



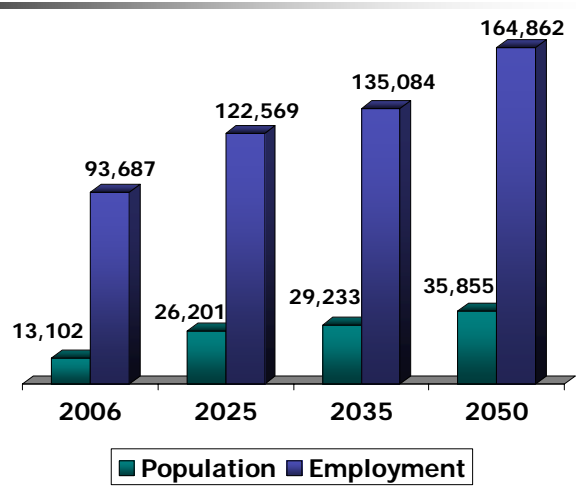
# Westshore Alliance

## *Shaping Westshore's Future*

Ron Rotella, Westshore Alliance  
May 12, 2009



# Westshore Growth Projections



Source: Hillsborough County City County Planning Commission



# Planning for Growth

- Westshore Alliance Board Retreat
  - What should Westshore Be?
    - Vibrant - 24 hour community
    - Mixed use – urban/more density
    - Walkable
    - More public space
    - Connected to waterfront



Kennedy Blvd.  
Like this...



## How Do We Get There?

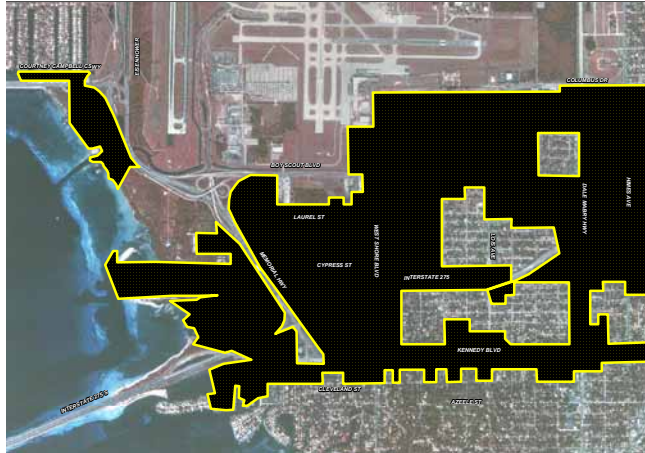
- Master plan for Westshore
- Transit & pedestrian connectivity
- Encourage additional uses
  - More residential development
  - Multi-purpose Conference Facility?
- Funding, Policy Revisions & Design Guidelines to make vision a reality

**Alliance is driving force behind  
these issues for Westshore**



# Westshore Areawide DRI

Landmark legislation that becomes more valuable each year



# Westshore Areawide DRI

Entitlements in place to support growth

- Buildout date is December 31, 2013
- Entitlements in place for a mix of uses

<u>Land Use</u>	<u>Entitlements</u>
Office	5.1 mil s.f.
Retail	127 k s.f.
Industrial	37 k s.f.
Hotel	102 rooms
Multi-Family	588 Units



## Alliance Committee Initiatives

- Westshore Overlay District
  - Encourage Transit Oriented Development
  - Encompass entire district
- Pedestrian Plan



## Transform Streets over time



## Participate in Transit Discussions



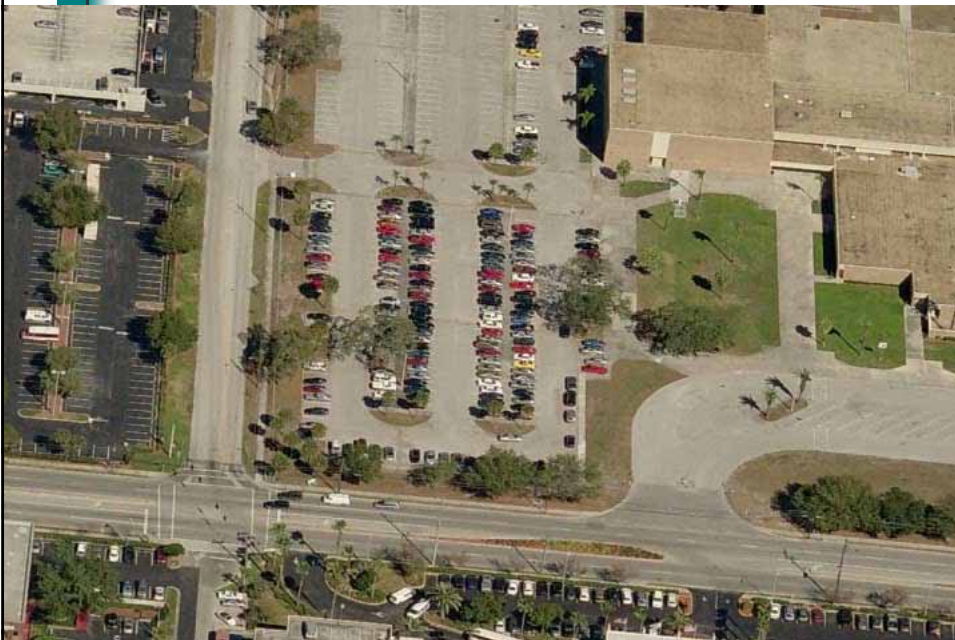
Hillsborough County  
Transportation Task  
Force  
Proposed Transit Plan

### SCENARIO 2.1 "U" Line

Pasco County-USF-  
DT - Westshore -  
TIA - Linebaugh Ave.



## Identify Intermodal Center Location



## Multi-Purpose Conference Facility

- Phase I viability analysis underway
- Similar Facilities:

### St. Paul RiverCentre – St. Paul, MN

Exhibit Space: 100,300 sq. ft.



### Cobb Galleria Centre – Atlanta

Exhibit Space: 144,000 sq. ft.



## Encouraging Residential Development

Westshore Landings – workforce affordable housing



57 units

Near Spruce/Lois



## How Do We Pay For Improvements?

- Public Funding
  - CIT
  - City/County General Operating Revenue
- Impact fees
  - **Current:** Only used for road capacity improvements
  - **Future:** Establish a mobility fee?
- Special Services District



## How Can You Participate?

- Alliance Committees
  - Master Plan
  - Transportation
  - Government
- Get Involved in Public Process





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