

Exhibit A

Request for proposals

Fowler Avenue Vision Plan Scope

Objective

To develop a Plan and supporting policy to include written and visual depictions of the desired future state of the Fowler Avenue corridor (the Corridor) and surrounding area, as described below.

1. A comprehensive vision plan for the Fowler Avenue Corridor.
2. A comprehensive redevelopment plan for the Fowler Avenue Corridor.
3. Recommend and develop the appropriate Land Use tools in the Comprehensive Plans to support the vision and redevelopment plan.
4. Evaluate and make recommendations for land use and zoning changes that can leverage the vision and redevelopment plans and transportation projects to enable future redevelopment of a more urban nature.
5. Aid in incorporating other planning efforts for the corridor such as FDOT's PD&E and HART's TOD studies.

Study Area Context

The study area is along the Fowler Avenue corridor between Interstate 275 and 52nd Street inclusive of appropriate transitional areas to the north and south from the corridor into the neighborhoods. Considering jurisdictional boundaries and respective contexts surrounding the corridor, the study boundary may vary from the north to the south. Extending the boundary ½ mile north of Fowler Avenue to approximately 127th Avenue and south to the CSX right-of-way allows for consideration of several commercial and other non-residential uses. However, established single family residential neighborhoods exist in many but not all areas south of the study boundary. Therefore, the north and south study boundaries are not anticipated to be linear. Rather, a context-sensitive approach must be used to identify the study boundary.

The area is home to regional economic assets, contains a significant amount of naturally occurring affordable housing and a strategic CSX rail link parallels a portion of the Corridor running north of out the county and south to downtown Tampa. The Corridor and surrounding neighborhoods have experienced recent investment bringing new residents and employment to the area. This trend is expected to continue and perhaps increase as redevelopment opportunities present themselves along the Corridor.

Fowler Avenue is an automobile centric State of Florida multi-lane highway that connects I-275 and I-75 carrying 55,970 vehicles per day (2019) and is scheduled for improvement by the Florida Department of Transportation (FDOT) as a part of its FY22-FY26 Work Program with a Project Development and Environment (PD&E) Study. A recent Bus Rapid Transit (BRT) Study undertaken by the Hillsborough Area Regional Transit (HART) Authority includes a recommendation for enhanced transit service connecting the University Area to Downtown Tampa. HART is also completing a federally funded Transit Oriented Development (TOD) study which identifies potential transit station locations and recommended prototype densities and intensities along a portion of the corridor between I-275 and Bruce B. Downs Blvd (30th Street). Previous studies undertaken in the last decade including the East Fowler Avenue Land

Use Study, the IP Mobility Master Plan, and the USF Area Multimodal Transportation District Study have called for redevelopment of the Corridor to become a walkable, bikeable, and transit friendly mobility thoroughfare offering a variety of safe travel modes while reducing the reliance on the automobile.

The Corridor is challenged by differing City of Tampa and Hillsborough County land use regulations and provision of public utilities and services. A uniform approach to regulation shall be explored.

Redevelopment of the Corridor shall include a robust community engagement effort reaching out to stakeholders to include both City and County residents, businesses, religious institutions, IP District, University Area Community Development Corporation (UACDC), and the University of South Florida. A modern redevelopment plan of the Corridor is desired that supports an integrated transit component and a land use regulatory framework component. These components would allow increased densities and intensities to foster transit ridership and have a positive impact on the stock of workforce and affordable housing.

Project Management

Staff from the Planning Commission, the City, and the County shall, with the consultant, form a Project Management Team. This Team shall meet as described within this scope, to discuss the tasks and deliverables as described within this scope. Staff of the Planning Commission shall solely manage the consultant contract. The Project Management Team shall be part of a larger group considered a Project Technical Committee who will receive quarterly updates on project progress and help provide additional input if needed. This committee will comprise of various County and City departments and other interested parties including Hillsborough Area Regional Transit (HART) and Florida Department of Transportation (FDOT).

Professional Services

The consultant shall provide the following services and tasks, either directly through their own staff or through a sub-consultant, for the following:

- A. Public Engagement – The Project Management Team will identify stakeholders to be included in a proposed public engagement plan that recommends interaction opportunities such as meetings, workshops, social media engagement, interviews, and any other public participation as the consultant works toward the final vision objectives. All advertised public meetings shall be hybrid and a robust online presence will be required. The public engagement strategy shall be provided to staff, and outlined in a detailed memorandum, prior to starting any engagement with the public. The consultant shall be available if requested to present the overall strategy to the Planning Commission, Hillsborough County Board of County Commissioners, and the Tampa City Council and Mayor.
- B. Background Materials – Due consideration shall be given to all previously adopted plans and amendments, reports, studies, and other background materials that will be made available to the Planning Commission by the City, County, and other public agencies.

C. Planning Tasks & Content of Deliverables

- a. Conditions Assessments – Using data available through the background materials, as supplemented or updated, the consultant shall prepare the following assessment of existing and planned conditions for the Study Area (“Assessment”):
 - i. Streetscape and Transit – Mapping showing the type and condition of public rights-of-way surfacing, access management elements including driveways and curbing, sidewalks, bike and pedestrian facilities and systems, public and private parking, hardscaping, landscaping, and public transit facilities and systems.
 - ii. Infrastructure – Assessment of the condition and capacity for existing and planned improvements for stormwater, wastewater, potable water and reclaimed water utilities, sidewalks and lighting, plus other amenities such as parks, pocket parks, dog parks, and other recreational amenities.
 - iii. Land Use Assessment – Analyze current and future market demands and community needs for mixed-use development, and residential and non-residential land uses. Map and identify existing heavy commercial and industrial uses and assessment of long-term needs and transitions to residential and other non-industrial uses.
 - iv. Retail Uses and Needs Assessment - Analyze current and future market demand for retail businesses, including but not limited to food stores, pharmacies, and other neighborhood-friendly retail needs to further the development of a future retail recruitment plan through market and threshold analysis.
 - v. Vacant and Underused Sites – Map and assess the potential for development of vacant and underused sites. The consultant shall work with City, County, and Planning Commission staff to determine the definition of an underused site that may include but shall not be limited to building to land value, effective year built, and floor area ratio.
 - vi. Regulatory Analysis – Assess existing City and County regulations, policies and guidelines affecting redevelopment focusing on permitted uses, use mix, live/work requirements, frontage, height restriction, architectural cohesion, transitions, buffering and screening, and other regulations and policies.

The existing conditions assessment will build upon the East Fowler Land Use Study, HART TOD Study, HART BRT Study, and other available studies and data sources to provide a holistic assessment of the corridor.

- b. Vision & Redevelopment Plans – The Vision & Redevelopment Plans shall address the following tasks:
 - i. Community Engagement – At the beginning of the entire project, the consultant team will engage with stakeholders and conduct outreach activities in the affected community areas with the goal of establishing strong community buy-in for the final Corridor Vision Plan. The Planning Commission and consultant team shall together be responsible for planning and delivery of public workshops and

associated materials. This task includes summaries of the public engagement process, and the analysis and concepts related to the design issues presented during the collaboration process.

- ii. Corridor Vision – The Vision Plan shall include visuals such as renderings and images along with a written description of the desired future state for the study area. The Vision Plan should be developed using information from the Conditions Assessment and goals and objectives derived from community engagement activities. The Vision Plan will include new and/or updated Goals, Objectives, and Policies for the Comprehensive Plans and recommendations for implementation through the Land Development Codes.
- iii. Redevelopment Strategies – The redevelopment plan shall include short term and long term recommended strategies to achieve the future vision. Recommendations should be comprehensive in nature and be supported by needs identified in the Conditions Assessment. The Redevelopment Plan may include new Goals, Objectives, and Policies for the Comprehensive Plans and recommendations for implementation through the Land Development Codes and shall consider the following
 - Balanced Mix of Uses (Residential, Commercial, Public, and Industrial)
 - Preservation, Adaptive Use, and Quality Development
 - Improved Transit, Connectivity, Mobility, Parking Solutions, Streetscape Alley Activation and Public Spaces, including but not limited to parks
 - Infrastructure Efficiency
 - Neighborhood Enhancement Division (Public and Neighborhood Safety)
- iv. Land Use Planning, Urban Design & Land Development Recommendations – The Corridor is challenged by differing City and County land use regulations and provision of public utilities and services. Recommend and develop the appropriate land use planning and implementation tools in the Comprehensive Plans and Land Development Codes of both the City and the County to support the Vision Plan. Goals, Objectives, and Policies shall be developed for the Comprehensive Plans and detailed recommendations shall be made for the Land development Codes to implement this new language.

Deliverables

1: Existing Conditions Assessment

2: Vision Plan

3: Redevelopment Plan

The consultant shall provide two drafts prior to a final version of any deliverables.

The consultant shall provide map packages for all GIS products.

Presentations

The consultant shall be responsible for all presentation materials. The consultant shall present at a workshop individually to the County, City, and Planning Commission. The consultant shall make a final presentation individually to the County, City, and Planning Commission. All presentation materials must be made available to staff for review at least one week prior to the meeting date.

Meetings with Staff

The consultant is expected to participate in bi-monthly coordination meetings with the project management team consisting of County, City, and Planning Commission staff. Additional meetings are expected leading up to community meetings or the review of draft deliverables. Staff of the Planning Commission shall manage the consultant.

Proposed Timeline

There is an anticipated 18-month timeline for this project. It is anticipated that the final report shall be delivered to staff by October 1, 2023. All work shall conclude by December 31, 2023. Planning Commission staff and project consultant staff will hold regularly scheduled meetings to check-in and update throughout the study timeline.

1. Request for Proposals May/June 2022
2. Fowler Ave. Vision Consultant Selection June/July 2022
3. HART TOD Study Completed Summer 2022
4. Kick-off Corridor Community Meeting #1 Summer 2022
5. Corridor Community Meeting #2 Fall 2022
6. Corridor Community Meeting #3 Winter/Spring 2023
7. HART / FDOT Studies Complete Spring/Summer 2023
8. Corridor Community Meeting #4 Spring/Summer 2023
9. Final Corridor Community Meeting #5 Fall 2023
10. Deliverables Fall 2023 (Contract to end December 2023) – may be extended for 90 days

Budget

Project expenditures are not to exceed \$200,000. Procurement will be conducted by the Hillsborough County City-County Planning Commission.