

PLANNING

Mission Statement

To work with the community and various public agencies to preserve and shape safe, vital, and well planned urban environments.

Description of Operations

The role of the Planning Department is to provide the framework for the community to address change.

Why We Plan

In the City of Sarasota, we plan for people. We plan for neighborhood livability and central city vitality. We plan for smart development as an antidote to urban sprawl. We plan for both the short and long term.

The Sarasota region is growing. Part of the growth is from people moving into the state for the same reasons we like living here. We are also part of this growth. We contribute to the region's projected future growth by living longer and having children thereby adding to the overall population. Even if we could build a wall around Sarasota tomorrow, and nobody could move in or out during the next 20 years, we still would need more homes just to take care of this natural increase in population.

Comprehensive land use planning, required by Florida law and practiced here in Sarasota, provides a way to manage this growth. It creates policies that support good jobs and affordable homes, protects natural resources, and preserves historic buildings. If we have to grow, it's important to plan so that we change in beneficial ways.

Our Current Challenge

Sarasota's planning challenge is to reinforce and strengthen the livability of our neighborhoods and our central city in the face of rapid regional growth. Our own City Commission's goals and strategies reflect their firm resolution to meet this challenge. The Planning Department's job is to prepare for, not promote nor discourage, this growth. We have learned from our own city's past, and by watching other communities, that inappropriate development hurts our neighborhoods. If too much development occurs in the suburbs or outlying areas, our inner neighborhoods and our vibrant downtown suffer.

What We Do

The Planning Department works alongside citizens to create the long-range plans that will guide Sarasota's future. The Comprehensive "long range" Plan is a compilation of the City's goals for the future. This comprehensive plan is known as the Sarasota City Plan. The goals in the plan address many subject areas including: land use, transportation, utilities, recreation and open space, coastal management and housing. In addition, the Future Land Use Plan identifies locations within the City for residential neighborhoods, offices, commercial/shopping areas, industrial areas and parks.

The current planning program coordinates the review of major development and redevelopment projects to ensure they are consistent with the Sarasota City Plan and applicable development regulations. During the review of projects, planners pay particular attention to compatibility with neighborhood character and values expressed by residents throughout the planning process. Another major function is to maintain and update Sarasota's Zoning Code to ensure the development regulations contained in the code remain consistent with the Sarasota City Plan.

The redevelopment division was added during FY 02-03 by combining the Planning and Redevelopment Departments. The redevelopment division includes three programs; Downtown Redevelopment, Newtown Redevelopment and the Enterprise Zone. The Downtown and Newtown Redevelopment programs are intended to coordinate and promote activities that lead to implementation of the Downtown plan and Newtown plan respectively. The Enterprise Zone program fosters redevelopment by outreaching to existing and new businesses to identify various tax incentives available through this program.

In addition, staff works on a number of special projects related to housing, urban design, environmental protection, historic preservation, art in public places and other issues of concern to Sarasota.

PLANNING

Department Expenditures by Cost Center

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
030631 SPECIAL PROJECTS	253,930	318,418	326,784	0	326,784
030632 CURRENT PLANNING	762,321	704,968	719,971	0	719,971
030633 LONG RANGE PLANNING	279,701	366,934	367,046	0	367,046
030634 REDEVELOPMENT	379,915	424,120	367,398	0	367,398
Totals	\$1,675,867	\$1,814,440	\$1,781,199	\$0	\$1,781,199

Department Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	1,006,703	1,212,073	1,258,391	0	1,258,391
Non Personal Expenditures	624,242	546,867	479,708	0	479,708
Capital Expenditures	14,922	25,500	13,100	0	13,100
Transfer Expenditures	30,000	30,000	30,000	0	30,000
Totals	\$1,675,867	\$1,814,440	\$1,781,199	\$0	\$1,781,199

Personnel Summary

Actual Positions	19.00	19.00	0.00	19.00
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Revenue Summary

	Total
CHARGES FOR SERVICES	1,500
TRANSFERS	657,404
	\$658,904

PLANNING SPECIAL PROJECTS

Mission Statement

To work with the community and various public agencies to preserve and shape safe, vital, and well planned urban environments.

Description of Operations

The Special Projects Division conducts research projects and prepares plans to assist policy makers in achieving the City's goals. In addition, the Division administers the Historic Preservation and Public Art programs. The Historic Preservation program involves planning for the preservation of the City's historic resources, managing requests for the designation of historic resources and approving alterations to historic structures. The Public Art program involves encouraging art in public places to enhance the visual appeal of the City and approval, selection and placement of works of art.

Studies and Research

The Division conducts studies and research that improve the quality of life for citizens and improves City operations and functions. A major study recently completed is the Parks + Connectivity Master Plan. The Parks + Connectivity Master Plan provides a City-wide framework for the development of a parks system over the next 20 years. The plan also includes a comprehensive pedestrian and bicycle system connecting these facilities to the City's neighborhoods and activity modes. A Cultural District Master Plan, currently underway, will create a long-term framework for development within this important district.

HISTORIC PRESERVATION

The Division supports the Historic Preservation program which involves identification, documentation and designation of historic resources. In addition, the Division provides education and promotion about preserving the City's heritage. The Division also proposes revisions to the Zoning Code as may be necessary to further the program. During the past year, a total of twenty-four (24) projects were reviewed comprised of; four (4) historic designations, five (5) certificates of appropriateness, three (3) demolitions; two (2) historic markers; eight (8) administrative approvals for building permits; submittal of a grant application for Phase II for the Survey of Historic Resources; and public information project for Rosemary Cemetery. In addition, the Historic Preservation Board held a ceremony to recognize five (5) property owners for their efforts to preserve historic residences located in the City. A major accomplishment was the grant awarded by the State to the City for the implementation of Phase I of the Survey for Historic Resources which will be completed June 2003.

The FY 02-03 budget included a \$20,000 for a matching grant for the second phase of a comprehensive survey of the City's historical resources. The entire inventory is projected to cost \$330,000 over six (6) years. Matching State grants are anticipated to fund fifty (50) percent of the inventory. However, it should be understood that completion of the survey and implementation of the chapter would require an ongoing financial commitment.

The FY 03-04 budget we anticipate another state matching grant in the amount of approximately \$20,000.

PUBLIC ART

The Division supports the Public Art Program that involves identifying opportunities and supporting the use of art in public places to enhance public and private development. The program includes: review of art works required within the Community Redevelopment Area in accordance with the zoning code; review of loaned and donated art works; selection of public art works to be acquired using the City's public art fund; FY 02-03 the implementation of the repair and maintenance program; the call to artists for the Lemon Avenue Plaza project; and the creation of a new public art web page.

In addition, nine (9) sculptures were loaned to the City and one (1) sculpture was donated to the City; three (3) construction projects were reviewed which resulted in the placement of public art and several cash donations were made to the public art fund. The lease agreement with Sarasota Season of Sculpture was reviewed and approved

PLANNING SPECIAL PROJECTS

for the 2002-2003 season. The FY 2004 projection does not assume the city-wide expansion of the public art program.

Goal - Responsible City Government

Support special projects that provide for neighborhood livability and central city vitality.

Objectives

Conduct research and prepare plans to assist policy makers.

Preserve the City's historic resources.

Promote art in public places.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Studies completed	Number	1	2	1	1 to 2
Historic resource projects reviewed	Number	50	34	24	20 to 24
Public art projects reviewed	Number	15	6	13 to 15	10 to 15
Effectiveness Measure					
Quality of project	Survey	n/a	n/a	n/a	n/a
Efficiency Measure					
Annual cost per capita	Dollars	\$4.33	\$4.33	\$4.49	\$4.55
FTE's per 10,000 capita	Number	0.64	0.64	0.58	0.49

Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	179,780	191,576	197,471	0	197,471
Non Personal Expenditures	37,302	96,342	98,813	0	98,813
Capital Expenditures	6,848	500	500	0	500
Transfer Expenditures	30,000	30,000	30,000	0	30,000
Totals	\$253,930	\$318,418	\$326,784	\$0	\$326,784

Personnel Summary

Actual Positions	2.75	2.75	0.00	2.75
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PLANNING

CURRENT PLANNING

Mission Statement

To work with the community and various public agencies to preserve and shape safe, vital, and well planned urban environments.

Description of Operations

The Current Planning Division coordinates reviews of major development projects to assure consistency with the Sarasota City Plan and applicable land development regulations. The division also develops and processes Zoning Code revisions and updates.

Development Review

The Current Planning Division coordinates development application reviews with other affected agencies. The Division provides staff support to the City's Development Review Committee (DRC). Current Planners analyze development proposals and write and present staff reports and recommendations for the Planning Board and City Commission. The Current Planning Division processed eighty-eight (88) development applications:

24	Rezoning and Rezone Ordinance Amendments
12	Conditional Uses
42	Site Plans
1	Subdivision
2	Street Vacations
5	G-Zone Waiver
2	Development Agreements

Zoning Code

The Current Planning Division maintains and updates the Zoning Code to assure it remains consistent with the Sarasota City Plan and that it reflects a balance of the needs and goals of the City. The Current Planning Division processed seven (7) Zoning Text Amendments. Most notable among these is the Zoning Code (2002 edition), a major rewrite and reformatting of the City Zoning Code.

Goal - Responsible City Government

Assist policy makers in managing growth consistent with the community's goals.

Objectives

Ensure new development is consistent with the Sarasota City and development regulations.

Ensure the development regulations are consistent with the Sarasota City Plan.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Development review projects	Number	88	82	49 to 89	80 to 100
Zoning code projects	Number	7	8	2 to 5	3 to 6
Zoning text amendments	Number	n/a	n/a	40	40
Zoning enclave rezones	Number	n/a	n/a	n/a	30 to 40
Effectiveness Measure					
Quality of staff projects / reviews	Survey	n/a	n/a	n/a	n/a
Efficiency Measure					
Annual cost per capita	Dollars	\$11.84	\$11.84	\$11.31	\$12.27
FTE per 10,000 capita	Number	1.16	1.16	1.31	1.41

PLANNING
CURRENT PLANNING

Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	443,388	467,003	487,069	0	487,069
Non Personal Expenditures	318,933	237,965	232,902	0	232,902
Totals	\$762,321	\$704,968	\$719,971	\$0	\$719,971

Personnel Summary

Actual Positions	7.25	7.25	0.00	7.25
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PLANNING

LONG RANGE PLANNING

Mission Statement

To work with the community and various public agencies to preserve and shape safe, vital, and well planned urban environments.

Description of Operations

Comprehensive Planning:

This division helps manage future growth within the City by coordinating the preparation, implementation, evaluation, and interpretation of the City's comprehensive plan entitled the Sarasota City Plan. In addition, proposed amendments to the plan, including those initiated by the City Commission, occur annually. For example, twenty-two plan amendments were in various stages of review during the last year, including the adoption of the Historic Preservation chapter of the plan, the amendment related to the Downtown Master Plan, and the HOPE VI based amendment. For the coming year, amendments addressing the Newtown Redevelopment Plan, a state mandated Potable Water chapter, and the state mandated Evaluation and Appraisal Report are among other amendments that will be considered by the division.

Special Assignments/Interagency Support/Intergovernmental Coordination

Special assignments are many and varied and they frequently involve other agencies. For example, the division has recently been, or is currently, involved with the following activities or special assignments:

- * Review and comment on the evolving Sarasota County 2050 comprehensive plan amendment.
- * Review and comment on the evolving Sarasota County 2050 development code amendment.
- * Support the City's capital improvement program development.
- * Participate in the negotiations associated with the "Downtown Master Plan" based comprehensive plan amendment.
- * Support of the US 41 scenic highway designation.
- * Membership on the Metropolitan Planning Organization's Technical Advisory Committee.
- * Support to the evolving "Downtown Mobility Study".
- * Review and comment on the "Newtown Redevelopment Plan".
- * Membership on the School Boards "Professional Standards Selection Committee".
- * Membership on the School Board's "Facility Strategy Team".
- * Input into the Fair Board's planning for the fair grounds.
- * Review and comment on the evolving "Downtown Code".
- * Review and analyze annexation proposals.

Studies Completed:

- * Support the development of the state mandated "Interlocal Agreement for Public Facilities Planning" (school related).
- * Review of the City's existing planning and permitting program.
- * Make application for "Local Government Comprehensive Planning Certification".
- * Negotiate a contract with the consultant for undertaking the economic study to support the draft "Downtown Code".
- * Settlement to the Comprehensive Plan Challenge.
- * Brownfield Interlocal Agreement.
- * Analysis of all City Interlocal Agreements.

PLANNING

LONG RANGE PLANNING

Data Base Maintenance:

Data necessary to maintain the comprehensive plan is routinely collected. Census data is maintained and aggregated as necessary.

The division has automated the department's map development tasks utilizing GIS software to produce visually superior map products. Digitally manipulated maps are not produced for rezonings, site plans, conditional uses, street vacations, , historic preservation designations, comprehensive plan amendments, and annexations, among others. Map products are now generated faster and with greater data integrity than previous cut/paste and photocopy methods.

Development application status reporting has been consolidated into a comprehensive database, tracking the type of development, approval status, and location, among other attributes. In addition to application tracking, the database can be linked to active GIS maps for graphical output and querying.

Staff from the division actively supports the content and maintenance of the departments web page.

Goal - Attractive, Safe & Environmentally-Friendly City

To plan for neighborhood and central city vitality.

Objectives

Create "long range" plans that will shape Sarasota's future.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Comprehensive plan amendments processed	Number	8	10	12	10 to12
Studies completed	Number	2	2	9	7 to 9
Graphics/maps/illustrations prepared	Number	300	350	400	400
Effectiveness Measure					
Quality of projects	Survey	n/a	n/a	n/a	n/a
Efficiency Measure					
Annual cost per capita	Dollars	\$5.44	\$5.44	\$6.48	\$6.45
FTE per 10,000 capita	Number	0.91	0.91	0.81	0.79

Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	257,970	267,286	275,608	0	275,608
Non Personal Expenditures	21,731	90,648	82,938	0	82,938
Capital Expenditures	0	9,000	8,500	0	8,500
Totals	\$279,701	\$366,934	\$367,046	\$0	\$367,046

Personnel Summary

Actual Positions	4.00	4.00	0.00	4.00
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PLANNING REDEVELOPMENT

Mission Statement

This division is focused on Downtown and Newtown development programs and initiatives to address economic and revitalization efforts for the City. Coherent city strategies, defined in the adopted Downtown and Newtown Master Plans, are seen as essential to maximize redevelopment efforts. These strategies are also seen as essential to articulate a clear vision of the strengths and direction to be taken by this division. These economic strategies will lead and coordinate public/private partnerships which should lead to the following: steady employment growth, opportunities for increased revenues, improving the quality of life, business creation, retention and expansion, support for disadvantaged and minority businesses, promotion of economic diversification and stability and support for distressed communities and those in the process of economic adjustments.

Description of Operations

The Redevelopment Division coordinates the following key initiatives for the City:

- Implementation of the Downtown Master Plan
- Implementation of the Newtown Master Plan
- Implementation of the Enterprise Zone Initiatives

Downtown Master Plan - The Downtown Master Plan contains a number of important tasks for the City and CRA to pursue. Although the Downtown Master Plan contemplates a 20-year horizon, the capital improvement elements - if addressed properly - will provide a firm foundation upon which to build the vibrant, thriving downtown for Sarasota's future. In order to assist with the creation of a vibrant city, the creation of a "24-hour city" should be a key focus of the CRA/City. The following objectives will serve as a useful guideline for the implementation of the "24 hour city": attract clusters of shops in the downtown area to stimulate browsing and impulse buying; attract and develop large format stores grouped around parking garages; research projects that will create beneficial synergy that compliments or expands the retail customer base; continue support of Sarasota through advertising in strategic marketing venues such as Forbes, Florida Trend, Commercial Resource News, etc.; develop an advertising message, brand or image for the city and downtown merchants; create an investment philosophy that will enhance the private investment climate, i.e., the private/public policy through the CRA and the CRA Advisory Board; and, continue support for the downtown development as identified in the Downtown Master Plan.

Newtown Master Plan - The City has established a priority for redevelopment in Newtown. The Division will take an active role in managing the development and implementation of the Newtown Master Plan. The Newtown Master Plan has identified specific deficiencies along Dr. Martin Luther King, Jr. Way, the commercial corridor that bisects Newtown and the surrounding Newtown area. The Plan also includes recommendations for specific strategies for attracting new businesses to the Newtown area, as well as recommendations to improve housing options in Newtown and other educational, cultural, and quality of life issues.

Enterprise Zone - The City has the lead responsibility for the Sarasota County/City of Sarasota Enterprise Zone. This includes reporting requirements to the Florida Governor's Office of Tourism, Trade, and Economic Development to ensure that the Enterprise Zone remains approved. In addition, the strategic plan must be implemented through a 13 member Enterprise Zone Advisory Board. The plan details specific goals and objectives that must be implemented by a specific time, by a specific entity, and with a specific outcome. Also, local incentives that will be offered to businesses already in the Enterprise Zone or for those businesses seeking to locate in the Enterprise Zone must be fully explained by the department. This information outreach will include a newsletter to be mailed annually, public educational seminars, public speaking engagements, and advertising through selected venues. This information has been developed and installed on the City's web site.

PLANNING REDEVELOPMENT

Goal - Economically Vital Community

Implement the Duany Downtown Master Plan Update.

Objectives

- Define a public/private policy for development assistance.
- Develop a prioritized work program.
- Review and update downtown transportation plan.
- Work to attract new businesses and residential to the downtown area.
- Develop a downtown Parking Master Plan.
- Develop an advertising message, brand or image for the downtown area.
- Adopt new zoning regulations.
- Rezone all properties consistent with new zoning regulations.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Work programs developed	Number	1	2	3	3
Facilitate Master Plan implementation	Number	1	2	3	3
Projects compatible w/Plan	Number	1	1	2	2
Effectiveness Measure					
Time-bound work program items "on time"	Percent	90	100	100	100

Goal - Healthy Neighborhoods and Businesses

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

Objectives

- Develop a public / private policy for development assistance.
- Develop a prioritized work program.
- Develop a prioritized capital improvements program.
- Update Sarasota City Plan to include Newtown Master Plan.
- Initiate changes to the zoning code as may be necessary to implement the Plan.
- Initiate rezonings as may be needed to implement the Plan.
- Develop an advertising message, brand or image for Newtown.
- Work to attract new business and residential.
- Seek grants to leverage approved funding.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Plans produced & approved by CC	Number	n/a	n/a	1	Complete
Consultant meetings w/stakeholders	Number	n/a	n/a	3	Complete
Effectiveness Measure					
Consultant deadlines met	Percent	n/a	n/a	100	Complete
Plans approved by stakeholders & CC	Percent	n/a	n/a	100	Complete
Objectives initiated	Percent	n/a	n/a	25	50

PLANNING REDEVELOPMENT

Goal - Economically Vital Community

To improve business vitality, family opportunities and neighborhood programs in the Enterprise Zone.

Objectives

Conduct public outreach programs through newsletters, public educational seminars, public speaking engagements, and advertising through selected venues.

Quarterly and annual reporting to the Florida Governor's Office of Tourism, Trade, and Economic Development to ensure that the Enterprise Zone remains approved.

Implement Enterprise Zone strategic plan and activities.

Performance Measures

Description	Unit	FY 2001	FY 2002	FY 2003	FY 2004
Output Measure					
Public outreach seminar	Number	n/a	13	12	12
Meetings with businesses	Number	n/a	90	90	90
Strategic Plan projects accomplished	Number	n/a	n/a	5	10
Effectiveness Measure					
Training seminar	Number	n/a	13	12	12
Technical business assistance	Number	n/a	90	90	90

Expenditures By Category

	FY 2002 Actual	FY 2003 Budget	FY 2004 Continuation	FY 2004 Issues	FY 2004 Totals
Personal Expenditures	125,565	286,208	298,243	0	298,243
Non Personal Expenditures	246,276	121,912	65,055	0	65,055
Capital Expenditures	8,074	16,000	4,100	0	4,100
Totals	\$379,915	\$424,120	\$367,398	\$0	\$367,398

Personnel Summary

Actual Positions	5.00	5.00	0.00	5.00
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Revenue Summary

	Total
TRANSFERS	657,404
	\$657,404