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Westshore Plaza expansion study

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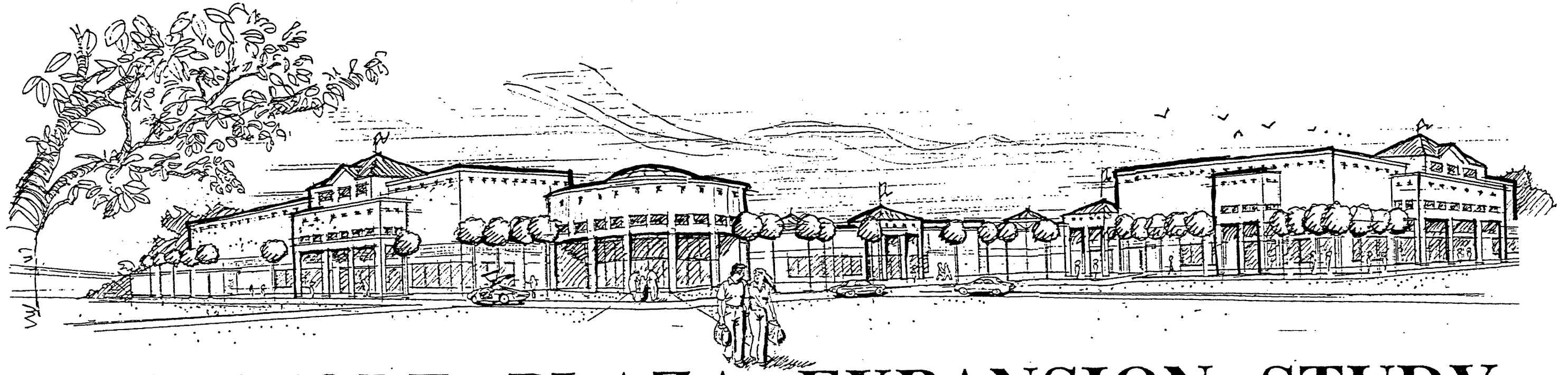


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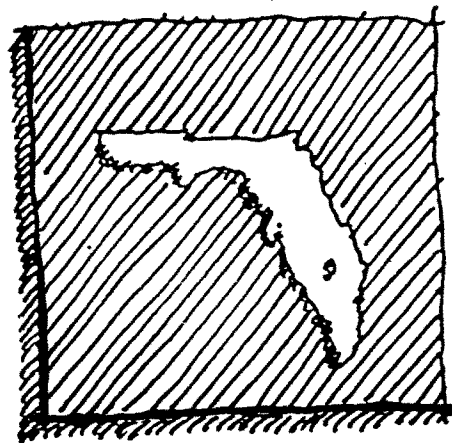
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WESTSHORE PLAZA EXPANSION STUDY

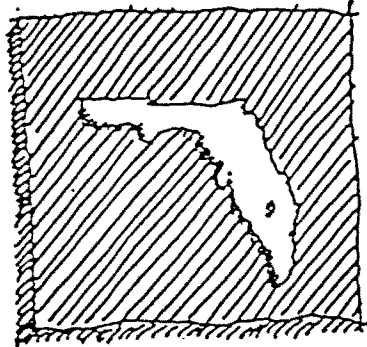


PREPARED BY:

**FLORIDA CENTER
FOR COMMUNITY
DESIGN AND RESEARCH**

JULY 30, 1993

WESTSHORE PLAZA EXPANSION STUDY



FLORIDA CENTER FOR COMMUNITY DESIGN AND RESEARCH

PREPARED BY:
ROBERT JAY COLESTOCK
ERIN O'LEARY BARKER

The following pages continue some of the work that was initiated by Jay Colestock and Erin Barker in an Urban Design Studio in the Graduate Architecture Program at the University of South Florida in Spring 1993. Specifically, after the completion of the school semester, Jay and Erin were asked to explore the possibilities for adding approximately 300,000 square feet of new development, including an additional anchor tenant, to the existing Westshore Plaza mall. While working in the Florida Center during June and July 1993, Jay and Erin examined a number of options for creating such an addition, looking at issues such as parking, services, pedestrian and automobile accessibility, the impact of increased traffic on adjacent roadways, and overall functioning of the Mall. The following pages summarize their studies.

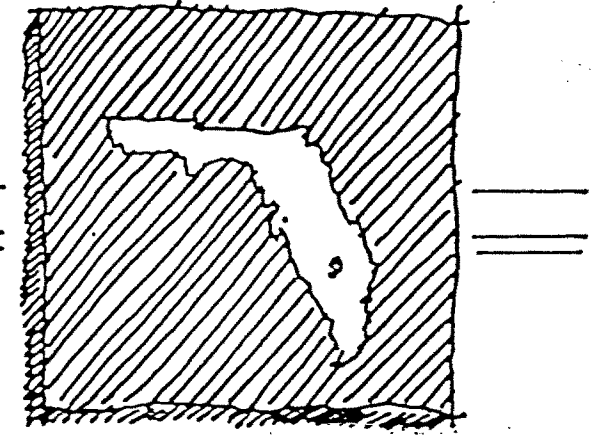
James A Moore, PhD
Director
August 1993

ADVISOR:
JAMES MOORE
JULY 30, 1993

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WESTSHORE PLAZA EXPANSION STUDY



SQUARE FOOTAGE SUMMARY:

EXISTING MALL:

1,000,000 sf. (structure)

EXISTING PARKING: (est.)

(No. of spaces @ 4/1,000 sf.)

4,000 spaces

(Sqftg. @ 333 sf./space)

1,332,000 sf. (parking)

PROPOSED ADDITION SUMMARY:

MALL ADDITION: (est.)

(Anchor store = 180,000 sf.)

300,000 sf. (structure)

(Support retail = 120,000 sf.)

ADDITIONAL PARKING REQUIRED FOR ADDITIONAL RETAIL:

(No. of spaces @ 4/1,000 sf.)

1,200 spaces

(Sqftg. @ 333 sf./space)

400,000 sf.

ADDITIONAL SUBSTITUTE OR RELOCATED PARKING:

(No. of spaces @ 4/1,000 sf.)

630 spaces

(Sqftg. @ 333 sf./space)

210,000 sf.

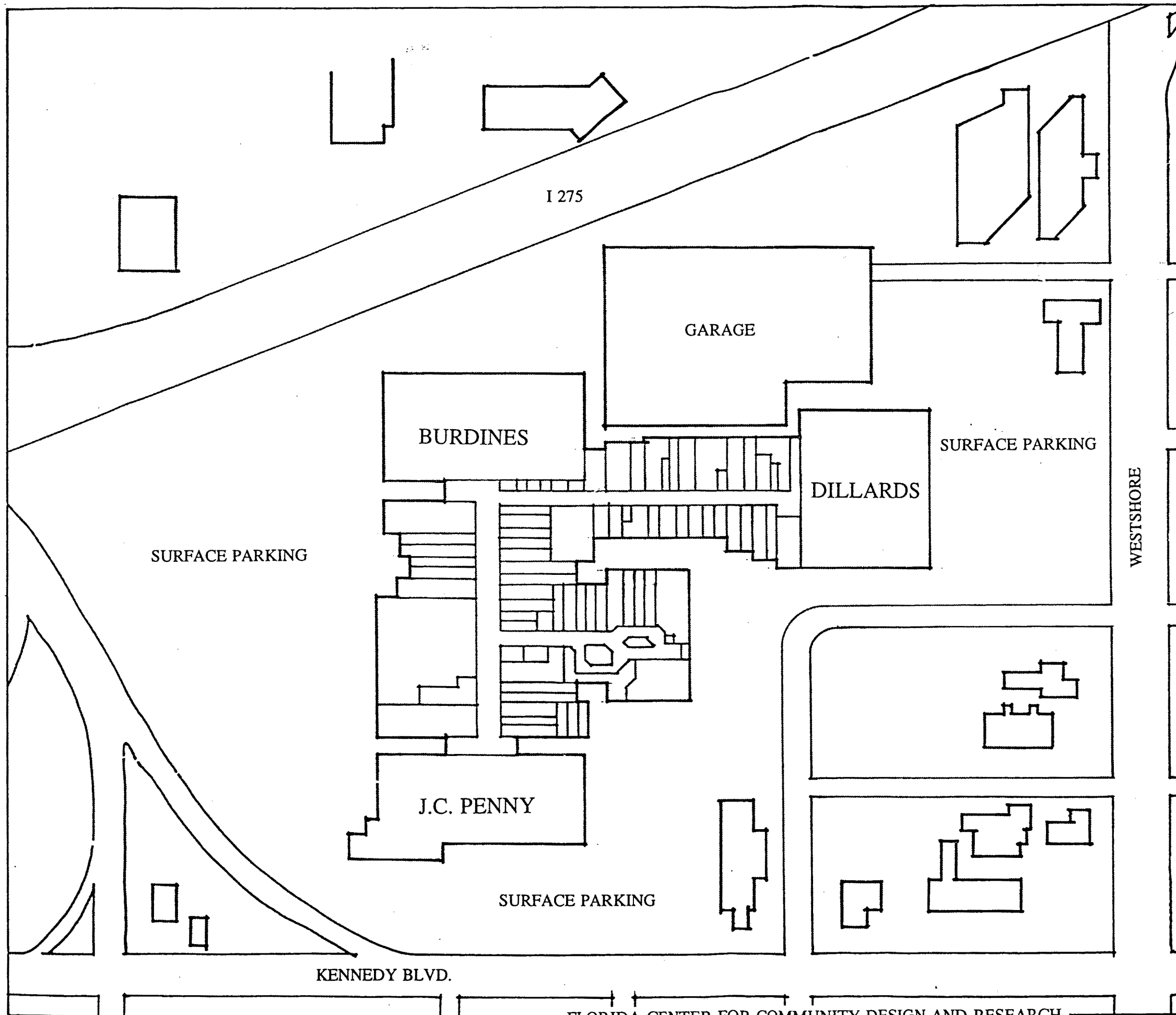
TOTAL PARKING FOR ADDITION:

(No. of spaces @ 4/1,000 sf.)

1,830 spaces

(Sqftg. @ 333 sf./space)

610,000 sf. (parking)



EXISTING SITE

The Westshore Plaza mall is located south of Interstate 275, east of Memorial Highway, north of Kennedy Boulevard and west of Westshore Boulevard. Although the Mall is ringed by major roadways, accessibility is still a concern; there is no connection to the Mall from the Interstate, and Kennedy, Westshore and Memorial all experience very heavy traffic.

The Mall currently has three anchors -- Dillard's, J C Penney's, Burdines-- and comprises just under 1.0 million square feet of retail space, including a substantial food court. At lunchtime, the food court attracts a large number of the office workers from the surrounding Westshore Business District. Because the Interstate separates the Mall from the majority of the businesses, many of the workers drive to lunch. Lunchtime traffic along Westshore Boulevard is currently a major concern for both the Mall and the City of Tampa, and any addition to the Mall will have to insure that levels of service on Westshore Boulevard do not deteriorate.

GARAGE CONFIGURATIONS FOR 1,830 PARKING SPACES:

1. 10 ROWS WIDE = 183 SPACES/ROW @ 10'/SPACE = 1,830 FT./ROW

(4 floors = 457.5 lf.) *
(3 floors = 610.0 lf.)

2. 8 ROWS WIDE = 228.8 SPACES/ROW @ 10'/SPACE = 2,287.5 FT./ROW

(4 floors = 571.8 lf.)
(3 floors = 762.5 lf.)

3. 6 ROWS WIDE = 305 SPACES/ROW @ 10'/SPACE = 3,050 FT./ROW

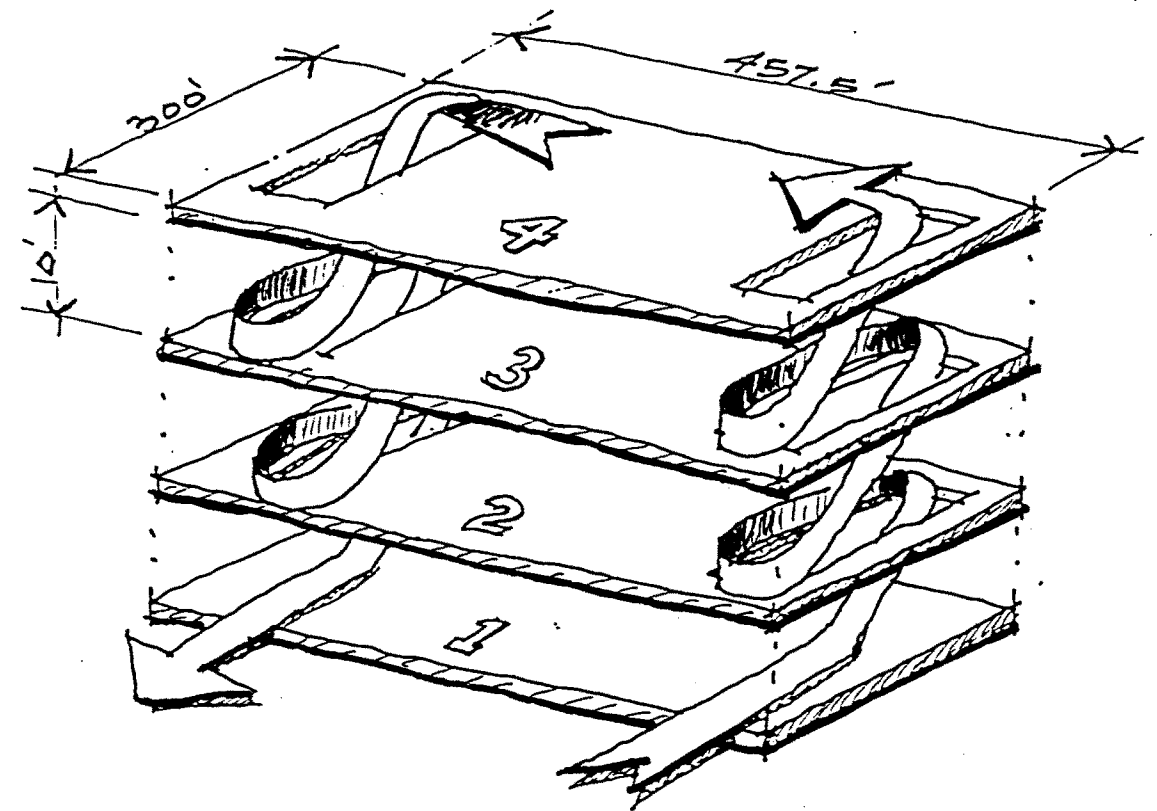
(4 floors = 762.5 lf.)
(3 floors = 1,016.6 lf.)

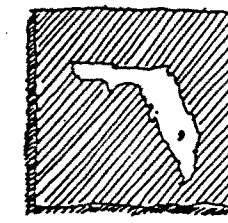
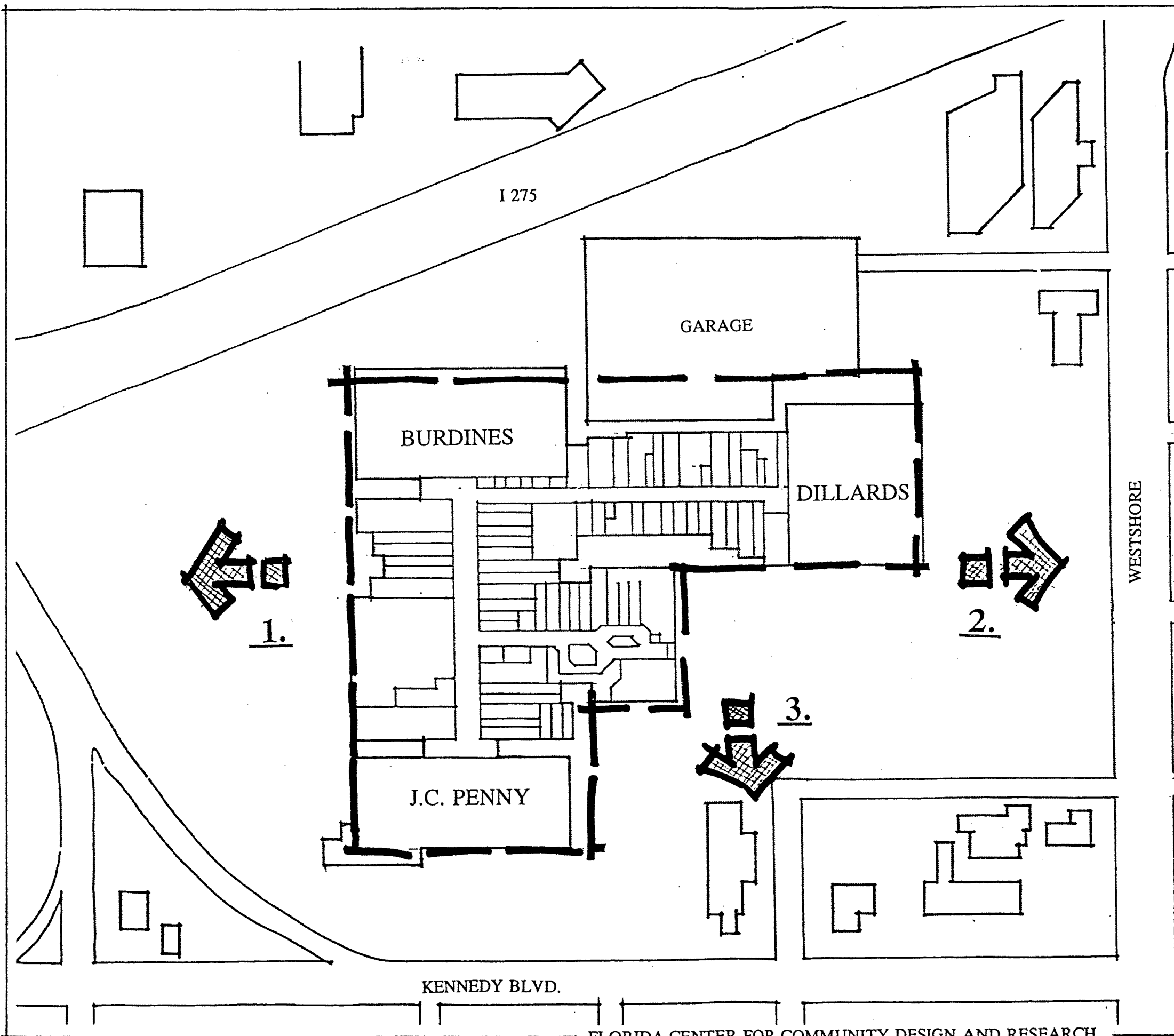
WIDTH CHART:

10 ROWS @ 60'/2 ROWS = 300 FT.

8 ROWS @ 60'/2 ROWS = 240 FT.

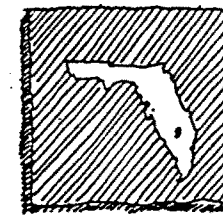
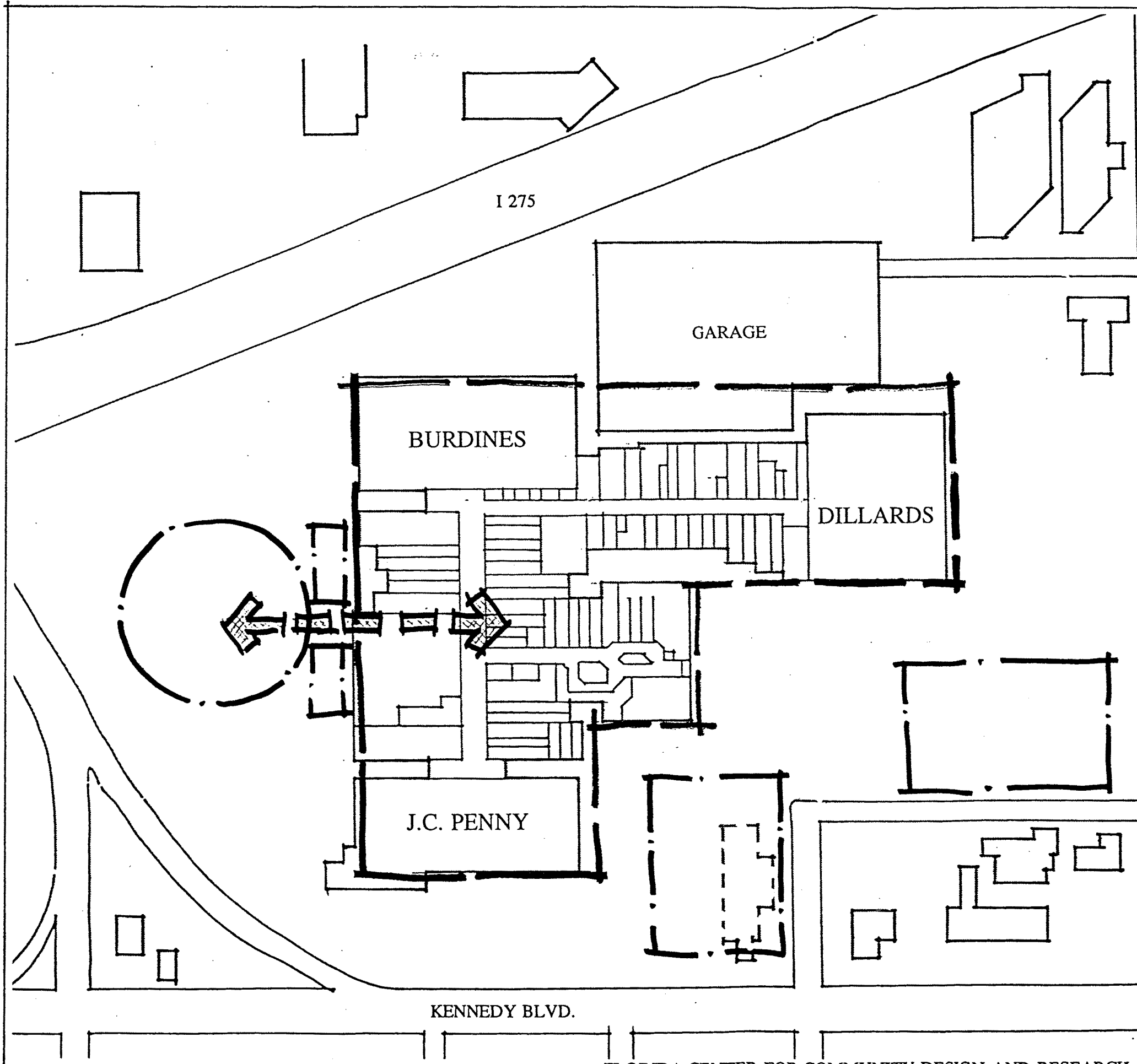
6 ROWS @ 60'/2 ROWS = 180 FT.





Growth Pattern:

- a.) Growth to West:
 Located on the corner of I-275 and Memorial.
- b.) Growth to East:
 Located directly off Westshore Blvd.
- c.) Growth to South:
 Adjoining Kennedy Blvd. and "A" street.



1. Growth to West:

Pros:

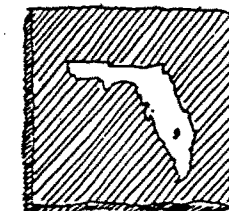
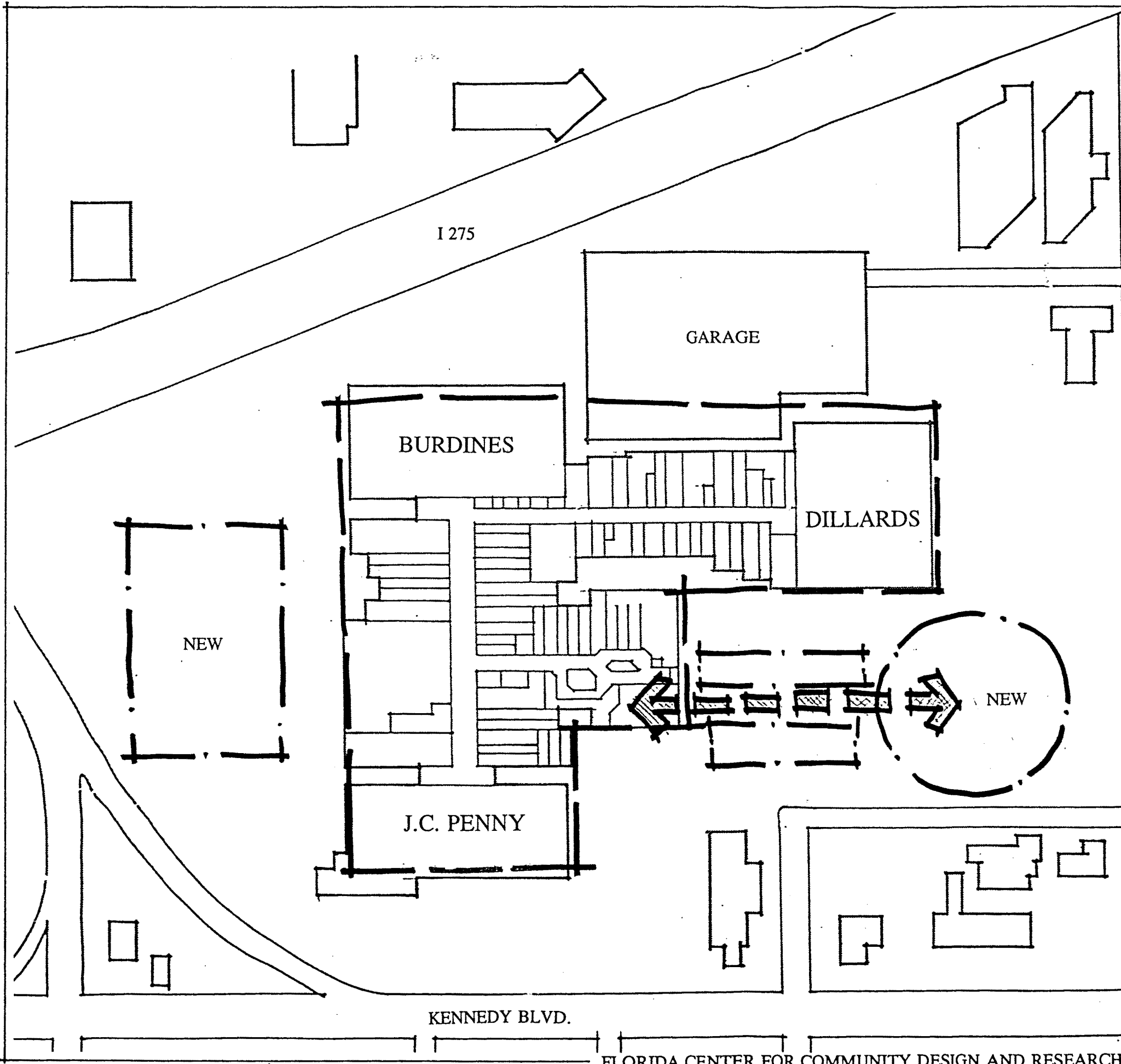
- + Most Buildable area
- + Visual from I-275/ Memorial
- + Less pedestrian circulation
- + Maintains existing food court
- + Provides some surface parking near addition

Cons:

- May cut service paths to the western shops
- Poor visibility from Kennedy/ Westshore
- Relies on Sherrill expansion for "off street" shopping from northern business district
- Places parking in high dollar area
- Increases traffic on Westshore and Kennedy
- Remote from parking garages

WESTSHORE

KENNEDY BLVD.



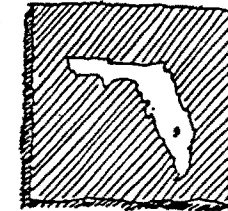
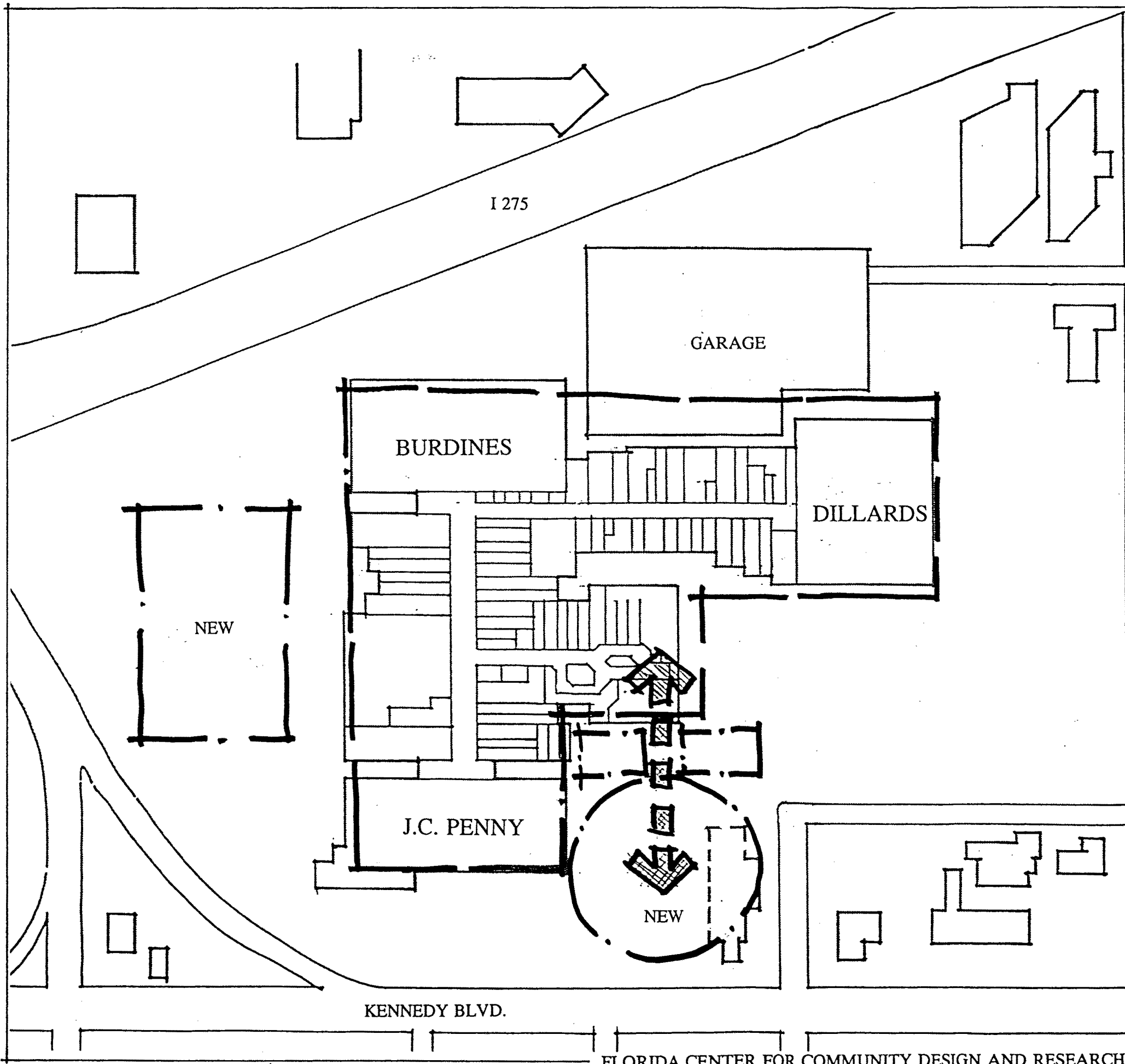
2. Growth to East:

Pros:

- + Allows parking to be in low visual area
- + Makes new store most visual to local traffic
- + Creates remote garage egress from Westshore and Kennedy
- + Allows option of surface parking near new store off Kennedy and Westshore
- + Creates entry from open space near Food Court for mid-day business lunches
- + Maintains existing Bank accessibility
- + May maintains existing service routes

Cons:

- Hides Dillards from Kennedy/ Westshore corner
- Tight buildable area
- May cut internal vehicular traffic
- Relies on Sherrill for traffic egress to northern business district



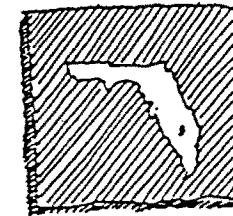
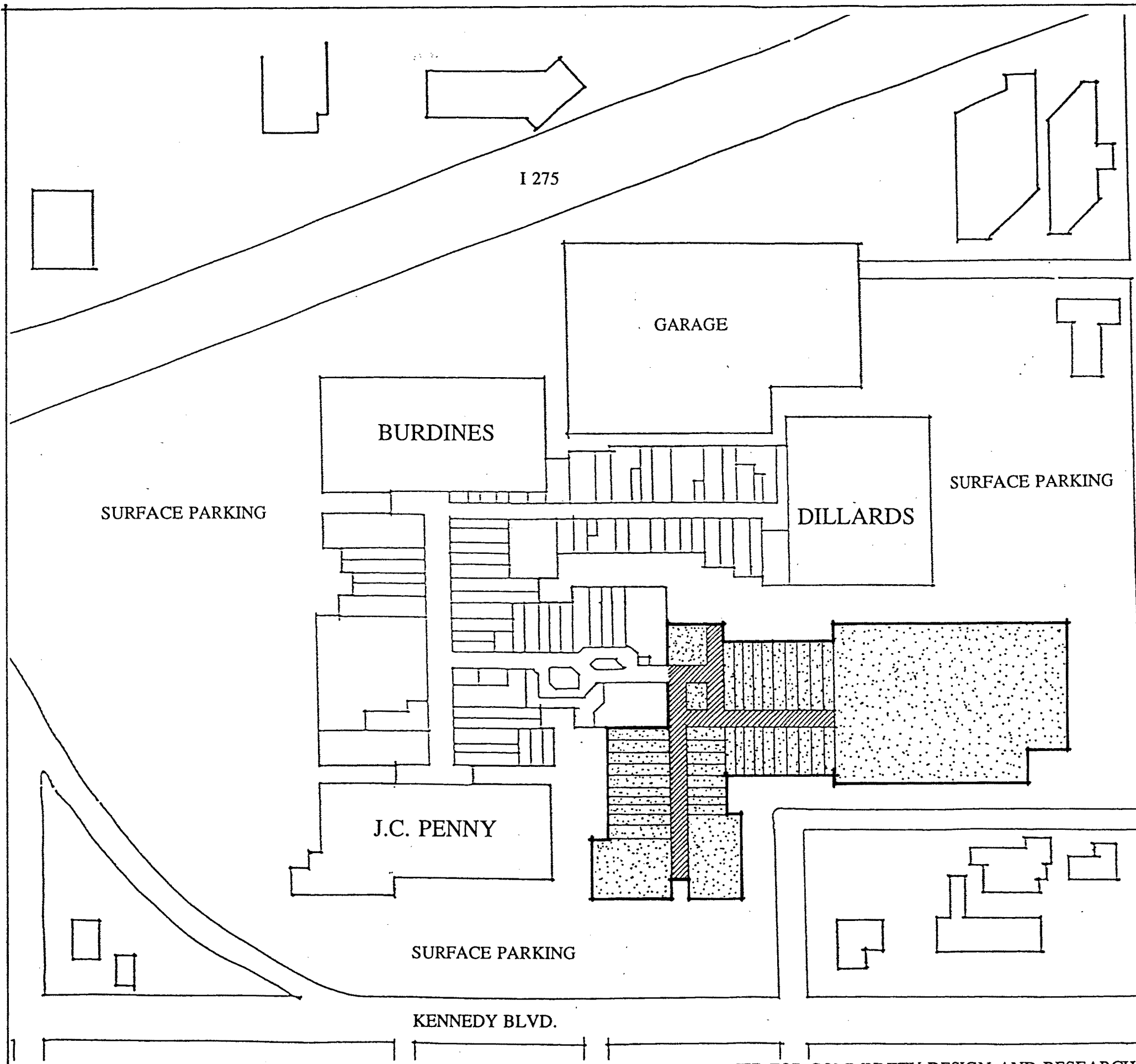
3. Growth to South:

Pros:

- + Places parking in low visual area
- + Makes new addition prominent from Kennedy
- + Creates remote garage traffic away from city streets
- + May utilize surface parking at west

Cons:

- Very tight buildable area
- May requires relocation of food court
- Hides J.C.Pennys from Kennedy/ Westshore corner
- Located too close to J.C.Pennys
- May cut internal vehicular circulation
- Cuts service routes
- Relies on Sherrill for traffic egress to Westshore Business District



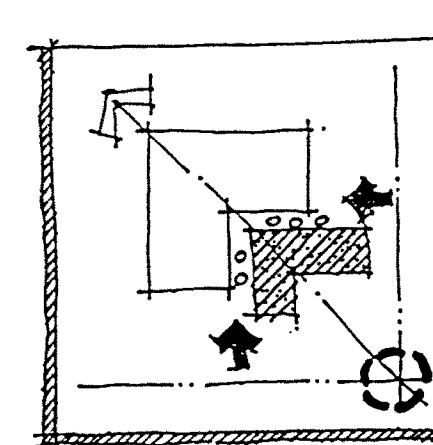
Eastern Development: Scheme 1:

Pros:



- + Maintains bank accessibilities
- + Maintains existing food court
- + Maintains all service route to existing shops
- + Creates entry from Westshore and Kennedy

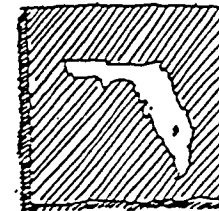
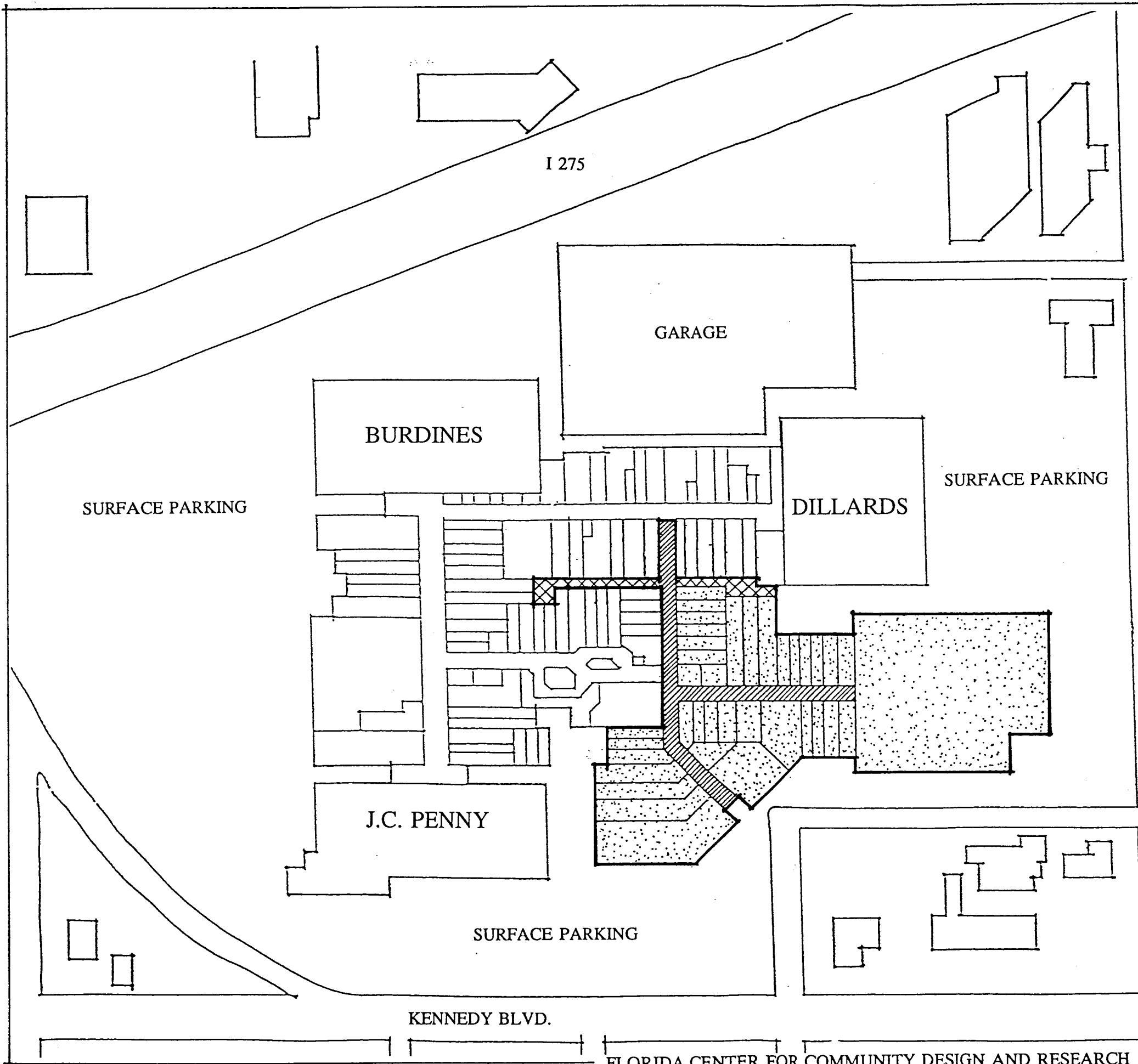
Cons:

- Poor pedestrian circulation
- Tight proximity to Dillard's



LEGEND

-  NEW RETAIL
-  CIRCULATION



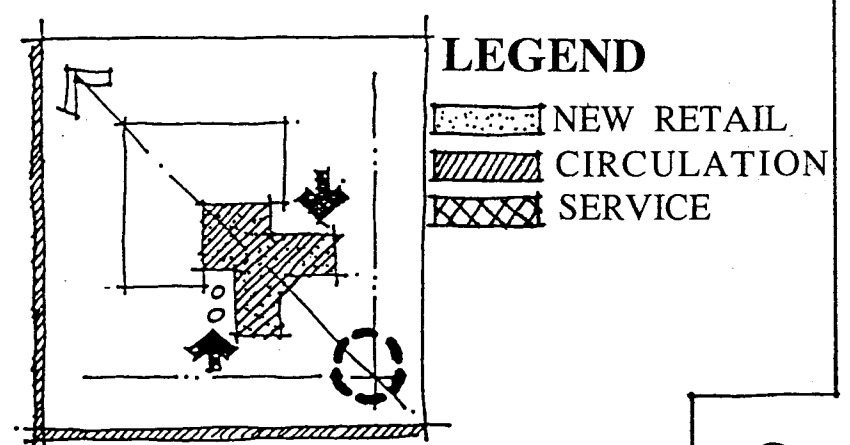
Eastern Development: Scheme 2:

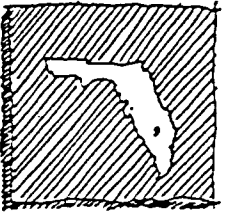
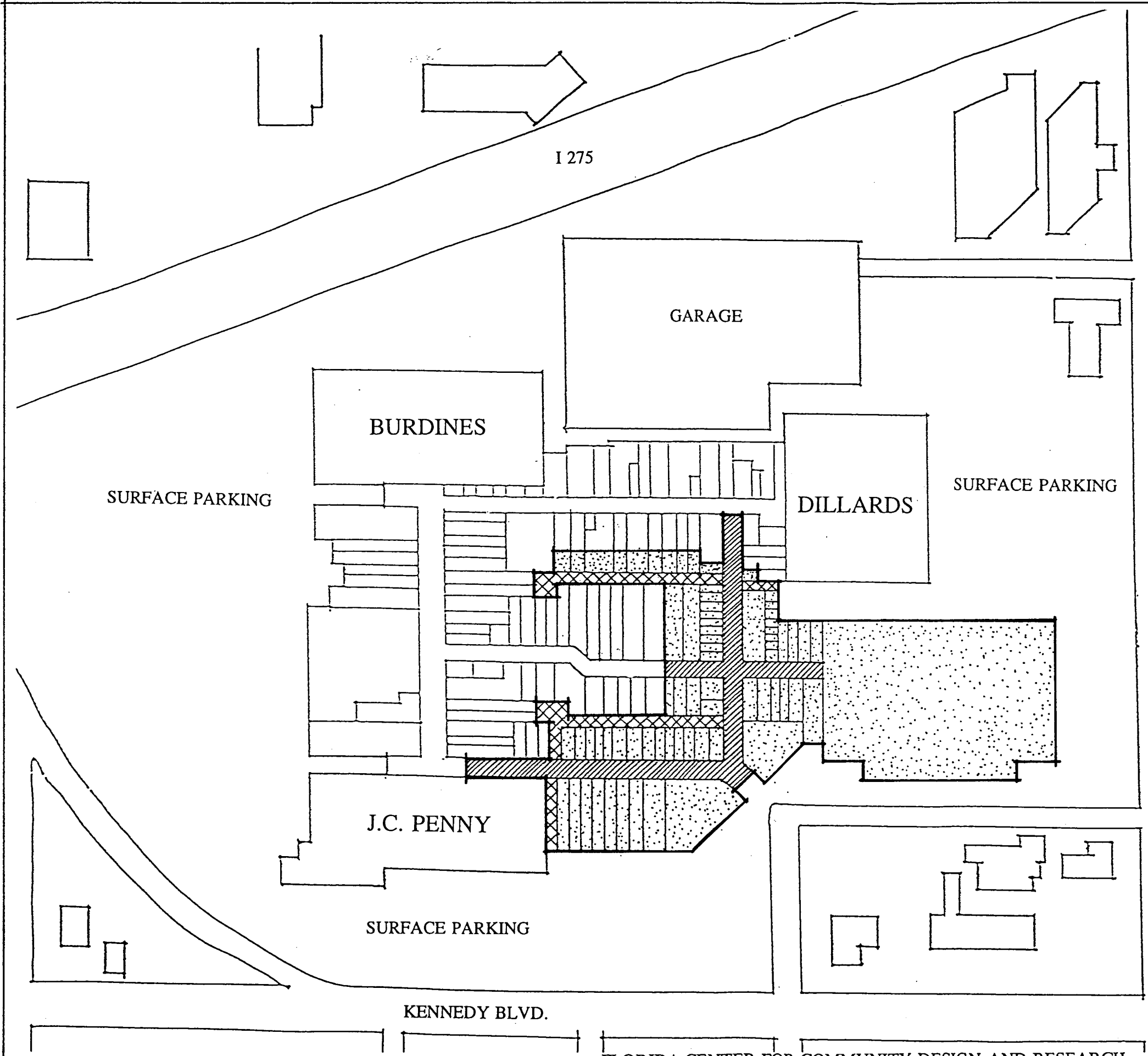
Pros:

- + Better pedestrian circulation
- + Creates more support retail
- + Mall entry faces corner of Westshore and Kennedy
- + Maintains bank accessibility
- + Maintains existing food court

Cons:

- Cuts off one service route and relies on hand cart delivery
- Tight proximity to Dillard's





Eastern Development: Scheme 3:

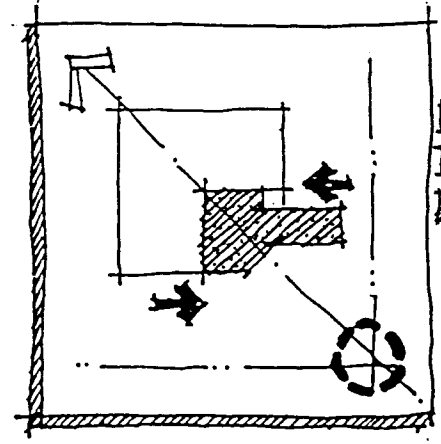
Pros:

- + Best pedestrian circulation
- + Entry faces Westshore and Kennedy
- + Maintains bank accessibility

Cons:

- Relocates food court for serviceability
- Cut off retail service routes and relies on hand cart deliveries
- Tight proximity to Dillard's

WESTSHORE



LEGEND

- NEW RETAIL
- CIRCULATION
- SERVICE