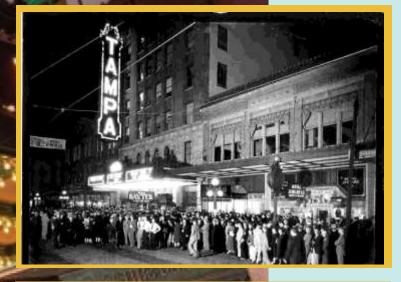
# FRANKLIN STREET VISIONING DOCUMENT







## Mural Installation Area 1

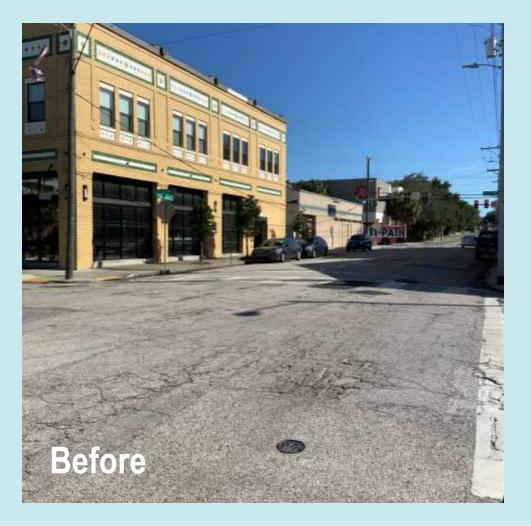
General Plan Recommendation: Identify strategic locations along Franklin Street for public art installations that assist in reactivation & placemaking i.e, street and building murals, painted and/or 3D Crosswalks;







## Mural Installation Area 4









### Program Public Spaces Area 1

### **General Plan Recommendation:**

Continue to work with local partners on ways to program public spaces along Franklin Street such as arts-based events, historic walking tours, popup retail/merchant activities, outdoor performances, etc.



## Tree Canopy Lighting Area 2

Plan Recommendation: Support continued use of overhead string lighting across Franklin Street as done by 1205 North Eranklin Street.







Overview: Analysis, Community & Stakeholder Engagement, and Plan Recommendations

### **Study Overview**

Historically, Franklin Street in downtown Tampa served as a "Main Street" in the City's earliest days of settlement. However, over the years the Street has struggled to remain activated and retain its prominence in a rapidly changing downtown. The Franklin Street Visioning Report, initiated by the Tampa Downtown Partnership, aims to return the Franklin Street corridor to its once vibrant, pedestrian-oriented character while preserving the local, historic integrity of the Street through stakeholder engagement, community outreach, and asset building.



## **Detailed Analysis**

Site Walks of the Franklin Street Corridor, conducted prior to COVID-19, with stakeholders from the City as well as business and property owners along the Corridor, helped evaluate existing conditions of the Street. These street-level evaluations were critical to the Visioning Process as they helped the project team fully understand the opportunities, constraints, assets and liabilities along Franklin. These observations, along with further community engagement efforts ultimately helped to provide the basis for Plan recommendations.

### ANALYSIS OF

### **EXISTING CONDITIONS - AREA 1**

Area 1 of the finalish Bosel contide is located within the Dity's Central Balances District (CED), is its very urban in character with variane persone and some activating the public makes. Menter streat trees decorate the likedis within Area 1 creating valuable duale apparturities that lend to a performing valuable control watch

Arm 1 hosts a piethora of orban amerities that tiplically attract people to downlower rectuling Cive Oats (City Hall, Tarraja Police Department Haukipartero); public public desight Park, we are estamated and other shape, a convertence incre and pharmacy (CVS). this space high-rise and one-rised arts and outlate (Gorga Theorem) restantly spacements and indonesians, as well as more readily options this share and exertions, scotter providery, Substantial, single the wide soriety of time using Area 1, wants buildings and shordwrite ments secand and buildings of the to identify the soluciet structure, these incode watten itselfs in buildings. New Bolling, if W, Workwerth Building as well as superiors. untergatery stal & coparati douburts, and the Terga Police Department Hashparter

Brick Streetweape All of Area 1, accept for its interparticute, is payed with history brick, Area 3 could upe additional

handhas and padettrian lighting Existing Residential Area 1 includes a caugia of resour high-rise. multi-family kulkitogs. These residences display "This is not a putty spat" signs, indicating a mod-

for cases succes thelis and he nets. Surface Parking Surface particing lots create voids within Area

7 and dispate opportunities to fully actinate the street.

Lykes Gaslight Square Park Goalight Square Park is as an important public square within downtown offering shade and open space but a last of benches and westle by the park affect activation.

City Hall Plaza The place areas in front City Had and Fifth Third Center mean opportune public samors that weighter takes Earlight Equary Fork but reveals understilland. I coffse / donat vendor sometime scouple ifter space.







Area 1 hants several significant historic structure: payred by the Wilson Company including the 5. H. Kress Building, itse Old Hattonal Exchange Balifing and the F.W. Westwarfs Building. The GM National Exchange Building to currently resident as The Wealt, Art event version status, while the other two remain

Existing Landscape An elegabert tree centers arrendes velocities shade but existing landscaping and planters at ground-level have exposed impairs lines and could use refrective

Vacant / Unattractive Commercial Space A counties of standhorts are attivated along Aniox 3 all Arandellin by neckouraints and shinps while many others remain vecant and imittivited.

Street Closed to Vehicles / Used for Parking Pertians of Franklin hetween jackson and Madami Street net classed to subjective teaffir and are instead used for parking of vehicles. by Temps Police Department and attant. This closury and particleg discourages probabilian and vehicallar mavement along Presidin.



vacant

#### ANALYSIS OF **EXISTING CONDITIONS - AREA 2**

Area 2 of Franklin Street Is also located within the City's Cantral Business District ("CBD") investory: the union "back" of artist blacks within Area 1 neticosity decreases as the contribut contributes north. This parties of Franklin basets a guarm 'historic themself due to re-parposed, historic brick hulldings with balance overhangs and the incorporation of historic brick and contemporary brick paven into surrounding streams and eldeviation

Ano 2 is primarily developed with residential leandood and other user. While Indied restaurun opportunities and Herman Massay Fark offer obtain emerities to resortly residents, vacant lock, baildings, and an abundance of sarkar packing us, present challenges to arthough Area 2 of Praddly Brack, Douglin three challenges Area 2 has organized present priority referedsheet, both a hole chain and a travelouse developer have assumed plans hi re-identity over, source parests, AMEGound, or writer of a secard boulding adjoined to literate Manary Park has approached the City of Tampa will a preteriory concept to petablic prepate a private restaurant cancept into a glassed foture reducion of Herman Massay Park

Pedestrian & Bike Connectivity Scott Street is a new way landing into interstate 275. Lask of marited errorowalks and pederinter lighting athets perceptions of safety for

Moyillats and polletrians. Infill Development Several Infill developments are being constructed along Area 3 of Franklin Street

Induding toomharmes and a Springhill Salter Hotel. Existing Commercial Existing, stand-atoms restaurant space that pro-

visually beaund Dy Eur and Male Y Shaela, both prigital an employed

Existing Residential A reall-brody conductivisien building and walkup conductivities half fings occupy the west size of Arms II.

Herman Massey Park This Park offers also related shade, a large bridplate goots and a ring park area. However a lack of pedantrian amonities like benches and attequarte lighting leave it largely anacticated





State Surface Parking The very large nurface pretting help accordiated with the adjacent Main offices treate a agenticant fault space in generating actually. unling both sides of the street, and extending tow full blocks on the east side, these late: irrelesed by chain-link fence create an uninstaing feel along this parties of the street

Brick Streetscape All of Area 2, earspit for the two (2) must merthen Blocks owned by the flocids Department of transportation is paved with a mix of historic and aviergencey brids parent. This portion of franklin-Givent also finants interessive street caregy that provides apportant shade in depertures.

Historic Structures Several historic structures remain along Area 3 including the new vacant Tanga Harriess & Wagers Co. Instituting at 1997 N. Franklin, 1208 \$2. Reaching the set which is note reported as professional office space, and 1106 M. Prankley etichis mased as law offices. These Malifires help define the character of Franklin Sense and tell the story of Tempo's past.



Area Two

E Tyler St





## **Interactive Corridor Map**

Social Pinpoint allowed the project team to utilize web-based tools such as an interactive map of the corridor, that allowed community engagement efforts to persist in the wake of the COVID-19 pandemic. Tools like the interactive map allowed users to place icons in exact locations along Franklin Street and share their comments, suggestions, likes and dislikes with the project team and other users which allowed for a virtual dialogue. When completed, there were more than 800 unique comments provided along Franklin Street by users.



### Stakeholders Key to Develop

In addition to site walks, and online tools and surveys, individual and group virtual interviews were conducted with property and business owners along Franklin Street, as well as City staff from the CRA, parks department, transportation department and others. Stakeholders were intentionally engaged with from the beginning to ensure stakeholders understood the role each had in implementing Plan recommendations. This approach fostered a collaborative planning effort that allowed many stakeholders to identify specific ways in which they could contribute to the Vision Plan's intent.

### STAKEHOLDER INTERVIEWS

An important part of community expagament affects related to this Franklin Street Yolanking Plan included meetings with sarkas scalenized exits to gather input from those with a direct caller in the Young of the Franklin Street controls. These statematics meetings were conducted withouth to comply with safety publicities provided by the Center for Obstate Control (COC) to prevent the control of the Controls of and rectached group minimizers as well as individual internetwork

Makeholder interviews were held in July 2020 and included convertations with

#### City of Tanaa Staff.

 City of Tomas Soff, including staff from WebBity & Stammader Services. The City's Commandia Reneveluarient Agency, Arts & Cultural Alfaks Diskson, Parks & Repeather, as well as others.

#### Neighborhood Organizations / Groups:

- + The Downtown River Arts Neighborhood Auspiction ("DRANA"), the tail the bar with the second s movil of Anna 1 and all of Area 2 of the Promalin Mined Shady Area.
- The "Molex Brids Row" Group of local bushess and property general along Area al Flankin Street worth of Interstate 275. This group included sustained overless from The Flato Thankin, Flankis Exhibit al Woodwort, A21 LLC Notice of the 1700 North Praiding, Hidden Barlegs Brewery, Cally Hey / Oceanic Ortental Market along with street.

#### Property Owners with Significant Lond Holdings:

- · The Wilton Campany, a firm specializing to development, property management and catalization services that overa several factoris, properties store the Powellin Street Contider. These procenties include these store the entite 600 & 800 Boots of Freidin Street within Area L of the Study Area union hast raisfack tailking die-Die ald Declarge National Bins Building, the former: FW. Wooket th department story building and the terrest S.H. Kness and Co. department story building
- Tamps Treatment and Tampa Sectic Company, which owns large properties along. e 700 Black of Frontilin Street, within Area Lofthe South Area
- · Accord: Rout Extate Campany which owns various preparties along the Rankle Street Mady Area Drail execute Day that we predominantly comprised of vecant halkings and surface participation (Operated by 717 Parking Enterprises)

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- aborts burne, significance woods he beneficial in attracting sure people to Ronalis Speet from Characterized percent are a great concert. Statemolders report fooling preperfortable along Franklin Shoet rise to a presidence of pashawling to articulated Logal Revents Makat & other pop-as words may help attact people to Franklin Street and provide

 There is a read for reactive street and strike too a and improvements to maintain a robustive character plane Provide Robert.







#### VELLOW BRICK ROW INTERVIEW TAKEAWAYS

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Waterwickers toward contractions of and We development has taken preserving the interior character of Avec 4 of Fundles Street is critical whill development should consider the tedges of waining protected fieldants diructions in Area 6 and toke the tedget and incesting of Public diructions for the unlique Areas of the Franklin leaving their entideby weeks due to Youd Quant Corridor

 Browt clearnes word to recognize this word of dress 4's tailing namely in accessed off Prandty Browt, Decide the starrelates of orbital tailout Dealer to see future public reales insursements. such as branded wayheling, interaction and crosswalt brandware as, and pedech an lighting that intertable live stratute. Mitorical stractables of serve twist & restaurants. Franklin Atrent and engage/privinete-lecal artists Statefuldets would live to activate the Inscole & stream.

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#### THE WILSON COMPANY INTERVIEW TAKEAWAYS

- . The preservation of Funnille Wreet's Metasic character is enservial. portion of the contribut outside the Gin Joint / add Exchange Notional Blank on the restauron / versue uses valid particip for pathone and tracts
- University interests contribute to safety constraint. atong Franklin Kowalt. side pice up for to-go onlars.
- improvements to probabilian lighting are databorted.

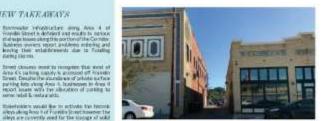
#### TAMPA THEATRE & TAMPA ELECTRIC CO. INTERVIEW TAKEAWAYS

Inverse Theaters second likes to be able to chrom-· Unservicident rate that partners & victors often Franklike Street techween Zock Street, and Nati Sciven for events at Targa Throate and other furing toses limiting parking when coming to friguely farmer. activities to activate the shreet more segularly, facts designed smaller some on an "entrop place" by Tampa greater in forst pre-shaw activities. Standholders believe the prevalence of onlyses perior and seed for additional pedestran lighting contribute to safety covering along Franklik States. Coverely be existing several ing process brough the City for street closures due out along for top's data will be didlig

#### ACCARDI REAL ESTATE COMPANY INTERVIEW TAKEAWAYS

· Supports every vehiled street closures and lines. · Concerned sound the presidence of uniqueed the also of copilar vendors and slops. Amarill summits has worder pervite for sta (6) of the persien. compare's nation parking ich.

· Supports the overten of parilies throughout (Description))







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DRANA INTERVIEW TAKEAWAYS · Franklis Street, sprith of Typer Street Down 2 and +

CITY STAFF INTERVIEW TAKEAWAYS

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### **Recommendation Categories**

The specific intent of the Franklin Street Plan was to identify actionable recommendations for each portion of the Corridor that could be used as a guide for implementation efforts by the Tampa Downtown Partnership and the Street's various stakeholders. Corridor Recommendations were sorted into three (3) categories that represent the challenges Franklin Street may face on its path to revitalization. Categories include Branding / Marketing / Placemaking; Pedestrian & Bike Safety; and Economic Development & **Opportunities.** 



caving the presentation of Funklisheet's unique bistoric character which unit It is important to note that the Tampa Downtown Partnenship ("TOP"), similar to the City of Tampa and other public or useri addition to iterated in the influence they can unilistenity fram on apart trons other streets in downtrown Tanga, while interioringing indexeduations, initialization, and reactivation of the corridor-all require coordinated efforts on lockalt of I alabeboiders to ensure reducedpraces unationents feasibiliterich outure defeators revitalization and redevelopment afforts along franklin literet.

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#### General Recommendations (For All Areas)

#### Branding / Marketing / Platemaking:

- Develop a useoffe brand bright 5 inviting colorishing for P ankin Sheet that promotes the Sheet's Hatoric significance for use on all three threshings and decor such as stired with borners becking, window arriver, micro-excellisty hole, instead are marken.
- Coordinate future streetscape and intersection improvements along franklin Stated with objecting redevelopment activities by the private activities, the indevelopment of vacant lots and muse of secart buildings:
- Develop consistent design standards (where note already evicit) for all hardprape surfaces within and adjacent to the public right-following individing controlwalks, place areas
- Continue to work with local partners on www.to program public parces along Francis Street such as articlased events, historic walking tools, pop-up retail/mentiont activities butclear performance, etc.
- Identify strategic locations along Franklin Street for public att instabilities that assist in machadian & discertaining i.e. street and bisiding marks, semined advora D. Crosswalks;
- Increase placement of streetscape planters and consider specific, consistent plant materials that are taker, more colorial to emphasize Francis Streets unique character and cover imgation lines.
- · build utility buy wraps that advertise local artists and screen utilities from pedectrians.

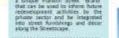
- Consider design solutions that make Franklin Street more beerfriendly i.e., micro-mobility hubs, bike parking curb extensions, conversion of understitized traffic signals to four-way slapp, narrowing of cross-streets such as Telega and
- Increase placement of streetscape fumibilitys such as benches, pedeotrian (aptima, sold & pet waste weeptacke. Broughout, Consider a public art initiative to refinish eacting fumibilitys until separtment sudgets can fued new symmet fumibilitys;
- Conduct a light analysis to determine pedestrian scale deticlencies along finantian Street, consider the results of this analysis when installing or replacing light fatures along the comiton
- Invest in more motive pressure washing of all handscape surfaces along Frankin Street;
- Update / Re-stripe madway pavement markings along the street and consider creative ways to incorporate public art such as painted and/or 3D CrosswaRe;
- · Install or encourage installation of outploor music options to assist.

Economic Development & Opportunities:

Pedestrian & Bike Safety:

- Work with local partners to encourage the reuse of existing vacant storefronts and buildings by local, small businesses;
  - Continue partnership with the Tanza Hildsonough Horneless initiative CTHHE to comprehensively address the neets of antioused partners throughout Hildsonough County.





#### LIGHTING umn

Ughting improvements both along the sciewalks and other areas, choold be evaluated and improved to create a selve feeling environment for pedestrians and help further activate reghthere use

#### LANDSCAPING & PLANTERS

Install landscape where it is currently lacking, and consider use of more vibrant and taller plant material in existing plant beds.







) GENERAL

RECOMMENDATIONS



Franklin Honart Walanderg Destament -- Litrate Unsertance Furthered in + Humbrid

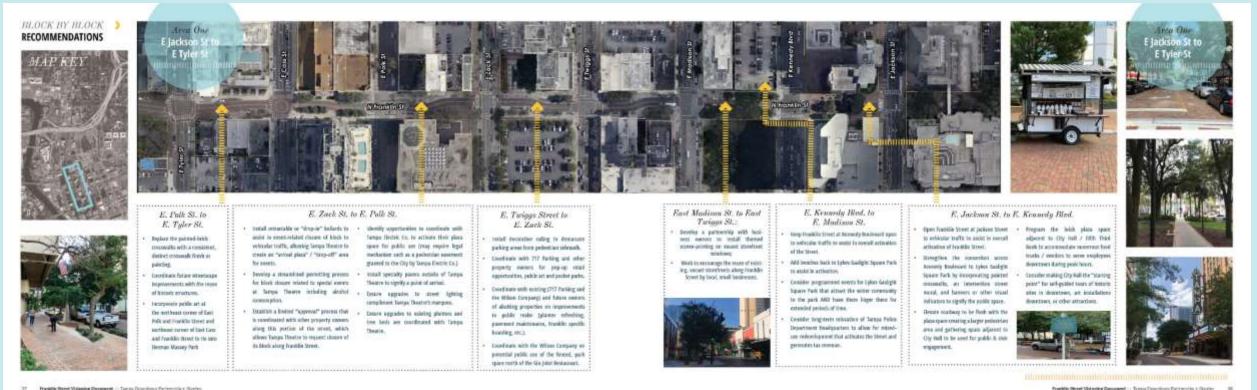
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Detailed recommendations were developed based on community input and stakeholder discussions and were provided both as "general" level recommendations which were applicable to the entire Corridor, as well as "block-by-block" level which broke Corridor recommendations out by block.

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F. Typler St. In F. Harrison 35. Perior samp standing offerts have began as latent consultation is thermal Manage Park Bat Include the comparison of unline duals quark associated with a restauration is thermal Manage Park Bat Include the consultar insulation of public art element of all a section of consult propagated is a silpace want difficus to be its rest. Comp. Denominance 2003 Insula previous CRA Implementations in the park of a short after same - City, Denominance Train - City, Denomina	<ul> <li>F. Hiterrison SJ. In E. Royal St.</li> <li>Regarming and the limit trix a length partition of Produlin Street City, Annualmen Cita</li> <li>Add docorther selling and the podenting width - City, Annualmen (EA)</li> </ul>	<ul> <li>The Horida Department of Transportation has plans anominand with their 19 Horiz program methics for instructure 2/5 vorzaco and increasing deventions interchanges in spanning pars.</li> <li>Decommendations for Copyrovenistic to the 15222 Decopers and 22 foochaps reach. North 4 Gap Statist' of require methological in Advance Alte CAp. 7272: and FSUUE</li> <li>varapsocial incident, Tanha to mark the CAp. 7272: and FSUUE</li> <li>varapsocial incident, Tanha to mark the CAp. 7272: and FSUUE</li> <li>varapsocial incident, Tanha to mark the CAp. 7272: and FSUUE</li> <li>varapsocial incident, Tanha to mark the CAp. 7272: and FSUUE</li> <li>varapsocial incident to the Interview of Supervised to the Intervise of the Tanaparteristic and Edge of Energy of Interview of Approximation to the Interview of Supervised to the Intervise Department incident to the Intervise Approximation of the Intervise of Supervised interview of Approximation for the Intervise Approximation of the Interview of Approximation of the Intervised intervised Interview of Approximation of the Intervised intervised Intervise of Approximation of the Intervised Intervised Interview of Approximation of the Intervised intervised Intervised Intervised Intervised Intervised intervised Intervised Intervised intervised Intervised Intervised Intervised Intervised Intervised intervised Intervised Intervised Intervised intervised Intervised Intervised Intervised Intervised intervised Intervised Intervised Inte</li></ul>	Implementing Fuberry Development in Area 4         Streebourpet           Support here ensists to the Crystone for the ensistence of the fuber bookspread Code that a solid to be bookspread to and the solid to be bookspread to any the fuber fubblic to the material duration of the material fubblic duration of the fubblic duration of fubblic duration of the fubblic duration duratis duratis duration duration duration duration duration duration
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### **Block by Block Recommendations**

Detailed recommendations were developed based on community input and stakeholder discussions and were provided both as "general" level recommendations which were applicable to the entire Corridor, as well as "block-by-block" level which broke Corridor recommendations out by block.



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# FRANKLIN STREET VISIONING DOCUMENT Planning Study Link



FRANKLIN STREET VISIONING DOCUMENT