



Yellow Brick Row Business
Association
1617 N. Franklin Street
Tampa, FL 33602

<http://yellowbrickrowtampa.com>

Save the Date
02/26/2019
URBANISM ON TAP
Hidden Springs Ale Works
1631 N Franklin St.
5:30 Meet & Greet
6 PM Program

Dear Tampa Heights Stakeholders and Interested Parties,

It is with much enthusiasm that we announce the creation of the **Yellow Brick Row Business Association** along North Franklin Street in Tampa Heights (between Kay Street and Palm Avenue) and its initial efforts towards a greater and more prosperous future for businesses, visitors, and residents alike. In the past few months, the "Yellow Brick Row" in collaboration with the Tampa Heights Civic Association, the Urban Charrette, and Congress for New Urbanism Tampa Bay, have outlined and prioritized shared goals and objectives for the emerging commercial district and its neighboring communities to retain recent successes and cultivate future growth. We invite you to meet members of this new business association at an upcoming Urbanism on Tap event hosted by the Urban Charrette, CNU Tampa Bay, and Sun Coast APA. The event will be held February 26 starting at 5:30 pm at Hidden Springs Ale Works on the Yellow Brick Row and will feature a facilitated discussion about commercial main street districts and their importance in a growing city.

This effort represents the beginning of a facilitated engagement process into what makes the "Yellow Brick Row" special, what improvements are still yet needed, and how today's successes can inform guidance for future growth. This visioning and planning process builds off of prior community-driven planning and visioning work that has happened over the past two decades.

A community meeting was held on August 23rd at the Rialto Theatre. It was a joint meeting between the Tampa Heights Civic Association and the Yellow Brick Row Business Association, with the purpose of identifying a list of priorities for advancing the potential of this burgeoning business district, while preserving its unique character. Over fifty people attended this meeting, representing business owners, property owners, and nearby residents who shared their vision for the future and how to address current needs. The following major themes represent a culmination of the community and stakeholder input, illustrating the principles that guide, and should continue to characterize, the "Yellow Brick Row."

- The historic character of North Franklin Street, from the signature yellow brick to the district's overall pedestrian scale, is culturally and architecturally paramount. Any future development should respect and harmonize with that character.

- Accessibility by all modes of transportation is important, but pedestrian, bicycle, and transit should receive higher prioritization in this area above all else. The potential expansion of the streetcar and proximity to the Riverwalk reinforce this.
- The small-businesses and neighborly charm of this area is its heartbeat. The vibrancy of the “Yellow Brick Row” has been earned through individuals and its genuine entrepreneurial nature is greatly valued by the community.
- Lastly, the “Yellow Brick Row” is a model of inclusivity for arts, craft, and culture. The significant diversity of people and places is what gives this part of Franklin Street its soul.

As the “Yellow Brick Row” has begun the process of formalizing, including elements of marketing and coordination to meet these community goals, we ask too that our local agencies engage us to help facilitate our long-term aspirations and immediate challenges. We offer this letter as a request for support in both areas.

Both the “Yellow Brick Row” and the Tampa Heights Civic Association together request greater efforts in planning, design guidelines, coordination, and vision from our local agencies to assist the community-driven growth already taking place along the Yellow Brick Row. In addition to the larger planning process, there remains a need for immediate traffic calming and safety measures, such as striped crosswalks, narrower vehicle lanes, four-ways stops, bicycle accommodations, lighting, and bulb-outs that may be implementable in the interim. We request assistance in taking steps forward to formalize this overall vision and we are willing to put in the continued effort to assist in this process.

Please accept this letter, on behalf of the facilitators, stakeholders, and participants to engage in dialogue about the future of our neighborhood. We look forward to working with all our agencies to ensure a greater prosperity and vibrancy of the “Yellow Brick Row” and Tampa Heights and we hope to see you at the February 26th Urbanism on Tap event.

Sincerely,

Yellow Brick Row Business Association

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