West Tampa CRA
STRATEGIC ACTION PLAN DEVELOPMENT

Kimley»Horn

Expect More. Experience Better.

Your Consultant Team

Kimley-Horn - Keith Greminger, Jared Schneider, Dawn Dodge

Fred Hearns Tours, LLC - Fred Hearns

Ferrell Redevelopment - Stephanie Ferrell

Urbanomics - Ken Creveling, Tony Mondae

Community Involvement

Communication Strategy

Public Meeting Schedule:

Community Advisory Committee - 2017/2018

Time: 5:30 p.m.

Where: West Tampa Library Community Room

2312 W Union Street

Community-Wide

- Initial Meeting - October (TBD)
- Mid-Phase - +/- December (TBD)
- Final - +/- February (TBD)

Communication Strategy

Media Outlets:

- Tampa Bay Times
- La Gaceta
- Sentinel
- WURK Radio
- WTMP Radio

Public Engagement:

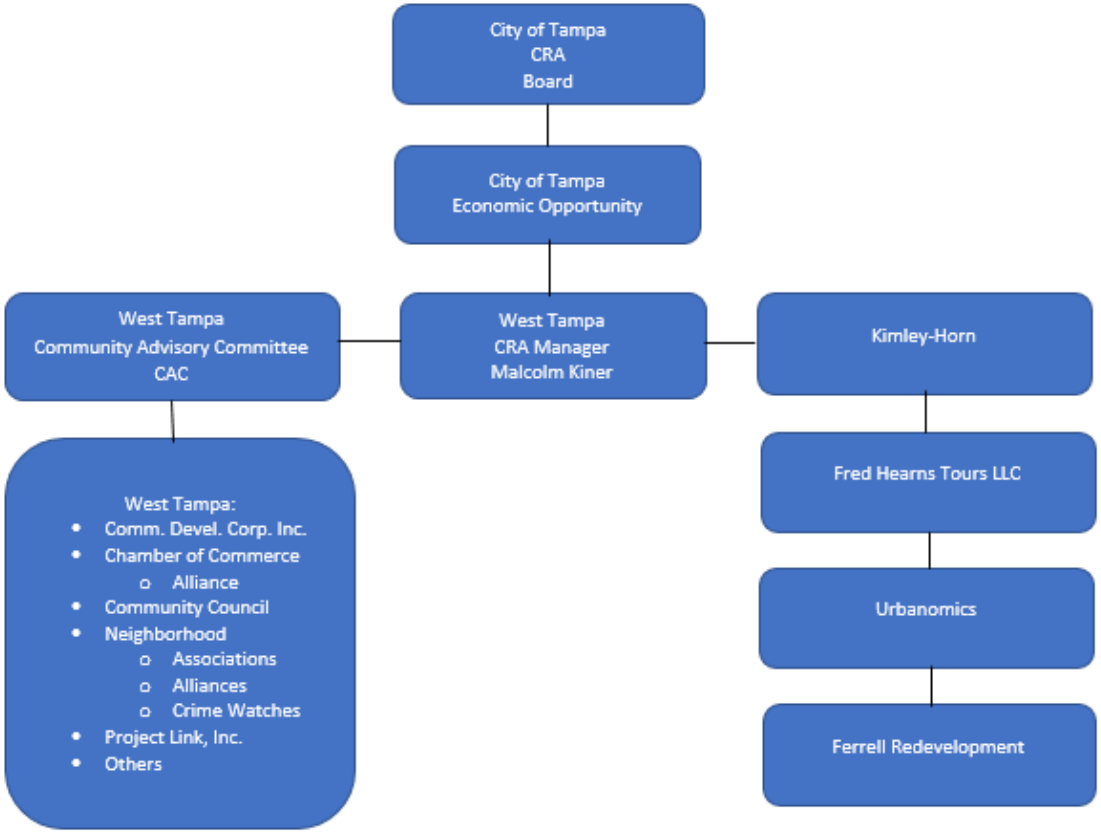
- Business Community:
  Business Owners/Developers/Property Owners
- Surveys:
  - Workplace: Employer/Employee - West Tampa Community At-Large
  - On-Line Survey/Hardcopy Distribution: Public/Private Venues
- Workshops (Community-Wide Meetings)
  - Small Group Post-It Mapping exercise
  - Participation Worksheets

Digital:

- City of Tampa Website
- (https://www.tampagov.net/economic-and-urban- development/programs/community-redevelopment-areas/West-Tampa-CRA)

Communication Strategy

ORGANIZATION & COMMUNICATION CHART



Strategic Action Plan - Scope of Work

Task 1 - Due Diligence Analysis

Task 2 - Economic Approach

Task 3 - Community Involvement

Task 4 - Planning/Project Development

Task 5 - Implementation Strategies

Task 6 - Final Plan

Scope of Work Top Priorities

Community Advisory Committee

Economic Development/Jobs

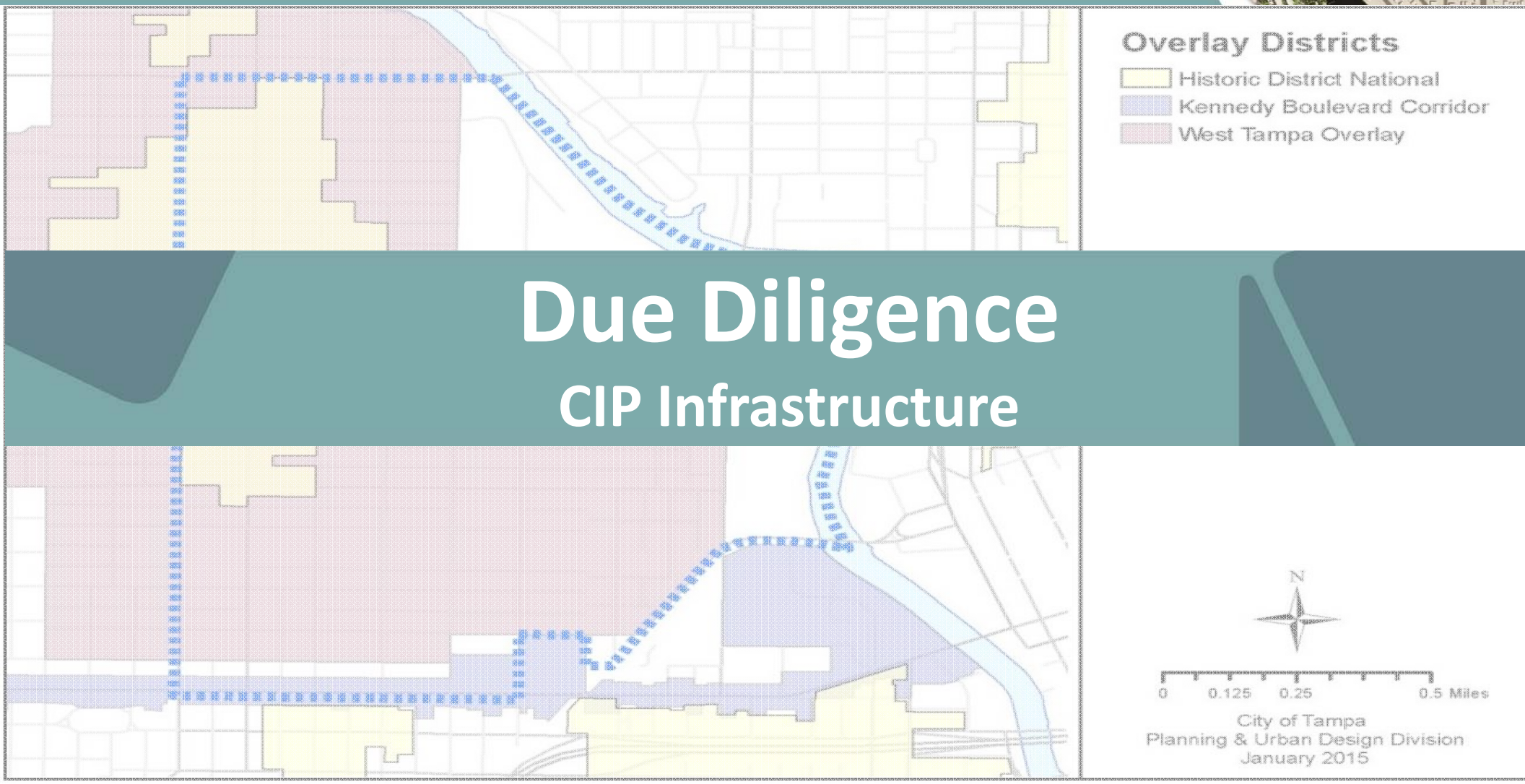
Housing Assistance

Business Assistance

Improvements:

- **Infrastructure**
- **Community Facilities**
- **Neighborhoods**

Transportation/Parking



Due Diligence

CIP Infrastructure

City of Tampa - Capital Improvement Plan (CIP)

West Tampa CRA Analysis and Assumptions

COMPLETE STREETS

Project: Green Spine Cycle Track

- **Location:** Howard Avenue to 26th Avenue
- **Description:** This project provides for the City of Tampa's first conversion of two lanes of excess vehicular capacity, into and urban trail, buffered from motor vehicles, exclusively for non-motorized travel of bicycle and pedestrian traffic.
- **Budgets**:
  - Actual to Date: $1,826
  - Budget to Date: $350,000
  - FY18: -
  - FY19: $944,600
  - FY20: -
  - FY21: -
  - FY22: -
  - **Budget All Years: $1,294,600**

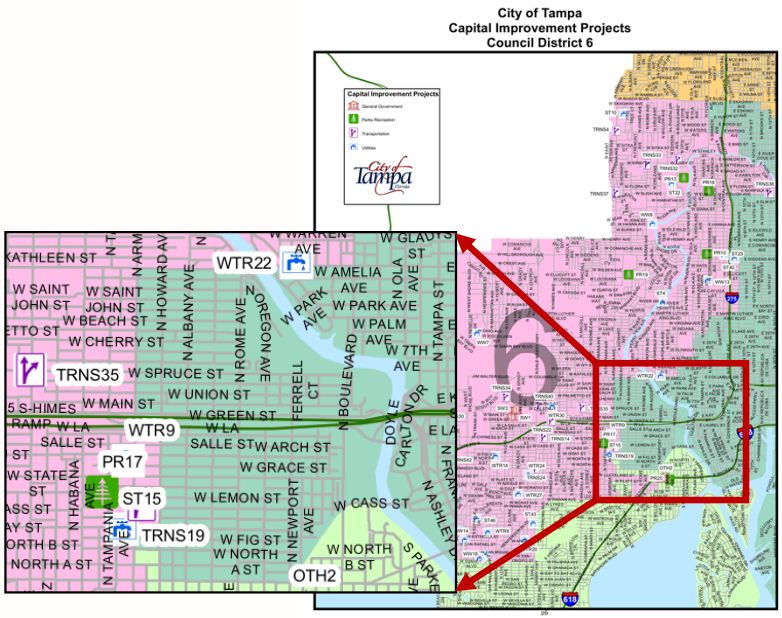
Project: North Rome Avenue From West Kennedy Boulevard to West Columbus Drive

- **Location:** North Rome Avenue (West Kennedy Boulevard to West Columbus Drive)
- **Description:** This project provides for sidewalk gaps, marked and signed mid-block crossings, reconfiguration of the roadway section to provide dedicated bike lanes, completion of 475 feet of sidewalk, and other necessary improvements.
- **Budgets**:
  - Actual to Date: -
  - Budget to Date: -
  - FY18: $213,000
  - FY19: -
  - FY20: $1,114,904
  - FY21: -
  - FY22: -
  - **Budget All Years: $1,327,904**

City of Tampa - Capital Improvement Plan (CIP)

West Tampa CRA Analysis and Assumptions

PARKS AND RECREATION



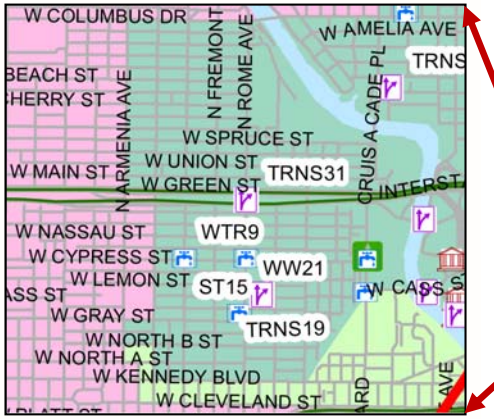
Project: Vila Brothers Park

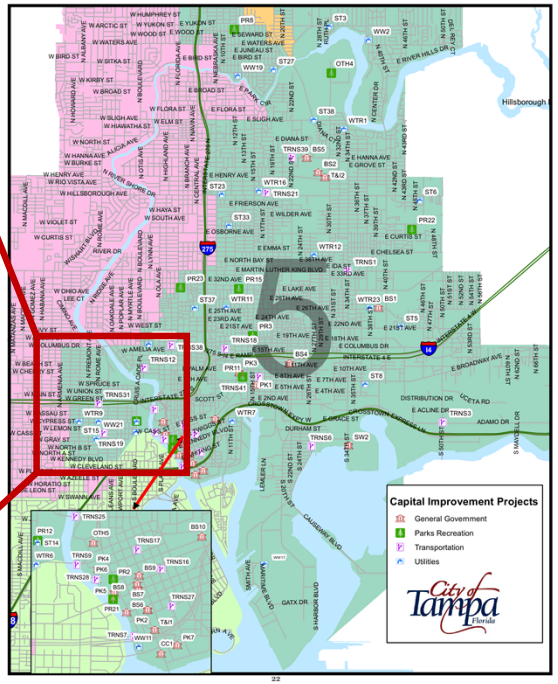
- **Location:** 700 N Armenia Avenue
- **Description:** This project provides for the design and construction of free standing restrooms. This includes hook-ups, site work, meters, and associated fees.
- **Budgets**:
  - Actual to Date: -
  - Budget to Date: -
  - FY18: $300,000
  - FY19: -
  - FY20: -
  - FY21: -
  - FY22: -
  - **Budget All Years: $300,000**

City of Tampa - Capital Improvement Plan (CIP)

West Tampa CRA Analysis and Assumptions

STORMWATER





Project: Cypress Street Outfall Regional Stormwater Improvements

- **Location:** 1701 West Gray Street
- **Description:** This project provides for the construction of a box culvert system extending from North Boulevard and Cass Street west along Cass Street, and then south along Rome Avenue to Kennedy Boulevard.
- **Budgets**:
  - Actual to Date: $24,864
  - Budget to Date: $1,000,000
  - FY18: $10,000,000
  - FY19: $10,000,000
  - FY20: $8,000,000
  - FY21: -
  - FY22: -
  - **Budget All Years: $29,000,000**

City of Tampa - Capital Improvement Plan (CIP)

West Tampa CRA Analysis and Assumptions

WATER

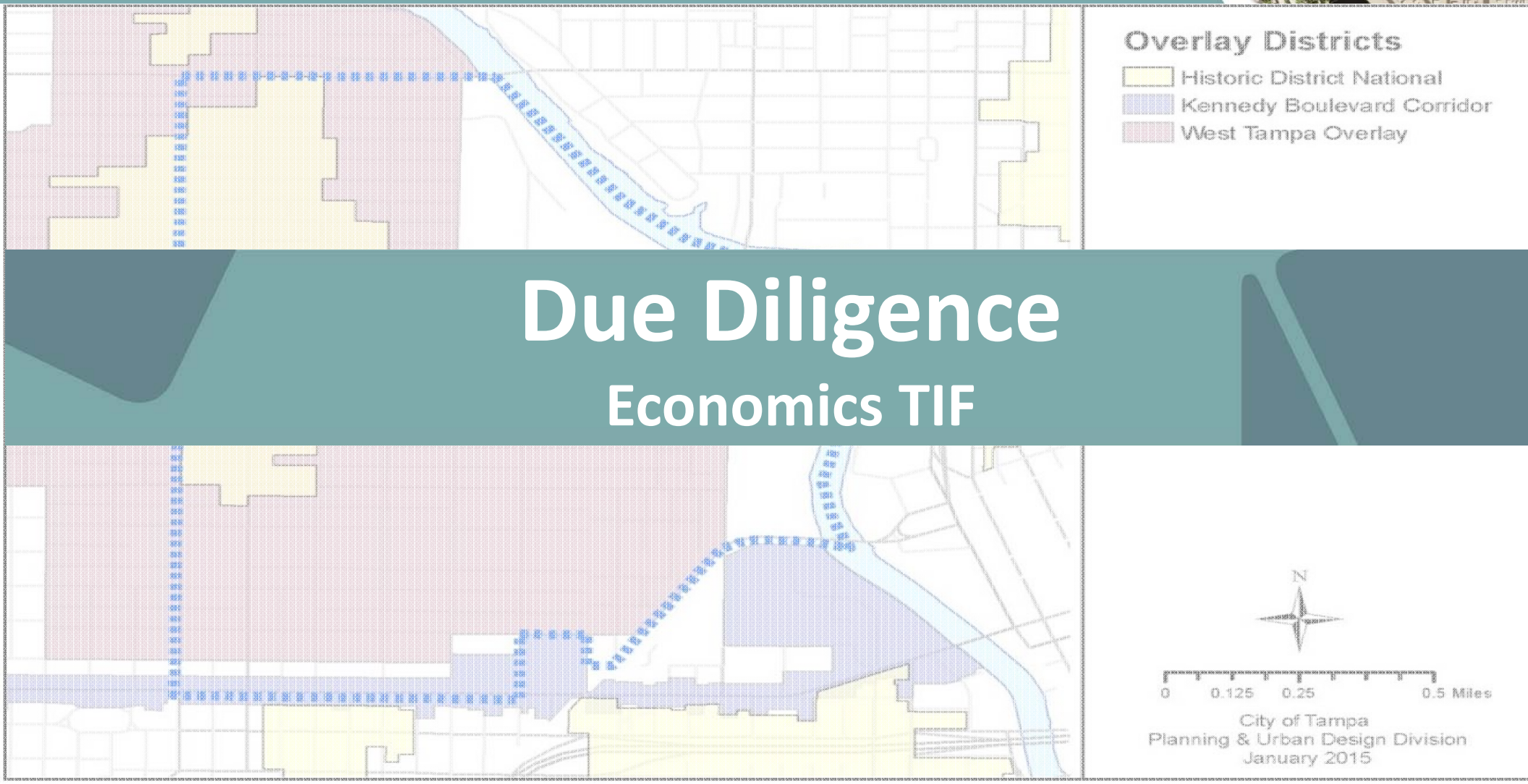
Project: Cypress Street Distribution Line Replacement

- **Location:** 2409 West Cypress Street
- **Description:** This project provides for replacement of approximately 12,000 feet of aging water mains and cast iron pipeline in the North Hyde Park and West Riverfront neighborhoods, bounded by Interstate 275, West Cass Street, Matanzas Avenue and Willow Avenue.
- **Budgets**:
  - Actual to Date: $5,426,716
  - Budget to Date: $6,081,270
  - FY18: -
  - FY19: -
  - FY20: -
  - FY21: -
  - FY22: -
  - **Budget All Years: $6,081,270**

WASTEWATER

Project: West River Interceptor Cleaning

- **Location:** West side of the Hillsborough River from Rome Avenue to Bayshore Boulevard
- **Description:** This project provides for the cleaning of approximately 15,000 ft. of 60-inch gravity sewers along the west side of Hillsborough River from the Perry Siphon to the Krause pumping station.
- **Budgets**:
  - Actual to Date: -
  - Budget to Date: $769,565.00
  - FY18: -
  - FY19: -
  - FY20: -
  - FY21: -
  - FY22: -
  - **Budget All Years: $769,565.00**



Due Diligence

Economics TIF

Tax Increment Financing (TIF)

West Tampa Market Drivers

- **External Drivers**
  - Downtown Tampa
    - 67,000 employees, 6.8 million SF office, 3600 hotel rooms
  - Westshore District
    - 93,000 employees, 15.2 million SF office, 7500 hotel rooms
- **Internal Drivers**
  - University of Tampa
  - West River Development
  - North Hyde Park Development
  - Bryan Glazer Family Jewish Community Center

Tax Increment Financing (TIF)

West Tampa Market Drivers

- **Future Drivers**
  - Tampa General Hospital
  - Old Cigar Factories
  - West Tampa Commercial Center
    - Howard/Armenia/Main Street
  - Industrial Design District
    - Willow/Cass Street
  - West Tampa Neighborhoods

Tax Increment Financing (TIF)

Potential West Tampa Sources of Tax Increment Revenues

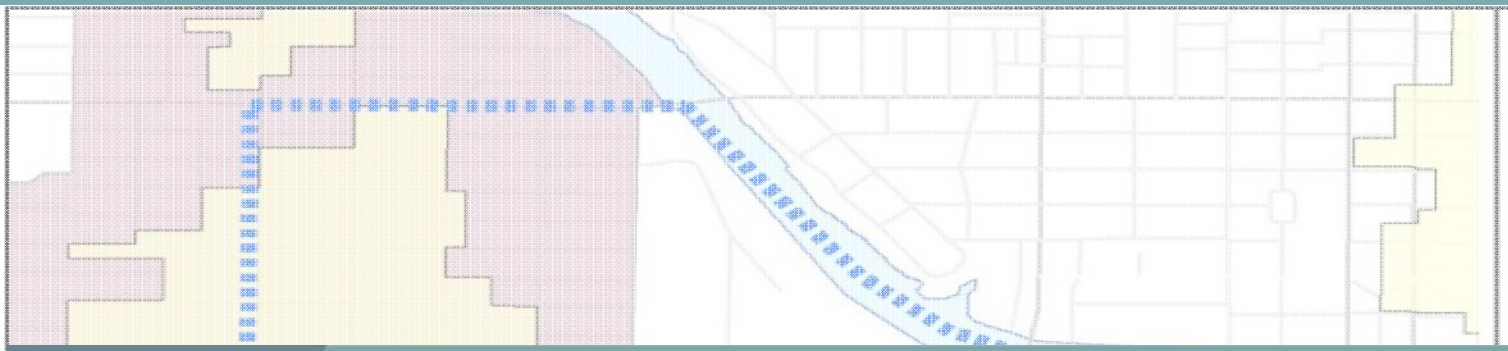
- Growth of Base Taxable Value: $274.6 million base increasing @ 2% per year.
- West River Development (1,636 residential units and 177,000 square feet of commercial space): Estimated initial taxable value of $272 million with a 15-year buildout. Assume equal annual increments of development with a conservative 2% annual increases in value.
- Other Market Supportable Development: Assume $5 million in new taxable infill development and redevelopment annually, increasing in value by a conservative 2% per year.

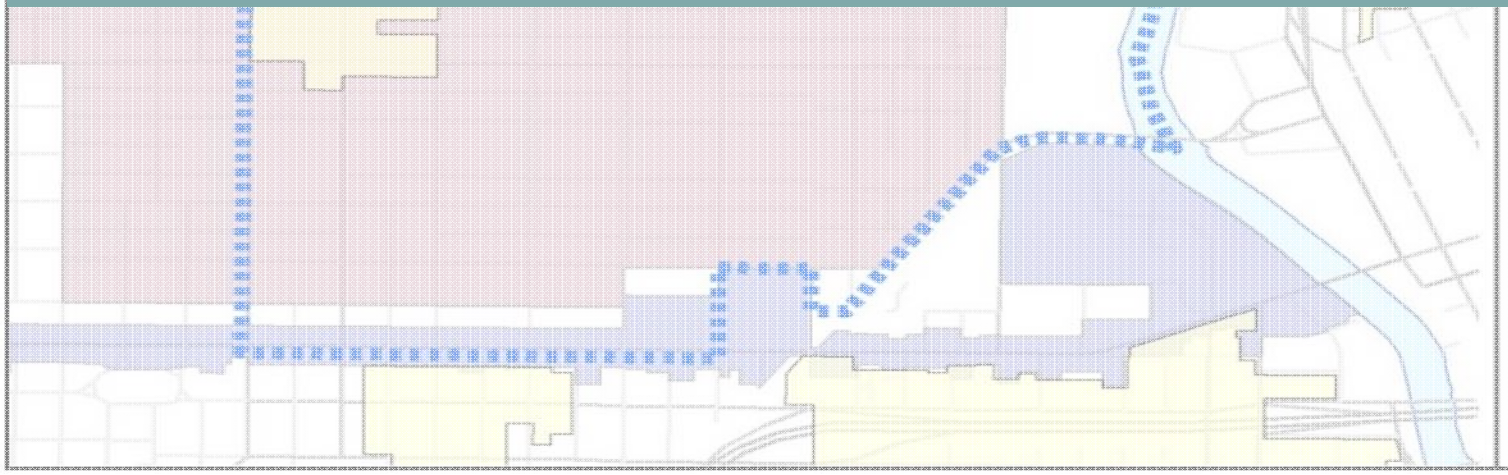
Tax Increment Financing (TIF)

Illustrative Tax Increment Revenue Projections for West Tampa

	Cumulative Taxable Values ($000)				Revenues ($)*	
Year	Base Values	West River Development	Other Development	Total	Annual	Cumulative
1	5,493	18,130	5,000	28,623	157,602	157,602
5	28,584	94,349	26,020	141,506	820,166	2,428,020
10	60,142	198,518	54,749	313,409	1,725,695	9,209,580
15	94,986	313,530	86,467	494,983	2,725,473	20,797,800
20	133,456	440,511	121,487	695,454	3,829,308	37,692,960

* @ 95% of taxable value, based on City of Tampa tax rate only

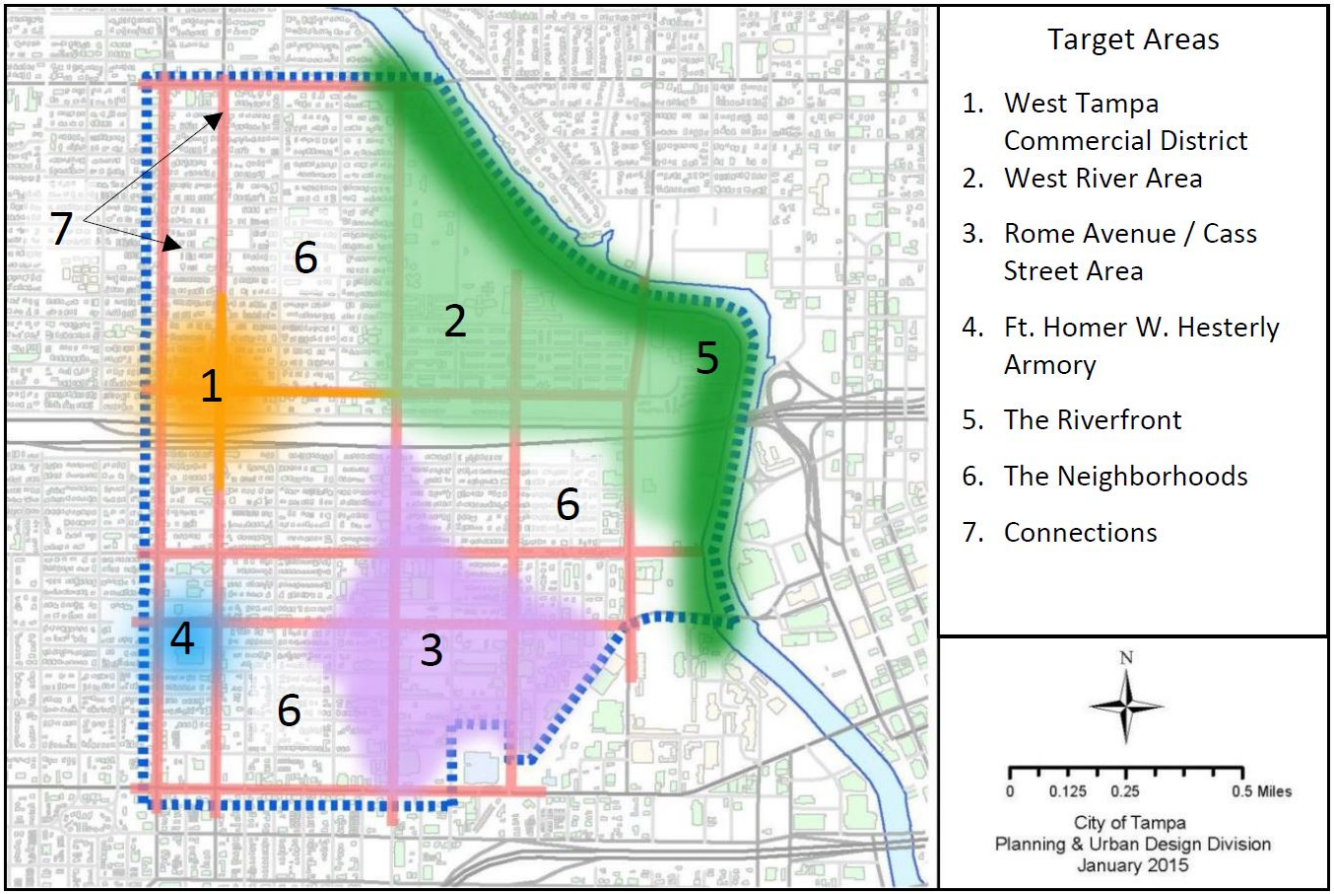


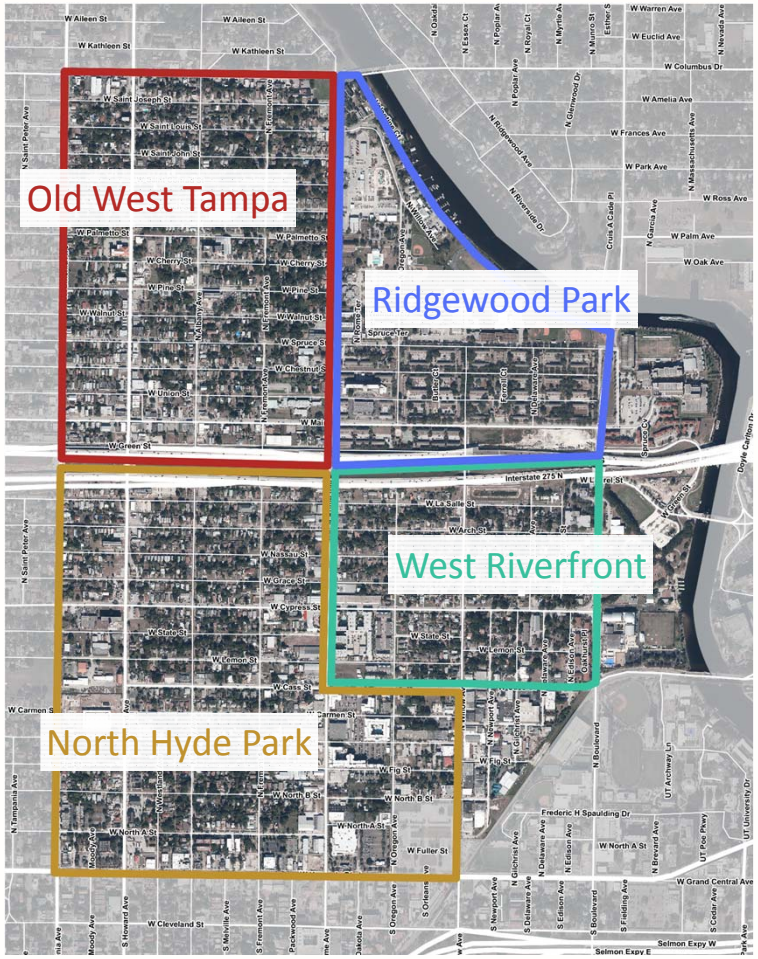


Due Diligence

Asset Mapping

Community Redevelopment Plan - May 2015
Targeted Redevelopment Areas

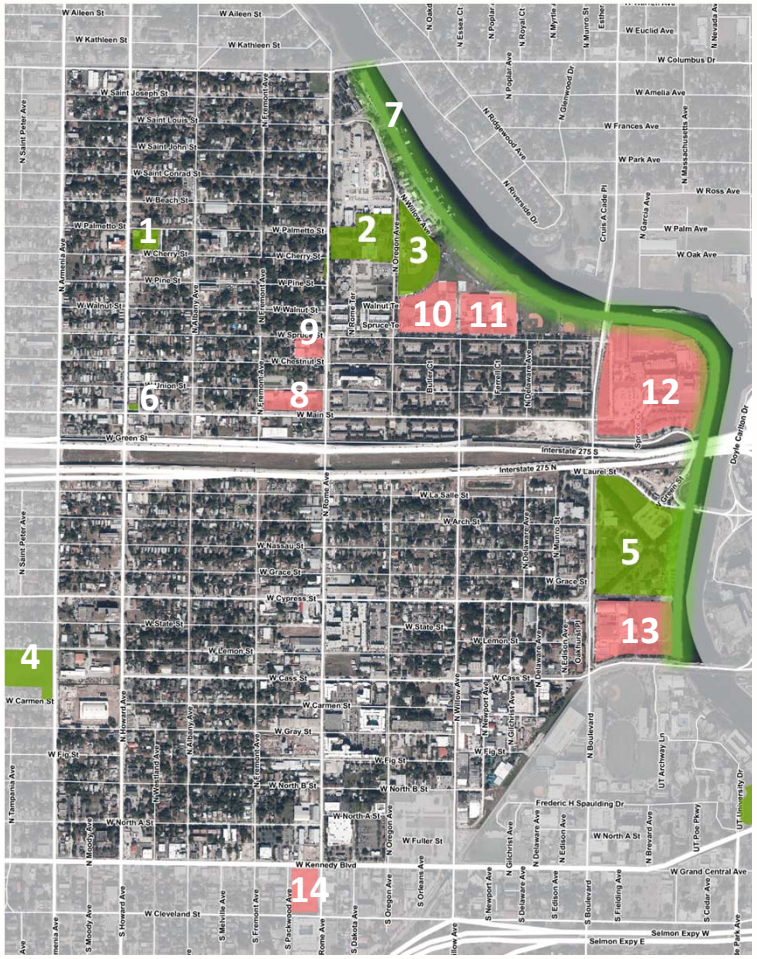




West Tampa CRA Asset Mapping

Neighborhoods

Old West Tampa
Ridgewood Park
West River
North Hyde Park



West Tampa CRA Asset Mapping

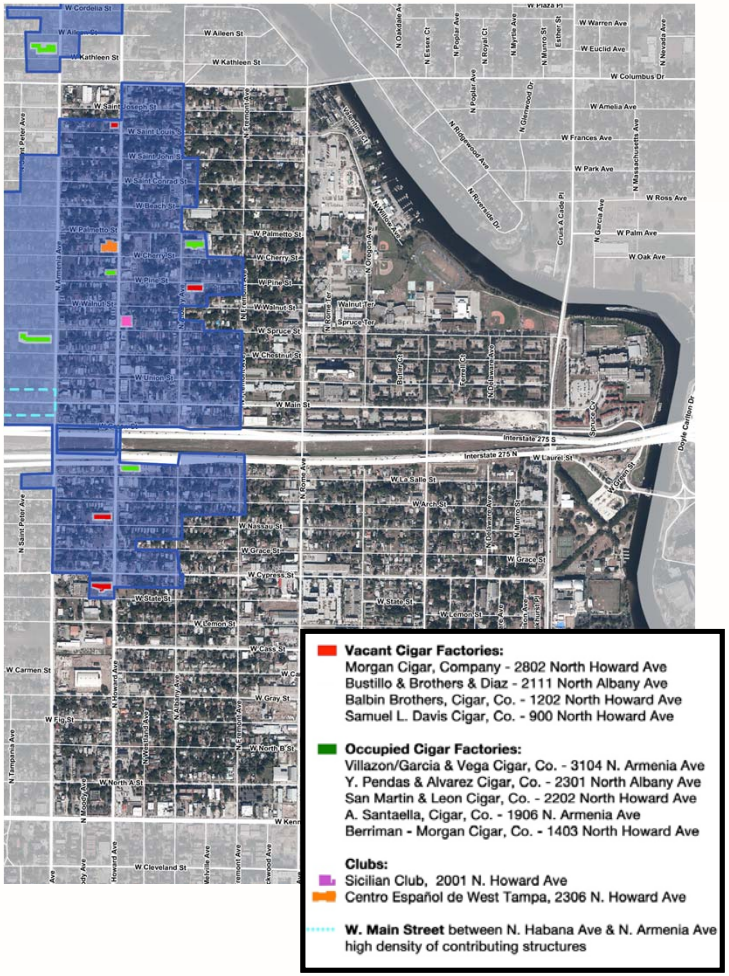
Parks/Open Space - Schools

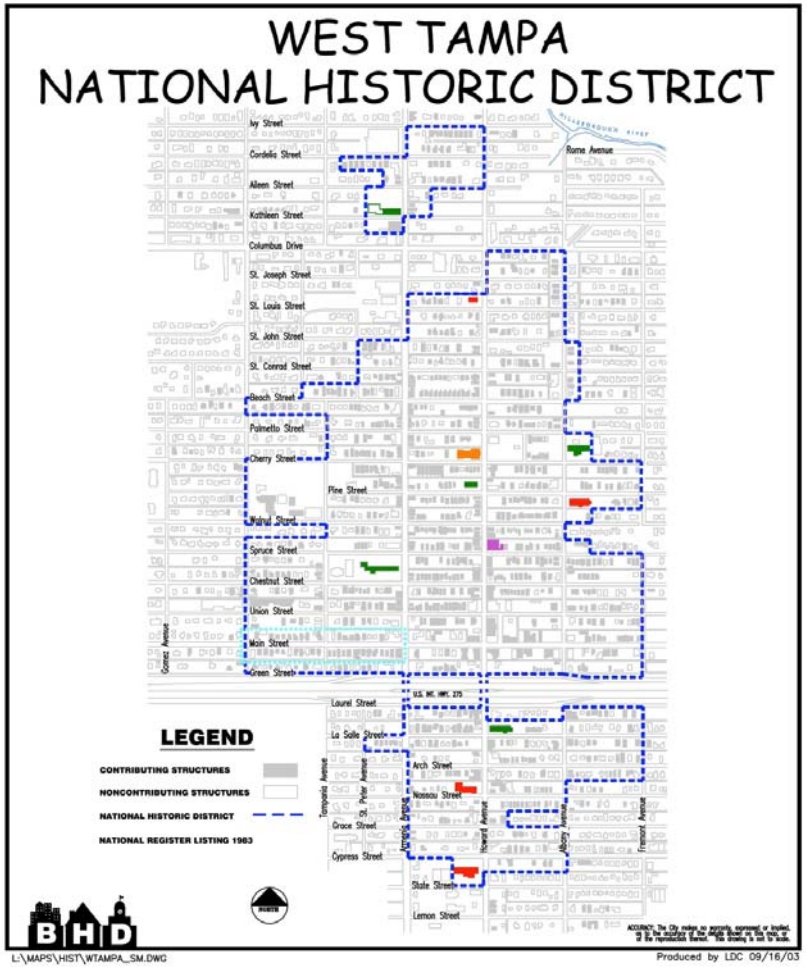
1 – Rey Park Community Center
2 – Martin Luther King Jr. Center
3 – Yellow Jacket Little League
4 – Villa Brothers Park
5 – Julian B. Lane Riverfront Park
6 – Salcines Park
7 – Hillsborough River's Edge

8 – Dunbar Elementary
9 – Mt. Pleasant Standard Based School
10 – Just Elementary School
11 – Stewart Middle School
12 – Blake High School
13 – Tampa Prep
14 – Primrose School of South Tampa

West Tampa CRA Asset Mapping

Historic District - Structures





West Tampa CRA Asset Mapping

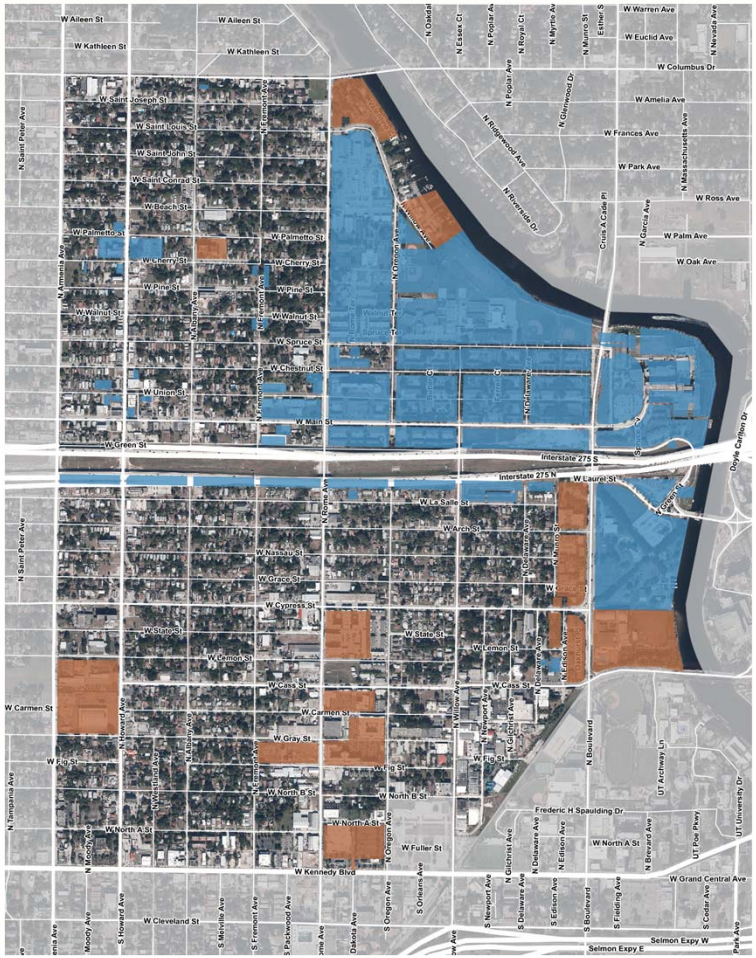
Historic District - Structures

Vacant Cigar Factories:
Morgan Cigar, Company - 2802 North Howard Ave
Bustillo & Brothers & Diaz - 2111 North Albany Ave
Balbin Brothers, Cigar, Co. - 1202 North Howard Ave
Samuel L. Davis Cigar, Co. - 900 North Howard Ave

Occupied Cigar Factories:
Villazon/Garcia & Vega Cigar, Co. - 3104 N. Armenia Ave
Y. Pendas & Alvarez Cigar, Co. - 2301 North Albany Ave
San Martin & Leon Cigar, Co. - 2202 North Howard Ave
A. Santaella, Cigar, Co. - 1906 N. Armenia Ave
Berriman - Morgan Cigar, Co. - 1403 North Howard Ave

Clubs:
Sicilian Club, 2001 N. Howard Ave
Centro Español de West Tampa, 2306 N. Howard Ave

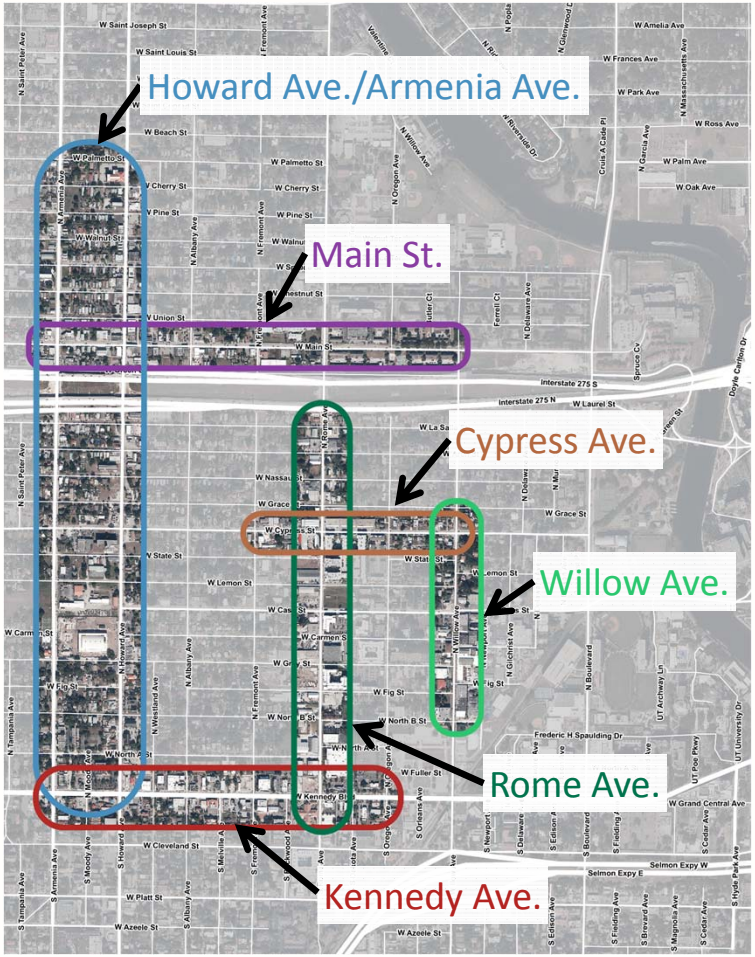
W. Main Street between N. Habana Ave & N. Armenia Ave high density of contributing structures



West Tampa CRA Asset Mapping

Publicly Owned & Large Parcel Ownership

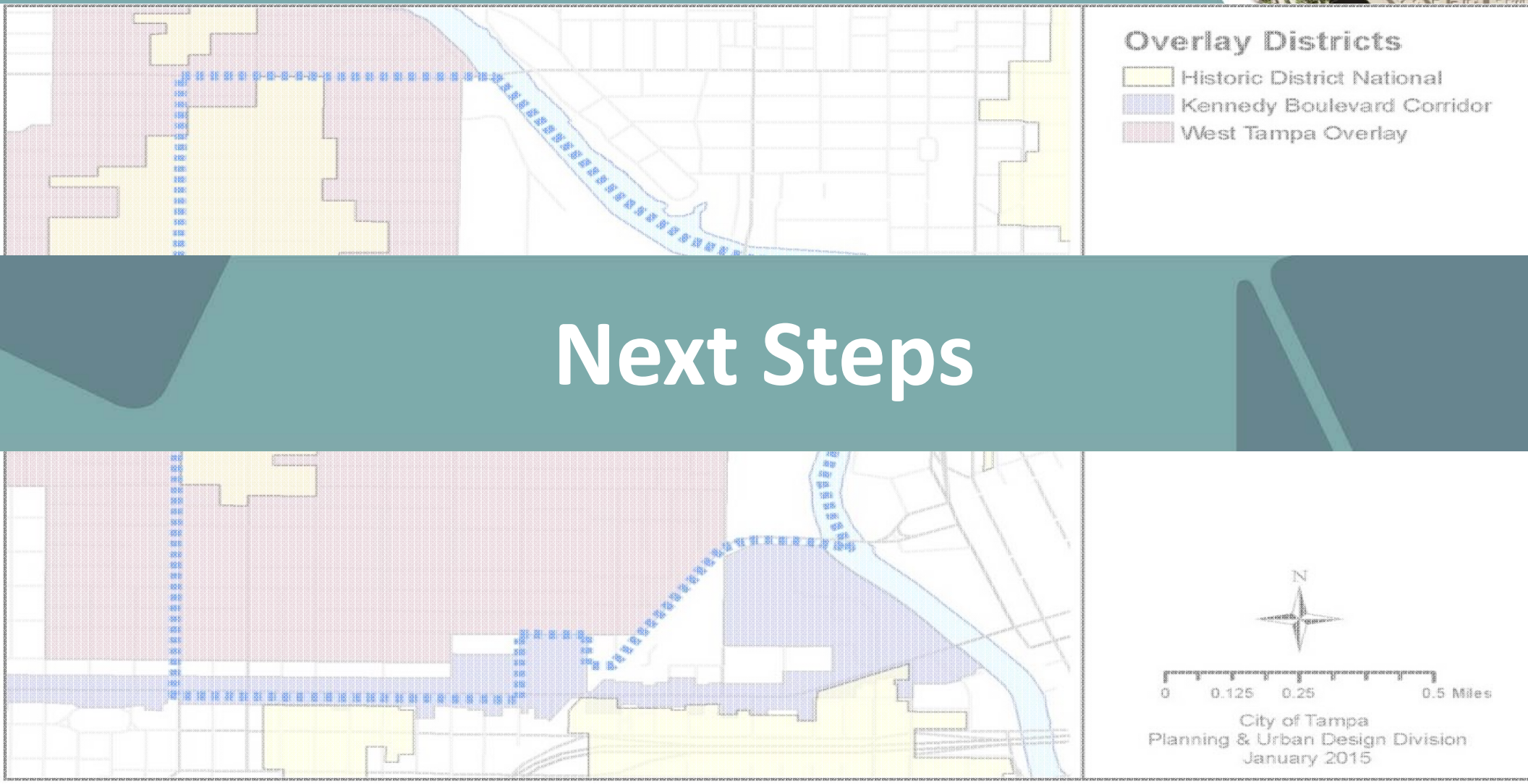
- Publicly Owned
- Large Ownership



West Tampa CRA Asset Mapping

Commercial Corridor Development(s)

Existing and/or Emerging Corridors


Overlay Districts
Historic District National
Kennedy Boulevard Corridor
West Tampa Overlay
N
0
0.125
0.25
0.5 Miles
City of Tampa
Planning & Urban Design Division
January 2015

Next Steps

Public Meeting - Community-Wide

Initial Meeting - October 23, 2017 - TBD

Proposed Meeting Agenda

- **Introductions**
- **Communication Strategy**
- **Project Scope**
- **Due Diligence**
  - **CIP/TIF/Asset Mapping**
- **Break-Out Session**
  - **Small Group Exercise**
  - **Worksheet Comments**
  - **Fill-Out Surveys**
- **Closing Comments**

West Tampa CRA - Strategic Action Plan Schedule

Task Description	August				September				October					November				December				January					February			
Task 1 - Due Diligence	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26
1.1: Project Kickoff Meeting	■																													
1.2: Past Studies Review	■	■	■	■																										
1.3: Infrastructure Existing Conditions Assessment		■	■	■	■	■	■																							
1.4: Structures - Housing/Commercial/Industrial/Historic				■	■	■	■	■																						
1.5: Regulatory Documents						■	■	■																						
1.6: Human Services/Culture & History/Business Assistance/Workforce Development/Safety					■	■	■	■																						
Task 2 - Economic Approach																														
2.1: Demographic/Economic Analysis				■	■	■	■	■																						
2.2: Market Analysis					■	■	■	■																						
2.3: Identification of Supportable Development Opportunities							■	■	■																					
Task 3 -Community Involvement																														
3.1: Initial Meetings (1 Meeting)									■	■																				
3.2: Middle Phase Meetings (2 Meetings)															■		■													
3.3: Final Meetings (2 Meetings)																											■	■		
Task 4 - Planning/Project Development																														
4.1: Opportunities and Constraints										■	■	■	■	■	■	■	■	■												
4.2: Recommend/Prioritize Capital Improvements																		■	■	■	■									
4.3: Urban Design Initiatives																				■	■	■	■							
Task 5 - Implementation Strategies																														
5.1: Funding, Finance, and Incentive Strategies																				■	■	■	■	■						
Task 6 - Final Report																														
6.1: Draft and Edits																					■	■	■	■	■	■	■			
6.2: Final Edits and Final Report																										■	■	■	■	■

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Kennedy Boulevard Corridor
West Tampa Overlay
N
0
0.125
0.25
0.5 Miles
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Thank You

Q&A

Kimley»Horn