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InVision Tampa Begins Outreach in West River Area

The team seeks additional community input.

By [Hunter Taylor](#) [Email the author](#) | June 3, 2013

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[InVision Tampa](#) is now focusing redevelopment efforts on the West River area as its team of global experts seeks to move forward on that key element of the [Center City Plan](#).

Previously, with the help of thousands of community members, InVision Tampa created the Center City Plan as a blueprint for redevelopment, improved quality of life and economic prosperity in downtown Tampa, its adjacent communities and the transportation corridor along Nebraska Avenue. Now, the team begins additional outreach to establish a thoughtful, connective plan on the western bank of the Hillsborough River and its neighborhoods.

“The West River area is a critical component to revitalizing our downtown and re-centering the city around our waterfront,” said Mayor Bob Buckhorn. “As with past InVision Tampa studies on the urban core and Nebraska Corridor, the public’s involvement and feedback will be instrumental to ensuring that we can make it happen.”

The [West River study area](#) public engagement begins [June 11th at Blake High School](#). Conversations will focus on a 140-acre section of the Hillsborough River west bank, the North Boulevard Apartments and the Mary Bethune senior housing.

The InVision Tampa team has expanded its expert roster as it begins this West River outreach. The full team will be led by the [City of Tampa](#) and the [Tampa Housing Authority](#), and also includes master developer [McCormack Baron Salazar](#), planning expert [AECOM](#), grassroots connectivity professionals [Urban Strategies](#), and strategic communications firm [The Leytham Group](#).

“We are very focused on ensuring that our residents and neighbors not only understand, but also are part of the revitalization of their neighborhood and, in fact, their lives,” said Jerome Ryans, president & CEO of the Tampa Housing Authority. “I feel strongly that great things will come from this partnership and this team for our residents and our community at large.”

The team will continue to host one-on-one [stakeholder meetings](#) and a [neighborhood charette](#) to allow all local voices be heard during master planning, and culminate with a community meeting on July 18 at 6 p.m. at Blake High School. InVision Tampa will also initiate surveys with citizens and residents.

Proactively, the Tampa Housing Authority has been holding resident meetings for more than a year, and these meeting will continue to ensure that the residents have input throughout the redevelopment process. Currently, there are no concrete plans or resources in place to relocate anyone.

“We’re listening intently on how to positively reshape this community,” said Mayor Buckhorn. “We want to see West Tampa prosper as place for people to live, work and play.”

For more information on the West River study and to RSVP to upcoming events, go to InVisionTampa.com.

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