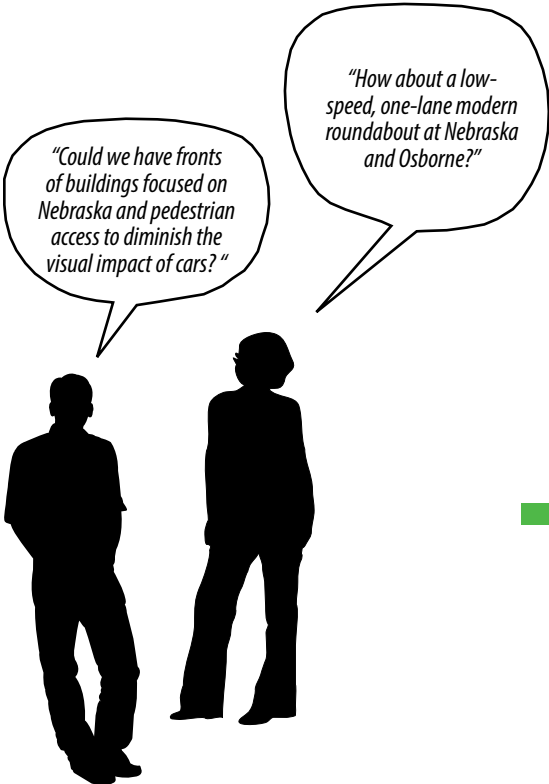
- Small size and narrow parcel depth
- Lack of area for potential parking
- Limited alternative access points
- Limited public realm improvements
- Abrupt transition to neighborhood

The site is situated at a more important cross street, Osborne Street, which makes it a more attractive location for commercial development. However, the physical challenges of the site limit redevelopment possibilities in its current configuration.

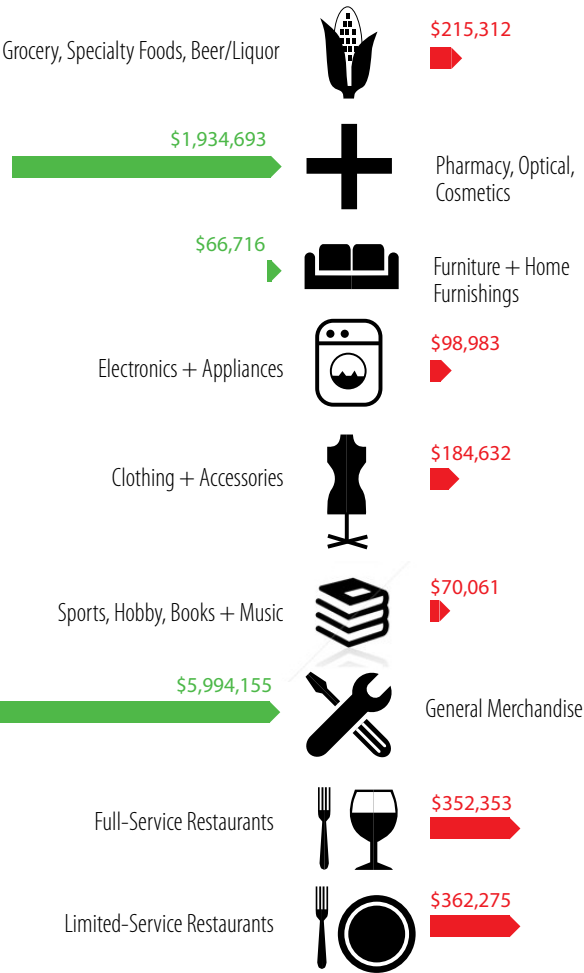
The scenarios on the following pages show significant redevelopment opportunities that are possible with the inclusion of multiple parcels.

Development and Economic Indicators:

These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.



ECONOMIC INFLOW AND OUTFLOW



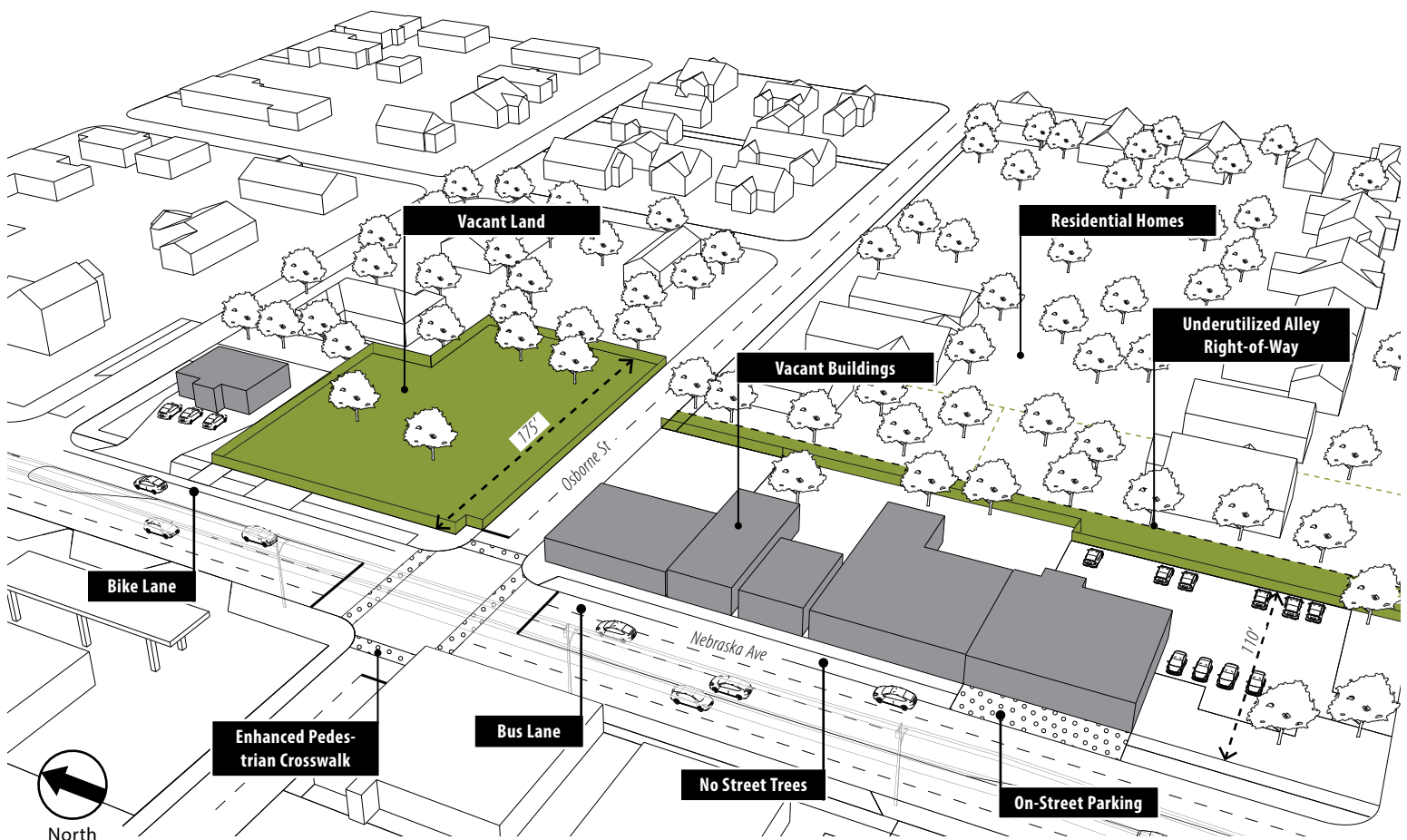


Prototype Site Study

A “Main Street” site along Nebraska Avenue illustrating a redevelopment scenario with formalized alley access, public realm improvements, and a transition to the abutting neighborhood.



EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

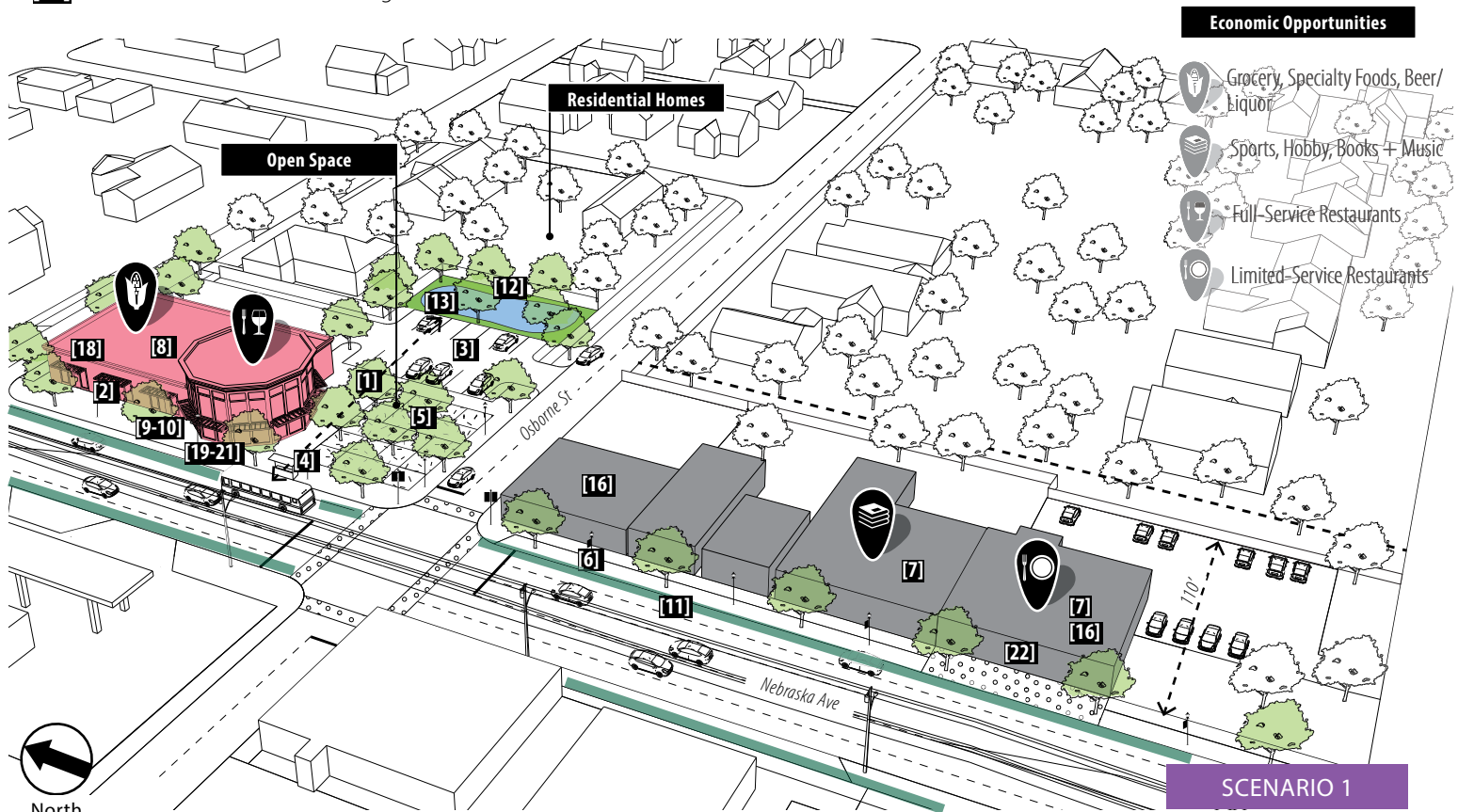
These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

- [1] Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure
- [2] With redevelopment, require 12' minimum sidewalk width from curb along Hillsborough
- [3] Require parking oriented to rear or side of building
- [4] Improve transit connections along Nebraska Avenue
- [5] Organize street market to increase activity in area
- [6] Improve lighting along Nebraska Avenue with focus on pedestrian safety and comfort
- [7] Improve existing buildings as part of redevelopment
- [8] New buildings as part of redevelopment
- [9] Provide street trees along Nebraska Avenue
- [10] Improve pedestrian lighting in public realm for safety and comfort
- [11] Paint continuous bike lanes along Nebraska Avenue

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [12] Provide wall/buffer at rear of site to manage residential transition
- [13] Provide common stormwater management area for multiple sites
- [14] Coordinate art exhibits between businesses in the corridor; offer for sale
- [15] Apply paint and patch programs to buildings not redeveloped
- [16] Prioritize this location for grant funding to support shared infrastructure
- [17] Coordinate "Retailing 101" course for local businesses
- [18] Provide mix of commercial and residential uses with redevelopment of the site
- [19] Widen sidewalks to 12' minimum as part of redevelopment
- [20] Add bike racks with redevelopment site
- [21] Add on-street parking as part of site redevelopment



SCENARIO 1

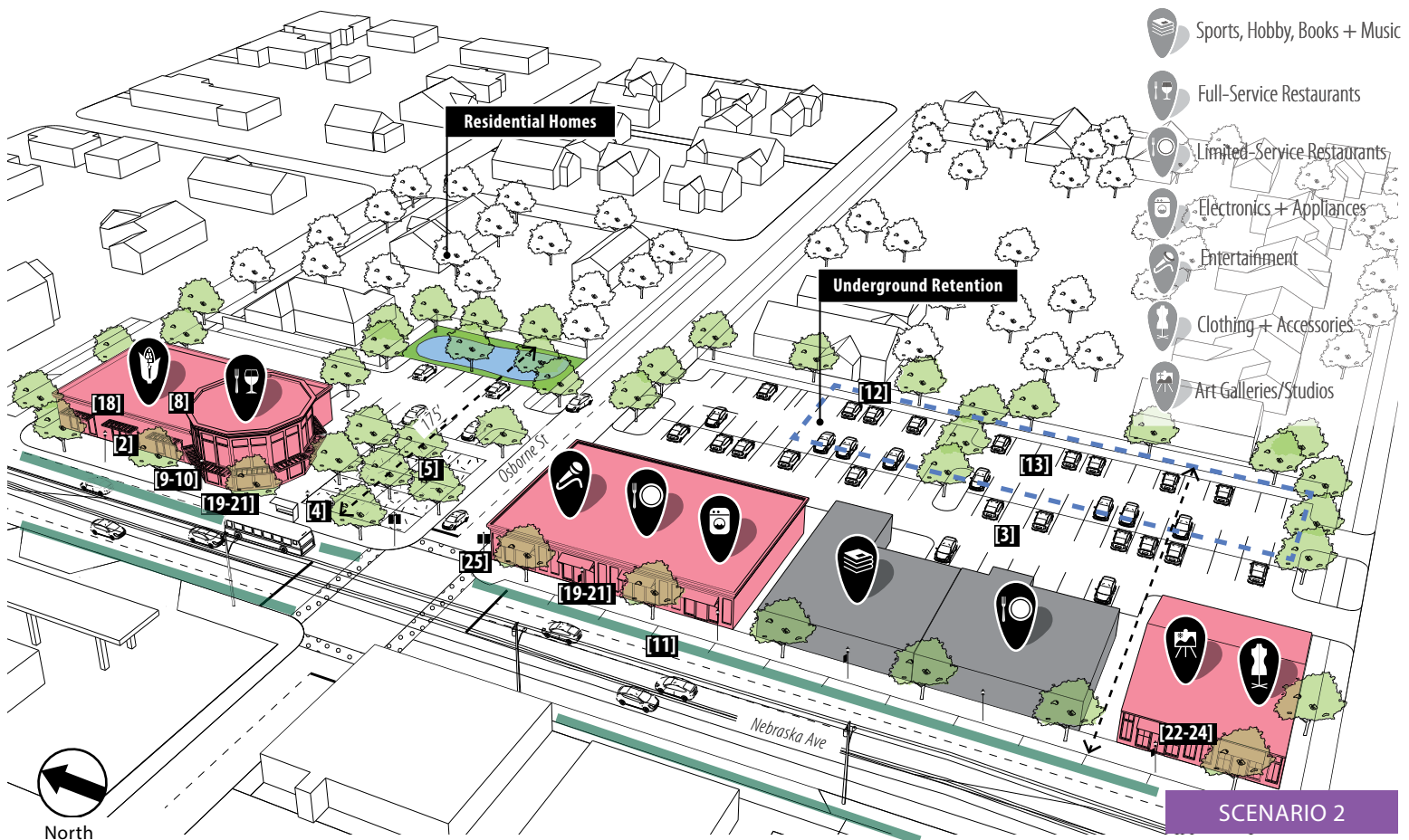


LONG TERM PROGRAMS & INVESTMENTS

These are long-term strategies to be incorporated into capital programs in the future.

- [22] Make facade changes to improve street face of buildings
- [23] Coordinate signage with redevelopment
- [24] Ensure that sidewalks is activated with seating/outdoor dining
- [25] Create district branding effort through signage

Scenario 1 shows how this redevelopment can be organized with new access and connection points from Osborne Avenue, a neighborhood-scale open space at the corner to organize the site, parking located to the rear of the site, and stormwater located to serve as a buffer to the neighborhood. Scenario 2 expands the opportunity to show a redeveloped block south of Osborne Street, where the site has been allowed to expand back away from Nebraska Avenue by the depth of one residential lot, creating a depth of approximately 200', which is adequate for mixed-use development and can allow alley cross access to extend between blocks. In this case, stormwater is managed in cells under the parking lot while a wall is provided as buffer to the houses adjacent to the site.



Prototype Sites:

This prototype site, a vacant series of parcels north of Martin Luther King Boulevard along Nebraska Avenue, is intended to show how new mixed-use development can transition to residential uses on the edge and facilitate an improved public realm along Nebraska Avenue. The redevelopment scenarios include new alley access, public realm improvements, and a transition to the abutting neighborhood. The site has several challenges that are commonly found along the corridor, including:

- Small size and narrow parcel depth of commercial properties
- Lack of area for potential parking
- Limited public realm improvements
- Abrupt transition to abutting neighborhoods

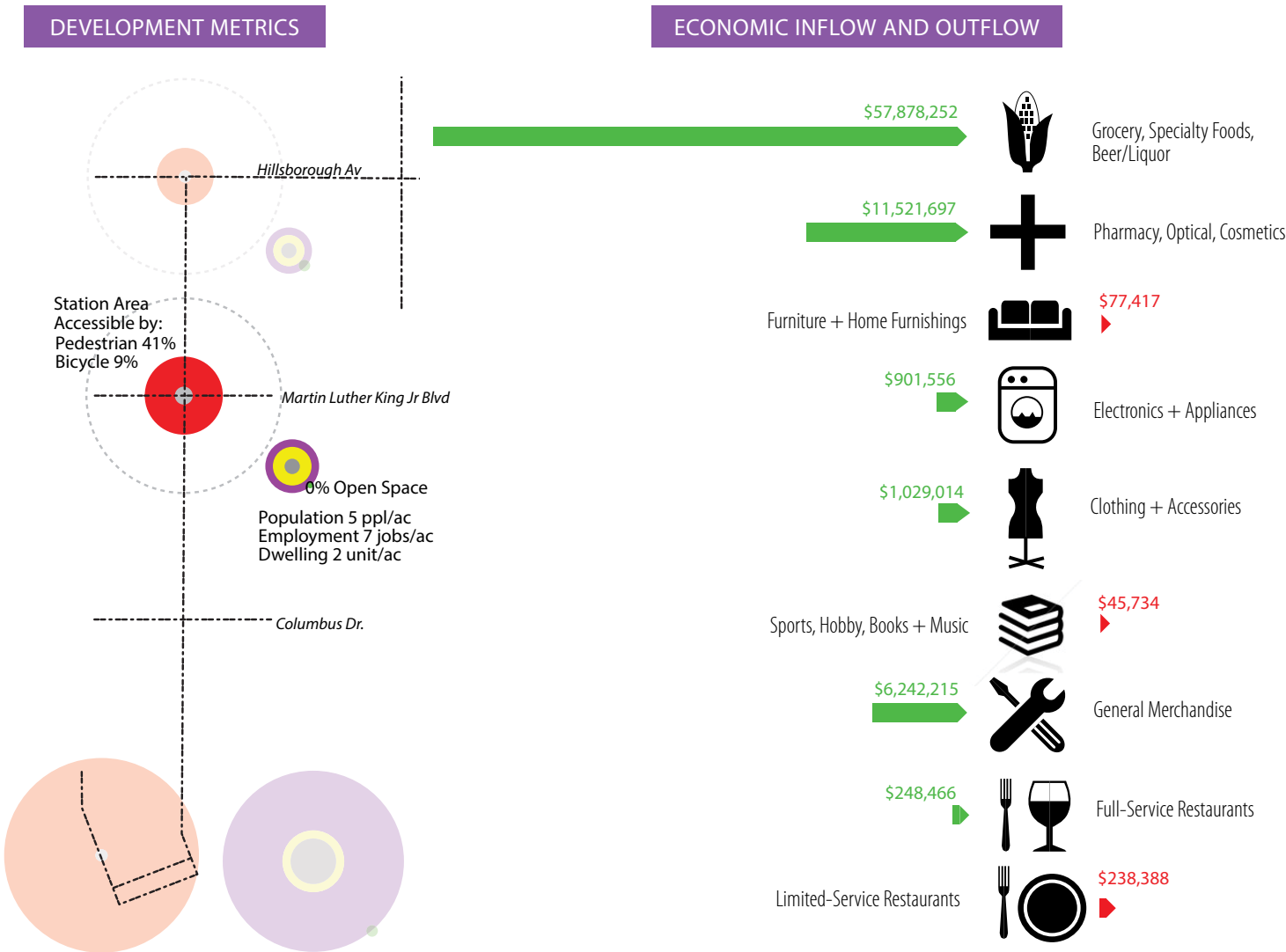
The site is located near an important cross street with interstate access, Martin Luther King Boulevard, which

makes it a more attractive location for commercial development. However, the physical challenges of the site limit redevelopment possibilities in its current configuration.

The scenarios on the following pages show significant redevelopment that is possible with the inclusion of multiple parcels.

Development and Economic Indicators:

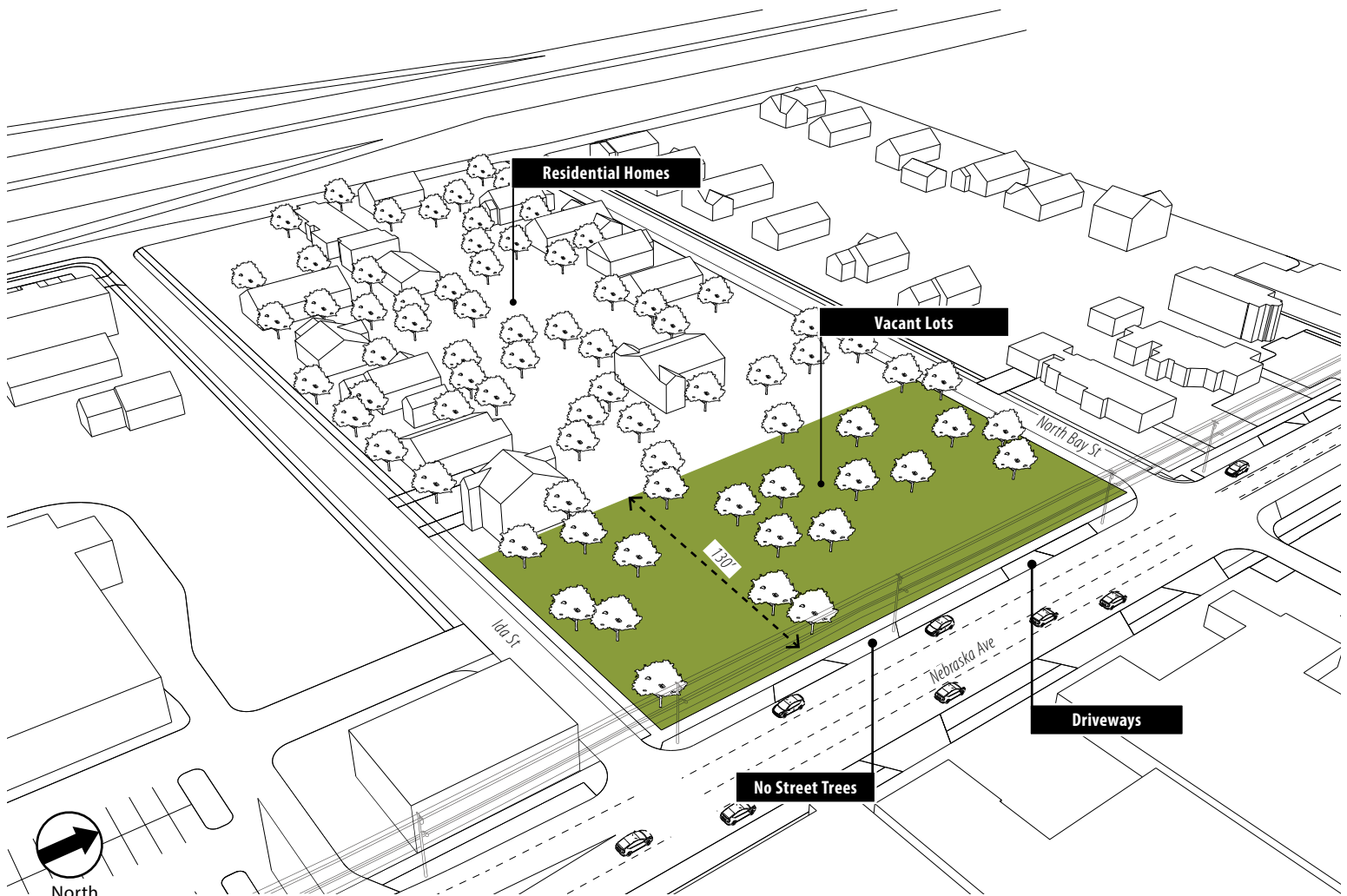
These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.





A vacant site intended to show how new mixed-use development can transition to residential uses on the edge and facilitate an improved public realm along Nebraska Avenue

EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

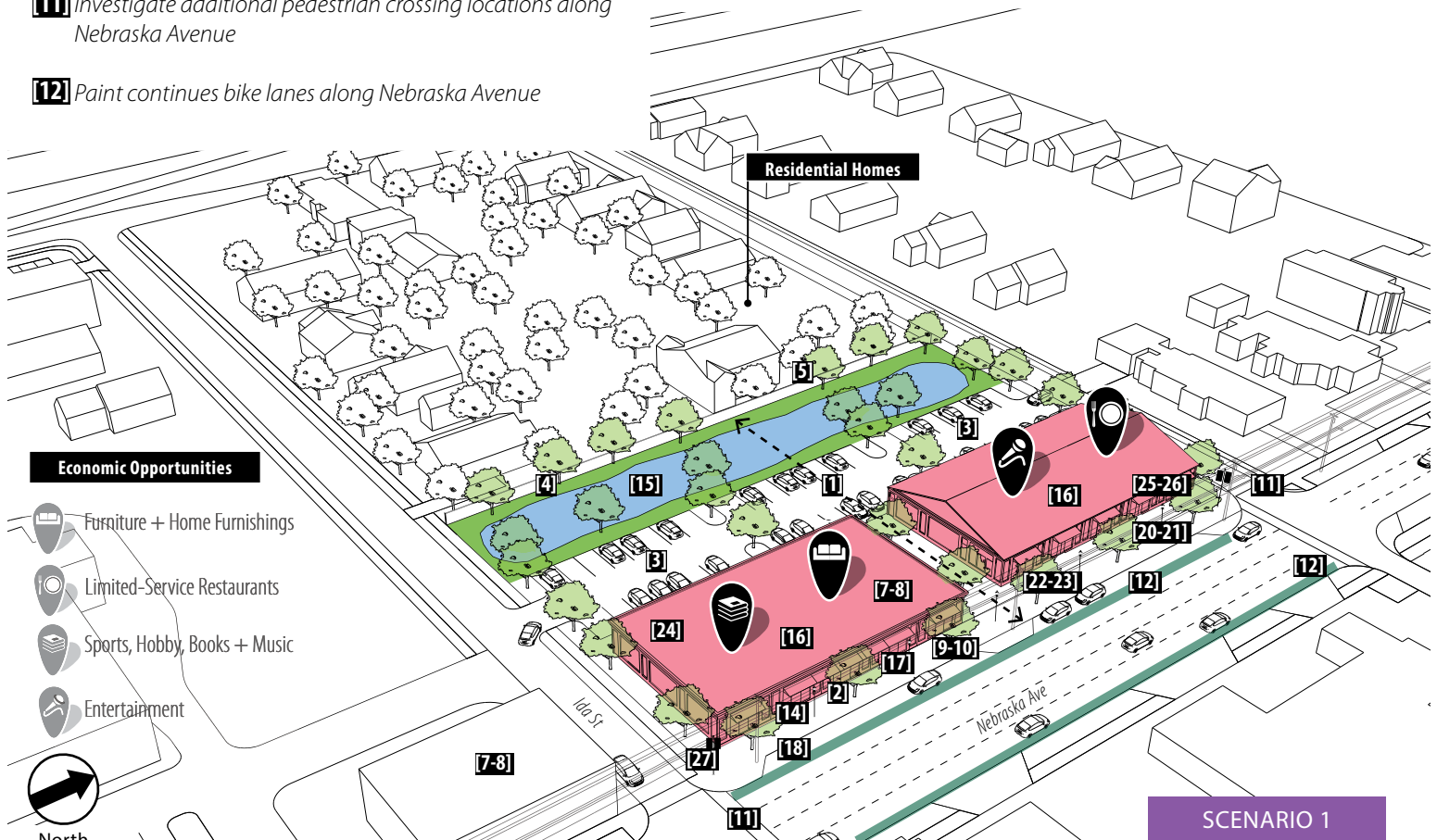
These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

- [1] Allow increased site depth to improve developability
- [2] With redevelopment, require 12' minimum sidewalk width from curb along Hillsborough
- [3] Require parking oriented to rear or side of building
- [4] Provide wall and landscape buffer between parking and existing residential
- [5] Implement programs matching or leveraging business investment in buildings
- [6] Prioritize corridor locations for grant funding
- [7] Support renovation/repurposing of buildings not redeveloped
- [8] Improve facades through building storefront renovations
- [9] Provide street trees along Nebraska Avenue
- [10] Add pedestrian-scale street lighting as part of redevelopment
- [11] Investigate additional pedestrian crossing locations along Nebraska Avenue
- [12] Paint continuous bike lanes along Nebraska Avenue

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [13] Create intermittent medians with planting in the center of Nebraska Avenue
- [14] Locate building at edge of 12' minimum sidewalk
- [15] Incorporate stormwater as residential open space amenity
- [16] Require mixed/multi-use with redevelopment
- [17] Provide wider sidewalk on Nebraska Avenue as part of redevelopment
- [18] Add on-street parking as part of redevelopment



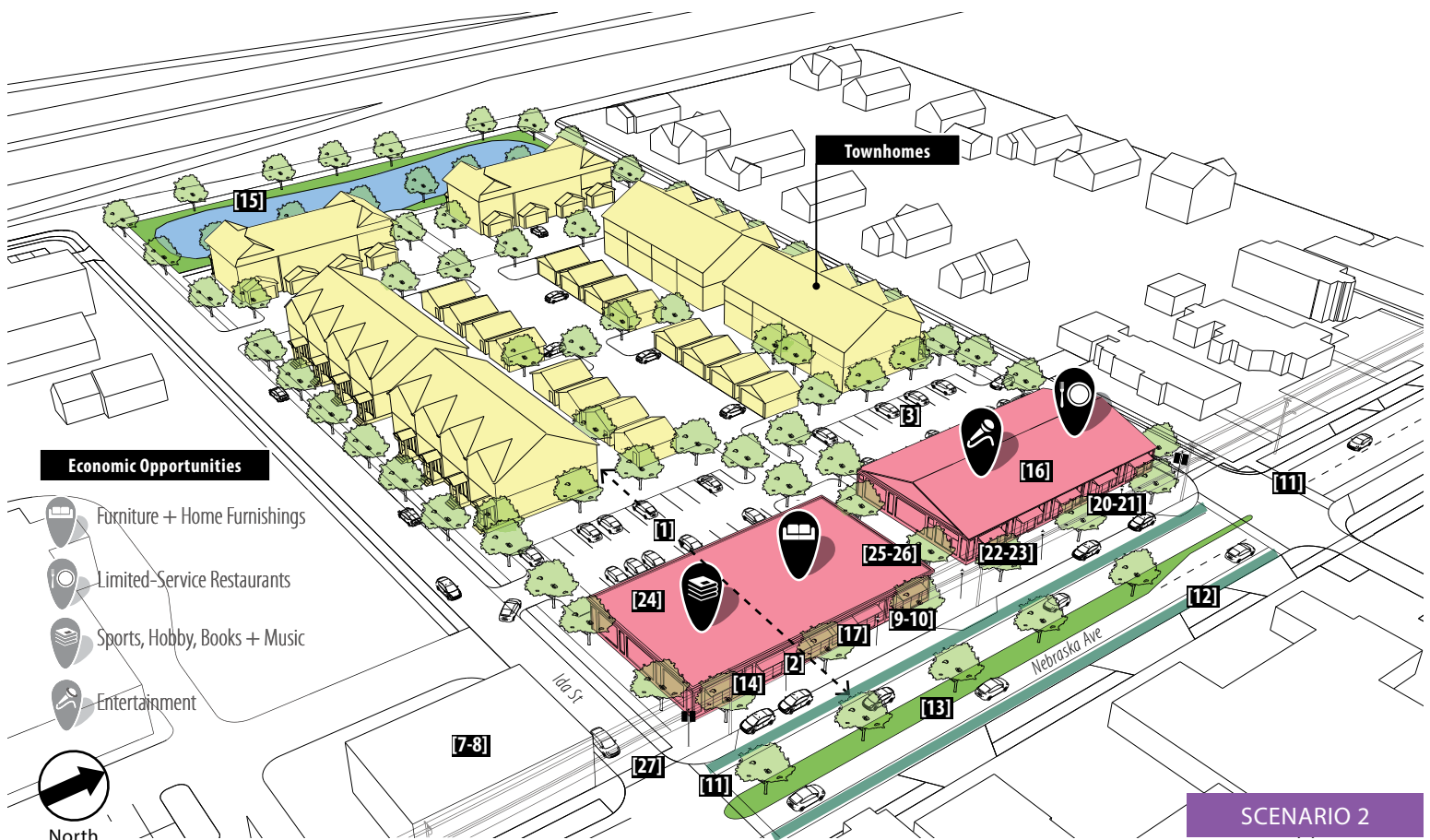
SCENARIO 1

LONG TERM PROGRAMS & INVESTMENTS

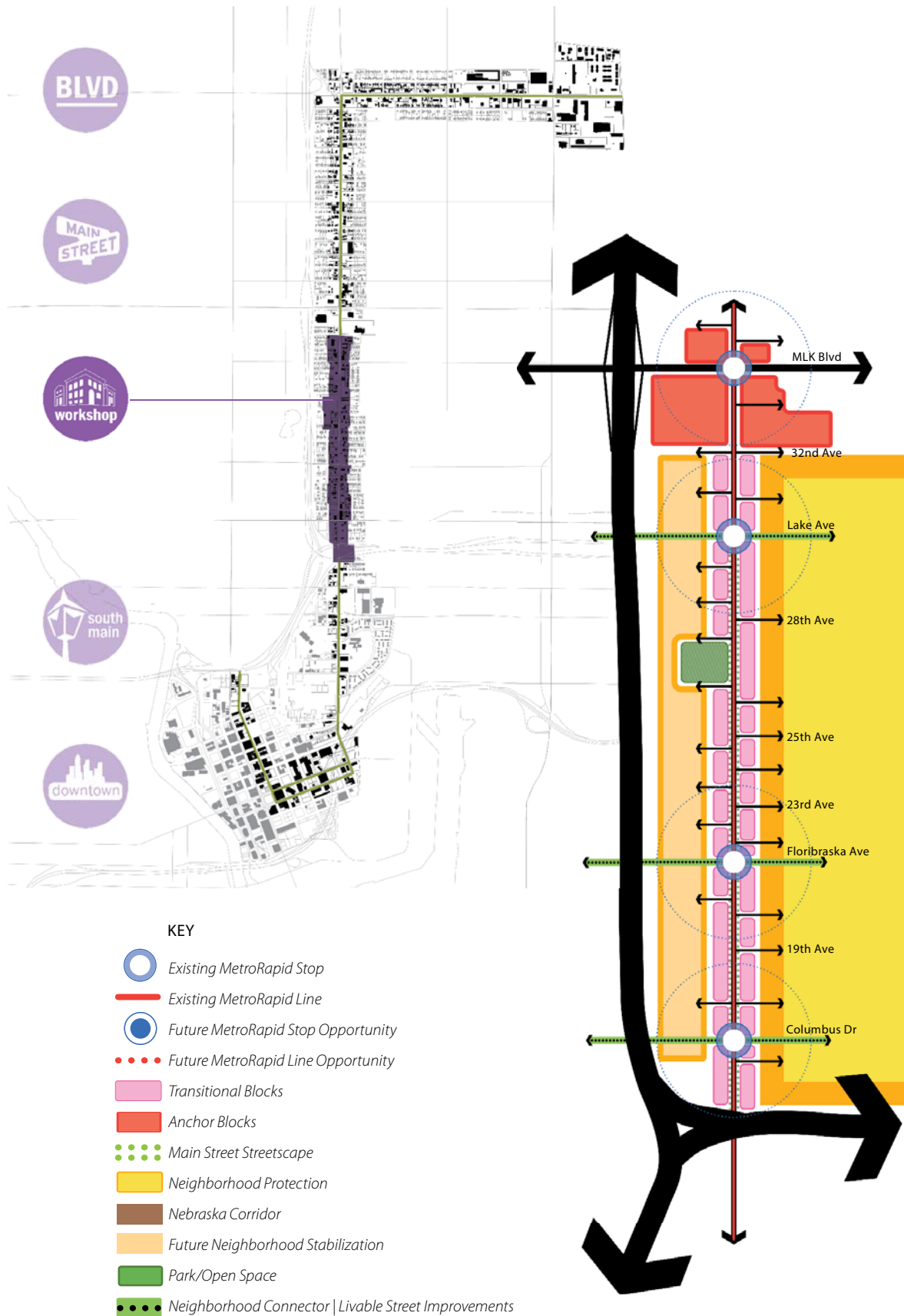
These are long-term strategies to be incorporated into capital programs in the future.

- [19] *Improve transit headways and reliability*
- [20] *Organize street market to activate sidewalk*
- [21] *Coordinate art exhibitions between businesses in the corridor; offer for sale*
- [22] *Improve lighting and site configuration for CPTED principals*
- [23] *Create branding and district level through signage, programs, and coordinated "face" of the area*
- [24] *New investment in form of infill and redevelopment*
- [25] *Coordinate building signage with district-wide branding*
- [26] *Upgrade sidewalks presence of buildings through windows and active storefronts*
- [27] *Provide signage coordinated with the district-wide wayfinding*

Scenario 1 shows redevelopment of the parcels fronting Nebraska Avenue. It has allowances for improved streetscape along Nebraska Avenue, including on-street parking, street trees, and wider sidewalks, with buildings placed at the edge of the sidewalk. Parking is located to the rear of the parcel, with stormwater acting as a green buffer to the residences that abut the development. Scenario 2 shows a larger-scale redevelopment that incorporates increased residential density within the block and shares access, parking, and stormwater infrastructure with the Nebraska frontage to improve site efficiency.



SCENARIO 2





Celebrate the eclectic mix of industry and commercial uses north and south of Floribaska to create a more attractive setting for jobs, daily needs retail, and proximate residential

This district, with a wider variety of building types, from residential homes to retail to workplace, can be situated to become the neighborhood's "working main street" with commercial uses situated to support the larger amount of employment in this portion of the corridor.

The eclectic nature of the buildings along the corridor should be maintained and celebrated as part of the character of the corridor. New infill buildings can have a wider palette of building types as inspiration.

With this varied set of buildings, the public realm becomes the glue that ties the district together. Street

trees and sidewalk improvements are needed throughout the district. The physical constraints of Nebraska Avenue may limit the amount of on-street parking that can be provided, so new development should add on-street parking behind the curb with setbacks increased to allow this activity along with a wide sidewalk.

Existing industrial/employment uses along the corridor should be encouraged and potentially even incentivized to make building and site improvements that soften their appearance along the street, with landscaping and materials more in line with a commercial main street than a back-of-house location.

POLICY

- [1]** *Provide personal support and expedited review/decisions for development in the corridor.*
- [2]** *Require sidewalk to be expanded to 12' width and building located at sidewalk edge.*
- [3]** *Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.*
- [4]** *Provide an alley (or connect to an existing alley) for access from side street rather than front street.*
- [5]** *Require parking to be placed at the back or side of the new/renovated building.*
- [6]** *Require a landscaped buffer between commercial uses and neighborhood residential uses.*
- [7]** *Require stormwater to be treated in rain garden or other amenity open space.*

PROGRAM

- [8]** *Branding at district level through signage, programs, and coordinated "face" of the area presented to the public.*
- [9]** *Prioritize corridor locations above other locations for grants and incentives.*
- [10]** *Facilitate support between and among other non-governmental organizations.*
- [11]** *Create location for small businesses to start and "graduate" to locations along corridor.*
- [12]** *Programs matching or leveraging business investment such as façade grants and paint programs.*
- [13]** *Create programs such as business incubators and leverage contacts with colleges, etc...*
- [14]** *Organize coordinated lending program focused on corridor sites.*
- [15]** *Lighting, security, and CPTED programs implemented on a corridor-wide basis.*
- [16]** *Facilitate special events to bring local merchants and farmers to area on intermittent basis.*
- [17]** *Offer special events, close the street, create interest and activity at regular calendar intervals.*
- [18]** *Coordinate art exhibits between businesses in the corridor; offer for sale.*

PROPERTY IMPROVEMENTS

- [19]** *Make structural improvements or expansions to the building.*
- [20]** *Ensure that the shop front and surroundings are aesthetically pleasing.*
- [21]** *Improve the display of store information and the aesthetics of the area with improved signage.*
- [22]** *Encourage a mix of complementary land uses within a site.*
- [23]** *Combination of interior and exterior improvements to the building.*

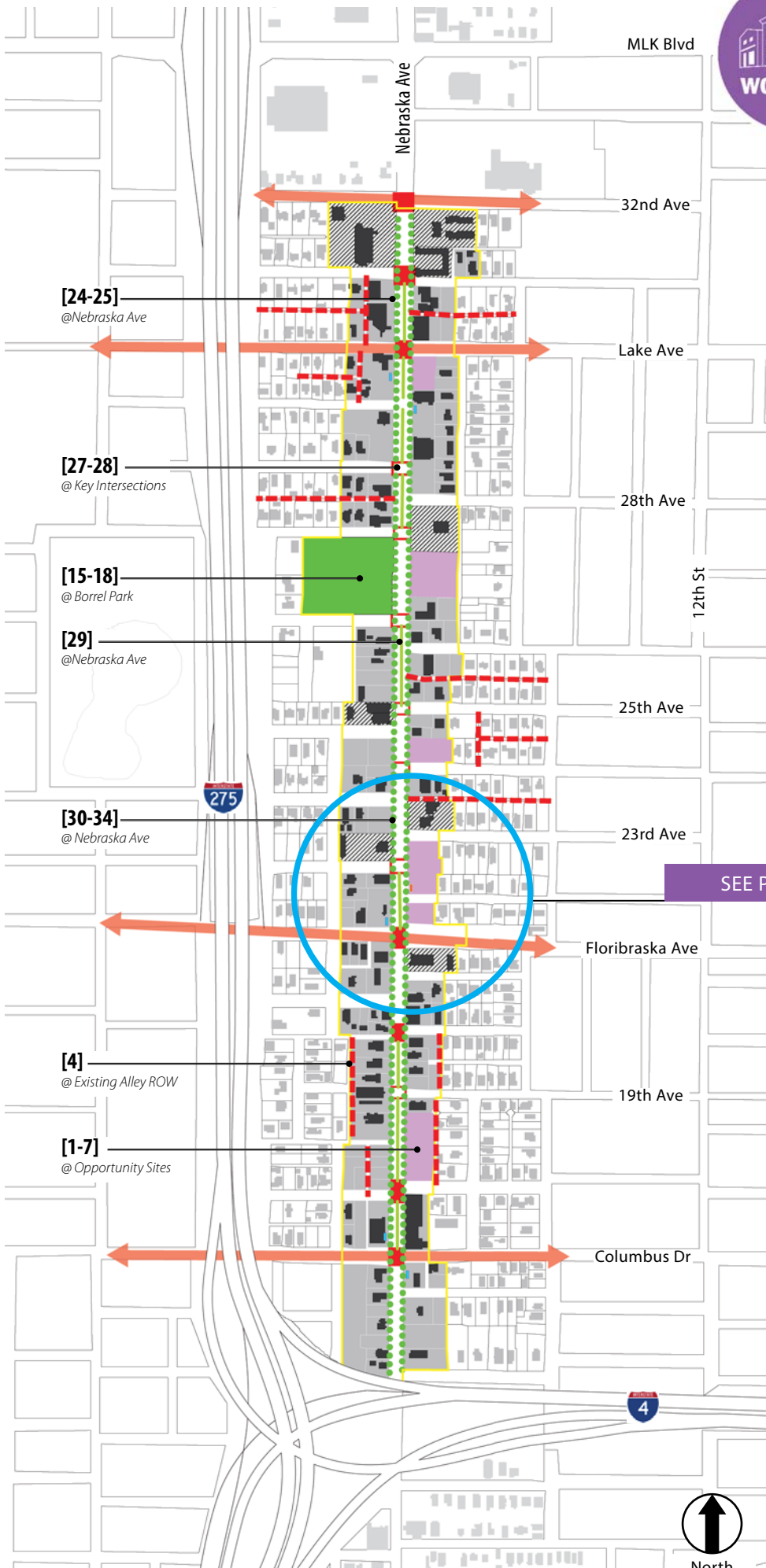
PUBLIC REALM IMPROVEMENTS

- [24]** *Paint bike lanes green to improve visibility to motorists.*
- [25]** *Add bike racks to make cycling hassle-free and encourage trips by bike.*
- [26]** *Add landscape buffer at transition between higher intensity uses and residential neighborhoods.*
- [27]** *Add pedestrian elements to facilitate crossing at intersections and mid-block location.*
- [28]** *Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.*
- [29]** *Plant trees in medians to cut down on scale of large street spaces.*
- [30]** *Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.*
- [31]** *Plant street trees to add shade to the sidewalk and improve pedestrian comfort.*
- [32]** *Add pedestrian-scaled lighting to improve safety and comfort for pedestrians after dark.*
- [33]** *Mark important community locations with signage, landscape, and other signals of community pride.*
- [34]** *Add on-street parking for improved customer access and pedestrian comfort.*



Key Strategies

"This area has many small, historic neighborhood commercial parcels and a strong mix of commercial and residential structures that may also need beautifying and a strategy to effectively co-exist with these larger industrial workshops"



SEE PROTOTYPE SITE PG 73

KEY

- District Boundary
- Opportunity Sites
- Parcel 200'+ deep
- Schools
- Open Space
- Street Trees
- Median
- Intersections Improvements
- Alley System
- Key Connections
- Prototype Sites Area

Prototype Sites:

This prototype site, narrow and marginally-developable set of parcels north of Floribrasca Avenue along Nebraska Avenue, is intended to explain how a site can be expanded to create an improved edge as a transition between the corridor and neighborhood and how new mixed-use development can transition to residential uses on the edge and facilitate an improved public realm along Nebraska Avenue. The redevelopment scenarios include new alley access, public realm improvements, and a transition to the abutting neighborhood.

The site has several challenges that are commonly found along the corridor, including:

- Small size and narrow parcel depth of commercial properties
- Lack of area for potential parking
- Limited public realm improvements
- Abrupt transition to abutting neighborhoods



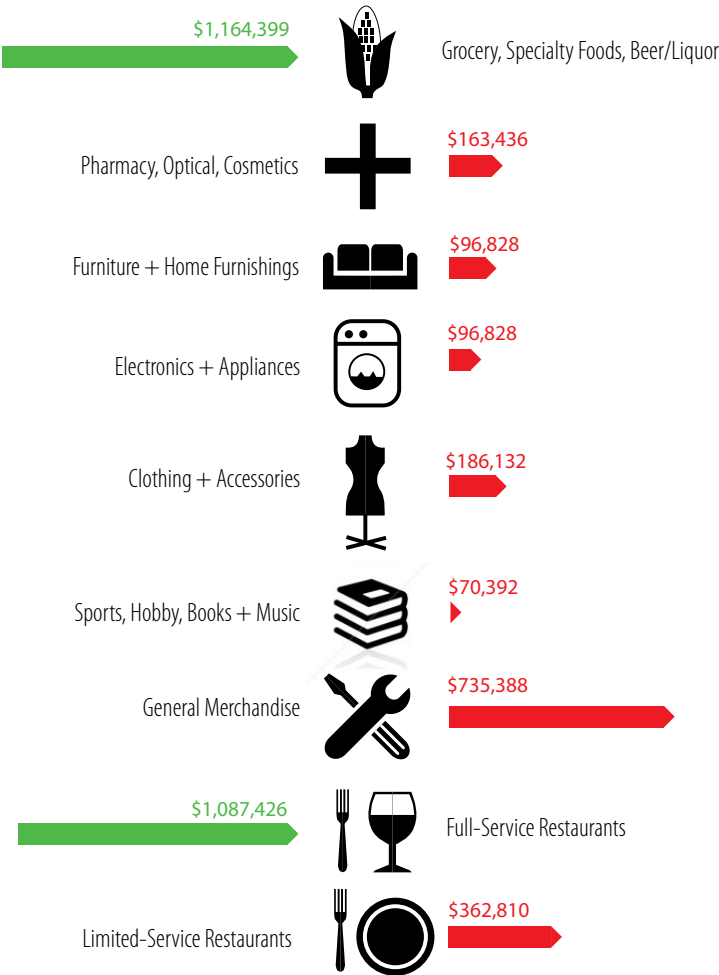
The site is located near an important cross street with partial interstate access, Floribrasca Avenue, which makes it a more attractive location for commercial development. However, the physical challenges of the site limit redevelopment possibilities in its current configuration.

The scenarios on the following pages show significant redevelopment scenarios that are possible with the inclusion of multiple parcels.

Development and Economic Indicators:

These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.

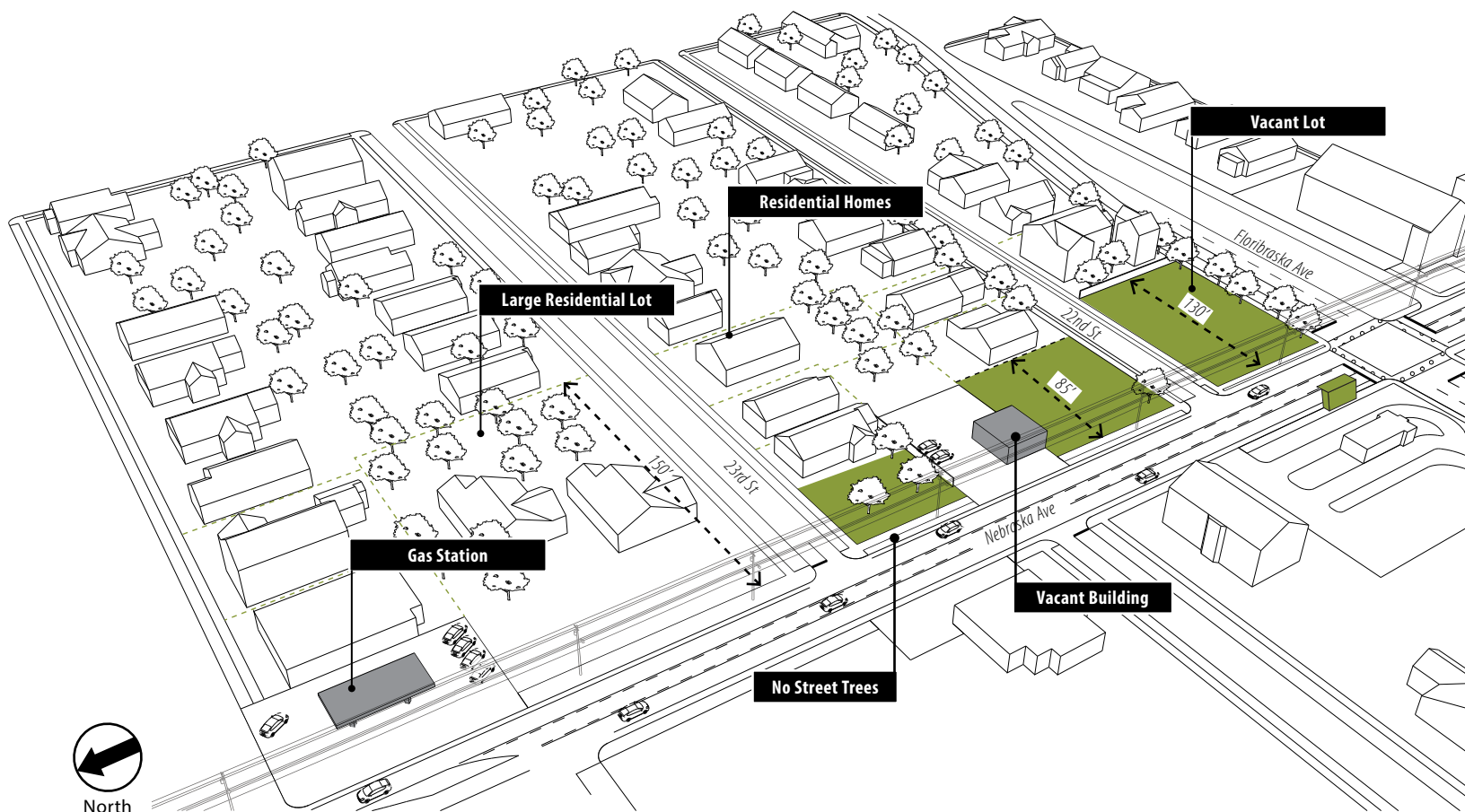
ECONOMIC INFLOW AND OUTFLOW





This site explains how a narrow and marginally-developable site can be expanded to create an improved edge as a transition between the corridor and neighborhood

EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

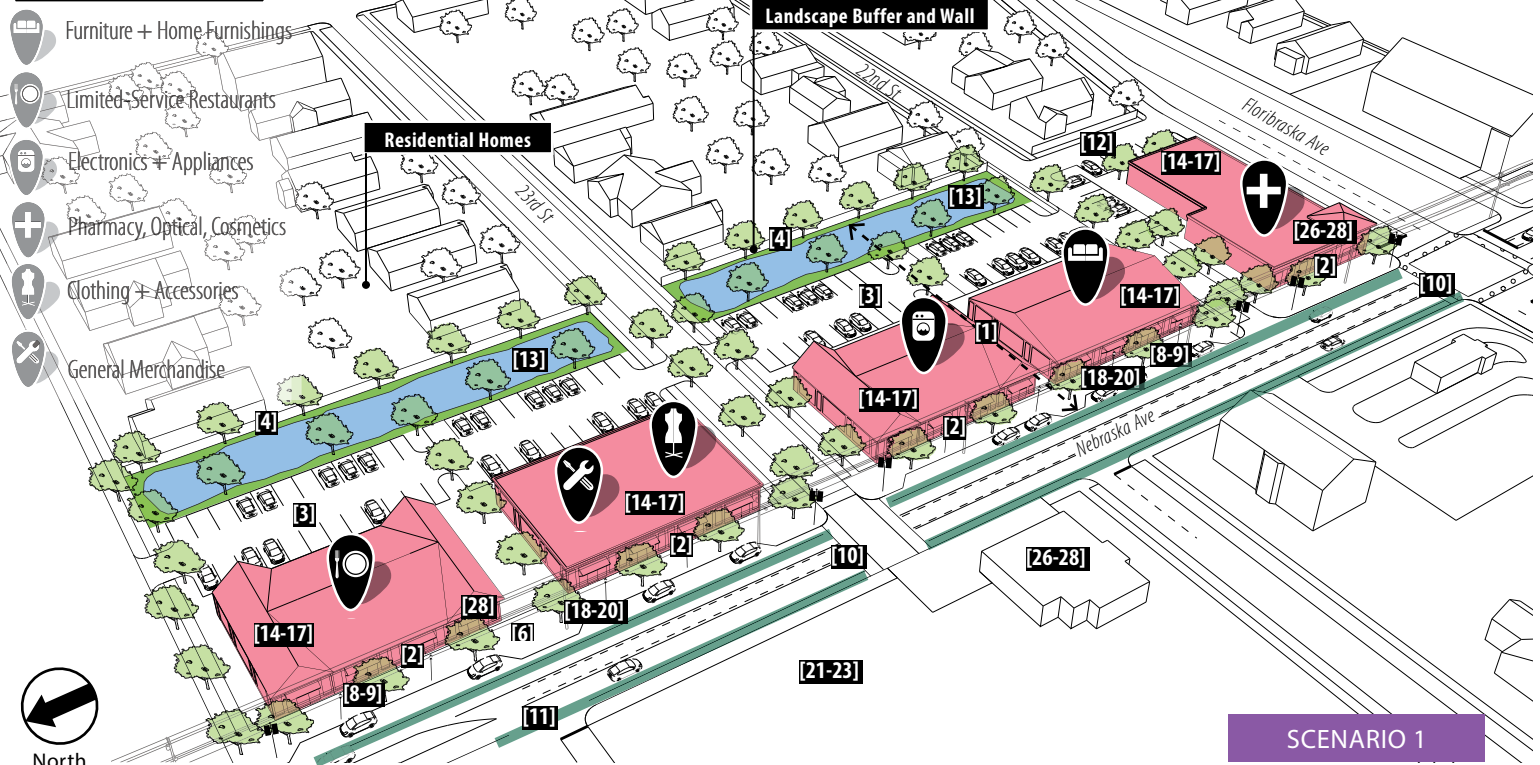
- [1] Allow up to 200' of parcel depth for commercial uses with buffer
- [2] Require 12' minimum width sidewalk with building placed at back of sidewalk
- [3] Require parking to be placed at back of parcel with redevelopment
- [4] Require buffer between commercial uses and neighborhood
- [5] Facilitate special events to bring local merchants and farmers to areas on intermittent basis
- [6] Improve pedestrian lighting along Nebraska Avenue
- [7] Offer incentives such as "paint and patch" programs to improve upkeep
- [8] Plant street trees along Nebraska Avenue to improve pedestrian comfort
- [9] Add street lighting, with a particular focus on pedestrian safety
- [10] Improve pedestrian crossing conditions at Floribaska Avenue
- [11] Paint continues bike lanes along Nebraska Avenue

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [12] Provide alley access connection as part of redevelopment
- [13] Shared stormwater infrastructure for multiple development sites
- [14] Focus mixed and multi-use for redevelopment sites
- [15] Ensure that the shop fronts and surroundings are aesthetically pleasing
- [16] Combination of interior and exterior improvements to the building
- [17] Make improvements to create a more welcoming sidewalk presence for the building
- [18] Improve sidewalk along Nebraska Avenue and widen with redevelopment
- [19] Add on-street parking through redevelopment
- [20] Add bike racks in coordination with redevelopment
- [21] Prioritize corridor locations above other locations for grants and incentives

Economic Opportunities

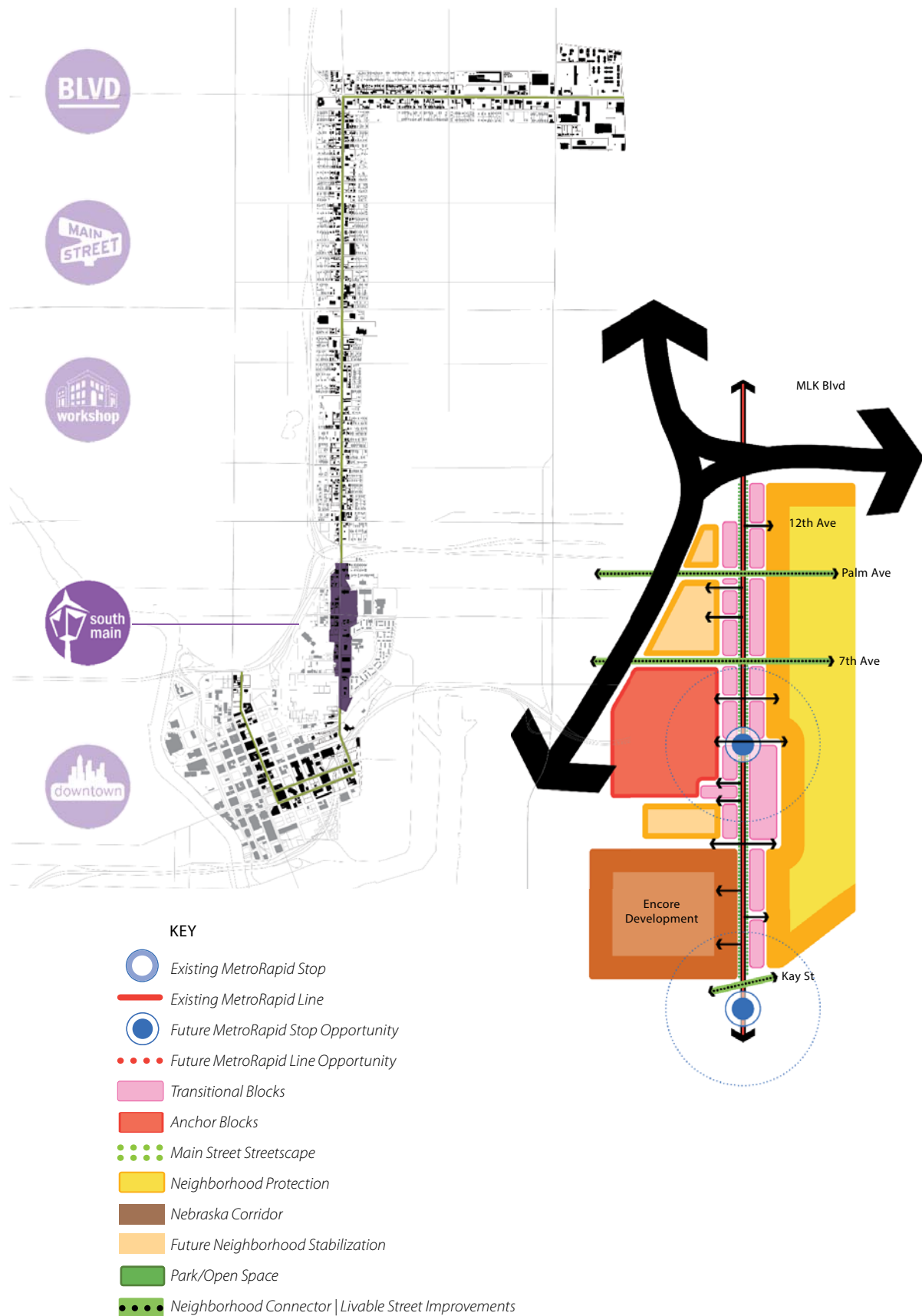


SCENARIO 1

- [22]** *Organize seasonal festival to animate street*
- [23]** *Utilize vacant site to create location for small business to start and “graduate” to locations along the corridor*
- [24]** *Facilitate support between and among other non-governmental organizations*
- [25]** *Organize coordinated lending program among community development banks focused on corridor sites*
- [26]** *Improve the character of the street with storefront improvements such as display windows*
- [27]** *Improve the display of store information and the aesthetics of the area with improved signage*
- [28]** *Coordinate building signage with district-wide branding*
- [29]** *Create intermittent medians with planting in the center of Nebraska Avenue*

Scenario 1, with a full 200' of commercial development, includes at least one currently residential parcel in the footprint. It shows redevelopment of the parcels fronting Nebraska Avenue, with allowances for improved streetscape along Nebraska Avenue, including on-street parking, street trees, and wider sidewalks, with buildings placed at the edge of the sidewalk. Parking is located to the rear of the parcel, with stormwater acting as a green buffer to the residences that abut the development. Scenario 2 shows a larger-scale redevelopment that incorporates increased density (either residential or commercial) within the block. This is made possible by underground stormwater management, allowing for a larger parking footprint for the site, with the same shared access, parking, and stormwater infrastructure concept as Scenario 1.





Note: Transitional Blocks indicate areas where additional commercial depth is recommended.



Re-brand Nebraska south of Interstate 4 as the vital linkage between new investment such as Encore with historic neighborhoods of Ybor City, Tampa Heights and VM Ybor

This portion of the corridor is the linkage and gateway between historic Ybor City and Tampa Heights, serving an important connection purpose between these two neighborhoods and the cultural and commercial amenities they include.

As the area redevelops, this portion of Nebraska Avenue will evolve to take on a neighborhood main street character, with a growing commercial service sector to complement the institutions already located along the corridor.

Strategies here are focused on public realm improvements – sidewalks, street trees, and lighting – to improve the pedestrian quality of the corridor. Similar to other parts of the corridor, redevelopment should include an extension of the alley system to both facilitate access and encourage transition to the surrounding uses through changes in building intensity and orientation. Programmatic improvements should be pursued as development occurs and a critical mass of businesses is created.

POLICY

- [1]** Create programs such as business incubators and leverage contacts with colleges, etc. . .
- [2]** Provide an alley (or connect to an existing alley) for access from side street rather than front street.
- [3]** Require parking to be placed at the back or side of the new/renovated building.
- [4]** Require a landscaped buffer between commercial uses and neighborhood residential uses.
- [5]** Require sidewalk to be expanded to 12' width and building located at sidewalk edge.
- [6]** Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.
- [7]** Require stormwater to be treated in rain garden or other amenity open space.

PROGRAM

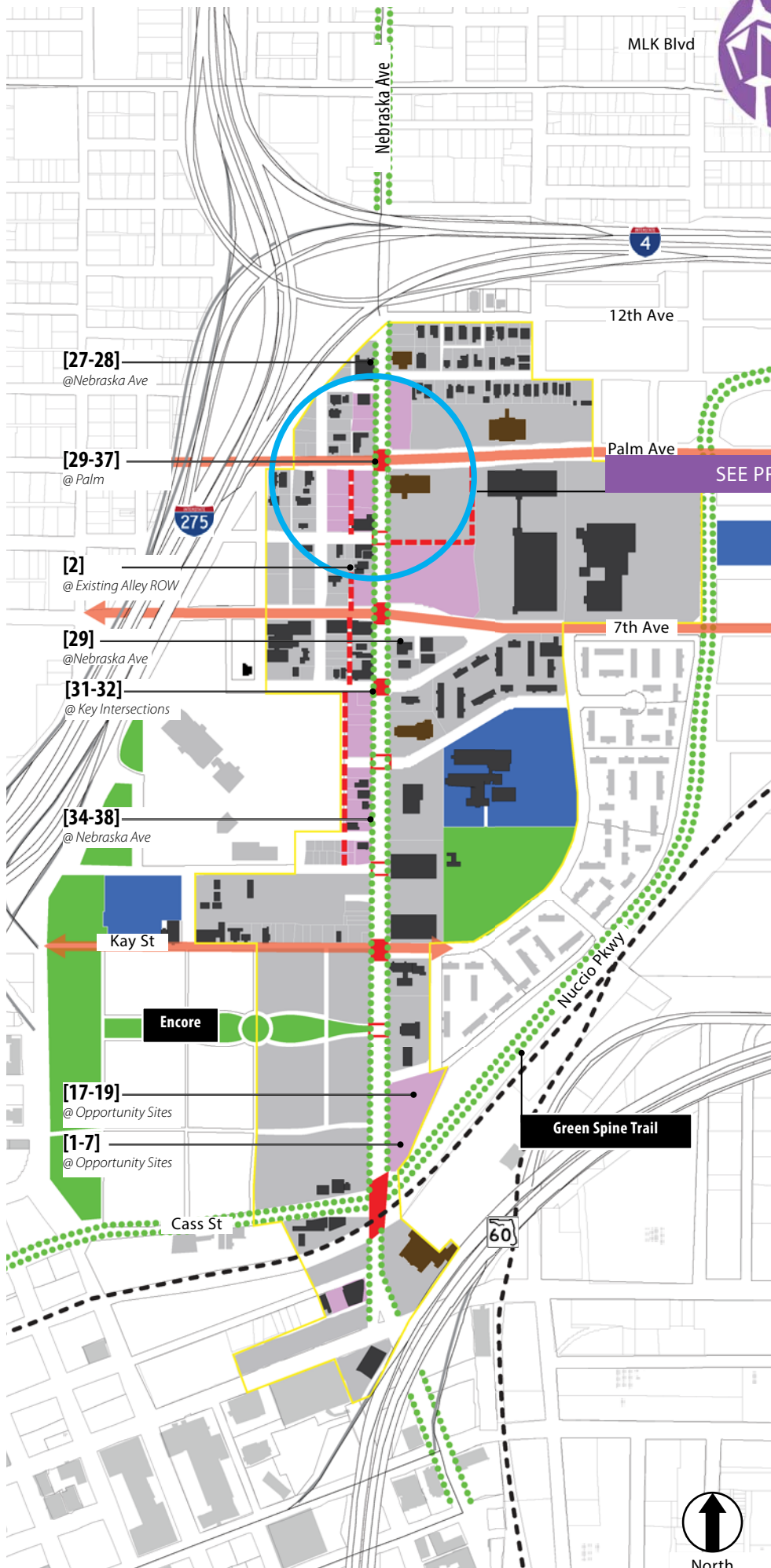
- [8]** Pursue Florida Main Street designation and associated programs.
- [9]** Prioritize corridor locations above other locations for grants and incentives.
- [10]** Facilitate support between and among other non-governmental organizations.
- [11]** Branding at district level through signage, programs, and coordinated "face" of the area presented to the public.
- [12]** Education on "Retailing 101" provided to corridor business owners and operators.
- [13]** Programs matching or leveraging business investment such as façade grants and paint programs.
- [14]** Provide personal support and expedited review/decisions for development in the corridor.
- [15]** Organize coordinated lending program focused on corridor sites.
- [16]** Lighting, security, and CPTED programs implemented on a corridor-wide basis.
- [17]** Facilitate special events to bring local merchants and farmers to area on intermittent basis.
- [18]** Offer special events, close the street, create interest and activity at regular calendar intervals.
- [19]** Coordinate art exhibits between businesses in the corridor; offer for sale.

PROPERTY IMPROVEMENTS

- [20]** Make structural improvements or expansions to the building.
- [21]** Ensure that the shop front and surroundings are aesthetically pleasing.
- [22]** Improve the character of the street with storefront improvements such as display windows.
- [23]** Improve the display of store information and the aesthetics of the area with improved signage.
- [24]** Make improvements to create a more welcoming sidewalk presence for the building.
- [25]** Encourage a mix of complementary land uses within a site.
- [26]** Combination of interior and exterior improvements to the building.

PUBLIC REALM IMPROVEMENTS

- [27]** Paint bike lanes green to improve visibility to motorists.
- [28]** Add bike racks to make cycling hassle-free and encourage trips by bike.
- [29]** Add landscape buffer at transition between higher intensity uses and residential neighborhoods.
- [30]** Add a low wall at the back of sidewalk adjacent to parking to maintain consistency with building edge.
- [31]** Add pedestrian elements to facilitate crossing at intersections and mid-block location.
- [32]** Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.
- [33]** Plant trees in medians to cut down on scale of large street spaces.
- [34]** Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.
- [35]** Plant street trees to add shade to the sidewalk and improve pedestrian comfort.
- [36]** Add pedestrian-scaled lighting to improve safety and comfort for pedestrians after dark.
- [37]** Mark important community locations with signage, landscape, and other signals of community pride.
- [38]** Add on-street parking for improved customer access and pedestrian comfort.



SEE PROTOTYPE SITE PG 81

KEY

- District Boundary
- Opportunity Sites
- Parcel 200'+ deep
- Schools
- Open Space
- Street Trees
- Median
- Intersections Improvements
- Alley System
- Key Connections
- Prototype Sites Area



Prototype Sites:

This prototype site sits at the gateway and linkage between Ybor City and the Tampa Heights neighborhood. It could potentially be key commercial corner, and is a sizable site with a portion in public ownership. The development concept is intended to illustrate a coordinated infrastructure and site improvements with a mixed-use development scheme while facilitating an improved public realm along Nebraska Avenue. The redevelopment scenarios include new alley access, public realm improvements, and a residential transition to the abutting homes. The site has several challenges that are commonly found along the corridor, including:

- Small size and narrow parcel depth of commercial properties
- Lack of area for potential parking
- Compromised access from Nebraska
- Lack of on-street parking to support street front retail
- Narrow sidewalk and poor pedestrian conditions along Nebraska

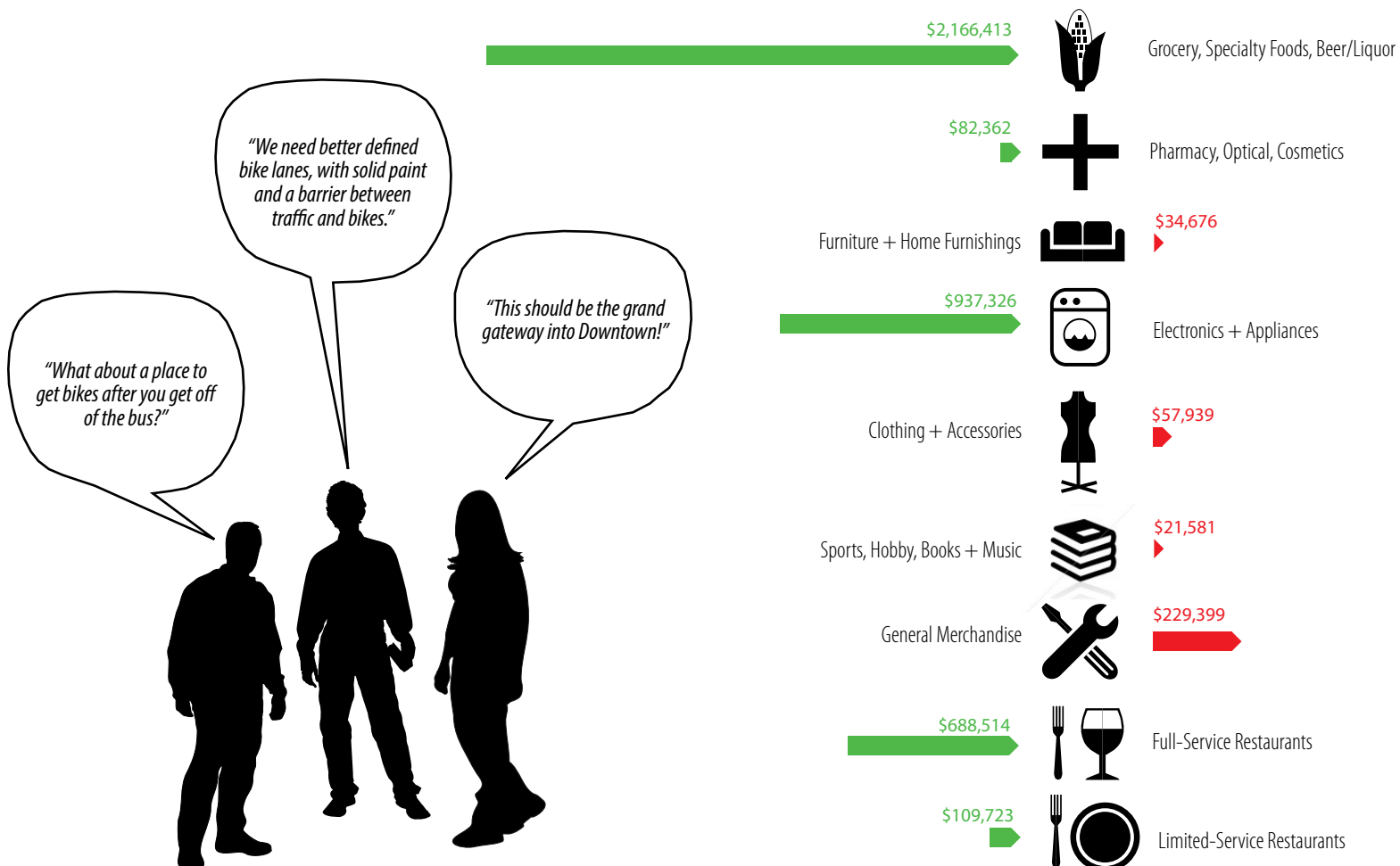
The site is located near an important cross street Palm Avenue, which makes it a more attractive location for commercial development and an important gateway between these two neighborhoods. However, the physical challenges of the site limit redevelopment possibilities in its current configuration.

The scenarios on the following pages show significant redevelopment that is possible with the inclusion of multiple parcels.

Development and Economic Indicators:

These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.

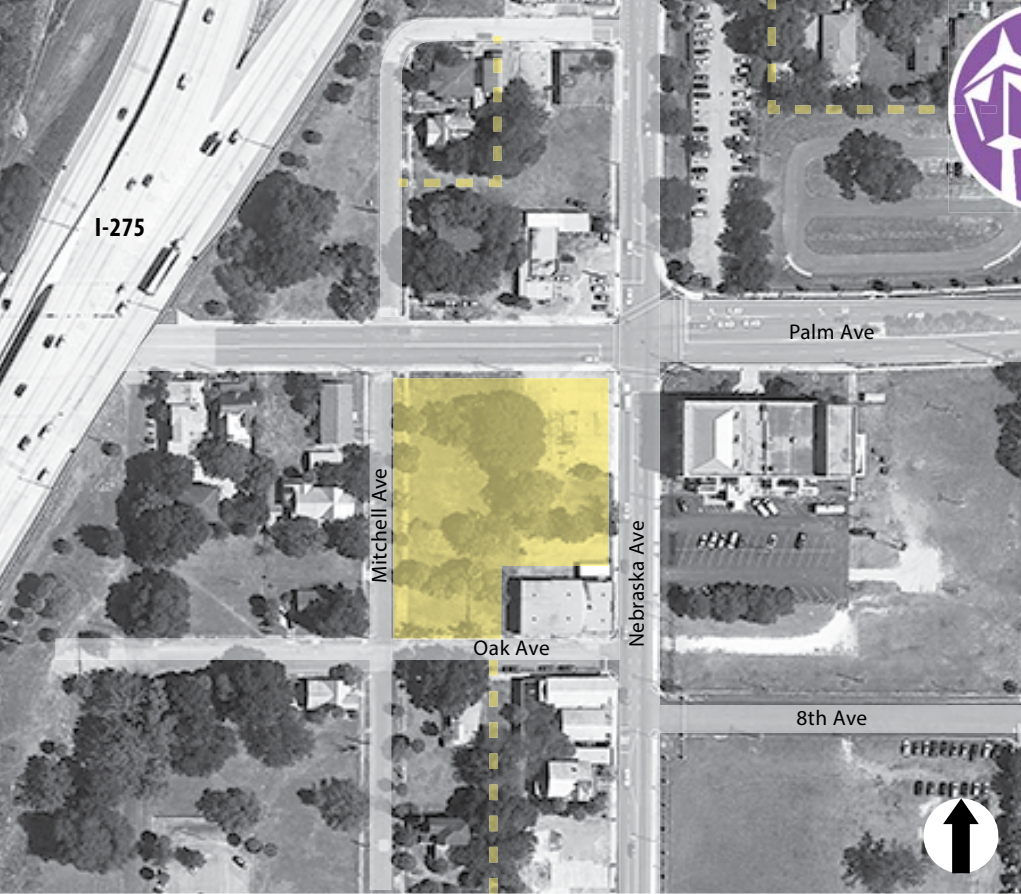
ECONOMIC INFLOW AND OUTFLOW



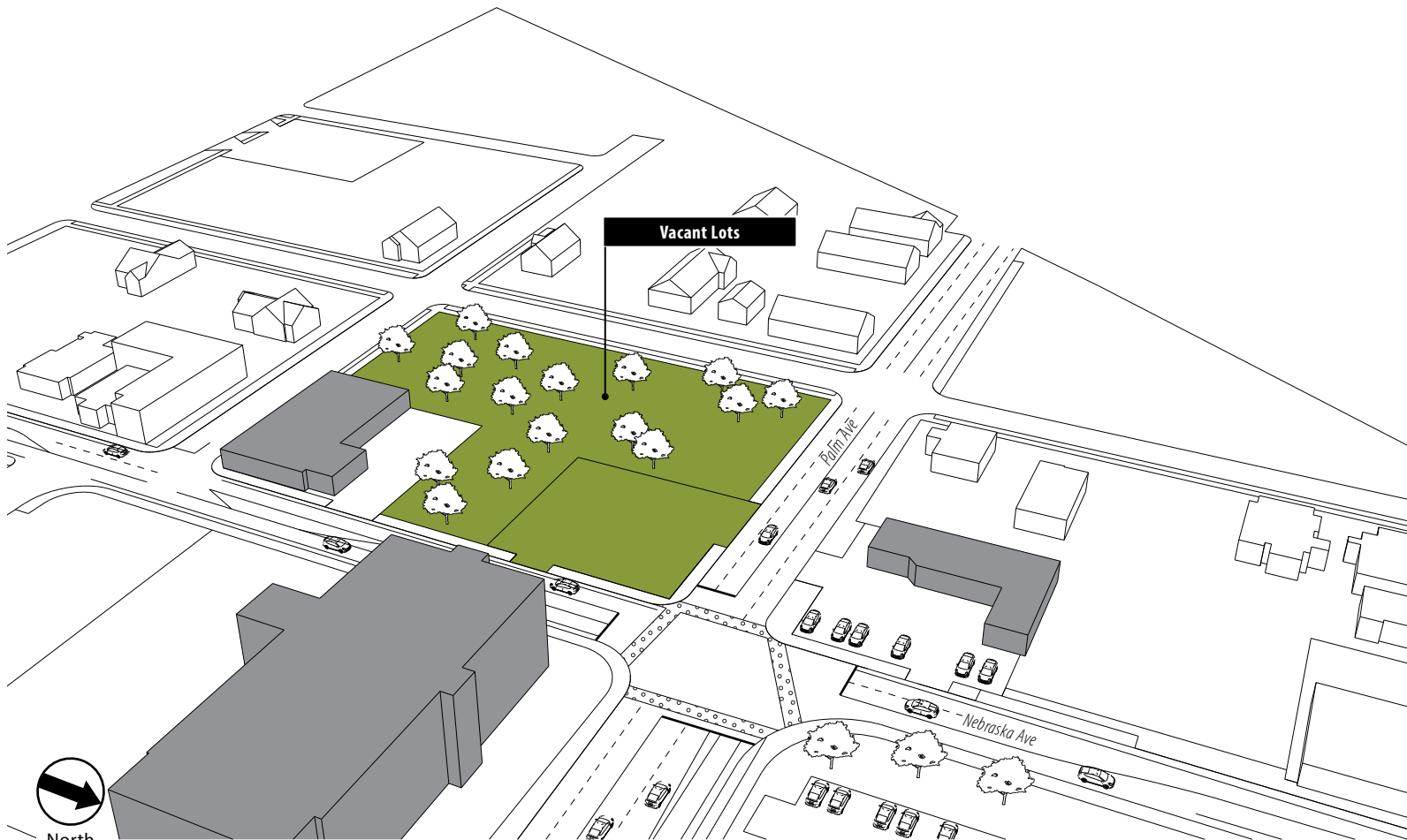


Prototype Site Study

A site at the gateway between Ybor City and Tampa Heights illustrating coordinated infrastructure and site improvements with a mixed-use development scheme.



EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

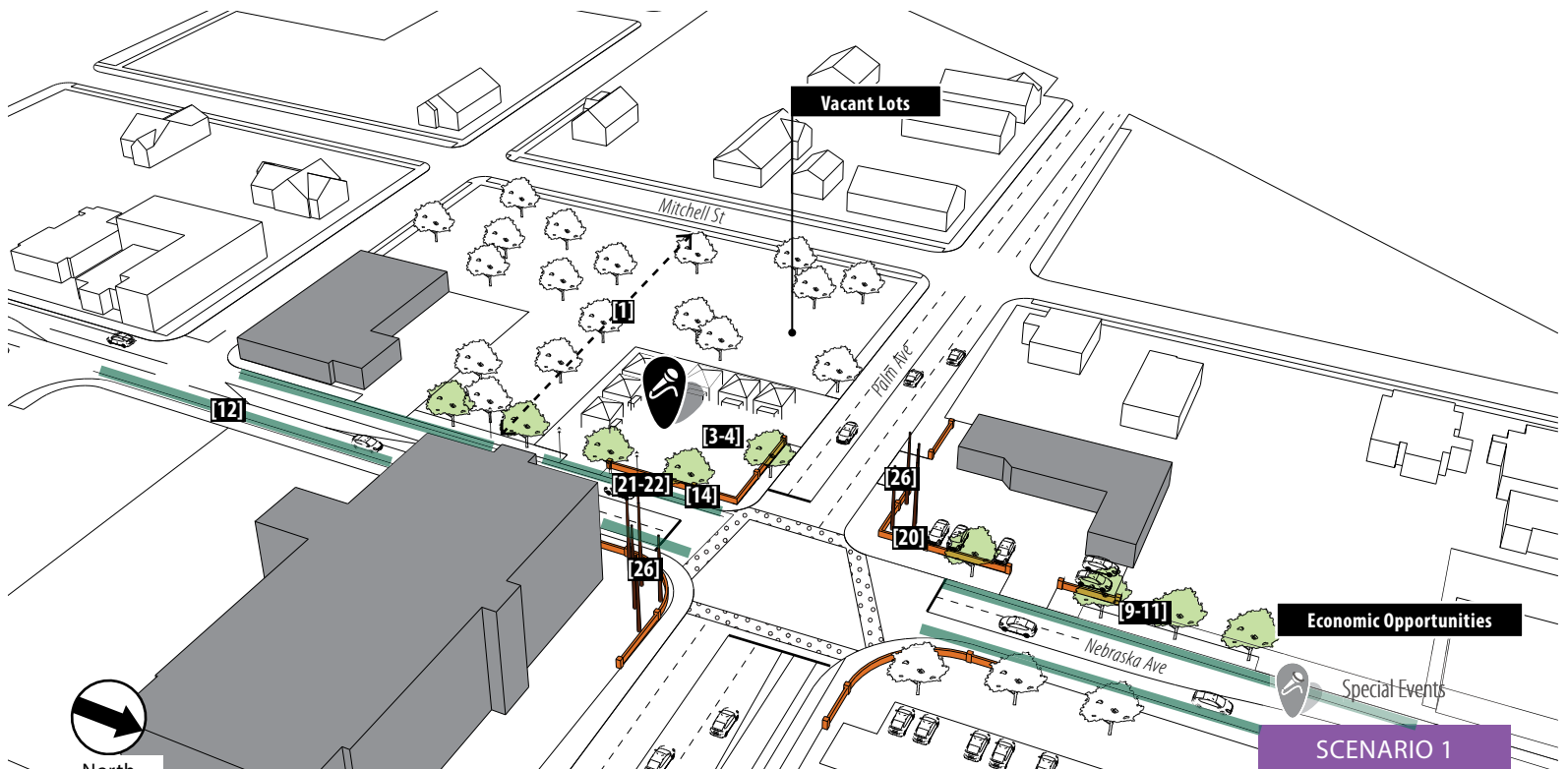
These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

- [1] Allow up to 200' of parcel depth for commercial uses with buffer
- [2] Require parking to be placed at back of parcel with redevelopment
- [3] Offer special events, close the street, create interest and activity at regular calendar intervals.
- [4] Facilitate special events to bring local merchants and farmers to areas on intermittent basis
- [5] Focus public realm improvements on safety and CPTED
- [6] Set up matching fund for facade and paint improvements
- [7] Encourage new investment through public partnership with land
- [8] Coordinate building facade and streetscape programs.
- [9] Plant street trees along Nebraska Avenue to improve pedestrian comfort
- [10] Include street furniture in all streetscape improvements
- [11] Make street lighting improvements focused on pedestrian safety
- [12] Paint continuous bike lanes along Nebraska Avenue

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [13] Provide personal support and expedited review/decision for development in the corridor
- [14] Widen sidewalk with redevelopment to 12' minimum and locate building at edge of sidewalk
- [15] Utilize shared stormwater between adjacent sites
- [16] Focus mixed and multi-use for redevelopment sites
- [17] Facade improvements focusing on exterior aesthetics
- [18] Retrofit storefront to improve Nebraska Avenue streetscape
- [19] Coordinate signage with redevelopment and area-wide programs
- [20] Maintain building edge along sidewalk at parking with low wall
- [21] Add on-street parking through redevelopment
- [22] Add bike racks in coordination with redevelopment



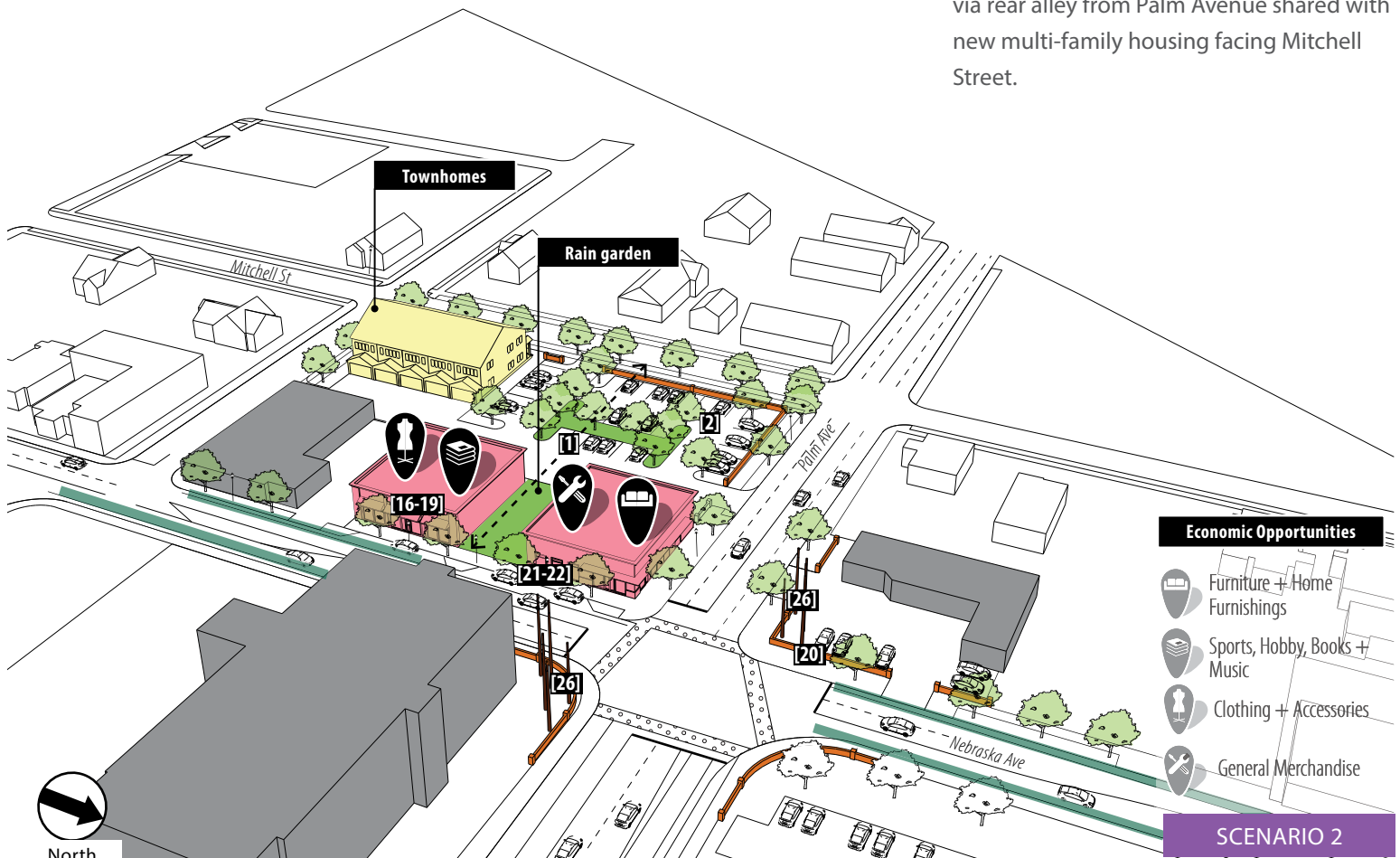
LONG TERM PROGRAMS & INVESTMENTS

These are long-term strategies to be incorporated into capital programs in the future.

- [23]** *Coordinate art exhibits between businesses in the corridor; offer for sale*
- [24]** *Facilitate support between and among other non-governmental organizations*
- [25]** *Organize coordinated lending program among community development banks focused on corridor sites*
- [26]** *Include this portion of corridor in coordinated signage and wayfinding program*

Scenario 1 shows public realm improvements, like street trees, lighting, and sidewalk improvements along Nebraska Avenue and Palm Avenue, and the inclusion of a major public art installation acting as a community gateway to Ybor City (east) and Tampa Heights (west). The corner site is utilized as a farmer's market/event space as an interim use. The edge of the space is marked by a low wall to define the edge of the sidewalk and improve pedestrian comfort.

Scenario 2 shows a redevelopment scheme, with commercial buildings along Nebraska Avenue, added on-street parking in cut-outs along the curb, and a sidewalk condition similar to Scenario 1. Stormwater is managed in a rain garden system between buildings and in the parking lot. Parking is located to the rear of the site and accessed via rear alley from Palm Avenue shared with new multi-family housing facing Mitchell Street.





KEY

-  Existing MetroRapid Stop
-  Existing MetroRapid Line
-  Future MetroRapid Stop Opportunity
-  Future MetroRapid Line Opportunity
-  Downtown Blocks
-  Park/Open Space



Leverage the investment in property, parks, and transit in the North Downtown to create a more active and walkable mixed use district

The growth of the corridor in the Downtown Core presents the opportunity for sites that are more highly connected to the region via transit, representing an ideal location for office, residential, and the uses that support them.

The developability of sites in the Downtown Core is impacted by conditions in both the public and private realms. Downtown blocks, approximately 200' square, are constrained, while the market rents for additional office or residential uses is

also limited, leading to paid parking as an interim use.

The attractiveness of vertical development can be influenced with a series of strategies shown on the following pages. These strategies include public realm improvements to sidewalks and bike facilities, and policy changes such as significantly relaxed parking requirements for new non-residential development to increase the attractiveness of this type of development in the market.

POLICY

- [1]** Allow commercial uses to extend to a depth of 200' to improve efficiency of sites to include necessary infrastructure.
- [2]** Require sidewalk to be expanded to 12' width and building located at sidewalk edge.
- [3]** Require parking to be placed at the back or side of the new/renovated building.

PROGRAM

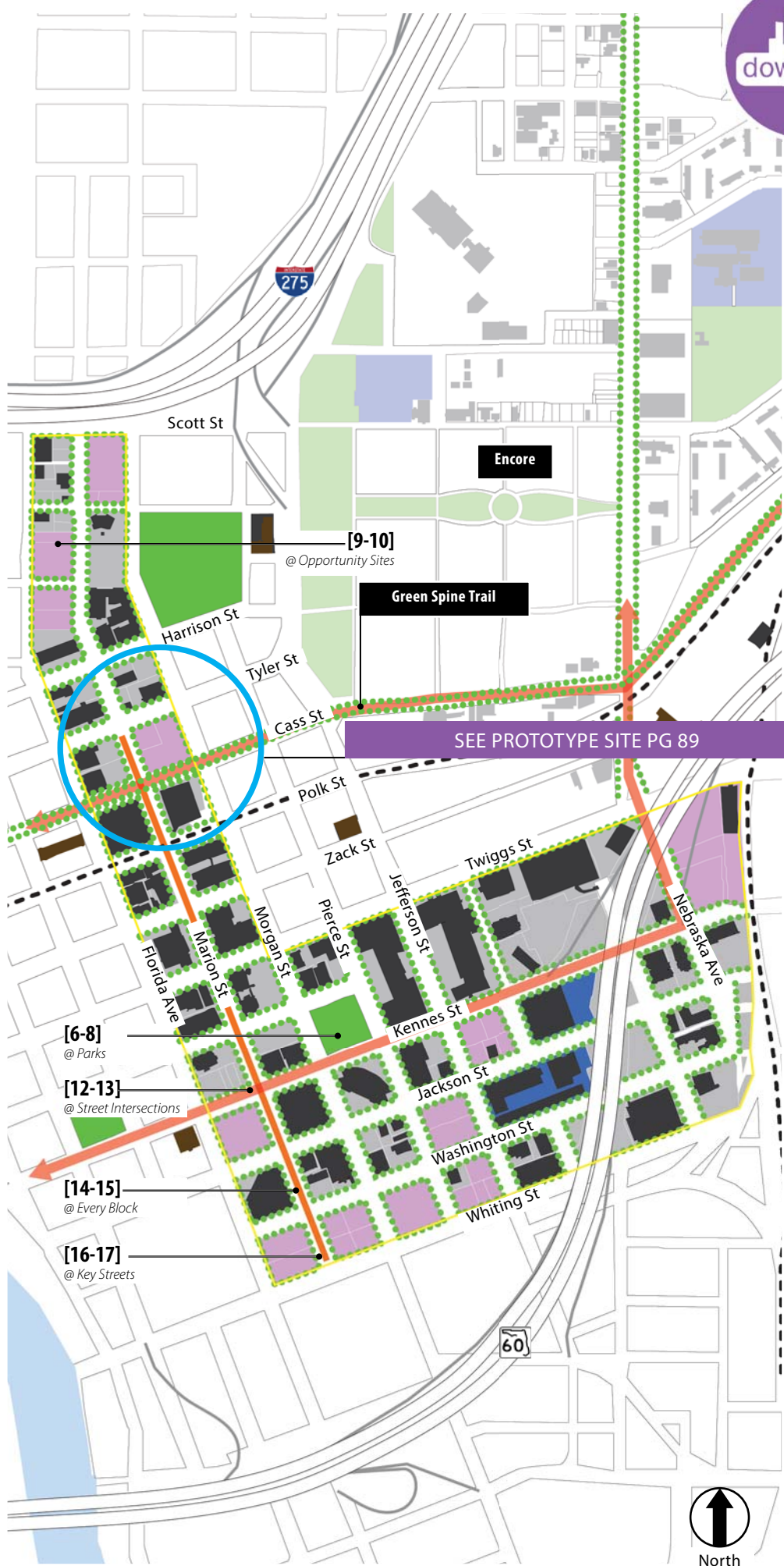
- [4]** Branding at district level through signage, programs, and coordinated "face" of the area presented to the public.
- [5]** Improvements in headways, bus stop amenities, or service connection.
- [6]** Facilitate special events to bring local merchants and farmers to area on intermittent basis
- [7]** Offer special events, close the street, create interest and activity at regular calendar intervals.
- [8]** Coordinate art exhibits between businesses in the corridor; offer for sale.

PROPERTY IMPROVEMENTS

- [9]** Encourage a mix of complementary land uses within a site.
- [10]** Combination of interior and exterior improvements to the building.

PUBLIC REALM IMPROVEMENTS

- [11]** Add dedicated bus lane for improved transit speed and headways.
- [12]** Add pedestrian elements to facilitate crossing at intersections and mid-block locations.
- [13]** Improve ramps and crosswalks to make pedestrians more visible and safer while crossing streets.
- [14]** Improve sidewalk width to accommodate more pedestrians and activities like outdoor dining.
- [15]** Plant street trees to add shade to the sidewalk and improve pedestrian comfort.
- [16]** Paint bike lanes green to improve visibility to motorists.
- [17]** Add bike racks to make cycling hassle-free and encourage trips by bike.



- KEY
- District Boundary
 - Opportunity Sites
 - Parcel 200'+ deep
 - Schools
 - Open Space
 - Street Trees
 - Median
 - Intersections Improvements
 - Alley System
 - Key Connections
 - Prototype Sites Area



Prototype Site:

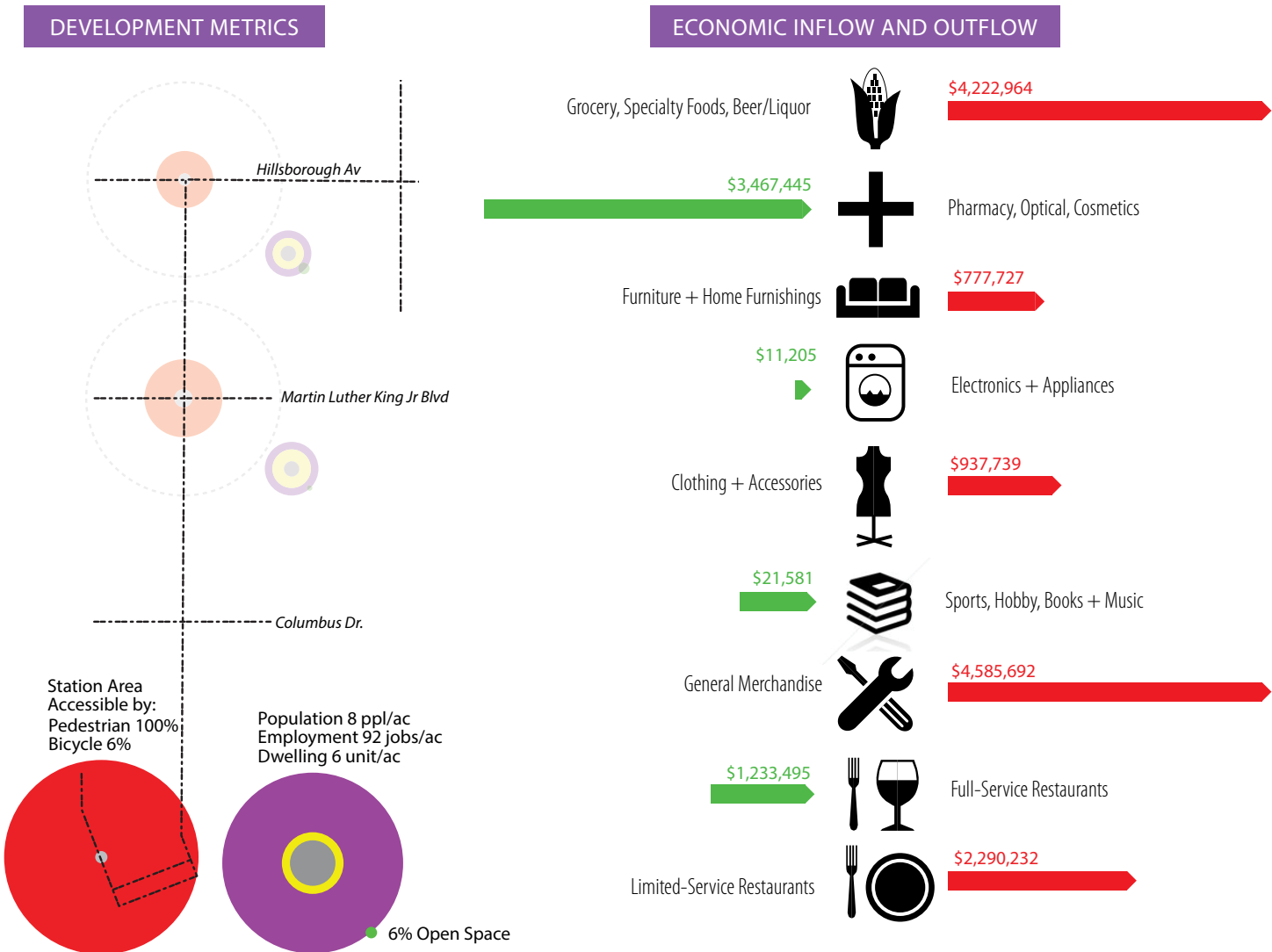
This prototype site is a standard Downtown block. The development concept presents the potential benefits and improvements associated with a range of development, from office to residential. The redevelopment scenarios illustrate the issues associated with redeveloping these types of sites, and include the definition of ‘A’ sides and ‘B’ , public realm improvements, and an illustration of the effects of parking structures on built scale. The site has several challenges that are commonly found within downtown, including:

- 200’ by 200’ block size
- No defined primary or secondary frontage
- Compromised access because of one-way system
- Distance from typical downtown amenities

The scenarios on the following pages show significant redevelopment that is possible for the entire block.

Development and Economic Indicators:

These data are presented to illustrate the current conditions for the approximately ¼-mile radius surrounding the nearest MetroRapid stop. Their intent is to reflect trends and opportunities for the context within which the prototype site sits. While the economic indicators are shown for all prototype sites, development metrics are given for the three most prominent MetroRapid stop locations.



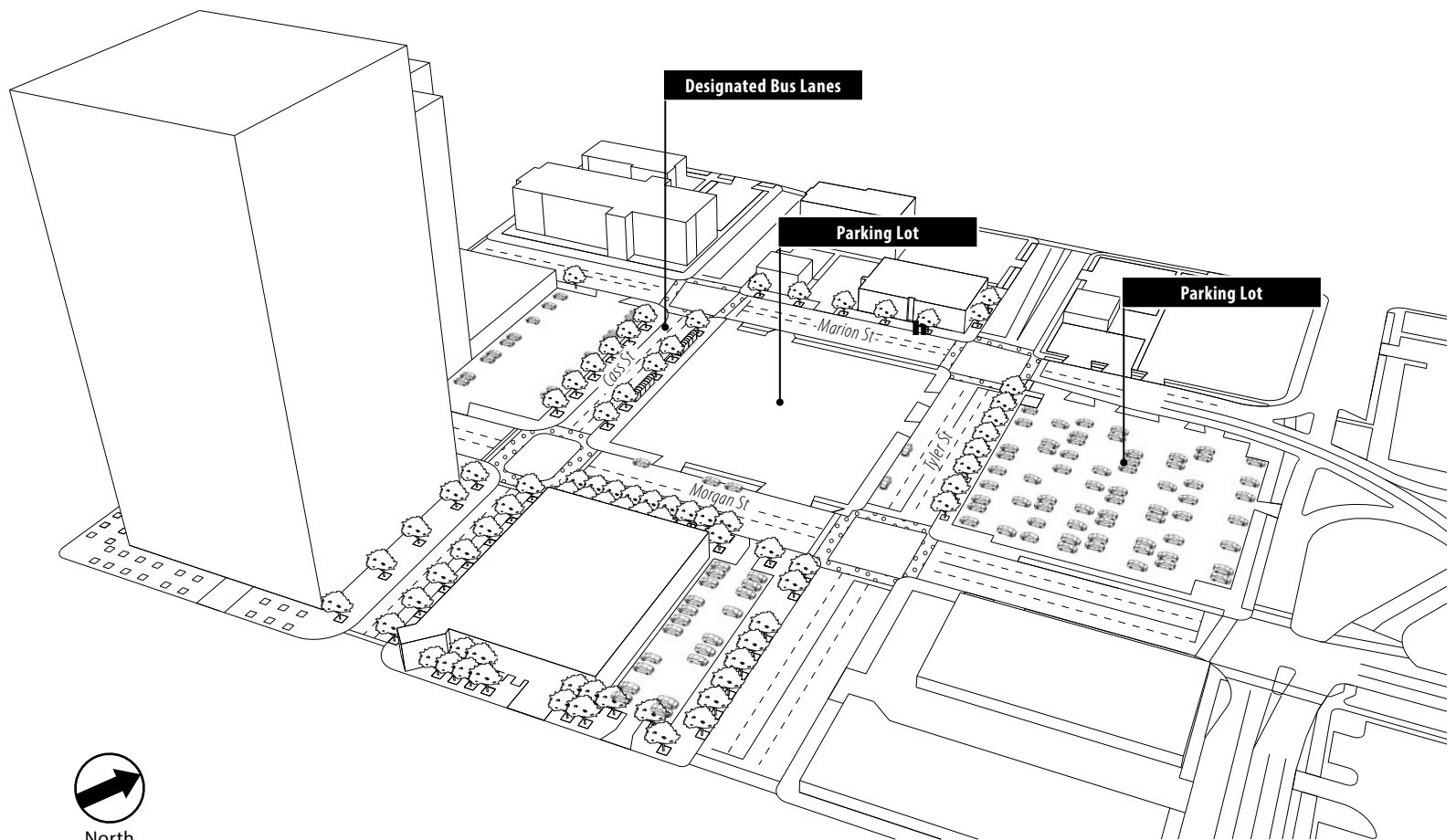


Prototype Site Study

One full Downtown block, presenting the potential benefits and improvements associated with a range of development, from office to residential.



EXISTING SITE CONDITIONS



SHORT TERM PROGRAMS & INVESTMENTS

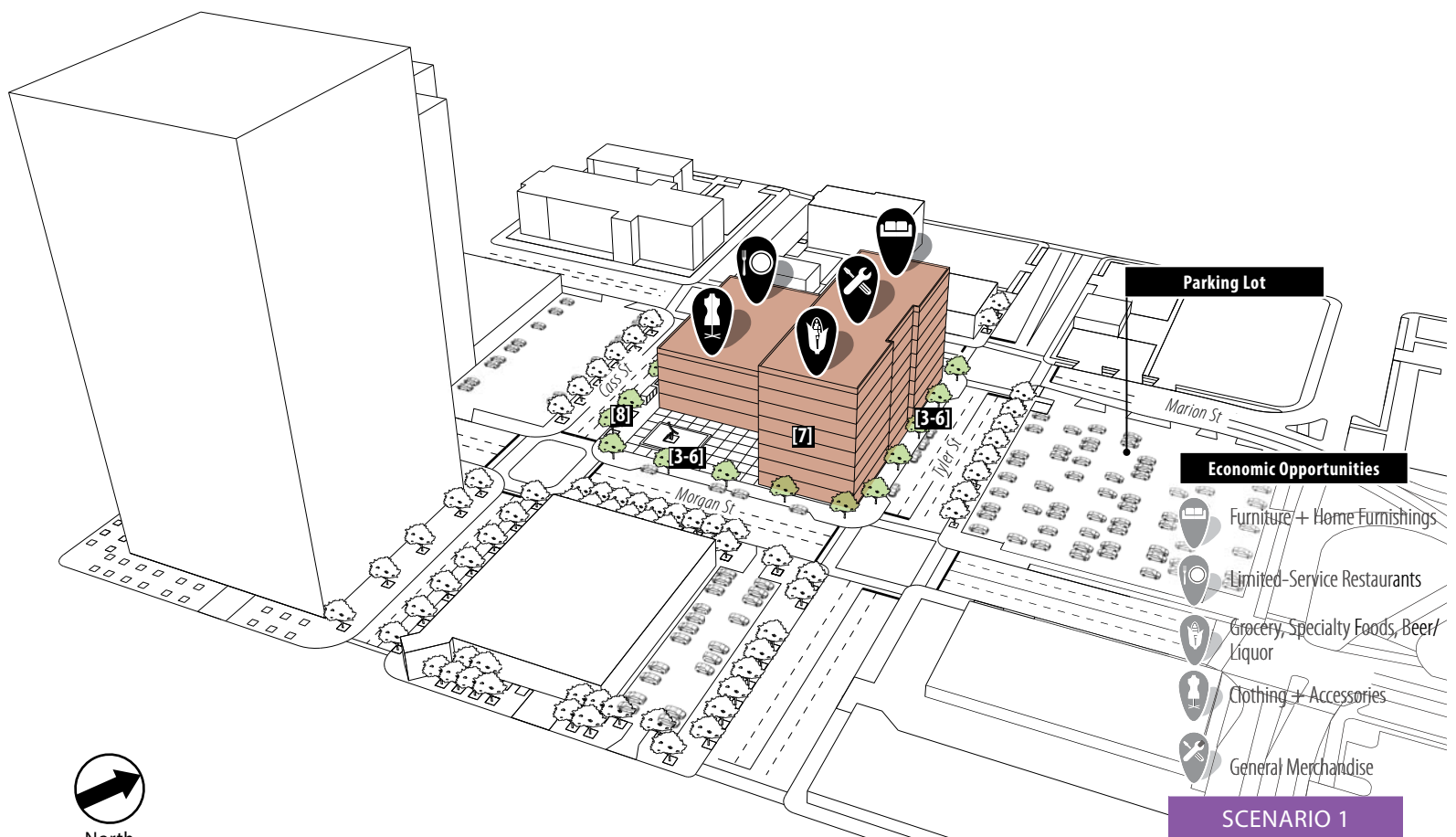
These represent programs and improvements that should be prioritized in the short to medium term, generally meaning within five years, to address pressing redevelopment needs.

- [1]** Lighting, security, and CPTED programs implemented on an area wide
- [2]** Develop and connect to Green Spine
- [3]** Maximize on-street parking along all block edges
- [4]** Coordinate signage and wayfinding
- [5]** Plant proper street trees for shade and pedestrian comfort
- [6]** Include benches and other street furniture as part of streetscape with redevelopment

IMPROVEMENTS THROUGH OR WITH REDEVELOPMENT

These Strategies should be implemented as redevelopment of the site occurs rather than in advance of redevelopment unless funding for public realm improvements becomes available.

- [7]** Focus on mixed-use development programs
- [8]** Provide bike racks as part of streetscape redevelopment

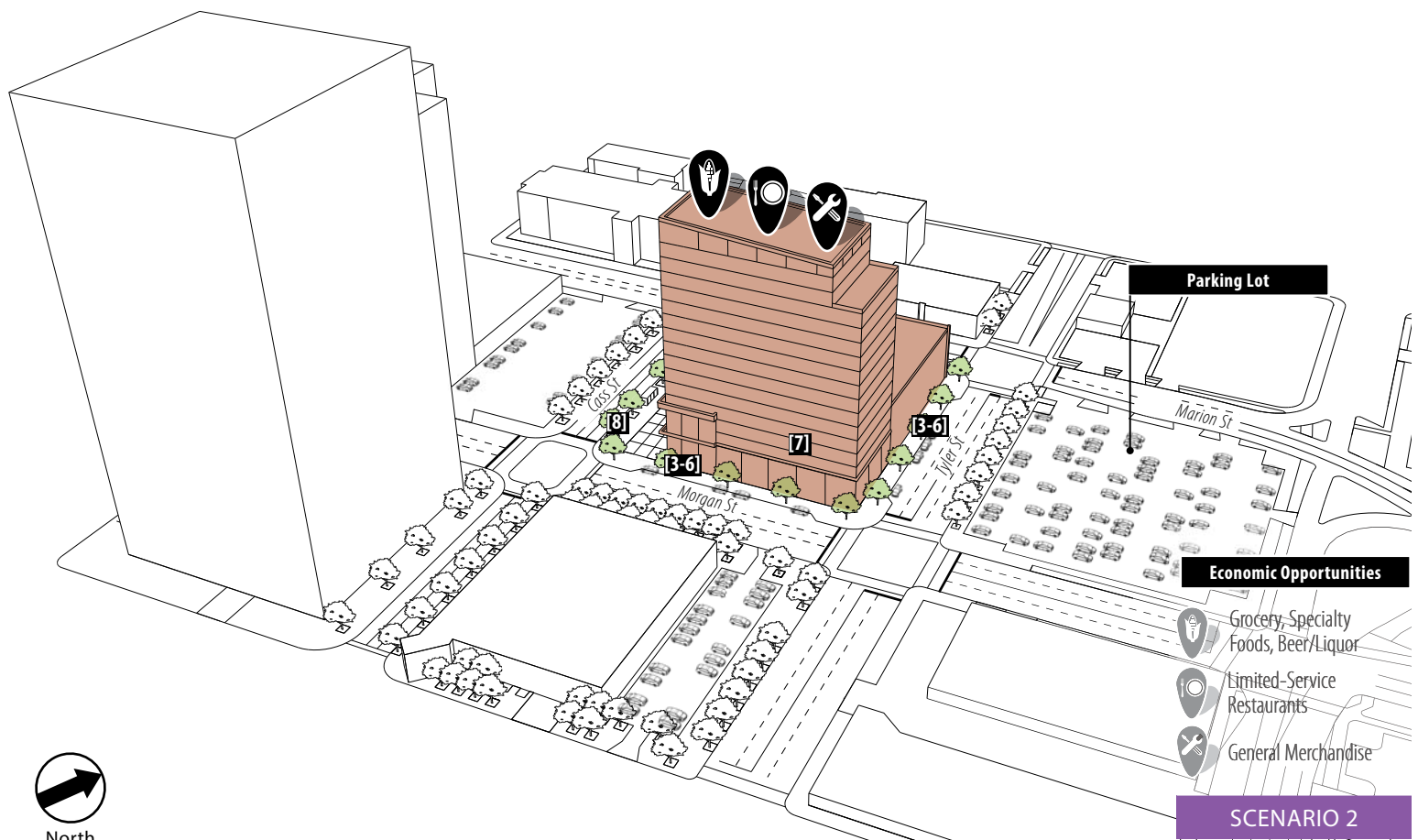


LONG TERM PROGRAMS & INVESTMENTS

These are long-term strategies to be incorporated into capital programs in the future.

- [9] *Provide personal support and expedited review/decisions for development in the corridor*
- [10] *Offer special events, close the street, create interest and activity at regular calendar intervals.*
- [11] *Coordinate exhibits between businesses in the area; offer for sale*
- [12] *Improve transit speed and headways*
- [13] *Programs matching or leveraging business investment such as facade grants and paint programs*
- [14] *Facilitate support between and among other non-governmental organization*
- [15] *Branding at district level through signage, programs, and coordinate "face" of the area presented to the public*
- [16] *Maintain transit way for improve bus service*

Scenario 1 shows a mid-rise eight story office project. For this scenario, it is assumed that parking for the project can be absorbed by on-street and surface lots in the surrounding blocks, a move that reduces the capital cost to a point that is feasible given land values and achievable rents. Public realm improvements, such as a wider sidewalk, street tree improvements, and bike infrastructure complement the development. A new civic space gives organization to the building and its relationship to its surroundings. Scenario 2, with a similar set of public realm improvements, shows a residential building of 12 stories including on-site parking. Both scenarios assume some amount of ground floor retail uses to activate the street and act as amenities for the other uses.







Implementation

UNDERSTANDING THE INPUT

The detailed analysis, input, planning and design study of the area reveals a complex set of issues and a myriad of issues and opportunities. Defining an approach to the area begins with confirming a basic narrative of the place and its key issues.

- [1] The Nebraska Avenue and Hillsborough Avenue Corridors are comprised of an interesting, but *fragile* mix of commercial services and employment.
- [2] The market for new development is limited, with a small net *spending outflow* from the corridor to surrounding region. Family Dollar and Wal-Mart have recognized the gap in general commercial services and are positioning to meet this demand with new stores in the study area.
- [3] Success stories such as Ella's, Southern Brewing hint at the *potential* to support new locally owned, small scale businesses. Stronger adjacent neighborhoods will further support the local commercial market.
- [4] The recent Nebraska 'road diet' and Metro Rapid are seen as positive moves towards a more *livable* corridor that supports both local business and reduces the barrier effect that the corridors have between residential neighborhoods.
- [5] There are *development gaps* that make redevelopment in the corridor challenging. These include parcel size, parking and stormwater, building stock and recruitment and financing between new business, lending institutions and landowners.
- [6] Properties do not have *adequate depth* for many forms of redevelopment, resulting in inactivity, difficult re-zonings and neighborhood impacts.
- [7] The street environment remains *unattractive* because of a lack of trees and many vacant or unimproved properties and successful but unsightly industrial buildings.
- [8] The area is still considered *unsafe* for pedestrians and bikes due to poor lighting, poorly marked crossing / signals and inconsistent bike lanes. There are also latent crime concerns related to certain properties.
- [9] Despite many proximate organizations and jurisdictions, there is not a *clear advocate* for issues and activities specific to the Corridor.
- [10] Despite many proximate organizations and jurisdictions, there is not a *clear advocate* for issues and activities specific to the Corridor.

INTERPRETATION

The Nebraska and Hillsborough Corridors have emergent potential, challenged by...

- the character of the *Physical Address* affecting both the commercial and residential areas,
- the limited adjacent residential *Market Demand* for commercial uses
- availability of functional *Redevelopment Properties* and buildings
- access to *Financing* in a challenging market
- ability to define a recognizable *Sense of Place* suitable for activity and investment.

G E T T I N G

APPROACH

The Nebraska and Hillsborough Corridors are large, diverse and highly complex areas that require a focus on...

- **Achievable Results** to build on success,
- **Economically Efficient** improvements that can provide quick victory,
- **Multiple Benefits** so that each investment provides diverse value,
- **Meaningful to the Businesses** to assist in their ability to develop
- Repositioning the corridor as a **Neighborhood Seam**

S T A R T E D

CULTIVATING THE PLACES

The following topical areas cover initial recommendations that could be the first areas of action among the many recommendations noted in this report document. These represent top Priority areas that address the Input, Interpretation and the Approach.

The Corridor – Neighborhood Interface:

Create the structure for adequately sized commercial properties that can both support reinvestment while more clearly and adequately buffering the adjacent residential.

- [1] **Property:** Allow parking and stormwater to 200' depth when contiguous to street front commercial. Require increased neighborhood buffers and streetscape enhancements.
- [2] **Cross Access:** As property redevelops, invest in rear access, decrease front driveway access. Alley cleanup and maintenance, side street access, shared parking with cross access between parcels.

The Street Environment:

Continue to enhance the street environment to be more safe and attractive to pedestrians, cyclists and transit in order both benefit the commercial address and link the surrounding neighborhoods.

- [3] **Sidewalks:** Require additional pedestrian easements along Nebraska and Hillsborough to create 12' min effective sidewalk (including furnishing zone).
- [4] **Trees and Lights:** Implement a corridor wide street tree, lighting & wayfinding program.
- [5] **Markings:** Implement enhanced markings, signage and signalization for pedestrian crossings and bike lanes – continue working with FDOT and HART to achieve.

Organization and Branding:

Develop an organized platform for business coordination, appearance, investment and marketing.

- [6] **Main Street:** Implement Florida Main Street program in the Workshop and Main Street Districts, possibly linked to Central Ave and Florida Ave (BGOSH).
- [7] **Incentives:** Broaden, diversify and deploy the grant, subsidy and loan opportunities for small business.
- [8] **Beautify:** Actively engage business owners (particularly in Workshop District) for paint, fencing and landscape matching program to soften industrial facades. Incorporate low knee walls at key 'open corners' & enhanced fencing/hedges at parking lots. Develop banner, graphic and arts programs to make the area more noticeable, interesting and 'funky'.

Future Capital Projects:

Position long term capital projects to reconstruct streets, parks and public open space as the area evolves.

- [9] **Northern Streetscape:** Reconfigure Nebraska (MLK to Hillsborough) as a first phase enhanced streetscape with trees, sidewalks, pedestrian street lights, on-street parking, and branding/wayfinding.
- [10] **Southern Park:** Significantly reprogram Borrell Park to support family, neighborhood & business supportive activities.
- [11] **Other Enhancements:** Examine other capital projects that could benefit multiple projects, such as shared stormwater, property assembly assistance, or enhancement to key intersections.



Corridor Retail | Orlando, FL



First House | Orlando, FL

Commercial properties, in aged corridors, are difficult to assemble in a way that supports commercial reinvestment or protects the neighborhood. This is because the corridor fronting properties are typically 100'-125' deep, often corresponding to an original residential use which was converted over time to commercial. As a result, many of these properties are only able to accommodate a 60' deep retail building and one 60' deep bay of parking. There is no room left over for adequate buffers to the adjacent residential, or to accommodate, trash/service areas, stormwater management or market standard parking ratios.

The typical result is that properties do not redevelop easily. When they do, the 'first house', immediately adjacent to the back of the commercial use is impacted and becomes a 'de facto buffer' to the rest of the neighborhood. The 2nd home is often in slightly better repair, and by the 3rd or 4th home, the prevailing character of the neighborhood is established.



Third House | Orlando, FL

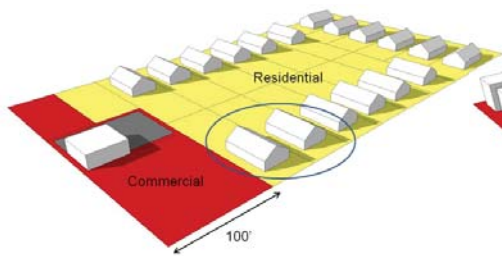


Nebraska Land Use

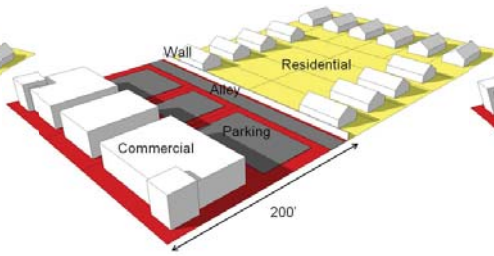


Hillsborough Land Use

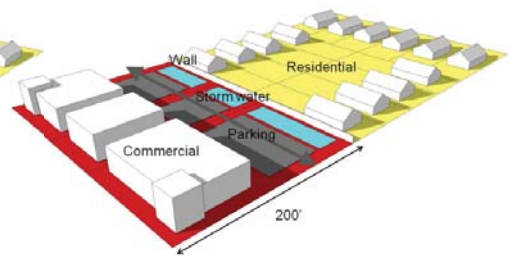
Parcel mapping of the Nebraska and Hillsborough Avenues reveal a pattern of shallow lots fronting on the corridor. Properties are difficult to redevelop commercially and impact the neighborhood with un-buffered back of house uses such as parking and dumpsters. Additionally, rezoning to allow larger commercial had occurred 'ad-hoc' over time, making the true neighborhood edge uncertain.



Commercial Lot Typical



Commercial Lot | Cross Access



Commercial Lot | Cross Access + Stormwater

(Above) By establishing a uniform depth of approximately 200', commercial properties will be better able to support street front buildings and rear parking, service, cross access, stormwater and adequate buffering. In most cases, this depth will be accomplished by allowing the first 2 residential lots as 'ancillary uses' for parking and stormwater to support commercial – but no commercial development on the existing residential lots. Stronger buffer requirements come with the added land for commercial parking.

(Right and Below) An example of this form of development on a commercial corridor with a stabilizing neighborhood behind. Retail investment is placed near the street to define the corridor. Parking, cross access and buffering in the rear. The 'First Home' is more adequately protected and recently remodeled.





As the Nebraska and Hillsborough Avenues have been enlarged over time, the historically small lots have been impacted by roadway widenings. Sidewalks, parking and pedestrian access have all been reduced. With new solutions to parking and access to the rear or side of the building, the sidewalk and streetscape environment can be enhanced.



Nebraska Avenue has a highly inconsistent sidewalk and streetscape environment. The Bike Lane treatment that came with the road-diet and HART Metro-Rapid is also inconsistent in its markings and dimensions.

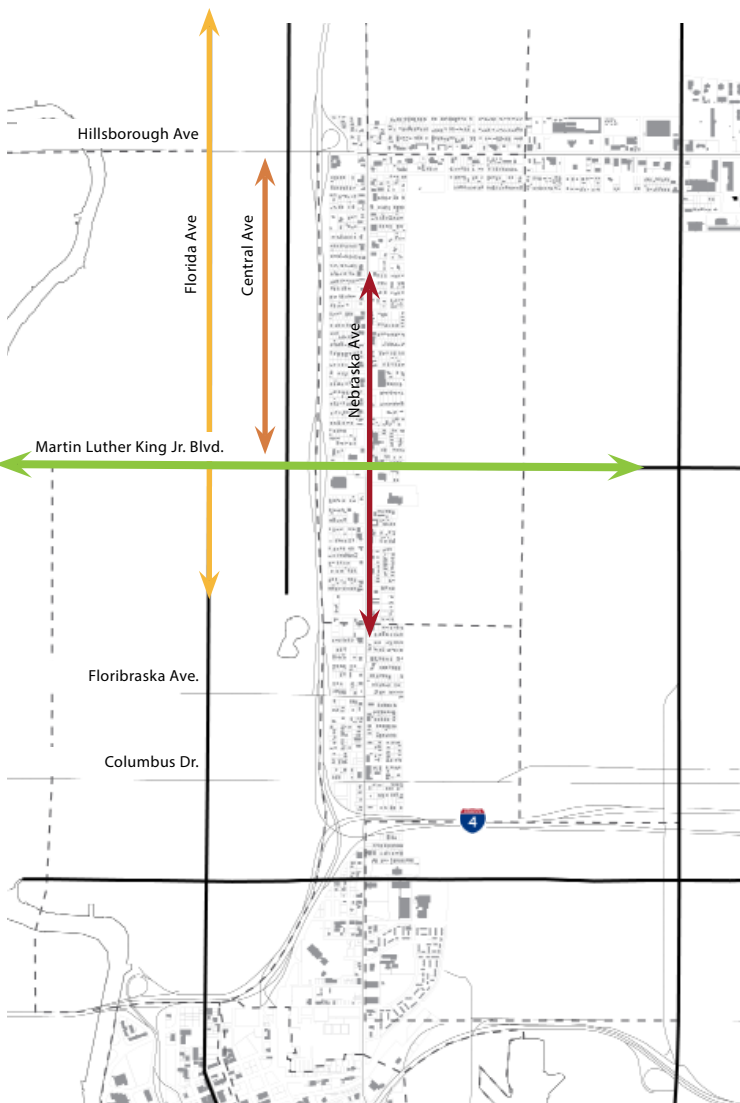


Over time, with existing and proposed development, it is possible to incorporate 5'-8' 'sidewalk easements' that would allow for wider sidewalks for pedestrians, street trees and outdoor retailing. The area designated for the easement does not reduce the total potential development yield (FAR) on the existing site. This technique has been successfully employed on similar corridors where the roadway has been expanded and left unsafe / small sidewalks immediately back of curb 5', thus creating much more effective walking and retailing sidewalks.

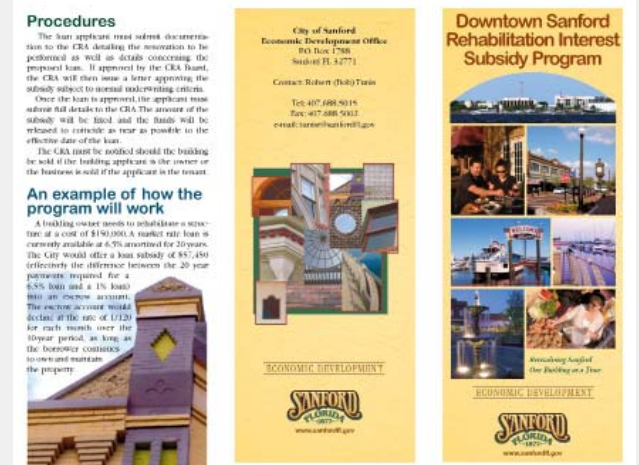


Streets trees, on-street parking and more visibly delineated bike lanes and crosswalks are all features that would enhance the safety, character and function of the corridors for pedestrians, bicycles, and retailing. There are several species of trees that can be planted underneath or near overhead power lines. 'Allee' Elms are recommended for Nebraska, as used on Central Avenue only a few blocks away.

Tampa is fortunate to have many well organized groups and people dedicated to the protection of historic resources small business investment and renewal of designated redevelopment areas. This includes organizations such as the “Business Guild of Seminole Heights” (BGOSH) and the East Tampa CRA and VM Ybor Historic Neighborhood Association. One of the realities of commercial corridors, is that as they experience positive investment and push toward more productive organizational structures, it is difficult for volunteers to ‘do it all themselves’. This is particularly true for volunteers who are also small business owners.



Other communities have used the ‘Main Street’ platform to focus specifically on the corridor. This includes a local (municipal) seed funding that over time, is matched by local merchants. The purpose is often to focus on the graphics, branding, image and activity of the corridor, as well as linkages for small business loans and economic development.





Graffiti Program



Wiping out graffiti in Orlando!



WHAT IS A MAIN STREET?

National Main Street provides a structure and educational materials to assist local Main Street Coordinators to enhance retail and commercial streets from the grassroots level.



Main Street Four-Point Approach™

As a unique economic development tool, the Main Street Four-Point Approach™ is the foundation for local initiatives to revitalize their districts by leveraging local assets – from cultural or architectural heritage, to local enterprises and community pride. This comprehensive strategy fosters incremental improvements in four broad areas:

Organization is the building of consensus and cooperation between the groups that play a role in the downtown. Many individuals and organizations in the community have a stake in the economic viability of the downtown.

Design involves improving the downtown's image by improving its physical appearance - not just the appearance of buildings, but also of street lights, window displays, parking areas, signs, sidewalks, streetscapes, landscaping, promotional materials and all other elements that convey a visual message about what the downtown is and what it has to offer.

Promotion involves marketing the downtown's unique characteristics to shoppers, investors, new businesses, tourists, and others. Effective promotion creates a positive image of the downtown through retail promotional activity and special events utilizing the downtown as a stage area of community activities.

Economic Restructuring involves strengthening the existing economic base of the downtown while diversifying it. Economic Restructuring activities include helping existing downtown businesses expand, recruiting new businesses, providing a balanced mix of businesses, converting unused space into productive property, and sharpening the competitiveness of downtown merchants.

Industrial properties are often interesting buildings and valuable community resources. They are also often unsightly, which can create a negative impact on adjacent properties and proximate residential. Industrial properties can be celebrated with special facades, a fresh coat of paint or murals in order to become a positive visual asset while continuing to provide a valuable employment base.





Duplex housing immediately behind buffered commercial

The long term objective is to create an environment that allows commercial businesses and adjacent neighborhood investment to coexist and thrive. The two are inter-related and dependant on each other for success.

Over time, through continued business investment, advocacy and branding – the corridor will continue to elevate its activity and progressively more substantial capital investment (infrastructure) projects can be budgeted. These may include streetscape, park enhancements, property assembly and alley / parking lot participation.



The corridor can be a "seam" - the center of community life.

Nebraska Before



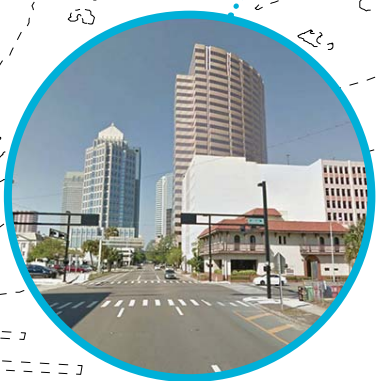
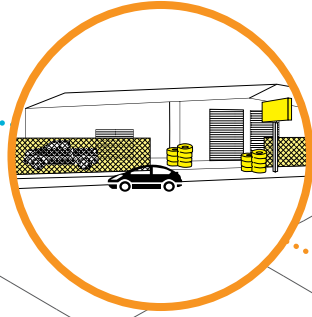
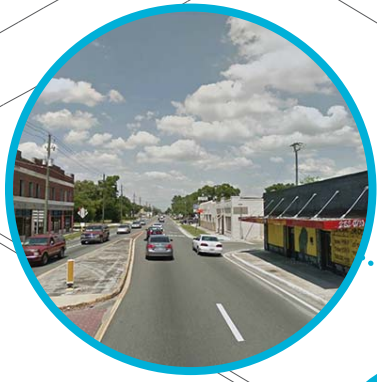
Nebraska After

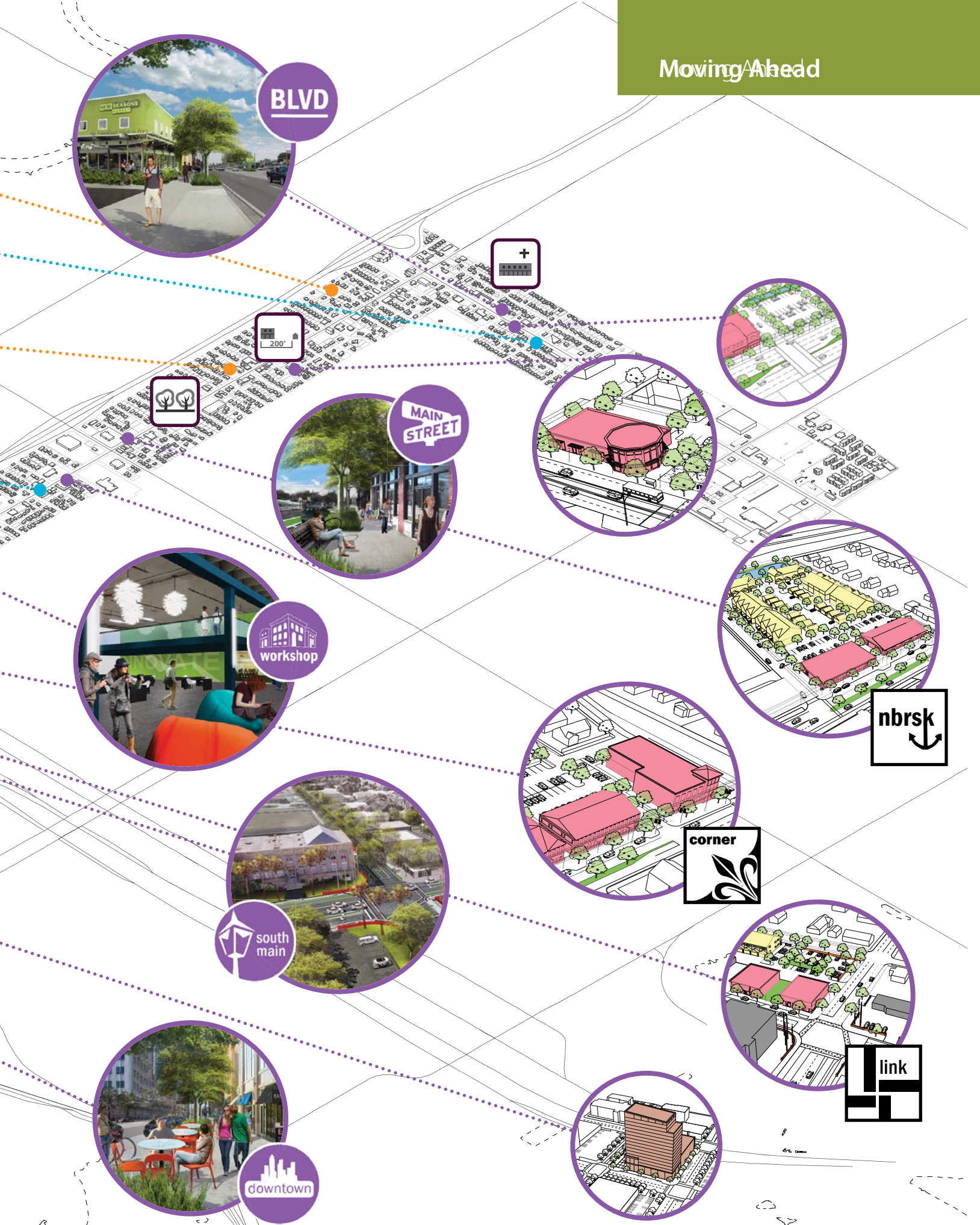


The relationship between the corridor commercial frontage and the adjacent neighborhoods is linked. One supports the other. As the corridor becomes a 'seam' for the neighborhoods, it will continue to enhance property values and the purchasing power of the area. This will provide the impetus for continued incremental investments to the public realm, including streetscapes, public parks and trails.



Ellis Square





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