North Franklin: A Review
Area Overview

Basemap source: Google Earth
Franklin – Need for Investment
Small Businesses

Image sources: Florida School of Woodwork – Google Maps; Café Hey – Yelp.com; Rialto Theater - https://rialtotampa.com/events/; The Hall on Franklin – Google Maps
Water Works Park

Image Source: City of Tampa - https://www.tampagov.net/parks-and-recreation/featured-parks/waterworks
Tampa Streetcar Extension
FDOT’s Heights Mobility Study

Study Area

Image source: heightsmobility.com
Tampa Downtown Partnership SSD Expansion

Image source: Tampa Downtown Partnership
Local Opportunity Zones
(Shown in Yellow)

Data source: U.S. Treasury Department/IRS
Basemap source: Google Earth
Various Community Orgs
Better Block - 2015
Tactical Urbanism Workshop - 2013

Short-term Action  Long-term Change

Vision – Yellow Brick Row

Opportunities:
- Mixed-use development
- Redevelopment – emphasize low-rise residential
- Bike/ped friendliness
- Locally owned restaurants and retail
- Artistic/creative offerings
Vision – Yellow Brick Row

Issues:

- Need for local public investment
- Need for branding and identity
- Homelessness
- Need for transportation planning
Street Activation
Yellow Brick Row
Since Better Block
Yellow Brick Row Business Association

Image sources: Florida School of Woodwork – Google Maps; Rialto Theater - https://rialtotampa.com/events/; The Hall on Franklin – Google Maps
Planning & Coordination Orgs

American Planning Association
Florida Chapter
Sun Coast

Making Great Communities Happen
Key Themes

- Preserve historic character
- Promote transit/accessibility/multi-modal transportation
- Support local business
- Expand mixed-use/hip/local elements
- Infuse arts and culture
- Appreciate diversity
Urbanism on Tap - UOT
How often do you visit the Yellow Brick Row?

- 32.1% daily
- 28.6% 2 or more times per week
- 25% 2 or more times per month
- 7.1% 2 or more times per year
- 2.1% once in a while

What businesses do you visit most often?

- Florida School of Woodwork: 1 (4%)
- The Hall on Franklin: 19 (76%)
- Cafe Hey: 1 (4%)
- Foundation: 5 (20%)
- Fancy Free: 2 (8%)
- Garagiste: 0 (0%)
- Inkwood Books: 3 (12%)
- YMCA: 0 (0%)
- Hidden Springs: 8 (32%)
- The Rialto: 3 (12%)
- Bake N Babes: 1 (4%)
- assortment: 1 (4%)
- private clients: 1 (4%)
UOT – Discussion Topics

- Uses, activities, physical environment
- Economics and affordability
- Social networks and promotion
UOT – Issues & Conditions

- Balancing growth and preserving character
- Learning from more dramatic/ piecemeal redevelopment
- Managing changing demographics and clientele
- Managing inflating rent and housing prices
UOT – Tools & Next Steps

- Form-based code
- Affordable housing
- Activating street
- Sidewalks and multi-modal connectivity
- Reduce parking minimums
- Parking benefit district
- Development review assistance for small businesses
- Knowledge sharing for business/City collaboration
- Press at zoning, affordable housing meetings
- Apps to promote social networks and information sharing
Reflections

• Integration of tactical urbanism with economic and social network discussions
• Strategic and target partnerships/outreach
Thank You!