

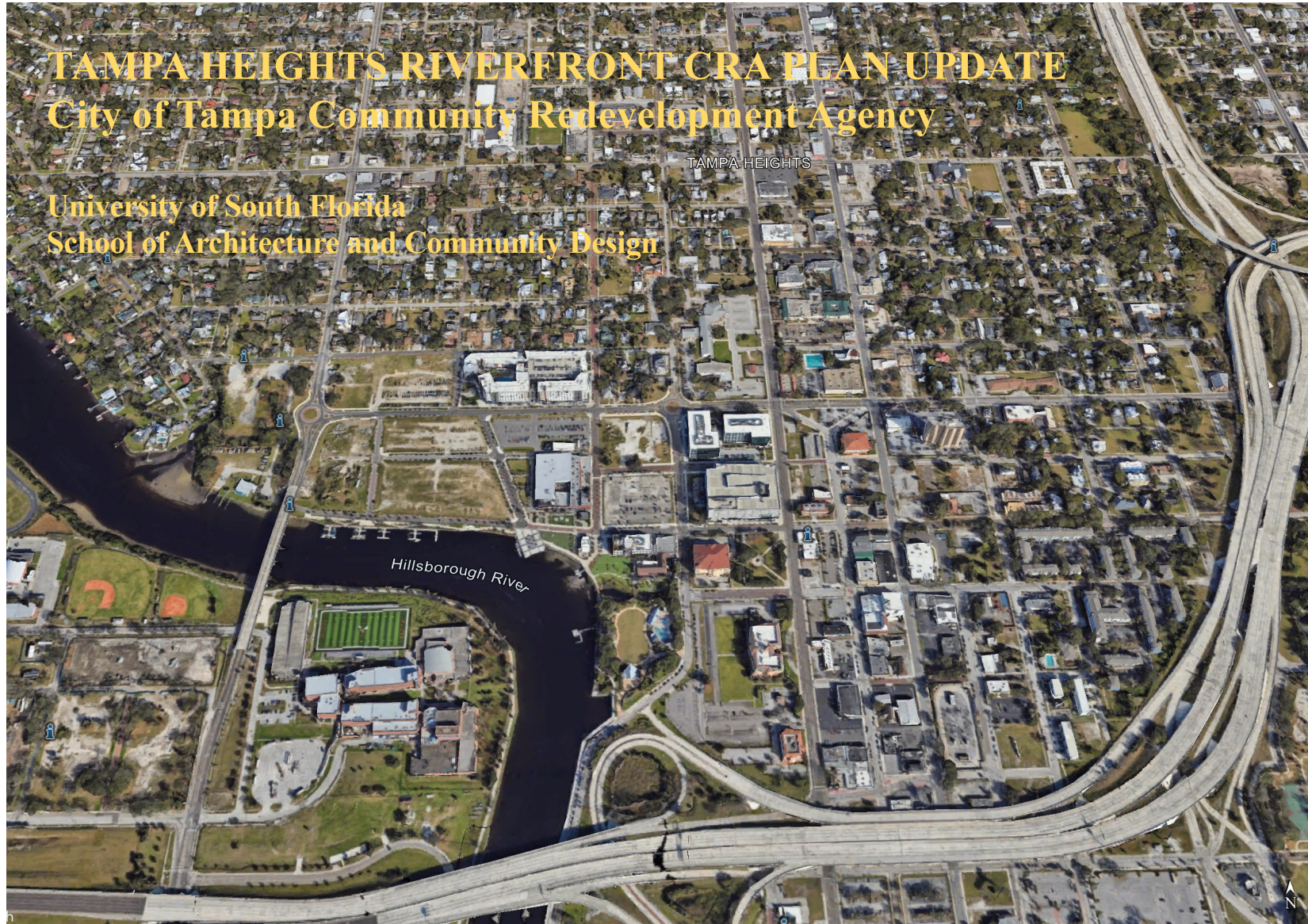
# TAMPA HEIGHTS RIVERFRONT CRA PLAN UPDATE

City of Tampa Community Redevelopment Agency

University of South Florida  
School of Architecture and Community Design

TAMPA HEIGHTS

Hillsborough River

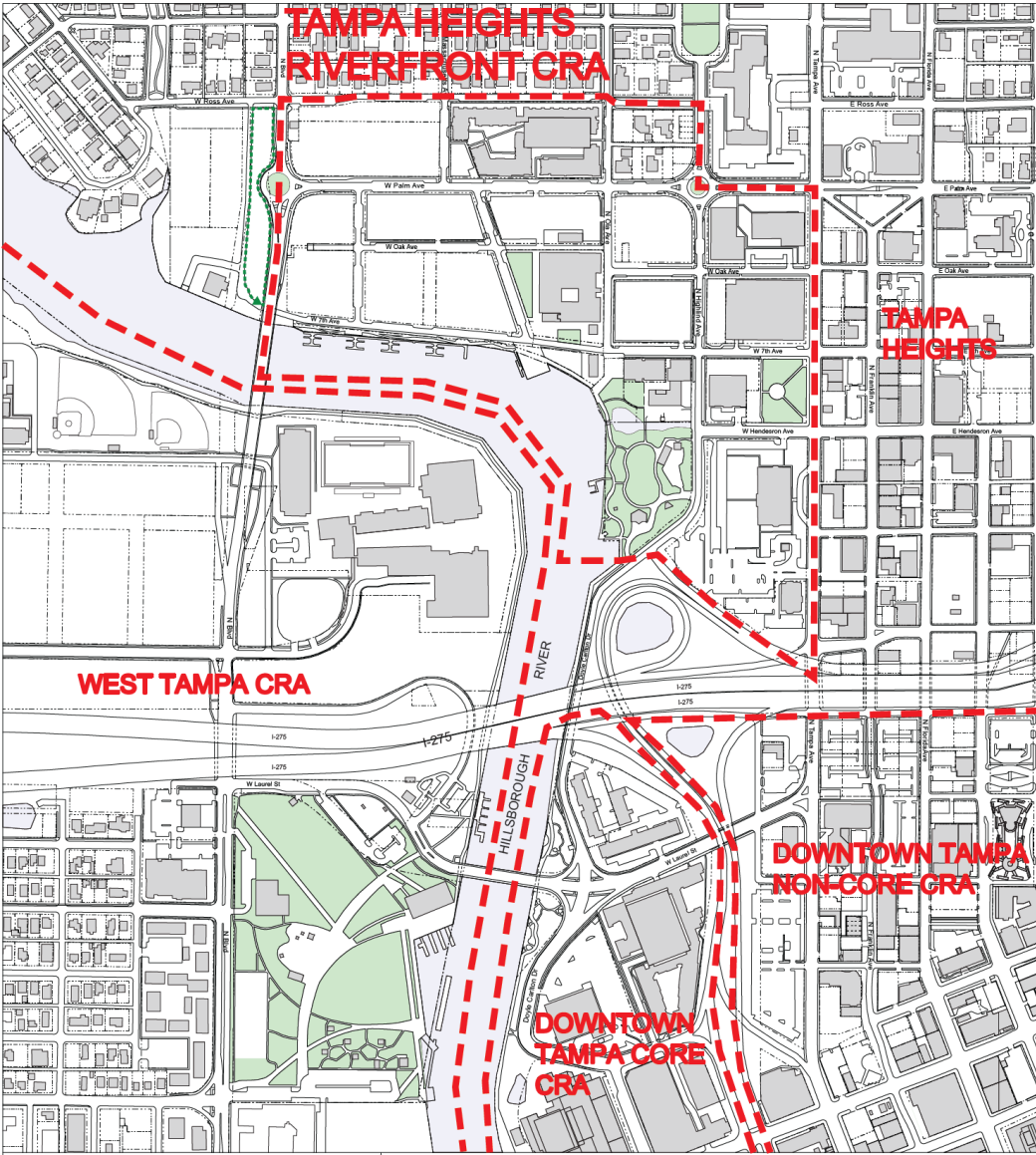


**The Tampa Heights Riverfront Community Redevelopment Area (CRA) Plan Update is the first comprehensive update for the CRA Plan since it was initially adopted in 1996 as the Old Tampa Police Department Site CRA. Since adoption, the original CRA Plan has been amended four times (in 2005, 2006, 2007 and 2021), but does not fully reflect on what has transpired, current conditions, nor identifies what's on the horizon. This Update incorporates all of the provisions of the original Plan but is intended to reflect the changes within the district and to ensure the Plan Update reflects current and future redevelopment potentials for revitalization within the CRA boundaries.**

**Excerpt from the 1996 CRA Plan:**

In 2003, the Tampa City Council approved a community plan entitled the "Tampa Heights Plan: Rebuilding Community" (also referred to as "Tampa Heights Neighborhood Plan"), which plan was developed by the City and the Planning Commission, working together with representatives of the Tampa Heights Community. It is the intent of this Community Redevelopment Plan that any redevelopment in the area should encompass the stated goals and vision of the Tampa Heights Neighborhood Plan.

**Tampa Heights Riverfront CRA  
Local Context Conditions**



## **Tampa Heights Riverfront CRA Plan Update Features:**

**The CRA Plan is the guiding document for private-sector redevelopment activity and public-sector investments within the boundaries of the district.**

**The CRA Plan Update will summarize past redevelopment in the district, provide a status on current conditions and clarify potential future redevelopment initiatives.**

**The CRA Plan Update has to comply with the Community Redevelopment Act of 1969 (Florida Statute 163, Part III), the City's Imagine 2040 Comprehensive Plan, City of Tampa's Community Redevelopment Agency mission, Tampa Heights Neighborhood Plan, as well as other local regulations.**

**The CRA Plan must also acknowledge other relevant plans and initiatives that are in place and proposed.**

**The CRA tax increment finance (TIF) trust fund was established in 2005 and gives the CRA a 30-year life span. The CRA will sunset in 2035.**

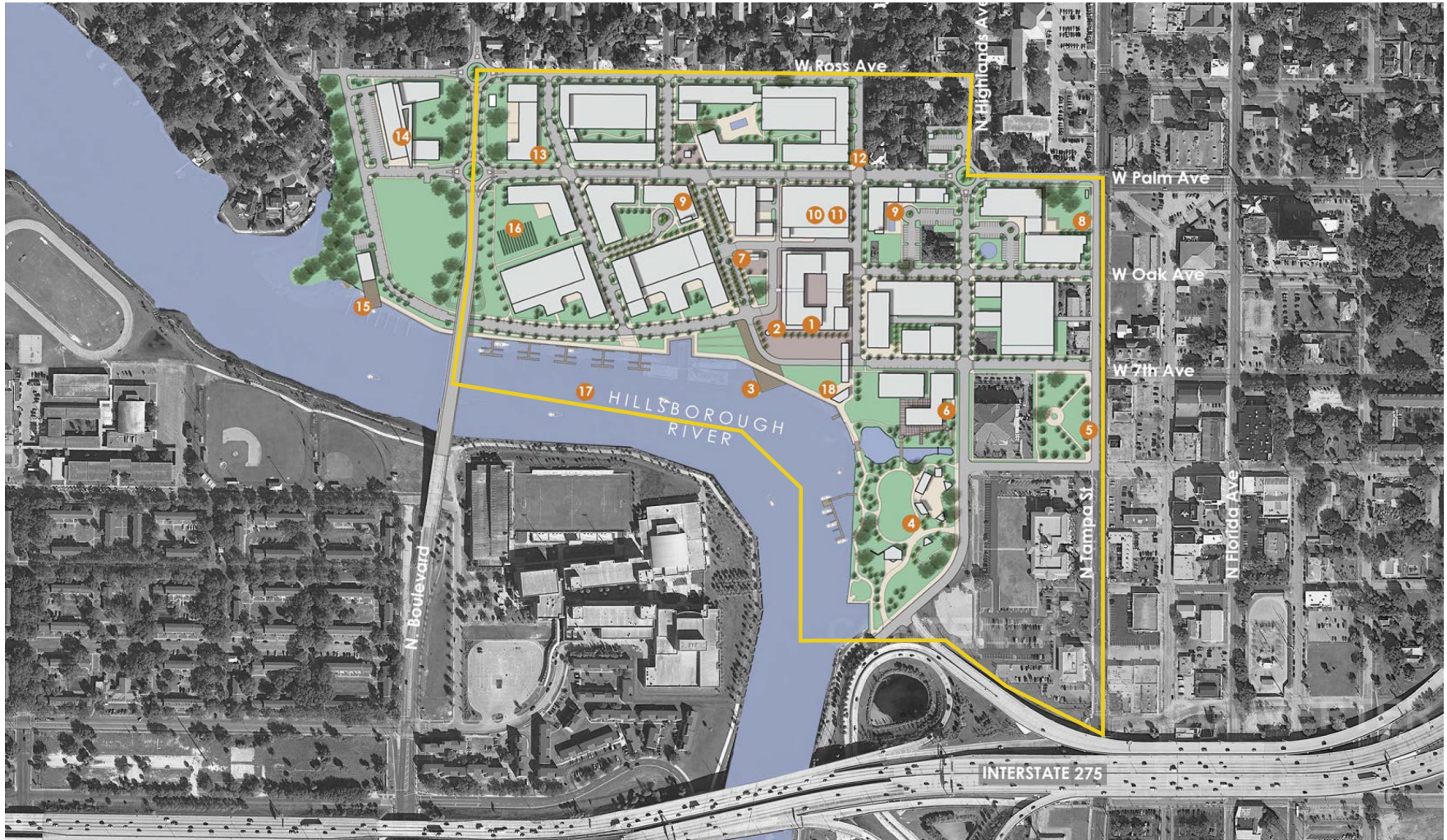


**The Tampa heights riverfront CRA is comprised of 77-acres of land in the southwest portion of the greater Tampa Heights neighborhood. Currently, 43-acres of this area has been assembled by SoHo Capital, LLC and is zoned PD-A (Planned Development- Alternative).**

**PD-A (Planned Development Alternative): The purpose of this alternative review process is to provide conceptual approval for planned development districts involving large-scale developments with a lengthy projected buildout time. The alternative review process allows flexibility within the parameters established by specific stated performance standards.**

**Their property is the only remaining developable land within the CRA. SoHo Capital has a revised master plan that will be filed with the City soon. In addition to the existing Armature Works market hall, the Heights Union office buildings, The Pearl apartment complex and the multi-use parking structure, their master plan calls for the phased development of several mixed-use residential structures, office buildings, a hotel and a cultural venue.**

**The only other development withing the CRA is the Bush-Ross Law Firm office building, Stetson Law School, the Hillsborough Bar Association office building, Ulele Restaurant, the Beck office building, and the (former) CTTV building.**



**Aerial Image of SoHo Capital's 2014 Master Plan**



## OVERALL DEVELOPMENT PROGRAM

Retail	267,000 square feet
Office	343,000 square feet
Institutional	67,000 square feet
Hotel	240 rooms
Residential	1,460 dwelling units
Total Building Area	2,425,000 square feet

Structured Parking	3,440 spaces
Surface Parking	157 spaces
On-street Parking	461 spaces

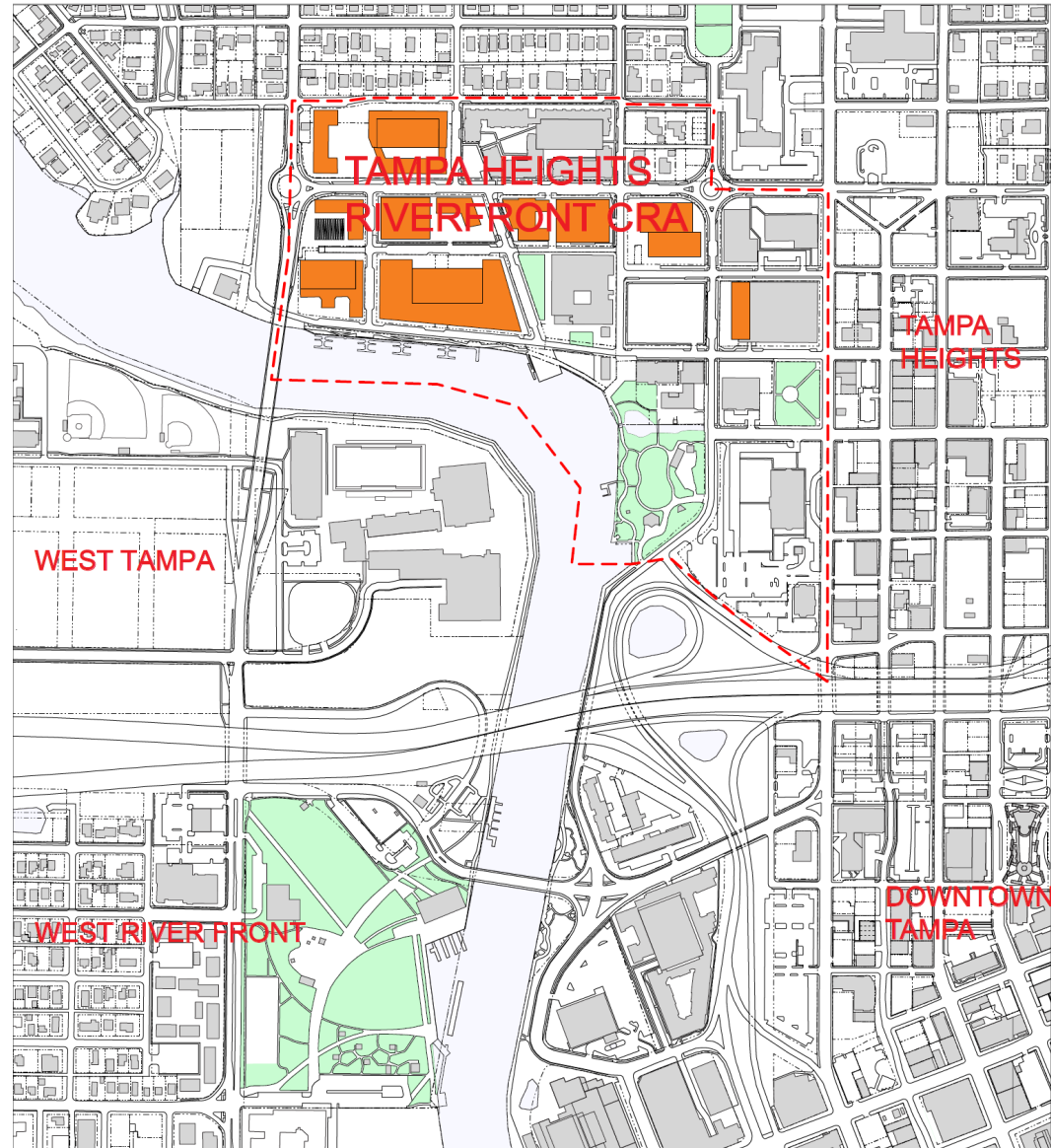


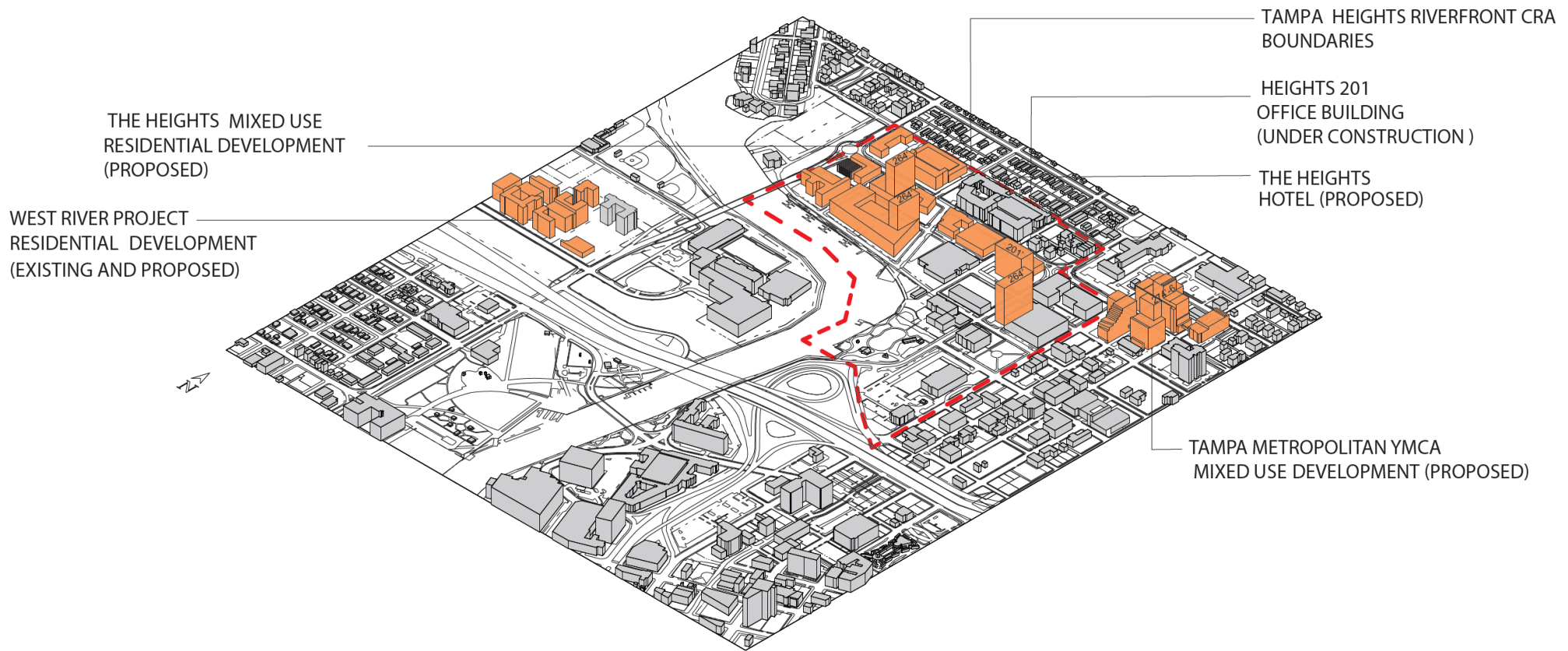


# The Heights Project Development Entitlements And Incremental Plan Approval

DEVELOPMENT ENTITLEMENT CHART (PD-A REZ-21-087)				PROJECT DENSITY/INTENSITY							
TRACT	Blocks	FUTURE LAND USE	ALLOWABLE USES	Marina (Slips)	Multifamily (Mid/High-Rise)	General Office(sf)	Corporate HQ (sf)	Commercial/ Retail (sf)	Hotel (Rooms)	Theater (Seats)	Recreational Facility/ Commercial (sf)
ITE LUC				420	221 or 224	710	714	620	310	444	493
New Daily Trip Rate- (12-5-18 Traffic Study)				2,62	1,40	8,83	4,88	28,99	3,81	1,24	52,35
1A	B & 12	Residential-35	All uses allowed within the zoning districts permitted in the RMU-100 FLU per Sec. 27-21 Consistency Matrix utilizing LU Policy 5.1.6	92	2,650	144,000	600,000	303,000	515	600	50,000
1B	West of N. Blvd	Residential-35	All uses allowed under RMU-35, CN, RC, RO-1, and in accordance with LU Policy 5.1.6, as amended.								
1C	Palm Ave CG Parcel	Residential-35	All uses allowed under RMU-35, CN, RC, RO-1, and in accordance with LU Policy 5.1.6, as amended.								
2	1, 2, 3, 4, 5, 6, 7, 9, 10 & 11	RMU-100	All uses allowed within the zoning districts permitted in the RMU-100 FLU per Sec. 27-21 Consistency Matrix								
		CC-35	All uses allowed within the zoning districts permitted in the RMU-100 FLU per Sec. 27-21 Consistency Matrix utilizing LU Policy 5.1.6								
		CC-35	All uses allowed within the zoning districts permitted in the RMU-100 FLU per Sec. 27-21 Consistency Matrix utilizing LU Policy 5.1.6								
3	Tampa & Oak	CC-35	All uses allowed within the zoning districts permitted in the RMU-100 FLU per Sec. 27-21 Consistency Matrix utilizing LU Policy 5.1.6			6,000		14,000			
4	CATV	RMU-100	Office, Retail, Restaurant, Micro-Brewery/Distillery (7)								
5	Ulele	RMU-100	Restaurant, MicroBrewery (Water Works Historic Landmark Building) (5)(6)(7)					13,000			
6	Park	R-OS	Public Park (Recreation/Open Space)	8							
<b>Totals</b>				100	2,650	150,000	600,000	330,000	515	600	50,000
<b>New Daily Trips</b>				262	3,708	1,325	2,794	8,906	1,981	746	2,618
<b>Total New Daily Trips</b>				22,320							
<b>PDA REZ 18-119 (prior zoning)</b>				100	2,200	206,000	282,775	367,000	370	600	40,000
<b>Total Vested New Daily Trips</b>				20,610							
PRIOR INCREMENTAL PLAN APPROVALS											
Flat Book 131 Page 214	Increment	Date	Summary Description of Phase	Marina (Slips)	Multifamily (Mid/High-Rise)	General Office(sf)	Corporate HQ (sf)	Commercial/ Retail (sf)	Hotel (Rooms)	Theater (Seats)	Recreational Facility Commercial (sf)
PD-A 18-119 Tract 4	n-a	Existing	CATV Buildings	-	-	6,000	-	14,000	-	-	-
PD-A 18-119 Tract 5	n-a	Existing	Ulele (Historic Water Works Bldg)	-	-	-	-	13,000	-	-	-
PD-A 18-119 Tract 6	n-a	Existing	Water Works Park	8	-	-	-	-	-	-	-
n-a	n-a	PLN	Helghts Riverwalk	24	-	-	-	-	-	-	-
n-a	TH08-00	0	ISP TH08-01 220 W 7th Ave. Office Building	-	-	31,075	-	-	-	-	-
Block 4	IRW 18-06	1	2016-03-12 Interim Parking (4)	-	-	-	-	-	-	-	-
Block 5			2016-03-13 AW Tower Pavilion (Commercial)	-	-	-	-	2,462	-	-	-
Block 6			2016-03-12 Armature Works (Mixed Use, office/commercial)	-	-	-	-	61,152	-	-	-
Block 7			2016-03-12 Interim Parking, Chiller, Storage Room	-	-	-	-	3,840	-	-	-
Block 8			2016-03-12 Pearl Apts (Mixed Use, multi-family residential, commercial)	-	314	-	-	28,500	-	-	-
Block 8			2016-03-12 Pocket Park w commercial kiosk	-	-	-	-	500	-	-	-
Block 11	IRW 19-16	2	2016-03-12 Multi-family Residential	-	108	-	-	-	-	-	-
Block 1			2016-11-06 Multi-family Residential Mixed Use Tower	-	291	-	-	5,030	153	-	-
Block 1			2018-11-08 Garage-Grocery	-	-	-	-	30,000	-	-	-
Block 1			2018-11-08 Garage-Retail	-	-	-	-	8,864	-	-	-
Block 2	IRW 22-09	3	2018-11-08 Two Class AA Office Buildings	-	-	-	282,775	12,135	-	-	-
Block 1 (Rev)			2022-01-18 Multi-family Residential Mixed Use Tower	-	(291)	-	-	(5,030)	(153)	-	-
Block 1 (Rev)			2022-01-18 Multi-family Residential Mixed Use Tower	-	598	-	-	9,800	-	-	-
Block 4	IRW 22-09	4	2022-01-18 Class AA Office/ Retail Mixed-Use	-	-	-	271,413	20,113	-	-	-
Block 12			2022-05-14 Apartments- Residential Mixed-use	-	-	-	-	-	-	-	-
Tract 3	IRW 22-09	4	Hotel	-	-	-	-	-	-	-	
ibid	future	future	future	-	-	-	-	-	-	-	
<b>Total of all approved Incremental Plans</b>				32	780	37,075	554,188	204,166	-	-	-
<b>Balance of Entitlements after Approved Incremental Plans</b>				68	1,870	112,925	45,812	125,834	515	600	50,000
<p>1 The Developer shall have the ability to exchange entitlements within Tracts 1, 2 &amp; 3 between any allowable land uses in accordance with the average daily trip generation rates published in the ITE (10th Edition) and or the trip generation rates in Table 1 of the transportation analysis approved with the area-wide rezoning PD-A REZ 18-119, as amended, and incorporated herein by reference.</p> <p>2 Non-residential uses within Tract 1A and 1B will be limited to the Palm Ave, North Boulevard and Hillsborough River frontages.</p> <p>3 Allowable Density and Intensity within Tract 1B will be controlled by the the adopted FLU and the Comprehensive Plan Policies for Urban Villages, as amended.</p> <p>4 Temporary Special Events shall be regulated by 27-262.16. Notwithstanding anything to the contrary, there shall be no limitation on the annual number and duration of events within Tracts 1A &amp; 2.</p> <p>5 Approved through Incremental Plan Review TH08-01, a.k.a. Increment "D", which was the "1st" incremental approval.</p> <p>6 No permanent, free-standing structures or additions will be constructed west of the western facade line of the existing Water Works Historic Landmark Building.</p> <p>7 See SUB-18-18 for approved uses in Tracts 4 and 5.</p>											

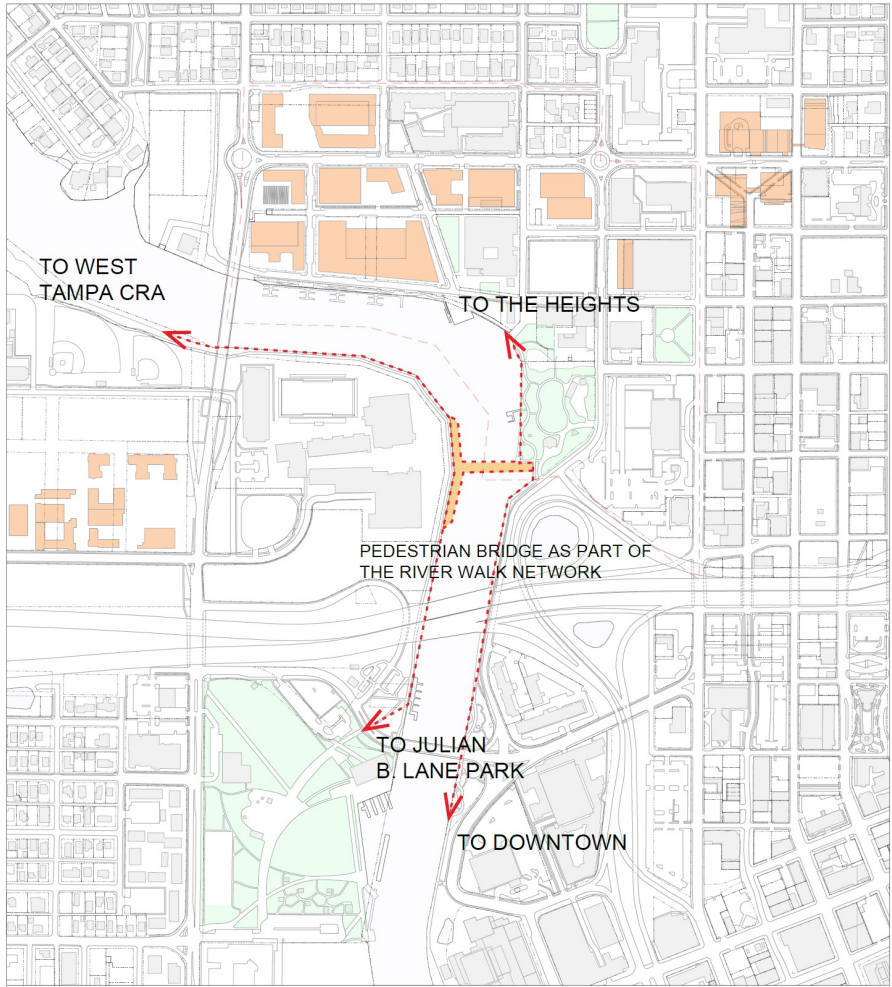
**Map with Existing Tampa Heights  
Conditions and Proposed Development  
Within the CRA**





## TAMPA HEIGHTS RIVERFRONT CRA PLAN UPDATE AERIAL VIEW OF EXISTING AND PROPOSED DEVELOPMENT

# Map with Proposed Pedestrian Bridge Connectivity Feature



PEDESTRIAN BRIDGE EXAMPLES

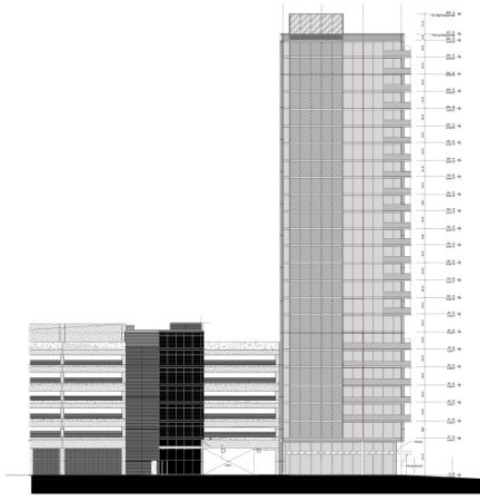




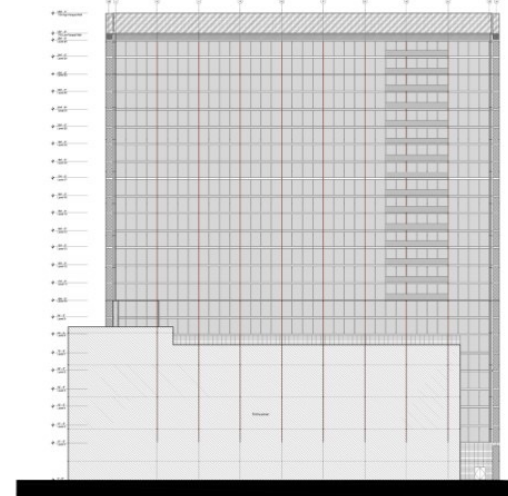
**Proposed Heights 201 Office Building**



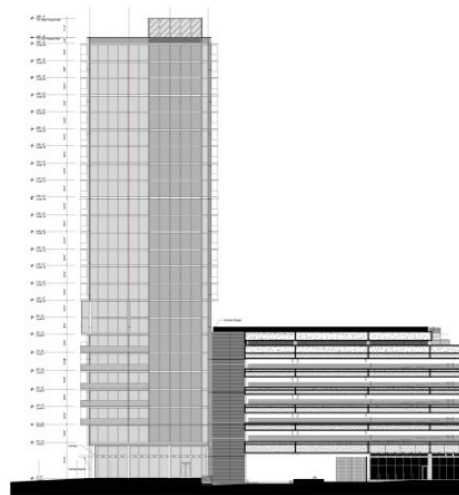
**Proposed Hotel  
(adjacent to the  
Heights Union  
parking garage)**



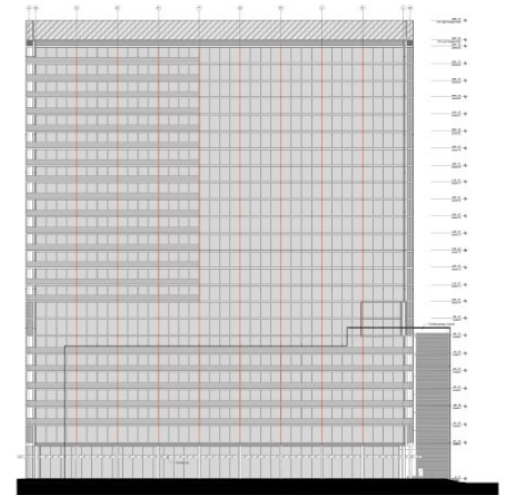
BLOCK 1 TOWER - NORTH ELEVATIONS



BLOCK 1 TOWER - EAST ELEVATIONS



BLOCK 1 TOWER - SOUTH ELEVATIONS



BLOCK 1 TOWER - WEST ELEVATIONS

BLOCK 1 BUILDING ELEVATIONS  
THIRD RESIDENTIAL SITE PLAN

**THE HEIGHTS  
REDEVELOPMENT**

CITY OF TAMPA, FLORIDA

Developer  
**RIVERSIDE HEIGHTS DEVELOPMENT, LLC**

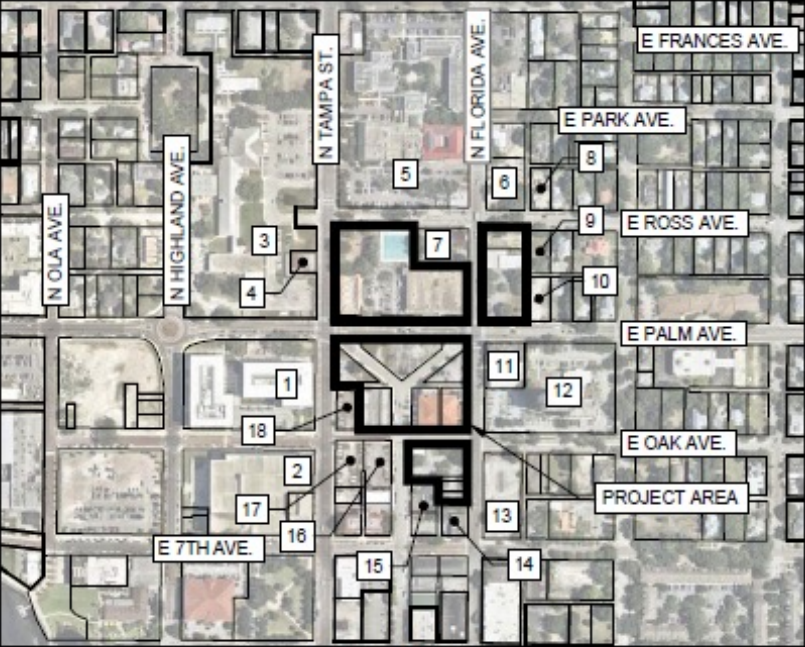
00011128-A-111111  
Tampa, FL 33602  
PREPARED BY  
Engineer  
**LANDMARK**  
Engineering & Surveying Corporation

8515 Palm River Road Tampa, Florida 33619  
(813) 821-7841 (813) 664-1832 (fax)  
www.lasc.com C.A. # 28014

DATE	DESCRIPTION	BY	CHECKED

# Proposed Central City Master Development Plan (Not in the Tampa Heights Riverfront CRA)

## Ellison Development Partners and Central City YMCA



VICINITY MAP







VIEW FROM N FLORIDA Ave AND E OAK Ave



**TAMPA**  
DOWNTOWN PARTNERSHIP

# NEIGHBORHOOD BRANDING





## Special Services District Neighborhoods

- Central Park
- Channel District
- Downtown Core
- River Arts
- Tampa Heights
- Water Street
- West Riverfront

# STAKEHOLDER BRAINSTORMING SESSION

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- 1. How does your neighborhood make you feel?** *(the feeling your neighborhood evokes)*
- 2. What do you love most about your neighborhood?**
- 3. What word best describes your neighborhood?**
- 4. What's the most iconic/identifiable feature of your neighborhood?**
- 5. Where would you expect to see branding in your neighborhood?**
- 6. What differentiates your neighborhood or makes yours unique from other neighborhoods?** *(information that identifies your neighborhood – logos, images, colors)*
- 7. What is a good comparison to your neighborhood?**  
*(could be a neighborhood in another city)*

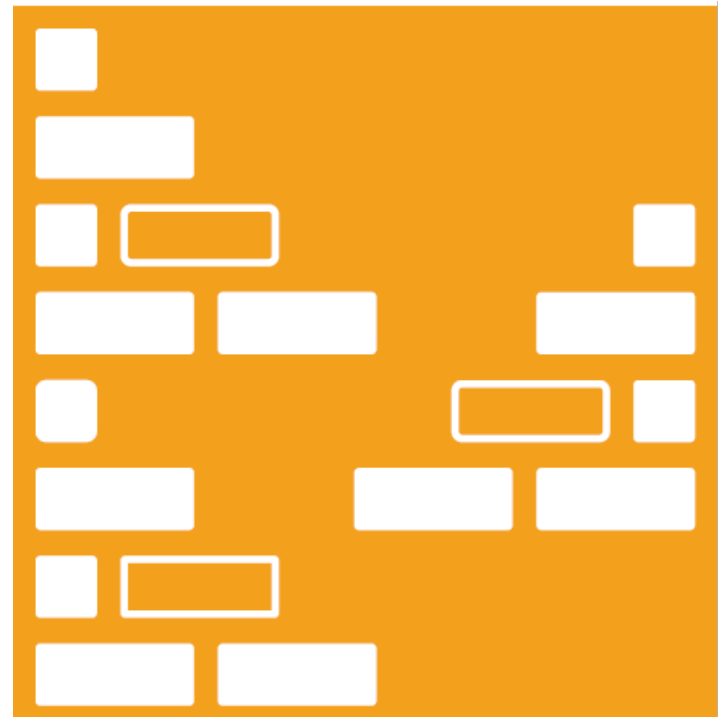
# NEIGHBORHOOD PERSONALITIES

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- **Description of area**
- **History**
- **What makes the neighborhood unique**
- **Vibe and feeling**
- **Photography**
- **Visual and sensory cues**
  - **Color, textures, and sounds**



**Branding Logo and Icon for Tampa Heights**



**Source: Tampa Downtown Partnership**