

# TAMPA HEIGHTS RIVERFRONT

2024

CRA  
PLAN  
UPDATE



*City of*  
**Tampa**  
Florida

**TAMPACRA**  
TAMPA HEIGHTS RIVERFRONT



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usf school of architecture  
+ community design

# Acknowledgements

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# 1.0

# INTRODUCTION



## 1.0 INTRODUCTION

### 1.1 Tampa Heights Riverfront CRA Plan Update

The Tampa Heights Riverfront Community Redevelopment Area (CRA) Plan Update is the first update for the CRA Plan since it was initially adopted in 1999 as the Old Tampa Police Department Site Community Redevelopment Area. Since adopted, the original CRA Plan has been amended in 2005, 2006, 2007 and 2021. This Plan Update incorporates all of the provisions of the original CRA Plan and describes how redevelopment activity in the Tampa Heights Riverfront CRA is fulfilling the intended purpose of this designation. This Update also describes redevelopment accomplishments within the district to date, an overview of current redevelopment activity and provides information on future redevelopment potential within the CRA until its sunset in 2043. Additionally, the Update provides a snapshot of how the Tampa Heights Riverfront CRA tax increment finance (TIF) trust fund has performed since inception and projections for future TIF revenues.

The CRA Plan Update process has been completed in compliance with the State of Florida Statute 163 Part III, the City's Imagine 2040 Comprehensive Plan, the Tampa Heights Community Plan, and other local regulatory requirements. It has been developed with input from key stakeholders, local organizations, residents living in the area, as well as the CRA's Citizens Advisory Committee (CAC), CRA Board members, and staff from other City of Tampa departments.

This CRA Plan establishes the general framework for private-sector redevelopment initiatives and public-sector investments within the boundaries of the district. The Plan also identifies ongoing priorities for the district and use of the Tampa Heights Riverfront CRA's tax increment finance (TIF) trust fund.

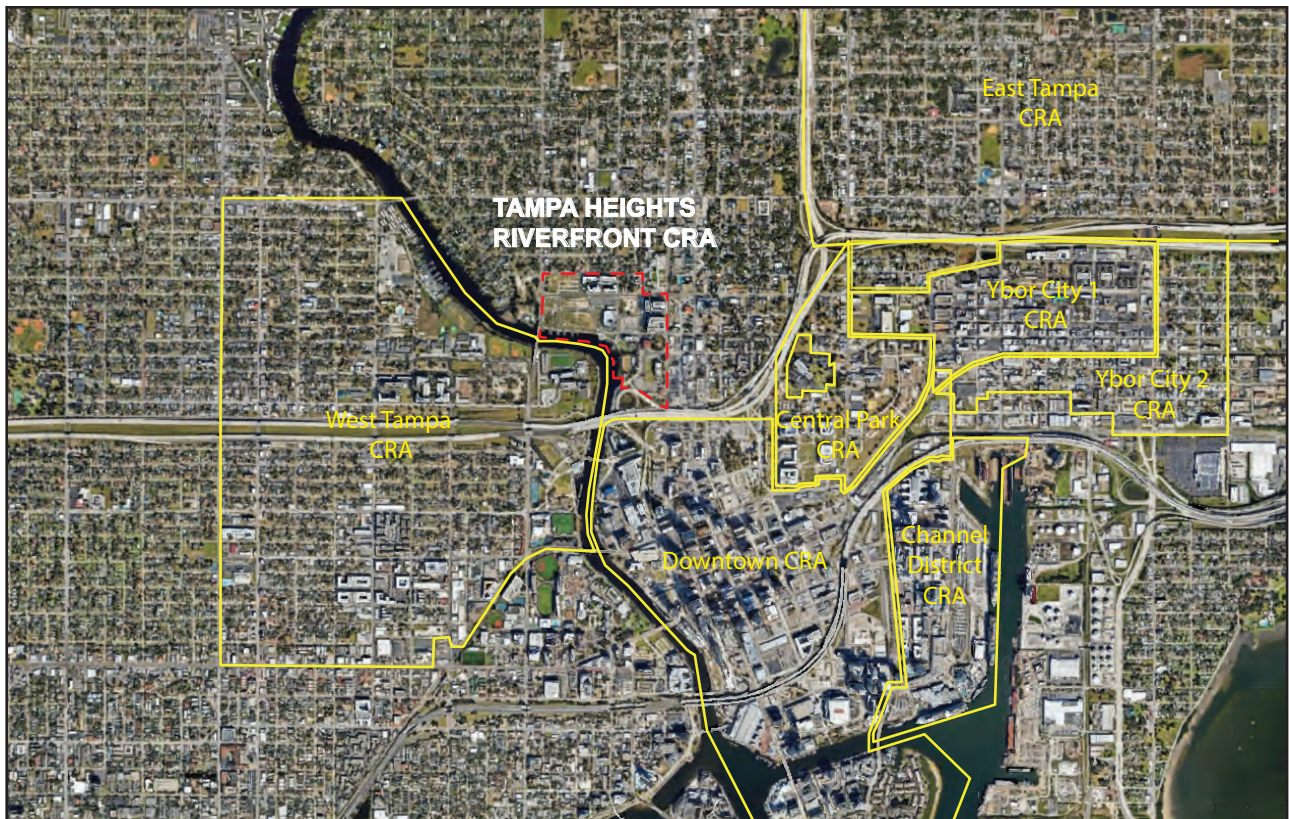
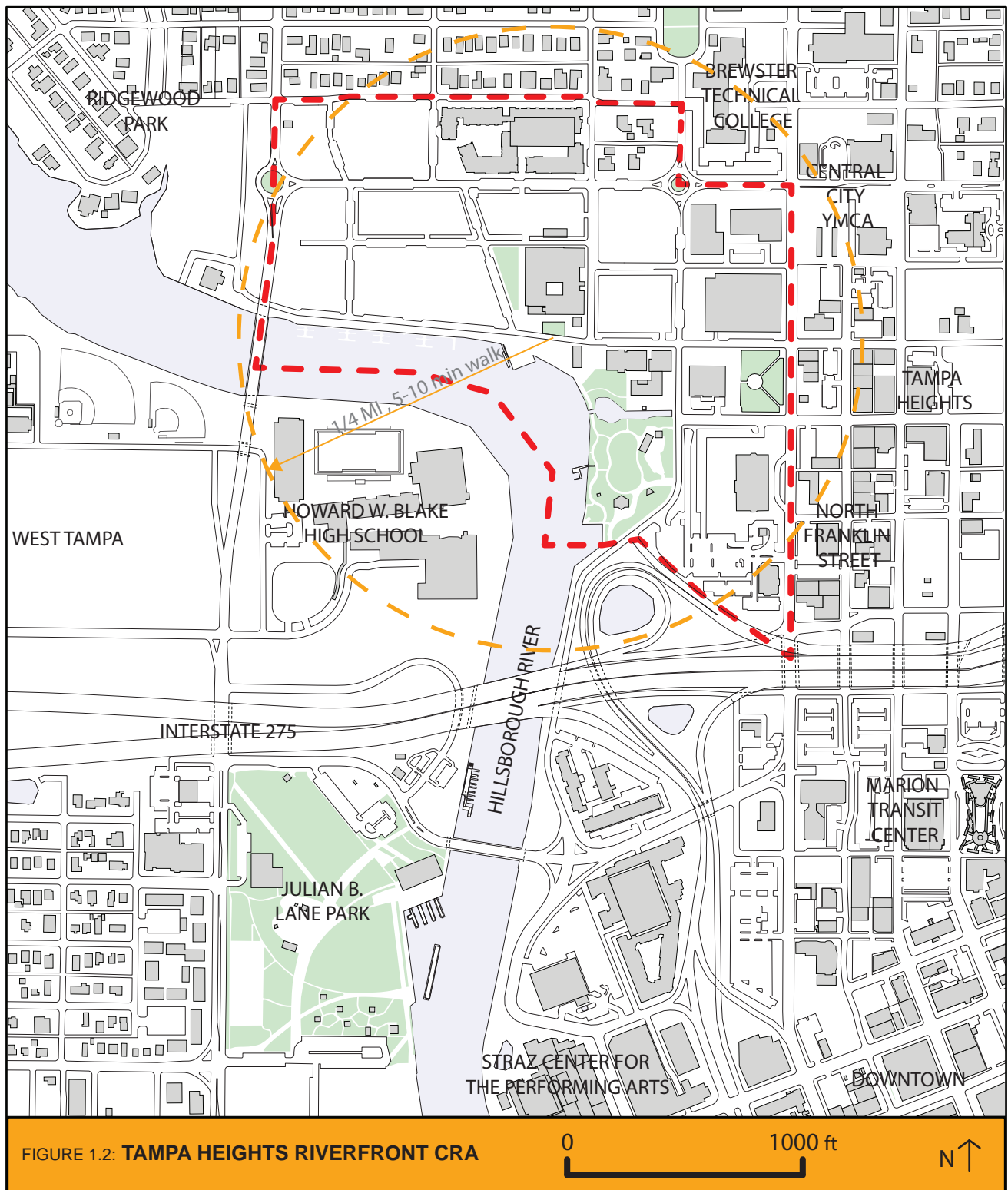


FIGURE 1.1: TAMPA HEIGHTS RIVERFRONT CRA RELATIONSHIP TO OTHER CRAS

1 MILE



Like other parts of the City during the mid to late 20<sup>th</sup> century, physical conditions in Tampa Heights were deteriorating and showing signs of economic and physical decline. After the Tampa Police Department headquarters was demolished in 1997 and relocated to Downtown,

the remaining vacant lot and surface parking areas exacerbated these conditions. Afterwards, the area was declared blighted by the City and targeted for redevelopment. In March of 1999, the City adopted the *Tampa Heights Riverfront Community Redevelopment Area Plan* (initially

called the Old Tampa Police Department Site CRA) as a long-term strategy for the “... transformation of the area from a place known for vacant land and poor aesthetics to a premiere waterfront community”. Soon after, the associated tax increment finance (TIF) trust fund was established in 2005. The redevelopment area designation for this CRA initially had a thirty-year timeframe from this date. However, in 2014 the Community Redevelopment Agency Board amended the plan to extend the sunset date for Tampa Heights Riverfront CRA plan to 2043.

The original CRA Plan was intended to address the area’s physical, visual, and economic decline, eliminate obsolete and unsafe land uses, increase private-sector investment, and guide future redevelopment initiatives in this area of the Tampa Heights community. Since the CRA’s inception, the City of Tampa has worked closely with private, public, and community-based partners to bring the redevelopment vision for the area to fruition. To date, the area has realized several significant commercial, residential and institutional redevelopment projects, as well as infrastructure and public realm enhancements that are contributing to the transformation of the area into a vibrant mixed-use destination.

The Tampa Heights Riverfront CRA is a 77-acre



FIGURE 1.3:  
**TAMPA HEIGHTS RIVERFRONT CRA CA. 2010**

designated redevelopment sub-area in the southwestern portion of the greater Tampa Heights community. The area is directly adjacent to the westerly bend in the Hillsborough River and is bordered by the northern terminus of the Tampa Riverwalk, with approximately 68 acres upland of the river. The area enjoys dramatic views to the west where the West River redevelopment project is under construction and south towards the Downtown skyline. The Tampa Heights Riverfront CRA is directly north of Interstate-275 and is situated just west of the Tampa Heights Historic District and the Tampa Downtown Partnership’s Special Services District (SSD) northern boundaries.



FIGURE 1.4: **TAMPA HEIGHTS RIVERFRONT CRA BOUNDARIES AERIAL IMAGE**

The Tampa Heights Riverfront CRA is part of the larger Tampa Heights community and is emerging as a distinct mixed-use waterfront destination. The CRA is close to a number of businesses, schools, community institutions, established residential neighborhoods, open space features and a number of new development projects. The CRA and its proximity to these adjacent features is expected to yield mutual benefits as redevelopment advances in the future.

## 1.2 CRA Plan Update Goals and Objectives

This CRA Plan Update is intended to fulfill the mission of the Tampa Community Redevelopment Agency by achieving the following objectives:

- Demonstrate how the Tampa Heights Riverfront CRA Plan ensures continued compliance with all State and local statutory and regulatory requirements.
- Summarize the level of economic development in the area since the Tampa Heights Riverfront CRA was established.

- Identify remaining redevelopment opportunities and other features that could further support redevelopment activity in the area.
- Illustrate the future redevelopment and growth potential in the area prior to the 2034 CRA sunset date (Resolution 2014-20).
- Describe how redevelopment in the area encompasses the goals of the Tampa Heights Neighborhood Plan, which was adopted by the Tampa City Council in 2003.
- Describe how the Tampa Heights Riverfront CRA Plan can serve as a framework for strengthening this portion of the Tampa Heights community.

After adoption by the Community Redevelopment Agency this document will guide ongoing redevelopment priorities in the area, provide a framework for public-sector redevelopment initiatives and recommendations for use of the Tampa Heights Riverfront CRA's tax increment finance (TIF) trust fund.



FIGURE 1.5: THE RIVERWALK CA. 2010

# 2.0

# STATUTORY REQUIREMENTS



## 2.0 STATUTORY REQUIREMENTS

### 2.1 Florida Statute 163, Part III

The Community Redevelopment Act of 1969 (Florida Statutes Chapter 163, Part III) was enacted to provide city and county governments with the tools to undertake redevelopment activities at the local level. This Statute included the establishment of Community Redevelopment Agencies, granted certain redevelopment abilities to local authorities, defined CRA requirements and parameters, and allowed for the administration of community redevelopment plans.

Chapter 163.362 outlines specific requirements

for all community redevelopment plans. These requirements are concentrated in three broad categories: General Requirements, Content and Approval Process. The following table indicates all statutory requirements that this plan complies with. The left column indicates the specific statutory requirement, the middle column summarizes its intent, and the right column indicates where this statute is addressed in the Plan. Only provisions of the Statute that are applicable to the Tampa Heights Riverfront CRA Plan are indicated.

<b>TABLE 1: FLORIDA STATUTES, CHAPTER 163, PART III COMMUNITY REDEVELOPMENT PLANS</b>		
<b>GENERAL REQUIREMENTS</b>		
<b>STATUTORY REQUIREMENT</b>	<b>STATUTORY INTENT</b>	<b>CRA PLAN REFERENCE</b>
<b>Chapter 163, Part III, 163.360.1</b>	Redevelopment plans in areas experiencing a shortage of affordable housing for low or moderate-income residents, including the elderly, necessitating sustainable solutions and collaborative efforts among stakeholders to address the pressing housing needs effectively. The escalating demand for affordable housing underscores the critical importance of strategic interventions and partnerships to ensure access to suitable housing options for vulnerable populations in the community.	<b>Section 5.2.2.2</b>
<b>Chapter 163, Part III, 163.360.2a</b>	Requirement for community redevelopment plans to align with the comprehensive plan of county or municipality in accordance with the Community Planning Act, to maintain coherence with overarching planning goals.	<b>Section 3.2.1</b>
<b>Chapter 163, Part III, 163.360.2b</b>	Requirement for a detailed outline of proposed redevelopment activities and improvements to guide effective implementation of development initiatives.	<b>Section 5.2.1</b>

## CONTENT REQUIREMENTS

<p><b>Chapter 163, Part III, 163.362.1</b></p>	<p>Inclusion of a legal description outlining the boundaries of the community redevelopment area, along with the rationale for establishing these boundaries.</p>	<p><b>Section 10.1</b></p>
<p><b>Chapter 163, Part III, 163.362.1a, 163.362.1b, 163.362.1c, and 163.362.1d</b></p>	<p>Requirement for visually representing key elements of the Plan such as the allocation of open spaces, street layouts, building restrictions including type, size, heights, intended uses, and an approximate count of residential units. Additionally, the plan should outline areas designated for public parks, recreational spaces, streets, public utilities, and various public improvements to ensure a comprehensive and well-structured approach to redevelopment within the designated area.</p>	<p><b>Section 5.2.1</b></p>
<p><b>Chapter 163, Part III, 163.362.3</b></p>	<p>Requirement for a neighborhood impact component detailing the effects of the redevelopment on residents within and around the area. This element should comprehensively address aspects such as relocation, traffic flow, environmental standards, access to community amenities and services, impact on school demographics, and other factors influencing the overall physical and social fabric of the neighborhood.</p>	<p><b>Section 6.5</b></p>
<p><b>Chapter 163, Part III, 163.362.4</b></p>	<p>Specify any public funded capital projects slated for implementation within the community redevelopment area.</p>	<p><b>Section 5.2.3</b></p>
<p><b>Chapter 163, Part III, 163.362.5</b></p>	<p>Include sufficient measures to ensure that the redevelopment activities are executed in accordance with the plan.</p>	<p><b>Section 5.2.1</b></p>
<p><b>Chapter 163, Part III, 163.362.8</b></p>	<p>Incorporate a residential component within the redevelopment area and how the Plan addresses the lack of affordable housing for low or moderate and elderly residents.</p>	<p><b>Section 5.2.2</b></p>
<p><b>Chapter 163, Part III, 163.362.9</b></p>	<p>Comprehensive breakdown of anticipated expenses associated with redevelopment and budget allocations for publicly funded projects.</p>	<p><b>Section 9.2</b></p>
<p><b>Chapter 163, Part III, 163.362.10</b></p>	<p>Deadline for the completion of all redevelopment projects within 30 years.</p>	<p><b>Section 9.1</b></p>

	<b>APPROVAL PROCESS FOR THE PLAN</b>	
<b>Chapter 163, Part III, 163.360 (4)</b>	Authorization for a public entity to prepare a redevelopment plan and for a 60-day review period to provide recommendations on its conformity with the area's comprehensive plan.	<b>Section 2.2</b>
<b>Chapter 163, Part III, 163.360 (5)</b>	CRA Plan approval, submission to local governing body and all local taxing authorities and required public hearing.	<b>Section 2.3</b>
<b>Chapter 163, Part III, 163.360 (6)(a)</b>	Public hearing notification requirements including advertisement in local newspaper describing the time, date, place, purpose, general area covered by the plan, and its overall scope.	<b>Section 2.3</b>
<b>Chapter 163, Part III, 163.360 (6)(b)1</b>	Written notice by the county to the municipality and CRA within 30 days of receiving the CRA's recommended plan, stating that the county has competing policy goals and plans for the public funds required for the CRA trust funds.	<b>Section 2.3</b>
<b>Chapter 163, Part III, 163.360 (6)(b) 2</b>	If such notice is provided, the county and municipality must hold a joint public hearing within 90 days to discuss the competing policy goals. The county can propose an alternative redevelopment plan at least 30 days before the hearing.	<b>Section 2.3</b>
<b>Chapter 163, Part III, 163.360 (6)(b) 3</b>	If required notice is given, the municipality cannot adopt the plan until 30 days after the joint hearing, unless the county fails to schedule or attend the hearing within 90 days.	<b>Section 2.3</b>
<b>Chapter 163, Part III, 163.360 (6)(b) 4</b>	The county and municipality may voluntarily use the dispute resolution process established in chapter 164 to attempt to resolve any competing policy goals related to the CRA, but neither can require the other's participation.	<b>Section 2.3</b>

<b>REPORTING REQUIREMENTS</b>		
<b>Chapter 163, Part III, 163.371 (1)</b>	By January 1, 2020, each community redevelopment agency must publish digital maps on its website that depict the geographic boundaries and total acreage of the agency. If any changes are made to the boundaries or acreage, the agency must post updated maps within 60 days.	<b>Section 4.3</b>
<b>Chapter 163, Part III, 163.371 (2)</b>	<p>Beginning March 31, 2020, and annually thereafter, a community redevelopment agency must file a report with the county/municipality that created it and publish the report on its website. The report must include:</p> <ul style="list-style-type: none"> <li>· The most recent complete audit report of the redevelopment trust funds.</li> <li>· Performance data for each plan the agency oversees, including the number of projects started and completed, total expenditures, original and current assessed property values, and total affordable housing expenditures.</li> <li>· A summary of the agency's progress in achieving the goals set out in its community redevelopment plan.</li> </ul>	<b>Sections 9.2, 9.3</b>



**FIGURE 2.1: THE CORNER OF HENDERSON & FRANKLIN STREET**

## 2.2 Authority to Undertake Community Redevelopment

The authority to undertake redevelopment initiatives in the Tampa Heights Riverfront CRA is authorized under Florida Statute 163.410. It establishes the basis for an interlocal agreement between the City of Tampa's Community Redevelopment Agency and Hillsborough County to create CRA districts, establish a tax increment finance (TIF) trust fund and undertake redevelopment activities within the established boundaries of the Tampa Heights Riverfront CRA. Community Redevelopment Agency staff works with the CRA Board to fulfill the mission of the Agency and coordinate redevelopment priorities in all of the City's nine CRA districts.

The Community Redevelopment Agency is also assisted by a Citizens Advisory Committee (CAC). The CAC is comprised of appointed representatives from all stakeholder groups within or adjacent to the CRA. The purpose

of the CAC is to ensure that the interests of residents, property owners, businesses and other stakeholders in the area are represented in key redevelopment recommendations and decisions related to the Tampa Heights Riverfront CRA and use of the Tax Increment Finance (TIF) budget.

## 2.3 Reporting Requirements

As a requirement of Florida Statute 163. Part III, the Tampa Heights Riverfront CRA plan and any amendments to it must be reported to the local planning authority for review and compliance with the Imagine 2040 Tampa Comprehensive Plan. This review authority is with the Hillsborough County City-County Planning Commission (Plan Hillsborough). The other reporting requirement is to the CRA Board for final review and adoption.

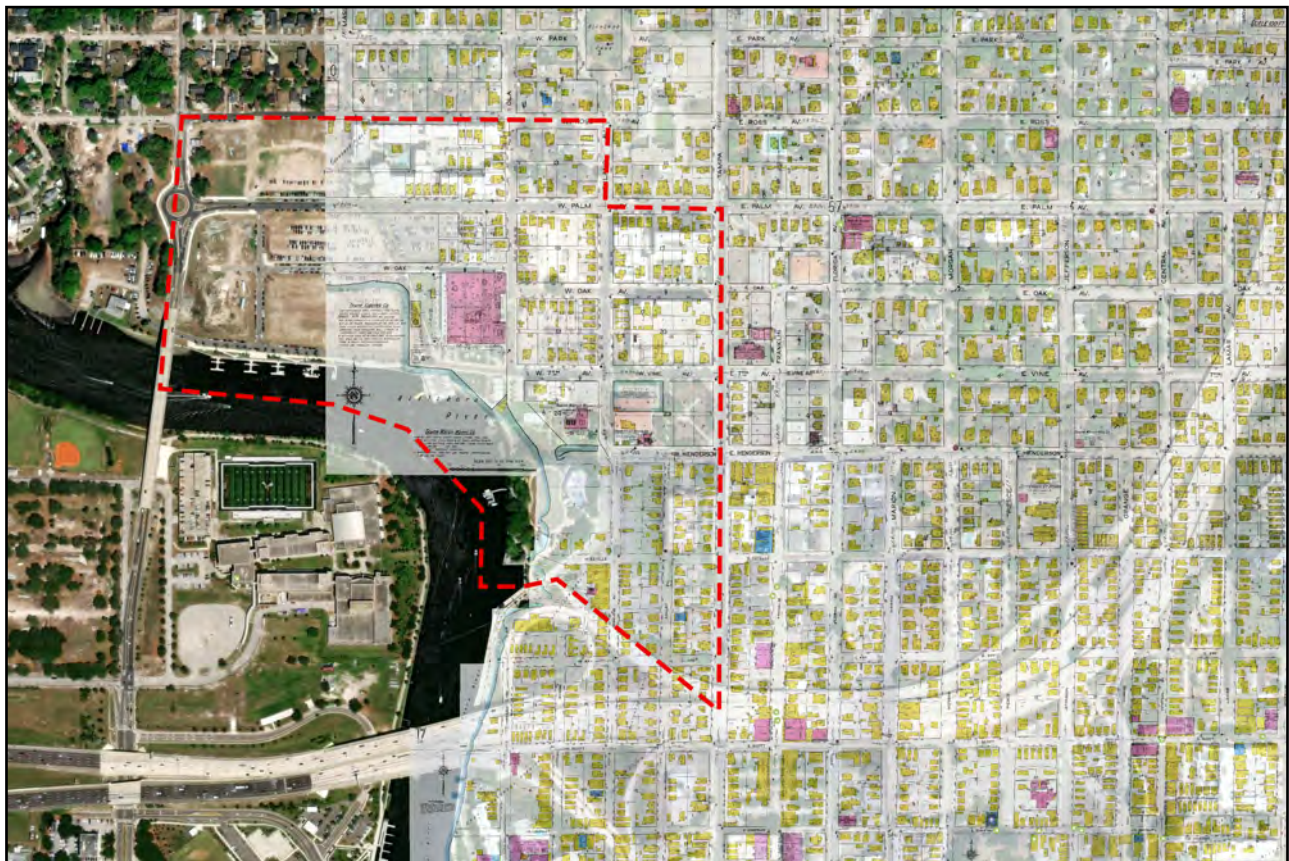


FIGURE 2.2: SANBORN MAPS, CITY OF TAMPA, 1915 PARTIAL BUILDING STOCK

An aerial photograph of a city, likely Los Angeles, showing various buildings and streets. The image is overlaid with a semi-transparent yellow filter. The text is positioned in the upper left quadrant of the image.

**3.0**

**COMPLIANCE  
WITH LOCAL  
REGULATIONS &  
OTHER PLANS**

### 3.0 COMPLIANCE WITH LOCAL REGULATIONS AND OTHER PLANS

#### 3.1 Tampa Community Redevelopment Agency Requirements

In addition to compliance with State regulations, this CRA Plan Update complies with the mission of the Community Redevelopment Agency, as well as other relevant planning documents and existing regulations.

The Tampa City Council serves as the Community Redevelopment Agency Board. The Board administers all public redevelopment projects, programs and funding programs in each of the City's nine different CRA's. All CRA's are managed by a Community Redevelopment Agency Staff Manager. Assisting with these efforts is the Tampa Heights Riverfront CRA Community Advisory Committee (CAC). This committee is comprised

of private citizens appointed by the CRA Board to provide ongoing advice on redevelopment activities within the CRA. In this capacity, the CAC serves as a liaison between CRA staff, private investors and the community.

#### *CRA Mission Statement:*

*Through planning, collaboration, and innovation, Tampa's Community Redevelopment Agency (CRA) aims to enhance and develop communities by creating thriving and inclusive neighborhoods that foster economic growth, enhance their quality of life, and preserve their unique character.*

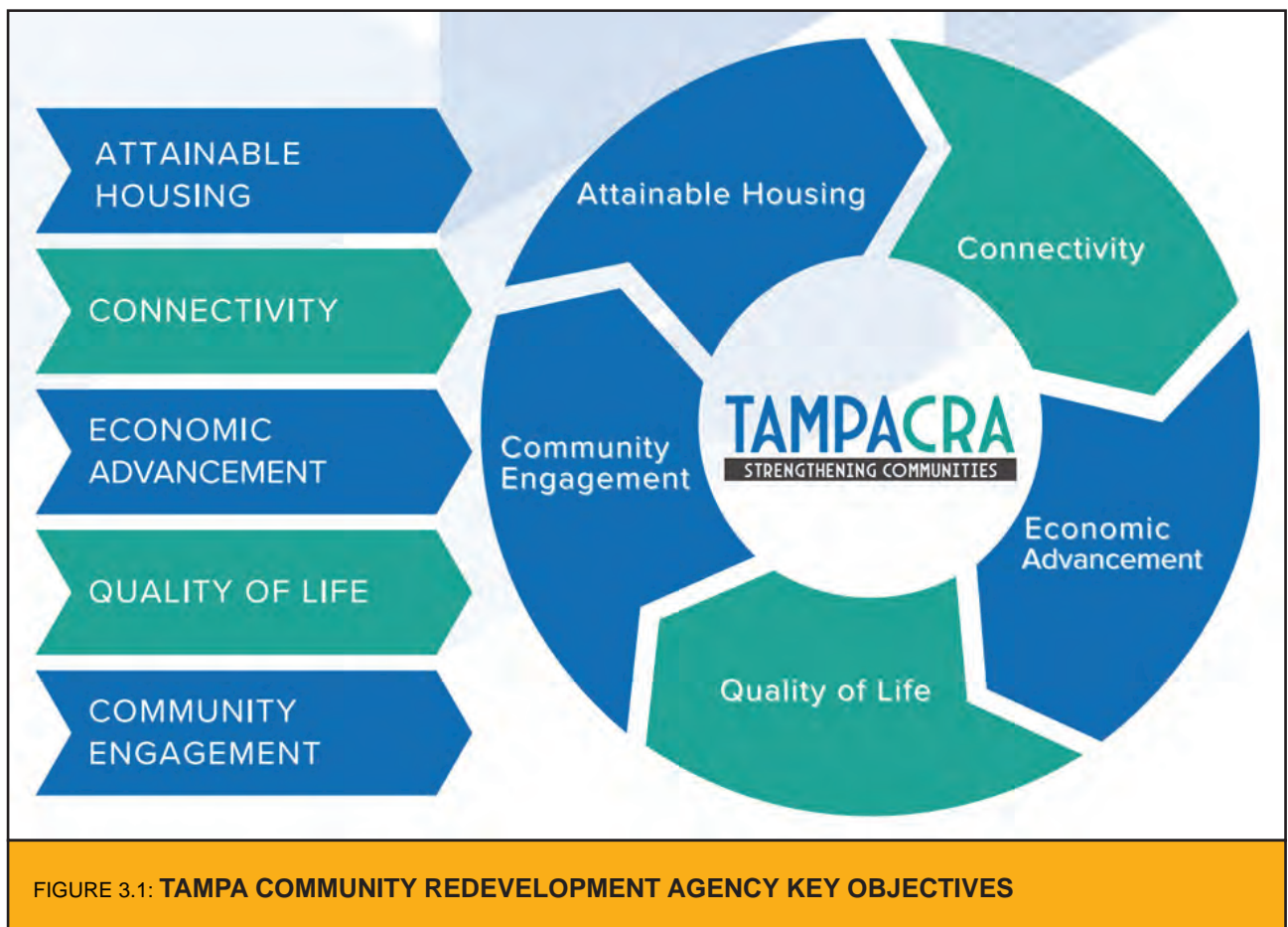


FIGURE 3.1: TAMPA COMMUNITY REDEVELOPMENT AGENCY KEY OBJECTIVES

**Vision Statement:**

The Tampa CRA champions a future where vibrant neighborhoods and businesses flourish through proactive preservation and redevelopment efforts that strengthen communities in an equitable, diverse, and sustainable way.

To complete this mission, the Agency focuses on the following goals:

- Develop and maintain effective working relationships and community partnerships with residents, stakeholders, and businesses.
- Identify potential developments or investment opportunities with long-term economic development benefits.

- Maintain financially secure budgets for each one of the Community Redevelopment Areas annually.
- Provide transparent communication to the public regarding CRA programs, projects, and progress.
- Identify and develop effective community partnerships to contribute to a better community.
- Work with the City to anticipate future infrastructure needs and proposed CRA partnership projects.

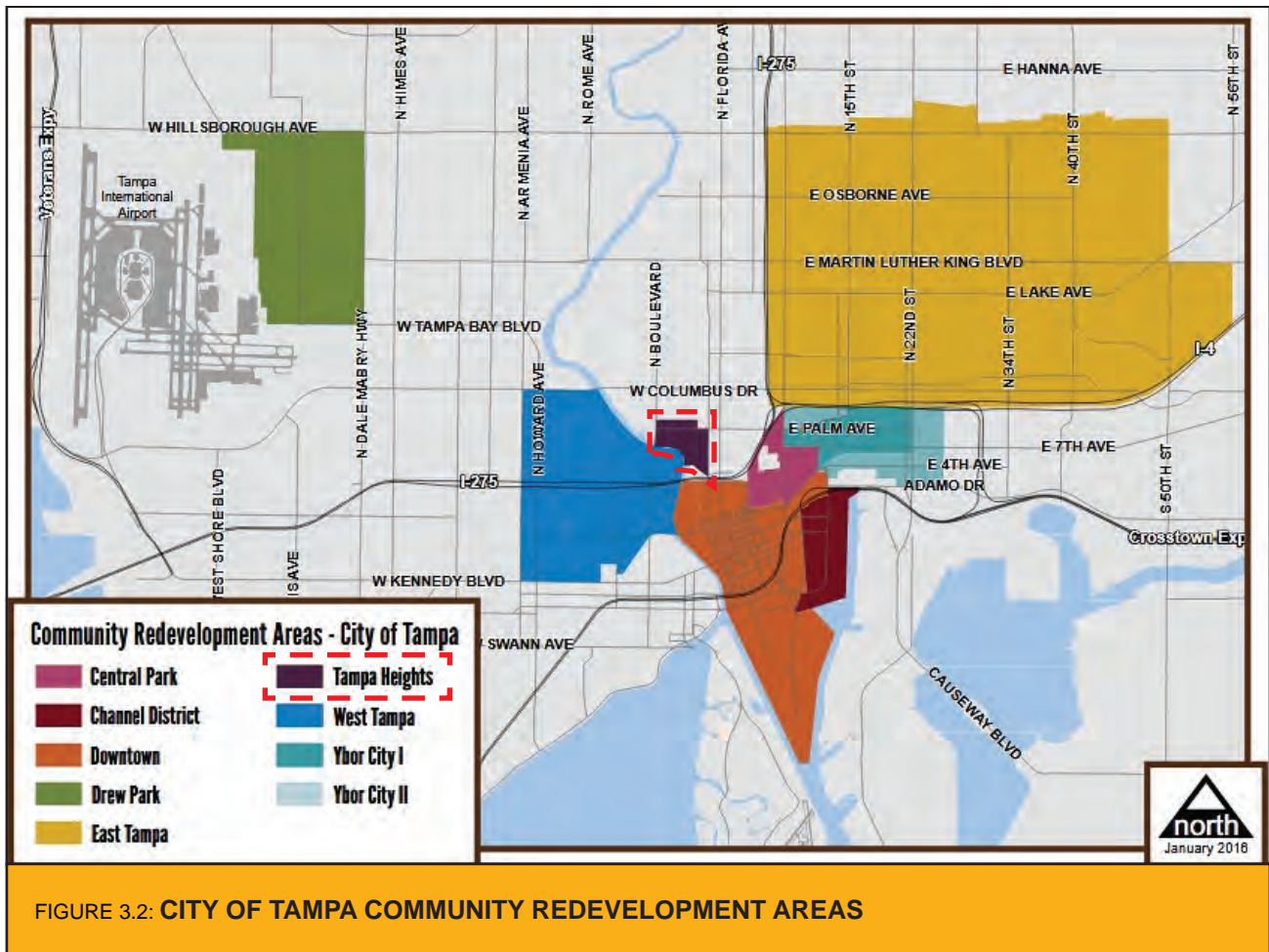
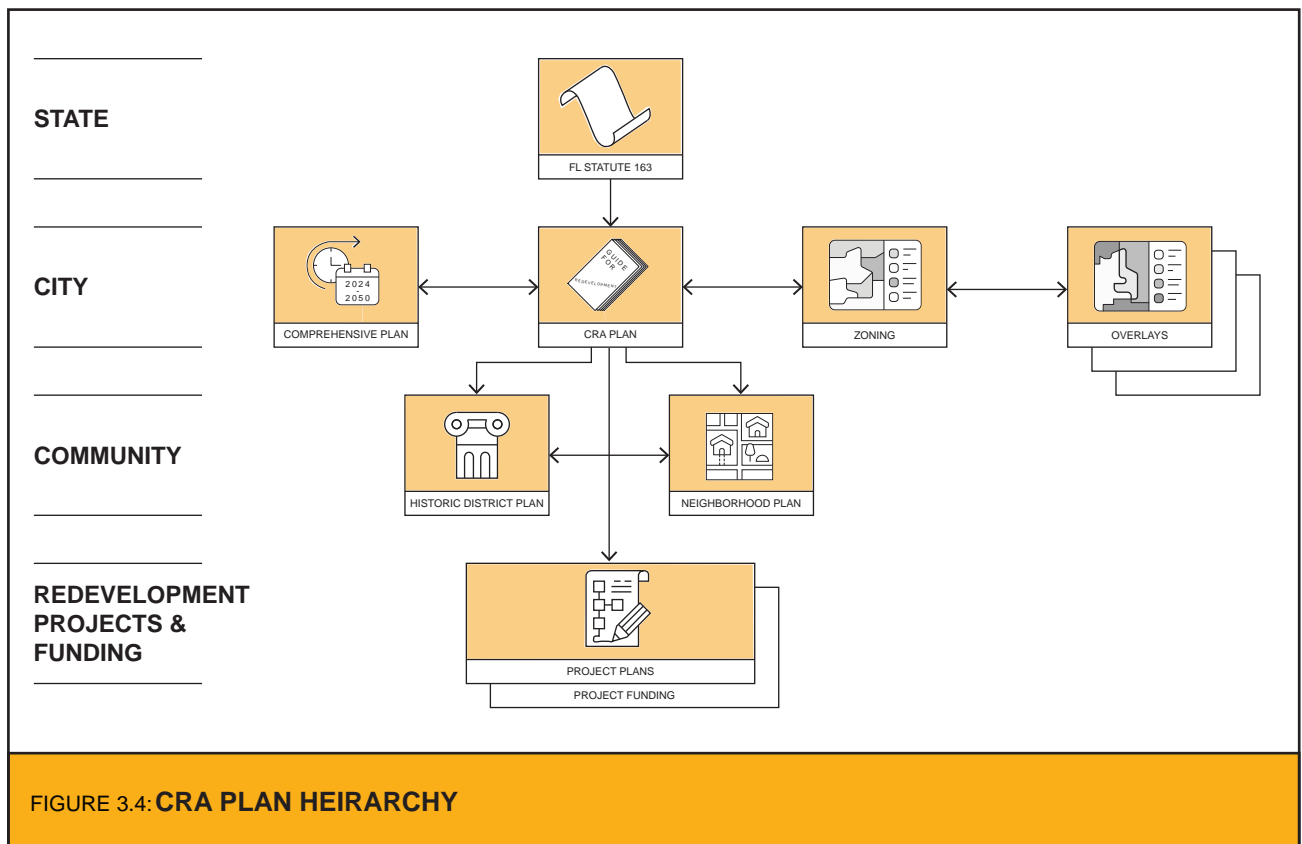


FIGURE 3.2: CITY OF TAMPA COMMUNITY REDEVELOPMENT AREAS

The philosophy of the Tampa Heights Riverfront CRA Plan Update adheres to the mission, vision, and objectives established by the Community Redevelopment Agency Board and reflects them wherever possible this document. With input from the Citizen’s Advisory Committee (CAC), CRA and other City staff, and the Tampa Heights community, this Update is intended to provide the framework for advancing the Agency’s economic development and community strengthening objectives in this part of the city.



**FIGURE 3.3:  
TAMPA HEIGHTS RIVERFRONT CRA CA. 2010**



**FIGURE 3.4: CRA PLAN HEIRARCHY**

### 3.2 City of Tampa Comprehensive Plan

In accordance with Section 163.360(4) of Florida State Statute, the Local Planning Agency (Hillsborough County City-County Planning Commission) is required to review and provide a formal consistency recommendation for amendments to the Community Redevelopment Area Plan and provide findings to the Tampa CRA Board and Tampa City Council. Consistency with the adopted Comprehensive Plan shall ensure that redevelopment in the area is guided by adopted long-range planning Policies, Goals, and Objectives.

**people**

**places**

**natural spaces**

imagine  
2040  
City of  
Tampa  
Florida  
Tampa  
Comprehensive  
plan

Adopted by City Council:  
January 7, 2016

Effective:  
February 20, 2016

Effective as last Amended:  
January 28, 2024

Prepared by:  
Hillsborough County  
City-County  
Planning Commission  
planhillsborough.org

FIGURE 3.5: CITY OF TAMPA IMAGINE 2040 COMPREHENSIVE PLAN

### 3.3 InVision Tampa – The Tampa Center City Plan

The InVision Tampa Center City Plan was completed in 2012 and focused on thirteen of the City’s central subdistricts and neighborhoods. As part of the Tampa Heights neighborhood, the Tampa Heights Riverfront CRA was part of the Plan’s scope. The Plan was based on five focus areas that included: a reimagined and refocused River and waterfront, strong and livable neighborhoods, a vital mix of uses and a strong pedestrian environment, linkages between neighborhoods and Downtown, and an urban pattern that supports transit. Each of these conditions are currently integrated in the Tampa Heights Riverfront CRA context or planned as the district evolves. The extension of the Riverwalk along the

edge of the Hillsborough River, the development of Waterworks Park and other amenity features along it reflect the waterfront focus, strong pedestrian environment and connectivity to Downtown priorities that were identified in this Plan. The range of uses that already exist in the CRA and those envisioned in The Heights development’s long-range master plan also reflect the vital mix of uses and livable neighborhood priorities called for in the Center City Plan. Additionally, the emerging development patterns in the CRA, the proposed TECO streetcar extension and increased HART bus service along the eastern edge of the CRA will support the transit priorities identified in the Center City Plan.

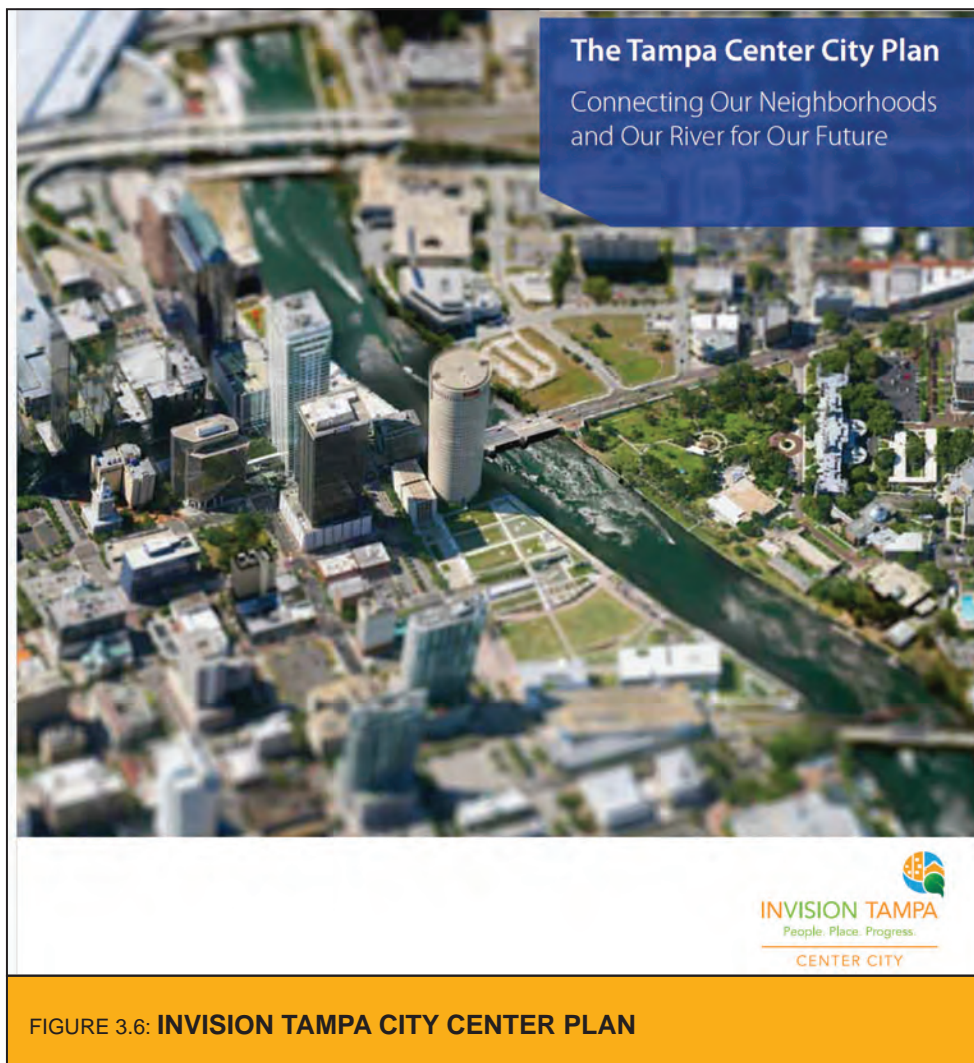


FIGURE 3.6: INVISION TAMPA CITY CENTER PLAN

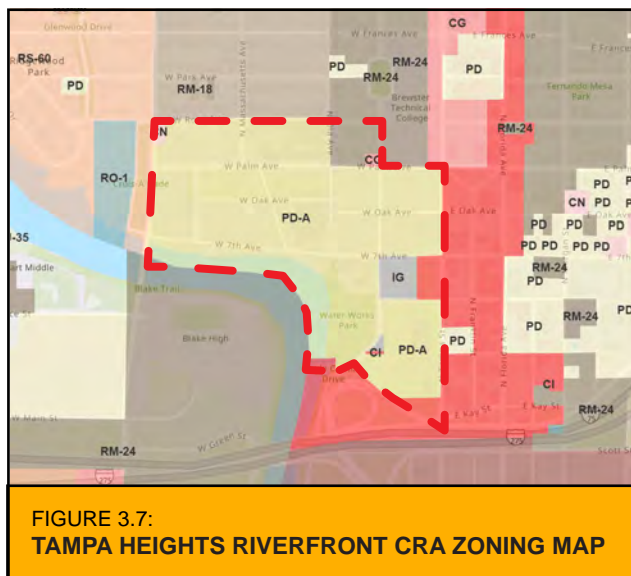
### 3.4 Zoning

Zoning in the Tampa Heights Riverfront CRA is homogenous across most of the district. Much of the land within the CRA boundaries has a single zoning designation. Other smaller parcels within the CRA have different designations. These zoning designations are as follows:

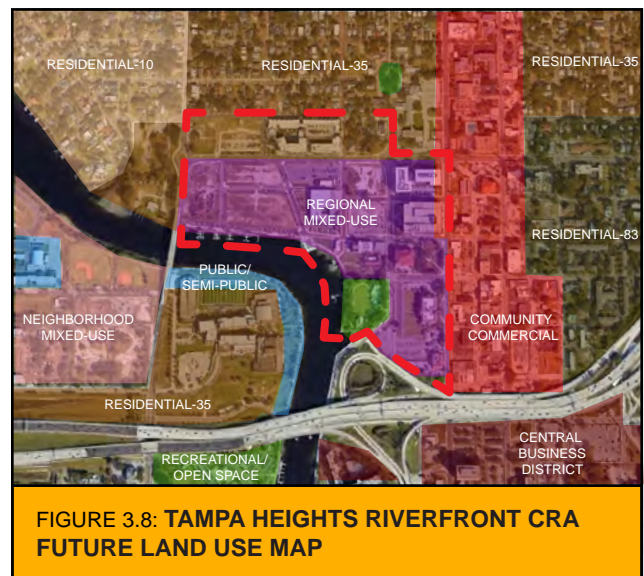
**PD-A (Planned Development Alternative):** The purpose of this alternative review process is to provide conceptual approval for planned development districts involving large-scale developments with a lengthy projected buildout time. The alternative review process allows flexibility within the parameters established by specific stated performance standards. The forty-three-acre Heights Project, which incorporates most of the developable land in the CRA has this zoning designation.

**RM-24:** Residential multiple-family. This district provides primarily for medium density multiple-family residential development. Only one block in the northern portion of the district has this zoning designation.

The above zoning designations within the Tampa Heights Riverfront CRA have been in place for some time. They are appropriate for all future redevelopment envisioned within the CRA and for the remaining existence of the CRA. They reflect the goals, objectives and policies of the City of Tampa's Imagine 2040 Comprehensive Plan.



**FIGURE 3.7: TAMPA HEIGHTS RIVERFRONT CRA ZONING MAP**

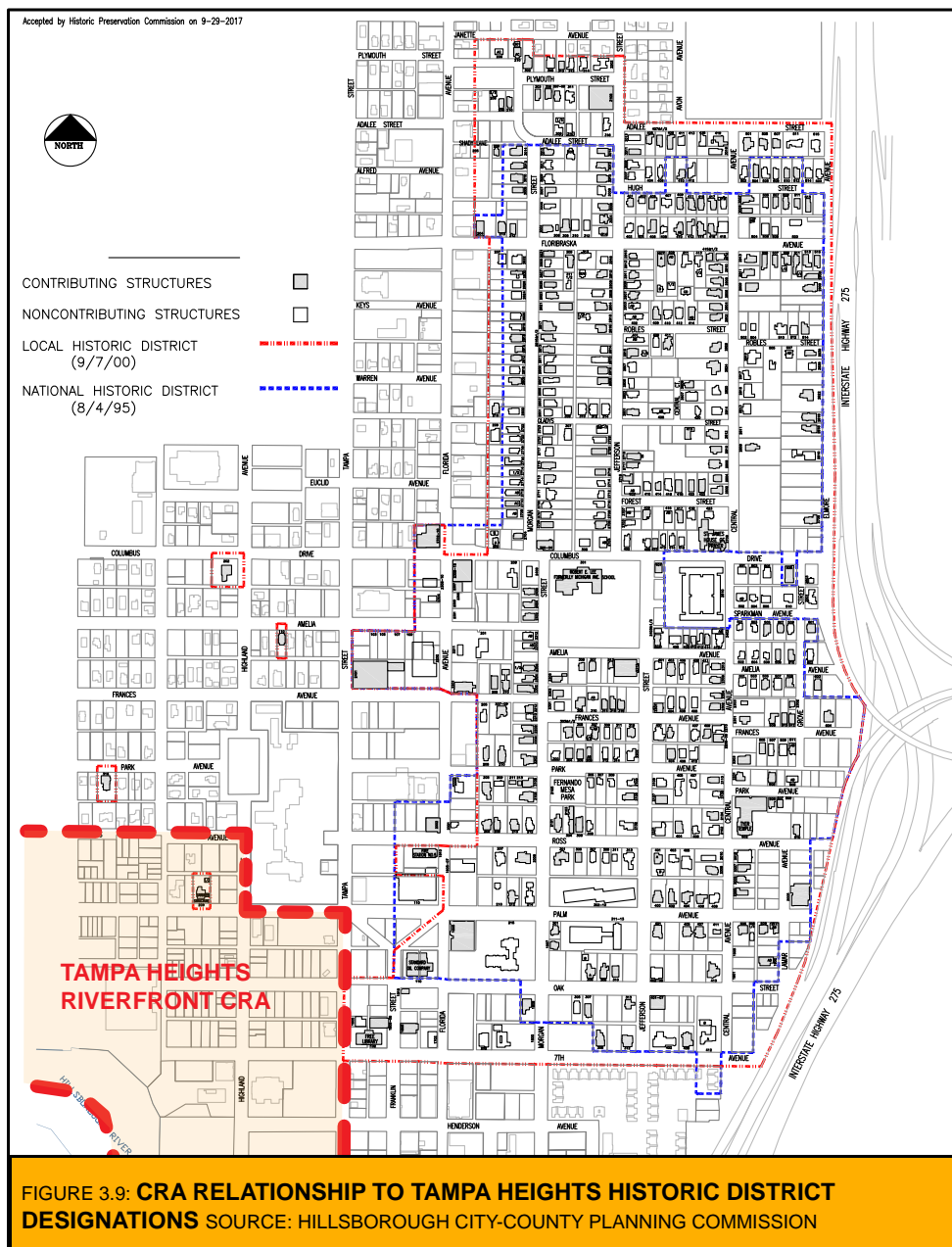


**FIGURE 3.8: TAMPA HEIGHTS RIVERFRONT CRA FUTURE LAND USE MAP**

### 3.5 Tampa Heights Historic District

The Tampa Heights Riverfront CRA is directly west of the Tampa Heights Historic District and has only one local historic designated site within its boundaries. The district was listed on the National Register of Historic Places in 1995 and recognizes the historic character of the eastern portion of the larger Tampa Heights community. This area is characterized mostly by bungalow and vernacular style single-family houses that were constructed during the late 19<sup>th</sup> and early

20<sup>th</sup> centuries. The area also has a number of neighborhood-scale commercial and church structures that were also built this time. The Tampa Heights Historic District shares street front with the CRA for one block along North Tampa Street between East Oak and East 7<sup>th</sup> Avenues. The edge of the CRA is already defined by existing structures at this point and does not adversely impact this part of the Historic district.



### 3.6 Tampa Heights Neighborhood Plan

The Tampa Heights Neighborhood Plan was adopted in 2003 as a long-range conceptual vision for revitalization and growth. This is a community-driven plan that was developed to address a number of issues, from declining physical conditions at the time, preserving the community's heritage as one of Tampa's first suburbs, to the social wellbeing of Tampa Heights residents.

The land area of the Tampa Heights Riverfront CRA is entirely within the boundaries of the Tampa Heights Neighborhood Plan. In the Neighborhood Plan, the CRA area is identified as a Mixed-Use/Office area. Both completed projects in the CRA and redevelopment that's envisioned in the future are consistent with the Tampa Heights Neighborhood Plan.

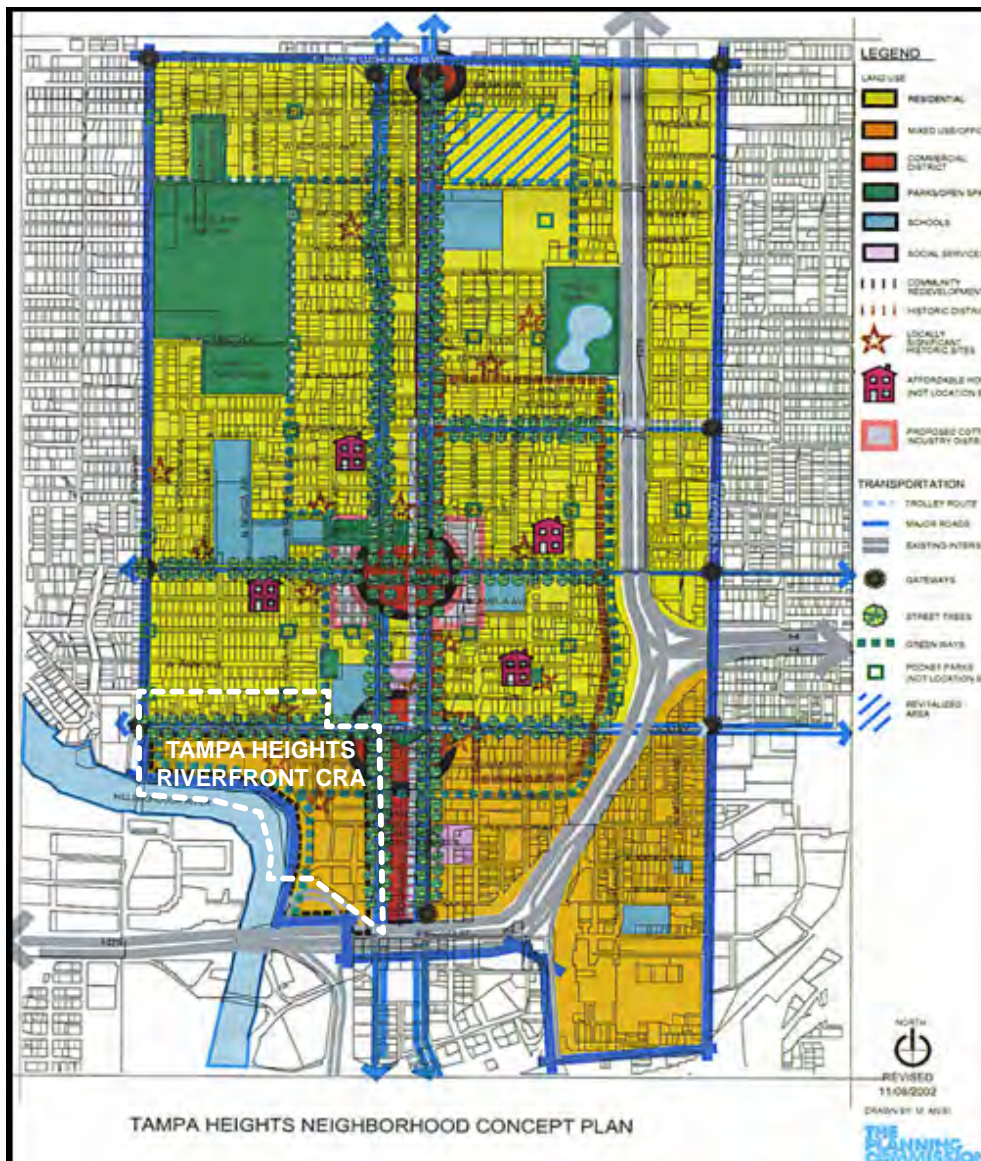
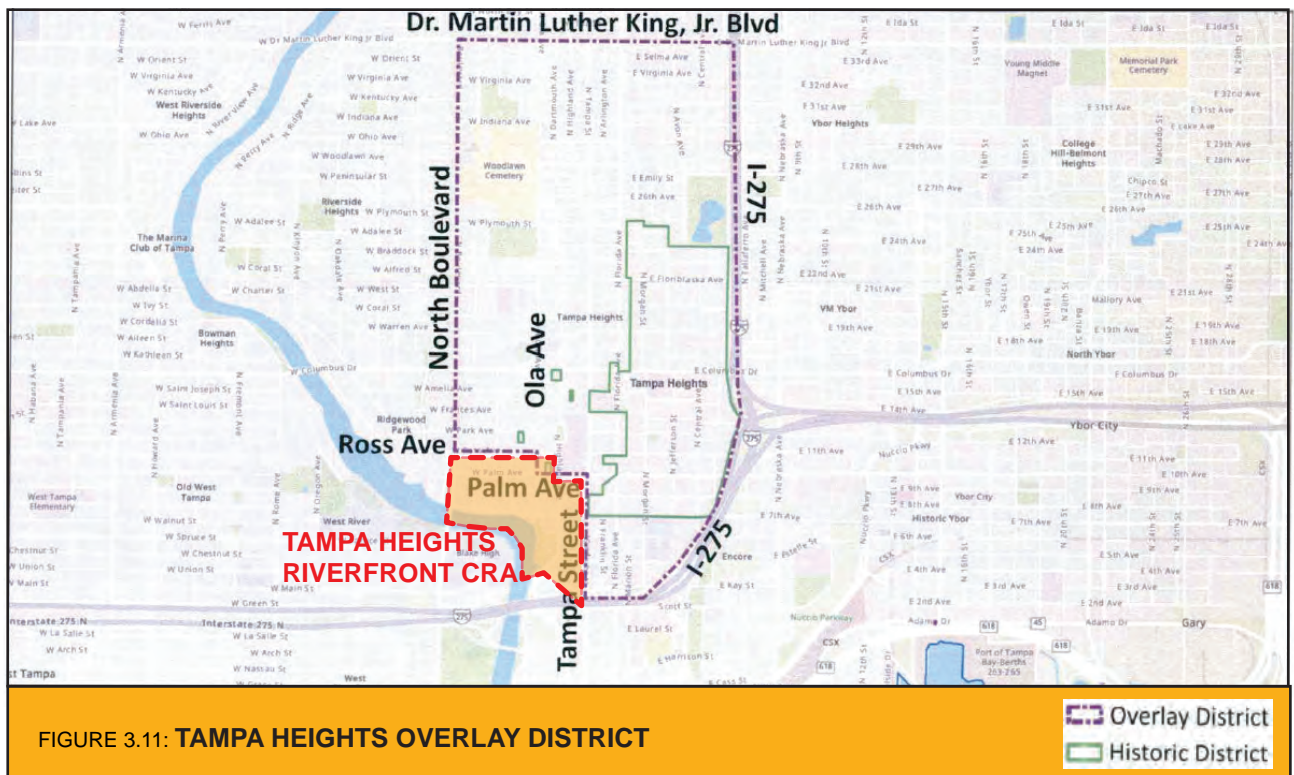


FIGURE 3.10: TAMPA HEIGHTS RIVERFRONT CRA LOCATION RELATIVE TO 2002 TAMPA HEIGHTS NEIGHBORHOOD CONCEPT PLAN

### 3.7 Tampa Heights Overlay District

The Tampa Heights Overlay District was adopted in October 2023. It enacted development standards that facilitate redevelopment that is compatible with the vision for the Tampa Heights community, support walkability, encourage transit-oriented development, and support housing options.

The key components of this amendment address residential development, neighborhood commercial and mixed-use development, and the North Franklin Street corridor. The boundaries of this overlay district skirt the northern and eastern edges of Tampa Heights Riverfront CRA, except for one block bounded by Ross Ave., Highland Ave., Palm Ave., and North Ola Ave. Aside from this, the amendment has no influence on the Tampa Heights Riverfront CRA.



### 3.8 West Tampa Opportunity Zone

The entire area of the Tampa Heights Riverfront CRA is within the West Tampa Opportunity Zone. This is a federally approved program that provides tax incentives to individuals and private-sector businesses that make long-term investments in designated underserved areas. Opportunity Zone Funds generated from this program are typically used to foster community revitalization, job creation and spur growth in disadvantaged neighborhoods. This program does not appear to be in use by investors in the Tampa Heights Riverfront CRA.

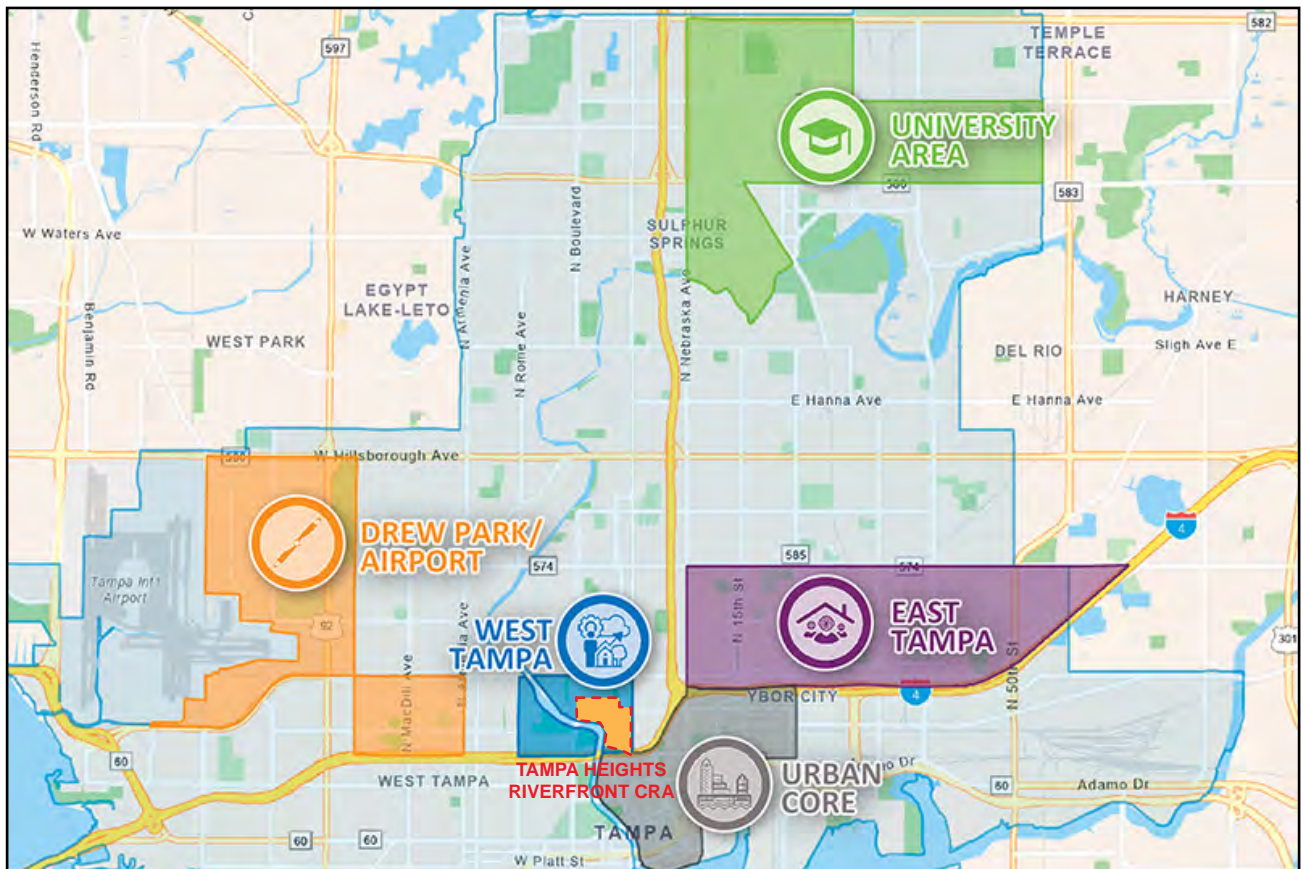
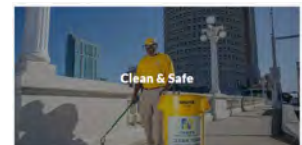


FIGURE 3.12: TAMPA HEIGHTS RIVERFRONT CRA WITHIN THE WEST TAMPA OPPORTUNITY ZONE

### 3.9 Tampa Downtown Partnership Special Services District (SSD)

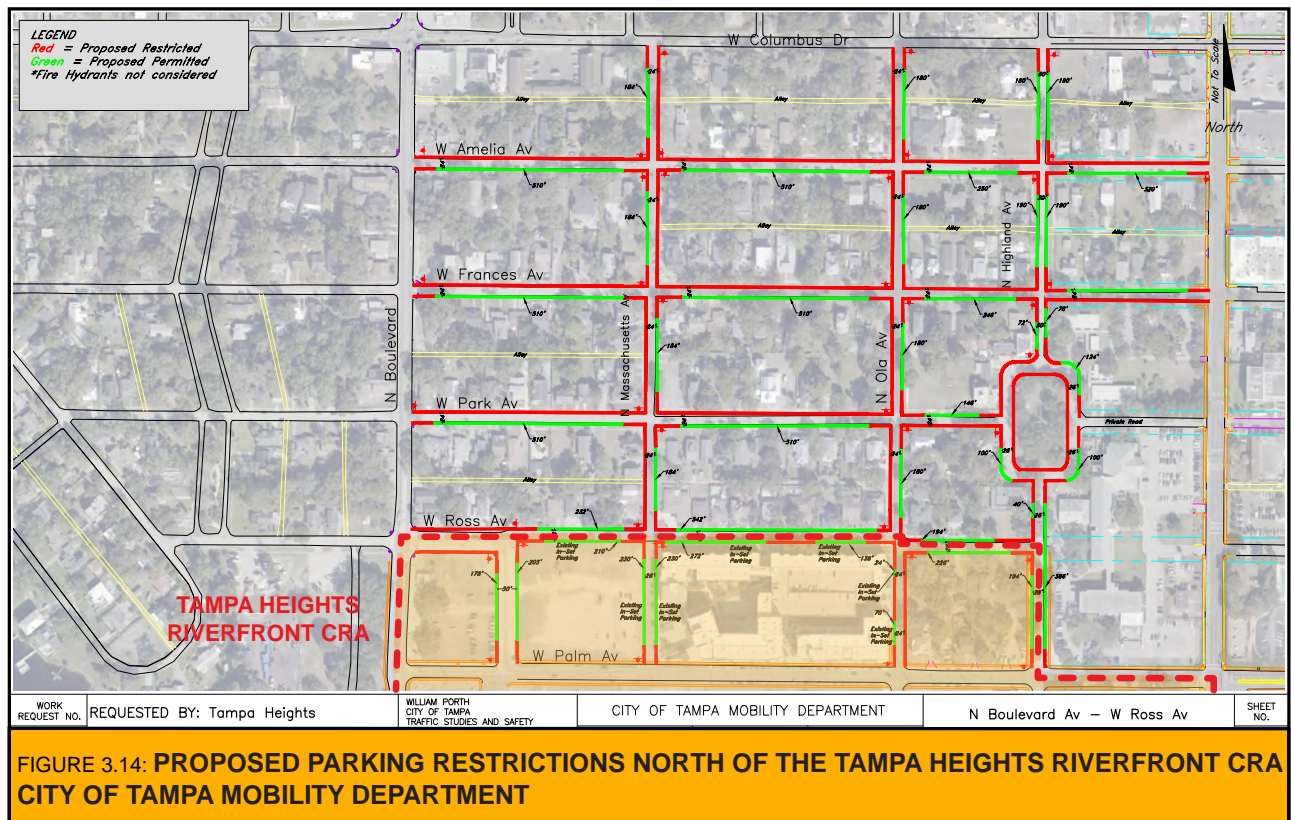
The Tampa Downtown Partnership administers a Special Services District (SSD) that encompasses seven Downtown neighborhoods – overlapping with several CRA districts. In partnership with the City of Tampa, the Special Services District operates as a business improvement district (BID) program throughout seven Downtown neighborhoods. The SSD provides additional services to the business community that go “above and beyond the standard services provided by the City of Tampa”. The boundaries of the SSD skirt the eastern edge of Tampa Heights Riverfront CRA, with only a small portion south of 7<sup>th</sup> Avenue within it. The SSD is proposing a

place-branding program in the Tampa Heights community that would install certain visual elements adjacent to the CRA. This program is intended to support a unique visual experience and capture the heritage of the area. These features could include signage, pole-mounted banners, information kiosks and other graphic elements, all within the public realm. These features should be coordinated with other visual elements that currently exist and are proposed to be installed in the Tampa Heights Riverfront CRA for a cohesive look to public realm conditions in the larger Tampa Heights community.



### 3.10 Proposed Parking Restrictions

As the Tampa Heights Riverfront CRA has become a well-known and sought-after destination, the availability of public parking in the area has become a challenge. Some visitors to the area are parking in the adjacent residential neighborhood to the north and limiting on-street parking for residents. This proposal for parking restrictions would limit on-street parking to one side along streets north of West Ross Avenue and provide permitted parking for several street frontages in the northwest portion of the CRA. This proposal was requested by residents in the area in 2020 and was generated by the City's Mobility Department. To date, this proposal has not been adopted.



### 3.11 Tampa Walk-Bike Plan

In 2016 the City of Tampa and the Metropolitan Planning Organization (MPO, now TPO) completed the Tampa Walk-Bike Plan Phase V Study. The purpose of this study was to identify a connected pedestrian and bike trail network through different neighborhoods in the city. This study identified two potential connections to the Tampa Heights Riverfront CRA from the north. Both are in Segment H of the network. One of these is the on – street trail along North Boulevard. This segment was intended to connect with the Riverwalk extension to this area. Currently, there are bike lanes on both sides of North Boulevard at the intersection of West Ross Avenue and the North Boulevard Bridge across the Hillsborough River. However, the Riverwalk extends underneath the Bridge and it's not clear how this connection will be made.

The other connection that was identified in the Walk-Bike Plan to the CRA was the on-street trail along North Ola Avenue. This is an historic brick-paved street. While it does have sidewalks on both sides of the street, it does not have any designated bike lane markings.

The CRA has bike lanes on two streets that were included in the new rights of way alignments completed in 2017. West Palm Avenue has a bike lane on both sides of the street from North Boulevard east to North Tampa Street and North Highland Avenue has a bike lane on its east side from west Palm Avenue south to West 7<sup>th</sup> Avenue.

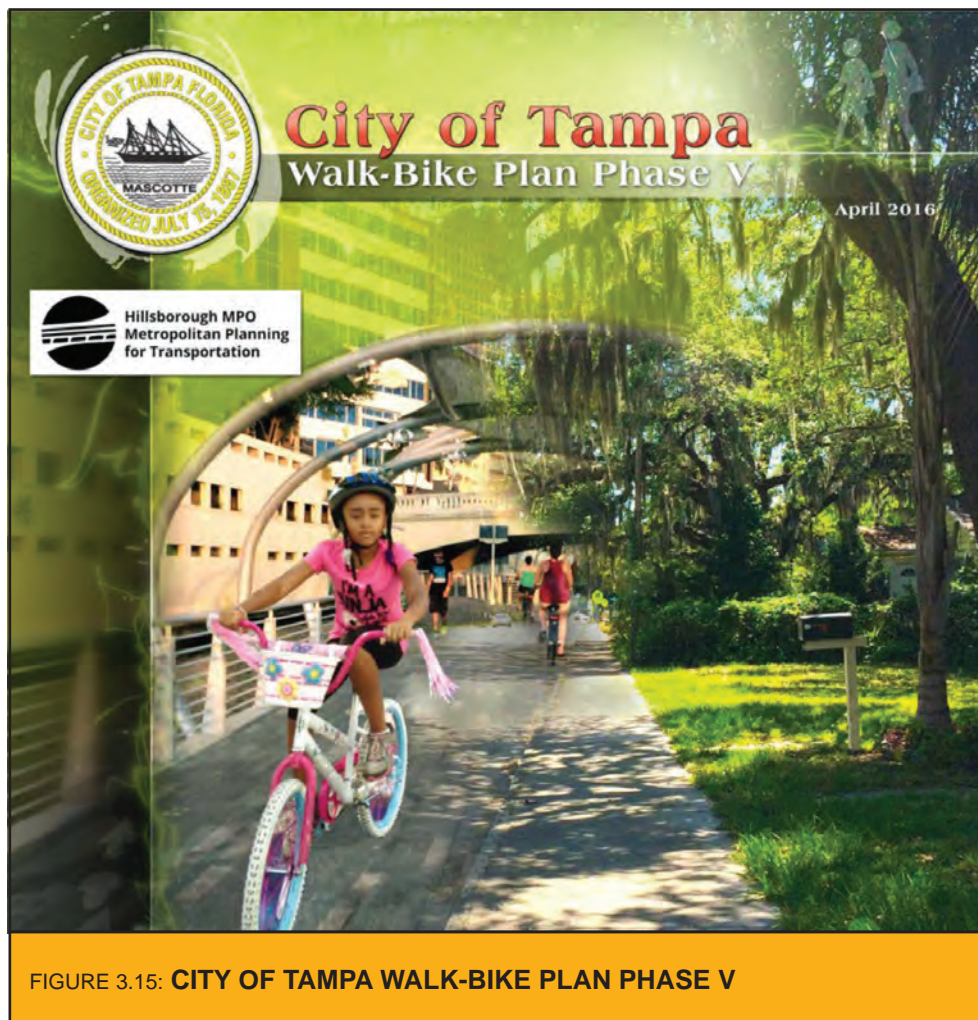
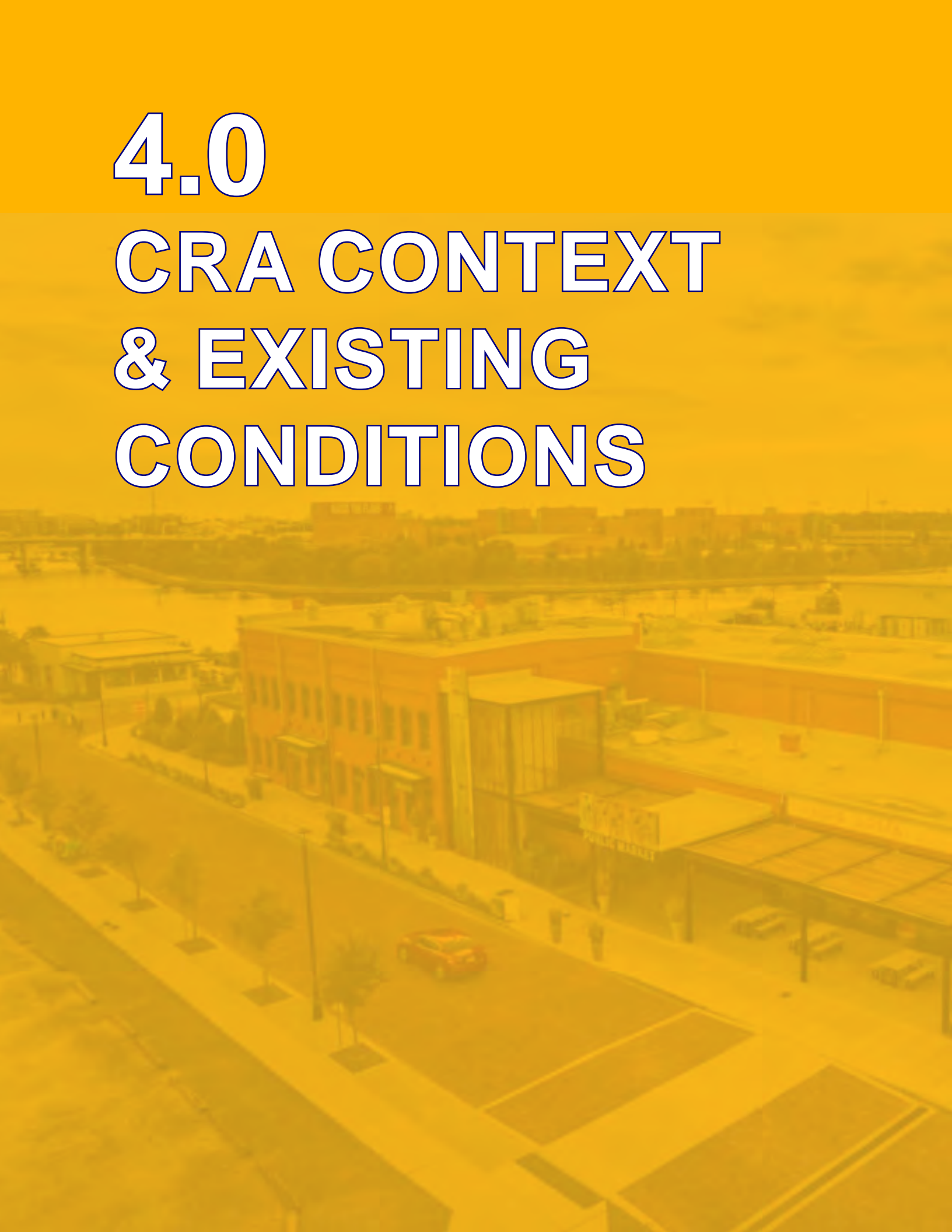


FIGURE 3.15: CITY OF TAMPA WALK-BIKE PLAN PHASE V

# 4.0

## CRA CONTEXT & EXISTING CONDITIONS



## 4.0 CRA CONTEXT AND EXISTING CONDITIONS

### 4.1 CRA Land Area

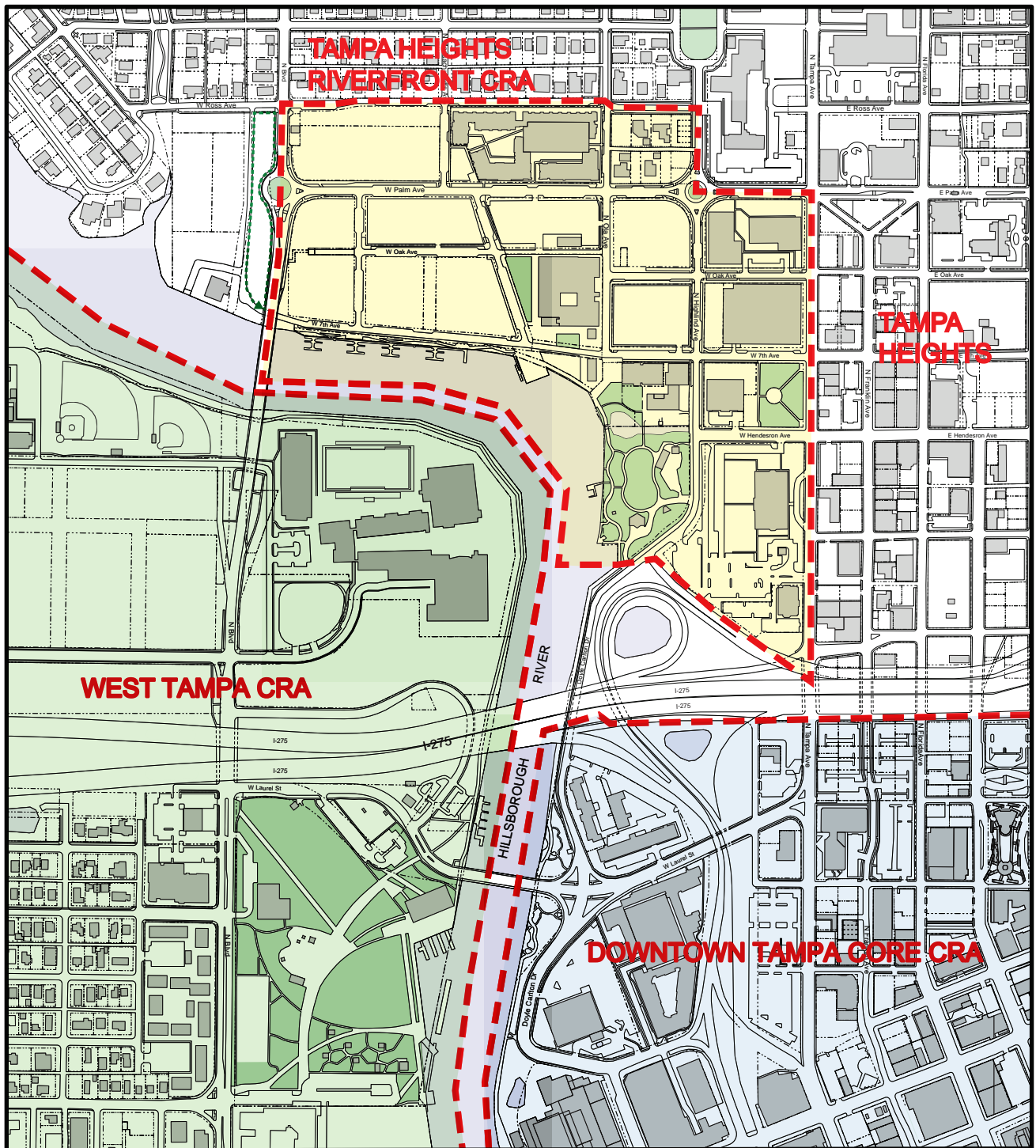
The Tampa Heights Riverfront CRA consists of 77 acres of contiguous land in the southwest portion of the Tampa Heights community. It encompasses thirteen block/parcels of varying sizes within a mostly orthogonal street grid. The land mass is mostly flat and has a gradual slope south and west towards the Hillsborough River. The district's boundaries are defined primarily in the middle of area street rights of way and the middle of Hillsborough River. This CRA is directly north of the Downtown CRA but is separated by the Interstate-275 viaduct to the south. With a shared boundary in the middle of the River, the West Tampa CRA is directly west of the Tampa Heights Riverfront CRA. Where the boundaries of district are centered on a street, the CRA Plan focuses only on the side of the street that is within the CRA boundaries.

### 4.2 CRA Edge Conditions

The Tampa Heights Riverfront CRA has three distinct edge conditions. The most significant of these is the Hillsborough River waterfront at its western edge. This riverfront setting provides the district with expansive vistas south towards the Downtown skyline and west towards the North Boulevard Bridge, Howard W. Blake High School, and the West Tampa CRA where the West River project is under development. In addition to this, the Tampa Heights Riverfront CRA is the northern terminus of the Tampa Riverwalk as it extends north from Downtown. This pedestrian path is expected to eventually connect with the Green Spine inter-neighborhood path system which will provide greater access to the CRA from the north.



FIGURE 4.1: AERIAL VIEW OF TAMPA HEIGHTS RIVERFRONT CRA LOOKING NORTHEAST



**FIGURE 4.2: TAMPA HEIGHTS RIVERFRONT CRA EXISTING CONDITIONS & SURROUNDING CONTEXT**

The Tampa Riverwalk is a 2.6-mile pedestrian esplanade along the Hillsborough River. This pedestrian system connects the CRA with a series of cultural facilities, businesses, public open spaces to the south and other pedestrian amenities to the south along the edge of the

Downtown waterfront. Waterworks Park, at the southern end of the CRA is one of the major public open spaces along the Riverwalk adding vibrancy to the area and creating a destination for nearby residents as well as visitors from across the Tampa Bay region.

The CRA is directly south of established residential areas with mostly single-family structures that were erected from the early 20th century up to recent years. This part of the Tampa Heights and Ridgewood Park communities have a residential density of approximately eight to ten dwelling units per acre. These areas are directly connected to the Tampa Heights Riverfront CRA through a regular grid of residential streets.

At the northeast corner of the CRA is Brewster Technical College. This institution is directly across West Palm Avenue and the CRA's northern boundary. This is a post-secondary technical institution that's part of the Hillsborough County

School system that has a two-story campus. Buildings on this campus are at least one hundred-fifty feet away from the West Palm Avenue right of way.

At the eastern edge of the CRA is the North Tampa Street commercial corridor. This is a busy State-owned, one-way thoroughfare headed south into Downtown. It has a 65-foot wide right of way with three vehicle lanes and a bike lane along its western side. Along the 1/3-mile edge of the CRA, North Tampa Street has six intersecting side streets leading directly into the CRA. However, only two of these have traffic signals with east-west pedestrian crosswalks –

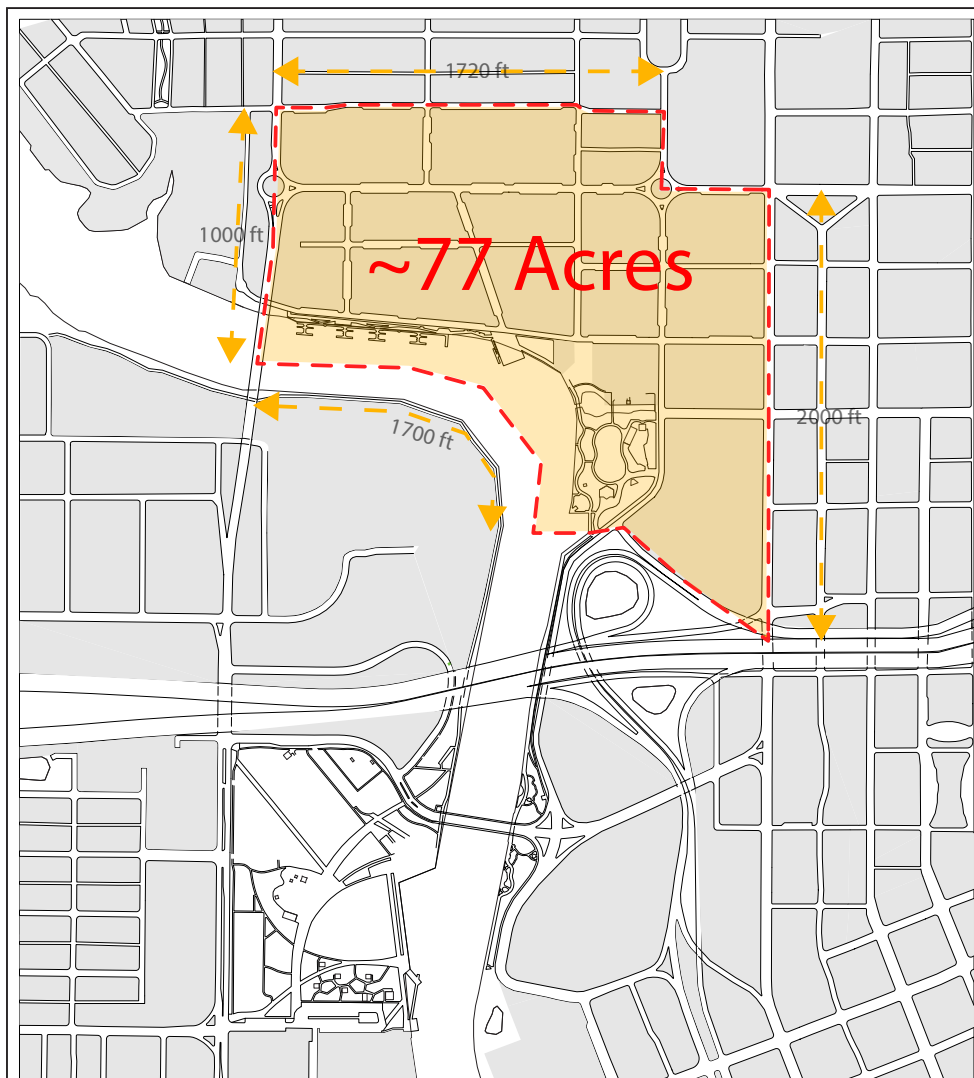
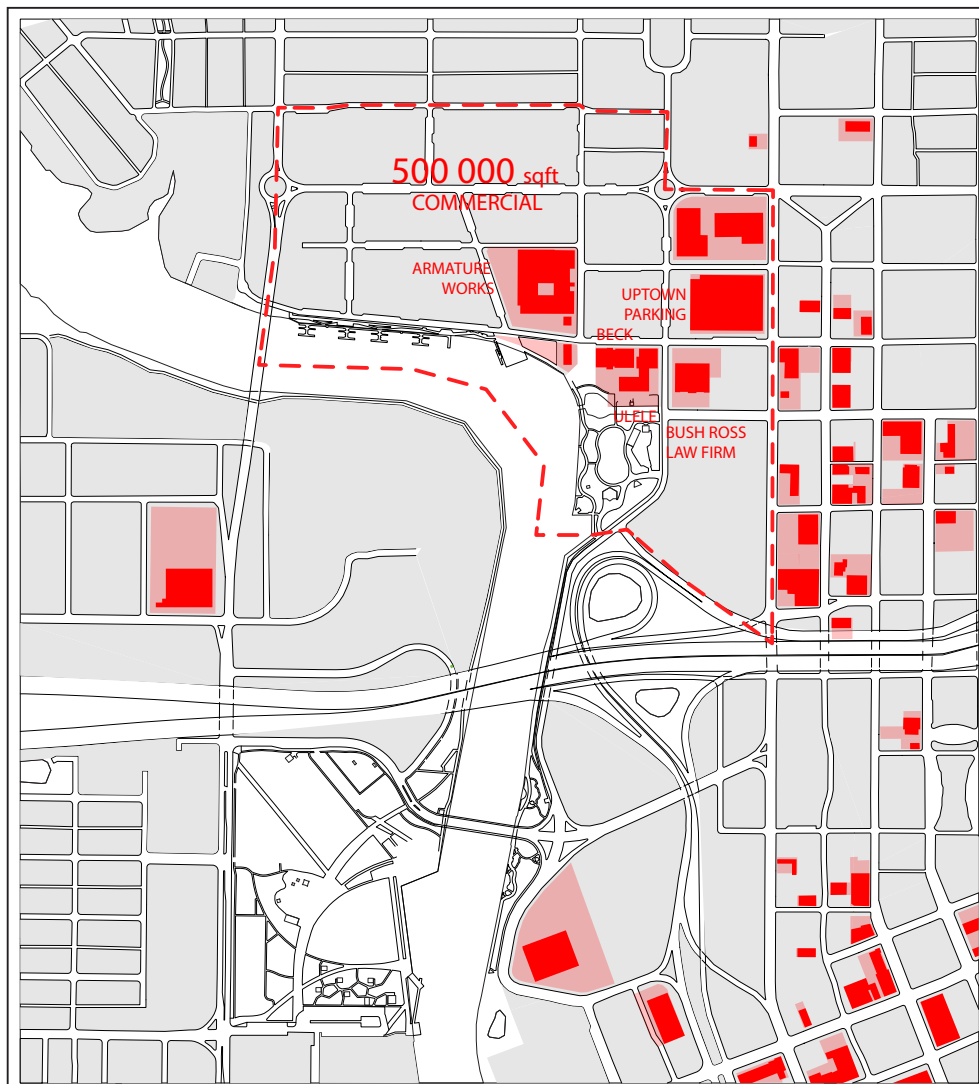
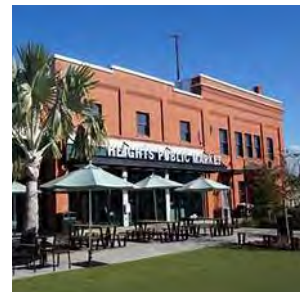


FIGURE 4.3: CRA AREA



**FIGURE 4.4: COMMERCIAL BUILDINGS**

375 000 sqft OFFICE  
120 000 sqft RETAIL



one at East Palm Avenue and the other at East Kay Street next to Interstate-275. Hillsborough Area Regional Transit Authority (HART) operates two bus routes along this corridor. On the western side of North Tampa Street, the CRA edge is defined by the Heights Union office complex, its parking structure with the Sprouts supermarket at ground level, Phil Bourquardez Park, Stetson College of Law and the Hillsborough County Bar Association - Chester H. Ferguson Law Center.

One block east of the CRA is the North Franklin Street corridor. This was one of Tampa's first neighborhood main streets as it extends north from Downtown. It has a number of historic low-

rise commercial structures that were built prior to and after the turn of the 20th century. Several were constructed with an atypical tan colored brick. Today, this portion of North Franklin Street is often referred to as the "Yellow-Brick Row". Two short blocks east of the CRA is the North Florida Avenue corridor, which extends one-way north out of Downtown. Along with North Tampa Street, these two corridors function as a one-way vehicular pair through the Tampa Heights community and are flanked by most of the area's commercial and institutional uses. This diversity contributes to the mixed-use nature of the Tampa Heights Riverfront CRA's eastern edge.

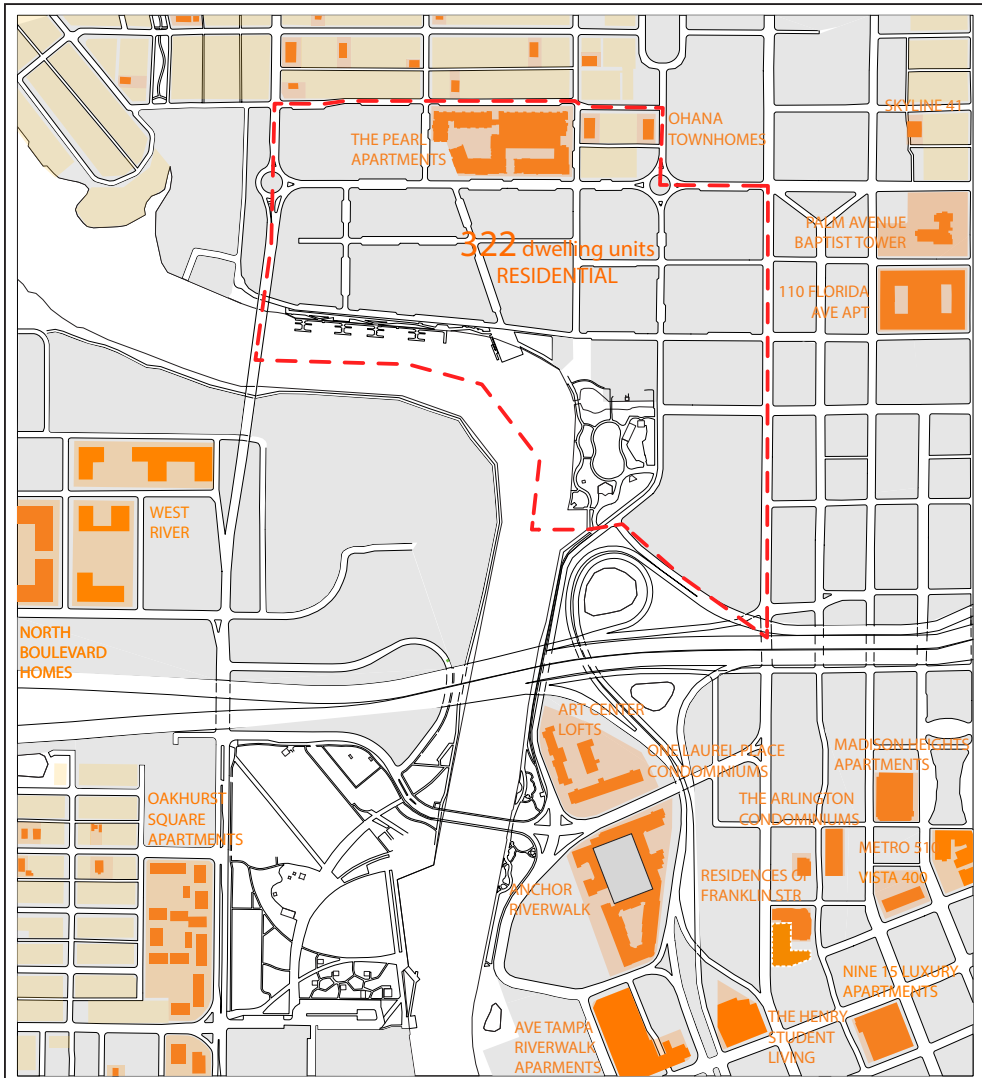
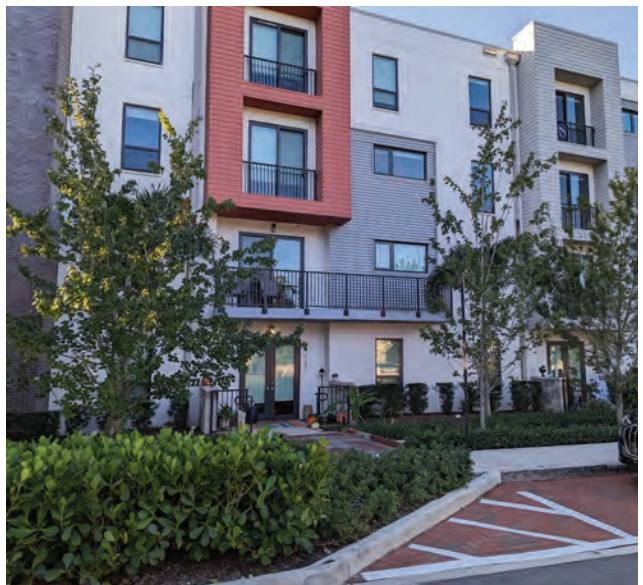
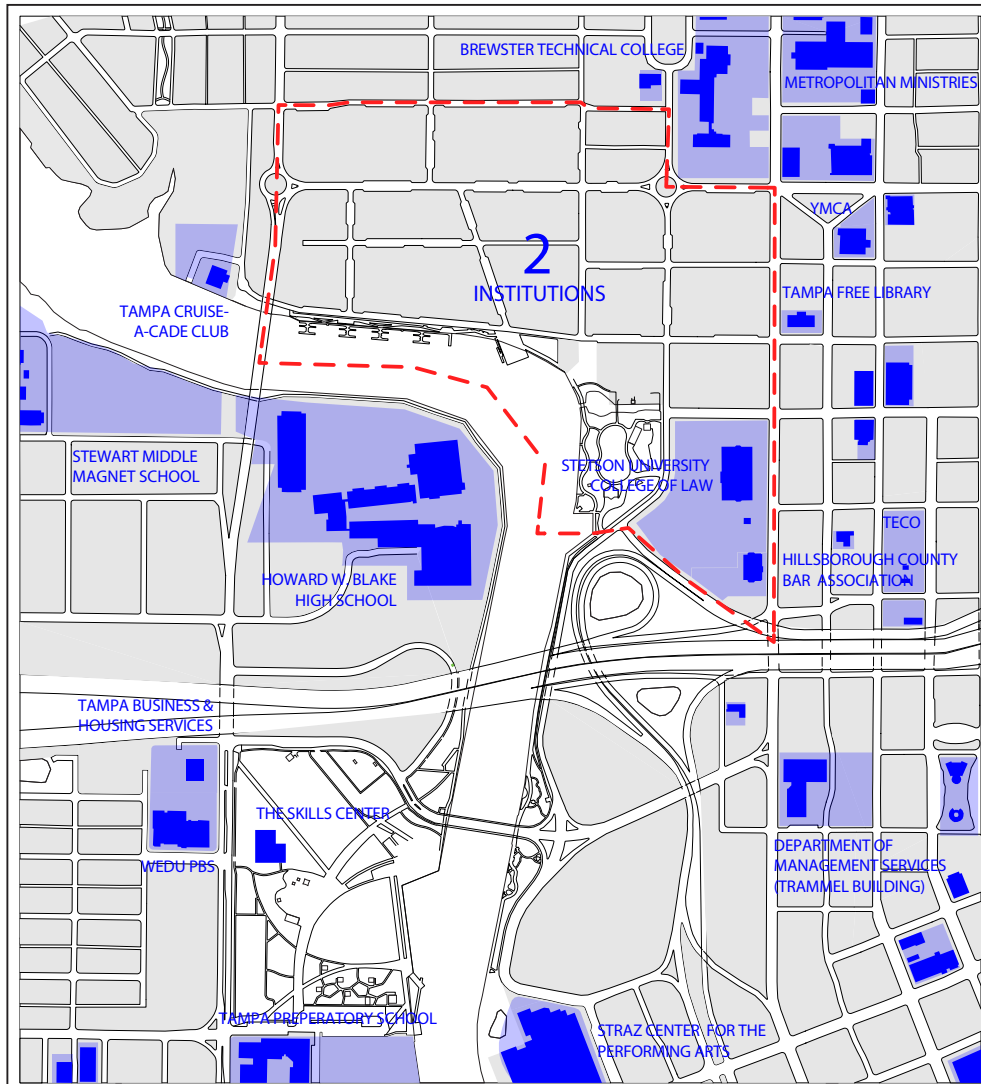


FIGURE 4.5: RESIDENTIAL BUILDINGS

MULTI-FAMILY & SINGLE FAMILY

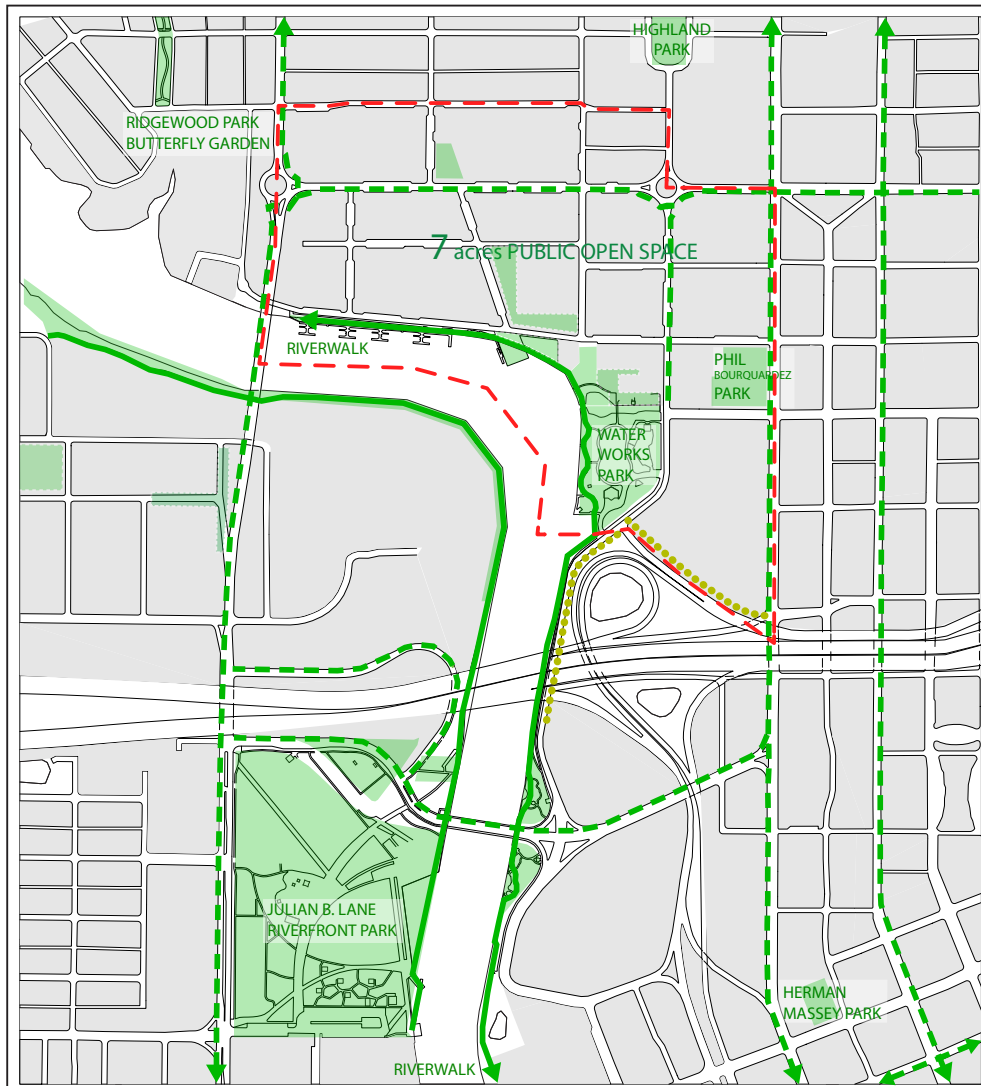




**FIGURE 4.6: INSTITUTIONAL BUILDINGS**

**PUBLIC & PRIVATE**



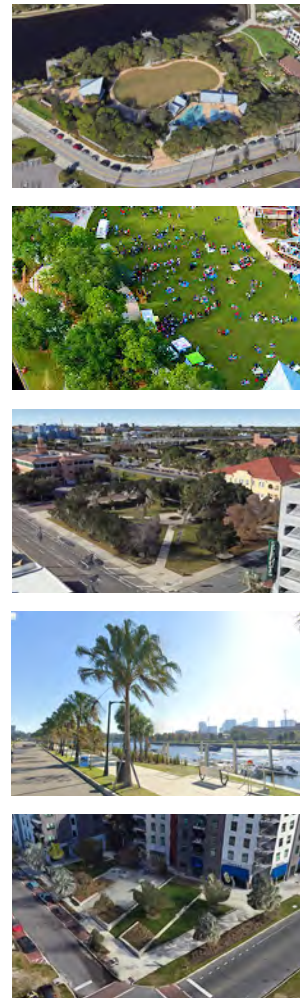


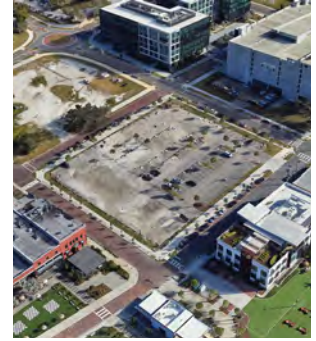
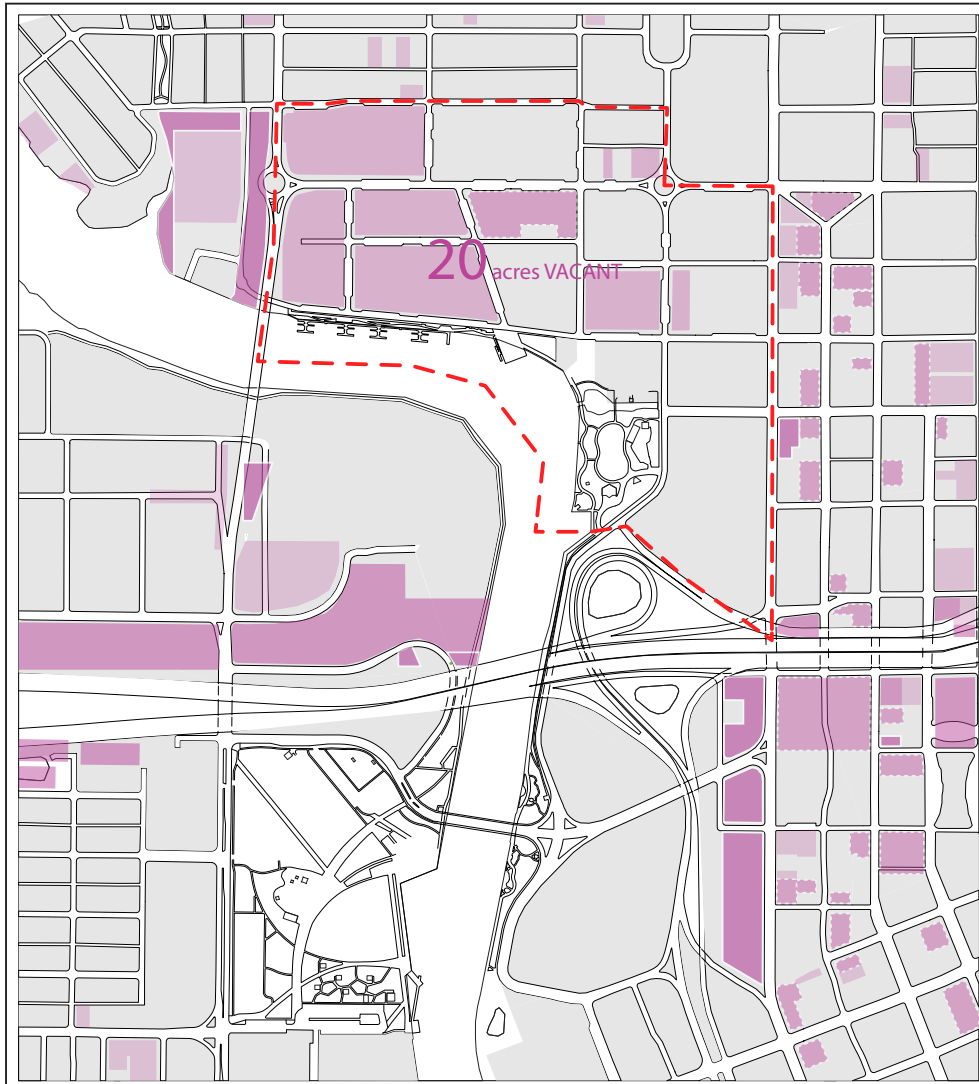
**FIGURE 4.7:**  
**OPEN SPACE,**  
**BIKE PATHS &**  
**TRAILS**

.....  
 Proposed  
 Sidewalk  
 Extension

--- Bike Path  
 — East and West  
 Riverwalk

Public  
 Open Space  
 Private  
 Open Space

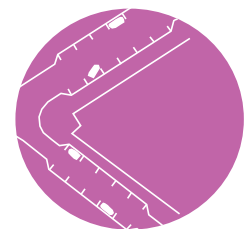
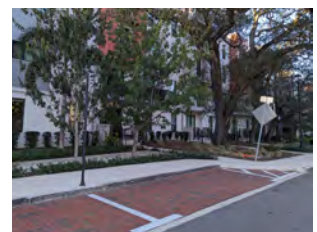
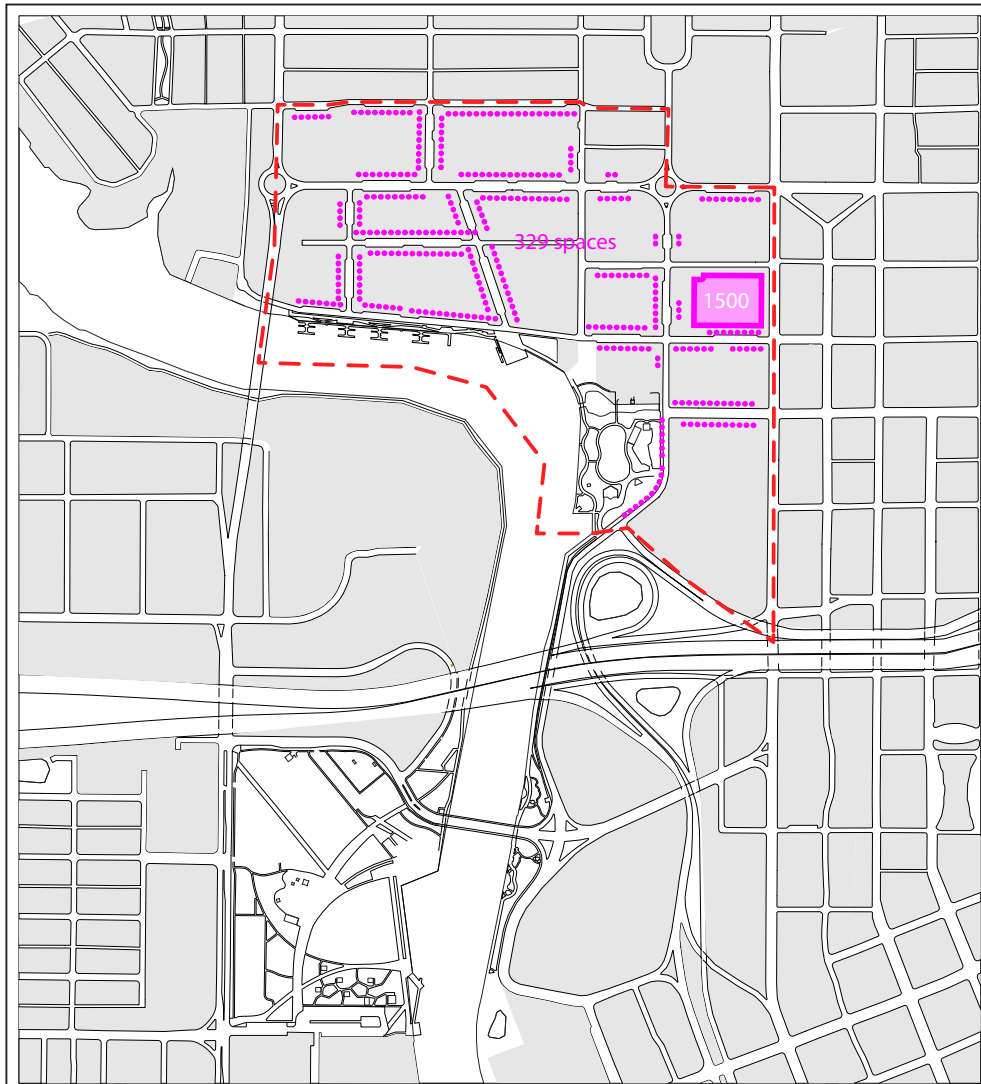




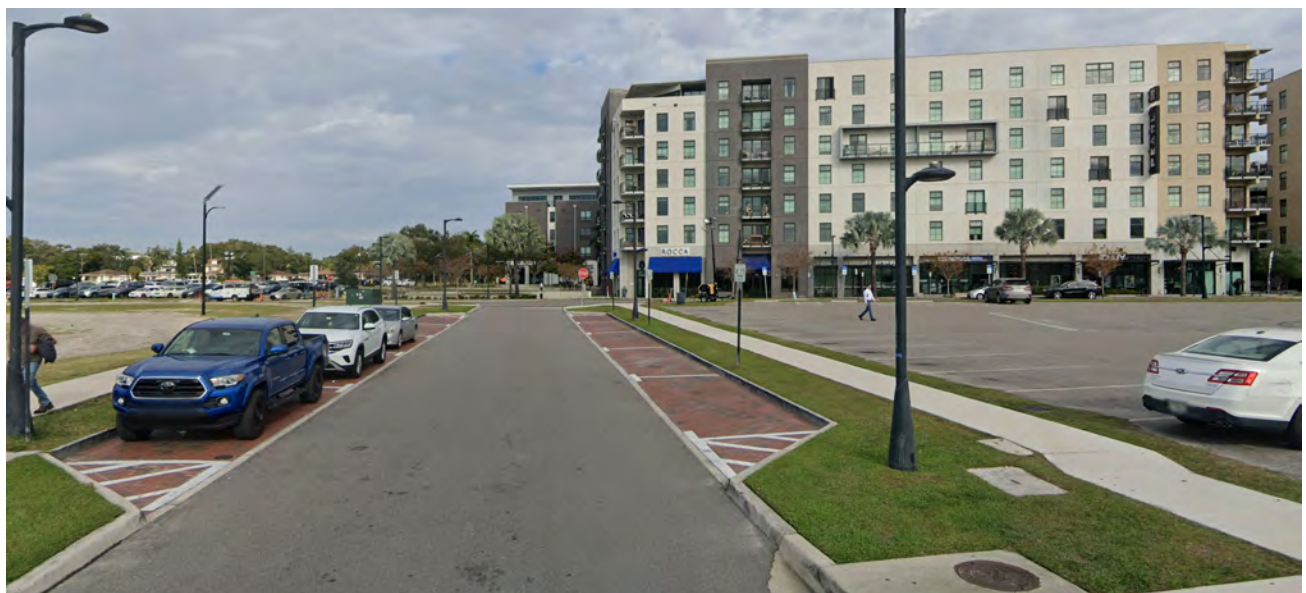
**FIGURE 4.8:**  
**VACANT PARCELS**

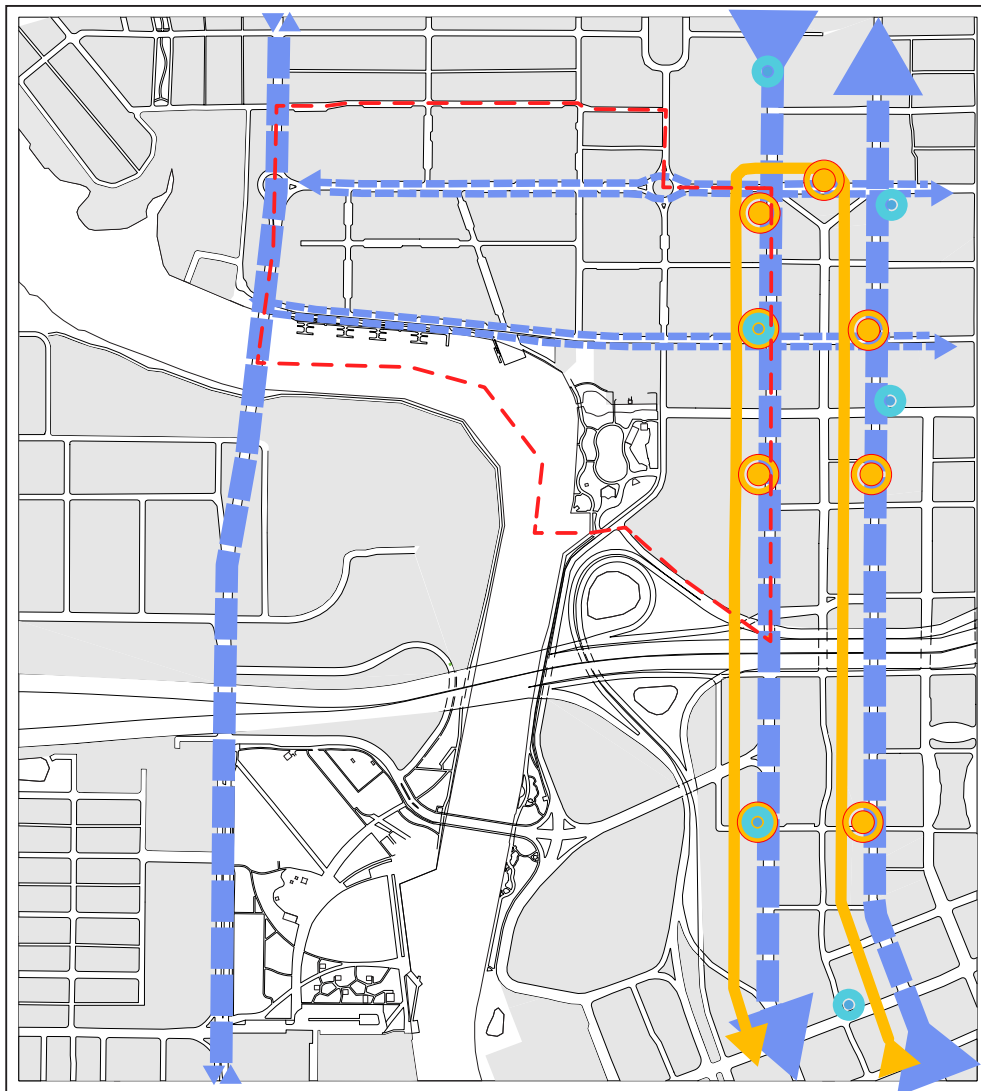
	SURFACE PARKING		VACANT (PRIVATELY OWNED)
			VACANT (CITY OWNED)





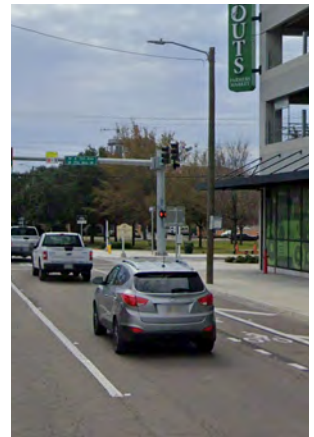
**FIGURE 4.9:**  
**PARKING**      ..... PUBLIC (ON-STREET)      ■ PRIVATE GARAGE      1829 spaces TOTAL





**FIGURE 4.10:**  
**TRANSPORTATION**  
**FEATURES**

-  HART BUS STOP
-  PROPOSED STREETCAR STOP
-  MAJOR ARTERIAL
-  PROPOSED STREETCAR ROUTE



# 5.0

# NEED FOR REDEVELOPMENT



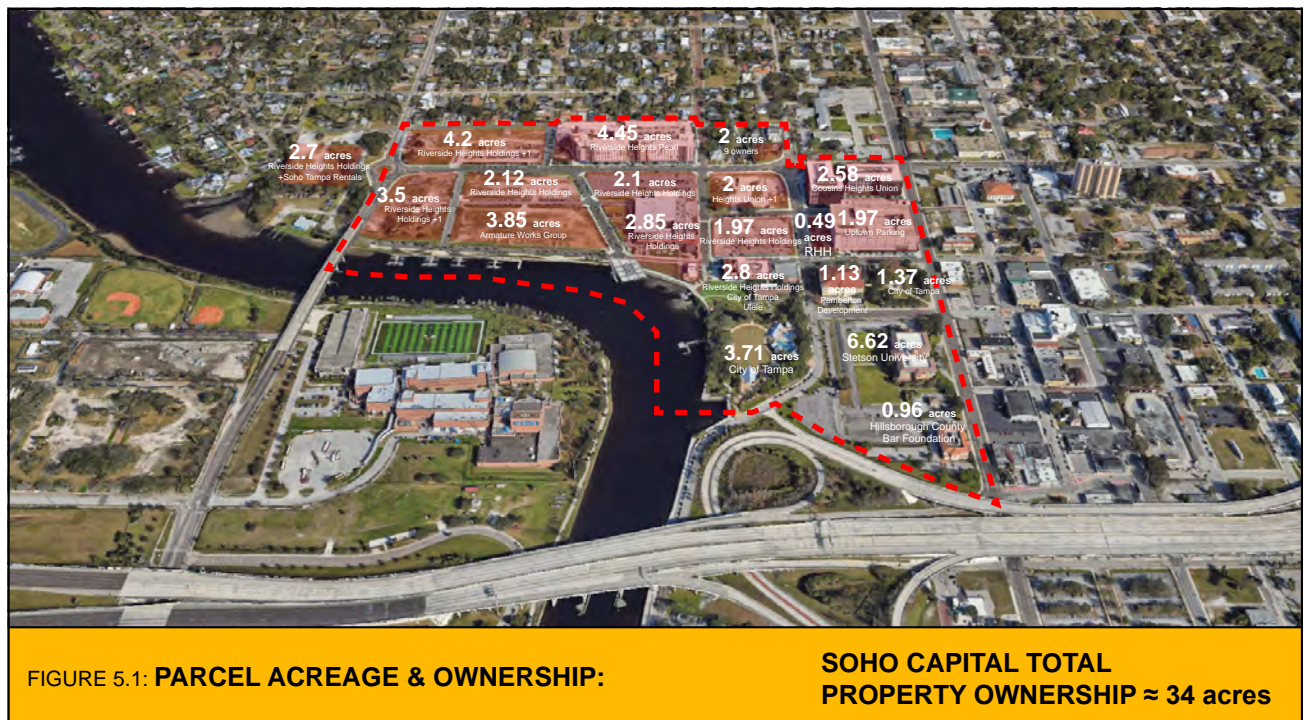
## 5.0 NEED FOR REDEVELOPMENT

### 5.1 District Needs Assessment and Remaining Redevelopment Opportunities

The need for redevelopment in the Tampa Heights Riverfront CRA is manifold. Redevelopment in this area was initiated in 1999 with the adoption of the Old Tampa Police Department Site Community Redevelopment Area designation and the first edition of the Tampa Heights Riverfront CRA Plan. Redevelopment efforts were stalled during the early years until the Stetson Law School structure was erected in 2004 as the first major investment in the CRA. The level of investment has intensified since 2016 when a new public-private partnership was established between the City of Tampa Community Redevelopment Agency and SoHo Capital, LLC. To date the level of combined private, public and institutional investment in the CRA exceeds over half a billion dollars. To facilitate a long-term, phased redevelopment strategy, the primary landowner/developer in the CRA (SoHo Capital, LLC) is utilizing a Planned Development Alternative PD-A) zoning district designation for phased or incremental development. This designation, along with the approved

master plan allows for a flexible and strategic approach for ongoing redevelopment efforts in the CRA. With over 20 acres of developable land remaining, SoHo Capital's updated master plan will provide a visual road map for the CRA's long-term buildout. The objectives of the current redevelopment strategy comply with the mission of the Community Redevelopment Agency. This approach will facilitate the ongoing transformation of the district into a mixed-use urban village in the Tampa Heights community.

The framework for future development in the Tampa Heights Riverfront CRA is established by the primary property owner's master plan. As part of The Heights project's phased development strategy, future buildings will add to the area's development patterns and physical definition. The planned mix of uses and activities will complement existing conditions in the area and contribute to its vibrancy and appeal as a destination at the northern terminus of the Riverwalk. Completion of the structures and



other features of the property-owner’s master plan will be critical in realizing the full economic development potential of the Tampa Heights Riverfront CRA.

An additional need in the CRA is the realization of affordable housing. Ongoing redevelopment initiatives are required by Florida Statute 163. The Tampa Heights Riverfront CRA should identify opportunities for an affordable housing component.

## 5.2 Ongoing Redevelopment

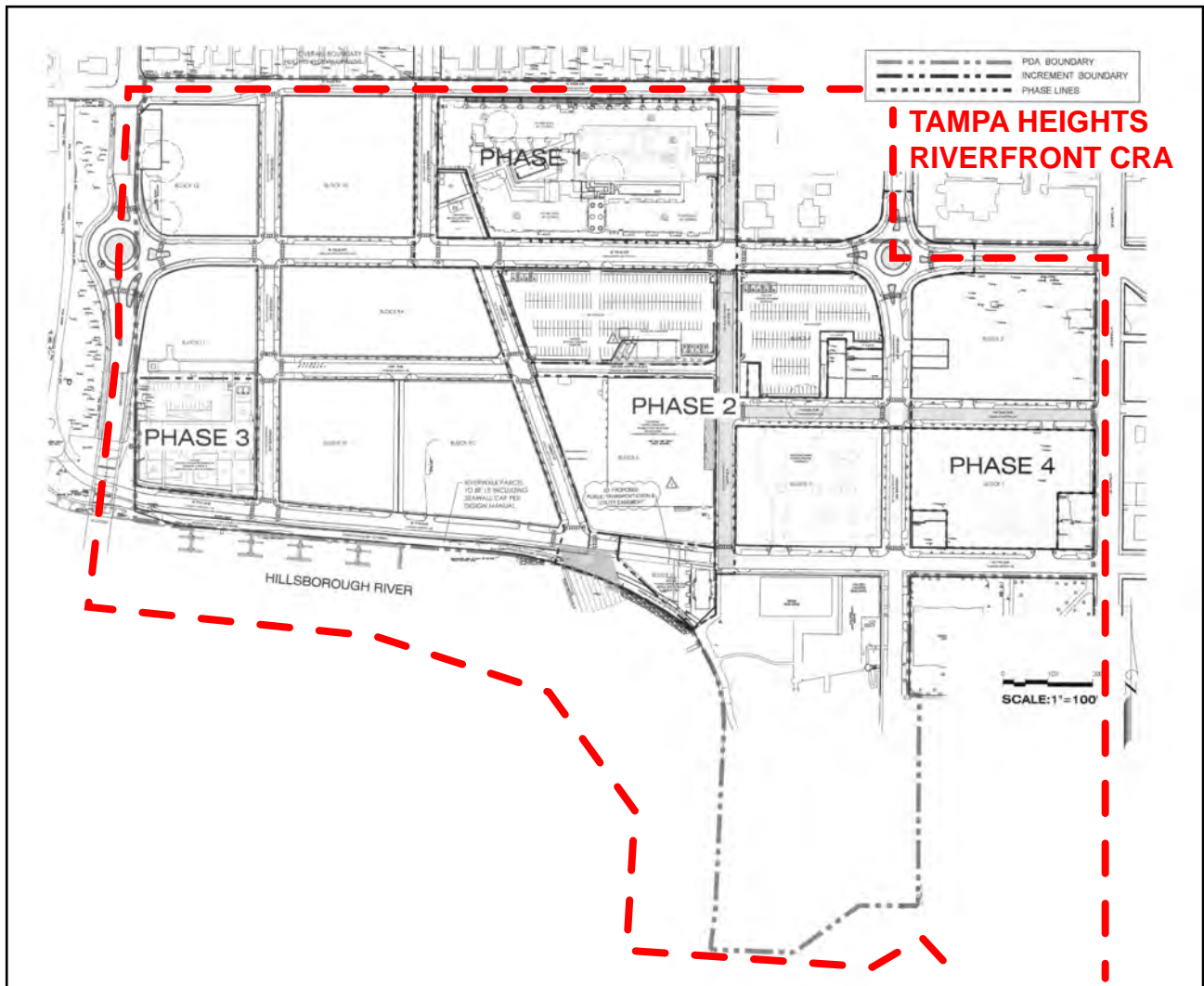
### 5.2.1 The Heights Development Master Plan

Most of the land in the Tampa Heights Riverfront CRA has been assembled by one property owner. SoHo Capital, LLC, a local real estate development and investment company controls approximately 75% of the land within the CRA boundaries and is its primary private-sector investor in the CRA. As a public-private partnership initiated in 2015 for the purpose of redeveloping the area initially designated as the Old Tampa Police Department Site Community Redevelopment Area, “The Heights” development has established a planning and development framework for accomplishing this objective. To date, the City’s private-sector partner has completed several structures, implemented a major infrastructure initiative and public amenities within the CRA – all as part of a long-range redevelopment strategy. The updated master plan for development

envisions a range of building types, primary, secondary and complementary uses, and public realm amenities. This plan has been adopted as the vision for the future of the Tampa Heights Riverfront CRA. In 2017 The Heights development secured a Planned Development – Alternative (PD-A) zoning district designation for the entire project to facilitate phased buildout of the remaining developable land in the CRA. To date, this project’s redevelopment initiatives have delivered seven different structures to the local market that vary in size and usage programs. These structures represent four real estate asset classes and include a mixed-use urban food hall/event space, two office buildings, a multi-use parking garage with a ground-floor supermarket, a medium density multi-family residential (apartment) complex and a walk-up patio restaurant. The current mix of uses in this development is proving to be a catalyst for revitalization as intended by the initial Tampa Heights Riverfront CRA Plan and the Tampa Heights Neighborhood Plan. Although far from complete, the level of economic vitality and public realm vibrancy that has been generated by this early phase of development is contributing to the transformation of the area into an active mixed-use urban village.



**FIGURE 5.2: THE HEIGHTS DEVELOPMENT CONCEPTUAL MASSING AT FULL BUILD-OUT (2014 MASTER PLAN VISION) SOURCE: SOHO CAPITAL**



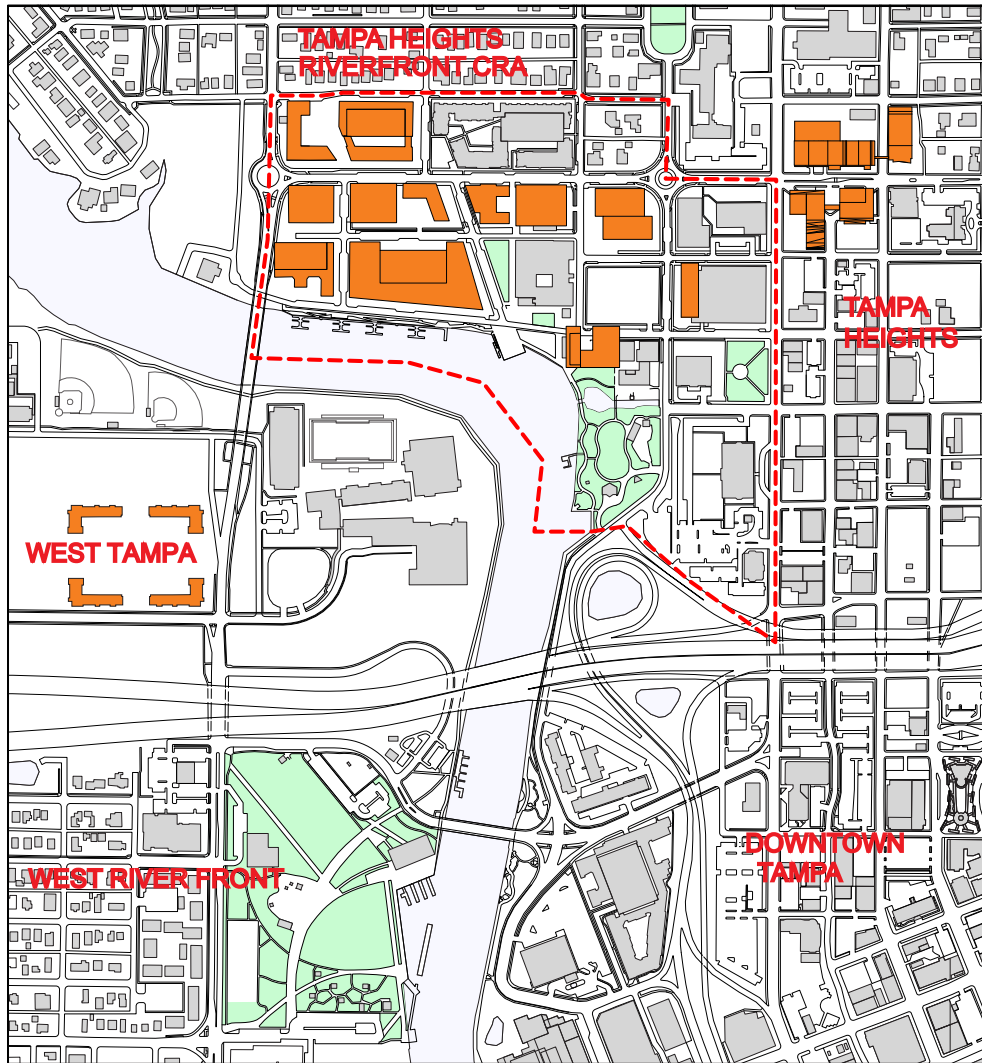
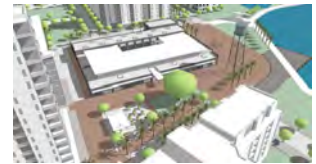
**FIGURE 5.3: THE HEIGHTS REDEVELOPMENT OVERALL PD-A & INCREMENTAL SITE PLAN**  
 SOURCE: THE HEIGHTS COMMUNITY DEVELOPMENT DISTRICT

Future development on vacant parcels in the CRA could yield up to eleven or more additional structures as The Heights development advances towards buildout in the future. These structures will incorporate a mixture of uses that would increase both population and building density in a concentrated area and add to the intensity of uses and activities in the CRA. These conditions, along with the Riverwalk, proposed transit connections to the area and other public realm amenities, are beneficial for transforming the CRA into a diverse, accessible and connected urban village. As part of a long-term development approach, this project’s zoning designation provides flexibility for transferring uses and density from one parcel to another. The total

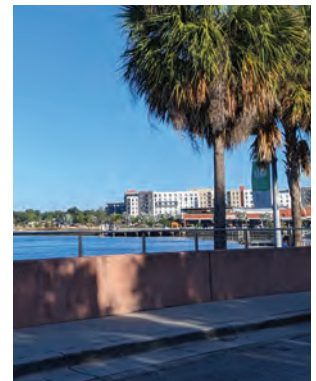
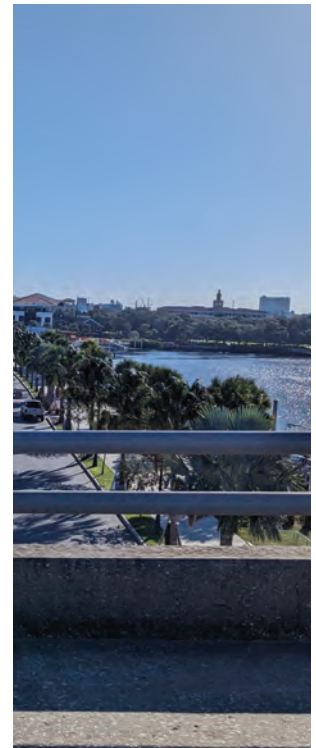
build-out for this project will likely produce individual structures with varying heights, massing, and densities. The Heights master plan will ensure that future structures are completed in a coordinated manner. Portions of the ground floors of future structures in this development could include commercial frontages to create and activate certain street edges and provide continuity with similar conditions in the Pearl Apartments complex. This project is being completed within a PD-A (Planned Development – Alternative) zoning district. As such, they are creating a phased multi-building, mixed-use urban village as the major feature of the Tampa Heights Riverfront CRA.



**FIGURE 5.4: CONCEPTUAL VISION OF FUTURE CONDITIONS IN THE HEIGHTS DEVELOPMENT**



**FIGURE 5.5: THE HEIGHTS DEVELOPMENT CONCEPTUAL MASTER PLAN PROPOSED BUILD OUT**



## 5.2.2 The Heights Community Development District (CDD)

The Heights CDD is a local unit of special purpose government system that was created under Chapter 190 of the Florida Statutes and amended by Hillsborough County Ordinance 06-161 in 2006. The purpose of the CDD is to finance, manage the acquisition, construct, maintain and operate infrastructure elements that are needed to support redevelopment associated with The Heights project.

The Heights CDD 2017 Capital Improvement Plan (CIP) included a number of infrastructure features to facilitate redevelopment within the CRA. This infrastructure plan included the extension of the Riverwalk to the North Boulevard Bridge, reconfiguring the area's roadway network, installing underground water, sewer and electric

utilities, and providing stormwater management and open space features. Each of these features were necessary to facilitate redevelopment within the CRA area.

To accomplish this, the CDD issued \$23 million in tax-exempt bonds to finance construction of these features. These bonds are being repaid primarily from the Tampa Heights Riverfront CRA's tax increment finance trust fund as defined in a 2015 inter-local agreement between the City of Tampa, the Tampa Community Redevelopment Agency and The Heights Community Development District.

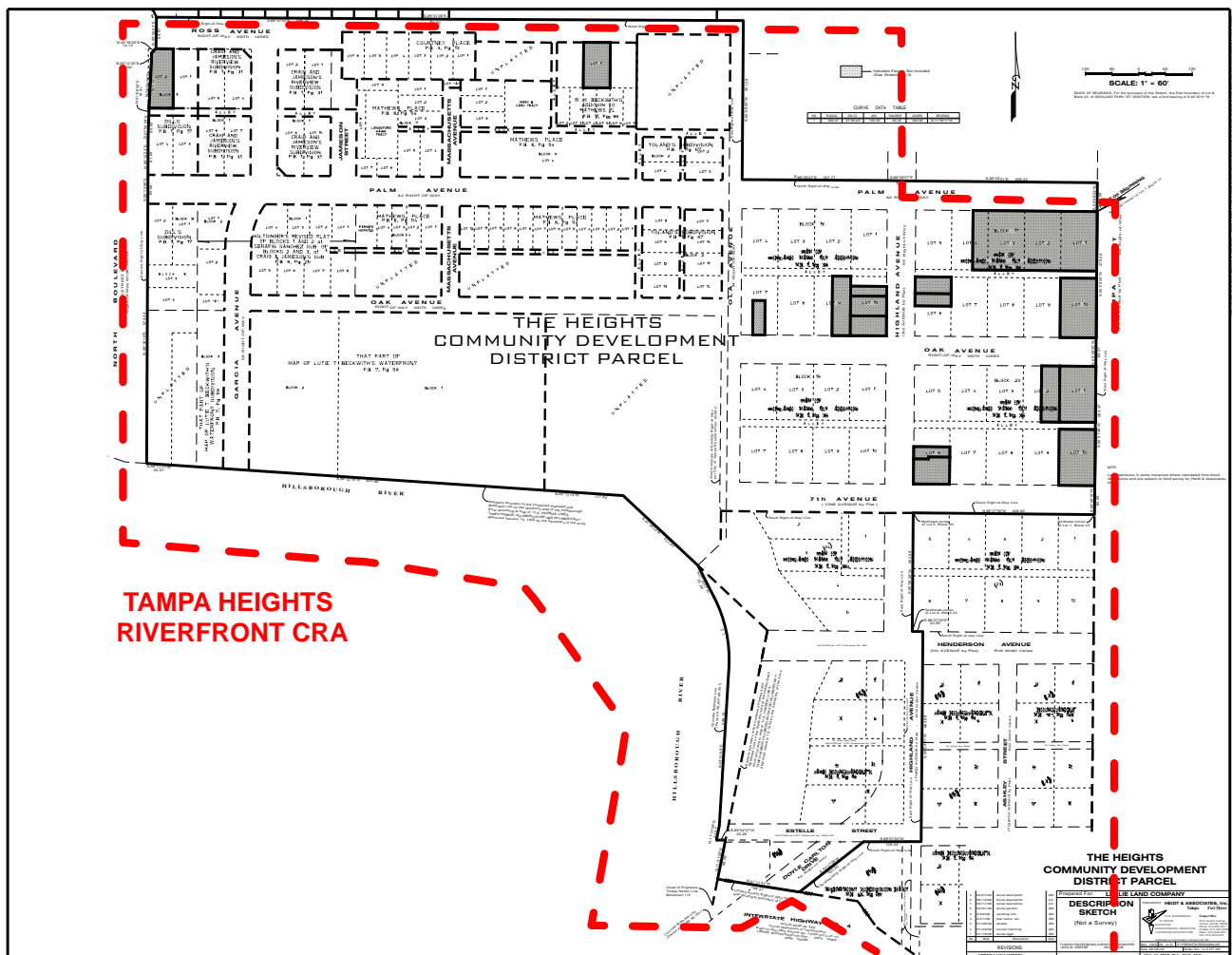
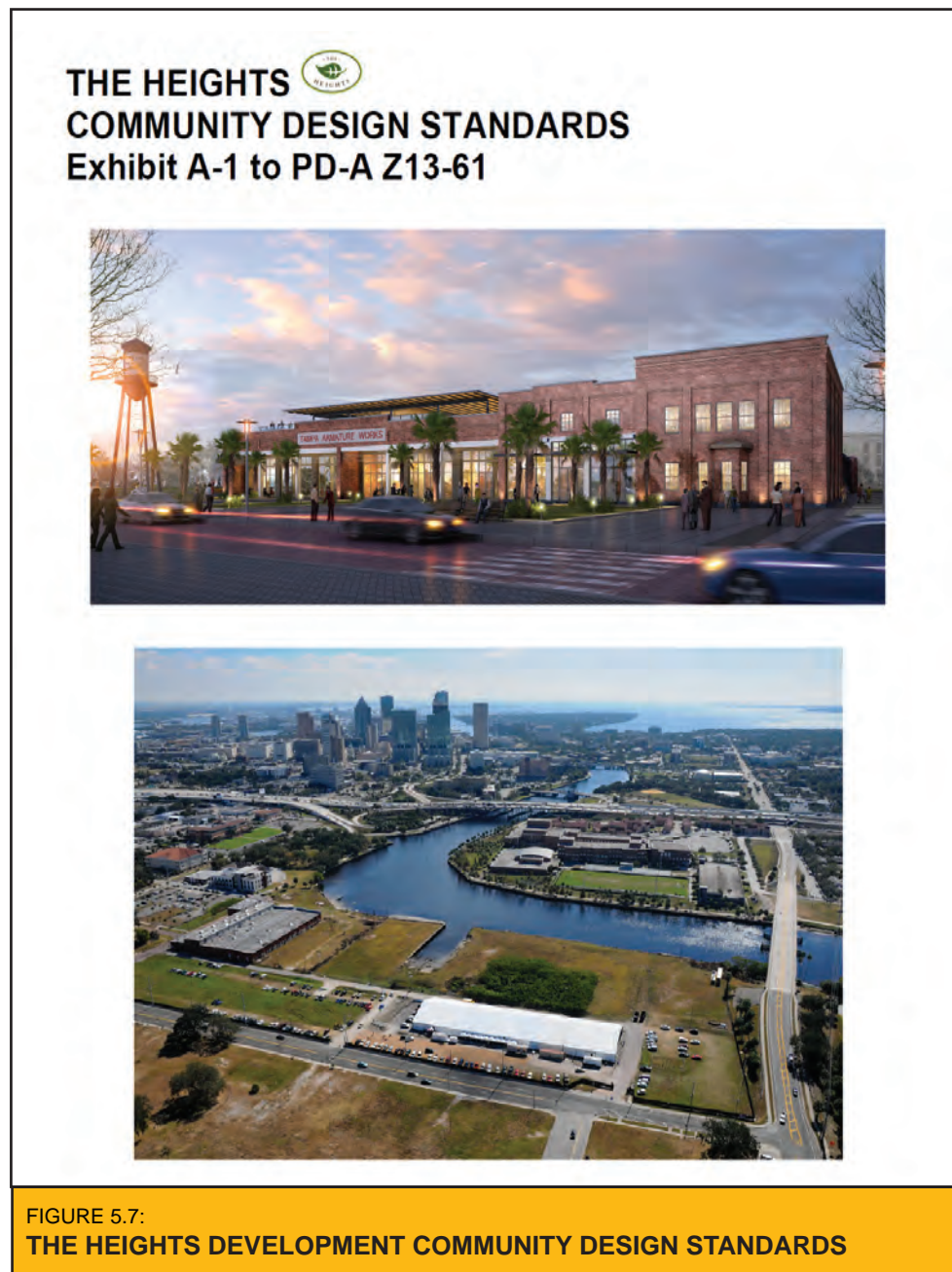


FIGURE 5.6: THE HEIGHTS COMMUNITY DEVELOPMENT DISTRICT (CDD) MAP THE HEIGHTS CDD 2006

### 5.2.3 The Heights Community Design Standards

The Heights Community Design Standards document was generated in 2013 as a guide for future development within The Heights project. This document preceded the 2014 master plan and was intended as a tool to convey the initial “urban village” community design vision and to establish some minimum design standards for this development. These development standards outline several physical parameters for strengthening this development’s sense of place, its mixed-use nature and its public realm

conditions. Along with The Heights master plan, these design standards establish a framework for achieving quality urban design conditions that address the Imagine 2040 Tampa Comprehensive Plan’s “urban village” criteria. These standards address zoning, roadways, parking, street furnishings, conditions at the Riverwalk, historic preservation, vehicular access, landscaping and general site layout standards.



### 5.3 Completed Redevelopment Projects

To date several redevelopment projects have been realized in the Tampa Heights Riverfront CRA. Projects associated with The Heights development have been completed in a phased or incremental manner. Throughout the CRA, these projects include a range of different building types with diverse uses, open space features and infrastructure elements. The completion timing for residential and commercial projects in the CRA reflects the cyclical nature of the local real estate development market, as well as other economic and community-related variables. All redevelopment projects completed within the CRA boundaries since initial Plan adoption are indicated in the chart below. All of these projects are consistent with the redevelopment objectives of the Tampa Heights Riverfront CRA Plan and City of Tampa Community Redevelopment Agency.

#### 5.3.1 Market-Rate Housing

The Pearl Apartment complex at the northern edge of the CRA is the only large-scale residential project completed to date. It occupies a full

block 4.14-acre site and is bound by North Ola, West Palm, North Massachusetts and West Ross Avenues. This is a 314-unit multi-family, market-rate, rental housing complex with over 28,000 square feet of ground-floor commercial retail space fronting on West Palm Avenue. The residential density for this development is approximately 75 dwelling units per acre.

The Pearl is configured as a connected five-building, perimeter-block complex that includes an internal multi-story parking structure, two private courtyard spaces and a small open space at its southwestern corner. This is a mid-rise complex that varies in height from four stories (approx. 45 feet) facing one and two-story single-family houses along West Ross Avenue, to seven stories (approx. 84 feet) along West Palm Avenue facing into the CRA.

The only other residential development completed in the CRA is concentrated on one block at its northeast corner, just adjacent to the Pearl Apartment complex. This block has three owner-occupied single-family houses that were



FIGURE 5.8: AERIAL & STREET VIEWS OF THE PEARL RESIDENTIAL COMPLEX

### 5.3.3 Commercial and Institutional Development

constructed between 2002 and 2011. These are two-story structures that front on to West Ross and West 7th Avenues. This block also has a locally designated, historic single-family house that predates the CRA and a four-unit, four story, owner-occupied townhouse structure that fronts on to North Highland Avenue.

### 5.3.2 Affordable Housing

To date no affordable or workforce housing has been built within the Tampa Heights Riverfront CRA. While this is a priority of the Tampa Community Redevelopment Agency and is stipulated in Florida Statute 163, affordable and workforce housing in the Tampa Heights Riverfront CRA will occur through a future public-private partnership between the City and the developers of The Heights development.

The Tampa Heights Riverfront CRA currently has seven commercial structures and a parking structure with ground-floor leased commercial space. These include the mixed-use Armature Works structure, Heights Union East and West multi-tenant professional office buildings, Bush-Ross Law firm professional office building; 220 West 7th Avenue multi-tenant professional office building, and a multi-tenant pavilion structure.

In addition to this, prior development within the CRA is also contributing to its distinct sense of place. A concentration of legal institutions, including the Stetson Law School, the Chester H. Ferguson Law Center and the Bush-Ross Law Offices emerged earlier in the CRA along the North Tampa Street corridor. These structures and uses have expanded the Downtown’s professional office presence north of Interstate-275 into Tampa Heights. The presence of these commercial uses in the CRA has a significant economic development impact in this portion of the Tampa Heights community.



**FIGURE 5.9: COMMERCIAL BUILDINGS— ARMATURE WORKS, BUSH-ROSS LAW FIRM, HEIGHTS UNION OFFICE BUILDINGS & HEIGHTS UNION PARKING GARAGE / SPROUTS SUPER MARKET**



**FIGURE 5.10:  
INSTITUTIONS– STETSON COLLEGE OF LAW & THE CHESTER H. FERGUSON LAW CENTER**

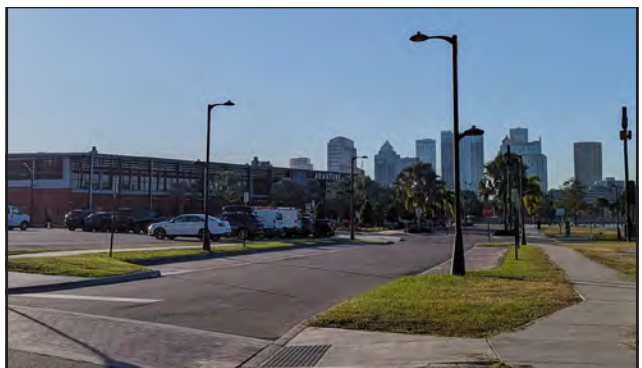
### 5.3.4 Infrastructure, Public Open Space and Other Public Realm Features

Infrastructure investment has provided a special benefit for redevelopment in the Tampa Heights Riverfront CRA. With significant investments in roadways, utilities and open space features, growth and development can be sustained in the CRA well into the future. The capital improvement plan implemented in 2017 to realign some existing rights of way and construct new rights-of-way resulted in a redefined the street and block network in the CRA. It also provided two roundabouts in the area - one at the intersections of North Highland Avenue and West Palm Avenue, and the other at North Boulevard and West Palm Avenue. This new street grid provides an organizational framework for ongoing infill development on the CRA’s remaining vacant parcels and will ensure resulting development patterns are consistent with urban conditions already emerging in the district.

Along with this, the capital improvement plan included other at-grade infrastructure elements that contribute to the CRA’s function and character. These include at-grade features such as street lighting, sidewalks and on-street parking, as well as below-grade features such as water lines, sanitary and storm sewers, and electrical power lines. All of these are essential modern infrastructure features and services required to support existing and envisioned redevelopment projects and associated public realm conditions in the CRA.



**FIGURE 5.11:  
THE RIVERWALK SOUTH OF 7TH AVENUE**



**FIGURE 5.12:  
MARKET STREET RIGHT OF WAY CONDITIONS**

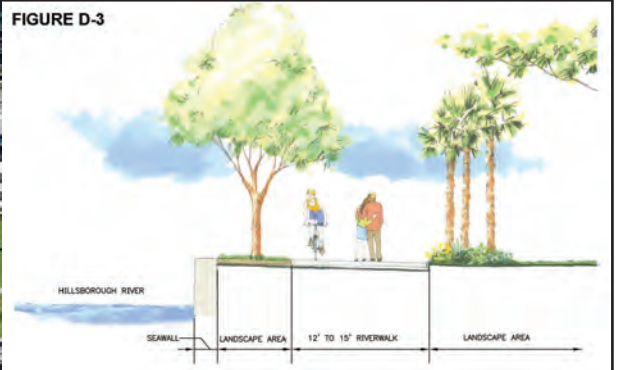


**FIGURE 5.13: AERIAL VIEW OF NEW STREET ALIGNMENTS & RIGHT OF WAY ENHANCEMENTS**

The Tampa Heights Riverfront CRA has also benefited from a number of supportive redevelopment investments in the form of public open spaces and public realm enhancements. These features of the CRA complement buildings and their uses, create settings for outdoor events and activities, foster connectivity and contribute to the desirability of the Tampa Heights Riverfront CRA and the northern part of the Hillsborough Riverfront as a desirable destination.

One of the most prominent public open space and amenity features in the CRA is the Riverwalk. The Riverwalk is the City of Tampa’s waterfront esplanade and pedestrian trail along the eastern edge of the Hillsborough River and the northern edge of the Garrison Channel in Downtown. The

Riverwalk is currently 2.6 miles in length and was extended north from Downtown towards the Tampa Heights Riverfront CRA in segments. The portion of the Riverwalk that extends along the southern edge of the CRA from Waterworks Park up to the Northern Avenue Bridge was completed in 2020 and is directly across the street from the Armature Works/Heights Public market structure. The adjacent quarter-mile Hillsborough River frontage faces several of the most prominent redevelopment parcels within the CRA. This location along the Riverwalk also has over thirty-four boat slips for small pleasure craft and the potential to accommodate even more in the future. In addition to these features, this portion of the Riverwalk also has a stationary



**FIGURE 5.14: TAMPA RIVERWALK AT ARMATURE WORKS- BOAT DOCKS, PUBLIC OPEN SPACES, & SECTION PROFILE**

dock extending almost eighty feet into the Hillsborough River, which is used to host outdoor gatherings and special events. Further east, the Riverwalk has a water taxi station and a floating boat dock.

The primary public open space feature in the CRA is Waterworks Park. This is a 3.71-acre multi-purpose park that opened in 2014 at the southern end of the CRA. It was completed with \$6.5 million in Community Investment Tax funding, with additional resources provided by the Southwest Florida Water Management District (SWFMD). Since opening, the Park has been a destination for local residents in Tampa Heights and other nearby neighborhoods, and for visitors alike. This is a multi-function open space with fixed features that includes an expansive lawn, an amphitheater, picnic shelters, a playground, a dog park, shaded seating areas and a memorial garden. The amphitheater and lawn allow the Park to be converted for concerts, public events, festivals and other large gatherings. At

the northern edge of the Park is Ulele Spring. This is a natural spring that has been restored as an environmental feature in the CRA and as a complementary feature to its physical context.

Waterworks Park has proven to be a strategic public realm investment in the CRA. With the Riverwalk at its western edge, Waterworks Park is the “front yard” of the Tampa Heights Riverfront CRA. The Hillsborough River, the Riverwalk, Ulele Spring and Waterworks Park all work in conjunction to create the type of natural setting that is proven to enhance real estate market conditions and attract different types of development. The Park itself functions as an anchor for existing buildings in the CRA and will also benefit future redevelopment as new structures and other features are added to the CRA in the future. Waterworks Park could also be a major point of connectivity with the west bank Riverwalk expansion and for new opportunities to connect with other neighborhood trail and bike networks.



FIGURE 5.15: WATER WORKS PARK PUBLIC OPEN SPACE

Adjacent to Water Works Park is Ulele Spring. This is an environmental feature in the CRA and is the only natural spring in the City’s urban core. Prior to establishing the CRA the Spring flowed into the Hillsborough River for well over a century but was closed off with a drainage pipe several decades ago. The restoration of the Spring was completed in 2014 in two phases. The first phase

was intended to allow fish, manatees and other wildlife access to fresh water and provide an area for public education. The next phase involved the removal of the drainage pipe and restore natural wetland conditions where the Spring flows into the Hillsborough River. Today, Ulele Spring is an asset to Water Works Park, the CRA and the City.



FIGURE 5.16: ULELE SPRING AT WATER WORKS PARK

Another significant public open space feature in the Tampa Heights Riverfront CRA is Phil Bourquardez Park. This is a 1.37-acre park that is situated at a prominent intersection along Tampa Street, between West 7th Avenue and West Henderson Avenues. The Park is in a CI (Commercial Intensive) zoning district and was built in 2008. It is situated directly adjacent to the Bush-Ross Law Firm office building and across the street from the Heights Union Parking Garage and Sprouts Supermarket. A HART bus stop was recently installed across the street from the Park and a new pedestrian-activated traffic signal with crosswalks has also been installed by FDOT at the Park's northeast corner. Phil Bourquardez Park has a number of mature trees at its periphery and a sidewalk path that leads to a central, paved circular plaza. Although the Park is at a key intersection along the Tampa Street corridor at the eastern edge of

the CRA, it currently lacks amenity features that would attract pedestrians, broaden its usage and enhance its visual character. To better relate to redevelopment occurring within the CRA, the uses in adjacent buildings and surrounding public realm conditions, the Park could benefit from additional enhancements or be completely renovated with additional functionals. These could include new seating, lighting and public art. Given the Park's proximity to the Hillsborough River, Ulele Spring and the need for additional stormwater management features in the area, it would be a good candidate for renovation with an environmental feature. This could include transforming this public open space into a multi-function stormwater park – one that provides a quality open space experience for people in the CRA, while also helping pre-treat stormwater before it enters the River.



FIGURE 5.17: PHIL BOURQUARDEZ PARK

**TABLE 2: TAMPA HEIGHTS RIVERFRONT CRA – COMPLETED REDEVELOPMENT PROJECTS, 2003-2024**

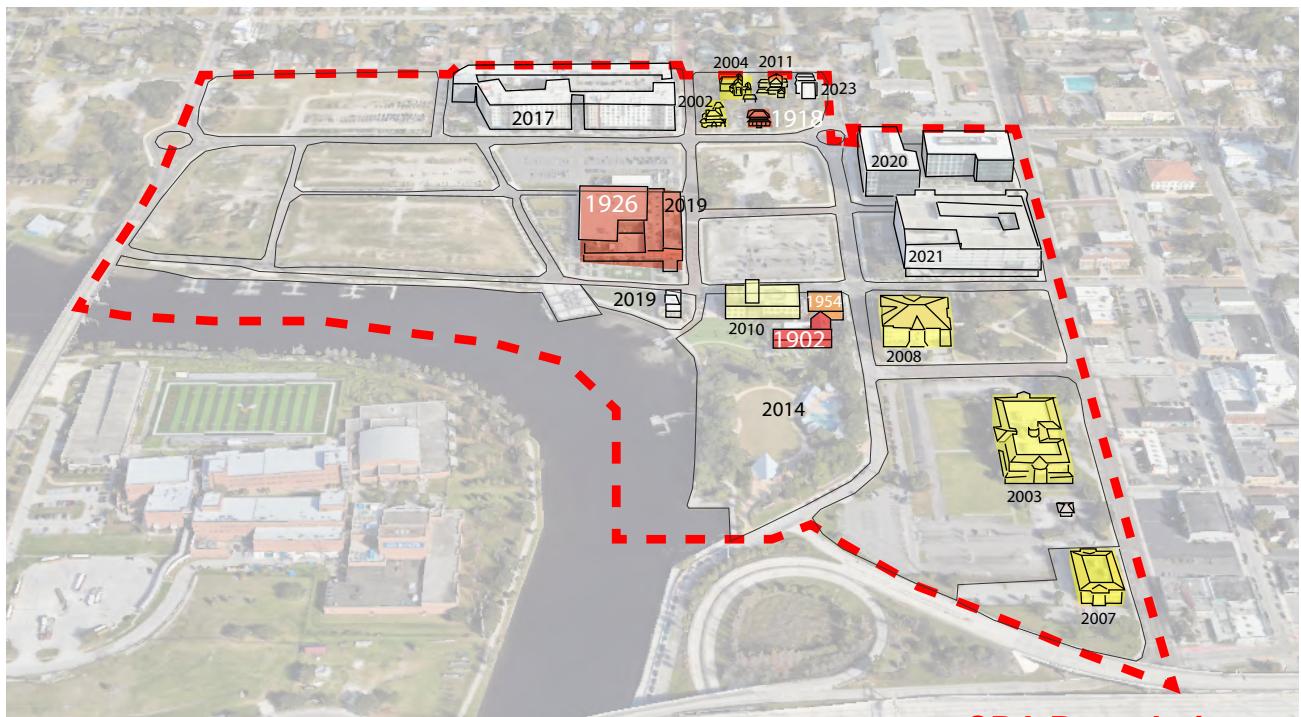
PROJECT NAME	DESCRIPTION	PROJECT STATISTICS
<b>COMMERCIAL</b>		
Bush-Ross Law Firm	3–story professional office building	Year Built: 2008 Floor Area: 34,000 sq. ft. Parcel Size: 1.13 acres Cost to build: \$ 7.5 million
Beck Building	2–story professional office building	Year Built: 2010 Floor Area: 30,000 sq. ft. Parcel Size: .39 acres Cost to build: \$ 7 million
Armature Works (The Heights development)	2-story market hall, co-working and event space	Year Built: 2019 Floor Area: 73,440 sq. ft. Parcel Size: 2.8 acres
Heights Union East & West (The Heights development)	Two 6–story professional office buildings	Year Built: 2020 Floor Area: 300,000 sq. ft. (total) Parcel Size: 2.58 acres
Heights Union Parking Structure Commercial Uses (The Heights development)	Ground floor supermarket and commercial tenant lease space	Year Built: 2021 Floor Area (supermarket and tenant space): 42,000 sq. ft.
Ulele Restaurant	2 story commercial adaptive re-use	Year Built: 2014 Floor Area: 8,800 sq. ft.
Riverwalk Restaurant Pavilions (The Heights development)	Walk-up food vendor stalls	Year Built: 2019 Floor Area: 2,300 sq. ft.

**RESIDENTIAL**

<p><b>The Pearl (The Heights development)</b></p>	<p><b>4 – 7 story mixed-use, market-rate multi-family rental apartment complex</b></p>	<p><b>Year Built: 2018</b> <b>Number of dwelling units: 314</b> <b>Retail space:</b> <b>Parcel Size: 4.14 acres</b></p>
<p><b>Ohana Townhouses</b></p>	<p><b>4-story for-sale multi-family townhouse building</b></p>	<p><b>Year Built: 2023</b> <b>Number of dwelling units: 4</b> <b>Parcel Size: .23 acres</b></p>

**INSTITUTIONS**

<p><b>Stetson University College of Law</b></p>	<p><b>Academic classroom/office building</b></p>	<p><b>Year Built: 2003</b> <b>Floor Area: 84,676 sq. ft</b></p>
<p><b>Chester H. Ferguson Law Center</b></p>	<p><b>Professional office building</b></p>	<p><b>Year Built: 2007</b> <b>Floor Area: 17,270 sq. ft.</b> <b>Cost to build: \$ 3.9 million</b></p>



**INFRASTRUCTURE**

<b>Rights of Way Realignments &amp; Enhancements (The Heights CDD)</b>	<b>New roads, sidewalks and roundabouts</b>	<b>Year Built: 2017 Linear Feet: ≈ 1.2 miles</b>
<b>Underground Utilities (The Heights CDD)</b>	<b>Water, sanitary &amp; storm sewers and electrical lines</b>	<b>Year Built: 2017</b>
<b>Ulele Spring Restoration</b>	<b>Environmental natural spring restoration</b>	<b>Year Built: 2014</b>

**PUBLIC OPEN SPACE AND AMENITIES**

<b>Waterworks Park (City of Tampa)</b>	<b>Public open space/event space, pavilions, playground and dog park</b>	<b>Year built: 2014 Area: 3.71 acres</b>
<b>Phil Bourquardez Park</b>	<b>Public open space</b>	<b>Year built: 2008 Area: 1.37 acres</b>
<b>Riverwalk Extension (City of Tampa)</b>	<b>Public waterfront esplanade</b>	<b>Year built: 2020 Length: ≈ .6 mile</b>
<b>Armature Works Plaza</b>	<b>Privately-owned public open space</b>	<b>Year built: 2019 Area: ≈ .33 acres</b>
<b>Pocket park at The Pearl (The Heights development)</b>	<b>Privately-owned public open space</b>	<b>Year built: 2018 Area: .31 acres</b>

**PARKING**

<p><b>On Street (Public) Parking</b></p>	<p><b>Brick-paved parallel parking spaces</b></p>	<p><b>Year built: 2017</b> <b>Number of spaces: 329</b></p>
<p><b>Heights Union Parking Garage</b></p>	<p><b>7 story mixed-use parking structure</b></p>	<p><b>Year built: 2021</b> <b>Parking spaces: 1,500</b> <b>Parcel Size: 1.1 acres</b></p>



**FIGURE 5.19:  
HEIGHTS UNION PARKING GARAGE FROM TAMPA STREET & 7TH AVENUE INTERSECTION**

## 5.4 Remaining Redevelopment Opportunities

All remaining redevelopment opportunities in the Tampa Heights Riverfront CRA are vested in The Heights development. This project has approximately 20 acres of developable land that is planned for incremental growth over ten or more years. This includes eight block/parcels

that vary in size from 1.2 to 3.1 acres. This undeveloped land has the potential for up to eleven additional structures. As these structures are completed, they will fill in the planned development patterns established by the existing roadway alignments, define profile or “street

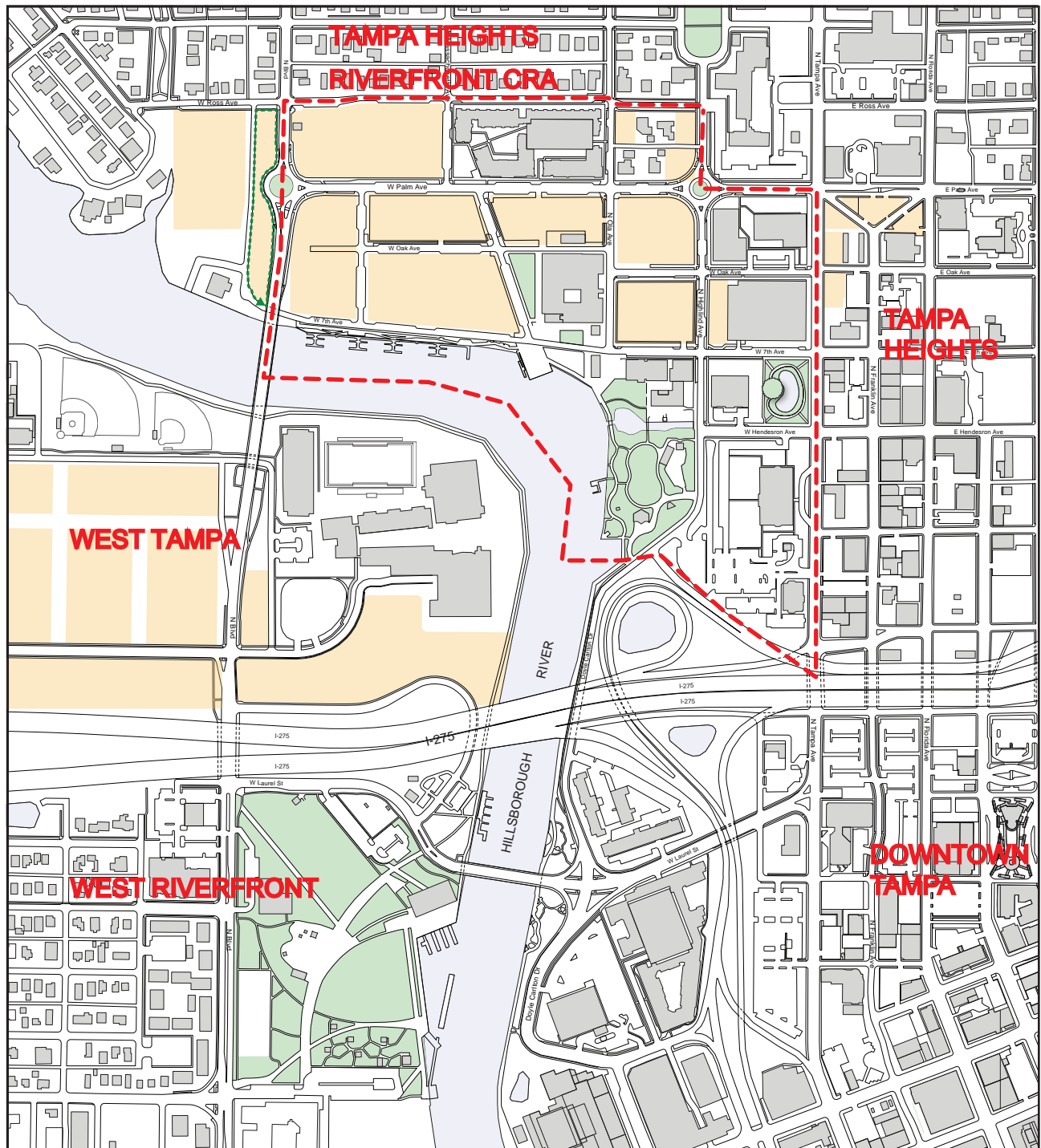


FIGURE 5.20: VACANT PARCELS WITHIN & ADJACENT TO THE TAMPA HEIGHTS RIVERFRONT CRA

room” conditions, organize usage and mobility patterns and further contribute to the urban village contextual conditions.

The remaining redevelopment opportunities could provide a range of building types with diverse usage programs throughout the CRA. All of The Heights development’s remaining vacant parcels are considered “shovel ready”, with minimal site preparation needed for new construction. The timing, final form and location of new structures are dependent on a number of variable circumstances such as real estate market conditions, funding availability and changes in development strategy.



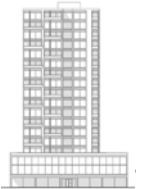

Based on The Heights development’s master plan, future buildings would include a range of different real estate asset classes, such as general and corporate offices, mixed-use residential, a theater, a recreation facility and hospitality uses. The Planned Development – Alternative (PD-A) zoning designation for the entire site allows flexibility for transferring uses and density throughout the project site. This is designation would benefit future investment in the CRA relative to demand and other economic factors that affect real estate development market cycles.

Future structures are expected to vary in height, massing, and density. The mixed-use nature of future structures will have the potential to create active ground-floor commercial frontages along several streets and blocks within The Heights development. Contiguous ground floor commercial activity in larger residential or commercial buildings would also foster greater walkability in the area and turn the streets and sidewalks in the CRA into an internal pedestrian network that enhances connectivity to the Riverwalk and the Tampa Heights neighborhoods to the north and east.

The mix of uses envisioned as part of The Heights overall development plan will provide a level of development intensity that will extend the CRA’s activity patterns to over twelve hours on a daily basis. The combination of primary and secondary real estate asset classes envisioned, the level of connectivity to the area, and its riverfront location will foster a synergistic environment within the CRA that bodes well for ongoing economic vitality.

<b>TABLE 3: THE HEIGHTS DEVELOPMENT - DEVELOPMENT ENTITLEMENT CHART</b>								
<b>PROJECT TYPE</b>	<b>Midrise/ High Rise Multi- Family Housing</b>	<b>General Office</b>	<b>Corporate Headquarters</b>	<b>Commercial Retail</b>	<b>Hotel</b>	<b>Theater</b>	<b>Recreation Facility (Commercial)</b>	<b>Marina Slips</b>
<b>NUMBER OF UNITS/ FLOOR AREA</b>	2,650 dwelling units	150,000 sq. ft.	600,000 sq. ft.	330,000 sq. ft.	515 rooms	600 seats	50,000 sq. ft.	100

The table below indicates the range of potential building types that could be constructed to complete buildout of The Heights development and the Tampa Heights Riverfront CRA.

TABLE 4: POTENTIAL FUTURE BUILDING TYPES IN THE TAMPA HEIGHTS RIVERFRONT CRA	
 <b>MEDIUM DENSITY MIXED-USE BUILDINGS</b>	<ul style="list-style-type: none"> <li>• Typically 6 – 8 stories in height</li> <li>• Primary use: Rental apartments or Owner-occupied condominiums</li> <li>• Secondary uses: Ground floor commercial and/or other complementary uses</li> <li>• Internal structured parking</li> <li>• Potential on-site private open space/rooftop common area</li> <li>• Full or partial site coverage</li> </ul>
 <b>MEDIUM-HIGH DENSITY MIXED-USE BUILDINGS</b>	<ul style="list-style-type: none"> <li>• Typically 8 – 16 stories in height</li> <li>• Primary use: Rental apartments or Owner-occupied condominiums</li> <li>• Secondary uses: Ground floor commercial and/or other complementary uses</li> <li>• Internal structured parking</li> <li>• Potential on-site private open space/rooftop common area</li> <li>• Full or partial site coverage</li> </ul>
 <b>HIGH DENSITY/HIGHRISE MIXED-USE BUILDINGS</b>	<ul style="list-style-type: none"> <li>• Typically 16 – 20 stories in height</li> <li>• Primary use: Rental apartments, Owner-occupied condominiums or Professional offices</li> <li>• Secondary uses: Ground floor commercial and/or other complementary use</li> <li>• Internal structured parking</li> <li>• Potential on-site private open space/rooftop common area</li> <li>• Full or partial site coverage</li> </ul>
 <b>HIGH DENSITY/HIGHRISE MIXED-USE BUILDINGS</b>	<ul style="list-style-type: none"> <li>• Typically 18 – 24 stories in height</li> <li>• Primary use: Rental apartments, Owner-occupied condominiums or Hotel</li> <li>• Secondary uses: Ground floor commercial and/or other complementary use</li> <li>• Internal structured parking</li> <li>• Potential on-site private open space/rooftop common area</li> <li>• Full or partial site coverage</li> </ul>

## 5.5 Urban and Community Design

The emerging urban design conditions in the Tampa Heights Riverfront CRA are favorable in the ongoing redevelopment process. The earlier master plan used by the primary developer in the district has created a familiar, yet flexible framework for infill development on different parcels, for additional street and public realm enhancements, for strengthening existing and creating new points of access and connectivity, and for creating a diverse, mixed-use destination that will make the CRA a distinct place in the city. These physical conditions in the CRA reflect many of the City of Tampa's Community Redevelopment Agency's objectives related to economic development, the built environment, natural features, connectivity and quality of life. As development evolves in the CRA, the composition of buildings, streets, open spaces and other features will further reflect many of the policies, goals and objectives of the City of Tampa Imagine 2040 Comprehensive Plan.

With the remaining developable property in the CRA controlled by a single entity, The Heights project will be guided by an approved master plan that addresses a several scales of

physical development. At the larger macro-scale of the entire project, the established street and block network allows for an orderly and familiar development pattern that connects this project internally from block to block, as well as externally to the surrounding Tampa Heights community and Hillsborough River waterfront. At this larger scale, the master plan also defines many of the project's urban form characteristics and how they relate to adjacent contextual conditions. At the mid-scale or scale of the block and development parcel, the master plan defines a range of physical conditions including building size, uses, floor area and height, parcel coverage and street orientations among others. At the micro or human scale, the master plan will define how future buildings, streets, open spaces and other amenities relate to people, and how to navigate and experience this area. Altogether, the patterns of development that emerge from ongoing construction in the area will continue to reinforce the Tampa Heights Riverfront CRA's transformation into a vibrant mixed-use urban village and waterfront destination north of the Downtown core.



FIGURE 5.21:  
THE HEIGHTS DEVELOPMENT- PROPOSED HEIGHTS 201 OFFICE BUILDING & MOXY HOTEL

# 6.0

## ADJACENT DEVELOPMENT TRENDS & NEIGHBORHOOD IMPACTS



## 6.0 ADJACENT DEVELOPMENT TRENDS AND NEIGHBORHOOD IMPACTS

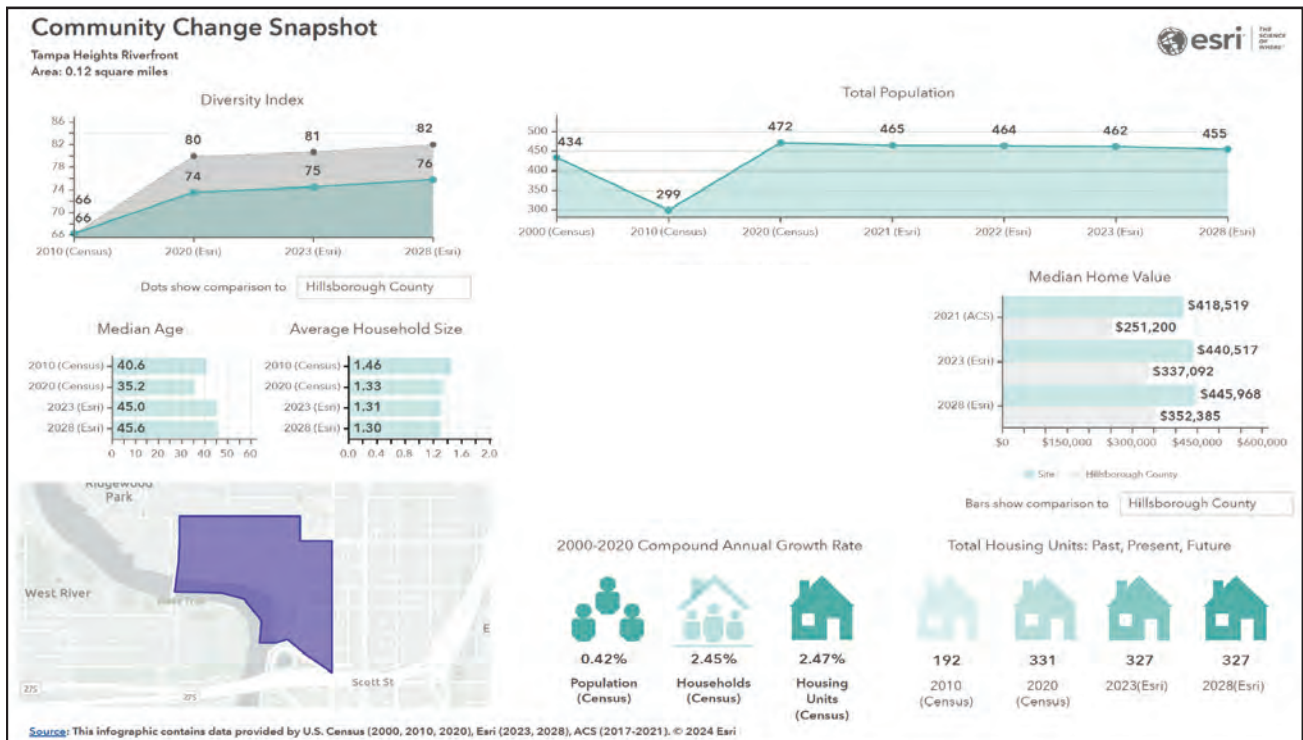
### 6.1 Development Trends

As the Tampa Heights neighborhoods north and east of the CRA have evolved over the last ten years, several small-scale infill projects have been completed in recent years. On a number of residential streets in these areas, infill development in the form of scattered-site multi-family townhouse structures and detached single-family dwelling units are becoming common. As one of the city's first 19<sup>th</sup> century neighborhoods, Tampa Heights has a number of wood-frame bungalow and vernacular single-family houses that are approaching one-hundred years in age. Many of these structures, which are within walking distance to the CRA have been renovated and remain as contributing

structures to the historic district. To the north and east of the CRA boundaries, several of these structures may not survive given the real estate market pressures emerging throughout the larger Tampa Heights community and their current state of repair. This trend is becoming more evident by increasing property values and associated tax assessments in these areas. Although some blocks have seen steeper increases than others, it's not clear to what this is being influenced by redevelopment within the Tampa Heights Riverfront CRA, other recently completed and proposed projects, or general market forces.



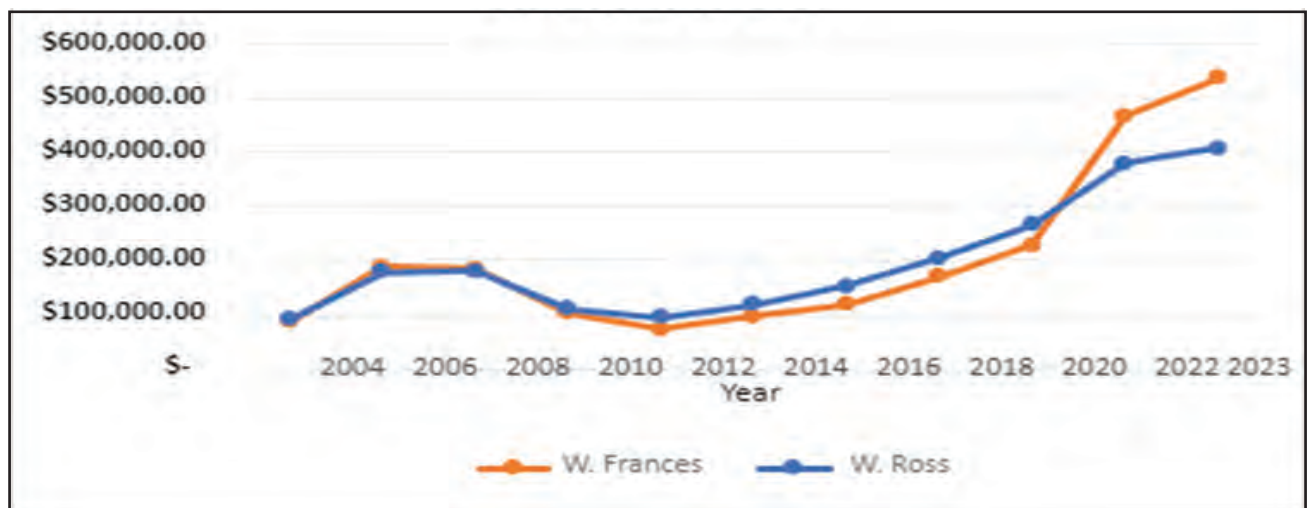
FIGURE 6.1:  
INFILL TOWNHOUSE DEVELOPMENTS- 2123 NORTH HIGHLAND AVENUE & 409 EAST OAK AVENUE



**FIGURE 6.2: COMMUNITY CHANGE SNAPSHOT**  
SOURCE: U.S. CENSUS, ESRI

The chart below indicates the average market value of single-family residential properties on five blocks immediately north of the Tampa Heights Riverfront CRA, particularly along West Ross and West Frances Avenues. Since the base year of 2005, residential property values were at their lowest from 2008 through 2012. Property values saw a steady increase from 2012-2019 and

continue to climb as of 2023. The data indicates residential property values that are somewhat farther away from the CRA within the Tampa Heights neighborhood boundary, have increased more in value since 2019, in comparison to property values that are along the northern edge of the CRA boundary.



**FIGURE 6.3: AVERAGE MARKET VALUES OF RESIDENTIAL PROPERTIES (SINGLE FAMILY) NORTH OF THE TAMPA HEIGHTS RIVERFRONT CRA** SOURCE: HILLSBOROUGH COUNTY TAX COLLECTOR

## 6.2 North Florida Avenue Developments

Currently, a number of large multi-family residential and mixed-use developments are under construction or proposed adjacent to the Tampa Heights Riverfront CRA. These developments are situated just east of the CRA between the North Florida Avenue and North

Tampa Street corridors. These include the recently completed 1701 North Florida Avenue mixed-use residential development and the proposed 1509 North Florida Avenue residential development.



**FIGURE 6.4: 1701 NORTH FLORIDA AVENUE MIXED-USE RESIDENTIAL DEVELOPMENT**



**FIGURE 6.5: PROPOSED 1509 NORTH FLORIDA AVENUE RESIDENTIAL DEVELOPMENT**

In addition to these developments, the Tampa Central City YMCA and their development partners have assembled over 6.2 acres of land around the northern terminus of North Franklin Street and are proposing a large multi-building, mixed-use development. This project is immediately adjacent to the eastern edge of the Tampa Heights Riverfront CRA. The proposed

project will straddle East Palm Avenue at the northern loop of the proposed TECO Streetcar extension and occupy parcels between the North Florida Avenue and North Tampa Street corridors. This proposal includes a new YMCA facility, office buildings and several multi-family residential structures.



**FIGURE 6.6: PROPOSED TAMPA CENTRAL CITY YMCA MIXED-USE DEVELOPMENT**



An aerial photograph of a city street, likely in Los Angeles, showing a tram on a track, buildings, and a street with cars. The image is heavily filtered with a yellow color, making it monochromatic.

# 7.0

# PUBLIC PARTICIPATION IN THE PLAN UPDATE

## 7.0 PUBLIC PARTICIPATION IN THE CRA PLAN UPDATE PROCESS

### 7.1 Tiered Public Outreach and Engagement Strategy

The Tampa Heights Riverfront CRA public engagement process began with a multi-tier outreach and engagement strategy. This strategy incorporated four types of outreach throughout the duration of this effort:

1. In-person and on-line interviews to collect specific information and insights about future redevelopment potentials for the CRA. These interviews were conducted with developers, property and business owners, community residents, local community organizations and department staff with the City of Tampa.
2. Attendance and presentations at community functions/events. Attendance at these meetings informed community residents and other stakeholders about the Plan Update process and provided opportunities for their input,
3. Community workshops. These workshops were intended to provide all stakeholders and community residents an opportunity to offer their insights in the visioning process component of the CRA Plan Update process.
4. Ongoing attendance at the Tampa Heights Riverfront CAC meetings and solicitation of CAC member input in the CRA Plan Update process.

The CRA Plan Update engagement strategy had three distinct objectives:

1. Provide information and encourage input. This objective is intended to create a platform for reciprocal information sharing and feedback throughout the duration of each CRA Plan Update project.
2. Collaborate as partners. This objective will support a sense of ownership of the updated CRA Plans by community residents and other stakeholders.
3. Clarify expectations and outcomes. This objective seeks to provide clarity of what is needed for a successful CRA planning process and the anticipated final products.

At the beginning of the CRA Plan Update process, the Project Team met with a member of the CAC who gave a golf cart tour of the district's boundaries and other features. This was also an opportunity for the Project Team to be personally introduced to local business owners, get better acquainted completed redevelopment initiatives, and understand CRA edge conditions and adjacent redevelopment projects.

An online survey was generated to garner additional public input in the CRA Plan Update process. It also allowed the Project Team to gauge the general public's understanding of the CRA as whole, their concerns about redevelopment activity, and their interaction with uses, features or activities in the Tampa Heights Riverfront CRA.

From the collected feedback from in-person and on-line interviews, the Team assembled the following list of comments, issues, and concerns conveyed by stakeholders:

- Concerns about the expansion of Interstate-275 high speed ramps at the edge of the CRA boundary
- To see affordable housing that meets the needs of hospitality workers and service workers that work in the CRA.
- To see if it's possible to have enough units that would cover the amount of people employed within the CRA, so that these people may enjoy the Live, Work, Play model that the urban village vision outlined by the comprehensive neighborhood plan.

- A business improvement district would be more successful, tenable, and could achieve similar if not better results.
- Way finding signage projects throughout the district's boundary.
- Mixed feelings of the business area - USF, support of anything that can improve economic development.
- Frustration w/CAC: Funding seems to be negligible - 74% of tiff revenue goes to bond repayment of SSD utility, CRA not working how it should be.
- Supports original Master Plan that includes condominiums along the riverfront
- Believes in a "livable" community and supports all the benefits of affordable housing
- Visions CRA being a bridge between YMCA development, SOHO Capital Projects, and Downtown CRA,
- Multimodal access.

**COMMUNITY MEETING** 

**Tampa Heights Community Redevelopment Area Plan Update Community Meeting**

**TAMPA CRA**  
STRENGTHENING COMMUNITIES

**Tuesday, February 13**  
6:00 p.m. - 7:00 p.m.

**Bush & Ross Law Firm**  
1801 N. Highland Ave.  
Tampa, FL 33602

  
**SCAN ME FOR INFO**

Visit [tampa.gov/cras/tampa-heights-riverfront](http://tampa.gov/cras/tampa-heights-riverfront)

**FIGURE 7.1: COMMUNITY WORKSHOP ADVERTISEMENT**

- Mentioned transit stops expanded in this area in near future, would like TOD (Transit Oriented Development,)to align with future redevelopment in this area.
- Identified Historic Buildings being problematic pertaining to redevelopment .
- Would like to see corridor activated with mixed-use projects including retail, residential, office space on both Florida Avenue and Tampa Street going north towards West Palm Avenue.



**FIGURE 7.2: TAMPA HEIGHTS RIVERFRONT CRA CAC & COMMUNITY WORKSHOPS**

An aerial photograph of a city street grid, overlaid with a semi-transparent yellow filter. The text is centered on the left side of the image.

**8.0**

**CONCEPTUAL  
VISION FOR  
FUTURE  
REDEVELOPMENT  
& CRA  
ENHANCEMENTS**

## 8.0 CONCEPTUAL VISION FOR FUTURE REDEVELOPMENT AND CRA ENHANCEMENTS

### 8.1 Visioning Philosophy and Goals

The purpose of the visioning component of the CRA Plan Update process was to engage the Citizen’s Advisory Committee (CAC), local stakeholders, City staff and community members in two workshops to explore the full redevelopment potential of the Tampa Heights Riverfront CRA. The workshops acknowledged redevelopment initiatives that have already been completed, those currently underway, as well as those that are planned. The workshops were intended to identify other redevelopment opportunities and supportive initiatives that still exist within the boundaries of the Tampa Heights Riverfront CRA boundary. With an understanding of how the CRA is evolving, the workshops took a look at how the CRA could evolve in the future. This approach sought to envision what types of ongoing physical features could be integrated into the CRA and what other coordination measures would be needed to make sure these features complement what’s already in place, planned or on the horizon. The following list were specific objectives of the visioning workshop:

- Identify any latent redevelopment opportunities and infrastructure needs within the CRA.
- Explore opportunities for supporting current and future redevelopment initiatives.

- Explore opportunities for placemaking, wayfinding, district identity and “place branding” features within the public realm.
- Assess CRA district edge conditions and how the district relates to adjacent community contexts.
- Explore interactions between the CRA and adjacent city and neighborhood features, access to the CRA from these areas, and transportation elements.
- Identify opportunities for enhancing accessibility, mobility and connectivity to and within the CRA.
- Provide a summary of current and emerging redevelopment activities and benefits and identify potential adverse community impacts.

The input received from these sessions provided the CAC, community members and the Project Team with a better understanding of what was desired in the CRA and how the district is advancing towards “buildout”. These sessions identified some of the remaining redevelopment projects associated with The Heights development and opportunities for small-scale, supportive public realm interventions that could benefit the district. The sessions also considered other public realm



FIGURE 8.1: VIEW OF THE CRA FROM NORTH BOULEVARD BRIDGE

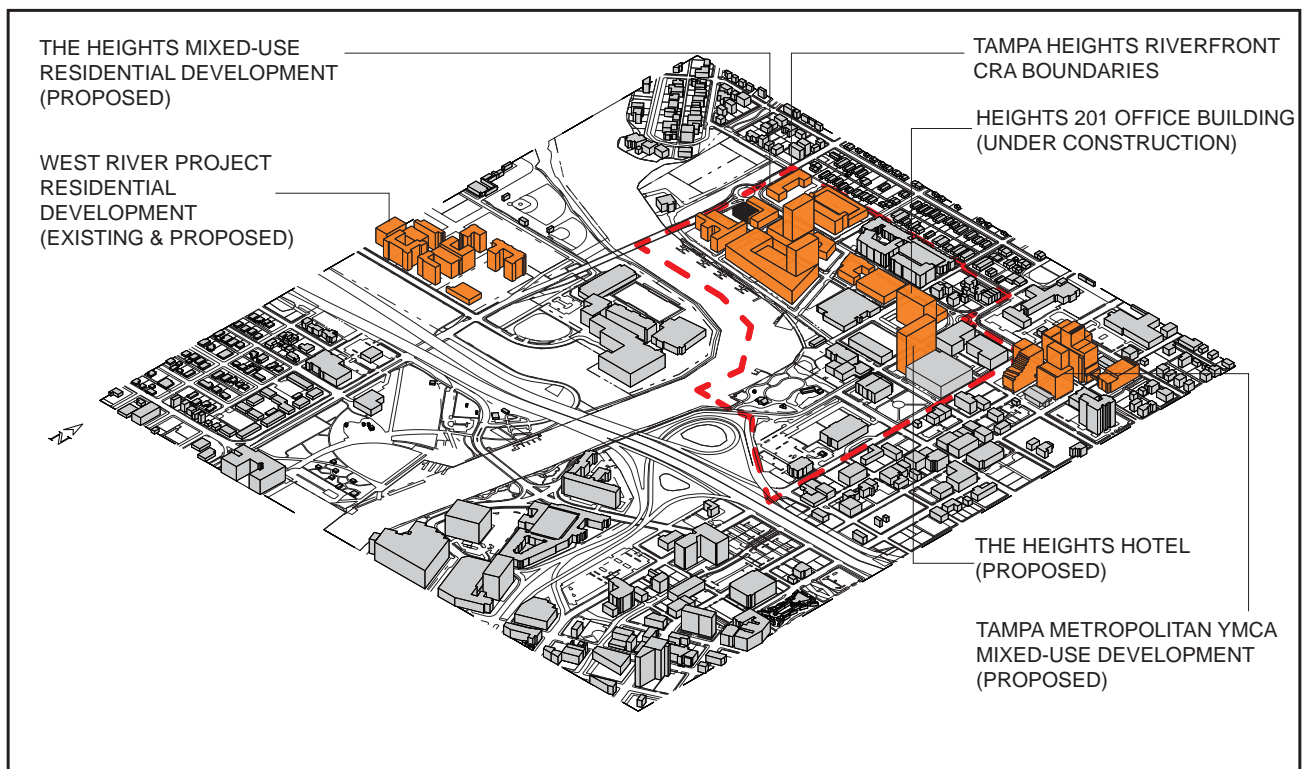
features that are planned for implementation in the CRA, as well as how all of these small-scale interventions could be explored in comprehensive and coordinated manner. Images below indicate examples of some of the features that could complement ongoing redevelopment initiatives, provide greater connectivity to the CRA and adjacent areas, contribute to the CRA's destination qualities and features that could enhance the public realm experiences of both Tampa Heights residents and visitors alike.

The visioning phase of the Tampa Heights Riverfront CRA Plan Update provided an opportunity for the CAC, the community and area stakeholders to identify different types of supportive redevelopment opportunities in the district. The Heights development has over 20 acres of land on eight blocks with parcels that vary in size. Development entitlements for The Heights project allow for a range of residential, commercial, hospitality and other complementary uses that will continue to transform the CRA into a diverse district with both single and mixed-use buildings. Mixed-use structures will likely incorporate residential as their primary use, ground-floor commercial and

other secondary uses. Single-use structures will likely include general office space and hospitality uses.

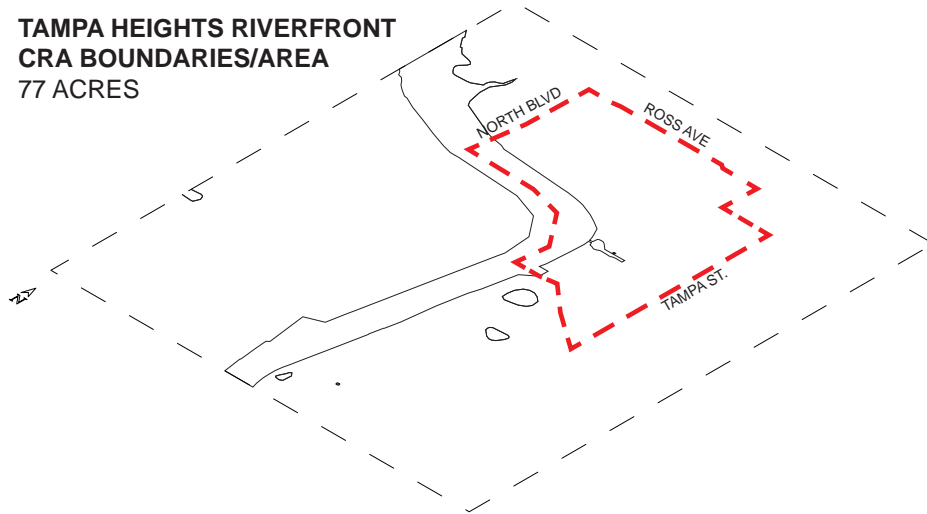
The Heights development's master plan and the new rights of way in the area have already established a framework for transforming the Tampa Heights Riverfront CRA into an urban mixed-use village and destination district along the Hillsborough River. Given the remaining building entitlements for this development, each future structure will reinforce these urban design conditions even more so. As a large-scale development, The Heights project has a good foundation for sustained incremental growth and economic development over the next decade. The benefits of this development's master plan will demonstrate how future structures and development patterns will lead to better integration with the Tampa Heights community, address transitions in scale and height, provide seamless connectivity with adjacent streets, and contribute to the area's image as a distinct place in the larger urban context.

With The Heights project's long-range plans for the remaining developable land in the Tampa

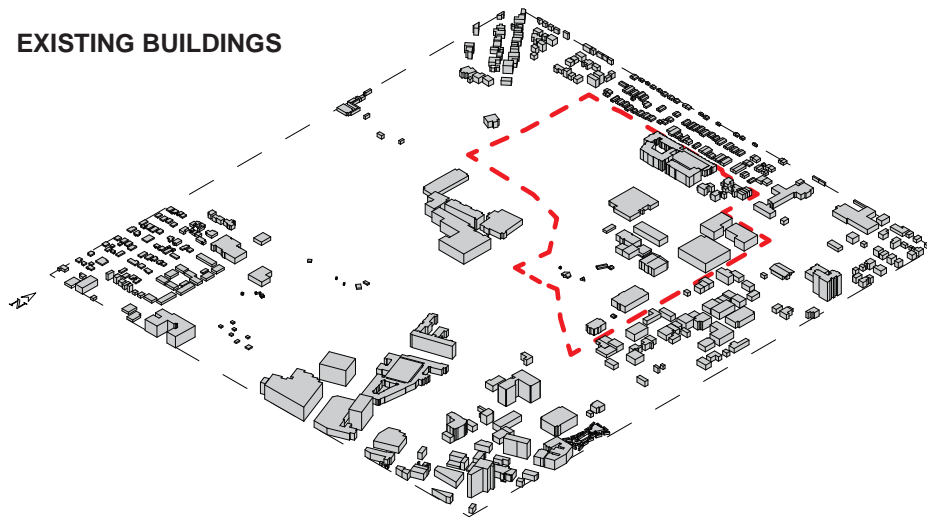


**FIGURE 8.2: CONCEPTUAL MASSING OF THE HEIGHTS DEVELOPMENT & PROPOSED ADJACENT DEVELOPMENT**

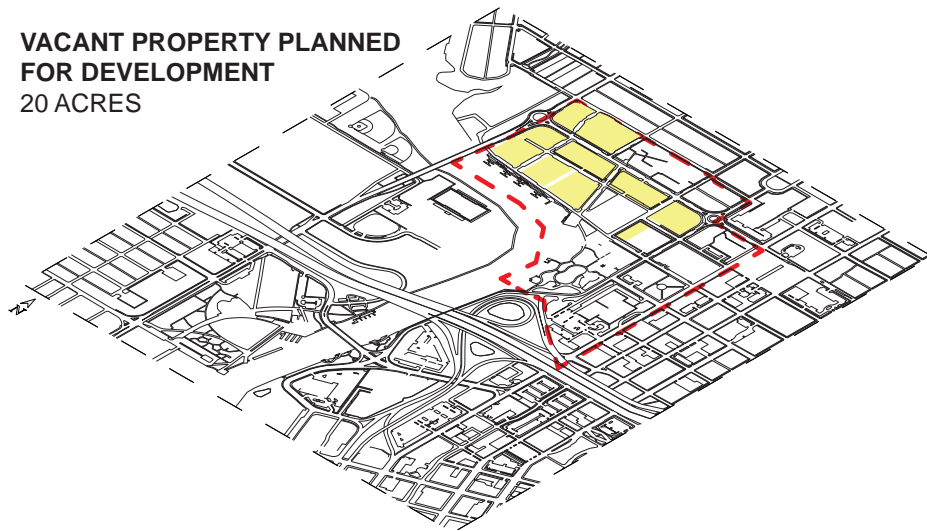
**TAMPA HEIGHTS RIVERFRONT  
CRA BOUNDARIES/AREA  
77 ACRES**



**EXISTING BUILDINGS**

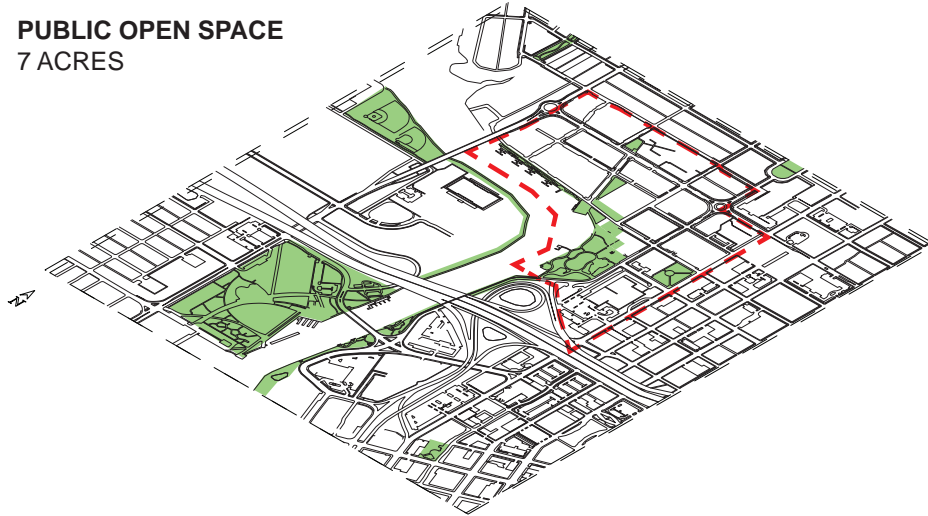


**VACANT PROPERTY PLANNED  
FOR DEVELOPMENT  
20 ACRES**

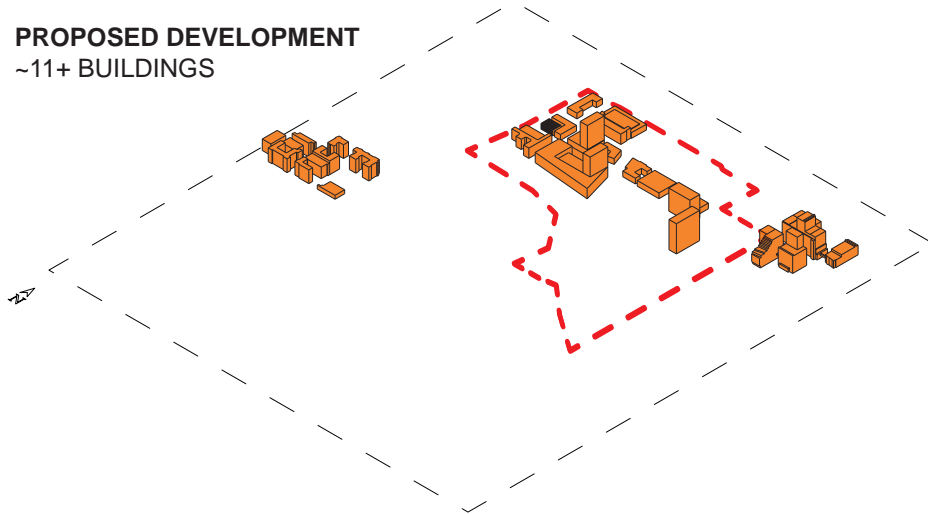


**FIGURE 8.3: TAMPA HEIGHTS RIVERFRONT CRA FEATURES: BOUNDARIES, EXISTING BUILDINGS, & VACANT PROPERTY PLANNED FOR DEVELOPMENT**

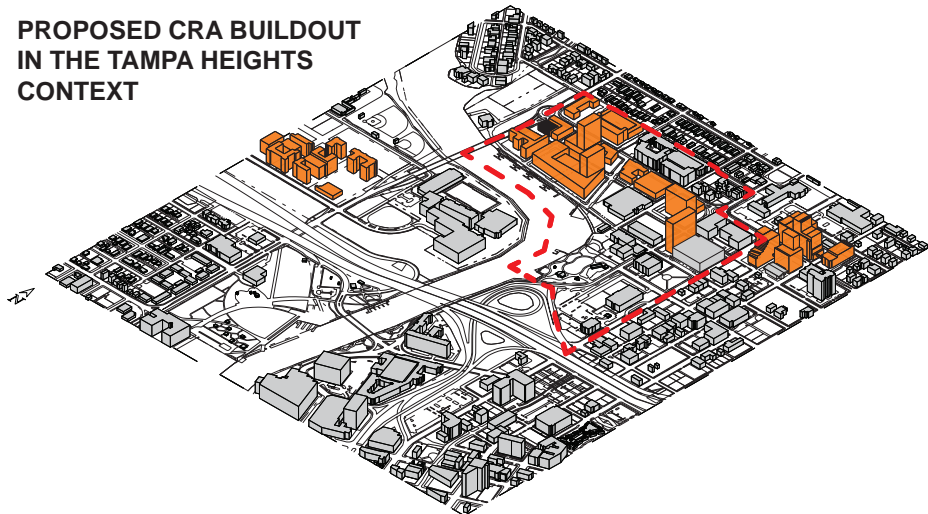
**PUBLIC OPEN SPACE**  
7 ACRES



**PROPOSED DEVELOPMENT**  
~11+ BUILDINGS



**PROPOSED CRA BUILDOUT**  
**IN THE TAMPA HEIGHTS**  
**CONTEXT**



**FIGURE 8.4: TAMPA HEIGHTS CRA FEATURES: PUBLIC OPEN SPACES, PROPOSED DEVELOPMENT & PROPOSED CRA BUILDOUT IN TAMPA HEIGHTS CONTEXT**

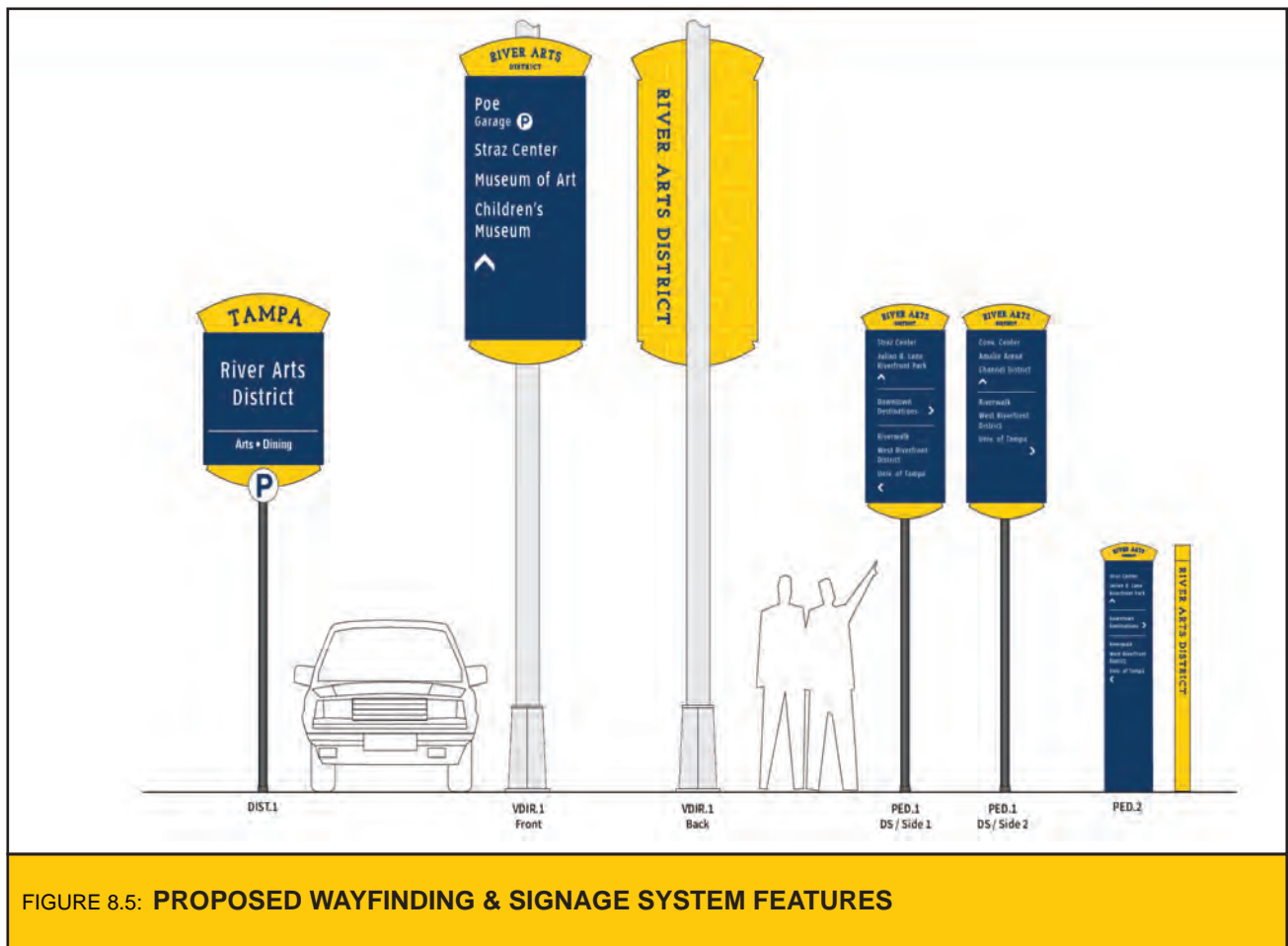


FIGURE 8.5: PROPOSED WAYFINDING & SIGNAGE SYSTEM FEATURES

Heights Riverfront CRA, the visioning component of the CRA Plan Update process focused on the types of features, conditions and enhancements that could support ongoing redevelopment initiatives and add value to the CRA’s public realm.

## 8.2 Supportive Redevelopment Initiatives

Within the Tampa Heights Riverfront CRA boundaries, all future developments will be aligned with The Heights development master plan and The Heights Development Standards. As the sole property owner of all remaining developable parcels in the district, SoHo Capital is proceeding with an updated master plan for redeveloping the remainder of the district. This updated master plan will be consistent with Tampa Heights Riverfront Community Redevelopment Plan. As such, the visioning component of the CRA Plan Update focused on smaller scale public realm enhancements that

could enrich the district and support ongoing redevelopment initiatives. Several of these efforts were initiated prior to the start of the Tampa Heights Riverfront CRA Plan Update process. One of these involves a wayfinding and signage system for the CRA. This system would include a number of pedestrian and vehicular signs and other features that would be installed within the CRA and at its periphery, and along the Riverwalk to help motorists and pedestrians navigate the area. The visual iconography of this system will be unique to the Tampa Heights Riverfront CRA and contribute to its identity and sense of place.

Additionally, the Tampa Downtown Partnership is implementing a place-branding system for all of Downtown’s seven neighborhoods, including Tampa Heights. This system is intended to provide visual information and recognition elements that capture the unique characteristics of the community’s identity. This system includes several graphic features that would be installed

in public rights of way in the Tampa Heights community. These would include pole-mounted banners, signage and other visual features on smaller street furnishings. These features could be installed on the eastern edge of the CRA along North Tampa Street but are not planned to be installed within the Tampa Heights Riverfront CRA itself.

Other supportive redevelopment elements were also considered during the visioning sessions. One supportive redevelopment concept that resonated with both CAC members and the community is a potential pedestrian bridge across the Hillsborough River connecting with the proposed expanded Riverwalk network on its west bank. This feature would provide pedestrian and bike connections over to the West Tampa CRA, the emerging West River development, other sports and recreational features along the River, and Julian B. Lane Park south of Interstate-275 without having to walk along or cross streets. Pedestrian bridges are increasingly implemented in many cities as infrastructure and amenity features that contribute to walkability, connectivity and public safety. When paired with redevelopment projects, pedestrian bridges often take on an expanded role as an iconic landmark feature.

Other features identified by the CAC and community members include interactive pedestrian amenities, shade structures, crosswalk and intersection safety enhancements and connectivity features. In addition to these, public realm enhancements to Phil Bourquardez Park were identified as a priority to make this public open space more appealing and user-friendly for Tampa Heights residents and visitors to the area. During the workshops, participants acknowledged the lack of features that would allow it to function as useful public open space. Given the park's location, workshop participants also suggested that if renovated, it could become a landmark feature along the North Tampa Street corridor and contribute to gateway conditions leading into the CRA. One suggestion was to transform this open space into a stormwater park similar to others around the city. This transformation could incorporate familiar open space features and pedestrian amenities along with a landscaped and filtered stormwater retention basin with an aerator fountain. Doing so would allow the Park to function as both a community asset and an environmental feature by providing a supportive stormwater management feature in this part of the CRA.

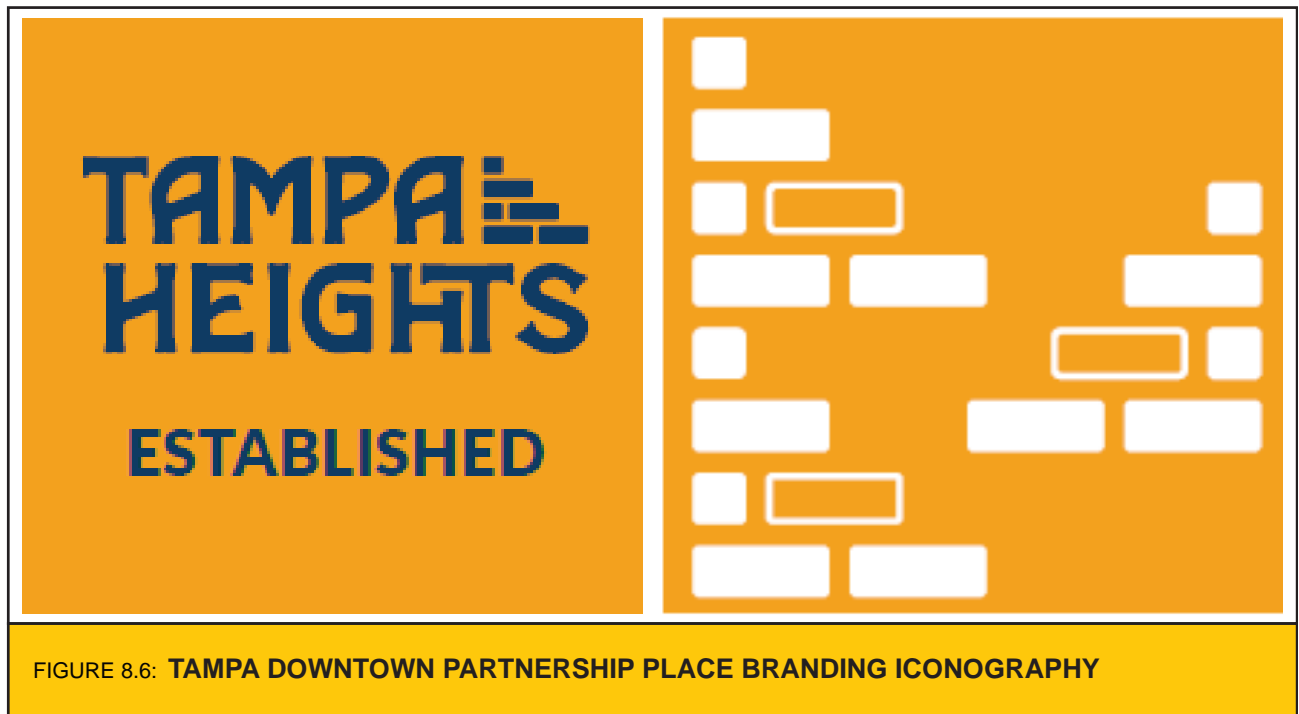


FIGURE 8.6: TAMPA DOWNTOWN PARTNERSHIP PLACE BRANDING ICONOGRAPHY

### 8.3 Art Activation in the Tampa Heights Riverfront CRA

The goal of this redevelopment plan is to revitalize the Tampa Heights Riverfront Community Redevelopment Area. The integration of art activation and other small-scale placemaking features throughout the CRA can play a supportive role in enriching ongoing redevelopment initiatives, enhance the visual character of the area and contribute to the quality of life of local residents. A range of different features were identified during CAC meetings and community workshops that would further activate the public realm within the Tampa Heights Riverfront CRA, contribute to its prominence along its eastern Tampa Street edge, make the area more inviting and complement many of the public realm features that already exist along the Tampa Riverwalk and Waterworks Park. These public art, placemaking, visual branding and public realm amenities could take the form of wall murals, sculpture, seating/shade structures, and other stand-alone and interactive art elements

installed along streets, building sites, in public open spaces and in the CRA's two roundabouts.

The objectives of a public art program in the CRA are to foster widespread involvement of local, national and international artists and creative people in implementing public art and amenity features throughout the area. Doing so would reinforce the City's vision for enhancing the aesthetics of the area, its public realm conditions and encourage private-sector entities to include public art as part of existing buildings and sites, as well as future redevelopment projects. These efforts would be consistent with the broader goals of this CRA Plan, the City of Tampa 2040 Comprehensive Plan, current zoning and the Tampa Heights community. The cumulative effect of these efforts would lead to a more vibrant and inclusive environment that celebrates creativity, adds to the intrinsic value of current and future development, and contributes to the unique identity of the CRA.



FIGURE 8.7: SAMPLE PUBLIC REALM ENHANCEMENTS

The integration of art features and programs within the Tampa Heights Riverfront CRA can take many forms. These can include any one or combination of the following approaches:

### Community Art Centers:

- **Creation of Art Spaces:** Establish or repurpose buildings as community art centers for exhibitions, workshops, and classes.
- **Diverse Programming:** Host exhibitions, artist talks, and community events, including outreach programs targeting schools and underserved populations.

### Comprehensive Public Art Projects:

- **Murals and Sculptures:** Commission artists to create large-scale murals and sculptures that reflect the community's history, identity and values.
- **Signal Box Wraps:** Implement a program to cover traffic signal boxes with artist-designed wraps that add color and character to the streetscape.

- **Artistic Lighting Installations:** Install creative lighting designs in public areas, including parks, pathways, and underpasses to enhance safety and create a visually engaging environment at night.
- **Pathways and Sidewalk Art:** Incorporate art into pedestrian pathways, such as mosaic tiles, painted crosswalks, and embedded art pieces that guide and inspire those walking through the district.
- **Alleyway Activation:** Transform alleys into vibrant spaces through art installations, performances, and community gatherings making them safe and attractive public spaces.
- **Art on Infrastructure:** Integrate art into bridges, benches, bus stops, and other urban infrastructure turning functional elements into visually appealing features.
- **Public and Private Spaces:** Encourage public art installations on both city-owned properties and privately owned spaces. Collaborate with private property owners to utilize walls, building facades, and courtyards for public art, ensuring that art is accessible and visible throughout the community.
- **Outside the Box:** Invite and encourage all styles of public art not mentioned above.



FIGURE 8.8: SAMPLE PUBLIC REALM ENHANCEMENTS

### Partnerships:

- **Collaboration with Local Entities:** Partner with schools, universities, cultural organizations, and businesses to support and sponsor diverse art programs.
- **Artist Exchange Programs:** Create exchange opportunities with other cities to bring new perspectives to Tampa and expose local artists to broader opportunities.
- **Arts as an Economic Opportunity:** Uplift the community through economic growth. Using arts as a catalyst to improve and create new infrastructures based on new economic growth. Use the arts to bring in new and emerging artists and companies to invest into the area's economy.

- **Community-oriented Design:** Design housing developments with communal spaces and creative amenities like shared studios and art galleries.

### Artist Residencies

- **Live-work Spaces:** Designate buildings for artists that combine living and creative workspaces that fosters an environment where artists can thrive.
- **Creative Hubs:** Establish artist residencies within these spaces to attract a mix of emerging and established artists.

### Inclusion of Arts-related Living Spaces:

#### Affordable Housing

- **Mixed-income Developments:** Build mixed-income housing that includes affordable units for artists to ensure a diverse and inclusive community.

### Community Amenities

- **Parks and Green Spaces:** Incorporate parks, communal gardens, and recreational facilities that utilize the space and provide artistic vision.

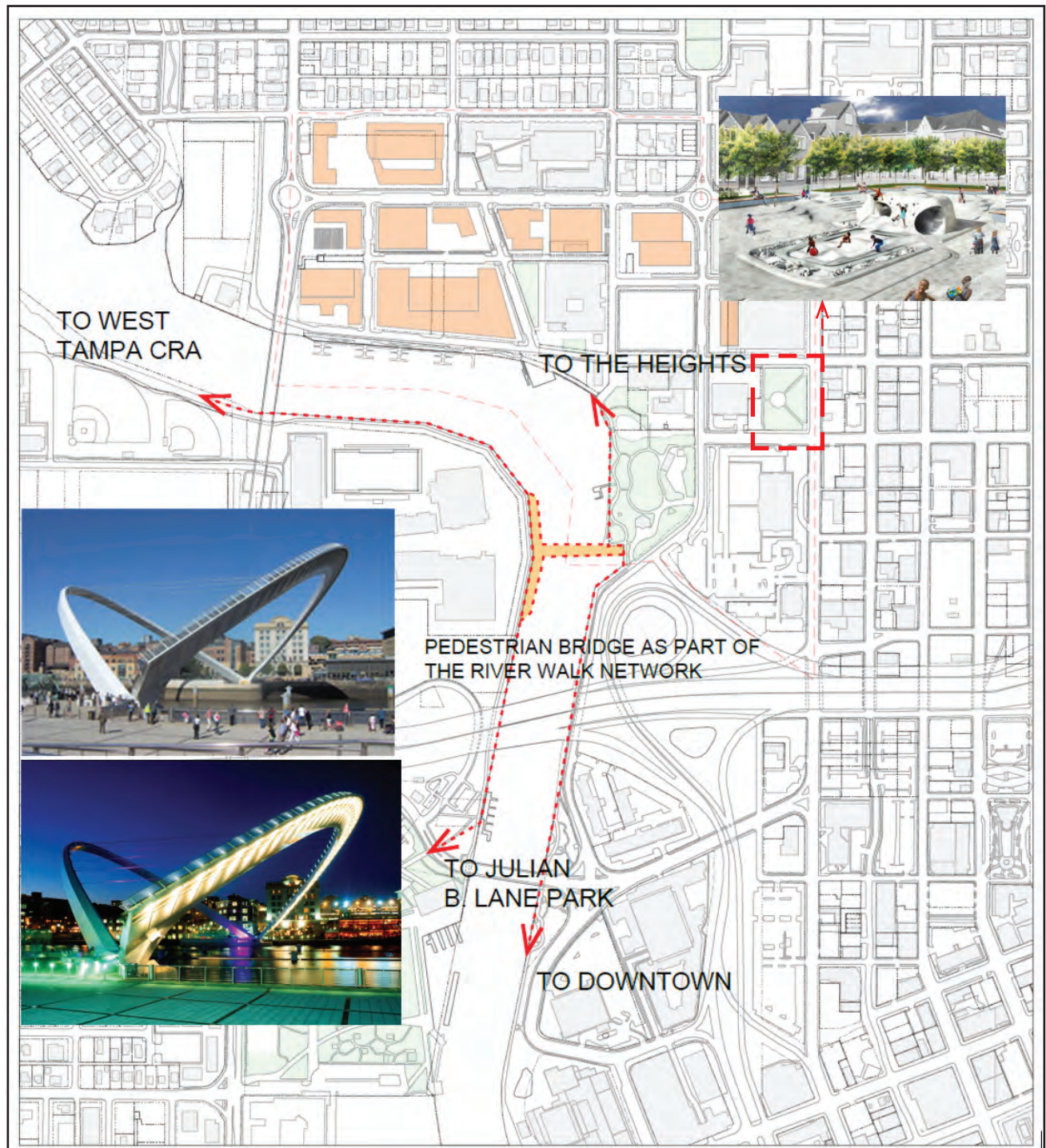


FIGURE 8.9: SAMPLE PUBLIC REALM AND ENHANCEMENT

### 8.4 Transportation, Connectivity, Access and Mobility Enhancements

The Tampa Heights Riverfront CRA's eastern border is along North Tampa Street with the historic North Franklin Street corridor located a block further east. North Tampa Street is controlled by the Florida Department of

Transportation (FDOT) and is a busy one-way thoroughfare heading south into Downtown. As such, it poses safety concerns at many of its cross streets for Tampa Heights residents trying to access the CRA from the east. The ability to cross this street in a safe manner at multiple locations will be critical to accessing the CRA as



**FIGURE 8.10: POTENTIAL PEDESTRIAN BRIDGE CONNECTION TO WEST TAMPA CRA & JULIAN B. LANE PARK, SAMPLE IMAGES OF MOVABLE PEDESTRIAN BRIDGE & STORMWATER PARK FEATURES AT PHIL BOURQUARDEZ PARK**

redevelopment intensifies along this boundary. The Hillsborough Area Regional Transportation agency (HART) operates two bus routes along this corridor and is planning for enhanced bus stops and service along these the two routes. One of these bus stops was added at the North Tampa Street and West 7<sup>th</sup> Avenue intersection, just adjacent to the Heights Union parking garage, the Sprouts Farmers Market and across the street from the Phil Bourquardez Park. This intersection is one of the main points of access into the CRA from the east.

The proposed modernization and extension of the TECO Streetcar into Tampa Heights along North Florida Avenue, and then over to North Tampa Street will become a asset to the area when developed. The proposed alignments would provide a local transit connection to Downtown, the Water Street area, the Channel District and Ybor City. The preferred alignment for this system would provide two stops along the eastern edge of the CRA - one on East Palm Avenue and the other at the intersection of North Tampa Street and West 7<sup>th</sup> Avenue at the existing bus stop.



FIGURE 8.11: PROPOSED TAMPA STREETCAR MODERNIZATION

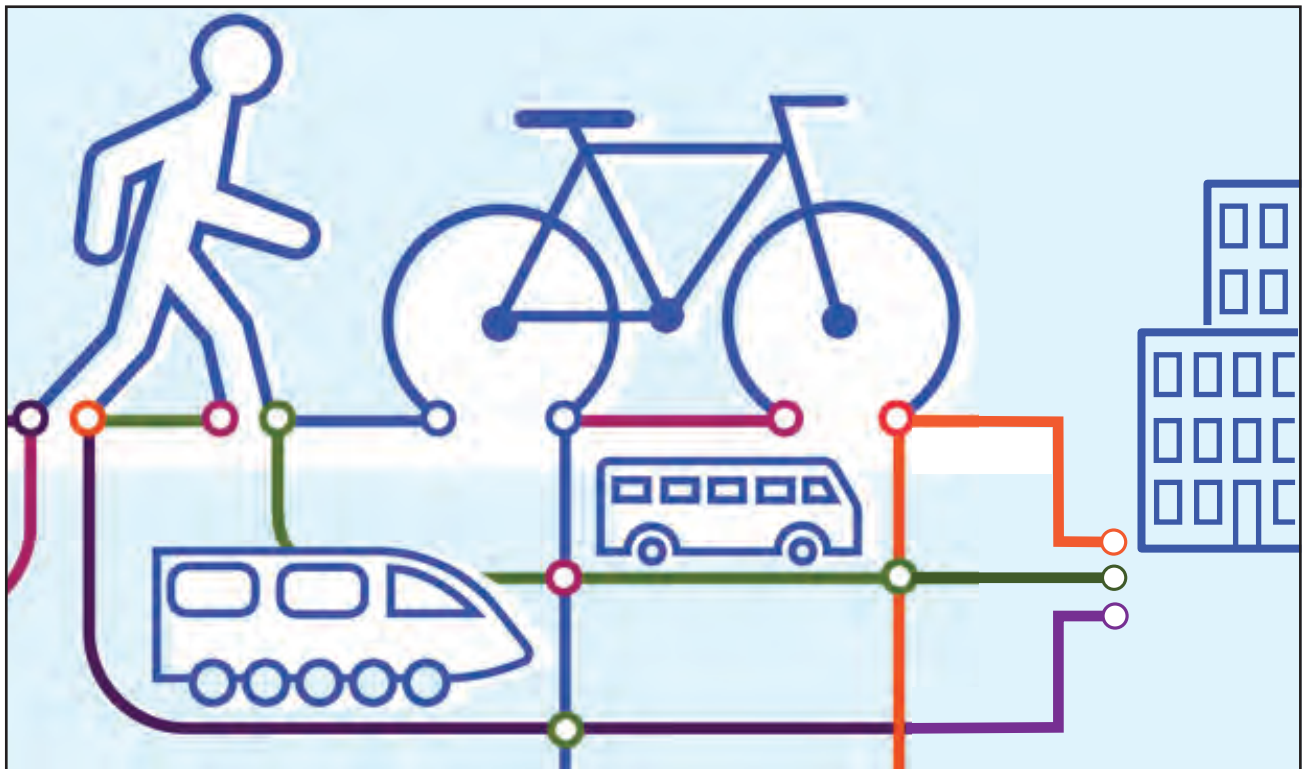
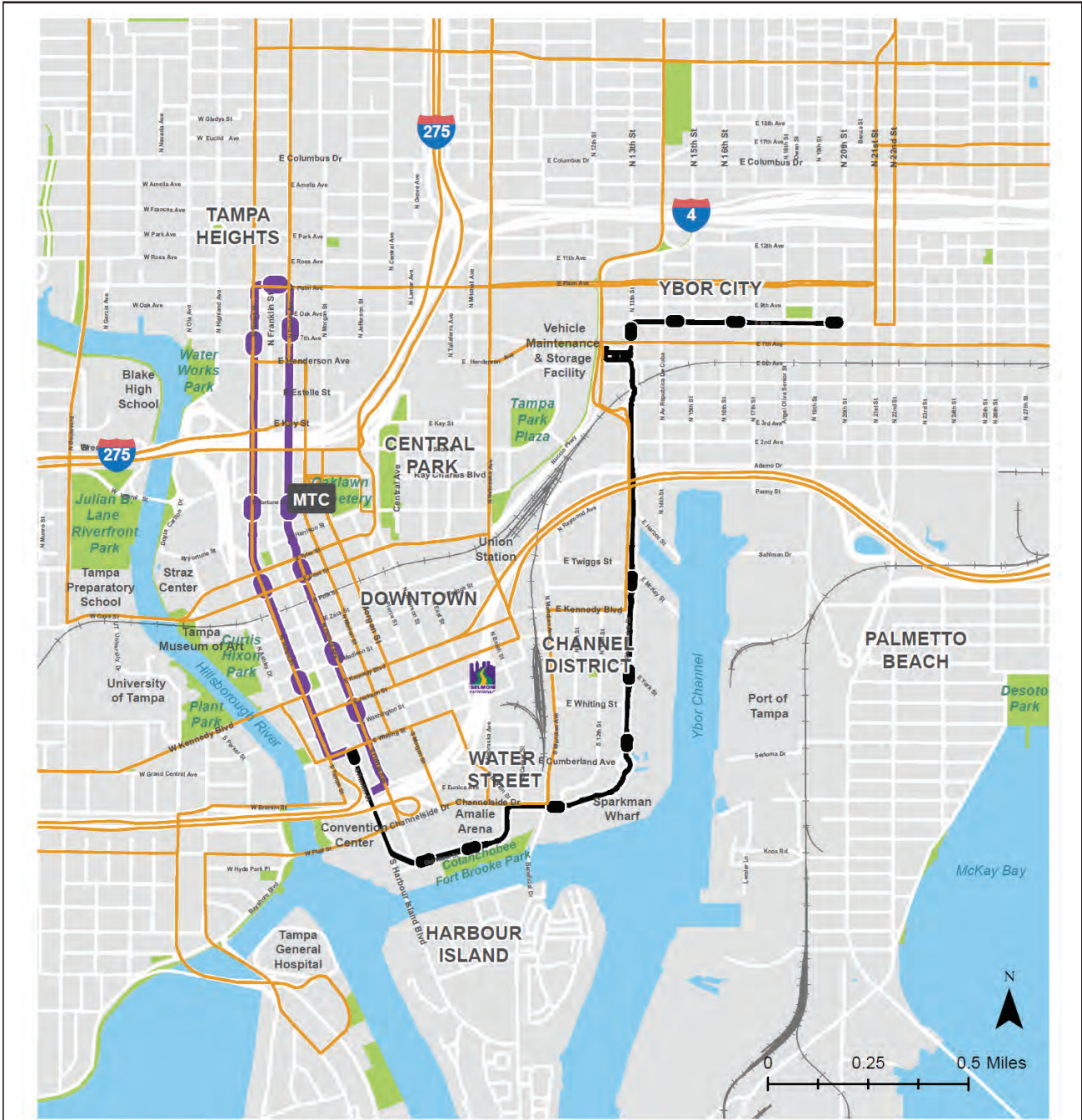


FIGURE 8.12: MULTI-MODAL ACCESS & CONNECTIVITY TO THE TAMPA HEIGHTS RIVERFRONT CRA



**INVISION TAMPA STREETCAR PROJECT**

City of Tampa | Hillsborough County, Florida

-  Existing Station Locations (Modernization)  Existing HART Bus Routes Serving Marion Transit Center 
-  Existing Alignment (Modernization)
-  Proposed Station Locations (Extension)
-  Preferred Alignment (Extension)

**FIGURE 8.13: INVISION TAMPA STREETCAR PROJECT**

## 8.5 Anticipated Infrastructure Requirements

In 2017, The Heights Community Development District implemented an extensive infrastructure initiative throughout most of the Tampa Heights Riverfront CRA to support ongoing development associated with The Heights project. This effort resulted in above-grade right of way features such as new roadway alignments, on-street parking areas, sidewalks and street lighting. It also included below-grade utilities extensions such as potable water and sanitary sewer lines, stormwater drainage and electrical distribution lines. The Heights CDD is responsible for ongoing management of these features.

Other anticipated infrastructure requirements within the CRA would be associated with other portions of the CRA that are not part of The Heights development. These infrastructure requirements could include general maintenance and upgrades to existing features, as well as new infrastructure features that may be required as the district evolves. One of these could include

the transformation of Phil Bourquardez Park into a stormwater park. This would require electrical lighting, water utilities, an engineered detention pond basin at-grade, and stormwater drainage lines below grade.

Other infrastructure elements that may be required in the Tampa Heights Riverfront CRA include addition features along the Riverwalk and a potential pedestrian bridge over the Hillsborough River. This feature was identified during the visioning sessions to enhance pedestrian movement and connectivity from the Tampa Heights Riverfront CRA over to the planned western addition to the Riverwalk network, the West Tampa CRA and West River development and Julian B. Lane Park. As the CRA evolves, additional infrastructure elements may be required to support the integration of small-scale features along area streets and public spaces.



FIGURE 8.14: PLACEMAKING FEATURES OF STREET ART: YELLOW BRICK ROW ON NORTH FRANKLIN STREET

**9.0**

**ECONOMIC  
DEVELOPMENT  
OBJECTIVES  
UNTIL CRA  
CESSATION**

## 9.0 ECONOMIC DEVELOPMENT OBJECTIVES UNTIL CRA CESSATION

### 9.1 Remaining CRA/TIF District Timeframe

The Tampa Heights Riverfront CRA Plan was initially adopted in 1996 and later implemented a tax increment financing (TIF) provision in 2005. Since then, redevelopment in the district has made significant progress in addressing many of the deteriorating physical conditions and lack of economic development potential identified in the initial Existing Conditions Report. However, there is still the need for ongoing redevelopment to fully achieve the objectives of the Tampa Community Redevelopment Agency and to transform the area into a vibrant, diverse, mixed-use district in the Tampa Heights community. While the initial CRA timeframe for cessation was 2029, this date was reset in 2013 through an amendment that replaced the former designated development entity with the current private-sector development entity. This resolution

and development agreement also committed 74% of future TIF revenues for amortizing the debt on qualified bonds used to finance capital improvement projects within the CRA. This resolution established a new 2043 timeframe for cessation of the Tampa Heights Riverfront CRA.

The remaining developable land within the CRA is entirely owned by the CRA's current private-sector development partner SoHo Capital LLC. This amounts to over 20-acres of property that is planned for phased incremental development according to an approved master plan. The master plan for The Heights development takes into consideration the remaining timeframe of the CRA's existence and envisions the feasibility of project build-out prior to 2043.

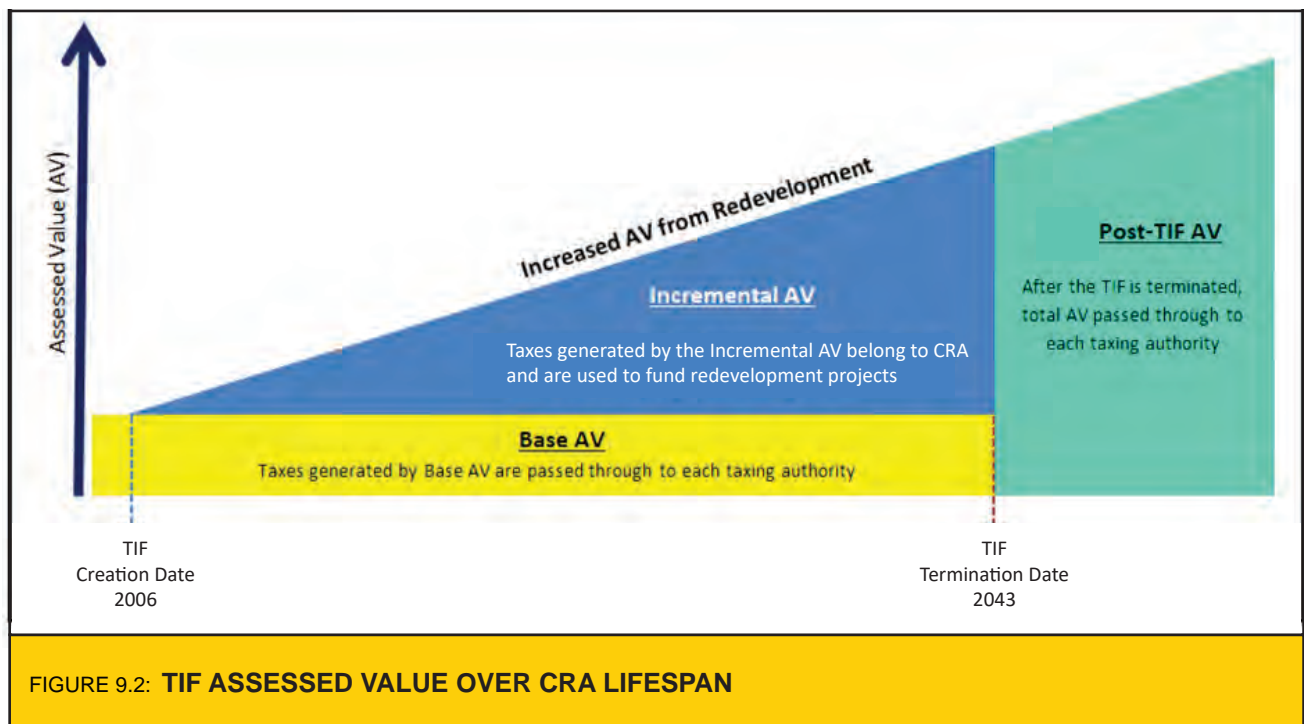


FIGURE 9.1: HISTORIC BUILDINGS OF LOCAL BUSINESSES ON FRANKLIN STREET

## 9.2 Current and Projected Tax Increment Finance Budgets

Since the tax increment finance base year, the TIF has primarily supported redevelopment initiatives within the Tampa Heights Riverfront CRA, and projects associated with The Heights development. As the sole redevelopment project in the district with over 20 acres of developable land, The Heights development is estimated to have a positive impact on TIF revenues. The anticipated level of private investment in future

residential, commercial and mixed-use structures and other features planned for this large-scale development will equate to an economic engine for growth and vitality in this part of the city. The initial development phase of The Heights project has already contributed to the real estate market momentum in the Tampa Heights community and is fostering private-sector investment adjacent to the CRA. Property assessments and



TIF revenues are published in the Tampa Heights Riverfront CRA’s Annual Reports, as well as the most recent CRA audit are available on the Community Redevelopment Agency’s web site at: <https://www.tampa.gov/cras/community-redevelopment-areas> .

In the past, TIF funds generated in the Tampa Heights Riverfront CRA have been used to fund infrastructure, the development of Waterworks Park, the extension of the Riverwalk, restoration of Ulele Spring, and the transformation of the former TECO Trolley Barn into the Armature

Works project. Currently, TIF funds are primarily committed to amortizing the debt on bonds issued by The Heights Community Development District to finance different elements of the project’s 2017 Capital Improvement Plan. Given the growth projections for the TIF fund in the future, additional revenues will provide resources for affordable housing, further public realm enhancements in open spaces and along area streets, as well as the addition of connectivity features within the CRA to adjacent areas.

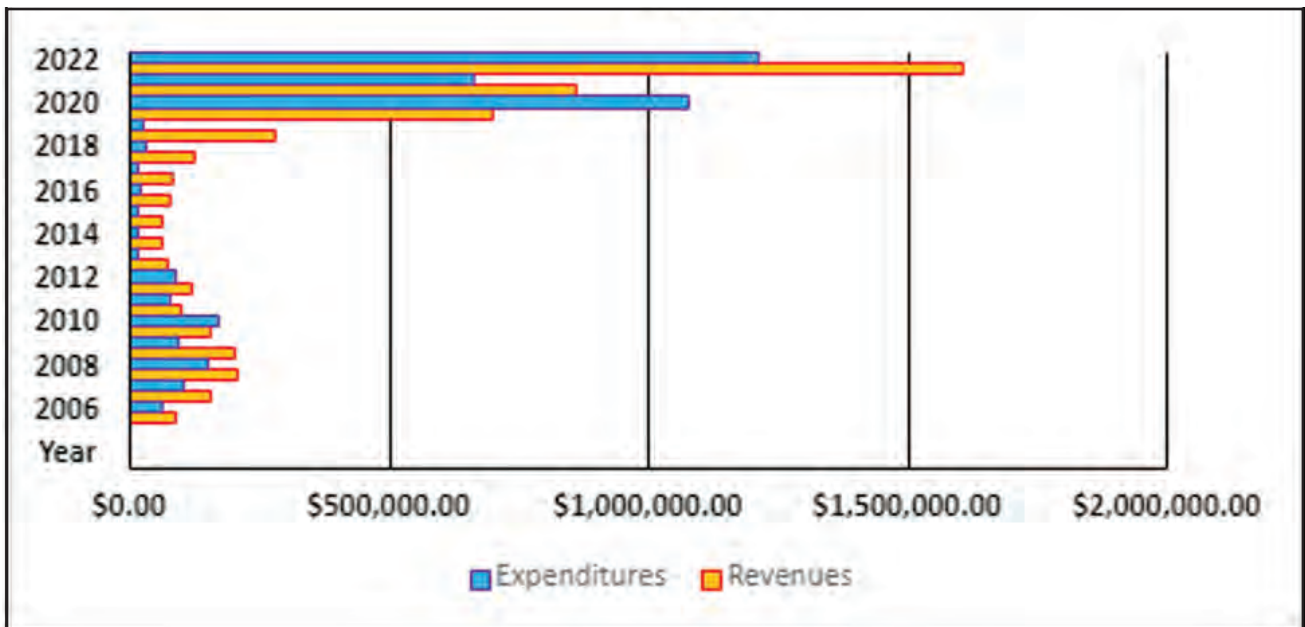


FIGURE 9.3: TAMPA HEIGHTS RIVERFRONT CRA ANNUAL TIF ACTIVITY REPORT



### 9.3 Benefits from Redevelopment within the CRA


The benefits from previous and planned redevelopment within the Tampa Heights Riverfront CRA are evident. A significant portion of the deteriorated slum and blight conditions identified in 1999 in the Old Tampa Police Department Site Community Redevelopment Area Existing Conditions Report have been eliminated. However, redevelopment in the CRA is not complete. The Heights development and many of the earlier structures, businesses and organizations located in the area have established a stable foundation for continued redevelopment activity. The construction of Waterworks Park, Phil Bourquardez Park and the extension of the Riverwalk over to North Boulevard have added to the CRA's sense of place, its identity as a revitalized portion of the Tampa Heights



community. The CRA's ability to host a range of interim activities and events demonstrates the outcome of a strategic approach to community redevelopment.

At this point in the redevelopment process, the CRA now has features, uses and other conditions that have made it a sought-after destination in the city landscape. This has contributed to the area's economic vitality and its social vibrancy. The Armature Works facility is a unique mixed-use structure with diverse programming that defines it as an activity generator. Its proximity to the Riverwalk and the Hillsborough River will continue to add value to this facility as well as future projects in The Heights development.

**TABLE 5: KEY PERFORMANCE INDICATORS (METRICS) FOR THE TAMPA HEIGHTS RIVERFRONT CRA**

TABLE 5: KEY PERFORMANCE INDICATORS (METRICS) FOR THE TAMPA HEIGHTS RIVERFRONT CRA		
INDICATOR		
 <p><b>ECONOMIC DEVELOPMENT</b></p>	<b>ANALYSIS</b>	There has been a significant amount of private-sector and public sector investments in the Tampa Heights Riverfront CRA in the form of buildings, infrastructure, public open space and public realm amenities in addition to previous institutional-sector investments. To date, the total private and public-sector investment in the CRA exceeds \$300 million. The CRA is home to over 50 different businesses. Over 1,000 permanent jobs have been created in the CRA.
	<b>STATUS</b>	<p>To date seven commercial structures completed totaling over 490,540 sq. ft. Remaining entitlement for The Heights development totals over 450,000 sq. ft.</p> <p>One residential complex with and one townhouse structure totaling 318 d.u.'s. Remaining entitlement of The Heights development totals over 2,336 d.u.'s.</p> <p>The economic development objective is being realized in the Tampa Heights Riverfront CRA.</p>
	<b>POLICY RECOMMENDATIONS</b>	None
 <p><b>ATTAINABLE HOUSING</b></p>	<b>ANALYSIS</b>	Ongoing need for affordable/attainable/workforce housing in the CRA. Currently, only market-rate housing is planned.
	<b>STATUS</b>	<p>To date no affordable /attainable/workforce housing has been built in the CRA.</p> <p>The attainable housing objective is not being realized in the Tampa Heights Riverfront CRA.</p>
	<b>POLICY RECOMMENDATIONS</b>	<ol style="list-style-type: none"> <li>1. Additional affordable housing should be encouraged in the CRA to provide accessible housing for the local workforce, comply with Statutory requirements and to meet the City of Tampa's affordable housing objectives.</li> <li>2. Prioritize available TIF funds, identify grant and tax credit opportunities, explore options for regulatory relief to support the inclusion of affordable units in market-rate residential buildings in the CRA.</li> </ol>

 <b>CONNECTIVITY</b>	<b>ANALYSIS</b>	<p><b>Pedestrian/cyclist connectivity:</b> four local street access points from the north; no access from the west across the Hillsborough River to the proposed (West) Riverwalk expansion; four to six local street access points from the east; two street access points and the Riverwalk esplanade from the south. Three pedestrian signalized intersections.</p> <p>Water taxi dock and proposed TECO Streetcar Extension with three stops.</p>
	<b>STATUS</b>	<p>All street access points have sidewalks, two have dedicated bike lanes. Tampa Street has a limited number of safe crossings from the east into the CRA. The Riverwalk is proposed to connect north with the Tampa Walk-Bike Plan's neighborhood Green Belt.</p> <p>The connectivity objective is being realized in the Tampa Heights Riverfront CRA.</p>
	<b>POLICY RECOMMENDATIONS</b>	<ol style="list-style-type: none"> <li>1. Identify opportunities for expanding connectivity to the CRA from the north and the east with new public realm features as described in the City's Walk-Bike Plan.</li> <li>2. Coordinate with the FL Department of Transportation (DOT) to implement additional public safety and connectivity features along North Tampa Street.</li> <li>3. Coordinate with HART and their plans for the TECO Streetcar extension and station stops adjacent to the CRA.</li> </ol>

 <p><b>QUALITY OF LIFE</b></p>	<b>ANALYSIS</b>	The CRA incorporates several conditions that enrich the quality of life for residents and others from around the city. Planned cultural and recreation features, public open spaces, neighborhood-serving commercial uses, transportation options, and enhanced public realm features add to the district’s livability.
	<b>STATUS</b>	<p>The mixture of uses built and planned as part of the Heights development, the CRA’s open space features, the Riverwalk, smaller commercial uses and the Sprouts supermarket all contribute to the quality of life of Tampa Heights area residents and residents from around the city.</p> <p>The quality of life objective is being realized in the Tampa Heights Riverfront CRA.</p>
	<b>POLICY RECOMMENDATIONS</b>	<p>1. Implement additional small-scale public realm measures identified in the CRA workshops, such as wayfinding, placemaking, park enhancements and connectivity features that could contribute to the CRA’s vitality, its sense of place, its livability and support ongoing redevelopment.</p> <p>2. Implement public art features throughout the CRA to enhance its general character, its “place brand” and overall visual identity.</p>
 <p><b>COMMUNITY ENGAGEMENT</b></p>	<b>ANALYSIS</b>	The CRA Plan Update process solicited input from community residents, area stakeholders, City staff and CAC members throughout its duration.
	<b>STATUS</b>	<p>The Tampa Heights Riverfront CRA CAC’s ongoing liaison with the Tampa Heights community and the CRA staff.</p> <p>The community engagement objective is being realized in the Tampa Heights Riverfront CRA.</p>
	<b>POLICY RECOMMNDATIONS</b>	None

# 10.0

## LEGAL

## DESCRIPTION



## 10.0 LEGAL DESCRIPTION

Begin at the center point of the intersection of the Right-Of-Way Lines of Tampa Street and Palm Avenue, run thence West, along the center line of the Palm Avenue Right-Of-Way line to the center point of the intersection of the Right-Of-Way Lines of Palm Avenue and Highland Avenue; thence run north along the center line of Highland Avenue to the center point of the intersection of the Centerlines of Ross Avenue and Highland Avenue; thence run West along the Centerline of the Ross Avenue Right-of-Way to the center point of the intersection of Ross Avenue and North Boulevard; thence run South along the center line of the North Boulevard right-of-way to the intersection of the North Boulevard Right-of-Way and the Centerline of the Hillsborough River (said centerline being equidistant from opposing mean

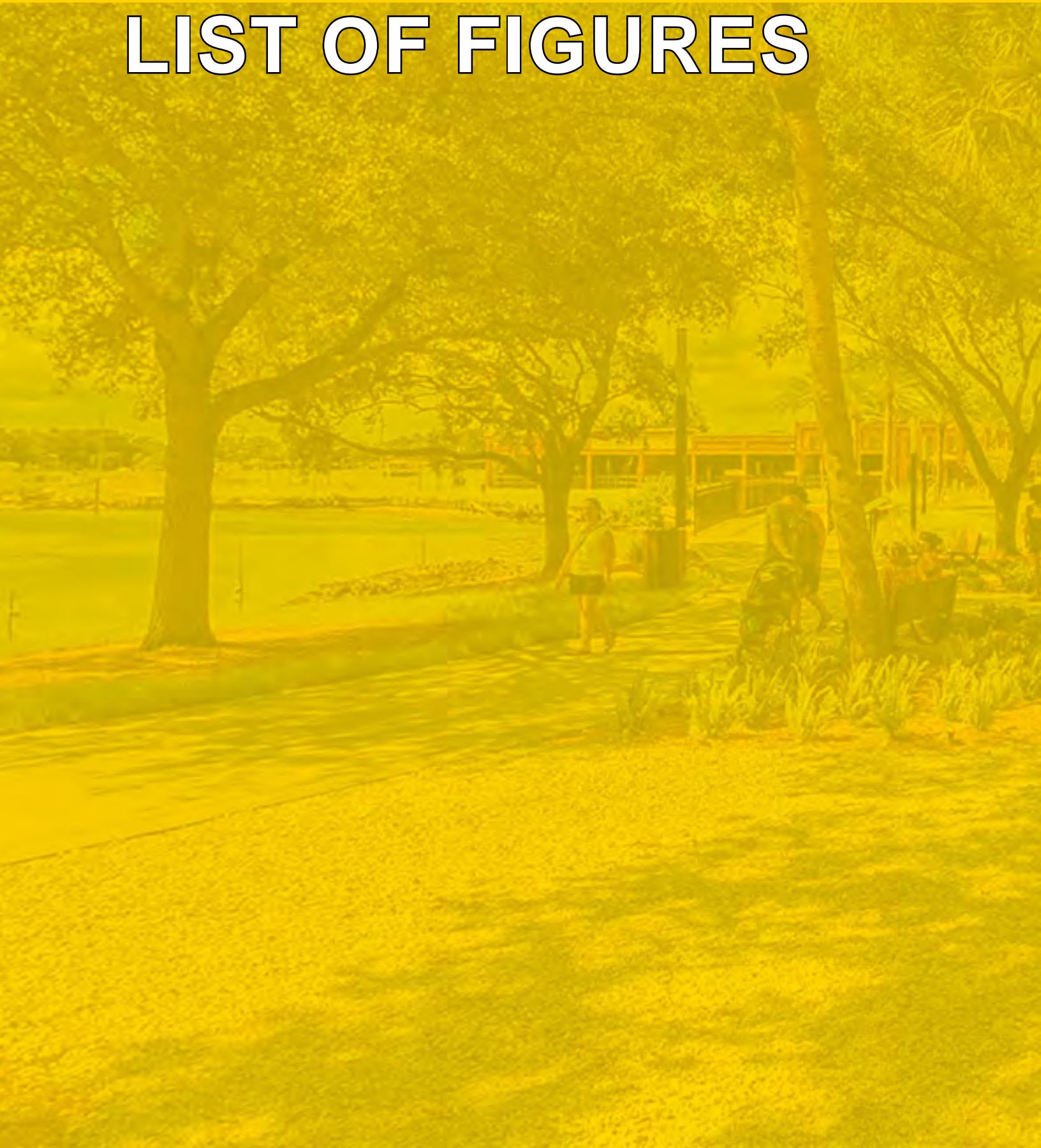
high water lines as established by the U.S. Army Corps of Engineers); thence run East/Southeast along said centerline of the Hillsborough River to the intersection of the centerline of the Hillsborough River and the Northern Limited Access Right-of-Way line of Interstate-275; thence East along the Northern Right-of-Way line of Interstate-275, to the Center point of the intersection of Interstate-275 and Tampa Street; and Tampa Street; thence run north along the center line of Tampa Street to the intersection of the Right-Of-Way lines of Tampa Street and Palm Avenue and the Point of Beginning; all of the area previously described is located within Section 13, Township 29 South, Range 18 East, City of Tampa, Hillsborough County, Florida; containing 77.04 acres, more or less.



FIGURE 10.1: HISTORIC VENUE ON NORTH FRANKLIN STREET

# 11.0

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## 11.0 LIST OF FIGURES

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