

DEVELOPMENT SERVICES & REDEVELOPMENT

Description of Operation:

The City's Development Services & Redevelopment Department was recreated as part of last year's budget. The budget document for FY 2000-01 outlined several initiatives for the recreated Department:

1. Coordinate implementation of the Downtown Master Plan.
2. Manage a process to create a Newtown Redevelopment Plan.
3. Work with Sarasota County and state legislators to create a state enterprise zone for Newtown.
4. Collect and analyze relevant market data.
5. Assemble a site inventory database.
6. Develop a marketing and business recruitment effort.
7. Help businesses resolve problems.

While still not fully staffed, the Department has taken significant steps toward nearly all the initiatives listed above. Several of those efforts will be continued during FY 2002. A description of the Department's primary activities - and how the existing initiatives fit within them - follows below.

Redevelopment Advisory Board - Staff proposes to reestablish the Redevelopment Advisory Board to the Community Redevelopment Agency (CRA). The purpose for reestablishing the Board is to obtain broad support for downtown redevelopment, particularly related to implementing Andres Duany's Downtown Master Plan Update, received by the Commission in October 2000 and adopted on January 22, 2001 (Resolution No. 01R-1336).

The Advisory Board will assist staff in establishing and recommending priorities to the CRA. Much of the Downtown Master Plan depends upon strong community and business support in order to implement it effectively; the Advisory Board can help immensely with building that support. Furthermore, the Advisory Board can serve as a forum for discussing problems or new redevelopment initiatives or projects.

The Board should be as compact as possible while still ensuring representation across a wide spectrum of interests. Organizations active within the Community Redevelopment Area should be asked to nominate two or three candidates, one of whom will be selected by the Commission to serve on the Board. This preserves the Commission's flexibility in selecting Advisory Board members while still providing those organizations a role in nominating candidates of their choice to represent their views on the Board. The list of nominating organizations might include some or all of these: Argus Foundation; Bayfront Condominium Association; Board of Realtors; Chamber of Commerce; Coalition of City Neighborhoods; Downtown Association; Downtown Property Owners Association; Goodwill Industries; Greater Downtown Sarasota Action Team; Housing Authority; Sarasota County Economic Development Board; Sarasota County; United Way; West Coast Builder's Exchange. Other possible appointees include citizens-at-large, advertising specialists, architects, bankers, restaurateurs, cultural arts representatives, etc.

In addition, the Chair and Vice Chair of the Redevelopment Advisory Board should be added to the City's Community Redevelopment Agency. This provides a direct and ongoing link to the work undertaken by the Advisory Board. (The City Commissioners continue to serve on the CRA.)

Downtown Master Plan - As noted above, Duany's updated Downtown Master Plan contains a number of important tasks for the City and CRA to pursue. Several items are of sufficient importance that the Redevelopment Advisory Board (as described above) should form subcommittees or study groups to address those particular items. These include downtown parking, downtown transportation impacts, the Cultural Arts District Master Plan, development review processes, mix of retail stores (which includes the collection and analysis of retail marketing data), and pedestrian linkages to adjacent residential neighborhoods.

Although the Downtown Master Plan contemplates a 20 year horizon, these items - if addressed properly - will provide a firm foundation upon which to build the vibrant, thriving downtown of Sarasota's future.

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Newtown Redevelopment Plan - The City has established a priority for redevelopment in Newtown. During FY 2000-01 the City promulgated a Request for Proposals (RFP) to create the Newtown Redevelopment Plan. The selected consultant began work in Newtown in July, and is scheduled to complete the planning process in early 2002.

As specified in the RFP, the Redevelopment Plan will identify specific deficiencies along Dr. Martin Luther King, Jr. Way, the commercial corridor that bisects Newtown. The Plan also will recommend specific strategies for attracting new businesses to Newtown. A thematic design for MLK Way storefronts will be developed and the possibility of establishing a festival marketplace also will be examined. Finally, the Plan will recommend broad housing development strategies to improve housing options in Newtown.

The City has reserved nearly \$1.0M in capital funds to pay for recommended improvements.

The Department will take an active role in managing the development and implementation of the Newtown Redevelopment plan.

Enterprise Zone - The City, in cooperation with Sarasota County, successfully petitioned the state legislature and the Governor to allow designation of an enterprise zone in northern Sarasota. In order to activate the zone, the City and County must develop- and the Governor's Office of Tourism, Trade, and Economic Development must approve - a plan for implementing the zone. The plan will detail specific conditions and vacant properties or storefronts within the eligible zone boundaries. Any local incentives (e.g., "fast track" permitting, fee waivers, etc.) that will be offered to businesses already in the zone or attracted to it must be described; the target industries (high-wage, high-growth jobs in pharmaceuticals, computer technologies, medical equipment, etc.) also must be defined.

Some of the necessary data will come from the Newtown Redevelopment Plan consultants (see above). Still, the Department will be required to work diligently with County staff, other City staff, and community stakeholders to develop a plan acceptable to the state.

General - The Department will continue to compile a site inventory database, which will be accessed via the City's web page (once it is updated). In addition, the Department will continue to work with businesses to resolve complaints (primarily through the "Business Express Solutions" hotline managed by the Committee for Economic Development, an offshoot of the Chamber of Commerce).

Goal - Economically Vital Community

To promote a vital and robust downtown.

Objectives

Work with the City Attorney and City Auditor & Clerk to define the steps necessary to create a Redevelopment Advisory Board and add two members to the City's Community Redevelopment Agency.

Obtain Commission consent to establish the Redevelopment Advisory Board and augment the CRA by middle to late Fall, 2001.

Solicit nominees for the Redevelopment Advisory Board by middle to late Fall, 2001, and seek Commission appointments to the Board by middle to late Fall, 2001.

Convene the first Redevelopment Advisory Board meeting by middle to late Fall, 2001.

Gather and analyze information necessary for the Board to identify and prioritize major work tasks by middle to late Fall, 2001.

Assist the Board with developing a work program for implementing major tasks by Spring, 2002.

Implement work program successfully.

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Performance Measures

Description	Unit	FY2000	FY2001	FY2002
Output Measure				
Redevelopment Boards created	Number	n/a	1	0
Board members appointed (min)	Number	n/a	9	0
Work programs created	Number	n/a	1	1
Work items identified (min)	Number	n/a	3	3
Effectiveness Measure				
Board meeting deadlines met	Percent	90	90	100
Time-bound work program items "on time"	Percent	90	90	90
Economic indicators improving in CRA	Percent	n/a	50	60
Efficiency Measure				
FTEs per 10,000 capita	Number	n/a	0.24	0.24
Annual cost per capita	Dollars	n/a	\$4.17	\$3.15

Goal - Economically Vital Community

Implement the Duany Downtown Master Plan Update (including SmartCode review).

Objectives

Staff review of SmartCode completed by September 1, 2001.

Redevelopment Advisory Board identification and prioritization of major work program items coordinated with tasks in Downtown Master Plan by Spring, 2002.

Implement prioritized work program, including capital projects.

Performance Measures

Description	Unit	FY2000	FY2001	FY2002
Output Measure				
SmartCodes reviewed	Number	n/a	1	0
Work programs developed	Number	n/a	1	1
Projects identified in work prog (min)	Number	n/a	3	3
Projects compatible w/Plan, Smartcode	Number	n/a	2	2
Effectiveness Measure				
SmartCode issues resolved w/in 180 days	Percent	50	65	80
Time-bound work program items "on time"	Percent	90	90	90
Projects approved via SmartCode process	Percent	n/a	10	100
Efficiency Measure				
FTEs per 10,000 capita	Number	n/a	0.24	0.24
Annual cost per capita	Dollars	n/a	\$4.17	\$3.15

Goal - Healthy Neighborhoods and Businesses

To improve business conditions along MLK Way and overall conditions in Newtown.

Objectives

Seek Commission approval of a consultant contract for creating a Newtown Redevelopment Plan by July 13, 2001.

Manage the consultant's preparation of the Newtown Redevelopment Plan, ensuring substantial public

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participation in formulating the Plan.

Obtain final draft of Plan from consultant by March 1, 2002, with Commission approval of Plan by April 1, 2002.

Implement Plan according to Plan schedule and activities.

Performance Measures

Description	Unit	FY2000	FY2001	FY2002
Output Measure				
Plans produced & approved by CC	Number	n/a	0	1
Consultant meetings w/stakeholders	Number	n/a	3	2
Effectiveness Measure				
Consultant deadlines met	Percent	n/a	85	100
Plans approved by stakeholders & CC	Percent	n/a	n/a	100
Plan work items initiated/completed	Percent	n/a	n/a	65
Economic indicators improving	Percent	n/a	n/a	50
Efficiency Measure				
FTEs per 10,000 capita	Number	n/a	0.10	0.10
Annual cost per capita	Dollars	n/a	\$1.84	\$1.39

Cost Center Expenditures By Category

	FY 2000 Actual	FY 2001 Budget	FY 2002 Continuation	FY 2002 Issues	FY2002 Totals
Personal Expenditures	0	304,327	308,444	0	308,444
Non Personal Expenditures	0	212,920	80,871	0	80,871
Capital Expenditures	0	11,500	10,500	0	10,500
Totals	\$0	\$528,747	\$399,815	\$0	\$399,815

Personnel Summary

Actual Positions	4.00	0.00	4.00
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