

West River Grocery Store Pedestrian & Bike Access Issues

Forcing pedestrians to have to cross vehicle traffic multiple times and enter through a parking lot is dangerous and not a best practice for urban design. Creating building entrances within proximity of protected crosswalks is imperative.

Zoning: Earlier in 2021, a broad swath of the West River redevelopment was rezoned from NMU-35 (Neighborhood Mixed Use) to PD-A (Planned Development). This rezoning allows the developer flexibility to avoid the urban design requirements and the spirit of NMU.

NMU-35 requires "building facades along front build-to-line shall have functioning ground floor entrance. Rear-only facing buildings are prohibited." This design is a dressed-up version of a rear-only facing building.

NMU-35 requires 65% transparency in non-residential facades, this proposed grocery store has Zero % transparency in its windows along Main Street and N Boulevard. This is a well-established pedestrian-deterrent design.

Area Population within 1 Mile
(Per 2019 US Census ACS)
Approximately 11,000 - plus Blake
students, new units to be built in West
River project, rapidly densifying North
Hyde Park & Tampa Heights

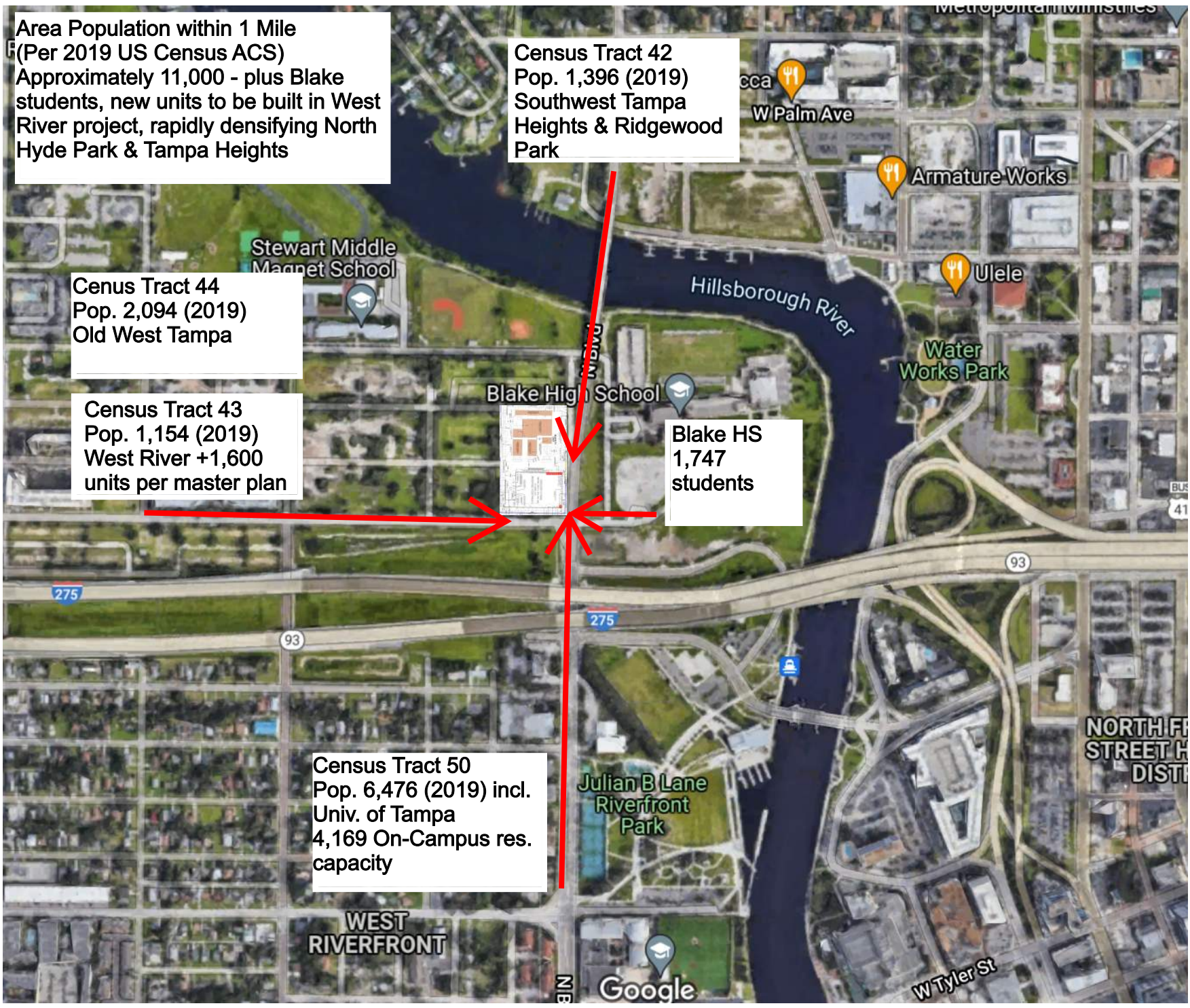
Census Tract 42
Pop. 1,396 (2019)
Southwest Tampa
Heights & Ridgewood
Park

Census Tract 44
Pop. 2,094 (2019)
Old West Tampa

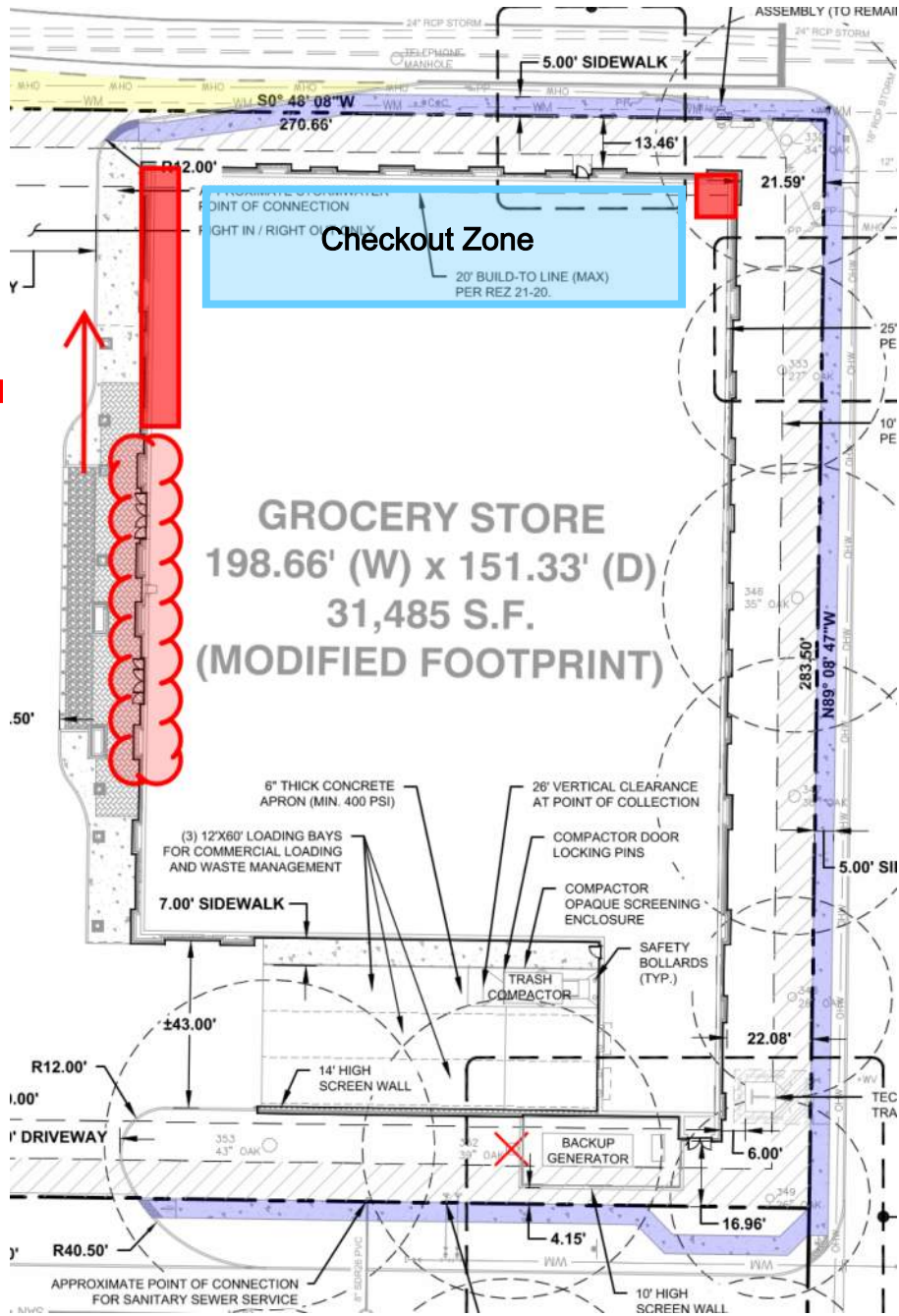
Census Tract 43
Pop. 1,154 (2019)
West River +1,600
units per master plan

Blake HS
1,747
students

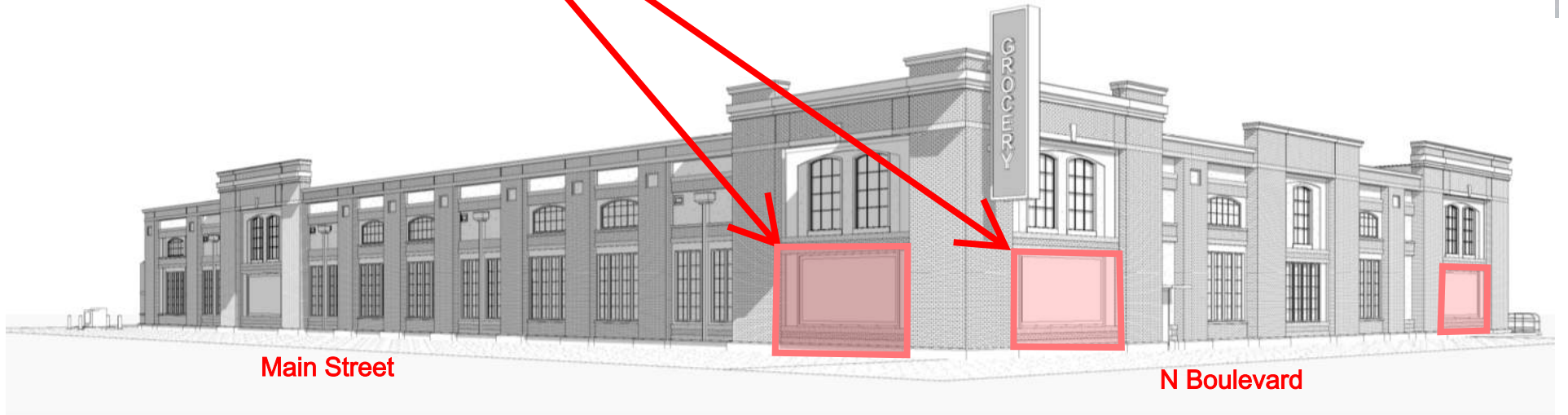
Census Tract 50
Pop. 6,476 (2019) incl.
Univ. of Tampa
4,169 On-Campus res.
capacity



Shift entrances eastward



Add recessed, covered entrances at each corner of building, similar to Bayshore Publix. Place scooter and bike parking area adjacent to entrance.





N Boulevard

3-D Perspective #4

Create recessed covered entry area similar to that on the southeast corner.

Extend portico to corner of building to provide welcoming covered entry. Use covered area for bike/scooter parking.

Other Tampa Bay urban Publixes have street-facing entrances and transparent storefronts. Why shouldn't the West River location?

Channel Club - Tampa



Hyde Park - Tampa



700 Central - St. Pete



University Village - St. Pete

