

*Mayor Jane Castor*

# Transforming Tampa's Tomorrow

## Main Street Neighborhood Commercial District Plan

Virtual Community Meeting  
December 8, 2020

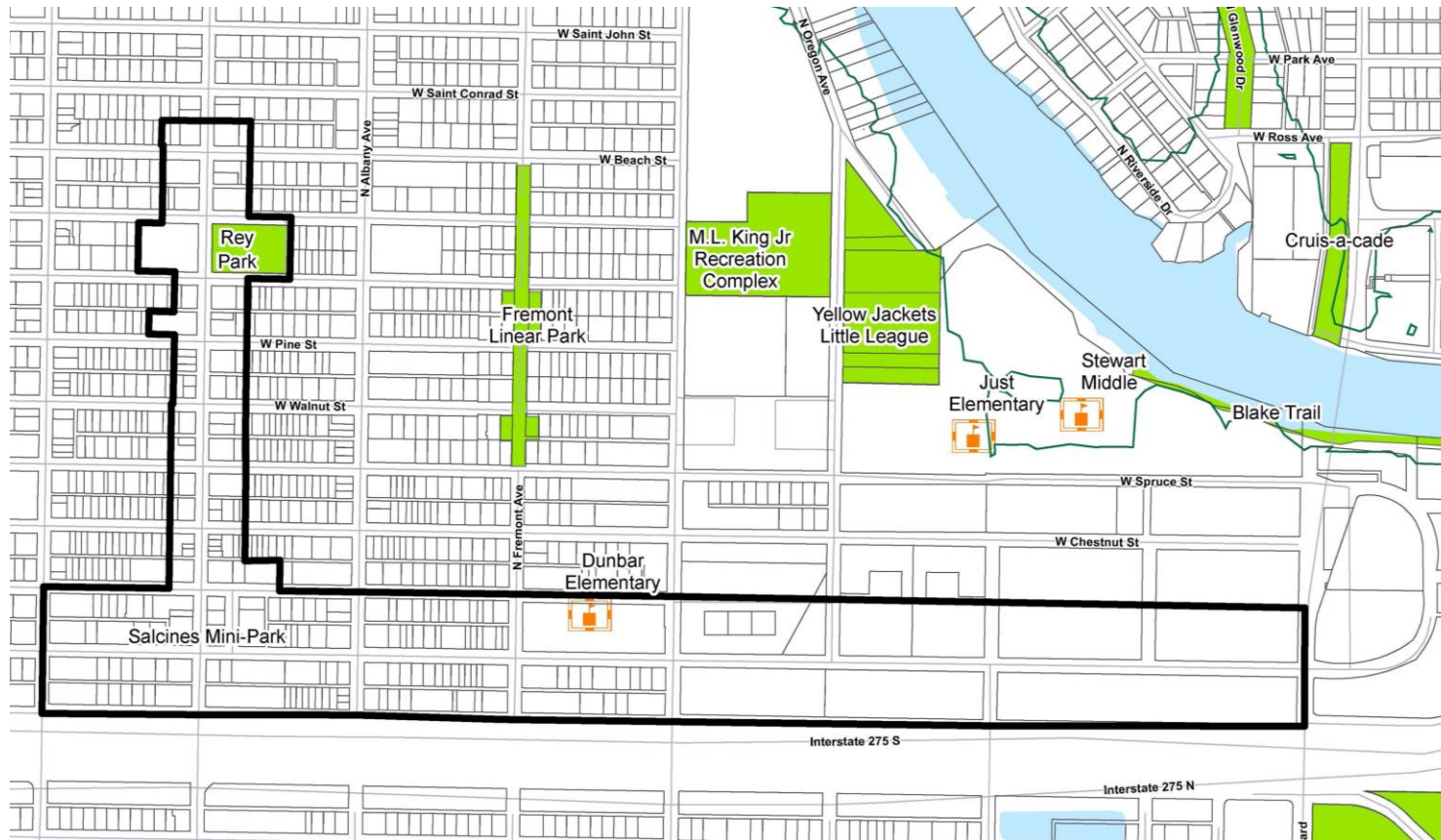


# Tonight's Agenda

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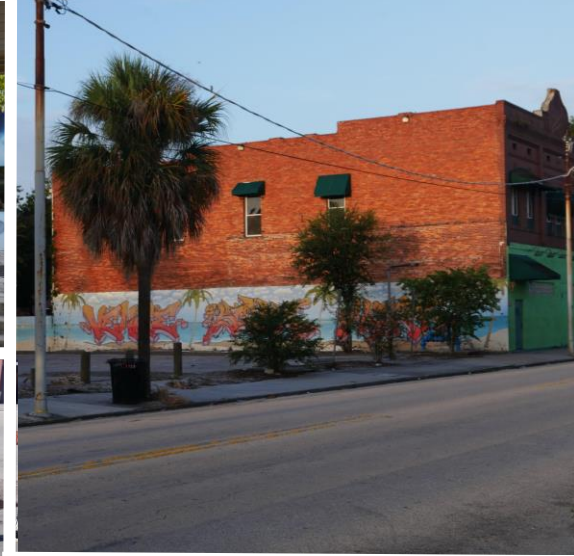
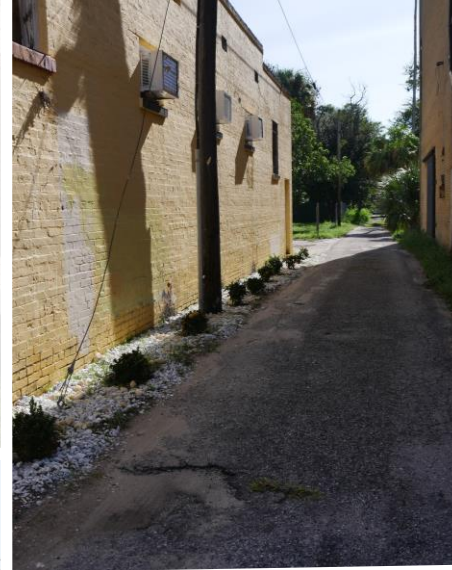
- **October 6 Meeting Recap**
- **Status Report – What We've Been Doing**
- **Ideas From USF**
- **Next Steps**

# The Study Area



## October 6 Community Meeting

- 64 Attendees
- The Agenda
  - Introduced Neighborhood Commercial District Planning Program
  - Presented The Study Area
  - What Makes a Great District
  - The Project's Planning Approach
  - Timeline





# 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?

## Event Questions

# What words describe your vision?

“A lively historic destination preserving the history (all of It) and making it a district where people can work, play and live.”

“Historic feel yet progressive in offerings.”

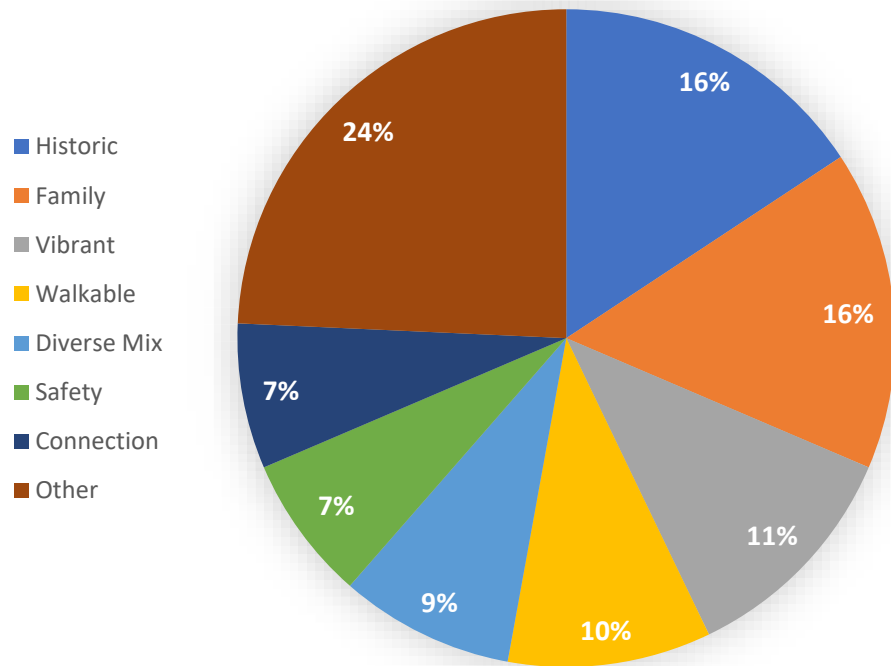
“I see our district is being family friendly and events that promote family unity.”

“Family friendly arts/historic district”

“A connection with downtown, but still family geared”



## Describing A Vision For The District



#	Keyword	#	Keyword
11	Historic	1	Restaurants
11	Family	1	Prosperous
9	Vibrant	1	Potential
8	Walkable	1	Identity
6	Diverse Mix	1	Focus
5	Safe	1	Enjoyable
5	Connection	1	Cultural
3	Small Businesses	1	Authentic
3	Appearance	1	Affordable
2	Inclusive		

Event Question

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

### **Upgrade the Design and Appearance**

Clean up the area – Preserve historic buildings – Address abandoned buildings – Add murals - Better landscaping – Decorative Lighting

### **Make it Safe and Secure**

Create feeling of safety – Eliminate drugs and crime – Address homelessness – Stop loitering – Make it Walkable - Start a Clean Team

### **Improve the Business Climate**

Eliminate barriers – Expedite permitting – Include black businesses – Keep local businesses – Find investors willing to improve buildings – Retain current businesses

### **Improve the Retail Mix**

Encourage family-oriented businesses – Diverse mix of uses – More activity



Event Question

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



## Appearance

**People want action in regard to buildings that are falling into disrepair.**

“Stop turning a blind eye to building owners that do not maintain their properties or allow undesirable businesses to occupy them.”

“Stop allowing builders to construct homes that do not fit with the West Tampa look.”

“Stop planting trees that you do not maintain”

### Other Comments

Preservation of neighborhoods

Homelessness

Parking and permitting times

## Inclusion

**Concern that existing businesses and voices (particularly African-American) will be excluded from the benefits of redevelopment.**

“Don’t push the community out.”

“Do not get rid of the small black owned businesses.”

“Stop pushing black businesses out and provide them with capital.”

“Do not leave out black businesses.”

“Should not ignore neighbors’ input and should not allow historic buildings to be demolished.”

“Stop solely focusing on businesses, more inclusion for residents.”

Event Question


# What are 3 issues that we must solve?

**Make it Safe &  
Secure**



Stop crime  
Eliminate drugs and loitering  
Add lighting and cameras  
Improve security

**Improve the  
Appearance**



Address neglected properties  
Strong code enforcement  
Improve aesthetics  
Clean up the area  
Preserve historic structures

**Create a Positive  
Business Climate**



Add parking  
Encourage business growth  
Add entertainment uses  
Create more businesses



Event Question

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

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- Alleys
- Arts
- Connections
- Diverse Mix
- Equity
- Housing
- Incentives
- Local
- Parking
- Tourism
- Appearance
- Businesses
- Destination
- Entertainment
- Funding
- Identity
- Landscaping
- Outdoor Cafes
- Permitting
- Walkable

Topic	<u>Attendee Comments / Description</u>
Arts	Historic arts district with tourist attraction: tours to detail the rich history of the area. I'd love to see more murals & helping the facades of the older buildings. COLORFUL buildings that look fun & inviting.
Businesses	Include pharmacy, restaurant, barber shop, and office space. Build up black business so they can stay in the neighborhood. Create a Black Wall Street. Community kitchen and incubator for new restaurant concepts - and jobs for local residents. Professional Offices, Saturday market, Grocery Story.
Connections	Create easy transportation links from Westshore to Mid-town thru Main Street to the river. Expand the Riverwalk area on the west side.
Destination	People will walk/bike through from TPA to Westshore or..... and will realize a big WOW...this neighborhood is someplace I want to live. Centrally located, has all the amenities, cafes, services, fun things to do, safe, affordable.... I want to move here! A thriving place for work and play. A destination for Hillsborough County residents. Sharing the history with others. Make it easier for public / privately funded functions at the park. Salcines park could be a perfect opportunity for public gathering space.
Diverse Mix	Revitalization of public areas for appearance, a diverse mix of retail and professional businesses, a West Tampa museum, enhanced signage upon the entering of the West Tampa district.
Entertainment	<p>Opportunities for locally owned businesses to create a fun, safe environment full of entertainment ideas from restaurants to retail to events. Midtown vibe but locally owned entrepreneurs.</p> <p>City should provide some public parking. Good mix of daytime businesses that flow into nighttime entertainment options. Jobs created and commerce will improve. The district will become more pedestrian.</p> <p>Walkable streets with shopping and events at the pocket parks. Family hub area with green space, restaurants, and a historic feel with a cafe Soho twist like Hyde park.</p>
Equity	Financial equality for everybody!!! Please!

Topic	<u>Attendee Comments / Description</u>
Funding	Is there any grant money set aside for this project other than the CRA money? Are there funding mechanisms in place and available for the ongoing projects ? Or will the CRA have to fund? What about selling "memory bricks"
History	Historic arts district with tourist attraction: tours to detail the rich history of the area
Housing	Affordable housing, local food focused, and Rays stadium??
Identity	Place making and identity. We need an arch over Howard and main announcing west Tampa. A play off an older generation main street with small local businesses but with a modern feel. restaurants, services, businesses, retail and smaller entertainment places for variety of interest
Incentives	Need to open the door for investment. Allow the private sector to help drive this by incentivizing them.
Landscaping	As the tax basis grows, will the city commit to maintain some of the landscaping requirements as well as the street cleaning needs.
Local	Big idea - opportunities for locally owned businesses to create a fun, safe environment full of entertainment ideas from restaurants to retail to events. Midtown vibe but locally owned entrepreneurs.
Outdoor Cafes	Openness of businesses that have the opportunity to offer large outdoor dining spaces with easy walk ability for shopping and parking that's not just lots
Parking	City provide some public parking. Good mix of daytime businesses that flow into nighttime entertainment options. jobs created and commerce will improve. the district will become more pedestrian. Provide enough parking areas... a parking garage. Close Main street and have parking behind the businesses.
Permitting	Remove all city of Tampa regulations allow the area to develop and people to invest as they see fit
Tourism	Historic arts district with tourist attraction: tours to detail the area's rich history
Walkable	Walkable streets with shopping and events at the pocket parks. Bikeable too.

Since Our Last Meeting

Focus Group Interviews  
23 people

Neighborhood Organizations 1

Residents 3

Business / Property Owners 8

Organizations 4

Developer 1

West Tampa CAC Member 3

Public Entity 3