

FOWLER AVENUE VISION PLAN

What would you want to see in or near your neighborhood to feel that new development is providing a benefit?

Use dot stickers to indicate below. Add more amenities by writing in the box or on a post-it in boxes marked "other".

Housing Options
(including affordable housing)

Hidden & Structured Parking

Mixed-Use Developments
(residential, retail, & commercial)

Small Spaces
for small businesses, artist studios, etc.

Other
(write in box or on post-it)

Main Street-like Quality

Enhanced Public Realm
(plazas/gathering/pocket parks)

Public art

Shade Trees

Other
(write in box or on post-it)

Sidewalk Improvements

Street Lighting Improvements

Florida-Friendly Landscaping™
& green spaces

Green Stormwater Infrastructure
(rain gardens, tree boxes, etc.)

Other
(write in box or on post-it)

Co-Working Spaces

Community Garden

Other
(write in box or on post-it)

Other
(write in box or on post-it)

Other
(write in box or on post-it)

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How likely are you to use Bus Rapid Transit (BRT) when it starts operating?

Use dot stickers to indicate below.

Yes, of course I'll use it!

I'm pretty sure I'll use it.

Maybe.

Probably not.

Never

What amenities can be added that would make you more likely to use the BRT?

Write in the box or on post-it notes below.

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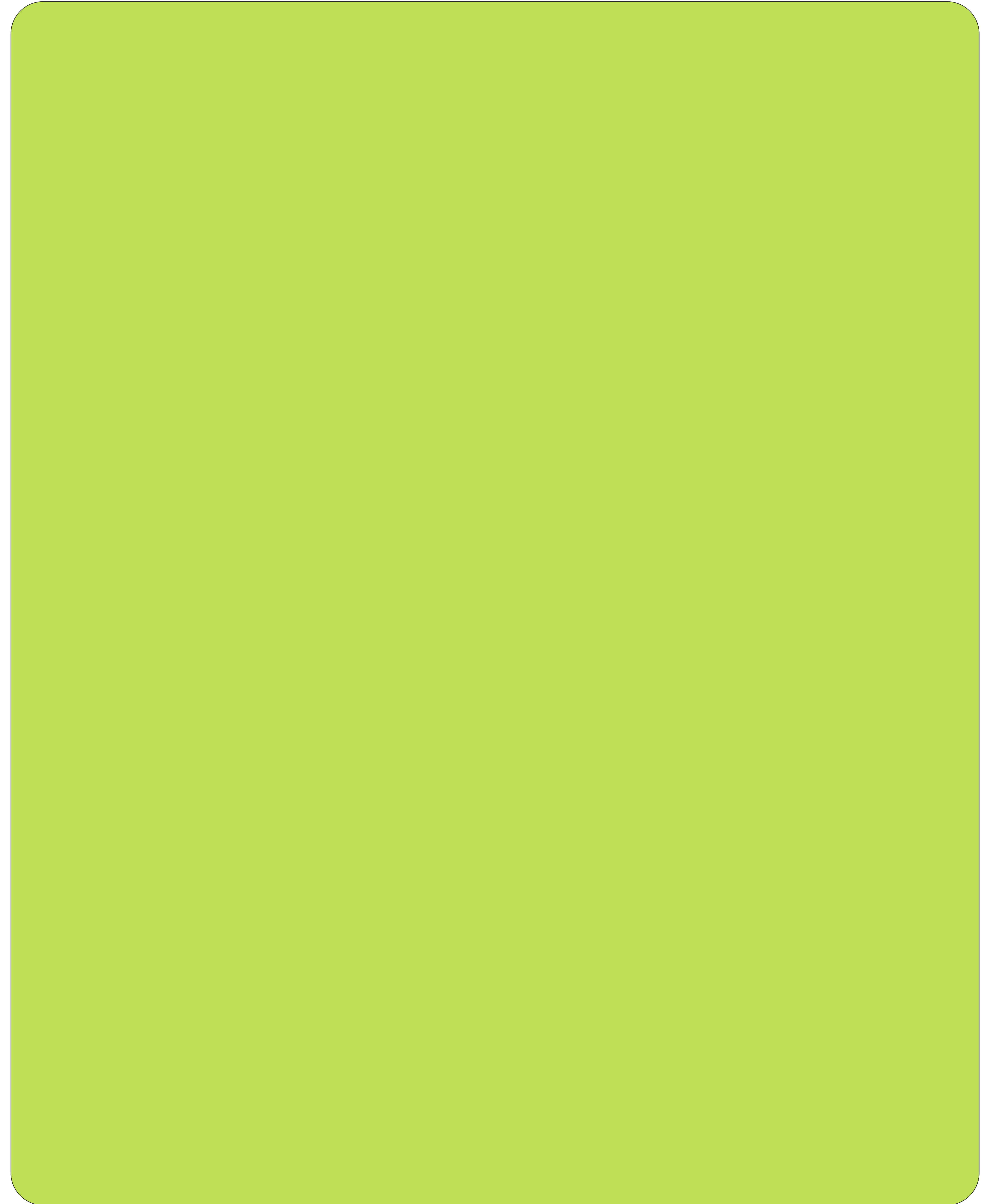
What challenges do you see for development in the area?

Write in the box or on post-it notes.



What opportunities do you see for development in the area?

Write in the box or on post-it notes.

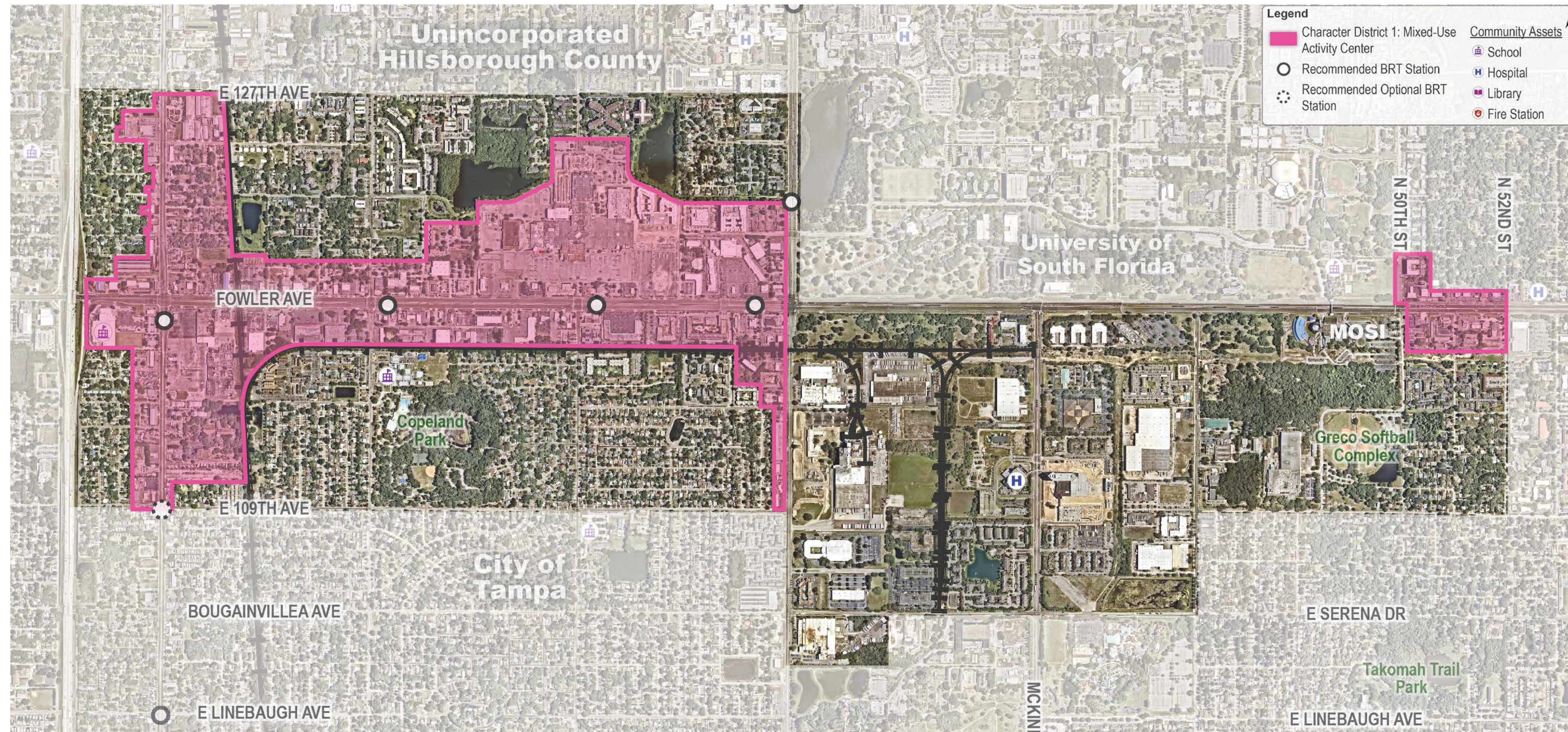


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CHARACTER DISTRICT 1: MIXED-USE ACTIVITY CENTER

Character District 1 includes portions of the City of Tampa and Unincorporated Hillsborough County along the area's major corridors: Fowler Avenue, Nebraska Avenue, and Bruce B Downs Boulevard/N 30th Street. Character District 1 is currently comprised of medium-to-high density/intensity commercial and mixed-use future land use categories. Character District 1 also includes HART's recommended station areas for a future BRT system along Fowler Avenue.

Vision Statement: Create a walkable, compact, mixed-use environment that transforms Fowler Avenue into a corridor with an identifiable sense of place, live, work, play developments, and a safe and convenient multimodal transportation network that does not require use of a private automobile.



Mixed-use transit-oriented development may include groundfloor retail and entertainment uses, and office, hotel, and/or residential in the above stories. The development should be integrated with the public realm to promote walkability.



Active frontages and sidewalk cafes promote activity on the street and Crime Prevention through Environmental Design (CPTED) principles, such as "eyes on the street," and also encourage pedestrian activity by enhancing the public realm.



Multimodal infrastructure, such as e-scooters and scooter corrals, should be located in proximity to areas of activity and supported by roadway safety measures such as well-marked crosswalks.

What would you add to the vision for this character district?

Write in the box or on post-it notes.

What would you remove from the vision for this character district?

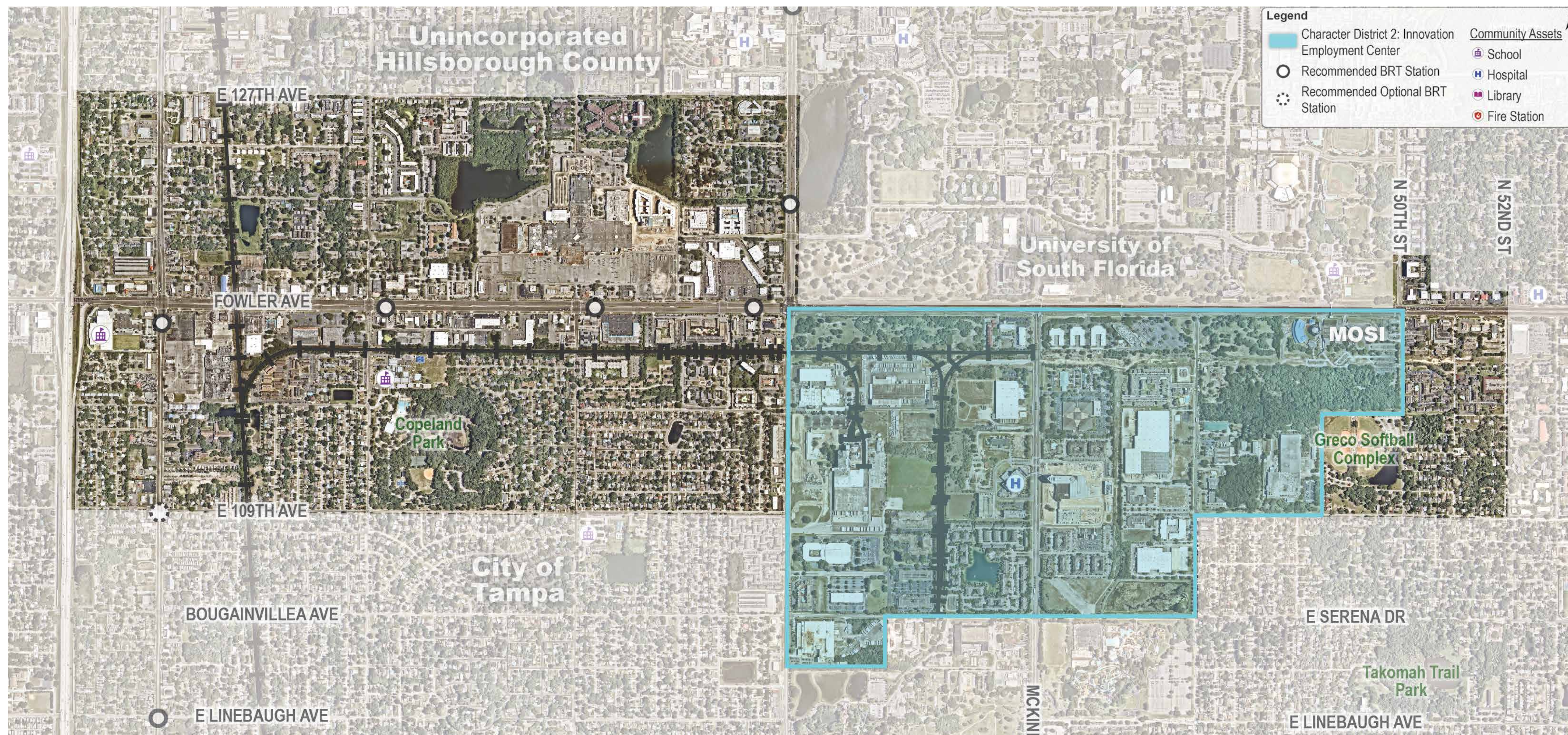
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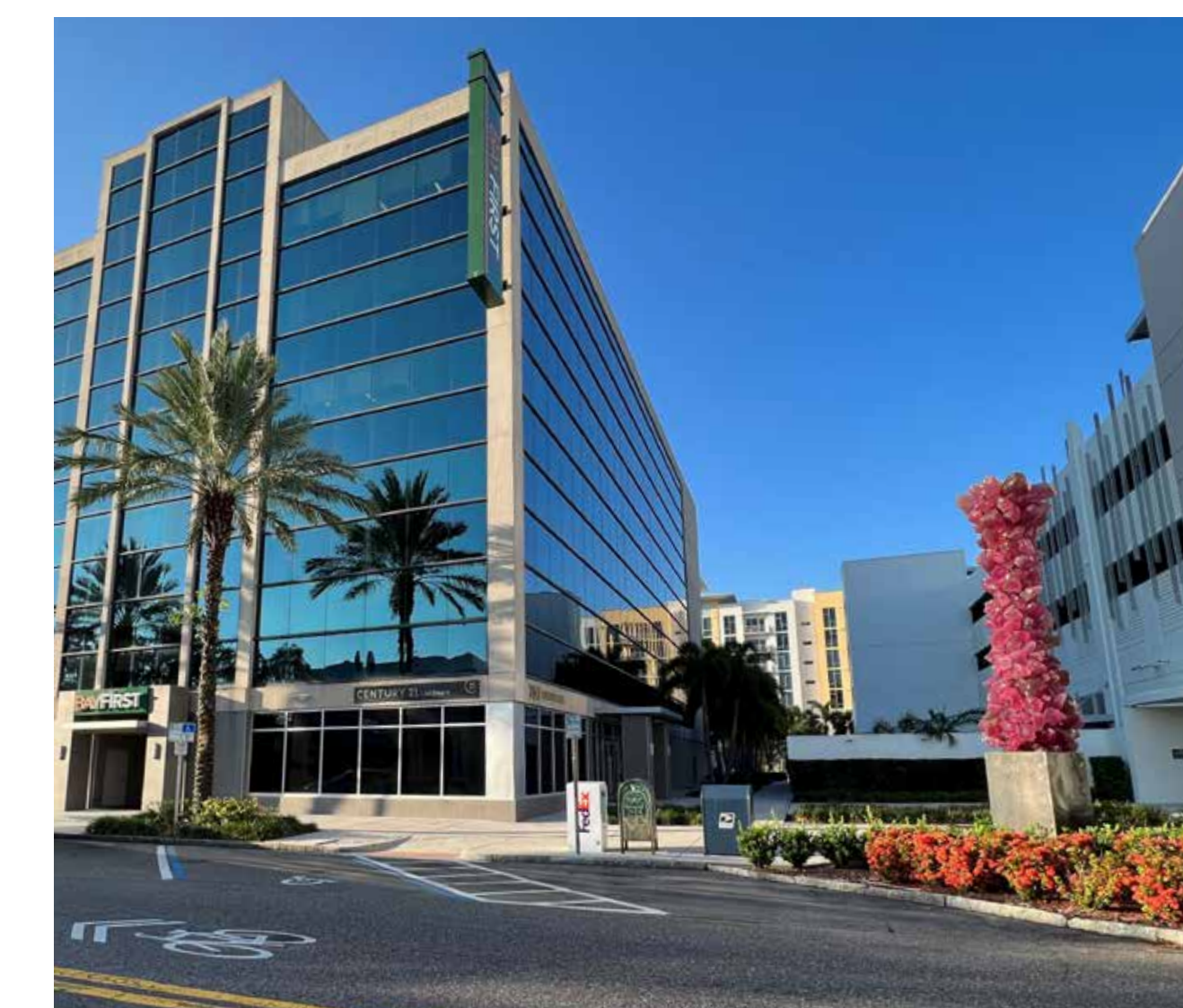
CHARACTER DISTRICT 2: INNOVATION EMPLOYMENT CENTER

Character District 2 is wholly comprised of the Tampa Economic Development Green Technology Corridor Overlay in the City of Tampa. Underlying future land use in this area includes light industrial, heavy industrial, and medium density mixed-use categories. Several major employers already occupy the area, such as Yuengling Brewing Company, Moffitt Cancer Center, Florida Department of Transportation (FDOT)'s District 7 office, Pepsi, Ball Metal Beverage Packaging Division, and the Hillsborough County Medical Examiner.

Vision Statement: Create an innovative industry hub that attracts high-quality jobs to the area, promotes sustainable building and development practices, and supports public transit by locating mixed-use developments in appropriate locations.



Industrial mixed-use areas can maintain their warehouse and light industrial uses, but may also include live/work units and makers' co-working spaces/studios. Murals can contribute to placemaking and make the area more attractive to activity.



Plazas and public art can be located between larger-scale office buildings to create pedestrian passageways and a more welcoming public realm.



Mixed-use developments may be located in proximity to transit stops and along Fowler Avenue and include sidewalk, landscaping, and design requirements to create a more walkable environment.

What would you add to the vision for this character district?

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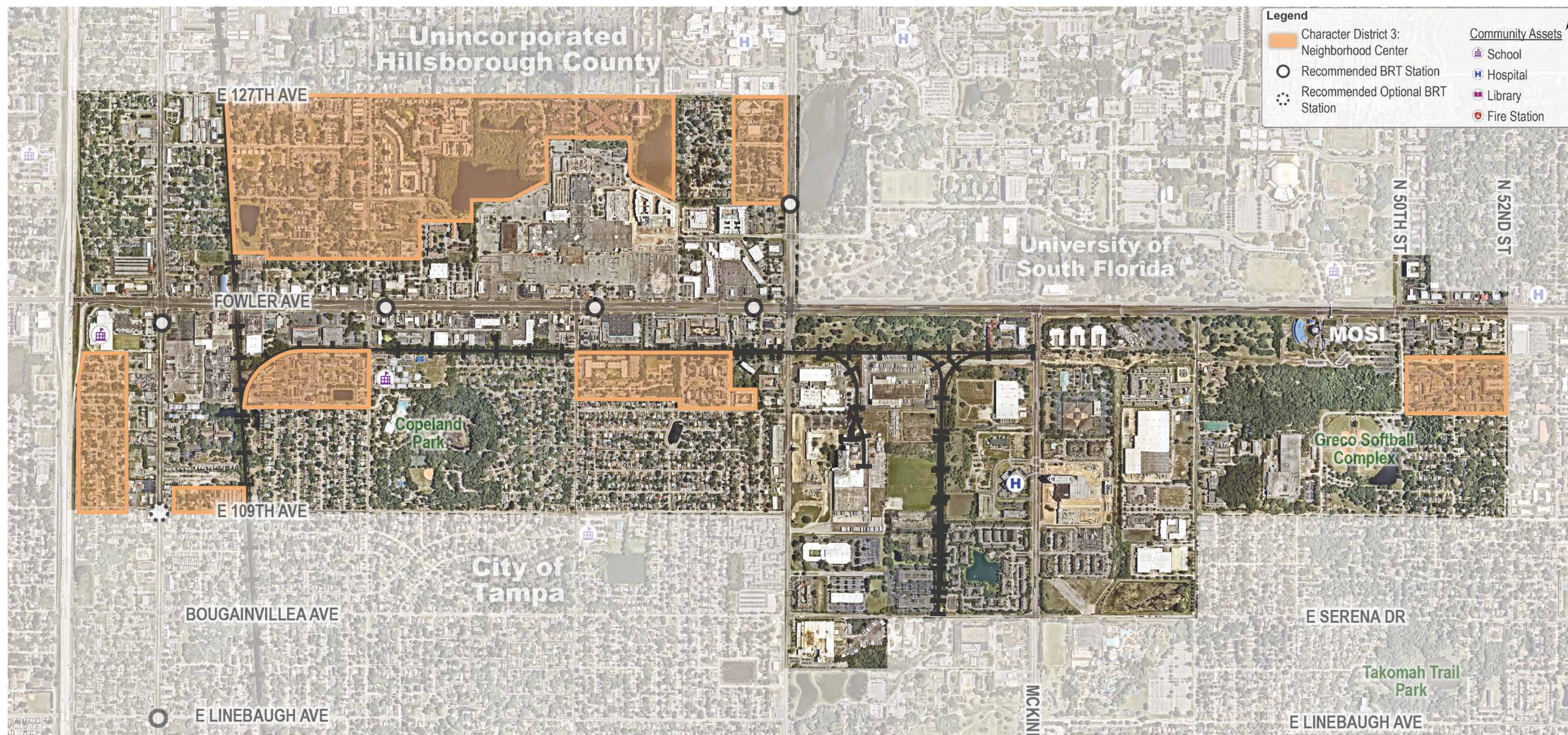
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CHARACTER DISTRICT 3: NEIGHBORHOOD CENTER

Character District 3 was defined in portions of the City of Tampa and Unincorporated County. Character District 3 is predominantly composed of low- to medium-density future land use categories with a single- or mixed-use residential focus.

Vision Statement: Serve as a transition between high-activity, high density areas and existing neighborhoods by providing a mix of multi- and single-family housing types in proximity to neighborhood-supportive uses and multimodal and public transit connections to major activity and employment centers.



Infill housing development may include missing middle housing types, such as the courtyard apartments pictured here, which promote “eyes on the street” while also providing an open space amenity.



Another missing middle housing type is apartment/manor homes, which look like larger single-family homes on the exterior but house 3 to 4 separate units.



Smaller-scale mixed-use buildings with neighborhood-serving uses on the ground floor (e.g., cafes or bodegas) and apartments above can provide a transition from more intense activity centers to existing neighborhoods.

What would you add to the vision for this character district?

Write in the box or on post-it notes.

What would you remove from the vision for this character district?

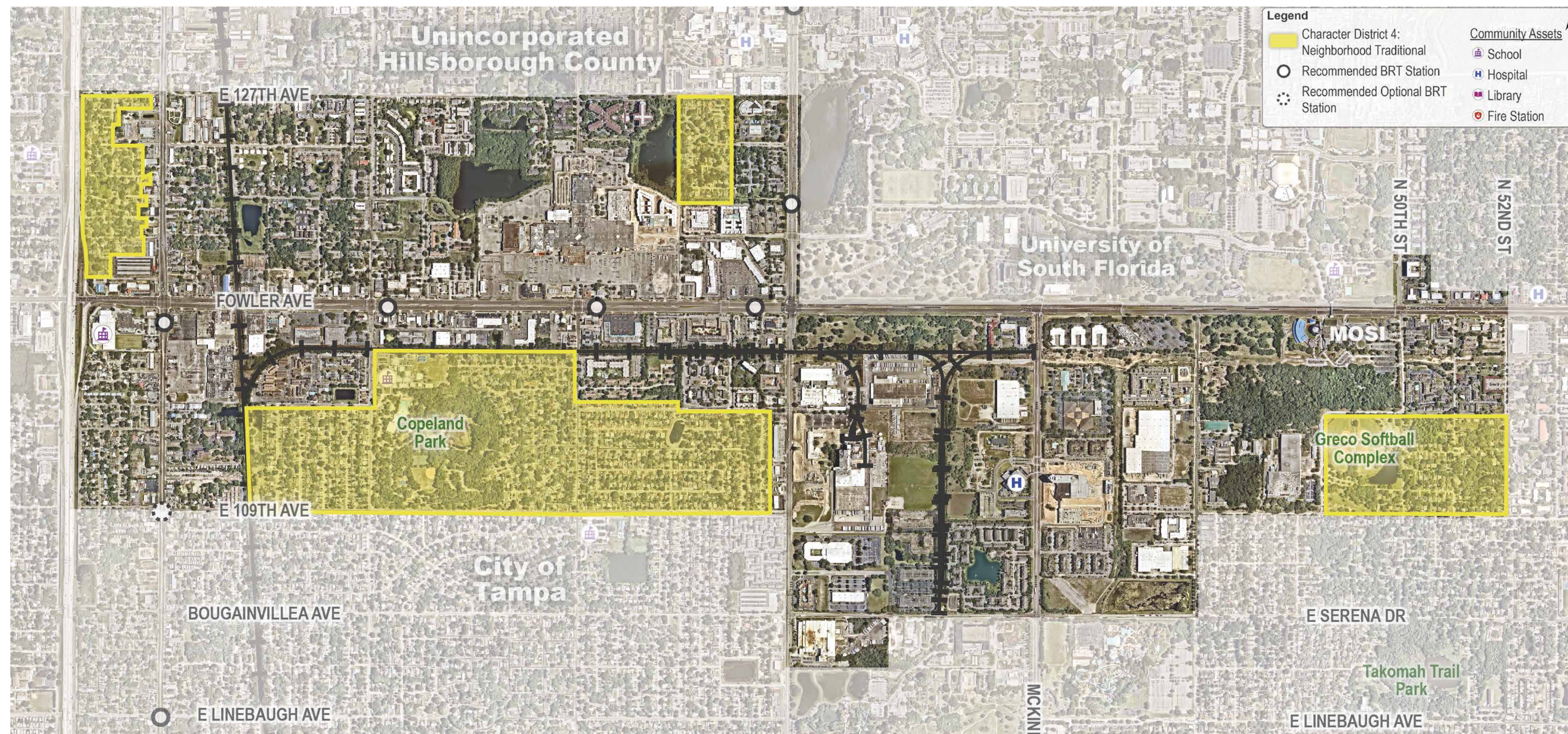
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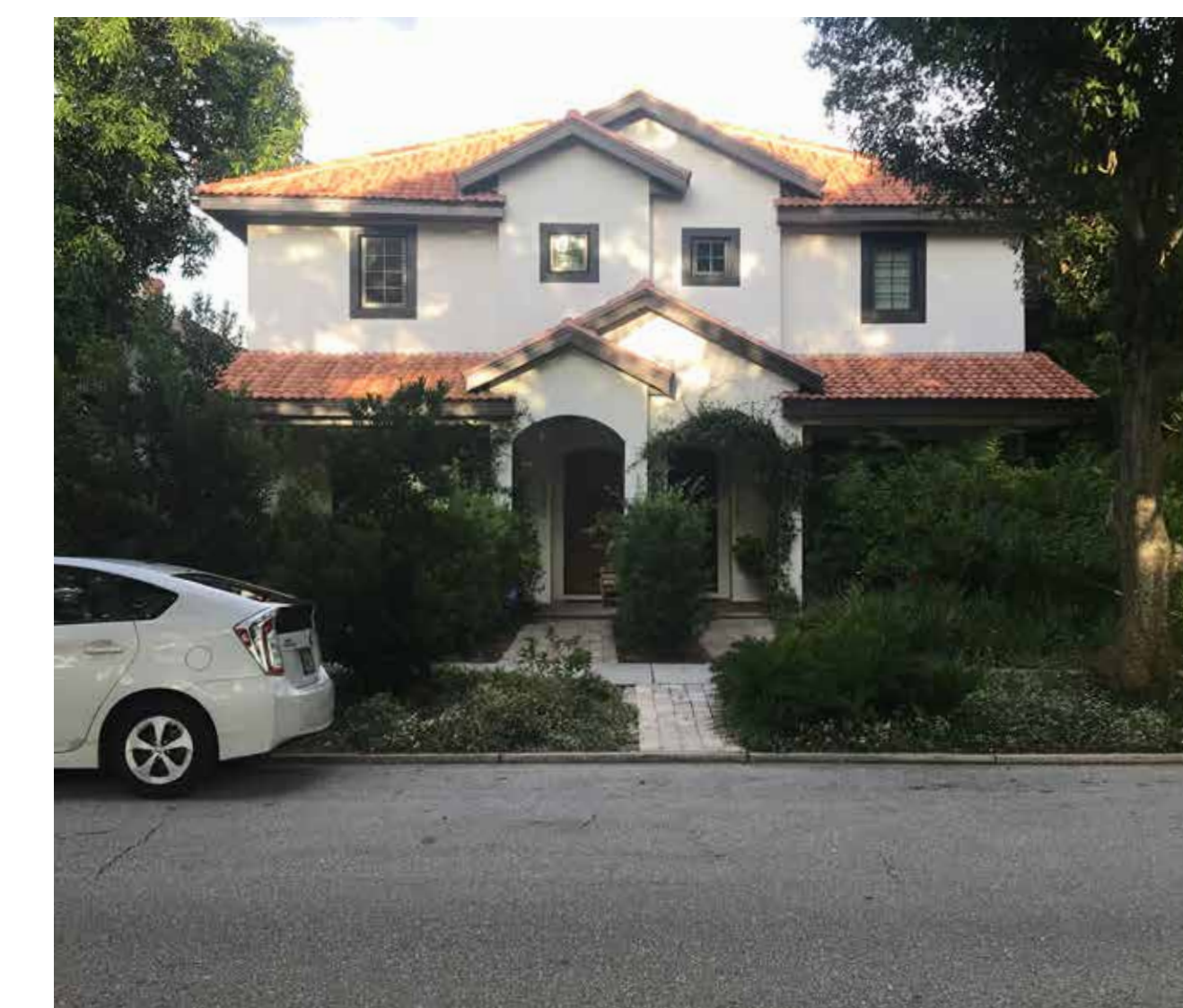
CHARACTER DISTRICT 4: NEIGHBORHOOD TRADITIONAL

Character District 4 primarily comprises existing single-family residences in the University Square and Terrace Park neighborhoods in the City of Tampa, as well as the neighborhood west of Nebraska Avenue in Unincorporated Hillsborough County.

Vision Statement: Promote safe and inclusive neighborhoods by providing a mix of housing types that are well-connected to nearby recreation, shopping, and transportation options.



Accessory dwelling units (ADUs), also known as granny flats or mother-in-law suites, can bring additional housing options to a neighborhood, promoting “aging-in-place” strategies and also presenting the primary homeowner with an income-earning opportunity.



Infill housing development should both complement the character of the surrounding neighborhood while also providing a mix of housing types to accommodate various household sizes and income levels.



Single-family attached housing types, such as the triplex homes pictured here, are another type of missing middle housing.

What would you add to the vision for this character district?

Write in the box or on post-it notes.

What would you remove from the vision for this character district?

Write in the box or on post-it notes.