

PLANNING & REDEVELOPMENT

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 and Redevelopment 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 & REDEVELOPMENT

Department Expenditures by Cost Center

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|-------------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| 030631 NEWTOWN REDEVELOPMENT | 216,060 | 258,784 | 316,864 | 0 | 316,864 |
| 030632 CURRENT PLANNING | 727,028 | 749,971 | 697,090 | 0 | 697,090 |
| 030633 LONG RANGE PLANNING | 286,647 | 367,046 | 365,187 | 37,000 | 402,187 |
| 030634 DOWNTOWN REDEVELOPMENT | 415,053 | 405,398 | 477,891 | 0 | 477,891 |
| Totals | \$1,644,788 | \$1,781,199 | \$1,857,032 | \$37,000 | \$1,894,032 |

Department Expenditures By Category

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 1,161,495 | 1,258,391 | 1,349,829 | 0 | 1,349,829 |
| Non Personal Expenditures | 425,214 | 479,708 | 427,003 | 36,000 | 463,003 |
| Capital Expenditures | 28,079 | 13,100 | 12,200 | 1,000 | 13,200 |
| Transfer Expenditures | 30,000 | 30,000 | 68,000 | 0 | 68,000 |
| Totals | \$1,644,788 | \$1,781,199 | \$1,857,032 | \$37,000 | \$1,894,032 |

Personnel Summary

| | | | | | |
|------------------|--|-------|-------|------|-------|
| Actual Positions | | 19.00 | 19.00 | 0.00 | 19.00 |
|------------------|--|-------|-------|------|-------|

Revenue Summary

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|------------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| CHARGES FOR SERVICES | 1,090 | 1,500 | 1,500 | 0 | 1,500 |
| OTHER MISCELLANEOUS REVENUES | 172 | 0 | 0 | 0 | 0 |
| TRANSFERS | 277,409 | 657,404 | 839,023 | 0 | 839,023 |
| INTRAGOVERNMENTAL SERVICES | 0 | 0 | 291,030 | 0 | 291,030 |
| Totals | \$278,671 | \$658,904 | \$1,131,553 | \$0 | \$1,131,553 |

PLANNING & REDEVELOPMENT

NEWTOWN REDEVELOPMENT

Mission Statement

The Newtown Division will work closely with the community to successfully implement the Newtown Redevelopment Plan. The Plan requires the creation of strong partnerships between the public, private and non-profit sectors by initiating public investment, using appropriate incentives to draw private investment in the revitalization of the Newtown Community.

Description of Operations

The City of Sarasota has established a priority for redevelopment in Newtown. The Newtown Division will take an active role in managing the development and implementation of the Newtown Master Plan.

The implementation strategy involves the following:

1. Establish an aggressive MBE/WBE Business Development Program that includes financial and technical assistance to encourage private sector investment.
2. Provide market data to support needed services and identify business opportunities.
3. Provide the design framework for new construction.
4. Identify strategic business cluster locations for development.
5. Make Newtown a destination in Sarasota County.
6. Re-orient Dr. Martin Luther King, Jr. Way corridor from primarily non-profit service providers to community retail and commercial utilizing the Main Street concept.
7. Support Sarasota Housing Authority initiatives, specifically HOPE VI, to revitalize all housing authority properties to provide adequate and alternative housing options to current housing authority and greater Newtown residents.
8. Use various electronic media and technology, i.e. website, to keep the community informed and market the Newtown community for new business and residential development.

The Newtown Redevelopment Plan has identified specific deficiencies along Dr. Martin Luther King, Jr. Way, the commercial corridor that bisects Newtown and the surrounding unincorporated 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 and other educational, cultural and quality of life issues.

The City of Sarasota 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 a viable option for commercial and industrial business development in depressed areas like Newtown. Enterprise Zone activities are established by a 13 member Enterprise Zone Development Agency (EZDA) Advisory Board, in its Strategic Master Plan that details specific goals and objectives that must be implemented by specific times and entities with specific measurable outcomes. An important tool in the implementation is outreach to the residential and business communities. This will be accomplished using a newsletter, public educational seminars, public-speaking engagements, advertising media, various websites and other creative methods to reach the community participants.

The Newtown area has received designations from numerous programs, the Enterprise Zone and Historically Under-utilized Business Zone (HUBZone), Urban Infill and Redevelopment, and Florida Front Porch Community, to stimulate revitalization in and around Newtown.

The Newtown community (census tracts 2 and 3) was the area used by the City and County of Sarasota to justify designation as Entitlement Communities by the U.S. Department of Housing and Urban Development (HUD). We will work closely with the Office of Housing and Community Development (OHCD) to obtain a portion of the Community Development Block Grant (CDBG) funds to establish economic development programs intended to encourage and stimulate private sector investment. As Entitlement Communities, federal and state funds are allocated, on an annual basis, for housing and economic development activities that will serve to eliminate the pervasive conditions of poverty, blight and neglect that have fostered communities such as Newtown.

Strategic Concern - Economic Development Strategies

Strategy

Support Job Creation and Retention

PLANNING & REDEVELOPMENT

NEWTOWN REDEVELOPMENT

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Enhance Enterprise zone incentives. Status - Recently exempted impact fees in Enterprise Zone. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> | | | | |
|--|--------------------------------------|--------|--------|--------|--------|
| Number of new businesses in Enterprise Zone. | Expanded Enterprise Zone boundaries. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| New businesses on MLK | Percent | n/a | n/a | n/a | 5% |

Expenditures By Category

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 194,441 | 197,471 | 286,780 | 0 | 286,780 |
| Non Personal Expenditures | 21,619 | 60,813 | 29,584 | 0 | 29,584 |
| Capital Expenditures | 0 | 500 | 500 | 0 | 500 |
| Totals | \$216,060 | \$258,784 | \$316,864 | \$0 | \$316,864 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 2.75 | 4.05 | 0.00 | 4.05 |
|------------------|------|------|------|------|

PLANNING & REDEVELOPMENT

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 Division has four major responsibilities: (1) to coordinate the review of development requests among a variety of City agencies; (2) to maintain and update the zoning code; (3) to coordinate the review of historic preservation related requests; (4) to undertake certain "special studies" as assigned, and (5) to inform, explain to, and educate the public as to the substantive and procedural aspects of planning and redevelopment. The staff also provides technical support to the City's Development Review Committee, the Planning Board, the Historic Preservation Board, and the City Commission.

(1) Development Review:

The Division coordinated the review and processing of 88 development requests in the fiscal year ending September 30, 2002. Of these, 42 were site plans, 24 were rezonings requests, and 12 were conditional use permits. Many of these requests embraced multiple petitions, such as a rezoning that is, accompanied by a site plan and a street vacation. In addition, staff supports the Development Review Committee (chairs), the Planning Board, and the City Commission as these boards review and act upon development requests.

This program will be extensively expanded in the near future as all building permits which alter or create new exterior structures and surfaces will be reviewed by staff as part of the implementation of the Downtown Code.

(2) Zoning Code Maintenance:

During Fiscal Year 2002-2003, the division assisted in the update of the City's entire zoning code and is currently assisting in the development of the proposed Downtown Code. Routine code amendments are programmed into two amendment cycles each year, the last of which contained 21 separate changes. The Development Review Committee (DRC) and the Planning Board review these changes before they are acted upon by the City Commission.

(3) Historic Preservation:

Providing professional and support staff assistance to the Historic Preservation Board, which meets monthly, was assumed by the division in August, 2003. Within the last 6 months, staff has assisted in closing out a "Phase I" historic inventory of the City, initiated a contract for undertaking "Phase II," and prepared a successful request of the State to help fund a "Phase III" inventory. Collectively, these studies will cost approximately \$250,000 of which 50% will be State funded.

Routine staff assignments include reviewing and making recommendations on requests for historical designation (local, state, and federal), for certificates of appropriateness, and for demolition permits. Responding to frequent questions from the general public is also a routine part of staff's responsibility.

(4) Special Studies:

Recent research carried out by staff includes support to the development of a mega-house ordinance and the parking of commercial vehicles in residential areas.

Strategic Concern - Economic Development Strategies

Strategy

Support for Community Redevelopment

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|------------------------|------------------------------|-----------------------|
| Adopt Downtown Code, complete associated rezoning process. Status - Downtown Code underway. Rezoning not initiated. | No | 2005 | \$70,000 |
| Rezone Newtown consistent with Comprehensive Plan Status - Contingent upon Comp Plan update being adopted in FY 2007. | No | 2007 | \$40,000 |

Indicator

Code adopted.

Status

Adopted by City Commission 06/07/04.

PLANNING & REDEVELOPMENT

CURRENT PLANNING

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|------------------------------|--------|--------|--------|--------|--------|
| Effectiveness Measure | | | | | |
| Rezoning completed | Number | 0 | 0 | 0 | 1,800 |

| <u>Indicator</u> | <u>Status</u> |
|----------------------------------|----------------|
| Zoning code amendments in place. | Not initiated. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|---|--------|--------|--------|--------|--------|
| Effectiveness Measure | | | | | |
| Implementing Newtown Master Plan adoption | Yes/No | n/a | n/a | n/a | n/a |

Strategic Concern - Transportation Innovation and Collaboration

Strategy

Pursue Broad-Based Multi-Modal Programs

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Encourage through regulations (i.e., land use and zoning). | Yes | 2005 | \$0 |
| Status - Currently implementing through Connectivity Plan, Master Plans, and Site Plans. | | | |

| <u>Indicator</u> | <u>Status</u> |
|--|--|
| Utilize database to support alternative forms of transportation. | Currently researching & coordinating with the MPO. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|----------------------------|--------|--------|--------|--------|--------|
| Efficiency Measure | | | | | |
| Improved mobility in trips | Number | n/a | n/a | n/a | n/a |

Expenditures By Category

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 449,329 | 487,069 | 371,081 | 0 | 371,081 |
| Non Personal Expenditures | 247,699 | 232,902 | 296,009 | 0 | 296,009 |
| Capital Expenditures | 0 | 0 | 0 | 0 | 0 |
| Transfer Expenditures | 30,000 | 30,000 | 30,000 | 0 | 30,000 |
| Totals | \$727,028 | \$749,971 | \$697,090 | \$0 | \$697,090 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 7.25 | 5.35 | 0.00 | 5.35 |
|------------------|------|------|------|------|

Revenue Summary

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|------------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| OTHER MISCELLANEOUS REVENUES | 45 | 0 | 0 | 0 | 0 |
| INTRAGOVERNMENTAL SERVICES | 0 | 0 | 291,030 | 0 | 291,030 |
| Totals | \$45 | \$0 | \$291,030 | \$0 | \$291,030 |

PLANNING & REDEVELOPMENT

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

The division has five major responsibilities: (1) to maintain the City's comprehensive plan through the annual amendment cycle, (2) to coordinate the seven year update of the City's comprehensive plan as mandated by the state, (3) to serve as the department's intergovernmental coordinating arm on planning and development matters and to undertake special studies as assigned, (4) to maintain base data for planning and redevelopment purposes, and (5) to inform, explain to, and educate the public as to the substantive and procedural aspects of planning and redevelopment.

(1) Comprehensive Plan Maintenance:

Each year, the division coordinates the review and processing of approximately ten to twelve proposals to amend the City's comprehensive plan. These proposals come from both the private and public sectors. In undertaking this task, the division works with the Development Review Committee (DRC) and formulates recommendations to both the Planning Board and the City Commission. Coordination with the State Department of Community Affairs also occurs for all "large scale" amendments which historically represent the majority of those amendments requested. Major amendments recently processed included those relating to the Downtown Master Plan and the HOPE VI application.

(2) Comprehensive Plan Update:

The last major comprehensive plan update was adopted in 1998. This update was preceded by the drafting of an "Evaluation and Appraisal Report" (EAR) that involved extensive input from City stakeholders. A new EAR is now underway which will result in another major update of the plan which will become effective in 2006-2007.

(3) Intergovernmental/Interagency Coordination and Special Studies:

The division is involved in a wide variety of tasks that oftentimes involves other City, County, regional and state agencies. Recent tasks include:

- * ongoing support to the City's capital improvement program development.
- * review and comment on the evolving Sarasota County 2050 comprehensive plan amendment.
- * participate in the negotiations associated with the "Downtown Master Plan" based comprehensive plan amendment.
- * support of the U.S. 41 scenic highway designation.
- * membership on the Metropolitan Planning Organizations Technical Advisory Committee.
- * support to the evolving "Downtown Mobility Study".
- * review and comment on the "Newtown Redevelopment Plan".
- * membership on the School Board's "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.
- * preparation of the brownfield interlocal agreement with Sarasota County.
- * coordination of an interlocal agreement with the School Board's impact fee ordinance.
- * coordination of the Planning/Permitting report recommendations and implementation.
- * strategic plan support.
- * analysis of City's interlocal agreements in accordance with State mandate.
- * support the development of the state mandated "Interlocal Agreement for Public facilities Planning" (school related).
- * make application for "Local Government Comprehensive Planning Certification".
- * settlement to the comprehensive plan challenge.

(4) Data Base Maintenance:

Data necessary to support the department's development and redevelopment activities are maintained, to a large degree, by this Division. For example:

- * Census data is maintained and aggregated as necessary.
- * Development is monitored to ensure that adopted area wide thresholds are not exceeded.
- * Maps are maintained using GIS software.
- * Digitally manipulated maps are produced to support all department activities.
- * Development application status reporting occurs.
- * Web page maintenance occurs as time allows.

PLANNING & REDEVELOPMENT

LONG RANGE PLANNING

Strategic Concern - Fiscal Responsibility

Strategy

Develop New Revenue Sources

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Reevaluate level and number of impact fees. Status - On-going. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> |
|---|--|
| Increased and new user impact fees in place, where appropriate. | Annually review with new county proposals. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|---|---------|--------|--------|--------|--------|
| Output Measure Additional revenue | Dollars | n/a | n/a | n/a | n/a |

Strategic Concern - Economic Development Strategies

Strategy

Support for Community Redevelopment

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Continue with permitting process improvements. Status - "Formal" Planning/Permitting review exercise will conclude in July, 2004. | Yes | 2005 | \$0 |
| Adopt Newtown Redevelopment Plan amendments to City Plan. Status - TCMA Study needed to proceed. Pending special appropriation approval. | No | 2007 | \$300,000 |

| <u>Indicator</u> | <u>Status</u> |
|----------------------|-------------------------------------|
| Amendments approved. | Preparing a concurrency TCMA Study. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|---------|--------|--------|--------|-------------|
| Output Measure Develop Brownfield site | Dollars | n/a | n/a | n/a | \$1,000,000 |

| <u>Indicator</u> | <u>Status</u> |
|---|-------------------------------|
| Survey follow-up with development stakeholders indicates improved coordination. | On-going - 6 month intervals. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|-------|--------|--------|--------|--------|
| Efficiency Measure Positive survey results for services rendered | Ratio | n/a | n/a | n/a | n/a |

Strategic Concern - Gateway Master Planning

Strategy

Pursue Public/Private Partnerships

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Assess existing plans for current gateway provisions. Status - Contingent upon funding. | Yes | 2006 | \$0 |

PLANNING & REDEVELOPMENT LONG RANGE PLANNING

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Apply Aesthetic strategies. Status - Contingent upon funding. | No | 2007 | \$20,000 |

| <u>Indicator</u> | <u>Status</u> | | | | |
|----------------------------|------------------------------|--------|--------|--------|--------|
| Plan assessment completed. | Ringling School of Art lead. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Effectiveness Measure | | | | | |
| Plan completed | Yes/No | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> | | | | |
|---|------------------------------|--------|--------|--------|--------|
| Increase in tax base as a result of improvements. | Ringling School of Art lead. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Effectiveness Measure | | | | | |
| Plan completed | Yes/No | n/a | n/a | n/a | n/a |

Strategic Concern - Recognizing the Needs of the Barrier Islands

Strategy

Improve Infrastructure

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Focus on areas in need of economic development (e.g., hotel/motel). Status - Neighborhood study proposed as first step. | Yes | 2005 | \$0 |
| Implement existing plans and action strategies. Status - Neighborhood Study proposed as first step. | Yes | 2005 | \$0 |
| Develop Barrier Island Chapter of the City Plan. Status - Neighborhood Study proposed as first step. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> | | | | |
|---|--|--------|--------|--------|--------|
| Status reports provided on activities of taxing district. | To await results of Neighborhood Study to determine if needed. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| Annual Report authored by the taxing district | Yes/No | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> |
|---------------------|--|
| BI Chapter adopted. | To await results of Neighborhood Study to determine if needed. |

| <u>Indicator</u> | <u>Status</u> |
|---|---|
| Plan inventoried, action and resource priorities established through stakeholder consensus. | Neighborhood Study during FY 2004-2005. |

PLANNING & REDEVELOPMENT

LONG RANGE PLANNING

Expenditures By Category

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 252,626 | 275,608 | 308,037 | 0 | 308,037 |
| Non Personal Expenditures | 24,751 | 82,938 | 48,350 | 36,000 | 84,350 |
| Capital Expenditures | 9,270 | 8,500 | 8,800 | 1,000 | 9,800 |
| Totals | \$286,647 | \$367,046 | \$365,187 | \$37,000 | \$402,187 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 4.00 | 4.50 | 0.00 | 4.50 |
|------------------|------|------|------|------|

LONG RANGE PLANNING

Evaluation Appraisal Report

Long Range Planning Project, Evaluation and Appraisal Report (EAR)

This request is to fund costs associated with preparing the EAR.

| Amount | Reason |
|----------|---|
| \$10,000 | Duplication |
| \$22,000 | Public Notice |
| | * 8 newspaper notices @ \$2,500 per notice = \$20,000 |
| | * 8 mailings @ \$500 per mailing = \$4,000 |
| \$ 2,000 | Supplies |
| \$ 1,000 | Contingency |
| \$37,000 | Total |

Cost of Issue

| | |
|-------------------|----------|
| Personal | 0 |
| Operating | 36,000 |
| Capital | 1,000 |
| Transfers | 0 |
| <hr/> | |
| Total | \$37,000 |
| Net Cost of Issue | \$37,000 |

PLANNING & REDEVELOPMENT

DOWNTOWN REDEVELOPMENT

Mission Statement

This division is focused on downtown redevelopment 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

This division is focused on downtown redevelopment programs and initiatives to address economic and revitalization efforts for the downtown. City strategies, outlined in the adopted Sarasota Downtown Master Plan 2020 and related policy documents adopted by the Community Redevelopment Agency (CRA), provide the framework for these efforts. These strategies include the creation of public/private partnerships which should result in: employment growth; opportunities for increased revenues; improved quality of life; business creation, retention and expansion; support for disadvantaged and minority businesses, and promotion of economic diversification and stability.

CRA adopted policy documents include:

- * Community Redevelopment Agency use of Tax Increment Funds Policy; and
- * Community Redevelopment Agency Policy for Development in the Public right-of-way.

DOWNTOWN REDEVELOPMENT

The division focuses on implementing public/private partnerships as outlined in the policy framework noted above. Activities include: 1) preparation of Requests for Proposals (RFP's) for the City or CRA owned properties; 2) negotiations and preparations of development agreements with developers selected through RFP processes; 3) evaluation and administration of applications for use of tax increment funds; and 4) coordination of public private redevelopment projects with related public works projects and the zoning code.

Work products resulting from this division include the Whole Foods Market/One Hundred Central project, Courthouse Centre, Sarasota Herald Tribune, and the Palm Avenue redevelopment project.

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; and the call to artists for the Lemon Avenue Plaza project.

In addition, the Public Art Committee granted extensions of time for five (5) of the loaned sculptures; approved two potential donations; approved the conceptual idea of three construction projects which will result in the placement of public art; approved the purchase of one (1) sculpture; approved the lease agreement for the Coexistence Exhibition; and processed several cash donations that were made to the public art fund. An extension of the lease agreement with the Sarasota Season of Sculpture was approved. The repair and maintenance program was implemented which resulted in the City owned public art collection being either repaired or cleaned. A major restoration of the art work located in and around the fountain at Lemon and Pineapple Avenues was undertaken and will be completed this summer. The finalist for the Lemon Avenue Plaza public art project was selected.

Strategic Concern - Economic Development Strategies

Strategy

Support Job Creation and Retention

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Create private/public partnerships for business attraction/retention. | Yes | 2005 | \$0 |
| Status - Tracking and maintaining inventory may require additional resources for outside data included in building computer database. | | | |

PLANNING & REDEVELOPMENT

DOWNTOWN REDEVELOPMENT

| <u>Indicator</u> | <u>Status</u> | | | | |
|---|---------------|--------|--------|--------|--------|
| Increase in diversity of retail mix. | On-going. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| Additional revenue/customer destination | Percent | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> | | | | |
|--|---------------|--|--|--|--|
| Number of new businesses with higher than average wages. | On-going. | | | | |

Strategic Concern - Affordable Housing

Strategy

Support Affordable Housing

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Identify target groups (income and citywide). Status - CRAAB preparing research. | Yes | 2004 | \$0 |
| Evaluate incentives or requirements to provide affordable housing (e.g., inclusionary zoning, bonusing, etc.). Status - Not evaluating incentives at this time. | Yes | 2006 | \$0 |

| <u>Indicator</u> | <u>Status</u> | | | | |
|--|---------------|--------|--------|--------|--------|
| Number of additional individuals served. | Researching. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| Provide housing | Number | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> | | | | |
|-----------------------------------|---------------|--------|--------|--------|--------|
| Projects completed within budget. | On-going. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| Provide Housing | N/A | n/a | n/a | n/a | n/a |

Strategic Concern - Arts, Culture and Entertainment

Strategy

Develop Fiscal Investment in Arts, Culture and Entertainment

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Evaluate Cultural District Master Plan in context of citywide programs. Status - On-going as part of staff responsibility. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> | | | | |
|---|-----------------|--------|--------|--------|--------|
| Use of economic impact study results to formulate future programming. | A New building. | | | | |
| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
| Output Measure | | | | | |
| Buildings constructed | Number | n/a | n/a | n/a | n/a |

PLANNING & REDEVELOPMENT

DOWNTOWN REDEVELOPMENT

Strategic Concern - Aesthetics

Strategy

Develop Public/Private Partnerships

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|------------------------|------------------------------|-----------------------|
| Develop and implement University District Plan with Ringling School of Art, New College, Ringling Museum, FSU, USF, City, Sarasota County, Manatee County. Status - Contingent upon lead by Ringling School of Art. | No | 2006 | \$20,000 |
| Determine desirability of expanding boundaries to include North Trail (combine with Gateway Master Planning strategies). Status - Contingent upon lead by Ringling School of Art. | No | 2006 | \$20,000 |

| Indicator | Status |
|--|------------------------------|
| Jointly developed plans that reflect City input and recommendations. | Ringling School of Art lead. |

| Indicator | Status |
|--|------------------------------|
| Interlocal agreement(s) in place, inclusive of cost-sharing. | Ringling School of Art lead. |

Strategic Concern - Gateway Master Planning

Strategy

Pursue Public/Private Partnerships

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|------------------------|------------------------------|-----------------------|
| Expand University District model (see Aesthetics) to other potential gateways, such as MLK, 10th Street, 17th Street, Fruitville Road, Boulevard of the Arts, and 301. Status - Contingent upon funding. | No | 2007 | \$20,000 |

| Indicator | Status |
|---------------------------------|------------------------------|
| Memo of Understanding in place. | Ringling School of Art lead. |

Strategic Concern - Transportation Innovation and Collaboration

Strategy

Pursue Broad-Based Multi-Modal Programs

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|------------------------|------------------------------|-----------------------|
| Pursue viable water taxi program (vendor identification/develop usage and funding plans). Status - Ongoing through participation with MPO. | Yes | 2004 | \$0 |

| Indicator | Status |
|---|---------------|
| Create a database regarding travel behavior and transportation characteristics. | On-going. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|---|-------------|---------------|---------------|---------------|---------------|
| Efficiency Measure Improved mobility in trips | Number | n/a | n/a | n/a | n/a |

PLANNING & REDEVELOPMENT

DOWNTOWN REDEVELOPMENT

Strategic Concern - Arts, Culture and Entertainment

Strategy

Review Fiscal Investment in the Municipal Auditorium

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Evaluate Cultural District Master Plan in context of citywide programs. Status - On-going. | No | 2005 | \$70,000 |

| <u>Indicator</u> | <u>Status</u> |
|--|---------------|
| Positive response to survey question "Is the auditorium meeting public needs?" | On-going. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|---------|--------|--------|--------|--------|
| Output Measure Demographic needs | Percent | n/a | n/a | n/a | n/a |

Strategic Concern - Arts, Culture and Entertainment

Strategy

Review Fiscal Investment in Public Art

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Review and evaluate existing programs and facilities. Status - On-going. | Yes | 2005 | \$0 |
| Identify internal operations and capital priorities. Status - On-going - Current funding from downtown development projects and from general fund. Could fund through future TIF funds. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> |
|----------------------------------|---------------|
| Number of new public art pieces. | On-going. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|--------|--------|--------|--------|--------|
| Output Measure New public art pieces | Number | n/a | n/a | n/a | 3 |

| <u>Indicator</u> | <u>Status</u> |
|---|-------------------|
| Funding in place to create and maintain public art. | On-going repairs. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|---|--------|--------|--------|--------|--------|
| Output Measure Funding in place | Yes/No | n/a | n/a | n/a | n/a |

Strategic Concern - Gateway Master Planning

Strategy

Place Welcome/Wayfinding Signs

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Complete Way Finding Master Plan. Status - Coordinate with Engineering and Public Works. | Yes | 2005 | \$0 |

PLANNING & REDEVELOPMENT DOWNTOWN REDEVELOPMENT

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Signage Portion of Scenic Highway Program. Status - Contingent upon recommendation of wayfinding master plan. | Yes | 2005 | \$0 |

| <u>Indicator</u> | <u>Status</u> |
|-----------------------------------|---------------|
| Completed Wayfinding Master Plan. | On-going. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|--------|--------|--------|--------|--------|
| Effectiveness Measure Master Plan complete | Yes/No | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> |
|--|---------------|
| Phased and funded implementation plan. | On-going. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|--|--------|--------|--------|--------|--------|
| Effectiveness Measure Implementation Plan complete | Yes/No | n/a | n/a | n/a | n/a |

Strategic Concern - Public Space and Recreation

Strategy

Implement Adopted Plans and Neighborhood Action Strategies

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|---|-----------------|-----------------------|----------------|
| Prioritize future projects identified in plans and strategies. Status - On-going. | Yes | 2007 | \$0 |
| Identify properties necessary for development of parks and facilities. Status - EAR. | Yes | 2006 | \$0 |

| <u>Indicator</u> | <u>Status</u> |
|---|---------------------|
| Public endorsement of design of new parks and facilities. | Ear/Plan amendment. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|-------------------------------------|---------|--------|--------|--------|--------|
| Efficiency Measure Survey | Percent | n/a | n/a | n/a | n/a |

| <u>Indicator</u> | <u>Status</u> |
|--------------------|--|
| Implemented plans. | Implementation of Parks & Connectivity Plan. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|------------------------------------|--------|--------|--------|--------|--------|
| Efficiency Measure Parks | Number | n/a | n/a | n/a | n/a |

Strategic Concern - Arts, Culture and Entertainment

Strategy

Develop Fiscal Investment Policies for Sports Facilities

PLANNING & REDEVELOPMENT

DOWNTOWN REDEVELOPMENT

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Evaluate Cultural District Master Plan in context of citywide programs. Status - Based on future funding. | Yes | 2007 | \$0 |

| <u>Indicator</u> | <u>Status</u> |
|--|---------------|
| Positive response to survey question "Are current sports facilities meeting public needs?" | Ongoing. |

| Description | Unit | FY2002 | FY2003 | FY2004 | FY2005 |
|-----------------------|---------|--------|--------|--------|--------|
| Output Measure | | | | | |
| Demographic needs | Percent | n/a | n/a | n/a | n/a |

Strategic Concern - Economic Development Strategies

Strategy

Support for Community Redevelopment

| Task | Current Funding | Fiscal Year Completed | Funds Required |
|--|-----------------|-----------------------|----------------|
| Maintain viable redevelopment programs for both Downtown and Newtown. Status - Incorporating the Newtown Redevelopment plan into the Sarasota City Plan. The City Planning Department is implementing the Downtown Redevelopment Plan thru downtown public/private partnerships and infrastructure improvement. | Yes | 2007 | \$0 |

Expenditures By Category

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|---------------------------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| Personal Expenditures | 265,099 | 298,243 | 383,931 | 0 | 383,931 |
| Non Personal Expenditures | 131,145 | 103,055 | 53,060 | 0 | 53,060 |
| Capital Expenditures | 18,809 | 4,100 | 2,900 | 0 | 2,900 |
| Transfer Expenditures | 0 | 0 | 38,000 | 0 | 38,000 |
| Totals | \$415,053 | \$405,398 | \$477,891 | \$0 | \$477,891 |

Personnel Summary

| | | | | |
|------------------|------|------|------|------|
| Actual Positions | 5.00 | 5.10 | 0.00 | 5.10 |
|------------------|------|------|------|------|

Revenue Summary

| | FY 2003 Actual | FY 2004 Budget | FY 2005 Continuation | FY 2005 Issues | FY 2005 Totals |
|-----------|-------------------|-------------------|-------------------------|-------------------|-------------------|
| TRANSFERS | 277,409 | 657,404 | 839,023 | 0 | 839,023 |
| Totals | \$277,409 | \$657,404 | \$839,023 | \$0 | \$839,023 |