



## Appendix D: Step 1 Station Areas Evaluation Results – TOD Readiness

# Criteria for station-specific TOD opportunity evaluation

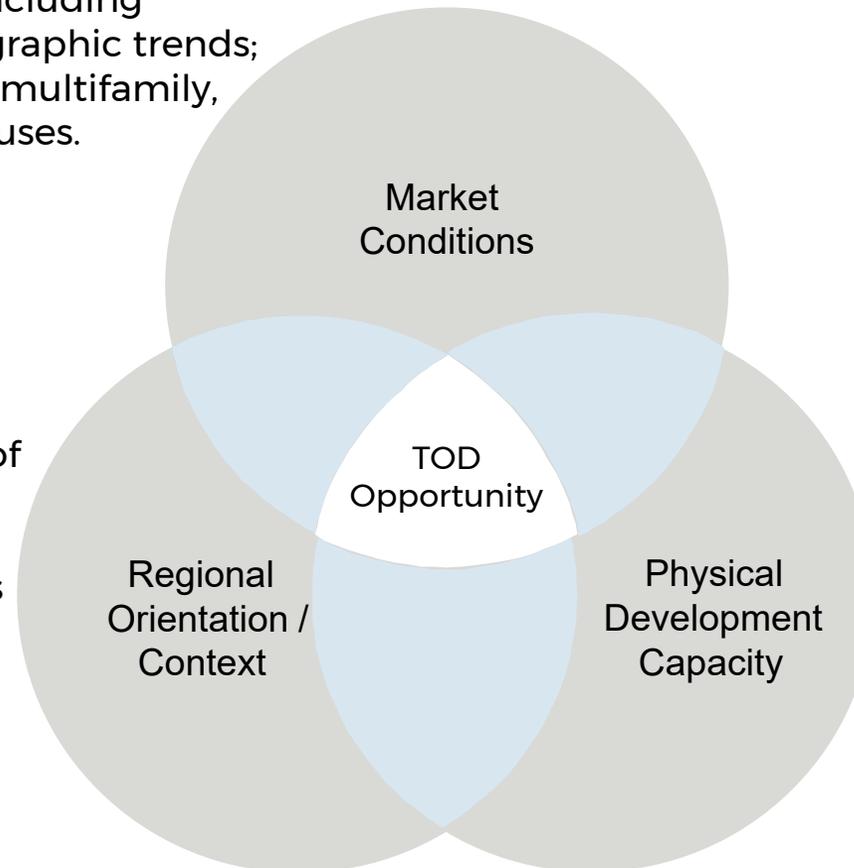
## Three primary factors

### Market Conditions:

- Historical and forecast market conditions for TOD land uses at regional, submarket, and corridor level;
- Demand indicators, including economic and demographic trends;
- Supply conditions for multifamily, office, and retail land uses.

### Station Area Regional Context:

- Station areas analyzed span three counties and are a broad spectrum of urban and suburban settings;
- Analysis includes station-specific locational strengths and weaknesses with respect to proximity to regional activity centers, amenities, and strengths for development.



### Development Capacity:

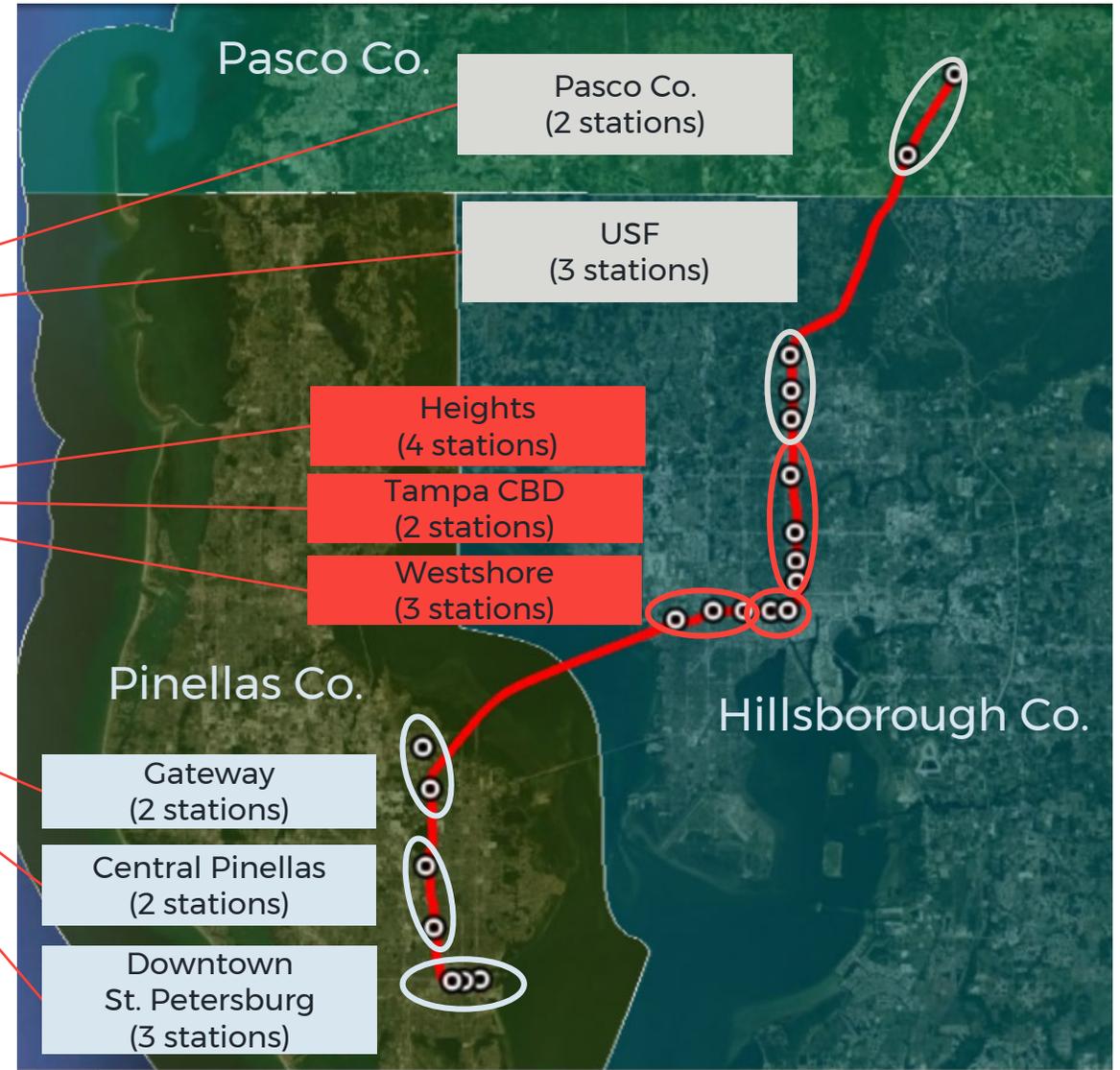
- Parcel utilization analysis
  - an inventory of vacant and underutilized land area in each station area
- Informs overall development capacity and potential for new development opportunities.

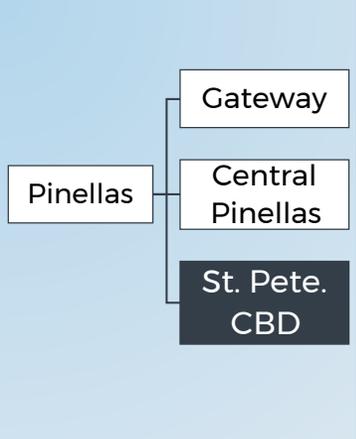
# Corridor spans diverse cross section of development settings

Three counties and sites ranging from dense/CBD to greenfield suburban settings

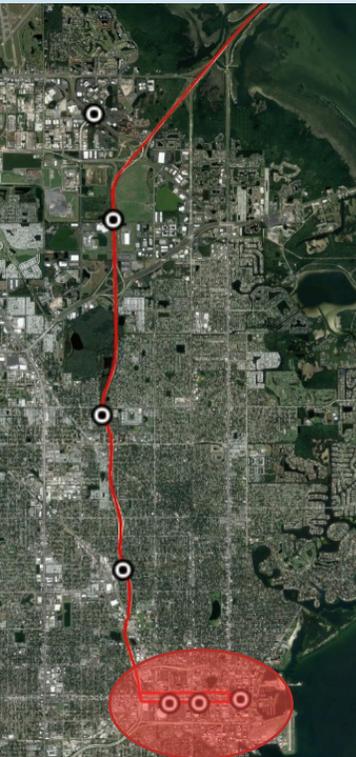
For purposes of analysis and comparison, corridor organized into 3 primary segments and 8 sub-areas:

- Hillsborough / Pasco Segment:  
2 sub-areas  
5 stations
- Tampa Segment:  
3 sub-areas  
9 stations
- Pinellas Segment:  
3 sub-areas  
7 stations





# St. Petersburg CBD station area evaluation



	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Office	Developable Land	Site Strengths / Weaknesses	Relative Score
St. Pete CBD 1	24,500	3,700	Stronger opportunity due to proximity to CBD amenities	Closest to existing employment concentrations	Limited / small infill opportunities	Best locational strengths of the three options	<b>3</b>
St. Pete CBD 2	16,500	2,700	Healthy submarket conditions; Strong demand and several new projects	Healthy submarket conditions	Adjacent to surface lot; likely other infill opportunities	Less well connected to CBD	<b>2</b>
St. Pete CBD 3	4,100	1,300		Healthy submarket conditions	Large amount in Tropicana Field redevelopment scenario	Current scenario relatively weak but very strong if redevelopment takes place	<b>3</b>

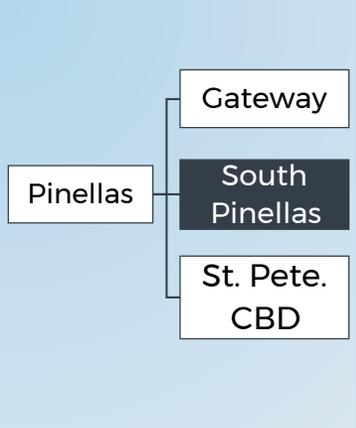
**Conclusion**

As the southern terminus, the St. Petersburg CBD is a logical location for one, if not two, potential stations.

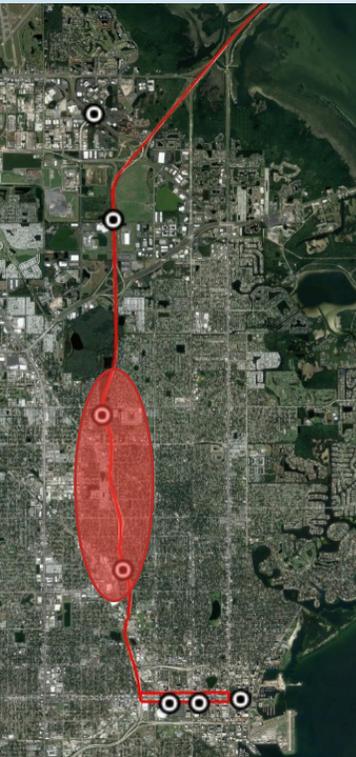
The proposed station areas oriented to the east serve significantly more existing employees and households.

However, the westernmost station would have the most TOD potential if the 85-acre Tropicana Field property is redeveloped into a more intense mix of uses that complement the existing surrounding area.

In either case, office and multifamily rents support delivery of denser product in mid- and high-rise formats in downtown St. Petersburg.



# South Pinellas station area evaluation



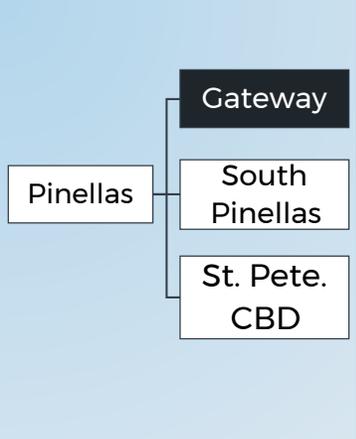
	Demand		Supply		Site Strengths		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Office	Developable Land	Site Strengths / Weaknesses	Relative Score
Northern Station	1,600	1,300	Weak submarket but access to transit may be catalytic for residential demand	Weak submarket Conditions for new office	Fewer large sites near site	Generally weaker station area attributes	<b>1</b>
Southern Station	1,200	2,100			Some larger parcels within close proximity to station	Underutilized surrounding uses may represent long-term opportunity	<b>2</b>

**Conclusion**

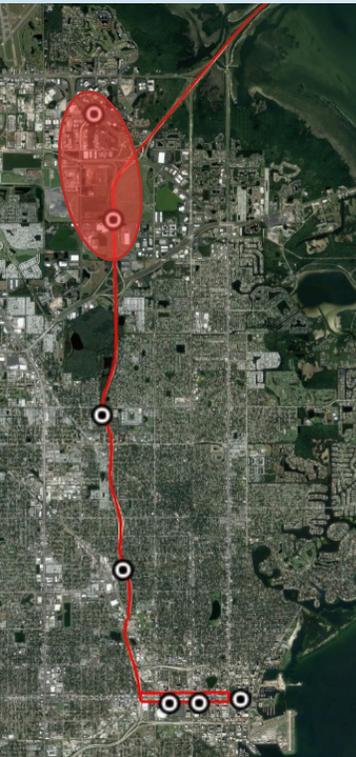
The two potential station areas in the South Pinellas sub-segment represent intermediate locations connecting the St. Petersburg CBD to the Gateway submarket.

Neither station is proximate to significant demand drivers, although the southern station area has significantly more underutilized land in the immediately surrounding area. This capacity suggests stronger TOD potential although market conditions in this submarket indicate that large-scale TOD is likely a longer-term opportunity without assistance or public-sector facilitation/incentive.

Given the less intense residential uses along this segment of the corridor, a station here is likely to be more of an origin than a destination. As such, it may be a logical approach to plan for elements that support park-and-ride type activities in the near term while leaving the option open for longer-term vertical development.



# Gateway station area evaluation



	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Office	Developable Land	Site Strengths / Weaknesses	Relative Score
Northern Station	4,200	0	Likely strong demand from existing Gateway workers	Moderate potential to complement existing surrounding uses	Greenfield parcel adjacent to station	Generally weaker station area attributes	2
Southern Station	2,900	0		Moderate potential	Very large greenfield areas surrounding station	Underutilized surrounding uses may represent long-term opportunity	2

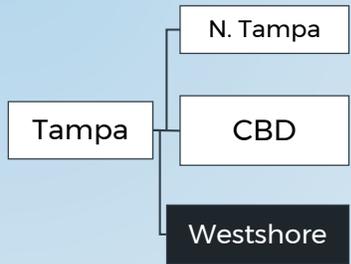
**Conclusion**

Both potential station areas in the Gateway sub-area have significant strengths for TOD, including close proximity to major employment concentrations and adjacency to large, contiguous, developable parcels.

Although there are strong fundamentals for both multifamily and office uses, higher-density, mixed-use development may still be somewhat pioneering for the Gateway area, which is primarily characterized by low-density, suburban formats and auto-centric land planning.

Highway orientation of southern site may be less appealing to households considering the location, although the developable parcels are large enough that effective land planning can mitigate this potential issue.

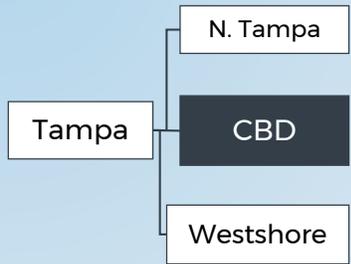
Given that both locations have strong TOD potential from a preliminary market perspective, suggest focusing on the relative potential impacts from the operational and ridership perspective of a station location along the existing highway corridor versus one that requires branching off it.



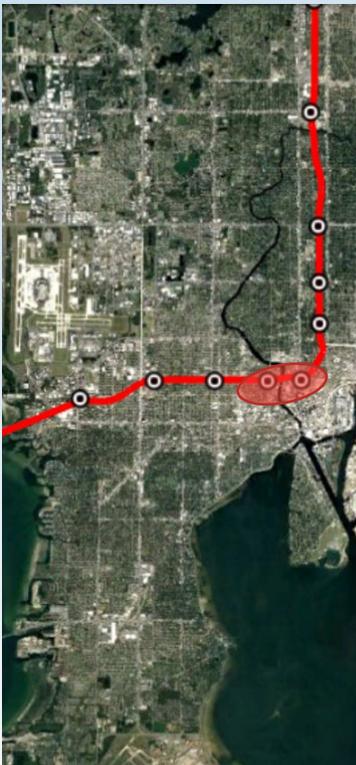
# Westshore station area evaluation



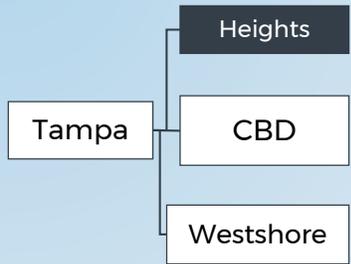
	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Office / Retail	Developable Land	Site Strengths / Weaknesses	Relative Score
Western Station	7,800	700	The sub-area has been evolving from predominantly commercial uses to a more balanced mix of uses, including multifamily.	Strong opportunity for new office development; established / highest retail rents in region.	Moderate: 500 acres	Better proximity to airport	<b>3</b>
Central Station	9,600	900			Moderate: 400 acres	Adjacent to Midtown Tampa redevelopment	<b>3</b>
Eastern Station	4,200	1,600			Moderate: 500 acres	Midpoint between Westshore and CBD submarkets	<b>2</b>
Conclusion	<p>The Westshore sub-area has some of the best commercial and residential market fundamentals in the region, suggesting strong potential at each station area from a market perspective.</p> <p>While each station has strengths for TOD, the central station is positioned to capture ridership to and from the adjacent Midtown Tampa redevelopment once it is completed.</p>						



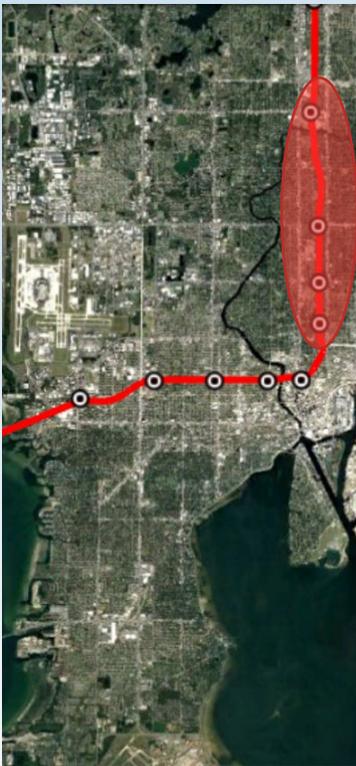
# CBD station area evaluation



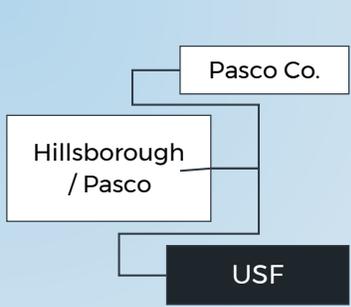
	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Office / Retail	Developable Land (acres)	Site Strengths / Weaknesses	Relative Score
Western Station	8,400	1,600	Highest rents in region although vacancy is relatively high as well; 9,000 units w/1,000 under construction	Most amount of office construction since 1990; and lowest Class A vacancy on record. Water Street poised to capture retail demand but smaller-scale opportunities may exist in station areas	600	Less connectivity to CBD	2
Eastern Station	18,200	1,900			1,000	Adjacent to large, underutilized parcels; better potential connectivity w/downtown	3
Conclusion	<p>The two proposed station locations closest to the Tampa CBD are oriented to the north/northwest and do not directly connect to the downtown core.</p> <p>There may be alternatives that branch off the I-275 corridor and further into downtown, but these routes are not yet defined at this time.</p> <p>The Tampa CBD represents the largest concentration of employment and office space in the region, adding strong potential for TOD in station areas.</p>						



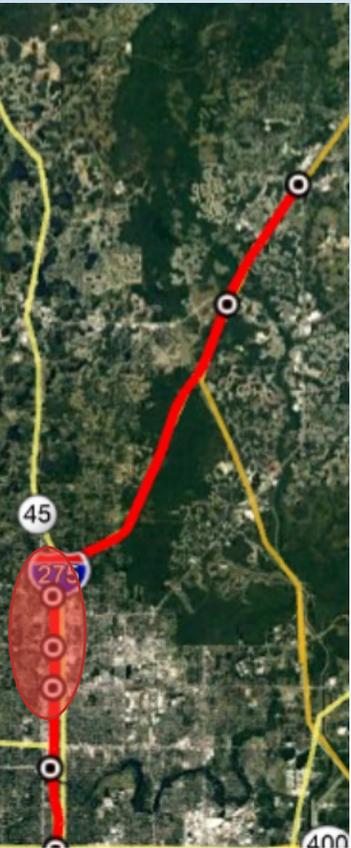
# Heights station area evaluation



	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Retail	Developable Land	Site Strengths / Weaknesses	Relative Score
Heights 1	1,200	1,800	Corridor on border of East and West Tampa submarkets; both have healthy market fundamentals; not major apartment destination but transit will make sites attractive	Each station positioned at an existing interchange; may be potential to leverage combination of demand from ridership and existing traffic volumes at busiest interchanges.	500	Few larger, developable parcels near site	<b>1</b>
Heights 2	1,200	1,600			300	Some underutilized parcels adjacent	<b>2</b>
Heights 3	1,000	1,500			900	Limited large parcels for redevelopment	<b>1</b>
Heights 4	1,600	1,700			400	Very large-scale, underutilized area south of station	<b>2</b>
Conclusion	<p>This stretch of the corridor runs through a lower-density built environment relative to Westshore and downtown; Three of the four locations are located at existing interchanges that include some larger, contiguous, underutilized commercial and/or vacant parcels that may facilitate larger-scale TOD.</p> <p>The corridor is residentially driven with gentrifying neighborhoods; stations more likely to serve as an origin for existing surrounding residents commuting to jobs in downtown or the Westshore sub-area.</p>						



# USF station area evaluation

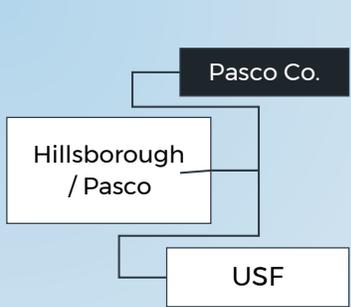


	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Retail	Developable Land (acres)	Site Strengths / Weaknesses	Relative Score
USF 1	2,400	1,000	healthy submarket fundamentals although rents are below average relative to region; access to both transit and USF may make sites desirable destinations	Each station positioned at an existing interchange; may be potential to leverage combination of demand from ridership and existing traffic volumes at busiest interchanges.	400	Large areas of redevelopable land west of station; best access to USF main entrance	2
USF 2	2,000	1,000			700	Best access to health services concentration on NW corner of campus	2
USF 3	1,500	300			800	More underutilized land adjacent to station;	1

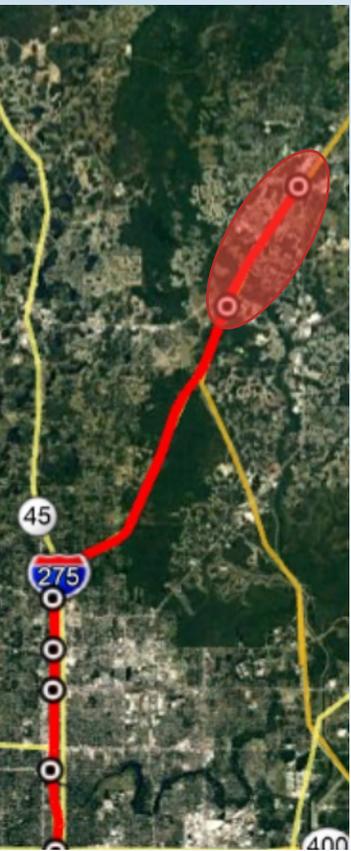
**Conclusion**

The three station locations under consideration along this sub-area each have the potential to serve the USF campus and its 50,000 undergraduate and graduate students, 16,000 academic staff members, and additional employees

Like the Gateway area and downtown Tampa, a route that branches from off the highway to more directly serve the campus may be logical, but for the purposes of this study, the previously identified locations along the corridor are analyzed



# Pasco Co. station area evaluation



	Demand		Supply		Site Analysis		
	Employment ½-mile radius	Households ½-mile radius	Multifamily	Retail	Developable Land	Site Strengths / Weaknesses	Relative Score
South Pasco	200	0	Below average rents; lower historical construction of MF units in recent years: 400/yr 2011-2018 800/yr 2001-2010)	May be longer term opportunity for smaller-scale retail as station areas develop	Significant: 1,400 acres	Both station areas have large amounts of developable land and some low density uses nearby	1
North Pasco	500	400			Significant: 1,100 acres		1
Conclusion	<p>The two proposed station areas in Pasco County include the northern terminus of the corridor in Wesley Chapel and an additional site further to the south.</p> <p>Relative to rest of corridor, station areas and larger surrounding area is lower density characterized by residential, including master-planned communities.</p> <p>Stations likely to be an origin for residents seeking to commute south towards the Tampa core.</p>						