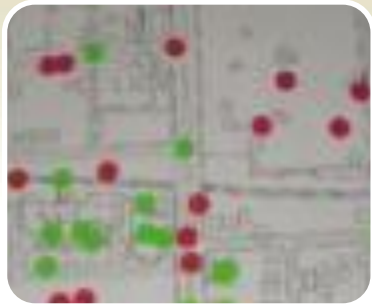




West River Community Master Planning Howard W. Blake High School / Tampa, Florida July 18, 2013



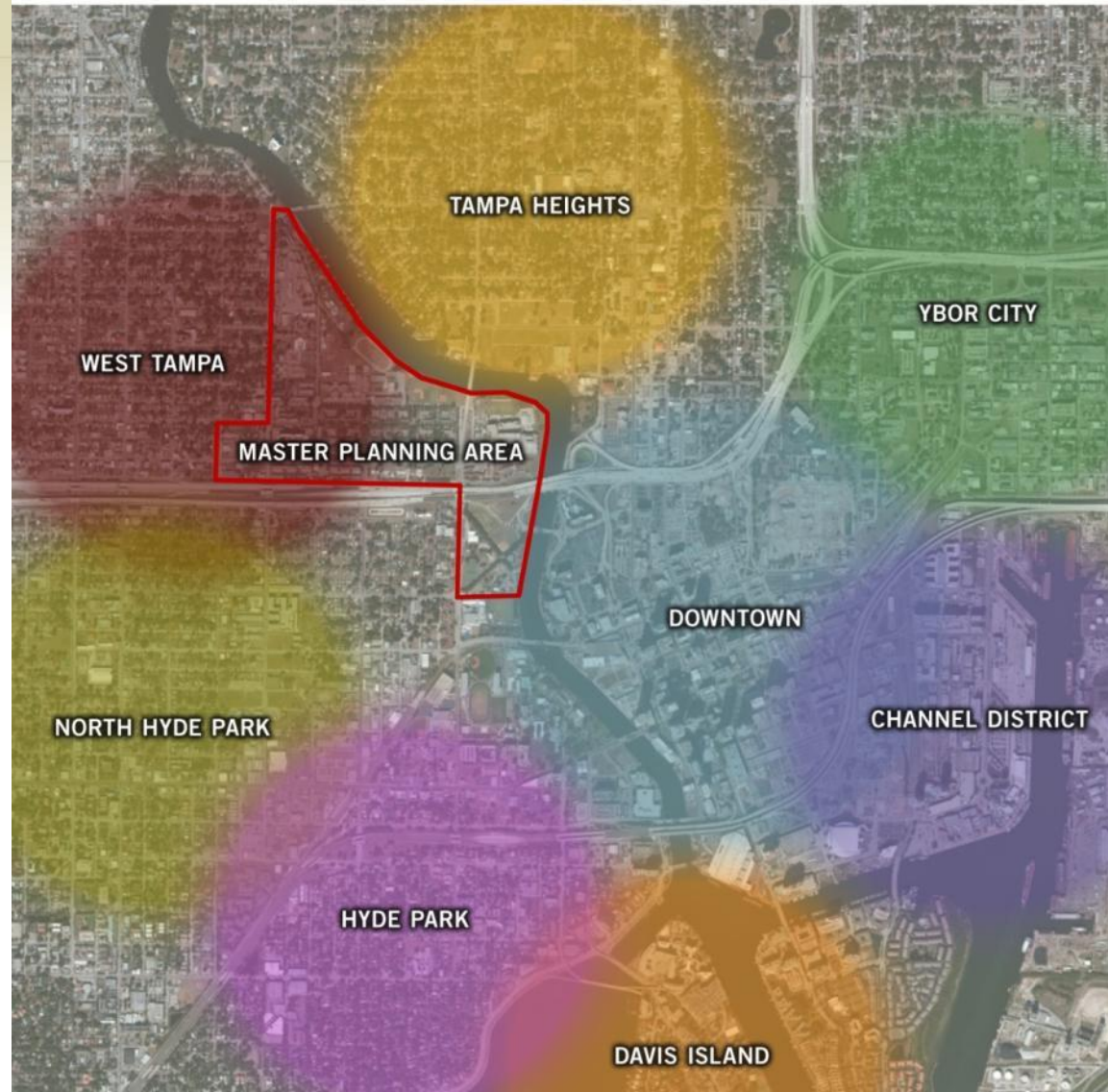
West River Master Planning Tampa Neighborhood Context

2013-06



INVISION TAMPA

People. Place. Progress.



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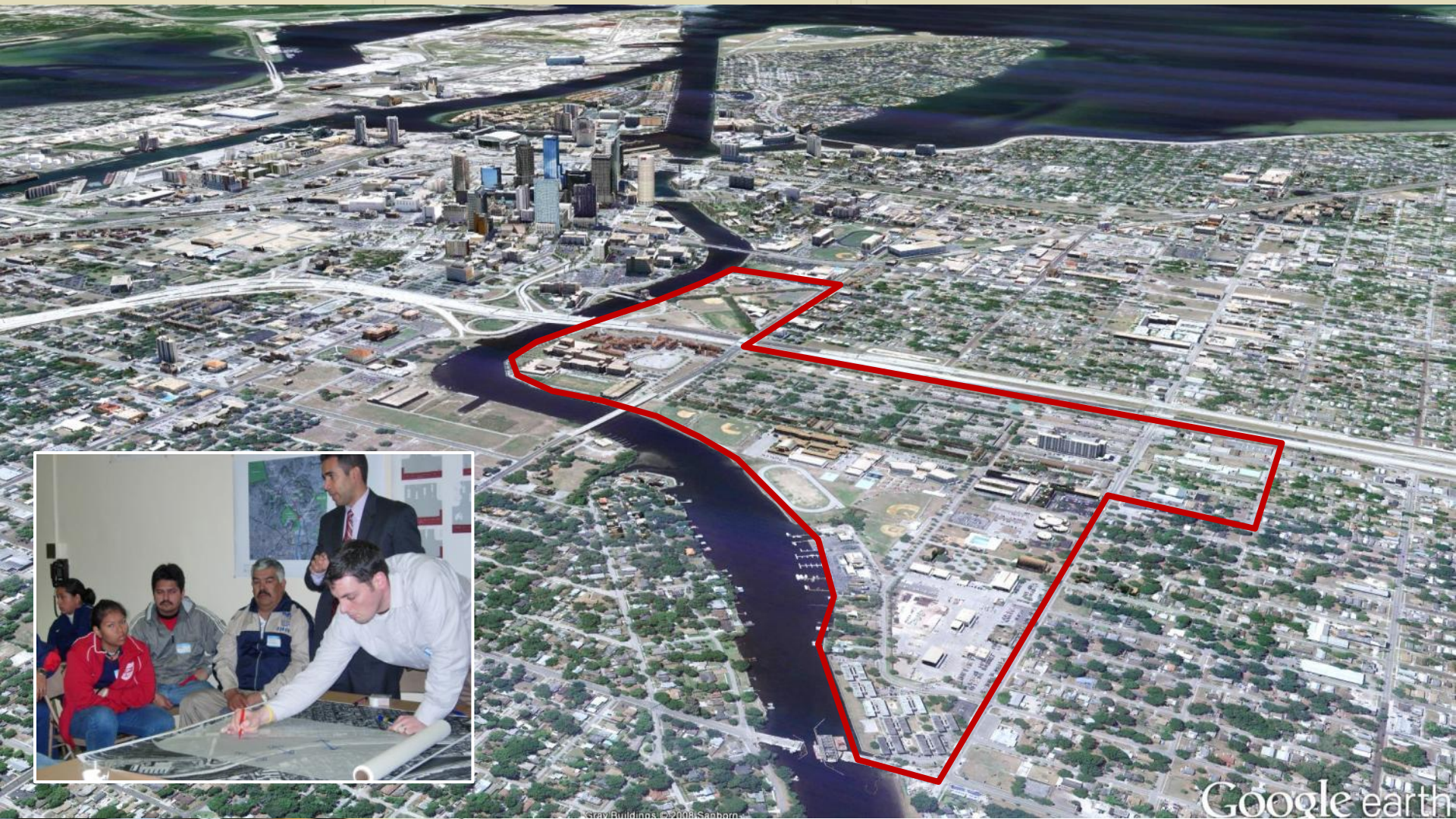
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West River Neighborhood Master Planning



Google earth



Tonite's Agenda

- 1) Introduction**
- 2) The People**
- 3) The Place**
- 4) What Do You Think?**



The People



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The People Plan— Tampa West River Guiding Principles

**Throughout the entire development process ,
all people involved will:**

- 1. Reach to engage residents actively in decision-making.**
- 2. Act with openness, honesty, respect and as much transparency as possible.**
- 3. Operate intelligently, with enthusiasm and passion**
- 4. Honor the rich history of Tampa and the lived experience of residents.**
- 5. Reach for new and exciting opportunities and possibilities that embody hope for the residents.**
- 6. Be committed to cultural diversity and community building.**
- 7. Seek out the most accurate quantitative data and analyze it constructively.**
- 8. Share insights and knowledge.**



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The People Plan-- Why People and Place

Tried and proven successful approach:

- **Human capital development – building and strengthening people sustains physical development**
- **Physical development inspires people to transform!**



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The People Plan– The Structure

Consists of 5 components:

- Information gathering and data analysis
- Development of key findings and recommendations
- Identification/design of key strategies to address prioritized findings and recommendations
- Development of implementation budget including resourcing plan
- Design/develop implementation approach and timeline



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The People Plan

- Completed first round of data gathering and analysis
- Tonight: Review key findings and early recommendations

START PRIORITY SETTING!



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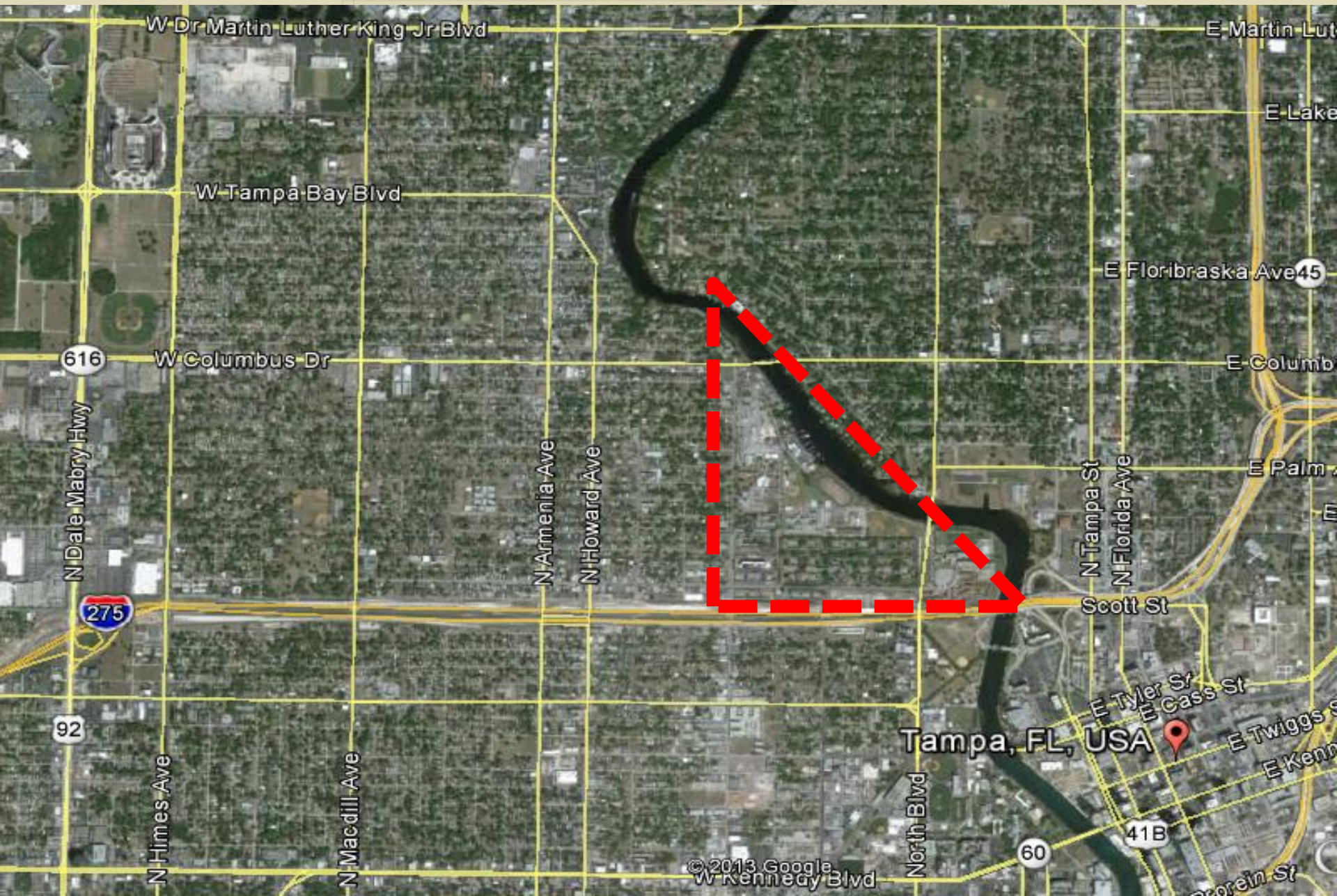
The People Plan– The Context

West Tampa Comparison Geography

- Dale Mabry on the West
- I 275 on the East
- MLK,Jr. on the North
- S. Kennedy on the South



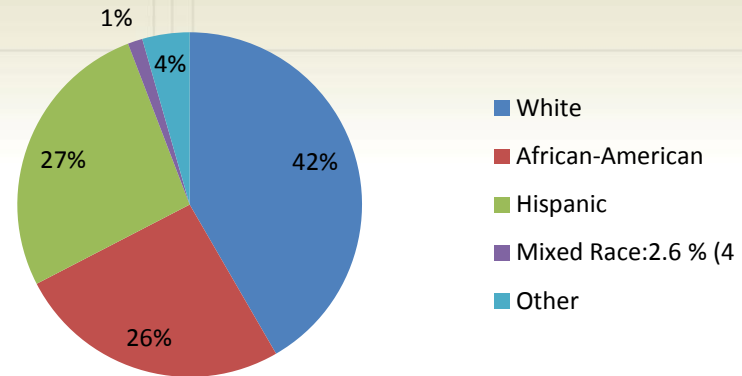
The People Plan – The Context



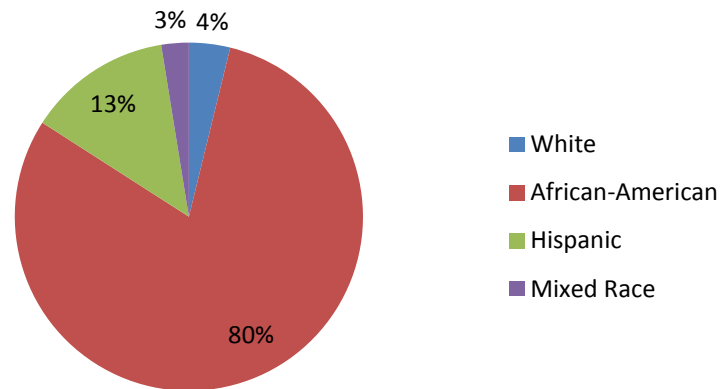
The People Plan– The Context

Population
Race and Ethnicity
Income
Education

Race/Ethnicity - Comparison Group



Race/Ethnicity - Target Population



The People Plan– The Context

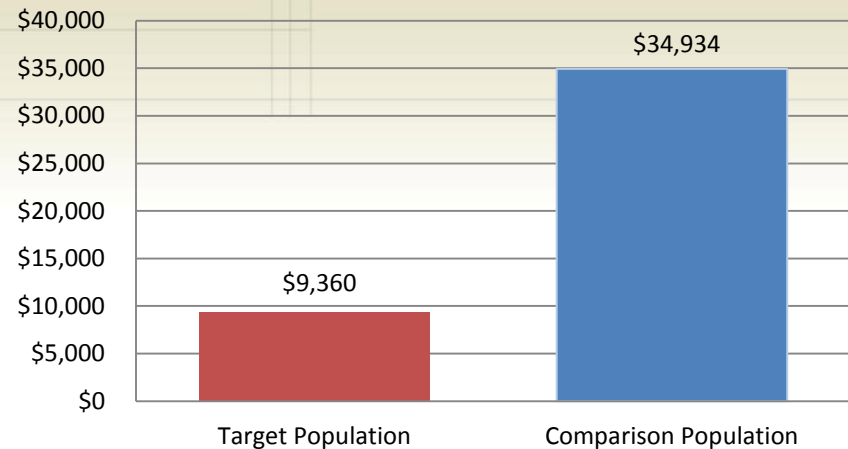
Population

Race and Ethnicity

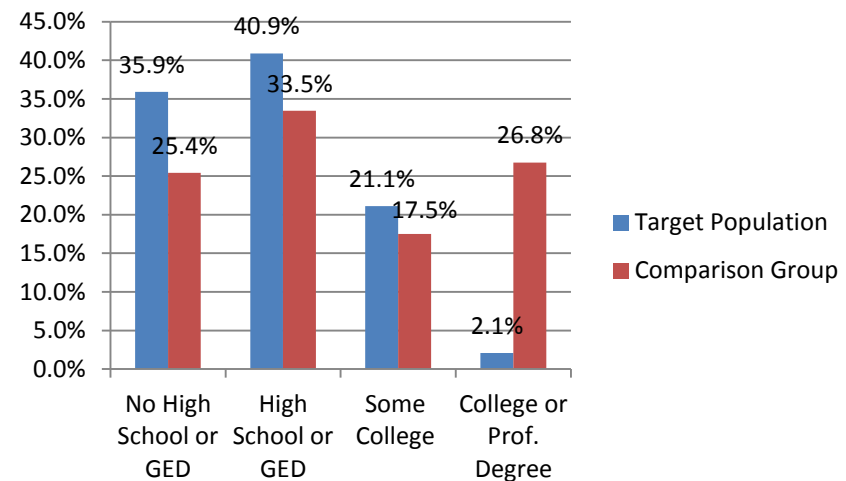
Income

Education

Median Household Income



Educational Attainment



The People Plan–North Blvd Homes

Demographics

- **Adults** **150**
- **Number of Assessments Completed** **300**
- **Average Household Size (n=135)** **3**
- **Employment Rate** **33.8**
- **Average Hourly Salary** **\$8.40**
- **Employed** **Yes: 31.9%** **No: 68.1%**
- **Disabled** **Yes: 22.2%**



The People Plan—North Blvd. Homes

Length of Current Employment

Less than a year: 19.4%

1 to 2 years: 23.7%

More than 2 less than 4 years: 9.7%

4 to 5 years: 18.3% (17)

More than 5 years and less than 10 years: 12.9%

Never had a work history: 7.5% (7)



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The People Plan—North Blvd. Homes

Educational Attainment

- **No High School Completion: 35.1%**
- **High School or GED: 40.5 %**
- **Some College: 10.7%**
- **Certificate/License: 11.4%**
- **College Degree (Associate or Higher): 2.3%**



The People Plan–North Blvd Homes

Sources of Income

- Employment: 31.9% (43)
- Food Stamps: 88.1% (119)
- Social security: 5.9% (8)
- SSI: 17.8% (24)
- SSD: 0.7% (1)
- TANF: 5.9% (8)
- Unemployment: 1.5% (2)
- Child support: 12.6% (17)
- Utility Allowance: 27.4% (37)
- Direct Contributions: 11.9% (16)
- Other: 4.4% (6)
- WIC: 5.2% (7)



The People Plan–North Blvd. Homes

Barriers to Employment

- **Convicted of misdemeanor: 29.3% (39)**
- **Convicted of felony: 12.7 % (17)**
- **Currently on parole or probation: 1.5 % (2)**
- **Community service: 1.5% (2)**
- **Court-related matters: 5.3% (7)**
- **Ever filed for bankruptcy: 1.5% (2)**



The People Plan—North Blvd. Homes

School Attendance and School Performance

- 61% of the residents in family housing are children approximately
- Attending the following schools
Just Elementary, Mt. Pleasant, Monroe, Blake High School, McCloud

Other schools: Dunbar Elementary, Tampa Bay Tech, Mango Elementary, Maddison Middle, Breco, Sligh Middle, Robert Lee Elementary, Martinson-Scott Elementary



The People Plan–North Blvd. Homes

Average Achievement Level based on FCAT (n=62)

- At grade level: 87.0% (54)
- Below grade level: 6.5% (4)
- Above grade level: 6.5% (4)



The People Plan–North Blvd. Homes

Ongoing Concerns

Family: 10.6% (13)

Financial Planning/Credit: 4.9% (6)

Tax Preparation: .8% (1) **Individual Mental Health: 19.5% (23)**

Substance Abuse: 4.2% (5)

Marital Counseling: 2.5% (3)

Pre-employment services: 2.5% (3)

Other services: 14.5% (18)

-Includes youth programming, mentoring, tutoring, parenting classes, domestic violence counseling



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The People Plan—Early Community Recommendations

The Community Says...

- Stronger enforcement of tenant rules
- more police visibility
- Start a Neighborhood Watch Group
- Mandatory workshops for tenants on good neighbor behavior.
- Free or affordable social and recreational facility for young children and teen agers,
 - water splash park for all children
 - Late evening activities for older youth



The People Plan—Early Community Recommendations

The Community Says...

- Increased fines against families for excessive littering.
- Health clinics on site that provide needed services.
- Expansion of “young adult” centered programming to keep youth off the street and engaged in productive/career producing activities.



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The People Plan—Early Community Recommendations

The Community Says

- **Business opportunities for residents on site and within the surrounding community.**
- **Increased services within the community to assist residents in becoming employable.**



The People Plan– Best in Class Strategies



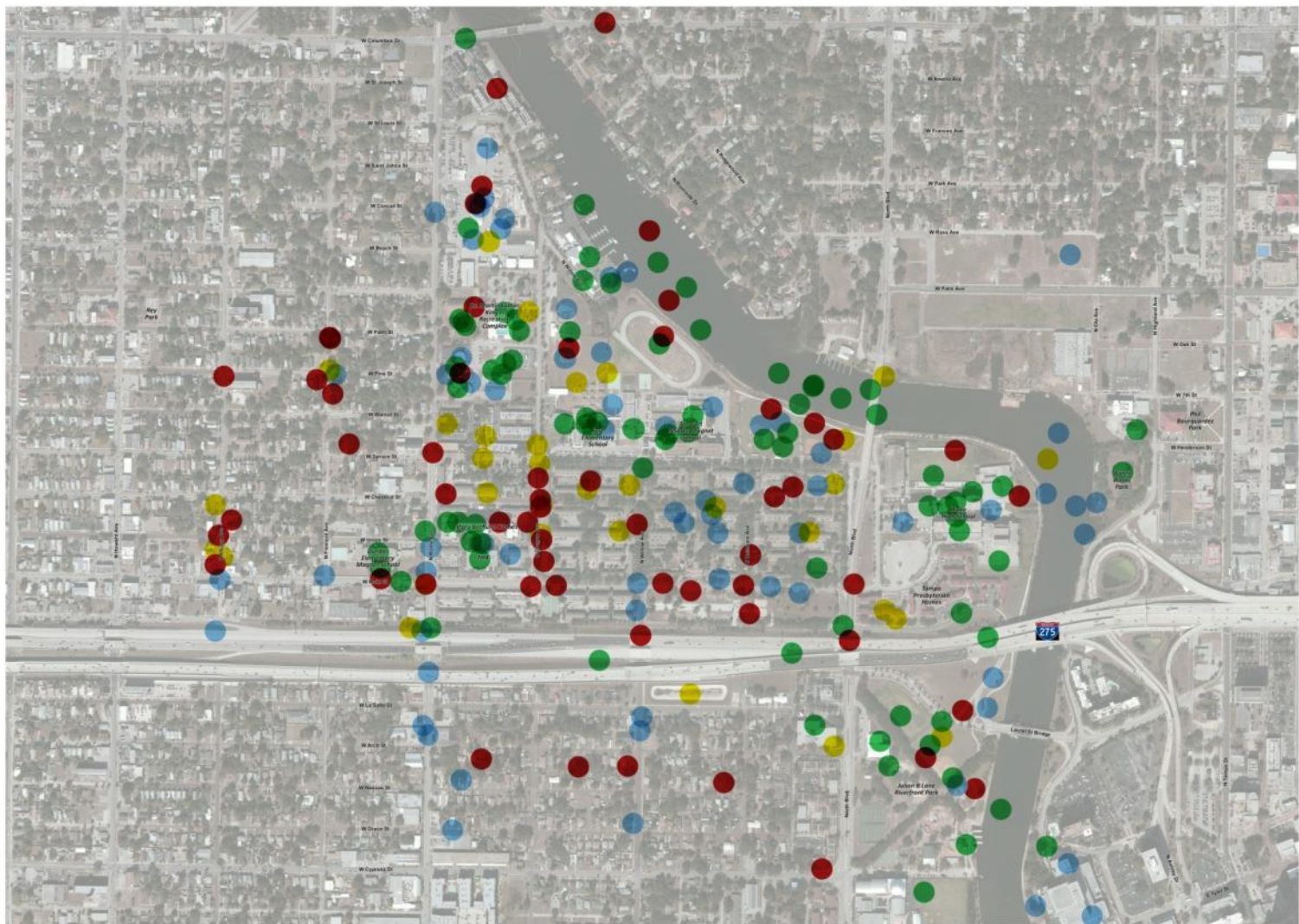
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The People (SWOT Exercise)



The Place – Residential Units



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The Place – Residential Units



The Place – Residential Units and Building Types



Townhomes



Townhome over Garden Apt



Garden Apartment



Interior Corridor Garden Apt



Senior Building



Townhome over Garden Apt



The Place – Mixed Use & Historic Main Streets



Mixed Use Buildings on Historic Main Streets



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The Place – Neighborhood Blocks

Example Arrangement



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The Place – Master Plan Alternatives



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Alternative 1: Redevelop North Blvd Homes



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Alternative 1: Redevelop North Blvd Homes

Main Street Today



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Alternative 1: Redevelop North Blvd Homes

Vision: Main Street



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Alternative 1: Redevelop North Blvd Homes Neighborhood Park



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Alternative 1: Redevelop North Blvd Homes Neighborhood Park Activities



Alternative 1: Redevelop North Blvd Homes Management and Leasing Building



Neighborhood Systems - Sustainability

In the Home



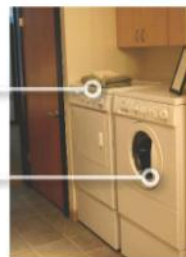
- Right-sized heating and air conditioning equipment increases energy efficiency and personal comfort.
- Products that emit low/no formaldehyde result in better indoor air quality and health.
- Exhaust fans in kitchens and bathrooms ensure adequate fresh air for better health.
- Mold prevention by using materials in kitchens and baths that are durable and cleanable.
- ENERGY STAR refrigerators, clothes washers and dishwashers save energy and water.
- Hard surface flooring in wet areas like kitchens and bathrooms prevent mildew and mold.



- ENERGY STAR Advanced Lighting Package reduces energy use.
- Low VOC paints, primers, adhesives, and sealants reduces airborne chemicals and increase the quality of indoor air.
- ENERGY STAR for New Homes Building Performance Standard results in a well-insulated, draft-free building, reducing heating and cooling costs.
- Integrated pest management means that wall, floor and joint penetrations are sealed to prevent the entrance of insects and rodents.
- Green Certified and natural floor coverings improve health and conserve natural resources.



- One piece tub and shower enclosures prevent mold and make cleaning easier.
- Clothes dryer exhaust is vented directly outdoors.
- Water conserving fixtures save water and energy.
- ENERGY STAR washing machine conserves energy and water.
- Low-flush toilets save water.



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sustainability

Site Design and Location

- Build in urban environments already served by utilities, roads, sidewalks and transit with proximity to jobs and opportunities.
- Walkable, open, public streets with housing that faces sidewalks, parks, plazas, and streets that connect to the grid.
- Mixed-income communities with access to civic and public space, parks, recreation, playgrounds, mixed-use areas, and neighborhood schools.
- Amenities that reduce automobile dependence such as bike racks, bike paths and access to transit.
- Compact developments that provide "eyes on the street" defensible space and gated parking.



In the Community



- Water efficient landscaping reduces irrigation needs.
- Steep slopes are protected from re-grading.
- Stormwater management reduces run-off and overflow.
- Wetlands and water bodies conserved and restored.
- Environmental remediation on impacted soils and sites.



- Reflective roofing materials reduce heat absorption, decreasing energy use.
- Durable recycled content materials, local materials, and salvaged and/or FSC wood used in building construction.
- Residents receive "green" training, an orientation and a reference manual.
- Native and adaptive species that are appropriate the site soil and microclimate.
- Water drains away from buildings and foundations.
- Reflective permeable paving reduces heat absorption to keep the neighborhood cool and reduces stormwater run-off.
- Efficient irrigation systems reduce water use.

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sustainability



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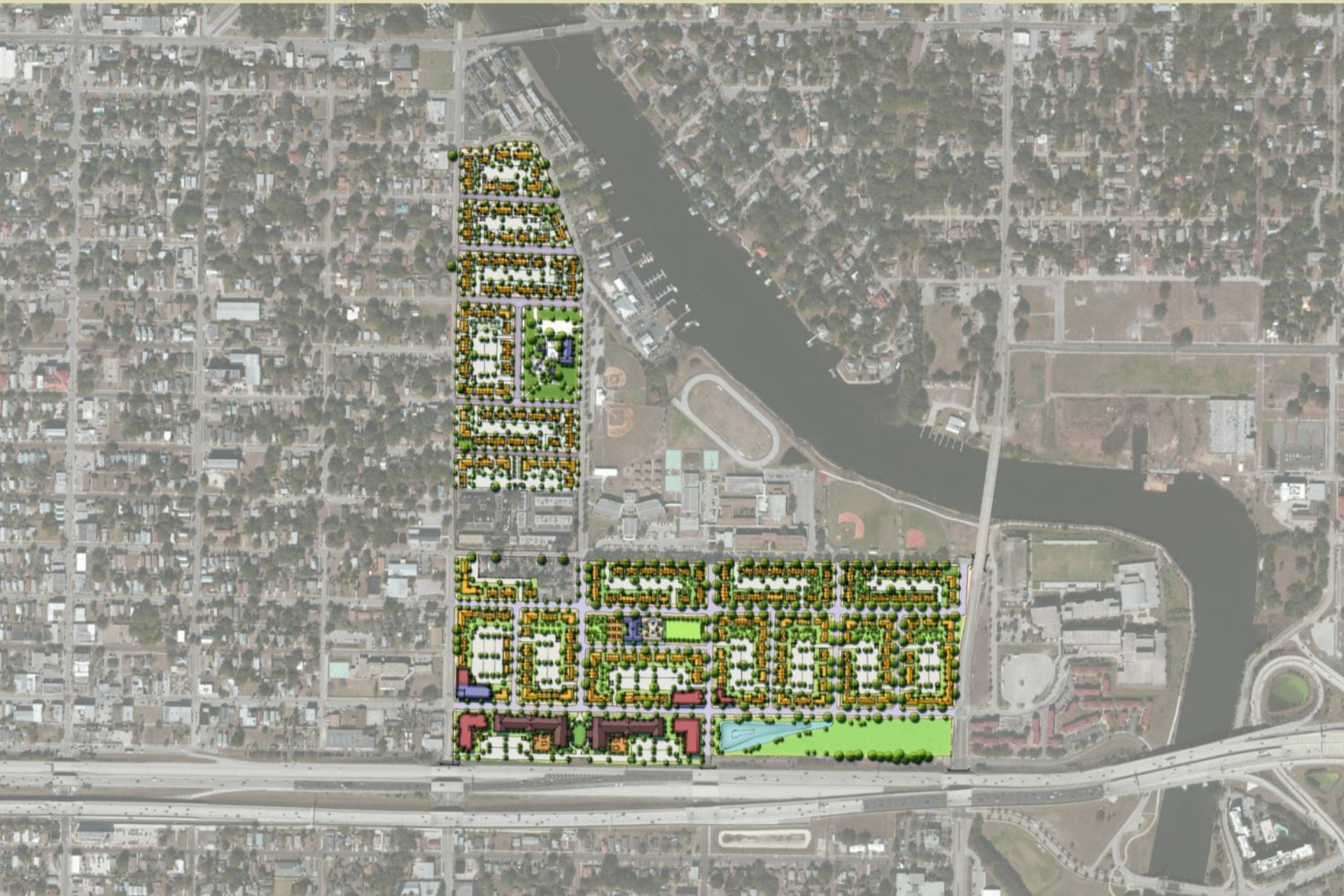
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Alternative 2: Transform City Property



Alternative 2: Transform City Property Neighborhoods and Streets Today



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Alternative 2: Transform City Property

Vision: Neighborhoods and Streets



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Alternative 3: Connect to the River

Willow Dead-End Today



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Alternative 3: Connect to the River



Alternative 3: Connect to the River



InVision Tampa Concept



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Alternative 3: Connect to the River

Riverfront Access Today



Alternative 3: Connecting River to Bay

Vision: Riverfront Square



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Alternative 3: Connecting River to Bay

Vision: Riverfront Square



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Alternative 4: Enhance Education



Alternative 4: Enhance Education Neighborhood Schools



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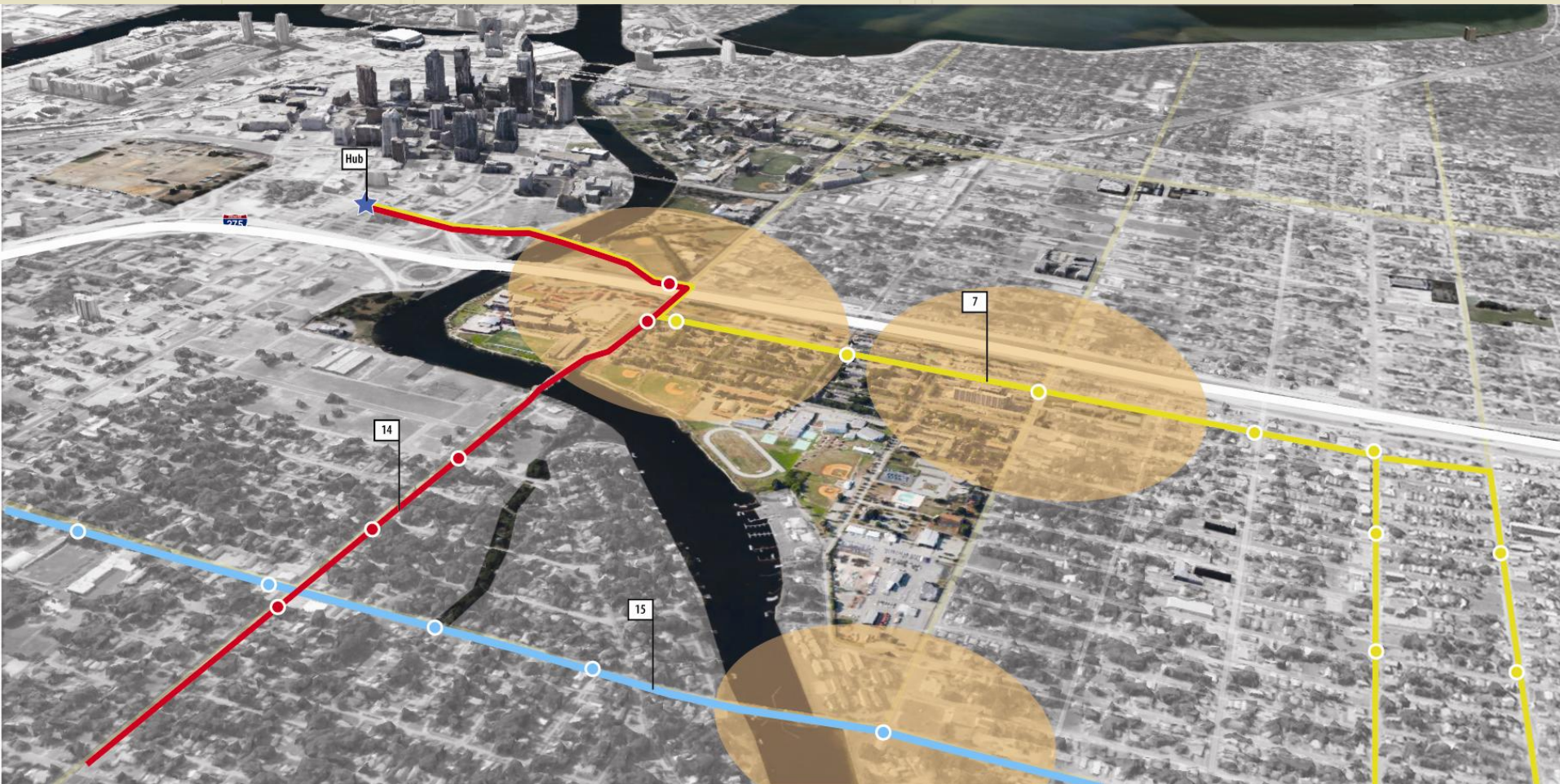
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Neighborhood Systems – North Blvd Homes



Neighborhood Systems – Transit

Perimeter Service, Access to Marion Street Station



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Neighborhood Systems – Streets

Limited Local Network within the Master Plan Area



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Neighborhood Systems – Streets

Enhanced Local Street Network, Bay to River to Rome



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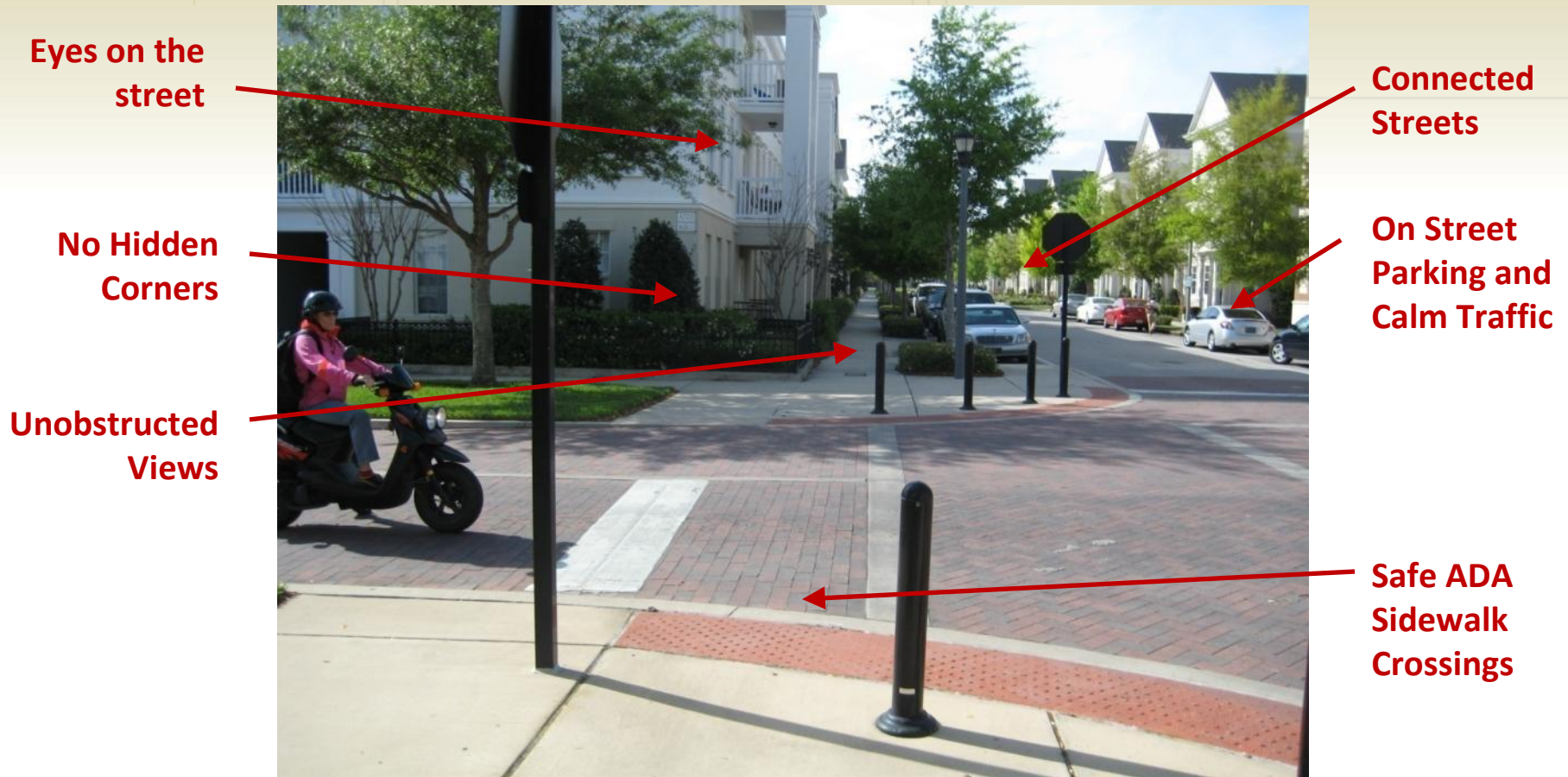
Neighborhood Systems – Streets



60' R.O.W. Neighborhood Drives & Commercial Streets



Neighborhood Systems – Safety & Security



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Neighborhood Systems – Parks

Limited River Access, Separated Uses, Limited Facilities



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Neighborhood Systems – Parks

Riverfront Parks and Trail, Neighborhood Uses



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Neighborhood Systems – Parks

Active and Passive Recreation

Playgrounds

Pick-Up Fields

Ballfields & Courts

Markets & Gathering

Picnics & Celebrations

Arts and Culture

Walk & Relax

Splash & Jump



Neighborhood Systems – Parks

Riverfront Access and the Environmental Edge



Neighborhood Systems – Community Form



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Neighborhood Systems – A City of Neighborhoods



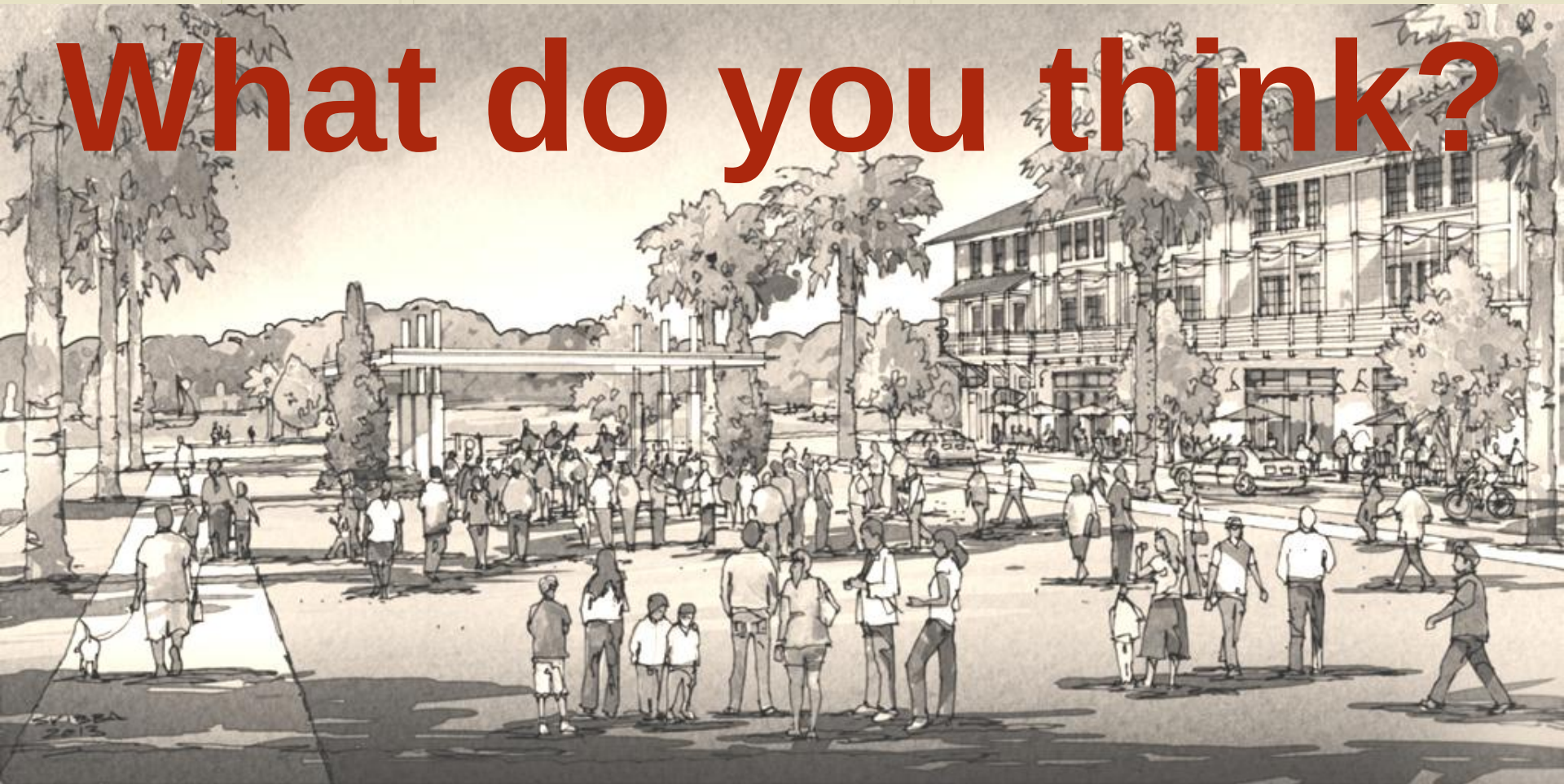
Neighborhood Systems – Economic Development

New Neighborhood Uses, Opportunities for Jobs



Discussion and Exercises

What do you think?



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