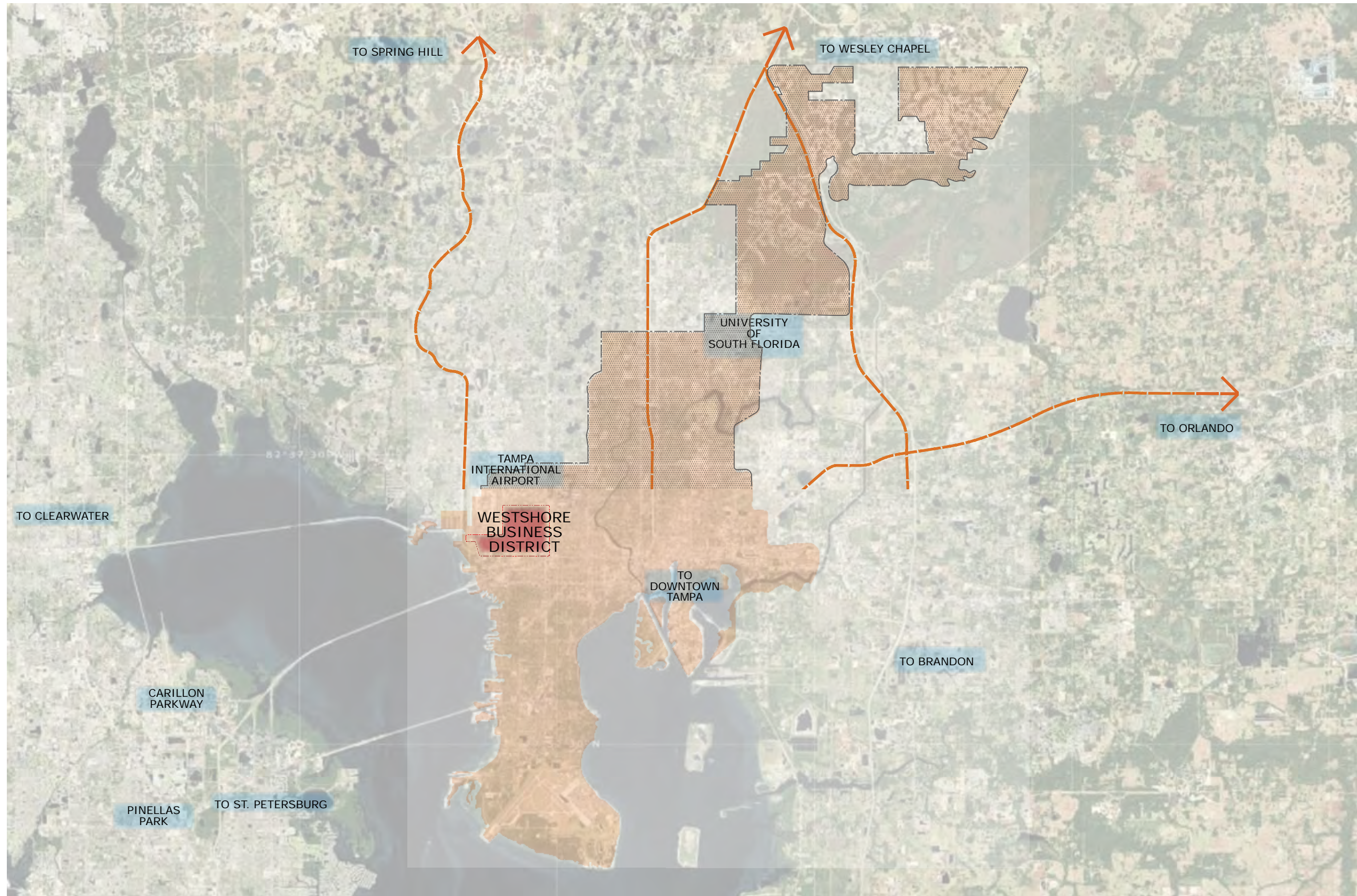




# Westshore Business District Public Realm Master Plan

Preliminary Presentation and Update  
to the  
Westshore Alliance  
Master Plan Committee on  
05/10/12



WESTSHORE BUSINESS DISTRICT MASTER PLAN; WESTSHORE IN THE REGIONAL CONTEXT



WESTSHORE ALLIANCE



CITY OF TAMPA



HILLSBOROUGH COUNTY



USF- FLORIDA CENTER FOR COMMUNITY DESIGN + RESEARCH



TAMPA BAY REGIONAL PLANNING COUNCIL



WESTSHORE BUSINESS DISTRICT MASTER PLAN; PROJECT FOCUS AREAS



WESTSHORE ALLIANCE



CITY OF TAMPA



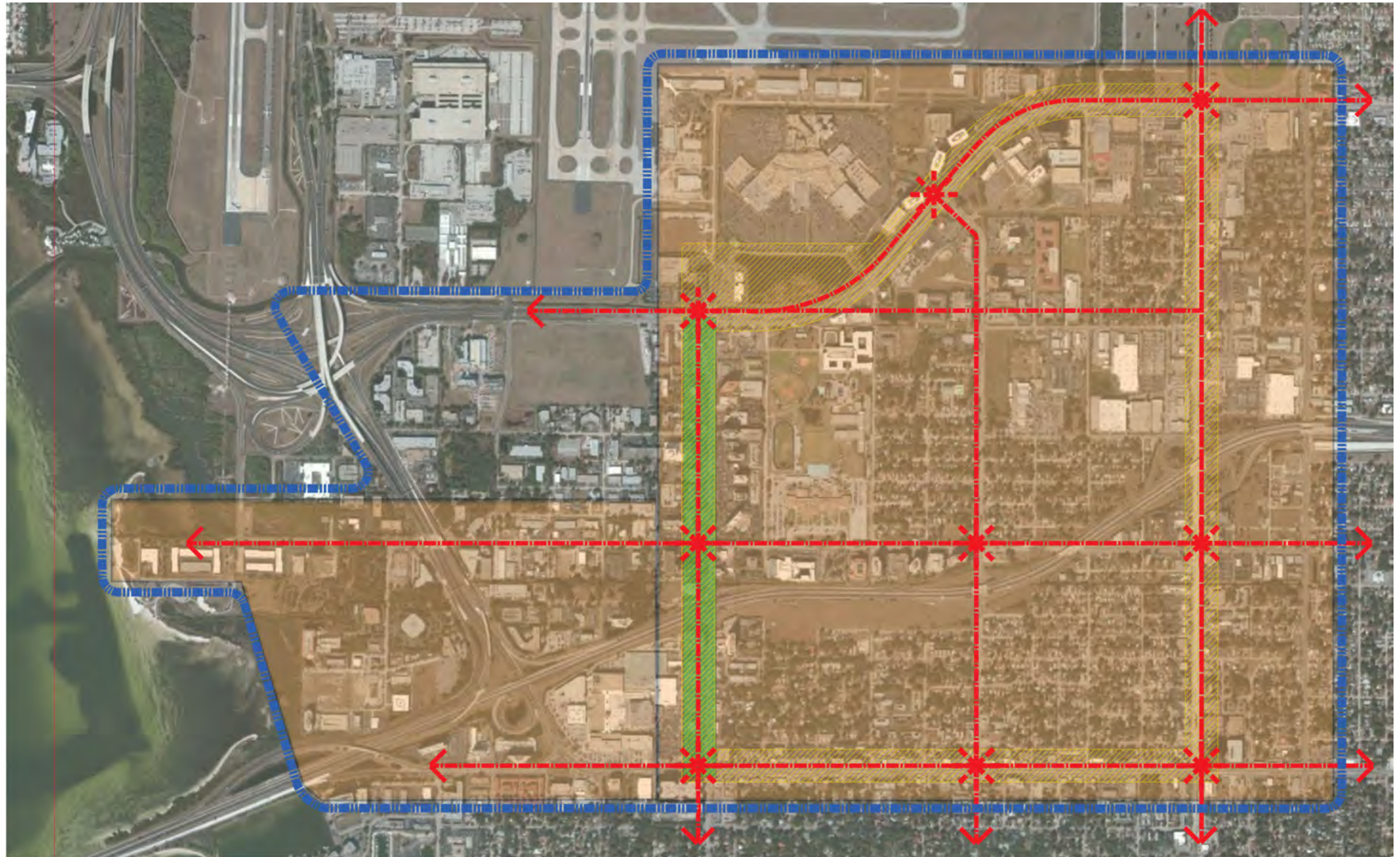
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TAMPA BAY REGIONAL PLANNING COUNCIL



WESTSHORE BUSINESS DISTRICT MASTER PLAN; CONCEPTUAL PUBLIC REALM FRAMEWORK



WESTSHORE ALLIANCE



CITY OF TAMPA



HILLSBOROUGH COUNTY



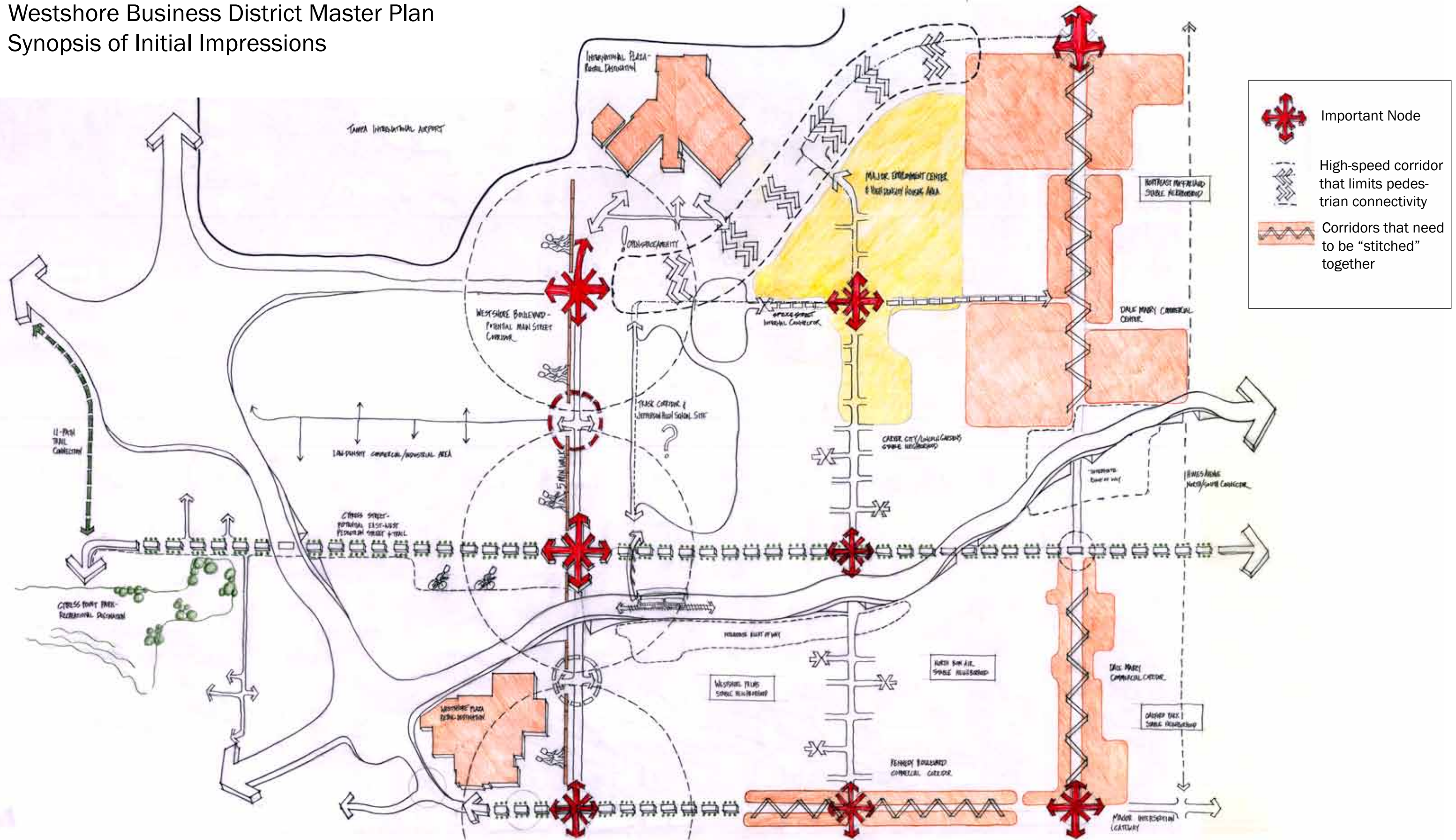
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TAMPA BAY  
REGIONAL PLANNING COUNCIL

# Westshore Business District Master Plan

## Synopsis of Initial Impressions

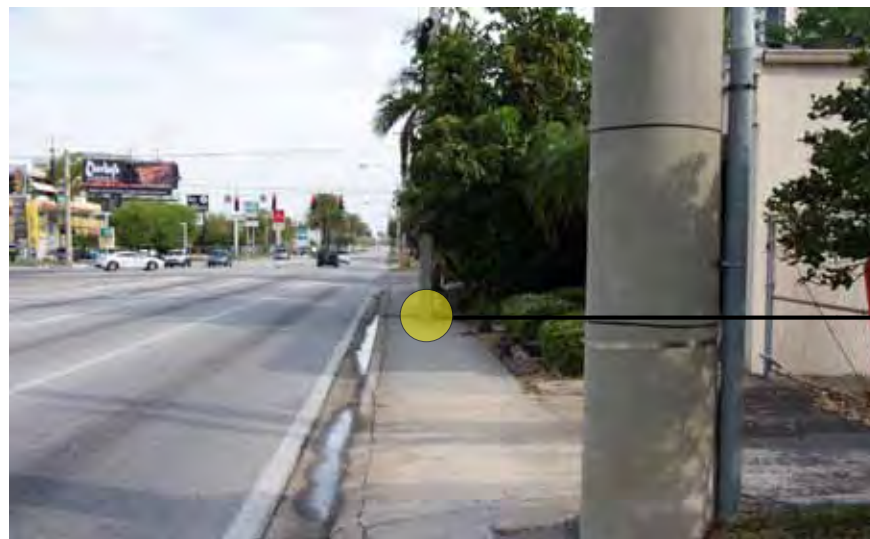


# WESTSHORE BUSINESS DISTRICT MASTER PLAN: INITIAL VISUAL ANALYSIS



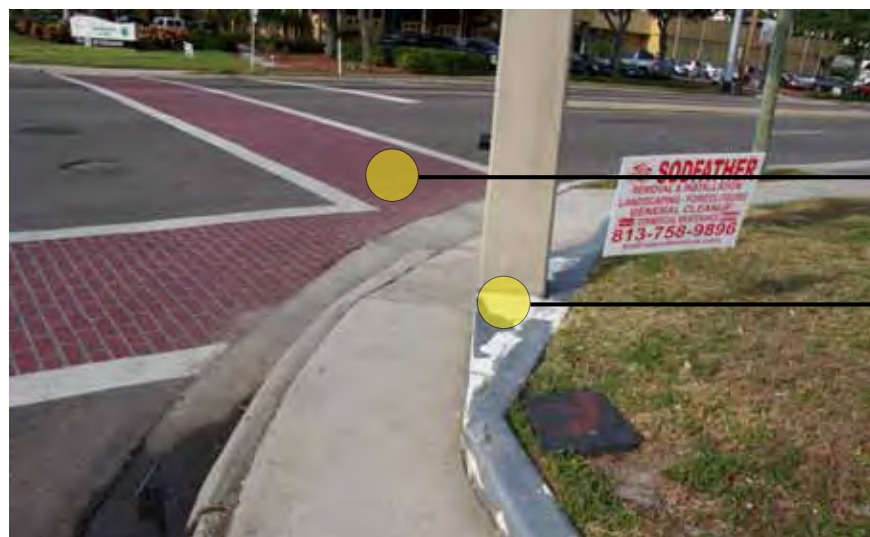
- KENNEDY BOULEVARD/WESTSHORE BOULEVARD INTERSECTION

- 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

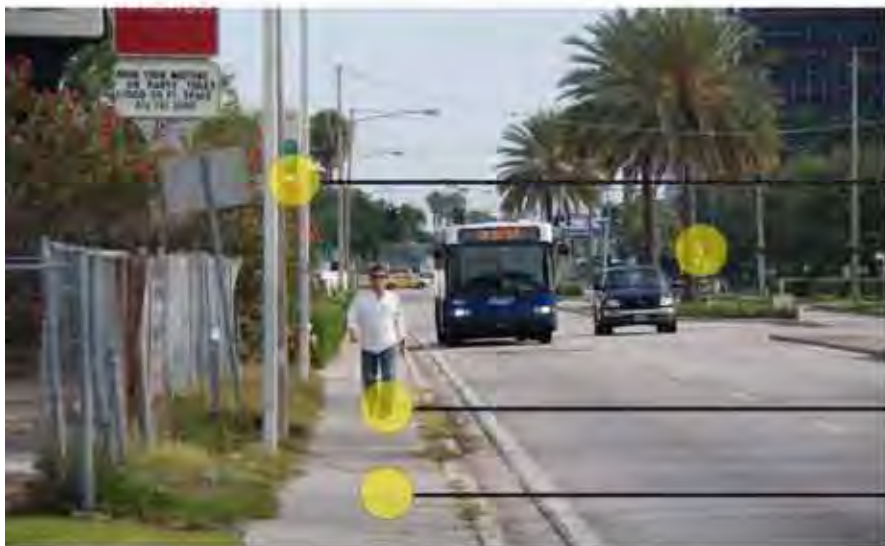
- DECORATIVE CROSSWALKS
- NARROW SIDEWALK CONDITIONS AT INTERSECTION

# WESTSHORE BUSINESS DISTRICT MASTER PLAN: INITIAL VISUAL ANALYSIS



## ● WESTSHORE BOULEVARD AT INTERSTATE -275

- INHOSPITABLE UNDER-VIADUCT CONDITIONS
- PEDESTRIAN SAFETY NEXT TO HIGH-SPEED TRAFFIC
- INVITING BUS STOP
- NARROW SIDEWALKS



## ● WESTSHORE BOULEVARD AT LAUREL STREET

- VERTICAL INFRASTRUCTURE
- LANDSCAPED MEDIAN SEGMENTS
- PEDESTRIAN MOVEMENT NEXT TO VEHICLE TRAFFIC LANES
- NARROW SIDEWALKS



## ● WESTSHORE BOULEVARD AT LAUREL STREET

- VISUAL PRESENCE OF VERTICAL INFRASTRUCTURE ELEMENTS
- PLANTING STRIP AT EDGE OF ROADWAY
- INFRASTRUCTURE ELEMENT IN THE MIDDLE OF THE SIDEWALK

# WESTSHORE BUSINESS DISTRICT MASTER PLAN: INITIAL VISUAL ANALYSIS



## ● WESTSHORE BOULEVARD AT WEST UNION STREET

- LANDSCAPED MEDIAN SEGMENTS
- NARROW SIDEWALK
- PARKING LOT FRONTAGE AT STREET



## ● WESTSHORE BOULEVARD AT WEST UNION STREET

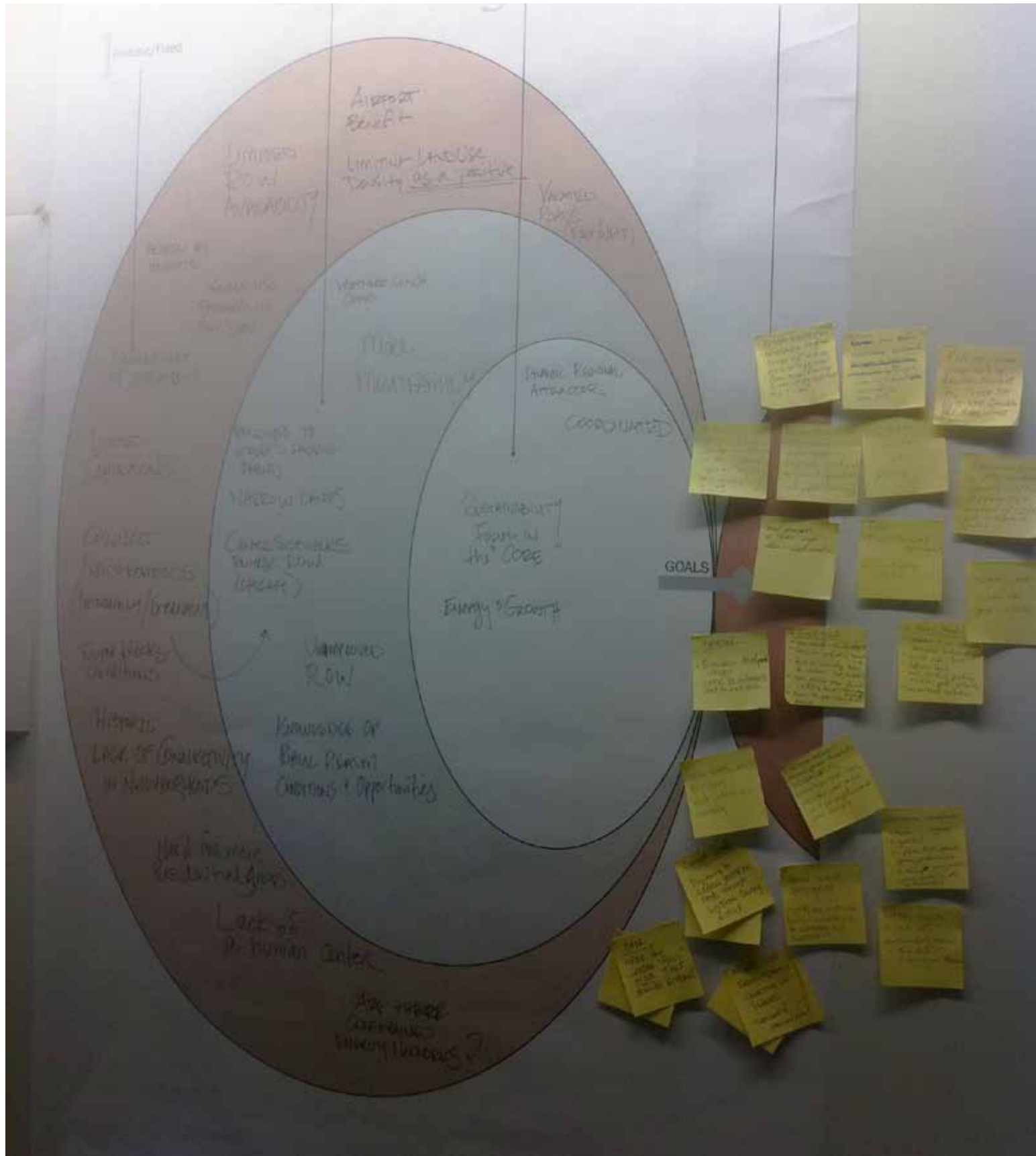
- VISUAL PRESENCE OF SIGNAGE
- LANDSCAPED MEDIAN SEGMENTS
- NARROW SIDEWALKS



## ● WESTSHORE BOULEVARD/BOY SCOUT BOULEVARD INTERSECTION

- VISUAL PRESENCE OF BILLBOARDS
- WIDE/EXPANSIVE INTERSECTION
- LONG CROSSWALK WITHOUT PEDESTRIAN REFUGE





# Westshore Business District Public Realm Master Plan

Group Exercise

## Westshore Business District Master Plan Initial Meeting Group Exercise

### Part 1: Historic Elements and Current Trends

Question: **What are the fixed elements in the district that are hard to change?**

- Development in isolation
- Single-use parking in private development
- Framed by highways
- Limited connections
- Connect neighborhoods (internally and externally)
- Historic lack of connectivity in neighborhoods
- Need for more residential areas
- Lack of a human center
- Constrained energy/infrastructure networks
- Limited right-of-way availability
- Airport is an important asset
- MA-P zoning establishes a height zone that will encourage mid-rise buildings that contribute to a more cohesive urban form for areas adjacent to the airport
- Vacated roads (lack of East-West connections)
- Westshore as an automobile dominated business district
- Limited ped ROW
- Jefferson High
- Mall surface parking inhibits peds activity
- Neighborhood isolation
- Superblocks

Question: **What are the current trends and attitudes in the district?**

- Westshore Lunch crowd is an asset
- Demand for multi-family housing
- Buildings to the street with parking located behind
- More mixed use development
- Focus on ped or a transit mode
- Focus on amenity base for workers: food, hospitality
- Higher parking ratios demanded (conflicting trend) more employees per/S.F office
- Desire for greenspace/public places
- Transit Oriented Development
- Current trends beginning to address pedestrian needs through Westshore overlay district
- Narrow lanes
- Center sidewalks reverse right-of-way (Chicago example)
- Unimproved right-of-way
- Knowledge of public realm conditions and opportunities

### Part 2: Vision

Question: **What must be incorporated into the vision for a new Westshore?**

- Dynamic regional attractor
- Sustainability focus
- Energy and growth
- Create a vision for Westshore to give a sense of place. How can we use the new commercial overlay district to achieve a new vision?
- Be aware of *FDOT's Urban Design Guidelines* & the "gateway" opportunities in this area along I-275
- TIA land use restrictions are actually positive - creates a tighter fabric.
- Reduce widening of road (lanes) to 10/11'
- Reduce Westshore to two lanes each way
- Residential/Multi-Use Development
- Identify, locate, and create new parks/greenspace
- Reduce lane widths on key streets – 11ft or 10.5ft or 10ft instead of 12ft. Use to expand S/Ws
- Create sense of place
- Role of planned underpasses (connections) at Reo Str, Occident Str, Trask Str under I-275. Circulator Ped, Biker, Views
- Dedicate lane on Westshore Boulevard for transit/widening sidewalk/landscaping/bike path
- Westshore has great redevelopment potential – the challenge is which direction does Westshore want to go in – several scenarios are possible
- Grand Central open space
- Priority on multi-use trails – connections to causeway and downtown
- Mixed-use development
- Need central "focus" area that defines district
- Slow traffic on Boy Scout – more pedestrian friendly
- Historical Suburban development design caters to automobile and driving access
- Get people to give up their automobiles
- Water resources + stormwater treatment – regional coordination + permit opportunity (mitigation banking)
- Westshore atmosphere: Fresh; Green; Youthful; A place that attracts young professionals to area, young families, young companies, local business, etc.
- Better integrate airport w/ surrounding area i.e. Avion Park and International Plaza

**PROJECT:** WESTSHORE BUSINESS DISTRICT MASTER PLAN - Meeting Notes

<u>Present at Site:</u>	<u>Representing:</u>
Trent Green trentgreen@usf.edu	Florida Center for Community Design and Research. (USF)
JoAnne Fiebe joannefiebe@hotmail.com	Florida Center for Community Design and Research. (USF)
Abdias Thermidor athermid@forest.usf.edu	Florida Center for Community Design and Research. (USF)

This meeting was held at Tampa Bay Park – Lake Pointe 2 Blvd, 3111 W. Dr. MLK Jr., 1<sup>st</sup> floor, PWC Conference Room A. The purpose of this meeting was to update and coordinate information regarding the Westshore Business District Master Plan Project within the previous studies done by other identities. Items discussed were as follows:

**Westshore Business District: Master Plan Project**

- 1.0 Attendee introductions
- 2.0 Trent Green and JoAnne Fiebe defined the boundaries of the Westshore Business District Master Plan Project through a series of maps and presentation boards
- 3.0 Major focus areas were identified from previous studies of Westshore Business District
  - Public Transportation and road issues
  - Unique character of each of the neighborhoods within the district
  - Public Realm Opportunities
  - Pedestrian Access and Infrastructure
  - Circulator Study Opportunity Areas
  - Mobility for all users
- 4.0 Review of the public **right-of-way**
  - How can the transit station be centralized?
  - New bus infrastructure should connect to other transit infrastructure
  - How people get around Westshore Business District
  - The Public and the Private sectors have to work together in order to improve the pedestrian access on the right away limits including capacity and density of (Boy Scout Blvd; Westshore Blvd; Kennedy Blvd & Dale Mabry Hwy etc.
- 5.0 Address the needs of all stakeholders
  - 5.1 Trails
  - 5.2 Affect the dynamic of the area (short and long term development).
  - 5.3 Integration of long term goal of the I-275 (under highway punch-throughs at Trask,St; Cypress St; Occident St)
- 6.0 Conditions on the ground
  - Obstructed pedestrian access
  - Utilities poles and advertisement boards need to be readjusted
  - Boy Scout Blvd (Drainage swale) needs redesign
  - High speed corridors (Boy Scout and Kennedy) create disconnections in the public realm

- 7.0 Future growth in the Westshore Business District.
  - Present employment - 77,000 to 90,000 +/- people working in the Westshore Business District area
  - Characteristic of activities and time frame during the week and weekend
  - Characteristic of future employment along Westshore Blvd
  - Nature of employment and carrying capacity for the next 10 years
  - Westshore Business District area represents how much percentage of the economy for Hillsborough County and the Tampa Bay area

- 8.0 Tampa Bay Regional Planning Council provided a brief overview of the economic modeling they will be developing.

Exercise: Clear definition of the Westshore Business District:

- 9.0 JoAnne Fiebe provided post-it notes to participants to write a brief idea on how to clarify or define a common vision for the Westshore Business District Master Plan Project.
- 10.0 Ron Rotella mentioned that the Westshore Business District Master Plan has to be a sustainable project in terms of water efficiency, electricity, renewable and recycle contents. TECO and other utility companies will be involved in identifying opportunities and long-term goals.
- 11.0 The USF team is developing plans and 3D models of major corridors in the district that will show the land uses, building masses, public realm conditions, parking, setbacks, and other characteristics.

General:

- 12.0 Ann Kulig will be setting up a follow up meeting with all the departments associated with this project for the next months.