

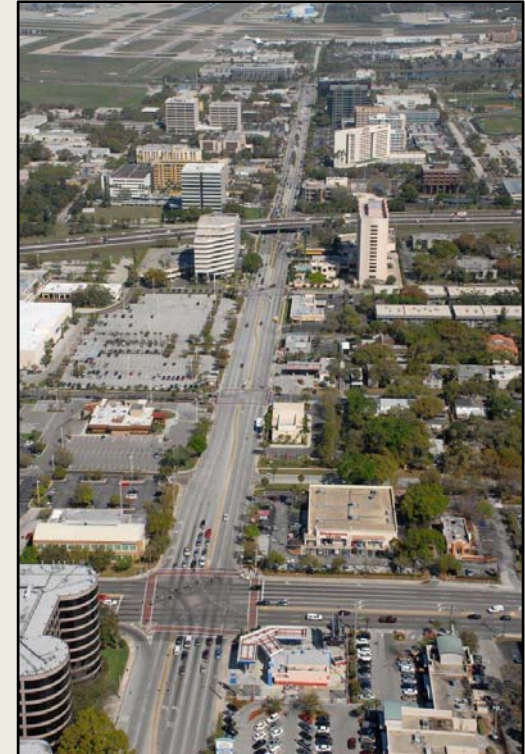
WESTSHORE BUSINESS DISTRICT PUBLIC REALM MASTER PLAN: A VISION FOR THE FUTURE

PROGRESS PRESENTATION #2: INITIAL URBAN DESIGN IDEAS AND STRATEGIES



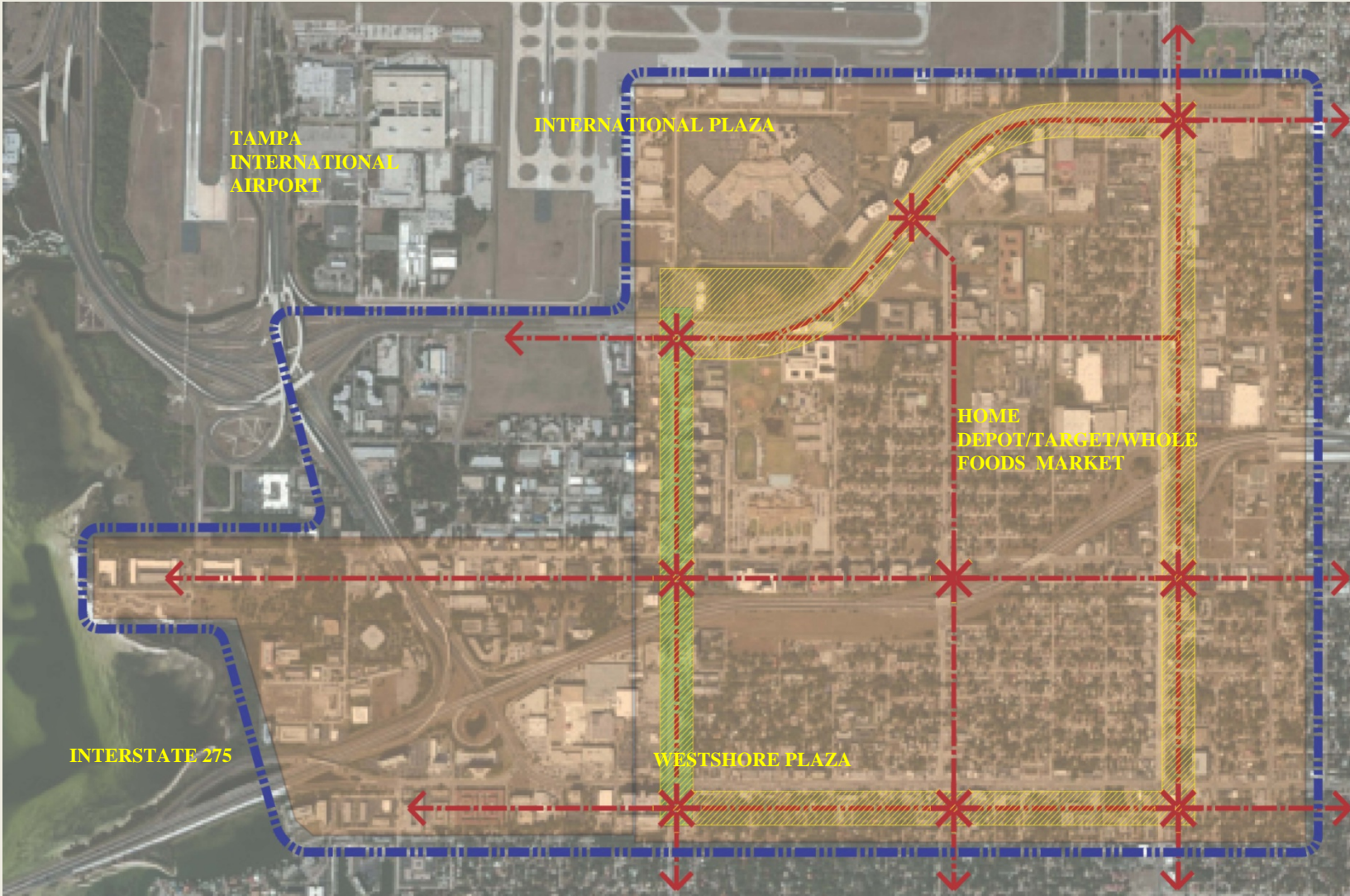
PROJECT OBJECTIVES:

- **SYNTHESIZE FINDINGS AND RECOMMENDATIONS FROM PREVIOUS STUDIES.**
- **FACILITATE DEVELOPMENT OF A FLEXIBLE AND FEASIBLE PHYSICAL URBAN DESIGN VISION FOR THE WESTSHORE BUSINESS DISTRICT'S PUBLIC REALM.**
- **IDENTIFY ENHANCEMENTS THAT WILL CONTRIBUTE TO THE AREA'S LONG-TERM VIABILITY AS A DIVERSE COMMERCIAL CENTER AND WESTERN GATEWAY FOR THE CITY.**
- **INTEGRATE A RANGE OF URBAN DESIGN STRATEGIES THAT WILL COMPLEMENT VARIOUS PROPOSED TRANSPORTATION, INFRASTRUCTURE AND DEVELOPMENT INITIATIVES.**
- **ADDRESS THE NEED FOR AN UPDATED, MORE COHESIVE VISUAL IMAGE AND IDENTITY FOR THE AREA.**
- **IDENTIFY OPPORTUNITIES THAT WILL STIMULATE GREATER ACTIVITY WITHIN THE PUBLIC REALM AND FACILITATE INCREASED ACCESS, CONNECTIVITY AND MOBILITY.**



WESTSHORE BLVD. - LOOKING NORTH

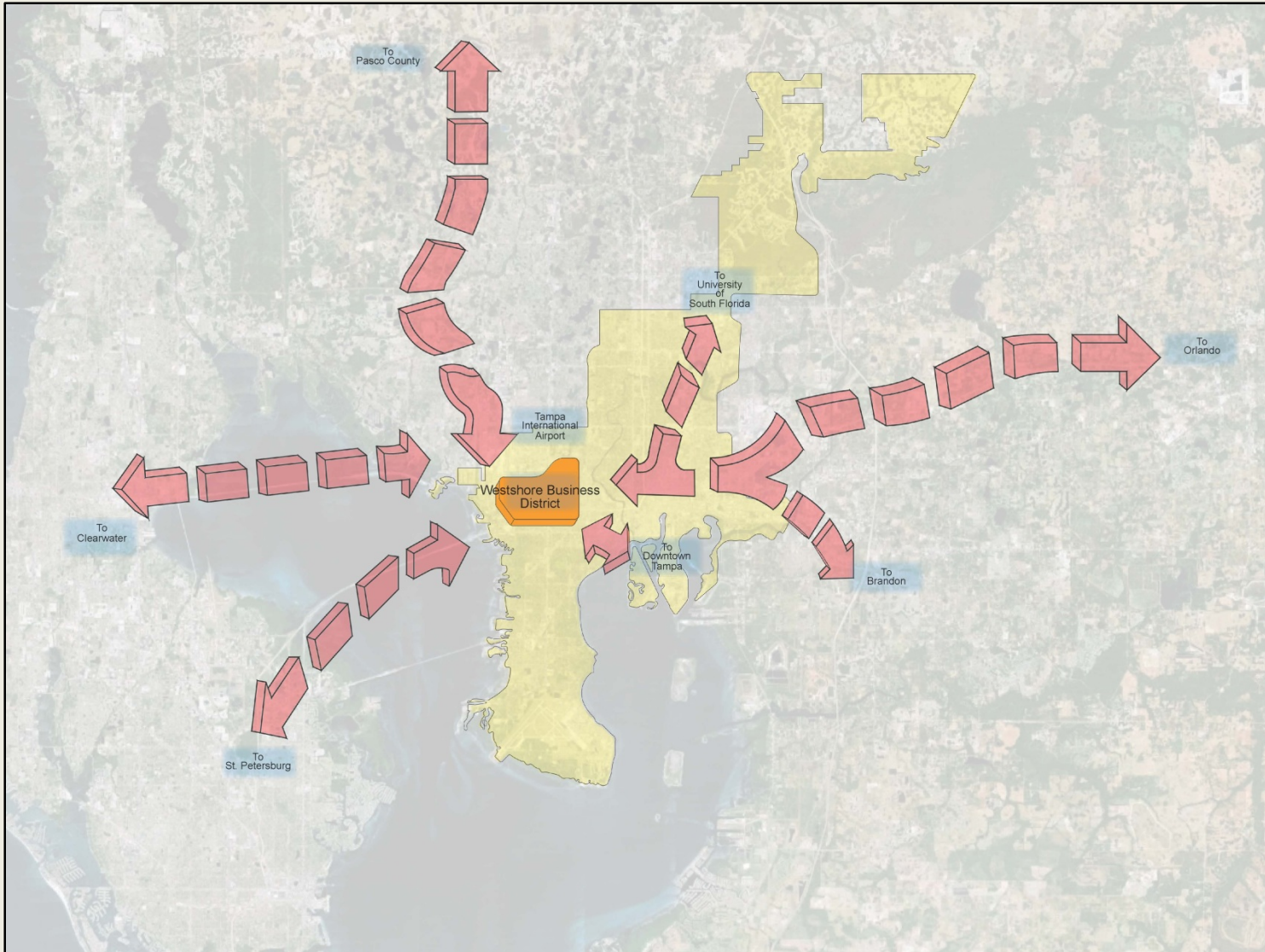
PROJECT AREA



WESTSHORE BUSINESS DISTRICT: MASTER PLAN FOCUS AREA

WESTSHORE BUSINESS DISTRICT IN THE TAMPA BAY REGIONAL CONTEXT

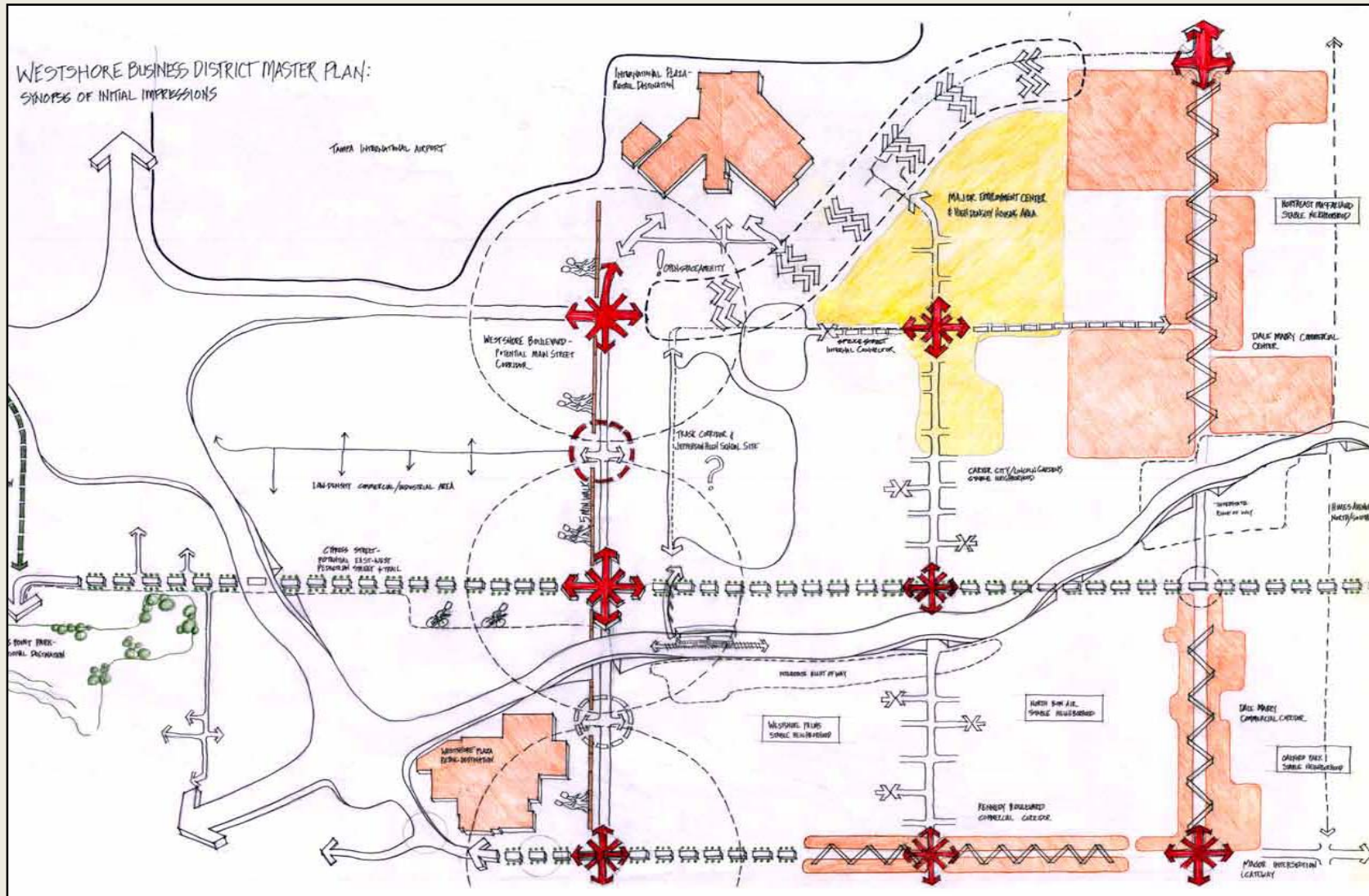
A Major Retail Destination, Entertainment District, Employment Center and Regional Business Hub



SMART GROWTH STRATEGIES FOR REALIZING GREAT STREETS, A SENSE OF PLACE AND ENHANCED ECONOMIC VITALITY

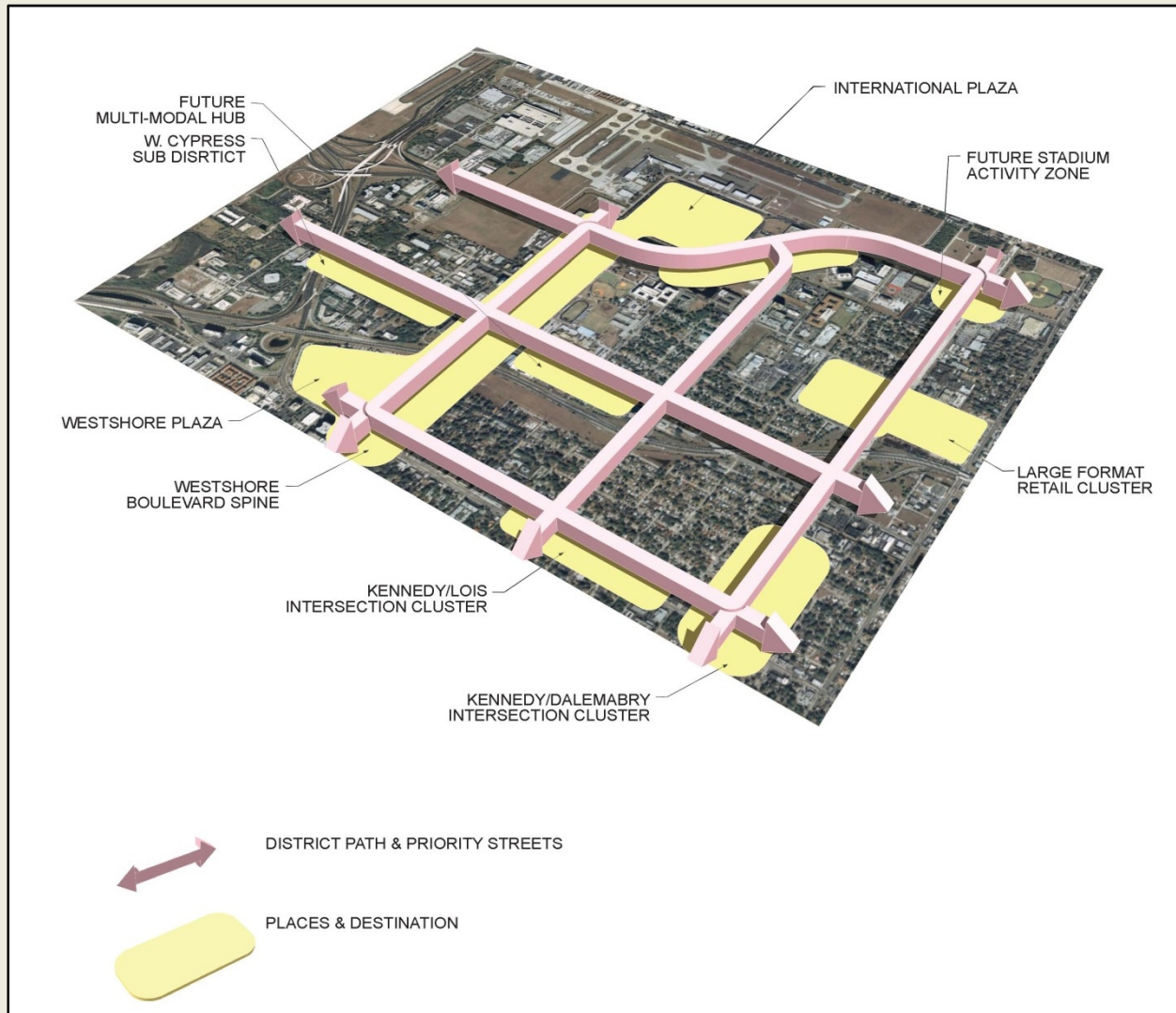
- **RE-PURPOSE URBAN CORRIDORS AS MULTI-USE ENVIRONMENTS AND “OUTDOOR ROOMS”.**
- **PROVIDE OPPORTUNITIES FOR MOBILITY DIVERSITY, INCLUDING VEHICULAR, TRANSIT, BIKING AND WALKING.**
- **IDENTIFY OPPORTUNITIES FOR: CREATING NEW OPEN SPACES; ENHANCING THE PUBLIC REALM ; AND ADDING PEDESTRIAN AMENITIES.**
- **REQUIRE NEW DEVELOPMENT TO ENGAGE THE STREET AND CONTRIBUTE TO SPATIAL PATTERNS THAT CREATE A SENSE OF PLACE.**
- **IDENTIFY ADDITIONAL FUNCTIONAL ROLES FOR VERTICAL INFRASTRUCTURE AND STREET FURNISHINGS THAT CONTRIBUTE TO A COHESIVE VISUAL IDENTITY.**
- **CONNECT GROUND-FLOOR BUILDING USES AND PRIMARY BUILDING ENTRANCES DIRECTLY TO THE PUBLIC REALM AND SIDEWALK SYSTEMS.**
- **INTEGRATE NATURAL AND SUSTAINABLE FEATURES, AS WELL AS NEW TECHNOLOGY INTO VARIOUS FEATURES AND CONDITIONS WITHIN THE PUBLIC REALM.**
- **PLAN FOR ENHANCED WALKABLE CONDITIONS, LOCAL DESTINATIONS AND CONVENIENT PEDESTRIAN ACCESS.**
- **FOSTER DAILY PEDESTRIAN ACTIVITY AND PUBLIC EVENTS WITHIN THE PUBLIC REALM.**

INITIAL IMPRESSIONS



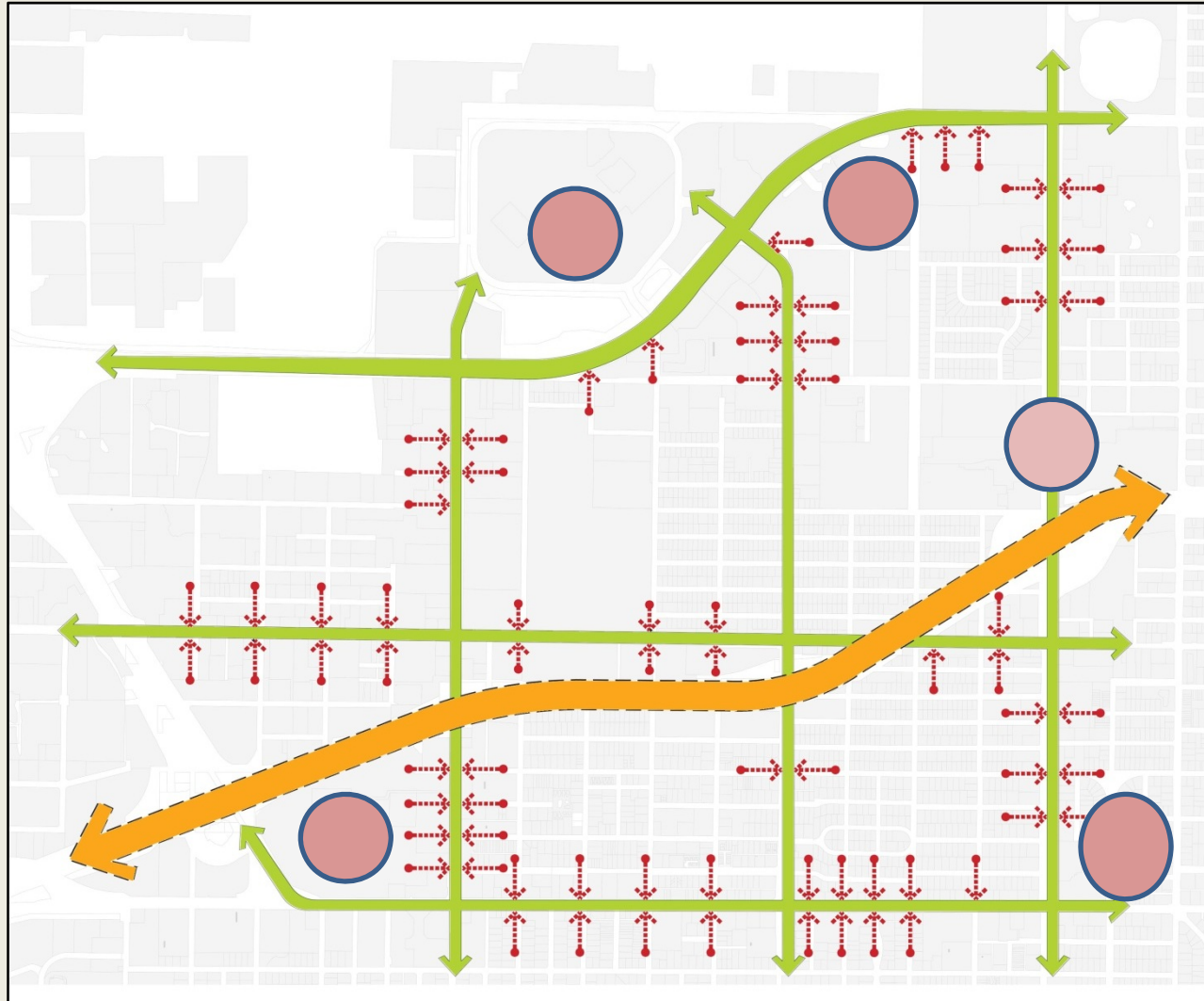
MACRO-SCALE URBAN DESIGN CONCEPT: “THE WESTSHORE LOOP”

A Discernible Physical Structure, Sense of Cohesiveness and Functional Order Defined by a Connected System of Paths and Places



MACRO-SCALE URBAN DESIGN CONCEPT: “REINFORCING CONNECTIONS BETWEEN PEOPLE AND DESTINATIONS”

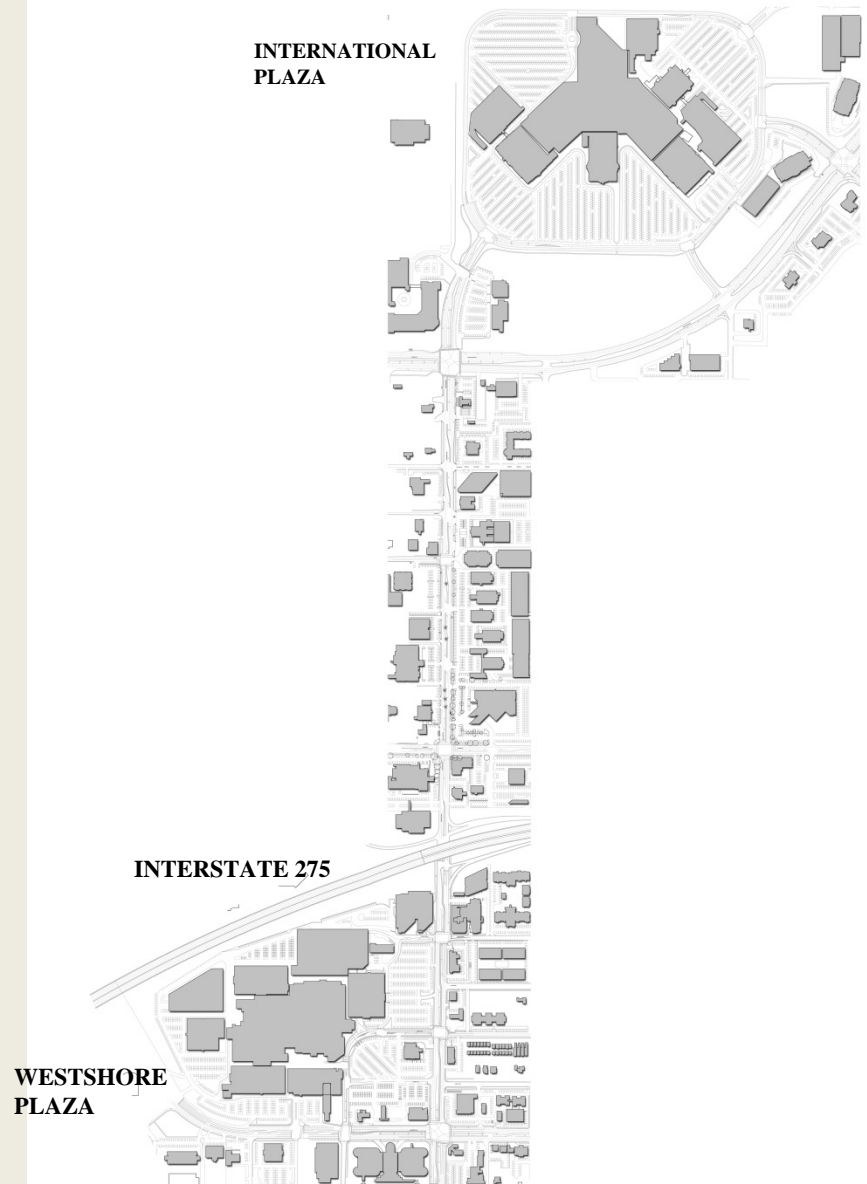
Maximizing Opportunities for Greater Access and Activity



FOCUS AREA 1: WESTSHORE BOULEVARD

ISSUES AND CHALLENGES

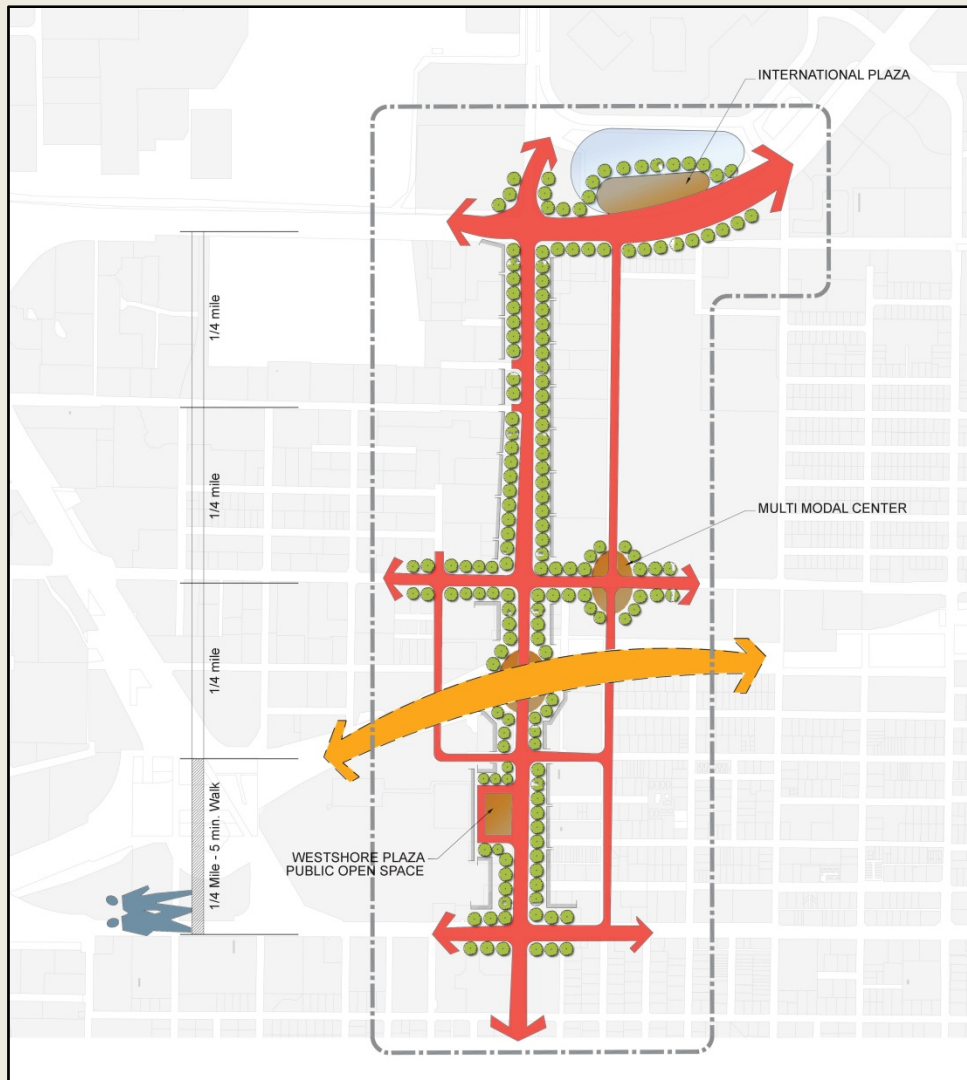
- **ABSENSE OF OPEN SPACE AND WALKABLE, SAFE CONDITIONS**
- **DISPERSED BUILDINGS AND OVERALL DEVELOPMENT PATTERN**
- **NEGLECTED PUBLIC REALM**
- **LITTLE RELATIONSHIP BETWEEN BUILDINGS AND THE STREET**
- **OVERALL DIVERSE SPATIAL PATTERNS THAT, FOR THE MOST PART ONLY ACCOMMODATES VEHICLES**



WESTSHORE BOULEVARD SPINE – EXISTING CONDITIONS

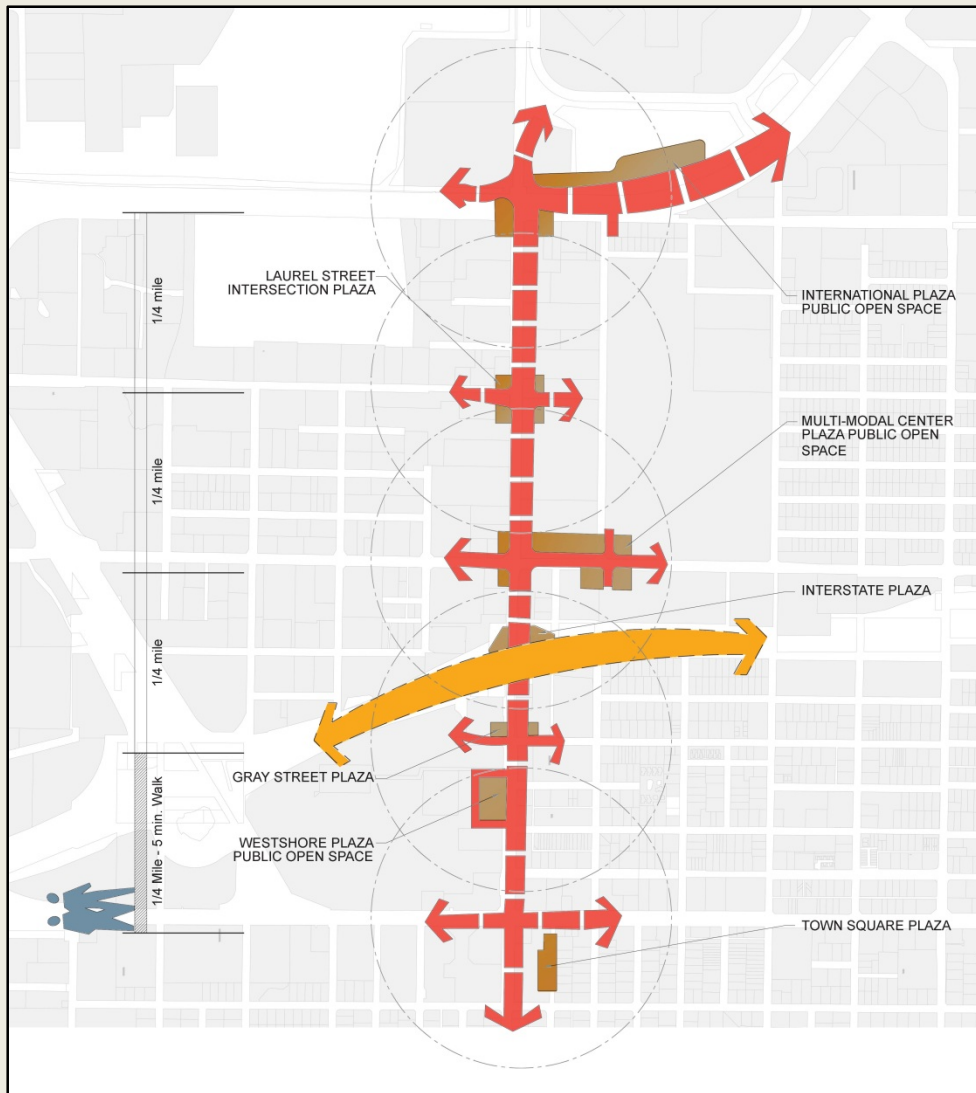
MID-SCALE URBAN DESIGN CONCEPT: “THE WESTSHORE BOULEVARD SPINE”

Transforming the Commercial Corridor Into a Main Street Promenade



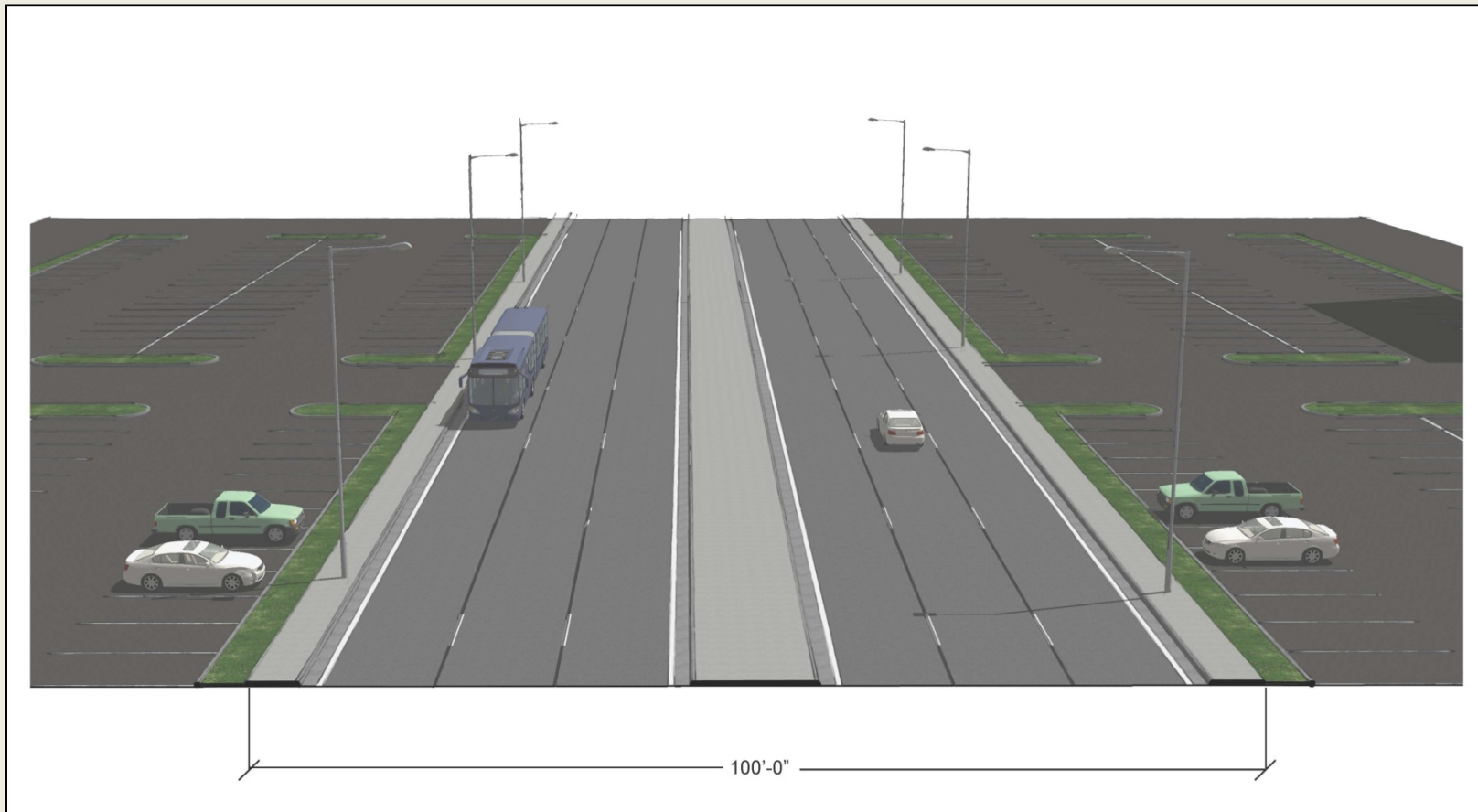
MID-SCALE URBAN DESIGN CONCEPT: “STRATEGIC OPEN SPACE PLACEMENT – CREATING ACTIVE NODES”

Enriching the Public Realm with Diverse Open Space Elements



MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”

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



MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”

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

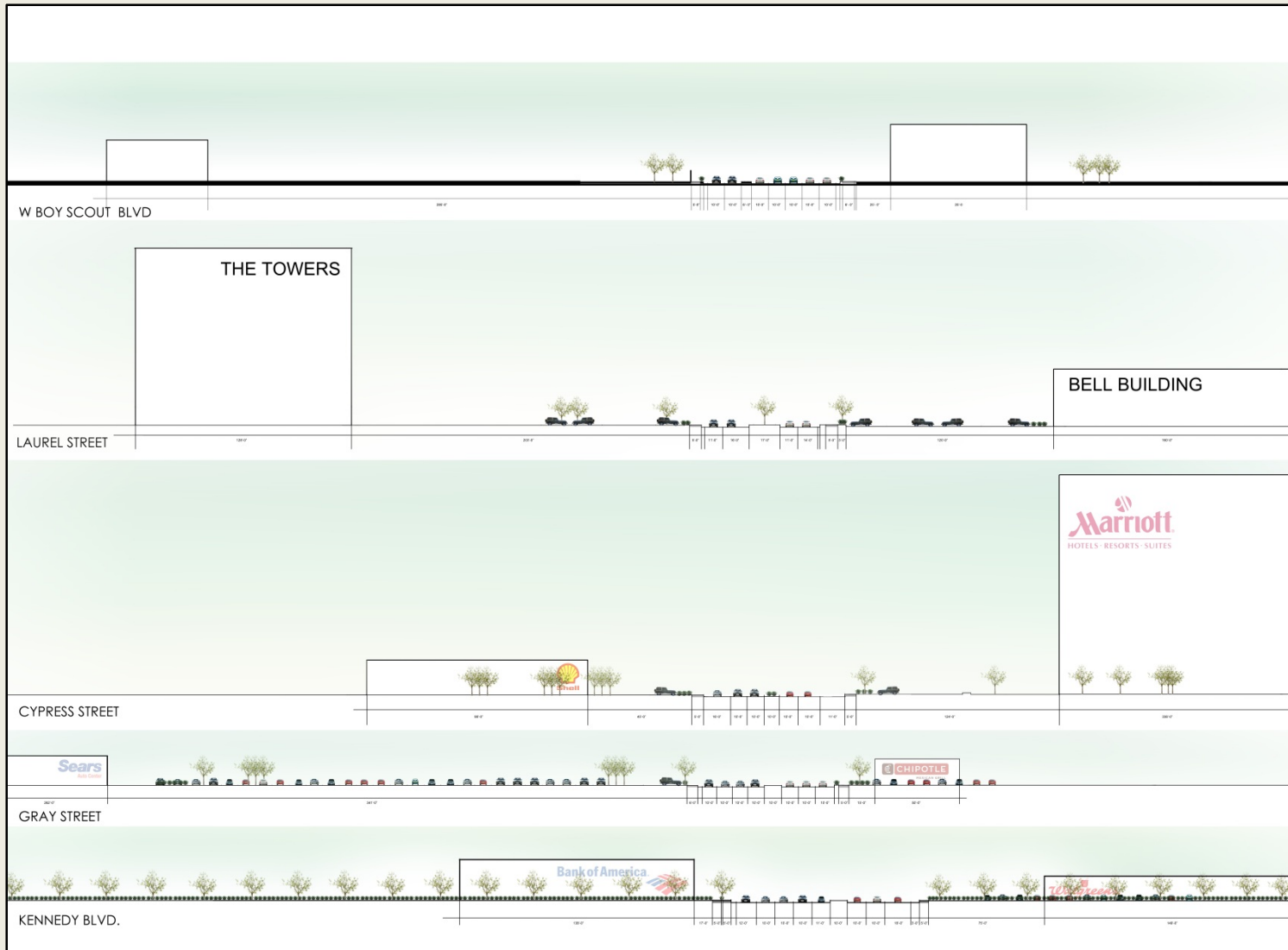


MICRO-SCALE URBAN DESIGN CONCEPT: “THE VIBRANT STREETROOM”

The Cumulative Affects of Incremental Change: Street Transformation, Walkable Conditions and Market Response



UNDERSTANDING THE CHANGING SPATIAL PROPORTIONS OF WESTSHORE BOULEVARD



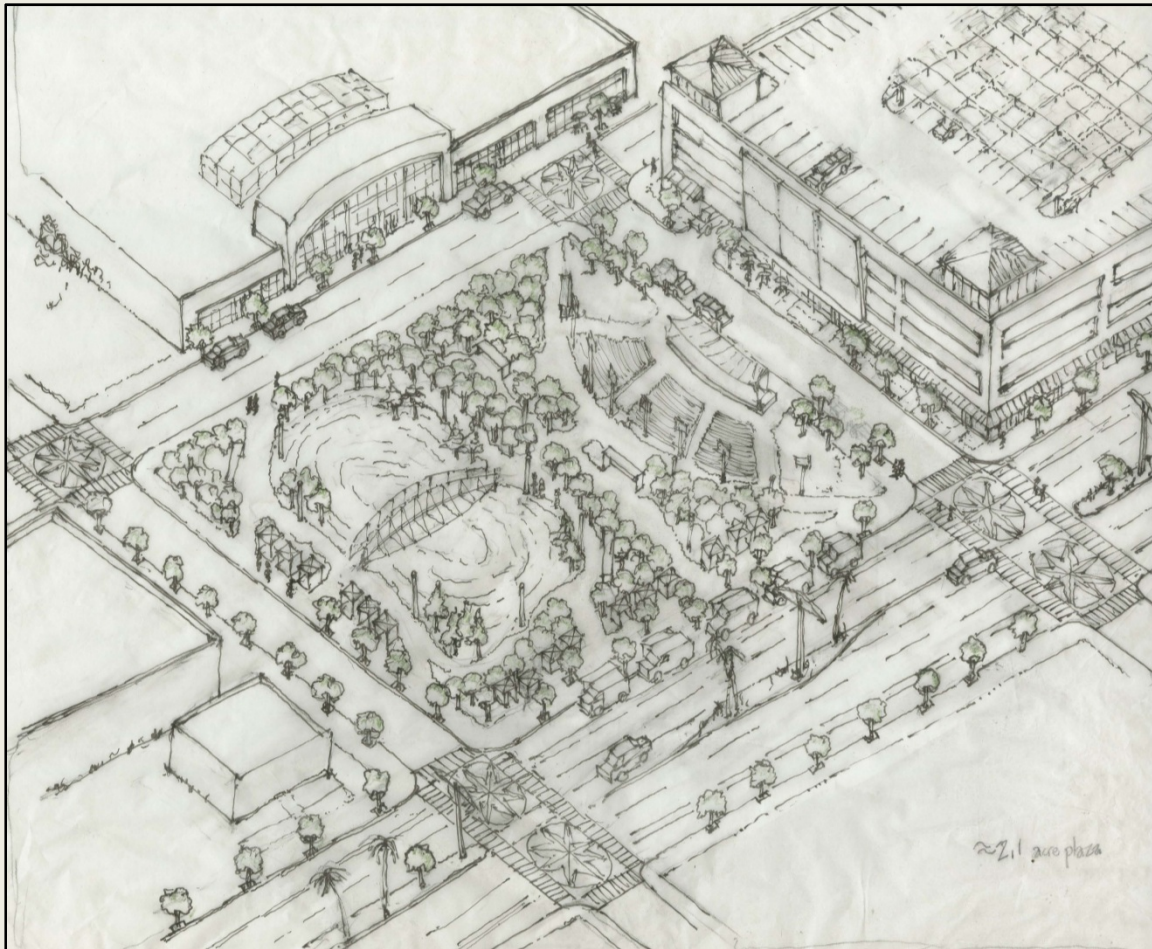
COMPONENTS OF A COMPLETE STREET

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



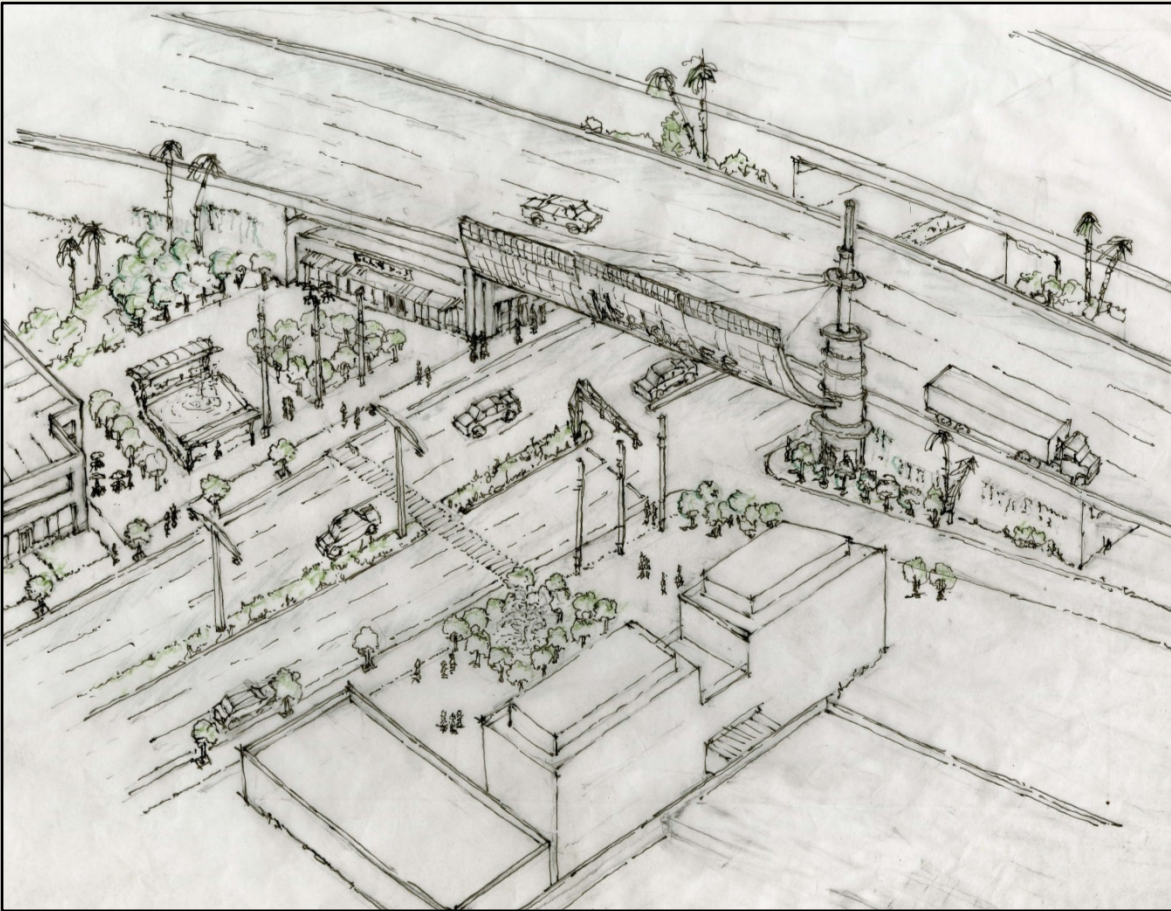
- 1 Pedestrian Zone**
- 2 Transit**
- 3 Bicycle Zone**
- 4 Pedestrian Amenities**
- 5 Open Space Feature**
- 6 Active Ground-floor Uses**
- 7 Sustainable Features/Smart Infrastructure**

**CREATING PUBLIC SPACE, ENHANCING PUBLIC REALM CONDITIONS
AND FOSTERING GREATER INTERACTION BETWEEN PEDESTRIANS,
OPEN SPACES, BUILDINGS AND STREETS**



**REPRESENTATIVE OPEN SPACE – PLAN FOR
HORTON PLAZA, SAN DIEGO**

RECLAIMING AND ACTIVATING MARGINAL SPACES – DEFINING AT-GRADE CONDITIONS UNDER THE INTERSTATE



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

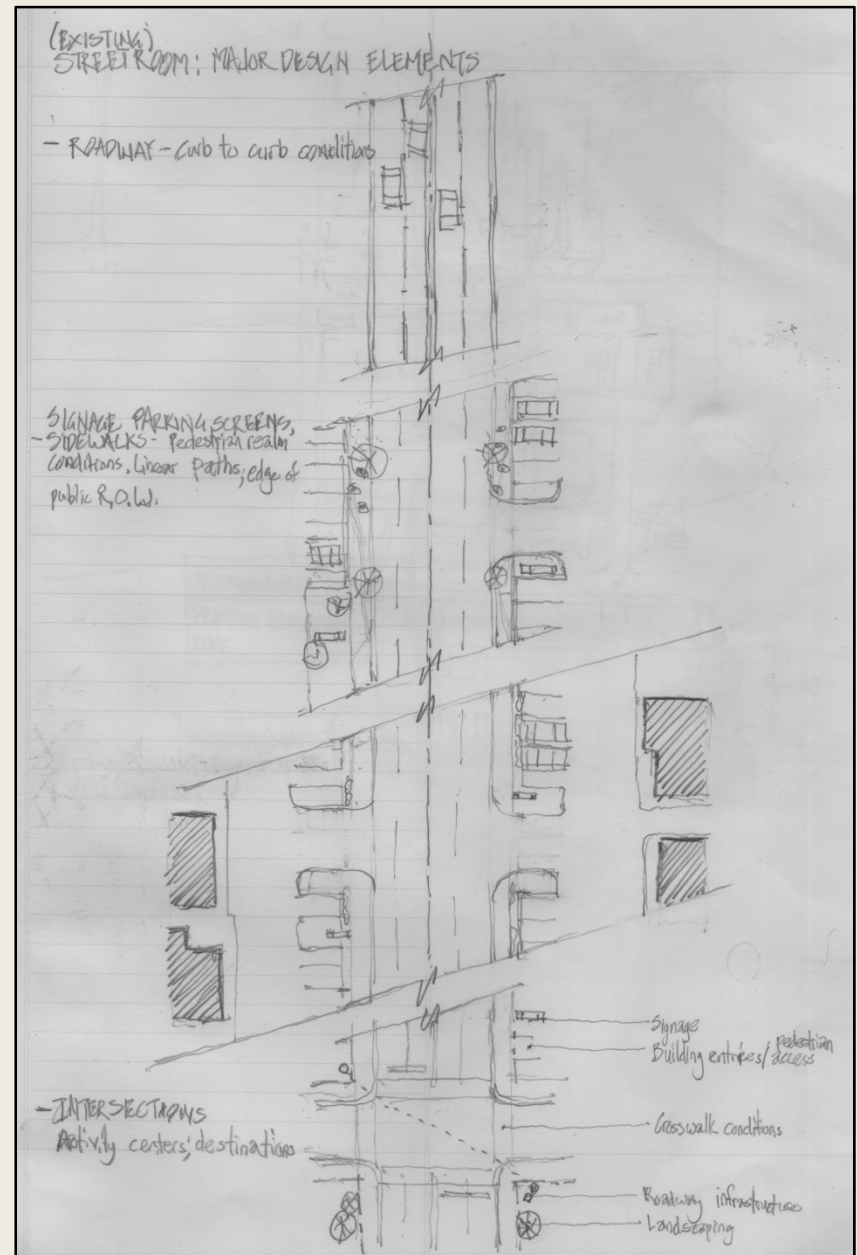


REPRESENTATIVE VIADUCT
PORTAL/ABUTMENT WALL FEATURES

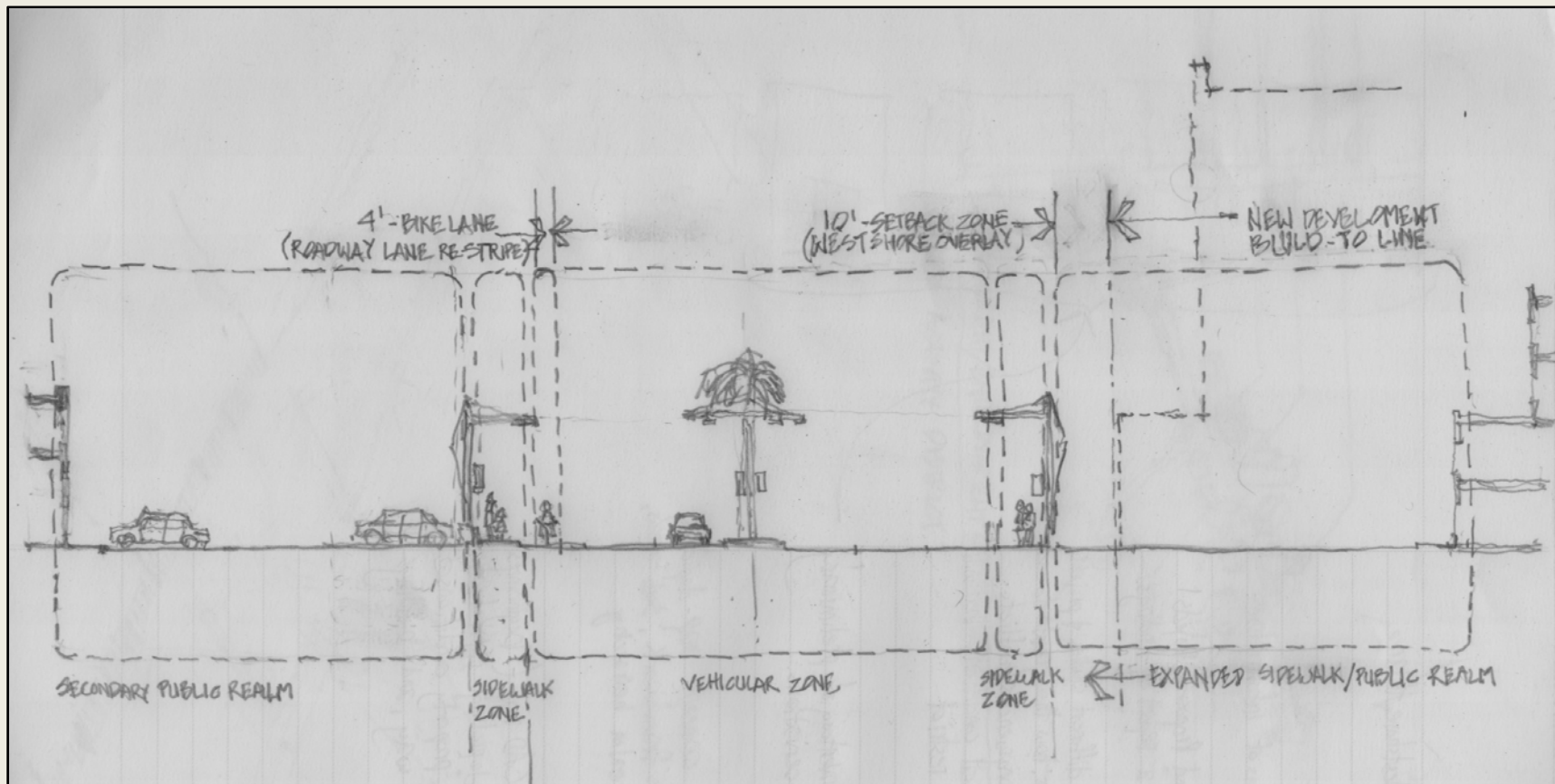


REPRESENTATIVE VIADUCT
PORTAL/ABUTMENT WALL FEATURES

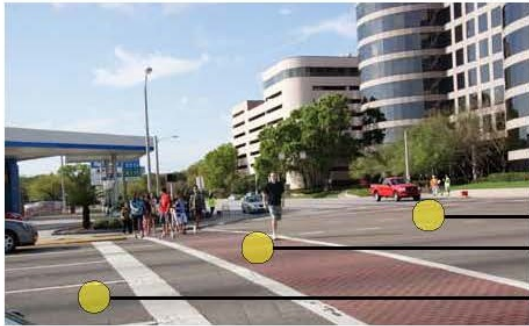
UNDERSTANDING THE VARIATIONS IN THE R.O.W. AND STREET ROOM



EXPANDING PEDESTRIAN AND BIKE ZONES WITHIN THE PUBLIC REALM



VISUAL ANALYSIS OF PUBLIC REALM CONDITIONS ALONG WESTSHORE BOULEVARD



● KENNEDY BOULEVARD/WESTSHORE BOULEVARD INTERSECTION

- WIDE/
EXPENSIVE INTERSECTION
- LONG CROSSWALK WITHOUT PEDESTRIAN REFUGE
- NINE LANES OF TRAFFIC



● WESTSHORE BOULEVARD AT CYPRESS STREET

- INFRASTRUCTURE ELEMENTS IN THE MIDDLE OF THE SIDEWALK

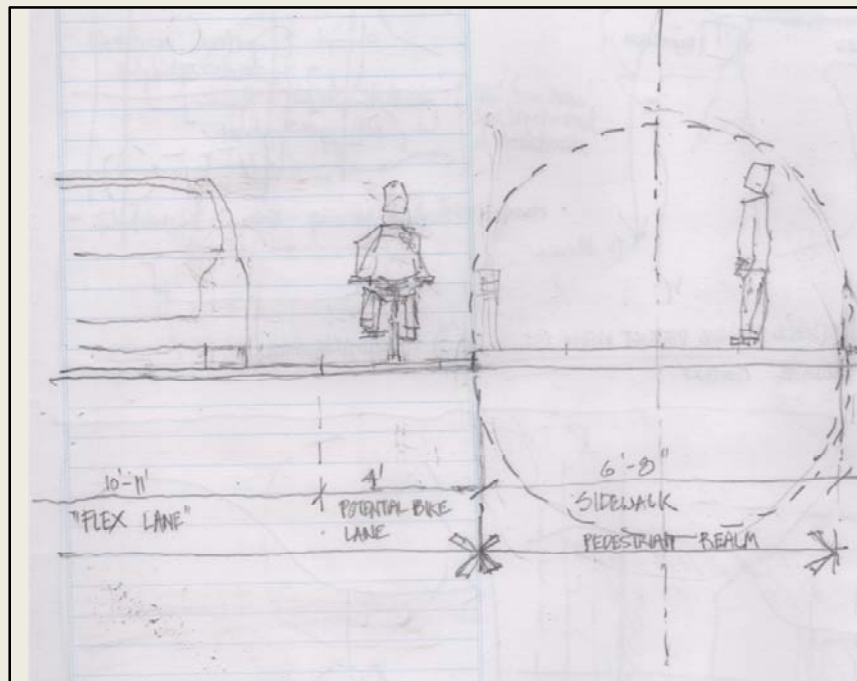


● WESTSHORE BOULEVARD AT CYPRESS STREET

- DECORATIVE CROSSWALKS
- NARROW SIDEWALK CONDITIONS AT INTERSECTION

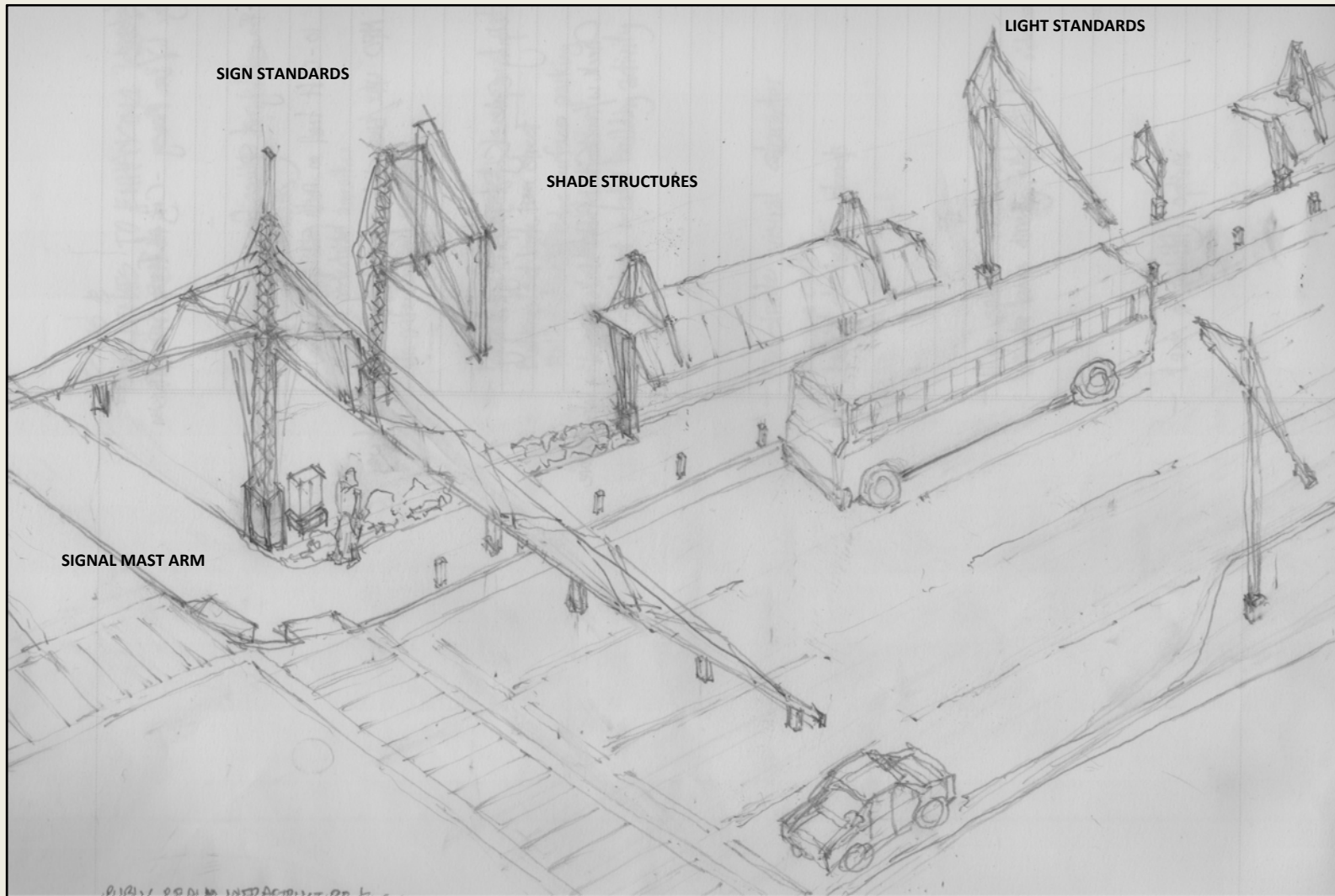
REDEFINING THE SIDEWALK AS THE PRIMARY PUBLIC REALM CONDITION

ADDRESSING PUBLIC SAFETY AND THE CONFLICTS BETWEEN PEDESTRIANS AND CARS



REPRESENTATIVE SIDEWALK CONDITIONS

DEFINING A COHESIVE VISUAL IDENTITY – COORDINATING VERTICAL INFRASTRUCTURE AND SECONDARY ROADWAY ELEMENTS



INTEGRATING STREETSCAPE FURNISHINGS AND SECONDARY ELEMENTS – SHADE STRUCTURES



REPRESENTATIVE SHADE STRUCTURE

