



HDR has prepared the following statement of project goals and objectives. As called for under Task 1.3 of the project scope of services, these are designed to guide project team activities through the completion of the project.

## Provide for Meaningful Stakeholder & Public Engagement

- Reach out directly to community leaders to gain feedback regarding methods to reach diverse stakeholder groups and individuals.
- Ensure multiple opportunities for meaningful engagement, balancing in-person with online methods.
- Ensure diverse stakeholders have opportunities to learn about the study, share ideas and concerns, and provide feedback on plans and recommendations.
- Offer options to in-person engagement for those uncomfortable and unable to attend in-person meetings and workshops.

## Increase Awareness of the Benefits of Enhanced Transit & Transit Oriented Development

- Educate the public and stakeholders about existing transit service and planned improvements along the project corridor.
- Educate the public and stakeholders about the ridership impacts of land use, development intensity, urban form, stop accessibility on transit ridership, transit affordability, and economic development.

## Focus on Policies, Plans, and Initiatives to Build Ridership & Support Transit Investment

- Identify opportunities to increase densities and intensities in close proximity to transit stops.
- Coordinate recommendations with those emerging from related studies, including HART's Arterial BRT Study, the City of Tampa's Streetcar Extension and Modernization Project, TBARTA's Regional Rapid Transit project, and other efforts to improve transit and shared mobility services along the study corridor.
- Identify potential investments in the public realm to improve pedestrian, bicycle, micromobility, and other forms of access to transit stops and important destinations within TOD areas.

## Ensure Project Recommendations Advance City & County Goals

- Use the City's *Transforming Tampa's Tomorrow* and the County's *Strip Commercial and Mixed Use Development* initiatives as key references for the development of project recommendations.
- Build on recent work to promote investment in affordable and workforce housing and expand "missing middle" housing options.

- Design policy, plan, and code recommendations to address the extent, form, intensity, orientation, and scale of new development.
- Prepare policy, code, and public investment strategies to accomplish the following:
  - » promote neighborhood livability;
  - » improve the quality of the pedestrian environment near transit stops;
  - » spark reinvestment in traditional main street and walkable commercial corridors; and
  - » accelerate the pace of improvement along auto-oriented commercial corridor retrofit and improvement.
- Design project recommendations, especially comprehensive plan policies and regulatory strategies, to be transferable to corridors planned for enhanced transit service.

## Ensure Recommendations, Tools, & Strategies are Responses to Corridor Conditions

- Prepare policy, plan, and code recommendations that fit the wide range of community contexts along the project corridor.
- Ensure policy, planning and code recommendations are responsive to corridor subarea market conditions and development dynamics.
- Prepare recommendations for value capture mechanisms, development incentives, commercial reinvestment, and affordable/workforce housing programs and initiatives.
- Develop strategies that address transitions between new developments and adjacent neighborhoods and plan for neighborhood conservation and incremental infill in neighborhoods within close proximity of transit stops.
- Craft form-based code recommendations that build on recent coding efforts by the City of Tampa and Hillsborough County and are designed for integration with existing land development code provisions.
- Build on previous and on-going planning efforts for communities along the corridor, including planning efforts being undertaken by the Tampa Downtown Partnership, the University Area Community Development Corporation (University Area CDC), Innovation Place, and others.
- Ensure planning and policy recommendations are applicable to corridors across the City of Tampa and Hillsborough County planned for enhanced transit.