

**Welcome**

to the

**Drew Park**

**Community Redevelopment Area**

**Streetscape and Beautification Master Plan**

**Workshop #1**

**Hillsborough County Community College**

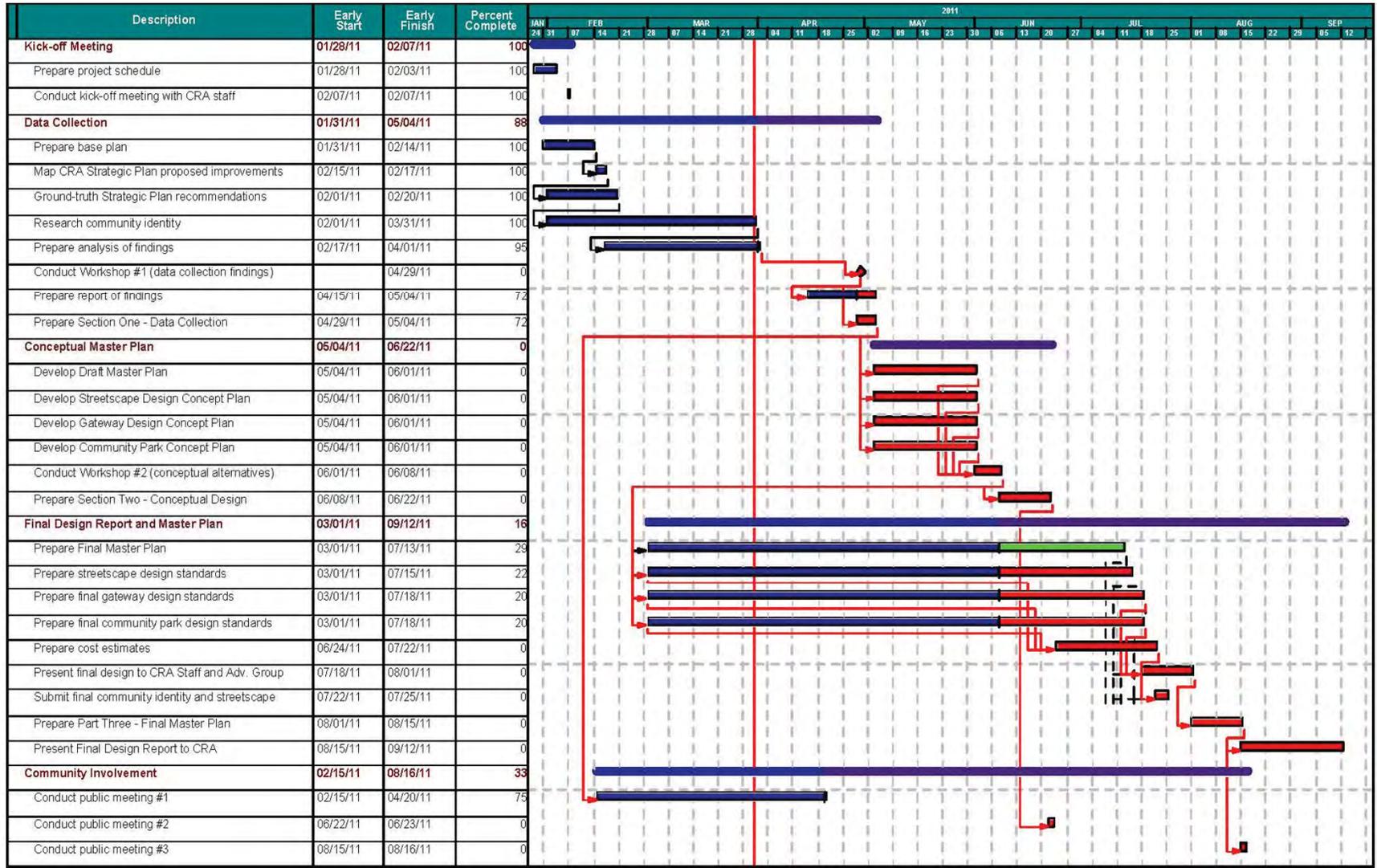
Student Services Building – Rooms 108-112

April 19, 2011



# Meeting Objective...

- Inform you of the teams progress
- Tell you about our findings
- Ask you for your input



# Progress

- **Defined Project Goals & Objectives**
  - Drew Park Beautification Sub-Committee
- **Competed 95% of all Data Collection**
  - Reviewed previous reports/studies
  - Walked every street and gathered information on all parts of the CRA
  - Met with TIA
    - History of Drew Field
    - Learned of TIA's plans for future expansion
- **Community Workshop #1**

# Goals of the Master Plan

- **Improve the character and quality of the public areas throughout Drew Park**
- **Tell the unique story of Drew Park's history and diversity**
- **Begin to establish a new positive image of the Drew Park Community Redevelopment Area**



# Master Plan Improvements include:

- **Street tree and landscape plantings**
- **Community entry and gateway features**
- **New decorative street lighting, sidewalks, crosswalks, benches and other amenities**

## ❖ Comments

- Process
- Goals
- Improvements

# 1928

**John H. Drew,  
Developer and  
Citrus Grower  
leases 160 Acres to  
the City of Tampa  
to create**

***Drew Field  
Municipal Airport***



1928-34



*McMullen Aviation School*



*Aerial Photograph of Tampa Municipal Airport*

# 1940's

## US Government Leases Drew Field Military Base

- Air Strips, Barracks, Field Hospitals
- German and Italian POW camp.
- 120,000 combat air crew members trained
- 25,000 peak Troop Population



Headquarter & Offices

# 1943

## Movie “*Air Force*” filmed at Drew Field

- Made in the Aftermath of Pearl Harbor, considered 1<sup>st</sup> Patriotic Films of World War II
- One of Top Three Films of 1943



# Late 1940's

- 1943 - Dale Mabry Highway constructed to MacDill AFB
- 1945 – Drew Field Returned to City of Tampa
- 1946 – Hillsborough Aviation Authority purchases 720 Acres East of Drew Field



**1948** Aerial

# 1950's

- Commercial Airline operations moves from Peter O'Knight Airport to Drew Field
- Airport renamed Tampa International Airport
- New Terminal Constructed near Westshore Boulevard and Martin Luther King Jr. Blvd. (Previously Columbus Drive)



# 1960's

- Construction Begins on Carrollwood in North Tampa
- Hillsborough Community College established



**HILLSBOROUGH**  
Community College

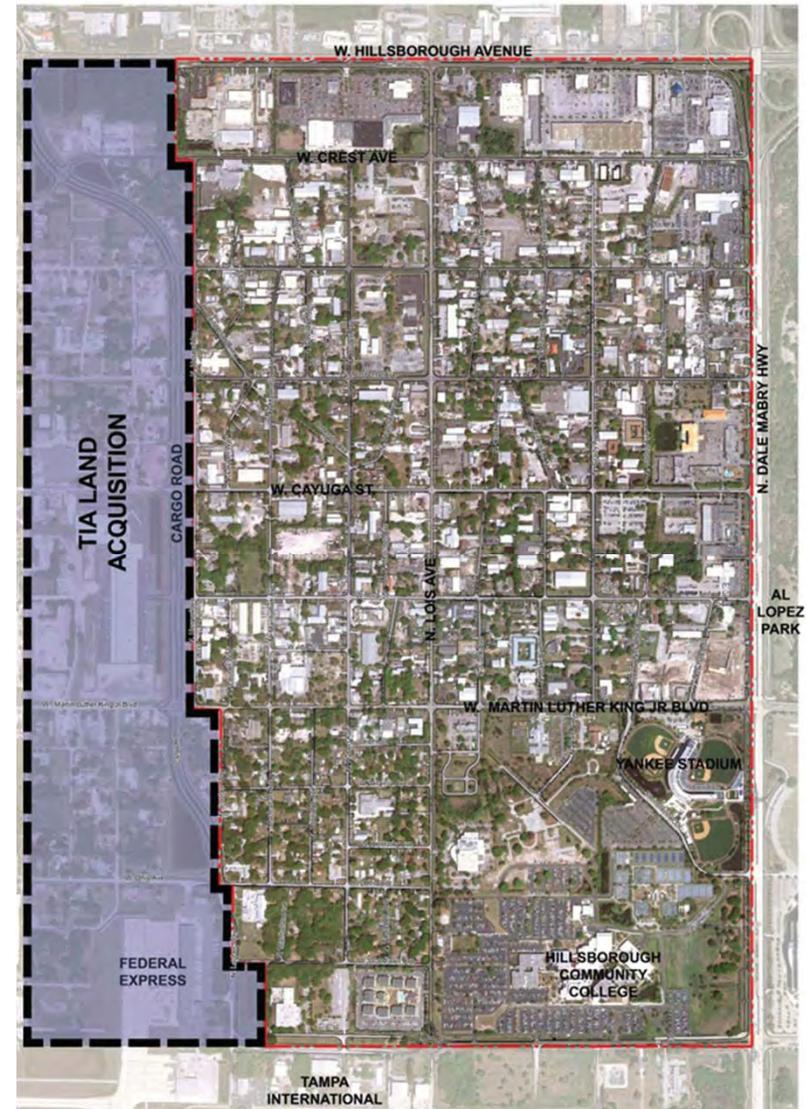
# 1970's

- Tampa Airport Authority opens new terminal
- Tampa Bay Buccaneers selected as NFL expansion Team
- Demolition of Original Terminal Building in Drew Park



# 1980's & 90's

- Development trends move north increasing traffic on Dale Mabry Highway
- Community continues to transition from residential to light industrial
- New Car Dealerships become established along Dale Mabry
- Tampa Airport Authority begins Acquisition of 205 acres of Drew Park for future construction
- Steinbrenner Field Constructed at Intersection of Dale Mabry and MLK as Spring Training Facility for the New York Yankees



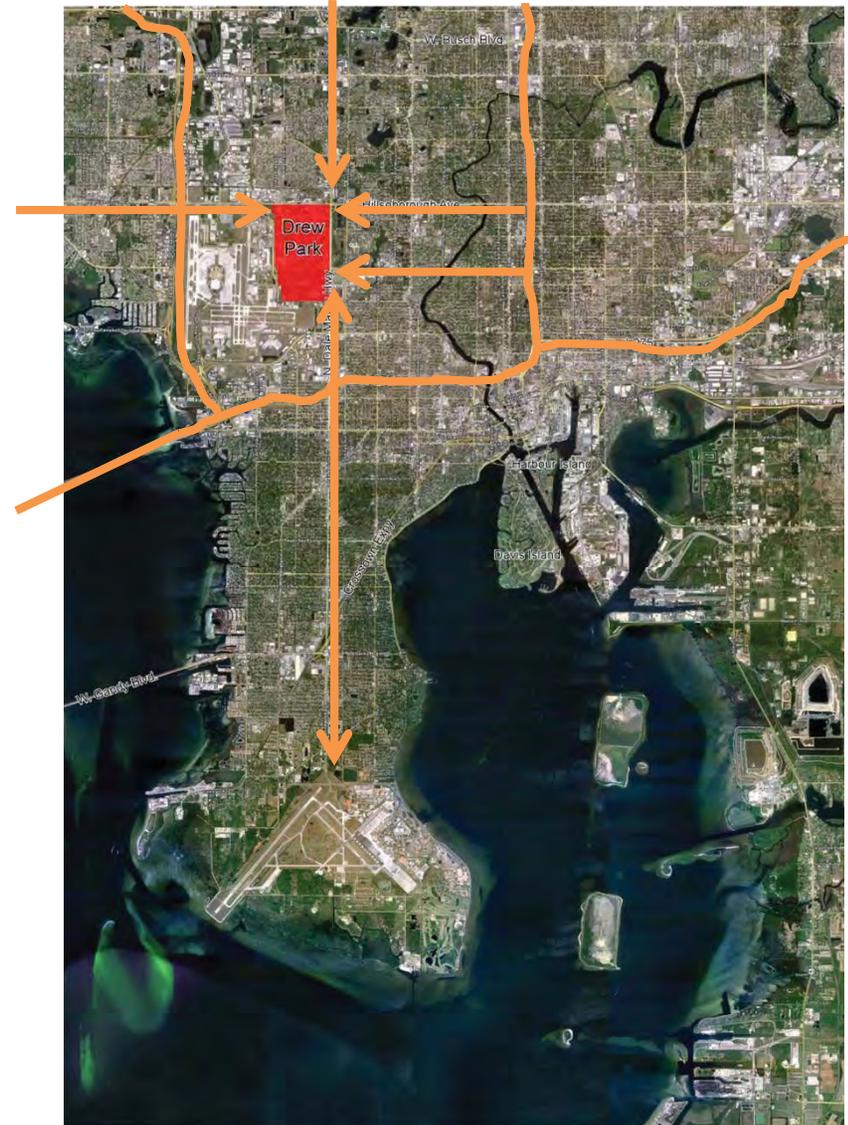
# 2000's

- **Construction Begins on Raymond James Stadium**
- **Drew Park Finding of Necessity Study finds conditions of blight within the area**
- **2004 – Drew Park Community Redevelopment Plan Completed**
- **2004 – Drew Park Community Redevelopment Area (DRA) officially designated by City**



# Current

- Drew Park has been enveloped by the growth of the city
- Thousands of vehicles pass by Drew Park each day on Dale Mabry and Hillsborough Avenue
- Very little Commercial development within the District
- Residential development declining

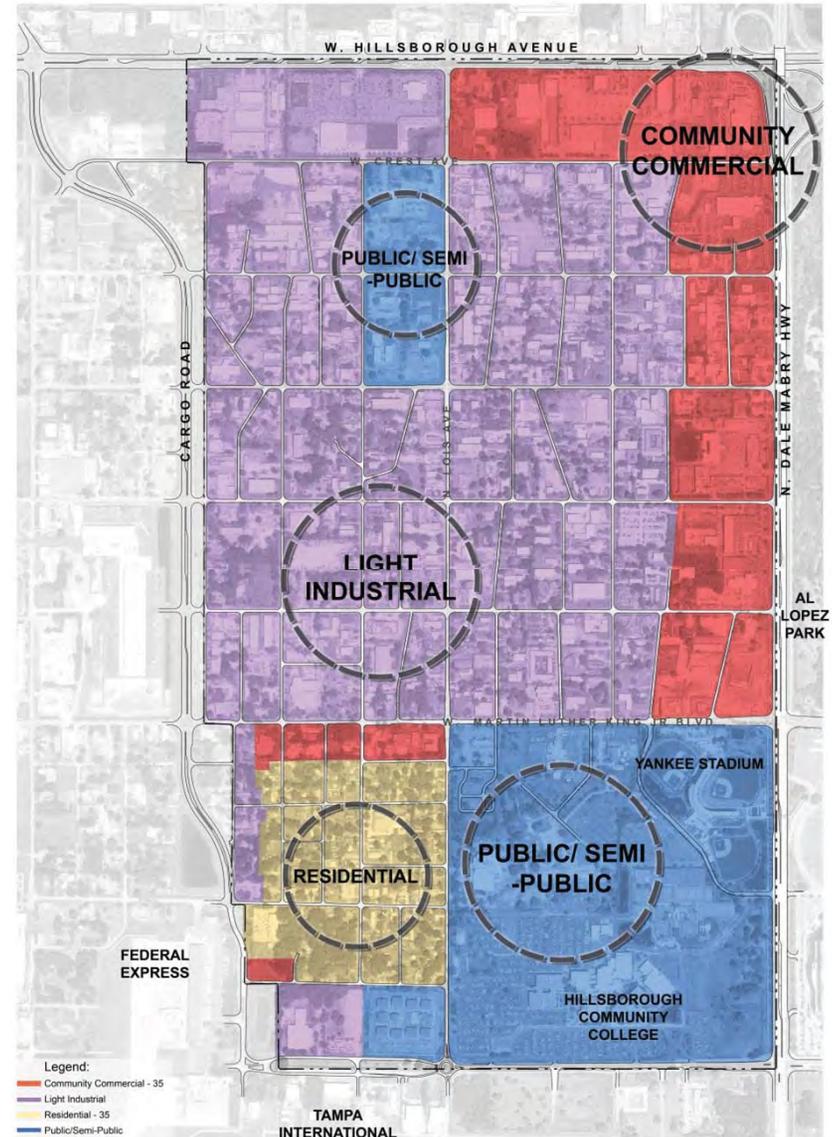


# ❖ Comments

- History

# Land Use

- **Light Industrial Business**
  - *Light Manufacturing*
  - *Distribution*
  - *Service Businesses*
- **Commercial Perimeter**
  - *New/Used Auto Sales*
  - *Hotel*
- **Residential**
  - *Single Family Owner Occupy*
  - *Single Family Rental*
  - *Multi-Family Rental*
- **Public Use**
  - *Yankee Spring Training*
  - *Hillsborough Community College*
  - *Department of Motor Vehicles*
  - *Youth Detention Facility*
  - *Police Substation*
  - *Hillsborough Public Schools Maintenance Facility*
  - *US Army Reserve*



# Vehicular Circulation Patterns

- **Major Street Corridors**
  - *Martin Luther King Jr. Blvd.*
  - *Lois Avenue*
  - *West Tampa Bay Avenue*
  - *Cargo Road*
- **Business Collector Streets**
  - *Un-signalized East West Streets*
  - *Business Alternatives to Major Collectors*
- **Local Business Streets**
  - *Generally North of MLK*
  - *Access Business Collectors*
- **Residential Streets**
  - *Generally South of MLK and West of Lois*
  - *Access Collector Streets*



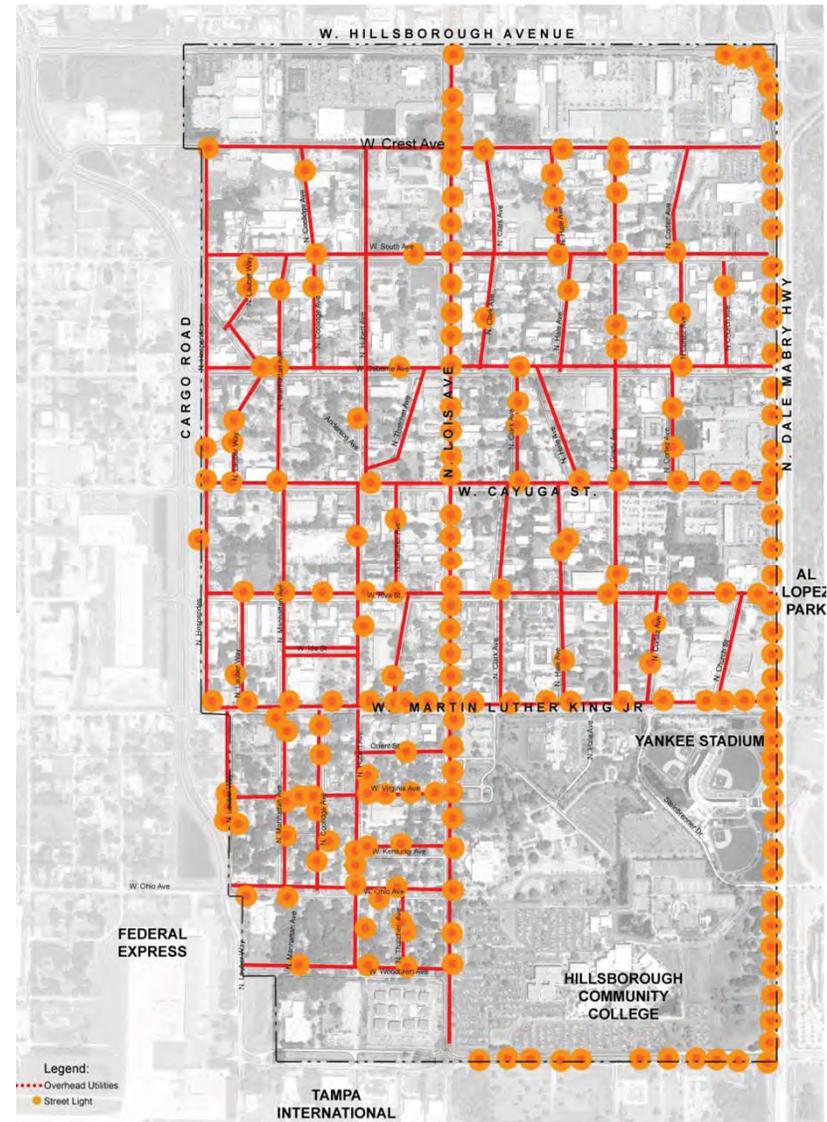
# Pedestrian Circulation Patterns

- **Hillsborough Community College**
  - Linkage to Neighboring Residential Community
  - Access to Public Transportation
- **Business District**
  - Consistent Walkers along East Business Area
  - Little Walk Volume West of Lois Avenue
- **Residential Area**
  - Frequent Walkers
  - Lots of Children
- **Lois Avenue**
  - Cow Paths on East and West side of Road
- **Cargo Road**
  - Access to continuous sidewalks and Bicycle Paths
- **Event**
  - Heavy Traffic to Raymond James Stadium
  - Event Parking throughout CRA



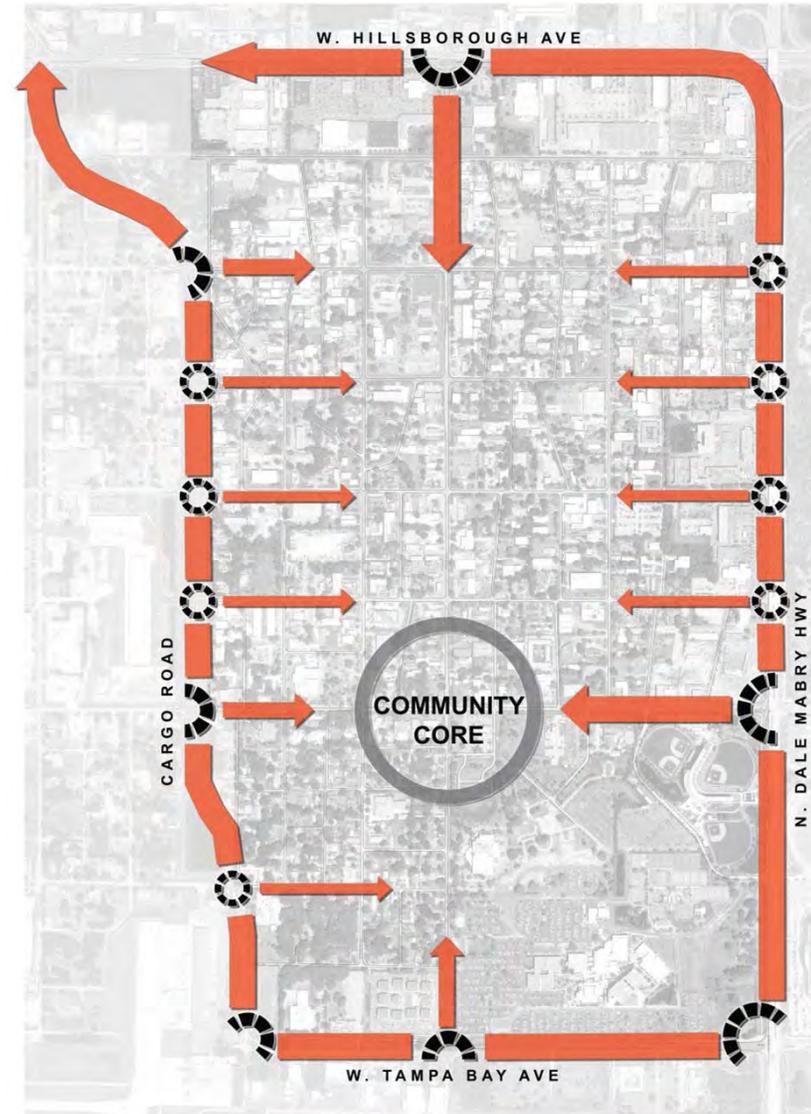
# Overhead Utilities/ Lighting

- LPS Cobra Head Lighting throughout district
- Limit Opportunities for Tree Growth & Establishment



# Gateway / Identity

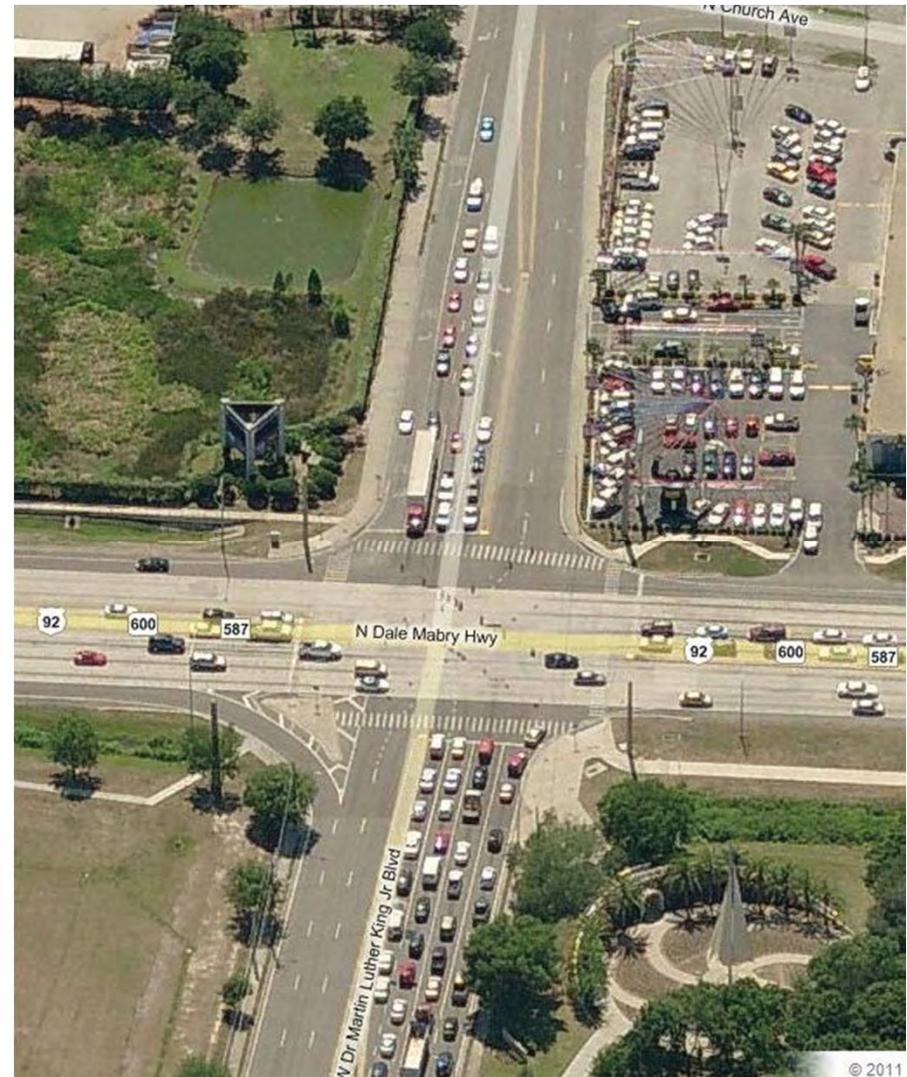
- CRA boundary not identified
  - Dale Mabry and Hillsborough Avenue community edge
- No Community Identity
- Major Entry points
  - Hillsborough & Lois
  - MLK & Dale Mabry
  - Tampa Bay and Dale Mabry
- Cargo Road – Back Door Entry
- Limited Right-of-Way available



# Gateway / Identity

## Major gateway

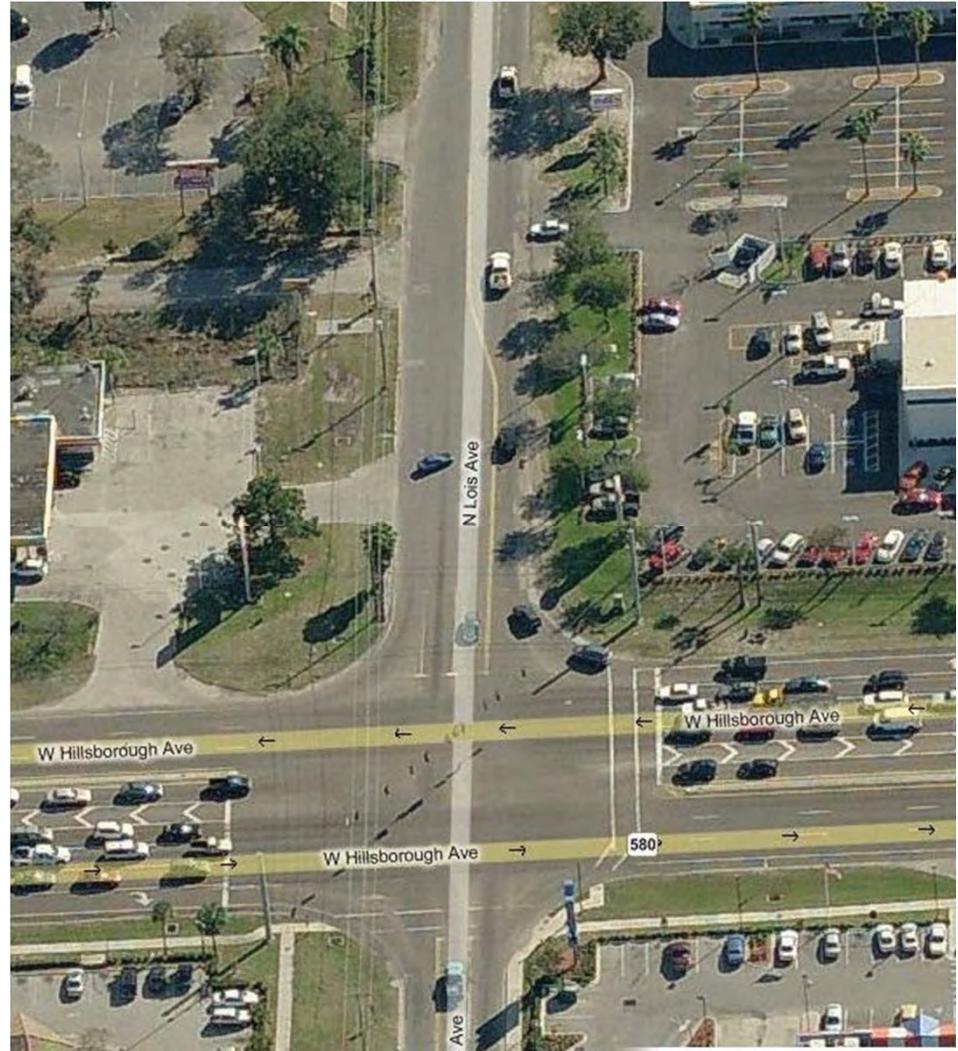
- N. Dale Mabry Hwy & W. Martin Luther King Jr. Blvd.



# Gateway / Identity

## Major gateway

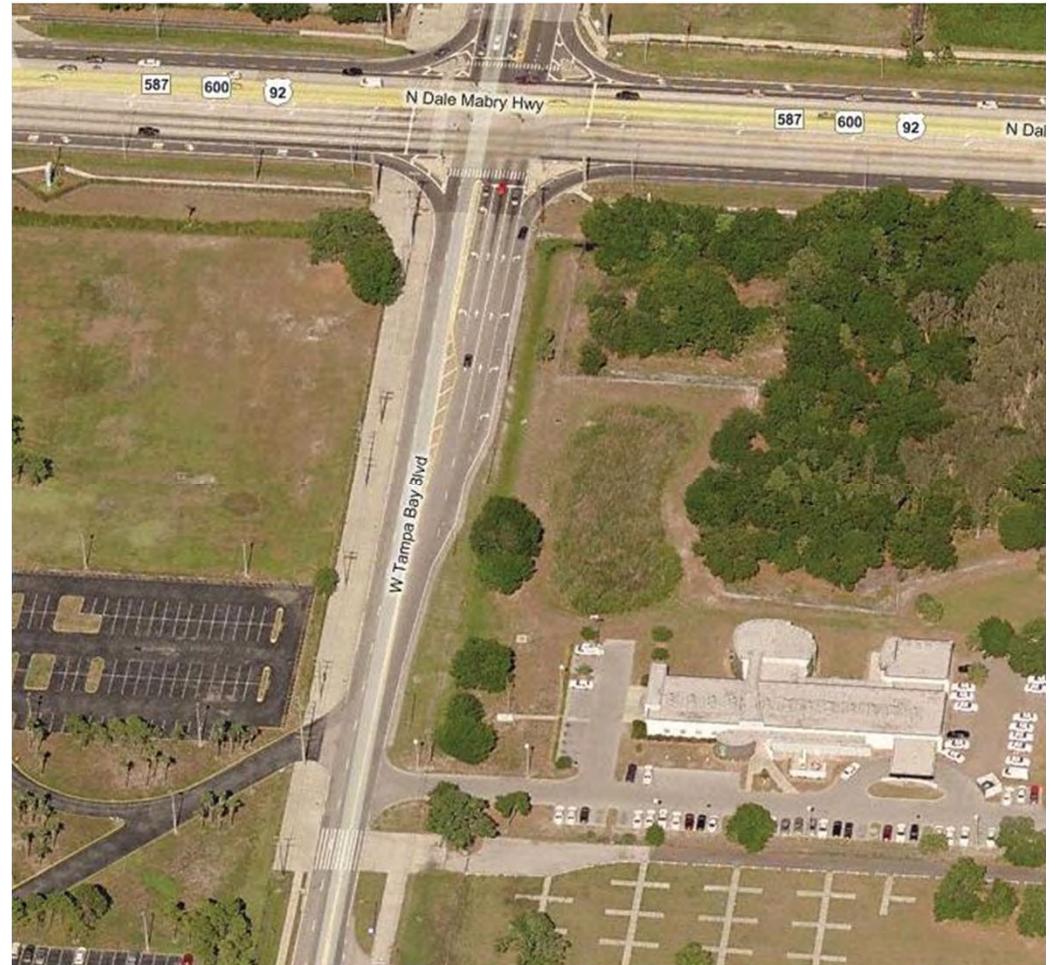
- W. Hillsborough Ave.  
& N. Lois Ave



# Gateway / Identity

## Major gateway

- N. Dale Mabry Hwy & W. Tampa Bay Blvd.



## ❖ Comments

- Vehicular Circulation
- Pedestrian Circulation Patterns
- Gateway/Entry

# Drainage Swales & Ditches

- Drainage Master Plan in Progress
- Swales common throughout
- Major Impediment to Sidewalk Construction



# General Conclusions & Design Challenges

- **Street Conditions**
  - Wide open areas that encourage high speeds
  - Open areas discourage walking
  - Poorly maintained walks and ditches
  - Damaged sidewalks
  - Visual Clutter
  - Feels unsafe



# General Conclusions & Design Challenges

- **Bicycle Conditions**
  - No Bicycle designated paths exist within the district
  - Cargo Road provides new wide bicycle path and bicycle lanes within the roadway



# General Conclusions & Design Challenges

- **Sidewalk Conditions**
  - New sidewalk construction along business collector roads
  - Most walks located at road level without separation from traffic
  - Common to park or drive on existing walks
  - Many walks are broken and unsafe to walk on
  - Many are overgrown
  - Sidewalk widths are typically 4 feet.



# General Conclusions & Design Challenges

- **No Roadway Edge to provide:**
  - clear definition of the vehicle use areas,
  - protects pedestrians,
  - helps to create a maintainable area,
  - allows for the establishment of Trees
  - Protects community amenities



# General Conclusions & Design Challenges

- Drainage is planned to remain as open ditches throughout the community
- Streetscape improvements must include low maintenance solutions for existing swales



# General Conclusions & Design Challenges

- **Overhead Utilities**
  - Overhead utilities limit opportunities for tree planting
  - Power loss from downed overhead lines will limit development opportunities
  - Alternative solutions include:
    - Underground (\$\$\$)
    - Partial Underground
    - Relocation/Realignment



# The Street Tree Effect and Driver Safety

**THIS PILOT PRESENTS  
EMPIRICAL FINDINGS  
ON STREET TREES AND  
THEIR EFFECT ON DRIVING  
BEHAVIOR, SAFETY  
PERCEPTION AND SPEED. THE  
EXPERIMENT INVESTIGATED  
THE EFFECT OF TREES ON  
PERCEPTION OF SAFETY AND  
DRIVING SPEEDS IN URBAN  
OR SUBURBAN SETTINGS.  
TREE-LINED STREETS WERE  
PERCEIVED TO BE SAFER  
IN BOTH URBAN AND  
SUBURBAN CONDITIONS.  
INDIVIDUAL DRIVING SPEEDS  
WERE SIGNIFICANTLY  
REDUCED IN THE SUBURBAN  
SETTINGS WITH TREES.**

**BY JODY ROSENBLATT MADERI, BYOUNG SUK KWEON,  
PH.D. AND PRAVEEN MAGHELAL**

## INTRODUCTION

Street trees are dangerous, difficult to install and expensive to maintain, but there is not a transportation engineer who has not had to negotiate tree planting or tree preservation to reach project completion. Engineering design and transportation planning guidelines consider street trees obstacles in the roadside environment. Transportation research related to street trees in the United States focuses on fatal off-road crashes. Although much of this research is highway focused, it impacts the roadside environment of arterials and collectors as well.

Although there is an historical aversion to invest in the installation and maintenance of street trees from an operational perspective, the multimodal traveling public loves them. U.S. National Cooperative Highway Research Program Project 17-18(3) summarizes the street tree issue facing transportation engineers: "A complicating factor in addressing fatal tree crashes is the widespread interest and indeed promotion of tree-planting and preservation associated with highways."<sup>1</sup> This is even more true with the local network.

In the United States, the "no trees" guidelines are housed primarily with the American Association of State Highway and Transportation Officials and reiterated in municipal manuals and standards.<sup>2</sup> The objective is to improve road safety by prohibiting obstacles that drivers running off the road might encounter during a crash event, reducing the severity of the event. The only roadside features permitted in

the clear zone are ones that contribute positively to the safe performance of drivers

Links between pedestrian modalities and physical activity underscore the importance of roadside environment to public health.<sup>5</sup> The public participation and project review process in North America has evolved recently to produce the Institute of Transportation Engineers' (ITE) *Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities: An ITE Recommended Practice* and the Federal Highway Administration's *Flexibility in Highway Design*.<sup>6,7</sup> In Europe, transportation psychologists are challenging the premise suggesting safer behavior is generated by altering the landscape to include streetscape treatments.

Researchers Dumbaugh, Topp, Rosenblatt and Bronfman-Bahar and Mok revealed that streetscape had a positive effect on reducing the frequency and severity of crashes.<sup>8-11</sup> These streetscape improvements, which included street trees, were installed in response to environmental mitigation or economic development pressure. The safety effect measured in these studies was incidental or coincidental and not an original intention.

Design standards that incorporate the safety benefit of street trees on drivers and other users of the roadway must be performance-based and tested. This pilot study sought a proof of concept that there is a positive street tree effect on safer driver behavior.

## THEORETICAL FRAMEWORK

The fields of experimental psychology and urban design suggested a respected paradigm to explore the effect of roadside landscape on behavior. The measure developed for use in simulation was derived from Bandura's theory of virtual community

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## THE DAILY SCORE

### Walkable Neighborhoods Are Worth More

POSTED BY CLARK WILLIAMS-DERRY  
08/18/2009 08:30 AM

New study shows that people will pay more for walkable neighborhoods.

You may have already heard of **Walk Score** -- an endlessly entertaining internet tool that lets people discover how pedestrian-friendly their neighborhood is. Walk Score ranks neighborhood "walkability" based on the mix of stores and services that are within walking distance of any home in North America. If you haven't already, you should check it out -- but only if you've got nothing pressing to do, since it's pretty addictive.



Now, the good folks at **CEOs for Cities** have taken it on themselves to ask -- does Walk Score mean anything for real estate values? Are people really willing to pay more to live in a place where they can do daily errands on foot, rather than in a car?

According to their new report, "**Walking the Walk**," (pdf link) the answer is an emphatic yes: people value walkable neighborhoods so much that, holding everything else constant, each additional Walk Score point adds somewhere between \$500 and \$3,000 to the value of a home. In Seattle -- the only Northwest city for which there's data -- a point of walkability adds about \$1,400 to home values.



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LEGS DIMIN'

# Would you pay more for walkability? Should you? 7



BY KATHARINE WROTH  
18 AUG 2009 12:51 PM

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The Truth About ... via flickr

Forget letting your fingers do the walking: A [study released today](#) shows that homebuyers are letting their wallets do the walking, paying more for homes in neighborhoods where you can get around without wheels.

Conducted by [CEOs for Cities](#), the analysis looked at 94,000 real-estate transaction in 15 markets across the U.S., from Fresno, Calif., to Arlington, Va. Researchers found that in 13 of the markets, housing values were higher in [more walkable neighborhoods](#). (What about the other two markets? In Bakersfield, Calif., no correlation was found; in the other, which starts with Las Vegas and rhymes with Armageddon, housing

values were lower in walkable neighborhoods.)

Using data from [Walk Score](#), the study found that houses in hoods with above average walkability commanded \$4,000 to \$34,000 more than those in hoods with average walkability. Characterized as the first to put a dollar value on walkability, the study could be big news for municipal leaders and mere mortals alike, said [CEOs for Cities](#) head [Carol Coletta](#): "These findings ... tell us that if urban leaders are intentional about developing and redeveloping their cities to make them more walkable, it will not only enhance the local tax base but will also contribute to individual wealth by increasing the value of what is, for most people, their biggest asset."

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## ❖ Comments

- Streets
- Sidewalks
- Edges
- Utilities
- Drainage Swales

## ❖ Next Steps

- Conceptual Design
- Next Workshop – Mid-June

