



# CITY OF TAMPA

Bob Buckhorn, Mayor

Office of the Mayor

## NEWS RELEASE

**For Immediate Release**

**For additional information, please contact:**

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### **Urban Land Institute Advisory Services Panel to Visit Tampa** *Panel to assist with developing a vision for the city's urban core*

Tampa, Fla. (October 7, 2011) – The Urban Land Institute (ULI) will be conducting an Advisory Services Panel in Tampa October 9 to 14. The panel is composed of economic development, land use, real estate development, and government operations experts from around the world who volunteer their time to help communities solve difficult development or related public policy problems.

The City of Tampa has requested an ULI Panel to assist in developing a vision and master plan for the city's urban core. This plan will guide redevelopment of the downtown area. "It will give us the road map to stimulate economic development, spur community reinvestment, and make the central city area one of the most desirable places in the nation," said Mayor Bob Buckhorn.

A public reception is being held for all interested citizens on Monday, October 10, from 5 p.m. to 6:30 p.m. at the Straz Center for Performing Arts, 1010 North W.C. MacInnes Place in downtown Tampa.

On Friday, October 14 from 8:30 a.m. to 10:30 a.m. a public presentation will be made by the ULI panel of its findings and recommendations. This presentation will take place at the Tampa Convention Center, located at 333 S. Franklin Street, in Room 24.

The public is invited to attend the reception and the briefing. If you cannot attend the events but would like to offer suggestions, you can go to the City's web site [www.tampagov.net](http://www.tampagov.net) to fill out a public comment sheet. The sheet should be faxed or emailed to the Growth Management and Development Services Department at (813) 274-7706 by Tuesday, October 11.

For additional information, please contact Urban Planning Coordinator Randy Goers at (813) 274-8694 or via email at [randy.goers@tampagov.net](mailto:randy.goers@tampagov.net).

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### **Urban Land Institute Advisory Panel to Present Findings** *Briefing to be held Friday morning at Tampa Convention Center*

Tampa, Fla. (October 13, 2011) – The Urban Land Institute (ULI) will present its findings and recommendations for the city's urban core at a public presentation on Friday, October 13, 2011. The presentation begins at 8:30 a.m. and will be held at the Tampa Convention Center, located at 333 S. Franklin Street, in Room 24.

The public is invited to attend the briefing, which is the culmination of the ULI's week-long Advisory Services Panel process. The recommendations come after two days of presentations by City staff and interviews with more than 60 community and business leaders. "This is a great opportunity for Tampa and I am looking forward to hearing the recommendations from the ULI panel," said Mayor Bob Buckhorn. "This process allows us to look at suggestions and ideas from outside experts to help us find new ways to make our downtown area and surrounding neighborhoods more livable and economically viable."

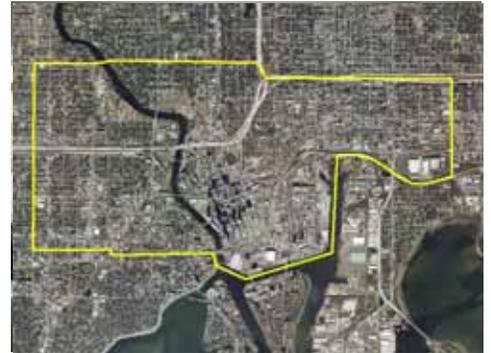
The ULI is a non-profit education and research organization that provides leadership in best practices and creative solutions for responsible and sustainable land use. The ULI Advisory Services Panel is composed of economic development, land use, development, and government experts from around the country who volunteer their time to help communities solve difficult development or public policy problems.

For more about the ULI Advisory Panel in Tampa, visit [www.tampagov.net](http://www.tampagov.net). For additional information, please contact Urban Planning Coordinator Randy Goers at (813) 274-8694 or via email at [randy.goers@tampagov.net](mailto:randy.goers@tampagov.net).

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# Urban Land Institute

## Tampa Advisory Panel



### How You Can Participate

Fill out the Public Comment Sheet on the back of this flyer and return it to the address shown. All comments will be forwarded to the Advisory Panel for their consideration.

For more information  
[www.TampaGov.net](http://www.TampaGov.net)

The Urban Land Institute (ULI) has been invited by the City of Tampa to conduct a 5-day Advisory Panel.

The expert panel will go on site tours, meet with local residents, business owners, developers, real estate professionals, elected leaders, government officials, and other community representatives. On Friday, October 14 at 8:30 am, at the Tampa Convention Center, the Panel will present their neutral and objective findings and recommendations for future development of Tampa's urban core.

### Some of the Questions to be Considered by the Panel

- What are the possibilities for creating a true urban center?
- What are the best short- and long-term development opportunities?
- Where should the city focus its redevelopment efforts and resources in the next five years?
- What development incentives will work best to encourage development?
- How best can the city encourage transit oriented development?
- How can the city improve connections to the Riverwalk?
- What can be done to strengthen the connections between neighborhoods?
- Where are the most critical pedestrian and bicycle connections?
- How can we maximize development potential, connectivity & the amenity of the Hillsborough River?
- What circulator systems should be pursued to improve connectivity?





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## ★ ULI to visit Tampa next week

Tampa Bay Business Journal

Date: Friday, October 7, 2011, 12:33pm EDT

Related: [Economic Snapshot](#)

The Urban Land Institute is visiting Tampa next week to assist in developing a vision for the city's urban core.

A kickoff reception is being held 5 to 6:30 pm Monday at the Straz Center for the Performing Arts, [a press statement said](#).

ULI's findings will be presented to the public Oct. 14 at the [Tampa Convention Center](#) [+](#) [▼](#) .

[See Comments](#)

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October 16, 2011

## Urban redesign could give new life to Tampa neighborhoods

By Times Wire

Despite a sluggish economy, an unwieldy bureaucracy at City Hall and the voters' rejection of rail, Tampa has a chance to remake the older neighborhoods in and around downtown. That was the message Friday to nearly 200 city officials, developers and business leaders who gathered at the Tampa Convention Center to hear representatives from the Urban Land Institute outline the city's strengths and weaknesses. The session marked the launch of a long-range development plan the institute is crafting for a sweeping area surrounding downtown, from West Tampa and Tampa Heights to Ybor City and the Channel District.

This urban redesign effort is different from previous plans in two major ways. First, it is the most ambitious in city history. Planners are looking to remake a half-dozen neighborhoods more than a mile from downtown in any direction. They include some of Tampa's oldest, such as West Tampa, and newer neighborhoods, such as the condo-heavy Channel District. And the city has never reached out to professionals like the Urban Land Institute's staff for a fresh, outside perspective on Tampa's potential. That's what makes this process more than an academic exercise. There already is confidence in a planning effort that could shape Tampa's growth for decades.

Consultants for the institute spent last week in Tampa talking with civic leaders, and Friday's meeting was a chance for them to share their first impressions. While a redevelopment plan is months away, the feedback already has helped underscore how much the city can bring to the table. Much of the land in the redevelopment areas is vacant or publicly owned. That gives the city a fairly blank canvas to redesign entire neighborhoods. The close proximity of the neighborhoods and their straight layouts make it easy and affordable to connect them with circulator bus service. And the meandering northward stretch of the Hillsborough River provides the backdrop to attract new residents, restaurants and shops.

The goal here is to make these neighborhoods more exciting and economically vibrant, to draw more people into the urban center and to expand Tampa's appeal as a place to live, work and play. The city has a lot of work to do. But the session showed that redevelopment is not all pie in the sky. Mayor Bob Buckhorn can do several things to get the ball rolling. Why not introduce Tampa Heights by hosting Saturday markets along its riverfront? What about looking at city codes for ways to make urban developments more practical and affordable? There will be plenty of additional details to address. But as the institute made clear Friday, the secret here is follow-through. Buckhorn should look at deputizing a point person to oversee this project full time. That would free him for the larger job of selling the city - and the City Hall bureaucracy - on a common vision for the urban core. He has no more important an agenda in his first term.



October 14, 2011

## For a downtown Tampa with a soul, experts recommend a turn away from the car culture

By Richard Danielson, Times Staff Writer

*A panel of urban experts says the city needs more pedestrians, better transit and less parking.*

TAMPA - To create a downtown with a soul, Tampa needs more urban housing, more pedestrians, better transit and less parking.

Those are among the conclusions of a panel of experts from the Urban Land Institute, a nonprofit education and research group based in Washington, D.C.

This week, the panel fanned out across Tampa's urban core to talk to officials, developers, merchants, lawyers and residents.

On Friday, they shared their thoughts with about 150 locals, including one who asked how Tampa compares to other cities.

"The opportunities," longtime developer Byron Koste said, "are *unbelievable*."

Downtown Tampa has beauty and charm, he said, but that's not what visitors see coming in off the interstate.

"I had to say, 'What the?' and then got to the 'Oh my,'" said Koste, executive director emeritus of the University of Colorado's Leeds School of Business.

So Koste and his colleagues said the city should make immediate cosmetic improvements: Put in better landscaping, especially at entry ways to downtown. Got an ugly, empty lot? Get creative. Bring in a farmers market.

There's more:

- . Finish the Riverwalk, and allow food carts and restaurants near the Hillsborough River.

- . Steer new housing toward three areas: Tampa Heights, the area around the Marion Street Transit Station and a redevelopment of the North Boulevard Homes public housing complex.

. Re-engineer roads like Ashley Drive to fewer lanes, more trees and lower speed.

. Ban new private parking lots as well as parking lots on street corners, convert some existing lots to parks or housing and increase on-street parking.

. Improve transit. Look at expanding the TECO trolley up to Tampa Heights and west of the Hillsborough River. Consider changes, like a fare-free zone, to make bus transit more attractive.

If the city comes together with a clear, shared vision, the panelists said the consensus can make it easier to start a business or get a building permit.

And to pay for these efforts, they floated various ideas: use federal community development block grants, tweak city parking operations to generate new revenue, use city-owned land or take advantage of federal income tax credits that reward companies for investing in redevelopment.

Asked about the best spot for a new downtown stadium, panelists said that's something the community should decide.

Still, they offered a few guidelines: Make it accessible. Think about transit. Share parking with other uses, because nothing looks worse than a stadium surrounded by acres of parking.

Mostly, the crowd liked what it heard.

"I think you've done a great job of assessing where we need to put our development efforts," said Tom Keating, president of the Ybor City Chamber of Commerce.

Mayor Bob Buckhorn said the report gives the city a "road map" for its next step: using a \$1.18 million federal grant to create a master plan for downtown and areas like Ybor City, the Channel District and Tampa Heights.

"Now," he said, "we need to take this and go execute it."

Friday, October 21, 2011 | [0 Comment\(s\)](#) | [Email](#) | [Print](#)

## Urban Land Institute Report Starts Off Hard Work For Tampa

The [Urban Land Institute](#) spent six days in Tampa last week, but the report they will produce could influence transportation and development in Tampa much longer.

As they have done in [hundreds of places](#) across the world (including [Pasco County](#)), ULI presented a [playbook for the City of Tampa](#) to use in the development and redevelopment of the central city neighborhoods. This includes downtown, Ybor City, Tampa Heights, West Tampa and "West Bank", which ULI considers to be the area north and east of Historic Hyde Park, on the west bank of the Hillsborough River. "West Bank" would include the University of Tampa and North Boulevard between Kennedy Blvd. and the Hillsborough River.

For transportation supporters, ULI won't offer a tonic for what ails you. But that is because transportation is not their job. ULI is a real estate organization that studies transportation as a part of land use development. For anyone hoping ULI would draw a hub-and-spoke rail network linking Tampa to Pinellas, Pasco and Sarasota/Manatee, you will be disappointed. But ULI did draw a few lines that provide a jumping off point for transportation improvements in Tampa and the entire region.

ULI has suggested several easy fixes that would improve transportation in Tampa: safe bike paths, [Complete Streets](#) on Ashley Drive and Florida Avenue, better gateways into downtown, and finishing the Riverwalk on both sides of the Hillsborough River. These are not necessarily "easy," but striping for bike lanes or making sure Ashley Drive is something less than a six-lane speedway should not be controversial.



But there were two points that could be controversial. Look at the picture included here. Do you see the orange line that looks like a U with a connected top? That is ULI's vision for the Tampa Streetcar. Do you see the big circles near North Boulevard, Tampa Heights and the [Encore](#) project? Those are targets for "walkable transit-ready districts." If Tampa is not going to have light rail in the next five years, at least the city can encourage development that allows, "seniors to age in place and young people to live in biking and walking communities." These projects cost money and are hard work, but they are possible and worth the money and effort in the long run. As the *St. Petersburg Times* [said](#), "The city has a lot of work to do. But the [study] showed that redevelopment is not all pie in the sky."

Studies will tell you that denser and diverse development will create more public revenue, while lowering the cost of service, per capita. If communities are built for live, work and play, transportation costs are dramatically cut, which means more money in your pocket.

Complete Streets policies make roads into an "economic generator" for a neighborhood district. Think of Ashley Drive now, versus an Ashley Drive with sidewalk cafes, and surface parking lots turned into shops. (ULI thought of this, by advocating for overturning regulations against sidewalk cafes on state-owned roads like Kennedy Blvd.) On Complete Streets, businesses can be built without the city's current parking requirements.

All of ULI's suggestions will be further expanded in their final report to be released in a few months. Just as Pasco has found with their ULI study, it will take a lot of hard work to begin to amend development and land use codes. But if it means Tampa and the region moves toward a world class transportation network to serve our world class development, the hard work will be worth it.

## Urban Land Institute jumpstarts Tampa master planning process

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Premium content from Tampa Bay Business Journal by Mark Holan, Staff Writer

Date: Friday, October 21, 2011, 6:00am EDT

Related: [Commercial Real Estate](#), [Economic Snapshot](#)



**Mark Holan**

Staff Writer - *Tampa Bay Business Journal*

[Email](#) | [LinkedIn](#)

**TAMPA** — Members of an Urban Land Institute panel want real estate and economic development professionals to imagine a Tampa urban core that surrounds the Hillsborough River.

The ULI panel, headed by Chattanooga, Tenn., real estate developer **Leigh Ferguson**, spent the week of Oct. 10-14 assessing downtown and surrounding neighborhoods from Ybor City to West Tampa. The panel conducted interviews with more than 60 members of the city staff and community and business leaders.

Better transportation options, more pedestrian-friendly streetscapes and green space were among the panel's key recommendations for spurring economic development. Ferguson said it would give Tampa a "soul."

The panel's recommendations will help refine the scope of a master plan contract the city expects to award early next month.

The TECO Line Streetcar System should provide more service, not less, the panel said, recommending that planners consider extending it to Tampa Heights and then create a loop to Ybor City.

### More mellow flow of cars

Planners also need to look at "calming" traffic on Ashley Street and other downtown points so more attention can be paid to Riverwalk, the ULI panel said.

Among other panel recommendations:

- Downtown needs to attract a five-star hotel, while Ybor City also could use another hotel.
- Current market conditions mean that a new office tower isn't likely in the foreseeable future. Instead, the city should focus on attracting startup companies to vacant and underutilized Class B office space.
- The Encore mixed-use development in the northeast corner of downtown should rethink its commercial aspirations and focus more on attracting residents.

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- There should be a moratorium on surface parking downtown, and city lots and meters should consider market rates to generate new revenue.

The panel also recommended the city begins to explore creative financing options such as community development banks and venture capital funds, microenterprise loan funds and private authority bonds.

The panel avoided making any big ticket or controversial recommendations, such as where to locate a baseball stadium.

### **Planning for the next two decades**

On Nov. 4 the city will hear presentations from six consulting teams to develop a master plan for the greater downtown area that will become the city's development blueprint for the next 20 years.

ULI's recommendations will help focus the scope of the consultant's work, said City Planner **Randy Goes**.

"We think it will help us get better value out of the consultant's services," he said.

The \$1.4 million contract is primarily being funded with a \$1.18 million federal grant. The city is contributing \$125,000 cash and \$125,000 in in-kind services.

### **Some of ULI's recommendations for moving forward**

- Create a centralized planning and zoning system
- Develop a publicly supported vision of downtown and its relationship to neighborhoods near downtown
- Enhance landscaping of gateways to downtown vacant potential development parcels
- Complete the Riverwalk on both sides and connect with Bayshore Boulevard
- Complete and further develop Encore, the Channel District and other projects underway
- Focus new development activities in and around Tampa Heights, North Boulevard Homes and the Marion Street Transit Station

**Source:** Urban Land Institute

### **SIX FINALISTS FOR TAMPA'S CONTRACT**

The six firms competing for the city's \$1.4 MILLION master plan contract ARE:

- AECOM Technical Services Inc.
- Goody Clancy & Associates Inc.
- HDR Engineering Inc.
- IBI Group Inc.
- Sasaki Associates Inc.
- Tindale Oliver & Associates Inc.

**Source:** City of Tampa

### **About the effort**

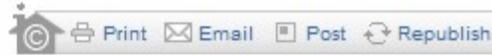
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Members were volunteers, but the city paid \$120,000 in expenses.

ULI did similar work in Pasco County three years ago, which has become the blueprint for the county's new development plan.

– Mark Holan

Mark Holan's beats include commercial real estate, transportation and ports, and economic development.



October 17, 2011

## Going Big And Bold In Remaking Tampa

By John Hill, Editorial Board

TAMPA - Despite a sluggish economy, an unwieldy bureaucracy at City Hall and the voters' rejection of rail, Tampa has a chance to remake the older neighborhoods in and around downtown. That was the message Friday to nearly 200 city officials, developers and business leaders who gathered at the Tampa Convention Center to hear representatives from the Urban Land Institute outline the city's strengths and weaknesses. The session marked the launch of a long-range development plan the institute is crafting for a sweeping area surrounding downtown, from West Tampa and Tampa Heights to Ybor City and the Channel District.

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