



# Midtown Art Installation



NEW: Artist from MacDonald Training Center displayed at Midtown Tampa





# PANELISTS



**Bruce Landis, P.E. AICP**  
Principal, Landis Evans + Partners



**Alex Henry, AICP**  
Vision Zero Team Lead, Mobility Department,  
City of Tampa



**Zachary Ames**  
Managing Director, Franklin Street



# ***Livable, Walkable Westshore Boulevard***

Kennedy Boulevard to Boy Scout Boulevard



**LANDIS EVANS**  
+ PARTNERS

Bruce Landis, P.E., AICP

## *Outline of Today's Presentation*

# **WEST SHORE BOULEVARD COMPLETE STREETS PD&E**



- Vision
- Challenges
- Opportunities
- PD&E Study Elements
- Perspectives from Property Owners and Neighborhoods
- Street Cross-Section Development Criteria
- Emergent Best Typical Section
- Emergent Goals & Objectives

## Vision

# WEST SHORE BOULEVARD COMPLETE STREETS PD&E

*...to establish a “grand boulevard” with shade trees, wider sidewalks, pedestrian lighting, amenities, and streetscaping...this, combined with properties’ redevelopment, will **transform** the corridor into a dynamic urban street.*

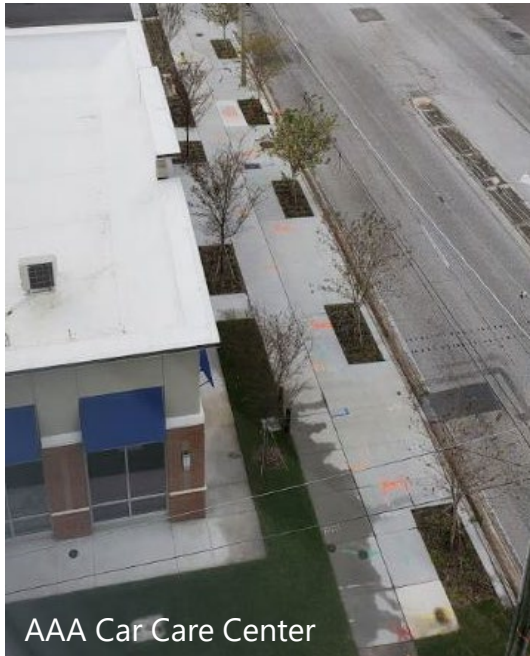


## Existing Challenges



# *Potential Opportunities*

## **PARTNERSHIPS WITH TECO, PROPERTY OWNERS...**



## Prominent PD&E Study Elements

- Stakeholder and Community Partnership
- Coordination with **I-275** TAMPA BAY **NeXT**
- Planning for a Premier Pedestrian and Multimodal Environment
- **Development of Future Typical Section and Concept Plan**
  - Integration with Adjoining and Surrounding Properties
  - Elements within **and** adjoining the ROW (in easements)
  - Choreography with Current/Future Redevelopment
- Capital Improvements Funding and O&M Strategy
- 15 Percent “Line and Grade” Construction Plans

# *Perspectives from Property Owners and Neighborhoods...*

Pedestrian & Bicycle Connectivity to Westshore Mall

## **Adding shade is critical**

Pedestrian & Bicycle Connectivity to parks/trails

Outdoor seating along calmed street

A more socially active street scene

Address stormwater problems

### **Shade is the key to success**

Proper signal timing

Calm the traffic

Vastly Improve the pedestrian environment

Less concrete more landscaping

Outdoor cafes

Create a better walking experience for our tenants' employees

### **More (and safe) pedestrian crossing locations**

Control traffic speeds

Preserve traffic flow

Slow traffic speeds

## **Large shade trees needed**

Please connect our Front Door to the Pedestrianway!

More buildings with ground floor retail

## **General Pedestrian & Bicycle Connectivity to and through West Shore Boulevard**

Pedestrian & Bicycle Connectivity to Midtown Development

More employees would bicycle to work, if...

## **Shaded walkway**

Preserve visibility of building/property signs

Create an inviting environment for people to walk

More pedestrian-active street

Provide "porosity" (more connectivity to Trask and Occident)

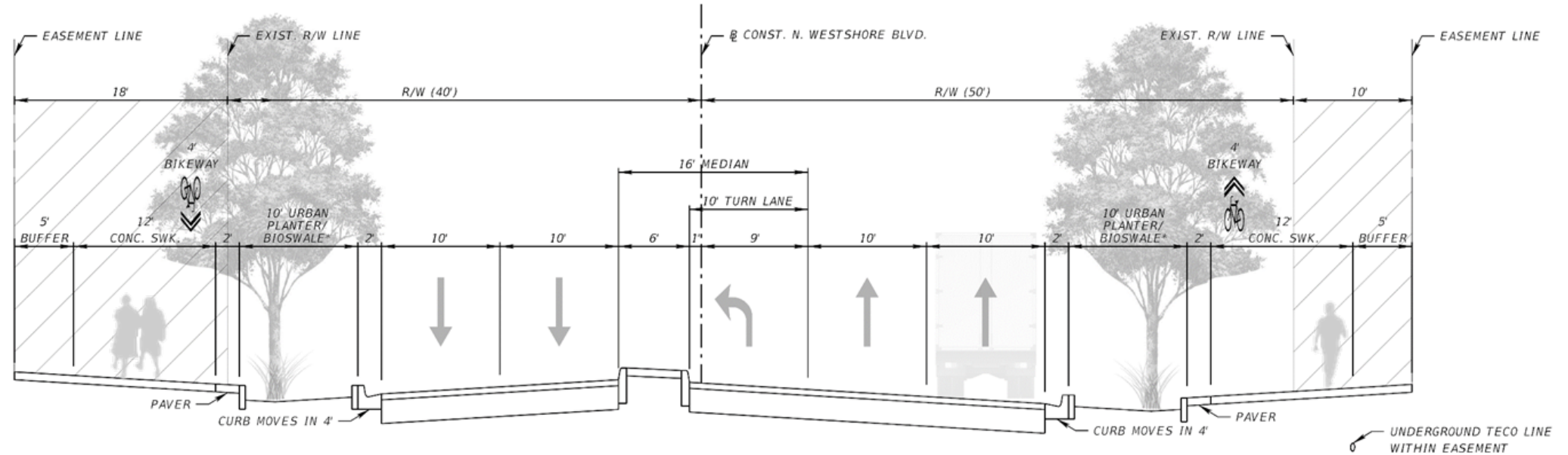
**More shade is needed**

Curb management (for people departure and delivery)

## *Street Cross-Section Development Criteria*

- Creates Comfortable Walking Area
- Provides Effective ***Shade*** for Pedestrians
- Accommodates Future ***Pedestrian Traffic***
- Creates ***Social Space*** for seating/dining/conversations
- Accommodates ***Bicycling and Micromobility***
- Generates Consistent ***Aesthetic Value***
- Advances ***Sustainability*** and Improves Water Quality and Drainage
- Properties' Participation via ***Voluntary Easements***

# Emergent Best Typical Section



## PROPOSED IMPROVEMENT 12C - ULTIMATE

REDUCE LANES TO 10'

ADD 10' EASEMENT ON EAST SIDE

ADD 18' EASEMENT ON WEST SIDE

WIDEN SIDEWALKS TO 8' ON BOTH SIDES

ADD 4' BIKEWAYS ON BOTH SIDES


ADD 10' LANDSCAPED BIOSWALES ON BOTH SIDES

ADD 5' BUFFERS ON BOTH SIDES

\* SHADE TREE OFFSET FROM CENTER OF BIOSWALE TO PROVIDE TREE CANOPY CLEARANCE FROM TRAVEL LANES



## *Emergent Goals & Objectives*

- Traffic Calming: 35 mph Design Speed; 10-foot Lanes
- Road Diet (6L to 4L) From Kennedy Blvd. to Gray Street
  - (Timing with I-275  Project - estimated completion 2030)
- Potential Pedestrian Crossing Areas
- Aesthetic Harmony – one “Grand Boulevard” Theme
- Connectivity to Adjacent Properties and Neighborhoods
- Reduction in Accident Frequency/Severity via Lower Speeds
- Better Stormwater Flow and Water Quality





**VISION**  
ZERO  
TAMPA

TAMPA  
**MO>ES**  
Mobility • Opportunity • Vision • Equity • Safety

*Mayor Jane Castor*

**Transforming Tampa's  
Tomorrow**

**Walkable Westshore**

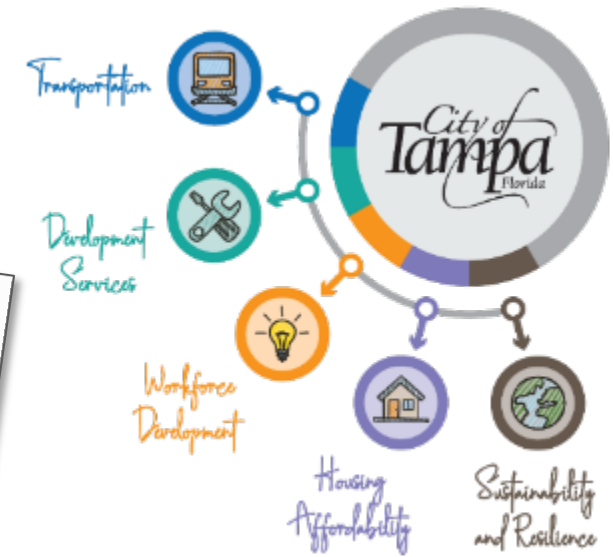
Alex Henry, AICP  
**Mobility Dept**

# Mayor Jane Castor Transforming Tampa's Tomorrow

- ▶ Implement strategic transit projects
- ▶ Focus on trails and greenways as transportation options
- ▶ Adopt Vision Zero as a Citywide policy
- ▶ Reinvent urban parking & mobility
- ▶ Enhance neighborhood engagement



<https://www.tampa.gov.net/T3>



# What is Tampa MOVES?

## Citywide Mobility Plan

- ▶ Effectively **engages the community** to create a **clear vision for mobility** in the City
- ▶ Outlines transportation **objectives and initiatives** for the next **30 years**
- ▶ Set **standards and priorities** for **all modes** of travel tailored to the City's unique street and area types



# What is Tampa MOVES?

## Guiding Principles

### **MOBILITY FOR ALL**

Everyone should have access to quality transportation choices.

### **OPPORTUNITY**

Connect people to jobs and economic opportunities.

### **VISION**

Be visionary and dream big! Create a healthy, sustainable, and resilient future.

### **EQUITY**

Remove barriers and improve transportation for people who need it most

### **SAFETY**

Safety is our top priority. One death or injury on our streets is one too many.

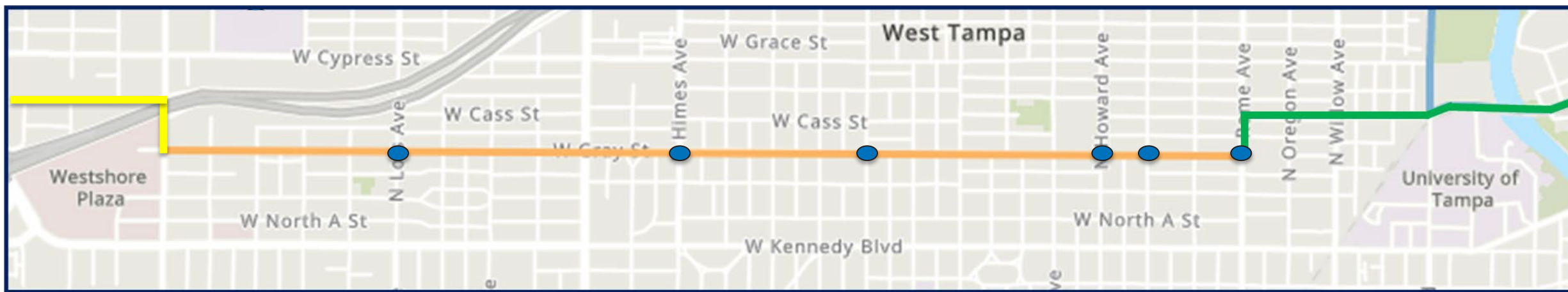
# Shared Streets

- Designated low-stress bike route on local roadways
- Connect neighborhoods and important destinations
- Calm traffic
- Improve crossings



# River to Bay Bikeway

## Gray Street from Westshore Blvd to Rome Ave



 River to Bay Bikeway  Improved Crossings  Green Spine (existing)  Connection to HFB

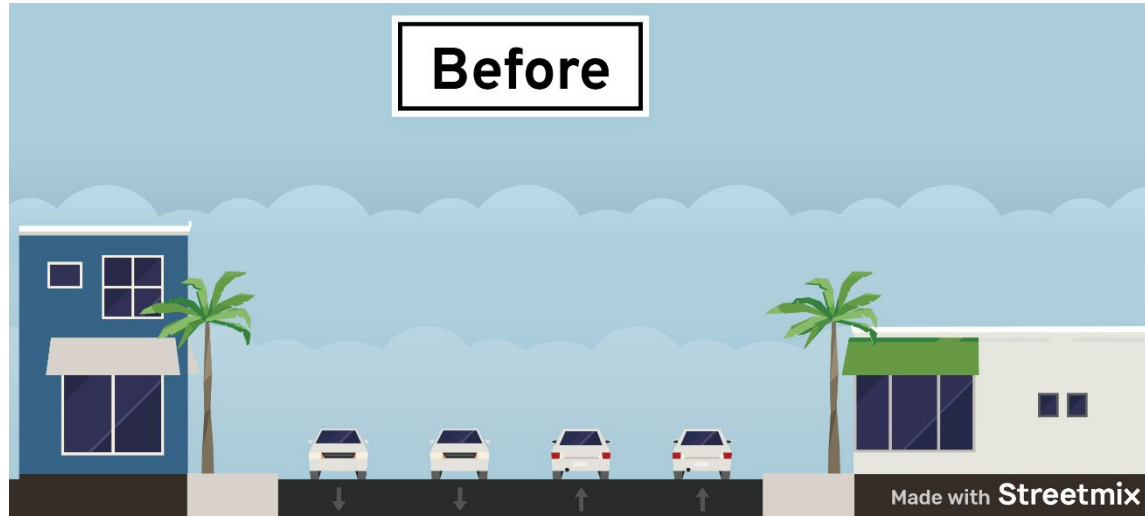


# Lois Ave: Cleveland to Boy Scout Blvd

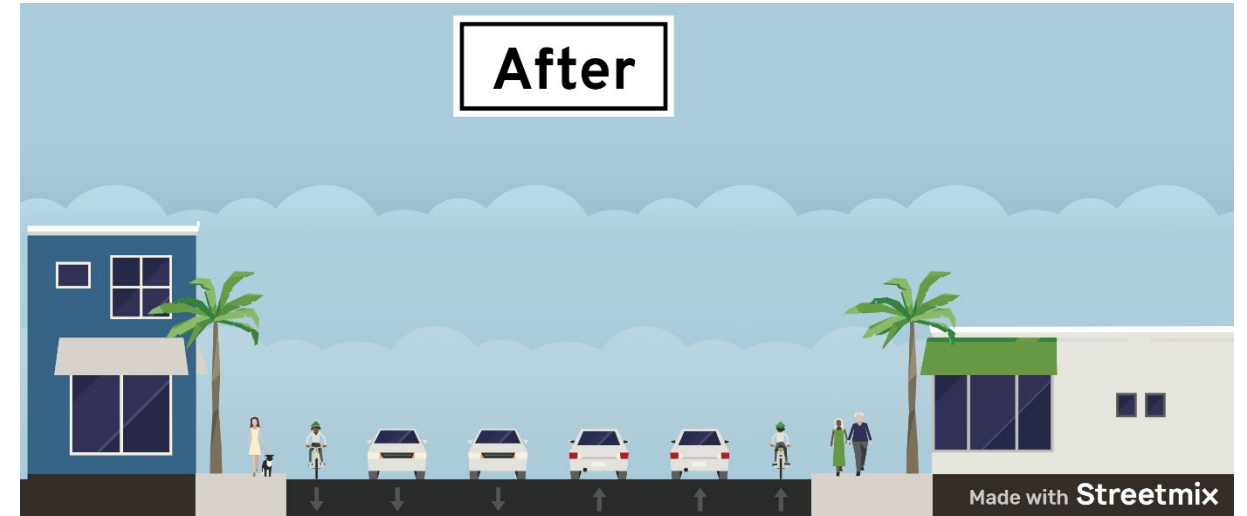
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**Before**



**After**



# Partnerships



Hillsborough  
County Florida

# Kennedy Blvd



New pedestrian crossing Kennedy Blvd at  
Grady Ave

# Kennedy Blvd

**VISION**  
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**Before**



**After**

# Contact:



**Alex Henry, AICP**

Vision Zero Team Lead, Mobility Department  
City of Tampa

[alex.henry@tampagov.net](mailto:alex.henry@tampagov.net)





# Westshore Alliance

Franklin Street - 2023

PRESENTED BY ZACH AMES

[FranklinSt.com](https://FranklinSt.com)

# South Westshore

## Rent Comps

### Bainbridge at Westshore Marina

1 Bed 1 Bath (128 Units) - \$2,028

2 Bed 2 Bath (182 Units) - \$2,485

3 Bed 2 Bath (41 Units) - \$3,437

Average Rent - \$2,420 Walk Score 25/100



### Cortona South Tampa

Studio (16 Units/585 Sq Ft) - \$1,850

1 Bed 1 Bath (96 Units/780 Sq Ft) - \$1,802

2 Bed 2 Bath (48 Units/1,253 Sq Ft) - \$2,326

2 Bed 2.5 Bath (128 Units/1,289 Sq Ft) - \$2,515

3 Bed 2.5 Bath (12 Units/1,598 Sq Ft) - \$2,849

Average Rent - \$2,234 Walk Score 52/100

## The Foundry at Noho



*Studio (21 Units/577 Sq Ft) - \$1,999*  
*1 Bed 1 Bath (84 Units/702 Sf Ft) - \$2,130*  
*2 Bed 2 Bath (79 Units/1,012 Sq Ft) - \$2,703*  
*3 Bed 2 Bath (14 Units/1,431 Sq Ft) - \$4,327*  
**Average Rent - \$2,500 Walk Score 85/100**

## Varela Westshore



*Studio (114 Units/592 Sq Ft) - \$1,866*  
*1 Bed 1 Bath (79 Units/774 Sf Ft) - \$2,261*  
*2 Bed 2 Bath (143 Units/1,272 Sq Ft) - \$2,899*  
*3 Bed 2 Bath (14 Units/1,451 Sq Ft) - \$3,229*  
**Average Rent \$2,432 Walk Score 58/100**



## Novel Midtown (Sale in May 2022) \$606,237/Unit

*Studio (56 Units) - \$1,967*  
*1 Bed 1 Bath (204 Units) - \$2,625*  
*2 Bed 2 Bath (115 Units) - \$3,742*  
*3 Bed 2 Bath (15 Units) - \$4,327*  
**Average Rent - \$2,939 Walk Score 73/100**

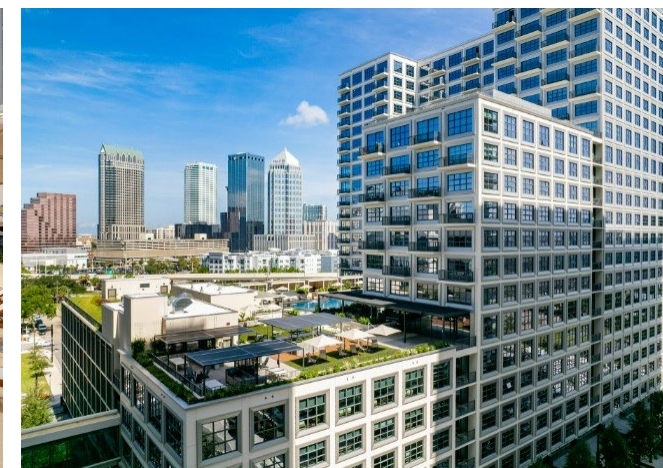
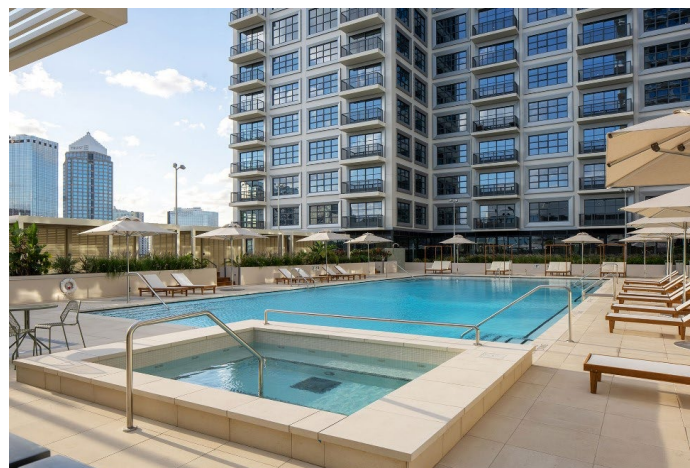
## Asher

*Studio (74 Units/385 Sq Ft) - \$2,364*

*1 Bed 1 Bath (235 Units/641 Sf Ft) - \$2,885*

*2 Bed 2 Bath (181 Units/1,132 Sq Ft) - \$4,483*

**Average Rent - \$ 3,397 Walk Score 87/100**

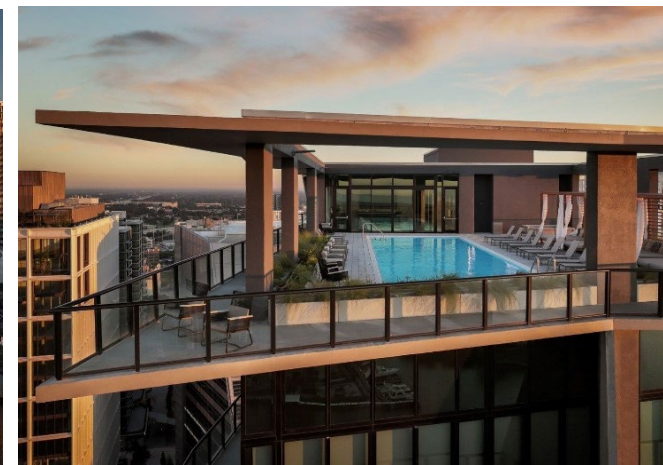
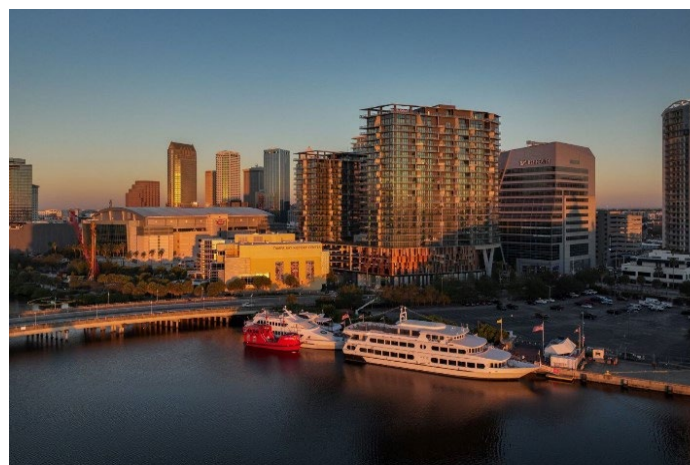


## Heron

*1 Bed 1 Bath (227 Units/717 Sf Ft) - \$3,476*

*2 Bed 2 Bath (193 Units/1,136 Sq Ft) - \$5,140*

**Average Rent - \$4,241 Walk Score 92/100**





## Novus Westshore

*Studio (24 Units/717 Sq Ft) - \$2,096*

*1 Bed 1 Bath (119 Units/852 Sf Ft) - \$1,887*

*2 Bed 2 Bath (103 Units/1,180 Sq Ft) - \$2,809*

*3 Bed 2 Bath (14 Units/1,658 Sq Ft) - \$4,194*

**Average Rent - \$2,396 Walk Score 54/100**



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**WESTSHORE  
DISTRICT**  
TAMPA BAY



## The Society

*Studio (50 Units/528 Sq Ft) - \$1,518*

*1 Bed 1 Bath (205 Units/717 Sf Ft) - \$1,781*

*2 Bed 2 Bath (86 Units/1,065 Sq Ft) - \$2,340*

*3 Bed 2 Bath (33 Units/1,406 Sq Ft) - \$2,833*

**Average Rent - \$ 1,967 Walk Score 51/100**

## Rent vs Walk Score



Among the biggest Metro Areas in America, Tampa was ranked **30 out of 35** most walkable cities

*Smart Growth America*

Tampa's Average walk score is **50**

Westshore Boulevard walk score is **49** which would be defined as **car dependent**

## ● **Valuations**

- *Novel sold for over \$600k/unit+ breaking multifamily sales record in FL*
- *Rising tides raises all ships as sales and developments have taxes re-assessed and provides more tax revenue to the city*

## **Development spurs Re-Development**

- *AAA site*
- *Sears/Westshore Mall*
- *Ramada Inn*

## **Streetscape has to be improved**

- *Pedestrian/family/bike friendly*
- *City has to take large part in creating the walkable environment*

## **World Economic Forum - Walkability Study - Top 35 Metros**

- *Study found rent and sales premiums of 35-45% for office, retail, apartments and for sale units*
- *Only 1.2% of the land mass was defined as walkable*
- *This fraction generated 20% of US GDP*
- *Building urban areas leads to higher tax revenue for cities and addresses the affordability issue*



**THANK YOU**

[FranklinSt.com](https://FranklinSt.com)



Q&A