

# WELCOME

## **May 4, 2021 Public Meeting**

Palma Ceia Neighborhood Commercial District Plan

**Strategies & Solutions**



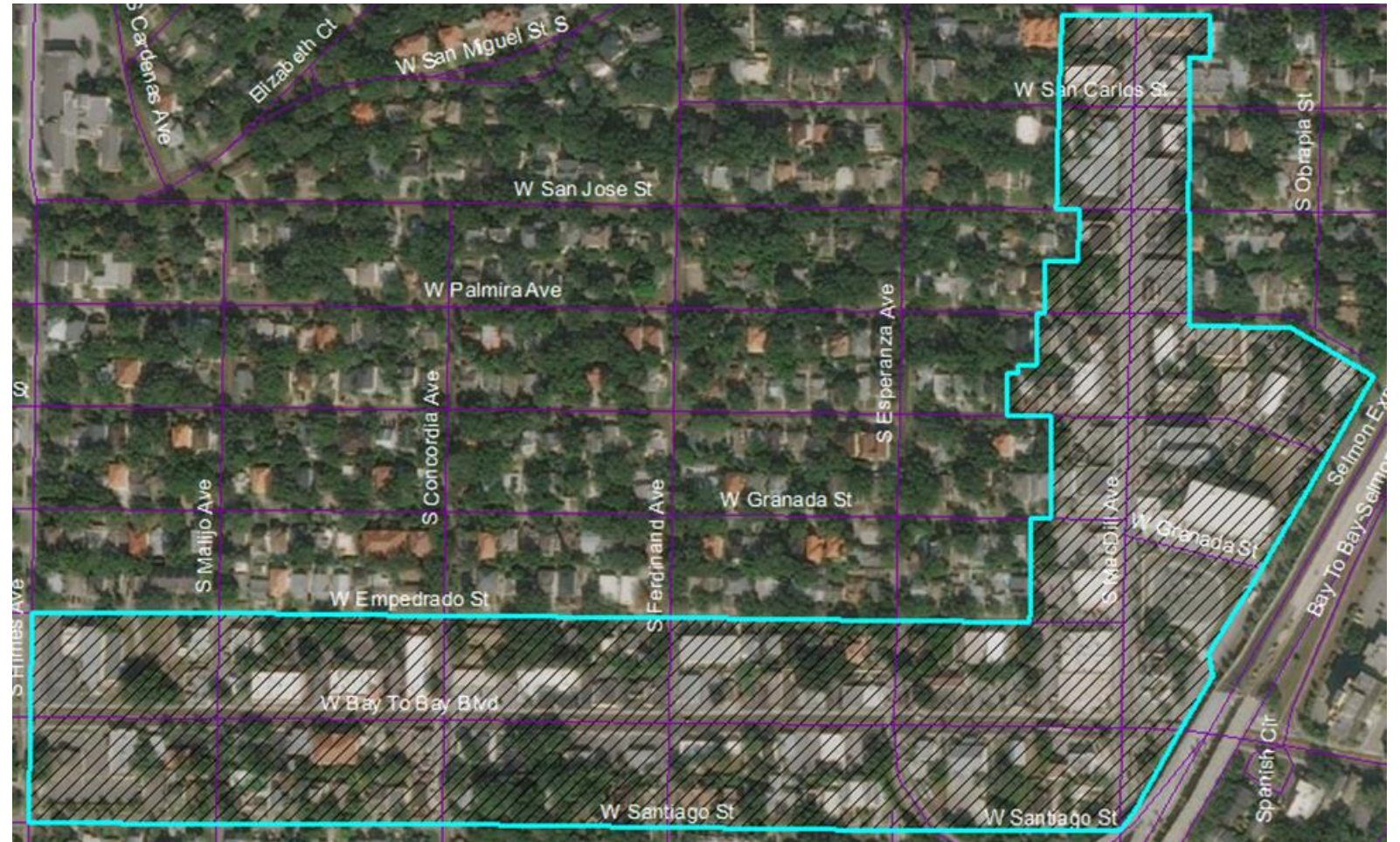
# Palma Ceia Neighborhood Commercial District

- South Tampa Planning District
- Interbay Peninsula
- Partial interchange @ Selmon Expressway





# Palma Ceia Commercial District



# Background & Overview

## Palma Ceia Neighborhood Commercial District Planning Process:

### *Existing Conditions & Trends – What is the data telling us?*

- *Population & employment trends*
- *Economic & Development trends*

### *Community Engagement – What did we hear?*

- *3 virtual public meetings*
- *1 preliminary survey – 187 completed*
- *10 Focus groups – residents & businesses*

### **Key Themes & Issues – What issues will the plan try to address?**

### **Strategies & Solutions – What actions will the plan recommend?**



# Project Web Site – Materials & Survey

Visit the project web site to provide your input:

[www.tampa.gov/city-planning/palma-ceia](http://www.tampa.gov/city-planning/palma-ceia)

- Review & share materials from prior meetings
- Review & share materials from this meeting
- Complete the **Strategies & solutions survey** to provide input on the content of this presentation – survey closes on June 4.



Palma Ceia (MacDill / Bay to Bay)  
Commercial District



The Palma Ceia commercial district connects a variety of people, places and opportunities. The district links local businesses to adjacent and nearby neighborhoods. It contains a variety of office, commercial and religious uses. Its retail offerings include restaurants, coffee houses, bars, specialty shops and clothing stores. The Neighborhood Commercial District Plan will establish a vision for the area and identify specific improvements that will position the Palma Ceia commercial district as a vibrant, mixed used neighborhood commercial center.

# Palma Ceia

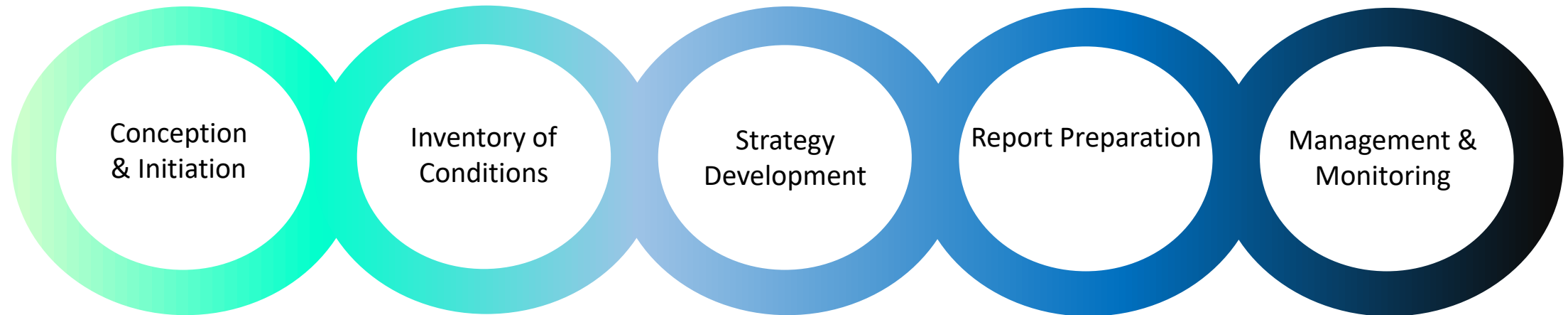
## Neighborhood Commercial District Plan

### Project Schedule

Fall 2020

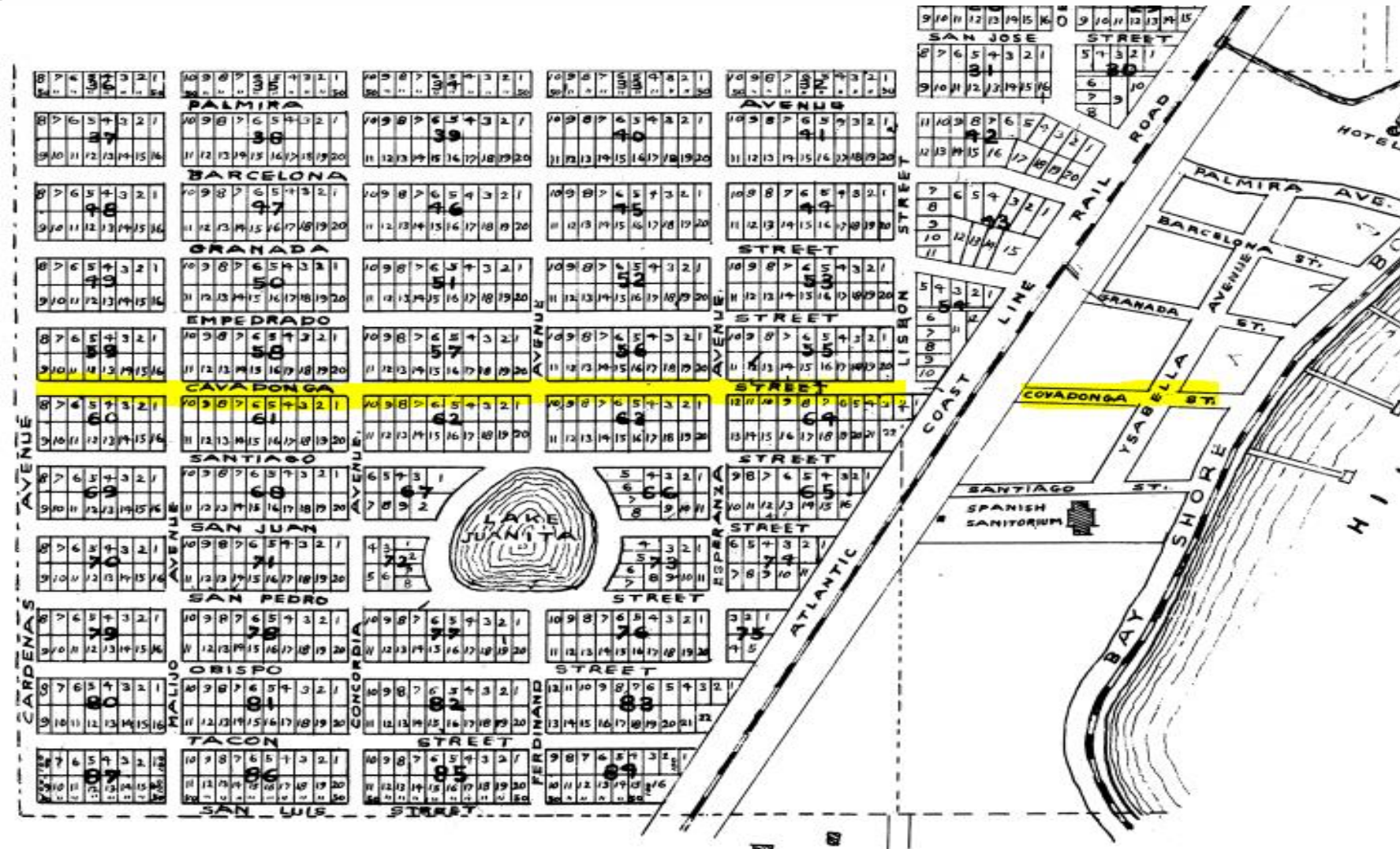
Spring 2021

Fall 2021



We are here

Developed in 1920s by Thomas Palmer  
Streetcar suburb – served by Ballast Point  
car





**Developed in 1920s by Thomas Palmer**  
**Streetcar suburb – served by Ballast Point**  
**car**



**Developed in 1920s by Thomas Palmer**  
**Streetcar suburb – served by Ballast Point**  
**car**







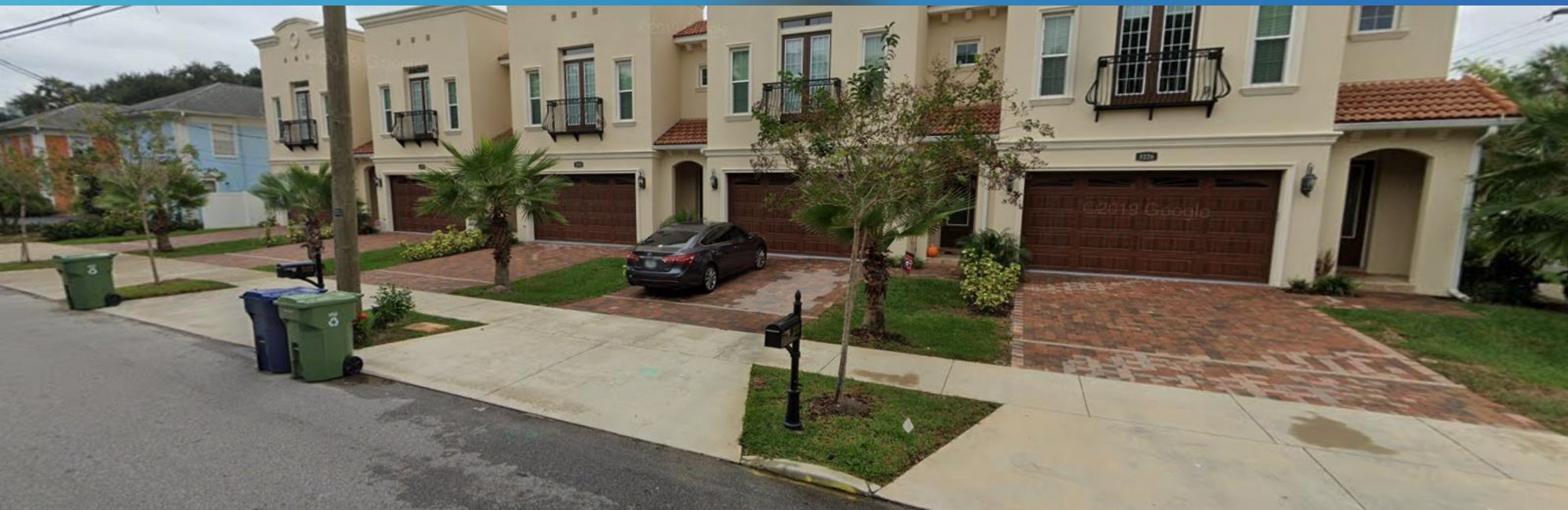
**Palma Ceia Neighborhood**





**Palma Ceia Neighborhood**





**Palma Ceia Neighborhood**



# Bay to Bay Boulevard





**MacDill Avenue**



# Strategies & Solutions





# Vision for the Palma Ceia District

*A safe, walkable, connected, thriving and beautiful main street where residents and visitors gather and interact.*





# Vision for the Palma Ceia District (USF)

The Palma Ceia Commercial Corridor needs to be **multimodal, green, and functional** for today's and tomorrow's lifestyles. It needs a design to **ensure the safe circulation of all users**—prioritizing the safety and expediency of pedestrians and transit users, who are more likely to contribute to and benefit from the experience created by the following these principles. The Complete Street design provides a cohesive foundation upon which the remaining principles can stand; working in tandem to support a balanced and thriving community.

Coordinated Investments: Creative leveraging of resources to ensure each dollar spent provides multiple benefits (ie: CIP mobilization).

## BALANCE THE NEEDS OF ALL USERS



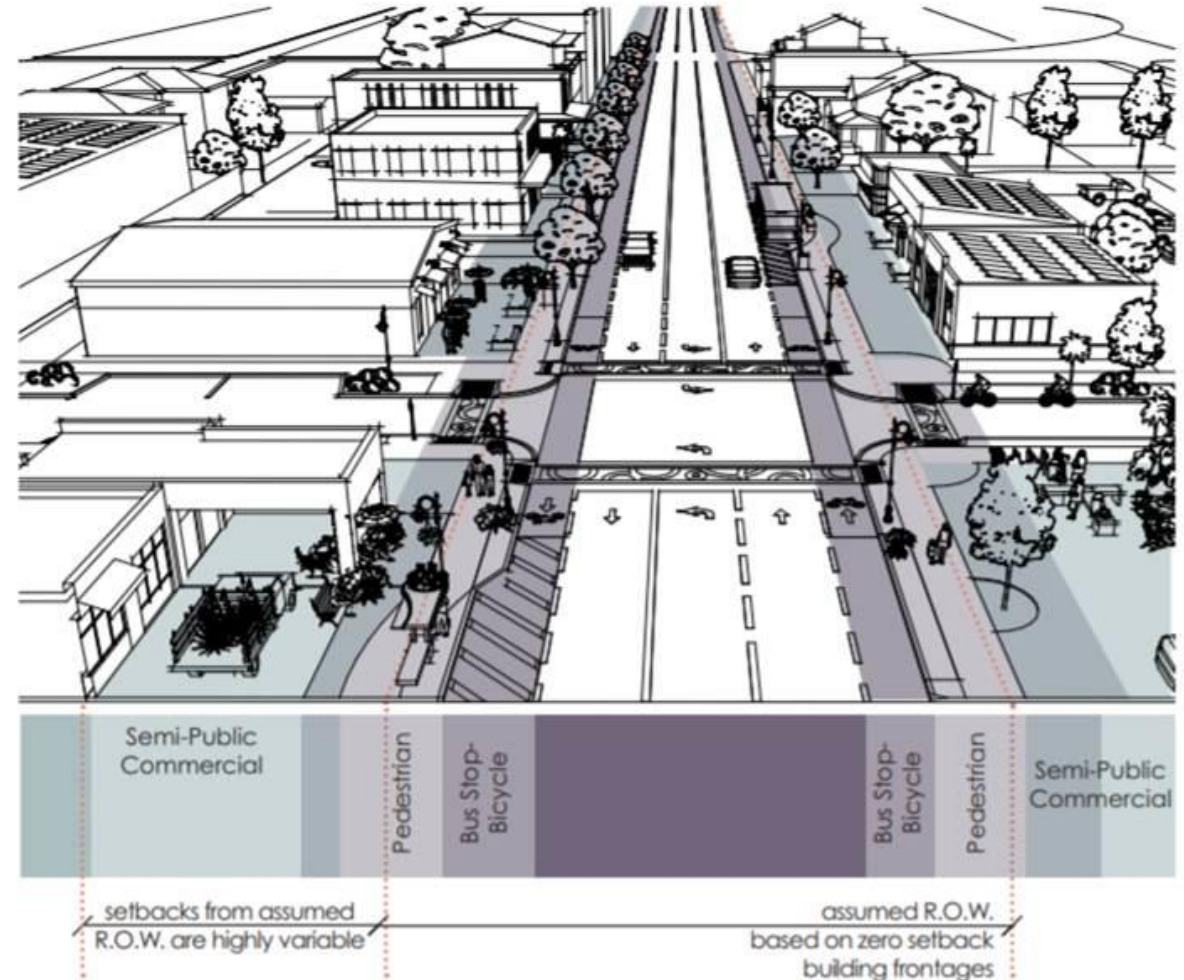
### Assumptions & Challenges:

- Curb to curb = approx. 45'
- Sidewalk < 6' in width
- Utility poles reduce that width to 24" in multiple locations
- Variable facade setbacks make it difficult to find one uniform solution.
- Commuters do not wish to be slowed down.
- Business & property owners are interested in finding creative solutions.

Reduce slow downs by minimizing variability of left/right hand turns through middle turn lane and by reducing curb cuts through shared drive aisles or locating along side streets.

Increase pedestrian and bicycle safety by reducing potential path crossings and by improving the walking surface with longer consistent runs of sidewalk.

Bay to Bay @ Ferdinand (looking east)



# Key Themes & Issues

## 1. Enhance the public realm

- Quality and quantity of public space
- Improved sense of community/destination

## 2. Reimagine the roadway

- Incremental approach – Short term pilot project
- Tactical urbanism
- Plant seeds now for larger scale project

## 3. Resilient & organized infrastructure

- Critical gaps in the walk/bike network
- Connections to Bayshore & Neighborhood
- Sidewalk conditions & roadside clutter

## 4. Public Safety

- Vision Zero / traffic safety
- Pedestrians can't cross the street
- Speeding & Traffic calming
- Bicycles

## 5. Urban Parking Management

- Opportunity to better manage
- Improve efficiency, availability & turnover
- Excess surface parking
- Parking minimums – barrier to redevelopment

## 6. Land use & design

- Mix of uses
- Community design approach
- Standard & predictable development types

# Strategies & Solutions – Summary Table

Strategy Group	No.	Recommendation
1.0 Enhance the Public Realm	1.1	Install District Gateway Features
	1.2	Activate Selmon Underpass
	1.3	Acquire & Repurpose CSX Corridor
2.0 Reimagine the Roadway	2.1	Bay to Bay Pilot Project
	2.2	Tactical Urbanism
	2.3	Complete Street Transformation (Bay to Bay Blvd & MacDill Ave)
3.0 Resilient & Organized Infrastructure	3.1	Reconnect Palma Ceia to Bayshore
	3.2	Connect the Commercial District to the Neighborhood
	3.3	Utility Pole Underground
4.0 Public Safety	4.1	More Pedestrian Crossings & Signals
	4.2	Neighborhood Traffic Calming
	4.3	Bicycle Boulevards & Parallel Bike Routes
5.0 Urban Parking Management	5.1	Residential Parking Permit Program
	5.2	Managed On-Street Parking Program for Commercial Streets
	5.3	On-Street Parking Infrastructure Improvements
	5.4	Reduce On-Site Parking Minimums for Private Development
	5.5	Establish Parking In-Lieu Fee Policy & Fund
	5.6	Promote & Improve Shared-Use Parking Agreements Policy
	5.7	Commercial District Public Parking Assessment
	5.8	Consider Creating a Consolidated Public Parking Facility
6.0 Land Use & Design Standards	6.1	Future Land Use & Zoning
	6.2	Residential Design Standards
	6.3	Commercial District Design Standards

Visit the project web site to provide your input on each recommendation.

[www.tampa.gov/city-planning/palma-ceia](http://www.tampa.gov/city-planning/palma-ceia)

The remainder of this presentation will focus on reviewing each recommendation.

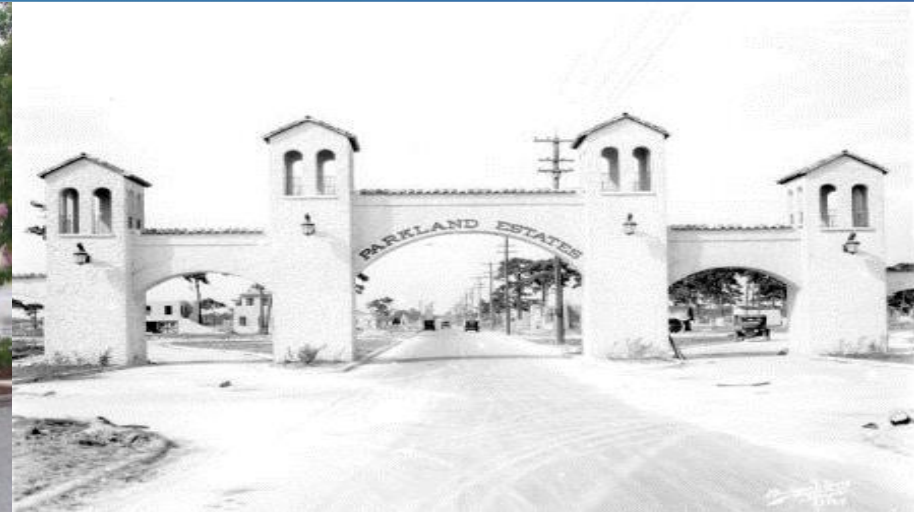


# Theme #1 - Enhance the Public Realm





# Enhance the Public Realm – Gateway Features



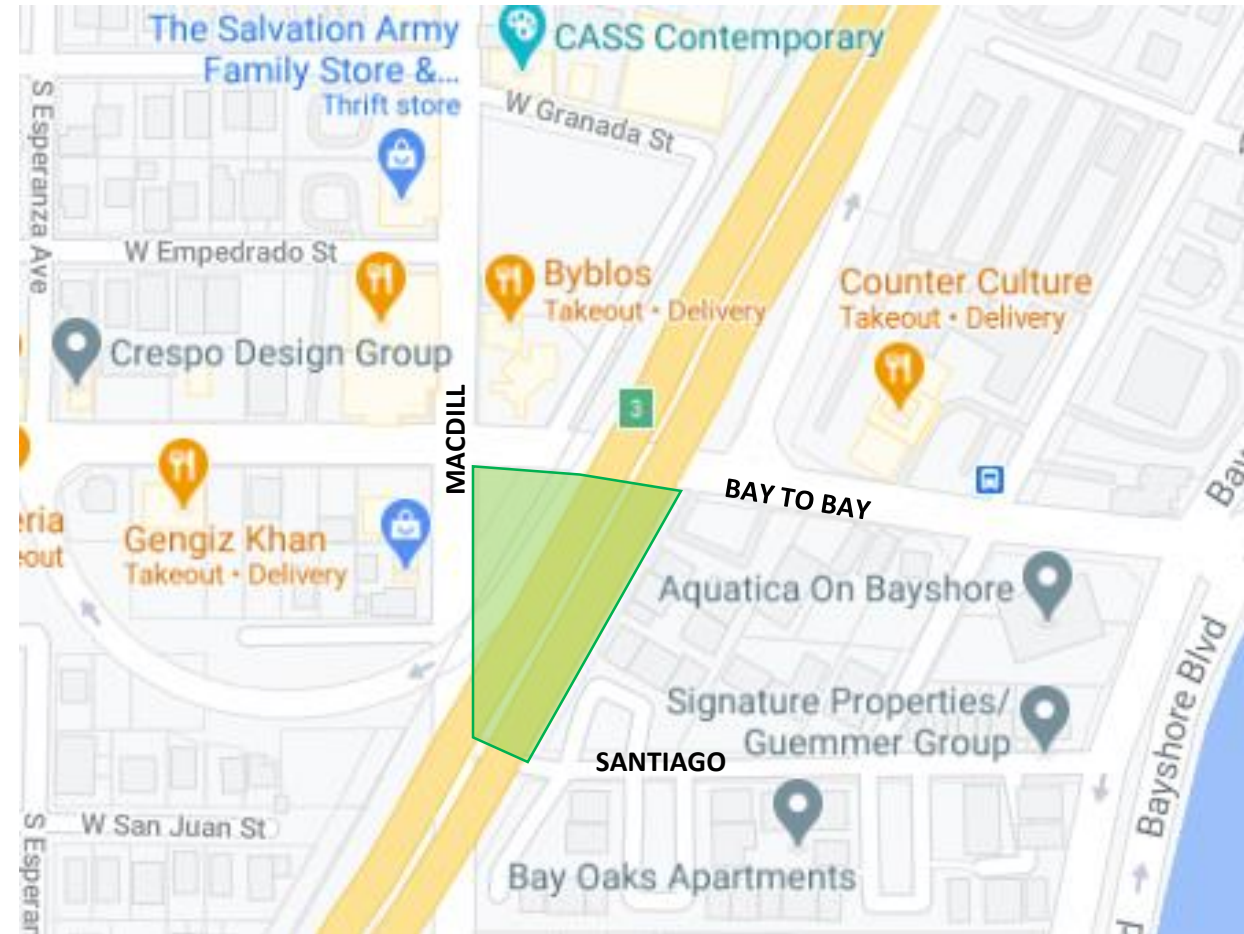


# Enhance the Public Realm – Gateway Locations





# Enhance the Public Realm – Activate Underpass





# Enhance the Public Realm – Activate Underpass





# Enhance the Public Realm – Activate Underpass



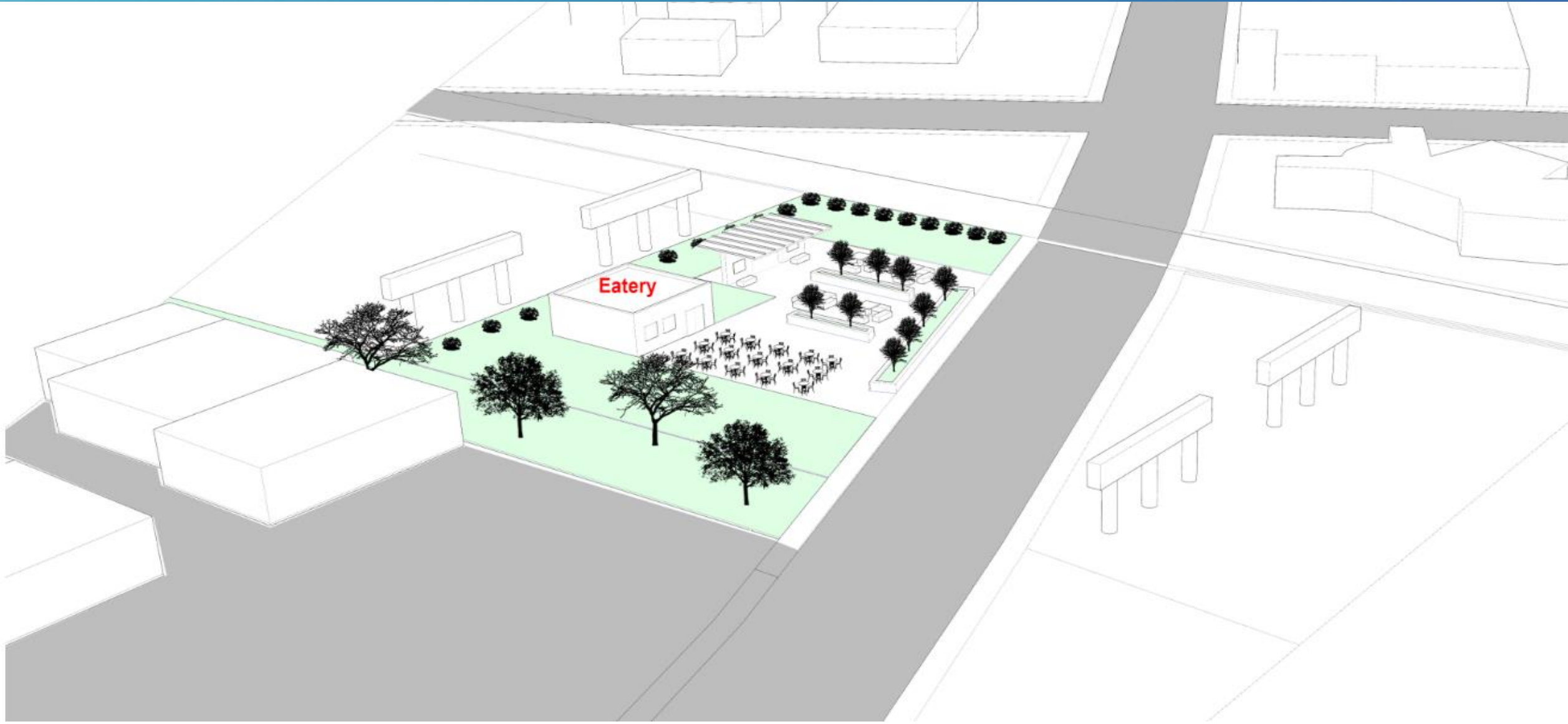


# Enhance the Public Realm – Activate Underpass



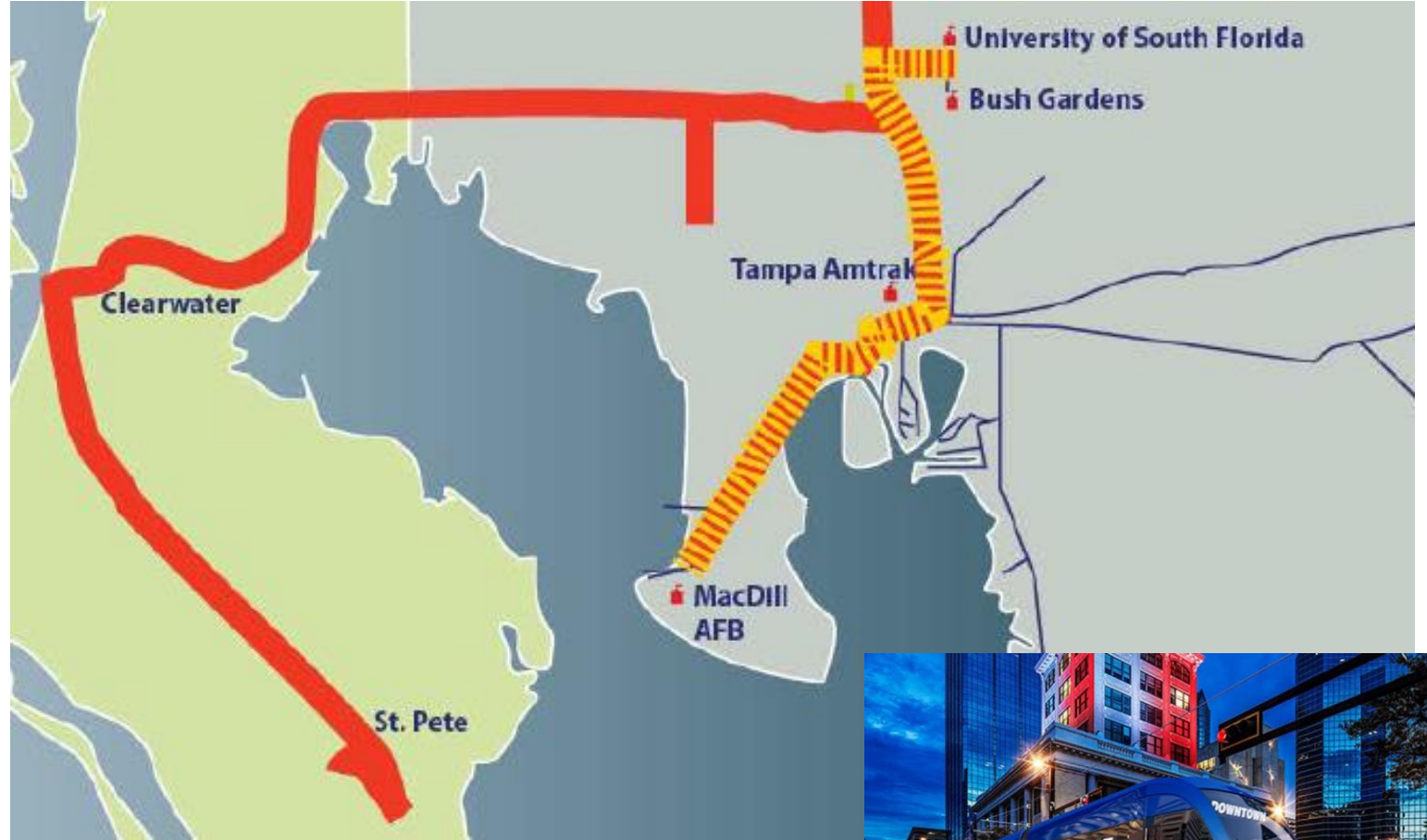


# Enhance the Public Realm – Activate Underpass





# Enhance the Public Realm – Preserve the CSX Corridor for Other Uses



*Potential Passenger Rail Corridor*





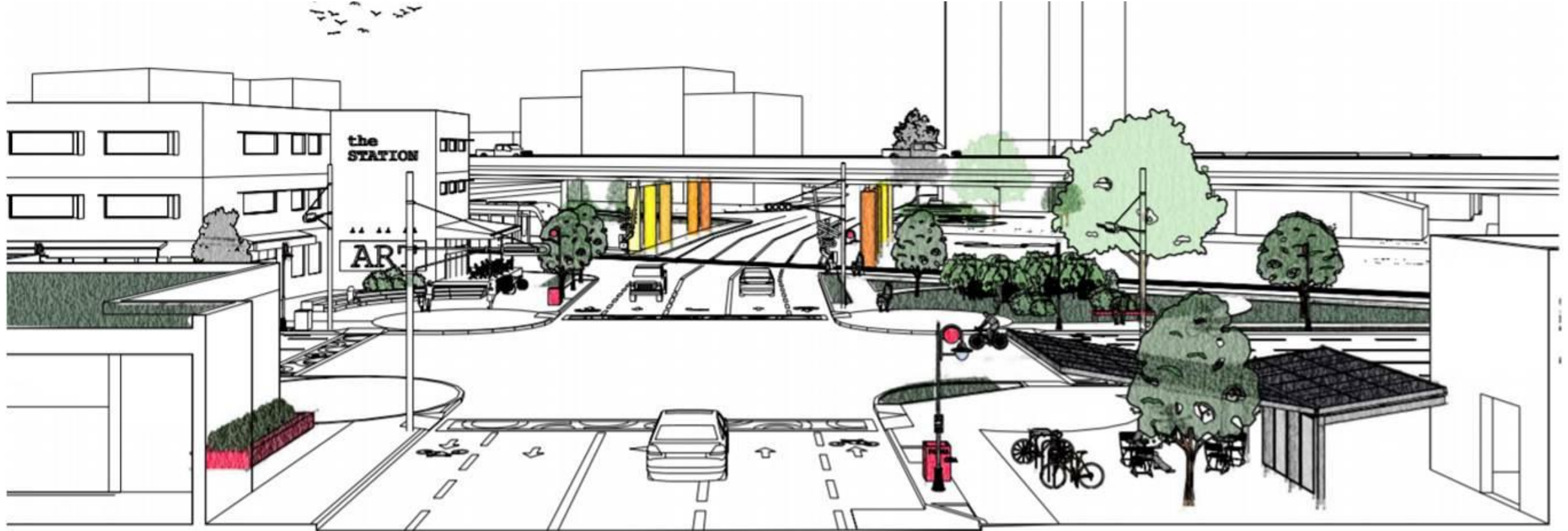
# Enhance the Public Realm – Preserve the CSX Corridor for Other Uses



*Over 20,000 trips per day on the Pinellas Trail through downtown Dunedin*



# Theme #2: Reimagine the Roadway





# Reimagine the Roadway – Pilot Project



## Curry Ford Pilot Project – Orlando, FL

### Safe Streets Academy Demonstration Project

February 20, 2018

The City of Orlando is committed to improving transportation safety and increasing mobility choices and comfort for all those who live, work, and play in Orlando. As part of the City's participation in the 2017 Safe Streets Academy, and the growing interest to strengthen policies and the application of Complete Streets, the City is partnering with Orange County to implement a tactical urbanism demonstration project to showcase possible improvements that increase multimodal safety and connectivity. A growing number of communities are discovering the value of their streets as important public spaces for many aspects of daily life. People want streets that are safe to walk and bike along, offer places to meet people, link neighborhoods, and have a vibrant mix of uses to promote commerce and accessibility.



#### Existing Conditions

Curry Ford Road is an east-west corridor that extends from Fennell Avenue in the vicinity of Downtown Orlando to S. Alafaya Trail in East Orlando. The segment of Curry Ford Road identified for the implementation of the demonstration project is between S. Bumby Avenue to the west and S. Crystal Lake Drive to the east. This corridor segment is under Orange County jurisdiction. City of Orlando staff is facilitating the necessary intergovernmental coordination for the successful implementation of the project.



#### Proposed Concept



- The proposed treatments include:
- Mid-block crossing (with median refuge for pedestrians)
  - Separated bike lanes (buffered/protected)

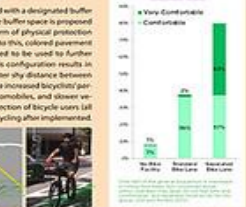


#### Project Context



- Objectives for this project include:
- Showcasing a street redesign that creates a safer and more comfortable environment for all street users and is also business friendly.
  - Creating an opportunity to engage the community as part of a learning/help process with hopes that this serves as a model that can be replicated in other areas.
  - Building a stronger relationship with Orange County and other partner agencies in order to achieve common goals.

#### Separated Bike Lane



#### Mid-Block Crossing





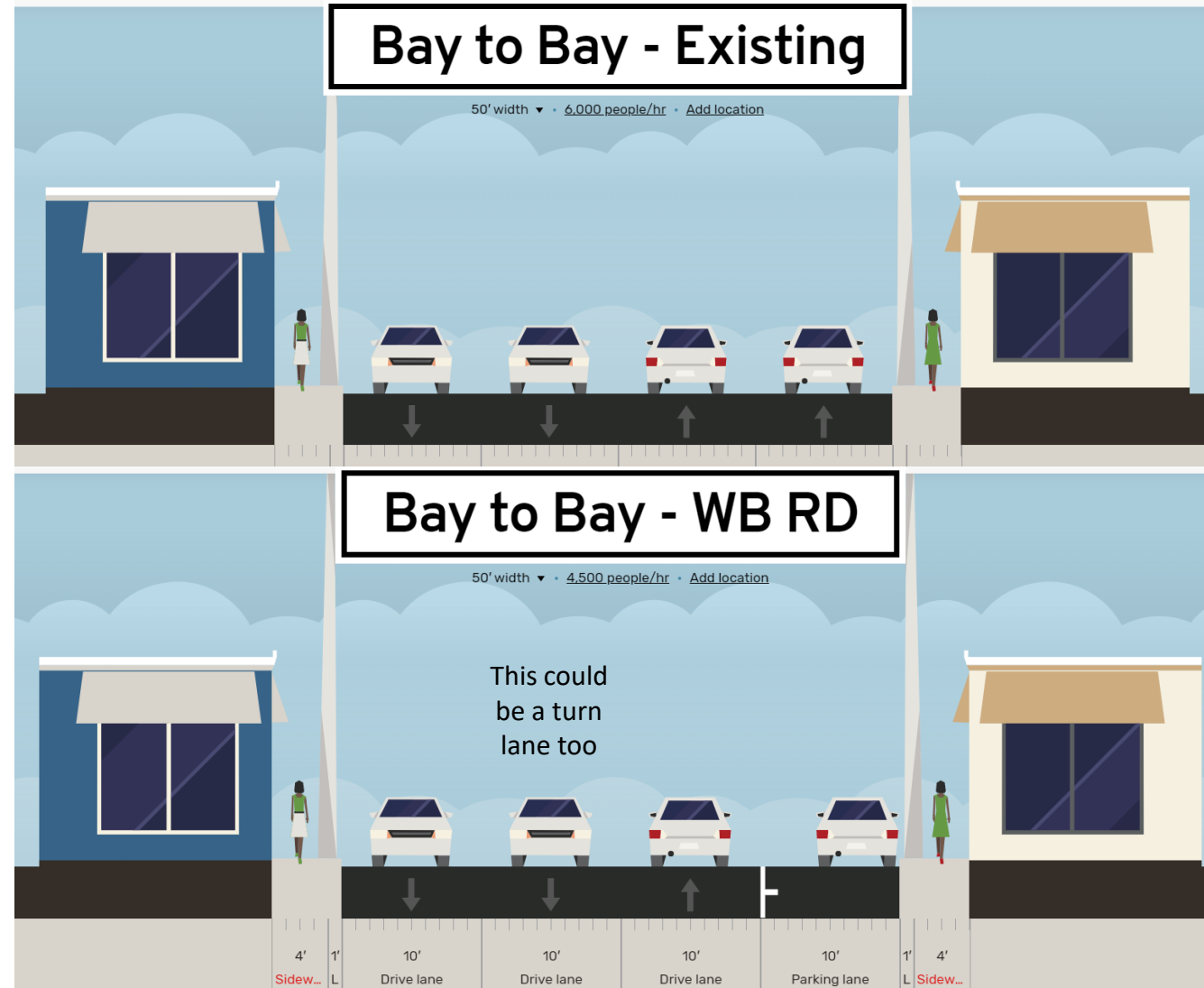
# Reimagine the Roadway – Pilot Project

- Complete Street Pilot Project
  - Use temporary and low cost materials
  - Temporary / short duration – test
    - Scenario 1
    - Scenario 2
    - Scenario 3
  - Painted curb extensions, add new crosswalks
  - Convert outside lane to on-street parking north of Barcelona



# Reimagine the Roadway – Long Term

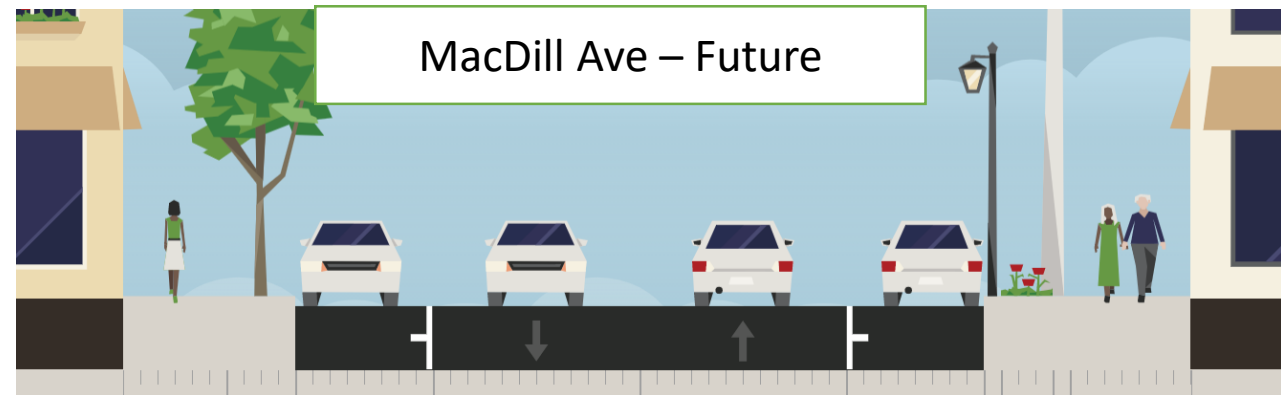
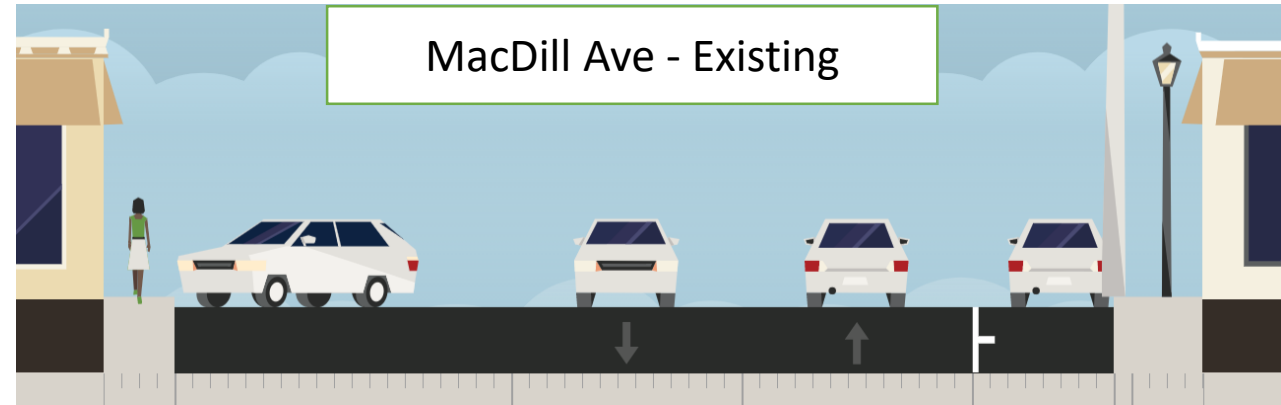
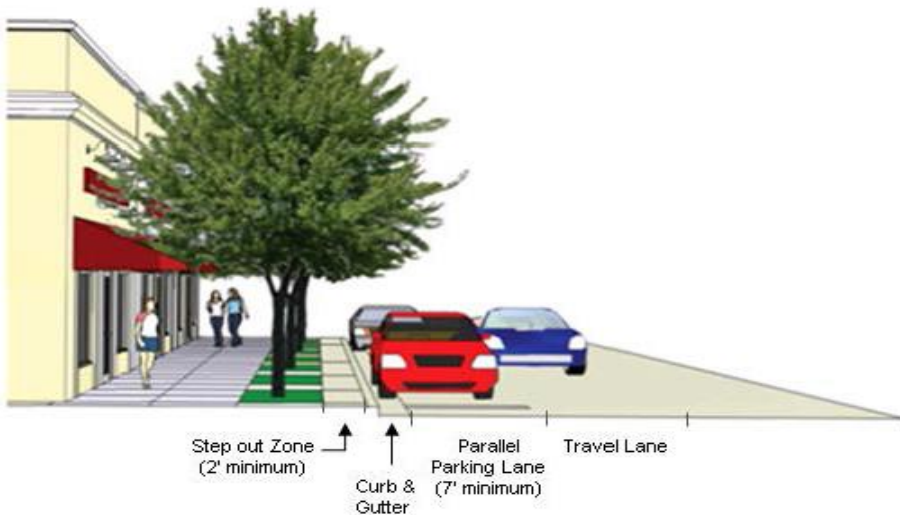
- Bay to Bay
  - Convert the best performing pilot scenario into a permanent configuration
  - Convert angle parking to parallel
  - Narrow lane widths
  - widen & enhance sidewalks
  - Convert curb extensions to concrete
  - Landscape areas
  - Underground utilities





# Reimagine the Roadway – Long Term

- MacDill Avenue
  - Convert angle parking to parallel
  - Narrow lane widths
  - widen & enhance sidewalks
  - Convert curb extensions to concrete
  - Landscape areas
  - Underground utilities



# Reimagine the Roadway – Long Term





# Resilient & Organized Infrastructure - Connectivity

## Enhance connectivity to Bayshore

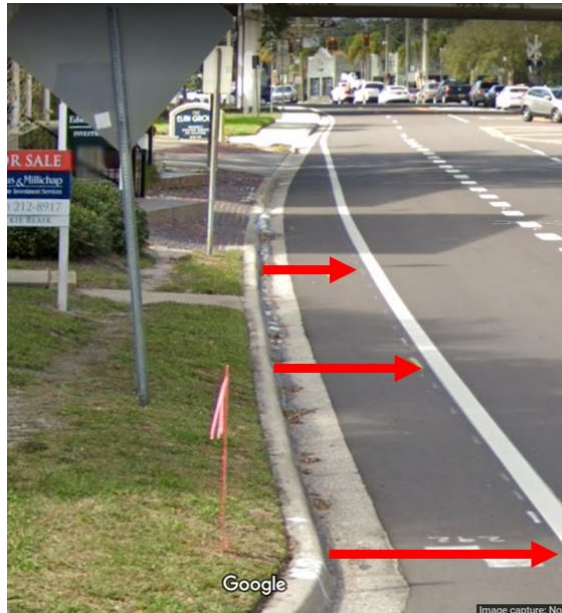
- Mitigate barriers & fill critical gaps
  - South side of Bay to Bay
  - Elevate Santiago as alternate connection

### SANTIAGO CONNECTION

#### CURRENT STATE



#### FUTURE STATE



# Theme #3 – Resilient & Organized Infrastructure

## Enhance connectivity to neighborhood

- Mitigate barriers & fill critical gaps
  - Side-street connections between the commercial district & the neighborhood should be improved.
  - Designated pathways & wayfinding





# Theme #3 – Resilient & Organized Infrastructure

## Relocate or Underground Utility Poles

Consider phased approach, costs & funding sources



# Theme #3 – Resilient & Organized Infrastructure

## Relocate or Underground Utility Poles

Consider phased approach & funding sources

Planning-Level Cost Estimates based on recent similar projects

Street segment	Distance	Est. Cost
Mac Dill Ave - Santiago St to San Miguel St	3,600 feet (8 blocks)	\$1.6M - \$3.2M
Bay to Bay Blvd - Himes Ave to Bayshore Blvd	2,170 feet (8 blocks)	\$1.6M - \$3.2M
Total (both corridors)	5,770 feet (16 blocks)	\$3.2M – \$6.4M





# Theme #4 - Public Safety





# Public Safety – Speed Management

***Over 50% of the vehicles traveling on Bay to Bay Blvd each day are exceeding the posted speed limit.***



Source: Vision Zero Two-Year Action Strategy

Cross-Street	Vehicle direction of travel	Posted Speed	Average Daily Vehicle Speed Range (MPH)	
			Median	85 <sup>th</sup> Percentile
Concordia	Eastbound	30	32 – 37	38 - 46
Sterling	Eastbound	30	31 – 35	36 – 39
Esperanza	Westbound	30	27 – 37	34 – 42
Sterling	Westbound	30	32 – 38	38 – 41

**VISION**  
**ZERO**  
**T A M P A**

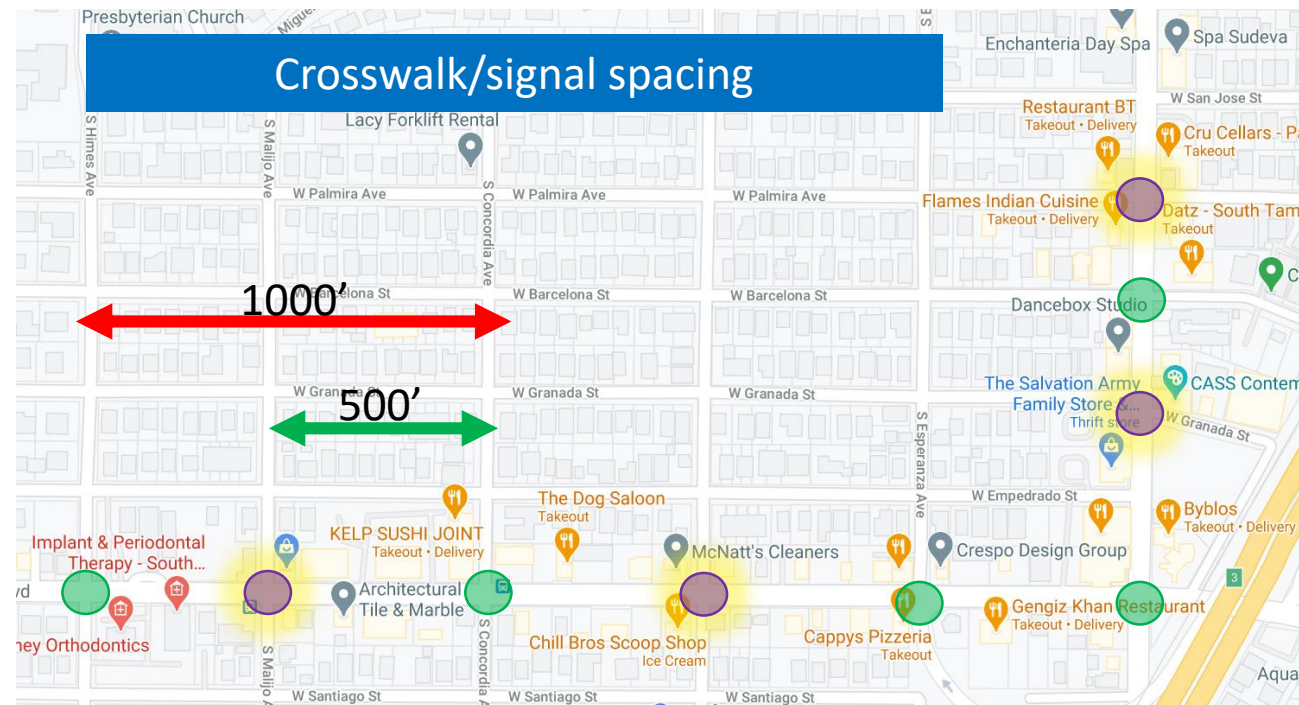


# Public Safety – More Pedestrian Crossings & Signals

## Palma Ceia Ideas

### Pedestrian Safety Improvements:

- New traffic signals with pedestrian crossings at Malijo & Ferdinand (MUTCD Warrant 6 or 8)
- New signals or pedestrian crossings on MacDill (@Granada, @ Empedrado, @ Palmira/San Jose and potentially Santiago (MUTCD Warrant 6 or 8)
- Increases opportunities for safe crossings
- Opportunity to better regulate speed & traffic flow by time of day through signal system coordination





# Public Safety – Neighborhood Traffic Calming



Intersection Murals



On-Street Parking





# Public Safety – Bicycle Boulevards





# Theme #5: Urban Parking Management

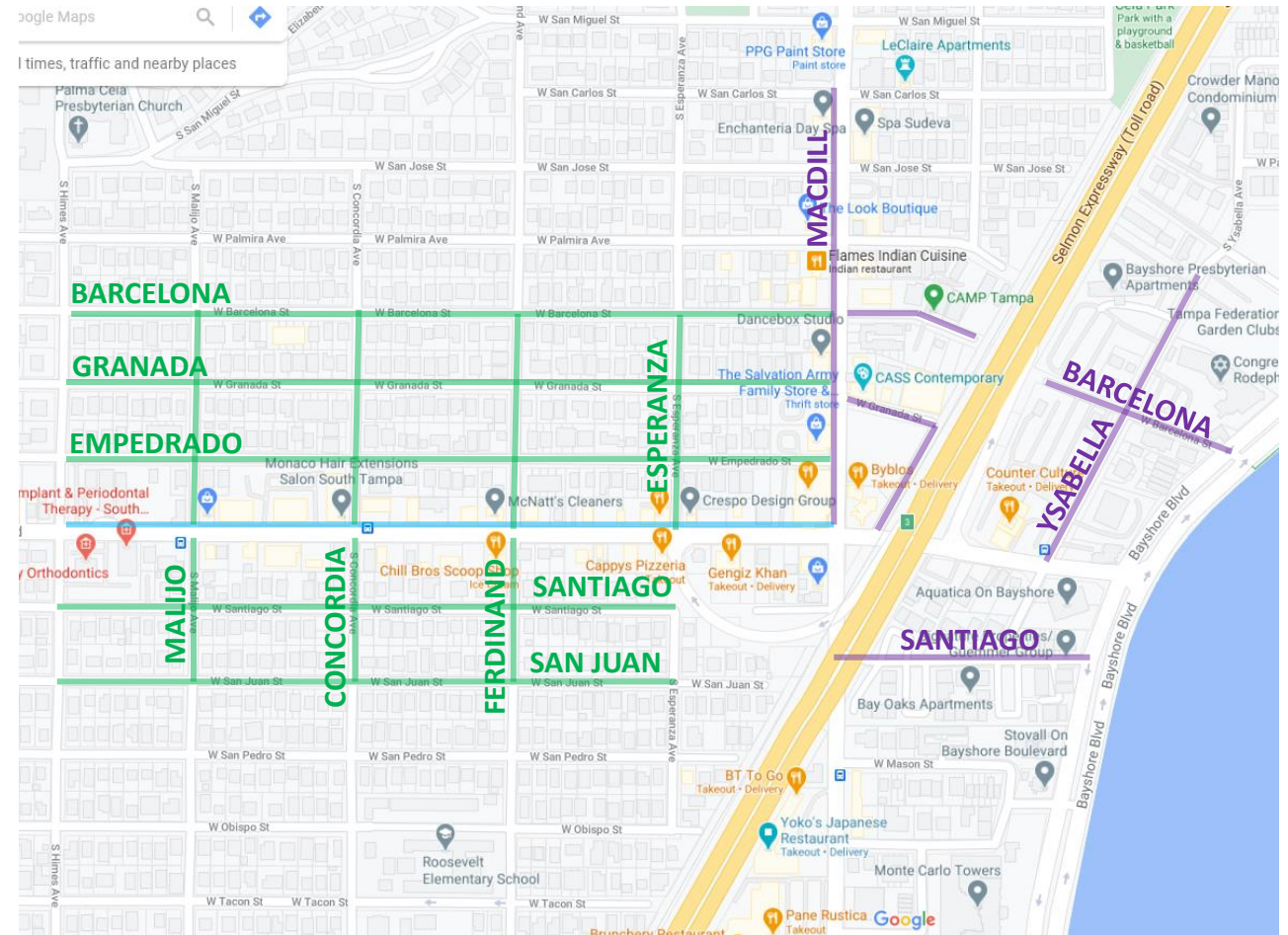




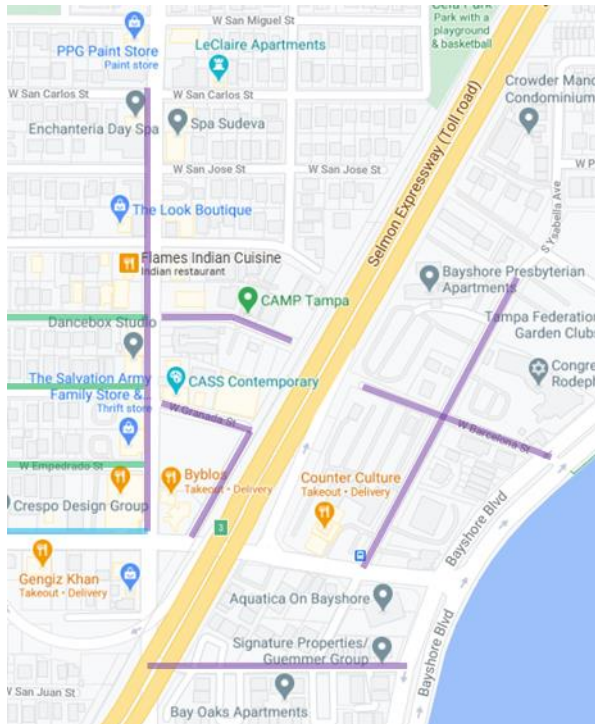
# Urban Parking Management Program

## Palma Ceia Neighborhood Commercial District – On-Street Parking Strategy

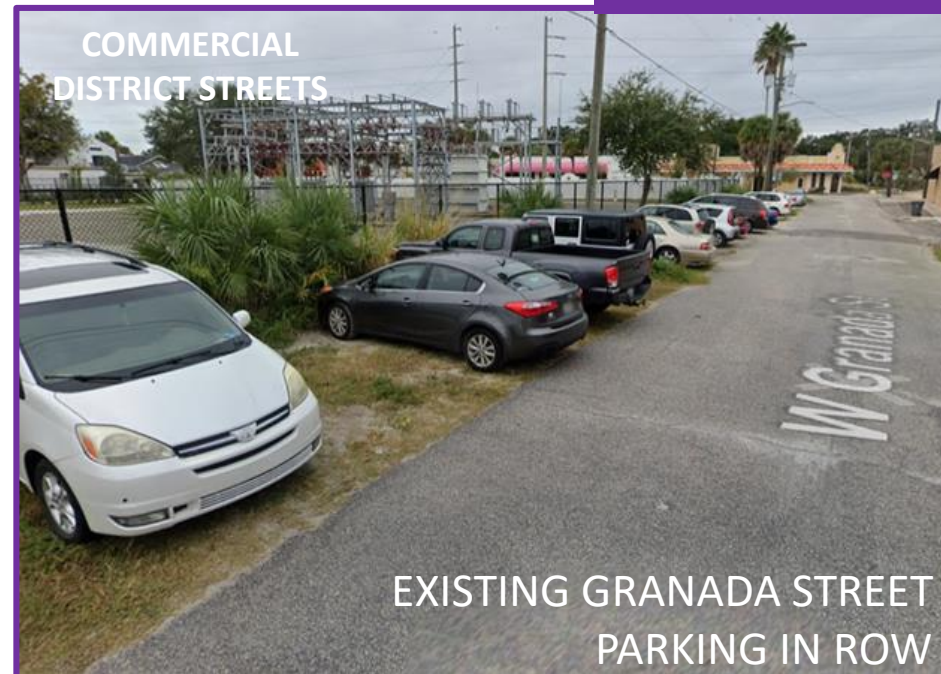
- **Commercial District On-Street Parking**
  - Metered and/or hourly parking
  - Expand on-street spaces north on MacDill
  - Capital work needed at some locations
- **Residential Parking permit program**
  - Limited duration except for permitholders
  - Limited to residential streets 2-blocks around Bay to Bay & MacDill area
- **Off-peak parking**
  - (in conjunction with pilot)



- Expand on-street parking to serve commercial district
  - Ysabella Ave, MacDill north of Barcelona, side streets on east side of MacDill, Santiago east of Selmon
- **Roadside infrastructure improvements** needed to facilitate safe on-street parking – add raised curb and designated spaces in non-res areas.



#### CURRENT STATE



#### FUTURE STATE





# Urban Parking Management



South Howard Example:  
On-Street Parking Infrastructure  
Improvements



# Urban Parking Management – On-Site Parking

## Reduce on-site parking minimums

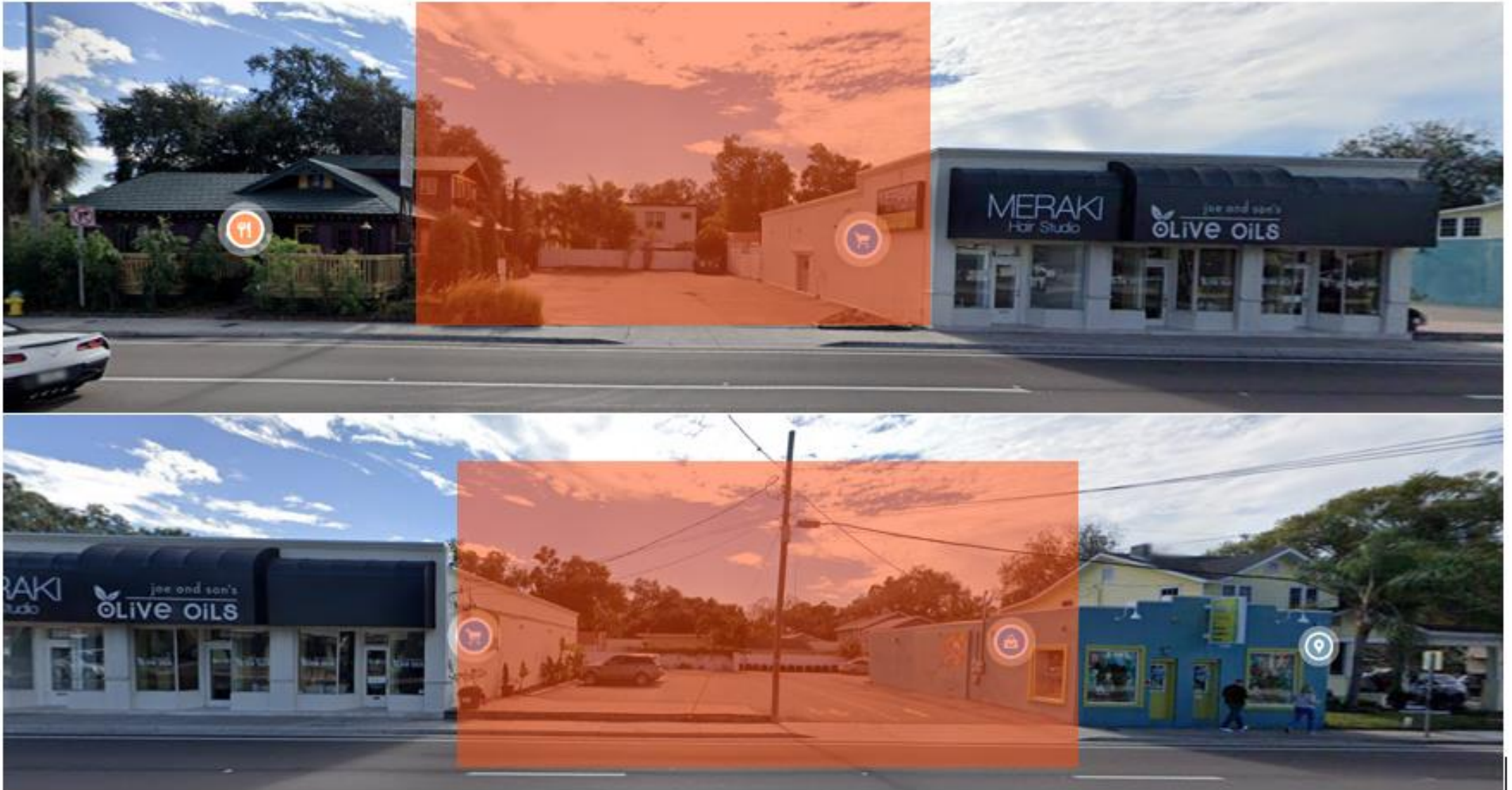
- The City code requires new development to provide a minimum amount of on-site parking, or request a waiver to provide less.
- Parking can be a barrier to redevelopment and is one of the most common waivers issued by the City.
- Most of the existing commercial uses on Bay to Bay & MacDill provide less parking than code.
- Citywide, about 50% of the parking waivers issued were for mixed-use projects and medical/office.
- Waiver amounts vary from a 3% reduction to a 78% reduction.



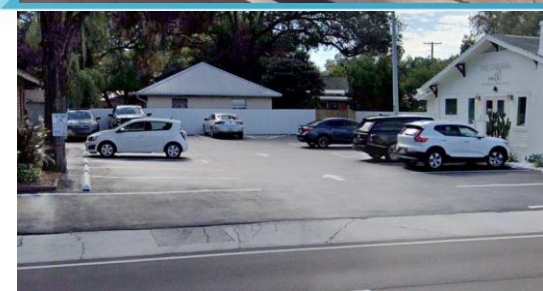
**Reducing the parking requirements in the code creates consistency & will allow the market to drive how much parking is provided.**



# Urban Parking Management – On-Site Parking







An abundance of surface parking exists within the commercial district.

A majority of each block in the district has surface parking fronting the corridor.





# Urban Parking Management - Strategies

- Allow developers to pay into a parking fund to be used for improving public parking availability & management
- Promote & incentivize shared-use parking agreements
- Commercial district public parking assessment
- Consider creating a central public parking facility for Palma Ceia
- Allow on-street parking on Bay to Bay during off-peak hours





# Theme #6: Land Use & Design





# Theme #6: Land Use & Design

## **Design Recommendations:**

- New buildings should face the street – use new setbacks to create space for sidewalks
- On-Site parking should be located in the back or on the sides of buildings (not in front)
- Gentle density: 2-3 levels with mix of uses (residential above neighborhood office/retail)
- Missing middle: Single family attached/townhome facing back streets



# Theme #6: Land Use & Design

## Future Land Use & Zoning

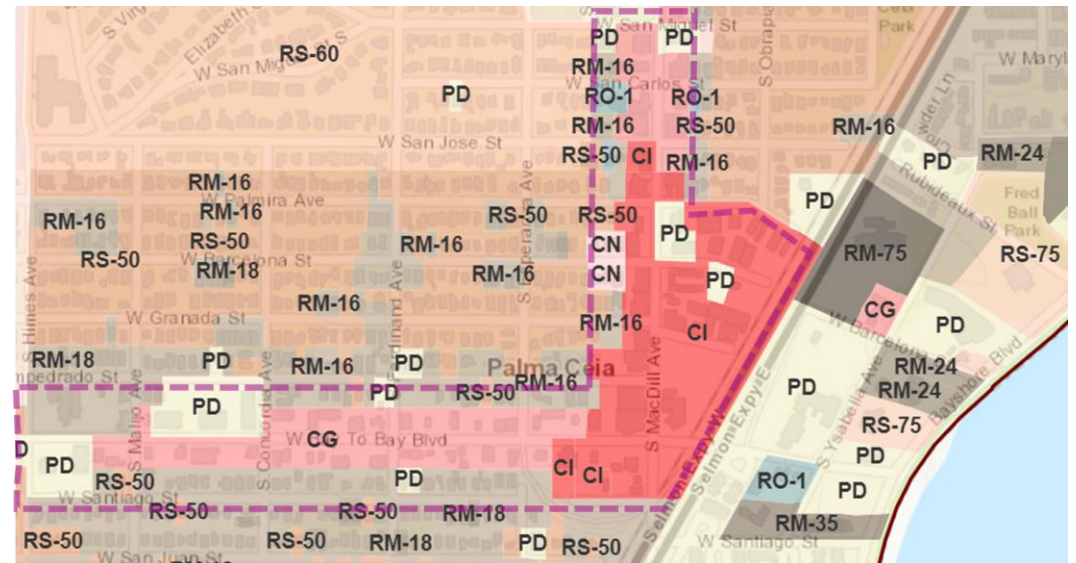
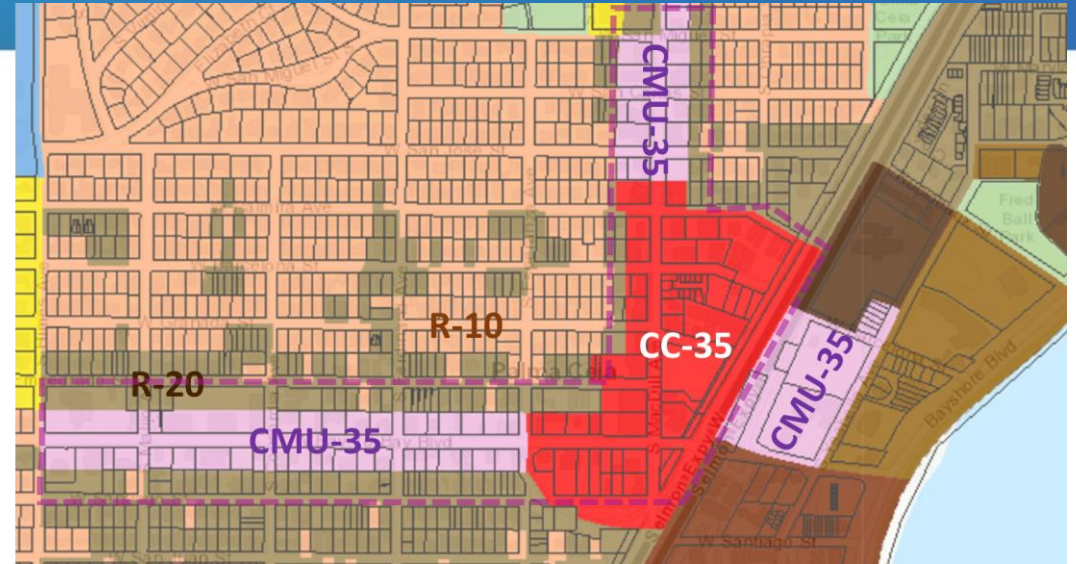
## Prominent Future Land Uses:

- Community Mixed Use 35 (CMU-35)
- Community Commercial 35 (CC-35)

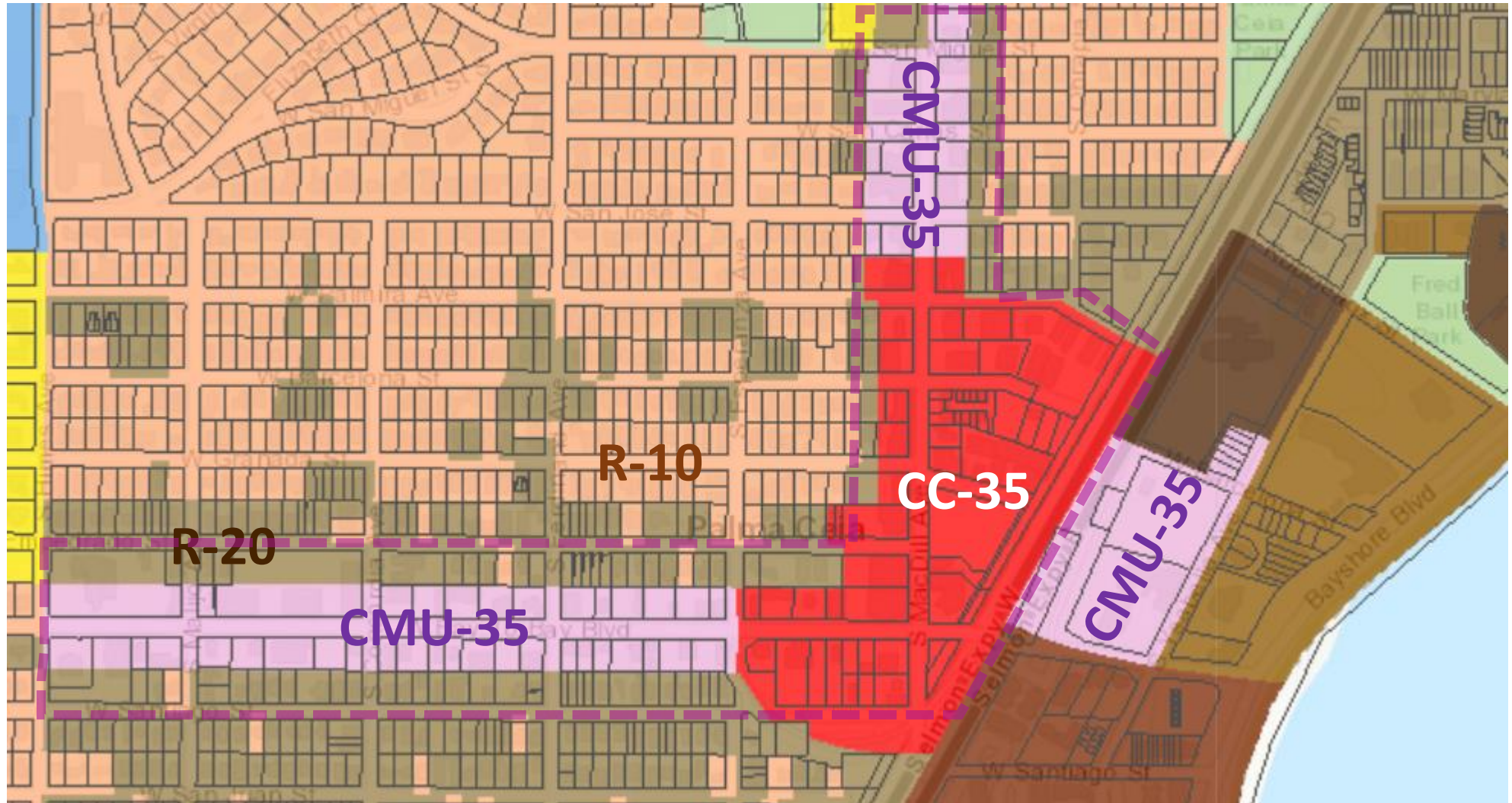
## Prominent Zoning Districts:

- Commercial General (CG)
- Commercial Intensive (CI)

These zoning districts are the most common type on commercial corridors throughout the City.



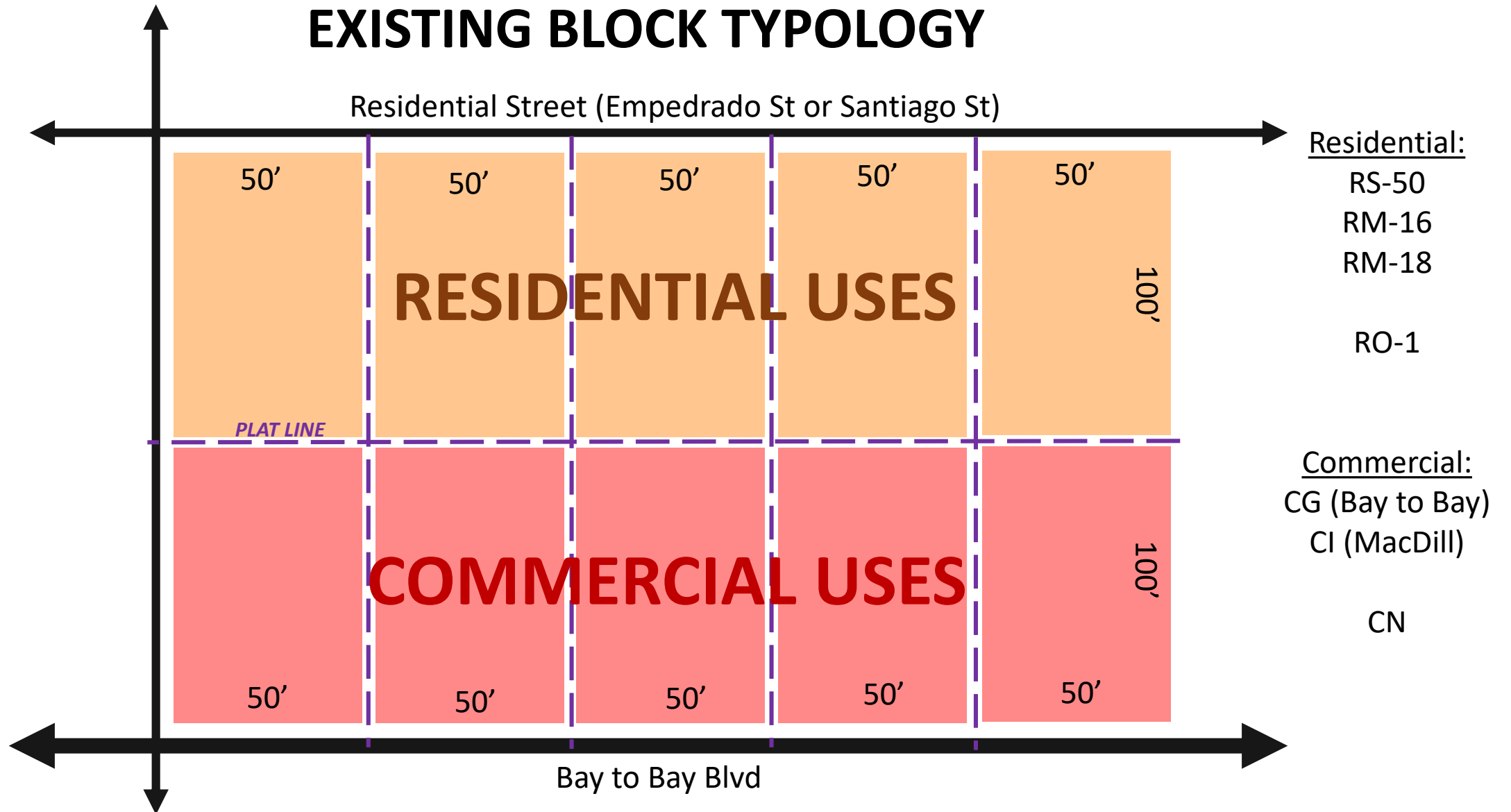
# FUTURE LAND USE





[illegible]

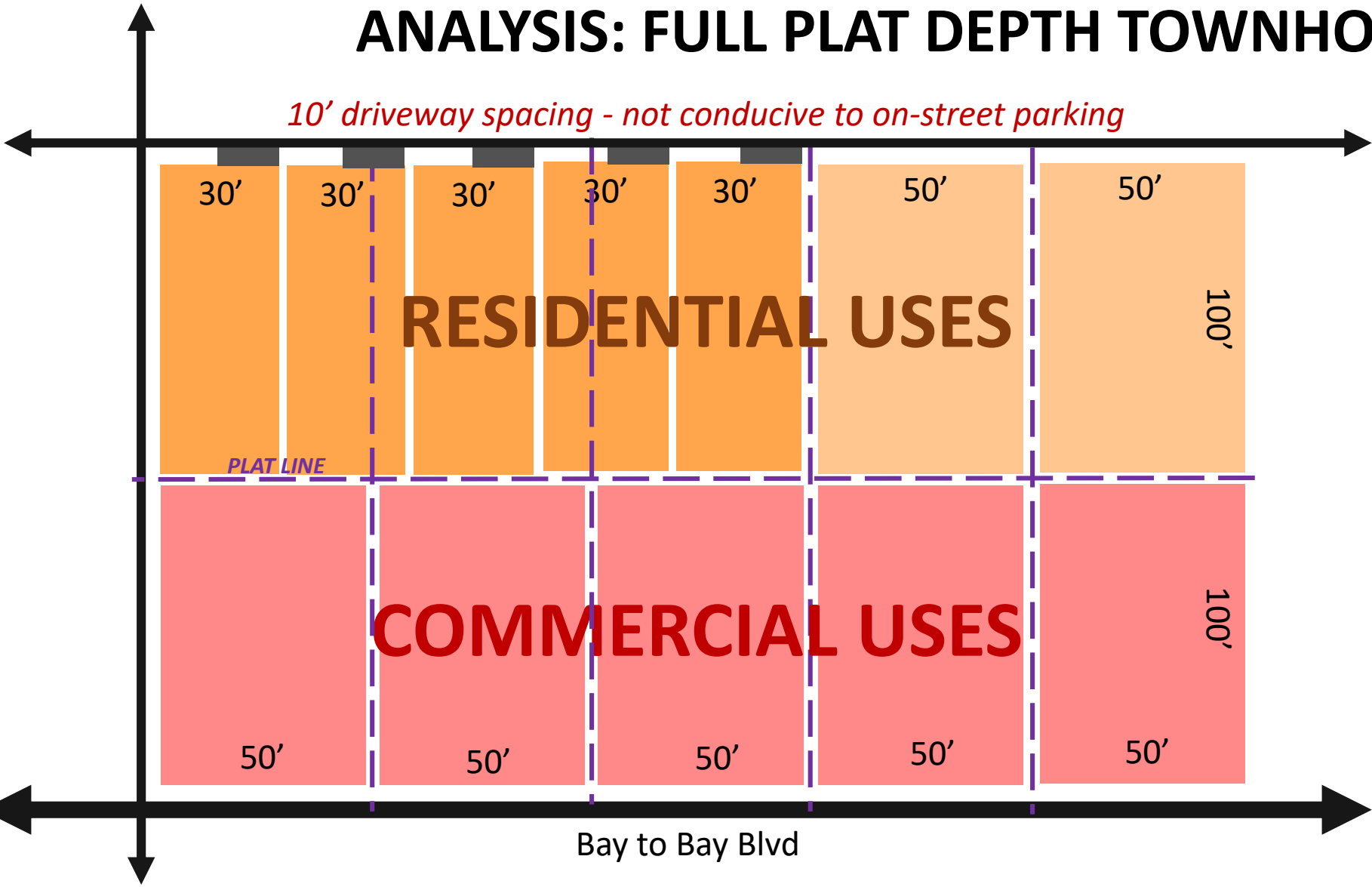
# EXISTING BLOCK TYPOLOGY





# ANALYSIS: FULL PLAT DEPTH TOWNHOMES

*10' driveway spacing - not conducive to on-street parking*



Example – Empedrado St



# ANALYSIS: FULL PLAT DEPTH TOWNHOMES





# ANALYSIS: FULL-BLOCK COMMERCIAL

Residential Street (Empedrado St or Santiago St)

50'

50'

50'

50'

50'

100'

PLAT LINE

COMMERCIAL USES

100'

50'

50'

50'

50'

50'

Bay to Bay Blvd

Examples from Bay to Bay



# ANALYSIS: FULL-BLOCK COMMERCIAL

Back of block – Santiago Street





# Back of block – Empedrado Street

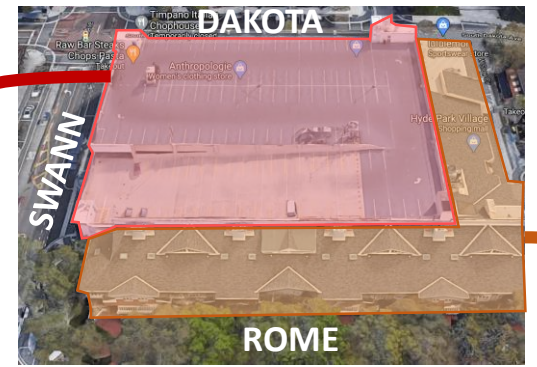
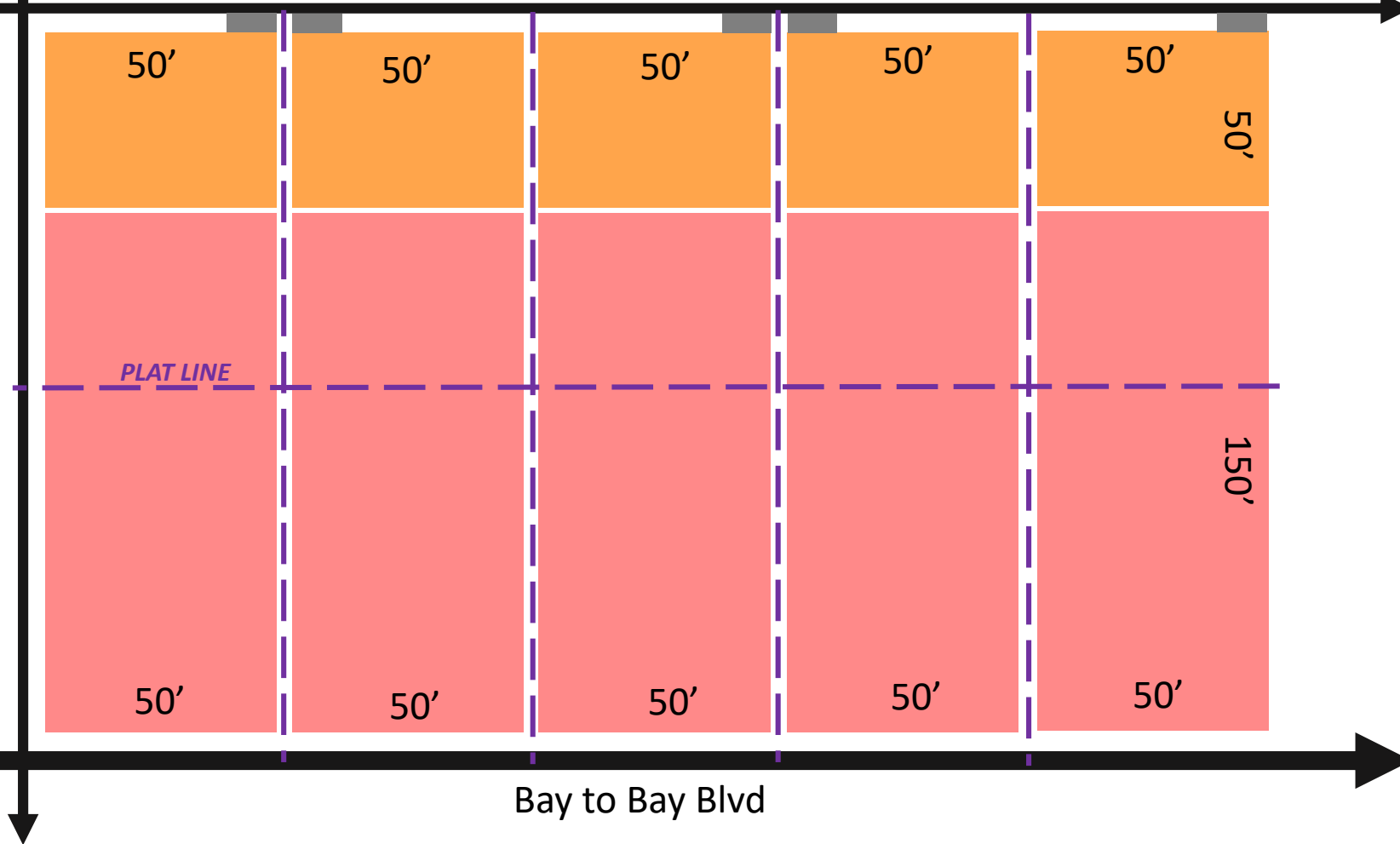




## ANALYSIS: HALF-DEPTH ATTACHED S.F.

**(FRONT ACCESS)**

### Residential Street (Empedrado St or Santiago St)





# Land Use & Design: Hyde Park Example

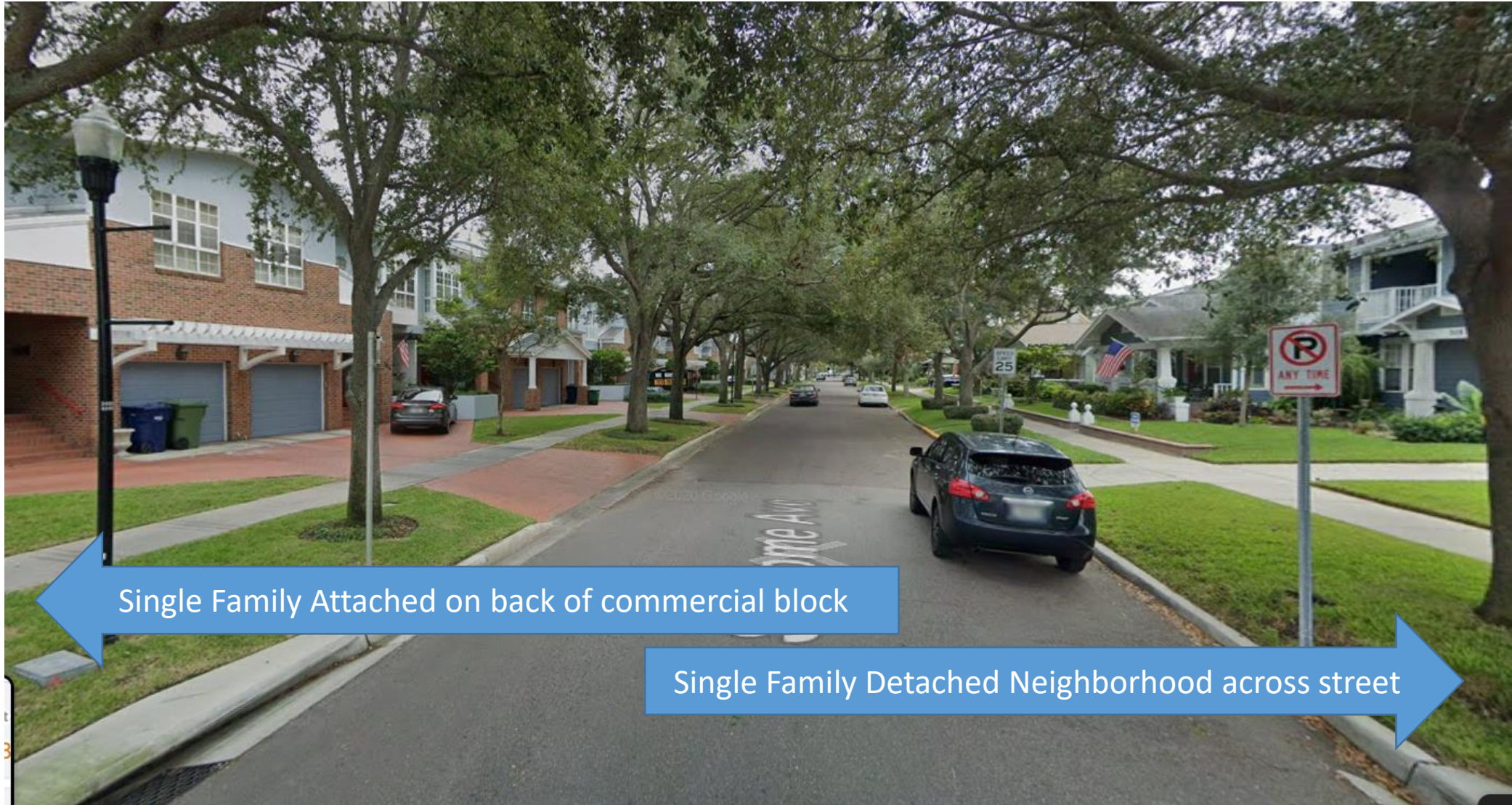
Multi-Family Residential & Structure Parking Above

Ground Floor Retail/Commercial





# Land Use & Design: Hyde Park Example



Single Family Attached on back of commercial block

Single Family Detached Neighborhood across street

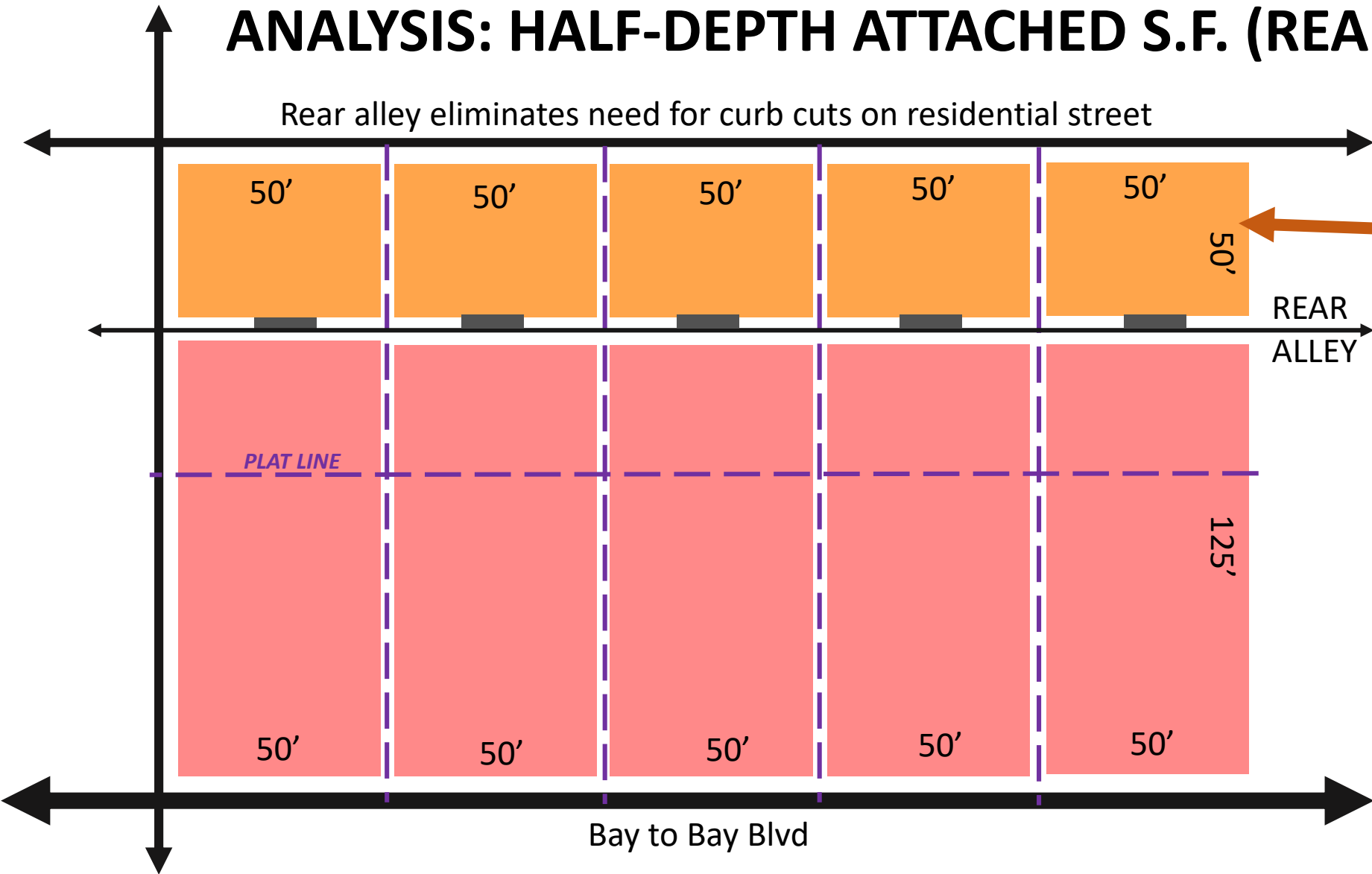


## ANALYSIS: HALF-DEPTH ATTACHED S.F. (REAR ACCESS)



# ANALYSIS: HALF-DEPTH ATTACHED S.F. (REAR ACCESS)

Rear alley eliminates need for curb cuts on residential street



Most viable on corner lots, or on interior lots with front access to alley provided.



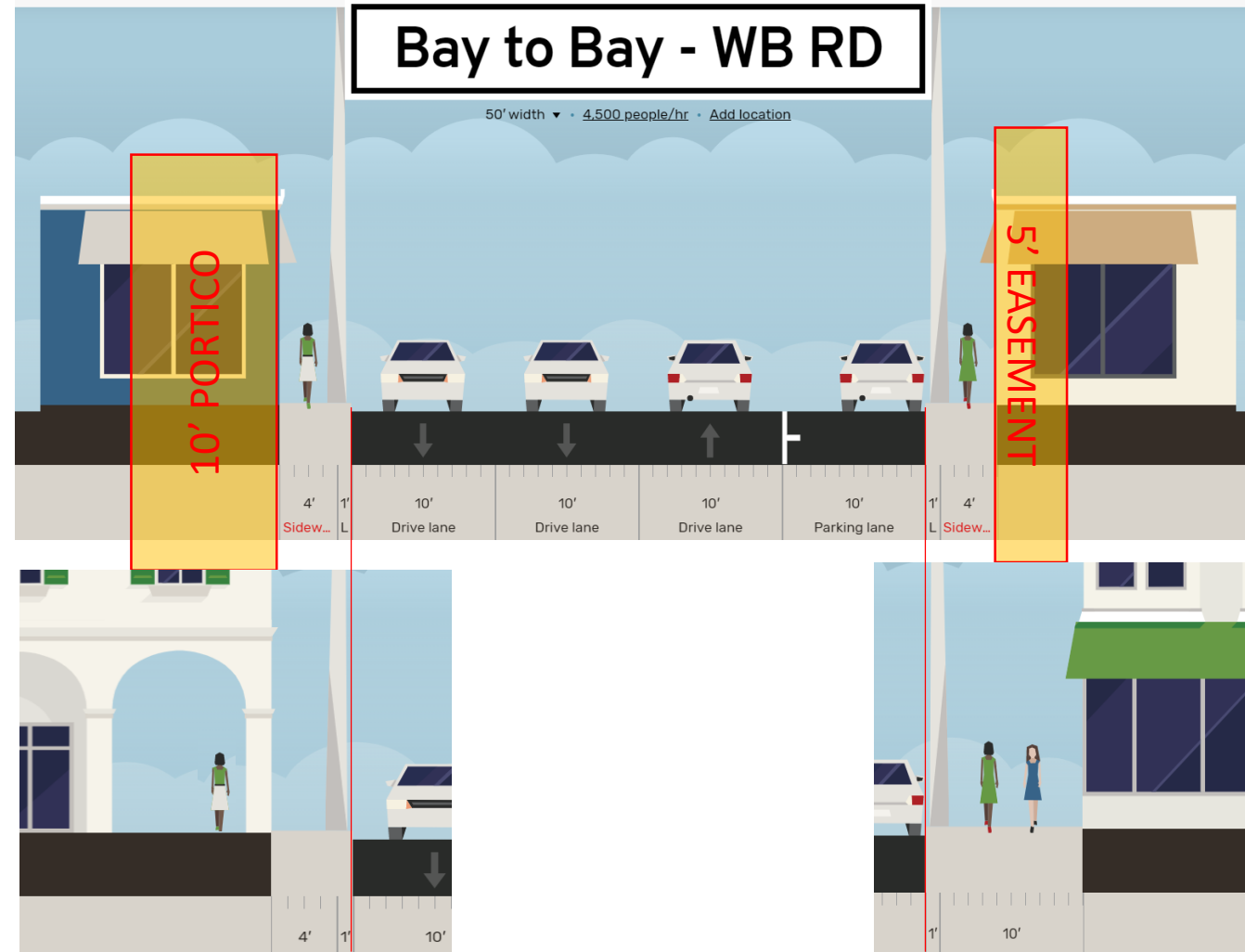
## ANALYSIS: HALF-DEPTH ATTACHED S.F. (REAR ACCESS)



# Land Use & Design – Sidewalk easements

## Palma Ceia Ideas

- Example of redevelopment scenario after road diet pilot
- Incremental improvements
- Frontage options:
  - 10' Covered portico for walk/bike use. Existing SW for clear zone & buffer.
  - 5' Easement to widen SW outside to 10'
  - Curbline remains same location



Development Option 1

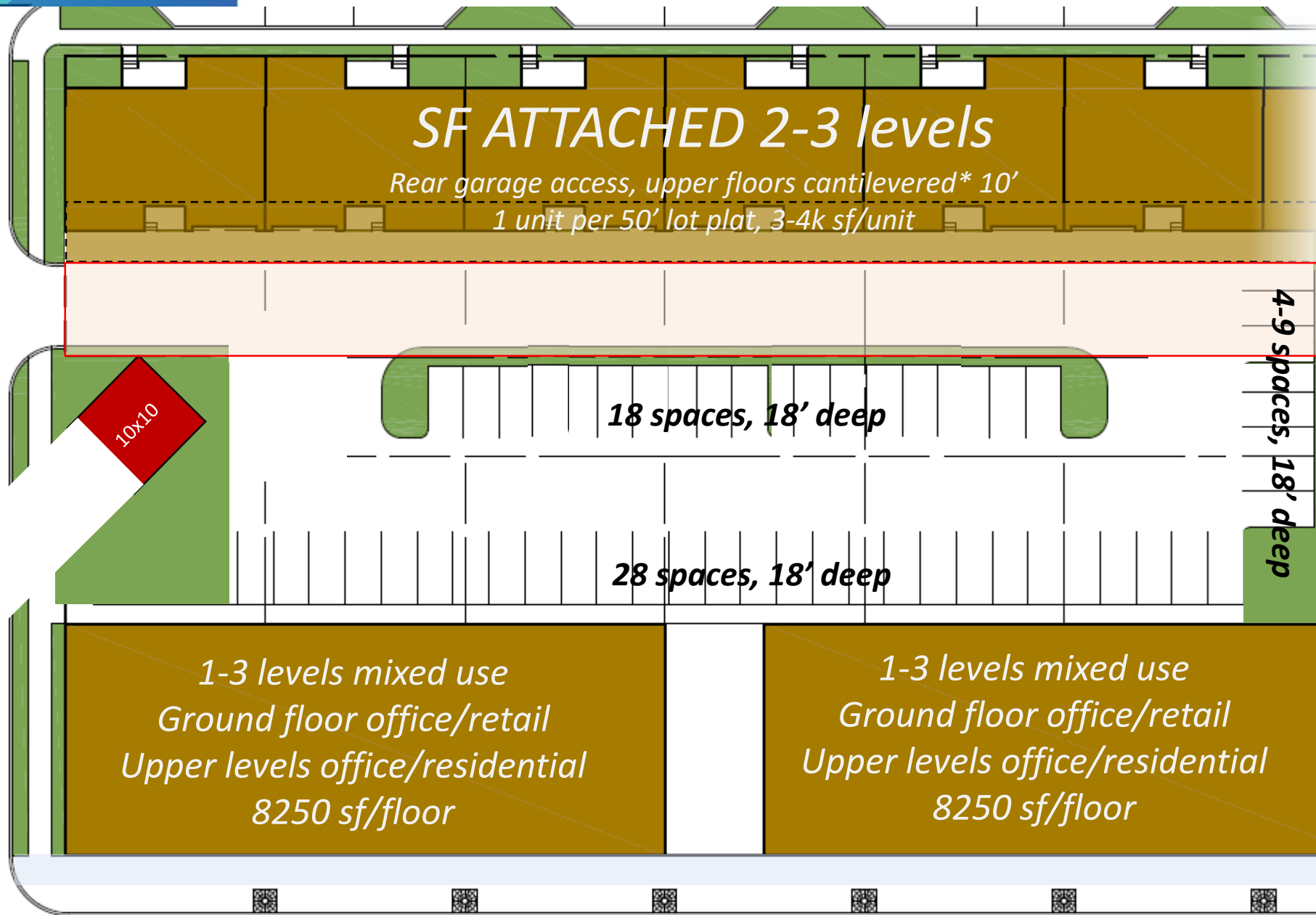
Development Option 2



# LDC Issues – First Block

- Smaller minimum lot size
- Revised parking minimums
- Allow for development to provide easement for wider sidewalks
- Zero rear setback and reduced side setback
- Allow commercial use to penetrate into rear lot (establish a max) – establish a hard line to protect the neighborhood from encroachment
- Increase max intensity (zoning) to enable vertical integration – i.e. Hyde Park style

**SIDE STREET**



**200' block depth**

50' building depth  
Zero front & rear\*  
setbacks.

20' private alley  
with continuous  
transportation/sw  
easement

65' on-site parking  
& back of house  
uses

55' vertically  
integrated mixed  
use w Zero front  
setback OR 5'  
front setback w  
easement

Widen sidewalk 5'  
into parcel

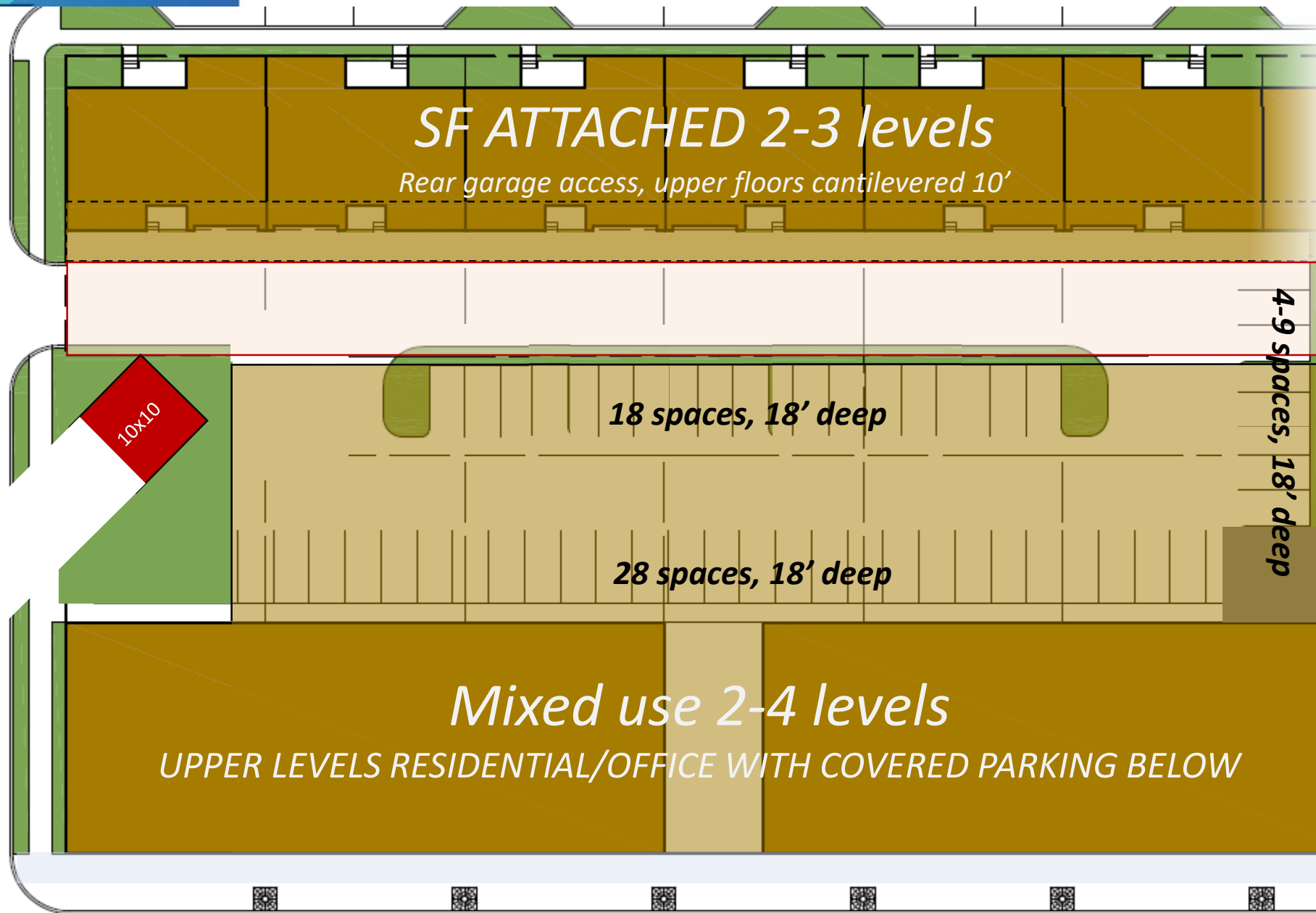
**28 spaces, 18' deep**

**BAY TO BAY BLVD**





SIDE STREET



*SF ATTACHED 2-3 levels*

*Rear garage access, upper floors cantilevered 10'*

*18 spaces, 18' deep*

*28 spaces, 18' deep*

*4-9 spaces, 18' deep*

*Mixed use 2-4 levels*

*UPPER LEVELS RESIDENTIAL/OFFICE WITH COVERED PARKING BELOW*

10x10

BAY TO BAY BLVD

200' block depth

Zero front setback  
50' building depth  
Zero rear setback.

20' private alley  
with continuous  
transportation/sw  
easement

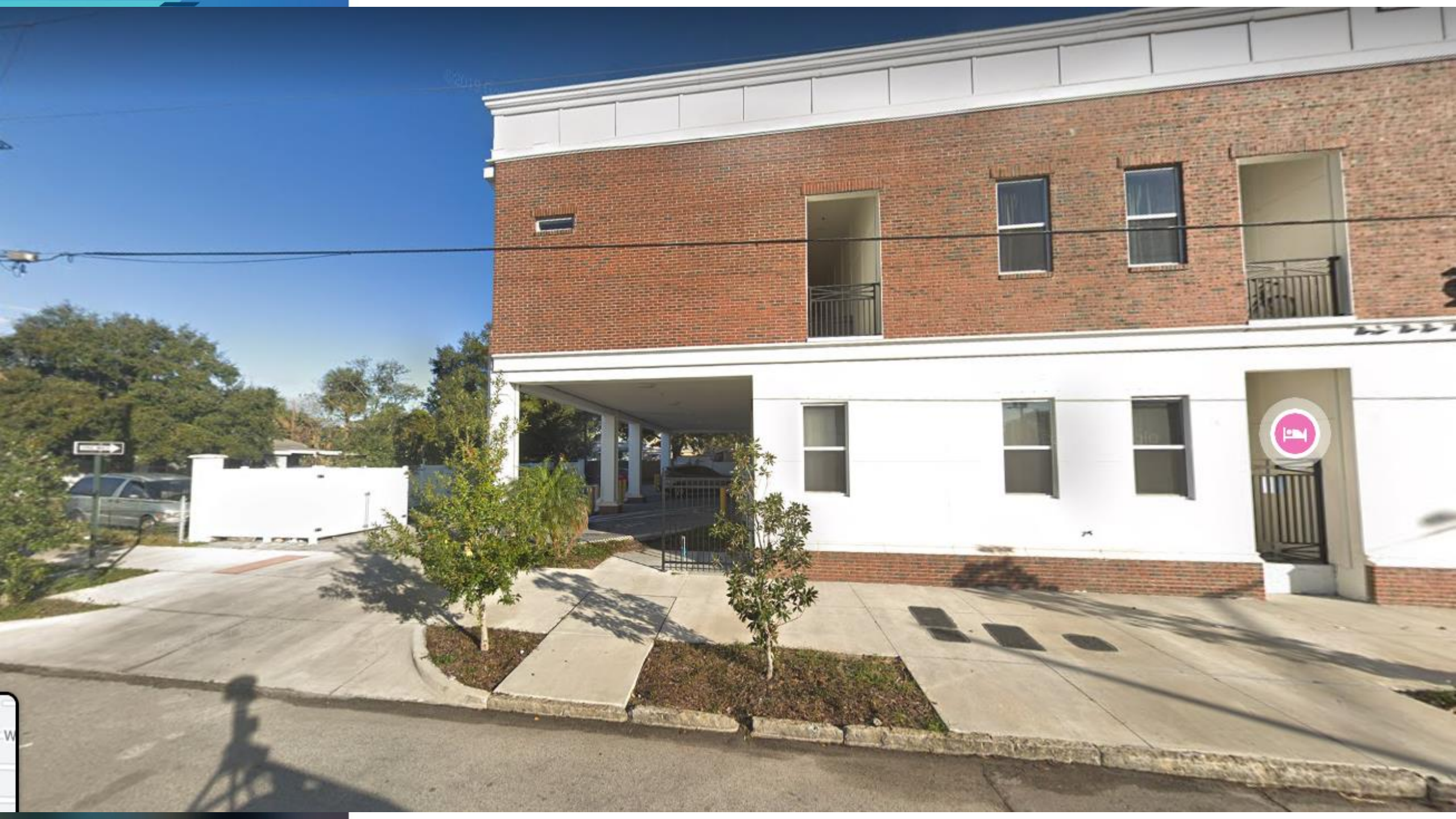
120' vertically  
integrated mixed  
use:

--55' front portion  
w Zero front  
setback OR 5'  
front setback w  
easement

--65' rear portion  
cantilevered over  
parking

Widen sidewalk 5'  
into parcel











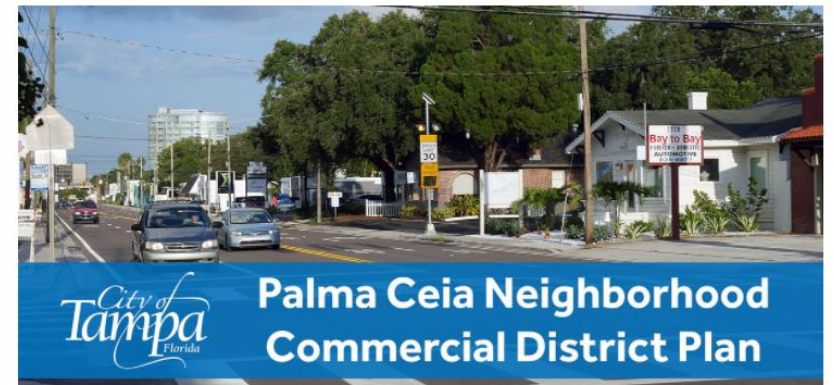
# Project Web Site – Materials & Survey

Visit the project web site to provide your input:

[www.tampa.gov/city-planning/palma-ceia](http://www.tampa.gov/city-planning/palma-ceia)

- Review & share materials from prior meetings
- Review & share materials from this meeting
- Complete the **Strategies & solutions survey** to provide input on the content of this presentation – survey closes June 4.

## Palma Ceia (MacDill / Bay to Bay) Commercial District



The Palma Ceia commercial district connects a variety of people, places and opportunities. The district links local businesses to adjacent and nearby neighborhoods. It contains a variety of office, commercial and religious uses. Its retail offerings include restaurants, coffee houses, bars, specialty shops and clothing stores. The Neighborhood Commercial District Plan will establish a vision for the area and identify specific improvements that will position the Palma Ceia commercial district as a vibrant, mixed used neighborhood commercial center.

A blurred image of a city skyline at night, featuring several tall buildings against a dark blue sky. The image is out of focus, creating a bokeh effect.

**End**