

TAMPA CENTRAL BUSINESS DISTRICT

Urban Design Guidelines



Prepared by the City of Tampa Urban Design Section

TAMPA CENTRAL BUSINESS DISTRICT

Urban Design Guidelines



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Acknowledgments



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Acknowledgements

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The City Planning Division acknowledges the generous contributions made by the following individuals which met frequently on Wednesday evenings for more than a year to ensure varied perspectives were considered in the preparation of the Tampa Central Business District Urban Design Guidelines.

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Introduction

The purpose and intent of these guidelines is to implement the Downtown Land Use Policy Plan. They are not intended to be inflexible prescriptive requirements or to legislate architecture. They are intended to identify objectives and design standards which are important to the City. Alternative design concepts may be considered when in keeping with the purpose and intent of these guidelines and the Downtown Land Use Policy Plan.

Every project shall address itself to all applicable guidelines. Not all goals and objectives are relative to all projects; however determination of the applicability of the goals and objectives herein shall be made by the City Planning Division. Determination shall be made 1) at the time of the Pre-Application Conference and 2) at the Application Submission Stage for Downtown Development Design Approval. Determination will be based upon the location of a project's impact on its context and the pedestrian.

If a project application is denied, the applicant may appeal the denial to the City of Tampa City Council, who shall make the final determination as to whether the application complies with the provisions of this section.



The purpose and intent of these guidelines is to implement the Downtown
Large Use Policy Plan. They are not intended to be a checklist or a series of
requirements or a rigid set of rules. They are intended to provide direction
and flexibility which are important to the City. Alternative design
concepts may be developed which are consistent with the purpose and intent of
these guidelines and the Downtown Large Use Policy Plan.

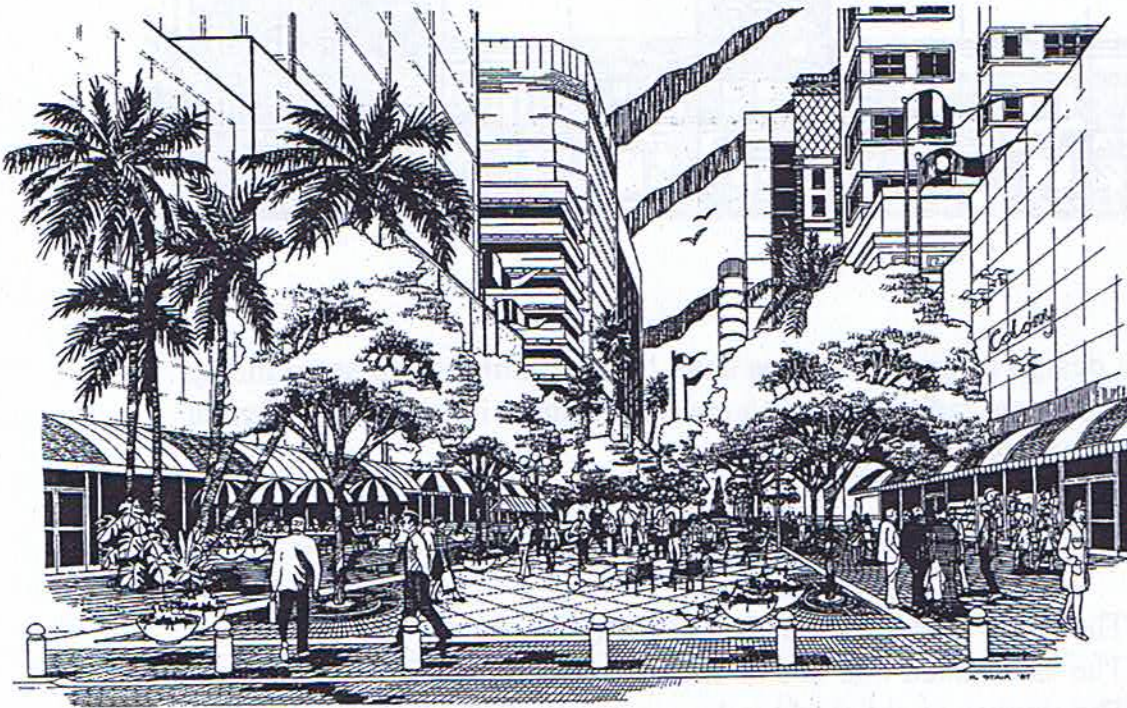
B. New Structures

Every project shall address the following issues:
1) The project shall be consistent with the Downtown Large Use Policy Plan
and the Downtown Large Use Policy Plan. The project shall be consistent with
the Downtown Large Use Policy Plan and the Downtown Large Use Policy Plan.
2) The project shall be consistent with the Downtown Large Use Policy Plan
and the Downtown Large Use Policy Plan. The project shall be consistent with
the Downtown Large Use Policy Plan and the Downtown Large Use Policy Plan.
3) The project shall be consistent with the Downtown Large Use Policy Plan
and the Downtown Large Use Policy Plan. The project shall be consistent with
the Downtown Large Use Policy Plan and the Downtown Large Use Policy Plan.

If a project is located in the Downtown Large Use Policy Plan area, the applicant
shall make the final determination as to whether the project is consistent
with the Downtown Large Use Policy Plan and the Downtown Large Use Policy Plan.



New Structures



GOAL

ENHANCE THE VISUAL QUALITY, SPECIAL CHARACTER, AND FUNCTIONAL CONDITIONS OF TAMPA'S CENTRAL BUSINESS DISTRICT FOR ITS WORKERS, VISITORS AND RESIDENTS.



New Structures



1. The design of new buildings shall be compatible with surrounding buildings and public spaces to create a positive image for the Central Business District.

Consider such elements as:

- a) The forms of adjacent and nearby structures.
- b) The established line of setbacks of adjacent buildings.
- c) The rhythm established by the repetition of standard facade widths in new designs.
- d) The pattern, locations, and treatment of windows entryways and other features of adjacent buildings.
- e) The materials, finishes and textures of the surrounding buildings.
- f) The style of architecture and the design and patterns of decorative features of surrounding buildings.
- g) The landscaping elements of the surrounding buildings.



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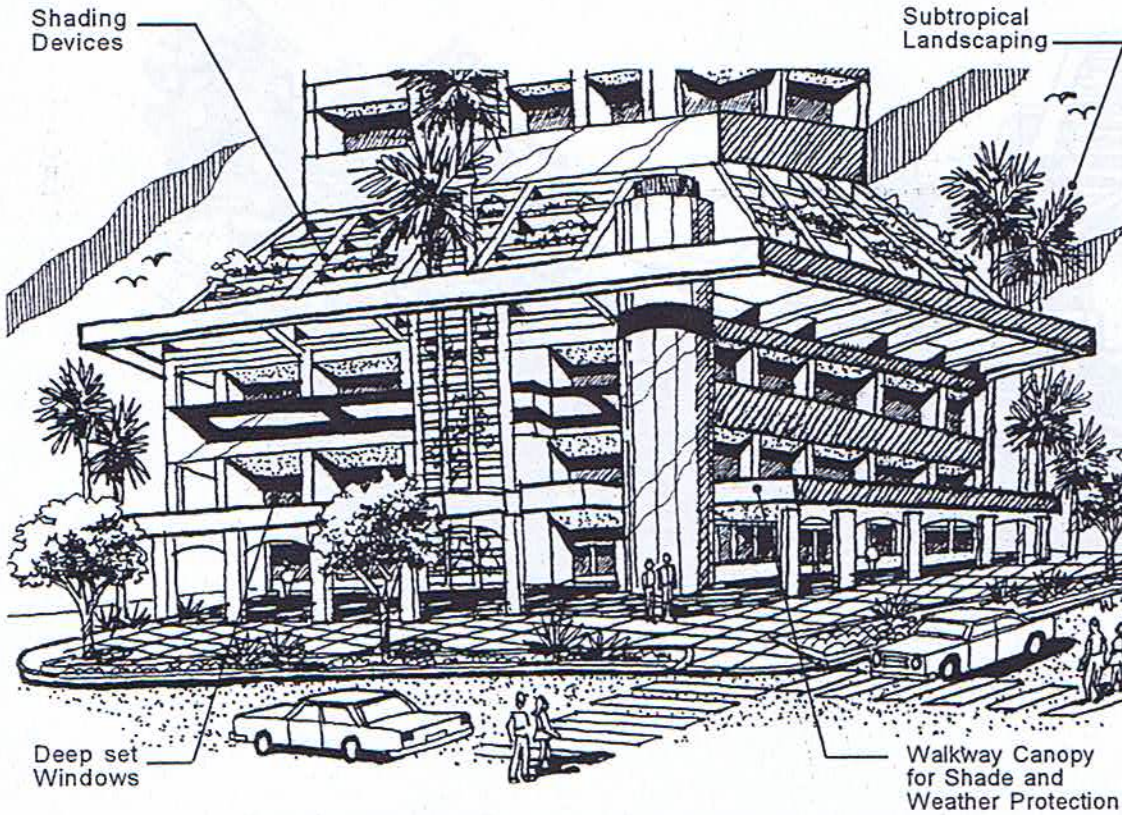
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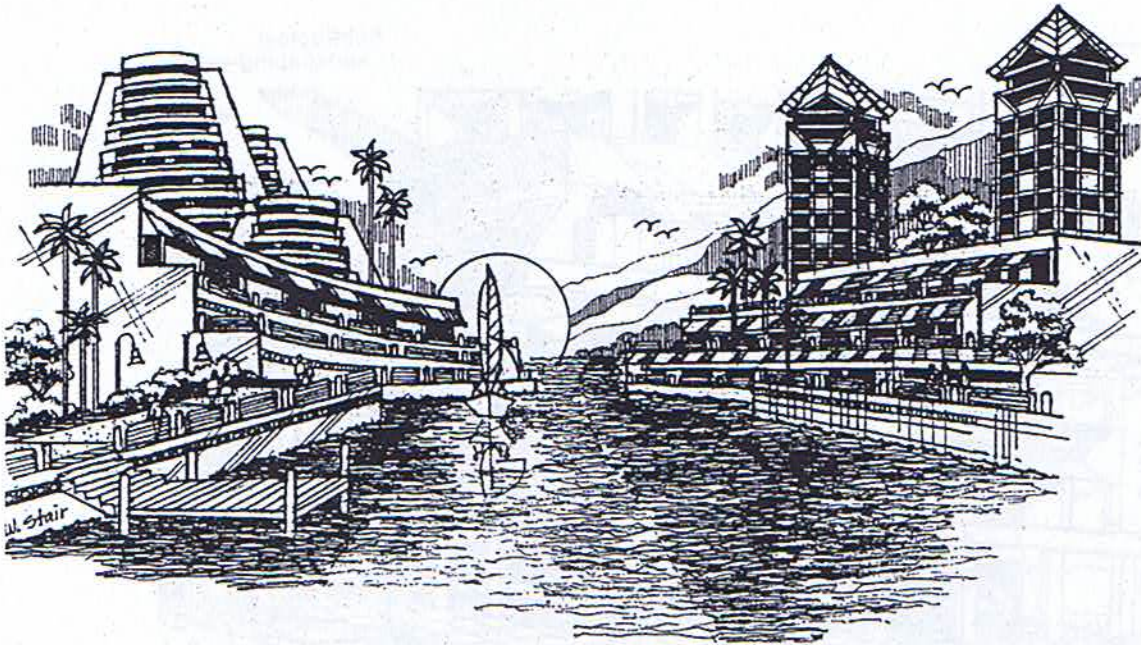
New Structures



2. A range of appropriate architectural styles that reflect Tampa's Subtropical climate is encouraged, so long as the results are visually compatible with the surrounding area.



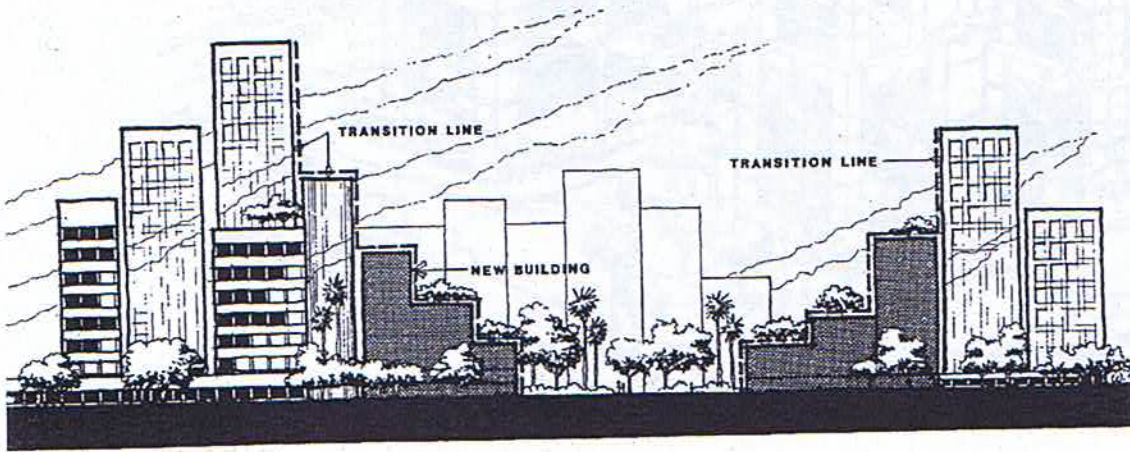
New Structures



3. Design new structures to create transitions in form between adjacent or nearby buildings or open space by considering:
 - a) Designing new structures to create a transition in scale by the terracing of structures at or near the waterfront to prevent a canyon like effect.



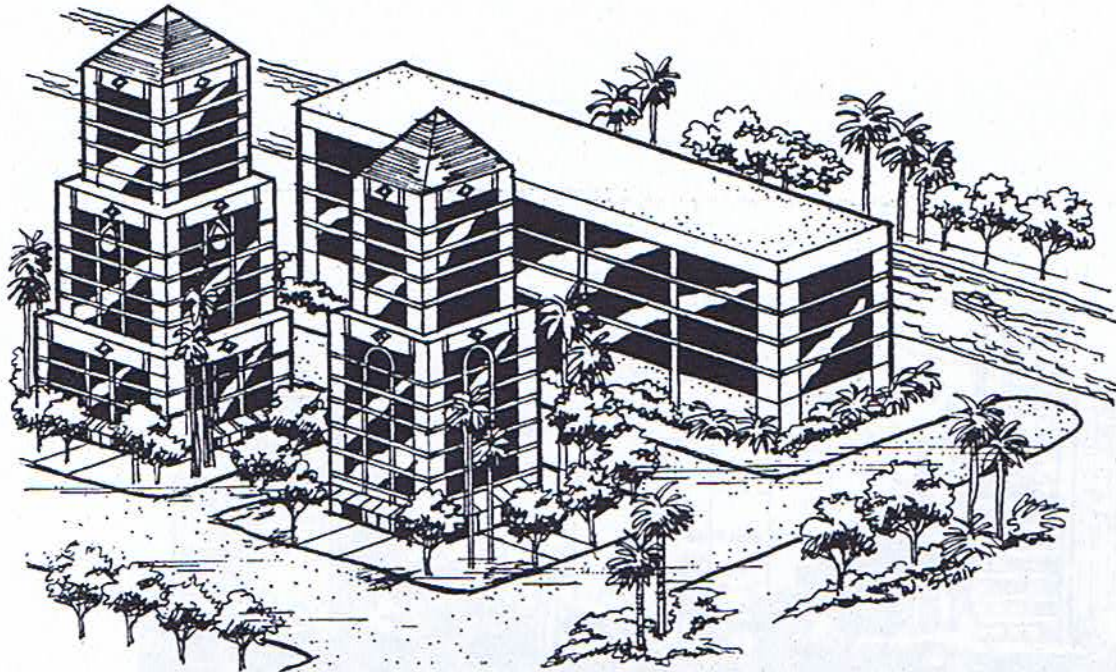
New Structures



3. b) Design new structures to create transitions in form between adjacent or nearby buildings or an open space.



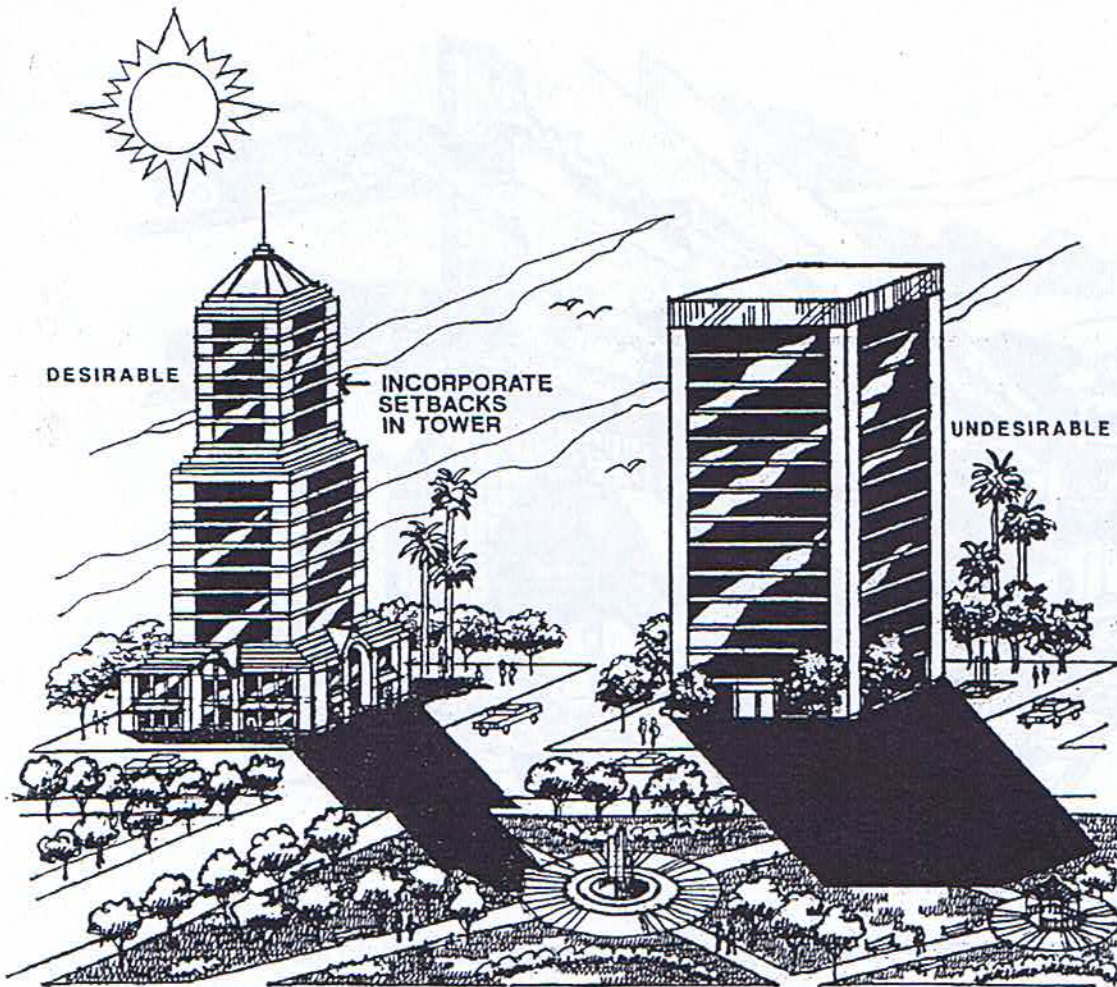
New Structures



4. In order to provide visual interest, view corridors, and reduce wind acceleration, long massive development projects which exceed one city block in length (210 feet) shall be discouraged.



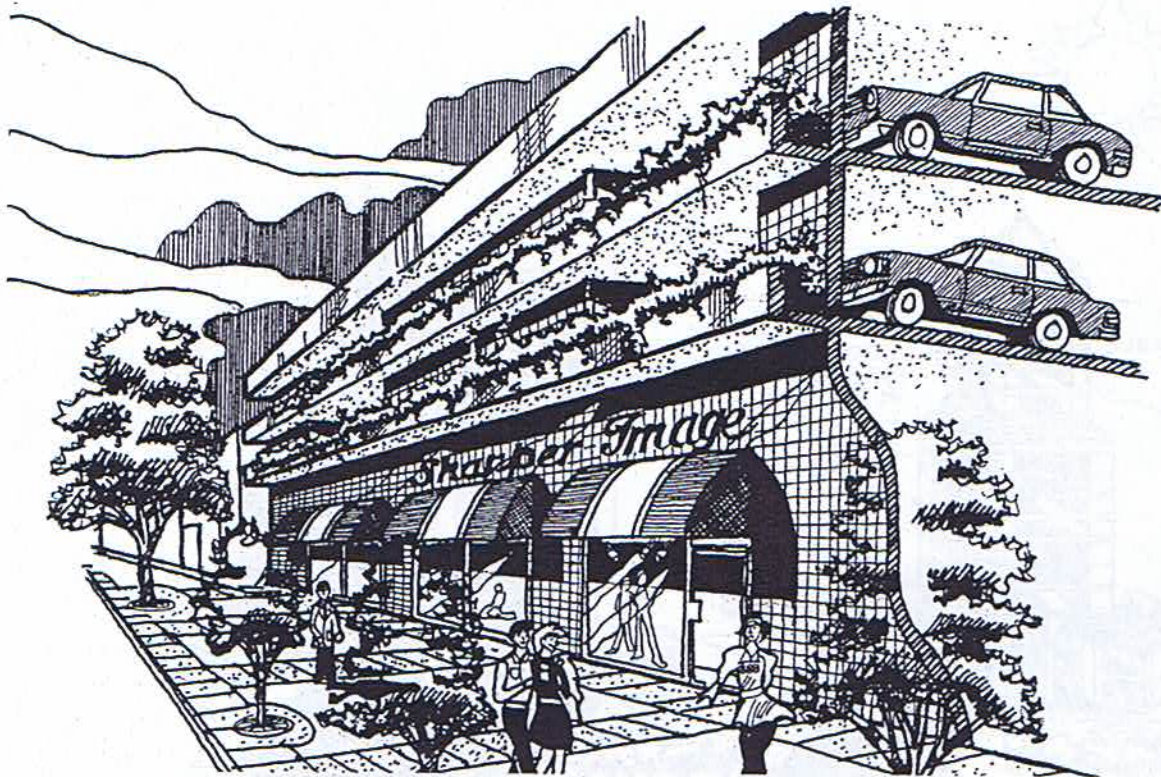
New Structures



5. New structures shall be designed to provide sun access to public areas and open spaces by designing buildings that incorporate tower set-backs as height increases above the base of the building (first two or three stories).



New Structures



6. Parking structures shall be designed to contribute positively to the aesthetic quality of downtown and pedestrian activity through the use of innovative landscaping and screening elements by:
 - a) Parking structures should include pedestrian oriented uses on the first floor.



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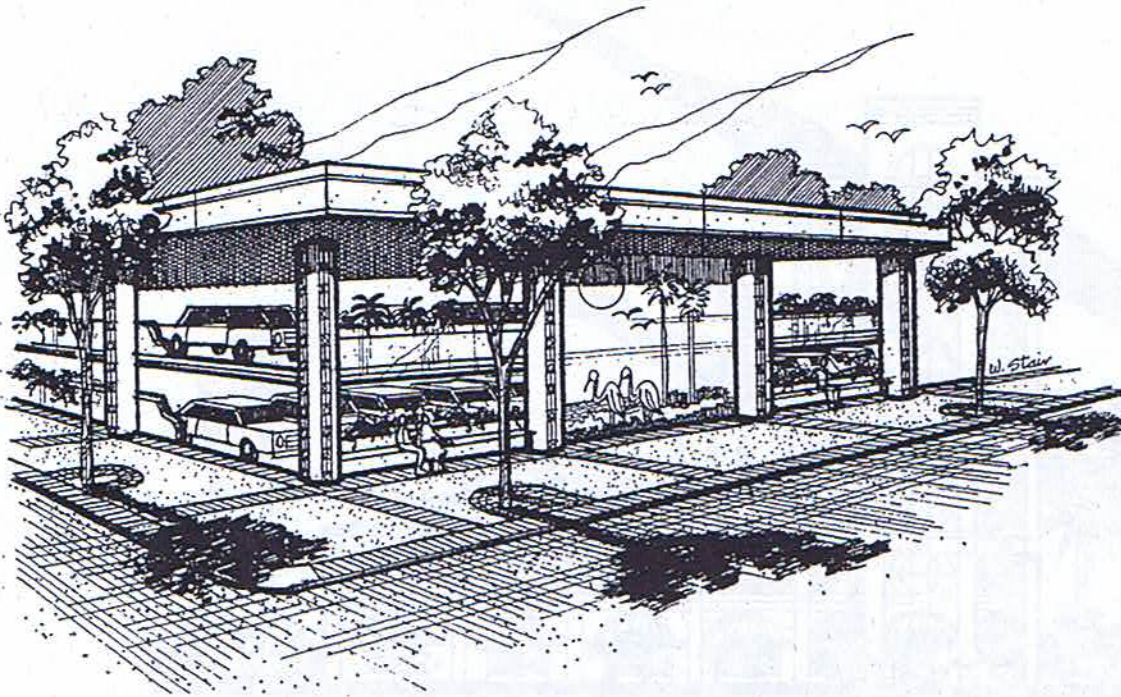
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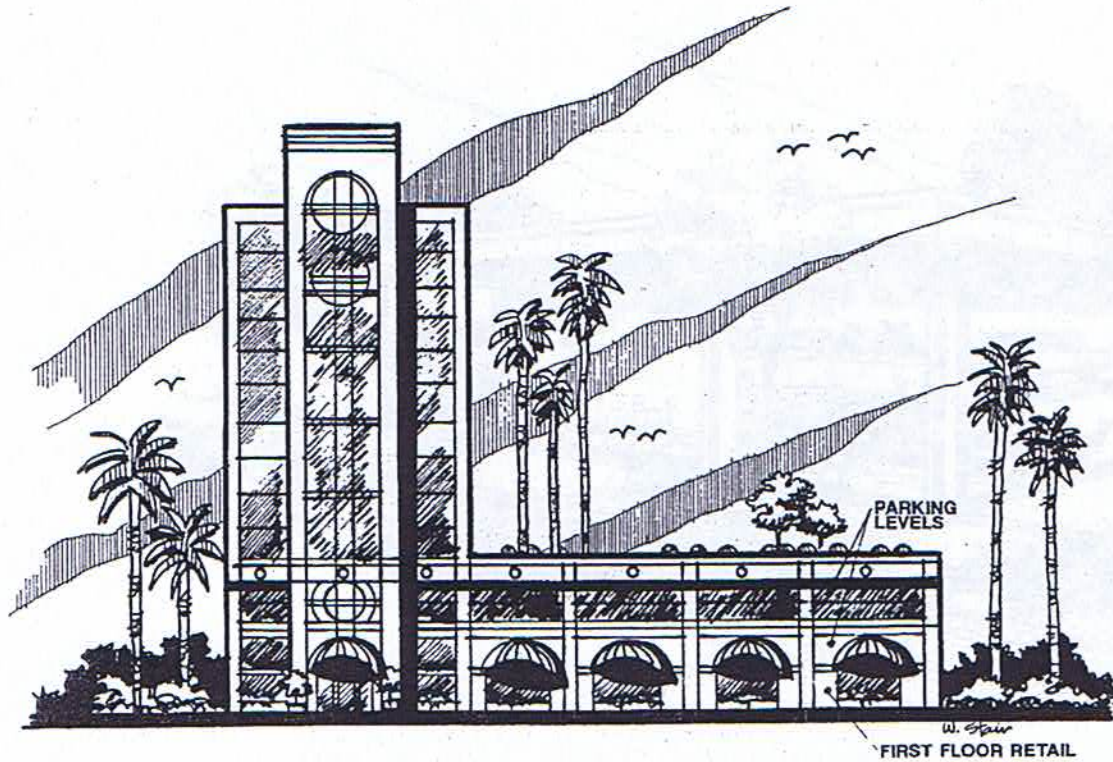
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6. b) The design of parking structures should utilize landscaping elements or design features to soften the facades as well as screen the views of vehicles from buildings and from the streets.



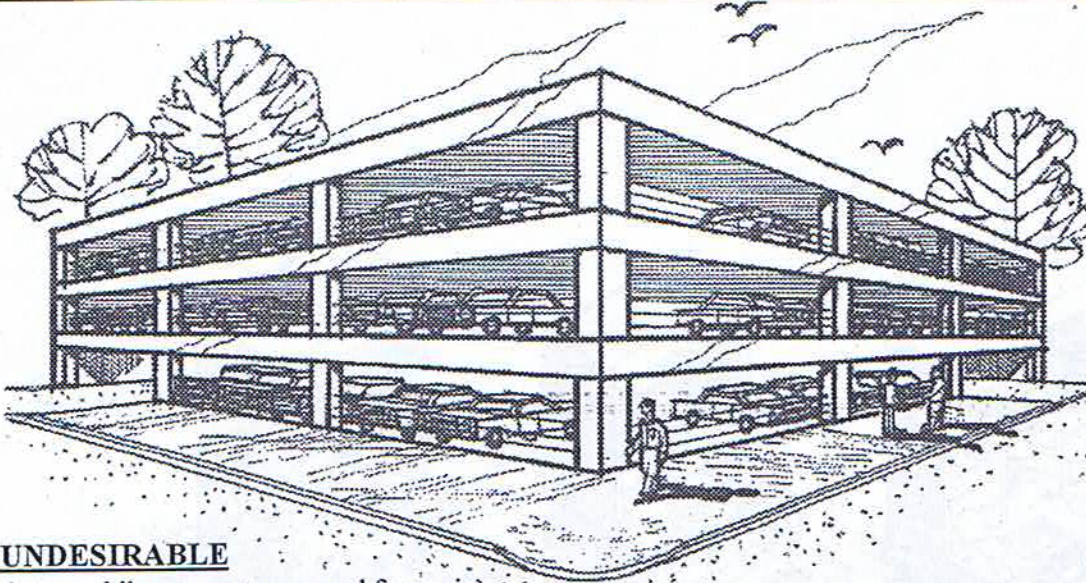
New Structures



6. c) Encourage architecturally integrated and enclosed parking.

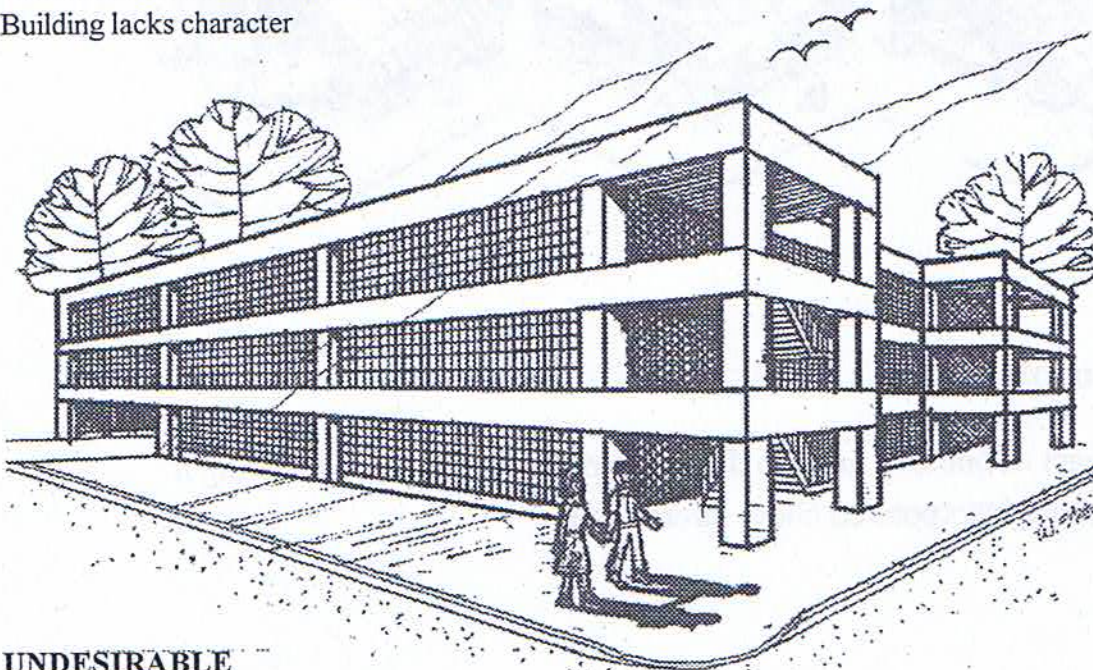


New Structures



UNDESIRABLE

Automobiles are not screened from view
Building lacks character



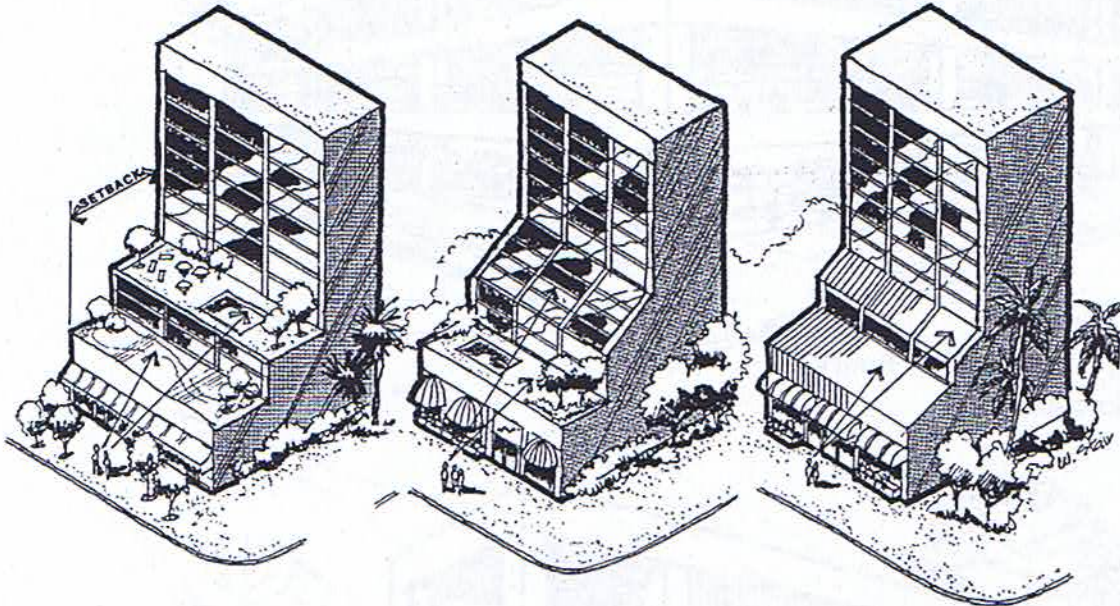
UNDESIRABLE

Monotonous screening of automobiles.
Building presents an undesirable wall at street level.

Examples of undesirable Parking Garages



New Structures

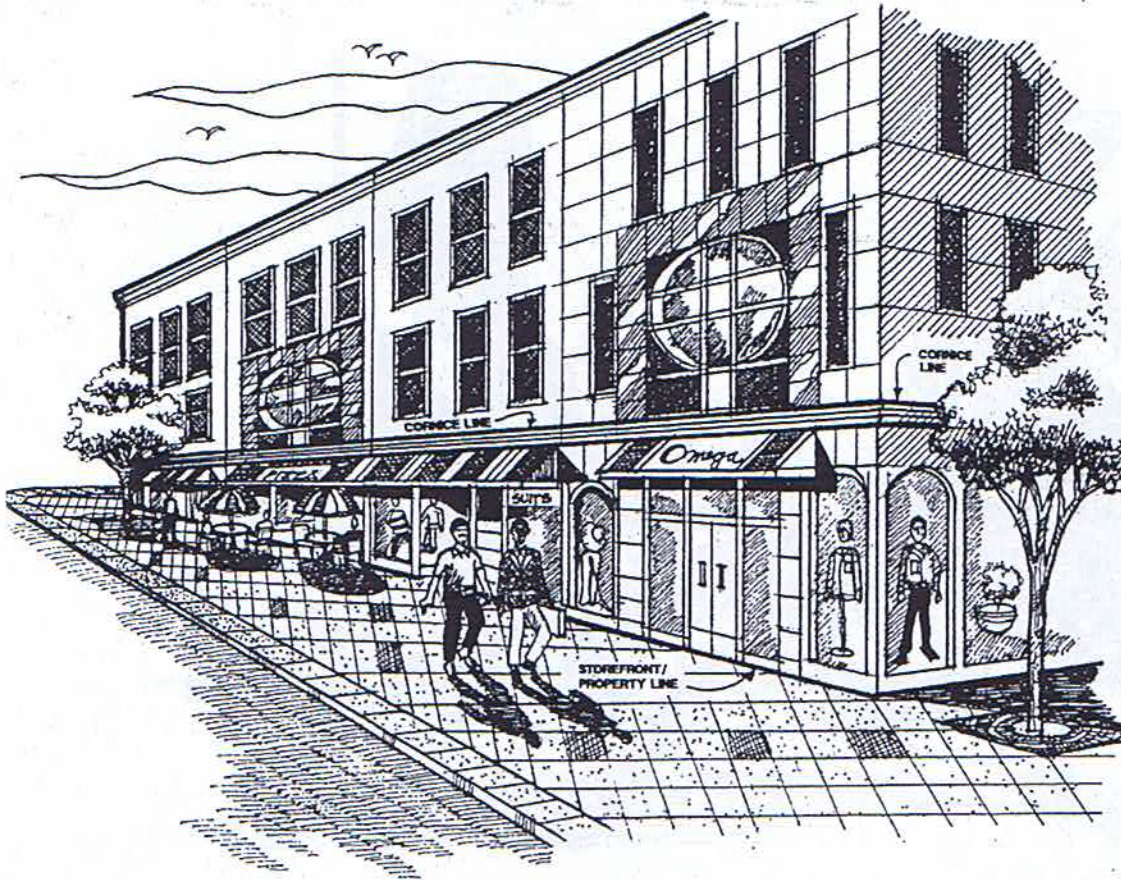


Building Mass

The impact of building mass to the pedestrian can be less overbearing if setbacks are incorporated above street level.



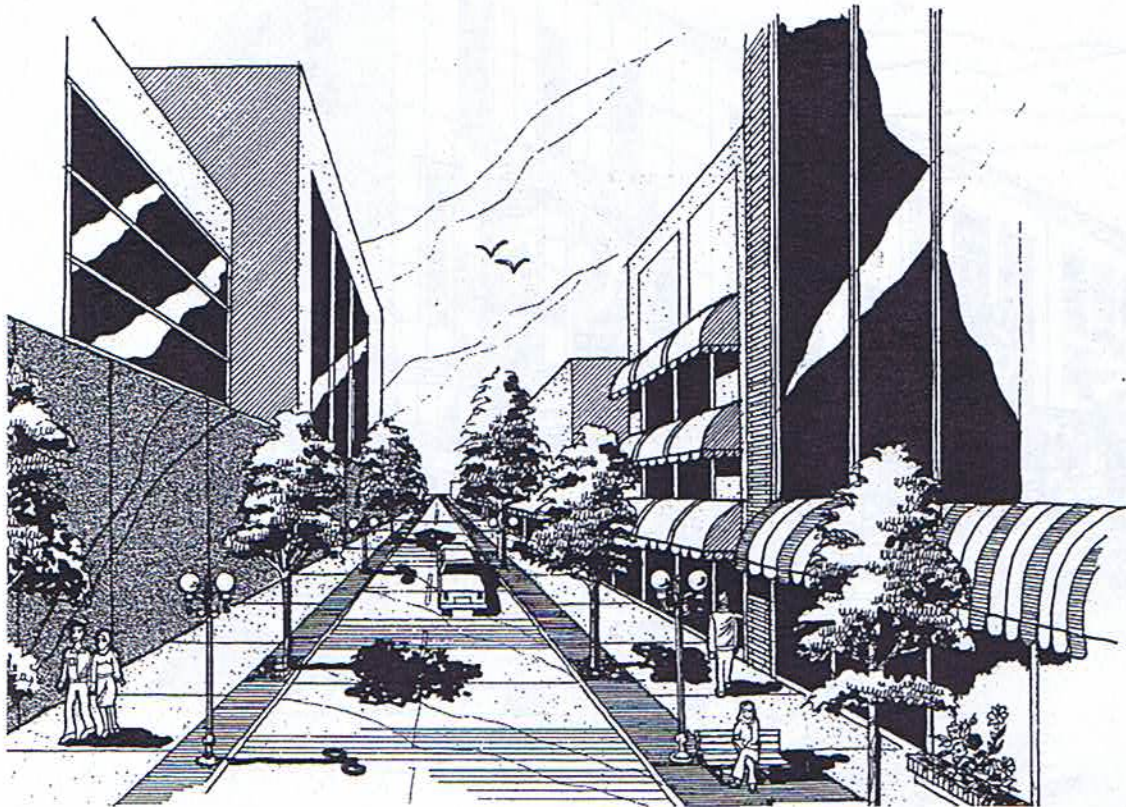
New Structures



7. New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by:
 - a) Maintaining the cornice line of adjacent existing buildings, where applicable.
 - b) Maintaining the line of storefronts at the property line.



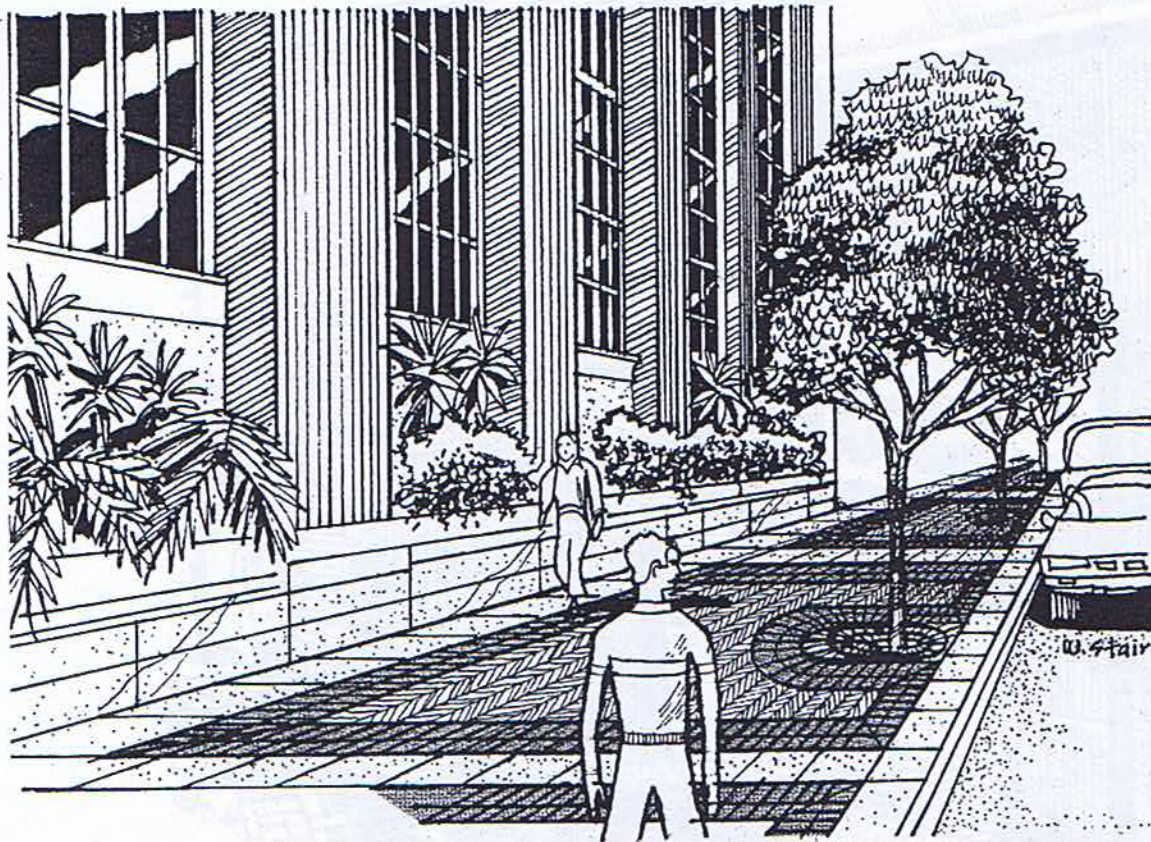
New Structures



7. c) Prohibiting large expanses of opaque or blank building walls.



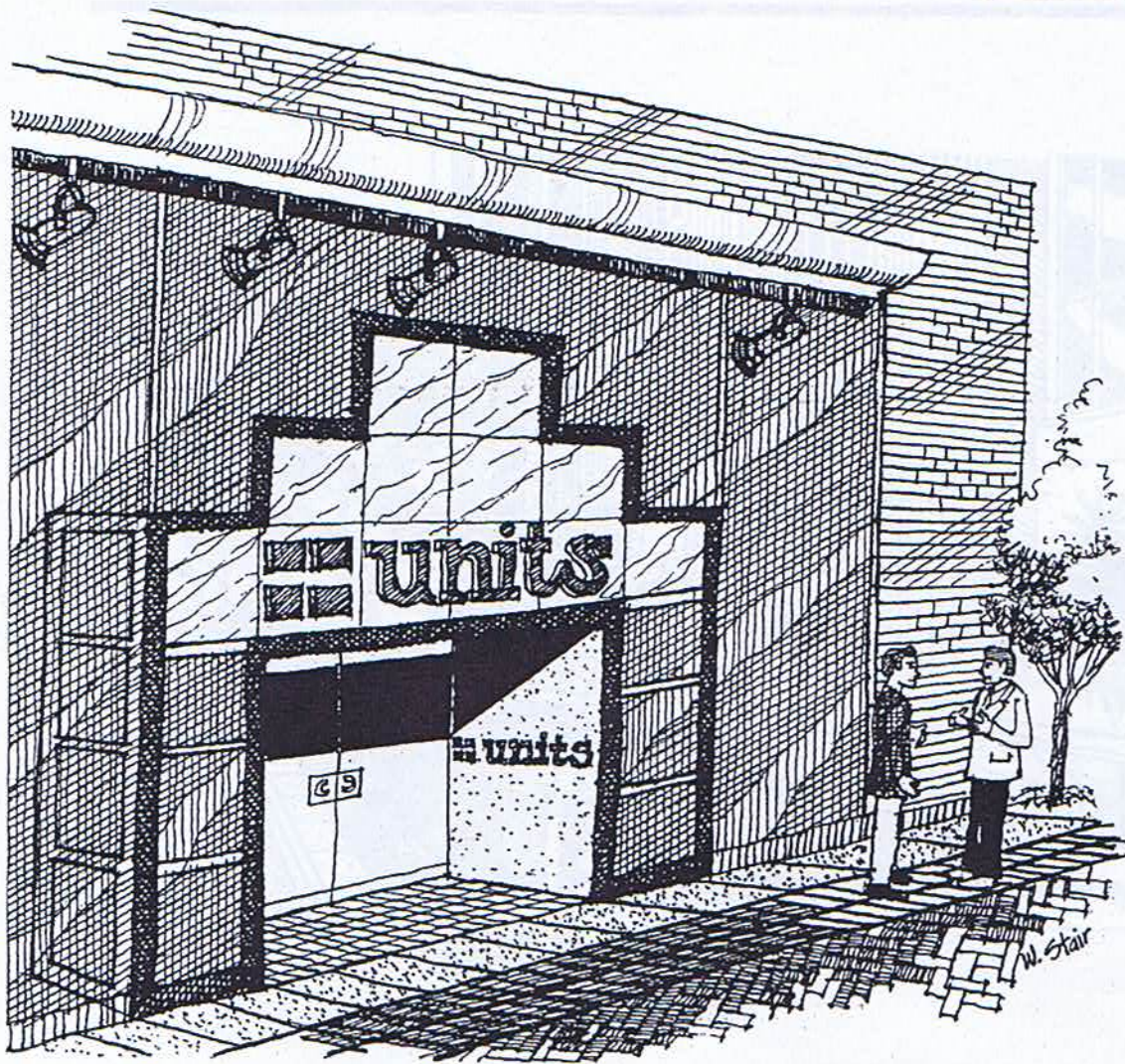
New Structures



7. d) Introducing variations in facades that present a large expansive wall plane but discouraging building encroachments into the street ROW.
7. e) Use landscaping elements to create a positive image where large expanses exist, and variations in the facade plane are difficult to achieve.



New Structures



7. f) Integrating business identification signs with the building facade in such a way that signs contribute positively to the overall image.



New Structures



70% TRANSPARENCY

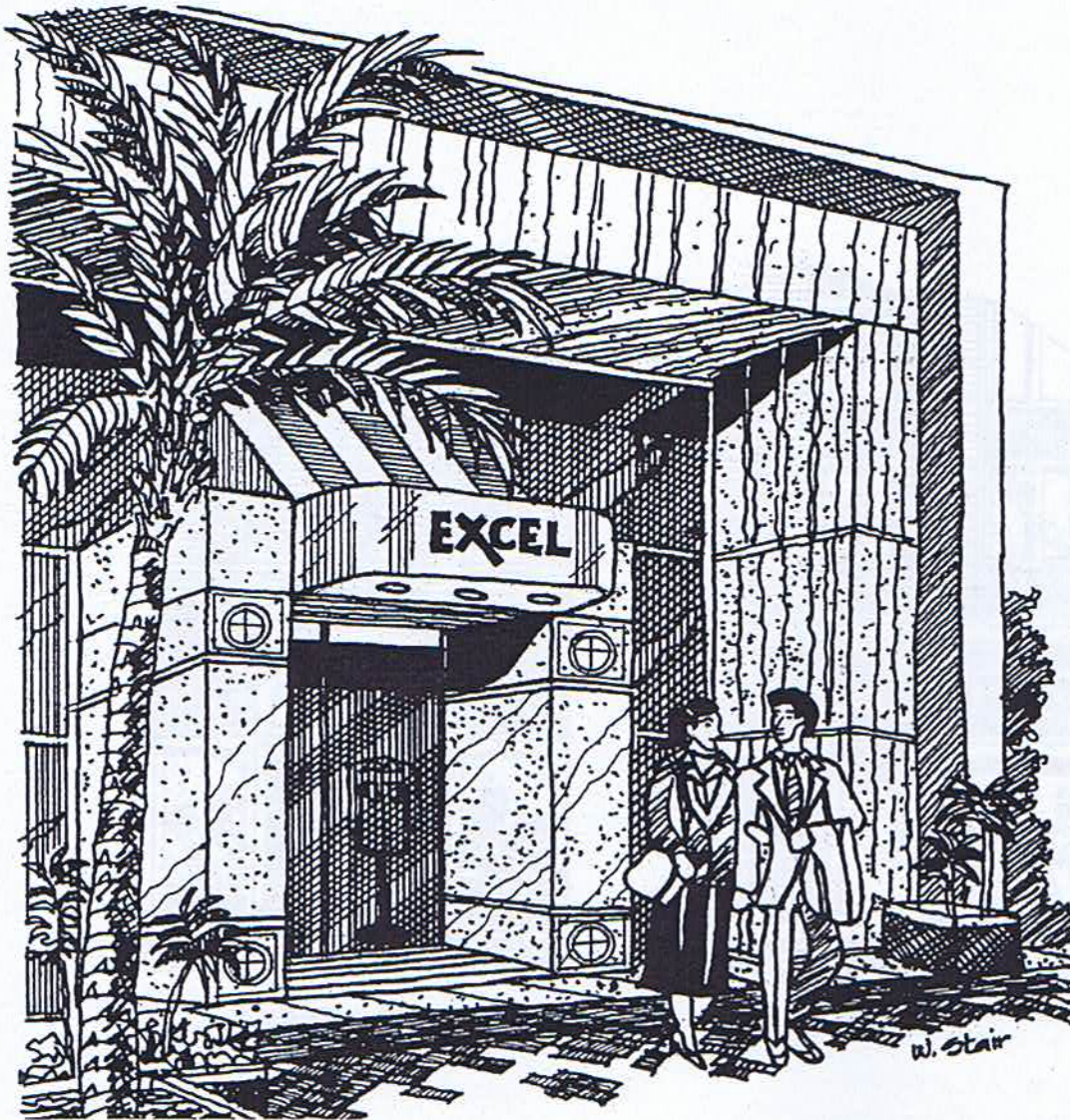


50% TRANSPARENCY

7. g) New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by designing storefronts to have maximum visibility by maintaining 70% transparency in the facade planes of the Franklin Street Mall District and significant pedestrian corridors; and a 50% minimum or greater transparency in other areas of the CBD.



New Structures



7. h) New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by providing architectural emphasis to entrances and lobbies.



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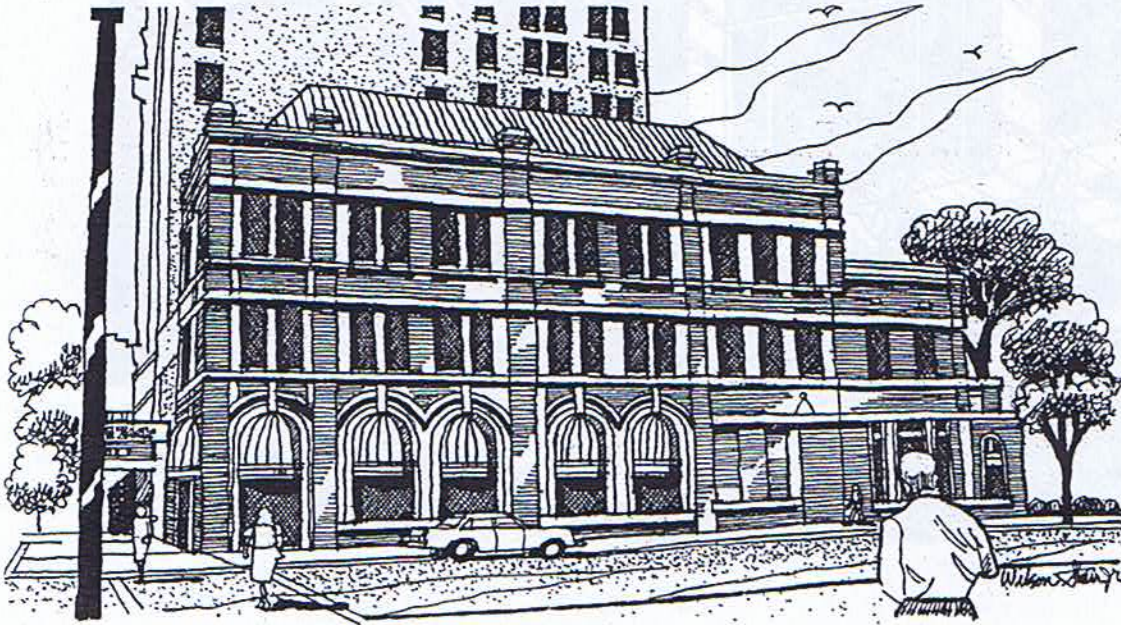
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New Structures

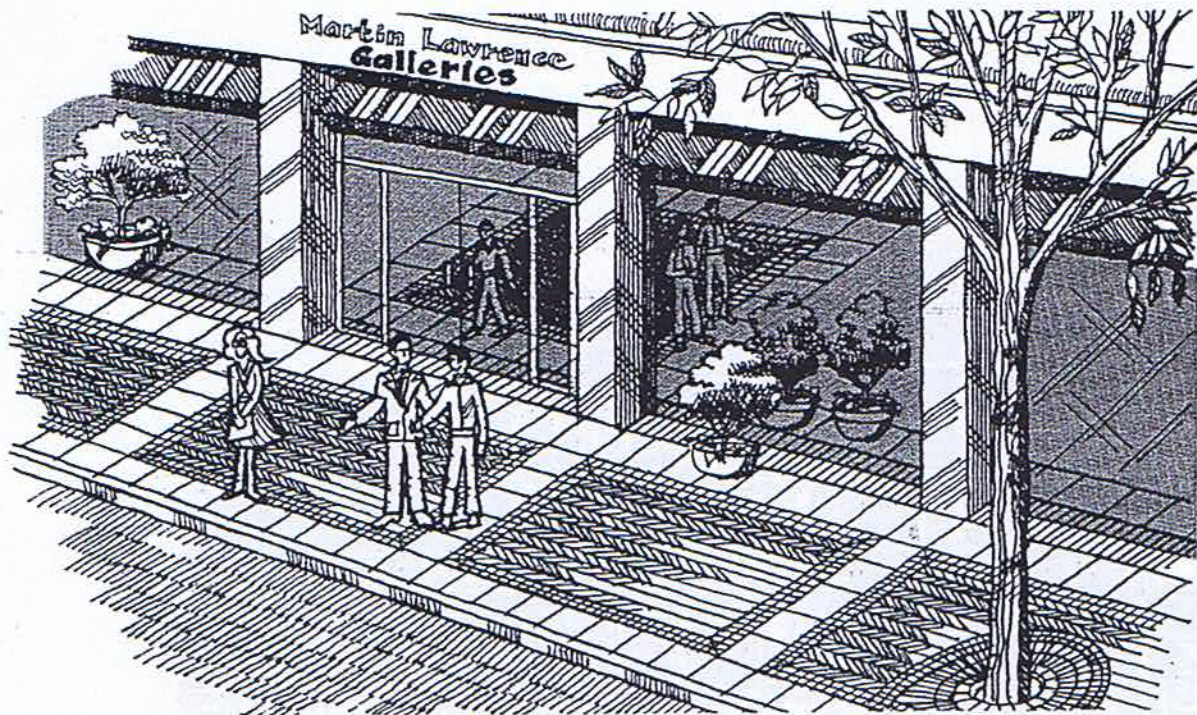
New Structures



7. i) New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by maintaining the distinction between the upper and lower levels.



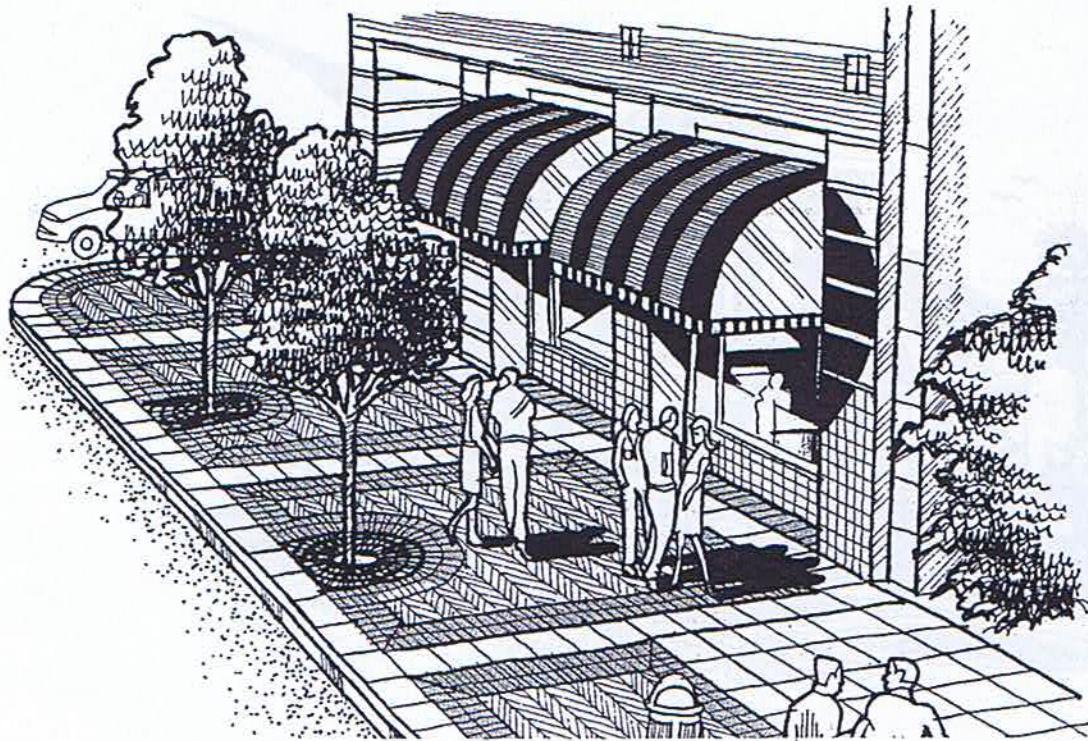
New Structures



7. j) New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by considering designs that reduce the barriers between the indoor and outdoor spaces.



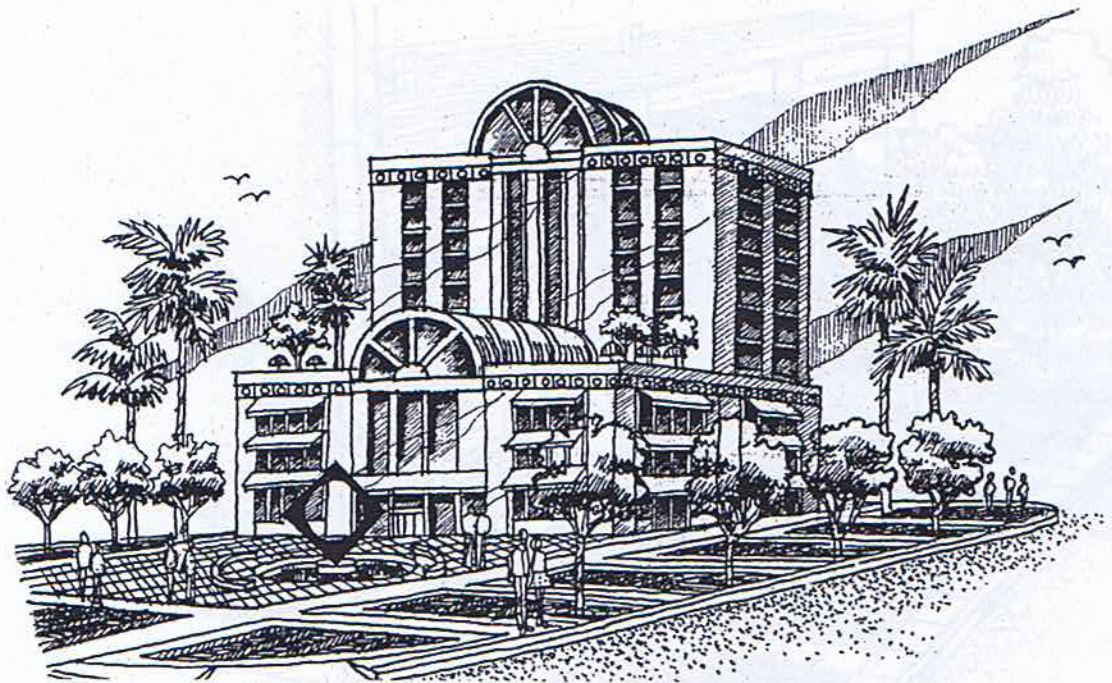
New Structures



7. k) New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by considering the use of cover, such as awnings, to enhance the appearance and increase pedestrian comfort along major pedestrian corridors.
7. l) The width of building canopies or awnings should be considered in order to allow trees to grow without obstruction.



New Structures



8. New buildings shall be designed to be compatible with human scale by giving special attention to the first two or three stories by providing privately owned public space and outdoor public art.



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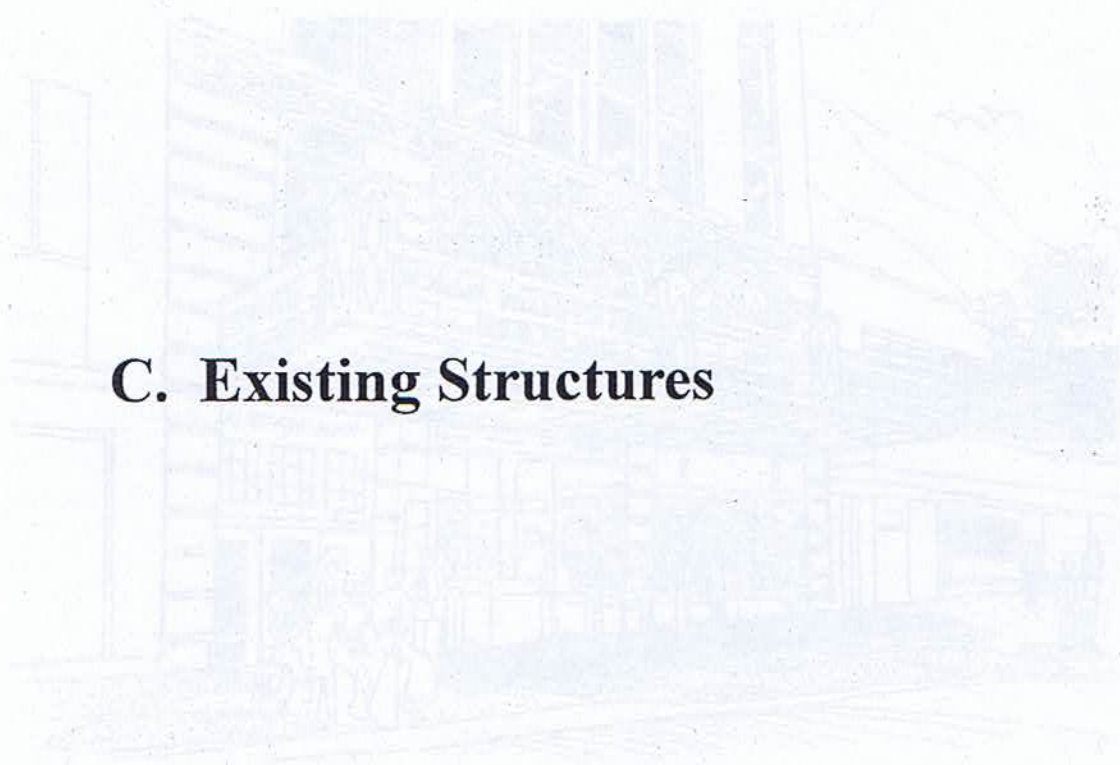
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C. Existing Structures



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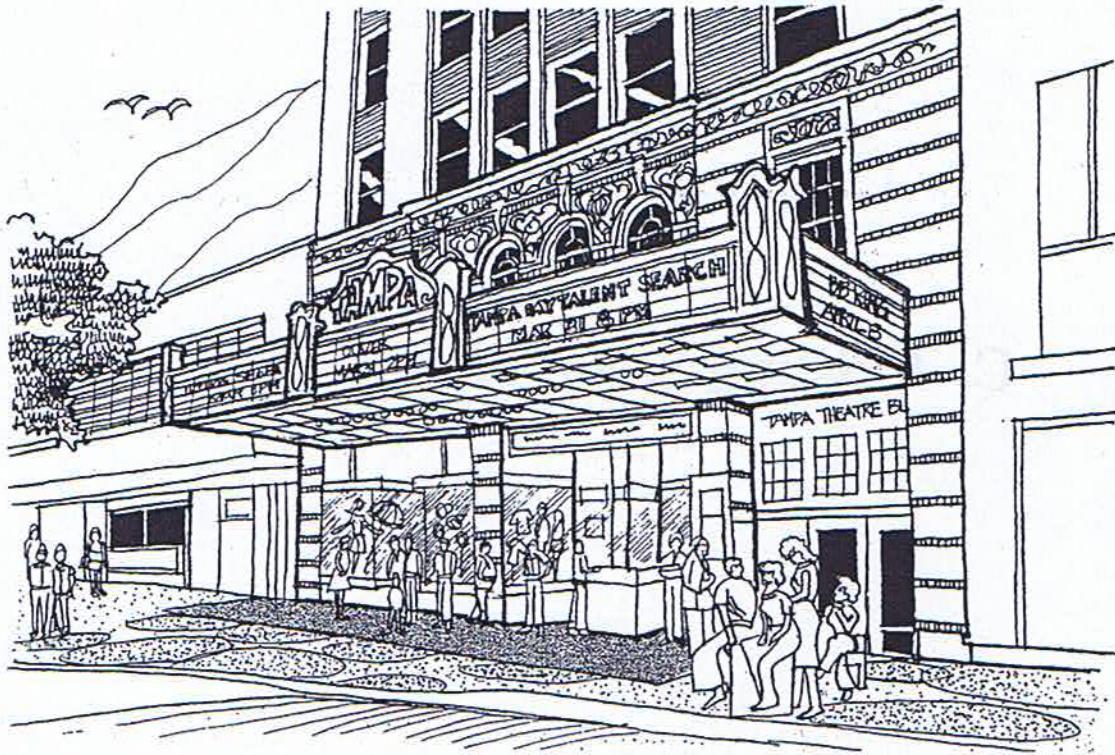
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Existing Structures

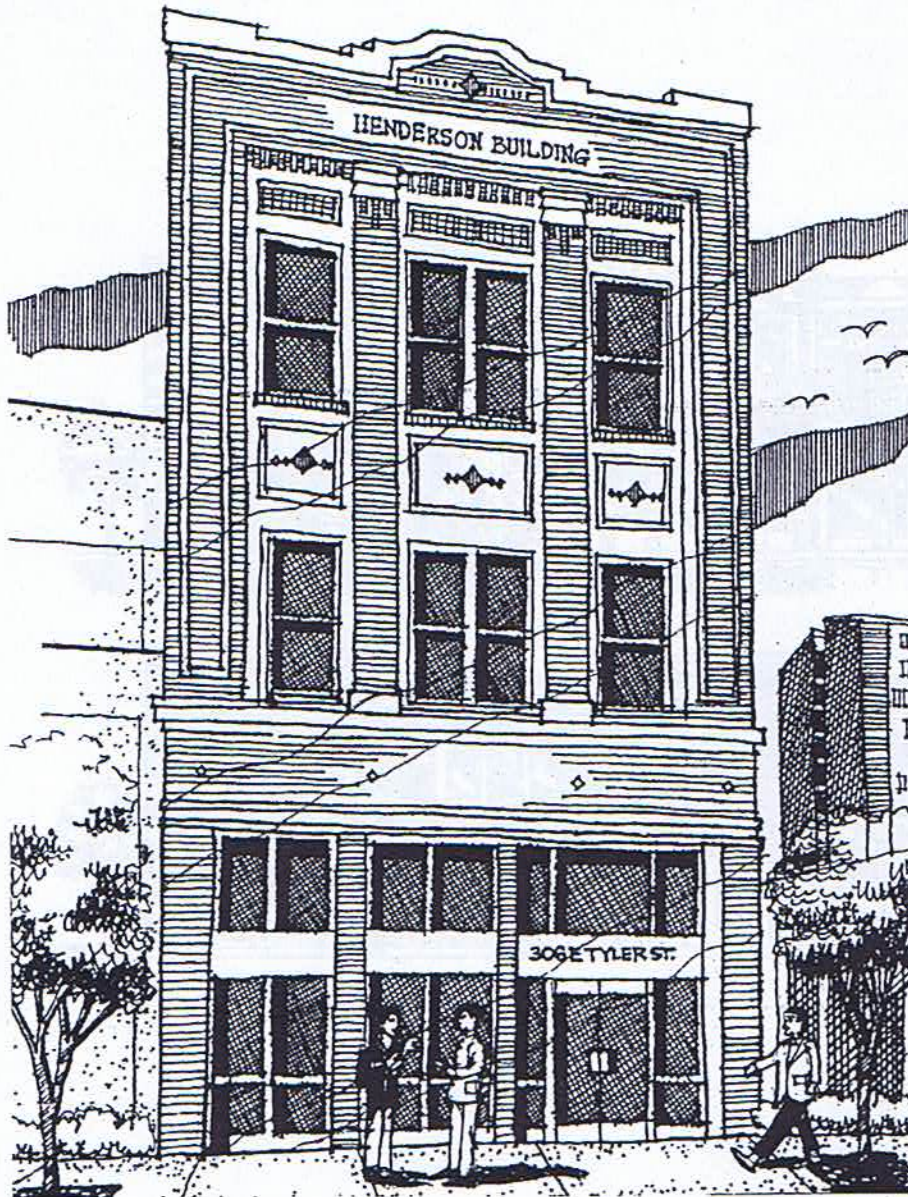


GOAL

MAINTAIN THE HERITAGE OF TAMPA'S CENTRAL BUSINESS DISTRICT BY ADAPTIVE REUSE AND SENSITIVE REHABILITATION OF EXISTING STRUCTURES AND DISTRICTS THAT CONTRIBUTE TO THE CHARACTER OF DOWNTOWN.



Existing Structures

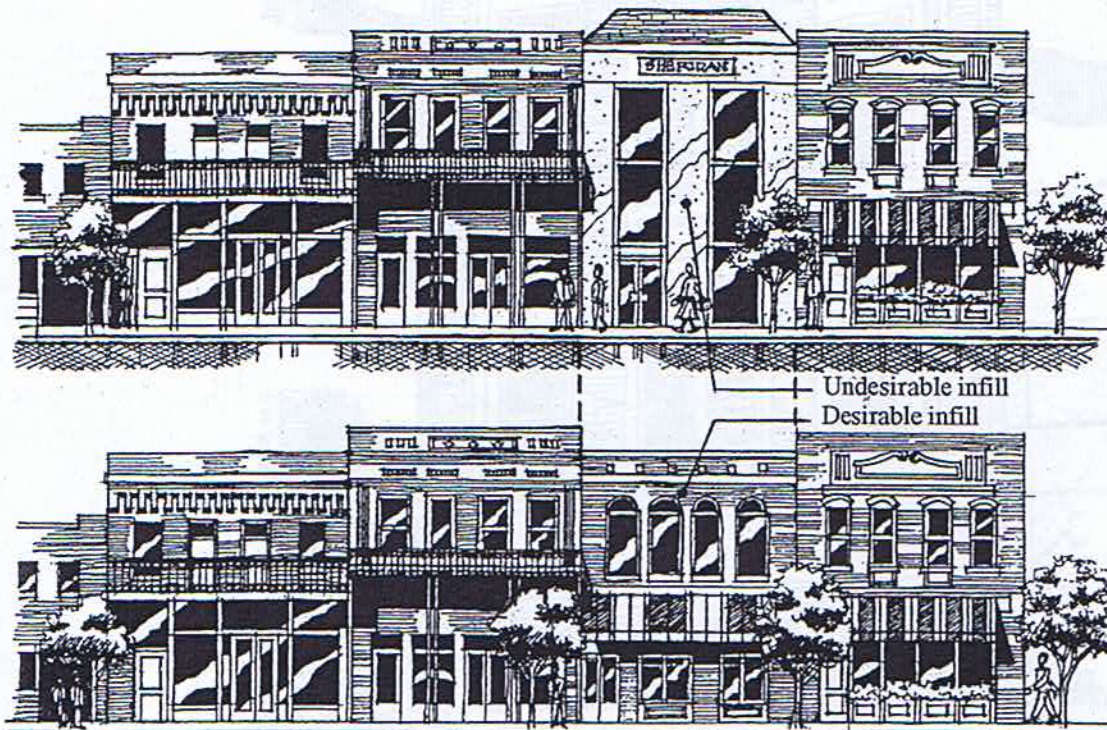


GOAL

MAINTAIN THE HERITAGE OF TAMPA'S CENTRAL BUSINESS DISTRICT BY ADAPTIVE REUSE AND SENSITIVE REHABILITATION OF EXISTING STRUCTURES AND DISTRICTS THAT CONTRIBUTE TO THE CHARACTER OF DOWNTOWN.



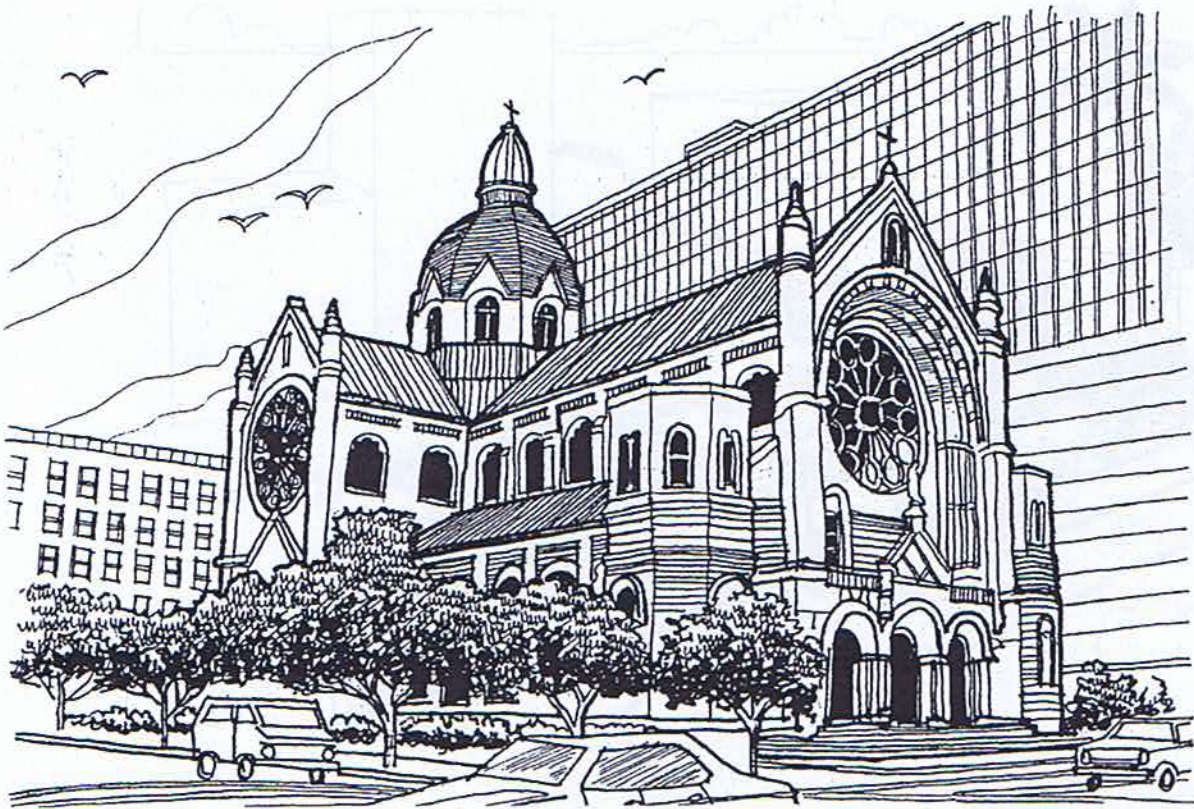
Existing Structures



1. Encourage compatible infill adjacent to existing significant structures.



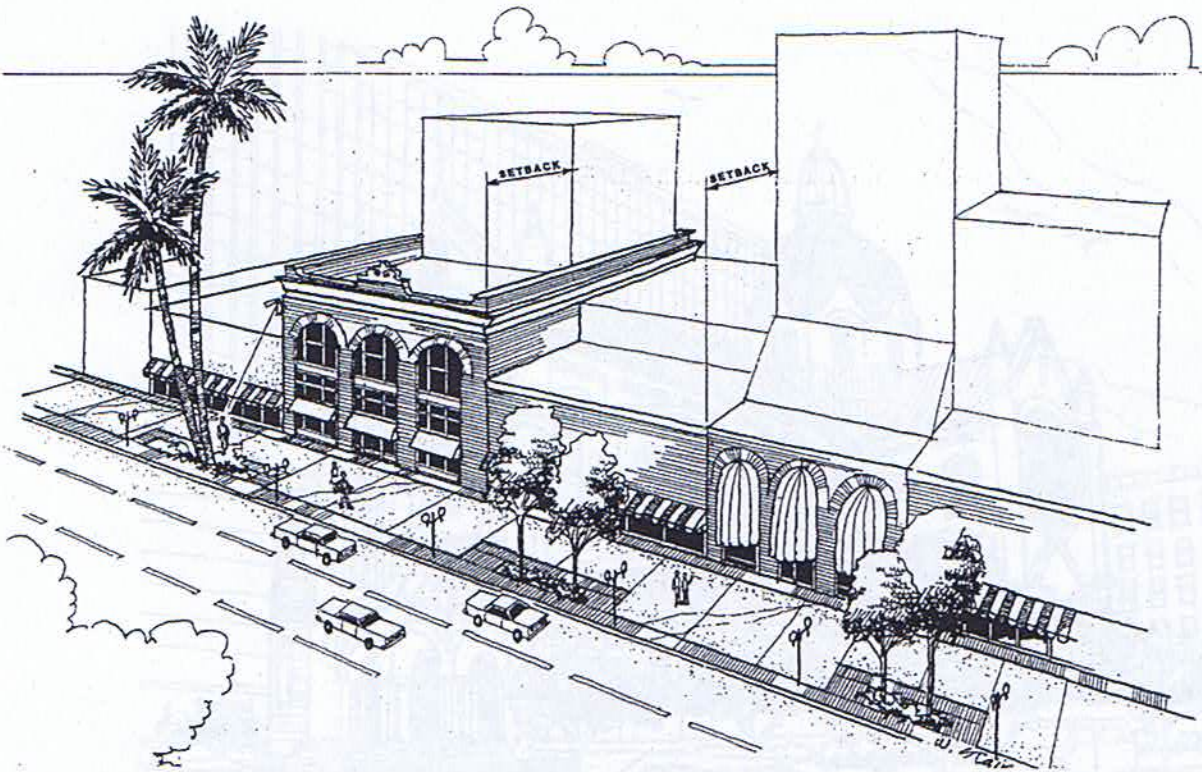
Existing Structures



2. Encourage the preservation of significant historic structures. Refer to the Tampa Urban Design Preservation Plan for a current inventory of historic and architecturally significant structures giving particular attention to categories 1 and 2.



Existing Structures



3. For an addition to roofs of historical buildings, maintain the perceived building height of the main facade from the pedestrian view point.



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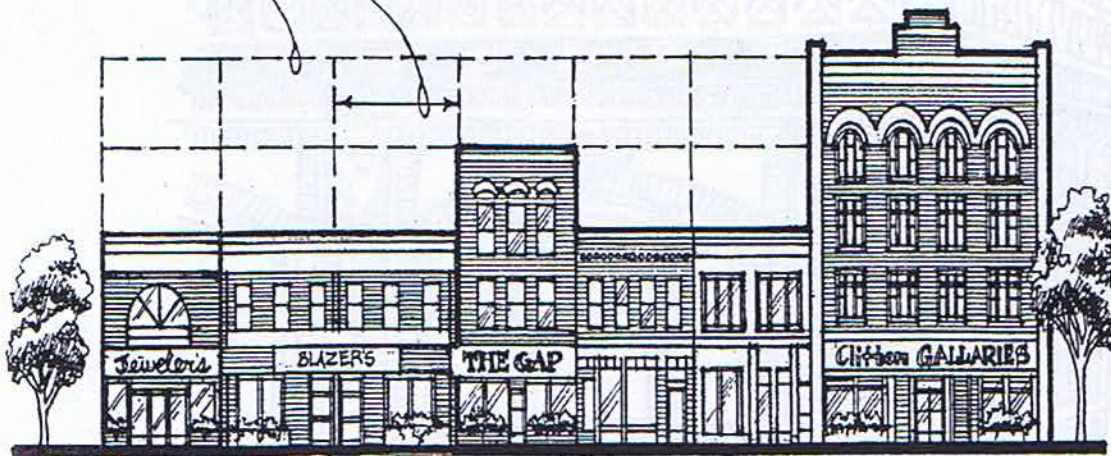
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Existing Structures

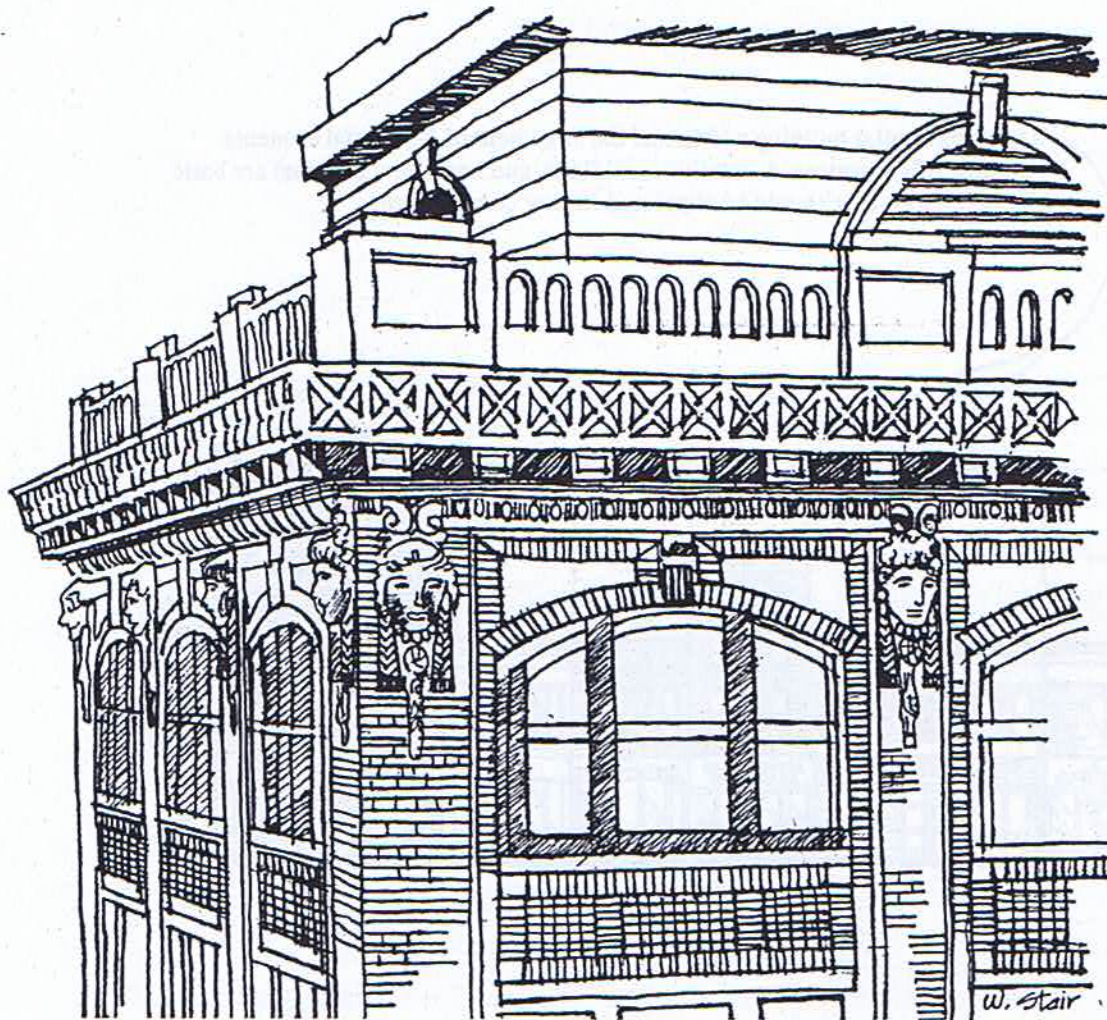
Repeating similar building widths and the alignment of horizontal elements (window sills, cornices, decorative mouldings, and horizontal features) are basic characteristics that should be expressed in new construction.



4. Encourage designs that will maintain the rhythm established by the repetition of standard facade widths in new development adjacent to significant buildings.



New Structures



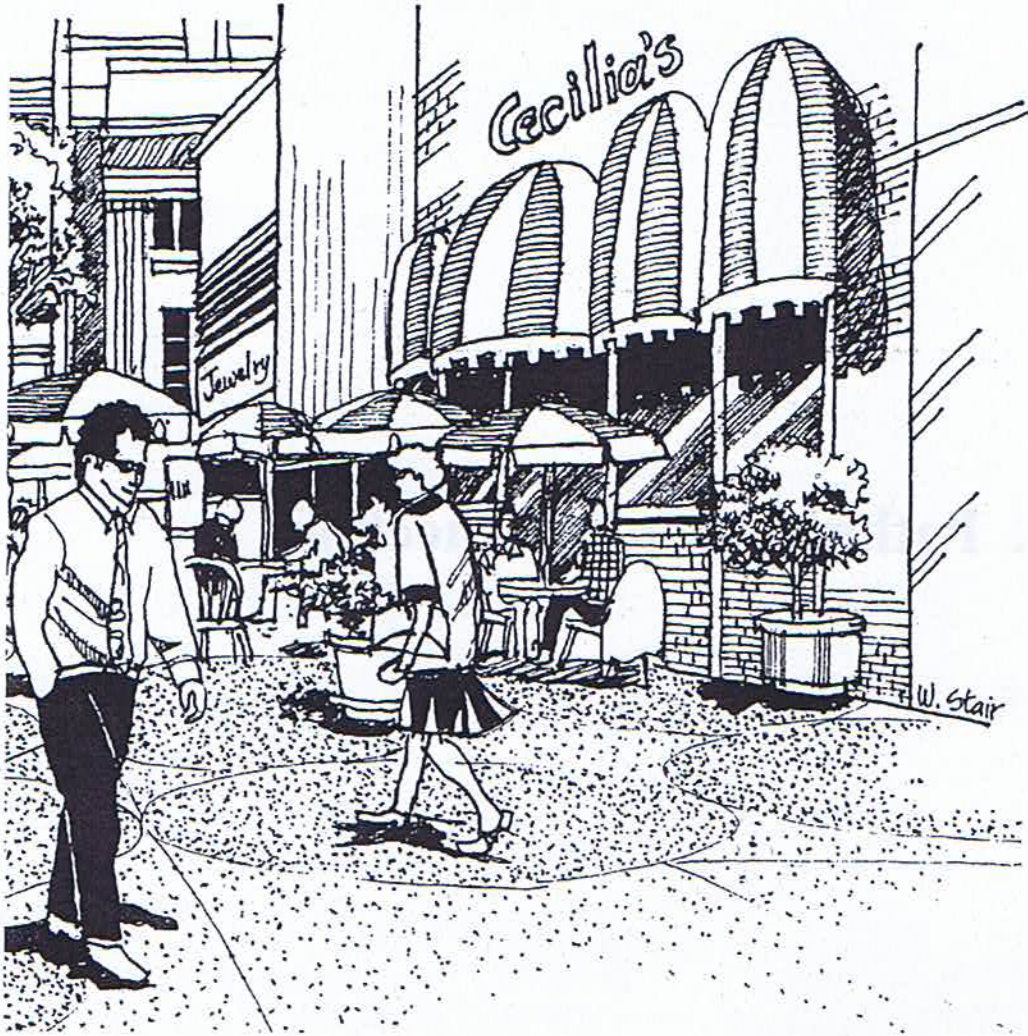
5. Preserve character defining features (architectural elements) of historical structures being redeveloped.
6. Encourage restoration to original architectural style where appropriate.



D. Pathways and Connection



Pathways and Connections



GOAL

ENCOURAGE PEDESTRIAN MOVEMENT THROUGHOUT THE TAMPA CENTRAL BUSINESS DISTRICT.



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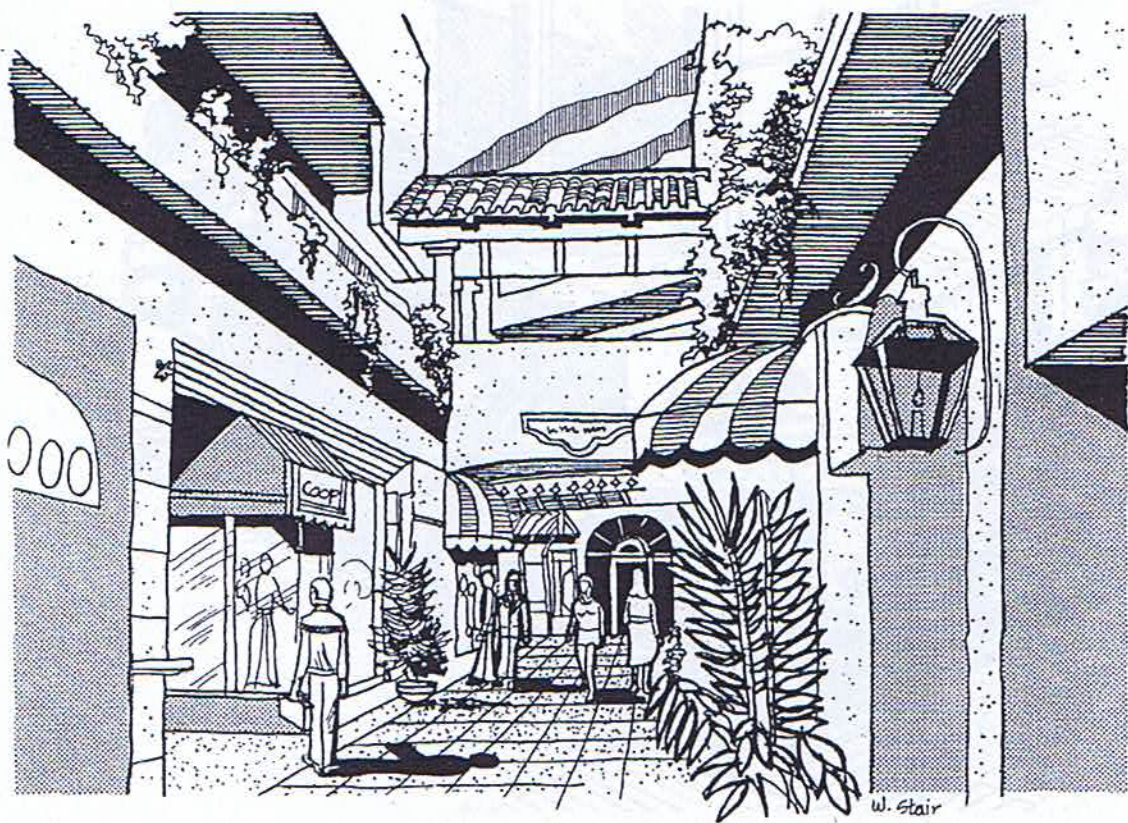
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Pathways and Connections



1. Provide a link between the various activity centers in the downtown by creating a system of attractive ground level pedestrian connections by:
 - a. Protecting the integrity of the existing street grid by discouraging connections that promote a continuous level of retail above grade. (This is not meant to discourage tenantserving retail on any level of a building).
 - b. Protecting the integrity of the existing street grid by discouraging the vacation of existing rights-of-way and discouraging the development of air rights above these rights-of-way.
 - c. Coordinating pedestrian pathways and/or alleys between buildings where appropriate.



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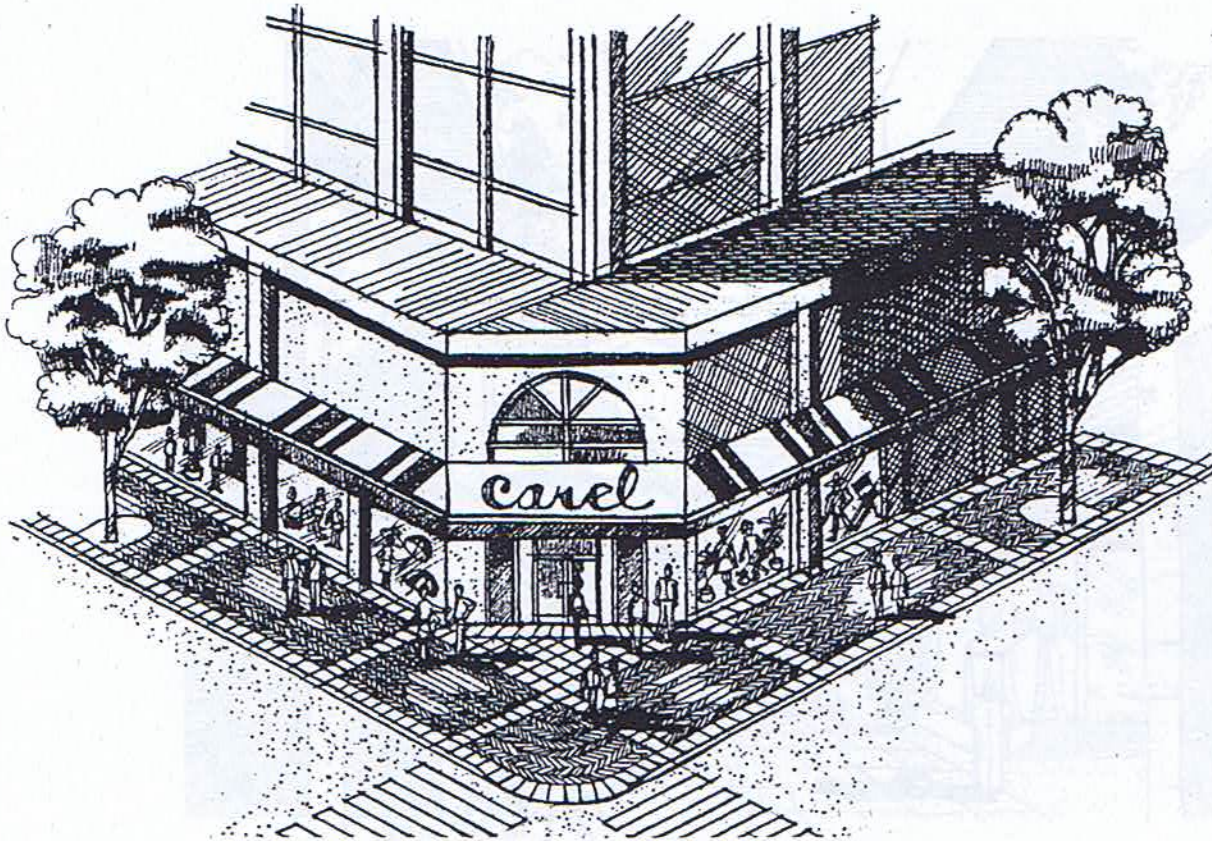
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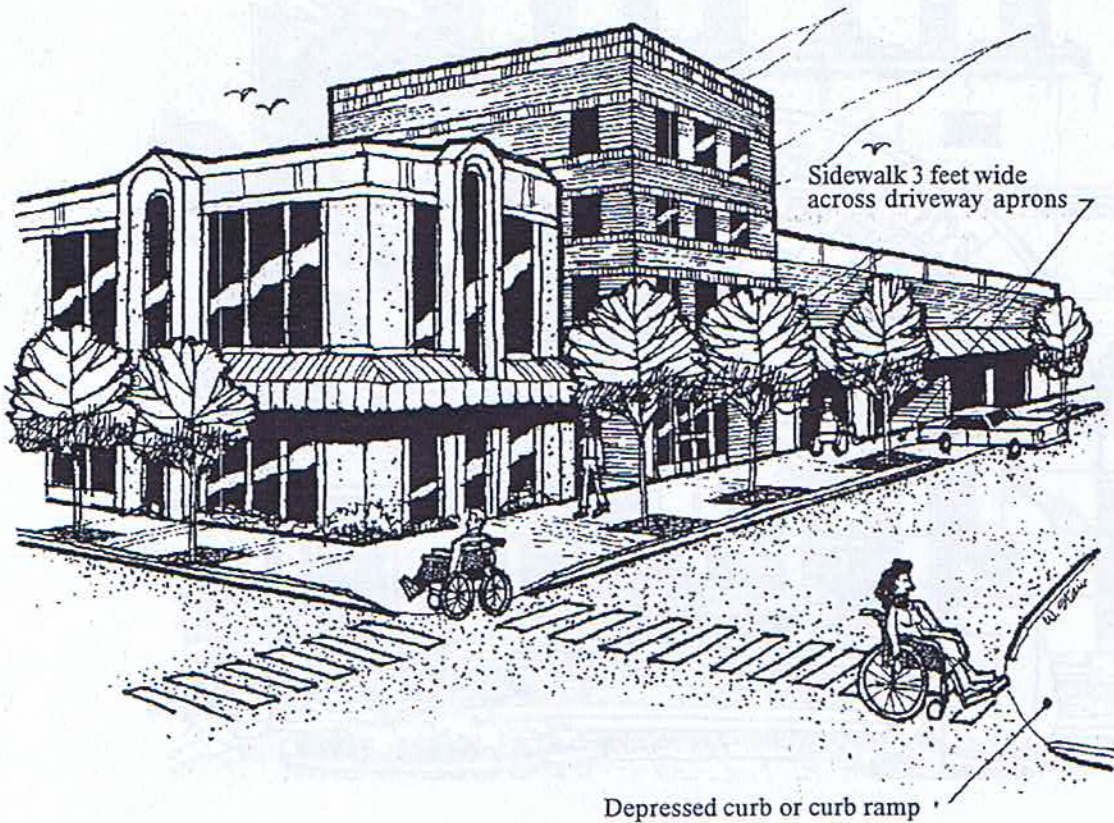
Pathways and Connections



2. New building designs shall promote pedestrian movement by considering greater setbacks at corners for larger buildings and major pedestrian corridors so as to allow large numbers of pedestrians to circulate comfortably.



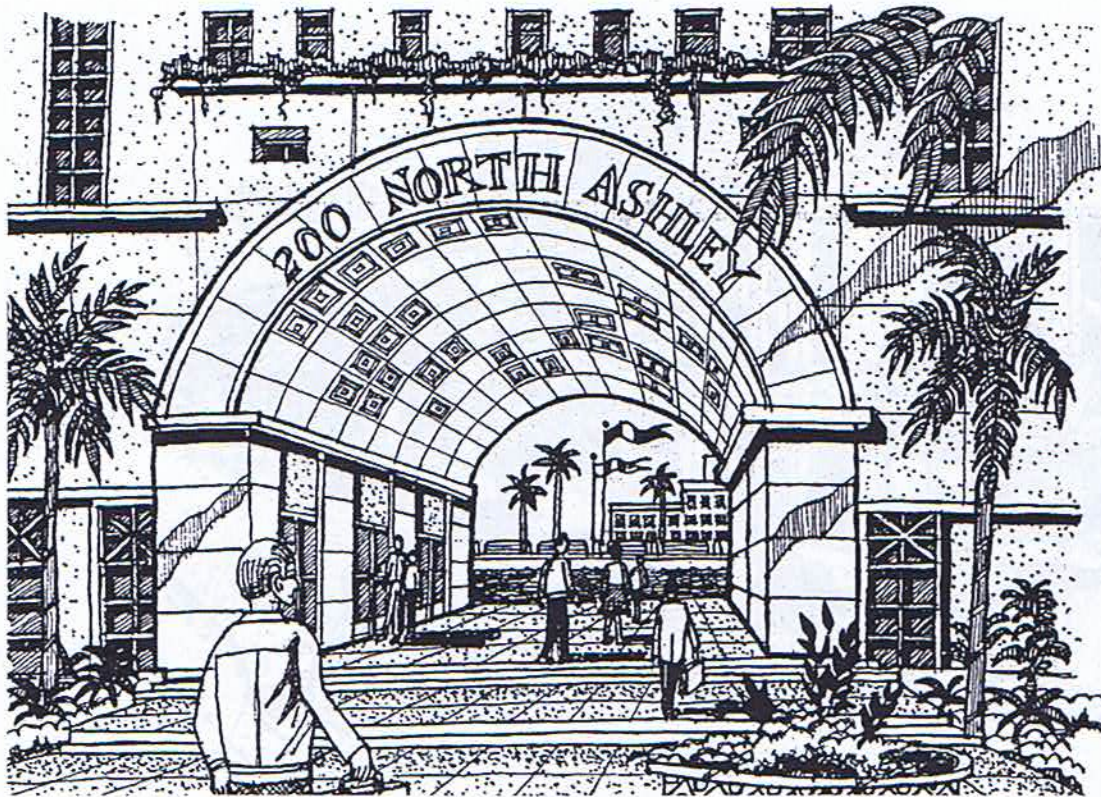
Pathways and Connections



3. Pathways and connectors shall be designed with the special needs of the handicapped in mind.



Pathways and Connections



4. Provide pedestrian access to and along the waterfront to encourage pedestrian linkages by considering designs along the Waterfront that allow the pedestrian to "walk through" the structure to gain access to the waterfront when public access is not available immediately adjacent to the site.



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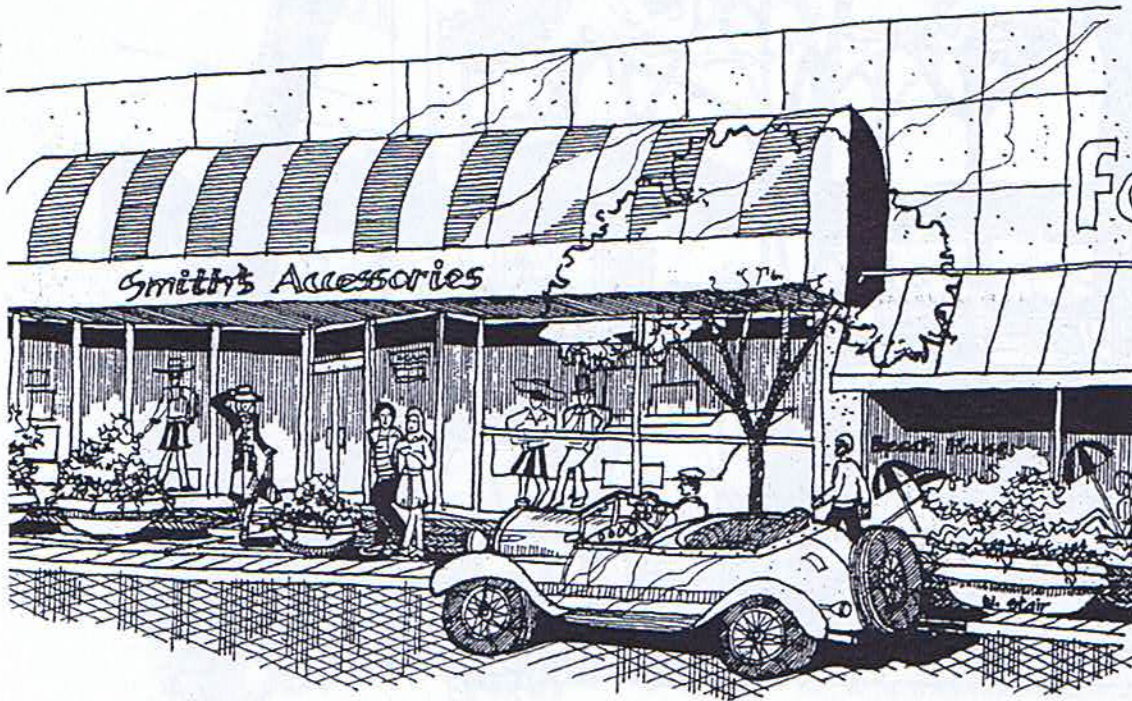
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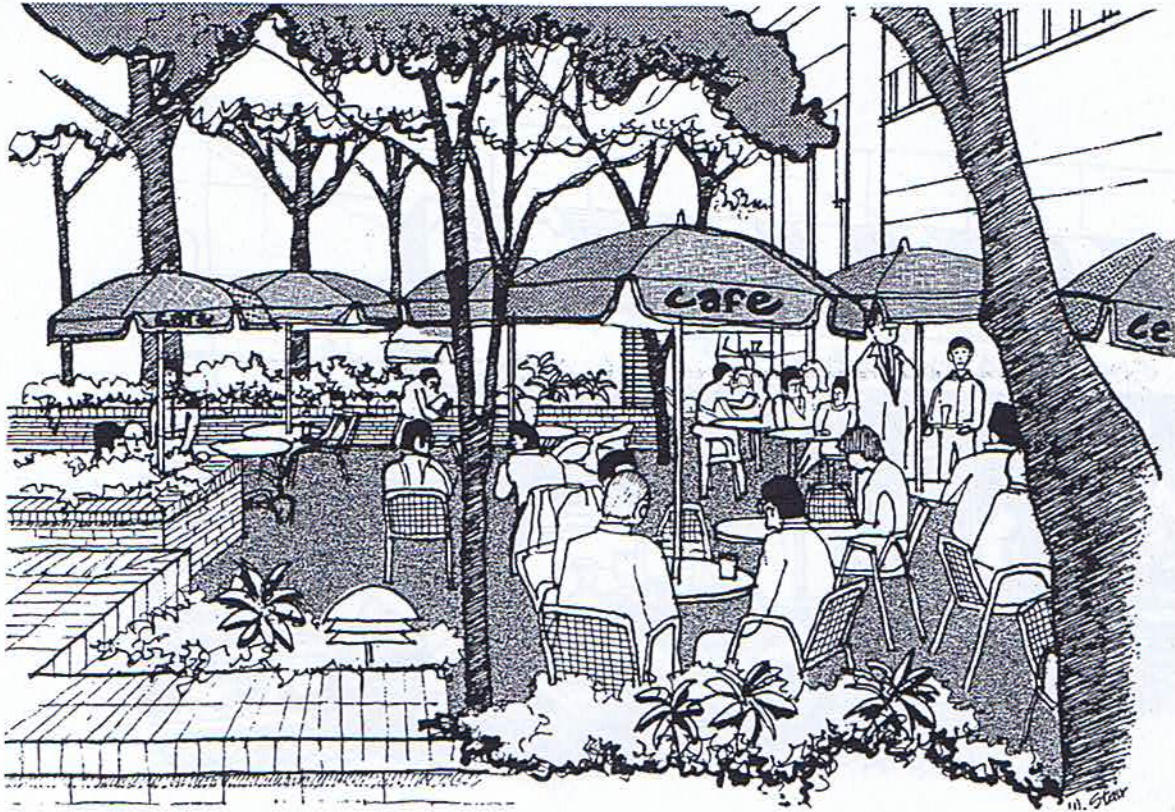
Pathways and Connections



5. Develop strategies and designs that will protect and accommodate the pedestrian by:
 - a) Considering designs that create a pedestrian walking zone separate from automobile traffic by curbs bollards, planters, landscaping and other street furniture, and sidewalk widths of a sufficient dimension.
 - b) Placing street fixtures at the curb side opposite major pedestrian exits so as to create a protective barrier from the traffic.
 - c) Providing awnings and canopies.



Pathways and Connections



5. Develop strategies and designs that will protect and accommodate the pedestrian by:
 - d) Providing shade trees to offer greater comfort to pedestrians from the sun.
 - e) Allowing outdoor cafes with umbrella tables to offer further comfort and visual interest to the pedestrian.



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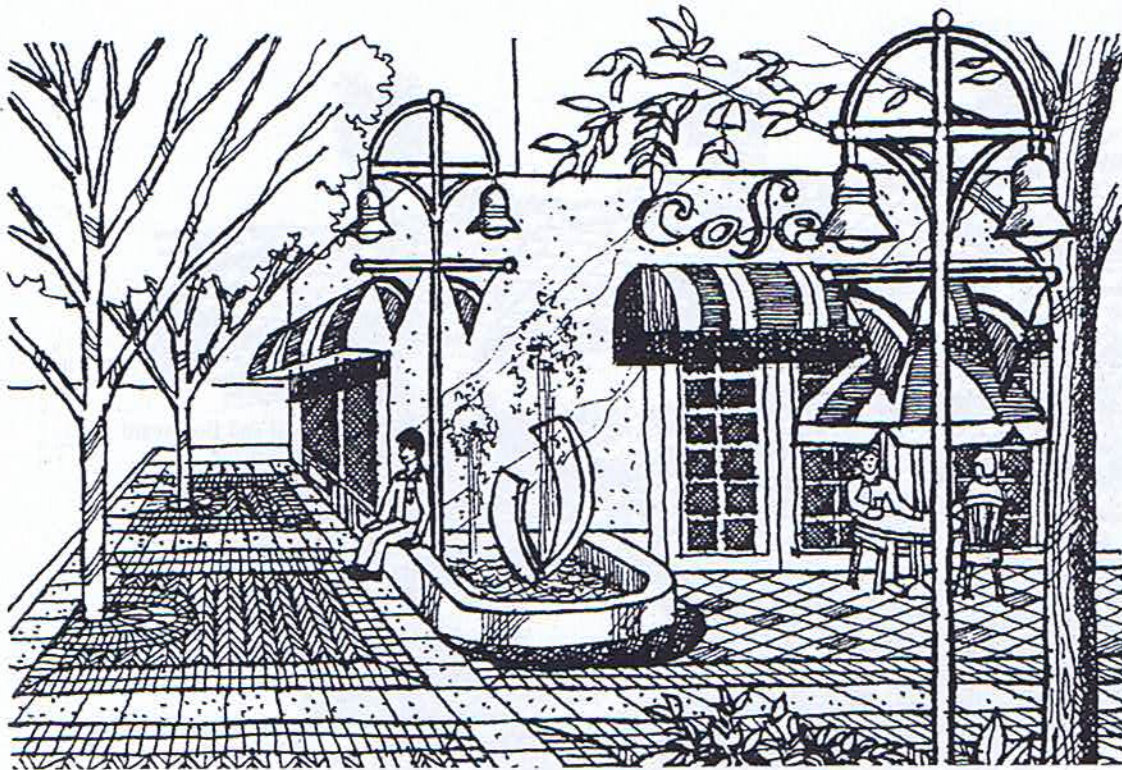
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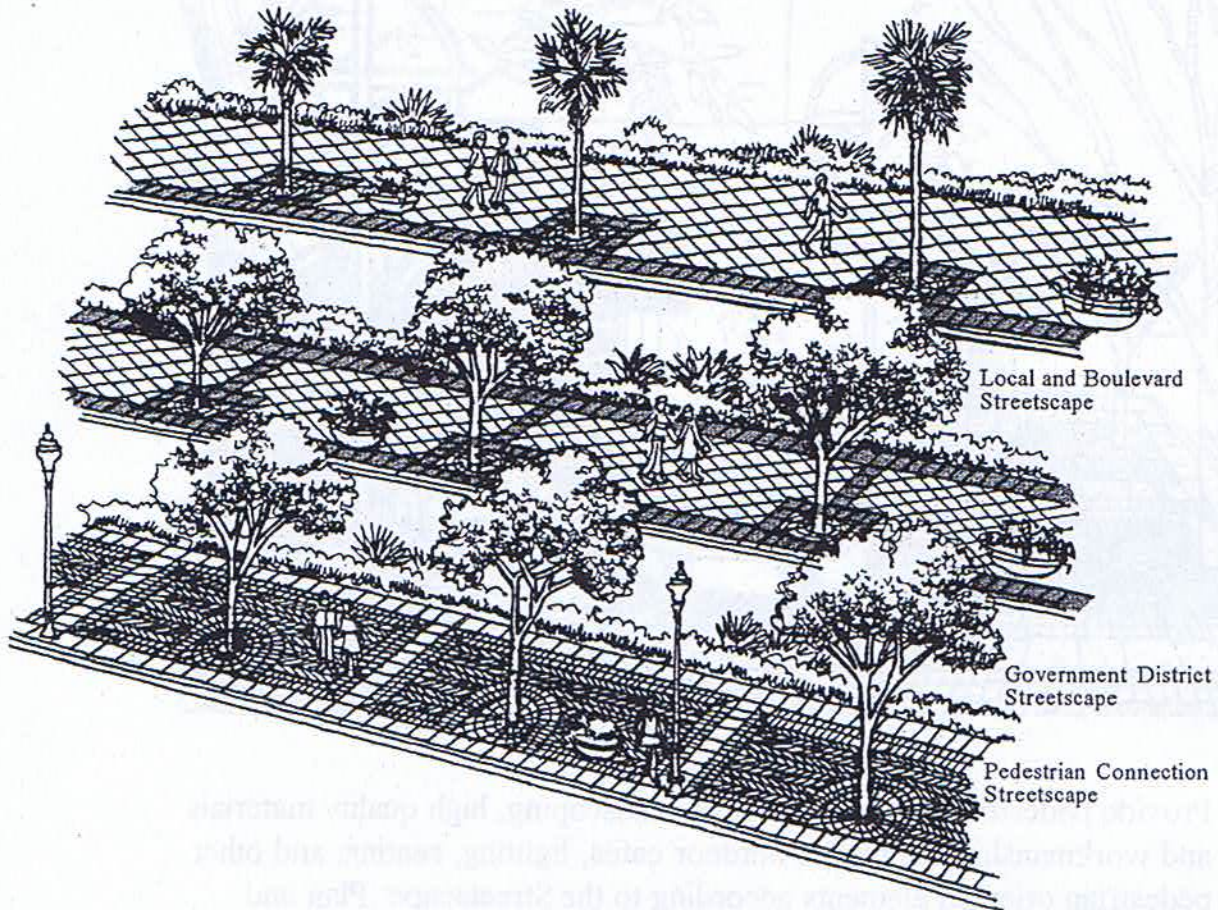
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Pathways and Connections



6. Provide pedestrian amenities such as landscaping, high quality materials and workmanship, fountains, outdoor cafes, lighting, seating, and other pedestrian oriented elements according to the Streetscape Plan and Standards.
 - a) Consider designs that will complement the elements of the streetscape plan to create a coordinated appearance with public spaces located inside the property line.
 - b) Consider the use of decorative banners, public art, kiosks, Fountains, and other design features to create a special and unique pedestrian atmosphere.
 - c) Consider the use of special light fixtures, paving patterns, and landscape features, etc. to emphasize important streets.

Pathways and Connections



7. Require detailed Streetscape Design drawings as a component of Design Review (components that make up the street right-of-way environment: paving patterns and materials, lighting, landscaping, planters, fixtures and furniture, etc.)

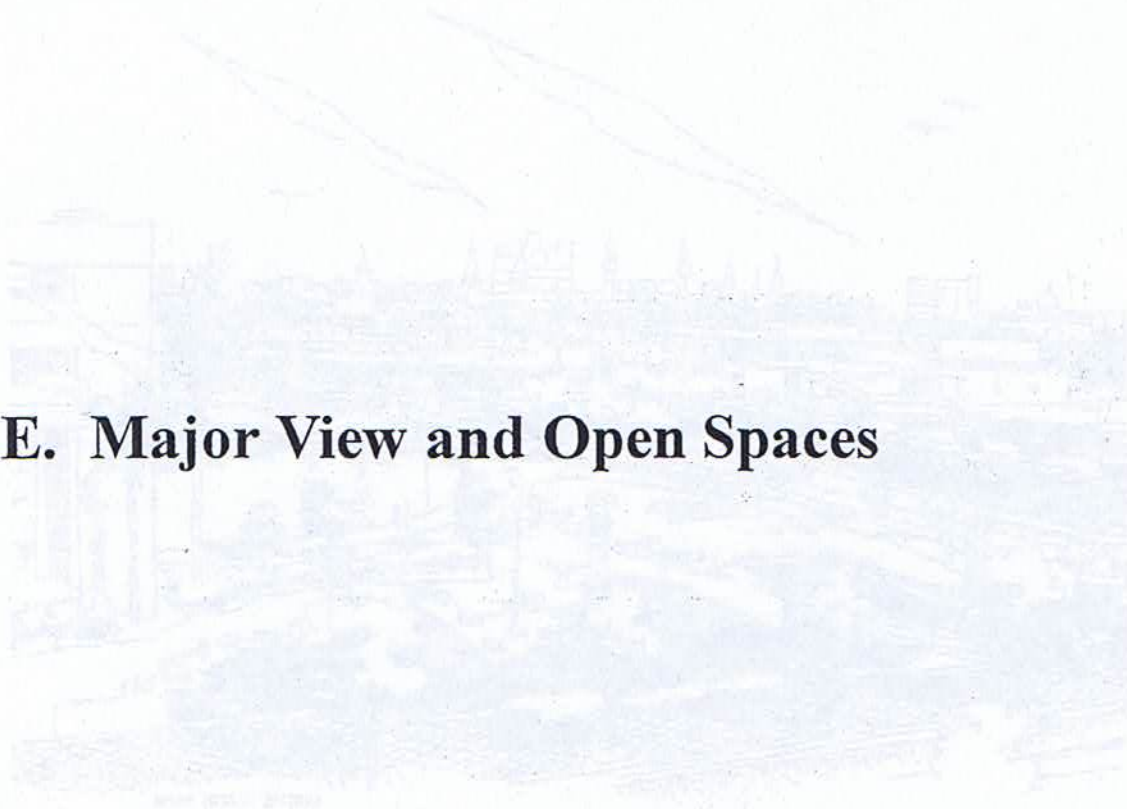


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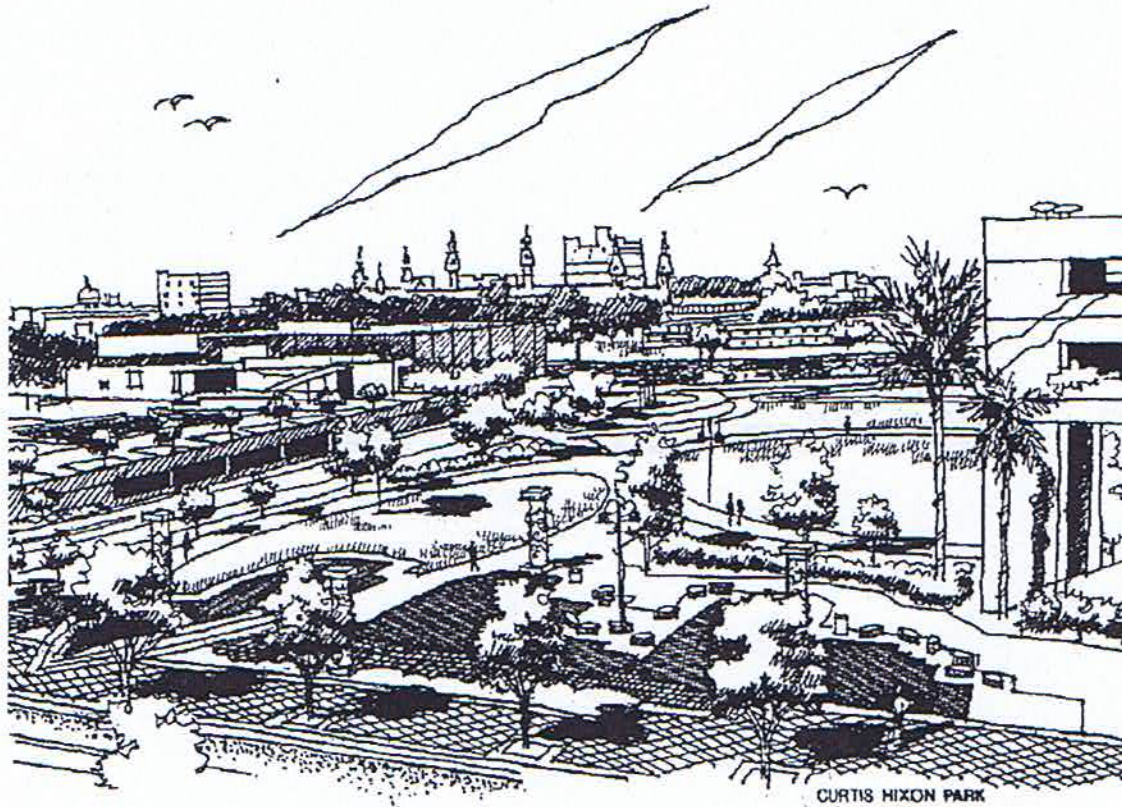
E. Major View and Open Spaces



PROJECT MAJOR VIEWS AND SPACES OPEN TO THE PUBLIC IN THE DOWNTOWN AND WHERE APPROPRIATE CREATE NEW VIEWS AND SPACE OPEN TO THE PUBLIC.



Major Views and Open Spaces



GOAL

PROTECT MAJOR VIEWS AND SPACES OPEN TO THE PUBLIC IN THE DOWNTOWN AND WHERE APPROPRIATE CREATE NEW VIEWS AND SPACE OPEN TO THE PUBLIC.



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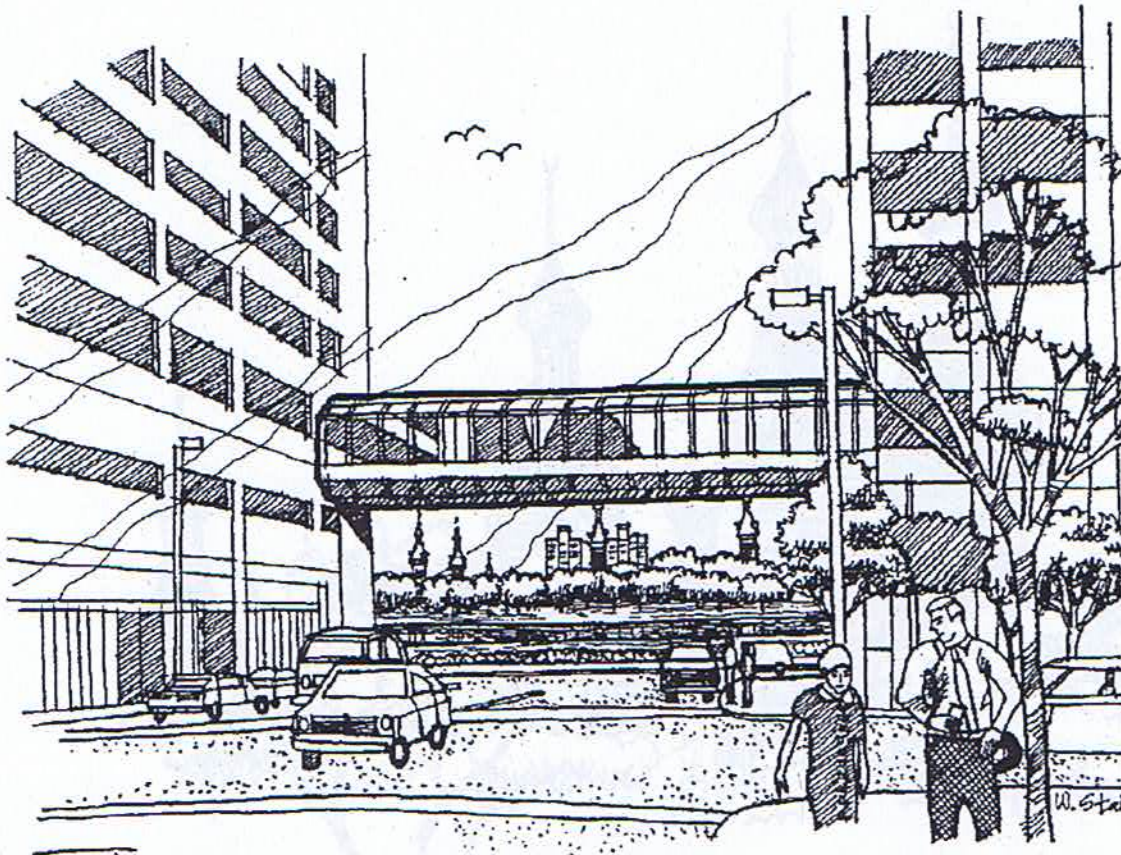
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Major Views and Open Spaces



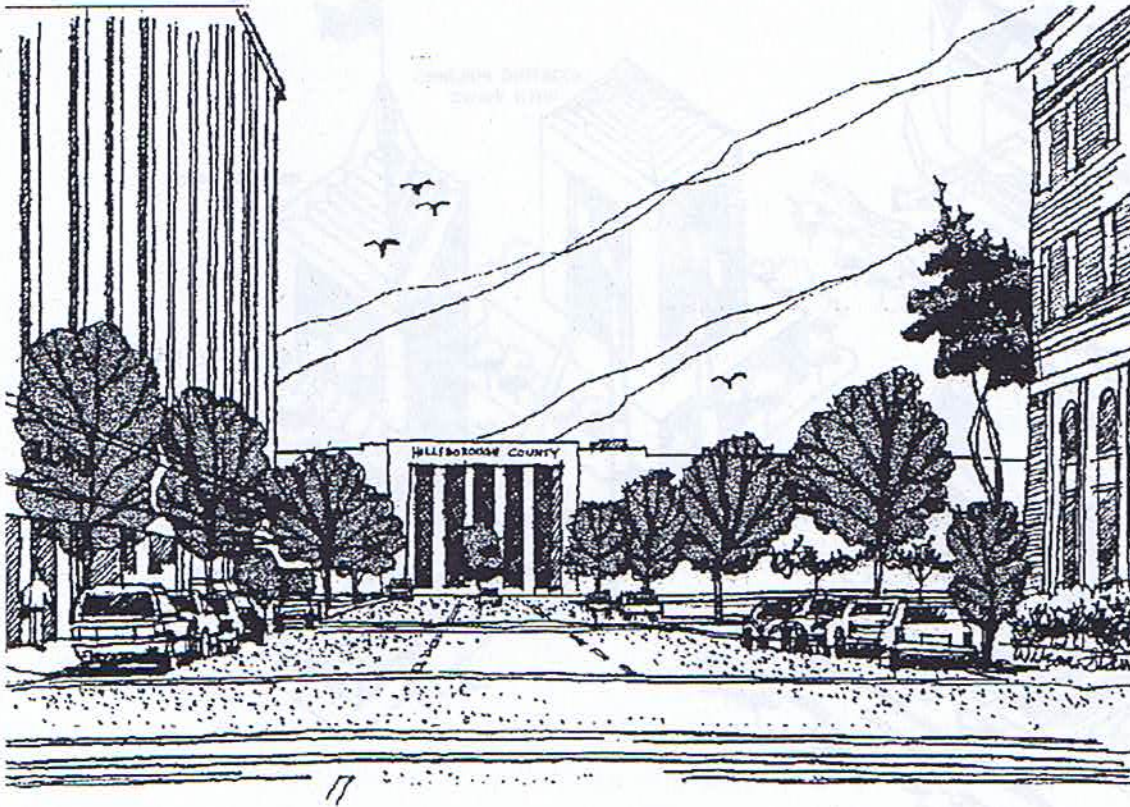
1. Consider preserving or restoring important views of the natural and physical environments, particularly views of the waterfront, the University of Tampa Minarets, Union Station, City Hall (historical building), and the Hillsborough County Courthouse as viewed from the Madison Street corridor.

Major Views and Open Spaces



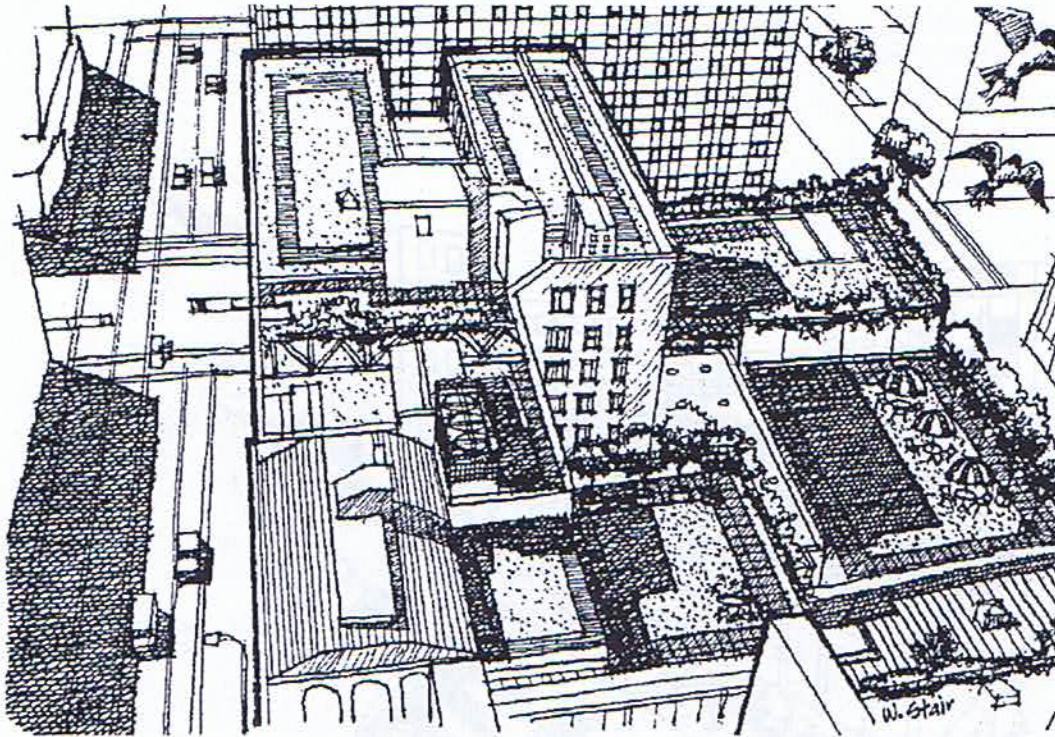
2. Discourage the construction of skywalks across streets that conflict with the intent of Objective 1.

Major Views and Open Spaces



3. Where new buildings are proposed at the end of a street, except at waterfront edge locations, consider designs and landscaping to create a visual focus.

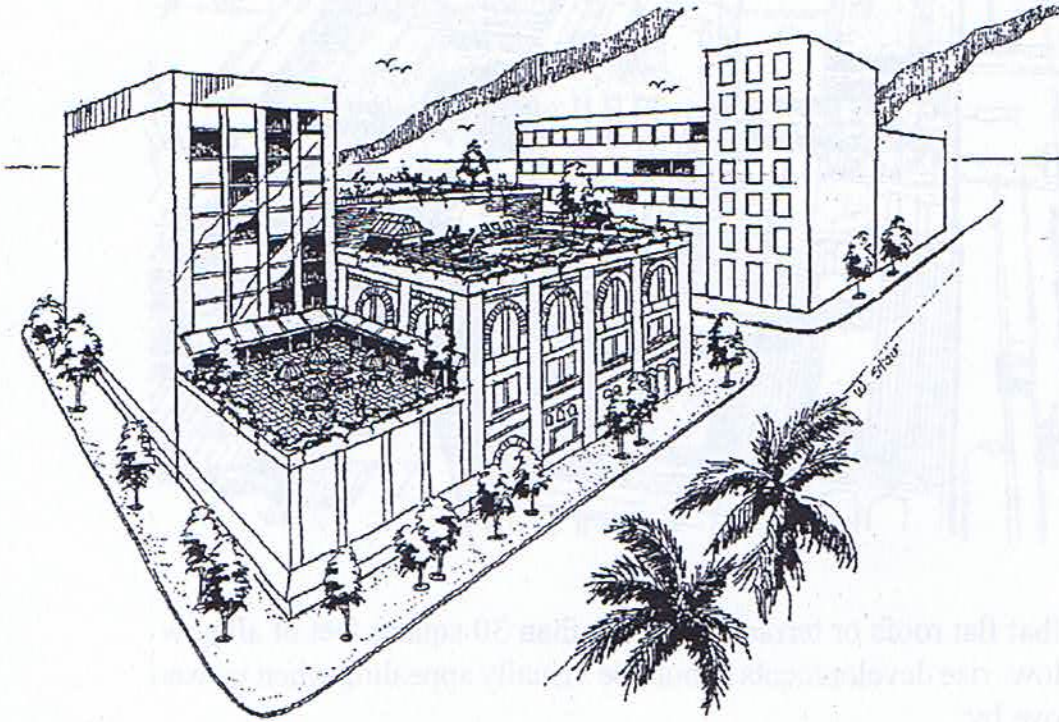
Major Views and Open Spaces



5. Ensure that flat roofs or terraces of more than 30 square feet of all new mid- to low-rise developments should be visually appealing when viewed from above by:
 - a) Considering the use of outdoor cafes.
 - b) Considering designs that incorporate flowers and landscaping on roof tops.
 - c) Requiring all new development and major renovation projects to provide an architectural treatment which shall use a minimum of two shades of a surface material (gravel, pavement etc.) in a coordinated design (example: two shades of gravel laid in a pattern).
 - d) Screening all roof top mechanical equipment from the top and sides.



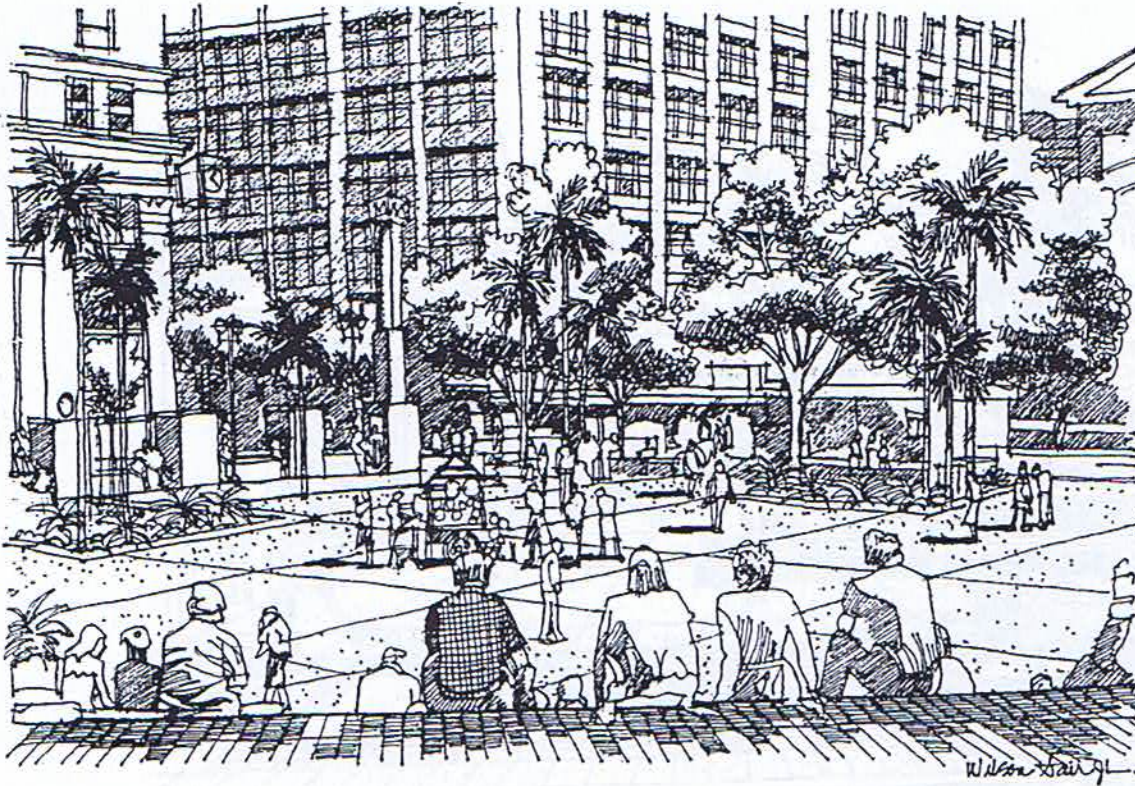
Major Views and Open Space



Roofscapes should be encouraged as usable and attractive outdoor space.

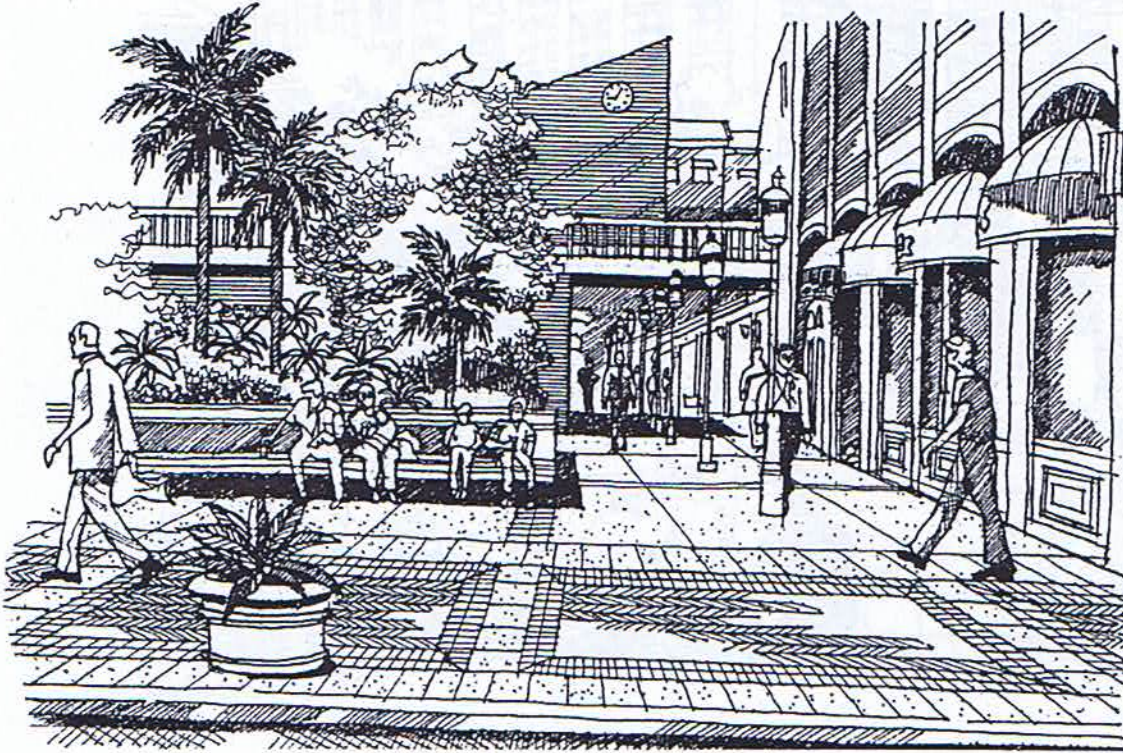


Major Views and Open Spaces



6. Develop pedestrian oriented plazas and open spaces at ground level by:
 - a) Providing public plazas with convenient and safe access from public pedestrian paths.
 - b) Providing functional public plazas that support multiple pedestrian related activities, i.e., seating, viewing, strolling, eating, congregating, sunning, etc.
 - c) Providing attractive focal point(s) in public plazas that are visible from major pedestrian paths and vehicular streets.

Major Views and Open Spaces



6. d) Encouraging the design of privately owned public spaces on private property to complement the design features of adjacent public rights-of-way.



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