



West Tampa CRA **STRATEGIC ACTION PLAN DEVELOPMENT**



Kimley»Horn
Expect More. Experience Better.



Public Workshop Summary

October 23, 2017 at the Bryan Glazer Family JCC

Approximately **100 people were in attendance**, including residents, business owners, employees/employers, and government representatives from the West Tampa CRA area.

The workshop began with a summary of **initial findings** from Kimley-Horn and Urbanomincs.

At each table, workshop attendees participated in a **Table Exercise** and took part in **facilitated discussions on the priorities** they have for the West Tampa CRA area and noted them on an aerial map.

Attendees then took part in a **Survey Exercise** where they were asked to **respond to a series of questions/comments**, in order to further **determine the priorities** of the residents, business owners, employees/employers, and government representatives from the West Tampa CRA area.

The results and summary of the Table and Survey Exercise are provided in this presentation.





Table Exercise Summary

Attendees were asked to discuss and identify **issues and opportunities** throughout the West Tampa CRA and record those items on Post-It notes to be placed on District maps

The priorities determined from the **Table Exercise** were organized and tallied based on the **key words** from the responses of attendees

The key words were used to create “**word clouds**” that highlighted Economic Development/Community and Infrastructure **priorities**





OVERALL SUMMARY:





ECONOMIC
DEVELOPMENT/
COMMUNITY
SUMMARY:





INFRASTRUCTURE
SUMMARY:

Transportation
Landscape
Parking Signage
Street Improvements
Sidewalks
Infrastructure
Gateways
Brick Streets
Main Street



Top 5 Priorities mentioned during the Table Exercise:

1. Jobs (Economic Development)
2. Sidewalk/Street Improvements
3. Safety
4. Infrastructure/Parking
5. Parks (Public Space Improvements)
6. Local Business (Economic Development)
7. Gateways
8. Landscaping
9. Residential (Housing)
10. Preservation

Economic Development/Community Priorities

Jobs	30
Safety	15
Parks	11
Local Business	9
Residential	8
Preservation	7
Main Street	5
Trash Pickup	4
Restaurants/Retail	4
Community Center	4
Art	3
Super Bowl	3
Festivals	2
Mixed Use	2
Homeless	2
Gentrification	2
Wifi	1
Brewery	1
Power Lines	1

Infrastructure Priorities

Sidewalks	19
Street Improvements	14
Infrastructure	14
Parking	12
Landscape	8
Gateways	9
Brick Streets	7
Signage	6
Main Street	5
Transportation	5



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

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
- Back Streets:
 - Remain: Yes No
 - Remove: Yes No
 - Recover: Yes No
- Develop/Define Downtown District (Main/Howard/Armenia)
- Provide Storefront/Façade 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

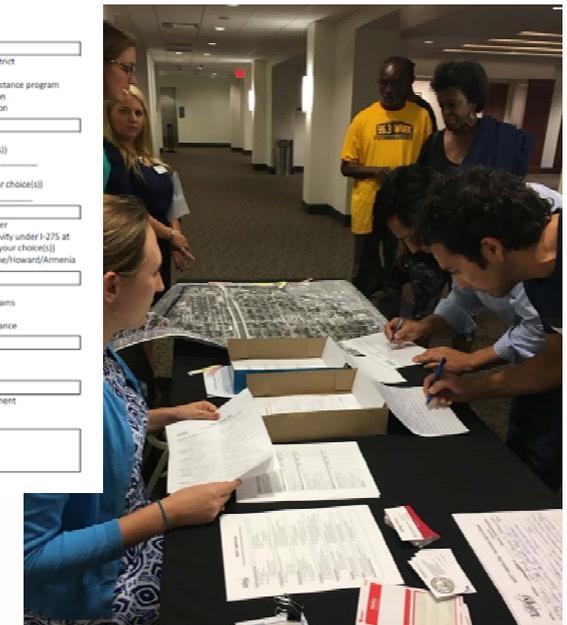
Residential

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

General

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

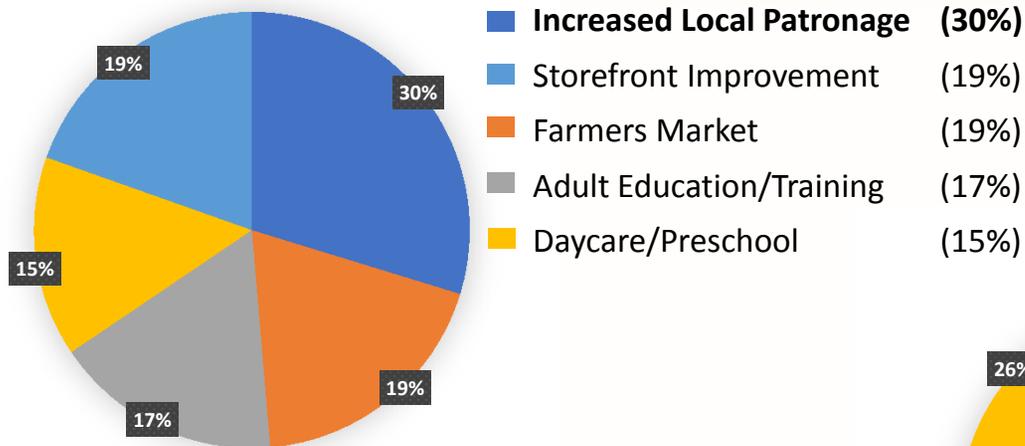
Others/Additional Questions:



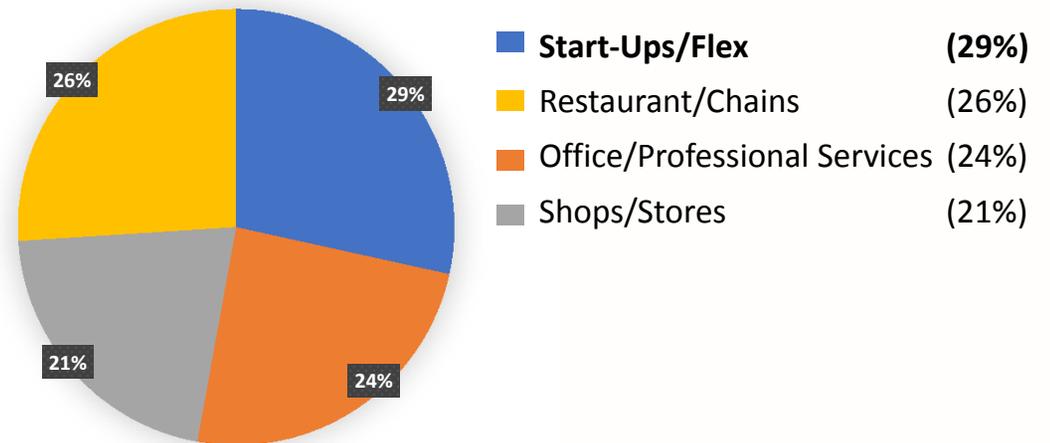


Economic Development Priorities

Business Expansion



Business Type





Economic Development Summary

1. Job Creation/Opportunities

- Increased Local Patronage
- Office/Retail

2. Old West Tampa Branding

- Enhance Character/Charm/Place
- Market/Advertise/Sell West Tampa

3. Making West Tampa Home

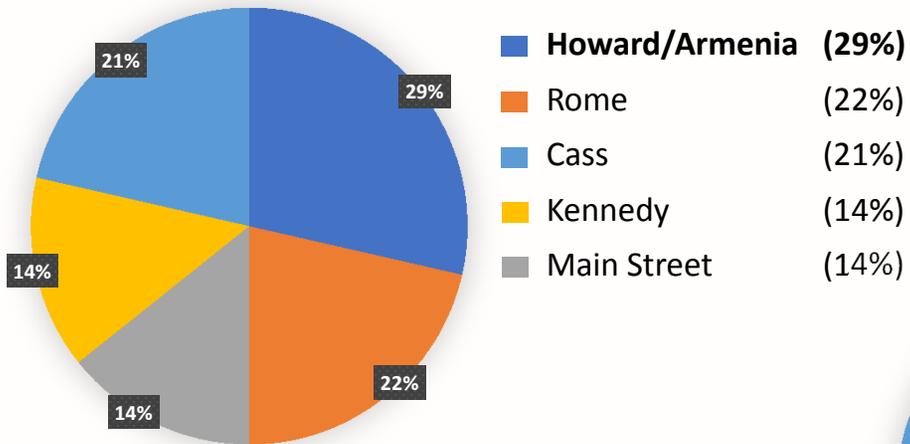
- Single Family (Refurbish/Replace)
- Multi-Family Development



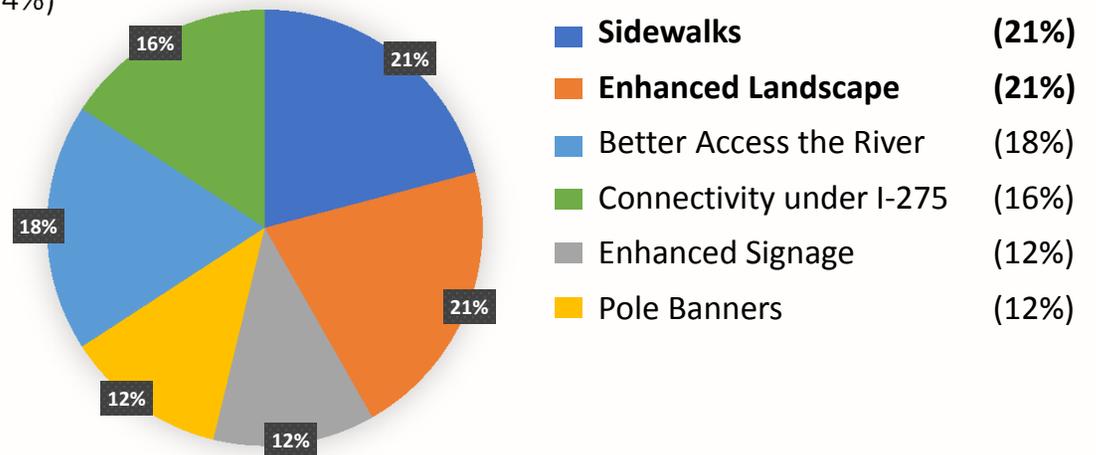


Infrastructure Priorities (Right-of-Way)

Traffic Calming/Priority Streets



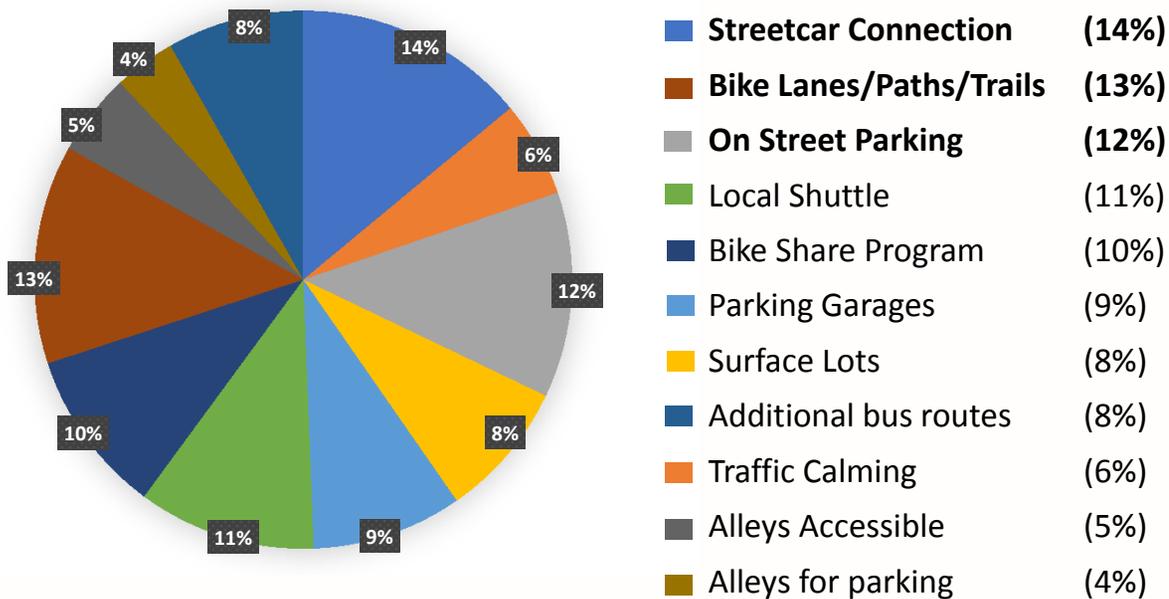
Connectivity





Infrastructure Priorities (Right-of-Way)

Transit/Transportation/Parking





Infrastructure Summary (Right-of-Way)

1. Streetscape

- Sidewalks (wider/more)
- Lighting
- Landscape

2. Traffic calming

- Howard and Armenia
(highest priority)

3. Parking

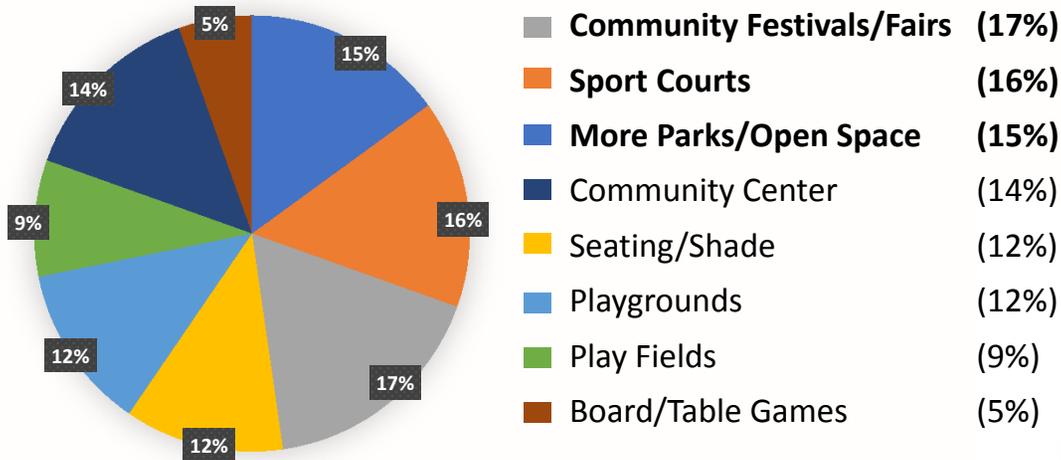
- Garages/Surface Lots



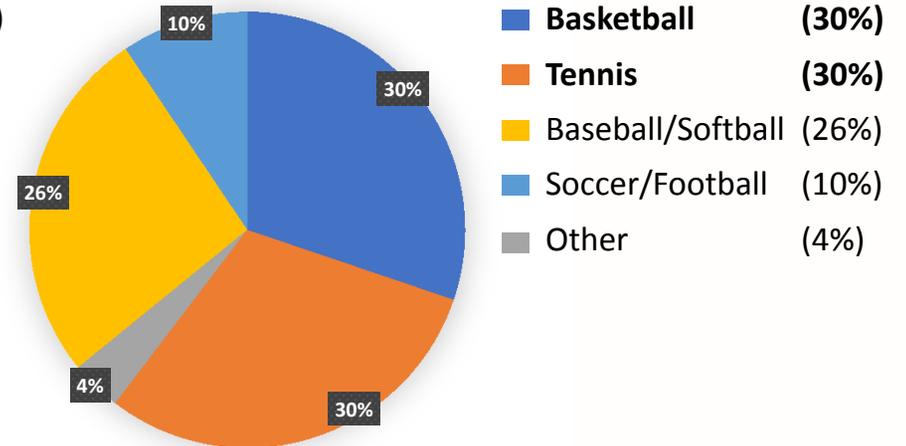


Public Space Priorities

Parks & Recreation



Activities





Public Space Summary

1. Community Festivals/Fairs

- Julian B. Lane
- Salcines Park

2. Seating and Shade

- Benches
- Planters
- Awnings
- Trees

3. Open Space Options

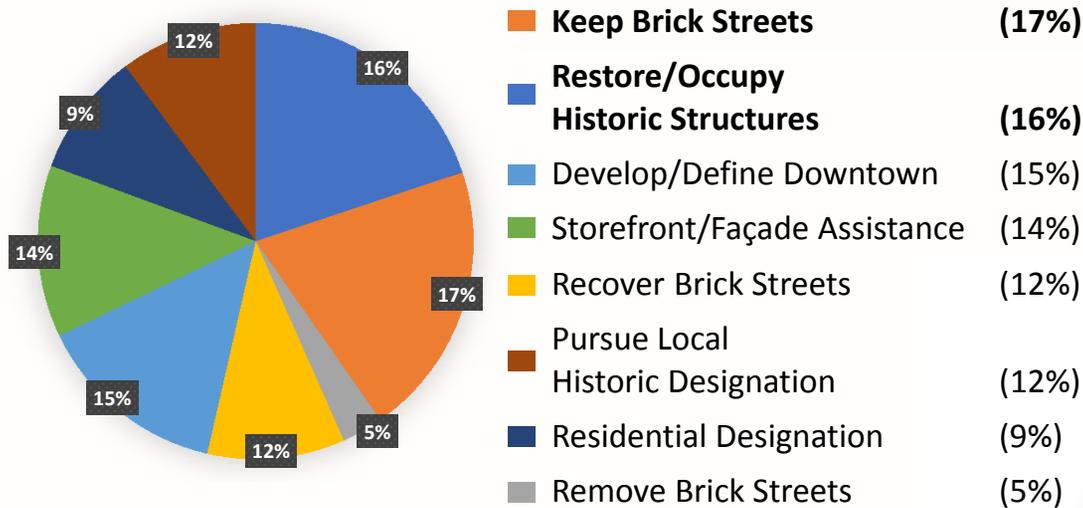
- Parks
- Recreation Fields



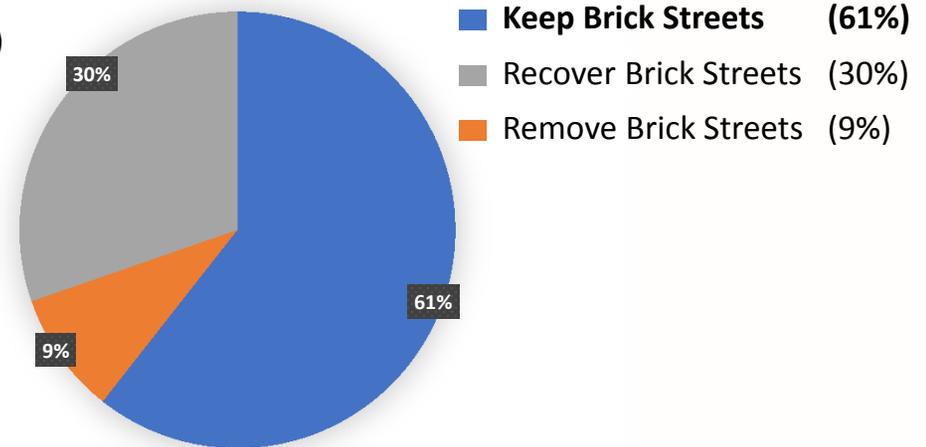


Preservation Priorities

Preservation/History



Brick Streets





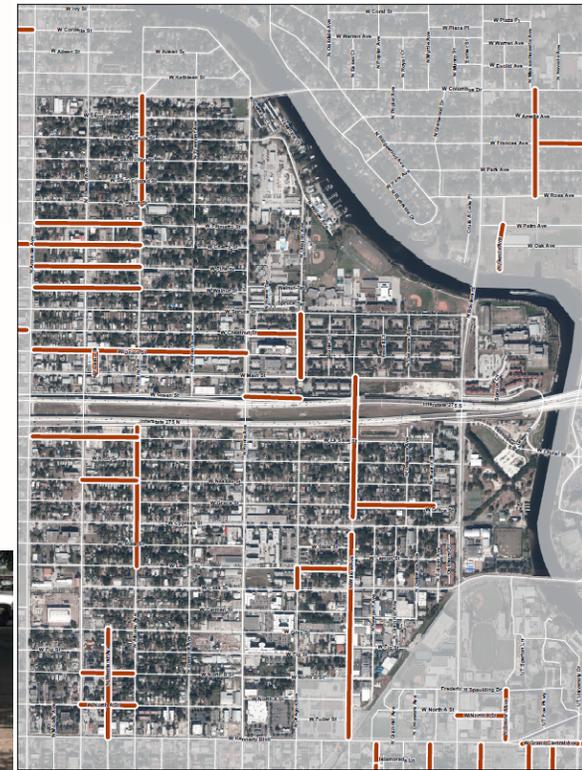
Preservation Summary

1. Main Street District Preservation

- Storefront Façade
- Define Downtown
- Historic Structure Utilization

2. Brick Street Restoration

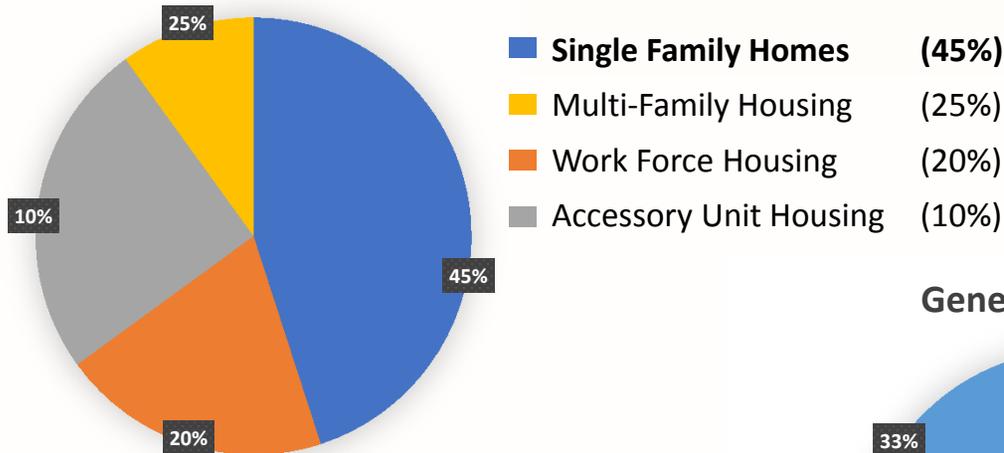
- Street Priorities





Additional Findings

Housing



General Comments

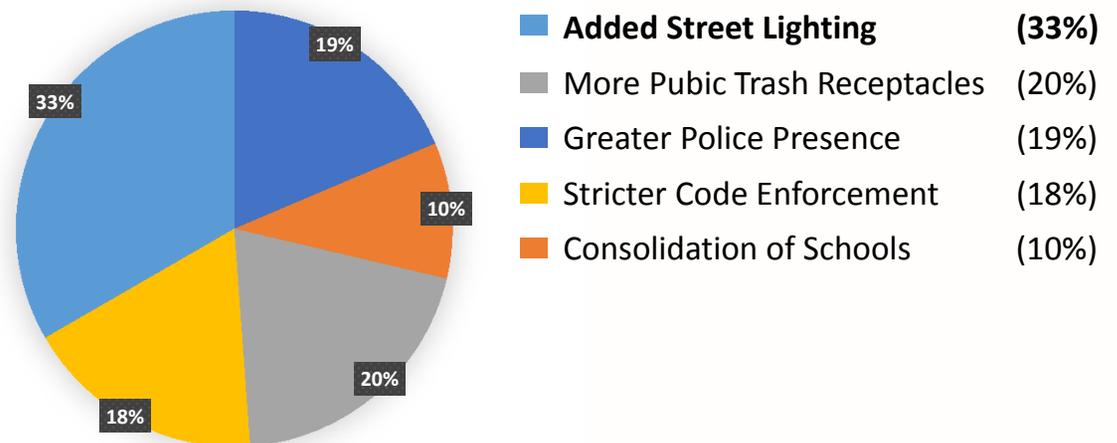




Table Exercise Summary:

1. Jobs (Economic Development)
2. Sidewalk/Street Improvements
3. Safety
4. Infrastructure/Parking
5. Parks (Public Space Improvements)

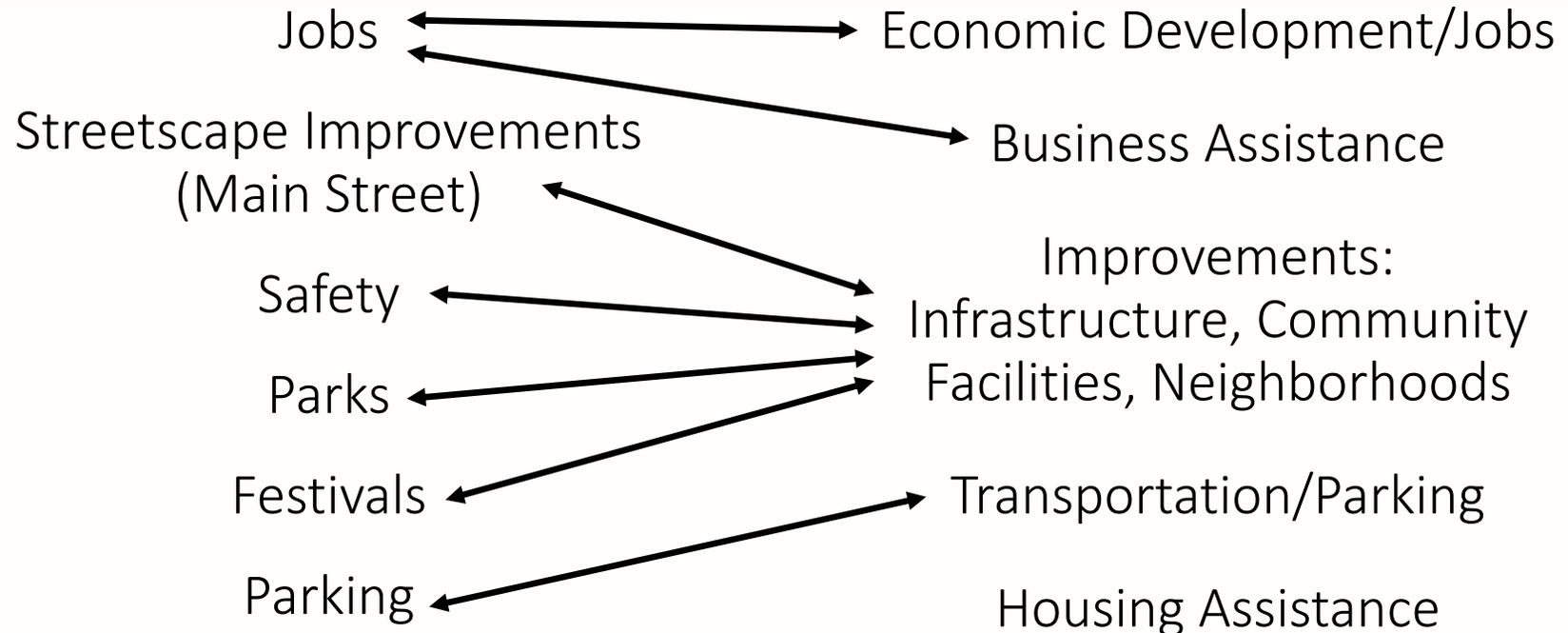
Survey Exercise Summary:

1. Jobs (Economic Development)
2. Streetscape
3. Community Festivals
4. Main Street Improvements



**Community
Priorities**

**Community Advisory
Committee Priorities**





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