

Terri G. Cobb  
*Chair*

Anne L. Madden  
*Vice Chair*

Jacqueline R. Wilson  
*Member-at-Large*

James N. Beeler, Jr  
Bruce P. Cury  
Seth S. Boots  
Edward F. Giunta, II  
Jerry M. King  
Vivian M. Kitchen  
Christine M. Malzone

Robert B. Hunter, FAICP  
*Executive Director*

## **SURVEY RESULTS**

### **WEST TAMPA ECONOMIC DEVELOPMENT PLAN MEETING**

**May 12, 2005**

**Dr. Martin Luther King Center**

#### **Survey Instructions:**

- **YOU HAVE TEN VOTES!!**
- **PLEASE VOTE FOR AT LEAST ONE STRATEGY PER PAGE BY CIRCLING THE STRATEGY.**
- **PLEASE PLACE A TOTAL OF TEN VOTES FOR ALL PAGES.**
- **RETURN WHEN FINISHED SO THAT WE CAN TABULATE YOUR VOTES TONIGHT.**

**At the community-wide meeting on May 12, 2005, the approximately 70 attendees were provided the opportunity to “vote” on their top-ten strategies to revitalize West Tampa with the use of a written form. The results from those that voted are provided on the following pages and are incorporated into the final West Tampa Economic Development Plan. The written and verbal comments provided by those at the meeting helped to focus the Goals and Strategies and provided valuable additional overall public guidance.**

**GOAL: Improve the political and collective influence of all West Tampa residents and businesses by developing the intrinsic strength of West Tampa's diverse economic and human base – build upon the economic benefits of diversity.**

Develop the political influence and community support needed to tap every source of government or philanthropic funds available for the economic revitalization of West Tampa. **25**

Provide workforce and other forms of human capital development that support the needs and actual potential of the community while improving the job opportunities of community residents. **18**

Develop community leaders who are versed in local government, community development and development economics. **11**

Marshall existing support from West Tampa churches, social clubs and business organizations to help individuals in need meet the code requirements of local government and community standards. **13**

Involve large neighboring medical, educational, sports and other institutions in the redevelopment of West Tampa. **7**

Provide from within West Tampa the support mechanisms needed for children and ensure that there is quality; affordable daycare for West Tampa's working families. **8**

**GOAL: Cultivate and improve West Tampa's nationally and economically significant historic architecture, culture and creative industries by providing advantages which encourage redevelopment.**

Within two years of the presentation of the WTEDP to Tampa City Council and, where possible, in conjunction with the update of the City's comprehensive plan, establish a local historic district in West Tampa that is affordable for local residents and businesses. **12**  
(emphasis added at the meeting)

Actively foster and encourage the redevelopment of all historically-significant structures in West Tampa with incentives of all types. **14**

Foster the formation and success of local organizations and projects that promote historic preservation and creative industries that are consistent with West Tampa's diverse heritage. **13**

Provide assistance that encourages public events/festivals of all types that promote West Tampa's diverse heritage. **14**

Provide appropriate public space for the display of West Tampa's historical artifacts and creative industries. **6**

Pursue opportunities within the creative industries for all of West Tampa with an emphasis on pursuing the international opportunities offered by the new immigrant population and the area's African-American heritage. **8**

**GOAL: Work as a community to ensure the safety of homes and businesses in West Tampa and the security of all investments.**

Ensure that municipal police and code enforcement support the economic revitalization of West Tampa and the West Tampa community. **28**

Organize regularly scheduled community clean-ups across all of West Tampa. **19**

**GOAL: Make local land use policy, zoning, development regulations and public investment all blend to support West Tampa as an urban, independent, historically-significant, mixed-use community with affordable residential and businesses properties.**

Make the update of the comprehensive plan for the City of Tampa over the next two years support the precedent set by the West Tampa Overlay District. **13**

Make all of the development regulations as detailed and explicit as possible for West Tampa as they relate to the Overlay District and the potential local historic district. **18**

Where possible, align the boundaries of the four different government special areas or districts in West Tampa. **5**

As a part of the update of the comprehensive plan for the City of Tampa and the establishment of the local historic district, consider strengthening the West Tampa Overlay District so that it can serve as a buffer for the historic district. **11**

Use the update of the comprehensive plan to explore and implement feasible options that allow for the densities and intensities that support mass transit in appropriate areas. **8**

Develop a parking utility/policy and a stormwater utility/policy that supports the requirements of the land development code, the Overlay District, the movement of pedestrians and mass transit. **9**

Recognize that the Hillsborough River is a unique resource for West Tampa and become actively involved with existing organizations to make the river and the riverfront an amenity. **13**

**GOAL: Make the system of moving goods and people within West Tampa support West Tampa as an urban, independent, historically-significant, mixed-use community.**

Make the entire transportation system support the community of West Tampa and the precedent development pattern established by the West Tampa Overlay District. **29**

Make the mass transit system support the West Tampa community and the precedent development pattern established by the West Tampa Overlay District. **15**

**GOAL: Implement a complete economic development program that advances West Tampa's Target Industries, markets West Tampa and provides assistance to existing businesses.**

Develop a strategy to encourage West Tampa's target industries. **4**

Work with existing entities such as the Small Business Information Center, the Hispanic Business Initiative Fund and minority-based assistance programs to provide their services to all existing and prospective businesses in West Tampa. **10**

Use the large amount of government-owned land in West Tampa as leverage or a catalyst to encourage more private investment in a manner consistent with the community of West Tampa. **14**

Develop a local workforce development effort that addresses barriers and builds upon the skills in the local labor force. **7**

Explore and, if possible, implement an Alternative Lending Program for existing or potential small businesses that are not able to access conventional credit markets. **12**

Encourage the development of merchant's associations along West Tampa's major business thoroughfares. **9**

Develop and implement a state-of-the-art program for disseminating all forms of relevant information about West Tampa in printed and electronic formats to the public and private sectors. **11**