

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;



Before



Progress



After

Mural Installation Area 4





Before

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, pop-up retail/merchant activities, outdoor performances, etc.



Before



After

Tree Canopy Lighting

Area 2

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



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

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 Franklin Street corridor is located within the City's Central Business District (CBD). It is very urban in character with various purposes and uses achieving the public realm. Mature street trees decorate the blocks within Area 1 creating valuable shade opportunities that lend to a pedestrian oriented, walkable environment.

Area 1 hosts a plethora of urban amenities that typically attract people to downtown areas including City Hall, City Hall, Tampa Police Department Headquarters, public parks (Baker Gaslight Park), various restaurants and coffee shops, a convenience store and pharmacy (CVS), office spaces (high-rise and low-rise) and culture (Chicago Theatre), residential apartments and condominiums, as well as more mobility options (bike share and e-scooter) (scooter providers). Unfortunately, despite the wide variety of uses along Area 1, several buildings and storefronts remain vacant and inactive or do little to interact with the adjacent streetscape; these include various historic buildings (Baker Building, 212 Westworth Building as well as numerous contemporary retail & restaurant storefronts, and the Tampa Police Department Headquarters.



Brick Streetscape

All of Area 1, except for its intersections, is paved with historic brick. Area 1 could use additional benches and pedestrian lighting.

Existing Residential

Area 1 includes a couple of newer high-rise multi-family buildings. These residences display "this is not a party spot" signs, indicating a need for open spaces and land for parks.

Surface Parking

Surface parking lots create voids within Area 1 and disrupt opportunities to fully activate the street.

Lykes Gaslight Square Park

Gaslight Square Park is an important public square within downtown offering shade and open space but a lack of benches and events in the park affect activation.

City Hall Plaza

The plaza areas in front of City Hall and PDR Third Center create opportune public spaces that neighbor Lykes Gaslight Square Park but remain underutilized. A coffee shop / donut vendor sometimes occupies the space.



Historic Buildings

Area 1 hosts several significant historic structures owned by the Wilson Company including the S. H. Ross Building, the Old National Exchange Building and the F.W. Woolworth Building. The Old National Exchange Building is currently vacant. The Woolworth Building is currently vacant. The S. H. Ross Building is currently vacant.

Existing Landscape

An abundant tree canopy provides valuable shade but existing landscaping and planters at ground-level have exposed irrigation lines and could use refreshing.

Vacant / Unattractive Commercial Space

A number of storefronts are activated along Area 1 of Franklin by restaurants and shops while many others remain vacant and unattractive.

Street Closed to Vehicles / Used for Parking

Portions of Franklin between Jackson and Madison Street are closed to vehicular traffic and are instead used for parking of vehicles by Tampa Police Department and others. This closure and parking discourages pedestrian and vehicular movement along Franklin.



ANALYSIS OF EXISTING CONDITIONS - AREA 2

Area 2 of Franklin Street is also located within the City's Central Business District (CBD) however the urban "buzz" of other blocks within Area 1 noticeably decreases as the corridor continues north. This portion of Franklin boasts a quaint historic character due to re-purposed, historic brick buildings with historic awnings and the incorporation of historic brick and contemporary brick pavers into surrounding streets and sidewalks.

Area 2 is primarily developed with residential (condo) and office uses, while limited restaurant opportunities and Herman Massey Park offer value amenities to nearby residents, vacant lots, buildings, and an abundance of surface parking lots present challenges to activating Area 2 of Franklin Street. Despite these challenges Area 2 has experienced recent private revitalization, both a hotel chain and a food/drink developer have announced plans to re-develop vacant vacant parcels. Additionally, on corner of a vacant building adjacent to Herman Massey Park has approached the City of Tampa with a preliminary concept to potentially integrate a private restaurant concept into a planned future redesign of Herman Massey Park.



Pedestrian & Bike Connectivity

Scott Street is a one-way leading into Interstate 275. Lack of marked crosswalks and pedestrian lighting affects perceptions of safety for bicyclists and pedestrians.

Infill Development

Several infill developments are being constructed along Area 2 of Franklin Street including townhomes and a Spriggle Subdivision.

Existing Commercial

Existing, stand-alone restaurant space that previously housed Fry Bar and Mole Y Alitas, both popular concepts.

Existing Residential

A multi-family condominium building and walk-up condominium buildings occupy the west side of Area 2.

Herman Massey Park

This park offers abundant shade, a large brick plaza space and a dog park area. However a lack of pedestrian amenities like benches and adequate lighting leaves it largely unactivated.



State Surface Parking

The very large surface parking lots associated with the adjacent State offices create a significant dead space in generating activity. Flanking both sides of the street, and extending two full blocks on the west side, these lots, enclosed by chain-link fence create an uninviting feel along this portion of the street.

Brick Streetscape

All of Area 2, except for the two (2) most northern blocks owned by the Florida Department of Transportation is paved with a mix of historic and contemporary brick pavers. This portion of Franklin Street also boasts impressive street canopy that provides opportune shade in downtown.

Historic Structures

Several historic structures remain along Area 2 including the new historic Tampa-Hennessy & Rogers Co. building at 1007 N. Franklin, 1200 N. Franklin Street which is now housed as professional office space, and 1206 N. Franklin which is used as an office space. These buildings help define the character of Franklin Street and tell the story of Tampa's past.



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 engagement efforts related to this Franklin Street Visioning Plan included meetings with various stakeholders to gather input from those with a direct stake in the future of the Franklin Street corridor. These stakeholder meetings were conducted virtually in compliance with safety guidelines provided by the Center for Disease Control (CDC) to prevent the spread of the Coronavirus and included group interviews as well as individual interviews.

Stakeholder interviews were held in July 2020 and included conversations with:

City of Tampa Staff

- City of Tampa Staff, including staff from Mobility & Sustainable Services, the City's Community Redevelopment Agency Arts & Cultural Affairs Division, Parks & Recreation, as well as others.

Neighborhood Organizations / Groups

- The Downtown River Arts Neighborhood Association (DRANA), the neighborhood association of downtowners located between 27th to the north, Main Street to the East, Kennedy Boulevard to the South and the Warehouse River to the west. DRANA's area of representation includes most of Area 1 and all of Area 2 of the Franklin Street Study Area.
- The "Yellow Brick Row" Group of local business and property owners along Area 4 of Franklin Street north of Interstate 275. This group included business owners from The Studio Theatre, Florida School of Woodwork, AD LLC, Shores of the 5700 North Pyramiding, Hidden Springs Brewery, Calli May / Oceanic Oriental Market along with others.

Property Owners with Significant Land Holdings

- The Wilson Company, a firm specializing in development, property management and construction services that owns several historic properties along the Franklin Street Corridor. These properties include those along the entire 600 & 800 Blocks of Franklin Street within Area 1 of the Study Area which are historic buildings like the old Exchange National Bank Building, the former F.W. Woolworth downtown store building and the former S.H. Kress and Co. department store building.
- Tampa Theatre and Tampa Electric Company, which owns large properties along the 700 Block of Franklin Street, within Area 1 of the Study Area.
- Accardi Real Estate Company which owns various properties along the Franklin Street Study Area (all overall City) that are predominantly comprised of vacant buildings and surface parking lots (operated by T17 Parking Enterprise).

CITY STAFF INTERVIEW TAKEAWAYS

- City provided for temporary street closures on its public expenses as they require police officers at every side of a closed intersection. These costs can be mitigated through design of a more formal closure mechanism such as retractable bollards and concrete barriers however access to emergency services need to be considered.
- The City has regional collaborative efforts with private/public entities to provide opportunities for relatively low-budget cultural & art installations along Franklin Street to activate the street and emphasize the corridor's pivotal role in Tampa's history.
- Public Art Program is available through both the Tampa Downtown Partnership and the City of Tampa to assist building owners with improving the exterior facades of their structures.
- Improvements within Area 2 & 3 of the Franklin Street Study Area will need to consider the widening of right-of-way and land around Interstate 275 by the Florida Department of Transportation.
- The City's Mobility Plan recognizes streetscape enhancements along Area 3 & 4 of Franklin Street as being more vibrant than other areas of downtown. The City plans for more bike & pedestrian friendly improvements Area 4 including improved & concrete curb extensions, conversion of unutilized traffic signals to four-way stops and other safety measures. See the "Downtown Redevelopment - Activity" Section of the Visioning Document.
- While the traffic along Area 3 and 4 of Franklin Street into central downtown they do not lead to a very comfortable take corridor. Calming and planned lane infrastructure around Franklin Street should be considered with planning efforts moving forward.

DRANA INTERVIEW TAKEAWAYS

- Franklin Street, north of Tyler Street (Area 2 and Area 4) has a distinct historic character separate from the rest of the Central Business District. New development coming into this area should reflect and complement this character.
- More Franklin-centric wayfinding, including the street's historic significance, would be beneficial in attracting more people to Franklin Street from nearby areas of downtown.
- Local business markets and other pop-up events may help attract people to Franklin Street and promote small businesses.
- Franklin Street is a historic main street (corner the retail industry has changed significantly over the years making it hard for small businesses to thrive in downtown). Redevelopment efforts should explore what the future of retail will look like in downtown & seek to activating Franklin by encouraging the growth of local small businesses.
- Unutilized persons and vacant spaces. Stakeholders report feeling uncomfortable along Franklin Street due to a prevalence of parking/bike by abandoned persons.
- There is a need for creative streetscape maintenance and improvements to maintain a cohesive character along Franklin Street.



YELLOW BRICK ROW INTERVIEW TAKEAWAYS

- Stakeholders support redevelopment and (and) development, but believe preserving the historical character of Area 4 of Franklin Street is critical. Small businesses should consider the impact of existing protected historic structures in Area 4 and how the design and location of future structures fit the unique Area 4 of the Franklin Street Corridor.
- Online to use future public realm improvements such as branded wayfinding, intersection and crosswalk improvements, and pedestrian lighting that integrate the unique historical character of Franklin Street and encourage local artists & artisans.
- Stakeholders would like to see improvement in connectivity, walkability, and pedestrian safety overall (interstate 275, across Ray & Scott Streets).
- Stakeholder infrastructure along Area 4 of Franklin Street is deficient and results in various safety issues along this portion of the Corridor. Pedestrians report problems entering and leaving their establishments due to flooding, missing stairs.
- Street closures need to recognize that most of Area 4's parking supply is accessed off Franklin Street. Despite the abundance of on-site surface parking lots along Area 4, businesses in Area 4 report issues with the allocation of parking to serve retail & restaurants.
- Stakeholders would like to activate the historic alleys along Area 4 of Franklin Street however the alleys are currently used for the storage of solid waste (i.e., dumpsters & trash cans). A concrete train compact for the area's businesses would allow for more efficient storage of solid waste and activation of alleys.



THE WILSON COMPANY INTERVIEW TAKEAWAYS

- The preservation of Franklin Street's historic character is essential.
- Unutilized persons contribute to safety concerns along Franklin Street.
- Improvements to pedestrian lighting are supported.
- Street closures are not preferable along the portion of the corridor outside the City limit. / old Exchange National Bank as the restaurant / venue one viable parking for patrons and nearby pick-up for long orders.



TAMPA THEATRE & TAMPA ELECTRIC CO. INTERVIEW TAKEAWAYS

- Tampa Theatre would like to be able to close Franklin Street between Zack Street and Julia Street for events at Tampa Theatre and other activities to activate the street more regularly. Such closures could serve as an "arrival plaza" for Tampa Theatre to host pre-show activities. Currently the existing permitting process through the City for street closures does not allow for such desired flexibility.
- Stakeholders note that patrons & visitors often having issues finding parking when coming to Franklin Street.
- Stakeholders believe the prevalence of unoccupied person and need for additional pedestrian lighting contribute to safety concerns along Franklin Street.



ACCARDI REAL ESTATE COMPANY INTERVIEW TAKEAWAYS

- Supports well-related street closures and limit the idea of pop-up vendors and shops. Accardi currently has vendor permits for six (6) of the company's surface parking lots.
- Concerned about the prevalence of unoccupied person.
- Supports the creation of artists throughout downtown.

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.



GENERAL & BLOCK-BY-BLOCK RECOMMENDATIONS

Balancing the preservation of Franklin Street's unique historic character with the goal of creating a vibrant, walkable, and safe street for all users is a challenge that requires coordinated efforts on the part of all stakeholders to ensure redevelopment complements Franklin's rich culture & history.

The following recommendations were developed from an analysis of existing conditions and common stakeholder & community engagement efforts. These recommendations can be generally categorized into "General Recommendations" which may be applied to each "Area" of Franklin Street to assist with redevelopment, revitalization, and revitalization as well as "Block-by-Block Recommendations" which offer suggested improvements that can be made specific to each "Area" of Franklin Street.

Accordingly, the following recommendations mostly pertain to improvements that can be made within the public right-of-way to enhance connectivity, usability, and opportunities for activation along Franklin Street. Other recommendations suggest coordination with private property owners, as well as other community stakeholders, to effect redevelopment efforts that may be outside the direct influence of public agencies such as the City and TDP.

General Recommendations (For All Areas)

<h4>Branding / Marketing / Placemaking:</h4> <ul style="list-style-type: none"> Develop a specific brand (color, font, inviting color style) for Franklin Street that provides the street's historic significance for use on all street furnishings and décor such as streetlights, benches, benches, window screens, micro-mobility hubs, historic markers, etc. Coordinate future streetscape and intersection improvements along Franklin Street with ongoing redevelopment activities by the private sector (i.e., the redevelopment of vacant lots and reuse of vacant buildings). Develop consistent design standards (where none already exist) for all landscape surfaces within and adjacent to the public right-of-way including sidewalks, crosswalks, plaza areas, etc. Continue to work with local partners on ways to program public spaces along Franklin Street such as arts-based events, historic walking tours, pop-up retail/merchant activities, outdoor performances, etc. Identify strategic locations along Franklin Street for public art installations that assist in placemaking (i.e., street and building murals, painted and/or 3D crosswalks). Increase placement of streetscape planters and consider specific, consistent plant materials that are taller, more colorful to emphasize Franklin Street's unique character and cover irrigation lines. Install utility box wraps that advertise local artists and screen utilities from pedestrians. 	<h4>Pedestrian & Bike Safety:</h4> <ul style="list-style-type: none"> Consider design solutions that make Franklin Street more "bike-friendly" (i.e., micro-mobility hubs, bike parking, curb extensions, conversion of underutilized traffic signals to four-way stops, narrowing of cross-streets such as Tamm and Madison). Increase placement of streetscape furnishings such as benches, pedestrian lighting, and 6' tall waste receptacles throughout. Consider a public art initiative to refresh existing furnishings until department budgets can fund new street furnishings. Conduct a light analysis to determine pedestrian scale deficiencies along Franklin Street, consider the results of this analysis when installing or replacing light fixtures along the corridor. Invest in more routine pressure washing of all landscape surfaces along Franklin Street. Update / Re-stripe roadway pavement markings along the street and consider creative ways to incorporate public art such as painted and/or 3D crosswalks. Install or encourage installation of outdoor music options to assist in activation. <h4>Economic Development & Opportunities:</h4> <ul style="list-style-type: none"> Work with local partners to encourage the reuse of existing, vacant storefronts and buildings by local small businesses. Continue partnership with the Tampa Hillborough Homeless Initiative (THHH) to comprehensively address the needs of unhoused persons throughout Hillsborough County.
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BRANDING

One of the most foundational ideas that can be used towards enhancing Franklin Street's unique character is the development of a unique Franklin Street "Brand" that can be used to inform future redevelopment activities by the private sector and be integrated into street furnishings and décor along the Streetscape.

LIGHTING

Lighting improvements both along the sidewalks and other areas, should be evaluated and improved to create a safer feeling environment for pedestrians and help further activate nighttime 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



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General Area Recommendations

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.

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.

02

In addition to the general recommendations for the entire Franklin Street study area, recommendations for Area 2 are provided on a block-by-block basis.

Each Recommendation is followed by a list of "responsible parties" who will need to collaborate to address each recommendation.

E. Tyler St. to E. Harrison St.

*Preliminary planning efforts have begun on future renovations to Herman Manny Park that include the incorporation of outdoor dining space associated with a restaurant concept proposed at an adjacent vacant building on Tyler Street.

- Consider installation of public art elements that incorporate light displays and street art. - TDP, City, Downtown CRA
- Install pedestrian-scale lighting that provides adequate illumination for park use after sunset. - City, Downtown CRA
- Replace 15-minute-only parking adjacent to Herman Manny Park for longer-term parking options. - City

E. Harrison St. to E. Royal St.

- Repair select areas of brickwork along this portion of Franklin Street. - City, Downtown CRA
- Add decorative railing to separate surface parking areas from pedestrian scales. - City, Downtown CRA

E. Royal St. to E. Fortune St.

- Support continued use of overhead string lighting across Franklin Street as done by 1205 North Franklin Street. - TDP, City
- Add decorative railing to separate surface parking areas from pedestrian scale. - City, Downtown CRA

E. Fortune St. to E. Scott St.

*The portion of Franklin Street from East Fortune Street to Interstate-275 is owned by the Florida Department of Transportation ("FDOT") and is not public right-of-way owned by the City of Tampa. Any improvements to this portion of the street will have to be coordinated with FDOT.

- Coordinate with the Florida Department of Transportation / State of Florida to place landscaped screen plant along the chain-link fence surrounding the State building's surface parking lots along the east side of the street. - TDP, Downtown CRA, FDOT
- Encourage use of overhead lighting similar to that installed over 1205 N. Franklin Street. - TDP, City, Downtown CRA
- Incorporate landscaped, Franklin-centric wayfinding / signage to provide connectivity / walkability to other Areas of Franklin Street. - TDP, City, Downtown CRA
- Coordinate with the Florida Department of Transportation / State of Florida to place landscaped screen plant along east side of street for after business hours and weekend use for nearby commercial storefronts along Franklin Street. - TDP, City, FDOT
- Consider long-term feasibility of removing asphalt and restoring brick along this portion of Franklin Street. - City, FDOT
- Coordinate future streetscape improvements that create a more "urban" pedestrian scale with wider sidewalks, more vibrant plantings and planters. - TDP, City, FDOT, Downtown CRA

03

Recommendations specific to the Interstate 275 Overpass are provided for Area 3.

Each Recommendation is followed by a list of "responsible parties" who will need to collaborate to address each recommendation.

*The Florida Department of Transportation has plans associated with their 10 Year program to widen the Interstate 275 overpass and surrounding downtown interchanges in upcoming years.

Recommendations for improvements to the I-275 Overpass and its bridge deck (South & West Sides) with express interchanges between the City, TDP and FDOT:

- Incorporate landscaped, Franklin-centric wayfinding / signage to provide connectivity / walkability to other Areas of Franklin Street.
- Incorporate public art such as murals, light features, and other installations that assist in integrating the Interstate overpass into the Franklin Street corridor.
- Add substantial lighting for pedestrian safety at daytime and nighttime.

- Coordinate with the Florida Department of Transportation and City of Tampa on improvements to interchanges at Scott and Key Street to improve pedestrian safety and connectivity across the Interstate-275 overpass.
- Options / Re-striping pavement striping and markings.
- Coordinate with TDP Parking on the installation of a potential mural on the building facade along the east side of Franklin Street, directly north of the Overpass to enhance connectivity & walkability to Area 4.

04

In addition to the general recommendations for the entire Franklin Street study area, specific recommendations for Area 4 are provided below. Due to individual blocks within Area 4 sharing similar conditions, recommendations are categorized according to general redevelopment topics.

Each Recommendation is followed by a list of "responsible parties" who will need to collaborate to address each recommendation.

Influencing Future Development in Area 4

- Support future revisions to the City's Land Development Code that assist in influencing future redevelopment in Area 4 to ensure development is compatible with the historic character of Franklin Street, encourages pedestrian activity, and prevents density and a mix of uses that supports future activation of the Tampa Electric Streetcar into Tampa Heights. - City, FDOT for needed for coordination of Streetcar Extension!
- Coordinate with local businesses and business owners to help shape Area 4's "Creative Culture" i.e., integration of creative live houses, wine shops, and breweries to promote the Florida School of Woodwork, and other local businesses along Franklin Street. - City, TDP

Streetscape & Infrastructure Upgrades

- Plan for a redesign of Area 4's streetscape that includes sidewalks, adds street trees, plantings / planters, pedestrian lighting, multi-modal hubs, water receptacles, benches, etc. - City, TDP
- Improvements to Area 4's streetscape should include necessary upgrades to sidewalk infrastructure that should be coordinated with local business owners. Such improvements include drainage upgrades to improve drainage within Area 4 and the hanging of electric utilities as redevelopment occurs along Franklin Street. - City, TDP

Connectivity to Downtown (Areas 1 & 2)

- Continue to work with the City & FDOT to improve pedestrian and bike connectivity through I-275. - City, FDOT
- Program pop-up street activities or events in Areas 3 & 4 to attract people from nearby activity centers such as downtown and the Riverwalk. - TDP

Alleys / Shared Solid Waste Services

- Consider relocating solid waste services from certain alleys in Area 4 to a community dumpster shared by local businesses so that alleys can be retained for pedestrian use & activities. - City, TDP

Vehicle Parking Supply

- Consider a more formalized parking strategy for Area 4 that includes marked & unmarked on-street parking spaces and coordination with owners of private surface lots. - City, TDP
- Install decorative railing to separate surface parking areas from pedestrian areas. - City, TDP

Enclose Improvements

- Encourage activation of the Tampa Downtown Partnership's facade paint Program to improve facades of existing buildings that are not traditionally designed to activate the street (banks, savings, signage, etc.) - TDP, City
- Encourage further activation of art murals to integrate historic building facades, provide local artists and reuse of vacant buildings, and help shape Franklin Street/Area 4's "Art District" character. - TDP, City

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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.

BLOCK BY BLOCK RECOMMENDATIONS

MAP KEY

Area One: E Jackson St to E Tyler St

E. Polk St. to E. Tyler St.

- Replace the paved bike crosswalks with a consistent, distinct crosswalk finish as paving.
- Coordinate future streetscape improvements with the reuse of historic structures.
- Incorporate public art at the southeast corner of East Polk and Franklin Street and southeast corner of East Cam and Franklin Street to tie into Herman Massie Park.

E. Zack St. to E. Polk St.

- Install removable or “drop-in” bollards to assist in event-related closure of block to vehicular traffic, allowing Tampa Theatre to create an “arrival plaza” / “drop-off” area for events.
- Develop a streamlined permitting process for block closure related to special events at Tampa Theatre including alcohol consumption.
- Institution a limited “approval” process that is coordinated with other property owners along this portion of the street, which allows Tampa Theatre to request closure of its block along Franklin Street.
- Identify opportunities to coordinate with Tampa Electric Co. to activate their plaza space for public use (may require legal mechanism such as a pedestrian easement granted to the City by Tampa Electric Co.).
- Install specialty paving outside of Tampa Theatre to signify a point of arrival.
- Ensure upgrades to street lighting complement Tampa Theatre’s marquee.
- Ensure upgrades to existing planters and tree beds are coordinated with Tampa Theatre.

E. Twiggs Street to E. Zack St.

- Install flexible railing to delineate parking areas from pedestrian sidewalk.
- Coordinate with 717 Parking and other property owners for pop-up, stall opportunities, public art and pocket parks.
- Coordinate with existing 717 Parking and the Wilson Company and future owners of existing properties on improvements to public realm (planter reflecting, pavement resurfacing, Franklin specific branding, etc.).
- Coordinate with the Wilson Company on potential public use of the fenced, park space north of the Gai Jai restaurant.

East Madison St. to East Twiggs St.

- Develop a partnership with business owners to install themed street-paving on vacant storefront windows.
- Work to encourage the reuse of existing, vacant storefronts along Franklin Street by local, small businesses.

E. Kennedy Blvd. to E. Madison St.

- Keep Franklin Street at Kennedy Boulevard open to vehicular traffic to assist in overall activation of the Street.
- Add benches back to Lykes Gaudin Square Park to assist in activation.
- Consider programmed events for Lykes Gaudin Square Park that attract the wider community to the park AND have them larger than for extended periods of time.
- Consider long-term relocation of Tampa Police Department headquarters to allow for mid-term redevelopment that activates the street and generates tax revenue.

E. Jackson St. to E. Kennedy Blvd.

- Open Franklin Street at Jackson Street to vehicular traffic to assist in overall activation of Franklin Street.
- Strengthen the connection across Kennedy Boulevard to Lykes Gaudin Square Park by incorporating painted crosswalks, an intersection street mural, and banners or other visual indicators to signify the public space.
- Encourage roadway to be flush with the plaza space creating a larger pedestrian area and gathering space adjacent to City Hall to be used for public & civic engagement.
- Prepare the bike plaza space adjacent to City Hall / PHB Third Block to accommodate numerous food trucks / vendors to serve employees downtown during peak hours.
- Consider making City Hall the “starting point” for self-guided tours of historic sites in downtown, art installations downtown, or other attractions.

*FRANKLIN STREET
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Planning Study Link