**@ The Straz – Straz Center for the Performing Arts Master Plan**

Tampa, Florida

Commanding a prominent site along the Hillsborough River in Tampa, Florida, the Straz Center is the sixth largest performing arts center in the U.S., and currently hosts over 600,000 patrons per year who attend 9,600 events. The Straz Center Master plan leverages the development of a new residential tower, the city's Riverwalk (already extending both north and south of the site along the Hillsborough), and new Art Museum and Children’s Museum located within the larger riverfront park. Lobby expansion, updated food and beverage services, an event center, arrival plaza, and outdoor event terraces are woven together to reinforce the experience of the Straz as an arts campus. With a goal of maximizing the performing arts center potential within this context, we started by establishing an appropriate site program to resolve several key challenges. These include: pedestrian and vehicular circulation (drop off, parking and bus staging) connecting the Straz Center for the Performing Arts to both the River and the downtown core; and, by redesigning the vehicular road system, creating and developing a new parcel on adjacent land to accommodate parking and mixed-use development.

Bringing the city grid down to the river and the river’s alluvial edge up to the Straz, the master plan merges both public and patron amenities, bringing the unintended user into contact with the arts and reciprocally delivering the arts to the riverfront.

Key considerations include:

* Identification of feasible expansion and enrichment opportunities
* Engagement of the Hillsborough River and continued coordination with neighboring institutions and developers
* Facilitated growth of the Patel Conservatory education programs
* Facilitated growth of the Straz Center’s food and beverage operations
* Development of a long-term parking solution
* Developing landscape programming and vitality commensurate with interior arts programs
* Embracing the waterfront by tying into a future Riverwalk [city] plan, while opportunistically exposing unintended users in cultural loitering
* Organizing vehicular and pedestrian arrival and flow throughout campus, which undergoes heavy ebb and flow over short durations
* Landscape approach that supports individual or limited daytime occupation as well large event circumstances
* Focus on the space between structures to establish a true arts campus

Master planning efforts involve both interior and exterior enhancements to develop a vision for the 10 acre site and expansion over the next 20 years.