

Welcome
to the
Drew Park

Community Redevelopment Area

Streetscape and Beautification Master Plan
Workshop #2

Hillsborough County Community College
Student Services Building – Rooms 108-112
June 28, 2011

Meeting Objective...

- Inform you of our progress
- Present the proposed design concept
- Ask for your feedback

Related Projects Update

- **Lois Avenue resurfacing**
- **Construction projects currently IN PROGRESS**
 - **MLK Boulevard lane widening - Dale Mabry to Lois Ave.**
 - **MLK and Lois Intersection Improvements**
 - **CRA Stormwater Improvements Plan**
 - **Grady Avenue Improvements**
 - **Lois Avenue Improvements**

Goals of the Streetscape Master Plan

- Improve the character and quality of the public areas throughout Drew Park
- Tell the unique story of Drew Park's history and diversity
- Begin to establish a new positive image of the Drew Park Community Redevelopment Area

■ Data Collection Summary

- No Identity – Where is Drew Park?



■ Data Collection Summary

- Streets encourage overuse of Right of Way



■ Data Collection Summary

- Sidewalks unprotected, damaged, narrow



■ Data Collection Summary

- New Storm Piping on Lois and Grady
- Open ditches and swales to remain



■ Data Collection Summary

- **Overhead Utilities throughout**
 - Limit Tree Planting Opportunities
 - Increase Tree Maintenance and Storm Damage



Future Growth Expectations

- **Hillsborough Community College**
 - HCC Master Plan proposes growth along Tampa Bay Blvd. and Lois Ave.
- **Airport**
 - 2025 Master Plan indicates additional cargo support along Cargo Road
- **Commercial & Light Industrial Business**
 - Expect growth in the future
- **Residential Development**

Looking to the Future

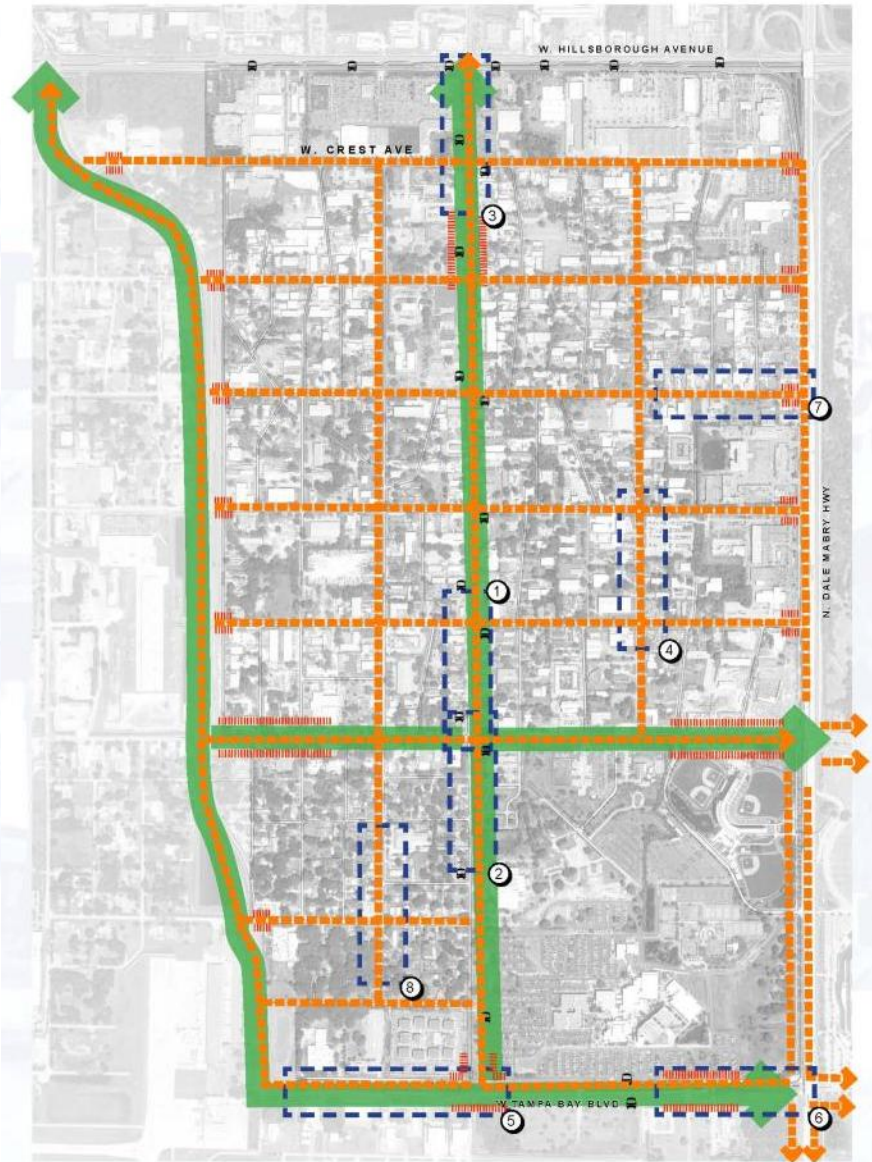


Project Objectives

- 1. Layout a Long Range Plan - Master Plan**
- 2. Identify Improvements that can be accomplished quickly and inexpensively.**
- 3. Make improvements part of planned projects**
 - 1. N. Lois Ave**
 - 2. N. Grady Ave**
- 4. Set standards for continued implementation as funds become available**

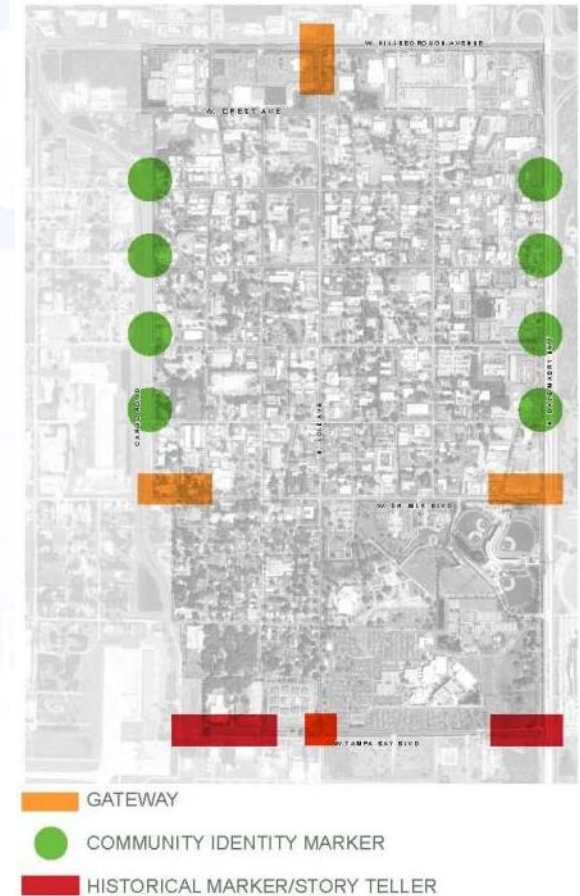
Master Plan - Elements

1. Establish and communicate a identity for Drew Park through Gateways and perimeter signage
2. Create Historical Markers to tell of Drew Park's past
3. Create a connected system of walks and trails
4. Develop a design solution for the drainage swales that converts existing ditches into maintainable bio-swales
5. Develop passive park areas along the Linear Park and an active Play Park within the residential neighborhood
6. Introduce Artwork throughout the community
7. Add coordinated Lighting and Site Furnishings as part of project improvements



1. Establish and Communicate a new identity for Drew Park through Gateways and Perimeter Signage

- **Gateway Feature Locations**
 - Lois & Hillsborough Avenue
 - MLK and Dale Mabry
- **Perimeter Signage Locations**
 - Non Signalized Intersections along Dale Mabry and Cargo Road
- **Work with Local Businesses**
- **Incorporate Art in Public Places Program**



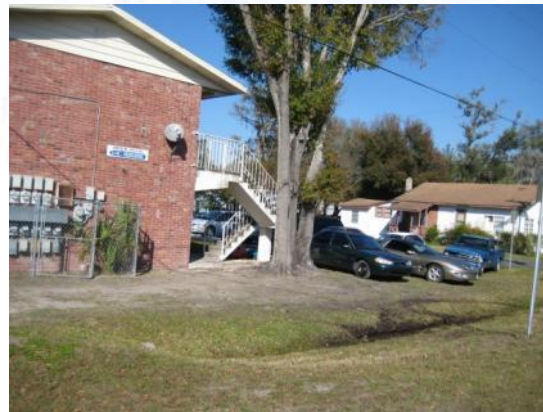
Reflect Local Community

- Business
- Construction
- Manufacturing
- Services
- Industry



Reflect Local Community

- Residential Neighborhoods
- Families
- Children
- Churches



Community Character

- Economically successful
- Creative
- Safe
- Environmentally responsible
- Attractive
- Industrial

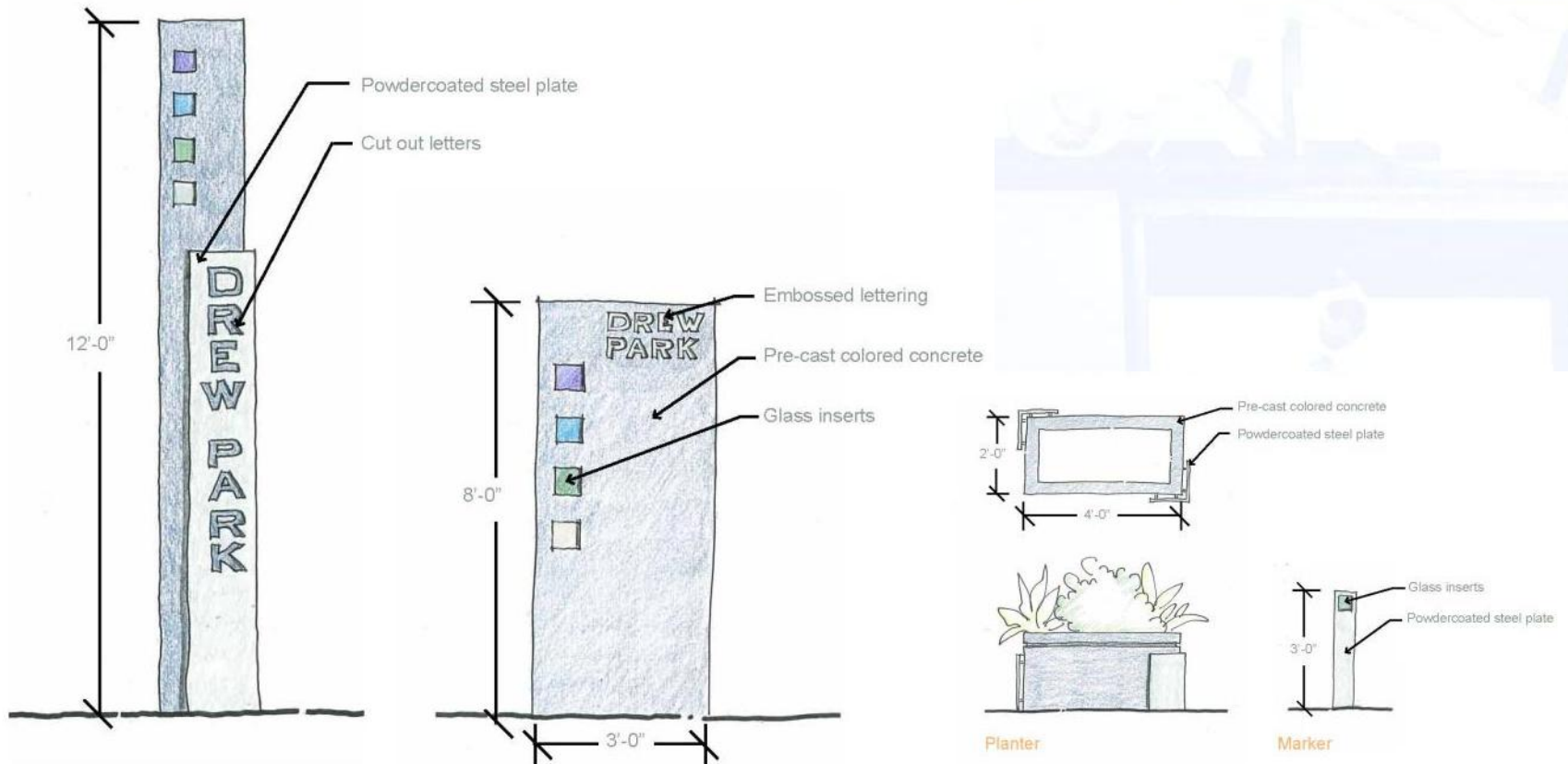


Material Images

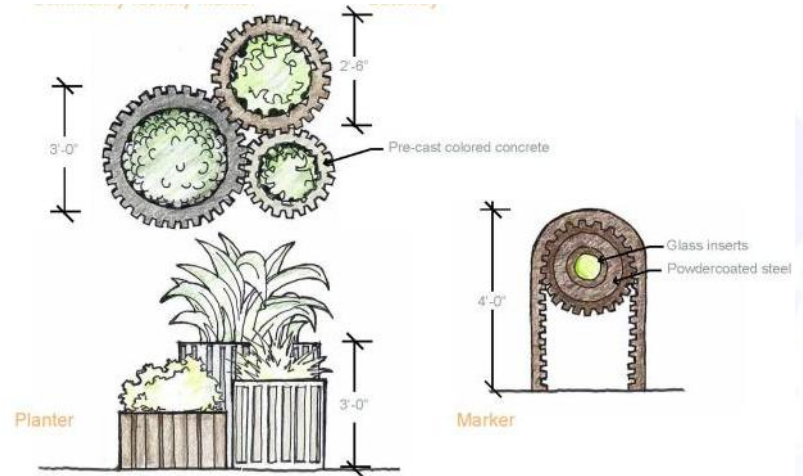
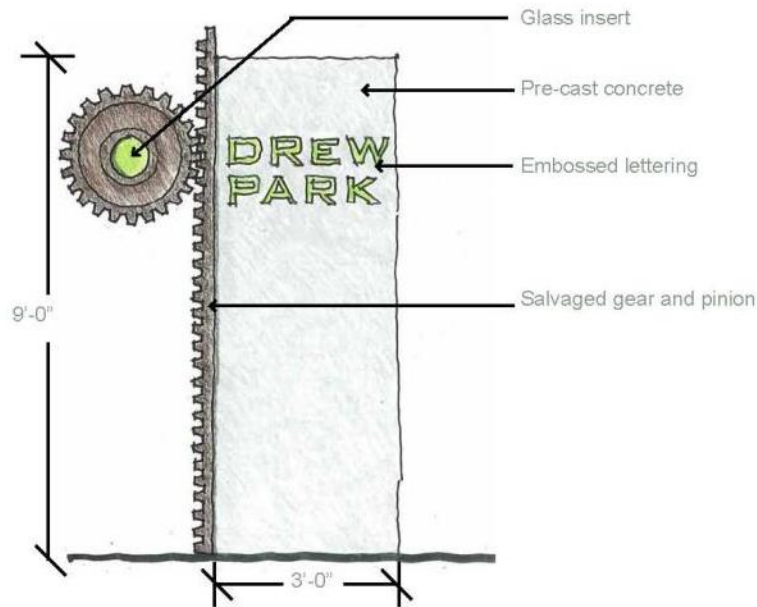
- Concrete
- Steel
- Glass
- Industrial Materials
- Automotive Industry



■ Option A

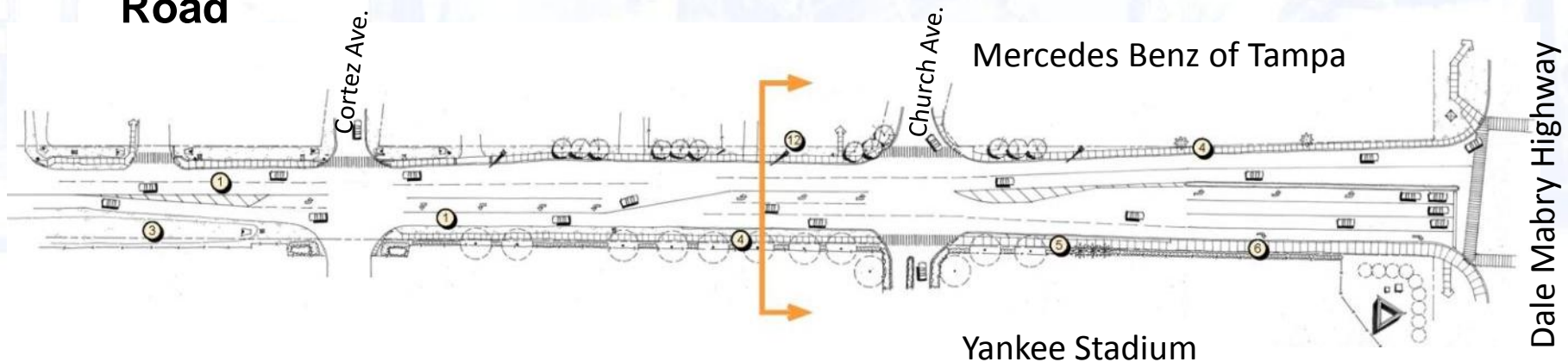
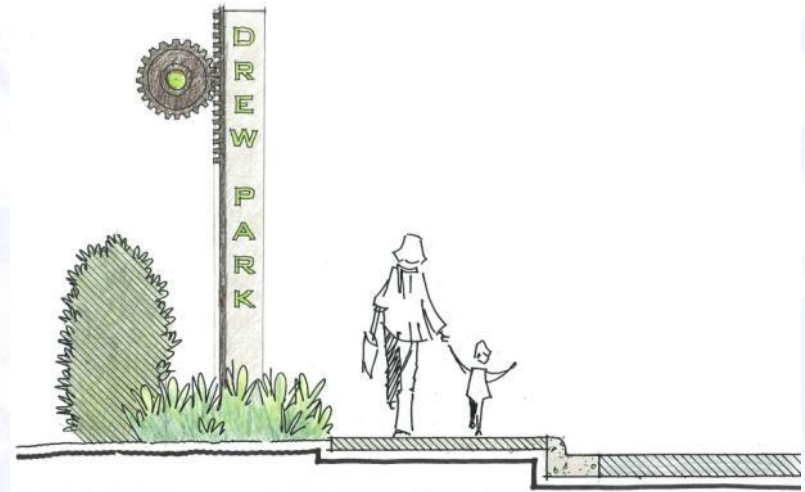


■ Option B



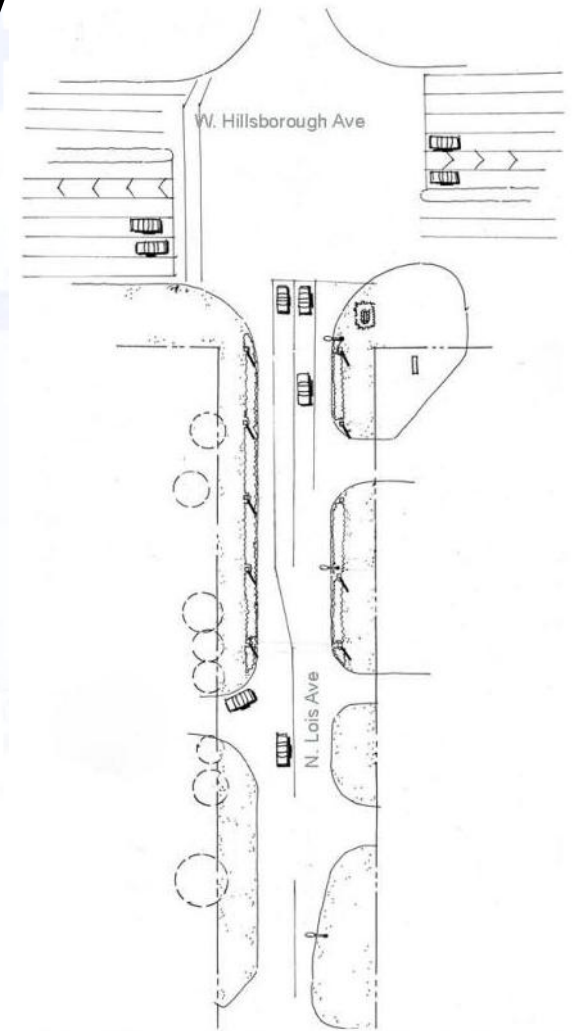
MLK at Dale Mabry Gateway

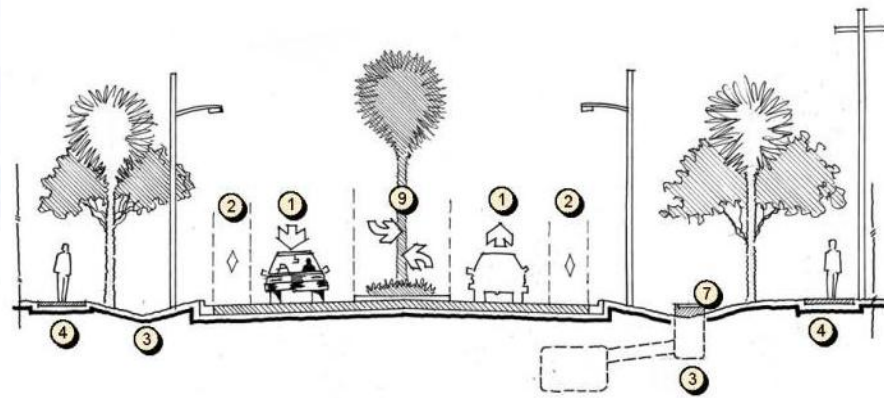
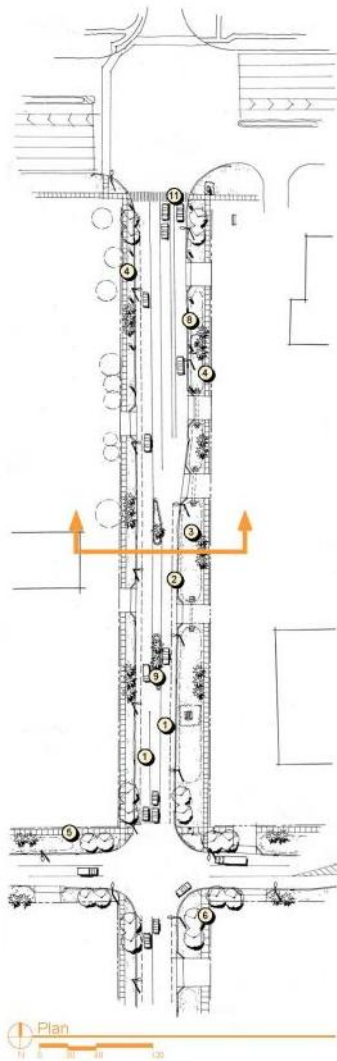
- Very restricted RW for a feature
- Gateway begins at Church and extends to Cortez
- Only located on North Side of Road



Lois & Hillsborough Gateway

- Gateway Elements on both sides of the road frame the view into Drew Park
- Low simple plantings at the base of the Elements provide continuity and an attractive edge to the street

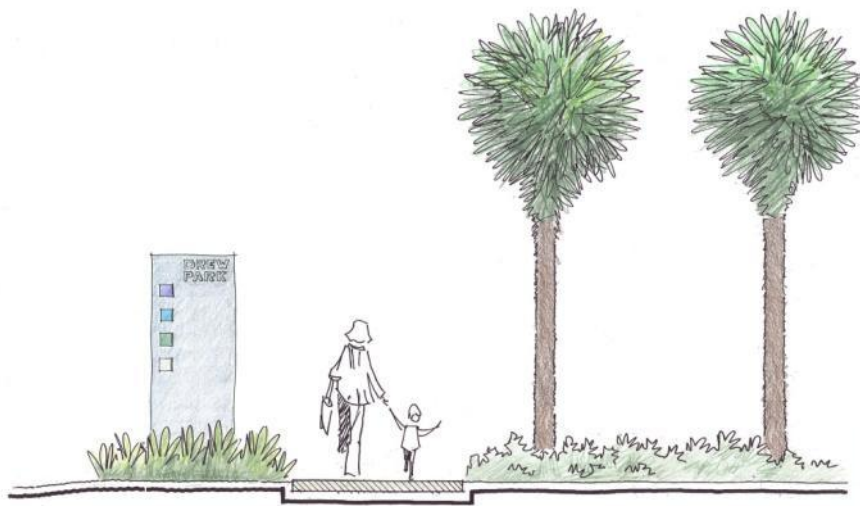




Option A: Green Street Section

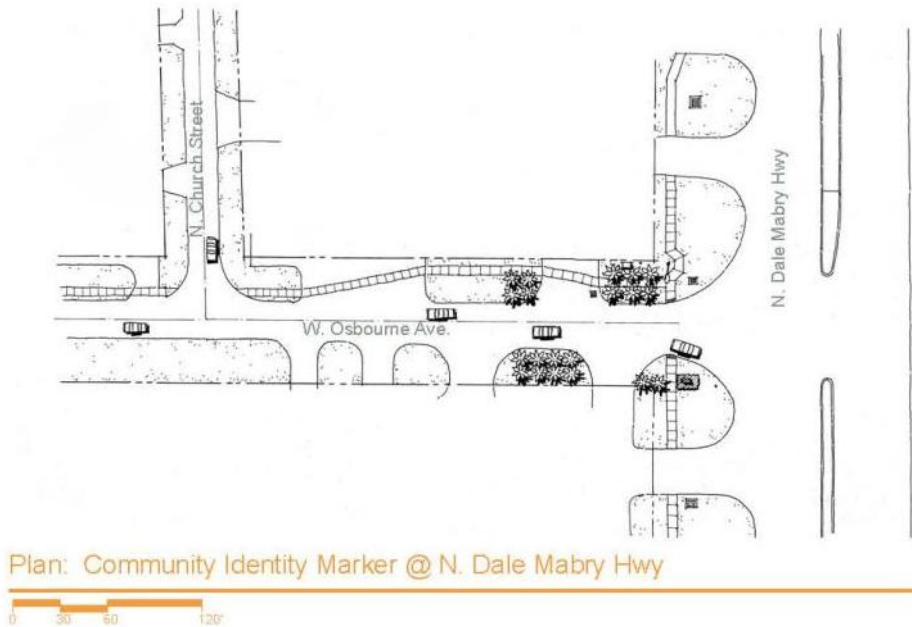
Community Identifiers

- Located at Un-signalized Intersections
- Incorporate Simple Graphic with Palm Tree Planting to increase



- ORANGE GATEWAY
- GREEN COMMUNITY IDENTITY MARKER
- RED HISTORICAL MARKER/STORY TELLER

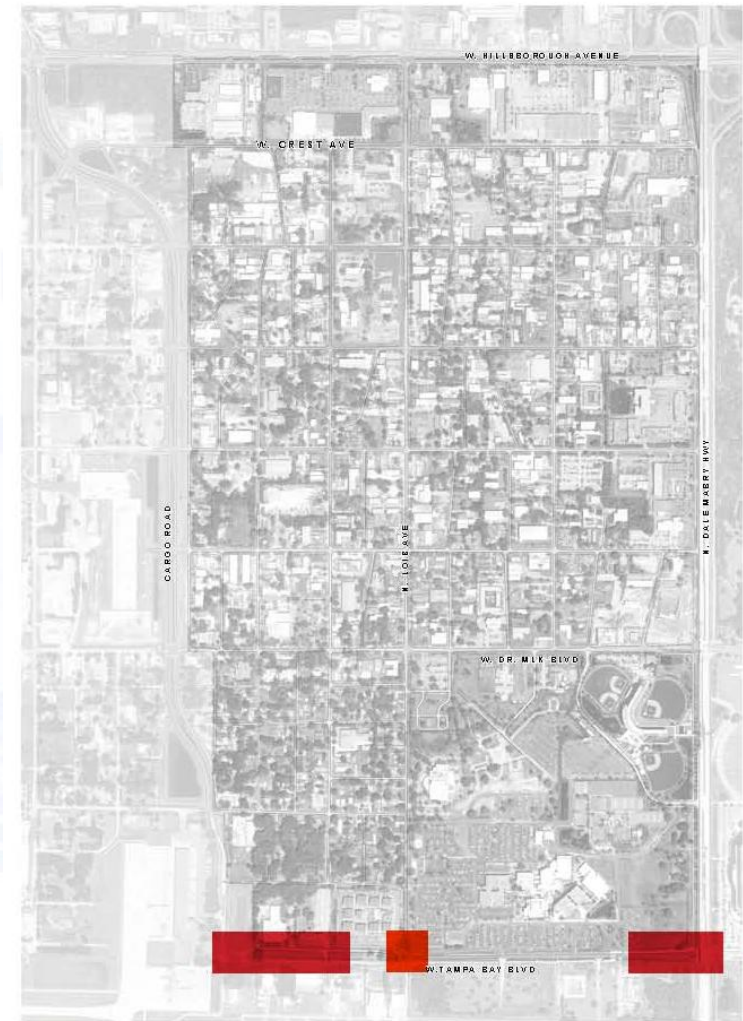
Community Identifiers



- GATEWAY
- COMMUNITY IDENTITY MARKER
- HISTORICAL MARKER/STORY TELLER

2. Create Historical Markers to tell of Drew Park's past

- Locate in High Pedestrian area
- Memorialize Drew Field History
- Create Shelter at Dale Mabry Crossing
- Incorporate as Part of Public Art Program



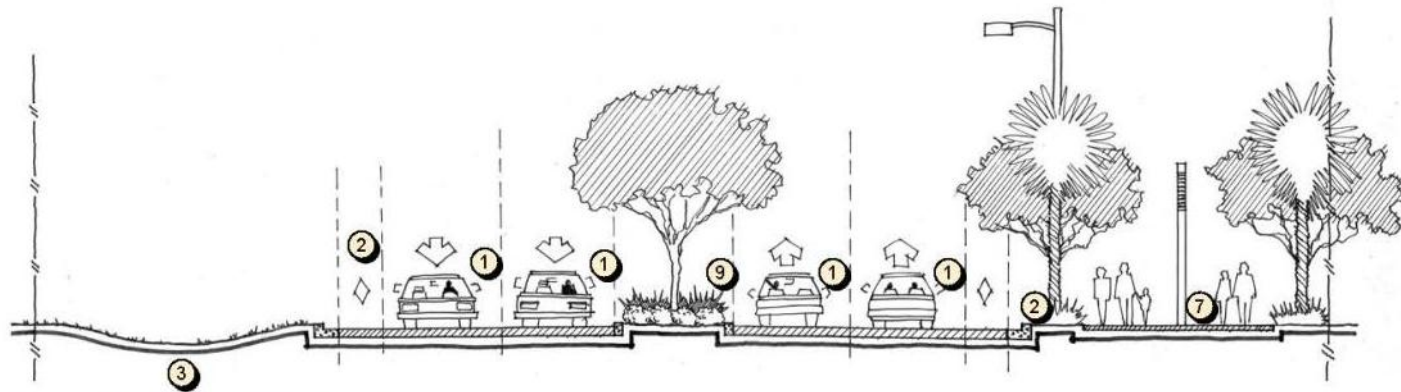
ORANGE GATEWAY



GREEN COMMUNITY IDENTITY MARKER



RED HISTORICAL MARKER/STORY TELLER

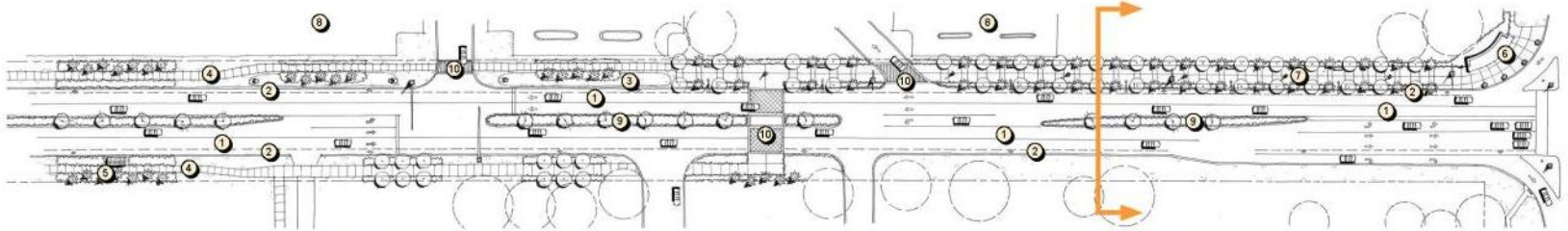


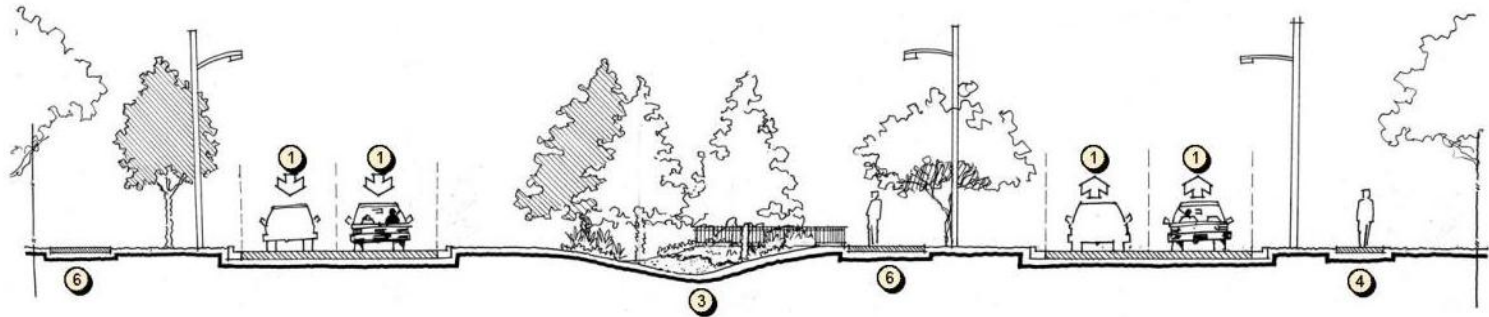
Option A: Green Street Section



Legend:

- (1) Driving Lane
- (2) 4' Bike Lane
- (3) Swale
- (4) 8' Sidewalk
- (5) Bus Shelter
- (6) Gateway Element
- (7) Improved Pedestrian Walkway
- (8) HCC Campus
- (9) Median w/ Plantings
- (10) Crosswalk



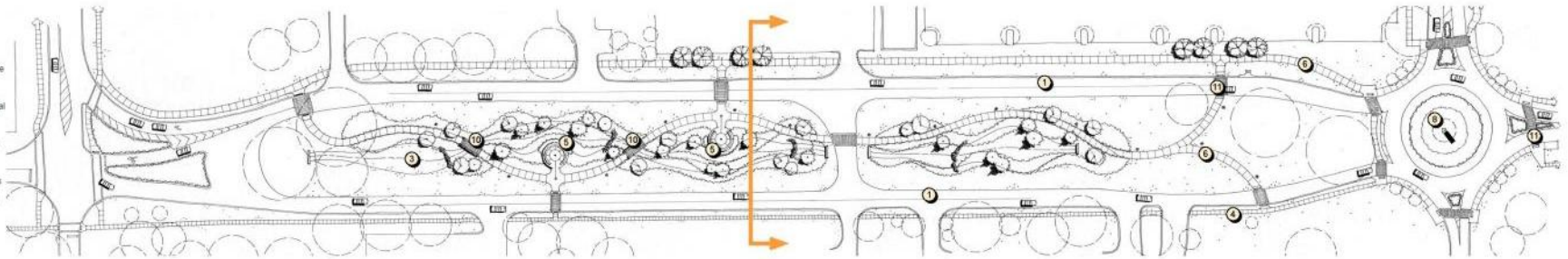


Option A: Green Street Section

0 5 10 20'

Legend:

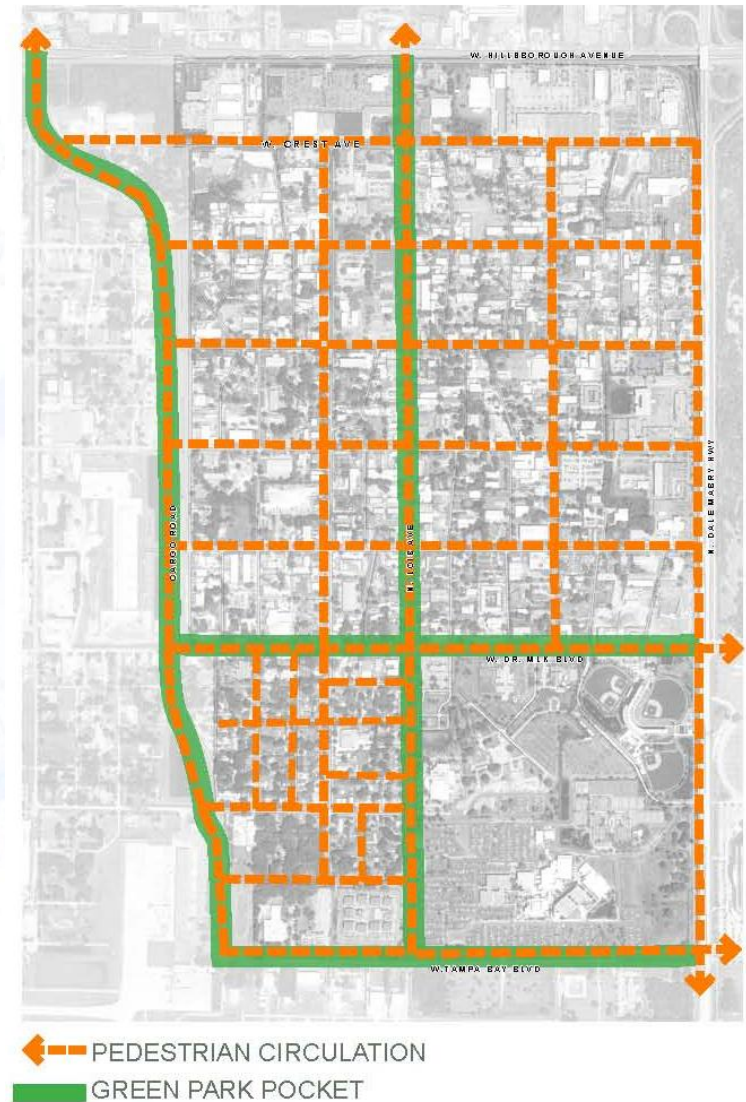
- (1) Driving Lane
- (2) 4' Bike Lane
- (3) Reconfigured Swale
- (4) 5' Sidewalk
- (5) Seating w/ Memorial
- (6) 8' Sidewalk
- (7) Overflow Structure
- (8) Roundabout
- (9) Median w/ Plantings
- (10) Pedestrian Bridge
- (11) Crosswalk



Plan
0 5 10 20'

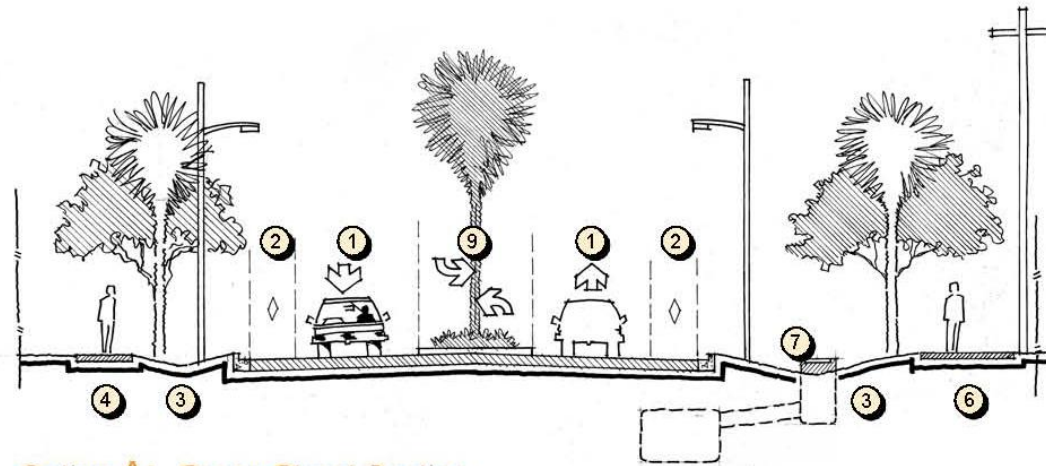
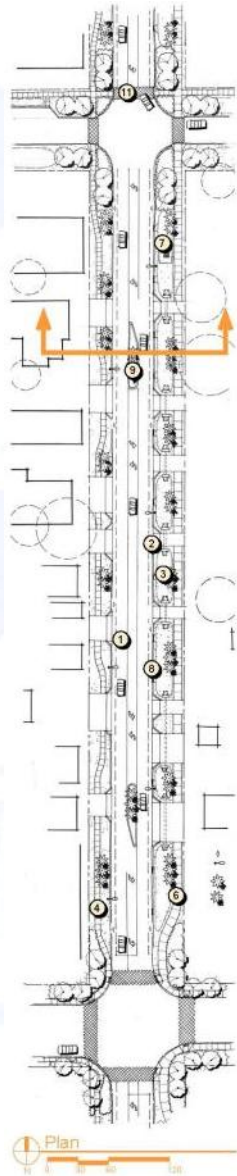
3. Create a connected system of walks and trails to increase pedestrian access throughout the community

- Develop a linear park connecting Cargo Road with Tampa Bay Boulevard and Lois Avenue
- Provide connections from Neighborhood walks to Linear Park
- Improve walk access to Dale Mabry along East west streets



- **Create an Interconnected Linear Park**





Option A: Green Street Section

0 5 10 20'

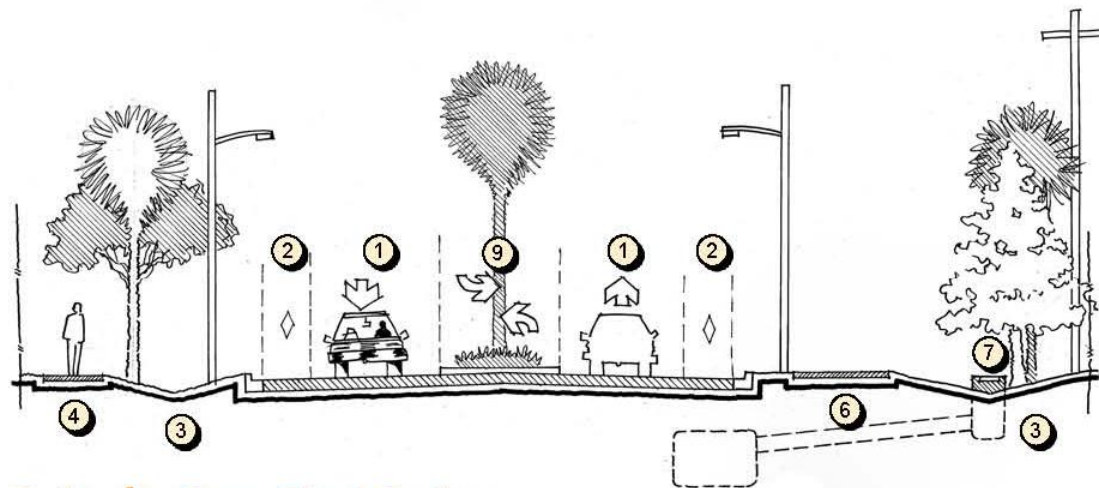
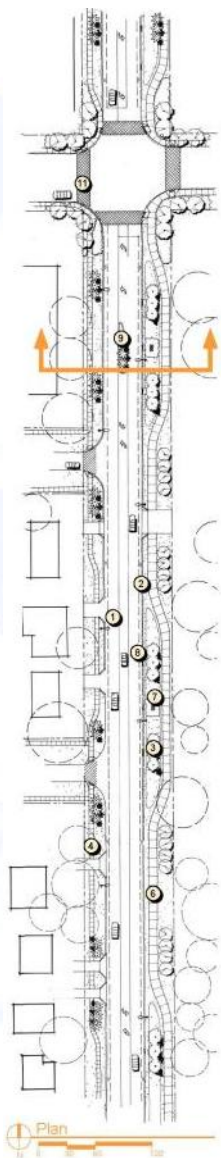
Legend:

- (1) Driving Lane
- (2) 4' Bike Lane
- (3) Swale
- (4) 5' Sidewalk
- (5) 6' Sidewalk
- (6) 8' Sidewalk
- (7) Overflow Structure
- (8) Curb Cuts
- (9) Median w/ Plantings
- (10) Parallel Parking
- (11) Crosswalk



Key Map
NTS





Option A: Green Street Section

0 5 10 20'

Legend:

- (1) Driving Lane
- (2) 4' Bike Lane
- (3) Swale
- (4) 5' Sidewalk
- (5) 6' Sidewalk
- (6) 8' Sidewalk
- (7) Overflow Structure
- (8) Curb Cuts
- (9) Median w/ Plantings
- (10) Parallel Parking
- (11) Crosswalk



Key Map

NTS



4. Develop a design solution for the drainage swales that converts existing ditches into maintainable bio-swales

- Improves water quality
- Increases water uptake and evaporation
- Improves appearance of streets and neighborhoods
- Reduced lawn mowing and maintenance
- Requires periodic cleaning and maintenance of storm structures
- Becoming widely accepted by SWFWMD and governmental agencies



GREEN STREETS



5. Develop passive park areas along the Linear Park and an active Play Park within the residential neighborhood

- **Passive park features include seating areas, shade structures, artwork, community information stations**
- **Active Play area may include a small playground and multi-purpose court for basketball**

6. Incorporate Artwork throughout the community

- Creative community and business environment
- Invite artists to create works symbolizing the history, culture and industry of Drew Park
- Incorporate Artwork in Gateways, Identifiers and Historical features





7. Coordinated Lighting and Site furnishings

- Work with Tampa Electric to begin changing the Lighting to new Low Energy Light Fixtures
- Limit site furnishings to high pedestrian and transit stop corridors – Lois, Tampa Bay and MLK.
- Furnishings consistent with new community character

Option A – Metal Tech

- Emphasize use of Metal benches and light poles.
- High Tech Light Fixtures
- Incorporate Industrial Imagery as part of furnishings



Option B – Concrete Durability

- Emphasize use of Concrete benches and light poles.
- High Tech Light Fixtures
- Durable Steel Litter Receptacles
- Simple durable bike racks



- **Plant Palette**
- **Low Maintenance**
- **Florida Native Materials**



Next Steps

- **Present this Plan to the Community
Redevelopment Agency**
- **Prepare Final Design Report & Master Plan**
- **Present Final Design Report to CRA for Approval**

Questions and Comments

