WESTSHORE BUSINESS DISTRICT PUBLIC REALM MASTER PLAN: A VISION FOR THE FUTURE

PROGRESS PRESENTATION #2: INITIAL URBAN DESIGN IDEAS AND STRATEGIES
PROJECT OBJECTIVES:

• SYNTHESIZE FINDINGS AND RECOMMENDATIONS FROM PREVIOUS STUDIES.

• FACILITATE DEVELOPMENT OF A FLEXIBLE AND FEASIBLE PHYSICAL URBAN DESIGN VISION FOR THE WESTSHORE BUSINESS DISTRICT’S PUBLIC REALM.

• IDENTIFY ENHANCEMENTS THAT WILL CONTRIBUTE TO THE AREA’S LONG-TERM VIABILITY AS A DIVERSE COMMERCIAL CENTER AND WESTERN GATEWAY FOR THE CITY.

• INTEGRATE A RANGE OF URBAN DESIGN STRATEGIES THAT WILL COMPLEMENT VARIOUS PROPOSED TRANSPORTATION, INFRASTRUCTURE AND DEVELOPMENT INITIATIVES.

• ADDRESS THE NEED FOR AN UPDATED, MORE COHESIVE VISUAL IMAGE AND IDENTITY FOR THE AREA.

• IDENTIFY OPPORTUNITIES THAT WILL STIMULATE GREATER ACTIVITY WITHIN THE PUBLIC REALM AND FACILITATE INCREASED ACCESS, CONNECTIVITY AND MOBILITY.
PROJECT AREA

WESTSHORE BUSINESS DISTRICT: MASTER PLAN FOCUS AREA
WESTSHORE BUSINESS DISTRICT IN THE TAMPA BAY REGIONAL CONTEXT
A Major Retail Destination, Entertainment District, Employment Center and Regional Business Hub
SMART GROWTH STRATEGIES FOR REALIZING GREAT STREETS, A SENSE OF PLACE AND ENHANCED ECONOMIC VITALITY

• RE-PURPOSE URBAN CORRIDORS AS MULTI-USE ENVIRONMENTS AND “OUTDOOR ROOMS”.

• PROVIDE OPPORTUNITIES FOR MOBILITY DIVERSITY, INCLUDING VEHICULAR, TRANSIT, BIKING AND WALKING.

• IDENTIFY OPPORTUNITIES FOR: CREATING NEW OPEN SPACES; ENHANCING THE PUBLIC REALM; AND ADDING PEDESTRIAN AMENITIES.

• REQUIRE NEW DEVELOPMENT TO ENGAGE THE STREET AND CONTRIBUTE TO SPATIAL PATTERNS THAT CREATE A SENSE OF PLACE.

• IDENTIFY ADDITIONAL FUNCTIONAL ROLES FOR VERTICAL INFRASTRUCTURE AND STREET FURNISHINGS THAT CONTRIBUTE TO A COHESIVE VISUAL IDENTITY.

• CONNECT GROUND-FLOOR BUILDING USES AND PRIMARY BUILDING ENTRANCES DIRECTLY TO THE PUBLIC REALM AND SIDEWALK SYSTEMS.

• INTEGRATE NATURAL AND SUSTAINABLE FEATURES, AS WELL AS NEW TECHNOLOGY INTO VARIOUS FEATURES AND CONDITIONS WITHIN THE PUBLIC REALM.

• PLAN FOR ENHANCED WALKABLE CONDITIONS, LOCAL DESTINATIONS AND CONVENIENT PEDESTRIAN ACCESS.

• FOSTER DAILY PEDESTRIAN ACTIVITY AND PUBLIC EVENTS WITHIN THE PUBLIC REALM.
INITIAL IMPRESSIONS
MACRO-SCALE URBAN DESIGN CONCEPT: “THE WESTSHORE LOOP”
A Discernible Physical Structure, Sense of Cohesiveness and Functional Order Defined by a Connected System of Paths and Places
MACRO-SCALE URBAN DESIGN CONCEPT: “REINFORCING CONNECTIONS BETWEEN PEOPLE AND DESTINATIONS”

Maximizing Opportunities for Greater Access and Activity
FOCUS AREA 1:
WESTSHORE BOULEVARD

ISSUES AND CHALLENGES

• ABSENCE OF OPEN SPACE AND WALKABLE, SAFE CONDITIONS

• DISPERSED BUILDINGS AND OVERALL DEVELOPMENT PATTERN

• NEGLECTED PUBLIC REALM

• LITTLE RELATIONSHIP BETWEEN BUILDINGS AND THE STREET

• OVERALL DIVERSE SPATIAL PATTERNS THAT, FOR THE MOST PART ONLY ACCOMMODATES VEHICLES
MID-SCALE URBAN DESIGN CONCEPT: “THE WESTSHORE BOULEVARD SPINE”

*Transforming the Commercial Corridor Into a Main Street Promenade*
MID-SCALE URBAN DESIGN CONCEPT: “STRATEGIC OPEN SPACE PLACEMENT – CREATING ACTIVE NODES“

Enriching the Public Realm with Diverse Open Space Elements
MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”
Typical Conditions – Parking Lots Fronting the Street, Absence of Pedestrian Activity, Vehicular Dominated Environment
MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”
Interim Improvements, Initial Streetscape and Public Realm Enhancements, Linking Destinations
MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”

The Cumulative Affects of Incremental Change: Street Transformation, Walkable Conditions and Market Response
UNDERSTANDING THE CHANGING SPATIAL PROPORTIONS OF WESTSHORE BOULEVARD
COMPONENTS OF A COMPLETE STREET

Sharing the Road – Accommodating Pedestrians, Bicyclists, Motorists and Transit

1 Pedestrian Zone
2 Transit
3 Bicycle Zone
4 Pedestrian Amenities
5 Open Space Feature
6 Active Ground-floor Uses
7 Sustainable Features/Smart Infrastructure
CREATING PUBLIC SPACE, ENHANCING PUBLIC REALM CONDITIONS AND FOSTERING GREATER INTERACTION BETWEEN PEDESTRIANS, OPEN SPACES, BUILDINGS AND STREETS

REPRESENTATIVE OPEN SPACE – PLAN FOR HORTON PLAZA, SAN DIEGO
RECLAIMING AND ACTIVATING MARGINAL SPACES – DEFINING AT-GRADE CONDITIONS UNDER THE INTERSTATE

FOUND PUBLIC SPACE – WESTSHORE BLVD. AT THE I-275 ON-RAMP

REPRESENTATIVE VIADUCT PORTAL/ABUTTMENT WALL FEATURES

REPRESENTATIVE VIADUCT PORTAL/ABUTTMENT WALL FEATURES
UNDERSTANDING THE VARIATIONS IN THE R.O.W. AND STREET ROOM
EXPANDING PEDSESTRIAN AND BIKE ZONES WITHIN THE PUBLIC REALM
VISUAL ANALYSIS OF PUBLIC REALM CONDITIONS ALONG WESTSHORE BOULEVARD

- **KENNEDY BOULEVD/WESTSHORE BOULEVARD INTERSECTION**
  - Wide/Expensive Intersection
  - Long Crosswalk without Pedestrian Refuge
  - Nine Lanes of Traffic

- **WESTSHORE BOULEVARD AT CYPRESS STREET**
  - Infrastructure Elements in the Middle of the Sidewalk

- **WESTSHORE BOULEVARD AT CYPRESS STREET**
  - Decorative Crosswalks
  - Narrow Sidewalk Conditions at Intersection
REDEFINING THE SIDEWALK AS THE PRIMARY PUBLIC REALM CONDITION

ADDRESSING PUBLIC SAFETY AND THE CONFLICTS BETWEEN PEDESTRIANS AND CARS

REPRESENTATIVE SIDEWALK CONDITIONS
DEFINING A COHESIVE VISUAL IDENTITY – COORDINATING VERTICAL INFRASTRUCTURE AND SECONDARY ROADWAY ELEMENTS
INTEGRATING STREETSCAPE FURNISHINGS AND SECONDARY ELEMENTS – SHADE STRUCTURES

REPRESENTATIVE SHADE STRUCTURE