

Franklin Street Action Plan



TAMPA
DOWNTOWN PARTNERSHIP

FEBRUARY 2023

COMMUNITY
SOLUTIONS
GROUP

Franklin Street Action Plan

FEBRUARY 2023



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Purpose of the Plan

Following the development of the 2020 Franklin Street Visioning Document, the Franklin Street Action Plan aims to define and articulate implementation opportunities in collaboration with partners who can assist in both funding and implementing projects. The multi-disciplined approach addresses a variety of projects and issues identified under the broad-categories of: public realm, economic development, and mobility including both strategic program initiatives and specific infrastructural upgrades. The document includes both “light touch” projects aimed to provide near term improvement to the corridor within the current framework as well as identifying larger transformational projects along the corridor.

The final implementation strategy provides a prioritization matrix and an order of magnitude implementation budget providing a blueprint for the future of Franklin Street.

Plan Process

The Franklin Action Plan is the result of a collaborative process between the project team, the Tampa Downtown Partnership, Franklin Street Corridor Stakeholders, and the Tampa Downtown CRA Community Advisory Committee. The following is a summary of project milestones leading to the development of this plan.

04.01.22	Kick-Off Meeting Corridor Walking Tour	Tampa Downtown Partnership
04.14.22	Site Analysis Working Session	Tampa Downtown Partnership
05.10.22	Conceptual Design Working Session	Tampa Downtown Partnership
05.17.22	Tampa Franklin Street Workshop	Tampa Downtown Partnership City Staff
11.28.22	Final Draft Master Plan Review Meeting	CRA Manager Jeff Burton
11.29.22	Final Draft Master Plan Review Meeting	Downtown CRA Community Advisory Committee City Staff
12.08.22	Final Draft Master Plan Review Meeting	Tampa Downtown Partnership Franklin Street Corridor Stakeholders
02.08.23	Prioritization Review Meeting	Tampa Downtown Partnership

Reading the Plan

The Franklin Street Action Plan is divided into three sections:

01 - Background

The Background section provides an overview of the existing conditions of Franklin Street including the existing physical infrastructure as well as the regulatory context and an overview of the previously identified recommendations and goals for the street.

02 - Corridor Implementation

Conceptual Master Plan

The Corridor Implementation Conceptual Master Plan provides a list of transformational projects as well as recommendations in the distinct South and North sections of Franklin Street based on the different street characters and current regulatory framework of these areas. Specific recommendations are identified on a block by block recommendation walkthrough designed to aid in the development of the implementation plan.

03- Implementation

The final implementation section provides strategic program initiatives, and implementation strategy including prioritization and general costs for the purposes of CIP budgeting and identifying funding and implementing partners.



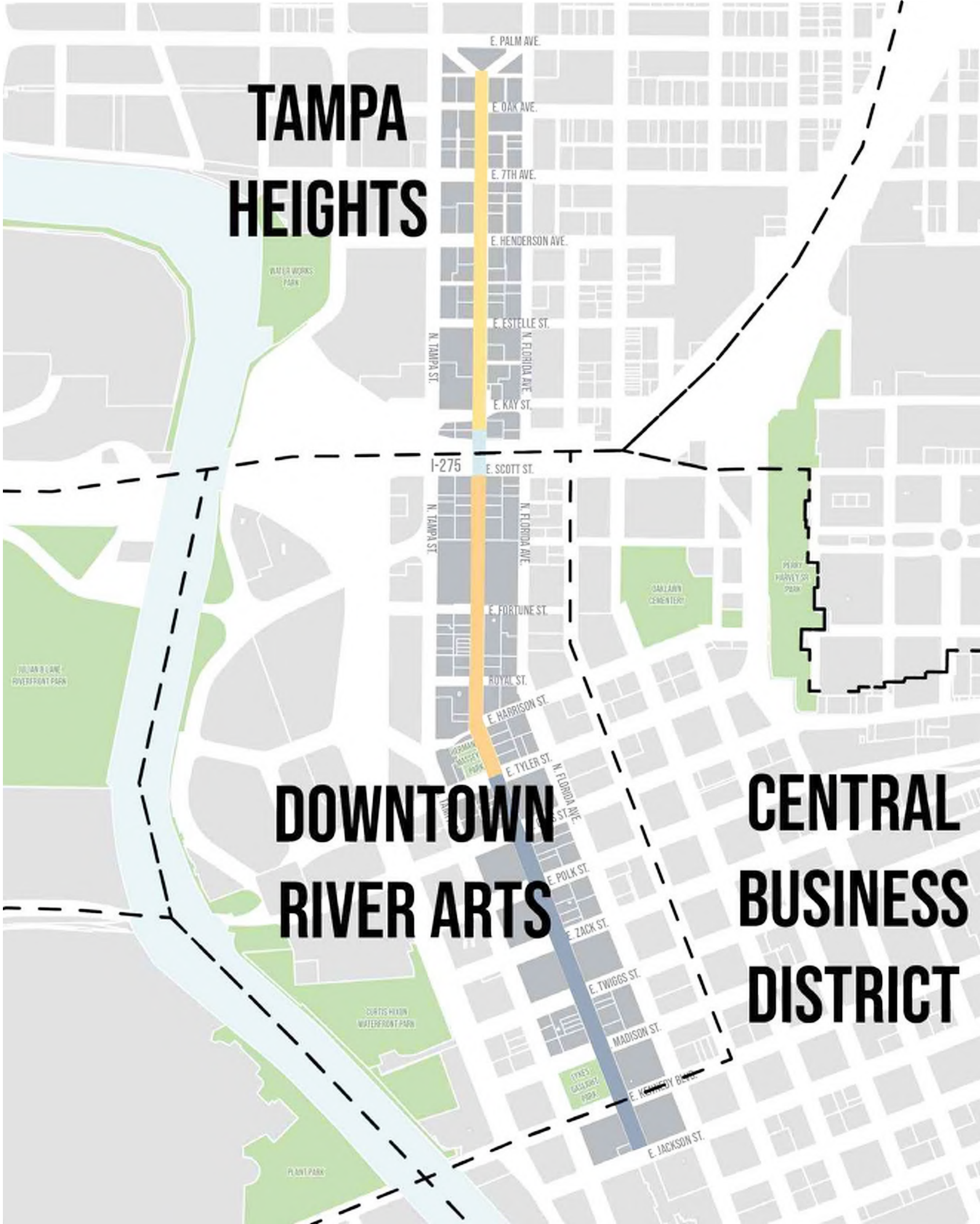
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01 | Background

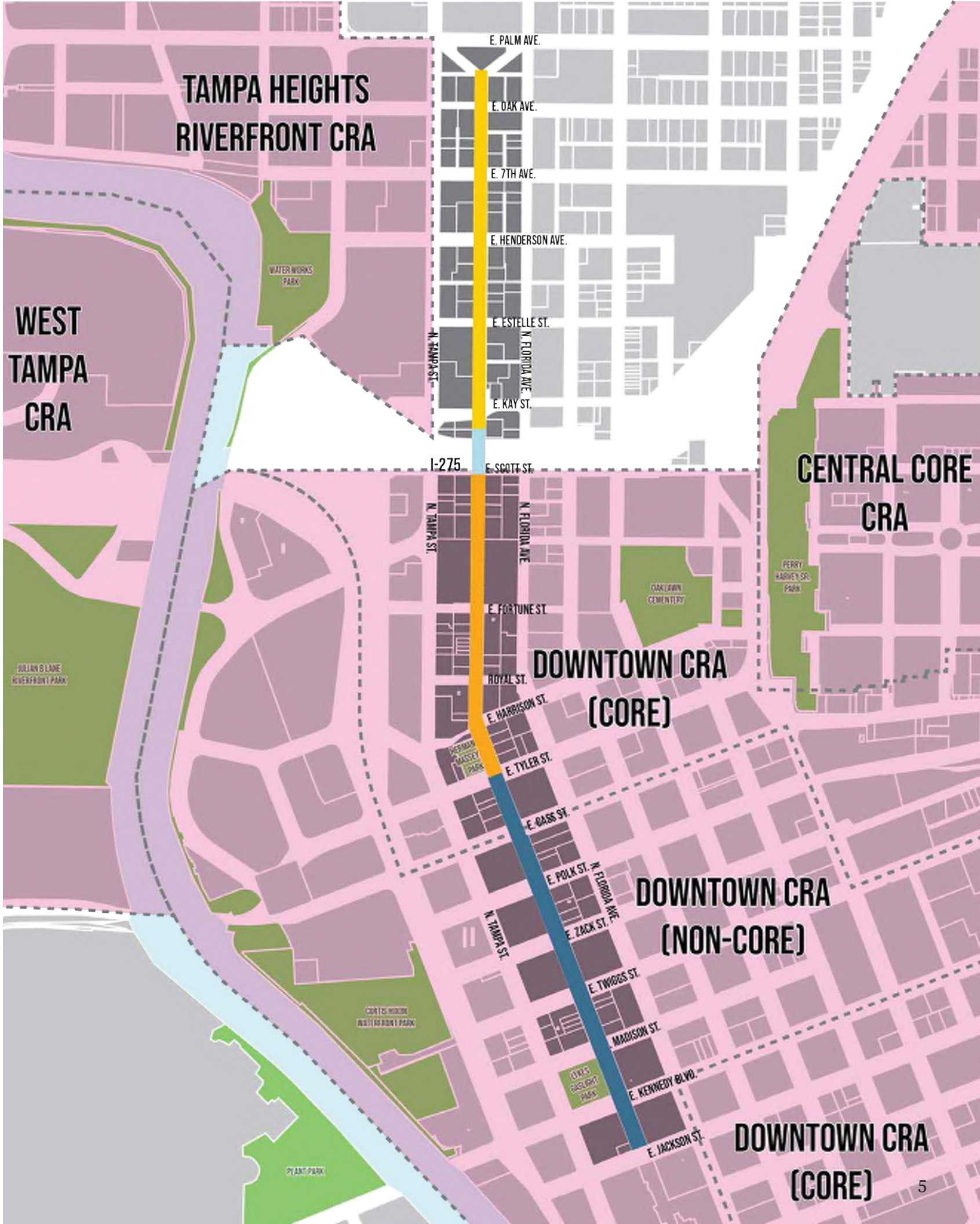
The Role of Franklin Street

Franklin Street plays a pivotal role in connecting various neighborhoods and joining the urban fabric of Tampa. This corridor serves to not only provide a north-south connection between neighborhoods but also forms a part of the experience of each of these neighborhoods extending east and west.



Community Redevelopment Agencies

Community Redevelopment Agencies can be key in the reinvestment of and improvement of streetscapes. In the case of Franklin Street, the street is essentially bisected into a southern portion included within the Downtown CRA, and a northern portion which lies just outside the Tampa Heights CRA. These conditions impact the funding sources available for improvements and by extension, the type of improvements possible especially at a short-term time frame.



Potential Catalyst Sites

The following map looks at properties along the corridor that may present key opportunities. Properties with a primary parking use have been highlighted as well as vacant commercial lots, vacant buildings, and previously identified redevelopment sites.



Potential Catalyst Sites

1. City Hall Plaza

Improve public realm for increased pedestrian traffic

2. Tampa Police Headquarters

Relocate for mixed-use redevelopment

3. 508 N. Franklin Street

Fire damaged building provides opportunity for redevelopment or trash management

4. Wilson Company Plaza

Activate/re-open plaza with updated design

5. Tampa Theater Plaza

Improve plaza for enhanced programming and activation

6. Kress Building

Incentivize re-purposing of historic buildings

7. Parking Lot

Opportunity for redevelopment

8. State Building

Opportunity for redevelopment

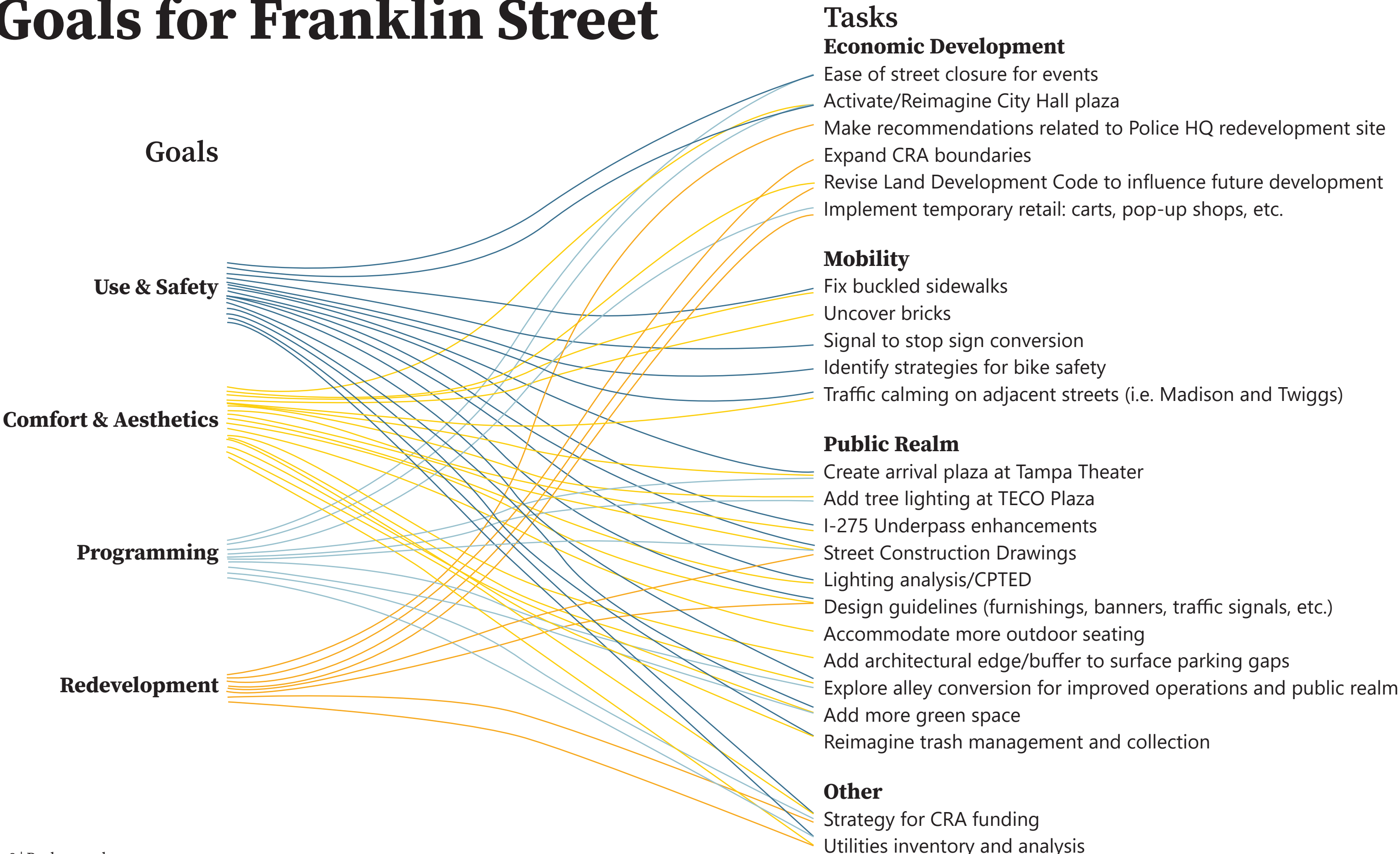
9. Parking Lots

Opportunity for programming and activation

Potential design improvements engaging existing alleyway for enhanced public realm



Goals for Franklin Street



Study Area

The 2020 Franklin Street Visioning Document subdivided the Franklin Street corridor into four unique sub-areas defined by their specific character and improvement needs. Recommendations to each of these areas should strive to enhance the existing strengths of while addressing the specific needs each sub-area.

How to Read This Section

The following section details an initial walkthrough of the existing conditions of the corridor overlaid with recommendations provided as part of the 2020 Franklin Street Visioning Document. Additional opportunities identified at this initial stage are noted in italics with a white outline around each note. The purpose of this section is to provide background on the existing conditions and characteristics of the corridor rather than provide final recommendations of specific improvements throughout the study area.

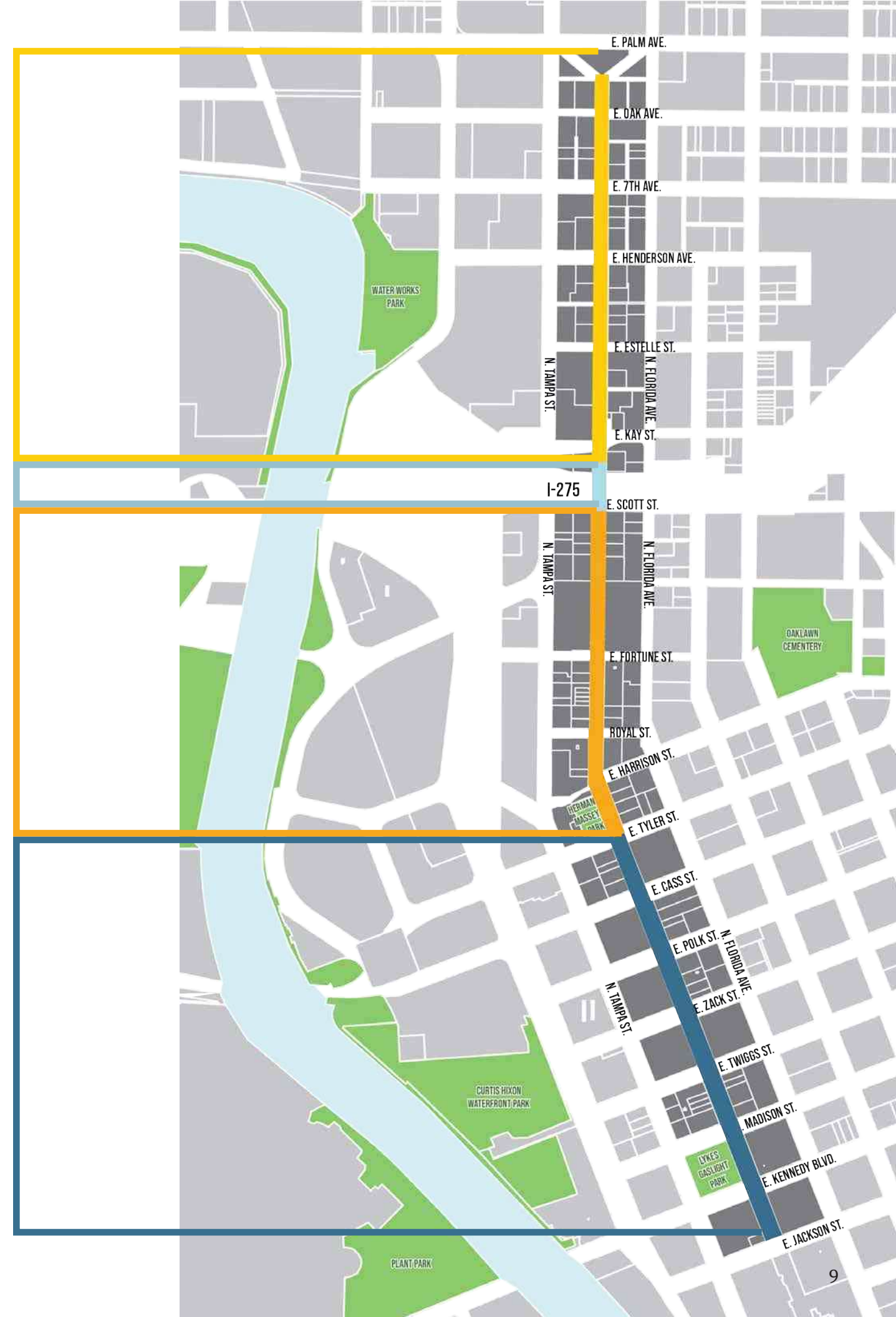
For final recommendations see *2 - Corridor Implementation Conceptual Master Plan* (p. 75).

Area 4:
Tampa Heights
Eclectic, friendly, artsy.
Historic yellow brick, murals,
industrial touches.

Area 3:
I-275
Utilitarian, hard, dark.
Concrete and asphalt.

Area 2:
Historic North Franklin
Historic, charming, refined.
Mix of historic brick, iron and
concrete.

Area 1:
Downtown Core
Vibrant, sleek, and authentic.
Mix of historic and
contemporary materials.





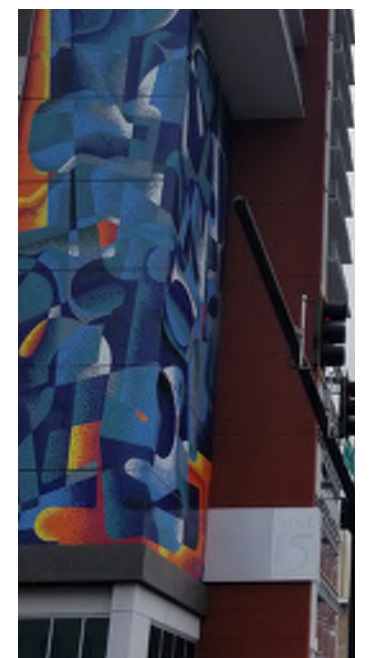
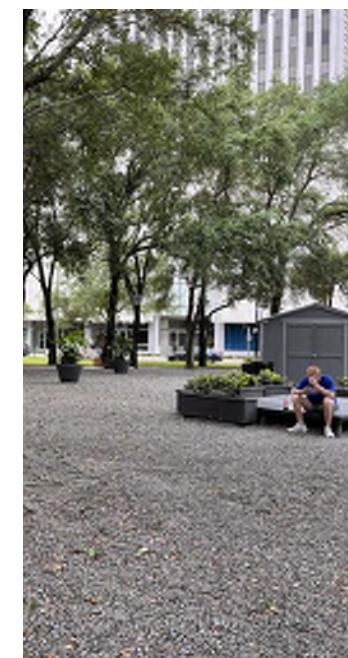
Area 1: Downtown Core

E. Jackson Street to E. Tyler Street

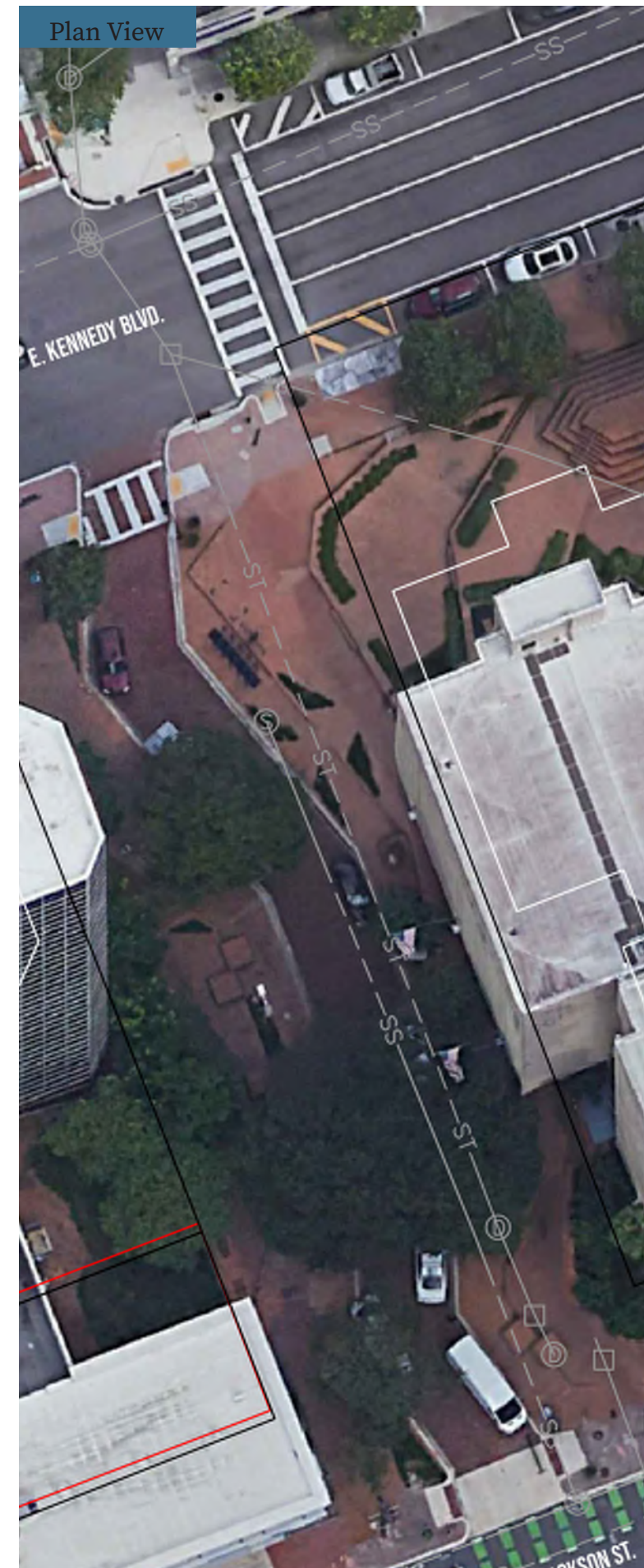
Area Character

Vibrant, sleek, and authentic.

Mix of historic and contemporary materials.



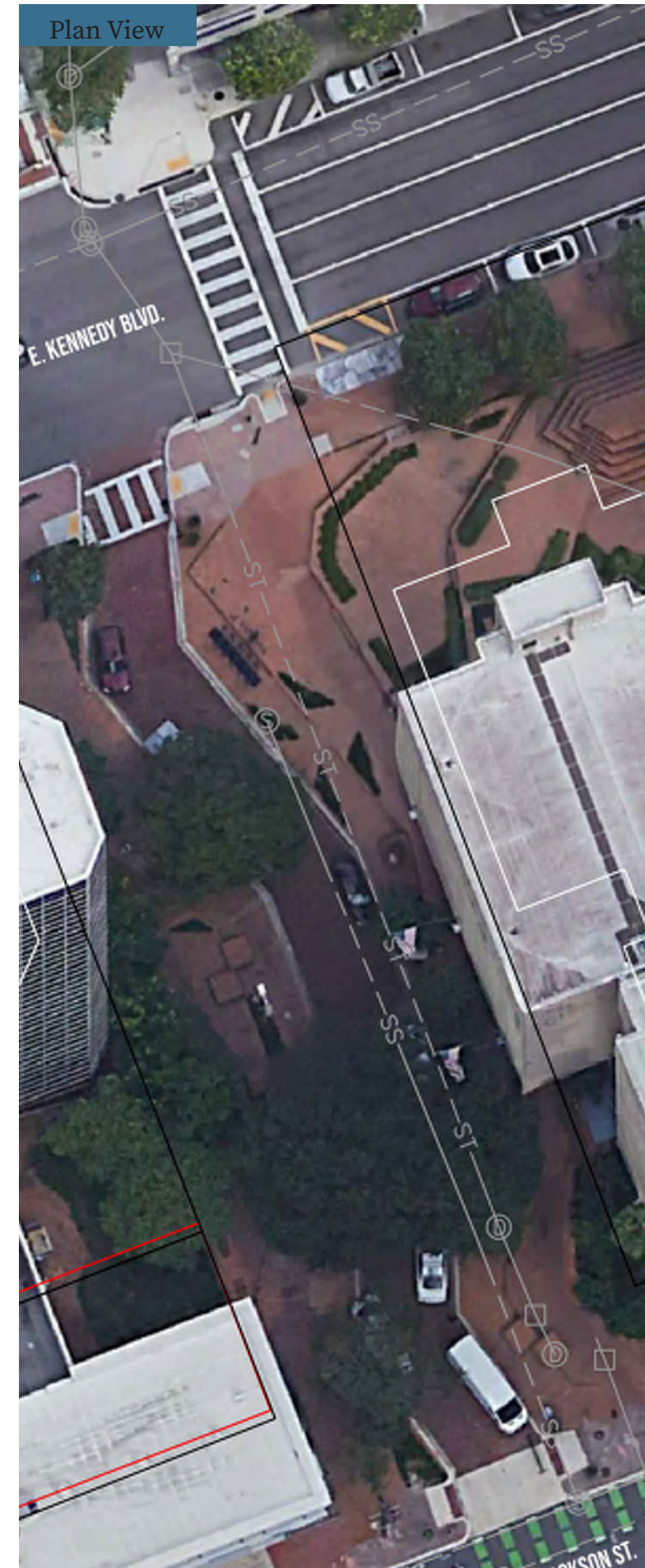
Area 1: Downtown Core
Block 01: E. Jackson St. to E. Kennedy Blvd.



Looking North



Area 1: Downtown Core
Block 01: E. Jackson St. to E. Kennedy Blvd.



Later phase: flatten elevated plaza to include canopy, movable seating, etc.

Consider as starting point for self-guided tours

Open to vehicular traffic
Elevate road to flush

Strengthen connection to Lykes Gaslight Square Park

Looking South

Area 1: Downtown Core
Block 01: E. Jackson St. to E. Kennedy Blvd.



Complicated sidewalk and landscape areas along Franklin Street creating tripping hazards

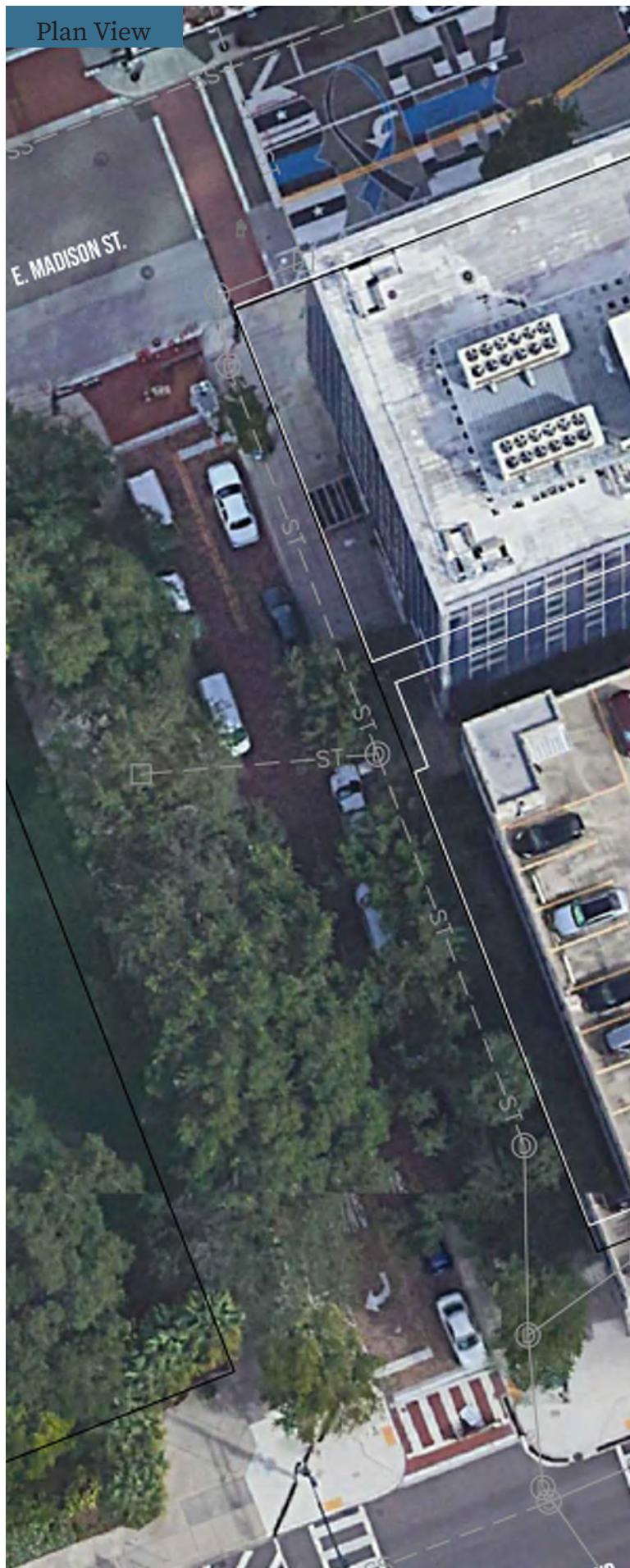
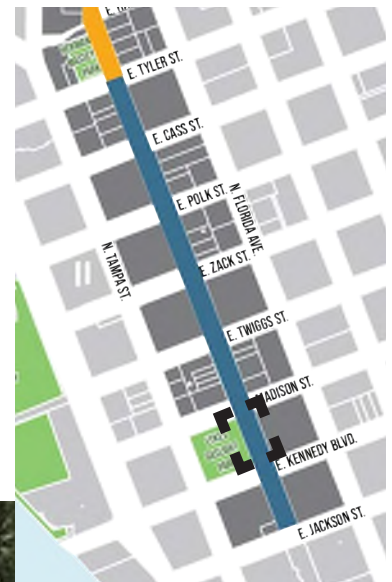


Crosswalk and narrow ramps



Existing City Hall plaza area

Area 1: Downtown Core
Block 02: E. Kennedy Blvd. to E. Madison St.



Looking North

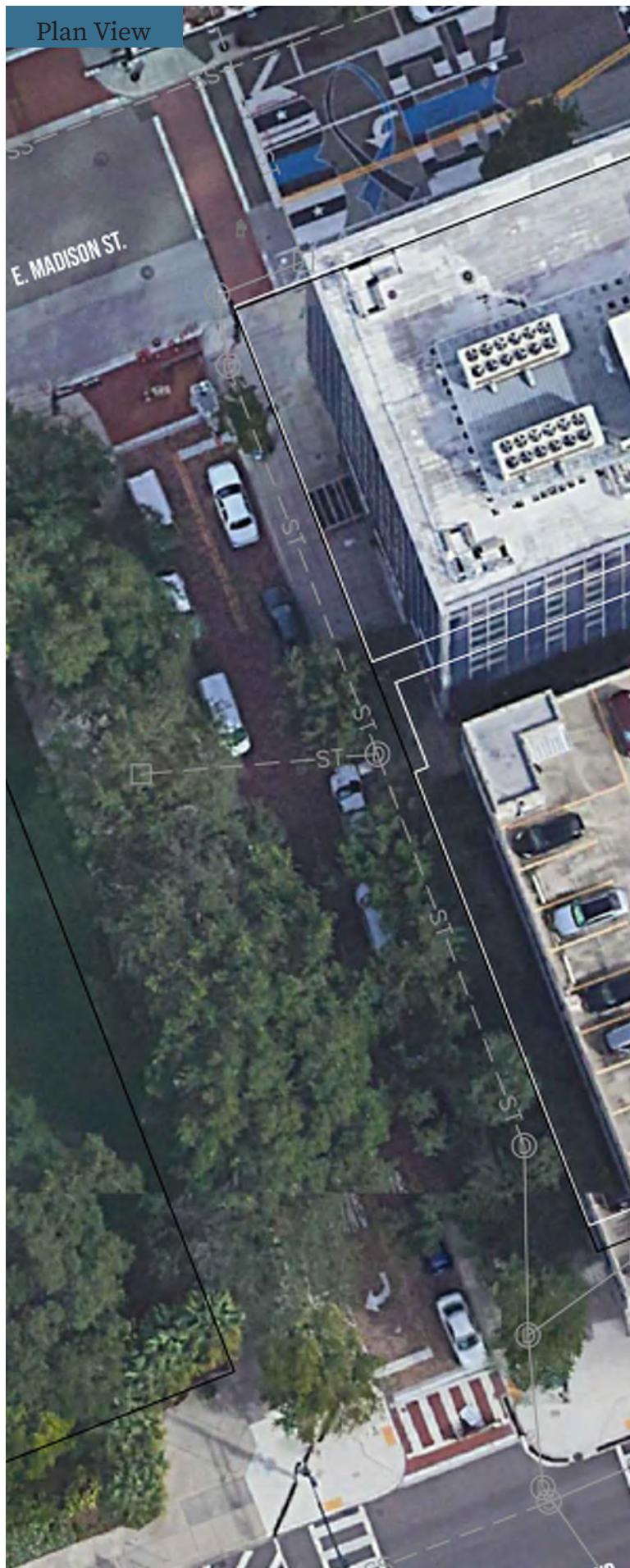
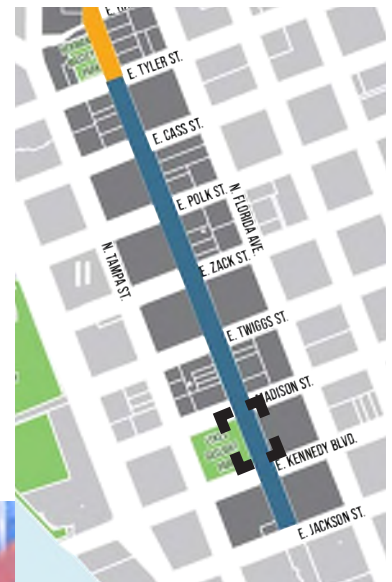


Strengthen connection to Lykes Gaslight Square Park

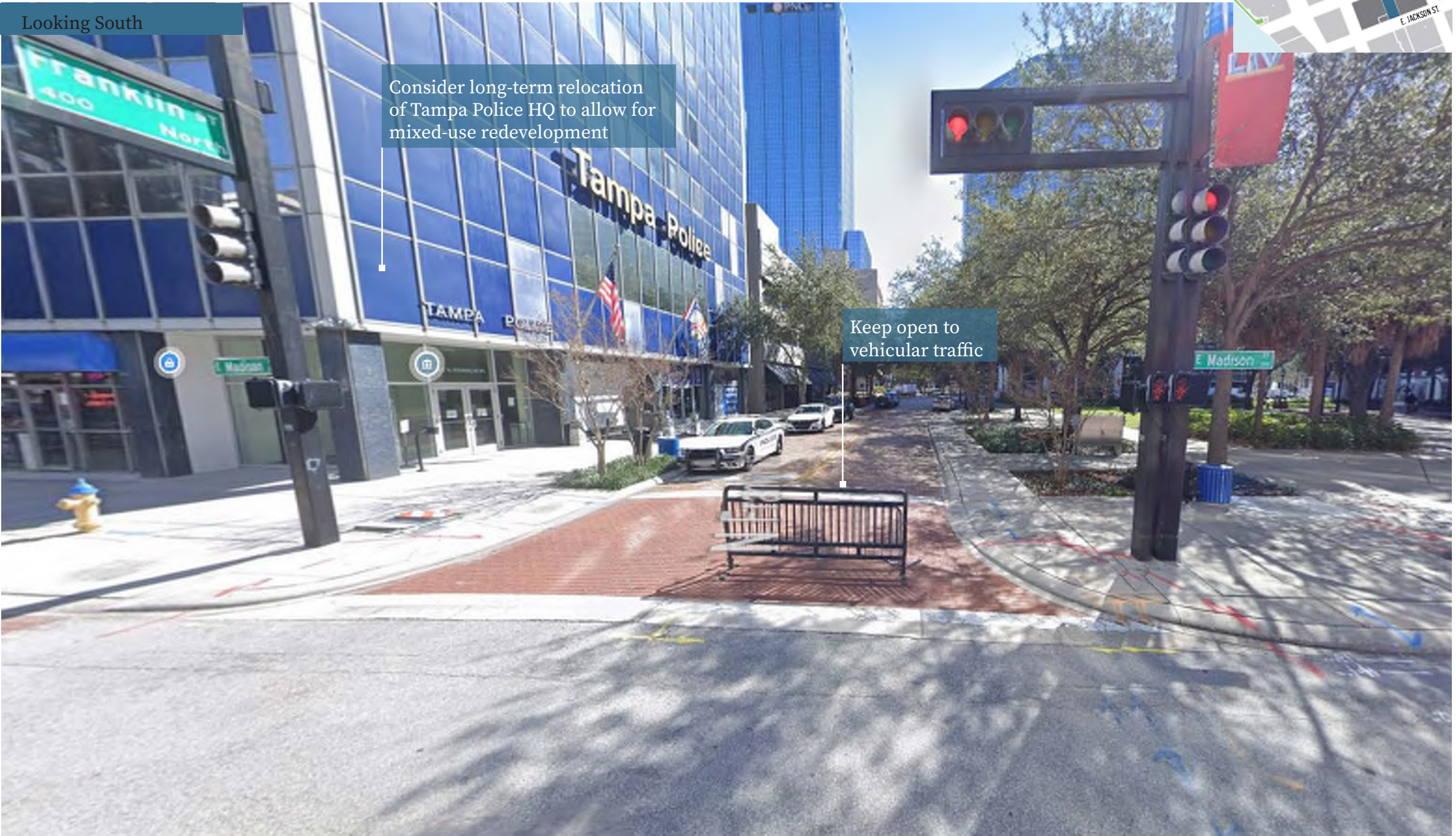
Add programming and seating options

Keep open to vehicular traffic

Area 1: Downtown Core
Block 02: E. Kennedy Blvd. to E. Madison St.



Looking South



Consider long-term relocation of Tampa Police HQ to allow for mixed-use redevelopment

Keep open to vehicular traffic

Area 1: Downtown Core
Block 02: E. Kennedy Blvd. to E. Madison St.



Connection into Lykes Gaslight Park

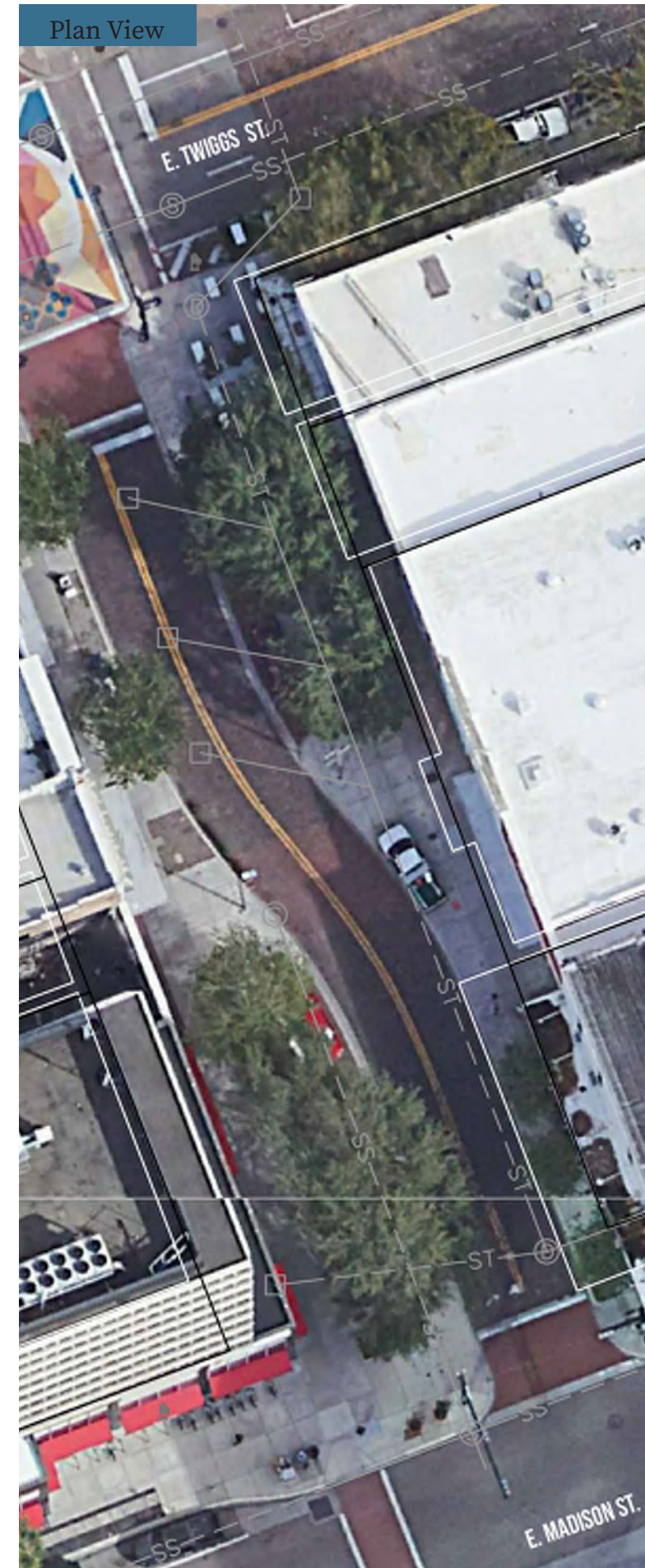


Seating/dining areas along Franklin Street



Temporary park activation with temporary vendor, lighting, and seating

Area 1: Downtown Core
Block 03: E. Madison St. to E. Twiggs St.



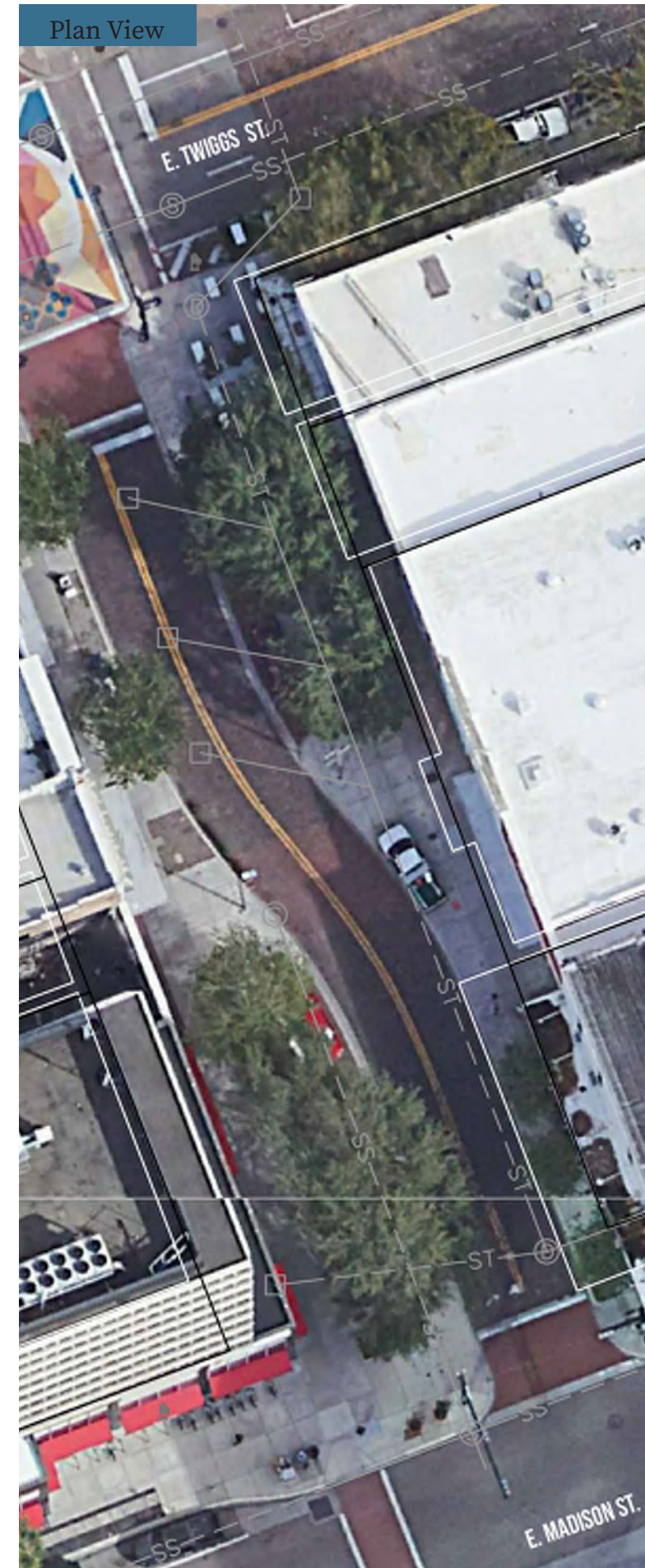
Plan View

Looking North



Install screen-printing on vacant storefront windows

Area 1: Downtown Core
Block 03: E. Madison St. to E. Twiggs St.



Install screen-printing on vacant storefront windows

Area 1: Downtown Core
Block 03: E. Madison St. to E. Twiggs St.



Existing character blade sign

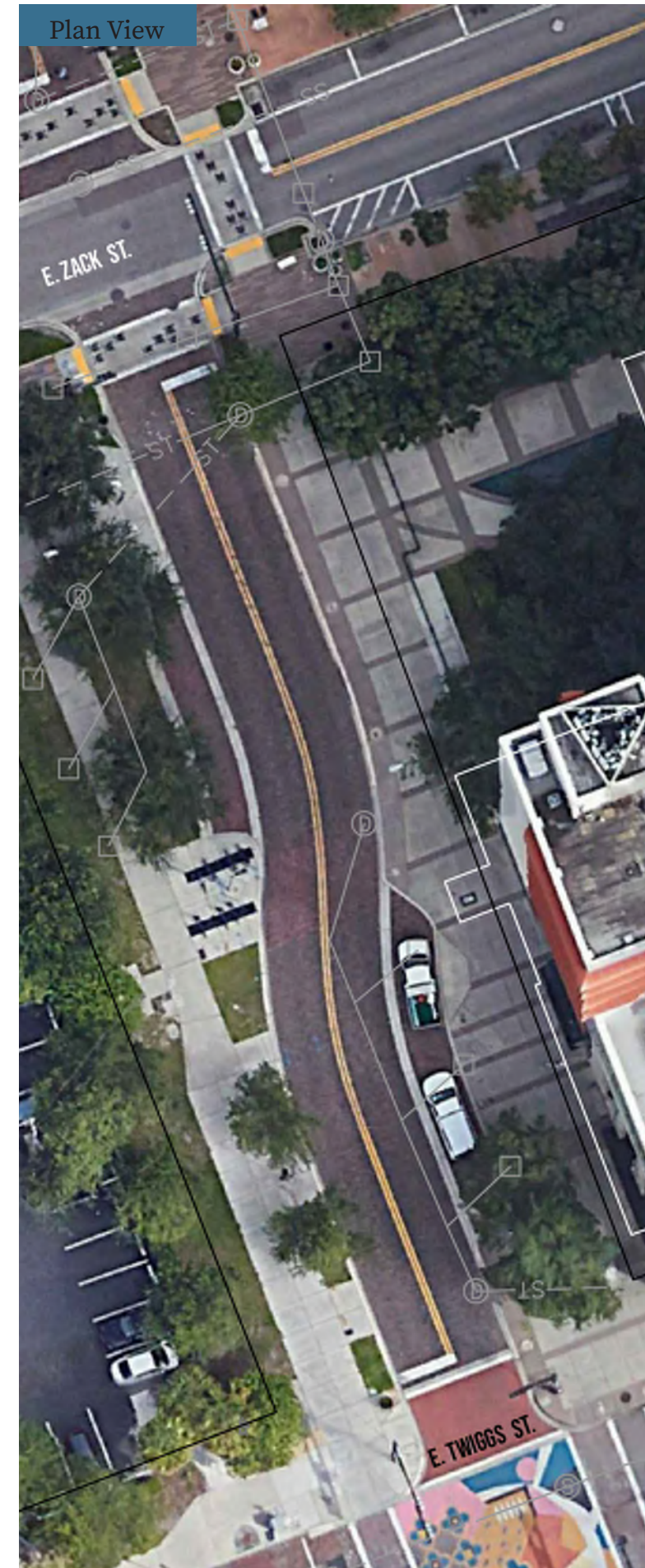


Temporary "parklet" dining areas

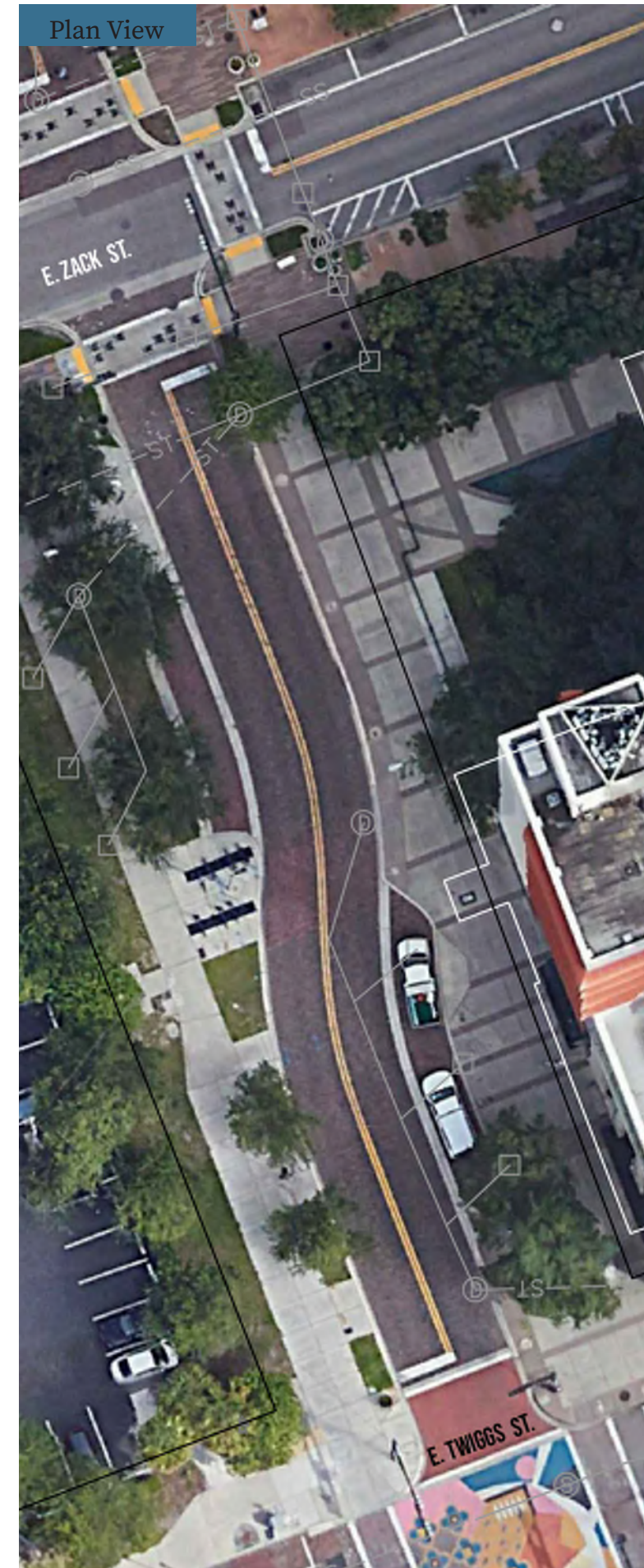


Intersection mural

Area 1: Downtown Core
Block 04: E. Twiggs St. to E. Zack St.



Area 1: Downtown Core
Block 04: E. Twiggs St. to E. Zack St.



Plan View

Looking South



Coordinate with the
Wilson Company for
potential public use

Area 1: Downtown Core
Block 04: E. Twiggs St. to E. Zack St.



Empty concrete bench pad

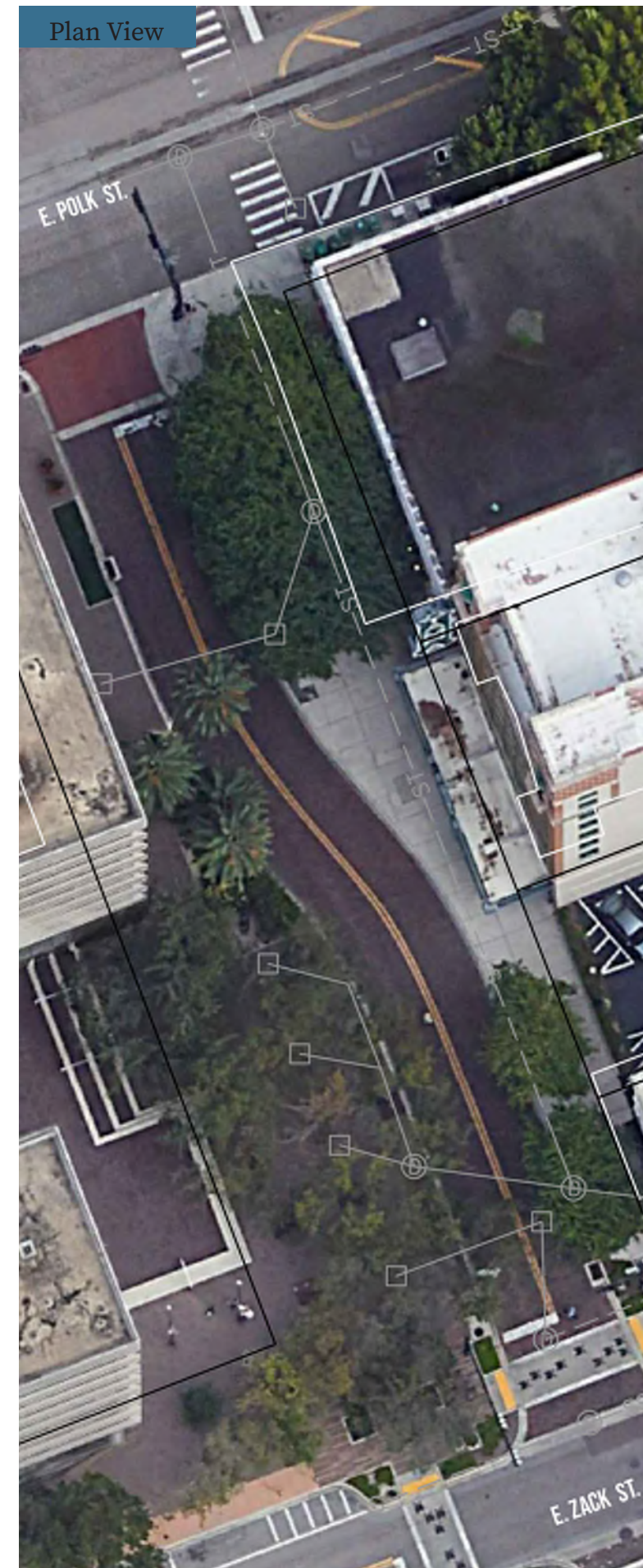


Zack Street Promenade of the Arts



Wilson Company courtyard

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Looking North

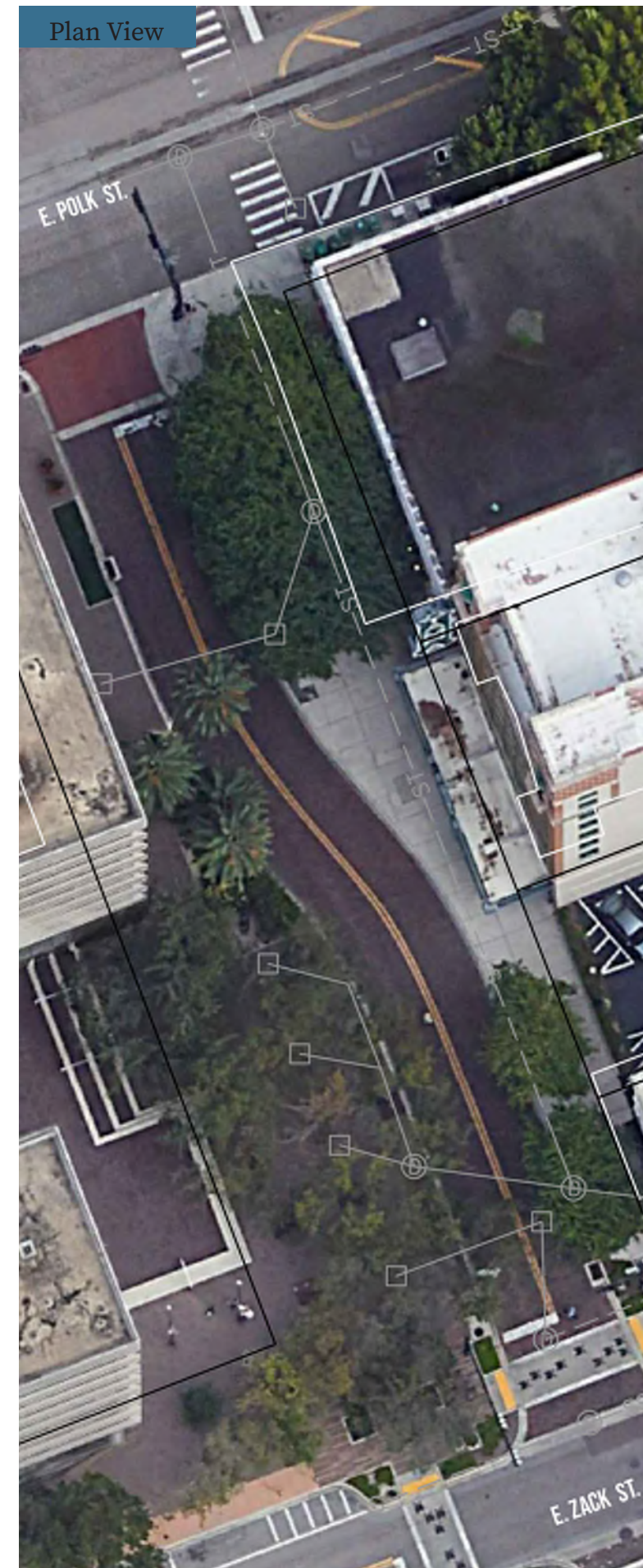
Remove row of trees, incorporate lighting and seating. Design cohesive plaza space with Tampa Theatre

Replace existing trees with Date Palms

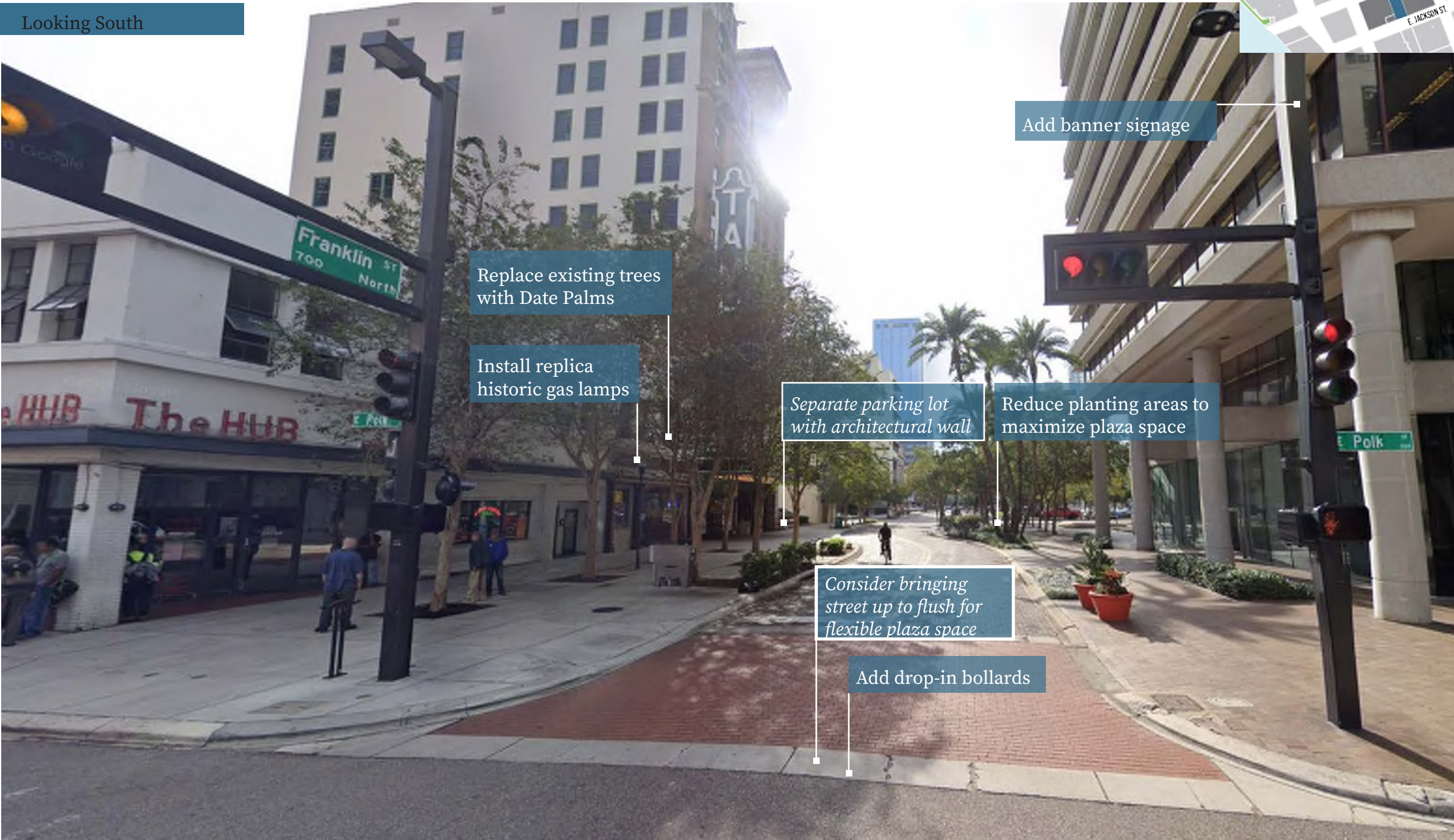
Consider bringing street up to flush for flexible plaza space

Add drop-in bollards

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Looking South



Replace existing trees with Date Palms

Install replica historic gas lamps

Separate parking lot with architectural wall

Reduce planting areas to maximize plaza space

Consider bringing street up to flush for flexible plaza space

Add drop-in bollards

Add banner signage

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



TECO Plaza existing streetscape



Existing street configuration



View into TECO Plaza

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Tampa Theater blade sign and entry from pedestrian walkway



Tampa Theater entry plaza



Architectural motifs at Tampa Theater entry

Area 1: Downtown Core
Block 06: E. Polk St. to E. Cass St.



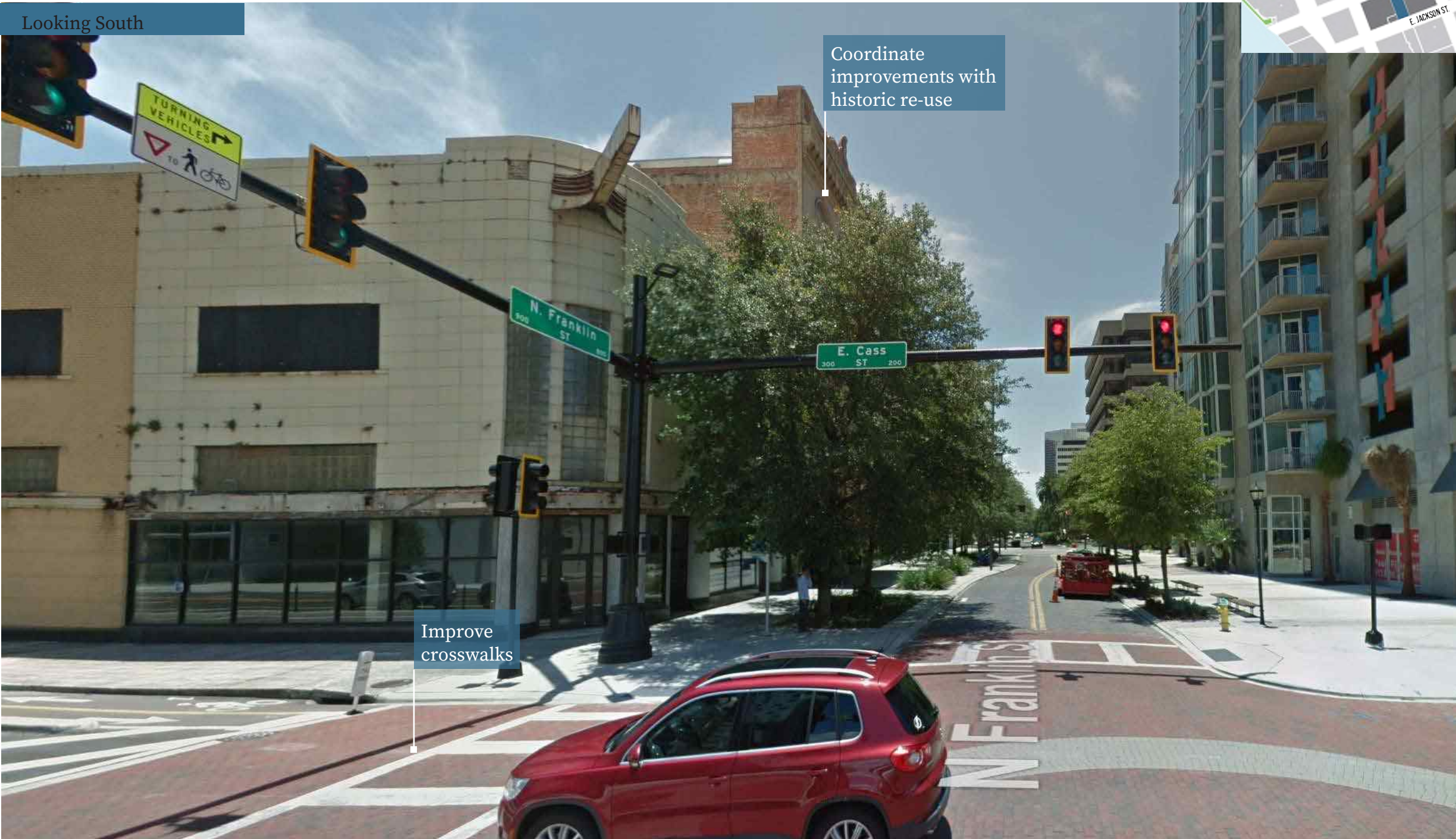
Coordinate improvements with historic re-use

Incorporate public art

Area 1: Downtown Core
Block 06: E. Polk St. to E. Cass St.



Looking South



Area 1: Downtown Core
Block 06: E. Polk St. to E. Cass St.



Historic Kress Building facade



Existing micromobility stations



Decorative intersection leading to historic building row

Area 1: Downtown Core
Block 07: E. Cass St. to E. Tyler St.



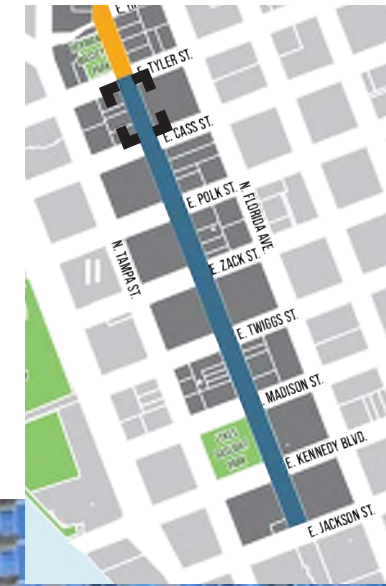
Plan View

Looking North



Incorporate public art

Area 1: Downtown Core
Block 07: E. Cass St. to E. Tyler St.



Plan View

Looking South



Replace missing tree canopy

Replace painted crosswalks

Area 1: Downtown Core
Block 07: E. Cass St. to E. Tyler St.



Existing streetscape with empty tree wells



Oversized mast arm bases



Existing nightclub



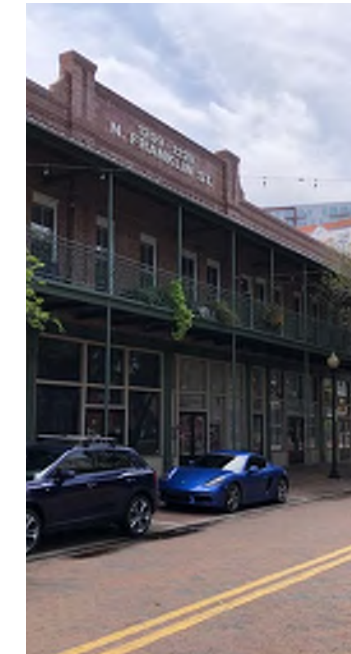
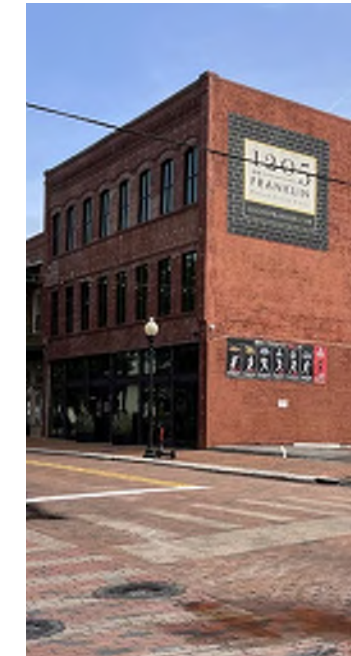
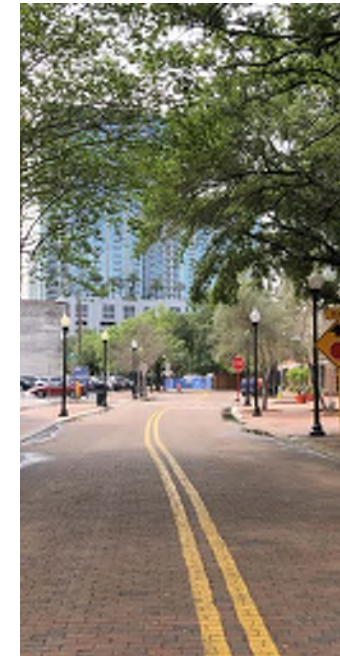
Area 2: Historic North Franklin

E. Tyler Street to E. Scott St.

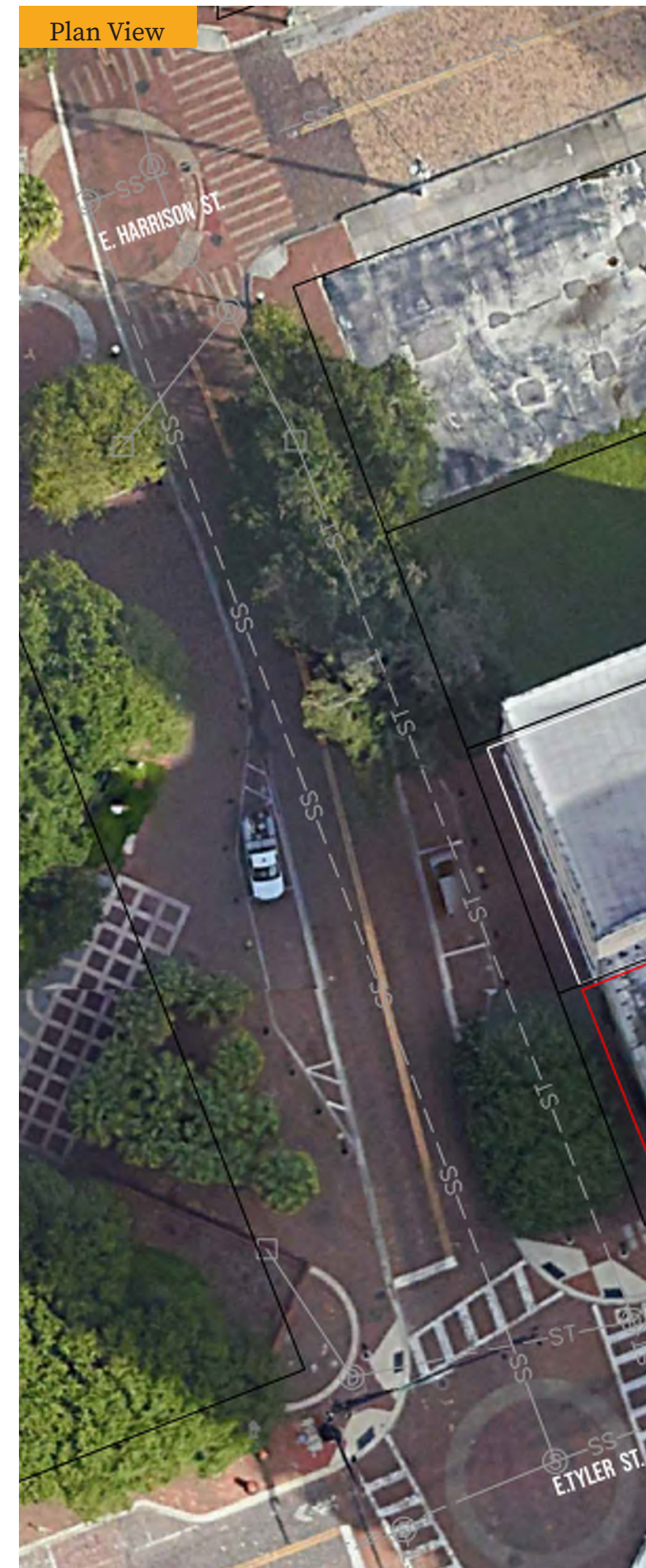
Area Character

Historic, charming, refined.

Mix of historic brick, iron and concrete.



Area 2: Historic North Franklin
Block 08: E. Tyler St. to E. Harrison St.



Looking North

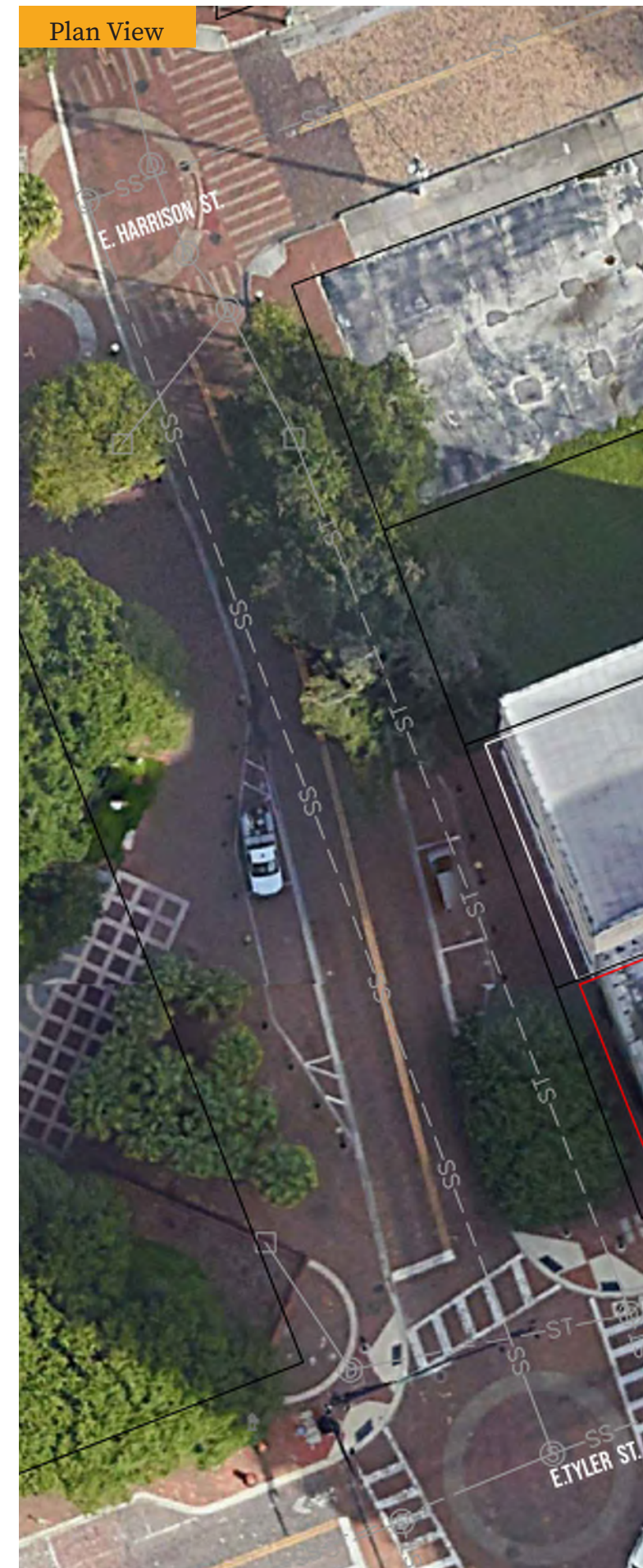


Coordinate with planned park renovations
Add park programming
Install ped scale lighting

Replace 15-min parking with longer term parking

Facade improvements

Area 2: Historic North Franklin
Block 08: E. Tyler St. to E. Harrison St.



Looking South



Restore Wagon Wheel Mural

Coordinate with planned park renovations
Add park programming
Install ped scale lighting

**Area 2: Historic North Franklin
Block 08: E. Tyler St. to E. Harrison St.**



Empty building shells



New hotel property under construction



Existing Herman Massey Park

Area 2: Historic North Franklin
Block 09: E. Harrison St. to Royal St.



Looking North



Repair buckled sidewalk

Add decorative railing to separate parking

Area 2: Historic North Franklin
Block 09: E. Harrison St. to Royal St.



Looking South



Add decorative railing to separate parking

Area 2: Historic North Franklin
Block 09: E. Harrison St. to Royal St.



Residences of Franklin Street



Existing streetscape

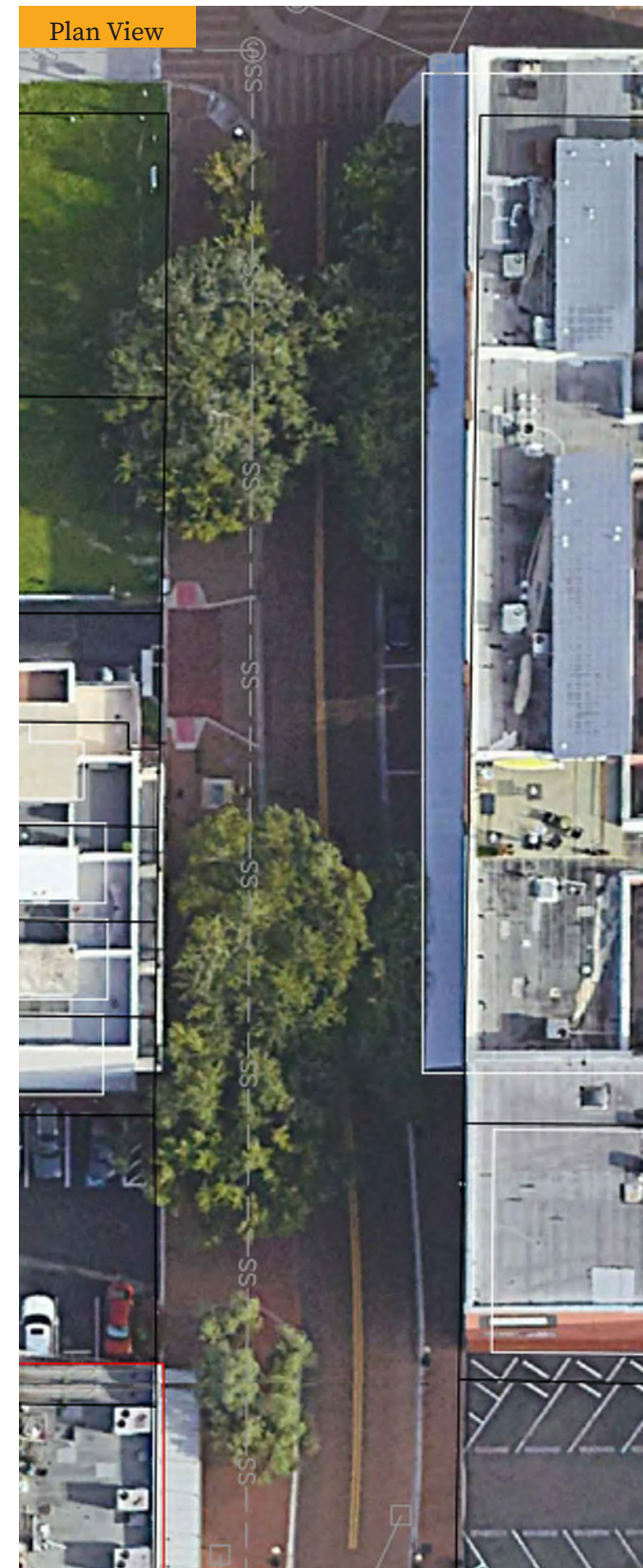


Parking lot use along street

Area 2: Historic North Franklin
Block 10: Royal St. to E. Fortune St.



Plan View



Looking North

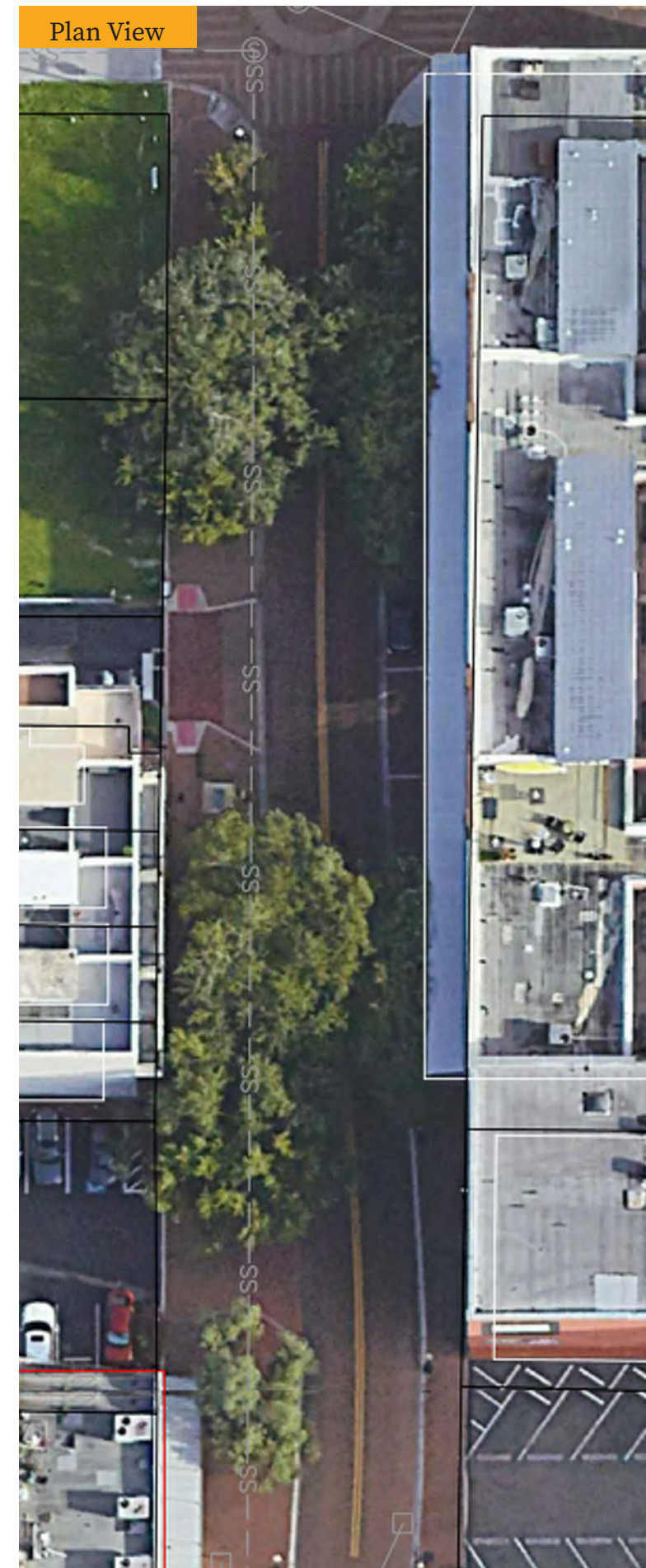


Support continued use of overhead string lighting

Repair buckled sidewalk

Add decorative railing to separate parking

Area 2: Historic North Franklin
Block 10: Royal St. to E. Fortune St.



Plan View

Looking South



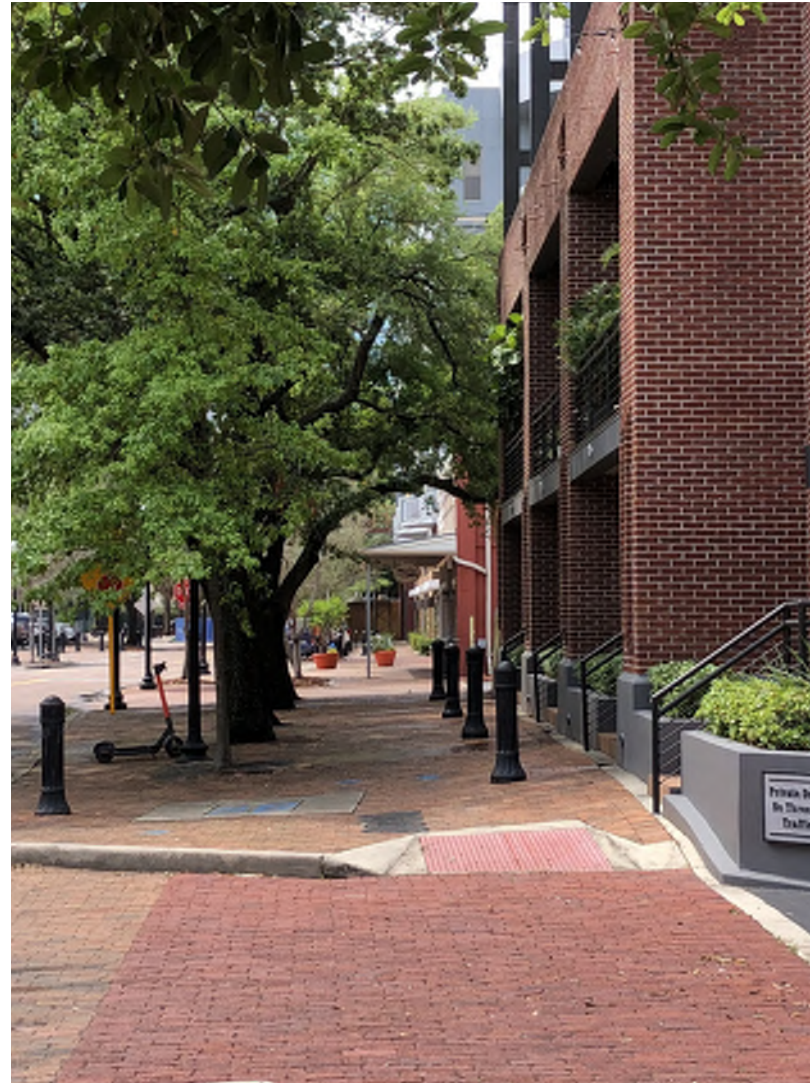
Support continued use of overhead string lighting

*Repair buckled sidewalk
Eliminate bollards and driveway cut
Consider vertical curb*

Area 2: Historic North Franklin
Block 10: Royal St. to E. Fortune St.



Uneven brick sidewalk

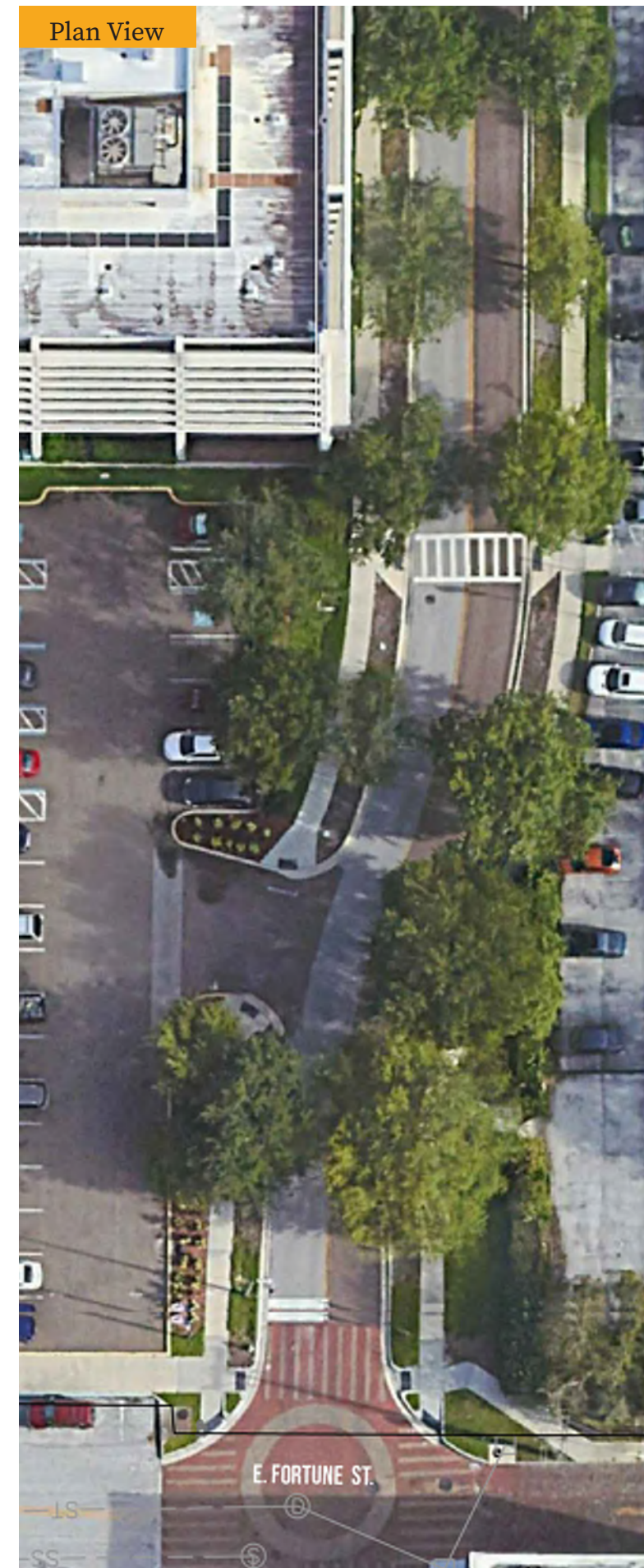


Driveway crossing walkway



Tree grate

Area 2: Historic North Franklin
Block 11: E. Fortune St. to E. Scott St.



Plan View

Looking North



Create urban cross-section with wider sidewalks

Remove asphalt to uncover historic brick street

Remove parking lot fence

Area 2: Historic North Franklin
Block 11: E. Fortune St. to E. Scott St.



Plan View



Looking North



Create urban cross-section with wider sidewalks

Remove asphalt to uncover historic brick street

Remove parking lot fence

Area 2: Historic North Franklin
Block 11: E. Fortune St. to E. Scott St.



Street along building facade



Pedestrian sidewalk experience



View north towards I-275

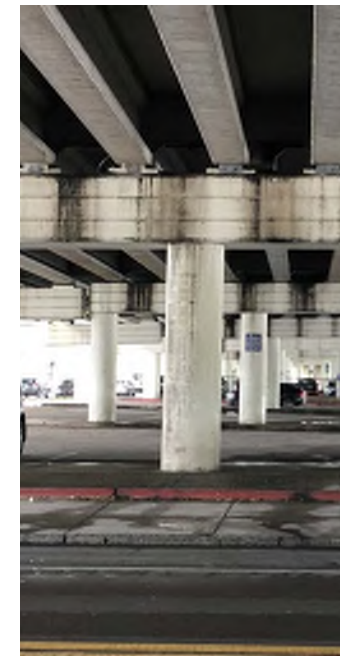


Area 3: I-275

E. Scott St. to E. Kay St.

Area Character

Utilitarian, hard, dark
Concrete and asphalt



Area 3: I-275
Block 12: E. Scott St. to E. Kay St.



Plan View

Looking North



Provide visual barrier to parking lot

Add lighting and graphics/murals

Simplify pedestrian space

Area 3: I-275
Block 12: E. Scott St. to E. Kay St.



Area 3: I-275
Block 12: E. Scott St. to E. Kay St.



Crosswalk across Franklin Street



Pedestrian walkway under I-275



View into parking lot



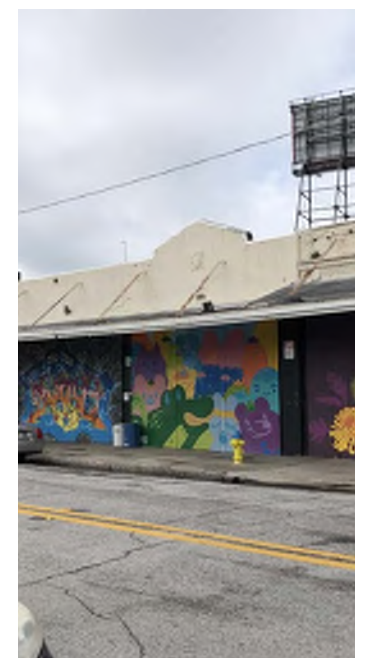
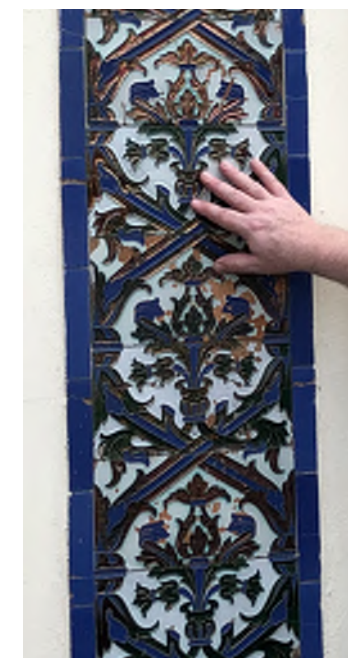
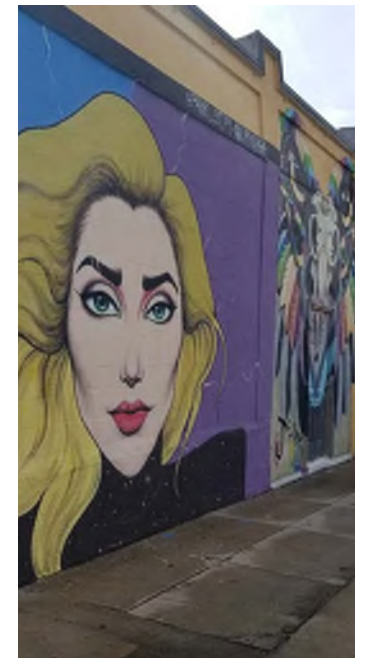
Area 4: Tampa Heights

E. Kay St. to Palm St.

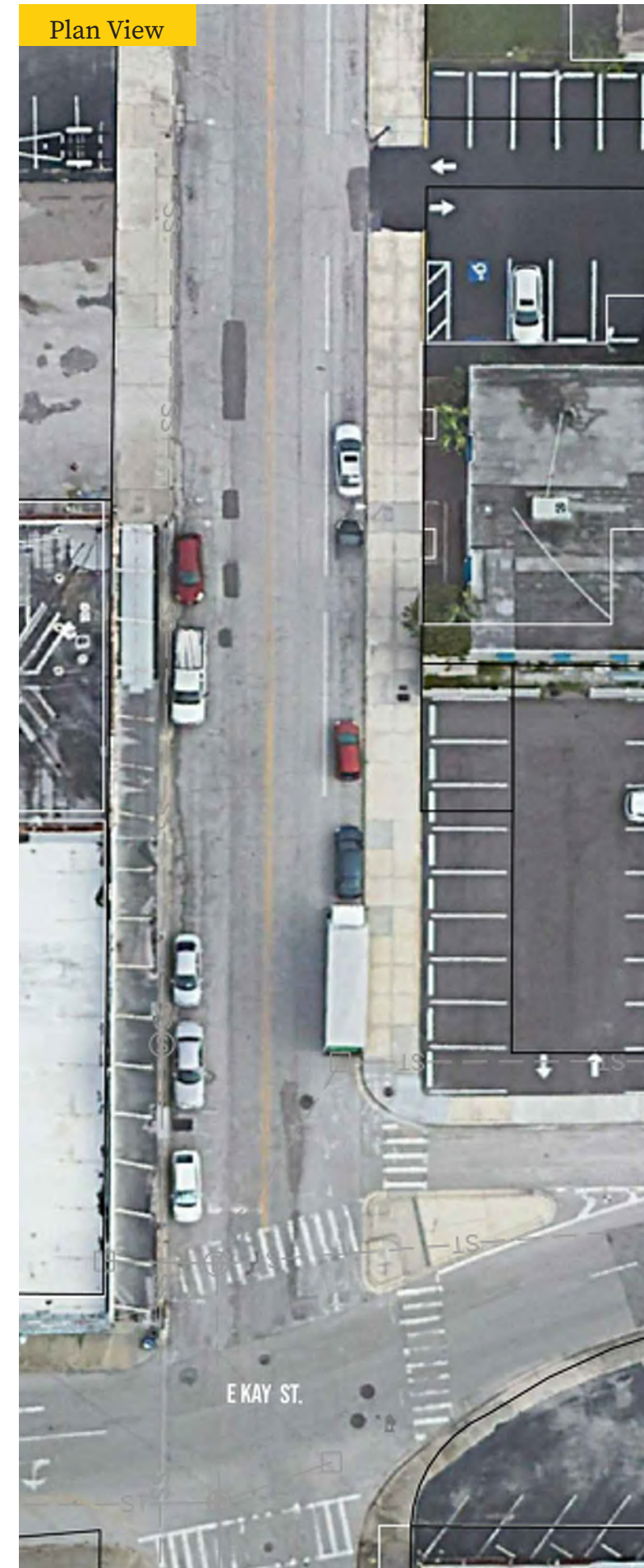
Area Character

Eclectic, friendly, artsy.

Historic yellow brick, murals, industrial touches.



Area 4: Tampa Heights
Block 13: E. Kay St. to E. Estelle St.



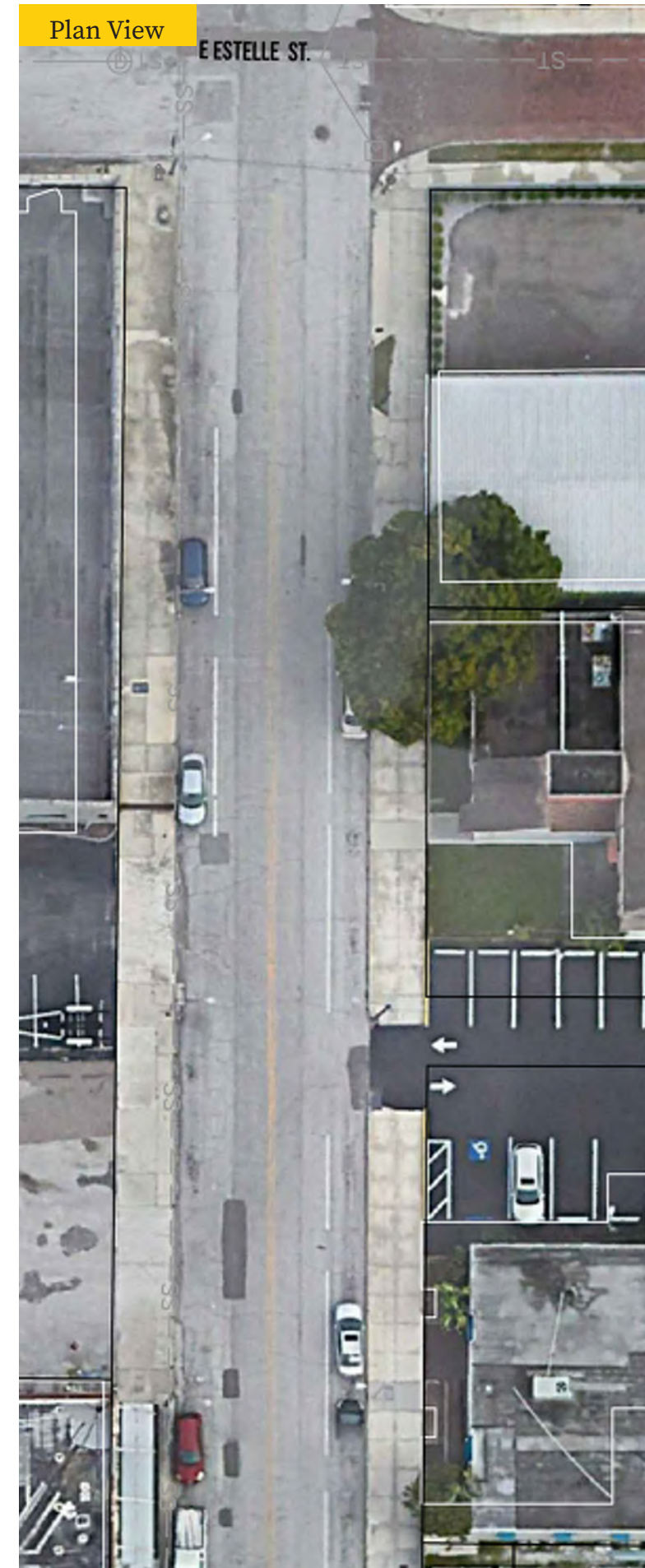
Remove asphalt to uncover historic brick street

Facade improvements

Add decorative railing to separate parking

Formalize pedestrian safety improvements

Area 4: Tampa Heights
Block 13: E. Kay St. to E. Estelle St.



Looking South



Remove asphalt to uncover historic brick street

Facade improvements

Area 4: Tampa Heights
Block 13: E. Kay St. to E. Estelle St.



Tactical urbanism street murals for improved pedestrian experience



Murals along commercial retail space



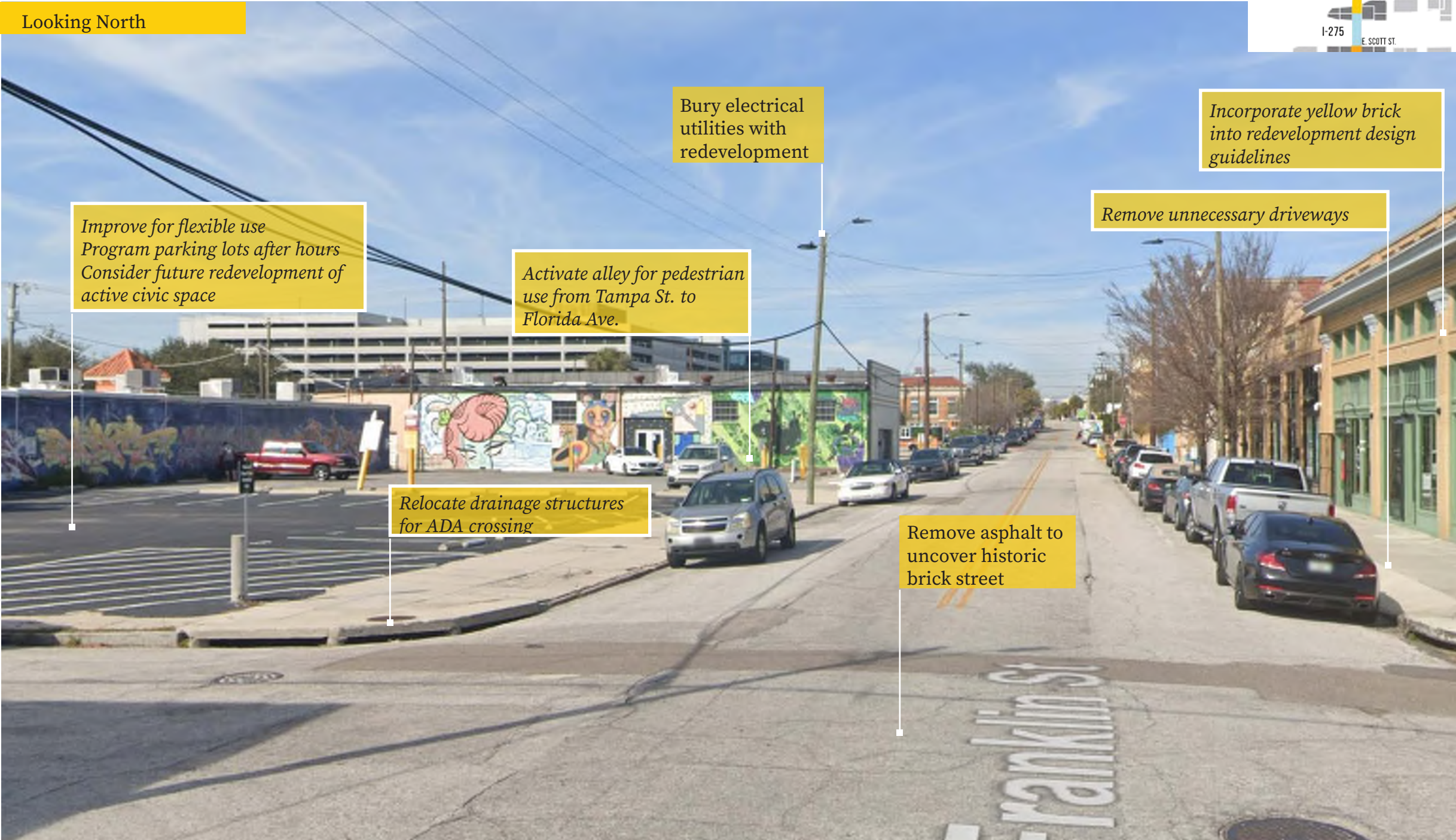
Blank facade along streetscape

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Plan View

Looking North



*Improve for flexible use
Program parking lots after hours
Consider future redevelopment of
active civic space*

*Activate alley for pedestrian
use from Tampa St. to
Florida Ave.*

*Relocate drainage structures
for ADA crossing*

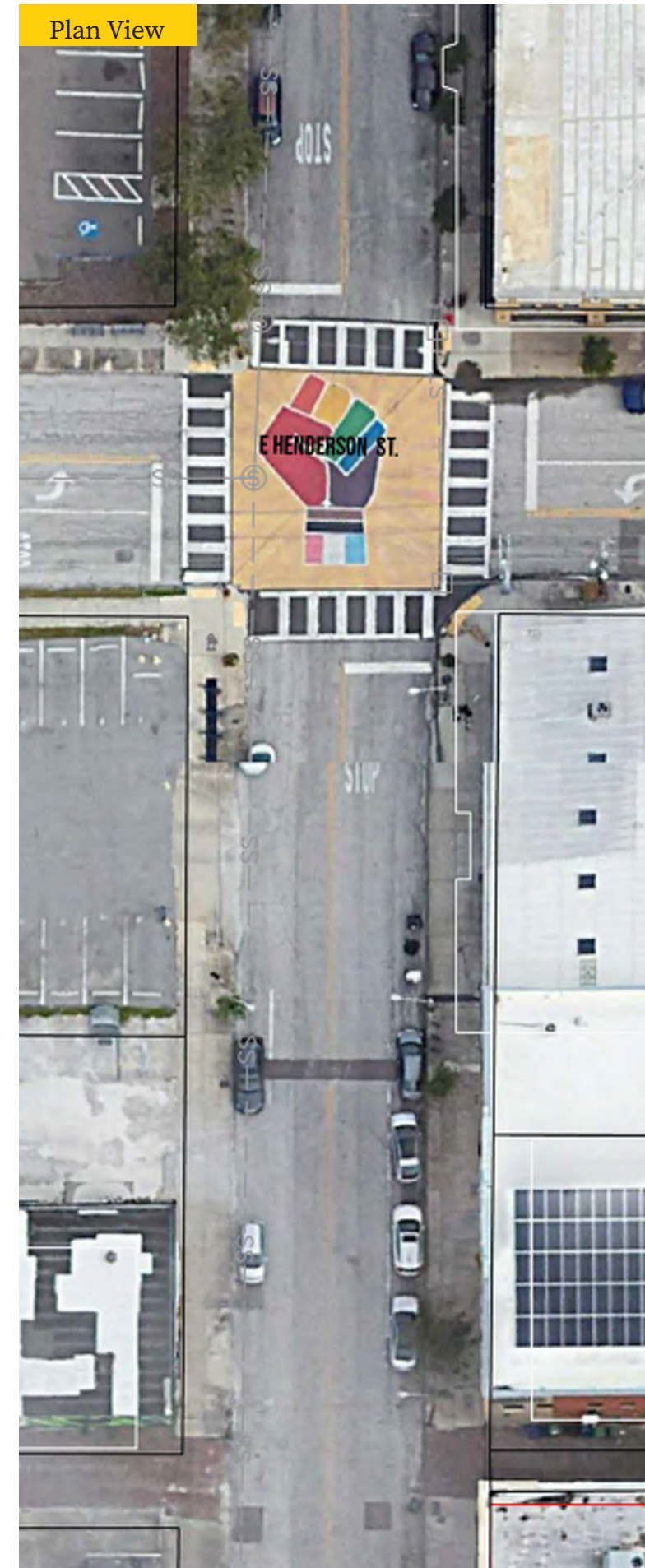
*Bury electrical
utilities with
redevelopment*

Remove unnecessary driveways

*Remove asphalt to
uncover historic
brick street*

*Incorporate yellow brick
into redevelopment design
guidelines*

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Looking South

Remove unnecessary driveways
Repair and expand sidewalk for outdoor seating
Add planting where possible

Incorporate yellow brick into redevelopment design guidelines

Bury electrical utilities with redevelopment

Add decorative railing to separate parking

Improve drainage network

Remove asphalt to uncover historic brick street

Area 4: Tampa Heights

Block 14: E. Estelle St. to E. Henderson Ave.



Historic yellow brick building facade



Drainage structure drop-off at street crossing



Florida School of Woodworking historic facade

Area 4: Tampa Heights

Block 14: E. Estelle St. to E. Henderson Ave.



Alley view to the east



Pedestrian streetscape along parking lot



Alley view to the west

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Street conditions and trash management

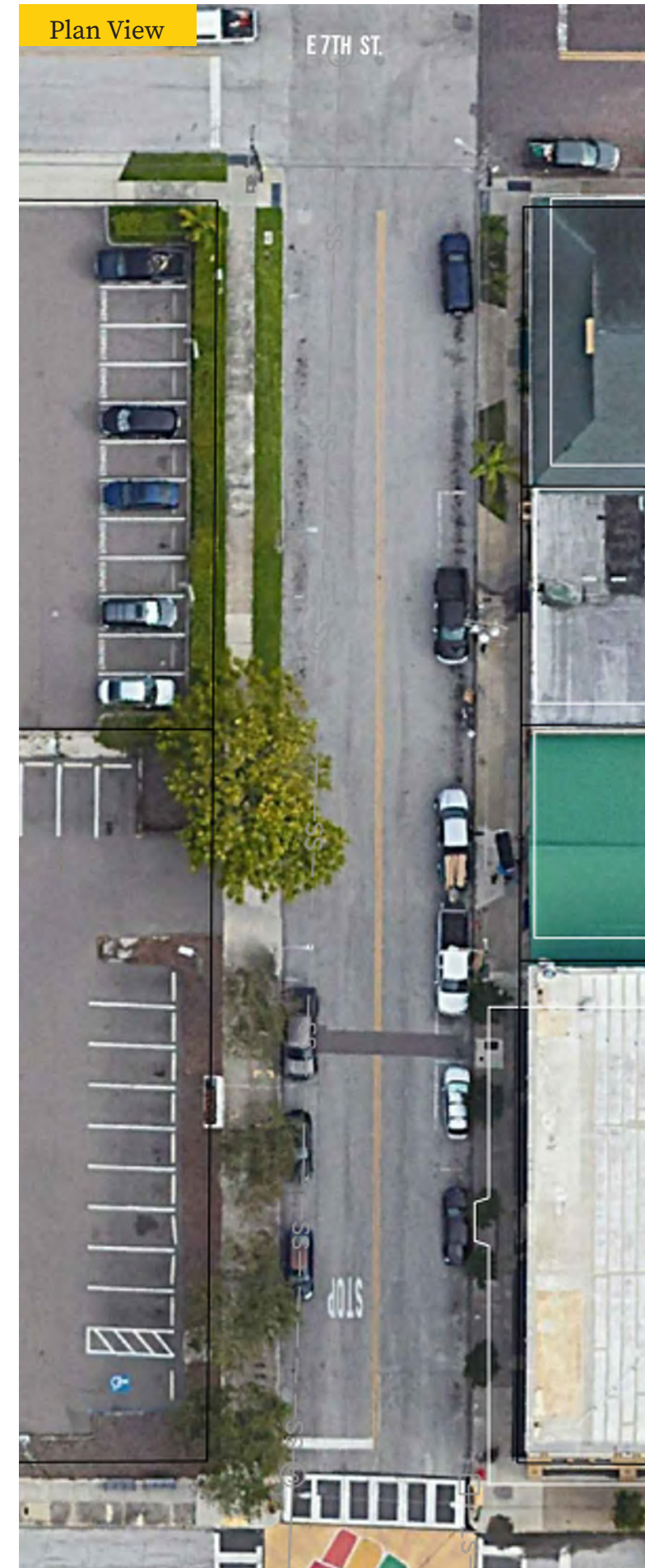


Sloped driveway along length of sidewalk



Broken sidewalk and infrastructure issues

Area 4: Tampa Heights
Block 15: E. Henderson Ave. to E. 7th Ave.



Looking North



Bury electrical utilities with redevelopment

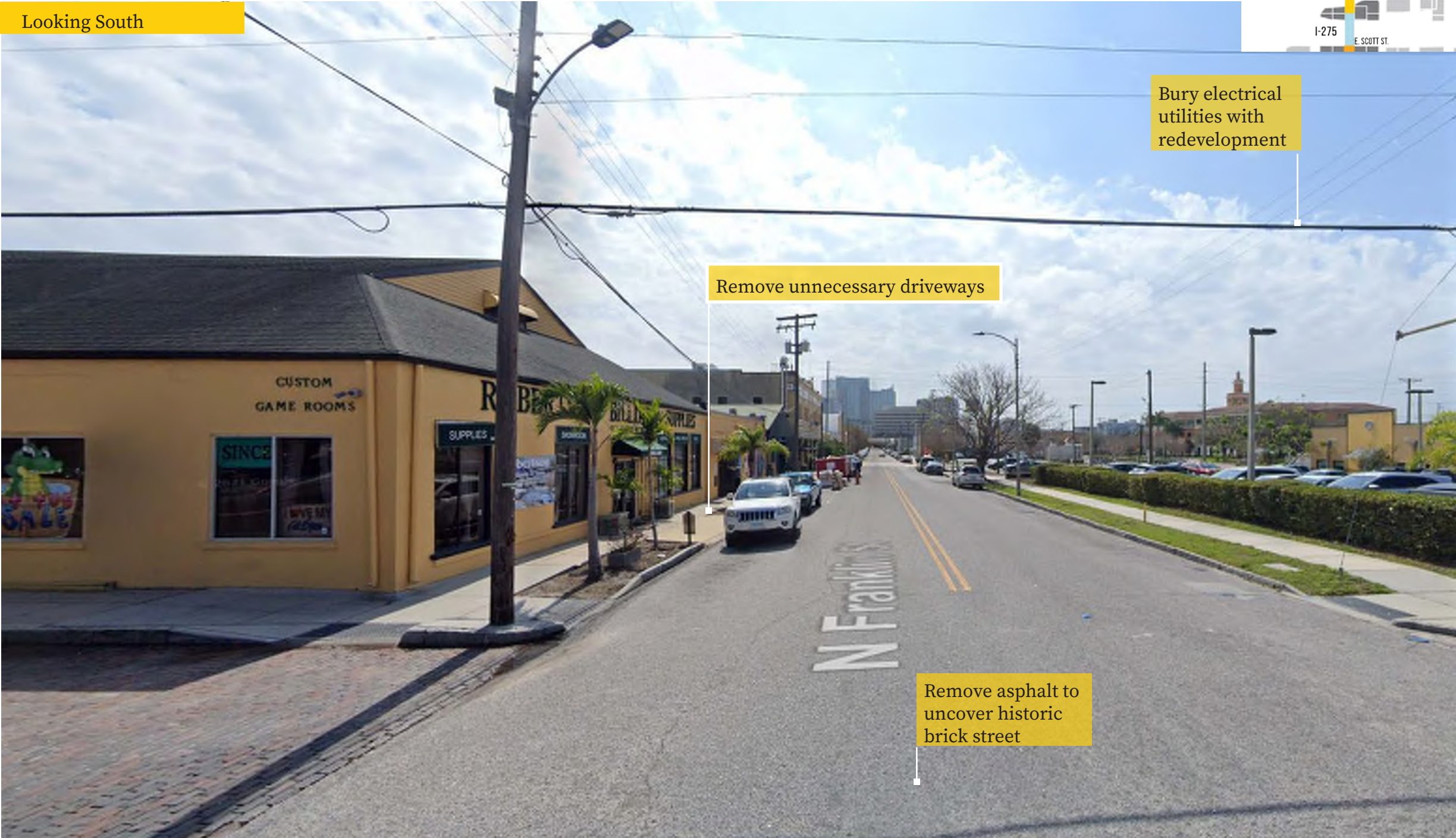
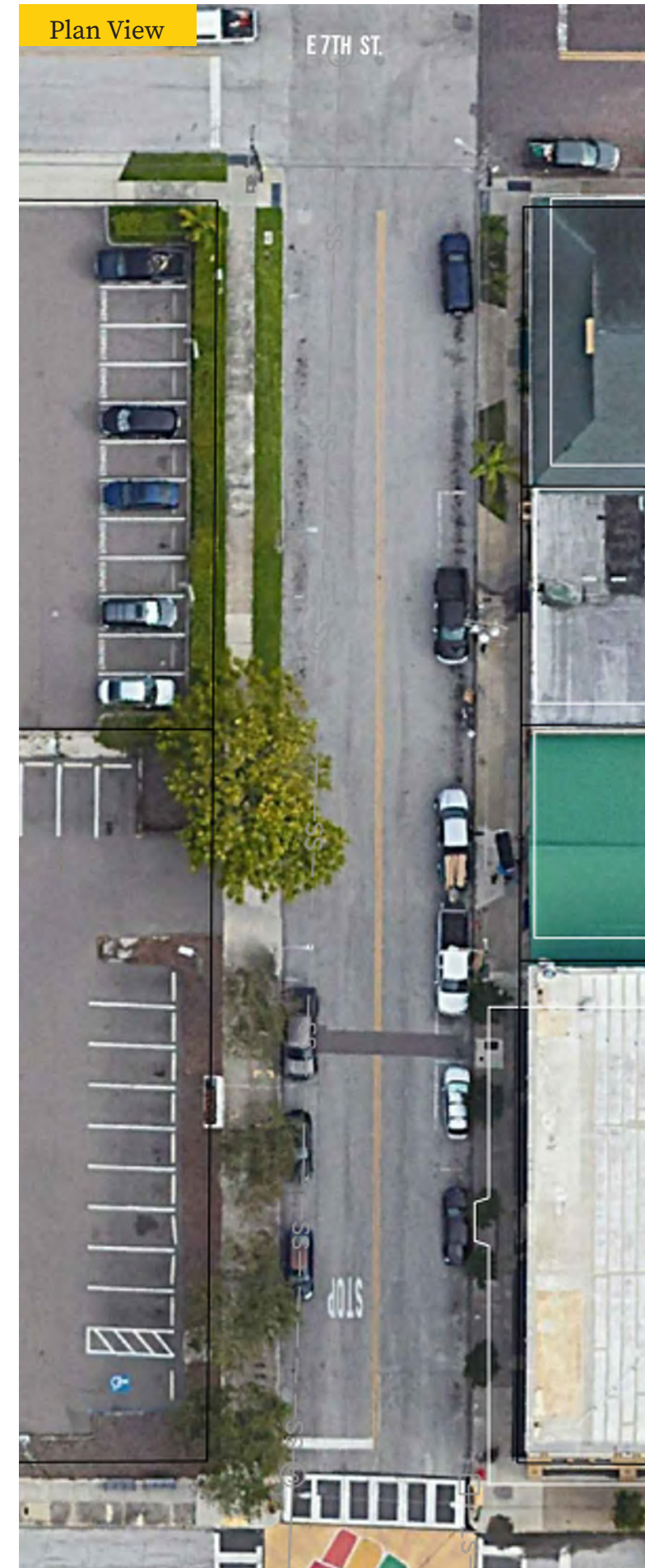
Incorporate yellow brick into redevelopment design guidelines

Add decorative railing or planting to separate parking

Incorporate parking bulb-outs for canopy trees where possible

Remove asphalt to uncover historic brick street

Area 4: Tampa Heights
Block 15: E. Henderson Ave. to E. 7th Ave.



Looking South

Area 4: Tampa Heights

Block 15: E. Henderson Ave. to E. 7th Ave.



Overhead powerlines limiting tree canopy



Historic facade

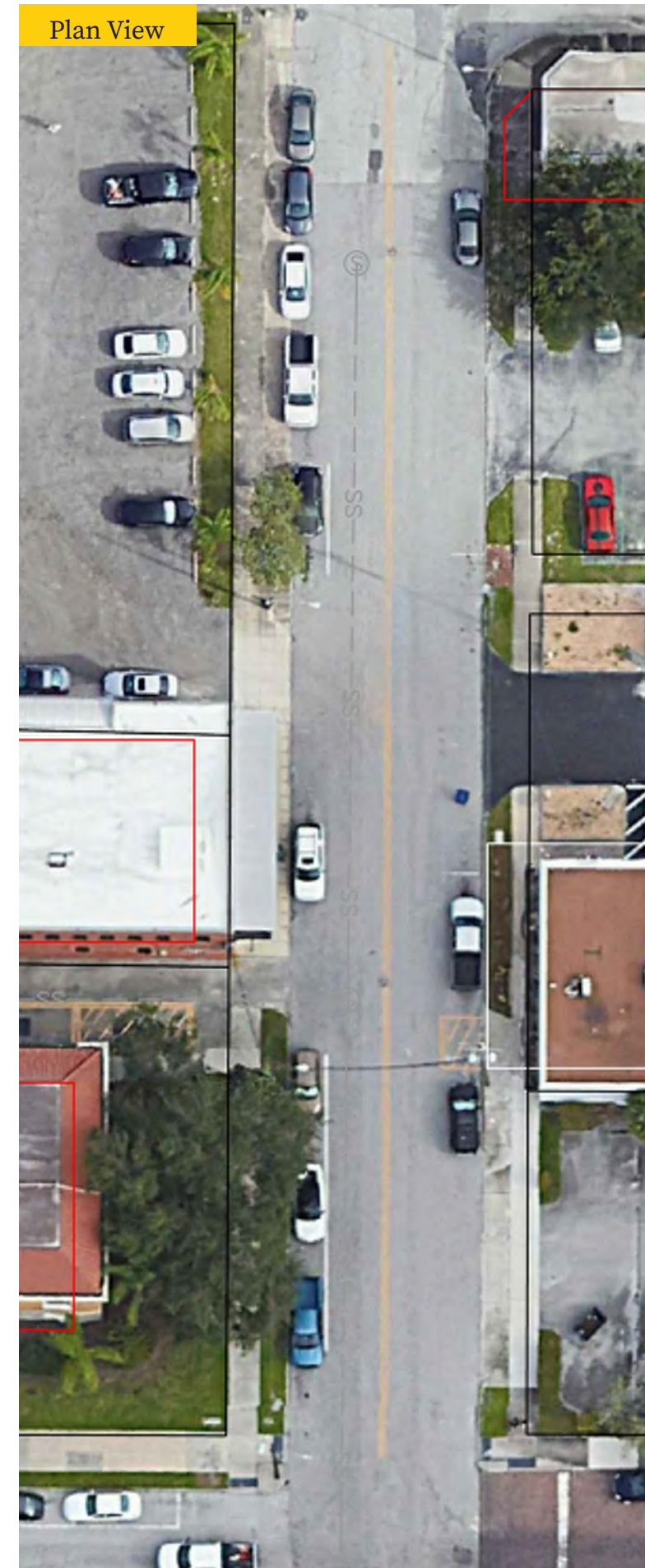


Trash management along street

Area 4: Tampa Heights
Block 16: E. 7th Ave. to E. Oak Ave.



Plan View



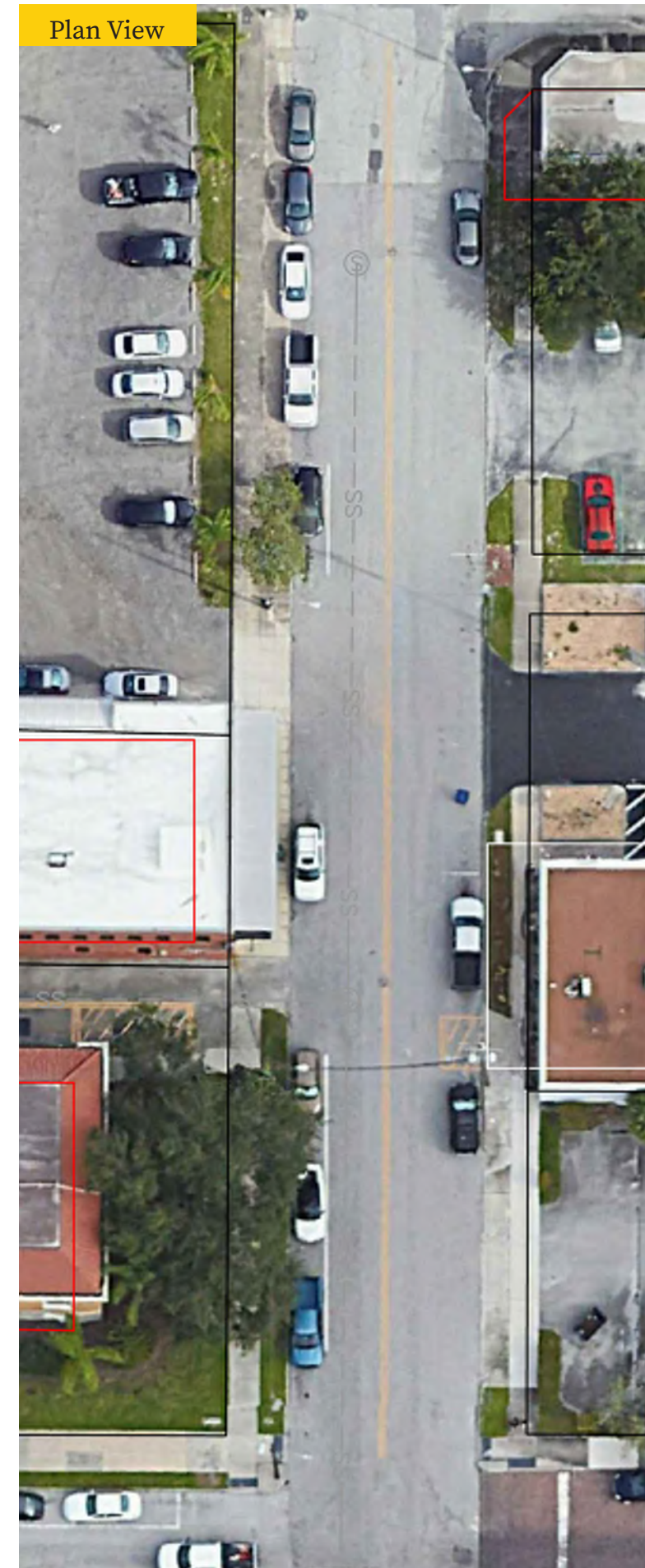
Looking North

Bury electrical utilities with redevelopment

Add decorative railing or planting to separate parking

Remove asphalt to uncover historic brick street

Area 4: Tampa Heights
Block 16: E. 7th Ave. to E. Oak Ave.



Plan View

Looking South



Facade improvements

Add decorative railing or planting to separate parking

Remove unnecessary driveways

Provide marked accessible crossings

Remove asphalt to uncover historic brick street

Area 4: Tampa Heights
Block 16: E. 7th Ave. to E. Oak Ave.



Building facades

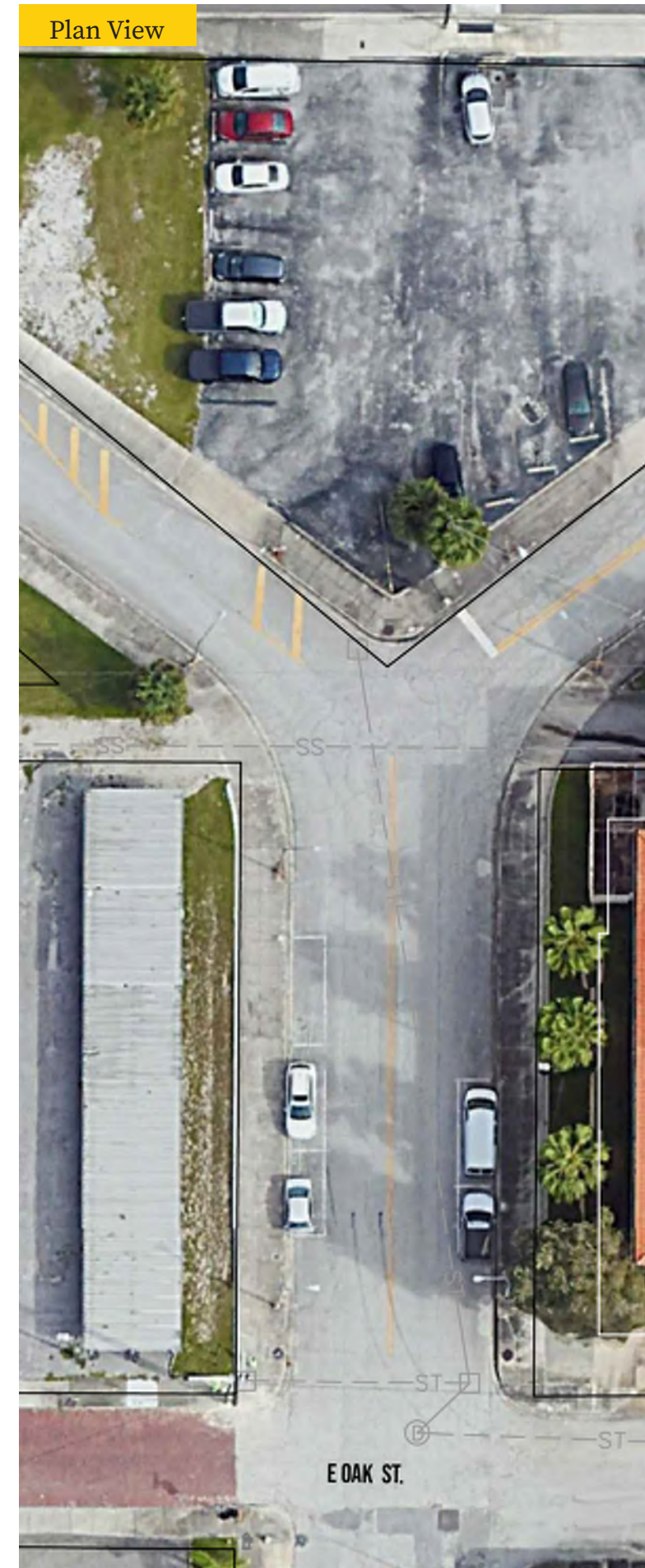


Historic brick along street



Parking lot along streetscape

Area 4: Tampa Heights
Block 17: E. Oak Ave. to E. Palm Ave.



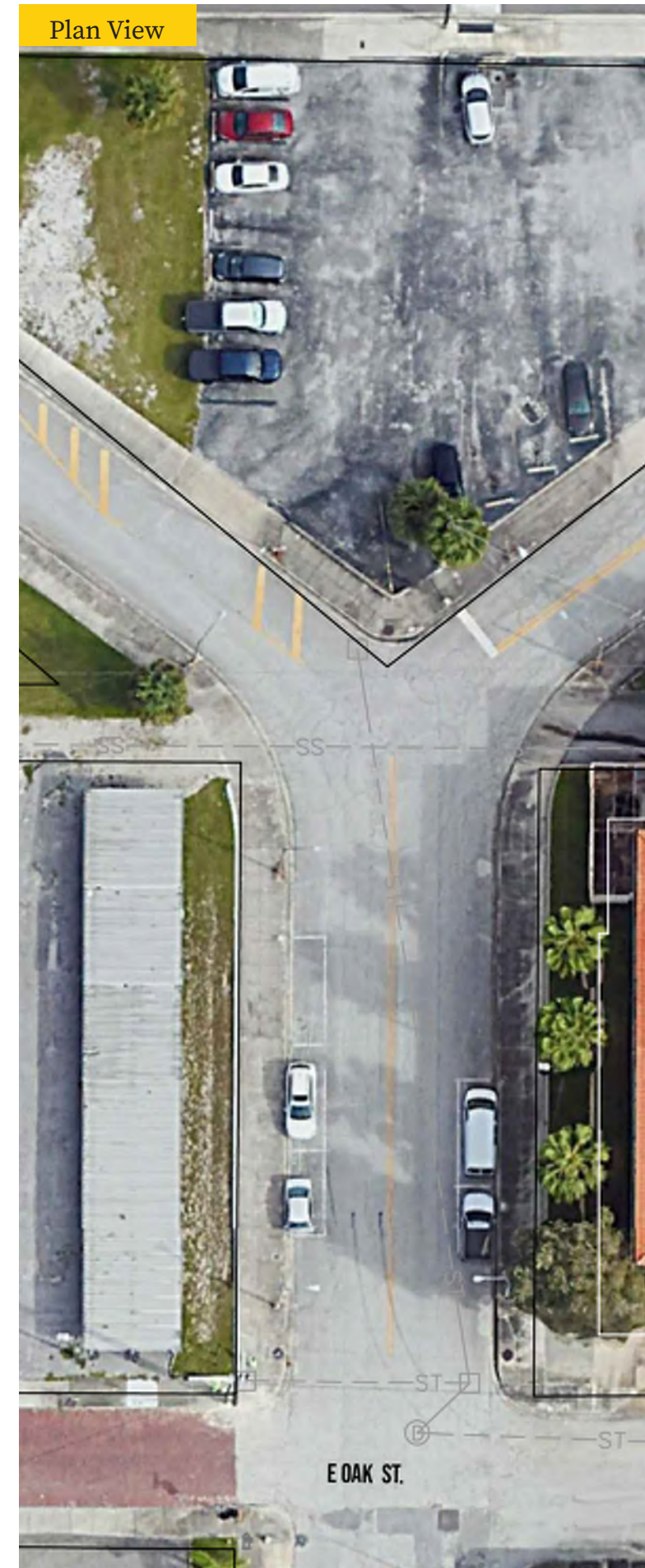
Looking North

Bury electrical utilities with redevelopment

Provide screening for parking

Remove asphalt to uncover historic brick street

Area 4: Tampa Heights
Block 17: E. Oak Ave. to E. Palm Ave.



Looking South



Open building and landscaping to address the street

Provide screening for parking

Area 4: Tampa Heights
Block 17: E. Oak Ave. to E. Palm Ave.



Crosswalk curb line



Pedestrian walkway along streets



View from northern terminus

Existing Typical Street Sections

Area 4:

Tampa Heights

Eclectic, friendly, artsy.
Historic yellow brick, murals,
industrial touches.

Area 3:

I-275

Utilitarian, hard, dark.
Concrete and asphalt.

Area 2:

Historic North Franklin

Historic, charming, refined.
Mix of historic brick, iron and
concrete.

Area 1:

Downtown Core

Vibrant, sleek, and authentic.
Mix of historic and
contemporary materials.



Existing Typical Street Sections

Area 1: Downtown Core



Existing Typical Street Sections

Area 2: Historic North Franklin



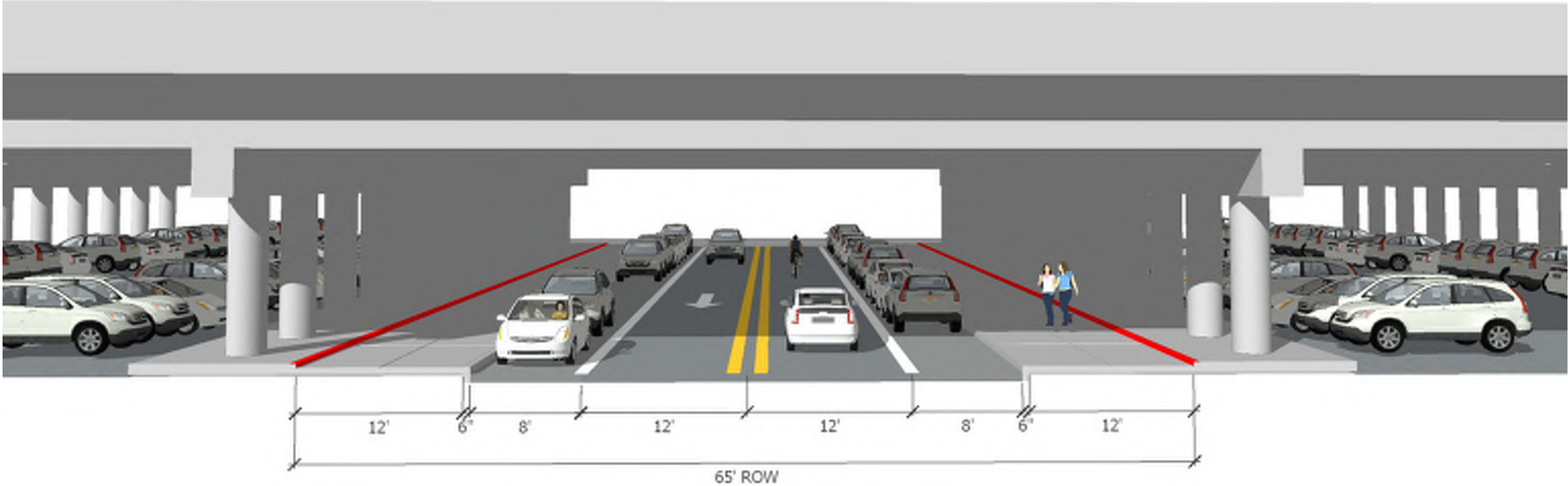
Existing Typical Street Sections

Area 2: Historic North Franklin



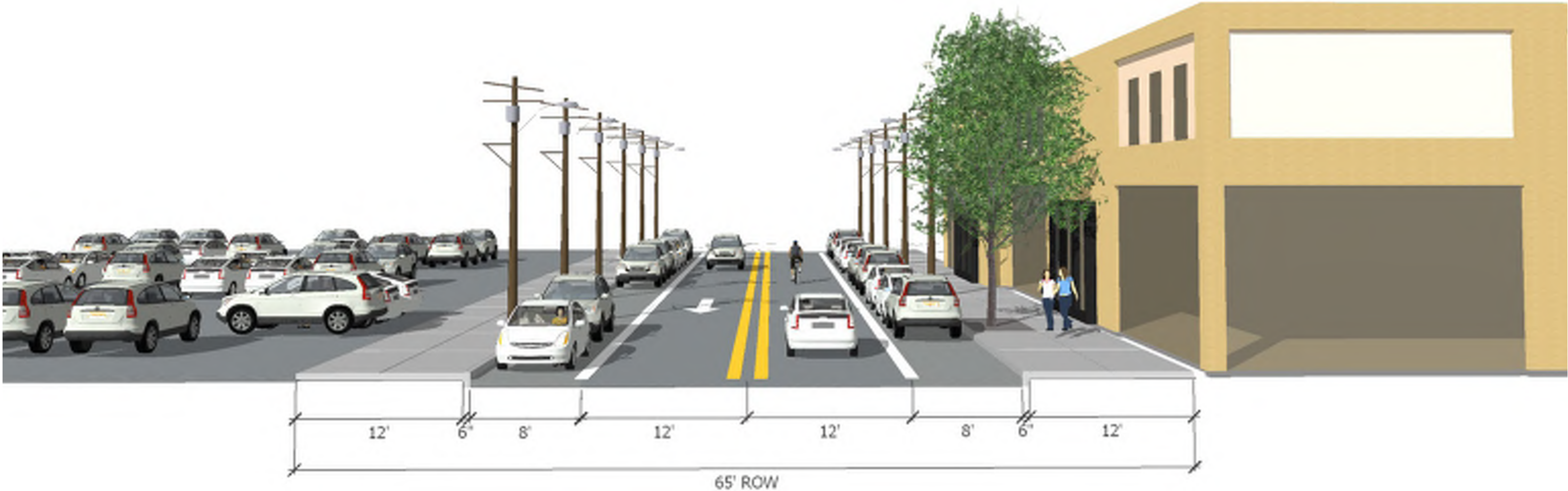
Existing Typical Street Sections

Area 3: I-275



Existing Typical Street Sections

Area 4: Tampa Heights





COME IN FOR
COFFEE

GOOD
COFFEE
HERE

FLOWER
CROWN
OPEN NOW

COFFEE

02 | Corridor Implementation Conceptual Master Plan

Transformational Projects

Area #1: Downtown Core

Jackson to Tyler

- City Hall Plaza - redesign/repurpose, open street to traffic
- Police HQ - relocate Police, adaptively redevelop
- Redo facade of parking garage with art
- Redesign Tampa Theater block to accommodate greater flexibility of event use
- Woolworth/Kress Block - adaptive reuse incentives
- Intersection enhancements

Area #2: Historic North Franklin

Tyler to Scott

- Vacant lot redevelopment incentives at Harrison intersection, interim wall graphic
- Intersection enhancements

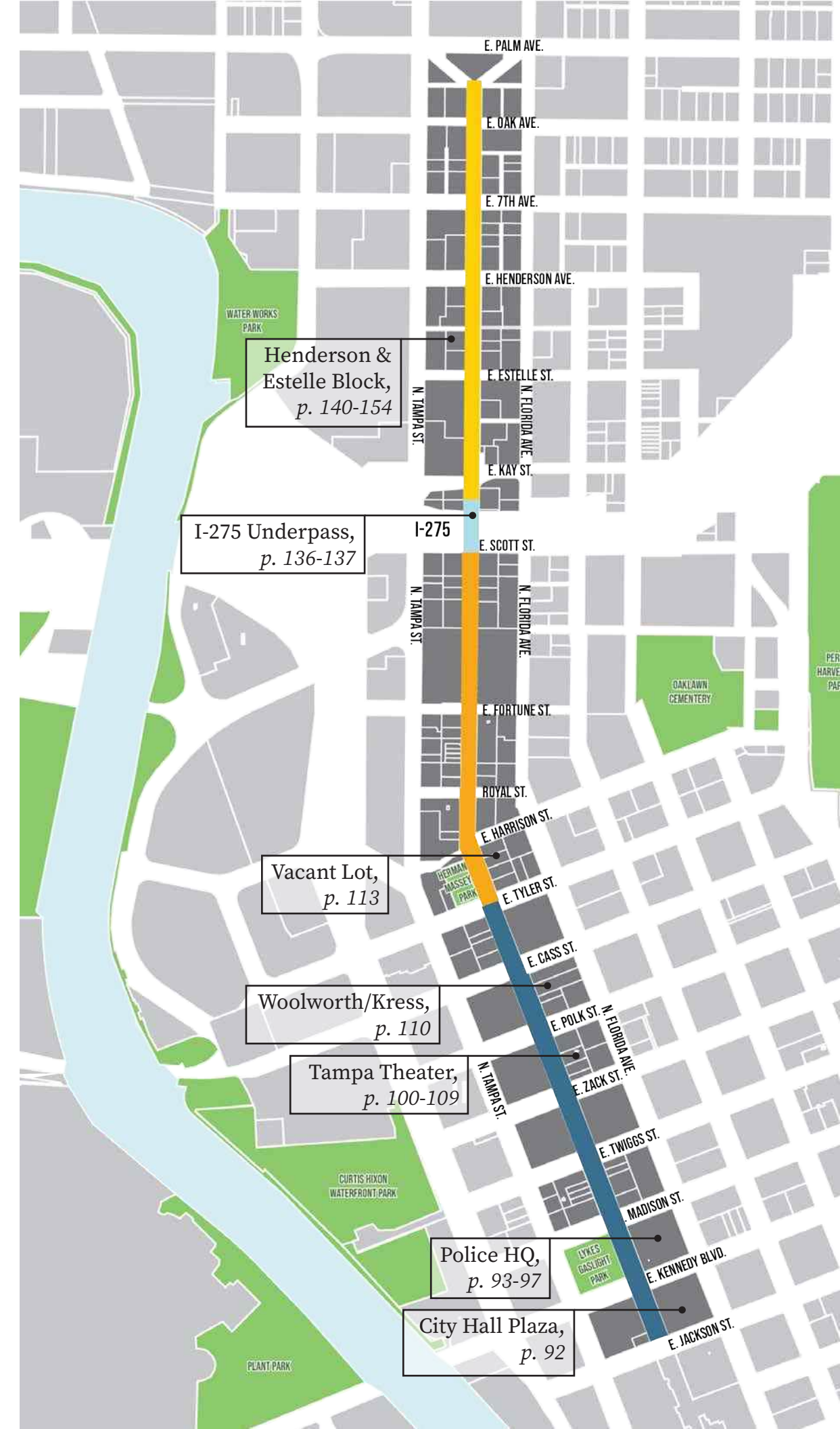
Area #3: I-275 Underpass

- Lighting and graphic treatment of underpass

Area #4: Tampa Heights

Kay to Palm

- Henderson/Estelle Block & Alleys - Food Truck Court, programming and activation
- Tactical streetscape: painted street markings & tactical tree containers
- Intersection enhancements



South

Infrastructure improvements to unify streetscape and focus on placemaking.

General Recommendations:

- Standardize intersections
- Simplify ground-level planting and hardscape
- Implement planter borders for improved maintenance
- Add/replace tree canopy
- Implement branded graphics on light & signal poles
- Add architectural edge along surface parking lots

Signalization Removal

More and more cities are moving away from signalization in favor of stop sign conditions on two-way streets that do not carry large volumes and are on cross-streets that are less significant in terms of broader regional connection.

The following intersections are recommended for possible signal removal contingent on further review from City Mobility Department:

- E Madison St
- E Twiggs St
- E Zack St
- E Polk St
- E Tyler St

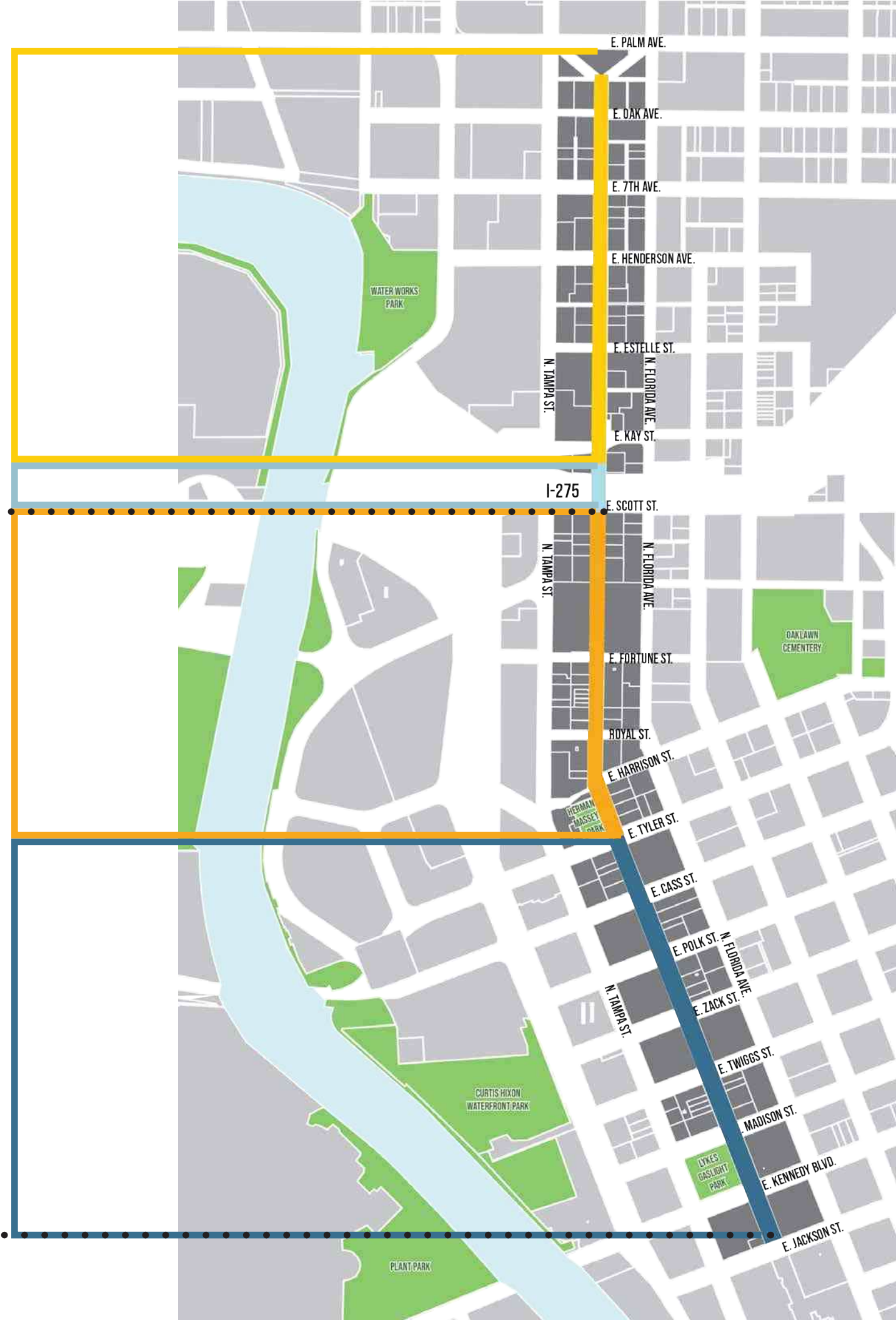
When viewed through this lens, the streets that most likely need to retain their signals are Jackson, Kennedy and Cass.

Area 4:
Tampa Heights
Eclectic, friendly, artsy.
Historic yellow brick, murals,
industrial touches.

Area 3:
I-275

Area 2:
Historic North Franklin
Historic, charming, refined.
Mix of historic brick, iron and
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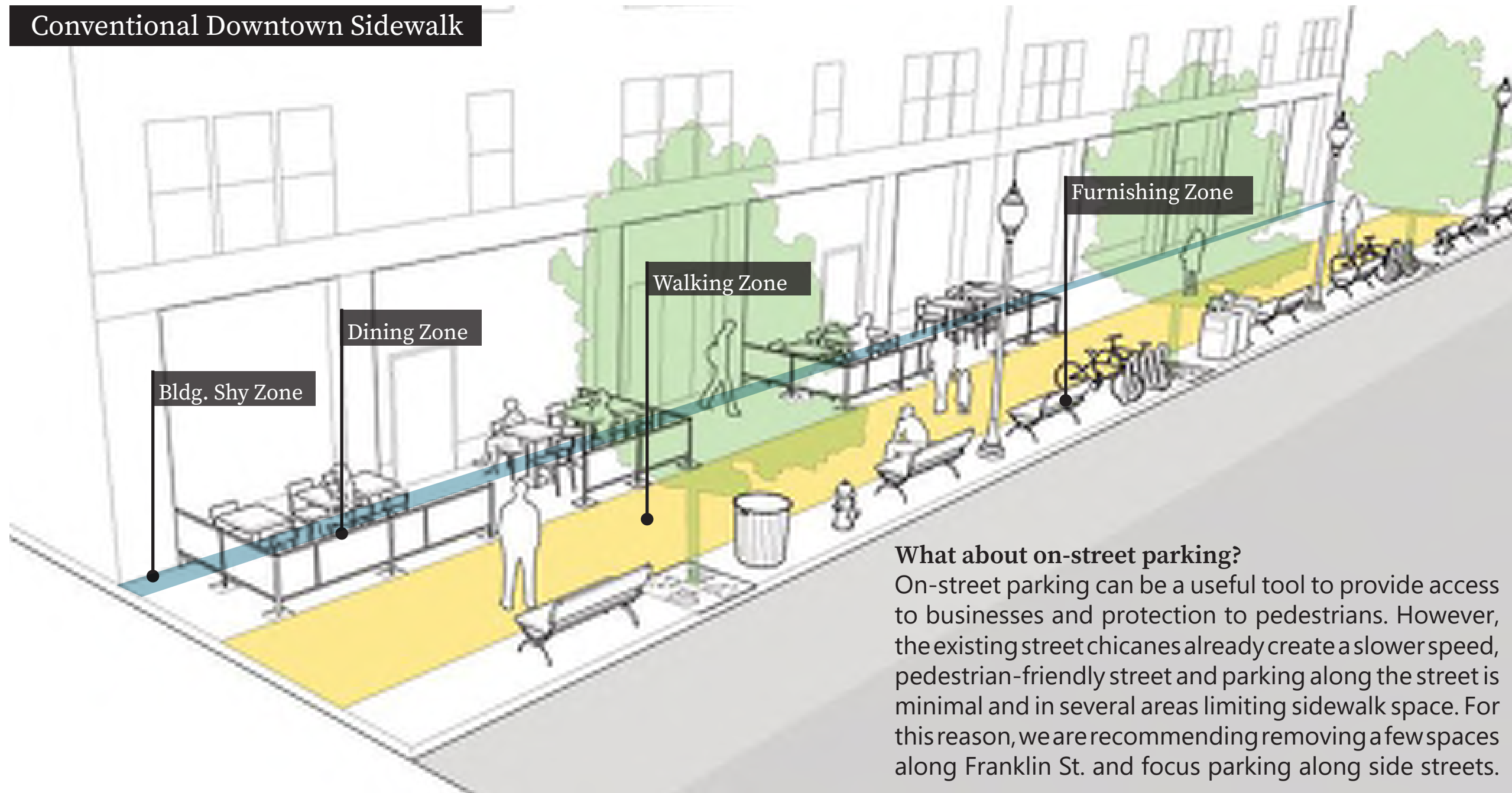
Area 1:
Downtown Core
Vibrant, sleek, and authentic.
Mix of historic and
contemporary materials.



Streetscape Zones

Franklin Street in the Central Business District currently hosts a conventional downtown sidewalk layout including walking and furnishing zones with additional areas created by road chicanes.

Conventional Downtown Sidewalk



Chicanes

Currently, the southern portion of Franklin Ave. features prominent chicanes that contribute to the character of the street. These, combined with the brick road and tree canopy, help contribute to the safe walkable experience of the street.

Sidewalk Cafe Opportunities

Sidewalk cafe activation is dependent on the mix of uses in the street. Cafe use should hug the building while maintaining a dedicated walking zone for pedestrians. The unique chicane structure of the street provides opportunities to place sidewalk cafe activation on the wider portion of the street that would typically be reserved to a furnishing zone.

What about on-street parking?

On-street parking can be a useful tool to provide access to businesses and protection to pedestrians. However, the existing street chicanes already create a slower speed, pedestrian-friendly street and parking along the street is minimal and in several areas limiting sidewalk space. For this reason, we are recommending removing a few spaces along Franklin St. and focus parking along side streets.

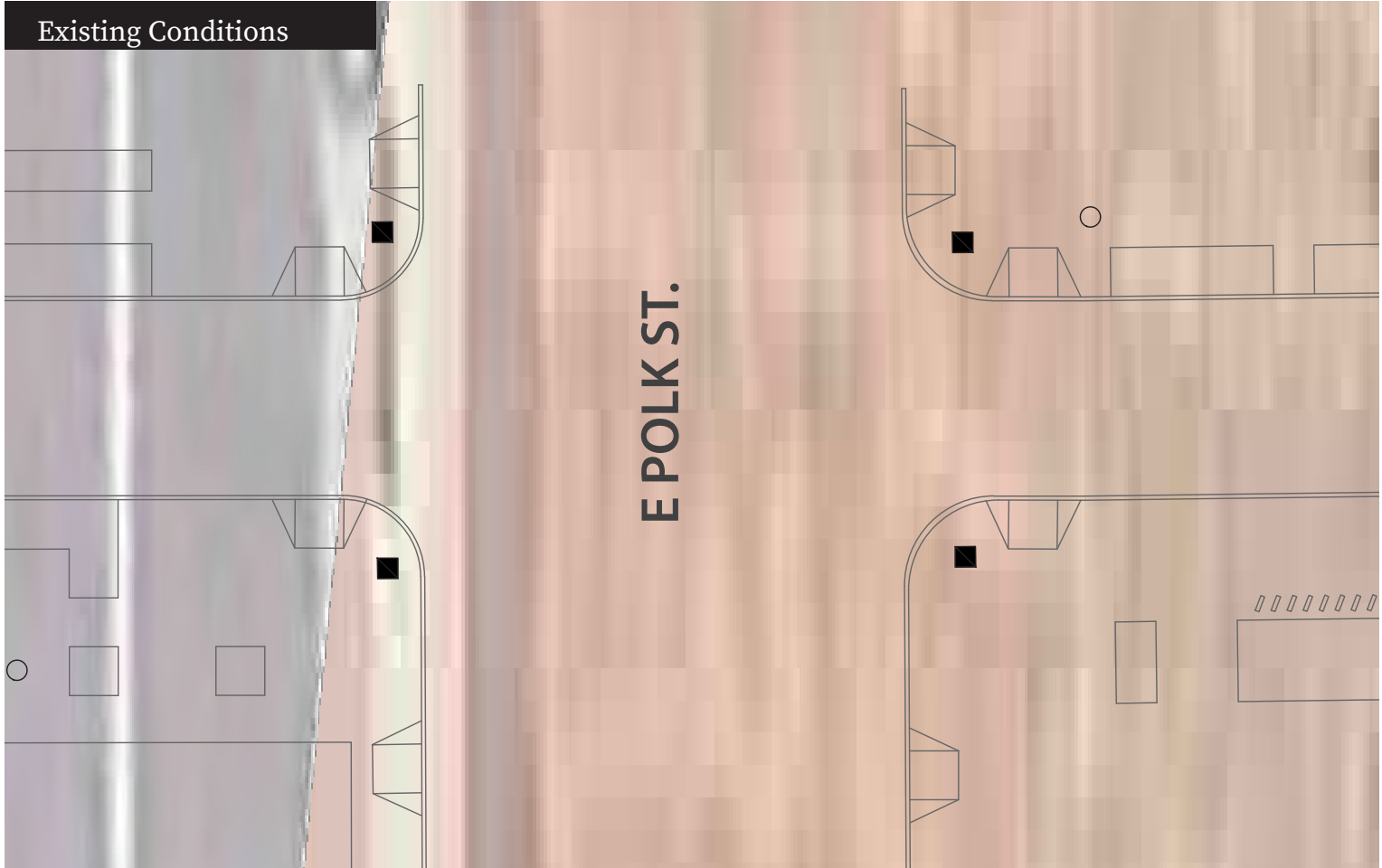
What Makes a Great Street?

1. Provides orientation to its users
2. Balances the competing needs of the street
3. Fits the natural features.
4. Is lined with a variety of interesting activities
5. Has urban design or architectural features
6. Relates well to its bordering uses
7. Encourages human contact and social activities
8. Optimizes hardscape and/or landscape
9. Promotes safety of pedestrians and vehicles
10. Promotes sustainability
11. Is well maintained without excessive costs.
12. Has a memorable character



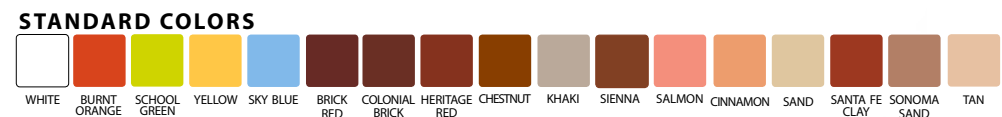
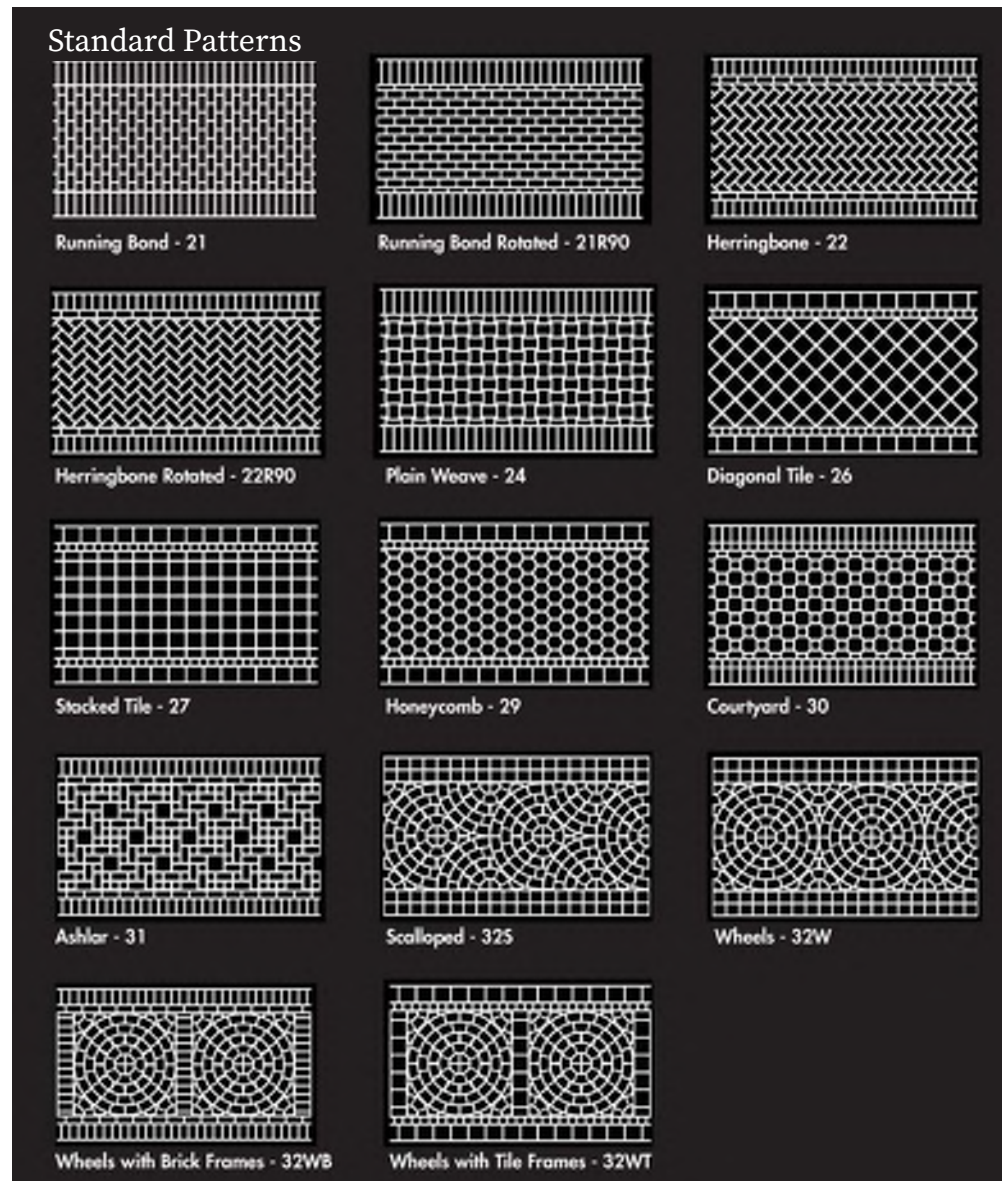
Intersections

A standardized approach improves accessibility and provides a unifying look to the corridor.

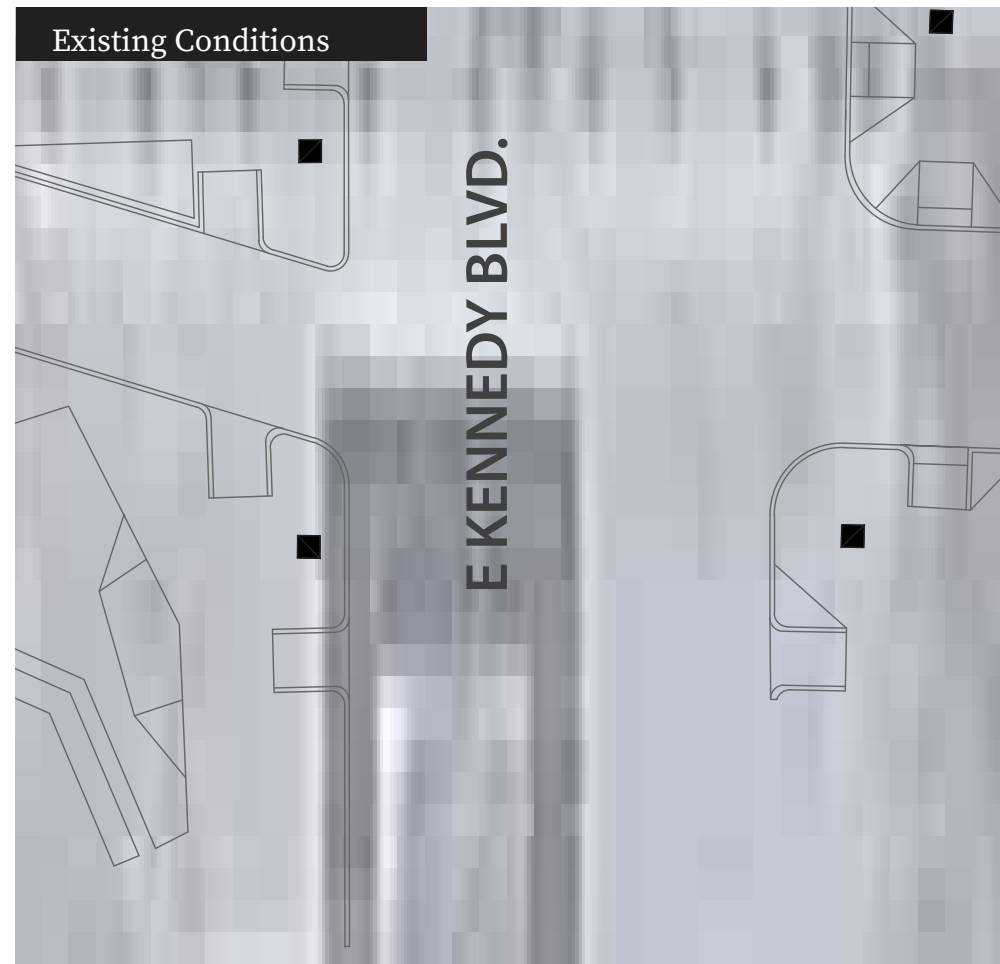


Intersections

Where standard treatment is not possible, an alternate inlaid thermoplastic treatment provides durable solution while reinforcing Franklin Street as the primary street.



Duratherm comes in a variety of colors and patterns and has been successfully installed on FDOT streets. It is highly customizable and could be used as part of the branding strategy for the corridor.



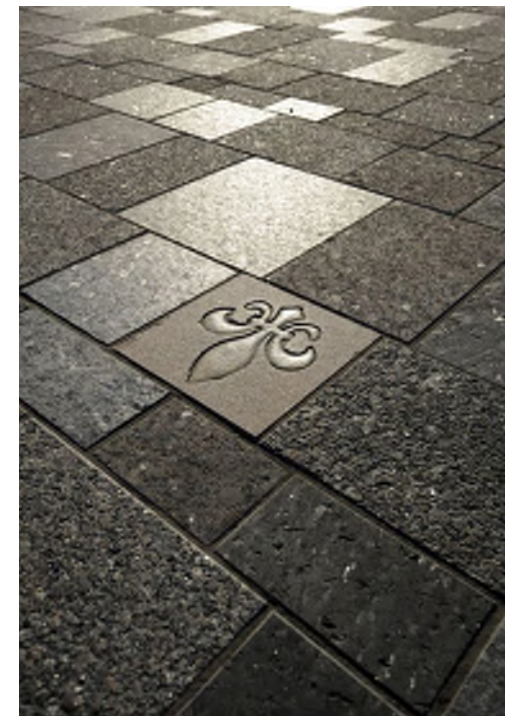
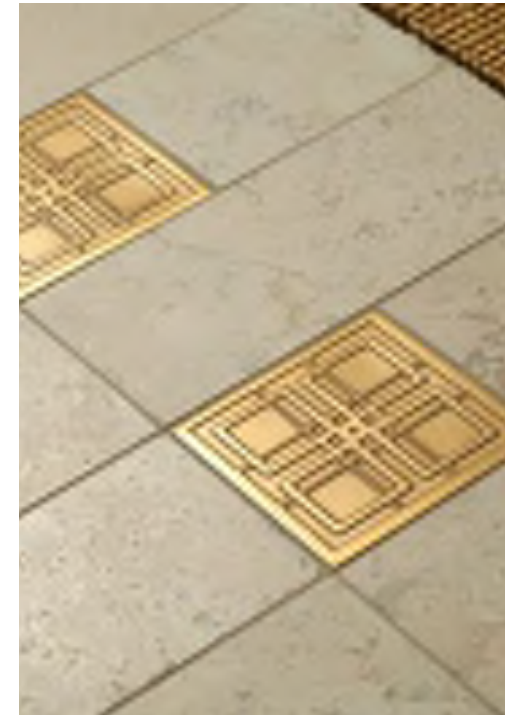
Street Names

Small details like inlaid street names can make a big impact in both wayfinding and placemaking.

Proposed

E POLK ST.

E POLK ST.

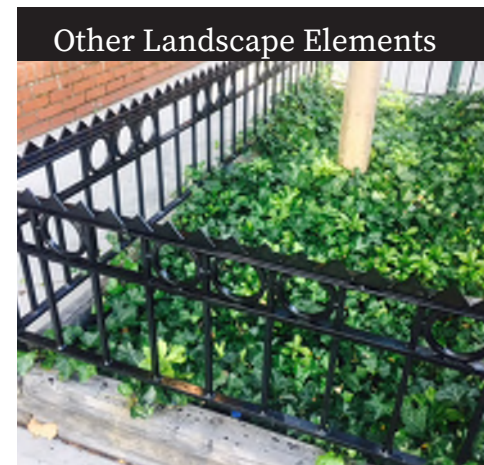


Trees & Canopy

A consistent tree canopy treatment throughout the corridor helps create a comfortable walkable street and enhance the aesthetics of the corridor. Ideally, streetscapes incorporate large canopy trees which provide protection for the harsh Florida sun creating a comfortable micro-climate along the street, however, urban compacted soils can make conditions difficult for these trees. Soil cells allow these trees to grow in these urban conditions and should be implemented where possible. Where this is not possible, smaller trees, such as crape myrtles, can provide shade along the corridor. Occasional accent trees such as architectural palms may be used occasionally but should not form the primary tree cover of the corridor.



Soil cells are key in supporting tree canopy health in urban settings by providing improved soil structure and preventing soil compaction. Existing utilities can be easily integrated into new soil cell systems.



Planter Borders

Protect plant material from foot/dog traffic for improved maintenance and provide opportunity for placemaking.



Furnishings

Planters



Manuf.: QCP

Models:
QR-CE3012P
QR-CE3030P
QR-CE3036P

Color: TBD



Manuf.: QCP

Model:
QR-CAL3024P

Color: TBD

Bench



Manuf.: Landscape Forms

Model:
Park Vue Bench
Backed & Backless

Color: Silver

Trash Receptacle



Manuf.: Landscape Forms

Models:
Chase Park Litter

Color: Silver

Bike Rack



Manuf.: Landscape Forms

Models:
Flo Bike Rack

Color: Silver

Removable Bollards



Manuf.: Reliance Foundry

Model: R-9464 Stainless Steel Removable Bollard

Color: Stainless Steel

Parking Lot Edge

Defines the streetscape and screens view of cars.



Branded Graphics

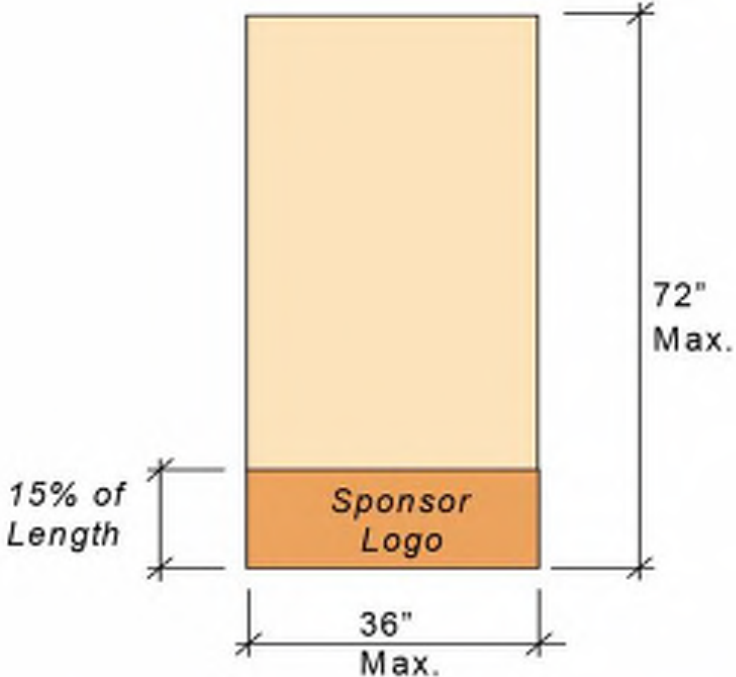


Figure One: Standard Dimensions

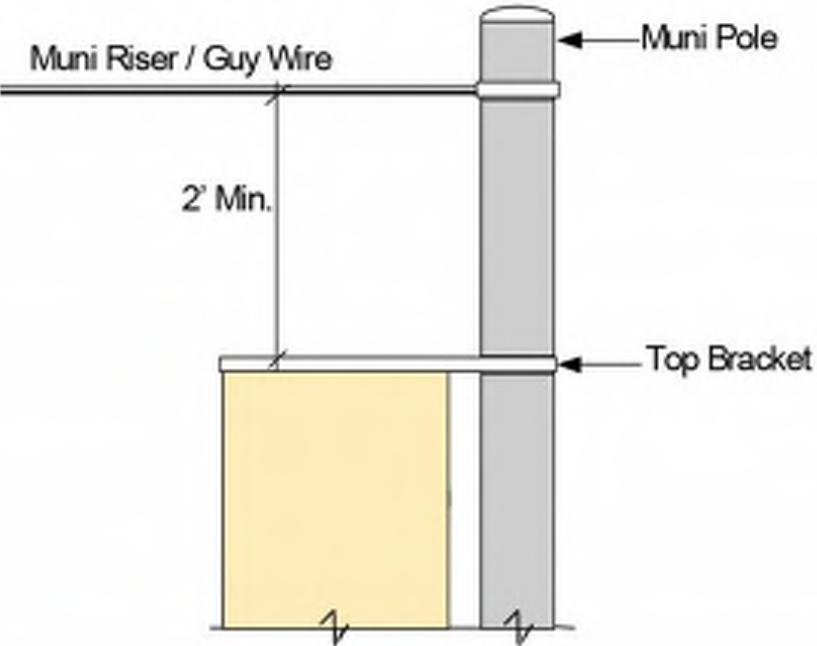


Figure Two: Muni Pole Clearance

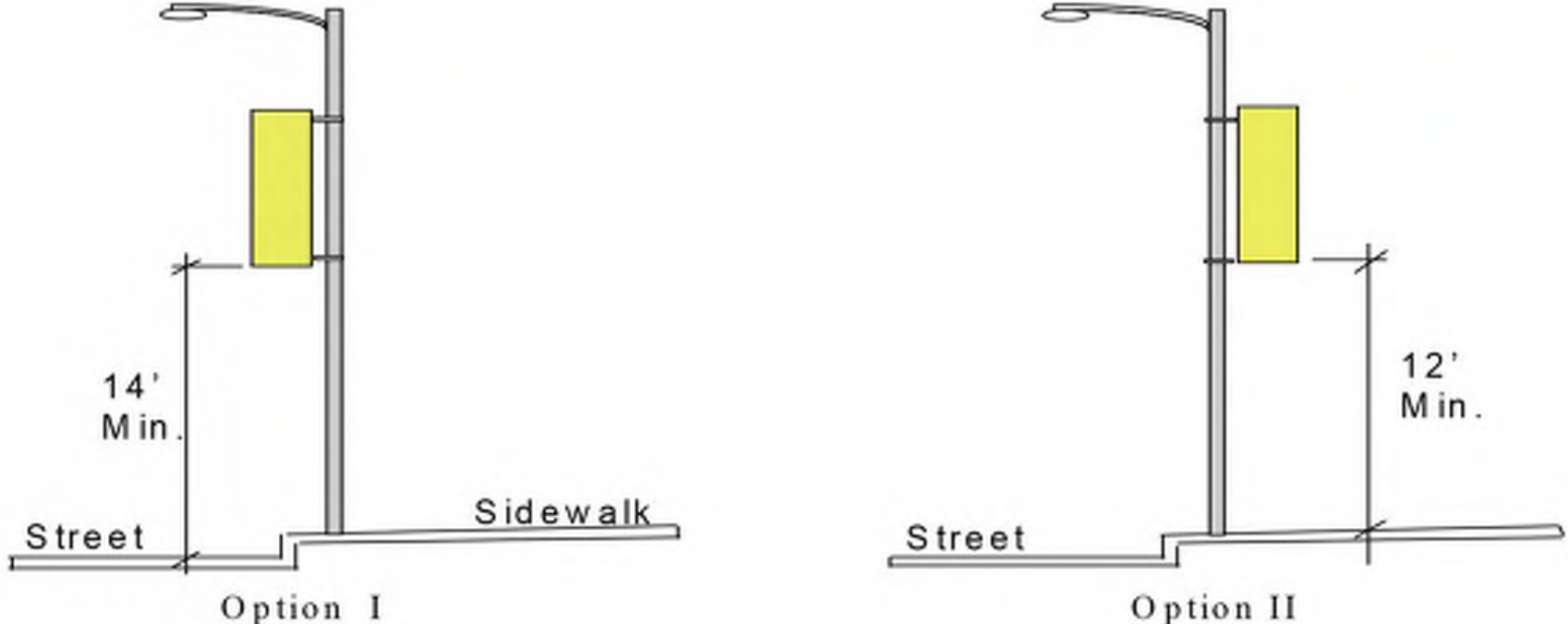
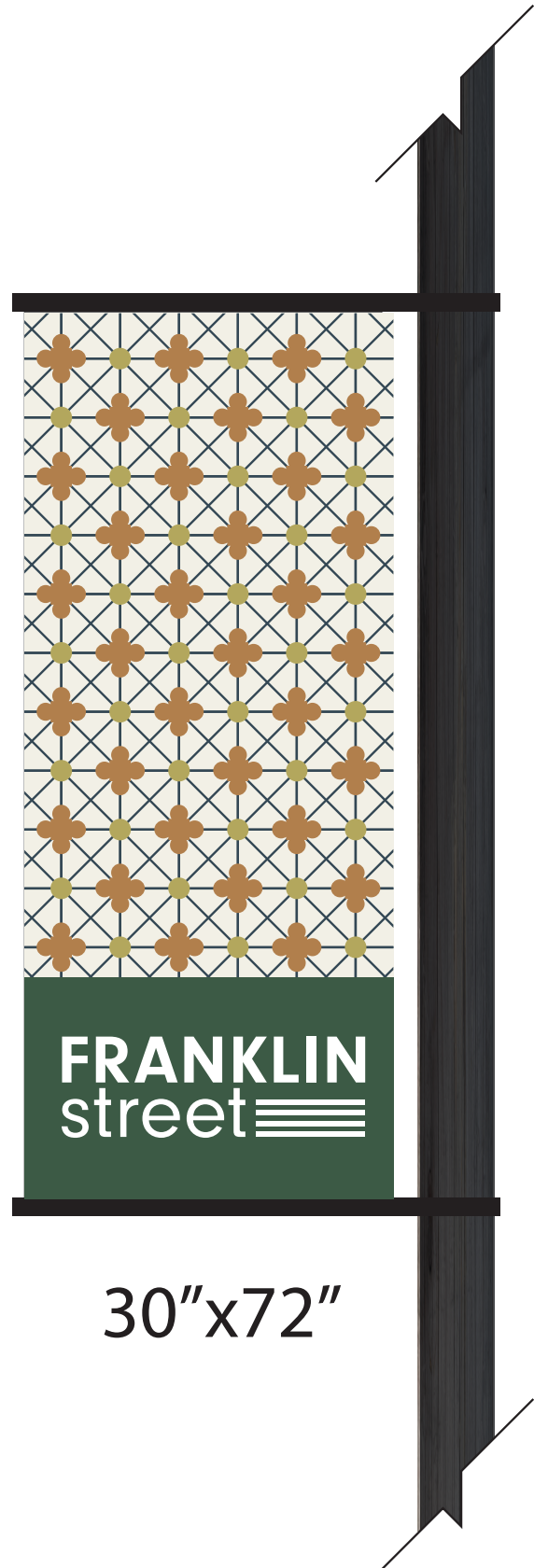
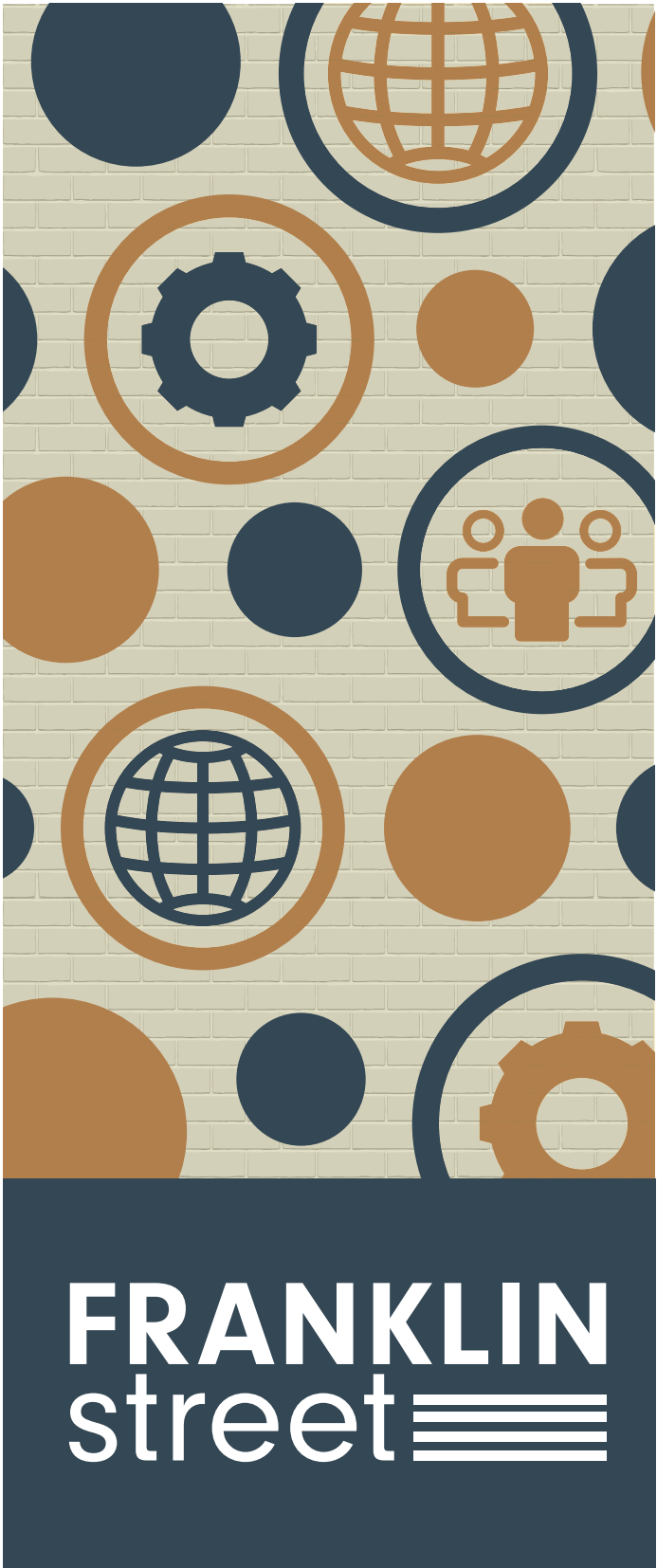
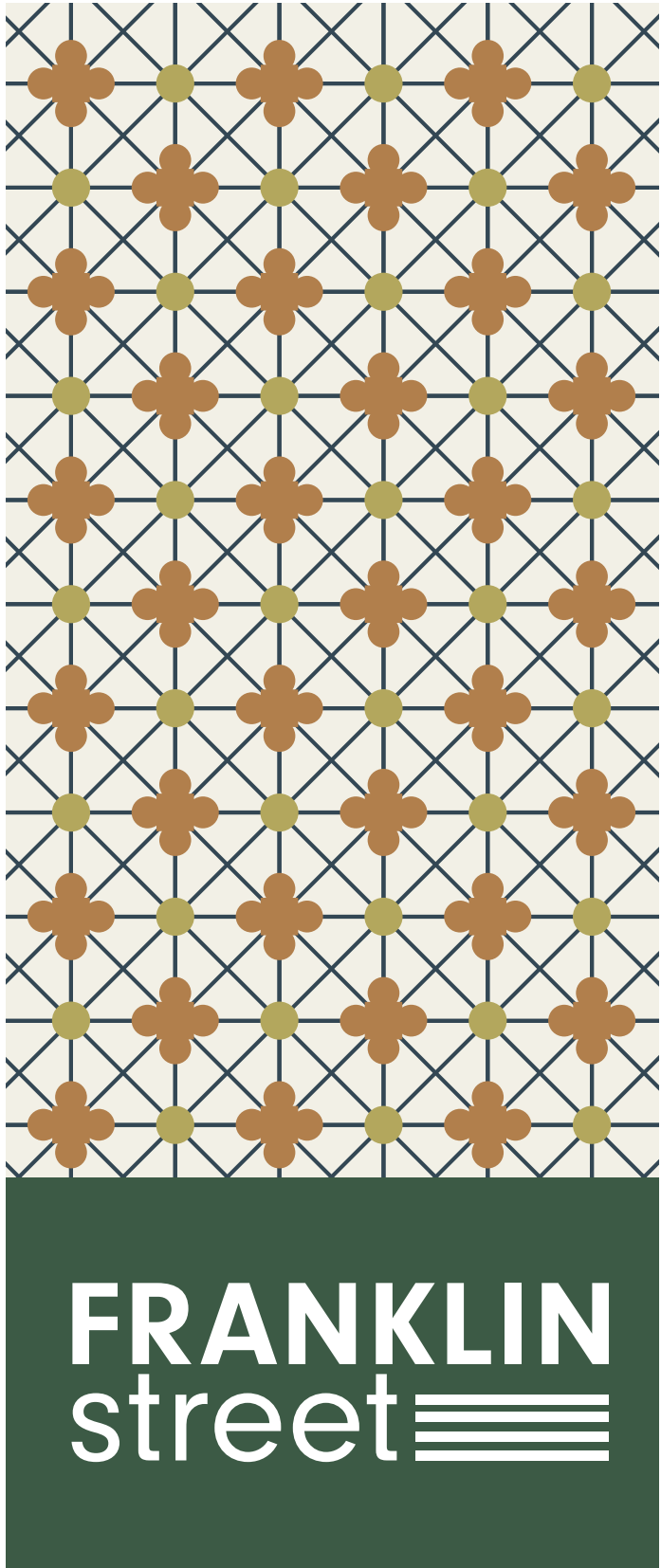


Figure Three: Height Clearances



Branded Graphics

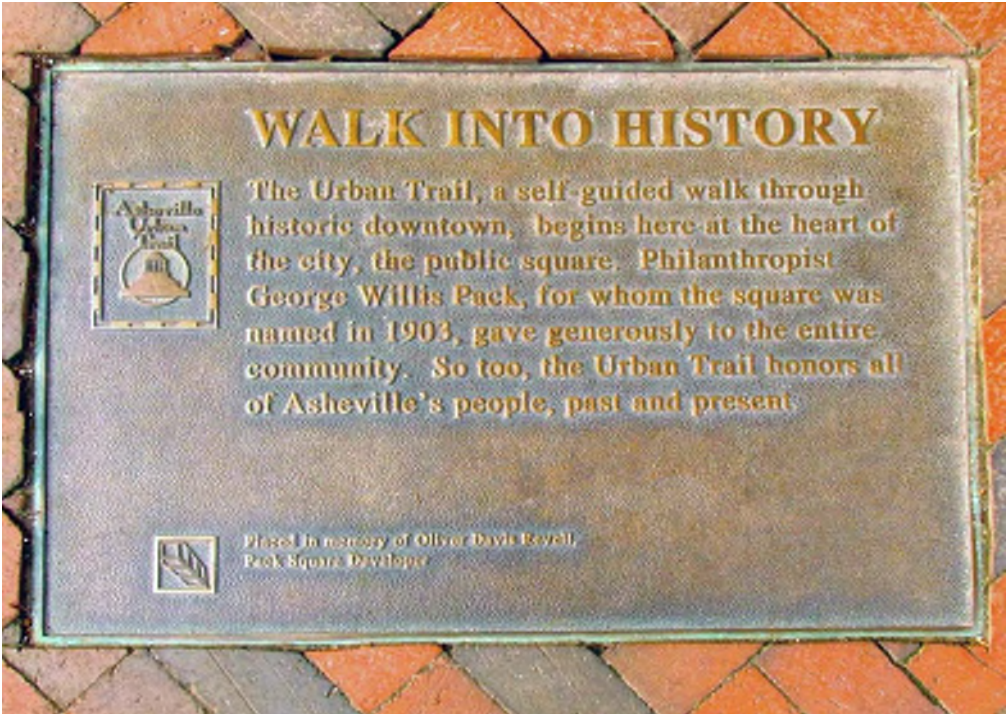


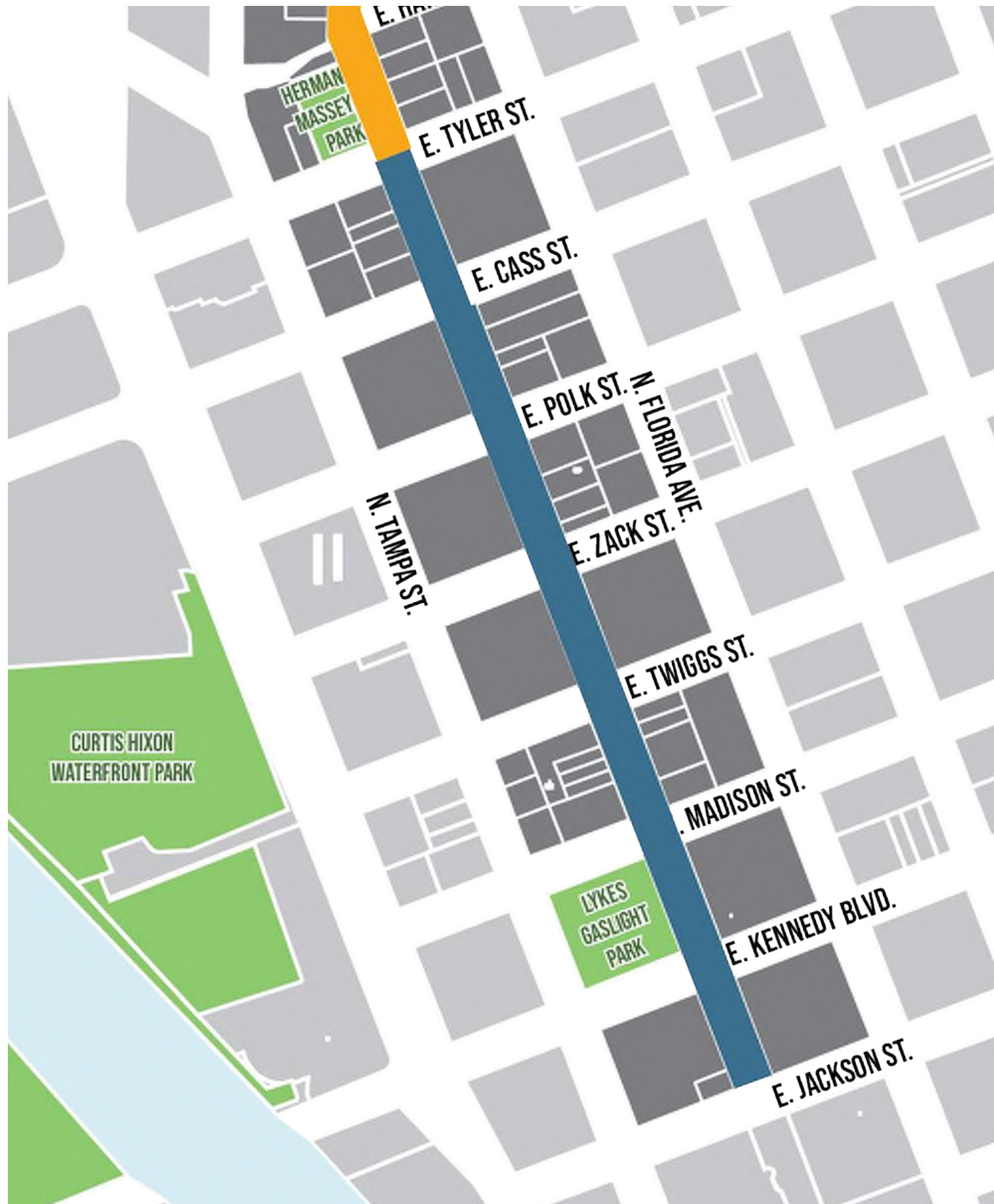
Branded Graphics



Historical Markers

Historical Markers provide a placemaking tool that could be integrated with current Tampa downtown walking historical tours. These markers highlight the historic character of Franklin Street and could be used to designate key tour stops.





Recommendation Walkthrough

The following recommendations provide opportunities for improvement for the corridor that build upon the existing blocks and provide accessible short- to mid-term improvements for the corridor.

This on-the-ground approach determines specific opportunities within each block allowing creating an implementable set of recommendations from which costs can be developed.

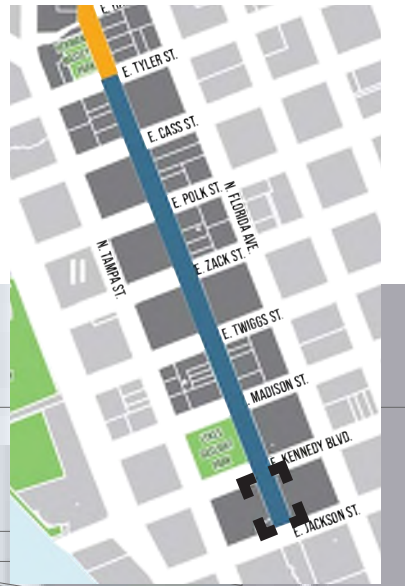
Area 1: Downtown Core

E. Jackson Street to E. Tyler Street

Area 1 contains a mix of historic and contemporary architecture reflected in the current streetscape. Improvements focus on increasing tree canopy, adding vegetation where appropriate, and implementing a standard intersection treatment for both ADA compliance and placemaking.

Area 1: Downtown Core
Block 01: E. Jackson St. to E. Kennedy Blvd.

Existing



Proposed

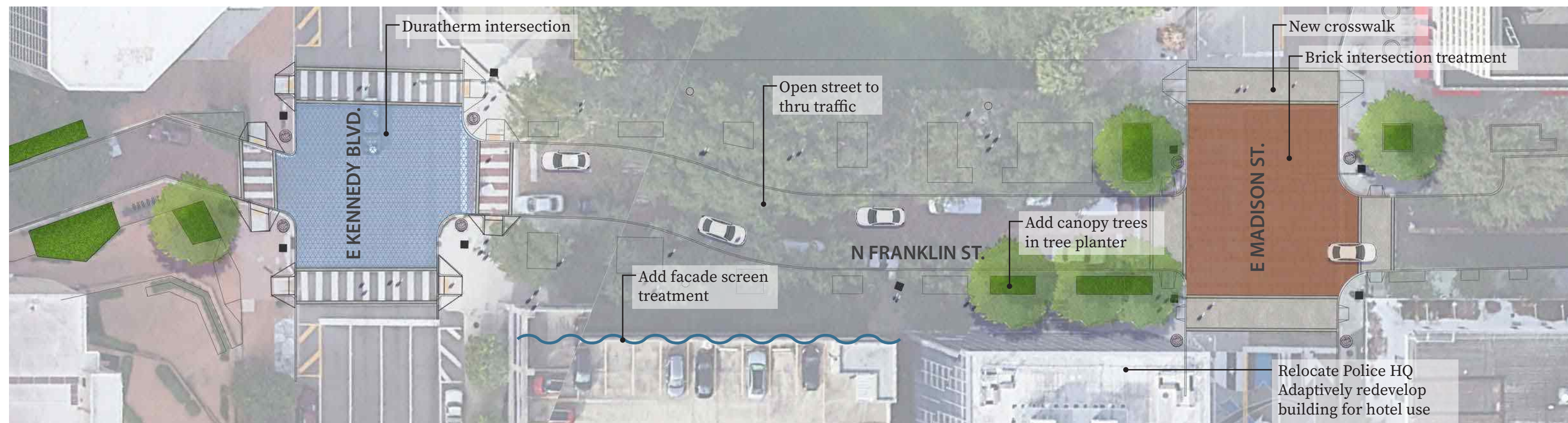


Area 1: Downtown Core
Block 02: E. Kennedy Blvd. to E. Madison St.

Existing

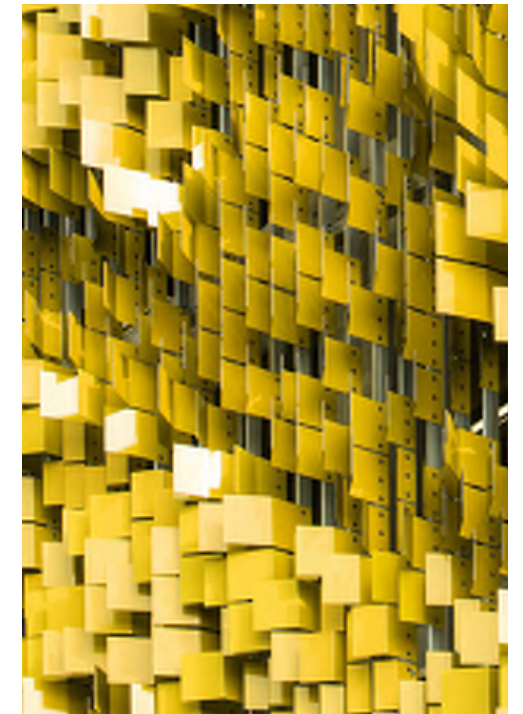
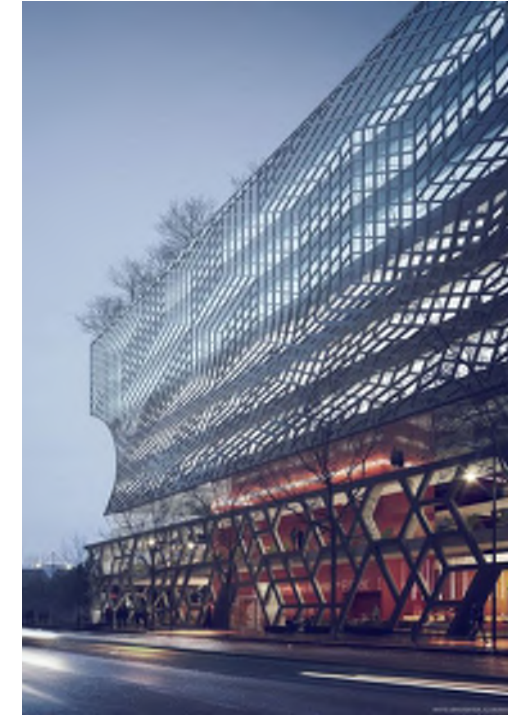


Proposed



Parking Garage Screen

Parking garage screens disguise unsightly parking structures and enhance the urban realm.



Facade Improvements

Case Study: 500 N. Orange Ave., Orlando

Existing Conditions

The former Orlando AT&T building located at 500 N. Orange Avenue is a vacant five-story office space. Currently, the building does not engage the street and the architectural facade is plain and outdated.



Proposed Facade Improvements

A proposed facade improvement aims to modernize the existing building and re-engage the street to create Class A office space. The proposed facade treatment replaces the current facade with glazing and opens the first floor for groundfloor retail to re-engage the street.

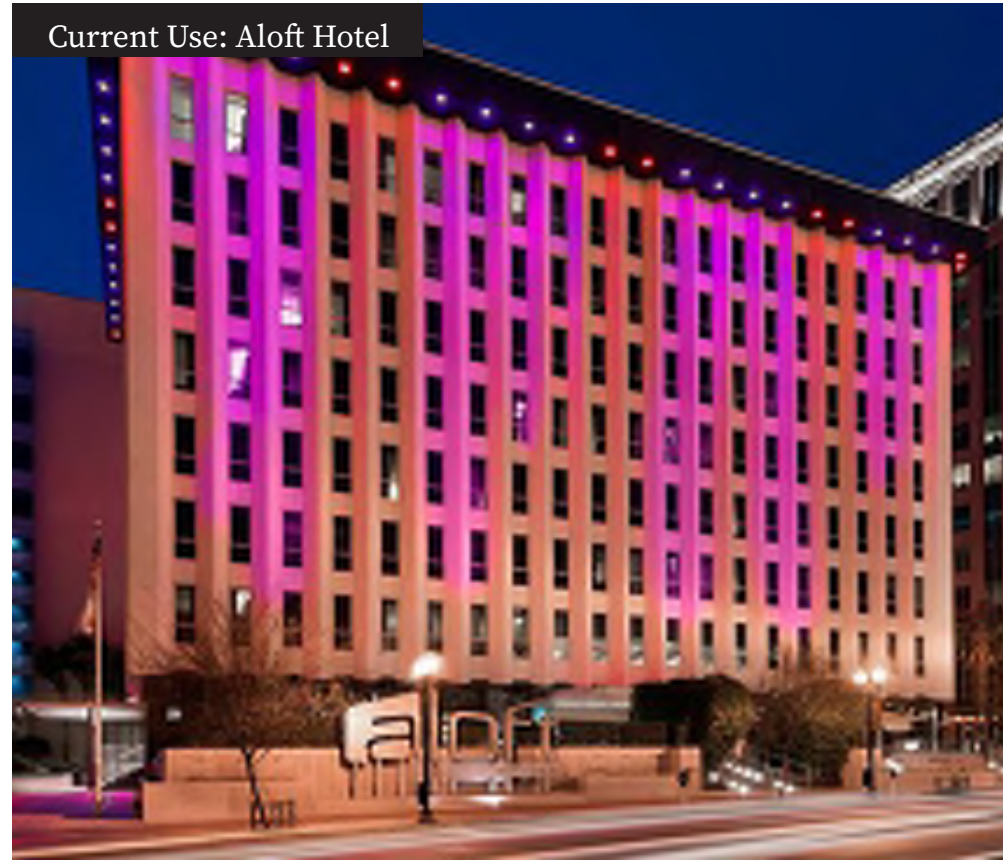


Repurposing Case Study: OUC Administration Building

The Orlando Utilities Commission's administrative building was first opened in 1968 with distinct modern-styled architecture. For four decades, the building housed OUC's administrative and accounting operations as well as part of its engineering department. The ground floor housed OUC's customer service center. In 2008, OUC moved to a new building leaving the building vacant.

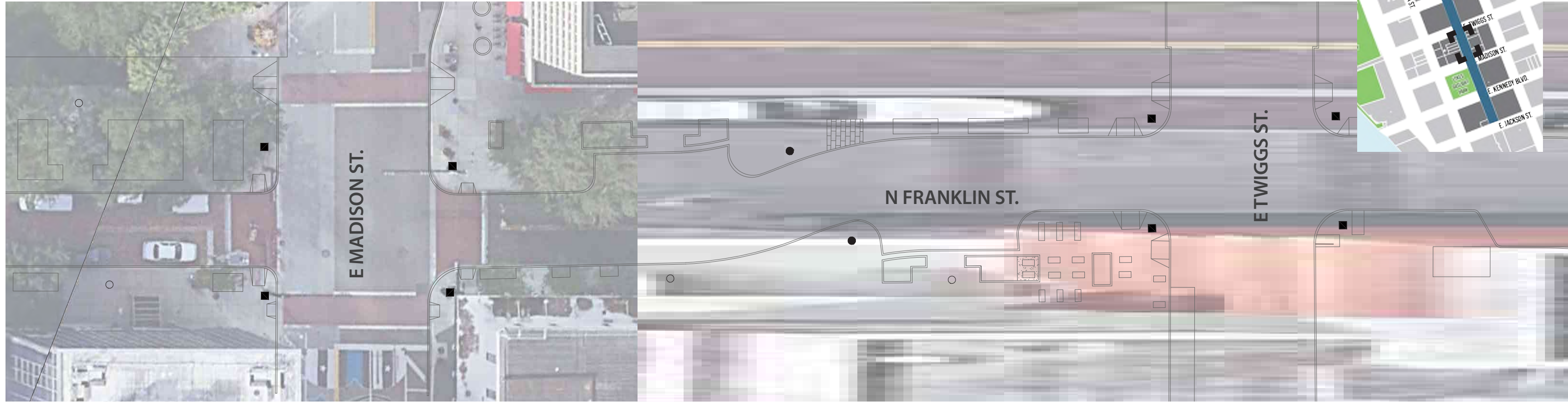


In 2011, the building was purchased to be converted into a 118-room hotel with conference flex space and a bar. The building was added to the National Register of Historic Places in 2012 and reopened in 2013 as Aloft Downtown Orlando Hotel. Repurposing efforts maintained much of the historic facade while updating the interior and engaging the street.

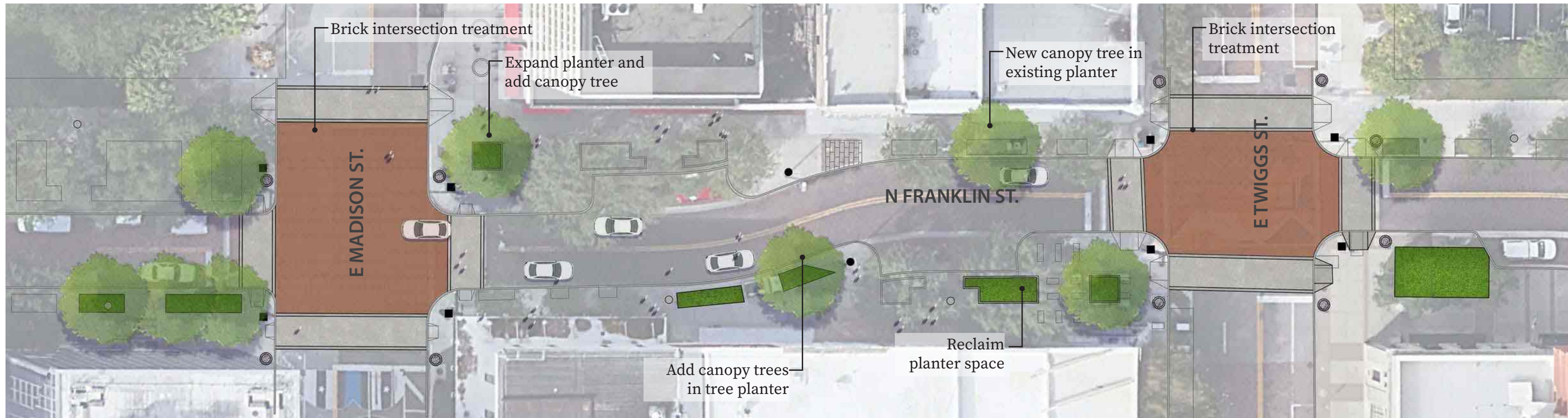


Area 1: Downtown Core
Block 03: E. Madison St. to E. Twiggs St.

Existing



Proposed



Underground dumpster

Underground dumpster provide an aesthetically pleasing option for trash management where alleys are not available. A specialty arm is required on existing garbage trucks to lift and empty underground receptacles.



Area 1: Downtown Core
Block 04: E. Twiggs St. to E. Zack St.

Existing



Proposed

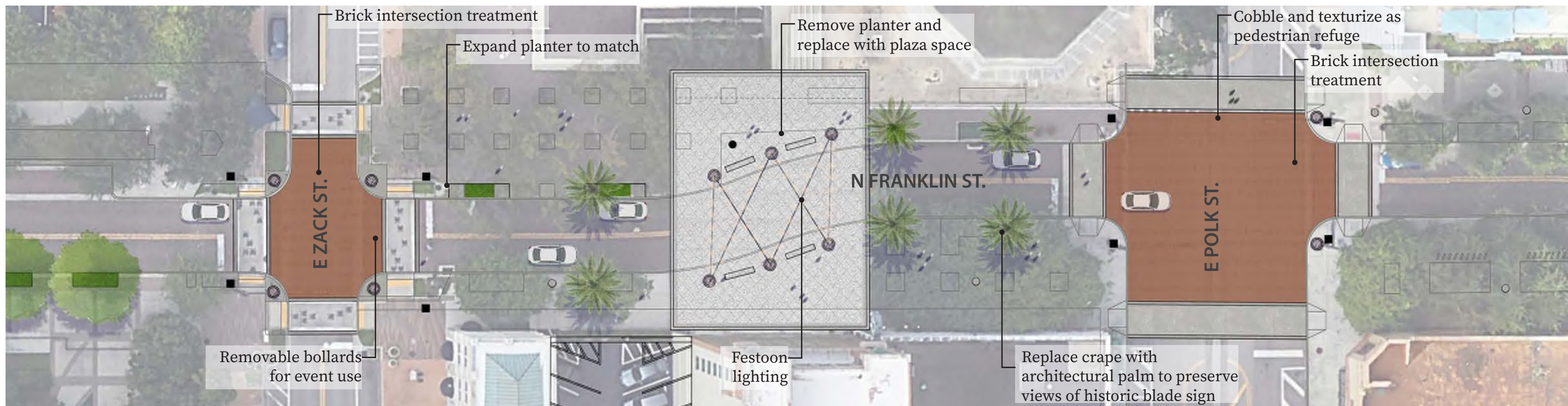


Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.

Existing



Proposed

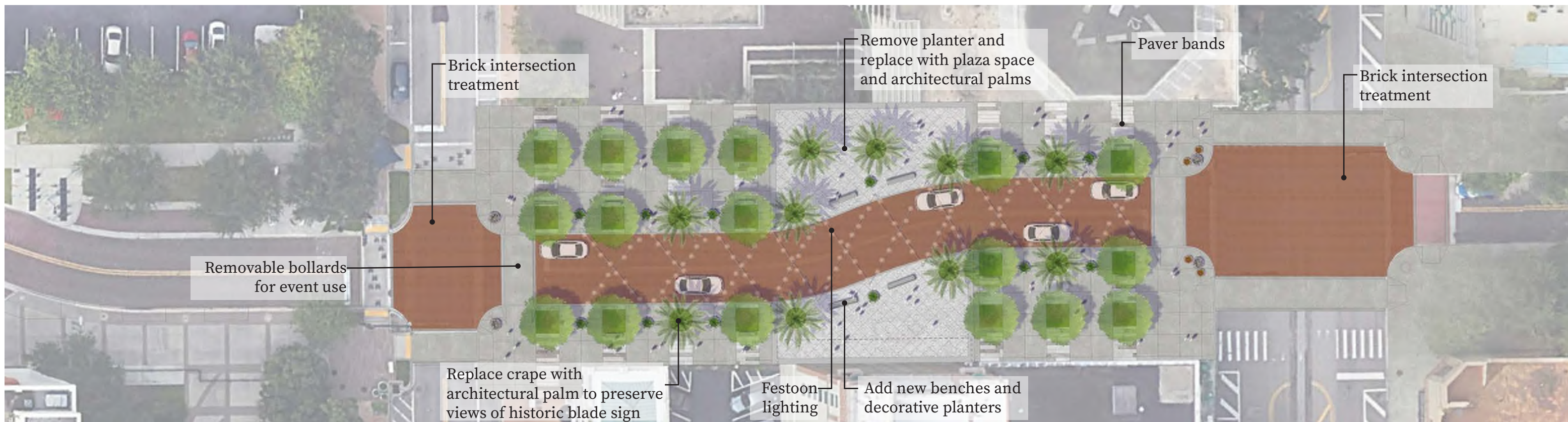


Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.

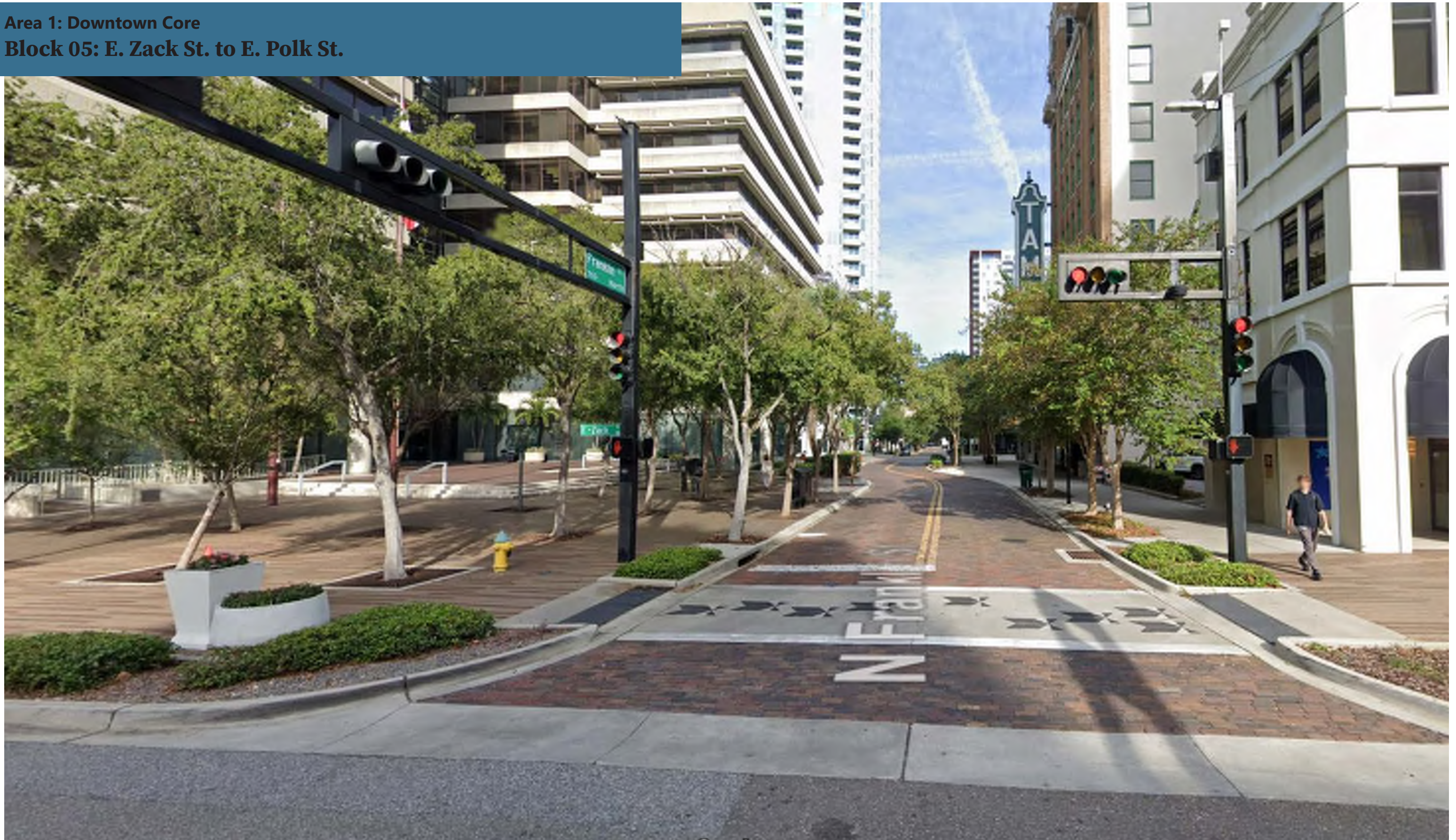
Existing



Proposed



Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Existing

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Build-Out

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Build-Out

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Build-Out

Area 1: Downtown Core
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Build-Out

Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



Build-Out

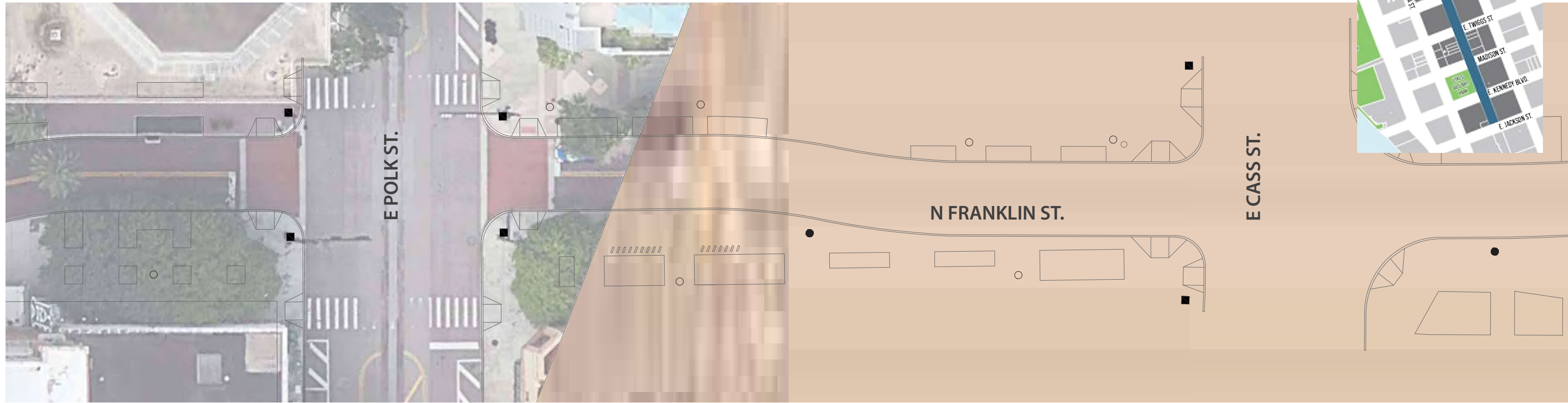
Area 1: Downtown Core
Block 05: E. Zack St. to E. Polk St.



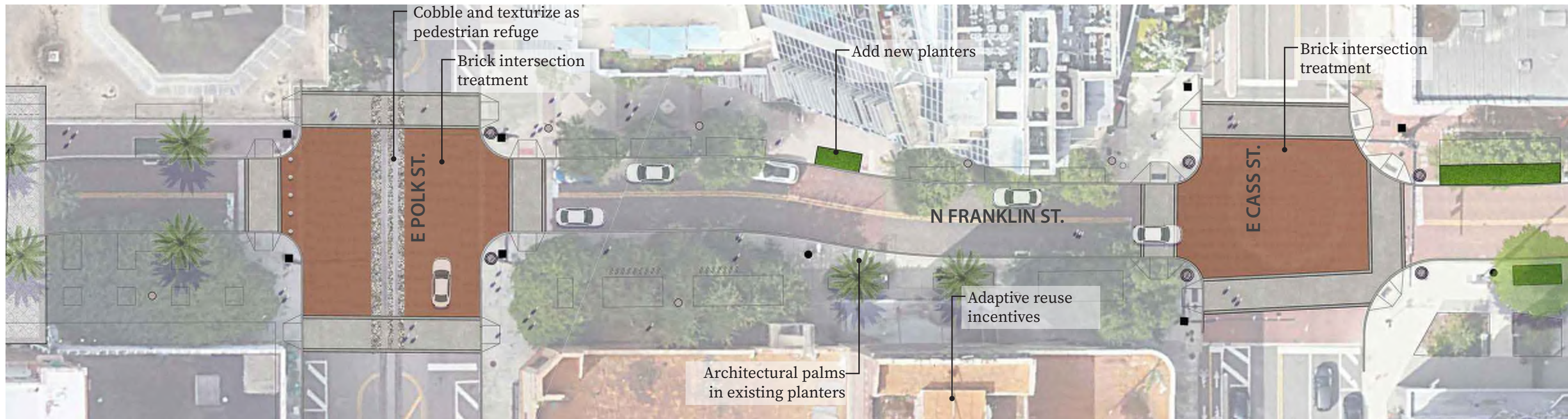
Build-Out

Area 1: Downtown Core
Block 06: E. Polk St. to E. Cass St.

Existing



Proposed

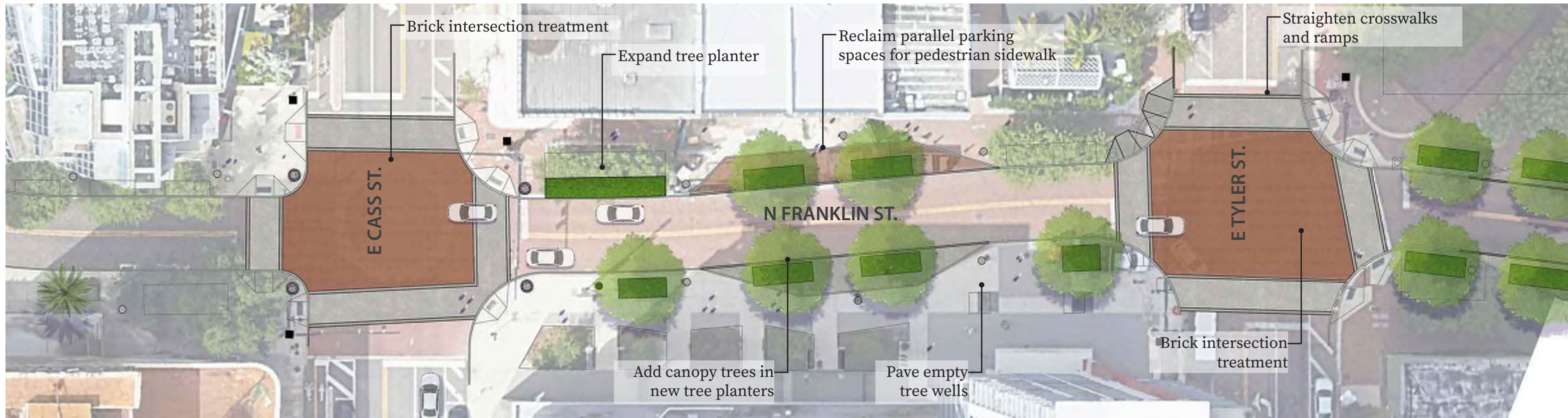


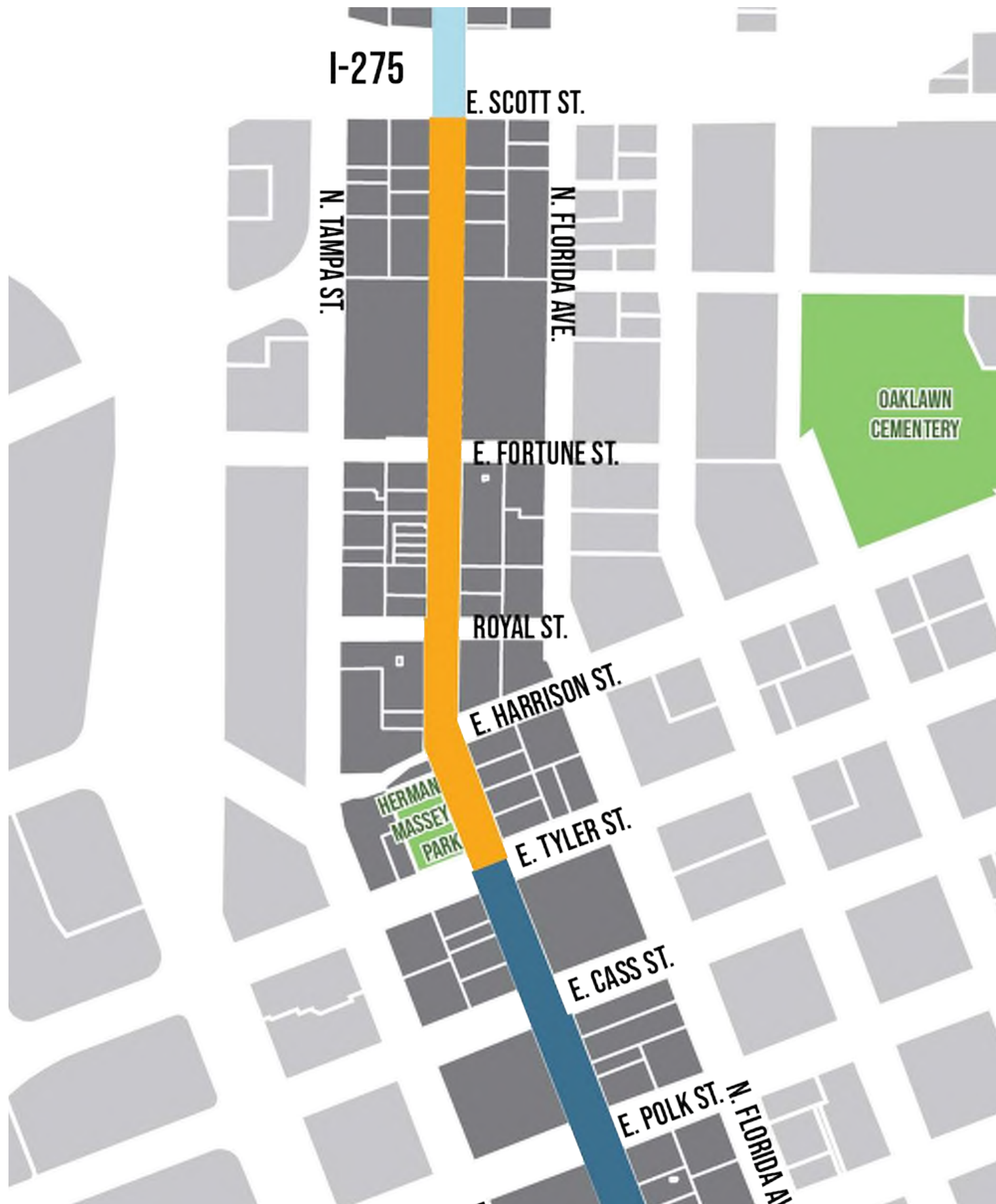
Area 1: Downtown Core
Block 07: E. Cass St. to E. Tyler St.

Existing



Proposed





Area 2: Historic North Franklin

E. Tyler Street to E. Scott St.

Area 2 includes historic materials including brick on both the road and sidewalks. The current streetscape includes mature canopy that provides great shade and ambiance on the street. However, these existing trees are in some cases being girdled by tree grates or causing heaving of the sidewalk. Recommendations in this area focus on creating safe walking surfaces and expanding existing tree lawns to continue to support a healthy tree canopy along the corridor.

Area 2: Historic North Franklin
Block 08: E. Tyler St. to E. Harrison St.

Existing



Proposed



Area 2: Historic North Franklin
Block 09: E. Harrison St. to Royal St.

Existing



Proposed



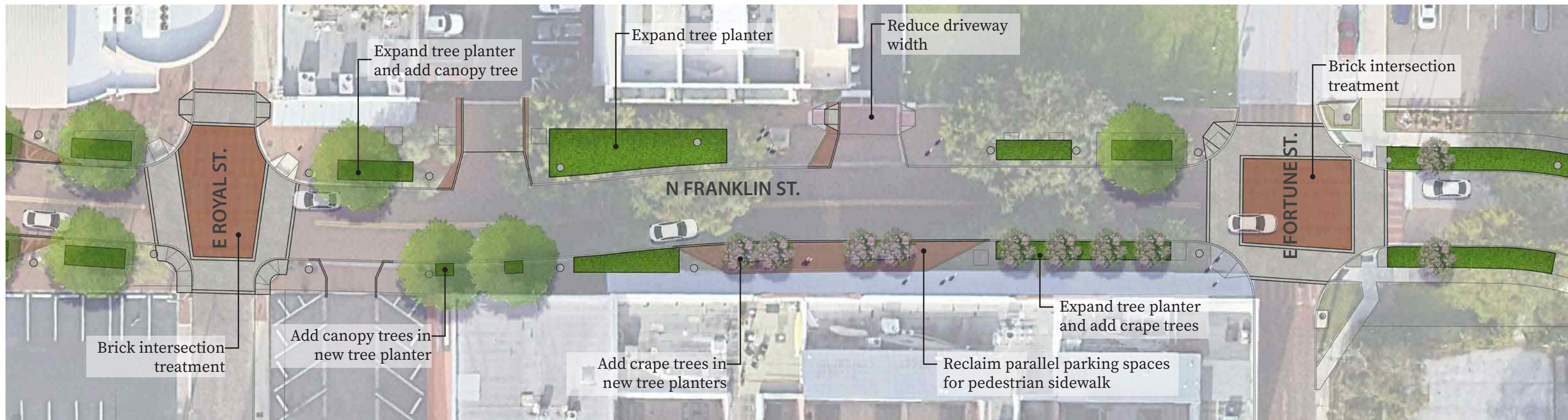
Area 2: Historic North Franklin
Block 10: Royal St. to E. Fortune St.



Existing

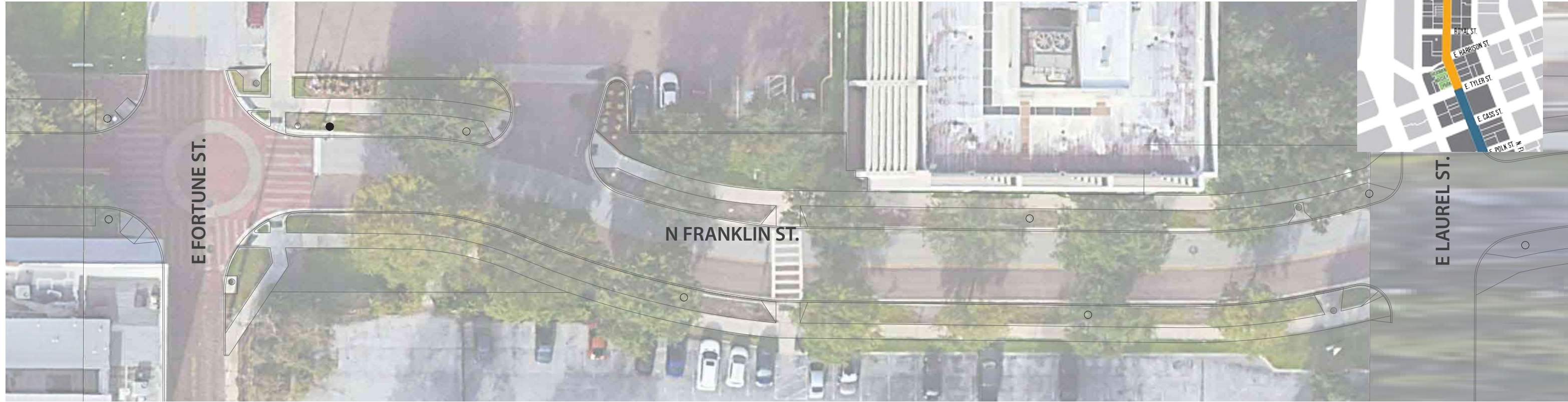


Proposed

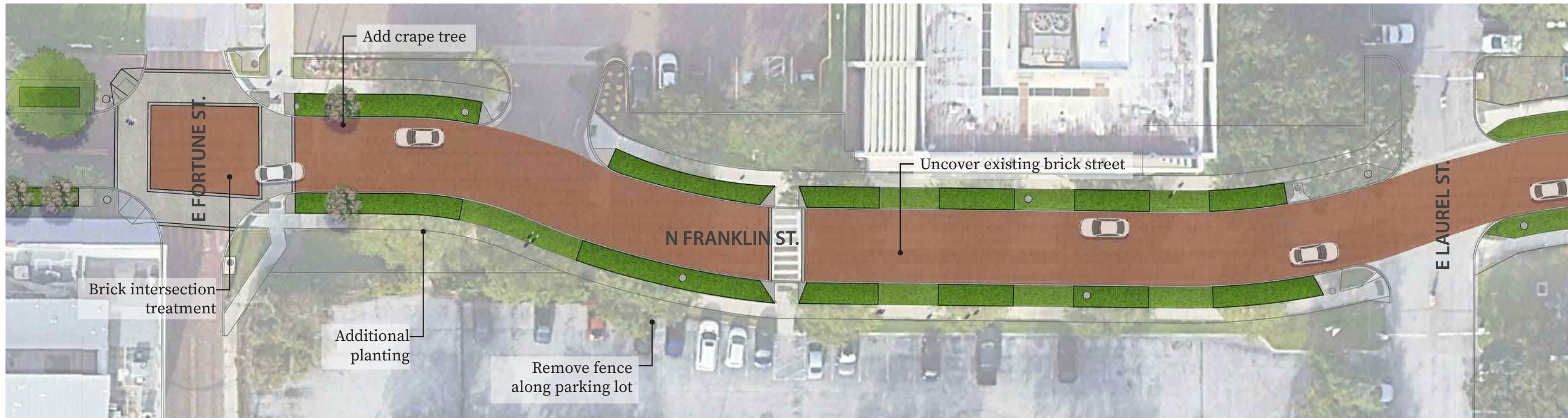


Area 2: Historic North Franklin
Block 11: E. Fortune St. to E. Scott St.

Existing



Proposed

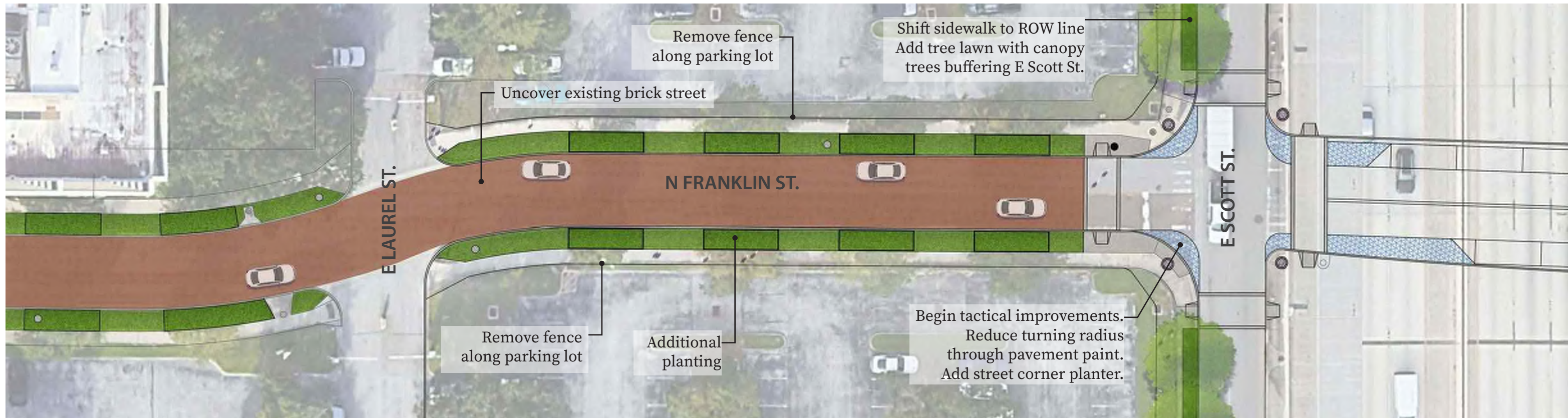


Area 2: Historic North Franklin
Block 11: E. Fortune St. to E. Scott St.

Existing

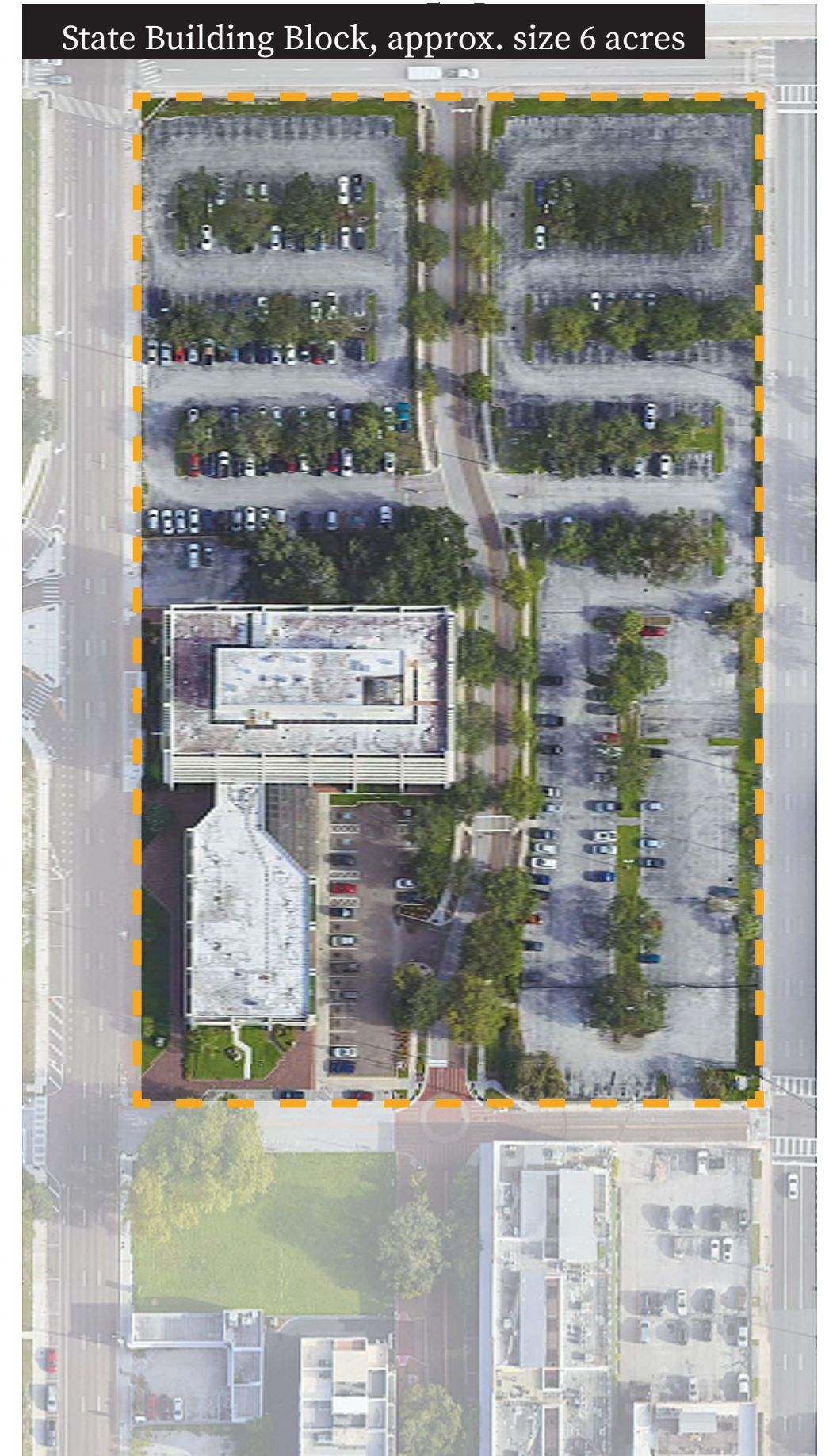


Proposed



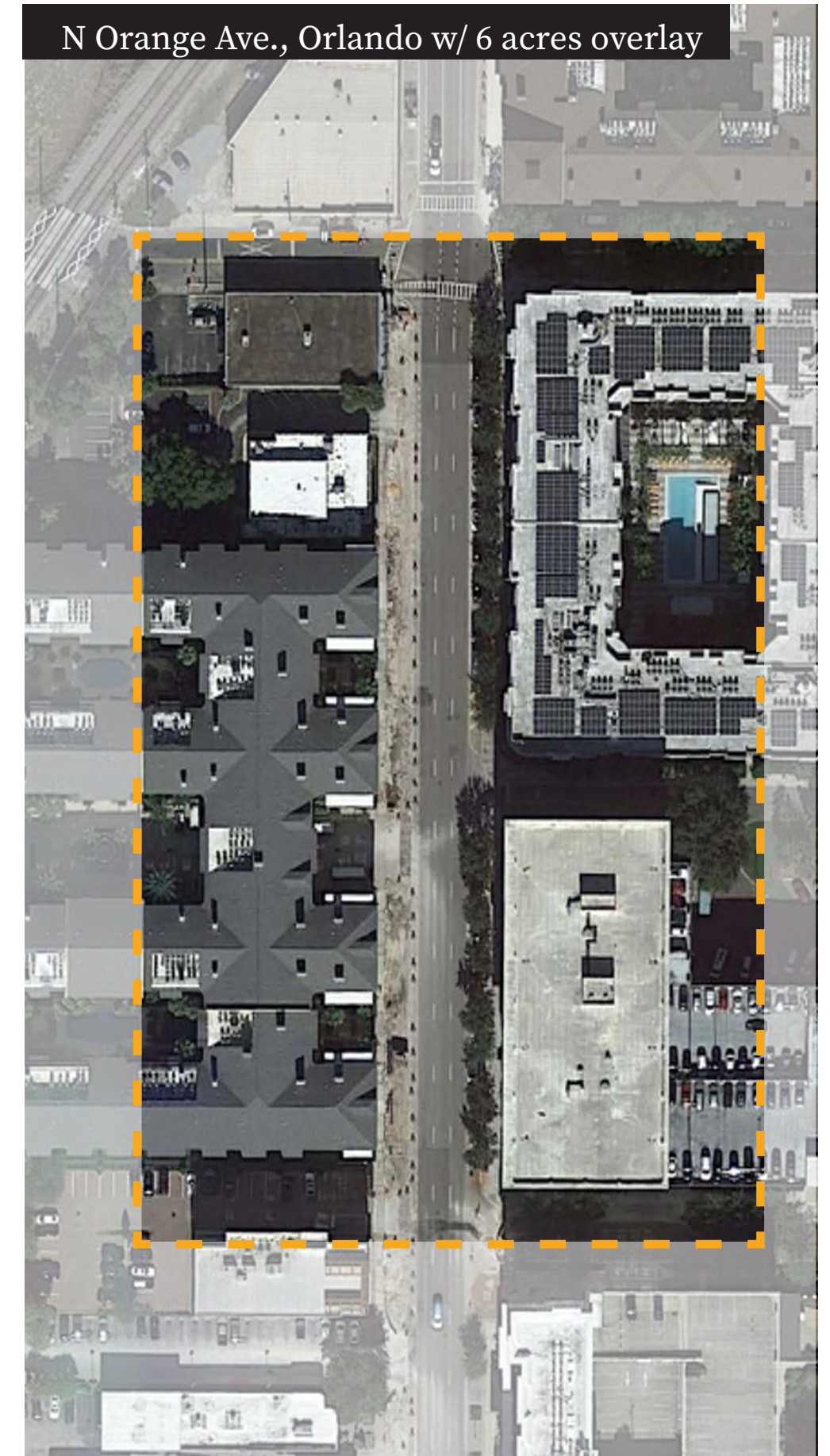
Redevelopment Case Study: State Building

The current State Building blocks disrupt the continuity of use along the corridor and are generally less urban than either the blocks south in the Central Business District or Tampa Heights. In total, the current State Building property accounts for approximately 6 acres of developable land that are currently being underutilized.



The following represents an illustration of the possible uses that could take place within that envelope. Of a similar area, the North Quarter district in Orlando has been redeveloped to include mixed uses including residential and office towers with groundfloor retail space creating a vibrant downtown neighborhood.

By redeveloping the State Building property, there is an opportunity to reconnect the urban fabric in the corridor and strengthen connections between north and south while utilizing property to its highest and best use.



North

Tactical approach focused on flexible interventions that maintain the eclectic character of the area

General Recommendations

Short-term Tactical Improvements:

- Flatten existing driveway cuts
- Implement new crossings to avoid existing drainage structures
- Create new curb extensions to improve pedestrian experience
- Add new landscape planters and tree additions
- Establish parklets in key locations
- Implement branded graphics on light & signal poles
- Activate empty parking lot spaces

Long-term:

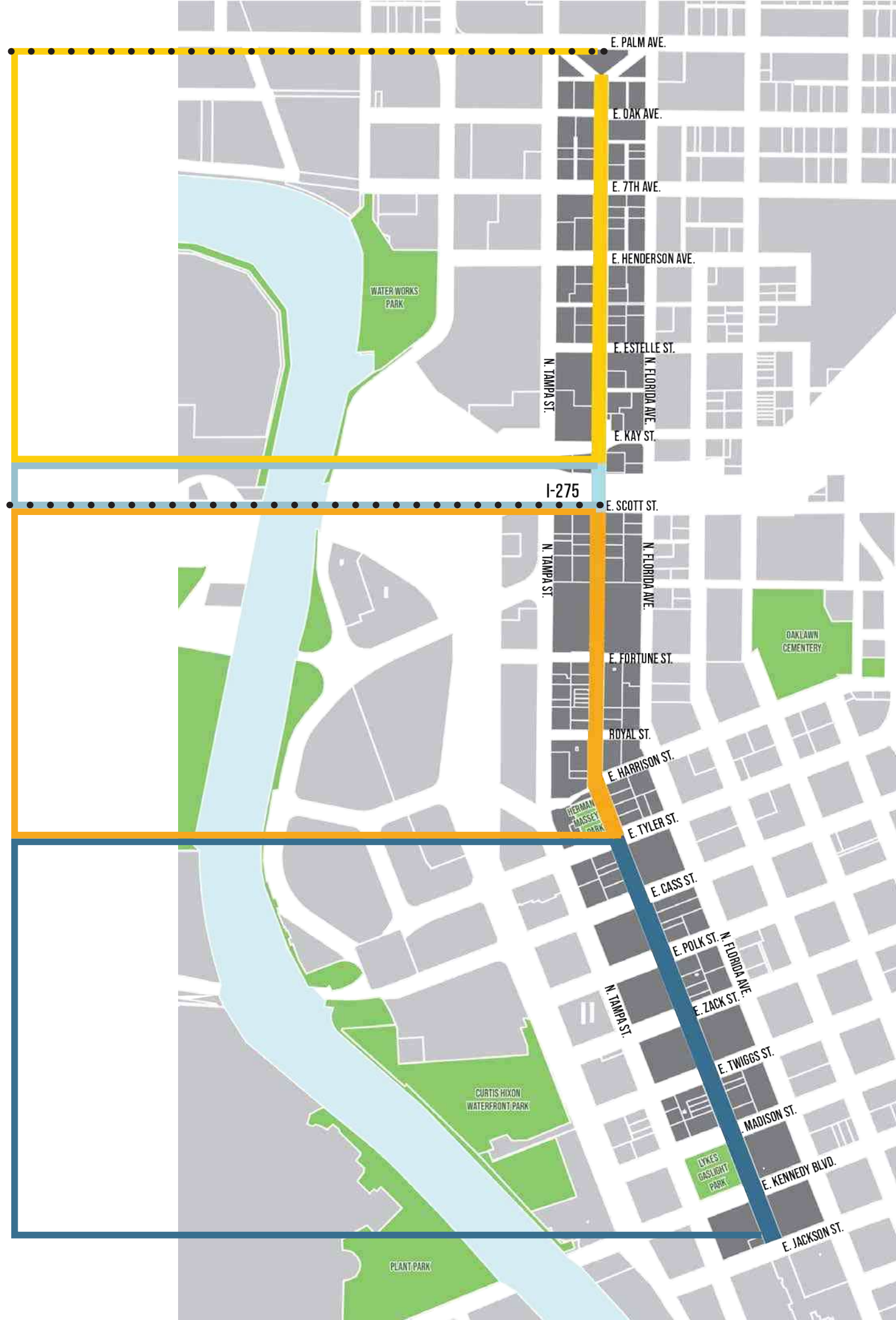
- Formalize tactical improvements
- Uncover brick street

Area 4:
Tampa Heights
Eclectic, friendly, artsy.
Historic yellow brick, murals,
industrial touches.

Area 3:
I-275

Area 2:
Historic North Franklin
Historic, charming, refined.
Mix of historic brick, iron and
concrete.

Area 1:
Downtown Core
Vibrant, sleek, and authentic.
Mix of historic and
contemporary materials.



Streetscape Zones

Currently, the Tampa Heights streetscape includes a primary walkway with some areas including tree cut-outs. The parallel parking aisle provides an opportunity for tactical improvements including parklets, canopy trees, and pedestrian bulb-outs.



Sidewalk Cafe Opportunities
Sidewalk cafe activation is limited on the north portion of the street by narrow sidewalks that serve primarily as the walking zone. For this reason, tactical parklets along the parallel parking lane provide an opportunity for cafes and restaurants to set up outdoor sidewalk cafe spaces and activate pedestrian use along the corridor. As this is an emerging neighborhood, this approach also allows a flexible approach to cafe seating allowing incoming businesses the flexibility to implement seating as needed throughout the corridor.

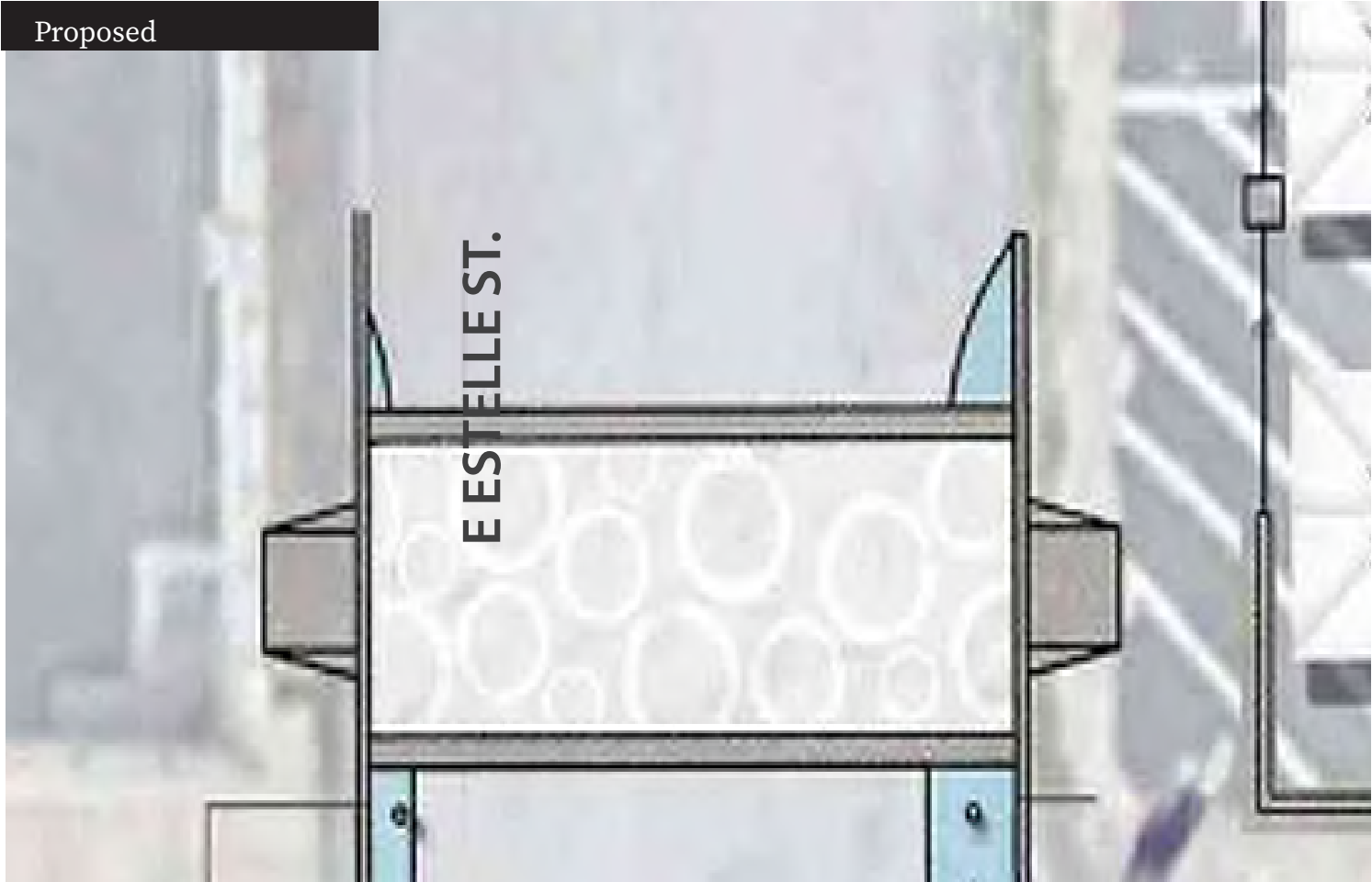
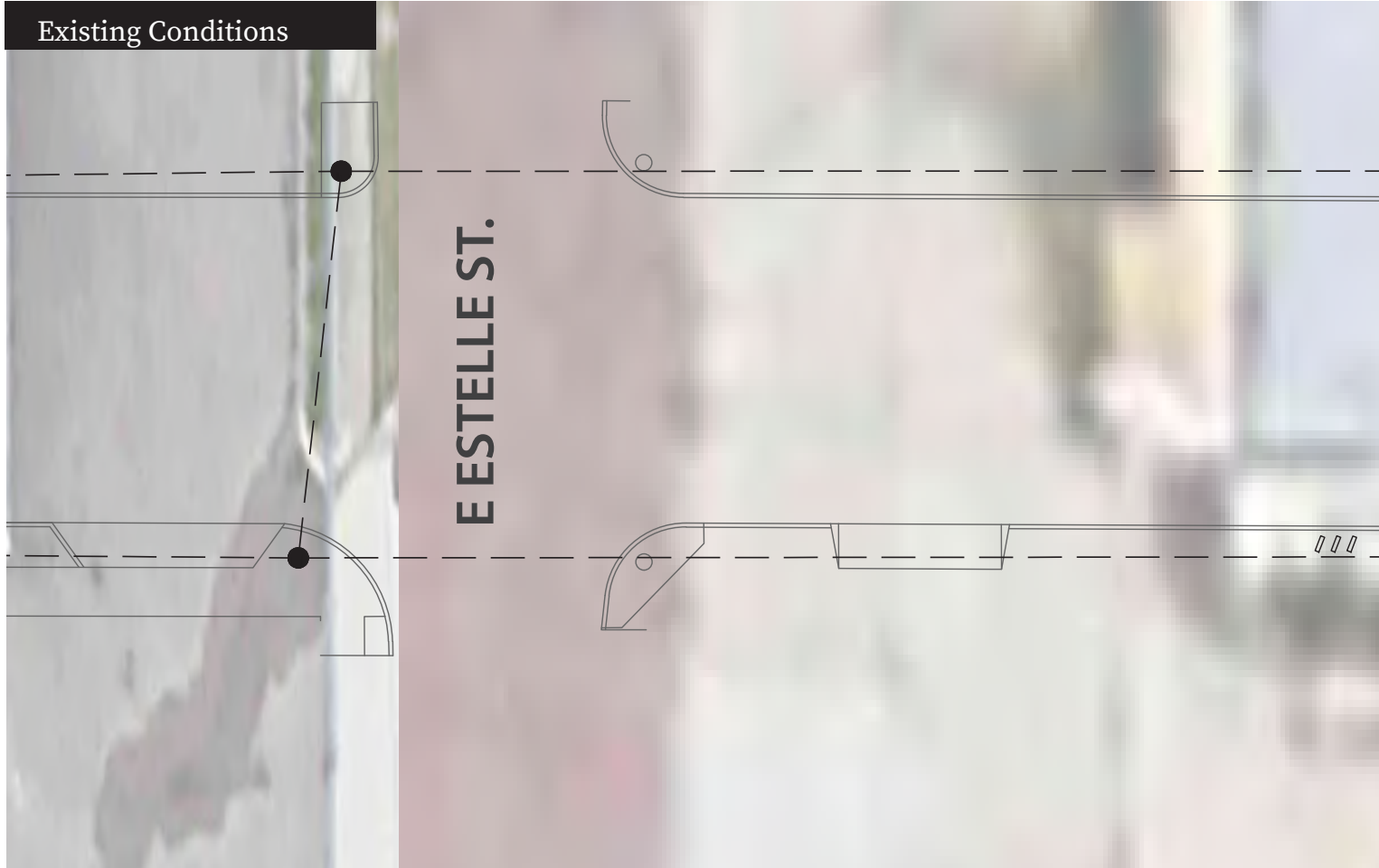
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6. Relates well to its bordering uses
7. Encourages human contact and social activities
8. Optimizes hardscape and/or landscape
9. Promotes safety of pedestrians and vehicles
10. Promotes sustainability
11. Is well maintained without excessive costs.
12. Has a memorable character



Intersections

Tactical paint reduces crossing lengths while new curb ramps avoid existing drainage structures to provide accessible crossings.



Intersections

The existing street intersections in the Tampa Heights area are difficult to cross with drain inlets preventing ADA crossings and on occasion no marked crosswalks.



Intersections

A tactical improvement approach adds painted bulb-outs to decrease crossing distances and pushes crosswalks behind existing drain inlets to allow for curb cuts and safe crosswalks. Tactical container trees and shrubs soften the hard crossing and provide shade.

Tactical Improvements



Intersections

A long-term improvement formalizes the tactical approach providing permanent crosswalks. A trench drain approach eliminates pedestrian hazards while maintaining existing flow-lines for roadway drainage.



Tactical Planting

Provides short-term greening of corridor prior to costly infrastructure improvements for a more people-centric street.

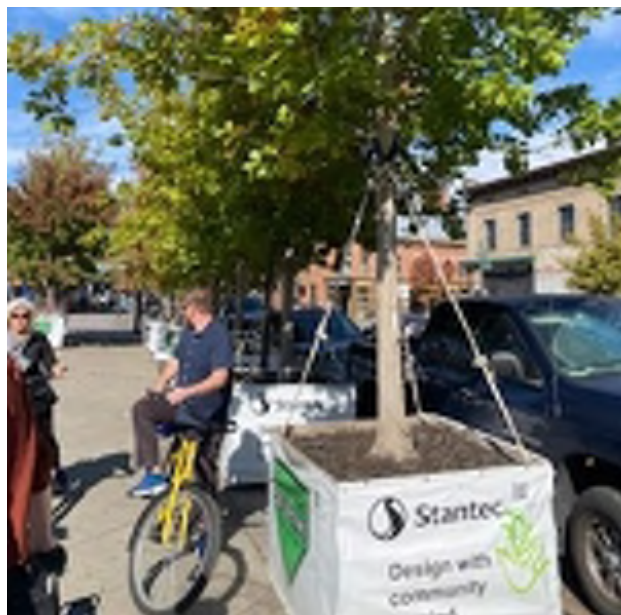


Container Palette

Trees provide shade and create a more friendly pedestrian space. This tree selection is suited for a tactical approach with containerized trees. The following list of trees have been developed for their ability to provide shade and aesthetics throughout the corridor while preventing issues with existing overhead power remaining in a container.



The 2,000 Gallon Project in Brooklyn, NYC aimed at creating a visual representation for future bioswales. A similar approach can be used on Franklin Street using dumpsters at key locations to highlight moments along the corridor. Dumpster plantings can take on the form of small urban forests with clusters with canopy trees. In other instances, individual container trees can serve as street trees for shade and aesthetics.



A different implementation of this container planting can be seen in this image from Denver, Colorado.



Container Palette



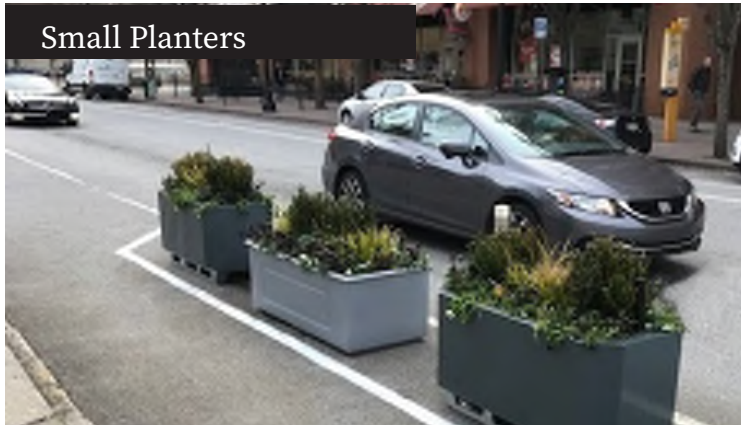
Furnishings

Tree Planter Pots



Tree planter pots can take on many forms based on available materials. Plastic nursery pots with painted logos, wood nursery pots, or even small dumpsters can serve to provide tree shade along the corridor. A variety of different approaches along the corridor can serve to reinforce the eclectic identity of this portion of the corridor and create placemaking opportunities.

Small Planters



Small planters at intersections soften the look of the corridor while providing visual vertical reinforcement for painted bulb-outs. These planters are specifically designed for tactical use.

Manuf.: DeziLine

Model: SteelGreen Planters

Color: TBD

Movable Seating



Movable seating can take on many forms and colors. For ease of use and management from a tactical perspective, these should be foldable or stackable for easy transport and storage.

Trash Receptacle



Manuf.: Landscape Forms

Models:
Plexus Litter

Color: Silver

Bike Rack



Manuf.: Landscape Forms

Models:
Key Bike Rack

Color: Multicolor

Parklets

Provide opportunities for street activation and outdoor seating areas.
Parklets should be matched to existing businesses and desired needs from the community.

Plan View



Simple platform

Provides flexible use with movable furnishings

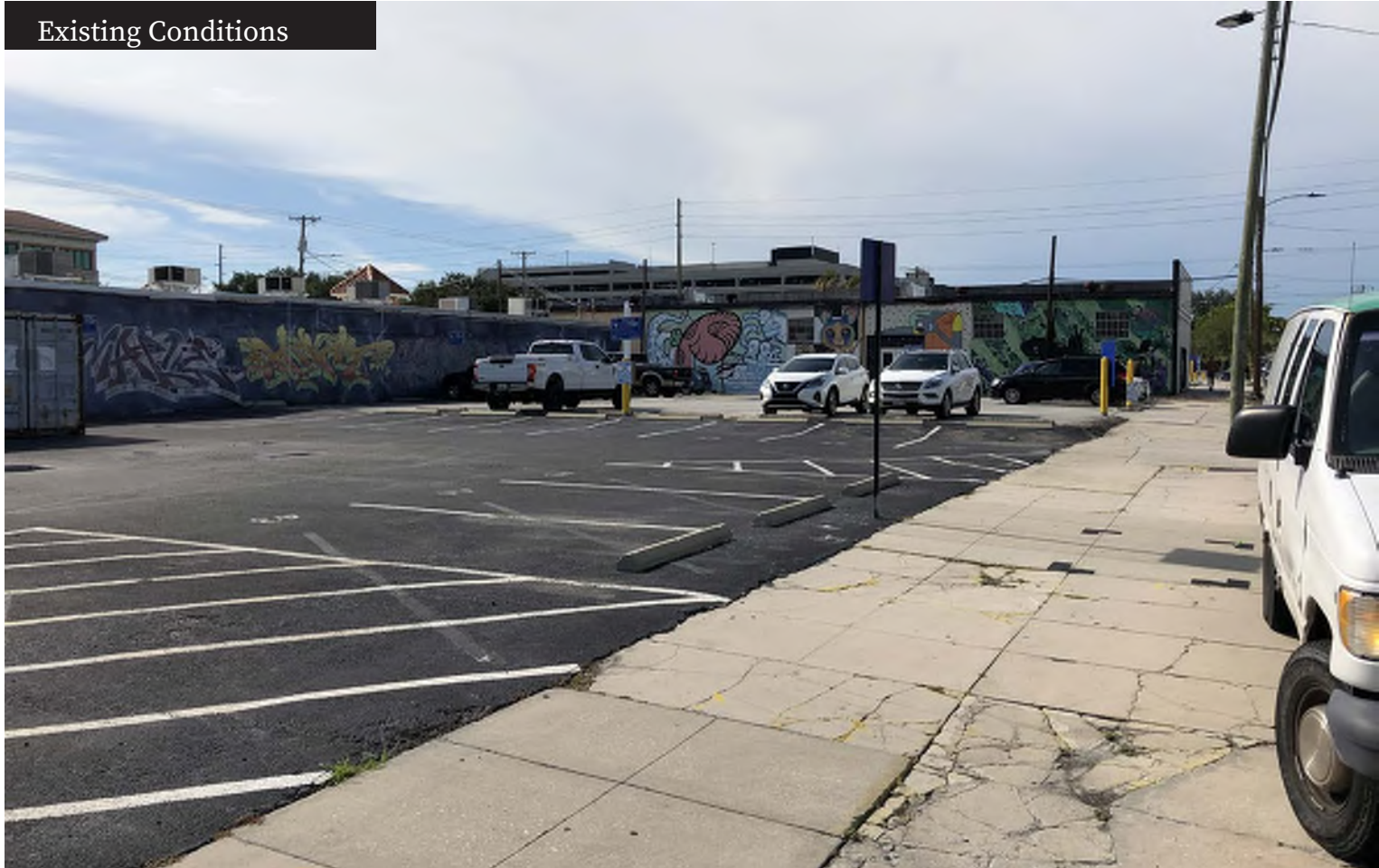


Pre-fabricated Fixed Furnishings

One-stop solution with integrated seating and planting

Parking Lot Edge

Defines the streetscape and screens view of cars.



Alley Activation

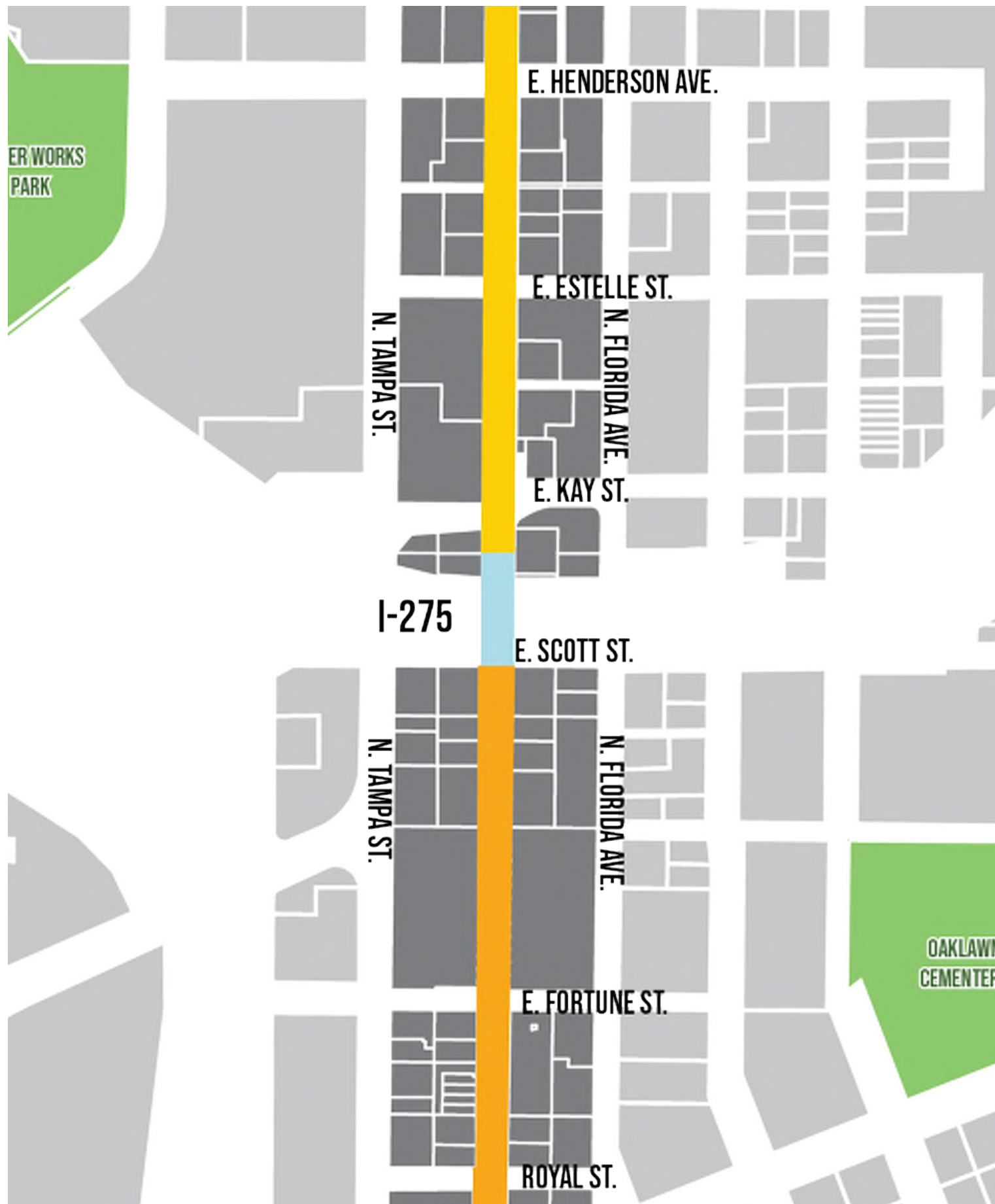
Specific alley improvements should be explored on a case-by-case basis to determine which alleys can support programming.



Recommendation Walkthrough

The following recommendations provide opportunities for improvement for the corridor that build upon the existing blocks and provide accessible short- to mid-term improvements for the corridor.

This on-the-ground approach determines specific opportunities within each block allowing creating an implementable set of recommendations from which costs can be developed.



Area 3: I-275

E. Scott St. to E. Kay St.

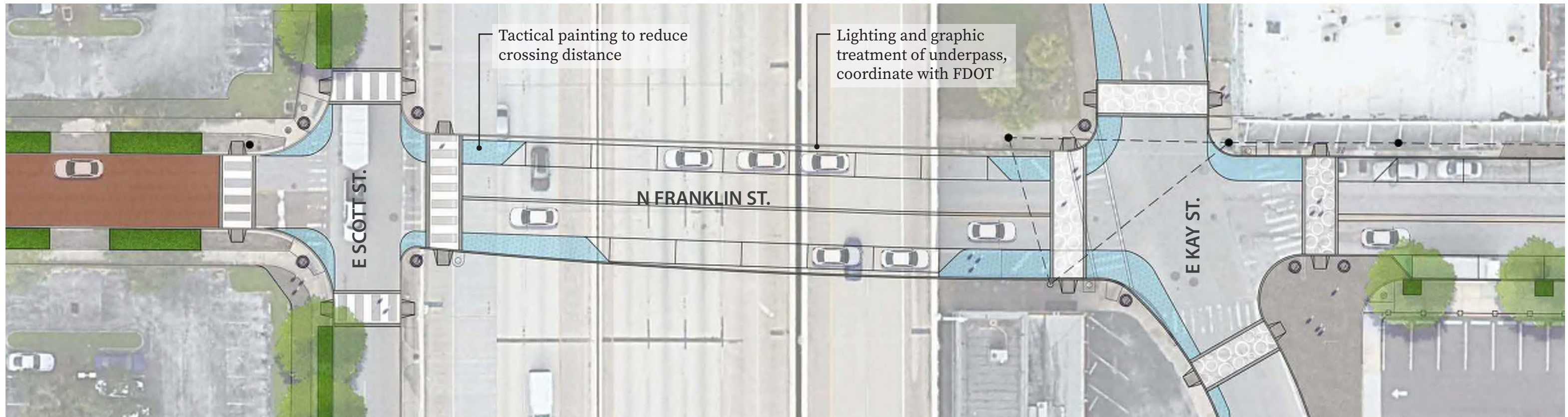
Area 3 is focused on the I-275 underpass. Currently the underpass is a hard, dark and unwelcoming space including much concrete and asphalt. Recommendations include decorative lighting and graphic treatment to create a more welcoming space that serves to connect Tampa Heights with the Central Business District.

Area 3: I-275
Block 12: E. Scott St. to E. Kay St.

Existing



Proposed



I-275

A combination of art, lighting, and planting creates a friendly welcoming corridor and generates opportunities for branding and wayfinding.

Existing Conditions



Anderson Railway Station - Glasgow, UK



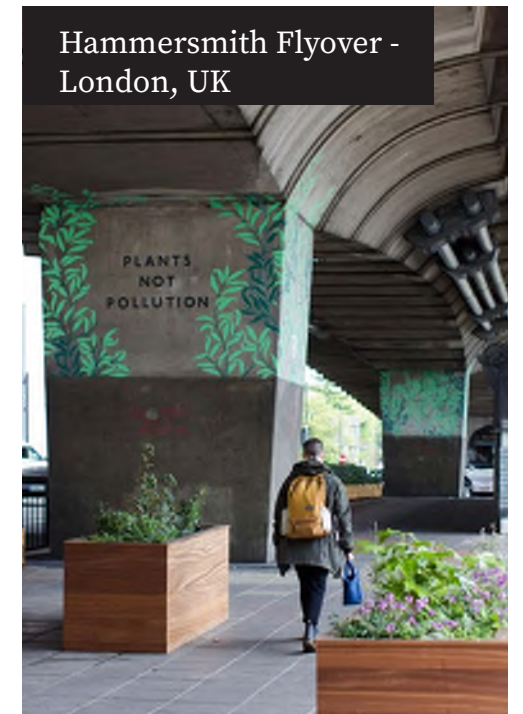
Race Street Pier - Philadelphia, PA



6th and Vine Street - Philadelphia, PA



Hammersmith Flyover - London, UK



Grant Street Tunnel - Atlanta, GA



I-40 Underpass - Memphis, TN





Area 4: Tampa Heights

E. Kay St. to Palm St.

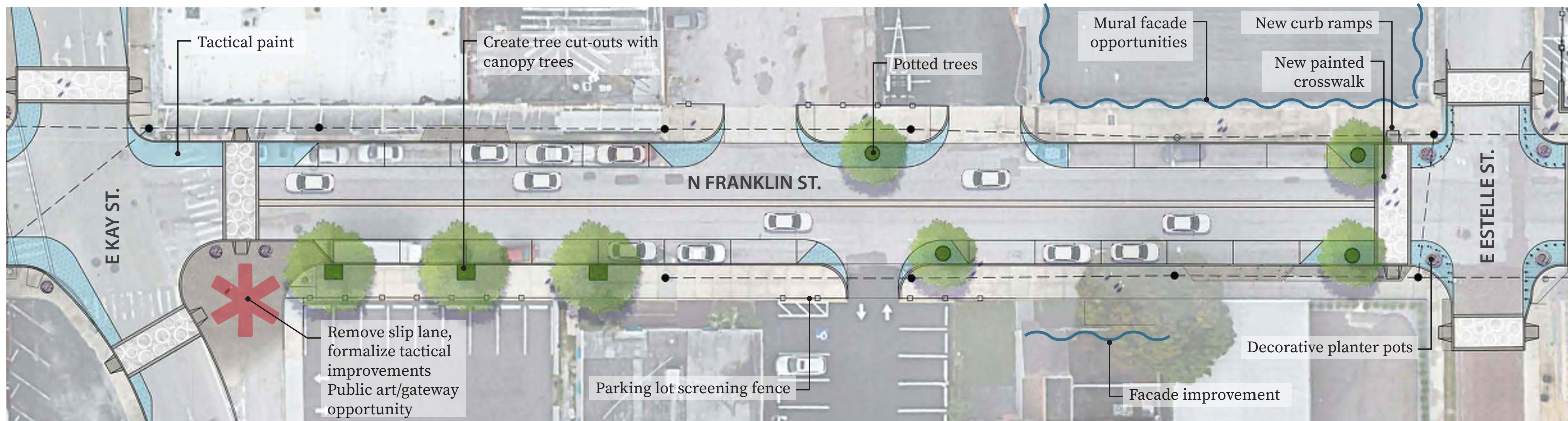
Area 4 currently includes an eclectic mix of buildings both historic and industrial with many murals throughout the corridor. However, this area suffers from a lack of green space and shade as well as unsafe sidewalk conditions such as broken sidewalks and remnant driveway aprons. Since this area is not a part of a current CRA funds are limited for improvements. Recommendations therefore focus on fixing existing pedestrian issues and enacting a tactical urbanism strategy to create more pedestrian friendly experience including additional tree canopy and improved safe crossings. This tactical approach works well with the current aesthetic of this area. However, it is intended that long-term improvements would replace tactical moves with future redevelopment or integration of this area into a CRA.

Area 4: Tampa Heights
Block 13: E. Kay St. to E. Estelle St.

Existing

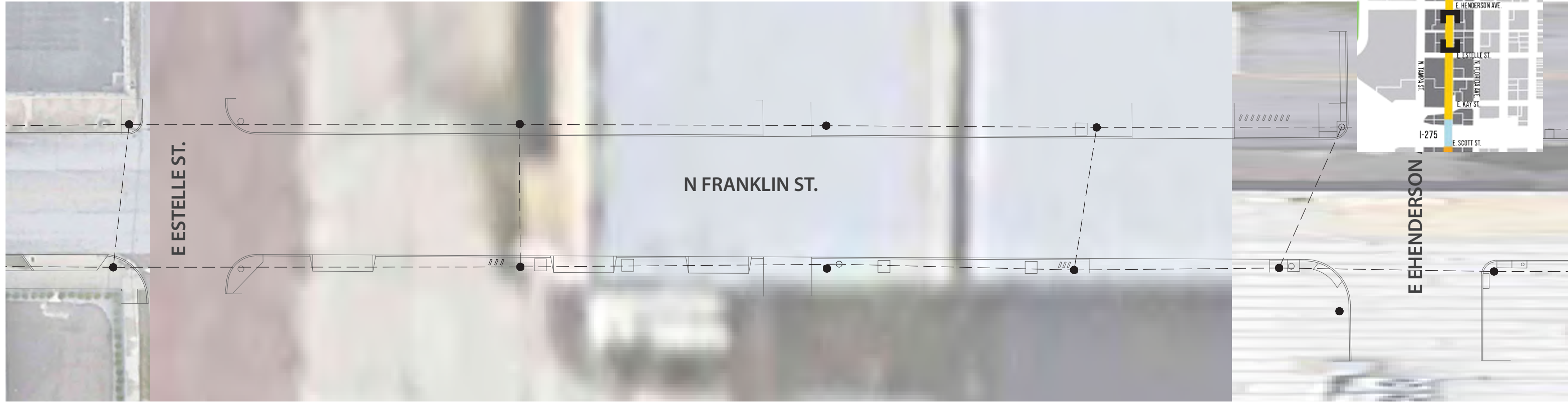


Proposed

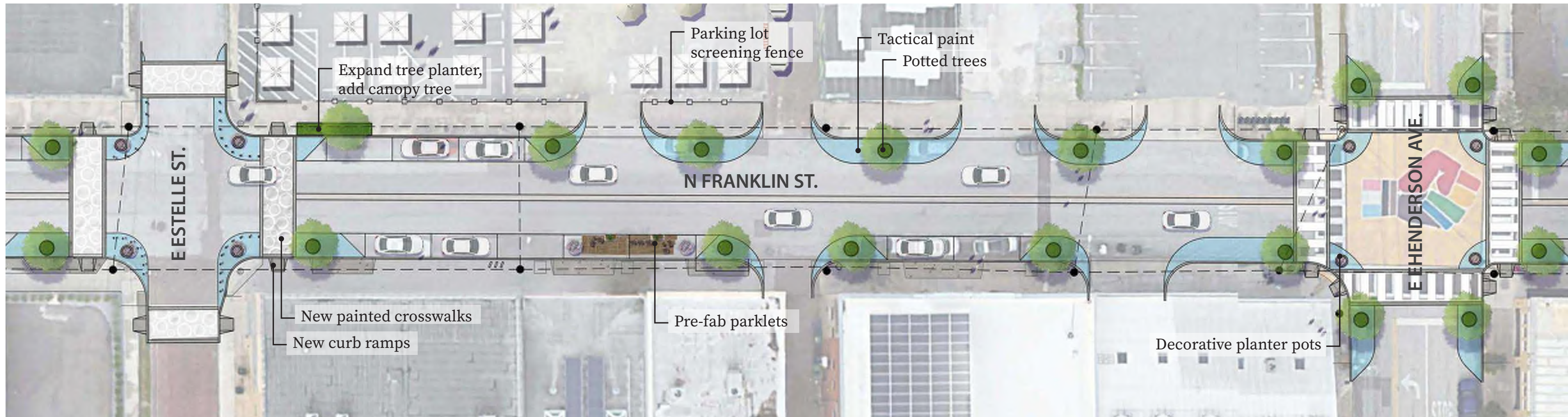


Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.

Existing



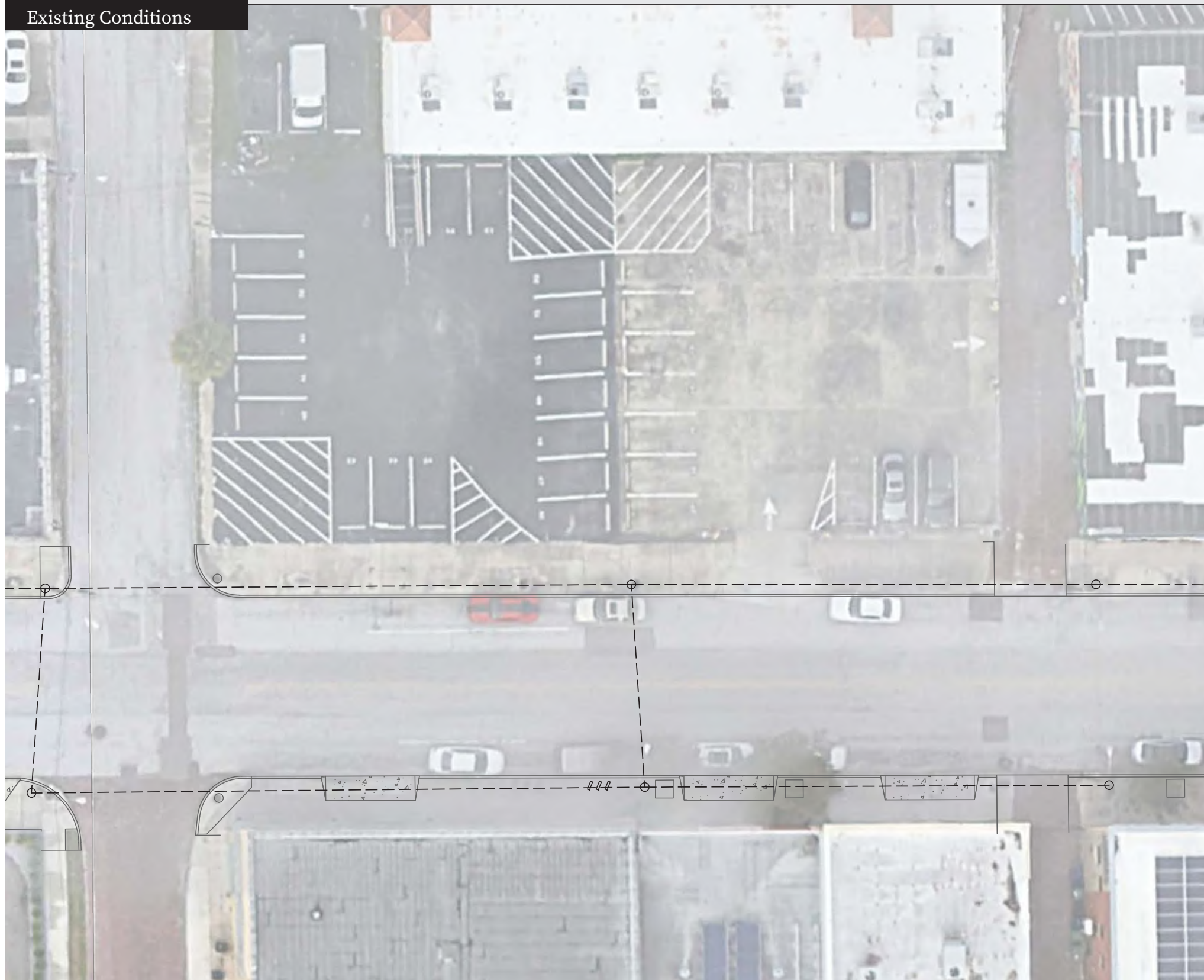
Proposed



Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.

Currently, existing parking lots sit primarily empty throughout the day breaking up the urban fabric.

Existing Conditions



Area 4: Tampa Heights

Block 14: E. Estelle St. to E. Henderson Ave.

Programming these parking lots would provide a pilot program to activate these parking lots on a regular basis.

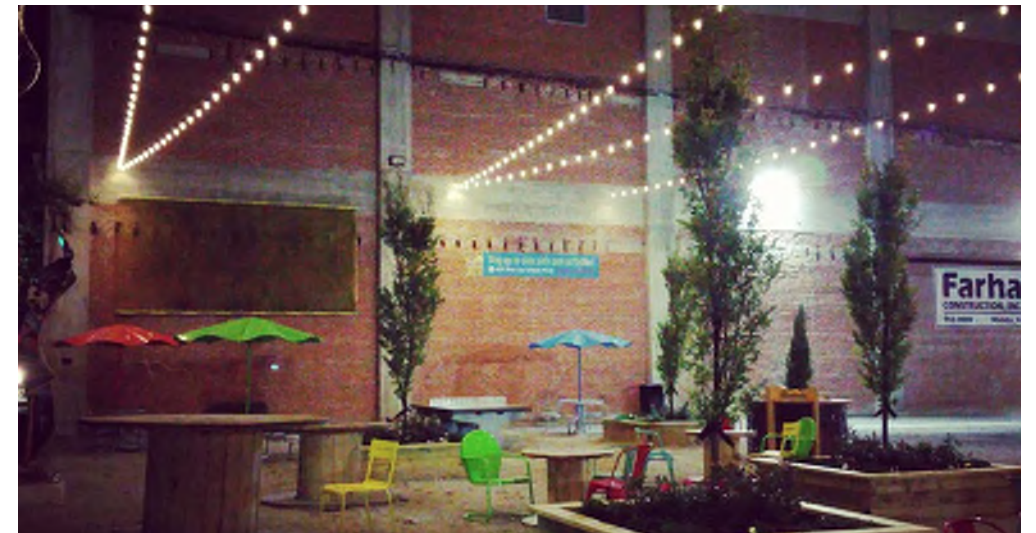
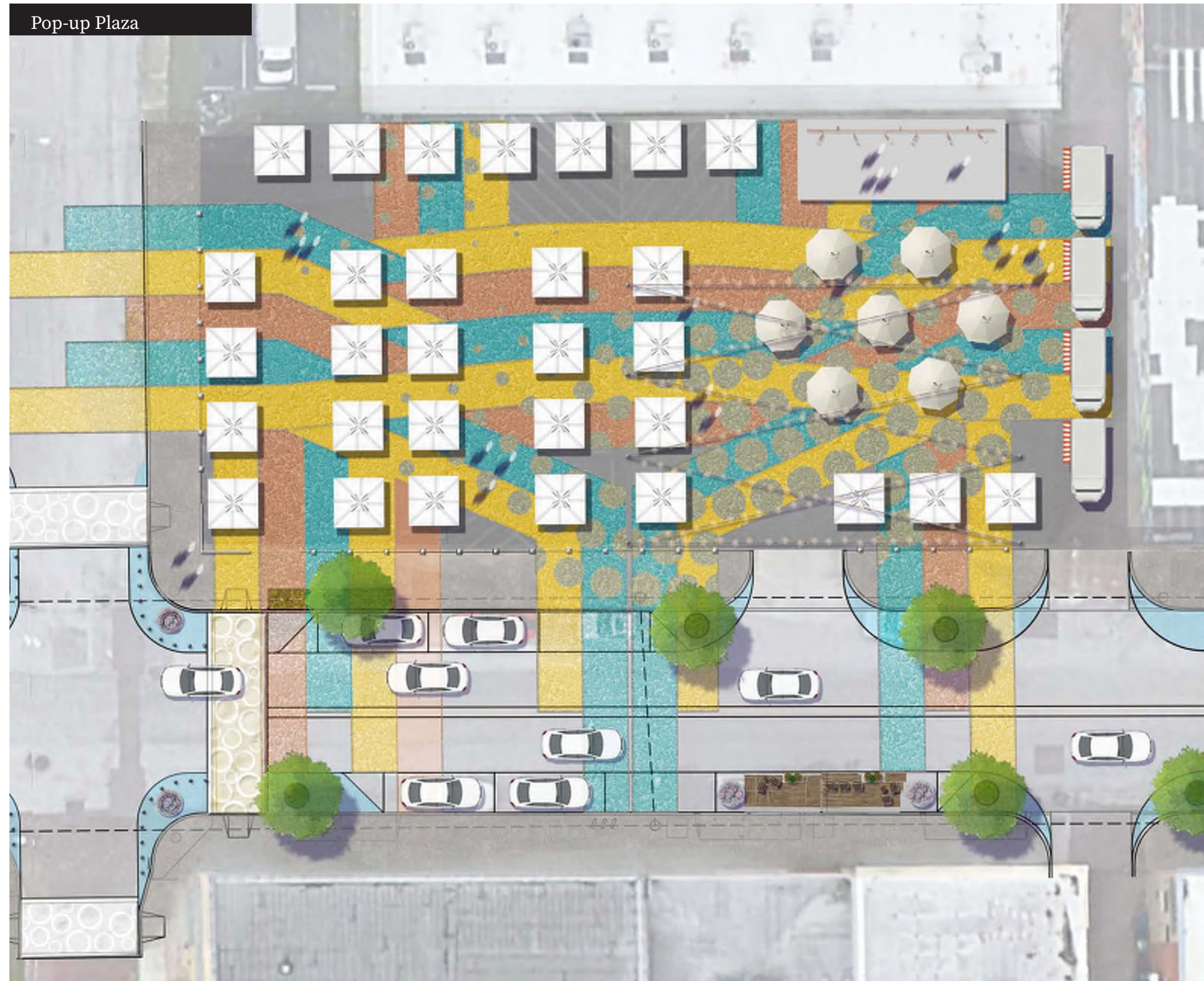
Programming



Area 4: Tampa Heights

Block 14: E. Estelle St. to E. Henderson Ave.

Low-investment improvements such as paint and lighting activate the space while maintaining day-to-day parking use.



Area 4: Tampa Heights

Block 14: E. Estelle St. to E. Henderson Ave.

Future build-out or interim prior to site redevelopment.

Container Park



Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Build-Out

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Build-Out

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Build-Out

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Build-Out

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Block 14: E. Estelle St. to E. Henderson Ave.



Build-Out

Area 4: Tampa Heights
Block 14: E. Estelle St. to E. Henderson Ave.



Build-Out

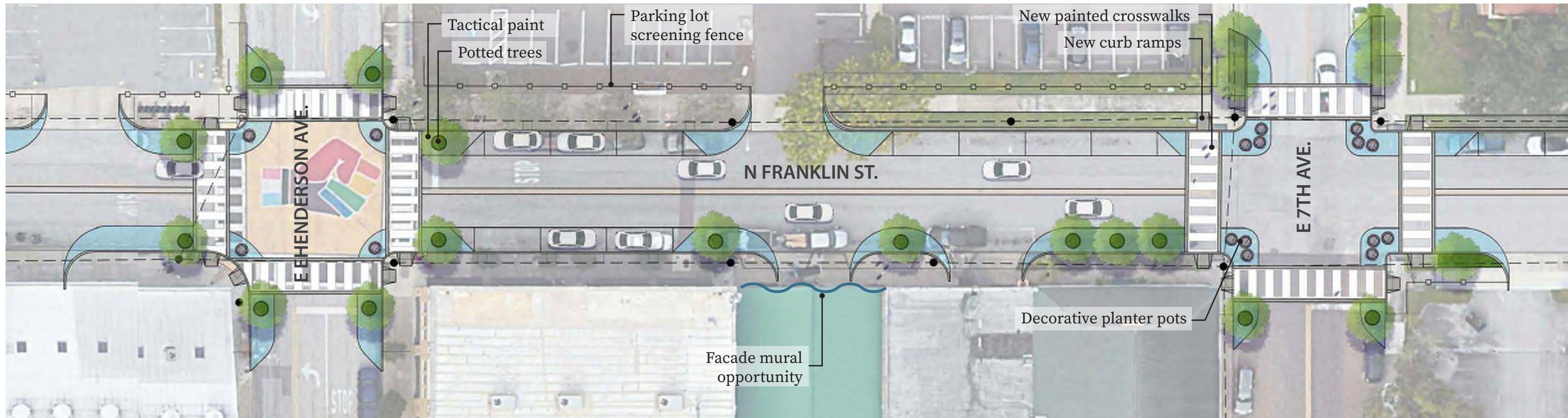
Area 4: Tampa Heights

Block 15: E. Henderson Ave. to E. 7th Ave.

Existing



Proposed

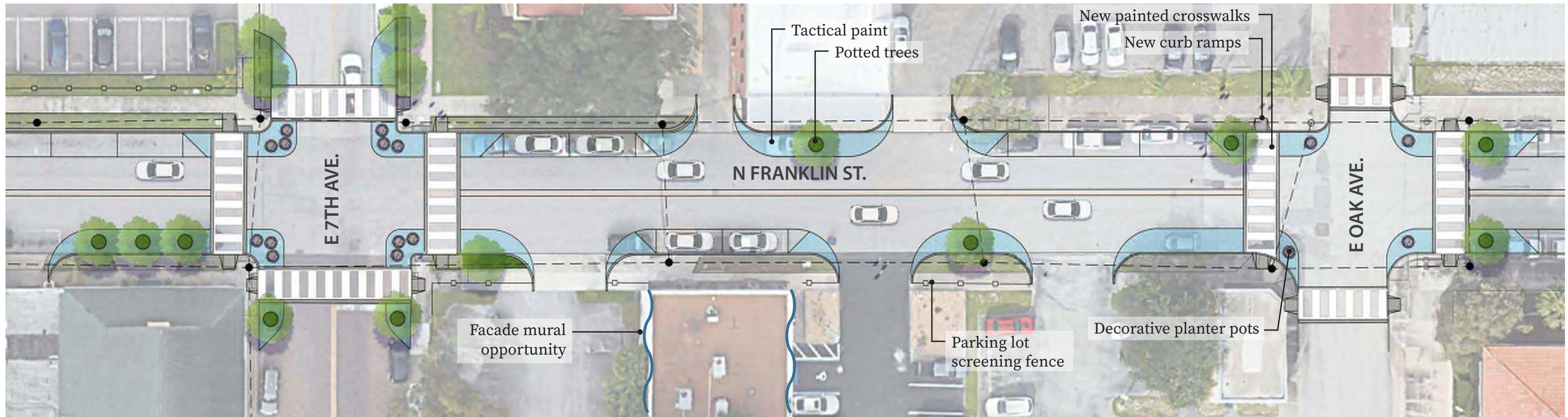


Area 4: Tampa Heights
Block 16: E. 7th Ave. to E. Oak Ave.

Existing



Proposed

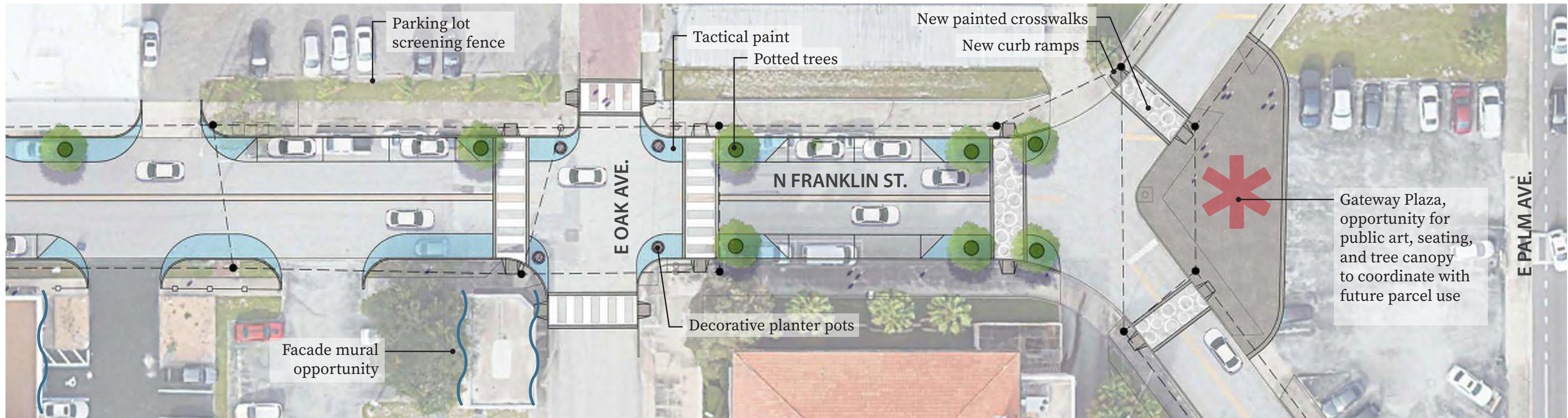


Area 4: Tampa Heights
Block 17: E. Oak Ave. to E. Palm Ave.

Existing



Proposed





E. PALM AVE.

E. OAK AVE.

E. 7TH AVE.

E. HENDERSON AVE.

E. ESTELLE ST.

N. FLORIDA AVE.

E. KAY ST.

N. FRANKLIN ST.

N. TAMPA ST.

I-275

E. SCOTT ST.

N. FLORIDA AVE.

N. TAMPA ST.

E. FORTUNE ST.

ROYAL ST.

E. HARRISON ST.

E. TYLER ST.

E. CASS ST.

N. FLORIDA AVE.

E. POLK ST.

N. FRANKLIN ST.

N. TAMPA ST.

E. JACK ST.

E. THURGS ST.

E. MADISON ST.

GREENWOOD PARK

E. KENNEDY BLVD.

E. JACKSON ST.

WATER WORKS PARK

CURTIS HIXON WATERFRONT PARK

PLANT PARK

OAKLAWN CEMETERY

PERRY HARRY SR. PARK

03 | Implementation

Strategic Program Initiatives

The following Strategic Program Initiatives encompass a series of recommendations beyond strict infrastructure improvements.

Strategic Program Initiatives

1. Advocate to expand the role of TDP with the City as “Keepers of the Vision”
2. Expand the Tampa Heights CRA boundaries to include Area #4
3. Determine feasibility of undergrounding certain solid waste receptacles
4. Establish bold incentive policies to accelerate redevelopment/adaptive reuse of the critical historic Woolworth and Kress Buildings
5. Repurposing parking lot along Yellow Brick Row, Tampa Heights
6. Long term relocation of Police Headquarters Building and adaptive redevelopment
7. Long term development of State Office campus site

1. Advocate to expand the role of TDP with the City as “Keepers of the Vision”

This entails revisiting how the TDP can be a more integral part of the decision-making process with regards to public resource allocation for projects and programs relevant to downtown’s master plan. It would also entail re-defining the jurisdictional boundaries for downtown incorporating the TDP district as well as the respective inner city CRA areas – Channel District, Downtown, Tampa Heights- that impact the economic, social, and cultural fabric of the city’s center. Currently, there are Strategic Action Plans for each of the CRAs, initiatives that impact the overall Downtown, but no specific forum to address how best to incorporate the various goals and objectives. In essence, each CAC provides its own direction when it comes to resource allocation.

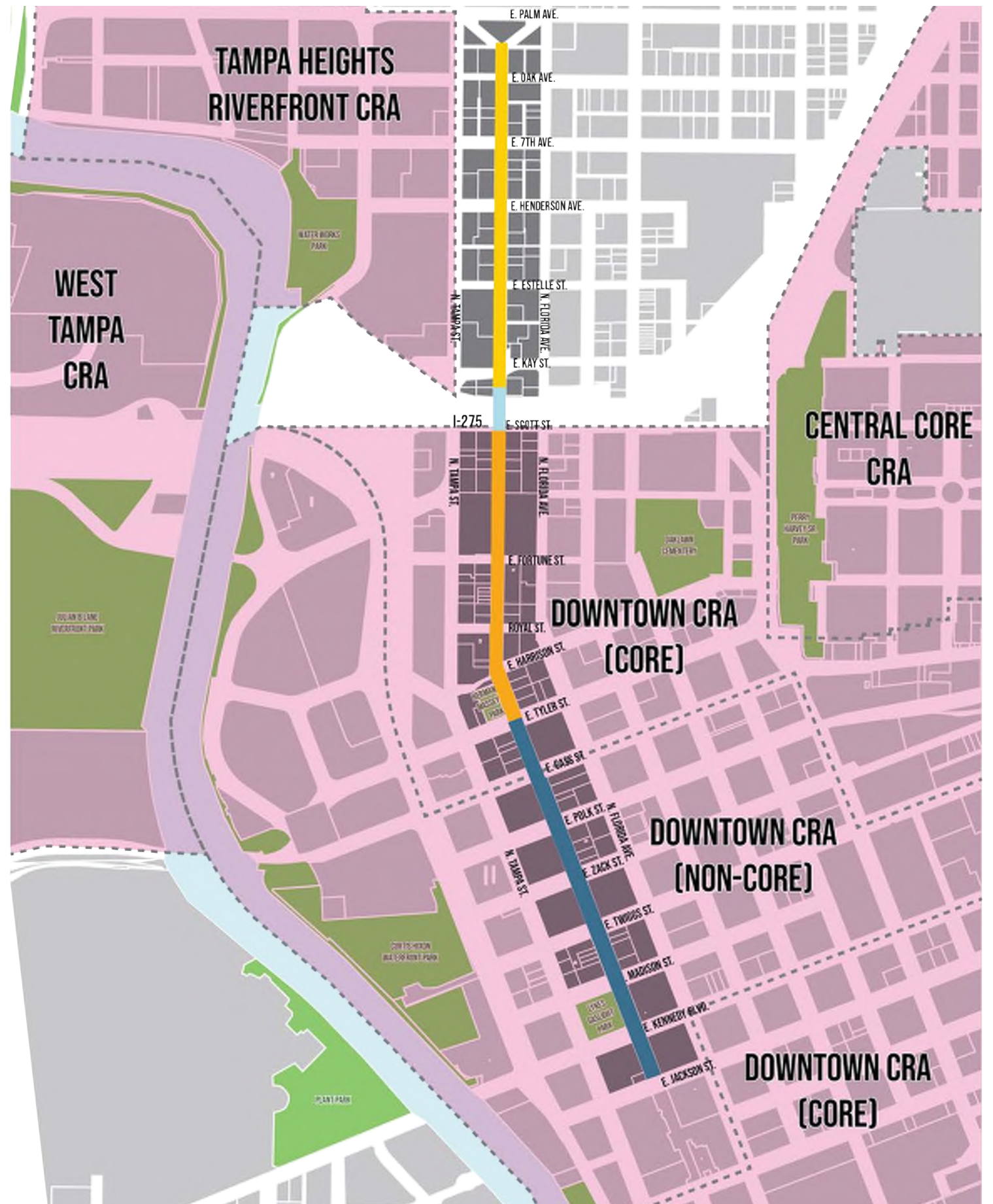
Currently, the TDP administers the Downtown SSD. This responsibility could be expanded to include a wider area (see CRA areas) for a more cohesive approach for SSD-related projects and programs- such as solid waste disposal, streetscape and open space maintenance, expanded ambassador program, code enforcement, etc.

A possible expanded TDP role could include development review of all capital projects seeking permits within the expanded downtown boundaries. This could entail creating a “Development Review Board” made up of lay professionals that review proposed projects for consistency with overall urban Downtown design guidelines prior to submission through the city’s permitting process. This board could also address banner design/placement, special permits for temporary public area uses, and other projects programs unique to downtown as a venue (Farmers Market, public art and entertainment, etc.)

It would not be the intent of this expansion of the TDP role to replace existing staff in their current roles, but to be the overall coordinator of the various initiatives taking place within Downtown. The current city structure of planning & programming is dependent on the TDP staff being made aware of what projects or programs a particular department of the city may be undertaking in downtown, sometimes after significant time and resources have been expended. Similarly, individual departments may not be aware of what others are programming for the area.

2. Expand the Tampa Heights CRA boundaries to include Area #4

The northern section of the Franklin Street corridor is significantly different from the segments south of the I-275 underpass. These differences are found in the historic character, scale, and land uses and as such are more closely aligned with the development programs associated with the Tampa Heights CRA Strategic Action Plan. Thus, it would seem appropriate to initiate the process to expand the existing Tampa Heights CRA boundaries and amend the plan to include the proposed transportation, capital improvements and catalytic development initiatives identified in this implementation strategy. It is understood that there have been previous discussions regarding the expansion but without any progress, due to concerns regarding resource allocation from the Trust Fund for already identified projects. An expansion of the CRA is possible without creating an undue burden on the existing resources and should be explored for further consideration.



3. Determine feasibility of undergrounding certain solid waste receptacles

Emerging technologies have allowed for less intrusive solid waste disposal systems to be incorporated in confined downtown areas. The cities of Kissimmee and Clearwater have integrated underground receptacles with their existing solid waste disposal service and have found the operations successful. Kissimmee has had the receptacles placed in their downtown area since 2016. Clearwater has installed them more recently. Other cities in Texas have also installed the system. This system should be considered for certain blocks along Franklin Street, particularly in the Tampa Theater block and the Woolworth/Kress block, E. Zack Street and E. Cass Street, as well as the block between E. Madison Street. and E. Twiggs Street. Further investigation of this system can be found at Underground Refuse Systems (www.undergroundrefuse.com) a Kissimmee-based provider.



4. Establish bold incentive policies to accelerate redevelopment/adaptive reuse of the critical historic Woolworth and Kress Buildings

The Woolworth/Kress Buildings block provide an opportunity for leveraging these historic structures as catalysts for significant private investment as repurposed venues, for exciting, destination driver businesses. These repurposed spaces could include a variety of uses, including, entertainment, food and beverage, interior market (food as well as durable goods), creative/maker spaces, meeting spaces, and offices, among examples.

The TDP, along with the city, should develop incentive policies to encourage the adaptive development of these types of spaces. These incentives could support impact fees, permitting fees, tenant improvements, facade grants, and similar types of programs that may accelerate redevelopment opportunities and enhance creative uses for these unique urban places.



5. Repurposing parking lot along Yellow Brick Row, Tampa Heights

The parking lot on the west side of Franklin Street between E. Estelle and the alleyway, provides a location for a creative use of the site as a local neighborhood destination. Adaptively reusing the site for both temporary uses, and semi-permanent uses, this site is well situated at the core of Area #4. With a modest amount of investment, temporary accommodation for a food truck park, weekly market venue, or other type of entertainment activity could be accommodated. If a more permanent control of the site is available through purchase or lease, consideration could be given to a higher level of site improvements. These temporary improvements can be as simple as surface painting, movable furniture, planters, and temporary recreational features. As the programmed uses accommodate more sophisticated events, higher level of improvements can be made and can be phased as resources permit.



6. Long term relocation of Police Headquarters Building and adaptive redevelopment

The current Police Department Headquarters Building is located on a critical block of Franklin Street and adds little to economic vitality of the street. In addition, the use of the street as temporary parking for police patrol cars limits access to the public along the corridor. Architecturally, the building is dated and contributes little to the area's aesthetics. Short term, consideration should be given to re-skinning the adjacent garage facade with a significant art element. Cities around the country are requiring such garage facades to add exciting opportunities for local artists/manufacturers to contribute their talents to the community.

Longer term, the police headquarters should be relocated and existing building repurposed. A prime example of a successful redeveloped public office is the Loft Hotel in downtown Orlando that was once the headquarters of the Orlando Utilities Commission. This high quality, limited service hotel has been a special addition to the CBD's hospitality and entertainment scene.



7. Long term development of State Office campus site

The 6+ acre State Office building site should be considered for future redevelopment. Its proximity to the interstate, along the historic corridor, as well as the Tampa Heights neighborhood, provide opportunities for higher density residential development. Undertaking a master planning process with the state for future development could be a “win-win” initiative for this underutilized real estate asset. Similar developments in other Florida downtowns have yielded impressive projects and regenerated economic activity on a significant scale.

The North Quarter is a prime example of an area almost identical in size, latent for over two decades, that has dramatically redefined downtown living. The 2000 Downtown Master Plan identified this area for potential residential development. Fronting a major section of Orange Avenue (a state highway), these developments required assembly of multi parcel private ownerships, as well as environmental contamination issues. Yet, with support from the public sector regarding environmental mitigation, land use regulation modifications, and focused incentives, the multi-family development market was enhanced. The result was a twenty year development process that has provided over 1700 residential units, including condos and rentals, a mix of office and ground floor commercial spaces.



24—LOOKING SOUTH ON FRANKLIN STREET,
TAMPA, FLORIDA.



Implementation Strategy

The following section provides a guide for the implementation of improvements of the Franklin Street corridor. The proposed near-, mid-, and long-term projects aim to provide a blueprint for the sequence of implementation, from smaller more evident wins to larger infrastructural projects.

Minor projects such as planting and irrigation upgrades and the addition of environmental graphics can be implemented without a survey. It is recommended that a topographical survey be conducted to determine the horizontal and vertical positioning of all natural features (ground elevation, vegetation, and trees, including location, size species and condition, etc.) and constructed features (roads, pavements, pipes, light poles, surficial utilities, drainage structures, buildings, etc.) within the full corridor prior to undertaking more complex task such as hardscape, pedestrian ramps and crossings and intersection improvements. A full assessment of condition and capacity of the stormwater, potable water and sanitary sewer systems infrastructure is also recommended in the evaluation of the extent of the redesign and reconstruction needed with the corridor.

Initial Task Prioritization Priorities

Tasks	Area 1: Downtown Core	Area: Historic North Franklin	Area 3: I-275	Area 4: Tampa Heights	Total
Shrub/Groundcover planting updates and irrigation	\$75,000.00	\$65,000.00	-	\$10,000.00	\$150,000.00
Tree planting gaps and changes	\$70,000.00	\$70,000.00	-	\$70,000.00	\$210,000.00
Banners/environmental graphics	\$7,000.00	\$6,000.00	-	\$10,000.00	\$23,000.00
Paving safety improvements		\$85,000.00	-	\$20,000.00	\$105,000.00
GRAND TOTAL					\$488,000.00

Task Prioritization Matrix

Tasks	Location	near	mid	long	Notes
Overall Franklin Street					
Utility Survey	All blocks	x			
Solid Waste Management Program	TBD		x		
South					
Area 1: Downtown Core					
Open street to through traffic	Blocks: 01 & 02	x			Operational
Landscape (groundplane planting areas) / irrigation upgrades	All blocks	x			Including landscape material and irrigation
Tree/palm planting additions upgrades	All blocks	x			Including tree/palms and soil cells
Branded Graphics – light /signal pole banner additions	All blocks	x			
Paving replacements and upgrades	Block 07	x			Hardscape improvements to match existing
Tampa Theater: Removeable bollards / Festoon lighting	Block 05	x			
Tampa Theater: Central plaza space only	Block 05	x			
Planter borders	All blocks		x		
Standard site furnishings	All blocks		x		Replace existing and provide additional
Landscape planter pots/irrigation	All blocks		x		Including pots, landscape material, and irrigation
Intersection treatment	All blocks		x		Including curb ramps, crosswalks, and paving
Architectural edge treatment at surface parking lot gaps	Block 05		x		Fencing and decorative wall
Woolworth/Kress Buildings: Incentive policies to accelerate redevelopment/ adaptive reuse	Block 06		x		Strategic initiative
Remove parallel parking and reclaim for pedestrian space	Block 07			x	Include demo, hardscape to match existing, and curb
Relocation of Police Headquarters	Block 02			x	Strategic initiative
Tampa Theater: Full block flush shared space / Streetscape redo	Block 05			x	Make street flush, upgrade materials, add furnishings
Area 2: Historic North Franklin					
Landscape (groundplane planting areas) / irrigation upgrades	All blocks	x			Including landscape material and irrigation
Tree/palm planting additions upgrades	Blocks: 08, 09, 10	x			Including tree/palms and soil cells
Branded Graphics – light /signal pole banner additions	All blocks	x			
Paving replacements and upgrades	Blocks 10	x			Hardscape improvements to match existing
Tactical paint intersection improvements	Block 11	x			
Planter borders	All blocks		x		
Standard site furnishings	All blocks		x		Replace existing and provide additional
Landscape planter pots/irrigation	All blocks		x		Including pots, landscape material, and irrigation
Intersection treatment	All blocks		x		Including curb ramps, crosswalks, and paving, duratherm at FDOT intersections only
Architectural edge treatment at surface parking lot gaps	Block 09		x		Fencing and decorative wall
Reduce driveway widths	Block 10		x		Hardscape improvements to match existing
Shift sidewalk to ROW line and add tree lawn along E Scott St.	Block 11		x		
Remove parallel parking and reclaim for pedestrian space	Blocks: 08, 09, 10			x	Include demo, hardscape to match existing, and curb
Remove fence along State building parking	Block 11			x	
Expose brick street along State building	Block 11			x	
State Office Campus Site: Development	Block 11			x	Strategic Initiative

Task Prioritization Matrix (cont.)

Tasks	Location	near	mid	long	Notes
North					
Area 3: I-275					
Landscape planter pots/irrigation	All blocks	x			Including pots, landscape material, and irrigation
Tactical paint bulb-outs	All blocks	x			Including paint, planters, flexible bollards
Branded Graphics – light /signal pole banner additions	All blocks	x			
Cosmetic improvements including lighting, art/paint, and landscape	All blocks		x		
Area 4: Tampa Heights					
Tactical intersection treatment	All blocks	x			Including curb ramps, crosswalks, and tactical paint
Landscape planter pots/irrigation	All blocks	x			Including pots, landscape material, and irrigation
Tactical paint bulb-outs	All blocks	x			Including paint, planters, flexible bollards
Tactical tree/palm container planting	All blocks	x			Including tree material and container
Sidewalk fixes/widening where possible	All blocks	x			Including apron removal & curb repair
Branded Graphics – light /signal pole banner additions	All blocks	x			
Container/Food Truck Park: Shared programmatic use for festival/food truck venue	Blocks:	x			Operational, agreement with property owner
Standard site furnishings	All blocks		x		Replace existing and provide additional
Architectural edge treatment at surface parking lot gaps	Block 14		x		Fencing and decorative wall
Pre-fabricated parklets	N/A		x		Number and location responsive to need/desire
Container/Food Truck Park: Enhanced surface treatment for festival/food truck venue	Block 14		x		Tactical paint, movable furnishings, festival lights
Implement public art/gateway features	Blocks: 13 & 17			x	Public art program to coordinate with streetcar station
Right-turn lane elimination at Kay Street	Block 13			x	
Container/Food Truck Park: Full build-out for festival/food truck venue	Block 14			x	Based on land purchase or swap
Full streetscape redesign (building to building – restore brick streets)	All blocks			x	ROW redesign to restore brick streets, improve intersections



**COMMUNITY
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