

Westshore Multimodal Study and Strategic Transportation Plan

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Special thanks to the Westshore Alliance, a member-based, not-for-profit organization promoting the economic vitality of the Westshore community.

**Final
February 2012**

Executive Summary

The initial purpose of the *Westshore Multimodal Study and Strategic Transportation Plan* is to identify a viable site(s) within the core Westshore area that will provide connectivity for all existing and future planned modes of transportation in the Tampa Bay region and to improve the quality of the intermodal passenger connection in Tampa Bay so that regional mobility and accessibility by means other than personal motor vehicles are significantly increased. The center would facilitate improved connections between Hillsborough and Pinellas Counties maximizing the effectiveness of the transit in both counties and would enhance the existing and planned transportation systems in the entire Tampa Bay region. The impetus for the timing of this study was to help provide answers for some of the ongoing studies, including the I-275 at S.R. 60 Interchange design project.

In addition to improving the connectivity of the existing and planned transportation modes in the Tampa Bay region, the Westshore Multimodal Center would also help revitalize the area(s) adjacent to the site(s) through Transit Oriented Development (TOD), as TOD would spur economic development through commercial, office and residential development.

Providing a strong transportation network through collaborative partnerships is more important today than ever. Therefore, in an effort to enhance regional connectivity, the *Westshore Multimodal Study and Strategic Transportation Plan*, was initiated. The Westshore Business District, an area of 10 square miles, is situated between six major arterials and two freeways and is one of the nation's largest business centers. Its boundaries are Kennedy Boulevard on the south, Himes Avenue on the east, Hillsborough Avenue on the north, and the Tampa Bay shoreline to the west, including Rocky Point. It is located in the center of the multi-county Tampa Bay region.

The timing and physical location of this study is critical as there are numerous ongoing studies that will define future rapid transit corridors in the Tampa Bay region, several of which will

converge in the Westshore Business District. The Pinellas Suncoast Transit Authority (PSTA) has been conducting a study to identify locally preferred alternatives for premium transit, making connections to St. Petersburg, Clearwater, and Downtown Tampa. Tampa Bay Area Regional Transit Authority (TBARTA) and the Florida Department of Transportation (FDOT) are conducting several transit corridor evaluations to determine feasible routes and modes of transit that would also provide regional connections. FDOT is also planning improvements to the Tampa Interstate System and the Howard Frankland Bridge. Completion of the *Westshore Multimodal Study and Strategic Transportation Plan* is vitally important at this point in time to ensure coordination between these other studies. It helps to refine the conceptual design of the new Howard Frankland Bridge, and the I-275/S.R. 60 Interchange provides a connection point for the numerous corridors. Representatives from each of these studies were invited to participate in the study. The project sponsors and advisors met throughout the study to provide input on the study process and findings.

This report describes the process that was used to identify, evaluate, develop, and recommend the best location(s) for a multimodal center in the Westshore Business District.

At the beginning of the study, **Guiding Principles** were developed to help evaluate candidate sites:

1. Transit Oriented Development and Redevelopment Potential
2. Local and Regional Connectivity
3. Cost Effectiveness
4. Safety and Security
5. Environmental Stewardship/Community Preservation
6. Collaborative Partnerships
7. Constructability/Flexibility
8. Location/Geography

This study was executed in three main phases: site identification; site evaluation and screening; and site development. Throughout the study, a comprehensive public engagement process was implemented.

The **site identification** process began as a very broad, but meticulous survey of the Westshore area. In the first step, the net was cast wide, and included all parcels greater than eight acres in the core focus area. Using the general assumptions and the Guiding Principles, **the study team identified 22 potential site locations**. Based on additional team discussions and coordination, the study team eliminated some sites for various reasons as documented in Section 2 of this report, such as regulatory restrictions, site size, and location relative to redevelopment. In the beginning and throughout the study, coordination with the key agencies and the ongoing studies in the Westshore area took place. The site identification process resulted in ten sites determined to be viable potential locations for a multimodal center.

The **site evaluation and screening** process involved a quantitative analysis, as well as qualitative assessment of each of the ten candidate sites, as documented in Section 3 of this report. During the **quantitative** analysis, the study team developed 32 screening criteria based on the project's Guiding Principles. For example, under Guiding Principle 1, (TOD and Redevelopment Potential) one of the criteria scored the sites' proximity to future high density mixed-use development. The top ranked sites are shown in **Figure ES-1**. These four sites scored the highest because of the opportunities for TOD and redevelopment, connectivity to planned transit corridors, and location.

A **qualitative** evaluation was completed for the top four sites to further differentiate between them and identify opportunities and constraints associated with each site. The qualitative evaluation consisted of compiling information from interviews with the transit operators, meetings with the property owners, engagement with the local community groups, and review of potential funding sources and Federal Transit Authority (FTA) requirements. This evaluation confirmed the validity of each of the four sites as feasible multimodal center locations. The

evaluation did not offer significant differentiation between the sites; each has advantages and challenges.

The **site development** phase involved the development of a preliminary architectural program and conceptual designs for each of the four sites. At the beginning of this study, a preliminary architectural program was drafted based on similar multimodal transit centers in other cities. Major elements of the program included access, circulation, site amenities, and station amenities. Once the study team identified the most viable sites for a multimodal center, the architectural team then applied the preliminary architectural program to each site and developed conceptual layouts and renderings for each of the top four sites, which are shown in **Figures ES-2** through **ES-5**.

To ensure the success of the *Westshore Multimodal Center Study and Strategic Transportation Plan*, coordination with numerous local agencies took place throughout the study process. In addition, **community meetings** were held with all the neighborhood homeowner association groups adjacent to the study area, including Carver City/Lincoln Gardens, Westshore Palms, North Bon Air, Beach Park, South Tampa Chamber of Commerce, and the Westshore Alliance. The study team was committed to engaging all vested and interested parties to provide information regarding the study as it progressed, ensuring public awareness, and to gather invaluable feedback. For example, the Carver City/Lincoln Gardens residents expressed concerns regarding locating the multimodal center anywhere east of Westshore Boulevard and north of I-275. Most of the communities supported a multimodal center at the Westshore Plaza.

Based on study evaluation and community coordination, all four sites are identified as viable locations for the Westshore Multimodal Center. Each of these sites meets the spirit of the Guiding Principles and offer short-term and long-term opportunities for development. Keeping all four sites as viable options for a multimodal center offers flexibility for future decisions, and provides multiple alternatives for a future environmental analysis (required to secure federal funding).

As shown on **Figure ES-1**, the four sites are:

1. **Site A** – Westshore Plaza, Redevelopment of North Parking Garage
2. **Site C** – Redevelopment of parcels to the north of I-275 from Trask Street to Manhattan Avenue
3. **Site D** – Adjacent to Jefferson High School
4. **Site S** – Redevelopment of Parking Garages along Trask Street at Cypress Street

Each of the sites offer flexibility to meet expectations for a short-term and long-term facility and are accessible in the short-term and long-term scenarios. It is assumed that the following modes would be present in the various stages:

- Short-Term Vision
 - Local / Express Bus
 - Bicycle / Pedestrian
 - Local Circulator / Shuttle Service
 - Taxi / Limo
 - MetroRapid Transit (Signal Priority)
- Long-Term Vision
 - Short-term Modes, plus:
 - BRT (Fixed Guideway)
 - LRT or Commuter Rail

The long-term vision assumes that I-275 will be reconstructed at some time in the future, to include a transit envelope in the median of I-275, with a space for a rail platform in the median of I-275 between Trask Street and Manhattan Avenue. The long-term vision also assumes that Reo Street, Occident Street, and Trask Street will pass underneath the interstate, offering additional north-south connectivity to the Westshore area and opportunities for a local transit circulator, possibly along Trask Street and/or Occident Street. Other recommendations are also included in Section 6 of this report.

It is important to note that this multimodal center would serve as regional connection for existing transit services, as well as future planned routes. This center would complement other planned multimodal centers within the regional system, such as the one in downtown Tampa.

Other studies will likely take place to identify additional regional connection points throughout the region, such as St. Petersburg and the Pinellas gateway area, as well as the University of South Florida (USF) area. Together, these multimodal centers will provide a strong network of regional connectivity to better serve residents, employees, and visitors of the Tampa Bay area, and offer much needed transportation choices for the future.

Site A – WestShore Plaza, Redevelopment of North Parking Garage: The concept for Site A depicts the use of the northeast corner of the WestShore Plaza shopping mall in the area where an existing transfer center and parking garage are currently situated. Thus, the parking garage would need to be replaced. The short-term station would be located adjacent to I-275 in the area of the existing transfer center. The long-term vision would not allow utilizing the median envelope of I-275 as the site is located too far to the west. Instead, a platform would have to be constructed on the south side of I-275. This site would have approximately 12 bus bays and would have a means to separate transit traffic from mall traffic. Improvements would be needed at the intersection of Gray Street and Westshore Boulevard.



Site C – Redevelopment of parcels to the north of I-275 from Trask Street to Manhattan Avenue: The concept for Site C would utilize only a portion of Site C where Charley's Restaurant currently resides. The short-term vision of this site would construct a station fronting Cypress Street with twelve bus bays and parking abutting I-275. The long-term vision would utilize the median envelope of I-275 for a

transit platform. A pedestrian walkway would extend out from the transit platform over I-275 to the portion of Site C where the station would be placed.



Site D – Adjacent to Jefferson High School:

Site D would be a joint use venture with the Hillsborough County School District and Jefferson High School. The short-term vision would utilize the front parking area of Jefferson High School for the placement of seven bus bays and a station. To replace parking being taken from the school a parking garage would be built on the west side of the school where currently a surface parking lot exists. The front of the school would be relocated to the east side of the building facing the adjoining neighborhood. Landscaping and other welcoming features could be placed giving the school a new facade and entrance. The long-term vision would utilize the median envelope of I-275 for a transit platform. A pedestrian walkway would be placed from the platform to the station either over or adjacent to the DoubleTree Hotel.



Site S – Redevelopment of Parking Garages along Trask Street at Cypress Street: Site S would utilize the parking garages that abut Trask Street behind the Austin Property buildings. In the short-term vision, a station would be constructed adjacent to Trask Street with an open space located at the corner of Trask Street and Cypress Street. The parking garages would be replaced with a new parking structure that would also house 14 bus bays. The long-term vision would also utilize the median envelope of I-275 for a transit platform. A pedestrian walkway would be placed from the platform to the station adjacent to the west side of Trask Street.



Preliminary concepts of each of the sites are shown in **Figures ES-2 through ES-5**.

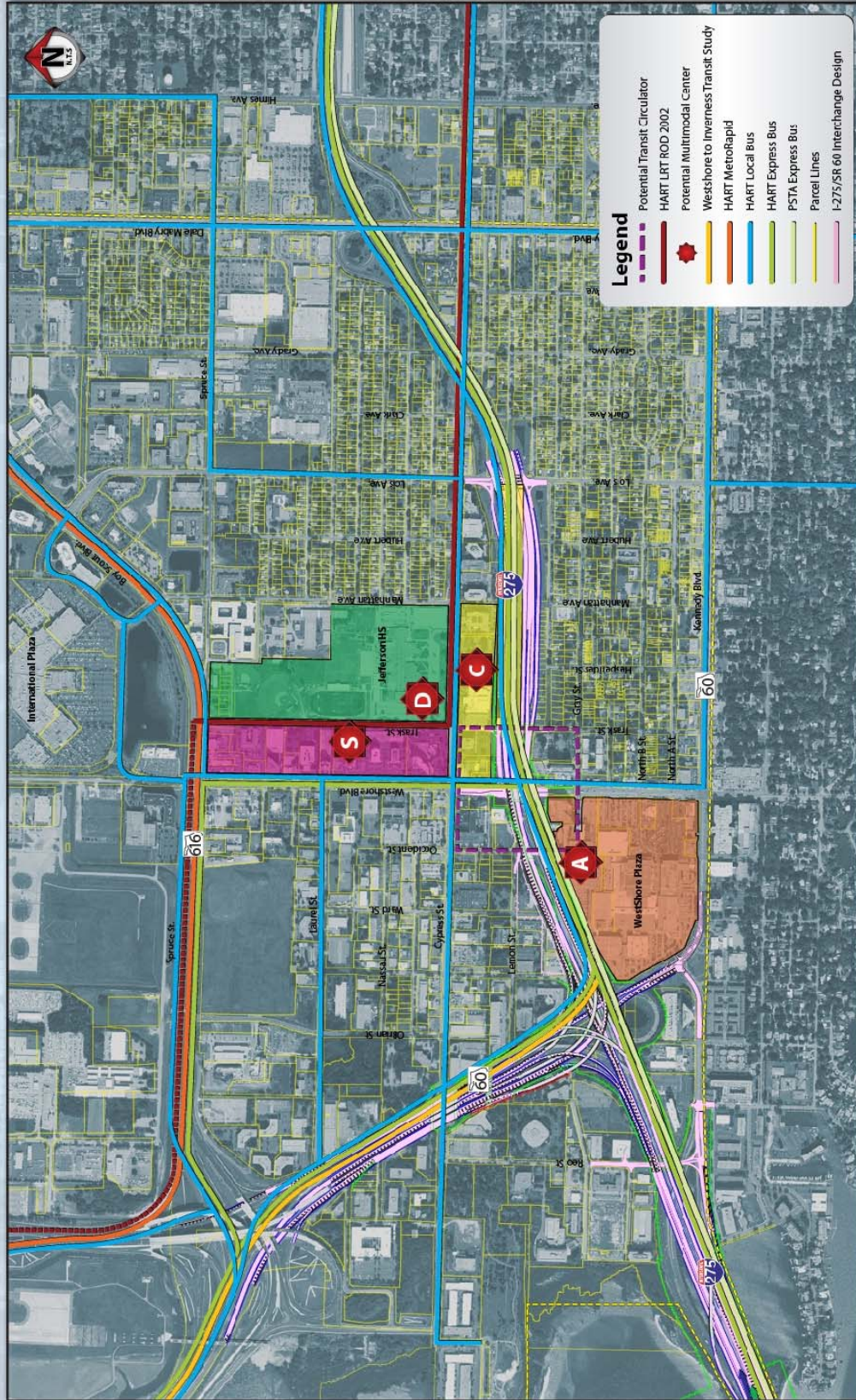
Some of the **next steps** for the four sites identified for the potential multimodal center include:

- A project development and environment (PD&E) study.
- Close coordination with Hillsborough Area Regional Transit (HART), PSTA, and other agencies to further define their needs for the center.
- Additional coordination with Tampa International Airport to define the interaction between the airport's consolidated transportation center and the Westshore Multimodal Center.
- Designation of the sites, or area, on the Strategic Intermodal System (SIS).
- Continual coordination with ongoing studies that affect the center.
- Additional public engagement.

The Hillsborough County MPO Board approved the study findings on February 7, 2012.

Westshore Multimodal Study
and Strategic Transportation Plan

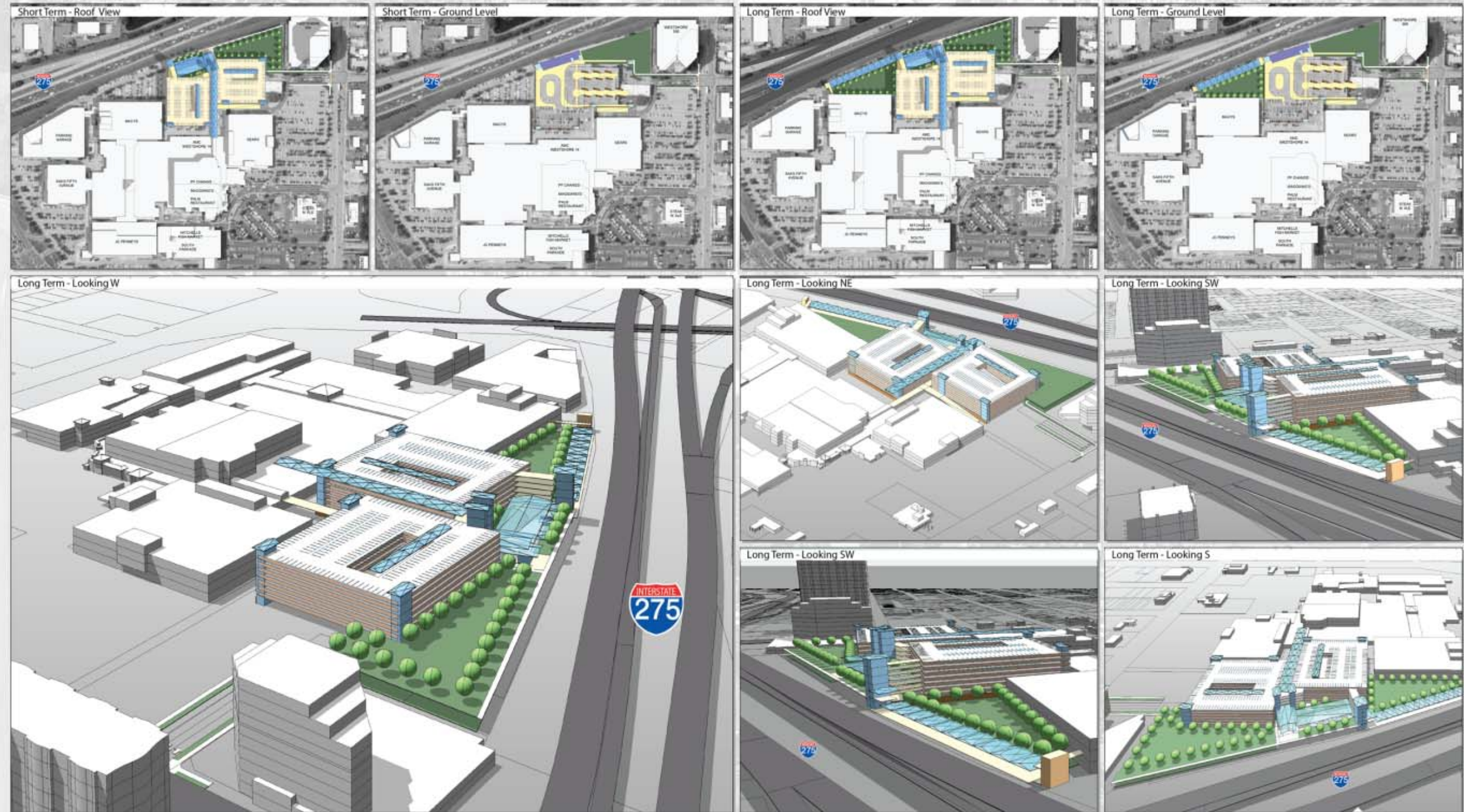
Figure ES-1 - Final Viable Sites





Westshore Multimodal Study and Strategic Transportation Plan

Figure ES-2 - Site A - Joint Use of Westshore Plaza North Parking Area

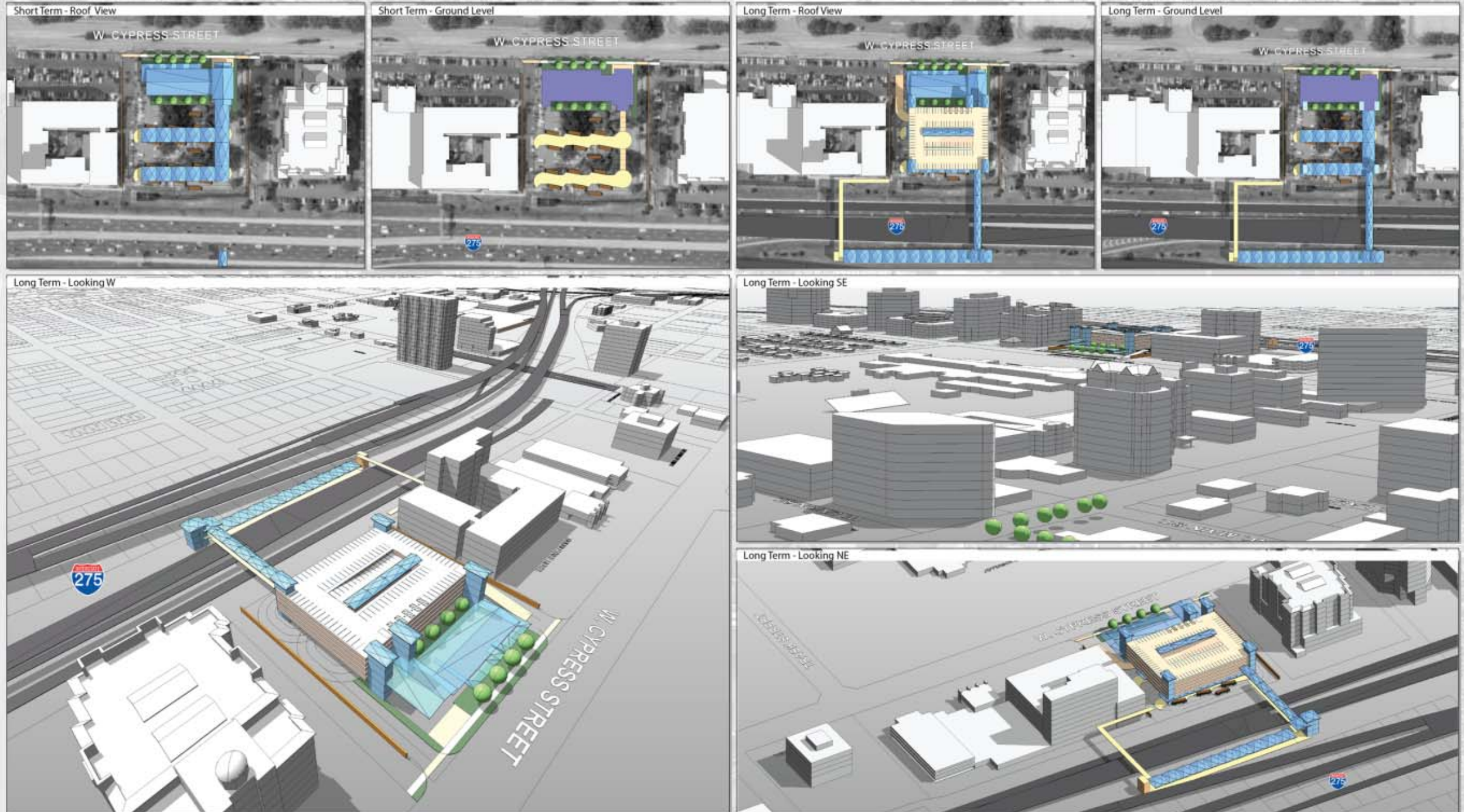


*This is an artistic rendering that depicts what the multimodal center might look like at this location.



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ES-3 - Site C - I-275 Median & Land to the North Along Cypress Street



* This is an artistic rendering that depicts what the multimodal center might look like at this location.



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ES-4 - Site D - Joint Use of Jefferson High School Parking Area Along Cypress/Trask Street



* This is an artistic rendering that depicts what the multimodal center might look like at this location.



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ES-5 - Site S - Joint Use of Parking Areas Along Trask



* This is an artistic rendering that depicts what the multimodal center might look like at this location.

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Introduction



1. Introduction

Thousands of people migrate to the Tampa Bay region to live, work, and play each year. Today, the Tampa Bay population is largely dependent on the automobile as its main source of transportation to move people in and around the region. Thus, the roads on which we drive are becoming more congested and the air we breathe is becoming more polluted. As fuel prices continue to rise and housing and transportation preferences of our population begin to shift, it is essential to provide choices in all facets of our economy to improve the quality of life for generations to come.

Despite the slowly recovering economy and recent political challenges, such as the state's rejection of federal funding for high speed rail and Hillsborough County voters' rejection of the sales tax referendum for transportation improvements, providing a strong transportation network through collaborative partnerships is more important today than ever. Therefore, in an effort to enhance regional connectivity, the *Westshore Multimodal Study and Strategic Transportation Plan*, was initiated as a joint effort of the Hillsborough County Metropolitan Planning Organization (HCMPO), Florida Department of Transportation (FDOT) District Seven, and Tampa Bay Area Regional Transit Authority (TBARTA). Representatives from each of these organizations, as well as the City of Tampa, Hillsborough Area Regional Transit Authority (HART) Tampa International Airport (Airport), and the Westshore Alliance served on the study's Sponsor Team. The Sponsor Team guided the course of the study from the development of the initial scope of services to the approval of the final report.

The timing and physical location of this study are critical as there are numerous ongoing studies that will further define the future of transit in the Tampa Bay area, most of which will converge somewhere in the Westshore Business District. The Pinellas Suncoast Transit Authority (PSTA) is conducting a study to identify a locally preferred alternative for premium transit within their jurisdiction. TBARTA and FDOT are conducting several transit corridor evaluations to determine feasible routes and modes of transit that would also provide regional connections. FDOT is also planning improvements to the Tampa Interstate System and the Howard Frankland Bridge. Completion of this study is vitally important at this point in time to ensure that these other studies can move forward without delay. The identification of the best location for a multimodal center in the Westshore area helps to refine the conceptual design of the new Howard Frankland Bridge and the I-275/S.R. 60 Interchange, as well as provide a connection point for the numerous multimodal studies. Representatives from each of these studies were invited to participate on the Advisory Team. The Advisory Team met throughout the study to provide input on the study process and findings.

During the past few years, this region has made great strides in promoting collaborative partnerships within the planning process. This document represents a collaborative, long-term vision to provide residents and visitors a means to efficiently and economically move in and around the region, particularly through the Westshore Business District. The future of the region and its mobility lies with transit. Multimodal centers are not only connection points, but also points of interest destinations and a catalyst for economic development.

This report describes the process that the project sponsors used to identify, evaluate, develop, and recommend the best location(s) for a multimodal center in the Westshore Business District. Chapter 1 provides the foundation for the study and introduces the purpose and need, as well as the Guiding Principles. Section 2 summarizes the methodology used to identify potential multimodal sites, while Section 3 discusses the evaluation process used to compare the potential multimodal sites. Section 4 presents the conceptual development of the potential sites. Section 5 describes the public engagement process and Section 6 presents the study recommendations.

1.1. Project Area

The Westshore Business District, an area of 10 square miles, is situated between six major arterials and two freeways and is one of the nation's largest business centers. Its boundaries are Kennedy Boulevard on the south, Himes Avenue on the east, Hillsborough Avenue on the north, and the Tampa Bay shoreline to the west, including Rocky Point. See **Figure 1-1**.

It is considered by many to be the center of activity in the Tampa Bay region and Florida's west coast. The Westshore business district is located within the City of Tampa and is Florida's largest office community with 12 million square feet of office space. It is home to upscale shopping with two high-end regional shopping malls: International Plaza & Bay Street and WestShore Plaza, and two major sporting venues in Raymond James Stadium (home of the Tampa Bay Buccaneers) and Steinbrenner Field (Spring Training facility for the New York Yankees). Westshore has approximately 4,000 businesses employing over 90,000 people including AAA Auto Club South, Humana, IBM, Blue Cross Blue Shield, Price Waterhouse Cooper, and Time Warner. In addition, there are approximately 38 hotels and around 250 restaurants. Westshore is also home to the airport.

There are also approximately 12,000 permanent residents in the Westshore area. The residents enjoy a diverse mix of housing options including apartments, condominiums, town homes and single family homes. The area neighborhoods are also diverse. Beach Park, located south of Kennedy Boulevard from Lois Avenue to Tampa Bay, is one of Tampa's most exclusive neighborhoods, with many beautiful waterfront living options ranging in price from \$400,000 to over \$2 million. Westshore Palms is considered Westshore's hidden gem, bordered by Kennedy Boulevard, I-275, Lois Avenue, and West Shore Boulevard offering a mix of traditional ranch style homes and small townhome developments. Residents are within a 5-minute walk to many restaurants and all of the shopping that WestShore Plaza offers, as well as Cypress Point Park. Carver City/Lincoln Gardens is located in the heart of Westshore. It offers a number of affordable single- and multi-family options with easy access to nearby schools, shopping and restaurants. The Loretta Ingraham Recreation Center with a full gym, pool, exercise facilities and computer room is located right in the middle of this historic neighborhood.

In August 2009, the *Hillsborough County Transit Oriented Development Market Assessment and Development Potential Report* was completed for HCMPO. Westshore is outlined in this report as an area with major market potential as a 'mixed-use regional node.' The market study area consisted of a ½-mile radius around the intersection of Cypress Street and North Trask Street, which subsequently is the area of the top candidate sites identified in this report.

The report suggests that should premium rapid transit be built with a regional state in Westshore, there would be a market in this area for additional high density residential and commercial development. The presence of small, fragmented parcels (including underutilized and vacant lots), and large surface parking lots suggest that new development would occur on "in-fill" sites that may require assemblage. Westshore's comparative advantage includes an established market identity, proximity/adjacency to the airport, a cluster of destination retail uses, and high density commercial employment nodes.

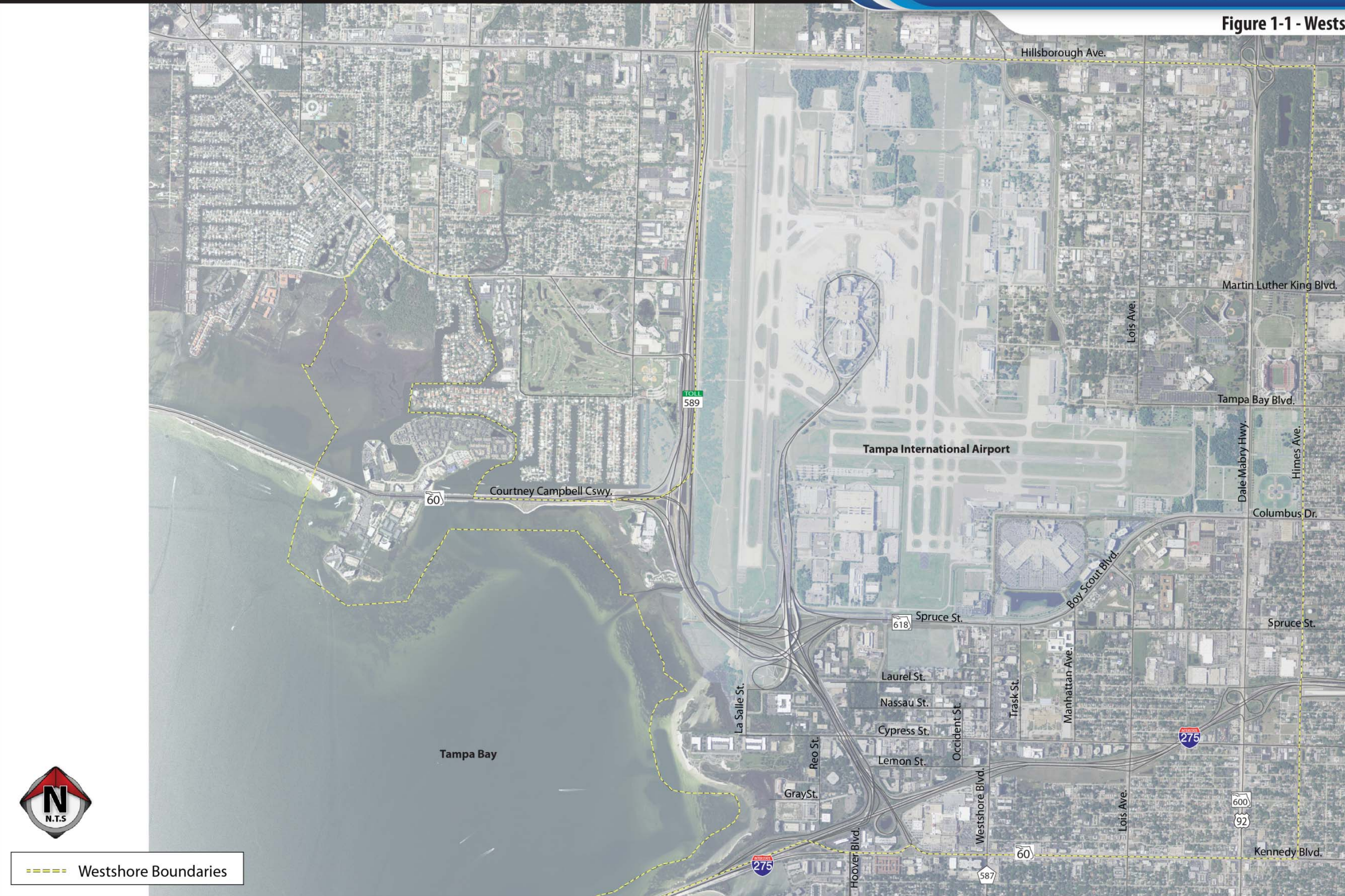
According to the report, market potentials for Westshore include:

- 1,400 to 1,500 multi-family units through 2035, reflecting high density residential
- 1.7 to 2.0 million square feet of new speculative/multi-tenant office space through 2035
Increases in retail space that would be driven by growth in office employment, visitation, and expansion/redevelopment associated with the area's two major retail centers - WestShore Plaza and the International Plaza & Bay Street.



Westshore Multimodal Study and Strategic Transportation Plan

Figure 1-1 - Westshore Business District



August 2011

1.2. Study Background

1.2.1. Previous Studies

The *Westshore Multimodal Study and Strategic Transportation Plan* is an extension of a vision that began with the completion of the Tampa Bay Intermodal Center(s) (TBIC) Feasibility Study in 2004. The TBIC Feasibility Study was completed in conjunction with the development of FDOT's Strategic Intermodal System (SIS). The feasibility study was a first step in assessing transit needs and achieving connectivity of the entire Tampa Bay region. The TBIC Feasibility Study was prepared to assist FDOT, District Seven, decide on the type, location and design of a major intermodal center(s) within the Tampa Bay region, including both Hillsborough and Pinellas Counties. The feasibility study assessed the region's existing and planned land uses as well as the transportation systems to identify viable sites for a regional intermodal center. As shown in **Figure 1-2**, the study resulted in the identification of six viable sites representing five major activity centers.

- University of South Florida (USF) – Site #1017 (Vacant Tampa General Hospital Property)
- Downtown Tampa – Site #1863 (Former County Jail Site)
- Westshore – Site #2311 (Former Dairy Farm near the airport - now Avion Park)
- Westshore – Site #2377 (Jefferson High School Parking Lot-Joint Use)
- Gateway – Site #3268 (Sunshine Speedway)
- Downtown St. Petersburg – Site #2985 (Tropicana Field Parking Lot-Joint Use)

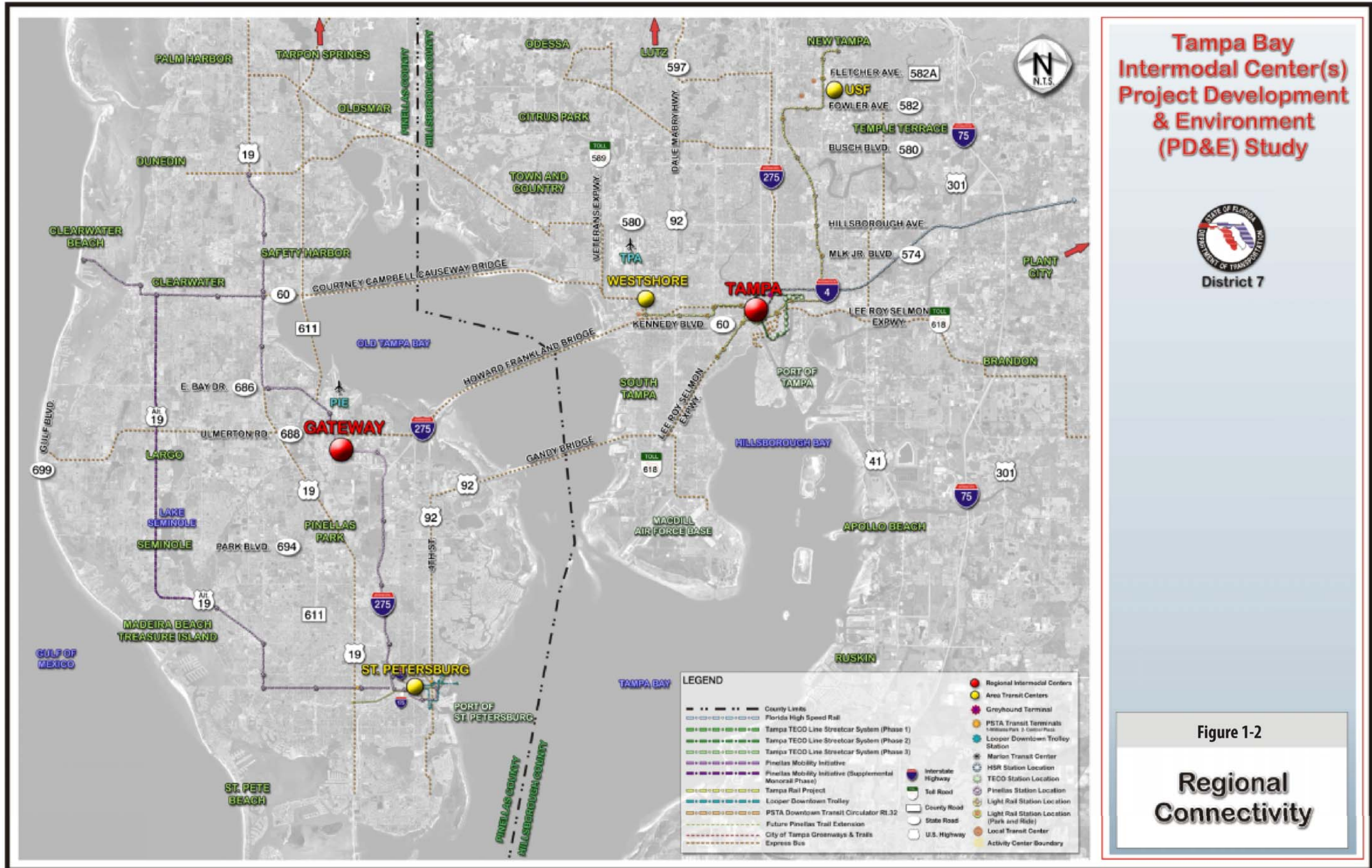
On October 26, 2005, the *TBIC Final Environmental Assessment / Finding of No Significant Impact* (FONSI) was approved by the Federal Transit Authority (FTA). The study recommended that two regional intermodal centers be built, one in Downtown Tampa and the other in the "Gateway" area of Pinellas County, at the western end of the Howard Frankland Bridge. The study acknowledged the importance of connectivity to the USF, Westshore, and St. Petersburg areas and recommended that those areas be studied further to determine the best connection points within each of those areas.

In order to make sure the *Westshore Multimodal Study and Strategic Transportation Plan* was based on a clear picture of the proposed future of the Westshore area, existing studies were obtained and reviewed. These reports are referenced in the list of resources at the end of the report, and include studies which provided data about existing and proposed bike paths, enhanced pedestrian systems, express bus routes, new bus routes, local circulators, proposed road improvements, etc. This aggregation of information helped to outline areas of Westshore that would be best suited for a multimodal center.

1.2.2. On-going Studies

As previously mentioned, the timing and physical location of this study are critical as there are numerous ongoing studies that will further define the future of transit in the Tampa Bay area, most of which will converge somewhere in the Westshore Business District. Completion of this study is vitally important at this point in time to ensure that these other studies can move forward without delay. Representatives of each of these studies participated on the Advisory Team, in addition to special coordination meetings throughout the study. More detail on this coordination is provided in Section 5 of this report. The pertinent ongoing studies include:

- Howard Frankland Bridge PD&E Study (FDOT/PSTA/Pinellas County Metropolitan Planning Organization[PCMPO]/TBARTA)
- *Pinellas Alternatives Analysis* (PSTA/PCMPO/TBARTA)
- *Westshore to Citrus/Inverness Transit Corridor Evaluation* (FDOT/TBARTA)
- East-West MetroRapid PD&E Study (HART)
- *Tampa Citywide Bicycle and Pedestrian Study* (COT/HCMPO)
- I-275/S.R. 60 Interchange Design (FDOT)
- *Tampa International Airport Master Plan Update* (HCAA)



1.3. Purpose and Need

The initial purpose of the *Westshore Multimodal Study and Strategic Transportation Plan* is to identify a viable site(s) within the core Westshore area that will provide local and regional connectivity for all existing and future planned modes of transportation in the Tampa Bay region and to improve the quality of the intermodal passenger connection in Tampa Bay so that regional mobility and accessibility by means other than personal motor vehicles are significantly increased. The center would facilitate improved connections between Hillsborough and Pinellas Counties, maximizing the effectiveness of the transit in both counties, and would enhance the existing and planned transportation systems in the entire Tampa Bay region.

In addition to improving the local and regional connectivity of the existing and planned transportation modes in the Tampa Bay region, the Westshore Multimodal Center would also help revitalize the area(s) adjacent to the site(s) through Transit Oriented Development (TOD), as TOD would spur economic development through commercial, office and residential development.

A purpose and need statement will need to be submitted into the Efficient Transportation Decision Making (ETDM) system. Through the ETDM process, the state's Environmental Technical Advisory Team (ETAT) will review and provide comments on the project. At that time, the purpose and need will be further vetted with the appropriate agency involvement, including HART and PSTA.

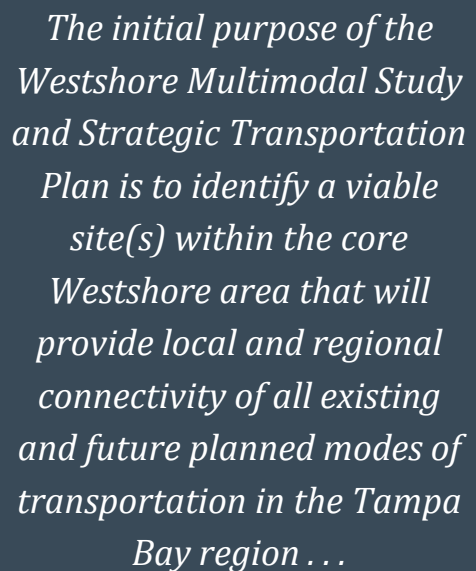
1.3.1. Plan Consistency

The goals and objectives of the *Westshore Multimodal Study and Strategic Transportation Plan* are to identify an area within the boundaries of the Westshore Business District for a multimodal center that would promote connectivity within the Tampa Bay region, promote TOD in and around the station site, be cost effective, be both constructible and flexible as well as safe and secure, promote environmental stewardship and community preservation, and be a collaborative effort. While consistent with the goals and objectives of the previously listed studies, the proposed Westshore Multimodal Center further supports the *Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU)*. SAFETEA-LU addresses the many challenges facing our transportation system today, such as improving safety, reducing traffic congestion, improving efficiency, increasing intermodal connectivity, and protecting the environment.

This federal legislation encourages transportation investments that link major modes of transportation, improve transportation systems and service, and enhance efficient operation of transportation facilities. It is also consistent with the State of Florida SIS as previously outlined.

This study is consistent with the goals and objectives of the *TBARTA Master Plan*, as well as the *HCMPO Long Range Transportation Plan (LRTP)* and the *City of Tampa's Comprehensive Plan*. All three documents indicate a need for regional connectivity in this area.

The *Westshore Multimodal Study and Strategic Transportation Plan* is also consistent with the improvements outlined in the *Westshore Mobility Strategy Action Plan* as well as the provisions for transit improvements and the residential component of TOD outlined in the *Westshore Areawide Development of Regional Impact (DRI)*. The DRI states wherever possible, development within the Westshore Overlay District shall be designed to maximize the efficiency of mass transit. The developer shall coordinate with the City of Tampa



The initial purpose of the Westshore Multimodal Study and Strategic Transportation Plan is to identify a viable site(s) within the core Westshore area that will provide local and regional connectivity of all existing and future planned modes of transportation in the Tampa Bay region . . .

and HART to determine if the site warrants transit stop improvements such as easement dedication or transit shelters. On April 25, 2008, the DRI was amended to allow fees and contributions required by the Development Order to be applied to the transportation network for roadway and transit improvements, including transit operations and pedestrian improvements associated with such improvements.

The DRI boundaries consist of the area that commences on the northern boundary of Hillsborough Avenue at the City of Tampa's municipal boundary adjacent to the airport and runs east along the northern boundary of Hillsborough Avenue to the eastern boundary of Himes Avenue. It then runs south along the eastern boundary of Himes Avenue to the southern boundary of Kennedy Boulevard then runs west along the southern boundary of Kennedy Boulevard to I- 275 where it intersects with the shoreline of Old Tampa Bay. It then runs north along the shoreline of Old Tampa Bay to a point that would intersect with the southern extension of Eisenhower Boulevard. From this point, it runs north along the eastern boundary of Eisenhower Boulevard to the City of Tampa's municipal boundary adjacent to the airport and then northerly along the municipal boundary within the airport to the point of commencement.

The DRI was also amended to exempt projects from fees which provide affordable housing. Affordable housing is defined as housing affordable to a person or families whose total annual household income does not exceed 120 percent of the area median income, adjusted for household size. Developers are encouraged to incorporate affordable housing in their projects, but it is not a requirement. The Westshore Alliance provides information to developers regarding the opportunities and advantages of the provision of affordable housing in the Westshore area.

Both the transportation and affordable housing components of the DRI strongly promote TOD. The placement of a multimodal center in the Westshore area would further promote these vital components to a livable community.

1.3.2. Future Population and Employment Growth in Area

The Tampa Bay area has been one of the fastest growing metropolitan areas in the country over the last 20 years and is expected to continue its rapid growth over the next few decades. According to the University of Florida Bureau of Economic and Business Research population in the Tampa Bay region is expected to increase by 23 percent by 2025. Additionally, employment in the region is expected to increase by 37 percent.

As population and employment growth in the Tampa Bay area continues, social and economic demands on individuals will continue to call for the provision of transportation choices for those who cannot drive, as well as those searching for alternatives to congested roadways. The proposed multimodal center would facilitate connections between many of the existing and planned transportation systems in the area, thereby providing enhanced mobility and a better quality of life.

1.3.3. Future Traffic/Travel Demand

As the population and employment in the Tampa Bay area continues to grow at a rapid rate, regional travel demand is expected to grow at a similar pace. In fact, trips crossing Tampa Bay between Hillsborough and Pinellas Counties are projected to increase by 56 percent by 2025. This projection is based on data from the *Tampa Bay Regional Planning Model*, which is the adopted *Florida Standard Urban Transportation Model Structure* travel demand model for both HCMPO and PCMPO. There are no major capacity improvements for roadways crossing Tampa Bay identified in the LRTPs for either HCMPO or PCMPO. As a part of the Howard Frankland Bridge PD&E Study, FDOT, District Seven, along with several other agencies, are conducting a transit corridor evaluation to analyze a transit crossing via I-275.

The *Westshore Multimodal Study and Strategic Transportation Plan* did not test transit options using a travel demand forecasting model. Transit ridership, or any other rapid transit service ridership, depends on a number of variables and can fluctuate significantly based on certain assumptions. Typically, the significant

variables are: speed and frequency of the proposed transit service, boarding fare of the proposed transit service, locations and parking facilities of the stations, parking costs, highway travel time between origin and destination, and accessibility to other transportation modes.

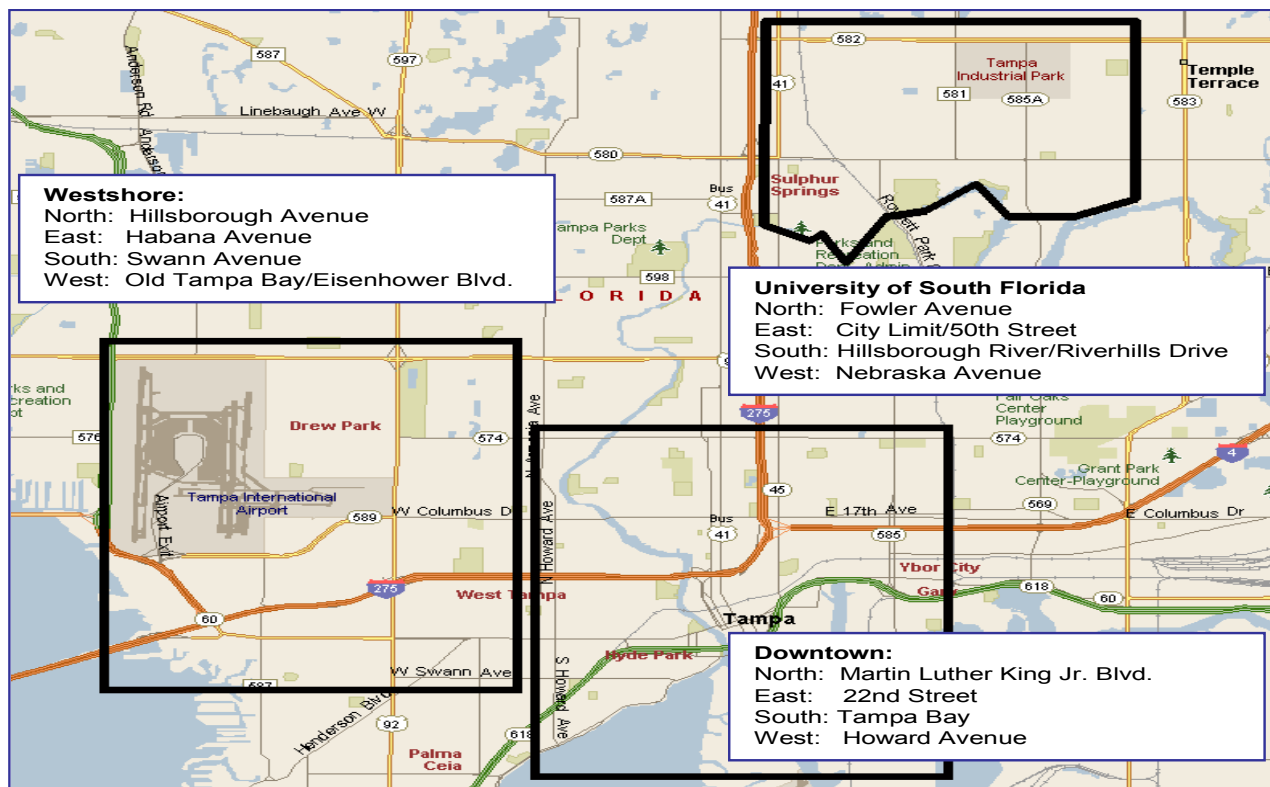
1.3.4. Bikeways and Sidewalks

One of the most important features of the multimodal center is connectivity to existing and proposed pedestrian trails, bikeways, and sidewalks. This aspect of connectivity is a priority consideration in the study and will continue to be evaluated as the progress is made toward making the multimodal center a reality.

There are several studies that establish a framework for assuring that the Westshore area is a safe and liveable business district. The *Tampa Citywide Bicycle and Pedestrian Plan* identified priority routes for enhancing mobility for bicyclists and pedestrians throughout the city, including the Westshore area. The *Westshore Mobility Strategy Action Plan* identified a transportation vision for the Westshore Business District. It expanded upon the *Westshore Area Pedestrian System Plan* recommending improvements to strengthen the pedestrian network focusing on multimodal (pedestrian, bicycle, transit, and automobile) enhancements. The *Westshore Multimodal Study and Strategic Transportation Plan* is consistent with the goals and objectives of these studies and will offer excellent opportunities to connect to existing and future systems.

In 2011, the City of Tampa completed the *Tampa Bike Walk Plan, Phase 1*. The study focused on short-term implementation of needed bicycle and pedestrian facilities in the City's three major activity centers: Downtown Tampa, Westshore, and the University area, as shown here on **Figure 1-3**.

Figure 1-3: Needed Bicycle/Pedestrian Facilities



1.3.5. Regional Transit and Connectivity

Currently in the Tampa Bay region there are two major transit providers—HART and PSTA, and one regional transportation authority, TBARTA.

HART provides transit service to Hillsborough County. As of December 31, 2011, HART has 195 buses and 46 vans on 46 routes (29 local, 12 express, and 5 flex circulators), and 1 electric streetcar line. Facilities include 23 park and ride lots, 4 customer service centers, and 11 transit/transfer centers. The total FY2011 ridership for HART for all modes, was 14,236,638.

PSTA provides transit service to Pinellas County operating 200 buses on 36 routes (30 base routes, 2 circulator routes, and 4 commuter routes), and 1 trolley service. Routes 100X and 300X provide express bus service to Tampa. PSTA has 3 major transfer terminals, 11 other transit centers, and 3 existing park and ride lots. In 2008/2009, PSTA's total ridership was 11,865,604

TBARTA was created by the Florida State Legislature in 2007 to develop and implement a *Regional Transportation Master Plan* for the seven-county West Central Florida region. The authority's purpose is to improve mobility and expand multimodal transportation options for passengers and freight throughout the seven county region. TBARTA's commuter services currently offers ride sharing through van pooling and carpooling. It also promotes cycling to work, telework, school carpooling, and riding the bus.

An analysis of completed local studies as well as on-going studies for the City of Tampa and Hillsborough County reveals the need for connectivity of the region's transportation systems and transit services. The Westshore Alliance, HCMPO and FDOT, District Seven, all see the Westshore Multimodal Center as a first step toward connectivity in the region. A strong collaboration with the on-going study and design teams associated with the Pinellas Alternatives Analysis, the Howard Frankland Bridge PD&E Study, and the Citrus to Westshore Transit Corridor Evaluation, just to name a few, have played a key role in assuring the Multimodal Center is correctly placed. With two established transit systems in place in the region, HART and PSTA, a connection destination in the Westshore area only makes sense. Currently, 44,000 people travel daily from Pinellas County to Hillsborough County in their personal vehicles for their jobs. Most travel through Westshore to Downtown Tampa; however, a Multimodal Center in Westshore would provide the opportunity for connections to the airport and destinations north, as well as destinations south once the Ultimate I-275 plan is completed.

Through the placement of a multimodal transportation center in the core Westshore area, a vital connection between the City of Tampa and destinations beyond would be established and the option to leave cars behind would be enhanced.

1.4. Guiding Principles

The Guiding Principles are the drivers behind the overall study and site selection. They are the accepted guidelines formed by the Advisory Team that capture the values and priorities of the study. The Guiding Principles helped to ensure that the study remained consistent with the team's shared vision.

The Guiding Principles are the basis for the quantitative site measurement criteria. Initially developed for the *TBIC Feasibility Study* and the *EA/FONSI*, the Guiding Principles are updated in this study to reflect the transit and TOD goals included in both the City of Tampa and Hillsborough County comprehensive plans and the HCMPO LRTP. The list below contains the eight Guiding Principles used in the evaluation and comparison of feasible multimodal sites.

- 1. Transit Oriented Development and Redevelopment Potential.** Address the need to both support existing residents and businesses and to encourage new stores, more places to live, new jobs, new restaurants, green spaces, and public art.

2. **Local and Regional Connectivity.** Provide transportation choices which improve how we get around the area by encouraging public transportation and improving bicycle and pedestrian features.
3. **Cost Effectiveness.** Ensure worthwhile public investment by minimizing costs and maximizing public benefit while promoting economic development.
4. **Safety and Security.** Minimize the risk of the loss of, or damage to multimodal facilities while ensuring passengers are safe and comfortable.
5. **Environmental Stewardship/Community Preservation.** Preserve and improve the history and character of the local community as well as natural systems.
6. **Collaborative Partnerships.** Promote partnerships between local agencies, planning organizations, civic organizations, community associations, stakeholders, transit operators, transit users, developers, residents, workers, and visitors which improve the quality of life within the Westshore area.
7. **Constructability/Flexibility.** Identify a site that is useable in both the short- and long-term vision by making sure the site will function as additional modes are provided.
8. **Location/Geography.** Locate the multimodal center where present and future transportation options function as easy transfer points for users.

These principles and how they helped to evaluate the potential Multimodal Center sites are explained in greater detail in Section 3 of this report.

Site Identification



2. Site Identification

The site identification process began as a very broad, but meticulous survey of the Westshore area. First, the study team made several general assumptions regarding the study area, as well as site size and function to better evaluate a site's ability to accommodate the short-term and long-term vision. Using the general assumptions and the Guiding Principles as a guide, the study team identified numerous potential site locations. Based on additional coordination, the study team eliminated some sites for various reasons as documented in this chapter. In the beginning and throughout the study, coordination/collaboration with the key agencies, coordination with the on-going studies in the Westshore area, and coordination with public agencies took place.

2.1. Westshore Core Focus Area

The primary core area of focus for the *Westshore Multimodal Study and Strategic Transportation Plan* was narrowed to Tampa Bay to the west, Kennedy Boulevard to the south, Himes Avenue to the east, and Boy Scout Boulevard/Spruce Street to the north. Refer to **Figure 2-1** for the Westshore core focus area location map.

2.2. General Assumptions

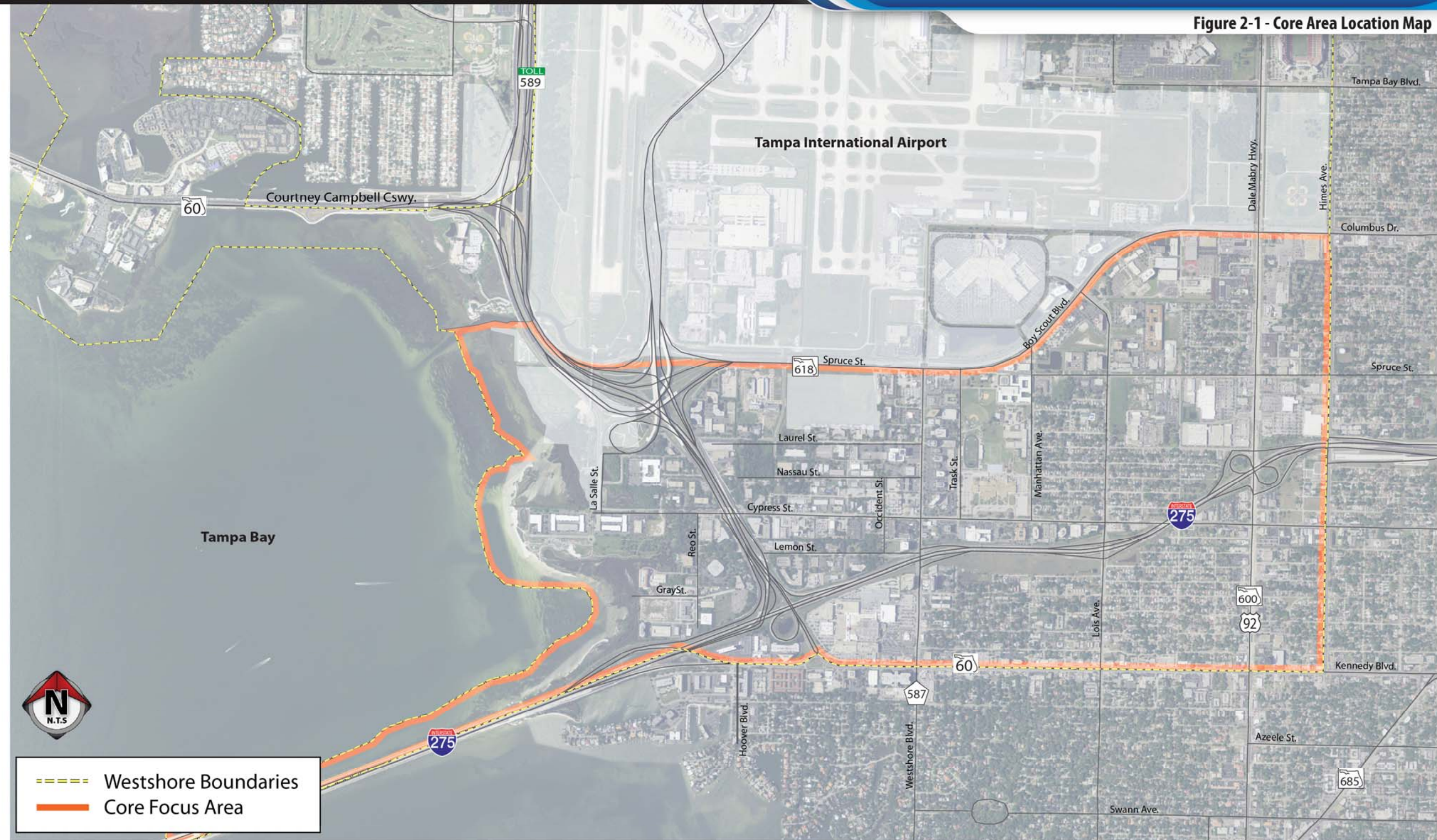
Prior to the actual site identification process, a meeting was held with the study Sponsor Team to ensure that all were in agreement as to the study approach and schedule, study assumptions, and identification of the Advisory Team members. These assumptions were the key components to the initial site identification process. The assumptions agreed upon by the project sponsors included:

- Updating the TBIC study (2005) goals to serve as the Guiding Principles.
- Assuming a Mixed-Use Regional Station Typology for the Westshore Multimodal Center in accordance with the TOD policies laid out in the *City of Tampa Comprehensive Plan*.
- The study would be centered on the Westshore Core Focus area due to the transit connectivity, vicinity to the interstate system, and concentration of population and employment.
- Accommodate the *Airport Master Plan* through continued coordination with the Hillsborough County Aviation Authority (HCAA).
- Because there are many unknowns, the study team will assume the multimodal center would need to accommodate "worst case" in regards to mode choice and spatial needs and that a phased approach to construction would be necessary based on short-term and long-term scenarios:
 - Short-Term Vision
 - Local / Express Bus
 - Bicycle / Pedestrian
 - Local Circulator / Shuttle Service
 - Taxi / Limo
 - MetroRapid Transit (Signal Priority)
 - Electric Vehicle Accommodations
 - Long-Term Vision
 - Bus Rapid Transit (BRT) [Fixed Guideway]
 - Light Rail Transit (LRT)
 - Commuter Rail
- A parcel size of a minimum of 8 to 15 acres would be needed for consideration to accommodate both transit and development.



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Figure 2-1 - Core Area Location Map



--- Westshore Boundaries
— Core Focus Area

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- Some of the short-term components should include a bus platform(s) and bus circulation, electric car accommodations, public, staff, and pedestrian/bicycle circulation, site amenities such as benches, trash receptacle, restrooms, concessions/retail space, landscaping, parking, bicycle storage, and a taxi area. It should also be of sufficient size to house vehicle support systems, security offices, a maintenance area, an information kiosk, and a customer service/ticketing space.
- The site should also be of sufficient size to potentially initiate TOD.
- The site must be of a sufficient size to accommodate existing transit modes associated with HART and PSTA. It must also accommodate BRT, a local circulator or shuttle service, bicycle and pedestrian modes, as well as parking and taxi stands. As future modes move forward from planned to existing, the site would need to accommodate these modes as well as LRT and commuter rail.

2.2.1. Activity Centers (Private)

One of the first steps in identifying potential sites for the Multimodal Center was to determine the activity centers within and adjacent to the core Westshore area. An activity center can be defined as an area that is potentially suitable for a multimodal center by virtue of an intense mixture of two or more land uses, including residential and commercial. Activity centers in the Westshore area were identified as WestShore Plaza, International Plaza & Bay Street, Kennedy Boulevard Business Corridor, and the Dale Mabry Highway Business Corridor. **Figure 2-2** depicts the activity centers identified with the *Westshore Multimodal Study and Strategic Transportation Plan* study area.

WestShore Plaza shopping mall is located south of I-275 and west of Westshore Boulevard. The mall and the areas adjacent to the mall typify the definition of an activity center. The area is predominantly commercial yet adjacent to numerous office uses and restaurants. The mall also abuts the Westshore Palms, North Bon Air, and Beach Park neighborhoods. International Plaza & Bay Street is located south and east of the airport and north of Spruce Street/Boy Scout Boulevard.

It is also a good example of an activity center as its predominant land use is commercial; however office and restaurant uses are rapidly developing adjacent to the mall and the Drew Park and Carver City/Lincoln Gardens neighborhoods are within close proximity.

The Dale Mabry Highway Business Corridor a major north/south roadway within the Westshore area. There are numerous strip shopping centers, big box stores (i.e. WalMart, Home Depot, Best Buy, etc) restaurants and residential neighborhoods within this corridor.

The Kennedy Boulevard Business Corridor is a major east/west roadway within the Westshore area. Within this corridor there are numerous strip shopping centers, hotels, restaurants, office buildings, and residential neighborhoods.

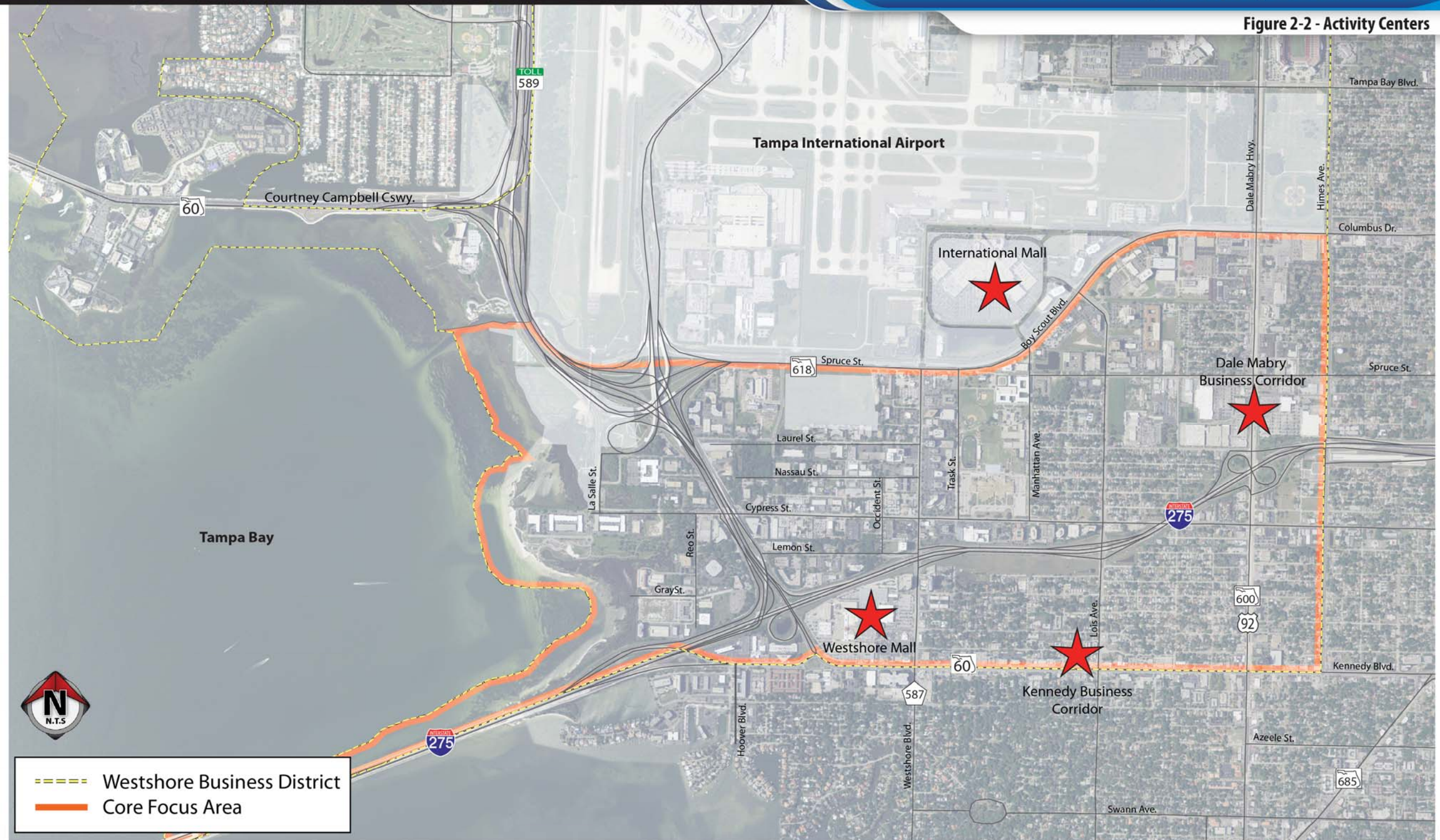
2.2. Site Identification Process

As previously stated, all vacant, underutilized, and parcels with TOD potential, through either redevelopment of mixed use or joint use, within the Westshore area were initially identified as potential sites. This research was conducted through property appraiser records, interviews with real estate experts, geographic information systems (GIS) mapping, and field surveys to capture all sites that could potentially work as a multimodal center. Initially, the study team identified 22 potential sites for a multimodal center, as shown on **Figure 2-3**.



Westshore Multimodal Study and Strategic Transportation Plan

Figure 2-2 - Activity Centers

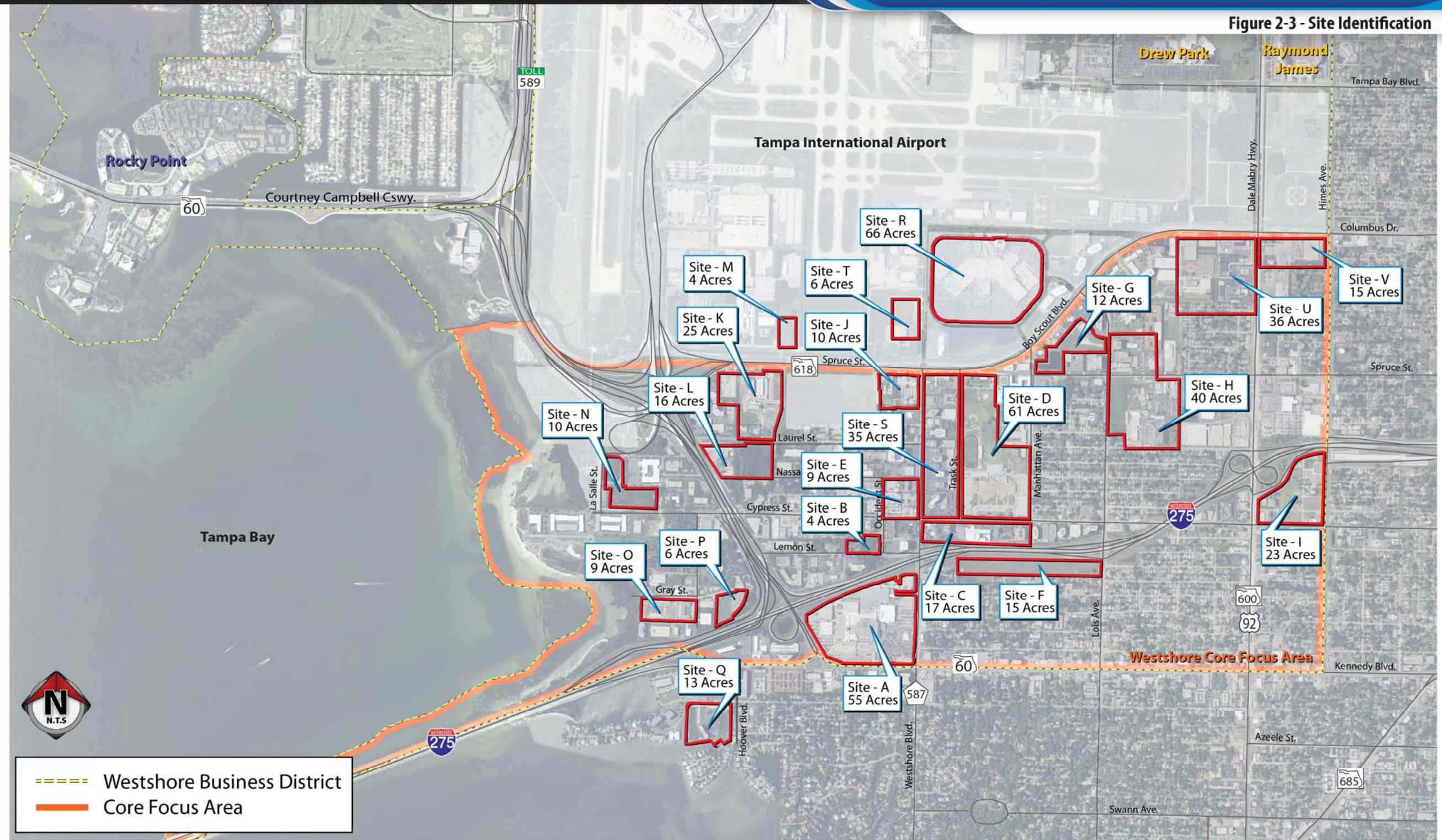


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Westshore Multimodal Study and Strategic Transportation Plan

Figure 2-3 - Site Identification



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2.2.1. Vacant Parcels

Any site devoid of a structure was classified as a vacant parcel. In total, 9 of the original 22 sites were vacant. The vacant parcels identified include Site B (Occident Street and Lemon Street), original Site F (FDOT I-275 right-of-way property), Site G (Lois Avenue and Boy Scout Boulevard), Site H (Lois Avenue and Spruce Street), Site L (O'Brien Street and Laurel Street), Site M (Airport Property), Site N (LaSalle Street and Cypress Street), Site O (Reo Street and Gray Street), and Site P (Hoover Street and Gray Street).

2.2.2. Underutilized Parcels

Underutilized parcels are those that currently have structures on them, but the site is not developed to its fullest potential. Underutilized parcels include Site E (Trask Street and Boy Scout Boulevard), Site I (Dale Mabry Highway and I-275), Site J (Westshore Boulevard and Spruce Street), and Site Q (Ferry Station). All of these parcels are currently occupied by structures. Most of these structures either are empty or older structures that could easily be razed and the parcel redeveloped.

2.2.3. Sites Identified in Previous Studies

As previously mentioned, the *Westshore Multimodal Study and Strategy Transportation Plan* is an extension of a vision that began several years ago with the completion of the *TBIC Feasibility study* in 2004. At the conclusion of this study, six sites were recommended. These included the USF vacant Tampa General Hospital Property, Downtown Tampa former county jail site, Westshore former dairy farm near the airport site, Westshore Jefferson High School parking lot, Gateway site (former Sunshine Speedway), and Downtown St. Petersburg Tropicana Field parking.

As the USF, downtown Tampa, Gateway, and St. Petersburg Sites are not located within the core study area of Westshore, they were not considered potential sites for this study. However, the Westshore former dairy farm and Jefferson High School sites were both considered. The dairy farm site has been redeveloped since the *TBIC Feasibility Study* was completed. It is now the home of Avion Park a mixed use development that complements the Westshore business district. This site was considered as a joint-use venture, but is no longer under consideration.

2.2.4. Potential Redevelopment Sites

Sites that have redevelopment potential are sites with structures; however, the site may not necessarily be considered underutilized at this time. All of these sites have viable businesses located on them. They include Site C (Westshore Boulevard and Cypress Street) and Site S (Trask Street and Cypress Street). Site C is the home of the Doubletree Hotel, the Sheraton Hotel, and Charley's Restaurant. Site S is a bit more complex in that it is the location of a number of buildings including a Marriot Hotel, AAA South, several restaurants, and office buildings, with several different property owners. In order for a site with redevelopment potential to be viable, the building on the site, or some portion of, would likely have to be razed.

2.2.5. Potential Joint Use Parcels

Joint use suitable sites are sites that are currently occupied with a structure(s) that have a viable business operation; however, they are large enough to accommodate their current use as well as the placement of a multimodal center without having to be redeveloped. These sites include Site A (WestShore Plaza), Site D (Jefferson High School), Site K (Avion Park), and Site R (International Plaza & Bay Street). All of these sites are of sufficient size and have sufficient vacant land (undeveloped and surface parking areas) that could be used for a multimodal center that would complement their current land use and be enhanced through TOD.

2.3. Potentially Viable Sites

The initial site identification phase resulted in 22 potentially viable multimodal sites. **Appendix A** contains the fact sheets, with demographic and statistical information graphically displayed for each site. Prior to initiating the evaluation process of the 22 preliminary sites, members of the Advisory Team met to provide a feasibility check as to each site's viability. As a result of this coordination and additional research by the study team, several of the potentially viable sites were eliminated from further study.

2.3.1. Elimination of Non-Viable Sites

A reasonableness check was conducted that allowed local agency review staff as well as the consultants conducting related transportation studies to provide up to date data about specific sites. The reviews resulted in the elimination of 11 of the 22 original sites. The eliminated sites are: B, E, J, K, L, M, N, O, P, R and T. The reasons these specific sites were eliminated as non-viable are described in this section.

2.3.1.1. Sites Considered on Tampa International Airport Property

At the request of the airport staff, all sites on airport property were removed from the study, as currently the airport is in the beginning stages of updating its *Airport Master Plan*. As a part of this update, the airport is re-evaluating traffic circulation and reassessing airport land uses and growth potential as well as access and security. For this reason, airport officials could not commit to any future land use changes. This decision also resulted in the elimination of the planned HART bus transfer center (Site M) on airport property at the intersection of Spruce and O'Brien Streets. In total, three potential sites on the airport property, sites M, R, and T, were eliminated.

2.3.1.2. Municipal Airport Protection (MAP) Zone(s)

During the feasibility review, members of the Advisory Team noted properties where the MAP zoning category limited the types of land uses allowed on the property. MAP zones are designed to promote appropriate types and intensities of land uses on and around the airport. The purpose of limiting land and water uses in this zone is to promote and protect the utility of the airport by encouraging development compatible with aircraft operation. MAP zones increase safety around an airport by limiting populations in these areas. This is done by not allowing permanent residential developments in a MAP zone, residential land uses are incompatible with airport operations. As a result of the MAP zone at the airport, the Advisory Team recommended eliminating all the sites west of Westshore Boulevard and north of I-275. Therefore, eight sites (B, E, J, K, L, N, O, and P), were eliminated. A graphic showing zoning categories within the study area can be found in **Appendix B**.

2.3.2. Viable Sites

Elimination of the 11 non-viable sites left 11 viable sites for further evaluation. These sites are displayed in **Figure 2-4**. The 11 viable sites were further evaluated using quantitative screening process.

2.3.3. Combining of Sites C and F

The median of I-275 between the areas of Trask Street and Lois Street (Site F) was initially identified for an elevated transit platform in the *Tampa Interstate Study* (1997); however, this area of interstate right-of-way (ROW) will not be available until the construction of the 'ultimate' I-275 interstate configuration. Currently, there are no funds for construction of the ultimate configuration. Thus, providing a transit platform through construction of the 'ultimate' I-275 configuration is not expected to occur within the next 20 years. For this reason, Sites F and C have been combined into one site C/F. By combining these two sites, both short-term and long-term solutions for a multimodal site with direct access to I-275 are satisfied. It is anticipated that Site C would accommodate the short-term transportation modes identified in Section 2.3.1

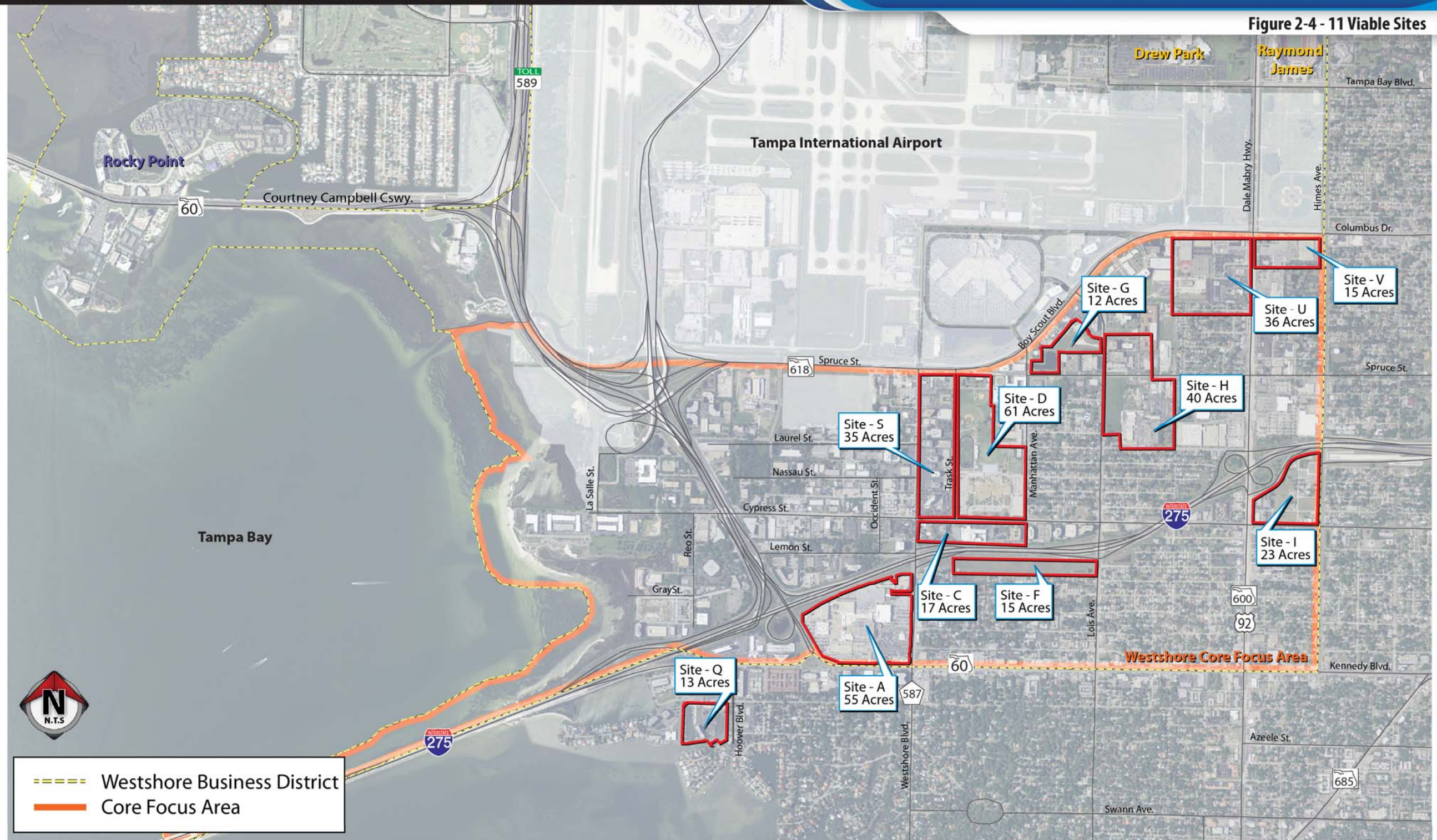
and when Site F becomes available it would accommodate the long-term transportation modes identified in Section 2.3.1. The transit platform associated with Site F would be connected to Site C by a method such as moving walkway. Likewise, Site F can be utilized in conjunction with other sites in this area that would need to connect to the rail platform in the median of I-275.

For future analysis in this study, Site F is combined with Site C. As a result, there are 10 viable sites rather than 11. **Figure 2-5** shows the combined C/F and the 10 viable sites to be carried forward into the evaluation process.



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Figure 2-4 - 11 Viable Sites

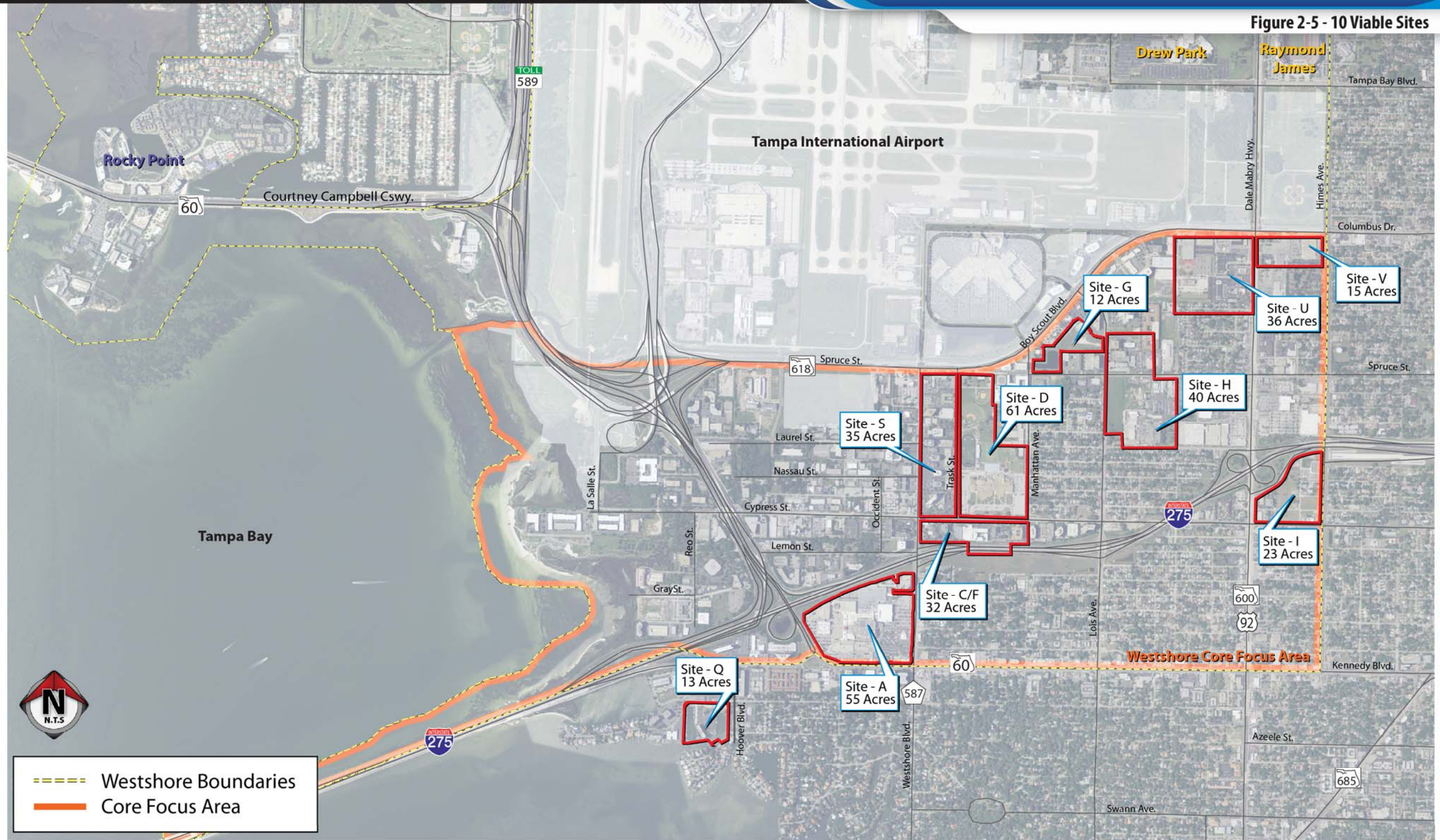


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Figure 2-5 - 10 Viable Sites



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Site Evaluation



Figure 3-2 Cont. Criteria Scores by Site Matrix

GP.2 - CONVENIENCE	A	CF	D	G	H	I	Q	S	U	V
GP.2.01 Existing Transit	●	●	●	●	●	●	●	●	●	●
Walk (Min)	●	●	●	●	●	●	●	●	●	●
Bike (Min)	●	●	●	●	●	●	●	●	●	●
Transit (Min)	●	●	●	●	●	●	●	●	●	●
Average	3.8	3.8	2.8	1.8	2.8	1.8	1.8	1.8	3.8	2.8
GP.2.02 Existing Bicycles and Pedestrian Connections	●	●	●	●	●	●	●	●	●	●
Preference (Min)	●	●	●	●	●	●	●	●	●	●
Bicycle (Min)	●	●	●	●	●	●	●	●	●	●
Walk (Min)	●	●	●	●	●	●	●	●	●	●
Transit (Min)	●	●	●	●	●	●	●	●	●	●
Average	3.7	3.7	2.3	2.3	3.7	3.7	3.7	3.7	3.7	3.7
GP.2.03 Proximity to 1/2-Mile Gateway (Traffic Observations Analysis (TA), Westshore to downtown, Grand Street, Howard (Parkway Bridge/PAGE Street))	●	●	●	●	●	●	●	●	●	●
GP.2.04 Walkability	●	●	●	●	●	●	●	●	●	●
GP.2.05 Access Road Service	●	●	●	●	●	●	●	●	●	●
GP.2.06 HOV2+ Throughway	●	●	●	●	●	●	●	●	●	●
GP.2.07 Transit Modes and Pedestrian Connections	●	●	●	●	●	●	●	●	●	●
Walk (Min)	●	●	●	●	●	●	●	●	●	●
Walk (Max)	●	●	●	●	●	●	●	●	●	●
Walk (Avg)	●	●	●	●	●	●	●	●	●	●
Average	3.8	3.8	2.8	1.8	2.8	2.3	1.8	1.8	3.8	3.3
GP.2.08 Adjacent Street Traffic Level of Service (LOS)	●	●	●	●	●	●	●	●	●	●
2015 TRPVLOS Data	●	●	●	●	●	●	●	●	●	●
Total Score	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7	16.7
GP.3 - COSTS	A	CF	D	G	H	I	Q	S	U	V
GP.3.01 Land Acquisition	●	●	●	●	●	●	●	●	●	●
GP.3.02 Demolition Costs	●	●	●	●	●	●	●	●	●	●
GP.3.03 Site Improvements	●	●	●	●	●	●	●	●	●	●
Total Score	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3

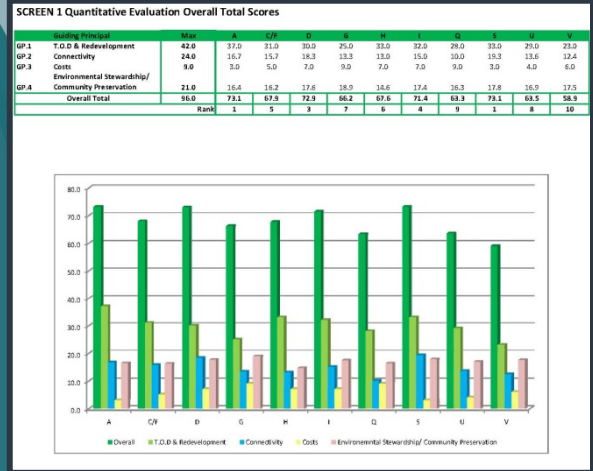


Figure 3-2 Criteria Scores by Site Matrix

GP.2 T.O.D & REDEVELOPMENT POTENTIAL	A	CF	D	G	H	I	Q	S	U	V
GP.2.01 Adjacency to Future High Density Mixed Use Development within a quarter mile	●	●	●	●	●	●	●	●	●	●
GP.2.02 Adjacency to Future High Density Mixed Use Development within a half mile	●	●	●	●	●	●	●	●	●	●
GP.2.03 Suitability for Transit Site	●	●	●	●	●	●	●	●	●	●
GP.2.04 Site located within Westshore core activity area	●	●	●	●	●	●	●	●	●	●
GP.2.05 Stage of Site	●	●	●	●	●	●	●	●	●	●
GP.2.06 Suitability for Future Expansion	●	●	●	●	●	●	●	●	●	●
GP.2.07 Proximity to Transit Station (1/4 Mile)	●	●	●	●	●	●	●	●	●	●
GP.2.08 Proximity to Transit Station (1/2 Mile)	●	●	●	●	●	●	●	●	●	●
GP.2.09 Proximity to Transit Station (3/4 Mile)	●	●	●	●	●	●	●	●	●	●
GP.2.10 Proximity to Transit Station (1/2 Mile) and Adjacency to the Site	●	●	●	●	●	●	●	●	●	●
GP.2.11 Proximity to Transit Station (1/2 Mile) and Adjacency to the Site	●	●	●	●	●	●	●	●	●	●
GP.2.12 Proximity to Transit Station (1/2 Mile) and Adjacency to the Site	●	●	●	●	●	●	●	●	●	●
GP.2.13 Proximity to Transit Station (1/2 Mile) and Adjacency to the Site	●	●	●	●	●	●	●	●	●	●
GP.2.14 Proximity to Transit Station (1/2 Mile) and Adjacency to the Site	●	●	●	●	●	●	●	●	●	●
Total Score	31.0	31.0	28.0	21.0	31.0	31.0	28.0	29.0	31.0	29.0
GP.4 ENVIRONMENTAL STEWARDSHIP/COMMUNITY PRESERVATION	A	CF	D	G	H	I	Q	S	U	V
GP.4.01 100 Year Flood Zone	●	●	●	●	●	●	●	●	●	●
GP.4.02 Wetland Designation	●	●	●	●	●	●	●	●	●	●
GP.4.03 Protected Habitats	●	●	●	●	●	●	●	●	●	●
Florida Ecological Greenways Network	●	●	●	●	●	●	●	●	●	●
Florida Marine Protection Zone	●	●	●	●	●	●	●	●	●	●
Florida Wetland Protection Zone	●	●	●	●	●	●	●	●	●	●
Florida Wetland Protection Zone	●	●	●	●	●	●	●	●	●	●
Florida Wetland Protection Zone	●	●	●	●	●	●	●	●	●	●
Florida Wetland Protection Zone	●	●	●	●	●	●	●	●	●	●
Average	2.4	2.3	2.2	2.2	2.2	2	2.2	2.2	2.2	2.2
GP.4.04 Wetland Features	●	●	●	●	●	●	●	●	●	●
SMPB Historic Structures	●	●	●	●	●	●	●	●	●	●
GP.4.05 Resource Materials	●	●	●	●	●	●	●	●	●	●
EPN RCRA Facilities	●	●	●	●	●	●	●	●	●	●
Real or Old Tanks	●	●	●	●	●	●	●	●	●	●
Petroleum Contamination	●	●	●	●	●	●	●	●	●	●
Average	1.3	2.3	2.7	2.7	1.7	1.7	2.3	1.3	2	2.3
GP.4.06 Social Impacts	●	●	●	●	●	●	●	●	●	●
Minority Employment	●	●	●	●	●	●	●	●	●	●
GP.4.07 Environmental Justice	●	●	●	●	●	●	●	●	●	●
Minority Population > 40%	●	●	●	●	●	●	●	●	●	●
Residents Living Below Poverty Level > 20%	●	●	●	●	●	●	●	●	●	●
Median Age > 65 Years	●	●	●	●	●	●	●	●	●	●
Average	2.7	2.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7
Total Score	16.4	16.2	17.6	18.9	14.6	17.4	16.3	17.8	16.9	17.5

3. Site Evaluation

3.1. Evaluation of Viable Alternatives

Quantitative criteria are those that can be measured numerically. For example, site size and distance to activity centers are two types of quantitative criteria. Quantitative criteria can easily be displayed in graphs and pie charts. Conversely, qualitative criteria are developed based on collaborative professional judgement. Examples are properties determined to be underutilized or those with less TOD potential. They cannot be easily or accurately measured numerically. Thus, the 10 viable sites were first screened quantitatively, and then qualitative data was collected and assessed.

As previously mentioned, the basis for the quantitative measurement criteria are the Guiding Principles consisting of:

1. TOD and Redevelopment Potential
2. Local and Regional Connectivity
3. Cost Effectiveness
4. Safety and Security
5. Environmental Stewardship/Community Preservation
6. Collaboration
7. Constructability/Flexibility
8. Location/Geography

3.2. Quantitative Evaluation–Screen 1

The first step in the quantitative evaluation process was to determine which of the Guiding Principles could be numerically measured. Of the eight Guiding Principles, the following four principles are used in the quantitative evaluation:

- TOD and Redevelopment Potential (Guiding Principle 1)
- Local and Regional Connectivity (Guiding Principle 2)
- Cost Effectiveness (Guiding Principle 3)
- Environmental Stewardship/Community Preservation (Guiding Principle 5)

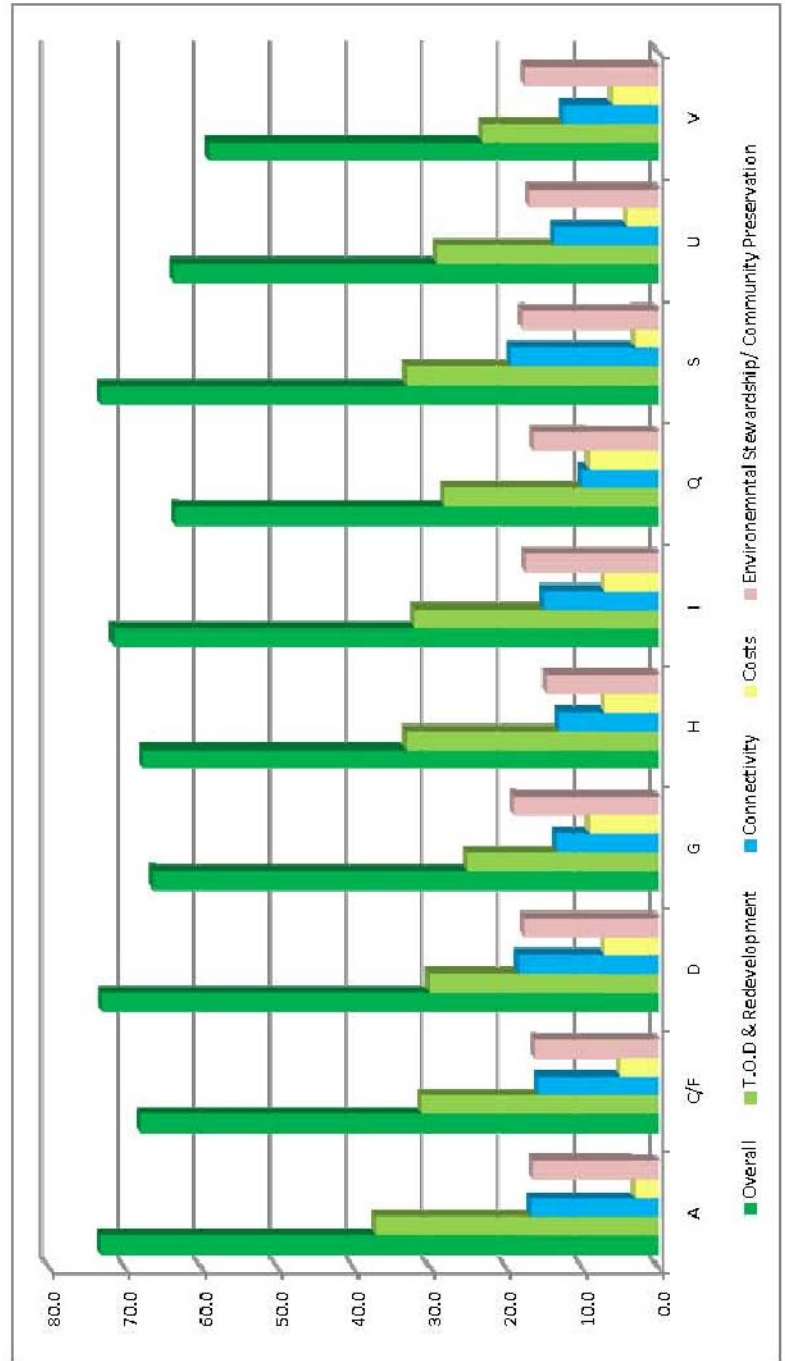
Once the appropriate Guiding Principles were determined for Screen 1, 32 different criteria were developed for the comparison of the sites. It should be noted that the screening criteria and methodology was vetted among the Advisory Team, as well as with the on-going studies representatives.

Refer to **Appendix C** for the screening criteria and scoring methodology associated with the Quantitative Evaluation – Screen 1.

For each of the measurable criteria utilized in the quantitative evaluation, each site was assigned a score between the numbers 1 and 3. The rank of “1” indicates that site is poor in meeting the criteria. A rank of “2” indicates that the site is moderate in meeting the criteria. A rank of “3” indicates that the site ranks favorably for the criteria. There are a number of different criteria for each of the four Guiding Principles utilized in the quantitative screening; however, it should be noted that each of the criteria are considered equal to the other. No weighting of the Guiding Principles occurred as each site is ranked on the same criteria. **Figure 3-1** depicts a summary of the scoring results. Back-up information for the scoring results is provided in **Appendix D**.

Figure 3-1 Quantitative Scoring Results

Overall - Total Scores		Date: June 16, 2011									
Guiding Principal	Max	A	C/F	D	G	H	I	Q	S	U	V
GP.1 T.O.D & Redevelopment	42.0	37.0	31.0	30.0	25.0	33.0	32.0	28.0	33.0	29.0	23.0
GP.2 Connectivity	24.0	16.7	15.7	18.3	13.3	13.0	15.0	10.0	19.3	13.6	12.4
GP.3 Costs	9.0	3.0	5.0	7.0	9.0	7.0	7.0	9.0	3.0	4.0	6.0
GP.4 Environmental Stewardship/ Community Preservation	21.0	16.4	16.2	17.6	18.9	14.6	17.4	16.3	17.8	16.9	17.5
Overall Total	96.0	73.1	67.9	72.9	66.2	67.6	71.4	63.3	73.1	63.5	58.9
Rank		1	5	3	7	6	4	9	1	8	10



Listed on **Table 3-1** are the sites ranked from 1 to 10. Note that two sites had the same scores and were both ranked number one; thus, there is no number two rank.

Table 3-1 Ranking of Viable Sites

Rank	Site
1	A
1	S
3	D
4	I
5	C/F
6	H
7	G
8	U
9	Q
10	V

Figure 3-2 is a graphical depiction of the scoring results. A black filled circle is equal to a score of 1. A circle half black and half white is equal to a score of 2. A white filled circle is equal to a score of 3.

3.3. Quantitative Evaluation-Screen 1: Preliminary Results

The quantitative ranking was taken to the Advisory Team in June 2011 with a recommendation that the top four sites (A, S, D, and I) be carried forward for further study. It was decided to include the sites ranked fifth (C/F) and sixth (H) also. The discussions regarding Site C/F focused on proximity to I-275 and the transit route on Cypress Street shown on the adopted LRTP. For Site H, ranked 6, discussions concentrated on the City of Tampa ownership and the desire to redevelop the site in the future. As a result, sites ranked 1 through 6 as shown on **Figure 3-3** were carried forward.

Figure 3-2 Criteria Scores by Site Matrix

GP.1 T.O.D. & REDEVELOPMENT POTENTIAL										
	A	C/F	D	G	H	I	Q	S	U	V
GP.1.01 Adjacency to future High Density Mixed-Use Development within a quarter mile.	●	●	●	●	●	●	○	●	●	○
GP.1.02 Adjacency to future High Density Mixed-Use Development within a half mile.	●	●	●	○	●	○	○	○	○	○
GP.1.03 Suitability for Joint Use	●	●	○	●	●	●	●	●	●	●
GP.1.04 Sites located within Westshore core activity area	●	●	●	●	○	●	○	●	●	●
GP.1.05 Shape of site	●	●	●	○	●	●	●	●	●	●
GP.1.06 Suitability for future expansion	●	●	●	○	●	●	●	●	●	○
GP.1.07 Fits with Transit Station T.O.D. Policies	●	●	●	●	●	●	●	●	○	○
GP.1.08 Favorable for Vertical Growth relative to Glide Path	●	●	●	●	●	●	●	●	●	●
GP.1.09 Visibility from major roads	●	●	○	●	○	●	○	●	●	○
GP.1.10 Existing Parking On-Site and Adjacent to the Site	●	●	●	○	●	●	●	●	●	○
GP.1.11 Westshore DRI & Site Location	●	●	●	●	●	○	●	●	●	○
GP.1.12 Brownfield Opportunity	○	○	○	○	○	○	○	○	○	○
GP.1.13 Planned Unit Development	●	○	○	○	○	●	○	○	○	○
GP.1.14 Enterprise Zones	○	○	○	○	○	○	○	○	○	○
Total Score	37.0	31.0	30.0	25.0	33.0	32.0	28.0	33.0	29.0	23.0
GP.4 ENVIRONMENTAL STEWARDSHIP/COMMUNITY RESERVATION										
	A	C/F	D	G	H	I	Q	S	U	V
GP.4.01 100 Year Flood Zone	○	●	●	●	●	○	○	●	●	●
GP.4.02 Wetland Designation	●	●	●	●	●	●	●	●	●	●
GP.4.03 Protected Habitats										
Florida Ecological Greenways Network	●	●	●	●	●	●	○	●	●	●
Florida Manatee Protection Zone	●	●	●	●	●	●	○	●	●	●
Piping Plover Consultation Area	○	○	○	○	○	○	○	○	○	○
Scrub-Jay Consultation Area	●	●	●	●	●	○	●	●	●	●
Woodstork Core Foraging Area	○	○	○	○	○	○	○	○	○	○
Average	2.4	2.2	2.2	2.2	2.2	2	2	2.2	2.2	2.2
GP.4.04 Historical Features										
SHPO Historic Structures	●	●	●	●	●	●	●	●	●	●
GP.4.05 Hazardous Materials										
EPA RCRA Facilities	○	●	○	●	○	○	○	○	○	○
Fuel or Oil Tanks	○	○	●	○	○	○	○	○	○	○
Petroleum Contamination	○	●	●	●	○	○	○	○	○	○
Average	1.3	2.3	2.7	2.7	1.7	1.7	2.3	1.3	2	2.3
GP.4.06 Social Impacts										
Noise/Light Sensitivity	●	○	○	●	○	●	○	●	○	○
GP.4.07 Environmental Justice										
Minority Population >40%	○	○	○	○	○	○	○	○	○	○
Residents Living Below Poverty Level >20%	●	●	○	○	○	○	○	○	○	○
Median Age ≥ 64 Years	●	●	○	●	●	○	○	○	○	○
Average	2.7	2.7	1.7	2	1.7	1.7	3	2.3	1.7	2
Total Score	16.4	16.2	17.6	18.9	14.6	17.4	16.3	17.8	16.9	17.5

Figure 3-2 Cont. Criteria Scores by Site Matrix

GP.2 CONNECTIVITY										
	A	C/F	D	G	H	I	Q	S	U	V
GP.2.02 Existing Transit										
Local Bus	●	●	●	○	●	●	○	●	●	●
Express Bus (Both HART & PSTA)	●	●	○	○	○	○	○	○	○	○
Average	3.0	3.0	2.0	1.0	2.0	3.0	1.0	3.0	2.0	2.0
GP.2.02 Existing Bicycle and Pedestrian Connectivity										
Pedestrian (Only)	●	●	●	●	●	○	○	○	○	○
Bicycle (Only)	○	○	○	○	○	○	○	○	○	○
Trails	○	○	○	○	○	○	○	○	○	○
Average	1.7	1.7	2.3	2.3	1.7	1.7	1.0	2.3	2.3	1.7
GP.2.03 Proximity to I-275/Fixed-Guideway (Pinellas Alternatives Analysis (AA), Westshore to Inverness Transit Study, Howard Frankland Bridge PD&E Study)	●	○	○	○	○	○	○	○	○	○
GP.2.04 Water/Ferry										
Ferry	○	○	○	○	○	○	○	○	○	○
GP.2.05 Metro Rapid Transit										
2035 TBRPM V/C Ratios	○	○	○	○	○	○	○	○	○	○
Total Score	16.7	15.7	18.3	13.3	13.0	15.0	10.0	19.3	13.6	12.4
GP.3 COSTS										
	A	C/F	D	G	H	I	Q	S	U	V
GP.3.01 Land Acquisition	○	○	○	○	○	○	○	○	○	○
GP.3.02 Demolition Costs	○	○	○	○	○	○	○	○	○	○
GP.3.03 Site Improvements	○	○	○	○	○	○	○	○	○	○
Total Score	3.0	5.0	7.0	9.0	7.0	7.0	9.0	3.0	4.0	6.0



Westshore Multimodal Study and Strategic Transportation Plan

Figure 3-3 - 6 Viable Sites



August 2011

Follow up meetings with the Advisory Team, community neighborhood associations, transit agencies, property owners, and funding sources resulted in the elimination of sites H and I. Thus four viable sites remained. Refer to **Figure 3-4** for a graphic depicted the top four viable sites.

The following discussion elaborates on the reasons for elimination of these sites.

3.3.1.1. Elimination of Site H

The elimination of Site H was based primarily on two Guiding Principles:

- Environmental Stewardship/Community Preservation
- Potential for TOD and Redevelopment Potential

Site H, owned by the City of Tampa, is a vehicle maintenance yard and is being considered for redevelopment. The site is primarily located within the interior of two mixed income residential neighborhoods, Lincoln Gardens and Carver City. The neighborhood residents have expressed opposition to high density residential and non-residential uses as they have concerns about the preservation of single-family housing and the potential for increased traffic travelling on the existing residential streets. The neighborhoods are now bounded by new mid-rise, multi-family housing, high rise office, and regional scale retail land uses.

In addition, both transit providers, HART and PSTA, expressed concerns that the site has no direct frontage on or direct connection to any of the major proposed transit system routes on Spruce Street, Boy Scout Boulevard, Cypress Street, or I-275.

3.3.1.2. Elimination of Site I

The elimination of Site I was based primarily on two Guiding Principles:

- Environmental Stewardship/Community Preservation
- Connectivity

Two Guiding Principles combine to eliminate Site I. Both neighborhood preservation and TOD development opportunities of Site I are limited by the I-275/Dale Mabry Highway interchange boundaries on the north and east, and the existing low density residential property surrounding the site. Commercial land use is limited to property fronting on Dale Mabry Highway and Cypress Street With residential properties located behind the commercial uses. The neighborhoods are primarily single-family and are a mixture of income groups, racial diversity and in some cases contain properties that have historic value. In addition, the site is at the edge of the Westshore core area and single-family neighborhoods separate the site from the employment core.

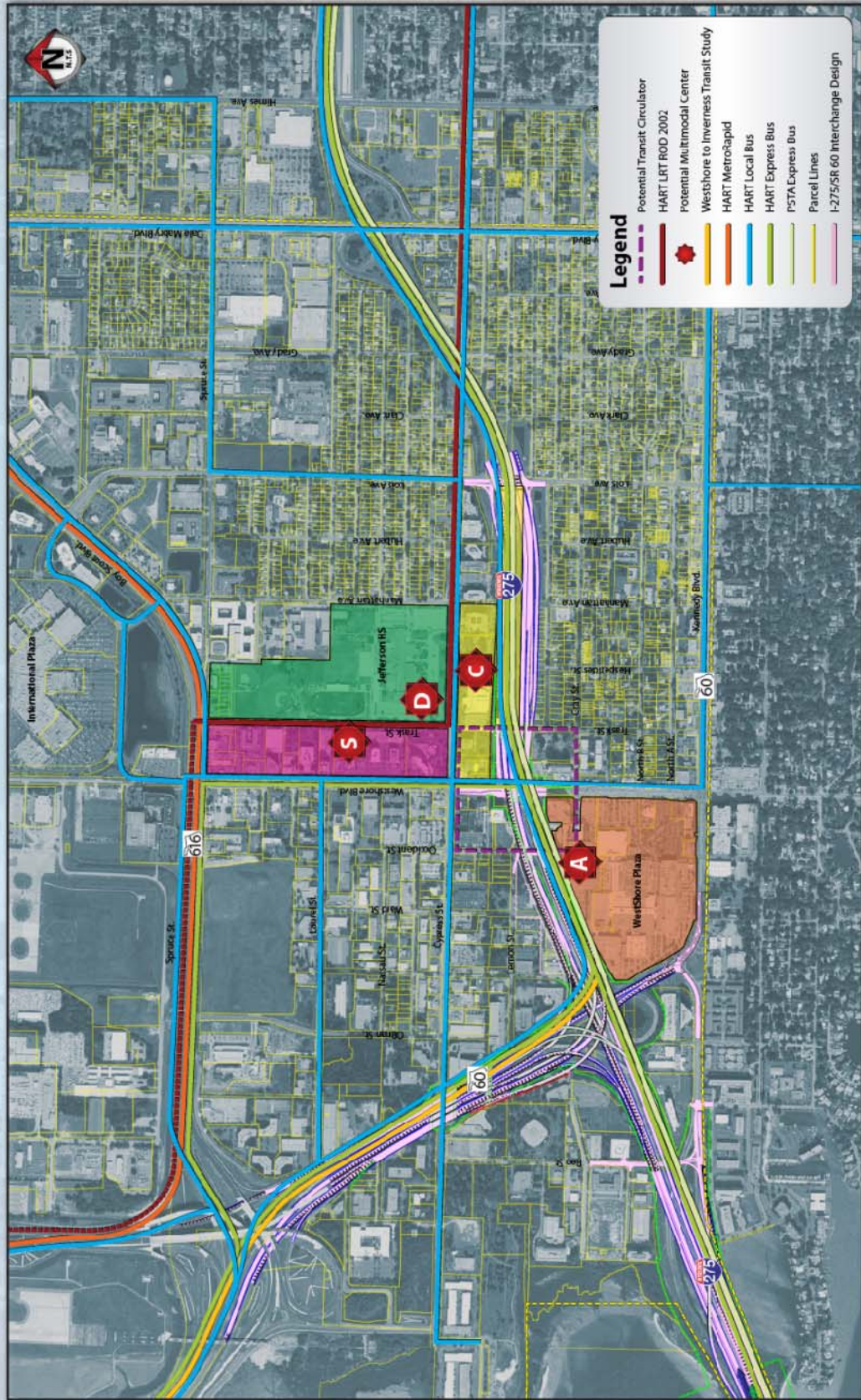
3.4. Quantitative Evaluation-Screen 1: Final Results

Upon vetting the results of the quantitative evaluation through the Advisory Team, ongoing studies teams, and the local transit agencies, the study team decided to carry four sites forward for further evaluation. The sites are:

- Site A – Westshore Plaza, Redevelopment of North Parking Garage
- Site C – Redevelopment of Charley’s Steakhouse Property (owned by Hilton DoubleTree)
- Site D – Southside of Jefferson High School
- Site S – Redevelopment of Parking Garages along Trask Street at Cypress Street

Westshore Multimodal Study
and Strategic Transportation Plan

Figure 3-4 - Final Viable Sites



3.5. Qualitative Evaluation-Screen 2

A qualitative evaluation was completed for the four remaining viable sites to further differentiate between the sites. The qualitative evaluation consisted of compiling information from interviews with the transit operators, meetings with the property owners, engagement with the local communities, and review of potential funding sources and FTA requirements. The purpose of this evaluation was to further identify opportunities and constraints associated with each site. The meetings with the transit operators, property owners, and communities are described further in Section 5, while a discussion of the potential funding sources is provided here. This evaluation confirmed the validity of each of the four sites as feasible multimodal center locations. The evaluation did not offer significant differentiation between the sites; therefore, the study team opted not to rank the sites based on qualitative data.

3.5.1. Coordination with Transit Agencies

HART currently operates a transfer center on the WestShore Plaza property adjacent to the Sears Auto Center and the northern garage. Access to this transfer facility via Gray Street is a major challenge for HART and they have considered relocating this facility elsewhere within the Westshore Business District. HART was planning to build a new transfer and bus operations center at the corner of O'Brien and Spruce Street on the airport property; however, the airport is in the midst of updating its master plan and decided not to commit the property to the HART project until further study has taken place.

During this study, HART provided some design assumptions that outline the short-term and long-term needs for a transfer facility in Westshore. These assumptions are shown in **Table 3-2**.

Table 3-2: Design Assumptions

Short-term Needs	
Routes	# of Parking Bays
10 (2 spots), 15, 30 (2 spots), 45, 61LX, 200X, So. Tampa Flex, PSTA Route	10 bus bays
Service Protection Bus	1 bus parking space
Supervisor Parking	1 car parking space
Maintenance Truck	1 car parking space
Customer Service Reps (if CS Center is located in facility)	2 car parking spaces
Route Maintenance Vehicle	1 car parking space
Total	11 bus bays 5 parking spaces
Long-Term Needs	
Routes (+ years in RTIP)	# of Parking Bays
Brandon Express +1	1 bus bay
EW Metro Rapid +2 (this one assumes that EW passes through to the airport)	2 bus bays
Airport Industrial Area Flex +3	1 bus bay
NW Hillsborough Express +5	1 bus bay
New Tampa Express +5	1 bus bay
USF Express +5	1 bus bay
Westshore Circulator +8	2 bus bays
Support Personnel	Add 3 car parking spaces
Long-Term Total	9 bus bays 3 parking spaces

Note: The + after the program in Long-Term Needs is the number of years from FY 2011 that these were programmed for in the HART Rapid Transit Investment Plan (RTIP) following a successful referenda.

The following are critical requirements for location and design of a transfer center site

- Site must be convenient to the existing and future bus service in order to minimize bus operating costs as well as minimize passenger inconvenience
- Access and egress from the site needs to permit the efficient, safe operation of buses

The site at Westshore Plaza can only be acceptable if there is an exclusive bus lane in and out of the center and connecting to Westshore Boulevard via transit controlled signal

3.5.2. Potential Funding Sources

The Advisory Team identified numerous potential funding sources to see if any site were associated with more funding opportunity than another. The Advisory Team assumes that multiple funding sources will be needed to realize the short-term and long-term vision for a multimodal center. However, it is important to note that federal funding levels are uncertain, particularly transit funding. In fact, several transit agencies, including HART, are using capital funds to support operating related expenses because of the significant and valorem funding declines in the past four years. Some of the potential funding sources are listed and described as follows:

Community Redevelopment Area (CRA). Tax Incremental Financing (TIF) can be used within specified boundaries of the Community Redevelopment Area (CRA) for future redevelopment. Currently, the only CRA in the Westshore area is the Drew Park CRA, which is outside of the core focus area of this study.

City of Tampa Community Investment Tax (CIT). Seek a portion of the \$12 million that will be allocated within next 5 years.

Public Private Partnership (P3). In conjunction with an existing or future hotel owner, develop a hotel with direct access to the multimodal center and/or multipurpose facility. There are three existing hotels within sites C and S.

State Funding. Seek funds through the Transportation Regional Incentive Program (TRIP), SIS, discretionary, or other funding sources. Projects eligible for TRIP funding include:

- Support facilities that serve national, statewide or regional functions and function as an integrated transportation system
- Be identified in appropriate local government capital improvements program(s) or long-term concurrency management system(s) that are in compliance with state comprehensive plan requirements,
- Be included in the MPO LRTP, the STIP, TIP and consistent with the local government comprehensive plan,
- Be consistent with the Strategic Intermodal System (SIS),
- Be in compliance with local corridor management policies.
- Have commitment of local, regional, or private matching funds.

Federal Highway Administration (FHWA) funds. The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) provided flexibility for states and local areas to determine the most appropriate use of federal transportation funds to support transit or highway projects based on local planning priorities. This flexibility (transfer) provision was continued in the successor legislation, the Transportation Equity Act for the 21st Century of 1998 (TEA-21) and continues under the current authorization, SAFETEA-LU.

The flexible funds under the transportation legislation include those from FHWA Surface Transportation Program (STP), Congestion Mitigation and Air Quality Improvement program (CMAQ), National Highway

System (NHS), Transportation Community and System Preservation Pilot (TCSP). Discussions at a federal level indicate that some of these funding sources may be reduced or discontinued. Currently, the Tampa Bay area is considered an attainment area for the air quality contaminant ozone; however, the U.S. Environmental Protection Agency (EPA) is also considering amending their current standards, which could result in the region falling into non-attainment status for ozone. Thus, the region may become eligible to receive CMAQ funding once again.

FTA funds. FTA funds include Planning funds for metropolitan areas (Section 5303) and Urban Formula (Section 5307) grants. Section 5303 funds support planning activities only, not capital projects. Section 5309 funds can be used for capital projects such as replacement or expansion of buses or bus facilities and multimodal centers (St. Petersburg received \$485,888 for their downtown transit center.). Eligible recipients under the bus program are states and local governments, as well as sub-recipients, such as public agencies, private companies engaged in public transportation and private non-profit organizations. Eligible capital projects include the purchasing of buses for fleet and service expansion, bus maintenance and administrative facilities, transfer facilities, bus malls, transportation centers, intermodal terminals, park-and-ride stations, acquisition of replacement vehicles, bus rebuilds, bus preventive maintenance, passenger amenities such as passenger shelters and bus stop signs, accessory and miscellaneous equipment such as mobile radio units, supervisory vehicles, fare boxes, computers, and shop and garage equipment. Federal transit funding is restricted to certain project elements with specific requirements related to incorporating joint development or transit oriented development in a federally funded project. These elements must be clearly described in any subsequent funding plan. Operating costs of a multimodal facility, such as maintenance, security, customer service, real time passenger information, etc., will be a critical component of the funding plan, as these are often not reimbursed by federal funding sources.

HUD Community Challenge/TIGER II Grant Program. Other FTA funds such as Section 5303 program are typically used for planning these types of grants. This grant program (and proposed new programs) focus on implementation of community sustainability (including TOD and transit) and economic growth. This is the source of the \$1,181,250 recently awarded to Tampa for the Primary Transit Corridor Master Plan (Nebraska and Hillsborough Avenues). This program awards funds each fiscal year. The existing and new sustainability programs also focus on innovative stormwater programs that support TOD and manage runoff such as one in Minnesota (HUD No. 2010-10-14).

There could be additional funding through the federal and state environmental programs that support sustainable, environmentally sensitive design and energy savings.

3.6. Site Evaluation: Final Results

The site evaluation process resulted in four viable sites to be carried forward into the site development phase. Each of these sites meets the spirit of the Guiding Principles and offer short-term and long-term opportunities for development. The sites are:

- Site A – Redevelopment of WestShore Plaza North Parking Garage
- Site C – Redevelopment of Charley’s Steakhouse Property (owned by Hilton DoubleTree)
- Site D – Redevelopment of Jefferson High School parking lots on west and south side
- Site S – Redevelopment of Parking Garages along Trask Street at Cypress Street

Each of these sites would connect to a rail platform in the median of I-275 (formerly Site F) to accommodate the long-term vision, except for Site A.

Site Development



4. Site Development

The site development phase involved the development of a preliminary architecture program and conceptual designs for each of the four sites. At the beginning of this study, a preliminary architectural program was developed in coordination with the Advisory Team, local governments, and transit agencies. This program was refined as new information was revealed throughout the study. Once the study team identified the most viable sites for a multimodal center, the architectural team then applied the preliminary architectural program to each site and developed conceptual layouts and renderings for each of the top four sites.

4.1. Preliminary Architectural Program

The program consists of some general assumptions regarding access and circulation, site amenities, and station elements. This program is just a starting point for development and will require additional coordination with the local transit agencies and governments to best meet the needs of the transit operators and uses. One of the most important aspects of the program is convenient access for transit to the facility, including separate lanes and signal prioritization, when possible. The general assumptions are that each site would include the following features:

Access / Circulation:

- Primary Site Access Points (Vehicular/Pedestrian)
- Elevated Guideways and Vertical Circulation Elements
- Bus bays / Queuing Areas
- Emergency Vehicle Paths
- Taxi / Limo Stands / Greyhound Type Accommodation
- Passenger Pick Up/Drop-Off Areas
- Staff, Security, and Public Parking Aisles and Access
- Maintenance Access
- Bicycle Paths
- Pedestrian Paths, Crosswalks, and Adjacent Connections
- Vehicular and Pedestrian Way-finding and Signalization

Site Amenities:

- LRT / Commuter Rail / BRT / Express Bus / Local Bus Platforms, Infrastructure, Support Facilities and Components
- LRT / Commuter Rail / BRT / Express Bus / Local Bus Vehicle Circulation
- Local Circulator/Shuttle Service
- Local Passenger Drop-Off / Pick Up
- Taxi / Limo / Vanpool Queuing
- Maintenance Access
- Delivery Access (Transit Authorities and Retail/Vending)
- Waste Management Access
- Parking – Staff, Vanpool, Wheelchair Accessible, General Public (Free or Metered or Ticketing / Card System)
- Landscape / Hardscape / Green Space / Public Art
- Sustainable Features (Bio-Swales, Native Plants, Shade Trees, Permeable Surfaces, Light Surfaces, Strategic Lighting)
- Pedestrian Walkways, Designated Crossing Paths

- Bicycle Racks, Lockers, Site Access Points and Bikeways
- Trash Dumpsters and Cans
- Site Information Kiosks / Emergency Call Boxes
- Way-Finding / Information Signage
- General Site Lighting / Security Cameras
- Elevated Fixed Guideway Structures / Vertical Circulation Elements

Station Amenities:

- Vehicle System Platforms, Clearance Envelope, Infrastructure and Support Spaces
- Mechanical/Electrical/Plumbing/Fire Protection Support Spaces
- Security Support Spaces
- Operations and Maintenance Support Spaces
- Transit Authority Administrative, Driver and Staff Spaces
- Customer Service / Ticketing
- Restrooms (Public and Staff) / Drinking Fountains
- Information Kiosks / Way-finding Signage / Advertising Panels
- Concessions / Vending Machines
- ATM Machines / Public Telephones
- Vertical Circulation Elements
- Storage Spaces
- Food Services/Restaurant
- Retail Spaces

4.2. Preliminary Concepts

Preliminary concept layouts and renderings for the top four sites were completed and can be found in **Appendix D**. These concepts represent just one idea of how the sites could be developed for a functional multimodal center that accommodates a short-term and long-term scenario. All of the sites have some existing businesses located on or nearby and thus are somewhat constrained. Therefore, the concepts were developed in a manner that would minimize demolition of existing businesses. All of the concepts depict stations that extend vertically, while observing the height restrictions of the airport. All of the concepts assume the following:

- Station size would be a minimum of 10,000 square feet
- Station would be at least two stories tall
- Accommodate 12-14 bus bays
- Provide a minimum of 750 parking spaces
- Have a convenient passenger pick up/drop off area
- Provide strong bicycle and pedestrian connections
- Have direct access to a rail platform (Long term)
- Encourage TOD (Long term)

4.2.1. Site A – Redevelopment of WestShore Plaza North Parking Garage

The concept for Site A depicts the use of the northeast corner of the WestShore Plaza shopping mall in the area where an existing transfer center and parking garage are currently situated. Thus, the parking garage would need to be replaced. The short-term station would be located adjacent to I-275 in the area of the

existing transfer center. The long-term vision would not allow utilizing the median envelope of I-275 as the site is located too far to the west of the interstate median flare out shown in the Tampa Interstate Study. Instead, a platform would have to be constructed on the south side of I-275. This site would have approximately 12 bus bays and would have a means to separate transit traffic from mall traffic. Improvements would be needed at the intersection of Gray Street and Westshore Boulevard.

General site characteristics include:

- Footprint: Approximately 7 acres (irregular polygon)
- Station: 10,000 square feet adjacent to I-275 facing Westshore Plaza
- Additional Structures: Two garages with at least four levels each
- Bus Operations on ground level
- Bus bays: 12
- Parking: 2,000 spaces
- Passenger Pick Up/Drop Off Area: Ground level (west)
- Rail Platform: South side of I-275
- Platform to Station: 50 feet

Advantages:

- Would redefine WestShore Plaza
- Could become “gateway” for interstate travelers
- Strong diagram and vertical appeal
- Still offers access to AMC Theaters at upper level
- Maintains through access for mall deliveries
- Offers pedestrian mall between station and mall
- Green space/open space

Disadvantages:

- Uncertainty of rail platform at this location or whether rail could be accommodated at this site
- Would require replacement of the existing north parking structure
- Complex, multi-level access and circulation
- Would require intersection improvements to Gray Street and other points on the WestShore Plaza property
- Would require intense coordination with the mall and good signage to minimize disruption to mall operations
- Limited TOD potential (vertical and horizontal limitations)
- Most expensive and complex alternative

4.2.2. Site C – Redevelopment of Charley’s Steakhouse Property (owned by Hilton DoubleTree)

The concept for Site C would utilize only a portion of Site C where Charley’s Restaurant currently resides. The short-term vision of this site would construct a station fronting Cypress Street with twelve bus bays and parking abutting I-275. The long-term vision would utilize the median envelope of I-275 for a transit platform. A pedestrian walkway would extend out from the transit platform over I-275 to the portion of Site C where the station would be placed.

General site characteristics include:

- Footprint: Approximately 3 acres (square shape)
- Station: 10,000 square feet facing Cypress Street

- Additional Structures: Five-level garage with bus operations on ground level
- Bus bays: 12
- Parking: 750 spaces
- Passenger Pick Up/Drop Off Area: Second level
- Rail Platform: I-275 median
- Platform to Station: 350 feet

Advantages:

- Proximity of station to rail platform
- Cost effective short-term solution
- Proximity to existing hotels

Disadvantages:

- Poor queuing and circulation because of site size
- Poor line of sight from local streets
- Lack of open/green space
- Long-term must go vertical or off-site
- Private ownership
- Demolition of existing Charley's Restaurant (could be incorporated into vertical structure somehow)

4.2.3. Site D – Redevelopment of Jefferson High School Parking Lots on West and South Side

Site D would be a joint use venture with the Hillsborough County School District and Jefferson High School. The short-term vision would utilize the front parking area of Jefferson High School for the placement of seven bus bays and a station. To replace parking being taken from the school a parking garage would be built on the west side of the school where currently a surface parking lot exists. The front of the school would be relocated to the east side of the building facing the adjoining neighborhood. Landscaping and other welcoming features would be placed giving the school a new fresh and inviting entrance. The long-term vision would utilize the median envelope of I-275 for a transit platform. A pedestrian walkway would be placed from the platform to the station either over or adjacent to the DoubleTree Hotel.

General site characteristics include:

- Footprint: 10 Acres (L-shape)
- Station: 10,000 square feet facing Cypress Street
- Additional Structures: Four-level garage with passenger pick up/drop off area on ground level
- Bus bays: 14
- Parking: 1,000 spaces
- Rail Platform: I-275 Median
- Platform to Station: 700 feet

Advantages:

- Good line of sight for motorists
- Cost effective short-term solution
- Good circulation
- Highly visible location
- Proximity to existing hotels
- Vertical and some horizontal flexibility

- Potential reconstruction of main high school building and aesthetic upgrades
- Potential reorientation of high school entrance to face community
- Public ownership (Hillsborough County School District)

Disadvantages:

- Proximity of station to rail platform
- Linear shape makes end-to-end connection lengthy
- Must maintain safety and security (maybe even physical separation) of students and transit users
- Replace parking and circulation for school
- Cost of new entrance for school
- Community opposition

4.2.4. Site S – Redevelopment of Parking Garages along Trask Street at Cypress Street

Site S would utilize the parking garages that abut Trask Street behind the Austin Property buildings. In the short-term vision, a station would be constructed adjacent to Trask Street with an open space located at the corner of Trask Street and Cypress Street. The parking garages would be replaced with a new parking structure that would also house 14 bus bays. The long-term vision would also utilize the median envelope of I-275 for a transit platform. A pedestrian walkway would be placed from the platform to the station adjacent to the west side of Trask Street.

General site characteristics include:

- Footprint: 6 acres (linear shape)
- Station: 10,000 square feet facing Trask Street
- Additional Structures: Six-level garage
- Bus bays: 14
- Bus operations on ground level
- Passenger pick up/drop off area along Trask Street
- Parking: 2,000 spaces
- Rail Platform: I-275 median
- Platform to Station: 800 feet

Advantages:

- Good line of sight for motorists
- Highly visible location
- Redefines Trask Street making it a primary transit corridor
- Proximity to existing hotels
- Continues aesthetics of Marriott with green space along Cypress Street
- Simple circulation and layout.

Disadvantages:

- Proximity of station to rail platform
- Linear shape makes end-to-end connection lengthy
- Replace parking and circulation for businesses

Coordination and Public Outreach



5. Coordination and Public Outreach

To ensure the success of the *Westshore Multimodal Center Study and Strategic Transportation Plan*, coordination with numerous local agencies took place throughout the study process. In addition, community meetings were held with all the neighborhood homeowner association groups adjacent to the study area. The study team was committed to engaging all vested and interested parties to provide information regarding the study as it progressed, ensuring public awareness, and to gather invaluable feedback. The Sponsor Team and Advisory Team members had direct access to the local governing bodies and were ultimately responsible for providing updates as necessary.

5.1. Sponsor Team Coordination

The Sponsor Team consisted of individuals associated with the entities funding the study. The team of individuals included:

- Beth Alden Hillsborough County MPO
- Randy Kranjec Hillsborough County MPO
- Ray Chiaramonte Hillsborough County MPO
- Calvin Thorton City of Tampa
- Waddah Farah FDOT
- Elba Lopez FDOT
- Lindsey Mineer FDOT
- Ming Gao FDOT
- Bob Clifford TBARTA

A total of eight Sponsor Team meetings were held. Representatives from the City of Tampa, HART, and the Tampa International Airport were also asked to attend the Sponsor Team meetings due to their integral role in the location of the center as it directly affected their operations. The role of the Sponsor Team was to provide guidance, input, and feedback to the study process. These meetings established the study's Guiding Principles (Section 1.3) and were instrumental in steering the development of the study to locate the optimum Westshore Multimodal Center site providing connectivity to all existing and future transit modes in the Tampa Bay region, specifically the Westshore area. Each of the Sponsor Team members took a vested interest in the project and made every effort to provide honest and insightful comments concerning the study direction, process and status. At the initial meeting, each member of the Sponsor Team was provided a notebook for their use. At each subsequent meeting, a meeting summary from the previous meeting as well as hand-outs for the present meeting were given to the team member for inclusion in their notebook. The location of each meeting rotated among the various agencies. A list of all Sponsor Team meetings and agenda items and hand-outs can be found in the project files. **Table 5-1** outlines all of the Sponsor Team meetings.

Table 5-1: Sponsor Team Meetings, Agenda Items and Hand-outs

Meeting	Date	Location	Meeting Agenda Items	Handouts
1	April 7, 2011	HCMPO	Team Approach, Study Schedule, Coordination Team, Assumptions, Progress Report	Study Area Map, Schedule, Coordination Chart, Goals, Typology, TOD Chart, Data Collection List, TBIC Screening Analysis Example
2	April 21, 2011	HCMPO	Tampa Interstate Presentation, Preliminary Architecture Program, Preliminary Site Identification, Site Evaluation and Screening, Advisory Team Meeting 1, Progress Report	Guiding Principles, Preliminary Architecture Components, Preliminary Sites Map, Advisory Team List and Draft Agenda, Study Activities Update, Sponsor Team Meeting 1 Summary
3	May 10, 2011	FDOT D7	Advisory Team Meeting 1 Debrief, Site Identification, Site Evaluation and Screening, Progress Report, Next Steps	Revised Preliminary Sites Map, Screening Matrices, Study Activities Update, Sponsor Team Meeting 2 Summary
4	May 25, 2011	Tampa Sports Authority	Site Identification, Screen 1 Quantitative Analysis, Screen 2 Feasibility Analysis on Top Sites, Progress Report, Next Steps	Revised Preliminary Sites Map, Screening Matrices, Study Activities Update, Advisory Team Meeting 1 Summary, Sponsor Team Meeting 3 Summary
5	June 10, 2011	HCMPO	Quantitative Screening Analysis, Qualitative Screening Analysis, Progress Report, Next Steps	Screening Methodology, Scoring Matrices, Preliminary Sites Map, Study Activities Update, Sponsor Team Meeting 4 Summary
6	August 17, 2011	Atkins	Qualitative Screening Analysis, Public Outreach/Community Meetings, Implementation-First Steps, Next Steps	Master list of Meetings & What We Heard, Brochure, Questionnaire
7	September 22, 2011	Atkins	Special Presentation on Pinellas Alternatives Analysis, Project Update, Assumptions, Public Outreach (What We Heard), Site Concepts (Pros/Cons), Next Steps, Other Considerations	Draft Concepts
8	October 25, 2011	Atkins	Project Status Update, Preliminary Architecture Assumptions, Site Advantages and Disadvantages, Draft Concepts, Next Steps	Updated Draft Concepts

5.2. Advisory Team Coordination

In addition to the Sponsor Team members, the Advisory Team also consisted of individuals representing the local agencies and the ongoing studies teams with a vested interest in the study. The Advisory Team individuals included:

- Karla Price City of Tampa
- Jean Dorzback City of Tampa
- Ben Money City of Tampa
- Chris Weber Westshore Alliance
- Ron Rotella Westshore Alliance
- Darcy Foster Hillsborough County Aviation Authority
- Mary Shavalier HART (added 09/2011)
- Shannon Estep Florida's Turnpike
- Katharine Eagan HART
- Ronnie Blackshear Hillsborough County
- Jeff Siddle Hillsborough County Aviation Authority
- Tony Garcia JLUWG/Planning Commission
- Sarah Ward Pinellas County MPO
- Heather Sobush Pinellas County
- John Villeneuve PSTA
- Scott Pringle Jacobs (Pinellas AA Study Team)
- Jeff Novotny American (Howard Frankland Bridge PD&E Study Team)
- George Walton PB (HART AA Study Team)
- David Rivera Stantec (Westshore to Citrus Transit Study Team)
- Michael English Tindale Oliver (Citywide Bike and Pedestrian Study)
- Demian Miller Tindale Oliver (Citywide Bike and Pedestrian Study)
- Randy Coen Coen Associates (Westshore DRI)
- Joe Garrity Atkins (I-275 at SR 60 Interchange Design)
- Stephan Heimburg The Heimburg Group (FDOT IPM)

The Advisory Team members were key individuals from not only the agencies that would be the primary users of the Westshore Multimodal Center, but also individuals representing engineers, planners, and designers of other studies on-going in the Westshore area that would be directly affected by the Multimodal Center site. Two meetings were held. Through these meetings, updates were able to be given and valuable feedback gathered. This is especially true of the second Advisory Team meeting where the participants were given a Site Ranking Exercise which asked that they rank the top ranking six sites as well as list any pros or cons based on their knowledge of the area and their understanding of the Guiding Principles of the study. A list of the Advisory Team meetings and agenda items and hand-outs can be found in **Table 5-2**.

Table 5-2: Advisory Team Meetings, Agenda Items and Hand-outs

Meeting	Date	Location	Agenda Items	Hand-outs
1	April 28, 2011	Atkins	Overview, On-going Studies Status Reports, Intermodal Visioning-TOD in Westshore, Preliminary Architecture Program, Preliminary Site Identification, Next Steps	Study Location Map, Guiding Principles, Sponsor Team and Advisory Team Lists, Westshore, On-Going Studies Schedule Coordination Chart, Station Typologies, Potential Sites Location Map, Individual Potential Site Fact Sheets
2	June 22, 2011	Atkins	Intermodal Visioning-TOD in Westshore, Ongoing Studies Status Reports, Study Update, Ranking Exercise, Quantitative Screening Process and Results, Next Steps	Top Six Sites Location Map, Ranking Exercise, Site Fact Sheets, Screening Methodology and Scoring Tables, Advisory Team Meeting 1 Summary

5.3. Local Transit Agency Meetings

Beyond their role on the Advisory Team, several meetings were held specifically for HART, PSTA, and TBARTA to ensure all were kept up to date on the study and its preliminary findings. Refer to **Table 5-3** for Local Agency Meetings.

Table 5-3: Local Transit Agency Meetings

Meeting	Date	Agency	Location	Meeting Agenda Items	Handouts
1	June 28,2011	PSTA	PSTA	Project Overview, Approach, Key Elements, Phase I Site Identification and Phase II Site Screening and Evaluation, Phase III Site Development, Next Steps	Top Four Sites Map, Site Fact Sheet for Remaining Viable Sites
2	June 28,2011	HART	HART	Project Overview, Approach, Key Elements, Phase I Site Identification and Phase II Site Screening and Evaluation, Phase III Site Development, Next Steps	Top Four Sites Map, Site Fact Sheet for Remaining Viable Sites
3	September 21, 2011	TBARTA	TBARTA	Presentation to CAC	Brochure

5.4. Other On-Going Studies Meetings

Section 2.1.1 outlined the other on-going studies taking place in the Westshore area and the significance of coordination and collaboration of the study groups as they all have a common goal of providing transit connectivity in the Westshore area. **Table 5-4** outlines the meetings held for the other on-going studies in the Westshore area.

Table 5-4: On-Going Studies Meetings

Meeting	Date	Study	Meeting Location	Meeting Agenda Items	Handouts
1	March 31, 2011	All	Atkins	Project Overview, Approach, Key Elements, Phase I Site Identification, Phase II Site Screening and Evaluation, Phase III Site Development, How Do We Work Together?	Draft Project Schedule, Draft Coordination Chart
2	May 24, 2011	Links IV Design	Atkins	Project Overview, Approach, Key Elements, Phase I Site Identification and Phase II Site Screening and Evaluation, Phase III Site Development, Site Screening and Evaluation (Four Remaining Sites), Discussion, Next Steps	
3	June 2, 2011	All	Atkins	On-Going Studies Project Updates, Site Screening and Evaluation, Screen 1 Quantitative Analysis, Screen 2 Feasibility Analysis, Next Steps, Discussion	
4	July 5, 2011	Links IV	Atkins	Brief Overview, Site Screening and Evaluation (Four Remaining Viable Sites), Discussion, Next Steps	
5	August 16, 2011	Howard Frankland PD&E Study	Atkins	Discussion of connection to each of the viable sites.	Potential connection routes to each viable site.
6	August 31, 2011	I-275 at SR 60 Vertical Clearance	Atkins	Project Updates, Key Points of Discussion, Ultimate and Interim Design, Next Steps	

5.5. Community Small Group Meetings

In addition to local agency coordination, small group meetings were also held for the interested neighborhoods adjacent to the top four remaining sites. Not all invitations for a meeting were accepted; however, the majority of the neighborhood groups were very amenable to meeting with the study team. At the meetings, all participants were given a project brochure and a questionnaire. After a PowerPoint presentation was shown outlining the concept of a multimodal center and the site identification process, and after questions were answered, the participant were asked to complete the questionnaire. The results of the questionnaire indicated public preference for Sites A and C/F.

All of the groups were very engaging and provided invaluable input and feedback. Refer to **Table 5-5** for a list of all the meetings conducted.

Table 5-5: Community Small Group Meetings

Meeting	Date	Neighborhood Association	Meeting Location	Meeting Agenda	Handouts
1	July 20, 2011	Carver City/ Lincoln Gardens Meeting with Dr. Maurice Harvey, HOA President	Atkins	Project Overview, Approach, Phase I Site Identification and Phase II Site Screening and Evaluation, Phase III Site Development, Key Elements, Vision, Current Status, Next Steps	Top 4 Sites Location Map
2	August 11, 2011	North Bon Air	Westshore Baptist Church	Presentation, Questions, Questionnaire	Brochure, Questionnaire
3	August 22, 2011	South Tampa Chamber	Loretta Ingraham Center	Presentation, Questions, Questionnaire	Brochure, Questionnaire
4	August 31, 2011	Beach Park	Atkins	Presentation, Questions, Questionnaire	Brochure, Questionnaire
5	September 1, 2011	Carver City/ Lincoln Gardens	Carver City/ Lincoln Gardens Community Center	Presentation, Questions, Questionnaire	Brochure, Questionnaire
6	September 1, 2011	Westshore Palms	Westshore Baptist Church	Presentation, Questions, Questionnaire	Brochure, Questionnaire

5.6. Property Owners Meeting

As part of the qualitative screening process, meetings with the predominant property owners also took place. These meetings were not only to provide information to the property owners, but to also gauge their interest in regard to the Westshore Multimodal Center and their specific properties. Refer to **Table 5-6** for a list of all the property owners meetings.

There were no opposition to the project noted during any of the meetings. Most property owners supported the benefits that would result from the construction of a multimodal center. Several property owners were interested in learning more about partnering opportunities on this project.

Table 5-6: Property Owners Meetings

Meeting	Date	Location	Regarding Site	Owner	Agenda Items	Handouts
1	July 25, 2011	FDOT D7	C/F	FDOT	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site F, Next Steps	Top Four Potential Sites Map
2	July 25, 2011	AAA	S	AAA	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site S, Next Steps	Top Four Potential Sites Map
3	July 28, 2011	HCSD	D	HCSD	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site D, Next Steps	Top Four Potential Sites Map
4	August 2, 2011	Atkins	A	Glimcher/ Blackstone	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site A, Next Steps	Top Four Potential Sites Map
5	August 9, 2011	Austin Properties	S	Austin Properties	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site S, Next Steps	Top Four Potential Sites Map
6	August 12, 2011	Highwoods Properties	S	Highwoods Properties	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site S, Next Steps	Top Four Potential Sites Map
7	September 29, 2011	Atkins	C/F	Sheraton Airport	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site C, Next Steps	Top Four Potential Sites Map
8	October 21, 2011	Atkins	C/F	Doubletree/Charleys	Presentation, Brief Study Overview, Current Status, Visioning, Brainstorming Site C, Next Steps	Top Four Potential Sites Map

Recommendations



6. Recommendations

Based on this evaluation, four viable sites have been identified for the Westshore Multimodal Center. Each of these sites meets the spirit of the Guiding Principles and offers short-term and long-term opportunities for development. Keeping all four sites as viable options for a multimodal center offers a flexible solution for future decisions and provides multiple alternatives for a future environmental study (required to secure federal funding). As shown on **Figure 6-1**, the sites are:

- Site A – Redevelopment of WestShore Plaza North Parking Garage
- Site C – Redevelopment of Charley’s Steakhouse Property (owned by Hilton DoubleTree)
- Site D – Redevelopment of Jefferson High School parking lots on west and south side
- Site S – Redevelopment of Parking Garages along Trask Street at Cypress Street

Each of the sites offer flexibility to meet expectations for a short-term and long-term facility and are accessible in the short-term and long-term scenarios. In fact, because of the proximity of these sites to one another, there are also opportunities to combine sites to increase the flexibility and enhance development opportunities. It is assumed that the following modes would be present in the various stages:

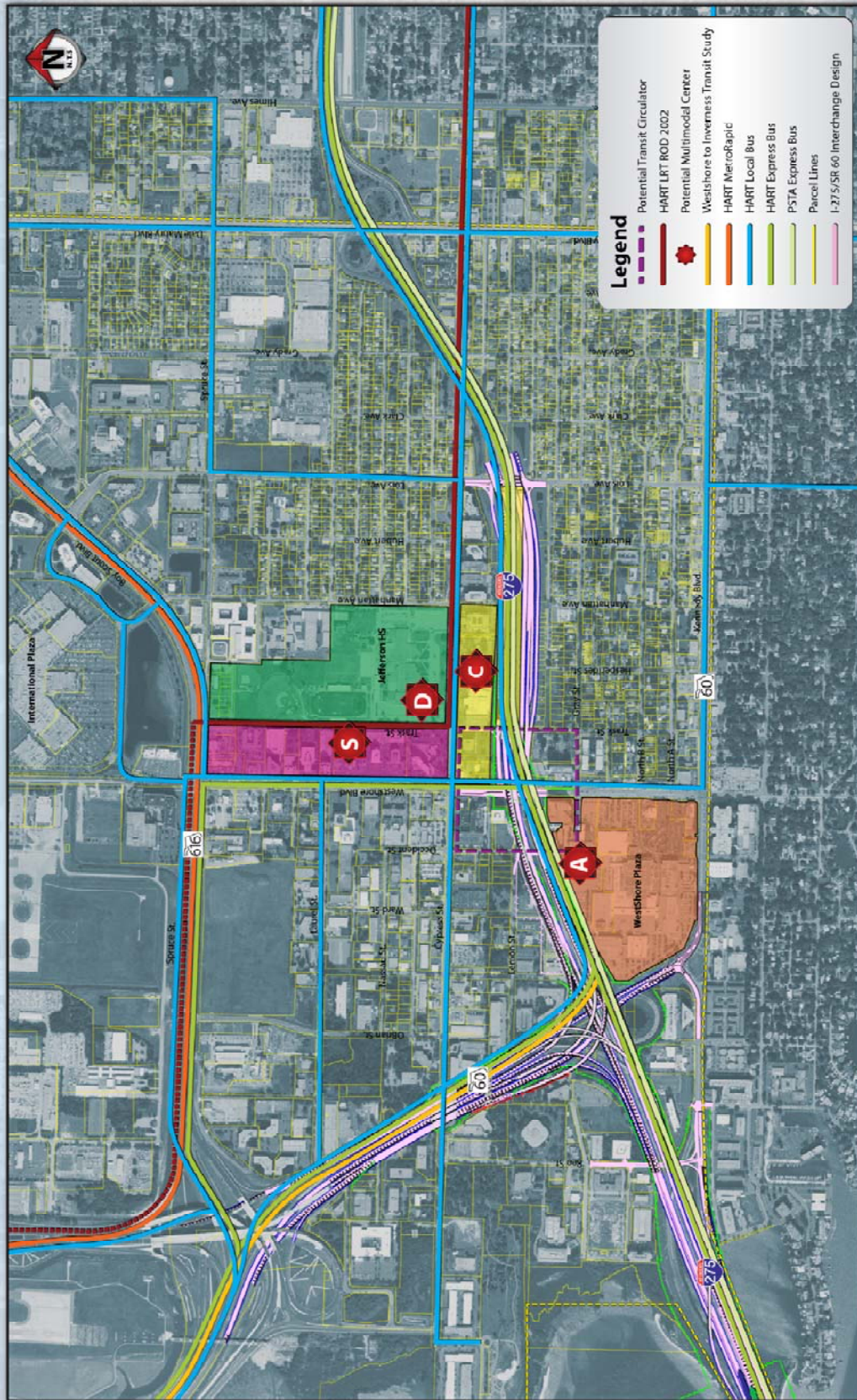
- Short-Term Vision
 - Local / Express Bus
 - Bicycle / Pedestrian
 - Local Circulator / Shuttle Service
 - Taxi / Limo
 - MetroRapid Transit (Signal Priority)
- Long-Term Vision
 - Short-Term Vision Modes
 - BRT (Fixed Guideway)
 - LRT or Commuter Rail

The long-term vision assumes a transit envelope in the median of I-275 with a rail platform in the median of I-275 between Trask Street and Manhattan Avenue. The long-term vision also assumes that the Ultimate configuration of I-275 would be constructed and that Reo Street, Occident Street, and Trask Street pass underneath the interstate offering additional north-south connectivity to the Westshore area and opportunities for a local transit circulator, possibly along Trask Street and/or Occident Street. In addition, the pedestrian walkway from the rail platform in the median of I-275 could also be extended southward to allow access to the southside of I-275. Three of the four sites could also be served by a rail platform along Cypress Street and/or Trask Street.

It is important to note that improvements to I-275 are unfunded at this time and the transit envelope in this area will not be available until the Ultimate plans are constructed. However, in the short term, each of these sites are accessible via the local road network. The Howard Frankland Bridge PD&E Study team has laid out several potential connections using roads such as Kennedy Boulevard, Reo Street, Westshore Boulevard, Lois Avenue, Cypress Street, and Trask Street.

Westshore Multimodal Study
and Strategic Transportation Plan

Figure 6-1 - Final Viable Sites



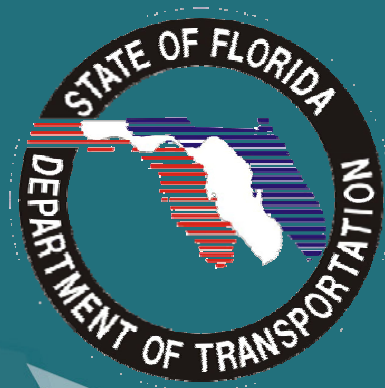
Additional recommendations include:

- The four viable sites should be screened in FDOT's ETDM Environmental Screening Tool (EST), preferably the Programming Screen to initiate agency coordination and identify the environmental class of action required to comply with the National Environmental Policy Act (NEPA) and related statutes. Through the Programming Screen, the ETAT will review and provide comments on the project that would serve as a foundation for the PD&E study.
- The four viable sites should be studied further in a PD&E study. This process should include:
 - Additional collaboration with HART, PSTA, and other agencies to further refine purpose and need.
 - More detailed traffic analysis and roadway network assessment, including review of travel patterns to and from Westshore, possibly using the census journey to work data.
 - Estimate transit operating costs.
 - Further study transit access and circulation.
 - More detailed architectural program identification.
 - FTA and other agency coordination.
 - Additional coordination with ongoing studies to further refine alternatives.
 - Additional public engagement with the local communities and businesses.
- Continue to work to preserve a transit envelope within I-275 median.
- Monitor and coordinate with Local Transit Circulator study to better serve connections between the multimodal center and local attractions.
- Continue to support bicycle and pedestrian enhancements throughout area to set the stage for future TOD opportunities.
- Continue to monitor the *Tampa International Airport Master Plan* and collaborate on the roles of their consolidated ground transportation center and the Westshore Multimodal Center.
- Continue to monitor property ownership and utilization of top four sites.
- Continue to collaborate and identify appropriate funding sources and an implementation plan that addresses the long-term operating costs of the facility.
- FDOT will continue to coordinate internal to get the Westshore Multimodal Center included on the state's Strategic Intermodal System (SIS).
- The Hillsborough County Metropolitan Planning Organization (MPO) will evaluate the plan consistency with the Long Range Transportation Plan (LRTP), Transportation Improvement Plan (TIP), and the City of Tampa Comprehensive Plan.
- Coordinate with the Tampa Housing Authority to discuss opportunities to include affordable housing into the project.
- Continue to educate the local community on the benefits of transit and transit oriented development.
- Additional TOD/market studies should be performed to identify joint development, TOD or transit adjacent development (TAD), and redevelopment issues, opportunities, requirements, and restrictions. This could be a part of the *Westshore Master Plan*.

It is important to note that this multimodal center would serve as a regional connection for existing transit services, as well as future planned routes. This center would complement other planned multimodal centers within the regional system, such as the one in Downtown Tampa. Other studies will likely take place to identify other regional connection points, such as St. Petersburg and the Pinellas gateway area, as well as the USF area. Together, these multimodal centers will provide a strong network of regional connectivity to better serve residents, employees, and visitors of the Tampa Bay area, and offer much needed transportation choices for the future.

The Hillsborough County Metropolitan Planning Organization (MPO) Board approved the study findings on February 7, 2012.

Resource List



7. List of Resources

City of Tampa Comprehensive Plan, Final, February 2009.

City of Tampa Greenways and Trails, Maps 18-19 and 23-24, 2000.

City of Tampa Greenways and Trails Master Plan, 2000.

Hillsborough Area Regional Transit Authority 2011-2020 Transit Development Plan Update,
September 2010.

Hillsborough Area Regional Transit Authority Alternatives Analysis Study, Summary of Findings and
Recommendations, February 2011.

Hillsborough Area Regional Transit Authority Express System Map, July 2010.

Hillsborough Area Regional Transit Authority Northeast and West Corridors Alternatives Analysis Study,
Findings and Recommendations, October 2010.

Hillsborough County, Greenway System Map, June 2007.

Hillsborough County Metropolitan Planning Organization, 2008 Comprehensive Bicycle Plan Update,
October 2010.

Hillsborough County Metropolitan Planning Organization, Long Range Transportation Plan 2035 Bicycle and
Trails Needs Assessment Map, November 2009.

Hillsborough County Metropolitan Planning Organization, Long Range Transportation Plan 2035 Highway
Needs Assessment Map, November 2009.

Hillsborough County Metropolitan Planning Organization, Long Range Transportation Plan 2035 Needs
Assessment Highway Cost Affordable Map, November 2009.

Hillsborough County Metropolitan Planning Organization, Long Range Transportation Plan 2035 Needs
Assessment Transit System Map, November 2009.

Hillsborough County Metropolitan Planning Organization Long Range Transportation Plan 2035 Bicycle and
Trails Cost Affordable Map, November 2009.

Hillsborough County Transit Oriented Development Market Assessment and Development Potential Report,
Metropolitan Planning Organization. August 2009.

Pinellas Suncoast Transit Authority, Transportation Development Plan Major Update (FY 2011- 2020),
amended February 2011.

Tampa Bay and Company Proposed Multi-Purpose Facility Study, December 2010.

Tampa Bay Area Regional Transportation Authority, Master Plan Vision, A Connected Vision for Our Future,
Updated June 2011.

Tampa Bay Intermodal Center (s) Environmental Assessment / Finding of No Significant Impact, Florida
Department of Transportation, District 7, October 2005.

Tampa Bay Intermodal Center(s) Feasibility Study, Florida Department of Transportation, District Seven, May 2004.

Tampa Bay Regional Planning Model, Florida Department of Transportation, District Seven, 2010.

Tampa International Airport, 2005 Master Plan Update, February 2006.

Tampa Interstate Study, Florida Department of Transportation, District Seven, November 1997.

Transit Oriented Development Station Area Case Studies, Hillsborough County MPO, January 2010.

University of Florida Bureau of Economic and Business Research, Online, October 2011.

West Central Florida Metropolitan Planning Organization, Chairs Coordinating Committee, Regional Multi-Use Trails Map, August 2008.

Westshore Area Pedestrian System Plan, Hillsborough County Metropolitan Planning Organization, March 2005.

Westshore Area Pedestrian System Plan, Addendum Implementation Plan and Design Guidelines, Executive Summary, Hillsborough County Metropolitan Planning Organization, March 2009.

Westshore Boulevard Project Development and Environment Final Engineering Report, Florida Department of Transportation, District Seven, 1994.

Westshore Development of Regional Impact Standards, June 2007.

Westshore Development of Regional Impact Amendment, December 2008.

Westshore Mobility Plan Existing Conditions Report, June 2007.

Westshore Mobility Strategy Action Plan, Hillsborough County Metropolitan Planning Organization, November 2007.

Ongoing Studies (No Final Report Available)

Hillsborough Area Regional Transit East-West MetroRapid Project Development and Environment Study.

Howard Frankland Bridge Project Development and Environment Study, collaborative effort of: Florida Department of Transportation, Pinellas Suncoast Transit Authority, Pinellas County Metropolitan Planning Organization, and Tampa Bay Area Regional Transit Authority.

Interstate 275 / S.R. 60 Interchange Design, Florida Department of Transportation.

Pinellas Alternatives Analysis, collaborative effort of: Pinellas Suncoast Transit Authority, Pinellas County Metropolitan Planning Organization, and Tampa Bay Area Regional Transit Authority.

Tampa Citywide Bicycle and Pedestrian Study, collaborative effort of: City of Tampa and Hillsborough County Metropolitan Planning Organization.

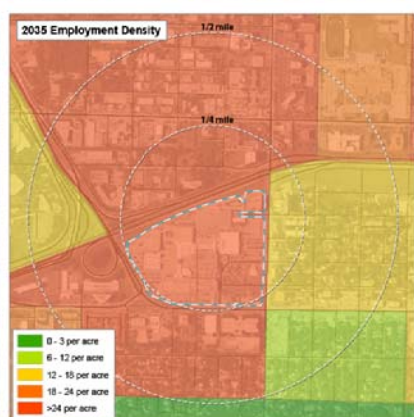
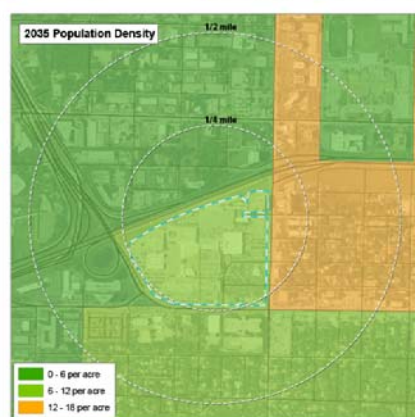
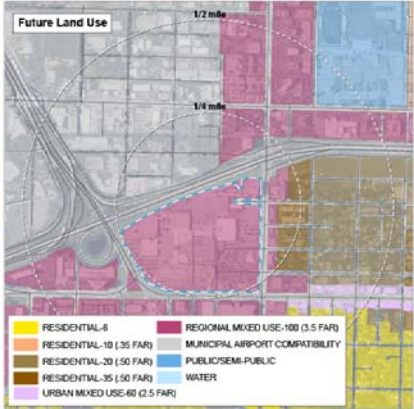
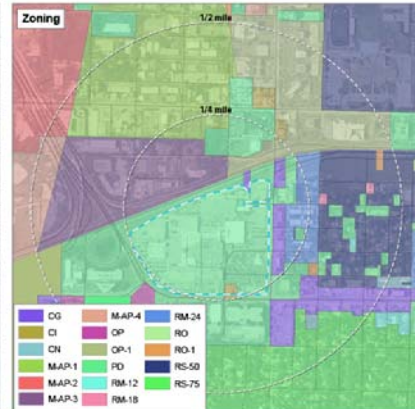
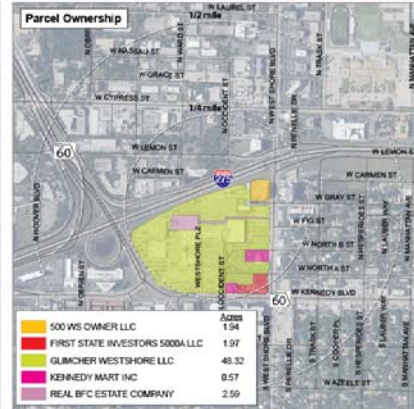
Tampa International Airport Master Plan Update, Hillsborough County Aviation Authority.

Westshore to Citrus/Inverness Transit Corridor Evaluation, collaborative effort of: Florida Department of Transportation and Tampa Bay Area Regional Transit Authority.

Appendices

Appendix A. Fact Sheets

Site A
Westshore Mall
 Joint Use
 Acres: 55

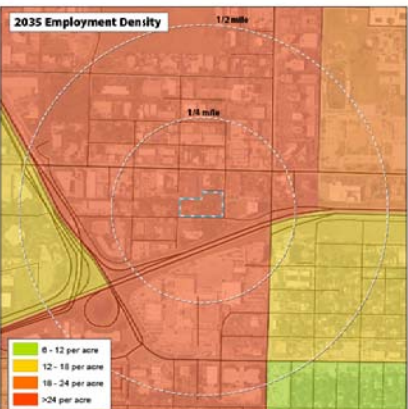
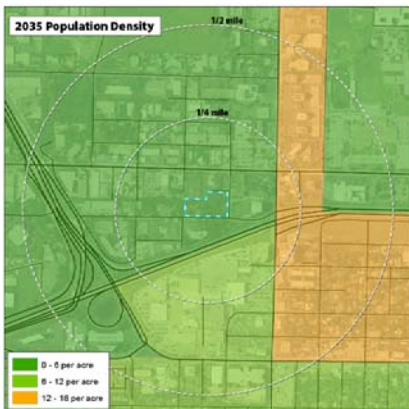
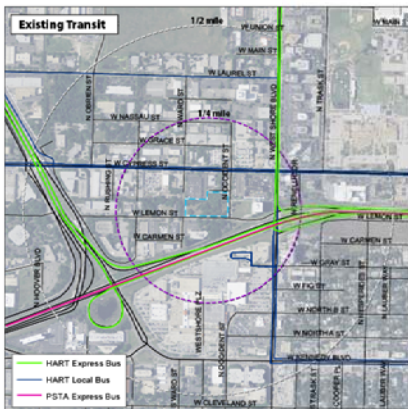
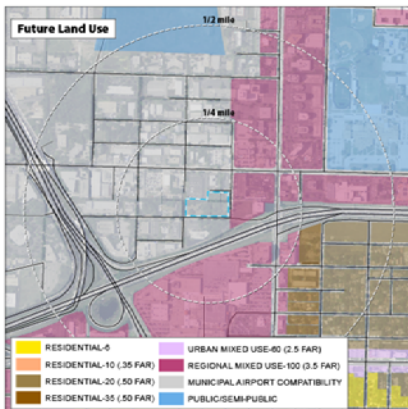
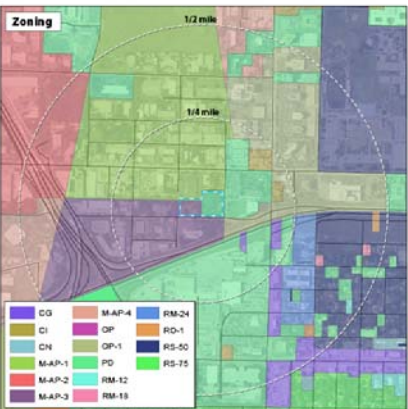
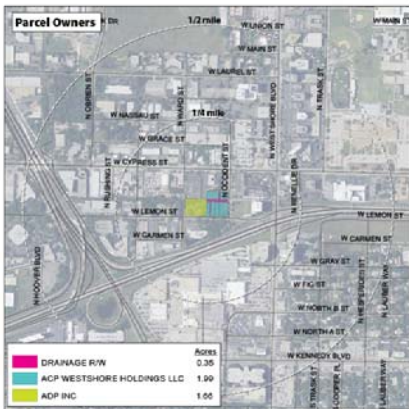
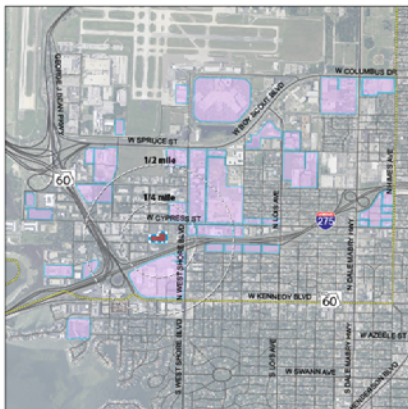


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site B
Lemon St./Occident St.
 Vacant
 Acres: 4
 Existing Ground Elevation: 10.92
 Lowest Glide Path Elevation: 93.59



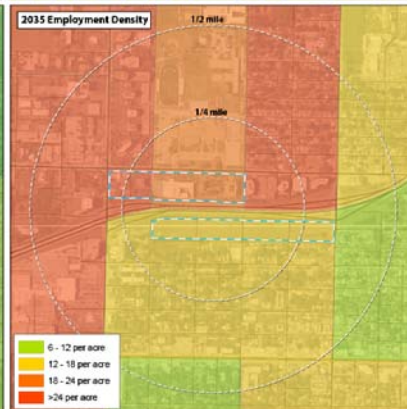
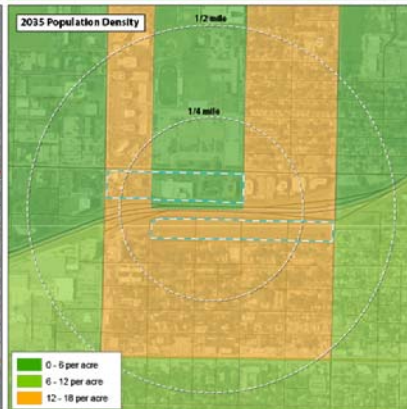
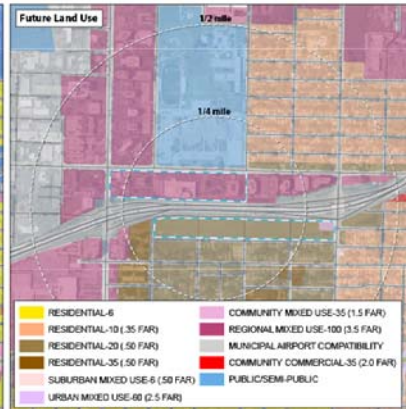
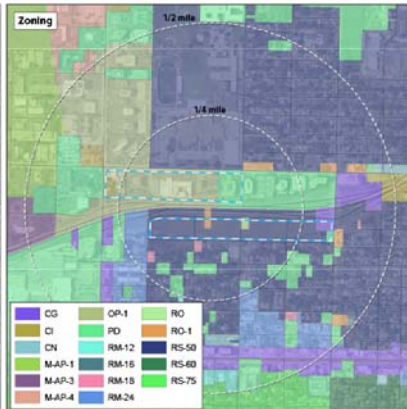
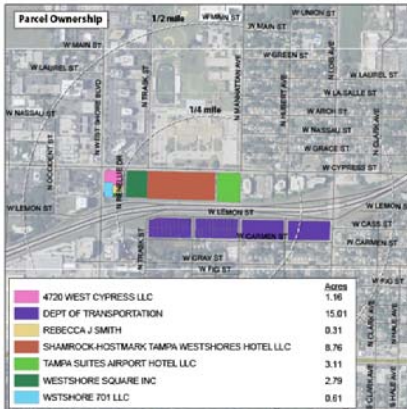
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volumes to Capacity ratios



Site C/F Westshore Blvd/Cypress St & FDOT R.O.W. Redevelopment/Vacant Acres: 32

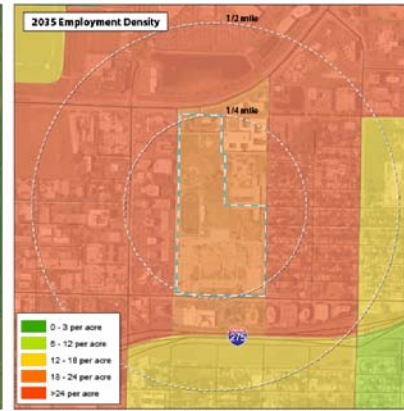
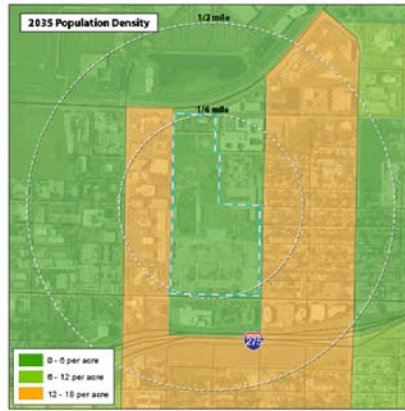
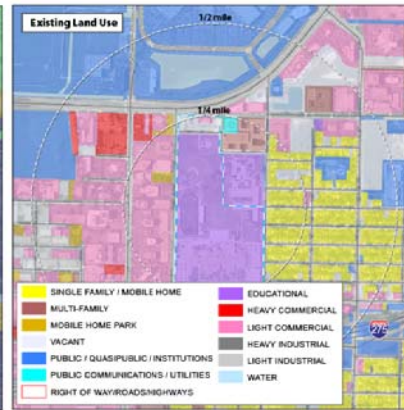
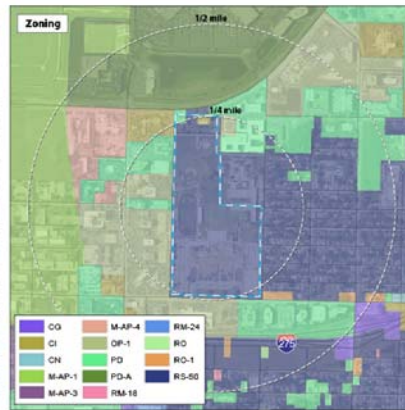
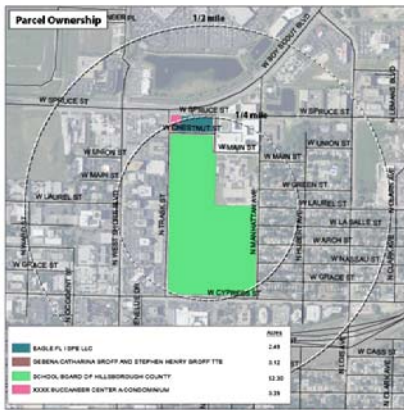
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site D Jefferson High School Joint Use Acres: 55



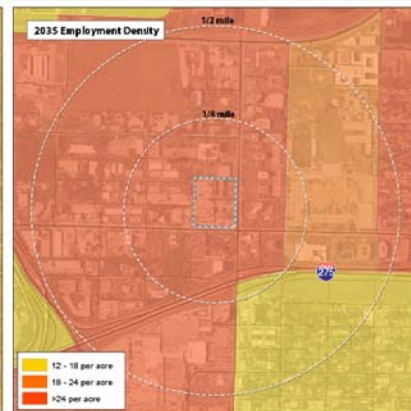
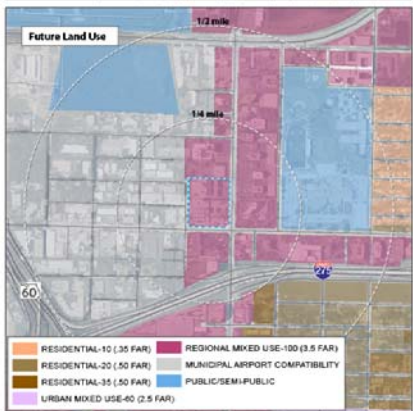
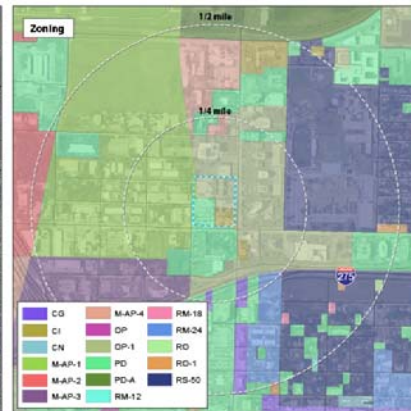
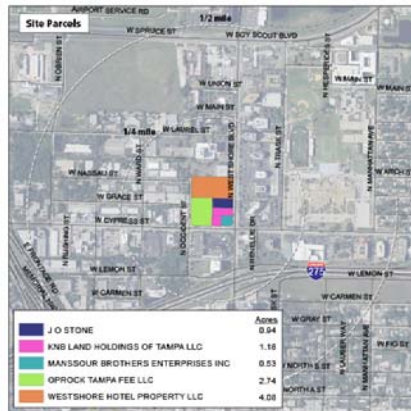
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site E The Doll House Redevelopment

Acres: 9
Existing Ground Elevation: N/A
Lowest Glide Path Elevation: N/A



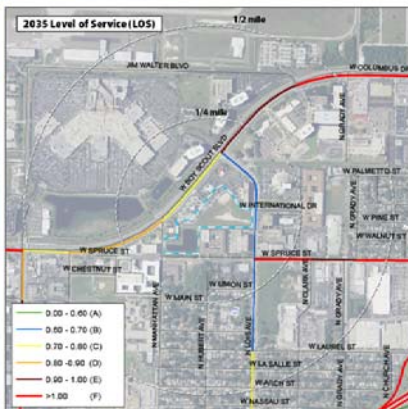
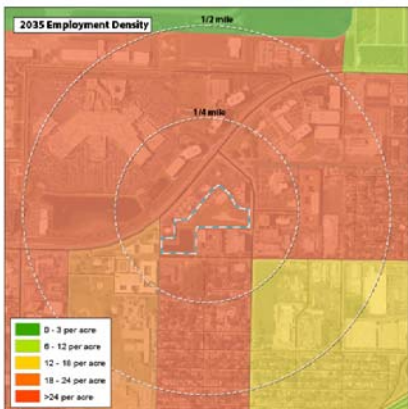
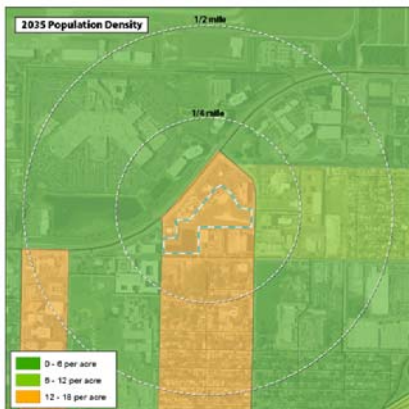
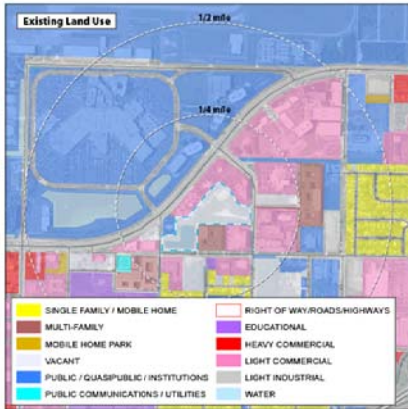
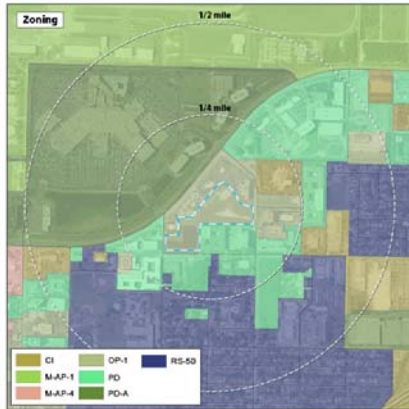
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site G Lois Ave/Boy Scout Blvd Vacant Acres: 12



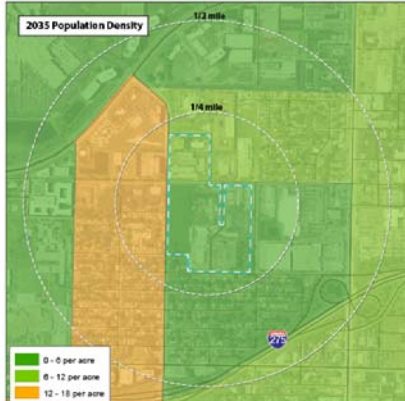
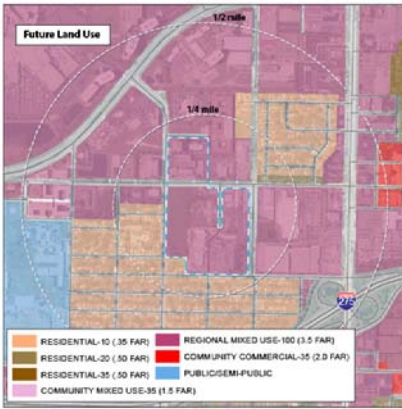
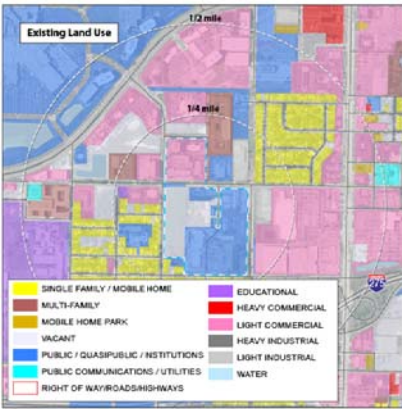
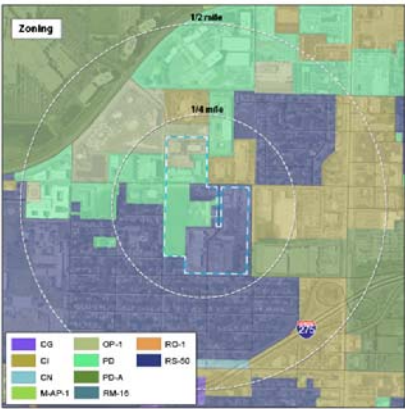
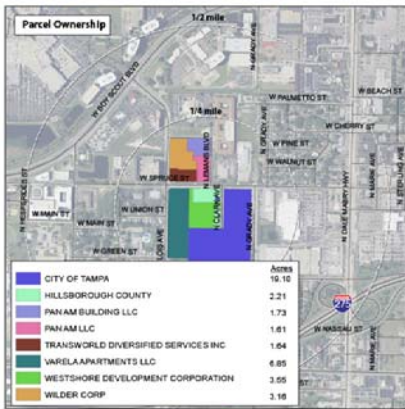
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site H Lois Ave/Spruce St (City of Tampa Property) Vacant/Redevelopment Acres: 40



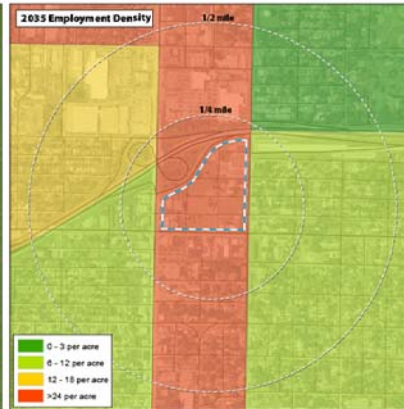
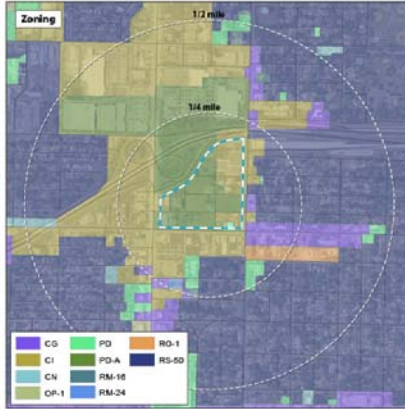
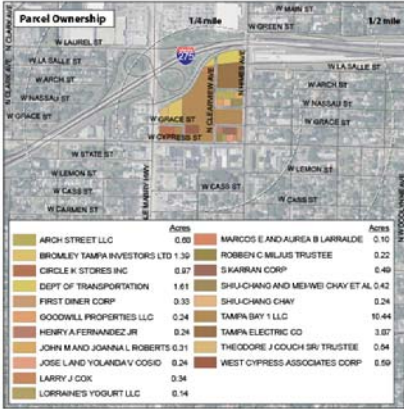
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site I
Dale Mabry Hwy/I-275
 Redevelopment
 Acres: 23



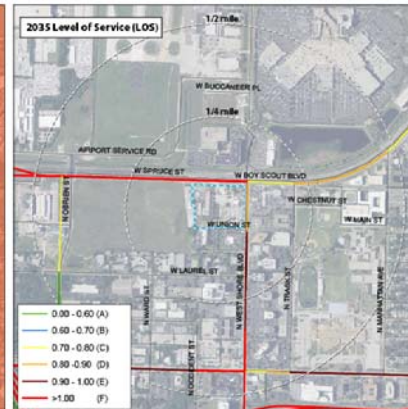
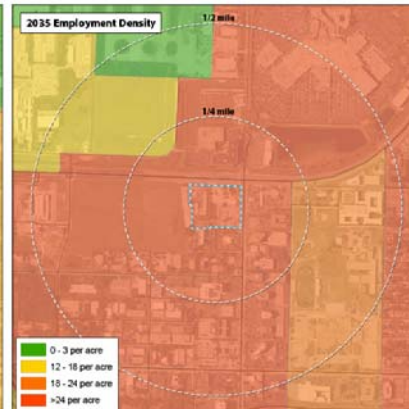
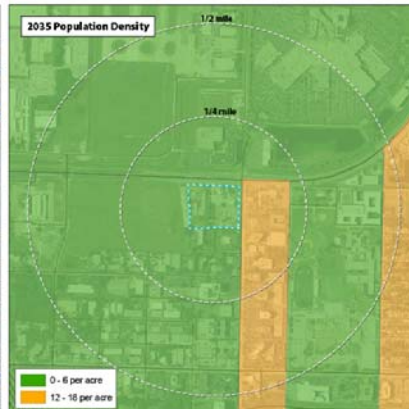
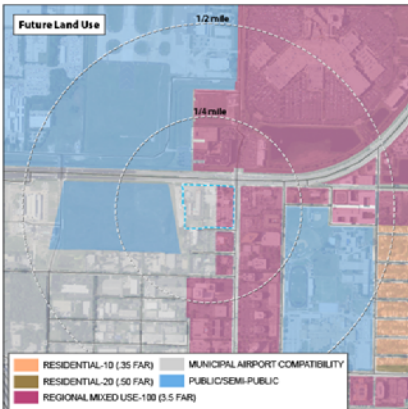
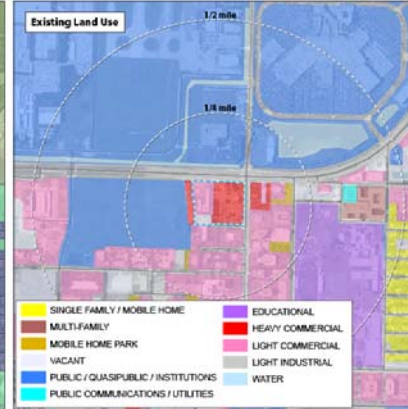
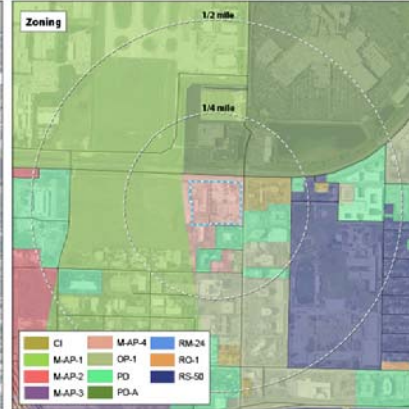
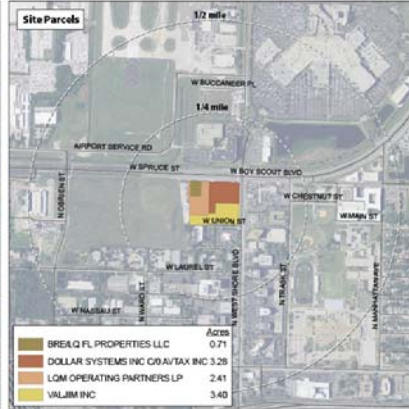
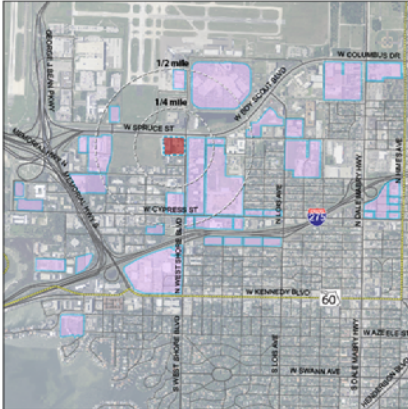
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site J Westshore Blvd./Spruce St. Redevelopment

Acres: 10
Existing Ground Elevation: 10.92
Lowest Glide Path Elevation: 61.93

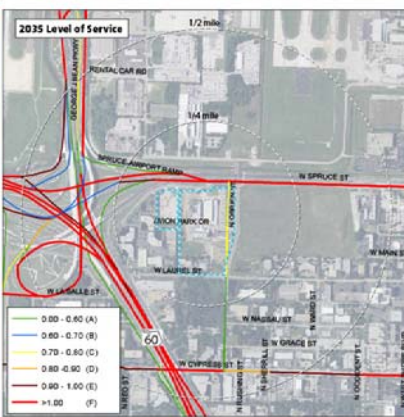
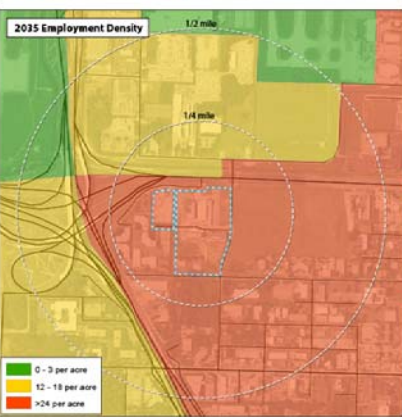
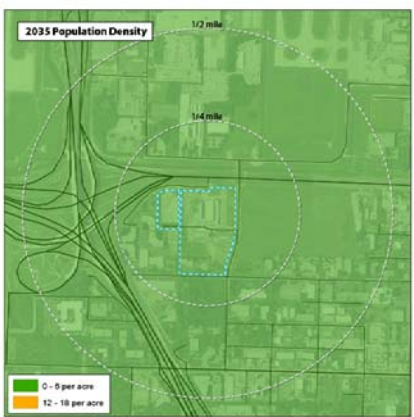
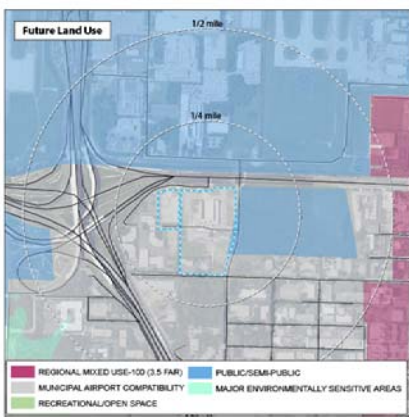
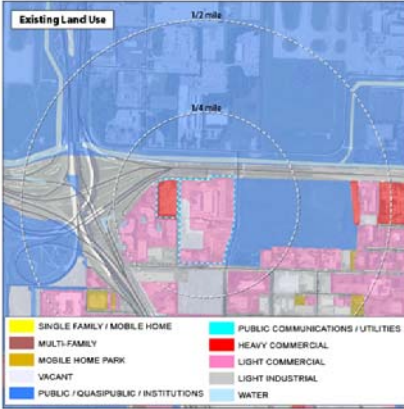
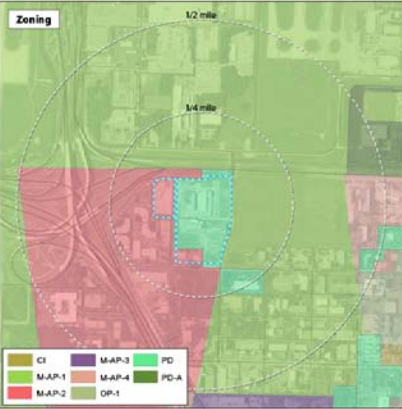
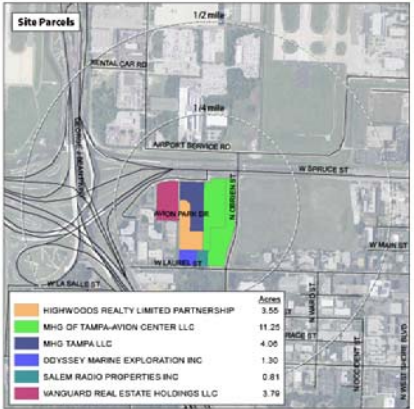


Source: Tampa Bay Regional Planning Model (TRPRM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TRPRM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TRPRM) 2035 Highway Network Volume to Capacity ratios

Site K
Avion Park
 Joint Use
 Acres: 21
 Existing Ground Elevation: 9.84
 Lowest Glide Path Elevation: 66.3

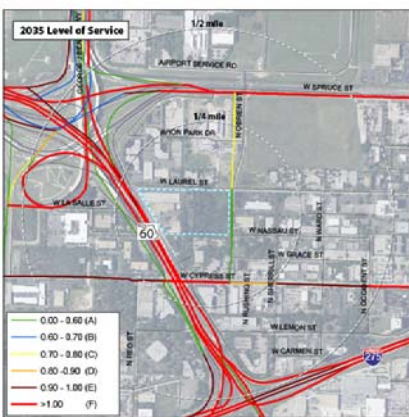
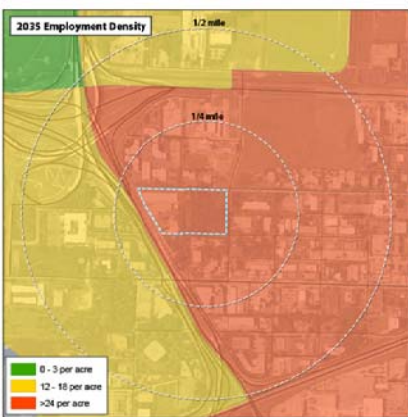
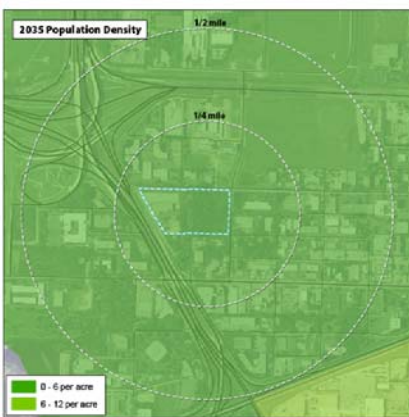
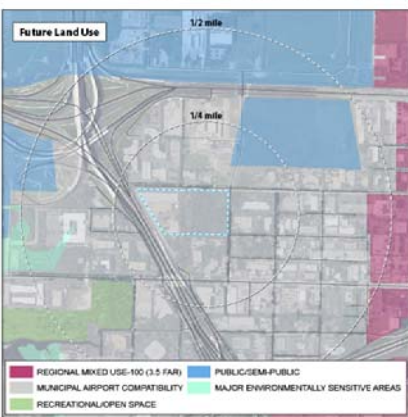
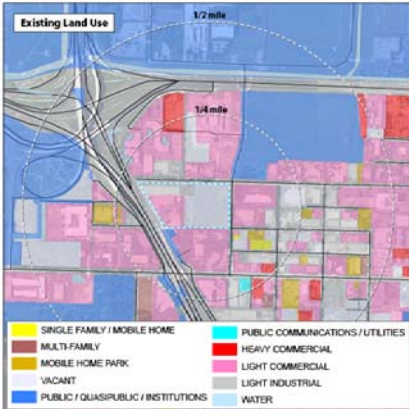
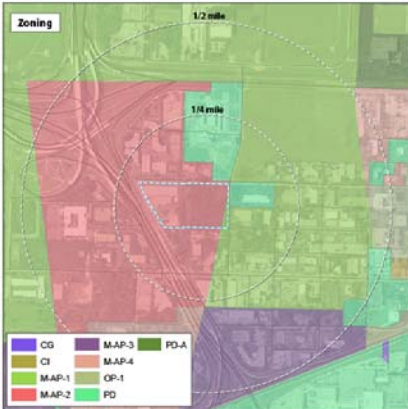
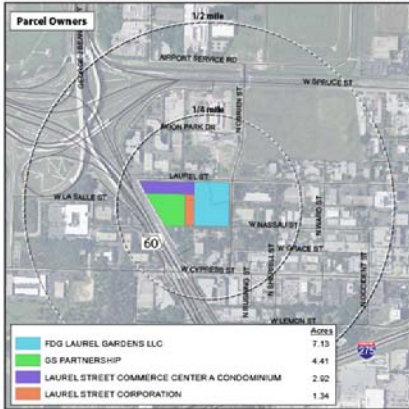


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site L
OBrien St./Laurel St.
 Vacant
 Acres: 16
 Existing Ground Elevation: 9.86
 Lowest Glide Path Elevation: 74.46



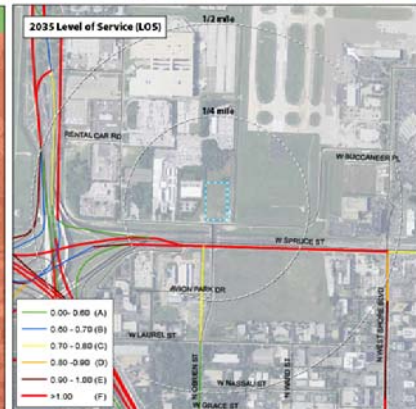
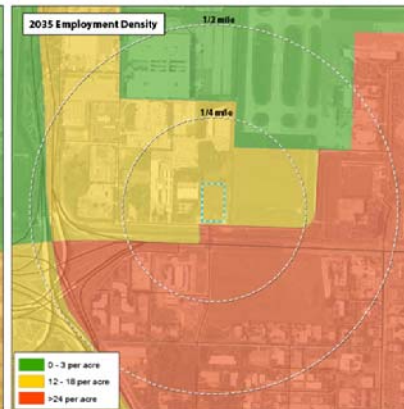
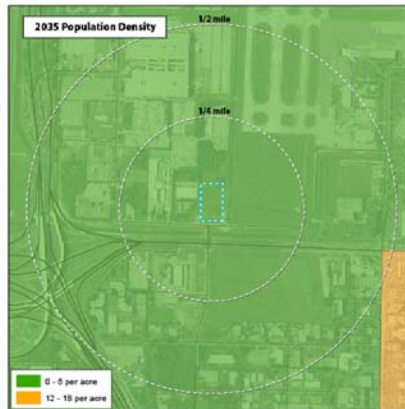
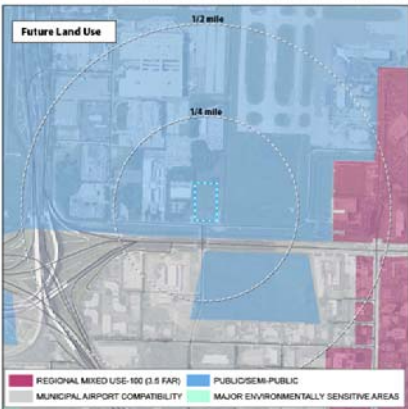
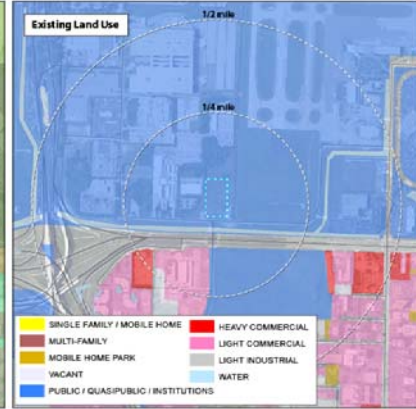
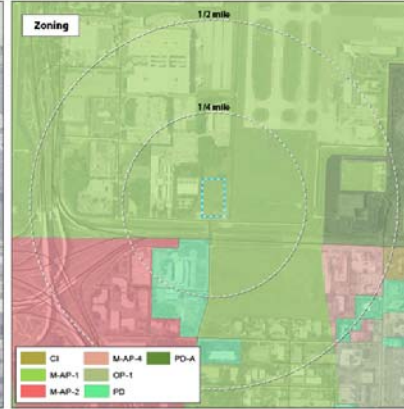
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site M
Airport
Vacant
Acres: 4
Existing Ground Elevation: 9.86
Lowest Glide Path Elevation: 37.37



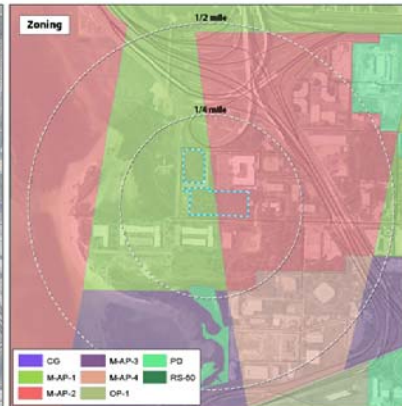
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site N
LaSalle St./Cypress St.
 Vacant
 Acres: 10
 Existing Ground Elevation: 7.08
 Lowest Glide Path Elevation: 57.91



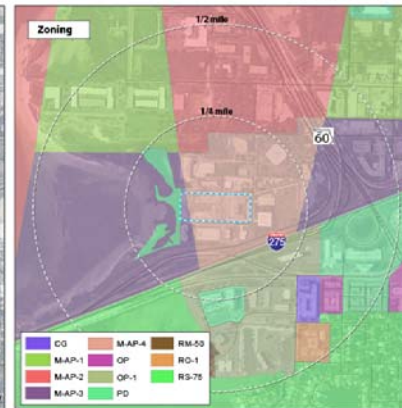
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site O
Reo St./Gray St.
 Vacant
 Acres: 9
 Existing Ground Elevation: 6.41
 Lowest Glide Path Elevation: 98.11

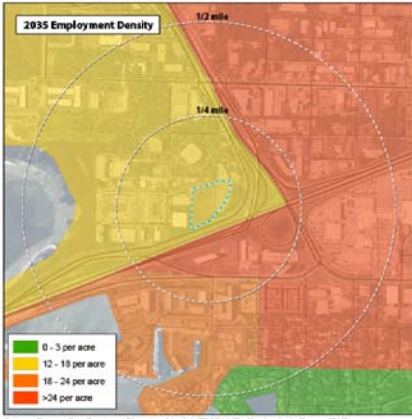
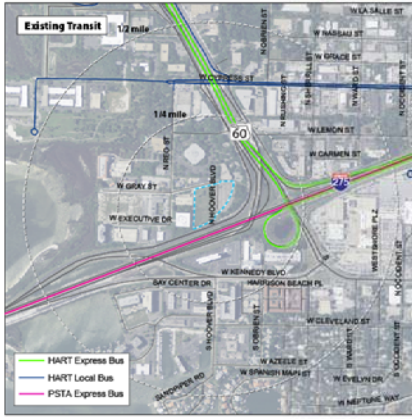
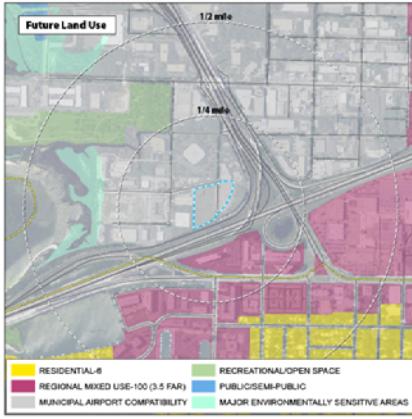
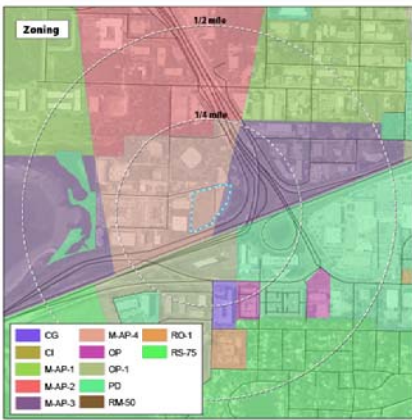
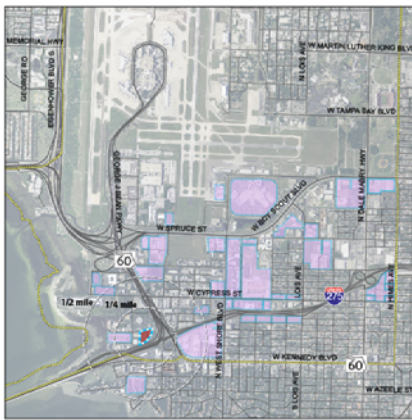


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site P
Hoover St./ Gray St.
 Vacant
 Acres: 6
 Existing Ground Elevation: 7.64
 Lowest Glide Path Elevation: 111.89

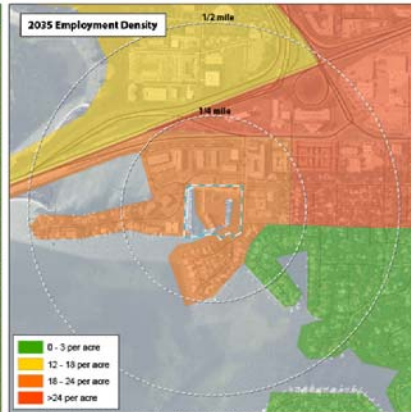
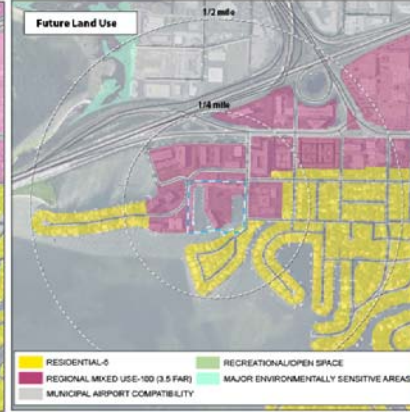
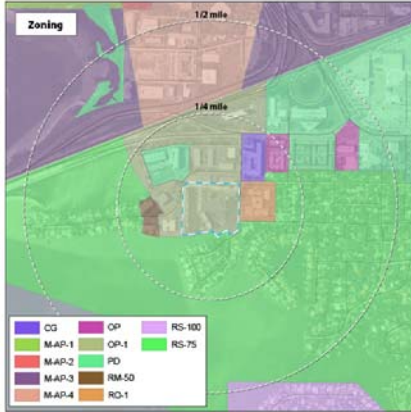


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site Q Ferry Station (Tampa Bay Marina) Joint Use Acres: 13



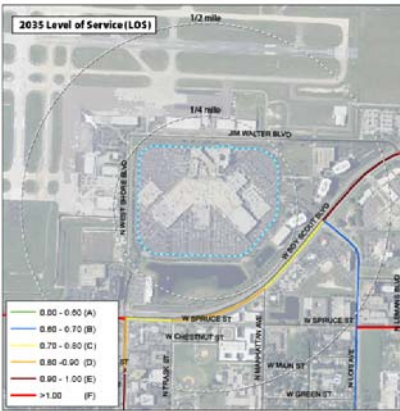
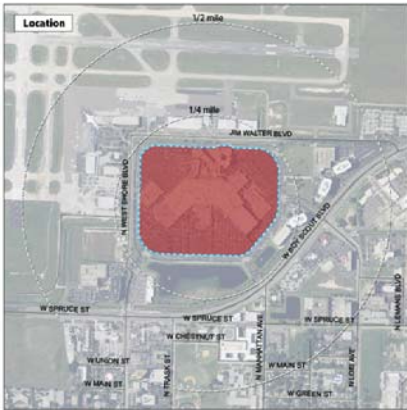
Source: Tampa Bay Regional Planning Model (TBPRM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBPRM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBPRM) 2035 Highway Network Volume to Capacity ratios



Site R
International Mall
 Joint Use
 Acres: 66
 Existing Ground Elevation: N/A
 Lowest Glide Path Elevation: N/A



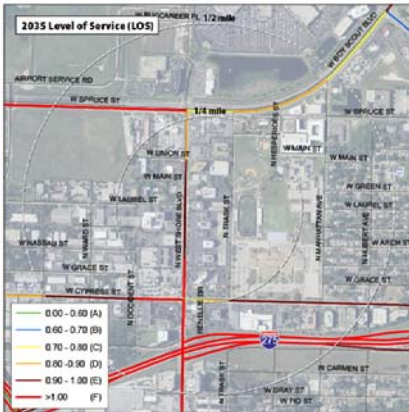
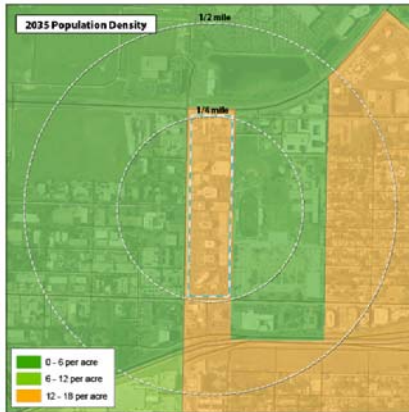
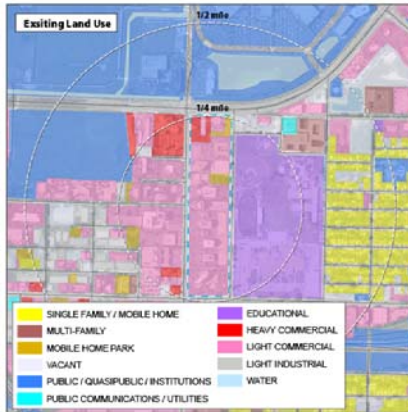
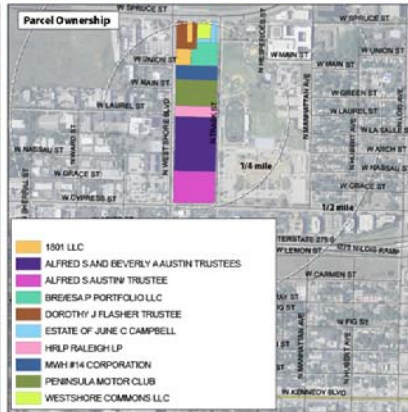
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site S
Trask St/Cypress St
Joint Use
Acres: 35

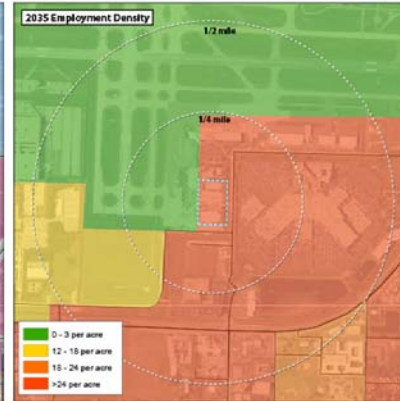
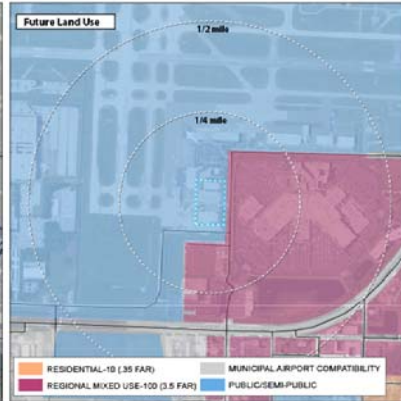
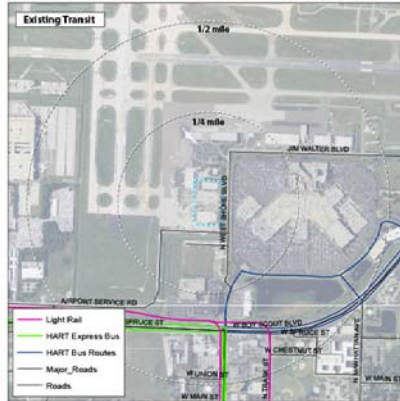
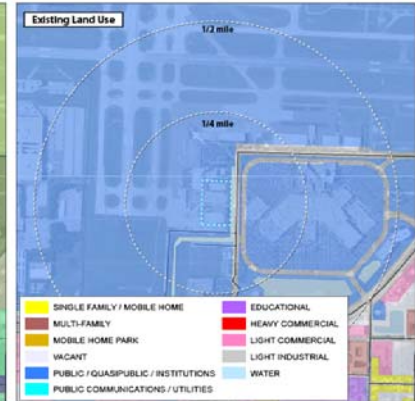
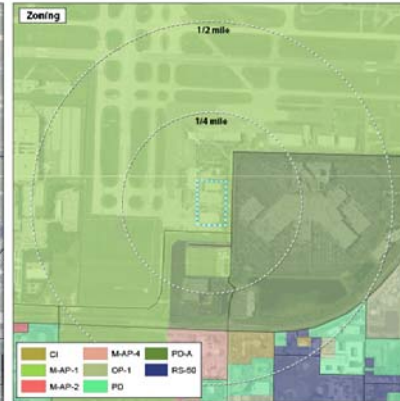


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site T Buccaneers Redevelopment Acres: 6

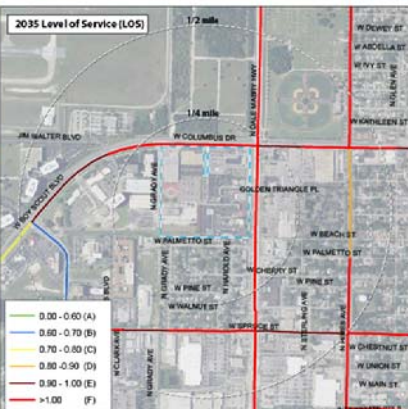
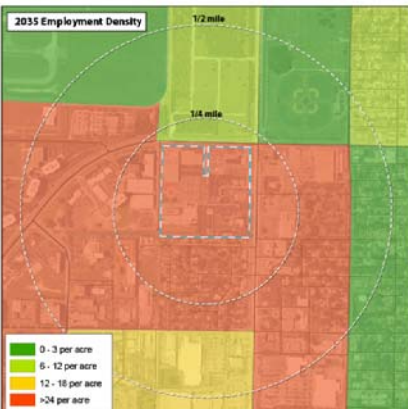
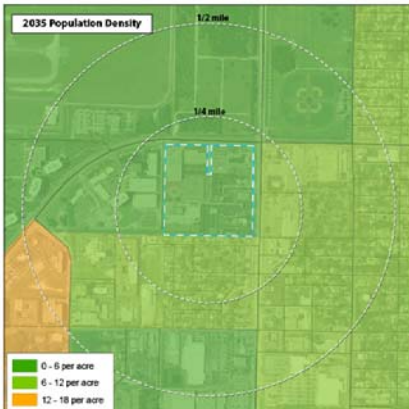
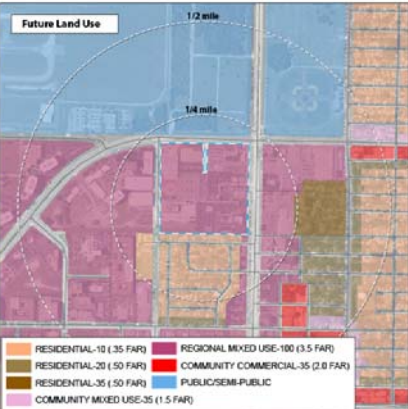
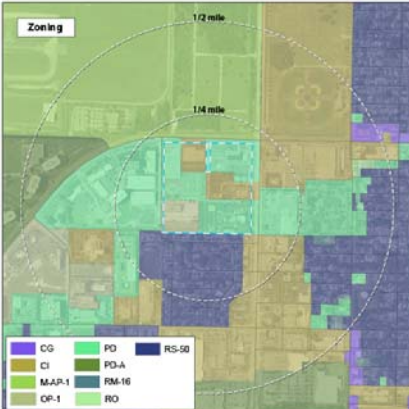
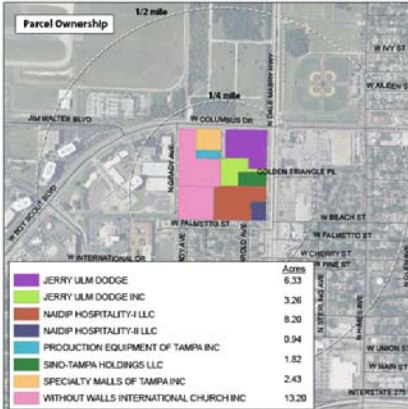


Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Site U Without Walls International Church Redevelopment Acres: 36



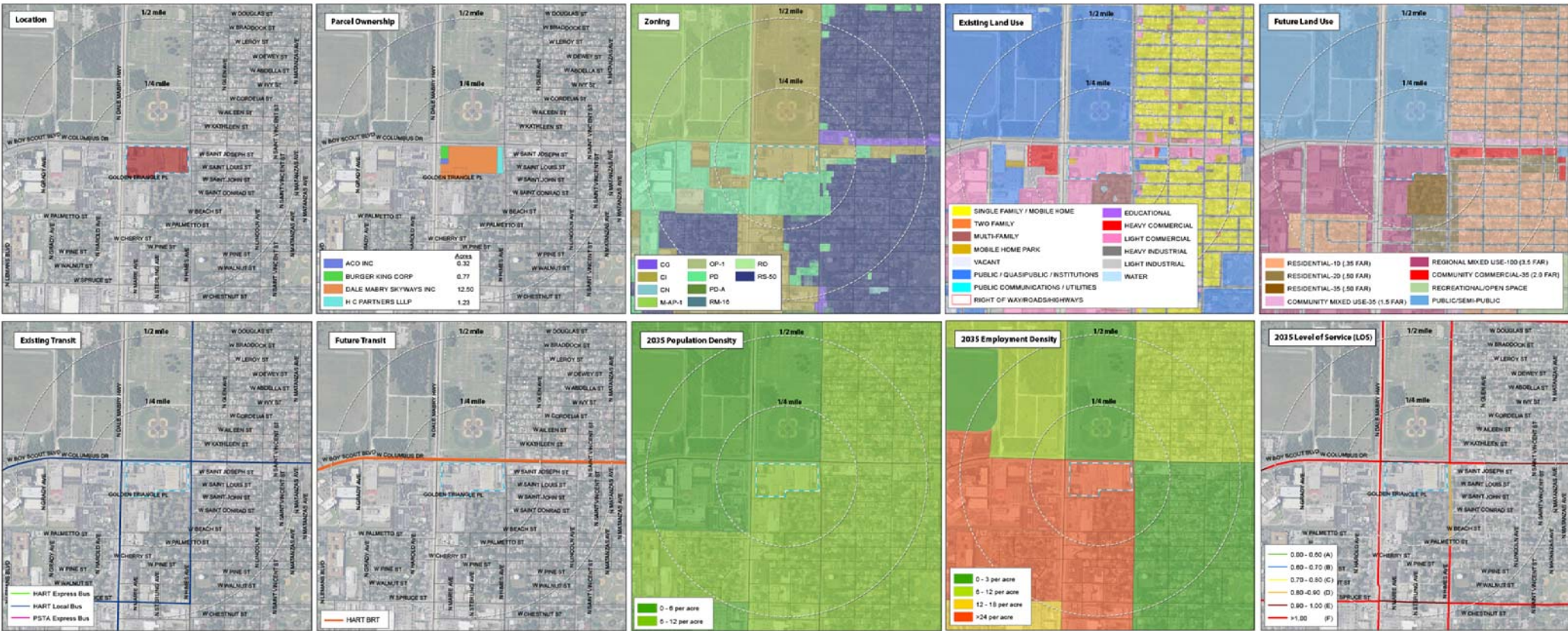
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios



Site V Dale Mabry Hwy/Columbus Dr Redevelopment Acres: 15



Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

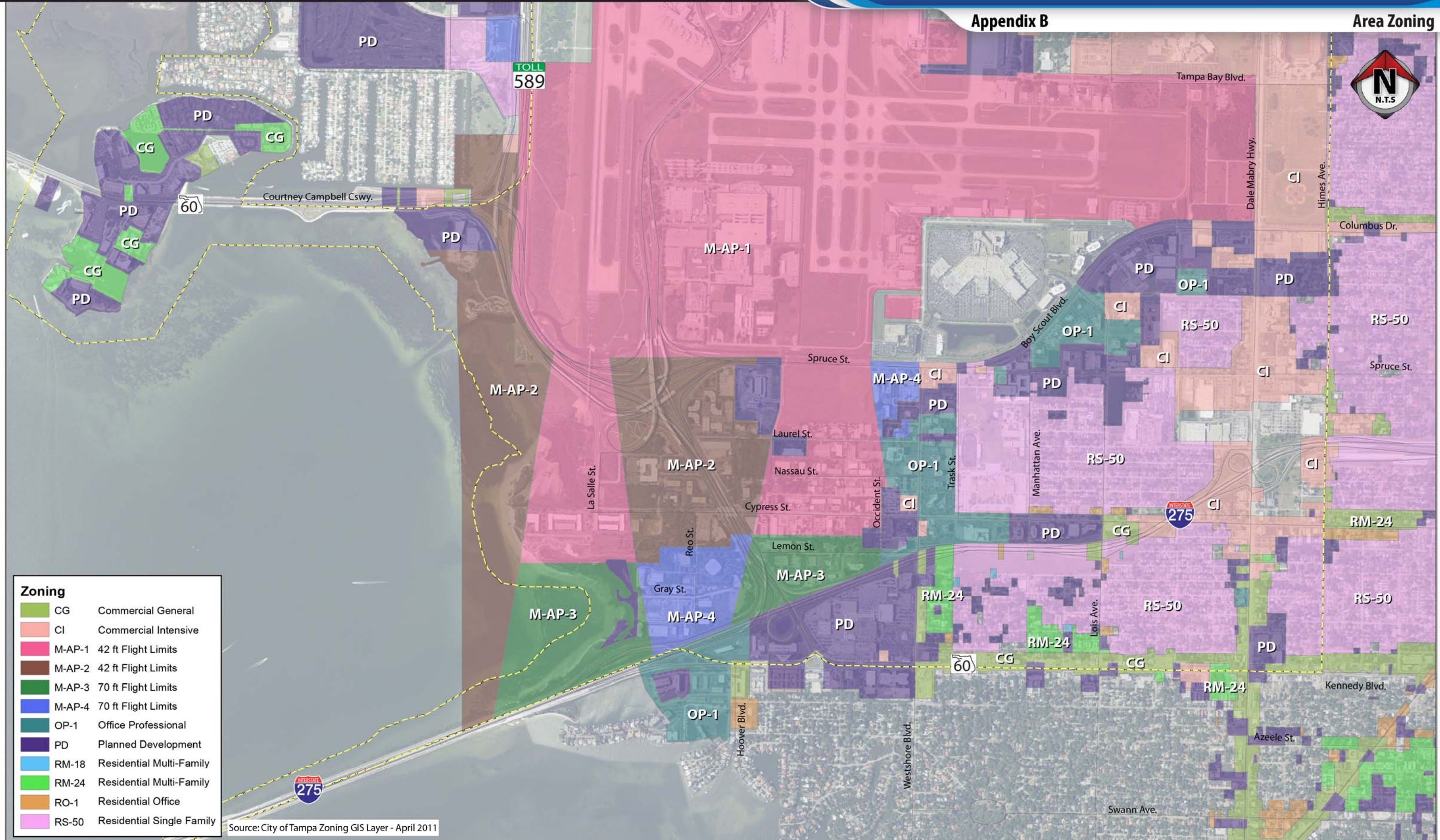
Source: Tampa Bay Regional Planning Model (TBRPM) Traffic Analysis Zones (TAZ)

Source: Tampa Bay Regional Planning Model (TBRPM) 2035 Highway Network Volume to Capacity ratios

Appendix B. Study Area Zoning Categories

Appendix B

Area Zoning



Zoning	
CG	Commercial General
CI	Commercial Intensive
M-AP-1	42 ft Flight Limits
M-AP-2	42 ft Flight Limits
M-AP-3	70 ft Flight Limits
M-AP-4	70 ft Flight Limits
OP-1	Office Professional
PD	Planned Development
RM-18	Residential Multi-Family
RM-24	Residential Multi-Family
RO-1	Residential Office
RS-50	Residential Single Family

Source: City of Tampa Zoning GIS Layer - April 2011

**Appendix C. Quantitative Evaluation
– Screen 1: Screening Criteria
and Scoring Methodology**

Appendix C

Screen 1 Quantitative Evaluation Scoring Methodology

T.O.D & REDEVELOPMENT POTENTIAL		1	2	3	Source/ Assumption
GP.1.01	Adjacency to future High Density Mixed-Use Development within quarter mile	Low mixed-use development within 1/4-mile radius (mixed-use development 1 or less quadrants)	Medium mixed-use development within 1/4-mile radius (mixed-use development in 2 quadrants)	High mixed-use development within 1/4-mile radius (mixed-use development in 3 or more quadrants)	City of Tampa Future Land Use
GP.1.02	Adjacency to future High Density Mixed-Use Development within half mile	Low mixed-use development within 1/2-mile radius (mixed-use development 1 or less quadrants)	Medium mixed-use development within 1/2-mile radius (mixed-use development in 2 quadrants)	High mixed-use development within 1/2-mile radius (mixed-use development in 3 or more quadrants)	City of Tampa Future Land Use
GP.1.03	Suitability for Joint Use	Less or limited potential for supporting concessions, retail and/ or services, and/ or less favorable street-frontage	Fair potential for small supporting retail/ concessions ; reasonable street frontage	Key desirable location potentially attractive to multiple immediate tenants; strong proximity to proven retail destinations	City of Tampa Future Land Use & Zoning
GP.1.04	Proximity to activity areas (Westshore Mall, International Mall, Dale Mabry Business Corridor & Kennedy Business Corridor)	Not in proximity to activity areas	Proximity to one activity area	Proximity to 2 or more activity areas	Within 1/2 mile of the Malls or a block on either side of Business Corridors
GP.1.05	Shape of the Site	Odd-shaped site with limited frontage, narrow lengths or widths, or unusual perimeters	Reasonable-shaped site with some limiting perimeter constraints	Well-proportioned rectilinear site offering maximum available length and/ or width for horizontal expansion	Aerial Imagery & Site Visit
GP.1.06	Suitability for Future Expansion (size)	Small site with limited horizontal and/ or vertical expansion potential; obvious challenges to meet future multiple transit modes, circulation, parking and T.O.D.	Average site requiring creative vertical expansion to meet future multiple transit modes, circulation, parking and T.O.D.	Generous site with maximum horizontal and vertical expansion potential; greatest flexibility to meet future multiple transit modes, circulation, parking and T.O.D.	Aerial Imagery & Site Visit
GP.1.07	Fits with Transit Station T.O.D Policies	Not within Transit Envelope Area	Partially within Transit Envelope Area	Completely within Transit Envelope Area	Tampa and Hillsborough Fixed Guideway - Adopted Policy (Transit Envelope Map)

GP.1.08 Favorable for Vertical Growth relative to Glide Paths	Completely within TIA glide path & restricts the height to less than 3 floors	Partially within TIA glide path	Not located within TIA glide path or glide path does not restrict the height of the building to less than 6 floors	1. TIA ¹ flight glide paths map 2. It is assumed that an intermodal center does not require more than 6 floors
GP.1.09 Visibility from Major Roads	Site adjacent to any one of the following: I-275, priority pedestrian corridors, or regional corridors	Site adjacent to any two of the following: I-275, priority pedestrian corridors, or regional corridors	Site adjacent to all of the following: I-275, priority pedestrian corridors, & regional corridors	Westshore Overlay
GP.1.10 Existing Parking On-Site and Adjacent to the Site	No parking available on-site or adjacent to the site	Parking available only on-site	Parking available both on-site and adjacent to the site	Aerial Imagery & Site Visit
GP.1.11 Westshore DRI & Site Location	Site not located within Westshore DRI boundary		Site located within Westshore DRI boundary	Westshore DRI ² boundary obtained from FGDL ³ - GIS data layer
GP.1.12 Brownfield Opportunity	Site does not have Brownfield opportunity		Site has Brownfield opportunity	Brownfield opportunities within Westshore area obtained from FGDL - GIS data layer
GP.1.13 Planned Unit Developments (PUD)	Site not located within PUD		Site located within PUD	Planned Unit Developments within Westshore area obtained from FGDL - GIS data layer
GP.1.14 Enterprise Zones	Site not located within Enterprise Zone		Site located within Enterprise Zone	Enterprise Zones in Westshore area obtained from FGDL - GIS data layer

Notes: 1. TIA - Tampa International Airport

2. DRI - Development of Regional Impacts

3. FGDL - Florida Geographic Data Library

June 16, 2011 V 2.2

Appendix C

Screen 1 Quantitative Evaluation Scoring Methodology

CONNECTIVITY		1	2	3	Source/ Assumption
GP.2.01	Existing Transit				
	Local Bus	No Existing Local Bus service on adjacent street		Existing Local Bus service on adjacent street	Existing HART ¹ bus routes
	Express Bus	No Existing Express Bus service on adjacent street		Existing Express Bus service on adjacent street	Existing HART express bus routes
GP.2.02	Existing Bicycle and Pedestrian Connectivity				
	Pedestrian (Only)	Not located adjacent to existing sidewalks		Located adjacent to existing sidewalks	Aerial Imagery & Site Visit
	Bicycle (Only)	Not located adjacent to existing bikeways		Located adjacent to existing bikeways	2035 Long Range Transportation Plan (Bicycles & Trails Cost Affordable Map)
	Trails	Not located adjacent to existing trails		Located adjacent to existing trails	2035 Long Range Transportation Plan (Bicycles & Trails Cost Affordable Map)
GP.2.03	Proximity to I-275/ Fixed-Guideway (Pinellas Alternatives Analysis (AA), Westshore to Inverness Transit Study, Howard Frankland Bridge PD&E Study)	Transit envelope along I-275 & Veterans Expressway/Memorial Highway does not provide direct access to the site	Transit envelope along I-275 will provide direct access to the site	Transit envelope along both I-275 & Veterans Expressway/Memorial Highway will provide direct access to the site	Tampa Interstate Study, March 1997 indicates that the ultimate design will have a transit envelope along I-275
GP.2.04	Water/ Ferry	Ferry service cannot be provided to the site		Ferry service can be provided to the site	Water Ferry Feasibility Study, February 2011
GP.2.05	Metro Rapid Transit	Site not adjacent to priority transit corridors		Site adjacent to priority transit corridors	2021 HART Vision Network - Priority Transit Corridors
GP.2.06	HART Alternatives Analysis (AA)	Site not adjacent to identified HART AA		Site adjacent to identified HART AA	HART Alternatives Analysis Study - Summary of Findings and Recommendations, February 2011

GP.2.07 Future Bicycle and Pedestrian Connectivity			
Pedestrian (Only)	Not located adjacent to priority pedestrian investment streets	Located adjacent to priority pedestrian investment streets	<i>Westshore Area - Pedestrian System Plan, March 2005</i>
Bicycle (Only)	Not located adjacent to proposed/ high priority bikeways	Located adjacent to proposed/ high priority bicycle corridors	<i>1. Hillsborough MPO² Bike Plan, October 2008 - High Priority Bicycle Corridors, Map 6-2</i> <i>2. 2035 Long Range Transportation Plan</i>
Trails	Not located adjacent to proposed trails	Located adjacent to proposed trails	<i>1. Westshore Area - Pedestrian System Plan, March 2005</i> <i>2. City of Tampa Greenways & Trails Master Plan, October 2000</i> <i>3. Westshore Mobility Strategy - Action Plan, November 2007</i> <i>4. 2035 Long Range Transportation Plan</i>
GP.2.08 Adjacent Street Traffic Level of Service (LOS)	Adjacent streets at LOS E-LOS F	Adjacent streets at LOS A-LOS D	<i>TBRPM³ - 2035 Cost Feasible Model</i>

- Notes: 1. HART - Hillsborough Area Regional Transit
2. MPO - Metropolitan Planning Organization
3. TBRPM - Tampa Bay Regional Planning Model

Appendix C

Screen 1 Quantitative Evaluation Scoring Methodology

COSTS		1	2	3	Source/ Assumption
GP.3.01	Land Acquisition	Cost/Acre > \$1M	Cost/Acre \$500K-\$1M	Cost/Acre < \$500K	Hillsborough County Tax Assessors Office
		Large or multiple unique existing structures with limited re-use potential	Average site with a few simple existing structures, utilities and reasonable area for demo staging / clearing logistics	Site relatively clear with minimal existing structures or structures which are readily adaptable for re-use; relatively easy utility interface with generous circulation space for demo staging / clearing logistics	
GP.3.02	Demolition Costs				Aerial Imagery & Site Visit
		Significant anticipated cost to convert site from current use to intermodal transit function; construction access/set-up and phasing logistics should be challenging; dense remaining or adjacent occupancies will require extra measures to ensure smooth site improvement development without conflict	Average site with some typical/reasonable challenges relative to construction access, set-up; average restrictions / logistics issues anticipated with remaining or adjacent occupancies	Site relatively clear and ready for new intermodal transit function with generous circulation space for efficient set-up, construction staging, material delivery/storage; minimal existing occupancies to coordinate with	
GP.3.03	Site Improvements				Aerial Imagery & Site Visit

Appendix C

Screen 1 Quantitative Evaluation Scoring Methodology

ENVIRONMENTAL STEWARDSHIP/ COMMUNITY PRESERVATION		1	2	3	Source/ Assumption
GP.4.01	100-Year Flood Zone	Completely within flood zone	Partially within flood zone	Completely outside of flood zone	100-Year Flood Zone in Westshore area obtained from FGDL ¹ - GIS data layer
GP.4.02	Wetland Designations	Substantial wetland impacts	Moderate wetland impacts	No wetland impacts	Wetlands in Westshore area obtained from FGDL - GIS data layer (FLUCCS ² / Existing Land Use)
GP.4.03	Protected Habitats				
	Florida Ecological Greenways Network	Completely within network linkages	Partially within network linkages	Completely outside of network linkages	Florida Ecological Greenways Network in Westshore area obtained from FGDL - GIS data layer
	Florida Manatee Protection Zone	Completely within protection zone	Partially within protection zone	Completely outside of protection zone	Florida Manatee Protection Zones in Westshore area obtained from FGDL - GIS data layer
	Piping Plover Consultation Area	Completely within consultation area	Partially within consultation area	Completely outside of consultation area	Piping Plover Consultation Area in Westshore area obtained from FGDL - GIS data layer
	Scrub-Jay Consultation Area	Completely within consultation area	Partially within consultation area	Completely outside of consultation area	Scrub-Jay Consultation Area in Westshore area obtained from FGDL - GIS data layer
	Woodstork Core Foraging Area	Intersects 4 or more CFAs	Intersects 1 to 3 CFAs	Intersects 0 CFAs	Woodstork Core Foraging Area in Westshore area obtained from FGDL - GIS data layer
GP.4.04	Historical Features				
	SHPO Historic Structures	Historic structure(s) within site	Historic structure(s) adjacent to site	No historic structures within or adjacent to site	SHPO ³ Historic Structures in Westshore area obtained from FGDL - GIS data layer

GP.4.05 Hazardous Materials					
	EPA RCRA Facilities	4 or more facilities within site	1 to 3 facilities within site	0 facilities within site	<i>EPA RCRA⁴ Facilities in Westshore area obtained from FGDL - GIS data layer</i>
	Fuel or Oil Tanks	4+ locations or 11+ tanks within site	1 to 3 locations or 1 to 10 tanks within site	0 locations and 0 tanks within site	<i>Fuel or Oil Tanks in Westshore area obtained from FGDL - GIS data layer</i>
	Petroleum Contaminated Facility	2 facilities within site	1 facility within site	0 facilities within site	<i>Petroleum Contaminated Facilities in Westshore area obtained from FGDL - GIS data layer</i>
GP.4.06 Social Impacts					
	Noise/Light Sensitivity	Residential land use adjacent to 3 or more sides of site	Residential land use adjacent to 1 to 2 sides of site	No residential land use adjacent to site	<i>City of Tampa Future Land Use & Zoning</i>
GP.4.07 Environmental Justice (EJ)					
	Minority Population > 40%	Occurrence within site boundary	Occurrence adjacent to site boundary	No occurrences within or adjacent to site boundary	<i>Minority Population in Westshore area obtained from FGDL - GIS data layer (2000 Census Blocks)</i>
	Residents Living Below Poverty Level > 20%	Occurrence within site boundary	Occurrence adjacent to site boundary	No occurrences within or adjacent to site boundary	<i>Residents Living Below Poverty Level in Westshore area obtained from FGDL - GIS data layer (2000 Census Block Groups)</i>
	Median Age ≥ 65 Years	Occurrence within site boundary	Occurrence adjacent to site boundary	No occurrences within or adjacent to site boundary	<i>Median Age of residents living in Westshore area obtained from FGDL - GIS data layer (2000 Census Blocks)</i>

- Notes: 1. FGDL - Florida Geographic Data Library
2. FLUCCS - Florida Land Use and Cover Classification System
3. SHPO - State Historic Preservation Office
4. EPA RCRA - Environmental Protection Agency - Resource Conservation and Recovery Act

**Appendix D. Quantitative Evaluation
– Screen 1: Scoring Results
Back-up Information**

Appendix D Westshore Intermodal Study and Strategic Transportation Plan

SCREEN 1 Quantitative Evaluation of Individual Sites

T.O.D & REDEVELOPMENT POTENTIAL		A	C/F	D	G	H	I	Q	S	U	V
GP.1.01	Adjacency to future High Density Mixed-Use Development within quarter mile	3	2	2	2	3	2	1	2	2	1
GP.1.02	Adjacency to future High Density Mixed-Use Development within half mile	3	2	2	1	2	1	1	1	1	1
GP.1.03	Suitability for Joint Use	3	3	1	3	3	3	3	3	3	3
GP.1.04	Sites located within core activity areas (Westshore Mall, International Mall, Dale Mabry Business Corridor & Kennedy Business Corridor)	3	2	3	2	1	2	1	3	2	2
GP.1.05	Shape of the Site	2	3	3	1	3	2	3	3	3	3
GP.1.06	Suitability for Future Expansion (size)	3	3	3	1	3	2	2	3	3	1
GP.1.07	Fits with Transit Station T.O.D Policies	3	3	3	3	3	3	3	3	1	1
GP.1.08	Favorable for Vertical Growth relative to Glide Paths	3	3	3	3	3	3	3	3	3	3
GP.1.09	Visibility from Major Roads	3	2	1	2	1	3	1	3	2	2
GP.1.10	Existing Parking On-Site and Adjacent to the Site	3	2	3	1	3	3	2	3	3	2
GP.1.11	Westshore DRI & Site Location	3	3	3	3	3	1	3	3	3	1
GP.1.12	Brownfield Opportunity	1	1	1	1	3	1	1	1	1	1
GP.1.13	Planned Unit Developments	3	1	1	1	1	3	3	1	1	1
GP.1.14	Enterprise Zones	1	1	1	1	1	3	1	1	1	1
Total Score		37.0	31.0	30.0	25.0	33.0	32.0	28.0	33.0	29.0	23.0

Appendix D Westshore Intermodal Study and Strategic Transportation Plan

SCREEN 1

CONNECTIVITY		Date: June 16, 2011									
GP.2.01	Existing Transit	A	C/F	D	G	H	I	Q	S	U	V
	Local Bus	3	3	3	1	3	3	1	3	3	3
	Express Bus (Both HART & PSTA)	3	3	1	1	1	3	1	3	1	1
	Average	3.0	3.0	2.0	1.0	2.0	3.0	1.0	3.0	2.0	2.0
GP.2.02	Existing Bicycle and Pedestrian Connectivity	A	C/F	D	G	H	I	Q	S	U	V
	Pedestrian (Only)	3	3	3	3	3	3	1	3	3	3
	Bicycle (Only)	1	1	3	3	1	1	1	3	3	1
	Trails	1	1	1	1	1	1	1	1	1	1
	Average	1.7	1.7	2.3	2.3	1.7	1.7	1.0	2.3	2.3	1.7
GP.2.03	Proximity to I-275/ Fixed-Guideway (Pinellas Alternatives Analysis (AA), Westshore to Inverness Transit Study, Howard Frankland Bridge PD&E Study)	A	C/F	D	G	H	I	Q	S	U	V
		3	2	1	1	1	2	1	1	1	1
GP.2.04	Water/ Ferry	A	C/F	D	G	H	I	Q	S	U	V
	Ferry	1	1	1	1	1	1	3	1	1	1
GP.2.05	Metro Rapid Transit	A	C/F	D	G	H	I	Q	S	U	V
		3	1	3	1	1	1	1	3	3	3
GP.2.06	HART Alternatives Analysis (AA)	A	C/F	D	G	H	I	Q	S	U	V
		1	3	3	1	1	3	1	3	1	1
GP.2.07	Future Bicycle and Pedestrian Connectivity	A	C/F	D	G	H	I	Q	S	U	V
	Walk (Only)	3	3	3	3	3	3	1	3	1	1
	Bike (Only)	3	3	3	3	3	3	1	3	3	3
	Trails	3	3	3	3	1	1	1	3	3	1
	Average	3.0	3.0	3.0	3.0	2.3	2.3	1.0	3.0	2.3	1.7
GP.2.08	Adjacent Street Traffic Level of Service (LOS)	A	C/F	D	G	H	I	Q	S	U	V
	2035 TBRPM V/C Ratios	1	1	3	3	3	1	1	3	1	1
Total Score		16.7	15.7	18.3	13.3	13.0	15.0	10.0	19.3	13.6	12.4

Appendix D Westshore Intermodal Study and Strategic Transportation Plan

SCREEN 1

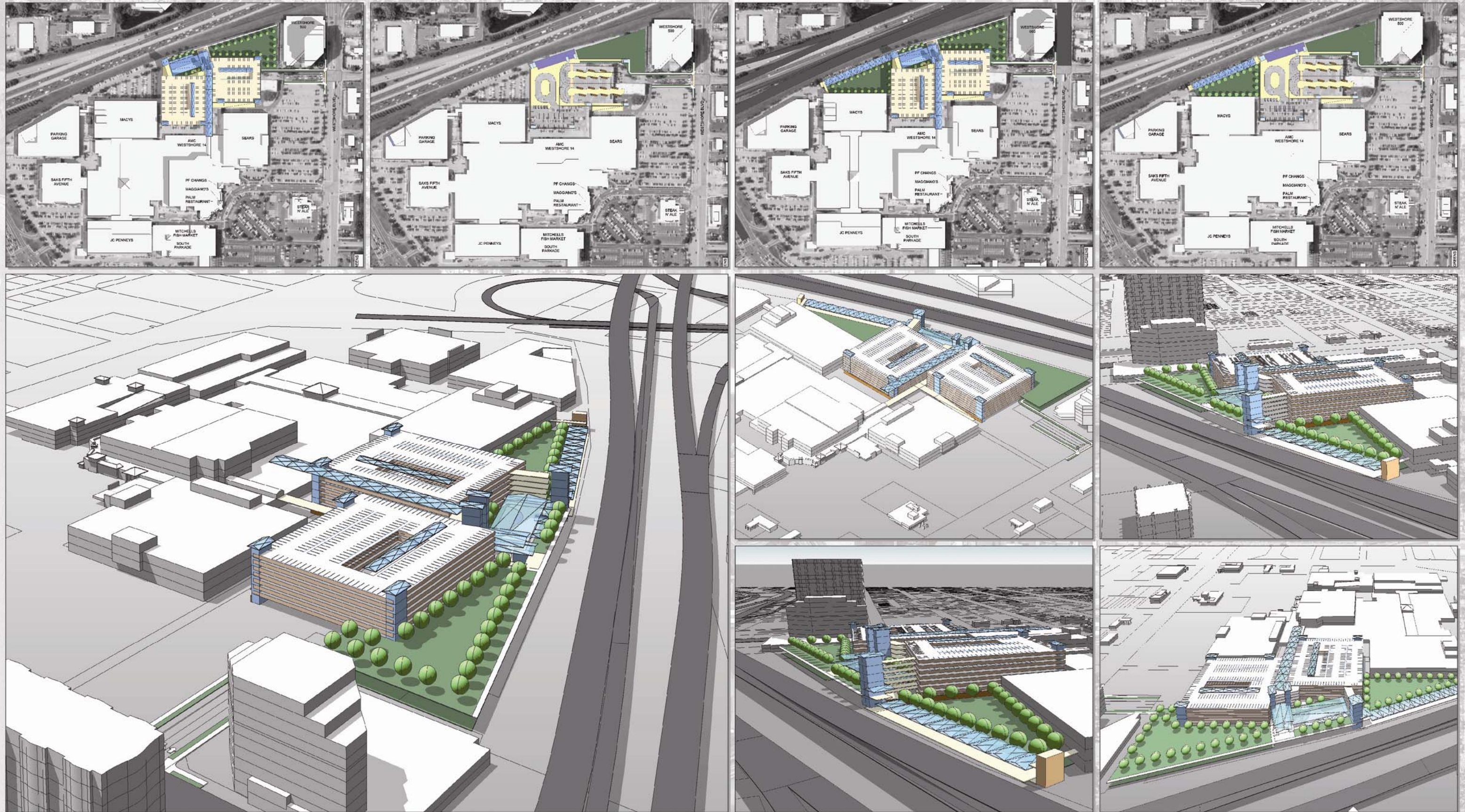
COSTS		Date: June 16, 2011									
GP.3.01	Land Acquisition	A	C/F	D	G	H	I	Q	S	U	V
		1	1	3	3	3	3	3	1	2	2
GP.3.02	Demolition Costs	A	C/F	D	G	H	I	Q	S	U	V
		1	2	2	3	2	2	3	1	1	2
GP.3.03	Site Improvements	A	C/F	D	G	H	I	Q	S	U	V
		1	2	2	3	2	2	3	1	1	2
Total Score		3.0	5.0	7.0	9.0	7.0	7.0	9.0	3.0	4.0	6.0

Appendix D Westshore Intermodal Study and Strategic Transportation Plan
SCREEN 1 Quantitative Evaluation of Individual Sites

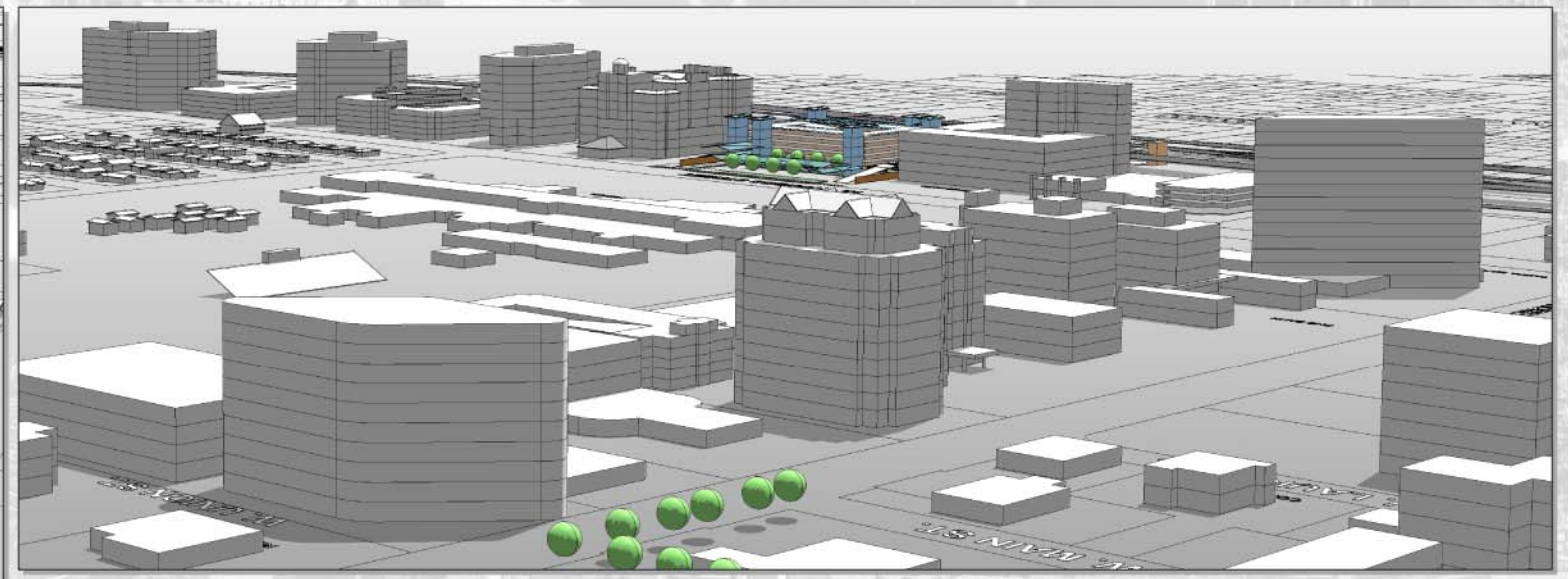
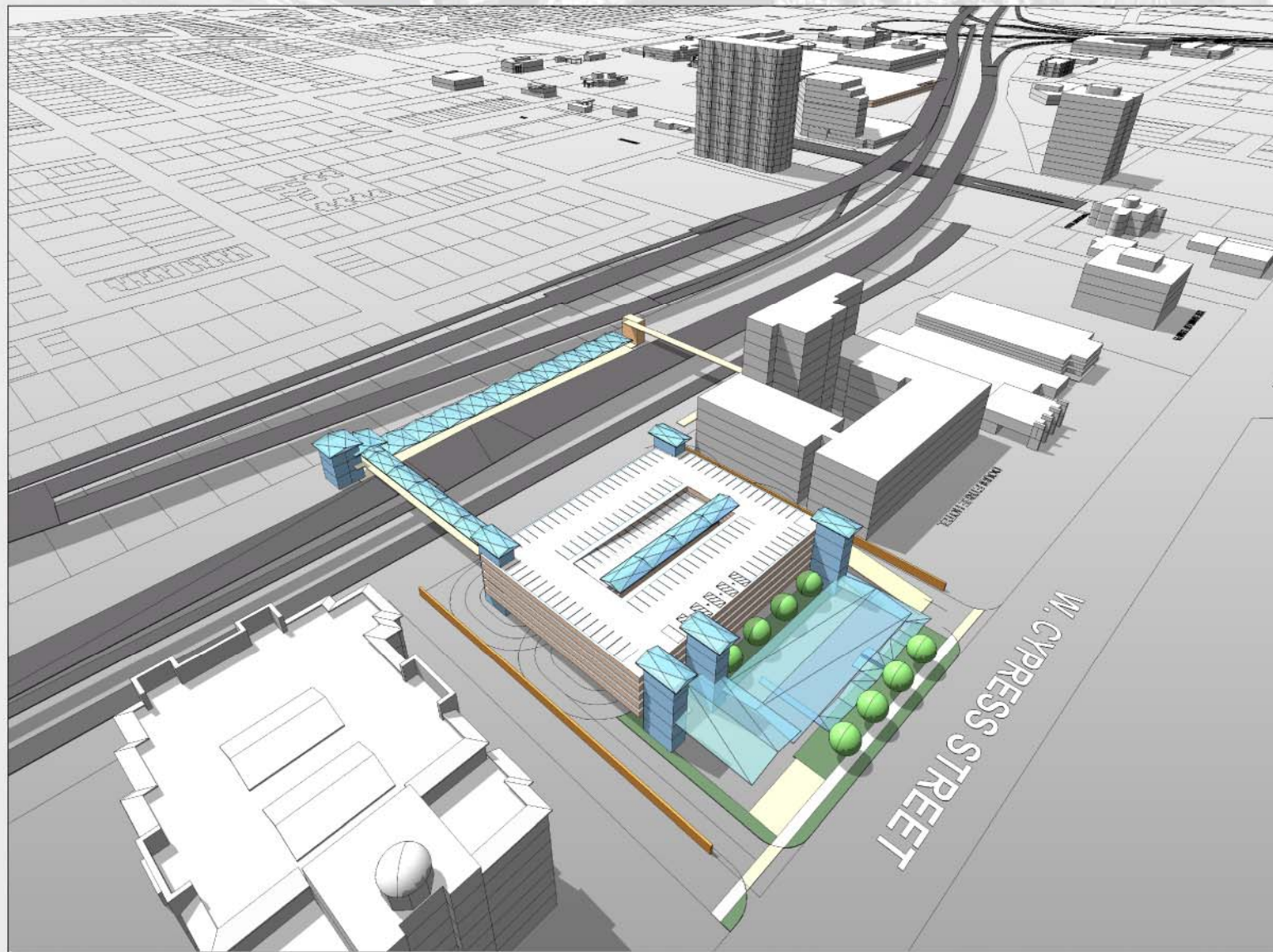
ENVIRONMENTAL STEWARDSHIP/ COMMUNITY PRESERVATION											
GP.4.01	100 Year Flood Zone	A	C/F	D	G	H	I	Q	S	U	V
		1	3	3	3	2	3	1	3	3	3
GP.4.02	Wetland Designations	A	C/F	D	G	H	I	Q	S	U	V
		3	3	3	3	3	3	3	3	3	3
GP.4.03	Protected Habitats	A	C/F	D	G	H	I	Q	S	U	V
	Florida Ecological Greenways Network	3	3	3	3	3	3	2	3	3	3
	Florida Manatee Protection Zone	3	3	3	3	3	3	2	3	3	3
	Piping Plover Consultation Area	1	1	1	1	1	1	1	1	1	1
	Scrub-Jay Consultation Area	3	3	3	3	3	2	3	3	3	3
	Woodstork Core Foraging Area	2	1	1	1	1	1	2	1	1	1
	Average	2.4	2.2	2.2	2.2	2.2	2	2	2.2	2.2	2.2
GP.4.04	Historical Features	A	C/F	D	G	H	I	Q	S	U	V
	SHPO Historic Structures	3	2	3	3	3	3	3	3	3	3
GP.4.05	Hazardous Materials	A	C/F	D	G	H	I	Q	S	U	V
	EPA RCRA Facilities	1	3	2	3	2	2	3	2	2	2
	Fuel or Oil Tanks	1	1	3	2	1	2	2	1	1	2
	Petroleum Contaminated Facility	2	3	3	3	2	1	2	1	3	3
	Average	1.3	2.3	2.7	2.7	1.7	1.7	2.3	1.3	2	2.3
GP.4.06	Social Impacts	A	C/F	D	G	H	I	Q	S	U	V
	Noise/Light Sensitivity	3	1	2	3	1	3	2	3	2	2
GP.4.07	Environmental Justice	A	C/F	D	G	H	I	Q	S	U	V
	Minority Population > 40%	2	2	1	2	1	2	3	2	1	1
	Residents Living Below Poverty Level > 20%	3	3	2	1	1	1	3	3	1	2
	Median Age ≥ 65 Years	3	3	2	3	3	2	3	2	3	3
	Average	2.7	2.7	1.7	2	1.7	1.7	3	2.3	1.7	2
Total Score		16.4	16.2	17.6	18.9	14.6	17.4	16.3	17.8	16.9	17.5

Appendix E. Preliminary Concept Layouts and Renderings

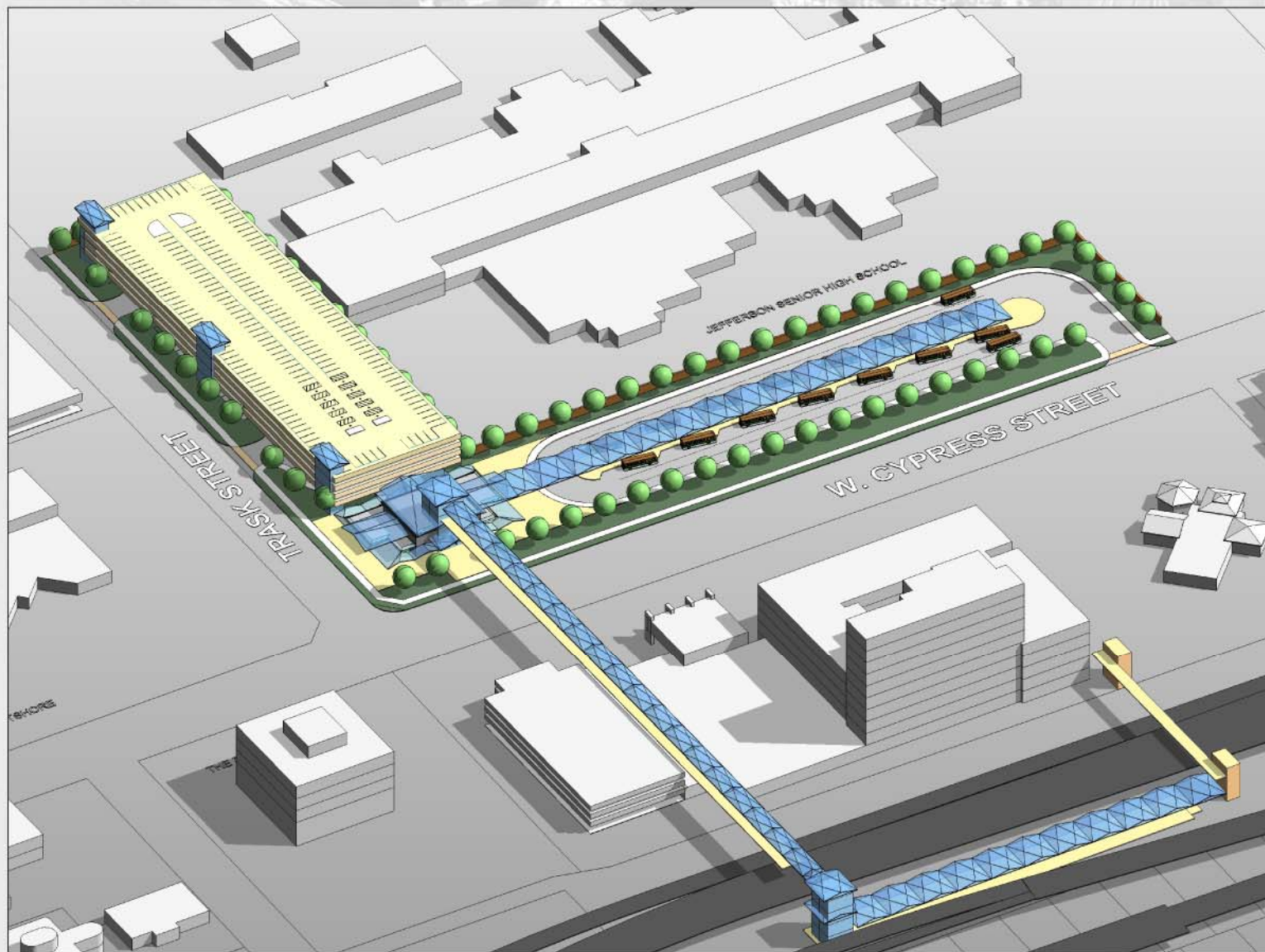
Site A - Joint Use of Westshore Plaza North Parking Area



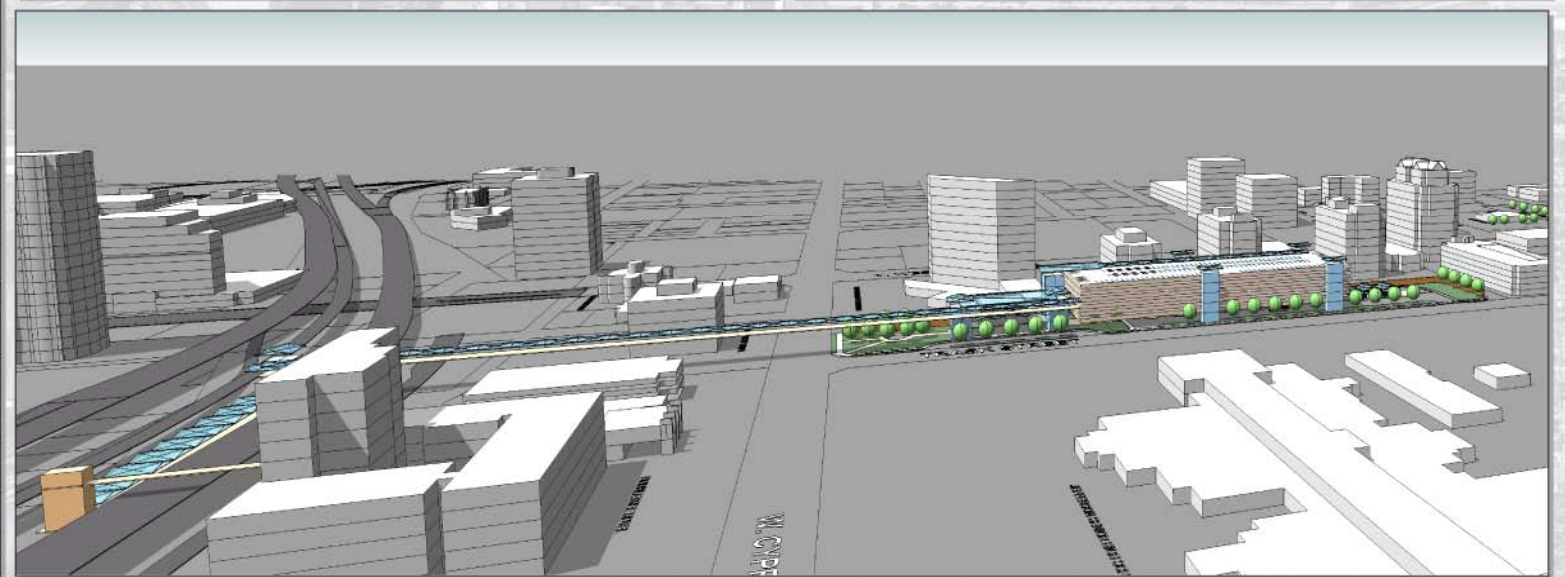
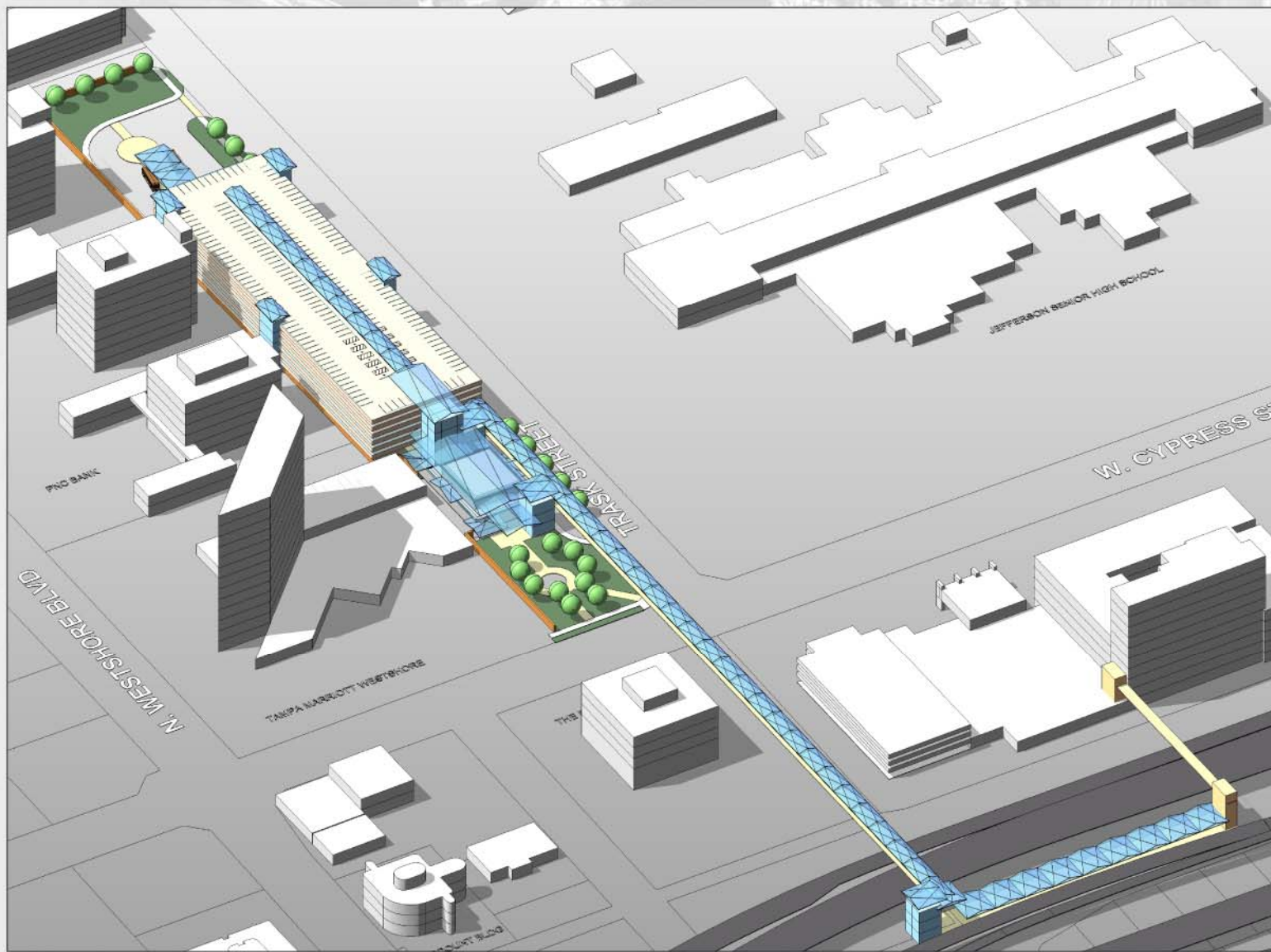
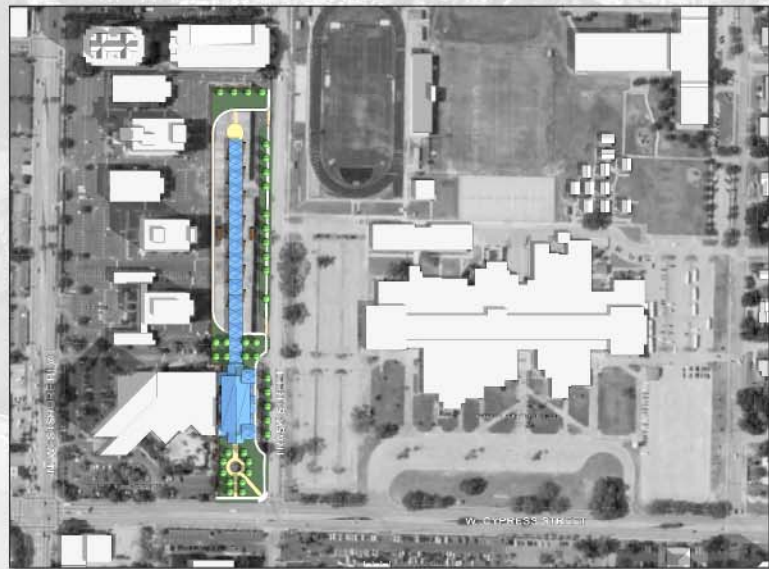
Site C - I-275 Median & Land to the North Along Cypress Street



Site D - Joint Use of Jefferson High School Parking Area Along Cypress/Trask Street



Site S - Joint Use of Parking Areas Along Trask



Appendix F. Agency Comments

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Agency	Section/Page	Comment	Response
Florida Department of Transportation-District Seven			
		1. For all four recommended sites the rail station is proposed to be in the median of I-275 or on the southside of I-275. Since a walkway will need to be built to get to the intermodal center to the rail platform, recommend continuing the walkway to the other side of the interstate to allow pedestrian access from both sides of the interstate. For many of the proposals this could become a pedestrian walkway "spine" for the Westshore area.	We have added this suggestion to the page 6-3 in the Recommendation.
	Page ii	2. Page ii: The text of the Executive Summary provides the location of the four (4) recommended sites, which includes: Site A; Site C; Site D; and, Site S. Figure ES-1 on Page iii shows the location of Site "C/F", which is not consistent with the text on Page ii.	On Figure ES-1 we changed Site "C/F" to simply Site "C".
	Page iv	3. Page iv: The long term vision assumes a rail platform in the median of I-275. However Figure 3-4 shows the rail alignment in the Westshore area using Cypress Street and Trask Street. A clarification and maybe a consolidation should be done to the report where it assumes the rail platform should be in the median of I-275, when the Hillsborough Alternatives Analysis may recommend something different?	This issue should be discussed with the sponsor group. FDOT's Ultimate Configuration for I-275 in this area, as shown in the approved 1994 Tampa Interstate Study (TIS) Preferred Alternative, identified a transit envelope in the median of I-275 from west of SR 60 to the Hillsborough River. The TIS also shows a median flare out between Trask St. and Manhattan Ave. that could accommodate a rail platform in the median. The original Tampa Light Rail FEIS (2002) was planned along Cypress St. and Trask. The recently approved Pinellas AA (Jan. 2012) is proposed to cross over the Howard Frankland Bridge from the gateway area and on to Downtown Tampa. The HCMPO alignment is not specific. The study team took all of the available information and attempted to connect as many of the planned routes as possible. The I-275 median platform is just one option. As future AA studies are completed, additional coordination will be necessary. We could in fact show two platforms, one for the Tampa Rail Project and one for the Pinellas AA. Three of the four viable sites would be able to accommodate both systems.
	Page 1-2	4. Page 1-2, Paragraph 3: "Westshore Palms is considered Westshore's hidden gem., bordered...."	Corrected.
	Page 1-2	5. Page 1-2, Section 1.1: The boundaries of the Westshore Business District are identified as being Kennedy Boulevard on the south, Himes Avenue on the east, Hillsborough Avenue on the north and the Tampa Bay shoreline to the west. Figure 1-1 on Page 1-3 does not show Hillsborough Avenue as the northern boundary. Please clarify.	Graphic has been revised to show Hillsborough Ave. (Sorry, this didn't get changed in the revised draft).
	Page 1-2	6. Page 1-2, Paragraph 5: "It also states that the Westshore area offers significant opportunities for TOD market potential due to its established market identity...."	Corrected.
	Page 1-4	7. Page 1-4: Is there an opportunity to hyperlink the "pertinent ongoing studies" so an interested reader has the option to review or pass up the "pertinent ongoing studies"?	List of resources in the back of the document provides additional information on the previous studies.
	Page 1-5	8. Page 1-5: The label "Safty Harbor" is located at the southern end of the City, and is spelled "Safty Harbor."	Corrected.
	Page 1-6	9. Page 1-6, paragraph 1: "In addition to improving the connectivity of the existing and planned transportation modes in the Tampa Bay region, the Westshore Multimodal Center would also help to revitalize...."	Corrected.
	Page 1-6	10. Page 1-6, paragraph 4: "The goals and objectives of the Westshore Multimodal Study are to identify an area within the boundaries of the Westshore Business District...."	Corrected.
	Page 1-6	11. Page 1-6: The following statement is better served as a footnote within the recommendations section: "A purpose and need statement will need to be submitted into the Efficient Transportation Decision Making (ETDM). Through the ETDM process, the state's Environmental Technical Advisory Team (ETAT) will review and provide comments on the project".	Statement has been added to the Recommendation section.
	Page 1-7	12. Page 1-7, paragraph 1: "Hillsborough Area Rapid Regional Transit (HART) system...."	Corrected.
	Page 1-7	13. Page 1-7, paragraph 7: "There is are no major capacity improvements for roadways...."	Corrected.
	Page 1-7	14. Page 1-7: Are there other economic incentives beyond affordable housing incentives for current property owners to reserve subject properties for future multimodal operations. See statement below: "...The DRI was also amended to exempt projects from fees which provide affordable housing."	We will continue to research the other incentives and add appropriate language into the final report.
	Page 1-9	15. Page 1-9, Item 8: "Location/Geography. Locate the multimodal center where present and future transportation options function as easy transfer points for users.	Corrected.
	Page 2-1	16. Page 2-1: Under "Short-Term Vision (5 to 10 years)", suggest adding a bullet to include alternative option for electric vehicles.	Added.
	Page 2-3	17. Page 2-3, third bullet: Would you want to add park and ride lots and electric car charging stations to the list of what should be accommodated?	Added.
	Page 2-5	18. Page 2-5, Figure 2-3: Would you want to consider color-coding the types of sites (e.g., vacant, underutilized, joint use, etc.), carrying this same scheme into Figures 2-4 and 2-5?	Graphic was originally set up that way, but was confusing to the advisory team, so we simplified the graphic at that time.
	Page 2-6	19. Page 2-6, paragraph 3: "As the USF, downtown Tampa, Gateway, and St. Petersburg Sites are not located within the core study area...."	Corrected.
	Page 2-7	20. Page 2-7, section 2.4.3.: "The transit platform in-associated with Site F would be connected to Site C by a method such as moving walkway.	Corrected.
	Page 2-7	21. Page 2-7, 2.4.3 Combining Sites C and F. Please also consider stating that Sites D and S also utilize and are combined with Site F since Site F is the rail platform in the median of I-275.	Added a statement to clarify on page 2-7 and 3-11.

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	Page 2-8	22. Page 2-8: Suggest placing an asterix next to the Figure 2-4 – 11 Viable Sites* and include a footnote that states Site C&F could be combined as one site option (see Figure 2-5- 10 Viable Sites).	Left as is, to avoid confusion.
	Page 3-3	23. Page 3-3, section 3.3: "For Site H, ranked 6, discussions concentrated on...."	Corrected.
	Page 3-6	24. Page 3-6, Paragraph 1: "Follow up meetings with the Management Team and WIC Team, community neighbourhood associations...."	Corrected.
	Page 3-6	25. Page 3-6, section 3.3.1.1: The subject is "Elimination of Site H," but the paragraph begins with "Two Guiding Principles combine to eliminate Site I."	Corrected. We switched the texts for the two sections. They were in the wrong place.
	Page 3-6	26. Page 3-6, section 3.3.1.2: "The elimination of Site I was the based primarily on two Guiding Principles:...." The subject is "Elimination of Site I," but the explanatory paragraph begins with "Site H, owned by the City of Tampa, is a vehicle maintenance yard and is being considered for redevelopment."	Corrected.
	Page 3-8	27. Page 3-8, section 3.5.1.: "HART currently operates a transfer center...."	Corrected.
	Page 3-8	28. Page 3-8, Table 3-2: If the first column is empty, would you want to consider deleting it and moving the column headings?	Corrected.
	Page 3-9	29. Page 3-9, section 3.5.2: "Some of the potential funding sources are listed and described here:."	Corrected.
	Page 3-9	30. Page 3-9, last paragraph: "Other FTA funds such as Section 5303 program are available <u>for</u> transfer stations."	We have corrected this sentence, based on a HART comment that indicated 5303 funds are only for planning services, and not capital projects.
	Page 4-0	31. Page 4-0: Site Development Graphic of four selected sites. Suggest adding a legible font abutting each site to identify the subject site (example, SITE C) (The font is illegible in the 8.5"x11" format). Otherwise, the graphic reads very well in large or small formats.	We have added labels to the site development graphics in Figures ES-2 through ES-5 and in Appendix E. The graphics on the section divider page are representative only and are not meant to provide a high-level of detail.
	Page 4-0	32. Also, the perspective would read better if the full page site perspectives included the transit stop location within the I-275 median. Somehow there's a subconscious disconnect between the selected site and the terminus envisioned within the I-275 ROW. While it's obvious that three of the sites connect to I-275 ROW, it's not clear as to what the sites are connecting to – there's no transit stop terminus.	We can discuss this with the team.
	Page 4-1	33. Page 4-1, 4.1 Preliminary Architectural Program, second sentence: Change "...local transit agencies and governments to best need the needs of the transit operators..." to "...local transit agencies and governments to best meet the needs of the transit operators..."	Corrected
	Page 4-2	34. Page 4-2, first bullet: Recommend defining "M/E/P/T/FP Support Spaces"	We spelled out the acronym.
	Page 4-2	35. Page 4-2, 4.2.1 Site A – Redevelopment of Westshore Plaza North Parking Garage, fourth sentence: "The long term vision would allow utilizing the median envelope of I-275 as the site is located too far to the west." Should this sentence state "...would not allow...?"	Yes, we have corrected the error.
	Page 4-2, 4-3, and 4-5	36. Pages 4-2, 4-3 and 4-5: The term "Kiss and Ride". First time reader probably has other connotations of this term than how it relates to the subject matter.	We have changed "Kiss and Ride" to "passenger pick up/drop off".
	Page 5-1	37. Page 5-1, paragraph 1: "The Management Team members had direct access to the local governing bodies and were ultimately responsible for providing updates as necessary."	Corrected
	Page 6-1	38. Page 6-1: Would you want to say "Short-Term <u>Vision</u> Modes"?	Corrected
	Page 5-6	39. Page 5-6, Property Owners Meeting: Recommend including the property owners interest and/or issues that they have with the recommendations. If there are letters of support or concern recommend including them in the appendix.	We have added a brief summary of key issues.
	Section 5	40. Tables 5-1 thru 5-6: If this document is available through the internet, it might be useful to insert a hyperlink under each table that provides the back-up material for each meeting. Otherwise disregard aforementioned statement. Reason being – if there are changes or decisions made 10-15 years from now, it's imperative to maintain thoughts and ideas that generated the Site Identification, Site Evaluation and Site Development Sections of the document that were solicited in the various meetings held. Too often vital information from meeting minutes over time gets lost.	This information is available in the project files, which will be provided to each project sponsor at the end of the project. We feel that the report provides enough detail to walk people through the process without needing the additional information.
	Page 6-3	41. Page 6-3, second bullet: "The four viable sites should be studied further..." should be changed to "The four viable sites should be studied further..."	Corrected
		General Comment: Overall the document reads well and is easy to follow.	Noted. Thank you.
		The attached document has typos and other suggestions sticky noted on pages ii, iii, 1-1, 1-2, 1-4, 1-5, 1-6, 1-7, 1-8, 1-9, 2-1, 2-3, 2-6, 2-7, 3-1, 3-3, 3-6, 3-8, 3-9, 3-10, 4-1, 4-2, 4-5, 5-1, 5-3, 5-4, 6-2 and 6-3. (.pdf provided)	Typos corrected.
		Round 2 comments included typos on several pages including: I, ii, 1-4, 1-6, 1-7, 1-8, 1-10, 2-1, 2-3, 2-6, 2-7, 3-6, 3-9, 3-10, 4-2, 5-1, 5-5, and 6-3.	Typos corrected.
Hillsborough County Metropolitan Planning Organization (MPO)			
	Cover	Miscellaneous hand-written edits to better reflect project sponsors and advisory team. Delete all logos except for sponsors. Add sponsors' contact info. Add acknowledgement for the Westshore Alliance. (.pdf of hand-written edits in project files)	Corrected.
	Executive Summary	Miscellaneous hand-written edits to pull additional relevant information and enhance flow of summary. (.pdf of hand-written edits in project files)	Corrected.
		Add concepts to the summary.	Concepts were added as ES-2 through ES-5.
	Section 1	Edits on pages: 1-1, 1-2, 1-4, 1-7, 1-8, 1-9 and 1-10. Add graphic on page 1-8.	Corrected and graphic added.
	Section 2	Edits on pages: 2-1 and 2-2.	Corrected.
	Section 3	Edits on pages: 3-6, 3-9, and 3-10.	Corrected.
	Section 4	Edits on pages: 4-1, 4-3, 4-4, 4-5, and 4-6.	Corrected.
	Section 5	Miscellaneous edits to better reflect project sponsors and advisory team activities on pages: 5-1 through 5-5.	Corrected.
	Section 6	Edits on pages: 6-1 and 6-3.	Corrected.

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Hillsborough Area Regional Transit (HART)			
	Executive Summary		
		Page i. 2nd paragraph. Delete all references that HART is conducting studies to identify a LPA for premium transit or is conducting an Alternative Analysis study. This AA study was terminated in the spring 2011.	References to the AA have been deleted.
		Guiding Principles. Add 'local' to "Regional Connectivity" because of the importance of addressing the local service needs in the location and design of a center (incorporate this issue in other parts of the report as well).	"Local" has been added to each section where the "Guiding Principles" were discussed.
	Report		
	Page 1-5 map	Clarify source for several projects - Streetcar phase 2 and 3, light rail stations	Figure 1-2 is straight from the original TBIC PD&E Study that was approved in 2005. We did not make any changes to it.
	Page 1-5 map	Westshore Transit Center - revise to Westshore Transfer Center; map scale is a bit challenging (express service does not connect to this transfer center)	Figure 1-2 is straight from the original TBIC PD&E Study that was approved in 2005. We did not make any changes to it.
	Page 1-6 Purpose and Need	Recommend the first step in this effort is determining the need for the improvement (i.e. transfer center), followed by the program identification and then site selection	Incorporated this language in the Section 6 Recommendations on page 6-3.
	Page 1-8 Section 1.3.5	As of 12/31/2011, HART has 195 buses and 46 vans operating on 46 routes (29 local, 12 express, and 5 flex circulators), and one electric streetcar line. Facilities include 23 park and ride lots, four staffed customer service centers, and 11 transit/transfer centers. The total FY2011 ridership for all modes was 14,236,638.	Replaced current write-up with HART's revised version.
	Page 2-3	Page 2-3 Correction to location of WestShore Plaza - south of I-275 (not north)	Corrected.
	Page 3-9 Potential funding sources.	This is a critical element of the study.	Agreed.
	Page 3-9 Potential funding sources.	Add narrative discussing the current situation with regard to federal transportation funding as well as transit funding in general. (i.e. federal funding levels are uncertain, with potential reductions of 30% under discussion. Several transit agencies, including HART, are using capital funds to support operating related expenses because of the significant ad valorem funding declines in past four years.	Added this discussion to the first paragraph in Section 3.5.2 on page 3-9.
	Page 3-9 Potential funding sources.	Add language that federal transit funding is restricted to certain project element and there are specific requirements related to incorporating joint development or transit oriented development in a federally funded project. This will need to be addressed in any subsequent funding plan.	Added this discussion to the end of the FTA section in Section 3.5.2 on page 3-10.
	Page 3-9 Potential funding sources.	FHWA funds - Region no longer receives CMAQ funding. STP funds are prioritized five years in advance and are very competitive locally. There is some discussion at the federal level that STP funding will be discontinued.	Added this clarification on page 3-10: Currently, the Tampa Bay area is considered an attainment area for the air quality contaminant ozone; however, the U.S. Environmental Protection Agency (EPA) is also considering amending their current standards, which could result in the region falling into non-attainment status for ozone. Thus, the region may become eligible to receive CMAQ funding once again.
	Page 3-9 Potential funding sources.	FTA funds - Section 5307 funds are allocated to HART and Pinellas in this area (Pasco is a sub recipient). As noted above, HART has been using most of the Section 5307 funds to cover operating costs. Funding for capital projects is a critical issue (bus replacement, ADA improvements, facility and infrastructure upgrades); as a result it would be challenging to redirect Section 5307 funds to a new project. The State does not directly receive these funds (with the exception of the Governors' Apportionment, which addresses systems under 50,000 population and the nonurbanized area funding).	Added clarification to FTA section in Section 3.5.2 on page 3-10.
	Page 3-9 Potential funding sources.	Sentence is incomplete "Other FTA funds such as the Section 5303 program are available transfer stations"; also note that Section 5303 funds support planning activities only (not capital).	Revised sentence based on previous comment.
	Page 3-9 Potential funding sources.	Add language that operating costs of a facility will be a critical component of the funding plan (maintenance, security, customer service, real time passenger information). Many funding sources do not reimburse these costs.	Added sentence at end of FTA section in Section 3.5.2 on page 3-10.
	Page 4-2 - Preliminary Concepts	<ul style="list-style-type: none"> • Emphasize convenient access for transit to the facility, including separate lanes and signal prioritization • Change busways to bus bays (here and throughout the report) 	<p>Added the following sentence to the first paragraph in Section 4.1: One of the most important aspects of the program is convenient access for transit to the facility, including separate lanes and signal prioritization, when possible.</p> <p>Corrected.</p>

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	Page 6-3 Recommendations	Page 6-1 Long term Vision - Identify source of the long term vision - "transit envelope in I-275 with rail platform in median (Trask-Manhattan)". Suggest this is an important issue to clarify given Hillsborough County MPO 2035 LRTP and other plans have not specified this link (and there is no approved AA Study for this link)	This issue should be discussed with the sponsor group. FDOT's Ultimate Configuration for I-275 in this area, as shown in the approved 1994 Tampa Interstate Study (TIS) Preferred Alternative, identified a transit envelope in the median of I-275 from west of SR 60 to the Hillsborough River. The TIS also shows a median flare out between Trask St. and Manhattan Ave. that could accommodate a rail platform in the median. The original Tampa Light Rail FEIS (2002) was planned along Cypress St. and Trask. The recently approved Pinellas AA (Jan. 2012) is proposed to cross over the Howard Frankland Bridge from the gateway area and on to Downtown Tampa. The HCMPO alignment is not specific. The study team took all of the available information and attempted to connect as many of the planned routes as possible. The I-275 median platform is just one option. As future AA studies are completed, additional coordination will be necessary. We could in fact show two platforms, one for the Tampa Rail Project and one for the Pinellas AA. Three of the four viable sites would be able to accommodate both systems.
	Page 6-3 Recommendations	Reference the Tampa International Airport Master Plan effort and their evaluation of the need for a multi modal center on airport property. It will be important to coordinate any further analysis with this effort (service coordination, need for two intermodal centers, facility roles)	Added reference to airport master plan on page 6-3.
	Page 6-3 Recommendations	Follow up efforts need to include:	
	Page 6-3 Recommendations	• Project need	Enhanced language on page 6-3.
	Page 6-3 Recommendations	o Review of work travel patterns to and from Westshore District, using Census journey to work data. This information will also be an important input into site selection process	Enhanced language on page 6-3.
	Page 6-3 Recommendations	• Site selection process. The following criteria must be prioritized in the process:	Enhanced language on page 6-3.
	Page 6-3 Recommendations	o Transit operating costs	Enhanced language on page 6-3.
	Page 6-3 Recommendations	o Transit access	Enhanced language on page 6-3.
	Page 6-3 Recommendations	• Funding strategies	Added reference to funding plan and additional studies on joint development/TOD on page 6-3.
	Page 6-3 Recommendations	o Ensure the funding program addresses the long term operating costs of the facility	Added reference to funding plan and additional studies on joint development/TOD on page 6-3.
	Page 6-3 Recommendations	o Provide more detailed discussion of joint development/transit oriented development -issues, opportunities, requirements, restrictions	Added reference to funding plan and additional studies on joint development/TOD on page 6-3.
	Page 6-3 Recommendations	• Coordination efforts	
	Page 6-3 Recommendations	o Housing Authority to discuss opportunities to include affordable housing in the project (important federal emphasis for some funding)	Added reference to the housing authority on page 6-3 (sorry, somehow got left out of revised draft).
	Page 6-3 Recommendations	o Other planning efforts, including the HART EW <i>Metro Rapid</i> PD&E study (ongoing) and MPO Westshore Circulator Study (recently initiated)	Added reference to Local Transit Circulator on page 6-3.
		Overall formatting:	
		Increase font size in Legend boxes	Figures were designed to be printed in 11x17 format. At that scale, the legends are appropriately sized.
		Add more labels on the architectural site concept plans	Corrected.
Westshore Alliance			
		1. It may be helpful to further explain in the Executive Summary how the team made the decision to remain with four sites vs. one individual site. Will the selection of four sites still accomplish the needs of the various corridor studies, the Howard Frankland Bridge study and design of the SR60/Memorial Interchange? Possibly expand on the "flexible solution" and "securing federal funding" and PD&E issues as they pertain to the remaining four sites vs. one site. What are the specific advantages of remaining with four sites?	Under consideration.
		2. Add a brief explanation of how the final "location" may in fact be a combination of two or more sites, such as D and S.	Added text to p. 6-1.
		3. Clarify or expand the short term vision, prior to the opening of the I-275 transit envelope and interchange redesign, regional transit connections to the multimodal center will most likely exit at Lois, Westshore, Kennedy, etc. The current Howard Frankland Bridge study shows several different connection scenarios.	Added text to p. 6-1.
		4. Should the report include more discussion of the ultimate interaction between the Westshore multimodal center and the TIA transit center? While the TIA master plan is not completed, can our report make assumptions as to how the two centers will specifically interact -with Westshore serving as the regional hub with connections to TIA?	Added text to p. 6-2.

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		5. In the Recommendations Sections, page 6-3, list, as feasible, a responsible agency for initiating the actions, i.e., FDOT to initiate agency coordination, funding for the PD&E;HART to initiate actions to identify Westshore circulator; FDOT, City and County to continue to support pedestrian enhancements to set the state for TOD; Westshore Alliance and City to continue to monitor property ownership and utilization of top four sites, etc. Perhaps list the actions in a "next step" sequence where possible.	Group Discussion
		6. Page i, Executive Summary, 2"d paragraph- should mention be made that HART's AA was not completed?	We have deleted references to the HART AA Study.
		7. Page i, Executive Summary, 2"d column- delete Cypress Point Park from paragraph.	Corrected
		8. Page 1-2, 1" paragraph- delete Cypress Point Park	Corrected
		9. Page 1-2, 1" paragraph- add "Cypress Point Park to sentence "Residents are within 5 minute	Corrected
		10. Page 1-2, 2"d paragraph- change Legends Field to Steinbrenner Field.	Corrected
		11. Page 1-7 1" paragraph, 1" sentence- change "Overlay District" to "DRI boundaries"	Corrected
		12. Page 1-7, 2"d paragraph- suggest deleting this paragraph and adding a DRI map as an appendix.	Revision underway.

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