



*Mayor Jane Castor*

# Transforming Tampa's Tomorrow

## Palma Ceia Neighborhood Commercial District Plan

Virtual Community Meeting Recap  
October 7, 2020

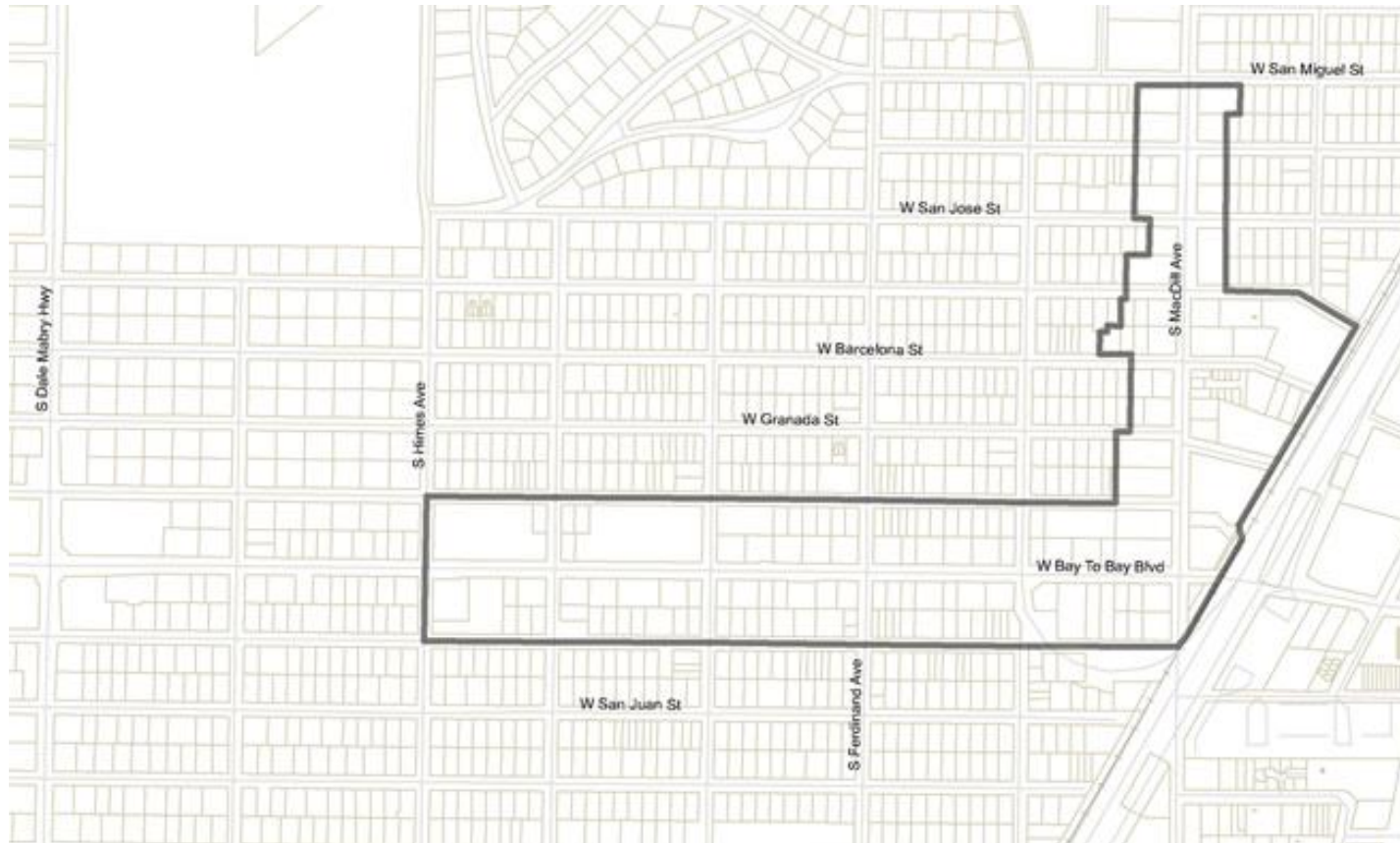




# Introduction

This reports provides a summary of the October 7, 2020 community meeting on the Palma Ceia Neighborhood Commercial District Plan. The meeting was the first of several meetings on the plan. This particular meeting introduced the planning project and provided an initial opportunity to received public comment.

# The Study Area

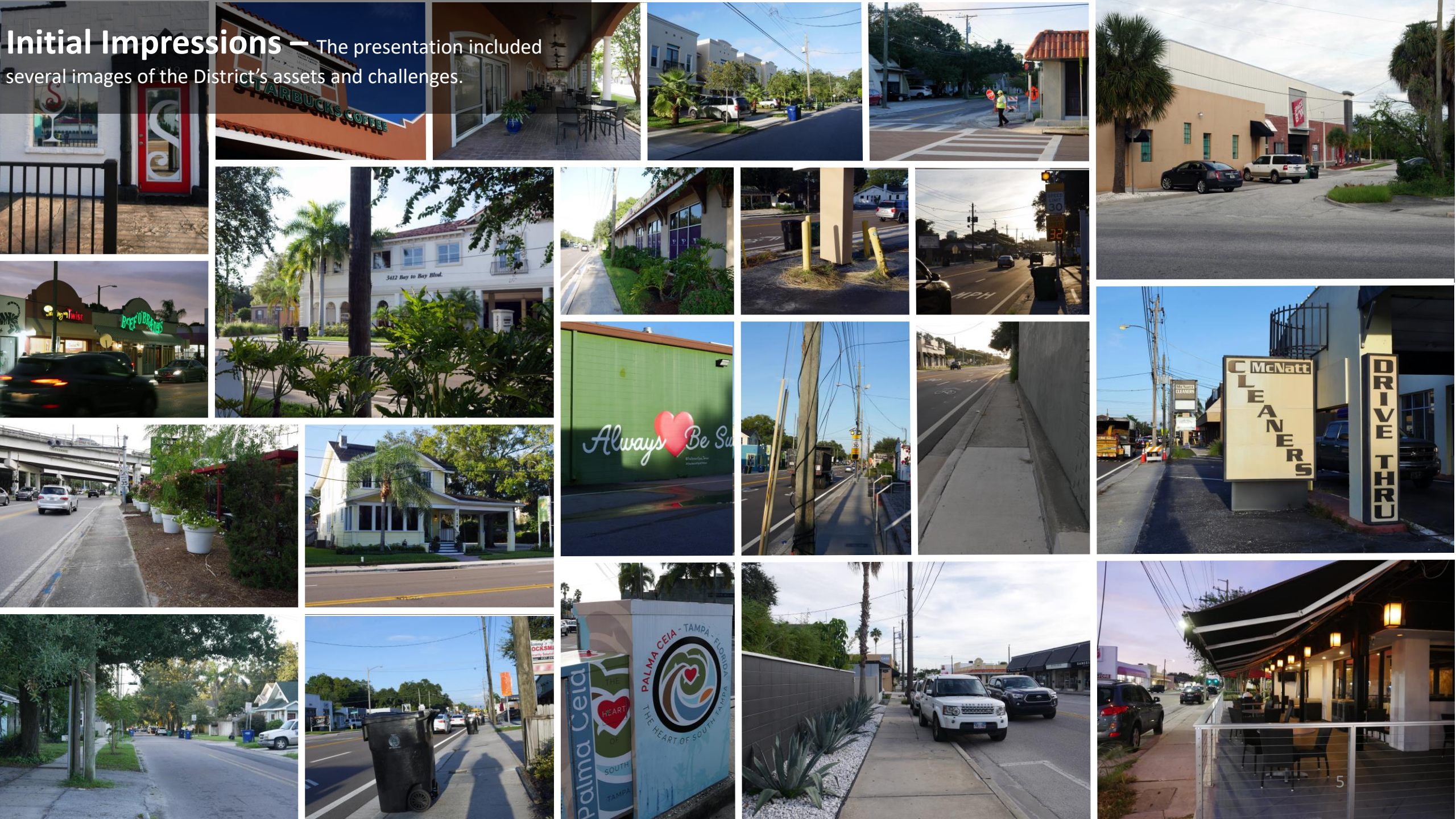


## October 7 Community Meeting Agenda

- 87 Attendees
- Introduced Neighborhood Commercial District Planning Program
- Presented The Study Area
- What Makes a Great District
- The Project Planning Approach
- Timeline

# Initial Impressions

The presentation included several images of the District's assets and challenges.





# Five Questions

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- What words describe your vision for the District?
- If you could change one thing about the district, what would that be?
- What is the one thing that we must not do?
- What are 3 issues that we must solve?
- What is your big idea for the district?

*Attendees were asked these five questions during the presentation. The responses are summarized on the following pages.*

## Event Question

# What words describe your vision?

“Walkable, neighborhood gathering place, cohesive.”

“Bike-friendly, local merchants, shady, small townish, great food, outside dining, walkable, good for kids and seniors.”

“Vibrant, where small locally-owned biz thrive.”

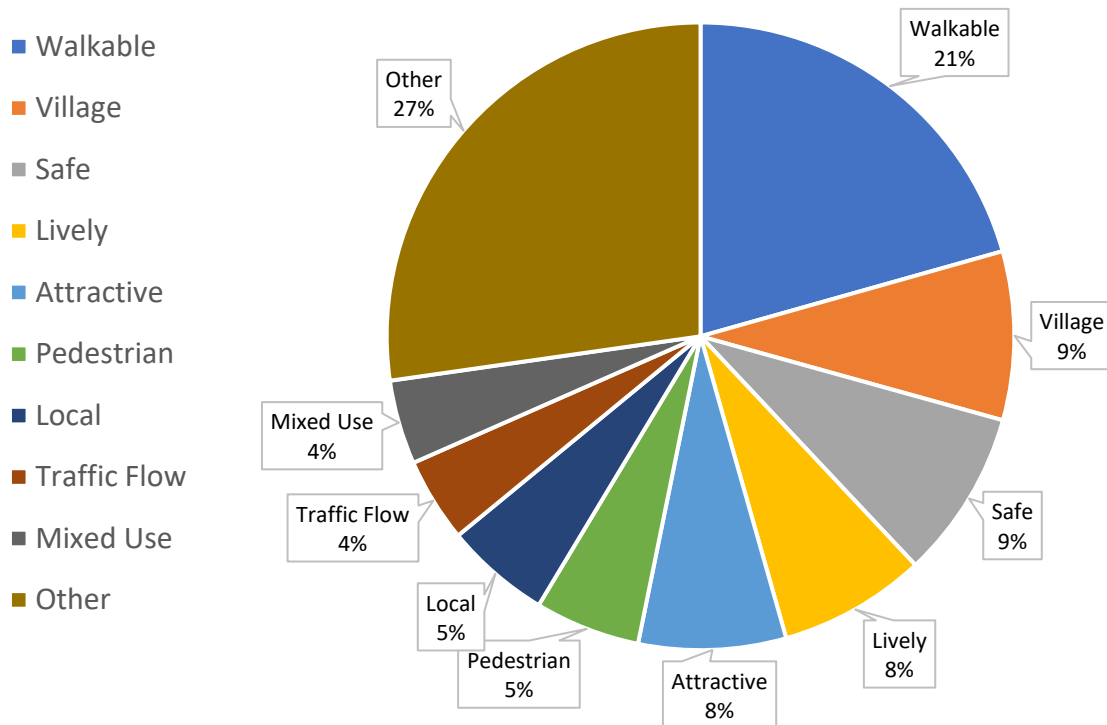
“Small to medium sized businesses. Walkable from our homes. Enough parking for vehicles to participate without restriction on lanes. “

“Family friendly, walkable, verdant, unobstructed sidewalks, public trash cans, easy access to bayshore park.”





## Describing the Vision for the District



#	Keyword	#	Keyword
19	Walkable	3	Family
8	Village	3	Bikes
8	Safe	2	Restaurants
7	Lively	2	Parking
7	Attractive	2	Art/Culture
5	Pedestrian	1	Urban, Single-Family, No Trucks, Interconnected, Healthy, Green, Entertainment, Easy Access, Cohesive and Character
5	Local		
4	Traffic Flow		
4	Mixed-Use		
3	Focus		

Event Question

**If you could change one thing in the District, what would that be?**

### **Make it Walkable**

Ensure the existing sidewalks are passable -- Definitely larger sidewalks and green space – Do not have the street as close to the sidewalks – Connection to Bayshore Boulevard -- Apron angles across sidewalks are very difficult for wheelchairs

### **Improve the Parking**

More efficient auto parking – Safe, additional parking – More onstreet parking

### **Stop Speeding (Safety)**

Cars drive too fast -- Dangerous cars speeding by pedestrians -- Stop the speeding cars, large trucks

### **Improve Appearance**

Make the architecture blend better – Create a more uniform look of buildings – Fix mismash look -- More outdoor seating – Add an iconic mural or entry feature

Event Question

What is the one thing that we should not do (or stop doing)?



## Traffic Flow

**People want Bay-to-Bay to be safe, with low speeds where traffic flows well.**

*Don't ...*

- "Reduce the number of lanes for cars."
- "Encourage more vehicle traffic."
- "Make Bay-to-Bay a thoroughfare."
- "Increase the speed limit."
- "Ignore the traffic safety measures."

## Encroaching

**Concern that too many high-rise buildings will negatively impact the district.**

*Don't ...*

- "Allow larger scale development. Keep it quaint. Just because a Ritz is coming doesn't mean it should be Palm Beach or Naples."
- "Keep building high rises without addressing current traffic and pedestrian issues."
- "Have multiple high rises encroaching on district."
- "Make it into another Howard Avenue blocking out sunlight and stealing any ambiance and culture it once had."

## Parking

**Additional off-street parking should be provided, but it should not overwhelm the character of the District.**

*Don't ...*

- "Add street parking on Bay-to-Bay"
- "Forget about adequate parking, but don't destroy the ambiance of the district with visible parking lots."
- "Require large parking lots for new commercial space."
- "Limit public parking."

## Local Flavor

**Residents want a district that is unique and local to Tampa.**

*Don't ...*

- "Allow national retail chains. / Or theme parks"
- "Let it become Howard Ave with late night drinking!"
- "Let all franchises take over. Keep it Tampa centric"
- "Allow late night bars or strip centers"

## Event Question

# What are 3 issues that we must solve?

### Make it Walkable



- “Promote pedestrian safety”
- “Light it up at night”
- “Create safe pedestrian routes to Roosevelt and Plant”
- “Increased foot traffic inspires more cafe seating near street”
- “Consider a pedestrian bridge”

### More Efficient Traffic Patterns



- “Traffic in the area is increasing”
- “Decrease the amount and slow the traffic”
- “Don’t drive traffic into the neighborhoods”
- “Don't impede traffic”
- “Preserve automobile traffic”

### Create a Positive Business Climate



- “More local businesses”
- “Preserve Existing Businesses”
- “Family oriented businesses at night”

Event Question

# What's your big idea(s) for the District?

Architecture

Archway

Banners

Bike Lanes

Bike Rental Station

Boutique

Bus. Improvement Dist.

Central Avenue Feel

Farmer's Market

Focus

Golf Carts

Grocery Story

Local

Mixed-Use

Parking

Pedestrian Bridge

Public Transportation

Trolley System

Road Diet

Traffic

Traffic Circle

Village

Walkability

See Next Page for Description

Idea
Architecture
Archway
Artsy
Banners
Bike Lanes
Bike Rental Stations
Boutique
Business Improvement District
Central Avenue
Farmer's Market
Focus

**Attendee Comments / Description**

Create a unified architectural theme. We already have Spanish tile architecture. Would look pretty to continue it. Needs a cohesive look and presentation - architecture, signage, etc.

Arch way at entrance over the streets with Christmas lights up and down the street from building to building

An artsy, earthy feel is my big idea in terms of theme. Public art of people biking and walking. Love the idea of an art district....inviting our entire community of all ages. An artist collective - like on Central Avenue in St. Petersburg. Finding a common artwork/aesthetic will be a good idea and using what already exists/what people already like may be a good place to start. Love earthy artsy description someone gave. Street murals using colorful pavers

Have those type of hangers on power poles that can have holiday or other banners hung up on them down the street to create a cohesive feel. Holidays, sports, community banners.

Create a true bike lane that would allow safer bike transportation and connect us to other areas

Bring in bike rental stations to the area. This will allow us access to Hyde Park and Downtown and for those folks to access the shops in our area. Right now, if you don't have a car or ride a bus, you cannot get here.

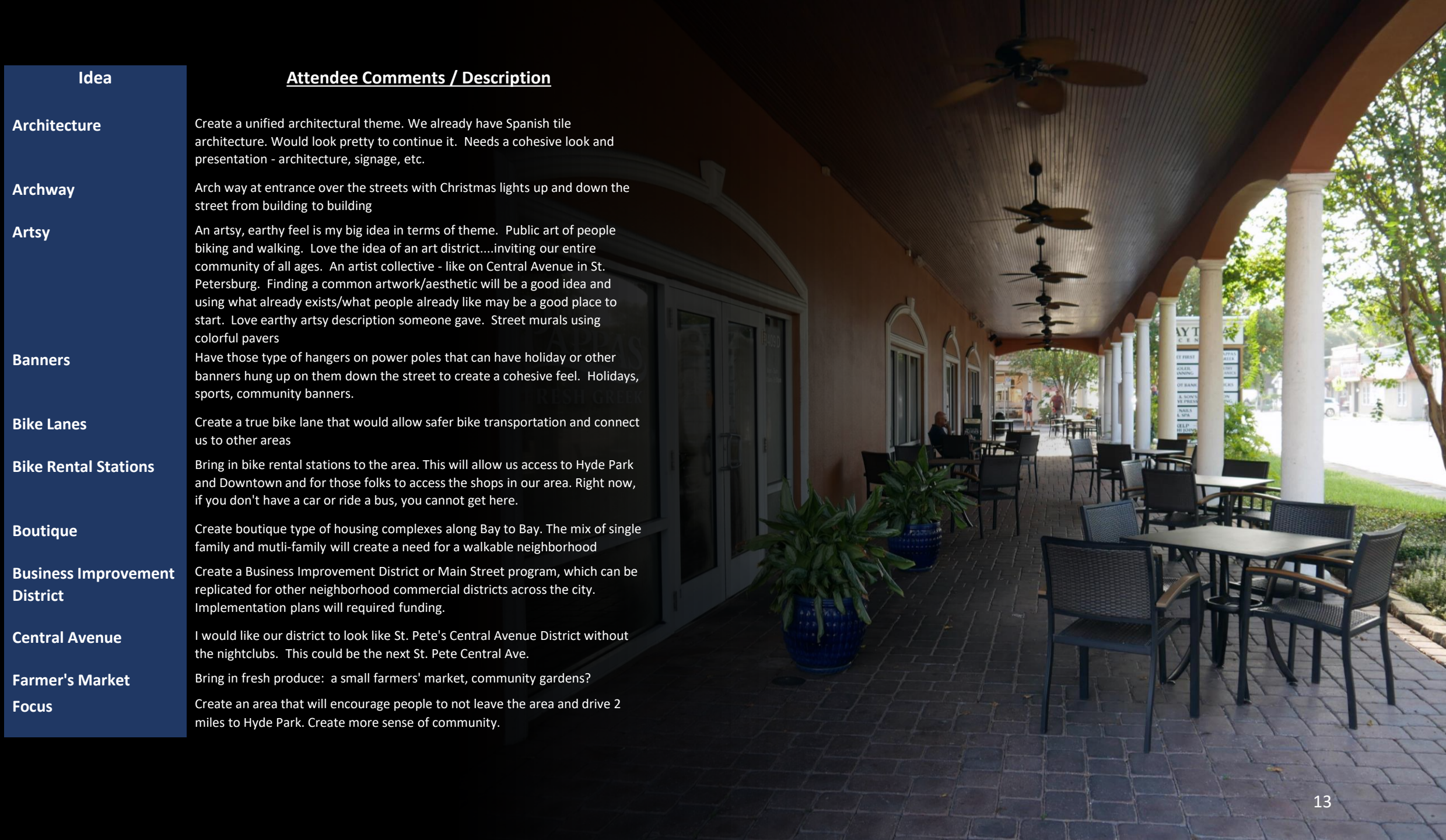
Create boutique type of housing complexes along Bay to Bay. The mix of single family and mutli-family will create a need for a walkable neighborhood

Create a Business Improvement District or Main Street program, which can be replicated for other neighborhood commercial districts across the city. Implementation plans will required funding.

I would like our district to look like St. Pete's Central Avenue District without the nightclubs. This could be the next St. Pete Central Ave.

Bring in fresh produce: a small farmers' market, community gardens?

Create an area that will encourage people to not leave the area and drive 2 miles to Hyde Park. Create more sense of community.



Idea	<u>Attendee Comments / Description</u>
Golf Cart	Golf cart friendly district (similar to davis island). Consider other ways to move people through the district with golf carts, trolleys, or shuttles that move through the surrounding areas to bring people to and from sunset park, Virginia park, Palma Ceia, Parkland on weekends. Coral Gables, Florida has a free golf cart pickup/drop off service. Something like this all along Bay to Bay from west to East could reduce the number of cars on the road while not limiting car traffic.
Grocery Store Lease rates	Add a grocery store such as a Greenwise Publix which is a smaller footprint store It's hard to attract businesses that last with the high lease rates. We've been in the area for along time with a lot of turnover
Local	Bring in LOCAL shops and businesses.
Mixed use	Family friendly with restaurants, cafes, boutiques, bike friendly, pedestrian friendly, slower traffic, updated architecture to be more cohesive, add landscaping. Make this the next success story in creating vibrant, mixed use, neighborhood commercial corridor
Parking	Parking is important in a suburban setting, it isn't a high-density area to support a lot of new business. Add street parking during off peak hours of traffic. Create additional parking under crosstown south of Bay-to-Bay/east of Macdill. District parking plan that allows centralized shared parking for businesses so development can be denser and of higher quality
Pedestrian Bridge	For safely crossing Bay to Bay: overhead crossing potentially adjacent to the Selmon.
Public Transportation	If public transportation were more comprehensive and functional, there would be less reliance on Bay to Bay as a major transit thoroughway
Trolley System	Trolley system connecting Westshore to Bay-to-Bay to Bayshore and downtown would move a lot of south Tampa people around!
Road Diet	If 2 lanes, one each way, would work traffic wise, I think it would be prudent to controlling traffic and allowing for more walkability. reduce to two travel lanes with wide sidewalks and pedestrian scale lighting. will make a more walkable feel
Traffic	Remember that "through traffic" isn't only cars - walkers and bikers would like the east-west connection, too. Doesn't work as such right now.
Traffic Circle	Traffic circle w/ sculpture centerpiece at Bay-to-Bay and Concordia.



# Our Team

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