Westshore Mobility Strategy
Existing Conditions Report

June 29, 2007
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EXECUTIVE SUMMARY

The Hillsborough County Metropolitan Planning Organization (MPO), in partnership with the Westshore Alliance, is currently developing the Westshore Mobility Strategy. This transportation vision will provide a framework for future transportation and land use decisions within the Westshore Business District in order to achieve a safe, balanced, and accessible transportation network that supports all modes of travel. The primary objective of the Westshore Mobility Strategy is to identify corridors and areas throughout Westshore where improvements are needed in order to prioritize investments.

The Westshore area is bounded by Kennedy Boulevard to the south, Himes Avenue to the east, Hillsborough Avenue to the north, and Rocky Point to the west. The area of primary focus within this study is defined by Kennedy Boulevard to the south, Himes Avenue to the east, Boy Scout Boulevard to the north, and Tampa Bay to the west (including Cypress Point Park).

Due to the location of the Westshore Business District, situated between six major arterials and two freeways, a large volume of both vehicular and pedestrian traffic is generated daily. It is anticipated that this district of Tampa will continue to experience growth and development pressure due to the presence of trip generators and attractors within the area.

With the rapid new development occurring within the district, roads in Westshore have become stressed as a result of accommodating additional volumes of single-occupant motor vehicles. As part of a larger strategy to encourage alternatives to vehicular movement, this study seeks to promote alternative travel choices by directly addressing pedestrian, bicycle, and transit infrastructure needs.

This report documents the findings and results of a data collection and analysis effort conducted for the Westshore area in May of 2007. It is anticipated that the summary of the data review will assist citizens, planners, and decision-makers to identify key issues and areas to be considered in the development of the Westshore Mobility Strategy.

Section 1.0 of this document identifies the purpose and study area of this report. Section 2.0 briefly outlines the methodology of data collection. In Section 3.0 relevant planning and development initiatives, as well as a variety of projects are examined with regard to creating a multimodal transportation environment. Pertinent maps, tables, and other supporting materials are referenced and provided within each section.

The purpose of this document is to identify key issues and focal points that need to be considered in the development of this vision. The foundation for the creation of the Westshore Mobility Strategy should be guided by the key issues identified within this document, as well as subsequent survey results and mapping efforts.
1.0 INTRODUCTION

1.1 STUDY PURPOSE

The Hillsborough County MPO, a transportation policy-making board responsible for establishing a comprehensive transportation planning process for Hillsborough County, in partnership with the Westshore Alliance, a business-based membership-driven organization dedicated to improving employee quality of life in the Westshore Business District, is currently developing the Westshore Mobility Strategy. This transportation vision will provide a framework for future transportation and land use decisions within the Westshore Business District in order to achieve a safe, balanced, and accessible transportation network that supports all modes of travel while addressing community needs. Transportation improvements are critical within the Westshore Business District. As growth continues to increase with the introduction of new development to the area, issues related to mobility need to be addressed. To plan for the projected areawide growth, as well as to provide a viable transportation system to support the anticipated growth, the Westshore Areawide Development of Regional Impact (DRI) Development Order is presently being amended. The primary objective of the Westshore Mobility Strategy is to identify corridors and areas throughout Westshore where improvements are needed based on existing and future growth in order to prioritize investments.

1.2 STUDY AREA

The Westshore Business District has evolved into Florida’s most dynamic regional activity center. Containing 11.3 million square feet (sq. ft.) of commercial office space, Westshore is Florida’s largest office community. This area is also home to more than 250 restaurants, a number of first class hotels, two high-end regional malls, specialty shopping and entertainment establishments, hundreds of residences, as well as Tampa International Airport (TPA).

The Westshore area is bounded by Kennedy Boulevard to the south, Himes Avenue to the east, Hillsborough Avenue to the north, and Rocky Point to the west, as presented in Figure 1.1. The area of primary focus within this study is defined by Kennedy Boulevard to the south, Himes Avenue to the east, Boy Scout Boulevard to the north, and Tampa Bay to the west (including Cypress Point Park). Figure 1.2 illustrates the boundaries of the primary study area.

Situated between six major arterials and two freeways, a large volume of both vehicular and pedestrian traffic is generated daily due to the location of the Westshore Business District. It is anticipated that this district of Tampa will continue to experience growth and development pressure due to the presence of trip generators and attractors within the area.
Figure 1.1
Base Map

Date: June 2007
Figure 1.2
Primary Study Area

Date: June 2007
2.0 METHODOLOGY

During the Westshore Mobility Strategy Kick-off Meeting held on February 23, 2007, members of the Hillsborough County MPO, the Westshore Alliance, and consultant team reviewed a list of resources to ensure that all relevant information was identified for consideration in the development of the vision. This initial coordination included the verification of document/data sources, contact information, and document/data format availability (hard copy or electronic). The resources that were identified and reviewed as part of the visioning effort are shown in Table 2.1.

<table>
<thead>
<tr>
<th>Document/Data</th>
<th>Source</th>
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<td>Westshore Area Plans and Policies</td>
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<td>Westshore Alliance</td>
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<td>Westshore Area Pedestrian System Plan</td>
<td>Hillsborough County MPO/Westshore Alliance</td>
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<td>Westshore Commercial Overlay District Design Standards (Sec. 27-463)</td>
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<td>Drew Park Strategic Action Plan</td>
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<td><strong>Other Local Plans and Policies</strong></td>
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<td>Kennedy Boulevard Corridor Study</td>
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<td>Hillsborough County 2025 Long Range Transportation Plan (LRTP)</td>
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<td><strong>Regional Plans</strong></td>
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<td>Tampa Rail Project Environmental Impact Statement (EIS)</td>
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<td>Tampa Bay Intermodal Center(s) Feasibility Report</td>
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<td>Conceptual Planning Study for a Light Rail Station at TPA</td>
<td>TPA</td>
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<tr>
<td>Florida High Speed Rail EIS</td>
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<td>Regional Transit Action Plan</td>
<td>West Central Florida MPO Chairs’ Coordinating Committee</td>
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<tr>
<td><strong>State Plans</strong></td>
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<td>2025 Florida Transportation Plan</td>
<td>FDOT</td>
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<td>FDOT Strategic Regional Transit Needs Assessment</td>
<td>FDOT</td>
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<tr>
<td>FDOT Interstate Improvements</td>
<td>FDOT</td>
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These plans and data sets were obtained through subsequent communication with state and local agencies, as well as members of the private sector. Each review, as presented in Section 3.0, summarizes information relevant to pedestrian, bicycle, and transit mobility, as well as those policies, programs, and projects that support a multimodal transportation environment. These plans and data sets will serve as the foundation in developing the Westshore Mobility Strategy.
3.0 EXISTING CONDITIONS INVENTORY AND REVIEW OF TRANSPORTATION PLANS AND POLICIES

The resources that were reviewed as part of this study effort were acquired from both state and local agencies, as well as the private sector. Documents, databases, tables, and maps were provided in either hard copy or electronic format, based on availability. The following inventory analysis and review summarize information pertinent to creating a multimodal transportation system within Westshore. All transportation projects within the Westshore area that were identified as part of this review are displayed in a series of tables and maps at the end of the section.

3.1 WESTSHORE AREA PLANS AND POLICIES

3.1.1 Westshore DRI and Amendments

The City of Tampa and the Westshore Development Association (WDA) worked in concert to prepare an Areawide DRI and an Areawide Master Plan (City’s Plan) for the Westshore Business District in 1987. The WDA spearheaded a change in state legislation to enable private organizations and local jurisdictions to file for an Areawide DRI. As the first Areawide DRI prepared for an area other than a downtown central business district, the Westshore DRI serves as a model throughout the state of Florida for Areawide DRIs outside of downtown business districts. The property within the Westshore DRI boundary totals 1,450 acres as shown in Figure 3.1.

The purpose of this effort was to establish a strategy to properly manage the area’s growth and to ensure the availability of adequate infrastructure while promoting a high quality of development consistent with the interests of the City, its residents, and the private sector.

The Areawide Application for Development Approval (AADA) regarding the Westshore DRI addresses development up to the year 2010. The amount of development for which approval was requested is identified in Table 3.1.

<table>
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<tr>
<th>Land Use Category</th>
<th>1985</th>
<th>1995 DRI Development</th>
<th>2010 DRI Development</th>
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<tr>
<td>Office</td>
<td>4,451,350 (sq. ft.)</td>
<td>4,741,503 (sq. ft.)</td>
<td>12,950,850 (sq. ft.)</td>
</tr>
<tr>
<td>Hotel</td>
<td>2,876 (rooms)</td>
<td>-203 (rooms)</td>
<td>3,435 (rooms)</td>
</tr>
<tr>
<td>Retail</td>
<td>1,981,600 (sq. ft.)</td>
<td>38,066 (sq. ft.)</td>
<td>299,000 (sq. ft.)</td>
</tr>
<tr>
<td>Industrial</td>
<td>552,920 (sq. ft.)</td>
<td>-214,328 (sq. ft.)</td>
<td>-1,339,520 (sq. ft.)</td>
</tr>
<tr>
<td>Wholesale</td>
<td>378,550 (sq. ft.)</td>
<td>-132,650 (sq. ft.)</td>
<td>-278,210 (sq. ft.)</td>
</tr>
<tr>
<td>Other</td>
<td>454,300 (sq. ft.)</td>
<td>-269,740 (sq. ft.)</td>
<td>-243,900 (sq. ft.)</td>
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</tbody>
</table>

Note: “1985” indicates total occupied space in 1985 (Base Year).
* Negative values for a category denote an estimated and/or assumed reduction of use through redevelopment and replacement by new uses.
Specific DRI approval was requested for the amount of development activity shown as “DRI Development” by 1995 (Phase I). Conceptual approval was requested for the amount of development activity shown as “DRI Development” by the year 2010 (this amount includes the 1995 level).

While the AADA does not propose site specific development projects, it provides a development concept which addresses potential impacts of future growth on the environment, economy, transportation system, and existing public facilities and services of the area. The AADA was prepared based on information collected and analyzed as part of the Areawide Master Plan effort.

On January 11, 1988 the Tampa City Council adopted the Westshore Areawide DRI Development Order. Since the adoption of the DRI, several amendments have taken place. The amendments that have occurred to date are presented below.

First Amendment
- Adopted by Tampa City Council in May 1992.
- Imposed a fee of ten cents per sq. ft. to fund the costs associated with administering the existing Westshore Areawide DRI.
- Requested approval for a second phase to the Westshore Areawide DRI.
- Changed the name of the developer from the WDA to the Westshore Alliance.

Second Amendment
- Adopted by Tampa City Council in December 1993.

Third Amendment
- Adopted by Tampa City Council in July 1999.
- Extended the Phase I buildout date (1999) to December 15, 2005.

Notice of Proposed Change (NOPC)
- Filed by the Westshore Alliance in November 2000.
- Approved Phase IIA of the project.
- Consolidated previously approved Phase I (2005) and a portion of Phase II as Revised Phase I with a buildout date of December 31, 2010.

The Westshore Alliance intends to amend the Westshore DRI via the NOPC process to address alternative means of transportation and approved additional development entitlements. It is anticipated that the amended DRI Development Order will extend the buildout date to 2015 or 2020 (still to be determined). The Westshore Mobility Strategy will serve as a vision for the DRI amendment and will, indirectly, provide more development credits to the Westshore DRI.
Figure 3.1
Westshore Development of Regional Impact

Date: June 2007
Recently, however, the Florida legislature passed a bill extending the buildout dates for all current DRIs. The new buildout date for the Westshore DRI is 2013. As a result, the DRI Notice of Potential Change will not be submitted until 2011.

3.1.2 Westshore Area Pedestrian System Plan

The Westshore Area Pedestrian System Plan was prepared by the Hillsborough County MPO, in conjunction with the Westshore Alliance. The plan was developed to guide improvements within the Westshore Business District and to establish a safe, attractive, and pedestrian-friendly environment as a renewed setting for economic, social, cultural, and neighborhood development. Organized around a set of goals and principles (listed in Appendix A), the plan recommends a range of projects to strengthen the Westshore pedestrian network.

In recommending appropriate enhancements to prioritize project investments, streets within the area were classified as one of four identified street types. Each of the four street types is associated with specific policies included in the Westshore Commercial Overlay District Development Standards. Table 3.2 presents the street designation and jurisdiction of each of the major roads located within the Westshore Business District. As noted through Table 3.2 and Figure 3.2, the major streets of the area are classified as either a Pedestrian Priority Investment Street or Regional Corridor. The remaining streets within the Westshore area are classified as either Local Commercial or Neighborhood. It should be noted that the boundaries of the Westshore Commercial Overlay District have recently been changed to include: Laurel Street (Frontage Road to Westshore Boulevard) and O’Brien Street (Cypress Street to Spruce Street). The characteristics and function of each street type are defined in Appendix A.

<table>
<thead>
<tr>
<th>Street Name</th>
<th>To</th>
<th>From</th>
<th>Jurisdiction</th>
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</thead>
<tbody>
<tr>
<td>Cypress Street</td>
<td>Cypress Point</td>
<td>Himes Avenue</td>
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<tr>
<td>Kennedy Boulevard</td>
<td>Memorial Highway</td>
<td>Himes Avenue</td>
<td>State of Florida</td>
</tr>
<tr>
<td>Laurel Street</td>
<td>Frontage Road</td>
<td>Westshore Boulevard</td>
<td>City of Tampa</td>
</tr>
<tr>
<td>Lois Avenue</td>
<td>Kennedy Boulevard</td>
<td>Boy Scout Boulevard</td>
<td>City of Tampa</td>
</tr>
<tr>
<td>O’Brien Street</td>
<td>Cypress Street</td>
<td>Spruce Street</td>
<td>City of Tampa</td>
</tr>
<tr>
<td>Spruce Street</td>
<td>Manhattan Avenue</td>
<td>Dale Mabry Highway</td>
<td>City of Tampa</td>
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<td>Westshore Boulevard</td>
<td>Kennedy Boulevard</td>
<td>Spruce Street</td>
<td>Hillsborough County</td>
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<td><strong>Regional Corridor</strong></td>
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<tr>
<td>Boy Scout Boulevard (south side)</td>
<td>Westshore Boulevard</td>
<td>Dale Mabry Highway</td>
<td>State of Florida</td>
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<tr>
<td>Dale Mabry Highway</td>
<td>Kennedy Boulevard</td>
<td>Boy Scout Boulevard</td>
<td>State of Florida</td>
</tr>
</tbody>
</table>

Table 3.3 presents the list and status of the pedestrian network improvement projects recommended in the Westshore Area Pedestrian System Plan. These proposed projects, illustrated on Figure 3.3, include: streetscape improvements, transit improvements, pedestrian facility improvements, and unique environmental treatments to give the pedestrian realm visibility, character, and identity. The project type and number illustrated on Figure 3.3 correspond to the project type and number listed in Table 3.3. Descriptions of the recommended pedestrian network improvement projects are also included in Appendix A.
# TABLE 3.3
WESTSHORE AREA PEDESTRIAN SYSTEM PLAN IMPROVEMENTS

## GATEWAY PROJECTS

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Project Name</th>
<th>Project Description</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Boy Scout Boulevard and Westshore Boulevard</td>
<td>Provides access to International Plaza/Need signalized crossing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Boy Scout Boulevard and Lois Avenue</td>
<td>Provides access to International Plaza/Need enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Kennedy Boulevard and Westshore Boulevard</td>
<td>Announces District to travelers/Orient buildings and facilities around pedestrians</td>
<td>In Progress</td>
</tr>
<tr>
<td>4</td>
<td>Westshore Boulevard and I-275</td>
<td>Announces District to travelers/Orient buildings and facilities around pedestrians</td>
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</table>

In Progress = Improvement is currently in the process of being completed.

## TRANSIT FACILITY PROJECTS

<table>
<thead>
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<th>Project No.</th>
<th>Project Name</th>
<th>Project Description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cypress Street at Cypress Point Park</td>
<td>Enhance stop serving Routes 10 and 89/Construct bus turnaround and shelter with landing pad</td>
<td>In Progress</td>
</tr>
<tr>
<td>2</td>
<td>Cypress Street at Sherrill Street</td>
<td>Enhance stop serving Routes 10 and 89/A Jaycee bench and ADA transit pads</td>
<td>In Progress</td>
</tr>
<tr>
<td>3</td>
<td>Cypress Street at Jefferson High School and Roland Park School</td>
<td>Enhance stop serving Routes 10, 44, and 45/Jaycee benches and ADA transit pads</td>
<td>In Progress</td>
</tr>
<tr>
<td>4</td>
<td>Cypress Street at Lois Avenue</td>
<td>Enhance stop serving Routes 10, 44, and 45/Jaycee bench</td>
<td>In Progress</td>
</tr>
<tr>
<td>5</td>
<td>Cypress Street at Dale Mabry Highway</td>
<td>Enhance stop serving Route 10/Jaycee benches and improve ADA connections</td>
<td>In Progress</td>
</tr>
<tr>
<td>6</td>
<td>Westshore Boulevard at International Plaza</td>
<td>Enhance stop serving Routes 30 and 59 LX/Integrate stop with proposed pedestrian crosswalk</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Westshore Boulevard at Laurel Street</td>
<td>New stop serving Routes 10, 15, and 30/Jaycee bench, ADA transit pad, and bus bay</td>
<td>In Progress</td>
</tr>
<tr>
<td>8</td>
<td>Westshore Boulevard at Cypress Street</td>
<td>Enhance stop serving Routes 10, 15, 30, 59 XL, and 200 X/ADA transit pad</td>
<td>Complete</td>
</tr>
<tr>
<td>9</td>
<td>Westshore Boulevard at Westshore Plaza</td>
<td>Enhance stop serving Routes 30, 44, 45, 85, and 89/Integrate stop with proposed pedestrian crosswalk</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Westshore Boulevard at Kennedy Boulevard</td>
<td>Enhance stop serving Routes 30, 85, and 89/Integrate stop with proposed pedestrian crosswalk</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Kennedy Boulevard at Lois Avenue</td>
<td>Enhance stop serving Route 30/Jaycee bench</td>
<td>In Progress</td>
</tr>
<tr>
<td>12</td>
<td>Kennedy Boulevard at Dale Mabry Highway</td>
<td>Enhance stop serving Routes 30, 36, and 89/Integrate stop with proposed pedestrian crosswalk</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Spruce Street at Lois Avenue</td>
<td>Enhance stop serving Routes 44 and 45/Jaycee benches, ADA transit pads, and bus bay</td>
<td>In Progress</td>
</tr>
<tr>
<td>14</td>
<td>Spruce Street at Dale Mabry Highway</td>
<td>Enhance stop serving Route 36/Jaycee benches, ADA transit pads, and bus bays</td>
<td>In Progress</td>
</tr>
</tbody>
</table>

In Progress = Improvement is currently in the process of being completed.
### PEDESTRIAN CONNECTION PROJECT

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Project Name</th>
<th>Project Description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boy Scout Boulevard and Westshore Boulevard</td>
<td>Enhanced crosswalk</td>
<td>In Progress</td>
</tr>
<tr>
<td>2</td>
<td>Westshore Boulevard and Laurel Street</td>
<td>Enhanced crosswalk/Median refuge islands</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Westshore Boulevard and Cypress Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Westshore Boulevard and I-275</td>
<td>Enhanced underpass/Part of proposed trail system</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Westshore Boulevard and Gray Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Westshore Boulevard and Kennedy Boulevard</td>
<td>Enhanced crosswalk</td>
<td>Complete</td>
</tr>
<tr>
<td>7</td>
<td>Kennedy Boulevard and Occident Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Kennedy Boulevard and Memorial Highway</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Cypress Street and Memorial Highway</td>
<td>Enhanced underpass</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Cypress Street and Sherrill Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Cypress Street and Trask Street</td>
<td>Enhanced crosswalk/Part of proposed trail system</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Cypress Street and Manhattan Avenue</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Cypress Street and Lois Avenue</td>
<td>Enhanced crosswalk</td>
<td>Complete</td>
</tr>
<tr>
<td>14</td>
<td>Cypress Street and I-275</td>
<td>Enhanced underpass</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Cypress Street and Dale Mabry Highway</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Kennedy Boulevard and Dale Mabry Highway</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Dale Mabry Highway and I-275</td>
<td>Enhanced underpass/Link to trail system</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Dale Mabry Highway and Spruce Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Kennedy Boulevard and Lois Avenue</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Lois Avenue and I-275</td>
<td>Enhanced underpass/Part of proposed trail system</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Lois Avenue and La Salle Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Lois Avenue and Laurel Street</td>
<td>Enhanced crosswalk/Signal crossing</td>
<td>Complete</td>
</tr>
<tr>
<td>23</td>
<td>Lois Avenue and Green Street</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Lois Avenue and Spruce Street</td>
<td>Enhanced crosswalk</td>
<td>Complete</td>
</tr>
<tr>
<td>25</td>
<td>Lois Avenue and Boy Scout Boulevard</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Manhattan Avenue and Jefferson High School/Roland Park School</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Manhattan Avenue and Roland Park School</td>
<td>Enhanced crosswalk</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Spruce Street and Manhattan Avenue</td>
<td>Enhanced crosswalk/Part of proposed trail system</td>
<td></td>
</tr>
</tbody>
</table>

*In Progress = Improvement is currently in the process of being completed.*
### TABLE 3.3 (CONTINUED)
WESTSHORE AREA PEDESTRIAN SYSTEM PLAN IMPROVEMENTS

#### NEW PEDESTRIAN CONNECTION

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Project Name</th>
<th>Project Description</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Spruce Street from Manhattan Avenue to Westshore Boulevard</td>
<td>Pedestrian-dedicated pathway linking Spruce Street, from the dead end of Manhattan Avenue to Westshore Boulevard</td>
<td>In Progress</td>
</tr>
</tbody>
</table>

In Progress = Improvement is currently in the process of being completed.

### 3.1.3 Westshore Commercial Overlay District Development Standards

The Westshore Commercial Overlay District Development Standards (Sec. 27-463), adopted by the City of Tampa in 2003, address aesthetics, land development, traffic and non-automobile accessibility, density, design, and other conditions associated with the special character of corridors within Westshore. The standards uphold the following goals:

- Provide for high-quality, well-planned, and well-maintained corridors;
- Promote safe, efficient, and effective motorized and non-motorized access into and within the District;
- Ensure safe, convenient, and comfortable pedestrian accessibility to destinations within the Westshore District; and
- Protect and preserve community character and thereby promote a high quality of life for residents and employees of the Westshore area.

The overall intent of the Westshore Commercial Overlay District Development Standards is to implement the strategies set forth in the Westshore Area Pedestrian System Plan. The review identified those standards pertaining specifically to pedestrian, bicycle, and transit facilities, as well as those that will help create a safer and stronger multimodal transportation environment.

Some of the key elements addressed within the standards are as follows:

- Buildings shall be oriented in a manner that facilitates pedestrian access and activity;
- Contiguous sidewalks shall be provided, where feasible, along the entire length of street frontage and shall be aligned with and connected to adjacent and contiguous properties;
- New development shall include sidewalks;
- For properties with multiple tenants and/or multiple structures on site, pedestrian circulation shall be provided between tenants and/or structures through suitable pedestrian facilities;
- All corridors must provide a buffered area located between the sidewalk and the street to protect pedestrians from the roadway;
Figure 3.2
Street Designations

Date: June 2007
Figure 3.3
Westshore Area Pedestrian System Plan
Framework Map

Date: June 2007
• Wherever possible, development shall be designed to maximize the efficiency of mass transit (determine if site warrants transit stop improvements, etc.);

• Bicycle and pedestrian facilities shall be provided in areas used by the public;

• Pedestrian facilities shall be provided on any new or reconstructed streets; and

• A sidewalk shall be provided between all new building entrances, all new or existing building entrances on the same site, and all streets adjacent to the development site. The sidewalk shall provide a direct connection to existing public right-of-way and public sidewalks or transit stops.

### 3.1.4 Westshore Development

There are currently a number of projects in various stages of development within the Westshore area. Table 3.4 provides a brief summary of these projects as compiled by the Westshore Alliance in February 2007. Figure 3.4 displays the locations of each of these developments.

### 3.1.5 Drew Park Strategic Action Plan

The Drew Park Strategic Action Plan was adopted by the City of Tampa in March 2007. The Plan identifies a set of strategic public actions that are necessary to guide future redevelopment of the Drew Park Community Redevelopment Area (CRA) and facilitate increased private investment.

Drew Park was officially designated as a CRA in May 2004. The Drew Park CRA comprises approximately 829 acres and is bounded by Hillsborough Avenue to the north, Tampa Bay Boulevard to the south, Dale Mabry Highway to the east, and Hesperides Street/Lauber Way to the west as shown in Figure 3.5.

To identify opportunities and/or constraints of existing conditions, as well as to determine any potentially beneficial policy modifications that would facilitate redevelopment of the area, an inventory was conducted of land use, zoning, public infrastructure (transportation, stormwater, utilities, etc.), and housing.

Recommendations were formed based on the inventory analysis. The recommendations focused on:

• Comprehensive building and zoning code changes (i.e. form-based code, incorporate a mixed-use land use category, etc.).

• Implementation of necessary infrastructure improvements including gateway identification, area signage, enhanced stormwater management systems, roadway access and pavement upgrades, traffic calming and management methods, provision of pedestrian facilities (i.e. sidewalks, countdown signals, crosswalks, etc.), street lighting, and landscaping upgrades, as well as subsurface utility replacement.

• Development of incentives and assistance programs to supplement a variety of market-oriented efforts to stimulate private sector investment and area redevelopment.
### TABLE 3.4
WESTSHORE DEVELOPMENT

<table>
<thead>
<tr>
<th>Map No.</th>
<th>Project Name</th>
<th>Square Feet</th>
<th>Acres</th>
<th># Units/# Rooms</th>
<th>Description</th>
<th>Construction Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Avion Park</td>
<td></td>
<td>19.0</td>
<td></td>
<td>Proposed Mixed Use Development: Hotel, Office, Retail</td>
<td>Avion Tower - Complete by 2008</td>
</tr>
<tr>
<td></td>
<td>Hilton Garden Inn</td>
<td></td>
<td>171</td>
<td></td>
<td>Hotel</td>
<td>Hilton Garden Inn - Complete by 2008</td>
</tr>
<tr>
<td></td>
<td>TownPlace Suites</td>
<td></td>
<td>122</td>
<td></td>
<td>Hotel</td>
<td>TownPlace Suites - Complete by 2008</td>
</tr>
<tr>
<td>2</td>
<td>Bay Center</td>
<td>208,600</td>
<td></td>
<td></td>
<td>Two 7-story buildings: +/-208,600 SF (each building)</td>
<td>Under Construction - July 2007</td>
</tr>
<tr>
<td>3</td>
<td>Blue Meridian Condos</td>
<td></td>
<td>108</td>
<td></td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Clarion Hotel Site</td>
<td></td>
<td>108</td>
<td></td>
<td>Proposed Mixed Use Development: New Hotel, Office, Residential</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Coen Development</td>
<td></td>
<td>113</td>
<td></td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Cornerstone Plaza</td>
<td></td>
<td>260,000</td>
<td></td>
<td>Possible Mixed Use Development: Hotel, Residential</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Corporate Center IV</td>
<td></td>
<td>247,000</td>
<td></td>
<td>Office</td>
<td>Complete by late 2007/early 2008</td>
</tr>
<tr>
<td>8</td>
<td>Cypress Bay</td>
<td></td>
<td></td>
<td></td>
<td>Office condos</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Cypress Center IV</td>
<td></td>
<td>90,000</td>
<td></td>
<td>Office</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Cypress Point Apartments</td>
<td></td>
<td>343</td>
<td></td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Drew Park</td>
<td></td>
<td></td>
<td></td>
<td>Proposed Mixed Use Development: Hotel, Residential, Retail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hawks Landing - HCC</td>
<td></td>
<td>125</td>
<td></td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hillsborough Community College</td>
<td></td>
<td>17.0</td>
<td></td>
<td>Potential available land for Retail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Holiday Inn Express</td>
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<td>146</td>
<td></td>
<td>Hotel</td>
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</tr>
<tr>
<td></td>
<td>Horizon Park</td>
<td></td>
<td>23,000</td>
<td></td>
<td>Potential available space for Retail</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Former McDonald Training Center Site</td>
<td></td>
<td>3.4</td>
<td></td>
<td>Rezoning desired: Bank, Office, Hotel and/or Restaurant</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Former Spruce Center Site</td>
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<td>3.0</td>
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<td>Rezoning desired: Mixed Use Development</td>
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</tr>
<tr>
<td>14</td>
<td>Independence Center II</td>
<td></td>
<td>120,000</td>
<td></td>
<td>Office building and parking garage</td>
<td>Possible Completion in 2007</td>
</tr>
<tr>
<td>15</td>
<td>Independence Park – Fountain Square</td>
<td></td>
<td>44.0</td>
<td></td>
<td>Mixed Use Development: Hotel, Office, Residential (1,100 units)</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>K-Mart Plaza</td>
<td></td>
<td>14,000</td>
<td></td>
<td>Potential available space for Retail</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>MetLife Site</td>
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<td>30.0</td>
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<td>Redevelopment – Mixed Use</td>
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<tr>
<td>18</td>
<td>Philips Development</td>
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<td>450</td>
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<td>Residential</td>
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</tr>
<tr>
<td>19</td>
<td>Proposed Hotel</td>
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<td>280-300</td>
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<td>Hotel</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>4310 Spruce Street</td>
<td></td>
<td>80,000</td>
<td>3.4</td>
<td>Proposed Office</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Tampa Bay One</td>
<td></td>
<td>700,000</td>
<td>18.0</td>
<td>Proposed Mixed Use</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>WCI Condos</td>
<td></td>
<td></td>
<td>161</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Westin</td>
<td></td>
<td></td>
<td></td>
<td>Mixed Use Development: Hotel (260 rooms), Residential (20 units)</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Westshore Corporation Center II</td>
<td></td>
<td>168,000</td>
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<td>Office</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Westshore Landing One</td>
<td></td>
<td>6.9</td>
<td>57</td>
<td>Residential</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Westshore One</td>
<td></td>
<td></td>
<td>160</td>
<td>Residential</td>
<td></td>
</tr>
</tbody>
</table>
Figure 3.4
Westshore Development

Date: June 2007
Figure 3.5
Drew Park Community Redevelopment Area

Date: June 2007
Overall, the intent of the recommendations is to implement land use and zoning amendments, as well as infrastructure improvements, in the CRA to create a more sustainable and livable Drew Park community. The Westshore Mobility Strategy will serve as a key component in the area’s redevelopment as it will work to provide a viable transportation system able to support future area growth.

Specific recommendations of the Drew Park Strategic Action Plan that are relevant to the Westshore Mobility Strategy may be found in Appendix B.

3.2 OTHER LOCAL PLANS AND POLICIES

3.2.1 Kennedy Boulevard Corridor Study

The Kennedy Boulevard Corridor Study was prepared by the Hillsborough County MPO in August 2003. The purpose of this study was to evaluate the Kennedy Boulevard corridor from Memorial Highway to Ashley Drive in order to identify transportation system management and other corridor improvements. The corridor study was designed to promote the utilization of alternative travel modes, as well as various urban design concepts within the study area. The following recommendations were made to increase overall mobility and enhance the pedestrian experience along Kennedy Boulevard.

Public Transportation Improvements

Recommendations include maintenance and installation of new sidewalks, improvement of crosswalk facilities, and a review of bus stop designations. Other specific recommendations are as follows: filling gaps between sidewalks at bus curbs, funding bus stop infrastructure improvements at selected locations, implementing peak-hour express service on the corridor connecting Westshore Plaza to Downtown, and extending evening service on HARTline routes serving Westshore Plaza.

Bicycle Facilities and Sidewalk Recommendations

This study recommends the placement of parallel bicycle routes to the north and south of Kennedy Boulevard in order to enhance bicycle access throughout Westshore. North A and North B Streets are suggested on the north side of Kennedy Boulevard because both streets are primarily residential in character. On the south side of Kennedy Boulevard, an east-west bicycle route is recommended using combined segments of Azeele Street, Cleveland Street, and Platt Street. Repair of gaps in the existing sidewalk network is suggested to provide continuity along the corridor for pedestrians. In addition, it is recommended that policies related to redevelopment be strengthened, adequate sidewalk width be provided for wheelchairs, unused obstructions be removed, as well as curbs be provided, where missing, and restored at abandoned driveways.
**Landscaping Treatment Recommendations**

Pedestrian amenities, such as decorative lighting, street furnishings, and utility burials are recommended to improve the landscape of the area. Providing shade in the area while respecting the visibility requirements of adjacent retailers is also suggested in order to enhance the pedestrian environment. This can be accomplished by removing low branches of shade trees and/or clustering palms.

**Intersection Improvements**

The study, along with other local plans, identifies two specific intersections within the Westshore area that are in need of improvements.

- The first intersection is Dale Mabry Highway and Kennedy Boulevard. The Kennedy Boulevard Corridor Study recommends the following improvements to the intersection: add a northbound through lane, modify the existing signal, and interconnect the Himes Avenue signal to the one at Dale Mabry Highway.

- The second intersection is Memorial Highway and Kennedy Boulevard. The study recommends that a second northeast to northwest left turn lane be added.

**Roadway Improvements**

The study recommends the following strategies to improve mobility and safety within the corridor.

**Access Management**

The study recommends conducting an Access Management Study to reconstruct and repair abandoned access points and to consolidate access. Better and more efficient access would help improve pedestrian safety and enable more landscaping and median treatments to be applied.

**Travel Demand Management (TDM)**

TDM strategies were recommended to help encourage more efficient travel and reduce existing demand in the Kennedy Boulevard area. Recommended strategies included:

- Continuous interaction with large employers to identify transportation challenges.
- Explore telecommuting programs with Westshore employers.
- Improve bicycle and pedestrian facilities.
- Review land development regulations to promote better bicycle/pedestrian connections.
- Explore a trip reduction ordinance.
- Explore High-Occupancy Vehicles (HOV) lanes and Express bus service between downtown and Westshore.
Safety Improvements
The study recommends continued monitoring of crashes at the Kennedy Boulevard/Memorial Highway and Kennedy Boulevard/Dale Mabry Highway intersections. The monitoring of crashes will help determine whether recommended and implemented improvements are effectively improving safety for motorists and pedestrians.

3.2.2 Kennedy Boulevard Corridor District Development Design Standards
The Kennedy Boulevard Corridor District Development Design Standards, adopted by the City of Tampa in 2006, establish pedestrian and transit friendly design provisions for the Kennedy Boulevard Corridor. The standards are intended to:

- Improve the aesthetic appearance of Kennedy Boulevard.
- Connect roadways through the use of enhanced landscaping and buffering.
- Create form-based parameters to ensure compatible architectural elements are implemented throughout the corridor as a whole.

Specific Design Standards include:

- The principal building façade and functional pedestrian entrance to buildings shall be oriented towards Kennedy Boulevard and maintain a direct pedestrian connection to the public sidewalk.
- Ground level building façade setbacks may be increased to 30 ft. from public street right-of-way(s) to create/provide areas for courtyards, outdoor cafés, or similar pedestrian amenities.
- On-site pedestrian circulation shall be provided between tenants and/or structures, for properties with multiple structures, through the use of a sidewalk, or other suitable, American Disability Act (ADA) compliant, pedestrian conveyance.
- Vehicle access and flow shall be designed to have minimal impact on pedestrian circulation; there must be continuity of sidewalk materials across the mouth of all curb cuts.
- Scored concrete or textured paving bricks should be used for sidewalks, crosswalks, etc.
- Development within the Kennedy Boulevard Corridor District shall be designed to maximize the efficiency of mass transit. The developer shall coordinate with the City of Tampa and the HARTline systems to determine if the site warrants decorative, architecturally compatible transit stop improvements, such as easement dedication, transit shelters, or other related features.
3.2.3 City of Tampa Comprehensive Plan Transportation Element

The intent of the City of Tampa Comprehensive Plan Transportation Element is to ensure that a multimodal transportation network is provided to support economic and residential development and enhance the mobility of people and goods while protecting natural resources and minimizing the threat to the community’s health, safety, and welfare.

Policies in the City of Tampa 1998 Comprehensive Plan, particularly those of the Transportation Element, were reviewed to identify those that specifically pertain to pedestrian, bicycle, and transit mobility. Related policies may be found in Appendix C.

The five components comprising the Transportation Element support the objectives of the Westshore Mobility Strategy. These components are as follows:

**Traffic Circulation**

This component establishes a process which ensures that the overall transportation system keeps pace with new development demands and makes progress towards reducing the backlog of existing roadway deficiencies. This process, in turn, ensures that the objectives of Florida’s 1985 Growth Management legislation are met in Tampa. In addition, this component sets priorities for improvements intended to lessen congestion; establishes code, regulation and design standards allowing for safe and efficient travel; and optimizes the use of various alternatives to road construction.

Under this component, a Transportation Concurrency Exception Area (TCEA) is defined. Adopted in 1998 as part of the Comprehensive Plan update, the TCEA is excluded from transportation concurrency requirements and is established to encourage urban infill and redevelopment of an area. The Westshore Business District is within the designated TCEA. This ensures that desirable growth will continue to occur within Westshore and the well-being of the significant business center will be sustained.

Since the TCEA is exempt from transportation concurrency requirements, alternative forms of mobility must be shown and available within the area.
In supporting pedestrian, bicycle, and transit facilities along with vehicle movement, segments of the Westshore roadway network may contain lower roadway level of service (LOS) standards than allowed. The Westshore Business District is designated as an activity center with LOS E as the adopted allowable standard. The provision of alternative travel modes within this active area is vital to improve increasing roadway network deficiencies. Based on the Congestion Management System (CMS) plan, projects of corridors serving a TCEA will become priority.

**Mass Transit**

The purpose of the mass transit component is to provide direction to local governments, with populations of 50,000 or more, in their designation of future mass transit system features. This component establishes the framework to meet future City of Tampa mass transit needs by supporting the attainment of desired future employment and retail centers within corridors designed to give public transit an advantage over the single-occupant vehicle. This, in turn, will work to develop a “true” multi-modal transportation system where people have viable transportation alternatives to the single-occupant vehicle.

The mass transit component requires the City of Tampa to coordinate transportation plans and programs with the HART Authority, the Hillsborough County MPO and the FDOT to identify the short- and long-range transit goals of Hillsborough County, including the City of Tampa, in order to improve transit facilities and service. The component requires the prioritization of transit needs during the review of roadway and right-of-way improvement projects and requires developers to provide, where appropriate, facilities that support transit such as fixed routes, dedicated travel lanes, stops, shelters, turn-outs, transfer locations, etc. In designing and planning these facilities, the needs of pedestrians, cyclists, handicapped persons, and transit dependent users are to be considered.

The component works to establish feasible circulator bus routes, cross-town routes, and timed transfer points to promote mobility between and around major activity centers supporting policies of the Hillsborough County LRTP, HART TDP, and recommendations of the Westshore Area Pedestrian System Plan.

**Intermodal**

This component encourages the provision of intermodal links especially highway, public transit, and bicycle to airports, seaports, rail, and trucking facilities. This component ensures that the needs of port, airport, rail, and other major terminals (as defined by each facility’s master plan) are considered in the prioritization of programmed roadway and transit service improvements. Intermodal connections are essential in sustaining access to TPA, which is located in the heart of Westshore.

**Bicycle**

The bicycle component promotes the goals established within the Hillsborough County Comprehensive Bicycle Plan, which work to provide a city-wide bikeway system that is integrated with other transportation modes. By improving existing bicycle facilities, requiring new development to include bicycle facilities, providing bicycle facilities and services at major destinations, and supporting programs which encourage cycling, bicycles are perceived as a viable mode of transportation.
In creating an environment conducive to cycling, this component works to improve the mobility and safety of cyclists. Tampa is committed through this component to improve and expand its current efforts to increase public awareness of cyclist rights and educate residents on traffic safety laws in order to provide safer bicycle facilities.

Bicycle facilities are constructed according to the priorities identified in the Cost Affordable Plan of the Hillsborough County 2025 LRTP and the Tampa Greenways and Trails Master Plan. Bicycle and pedestrian projects are based on the assumption that all future road projects, except on limited access roads, will include bikeways and sidewalks.

**Pedestrian**

Consistent with the Hillsborough County MPO's Comprehensive Pedestrian Plan, this component focuses on improving mobility and safety in order to create an environment conducive for walking. It recommends steps to reduce Tampa's high rate of pedestrian and motor vehicle accidents and encourages walking as a viable means of transportation. The city is committed to improving and expanding its current system of pedestrian facilities, supporting programs that encourage walking, increasing public awareness of pedestrian rights and responsibilities, and educating city residents on traffic safety laws.

By identifying priority corridors, the City of Tampa can determine the areas in need of improvements in order to maximize pedestrian mobility within the urban area. Additionally, non-roadway pedestrian facilities, such as off-road trails, can be planned and implemented to complement and connect to the overall sidewalk system.

Annually, the City allocates approximately $680,000 to sidewalk construction. The criteria considered for project selection include: 1) proximity to a school; 2) documented pedestrian activity; 3) major roadways and thoroughfares; 4) mass transit route; and 5) neighborhood interest. The City also funds approximately $600,000 annually for the repair and replacement of existing sidewalks. All development and redevelopment projects within the TCEA are required to construct sidewalk facilities on the site, if facilities are not currently present.

3.2.4 Evaluation and Appraisal Report

The Florida Statute (Section 163.3191) requires that an Evaluation and Appraisal Report (EAR) of the Tampa Comprehensive Plan be completed every seven years. The EAR is an assessment of the degree to which the comprehensive plan’s objectives have been achieved relative to existing conditions. Based on the identification of major area issues and in response to changes that have occurred in regional and state plans or federal planning requirements, the report also establishes a course of action for revising the comprehensive plan.

Prepared in August 2006, this report evaluates the 1998 Tampa Comprehensive Plan. Focusing specifically on the Transportation Element of the Comprehensive Plan, the following observations were made during the EAR process.
Successes

• LOS standards for transit were adequate in meeting the demands of existing and future growth defined in the 1998 Comprehensive Plan.

• Transportation mitigation strategies for large-scale development within the TCEA have been established.

• Exceptions from transportation concurrency have been provided for development that has been located within areas designated for urban infill and redevelopment.

• Development and transit ridership have increased within the TCEA.

• The rate of traffic congestion has been less than anticipated

Shortcomings

• Many neighborhoods have been greatly impacted by an inadequate offering of multimodal opportunities.

• LOS standards for roads have not kept pace with the demands of growth.

• The Florida Intrastate Highway System (FIHS) and Strategic Intermodal System (SIS) systems continue to pose as challenges in encouraging development along major corridors within the City of Tampa, particularly when state funding limitations or LOS standards restrict capacity along this network.

• Additional policy guidance or improvements may be required to monitor traffic congestion of approved development in order to maintain neighborhood quality of life.

• The TCEA mobility strategy is not clearly and concisely defined in the Comprehensive Plan.

• Annual monitoring and reporting of development and transit has not occurred at the level specified in the Comprehensive Plan.

Based on the results of the evaluation process, the Transportation Element needs to be updated to reflect the following recommendations:

• Consolidate the TCEA strategy into a single, concise section within the Plan so all issues, needs, linkages, and implementation measures can be clearly defined.

• Develop strategies to support and fund mobility within the TCEA, including alternative modes of transportation.

• Clearly demonstrate how mobility will be provided within the TCEA; strategies should address urban design, appropriate land use mixes, and network connectivity plans to in order promote urban infill, redevelopment, and downtown revitalization.

• Provide justification of the size of the TCEA.
According to the EAR, transportation is an element of interconnectedness. Interconnectedness promotes the connectivity of all transportation systems including roads, bus, walking, biking, and trails. Therefore, policies of the Transportation Element should continue to focus on providing services and facilities that encourage comfortable travel through walking, biking, and transit, when feasible.

3.2.5 City of Tampa TCEA Update

In response to Senate Bill 360 passed during the 2005 legislative session, as well as in response to the EAR, the City of Tampa is currently in the process of updating the Transportation Element of the Comprehensive Plan to specifically address the new TCEA provisions. Requirements mandate justification of the size and configuration of the TCEA, as well as documentation of measures to provide mobility within the TCEA. The update is anticipated to be completed by the fall of 2007.

As part of the update, the City’s multimodal transportation infrastructure will be evaluated as it relates to existing land use density and intensity, as well as to proposed growth areas, specifically future residential, employment, and commercial centers. In evaluating the existing multimodal transportation infrastructure, TCEA goals and mobility strategies will be identified and refined to ensure that the City’s Transportation Plan adequately supports future growth and land use goals leading to a desirable urban form.

Strategies to address overall mobility issues will be identified. The strategies will define the orders of magnitude of infrastructure construction necessary to achieve specific benchmark objectives within sub-areas of the TCEA. These strategies will provide a foundation for recommendations developed as part of the Westshore Mobility Strategy. In addition, priority roadway and multimodal transportation infrastructure items will be identified as candidate projects to be included in the City’s Capital Improvement Element update.

3.2.6 Draft Proportionate Share Ordinance

A draft Proportionate Share Ordinance has recently been developed for immediate implementation consistent with the current City of Tampa Comprehensive Plan update. This ordinance will not apply to Tampa’s TCEA. However, the ordinance is related to the TCEA update in that in order for the City to make decisions regarding the size, configuration, and policies of the TCEA, the City must define the area that the concurrency management system will apply to outside of the TCEA. Once the areas are defined, the corridor and areawide LOS standards will be reassessed.

Implementation of a concurrency management system is necessary to effectively implement Senate Bill 360 and help to ensure proper coordination with land development activities in Hillsborough County and the region at large.

3.2.7 City of Tampa Greenways and Trails Master Plan

Developed and adopted by the Tampa City Council in February 2001, the goal of the Tampa Greenways and Trails Master Plan is to increase non-motorized transportation opportunities and provide public access to recreational areas throughout the City of Tampa. In order to accomplish this goal, the plan identifies ways to improve connections within the City of Tampa between
neighborhoods, public spaces, and surrounding jurisdictions, as well as ways to make the city more friendly to pedestrians and cyclists. The system provides:

- Passive and active recreational venues for walkers, hikers, skaters, bicyclists, and canoeists.
- Conservation of open spaces.
- Opportunities for environmental and historical education.
- Opportunities to coordinate greenways and trails construction to coincide with City of Tampa’s planned roadway improvements and sidewalk construction.

This document identifies existing greenway and trail conditions within the City of Tampa, outlines goals and objectives including design guidelines for greenway and trail development, as well as discusses expansion plans for six greenway areas:

- South Tampa Greenway,
- Bayshore Boulevard Greenway,
- Hillsborough River Greenway,
- West Tampa Greenway,
- McKay Bay Greenway, and
- New Tampa Greenway.

The West Tampa Greenway, designated as part of the regional multi-use trail system, could potentially provide linkages to the Westshore area of Tampa by connecting segments to parks, playgrounds, schools, as well as transit hubs in the area. In addition, the opportunity exists to add greenways in the open space created by the FDOT’s I-275 and Memorial Highway road widening project, which is slated to take place over a 10- to 20-year timeframe. In 2005, the Courtney Campbell Causeway was designated as a Florida Scenic Highway. Like the West Tampa Greenway, the Courtney Campbell Causeway is part of the regional multi-use trail system. As such, the initial priority improvement identified for this corridor is to enhance the recreational trail that stretches along it. Other greenway and blueway trail opportunities exist within TPA property and along Tampa Bay.

Projects proposed within the Westshore area are illustrated in Figure 3.6.

Amended in 2005, the plan includes recommendations for several types of trails:

- On-road bike trails.
- Off-road bike routes.
- Sidewalk connections.
- Off-road multi-purpose bicycle/pedestrian paths.
3.2.8 Hillsborough County 2025 LRTP

The 2025 LRTP, adopted by the Hillsborough County MPO in November 2004, serves as a guide for coordinated, comprehensive, inter-jurisdictional transportation planning throughout Hillsborough County. The purpose of the LRTP is to identify the location, function, and size of new or improved transportation infrastructure in order to create a balanced multimodal transportation network.

The primary objective of the LRTP is to guide the development of the transportation system to serve the travel demands of existing development and new growth, as envisioned by local comprehensive plans for the next 20 years. It also promotes safety, as well as environmental and neighborhood compatibility.

LRTP policies relevant to the Westshore Mobility Strategy may be found in Appendix D.

**Highway**

The highway component of the LRTP calls for improvements to the major thoroughfares to meet travel demand over the next 20 years. Section 3.4.2 discusses these specific improvements.

The MPO has identified five congested corridors for a detailed analysis. Segments of two of the identified corridors are located within Westshore. The two corridors are:

- Dale Mabry Highway from Kennedy Boulevard to Hillsborough Avenue and
- Hillsborough Avenue from Memorial Highway to Dale Mabry Highway.

**Figure 3.7** depicts the limits of the congested corridors.

**Transit**

The transit component of the LRTP calls for enhancing bus service by increasing the frequency on existing routes and improving operating hours.

The LRTP identifies the following general transit improvements to address deficiencies in the existing transit system and meet Hillsborough County’s growing needs for future mobility.

- Expand bus network – include more frequency and longer hours of existing routes, new express and circulation routes, and bus amenity corridors.
- Designate transit emphasis corridors with 15 minute peak period service and bus rapid transit (BRT) improvements.
- Capital projects to support an expanded network - include fleet acquisition, park-and-ride lots, a new operations center, technology improvements, transit centers, BRT improvements, intersection and signal improvements, and super stops.
- Right-of-way preservation/acquisition for light rail transit, including the following extension: West Corridor – includes an extension to TPA.
Figure 3.6
Greenways and Trails

Date: June 2007
Figure 3.7
Congested Corridors

Date: June 2007
Specific cost affordable transit projects identified within the 2025 Long Range Transportation Plan that will impact Westshore are presented in Table 3.5.

### TABLE 3.5
2025 LRTP TRANSIT PROJECTS

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Description</th>
<th>Facility</th>
<th>Limits</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gulf to Bay-</td>
<td>BRT Corridor</td>
<td>SR 60, Courtney Campbell Causeway, Spruce Street/</td>
<td>I-75 and Downtown Tampa in Hillsborough to US 19 in Pinellas</td>
<td>Hillsborough, Pinellas</td>
</tr>
<tr>
<td>Columbus BRT</td>
<td></td>
<td>Columbus Avenue (parallels I-275 and I-4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SR 580 - Hillsborough BRT</td>
<td>BRT Corridor</td>
<td>SR 580/Hillsborough Avenue</td>
<td>Countryside Mall in Pinellas to 56th Street in Hillsborough</td>
<td>Pinellas, Hillsborough</td>
</tr>
<tr>
<td>Veterans BRT</td>
<td>BRT Corridor - Limited Access Highway</td>
<td>Veterans Expressway</td>
<td>Westshore Business District in Hillsborough to Suncoast Parkway</td>
<td>Hillsborough</td>
</tr>
<tr>
<td>Tampa Rail - West Leg</td>
<td>Fixed Guideway</td>
<td>Downtown Tampa Cruise Terminals to TPA North Terminal</td>
<td>Extend Streetcar to Whiting Street and study further extension northward</td>
<td>Hillsborough</td>
</tr>
<tr>
<td>Tampa Rail Stations</td>
<td>Fixed Guideway</td>
<td>Downtown Tampa to USF; Downtown Tampa to Westshore</td>
<td>Support for city right-of-way acquisition efforts</td>
<td>Hillsborough</td>
</tr>
</tbody>
</table>

**Figure 3.8** illustrates future transit corridors identified within the Westshore area.

**Bicycle and Pedestrian**

The LRTP also includes bicycle and pedestrian projects to enhance the mobility of the community. On-road bicycle facilities and off-road trails are planned. To accommodate pedestrian mobility, sidewalks are planned for existing and new roadway facilities.

The LRTP commits substantial resources to improving on- and off-road bicycle travel. This is part of the MPO commitment to provide a multi-modal transportation system in Hillsborough County. The potential for bicycle travel is inhibited by the lack of facilities. Two bicycle facilities currently exist within Westshore. These facilities are present on Boy Scout Boulevard from Memorial Highway to Lois Avenue and Dale Mabry Highway from I-275 to Spruce Street.

Improvements include adding new bicycle lanes; restriping roadways; building new bicycle trails; and educating motorists, cyclists, and pedestrians of the proper and safe way to share roadways. Bicycle network projects, as identified within the plan, are presented in Table 3.6 and illustrated through **Figure 3.9**.
TABLE 3.6
2025 LRTP BICYCLE NETWORK PROJECTS

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>From</td>
</tr>
<tr>
<td><strong>Cost Affordable</strong></td>
<td></td>
</tr>
<tr>
<td>Frontage Road</td>
<td>Cypress Street</td>
</tr>
<tr>
<td><strong>To Be Built as Part of Road Improvement</strong></td>
<td></td>
</tr>
<tr>
<td>George Bean Parkway</td>
<td>Spruce Street</td>
</tr>
<tr>
<td>I-275 (LINKS)</td>
<td>Howard Frankland Bridge/Kennedy Boulevard</td>
</tr>
<tr>
<td>Memorial Highway</td>
<td>Kennedy Boulevard</td>
</tr>
</tbody>
</table>

Note that additional bicycle network improvement projects are depicted in Figure 3.6 as on- and off-road trails.

Pedestrian Improvement Corridors have high levels of pedestrian demand and a greater need for pedestrian treatments. Treatments may include enhanced crosswalks, lighting, signals, signage, medians and refuge islands, ADA accessibility improvements, landscaping, benches, or other treatments. Within Westshore, Dale Mabry Highway from Kennedy Boulevard to Columbus Drive is designated within the 2025 Long Range Transportation Plan as a Pedestrian Improvement Corridor.

According to the plan, all transportation trips begin with the pedestrian. One of the objectives of the LRTP is to develop a pedestrian network that complements the larger transportation system - ultimately considering the pedestrian first in roadway design. Table 3.7 and Figure 3.10 present the pedestrian network projects identified within the LRTP for the Westshore area.

TABLE 3.7
2025 LRTP PEDESTRIAN NETWORK PROJECTS

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>From</td>
</tr>
<tr>
<td><strong>Cost Affordable</strong></td>
<td></td>
</tr>
<tr>
<td>Boy Scout Boulevard</td>
<td>Frontage Road/Memorial Highway</td>
</tr>
<tr>
<td>Frontage Road</td>
<td>Cypress Street</td>
</tr>
<tr>
<td><strong>To Be Built as Part of Road Improvement</strong></td>
<td></td>
</tr>
<tr>
<td>George Bean Parkway</td>
<td>Spruce Street</td>
</tr>
<tr>
<td>Memorial Highway</td>
<td>Kennedy Boulevard</td>
</tr>
</tbody>
</table>

Westshore Mobility Strategy
Existing Conditions Report

June 2007

3-34
Figure 3.8
Future Transit

Date: June 2007
Figure 3.9
Bicycle Network Projects

Date: June 2007
Figure 3.10

Pedestrian Network Projects

Date: June 2007
3.2.9 Hillsborough County MPO Transit Study

The Hillsborough County MPO is in the process of conducting a study to identify transit service needs in Hillsborough County. To be completed in December 2007, the goal of the study is to produce a comprehensive transportation plan that not only includes a transit network that provides the cost-efficient technologies to give people options to get where they want and need to be, but provides road, sidewalk, and trail improvements.

Study findings and recommendations will be considered during the MPO LRTP update in 2008. The study will also support updates to local government comprehensive plans and the HART TDP. In addition, findings of the study will be incorporated in the development of the Westshore Mobility Strategy.

3.2.10 HART Transit Development Plan

Vision 2016, HART Authority’s TDP, was adopted in 2006 to provide an assessment of existing conditions and the necessary strategies and programs to meet the county’s transit needs over a 10-year period. The TDP also serves as an important guideline for the allocation of local, state, and federal funding for transit. The following priorities and recommendations were made in the TDP, which impact multimodal access to and from the Westshore District.

HART’s transit vision is to make transit a relevant and viable travel option for all residents of Hillsborough County with increased access to HART services. The TDP calls for an improved transit system with expanded bus service areas, more frequent bus service, longer service hours, and an expanded streetcar system. Circulator routes are included to facilitate mobility within major activity centers.

The Vision promotes:

- Accessible bus stops with shelters and other necessary infrastructure to provide a high quality service to patrons.
- Transit Oriented Development (TOD) around transit centers and superstops, including dense residential development, a mix of land uses, and a friendly pedestrian and bicycle operating environment.

HART currently provides service on 13 routes, including one express route, within the Westshore/TPA area as illustrated through Figure 3.11. Most routes operate to, from, or through one of the area’s two transit centers, which include Westshore Plaza and Tampa Bay Center. Eleven of these routes serve the Westshore Business District.

Brief descriptions of the thirteen Westshore routes are presented in Table 3.8. It should be noted that the routes presented in Figure 3.11 differ slightly from Table 3.8. This is due to the fact that Figure 3.11 displays 2004 data created for the development of the Hillsborough County MPO 2025 LRTP. Since 2004, new routes have been established, and existing routes have been modified.
### TABLE 3.8
WESTSHORE TRANSIT SYSTEM BUS ROUTES

<table>
<thead>
<tr>
<th>Route No.</th>
<th>Route Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>West Tampa/Citrus Park</td>
<td>Operated between Wal-Mart in Town ‘n Country and Downtown Tampa via employment sites northeast of TPA.</td>
</tr>
<tr>
<td>10</td>
<td>Cypress Street</td>
<td>Operates between the Social Security Administration in Westshore and Downtown Tampa via Cypress Street.</td>
</tr>
<tr>
<td>15</td>
<td>Columbus Drive</td>
<td>Operates between Westshore Plaza and the Netpark Transit Center through Westshore/TPA along Columbus Drive.</td>
</tr>
<tr>
<td>30</td>
<td>Town ‘n Country</td>
<td>Operates between Hanley Road/Waters Plaza in Town ‘n Country and Downtown Tampa via St. Matthew’s Park and Ride, TPA, Westshore Plaza, and the University of Tampa.</td>
</tr>
<tr>
<td>32</td>
<td>Dr. Martin Luther King Jr. Boulevard</td>
<td>Operates between Tampa Bay Center and the Mango Wal-Mart via Dr. Martin Luther King Jr. Boulevard and Netpark Transit Center.</td>
</tr>
<tr>
<td>34</td>
<td>Hillsborough Avenue</td>
<td>Operates between Hanly/Waters Plaza and Netpark Transit Center along the northern edge of Westshore/TPA via Hillsborough Avenue.</td>
</tr>
<tr>
<td>36</td>
<td>Dale Mabry Highway/Himes Avenue</td>
<td>Operates between MacDill Air Force Base (AFB) and Carrollwood via Twin Bays Shopping Plaza, Britton Plaza, Raymond James Stadium, Tampa Bay Center, the Main Street Shopping Center, and the Mission Bell Shopping Center.</td>
</tr>
<tr>
<td>44</td>
<td>UATC/Habana Avenue/ Westshore Plaza</td>
<td>Operates between Westshore Plaza and the UATC Transit Center via Tampa Bay Center and St. Joseph’s Hospital. The route also serves Kid City at Lowry Park, and Lowry Park Zoo.</td>
</tr>
<tr>
<td>45</td>
<td>UATC/Rome Avenue/ Westshore Plaza</td>
<td>Operates between Westshore Plaza and the UATC Transit Center via Tampa Bay Center and St. Joseph’s Hospital. This route follows the same alignment as Route 44, except that it operates along Rome Avenue between Dr. Martin Luther King Jr. Boulevard and Sligh Avenue instead of Habana Avenue.</td>
</tr>
<tr>
<td>85</td>
<td>South Tampa Weekend Connector</td>
<td>Operates on weekends between MacDill AFB and Westshore Plaza via Britton Plaza.</td>
</tr>
<tr>
<td>89</td>
<td>South Tampa Connector</td>
<td>Operates in a loop that operates largely in South Tampa between Britton Plaza and Westshore Plaza.</td>
</tr>
<tr>
<td>59 LX</td>
<td>Town ‘n Country Limited Express</td>
<td>Operates between Hanley Road/Waters Plaza in Town ‘n Country and Downtown Tampa via Veteran’s Expressway and I-275.</td>
</tr>
<tr>
<td>200 X</td>
<td>Clearwater Express</td>
<td>Operates between Clearwater and Downtown Tampa via SR 60 and I-275, with stops in Westshore along SR 60.</td>
</tr>
</tbody>
</table>

With congestion increasing as a result of growth in Hillsborough County, as well as roadway improvements not being able to keep pace with travel demands, there is opportunity for HART to expand its services and provide a viable transportation alternative. To stay competitive with the automobile, HART stresses the need to continue improving accessibility to both bus stops and connections to adjacent developments and destinations.

The following cost affordable transit service improvements are identified within Vision 2016 for the Westshore area.

- Weekend evening extension of service on Route 34 (Hillsborough Avenue) - FY 2008.
- Weekday evening extension of service on Route 15 (Columbus Avenue) - FY 2012.
Figure 3.11
Existing Transit Routes and Stops

Date: June 2007
• Weekday evening extension of service on Route 32 (Dr. Martin Luther King Jr. Boulevard) - FY 2013.

• Weekday evening extension of service on Route 36 (Dale Mabry Highway/Himes Avenue) - FY 2014.

• Running time improvement to Route 30 (Town ‘n Country) - FY 2016.

Other Potential Service Improvements (as funding becomes available)

• Improvements on weekday frequency for all routes with a minimum of 15 minute peak hour frequency and 30 minute off-peak frequency.

• Extensions of weekday evening service with all routes final trip commencing at midnight.

• Expansion of express routes to a minimum of six a.m. and six p.m. trips per weekday.

• Extension of weekend evening service by two hours per route for all routes.

• Expand Sunday service to Saturday levels to create a single weekend LOS.

• Express service from the Brandon area to Westshore.

• Direct service from downtown to Westshore/TPA.

• Express service from UATC to downtown and Westshore.

• Split of Route 34 (Hillsborough Avenue) to alternately serve the Northwest Transit Center and the Westshore Area.

• Superstops at all on street intersection points of routes.

• Superstop at the Columbus Avenue/Himes Avenue area.

3.2.11 HART Transit Emphasis Corridors Study

The HART Authority is currently conducting a study which focuses on near-term transit improvements on priority transit corridors. The study, scheduled to be completed by December 2007, will consider BRT improvements that will be designed to provide a premium level of service. The improvements may include: service improvements, bus preferential treatments, enhanced passenger facilities, and new buses with level boarding. The three East-West corridors being examined as part of this study are all located within the Westshore area. These corridors (and existing routes) include:

• Hillsborough Avenue/Westshore/TPA (Route 34)

• Martin Luther King Jr. Boulevard/Westshore/TPA (Route 32)
• Columbus Drive/Westshore/TPA (Route 15)

The proposed transit emphasis corridors relevant to the Westshore area are presented in Figure 3.8.

3.3 REGIONAL PLANS

3.3.1 Tampa Rail Project EIS

The Tampa Rail Project EIS was prepared by HART to analyze and document the transportation and environmental impacts of alternatives to construct a fixed guideway transit system in Tampa and Hillsborough County. Following the conclusions of the Major Investment Study (MIS) conducted regarding the need for fixed-guideway transit connecting vital activities centers in Tampa and Hillsborough County, a draft EIS was developed in 2001. A Final EIS (FEIS) was subsequently published in 2002 taking into consideration an extensive public comment process and further refinement of alternatives.

The primary purposes of the Tampa Rail Project are described below.

Provide a range of mobility choices and intermodal connections to address future demand

Current transit services are limited. Existing and future transit travel times are generally not competitive with automobile travel times. Existing pedestrian and bicycle amenities and connections to transit stops are often inadequate. The roadway improvements included in the Cost Affordable LRTP cannot keep up with growing travel demand, which will result in more congestion and delay throughout the study area.

Provide mobility and access opportunities to economically disadvantaged and transit-dependent populations

Current transit services in the project corridor are limited. Service hours and levels are not adequate between residential areas with high transit-dependent populations and commercial and employment centers in the region. Providing convenient access to and from these areas is essential for low-income, elderly, disabled, and transit-dependent populations.

The objectives for the Tampa Rail Project are to:

• Meet the need for enhanced access to major activity centers, including the University of South Florida (USF), Downtown Tampa, and the Westshore/TPA/Hillsborough Community College/Raymond James Stadium/St. Joseph’s Hospital areas.

• Provide a range of mobility choices and intermodal connections to address future demand including rail, bus, bicycle, and pedestrian connections.

• Provide mobility and access opportunities to economically disadvantaged and transit dependent populations.

• Maximize economic development potential for established centers of activity in the urban core.
• Provide a catalyst for enhancing environmental quality by making developed areas more attractive and reducing development pressure on the periphery of the region.

The FEIS identified and analyzed three alternatives:

• No Build,
• Transportation System Management, and
• Locally Preferred Alternative (LPA)—Fixed Guideway Transit.

The LPA, as shown on Figure 3.12, is a 20-mile alignment that would provide service within the Tampa TCEA, as well as provide intermodal connections to other transportation systems. In general, the proposed rail system would connect Downtown Tampa to USF, Hyde Park, West Tampa, and the Westshore Business District. The portion of the alignment that runs within Westshore will use existing public right-of-way on Trask Street and Cypress Street. Figure 3.12 illustrates the proposed light rail alignment within Westshore.

Three light rail stations were identified within the Westshore Business District:

Trask Street: This would be a neighborhood station adjacent to Jefferson High School, serving the Westshore District. No residential areas would be impacted. Right-of-way would be required for the station, as well as bus pullouts and parking (100 spaces). The street and sidewalks would require reconstruction.

Boy Scout Boulevard: This would be an end of the line station requiring right-of-way for a 500-space bi-level parking structure, bus pull-outs, and retention ponds. Access improvements onto the site and sidewalk reconstruction would be required.

Himes Avenue: A 150-space park-and-ride station adjacent to a future office park/hotel/retail complex to be built to the north side of Cypress Street, between Himes Avenue and Dale Mabry Highway.

The locations of these stations are also displayed on Figure 3.12.

Impacts to existing pedestrian, bicycle, and transit facilities/services were assessed as part of the FEIS. Where the rail alignment is within existing and active CSX railroad corridors, intervention would be low. Where the LPA requires new corridors, intervention would be moderate to high.

Enhanced, widened sidewalks will be provided as part of the project as it is an objective of the station area planning process to provide an enhanced pedestrian and bicycle environment. Similarly, the transit services will be improved. In modifying the bus circulation system of Westshore, two new routes were introduced. One would be the Westshore Circulator – it would connect the various retail, tourist, and employment centers in Westshore to the Boy Scout Boulevard Station with high frequency service. A new TPA shuttle would match the service frequency of rail and provide the important link between airport (terminal) and rail with timed transfers.
The LPA is the most consistent with City of Tampa Comprehensive Plan and Hillsborough County LRTP objectives and components related to rail transit. Station area planning initiatives would ensure that bicycle and pedestrian enhancements were included within the station planning areas.

### 3.3.2 Tampa Bay Intermodal Center(s) Feasibility Report

The Tampa Bay Intermodal Center(s) Feasibility Report, prepared by FDOT District 7 in December 2004, discusses the proposal to construct one or more intermodal center(s) in the Tampa Bay area. These intermodal center(s) are to provide opportunity for connections between local and regional transportation systems including airports, seaports, highways, and transit services, such as high speed rail and light rail transit. As a result, the center(s) are anticipated to enhance existing and planned transportation systems in the area. The intermodal center(s) are specifically intended to facilitate better transit linkages between Hillsborough and Pinellas Counties, thereby maximizing the potential effectiveness of systems in each county and eventually the surrounding counties.

The purpose of the Tampa Bay Intermodal Center(s) study is to identify strategies to improve the quality of intermodal passenger connections in Tampa Bay so that regional mobility and accessibility by means other than personal motor vehicles are significantly increased. The proposed Tampa Bay Intermodal Center(s) will provide the opportunity for connections between local and regional transportation systems and will increase modal options for goods and passengers safely and efficiently in an integrated and connected system.

The project goals include:

- **Mobility**: Improve passenger mobility by means other than personal motor vehicle.
- **Accessibility**: Improve passenger accessibility by means other than personal motor vehicle.
- **Plan Conformity**: Be consistent with local and statewide plans.
- **Cost Effectiveness**: Assure a worthwhile public investment.
- **Flexibility**: Site selection remains viable if a planned mode is not constructed.
- **Safety and Security**: Minimize risk to passengers making intermodal connections minimize the risk of the loss of, or damage to, intermodal facilities.
- **Environment**: Ensure responsible environmental stewardship.
Figure 3.12

Future Rail Transit

Date: June 2007
The Feasibility Study identified Westshore as a candidate activity center to host an intermodal facility. This activity center would connect to Gateway in Pinellas County, as well as to Downtown Tampa. The Westshore Activity Center is not only suitable for an intermodal center by virtue of an intense mixture of two or more land uses, but it also serves a staging point for a number of existing and planned transit systems (i.e. Tampa Light Rail).

Of the nine potential facility site locations screened within the Westshore area, two sites were deemed most viable. These sites include #2311 (Former Dairy Farm on Spruce Street) and #2377 (Jefferson High School Parking Lot-Joint Use). Figure 3.12 displays the location of each proposed intermodal facility. Appendix E provides detailed information about each proposed site. It should be noted that commercial development is currently under construction on Site #2311.

### 3.3.3 Tampa International Airport Master Plan

In April 2004, the Hillsborough County Aviation Authority (HCAA) authorized initiation of a Master Plan update for TPA. The purpose of updating the Master Plan was to assess the growth patterns, demand characteristics, and facility and infrastructure requirements at TPA, taking into consideration trends in the aviation industry and operating conditions at the airport. The airport facility and infrastructure improvements identified within the plan are summarized in Table 3.9.

**TABLE 3.9**

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Description</th>
<th>Construction Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Terminal</td>
<td>Development of new terminal</td>
<td>To be completed by October 2015</td>
</tr>
<tr>
<td>George Bean Parkway and Terminal Flyover Bridge</td>
<td>Roadway widening and reconstruction</td>
<td>Under construction</td>
</tr>
<tr>
<td>Economy Garages</td>
<td>Increase parking capacity</td>
<td></td>
</tr>
<tr>
<td>Relocation of Cargo Building</td>
<td>Baggage claim capacity enhancement</td>
<td></td>
</tr>
<tr>
<td>Regional Transit Station</td>
<td>Conceptual study being conducted; a rail envelope has been preserved on east side of terminal</td>
<td></td>
</tr>
</tbody>
</table>

As TPA continues to expand, access to this facility will be critical. Improvements recommended within the Westshore Mobility Strategy will ensure seamless connections to this economic generator are maintained.

### 3.3.4 Conceptual Planning Study for a Light Rail Station at TPA

HCAA is currently conducting this study to produce a conceptual design site plan that demonstrates how best to integrate both the light rail station, as well as rail access, into the south terminal area at TPA. The goal is to develop a station that has direct access to the landside terminal and provides another ground access option for all airport users. By providing ground access options, as the volume of TPA passengers increases, capacity is enhanced and efficiency is maintained. The station would also be linked to any future rail service to/from the Westshore District.
According to the Project Management Plan, this study began in July 2006 and will be completed by September 2007.

3.3.5 Florida High Speed Rail Environmental Impact Statement

In November 2000, Florida’s voters adopted a constitutional amendment declaring that a high speed ground transportation system be developed and operated in the state consisting of dedicated rails or guideways separated from motor vehicular traffic that links the five largest urban areas of the state as determined by the Legislature and provides access for existing air and ground transportation facilities.

The legislature authorized the Cross-State Rail Feasibility Study in 2000, which recommended that an initial operating segment between Downtown Tampa and Orlando International Airport be built, followed by additional connections to St. Petersburg on the west coast of Florida and Port Canaveral on the east coast. This initial 95-mile segment would be developed on new track, with the great majority of the system located within the existing right-of-way of I-275/I-4, I-75, the Florida’s Turnpike bee Line Expressway (SR 528), the Orlando-Orange County Expressway Authority Central Florida Greenway (SR 417), and existing CSX railroad lines.

In 2001, the Florida State Legislature enacted the Florida High Speed Rail Authority Act. The Florida State Legislature identified the initial study segments to link the major urban areas of St. Petersburg, Tampa, and Orlando and, in accordance with the Amendment, mandated Florida High Speed Rail (FHSR) construction by November 2003. Although voters subsequently repealed the FHSR amendment, the Florida High Speed Rail Authority Act remains in effect.

The purpose of the proposed project is to enhance passenger mobility between Tampa and Orlando. This mobility is essential for the sustained economic growth of the region, as well as the quality of life of the region’s residents and visitors. As growth continues to occur, congestion will continue unabated, resulting in reduced travel times and increased hours of congestion. High speed rail provides an alternative travel mode to congested highways.

HARTline bus service, the Tampa Electric Company (TECO) Line Streetcar, and the proposed Tampa Light Rail service are interconnected and can easily work with the schedule of the FHSR and the proposed station location in Downtown Tampa. These modes can provide easy and convenient extended services to Downtown Tampa and other points of interest, including: USF, Westshore Business District, and TPA.

Figure 3.12 illustrates the proposed FHSR alignment within the Westshore area.

3.3.6 Regional Transit Action Plan

The Regional Transit Action Plan recommends a set of specific steps that will advance the regional transit vision reflected in the West Central Florida MPO Chairs’ Coordinating Committee 2025 Regional LRTP. The main goal of the LRTP is to provide a foundation for the development of guidelines and policies that will provide a framework for governing, planning/developing, and operating a regional transit system in Citrus, Hernando, Pasco, Hillsborough, Polk, Pinellas, Manatee, and Sarasota Counties.
The West Central Florida MPO 2025 Regional LRTP includes a Needs Assessment which identifies transit services needed to serve regional markets, concentrating the most intense service in the most transit-supportive areas, such as Westshore. Based on the Needs Assessment, the following recommendations were made in the Regional Transit Action Plan that will impact the Westshore area.

These recommended improvements are reflected in both the Hillsborough County MPO 2025 Long Range Transportation Plan and the HART Transit Development Plan.

**Special Purpose Lanes:**

- The Needs Assessment calls for adding two lanes in each direction along I-4, I-75, and I-275 for special travel markets such as transit, high occupancy vehicles during congested commuting times, etc.
- Express bus service using the lanes would have the advantage of bypassing congestion on general purpose lanes to provide competitive travel times with automobiles.

**BRT:**

- In regional transit emphasis/priority corridors, existing or new bus routes will be augmented with improvements that allow buses to travel faster along the corridor and establish a sense of permanence to the route.
- Major BRT initiatives are planned for the SR 688/I-275 and I-4 corridors in Hillsborough County.

**Express Bus:**

- Long distance commuter oriented bus routes, with infrequent stops, will run between outlying areas in the region into major activity centers, such as Downtown Tampa and Westshore.

### 3.4 State Plans

#### 3.4.1 2025 Florida Transportation Plan

The Florida Transportation Plan (FTP), prepared by the FDOT in 2005, serves as Florida’s statewide transportation plan and identifies the goals and objectives for the next 20 years to address the needs of the entire state transportation system. As Florida continues to grow, the state’s demographic mix will continue to shift. Due to this growing demographic range, change will occur in the types of transportation modes required by residents, visitors, and businesses.

The FTP addresses how Florida’s transportation system can meet the mobility needs of a growing state population, help make the economy more competitive, help build great communities, and help preserve the natural environment. The FTP also provides guidance on how transportation investments should be prioritized and focused.
The FTP stresses that transportation decisions should be made from the perspective of a trip, that is, the best solution should be identified in terms of how people and freight move between trip origins and destinations, with solutions often involving multiple facilities, modes, or jurisdictions. Transportation decisions should also increase transportation choices and modal options that provide accessibility to and connectivity among Florida’s economic, community, and recreational assets.

The following goals identified within the FTP support objectives of the Westshore Mobility Strategy.

- Coordinate investments to ensure Florida’s transportation assets are planned and managed as a single, integrated transportation system.
- Enhances mobility options.
- Facilitate economic development opportunities by improving transportation access to/from markets in a manner that reflects regional and community visions.
- Develop multimodal transportation systems that support community visions.
- Expand transportation choices to enhance local mobility and to maintain the performance of the SIS and regionally significant facilities.
- Ensure that the transportation system is accessible to all users; introduce new modal options or develop new transportation hubs or corridors when existing facilities cannot meet mobility or connectivity needs.
- Increase travel options and modal choices; increase the affordability of these options.

3.4.2 FDOT Strategic Regional Transit Needs Assessment

The FDOT began the Strategic Regional Transit Needs Assessment (SRTNA) project for two reasons: 1) to objectively identify key regional travel patterns as well as transit operations and infrastructure opportunities in the West Central Florida region for the next 50 years, and 2) to assist prioritization of transit funding for regional needs. After months of technical work and communication with local decision makers, the FDOT identified currently met, unmet, and emerging regional transit infrastructure and service improvements required for an effective regional and integrated transit system in Hillsborough, Pinellas, Pasco, Hernando, Citrus, Polk, Sarasota, and Manatee counties.

The identified regional transit network for the West Central Florida region will improve connections between suburban cities and counties to more urbanized areas and employment centers. The system includes key connections that experience serious congestion problems today, as well as opportunity areas where, if no investment is made, high growth and congestion is anticipated in the future.
Of the five major transit connections identified to serve the greatest regional needs, two serve the Westshore area. These connections include:

- East Connection - St. Petersburg to Westshore, Tampa, Lakeland, and points east
- North (Central) Connection – Westshore to NW Hillsborough, Central Pasco, and Brooksville

3.4.3 FDOT Interstate Improvements

Table 3.10 presents detailed descriptions of the I-275 Corridor Phasing Plan (LINKS).

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Limits</th>
<th>Project Description</th>
<th>Construction Date</th>
<th>Estimated Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-275</td>
<td>Himes Avenue</td>
<td>West of MacDill Avenue</td>
<td>2007</td>
<td>$9.9</td>
</tr>
<tr>
<td>I-275</td>
<td>Howard Frankland Bridge</td>
<td>Himes Avenue</td>
<td>2008</td>
<td>$27.9</td>
</tr>
<tr>
<td>I-275 (LINKS Stage 2)</td>
<td>Himes Avenue</td>
<td>Hillsborough River</td>
<td>NB Reconstruction</td>
<td>$116.3</td>
</tr>
<tr>
<td>I-275 (LINKS Stages 2 and 3)</td>
<td>Howard Frankland Bridge</td>
<td>Himes Avenue</td>
<td>NB and SB</td>
<td>$277.5</td>
</tr>
<tr>
<td>I-275 (LINKS Stage 3)</td>
<td>Himes Avenue</td>
<td>Hillsborough River</td>
<td>SB Reconstruction</td>
<td>$127.3</td>
</tr>
<tr>
<td>I-275</td>
<td>EB I-275 off-ramp at SR 60</td>
<td>Construction</td>
<td>2012</td>
<td>$15.1</td>
</tr>
<tr>
<td>I-275</td>
<td>Howard Frankland Bridge</td>
<td>Himes Avenue</td>
<td>Construction of additional ramps</td>
<td>$76.4</td>
</tr>
<tr>
<td>I-275</td>
<td>Hillsborough Avenue</td>
<td>Yukon Avenue</td>
<td>Widen Bridges</td>
<td>$15.1</td>
</tr>
<tr>
<td>I-275</td>
<td>Floribraska Avenue</td>
<td>Osborne Street</td>
<td>Widen Bridges</td>
<td>$5.8</td>
</tr>
</tbody>
</table>

Note: NB - Northbound, SB - Southbound, EB - Eastbound

1 Dollar amounts in millions.

The stages of LINKS are described as follows.

**Links 1**

Improvements to SR 60 from I-275 to the Courtney Campbell Causeway interchange. The project also extends west into the Courtney Campbell Causeway approximately 5,000 ft. and will improve access to TPA.

Start Date: January 2004
Project Length: Approximately 6 years
**Links 1: Pedestrian Amenities**

In conjunction with the Links 1 project, the maintenance road will be available for pedestrian uses from Cypress Point Park to the Courtney Campbell Causeway.

**Links 2 and 3**

The proposed improvements for this portion of I-275 will replace the existing lanes and will consist of 8 to 10 lanes outside the existing interstate facility. This project will improve safety, traffic operations, add capacity to the roads, and will include landscaping and architectural elements.

Start Date: 2007  
Project Length: Approximately 6 years

**Links 2 and 3: Pedestrian Amenities**

The Westshore Alliance is working with FDOT and the City of Tampa to develop a pedestrian trail near I-275 from Cypress Point Park to Dale Mabry Highway. The City of Tampa Parks Department is working on a section connecting Cypress Point Park to Westshore Boulevard. FDOT is working with their consultants to develop a plan from Westshore Boulevard to Dale Mabry Highway.

**Figure 3.13** illustrates the improvements to occur within the Westshore area. It should be noted that the four- to six-lane expansion of George Bean Parkway from Spruce Street to the TPA Terminal is also illustrated on Figure 3.13.

Access to the Westshore Business District will be enhanced as a result of these major thoroughfare improvements.
Figure 3.13

Highway Projects

Date: June 2007
APPENDIX A  WESTSHORE AREA PEDESTRIAN SYSTEM PLAN – SUPPLEMENTAL MATERIAL

APPENDIX A.1  WESTSHORE AREA PEDESTRIAN SYSTEM PLAN GOALS AND ORGANIZING PRINCIPLES

The following principles, ranging in nature from functional to economic and environmental, were created to guide the development of the Westshore Area Pedestrian System Plan.

**Westshore Area Pedestrian System Plan Goals**

- Establish a safe pedestrian system that fosters pedestrian activity and reduces vehicle trips.
- Enhance the character and sense of place of the Westshore District.
- Strengthen connections between complementary uses, such as offices, hotels, shops, residences, and schools.
- Identify priority areas for specific or special streetscape treatment.
- Strengthen the coordination and integration of pedestrian and public transportation systems with high activity centers.
- Establish a high streetscape and urban design standard as a model for private sector initiatives.

**Westshore Area Pedestrian System Organizing Principles**

- Knit together diverse land uses of the Westshore District using the pedestrian network.
- Achieve a balance of pedestrian movement and vehicular circulation and create a welcoming and safe environment by enhancing streetscapes.
- Increase sidewalk connectivity in the Westshore District by improving existing facilities and building new sidewalks.
- Improve accessibility and the identity of the transit system in concert with pedestrian infrastructure enhancements.
- Prioritize streets serviced by transit connecting high activity destinations for pedestrian infrastructure enhancements.
- Provide pedestrian connections across regional roadways and prevent divisions within the Westshore District.
- Account for planned and future development within the Westshore District, including proposed commercial and multi-family residential projects.
• Improve accessibility to recreational amenities from the businesses and neighborhoods.

APPENDIX A.2 DESCRIPTIONS OF STREET DESIGNATIONS

Four distinct street types are identified within the Westshore Business District. Distinguishing characteristics define each type; each street type is associated with specific policies included in the Westshore Commercial Overlay District Development Standards. Descriptions of each Street Designation are presented as follows:

Priority Pedestrian Investment Street

Serve as the core of the pedestrian network. These streets facilitate significant pedestrian movement as they connect the area’s key destinations and reinforce public transit routes and stop locations. Due to their important role in linking the pedestrian network, these streets are prioritized first in terms of receiving funding for pedestrian infrastructure enhancements.

Regional Corridor

Designed for high-speed travel across the region, these streets serve as important entry gateways into the Westshore District. These corridors contain significant office and commercial development thereby generating pedestrian traffic. Regional Corridors allow direct vehicular access into the Westshore District while providing safe pedestrian connections between land uses.

Local Commercial Street

Intersect Regional Corridors and provide strong internal connections within the Westshore District. While these streets foster interaction between pedestrians and vehicles due to their small scale, improvements on these streets work to separate pedestrians from vehicular traffic by defining a visible zone for pedestrian activity.

Neighborhood Street

Naturally support pedestrian activity due to their small scale and associated slow-speeds. These narrow streets compose a grid network, forming the fabric of the pedestrian realm as they serve residential areas within the Westshore District.

APPENDIX A.3 DESCRIPTIONS OF RECOMMENDED PEDESTRIAN NETWORK IMPROVEMENT PROJECTS

A list of pedestrian network improvement projects were recommended for each designated street type within the Westshore Business District. General descriptions of the recommended improvements are as follows:
Gateway

Gateways will announce the significance of an area to motorists and provide a location for safe pedestrian crossings.

Enhanced Transit Stop

Located near intersections or pedestrian crossings, enhanced transit stops will ensure visibility, safety, comfort, and easy access to the bus.

Enhanced Pedestrian Crosswalk at Four-way Intersection

Placed at all signalized intersections, crosswalks will serve as a visual indicator for motorists and pedestrians as to where pedestrians are expected to cross a roadway.

Enhanced Pedestrian Crosswalk

Crosswalks will provide additional crossing locations on streets with large distances between intersections.

Enhanced Underpass

Enhanced streetscape treatments of underpasses will provide comfortable, well-lit connections where interstate overpasses create perceived divisions within the Westshore District.

New Pedestrian Connection

New pedestrian connections will provide access to key destinations where existing street infrastructure is missing.

Existing and Proposed Trails

Existing and proposed bicycle and multi-use trails will connect Westshore residents and workers to recreational areas within and surrounding the Westshore District.
APPENDIX B
Drew Park Strategic Action Plan Recommendations
APPENDIX B  DREW PARK STRATEGIC ACTION PLAN
RECOMMENDATIONS

LAND USE

Reduce the amount of available industrial land use which is currently permitted.

This will promote a more cohesive community form and attract a broader range of redevelopment interest in Drew Park.

A better gateway image can be provided for the Westshore District. Shifting industrial land use along less traveled roadways near TIA should help improve the image and corresponding aesthetic concerns.

Incorporate a mixed-use land use category (CMU-35).

This modification will contribute significantly towards business patronage along major corridors.

Create a live/work environment.

Lead to the development of policies that better link Drew Park, Hillsborough Community College and TIA (such as encouraging support uses or assist in developing work/study programs).

ZONING

Amend current Zoning Codes.

Utilize Form Based Method (focuses on the scale and form of the built environment) to reduce land use conflicts resulting from the presence of non-compatible uses in close proximity to one another.

Expand residential housing opportunities within Drew Park.

TRANSPORTATION: ROADWAYS

Effort should be made to preserve and promote the existing roadway grid network.

Improvements such as roadway pavement upgrades, drainage conveyance, street lighting, and sidewalks (outside existing residential areas) should be considered along all grid roadways (these roadways are the most direct and efficient within Drew Park).

As redevelopment of Drew Park continues, it is recommended that segments of the misaligned streets be vacated and documented or realigned in order to reduce the presence of misaligned intersections within the CRA.
Signalized intersections into Drew Park from Dale Mabry Highway and Hillsborough Avenue should be enhanced to provide more acceptable LOS for movements into and away from Drew Park.

The traffic signals at Lois Avenue at Crest Avenue and South Avenue intersections should be studied to determine if traffic signal warrants are currently being met. The primary justification for these two traffic signals was the ongoing operation of Lois Elementary School and a Federal Post Office. Neither of these facilities are currently in operation.

Better ingress/egress access management to roadways is recommended on infill and redevelopment lots.

If traffic calming is needed in the future, consideration should be given to establishing four-way stop operations at selected primary street grid intersections, especially along Grady Avenue and Hubert Avenue.

As a component of providing continuous sidewalks, upgraded cross walks should be considered at the crossing of any primary grid street, especially Lois Avenue, Dr. Martin Luther King, Jr. Boulevard, and Tampa Bay Boulevard.

Pedestrian features, such as countdown signals, should be considered at all traffic signals within Drew Park, as well as at each of the gateway traffic signals to Drew Park.

Participation in the Neighborhood Sign Program is encouraged. Drew Park currently has one neighborhood sign. An additional sign should be requested from the Department of Public Works, as a gateway enhancement feature. This improvement would be free of installation and maintenance costs. Additional participation in the Traffic Signal Box Painting Program is encouraged. There is currently one painted traffic signal box is located in Drew Park near the Legends Field.

Coordinate with HARTline to determine whether additional bus routes and/or stops are needed within Drew Park.

**TRANSPORTATION: SIDEWALKS AND LANDSCAPING**

While installation of sidewalks along both sides of the street is preferred, in order to promote greater connectivity throughout the CRA in a shorter time frame, one side of the street has been specifically identified for sidewalk improvements along each street in the area zoned residential and along primary grid streets.

Sidewalks should be installed along Lois Avenue and Grady Avenue in conjunction with recommended stormwater upgrades.
Installation of ornamental trees is recommended along corridors specified by the Improvement Matrix. In addition, participation in the Mayor’s Beautification Program is encouraged as an additional resource for landscape improvements.

**Transportation: Lighting**

In addition to satisfying the community, aesthetically pleasing lighting poles and increased lighting levels (CRA-wide) are recommended to reduce illegal dumping opportunities, increase perception of safety, and help upgrade the general streetscape appearance within the CRA.

**Stormwater**

Roadway restoration will be necessary along Grady Avenue and Lois Avenue following the addition of culverts along these roadways. The provisions of adjacent sidewalks and landscaping is also recommended at that time.

**Parks/Recreation**

Identify a suitable location for a park within CRA boundaries near the area currently zoned residential.

As the area north of Martin Luther King, Jr. Boulevard and east of Lois Avenue redevelops, it is recommended that a second neighborhood park be established within this area. It should be similar in size and composition to the park proposed for inclusion within the established residential area, but will not include a multipurpose court.

Enhance linkages between the Drew Park CRA and Al Lopez Park, as well as schools serving the area (north of Hillsborough Avenue) with additional sidewalks and trails to encourage use of city park facilities.

Examine the feasibility of using vacated right-of-ways within non-grid roadways for non-vehicular paths or linear parks.

**Clean City Beautification**

A comprehensive beautification plan has been proposed for the Drew Park CRA by the City of Tampa Clean Water Division. As part of this 12 month work effort, a 12 member youth team and one supervisor would be utilized to help improve the area’s appearance.
APPENDIX C
City of Tampa Comprehensive Plan Policies
APPENDIX C  CITY OF TAMPA COMPREHENSIVE PLAN POLICIES

FUTURE LAND USE ELEMENT

Policy A-1.9: The City shall support the Westshore Regional Business District as a major mixed use regional office and commercial activity center by designating the areas within the adopted developments of regional impact as Regional Mixed Use on the Future Land Use Map. Development proposals must be sensitive to the low density neighborhoods surrounding this high intensity activity center. Some of those neighborhoods include: Beach Park, Bon Aire, North Bon Aire, Grey Gables/Southern Pines, Westshore Palms, Lincoln Gardens, and Carver City.

Policy A-7.4: Residential development with supporting retail, restaurant, recreation, and open space uses shall be related physically and visually to the nearby areas of the City through a design concept which shall include, but not be limited to: (1) residential development with a full range of urban uses and support facilities; and (2) physically connected neighborhoods bound together by pedestrian paths and public spaces.

Policy A-10.4: The City shall, by 1998, amend the Land Development Code to be consistent with the Transportation Concurrency Exception Area (TCEA) and to establish additional criteria which encourage development within urban infill, urban redevelopment, and downtown revitalization areas and to establish pedestrian and transit friendly design standards for activity centers and transit emphasis corridors.

Policy B-2.14: The City shall work with affected neighborhood groups to find ways to maintain, or improve, those areas adversely affected by road widenings. Residential uses located adjacent to major roadways can be desirable, and very careful consideration shall be given before any areas planned for residential uses are changed to mixed use or non-residential planned areas. Also, the following methods, such as, but not limited to, will be employed: application of the scenic corridor and gateway concepts described in this element, installation of walls and additional landscaping, sidewalks, special street setbacks, and limitation of trucks on certain roads. The possibility of low interest loans for homeowners to help achieve this, and other funding sources will be examined.

Policy C-3a.3: Clustering will be identified on detailed site plans in a compact and contiguous fashion. Types of uses allowed in the open space areas must be consistent with the preservation of significant wildlife habitat and biologically functioning and integrated with the habitat. Examples of permitted uses include conservation, mitigation areas, nature observation, hiking, stormwater systems, landscaping, and pedestrian and bike trails.

Policy D-6.1: New commercial development and major commercial renovations shall provide sidewalks in areas where it is practical and feasible for pedestrian oriented activities. The intent is to encourage pedestrian activity, and reduce overall dependence on the automobile.
**Policy D-6.2:** All new commercial development and major commercial renovations shall be required to provide shade trees along sidewalks, where practical and feasible.

**NEIGHBORHOODS ELEMENT**

**Policy C-4.2:** The City’s Transportation Division shall develop and distribute a Neighborhood Transportation Inspection Checklist to help the City identify within neighborhoods: traffic safety problems; pavement and sidewalk maintenance problems; signal light problems; traffic and street sign problems; street light needs and outages.

**Policy C-4.3:** The City shall encourage neighborhoods to participate in the City’s Neighborhood Sidewalk and Street Light programs by obtaining neighborhood input and consensus on priority locations.

**TRANSPORTATION ELEMENT**

**Policy 2.6.1:** Transportation improvement requirements in approved DRIs shall remain in effect unless the development order is modified to reflect changes in the transportation requirements. Substantial Deviation to existing DRIs and new DRIs shall comply with Section 380.06, F.S. and Rule 9J-2, F.A.C., requirements which may include consistency with the Alternative Concurrency Provisions as described in Rule 9J-2.045(7)2; F.A.C., if mitigative measures are specifically adopted in the comprehensive plan and are fully explained and applied in the development order. Transportation improvements in approved DRIs that are included in the schedule of capital improvements and which are relied upon to meet adopted level of services standards and for concurrency approvals shall not be deleted from the DRI development order unless the comprehensive plan is amended consistent with the requirements of Chapter 163, Part II, F.S., and Rule 9J-5, F.A.C.

**Policy 2.6.2:** In 1998, the City shall amend its Land Development Regulations to exempt development within the TCEA from transportation concurrency requirements.

**Policy 2.6.3:** The City will coordinate with and provide a mechanism for review by Florida Department of Transportation in any future updates to the City's Transportation Impact Fee Ordinance or other ordinances that may be prepared to mitigate transportation impacts.

**Policy 2.6.4:** Study the concept of a multi-modal level of service for use in concurrency management system.

**Policy 2.6.5:** The City shall update the data and analysis within the Transportation Element to be consistent with the 2020 MPO Long Range Transportation Plan which will also reflect the findings of the Major Investment Study. The City will amend goals, objectives and policies of the Transportation Element and other affected Elements of the Comprehensive Plan to ensure consistency.
Policy 2.7.2: The City, in cooperation with appropriate public and private agencies, shall continue to initiate methods to decrease automobile travel on, or encourage the efficient use on the Florida Intrastate Highway System (FIHS) and other identified roadways within the TCEA. Such methods may include where appropriate, but are not limited to, the following: (excerpt)

- Marketing and public education campaigns that promote the benefits and availability of transit;
- Continued retrofitting of sidewalks and lighting within the City to encourage pedestrian alternatives and to improve pedestrian access to transit and commercial facilities;
- Improvement of intersections to facilitate safe pedestrian modes of transportation;
- Retrofitting of roadways within the City to include bicycle facilities thereby encouraging bicycling as alternative transportation;
- Establishing ridesharing, carpooling, staggered work hours and telecommuting;
- Implementation of the Urban Village land use concept within the City to facilitate integrated land use patterns;
- Continued marketing of the city as a desirable and attractive place to live and work in an effort to accomplish compact growth;
- Assess the inclusion of High Occupancy Vehicle lanes for all major reconstruction of the Florida Interstate Highway System in the Transportation Concurrency Exception Area; and
- Require that transit, bicycle, and pedestrian design considerations be included in the design of all redevelopment and new development projects.

Policy 2.7.3: By 1998, the City shall, in cooperation with the MPO and Florida Department of Transportation, complete a Congestion Management System (CMS). The strategies developed within the CMS shall give higher priority to corridors serving the TCEA and be incorporated within the Transportation Element of the City of Tampa Comprehensive Plan. The City shall support and suggest to the MPO to give priority to the appropriate projects from the congestion management plan affecting the TCEA and adding them to the MPO’s Transportation Improvement Program. The CMP shall include the following:

- Establishment of measures and standards to assess mobility patterns and the performance of roadways and transit systems;
- Identification of congested corridors and areas;
• Identification of short and long range transportation strategies;
• Establishment of a monitoring process to assess the effectiveness of the congestion management strategies.

**Policy 2.7.4:** The City shall utilize a portion of the transportation impact fee funds to be used toward the cost of mass transit infrastructure or for capacity improvements on parallel roadways of similar function to reduce the impact of the concurrency exception on the local arterial road system and the Florida Intrastate Highway System, as currently allowed in the City's Impact Fee Ordinance.

**Policy 2.7.5:** In cooperation with the Metropolitan Planning Organization and HARTline, the City will give highest priority to the funding of necessary capacity improvements to roadways and transit services that would help to relieve congestion on roadways within the TCEA which are operating below the adopted LOS standard.

**Policy 2.7.6:** The City shall coordinate with HARTline and the MPO [through the Congestion Management System (CMS)] to steadily increase the number of riders using HARTline routes within the City by 2015.

**Policy 2.7.10:** The City will continue to cooperate with the MPO and Hillsborough Area Regional Transit Authority (HART) in planning an urban rail system for Hillsborough County. This system should be focused to serve the TCEA and provide intermodal connections to other systems such as buses, bicycling, pedestrians, parking garages, and major attractions.

**Policy 2.7.12:** The City shall, by 1998 develop a program to construct additional bicycle facilities in the TCEA to accommodate and encourage the use of bicycles as transportation. These could include bike lanes, bike paths, racks, and lockers and other bicycle parking facilities.

**Policy 2.7.13:** The City shall continue constructing new sidewalks and other pedestrian facilities throughout the TCEA to encourage more pedestrian trips. High priority will be given to sidewalks that improve mobility and connectivity to transit.

**Objective 2.8:** The City’s Transportation Element shall contain a process for monitoring overall mobility and economic development within the TCEA and it shall include at a minimum the following components: improvements and/or expansion of mass transit, pedestrian travel, bicycling and other forms of non-automobile travel within the TCEA. A monitoring plan shall be developed and a base line report prepared within one year of the effective date of the TCEA.

**Policy 2.8.1:** The City shall evaluate the effectiveness of the TCEA every 5 years by monitoring the following performance measures annually: (excerpt)

• Level of development/redevelopment activity within the urban infill, urban redevelopment and downtown revitalization areas;
• The amount of transportation impact fees set aside for transit or parallel roadway capacity.

• Improvements to mass transit infrastructure serving the urban infill, urban redevelopment and downtown revitalization areas;

• Increase in mass transit ridership within the urban infill, urban redevelopment and downtown revitalization areas.

• Evaluate programs, which promote pedestrian and non-automobile travel in the TCEA including improvements to the pedestrian and bicycle infrastructure.

**Policy 2.8.2:** On an annual basis, the City shall, in cooperation with FDOT, monitor traffic conditions and levels of service on the Florida Intrastate Highway System and other important roadways within the TCEA.

**Policy 4.1.3:** The City of Tampa shall require development to provide, where appropriate, facilities that support alternative modes of transportation such as fixed route transit and an expanded bus system. These facilities shall include stops, shelters, turn-outs, and transfer locations at major activity areas. Facility design should consider the needs of pedestrians, cyclists, handicapped persons, and transit dependent users.

**Policy 4.1.4:** The Future Land Use Element identifies activity centers or nodes which can be effectively served by some form of mass transit. The City of Tampa shall actively pursue, in coordination with Hillsborough Area Regional Transit and the Florida Department of Transportation, implementation of an appropriate form of transit to serve the nodes identified.

**Policy 4.2.2:** Build upon recommendations in the Downtown Transportation Master Plan to establish feasible circulator routes in the Central Business District. The City shall work with HART to establish feasible circulator routes in other high density areas.

**Policy 4.2.3:** Assist HART to increase the modal split for mass transit by providing the highest levels of transit service on transit emphasis corridors. In corridors where acceptable roadway Level of Service cannot be achieved (i.e., a constrained corridor). The City may assist by providing dedicated travel lanes for exclusive transit or high occupancy vehicle use, or fixed guideway transit, bus bays, pull-outs, signal overrides, and other features to facilitate bus travel along designated City streets.

**Policy 4.2.5:** Identify alternative transportation modes for use in constrained and Transit Emphasis Corridors on the state, county and municipal roadway systems, with review and approval of state or county facility improvements by the Florida Department of Transportation or Hillsborough County.
Policy 4.2.6: Include bicycle and pedestrian facilities in the design and construction of all transit projects where feasible.

Policy 4.3.2: The City shall participate in the MPO/HARTline process to prioritize transit needs as well as roadway needs when reviewing all highway systems and right-of-way needs for proposed improvements.

Policy 4.3.6: Continue to require new development where appropriate to provide adequate on-site transit amenities such as sidewalks bicycle racks and/or lockers, and transit shelters as part of the Development of Regional Impact or rezoning process.

Policy 4.4.1: Where appropriate, the City of Tampa will work with the Florida Department of Transportation, HART, and the Tampa Bay Commuter Rail Authority to reserve a future rail transit "envelope" within existing or acquired rights-of-way in designated future rail corridors.

Policy 4.4.2: The City shall continue to coordinate with the Florida Department of Transportation to establish the High Speed Rail Corridor as it relates to the reconstruction of I-4 and other transportation improvements.

Policy 5.1.2: Encourage the Hillsborough Area Regional Transit Authority and the Tampa Bay Commuter Rail Authority to provide continuous and direct transit service between major activity centers with either bus service or guideway transit.

Policy 5.1.4: Continue to support the efforts of the Hillsborough Area Regional Transit Authority to locate major transit transfer points within major activity centers. Require development to provide, where appropriate, mass transit facilities such as stops, shelters, turnouts and transfer locations at major activity centers.

Objective 5.2: Continue participation in the existing programs which ensure provision of transit service that meets the specialized needs of the transit dependent and transportation disadvantaged service populations.

Policy 5.2.1: Construct sidewalks, wheelchair ramps, and improve access to bus stops at appropriate locations to assist the designated Community Transportation Coordinator to provide transportation services to the Transportation Disadvantaged.

Objective 7.3: Starting in 1998, the City will evaluate at least 10 percent of the signalized intersection in the City to determine if changes in traffic control devices and strategies including turn prohibitions can be used to improve the flow of vehicles and the safe passage of pedestrians. The City shall prepare an annual report summarizing the findings of the intersection evaluations. The evaluations shall be the basis for an ongoing program to improve intersection capacity.

Objective 8.1: The City will encourage and support the increased use of alternative modes of transportation and the implementation of alternative work sites or alternative work hours where appropriate. By September 30, 1997, the designated Transportation Demand Manager shall
prepare a work plan including measurable goals for identifying and developing incentives and educational programs to encourage alternative modes.

**Policy 8.1.1:** The City shall continue to support ridesharing such as carpools, vanpools, buspools, mass transit and the implementation of park and ride lots as well as through the subsidy of transit passes for City employees.

**Policy 8.1.2:** The City shall encourage new development to participate in transportation demand management (TDM) strategies such as carpooling, vanpooling, parking management, flexible work hours, or provision of bicycle and mass transit facilities.

**Goal 9:** Maximize connections between transportation modes.

**Objective 9.1:** The City of Tampa shall assist, wherever possible and appropriate, in providing intermodal links, especially highway, public transit, and bicycle links to airports, seaports, rail and trucking facilities located within, and adjacent to the Tampa City limits.

**Policy 9.1.3:** The City of Tampa and HART shall ensure that rail transit terminals, whether for light rail transit, commuter, or high speed rail, are located so as to be conveniently served by the bus system and accessible to bicyclists and pedestrians.

**Policy 10.1.1:** The City shall continue to work with the Bicycle Advisory Committee (BAC) and the MPO’s Bicycle/Pedestrian Coordinator on development and improvement of bicycle facilities in Tampa in accordance with the Hillsborough County Comprehensive Bicycle Plan.

**Policy 10.1.3:** Enforce regulations requiring private developers to include bicycle facilities and sidewalks in private developments to promote bicycle/pedestrian connections, in accordance with adopted policies and standards.

**Policy 10.4.4:** Increase the effectiveness and extent of the City’s participation in the MPO’s current bicycle program by assigning appropriate staff and providing adequate resources to work with the MPO Bicycle and Pedestrian Program Coordinator, and the BAC on bicycle projects within the City.

**Goal 11:** Heighten the awareness of bicyclists, motorists, and pedestrians regarding their rights and responsibilities for bicycle safety and for sharing the road.

**Goal 12:** To improve transportation services and facilities that promote pedestrian activities in appropriate locations within the City.

**Objective 12.1:** The City shall strive to provide sidewalks throughout the length of the priority corridors identified in this *Pedestrian Component of the Transportation Element* and to also consider the installation of other pedestrian facilities such as crosswalks and warning signs, safety islands, lighting, and pedestrian-activated push-button signals in areas of high pedestrian activity.
Policy 12.1.1: The City of Tampa shall continue to work with the MPO towards the implementation the MPO’s Comprehensive Pedestrian Plan as deemed appropriate.

Policy 12.1.2: The City shall continue to include sidewalk projects, which satisfy the City’s established priority criteria (as described in the adopted MPO Comprehensive Pedestrian Plan) in the City’s Capital Improvement Program (CIP).

Objective 12.2: The City shall consider pedestrian facilities in all planning, design, construction, and maintenance activities related to transportation.

Policy 12.2.1: The City shall continue implementation of current FDOT design standards for incorporating bicycle/pedestrian features in the design of local roads where appropriate.

Policy 12.2.2: All new and reconstructed roadway projects shall be reviewed by the City’s transportation staff, with assistance from the MPO’s Pedestrian Program Coordinator, to ensure that the plans are in conformity, and practical and economically feasible with the adopted MPO Comprehensive Pedestrian Plan.

Policy 12.2.3: The City shall retrofit existing roads lacking pedestrian facilities to provide for systematic connection of existing pedestrian facilities based upon the sidewalk needs inventory developed by the City.

Policy 12.2.5: The City shall continue its program for retrofitting all existing crosswalks with curb cuts and handicap ramps to comply with the Americans with Disabilities Act (ADA).

Objective 12.3: The City shall work with the MPO to identify financial resources for the development of off-road trails to complement and connect to the sidewalk system.

Policy 12.3.1: The City shall provide staff resources to work with the MPO and the County’s trails planning staff to identify potential opportunities to develop pedestrian trails, which would enhance and connect to the City’s sidewalk system.

Objective 12.4: The City shall promote walking as a viable mode of transportation and increase pedestrian activity by encouraging the addition of appropriate pedestrian amenities in desirable areas.

Policy 12.4.1: The City shall encourage the planning and development of off-road trails with well-designed pedestrian amenities including benches, trash receptacles, and canopies/shading.

Policy 12.4.2: The City shall improve the existing streetscape by providing such amenities as suggested in the MPO’s Livable Roadways Report, and the Mayor’s Beautification Committee on a cost affordable basis.

Policy 12.4.3: The City shall continue to utilize transit friendly design, including pedestrian facilities in large-scale commercial and residential developments, to discourage total reliance on automobiles and promote a walkable environment where appropriate.
**Policy 12.4.4:** The City shall display and distribute pedestrian films, pamphlets and educational materials outlining the benefits of walking, available through the MPO’s Bicycle and Pedestrian Program.

**Policy 12.4.5:** The City shall work with the Transportation Management Organizations to identify incentives for commuters to walk to work in order to improve air quality, reduce traffic congestion, and improve physical fitness.

**Goal 13:** Promote pedestrian safety and reduce the number of pedestrian accidents by enhancing the awareness of pedestrians and motorists of the need to share the road.

**Objective 13.1:** The City shall work with the MPO and the Florida Department of Transportation (FDOT) to develop traffic safety education programs to improve pedestrian traffic safety behavior, including observance of traffic laws, for pedestrians of all ages.

**Policy 13.1.1:** The City shall support efforts to educate all pedestrian age groups, targeting the most “at risk” groups, including the elderly and children especially the implementation of “hands on” pedestrian/traffic safety education programs.

**Policy 13.1.2:** The City shall work with the BAC to produce and broadcast public service announcements alerting motorists and pedestrians to the main causes of pedestrian crashes and what they can do to avoid a crash.

**Policy 13.1.3:** The City shall work with the Transportation Management Organizations to involve private businesses and government agencies within the City, in pedestrian safety education and communication.

**Policy 13.1.4:** The City shall target high pedestrian crash locations for traffic safety programs (i.e., downtown, USF area).

**Objective 13.2:** The City shall encourage strict enforcement of traffic laws governing both motorists and pedestrians.

**Policy 13.2.1:** The City shall direct the Police Department to properly cite violators of pedestrian-related traffic laws.

**Policy 13.2.2:** The City shall encourage the inclusion of pedestrian safety information in the State drivers licensing and re-examination program, and in driver education and defensive driving courses.

**Objective 13.3:** The City shall work with the MPO and the School Board to identify pedestrian safety improvements adjacent and contiguous to school facilities.
APPENDIX D  HILLSBOROUGH COUNTY MPO 2025 LRTP POLICIES

GOAL I:  SUPPORT THE ECONOMIC VITALITY OF THE TAMPA BAY REGION

Principle 1.1  Relieve Traffic Congestion and Minimize Travel Time

• Identify and promote multi-modal improvements on congested corridors.

• Encourage and support high capacity transit systems in higher density areas with constrained and congested corridors.

• Foster strategies that reduce the growth in peak hour vehicle travel (i.e., carpooling, telecommuting, bicycling, etc.).

Principle 1.2  Support Local and Regional Transportation Needs

• Support policies that ensure facilities and services are provided concurrently with development.

Principle 1.4  Encourage Private-Sector Transportation Investments

• Consider, where feasible, incentives for private sector participation in the development of transit stations, intermodal terminals, toll roads, and transportation demand management programs.

GOAL II:  PROMOTE ACCESSIBILITY AND MOBILITY OPTIONS AVAILABLE TO PEOPLE OR FREIGHT, AND ENHANCE THE INTEGRATION AND CONNECTIVITY OF THE TRANSPORTATION SYSTEM

Principle 2.1  Maximize Access to the Transportation System and Improve the Mobility of the Transportation Disadvantaged

• Provide facilities and amenities that support transit users, bicyclists, pedestrians, and the transportation disadvantaged.

Principle 2.3  Support an Integrated System with Efficient Connections between Transportation Modes

• Develop a transportation system that integrates all modes of transportation.

• Encourage development of multi-modal terminals in major activity centers.

• Provide appropriate highway, public transit, bicycle, and pedestrian links to airports, seaports, rail facilities, major transit terminals/stops, theme parks, and other major tourist destinations.
• Promote transit circulator, bicycle, and pedestrian systems serving major activity centers, such as hospitals, educational facilities, malls, and other major commercial centers.

**GOAL III: PROTECT THE ENVIRONMENT, PROMOTE ENERGY CONSERVATION, INCREASE SAFETY, AND IMPROVE THE QUALITY OF LIFE**

**Principle 3.3 Promote Sensible Growth Patterns and Foster the Visual Appeal of Improvements for Both Users and Area Inhabitants**

• Ensure that transportation improvement plans support local government development goals.

• Support new development requirements to contribute pedestrian, bicycle, and transit amenities.

• Designate roadway and transit corridors for streetscape, noise buffering, and/or median landscaping treatments.

• Encourage review of project design plans to ensure the application of livable roadway concepts.

**Principle 3.5 Use Appropriate Planning and Design Criteria to Avoid or Minimize Negative Impacts on Residential Neighborhoods**

• Promote a transportation system that improves connections between residential communities and adjacent areas.

**GOAL IV: PRESERVE EXISTING FACILITIES AND PROMOTE EFFICIENT SYSTEM MANAGEMENT AND OPERATIONS**

**Principle 4.1 Encourage Land Development Patterns that Promote Transportation Efficiency**

• Support in-fill development and the concentration of new commercial and office space in activity centers that can be inter-connected by transit, bikeways, and sidewalks.

• Support the integration of homes, work locations, parks and open spaces to create “livable communities.”

• Designate transit corridors that allow higher density mixed use areas to be served by public transit.

• Encourage major facilities to locate along existing or planned public transit lines and implement “transit friendly” strategies.

• Locate transit stops/stations within convenient walking distance of major concentrations of employment.
• Support requirements for major new developments to implement strategies to manage their transportation demand.

**Principle 4.3 Acquire and Preserve Right-of-Way at the Least Possible Cost**

• Establish additional right-of-way requirements along designated corridors for public transit, high-occupancy vehicles, bicycles, and pedestrians.

• Where feasible, identify future corridors for advance right-of-way acquisition for highway, transit, bicycle, and pedestrian use.

**Principle 4.4 Emphasize the Use of Existing Transportation Systems to Avoid Unnecessary Capacity Improvements**

• Promote policies that maximize the use of the existing transportation system and explore opportunities for connectivity before building new facilities (i.e., restriping for bicycle lanes, new technologies, access management, and transportation demand management).
APPENDIX E  WESTSHORE INTERMODAL CENTER SITE DESCRIPTIONS

Of the nine potential facility site locations screened within the Westshore area, two sites were deemed most viable. These sites include:

Site #2311 (Former Dairy Farm on Spruce Street)

Site #2311 is approximately 14 acres in size and is classified as Site Class 10 potentially accommodating the rapid transit, express bus service, and local transit. Three vehicle and pedestrian access points were identified: one access point from West Spruce Street/Frontage Road and two from O’Brien Street.

Advantages and disadvantages of this site were recorded as follows.

- Advantages:
  - a) Convenient access to Clearwater, northwest Tampa, Pasco, and Pinellas Counties.
  - b) Close proximity to TIA.
  - c) Potential joint-use development with airport parking/rental car vendors.
  - d) Site size and shape offers greater potential for phased development, such as commercial opportunities, rental car facilities, and additional parking.

- Disadvantages:
  - a) No provisions for FHSR or intercity bus.
  - b) Difficult turn required for Tampa Light Rail, which adds length to the route and slows the commute through the Westshore area.
  - c) Not located along the approved Tampa Light Rail alignment, but there is a potential for future connection with TIA as shown in the airport master plan.
  - d) Three parcels would need to be purchased for this site (3-58).

The site would ultimately be designed to include parking, as well as to support local and express bus service, Tampa Light Rail service, and a trans-bay connection near the Courtney Campbell Causeway.
Site #2377 (Jefferson High School Parking Lot-Joint Use)

Site #2377 is approximately 15 acres in size and is classified as Site Class 10 potentially accommodating the rapid transit, express bus service, and local transit. There are two vehicle and pedestrian access points for intermodal facility users. The access from Manhattan Avenue is designated for circulation and pick-up/drop-off operations. The access point from Trask Street connects to the parking lot. To enhance safety features of this site, there is also an additional access point from Manhattan Avenue which provides a separate circulation and parking area for Jefferson High School students, faculty, and school bus operations from the intermodal uses.

Advantages and disadvantages of this site were recorded as the following.

- Advantages:
  - a) Direct access to Tampa Light Rail and pedestrian/bike trails.
  - b) Convenient access to I-275.
  - c) Adequate access points on local roadways.
  - d) Greater central focus for local bus service.
  - e) Close proximity to employment center.
  - f) Jefferson High School staff/student access is separate from transit access.
  - g) School District of Hillsborough County is amenable to joint-use development upon approval by school board.

- Disadvantages:
  - a) No provisions for FHSR or intercity bus.
  - b) Site size and shape constrains on-site circulation and traffic flow.
  - c) Potential issues involving joint-use with Jefferson High School (including safety, security, and public controversy).
  - d) Not as convenient for TIA access as Site #2311.
  - e) Would require provisions to replace Jefferson High School parking and Driver’s Education area (3-58, 3-59).

The intermodal center at this site would be designed to allow for parking, as well as to support local and express bus service, Tampa Light Rail service and a trans-bay connection near the Courtney Campbell Causeway.