

ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – OCTOBER 25, 2017

AGENDA



- 1. Welcome and Introductions**
- 2. Quick Review: Last Meeting (October 18)**
- 3. Deeper Dive: Draft Goals and Recommendations**
 - Cultural and Historic Preservation
 - Vicki Oldham and Erin Zolner: Grant Award
 - Presence of Nature
 - Celebrate Distinctiveness
 - Support Local Businesses
 - Balance Social Services
- 4. Next Steps**
- 5. Discussion**



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.

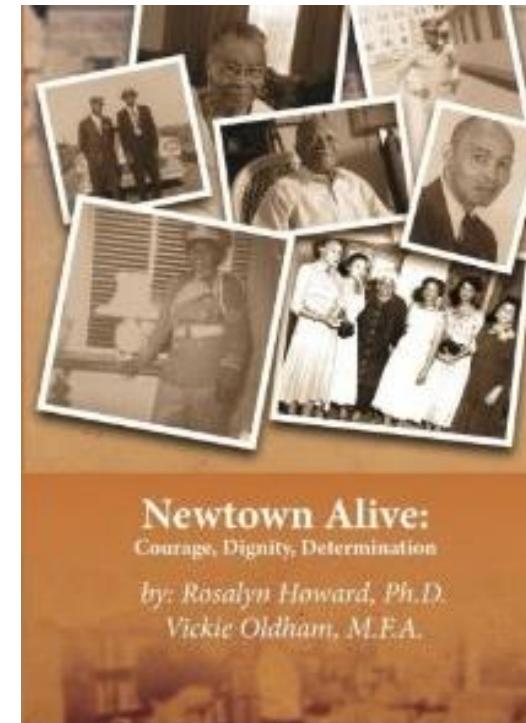
5. CULTURAL/HISTORIC PRESERVATION



Goal 1: To Better Understand and Document the Built and Cultural History of the District.

Recommendations:

- a) Secure grants and other funding, and collaborate with local experts and organizations to prepare written and graphic documentation of the Rosemary District's built and cultural history.
 - Vicki Oldham and Erin Zolner: Grant Award



5. CULTURAL/HISTORIC PRESERVATION



Goal 2: Celebrate and Communicate the District's Lost and Existing Cultural and Historic Resources.

Recommendations:

- Partner with the City, County, Artists, Historians, Local Businesses, Residents, and Other Stakeholders to Celebrate, and Communicate the District's Cultural and Historical Resources through Signage, Art, Events, Food, and Entertainment.



5. CULTURAL/HISTORIC PRESERVATION



Goal 3: Preserve and Enhance the District's Remaining Cultural and Historic Resources.

Recommendations:

- a) Discourage the demolition of (and encourage the preservation of) low density existing historic buildings by allowing transfers of development density from such properties to other properties.
- b) Provide relief from parking needs that make re-use of historic building on small sites infeasible.
- c) Provide economic incentives for preserving historic structures, such as meaningful property tax relief from increase in value attributable to investments in certified historic structures.



6. PRESENCE OF NATURE

Goal 1: Think Creatively to Identify Opportunities to **Create 3-4 Small Parks** within the Rosemary District.

Recommendations:

- a) Collaborate with the City and the Housing Authority to **convert the unused land between McCown Towers parking lot and Boulevard of the Arts** into a publicly accessible park.

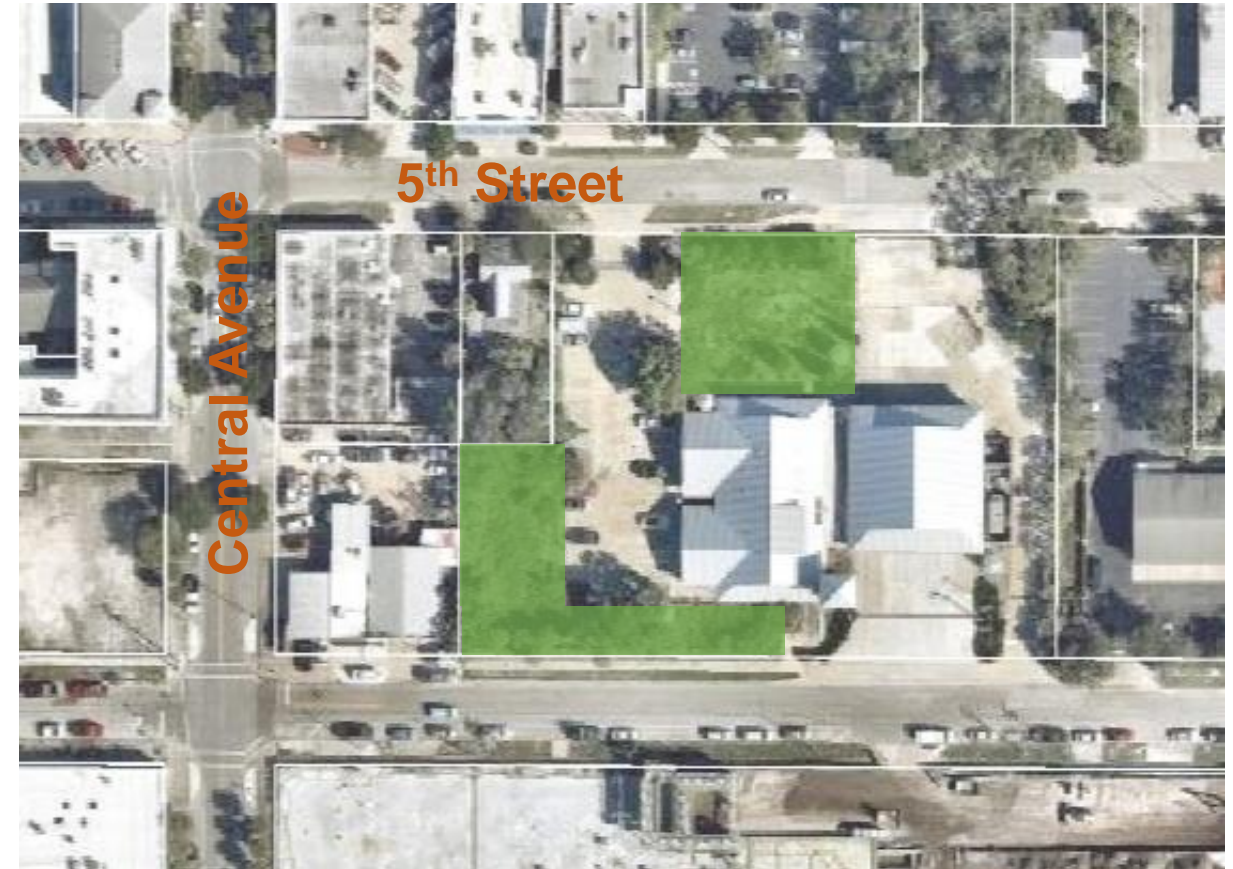


6. PRESENCE OF NATURE



Recommendations Continued...

- b) Collaborate with the City and the Fire Department to repurpose underutilized portions of the Fire Station property (such as dry pond) into a publicly accessible park.



6. PRESENCE OF NATURE



Recommendations Continued...

- c) Collaborate with the City and Jefferson Center to convert a portion (or all) of the approximately 4 acre private park at Jefferson Center into a publicly accessible park.



6. PRESENCE OF NATURE



Recommendations Continued...

- d) Collaborate with the City to convert the pump station site into a corner park.

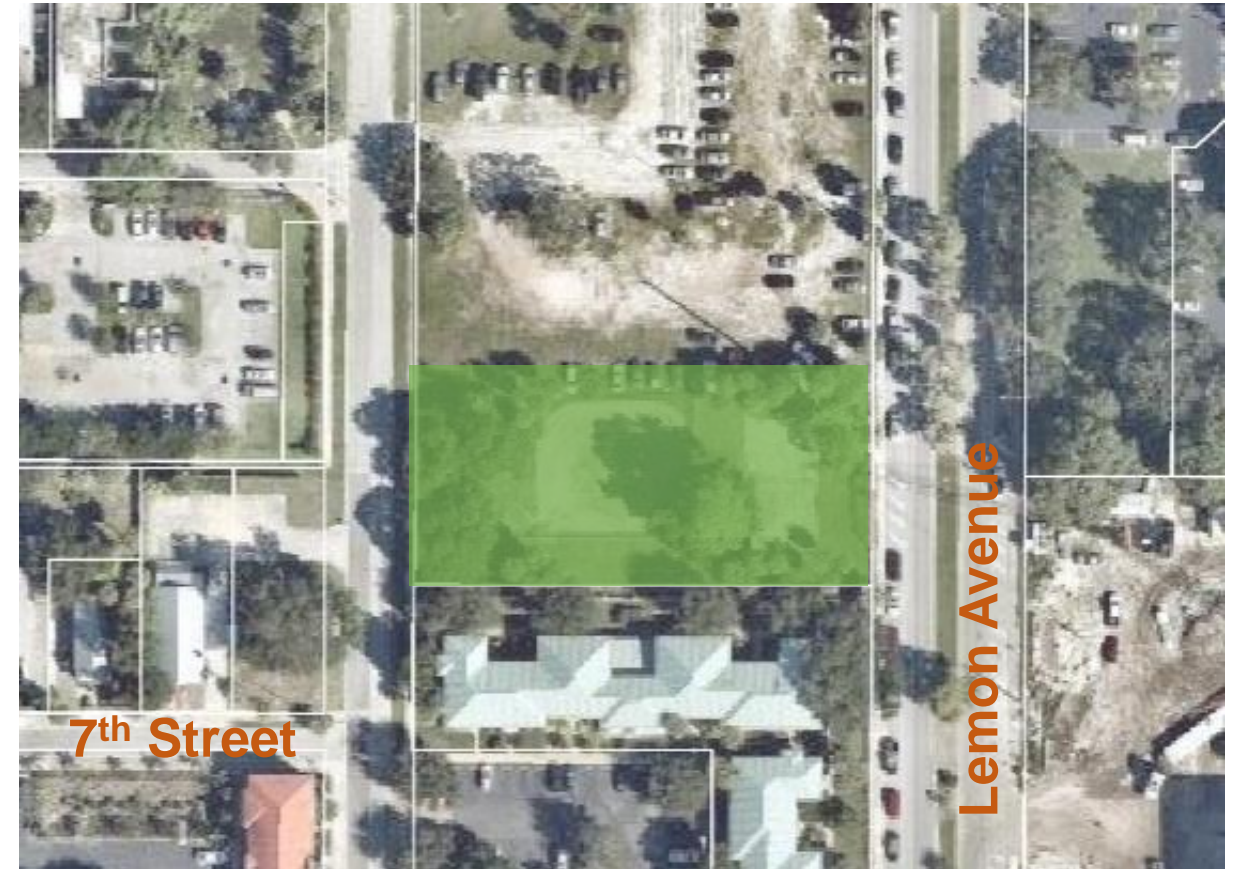


6. PRESENCE OF NATURE



Recommendations Continued...

- e) Collaborate with the City and the Housing Authority to **enhance the existing multi-use sport court** and provide public access to this multi-use sport court.

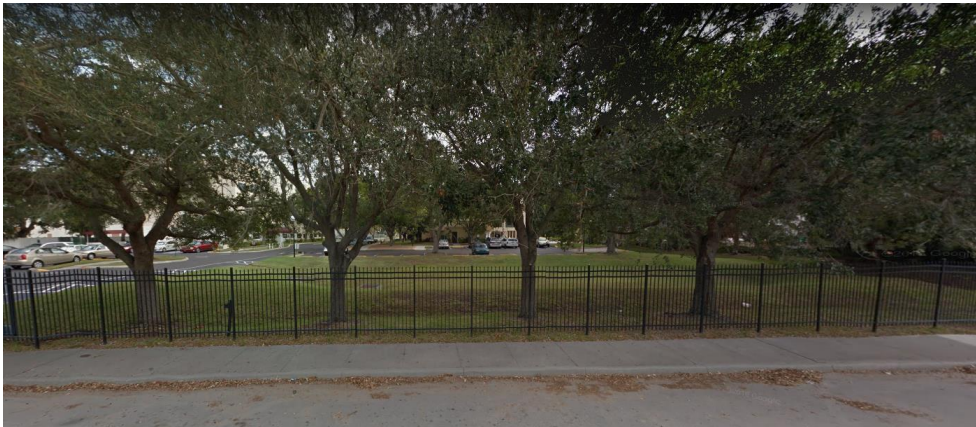


6. PRESENCE OF NATURE



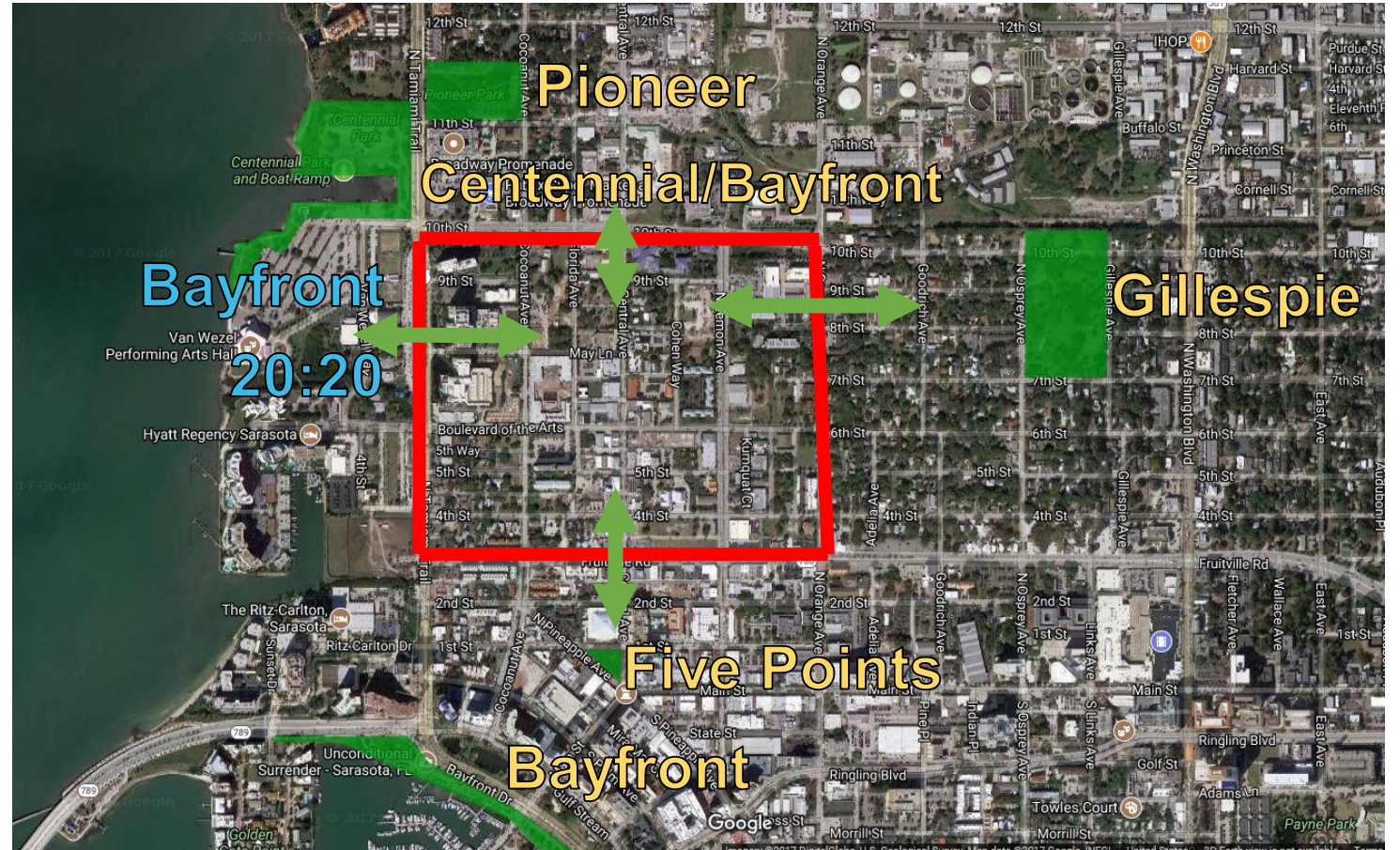
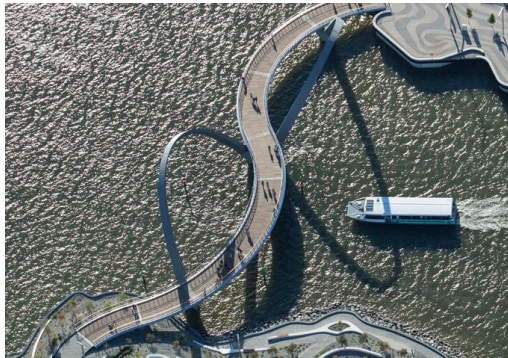
Recommendations Continued...

- f) Collaborate with the City and property owners to **convert existing open detention areas in the District** (including along Lemon Avenue, 10th Street, and Boulevard of the Arts) into vaulted retention, **creating new pocket parks**. *Open detention areas are a suburban stormwater drainage solution, out of character in this urbanizing area of the city.*



6. PRESENCE OF NATURE

- g) Enhance open space opportunities available to Rosemary residents by better connecting the Rosemary District to nearby parks



6. PRESENCE OF NATURE



Goal 2: Enhance “Nature in the Right of Ways” by Better Maintaining and Adding to Landscaping Within and Adjacent to Streets and Sidewalks

Recommendations

- a) Educate property owners about responsibilities for right-of-way maintenance, and implement a “reminder” (gentle enforcement) program.
- b) Identify areas of deferred or inadequate maintenance of existing landscaping, together with plans for better maintenance.

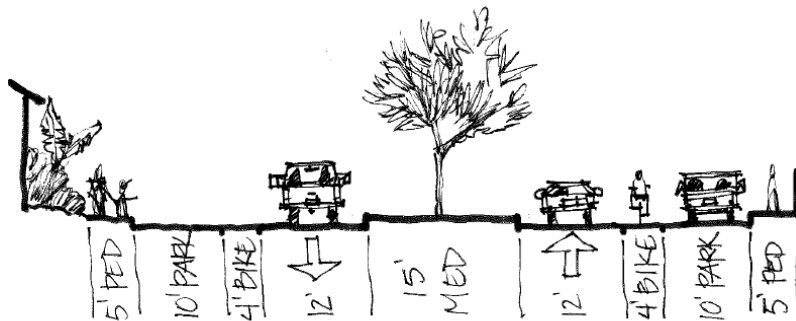


6. PRESENCE OF NATURE

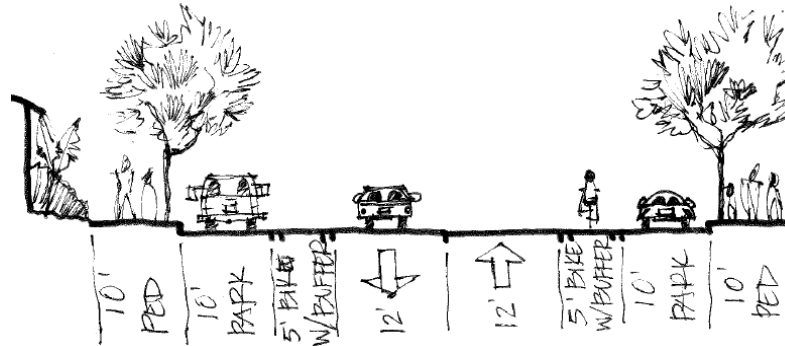
Goal 3: Optimize Public Right-of-Ways for the Pedestrian Experience.

Recommendations:

- a) **Lemon Avenue Example:** Study intersection to determine if left turn lane is necessary. Remove median and regain valuable sidewalk width. Formalize parallel parking and create planting areas at each parking terminus.



Existing Lemon Ave Typical Section



Potential Lemon Ave Typical Section



7. CELEBRATE DISTINCTIVENESS

Goal 1: Make the Rosemary District the Hub of **Progressive Public Art** in Sarasota.

Recommendations:

- a) Integrate public art into (the currently misnamed) “**Boulevard of the Arts**” and other major streets, including Central, Coconut, Lemon, and Orange:
- Establish a **mural program**, to identify suitable building facades, obtain approval from building owners, and select and compensate artists.
 - Provide residential density bonuses to projects that incorporate significant publicly accessible art.
 - Direct funds from the **City’s public art program** that are contributed by Rosemary projects to artwork located in the Rosemary District.



7. CELEBRATE DISTINCTIVENESS



Recommendations Continued...

- b) **Establish a Rosemary Arts Advisory Committee**, comprising Rosemary-based artists, residents and business owners to 1) direct and administer the mural program; 2) **consult with developers** who wish to take advantage of density bonuses by incorporating public art into their projects; and 3) **consult with the City** regarding the use of public art funding in the District.
- c) **Develop programs to celebrate the presence of art and artists** in the District
- Identify existing working artists and galleries in the District
 - Organize this information into maps – paper and electronic – that are publicly accessible and periodically updated.
 - Establish and promote open studio and gallery “walks”

7. CELEBRATE DISTINCTIVENESS



Goal 2: For the Rosemary District to become the **central location for housing for performing and visual arts** in Sarasota.

- a) **Build upon the nucleus** provided by the recently developed housing for the Sarasota Opera and the Players Theater by supporting additional development of similar housing:
- **Provide residential density bonuses** to projects that incorporate housing for performing and visual artists.
 - **Encourage housing for artists** to be incorporated into expansion projects planned by Jefferson Center and McCown Towers.



7. CELEBRATE DISTINCTIVENESS



Goal 3: Attract Small-scale “Makers” and Manufacturers to the Rosemary District.

Recommendations:

- a) **Revise zoning and other regulation** to explicitly allow such activities – which are typically considered “light industrial” – in the Rosemary Districts’ DTE (Downtown Edge) zoned areas. Examples of such activities include makers of artisanal crafts and products, handcrafted furniture, handcrafted clothing, and other small scale manufacturing activities.



7. CELEBRATE DISTINCTIVENESS



Goal 4: Encourage Innovative Architecture, Lighting, and Signage in the Rosemary District.

Recommendations:

- a) Establish a Rosemary **Architectural Innovation Overlay Zone** in which existing restrictions on exterior building materials, window sizes and shapes, signage, and lighting are revised to encourage architectural innovation and “edgier” design.
- b) For example, **expand the list of permitted exterior materials** (Section VI-1005 – Development Standards of the Zoning Code) to allow aluminum or steel cladding, composite panels, and rain screens.
- c) The Overlay would be in effect for a limited time – such as three years – and the results would be reviewed at the end of such time.



8. SUPPORT LOCAL BUSINESSES



Goal 1: Similar to Successful Parking Programs for Sarasota's "Traditional" Downtown Area, Support Existing and Future Businesses in the Rosemary District with **Additional Publicly Provided and Available Parking.**



Recommendations:

- a) Identify 1 to 3 locations in the District, in proximity to high activity business areas, where "off street" parking could be developed.
 - One location – at the center of existing and rapidly growing demand – is the existing, small (37 space) parking lot on the north side of 5th Street, between Central and Lemon Avenues.
 - This lot should be expanded by enlarging its footprint and by adding a one or two level "deck " above the existing surface lot.

8. SUPPORT LOCAL BUSINESSES



Recommendations Continued...

- b) Recognizing that modes of transportation are likely to change in the future, any parking structure should be **designed for future conversion to other – non-parking uses**.
- c) Analyze existing streets and on-street parking striping and configuration to **determine how to increase the supply of on-street parking**.
- d) Continue existing policies of **incorporating additional parking into right-of-ways adjacent to new development projects**, adding to the supply of publicly-accessible parking.
 - Examples include Citrus Square, BOTA Center, and Rosemary Square.

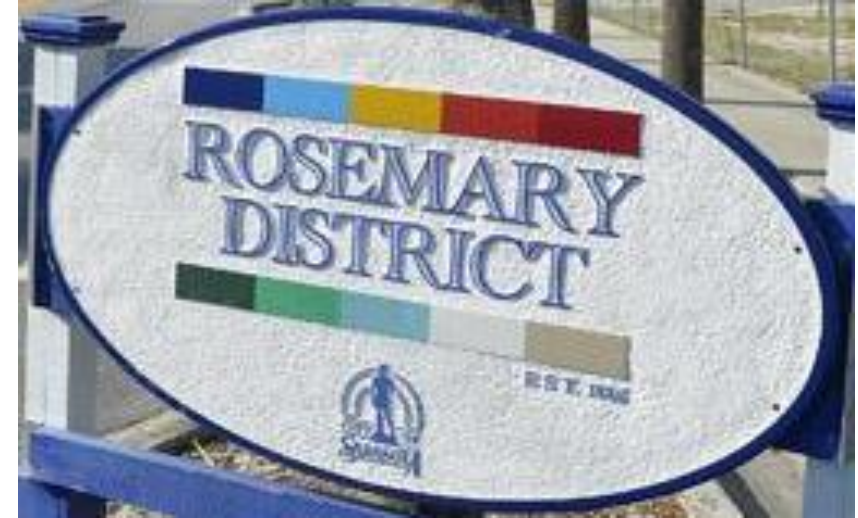
8. SUPPORT LOCAL BUSINESSES



Goal 2: Sharpen the District's Image, and Reduce Existing Confusion Resulting from the Variety of Existing Logos, Tag Lines, and Color Schemes by Developing and Implementing a District Wayfinding and Identity Program.

Recommendations:

- Establish a single identifiable symbol for the District to be repeated in all wayfinding/branding/messaging installations.
- Reinforce the District's edges and boundaries by installing markers or monuments at major perimeter intersections.
 - East/West on Fourth, Boulevard of the Arts and 10th Streets, at U.S. 41 and Orange Avenues.
 - North/South on Cocoanut, Central, Lemon and Orange Avenues at Fruitville and 10th Streets.



8. SUPPORT LOCAL BUSINESSES



Recommendations Continued...

- c) Strengthen the District's "sense of place" by developing and implementing a program of distinctive sidewalk and paving treatments
- Local example: St. Petersburg's hexagonal sidewalk pavers.



8. SUPPORT LOCAL BUSINESSES



Recommendations Continued...

- d) Install **District maps and signage** at appropriate locations to identify key Streets, locations, and amenities.



8. SUPPORT LOCAL BUSINESSES



Recommendations Continued...

- e) Identify a well-located space within the District and develop a place-making “heart” for the Rosemary District, to serve as a **symbol for the neighborhood**, as well as a gathering place and destination.
- One possible location is the southeast corner of the Lemon Avenue/ Boulevard of the Arts intersection.



8. SUPPORT LOCAL BUSINESSES



Goal 3: Enhance the **Perception and Reality of Public Safety** in the District.

Recommendations:

- a) Increase police presence in the District in the form of more “**cops on the beat**” on foot or bicycle.
- b) Provide monthly **neighborhood police activity reports** to the Rosemary District Association.



9. BALANCE SOCIAL SERVICES



Goal 1: Create a **Partnership Between the Social Service Providers** and the General Rosemary District Community.

Recommendations:

- a) Identify a representative from each of the social service providers to attend regularly scheduled District Association meetings to **keep the community up to date on important information, and discuss partnership opportunities on joint issues**

9. BALANCE SOCIAL SERVICES



Goal 2: Carefully **Examine Expansions to Social Services in the Rosemary District.**

Recommendations:

- a) The City should adopt a policy that any proposed expansion or new social services facility within the Rosemary District be **evaluated based on its potential positive and negative impacts**, and should require that a mitigation plan for potential negative impacts be in place prior to implementation of the expansion or new facility.
- b) The City should partner with social services providers to **identify regional social services needs** and find available property located where there are coverage gaps in the regional social services network.



Next Steps - Overall

1. Revise Draft Recommendations

- Comments from Community Meetings and Stakeholders

2. Package and Present Our Grassroots Plan

- Sharpen Focus/Clarify Benefits
- Different Media/Formats
- Audiences: City Commission, City Planning Board, County Commission

3. Final Fundraising Push

-www.RosemaryDistrictPlanning.com

4. Create Implementation Outline for Grassroots Plan



Next Steps – Community Meeting November 1

1. November 1

- Rosemary Residential Overlay District
- Other Topics

A Final Note...

- Sarasota Architectural Foundation Event
- BOTA Center (1570 Blvd of the Arts)
- Friday, October 27, 5pm to 7:30 pm
- www.sarasotaarchitecturalfoundation.org



THANK YOU!

WEBSITE: www.rosemarydistrictplanning.com