



West Tampa CRA **STRATEGIC ACTION PLAN DEVELOPMENT**

Kimley»Horn
Expect More. Experience Better.





Public Workshop Summary

October 23, 2017 at the Bryan Glazer Family JCC

Approximately **100 people were in attendance**, including residents, business owners, employees/employers, and government representatives from the West Tampa CRA area.

The workshop began with a summary of **initial findings** from Kimley-Horn and Urbanomincs.

At each table, workshop attendees participated in a **Table Exercise** and took part in **facilitated discussions on the priorities** they have for the West Tampa CRA area and noted them on an aerial map.

Attendees then took part in a **Survey Exercise** where they were asked to **respond to a series of questions/comments**, in order to further **determine the priorities** of the residents, business owners, employees/employers, and government representatives from the West Tampa CRA area.

The results and summary of the Table and Survey Exercise are provided in this presentation.





Table Exercise Summary

Attendees were asked to discuss and identify **issues and opportunities** throughout the West Tampa CRA and record those items on Post-It notes to be placed on District maps

The priorities determined from the **Table Exercise** were organized and tallied based on the **key words** from the responses of attendees

The key words were used to create “**word clouds**” that highlighted Economic Development/Community and Infrastructure **priorities**





OVERALL SUMMARY:





ECONOMIC
DEVELOPMENT/
COMMUNITY
SUMMARY:

Restaurants/Retail
Local Business
Mixed Use
Safety
Trash Pick Up
Community Center
Super Bowl
Homeless
Gentrification
Art
Wifi
Powerlines
Festivals
Jobs
Parks
Main Street
Residential
Preservation



INFRASTRUCTURE SUMMARY:

Transportation
Landscape
Parking
Signage
Street Improvements
Sidewalks
Infrastructure
Gateways
Brick Streets
Main Street



Top 5 Priorities mentioned during the Table Exercise:

1. Jobs (Economic Development)
2. Sidewalk/Street Improvements
3. Safety
4. Infrastructure/Parking
5. Parks (Public Space Improvements)
6. Local Business (Economic Development)
7. Gateways
8. Landscaping
9. Residential (Housing)
10. Preservation

Infrastructure Priorities

Sidewalks	19
Street Improvements	14
Infrastructure	14
Parking	12
Landscape	8
Gateways	9
Brick Streets	7
Signage	6
Main Street	5
Transportation	5

Economic Development/Community Priorities

Jobs	30
Safety	15
Parks	11
Local Business	9
Residential	8
Preservation	7
Main Street	5
Trash Pickup	4
Restaurants/Retail	4
Community Center	4
Art	3
Super Bowl	3
Festivals	2
Mixed Use	2
Homeless	2
Gentrification	2
Wifi	1
Brewery	1
Power Lines	1



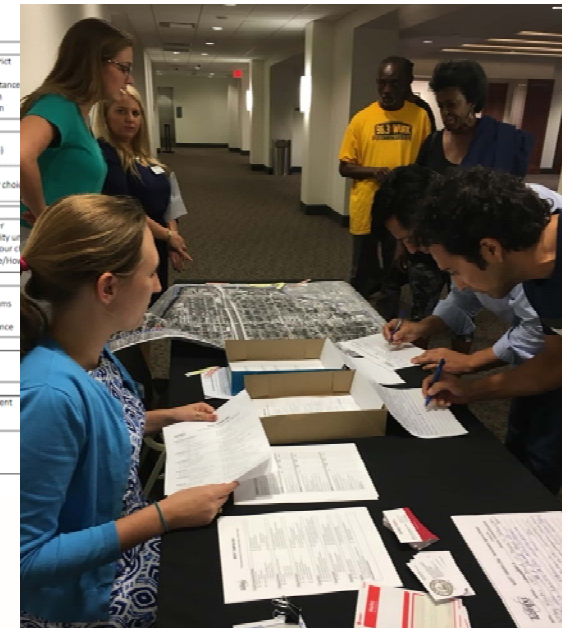
Survey Exercise Summary

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?

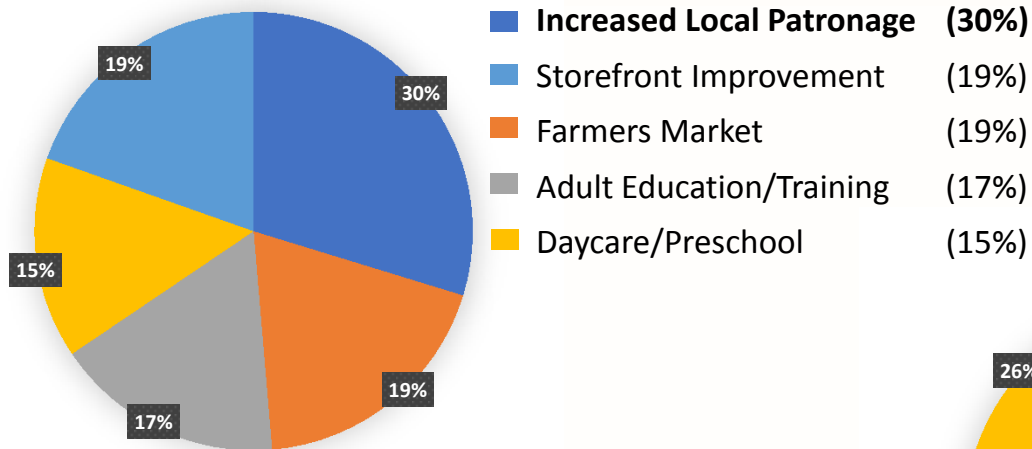
Transit/Transportation/Parking	
<input type="checkbox"/> Streetcar connection	<input type="checkbox"/> Local Shuttle System
<input type="checkbox"/> Traffic Calming: <ul style="list-style-type: none">◦ Which streets:	<input type="checkbox"/> Bike Share Program
<input type="checkbox"/> More Parking: <ul style="list-style-type: none">◦ Onstreet Parking: Yes No◦ Surface Lots: Yes No◦ Parking Garages: Yes No	<input type="checkbox"/> Bike Lanes/Paths/Trails
	<input type="checkbox"/> Alleys: <ul style="list-style-type: none">◦ Accessible: Yes No◦ Parking: Yes No
	<input type="checkbox"/> Additional Bus routes
Preservation/History	
<input type="checkbox"/> Restore or Occupy Historic Structures	<input type="checkbox"/> Develop/Define Downtown District (Main/Howard/Armenia)
<input type="checkbox"/> Brick Streets: <ul style="list-style-type: none">◦ Remain: Yes No◦ Remove: Yes No◦ Recover: Yes No	<input type="checkbox"/> Provide Storefront/Façade Assistance
	<input type="checkbox"/> Residential Property Designation
	<input type="checkbox"/> Pursue Local Historic Designation
Parks & Recreation	
<input type="checkbox"/> More Parks and/or Open Space	<input type="checkbox"/> Playgrounds
<input type="checkbox"/> Courts: (circle your choice(s)) <ul style="list-style-type: none">◦ Basketball/Tennis/Other	<input type="checkbox"/> Play Fields: (circle your choice(s)) <ul style="list-style-type: none">◦ baseball/softball/other
<input type="checkbox"/> Community Festivals/Fairs	<input type="checkbox"/> Community Center
<input type="checkbox"/> Seating and/or shade	<input type="checkbox"/> Board/Table Games: (circle your choice(s)) <ul style="list-style-type: none">◦ checkers/chess/other
Connectivity	
<input type="checkbox"/> Sidewalks More/Wider	<input type="checkbox"/> Provide better access to the river
<input type="checkbox"/> Enhance landscape along roadways	<input type="checkbox"/> Enhance North-South Connectivity via the following locations: (circle your choice(s)) <ul style="list-style-type: none">◦ Boulevard/Willow/Rome/Hwy
<input type="checkbox"/> Enhance signage and directional messaging	
<input type="checkbox"/> Provide Community Pole Banners	
Business Support	
<input type="checkbox"/> More businesses: (Circle your choice(s)) <ul style="list-style-type: none">◦ Start-ups/Tlex◦ Office/Restaurants/Shops/Chain Stores/Professional Services	<input type="checkbox"/> Farmers Market
	<input type="checkbox"/> Adult Education/Training Programs
	<input type="checkbox"/> Daycare/Preschool Facilities
	<input type="checkbox"/> Storefront Improvement Assistance
Residential	
<input type="checkbox"/> More Single Family Homes	<input type="checkbox"/> More Multi-Family Housing
<input type="checkbox"/> More Work Force Housing	<input type="checkbox"/> More Accessory Unit Housing
General	
<input type="checkbox"/> Greater Police Presence	<input type="checkbox"/> Greater/Stricter Code Enforcement
<input type="checkbox"/> Consolidation of Elementary and Middle Schools	<input type="checkbox"/> Added street lighting
<input type="checkbox"/> More Public Trash Recreates	
Others/Additional Questions:	



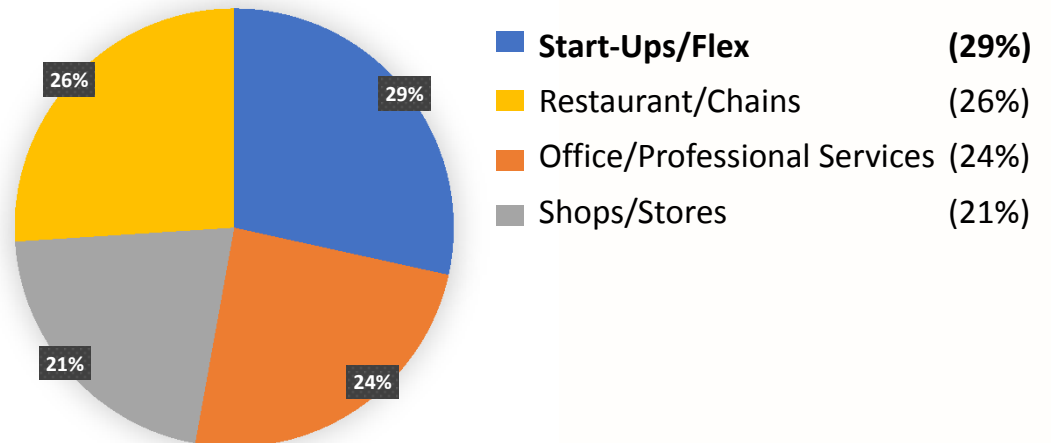


Economic Development Priorities

Business Expansion



Business Type





Economic Development Summary

1. Job Creation/Opportunities

- Increased Local Patronage
- Office/Retail

2. Old West Tampa Branding

- Enhance Character/Charm/Place
- Market/Advertise/Sell West Tampa

3. Making West Tampa Home

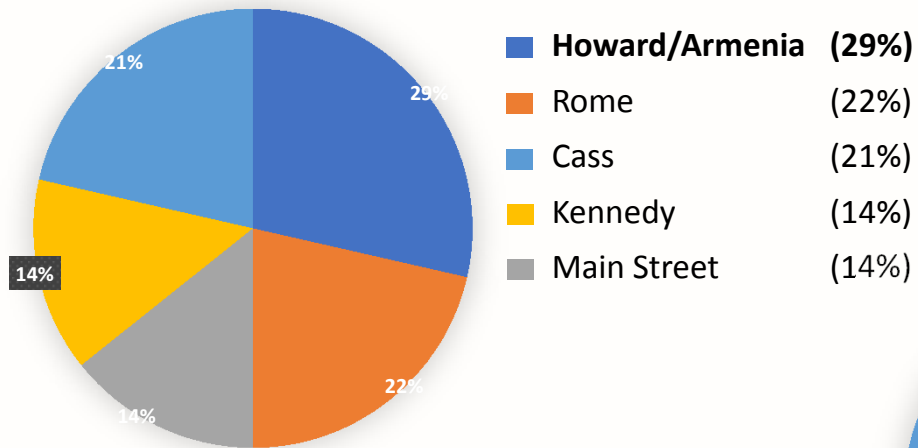
- Single Family (Refurbish/Replace)
- Multi-Family Development



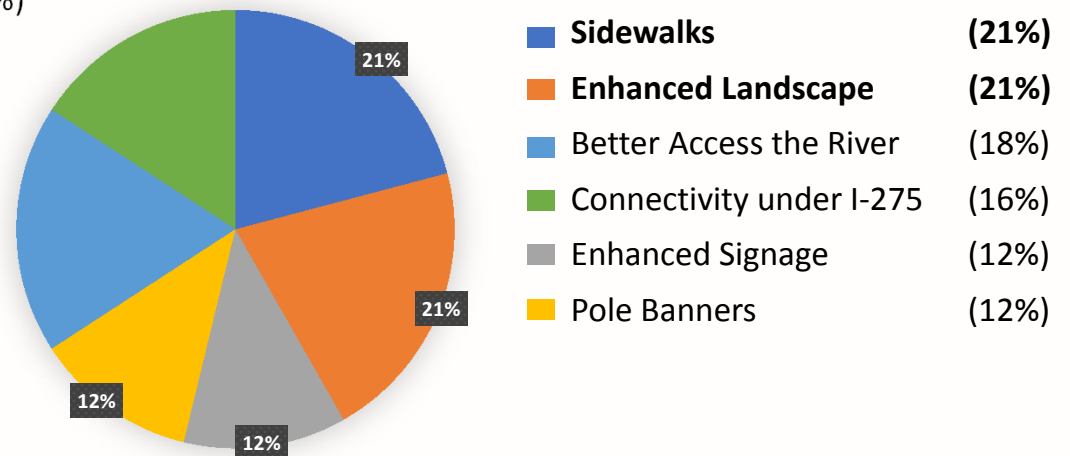


Infrastructure Priorities (Right-of-Way)

Traffic Calming/Priority Streets



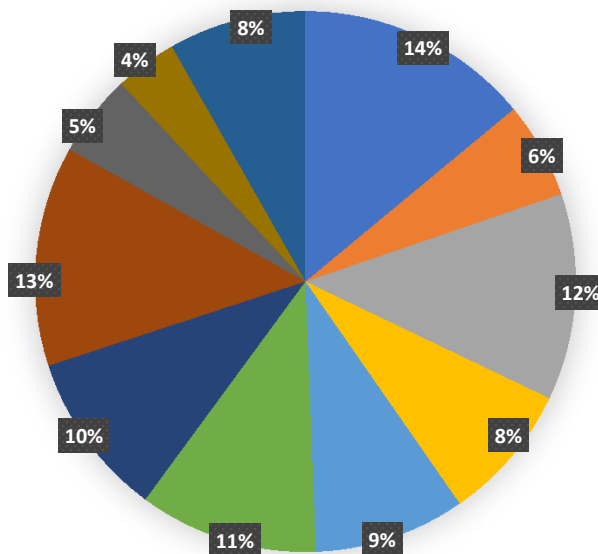
Connectivity





Infrastructure Priorities (Right-of-Way)

Transit/Transportation/Parking



Streetcar Connection	(14%)
Bike Lanes/Paths/Trails	(13%)
On Street Parking	(12%)
Local Shuttle	(11%)
Bike Share Program	(10%)
Parking Garages	(9%)
Surface Lots	(8%)
Additional bus routes	(8%)
Traffic Calming	(6%)
Alleys Accessible	(5%)
Alleys for parking	(4%)



Infrastructure Summary (Right-of-Way)

1. Streetscape

- Sidewalks (wider/more)
- Lighting
- Landscape

2. Traffic calming

- Howard and Armenia
(highest priority)

3. Parking

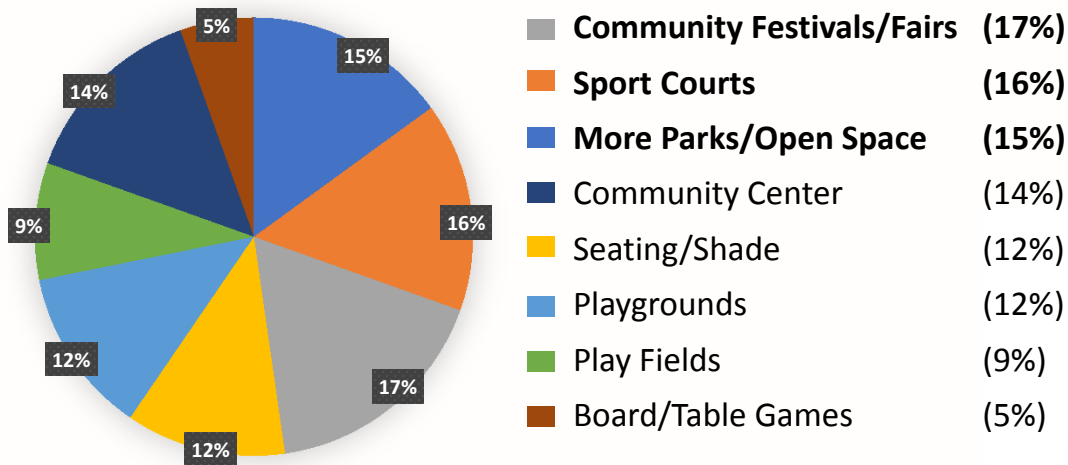
- Garages/Surface Lots



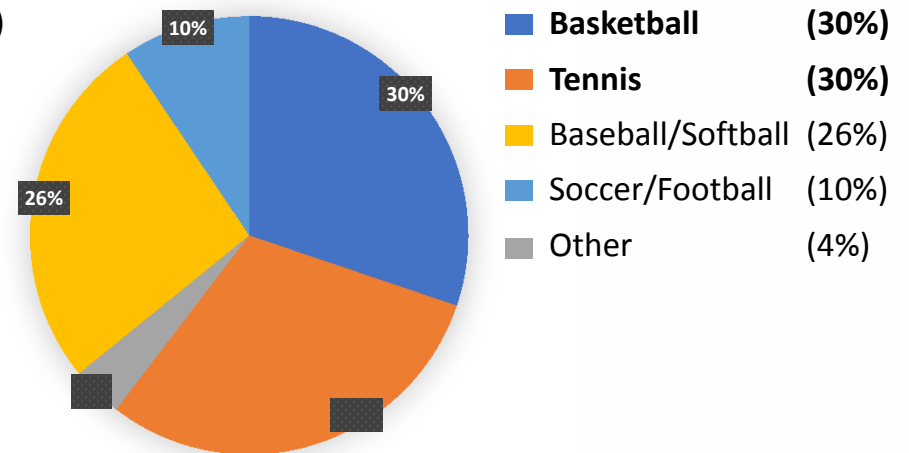


Public Space Priorities

Parks & Recreation



Activities





Public Space Summary

1. Community Festivals/Fairs

- Julian B. Lane
- Salcines Park

2. Seating and Shade

- Benches
- Planters
- Awnings
- Trees

3. Open Space Options

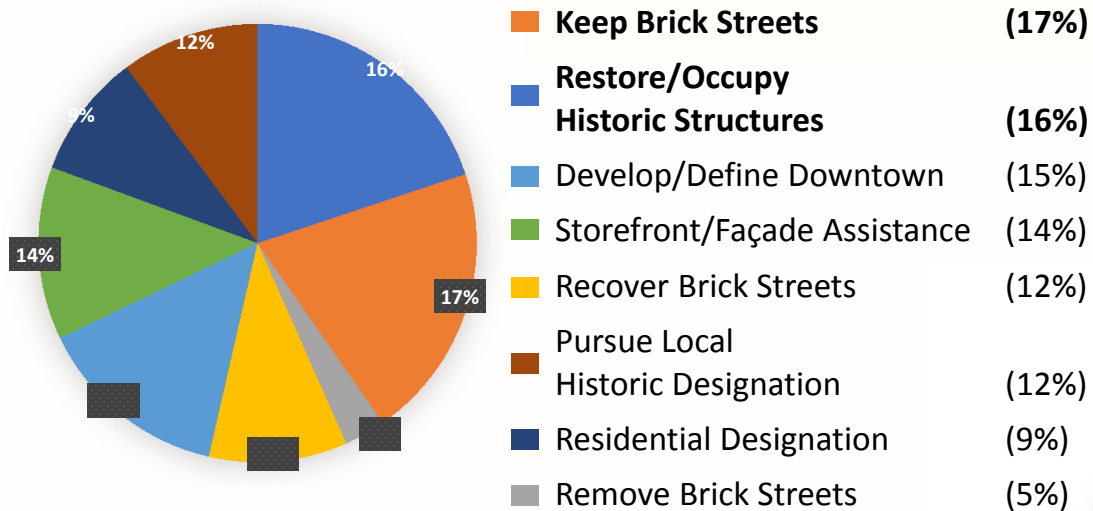
- Parks
- Recreation Fields



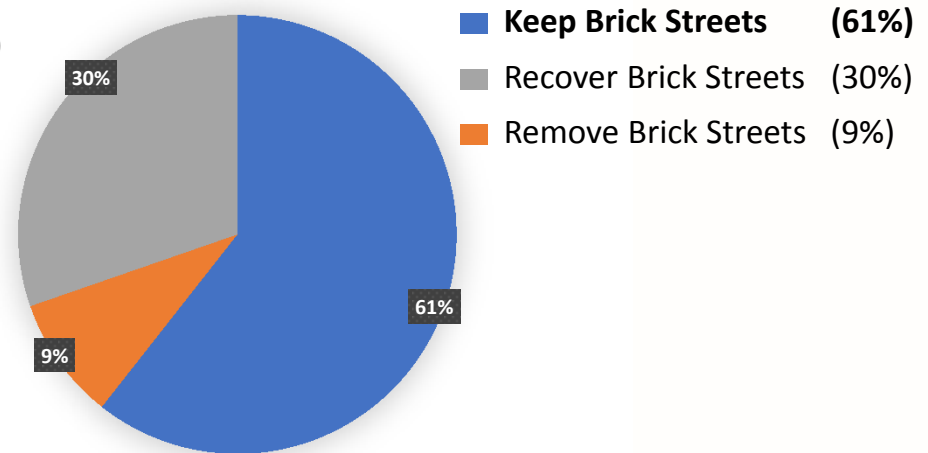


Preservation Priorities

Preservation/History



Brick Streets





Preservation Summary

1. Main Street District Preservation

- Storefront Façade
- Define Downtown
- Historic Structure Utilization

2. Brick Street Restoration

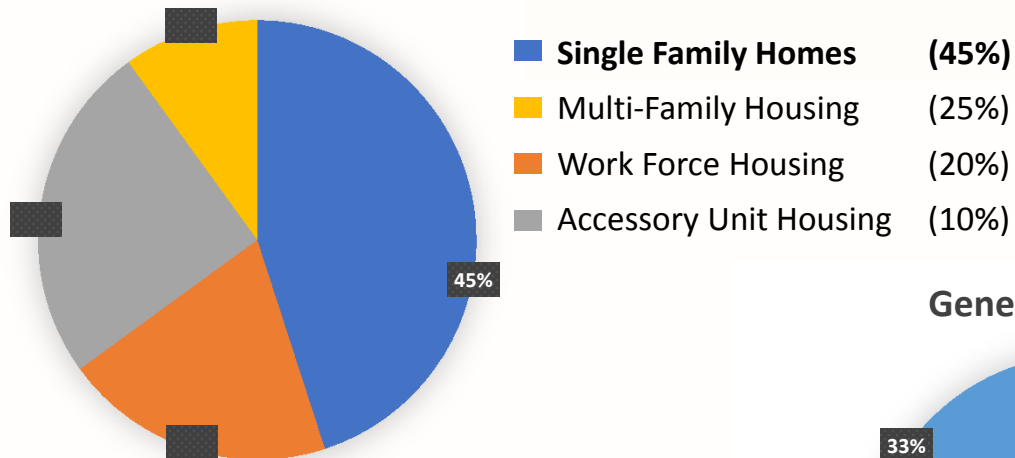
- Street Priorities



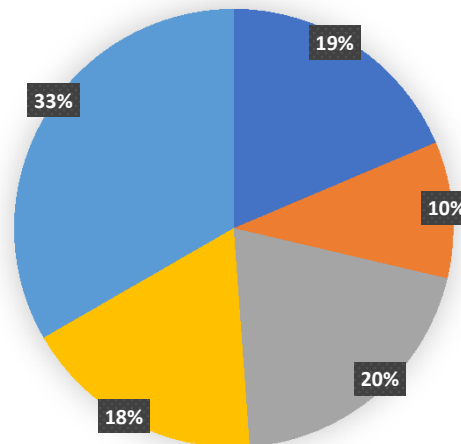


Additional Findings

Housing



General Comments



Added Street Lighting	(33%)
More Pubic Trash Receptacles	(20%)
Greater Police Presence	(19%)
Stricter Code Enforcement	(18%)
Consolidation of Schools	(10%)



Table Exercise Summary:

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

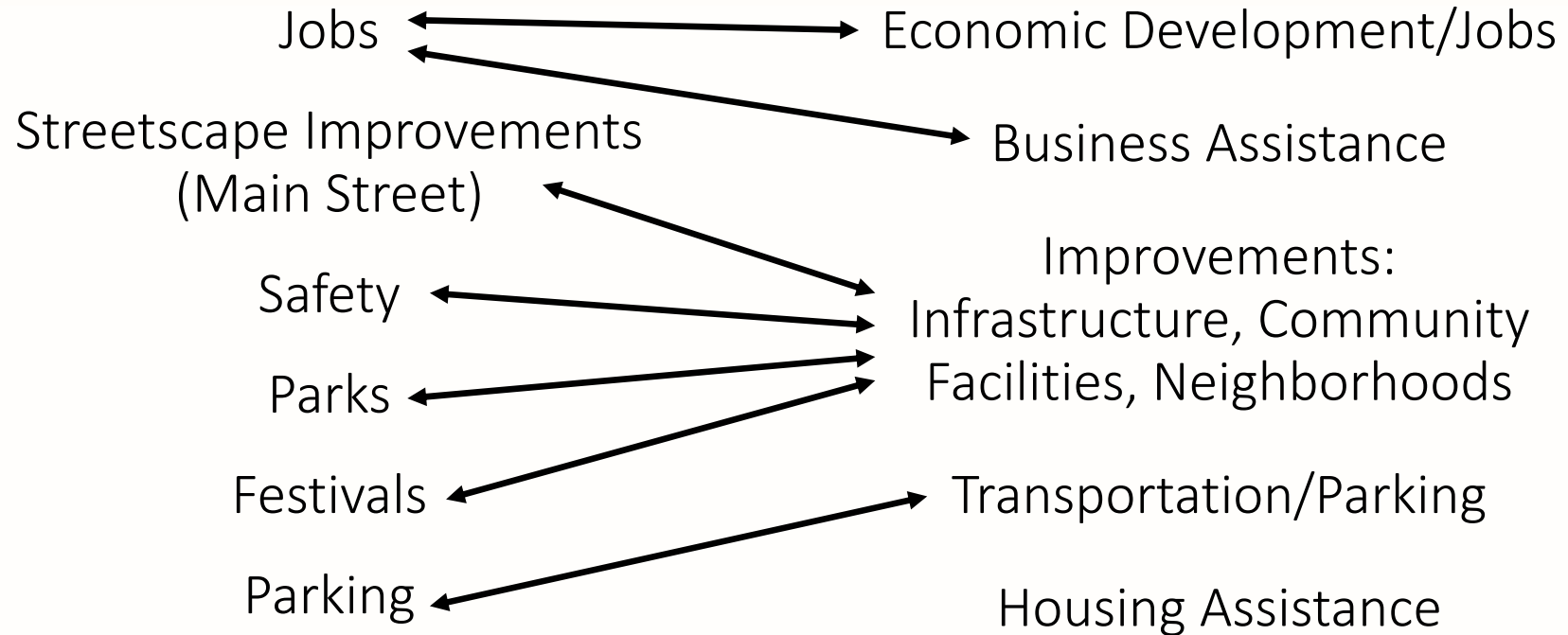
Survey Exercise Summary:

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



Community Priorities

Community Advisory Committee Priorities





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