



# West Tampa CRA **STRATEGIC ACTION PLAN DEVELOPMENT**

August 15, 2018  
3<sup>rd</sup> Public Meeting

**Kimley»Horn**  
Expect More. Experience Better.







## 1<sup>st</sup> Public Workshop – October 23<sup>rd</sup> at the JCC

- Approximately 100 people were in attendance
- Summary of initial findings from Kimley-Horn and Urbanomics.
- Table Exercise/facilitated discussions on the priorities
- Survey Exercise to determine the priorities of the community





## Table Exercise Summary





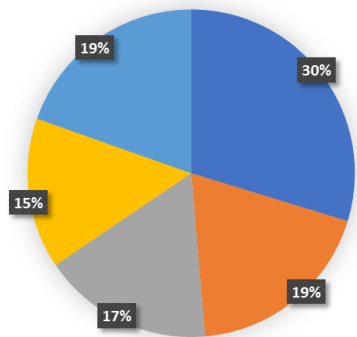


## Survey Exercise Summary

Attendees were asked to review and complete survey documents to complete during the workshop.

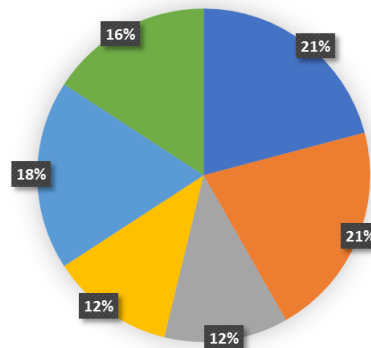
The survey was titled “What Improvements Do You Want to See in West Tampa?” and listed various examples of improvements under 7 categories to be checked

**Business Expansion**



**Increased Local Patronage (30%)**  
 Storefront Improvement (19%)  
 Farmers Market (19%)  
 Adult Education/Training (17%)  
 Daycare/Preschool (15%)

**Connectivity**



**Sidewalks (21%)**  
**Enhanced Landscape (21%)**  
 Better Access the River (18%)  
 Connectivity under I-275 (16%)  
 Enhanced Signage (12%)  
 Pole Banners (12%)

**WEST TAMPA CRA**  
 What Improvements Do You Want to See in West Tampa?

**Transit/Transportation/Parking**

- ☐ Streetcar connection
- ☐ Traffic Calming:
  - ☐ Which streets:
- ☐ More Parking:
  - ☐ Onstreet Parking: Yes No
  - ☐ Surface Lots: Yes No
  - ☐ Parking Garages: Yes No
- ☐ Local Shuttle System
- ☐ Bike Share Program
- ☐ Bike Lanes/Paths/Trails
- ☐ Alleys:
  - ☐ Accessible: Yes No
  - ☐ Parking: Yes No
- ☐ Additional Bus routes

**Preservation/History**

- ☐ Restore or Occupy Historic Structures
- ☐ Brick Streets:
  - ☐ Remain: Yes No
  - ☐ Remove: Yes No
  - ☐ Recover: Yes No
- ☐ Develop/Define Downtown District (Main/Howard/Armenia)
- ☐ Provide Storefront/Facade Assistance program
- ☐ Residential Property Designation
- ☐ Pursue Local Historic Designation

**Parks & Recreation**

- ☐ More Parks and/or Open Space
- ☐ Courts: (circle your choice(s))
  - ☐ Basketball/Tennis/Other
- ☐ Community Festivals/Fairs
- ☐ Seating and/or shade
- ☐ Playgrounds
- ☐ Play Fields: (circle your choice(s))
  - ☐ baseball/softball/other
- ☐ Community Center
- ☐ Board/Table Games: (circle your choice(s))
  - ☐ checkers/chess/other

**Connectivity**

- ☐ Sidewalks More/Wider
- ☐ Enhance landscape along roadways
- ☐ Enhance signage and directional messaging
- ☐ Provide Community Pole Banners
- ☐ Provide better access to the river
- ☐ Enhance North-South Connectivity under I-275 at the following locations: (Circle your choice(s))
  - ☐ Boulevard/Willow/Rome/Howard/Armenia

**Business Support**

- ☐ More businesses: (Circle your choice(s))
  - ☐ Start-ups/Flex
  - ☐ Office/Restaurants/Shops/Chain Stores/Professional Services
- ☐ Farmers Market
- ☐ Adult Education/Training Programs
- ☐ Daycare/Preschool Facilities
- ☐ Storefront Improvement Assistance

**Residential**

- ☐ More Single Family Homes
- ☐ More Multi-Family Housing
- ☐ More Work Force Housing
- ☐ More Accessory Unit Housing

**General**

- ☐ Greater Police Presence
- ☐ Consolidation of Elementary and Middle Schools
- ☐ More Public Trash Receptacles
- ☐ Greater/Stricter Code Enforcement
- ☐ Added street lighting

**Others/Additional Questions:**





# 2<sup>nd</sup> Public Workshop

## Table Exercise for Public Preferences

Working on maps provided, we asked participants to place colored dots based on priorities:

## PARKING

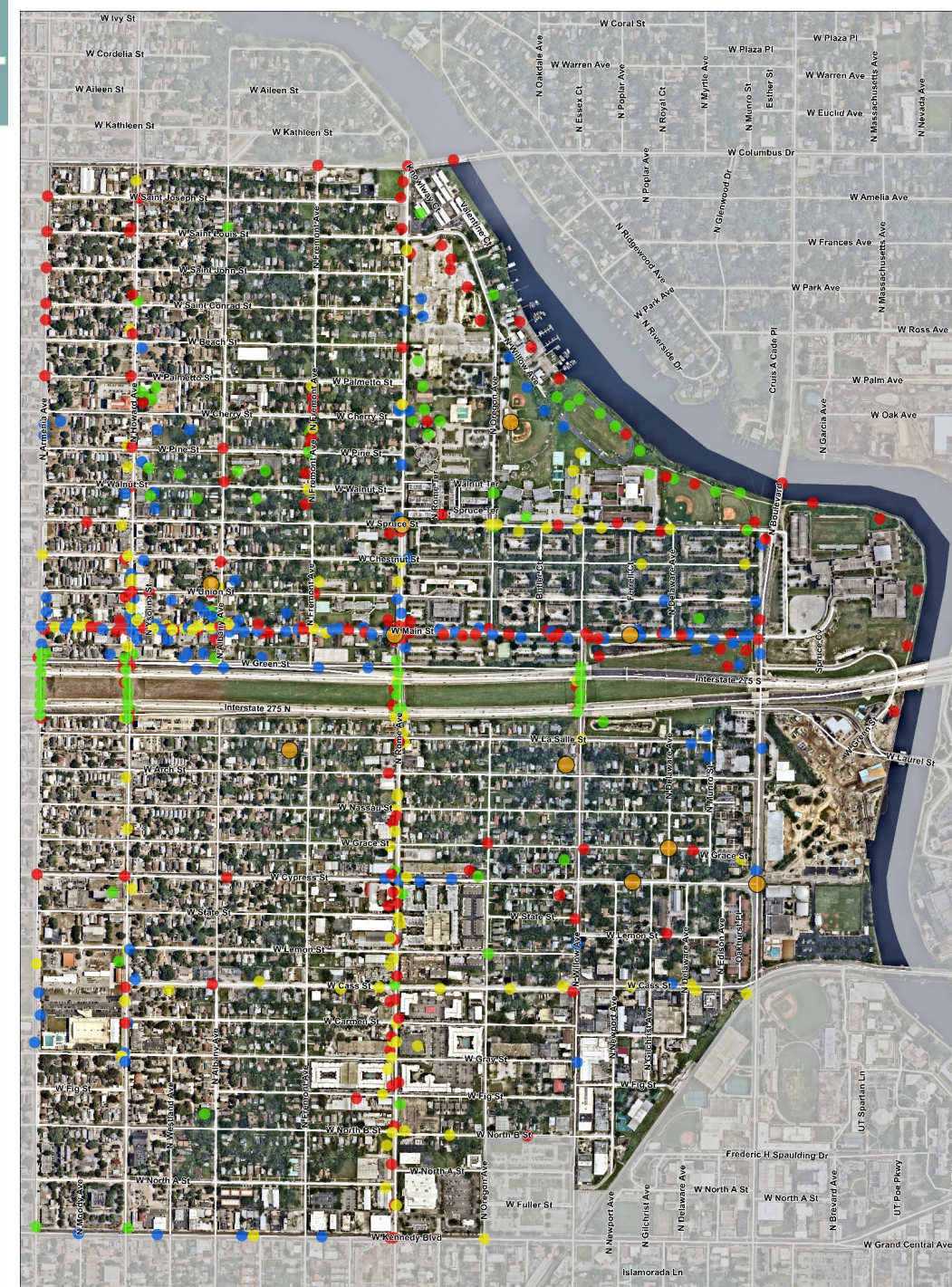
## SAFETY

## STREETS



## PARKS/OPEN SPACE

## HISTORIC PRESERVATION





### **Community Advisory Committee (CAC) and Chamber Meetings**

#### **CAC Meeting – September 26, 2017**

At the September CAC meeting, the community involvement and due diligence portions of the West Tampa CRA plan were presented to the CAC. Information presented includes the project's communication strategies (intended to keep the community informed and to gather input from the public and key stakeholders) and timeline and CIP/TIF budget coordination of on-going projects identified in the City CIP. Specific economic drivers, which would grow the taxable value of CRA properties, illustrated the revenue to be obtained from tax increment financing. Current cultural and public amenities pertaining to the area were also presented, along with a discussion of how these assets will provide a basis of planning within the CRA.

#### **CAC Meeting – November 28, 2017**

At the November CAC meeting, a summary of the October public meeting was presented to the CAC board. The priorities determined from the Table Exercise were presented as word clouds and the survey responses were graphically presented. These priorities were found to align with the CAC's overall priorities.

#### **Chamber Meeting – December 11, 2017**

At the West Tampa Chamber Meeting, business leaders shared their top priorities for the area. This was an in-depth discussion based on the previous October public workshop and the identified priorities. Specific corridors, programs, and ideas were discussed to improve the overall CRA area.

#### **CAC Meeting – January 23, 2018**

The January CAC meeting was a review of previous findings, trends, and opportunities from the West Tampa Chamber Meeting, the public workshops, and prior CAC meetings. A discussion of economic findings and trends included projected and current cumulative tax revenues and opportunities for job and business development programs. District opportunities included physical and economic development strategies and potential area improvements. The public workshop preferences and priorities including Parking, Safety, Streetscapes, Parks & Open Space, and Historic & Cultural were summarized on maps showcasing the locations where the community recommended improvements were needed the most.

### **Business Engagement**

Businesses throughout the West Tampa CRA were engaged during the planning process and many attended the October and December public meetings. Prior to the first public meeting, over 100 flyers advertising the meeting were distributed directly to business owners by Fred Hearn's Tours LLC (FH Tours).

In addition to flyer distribution, FH Tours used its contacts with local media outlets to publicize the first public meeting in the Florida Sentinel-Bulletin Newspaper, La Gaceta Newspaper, on WTMP-AM Radio, and on WMNF-FM Radio. These efforts proved successful in attracting a large cross-section of West Tampa business leaders and stakeholders.

FH Tours visited 130 businesses/service providers within the West Tampa CRA boundaries from October 2017 to May 2018. Of these establishments, 114 business cards were collected and 44 businesses participated in a Business/Service Survey. Of the 44 surveys, 21 surveys were collected at the December public meeting. The first surveys collected are summarized by the major advantages, major challenges, and major needs identified by businesses who participated in the survey. Additionally, all 44 surveys are summarized to identify the "assets" and "liabilities" each business/service provider sees for their business being located in West Tampa. The survey results provide a profile of the businesses located within the West Tampa CRA and provide a way to prioritize concerns and recommendations for serving the needs of the businesses and of the community.

The 21 surveys collected from business owners at the December public meeting identified the following **major advantages** of their location in West Tampa:

- Central location within the City of Tampa
- Ethnic diversity of customers who shop in the area
- Future redevelopment of North Boulevard Homes and customer base it will bring
- Proximity to public housing and low-income residents who also need affordable child care
- Access to historically high traffic areas
- Proximity to Interstate 275 and Downtown Tampa
- Neighborhood-focused synergy and customer loyalty
- Willingness of residents and customers to support small businesses
- Potential for growth of population and future potential customers





## Community Consensus



\*Surveys were also distributed to businesses throughout the CRA which identified the major challenges, advantages, needs business owners find being located in the CRA



## SAP Initiatives

### 1. Economic Development Initiatives

1.1 Jobs and Business Assistance

1.2 Housing Revitalization

1.3 New Development

### 2. Infrastructure Initiatives

2.1 Streetscape, Public Realm, and Placemaking

2.2 Parking and Transportation

West River Redevelopment  
Rendering



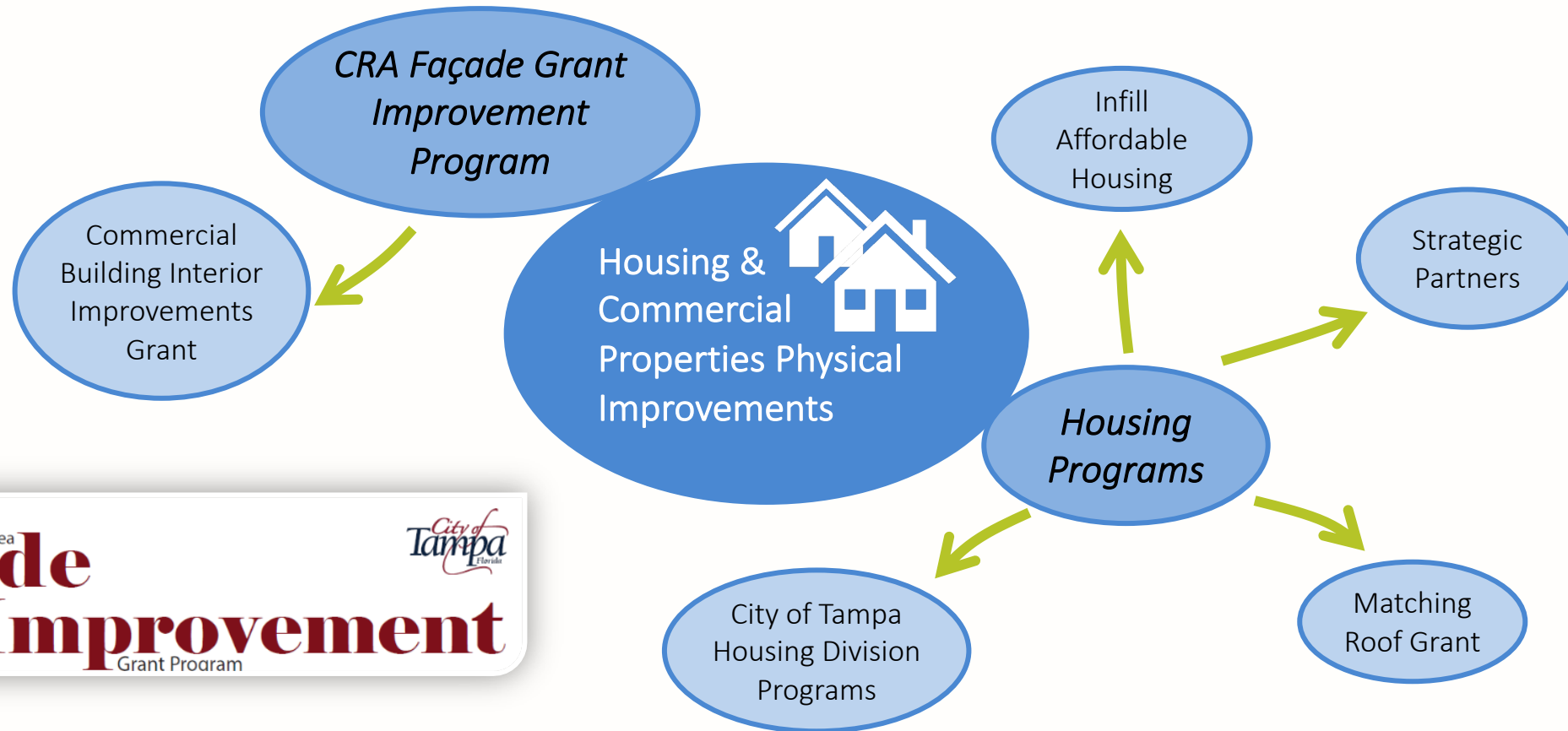
Potential Traffic Calming on N.  
Armenia Avenue







# Housing & Commercial Programs





# Safety Programs



Underpass  
Connections



Safety

Community  
Beautification

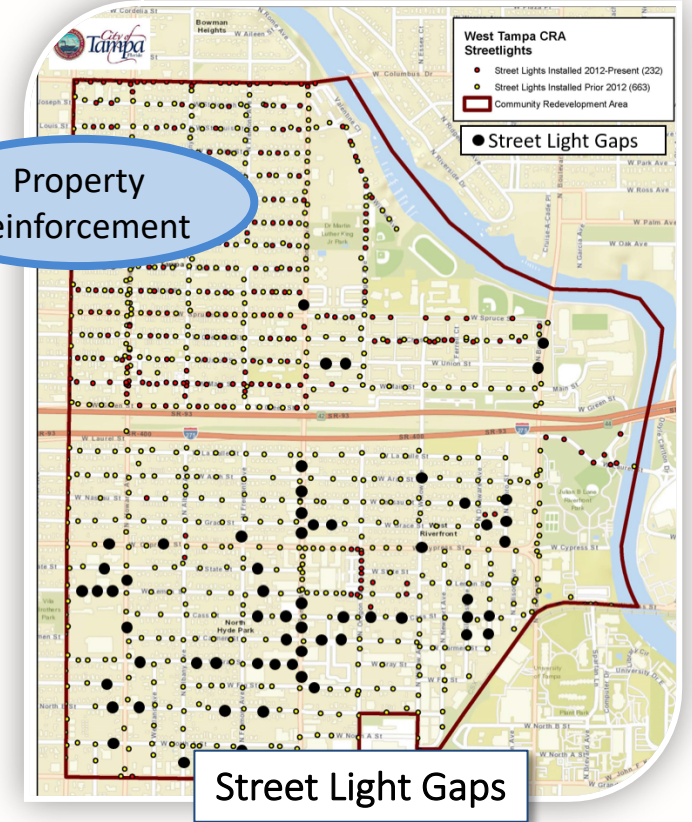
Crime Prevention  
(CPTED)

Natural  
Surveillance

Natural Access  
Control

Property  
Reinforcement

Maintenance





# Historic & Cultural Preservation Programs



## Brick Street in West Tampa





## Examples of 5-Year Plan Projects

FY19	<ul style="list-style-type: none"> <li>• Façade Grants*</li> <li>• Housing Rehabilitation</li> <li>• Land Use/Zoning Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Special Events*</li> <li>• Partnerships*</li> <li>• Economic Development*</li> </ul>	<ul style="list-style-type: none"> <li>• Beautification</li> <li>• Asset Mapping</li> </ul> <p>*On-going Projects</p>
FY20	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Signage Design</li> <li>• Parking Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Parks/Public Space Analysis</li> </ul> <p>*And On-going Projects*</p>	
FY21	<ul style="list-style-type: none"> <li>• Asset Mapping</li> <li>• Strategic Acquisitions</li> <li>• Program Design</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure Planning Design</li> </ul> <p>*And On-going Projects*</p>	
FY22	<ul style="list-style-type: none"> <li>• Implementation</li> <li>• Transportation Planning</li> <li>• Infrastructure Planning Design</li> </ul>	<p>*And On-going Projects*</p>	
FY23	<ul style="list-style-type: none"> <li>• Construction</li> <li>• Installation</li> <li>• Buildout</li> </ul>	<p>*And On-going Projects*</p>	