

ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – MARCH 14, 2017



1. Progress Update

- Outreach
- Website and Survey
- Fundraising

2. Overview: Kimley-Horn Analysis

- Where Are We Overall?
- Baseline Information About District
- Preliminary Analysis and Findings

3. Community Engagement: Survey/Mapping

4. What's Next?



1. To Date

- Meetings with City Manager
- Individual Meetings with All 5 Commissioners
- Meetings with City Staff
- Meetings with Karin Murphy (Form-Based Code Consultant)
- Many One-On-One Meetings with Stakeholders
- Two Previous Community Meetings
- Meetings with Our Steering Committee



2. Additional Outreach

- Continued Meetings with City Staff
- Continued One-On-One Stakeholder Meetings
- Presentations to City Commission (Mid-Term and Final)
- Community Meetings (Today, Discuss Vision and Guiding Principles, Discuss Conclusions)



- 1. Set-Up Services Donated by Shay Atluru (DTC, Inc.)**
- 2. Website Contents:**
 - **About Our Grassroots Planning Initiative**
 - **Information About Meetings**
 - **Our Survey**
 - **How to Contribute**
- 3. www.rosemarydistrictplanning.com**



1. Status

- Goal is \$50,000
- About Halfway to Goal
- Please Contribute (Any Amount Appreciated)

2. Fundraiser at Mandeville Beer Garden - March 30

1. Broaden Participation
2. Raise Additional Funds

BASELINE ANALYSIS – PROGRESS



Overall Process

Pulling It Together

- Began Summer 2016
- Many Meetings and Discussions
- Established Goals
- Established Funding Relationship with GCCF
- Retained Kimley-Horn

Information Gathering/Analysis Stakeholder Input

- Data Gathering and Analysis
- Stakeholder Input: Website; Public and Private Meetings; Survey

Develop Vision Statement and Guiding Principles

- Distill Information, and Input Received into Framework
- Develop Vision Statement and Guiding Principles
- Refine with Stakeholder Input

Prepare and Deliver Recommendations

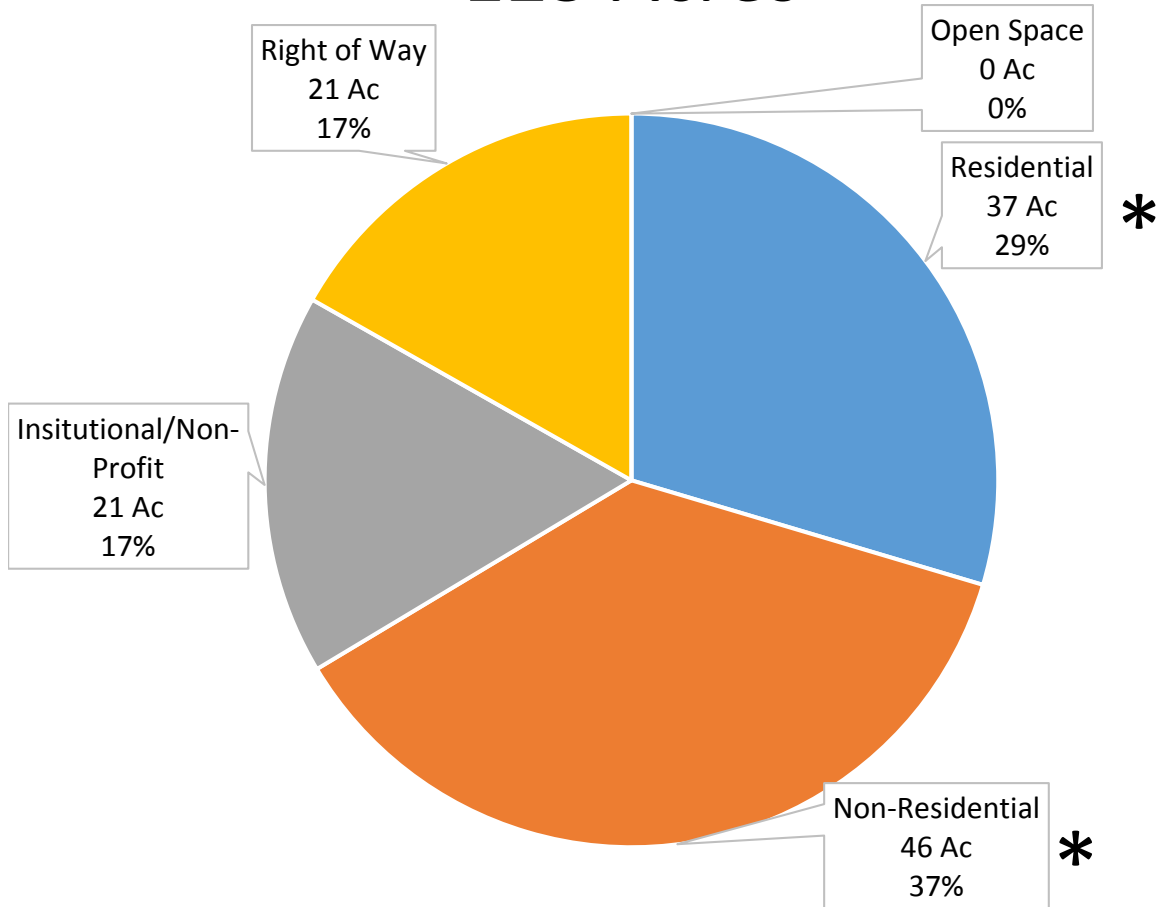
- Prepare Recommendations
- Recommendations Promote and Advance Vision Statement and Guiding Principles
- Three Categories: 1) Public Investments; 2) Public Policy Changes; 3) Private Initiatives

Outreach and Advocacy

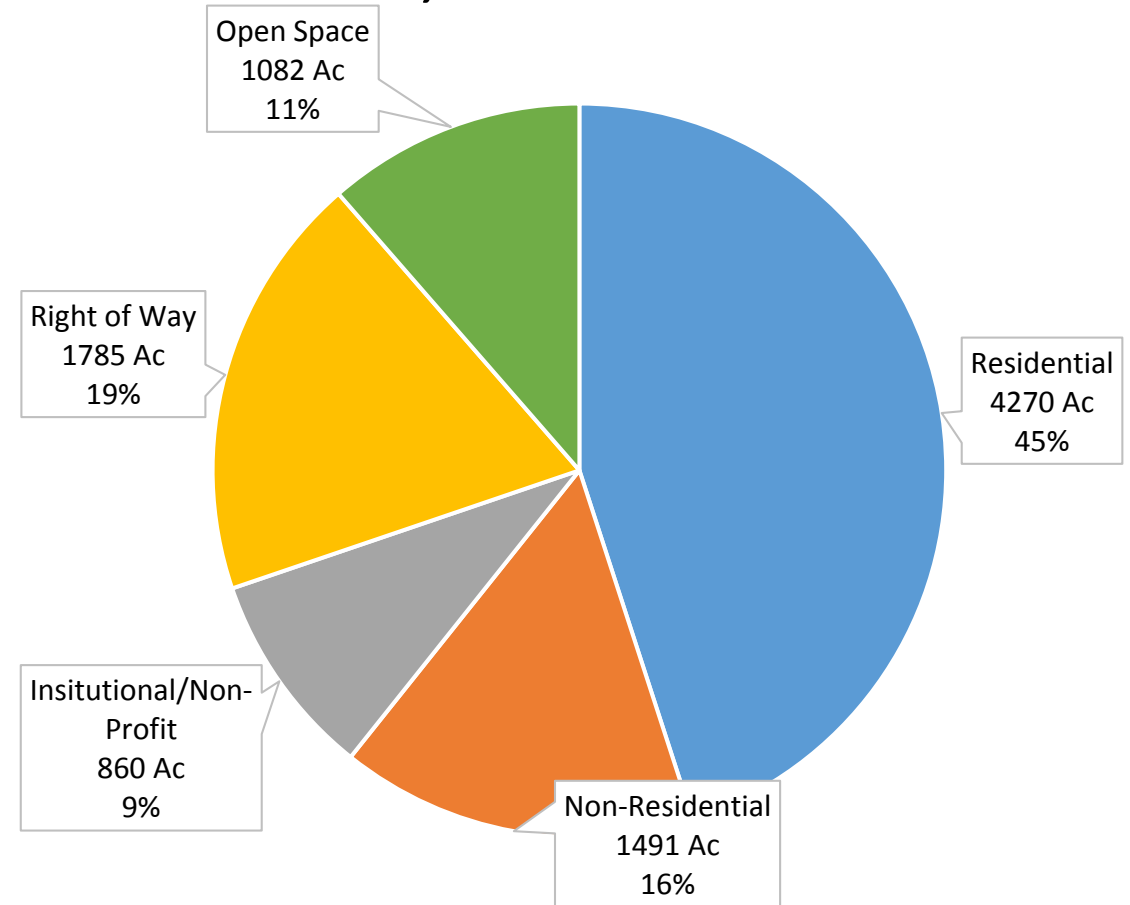
- Continual Promotion and Advancement of Plan
- Follow-up Initiatives for Key Topics
- Implementation of Recommendations



Rosemary District (2015) 125 Acres



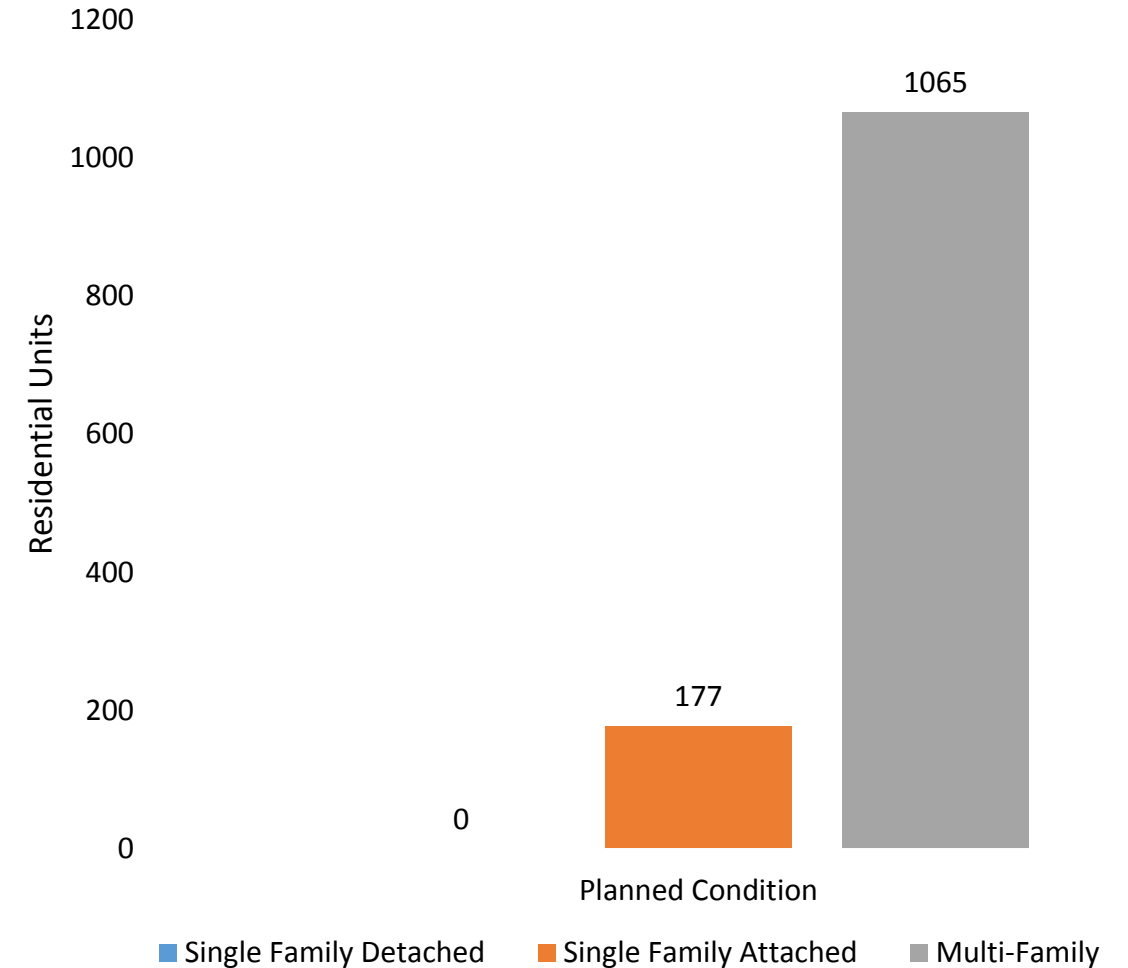
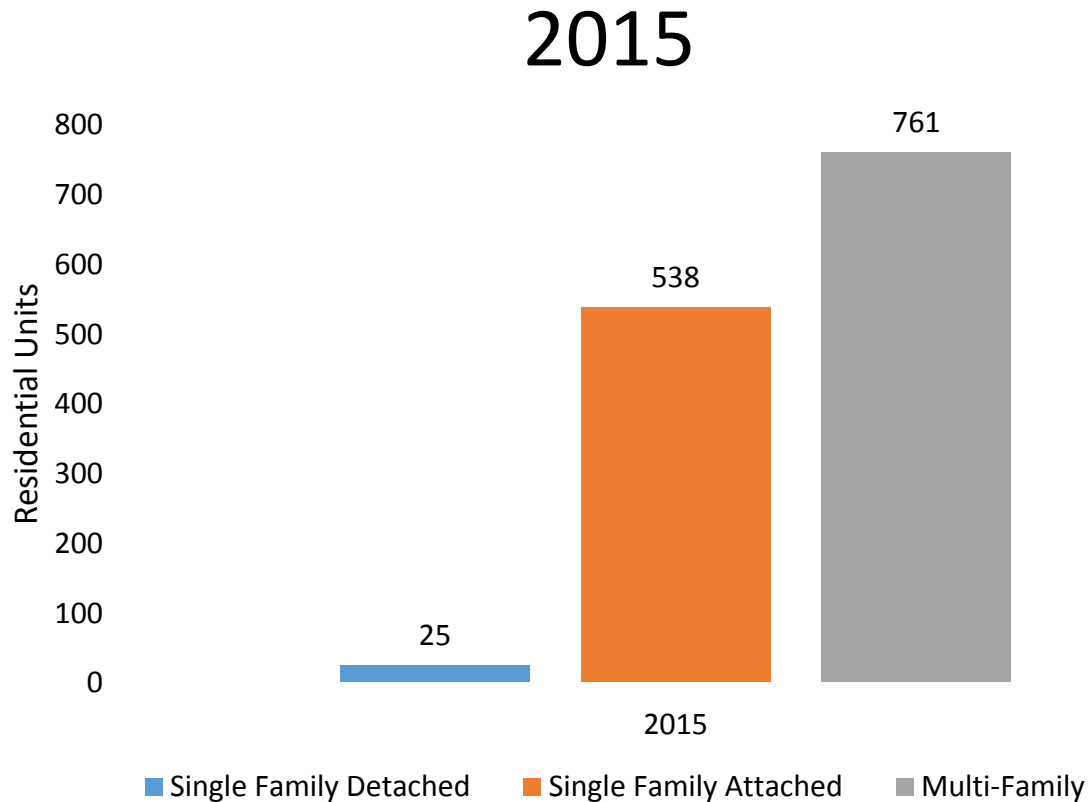
City of Sarasota 9,490 Acres



Source: Property Appraiser and City GIS Data



Planned Development

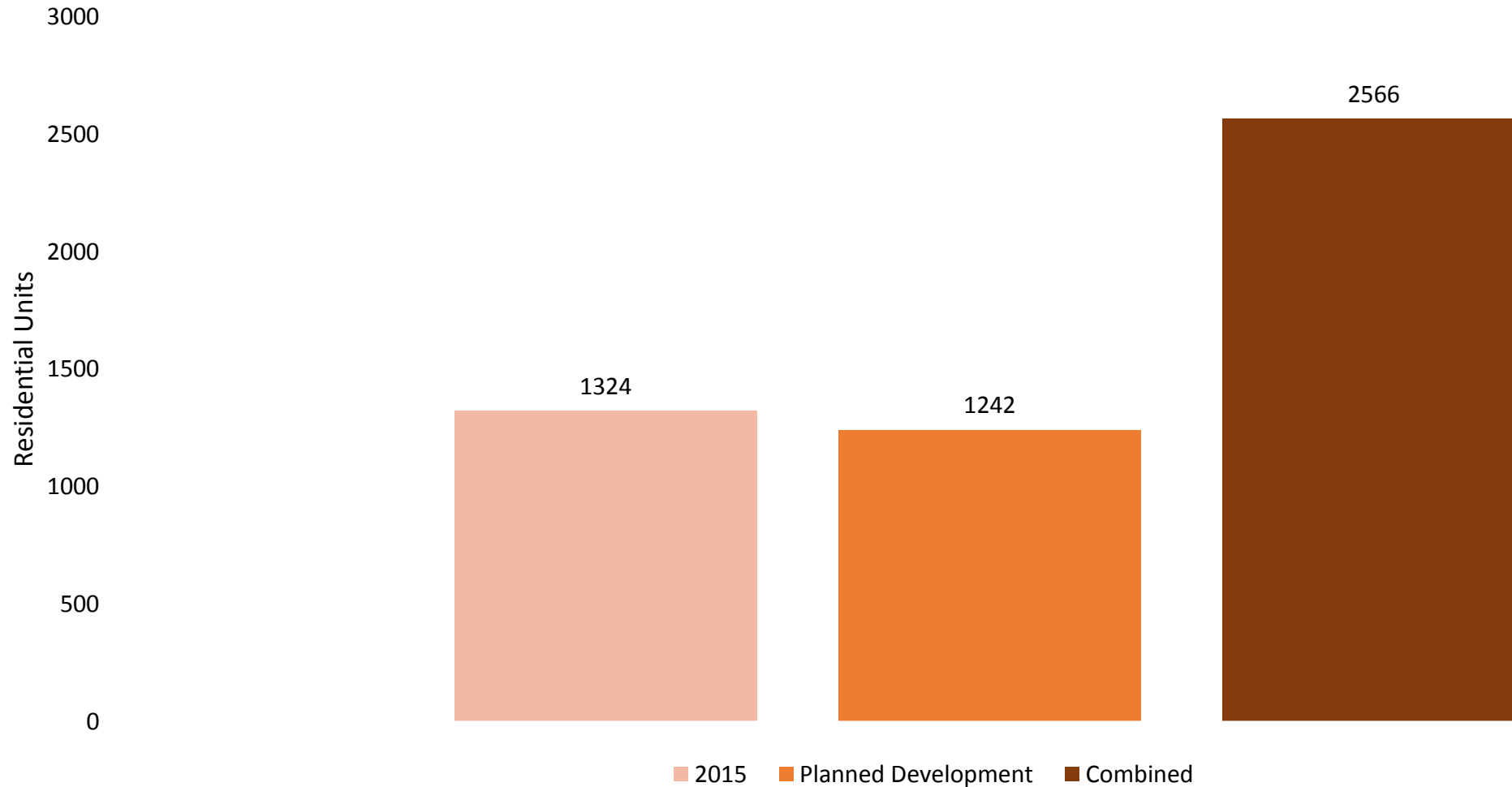


Source: 2015 Data based on Property Appraiser, Planned Development based on Monthly Development Report, Prepared by City of Sarasota

BASELINE ANALYSIS – RESIDENTIAL



Combined

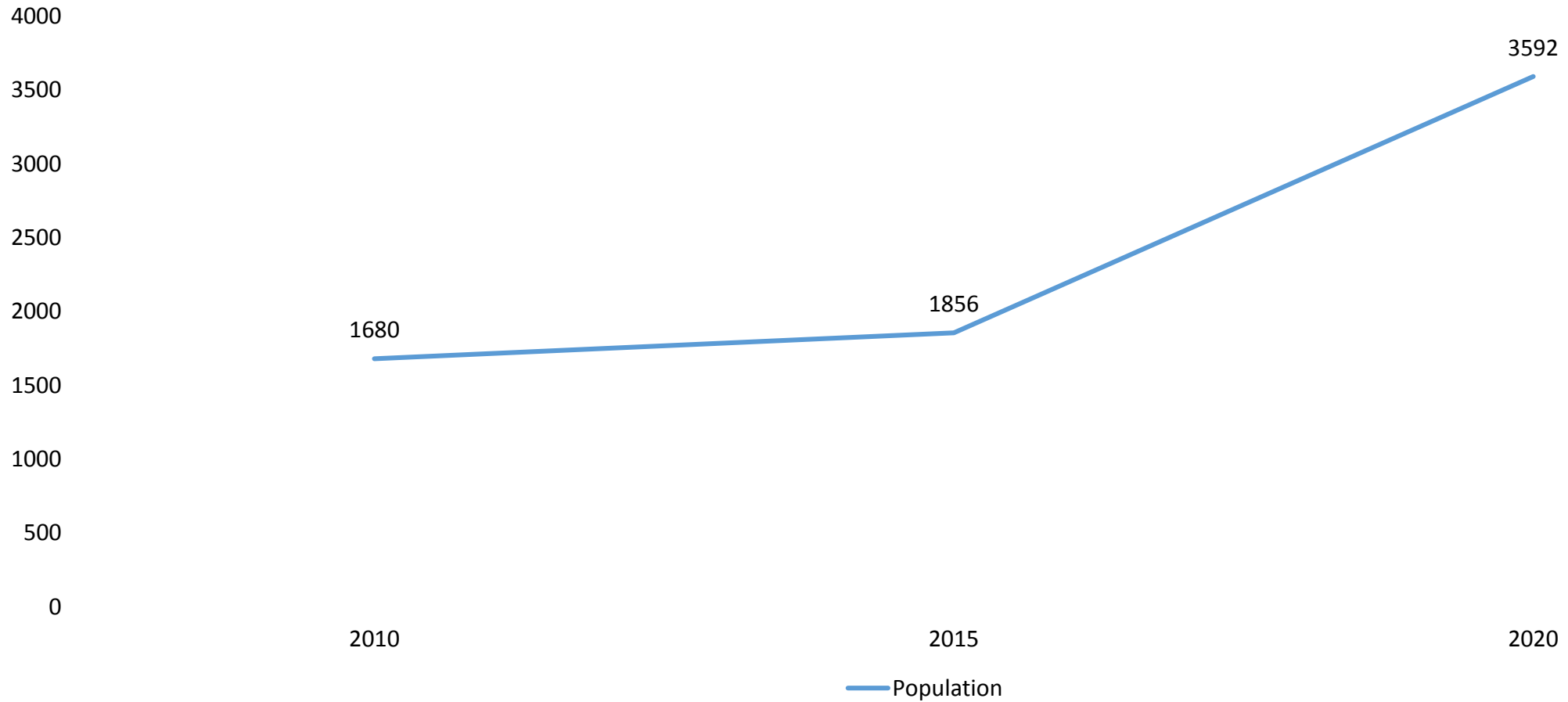


Source: 2015 Data based on Property Appraiser, Planned Development based on Monthly Development Report, Prepared by City of Sarasota

BASELINE ANALYSIS – DEVELOPMENT



Population



Source: 2010 Census Data – 2015 and Planned Condition use same ratio of 1.4 persons per residential unit



Non-Residential (2015)

Breakdown By Type:

Architecture/Design:	5	Financial Advisor:	1	Salon:	6
Art:	2	Fire Station:	1	School:	2
Auto Service:	3	Fitness:	4	Social Services:	5
Bank:	1	Health & Wellness:	1	Software:	3
Cemetery:	1	Home & Garden:	12	Storage:	1
Church:	1	Home Health:	1	Tattoo:	1
Clothing:	1	Hotel:	1	Theatre:	1
Dance Studio:	1	Pet Grooming:	1	Total:	67
Dry Cleaner:	1	Print Shop:	1		
		Restaurants:	9		



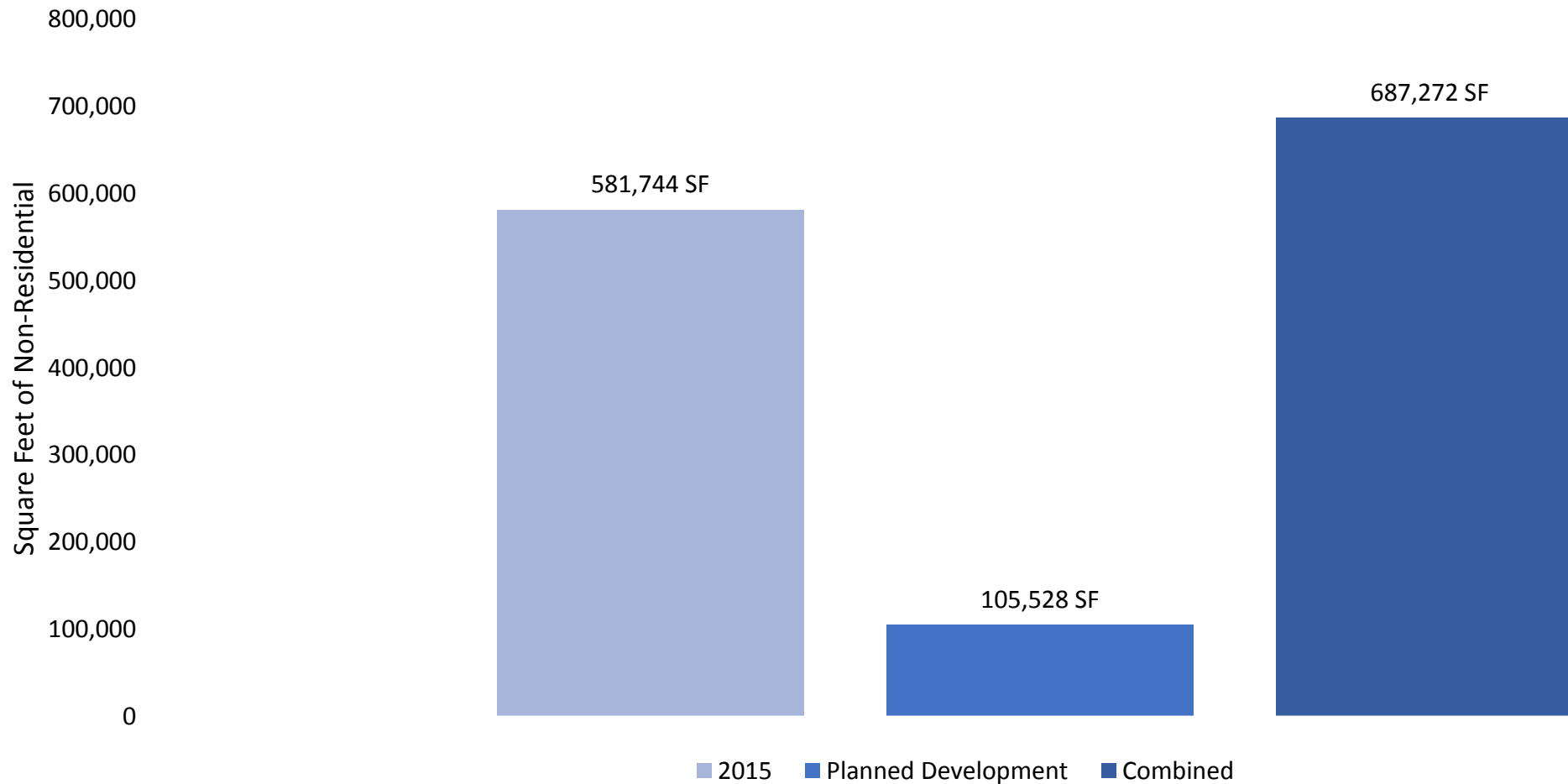
Non-Residential (2015)

What's Missing?

Grocery Store:	0	Desert Shops:	0
Convenience Store:	0	Florists:	0
Shoe Repair:	0	Bakery:	0
Medical:	0	Coffee Shop:	0
Dental:	0	Retail other than	
Optical:	0	Home & Garden:	0



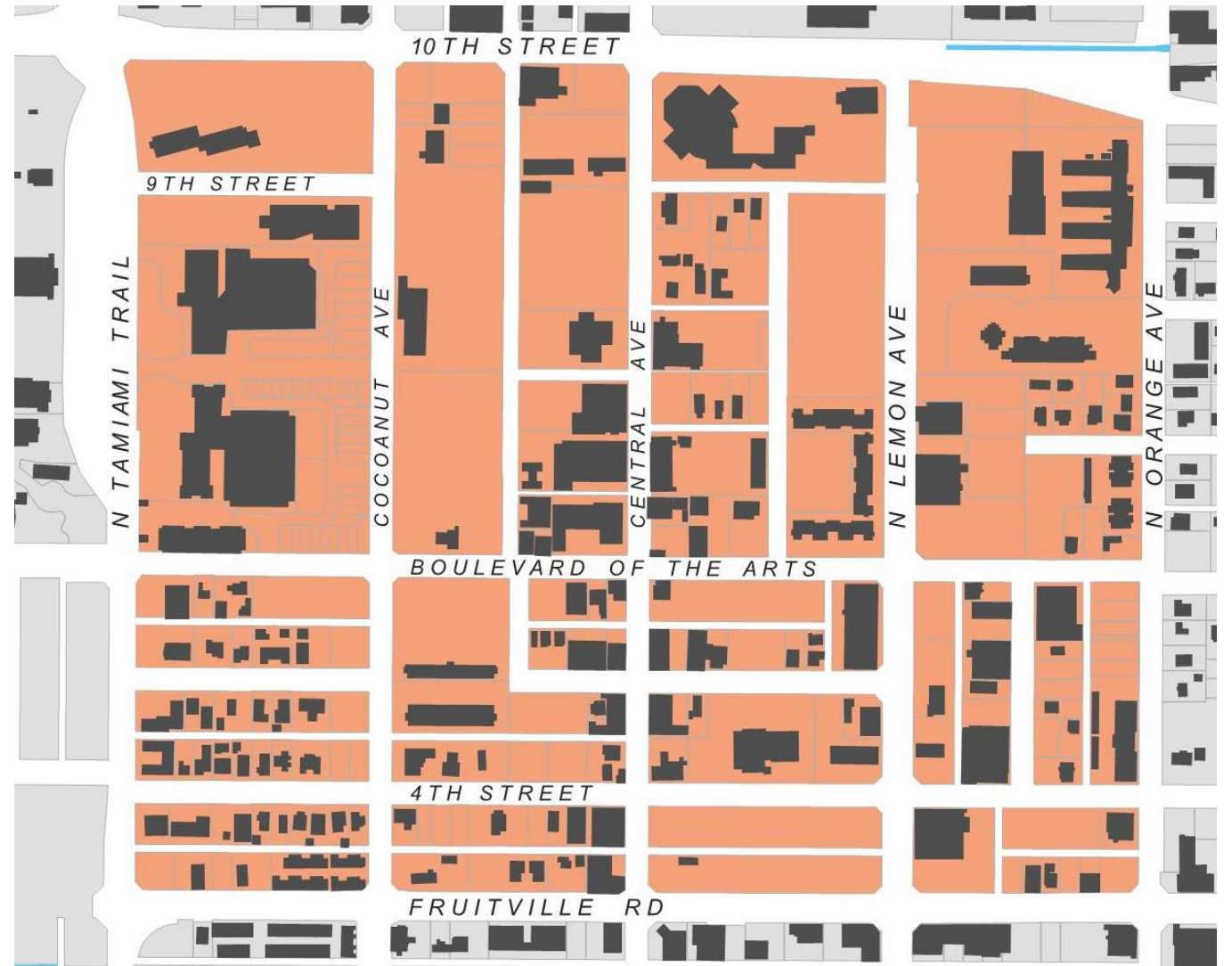
Non-Residential Development



Source: Property Appraiser data and City Development Report

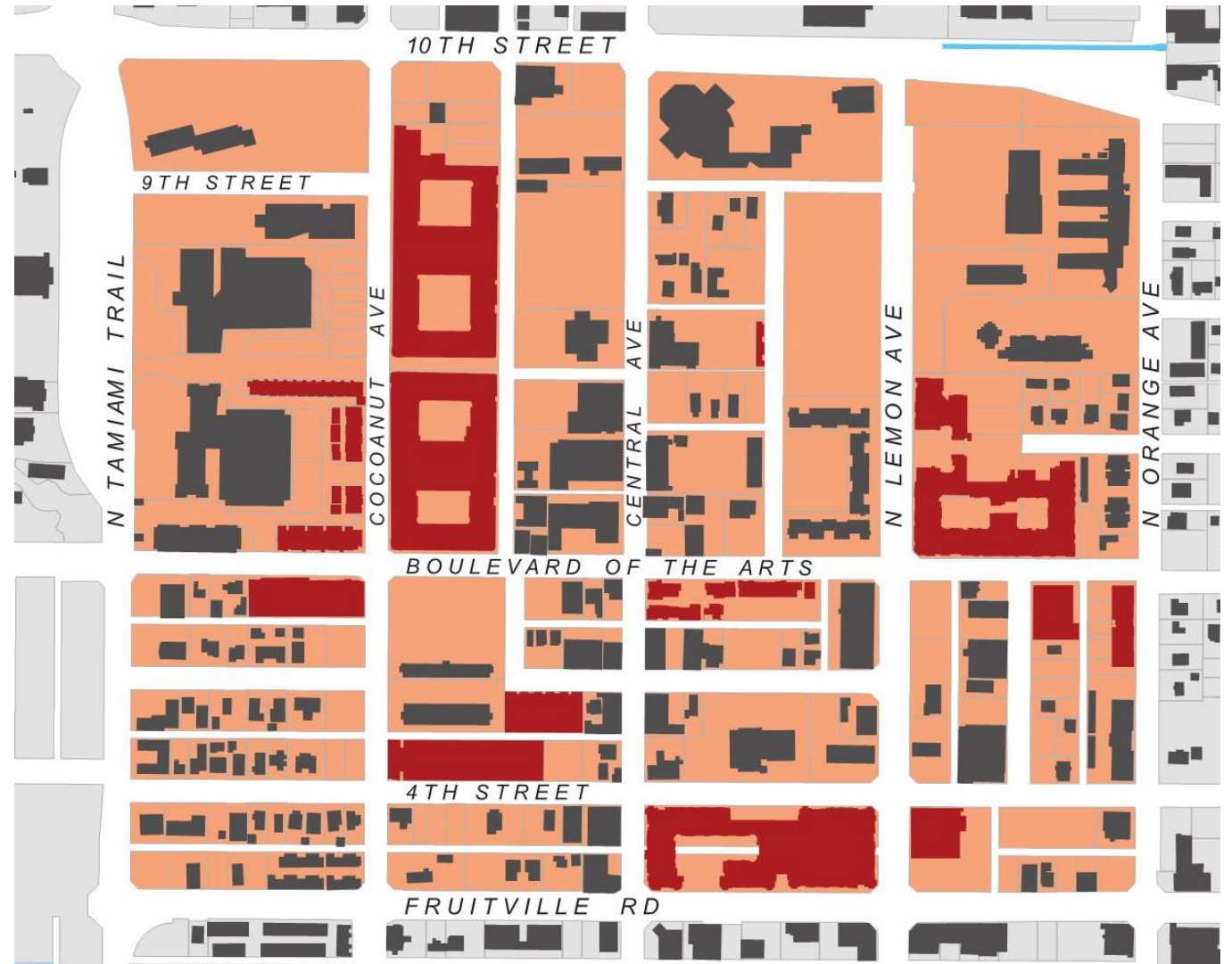


Building Massing - 2015





Building Massing Planned Condition





Approximately 618 jobs in the District (2015)

Top Employers by Category

1.	Schools:	165
2.	Restaurants:	150
3.	Social Services:	73
4.	Hotel:	40
5.	Architects:	28
6.	Fitness:	25



Public Park Space

2015: 0.0 acres

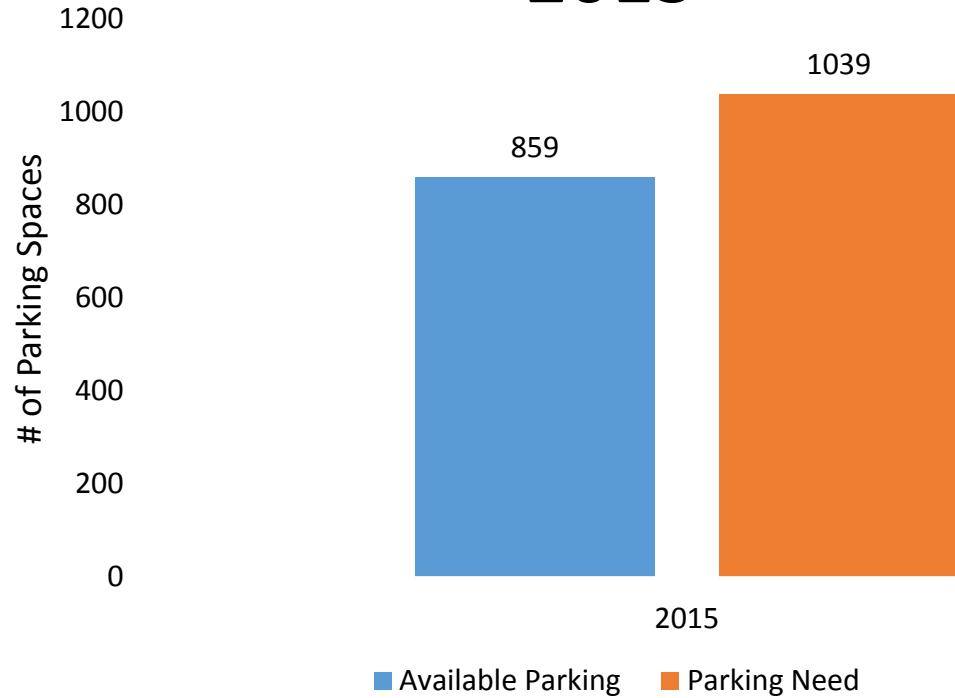
Planned: 0.0 acres

- NRPA Recommends: 1.0 – 2.0 acres per 1,000 residents
- Planned Condition would require 3.5 – 7.0 acres
- City Currently has about 20 acres per 1,000 residents

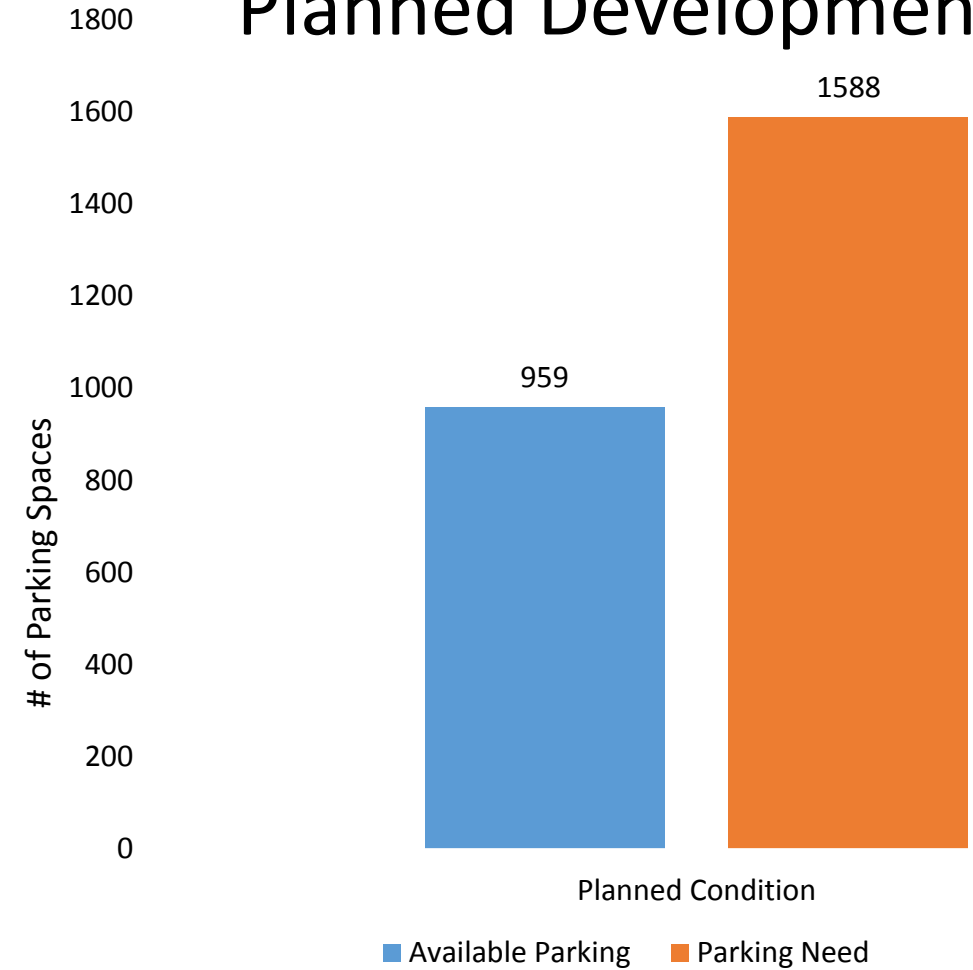


Available vs Need

2015



Planned Development



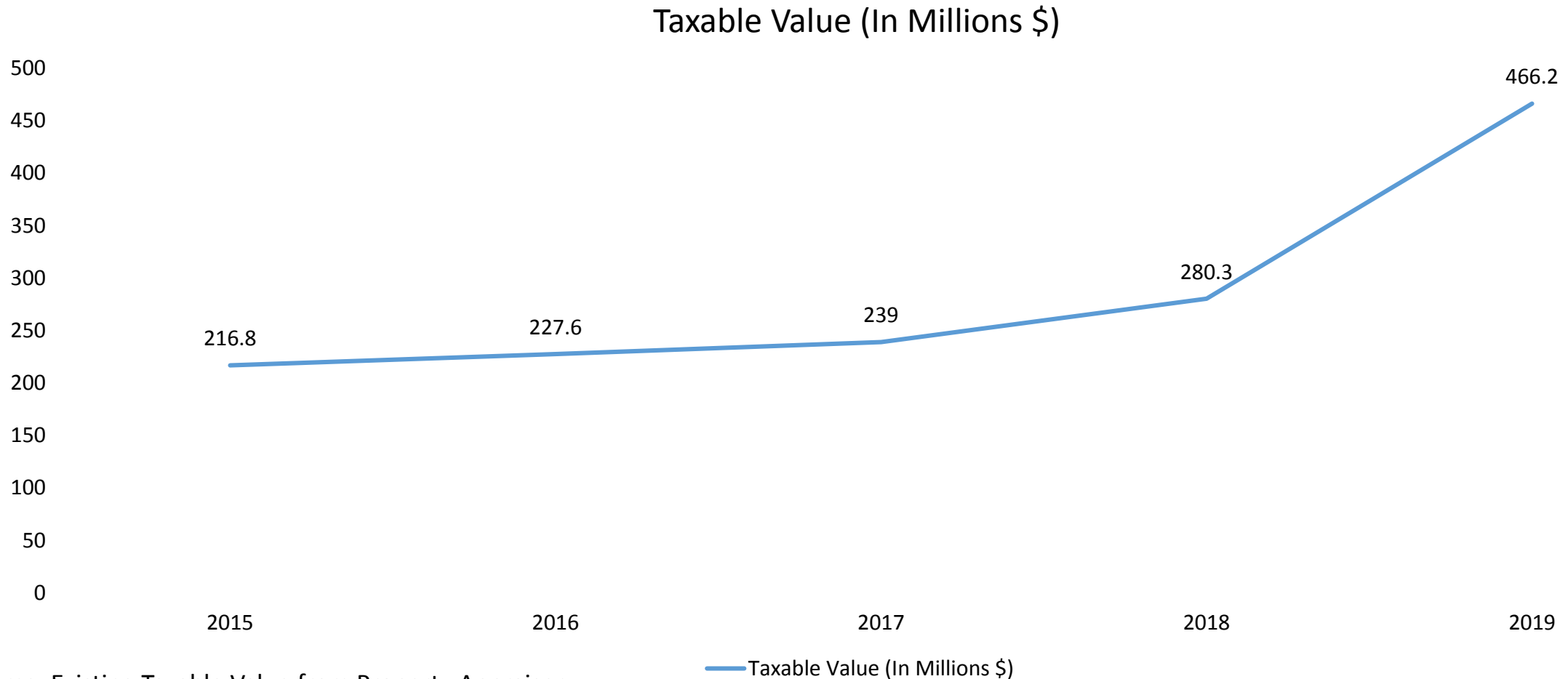
Source: Existing Parking Data from City Parking Division, Planned Parking Data from Development Application Records Search

Note: Only public and generally available parking spaces have been included in the data above

BASELINE ANALYSIS – TAXABLE VALUE



Increase with Development – More Than Double by 2019



Source: Existing Taxable Value from Property Appraiser

Note: Future Taxable Value – 5% increase per year, \$128,000 per new apartment unit, \$300,000 per new single-family residential unit, \$111.43 per SF of new Non-Res (current district-wide average)



Preliminary Thoughts:

- Rosemary is Predominately Residential in Building Area (over 2X Commercial)
- Rental Housing Predominates Today
- # of Planned Units Will Nearly Double Residential Total (1,324 Existing – 1,242 Planned)
- Population Will Also Nearly Double (To Almost 3,600)
- Significant Non-Residential Uses Include Home & Garden Stores/Services; Restaurants; Architecture/Design Firms; Salons; Software Firms; Fitness



Preliminary Thoughts Continued:

- Schools and Social Services Are Also Major Presences
- Top Employers are Schools and Restaurants
- Several Types of Neighborhood Services (Groceries/Convenience Stores; Medical; Retail) Missing
- There are Fewer Jobs Than Working Residents
- There is No Existing or Planned Open Space in District
- There is a Shortage of Parking, and It's Getting Bigger
- Major Taxable Value Increase – Doubling Over Next 5 Years

NEXT STEPS



1. Next Month (Mid-March/Mid-April)

- Stakeholder Input (Surveys, Meetings, Etc.)
- Preliminary Vision Statement and Guiding Principles
- Fundraiser (Remember Mandeville – March 30)

2. Late April

- Prepare Draft Community Meeting – Discuss Vision Statement and Guiding Principles
- Kimley-Horn Begins to Develop Plan Recommendations

3. May/June

- Final Community Meeting: Plan Recommendations
- Meetings With City Commissioners
- Begin Outreach and Advocacy



THANK YOU!

SURVEYS/MAPPING EXERCISE

WEBSITE: www.rosemarydistrictplanning.com