



Westshore Resident and Worker Presentation

Presented by: HCP Associates

Overview

Sample Size	
Residents:	Workers:
201	444



Gender

54% of workers identified as male


52% of residents identified as female



Age

30% of workers are aged 25 to 34 years


33% of residents are aged 25 to 34 years



Income

51% of workers report an income level of \$50,000 to \$149,000

64% of residents report an income level of \$50,000 to \$149,000



Race/Ethnicity

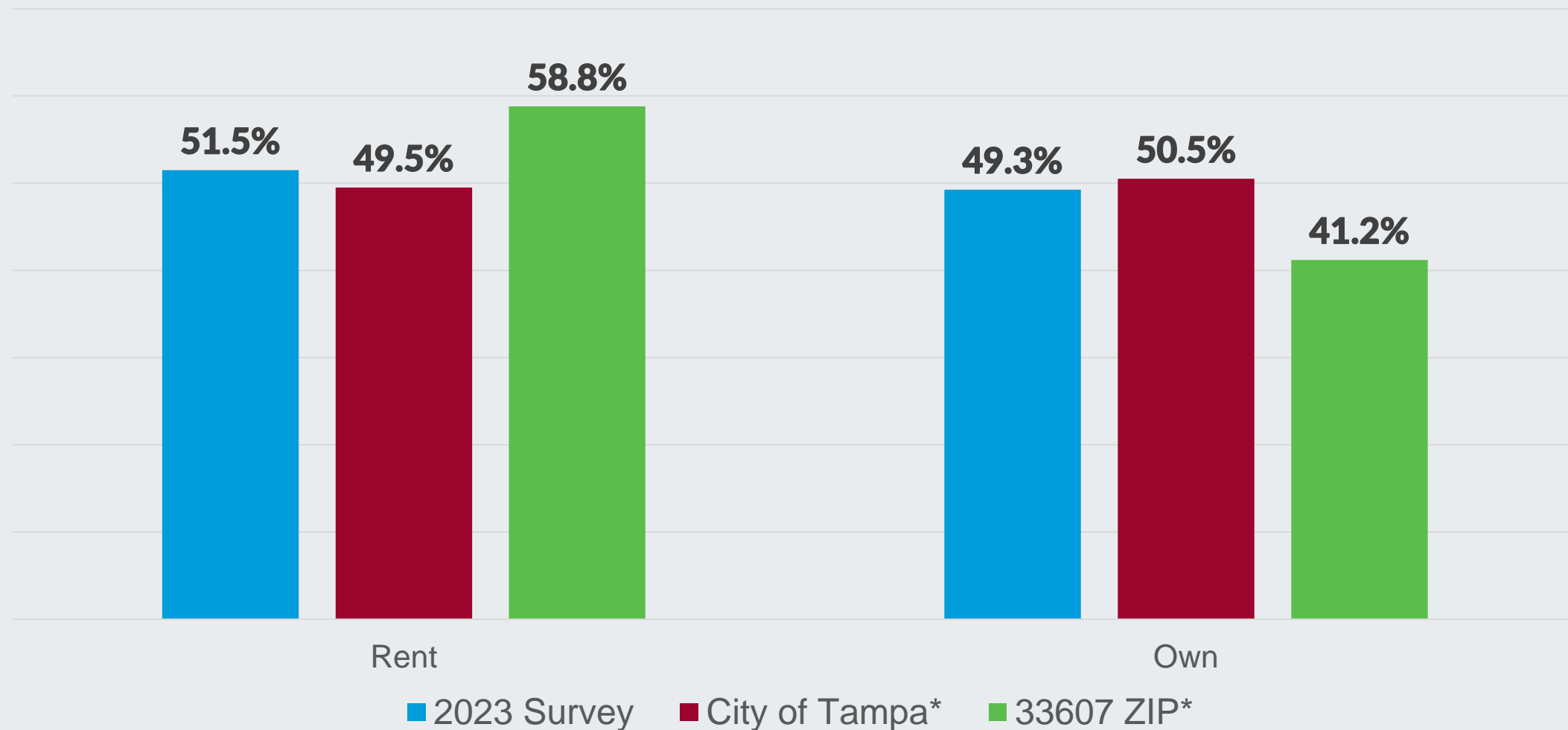
72% of workers identified as white or Caucasian

70% of residents identified as white or Caucasian



Overview: Housing

Residents: Do you rent or own your current residence?



*2022 American Community Survey 5-Year Estimates

51%
are renting

86%
live in
multifamily

53% of workers surveyed expressed some level of interest in living in Westshore within the next 5 years.



Westshore's location in the region is an overwhelming strength for both residents and workers.

Motivating Factor to Work and Live in Westshore

45% of workers and 57% of residents identified "Central location" as a motivating reason for working and living in the district, respectively.

Westshore's Location Exceeds Expectations

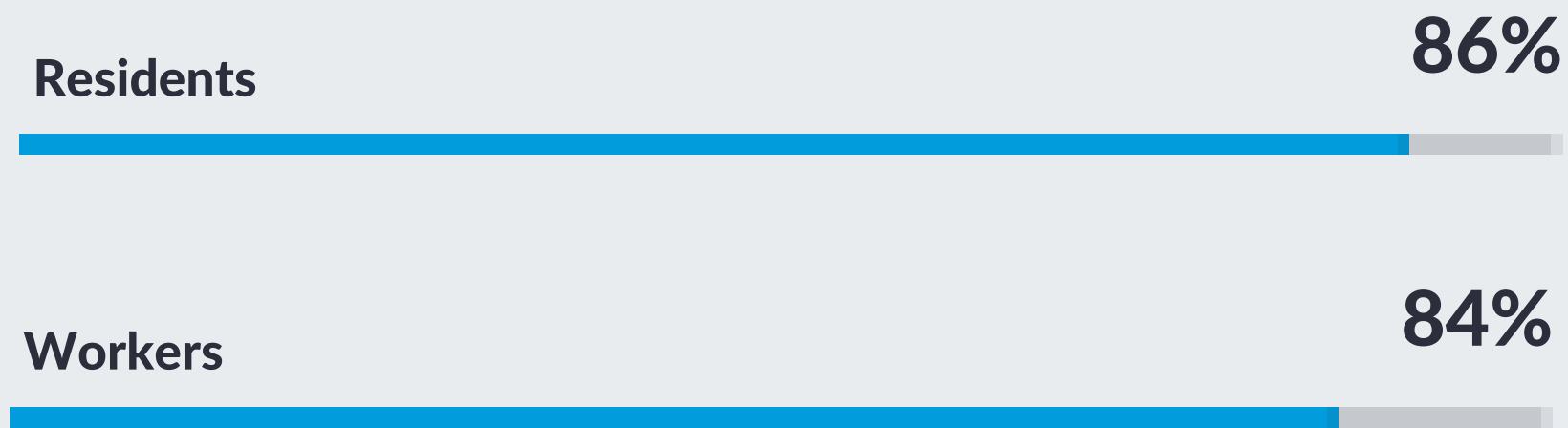
96% of residents noted that Westshore's central location either "met or exceeded" their expectations.

Greatest Strength of the District

Westshore's location/access to other areas in Tampa Bay was overwhelmingly cited as the greatest strength by residents (58%) and workers (45%).

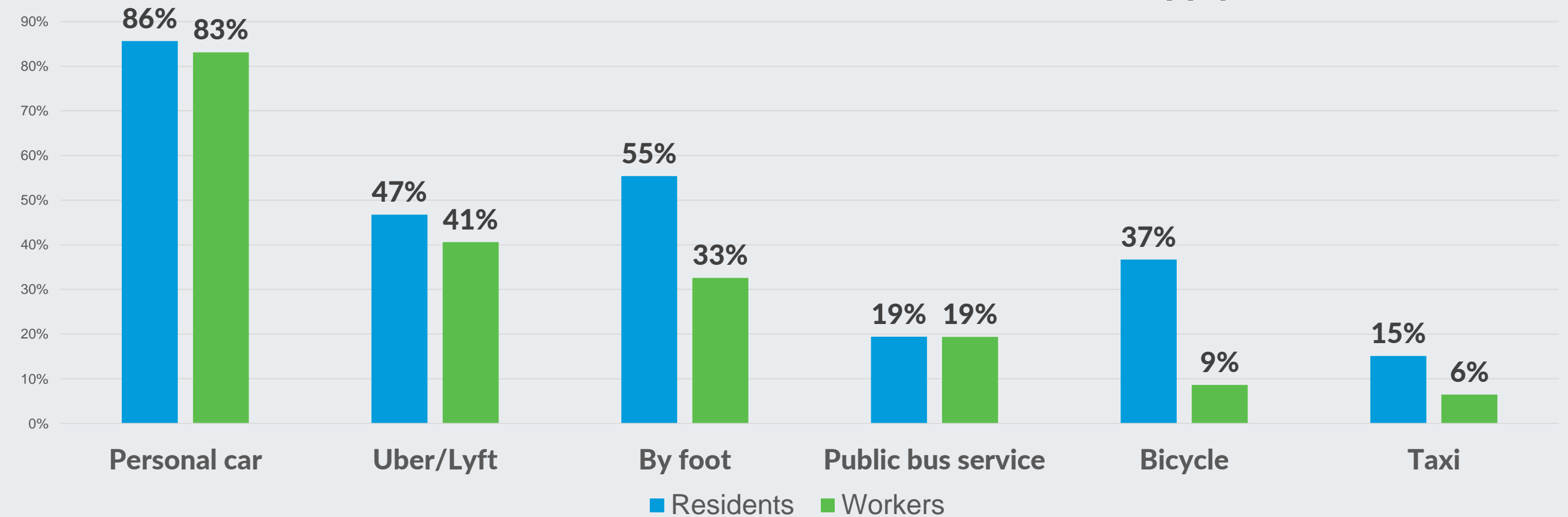
Car-centric District

A personal car is the most often used mode of transportation to get around the Westshore District for both residents and workers.



- 1 Personal cars are used by 74% of workers and 79% of residents daily or several times a day.
- 2 Even though the personal car is the most popular form of transit in Westshore, traffic and infrastructure are cited as the district's greatest weakness by 59% of residents and 60% of workers.
- 3 The largest expectation gaps for both residents and workers are focused on traffic flow in and out of and around the District.
- 4 Walkability and pedestrian improvements are also cited as weaknesses of the District for both residents (24%) and workers (19%).

Do you ever use any of the following modes of transportation to get around in the Westshore District? Select all that apply.



Leaving the District

Residents report leaving Westshore often to run errands and engage in leisure activities.



55%

of residents report leaving the district weekly or several times a week to run personal errands.



36%

Grocery shopping is the most cited reason for leaving the District.



19%

of residents state that dining is the most common purchase that requires them to leave.

Use of district parks increased between 2021 and 2023 for both residents and workers.

Activity in the District

Residents are most active in the district between 5 P.M. and 8 P.M. and then activity begins to fall.

Workers, on the other hand, are usually active in the district during typical work hours.

Residents use district parks more frequently than workers in 2023.

For example, monthly, weekly, and daily use of Al Lopez Park increased for both residents and workers. However, 13% of residents reported using Al Lopez Park weekly or more compared to 9% of workers.

What are the typical hours that you are present and actively spending time in the Westshore District?



8 in 10 Residents
expressed they would utilize the
following if available or more
prevalent in Westshore.

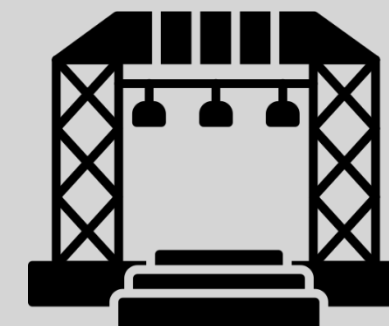
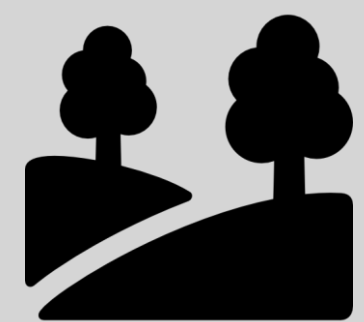
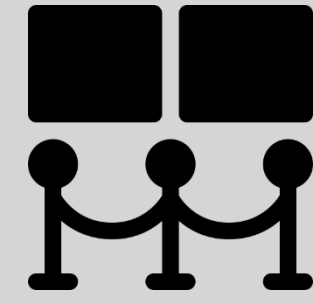
7 in 10 Residents
expressed they would utilize the
following if available or more
prevalent in Westshore.

6 in 10 Workers
expressed they would utilize the
following if available or more
prevalent in Westshore.

- New Event and Music Venue
- Urban Trail to Downtown Tampa
- New Parks
- Museum and/or Cultural Institution

- Trolley-style shuttle
- Pedestrian/Bicycle bridge
- Cross-Bay Ferry Stop

- New Event and Music Venue
- Trolley-Style Shuttle
- Museum and/or Cultural Institution
- Urban Trail to Downtown Tampa



Desire for New Amenities in Westshore

While the Westshore District is home to a variety of amenities and attractions, there is a desire from both residents and workers for new and increased amenities within the area.





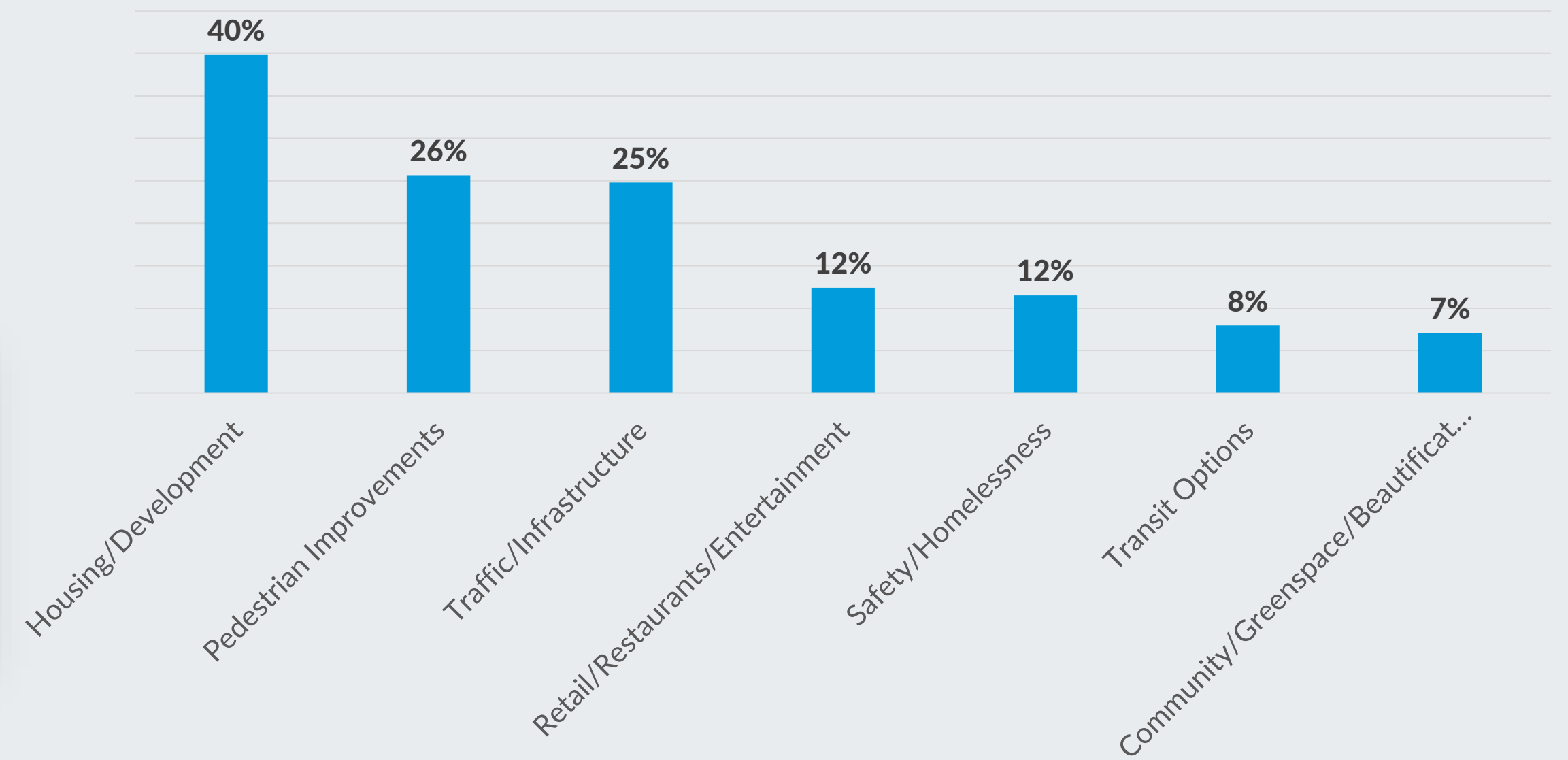
Housing

Residents have increasingly noted the growing concern of housing affordability in Westshore.

30% of residents note that affordability/housing is one of Westshore's greatest weaknesses.

Housing/development was noted as the single most important thing that would improve the Westshore District.

Residents: In your opinion, what is the single most-important thing that would improve the Westshore District?



Concluding Thoughts

Central Location

- Westshore's central location within the Tampa Bay region makes it a desirable area for residents and workers.
- Westshore will remain a premier area in the region for multifamily residential developments.

Car-centric District

- Westshore residents and workers rely heavily on a personal car to get in and around the District.
- As the District grows, improving infrastructure and alternative forms of transit between destinations in Westshore will be imperative.

Community Assets

- Westshore residents and workers strongly desire new and increased amenities within the District.
- Residents and workers emphasize the desire for a new event and music venue, a museum/cultural institution, and an urban trail to Downtown Tampa.