

# HILLSBOROUGH COUNTY COMPREHENSIVE PLAN

## UNIVERSITY AREA COMMUNITY PLAN<sup>1</sup>

### **Vision**

The University Area Community Master Plan (Master Plan) will strive to create a stable, safe, and livable community through physical revitalization which establishes positive neighborhood identity and provides community design guidelines to achieve a pedestrian friendly, mixed use area.

The Master Plan, originally published as "The University Community Area: A Master Plan for Physical Revitalization," will promote the redevelopment and revitalization of the University Area Community while addressing the interdependent relationship between the area's regional assets and the surrounding neighborhoods. These assets include, the University of South Florida, University Mall, the University Area Community Center and surrounding medical facilities including the Veterans and University Community hospitals.

### **Strategies**

The University Area Community Master Plan Study Area, as shown on Figure 1, delineates the boundaries that were established during the community planning process to develop the Master Plan and within which the following strategies are to be considered. A specific area within the study area will be defined to which these strategies will apply.

#### Section A

Build New Community Infrastructure by:

- ?? within the context of overall county priorities, implementing infrastructure projects as recommended in the Master Plan through a combination of public and private funding;
- ?? creating a stormwater management plan utilizing the recommended projects and environmental design principles contained in the Master Plan;

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<sup>1</sup> CPA 00-08 - Establish a vision and strategies to implement the University Area Community Master Plan, which includes an area surrounding the University of South Florida. Ordinance # 00-42, adopted by the BOCC 12/13/00, DCA Notice of Intent published 2/7/01, Tampa Tribune, effective date of amendment 2/28/01.

- ?? creating a network of boulevards, main streets, and pedestrian links (sidewalks) to facilitate mobility and non-motorized travel within the University Area Community; and
- ?? where appropriate, implementing traffic calming techniques including traffic islands and roundabouts.

### Section B

Eliminate Economically Obsolete Land Uses by:

- ?? maintaining a variety of land-use options and promoting mixed-use development in the area;
- ?? developing a zoning district that creates stable, pedestrian friendly neighborhoods with compatible mixed uses, a variety of housing types, and tree lined main streets and boulevards;
- ?? providing greater flexibility in land-use and density for future development while ensuring that neighborhood buffers and urban amenities are enhanced;
- ?? creating unified pedestrian links between land uses by means of community Main Streets and side walks;
- ?? discouraging criminal activity and providing a sense of security for area residents through implementation of CPTED (Crime Prevention through Environmental Design) principles;
- ?? encouraging the redevelopment of sub-standard and deteriorated housing focussed along main streets through mixed land uses and higher densities; and
- ?? advocating local business and home ownership to promote community stability and reinvestment.

### Section C

Create Community Identity by:

- ?? developing physical improvements such as landscaping, gateways, sidewalks, signage, and street trees to define community identity; and
- ?? using landscape buffers and urban design guidelines to reduce conflicts between land uses, to promote high quality development, and to create an identifiable community character.

### Section D

Ensure Community Input by:

- ?? implementing the strategies and principles contained in the Master Plan in a collaborative and holistic manner to encourage participation by the stakeholders of the University Area Community; and

?? coordinating future development in the area with input from residents, property owners, and other representatives from the community.

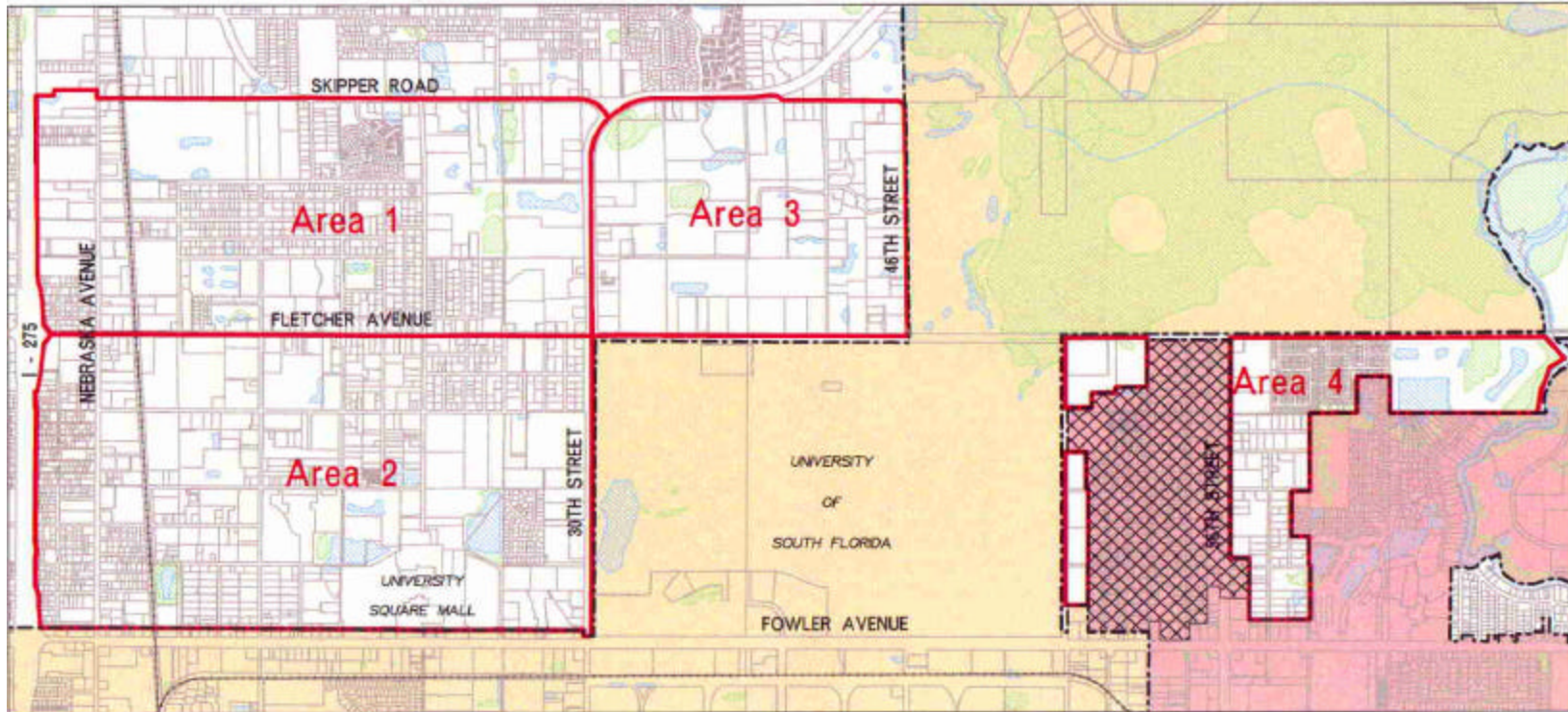
### Section E








#### Delineation of Urban Infill and Redevelopment Area

For the purpose of implementing the principles and strategies of the University Area Community Master Plan, Hillsborough County will seek designation of an Urban Infill and Redevelopment Area for the area delineated on Map 2 and as defined by s. 163.2514 (2), F.S. The geographic limits of this area encompass those areas designated in the Master Plan as sub-area 1 and sub-area 2 and more clearly defined as the area bounded by I-275 to the west, Skipper Road to the north, Bruce B. Downs to the east, and Fowler Avenue to the south. Within this area, the following components will be promoted: economic development; job creation; housing; transportation; crime prevention; neighborhood revitalization and preservation; and land use incentives to encourage urban infill and redevelopment within the University Area Community.

**FIGURE 1 UNIVE RSITY AREA COMMUNITY MASTER PLAN STUDY AREA MAP**

Map 1  
**University Area Community**  
**Master Plan Study Area**



- |   |  |   |                         |
|---|--|---|-------------------------|
|  | Master Plan Study Area   |  | Water                   |
|  | City of Tampa  |  | Wetlands                |
|  | City of Temple Terrace   |  | Jurisdictional Boundary |
|  | Originally included in study area and subsequently annexed by City of Temple Terrace |   |                         |



Planning and Growth Management Department  
 Community Planning Section

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