

# FRANKLIN STREET VISIONING DOCUMENT



# *PROJECT* **TEAM**

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## **KEY STAKEHOLDERS**

City of Tampa

Florida Department of Transportation, District 7

Downtown River Arts Neighborhood Association

Yellow Brick Row Business Association

Various Property and Business Owners of Franklin Street

General Public





# INTRODUCTION & PURPOSE



*Some of Tampa's earliest accomplishments as a City occurred along Franklin Street, a once popular and thriving north-south corridor located within downtown Tampa. Today, there is renewed interest in revitalizing Franklin Street and the corridor's vibrant and unique character within downtown Tampa.*

## **Tampa's Historic Main Street**

Franklin Street has served as a commercial main street at the epicenter of Tampa's history since the earliest days of the City's incorporation in the mid 1800's. Franklin Street was the first street in the City of Tampa to be paved, the first to be illuminated by electric street lights, one of the first to host an extensive electric streetcar system, the siting of the City's first paved sidewalk at Franklin and Kennedy Boulevard and the siting of the City's first brick building, the Bank of Tampa at Franklin and Washington Street in 1886. Throughout Tampa's history Franklin Street has connected downtown Tampa to the City's surrounding residential neighborhoods and has provided the residents of Tampa with a place to recreate and enjoy entertainment as well as a place for businesses to sell their goods and services.

Unfortunately, over the years as the City of Tampa has grown and evolved Franklin Street's prominence in downtown and the overall City has fluctuated. While several local businesses continue to thrive along Franklin Street and several blocks have experienced infill redevelopment and new construction over the last several years, the Street has struggled to keep pace with the redevelopment activity & interest seen in other areas of downtown Tampa.

**In 2018, in response to requests from property owners, the Tampa Downtown Partnership ("TDP") extended their Special Services District ("SSD") to include portions of Tampa Heights, north of Interstate 275.** TDP's SSD program is administered through an annual contract with the City of Tampa and works to promote the downtown experience through a multitude of initiatives such as marketing, economic development, transportation, planning, and beautification, as well as maintenance and safety with Tampa's Downtown Guides and Clean Team. This expanded area within the SSD included approximately 5 blocks along the Franklin Street Study Area within the Tampa Heights neighborhood, one of Tampa's first suburbs to downtown. This area north of Interstate-275 has been coined "Yellow Brick Row" by local business owners, an homage to the area's historic blonde "yellow" brick buildings.

This expansion of TDP's Special Services District, along with the ongoing redevelopment of Tampa's downtown, helped spark renewed interest related to historic Franklin Street and

the role the corridor continues to play within the framework of downtown Tampa. Accordingly, in 2020 the TDP commissioned the drafting of a Franklin Street Visioning Document for the area of Franklin Street extending from Jackson Street in downtown's Central Business District ("CBD") to Palm Avenue in the Tampa Heights neighborhood. This "Franklin Street Study Area" includes a total of eighteen (18) city blocks, measuring approximately 5,700 linear feet (1.1 miles) within downtown. The Study Area excludes portions of Franklin Street that are located south of Jackson Street in the CBD because they are either part of the One City Center multi-tenant office "park" which occupies an entire city block in the CBD or are being considered in relation to other, separate design and planning initiatives in downtown such as planned renovations to the Tampa Convention Center and the Hillsborough Area Regional Transit Authority's planned extension of the Tampa Electric Streetcar line.

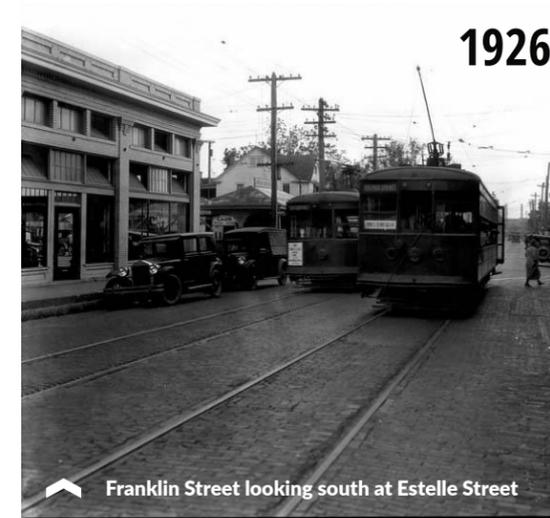
**Accordingly, this Franklin Street Visioning Document outlines the results of a collaborative planning and design effort led by the TDP to envision Franklin Street's present and future role as a historic Main Street and critical north south connector in downtown Tampa.** This Visioning Document is the result of several months of community engagement efforts that prioritized the engagement of downtown business and property owners, residents, workers, city staff, industry professionals and the general public in envisioning Franklin Street's future.

Community engagement efforts focused on engagement tools that allowed for compliance with the Center for Disease Control's (CDC) Safety Guidelines due to the ongoing COVID-19 pandemic. These efforts included: small group site walks with stakeholders, virtual group and individual stakeholder interviews, online public surveys, and an interactive web map application.

The results of these community engagement efforts are a realized, shared vision for Franklin Street as a historic Main Street both in Tampa's long history and in present day downtown Tampa. **This vision includes a recognition of the unique character of the Franklin Street Study Area, an analysis of ongoing redevelopment activity surrounding and influencing Franklin Street, and block-by-block recommendations that detail and categorize short-, medium- and long-term goals that were identified by TDP and stakeholders to assist in realizing Tampa's vision for Franklin Street moving forward.**



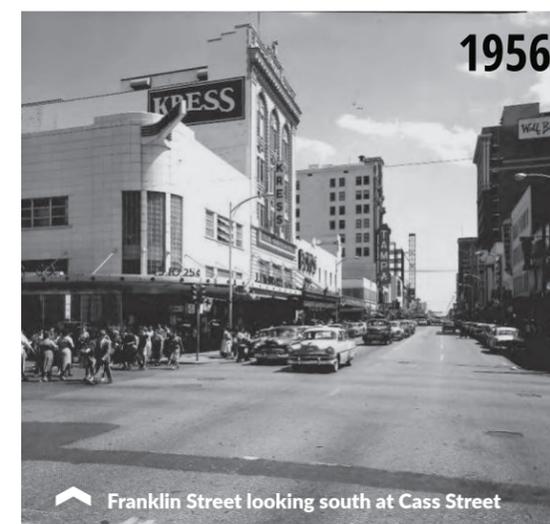
Several historic buildings remain along Franklin Street



1926



2020



1956



2020

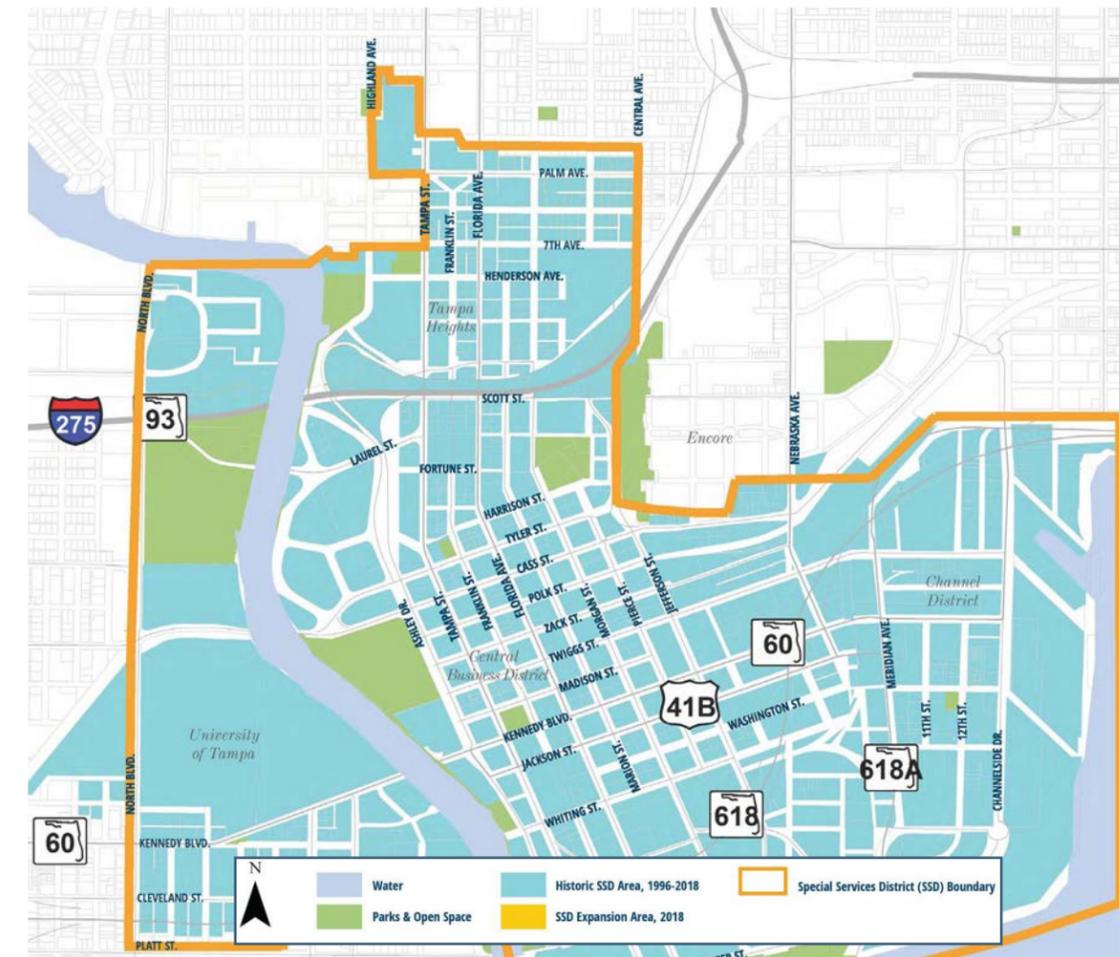
Franklin Street looking south at Estelle Street

Franklin Street looking south at Cass Street

## SPECIAL SERVICES DISTRICT

The Tampa Downtown Partnership ("TDP") administers the Special Services District ("SSD") program through an annual contract with the City of Tampa. TDP's Special Services District (SSD) is the longest operating Business Improvement District in the State of Florida. It encompasses 1,084.7 acres.

Since its inception in 1994, the SSD has provided services above and beyond the standard services provided by the City of Tampa. In October 2018, the District expanded to include an area within Tampa Heights, located north of Interstate 275. Funding for the SSD comes from a non-ad valorem special assessment placed on property owners. This assessment is \$1.0285 per \$1,000 in assessed value from the Hillsborough County Property Appraiser's office. In FY2019, the SSD budget was \$2,628,553.



# HISTORY OF FRANKLIN STREET



## Downtown Tampa's Main Street

Since Tampa's earliest days of incorporation, Franklin Street has served as a center of commerce, entertainment, and civic life to the downtown area and its surrounding neighborhoods. Stretching as far south as Whiting Street north to Palm Avenue, Franklin Street was home to a plethora of civic buildings, commercial store fronts, and cultural facilities that activated the street and created a bustling multi-modal corridor. The Tampa Electric Company's Streetcar System, which at one point totaled approximately 53 miles of track, ran north along Franklin Street and connected the corridor to neighborhoods as far north as Sulphur Springs and as far south as the original Port Tampa Bay. This system allowed Tampa residents from various parts of the City to access Franklin Street's various amenities which helped establish Franklin as Tampa's "Main Street".

A lot of Franklin Street's popularity stemmed from the street's various, multi-level department stores that allowed Tampa's early residents to shop for everything from everyday household essentials to holiday gifts in one building. These businesses included the original Maas Brothers Store at Franklin Street and Zack Street; the Woolworth's Store at Franklin Street and Polk Street; and the S.K. Kress & Co. "Five and Dime" Store at Franklin Street and Cass Street, among others. In addition to these department stores, the Franklin Street corridor also hosted numerous automobile showrooms, banks, hardware stores and theaters which attracted persons from around the City. By the 1930's the Tampa Theater, Florida Theatre (F.K.A. Franklin Theatre) and the Rialto Theatre were open, allowing Tampa's earliest residents to immerse themselves in a movie showing or play.

**Unfortunately, by the mid-1900's, like most cities across the country, Tampa residents' relationship with the downtown area evolved.** The advent and mass production of the personable automobile resulted in a population exodus from some of Tampa's first urban and suburban neighborhoods that were historically concentrated along the City's Streetcar System. This population exodus,

when coupled with nationwide trends, had a multitude of effects that ultimately contributed to the deindustrialization of Franklin Street over time. These effects included the flight of department stores out of downtown Tampa to newly established suburban areas which were experiencing a population increase; the removal of most of the City's streetcar network by 1946 which was replaced by a limited bus network; and construction of the interstate highway system in the 1950's and 60's which helped precipitate population density shifts away from established urban centers such as downtown Tampa and Franklin Street.

**Over the years, several planning initiatives have been completed in order to explore revitalization efforts along historic Franklin Street which may help restore the street to its former grandeur.** While the scope of such initiatives have varied, all efforts have focused on the common vision of restoring Franklin's role as a historic, pedestrian-activated, main street within the urban fabric of downtown Tampa. Thanks to these initiatives and others related to the overall downtown area, the Franklin Street corridor has experienced a variety of preservation and redevelopment successes within the last couple of decades. These successes include the redevelopment of various blocks along Franklin Street as well as the preservation of some of Tampa's most historic buildings with instances of creative reuse as event spaces, restaurants, and other local businesses.

However, despite these various successes, efforts to reactivate Franklin Street have struggled to attract the level of private investment that is prevalent in other parts of downtown Tampa. **While portions of Franklin Street have experienced substantial infill redevelopment within the last few years, an abundance of surface parking lots along the Street, a lack of connectivity beneath I-275, a prevalence of vacant buildings along the corridor, and other items as identified by key stakeholders herein, serve as obstacles to Franklin Street's revitalization.** This Visioning Document acknowledges the pivotal role Franklin Street has played in Tampa's history and the street's unique corridor. Furthermore,

this Visioning Document seeks to aid future redevelopment and reinvestment activity along Franklin Street in preserving and emphasizing the corridor's historic character while also allowing for Franklin Street to share in the benefits of downtown Tampa's ongoing revival.

Photo Credit:

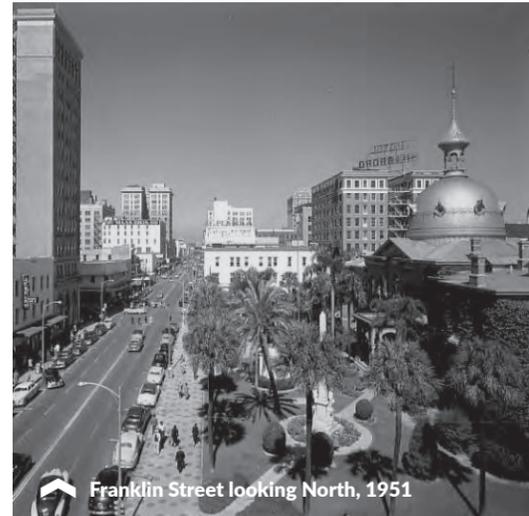
Black & White Imagery & Post Cards Courtesy of Tampa=Hillsborough County Public Library System



Tampa Theatre, 1929



Franklin Street looking North



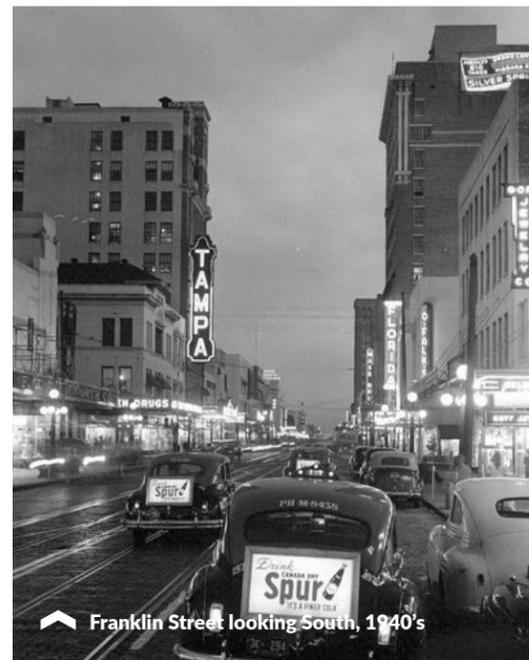
Franklin Street looking North, 1951



Woolworth's Department Store, 1953



Franklin at Tyler Street Looking North



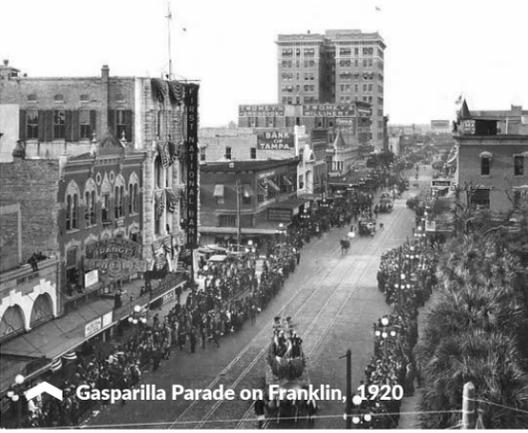
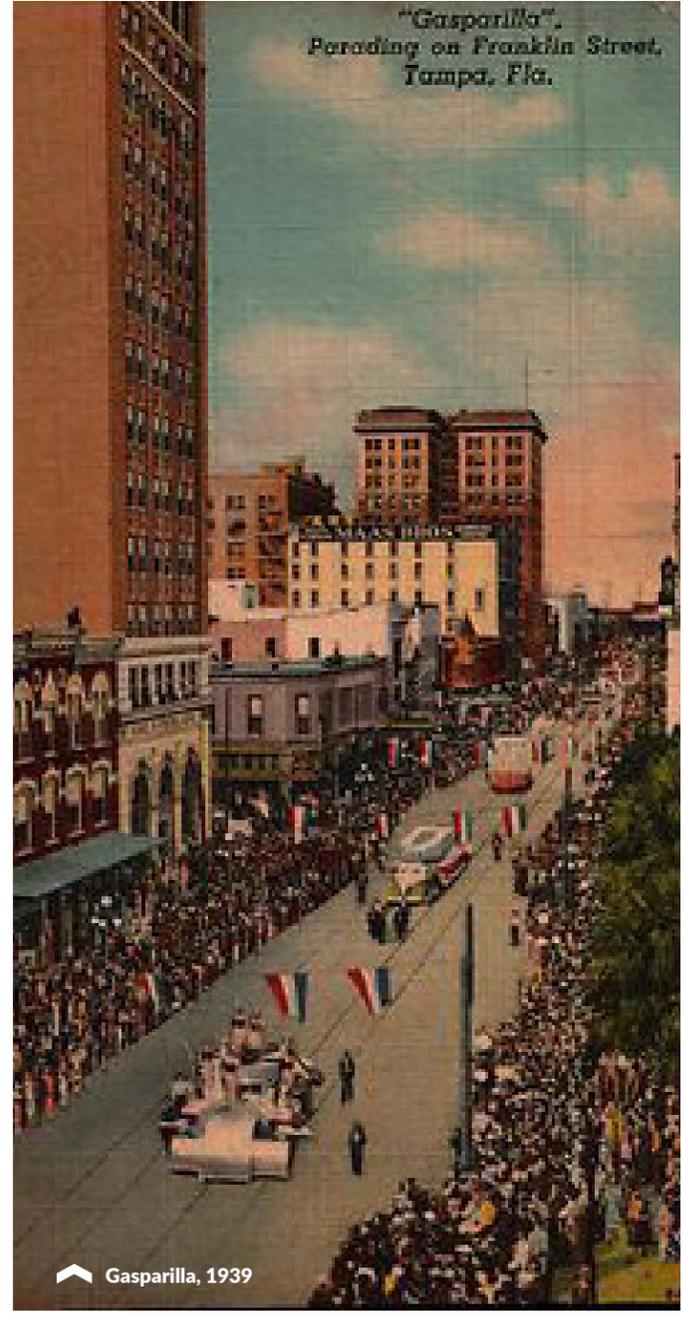
Franklin Street looking South, 1940's



Franklin Street in downtown Tampa



Franklin Street, Streetcar System



"Gasparilla",  
Parading on Franklin Street,  
Tampa, Fla.

^ S.H. Kress Building, 1920's

^ Franklin Street, 1956. Photo Courtesy of Yvonne & Hector Colado

^ Gasparilla Parade on Franklin, 1920

^ Tampa Theatre

^ Old National Exchange Building

^ Rialto Theatre

^ JJ Newberry Co. & S.H. Kress Building

^ Franklin Streetscape, 1920's

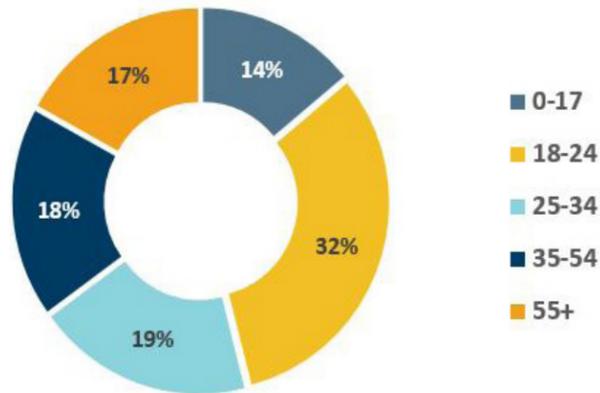
# DOWNTOWN TAMPA DEMOGRAPHICS

For purposes of this Visioning Document, the Franklin Street Study Area includes the portion of Franklin Street between Jackson Street in the downtown Central Business District and Palm Avenue in Tampa Heights.

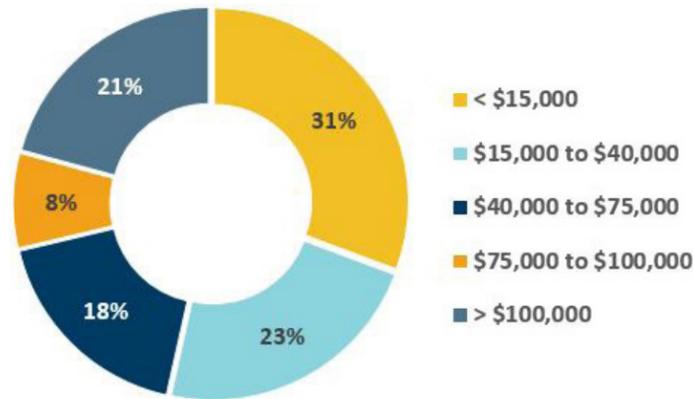
However, for purposes of analyzing relevant demographic data, it is important to consider the role Franklin Street plays within the overall downtown area. Accordingly, demographic data was sourced from a 2019 Report by the International Downtown Association, Value of U.S. Downtowns and Center Cities: Calculating the Value of Downtown Tampa, Florida. This Report defines a downtown demographic study area as the area bounded by the Ybor Channel on the east, Garrison Channel and Selmon Expressway on the south, North Rome Avenue on the west, and Columbus Drive on the north. When comparing demographics, the Report also defines the "City" as the City of Tampa, and the "Region" as the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area ("MSA").

## TODAY'S DOWNTOWN RESIDENT

### AGE



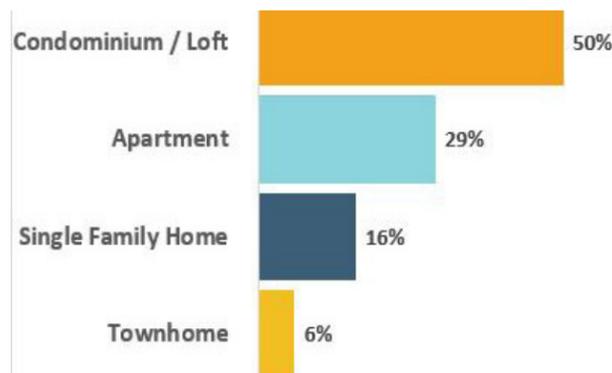
### HOUSEHOLD INCOME



### GENDER

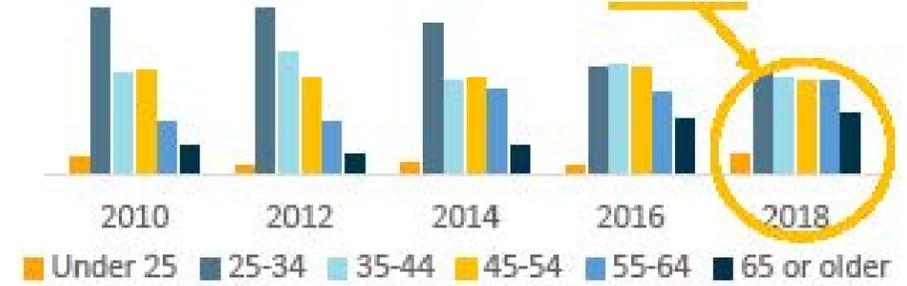


### RESIDENCE TYPE

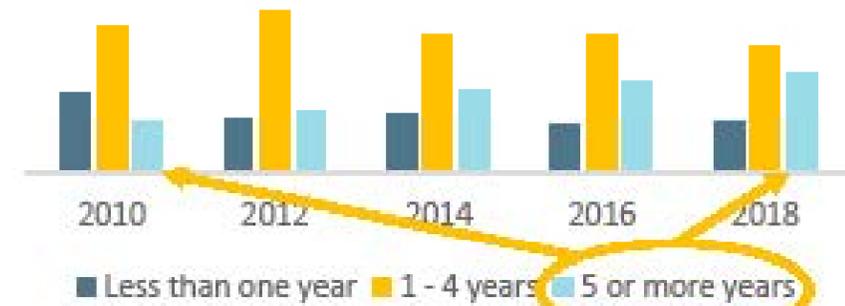


## AGE & TENURE

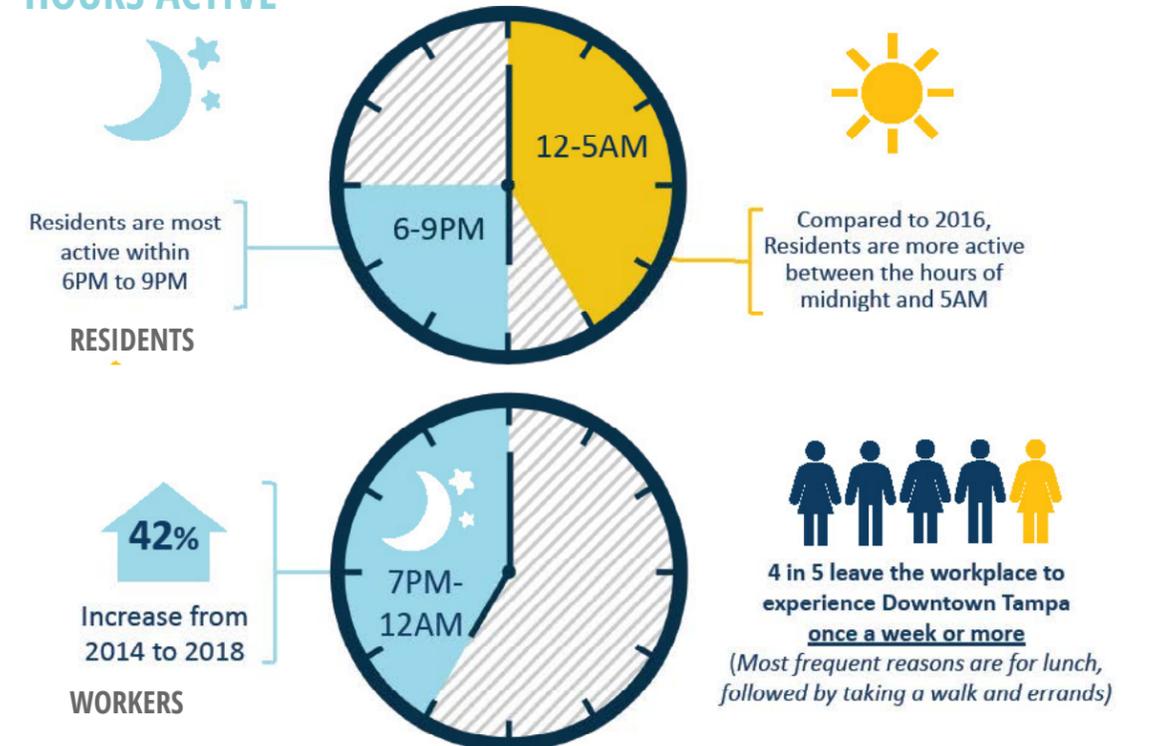
Resident age range is becoming an even mixture of 25-64



50% Increase in 5+ years tenure from 2010 to 2018



## HOURS ACTIVE

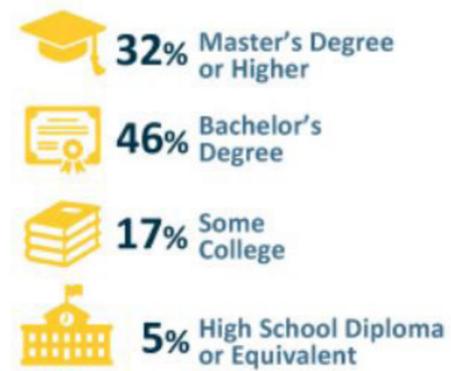


# TODAY'S DOWNTOWN WORKER

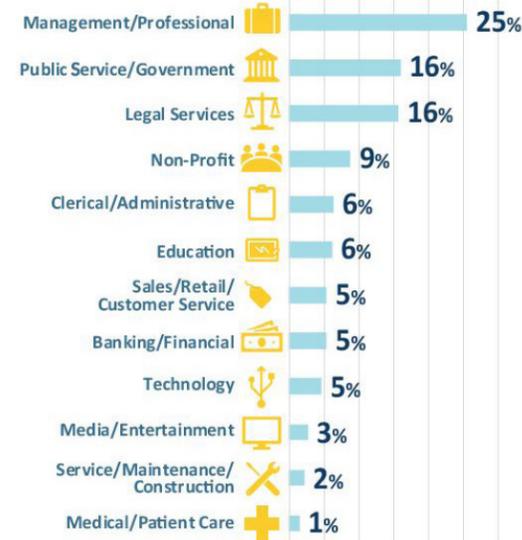
## AGE



## EDUCATION



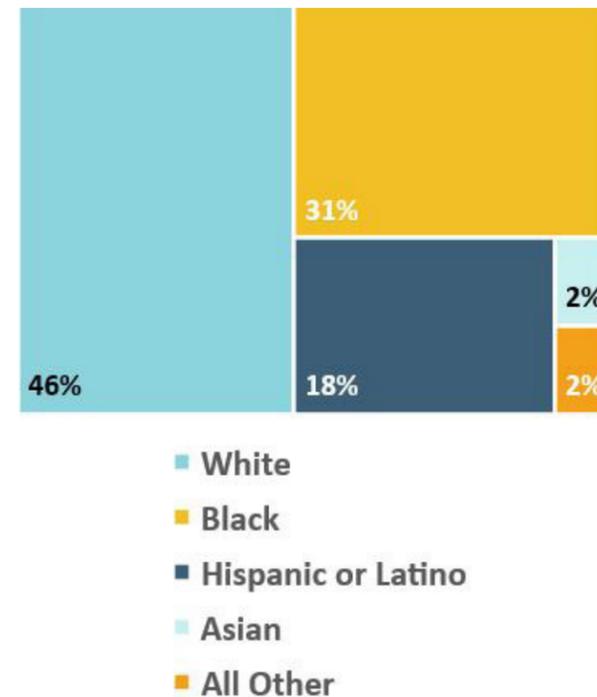
## AREA OF EMPLOYMENT



## INSUFFICIENCIES



## RACE



## DEMOGRAPHIC STUDY AREA

## CENSUS TRACTS STUDIED



**16,316**  
DOWNTOWN  
RESIDENTS

**4.4%**  
OF CITY  
POPULATION

The demographics of Downtown Tampa reflect trends occurring throughout downtowns across the Country. Population trends reflect a shift towards a more permanent resident base (versus a seasonal base) and a greater diversity in the age of downtown residents. Whereas downtown's population once skewed towards a single demographic, new construction and development of several residential towers in downtown over the last few years have contributed to a more even distribution of ages residing in downtown. This distribution is a positive attribute for downtown and its overall livability and range of amenities.

Demographics also reflect a wide range of household incomes within downtown Tampa. Over a third of the downtown population earns less than \$15,000 dollars a year which is well below area median income, while close to a fifth of the downtown population earns more than \$100,000. As downtown continues to evolve and redevelop, planning efforts should focus on retaining working- and middle-class populations within downtown to encourage densification, urban infill, and overall activation of Downtown. Efforts should be made to integrate mixed-income - affordable, attainable, and workforce housing options throughout downtown to retain the diversity and culture which assist in defining Downtown.

Additionally, demographic data also includes data specific to downtown residents and employee sentiments & activities such as hours of the day residents / workers are most active in downtown, education level, area of employment and perceived deficiencies of downtown. Both residents and workers identified a number of insufficiencies in good or services available in downtown, this data may prove helpful in informing future retail / commercial developments.

# DOWNTOWN REDEVELOPMENT ACTIVITY



A critical part of the Franklin Street Visioning Process is an analysis of ongoing and planned redevelopment activity along and in proximity to the Franklin Street Study Area. This redevelopment activity, in an urban environment like downtown Tampa, has the ability to directly influence the Franklin Street corridor by increasing density, connectivity, and foot-traffic along and around Franklin Street.

Ongoing redevelopment activity surrounding the Franklin Street Study Area includes infill redevelopments by the private sector, transportation & mobility improvements by the City of Tampa and Florida Department of Transportation ("FDOT"), as well as existing mechanisms in place that have the ability to shape development activity along and in proximity to the Franklin Street corridor.

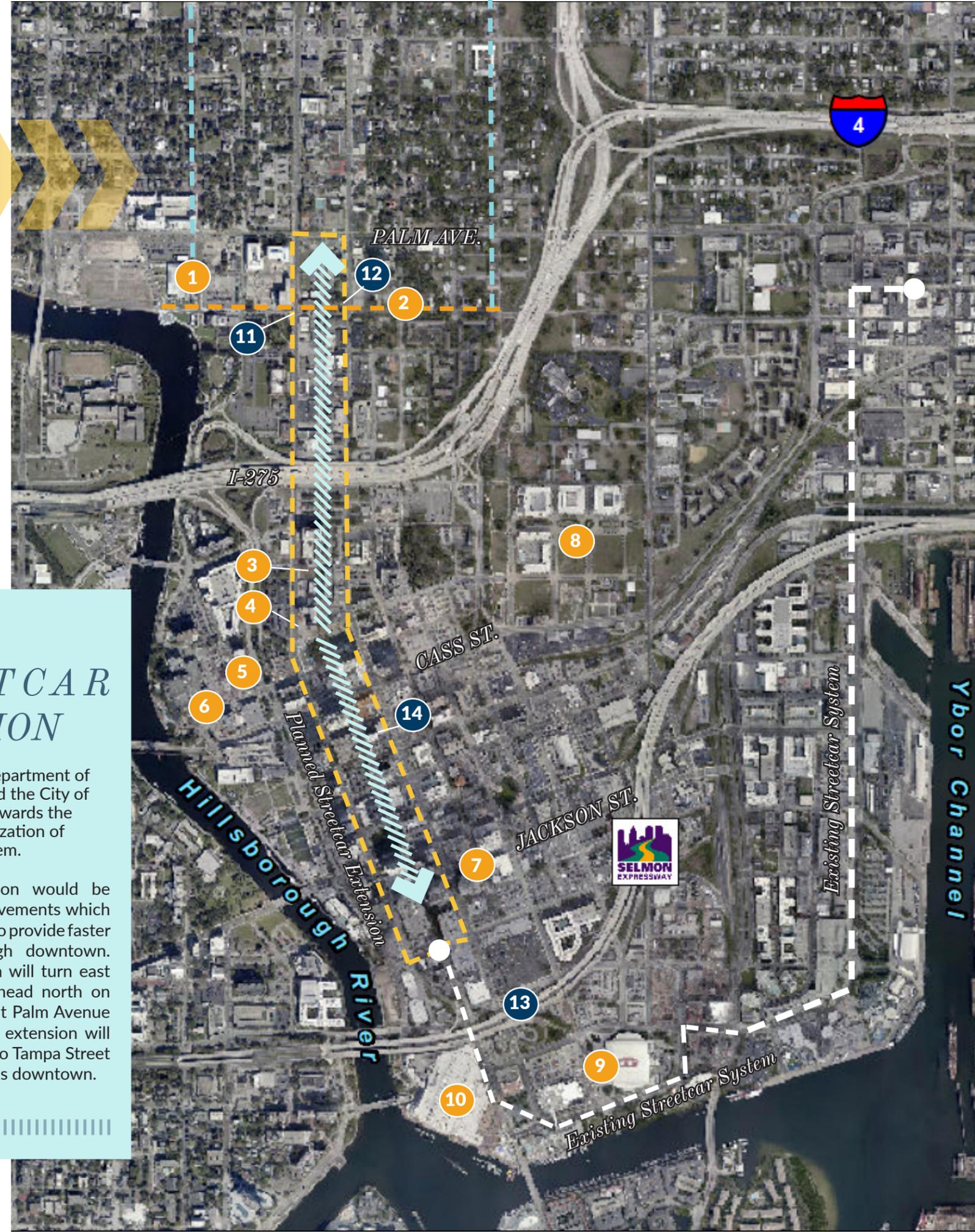
## Ongoing & Planned Property Redevelopments

- 1 Soho Capital's Riverside Heights Redevelopment (39-Acres)
- 2 7th Avenue Townhomes in Tampa Heights
- 3 Franklin Street Townhomes at E. Fortune Street
- 4 Springhill Suites at Franklin Street & Harrison Street
- 5 Modera Apartments at Tyler Street & Ashley Drive
- 6 Straz Center Vision Plan
- 7 Hyatt Place & Hyatt House Tampa at Florida Avenue & Jackson Street
- 8 Tampa Housing Authority's ENCORE! Redevelopment (40-Acres)
- 9 Water Street Tampa (50-Acres)
- 10 Tampa Convention Center Renovations

## STREETCAR EXTENSION

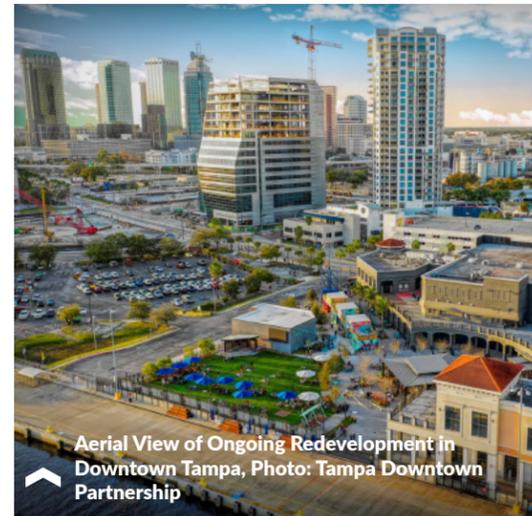
In 2020, the Florida Department of Transportation awarded the City of Tampa \$67.3 million towards the extension and modernization of Tampa's Streetcar System.

This 1.3-mile extension would be accompanied by improvements which modernize the system to provide faster transit service through downtown. The planned extension will turn east at Whiting Street to head north on Florida Avenue, once at Palm Avenue in Tampa Heights, the extension will head west to connect to Tampa Street and head south towards downtown.

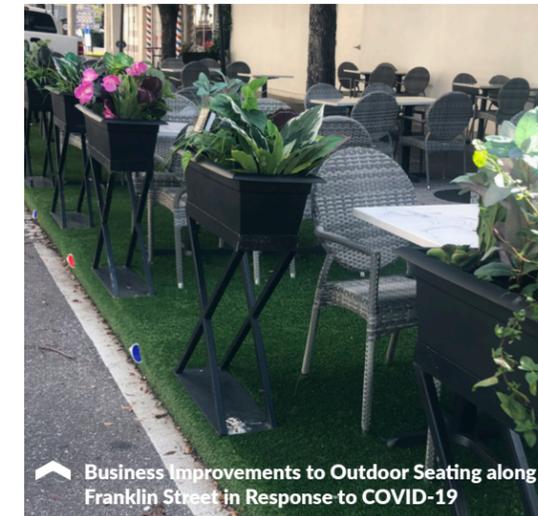




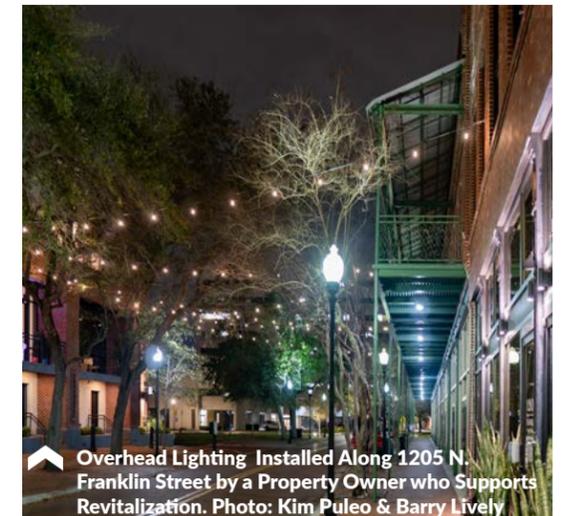
Rendering - Tampa's Streetcar Extension & Modernization. Rendering Courtesy of HDR



Aerial View of Ongoing Redevelopment in Downtown Tampa, Photo: Tampa Downtown Partnership



Business Improvements to Outdoor Seating along Franklin Street in Response to COVID-19



Overhead Lighting Installed Along 1205 N. Franklin Street by a Property Owner who Supports Revitalization. Photo: Kim Puleo & Barry Lively

**Planned Transportation & Mobility Improvements**

- The Florida Department of Transportation (FDOT) “FDOT” Central Avenue & Ola Avenue Bike Boulevard Projects: FDOT has programmed improvements to Ola and Central Avenue(s) in Tampa Heights which will include improvements to curb extensions, intersections, signage, and pavement markings to create Bike Boulevard facilities on both north/south corridors. The planned facilities, described within FDOT’s Heights Mobility Study will connect across Florida Avenue at Kirby Street and Hanlon Street. Improvements on Ola are slated for construction in FY 23/24 while improvements on Central Avenue are slated for FY 24/25.
- 7th Avenue Side Path: FDOT is currently analyzing the feasibility of a potential “multi-use” path that would extend along 7th Avenue from the riverfront to Central Avenue, crossing Franklin Street. This work is not currently funded but is being analyzed for inclusion into the Central Avenue Bike Boulevard Project.
- 11 Intersection Signalization at Tampa Street and 7th Avenue: This signalization, being constructed by the City of Tampa in conjunction with FDOT is scheduled to be installed in the first half of FY 2021.
- 12 Intersection Signalization at Florida Avenue and 7th Avenue: This signalization will likely be incorporated into FDOT’s larger Heights Corridor project being funded in FY 25/26.
- Tampa Electric Streetcar Extension into Tampa Heights: FDOT and the City of Tampa have plans to extend the City’s existing 2.7-mile Streetcar System into the Tampa Heights neighborhood north of Interstate-275. This 1.3-mile extension would be accompanied by improvements which modernize the system to provide faster transit service through downtown. The planned extension will turn east at Whiting Street to head north on Florida Avenue, once at Palm Avenue in Tampa Heights, the extension will head west to connect to Tampa Street and head south towards downtown.
- 13 The City of Tampa has plans to install “sharrows” and other bike-friendly amenities along streets between Platt Street & Whiting Street in downtown Tampa.
- 14 The City of Tampa has plans to analyze underutilized, signalized intersections in downtown for potential conversion to four-way stops. One of these intersections is Franklin Street at Zack Street.

**Existing Redevelopment Tools**

- **CRA Façade Improvement Program:** The City of Tampa offers a Façade Improvement Program for targeted retail and commercial properties that are located within one of the City’s Community Redevelopment Areas (“CRAs”). The Façade Improvement Program offers property owners with up to 50% of project costs, up to \$50,000 to improve the façade of their buildings including exterior renovation, restoration and rehabilitation as well as landscaping. Note: Portions of Franklin Street north of Interstate 275 are not located within a Community Redevelopment Area and as such may not utilize CRA funds.
- **Community Redevelopment Area (CRA) Tax-Increment Revenue:** Through the City’s CRAs, portions of Franklin Street (south of Interstate 275) may be able to utilize tax increment funding for limited streetscape improvements that enhance conditions above and beyond that of the core level of service of facilities provided by the City. Note: Only portions of Franklin Street south of Interstate 275 are located within the Downtown CRA, portions of Franklin Street north of Interstate 275 are not located within a CRA and as such may not utilize CRA funds. Any allocation of CRA funds must be reviewed by the CRA’s Citizen Advisory Committee (“CAC”).
- **Tampa Downtown Storefront and Sidewalk Grant Program:** The Tampa Downtown Partnership offers a 2021 Tampa Downtown Storefront and Sidewalk Café Grant Program to assist businesses in creating a more attractive pedestrian atmosphere and commercially vibrant environment. The grant is issued on a reimbursable, “first-come, first serve” basis for up to 50% of project costs up to \$5,000 and can be used towards improvements to awnings, exterior lighting, permanent or semi-permanent fixtures, sidewalk furnishings, landscaping and signage. The entire Franklin Street study area will be eligible to participate in this program.
- **Central Business District & Downtown Design Guidelines:** Portions of the Franklin Street Corridor south of Interstate 275 are located within Central Business District zoning designations (“CBD-1”) and (“CBD-2”) which regulates development in downtown Tampa according to a form-based code and review process that emphasizes building massing and interaction with the abutting streetscape. While Franklin Street south of the Interstate is zoned for Central Business District uses, north of the Interstate Franklin Street is zoned Commercial Intensive “CI” and is not regulated by design standards above and beyond that of the design standards contained within the CI zoning district.

# COMMUNITY & STAKEHOLDER ENGAGEMENT



*A critical part of the Franklin Street Visioning Process included community and stakeholder engagement efforts to ensure recommendations made as part of the Visioning Process were appropriately informed by public input.*

## ANALYSIS OF EXISTING CONDITIONS

Initial efforts at community engagement began with an analysis of existing conditions which included the project team touring the Franklin Street Study Area spanning from East Jackson Street in Tampa's downtown Central Business District to East Palm Avenue in the Tampa Heights neighborhood.

This analysis of existing conditions was conducted alongside various stakeholder representatives from each respective portion of the Study Area including City staff and property & business owners. This analysis assisted the project team in identifying four (4) "Areas" within the Franklin Street Study Area which were each defined both by their unique character as well as their specific need for certain types of improvements as redevelopment occurs along the Corridor. For purposes of analysis and visioning, upon analysis of existing corridor conditions, the Franklin Street Study Area was sub-divided into the following 4 "Areas":

- Area 1 - East Jackson Street to East Tyler Street (Herman Massey Park)
- Area 2 - East Tyler Street to East Scott Street
- Area 3 - Interstate 275 Overpass
- Area 4 - East Kay Street to East Palm Avenue

An analysis of each of the above Area's existing conditions is included within the "Analysis of Existing Conditions" Subsection contained here within.

## COMMUNITY ENGAGEMENT TOOLS

Upon sub-dividing the Franklin Street Study Area into unique Sub-"Areas" the project team focused on gathering input from the general public as well as specific, targeted stakeholder groups to help inform the visioning process. This type of community engagement is critical to ensure the ultimate drafting of short-term, medium, and long-term recommendations that seek to reactivate and revitalize each unique Area of Franklin Street are informed by community input.

Accordingly, community engagement efforts were conducted over several months to gather public input. Such efforts relied heavily on the use of technology to comply with safety guidelines provided by the Center for Disease Control (CDC) to prevent the spread of the Coronavirus, the cause of a global pandemic in 2020 while this report was being drafted. Methods for virtually gathering community input included:

- 1. The development of a Franklin Street Vision Webpage in conjunction with the Tampa Downtown Partnership to serve as a "landing-page" for all things Franklin Street related.** This webpage included links to the project team's online public surveys, an interactive map allowing respondents to "comment" on specific areas of the Study Area, as well as history information, news updates, and other items related to Franklin Street.
- 2. The conducting of two (2) public surveys.** The first of the Surveys was intended to be a general and broad "testing" of public sentiments surrounding Franklin Street, while the second Survey served as a more specific and detailed analysis of views, and priorities of respondents expressed in Survey No. 1.
- 3. An interactive map application that allowed for respondents and members of the general public to "comment" on specific locations throughout the Study Area.** A summary of these comments is included within the "Interactive Map" Subsection of the Report
- 4. Individual and Group Stakeholder Interviews which were conducted with various groups including relevant neighborhood organizations, City staff persons and property owners** with significant land holdings along the Corridor. A summary of interview "takeaways" is included within the "Stakeholder Interviews" Subsection.



Analysis of Existing Conditions Area 4

During the Franklin Street visioning process, the 2020 Coronavirus pandemic forced businesses throughout the City to temporarily or permanently close their doors. In response to the pandemic, the City of Tampa and Tampa Downtown Partnership launched the "Lift Up Local" Campaign to help support small businesses. The Lift Up Local campaign included a temporary closure of Franklin Street to vehicular traffic to allow for businesses to instead utilize public right-of-way for safe, outdoor seating options.



**FOUR UNIQUE AREAS**

The Franklin Street Study Area was divided into four (4) Sub-"Areas" defined by their specific character and need for improvements as gathered during an analysis of existing conditions.



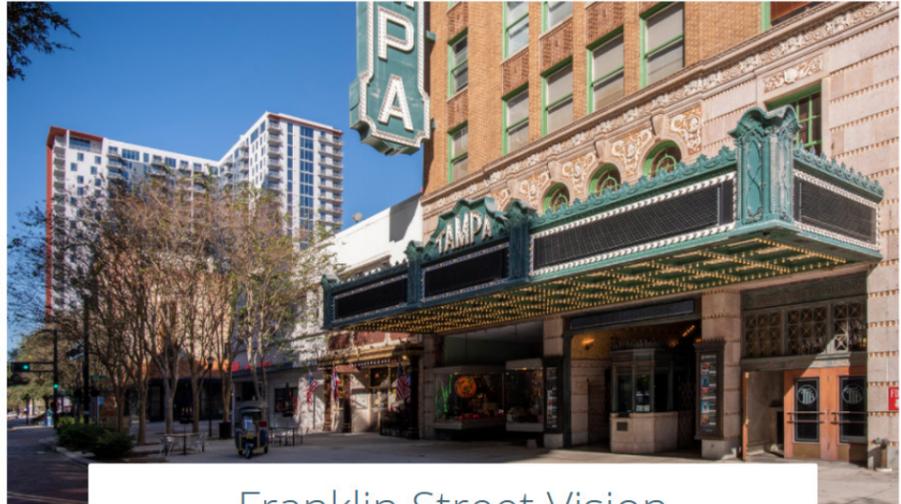
## FRANKLIN STREET WEBPAGE

FRANKLINSTREETVISION.COM

The Franklin Street Webpage allowed for a central "hub" for Franklin Street Community Outreach. Providing links to surveys, the interactive map, relevant news and more.



Map Downtown Partnership



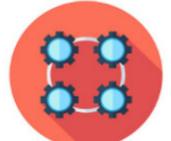
### Franklin Street Vision

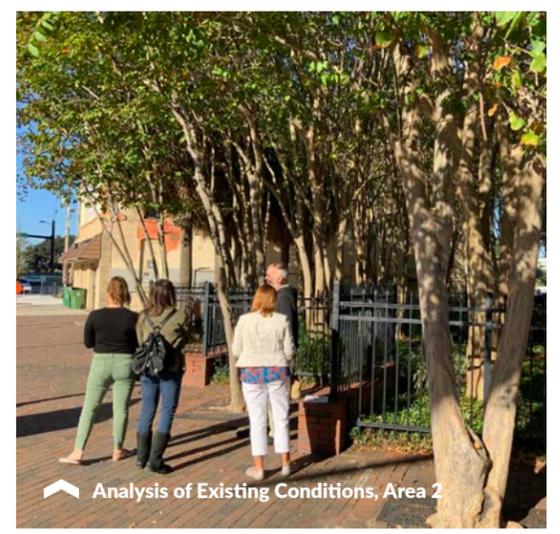
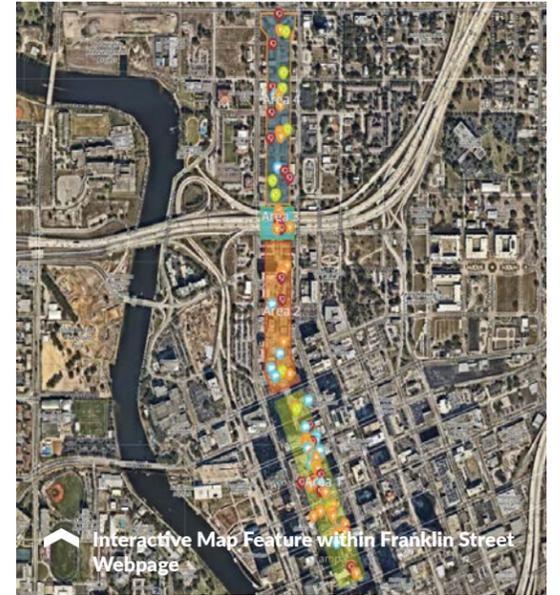
Franklin Street has a great history as an important and bustling commercial street in Tampa. Over the years there have been many changes - now you have an opportunity to help re-imagine Franklin Street for today and tomorrow.

#### View the Project Map, Take a Survey & Share Your Comments

The Tampa Downtown Partnership is excited to begin preliminary community outreach efforts related to overall community visioning of the Franklin Street corridor from Jackson Street to Palm Avenue in downtown Tampa, Florida. Franklin Street is Tampa's historic "Main Street" in downtown that thrived as one of the city's primary commercial corridors from the late 1800's into the mid 1900's.

The Tampa Downtown Partnership would like your input as part of a comprehensive effort to evaluate the future vision for Franklin Street in downtown Tampa. This effort aims to identify the corridor's existing strengths and weaknesses, engage community stakeholders, and identify short and long term opportunities for improvements related to the corridor. Use the interactive map and survey below to give us your feedback and be a part of the Franklin Street visioning process.

 <p><b>View the Project Map</b></p> <p>Tell us what you like and dislike about Franklin Street today with this interactive map.</p> <p><a href="#">See Project Map</a></p>	 <p><b>Get Involved</b></p> <p>Learn more about the overall Franklin Street Visioning Process.</p> <p><a href="#">Join The Discussion</a></p>	 <p><b>History</b></p> <p>See Franklin Street in the Past</p> <p><a href="#">View the History</a></p>
 <p><b>Process</b></p> <p>Share your thoughts and ideas on the key areas of the project</p> <p><a href="#">See the Process</a></p>	 <p><b>Photo Gallery</b></p> <p>Share your thoughts and ideas on the key areas of the project</p> <p><a href="#">View the Gallery</a></p>	



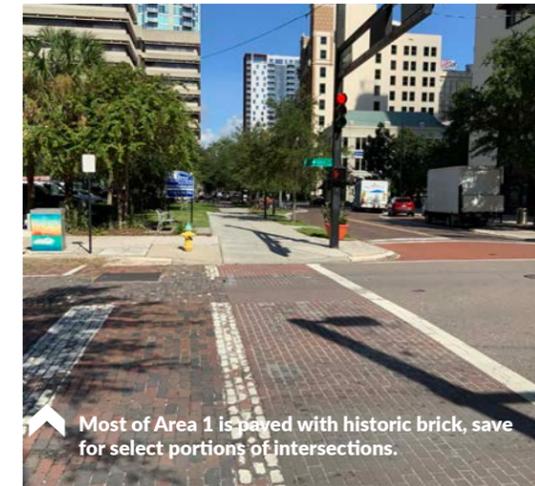
# ANALYSIS OF EXISTING CONDITIONS - AREA 1

Area 1 of the Franklin Street corridor is located within the City's Central Business District ("CBD"), it is very urban in character with various persons and uses activating the public realm. Mature street trees decorate the blocks within Area 1 creating valuable shade opportunities that lend to a pedestrian oriented, walkable environment.

Area 1 hosts a plethora of urban amenities that typically attract people to downtown areas including Civic Uses (City Hall, Tampa Police Department Headquarters); public parks (Lykes Gaslight Park); various restaurants and coffee shops; a convenience store and pharmacy (CVS); office spaces (high-rise and low-rise); arts and culture (Tampa Theatre); residential apartments and condominiums; as well as micro mobility options (bike share and electronic scooter providers). Unfortunately, despite the wide variety of uses along Area 1, several buildings and storefronts remain vacant and inactive or do little to interact with the adjacent streetscape, these include various historic buildings (Kress Building, F. W. Woolworth Building) as well as numerous contemporary retail & restaurant storefronts, and the Tampa Police Department Headquarters.



Lykes Gaslight Square Park is a critical public square diagonal from City Hall but lacks pedestrian amenities such as benches.



Most of Area 1 is paved with historic brick, save for select portions of intersections.



Area One  
E Jackson St  
to  
E Tyler St

## Brick Streetscape

All of Area 1, except for its intersections, is paved with historic brick. Area 1 could use additional benches and pedestrian lighting.

## Existing Residential

Area 1 includes a couple of newer high-rise multi-family buildings. These residences display "this is not a potty spot" signs, indicating a need for open spaces dedicated for pets.

## Surface Parking

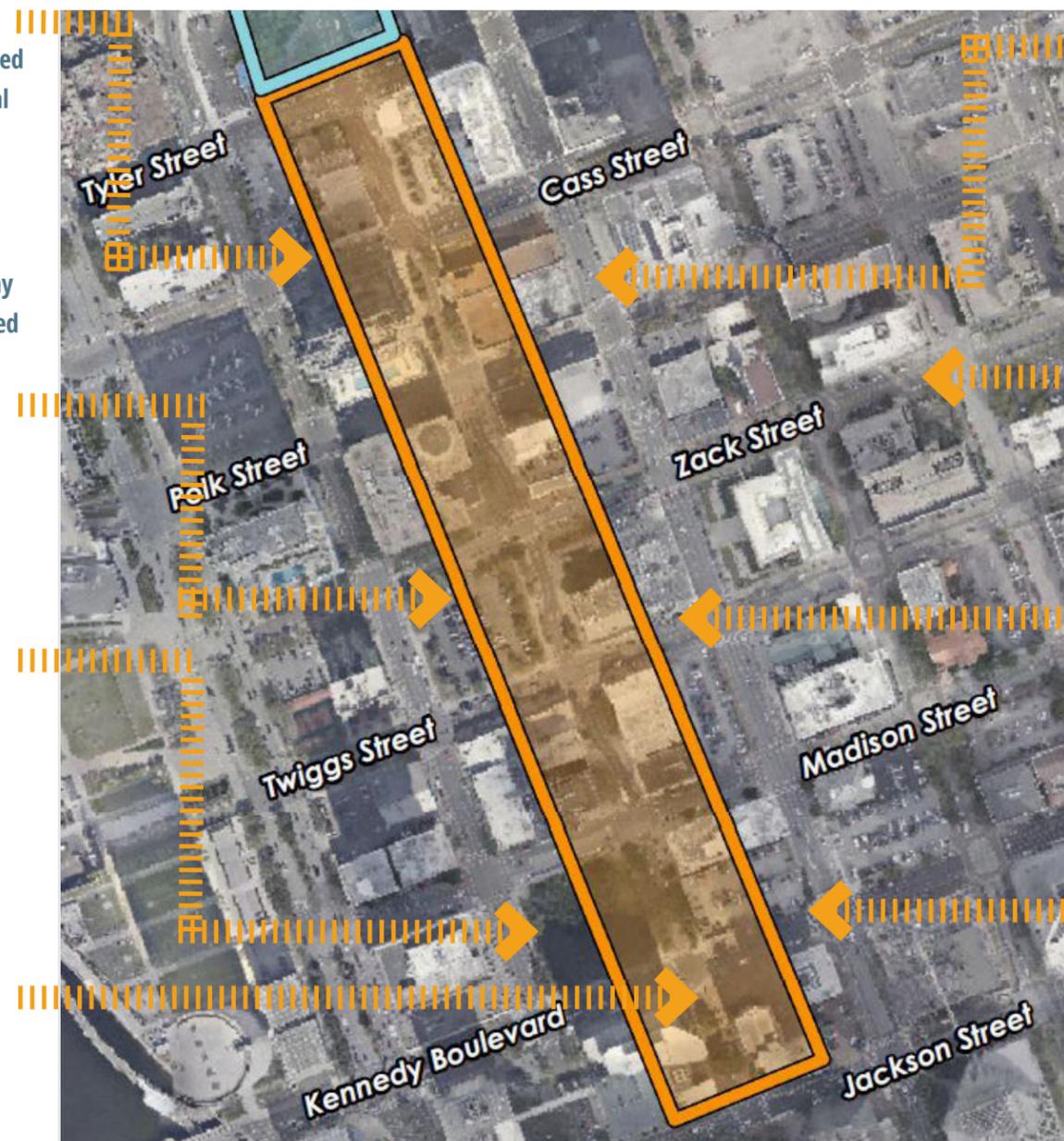
Surface parking lots create voids within Area 1 and disrupt opportunities to fully activate the street.

## Lykes Gaslight Square Park

Gaslight Square Park is as an important public square within downtown offering shade and open space but a lack of benches and events in the park affect activation.

## City Hall Plaza

The plaza areas in front City Hall and Fifth Third Center create opportune public spaces that neighbor Lykes Gaslight Square Park but remain underutilized. A coffee / donut vendor sometime occupies the space.



## Historic Buildings

Area 1 hosts several significant historic structures owned by the Wilson Company including the S. H. Kress Building, the Old National Exchange Building and the F.W. Woolworth Building. The Old National Exchange Building is currently reused as The Vault, an event venue space, while the other two remain vacant.

## Existing Landscape

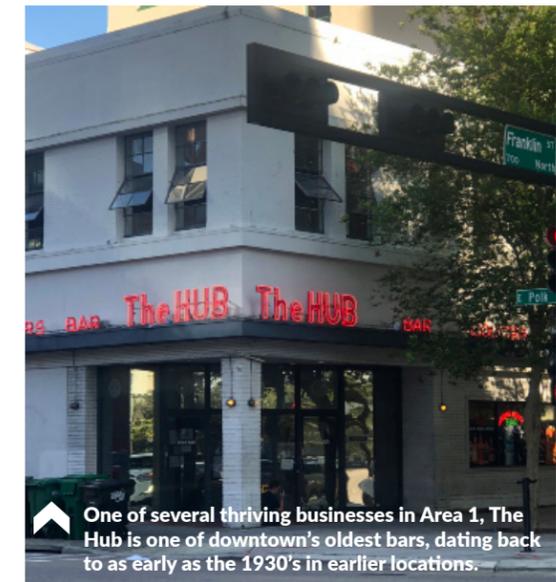
An abundant tree canopy provides valuable shade but existing landscaping and planters at ground-level have exposed irrigation lines and could use refreshing.

## Vacant / Unattractive Commercial Space

A number of storefronts are activated along Area 1 of Franklin by restaurants and shops while many others remain vacant and unactivated.

## Street Closed to Vehicles / Used for Parking

Portions of Franklin between Jackson and Madison Street are closed to vehicular traffic and are instead used for parking of vehicles by Tampa Police Department and others. This closure and parking discourages pedestrian and vehicular movement along Franklin.



One of several thriving businesses in Area 1, The Hub is one of downtown's oldest bars, dating back to as early as the 1930's in earlier locations.



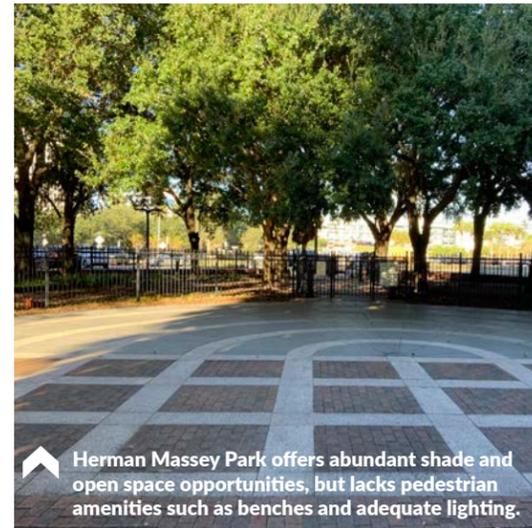
Franklin Street between Jackson St. and Madison St. is usually closed to vehicular traffic and instead used for Tampa Police parking despite the Police Offices having a dedicated parking garage.

# ANALYSIS OF >

## EXISTING CONDITIONS - AREA 2

Area 2 of Franklin Street is also located within the City's Central Business District ("CBD") however the urban "buzz" of prior blocks within Area 1 noticeably decreases as the corridor continues north. This portion of Franklin boasts a quaint historic character due to re-purposed, historic brick buildings with balcony overhangs and the incorporation of historic brick and contemporary brick pavers into surrounding streets and sidewalks.

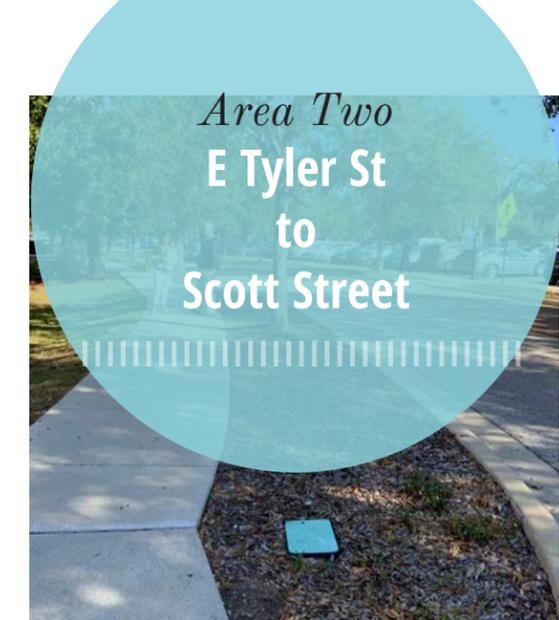
Area 2 is primarily developed with residential (condos) and office uses. While limited restaurant opportunities and Herman Massey Park offer urban amenities to nearby residents, vacant lots, buildings, and an abundance of surface parking lots present challenges to activating Area 2 of Franklin Street. Despite these challenges Area 2 has experienced recent private reinvestment, both a hotel chain and a townhome developer have announced plans to re-develop select vacant parcels. Additionally, an owner of a vacant building adjacent to Herman Massey Park has approached the City of Tampa with a preliminary concept to potentially integrate a private restaurant concept into a planned future redesign of Herman Massey Park.



↑ Herman Massey Park offers abundant shade and open space opportunities, but lacks pedestrian amenities such as benches and adequate lighting.



↑ Area 2's mid-rise, historic character is noticeably different from the density and new construction prevalent in Area 1 (pictured).



Area Two  
E Tyler St  
to  
Scott Street

### *Pedestrian & Bike Connectivity*

Scott Street is a one-way leading onto Interstate 275. Lack of marked crosswalks and pedestrian lighting affects perceptions of safety for bicyclists and pedestrians.

### *Infill Development*

Several infill developments are being constructed along Area 2 of Franklin Street including townhomes and a Springhill Suites Hotel.

### *Existing Commercial*

Existing, stand-alone restaurant space that previously housed Fly Bar and Mole Y Abuela, both popular concepts.

### *Existing Residential*

A multi-family condominium building and walk-up condominium buildings occupy the west side of Area 2.

### *Herman Massey Park*

This Park offers abundant shade, a large brick plaza space and a dog park area. However a lack of pedestrian amenities like benches and adequate lighting leave it largely unactivated.



### *State Surface Parking*

The very large surface parking lots associated with the adjacent State offices create a significant dead space in generating activity. Flanking both sides of the street, and extending two full blocks on the east side, these lots, enclosed by chain-link fence create an uninviting feel along this portion of the street.

### *Brick Streetscape*

All of Area 2, except for the two (2) most northern blocks owned by the Florida Department of Transportation is paved with a mix of historic and contemporary brick pavers. This portion of Franklin Street also boasts impressive street canopy that provides opportune shade in downtown.

### *Historic Structures*

Several historic structures remain along Area 2 including the now vacant Tampa Harness & Wagon Co. building at 1007 N. Franklin, 1205 N. Franklin Street which is now reused as professional office space, and 1106 N. Franklin which is reused as law offices. These buildings help define the character of Franklin Street and tell the story of Tampa's past.



↑ While portions of Area 2 are paved with both historic and contemporary brick, portions of Franklin within Area 2 have also been paved with asphalt.

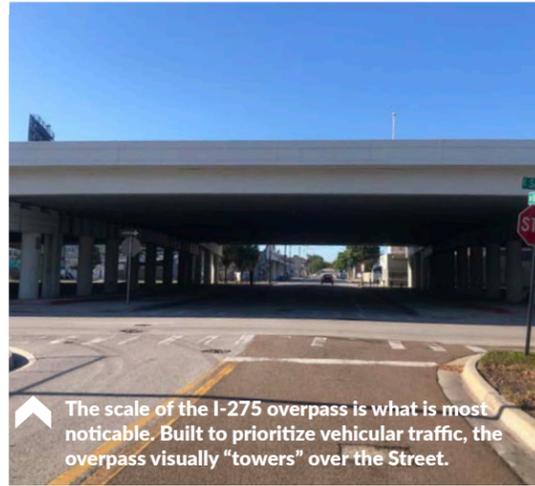


↑ Area 2 hosts several historic, mid-rise buildings that have been repurposed into office spaces.

# ANALYSIS OF EXISTING CONDITIONS - AREA 3

The Interstate-275 overpass serves as “Area 3” of the Franklin Street corridor because despite bisecting a small section of the Franklin Street corridor, it serves as an important linkage and gateway between the different “Areas” of the street. As-is, the underpass is underutilized and primarily used for storage of traffic management signage & materials, and on & off-street parking.

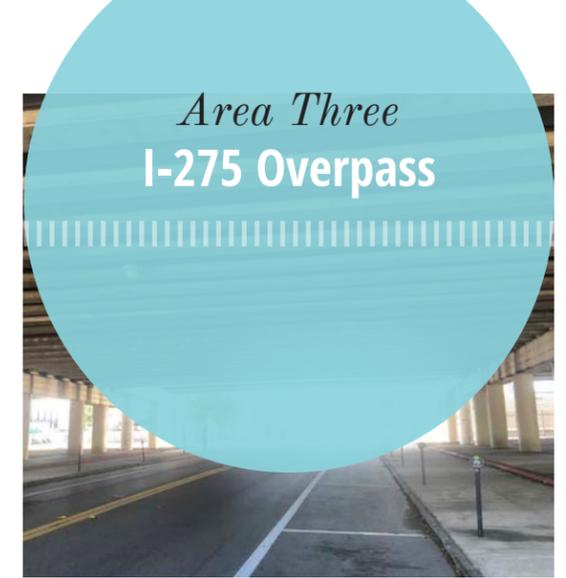
Currently, the I-275 Overpass acts as an obstacle to pedestrian movement throughout the Franklin Street corridor due to safety concerns related to vehicular traffic (lack of controlled street intersections & marked crosswalks) and lack of pedestrian lighting and visibility.



The scale of the I-275 overpass is what is most noticeable. Built to prioritize vehicular traffic, the overpass visually “towers” over the Street.



Space beneath the I-275 Overpass is largely used for parking and lacks pedestrian scale lighting, street signage and uses that would improve connectivity.



Area Three  
I-275 Overpass

## Gateways

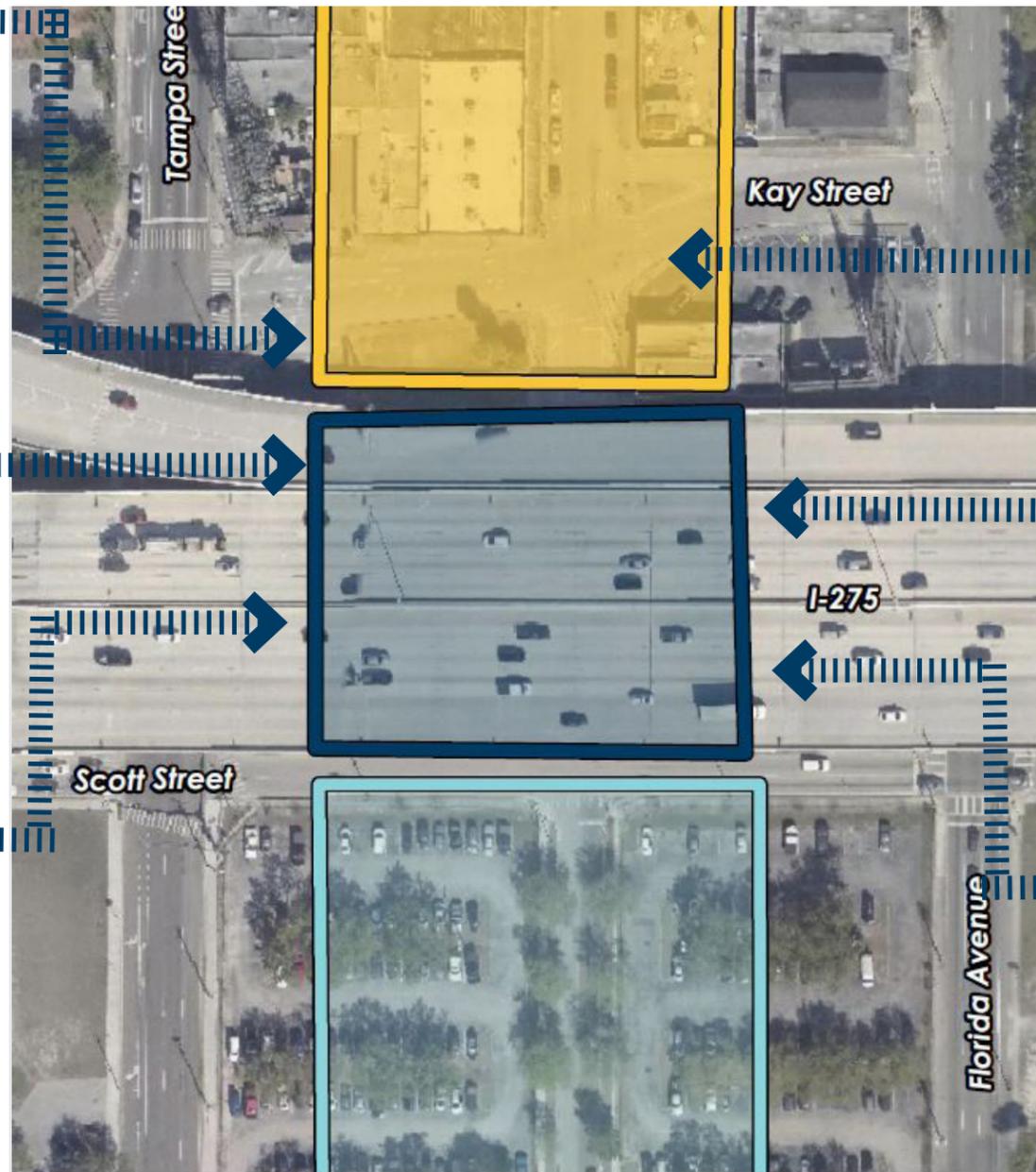
The greenspace immediately north of the overpass provides an opportunity for the integration of landscape enhancements, pedestrian signage, and street furnishings to help transition bicyclists, pedestrians and vehicles to the adjacent commercial uses in Area 4.

## Scale of I-275 Overpass

The distinct difference in scale is felt between Franklin Street, a historic main street dating back to the 1800’s and I-275, a marvel of the 1960’s & 70’s. This difference in scale makes it seem as if the Interstate 275 overpass “towers” over the Franklin Street corridor.

## Pedestrian Scale Improvements

Practical improvements, likely able to be approved by the Florida Department of Transportation such as lighting enhancements, murals, streetscape furnishings and signage, will create a usable shaded space and help mitigate the scale of I-275 in relation to Franklin Street, while improving connectivity.



## Connectivity Challenges

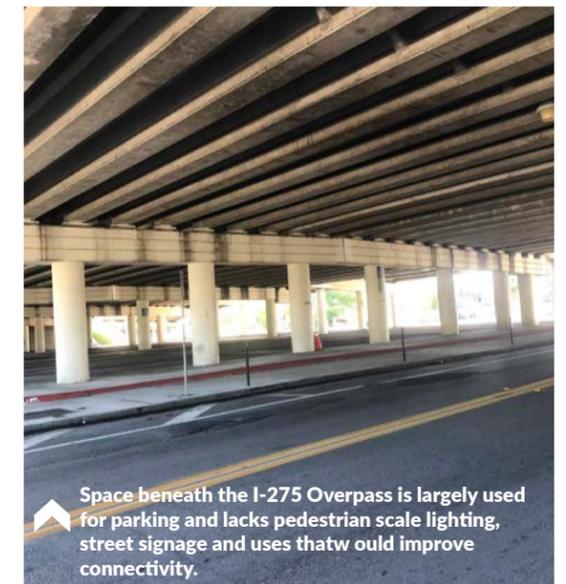
Flanked by multi-lane one-ways on either side, the Interstate 275 overpass currently serves as an unwelcoming environment for pedestrians and bicyclists trying to navigate beneath it. Redevelopment efforts that focus on pedestrian oriented improvements such as lighting, intersections & cross-walks, murals & public art will improve connectivity and perceptions of safety in the general area surrounding 275.

## Current Use of Space

The space beneath the interstate is currently used for on & off-street parking as well as storage of traffic management signage and materials. The area is not very well lit, discouraging connectivity / activation beneath the overpass.

## Valuable Shaded Space

The Interstate 275 overpass provides valuable shade opportunities that could be programmed with pop-up events such as farmer’s markets, art festivals, or cultural events to activate the space and overall corridor.



Space beneath the I-275 Overpass is largely used for parking and lacks pedestrian scale lighting, street signage and uses that would improve connectivity.



While Area 3 is defined as the I-275 Overpass, the highway’s impacts on Franklin Street include 275’s parallel “frontage roads” of Kay and Scott Street which are located in Areas 1 & 2 and prioritize vehicular traffic over that of pedestrians and bicyclists.

## ANALYSIS OF EXISTING CONDITIONS - AREA 4

Area 4 of Franklin Street is not located within the City's CBD and is separated from the City's CBD by Interstate 275 (the overpass of which serves as "Area 3") of Franklin Street. This portion of the Franklin Street corridor has been coined by local small business owners along this portion of the street as "Yellow Brick Row" due to the street's prevalence of historic yellow brick buildings which help preserve the area's historical context along with its unique alleys, brick cross-streets, limited building height.

Area 4 hosts several local businesses that have created a dynamic, up-and-coming local arts, food, coffee, and brewery scene, such as Hidden Springs Brewery, Café Hey, Florida School of Woodwork, MergeCulture Gallery, the Rialto Theatre and Creative Loafing. Painted murals along select building frontages throughout Area 4 assist in creating what feels like the beginning of an arts district, however the area is challenged by a predominance of surface parking lots, a growing population of unhoused persons, and a lack of pedestrian-scale lighting, streetscape improvements, drainage upgrades, or activated storefronts.

### Redevelopment Potential

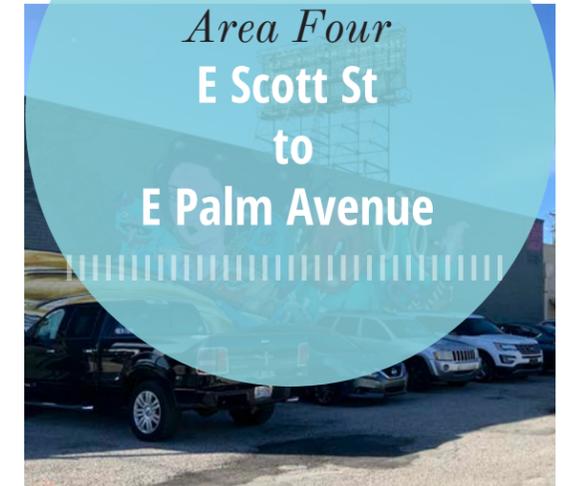
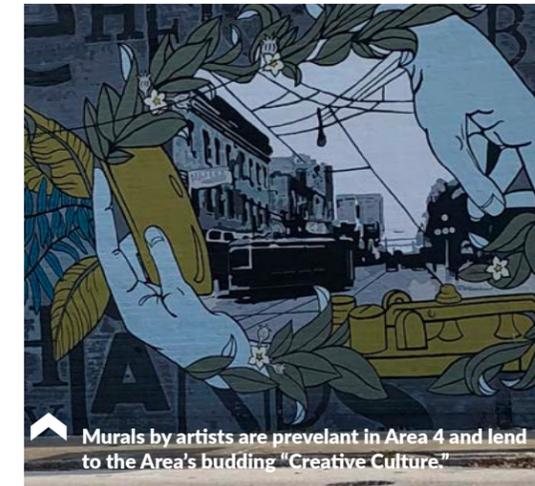
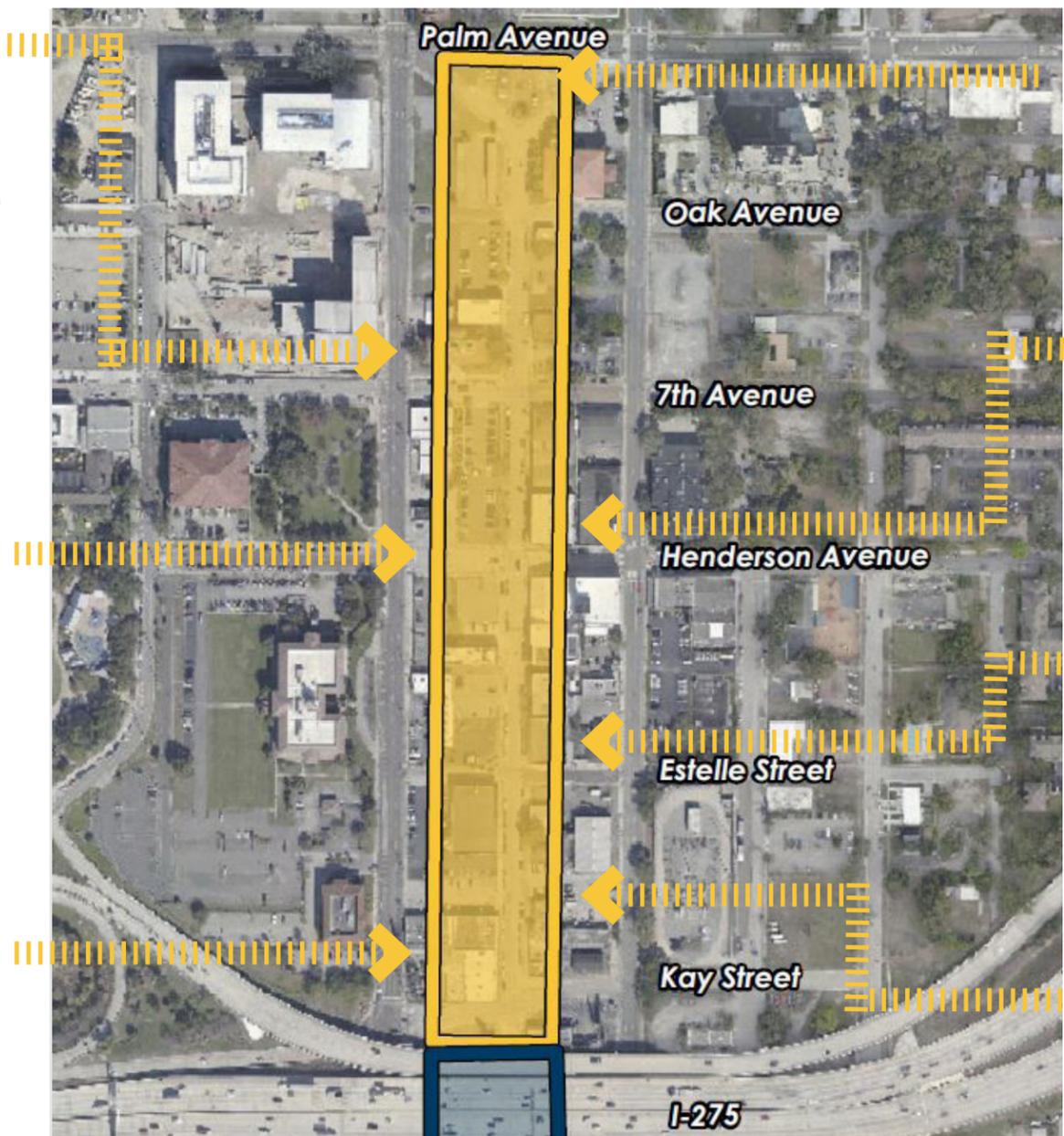
Due to the abundance of surface parking lots, vacant properties, and older warehouse buildings, Area 4 has the greatest potential to see redevelopment activity in the near future versus other portions of the corridor which are mostly developed already.

### Existing Streetscape

Area 4 displays the most visually evident streetscape deficiencies with most of the area being marked by cracked pavement, faded roadway markings and striping, and lack of pedestrian amenities such as benches, pedestrian lighting, handicap ramps, and trash-cans. Additionally, the area displays significant issues with stormwater infrastructure and experiences periodic flooding.

### Reuse of Industrial / Warehouse Buildings

Various warehouse-type buildings decorate Area 4. While these types of buildings aren't traditionally designed to activate the street, several have been reused along Area 4 as cafes, breweries, and other small businesses such as Cafe Hey, MergeCulture Art Gallery and Hidden Springs Brewery. Additionally, local artists have turned the facades of many of these buildings into public art pieces.



### "Y" Terminus

Area 4 is marked by the identifiable "Y" shaped terminus of Franklin Street at Palm Avenue. This unique shaped feature is currently in use as a surface parking lot but is planned to be a future station along the extension of the Tampa Electric Streetcar into Tampa Heights.

### Historic Development Scale

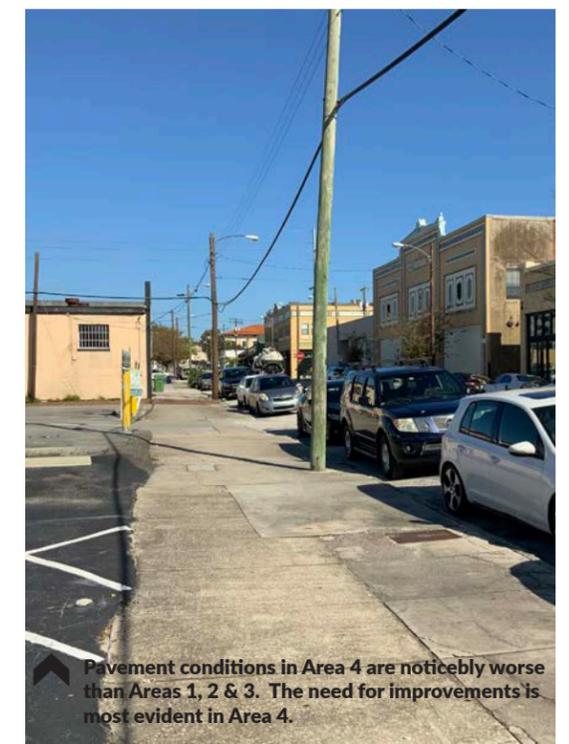
Area 4 is marked by mostly single and double story structures which reminds one of the Street's significance in Tampa's history dating back to the 1800's. This scale of development is in stark contrast to Area 1 located within the downtown Central Business District.

### Reuse of Historic Structures

Area 4 boasts a number of historic structures that were restored / rehabilitated by local business owners. Many of these structures are marked by their incorporation of "yellow" / blonde brick which lends to the area's branded nickname of "Yellow Brick Row".

### Creative Culture

The use of murals to mitigate the abundance of challenging building frontages has helped create the character of a developing arts district.



# SURVEY 1 >

## RESULTS

The first of the two (2) Franklin Street Surveys was conducted to evaluate general community sentiments towards Franklin Street as a corridor within downtown Tampa. Survey No 1 was linked to the Franklin Street Visioning Website created by the Tampa Downtown Partnership and promoted through the organization's marketing channels, social media accounts, and mailing lists.

Survey No. 1 was comprised of two (2) components: (1) a multi-question questionnaire that focused primarily on general activity surrounding, and perception of each "Area" of Franklin Street, and (2) an optional interactive map that allowed survey respondents to post "free response" comments on a live map of the Franklin Street Corridor categorized as either "ideas", "likes", "dislikes", or "general comments"

Survey No. 1, which was launched on June 22, 2020 and closed in mid-July 2020, had more than 550 respondents and more than 120 unique comments on the Interactive Map. Based on the overall population of Hillsborough County, the number of Survey No. 1 respondents resulted in a 95%, +/- 5%, accuracy level as representative of the overall County.

Additionally, in further analysis of comments posted to the Interactive Map, several topics were repeatedly expressed by respondents, validating the findings of Survey No. 1. The results of Survey No. 1 are included below, Interactive Map Comments are compiled in the Interactive Map Section of the Document.

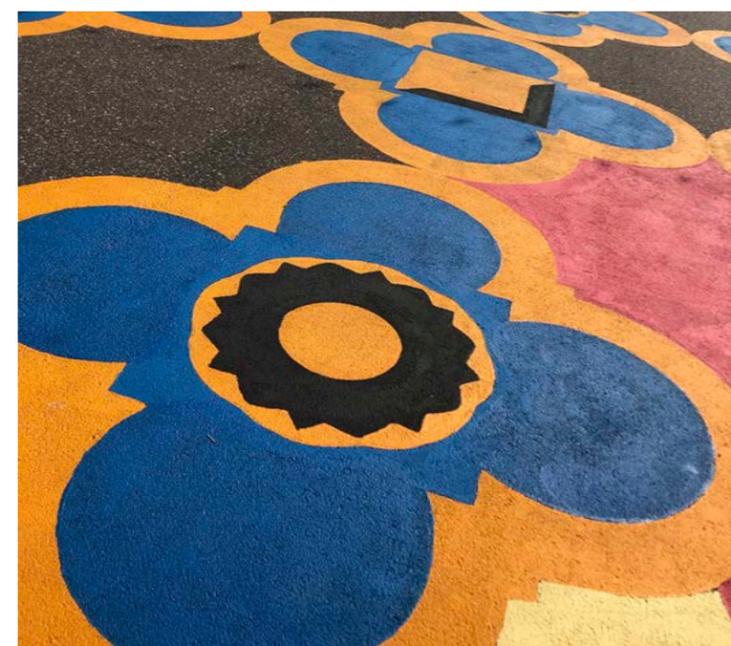
**DATE OF SURVEY:**  
**JUNE 2020**

**HIGHLIGHTS**

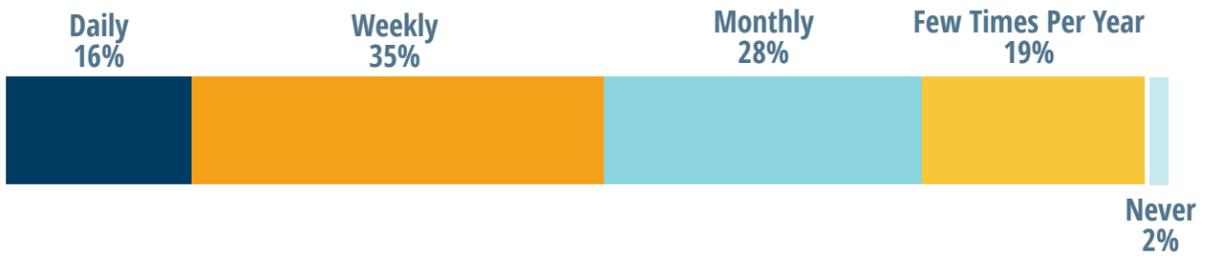
550+ survey respondents representing the greater Tampa Bay Area

120+ interactive mapping comments were posted and commented on by respondents

95% survey confidence level (+/- 5%) attained based on the population of Hillsborough County



**Q1** *How often do you visit businesses, shops, offices and other activities along Franklin Street (not just driving through it)?*



**Q2** *Several things have been identified to increase activity on Franklin Street. Please rank from most likely to least likely the order in which these would attract you to Franklin Street more frequently.*

- |   |  |
|---|--|
| 1. Local Shops & More Restaurants       | 6. Recreational Activities (programmed park space) |
| 2. Public Gathering Areas or Greenspace | 7. Pet Friendly Areas                              |
| 3. Special Events                       | 8. Children's Attractions & Activities             |
| 4. Art & Galleries                      | 9. If I knew where to Park                         |
| 5. Music & Theatre                      |  |

**Q3** *What else, if anything, would attract you to visit Franklin Street more frequently? Note: responses provided are a select sample to illustrate the range of received.*

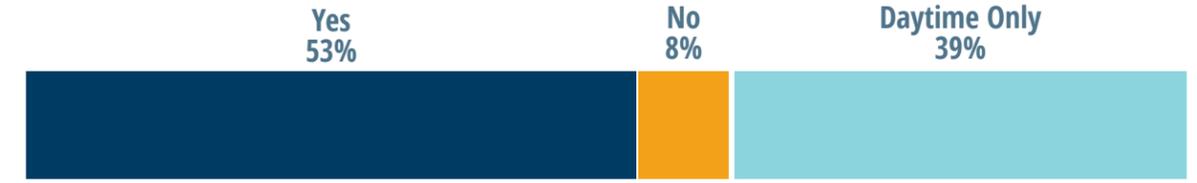
- Farmers Market
- Library / Bookstores
- Budget Friendly Restaurants and Bars
- More Outdoor Seating
- Later Business Hours
- Stronger Wayfinding
- Homeless Management
- Public Art / Photo Opp's
- Target / Walmart



**Q4** *Would you visit Franklin Street businesses or events more frequently if there was a nearby streetcar route?*



**Q5** *In general, do you feel safe when you are walking along Franklin Street?*



**Q6** *If NOT, please indicate which area you do not feel safe in when walking along Franklin Street.*



**Q7** *In general, do you feel safe when you are biking along Franklin Street?*



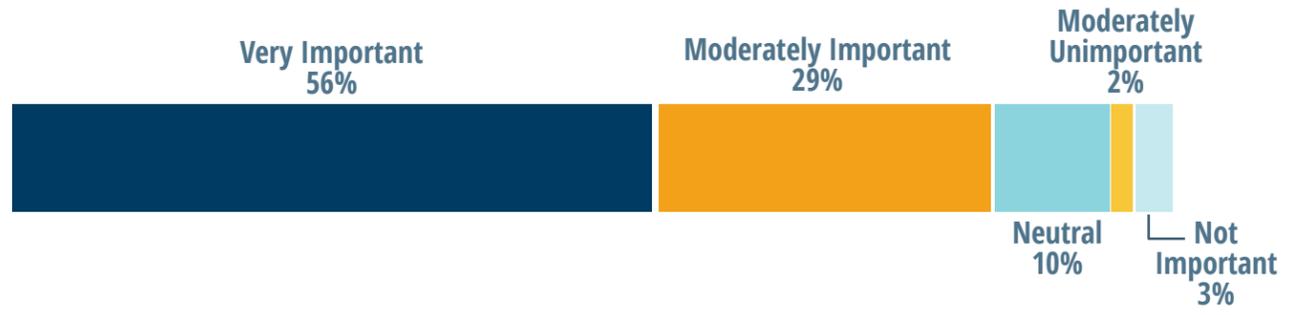
**Q8** *If NOT, please indicate which area you do not feel safe in when biking along Franklin Street.*



**Q9** *Do you feel the continued redevelopment of Downtown Tampa is a good thing? Redevelopment for this survey meaning projects such as the rehabilitation of historic buildings or construction of new buildings.*



**Q10** *In your opinion, how important is maintaining a historic look and feel on Franklin Street?*



**Q11** *As redevelopment occurs, how important do you think open spaces, such as public courtyards, plazas, or pocket parks are along Franklin Street or in Downtown?*



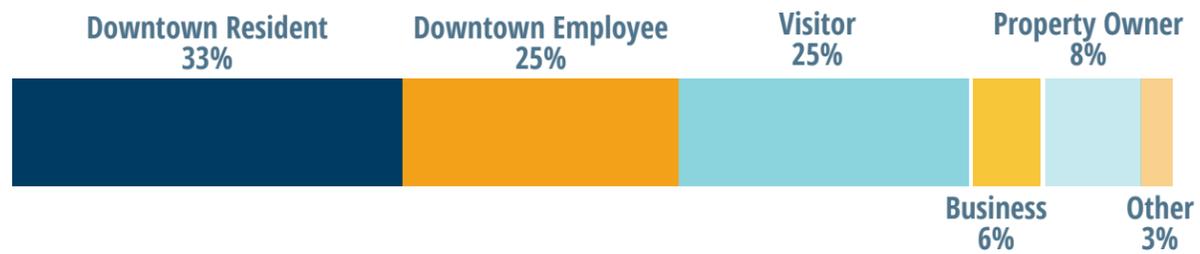
**Q12** *How important is it to you that the City of Tampa incorporate things such as green infrastructure to improve water quality, sustainability, and resiliency?*



**Q13** *Do you think closing portions of Franklin Street for pedestrians only (closed to vehicles) is a good idea?*



**Q14** *Which of the following best describes you (choose all that apply)?*





## SURVEY 1 COMMENTS

The first community survey was intended to gauge broad feedback from a diverse user base, and specific to each one of the four identified areas. The following comments were submitted by survey respondents as part of the Interactive Map which accompanied Survey No. 1.

### Area 1

- *Madison should be a transit corridor.*
- *Replace Zack street shade structures with solar powered shades that provide light around surface parking lot.*
- *Add street blockades at each cross street that are able to be adjusted electronically up or down depending on time of day and current use. Look at downtown Pensacola on Palafox Street for an example. Use this street as pedestrian area only during certain hours and during any festivals.*
- *One of the worst locations for a surface lot EVER. This needs to be a tower (300 feet or higher) with extensive retail on ground floor to drive interaction on Franklin.*
- *Create a walkable area with expanded sidewalk seating, etc... There are a lot of restaurants in the area. Provide incentives to create complementary businesses. Bars, retail, etc... to create a truly walkable district in downtown.*
- *If the rooftops of these buildings were made green/gardens it would be great for residents of 220 Madison, Skypoint, Element, GTE Financial, and Park Tower. A pool of funds from surrounding businesses and/or residents could maintain rooftop gardens or planters.*
- *Sidewalks have multiple trip hazards all the time. Homeless are often sitting on sidewalk asking for money. Area is not inviting and often not clean. Hazard free and clean sidewalks, colorful banners and live or recorded music would bring energy. Pedestrian only with rectangular planters full of colorful plants separating outdoor seating areas of restaurants could help make it a destination where people would linger.*
- *Should be pedestrian street without cars.*
- *Truncate Madison by barricading it at Marion and Franklin with removable bollards, converting it into a woonerf open only to ped/bike and cars transiting from parking at low speeds. It would then form a spine connecting underutilized Chillura Square with Gaslight Park and the Kiley/Curtis Hixon riverfront complex. The spine could become a new outdoor event space as well. In the future, the roadway could be further converted into a Lincoln Rd type facility with shade, vendor stalls and seating.*
- *What about a facility where bike commuters can lock up their clothes and bikes and shower and change before heading to work?*
- *Put benches back in Gaslight Park for homeless and non-homeless. Add attractive public bathrooms. Line all of Franklin St. with drinking fountains and bike racks.*
- *More palm trees lining the streets and less live oaks that don't fit.*
- *More pavers on sidewalks vs concrete.*



- Upgraded street / pedestrian lighting
- Please add benches back and come up with better ways to discourage majority homeless use. I think Savannah has some experience in making parks comfortable for all users.
- Less brick, more trees.
- Move vendors on park side of sidewalk, not on sidewalk. Remove the bushes for flowers.
- Homeless people are always congregating in these intersections, begging for money. If TPD is not allowed to arrest them for vagrancy, tell the yellow shirted-safari hats to move homeless folks along.
- The fact that this atrocious building replaced the original Hillsborough County Courthouse will always make me hurt inside. The lost character is a tragedy. Would love to see the city build a new police headquarters elsewhere to free up this for a truly great redevelopment.
- This is a very large building/area that has been abandoned and continues to deteriorate over the last 7 years since I've resided downtown. I don't know if there are strict regulations on the building that have deterred investors, if so, can the regulations be more flexible to encourage the space to be purchased and turned into a functional building/space for the neighborhood.
- I dislike the demolition of historic buildings for parking lots. I also dislike parking lots that take up an entire block.
- The surface parking here creates a huge dead zone that deters people from continuing down Franklin St
- I like the curvilinear nature of the street in this area. Makes it more fun to look down.
- Another great stretch of Franklin St as it transitions in to a more commercial zone. This area has seen a ton of investment recently and it shows. Retail is filling in, shade is plentiful, generally pedestrian friendly. Intersections still clearly marked. The Kress building is the missing key but hopefully the new owners start to create something here. Developer incentives would help! Get rid of parking minimums and allow for more density.
- The historic buildings here are excellent
- Great amount of shade trees. Makes it much easier to walk around than having a bunch of palm trees.
- Good density of bars/restaurants here, but it only lasts for this one block

- Like the on-street pavers. It would be nice to see more permeable pavers, to deal with stormwater and when big downpours happen our feet don't get wet.

## Area 2

- Remove all publicly owned surface lots in exchange for intermodal center and workforce housing.
- Get rid of the surface lots! Have to find ways to drive mix-use development on these lots.
- Another dead zone but a great opportunity for a large scale mixed use development. Mixed use needs to be a requirement for an area like this or really anywhere on Franklin St for that matter. Shade and pedestrian/ bicycle infrastructure needs to be emphasized as well. Density bonuses and elimination of parking requirements could work to incentivize development here. Another important linchpin in connecting Franklin St.
- Can't tell where it is, but fix up old Kress building, get rid of street-level parking lots, fill in with art galleries, ice cream shops, antique shops, places that attract people. Why not put up an artist loft where artists get subsidized housing and studio space and with galleries and retail on ground floor? Why not two artist lofts, one north and one south of the interstate? What about a great daycare facility for downtown workers?
- Why not install park such as one on downtown St. Loius, with great trees, plants, public art, places for kids to play, and places for adults to relax?
- The park could be amazing if we tried.
- This area where the parking lots are and the state of florida building is nice but it feels like private property. I feel like im trespassing when i go there.
- This section has huge potential to carry foot traffic from area one into a really nice looking corridor, but right now there's nothing to see or do on it.
- The state and particularly FDOT treat our community like trash, like it's just somewhere people drive through to go somewhere else. This section is in dire need of transformation to be walkable, comfortable and safe for residents and visitors alike. Franklin St in Tampa Heights remains isolated from itself in Downtown, even after it was physically reconnected. Parking lots need to be replaced with buildings and greenspace. Steetscaping needs upgraded. And always more shade, everywhere.

- This area is a good example of what Franklin St can be. Eclectic businesses, mix of building styles, walkable, pedestrian friendly. The street design here in general is great with clearly marked pedestrian oriented intersections, brick streets, traffic calming. Herman Massey Park has great potential to be a quality pocket park. Feels quite, comfortable, and welcoming here.

### Area 3

- Well lit area 24/7 for use by City/HART vehicle staging or repairs. Use pillars and fencing for public art.
- Paint the overpass pillars
- Why not make this shaded spot a place people can rest? Drinking fountains, attractive public restrooms, public art, plants?
- An obvious area in need of improvement. Tough to really do much with a large overpass but lighting is the first thing that comes to mind. Some murals or something to brighten up the look and feel and make it more inviting to walk through would help as well. This is an important point of connection and will be a challenge. People tend to fly down Kay St as well creating a pedestrian hazard.
- There are no protected crosswalks and no enforcement. Why are there no flashing walk signals here? It is perilous to attempt to cross both Scott St and the street that runs parallel north of 275 along Franklin Street. There needs to be SLOWED traffic, protected crosswalks, flashing lights, and most important of all, 24/7 monitoring of all streets to slow down auto traffic all over the area.
- The state and particularly FDOT treat our community like trash, like it's just somewhere people drive through to go somewhere else. This section is in dire need of transformation to be walkable, comfortable and safe for residents and visitors alike. Franklin St in Tampa Heights remains isolated from itself in Downtown, even after it was physically reconnected. Parking lots need to be replaced with buildings and greenspace. Streetscaping needs upgraded. And always more shade, everywhere.

### Area 4

- No parking on grassy lots. Either paved lots with landscaping or plant trees.
- More shade and better lighting. Work on replacing the nonproductive eyesore surface parking with buildings, greenspace and amenities. Or at least work with property owners and the city to reorient parking lots to open onto other streets on the few lots that's possible.

- Make this area more of a focal point for transportation access. Trolley, downtowner stop etc. Lots of great businesses that would benefit
- Prime location for a car free street, and tactical urbanism to be featured. Great opportunity for placemaking
- Extend street amenities to area 4
- This road is so wide and grand with big sidewalks. Lots of space for parklets, fountains, seating areas and public art.
- If the streetcar traveled down the middle of Franklin up to at least Area 4 there might be more incentive for businesses to open along the street
- Horrible traffic here going too fast and excessive traffic noise
- Bottlenecks due to poor design for accessing highway
- Ugly parking lot.
- We need Inkwood to return
- Ugly parking lot.
- Franklin fork at Palm Ave is poorly designed and inefficient use of space. The right fork is already a dead end as it is. YMCA utilizes several of the lots for parking which could be consolidated into a smaller lot.
- Make this stretch of Franklin into a permanent art block. Allow street art, murals, shade structures that double as art pieces. Provide property tax credits in the amount of the art installation. Improve paving, sidewalks, and curb.
- Who doesn't love Cafe Hey!
- The historic character and types of businesses in area 4 is excellent and makes it feel special. The yellow brick row in particular. The lack of shade and condition of sidewalks is an issue. There are a lot of 'missing teeth' in this area as well where mixed use urban infill would go a long way. I think a focus of this initiative is to incentivize small scale urban infill projects. Smaller lot sizes and elimination of parking requirements are a good place to start.
- Would love to see increased use of this space!
- This market is a fantastic resource for inexpensive produce and hard-to-find ingredients.
- Build nice looking parking garages on all the ugly surface lots

# SURVEY 2 >

## RESULTS

The second of the two (2) Franklin Street Surveys was conducted as a follow up to the First. Whereas the first Franklin Street Survey meant to generally gauge community sentiments related to Franklin Street as corridor within downtown, Survey No. 2 was intended to gather more specific data related to respondent perceptions and prioritization of potential improvements. Similar to the first survey, Survey No 2 was linked to the Franklin Street Visioning Website created by the Tampa Downtown Partnership and promoted through the organization's marketing channels, social media accounts, and mailing lists.

Identical to Survey No. 1, No. 2 was comprised of two (2) components: (1) a multi-question questionnaire that focused on gathering more specific preferences and priorities from respondents, and (2) an optional interactive

map that allowed survey respondents to post "free response" comments on a live map of the Franklin Street Corridor categorized as either "ideas", "likes", "dislikes", or "general comments".

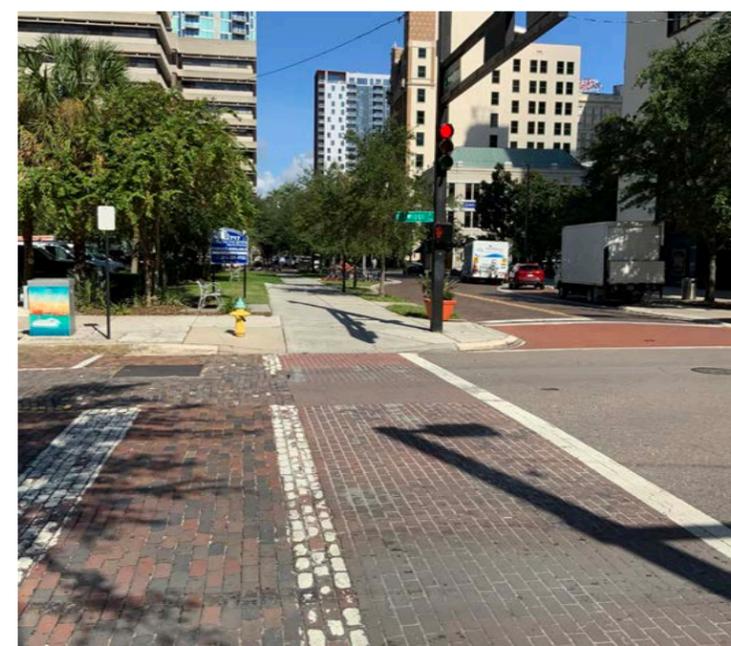
Survey No. 2 was launched on November 1, 2020 and closed on November 30, 2020, it had more than 116 respondents and more than 120 unique comments on the Interactive Map. Based on the overall population of Hillsborough County, the number of Survey No. 2 respondents resulted in a 90%, +/-10%, accuracy level as representative of the overall County. The results of Survey No. 2 are included below, Interactive Map Comments are compiled in the Interactive Map Section of the Document.

**DATE OF SURVEY:**  
**NOVEMBER 2020**

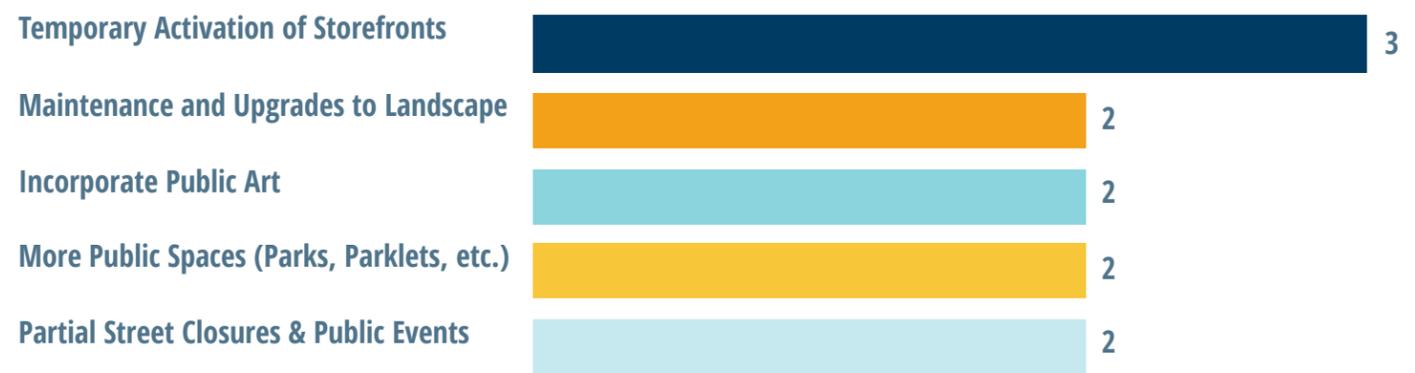
**HIGHLIGHTS**

116 survey respondents representing the greater Tampa Bay Area

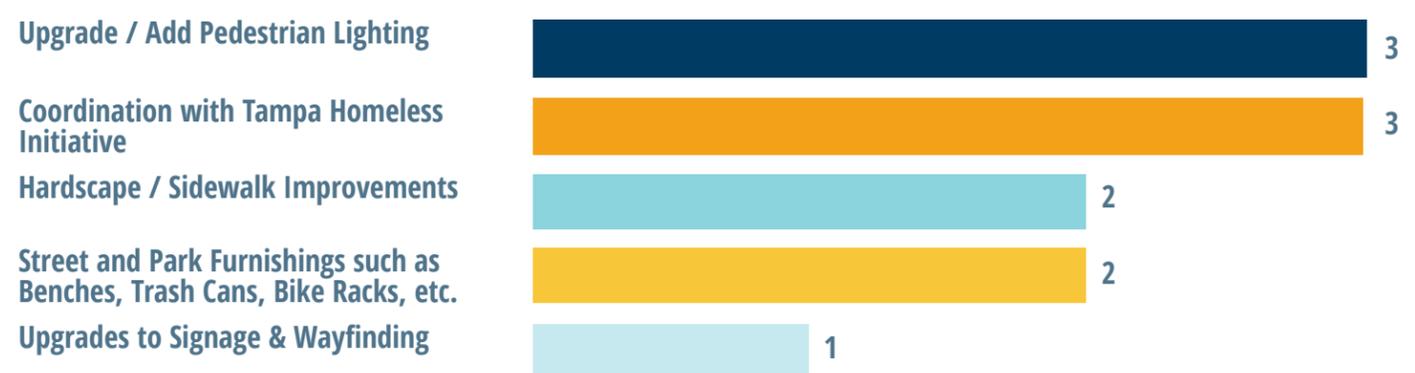
90% survey confidence level (+/-10%) attained based on the population of Hillsborough County



**Q1**  
*Prioritize your choice of short-term improvements to help beautify and activate Franklin Street.*



**Q2**  
*Prioritize your choice of medium-term improvements to help beautify and activate Franklin Street.*





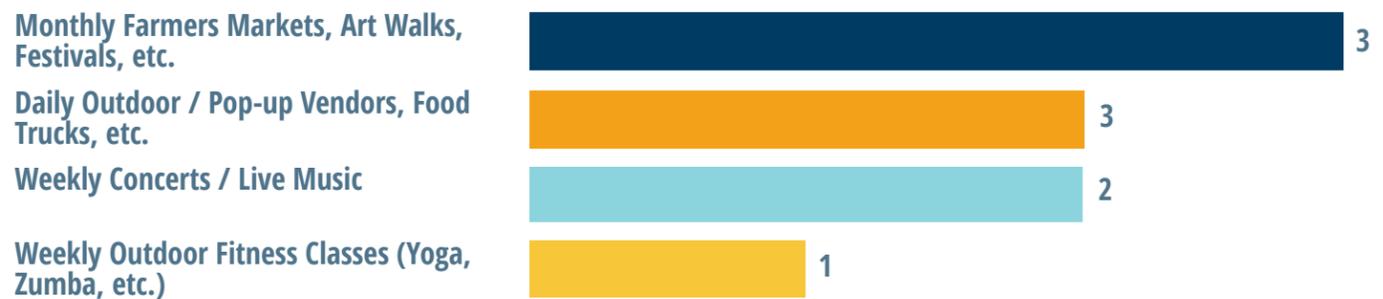
**Q3** *Prioritize your choice of longer-term improvements to help beautify and activate Franklin Street.*



**Q4** *Which area of Franklin Street would be best suited for event-related temporary, partial street closures?*



**Q5** *What kind of programmed activities would you like to see occurring within temporary, partial street closures?*

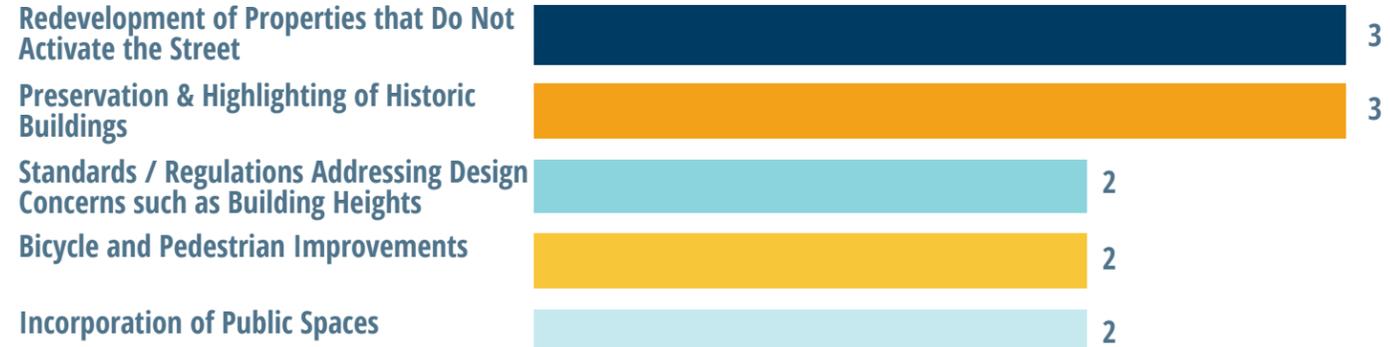


**Q6** *Are there any other types of programmed activities you would like to see occurring within temporary, partial street closures? (see appendix for full comments)*

- Nightlife
- Networking Events
- Street Basketball Tournaments
- Be Wheelchair Accessible
- Music & Arts
- Restaurant Seating / Parklets
- Volunteer Opportunities
- Licensed Street Performers
- Orchestras, Dance Troops, etc.
- Antique / Classic Car Shows
- Small Gallery / Coop Artist Area
- 5K Race
- Block Parties
- Markets (Varied Goods)
- 'Wet' Zone
- Dog Obedience Classes
- Holiday Parades
- Classes
- Movie Night
- Walking Tours
- Free Family Events
- Health Fairs
- Educational Sessions
- Carnivals
- Sidewalk Sales
- Rallies and Other Social / Political Events
- Architecture Tours
- Festivals

Q7

What aspects of redevelopment do you believe are the most important when considering the future of Franklin Street as a historic corridor in Downtown Tampa?



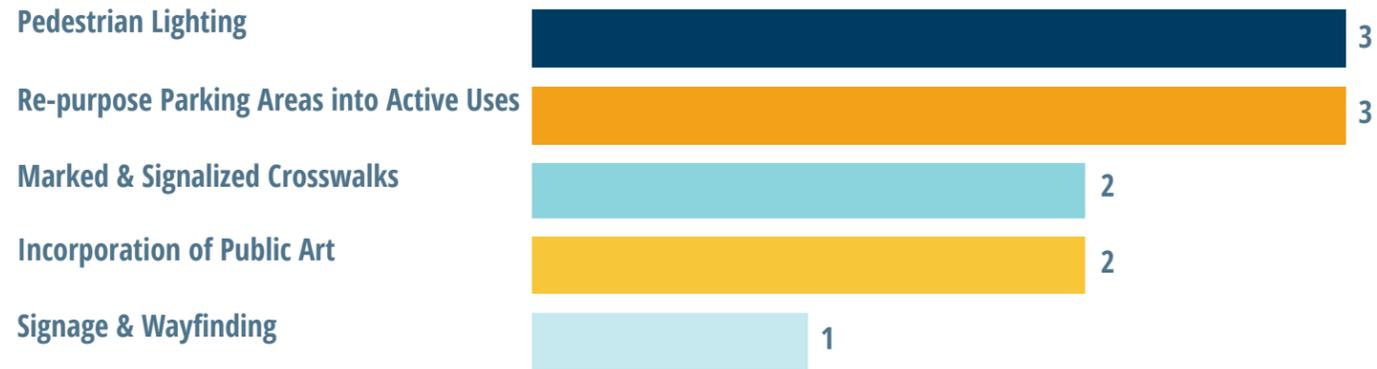
Q8

Are there any other aspects of redevelopment that you believe are important when considering the future of Franklin Street as a historic corridor in Downtown Tampa? (see appendix for full comments)

- Development should not include parking
- Garages should be obfuscated
- Enforce traffic regulations
- Remove homeless
- Consistent landscape design and maintenance along the corridor
- Trolley stops / free rides
- Reduced or free parking
- More businesses
- Cohesive lighting and landscape plan
- Shade for pedestrians
- Permanently close for pedestrians
- Incorporate Tampa's history into daily business
- Adaptive reuse of buildings - allow for infill housing
- Streetcar extension
- Soft, yellow, subdued pedestrian level-lighting (not brilliant white)
- #1 priority is maintaining and protecting the Tampa Theatre

Q9

What improvements beneath and surrounding the I-275 Overpass (Area 3) would you like to see to help activate the Franklin Street corridor?



Q10

Do you have any other ideas for improvements beneath and surrounding the I-275 Overpass (Area 3) that would help activate Franklin Street?

- Tear down I-275
- After tearing down make a food truck park, dog park or free public parking
- Linear parks
- Dedicated bike lanes connecting to the Riverwalk
- Paint color and LED lighting that compliments other lit areas such as bridges
- Public art or decorating space
- Markets
- Bring some nature in it
- Skate park
- Noise abatement
- Better lighting, cameras, easy access for Downtowner or Streetcar
- Address homeless population
- Dog park
- Lush landscaping
- Really cool lighting
- Do NOT slap more paint around
- Do NOT install brilliant, white light...ample soft yellow lighting
- Lots of lighting





**Q11** Do you consider Franklin Street a bicycle friendly corridor?

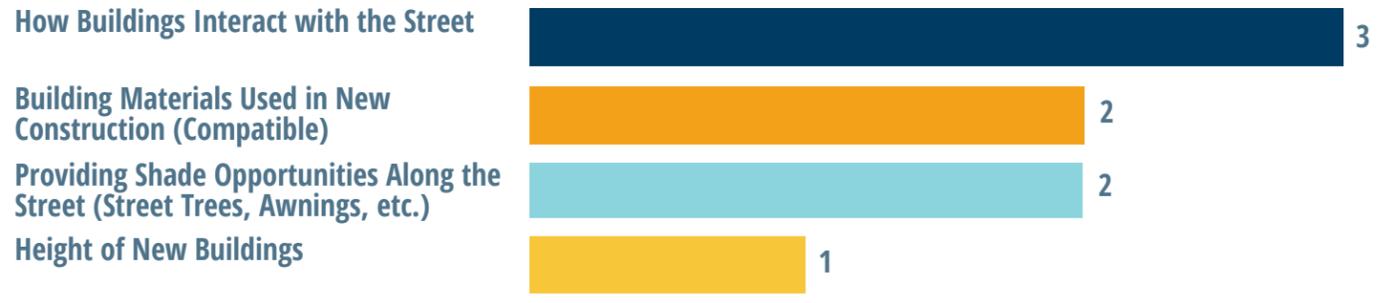


**Q12** Why do you NOT consider Franklin Street a bicycle friendly corridor? (If Answered "No" to Question No. 11)

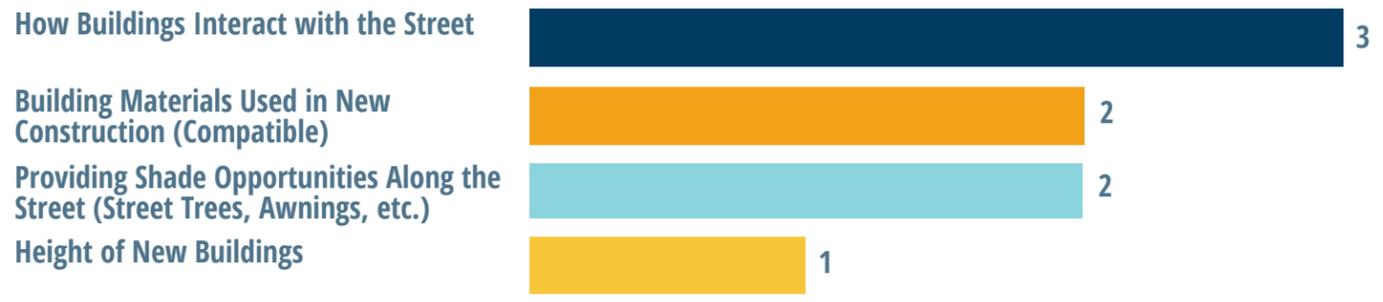
- Needs more space dedicated to bike lane or shared lanes
- Better street crossings, wider sidewalks
- Bike areas should be clearly highlighted, have right-of-way, and be protected with meaningful bollards
- No separate ROW for bikes
- Not enough space between the bike lane and traffic lane
- Too much traffic
- Frontage roads are raceways
- Traffic spills over from the north side
- Isn't enough police presence
- Vehicles, scooters, pedestrians and road conditions make conflict
- Bumpy roads
- People speed
- Too congested
- In general automobile drivers respect cyclists and cyclists don't respect the rules of the road



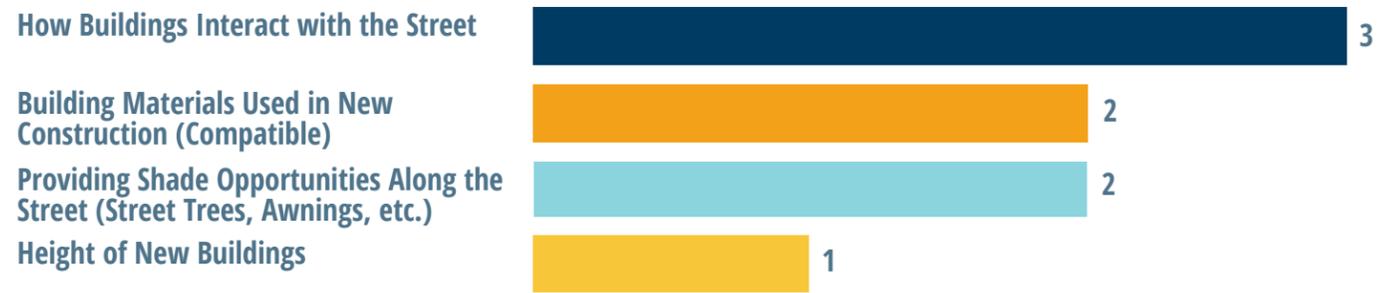
**Q13** When considering future redevelopment activity along Franklin Street, which elements or urban design do you believe are most important to consider along Area 1 (Jackson St. to Tyler St.)?



**Q14** When considering future redevelopment activity along Franklin Street, which elements or urban design do you believe are most important to consider along Area 2 (Tyler St. to I-275)?



**Q15** *When considering future redevelopment activity along Franklin Street, which elements or urban design do you believe are most important to consider along Area 4 (I-275 to Palm Ave.)?*



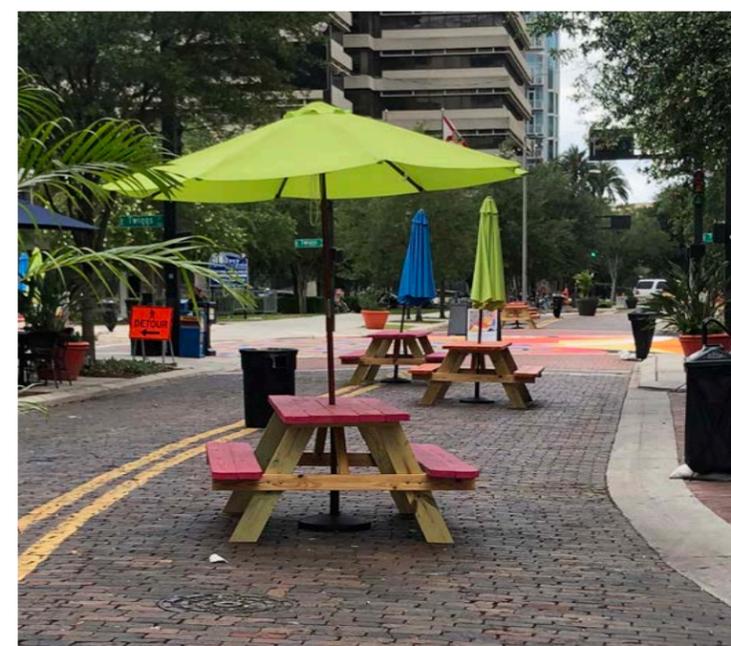
**Q16** *Which of the following would help you feel more safe along certain portions of Franklin Street (multiple selection)?*

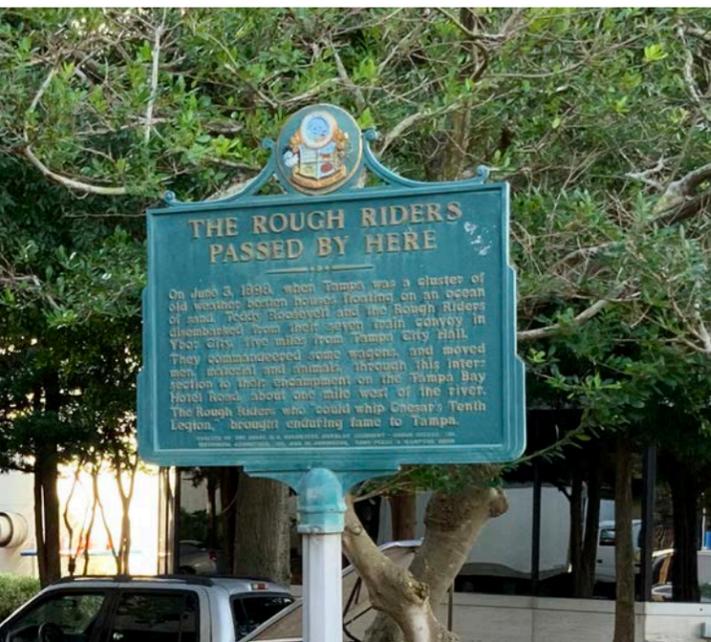


**Q17** *How easy or difficult is it for you to locate a parking spot when frequenting Franklin Street?*



**Q18** *Which most describes you?*





# SURVEY 2 COMMENTS

The second community survey was developed in part based on feedback from the first survey. Additionally, this survey was intended to better understand views on specific actions or issues within the corridor. The following comments were submitted by survey respondents as part of the Interactive Map which accompanied Survey No. 2.

## Unhoused Persons

- Control homeless - make it safe
- Get the homeless out from downtown to Seminole Heights and push them further north or to the east part of town
- By reduction in numbers of homeless and panhandling people, plus increased TPD patrols, are you euphemizing harassment and criminalization of the homeless and those who minister to them?
- Homeless people must be addressed. It's that simple. I won't take my family there if we weren't constantly accosted for money from homeless people.
- We just need a justive-based approach to the unhoused people crisis in the area.

## Trees / Plantings

- Make sure any new street trees have adequate below ground space... implement and design use of green streets drainage
- North end of Franklin could use a few potted plants

## Police / Safety

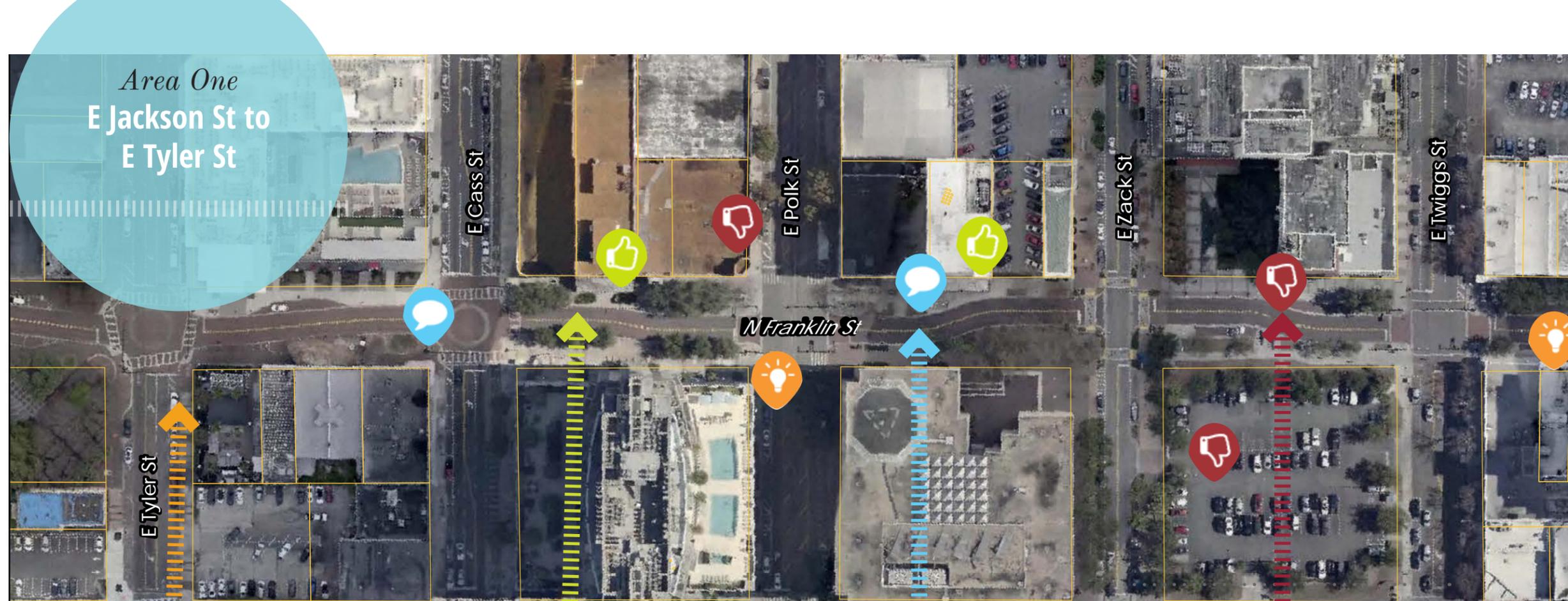
- Please do not increase police traffic, they seem to do much more harm than good.
- Police presence makes me and people like me feel less safe. Please don't include any policing strategies in your redevelopment strategy.

## Parking

- I would like to see the building of several multi-level parking structures and eliminating of surface parking lots, and incorporating the streetcar
- Parking is very easy post-covid. Pre covid it is difficult.

## Miscellaneous

- Allow contractors to build higher condominiums with retail space below and office space in low floors
- This is a great start. Such a study should be expanded to nearby Florida Avenue
- Downtown is becoming polluted with signs, please ease up on signage
- Should have a people first, resident first focus. We live here when everyone else goes home. It is the premier street in Tampa, and we should do our best to redevelop it to the highest, historic and contemporary standard possible
- A type of store like a 'Mast General Store' would be perfect for the old Woolworth's building
- We need to have all areas and developments work together. Too many individual projects going on without coordination or collaboration
- Thank you for requesting community input
- It would be very easy to mismanage revitalization of this street by mindlessly ruining the special character
- Add some co-work areas now that a lot of companies are WFH. This will bring a variety of people / talent downtown for the day.



LEGEND

-  Something I Like
-  Something I Dislike
-  Ideas & Suggestions
-  Comments

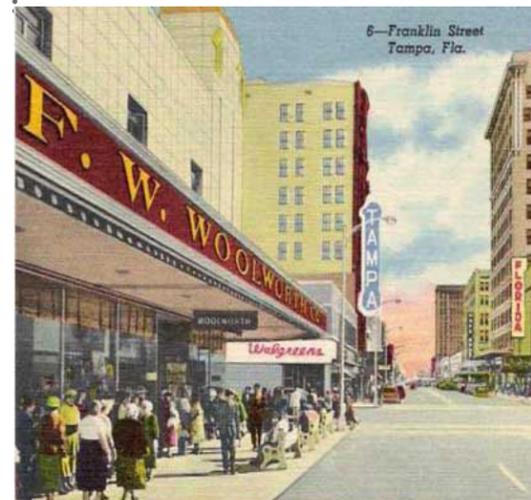
*Ideas & Suggestions*

Several Respondents express a desire for efforts that incentivize redevelopment along this portion of Franklin which boasts many vacant storefronts and buildings.



*Something I Like*

Respondents appreciate the historic buildings along this portion of Franklin Street, many expressed a desire to see historic buildings which remain vacant, re-used & reactivated.



*Comments*

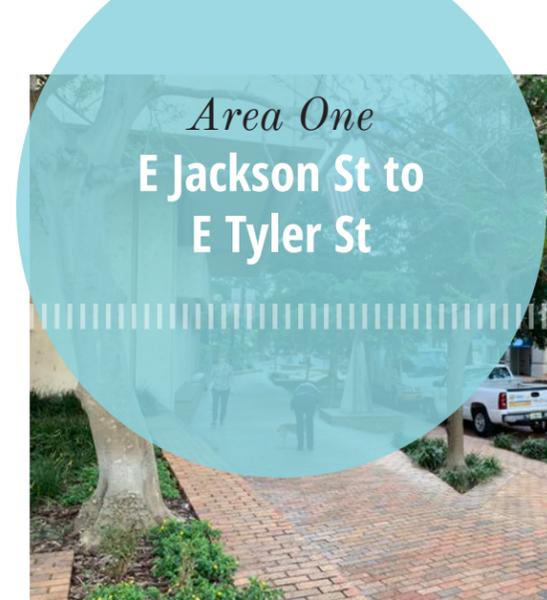
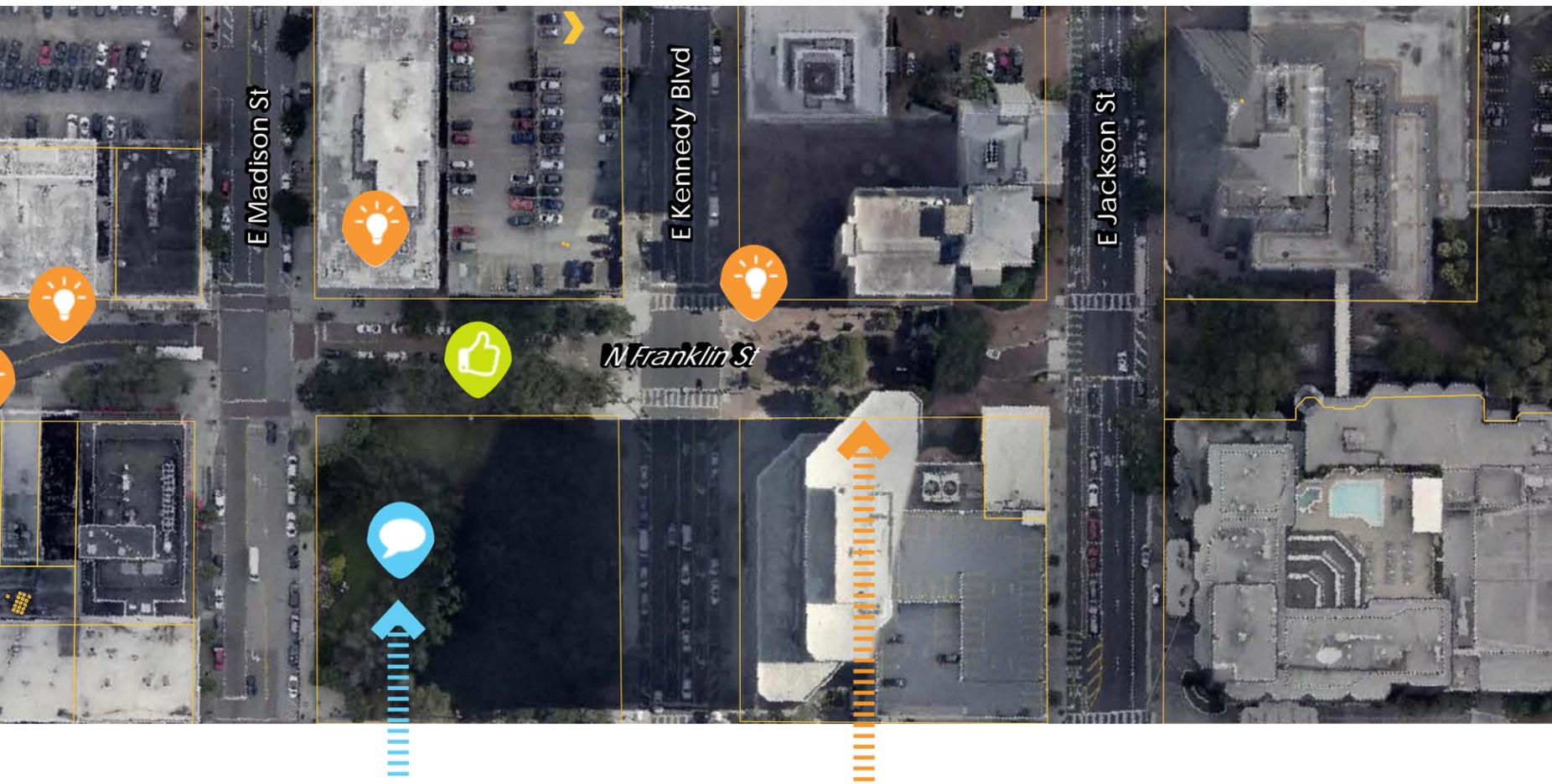
Respondents would like to see improvements to and maintenance of streetscape such as pressure washing, litter clean-up and addition of pedestrian amenities such as lighting, benches and trash cans.

Respondents also commented on the desire to see an activation of the streetscape through outdoor dining opportunities and pop-up events associated with street-closures. Many respondents suggest a more formal approach to regularly scheduled street closures such as retractable & pop-in bollards.

*Something I Dislike*

Respondents commented on the abundance of unhoused persons along Area 1 of Franklin Street which contributes to perceptions of safety and the predominant use of streetscape amenities such as benches by unhoused persons.

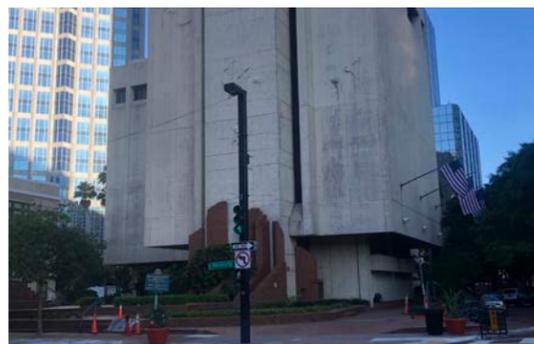
Respondents also commented on the "dead zone" created by surface parking lots and the effect such zones have on the character of the street. Respondents desire to see surface parking lots redeveloped with more intense uses that activate the streetscape.



*Comments*

Respondents expressed support for the re-addition of benches to Lykes Gaslight Square Park and the desire for more comprehensive approaches to the management of unhoused persons and activation of the park by & for the wider community.

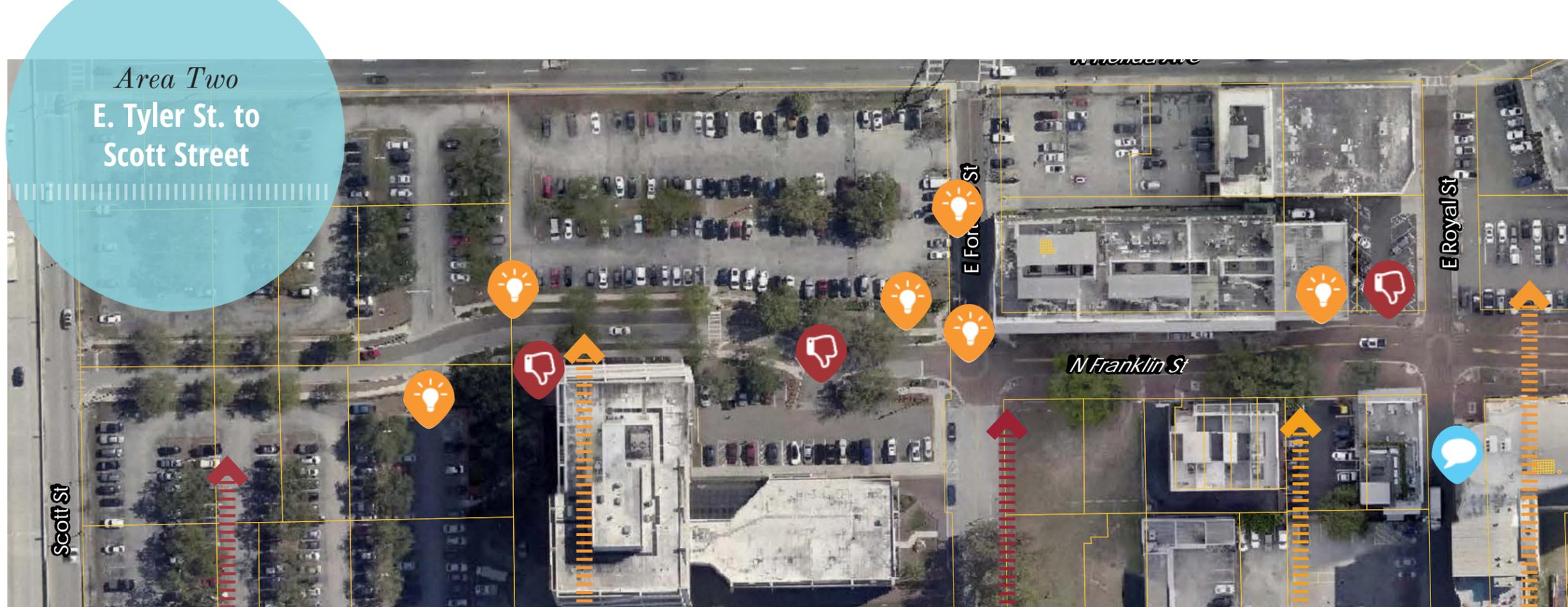
*Ideas & Suggestions*  
 Respondents expressed a desire for a re-imagining of the brick-paved City Hall plaza space. Respondents prefer a re-design that opens the plaza space up to the street more, incorporates more trees and less brick, and creates more opportunities for activation and connection to Lykes Gaslight Square Park across the street.



*Something I Like*  
 Respondents enjoy the abundant tree canopy provided along this portion of Franklin Street and desire the incorporation of additional green infrastructure such as pervious pavers.

*Ideas & Suggestions*  
 Respondents commented on buildings such as the Tampa Police Headquarters that do not activate the street. Several suggested the relocation of such uses and redevelopment of such properties with uses that engage and activate the street.





LEGEND

 Something I Like

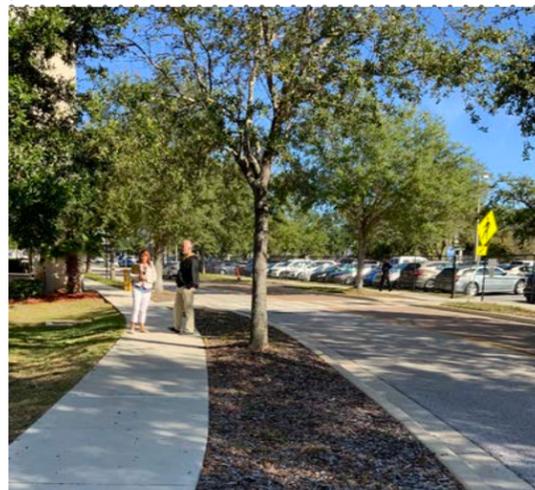
 Something I Dislike

 Ideas & Suggestions

 Comments

*Something I Dislike*

"This section is in dire need of transformation to be walkable, comfortable and safe for residents and visitors alike. Franklin St in Tampa Heights remains isolated from itself in Downtown, even after it was physically reconnected."



*Ideas & Suggestions*

Respondents would like to see efforts to incentivize redevelopment within Area 2 including mechanisms such as density bonuses and elimination of parking requirements.



*Something I Dislike*

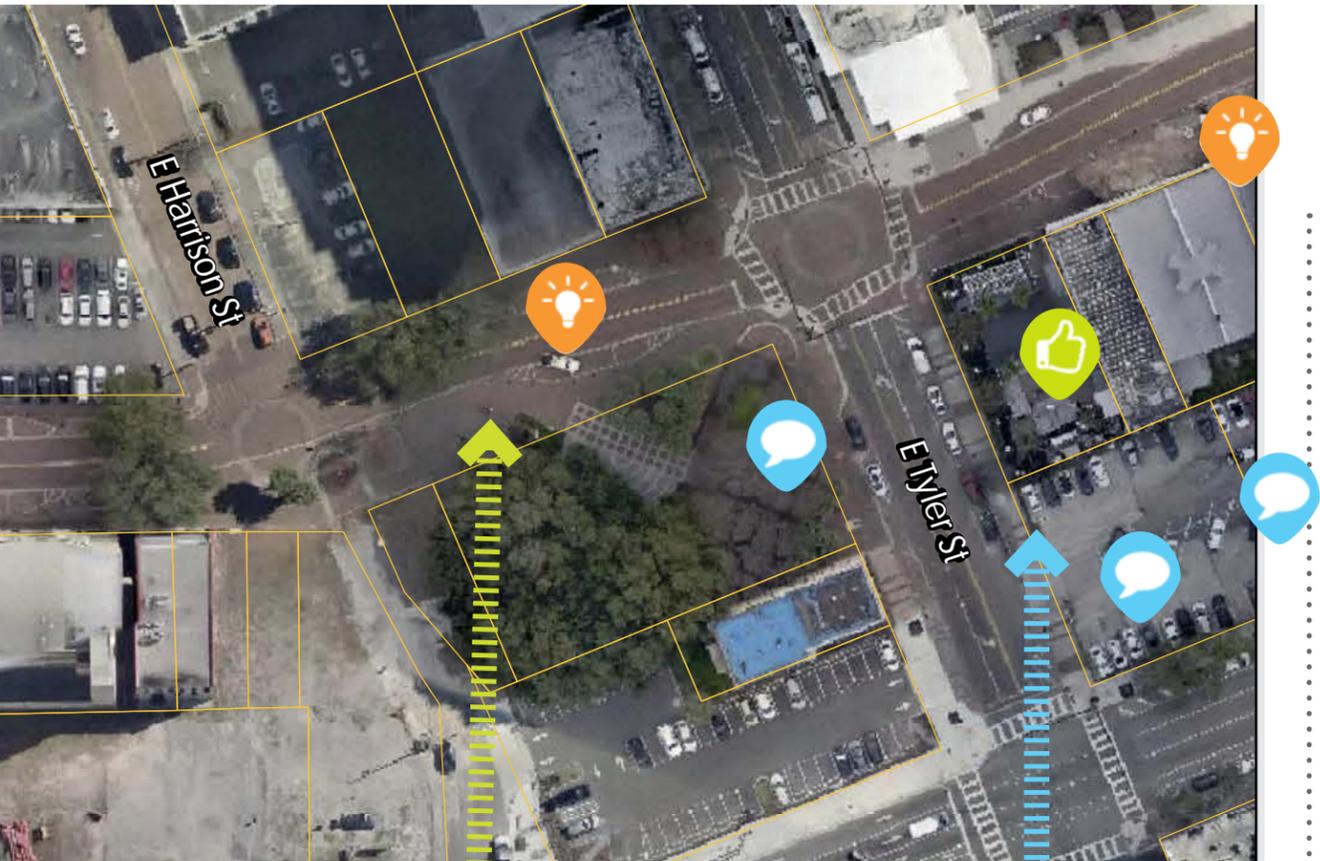
Most comments within Area 2 were related to the State building which houses offices related to the Department of Agriculture, Probation & Parole Services, and Persons with Disabilities. Respondents note the State property breaks up the historic, pedestrian-oriented nature of Area 2, is suburban in character, out of place in downtown, and underutilizes the land between Fortune Street and Scott Street.

Many respondents would like to see the surface parking lots surrounding the State building redeveloped with uses and streetscape improvements that help activate the street.

*Ideas & Suggestions*

Respondents express a dislike for surface parking lots within Area 2 that do not activate the street and a desire to see such properties redeveloped with mixed-use developments.

Respondents also express an interest in uses that serve the surrounding downtown residences such as a daycare facility, ground-floor retail options, live/work artist lofts & galleries.



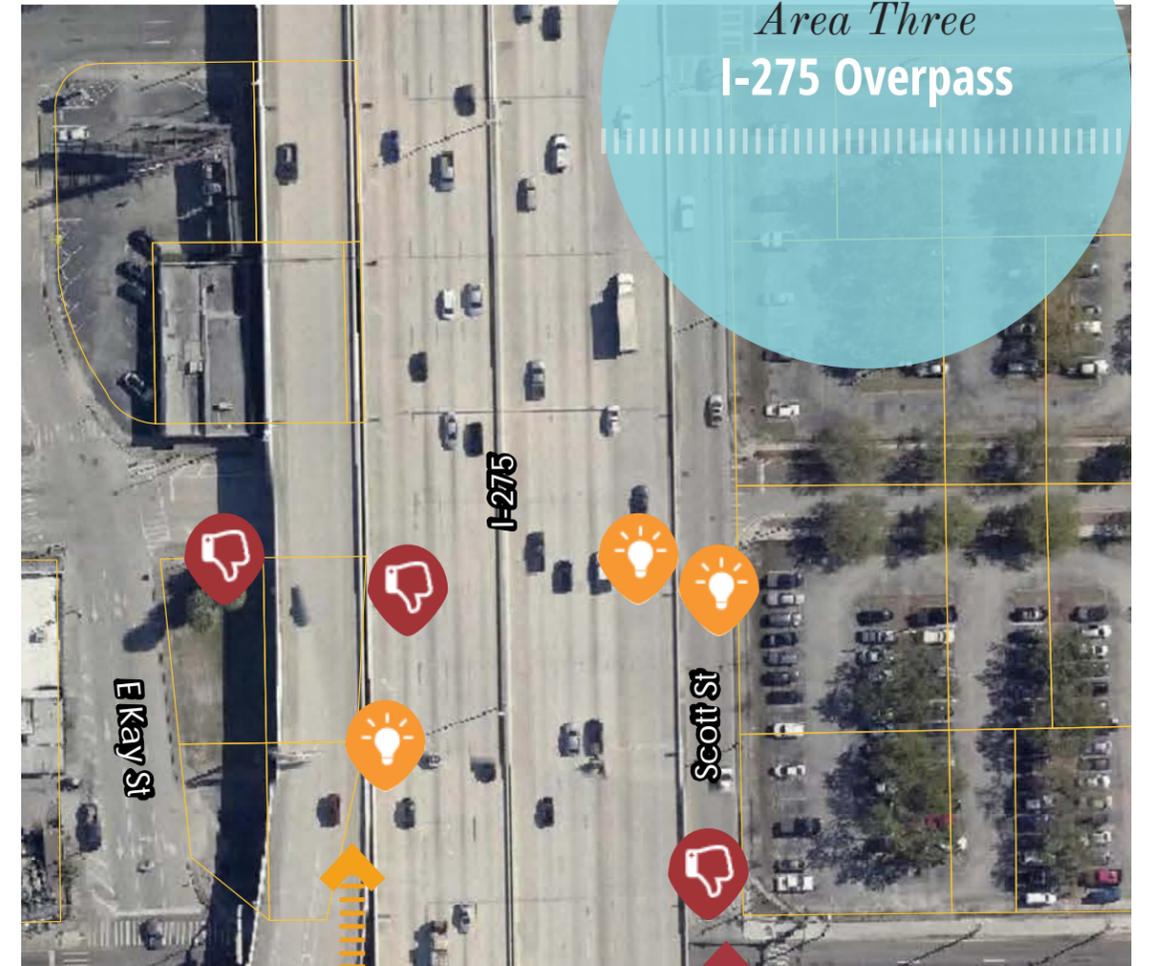
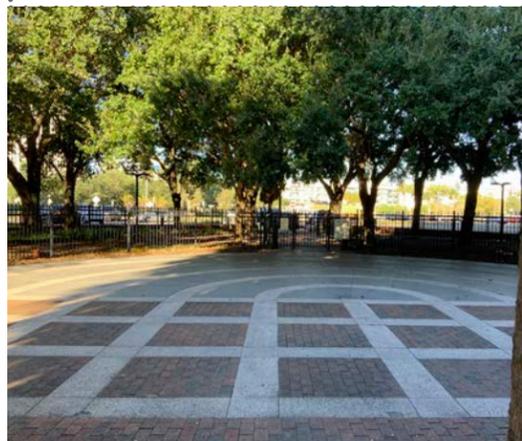
### Something I Like

Respondents appreciate the unique character of Area 2 and point out the Area's mix of building types and its brick-paved, pedestrian-friendly streetscape. Many respondents note the Area's potential to attract pedestrian foot-traffic



### Comments

Respondents commented on Herman Massey Park and the potential the public space has to be a serene, inviting park within downtown. There are currently preliminary planning efforts by the City of Tampa for renovations to Herman Massey Park.



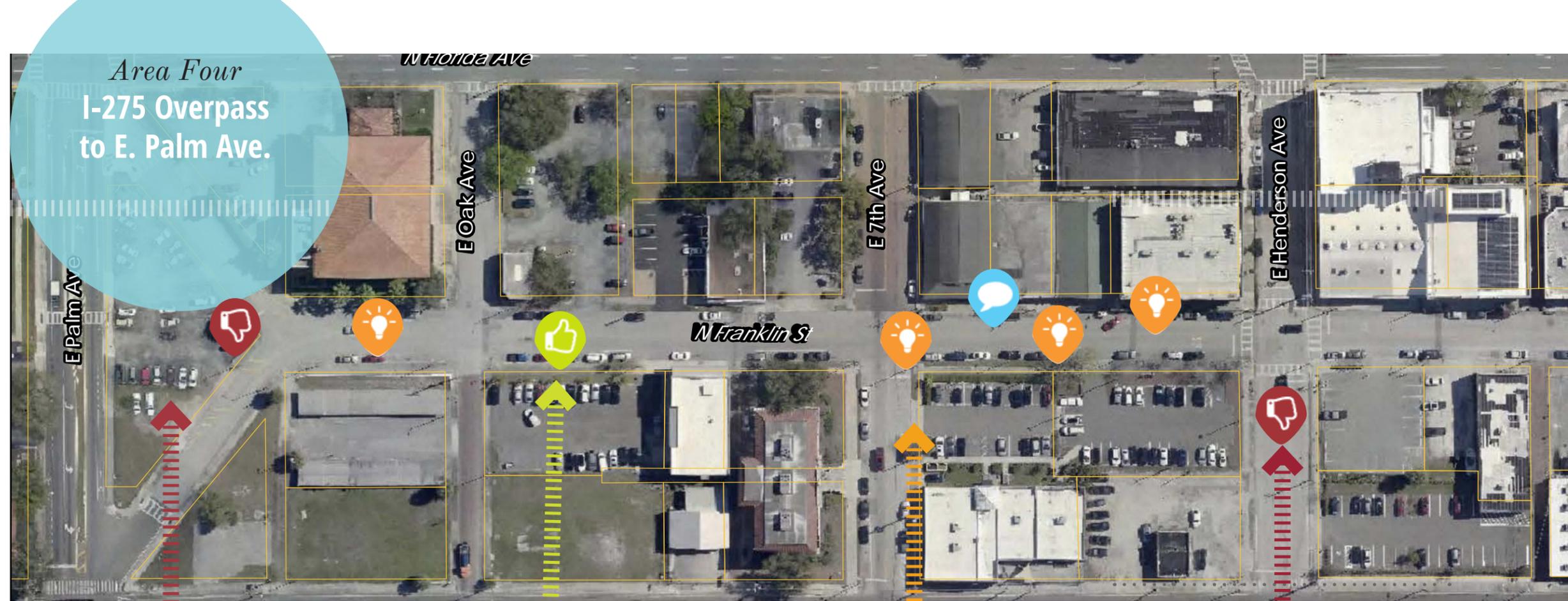
### Ideas & Suggestions

Respondents would like to see the Interstate 275 over pass integrated into the Franklin Street streetscape more so pedestrian and bike connectivity is improved.

Respondents note with relatively limited aesthetic improvements such as paint, lighting, and benches, the overpass could be made into an amenity offering shade opportunities, spaces for public art, place-making abilities, and pedestrian-serving uses such as water fountains, public restrooms, parks, pop-up markets, etc.

### Dislikes

- "Why not make this shaded spot a place people can rest? Drinking fountains, attractive public restrooms, public art, plants?"
- "An obvious area in need of improvement ... lighting is the first thing that comes to mind. Some murals...to brighten up the look ..."
- "There are no protected crosswalks and no enforcement. There needs to be SLOWED traffice, protected crosswalks, flashing lights, and ... 24/7 monitoring ... to slow down auto traffic..."



*Something I Dislike*  
Respondents note the irregular shape of the “Y” formed at Franklin’s northern terminus at Palm Avenue. The site is currently used as an unpaved, surface parking lot and several respondents offered comments regarding a more “efficient” use of the property in the future for redevelopment & incorporation into the planned Streetcar extension route.



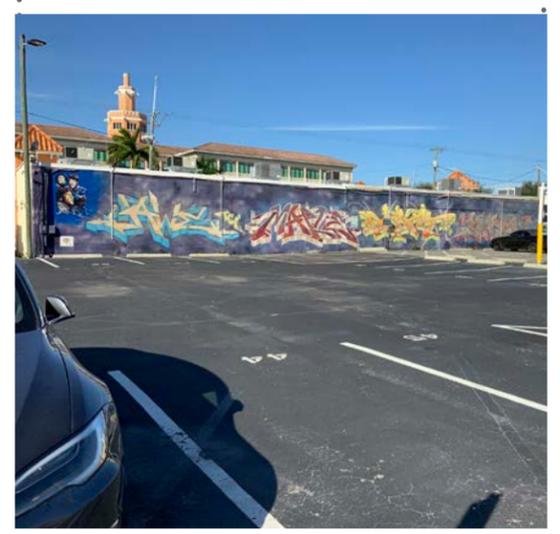
*Something I Like*  
Respondents appreciate the unique, historic character of Area 4 and want to see its view corridors and character preserved through redevelopment efforts.

*Ideas & Suggestions*  
Respondents would like to see improvements to pavement conditions, lighting, sidewalk connectivity, shade opportunities, functional art.  
  
Respondents recommend initiatives to target small-scale infill opportunities such as elimination of parking minimums, smaller lot sizes, etc.

*Ideas & Suggestions*  
Respondents would like to see streetscape amenities found in other Areas of Franklin Street extended to Area 4. Respondents note a lack of benches and pedestrian amenities and would like to see improvements which compliment / help “brand” the unique, artsy, historic feel of Area 4.

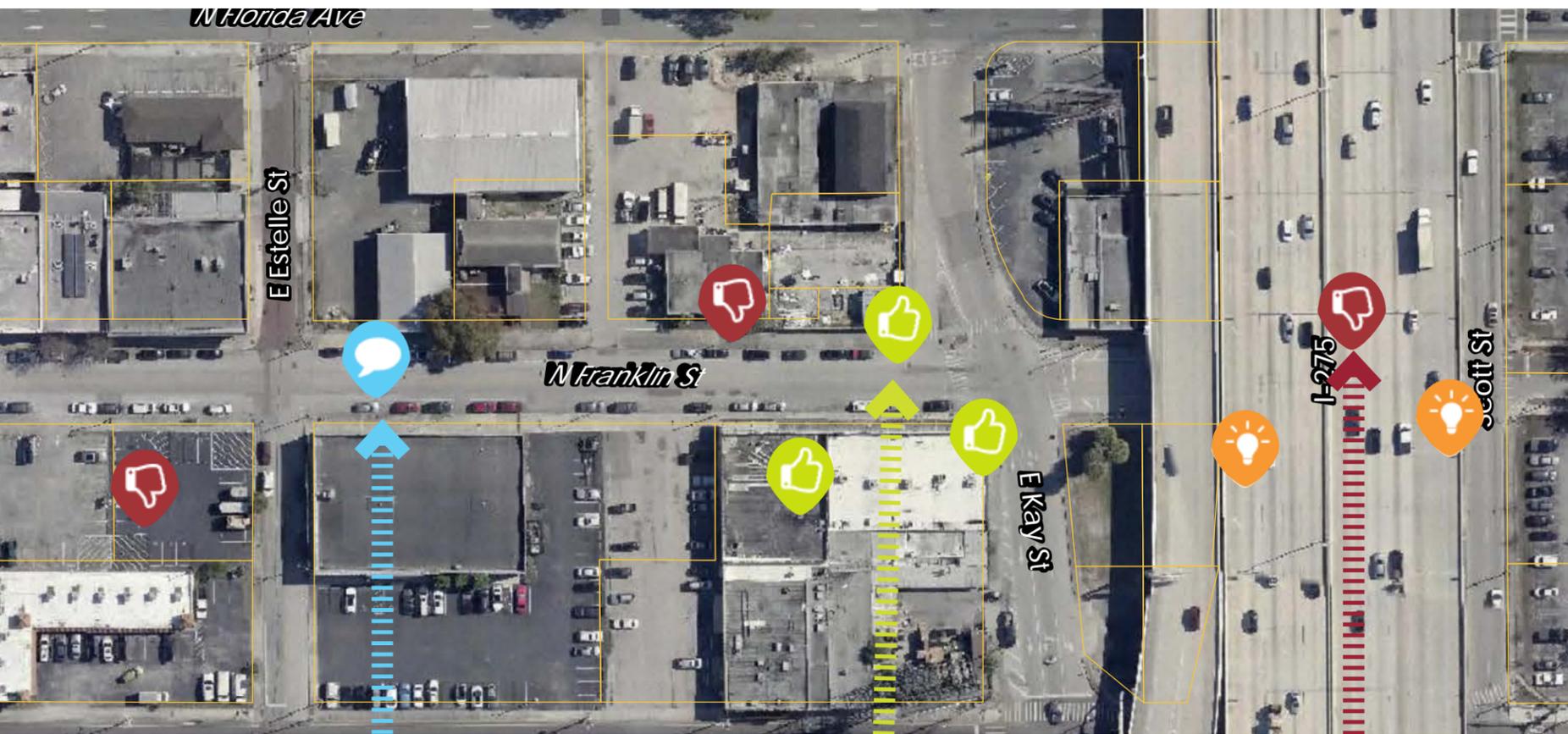
“Integrate funky, functional art that Yellow Brick Row can offer (bird houses, wind chimes, colorful benches, street pole decorations)”  
  
“Make this stretch of Franklin into a permanent art block. Allow street art, murals, shade structures that double as art pieces.”

*Something I Dislike*  
Respondents expressed a dislike for the numerous, privately-owned surface parking lots within Area 4. Respondents would like to see the redevelopment of these properties into activating uses.



LEGEND

-  Something I Like
-  Something I Dislike
-  Ideas & Suggestions
-  Comments



*Comments*

Several respondents commented on the ability of transportation & mobility options to aid redevelopment efforts along Area 4. Suggestions include making Franklin Street a focal point for various modes of transportation including pedestrians, the Streetcar & the Downtowner.



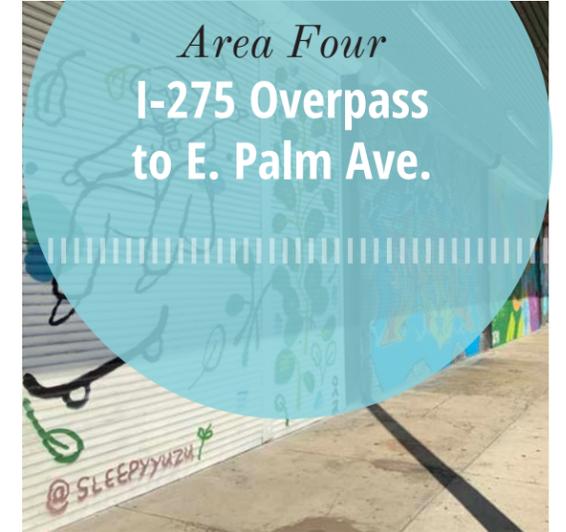
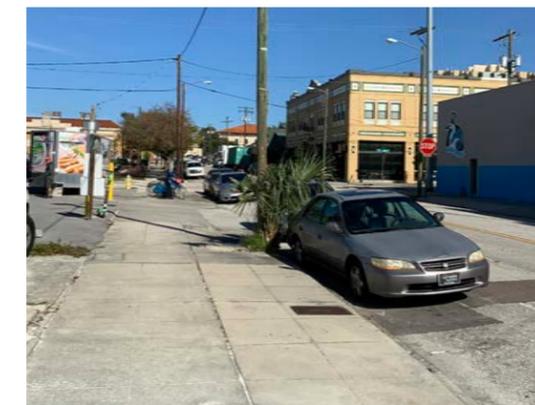
*Something I Like*

Respondents appreciate local businesses like Cafe Hey & Oceanic Oriental Market which have integrated outdoor seating and extensive murals / art into the facades of their buildings.



*Something I Dislike*

Respondents express dissatisfaction with the I-275 Overpass and its integration with the Franklin Street corridor. Respondents note that I-275 most greatly affects connectivity to Area 4.



# STAKEHOLDER INTERVIEWS



An important part of community engagement efforts related to this Franklin Street Visioning Plan included meetings with various stakeholders to gather input from those with a direct stake in the future of the Franklin Street corridor. These stakeholder meetings were conducted virtually to comply with safety guidelines provided by the Center for Disease Control (CDC) to prevent the spread of the Coronavirus and included group interviews as well as individual interviews.

Stakeholder interviews were held in July 2020 and included conversations with :

## City of Tampa Staff:

- City of Tampa Staff, including staff from Mobility & Stormwater Services, the City's Community Redevelopment Agency, Arts & Cultural Affairs Division, Parks & Recreation, as well as others.

## Neighborhood Organizations / Groups:

- The Downtown River Arts Neighborhood Association ("DRANA"), the neighborhood association representing the area of downtown bound by Interstate 275 to the north, Morgan Street to the East, Kennedy Boulevard to the South and the Hillsborough River to the west. DRANA's area of representation includes most of Area 1 and all of Area 2 of the Franklin Street Study Area.
- The "Yellow Brick Row" Group of local business and property owners along Area 4 of Franklin Street north of Interstate-275. This group included business owners from The Rialto Theatre, Florida School of Woodwork, A2 LLC (Owner of the 1701 North Franklin), Hidden Springs Brewery, Café Hey / Oceanic Oriental Market along with others.

## Property Owners with Significant Land Holdings:

- The Wilson Company, a firm specializing in development, property management and construction services that owns several historic properties along the Franklin Street Corridor. These properties include those along the entire 600 & 800 Blocks of Franklin Street within Area 1 of the Study Area which host historic buildings like the old Exchange National Bank Building, the former F.W. Woolworth department store building and the former S.H. Kress and Co. department store building.
- Tampa Theatre and Tampa Electric Company, which owns large properties along the 700 Block of Franklin Street, within Area 1 of the Study Area.
- Accardi Real Estate Company which owns various properties along the Franklin Street Study Area (and overall City) that are predominantly comprised of vacant buildings and surface parking lots (Operated by 717 Parking Enterprises).

## CITY STAFF INTERVIEW TAKEAWAYS

- City procedures for temporary street closures can be quite expensive as they require police officers at every side of a closed intersection. These costs can be mitigated through design of a more formal closure mechanism such as retractable bollards and concrete barricades however access to emergency services need to be considered.
- The City has explored collaborative efforts with property owners to create opportunities for relatively low-budget cultural & art installations along Franklin Street to activate the street and emphasize the corridor's pivotal role in Tampa's history.
- Façade Grant Programs are available through both the Tampa Downtown Partnership and the City of Tampa to assist building owners with improving the exterior facades of their structures.
- Improvements within Areas 2 & 3 of the Franklin Street Study Area will need to consider the ownership of right-of-way and land around Interstate-275 by the Florida Department of Transportation.
- The City's Mobility Plan recognizes streetscape deficiencies along Area 3 & 4 of Franklin Street as being more blatant than other areas of downtown. The City plans for more bike & pedestrian friendly improvements in Area 4 including painted & concrete curb extensions, conversion of underutilized traffic signals to four-way stops and other safety measures. See the "Downtown Redevelopment Activity" Section of the Visioning Document.
- While the brick along Areas 1 and 2 of Franklin Street help control vehicular speed they do not lend to a very comfortable bike commute. Existing and planned bike infrastructure around Franklin Street should be considered with planning efforts moving forward.

## DRANA INTERVIEW TAKEAWAYS

- Franklin Street north of Tyler Street (Area 2 and Area 4) has a distinct historic character separate from the rest of the Central Business District. New development coming into this area should match and compliment this character.
- More Franklin-centric wayfinding, emphasizing the street's historic significance would be beneficial in attracting more people to Franklin Street from nearby areas of Downtown.
- Local Farmer's Market & other pop-up events may help attract people to Franklin Street and promote small businesses.
- Franklin Street is a historic main street however the retail industry has changed significantly over the years making it hard for small storefronts to thrive in downtown. Redevelopment efforts should explore what the future of retail will look like in downtown & assist in activating Franklin by encouraging the growth of local small businesses.
- Unhoused persons are a great concern. Stakeholders report feeling uncomfortable along Franklin Street due to a prevalence of panhandling by unhoused persons.
- There is a need for routine streetscape maintenance and improvements to maintain a cohesive character along Franklin Street.





## *YELLOW BRICK ROW INTERVIEW TAKEAWAYS*

- Stakeholders support redevelopment and infill development but believe preserving the historical character of Area 4 of Franklin Street is critical. Infill development should consider the height of existing protected historic structures in Area 4 and how the height and massing of future structures fit the unique Areas of the Franklin Street Corridor.
- Desire to see future public realm improvements such as branded wayfinding, intersection and crosswalk improvements, and pedestrian lighting that integrate the unique, historical character of Franklin Street and engage/promote local artists & artisans.
- Stakeholders would like to see improvements in connectivity, walkability, and pedestrian safety beneath Interstate-275 (& across Kay & Scott Streets).
- Stormwater infrastructure along Area 4 of Franklin Street is deficient and results in serious drainage issues along this portion of the Corridor. Business owners report problems entering and leaving their establishments due to flooding during storms.
- Street closures need to recognize that most of Area 4's parking supply is accessed off Franklin Street. Despite the abundance of private surface parking lots along Area 4, businesses in Area 4 report issues with the allocation of parking to serve retail & restaurants.
- Stakeholders would like to activate the historic alleys along Area 4 of Franklin Street however the alleys are currently used for the storage of solid waste (i.e., dumpsters & trash cans). A community trash compactor for the area's businesses would allow for more efficient storage of solid waste and activation of alleys.

## *THE WILSON COMPANY INTERVIEW TAKEAWAYS*

- The preservation of Franklin Street's historic character is essential.
- Unhoused persons contribute to safety concerns along Franklin Street.
- Improvements to pedestrian lighting are supported
- Street closures are not preferable along the portion of the corridor outside the Gin Joint / old Exchange National Bank as the restaurant / venue uses valet parking for patrons and curbside pick-up for to-go orders.

## *TAMPA THEATRE & TAMPA ELECTRIC CO. INTERVIEW TAKEAWAYS*

- Tampa Theatre would like to be able to close Franklin Street between Zack Street and Polk Street for events at Tampa Theatre and other activities to activate the street more regularly. Such closures could serve as an "arrival plaza" for Tampa theatre to host pre-show activities. Currently the existing permitting process through the City for street closures does not allow for such desired flexibility.
- Stakeholders note that patrons & visitors often having issues finding parking when coming to Franklin Street.
- Stakeholders believe the prevalence of unhoused persons and need for additional pedestrian lighting contribute to safety concerns along Franklin Street.

## *ACCARDI REAL ESTATE COMPANY INTERVIEW TAKEAWAYS*

- Supports event-related street closures and likes the idea of pop-up vendors and shops. Accardi currently has vendor permits for six (6) of the company's surface parking lots.
- Concerned about the prevalence of unhoused persons
- Supports the creation of parklets throughout downtown



# GENERAL & BLOCK-BY-BLOCK RECOMMENDATIONS



Balancing the preservation of Franklin Street's unique historic character which sets it apart from other streets in downtown Tampa while encouraging redevelopment, revitalization, and reactivation of the corridor will require coordinated efforts on behalf of all stakeholders to ensure redevelopment compliments Franklin's rich culture & history.

**It is important to note that the Tampa Downtown Partnership ("TDP"), similar to the City of Tampa and other public or quasi-public stakeholders is limited in the influence they can unilaterally have on revitalization and redevelopment efforts along Franklin Street.**

The following recommendations were developed from an analysis of existing corridor conditions and extensive stakeholder & community engagement efforts. These recommendations can be generally categorized into "General Recommendations" which may be applied to each "Area" of Franklin Street to assist with redevelopment, reactivation and revitalization as well as "Block-by-Block Recommendations" which offer suggested improvements that can be made specific to each "Area" of Franklin Street.

Accordingly, the following recommendations mostly pertain to improvements that can be made within the public right-of-way to enhance connectivity, walkability, and opportunities for activation along Franklin Street. Other recommendations suggest coordination with private property owners, as well as other community stakeholders, to effect redevelopment efforts that may be outside the direct influence of public agencies such as the City and TDP.

## General Recommendations (For All Areas)

### Branding / Marketing / Placemaking:

- Develop a specific brand (bright & inviting color/style) for Franklin Street that promotes the Street's historic significance for use on all street furnishings and décor such as streetlights, banners, benches, window screens, micro-mobility hubs, historic markers, etc.;
- Coordinate future streetscape and intersection improvements along Franklin Street with ongoing redevelopment activities by the private sector i.e., the redevelopment of vacant lots and reuse of vacant buildings;
- Develop consistent design standards (where none already exist) for all hardscape surfaces within and adjacent to the public right-of-way including sidewalks, crosswalks, plaza areas, etc.;
- Continue to work with local partners on ways to program public spaces along Franklin Street such as arts-based events, historic walking tours, pop-up retail/merchant activities, outdoor performances, etc.
- Identify strategic locations along Franklin Street for public art installations that assist in reactivation & placemaking i.e, street and building murals, painted and/or 3D Crosswalks;
- Increase placement of streetscape planters and consider specific, consistent plant materials that are taller, more colorful to emphasize Franklin Street's unique character and cover irrigation lines;
- Install utility box wraps that advertise local artists and screen utilities from pedestrians;

### Pedestrian & Bike Safety:

- Consider design solutions that make Franklin Street more bike-friendly i.e., micro-mobility hubs, bike parking, curb extensions, conversion of underutilized traffic signals to four-way stops, narrowing of cross-streets such as Twiggs and Madison;
- Increase placement of streetscape furnishings such as benches, pedestrian lighting, solid & pet waste receptacles throughout. Consider a public art initiative to refinish existing furnishings until department budgets can fund new street furnishings;
- Conduct a light analysis to determine pedestrian scale deficiencies along Franklin Street, consider the results of this analysis when installing or replacing light fixtures along the corridor;
- Invest in more routine pressure washing of all hardscape surfaces along Franklin Street;
- Update / Re-stripe roadway pavement markings along the street and consider creative ways to incorporate public art such as painted and/or 3D Crosswalks;
- Install or encourage installation of outdoor music options to assist in activation;

### Economic Development & Opportunities:

- Work with local partners to encourage the reuse of existing, vacant storefronts and buildings by local, small businesses;
- Continue partnership with the Tampa Hillsborough Homeless Initiative ("THHI") to comprehensively address the needs of unhoused persons throughout Hillsborough County.

BRANDING

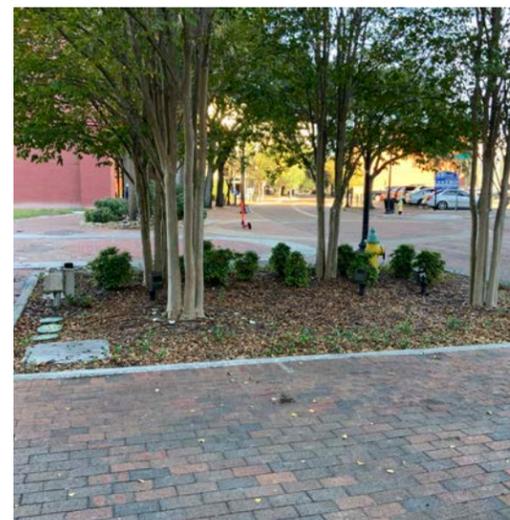
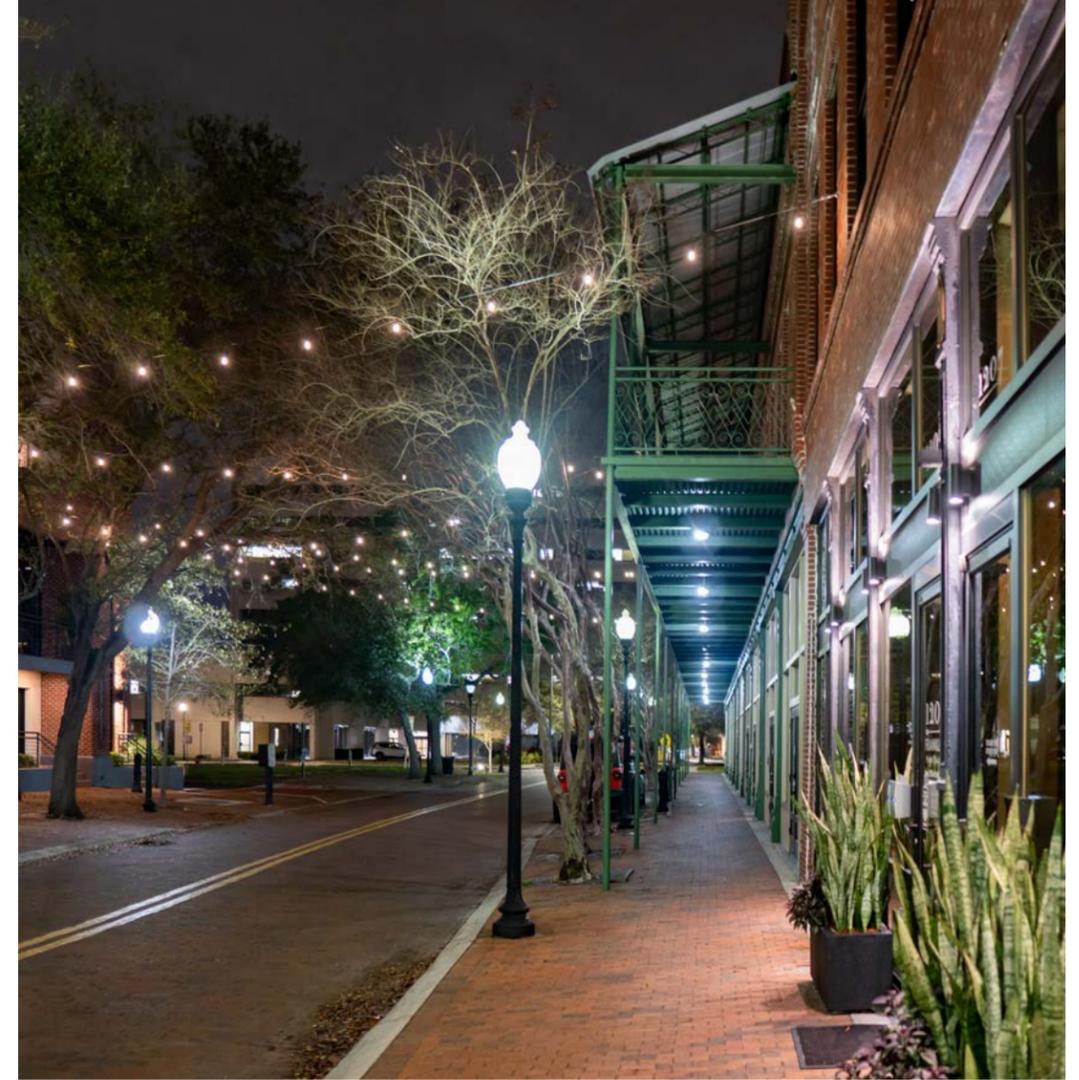
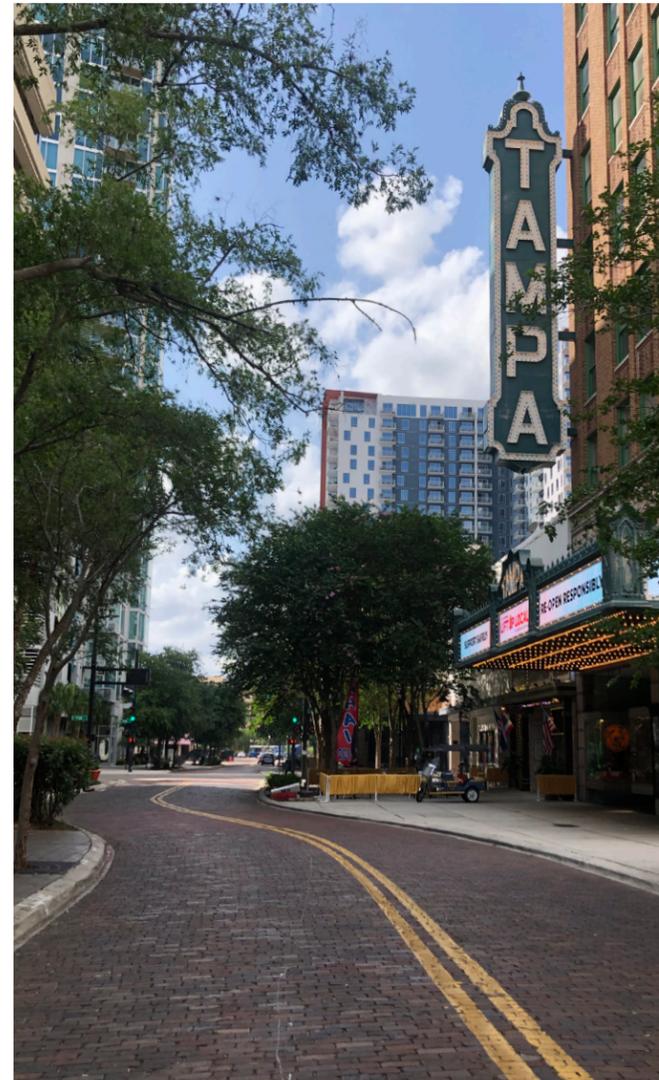
One of the most foundational steps that can be made towards retaining Franklin Street's unique character is the development of a unique Franklin Street "Brand" that can be used to inform future redevelopment activities by the private sector and be integrated into street furnishings and décor along the Streetscape.

LIGHTING

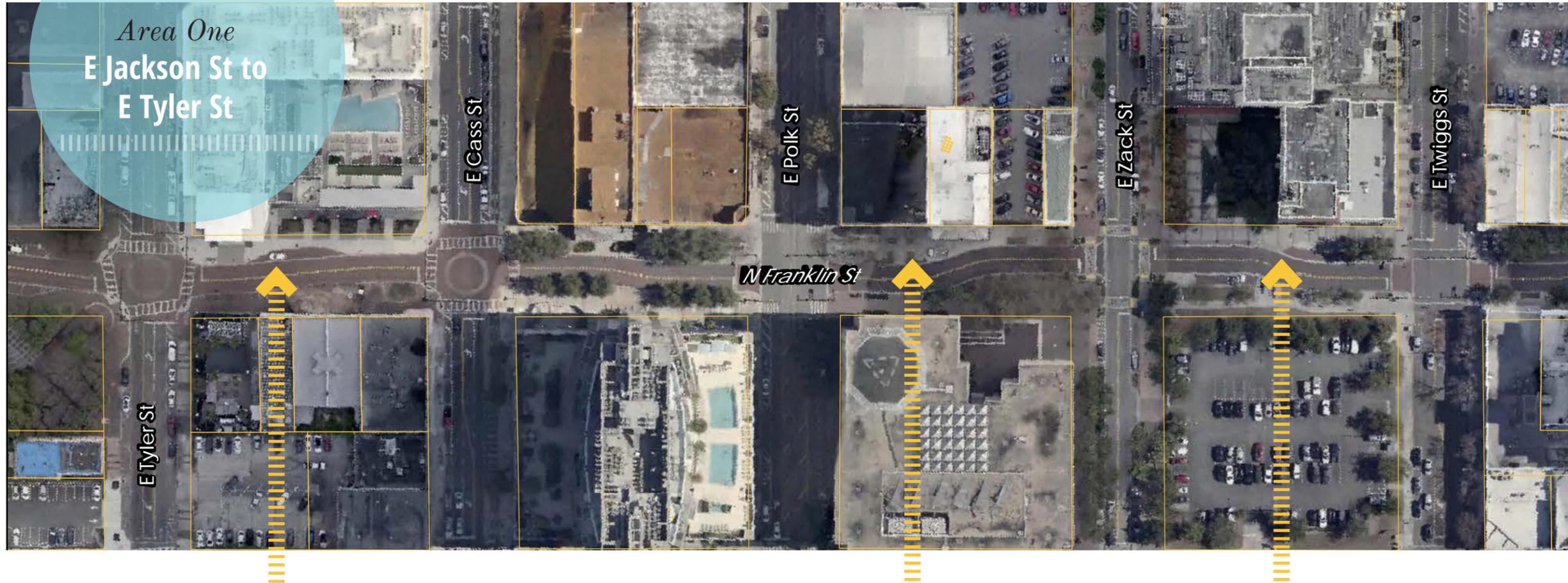
Lighting improvements both along the sidewalks and other areas, should be evaluated and improved to create a safer feeling environment for pedestrians and help further activate nighttime use.

LANDSCAPING  
& PLANTERS

*Install landscape where it is currently lacking, and consider use of more vibrant and taller plant material in existing plant beds.*



**BLOCK BY BLOCK  
RECOMMENDATIONS**



*E. Polk St. to  
E. Tyler St.*

- Replace the painted-brick crosswalks with a consistent, distinct crosswalk finish or painting.
- Coordinate future streetscape improvements with the reuse of historic structures.
- Incorporate public art at the northeast corner of East Polk and Franklin Street and northeast corner of East Cass and Franklin Street to tie into Herman Massey Park

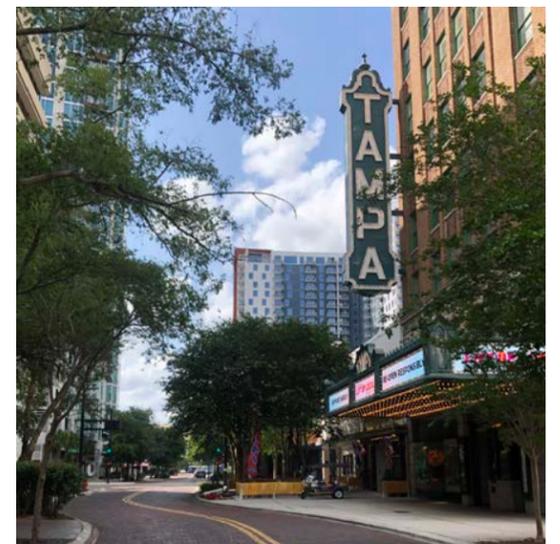
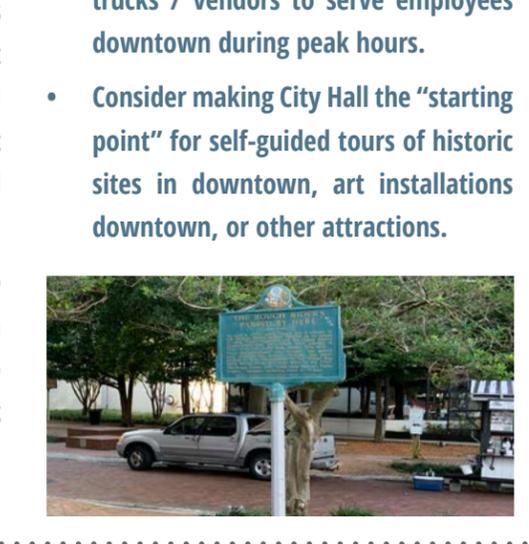
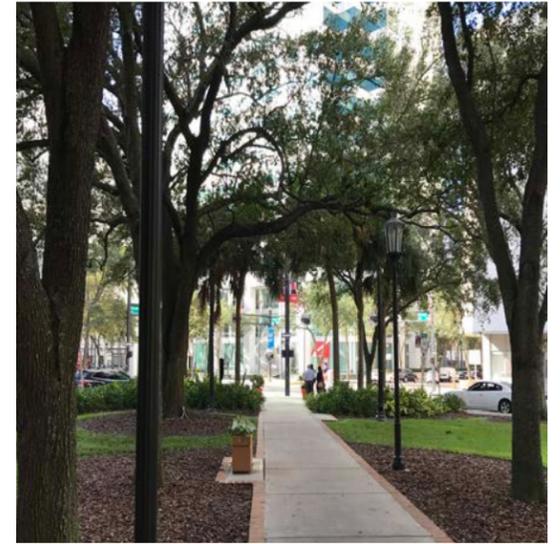
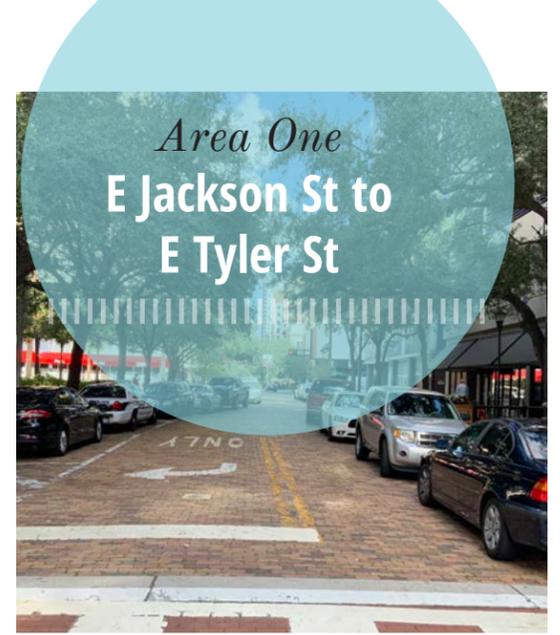
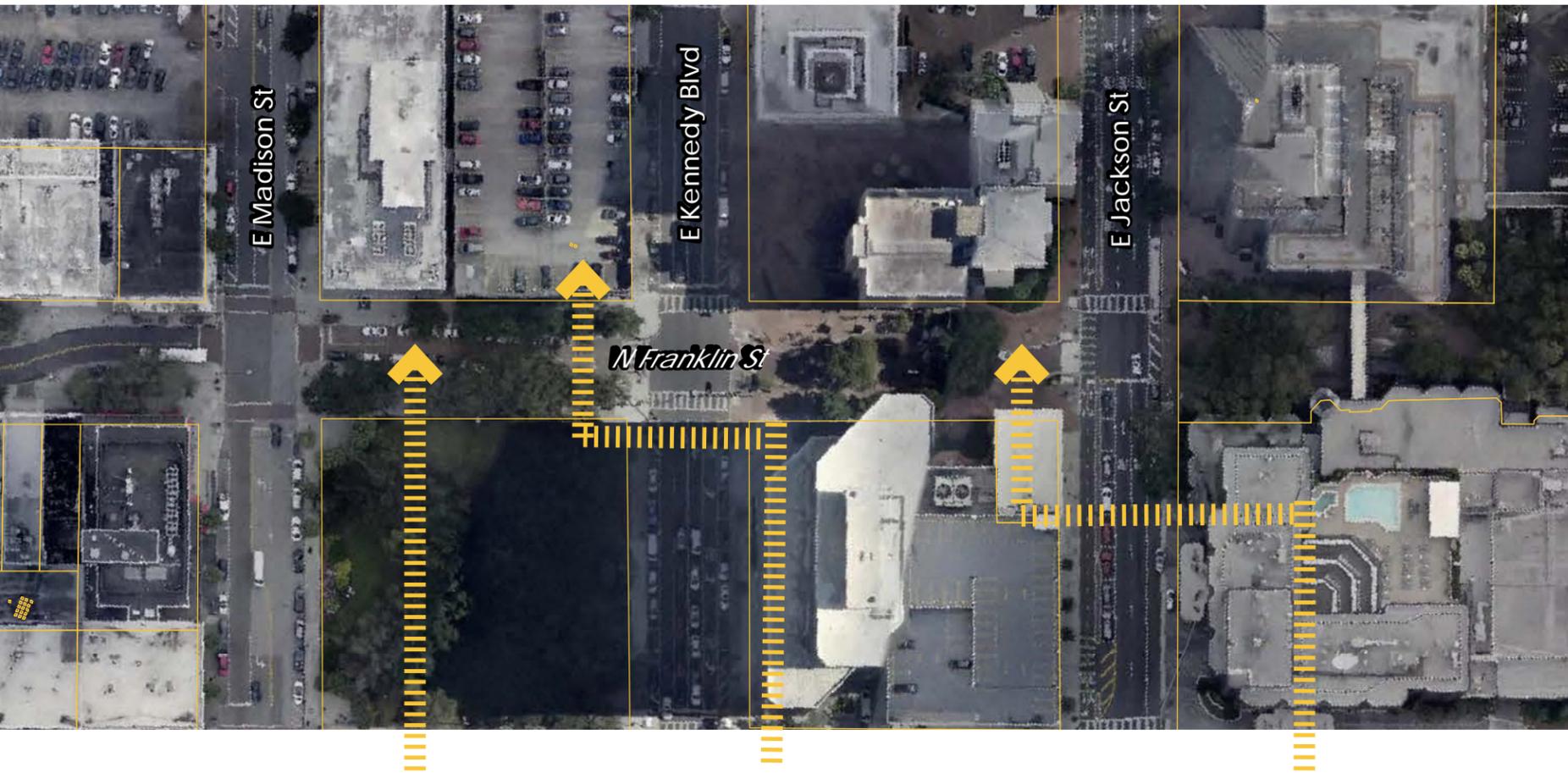
*E. Zack St. to E. Polk St.*

- Install retractable or “drop-in” bollards to assist in event-related closure of block to vehicular traffic, allowing Tampa Theatre to create an “arrival plaza” / “drop-off” area for events.
- Develop a streamlined permitting process for block closure related to special events at Tampa Theatre including alcohol consumption.
- Establish a limited “approval” process that is coordinated with other property owners along this portion of the street, which allows Tampa Theatre to request closure of its block along Franklin Street.
- Identify opportunities to coordinate with Tampa Electric Co. to activate their plaza space for public use (may require legal mechanism such as a pedestrian easement granted to the City by Tampa Electric Co.)
- Install specialty pavers outside of Tampa Theatre to signify a point of arrival.
- Ensure upgrades to street lighting compliment Tampa Theatre’s marquee.
- Ensure upgrades to existing planters and tree beds are coordinated with Tampa Theatre.

*E. Twiggs Street to  
E. Zack St.*

- Install decorative railing to demarcate parking areas from pedestrian sidewalk.
- Coordinate with 717 Parking and other property owners for pop-up retail opportunities, public art and pocket parks.
- Coordinate with existing (717 Parking and the Wilson Company) and future owners of abutting properties on improvements to public realm (planter refreshing, pavement maintenance, Franklin specific branding, etc.).
- Coordinate with the Wilson Company on potential public use of the fenced, park space north of the Gin Joint Restaurant.





*East Madison St. to East Twiggs St.:*

- Develop a partnership with business owners to install themed screen-printing on vacant storefront windows;
- Work to encourage the reuse of existing, vacant storefronts along Franklin Street by local, small businesses.



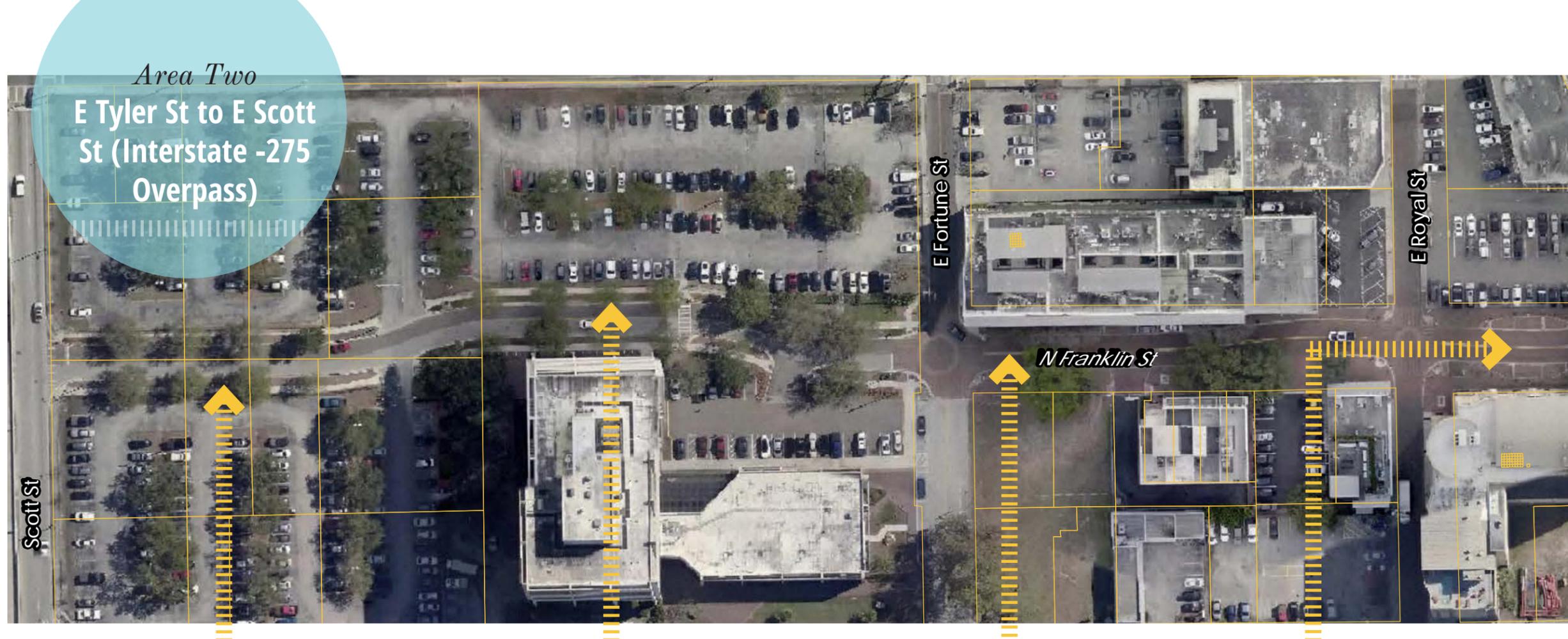
*E. Kennedy Blvd. to E. Madison St.*

- Keep Franklin Street at Kennedy Boulevard open to vehicular traffic to assist in overall activation of the Street.
- Add benches back to Lykes Gaslight Square Park to assist in activation.
- Consider programmed events for Lykes Gaslight Square Park that attract the wider community to the park AND have them linger there for extended periods of time.
- Consider long-term relocation of Tampa Police Department Headquarters to allow for mixed-use redevelopment that activates the Street and generates tax revenue.

*E. Jackson St. to E. Kennedy Blvd.*

- Open Franklin Street at Jackson Street to vehicular traffic to assist in overall activation of Franklin Street.
- Strengthen the connection across Kennedy Boulevard to Lykes Gaslight Square Park by incorporating painted crosswalks, an intersection street mural, and banners or other visual indicators to signify the public space.
- Elevate roadway to be flush with the plaza space creating a larger pedestrian area and gathering space adjacent to City Hall to be used for public & civic engagement.
- Program the brick plaza space adjacent to City Hall / Fifth Third Bank to accommodate numerous food trucks / vendors to serve employees downtown during peak hours.
- Consider making City Hall the “starting point” for self-guided tours of historic sites in downtown, art installations downtown, or other attractions.





*Area Two*  
**E Tyler St to E Scott St (Interstate -275 Overpass)**

*E. Fortune St. to E. Scott St.*

\*The portion of Franklin Street from East Fortune Street to Interstate-275 is owned by the Florida Department of Transportation ("FDOT") and is not public right-of-way owned by the City of Tampa. Any improvements to this portion of the Street will have to be coordinated with FDOT.

- Coordinate with the Florida Department of Transportation / State of Florida to place Franklin-centric screen print along the chain-link fences surrounding the State building's surface parking lots along the East side of the Street.
- Encourage use of overhead lighting similar to that installed over 1205 N. Franklin Street
- Incorporate branded, Franklin-centric wayfinding / signage to promote connectivity / walkability to other Areas of Franklin Street.
- Coordinate with the Florida Department of Transportation / State of Florida to utilize surface parking lots along east side of street for after-business hours and weekend use for nearby commercial storefronts along Franklin Street.
- Consider long-term feasibility of removing asphalt and restoring brick along this portion of Franklin Street.
- Coordinate future streetscape improvements that create a more "urban" pedestrian realm with wider sidewalks, more vibrant plantings and planters.

*E. Royal St. to E. Fortune St.*

- Support continued use of overhead string lighting across Franklin Street as done by 1205 North Franklin Street.
- Add decorative railing to separate surface parking areas from pedestrian realm.



*E. Harrison St. to E. Royal St.*

- Repair select areas of buckled brick along this portion of Franklin Street.
- Add decorative railing to separate surface parking areas from pedestrian realm





*E. Tyler St. to E. Harrison St.*

\*Preliminary planning efforts have begun on future renovations to Herman Massey Park that include the incorporation of outdoor dining space associated with a restaurant concept proposed at an adjacent vacant building on Tyler Street.

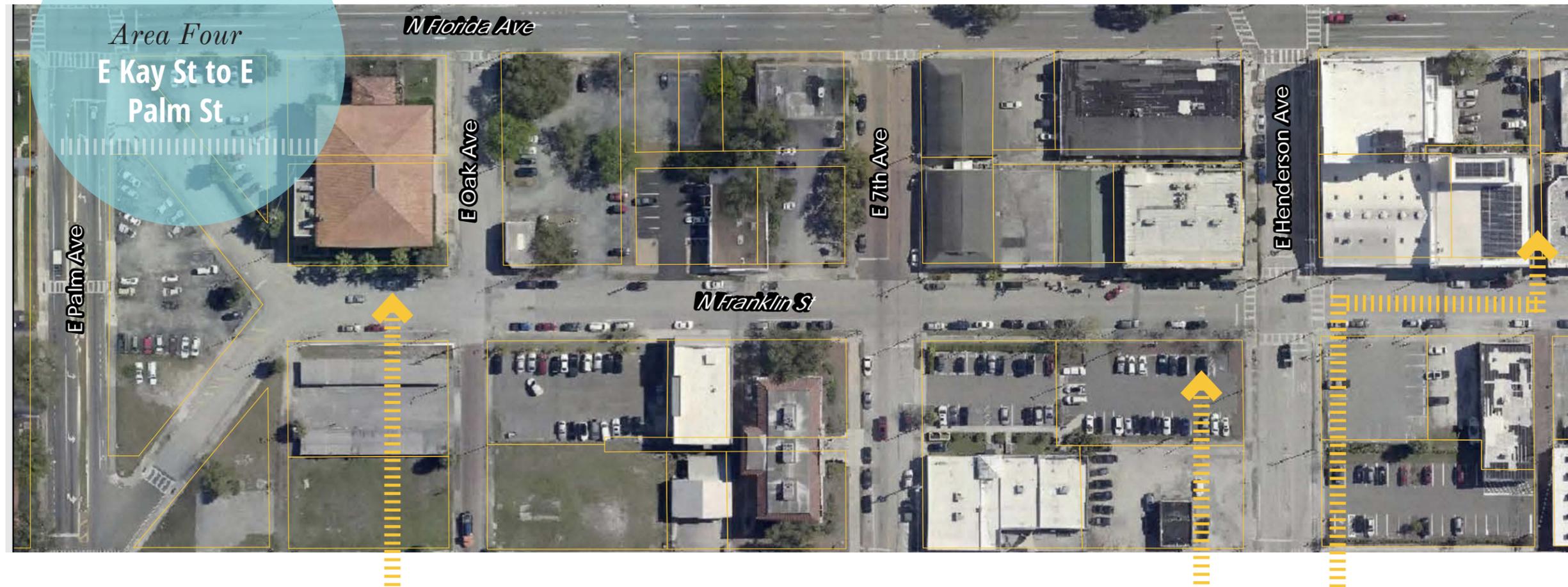
- Consider installation of public art elements that incorporate light displays and visual art
- Install pedestrian-scale lighting that provides adequate illumination for park use after sunset.
- Replace 15-minute-only parking adjacent to Herman Massey Park for longer-term parking options.
- Program Herman Massey Park for events or activities that open the park up to the Street and attract pedestrians from the large downtown Area such as “movies on the lawn” utilizing neighboring vacant buildings for film projection, live music options, etc.



*Interstate 275 Overpass*

\* The Florida Department of Transportation’s “TBNext” program aims to widen the Interstate 275 overpass and surrounding downtown interchanges in upcoming years. Any improvements to this portion of the Street will have to be coordinated with FDOT.

- Incorporate branded, Franklin-centric wayfinding / signage to promote connectivity / walkability to other Areas of Franklin Street.
- Incorporate public art such as murals and light features that assist in integrating the Interstate overpass into the Franklin Street corridor.
- Add lighting for pedestrian safety at daytime and nighttime.
- Coordinate with the Florida Department of Transportation and City of Tampa on improvements to intersections at Scott and Kay Street to improve pedestrian safety and connectivity across the Interstate-275 overpass.
- Update / Re-stripe pavement striping and markings.



*Influencing Future Development in Area 4*

- Support future revisions to the City's Land Development Code that assist in influencing future redevelopment in Area 4 to ensure development is compatible with the historic character of Franklin Street, encourages pedestrian activity, and provides density and a mix of uses that supports future extension of the Tampa Electric Streetcar into Tampa Heights.
- Consider incorporation of yellow brick into future redevelopments and streetscape improvements along Area 4 where feasible to promote the area's unique character as "Yellow Brick Row".
- Coordinate with local craftsman and business owners to help shape Area 4's "Creative Culture" i.e., integration of wooden bird houses, wind chimes, and benches to promote the Florida School of Woodwork, and other local businesses along Franklin Street.



*Streetscape & Infrastructure Upgrades*

- Plan for a redesign of Area 4's streetscape that widens sidewalks, adds street trees, plantings / planters, pedestrian lighting, multi-mobility hubs, waste receptacles, benches, etc.
- Improvements to Area 4's streetscape should include necessary upgrades to sub-surface utilities that should be coordinated with local business owners. Such improvements include stormwater upgrades to improve drainage within Area 4 and the burying of electric utilities as redevelopment occurs along Franklin Street.

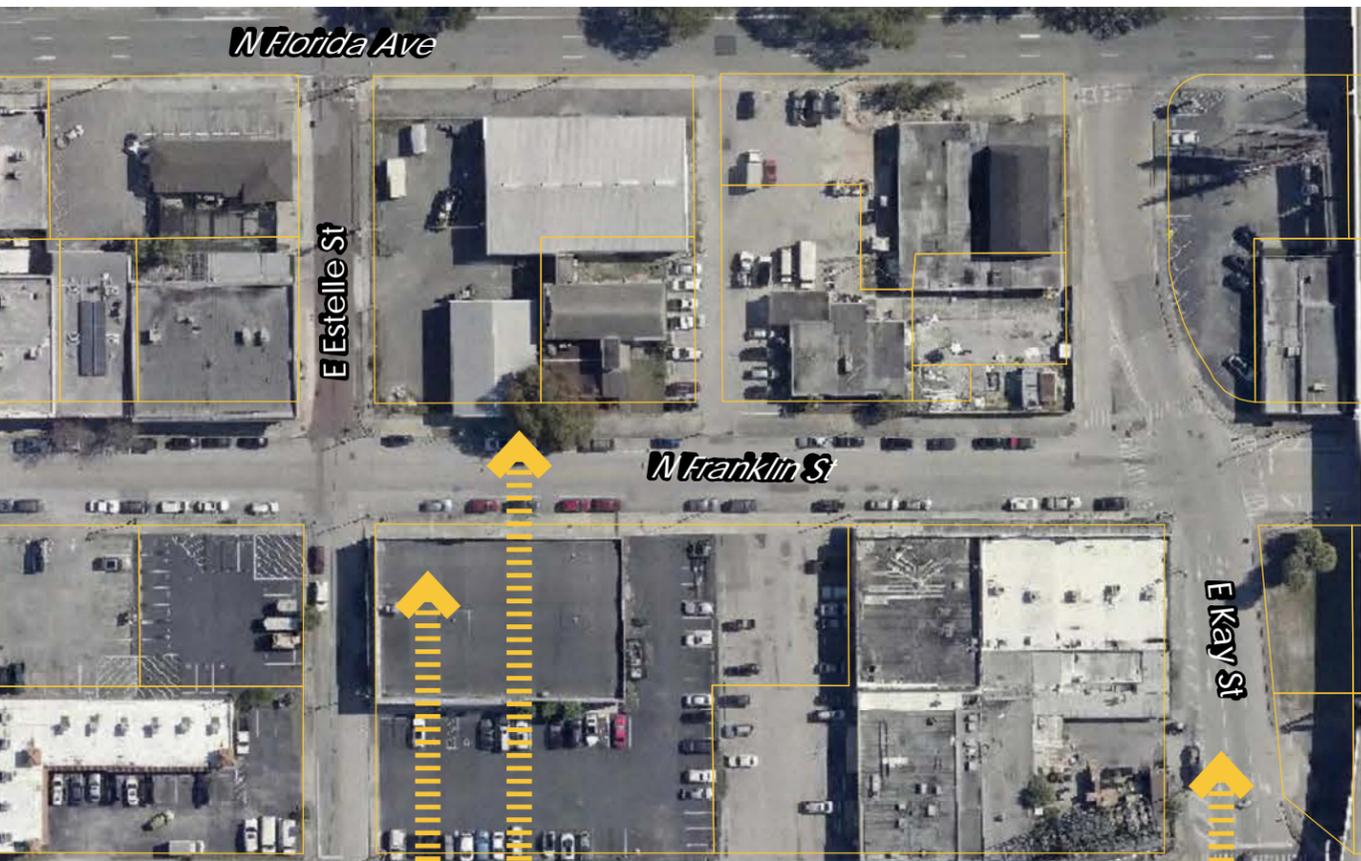
*Vehicular Parking Supply*

- Consider a more formalized parking strategy for Area 4 that includes marked & metered on-street parking spaces and coordination with owners of private surface lots.
- Install decorative railing to demarcate surface parking areas from pedestrian walkways.

*Alleys / Shared Solid Waste Services*

- Consider relocating solid waste services from certain alleys in Area 4 to a community compactor shared by local businesses so that alleys can be reclaimed for pedestrian use & activation.





*Area Four*  
E Kay St to E Palm St



*Facade Improvements*

- Encourage utilization of the Tampa Downtown Partnership's Facade Grant Program to improve facades of existing buildings that are not traditionally designed to activate the Street (murals, awnings, signage, etc.)
- Encourage further utilization of art murals to mitigate blank building facades, promote local artists and reuse of vacant buildings, and help shape Franklin Street/Area 4's "Art District" character.

*Connectivity to Downtown*  
*(Areas 1 & 2)*

- Continue to work with the City & FDOT to improve pedestrian and bike connectivity beneath I-275.
- Program pop-up street activities or events in Areas 3 & 4 to attract people from nearby activity centers such as downtown and the Riverwalk.



# COMPLETE RECOMMENDATIONS



ALL

**General Recommendations:** These recommendations apply to the entire Franklin Street study area.

*Each Recommendation is followed by a list of “responsible parties” who will need to collaborate to address each recommendation.*

## Overall Franklin Street Study Area

### Branding / Marketing / Placemaking:

- Develop a specific brand (bright & inviting color/style) for Franklin Street that promotes the Street's historic significance for use on all street furnishings and décor such as streetlights, banners, benches, window screens, micro-mobility hubs, historic markers, etc.; - *Downtown CRA (Areas 1 & 2), City, TDP*
- Coordinate future streetscape and intersection improvements along Franklin Street with ongoing redevelopment activities by the private sector i.e., the redevelopment of vacant lots and reuse of vacant buildings; - *City, Downtown CRA (Areas 1 & 2)*
- Develop consistent design standards (where none already exist) for all hardscape surfaces within and adjacent to the public right-of-way including sidewalks, crosswalks, plaza areas, etc.; - *City, Downtown CRA (Areas 1 & 2)*
- Continue to work with local partners on ways to program public spaces along Franklin Street such as arts-based events, historic walking tours, pop-up retail/merchant activities, outdoor performances, etc. - *TDP, City*
- Identify strategic locations along Franklin Street for public art installations that assist in reactivation & placemaking i.e, street and building murals, painted and/or 3D Crosswalks; - *TDP, Downtown CRA (Areas 1,2), City*
- Increase placement of streetscape planters and consider specific, consistent plant materials that are taller, more colorful to emphasize Franklin Street's unique character and cover irrigation lines; - *City, Downtown CRA (Areas 1,2), TDP*
- Install utility box wraps that advertise local artists and screen utilities from pedestrians; - *TDP, City, Downtown CRA (Areas 1 & 2)*

### Pedestrian & Bike Safety:

- Consider design solutions that make Franklin Street more bike-friendly i.e., micro-mobility hubs, bike parking, curb extensions, conversion of underutilized traffic signals to four-way stops, narrowing of cross-streets such as Twiggs and Madison; - *TDP, City, Downtown CRA (Areas 1 & 2), FDOT (Area 2 & 3)*
- Increase placement of streetscape furnishings such as benches, pedestrian lighting, solid & pet waste receptacles throughout. Consider a public art initiative to refinish existing furnishings until department budgets can fund new street furnishings; - *City, Downtown CRA (Areas 1,2), TDP*
- Conduct a light analysis to determine pedestrian scale deficiencies along Franklin Street, consider the results of this analysis when installing or replacing light fixtures along the corridor; - *City, Downtown CRA (Areas 1,2), TDP*
- Invest in more routine pressure washing of all hardscape surfaces along Franklin Street; - *TDP, City*
- Update / Re-stripe roadway pavement markings along the street and consider creative ways to incorporate public art such as painted and/or 3D Crosswalks; - *City, Downtown CRA (Areas 1 & 2), FDOT (Area 2 & 3)*
- Install or encourage installation of outdoor music options to assist in activation - *City, TDP*

### Economic Development & Opportunity:

- Work with local partners to encourage the reuse of existing, vacant storefronts and buildings by local, small businesses; - *City, Downtown CRA (Areas 1 & 2)*
- Continue partnership with the Tampa Hillsborough Homeless Initiative (“THHI”) to comprehensively address the needs of unhoused persons throughout Hillsborough County. - *City, Downtown CRA (Areas 1 & 2), TDP*

In addition to the general recommendations for the entire Franklin Street study area, recommendations for Area 1 are provided on a block-by-block basis.

Each Recommendation is followed by a list of “responsible parties” who will need to collaborate to address each recommendation.

*E. Jackson St. to E. Kennedy Blvd.*

- Open Franklin Street at Jackson Street to vehicular traffic to assist in overall activation of Franklin Street. - City, FDOT
- Strengthen the connection across Kennedy Boulevard to Lykes Gaslight Square Park by incorporating painted crosswalks, an intersection street mural, and banners or other visual indicators to signify the public space. - TDP, City, Downtown CRA
- Create a larger pedestrian area and gathering space adjacent to City Hall to be used for public & civic engagement. - City, Downtown CRA
- Program the brick plaza space adjacent to City Hall / Fifth Third Bank to accommodate numerous food trucks / vendors to serve employees downtown during peak hours. - City, TDP
- Consider making City Hall the “starting point” for self-guided tours of historic sites in downtown, art installations downtown, or other attractions. - City, TDP



*E. Kennedy Blvd. to E. Madison St.*

- Keep Franklin Street at Kennedy Boulevard open to vehicular traffic to assist in overall activation of the Street. - City
- Add benches back to Lykes Gaslight Square Park to assist in activation by downtown residents and employees. -City, Downtown CRA
- Consider programmed events for Lykes Gaslight Square Park which attract the wider community to the park AND have them linger there for extended periods of time. - TDP, City
- Consider long-term relocation of Tampa Police Department Headquarters to allow for mixed-use redevelopment that activates the Street and generates tax revenue. -City, Downtown CRA

*East Madison St. to East Twiggs St.*

- Develop a partnership with business owners to install themed screen-printing on vacant storefront windows; - City, TDP
- Work to encourage the reuse of existing, vacant storefronts along Franklin Street by local, small businesses. - City, TDP



*E. Twiggs Street to E. Zack St.*

- Install decorative railing to demarcate parking areas from pedestrian sidewalk. - City, TDP
- Coordinate with existing (717 Parking and the Wilson Company) and future owners of abutting properties on improvements to public realm (planter refreshing, pavement maintenance, incorporation of Franklin specific branding, etc.). - City, TDP
- Coordinate with the Wilson Company on potential public use of the fenced, park space north of the Gin Joint Restaurant. - TDP

*E. Zack St. to E. Polk St.*

Recommendations for the block between E. Zack St. and E. Polk St. will require collaboration between the City, TDP, Downtown CRA and close coordination with Tampa Theatre and other business owners on this block.

- Install retractable or “drop-in” bollards to assist in event-related closure of block to vehicular traffic, allowing Tampa Theatre to create an “arrival plaza” / “drop-off” area for events.
- Develop a streamlined permitting process for block closure related to special events at Tampa Theatre including alcohol consumption.
- Establish a limited “approval” process that is coordinated with other property owners along this portion of the street, which allows Tampa Theatre to request closure of its block along Franklin Street.
- Identify opportunities to coordinate with Tampa Electric Co. to activate their plaza space for public use (may require legal mechanism such as a pedestrian easement granted to the City by Tampa Electric Co.)
- Install specialty pavers outside of Tampa Theatre to signify a point of arrival.
- Ensure upgrades to street lighting compliment Tampa Theatre’s marquee.
- Ensure upgrades to existing planters and tree beds are coordinated with Tampa Theatre

*E. Polk St. to E. Tyler St.*

- Replace the painted-brick crosswalks with a consistent, distinct crosswalk finish or painting. - City, TDP, Downtown CRA
- Coordinate future streetscape improvements with the reuse of historic structures.- City, TDP, Downtown CRA
- Incorporate public art at the northeast corner of East Polk and Franklin Street and northeast corner of East Cass and Franklin Street to tie into Herman Massey Park. - City, TDP, Downtown CRA



## In addition to the general recommendations for the entire Franklin Street study area, recommendations for Area 2 are provided on a block-by-block basis.

*Each Recommendation is followed by a list of “responsible parties” who will need to collaborate to address each recommendation.*

### *E. Tyler St. to E. Harrison St.*

\*Preliminary planning efforts have begun on future renovations to Herman Massey Park that include the incorporation of outdoor dining space associated with a restaurant concept proposed at an adjacent vacant building on Tyler Street.

- Consider installation of public art elements that incorporate light displays and visual art - *TDP, City, Downtown CRA*
- Install pedestrian-scale lighting that provides adequate illumination for park use after sunset. - *City, Downtown CRA*
- Replace 15-minute-only parking adjacent to Herman Massey Park for longer-term parking options. - *City*
- Program Herman Massey Park for events or activities that open the park up to the Street and attract pedestrians from the large downtown Area such as “movies on the lawn” utilizing neighboring vacant buildings for film projection, live music options, pop-up activities for children and families, etc. - *TDP, City*

### *E. Harrison St. to E. Royal St.*

- Repair select areas of buckled brick along this portion of Franklin Street. - *City, Downtown CRA*
- Add decorative railing to separate surface parking areas from pedestrian realm - *City, Downtown CRA*



### *E. Royal St. to E. Fortune St.*

- Support continued use of overhead string lighting across Franklin Street as done by 1205 North Franklin Street. - *TDP, City*
- Add decorative railing to separate surface parking areas from pedestrian realm. - *City, Downtown CRA*

### *E. Fortune St. to E. Scott St.*

\*The portion of Franklin Street from East Fortune Street to Interstate-275 is owned by the Florida Department of Transportation (“FDOT”) and is not public right-of-way owned by the City of Tampa. Any improvements to this portion of the Street will have to be coordinated with FDOT.

- Coordinate with the Florida Department of Transportation / State of Florida to place branded screen print along the chain-link fences surrounding the State building’s surface parking lots along the East side of the Street. - *TDP, Downtown CRA, FDOT*
- Encourage use of overhead lighting similar to that installed over 1205 N. Franklin Street - *TDP, City*
- Incorporate branded, Franklin-centric wayfinding / signage to promote connectivity / walkability to other Areas of Franklin Street. - *TDP, City, Downtown CRA*
- Coordinate with the Florida Department of Transportation / State of Florida to utilize surface parking lots along east side of street for after-business hours and weekend use for nearby commercial storefronts along Franklin Street. - *TDP, City, FDOT*
- Consider long-term feasibility of removing asphalt and restoring brick along this portion of Franklin Street. - *City, FDOT*
- Coordinate future streetscape improvements that create a more “urban” pedestrian realm with wider sidewalks, more vibrant plantings and planters.- *TDP, City, FDOT, Downtown CRA*



03

### Recommendations specific to the Interstate 275 Overpass are provided for Area 3.

*Each Recommendation is followed by a list of “responsible parties” who will need to collaborate to address each recommendation.*

\* The Florida Department of Transportation has plans associated with their TB Next program to widen the Interstate 275 overpass and surrounding downtown interchanges in upcoming years.

*Recommendations for improvements to the I-275 Overpass and its frontage roads (Scott & Kay Streets) will require collaboration between the City, TDP, and FDOT.*

- Incorporate branded, Franklin-centric wayfinding / signage to promote connectivity / walkability to other Areas of Franklin Street;
- Incorporate public art such as murals, light features, and other installations that assist in integrating the Interstate overpass into the Franklin Street corridor;
- Add substantial lighting for pedestrian safety at daytime and nighttime.
- Coordinate with the Florida Department of Transportation and City of Tampa on improvements to intersections at Scott and Kay Street to improve pedestrian safety and connectivity across the Interstate-275 overpass;
- Update / Re-stripe pavement striping and markings;
- Coordinate with 717 Parking on the installation of a potential mural on the building façade along the east side of Franklin Street, directly north of the Overpass to enhance connectivity & walkability to Area 4.



04

### In addition to the general recommendations for the entire Franklin Street study area, specific recommendations for Area 4 are provided below. Due to individual blocks within Area 4 sharing similar conditions, recommendations are categorized according to general redevelopment topics.

*Each Recommendation is followed by a list of “responsible parties” who will need to collaborate to address*

#### *Influencing Future Development in Area 4*

- Support future revisions to the City’s Land Development Code that assist in influencing future redevelopment in Area 4 to ensure development is compatible with the historic character of Franklin Street, encourages pedestrian activity, and provides density and a mix of uses that supports future extension of the Tampa Electric Streetcar into Tampa Heights. - *City, FDOT (as needed for coordination of Streetcar Extension)*
- Consider incorporation of yellow brick into future redevelopments and streetscape improvements along Area 4 where feasible to promote the area’s unique character as “Yellow Brick Row”. - *City*
- Coordinate with local craftsman and business owners to help shape Area 4’s “Creative Culture” i.e., integration of wooden bird houses, wind chimes, and benches to promote the Florida School of Woodwork, and other local businesses along Franklin Street. - *City, TDP*

#### *Connectivity to Downtown (Areas 1 & 2)*

- Continue to work with the City & FDOT to improve pedestrian and bike connectivity beneath I-275. - *City, FDOT*
- Program pop-up street activities or events in Areas 3 & 4 to attract people from nearby activity centers such as downtown and the Riverwalk. - *TDP*

#### *Alleys / Shared Solid Waste Services*

- Consider relocating solid waste services from certain alleys in Area 4 to a community compactor shared by local businesses so that alleys can be reclaimed for pedestrian use & activation. - *City, TDP*

#### *Vehicular Parking Supply*

- Consider a more formalized parking strategy for Area 4 that includes marked & metered on-street parking spaces and coordination with owners of private surface lots. - *City, TDP*
- Install decorative railing to demarcate surface parking areas from pedestrian areas - *City, TDP*

#### *Streetscape & Infrastructure Upgrades*

- Plan for a redesign of Area 4’s streetscape that widens sidewalks, adds street trees, plantings / planters, pedestrian lighting, multi-mobility hubs, waste receptacles, benches, etc. - *City, TDP*
- Improvements to Area 4’s streetscape should include necessary upgrades to sub-surface utilities that should be coordinated with local business owners. Such improvements include stormwater upgrades to improve drainage within Area 4 and the burying of electric utilities as redevelopment occurs along Franklin Street. - *City, TDP*

#### *Facade Improvements*

- Encourage utilization of the Tampa Downtown Partnership’s Facade Grant Program to improve facades of existing buildings that are not traditionally designed to activate the Street (murals, awnings, signage, etc.) - *TDP, City*
- Encourage further utilization of art murals to mitigate blank building facades, promote local artists and reuse of vacant buildings, and help shape Franklin Street/Area 4’s “Art District” character. - *TDP, City*



TAMPA

Thank YOU! The Bank of Tampa

Wine Festival

WELCOME TO TAMPA CARTRIDGE