

ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – OCTOBER 18, 2017

AGENDA



- 1. Welcome and Introductions**
- 2. Background: What's Happened and Where Are We?**
- 3. Overview: Vision Statement and Guiding Principles**
- 4. Deeper Dive: Draft Goals and Recommendations**
 - Live, Work and Play Neighborhood
 - Walkability
 - Public Safety
 - Connectivity
- 5. Next Steps**
- 6. Discussion**



- 1. More than a Dozen Large Projects in the Pipeline**
- 2. More than 1,100 New Condominiums and Apartments**
- 3. 2,000+ New Residents**
- 4. Also Hotels and Commercial Development**
- 5. Unprecedented...**

BACKGROUND — ...BUT NO PLAN



1. City Dealing with Permitting Pressures

2. No Active Planning Function

3. Some Pieces Exist

- 2002 Rosemary District Plan
- 2020 Downtown Master Plan
- Pocket Parks Study

4. But No Vision, Many Gaps

THREE OPTIONS



- 1. The Default Neighborhood**
- 2. Wait on City's Plan**
- 3. Bottom Up, Grass Roots Effort**

THE DEFAULT OPTION



***He who fails to plan
is planning to fail.***

- Winston Churchill



THE DEFAULT OPTION



CORE CONCEPTS



1. **Get Ahead Of The Curve**

- Anticipate/Guide Growth Rather than React

2. **Vision Driven**

- Identify, Articulate and Pursue a Vision

3. **Neighborhood Based**

- Bottom Up, Not Top Down

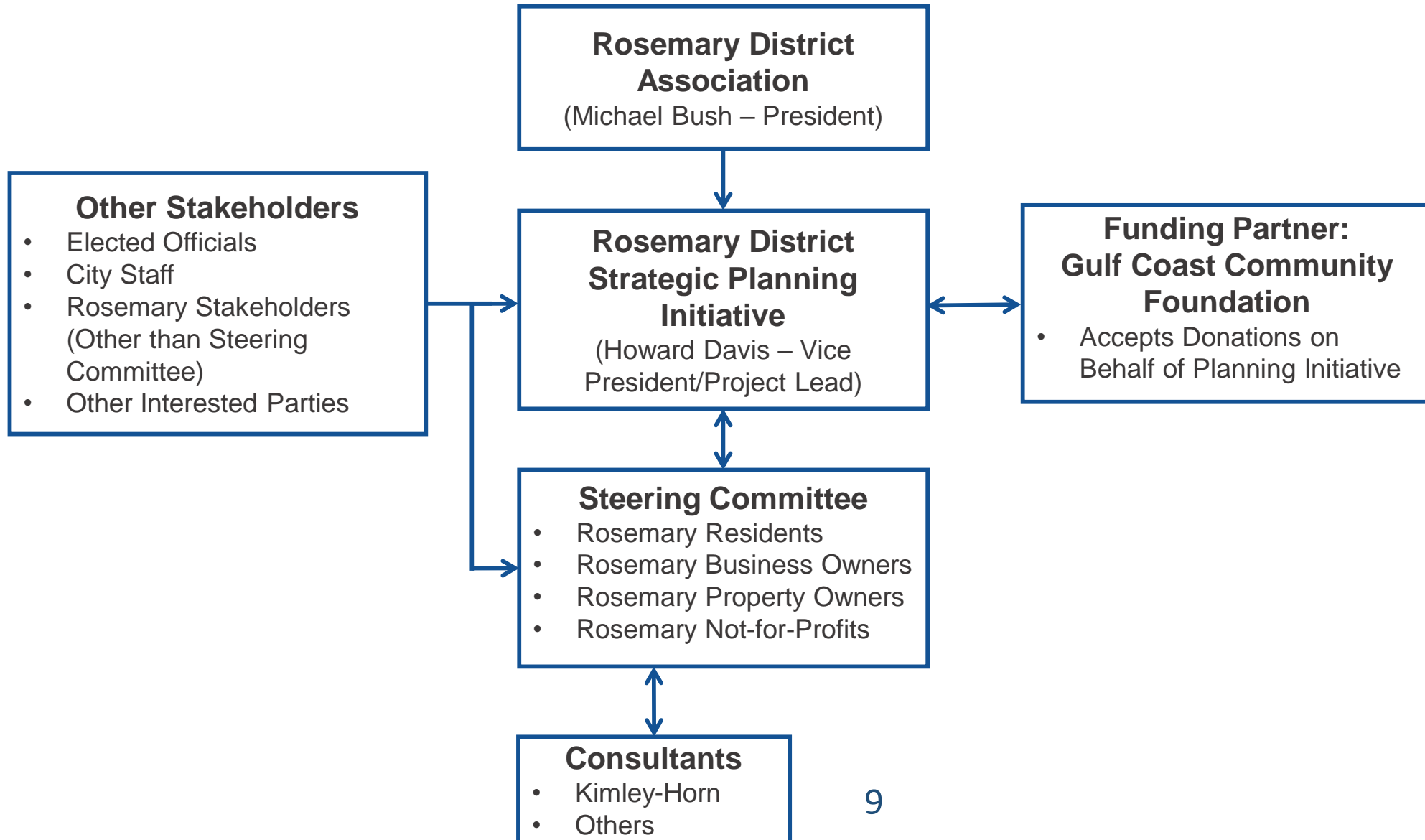
4. **Open and Inclusive Process**

5. **Broad Scope, But Practical**

6. **Combine Sweat Equity and Professional Expertise**

7. **Privately Funded**

ORGANIZATION



OUTREACH – 12 MONTHS



1. “Grassroots” Input From:

- Community Meetings
- Website
- Surveys
- One-On-One Meetings
- Meetings with Elected Officials
- Meetings with City Staff
- Meetings with Steering Committee
- Community Events

2. Continues Every Day...



Overall Process

Pulling It Together

- Began Summer 2016
- Many Meetings and Discussions
- Established Goals
- Established Funding Relationship with GCCF
- Retained Kimley-Horn

Information Gathering/Analysis Stakeholder Input

- Data Gathering and Analysis
- Stakeholder Input: Website; Public and Private Meetings; Survey

Develop Vision Statement and Guiding Principles

- Distill Information, and Input Received into Framework
- Develop Vision Statement and Guiding Principles
- Refine with Stakeholder Input

Prepare and Discuss Recommendations

- Prepare Draft Goals & Recommendations
- Recommendations Support and Advance Vision Statement and Guiding Principles
- Present and Discuss with Steering Committee, Community and Public Officials

Outreach and Advocacy

- Continual Promotion and Advancement of Plan
- Follow-up Initiatives for Key Topics
- Implementation of Recommendations

SCHEDULE



Event	September 18 th	September 19 th	September 25 th	October 18 th	October 25 th	November 1 st	Mid-November
Complete Draft Recommendations							
Meet with Steering Committee							
Meet with Key City Staff							
Community Meeting: Discuss Recommendations for Guiding Principles 1-4							
Community Meeting: Discuss Recommendations for Guiding Principles 5-9							
Community Meeting: Discuss Recommendations for the Overlay District							
Present to City Commission							

OVERVIEW: Vision, Principles, Recommendations



VISION



GUIDING PRINCIPLES

Live, Work Play – Walkability – Safety and Security

Connectivity – Cultural/Historic Preservation – Presence of Nature

Celebrate Distinctiveness – Support Local Businesses – Balance Social Services



GOALS

Multiple Under Each Guiding Principle



RECOMMENDATIONS

Multiple Under Each Goal

VISION STATEMENT



The Rosemary District will be Sarasota's 21st century, complete live/work/play neighborhood, strategically adjacent to traditional downtown, the Bayfront and established residential neighborhoods, but with its own distinct identity. The neighborhood's cultural and architectural history will be respected, while creativity, innovation and the arts are celebrated. Public policies and investments, new developments and business, and events and activities that contribute to a vibrant, human scale neighborhood should be encouraged, and safe and active street life, diversity, and authenticity should be promoted.

GUIDING PRINCIPLES



- 1. Develop the District as a Complete “Live, Work and Play” Neighborhood** through more varied housing types and prices, more job creating businesses, more neighborhood stores and restaurants, and more entertainment options.
- 2. Promote Walkability Within the District** through safe and comfortable sidewalks, interesting and attractive street-level experiences, pedestrian endpoints and destinations, and better wayfinding.
- 3. Enhance Public Safety and Security in the District** through enforcement of laws, more positive activity in the public realm, enhanced police presence, and better coordination between the neighborhood, law enforcement, and social service agencies.

GUIDING PRINCIPLES



4. **Promote Pedestrian and Bicycle Connectivity Between the District and Downtown, the Bayfront and Adjacent Neighborhoods** through new, well designed, high quality and safe means of connectivity.
5. **Respect and Celebrate the District's Cultural and Built History** through identification, understanding and education, recognition, and preservation of these resources.
6. **Enhance the Presence of Nature in the District** through the addition of neighborhood and pocket parks, and enhanced landscaping in the streets and sidewalks.

GUIDING PRINCIPLES



7. **Recognize and Celebrate the District's Distinctiveness and Authenticity** through actions and programs that attract unique local businesses, facilitate the preservation and growth of the artistic community, integrate progressive public art into the District, promote more expressive architecture, and celebrate the District's special attributes.
8. **Provide Increased Support for the District's Local Businesses** through additional public parking, developing and implementing a District identity program, establishing unique events and festivals, and enhancing public safety.
9. **Balance Regional Social Service Needs with the District's Disproportionate Share of Social Service Providers** through better communication with existing social service organizations, careful consideration of the impacts of any proposed expansions or new facilities, and encouraging more broadly-based, regional solutions to regional challenges.

1. LIVE WORK PLAY



Goal 1: Encourage Development of More Varied and Affordable Housing Recommendations:

- a) Allow new development to exceed base density, and building height in return for providing or paying in-lieu fees for affordable, student, workforce, artist or other missing housing types.
- b) Reduce (or eliminate) on-site parking requirements for smaller (studio and one bedroom) apartments and condominiums
- c) Reduce (or eliminate) impact fees related to smaller (studio and one bedroom) apartments and condominiums

1. LIVE WORK PLAY



Goal 1: Encourage Development of More Varied and Affordable Housing Recommendations:

- d) Create a “fast track” permitting process for projects that include “extra”⁽¹⁾ affordable units.
- e) Create a non-profit rosemary district housing trust, with a mission to fund, develop and sell and/or operate affordable apartments and/or condominiums in the district.
- f) Provide density bonuses (number of units allowed per acre) for project in which developers contribute funds⁽²⁾ to the rosemary district housing trust.

(1) For example, projects with Extra Affordable Units could be those in which the number of studio and one bedroom units exceeds those in a typical project mix by at least 20%.

(2) For example, one extra unit of density could be provided for every \$15,000 contributed to the Housing Trust.

1. LIVE WORK PLAY



Goal 2: Attract More Employment Generating Businesses, Especially in the Arts, Innovative Industries, and Small-Scale Manufacturing.

Recommendations:

- a) Revise zoning regulations to permit small-scale, neighborhood friendly “makers” and manufacturers such as micro-brewing, furniture making, and apparel fabrication.
- b) Create a start-up business innovation center in the district, by establishing a partnership among local colleges, not-for-profits (such as the University of Florida Innovation Station) real estate developers and local governments to develop a business plan, secure funding, build and operate the center.

1. LIVE WORK PLAY



Goal 2: Attract More Employment Generating Businesses, Especially in the Arts, Innovative Industries, and Small-Scale Manufacturing.

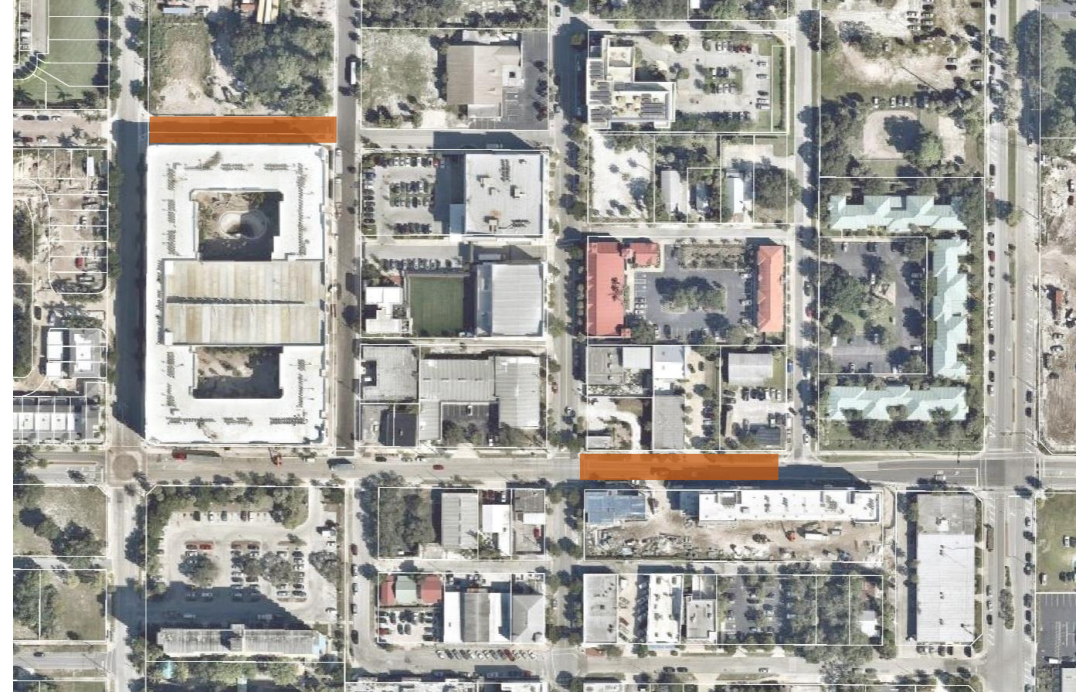
Recommendations:

- c) Encourage the creation of arts-related enterprises in the district by assisting with the identification and acquisition of sites.
- d) Support employment-generating businesses by providing publicly available parking and relaxing on-site parking requirements.

1. LIVE WORK PLAY

Goal 3: Create New Public Entertainment/Event Spaces within the District.
Recommendations:

- a) Identify street segments and adjacent properties which may be temporarily programmed as outdoor event space for street festivals, markets, and other entertainment events. Potential segments include: May Lane between Florida Ave and Central Ave; Boulevard of the Arts between Central Avenue and Cohen Way.
- b) Design new open spaces to allow for flexible uses, including programmed events See open space section for more details



1. LIVE WORK PLAY



Recommendations Continued...

- b) Encourage developers to create and maintain publicly accessible open/event spaces, by providing density bonus (above a baseline density)
- c) Clarify zoning regulations to specifically allow outdoor entertainment (with appropriate guidelines)



Goal 4: Increase Access to Existing Jobs, Open Space, and Amenities Outside of the District.

Recommendation:

- a) Facilitate improved connectivity across US 41, Fruitville Road, and 10th Street through both built solutions and non-automobile transportation options. See connectivity section for more details



2. PROMOTE WALKABILITY

Goal 1: Protect Existing Framework of Streets, Alleys and Blocks.
Recommendations:

- a) Require new developments to **maintain** – not restrict or close off – **existing** alleys and streets.
- b) Encourage new developments to **restore** closed alleys and streets and “**repair**” the network.



5th Way Before: Alley “Dead Ends”



5th Way After: Alley Restored

2. PROMOTE WALKABILITY



Goal 2: Improve the Quality and Consistency of Sidewalks in the District

Recommendations:

- a) Complete a District-wide sidewalk survey to identify the location and width of existing sidewalks, missing sidewalks, and gaps in the sidewalk network.
- b) Establish priorities for publicly funded improvements to the sidewalk network.
- c) Continue existing programs to require sidewalk upgrades in connection with new development projects.



Unacceptable “No Sidewalk” Example



Example of Minimum Sidewalk

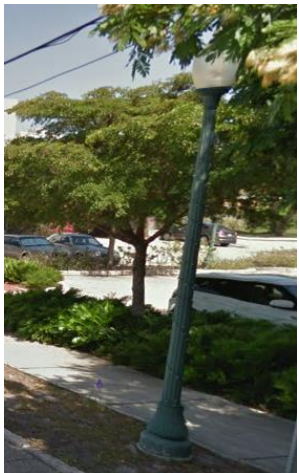


Example of Preferred Sidewalk

2. PROMOTE WALKABILITY

Goal 3: Improve the Quality of Street Lighting in the District.

- a) Complete a District-wide street lighting survey to identify the locations and type of existing street lights, areas where existing lighting is inadequate, and gaps in street lighting.
- b) Establish priorities for publicly funded improvements to street lighting.
- c) Encourage new projects to provide creative lighting designs that enrich and activate the pedestrian experience.



City Standard Lighting



26



Examples of Urban Lighting Solutions

2. PROMOTE WALKABILITY



Goal 4: Identify Pedestrian Streets where Special **Public Realm Features** will be Required

Recommendations:

- a) Suggested **key Pedestrian Streets** include the major east-west streets (4th Street, Boulevard of the Arts, and 10th Street) and the major north-south streets (east side of US 41, Coconut Street, Central Avenue, Lemon Street, and the west side of Orange Avenue).



2. PROMOTE WALKABILITY



Goal 4: Identify Pedestrian Streets where Special **Public Realm Features** will be Required

Recommendations:

- b) Special public realm features to be required on these key streets include:
- Providing effective **shading** for pedestrians.
 - Providing effective **protection from rain** for pedestrians.
 - Providing **street level building activation** through **storefront windows** that provide 'visual access' to activities inside buildings.
 - Providing **enhanced landscaping** adjacent to sidewalks.
 - Avoiding long (more than 100') stretches of unbroken facades, with relief provided through building openings, access points and other features.
 - Providing "**pedestrian friendly**" **lighting** to supplement street lights.



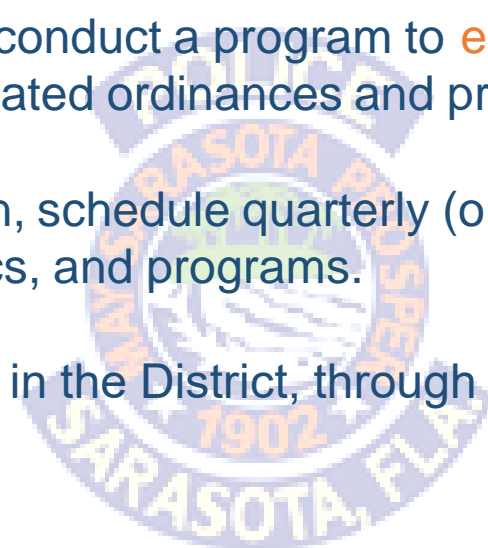
3. SAFETY AND SECURITY



Goal 1: Partner with the Sarasota Police Department to Improve Public Safety Perception and Reality

Recommendations:

- a) Coordinate with the Police Department to conduct a program to educate neighborhood residents and businesses about existing public safety related ordinances and programs.
- b) Through the Rosemary District Association, schedule quarterly (or semi-annual) meetings to discuss neighborhood public safety statistics, topics, and programs.
- c) Encourage a more visible police presence in the District, through a walking or bicycling “cop on the beat” program.



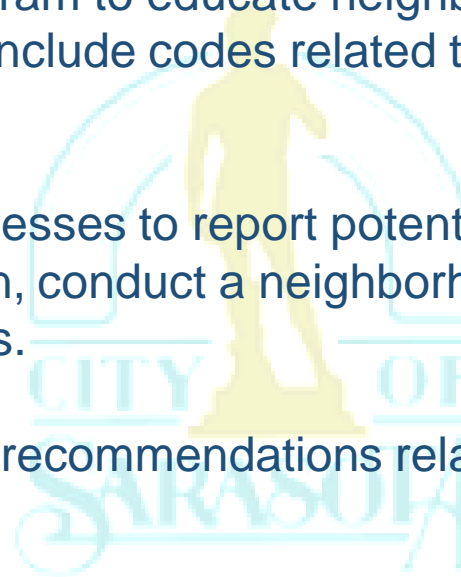
3. SAFETY AND SECURITY



Goal 2: Partner with the City of Sarasota to Improve Public Safety Perception and Reality

Recommendations:

- a) Coordinate with the City to conduct a program to educate neighborhood residents and businesses about existing public safety related ordinances (include codes related to **property maintenance and upkeep**) and programs.
- b) Clarify the process for residents and businesses to report potential code violations.
- c) Through the Rosemary District Association, conduct a neighborhood-wide **survey** to identify and document potential **violations of code** and ordinances.
- d) Improve **street lighting** in the District. (see recommendations related to Principle #2 above for details)



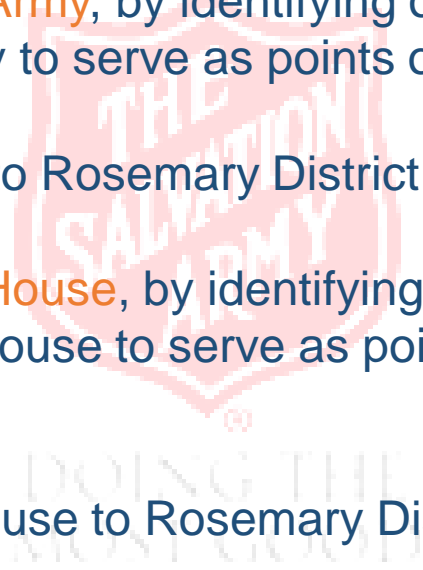
3. SAFETY AND SECURITY



Goal 3: Partner with Not-for-Profits to Improve Public Safety Perception and Reality

Recommendations:

- a) Enhance the relationship with the Salvation Army, by identifying one person from the Rosemary District Association and one from the Salvation Army to serve as points of contact on matters of mutual interest.
- b) Invite representatives of the Salvation Army to Rosemary District meetings and events.
- c) Enhance the relationship with Resurrection House, by identifying one person from the Rosemary District Association and one from the Resurrection house to serve as points of contact on matters of mutual interest.
- d) Invite representatives of the Resurrection House to Rosemary District meetings and events.



3. SAFETY AND SECURITY























Goal 4: Partner with Businesses and Community to **Replace Negative Activity** Within the District With **Positive Activity**.

Recommendations:

- a) Schedule periodic **cleanup/patrol** events.
- b) Establish outdoor **markets/festivals/entertainment**.
- c) Organize **fun runs, scavenger hunts**, and other activities that **engage** a large area of **the district**, throughout the day/night.



SCAVENGER HUNT

<input type="checkbox"/> tall building 	<input type="checkbox"/> store 
<input type="checkbox"/> lake or pond 	<input type="checkbox"/> person wearing a hat 
<input type="checkbox"/> bike 	<input type="checkbox"/> motorcycle 
<input type="checkbox"/> bridge 	<input type="checkbox"/> tractor 
<input type="checkbox"/> green car 	<input type="checkbox"/> bus 
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<input type="checkbox"/> tent 	<input type="checkbox"/> pop-up camper 
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4. CONNECTIVITY



Goal 1: “Knit” the Rosemary District and the Traditional Downtown Together, Strengthening Businesses and Enhancing Residents’ Quality of Life in **Both Neighborhoods**.

Recommendations:

- a) Reduce the real and perceived **challenges to crossing Fruitville Road** by foot and bicycle
 - **Improve the crosswalks** at Cocoanut, Central, Lemon, and Orange Avenues by (i) changing paving materials in the roadway to better **demarcate the pedestrian walkways**, (ii) enhancing the medians to provide clear passageways and better protection for pedestrians, (iii) setting traffic signals so that light cycles are responsive to pedestrians crossing the street and (iv) through other best practices.

4. CONNECTIVITY



Goal 1: “Knit” the Rosemary District and the Traditional Downtown Together, Strengthening Businesses and Enhancing Residents’ Quality of Life in **Both Neighborhoods**.

Recommendations:

- b) Improve **pedestrian safety** and the quality walking on the sidewalks on the north and south sides of Fruitville.
- Develop a program to **reduce the speed of cars** and trucks travelling on Fruitville, making walking on the **sidewalks safer**, such as lowering in speed limits or incorporating speed reduction techniques such as roundabouts and on-street parking.
 - Develop a program of improvements to better **separate cars from pedestrians**, such as on-street parking, bicycle lanes, and wide sidewalks with pedestrian travel separated from the curbs through landscape zones or other design features.

4. CONNECTIVITY



Goal 1: “Knit” the Rosemary District and the Traditional Downtown Together, Strengthening Businesses and Enhancing Residents’ Quality of Life in **Both Neighborhoods**.

Recommendations:

c) Experiment with changes in the configuration of Fruitville Road to make pedestrian crossing and travel **safer** and **less stressful**, before making such changes permanent. Use such experiments to assess the advantages and drawbacks of potential changes before proceeding with permanent changes.

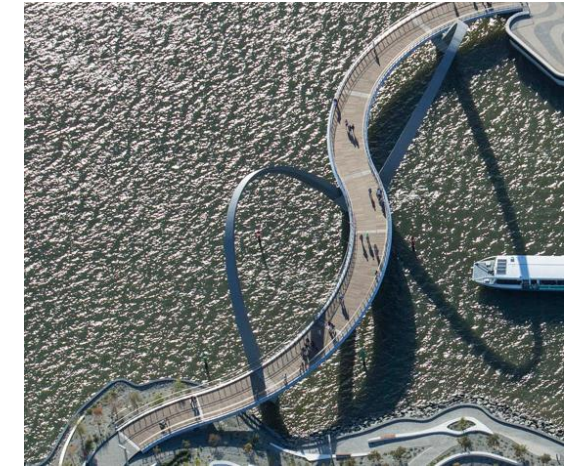
4. CONNECTIVITY



Goal 2: To **Connect Rosemary Residents** to the **Bayfront** and Its Amenities, and to Provide Bayfront Visitors Better Access to the Rosemary District, Allowing Each Neighborhood to Benefit from the Adjacent Neighborhood.

Recommendations:

- a) Bayfront 20:20 planning should take into account the Rosemary street layout, and provide **points of connectivity** at Boulevard of the Arts, 10th Street and other appropriate locations.



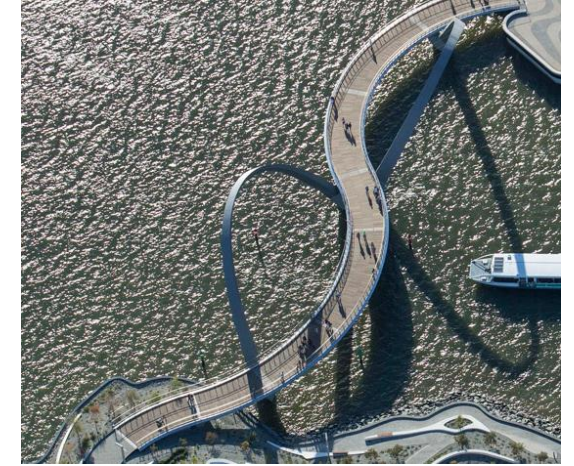
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Goal 2: To **Connect Rosemary Residents** to the **Bayfront** and Its Amenities, and to Provide Bayfront Visitors Better Access to the Rosemary District, Allowing Each Neighborhood to Benefit from the Adjacent Neighborhood.

Recommendations:

- b) The Bayfront 20:20 planning initiative should explicitly consider how the Bayfront relates to its **closest neighbor**, the Rosemary District, to ensure that the scale and types of improvements are complementary, not undertaken in isolation.



4. CONNECTIVITY



Goal 2: To **Connect Rosemary Residents** to the **Bayfront** and Its Amenities, and to Provide Bayfront Visitors Better Access to the Rosemary District, Allowing Each Neighborhood to Benefit from the Adjacent Neighborhood.

Recommendations:

- c) Identify and optimal location – such as the Players Theater site – to locate an architecturally **iconic** pedestrian bridge over US 41, providing a **unique**, **safe** and **memorable** passageway across US 41, as well as a distinctive **gateway** into downtown.



4. CONNECTIVITY



Goal 3: Improve North-South Connectivity, Across 10th Street, Promoting Positive Development on Both Sides of this Underdeveloped and Emerging Street.

Recommendations:

- Reconfigure 10th Street as “Complete Street” balancing use by cars, pedestrians and cyclists.
- Enhance the crosswalks at Cocoanut, Central, and Lemon Avenues, through changes in pavement, more pedestrian-oriented traffic signal controls, better pedestrian protection at medians and other “best practice” design features.
- Develop a vision and a plan for the future of 10th Street – both the street and the immediate blocks to the north and south – to affirmatively shape the area’s future.



4. CONNECTIVITY



Goal 4: Enhance Inter-Connectivity of the Rosemary and Gillespie Park Neighborhoods, Providing Each Neighborhood with Better Access to the Amenities in the Other Neighborhood.

Recommendations:

- a) Enhance the crosswalks at Fruitville Road, Fourth Street, Boulevard of the Arts, and 10th Street at their intersections with North Orange Avenue.
- b) Experiment with changes in the configuration of Orange Avenue to make pedestrian crossing and travel safer and less stressful, before making such changes permanent. Use such experiments to assess the advantages and drawbacks of potential changes before proceeding with permanent changes.

4. CONNECTIVITY



Goal 5: Reduce Dependency on Cars by Promoting Alternative Mobility Solutions.
Recommendations:

- a) Partner with City, Businesses, MPO, and SCAT to Support Innovative Transportation Options, such as the existing I-Ride, and New Programs such as Bike Share and a Dedicated Trolley Service.





Next Steps - Overall

1. Draft Recommendations – Discuss and Revise
 - Outreach to Stakeholders
 - Community Meetings
2. Package and Present Grassroots Plan
 - Sharpen Focus/Clarify Benefits
 - Different Media/Formats
 - Identify Audience
3. Begin to Consider Implementation



Next Steps – Community Meetings October 25 & November 1

1. October 25

- Review/ Discuss Draft Goals and Recommendations
 - Cultural and Historic Preservation
 - Presence of Nature
 - Celebrate Distinctiveness
 - Support Local Businesses
 - Balance Social Services

2. November 1

- Rosemary Residential Overlay District
- Other Topics



THANK YOU!

WEBSITE: www.rosemarydistrictplanning.com