

Get → 88-198

Amendment to the
COMMUNITY REDEVELOPMENT PLAN
FOR THE
DOWNTOWN COMMUNITY REDEVELOPMENT AREA

May, 1988

TABLE OF CONTENTS

	Page No.
XII. AMENDMENT TO THE INTRODUCTION	1
XIII. AMENDMENT TO THE LEGAL DESCRIPTION	2
XIV. AMENDMENT TO POLICIES AND OBJECTIVES	6
XV. AMENDMENT TO PROPOSED LAND USE PLAN	7
A. Predominant Land Uses	7
B. Development Guidelines	15
C. Development Regulations	17
D. Residential Use Element	18
E. Incentives	19
XVI. AMENDMENT TO NEIGHBORHOOD IMPACT ELEMENT	20
A. Resident Population	20
B. Nearby Residents	21
C. Traffic Circulation	22
XVII. AMENDMENT TO PROPOSED REDEVELOPMENT ACTIONS	23
XVIII. AMENDMENT TO IMPLEMENTATION STRATEGIES	24
XIX. AMENDMENT TO DURATION, MODIFICATION & SEVERABILITY OF THE PLAN	28
XX. AMENDMENTS TO PROPOSED REDEVELOPMENT PROJECTS	29
A. Creation of a High Intensity Office District	31
B. Franklin Street Renovation	33
C. Creation of a High Quality Retail District	35
D. Development of the Riverwalk	38
E. Creation of a Cultural Arts District	40
F. Government Center Streetscape Improvements	42
G. Urban Core Streetscape Improvements	43
H. Urban Core Park Acquisition	45
I. East Office District Streetscape Improvements	47
J. Riverfront Park Acquisition	49

CITY OF TAMPA, FLORIDA

COMMUNITY REDEVELOPMENT AGENCY

Tom Vann

Eddie Caballero

Lee Duncan

Perry Harvey-

Ronald Mason

Linda Saul-Sena

Larry Smith

LIST OF FIGURES

		<u>Page No.</u>
Figure 1	Location Map	• 5
Figure 2	Proposed Land Use Districts	8
Figure 3	Location of Proposed Redevelopment Activities	30

XII. INTRODUCTION

The general provisions outlined in Article I (Introduction) of the Plan remain in effect for the Core Redevelopment Area. Article I is amended to include the following introductory statements:

This is the Amendment to the Community Redevelopment Plan (hereinafter the "Amendment to the Plan") to include the Downtown Core Community Redevelopment Area (hereinafter "Core Area"), also known as the Tampa Downtown Core Blighted Area, as declared blighted by Tampa City Council on May 19, 1988, located in the Downtown area of the City of Tampa, Florida as part of the Redevelopment Area.

This Amendment to the Plan provides the framework and direction for the redevelopment of the Downtown Core Community Redevelopment Area in accordance with the Land Use Plan for the Central Business District.

The purpose in amending the Plan is to continue the prior revitalization efforts of the Central Business District. In 1983, the Tampa City Council declared a portion of the Central Business District a Redevelopment Area (See Figure 1) pursuant to the Community Redevelopment Act of 1969, Chapter 163, Part III, Florida Statutes. At that time, the area contained Downtown's most noticeable slum and blight conditions. With the adoption of the 1983 Community Redevelopment Plan, redevelopment activities became possible. The development of Harbour Island, the rehabilitation of the North Franklin Street streetscape, and most noticeably, the construction of the new Convention Center have or are occurring in the Redevelopment Area. As a result, many of the slum and blight conditions that were identified in the Plan have either been arrested or reversed, as in the case of increased private investment into the Area which has improved the tax base.

With the revitalization of the Redevelopment Area well under way, it is now time to address the existing blight conditions that exist in the remaining portion of the Central Business District, and to develop a direction for the continued expansion of development within the Downtown.

This Amendment to the Plan has been prepared for the City of Tampa Community Redevelopment Agency pursuant to the Community Redevelopment Act of 1969, Chapter 163, Part III, Florida Statutes, as amended. The Plan has been found to be in conformity with the City of Tampa Comprehensive Plan, and has been approved by the Agency and the City.

All plan elements as encompassed in the Community Redevelopment Plan, as adopted by City Council on December 15, 1983, remain in full force and effect, and apply to and provide for appropriate procedural redevelopment actions and activities in the Redevelopment Area added hereto ("the Core Area") to the initial Redevelopment Area as set forth and described in the Plan.

XIII. LEGAL DESCRIPTION

General provisions of Article III of the Plan (Legal Description) remain in effect for the Core Area. Said Article III, is hereby amended to include the following legal description of the Core Redevelopment Area. Figure 1 contains an illustration of the Core Redevelopment Area.

CITY OF TAMPA, FLORIDA
RIGHT OF WAY SECTION
DEPARTMENT OF HOUSING, INSPECTIONS AND COMMUNITY SERVICES

LEGAL DESCRIPTION

Type: PROPERTY AREA BOUNDARY

Location: DOWNTOWN COMMUNITY
REDEVELOPMENT AREA

PARCEL NO. 2

Sheet: 1 of 2

By: 

Date: 5-11-87

Sec. 13 & 24, T29S, R18E
AND Sec. 19, T29S, R19E

Checked: 

Date: 5-11-87

Project (File) No.: 414.3

Title Information By: NONE

Parcel (File) No.: _____

That tract of land lying in Sections 13 and 24 of Township 29 South, Range 1B East, AND in Section 19 Township 29 South, Range 19 East as located in Hillsborough County, Florida, more particularly described as follows to wit:

Begin at the intersection of the Southwesterly projection of the Centerline of Whiting Street as shown on TAMPA, a subdivision of record in Plat Book 1, Page 7 of the Public Records of Hillsborough County, Florida, with a Centerline in the Hillsborough River, said Centerline being that between the Easterly and Westerly combined Pierhead and Bulkhead Lines of said River as determined by the Jacksonville District, Corps of Engineers of the Department of the Army and shown on their drawing of the U.S. Harbor Lines, Tampa Harbor, Florida, Hillsboro River and Hillsboro Bay, Sheet No. 3, File 454-20,641; run thence Northeasterly along said projection and Centerline of Whiting Street to the Centerline of Monroe Street (Florida Avenue) in said Subdivision; run thence Northwesterly along said Centerline to the Centerline of Lafayette Street (John F. Kennedy Boulevard) in said Subdivision; run thence Northeasterly along said Centerline and its Easterly projection to the Centerline of the Eastbound Lane of the Eastern extension to I-75 of the Tampa South Crosstown Expressway Project (State Road 618); run thence Northeasterly along said Centerline to the Centerline of Drew Avenue (as shown on DREW'S ADDITION TO TOWN OF TAMPA, a

CITY OF TAMPA, FLORIDA

BIGHT OF WAY SECTION

DEPARTMENT OF HOUSING, INSPECTIONS AND COMMUNITY SERVICES

LEGAL DESCRIPTION

Type: PROPERTY AREA BOUNDARY

Location: DOWNTOWN COMMUNITY
REDEVELOPMENT AREA

PARCEL NO.: *
Sheet: 2 of 2

By:  Date: 5-11-87

Sec. 13 & 24, T29S, R18E
AND Sec. 19, T29S, R19E

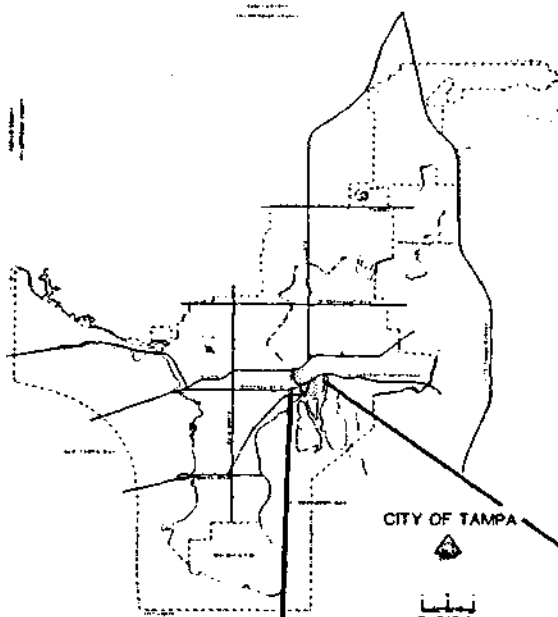
Checked: ^ - ^ ^ Date: 5-11-87

Project (File) No.: 414.3

Title Information By: NONE

Parcel (File) No.:

subdivision of record in Deed Book "K", Page 534); run thence Northwesterly along said Centerline to the Easterly projection of the Centerline of Twiggs Street as shown on said TAMPA Subdivision; run thence Southwesterly along said projection and Centerline to the Centerline of Jefferson Street as shown on said TAMPA subdivision; run thence Northwesterly along said Centerline to the Centerline of Cass Street as shown on said TAMPA Subdivision; run thence Southwesterly along said projection and Centerline to the Centerline of the Southbound Lane of Ashley Drive Interstate Expressway Connector, as shown on RIVERFRONT SUBDIVISION EAST, of record in Plat Book 42, Page 56 of the Public Records of Hillsborough County, Florida; run thence Northerly and Northwesterly along said Centerline to the Centerline of the Scott Street exit ramp of the State of Florida-State Road Department Interstate Expressway No. 4, as shown on said RIVERFRONT SUBDIVISION EAST; run thence Southwesterly along said Centerline to its intersection with a Centerline in the Hillsborough River, said Centerline being that between the Easterly and Westerly combined Pierhead and Bulkhead lines of said River as determined by the Jacksonville District, Corps of Engineers of the Department of the Army, and shown on their drawing of the U.S. Harbor Lines, Tampa Harbor, Florida, Hillsboro River and Hillsboro Bay, Sheet No. 3, File 454-20,641; run thence Southwesterly and Southeasterly along said Centerline to the Point of Beginning of the tract herein described.

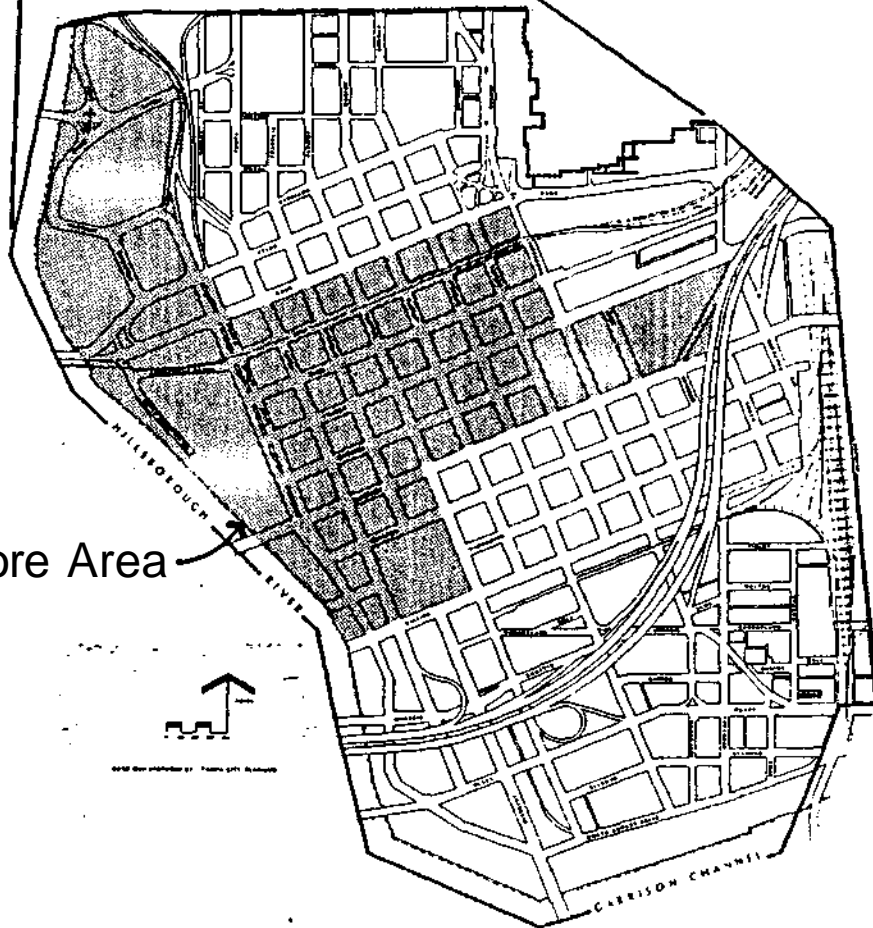


Downtown Core Area Location

Figure 1

Central Business District

Downtown Core Area



XIV. POLICIES AND OBJECTIVES

The general provisions of Article IV of the Plan (Policies and Objectives) remain in effect for the Core Area.

Article IV, Section B, (Proposed Measures to Accomplish Redevelopment Objectives) is hereby amended to include the following conditions of the Core Redevelopment Area.

- a. The downtown core contributes only 4.8% of the City's tax base, while a substantial number of parcels are non-taxable and/or marginally contributing to the tax base;
- b. The downtown core is experiencing an exodus of major firms (eg, Maas Brothers and General Telephone & Electric Data Services have recently occurred or is pending);
- c. The downtown core contains a significant number of blocks with little or no employment activity;
- d. Over 30% of all structures in the downtown core area have a vacancy rate of 20% or higher;
- e. Many parcels in the downtown core area have problems which hinder new development (e.g. fragmentation of ownership and hard to assemble parcels);
- f. There exists a significant amount of available undeveloped or under developed parcels in the area;
- g. Over 52% of all the structures are over 30 years old;
- h. Twenty-seven percent of all the structures have code violations;
- i. There exist a number of substantial transportation problems which hinder new investment. These problems are related to intersections, signalization, entrance and exit into the downtown from the interstate system, bus circulation problems, limited pedestrian amenities, safety concerns and parking problems.

General provisions of Article V of the Plan (Proposed Land Use Plan) remain in effect for the Core Area.

- A. Article V, Section B (Predominant Land Uses) is hereby amended to include the following and additional land uses and information for the Core Redevelopment Area.

The proposed Land Use Plan for the Core Redevelopment Area is based upon the following efforts:

1. CBD Subsector Goals Objectives and Policies, 1986.
2. Tampa Comprehensive Plan 2010 Concept Plan, 1987.
3. Proposed Tampa Land Use Element, 1987.
4. Tampa Central Business District Employment by Traffic Analysis Zones & City Blocks, 1987
5. Central Business District Land Use Policy Plan, 1987.

The Tampa Comprehensive Plan 2010 Concept Plan identified the CBD as one of three of the City's major regional activity and employment centers. As characterized in the concept plan, the CBD is envisioned to be a center of Cultural, Business, Convention Related and Government activities. The concept plan encourages the development of a strong downtown as the symbolic focal point for the City and the region.

The Core Redevelopment Area encompasses all or part of 8 districts land use character districts, as identified in the Downtown Land Use Policy Plan (See Figure 2). The following is a description of the proposed land uses for the redevelopment area as found in the Land Use Policy Plan. It provides a description of the desired future role of the redevelopment area:

1. Franklin Street District

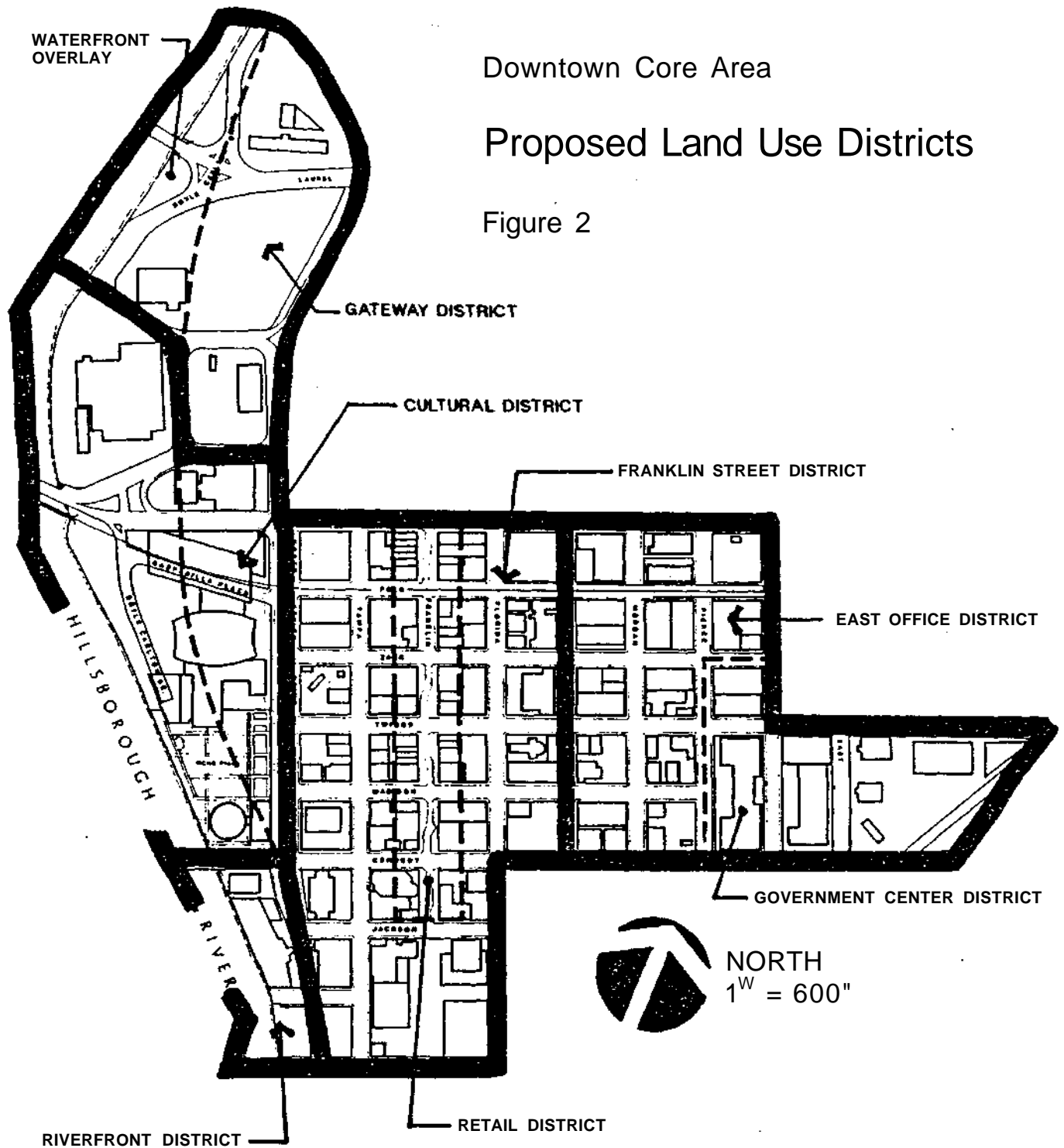
The Franklin Street District represents the desired focus of the highest activity and development intensity levels in the

WATERFRONT
OVERLAY

Downtown Core Area

Proposed Land Use Districts

Figure 2



CBD. Compact, intense mixed use developments and activities are desired within this district to encourage high levels of pedestrian activity and to make the most efficient use of existing and proposed public infrastructure and services.

The primary uses within the District are office, retail, eating and drinking places, service and business uses, and financial institutions. Residential, hotel and entertainment uses are also permitted. Industry, manufacturing, and adult entertainment uses should be prohibited. Highest intensity developments are strongly encouraged.

The desired character of the Franklin Street District will be one that places exceptional attention on the quality of the pedestrian environment. The Franklin Street District should be designed to reflect a positive environment strong enough to attract a high level of pedestrian activity.

Street fixtures should be of the finest quality and designed with a consistent theme. The sidewalks should be designed to facilitate pedestrian movement with comfortable seating provided at appropriate locations. The streets should be lined with a canopy of shade trees to create an aesthetically pleasing environment. Planters and colorful flowers should be included to provide attractive accents. These connections will encourage the pedestrian to walk throughout the core, from and into other districts, in a comfortable and pleasant setting.

Buildings should be designed to emphasize the first and lower level floors for pedestrian activity. The facades should be required to incorporate windows, window displays, and avoid long blank walls.

Statues, fountains and other public art features should be placed throughout the District to provide enjoyment and to promote an increased sense of public pride in Tampa's commitment to the cultural arts.

As the appearance of the streets will provide an attractive environment for the pedestrian, additional activities should also be provided to create a lively, active and vibrant urban setting further enriching the pedestrian experience. Outdoor cafes should be encouraged in the district, and they should be located so as not to unduly disrupt pedestrian movement or access. Vendors should be allowed to animate the streets. As an added amenity, public access to roof top terraces and observation decks should be encouraged.

While high intensity developments should be strongly encouraged, it will be important to ensure that a variety of public

spaces are available within the District to provide a sense of relief for the pedestrian from the tall structures in the core.

2. Retail District

Located within the Franklin Street District is the Retail District. As part of an overall retail strategy, retail uses should be required on the ground floor of all new development facing Franklin Street. The highest intensities of development are desired for this district. This concentration of retail uses, together with the high intensity developments in the District, will help to create a highly active pedestrian shopping mall.

As the focus of the Retail District, Franklin Street should be improved to reflect a special design character and include features to accommodate the highest levels of pedestrian activity and support retail growth along the spine. The restoration of Franklin Street should also incorporate public art, vendors and the highest quality streetscape.

The Retail District contains some older buildings that provide an important architectural heritage and unique contrast to the newer structures in the CBD. Some of the more significant buildings should be preserved where it is economically feasible. Review criteria should be established to ensure that new construction develops in a manner not incompatible with the more significant older buildings.

3. Gateway District

The Gateway District is the northern most portion of the waterfront. It's location with respect to I-275 access roads make it an important visual corridor for approaching visitors entering downtown. Special attention to the treatment of the Gateway District should be established to protect important views, establish new views, help create a quality downtown image and provide guidelines for new development.

Present uses in the Gateway District include a residential condominium, a hotel, an office tower, and parking lots. The desired character of development for this district includes office, hotel, retail and residential uses.

The design of all new developments in this area will be critical in establishing the image of the CBD. Lower intensities than those found in the Core are desired. Development projects should consider the downtown skyline and the water so as to minimize obstructions when viewed from the Interstate and

the waterfront. The most desirable configuration for new development would have the lowest intensity along the riverfront and progressively higher intensity inland.

Public access to and along the water's edge should be given strong priority. Landscaping should provide a sense of welcome through the beautification of this important entrance into the CBD.

4. Cultural Arts District

South of the Gateway District to Kennedy Street is the Cultural Arts District. This area contains the Performing Arts Center, the Library, the Tampa Art Museum, the NCNB Tower and Plaza, Curtis Hixon Convention Center, open space along the river and parking structures. The intent of the Cultural Arts District is to help unify the cultural arts uses that are presently in the area and provide for future supportive uses.

As part of the plan for this area, all public property in this district should be retained for use as open space, new cultural facilities, the expansion of existing facilities, or other uses closely related to the cultural arts. This would apply to the site presently occupied by Curtis Hixon Convention Center should it be removed once the new convention center opens.

Suitable cultural arts uses should include but are not limited to theaters, planetariums, galleries, and a variety of museums such as historic, natural history, children and field museums. Closely related but carefully considered ancillary uses should be encouraged such as studios for use by artists and performers. Locating major cultural facilities outside of this district anywhere in Hillsborough County should be strongly discouraged.

Industry, manufacturing, warehouse and adult entertainment should be prohibited. Existing non-cultural uses in the district should be allowed to continue. Office uses would be allowed on any privately owned property in this district. Lower intensity than those found in the core is desired for the area.

Pedestrian access to the water's edge should be given a high priority. A riverwalk should also be established to allow continuous access along the river. Consistent with the cultural theme of the district, public art should be heavily incorporated. A special streetscape treatment linking the Performing Arts Center with the North Franklin District

should be provided to help guide visitors into the Core. Within the District, cultural uses and supporting activities should be unified and linked with pedestrian connections featuring trees, small plazas, colorful landscaping; and a variety of cultural, entertainment and public space uses to enrich the pedestrian experience of the area. This concept would also include a coordinated system of directional and informational signage.

This area of the waterfront contains some of downtown's most important views of the University of Tampa minarets and of the Urban Core. View corridors that are restored with the demolition of any building within the district should be preserved, especially view corridors that are visual extensions of the existing street rights of way.

5. Riverfront District

The Riverfront District is that area of the waterfront west of Ashley Street between Kennedy Boulevard and Brorin Street. Present uses in the area include six to eight story office development, unpaved parking lots and a hotel. The narrow width of the district has the effect of bringing the waterfront to the edge of the Urban Core. It is here that the CBD's most active and densely populated districts meets the waterfront. It provides the opportunity for the creation of public spaces that can be used as people-oriented places to provide for pedestrian movement and enjoyment of the waterfront.

The relationship of this area to the dense urban core and the proposed convention center to the south provides significant potential to create a public space that serves a high number of pedestrians, both day and night. It could provide a special place for large gatherings and special community events. It could also provide the daytime workforce with an alternative to the office environment, and it could provide visitors and convention delegates with an attractive alternative pedestrian connection to the Urban Core and to the Cultural Arts District.

The plan recommends a desired character of lower intensities than those found in the core of office, retail, restaurants, and/or hotel uses. Industry, manufacturing, warehouse and adult entertainment should be prohibited. Pedestrian connections to and along the river should be provided. On-site open space, with views to the water should be required and incorporated in all new development. The plan also recommends that, as funds become available, land within this district be purchased by the City to be used specifically as public open space.

A riverwalk should be extended to the north and south linking the district to a variety of activities and uses along the water's edge. Public art and a high quality, well integrated landscaping design should be implemented to enhance the area as one of the Downtown's most people oriented places on the river.

6. Waterfront Overlay District

The Waterfront Overlay District is devoted to those elements that apply to all four of the waterfront districts.

Future development of the waterfront should allow easy access to the waterfront and continuous access along the water's edge through the provision of a riverwalk that is continuous and open to the public, from north of the Performing Arts Center to the Cruise Ship Terminal. Preservation or restoration of view corridors particularly as extensions of the street grid system to the water is desirable in all waterfront districts.

The CBD's waterfront varies in activity, use, size and market demand. These forces give rise to different development potentials along the water's edge. In considering development projects along the water's edge, free standing parking garages, municipal or privately owned, should be prohibited. Mandatory open space should be incorporated in all site plans.

Water-oriented amenities, such as boat tie-ups and water taxi stops should be incorporated as integral elements in all waterfront districts.

7. East Office District

The East Office District lies directly east of the Franklin Street District. Much of this area is presently used as government office and support uses, private office, retail, service and institutional uses. It is expected to continue to attract office (government and private), retail, service and support uses. Industry, manufacturing, warehouse and adult entertainment uses should be prohibited. Lower intensities than those found in the Core is desired as the character of development.

The Madison Street corridor represents a major pedestrian east-west linkage in the CBD. It allows for pedestrian movement between this district and the Franklin Street District and, as such, it should be targeted for special treat-

ment. It is also the major visual corridor providing a view of the County Courthouse as an anchor to the east and the University of Tampa minarets to the west. These views should be protected by ensuring new developments do not encroach into the street right-of-way.

The pedestrian environment should be characterized by an appealing streetscape design that will link the area with the Franklin Street District and the waterfront. Kennedy Boulevard, Twiggs and Zack Streets are also important east-west connections and should be targeted for special treatment.

Public space and public art should be required in all new development in the East Office District as basic amenities important to the environment for the downtown employee and visitor.

8. Government Center District

Located within the East Office District is a concentration of government buildings and related uses. This cluster of uses is significant enough to create the recognition of the area as a Government Center.

The intent of the Government Center District is to establish a unique identity for this district that is recognizable to the public by the treatment of sidewalk paving, landscaping, lighting fixtures, and signage. This treatment will establish a sense of place for the visitor and serve to underscore the role of the CBD as the region's predominant center of government.

Future development of government office buildings should be encouraged to be integrated in terms of pedestrian connections, public spaces, and the location of visitor parking. Public art should be required in this area. The combination of the streetscape, government buildings, landscaping and open space will encourage a cohesive character for the district. The character should both distinguish it from, while complementing, other downtown character areas.

Government office and support uses are encouraged within the district, as well as private offices. Lower intensities than those found in the Core are desired.

B. Development Guidelines

Article V, Section C (Development Guidelines) is hereby amended to include the following objectives and conceptual guidelines for the Core Redevelopment Area.

1. Downtown Tampa's Vision

Downtown Tampa's Vision describes the desired direction for the development of the CBD. It provides the basis for making decisions that will affect the Downtown, on which the overall plan is derived.

The vision for the Tampa Downtown is articulated through a statement of goals for the CBD and a General Development Concept. The goals describe the direction and quality of development for the Central Business District. The General Development Concept describes the character of that development within the CBD. Together, they provide a vision for Downtown Tampa to aspire towards as it moves into the 21st Century.

GOAL: MAINTAIN AND EXPAND DOWNTOWN TAMPA AS THE MAJOR ECONOMIC AND ACTIVITY CENTER OF FLORIDA'S WEST COAST.

OBJECTIVES:

1. To guide public and private land use and development into a highly compact and integrated urban center that encourages maximum social and economic benefit to the citizens of Tampa and the region.
2. To expand the CBD's role as the primary concentration of office, government, commercial, service, convention and visitor oriented activities, building upon these uses to create a diverse activity center, 24 hours a day.
3. To promote the CBD as the entertainment and cultural center of Florida's West Coast recognized by its fine museums, galleries, theaters, restaurants, performing halls, night clubs, public art and other cultural amenities.
4. To preserve, and where possible, enhance the water oriented character of the waterfront so as to create a festive and lively working, living and entertainment environment.
5. To provide the highest quality of environmental protection.

6. To create active and attractive pedestrian connections along Franklin Street, the waterfront and throughout the CBD, giving highest priority to the movement and comfort of the pedestrian.
7. To provide land for public use to help integrate the various areas of the CBD and to provide a variety of active and passive opportunities for workers, residents and visitors to the Downtown.
8. To identify and, where feasible, encourage the protection, preservation and dramatization of historic and architecturally significant structures, buildings and locations within the CBD.
9. To promote design excellence in the CBD and to create a visual appeal between the natural environment and the physical development that will take place.
10. To provide the highest quality amenities to create an exceptionally appealing pedestrian environment.

2. General Development Concept

The General Development Concept sets the direction for the development of the Tampa Central Business District, providing the over-riding principles that form the plan. The focus of the General Development Concept is Franklin Street. As the historical retail and activity street in Downtown Tampa, it remains the primary organizing element for Downtown. Under this concept, development of the highest intensity, will be encouraged to concentrate along Franklin Street. This concentration will allow the city to provide public services more efficiently, create a highly active central core, promote new retail and help to continue the current revitalization efforts along North Franklin Street.

A second organizing element of the General Development Concept is the waterfront. Forming the west and south boundaries of the CBD, this natural resource has the potential to develop a strong pedestrian oriented character. Development along the waterfront will be encouraged to provide greater public access and a wide variety of uses along the water's edge, i.e. cultural arts, visitor related activities, public open spaces, and mixed use developments.

Downtown is comprised of a variety of activity centers that create the vibrancy for the CBD. These activity centers attract and generate large numbers of people. The Performing Arts Center, private and public office buildings, the Cruise

Ship Terminal, the Convention Center, and developments on Harbour Island provide a wide mix of activity in the Downtown.

A system of connections completes the concept for Downtown Tampa encouraging the flow of people between Downtown's various activity centers, the Franklin Street Mall and the Waterfront. Pedestrian connections take the form of sidewalks, the riverwalk, parks, public spaces and through buildings. The concept calls for a highly integrated pedestrian oriented connection system to help foster movement throughout the Downtown.

The General Development Concept allows for greater efficiency in providing public services. For example, the proposed transportation system can better support a concentration of activities and uses along the Franklin Street corridor. Publicly provided park space and amenities can be provided in the areas with the highest concentration of downtown employees, and the higher intensities along Franklin Street can help to reinforce the growth of retail on the Mall.

C. Development Reflations

Article V, Section D (Development Regulations), Sub-section 2 (Zoning) is hereby amended to include the following ordinances for the Core Redevelopment Area.

1. Urban Design Review: A review process designed to give special attention to the pedestrian as well as set the physical design direction as it relates to urban growth, conservation and change.
2. Enhanced Streetscape Standards: An ordinance setting minimum design standards for the appearance and construction of streets in the CBD.
3. Public Art; An ordinance requiring all development to provide public art as part of the project.
4. Public Spaces: An ordinance requiring all development to provide space for public use.
5. Riverwalk: An ordinance requiring public-private partnership in the construction of a riverwalk as part of the development for public access and use.

6. Waterfront Development Standards: An ordinance establishing standards for future development of the waterfront to ensure high quality design and development and a people orientation.

The adoption of these ordinances will ensure that development that takes place in the redevelopment area will be consistent with the intent of the CBD Land Use Policy Plan.

D. Residential Use Element

Article V, Section D, Sub-section 4 (Residential Use Element) is hereby amended to include the following residential use information for the Core Redevelopment Area.

The Core Redevelopment Area contains some residential units. One Laurel Place, a residential condominium located in the northernmost portion of the core redevelopment area contains 98 condominium units and 139 residents.

The remainder of of the Core area contains 12 residential units distributed on 5 blocks. These units contained 18 residents in 1985.

Distributed in the remainder of the CBD are 72 other residential units. Sixty-eight of these units are contained in the Methodist Place, a residential unit for elderly persons. Total population contained in these units is 84 persons.

The US Census also identifies two group living quarters in the CBD. The County Jail with 530 persons and the Floridian Hotel with 212 persons. The Census also identifies another 18 persons distributed on eight blocks. The Census did not provide the number of housing units on these blocks.

The southern portion of the Downtown has been the location of proposed residential development. North of Garrison Channel is the Major-Pru site, which tentatively is considering the development of high rise residential condominiums. North of Major-Pru is the Ray-Bro property, which, in 1987 also proposed additional condominiums.

Adjacent to the Central Business District is Harbour Island. In 1985, development of residential units on Harbour Island began. The island contains 200 luxury condominiums. Efforts are being made to soon begin construction of 400 rental units

with an additional 400 units to be added at a later date.. Further residential development will be determined as the market evolves.

E. Incentives

Article V, Section D, Sub-section 7 (Incentives) is hereby amended to include the following development incentives for the Core Redevelopment Area:

The Downtown Land Use Policy Plan identified a number of incentives designed to encourage private investment and development in the Franklin Street District (which also represents a significant portion of the redevelopment area). These incentives include:

1. Establishing a high priority for the rehabilitation of Franklin Street to act as a catalyst for private development.
2. Exempting private development from the requirements for public art and privately provided public space in the District.
3. Establishing the District as a priority for municipally funded public art and public space acquisitions to improve the pedestrian environment.

XVI. NEIGHBORHOOD IMPACT ELEMENT

The General provisions of Article VI remain in effect for the Core Redevelopment Area.

A. Resident Population

Article VI, Section entitled "Resident Population" is hereby amended to include the following residential information for the Core Redevelopment Area:

According to the 1985 Special Census, the population of the Redevelopment Area is 157 persons, living in the following type housing units, as compared to the entire Central Business District:

	Redevelopment Area	Total CBD
Total housing units	110.	182
Owner occupied	15.	17
Renter occupied	72.	143
Vacant	19.	22
Single-family units	0.	1
Condominiums	98.	98
Apartments	12.	82
Mobile Homes	0.	1
Persons in housing units	157.	241
Persons in group quarters	0.	760

Due to the location and small number of residents in the area, redevelopment efforts are not expected to occur on blocks containing residential units. As such, there is little possibility that any of the present residents will be displaced or perhaps even inconvenienced by the redevelopment process. Because the area is currently blighted and basically non-residential in nature, redevelopment should have few negative impacts on the existing residents as well; however, should displacement and relocation of residents become necessary, it will be carried out per the relocation policy discussed in Section VII.

B. Nearby Residents

Article VI, Section entitled "Nearby Residents" is hereby amended to include the following residential information for the Core Redevelopment Area:

An improved downtown core will have significant positive impacts on the surrounding area, as well as the City as a whole. The redevelopment will create new jobs. The quality of Downtown retail will increase, and evening entertainment opportunities will become more diverse. The combination of these activities will create a highly active, mutually integrated urban core.

The benefits of this activity to nearby residents will be substantial. Persons living in Central Park Village, (one of the City's larger public housing projects with a population of almost 1,500) will receive the benefits of a wider variety of jobs and increased availability of nearby services.

The residential development on Harbour Island will also receive benefits. Increased activities in the Core will help to make Downtown a more livable area; thereby, attracting additional people who wish to live Downtown. This, in turn, will stimulate further demand for residential development on Harbour Island. The redevelopment will also help to spur residential developments in the Garrison Channel District and in other areas adjacent to the CBD such as Tampa Heights and the west bank of the river.

Another important impact of the redevelopment project would be psychological rather than physical. Nearby residents in areas of Hyde Park, West Tampa and Ybor City will benefit from the elimination of blight and the development of an active, vibrant urban core with a variety of services, amenities and facilities located nearby. The redevelopment of the blighted urban core will become a source of community pride. It will help to make nearby residents feel like a part of the Downtown revitalization process, rather than spectators of continued deterioration. This change in perspective would be regarded as having a significant positive impact.

There are several other ways nearby residents will benefit from redevelopment. The availability of new goods and services, especially after business hours, will be an improvement for residents, not only in, and around the Redevelopment Area, but throughout the City as well. Nearly all public services are likely to improve, particularly if tax increment financing is utilized.

C. Traffic Circulation

Article VI, Section entitled "Traffic Circulation" is hereby amended to include the following transportation information for the Core Redevelopment Area:

Redevelopment is expected to generate increased traffic into and out of the Urban Core Redevelopment Area; however, since the Urban Core Redevelopment Area is basically nonresidential and lacks any established neighborhood character that might be disrupted by increased traffic circulation, the anticipated impact is expected to be minimal.

Also, the Urban Core Redevelopment Area is not bounded by any established neighborhood that might be disrupted by increased traffic circulation.

In addition, the Urban Core Redevelopment Area is located away and separated by natural features and/or existing development from nearby neighborhoods of Hyde Park, West Tampa, Central Park Village and the emerging Harbour Island. The increase in traffic movements is not expected to impact these neighborhoods.

Lastly, a number of measures designed to mitigate any adverse transportation impact that may occur have been identified, including:

1. The Transportation Element of the City of Tampa Comprehensive Plan is based upon the Downtown Land Use Policy Plan. The transportation element identifies those street improvements that will be necessary to accommodate the traffic increase as development occurs. The Florida State Growth Management Act of 1985, as amended, (s. Chapter 163), requires these improvements to be made concurrent with the impact of development.
2. The Marion Street Transit Parkway is an integral part of the City's effort to increase mass transit service throughout the region. The improving mass transit system will help to alleviate much of the anticipated traffic increase.
3. The Central Business District Parking Plan includes the development of fringe parking and shuttle service into the Core. This action will help to reduce the number of automobiles traveling into the Core; thereby, reducing traffic congestion further.
4. The on-going Interstate-75 study will identify the redesign configuration of the interchange entrance into the Central Business District. This proposed action, once implemented, will mitigate a significant amount of the anticipated traffic increase.

XVII. PROPOSED REDEVELOPMENT ACTIONS

The General provisions of Article VII of the Plan (Proposed Redevelopment Actions) remain in effect for the Core Redevelopment Area.

A. Public Infrastructure and Improvements

Article VI, Section H (Public Improvements and Infrastructure) is hereby amended to include the following facilities information for the Core Redevelopment Area:

The City of Tampa is currently engaged in the development of the City-wide Comprehensive Plan, as mandated by the Local Government Comprehensive Planning and Land Development Regulation Act of 1985 (Florida Statute Chapter 163, Part III). This process will identify the total infrastructure needs for the Central Business District (including the redevelopment area). All necessary infrastructure needs will be detailed in the City's Capital Improvements Element of the Comprehensive Plan. The determination of the infrastructure needs was based upon the CBD Land Use Policy Plan and the needs identified in the City of Tampa Comprehensive Plan Elements, which is also the basis of the Core Redevelopment Plan contained herein. The Agency shall be consistent with standards and needs identified in the City's Capital Improvement Element in proceeding with the implementation of the Core Redevelopment Plan.

XVIII. IMPLEMENTATION STRATEGIES

The general provisions of Article X of the Plan (Implementation Strategies) remain in effect for the Core Redevelopment Area.

A. Market Potential

Article X, Section A (Market Potential) is hereby amended to include the following development potential for the Core Redevelopment Area.

1±. Workforce Population Projections

The employment projections for the Central Business District are based upon the Proactive Estimates as accepted as the basis of planning for the Downtown. The Proactive employment estimates assume an increasing share of employment for the Downtown compared to the County. They also assume an aggressive marketing effort and the provision of necessary amenities (e.g., transportation [or the necessary removal of blight]) to make these projections viable. These projections place downtown employment for the year 2010 at 88,079.

2. Office Development

For the year 2010, the total downtown private office supply will need to be approximately 21.2 million gross square feet to accommodate the projected office employment. This will require a 14.8 million gross square feet increase to the 1986 office inventory. The magnitude of 14.8 million gross square feet would equal about 37 projects similar in size to Ashley Plaza or 17 projects similar to Barnett Plaza.

3. Government Office

Downtown Tampa is a center for a variety of local, county, state and federal governmental offices and services. In 1985, over 6,000 persons were employed in some level of government in the CBD comprising approximately 25% of the downtown workforce. Total government office space in 1985 was 1.7 million square feet. Future government office space for the year 2010 is expected to reach 2.1 million square feet.

4. Retail

Downtown retail has been on the decline, and it will require special attention to restore the CBD to a role as a retail center. Retail activity along Franklin Street Mall is not able to sustain itself, and has been waning in spite of concerted efforts to generate pedestrian activity on a regular basis (e.g., the Franklin Street Mall Division of the City's Department of Convention Facilities). In 1985, retail (including businesses and services) in Downtown totaled 934,000 gross square feet and employed 868 persons. Proactive estimates for the year 2010 indicate a modest increase to 1.1 million square feet; however, retail growth could be increased further through the implementation of mutually supportive policies and the elimination of blight conditions that will help to attract a higher level of retail development.

5. Visitor Related Activities

A variety of visitor oriented activities are located in the Central Business District. These activities will be important in shaping the future direction of the CBD.

Located along the north portion of the CBD's waterfront are some cultural facilities. The Hillsborough County Public Library, the Tampa Museum and the newly constructed Performing Arts Center are grouped together in this area. These facilities provide an important basis for Downtown's emergence as a Cultural Arts Center for the region. As the CBD develops, efforts to expand and strengthen this cultural image are expected to continue.

Adjacent to these cultural activities, is the Curtis Hixon Convention Center. In 1986, convention activities associated with Curtis Hixon had a total estimated direct economic impact of \$32 million dollars for the Tampa region. In 1990, the convention center (located in the southwest most portion of the CBD) will begin operation. The anticipated economic impact of the new facility is expected to far exceed the present impact associated with Curtis Hixon Convention Center. It's presence in the Garrison Channel area is expected to influence the character of development in that portion of Downtown.

Located just outside of the southeastern portion of the CBD is the Cruise Ship Terminal. Recent plans for expansion and development include a 300 room hotel, a 300,000 square foot office tower, a smaller office tower, and two cruise ship terminals. These activities may generate additional demand for office and visitor oriented activities in the eastern portion of the Garrison Channel area.

South of the CBD is Harbour Island. The Harbour Island Hotel and the Marketplace are additional visitor attractions, and they are expected to continue this role. The proposed Aquarium will also be a significant tourist attraction for the Downtown area. These activities are expected to draw in excess of a million visitors through the CBD each year.

Much of this visitor activity will stimulate the demand for hotel rooms. In 1985, the Downtown area contained four major hotels--the Hyatt, the Hilton, the Holiday Inn, and the Days Inn. These four hotels contained 1340 rooms and employed 590 persons. Two hotels are located near the center of the CBD, one is located north of the Performing Arts Center and one is located in the northeast section of Downtown. The Harbour Island Hotel located adjacent to the CBD contains 300 rooms and employs 300 people. The proposed convention center, the expanding cruise ship terminal and continued development in Downtown is expected to create new demand for additional hotel rooms. By 2010, total hotel rooms could exceed 5000 in the CBD.

In 1985, Downtown contained 50 restaurants, lounges, bars or night clubs. The vast majority of these establishments were oriented to the Downtown employee. By evening time, most of these establishments were closed. The Performing Arts Center, the Convention Center, the Cruise Ship Terminal and the activities on Harbour Island will become highly active evening oriented centers. Their activity is anticipated to create opportunities for additional entertainment and restaurant places in the Downtown, particularly near their respective locations.

6. Residential Development

In 1985, the Tampa Central Business District contained 182 housing units with a residential population of 471. The Hillsborough County City-County Planning Commission projects that by the year 2010, Downtown population (including those in group quarters) will increase to 2,168 with 1,138 residential units.

7. Public Spaces

Public spaces help to provide relief from the intensity of development in Downtown by providing pleasant and enjoyable places for the pedestrian. Downtown's existing inventory of major public spaces include: The Franklin Street Mall, the Esplanade, Barnett Plaza, and City Hall Plaza in the central CBD area. Perry Harvey Park located in the northeast area provides another public space. Under

construction is the NCNB Plaza Park located along the Hillsborough River and Herman Massey Park located along North Franklin Street.

The anticipated development patterns for the CBD indicate a highly intensive development character for Downtown. As this development character evolves, the need for pedestrian oriented public space will become critical. The waterfront represents a significant area where additional public space and access is desirable; where opportunities for the pedestrian to enjoy the natural setting of the river can be provided. The central portion of the CBD is also expected to become an area where additional public space is desired as the concentration of the workforce and office development increases. The eastern section of the CBD is significantly deficient in public spaces.

The following is a summary of the future land use needs for the Central Business District (in Square Feet unless noted otherwise).

Land Use Type	1985	2010	Amount Needed
Private Office	5,541,668	21,216,272	15,674,604
Gov't Office	1,506,905	1,909,839	402,934
Gov't Non-Office	231,107	212,482	- 18,625
Retail	826,442	1,117,732	291,290
Public Assembly	559,548	1,211,848	612,300
Public Non-Assembly	178,325	278,325	100,000
Hotel rooms	1,640	5,000	3,360
Residential Units	182	1,138	956

Open Space: The CBD Land Use Policy Plan identified the CBD as being deficient in park and open space. The plan identified the waterfront, the Franklin Street, and East Office Districts as areas where public open space was needed.

XIX. DURATION, MODIFICATION, AND SEVERABILITY OF THE PLAN

General provisions of Article XI (Duration, Modification and Severability of the Plan) remain in effect for the Core Redevelopment Area. Article XI of the Plan is hereby amended to include:

If any provision of the Amendment to the Plan is held to be invalid, unconstitutional or otherwise locally infirm, such provision shall not affect the remaining portions of the Plan or the Amendments thereto.

XX. COKE COMMUNITY REDEVELOPMENT PROJECTS

The General provisions of Appendix II (Introduction to Community Redevelopment Projects) remain in effect for the Core Redevelopment Area. Appendix II is hereby amended to include the following redevelopment projects and information.

A. Introduction to Community Redevelopment Projects

The projects described in the following pages are the proposed Community Redevelopment Projects to be implemented within the Core Community Redevelopment Area. These projects constitute the proposed actions by the Agency for the elimination of blight in accordance with the Plan.

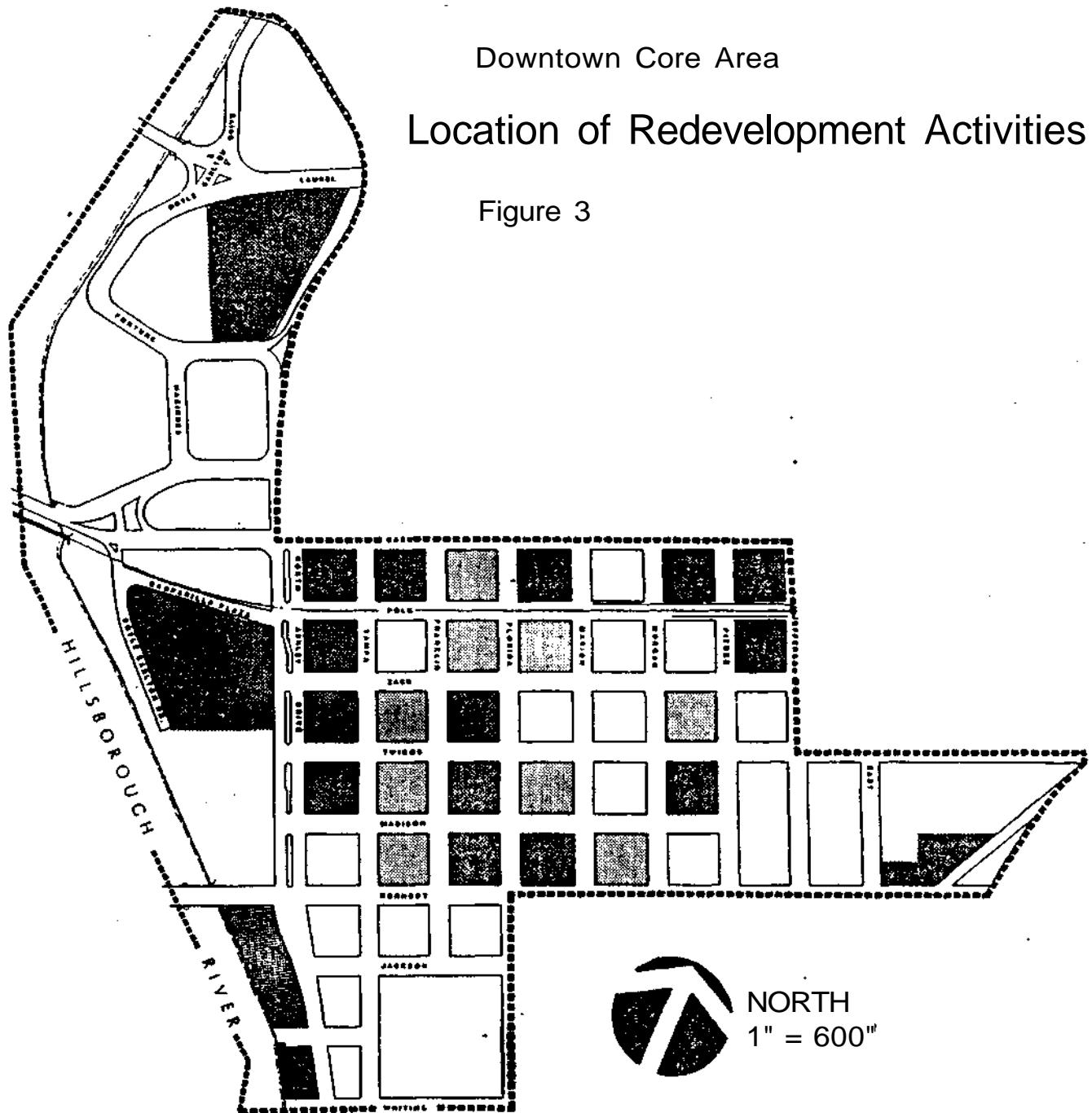
Within the redevelopment area there are blocks that offer different potential for new development. Redevelopment Blocks are those blocks that could be 100% utilized for redevelopment purposes. Rehabilitation Blocks are those blocks that contain some unique characteristic (i.e., historic or architecturally significant structures) that may require adaptive re-use or may allow for less than 100% of the block for redevelopment. These potential blocks are shown in Figure 3.

The projects have been prioritized on the basis of those deemed most necessary to achieving the vision stated in the CBD Land Use Policy Plan. In general, the first priorities are related to encouraging maximum private investment in the redevelopment area in order to expand the tax base, which further, will help to finance future development of other projects (i.e. parks and open space). The priority in which the projects are listed is meant to serve as a suggested guide. At any time, the Agency may re-prioritize the projects as deemed necessary or desired to achieve the redevelopment purposes.

Downtown Core Area

Location of Redevelopment Activities

Figure 3



 Redevelopment Block

 Existing or Proposed Development

 Rehabilitation Block

REDEVELOPMENT PROJECTS

CREATION OF HIGH INTENSITY OFFICE DISTRICT

The Franklin Street Corridor is the desired focus of High Intensity Office Development in the Downtown. It is also the location of the major blight conditions identified in the Tampa Downtown Core Area Study. The introduction of High Intensity Office Development into this area will curb the spread of blight, revitalize the area and promote further private investment.

In order to attract new high intensity development, the Agency will need to take a partnership role in assisting prospective developers in overcoming the barriers to investment that exist. The City will need to develop and adopt corresponding policies that will support the private initiatives in the area. Without these actions the area is not expected to overcome the conditions of blight.

The goals of the project are to:

- a. Locate major office developments on the redevelopment/rehabilitation blocks in the Franklin Street District, and
- b. Conserve and adapt historic structures on rehabilitation blocks.

The City would benefit by this project in a number of ways, including:

- a. The blight conditions of the area will be arrested and replaced by a more stable and positive climate.
- b. The tax base of the redevelopment area will increase.
- c. The development of office projects will create new construction jobs and provide an additional base of new long-term employment positions.
- d. The location of the projects in the Franklin Street District will make more efficient use of the City's existing and proposed infrastructure.
- e. The location of the projects will spur additional private investment including office, retail, business and commercial development.

- f. New office development along Franklin Street will help to support the creation of a high scale retail district.
- g. Adaptive re-use projects will preserve the historic character of the Downtown.

The implementation of the project will require the following actions and use of powers:

- a. The Agency shall issue request for proposals for office developments and historic adaptive re-use projects.
- b. Where determined appropriate, the Agency shall make available its powers of eminent domain to assist in the assemblage of property.
- c. Where applicable, the Agency shall acquire property for resale to developers to achieve the stated objectives.
- d. The Agency, in concert with the City, and within the confines of the law and objectives of this plan, shall seek ways of streamlining the development process and reducing development costs of projects (i.e., land write downs, provision of amenities, etc.) in order to encourage maximum private investment.
- f. The Agency, in concert with the City and the Developer, shall seek and apply for Federal and State financial assistance in order to encourage maximum private investment.

The following is a list of potential funding sources that could be used to finance the project:

- a. Special Benefit Assessments
- b. Urban Development Action Grant Program
- c. Department of Transportation Programs
- d. Federal Tax Credits (Historic Preservation)
- e. Industrial Development Bonds*
- f. State Corporate Income Tax Credits*
- g. Community Development Block Grant Program
- h. Tax Increment Financing

*Redevelopment area must be declared an enterprise zone first to qualify for assistance from these sources.

The anticipated costs of the project are varied, depending on the nature and needs to implement each request for proposal, and the type of incentives utilized (i.e. land write downs, infrastructure provision, street closures, tax credits, etc)

REDEVELOPMENT PROJECTS

FRANKLIN STREET RENOVATION

Franklin Street Mall is the desired focus for the highest concentration of pedestrian activity. It is also the desired location for retail development; however, the Mall contains some of the most prevalent blight conditions. The renovation of the Mall is an integral part in reversing these conditions, stimulating retail investment, spurring additional private office development and creating a special pedestrian place.

The renovation of the Franklin Street Mall will require a lead role by the Agency and City in the financing, design and construction of the project. Without this effort, there is little possibility that the renovation of the Mall can be completed and the blight conditions arrested.

The goal of the project is to create and establish a high quality pedestrian oriented street.

The benefits received by the City would include:

- a. The blight conditions along Franklin Street will be arrested and replaced by a more positive climate.
- b. The improved physical appearance of the Mall will help to spur additional private investment, including office, retail, entertainment, business and commercial development.
- c. The renovation will help to attract increased levels of pedestrians and activity, which will also be supportive of the development of a high-scale retail district.
- d. The construction of the Franklin Street Mall will create new construction jobs.
- e. The renovation of the Mall will provide residents, employees and visitors of the Downtown with an amenity that is an exceptional pedestrian oriented activity center.
- e. The renovation of the Mall will increase the property values and the tax base in the District over what is anticipated to occur.

The project will require the following actions and use of powers:

- a. The City shall develop, or cause to be developed, the design concept, guidelines and construction specifications for the renovation of the Franklin Street Mall
- b. The Agency shall secure funding for the construction.
- c. The Agency shall select a contractor for the project.
- d. The City shall develop facade design and appearance guidelines for the Franklin Street Mall.
- e. The City shall make available low interest facade improvement loans to property owners in the Franklin Street District.
- f. The private sector shall be responsible for developing and financing a maintenance program for the regular upkeep of the Mall and executing a development agreement with the City.

The following is a list of potential funding sources that could be used to finance the project:

- a. Tax Increment Financing
- b. Facade Improvement Loan Program
- c. General Revenues
- d. Special Assessment District

The anticipated costs of the project will depend on the final design and material selected. The total cost of the project may fall between \$4 - \$6 Million Dollars. The maintenance program will be an additional annual expenditure. Some side street connection improvements shall also be considered for inclusion in the Franklin Street Mall project.

REDEVELOPMENT PROJECTS

CREATION OF A HIGH QUALITY RETAIL DISTRICT

Downtown retail has continued to decline, both in sales and quality of retail goods. The purpose of this project is to not only revitalize Downtown retail, but to also increase the level of merchandise sold to create a thriving, upscale, high-quality retail district.

The creation of a high quality retail district involves the location of major regional tenants and specialty stores. The Agency will need to take a lead role in attracting these tenants; while the City will need to adopt corresponding policies that will support new private investment into the retail district. Without these actions, the conditions of blight will most likely continue throughout the Franklin Street Retail District; thereby, limiting the potential development of retail.

The goals of the project are to:

- a. Locate 2 or more major anchor stores along Franklin Street.
- b. Develop parking to meet the requirements to support retail growth.
- c. Enact Facade Improvement Program

(Note: This project should be undertaken in conjunction with the Franklin Street upgrade)

The City will receive the following benefits from the project:

- a. The development of a retail district will help to further the elimination of blight conditions in Downtown.
- b. The retail district will help to extend the cycle of activity in Downtown, providing opportunities for after normal working hours shopping and entertainment.
- c. The creation of a retail district will help to support the development close-in residential. This support will further the goals for residential in the remainder of Downtown and Harbour Island.
- <i. The tax base of the redevelopment area will increase.

- e. The development of the retail district will create new short-term construction jobs and long-term employment positions.
- f. The creation of a retail district will provide a central place in Downtown that is readily recognizable by its exceptional quality.

The implementation of the project will require the following actions and use of powers:

- a. The Agency shall issue a request for proposals for mixed-use developments to include ground level retail and adaptive re-use of historic buildings for retail.
- b. Where applicable, the Agency shall make available its powers of eminent domain to assist in the assemblage of property.
- c. Where applicable, the Agency shall acquire property for resale to developers to achieve the stated objectives.
- d. Where applicable, the City and the Agency shall negotiate the provision of public-private parking facilities in support of major regional retail developments.
- e. The City shall adopt the land use and retail policies of the Land Use Policy Plan.
- f. The Agency, in concert with the City, shall seek ways of streamlining the development process and reducing development costs of projects (i.e., land write downs, provision of amenities, etc.) in order to encourage maximum private investment.
- g. The Agency, in concert with the City and the Developer, shall seek and apply for Federal and State financial assistance in order to encourage maximum private investment.

Possible funding sources for the project include:

- a. Special Benefit Assessments
- b. Urban Development Action Grant Program
- c. Department of Transportation Programs
- d. Federal Tax Credits (Historic Preservation)
- e. Industrial Development Bonds*
- f. State Corporate Income Tax Credits*
- g. Community Development Block Grant Program
- h. Tax Increment Financing

*Redevelopment area must be declared an enterprise zone first to qualify for assistance from these sources.

The anticipated costs of the project would vary, depending on the nature and needs to implement each request for proposal, and the type of incentive utilized (i.e. land write downs, infrastructure provision, street closures, tax credits, etc)

REDEVELOPMENT PROJECTS

DEVELOPMENT OF THE RIVERWALK

The purpose of the riverwalk is to provide continuous public access along the waterfront connecting the Performing Arts Center, the Convention Center and the Cruise Ship Terminal.

The riverfront is an amenity that offers opportunities to develop a strong, vibrant pedestrian character. The location of the Cruise Ship Terminal, Convention Center and the Performing Arts Center also present opportunities to create a water oriented pedestrian connection. A pedestrian connection along the water's edge is a vital ingredient in energizing and revitalizing the waterfront, particularly that portion of the waterfront in the redevelopment area; however, while recent waterfront development has created the opportunity for public access to the water, much of the development has, in fact, precluded public access to or along the water. Without the riverwalk connection, the waterfront is expected to continue to develop in an isolated manner with little chance to reach its full pedestrian oriented potential.

The goal of the project is to construct a continuous publicly accessible riverwalk along that portion of the CBD that lies in the redevelopment area.

The benefits to the City would include:

- a. Increased opportunities for revitalization along the water's edge.
- b. Residents, employees and visitors of the Downtown will be provided with an exceptional pedestrian amenity.
- c. A greater use of the waterfront will be facilitated by attracting additional pedestrians to the water's edge.

Implementation of the project will require the following actions and use of powers:

- a. The City shall establish building setback lines from the water's edge to provide for a public easement.
- b. The City shall develop design guidelines and specifications for a continuous riverwalk.
- c. If possible, and desired by property owners, the City shall apply for a single unified permitting of the riverwalk.

- d. The City shall require private construction (as part of new development) and maintenance of the riverwalk on privately held land.
- e. The City shall construct and provide maintenance to the riverwalk on publicly held land and under bridge connections.

Possible funding sources would include:

- a. Privately financed on private property
- b. Tax Increment Financing
- c. General Revenues
- d. Special Benefit Assessments

The anticipated costs of the project have not been determined at this date.

REDEVELOPMENT PROJECTS

CREATION OF A CULTURAL ARTS DISTRICT

The purpose of the Cultural Arts District is to help unify the cultural arts uses that are presently in the area and to provide for future supportive uses. The proposed Cultural Arts District, as identified in the CBD Land Use Policy Plan, contains the Performing Arts Center, the Library and the Tampa Art Museum. The site presently occupied by the Curtis Hixon Convention Center may become under-utilized after the opening of the new Convention Center. This site should then be used for theaters, planetariums, galleries, and/or a variety of museums in order to discourage further intrusion of blighting factors.

In order to bring about this type of development, the Agency will need to address the future role of Curtis Hixon Convention Center and take a lead role in attracting major cultural facilities into the area. The City, in cooperation with Hillsborough County, will need to develop and adopt corresponding policies that will support the initiatives in the area. Without these actions the area is not expected to change; thereby, continuing to pose barriers to new cultural development.

The goals of the project are to:

- a. Demolition or adaptive re-use of Curtis Hixon Convention Center.
- b. Locate 1 or more major cultural facilities, such as, museums, galleries, theaters, etc.
- c. Discourage the location of regional serving cultural art facilities outside of the Central Business District Cultural Arts District.
- d. Provide riverfront cultural open spaces.
- e. Improve the streetscape to enhance the appearance of the Cultural District.

The benefits to the City would be as follows:

- a. The development of a cohesive Cultural Arts District will help to expand and strengthen Downtown's role as a Regional Cultural Center.

- b. Redevelopment of the area will allow for a more appropriate use of the site occupied by the Curtis Hixon Convention Center.
- c. Creation of a Cultural Arts District will help to attract additional visitors to the CBD which will also help to support the growth of development and activities in the Franklin Street District.

The implementation of the project will require the following actions and use of powers:

- a. The Agency shall, from time to time, submit or consider requests for proposals for new cultural facilities in the District.
- b. The City shall demolish the Curtis Hixon Convention Center (in the event no suitable cultural use can be adapted to the facility).
- c. The City shall develop guidelines and specifications for the design and appearance of public open space in the Cultural District.
- d. The City shall develop guidelines and specifications for streetscape and sidewalk design improvements.
- e. The Agency shall secure financing of construction activities associated with the project.

Possible funding sources for the project include:

- a. Tax Increment Financing
- b. Community Development Block Grant Program
- c. Special Assessment District
- d. General Revenues

The anticipated costs of the project have not been determined at this date.

REDEVELOPMENT PROJECTS

GOVERNMENT CENTER STREETSCAPE IMPROVEMENTS

The intent of the Government Center streetscape improvement project is to establish a unique identity for the district that is recognizable to the public by the treatment of sidewalk paving, landscaping, lighting fixtures and signage. This treatment will establish a sense of place and arrival for the visitor, and it will serve to underscore the role of the CBD as the region's predominant center of government.

Improving the streetscape in the district will require a lead role by the Agency and City in the financing, design and construction of this project. Without this effort, there is little possibility that the streetscape can be improved in a coordinated fashion.

The goal of the project is to improve the streetscape and coordinate the design and appearance of the Government Center District.

The benefits of the project to the City include:

- a. The improvement of the streetscape will help to expand and strengthen Downtown's role as a Government Center.
- b. The improved streetscape will help to improve the pedestrian environment in and around the Government Center District.

The project will require the following actions and use of powers:

- a. The City shall develop the design guidelines and construction specifications for the streetscape improvements.

Possible Funding Sources would include:

- a. Tax Increment Financing
- b. General Revenues

The anticipated costs of the project have not been determined as of this date.

REDEVELOPMENT PROJECTS

URBAN CORE STREETSCAPE IMPROVEMENTS

The purpose of the streetscape project is to create a positive pedestrian environment along the Urban Core streets.

Downtown streets have been designed to accomodate the movement of automobile traffic at the expense of the pedestrian. Many of the CBD's streets are significantly void of such pedestrian amenities as, quality sidewalk paving material, comfortable seating, attractive landscaping, coordinated street fixtures, and convenient, unobstructed pedestrian movement zones. This void will exacerbate the blight conditions further. Improving the streetscape in the district will require a lead role by the Agency and City in the financing, design and construction of the project. Without this effort, there is little possibility that the streetscape can be improved in a coordinated fashion.

The goal of the project is:

To develop streetscape guidelines and standards to improve the design and appearance of the Franklin Street District streetscape.

Benefits to the City include:

- a. Improvement of the streetscape in the Urban Core will support the elimination of blight conditions.
- b. The improved streetscape will create a positive pedestrian environment that will support the activity and development along Franklin Street.

In order to implement the project, the following actions and use of powers would be required:

- a. The City shall develop the design guidelines and construction specifications for the streetscape improvements.
- b. The Agency shall secure funding for streetscape improvements.

- c. The City shall require all new development to follow the design guidelines and specifications for streetscape in the Franklin Street District.
- d. The City shall implement a streetscape improvement program based upon the design guidelines and specifications.

Possible funding sources include:

- a. Tax Increment Financing
- b. General Revenues
- c. Special Assessment District

The anticipated costs of the project have not been determined as of this date.

REDEVELOPMENT PROJECTS

URBAN CORE PARK ACQUISITION

The purpose of the urban core park acquisition project is to provide additional park and open space for the benefit of the employees, visitors and residents of downtown.

The anticipated development patterns for the CBD indicate a highly intensive development character for Downtown. As this development character evolves, the need for pedestrian oriented public space will become critical. The central portion of the CBD, in particular, is expected to become an area where additional public space is desired as the concentration of the workforce and office increases.

In order to provide additional public open space, land will need to be acquired by the City to be developed for this purpose.

The goals of this project are:

- a. Create guidelines for the development of public spaces on privately held lands.
- b. Provide a variety of parks and spaces of various size, character and activity for the enjoyment of the public.

The benefits of this project to the City are:

- a. The provision of parks and open spaces will help to provide relief from the continuous blocks of buildings in the Downtown.
- b. Parks and open spaces will also provide pleasant and enjoyable places for the pedestrian.
- c. The provision of parks and open spaces will replace the deteriorating blight conditions with attractive, inviting pedestrian oriented places.

Specific actions and use of powers needed in the implementation of the project include:

- a. The City shall develop guidelines and specifications for park development.

- b. The City shall adopt and implement public space ordinance.
- c. The Agency shall purchase land for park development .

A list of possible funding sources includes:

- a. Tax Increment Financing
- b. Private donation
- c. General Revenues
- d. Special Benefit Assessment

The anticipated costs of the the project will vary, depending upon the size of the park and the design elements.

REDEVELOPMENT PROJECTS

EAST OFFICE DISTRICT STREETScape IMPROVEMENT

The purpose of the East Office streetscape project is to create a positive pedestrian environment to distinguish and enhance the area.

The streets in the East Office District suffer from the same lack of pedestrian oriented amenities as those streets in the Urban Core. Such elements as quality sidewalk paving material, comfortable seating, attractive landscaping, coordinated street fixtures, and convenient, unobstructed pedestrian movement zones are not found in the East Office District. Improving the streetscape in the district will require public/private partnership in financing of the project. Without this effort, there is little possibility that the streetscape can be improved in a coordinated fashion.

The goal of the project is to improve the design and appearance of the East Office District streetscape and to embark on a streetscape improvements program.

The benefits of this project to the City are:

- a. Improvement of the streetscape in the East Office District will support the elimination of blight conditions.
- b. The improved streetscape will create a positive pedestrian environment that will support the activity and development throughout the East Office District.
- c. The improvements will establish a sense of place for the existing seat of the Hillsborough County government.

To implement the project, the following actions and use of powers would be required:

- a. The City shall develop the design guidelines and construction specifications for the streetscape improvements.
- b. The Agency shall coordinate the securing of funding sources for the streetscape improvements, including County, City and Private Property Owners.

- c. The City shall require all new development to follow the design guidelines and specifications for streetscape in the East Office District.
- d. The City shall approve a streetscape improvement program based upon the design guidelines and specifications.

Possible funding sources would include:

- a. Tax Increment Financing
- b. General Revenues
- c. Special Assessment District

The anticipated costs of the project have not been determined as of this date.

REDEVELOPMENT PROJECTS

RIVERFRONT PARK ACQUISITION

The purpose of the project is to create a unique public space that can be used as a people oriented place for pedestrian movement and enjoyment of the waterfront.

In order to create this public space, it will be necessary for the Agency to acquire property for park development. Existing and proposed development in the Riverfront District creates barriers to developing a large public space. The Agency and the City will need to coordinate property acquisition and public space requirements to provide the desired public space and park sites.

The goal of the project is to develop a large, open pedestrian oriented public space along the water's edge.

The benefits to the City would include:

- a. The relationship of this area to the dense urban core and the convention center to the south provides significant potential to create a public space that can serve a high number of pedestrians both day and night.
- b. The project will provide a place for public gatherings and special community events.
- c. The riverside public space will provide the workforce with an alternative to the urban core environment.

Specific actions and use of powers needed in the implementation of the project include:

- a. The City shall implement a public space ordinance to institute a public-private partnership approach.
- b. The Agency shall purchase land for publicly owned park sites.

A list of possible funding sources includes:

- a. Tax Increment Financing
- b. Private donation
- c. General Revenues
- d. State Funding Sources

The anticipated costs of the the project will vary, depending upon the size of the park and the design elements.