

# Fowler Avenue Vision Study

## Engagement and Policy Update

May 8, 2023

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Hillsborough  
County Florida

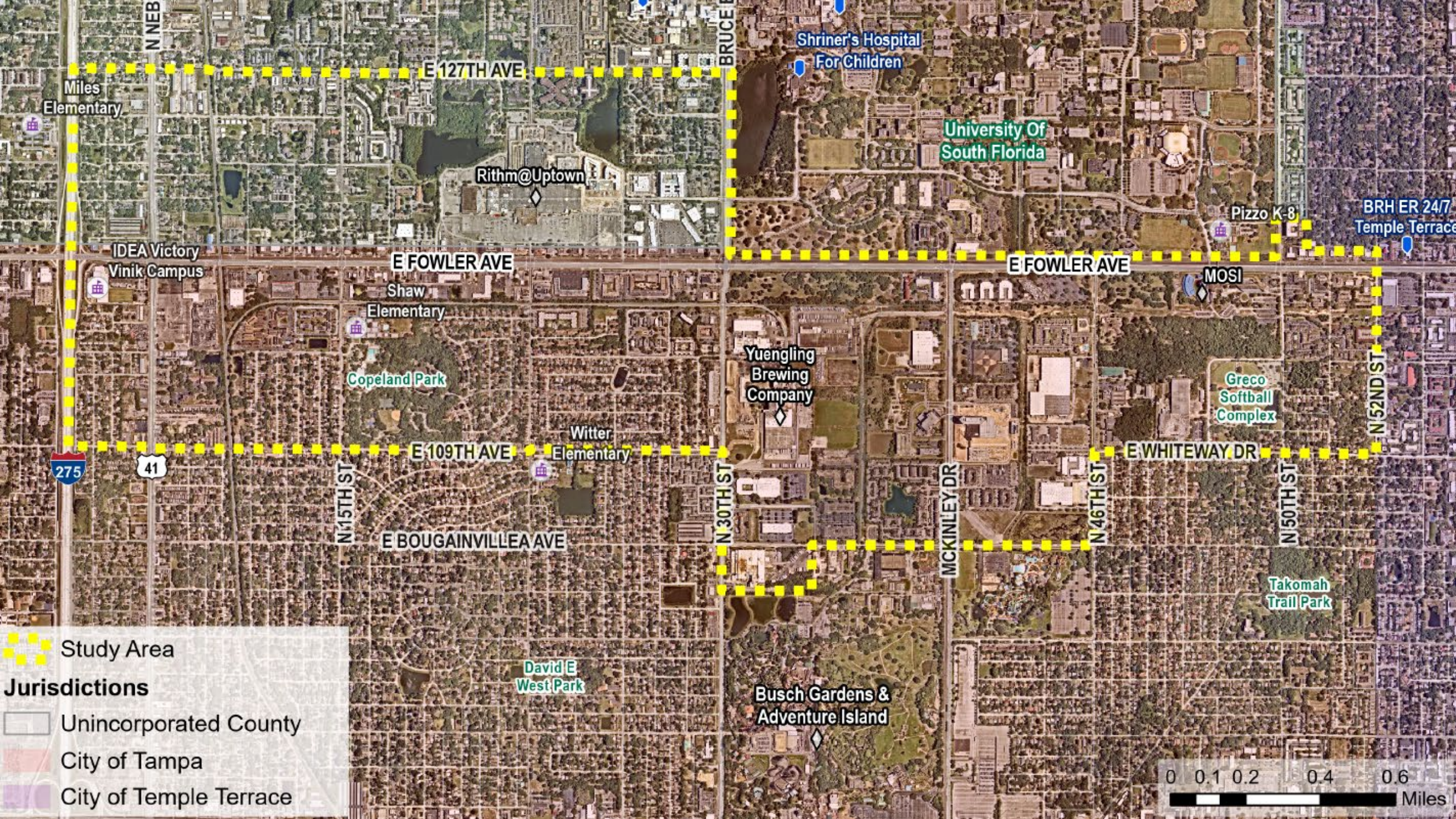



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# Background/ Purpose


- Fowler Ave is at the intersection of jurisdictional boundaries, with unique planning challenges
- A vision plan for the Fowler Avenue Corridor:
  - Conveys clear and consistent strategies shared across jurisdictional boundaries
  - Enables equitable redevelopment
  - Integrates land use and transportation







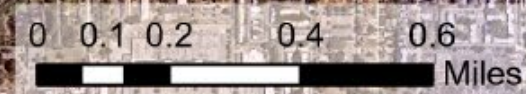
 Study Area

**Jurisdictions**

 Unincorporated County

 City of Tampa

 City of Temple Terrace



# Overall Schedule

## Fowler Avenue Vision Study - Project Schedule

Task	2022/2023			2023/2024			
	Summer	Fall	Winter	Spring	Summer	Fall	Winter
Project Phase	Community Values						
			Corridor Vision				
					Redevelopment Plan		
Public Engagement and Outreach Activities							
Community Workshop #1							
Community Workshop #2							
Online Survey							
Project Website							
Mobile Events							
Stakeholder Focus Group Meetings							
Presentations to Agencies and Boards							



# Fowler Avenue Engagement Timeline

## Spring Engagement Activities

### Mobile Engagement: February - May 2023

- Promote online survey and continue eliciting feedback on the vision
- Includes Walk and Talks and other activities to meet people in the community

### Stakeholder Focus Group Meetings: February - May 2023

- Targeted engagement with businesses, community partners, and neighborhood associations/groups
- Opportunity to identify community leaders for the Ambassador program

### Community Workshop #2: Summer 2023

- Focus on recommendations to support implementation of the Vision Plan



# Spring Engagement Summary

## Progress Update on Spring Engagement Activities

- 3** Walk and Talk groups
- 13** Walk and Talk participants
- 6** Stakeholder Focus Group Meetings
- 22** Focus Group Participants
- 259** Survey response



# Fowler Avenue Engagement Insights

## Community

- Diversity of culture - businesses, restaurants, retail are special
- New development is harbinger of displacement
- Lack of identity or collective character
- **Physically and socially divided by Fowler Ave.**
- USF, MOSI, health care facilities don't "face the community"
- Housing in the area is affordable

## Development

- **Inconsistencies between City of Tampa and Hillsborough County permitting processes**
- Difficult to do business in the County along corridor

## Infrastructure

- Stormwater/ flooding issues
- **Buildings are spread out and "far away"**
- Septic systems
- Lighting and beautification
- Lack of green space and recreation



# Fowler Avenue Engagement Insights

## Safety

- **Driving speed**
- Not lit at night
- No mid-block crossings

## Walking/ Biking Conditions

- **Lack of shade**
- Rush hours have major impact
- Moderate amount of bike/ped activity
- Drivers making right turns
- Sidewalk narrow and disconnected

## Transit

- Most bus stops unsheltered
- **No lighting or trash cans**
- Lack of stops in Terrace Park

## Buildings, Connectivity, Aesthetics

- Vacant properties are not maintained and attract further litter
- Signage clutters Fowler Ave
- **Impossible to walk to necessary goods and services**





# Framing the Fowler Ave. Vision

## Community Technical Report

- Describes the study area as it is today through:
  1. Study Area Profile
  2. Existing Plan Review
  3. Equity Analysis
  4. Land Use Characteristics
  5. Regulatory Assessment
  6. Transportation Assessment
  7. Opportunities and Constraints



Available to download:  
<https://planhillsborough.org/fowler-avenue-vision-study/>



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# Fowler Avenue Redevelopment Vision

## Overall Corridor Vision:

*The Fowler Avenue Corridor will be an **inclusive and vibrant community** that welcomes a **diversity of people and businesses** by providing those who live, work, and play in the area with **safe, convenient, and accessible options** for housing, employment, transportation, and recreation.*



# Redevelopment Vision Objectives

1. Create a cohesive community identity
2. Improve mobility and connectivity
3. Improve safety
4. Encourage redevelopment that revitalizes the area
5. Mitigate displacement of current residents and small businesses



# Fowler Avenue Redevelopment Vision

## Character District Map - DRAFT



District 1: Mixed-Use Activity Center



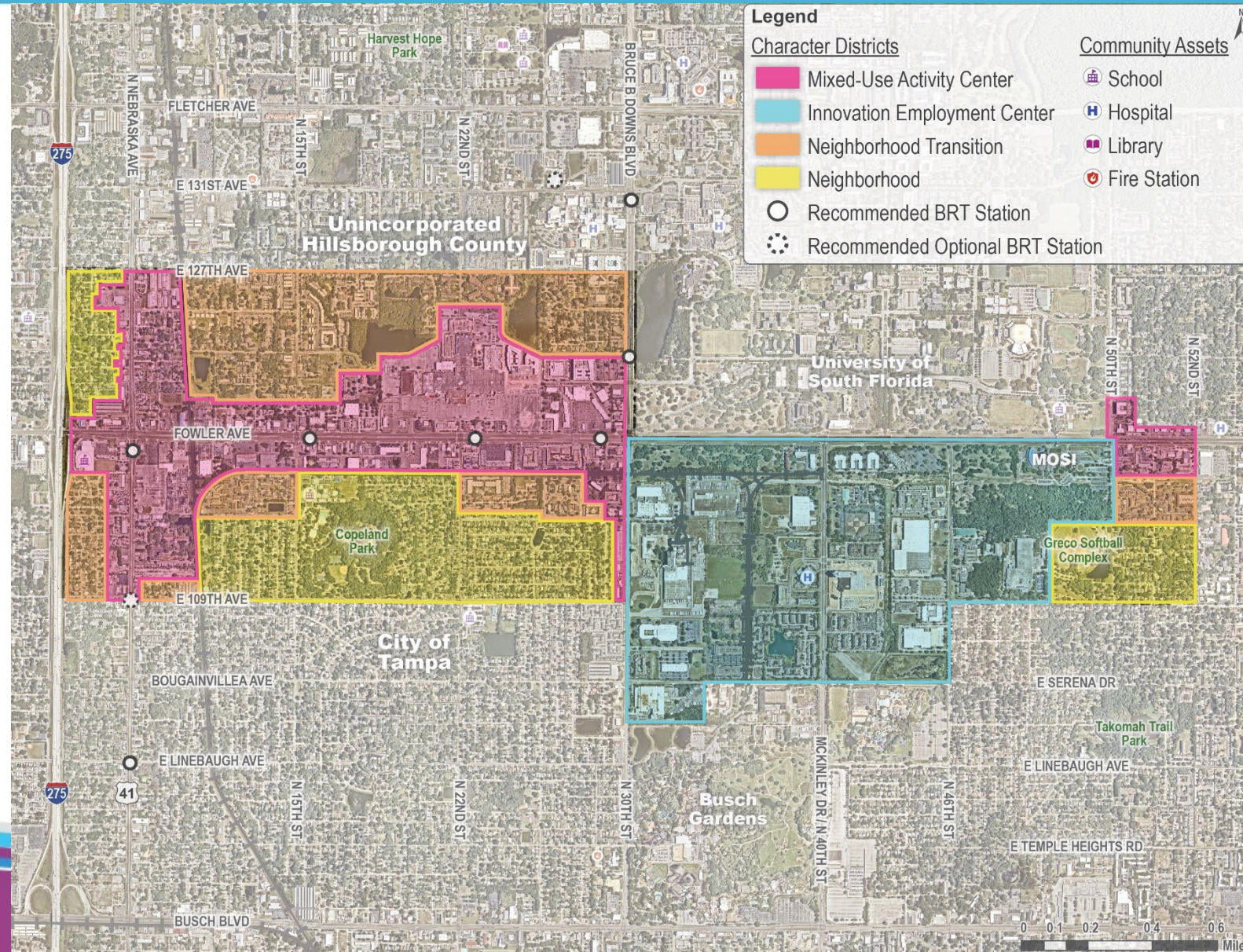
District 2: Innovation Employment Center



District 3: Neighborhood Transition



District 4: Neighborhood



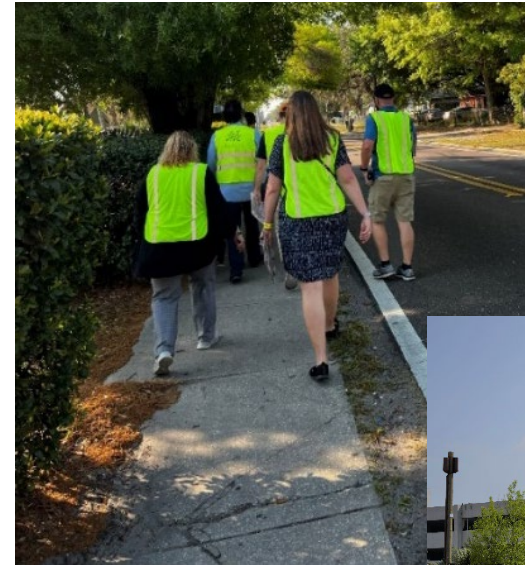
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0 0.1 0.2 0.4 0.6 Miles

# Fowler Avenue Policy Recommendations

- **Create Density and Intensity Standards**
- **Allow a Varied Land Use Mix**
- **Create a Sense of Place through Urban Design**
- **Enhance Community Support Infrastructure**
- **Increase Mobility and Connectivity**
- **Manage Building Form and Placement**
- **Explore Options for Implementation**



# Next Steps

## Upcoming Engagement and Presentations

- **May to June** – TPO Advisory Committees
- **Thursday, June 15<sup>th</sup>** – table at Fowler Ave. Alternative Public Workshop with FDOT
- **Summer 2023** - Fowler Avenue Vision Study Open House #2



# Contact Us



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