



Cultural District Concept Plan

Issues / Recommendations / Direction Matrix

This matrix documents issues, recommendations and directions regarding the draft Sarasota Cultural District Master Plan dated March 2004 prepared by Cooper, Robertson & Partners Inc.

Issues were compiled from comments made at meetings with the Development Review Committee, CRA Advisory Board, and Planning Board held in April 2004, and comments made at a City Commission public hearing on May 17, 2004.

City Project Team recommendations were made on May 20, 2004. The City's Project Team consists of: Michael McNees, City Manager; Peter Schneider, Deputy City Manager; Jane Robinson, Director of Planning and Redevelopment; Dennis Daughters, Director of City Engineering, City Engineer; William Hallisey, Director of Public Works; John Wilkes, Director of Van Wezel Performing Arts Hall; Nancy Carolan, Director of General Services; Deborah Perez, Manager Municipal Auditorium; Karen Hartman, Redevelopment Specialist; and John Burg, Chief Planner.

The City Commission at its meeting on June 21, 2004 provided direction as noted in the column of this matrix titled City Commission Direction. The City Commission at its meeting on November 1, 2004 voted to not allow housing in Centennial Park, and took action directing the City Manager to organize a roundtable with representatives from Florida West Coast Symphony, the Van Wezel Performing Arts Hall and conference center proposers.

For more information on the Cultural District Concept Plan, please contact John Burg at (941) 954-4195, or john_burg@sarasotagov.com, or visit the Planning and Redevelopment Department web site at <http://planning.sarasotagov.com>.

<u>Abbreviations:</u>	CRA =	Community Redevelopment Agency
	CRP =	Cooper, Robertson & Partners Inc.
	FDOT =	Florida Department of Transportation
	FWCS =	Florida West Coast Symphony
	MURT =	Multi-Use Recreational Trail
	SBNEP =	Sarasota Bay National Estuary Program
	TCEA =	Transportation Concurrency Exception Area

Subject / Page	Issue	Project Team Comments and Recommendation	City Commission Direction
General	<p>Enthusiastically support the plan. Commend the City for undertaking this plan. We applaud the Plan. We do better without plans; don't plan; proceed on an ad hoc basis e.g. Bayfront Park, We don't need liner buildings to mask parking e.g. Tampa Performing Arts Center. Don't privatize this area. Cooper Robertson has created a superb plan. Plan is too intense and will create congestion. Leave area as is with minor changes. Extremely enthusiastic about plan. Go slowly. Do no harm. Perhaps we can just massage the existing situation. As a whole, a major step forward. We need a plan. Planning is better than ad hoc growth.</p>	<p>The City Commission provided policy Direction for the creation of this plan by its adoption of the Downtown Master Plan 2020 in January 2001 and in contracting with the firm of Cooper, Robertson & Partners in April 2003.</p>	<p>(No further direction required re. these general comments.)</p>
General - Uses	<p>Support the balance of uses presented in the plan. Oppose residential, hotels, and office uses in the plan. We don't need a conference center. Favor more public uses. Limit to cultural uses with minor ancillary facilities. Uses should not be driven by market demands. Concerned that commercial and restaurant uses could have a negative impact on Main Street. Need a cost benefit analysis regarding private uses.</p>	<p>We believe the general balance of uses in this plan (with appropriate flexibility to be adjusted over time), is in the City's interest. The inclusion of residential and commercial uses is critical to provide activity within the area and to provide revenue enabling project implementation. However, it is important that the types and quantity of uses be carefully analyzed to assure that the plan is financially feasible, and to assure that retail uses do not negatively impact Main Street or other existing commercial areas within the City. Toward this end, we recommend that the plan include language that calls for a financial analysis that addresses financial feasibility, including the project's impact on Main Street, prior to implementation. (Also see attachment summarizing development program and cost estimate.)</p>	<p>Add and amend language in the Plan to indicate that mixed-use within the cultural district will be limited to:</p> <ul style="list-style-type: none"> • Office, • Hotel, • Commercial uses that attracts public use, • Housing, only when it is an accessory use to a cultural facility.
General – Transportation	<p><u>U.S. 41</u> - Consider rerouting U.S. 41 to 301 via University Parkway. Concerned about traffic, transportation concurrency.</p>	<p>These broader transportation issues were addressed as part of the Downtown Mobility study and other transportation studies. No change recommended.</p>	<p>Concur with Project Team recommendation.</p>

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Page 10 & 20	<u>Van Wezel Status</u> – To stay competitive with regional facilities, the City should consider developing a new 2600 seat performing arts facility. Sell Van Wezel to FWCS; then use the funds to build a large hall on parcel P3.	Add language that keeps open an option of developing a new 2600 seat performing arts hall pending further study of this issue. (Also see attachment with “Performing Arts Development Matrix” developed by CRP in September 2003.)	Add language to the Plan that indicates that the City should conduct a study to examine the City’s role in providing a large, regional performing space. The study should include the relationship between other performing and meeting spaces within the region.
Page 20	<u>U.S. Coast Guard Auxiliary, Flotilla 84</u> – This organization has contributed much to the City and is a major part of the City’s marine heritage. They should remain or there should be a plan for its relocation.	While acknowledging the important role that this facility and its members have played, its present location is not the best use of this critical area adjacent to the water. Suggest that this organization explore the sharing of the facility used by the Longboat Key Coast Guard Auxiliary, Flotilla 82 facility located in Ken Thompson Park. No change recommended.	Concur with Project Team recommendation.
Page 20	<u>Lawn Bowling</u> – Do not favor the proposed move to the new Payne Park.	The proposed move of the lawn bowling to the new Payne Park is a good solution. No change recommended.	Add language in the Plan indicating that the City should develop a plan for the relocation of existing tenants and users of the Cultural District.
Page 21	<u>Existing Historic Buildings</u> – The former Chidsey Library (current History Center), Visitors Center, and Garden Club are all important historic buildings, both individually and as a group. They should be preserved.	The plan’s strategy of placing these facilities in later stages to allow time for the consideration of both the future of the buildings and their tenants makes sense. It may be feasible and appropriate to move some of these buildings to new sites. No change recommended.	Concur with Project Team recommendation.
Page 21	<u>Garden Club</u> – Review May 12, 2004 letter from the Garden Club to see if there are any legal restrictions regarding the future use of this property.	See attached response from the City Attorney’s Office.	Concur with staff recommendation to include new language in the implementation section of the Plan that describes the limitations on use in accordance with the City Attorney’s memorandum and that provides a map of the impacted area.
Page 23	<u>Open Space Furniture</u> - We need benches and picnic tables.	The provision of these and other street furniture elements are important but not appropriated for this general master plan. These details will be addressed in subsequent planning and design phases. No change recommended.	Concur with Project Team recommendation.

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Page 24	<p><u>The Park</u> – We don’t need a large grassy area; we need a plaza area with trees.</p> <p>Provide a large enough open space to accommodate outdoor events such as Friday Fest; it should be a large grassy area with no trees, ample room to spread out blankets, perhaps with a movable stage.</p> <p>Inventory parks that accommodate large groups of people to see what role this park should play.</p>	<p>We support the general scale and character of the plan as proposed. The new Payne Park could provide for occasional large-scale outdoor performances.</p> <p>Enlargement of the park in the cultural district would place other facilities further from the water and diminish the level of activity as well as the ability to generate revenues critical to the implementation of the plan. No change recommended.</p>	<p>Change the use of parcel P 6 from Mixed Use and combine it with the Park. Redesign the resulting larger open space to accommodate informal activities and outdoor performances.</p>
Page 26	<p><u>Front Door</u> – Support front door concept.</p> <p>Oppose front door concept; it will eliminate needed surface parking and the Hazard Fountain.</p>	<p>Support the front door concept in the plan. The Hazard Fountain <u>may</u> need to be relocated. No change recommended.</p>	<p>Concur with Project Team recommendation and add language to express a preference that the Hazard Fountain remain at its present location if possible.</p>
Page 28 (also see page 43)	<p><u>10th Street Pier</u> - Because of prevailing winds, boats will not be able to dock on the north side of the pier. Consider relocating to the north side of Payne Terminal.</p> <p>Consider eliminating this pier. It may be destructive to boats.</p> <p>The Terminal needs dredging.</p> <p>Aquarian Quest is a potential user of dock space.</p>	<p>Add language: 1) that clarifies that the purpose of this pier is to serve pedestrians; fair weather, short-term boaters using the cultural district; and as a water taxi stop 2) that notes that the design of the pier should include input from the boating community; and 3) that states that dredging of Payne Terminal will be needed.</p>	<p>Concur with Project Team recommendation, and add language that indicates the potential difficulty of permitting this element.</p>
Page 28	<p><u>10th Street Pier Snack Bar</u> – Consider including provisions for a snack bar or inexpensive restaurant at the end of the pier.</p>	<p>Because there are other ample locations for water-side restaurants, and this may impair views, and it would be costly, this is not recommended. No change recommended.</p>	<p>Concur with Project Team recommendation.</p>
Pages 30	<p><u>Air Rights at End of Blvd. of the Arts</u> – Are there air rights at this location that may prohibit the development of the pier and open space as envisioned in the Plan?</p>	<p>The City Attorney’s Office has indicated that the City owns all of the rights associated with this property. No change recommended.</p>	<p>Concur with Project Team recommendation.</p>
Page 32	<p><u>The Wetlands</u> – Identify specific sites for kayak launch areas.</p>	<p>Language should be added to the plan that identifies general sites for kayak launching near the eastern end of the wetlands.</p>	<p>Concur with Project Team recommendation and change graphic to indicate a kayak launch area at this location.</p>
Page 33	<p><u>Arts Walk Connection with 9th St.</u> – The Arts Walk comes close to lining up with 9th Street on the west side of US 41. Would it be possible to make a pedestrian connection across US 41 to the Players Theater at this point?</p>	<p>Pedestrian safety will be much better for pedestrians crossing US 41 at Boulevard of the Arts and at 10th Street. No change recommended.</p>	<p>Concur with Project Team recommendation.</p>

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Page 37	<u>Water Taxi Route</u> - The water taxi route shown includes stops south of Sarasota Bay in residential neighborhoods. This is unrealistic.	This graphic should be revised to reflect stops shown in the City's Parks + Connectivity Master Plan.	Concur with Project Team recommendation.
Page 38	<u>Parking</u> – Parking will be a problem. If fully developed, there may not be sufficient parking when all facilities are simultaneously programmed. Parking for some facilities, such as Art Center Sarasota, needs to be adjacent to these facilities to facilitate unloading of materials and access for the disabled. Parking should be consolidated into one large facility similar to Sarasota Memorial Hospital.	The parking element of the master plan is based on an analysis using the plan's development program and parking factors appropriate for this conceptual master planning level. (See attached memorandum regarding parking dated November 6, 2003 from Walter Kulash.) As the plan approaches implementation, more detailed studies will be required, and as the plan is implemented, its performance will be monitored with additional adjustments as required. No change recommended.	Concur with Project Team recommendation.
Page 38	<u>Intersections with Roadway to Van Wezel</u> – Are intersections with the north/south streets and the east west road leading to Van Wezel adequate to serve traffic – particularly with the potential for large numbers of autos dropping of and picking up patrons before and after performances? Perhaps round-a-bouts would be a good solution at these intersections?	[CRP Comment: The right of way capacity we believe is right. Specific road geometries will be fixed at the design stage. This is a pedestrian district. All effort should be made in the design of the sidewalks and streets to ensure a safe, good quality environment for pedestrians, including those who are disabled or need assistance in walking. This includes appropriately signed intersections. We specifically do not support round-a-bouts as they are inconsistent with the principles for the District.] Concur with CRP comment. No change recommended.	Concur with Project Team recommendation.
Page 43	<u>Centennial Park Boat Trailer Parking</u> – We need more boat trailer parking. Consider additional off-site boat trailer parking. There is not enough parking for both boat trailers and those using adjacent restaurants and other commercial facilities. Boaters need to be included in the planning process.	Neither Centennial Park nor the City of Sarasota is tasked with providing adequate boat trailer parking for the entire region. The City of Sarasota provides for a disproportionately large share of public boat launching facilities within the region. The Cultural District Master Plan calls for a 20% - 25% increase in boat trailer parking. We agree that boaters will need to be involved in the planning process prior to any specific projects in this area. No change recommended.	Concur with Project Team recommendation and add language to that indicates that off-site boat trailer parking should also be explored.
Page 43	<u>Centennial Park Access</u> - Concerned about access from U.S. 41; need a traffic signal to facilitate northbound exit. Concerned about plan to sell off part of this area to residential use.	As in any urban area, a balance needs to be achieved between vehicular movement and other needs. Northbound vehicles leaving Centennial Park can accomplish this by going around the block. No change recommended.	Concur with Project Team recommendation.

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Page 43	<u>Centennial Park Housing</u> - Condo buildings in this area not acceptable.	The value of land for the housing shown at this site may be necessary to provide funding for other costs in the plan. A more detailed economic feasibility plan will be needed to make this determination. No change recommended.	The City Commission at its meeting on June 21, 2004 was unable to resolve this issue because of 2 – 2 tie and will continue the discussion at its meeting scheduled for September 7, 2004. At its meeting on November 1, 2004 it voted to not allow housing in Centennial Park.
Page 43 (also see page 28)	<u>Centennial Park Marina and Pier</u> – Is the marina as proposed permissible? Consider using the marina shown as a major revenue source for the City. The pier and docks shown in the North (secondary) Area on page 43 and the 10 th street pier shown on page 54 and other places in the Plan may require zoning code amendments to be implemented. These facilities also need to be analyzed relative to the Manatee Protection Plan.	Many aspects of the plan will require additional steps prior to implementation. At this point in time it is not clear what the final design of the pier or marina would be. SBNEP staff state that based on January 2002 analysis of this area, which indicates 7.5 – 11.5 acres of sea grass, permitting would be complex and expensive. The design of these facilities will be impacted by the process of working with user groups, feasibility studies, and the permitting process. No change recommended.	Delete the marina from the Plan.
Page 53	<u>View Corridor Easement</u> – Add language to the plan that acknowledges the existence of amendment to the view corridor easement.	[City Attorneys Office recommended footnote to language on page 53: <u>Note 1: On May 23, 2001 the City of Sarasota, Sarasota Renaissance II, Limited Partnership and the Florida West Coast Symphony, Inc. entered into Amendment to View Corridor Easement (“Amendment to Easement”) recorded in the Official Records of Sarasota County ,Florida at Instrument #2001074654. The Amendment to Easement is the subject of pending litigation, the outcome of which may require an amendment to the Cultural District Master Plan in the future.</u>	Concur with Project Team recommendation.
Page 50	<u>Architectural Standards</u> – Architectural standards for mixed-use facilities should be as high as those for cultural facilities.	Agree. Requests for Proposals that will be issued can include development standards listed in the plan as well as any additional the City may wish to include. No change recommended.	Concur with Project Team recommendation and add language to indicate that mixed-use buildings should be of a background architectural character in contrast to cultural facilities that may be more iconic in their architectural expression.

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Page 55	<u>Parcel P3 Shape</u> – The illustrative site plan shows the south edge of this parcel with a slight curve toward the Arts Walk. This partially blocks the view. Consider straightening this line to provide a full view.	[CRP Comment: We believe the shape of the parcel is right; views are strengthened when framed and progressively opened. The actual building shape will of course be only determined once there is a program and a design and the building edge will likely or almost certainly be different from the parcel shape.] Concur with CRP comment. No change recommended.	Concur with CRP and Project Team recommendation.
Page 55	<u>Location of Symphony</u> – FWCS favors parcel P3 for its new performing arts facility. The Renaissance Condominium Assn. favors parcel P3 for the new performing arts center site; suggests the fly tower be positioned perpendicular to Tamiami Trail to enhance views.	The plan allows for the location of FWCS on either parcel P3 or P5. Further studies may indicate additional options. No change recommended.	Concur with Project Team recommendation.
Page 56	<u>Lack of Liner Buildings facing Arts Walk</u> – The site plan on this and other pages shows no liner buildings facing the Arts Walk. They should be included here. The east façades that include auto access would be less important than these.	[CRP Comment: If all structured parking in a future full projected build-out demand of 1800 spaces within the District is in fact needed, and in fact is satisfied in this location - as opposed to possible alternate parking locations identified on p. 39 - and assuming normative construction and no basement parking, then you need the amount of building footprint shown to accommodate 1800 cars. There are devices to ensure the appropriate quality to the Arts Walk edge.] Concur with CRP comment. No change recommended.	Concur with Project Team recommendation.
Implementation	<u>Transportation Concurrency</u> – Implementation may not be possible because of the inability of the project to meet concurrency, particularly if the TCEA is not more fully utilized.	The general transportation concepts of this plan appear to be sound. However, as any master plans of this conceptual nature, additional detailed transportation studies will be required to meet concurrency prior to implementation. No change recommended.	Concur with Project Team recommendation.
	<u>Pedestrian Connections Across US 41</u> – The design principle of creating pedestrian connections across Tamiami to adjacent neighborhoods and downtown will not be possible while US 41 remains under the control of FDOT.	While this may be true today, the long-term objective of providing pedestrian connections across Tamiami Trail (US41) is worthy and should remain in the plan. Pedestrian safety for pedestrians crossing US 41 at Boulevard of the Arts and at 10 th Street, as noted in the plan is the best option within the cultural district. No change recommended.	Concur with Project Team recommendation.

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	<u>Transportation Evaluation</u> – Prior to implementation of transportation, and other infrastructure improvements, significant feasibility studies will be required. These should be reflected in the Plan.	Many aspects of the plan will require additional steps prior to implementation. No change recommended.	Concur with Project Team recommendation.
	<u>Storm Water</u> – A plan for retention of storm water is missing from the Plan. How will this be handled?	Many aspects of the plan will require additional steps prior to implementation. These will include permitting from the Southwest Florida Water Management District. No change recommended.	Concur with Project Team recommendation.
Page 63	<u>Sidewalk Width and ADA</u> – We need wide sidewalks, particularly to provide access for the disabled.	Sidewalks in the plan are ample ranging in width between 15 and 25 feet. No change recommended.	Concur with Project Team recommendation.
Page 66	<u>FEMA Issues</u> – Are the cross sections shown on this page consistent with the FEMA regulations, and the language the FEMA related language on page 53?	[CRP Comment: The master plan assumes that new parcels are developed at FEMA. The sections on page 66 show that relation. The bottom section on page 66 Baywalk at Cove explicitly shows this relationship of the walk (El. +7) to FEMA (in this case El + 16). To better describe this relation, we suggest adding the language “The section implies a build up of the existing level to allow the habitable floor to meet FEMA” to the end of the following paragraphs: page 65 Wetland page 65 Arts Walk page 67 10 th Street page 67 Symphony Place page 67 Baywalk at the Cove] Concur with CRP Recommendation	Concur with Project Team recommendation.

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Page 68	<p><u>Process for Determining Cultural Uses</u> – Address the process for determining which cultural uses should be located within the district and under what conditions.</p> <p>Do not commit to mixed-use portions until cultural uses are determined.</p>	<ul style="list-style-type: none"> • The plan includes a defined process for evaluating cultural facilities wishing to be included in the plan. • Insert the following language between paragraphs 3 and 4 : <u>As described earlier, the cultural component goals are:</u> <ul style="list-style-type: none"> ○ <u>Connection to other nodes;</u> ○ <u>Drive increased attendance; and</u> ○ <u>Increase activity, volume, diversity and accessibility.</u> • More detailed administrative procedures for applications for inclusion in the cultural district should be developed, however, these are not appropriate for inclusion in the master plan. These procedures should detail how potential cultural facilities demonstrate their financial capabilities for meeting both capital and operating needs, and how they meet cultural district goals. • The City, as the owner and operator of the Van Wezel Performing Arts Hall, may initiate special studies related to its future. 	Concur with Project Team recommendation.
Page 68	<p><u>Potential Cultural Users</u> – Sarasota Museum of Modern Art organization has been launched with successful fund raising, and would like to be designated for a parcel within the cultural district. Sarasota Ballet of Florida may be interested in relocating in the cultural district.</p> <p>Arts Center Sarasota would like to develop a new or expanded facility within the district.</p> <p>Encourage cultural institutions to come forward early in the process so that sites are not preempted by other uses.</p>	(See comments regarding process for determining cultural uses above.)	Concur with Project Team recommendation.
Page 70	<u>Commercial Uses within Cultural Facilities</u> - The issue of profit generating uses as part of cultural facilities should be addressed.	Language should be added to the plan that states that commercial activities within not-for-profit cultural facilities should be evaluated and treated in a similar manner as competing private sector commercial entities.	Concur with Project Team recommendation.
Page 70	<u>Aquarian Quest</u> – The reference to Aquarian Quest in the list of possible new or expanded cultural uses should be generic.	Agree. Recommend using the terms: Maritime Educational or Cultural Institutions and Temporary Historic Boat Tie-up.	Concur with Project Team recommendation.

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Page 73	<u>Cost</u> – Concerned that the costs do not result in raising taxes.	The balance contained in the plan between cultural facilities and private mixed-use facilities provides the best assurance that City costs will be minimized. An economic study should be conducted to test the feasibility of the plan. No change recommended.	Concur with Project Team recommendation.
Page 73	<u>Cost of Parking</u> – The cost of parking at \$27,000 per space seems high compared to recent experience in constructing public parking. <u>Cost of Studies for Public Infrastructure:</u> The cost of feasibility studies related to the development of the public infrastructure should be acknowledged or included.	Costs provided in the plan are provided for the purpose of providing general order of magnitude estimates at this time. Many additional cost estimates will be conducted prior to implementation. Significant additional work will be required prior to implementation, particularly in the areas of transportation and economic feasibility. No change recommended.	Concur with Project Team recommendation.
Page 73	<u>Operations and Maintenance Costs</u> - Explore the creation of a special assessment district within the Cultural District so that all uses pay their share of operations and maintenance within the district.	Language should be added to the plan to reflect this idea.	Concur with Project Team recommendation.
CRP Edits	<u>CRP Letter of April 1, 2004</u> – Edit the plan per the letter from April 1, 2004 CRP letter (see attached).	Recommend inclusion of CRP edits as recommended.	Concur with CRP and Project Team recommendation. Also, change the title of the Plan to “Cultural District Concept Plan”.

Attachments:

Copies of slides summarizing existing conditions, design principles, site plan, development program, cost estimate, and performing arts development matrix.
Memorandum regarding Parking dated November 6, 2003 from Walter Kulash, P.E. of Glatting Jackson Kercher Anglin Lopez Rinehart, Inc.
Memorandum regarding Traffic dated December 23, 2003 from Walter Kulash, P.E. of Glatting Jackson Kercher Anglin Lopez Rinehart, Inc.
Letter dated April 1, 2004 from Cooper, Robertson & Partners Inc.
Memorandum from Robert Fournier dated June 10, 2004 regarding property leased to Garden Club.