

West Tampa CRA **STRATEGIC ACTION PLAN DEVELOPMENT**



August 15, 2018



Introductions



Presentation Contents

1. Summary of Public Meetings
2. SAP Initiatives
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 - Infrastructure
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4. Five-Year Recommendations Plan & TIF Revenue
5. Twenty-Year TIF Revenue (FY18 - FY38)



1st Public Workshop – October 23rd at the JCC

- Approximately 100 people were in attendance
- Summary of initial findings from Kimley-Horn and Urbanomics.
- Table Exercise/facilitated discussions on the priorities
- Survey Exercise to determine the priorities of the community





Table Exercise Summary





Survey Exercise Summary

Attendees were asked to review and complete survey documents to complete during the workshop.

The survey was titled “What Improvements Do You Want to See in West Tampa?” and listed various examples of improvements under 7 categories to be checked

WEST TAMPA CRA
What Improvements Do You Want to See in West Tampa?

Transit/Transportation/Parking

- ☐ Streetcar connection
- ☐ Traffic Calming
- ☐ More Parking
 - ☐ On-street Parking: Yes No
 - ☐ Surface Lots: Yes No
 - ☐ Parking Garages: Yes No
- ☐ Local Shuttle System
- ☐ Bike Share Program
- ☐ Bike Lanes/Paths/Trails
- ☐ Allevy
- ☐ Accessible: Yes No
- ☐ Parking: Yes No
- ☐ Additional Bus routes

Preservation/History

- ☐ Restore or Occupy Historic Structures
- ☐ Brick Streets
 - ☐ Remain: Yes No
 - ☐ Remove: Yes No
 - ☐ Reuse: Yes No
- ☐ Develop/Define Downtown District (Main/Howard/Howard)
- ☐ Provide Storefront/Facade Assistance program
- ☐ Residential Business Association

Parks & Recreation

- ☐ More Parks and/or Open Space
- ☐ Courts: Circle your choice(s)
 - ☐ Basketball/Tennis/Other
- ☐ Community Festivals/Fairs
- ☐ Seating and/or shade

Connectivity

- ☐ Sidewalks: More/Wider
- ☐ Enhance landscape along roadways
- ☐ Enhance signage and directional info
- ☐ Provide Community Pole Banners

Business Support

- ☐ More businesses: Circle your choice
 - ☐ Start-ups/Free
 - ☐ Office/Restaurants/Shops/Stores/Professional Services

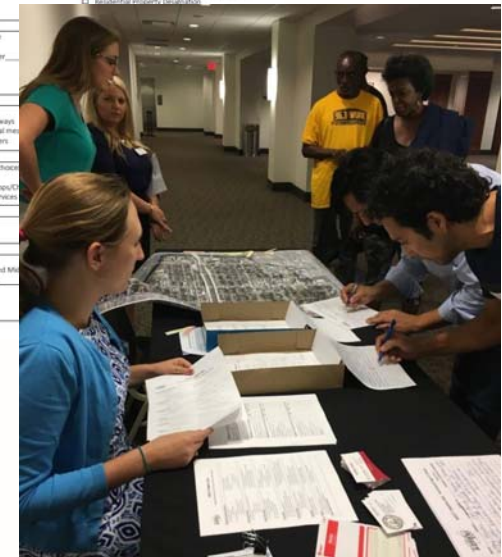
Residential

- ☐ More Single Family Homes
- ☐ More Work Force Housing

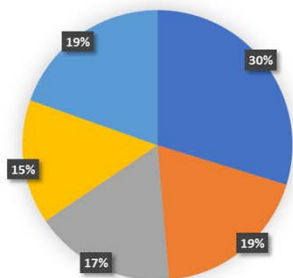
General

- ☐ Greater Police Presence
- ☐ Consolidation of Elementary and High Schools
- ☐ More Public Trash Recycling

Others/Additional Questions:

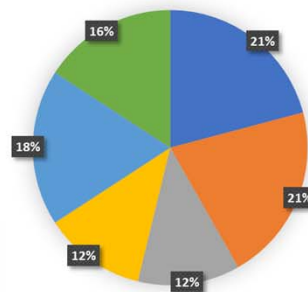


Business Expansion



Increased Local Patronage (30%)
Storefront Improvement (19%)
Farmers Market (19%)
Adult Education/Training (17%)
Daycare/Preschool (15%)

Connectivity



Sidewalks (21%)
Enhanced Landscape (21%)
Better Access the River (18%)
Connectivity under I-275 (16%)
Enhanced Signage (12%)
Pole Banners (12%)



Table Exercise Summary:

1. Jobs (Economic Development)
2. Sidewalk/Street Improvements
3. Safety
4. Infrastructure/Parking
5. Parks (Public Space Improvements)

Survey Exercise Summary:

1. Jobs (Economic Development)
2. Streetscape
3. Community Festivals
4. Main Street Improvements

2nd Public Workshop December 18th MLK Center

Table Exercise for Public Preferences

Working at tables on the maps provided, we asked the participants to place colored dots on areas within the CRA boundaries for needed:

PARKING



SAFETY



STREETS



PARKS/OPEN SPACE



HISTORIC PRESERVATION





Community Consensus



*Surveys were also distributed to businesses throughout the CRA which identified the major challenges, advantages, needs business owners find being located in the CRA



Strategic Action Plan Initiatives



SAP Initiatives

1. Economic Development Initiatives

- 1.1 Jobs and Business Assistance
- 1.2 Housing Revitalization
- 1.3 New Development

2. Infrastructure Initiatives

- 2.1 Streetscape, Public Realm, and Placemaking
- 2.2 Parking and Transportation

West River Redevelopment Rendering



Potential Traffic Calming on N. Armenia Avenue





SAP Initiatives

3. Safety Initiatives

Maintaining cleanliness and security throughout the CRA through programs that supplement the existing initiatives of agencies including TECO and Tampa Police Department

4. Public Space Initiatives

4.1 Public Green Space and Parks

4.2 Special Events and Community Fabric

Community Clean-up



Public Open Space Analysis





SAP Initiatives

5. Historical and Cultural Preservation

Restoration and preservation of historic properties and recognition of existing and potential sites of cultural significance



6. Strategic Community Partnerships

Coordinating with local agencies, businesses, and community organizations that specialize in SAP initiatives

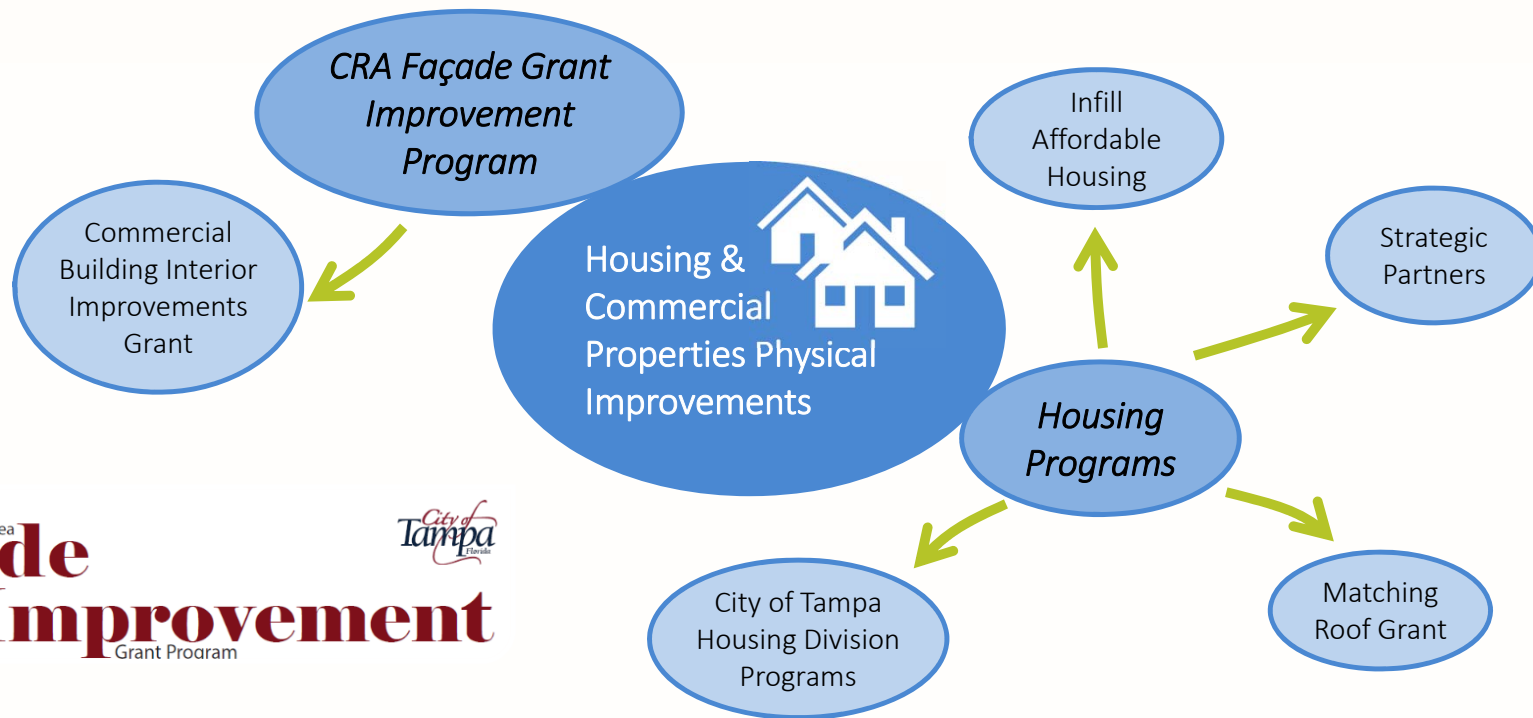




Strategic Action Plan Recommendations



Housing & Commercial Programs

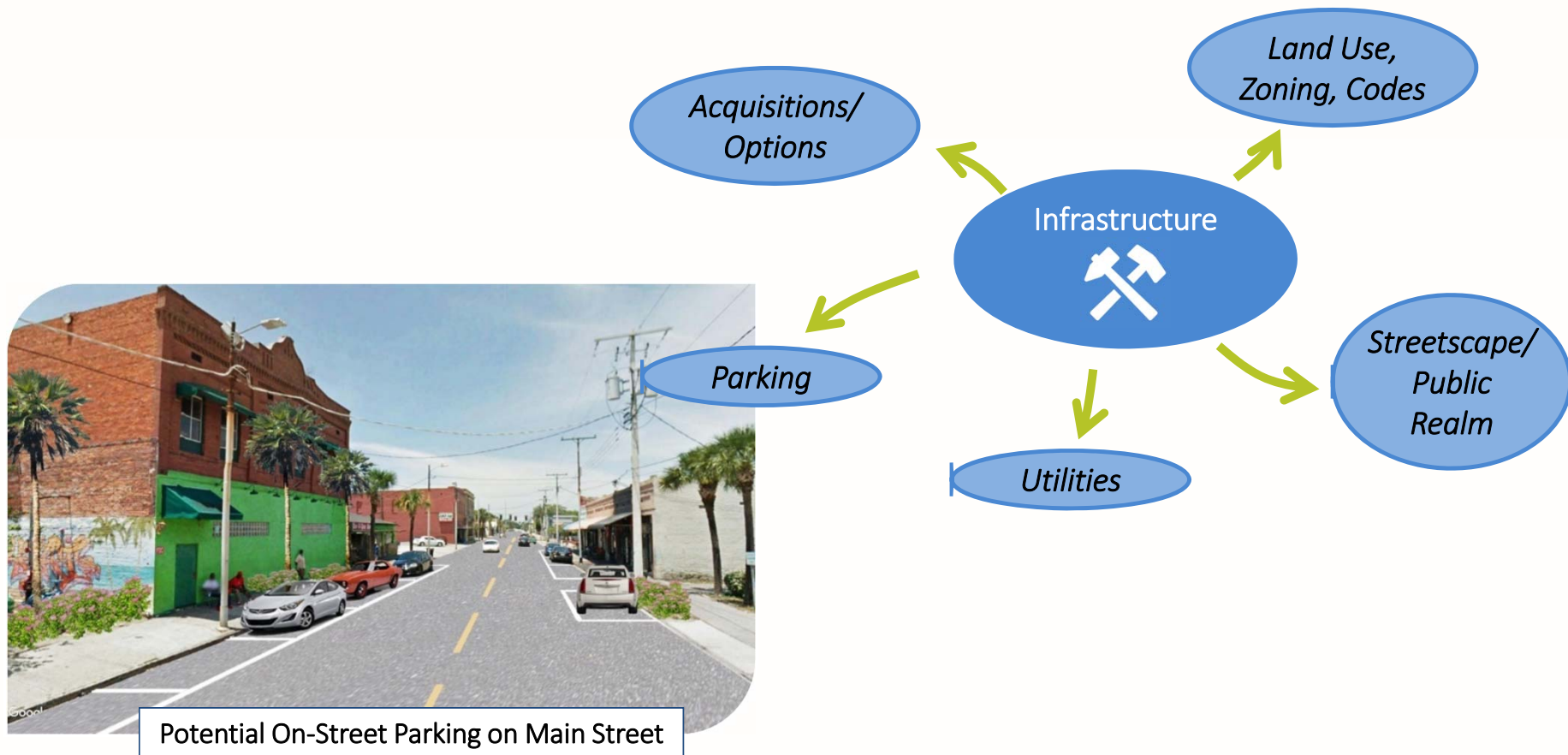


Community
Redevelopment Area
**Facade
Improvement**
Grant Program



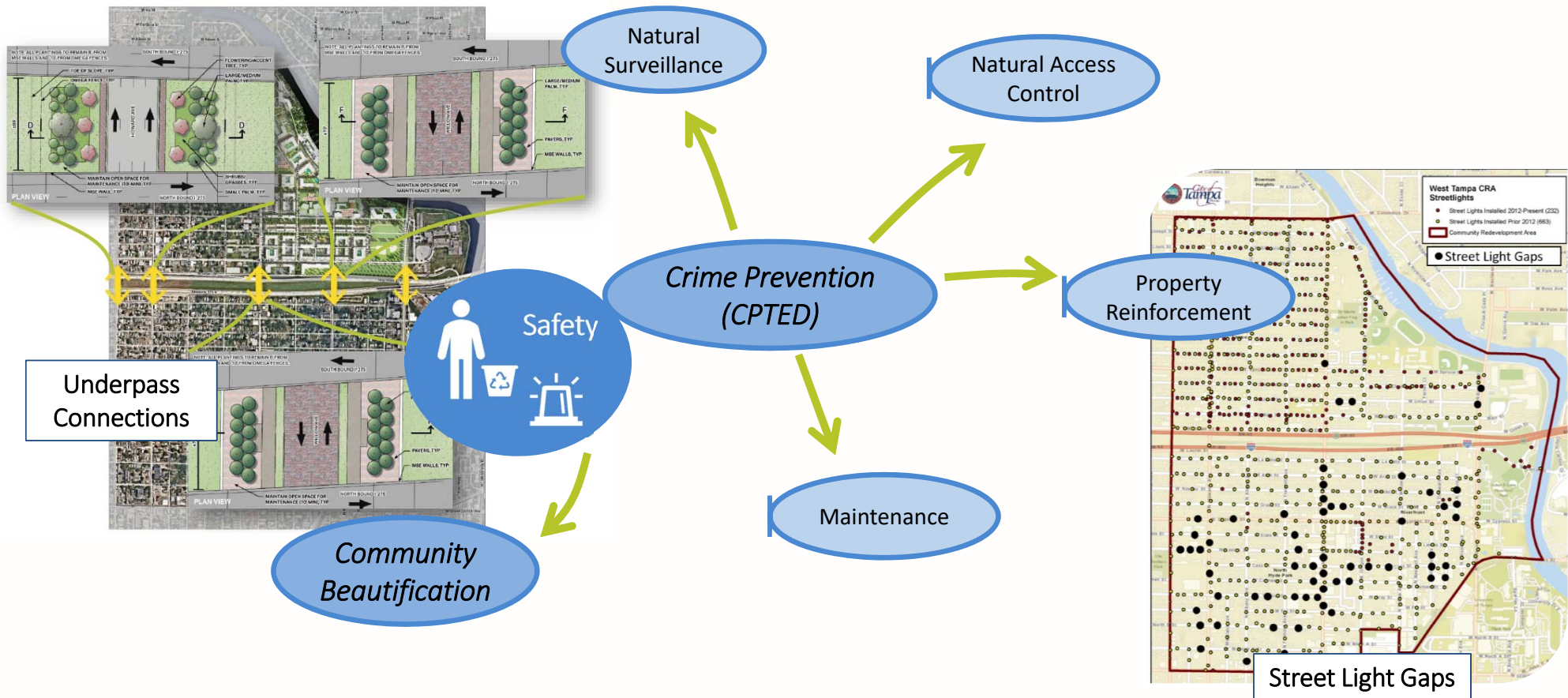


Infrastructure Programs



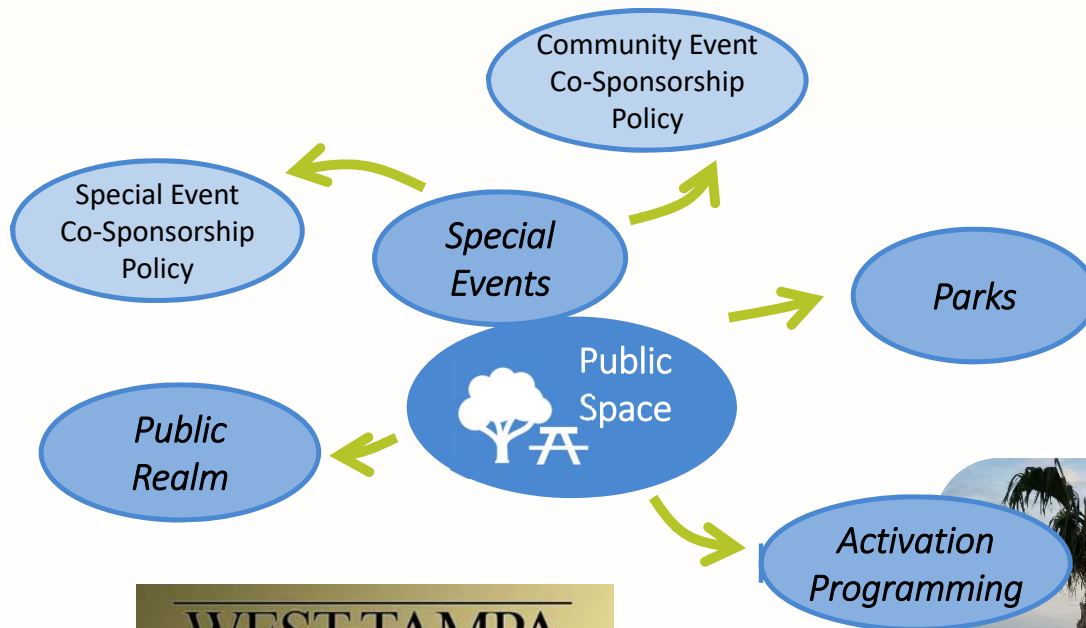


Safety Programs





Public Space Programs



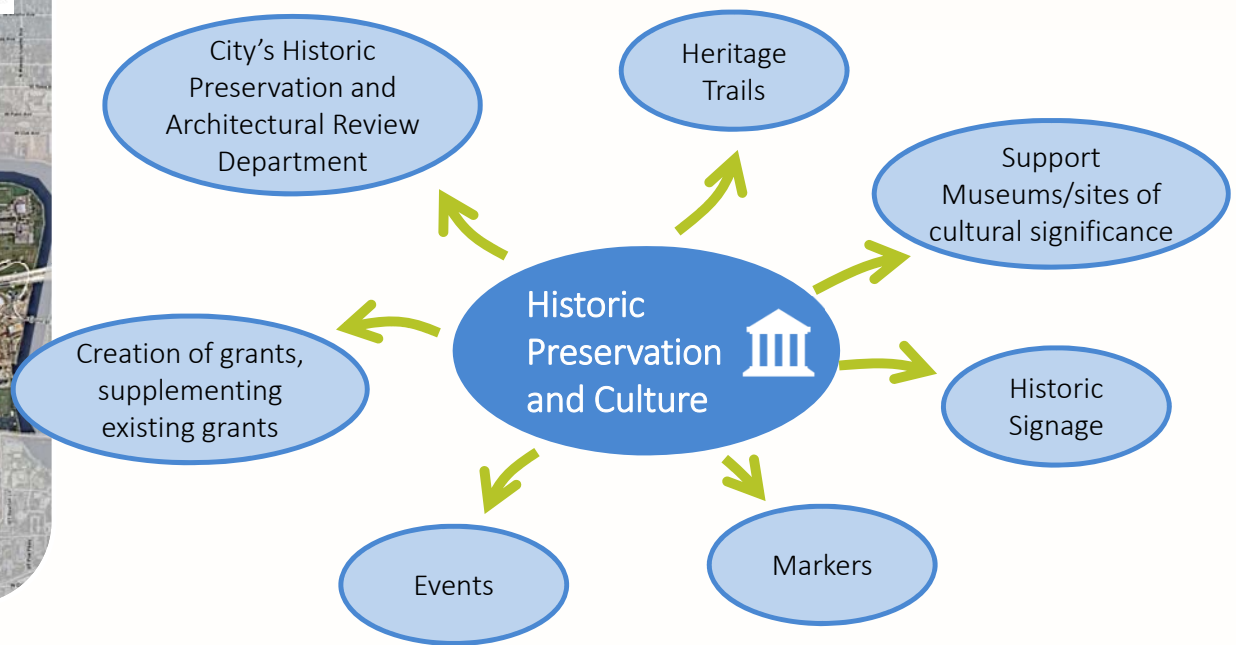
Rey Park & Centro Español



Julian B. Lane Grand Opening



Historic & Cultural Preservation Programs





Five-Year Plan and TIF Revenue



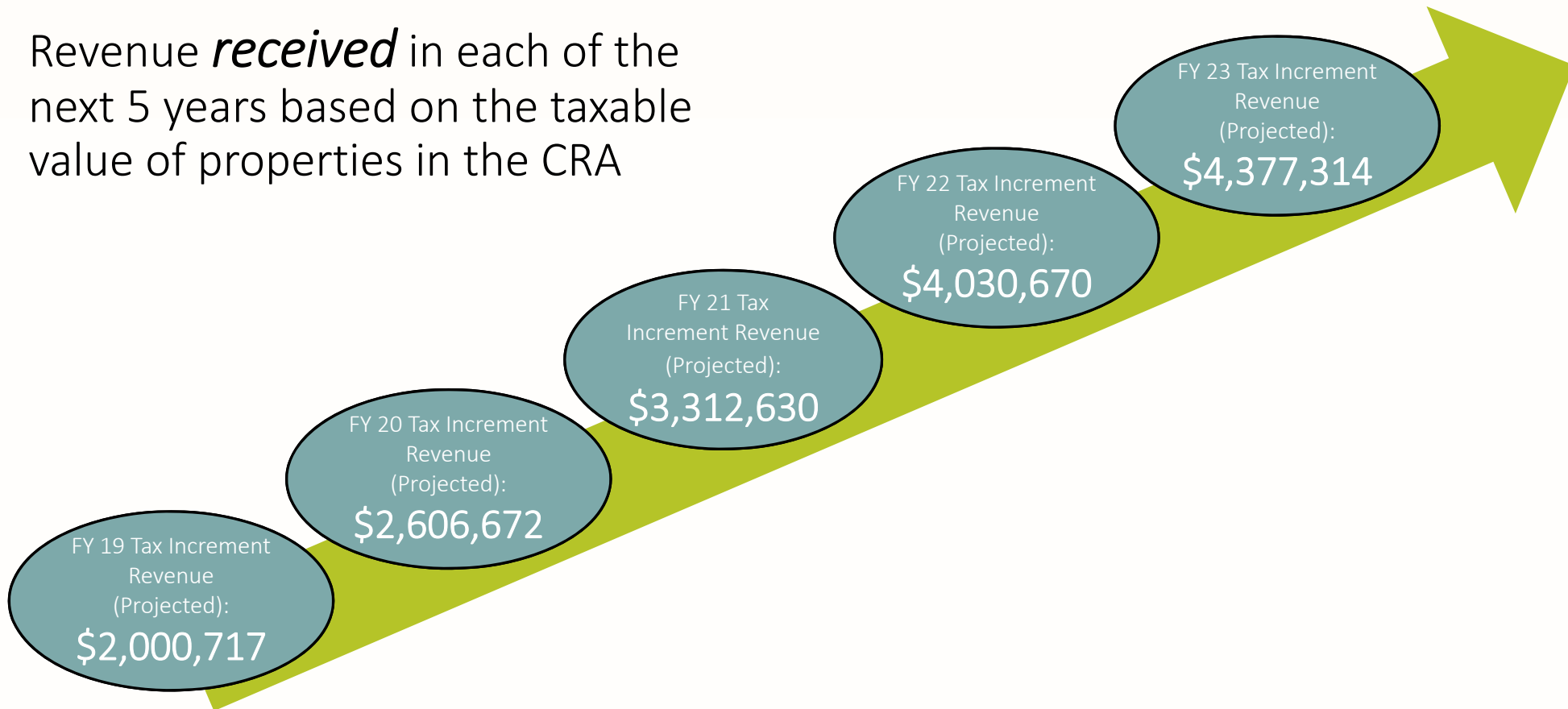
Examples of 5-Year Plan Projects

FY19	<ul style="list-style-type: none"> • Façade Grants* • Housing Rehabilitation • Land Use/Zoning Analysis 	<ul style="list-style-type: none"> • Special Events* • Partnerships* • Economic Development* 	<ul style="list-style-type: none"> • Beautification • Asset Mapping <p>*On-going Projects</p>
FY20	<ul style="list-style-type: none"> • Marketing • Signage Design • Parking Analysis 	<ul style="list-style-type: none"> • Parks/Public Space Analysis <p>*And On-going Projects*</p>	
FY21	<ul style="list-style-type: none"> • Asset Mapping • Strategic Acquisitions • Program Design 	<ul style="list-style-type: none"> • Infrastructure Planning Design <p>*And On-going Projects*</p>	
FY22	<ul style="list-style-type: none"> • Implementation • Transportation Planning • Infrastructure Planning Design 	<p>*And On-going Projects*</p>	
FY23	<ul style="list-style-type: none"> • Construction • Installation • Buildout 	<p>*And On-going Projects*</p>	



Tax Increment Financing Revenue

Revenue *received* in each of the next 5 years based on the taxable value of properties in the CRA





West Tampa CRA Tax Increment Revenue FY18 to FY38

Year	FY18 (Current)	FY28	FY18 – FY28
Tax Increment Revenue	\$1,005,935	\$6,324,157	\$45,370,316
		FY38	FY18 – FY38
		\$11,215,574	\$134,717,709

Taxable Value Assumptions:

- 5% annual growth rate for base values -- \$261 million added by FY28
- Value of new/planned North Hyde Park projects -- \$147 million added by FY28
- Value of West River Redevelopment -- \$56 million added by FY28

Total Increased Taxable Value -- \$464 million added by FY28



Final Steps of SAP Adoption

1. Receive feedback from CAC on DRAFT SAP
2. Present to the public for input
3. Revise SAP based on CAC comments
4. Submit to CAC for approval
5. Submit to CRA Board for adoption

COMPLETE

IN PROGRESS

IN PROGRESS

NEXT STEP

FINAL STEP



Questions and Discussion



West Tampa CRA **STRATEGIC ACTION PLAN DEVELOPMENT**

Kimley»Horn
Expect More. Experience Better.

