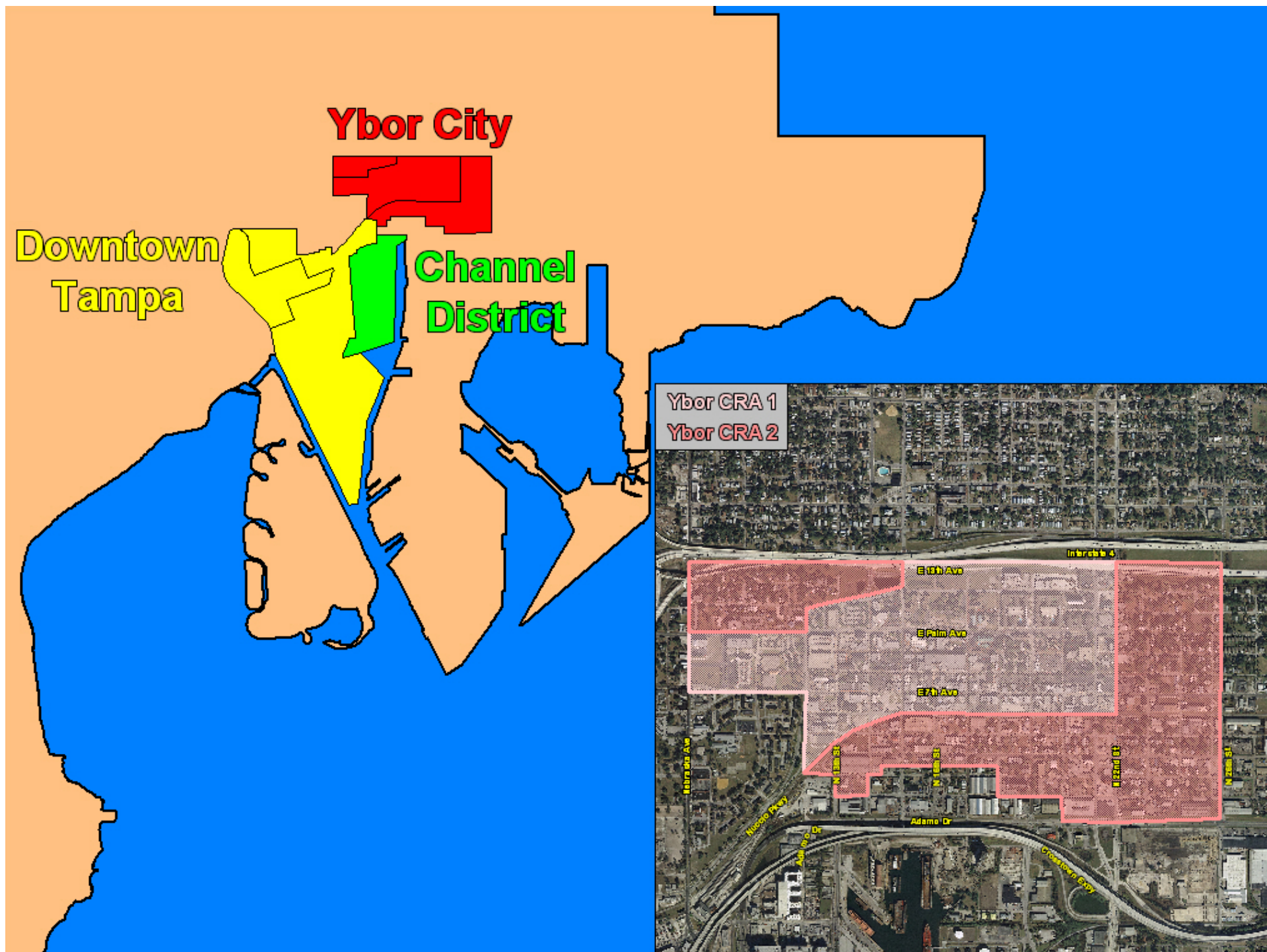




Tampa's National Historic
Landmark District

Ybor City Development Corporation
Evolution of Historic Ybor City's 7th Avenue
by Vince Pardo, Manager

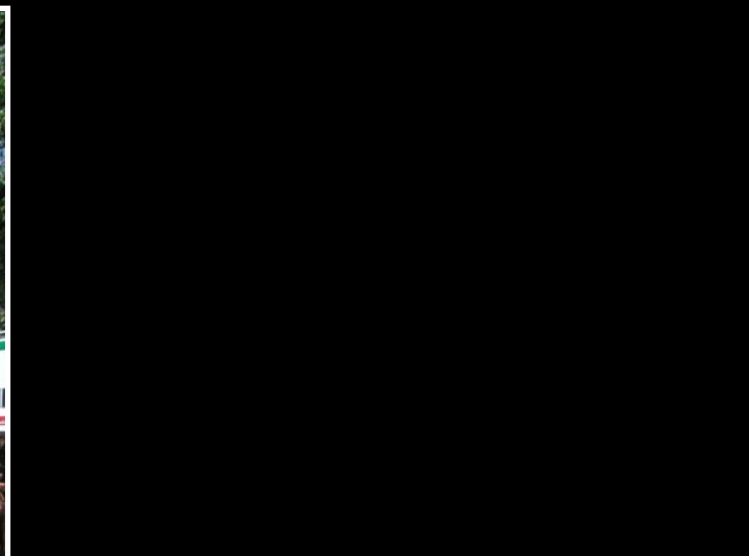




Ybor City Profile

- Tourism District & Visitor Destination







Ybor City Profile

- Tourism district & Visitor Destination
- National Historic Landmark District
- Mixed Use Community
- Two CRA districts
 - CRA 1 established 1989, expires 2015
 - CRA 2 established 2003, expires 2033
- Entertainment district reputation
- Popular special events venue





Visitor Attractors

- National Historic Landmark District
- Pedestrian friendly community
- Clean, inviting environment
- Close proximity to downtown and interstate
- Brick streets and authentic architecture







Visitor Attractors

- National Historic Landmark District
- Pedestrian friendly community
- Clean, inviting environment
- Close proximity to downtown and interstate
- Brick streets and authentic architecture
- Cultural offerings
- Diverse, ethnic food
- TECO Line Streetcar System
- Fun special events
- Active night life





Ybor City's Cigar History





7th Ave Historic Photos





7th Avenue

1890's-1950's

- Ybor City's Main Street
- The heart of Tampa's Latin Quarter
- Energetic central business core
- Social gathering place: A place to be seen
- Popular for evening strolls after dinner





7th Avenue 1950's-1980's

- Ybor City is adversely impacted by:
 - Urban Renewal
 - Interstate 4 cutting through the District
- Families leave
- Businesses close
- Morning coffee and lunch business becomes the only economy remaining
- No evening economy
- Artists colonize 7th Avenue





7th Avenue 1985-1995

Problem:

- Identified as slum and blighted community







7th Avenue 1985-1995

Problem:

- Identified as slum and blighted community

Public Policy:

- City waived wet zoning distance requirement
- City approves large number of wet zonings
- Additional development incentives granted (façade improvement grants, parking and storm water waivers)





7th Avenue 1985-1995

Outcomes:

- Pioneer investors rehabilitate existing historic structures and occupy vacant buildings
- Ybor City emerges as popular tourist destination for food, entertainment and music venues
- Ybor City gains reputation as Tampa's Entertainment District, locally and regionally



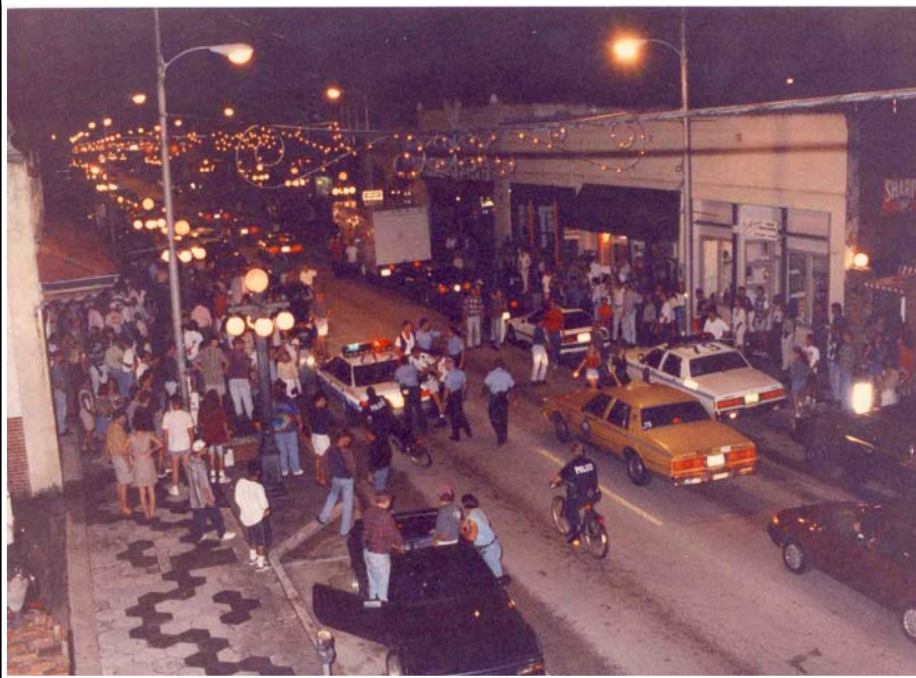
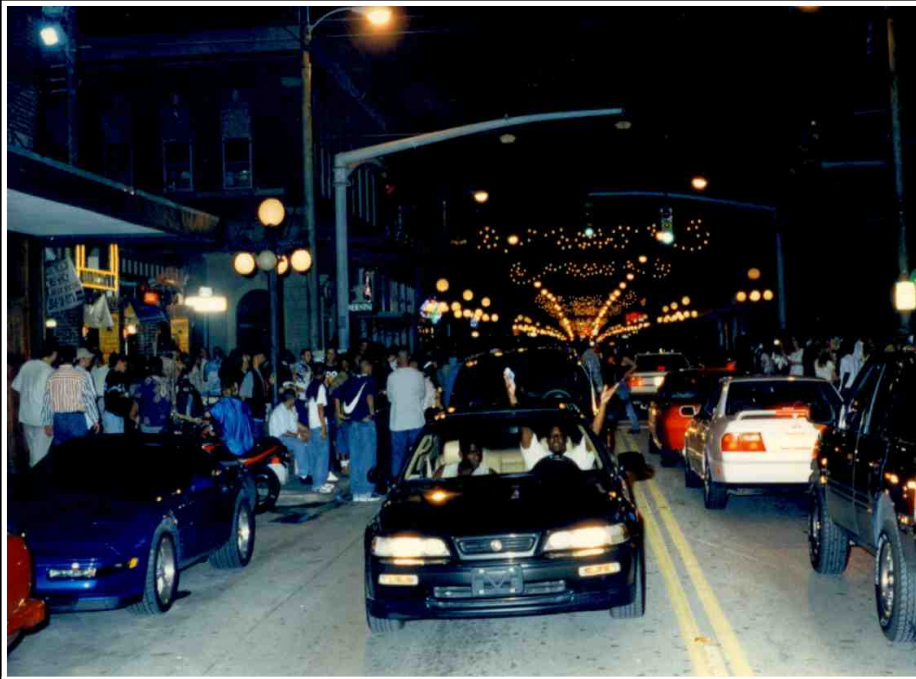


7th Avenue 1995-1996

Problems:

- Weekend visitors exceed 20-30K people
- Sidewalks are overcrowded and patrons forced to walk in the street







7th Avenue 1995-1996

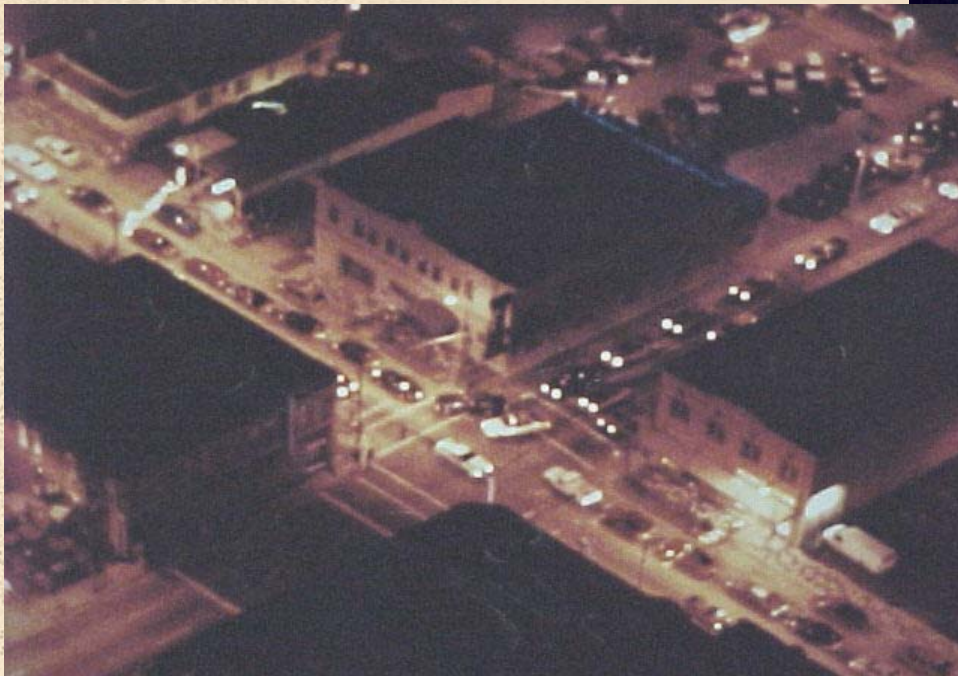
Problems:

- Weekend visitors exceed 20-30K people
- Sidewalks are overcrowded and patrons forced to walk in the street
- Vehicular traffic gridlocked on 7th Avenue and adjacent streets
- Cruising becomes big community issue
- Artists become gentrified from the District





7th Ave Cruising Problem





7th Avenue 1995-1996

Public Policy:

- Initially, City approves “Cruising Ordinance” prohibiting vehicles from driving down 7th Ave more than twice. Enforcement proves ineffective.
- Later, City acts by closing 7 blocks of 7th Ave to vehicular traffic on weekend evenings creating a “pedestrian mall” atmosphere.





7th Avenue 1995-1996

Outcomes:

- 7th Avenue becomes a safer environment for pedestrians
- Crowds of pedestrians fill 7th Avenue and its sidewalks





7th Avenue Street Closure





7TH Avenue 1997-2003

Problems Experienced:

- The street becomes the party
- Aggressive marketing of drink specials via pamphlets creating litter
- Illegal vendors begin to saturate 7th Ave
- Demographic of weekend customers becomes younger





7th Avenue 1997-2003

- Problems Experienced (continued):
- Business in upscale restaurants and clubs declines
- Nightclubs discontinue individual marketing: rely on street traffic
- Eclectic music shifts to Hip Hop
- Excessive noise from clubs and cars
- Massive construction begins





7th Avenue 1997-2003

Public Policy:

- City tries to reduce linear street party
- Every other cross street is opened
- Police deployment increases
- City approves an ordinance restricting outside vendors
- City revises Noise Ordinance





7th Avenue 1997-2003

Outcomes:

- Minimal reduction in the party atmosphere on 7th Ave
- Business community split on reopening of 7th Ave.
- Weekend crowd decreases in number and age demographic





7th Avenue 2003-2005

Problems Experienced:

- Partial opening of 7th Ave does little to improve previously stated problems
- 7th Ave becomes a scapegoat for poor economy in the District
- Drink special pamphlets are replaced with women carrying signs
- Overall crime increases





7th Avenue 2003-2005

Public Policy:

- Create a 7th Ave Operations Committee for consensus on policies (community)
- Develop an Ybor Vision Plan that includes the operation of 7th Ave

2005

- City discontinues closure of 7th Ave





7th Avenue 2003-2005

Public Policy:

- Create a 7th Ave Operations Committee for consensus on policies (community)
- Develop an Ybor Vision Plan that includes the operation of 7th Ave

2005

- City discontinues closure of 7th Ave
- City requires Queuing Line Plans for ADA







7th Avenue 2003-2005

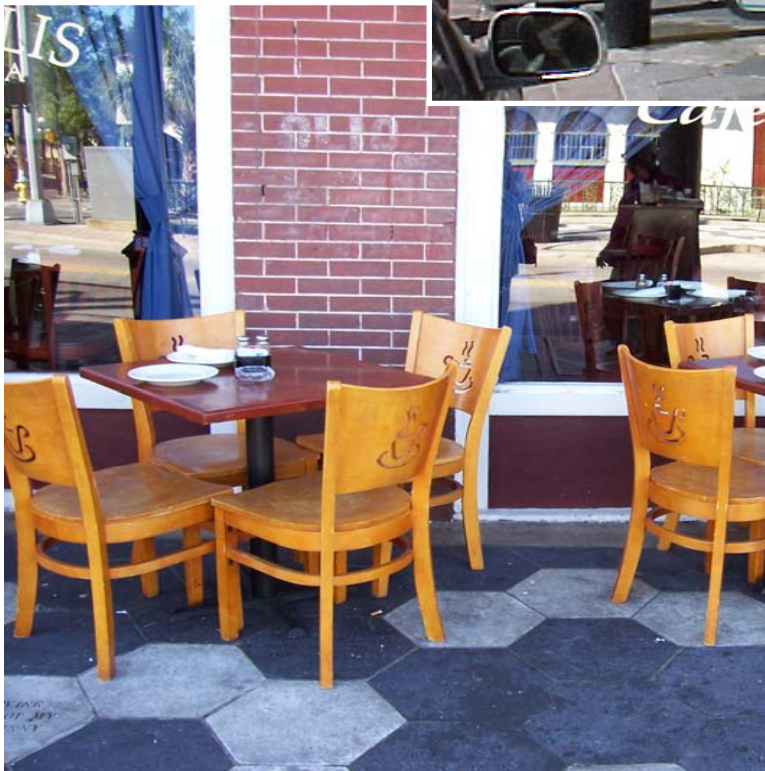
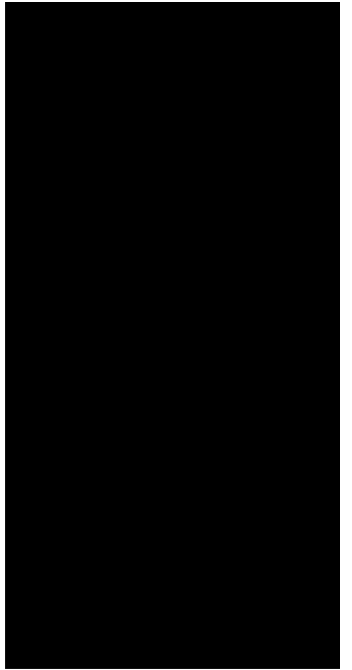
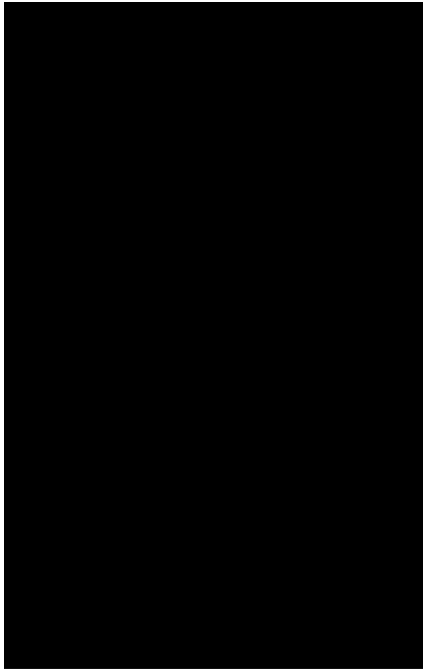
Public Policy:

- Create a 7th Ave Operations Committee for consensus on policies (community)
- Develop an Ybor Vision Plan that includes the operation of 7th Ave

2005

- City discontinues closure of 7th Ave
- City requires Queuing Line Plans for ADA
- City requires Sidewalk Café Plans for ADA







7th Avenue 2003-2005

Public Policy (continued):

- City rearranges street furniture to eliminate obstructions
- City enacts a Child Protection Ordinance (curfew)
- City strengthens Noise Ordinance
- Police implement Zero Tolerance Policy for intoxicated/unruly patrons.





7th Avenue 2003-2005

Public Policy (continued):

- City creates the Ybor Task Force to coordinate information & all enforcement efforts:
 - Ybor City Development Corporation (Chair)
 - Police
 - Fire
 - Code Enforcement
 - Business Tax (alcohol)
 - Transportation
 - Parking
 - Zoning
 - City Attorney
- City creates a full time Alcoholic Beverage Inspector.





7th Avenue 2005-2008

Outcomes:

- “Party atmosphere” on 7th Ave is reduced
- Incidence of intoxicated youth on streets is reduced
- Reduction in District Wet Zonings
- Overall crime is reduced 74%
- Older patrons returning daytime and evening
- Artists return to the District





7th Avenue 2005-2008

Outcomes:

- In October 2008, The American Planning Association awards 7th Avenue by naming it as one of the “Ten Best Streets In America”





7th Avenue 2008-Future

Utilize Lessons Learned:

- Be careful what you ask for...you may get it...and not be ready
- For every action, there is a reaction
- Reactions can be anticipated or unintended consequences (new problems)
- Involve consistent community leadership in setting public policy
- Involve the appropriate government offices to staff problems and strategize effective solutions with the community





Tampa's National Historic
Landmark District

Ybor City Development Corporation

QUESTIONS ?