

Sec. 27- 463. Westshore Commercial Overlay District Development Standards.

(a) Area Description

The Westshore Commercial Overlay District is comprised of a series of commercial nodes and corridors characterized by office, retail, restaurant and hotel uses.

(b) Established Boundaries

The "District" consists of all parcels of land or portions thereof lying adjacent to the following roadways: the north and south boundaries of Kennedy Boulevard from I-275 running east to the western boundary of Himes Avenue; and the east and west boundaries of West Shore Boulevard from Kennedy Boulevard running north to the southern boundary of Spruce Street; and, the north and south boundaries of Cypress Street from Old Tampa Bay running east to the western boundary of Himes Avenue; and, the east and west boundaries of Dale Mabry Highway from Kennedy Boulevard running north to the southern boundary of Hillsborough Avenue; and, the east and west boundaries of Lois Avenue from Spruce Street running north to southern boundary of Boy Scout Boulevard; and, the south boundary of Spruce Street from Memorial Highway running east to the western boundary of Manhattan Avenue; and, the south boundary of Boy Scout Boulevard/Columbus Drive from West Shore Boulevard running east to the western boundary of Himes Avenue; and the east and west boundaries of Himes Avenue from Kennedy Boulevard running north to the southern boundary of Hillsborough Avenue; and the east and west boundaries of O'Brien Street from Cypress Street running north to the southern boundary of Spruce Street; and, the north and south boundaries of Laurel Street from Memorial Highway running east to the western boundary of West Shore boulevard. Any parcels within the boundaries described above that are owned and operated by the Federal Aviation Authority, Hillsborough County Aviation Authority, Tampa Sports Authority, or public school board (including higher public education) are exempt from the regulations set forth in this section.

(c) Purpose and Intent

The purpose and intent of the Westshore Commercial Overlay District Development Standards are to guide future development, establish a district character, as well as create an appealing environment, improve the existing condition, provide for the appropriate advertisement of goods and services available within the district, enhance pedestrian connections and increase the public awareness of Westshore as a retail and business district, as well as to continue to protect and preserve the existing residential development in the Westshore area from adverse impacts. The overlay district shall further the principles of Crime Prevention Through Environmental Design (CPTED) through incorporation of the principles of natural surveillance, natural access control, and territorial reinforcement. All non-single-family residential properties shall comply with all standards provided herein. Per the Westshore Area Pedestrian Implementation Plan, categories have been created for the road network. The following classifications apply:

"Priority Pedestrian Streets":

1. West Shore Boulevard
2. Cypress Street
3. Lois Avenue
4. Spruce Street

"Regional Corridors":

1. Kennedy Boulevard
2. Dale Mabry Highway
3. Boy Scout Boulevard

"Local Commercial Streets": Include those remaining roadways classified as 'arterial', 'collector' or 'neighborhood collector'; and,

"Neighborhood Streets": Include those remaining roadways classified as 'local' on the City of Tampa's Major Road Network Map

(d) Compliance

Each application for new construction and/or major renovation as defined in Chapter 27, City of Tampa Code of Ordinances, shall comply with all applicable overlay district and underlying zoning district standards and, if applicable, those specific standards outlined in the City Council approved site plan. Each application for change of use that affects at least of fifty (50) percent of the gross floor area on the subject site, shall be required to fully comply with the fence and sign standards set forth in this section (e.g. any fence materials or sign structure deemed nonconforming shall be removed). In cases of conflict, the more restrictive standard(s) shall apply. These are the minimum requirements that must be met in order to obtain design approval. Please note that additional compliance standards may be stated within this document, which further restrict the permitting and/or construction process for various site elements.

Alternative design concepts may be considered and approved by the zoning administrator or designee, only if consistent with the stated purpose and intent. If denied, an applicant shall file an application for a site plan controlled zoning district with the land development coordination office, in accordance with the procedures set forth in this chapter. The City Council shall then make the determination as to whether the alternative design concept is consistent with the development standards of this section and with the above stated purpose and intent.

The VRB shall make the final determination as to whether the proposal is consistent with the development standards of this section and with the above-stated purpose and intent.

(e) Review Procedures

Compliance with all site, building, and sign standards will be determined during the rezoning or commercial site plan and building plan review process, as applicable.

(1) Pre-application conference. Any property owner or agent thereof required to obtain site plan and/or design approval, should schedule a courtesy review with Land Development Coordination staff prior to the submission of any application for design approval. Final compliance with all site design, building design and sign standards will be determined during residential or commercial plan review.

(2) Submission requirements

- a. Site Plan. Six (6) folded copies of a site plan conforming to the requirements listed below must be submitted as a part of the commercial site review application.
 1. General location and context map that indicates the proposed site relative to all building and street rights of way lying immediately adjacent to the proposed site perimeter.
 2. North arrow and scale (Scale: from one (1) inch = ten (10) feet up to one (1) inch = fifty (50) feet).
 3. Property line boundaries and dimensions.
 4. Name, location, width and condition (paved or unpaved) of existing street and alleys adjacent to the site.
 5. Location, size, height, and use of all existing principal and accessory buildings and structures, and any proposed additions and/or new buildings and structures.
 6. Vehicular and pedestrian circulation, including ingress, egress, loading and unloading, parking and accessibility for persons with disabilities.
 7. Location and dimension of existing and proposed driveways and sidewalks.
 8. Existing and proposed building setbacks and buffering from adjacent uses (if applicable).
 9. Proposed design (typical elevation) and location of exterior lighting.

10. The physical description of the size, location and accessibility of open space or pedestrian amenities.
- b. Landscape Plan. All sites within the boundaries of the Westshore Commercial Overlay District shall comply with the standards set forth in this section, in addition to tree, site clearing, and landscaping requirements set forth in Chapter 13, City of Tampa Code of Ordinances. The landscape plan shall be incorporated as part of the overall site plan submittal, and shall include the following:
 1. The preliminary plant material (existing and proposed) with specific information as to location, size (diameter) and specie shall be shown.
 2. A tree table of credits and debits that demonstrates the true quantity of protected trees that exist, that will be removed, and that are proposed to be planted.
 3. All proposed and existing landscape buffers, islands, and planting beds used adjacent to internal pedestrian walkways, public sidewalks, perimeter property lines, and within vehicular use areas.
 - c. Exterior Elevations. The exterior elevation must show each side of the project fronting or visible from the public right(s)-of-way. They must also include existing structure abutting (photographs allowed) the proposed project which are also visible from the public right(s)-of-way.

(f) Building, Site and Streetscape Design Standards

The following specific streetscape design standards shall be required for all projects within the district. Per the Westshore Area Pedestrian Implementation Plan, categories have been created for the road network. "Priority Pedestrian Streets" include West Shore Boulevard, Cypress Street, Lois Avenue, and Spruce Street, "Regional Corridors" include Kennedy Boulevard, Dale Mabry Highway, and Boy Scout Boulevard. "Local Commercial Streets" include those remaining roadways classified as arterial, collector, or neighborhood collector, and "Neighborhood Streets" include those remaining roadways classified as local on the City of Tampa's Major Road Network Map. Each roadway category has specific public sidewalk, building setback, and landscaping requirements.

(1) Streetscape standards for Roadway designations per Westshore Area Pedestrian Implementation Plan.

- a. Priority Pedestrian Streets.
 1. Building setback: 10' minimum to 20' maximum;
 2. Public sidewalk width: 6' minimum to 12' maximum;
 3. Streetscape trees planted within the right-of-way at a thirty (30) feet interval.
- b. Regional Corridors.
 1. Building setback: 10' minimum to 20' maximum;
 2. Public sidewalk width: 6' minimum to 10' maximum;
 3. Streetscape trees planted within the right-of-way at a thirty (30) feet interval.
- c. Local Commercial Streets.
 1. Building setback: 10' minimum to 20' maximum;
 2. Public sidewalk width: 5' minimum to 10' maximum;
 3. Streetscape trees planted within the right-of-way at a thirty (30) feet interval.
- d. Neighborhood Streets.
 1. Building setback: per underlying zoning district;
 2. Public sidewalk width: 5' minimum to 8' maximum;
 3. Streetscape trees planted within the right-of-way at a thirty (30) feet interval.

(2) Streetscape lighting standards: Light poles and fixtures within the Kennedy Boulevard corridor shall have a follow the street lighting standards set forth in Section 27-468.

(3) Building and Site Standards.

- a. Pedestrian amenities shall be provided next to areas used by the public, including, but not limited to shade trees, public open space, water features, sitting areas and mass transit stops.
- b. At least thirty (30) percent of the ground level of the principal facade(s) shall be constructed of transparent material.
- c. Drive-through window services and queuing lanes shall be placed in the side or rear yard of the parcel on which it is located. Drive-through window services and queuing lanes shall be located no closer than fifty (50) feet to residentially zoned properties. Speaker systems shall not be aimed towards residentially zoned properties and the owner of the speaker shall provide evidence that the noise levels created by the speaker system does not exceed levels allowed by the city. Queuing lanes areas should incorporate natural surveillance techniques.
- d. Chain link and wooden fences are prohibited in the district, except during construction. Such construction fencing shall be removed prior to obtaining any certificate of occupancy. Decorative fencing for the purposes of implementing CPTED principles is encouraged. Any existing chain link or wooden fencing shall be removed prior to the issuance of any site or building permit and/or if the fence has to be repaired, replaced, or reconstructed due to physical deterioration beyond fifty (50) percent of its material value.
- e. Unpainted or unfinished block fences or walls are prohibited. All sides and elevations of buildings, walls, or block fences visible from public right-of-way or an adjacent parcel must be architecturally finished (i.e. brick, stucco, or textured concrete masonry units) and maintained.
- f. Doors, windows, and other architectural features shall be used to break large wall planes into smaller components. No more than thirty (30) percent of consecutive front facade that is oriented to and visible at ground level from public rights-of-way may remain unembellished.
- g. All outdoor onsite light fixtures must light all public use areas adjacent to the building (e.g. entryway, courtyards, parking lots, etc.) to a recommended 0.5 to 1.0 foot candle level of illumination. Light fixtures shall be aimed away from residentially zoned properties and shall be of an intensity that does not create a negative impact on the adjacent residential properties.
- h. Any exterior garbage receptacles, dumpsters, open storage areas (as defined in section 27-523) or mechanical equipment must be screened from view from public rights-of-way and residential single-family zoned property with one hundred (100) percent opaque material that is compatible with the materials used on the nearest facade of the principal structure. Additionally, garbage receptacles, dumpsters, open storage areas and/or mechanical equipment must be a minimum twenty-five (25) feet from any property zone d for residential uses and shall be incorporated into the main structure as a part of new construction or major renovation.
- i. Rooftop equipment, excluding vents and stairwell access, shall be screened from view at ground level by use of parapet walls or architecturally compatible screens.
- j. Continuous sidewalks shall be provided along the entire length of street frontage, and shall be aligned with and connected to that of adjacent and contiguous properties.
- k. For properties with multiple tenants and/or multiple structures on-site, pedestrian circulation shall be provided between tenants and/or structures through the use of a sidewalk or other suitable pedestrian connection, not less than five (5) feet wide and where applicable, shall align with and connect to that of adjacent and contiguous properties. Sidewalk paving or other pedestrian connections, where applicable, must continue uninterrupted across the mouth of all curb cuts, subject to section 22-315 of the City of Tampa Code of Ordinances.
- j. Retention ponds shall be maintained, and screened with landscaping or fencing or must contain special site features, such as fountains or reflecting pools.

- m. The entrance to all service bays for automotive repair and service business must be oriented away from view of any arterial or collector roadway(s) and residentially zoned properties. All automotive repair and service shall take place within the fully enclosed area of the building in which such use is located.
- n. All buildings shall have pedestrian access oriented toward the public sidewalk adjacent to the street.
- o. Illuminated tubing which outlines a building, fence or other similar structure or part thereof, measuring more than twenty (20) linear feet or enclosing any area greater than twenty (20) square feet is prohibited.
- p. The numerical address of each building should be clearly displayed and easily observed from the public right-of-way.

(4) Parking standards.

- a. Existing surface parking areas (vehicular use areas) shall be improved pursuant to the following requirements, if any site or grading permit is issued, if the pavement materials have to be repaired or replaced due to physical deterioration, or a redesign of said area.
- b. Vehicle access shall have minimal impact on pedestrian circulation. Sidewalk paving must continue uninterrupted across the mouth of all curb cuts, subject to section 22-315 of the City of Tampa Code of Ordinances. Decorative pavers, other textured material, or similar permanent delineations shall be used across the mouth of all curbcuts to provide a pedestrian conveyance.
- c. The facade of parking structures which are within twenty-five (25) feet of the street right-of-way must consist of commercial, retail, or office uses on the ground level.
- d. Parking structures shall provide landscaping adjacent to those areas which are visible from the street right-of-way and shall provide and maintain planter boxes in those areas adjacent to residential development. Additionally, such structures over forty-five (45) feet in height shall increase the required yard by one (1) foot for each one (1) foot of height.
- e. A minimum of eighty (80) percent of all surface parking for commercial properties shall be located in the side or rear yard of the property. All surface parking for other non-single-family residential properties shall be located in the rear or side yard of the property. CPTED techniques should be incorporated in the design and security of all parking areas (i.e., visibility, access and security).
- f. Vehicular use areas shall not be closer than twenty-five (25) feet from property zoned for single-family uses and shall be screened from said residential uses with a six-foot high masonry wall and fifteen-foot landscaped buffer.
- g. It is recommended that parking facility lighting maintain a light level of 4.0 to 4.0 foot candles.
- h. Parking structures should have sufficient security measures and will be reviewed by a certified CPTED practitioner.

(5) Landscaping, buffers, and screening standards.

- a. An eight-foot landscape buffer shall be provided along the boundary of all vehicular use areas abutting public right-of-way. Said buffer shall contain one (1) four-inch caliper tree per thirty (30) linear feet of vehicular use area abutting a right-of-way, and a two-foot hedge planted twenty-four (24) inches on center. All plants shall meet or exceed the requirements of Chapter 13. Buffer trees may be grouped and larger diameter trees may be substituted on a two-inch for one-inch basis within an alternative concept and considered on a case by case basis. Trees adjacent to surface parking areas should be trimmed to maintain a six-foot clear height, hedges and bushes should be trimmed to maintain a maximum of two (2) feet in height.

- b. All portions of each site that are not devoted to building or paving shall be landscaped. No more than thirty (30) percent of the landscaped area may be grassed, the balance shall be landscaped in shrub and ground covers. All Bahia grasses are prohibited.
- c. Properties adjacent to residentially zoned properties shall maintain a fifteen-foot landscaped buffer and six-foot high masonry wall. Said buffer shall consist of at least one (1) tree per sixty (60) linear feet of abutting property.
- d. All landscaping must be maintained in good order and all applicants for new construction or major renovation shall provide a schedule of maintenance for the installed landscaping.

(6) General sign standards. The following sign standards shall apply to new signs. The following provisions are intended to establish a coordinated graphic program that provides for occupant identification and directional communication, while allowing the creation of unique and informative signs that give a distinct and aesthetically pleasing flavor. These guidelines are not intended to prohibit unusual signs that may enhance the character of the building, or reflect the nature of the business.

- a. Billboards and/or off-site signs are prohibited. Only signs that advertise the business conducted, services rendered, occupant names/symbols, or primary goods sold on the site upon which the sign is erected will be permitted. Signs vested under previous agreements between the City of Tampa and the sign owner will not be affected by this overlay district.
- b. No sign on a parcel adjacent to or within three hundred (300) feet of a residence shall be illuminated from 11:00 p.m. to 7:00 a.m., except where the premise that the sign advertises is open for business. At no time shall the light from a sign be directed towards a residence.
- c. Ground or pylon (freestanding) signs for single occupancy parcels shall be limited to a maximum of fifty (50) square feet in dimension per sign face. Such signs are limited to a maximum height of ten (10) feet at a setback of five (5) feet, subject to the requirements of section 27-240.
- d. Ground or pylon (freestanding) signs for multiple occupancy parcels which are entitled to one sign shall be limited to a maximum of one hundred (100) square feet in dimension per sign face. Such signs are limited to a maximum height of ten (10) feet, subject to the requirements of section 27-240.
- e. All ground or pylon (freestanding) signs shall be subject to the following additional provisions: for every one (1) foot of additional setback provided, the height of the ground sign may be increased by one (1) foot to a maximum of twenty (20) feet. The ground sign shall consist of a single pier or pillar with a minimum diameter or horizontal dimension of twenty-four (24) inches, or alternatively, by two (2) piers or pillars each with a minimum diameter or horizontal dimension of twelve (12) inches. The sign structure shall be made of materials consistent with and maintain compatible architectural design with the principal building it serves. Furthermore, the sign shall have a decorative base with a minimum height of two (2) feet and a minimum length of not less than eighty (80) percent of the maximum length of the sign face.
- f. If a multiple occupancy parcel is entitled to more than one pylon or ground (freestanding) sign, per Chapter 20.5, then all allowable pylon or ground signs may be combined into a single pylon or ground sign not to exceed one hundred (100) square feet per sign face. Such ground signs are limited to a maximum height of fifteen (15) feet and pylon signs shall be limited to twenty (20) feet.
- g. The surface area of all shapes, letters, numbers, symbols or illustrations shall not exceed twenty-five (25) percent of the awning or canopy sign surface. Only awnings and canopies constructed of opaque material may be illuminated.

- h. Wall signs shall not exceed more than one (1) square foot per one (1) linear foot of building frontage facing a public street. No wall sign shall extend more than twelve (12) inches out from the wall to which it is attached nor shall it extend more than eighteen (18) inches into the public right-of-way.
- i. Multi-family residential dwelling identification signs must comply with section 20.5-13(b), and shall not exceed fifteen (15) feet in height.
- j. Pylon signs are prohibited along Kennedy Boulevard, and shall be located no closer than 100' from the Kennedy Boulevard right-of-way.
- k. Any sign deemed nonconforming per the sign standards set forth in this section or Chapter 20.5 shall not be enlarged or altered in a way which increase its degree of nonconformity. Such signs shall not be structurally altered as to prolong the life of the sign; however, reasonable repair and maintenance, including change of copy, is permitted. Reasonable repair and maintenance means the work necessary to keep the sign, including the sign structure, in a good state of repair, but does not include the replacement of structural materials, such as changing a metal sign to a wooden sign, or changing the overall height of the sign, or enhancing the visibility of the sign copy, or the addition of changeable sign faces, or the addition of artificial lighting apparatus.

(g) Transit Stop Provisions

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 and the Hillsborough Area Regional Transit (HARTline) system to determine if the site warrants transit stop improvements such as easement dedication or transit shelters. These improvements may be considered for justification for the reduction of up to ten (10) percent of the required parking spaces.

(h) Curb Cuts/Access Management

Requests for additional curb cuts, for existing development, will only be considered in instances of public safety issues. In cases where such a curb cut is approved, the petitioner shall be solely responsible for any off-site or site specific improvements which are necessary to facilitate the design of the driveway or curbcut, including but not limited to signalization, turn lanes, and accel/decel lanes. These transportation improvements are in no instance creditable against transportation impact fees.

(i) Roadway Landscaping Guidelines

All roadway improvements within the district plus the following roadways which serve as gateways into the Westshore District, I-275 from the Howard Frankland Bridge to Himes Avenue and SR 60 (Memorial Highway and Courtney Campbell Causeway) from Kennedy Boulevard to the city limits, shall dedicate a minimum of one (1) percent of the total cost of the improvement for landscaping and irrigation within or adjacent to the improvement area. The design of such landscaping and irrigation should be reviewed and approved by the City of Tampa.

(Ord. No. 2001-13, § 1, 1-4-01; Ord. No. 2002-265, § 15, 12-5-02; Ord. No. 2005-255, § 23, 9-15-05; Ord. No. 2007-141, § 13, 6-28-07)

