

# 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 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
030631 NEWTOWN REDEVELOPMENT	304,956	405,013	428,893	-11,954	416,939
030632 CURRENT PLANNING	582,578	823,048	734,676	-184,179	550,497
030633 LONG RANGE PLANNING	331,831	420,735	387,059	-55,702	331,357
030634 DOWNTOWN REDEVELOPMENT	448,841	527,593	731,999	-122,887	609,112
Totals	\$1,668,206	\$2,176,389	\$2,282,627	(\$374,722)	\$1,907,905

## Department Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	1,357,665	1,661,922	1,852,654	-258,622	1,594,032
Non Personal Expenditures	188,377	433,267	350,273	-81,000	269,273
Capital Expenditures	34,164	13,200	11,700	-5,100	6,600
Transfer Expenditures	88,000	68,000	68,000	-30,000	38,000
Totals	\$1,668,206	\$2,176,389	\$2,282,627	(\$374,722)	\$1,907,905

## Personnel Summary

Actual Positions	21.00	21.00	-4.00	17.00
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## Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	2,784	26,500	11,500	0	11,500
OTHER MISCELLANEOUS REVENUES	152	25,000	0	0	0
TRANSFERS	873,929	973,397	889,983	38,787	928,770
ALL OTHER MICELLANEOUS REVENUE	-388,786	0	0	0	0
INTRAGOVERNMENTAL SERVICES	168,282	120,628	0	0	0
Totals	\$656,361	\$1,145,525	\$901,483	\$38,787	\$940,270

# **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. Reorient 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 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 Underutilized 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 Department of Housing and Urban Development (HUD). The department 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 PLAN**

### **Strategic Goal - An Economically Sustainable Community**

**Strategy** - Promote economic development to provide citizens access to increased job opportunities and a strong tax base.

## PLANNING & REDEVELOPMENT NEWTOWN REDEVELOPMENT

**Objective** - Maximize the use of Enterprise Zone economic development incentives to create new jobs, new businesses, and sustain existing business within the Enterprise Zone.

Task	Current Funding	Fiscal Year Completed	Funds Required
Increase the number of new jobs by 100 annually. Status - 138 jobs created to date.	Yes	2006	\$0
Create and/or sustain twenty businesses annually. Status - 43 businesses have been created to date.	Yes	2007	\$0
Increase EZ applications by 10% annually. Status - 80 applications to date.	Yes	2007	\$0
Increase public awareness of EZ program by 10% annually. Status - 218 assistance provided to date.	Yes	2007	\$0

**Objective** - Redevelopment of City-owned brownfield site to create jobs within the Newtown community.

Task	Current Funding	Fiscal Year Completed	Funds Required
Development of the WalMart Super Center project that will create 300-350 new jobs. Status - In process. New site plan developed. Pending sale of property to Florida Department of Transportation for storm water retention; new purchase and remediation agreements required with Wal-Mart. Revised schedule being developed.	No	2009	\$1,700,000

**Objective** - Implement the Newtown Redevelopment Plan.

Task	Current Funding	Fiscal Year Completed	Funds Required
Adopt Newtown Community Redevelopment Agency (CRA) resolution. Status - Decision pending from Board of County Commissioners (BCC) in March, 07.	Yes	2006	\$0
Revise Newtown Redevelopment Plan to CRA Plan. Status - This task is pending. The department is in the process of reviewing the Newtown Redevelopment Plan to become the CRA Plan.	Yes	2007	\$0
Prepare Comprehensive Plan amendments for Traffic Concurrency Management Area (TCMA), Zoning/Land Use changes. Status - Draft of the Comprehensive Plan amendment has been prepared by the consultant pending completion of TCMA.	Yes	2006	\$0
Brownfield redevelopment (WalMart). Status - Remediation planning is underway.	Yes	2007	\$0
Initiate Newtown Parking Plan study. Status - Pending selection of consultant to conduct Newtown Parking Plan study.	Yes	2007	\$0
Prepare Urban Design Plan and design guidelines for MLK. Jr. Way corridor. Status - This task is on hold pending a Newtown Redevelopment Plan Comprehensive Plan amendment.	Yes	2007	\$0
Develop plans for mixed-use development @ MLK, Jr. and Osprey Avenue (per feasibility study recommendations). Status - Developing public-private partnerships.	Yes	2007	\$0
Establish Annual Youth Summit. Status - \$10,000 allocated. Summit being planned for Spring, 07.	Yes	2007	\$0
Develop and implement business development programs. Status - Technical and Financial Assistance Programs are being presented to City Commission in April, 07.	Yes	2006	\$0
Redevelop Robert L. Taylor Community Center (multi-generational). Status - Design firm has been selected. Contract negotiations underway - should be presented to City Commission in April ,07.	No	2009	\$2,750,000

# PLANNING & REDEVELOPMENT

## NEWTOWN REDEVELOPMENT

### OPERATIONAL FOCUS

#### Strategy

Improve Fredd "Glossie" Atkins Park.

#### Task

Acquire additional land, develop park design and secure funding.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
<b>Output Measure</b>					
Park completed	Yes/No	n/a	n/a	Yes	n/a

#### **Expenditures By Category**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	277,059	362,829	396,795	-6,954	389,841
Non Personal Expenditures	26,618	41,684	32,098	-5,000	27,098
Capital Expenditures	1,279	500	0	0	0
Transfer Expenditures	0	0	0	0	0
<b>Totals</b>	<b>\$304,956</b>	<b>\$405,013</b>	<b>\$428,893</b>	<b>(\$11,954)</b>	<b>\$416,939</b>

#### **Personnel Summary**

Actual Positions	4.70	4.60	-0.10	4.50
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#### **Revenue Summary**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
OTHER MISCELLANEOUS REVENUES	0	10,000	0	0	0
TRANSFERS	0	0	0	38,787	38,787
INTRAGOVERNMENTAL SERVICES	13,105	6,653	0	0	0
<b>Totals</b>	<b>\$13,105</b>	<b>\$16,653</b>	<b>\$0</b>	<b>\$38,787</b>	<b>\$38,787</b>

# 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

Current Planning staff have four major responsibilities. They are:

#### 1. Development Review

Current Planning staff coordinates the review and processing of development applications. Many developments embrace multiple petitions, i.e. a rezone accompanied by a site plan and/or a street vacation or conditional use. Current Planning staff supports, as well as chairs, the Development Review Committee which meets twice per month. Staff also prepares a written analysis of development applications for Planning Board and City Commission public hearings as these boards review and act upon them.

The development review program expanded with the evolution of the new Downtown Code. Administrative procedures were prepared to address such matters as Zoning Code confirmation and interpretation requests as well as adjustments to development standards under the Downtown Code. This program includes a review of building permits for properties within the Downtown that alter or create new exterior structures and surfaces.

Total applications processed during FY 2006 were 116, of which 15 were rezone petitions, 32 were site plans, 11 were conditional uses, and 9 were street vacations. Additionally, applications processed during the first five months of FY 2007 total 36, of which 4 were rezones, 10 were site plans, 2 were conditional uses, and 2 were street vacations.

#### 2. Zoning Code Maintenance:

During Fiscal Year 2007, the City Commission authorized 54 zoning text amendments for staff to draft. These amendments are necessary to maintain the currency of the zoning code. The Development Review Committee and the Planning Board review these changes before they are acted upon by the City Commission.

#### 3. Historic Preservation:

The preservation of structures, sites, and districts of historical, architectural and archaeological merit are among staff's responsibilities. Beginning in 2007, a professional historic preservation planner coordinates the review and processing of historic designation applications as well as Certificates of Appropriateness [COA] for moving, remodeling, or demolition of historic structures. A written analysis of each historic designation is prepared for a public hearing before Historic Preservation Board, which meets monthly, and for the City Commission which acts upon them. COAs are reviewed and processed by the HP Board in accordance with Secretary of Interior standards. Late in 2006 the Laurel Park historic district nomination was prepared and submitted and a future Downtown historic district nomination is in process. Staff also assisted in completing the fifth and final phase of the survey of historic resources within the City. Collectively, the five phases of the study included approximately 3,500 properties and cost approximately \$100,000, of which 50% was State funded.

#### 4. Public Information and Education:

Literally hundreds of general public inquiries are handled by Current Planning staff. The vast majority of these inquiries are "walk-in/call-in." Additionally, staff attended dozens of neighborhood workshops.

## STRATEGIC PLAN

### Strategic Goal - A Responsible and Accessible Government that has Sound Financial and Administrative Practices

**Strategy** - To ensure an empowered and informed citizenry, the City will employ outreach techniques.

**Objective** - To offer easily accessible and up-to-date information concerning City policies, programs and service deliverables via the City website.

Task	Current Funding	Fiscal Year Completed	Funds Required
Re-design department Web page. Status - The redesign of the department webpage is in process. A new public art web site with detailed data elements and photo's will be implemented. The maintenance program will be implemented when the webpage has been totally	Yes	2006	\$0

# PLANNING & REDEVELOPMENT

## CURRENT PLANNING

re-designed.

**Strategic Goal - Viable, Safe and Diverse Neighborhoods and Businesses that Work Together**

**Strategy** - Protect and preserve cultural, historic, architectural and archaeological resources.

**Objective** - Identification of all historic resources within the City of Sarasota.

Task	Current Funding	Fiscal Year Completed	Funds Required
Complete Phase V (Final Phase) by the end of 2006. Status - Phase V was completed fall of 06.	Yes	2006	\$0
Maintain updated department information and lists of employees. Status - This task is completed but will be updated as needed.	Yes	2006	\$0

**Objective** - Proactively increase the number of historic structures designated within the City of Sarasota.

Task	Current Funding	Fiscal Year Completed	Funds Required
To work in cooperation with the City Neighborhood Partnership Office (NPO) and neighborhood associations to share information with the neighborhoods to create new historic districts. Status - A neighborhood workshop is scheduled for April 5th for a Downtown Historic District.	Yes	2006	\$0

### **OPERATIONAL FOCUS**

**Strategy**

Development applications are reviewed consistent with code.

**Task**

Process public and private amendments within established timeframes.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
<b>Output Measure</b>					
Applications processed on schedule	Percent	100	100	100	100

### **Expenditures By Category**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	404,461	540,589	516,684	-126,179	390,505
Non Personal Expenditures	128,117	251,459	186,992	-27,000	159,992
Capital Expenditures	0	1,000	1,000	-1,000	0
Transfer Expenditures	50,000	30,000	30,000	-30,000	0
Totals	\$582,578	\$823,048	\$734,676	(\$184,179)	\$550,497

### **Personnel Summary**

Actual Positions	6.95	6.10	-1.85	4.25
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**PLANNING & REDEVELOPMENT  
CURRENT PLANNING**

**Revenue Summary**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
CHARGES FOR SERVICES	2,249	26,500	11,500	0	11,500
OTHER MISCELLANEOUS REVENUES	132	15,000	0	0	0
INTRAGOVERNMENTAL SERVICES	86,233	55,000	0	0	0
Totals	\$88,614	\$96,500	\$11,500	\$0	\$11,500

# 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 Long Range Planning Section 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) administer the City's historic preservation program.

#### 1. Comprehensive Plan Maintenance:

The Division coordinates the review and processing of public and private sector proposals to amend the City's comprehensive plan. 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 Department of Community Affairs also occurs for all "large scale" amendments which historically represent the majority of those amendments requested.

#### 2. Comprehensive Plan Update:

The last major comprehensive plan update was adopted in 1998. In October 2005, the City Commission adopted an Evaluation and Appraisal Report (EAR) that identifies revisions to be included in an updated comprehensive plan. City staff is preparing a revised comprehensive plan that is scheduled to be adopted in 2008.

#### 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,
- Cultural District Master Plan support,
- support of the US 41 scenic highway designation,
- membership on the Metropolitan Planning Organization's Technical Advisory Committee,
- membership on the School Board's school siting and planning committees.
- review and analyze pre-annexation and annexation proposals,
- E-agenda support,
- support workforce housing initiative,
- strategic plan support,
- prepare comprehensive plan amendment relative to the Manatee Protection Plan,
- analysis of City's interlocal agreements in accordance with State mandate,
- support the development of the state mandated "Interlocal Agreement for Public School Facilities Planning",
- settlement to comprehensive plan challenges.

#### 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 Department activities,
- Web page maintenance occurs as time allows.

#### 5. Historic Preservation:

Providing professional and support staff assistance to the Historic Preservation Board, which meets monthly, was assumed by Long Range Planning in January, 2007. The five phase historic structure survey was recently completed and is being utilized to manage historic resources.

Staff assignments include archeological tasks, 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.

# PLANNING & REDEVELOPMENT

## LONG RANGE PLANNING

### STRATEGIC PLAN

#### Strategic Goal - Viable, Safe and Diverse Neighborhoods and Businesses that Work Together

**Strategy** - Increase neighborhood vibrancy through neighborhood planning.

**Objective** - Implement Innovation 41, the master plan for the educational corridor.

Task	Current Funding	Fiscal Year Completed	Funds Required
Review final plan and determine what components should be considered for implementation by the City. Status - The department reviewed the draft plan and is in the process of discussing how to implement it.	Yes	2006	\$0

**Objective** - Incorporate Newtown Redevelopment Plan into Sarasota City Plan.

Task	Current Funding	Fiscal Year Completed	Funds Required
Complete Traffic Concurrency Management Area and incorporate Newtown Redevelopment Plan into Sarasota City Plan. Status - This activity is currently in process with an anticipated completion in 2008.	Yes	2007	\$0

**Strategy** - Improve housing opportunities for all households.

**Objective** - Implement the Downtown Density Bonus Program to create workforce housing opportunities.

Task	Current Funding	Fiscal Year Completed	Funds Required
Bring amendment to the City Commission to adopt by the end of 2007. Status - Brought to the City Commission in September, 2006. City Commission did not adopt the Density Bonus program but did adopt certain components of the amendment. The components are adopted into the Comprehensive Plan.	Yes	2007	\$0

### OPERATIONAL FOCUS

#### Strategy

Evaluate Sarasota City Plan.

#### Task

Conduct public information meetings every seven years. Next scheduled update is 2012.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
<b>Output Measure</b> Adopt EAR by Dec, 2005	Yes/No	n/a	n/a	Yes	n/a

#### Strategy

SCP amendment applications are consistent with procedures.

#### Task

Process public and private amendments.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
<b>Output Measure</b> Meet project schedule on an annual basis	Number	0	n/a	6	6

# PLANNING & REDEVELOPMENT

## LONG RANGE PLANNING

**Strategy**

Maintain data bases.

**Task**

Provide maps and graphics on request.

Description	Unit	FY 2005	FY 2006	FY 2007	FY 2008
<b>Output Measure</b>					
Meet delivery schedule	Percent	100	100	100	100

**Expenditures By Category**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	307,965	336,785	313,555	-44,502	269,053
Non Personal Expenditures	12,478	75,150	65,704	-10,000	55,704
Capital Expenditures	11,388	8,800	7,800	-1,200	6,600
Totals	\$331,831	\$420,735	\$387,059	(\$55,702)	\$331,357

**Personnel Summary**

Actual Positions	4.35	3.80	-0.75	3.05
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**Revenue Summary**

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
INTRAGOVERNMENTAL SERVICES	37,330	22,561	0	0	0
Totals	\$37,330	\$22,561	\$0	\$0	\$0

# 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**

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 of Community Redevelopment Agency (CRA) owned properties; 2) negotiations and preparations of development agreements with developers selected through Request for Proposal (RFP) processes; 3) evaluation and administration of applications for use of tax increment funds; 4) coordination of public private redevelopment projects with related public works projects and the zoning code; and assist as needed, with Development Review for projects affected by the Downtown Code.

Work products resulting from this division include the Whole Foods Market/One Hundred Central project, Courthouse Centre, Sarasota Herald Tribune, Ringling Square, Wayfinding System, the Palm Avenue redevelopment project, the conceptual designs for Selby Five Points Park, and the Cultural Park Plan.

The division also provides staff support services to the Community Redevelopment Agency (CRA) Advisory Board that provides advice to the CRA. CRA Advisory Board activities include providing recommendations for: project priorities for tax increment funding, attainable housing initiatives, RFPs for Palm Avenue redevelopment, and ranking of developer proposals for the Palm Avenue project.

In addition, 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; implementation of the repair and maintenance program; relocation of art works as needed; and the commissioning of new art works using a call-to artists process.

## **STRATEGIC PLAN**

### **Strategic Goal - Viable, Safe and Diverse Neighborhoods and Businesses that Work Together**

**Strategy** - Improve housing opportunities for all households.

**Objective** - Expand the Community Redevelopment Area to support attainable housing initiatives in the CRA district and Newtown Redevelopment area.

<b>Task</b>	<b>Current Funding</b>	<b>Fiscal Year Completed</b>	<b>Funds Required</b>
Prepare legal documents for amending Community Redevelopment Agency Plan and determine allocation of Tax Increment Financing (TIF) between Downtown and Newtown. Status - The department is in the process of reviewing the Newtown Redevelopment Plan to become the CRA Plan.	Yes	2007	\$0

### **Strategic Goal - An Economically Sustainable Community**

**Strategy** - Promote economic development to provide citizens access to increased job opportunities and a strong tax base.

**Objective** - Continue to use Tax Increment Financing (TIF) dollars to promote new retail, residential, and office growth within the CRA district.

## PLANNING & REDEVELOPMENT DOWNTOWN REDEVELOPMENT

Task	Current Funding	Fiscal Year Completed	Funds Required
Manage key public/private projects that obtain objective. Status - Pineapple Square project approved. Request For Proposal for Palm Avenue project approved and developer selection completed.	Yes	2009	\$0

**Strategic Goal - An Attractive, Environmentally-Friendly Community that is Safe and Livable and Provides an Array of Cultural and Aesthetic Enjoyments**

**Strategy** - Increase the aesthetic appeal of the City through the provision of a unique image.

**Objective** - Complete and implement the Cultural District Master Plan to preserve and improve the unique nature of Sarasota's cultural district.

Task	Current Funding	Fiscal Year Completed	Funds Required
Complete the Cultural District Master Plan and identify funding for implementation. Status - The Cultural Park Master Plan has been approved.	Yes	2007	\$0

**Strategic Goal - Well-Maintained and Future-Oriented Infrastructure**

**Strategy** - Provide safe transportation infrastructure.

**Objective** - Improve traffic circulation through a clear wayfinding system and forewarning of turns required to reach significant destinations.

Task	Current Funding	Fiscal Year Completed	Funds Required
Initiate the Wayfinding System Plan. Status - The RFQ/RFP completed. Consultant selected. Project design and development in progress. Estimated fabrication date, if funding is provided, is estimated for 2008.	No	2009	\$1,500,000

### Expenditures By Category

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
Personal Expenditures	368,180	421,719	625,620	-80,987	544,633
Non Personal Expenditures	21,164	64,974	65,479	-39,000	26,479
Capital Expenditures	21,497	2,900	2,900	-2,900	0
Transfer Expenditures	38,000	38,000	38,000	0	38,000
Totals	\$448,841	\$527,593	\$731,999	(\$122,887)	\$609,112

### Personnel Summary

Actual Positions	5.00	6.50	-0.30	6.20
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### Revenue Summary

	FY 2006 Actual	FY 2007 Budget	FY 2008 Continuation	FY 2008 Issues	FY 2008 Totals
TRANSFERS	873,929	973,397	889,983	0	889,983
ALL OTHER MICELLANEOUS REVENUE	-388,786	0	0	0	0
INTRAGOVERNMENTAL SERVICES	31,614	36,414	0	0	0
Totals	\$516,757	\$1,009,811	\$889,983	\$0	\$889,983

# PLANNING AND REDEVELOPMENT

## Budget Reduction

These reductions total \$413,509. The effect on the Redevelopment Program will be:

1. Reduction of services by reorganizing and minimizing the program: Community Redevelopment Agency Advisory Board to meet on demand to accommodate CRA initiated reviews or requests for TIF funding.
2. Special projects requiring RFP's, urban design assistance, and management oversight will be limited to 1 project per year.

Eliminated the vacant Receptionist position for \$52,545. The impact will be:

1. Reduced Customer Service: Response time and personal contact.
2. Increased Voice Mail Usage.
3. Other receptionist duties will be absorbed within the Department.

Eliminated the GIS Planning Technician position for \$69,574. The impact will be:

1. Reduced level of service for Mapping/Data Products affecting:
  - Zoning layer within GIS
  - Comprehensive Plan Future Land Use Maps
  - Provision of maps for monthly petition packages
2. GIS mapping would be absorbed by 3 staff members with GIS expertise in addition to their other duties.

Eliminated the Senior Planning Technician position, and reduced operations of the Public Art Program for \$106,422. The impact will be:

1. Reduction of services by minimizing the program: Public Art Committee to meet quarterly rather than monthly to accommodate the review of developer-driven public art contributions.
2. If the entire program is eliminated, appropriate Policy Documents and Codes would need to be amended. This role will be assumed by other staff members.

The overall impact on the department's operations will be:

Current Planning reduction of services includes:

- Reducing DRC meetings from twice per month to once per month;
- Reducing Planning Board meetings from up to 24 per year to 6-10 meetings per year.

Long-Range Planning reduction of services includes:

- Both City and Privately-initiated Comprehensive Plan Amendments would be limited to a manageable number and processed only once per year.
- Zoning text amendments would be processed only once per year.

Will have an impact on City Commission directed "expedited" projects (affordable housing and green buildings), DRC meetings would be on-demand and Planning Board and City Commission meetings could be held jointly. Appropriate Policy Documents and Codes would need to be amended to reflect the reduction in process cycles.

### Cost of Issue

Personal	-258,622
Operating	-81,000
Capital	-5,100
Transfers	-30,000
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Total	-374,722

### Revenue

TRANSFERS	38,787
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	38,787

**Net Cost of Issue** **-413,509**