



Westshore 
It's all Here
June , 2013

Westshore District Public Realm Master Plan

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I.0 EXECUTIVE SUMMARY

1.0 EXECUTIVE SUMMARY

The Westshore District Public Realm Master Plan is a framework strategy for transforming public realm conditions along the area's six major corridors into safe, walkable environments for pedestrians, bicyclists and transit patrons. This plan envisions the future of Westshore Boulevard, Boy Scout Boulevard, Dale Mabry Highway, Kennedy Boulevard, Cypress Street and Lois Avenue as evolving into "livable boulevards." The plan focuses on these six suburban corridors because they comprise the majority of the District's commercial uses, carry the bulk of the area's vehicular traffic and because they will realize most of the future development in the area. While the plan focuses on these corridors, elements of the plan can also be applied to other corridors within the district. As a framework plan, the urban design strategy for this effort involves the identification of a coordinated suite of common public realm enhancements that can be integrated along project area streets, as well as unique features that are appropriate for different contextual conditions. These enhancements are further expected to foster increased usage of public rights of way by pedestrians, accommodate a range of mobility options, enhance the visual character of the street, foster interaction with adjacent neighborhoods and complement the various types of commercial uses in the District.

The Westshore District incorporates an expansive land mass, with Tampa International Airport on the north and establish residential neighborhoods within the district and immediately abutting the district to the south. It has evolved largely in a suburban manner with its functional order defined by at-grade commercial corridors and the elevated portions of Interstate-275 and Memorial Highway.

As one of the three major growth and employment centers in the City of Tampa, the Westshore District is also home to the largest concentration of commercial office space in the State of Florida and is home to the largest concentration of retail uses in Hillsborough County. Already home to a number of major destinations, the area is projected to realize a significant increase in its employment and residential base and will become a major transportation hub for the Tampa Bay Region in the near future.

The District is rapidly approaching a threshold in its evolution where it will begin exhibiting more urban-like characteristics. This plan takes a long range view of how a number of diverse trends are likely to influence the form, function, and character of these types of corridors. Similar to suburban corridors in other parts of the country, the District's corridors will realize the effects of ongoing development, a growing workforce and resident population, and increased local mobility. These factors will have a major influence on their physical form and function as corridors within the Tampa Bay Region. In anticipation of these trends, this Master Plan identifies a number of opportunities. First of which is to coordinate modifications in the public realm are needed to realize the District's full potential as a growing and vibrant mixed-use activity center. All of the proposed enhancements in this Plan were conceived as incremental strategic public realm investments that are intended to be realized in conjunction with the ongoing evolution of the District's major thoroughfares.





2.0 BACKGROUND

2.1 PROJECT OVERVIEW AND OBJECTIVES

The Westshore District Public Realm Master Plan is the result of a year-long urban design effort intended to better define public realm conditions along the area's primary vehicular arteries. This visioning process follows on the heels of numerous studies for the area and the adoption of a set of comprehensive regulations for future development. This Plan is a long-range strategy that anticipates significant growth, an increasing resident population, a number of new roadway infrastructure elements and the need for pedestrian realm enhancements that are safe and visually appealing. Given the expansive form of the Westshore District, the Master Plan proposes a number of enhancements to existing conditions along the District's major thoroughfares, as well as the addition of new features that are intended to directly relate to the area's evolving physical context. These enhancements are also intended to accommodate an expanded range of mobility options, facilitate pedestrian activity and contribute to the vitality of the area. In addition to these, the Westshore District Public Realm Master Plan is intended to realize the following area wide objectives:

- Engage local business and property owners and residents in developing a feasible and implementable strategy for transforming the area's major thoroughfares into pedestrian-friendly, walkable, safe civic environments.
- Coordinate this effort with relevant aspects of a number of previous studies, proposals and active projects in the area.
- Integrate aspects of the Westshore Overlay District Guidelines into this effort and identify needed revisions that integrate key features the Plan.
- Identify a range of public realm enhancements and other physical conditions that will foster greater interaction between the area's buildings and sidewalks.
- Provide a connection between the district core and the waterfront assets
- Create a cohesive visual image for the area's public realm – one that will contribute to the economic vitality of the Westshore District.
- Create a long-term vision that will influence future public and private sector investment, foster synergies between the District's disparate elements and serve as a living document for ongoing decisions related to the area's public realm.



Existing Public Realm on
Boy Scout Boulevard

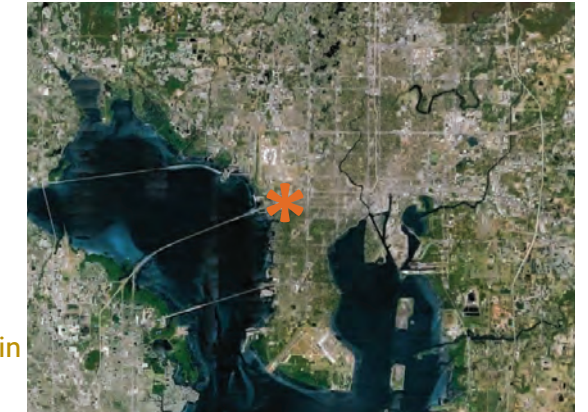


3.0 PHYSICAL CONTEXT

3.1 WESTSHORE DISTRICT

The larger Westshore District is an expansive and diverse community on the western edge of the city of Tampa. Directly adjacent to upper Tampa Bay, this area is comprised of commercial corridors, public facilities, residential neighborhoods and a scenic waterfront edge. The Westshore District is a major growth area in the city of Tampa and has the largest concentration of commercial office space in the state of Florida. The District is also home to the largest concentration of retail uses in the city. The overall Westshore District is bounded by Hillsborough Avenue on the north, Himes Avenue on the east, Kennedy Boulevard on the south and Old Tampa Bay on the west. Altogether this area encompasses over ten square miles and encircles the entire land mass of Tampa International Airport.

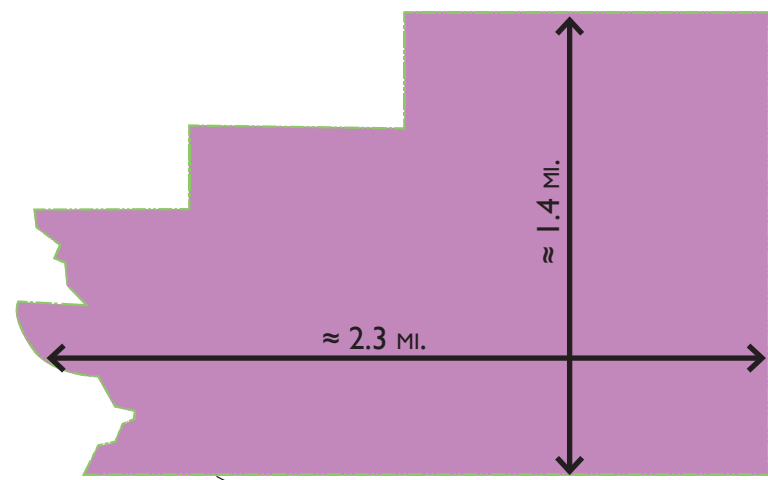
Along with Downtown and the University of South Florida area, the Westshore District is identified as one of three growth areas in the City of Tampa's Comprehensive Plan. It's also an expanding economic and employment center. The area currently has an employment base of over 93,000 jobs and has an economic impact within Hillsborough County of over \$16 billion. The District has over six million square feet of retail space and is anchored by two regional shopping centers – International Plaza and WestShore Plaza. The area currently has over twelve million square feet of office space in a number of low-rise and mid-rise structures, more than 35 hotels. With some 250 restaurants sprinkled throughout the area, the Westshore District offers more variety in dining options that any other part of Hillsborough County.



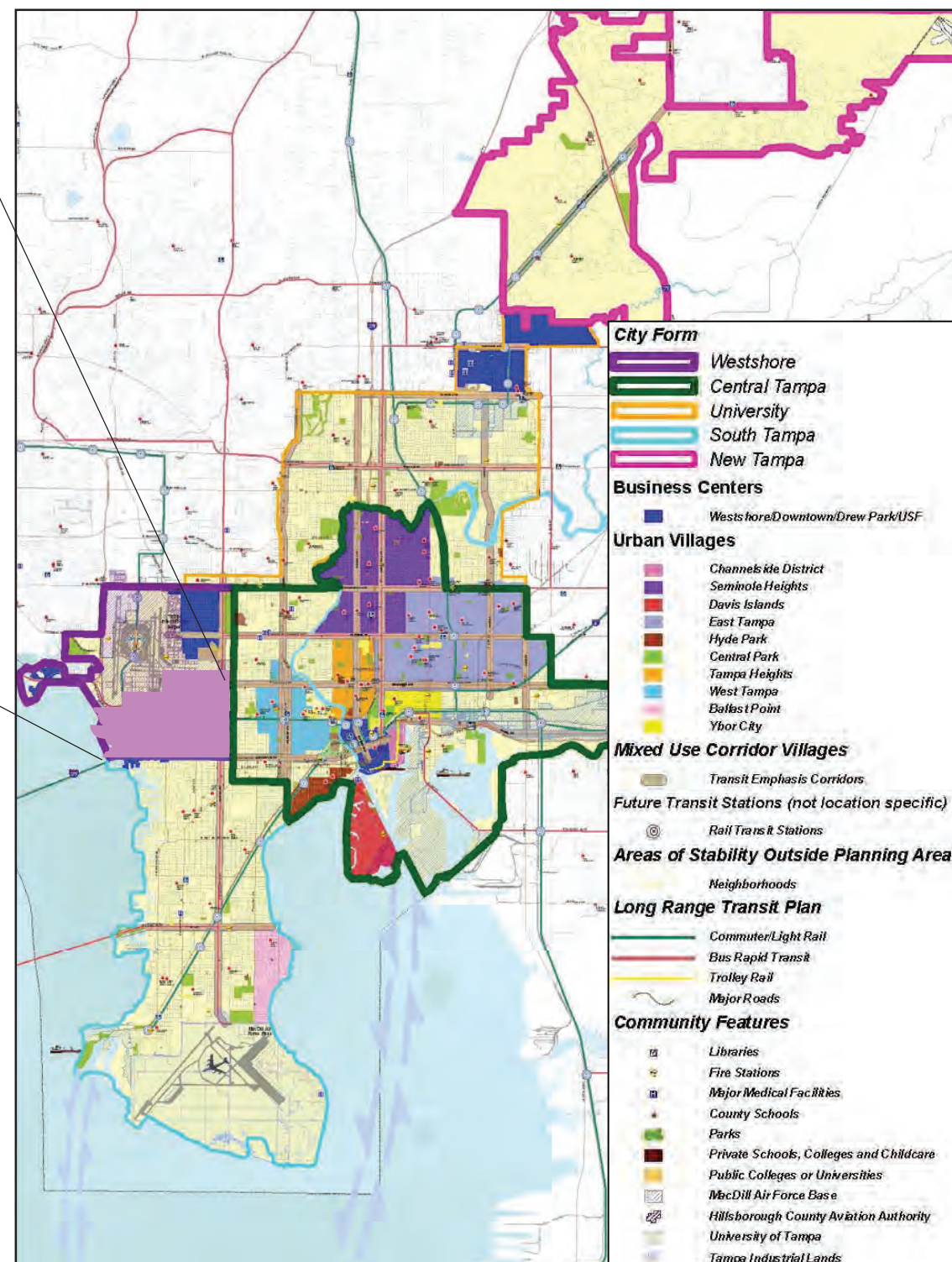
Westshore District within the Tampa Bay Region



Westshore Business District in it's Entierity



WESTSHORE DISTRICT PROJECT FOCUS AREA
≈ 3.5 SQUARE MILES



Although the Westshore District has a significant commercial presence, it has several established single-family residential neighborhoods. In recent years, the area has seen a significant increase in multi-family housing. The trend in infill residential development is projected to realize over 1,700 new units in the near future.

The larger Westshore District also has a number of other assets and major destinations. On the western edge of the District, Cypress Point Park and a portion of the Old Tampa Bay coastline is a major open space attraction for people from around the region. Tampa International Airport, which is directly north of the project focus area, is the largest airport in west central Florida and serves as a domestic and international gateway into the Tampa Bay Region. The northeastern part of the District is anchored by Hillsborough Community College, Raymond James Stadium and George Steinbrenner Field.

City of Tampa:
districts/business centers/urban villages/
corridors/community features/transit
connections

3.2 PROJECT FOCUS AREA

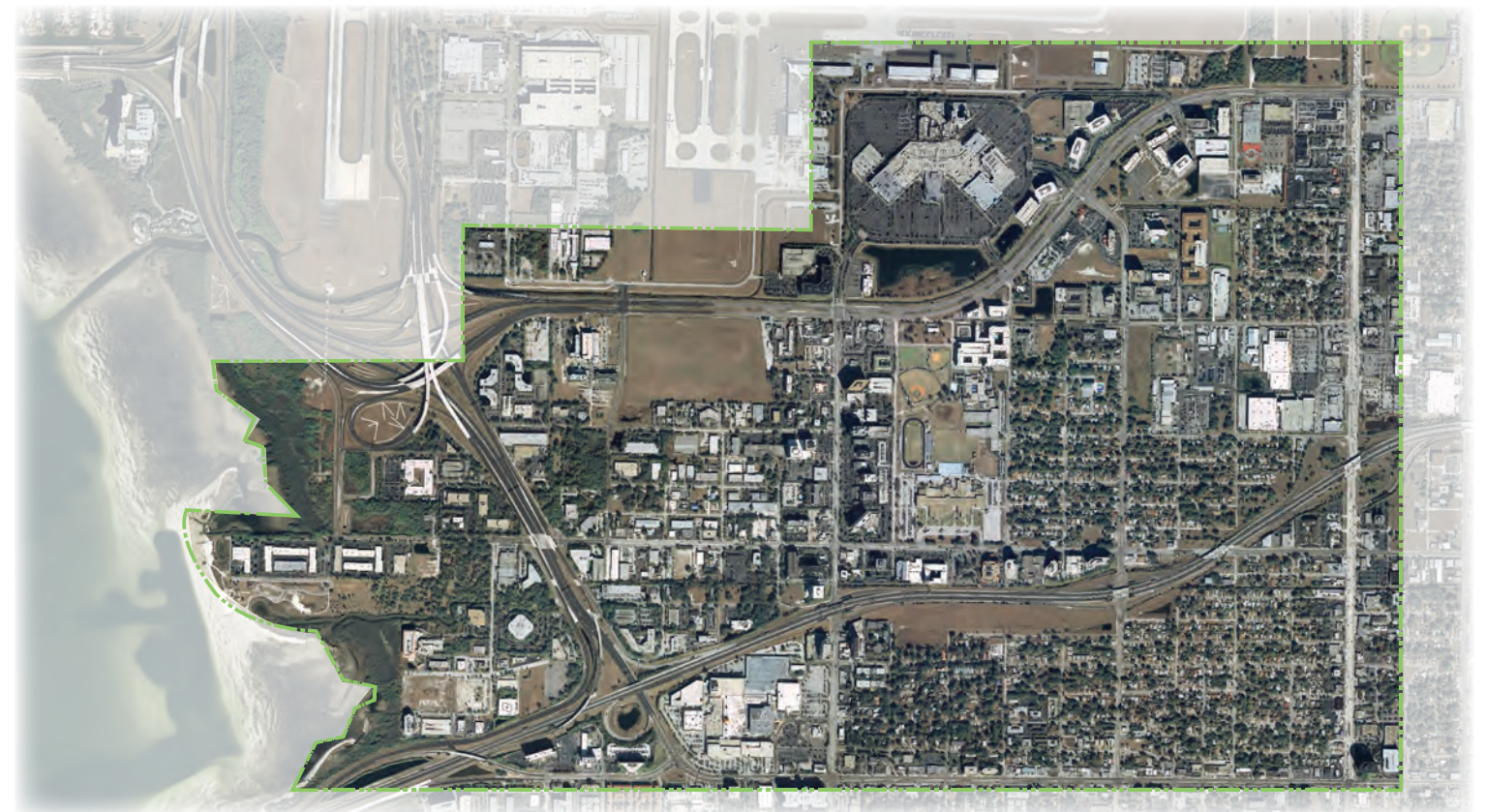
The focus area for the Public Realm Master Plan is approximately three square miles of the larger Westshore District. The focus area lies immediately south of Tampa International Airport and is traversed diagonally by Interstate-275. Characterized mostly by suburban conditions, the area's public realm is primarily oriented to motorists and other types of vehicular mobility. Many of the thoroughfares in the focus area are lined with frontage surface parking lots and buildings with significant setbacks from the street.

Pedestrian realm conditions along the District's commercial thoroughfares are lacking in definition, accommodations and visual character. At present, the District only has a narrow sidewalk system, a few enhanced intersection crosswalks and several randomly-placed bus shelters that facilitate walking and pedestrian activity. Aside from Cypress Point Park at the Bay and a few small neighborhood parks in the Carver City and Westshore Palms neighborhoods, the District is lacking public open space in the commercial core. Like other parts of the city, the presence of different types of open space features enhance public realm conditions, complement adjacent development, accommodate various types of street life and provide opportunities for engaging pedestrians.

As the Westshore District continues to evolve as one of the City's most vibrant growth areas, its public realm will need to undergo a transformation in order to accommodate a projected increased population and workforce base. These circumstances are sure to bring about increased pedestrian and bicycle activity, as well as transit ridership throughout the District.

The project focus area is defined by a network of major thoroughfares that function as web of mobility paths and destinations. Altogether, these thoroughfares create a public realm armature that connects the District's many large and small commercial uses, its employment centers and residential neighborhoods. The six thoroughfares of this web that this effort will focus on include the following:

- Boy Scout Boulevard (from O'Brien Street to Dale Mabry Highway)
- Dale Mabry Highway (from Boy Scout Boulevard to Kennedy Boulevard)
- Kennedy Boulevard (from Dale Mabry Highway to the Bay)
- Westshore Boulevard (from Kennedy to Boy Scout Boulevard)
- Cypress Street (from the Bay to Dale Mabry Highway)
- Lois Avenue (from Kennedy Boulevard to Boy Scout Boulevard)



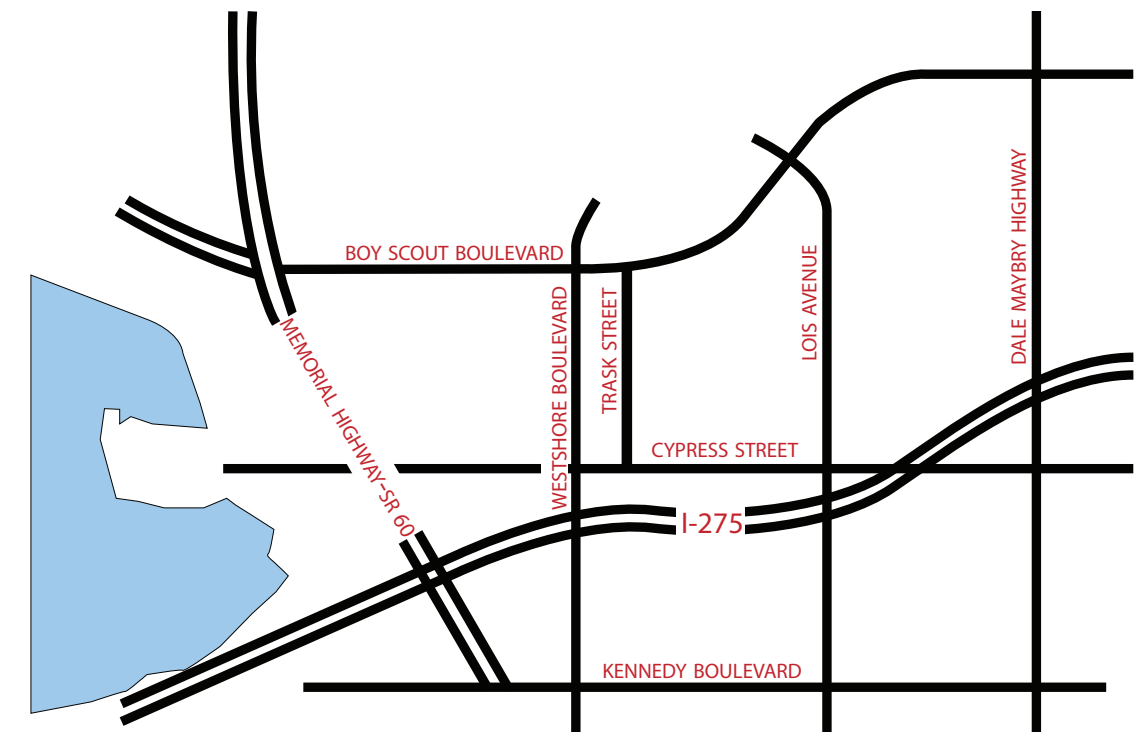
Westshore District Public Realm Master Plan Project Boundary

Project Focus Area Thoroughfares

Thoroughfare	Thoroughfare Segment Length	Right of Way Width	Existing Pedestrian Realm Features	General Character/ Contextual Conditions
Boy Scout Boulevard	≈ 1.4 mi.	180 ft.	5 ft. sidewalks – different locations; No pedestrian amenities; No public space	6 travel lanes; 45 – 50 m.p.h.; varied physical conditions
Dale Mabry Highway	≈ 1.5 mi.	200 ft. north of the Interstate; 120 – 160 ft. south of the Interstate- 80 ft. at the intersection of Kennedy Boulevard	5 ft. wide sidewalks; No pedestrian amenities; No public space	6 travel lanes; 45 m.p.h. north of the Interstate - 40 m.p.h. south of the Interstate; Commercial strip physical conditions
Kennedy Boulevard	≈ 1.5 mi.	100 – 120 ft.	5 ft. wide sidewalks; No pedestrian amenities; No public space	6 travel lanes; 45 m.p.h. speed limit; Commercial corridor development pattern; Frontage parking lots
Westshore Boulevard	≈ 1.1 mi.	90 ft. north of the Interstate/ 100 ft. south of the Interstate	5 ft. wide sidewalks; No pedestrian Amenities; No public space	4 – 6 travel lanes; 45 m.p.h. speed limit; Varied street conditions; Commercial corridor development pattern; Frontage parking lots

Thoroughfare	Thoroughfare Segment Length	Right of Way Width	Existing Pedestrian Realm Features	General Character/ Contextual Conditions
Cypress Street	≈ 2.3 mi.	45 – 85 ft.	5 ft. wide sidewalks; No pedestrian amenities; Cypress Point Park at western end	2 – 4 travel lanes; 40 m.p.h.; Varied physical conditions
Lois Avenue	≈ 1.4 mi.	65-90 ft.	5 ft. wide sidewalks; Painted crosswalks at two signalized intersections; No public space	4 travel lanes; 35 m.p.h. speed limit ; Residential side yard and commercial frontage

Project Focus Area Thoroughfares



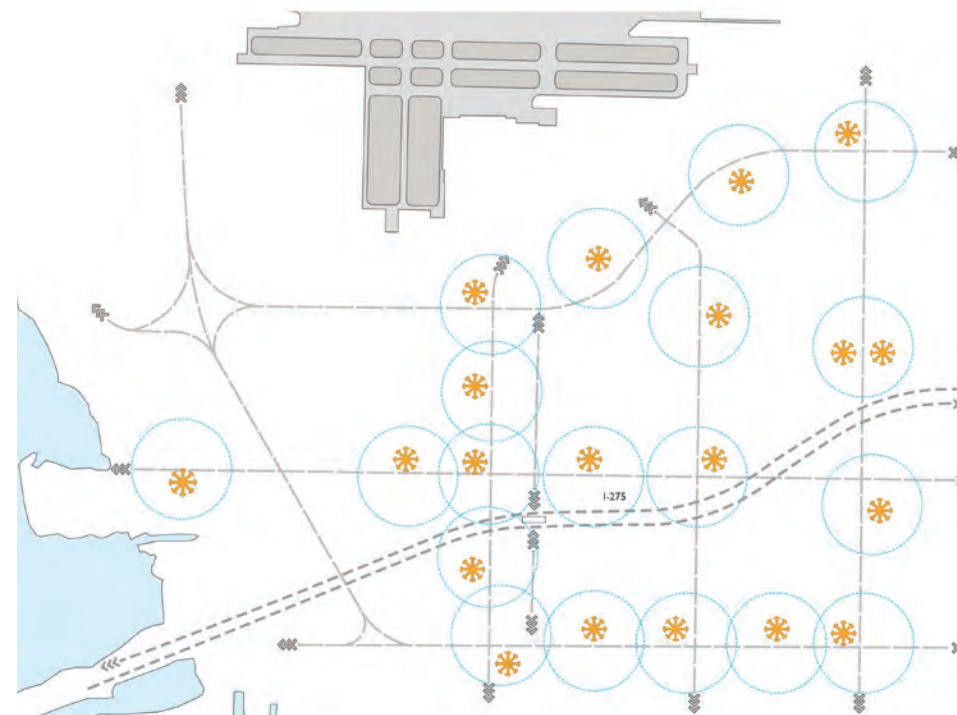
Although never planned or envisioned as a cohesive district, over the last forty or more years the area has evolved in a familiar suburban manner. It is largely comprised of a loose confederation of vehicular-oriented commercial thoroughfares, office complexes, post-World War II neighborhoods and large parcel developments. All of these conditions exhibit their own unique physical characteristics and incorporate minimal public realm features.

While the area currently retains many of its early suburban characteristics, recent growth suggests that the Westshore District is becoming increasingly more urban. Lower-density development patterns are giving way to new infill development, discernible business clusters, multi-family housing and an expanding population base. Altogether, these and other emerging trends in the area suggest the need for redefining its public realm to accommodate other modes of mobility and increased pedestrian activity along its major streets.

In the Tampa Bay Region, the Westshore District is a major destination with two regional shopping malls (i.e. International Plaza and WestShore Plaza), the region's largest passenger airport, major public venues and a number of commercial and employment centers. Already at the confluence of some of the region's major roadways, including Interstate 275, the Howard Frankland Bridge, the Courtney Campbell Causeway and the Veteran's Expressway, the area is also projected to become an even larger transportation hub as new modes of mass transit are projected in the future. These new transportation systems could include bus rapid transit, light rail and a local bus circulator system.



Existing Development Patterns



Existing Destinations and Pedestrian Walk Sheds



Project Area Connections

3.3 EXISTING PUBLIC REALM CONDITIONS: INITIAL ASSESSMENT

The rights of way of the six thoroughfares in the focus area have a variety of public realm conditions. In each instance however, the public realm is primarily oriented to vehicular movement and parking, with minimal provisions for pedestrians, bicyclists and transit patrons. These rights of way vary in width from 80 feet to over 180 feet, with between two and six vehicular travel lanes. Travel lanes along focus area thoroughfares vary in width from eleven to twelve feet. Posted speed limits along these thoroughfares range from 35 to 55 miles per hour – giving the impression those area roadways are exclusively for vehicular traffic and unwelcome to pedestrians.

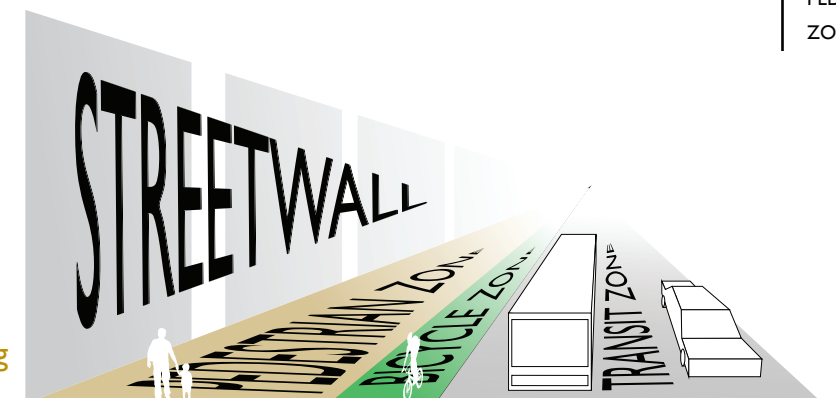
Pedestrian realm conditions in the focus area are further marginalized by the following circumstances:

- Narrow sidewalk widths
- Instances of sidewalk proximity to moving traffic creating unsafe conditions
- Wide intersections that are often deemed unsafe to negotiate
- A lack of pedestrian amenities and public open space
- Few instances where buildings interact with sidewalks
- Continuous frontage parking conditions
- And the lack of well-defined visual conditions that contribute to public realm vitality



Spatial Proportions of the Public Realm

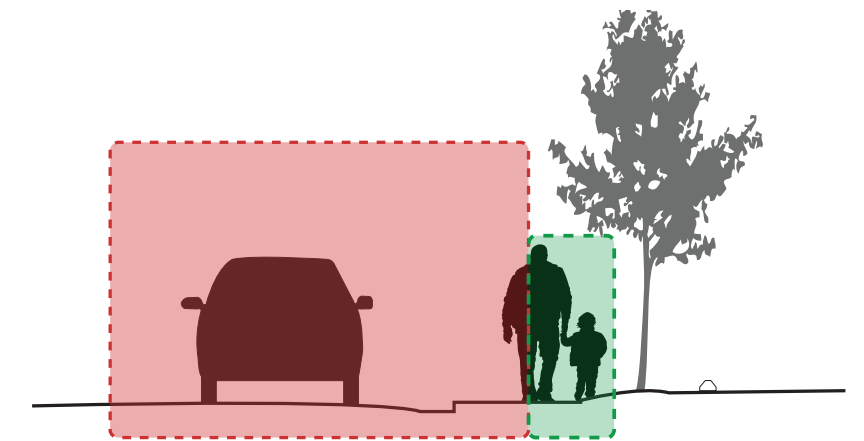
Zones of Mobility within the Street Room



SIDEWALKS

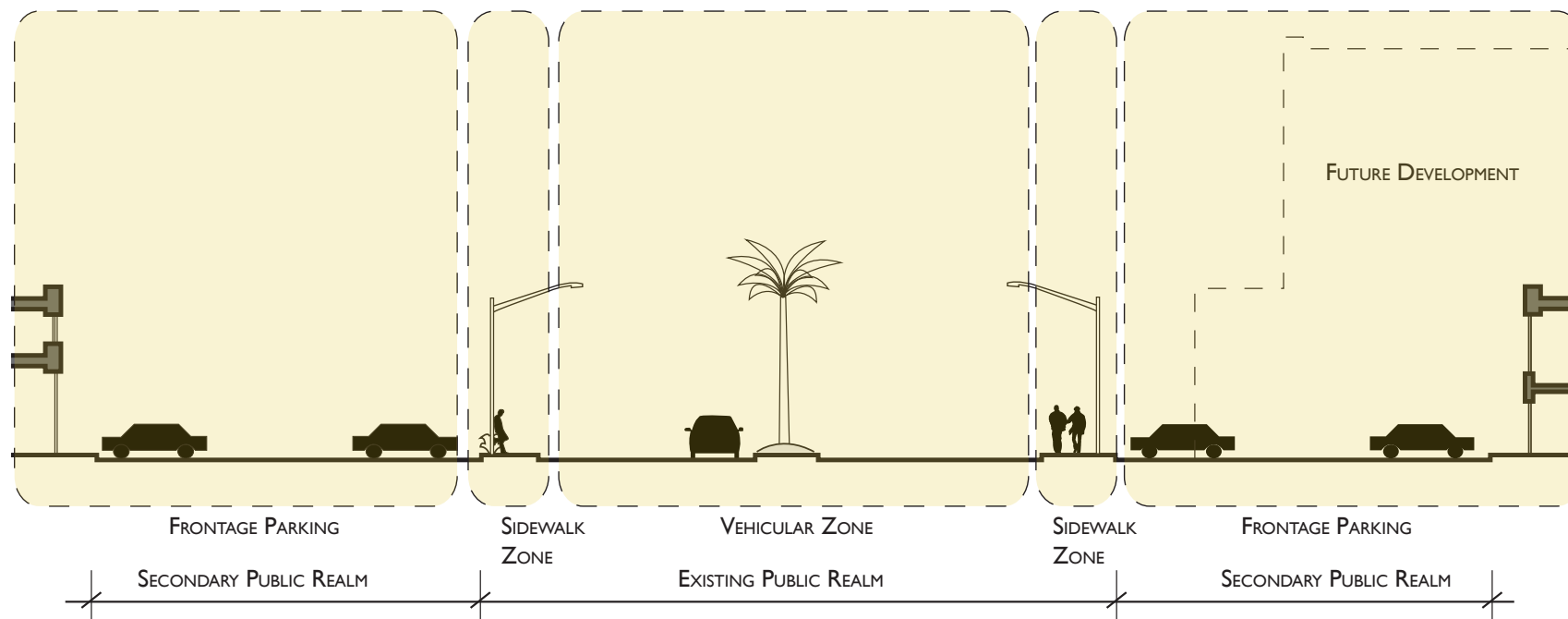
Although each of the targeted thoroughfares in the project area has sidewalks on both sides, most are no more than the required minimum of five feet in width. At present this may seem adequate, but as the area continues to realize higher development densities, expanded employment and an increased resident population base, these narrow sidewalk conditions will prove inadequate. In most instances, sidewalk width is a function of street type or designation, as well current and projected levels of activity. In response to the evolving nature of the Westshore District and an effort to promote pedestrian-friendly, safe, and walkable conditions, a minimum sidewalk width of ten feet is recommended throughout the area.

In addition to narrow sidewalk widths, many parts of the larger sidewalk network are further constrained by diminished widths at intersections and mid-block locations. These conditions result from the placement of vertical infrastructure elements such as street light standards, traffic signal stanchions and other utility features that occupy available sidewalk area. In many instances, these conditions hinder general pedestrian mobility and create unsafe conditions for people in wheelchairs.



Narrow Sidewalk Widths and Proximity to Moving Traffic: Creating Public Safety Concerns

Sidewalk Zones Relative to Other Public Realm Spatial Components



Existing Sidewalk Conditions along Kennedy Boulevard



Existing Sidewalk Conditions along Westshore Boulevard

INTERSECTIONS

Most of the rights of way in the project focus area average over 100 feet in width. Intersections along many of these thoroughfares are even wider where additional right or left-hand turn lanes have been added. This results in an overall increase in crossing distances for pedestrians. In these instances, this creates safety risks for pedestrians attempting to cross the street. Effective pedestrian crossings typically involves the consideration, integration and layout of a number of features including information, signage signals or markings, vehicular turning radii, crosswalks, crossing times, refuge islands, sight lines, average daily traffic rates and traffic signal phasing. However, many intersection crosswalks are designed based on formulas that only use criteria such as average walking speed and intersection width.

Although some intersections in the project focus area have marked crosswalks with either standard striping or stamped (asphalt) brick pavers, these features alone may not be adequate to ensure pedestrian safety at intersections in excess of 100 feet and around higher density development and other activity generators.



Existing Intersection Conditions at Westshore Boulevard and Kennedy Boulevard

OPEN SPACE, PEDESTRIAN AMENITIES AND A SENSE OF PLACE

At present, there are only a few public open spaces in project focus area. They include Cypress Point Park at the western end of Cypress Street, the Loretta Ingraham Center and Jim Walter Park, in the Carver City/Lincoln Gardens neighborhood and Charles B. Williams Park in Westshore Palms. Given the overall size of the District this lack of public space is typical in similar suburban commercial districts, the Westshore District represents a unique opportunity to reverse this trend. Given the amount of new commercial and residential development anticipated throughout the area, a range of new open space features should be identified in order to complement private-sector investments, enhance the area's public realm conditions and contribute to vibrant street conditions.

Throughout the Westshore District, there is a dearth of pedestrian amenities. As the area has evolved with suburban development patterns and a primary emphasis on vehicular mobility, little attention has been paid to pedestrian mobility, convenience or activity. Given the significant amount of new development envisioned in the area, increased workforce and resident population, as well new transit systems and a proposed multimodal facility, the Westshore District will need to add a number of new pedestrian enhancements in the future, such



Cypress Point Park Edge Conditions

as shade structures, bus shelters, public restrooms, seating and pedestrian lighting among others, in order to transform the area into a pedestrian-friendly zone.

Other features that will contribute to the vibrancy of the area's public realm include the addition of several proposed bikeway trail segments along major thoroughfares. These features will become part of the City of Tampa's Greenways and Trails system and will integrate bicycle mobility throughout the area. Currently, the U-Path Trail which connects the Courtney Campbell Causeway with Cypress Point Park is an isolated trail segment. The construction of the Courtney Campbell Trail from the U-Path to Pinellas County is scheduled for completion in 2015. Within the project focus area there are currently no designated bike trails to connect to the U-Path and Courtney Campbell Trail. A proposed trail that will coincide with the Interstate-275 roadway widening project, and several bike trail segments identified for portions of Dale Mabry Highway, Spruce Street, Westshore and Boy Scout Boulevards will complete those connections.

Another critical component in activating streets and creating a vibrant public realm is whether or not there are areas that convey a discernible sense of place. This suggests the manner in which physical, functional and visual conditions coalesce around a particular location to create pedestrian destinations and memorable conditions in the public realm. These conditions represent places that local residents, members of the workforce as well as others tend to frequent on a regular basis because the area offers familiarity, convenience, safety and desirable activities. Although the Westshore District encompasses a large land mass and has numerous buildings that generate different types of activity, none of these conditions contribute to a sense of place in the public realm.

VISUAL CHARACTER

The visual character and aesthetic conditions of the public realm along the Westshore District's major thoroughfares is defined a range of diverse physical conditions. These include frontage parking lots, signage, advertising, streetscape features and the occasional building situated close to the street. Altogether, these conditions represent the familiar character of suburban commercial corridors and street aesthetics that are comprised of separate and distinct corporate identities. Rarely do these disparate features present a coordinated identity or pleasing image for its public realm.

While some streetscape vegetation features exist in certain areas, it appears too modest given the width of major thoroughfares. A more extensive street tree pattern throughout the area will help better define the edges until development patterns begin to create more streetwall conditions. On streets with extensive frontage parking, smaller-scale vegetation at the edge of private property will help screen these conditions and contribute to conditions that are more visually appealing and hospitable to the pedestrian realm.



Visual Character along Dale Mabry Highway

REPETITIOUS AND INDIVIDUALLY UNIQUE SIGNAGE AND COMMERCIAL ICONS

WIDELY VARIED BUILDING CHARACTER

MINIMAL DEFINITION OF PEDESTRIAN REALM CONDITIONS



Visual Character along Westshore Boulevard



Visual Character along Kennedy Boulevard

VISUAL IMPACT OF MULTIPLE LANES OF TRAFFIC

VARIED STREET WALL CONDITIONS

LACK OF STREETScape AND PEDESTRIAN FEATURES



4.0 PROJECT PARAMETERS

4.1 PROJECT SCOPE

The scope of this effort was established by the Westshore Alliance's Master Plan Committee in response to the need to develop a broad vision that would guide the physical development of the District's public realm. As private sector investment continues to fuel growth in the area, the quality of its public realm will have an even greater impact on local market conditions, the livability of adjacent neighborhoods and how well the area works as a commercial and transportation hub.

The general urban design parameters for this project are defined by a work plan that focuses on public realm conditions within the rights of way of the six focus thoroughfares. It is intended that elements of the plan could be applied to other thoroughfares in Westshore in the future. More specifically, the scope of this effort focuses on a long-range vision for transforming the "street room" in the following ways:

- Creating walkable and pedestrian-friendly conditions
- Identifying opportunities that will foster greater street vitality and the foundation for a future "pedestrian imprint"
- Integrating aspects of the Westshore Overlay Standards
- Coordination with previous studies and active roadway infrastructure projects
- Identifying opportunities for enhancing the visual character of area thoroughfares
- Creating a new visual identity and image for the District

For the purposes of this plan, the "street room" includes all of the following elements that are part of the larger physical composition of thoroughfares within the focus area:

- Sidewalk system
- Public open spaces and pedestrian amenities
- Building facades and other frontage conditions
- Roadway travel lanes
- Bicycle lanes
- Transit features
- Vertical infrastructure elements
- Signage and other visual elements
- Street furnishings and landscape/natural elements



Lack of Visual Character and Maintenance to Pedestrian Realm



Inconsistent and Confusing Pedestrian Realm Conditions

4.2 CONSTRAINTS, CHALLENGES AND OPPORTUNITIES

Compared to the vehicular-oriented features of area thoroughfares, pedestrian conditions in the Westshore District are both lacking and compromised. The area's sidewalk system, which currently provides a high degree of pedestrian connectivity is constrained by a number of accessibility and safety obstacles for pedestrians and cyclists. Wide intersection crossings, narrow sidewalk widths, speed limits, travel lane/sidewalk adjacencies, multiple continuous curb cuts, placement of infrastructure elements and the absence of amenity features such as shade, seating and access to public facilities and direct building entrances are all deterrents to both existing and future pedestrian activity.

In order to reverse this situation, this Plan will identify a number of opportunities and strategies that can be implemented over time and integrated with private-sector investment to transform the area's pedestrian realm. Sidewalks should be re-prioritized as a more critical component of each thoroughfare. Where possible, sidewalks should be modified to remove obstructions and provide additional width in order to accommodate the anticipated influx in activity related to ongoing economic development, increased residential density and for better integration with other modes of mobility in the future.

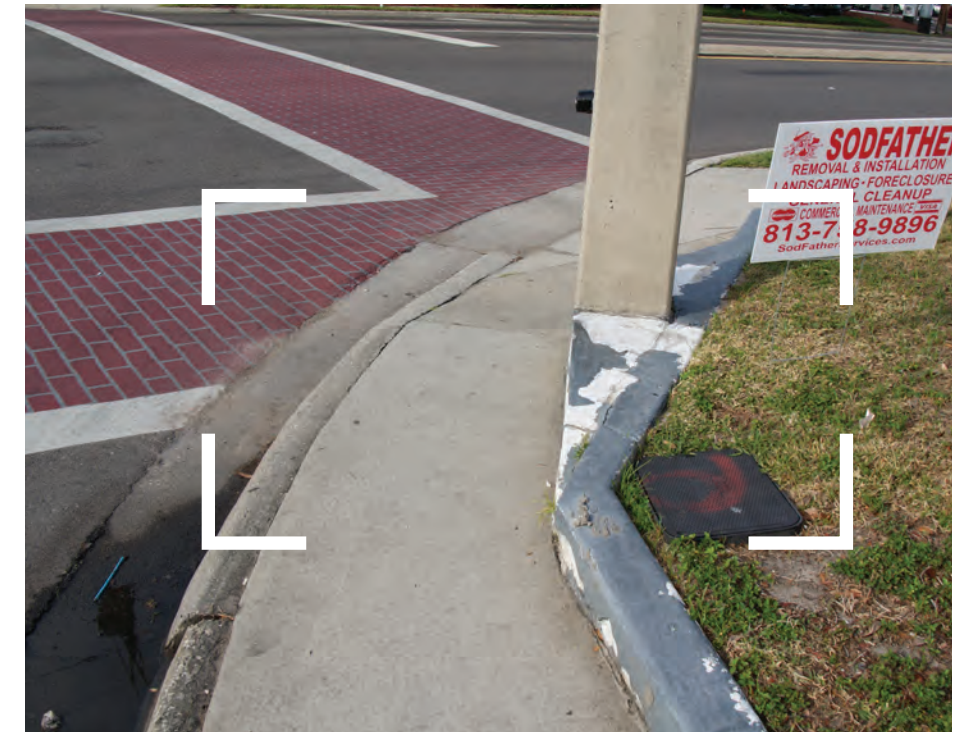
Another major constraint relative to public realm conditions in the District is the lack of public open space. Aside from Cypress Point Park and a few small neighborhood parks located in the Carver City/Lincoln Gardens and Westshore Palms neighborhoods, no other public open space features exist in the area. Along Westshore Boulevard, Kennedy Boulevard and Dale Mabry Highway, which have the largest concentration of commercial uses and employment activity, the absence of even small-scale open space elements is noticeably evident. The

area just south of Boy Scout Boulevard with 1000 multi-family residential units and plans for an additional 1,700 new units over the next three to five years, is also lacking of any designated public space. Thousands of existing and future residents will no doubt create the need for new open space features that will add to the vibrancy of the area's public realm and provide different types of public realm encounters.

Posted speed limits on certain thoroughfares within the District also pose constraints to increased pedestrian activity and a vibrant public realm. Both Westshore and Kennedy Boulevards appear to have the highest potential for fostering public realm activity, however posted speed limits of 45 miles per hour and their sidewalks directly abutting moving traffic is a deterrent to safe walkable conditions. Additional traffic calming measures such as narrowing traffic lanes through restriping and intersection enhancements will help foster greater pedestrian activity.



Constrained Sidewalk Width- Placement of Infrastructure Features



Constrained Side Walk Width at Intersection Crosswalks



Wide Crosswalk Width Limiting Safe Pedestrian Crossing

4.3 MOBILITY

Walking as a form of mobility is sporadic in various parts of the Westshore District. Observations along area thoroughfares indicate that pedestrian activity is limited to office workers attempting to access nearby restaurants during mid-day hours, local resident activity within some of the established neighborhoods and visitors staying in area hotels who venture out in the evenings to access restaurants and entertainment establishments. In most instances people tend to walk up to a quarter mile, or for five minutes, before resorting to driving to a desired location. The Master Plan acknowledges this type of pedestrian mobility and envisions a quarter mile distances to destinations, open spaces, and transit stops along the length of project area thoroughfares. With walkability as a priority, this project will identify a number of public realm conditions that could foster increased pedestrian activity in the area that is perceived as safe and convenient.

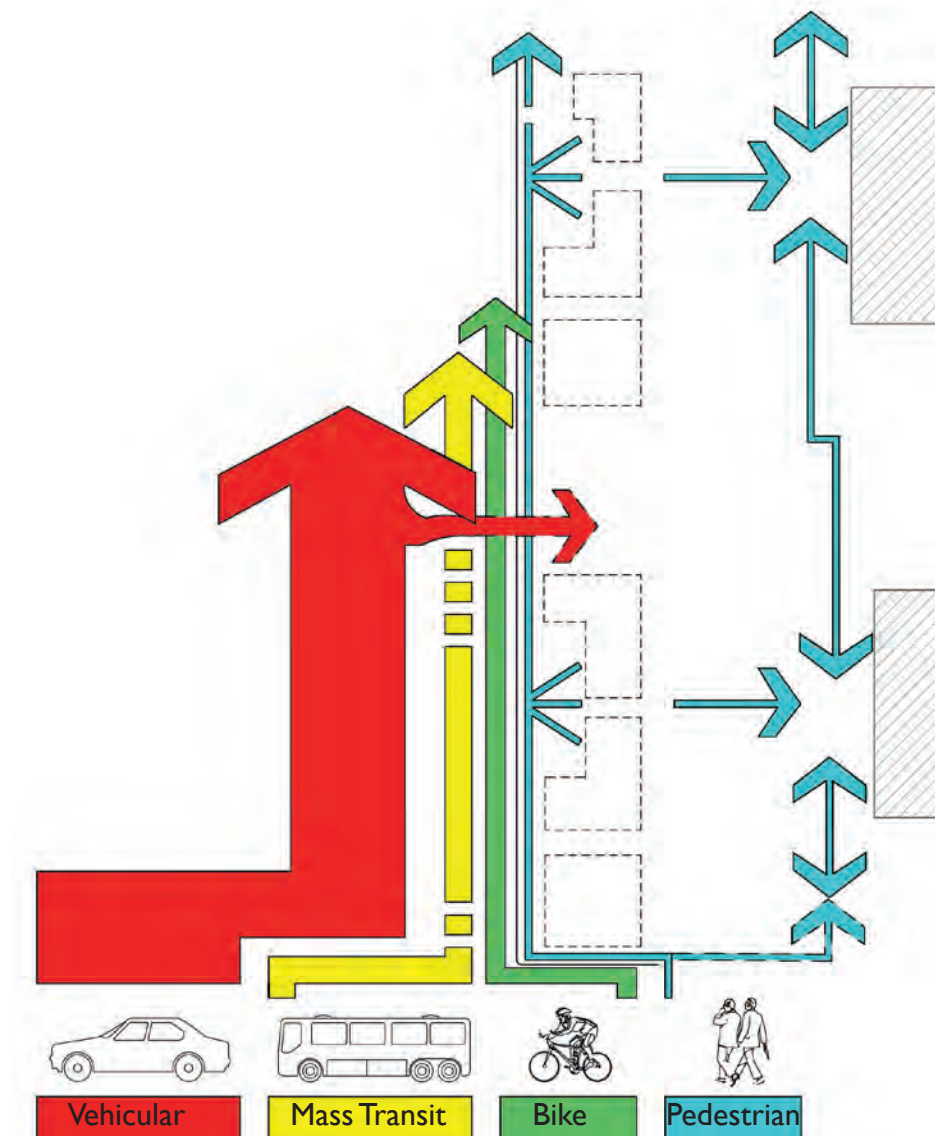
Bicycle ridership is also a form of mobility that should be considered as a public realm activity that's important to the future of the Westshore District. At present, there are no designated bike lanes on any of the focus area thoroughfares. However, previous studies have identified locations for installing bike lanes as part of a larger trail system that connects the Westshore District with other parts of the city.

Given its suburban beginnings, vehicular mobility has long been the primary mode of transportation throughout the area. This trend is still evident today in the large volumes of traffic carried by several thoroughfares in the focus area. Several of these roadways are major regional arterials and facilitate access to local destinations as well as connectivity to other parts of the city and county. In addition to these, the Westshore District is crossed by two major highways – Interstate-275 and State Road 60. While these roadways are mostly elevated viaducts, they do create a number of bridge conditions over at-grade streets. Where these circumstances exist, they

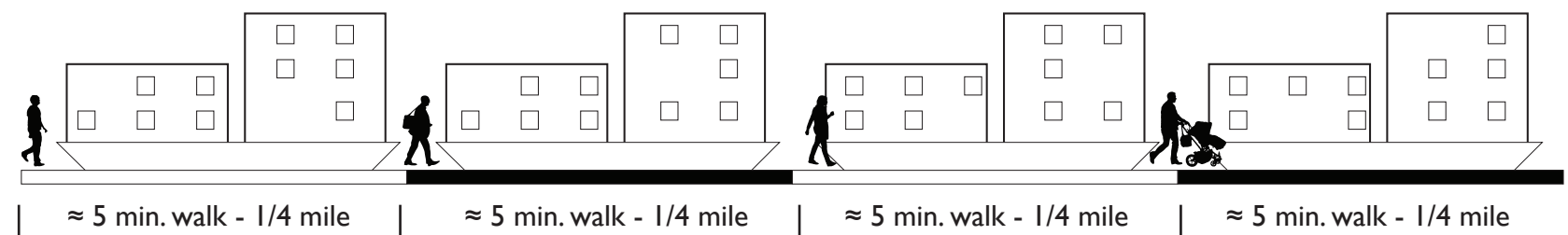
create unsightly, inhospitable and barrier-like conditions for pedestrians. However, these under bridge conditions should be viewed as critical links in maintaining a sense of connectivity and continuity in the larger public realm.

Although roadways will continue to play a prominent role in the functional order and connectivity throughout the District, the area is poised for other mobility options in the near future. Relative to the larger mobility picture within the Westshore District, the area is being considered for a multi-modal transportation facility in the future. This facility will provide a single location for multiple modes of mobility to converge and provide the general public with a range of options. Proposed by the Florida Department of Transportation, this facility could coordinate all of the following mobility options:

- General commuter and public parking
- Local and express buses
- Bus rapid transit
- Light rail
- Circulator system
- Airport people-mover
- Bicycle and pedestrian accommodations
- Taxis and limos



Mobility Options Along Project Area Thoroughfares



Walkable Distances Along Project Area Thoroughfares



5.0 PROCESS

5.1 COORDINATION OF PREVIOUS STUDIES AND TRANSPORTATION INFRASTRUCTURE INITIATIVES

A starting point for this effort was assessing the previous studies and plans that had already been completed for the Westshore District.

Over the last decade, the area has been the subject of numerous studies, plans, and regulatory revisions. In addition to these, the Westshore Business District will see several major roadway transportation initiatives get underway in the near future.

The purpose for reviewing these previous reports was to identify those aspects that were still relevant and attempt to integrate them with this Public Realm Master Plan effort. These studies and proposed modifications to the physical context of the Westshore District have focused on a range of issues, including transportation and mobility, pedestrian activity, and bicycle access. Included in this review were the following documents:

- 2025 Comprehensive Pedestrian Plan, Hillsborough County Metropolitan Planning Commission (MPO), 2004
- Walk-Bike Plan, City of Tampa, Hillsborough County Metropolitan Planning Commission (MPO), 2011
- Westshore Pedestrian Plan – Addendum: Existing Conditions, Technical Memorandum, URS, 2008
- Westshore Pedestrian Plan – Addendum: Implementation Plan and Design Guidelines, URS, 2009
- Westshore Pedestrian Plan – Addendum: Needs Assessment Technical Memorandum, URS, 2009
- Livable Roadways Guidelines, Hillsborough County Metropolitan Planning Commission (MPO), 2006
- Westshore Area Pedestrian System Plan, Hillsborough County Metropolitan Planning Commission (MPO), 2005

- Westshore Mobility Strategy Action Plan, Hillsborough County Metropolitan Planning Commission (MPO), 2007
- Vision 2020 Master Plan Update, Tampa International Airport, 2012
- Westshore Multimodal Study and Strategic Transportation Plan, Hillsborough County Metropolitan Planning Commission

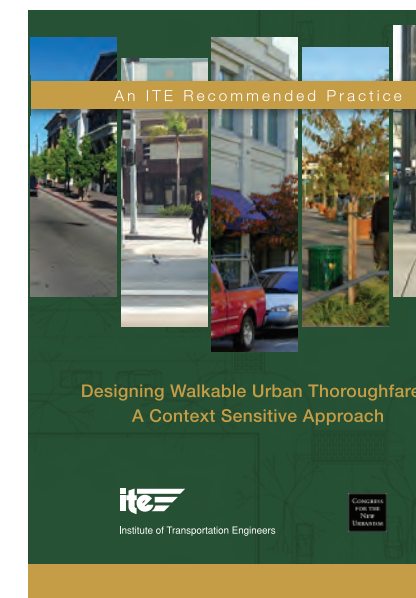
(MPO), Florida Department of Transportation (FDOT), Tampa Bay Area Regional Transportation Authority (TBARTA), 2012



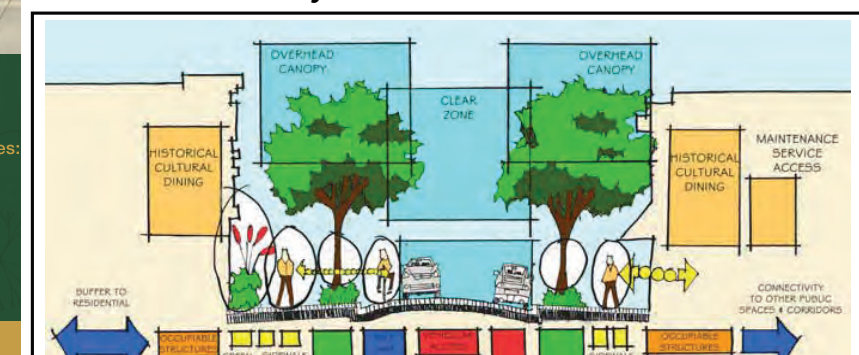
Westshore Mobility Strategy Action Plan



WESTSHORE AREA PEDESTRIAN SYSTEM PLAN



Livable Roadways Guidelines



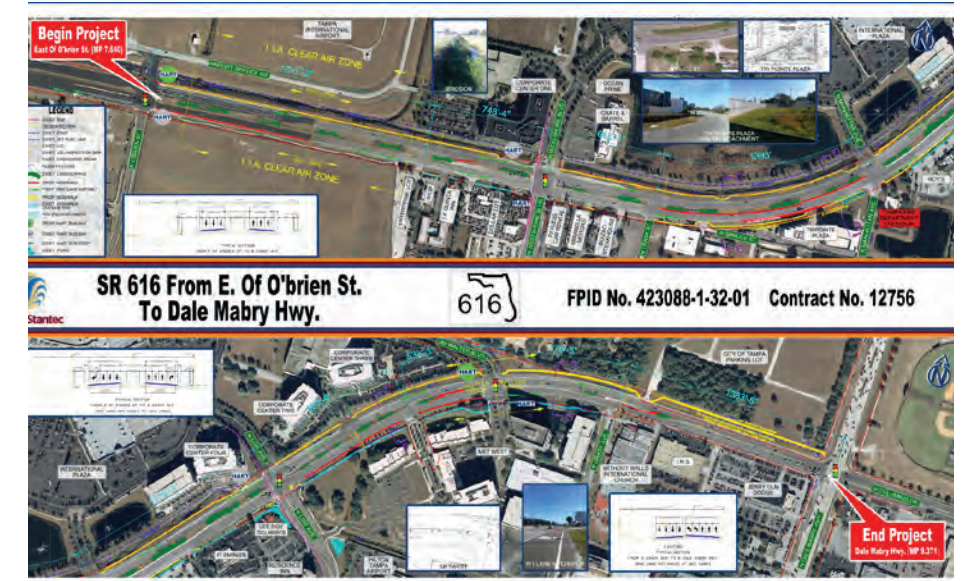
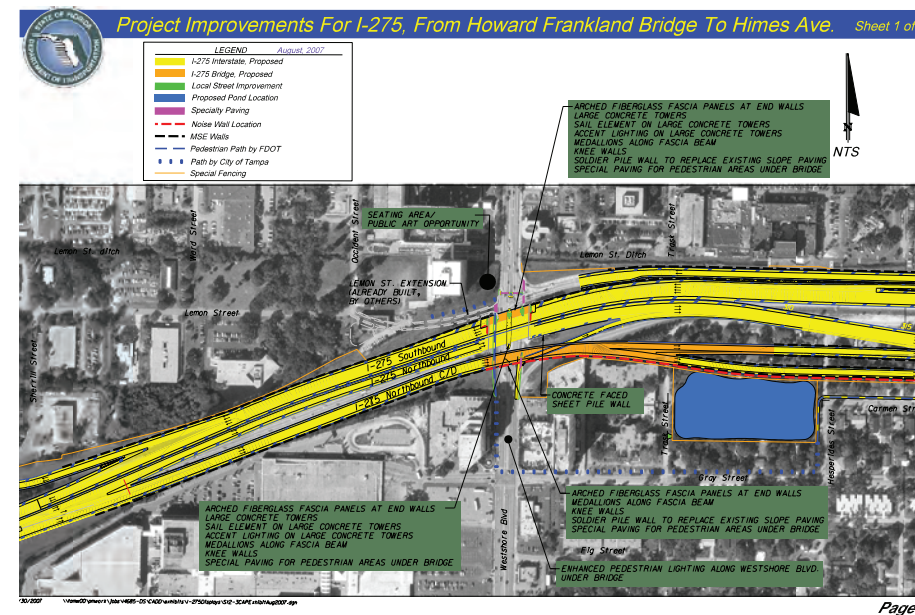
In the recent past, the Westshore Alliance has sponsored the adoption of some major regulatory revisions for the District. These regulations will affect all future private-sector development and establish some minimum standards for associated street and public realm conditions. These new development standards are entitled Section 27-238 Westshore Overlay District Development Standards. The Overlay District standards were originally adopted in 2001 and have been amended several times. The standards are part of the City of Tampa's Zoning and Land Development ordinances.

In addition to these, the Westshore District will realize the following roadway transportation construction projects in the near future:

- Interstate 275 Widening Project
- Highway 60 Project
- Boy Scout Boulevard Roadway Resurfacing Project

Combined, these projects will have a significant influence on the ability to achieve the stated project objective of transforming the public realm in this area into pedestrian-friendly and walkable conditions. The Interstate-275 widening project and the future Highway 60 project will create up to seven bridge conditions over at-grade thoroughfares and local roads throughout the project focus area. Where they occur, these bridges will range in width from 80 to 120 feet creating under-bridge conditions of over 220 feet. These conditions will have a significant impact on pedestrian access and perceived safety from one side of the Interstate to the other. Defining opportunities for uninterrupted physical and visual conditions for enhancing pedestrian mobility will be a critical component of this effort.

(Note: A summary of the most relevant aspects of the above-mentioned studies and roadway projects can be found in Appendix A).



Westshore Multimodal Study and Strategic Transportation Plan

Project Sponsors:



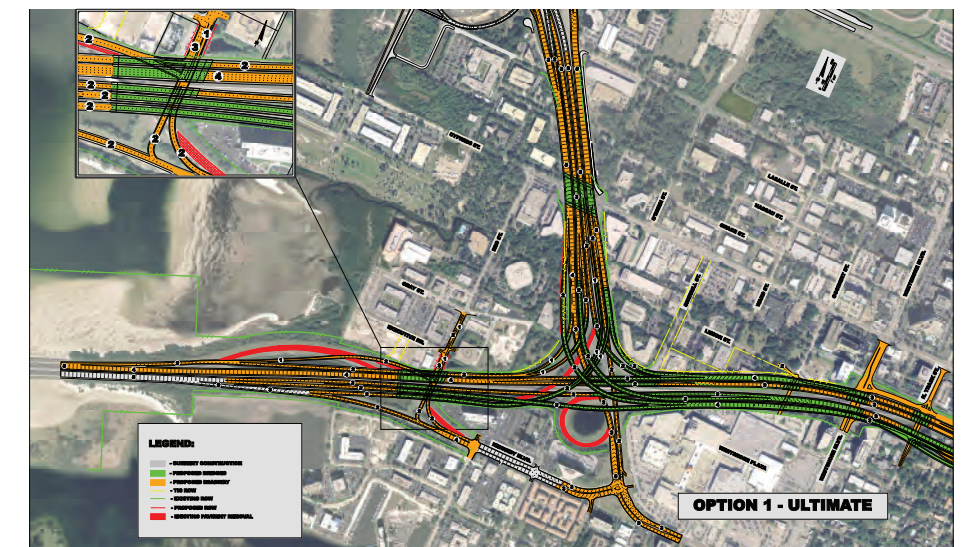
PO Box 1110
Tampa, Florida 33601-1110
www.hillsboroughmpo.org



11201 North McKinley Drive
Tampa, Florida 33612
www.dot.state.fl.us



3802 Spectrum Boulevard, Suite 306
Tampa, Florida 33612
www.tbarta.com



5.2 LOCAL BUSINESS AND COMMUNITY INPUT AND PUBLIC SECTOR COORDINATION

The Westshore District Public Realm Master Plan was initiated as a participatory process. Throughout the duration of this project, the Westshore Alliance organized a number of informational meetings, public presentations, community meetings and a design workshop in order to elicit input from area business and property owners and local residents. Community groups from neighborhoods within the project focus area, as well as those in peripheral neighborhoods were also engaged to garner input and support for the project. All stakeholders and affected groups were afforded multiple opportunities to provide input after progress presentations were posted on the Westshore Alliance's web site.

The planning process also involved input and coordination with a number of public entities, including the Florida Department of Transportation, Hillsborough County Transportation Department, the City of Tampa Transportation Department and the Hillsborough County School District Planning Department.

Most comments expressed throughout the planning process indicated an interest in creating public spaces, walkable conditions and improved public safety throughout the Westshore District. In addition to these, workshop participants and Board members indicated the need for a new visual identity for the area. Feedback from workshop participants also identified a range of desired enhancements for each of the project focus area's six thoroughfares.



Images from Public Workshop, March 2012



Images from Public Workshop, October 2012



5.3 CONCEPTS AND STRATEGIES

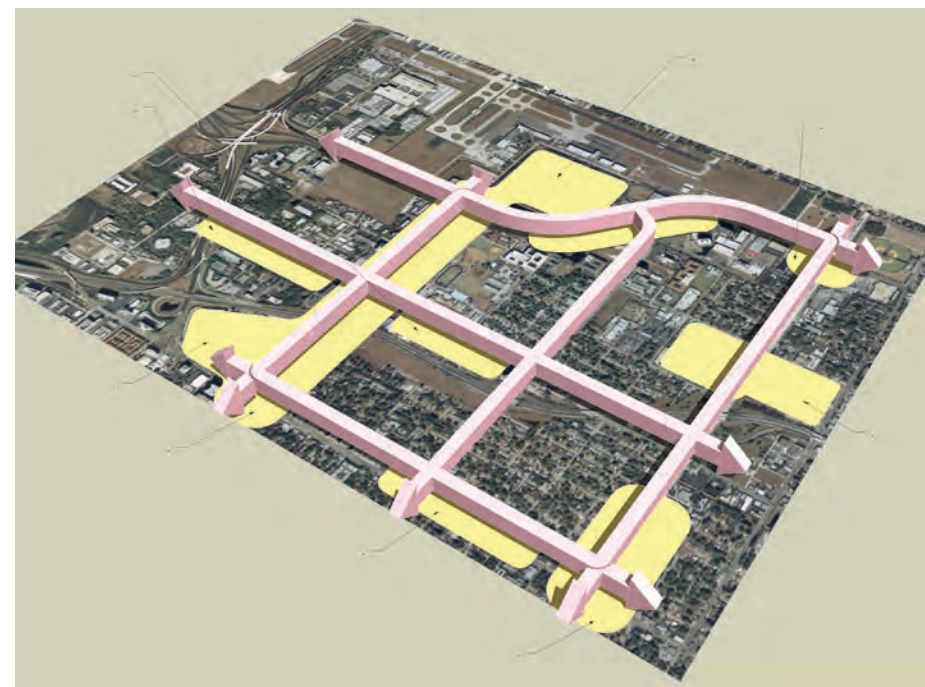
The Westshore District is an expansive commercial area that's largely defined by a framework of prominent roadways and varied development patterns. Currently these thoroughfares define a functional hierarchy based primarily on vehicular mobility. With continued growth and development throughout the District, the organization structure provides an opportunity for creating an improved and connected public realm.

Given the distances along these thoroughfares and the distribution of major employment and commercial centers, initial urban design strategies envisioned the following conditions for transforming public realm conditions in the District:

- The outer thoroughfares in the project focus area as a type of “mobility loop”. In order to accommodate safe and pleasurable pedestrian experiences, this loop would serve as a framework for stitching together a more cohesive set of mobility paths and public realm conditions.
- Integral with the mobility loop, the area's commercial clusters and employment centers as “places in the city”, rather than just singular destinations.
- Enhanced connectivity for motorists, pedestrians, transit patrons and bicyclists.
- New public spaces that are centered on major intersections, activity generators and concentrated employment areas.
- The total length of each thoroughfare as a series of linear segments of the public realm. Major pedestrian amenities and open spaces distributed at every 1/4-mile interval, alternating with minor pedestrian amenities and open spaces at every 1/8-mile interval.

With these ideas and strategies as a conceptual foundation, the Master Plan process sought to identify how they could be integrated into the Westshore District at various scales in order to relate directly to public realm conditions and the pedestrian experience. These scales include:

- Macro-scale: large scale conditions that attempt to define a sense of cohesiveness and coordinated visual character for the system of major thoroughfares that define the Westshore District.
- Mid-scale: the scale of individual thoroughfares as linear sub-districts recognizing their unique characteristics and the potential for creating desirable pedestrian conditions and public realm places at major destinations.
- Micro-scale: small scale public realm enhancements and features that are directly encountered by pedestrians, bicyclists, transit patrons and motorists.



Macro-Scale Urban Design Concept: The “Westshore Web”- A System of “Paths” and “Places”



5.4 ESSENTIAL RELATIONSHIPS BETWEEN PUBLIC REALM CONDITIONS AND LOCAL PHYSICAL CONDITIONS

This master planning process has been informed by many of the ideas and strategies identified in the recently adopted document “Designing Walkable Urban Thoroughfares: A Context Sensitive Approach”. This recommended practice manual was developed jointly by the Institute of Transportation Engineers and the Congress for the New Urbanism “... in response to the widespread interest for improving both mobility choices and community character through a commitment to creating and enhancing walkable communities”. This document also emphasizes the restoration of complex multiple functions to urban streets and the reintegration of both economic social functions.

This context-sensitive approach recommends greater coordination with local physical conditions and more flexibility in roadway design to accommodate pedestrians, transit patrons, bicyclists and vehicles within urban circulation networks. The Westshore District Master Plan incorporates aspects of this strategy by considering local conditions along each of the project area thoroughfares in recommending different types of public realm enhancements. Many of these thoroughfares already exhibit some of the conditions that are critical in fostering walkable conditions. However, many of these same roadways do not reflect the essential relationships between public realm conditions and adjacent buildings necessary for realizing active and vibrant streets.

The Westshore District Overlay Guidelines establishes a foundation for bringing about these relationships. By requiring new buildings to be constructed within ten to twenty feet of the right of way, this will introduce development patterns that directly engage the public realm and are more favorable for realizing increased pedestrian activity.

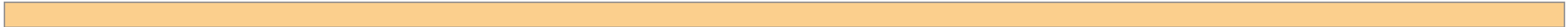


1. Pedestrian Zone
2. Transit/Vehicular
3. Bicycle Zone
4. Pedestrian Amenities
5. Open Space Feature
6. Active Ground-Floor Uses
7. Sustainable Feature/Smart Infrastructure

Realizing the Walkable Urban Thoroughfare: Direct Relationship Between the Street and Building Accommodating Pedestrians, Bicyclists, Motorists and Transit Patrons



6.0 URBAN DESIGN VISION



6.1 PROJECT AREA MASTER PLAN: Macro-Scale

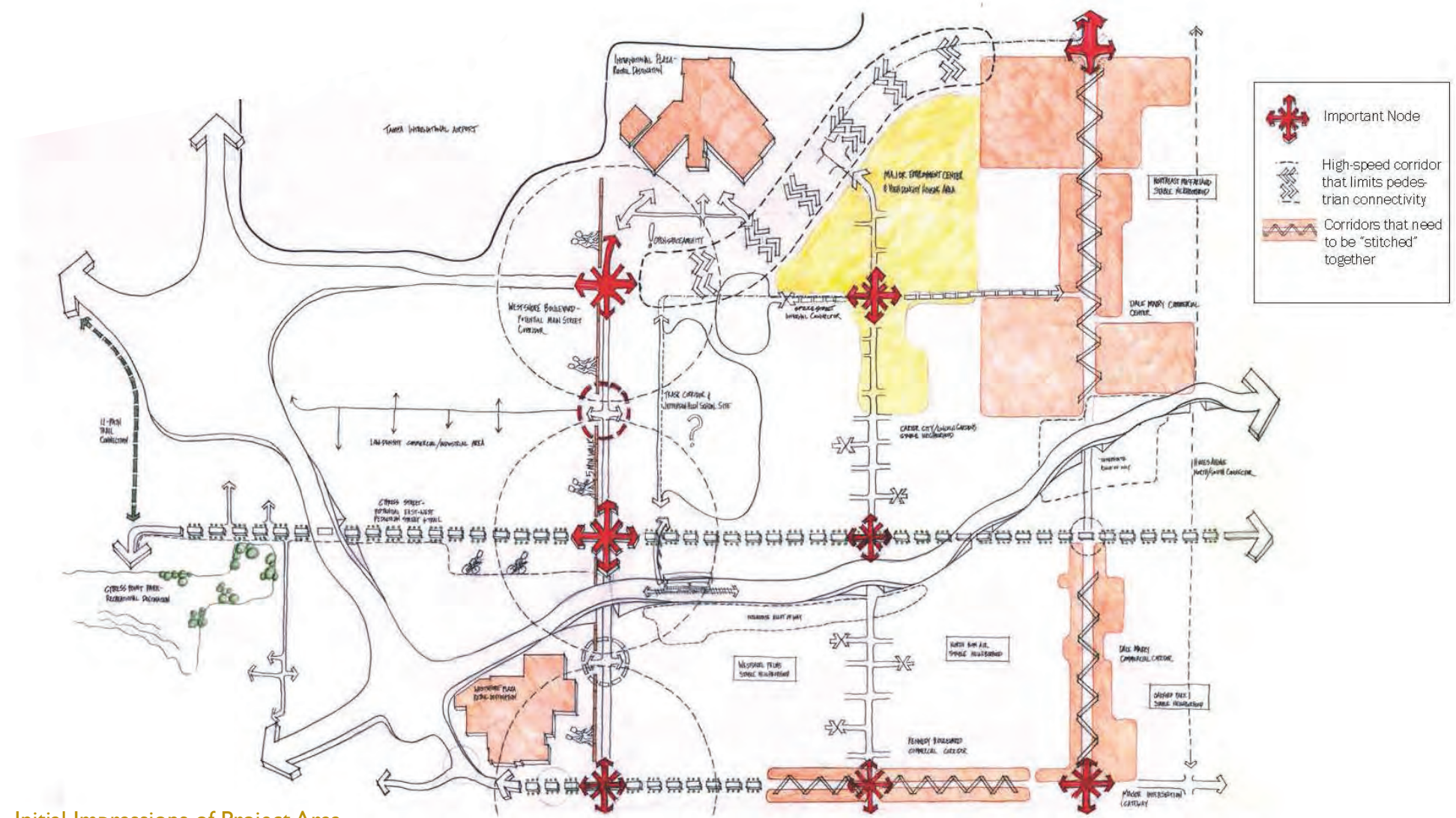
The Westshore District's functional order and visual identity is largely organized by the hierarchical nature of the area's major thoroughfares. These thoroughfares comprise a network of commercial corridors connecting local destinations. Although the area is currently defined by suburban development patterns, vehicular oriented thoroughfares and lack of a well-defined pedestrian realm, the District is poised to enter a new era relative to its physical form and character. Anticipating more diverse and denser development patterns, an increasing population and employment base and the area's evolution as a major transportation hub, the Public Realm Master Plan proposes a district-wide enhancement strategy that complements these conditions and envisions area thoroughfares as arteries for pedestrians, bicyclists, transit patrons as well as vehicles.

The Master Plan for the Westshore District's public realm envisions a large-scale framework or armature for integrating a range of new features and modified existing conditions along its major thoroughfares. This framework is intended to facilitate the transformation of area thoroughfares into walkable and safe environments for pedestrians and accommodate other forms of mobility, such as transit and cycling. Anticipating future growth of the area's resident population and employment, as well as increased development density and intensity, the plan also envisions the addition of new open space features that will contribute to a new sense place and street vitality.

Fostering more direct relationships between future buildings and sidewalk conditions will be critical in realizing active streets in the Westshore District. Although currently evident in only a few places, the Plan envisions most future buildings in the area as having a more synergistic relationship with adjacent sidewalks and public realm conditions. In addition to this, the plan seeks to establish a new visual brand and identity for the District – one that will create more of a sense of cohesion and a sense of place.

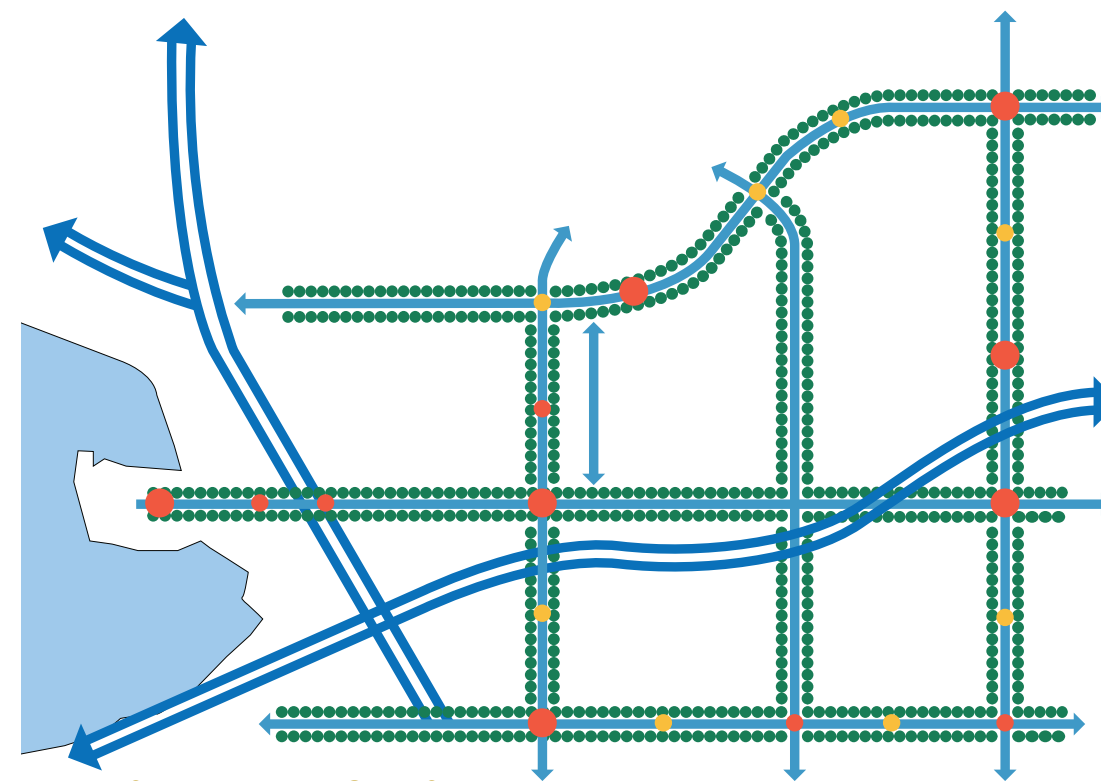
The Westshore District is largely defined by its spatial development patterns with mostly “stand-alone” buildings and linear thoroughfares. All six focus area streets range in length from 1 mile to 1.75 miles. Navigating any portion of these distances is typically done by personal vehicle. The Master Plan acknowledges these circumstances and envisions new public realm enhancements that will make these distances scalable and accessible for pedestrians, bicyclists and transit patrons. Relative to the scale of these streets, the Plan envisions the creation of new open space elements and pedestrian amenities

that would accommodate a variety of street life and pedestrian activities. Along each of the focus area thoroughfares, these conditions could exist at short intervals with cross street intervals. This would enhance both the linear and cross-street pedestrian experience in a sequential manner and foster greater connectivity to the adjacent neighborhoods. These conditions also anticipate the evolving nature of the area's commercial thoroughfares and envision future buildings at these locations that engage adjacent sidewalks and contribute to the vitality of the street.

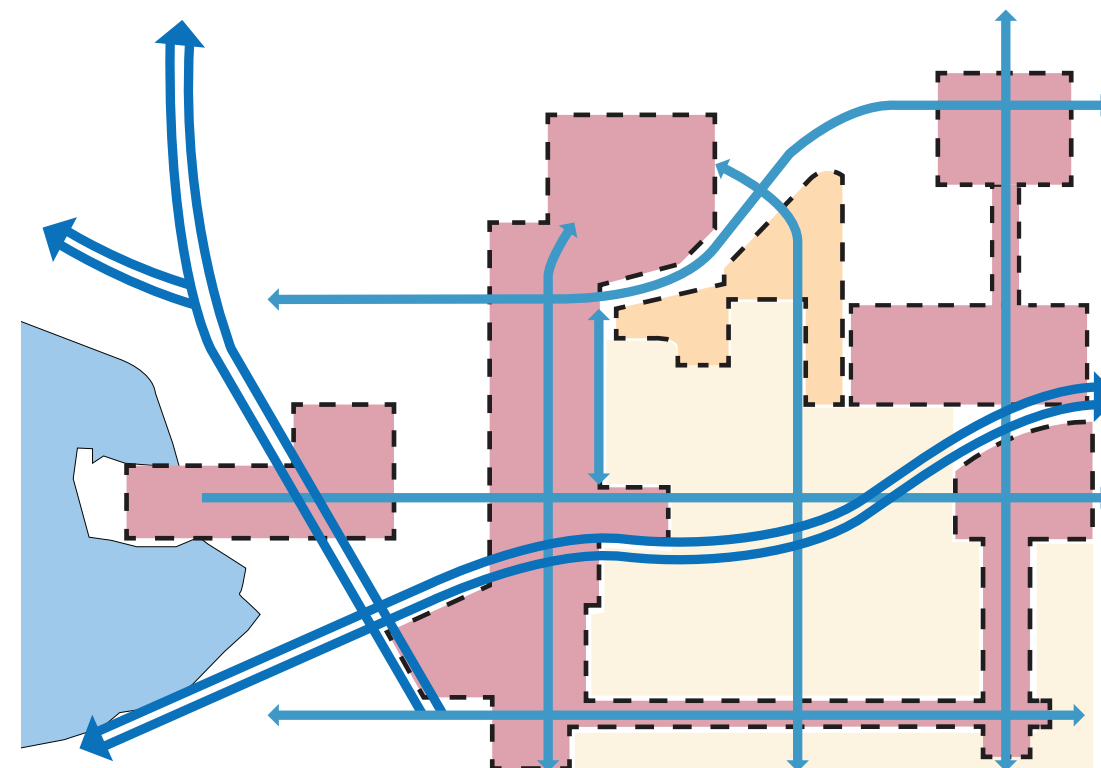
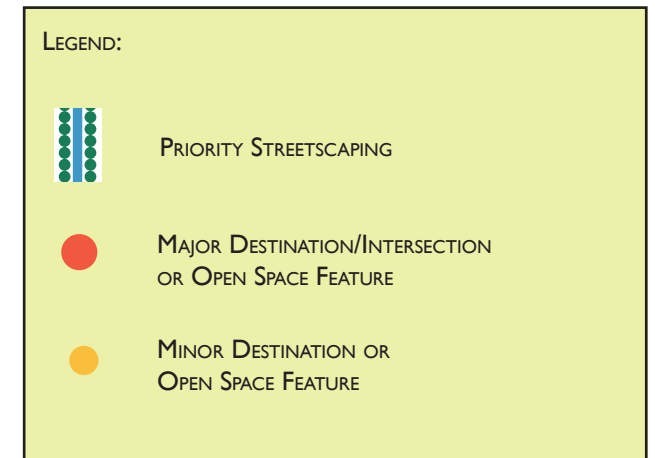


Initial Impressions of Project Area

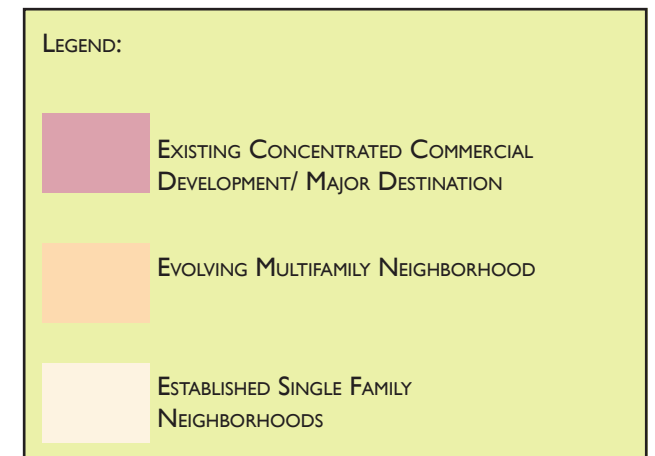
At the smaller human-scale, the Master Plan responds to the varied contextual and physical conditions along the six thoroughfares. It envisions a transformed public realm that enhances the pedestrian experience, accommodates various types of mobility and redefines the area's visual identity. These conditions can be achieved by making modifications within existing rights of way and the addition of strategically-located open spaces features, new pedestrian realm enhancements and streetscape elements.

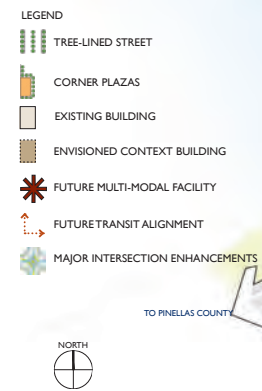


Priority Streetscape and Open Space Locations



Expanded Development Clusters





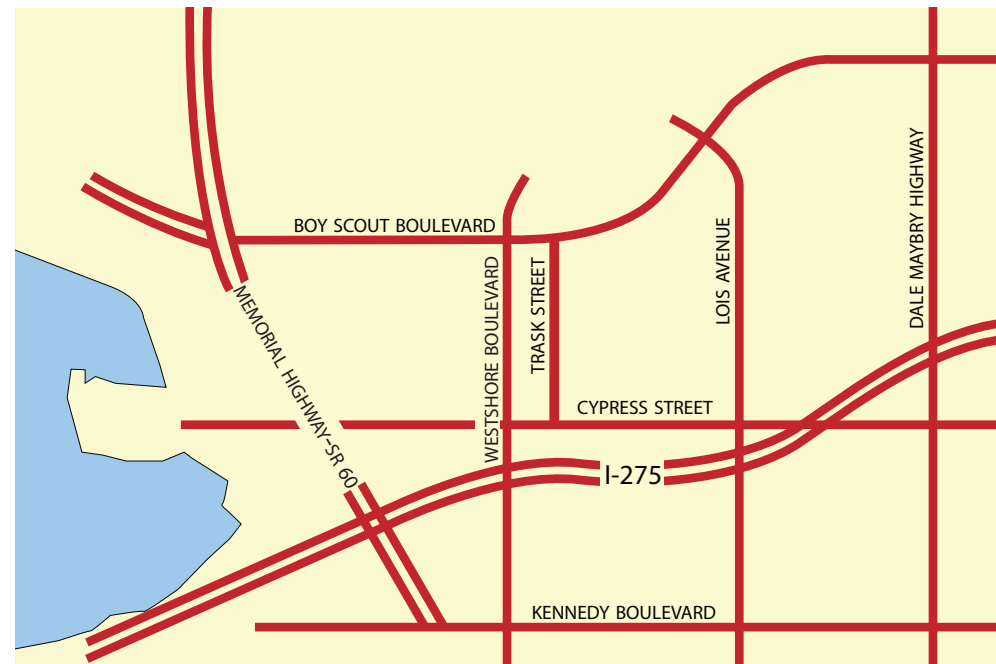
Westshore District Public Realm Master Plan

6.2 THOROUGHFARE DESIGN: Mid-Scale

The Master Plan focuses on each of the six thoroughfares in the project area. The Plan envisions these major arteries as a revitalized public realm framework within existing rights of way. In order to realize more active sidewalks and safer conditions for other users of the public realm, and visually enhanced streetscape conditions, the Master Plan proposes a corridor-based strategy that recognizes the distinct form, function and character of each thoroughfare and the manner in which they continue to evolve.

The six thoroughfares in the project focus area are experienced more so from the perspective of the motorist. Although each project area thoroughfare currently generates a small degree of pedestrian activity, it typically occurs in an intermittent or sporadic manner. As wide, multi-lane roadways, these thoroughfares only provide minimum pedestrian accommodations within the public realm that encourages this type of activity. Basic sidewalk systems are evident along many of these thoroughfares, but are inconsistent in some places and in most instances are too narrow or too close to moving traffic to invite usage.

The major focus of the Plan's thoroughfare design strategy is to recognize the role that each plays in contributing to a cohesive public realm framework for the District and creating discernible places, and walkable conditions. On these types of roadways, with broad spatial dimensions and stand alone buildings, the pedestrian experience tends to be sequential rather than contiguous. As part of the strategy for designing walkable conditions, the Plan integrates pedestrian amenities, open spaces, and other elements along with existing conditions to increase the number of features encountered by pedestrians.



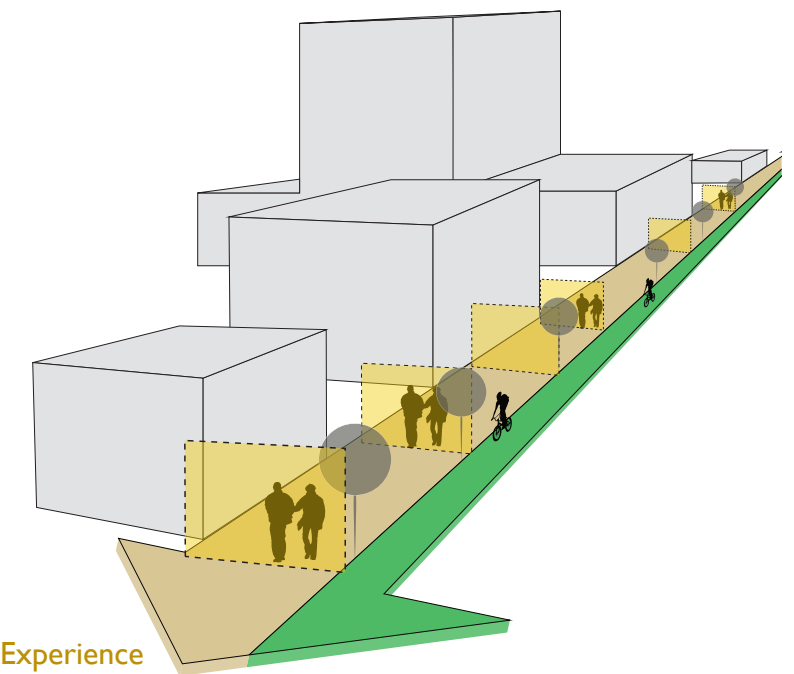
Project Focus Area Thoroughfares



Diverse Conditions along Westshore Boulevard



Existing Pedestrian Experience



Sequential Pedestrian Experience

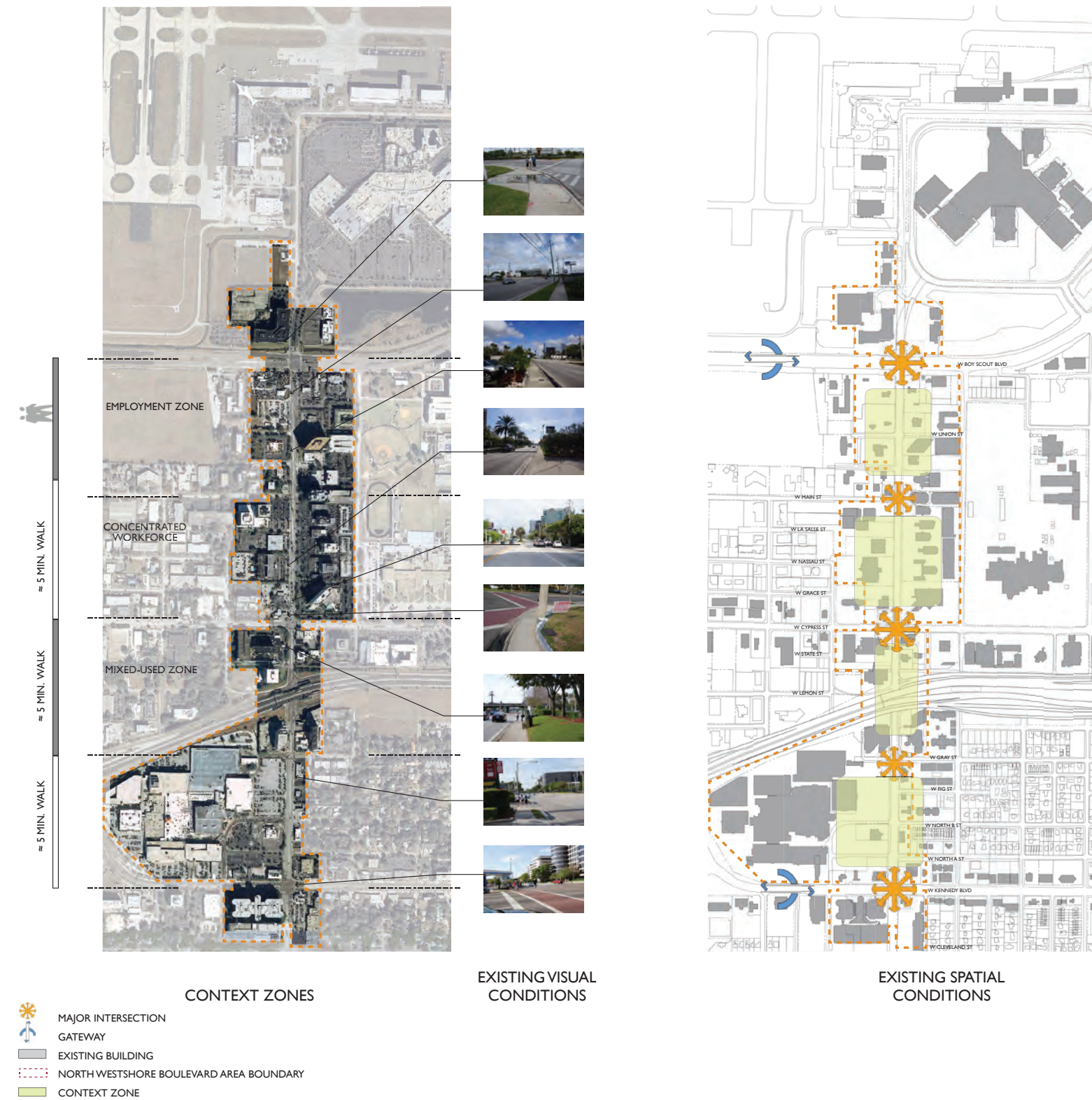
Thoroughfare	Proposed Public Realm Enhancements and “complete street” Conditions	Thoroughfare	Proposed Public Realm Enhancements and “Complete Street” Conditions
Westshore Boulevard	<ul style="list-style-type: none"> • Widened sidewalks with decorative paving (10 ft. minimum) • Small public open spaces features with pedestrian amenities (1/8-1/4 mi. spacing) • Street furnishings • Painted bike lanes • Shade structures and bus shelters • Landscaped medians • Sidewalk shade trees and planters (bio-swales) • Intersection enhancements and roadway markings • Highway bridge portal features • Coordinated streetlight and traffic signal masts • Lowered speed limit 	Dale Mabry Highway	<ul style="list-style-type: none"> • Landscaped shoulders and medians • Small-scale open space features with pedestrian amenities (1/8-1/4 mi. spacing) • Widened sidewalks with decorative paving (15 ft. minimum) • Shade structures, bus shelters and street furnishings • Coordinated streetlight and traffic signal masts • Intersection enhancements and roadway markings • Pedestrian lighting • Painted bike lanes • Sidewalk shade trees and planters • Pedestrian bridge • Highway bridge portal features
Boy Scout Boulevard	<ul style="list-style-type: none"> • Expansion of the sidewalk system with wider widths and decorative paving (10 ft. minimum) • Street furnishings • Intersection enhancements and roadway markings • Major public open space with pedestrian amenities (1/8-1/4 mi. spacing) • Pedestrian bridges • Pedestrian lighting • Painted bike lanes • Shade structures and bus shelters • Coordinated streetlight and traffic signal masts • Landscaped medians 	Kennedy Boulevard	<ul style="list-style-type: none"> • Widened sidewalks with decorative paving (10 ft. minimum) • Small public open spaces features with pedestrian amenities (1/8-1/4 mi. spacing) • Street furnishings • Painted bike lanes • Shade structures and bus shelters • Landscaped medians • Sidewalk shade trees • Intersection enhancements and roadway markings • Coordinated streetlight and traffic signal masts • Lowered speed limit • Pedestrian lighting
Cypress Street	<ul style="list-style-type: none"> • Street furnishings • Painted bike lanes • Sidewalk shade trees and planters • Pedestrian lighting • Intersection enhancements and roadway markings • Highway bridge portal features • Intersection enhancements and roadway markings 	Lois Avenue	<ul style="list-style-type: none"> • Lowered speed limits • Widened sidewalks with decorative paving (10 ft. minimum) • Intersection enhancements and roadway markings • Painted bike lanes • Living wall privacy screens • Highway bridge portal features • Sidewalk shade trees • Shade structures, bus shelters and street furnishings

Summary of Proposed Thoroughfare Enhancements

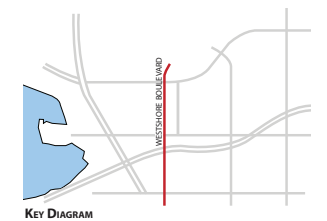
6.2.1 WESTSHORE BOULEVARD

The portion of Westshore Boulevard that extends north-south through the project focus area is a County road lined mostly with commercial uses. From Kennedy Boulevard north to Boy Scout Boulevard, Westshore is about a mile in length and has evolved as a suburban-like commercial corridor with varied physical and character conditions. Westshore Boulevard has a posted speed limit of 45 miles per hour along its entire length. At the northern end of the street, Westshore Boulevard terminates at the entrance to International Plaza shopping center. Along its mid-section, there are a number of office buildings and small-scale businesses with frontage parking lots that define the street. Within the District, the street is anchored at its southern end by Westshore Plaza shopping center, a hotel, restaurants, retail stores and office buildings. With Interstate-275 crossing over Westshore Boulevard almost midway along its length, the street has two distinctly different right of way and public realm conditions from north to south.

North of the Interstate, Westshore Boulevard has a 90 foot wide right of way with four vehicular travel lanes, narrow median sections, five foot wide sidewalks, frontage parking lots and buildings with little relationship to the street. South of the Interstate, the right of way widens to 100 feet and has six vehicular travel lanes, extended left and right turn lanes, five foot wide sidewalks, frontage parking on its west side and small buildings next to the sidewalk on the east side. Altogether, the range of physical and public realm conditions that currently exist along Westshore Boulevard define a series of discernible “context zones”. Within these zones, pedestrian realm conditions are limited to the existing narrow sidewalks and a few intersection crosswalk enhancements. Along with adjacent ground floor building activity, these conditions do not contribute significantly to pedestrian activity and street life along the length of Westshore Boulevard.



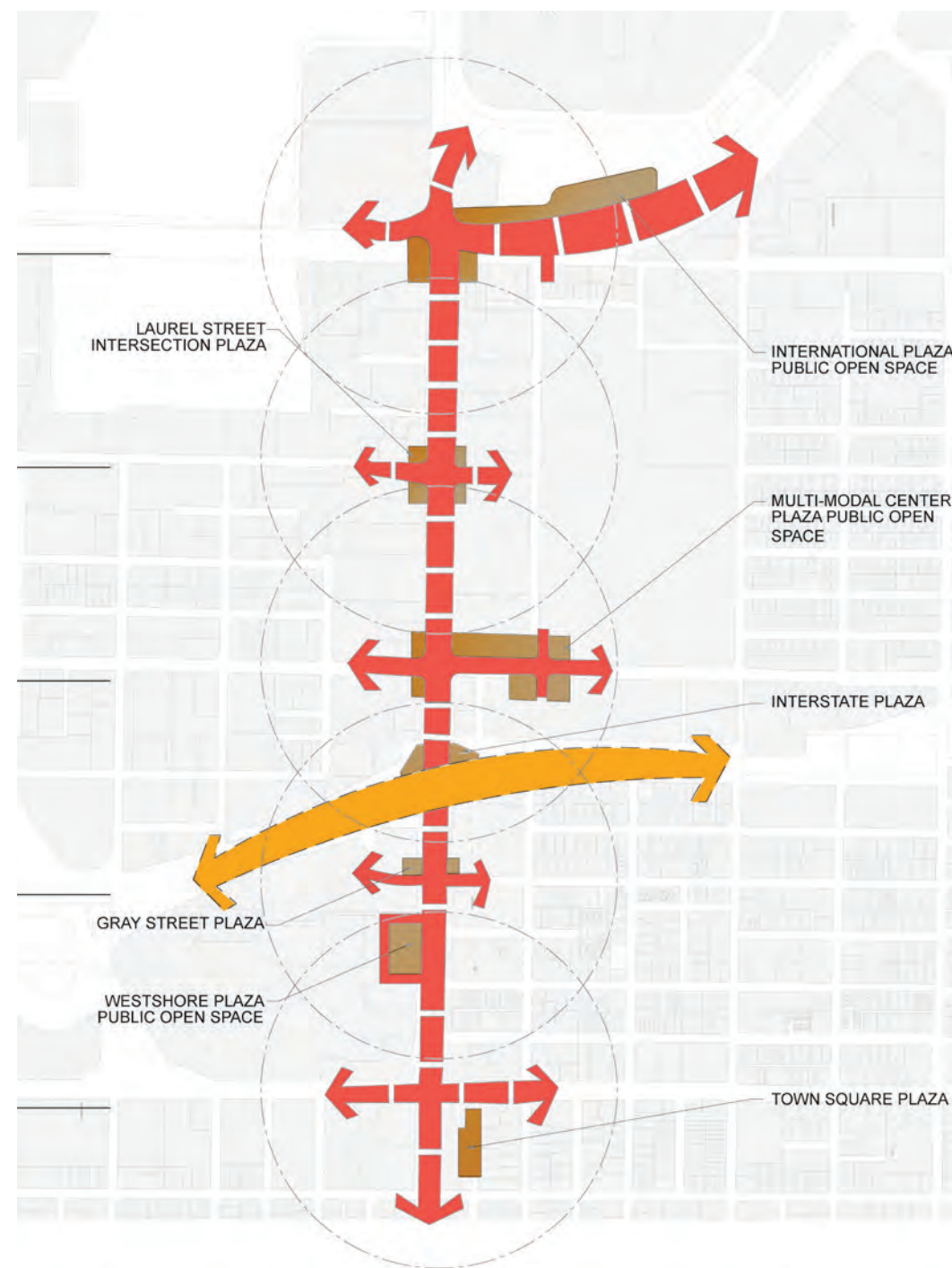
Context Zones and Distance Analysis



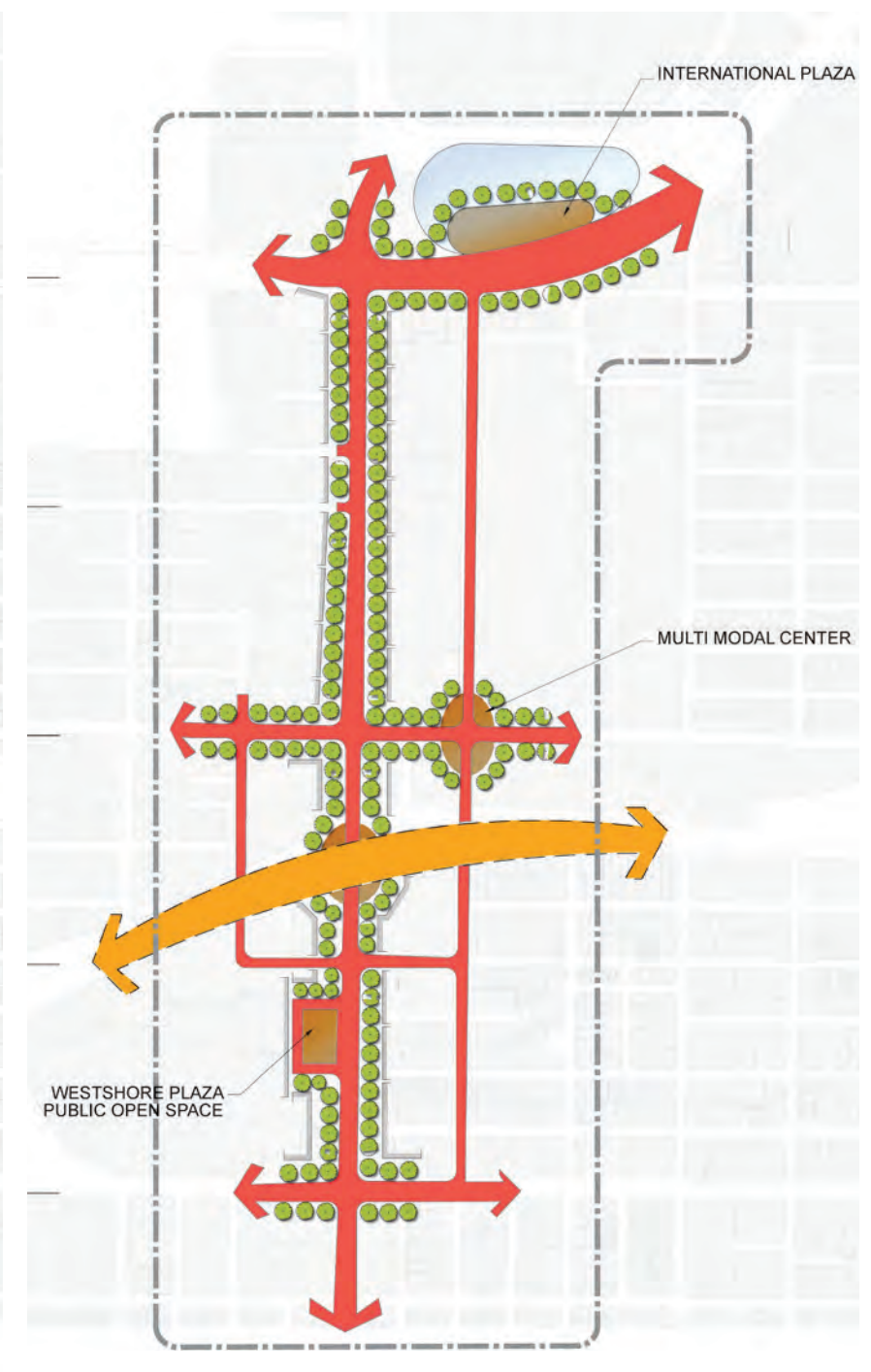
However, public realm conditions are anticipated to change dramatically in the various context zones along the street in coming years. A significant amount of new development along Westshore Boulevard that responds to the Overlay District Guidelines, the potential location of a multi-modal transportation facility near the intersection with Cypress Street, new modes of transportation and a proposed direct connection to Tampa International Airport, all suggest major changes along Westshore Boulevard and the need to define a new public realm framework.

The Master Plan acknowledges these future circumstances and proposes a design strategy that envisions this street with true “boulevard-like” conditions. Although the street has a number of conditions that are typical of suburban commercial corridors it has the greatest potential for this type of transformation. Both proposed and future developments anticipated north of the Interstate will be constructed to within ten feet of the front property line and are required to have active ground floor uses. This would give Westshore Boulevard a more defined streetwall and an active sidewalk system. In conjunction with this the placement of new open spaces, wider sidewalks, pedestrian amenity features street scape elements, and lowered speed limit would all contribute to walkable conditions.

The Master Plan concept for Westshore Boulevard envisions it as a priority landscaped street that is scalable for pedestrians as a series of 1/4 mile segments. These segments would coincide with both major and minor intersections and become local landmarks for pedestrians, cyclists and transit patrons. The concept for transforming the street envisions a series of public realm enhancements that stitch together its various physical components and redefines Westshore Boulevard as both a multi-modal thoroughfare with a unique visual identity



Strategic Open Space Placement

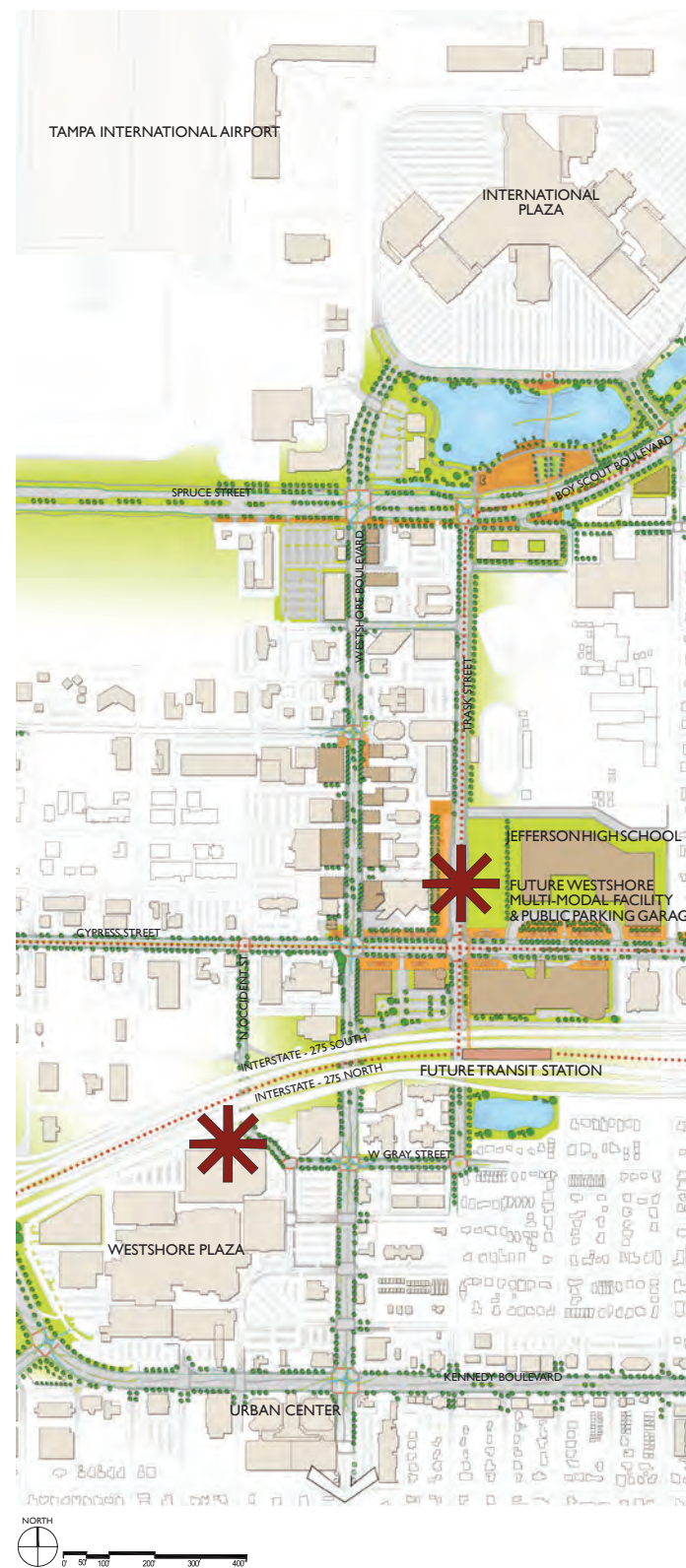


Westshore Spine/Main Street Concept

and image. These improvements would also contribute to “place-like” conditions along the street and accommodate a greater level of public realm activity. Placed at walkable distances these features could be installed in an incremental manner over time and create complementary conditions for future private-sector development.

As new development comes on line in the future, buildings will be built to the Overlay District Guidelines that require ten to twenty foot setbacks from property lines. This area will be just behind existing sidewalks and could become an extension of the public realm. This would result in sidewalks that are at least 15 feet wide. The widened sidewalks would promote walkability, provide adequate space in the pedestrian realm for a range of other sidewalk activities, promote interaction between the sidewalks and ground floor uses in adjacent buildings and create opportunities for adding new small-scale public spaces along the street. In addition to these conditions, the vision for Westshore Boulevard includes amenities such as shade trees along the street, shade structures, new bus shelters, a number of small-scale street furnishings and decorative sidewalk accents. The envisioned widened sidewalk conditions would also allow for the construction of planters which could be engineered to serve as bio-swales. These landscape features would help alleviate some of the stormwater run-off from the roadway and function as a component of the area’s stormwater management plan.

As Interstate-275 crosses over Westshore Boulevard, the undersides of the bridge structures create an unpleasant experience for pedestrians. This condition is usually only encountered by motorists. In order to create a seamless pedestrian environment along the entire length the street, the vision for Westshore Boulevard proposes portal-like



Westshore Boulevard Master Plan Vision



Envisioned Activities Public Realm Conditions

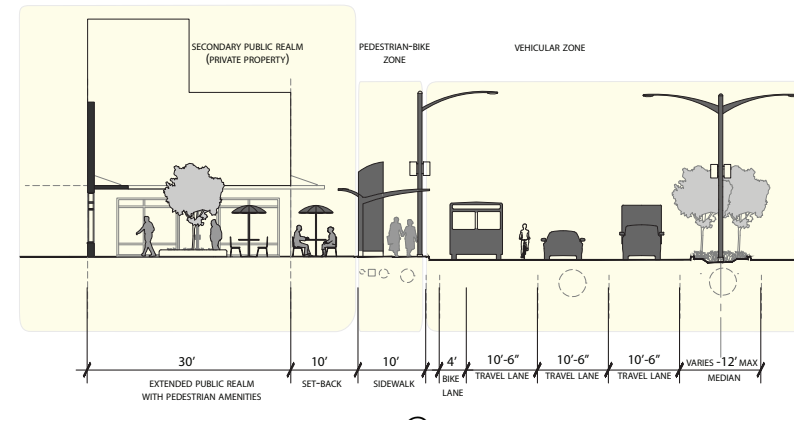


Existing Conditions Along Westshore Boulevard Looking South

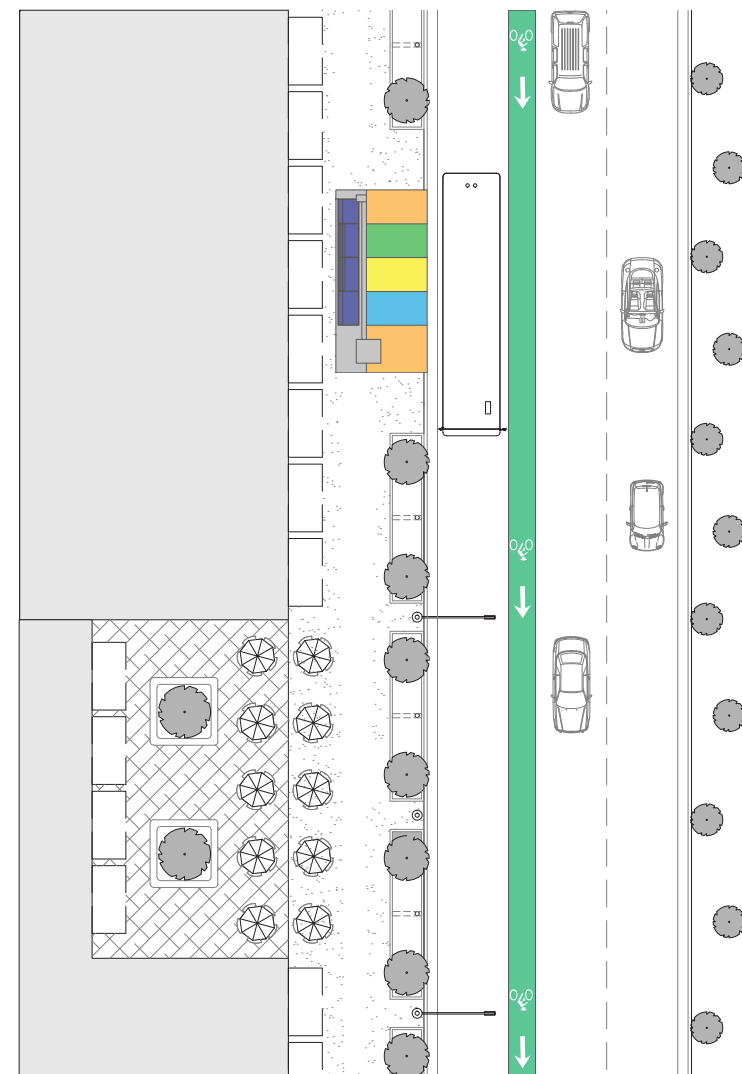


Envisioned Conditions Along Westshore Boulevard Looking South

conditions at these locations. Using perforated aluminum panels with color bands, these under bridge conditions would be transformed into a more hospitable environment for pedestrians and bicyclists traveling along the street, as well as a more welcoming and memorable set of conditions for motorists.



Proposed Typical Conditions at Street Cross Section



Proposed Typical Conditions at Street Plan



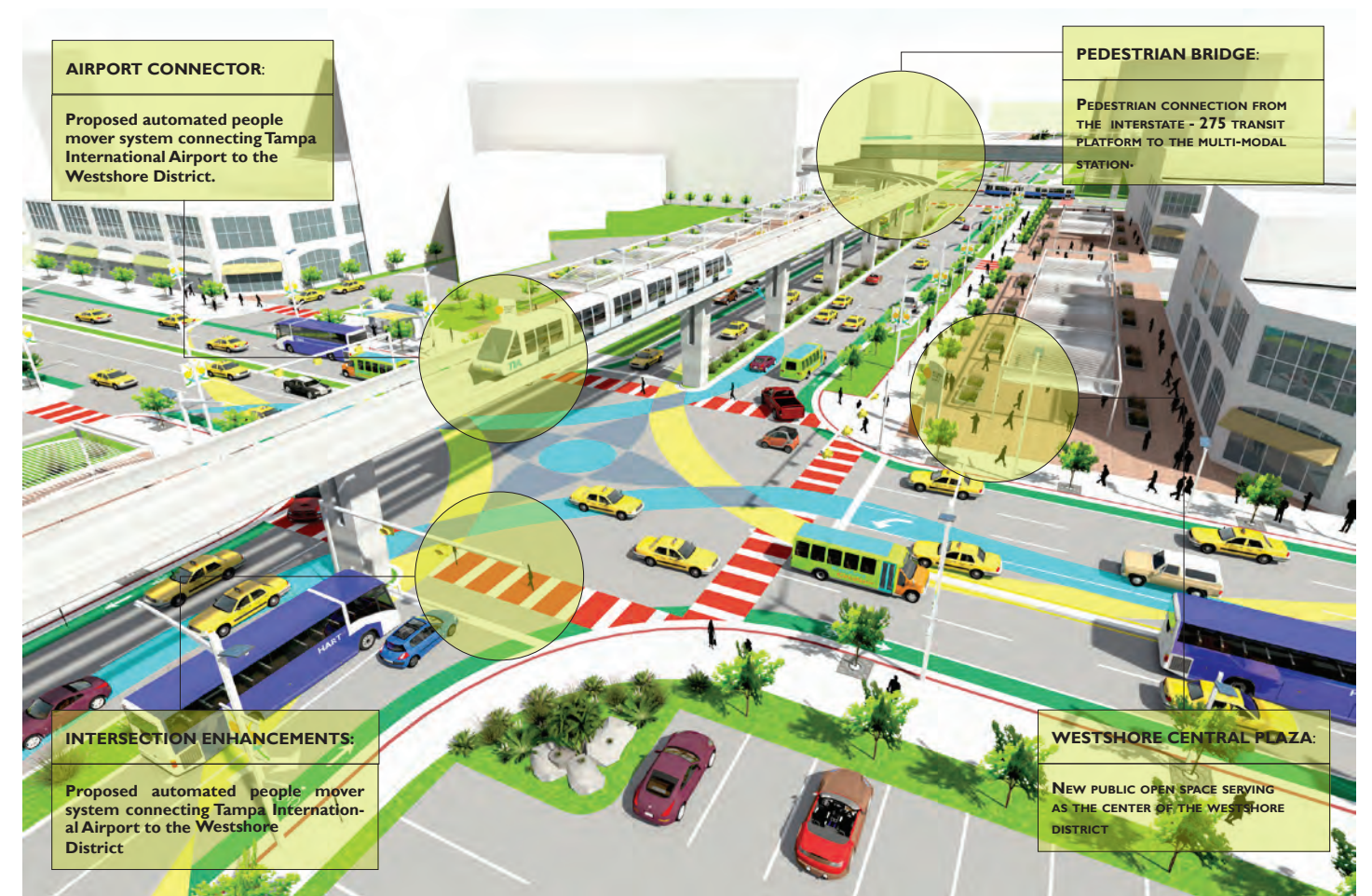
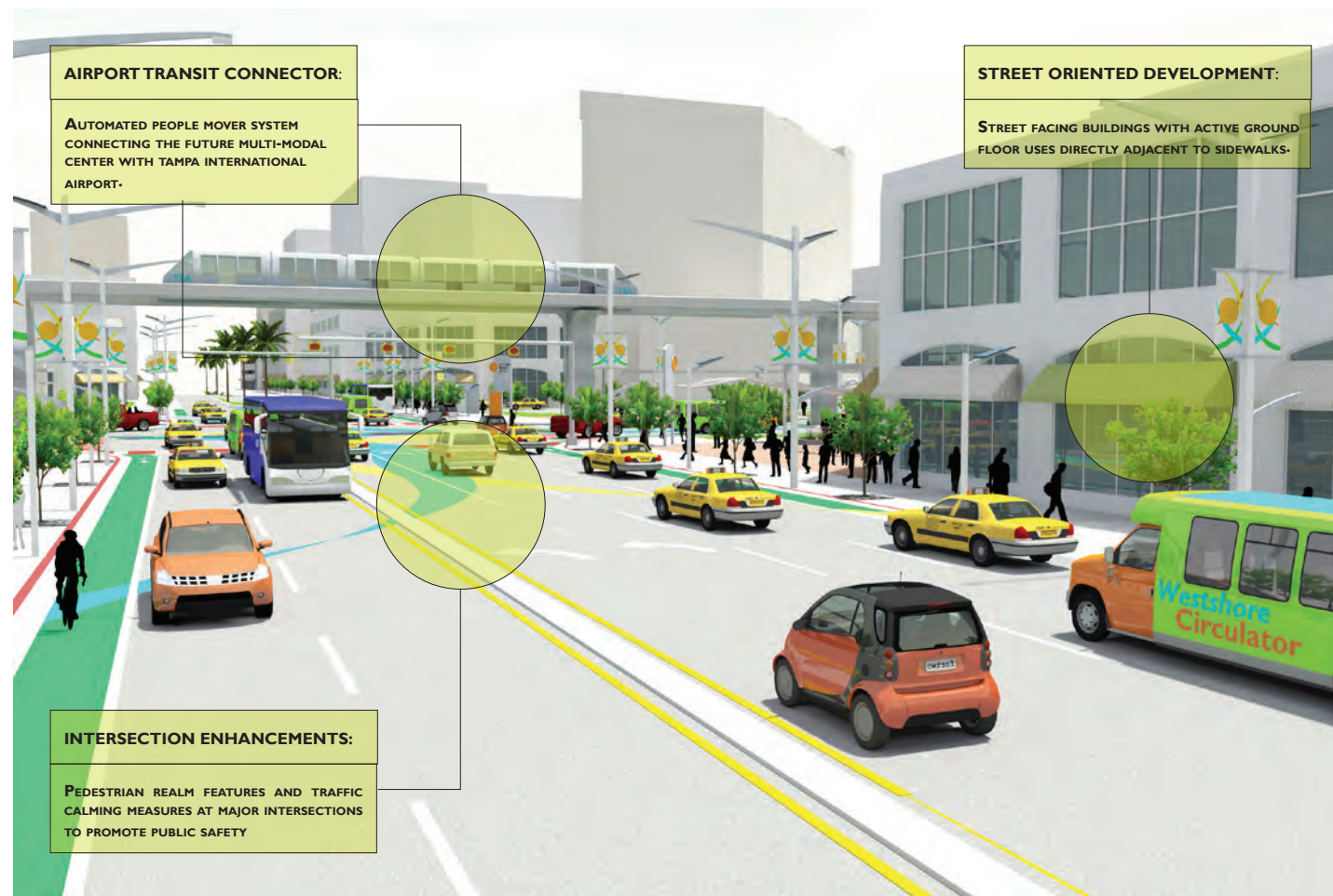
Combined Bus Stop Shade Structure



Small Scale Open Space/Corner Plaza



Streetscape Enhancements and Active Ground Floor Uses



Envisioned Public Realm Conditions Along Westshore Boulevard-Looking North

Envisioned Conditions At Westshore Boulevard and Cypress Street Intersection-Looking East



Existing Public Real Conditions at I-275/Westshore Boulevard Bridge Underpass



Envisioned Public Real Conditions at I-275/Westshore Boulevard Bridge Underpass



Existing Public Real Conditions at I-275/Westshore Boulevard Bridge Underpass



Envisioned Public Real Conditions at I-275/Westshore Boulevard Bridge Underpass



Envisioned Conditions on Westshore Boulevard-Looking North



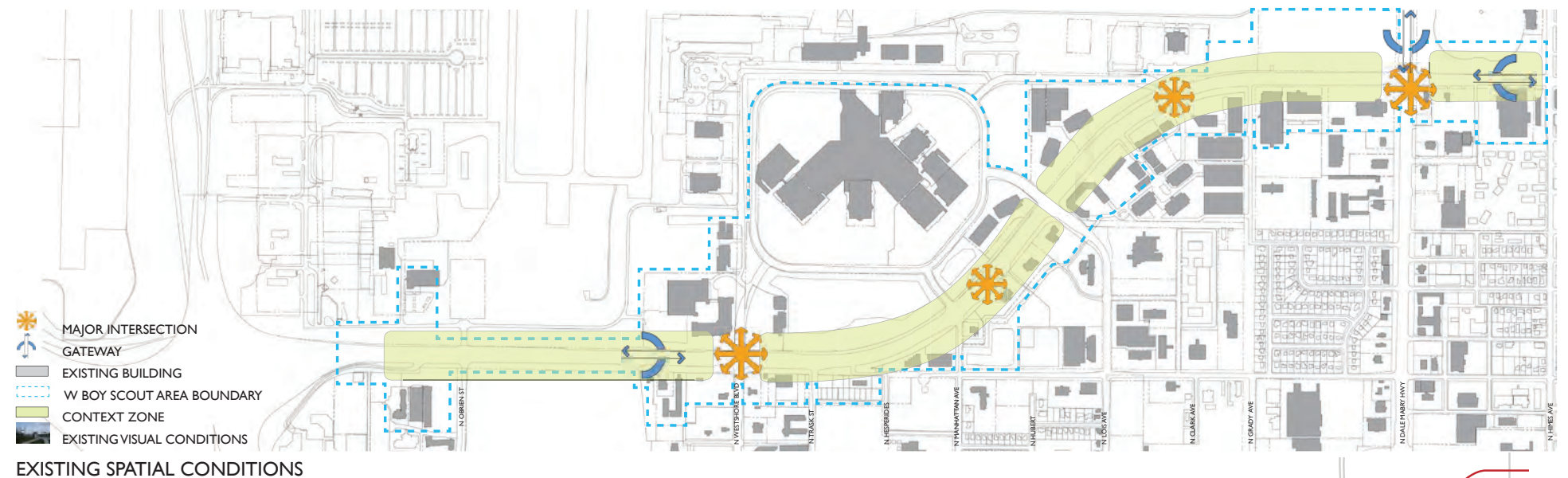
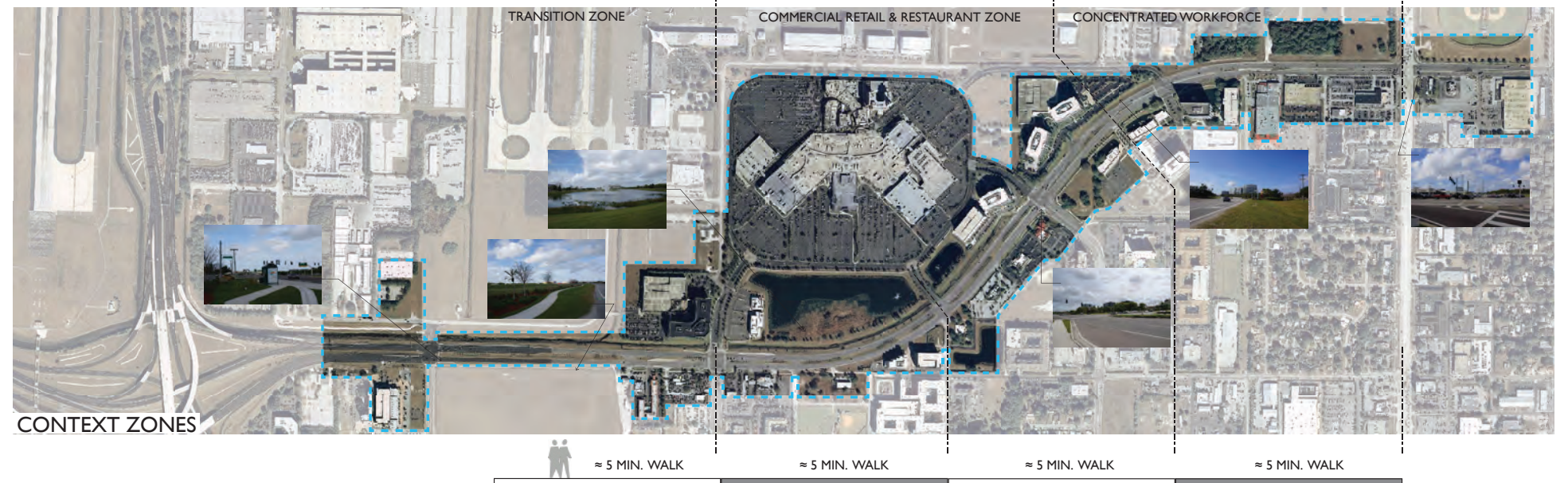
Envisioned Night Conditions Along Westshore Boulevard-Looking North

6.2.2 BOY SCOUT BOULEVARD

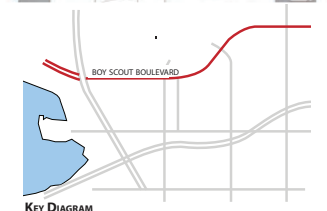
Boy Scout Boulevard defines the northern edge of the project focus area. This is a State road that currently carries a significant amount of vehicular traffic destined for Tampa International Airport and beyond. Like many of the other thoroughfares in the project focus area, Boy Scout Boulevard has a number of local destinations and varied contextual conditions along its 1.4 mile length within the focus area. As a regional connector, Boy Scout Boulevard has six travel lanes and multiple turning lanes at intersections with north-south streets.

At the intersection with North Dale Mabry Highway on the east, Boy Scout Boulevard is part of a major entrance into the Westshore District, yet the area lacks any distinguishing characteristics in its public realm conditions or visual character. Towards the east, this street is flanked by major destinations such as the MetWest mixed-use development and International Plaza shopping center. Further west, the street has several restaurants, multi-family residential buildings and stand-alone office and retail structures. Few of these buildings relate directly to the street. Located mostly on the south side of the street, these buildings create asymmetrical physical conditions and varied context zones along Boy Scout Boulevard.

Towards its western end, the street has an 11-acre retention pond directly south of International Plaza. Situated on Airport property, this pond is across the street from an expanding multi-family community with over 1,000 existing and 1,700 proposed units. Given the lack of nearby open space, this pond and its immediate environs have the potential to become a major public realm amenity for the northern part of the District. The sidewalk network along the street is incomplete and is defined by short segments located only along the south side of the street. Along its length, the street lacks well-defined



Context Zones and Distance Analysis



public realm conditions that could support pedestrian and bicyclist mobility. Lacking a fully connected sidewalk system and with posted speed limits of 45 and 50 miles per hour and wide intersections, the perception is that Boy Scout Boulevard is unsafe for pedestrians and bicyclists. However, its wide right of way can easily accommodate new public realm enhancements that would transform the roadway into a safe, walkable and bike-friendly environment for the expanding workforce and resident population in the area.

The Master Plan envisions redefining Boy Scout Boulevard’s pedestrian realm through the strategic placement of enhancements and other features implemented over a longer timeframe. These features include a connected sidewalk system, the addition of colored bicycle lanes, intersection enhancements, pedestrian features and new public spaces. Although these enhancements are proposed along the extent of Boy Scout Boulevard, from O’Brien Street on the west to Dale Mabry Highway on the east, only bike lanes and landscape features are possible where the Airport’s runway approach zone crosses over the street.

With pedestrian access to International Plaza and public safety as two major concerns along Boy Scout Boulevard, the Plan identifies intersection enhancements at all streets that either cross or dead end into this thoroughfare. In addition to this, the Plan envisions a major new open space feature on the alluvial shelf at the retention just south of the International Plaza. This four and a half-acre park could be constructed partially as a deck and landscaped plaza containing a variety of pedestrian amenities such as shade structures, public restrooms and space for temporary installations. A portion of this space could be used for daily public realm activities for local residents and the area’s workforce. It could also be converted for different types of daytime and evening special events. This plaza would



Boy Scout Boulevard Master Plan Vision



Envisioned Activities Public Realm Conditions

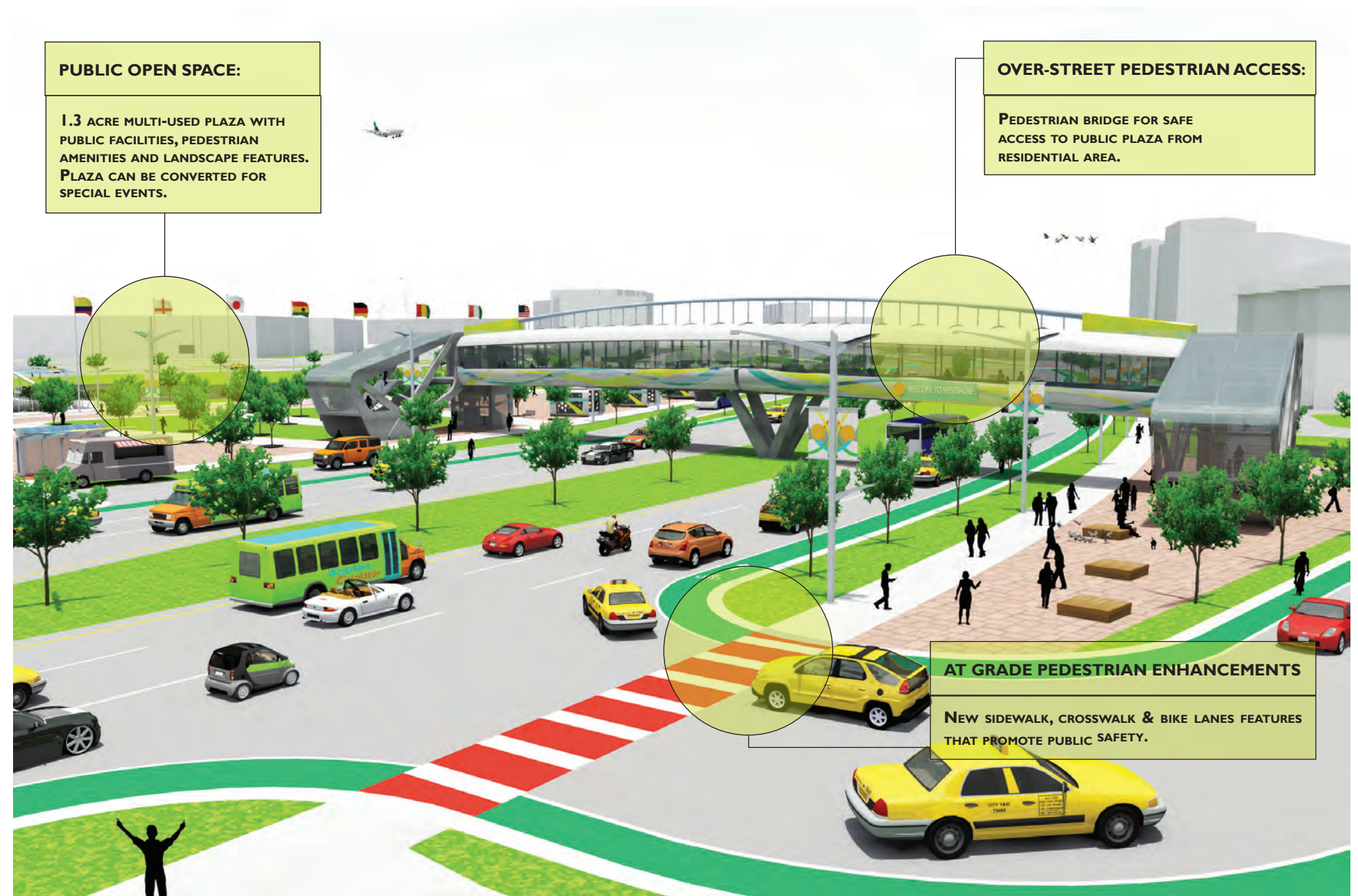


Existing Retention Pond-Site for Proposed Plaza Decking

be connected to a continuous sidewalk system along Boy Scout Boulevard, a boardwalk around the retention pond and by over-street and over-water pedestrian bridges. Altogether these enhancements would redefine this portion of Boy Scout Boulevard as a pedestrian-friendly destination and recast the retention pond itself as a “community lake”.



Proposed Public Open Space- Envisioned Public Event



Envisioned Public Realm Conditions-Boyscout Boulevard and Spruce Street



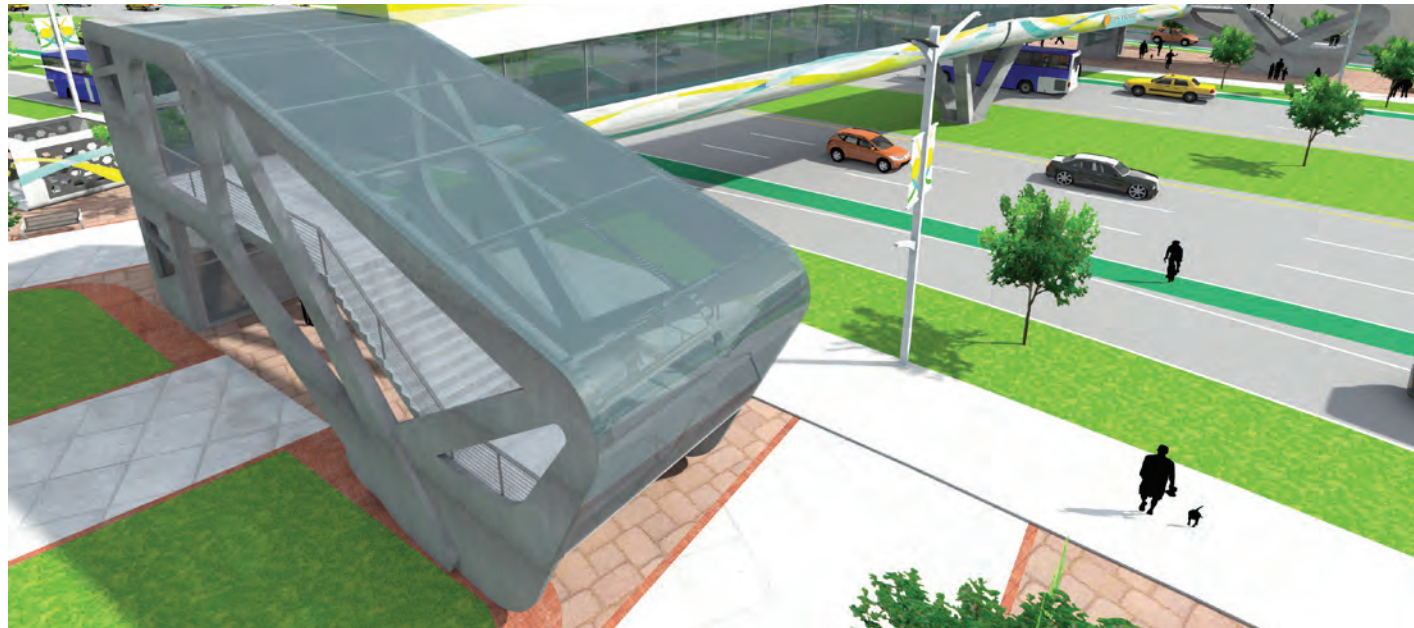
Proposed Public Open Space- Envisioned Daytime Conditions



Proposed Public Open Space- Envisioned Public Event



Proposed Public Open Space- Envisioned Nighttime Conditions



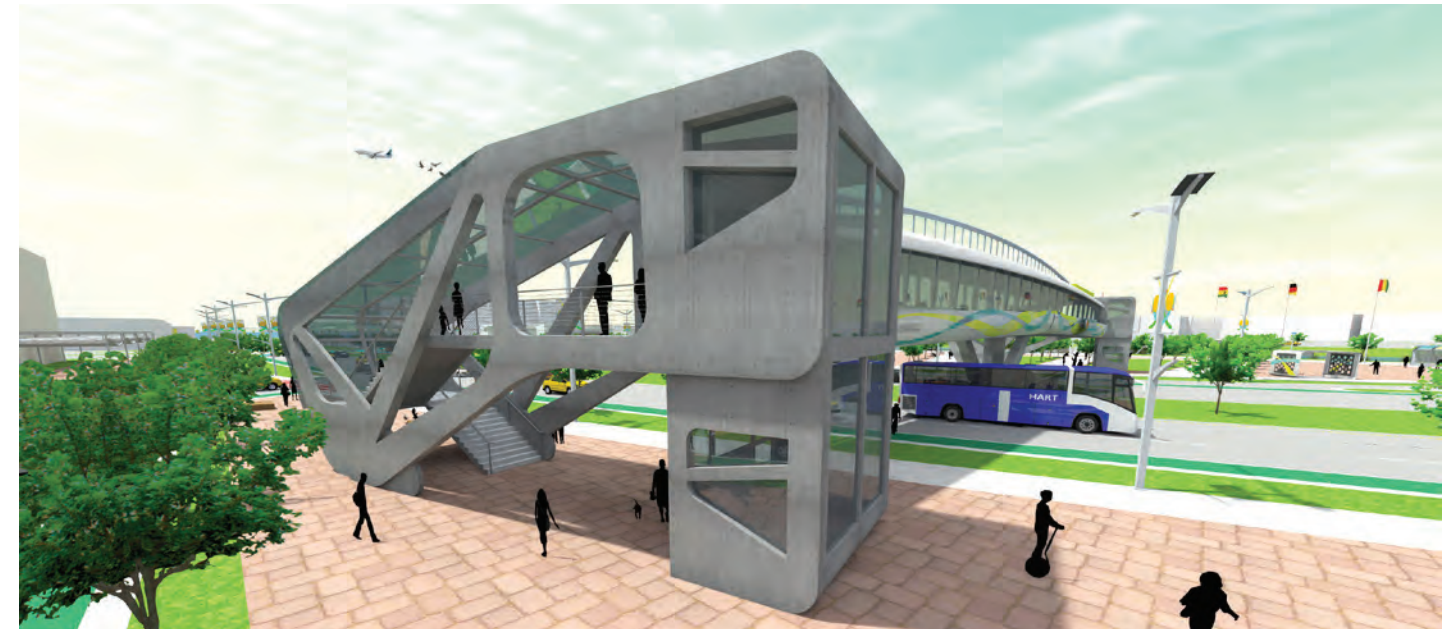
Proposed Pedestrian Bridge Connector



Proposed Pedestrian Bridge Connector



Proposed Pedestrian Bridge Connector-with Westshore Branding



Proposed Pedestrian Bridge-Plaza Entrance



Proposed Public Open Space- Envisioned Plaza



Proposed Public Pedestrian Bridge-Connection from Plaza to Mall



Proposed Public Pedestrian Bridge-Connection from Plaza to Mall



Proposed Public Water Edge Esplanade

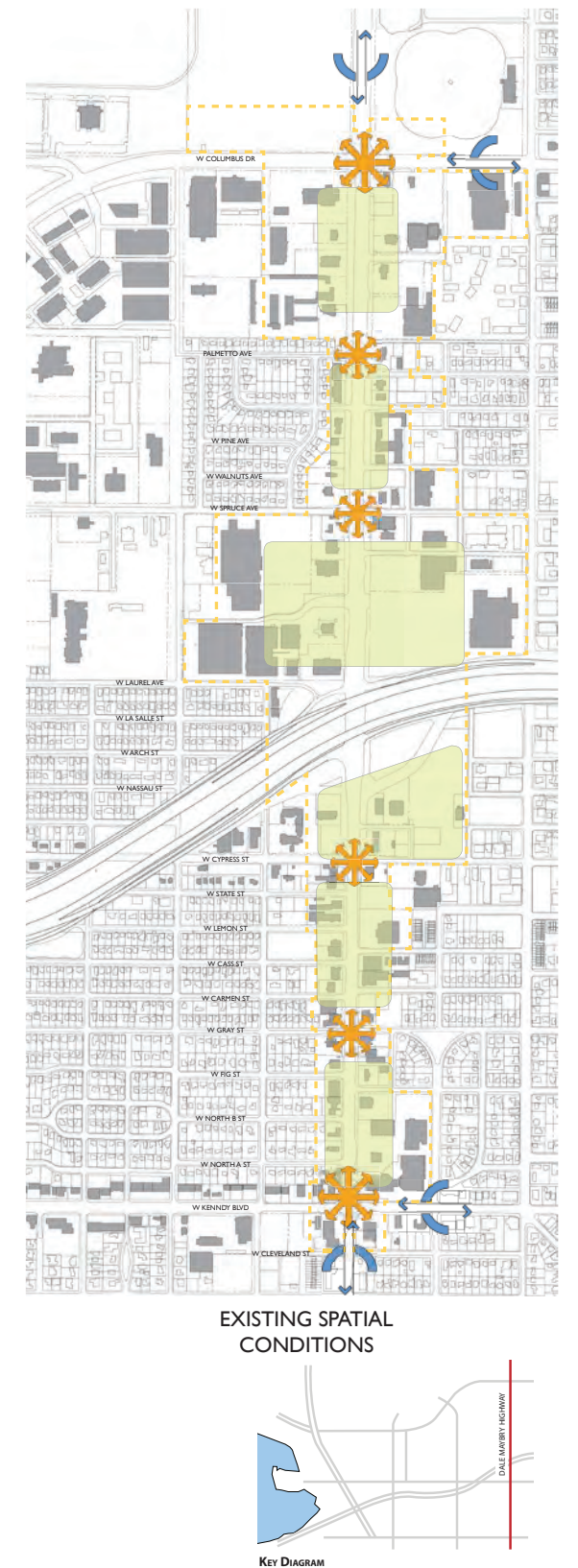
6.2.3 DALE MABRY HIGHWAY

Dale Mabry Highway is a State road and functions as regional arterial along the District's eastern end. Within the focus area of this Plan, it extends from Boy Scout Boulevard at its northern end to Kennedy Boulevard at its southern end – a distance of approximately one and a half miles. This thoroughfare's right of way varies in width from 120 feet south of the Interstate to 188 feet north of the Interstate. It has six vehicle lanes and numerous left and right turn lanes along its length, as well as wide grassy shoulders along its northern portion. This thoroughfare is lined with a variety of large and small commercial uses and activated at its mid-section by large-format retailers that include Target, Whole Foods Market, Best Buy and Walmart. The only public realm accommodations along the street are five-foot wide sidewalks and a few bus shelters. The visual character of the street reflects the diverse and fragmented nature of most suburban commercial strips.

Development patterns north of the Interstate reflect wide setbacks from the street with most businesses fronted by surface parking lots. South of the Interstate, conditions reflect narrower setbacks with most buildings situated closer to the street. While many of these buildings don't currently contribute to pedestrian activity along the street, in many instances they do provide direct access from the sidewalk network. Dale Mabry Highway has numerous cross streets and intersections along its length that connect with adjacent neighborhoods. This condition creates opportunities for the strategic introduction of public realm enhancements that contribute to acceptable walkable distances for pedestrians. Where Spruce Street to the north and Cypress Street to the south cross Dale Mabry Highway, these intersections provide major connections with other thoroughfares that comprise the Westshore Web.



Context Zones and Distance Analysis

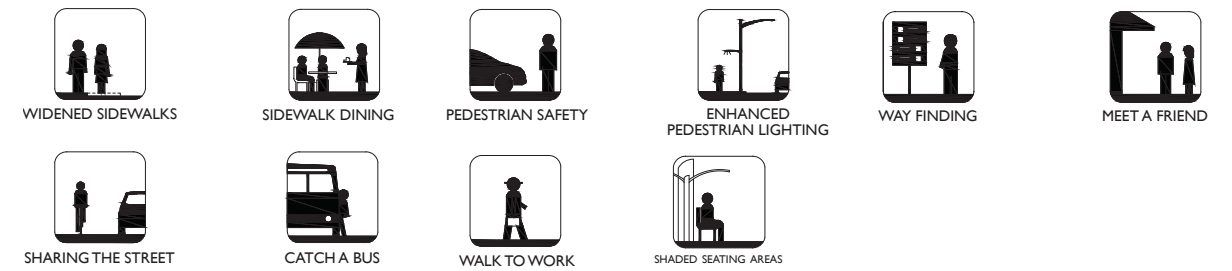


The Master Plan envisions a number of public realm enhancements along the length of Dale Mabry Highway, as well as two public spaces and pedestrian connections between the large format retail clusters. These features are intended to complement both existing and anticipated future commercial development and foster greater pedestrian activity along the street. Small scale enhancements include wider sidewalks with shade trees along the length of the street, pedestrian lighting, visual features and a coordinated suite of light standards and traffic signal mast arms. Within the wider right of way of the street, these features are intended to add a new more consistent set of physical conditions and visual character to the street. To make Dale Mabry Highway's public realm conditions more accommodating for pedestrians, small corner plazas are proposed at major intersections and adjacent to larger sites where multi-building, mixed-use developments are likely to occur. All of these public spaces are intended to complement local commercial conditions and foster opportunities for a range of pedestrian activities that could occur within a safe distance from the high speed roadway.

The most significant intervention envisioned along Dale Mabry Highway is a combined plaza and pedestrian bridge feature that connects the large format retail complexes just north of the Interstate. At this location, both sides of the street would be anchored by a pair of public spaces that function as small gathering places for retail patrons, locations for transit stops and as layovers for pedestrians and bicyclists moving through the area. The pedestrian bridge at this location could also accommodate overhead signage that identifies the Westshore District. Other public realm enhancements envisioned on Dale Mabry Highway include portal features at the Interstate viaducts that cross over the street. These features include under-bridge sheathing and lighting system that connects the visual theme of the street from one side of the Interstate



Dale Mabry Highway Master Plan Vision



Envisioned Activities Public Realm Conditions



Existing Conditions Along Dale Mabry Highway



Existing Conditions Along Dale Mabry Highway

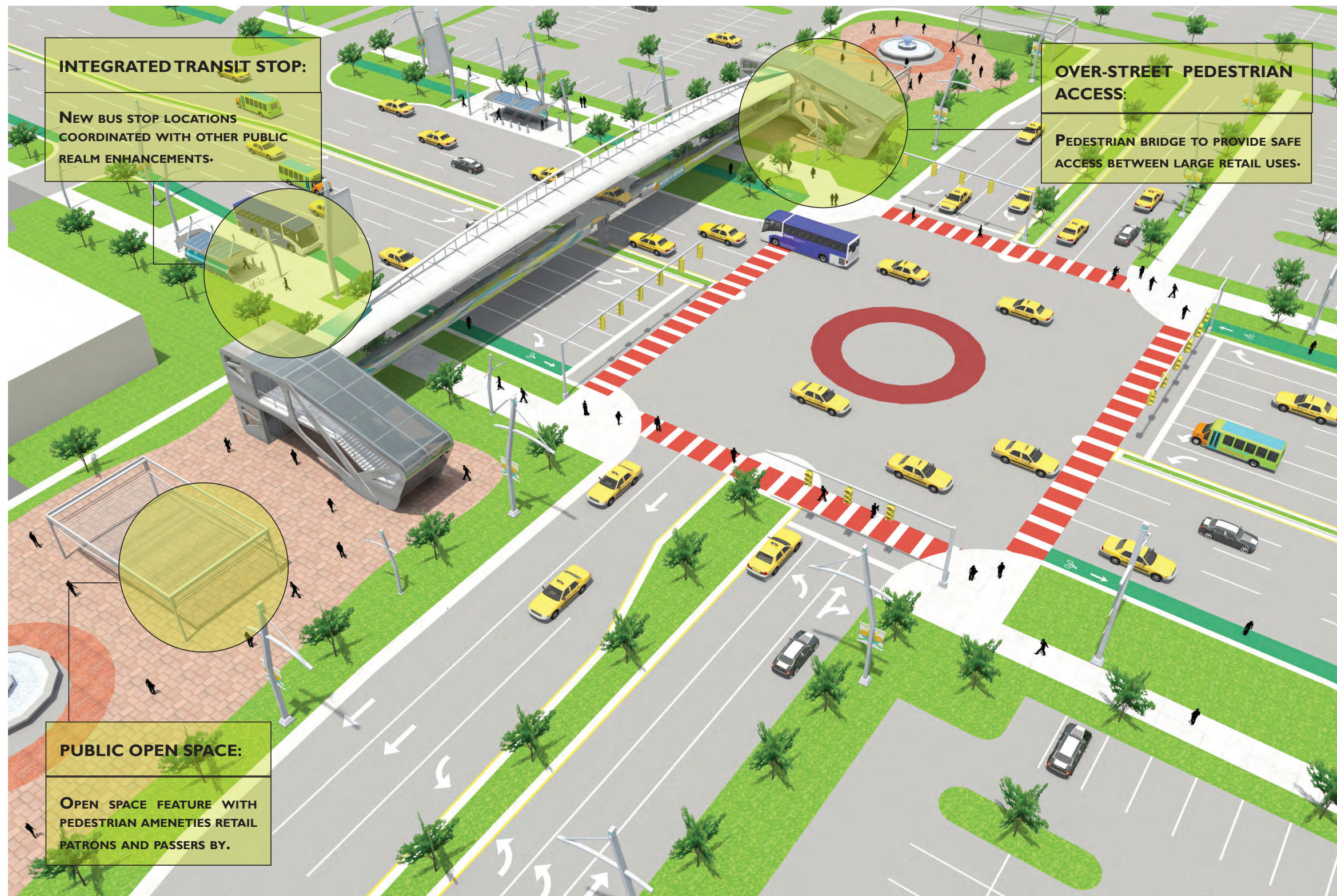
to the other while creating a sense of continuity for both pedestrians and motorists. At the northern and southern end of street, new gateway markers are proposed at District entry points and boundaries. These structures would function as geographic landmarks for both motorists and pedestrians and serve as visual beacons that assist in general wayfinding.



Envisioned Public Realm Conditions-Dale Mabry Highway at I-275 Bridge



Envisioned Public Realm Conditions-Dale Mabry Highway at I-275 Bridge

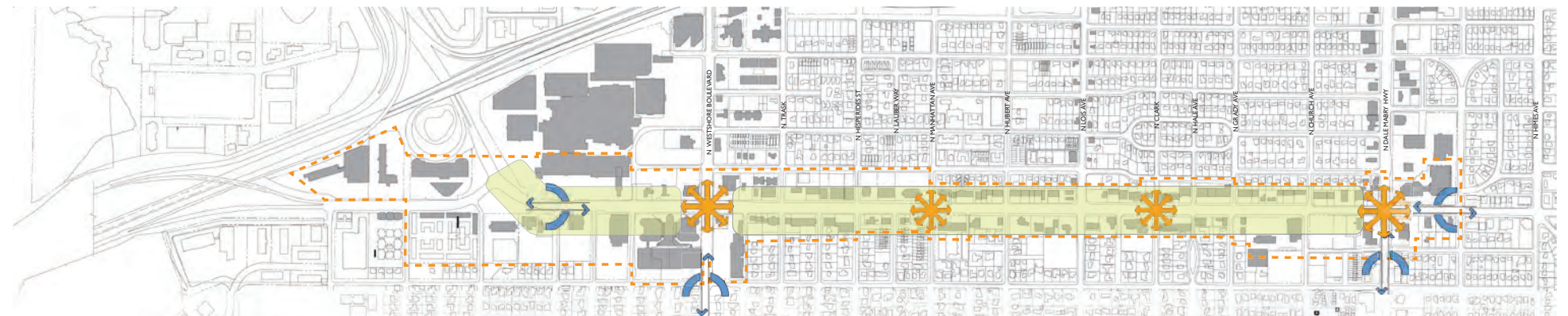
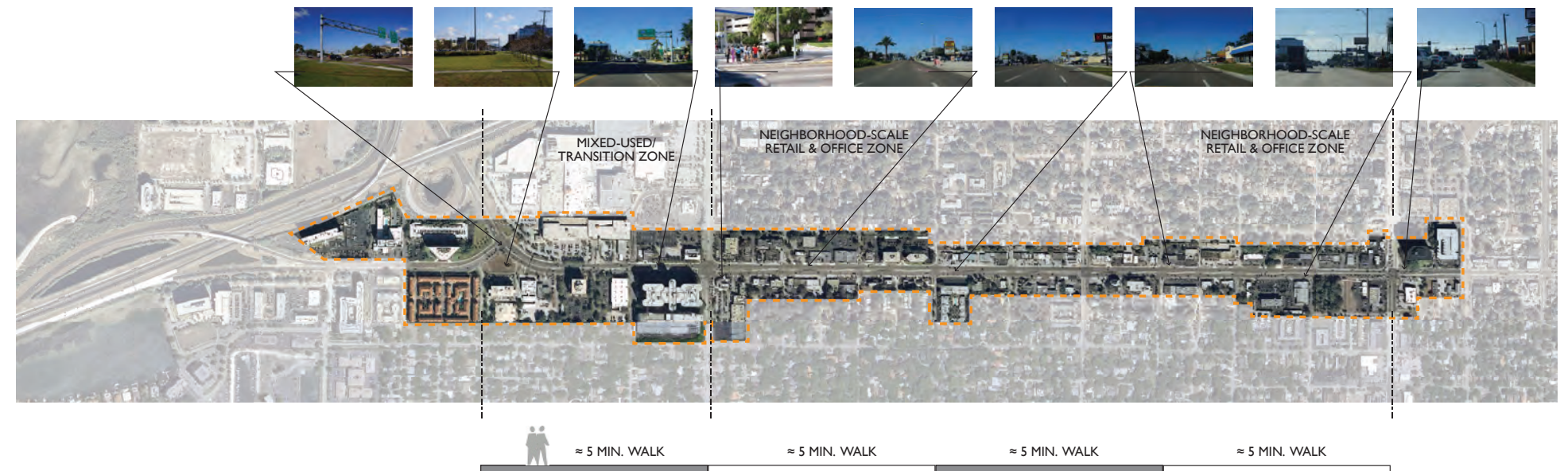


Envisioned Public Realm Conditions-Dale Mabry Highway at Shopping Plaza

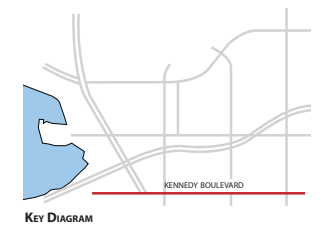
6.2.4 KENNEDY BOULEVARD

Kennedy Boulevard defines the southern boundary of the Westshore District. Physical conditions along this one and a half-mile section of thoroughfare vary somewhat from its eastern end to its western end. This street has six vehicular lanes, several left turn lanes and intermittent planted medians along its length. Kennedy Boulevard has a posted speed limit of 45 miles per hour and is a major arterial that provides an alternative route to east-bound motorists headed into Downtown Tampa. The right of way width along Kennedy Boulevard varies from 100 feet to 120 feet with pedestrian realm conditions comprised of only narrow five feet sidewalks. Relative to the roadway, these sidewalks change location along the length of the street. Towards the western end, sidewalks are separated from the roadway by a grass planting strip. On the eastern end, they are directly adjacent to roadway vehicular lanes.

On its eastern end, Kennedy Boulevard is largely comprised of a number of small-scale, low density commercial buildings. On some blocks, these buildings are directly abutting each across the full block face. Other blocks have varying types of stand-alone structures that are typical of most commercial corridors. Buildings on these blocks have shallow setbacks from the street and are mostly one story in height. Most setbacks along this part of Kennedy Boulevard are reserved for surface parking lots that are directly adjacent to sidewalks. This condition exists on both sides of the street and extends toward the west for almost its entire length. In some instances, these parking lots encroach into the public right of way— further constraining pedestrian realm conditions. Along this part of the street, there is little interaction between the different building uses and the public realm.



Context Zones and Distance Analysis



The western end of street is comprised of several stand-alone commercial buildings that are closer to the right of way. Although some of these structures have small landscaped areas at the edge of the public right of way, they tend to have little interaction with street. The western end of Kennedy Boulevard also has a number of small surface parking lots distributed along several block frontages. Where these frontage parking lots occur along the entire length of the street, they tend to isolate sidewalks between them and the moving traffic. This condition creates a perceived lack of safety for pedestrians – compounded by a lack of pedestrian amenities, this is a major deterrent to any type of pedestrian activity. While Kennedy Boulevard is directly adjacent to several neighborhoods along its entire length, only a few intersecting streets from these areas have sidewalks. As a result, there appears to be little pedestrian access from these neighborhoods that contributes to public realm activity along Kennedy Boulevard.

The Master Plan envisions Kennedy Boulevard evolving with “promenade-like” conditions along its entire length. From Dale Mabry Highway at the eastern end past Westshore Boulevard at its western end, Kennedy Boulevard can accommodate a series of small-scale public realm features that can be implemented over a longer period of time. Although current public realm conditions are lacking, these new features can be implemented and a more pedestrian friendly environment can be realized through modifying the existing right of way and lowering the speed limit.

The recommended incremental approach for transforming Kennedy Boulevard’s public realm would gradually phase in enhancements that relate directly to contextual conditions and reflect ““complete street”” conditions. These enhancements would include wider sidewalks, a lowered speed limit, placement of new public spaces at strategic locations, shade



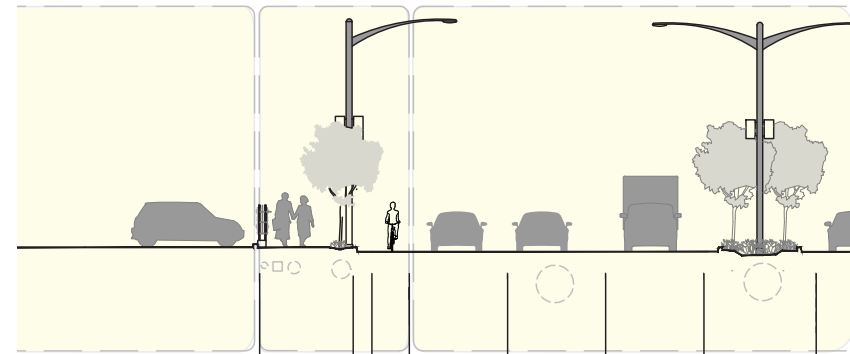
Envisioned Activities Public Realm Conditions



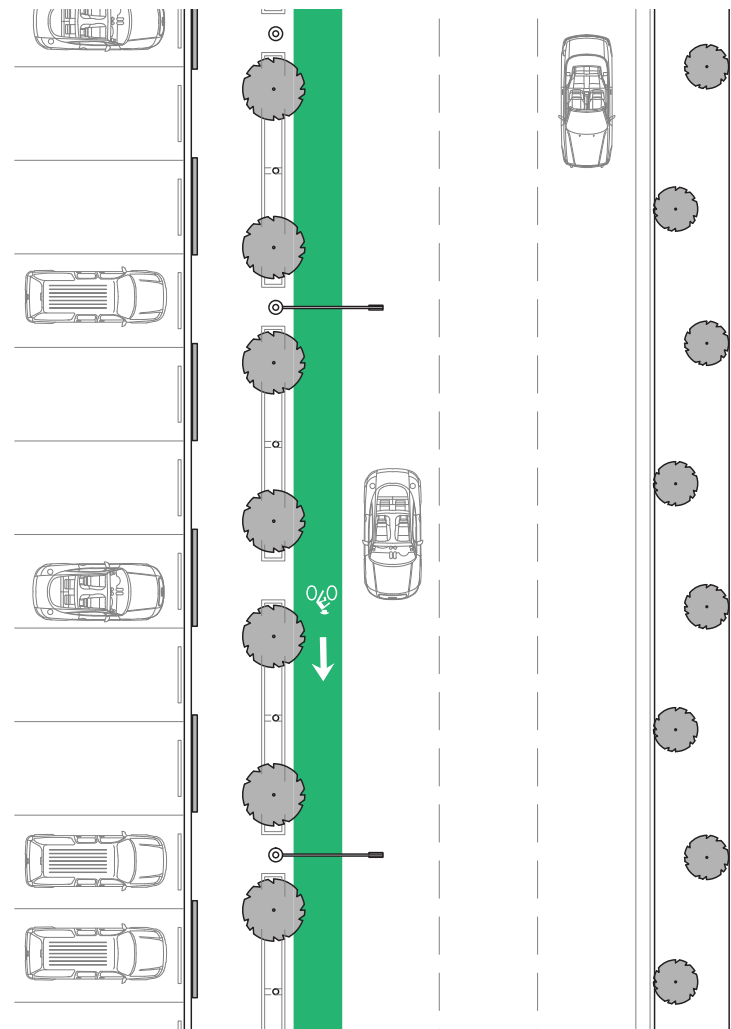
Existing Conditions Along Kennedy Boulevard-Looking East

structures, pedestrian lighting and a number of small-scale street furnishings and pedestrian amenities.

Along the length of the street, new public plazas and enhanced intersection features at 1/8 and 1/4 mile intervals would help modulate distance and contribute more to walkable conditions. These plazas would coincide with the major cross street intersections and provide other amenities for pedestrians, transit patrons and bicyclists as well. New visual features such as gateway, wayfinding and streetscape elements would complement the existing commercial context and create a more updated image and identity to this thoroughfare. Lower speed limits along Kennedy Boulevard would contribute to a sense of safety for pedestrians and bicyclists.



Proposed Conditions at Street Cross Section



Proposed Conditions at Street Plan



Existing Condition on Kennedy Boulevard



Proposed Conditions at Kennedy Boulevard Intersection



Proposed Small Pedestrian Plaza and Bus Stop



Proposed Conditions at Kennedy Boulevard Intersection



NEIGHBORHOOD CONNECTION:
STREET LIGHTING AND LANDSCAPE ELEMENTS PROVIDING PUBLIC REALM CONTINUITY TO --- RESIDENTIAL AREAS.

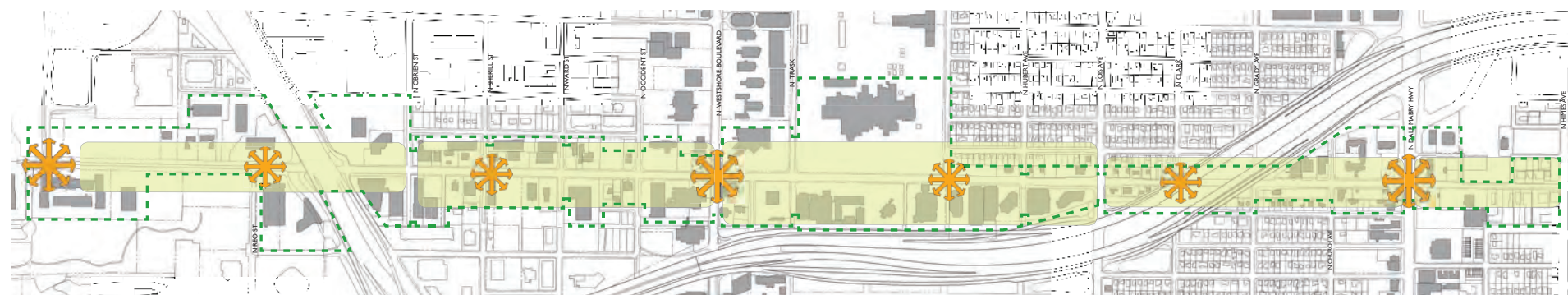
OPEN SPACE ELEMENTS:
SMALL CORNER PLAZA INTEGRATED WITH COMMERCIAL DEVELOPMENT AND STREET CONDITIONS.

PEDESTRIAN AMENITIES:
COMBINED BIKE AND SHADE STRUCTURES AND OTHER AMENITIES THAT PROMOTE ALONG THE STREET

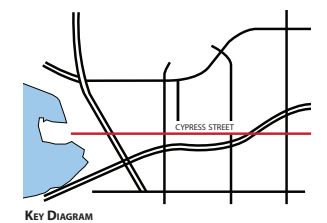
6.2.5 CYPRESS STREET

Cypress Street extends east-west through the heart of the Westshore District. This section of the street is over 2.3 miles long and connects Cypress Point Park and the Bay on the west to Dale Mabry Highway on the east. It has two to four vehicular lanes and a posted speed limit of 45 miles per hour along most of its length. Physical conditions along Cypress Street vary significantly. West of the Memorial Expressway/ Highway 60 overpass, commercial buildings line the street, but are somewhat secluded. The proposed widening of this overpass will result in a more expansive under-bridge condition at this point. West of here, the Cypress Street right of way narrows down to twenty-five feet and has more rural characteristics. At its western end, the street terminates at the entrance to the Bay West corporate complex and the entrance to Cypress Point Park and a portion of the Upper Tampa Bay shoreline. The only major open space feature in the Westshore District, Cypress Point Park is an isolated asset. The park and this end of Cypress Street will soon be connected by a new trail system that will link the District to waterfront at the park and along the Courtney Campbell Causeway to Clearwater. Once these and trail segments in are realized, pedestrians, joggers and bicyclists will be able to traverse the breadth of Pinellas and northern Hillsborough Counties.

East of the Memorial overpass, the Cypress Street right of way widens to eighty-feet. Five-foot wide sidewalks extend along both sides of the street from this point – providing the only discernible public realm accommodations for pedestrians. As it continues east, Cypress Street intersects with three other thoroughfares in the project focus area. At Westshore Boulevard, physical conditions are defined by a series of commercial office and hotel buildings. Although these structures house a significant portion of the District's workforce and hotel guests, at present they only generate



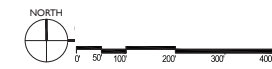
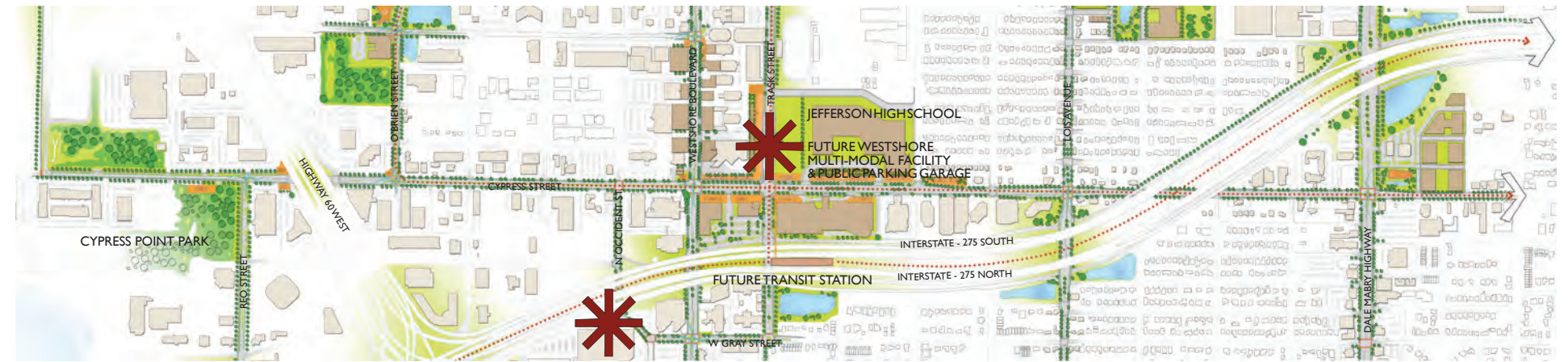
Context Zones and Distance Analysis



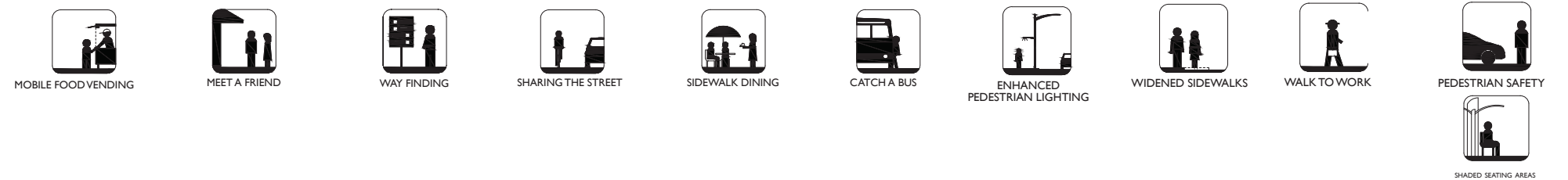
a small amount of pedestrian activity on both streets. This condition could change dramatically if the proposed Multi-Modal Transportation terminal is constructed in the vicinity of this intersection and if the existing commercial office complex facing Westshore Boulevard is rebuilt. If so, this portion of Cypress Street has the potential of becoming a central area for the District. Jefferson High school and a number of other commercial uses further define this portion of Cypress Street. Further east, Cypress intersects with Lois Avenue, a major north-south thoroughfare within the Westshore web. At this location, the physical context of the street varies significantly from one side of the street to the other. On the north, conditions reflect the eroded edge of the Carver City neighborhood. On the south the street is defined by a multi-building corporate office complex—creating a dramatic contrast in the context of the street.

At the eastern end of the project focus area, Cypress Street crosses under Interstate-275 and intersects with Dale Mabry Highway and continues into the core of the City of Tampa. Conditions at this location are defined by a broad intersection with low-density vehicular-oriented uses at each corner. However, this part of Cypress Street has the potential of generate a considerable pedestrian activity if the proposed office complex planned for a nearby block is realized.

Although the Master Plan proposes a range of enhancements that respond to the varied conditions along Cypress Street, they are envisioned as a series of public realm inflections at 1/8th and 1/4 mile distances. At its western end, the Plan envisions public realm enhancements at Cypress Point Park and the U Path trail as a greenways corridor with small public plazas at strategic locations. At the Memorial Highway underpass, the Plan envisions portal-like conditions that carry a consistent public realm theme from one side to the other.



Cypress Street Master Plan Vision



Envisioned Activities Public Realm Conditions



Existing Conditions Along Cypress Street-Looking West

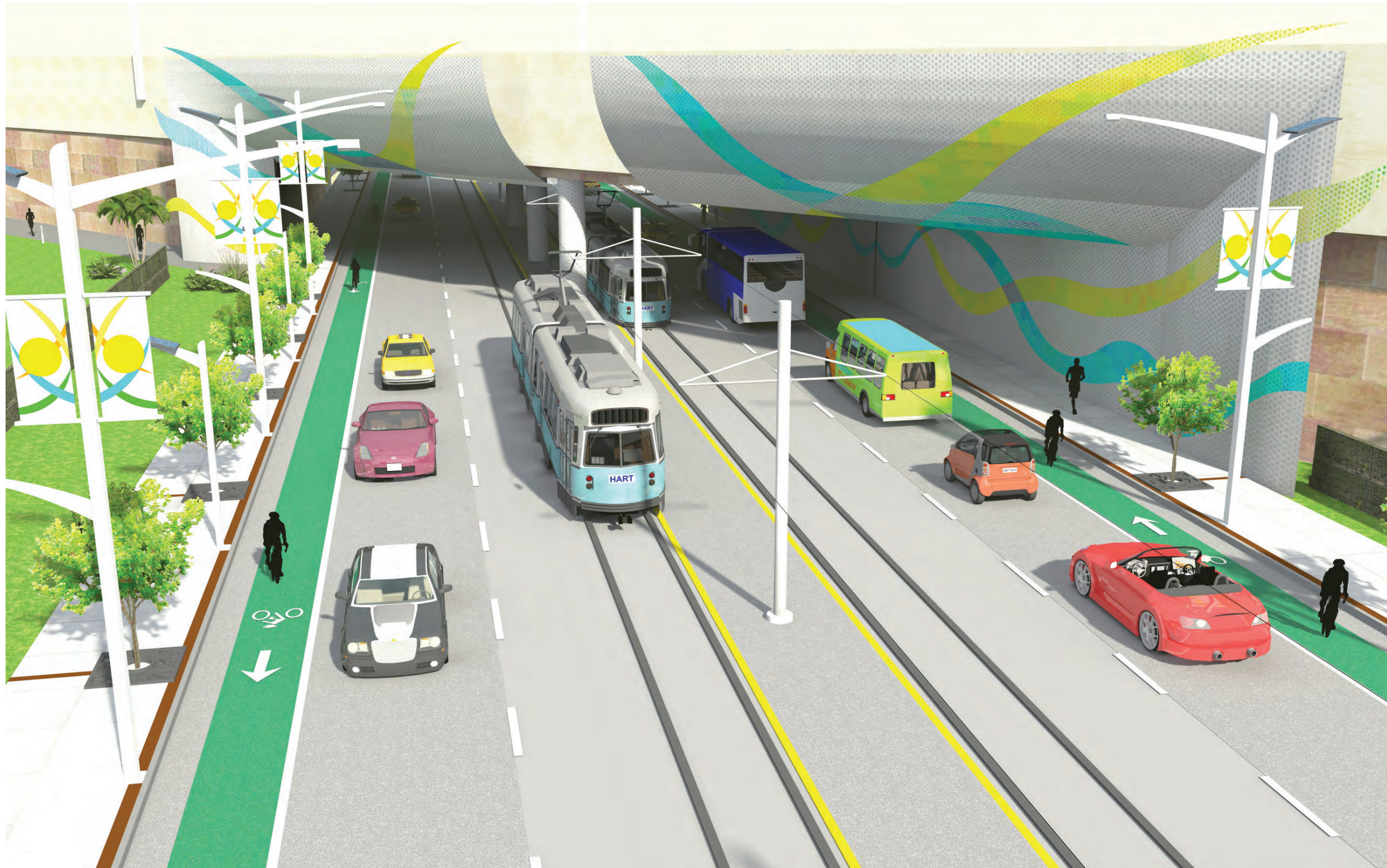
Further east near the Westshore Boulevard intersection, Cypress Street is envisioned as a potential pedestrian and transit corridor marked by new linear open spaces on both sides of the street from the intersection with Westshore Boulevard past Jefferson High School. These conditions anticipate the possible siting of a multi-modal transit center at this location. When realized, several modes of transportation could converge at this facility – including buses, the fixed guideway transit, a Westshore Circulator, an automated people mover system that connects with Tampa International Airport, an aerial pedestrian connection to a transit facility in the Interstate median, bike trails and a number of pedestrian routes. This facility would have a far reaching influence on public realm conditions on Cypress Street, Westshore Boulevard and Trask Street. This area could immediately be transformed into a “Westshore Central” location that realizes a significant increase in pedestrian activity. In addition to new public spaces in this area, the Master Plan envisions the inclusion of pedestrian amenities and streetscape features such as shade structures, seating areas, fountains, landscaping, pedestrian lighting, and wayfinding features, as well as roadway and intersection enhancements. As a public realm investment intended to complement future development projected for this area, these elements have the potential to create a vibrant new mixed-use activity center that establishes a noticeable sense of place in the District.



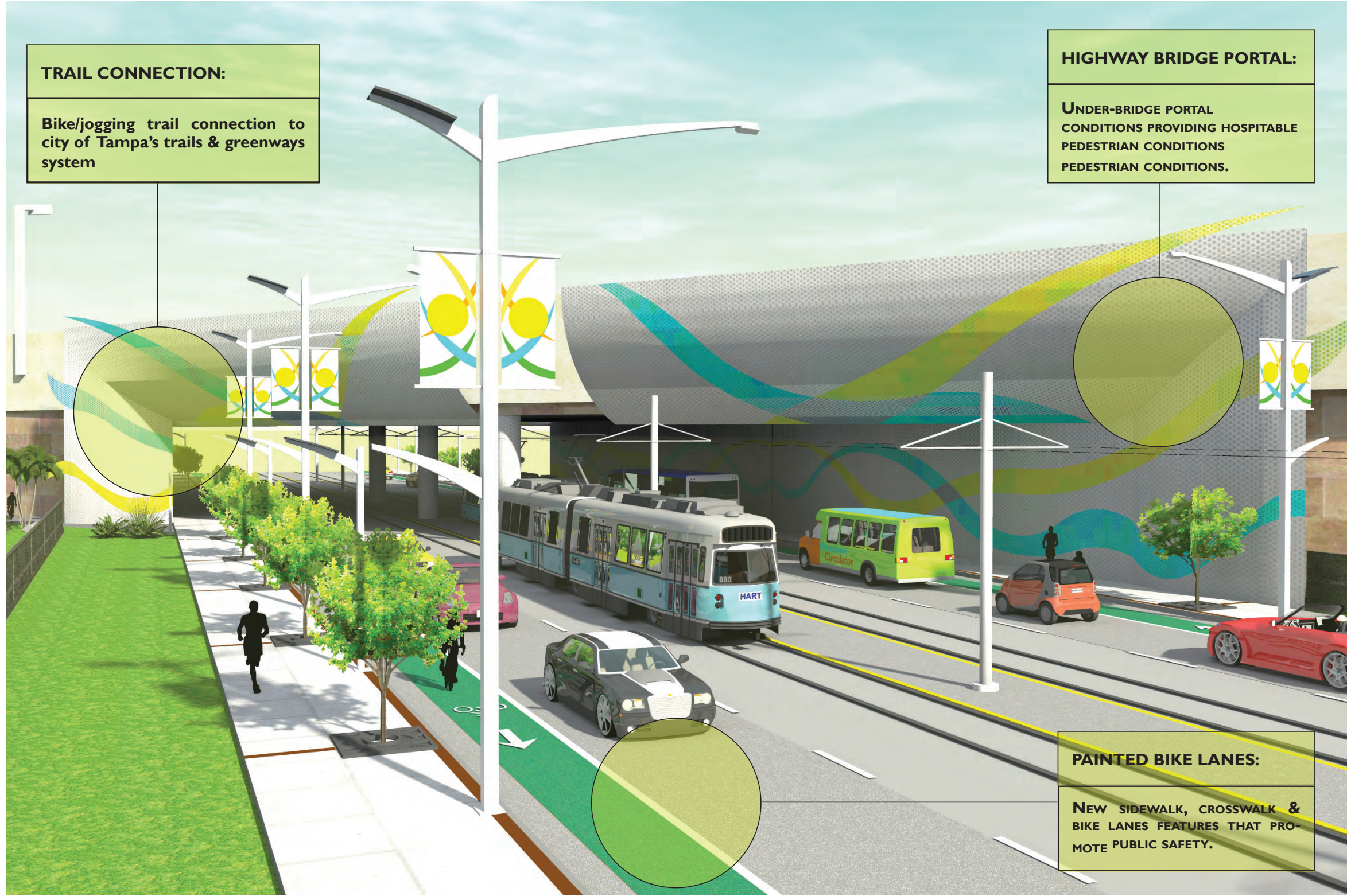
Envisioned TIA and Multimodal Connections along Cypress Street-Looking East



Envisioned TIA and Multimodal Connections along Cypress Street-Westshore Boulevard Intersection



Envisioned Conditions at Cypress Street and I275 Overpass



TRAIL CONNECTION:

Bike/jogging trail connection to city of Tampa's trails & greenways system

HIGHWAY BRIDGE PORTAL:

UNDER-BRIDGE PORTAL CONDITIONS PROVIDING HOSPITABLE PEDESTRIAN CONDITIONS
PEDESTRIAN CONDITIONS
PEDESTRIAN CONDITIONS.

PAINTED BIKE LANES:

NEW SIDEWALK, CROSSWALK & BIKE LANES FEATURES THAT PROMOTE PUBLIC SAFETY.

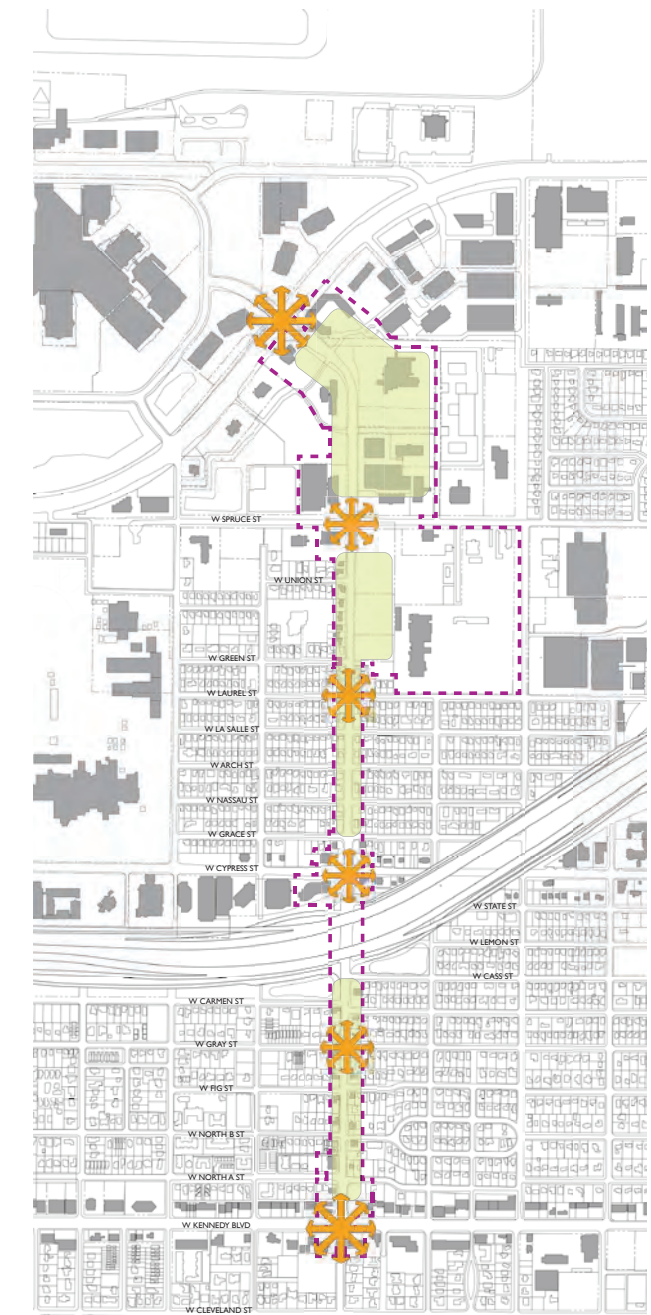
Envisioned Conditions at Cypress Street and I275 Overpass

6.2.6 LOIS AVENUE

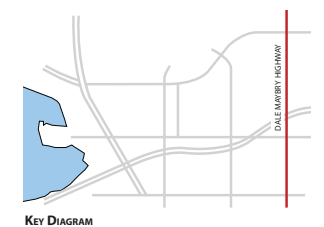
Within the Plan focus area, Lois Avenue is a one and a half mile long, four-lane north-south arterial. It extends from Kennedy Boulevard at its southern end to Boy Scout Boulevard at its northern end. This street is bisected by Interstate-275 just south of Cypress Street and functions as alternative route for motorists heading north to International Plaza and Tampa International Airport. Lois Avenue is primarily a neighborhood collector with the Carver City, Lincoln Gardens and other multi-family residential neighborhoods north of the Interstate and the Westshore Palms and North Bon Air neighborhoods to the south. The Interstate creates a 700 feet wide disruption in the residential continuity of the street.

Lois Avenue has posted speed limits of 35 and 40 miles per hours. The only pedestrian realm features along the street are its sidewalks, which extend the entire length on both sides. To the south, neighborhood conditions along Lois Avenue are stable with mostly residential side yard conditions adjacent to the right of way. North of the Interstate, neighborhood conditions are also stable with some houses fronting directly on to the street. In addition to this, the physical context of Lois Avenue changes dramatically between Spruce Street and up to Boy Scout Boulevard. Here, new multifamily housing projects built in recent years are defining an emerging high density residential district that is sure to generate an increasing amount of pedestrian activity in the immediate area. With over 1,700 new units projected for this area and the associated increased resident population base, this north Lois sub-area will face a significant deficit in public space and pedestrian accommodations.

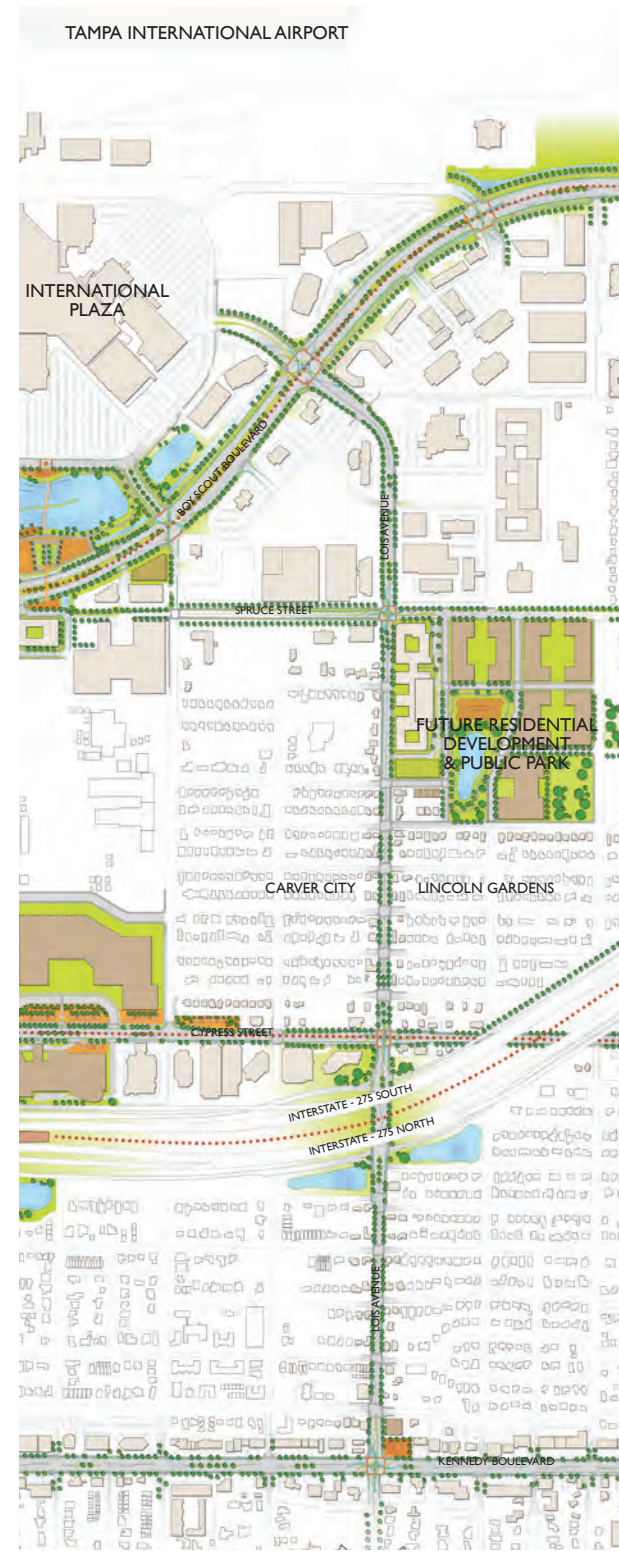
Recognizing these circumstances, the Master Plan proposes a series of modest scale public realm features along the length of Lois Avenue. To enhance this street in its residential context, the Plan envisions wider sidewalks, painted bike lanes, pedestrian lighting, intersection improvements, landscaped



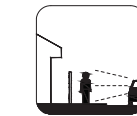
Context Zones and Distance Analysis



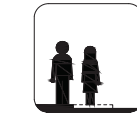
medians, “living wall” privacy screens and combined shade and bus shelters. In addition to these, the Plan envisions traffic calming measures that include narrower traffic lanes and lowered speed limits. Integrating these features along Lois Avenue will enhance the character of the adjacent neighborhoods and improve pedestrian safety and intra-neighborhood access.



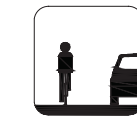
Lois Street Master Plan Vision



LIVING WALL PRIVACY/
SCREEN NOISE BUFFER



WIDENED SIDEWALKS



SHARING THE STREET



CATCH A BUS



PEDESTRIAN SAFETY



WALK TO WORK



WAY FINDING



LOWERED SPEED LIMIT/
TRAFFIC CALMING

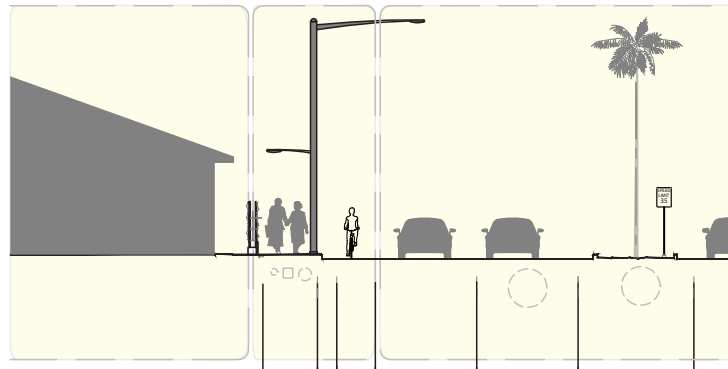
Envisioned
Activities
Public Realm
Conditions



Existing Conditions Along Lois Avenue-Looking North



Existing Conditions Along Lois Avenue-Looking North



Proposed Typical Conditions at Street Cross Section



Existing Condition on Lois Avenue



Proposed Conditions at Lois Avenue Intersection



Envisioned Public Real Conditions at Typical Lois Avenue Intersection



Existing Public Real Conditions at Lois Avenue/I-275 Bridge Overpass



Existing Public Real Conditions at Lois Avenue/I-275 Bridge Overpass



Envisioned Public Real Conditions at Lois Avenue/I-275 Bridge Overpass

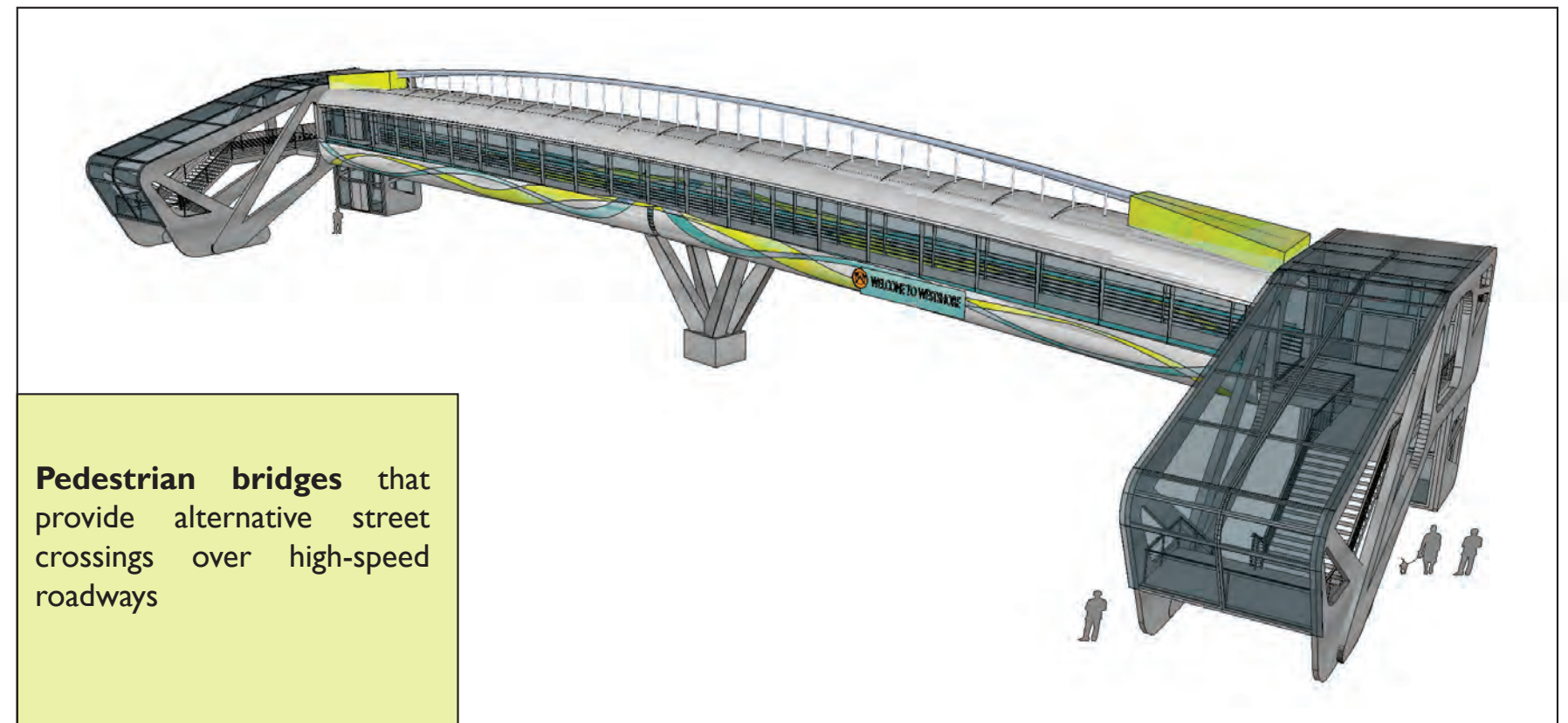


Envisioned Public Real Conditions at Lois Avenue/I-275 Bridge Overpass

6.3 PUBLIC REALM FEATURES AND CONDITIONS FOR CREATING WALKABLE THOROUGHFARES: Micro Scale

The six thoroughfares within the Westshore District project focus area include over nine and a half miles of commercial and neighborhood corridors. These thoroughfares exhibit a wide range of physical characteristics and localized context zones that have largely evolved in a suburban manner. The rights of way and public realm condition throughout the area are primarily oriented to facilitating vehicular mobility. Aside from an integrated sidewalk system and some intersection crosswalk enhancements, there are no other pedestrian realm accommodations along the six project area thoroughfares.

The Master Plan recognizes the dynamic changes on the horizon for the Westshore District and envisions the need for calibrating public realm conditions to complement future development trends, growth in the local workforce and resident population, and the need for a broader range of mobility options. To accomplish this, the Plan envisions a range of integrated public realm features and pedestrian amenities that will hasten the transformation of the area into a walkable, pedestrian environment.



Pedestrian bridges that provide alternative street crossings over high-speed roadways

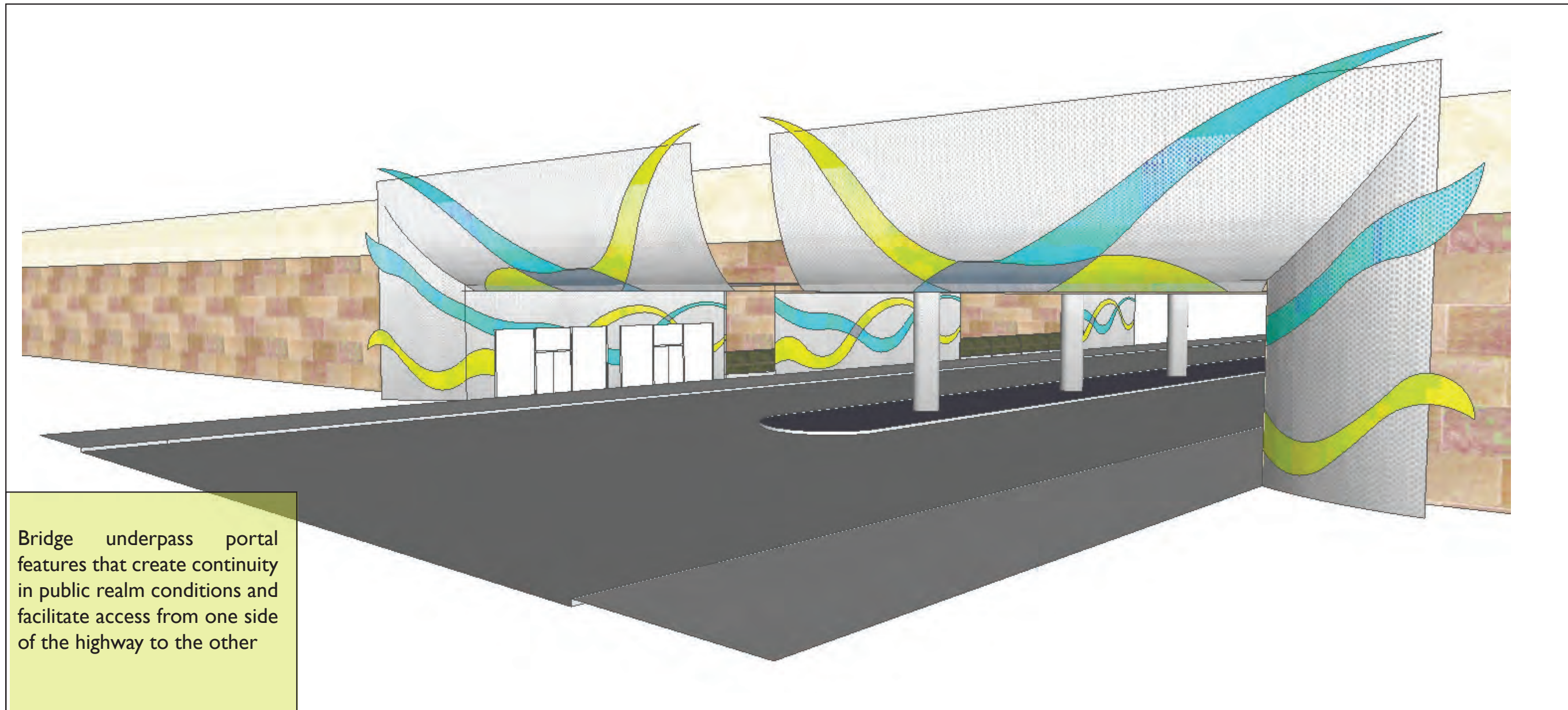


Existing Pedestrian Comfort Level-With Vehicular Traffic Present

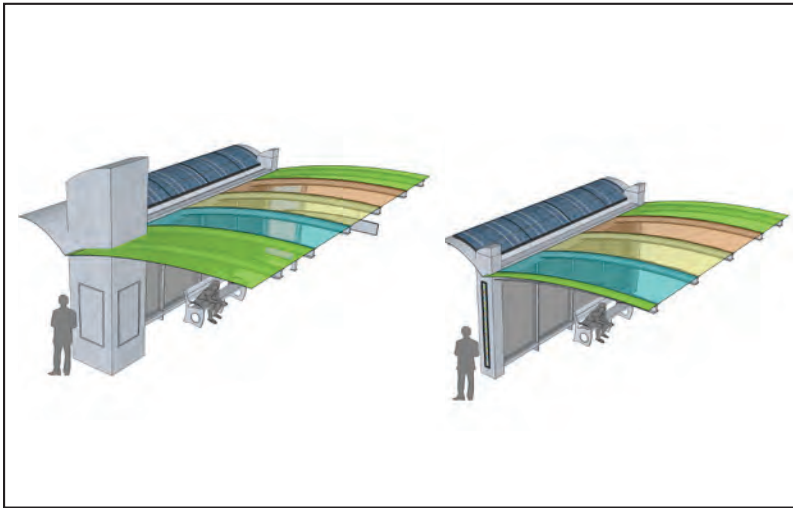
Existing Pedestrian Comfort Level-With No Vehicular Traffic Present

Pedestrian Comfort Level With Proposed "Complete Street" Design

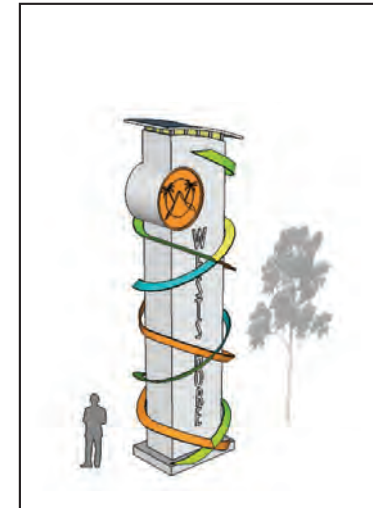
All of these elements are intended to create the “connective tissue” that stitches together the Westshore District’s public realm with commercial, major destinations and residential neighborhoods. The incremental, context sensitive approach proposed by the Plan will ensure that public realm enhancements can be integrated in a coordinated manner as the District continues to grow and evolve.



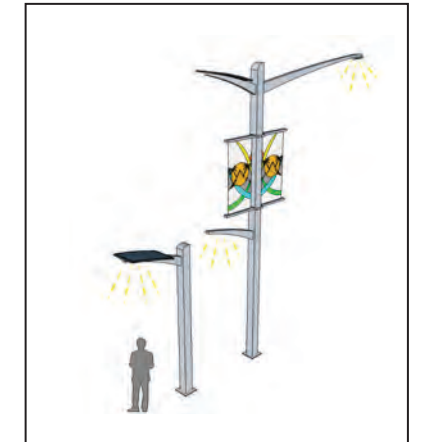
Micro-Scale Pedestrian Amenities and Streetscape Features



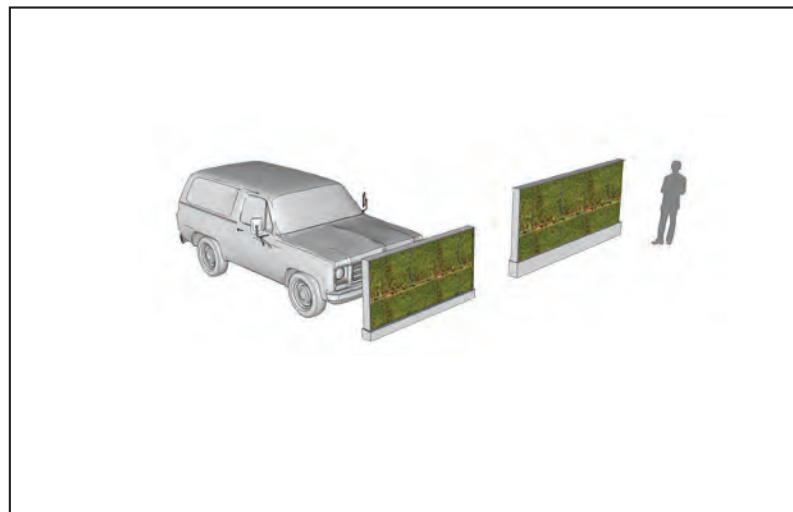
Bus shelters that double as pedestrian shade structures at public space locations, some with integrated interactive public information kiosks



Gateway markers located at key intersections leading into the District and visual elements creating a new identity and image



Coordinated pedestrian and street light standards that provide adequate illumination levels for both streets and sidewalks, and maintain a consistent aesthetic in the area's vertical infrastructure



Living Wall Parking Screen that provides a barrier for the pedestrian to walk against and not visibly see the vehicles while also adding scent and color to the walk



Way Finding that provides pedestrians with a branded signage to navigate the surroundings



Street furnishings that provide pedestrian scale amenities throughout the District

Micro-Scale Pedestrian Amenities and Streetscape Features



Streetscape plantings and Wider sidewalks of at least 10 feet in width with decorative paving accents that include sidewalk shade trees and planters (bio-swales) and planted medians



(On-street) Painted bicycle lanes that enhance safety and bicycle stations for commuters and leisure riders

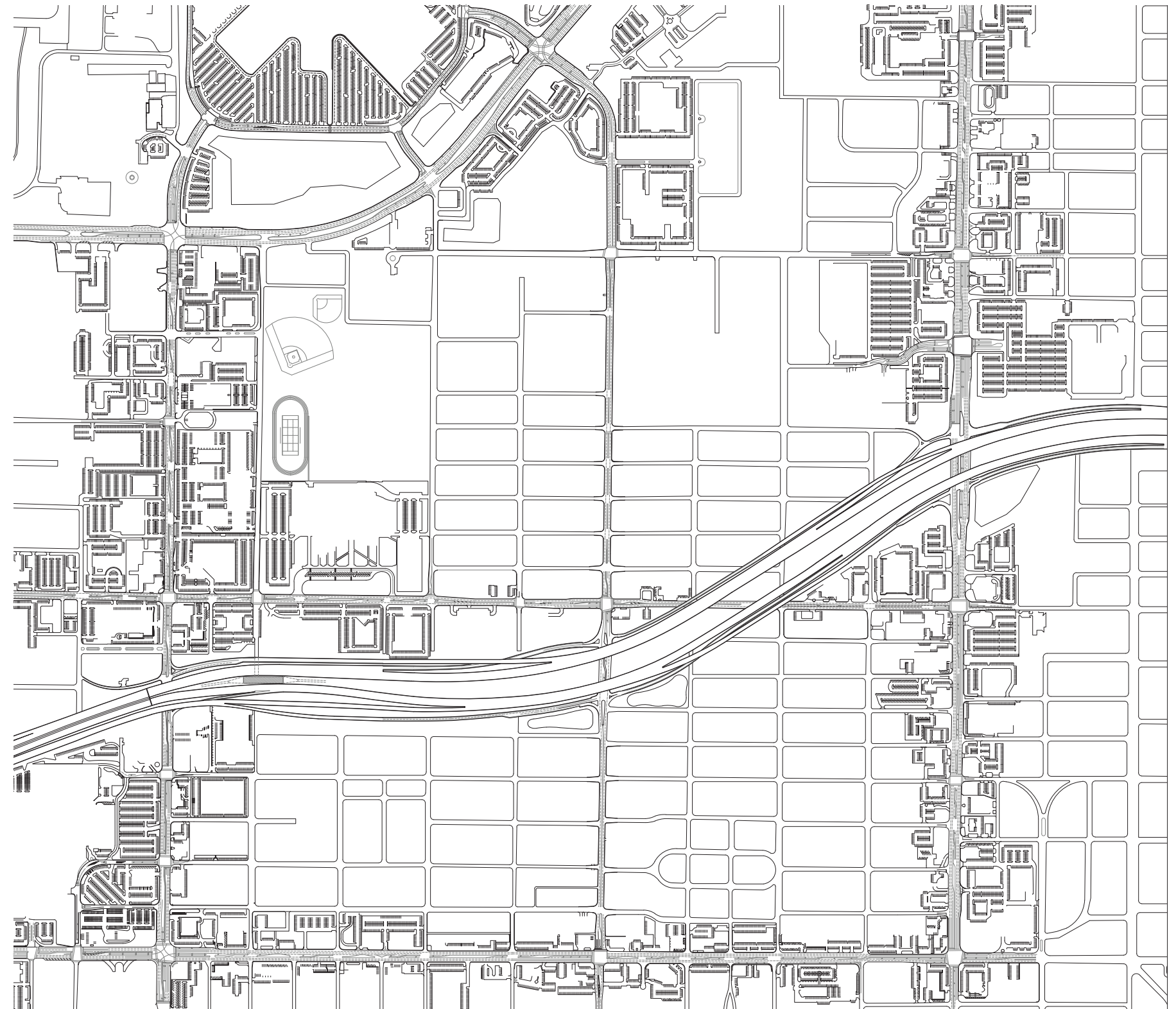


Small public spaces at strategic (1/8 and 1/4 – mile) locations to create the perception of walkable distances and large public spaces that create activity nodes and a sense of place

6.4 FRONTAGE PARKING LOT ENHANCEMENTS

Although the Westshore District is beginning to reflect more urban-like conditions, it still exhibits many of the suburban characteristics it has evolved with over the last four decades. As such, many of its thoroughfares still function primarily as vehicular oriented arterials with a priority on vehicular mobility and access to local businesses. This has resulted in the proliferation of large and small surface parking lots that front various types of businesses throughout the District. On streets like Westshore Boulevard, Kennedy Boulevard and parts of Dale Mabry Highway these frontage parking lots are directly adjacent to the public right of way and sidewalk system. They often extend the full width of commercial parcels and in many instances are contiguous for several blocks. This situation isolates the pedestrian realm between asphalt parking lots and vehicular traffic lanes – further discouraging pedestrian activity along the street and perpetuating visually unattractive conditions.

The Westshore Overlay District Guidelines, which require new buildings to be constructed within ten to twenty feet of the property line will help mitigate this situation as the area continues to evolve over a longer period of time. However, in the interim area thoroughfares are likely to evolve in an inconsistent manner as a number of these frontage parking lots remain intact. With buildings situated behind these frontage parking lots, these areas become an extension of the public realm or a type of secondary public realm. When considered in this manner, these parking areas should provide direct pedestrian access from the sidewalk system to building entrances and be enhanced with features that help mask the unsightly visual influence of contiguous parking lots along the street.

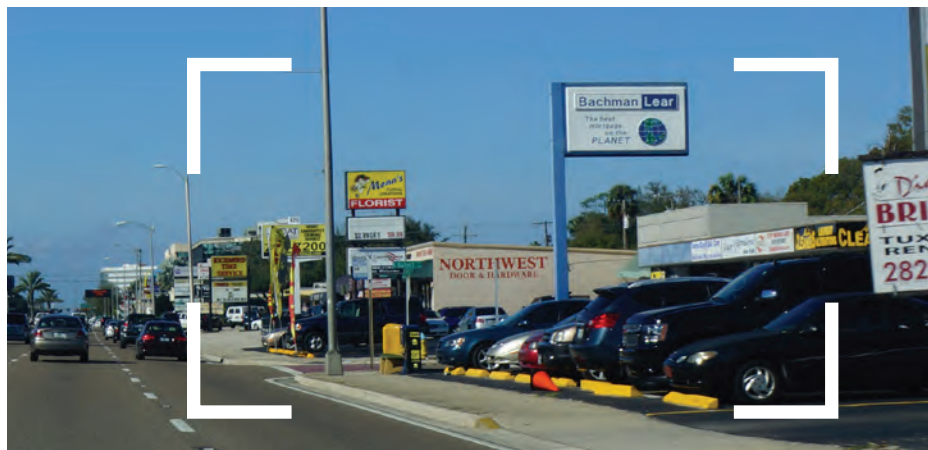


Proliferation of Frontage Parking Lots Along Westshore Boulevard/Kennedy Boulevard/Dale Mabry Highway

As an interim or long-term strategy, the Master Plan proposes the use of a series of “living wall” segments to mitigate the visual impact of these parking lots and enhance the aesthetics of the area’s public realm. These features would be constructed in four feet high by ten feet long frame sections with self-contained planters for climbing plants that provide full coverage over time. These constructed hedge screens would be installed intermittently at the edge of frontage parking lots and would complement other public realm enhancements along the street

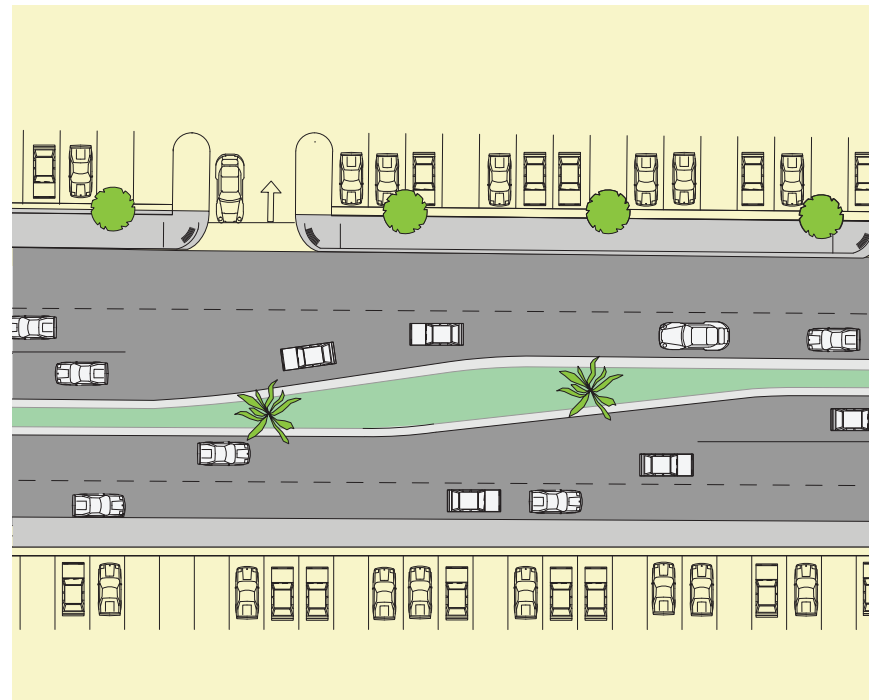


Frontage Parking Along Westshore Boulevard



Frontage Parking Along Kennedy Boulevard

Short and Long Term Strategy for Transforming Frontage Parking Lots



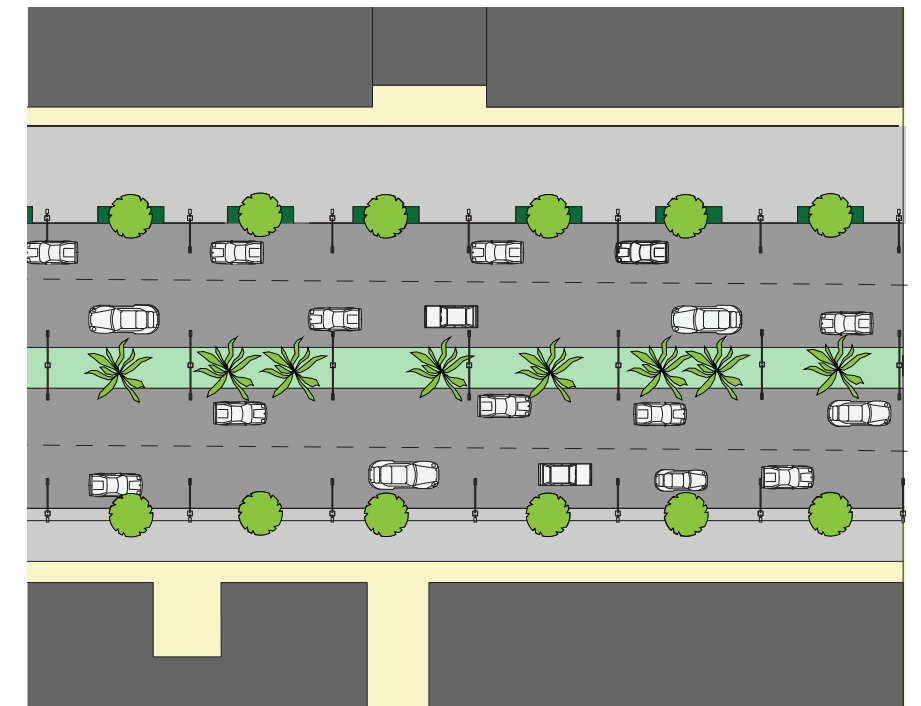
Existing Conditions:



Phase II: Temporary Liner Buildings



Phase I: Street Trees and “Living Wall” Parking Lot Screens



Phase III: Permanent Buildings and Structured Parking



7.0 IMPLEMENTATION AND PHASING

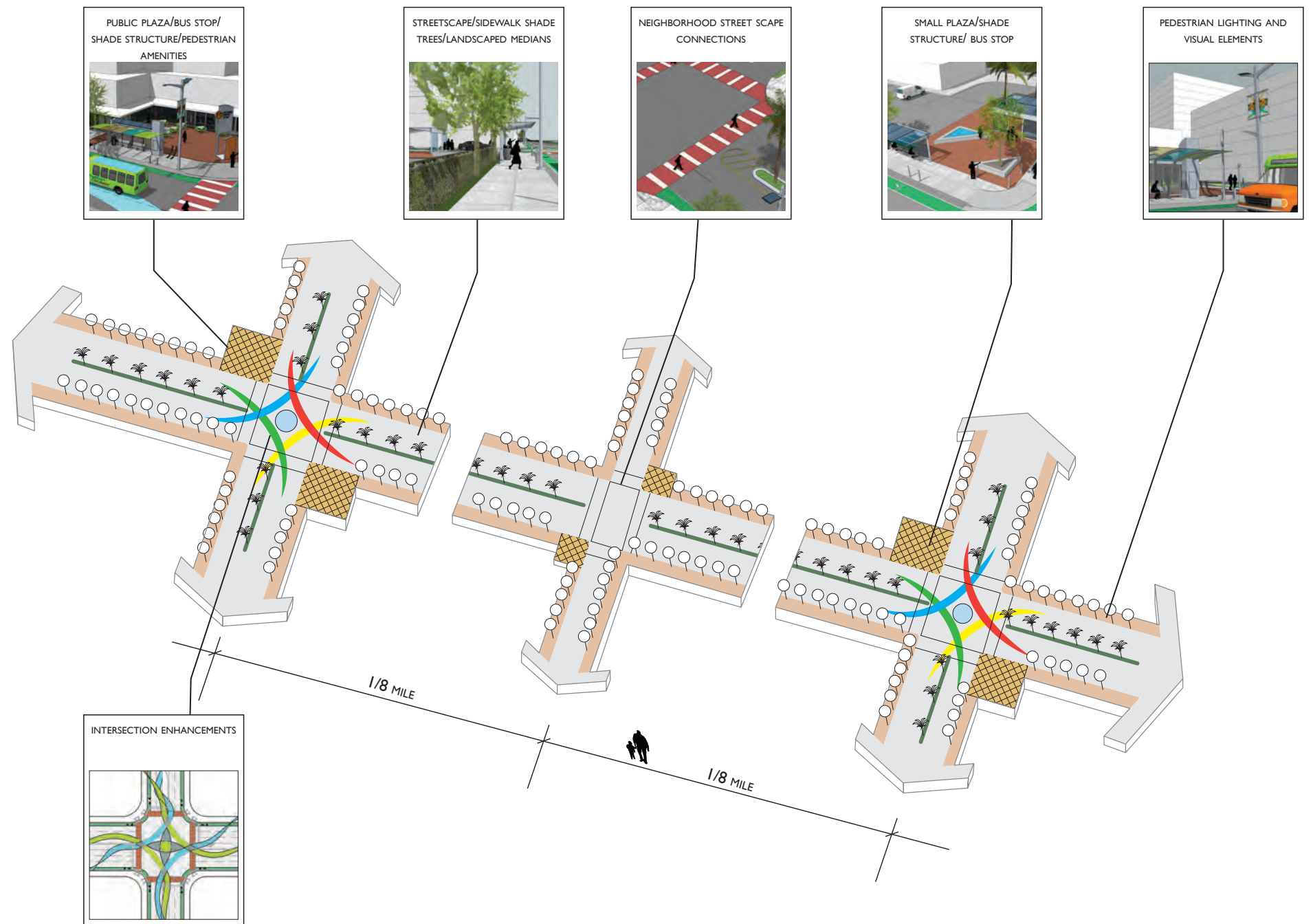
7.0 IMPLEMENTATION AND PHASING RECOMMENDATIONS

NEXT STEPS

The master planning process for this effort anticipates a number of major steps that are necessary for realizing a transformed public realm in the Westshore District. These next steps should include a number of forward actions that will initiate a strategic, long-term implementation process. To begin this process, the Westshore Alliance will need to establish ongoing formal partnerships with a number of local public agencies and private-sector building and property owners. In addition to this, initiating an implementation process for this Master Plan should involve the following considerations, measures and actions:

PLAN ADOPTION

Given the initial levels of acceptance with the community, private-sector business and property owners, the City and the County, the Westshore Alliance should draft a timeframe for seeking a more official status for the Plan as a tool for creating more livable conditions and as an economic development tool. Adoption of the Plan by the city of Tampa should be considered as an initial strategic measure that is critical to the startup of the implementation process. In order to leverage the momentum the Plan has already garnered in the community, the timeframe for adopting the Plan should be within the next four to six months. This time frame should also coincide with a number of other strategic measures listed here and with improving market conditions.



Distribution of Public Realm Enhancements

MODIFICATIONS TO EXISTING REGULATIONS

The Master Plan identifies a number of public realm enhancements that may require modifications to the existing Westshore Overlay District Development Standards. A comprehensive review of all components of the Master Plan should be conducted to determine how it complies with the spirit and intent of these regulations. This review should also identify potential modifications that may be needed to these Standards in order to ensure that future public and private-sector decisions and actions in the Westshore District support the objectives of the Master Plan.

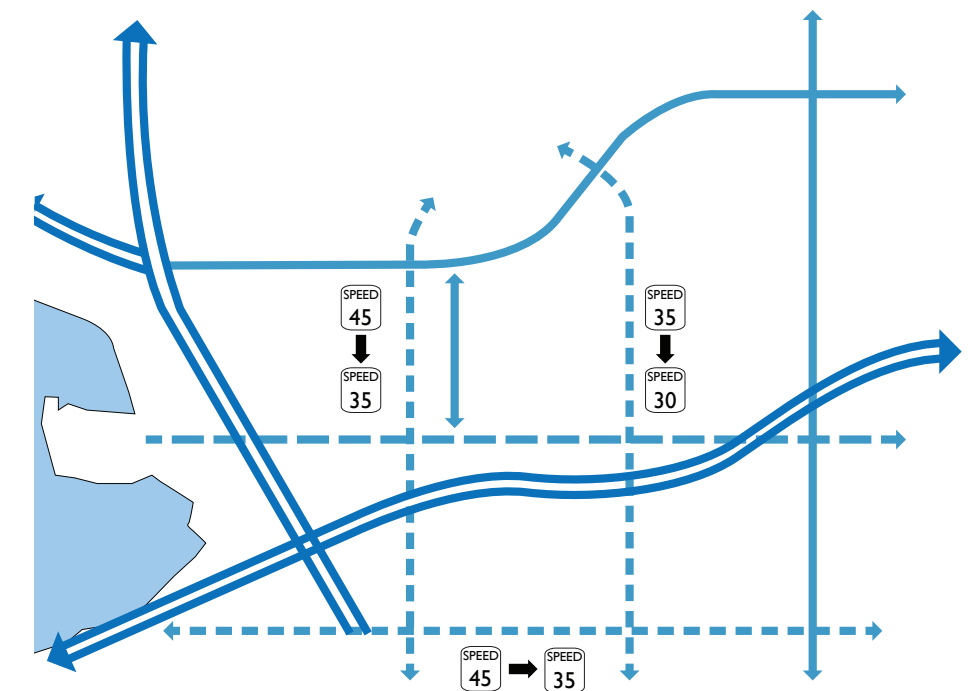
ADDITIONAL COORDINATION, DESIGN DEVELOPMENT AND ENGINEERING

Many of the envisioned conditions in this Master Plan will require additional and ongoing coordination, design development and engineering to determine both construction and financial feasibility. This effort will involve a number of

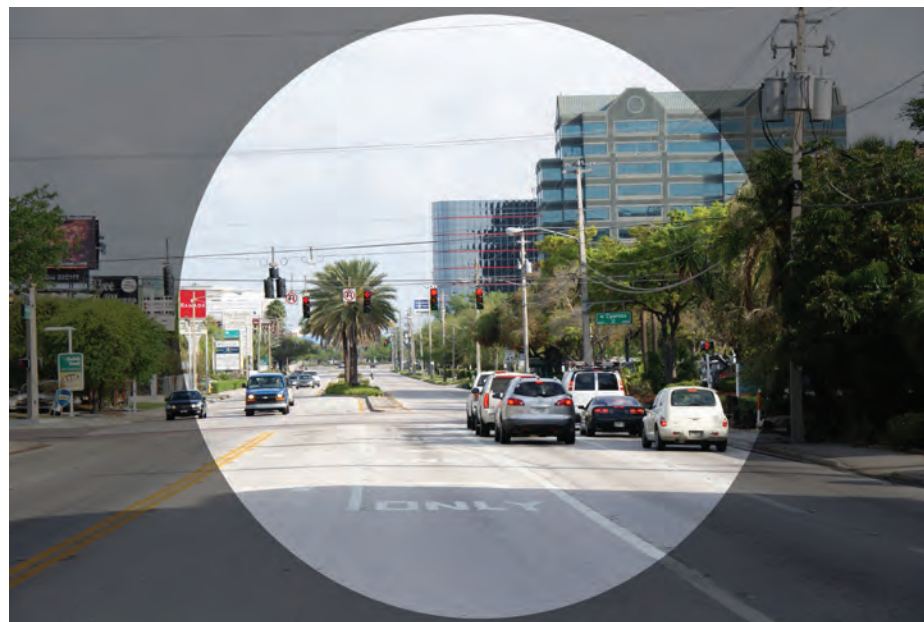
public-sector entities that have jurisdiction over different components of the public realm that would be affected during the implementation process. Specific features proposed in this plan, such as widened sidewalks, new open spaces, shade structures and pedestrian bridges will all require further design development and preliminary engineering. These measures will identify any modifications that are needed for various components of the Plan in order to determine their constructibility and associated cost parameters.

LOWERED SPEED LIMITS

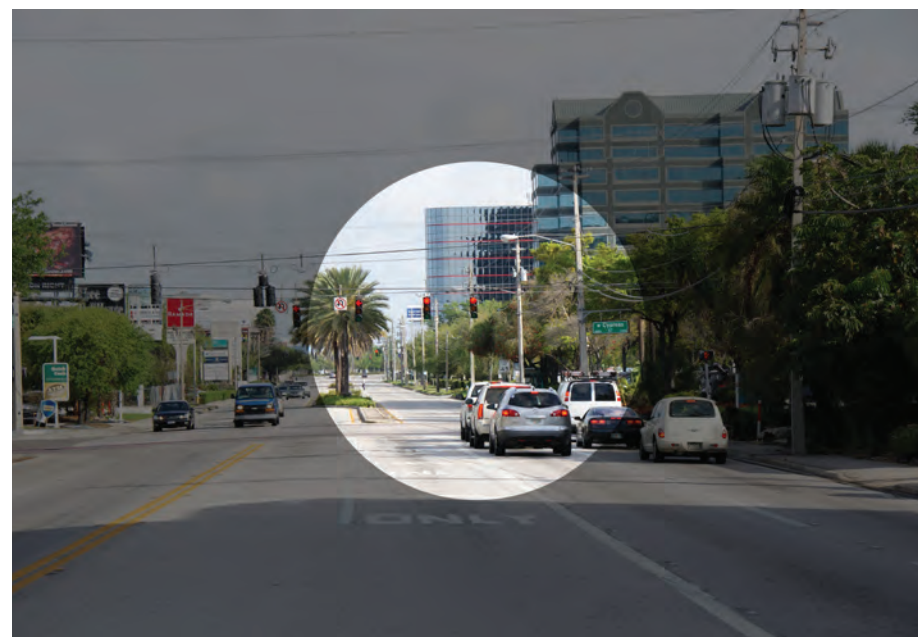
The plan identifies three of the six project area thoroughfares for consideration of lowered speed limits. Westshore Boulevard, Kennedy Boulevard, and Lois Avenue currently realize the most pedestrian activity. Along with other public realm enhancements and public safety measures would create conditions for greater street life and pedestrian realm activity.



Proposed Reduction in Speed Limits



Driver's Cone of Vision at 25 MPH



Driver's Cone of Vision at 35 MPH



Driver's Cone of Vision at 45 MPH

IDENTIFICATION OF FUNDING SOURCES

In order to realize the various features and conditions envisioned in this Master Plan, the Westshore Alliance will need to explore opportunities for establishing partnerships with a number of public and private-sector entities. These partnerships should be mutually beneficial and result in the implementation of various components of the Plan. Given the long-term horizon for realizing much of what is envisioned in the Master Plan, the Westshore Alliance should also seek to establish a dedicated funding source for ongoing implementation of Plan components. Seeking tax increment financing (TIF) designation appears to hold the most promise for securing a long-term source of revenue for plan implementation. Other opportunities for funding interim or periodic public realm improvements in the area include State and Federal grants.

IMPLEMENTATION TIMEFRAME

Given the size of the Westshore District and the extent of public realm enhancements envisioned in this Master Plan, implementation will occur over a long time frame – 15 to 20 years is not unlikely. This extended time frame suggests an incremental or phased approach for introducing many of the proposed public realm conditions on the different thoroughfares in the District. Although various components of the Plan can be initiated along any of these roadways at any given time, depending on future circumstances, Westshore Boulevard should be identified as a priority candidate for concentrating initial implementation efforts. The Westshore Alliance should treat Westshore Boulevard as a pilot project and establish a timeframe for realizing improved public realm conditions that directly relate to anticipated private and public-sector investments and the prospects for TIF funding

in the future. Boy Scout Boulevard is also a candidate for early implementation of improved conditions due to the planned Florida Department of Transportation resurfacing project and the volume of new construction activity occurring along and near to the corridor. In addition to this, a shorter timeframe for implementing some early features along all other thoroughfares should be established. This is intended to convey a sense of change on the horizon and generate momentum for follow-up implementation initiatives.



Typical Conditions - Parking Lots Fronting the Street, Absence of Pedestrian Activity, Vehicular Dominated Environment



Interim Improvements, Initial Streetscape and Public Realm Enhancements, Linking Destinations



The Cumulative Effects of Incremental Change: Street Transformation, Walkable Conditions and Vibrant Sidewalks

Phased Public Realm Enhancements Resulting in Walkable Urban Thoroughfare