

ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – APRIL 25, 2017

AGENDA



1. Progress Update

- Outreach
- Fundraising
- Mandeville Fundraiser
- Surveys

2. Community Input

- Survey Results
- Mapping Exercise Results

3. Draft Vision Statement and Guiding Principles

4. What's Next?

5. New Rosemary Project: The Blvd



1. “Grassroots” Input From:

- Community Meetings
- Website
- Surveys
- One-On-One Meetings
- Meetings with Elected Officials
- Meetings with City Staff
- Meetings with Steering Committee
- Community Events

2. Continues Every Day...

PROGRESS UPDATE: FUNDRAISING



1. Our Budget

- \$50,000 Total
- \$45,000 For Consultants (Kimley-Horn)
- \$5,000 Miscellaneous

2. Our Fundraising

- All Private Donations
- So Far, Donations From \$25 to \$6,000
- Through Gulf Coast Community Foundation

3. How Are We Doing?

- About \$26,000 To Date
- Need Your Help
- Go To Website: www.RosemaryDistrictPlanning.com



- 1. March 30**
- 2. Discussions, Surveys, Beer, and Food**
- 3. Raised Over \$3,000**
- 4. Huge Success: Thank You!**

PROGRESS UPDATE: SURVEYS



1. GREAT Source of Information

2. Wide Range of Questions

- Hopes and Aspirations
- Concerns
- Strengths and Weaknesses

3. Diverse Respondents

4. Over 200 Responses to Date

5. Fundamental to Setting Our Priorities and Direction



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

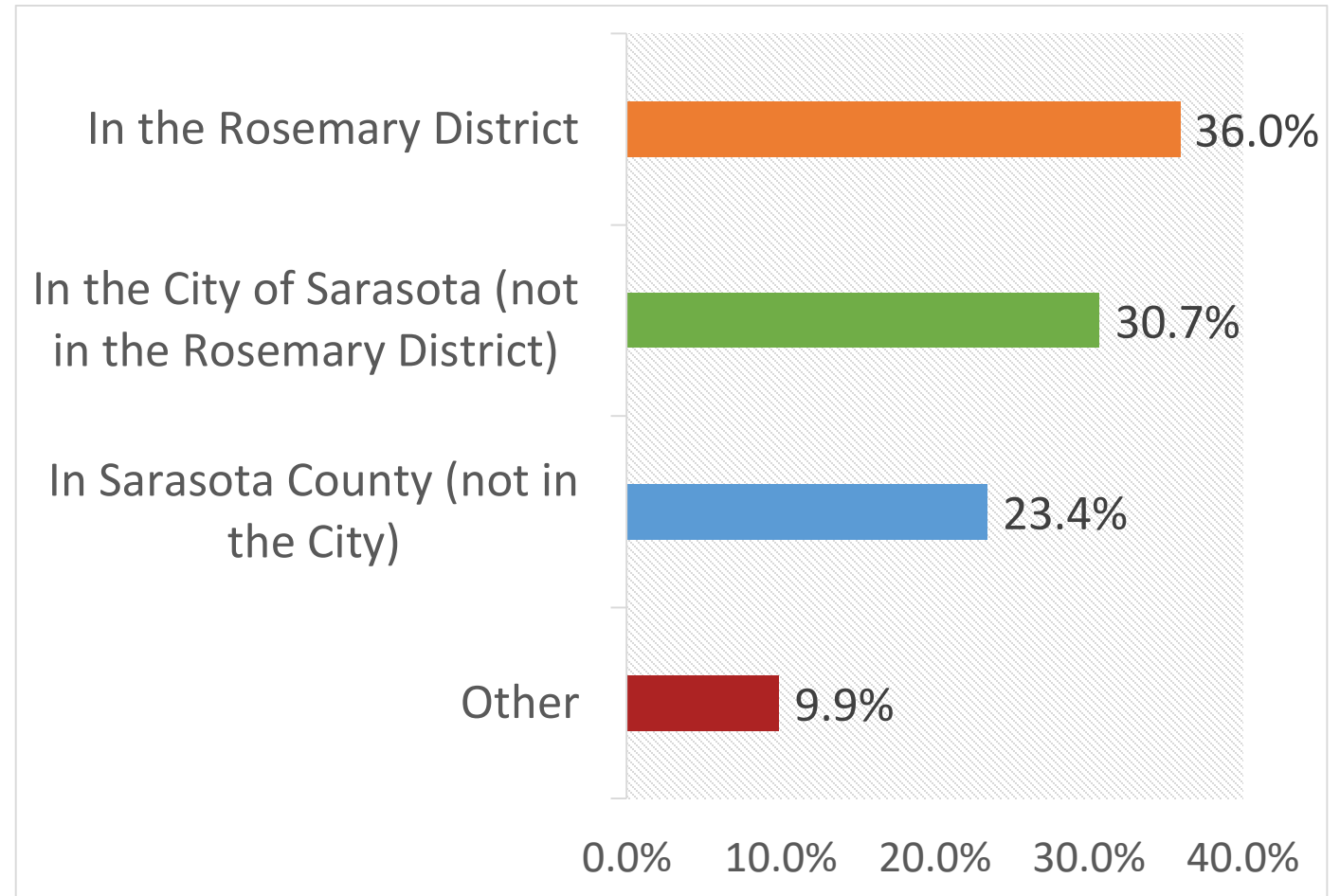
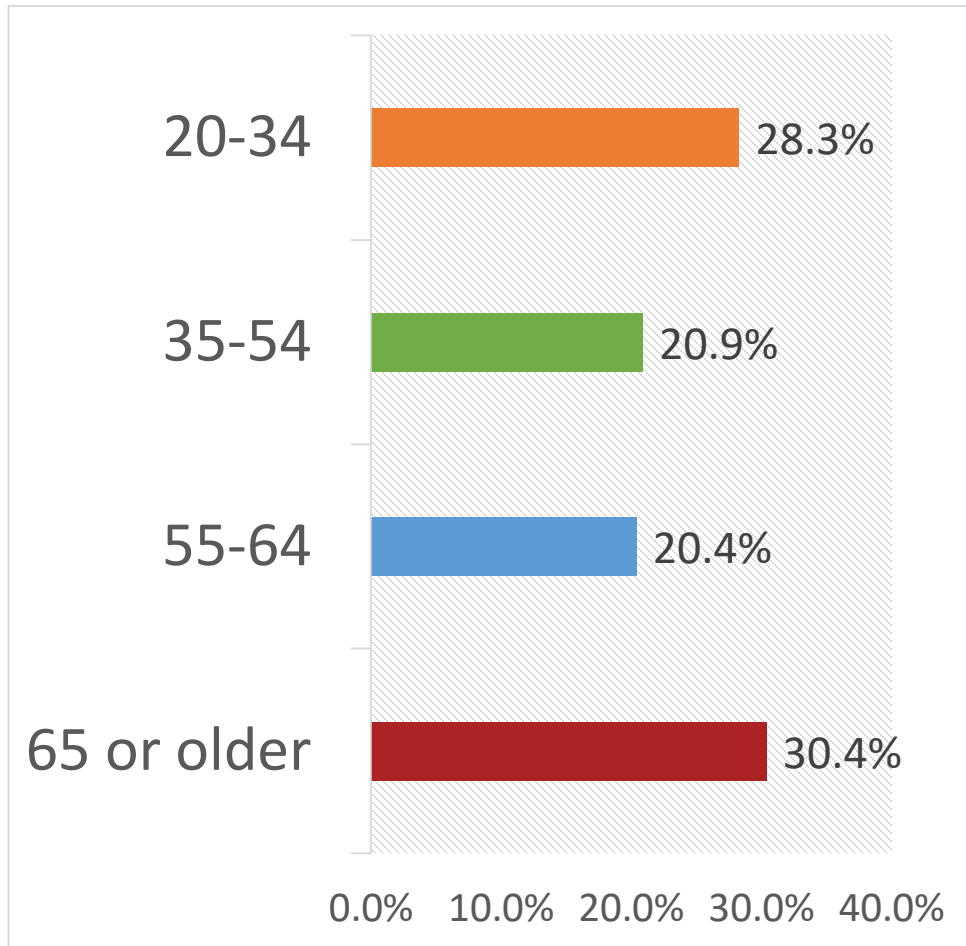
Outreach and Advocacy

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

COMMUNITY INPUT – SURVEY

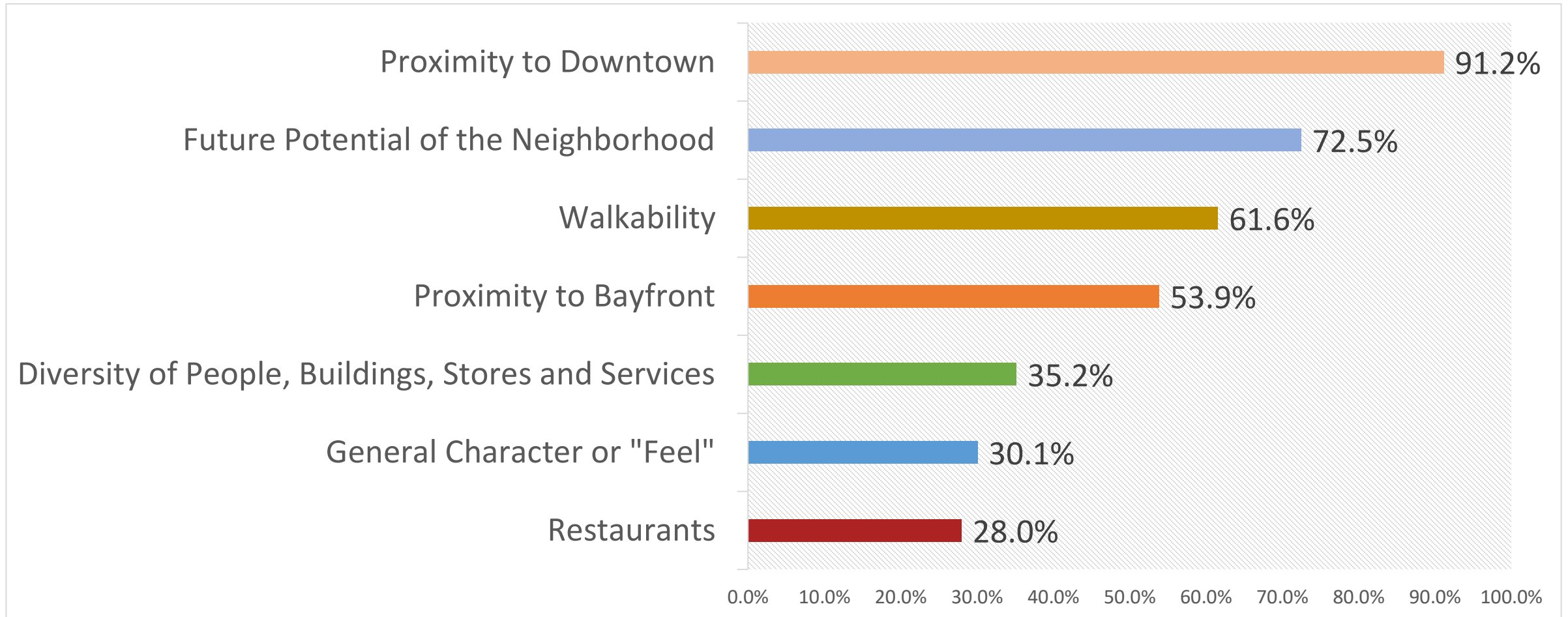


Age and Location



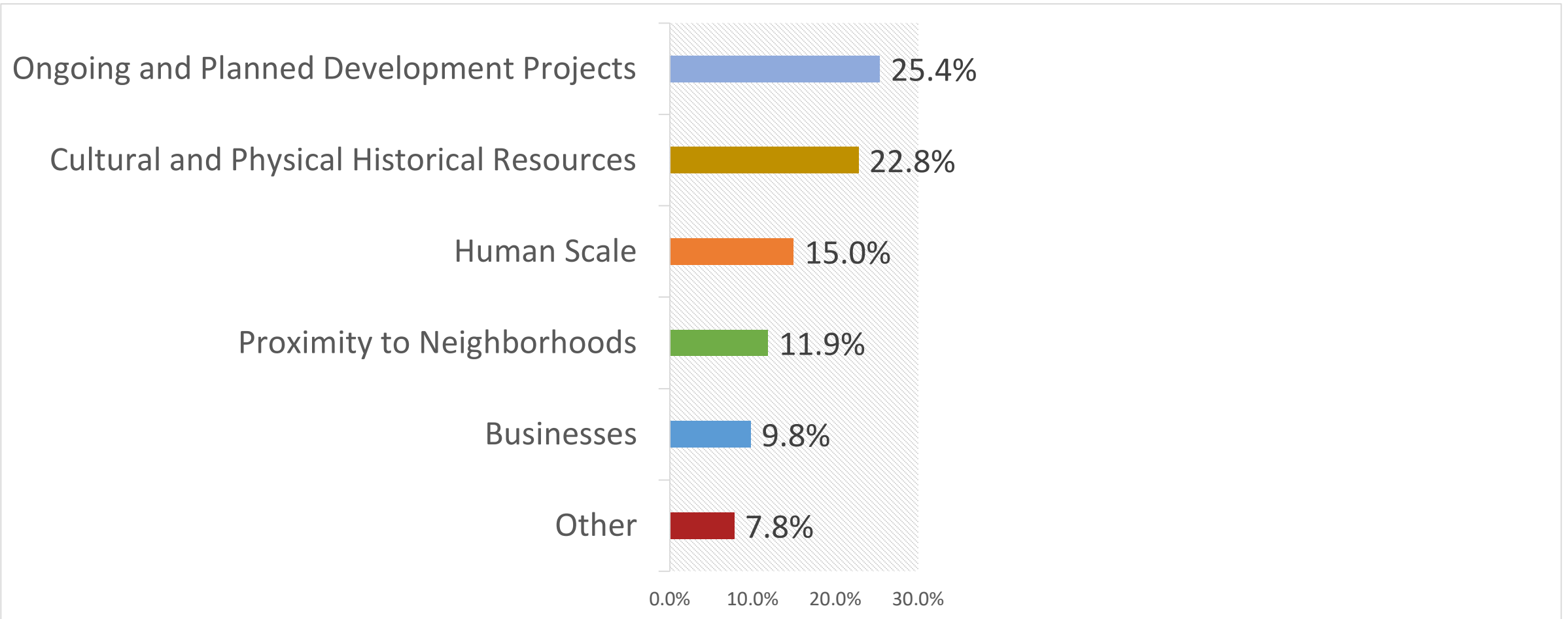


Rosemary District's Greatest Strengths



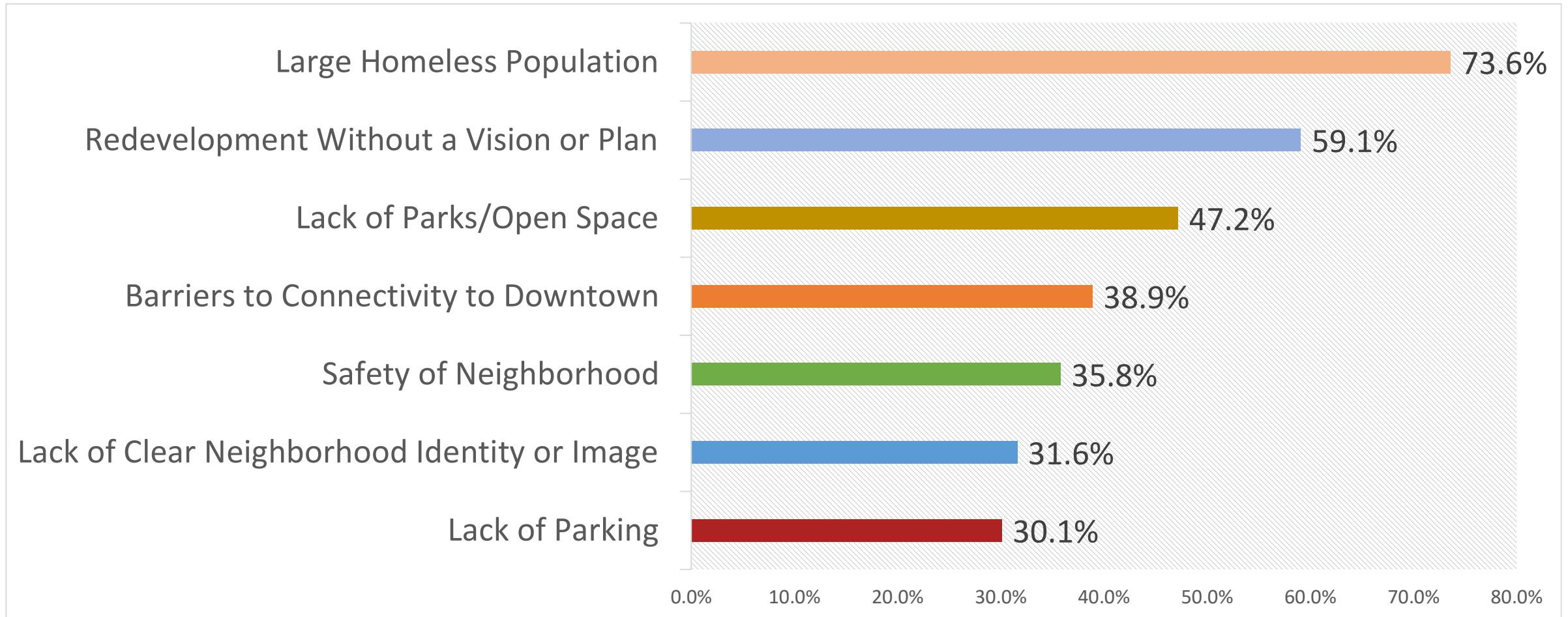


Rosemary District's Greatest Strengths, Continued



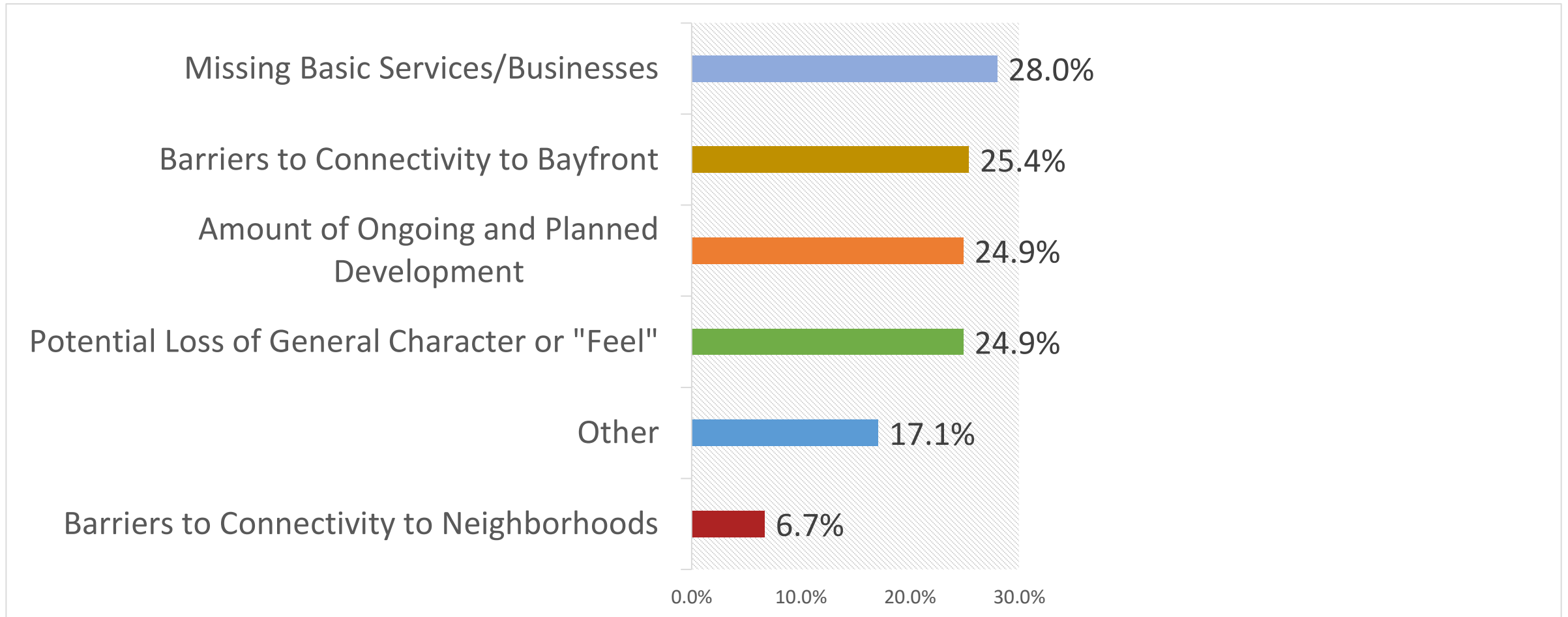


Rosemary District's Greatest Challenges



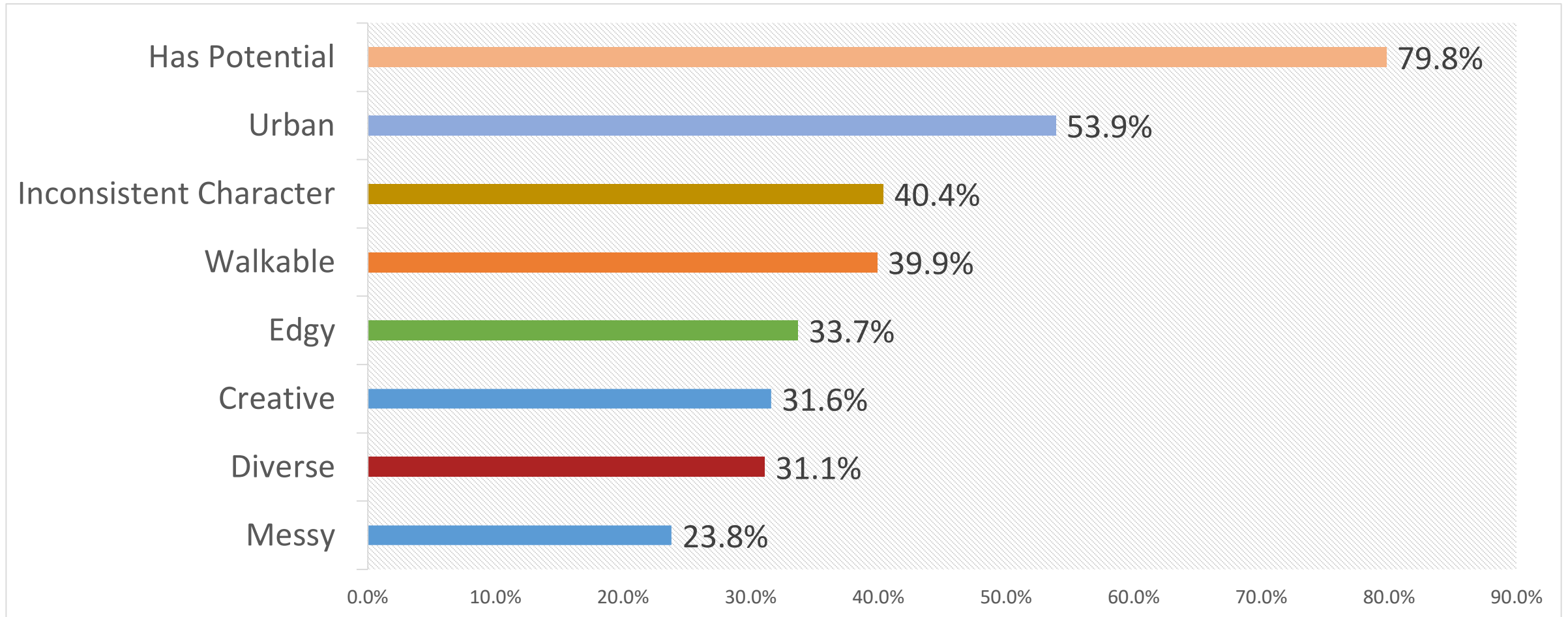


Rosemary District's Greatest Challenges, Continued



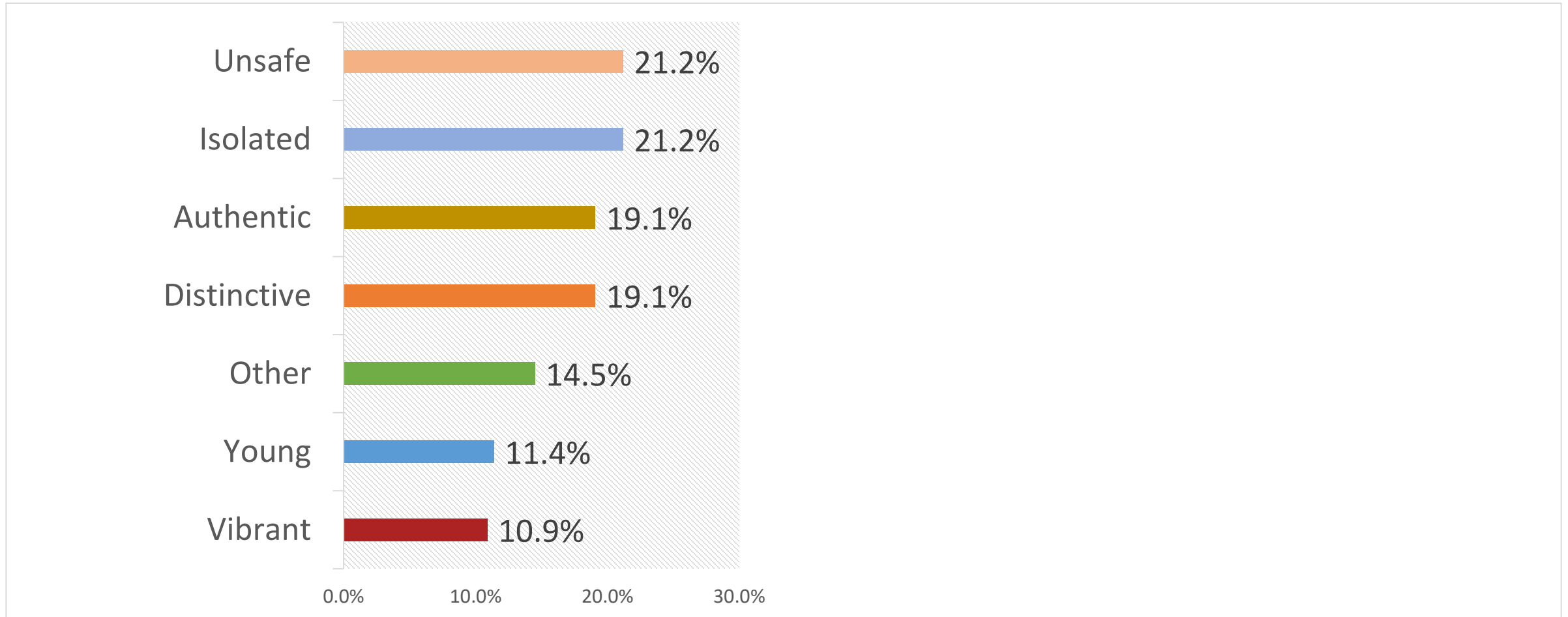


Describe the Rosemary District Today



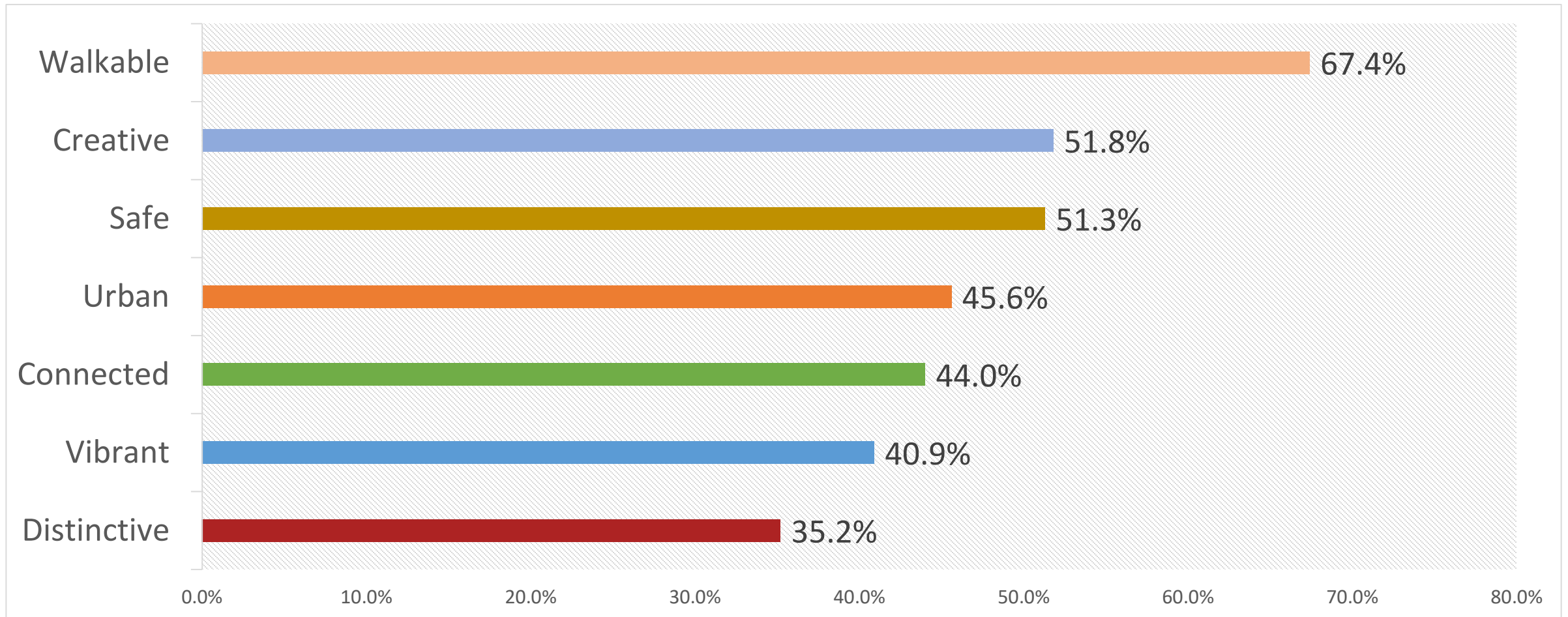


Describe the Rosemary District Today, Continued



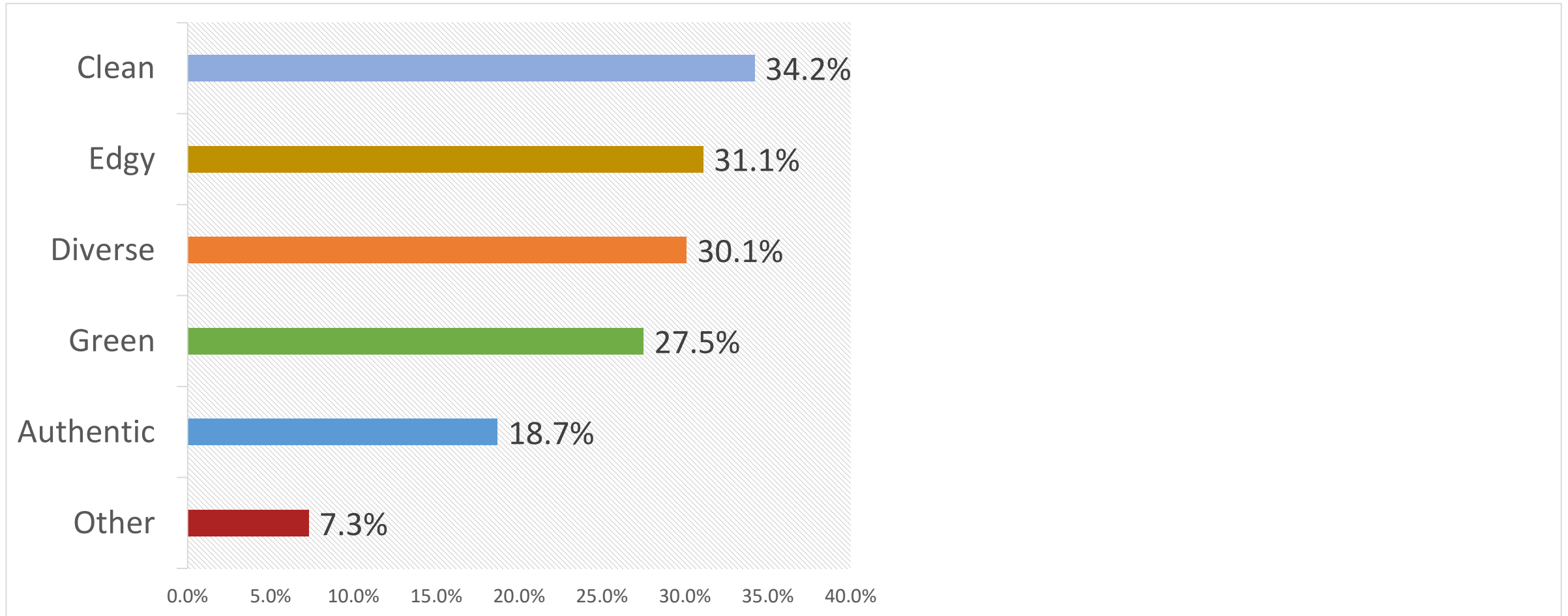


Describe Your Vision for the Rosemary District in the Future



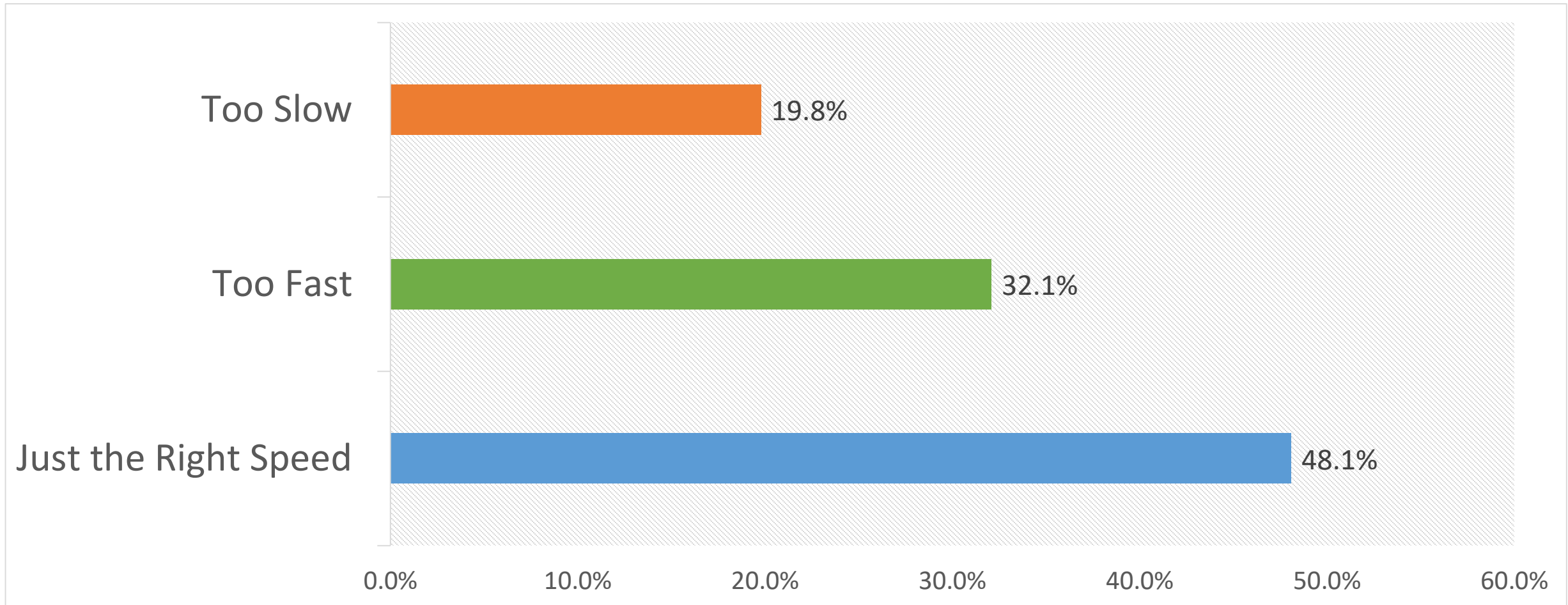


Describe Your Vision for the Rosemary District in the Future, Continued



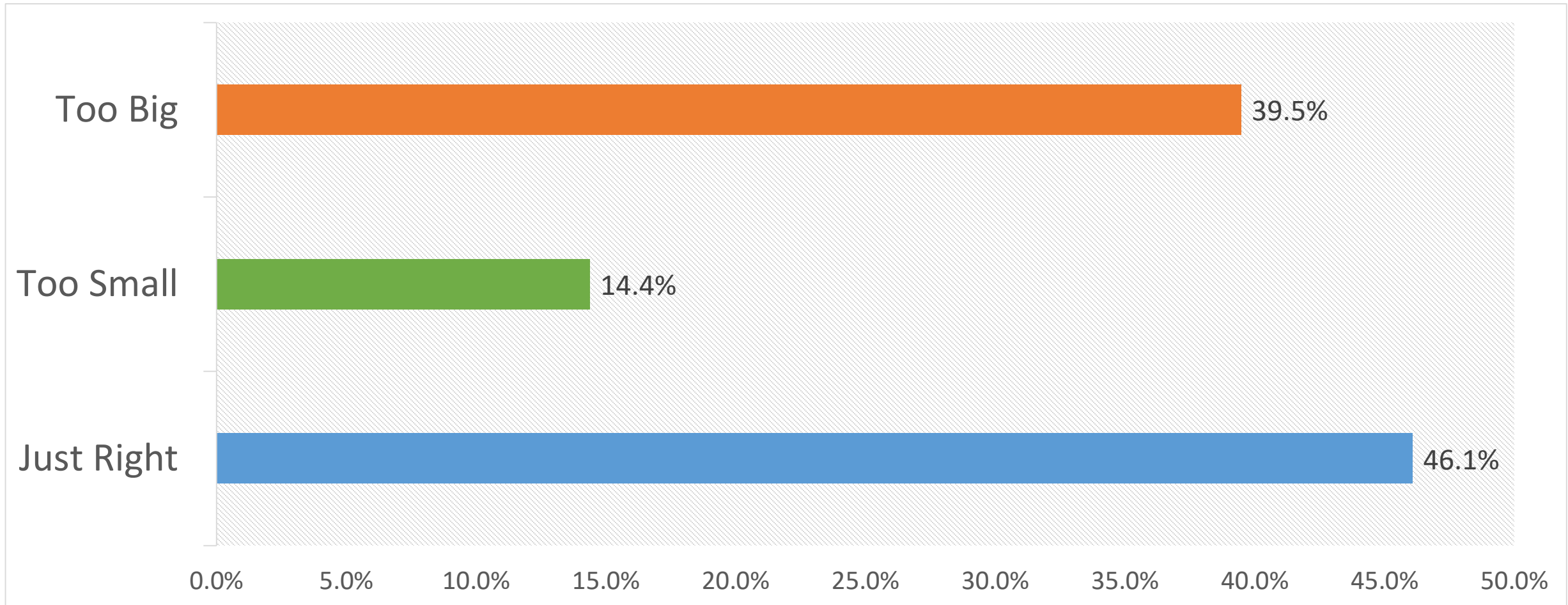


How is the Rosemary District Growing?



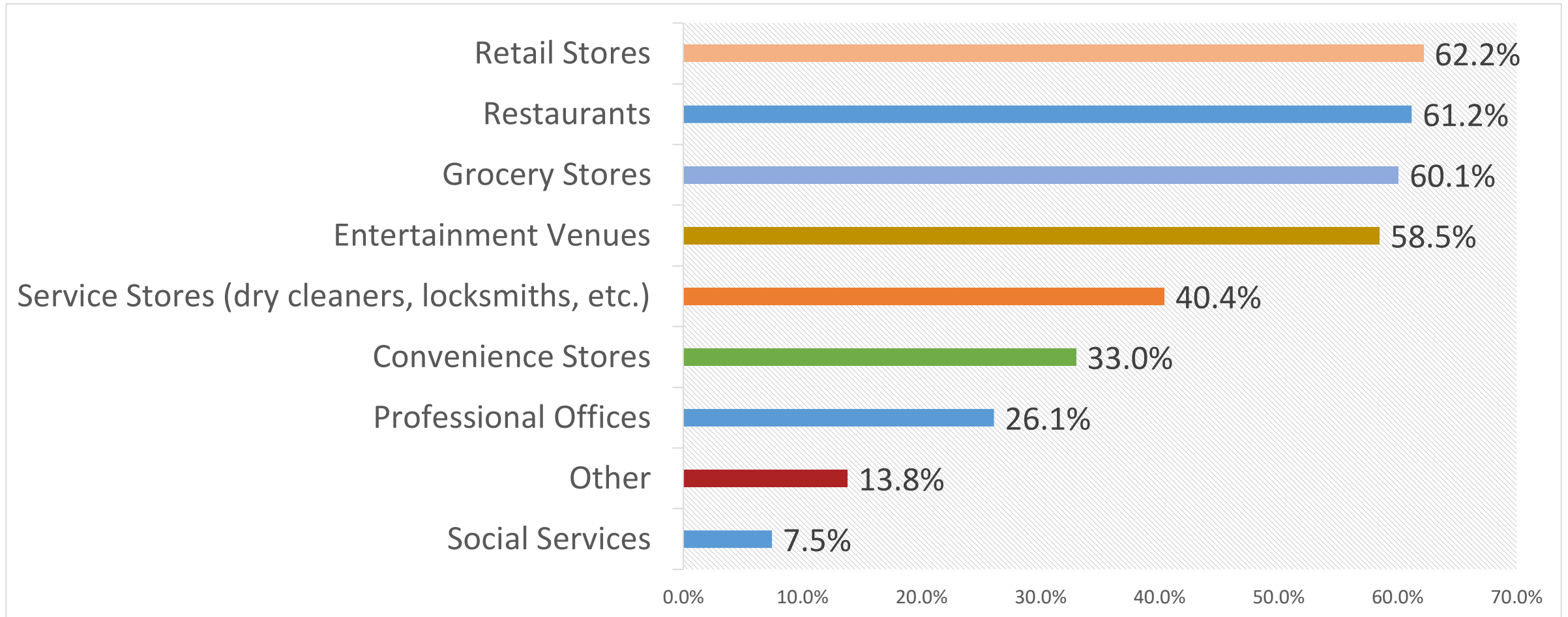


Describe the New Development in the Rosemary District



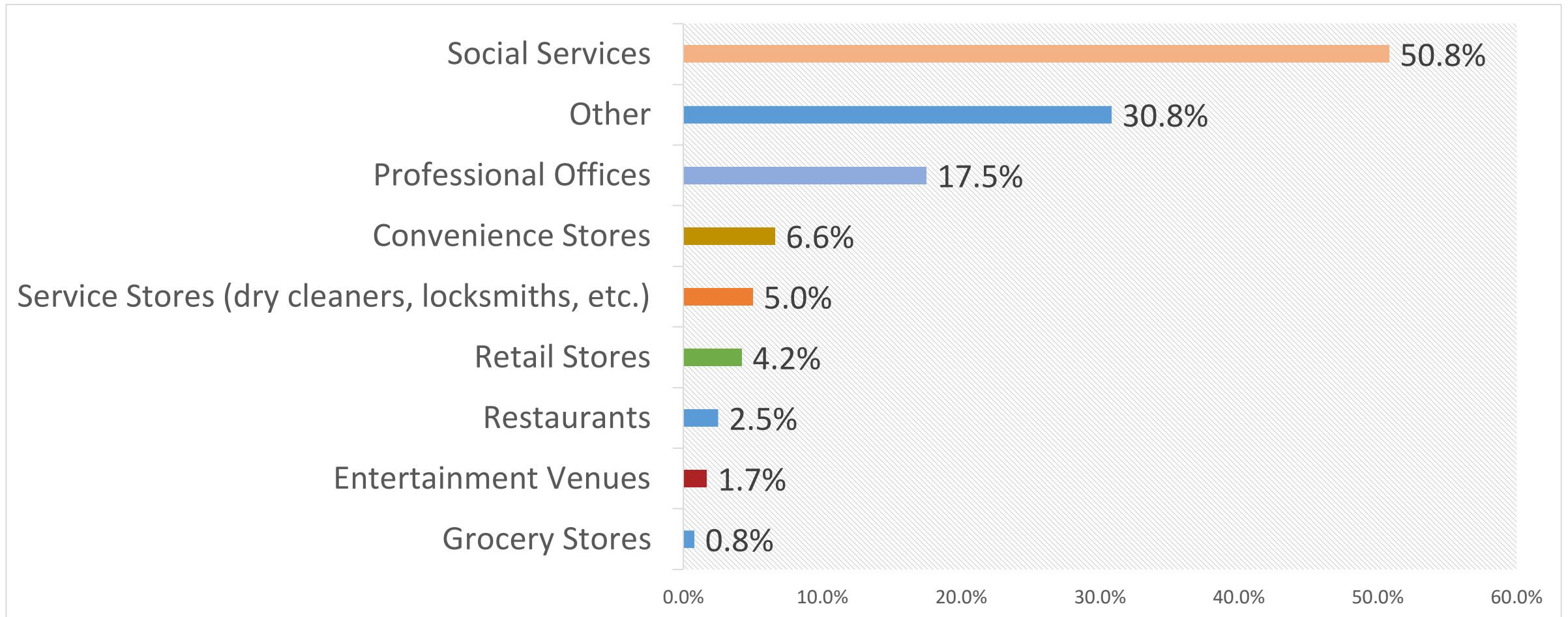


What Businesses and Services Does the Rosemary District Need More Of?



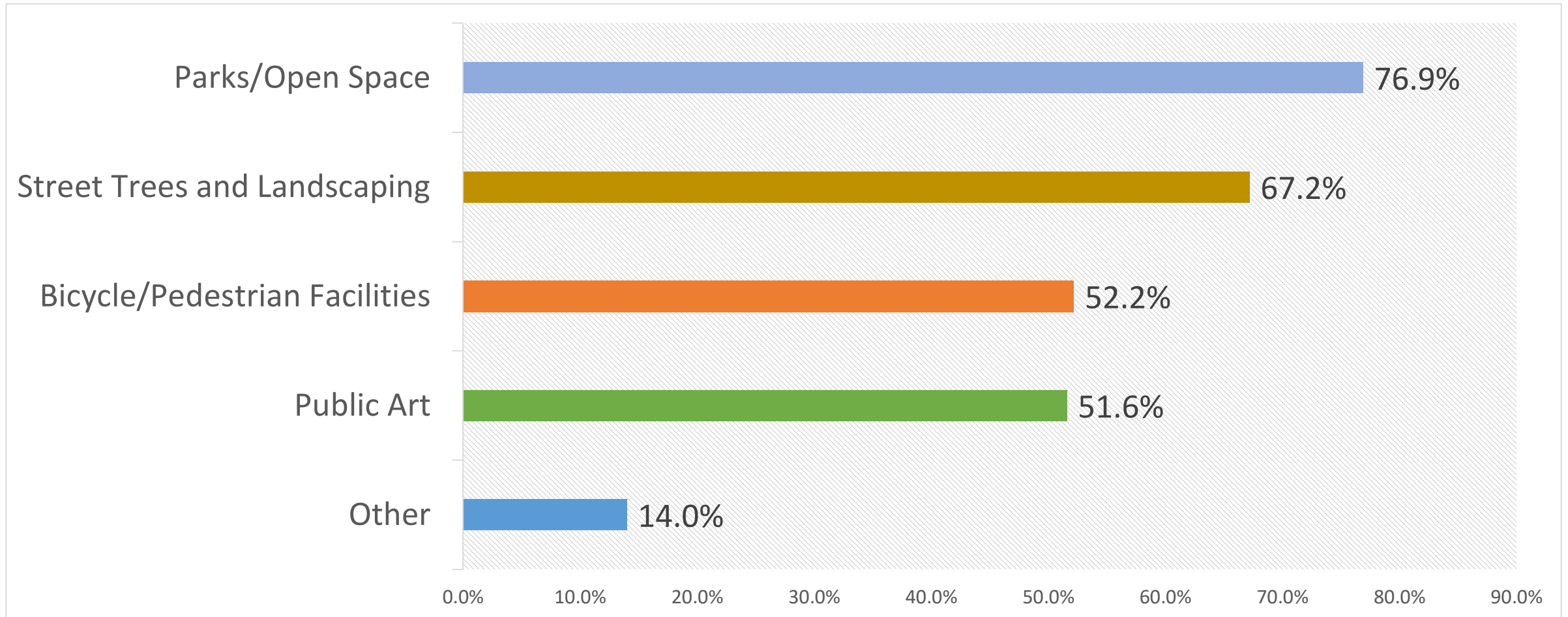


What Businesses and Services Does the Rosemary District Need Less Of?





What Public Amenities Does the Rosemary District Need More Of?



COMMUNITY INPUT – SURVEY



With Only One Hour, Where Would You Take a Visitor?

Lemon Ave Station 400

New Construction **Bayfront** New Projects

Central Ave Mandeville

Restaurants Citrus Square Cityside

Canned Ham Vintage **Lolita Tartine**

Westcoast Black Theatre Troupe **Blue Rooster**

COMMUNITY INPUT – SURVEY



In One or Two Sentences, Describe Your Vision for the Rosemary District.

Friendly Residential Growth Trees Condos
Young Exciting Urban Village Place Identity
Connected to Downtown Walkable
Livable Community
Chic Vibrant Creative Preserve Historic

COMMUNITY INPUT – SURVEY



In One or Two Sentences, Describe Your Concerns About the Rosemary District.

Salvation Army Vagrants Social Services
Cheap Construction **Safety** Apartments Traffic
Trees **Homeless** Gentrification
Condos Density **Green Space**
Unsafe **Development**

COMMUNITY INPUT – SURVEY



Moving Forward, What Should be the Top Priorities for the Rosemary District?

Young Professionals Grocery
Shops Young People Green Space
Businesses Entertainment Venues
Quality Development Community
Relocate Salvation Army Safety
Parking Rosemary Indie Market Plan
Condos for Young Affordable Housing
Walkability Shade Retail Sustainable Growth



Mapping Exercise

Consistent with Survey Results

1. Concern About Large Social Service Organizations
2. Barriers to Connectivity as a Weakness
3. Mixed Opinions About Recent Development
4. Strong Desire for Open Space
5. Restaurants as a Great Strength



Summary

- **Wide Ranging, Balanced Participation**
- **Greatest Strengths Today**
 - Proximity to Downtown
 - Future Potential
 - Walkability
 - Proximity to Bayfront
- **Most Significant Challenges**
 - Homeless Population
 - No Vision or Plan for Future
 - Lack of Parks, Open Space
 - Barriers to Connectivity: Downtown and Bayfront



Summary, Continued

- **Description of District Today**
 - Has Potential
 - Urban, Edgy, Creative, Diverse
 - Walkable
- **Description of Future**
 - Walkable
 - Creative, Vibrant, Distinctive
 - Safe
 - Connected



Summary, Continued

- **Pace of Development Generally Acceptable**
- **Size of New Development Generally Acceptable**
- **Need More Stores (Especially Grocery and Neighborhood Services)**
- **Need More Entertainment Venues**
- **Too Many Social Service Agencies**
- **Want More:**
 - Parks/Open Space
 - Trees/Landscaping
 - Bicycle/Pedestrian Facilities
 - Public Art



The Rosemary District will be Sarasota's 21st century, complete live/work/play neighborhood, strategically adjacent to traditional downtown, the Bayfront and established residential neighborhoods, but with its own distinct identity. The neighborhood's cultural and architectural history will be respected, while creativity, innovation and the arts are celebrated. Public policies and investments, new developments and business, and events and activities that contribute to a vibrant, human scale neighborhood should be encouraged, and safe and active street life, diversity, and authenticity should be promoted.



- 1. Develop the District as a Complete “Live, Work and Play” Neighborhood** through more varied housing types and prices, more job creating businesses, more neighborhood stores and restaurants, and more entertainment options.
- 2. Promote Walkability Within the District** through safe and comfortable sidewalks, interesting and attractive street-level experiences, pedestrian endpoints and destinations, and better wayfinding.
- 3. Enhance Public Safety and Security in the District** through enforcement of laws, more positive activity in the public realm, enhanced police presence, and better coordination between the neighborhood, law enforcement, and social service agencies.



- 4. Promote Pedestrian and Bicycle Connectivity Between the District and Downtown, the Bayfront and Adjacent Neighborhoods** through new, well designed, high quality and safe means of connectivity.

- 5. Respect and Celebrate the District's Cultural and Built History** through identification, understanding and education, recognition, and preservation of these resources.

- 6. Enhance the Presence of Nature in the District** through the addition of neighborhood and pocket parks, and enhanced landscaping in the streets and sidewalks.



7. **Recognize and Celebrate the District's Distinctiveness and Authenticity** through actions and programs that attract unique local businesses, facilitate the preservation and growth of the artistic community, integrate progressive public art into the District, promote more expressive architecture, and celebrate the District's special attributes.

8. **Provide Increased Support for the District's Local Businesses** through additional public parking, developing and implementing a District identity program, establishing unique events and festivals, and enhancing public safety.

9. **Balance Regional Social Service Needs with the District's Disproportionate Share of Social Service Providers** through better communication with existing social service organizations, careful consideration of the impacts of any proposed expansions or new facilities, and encouraging more broadly-based, regional solutions to regional challenges.



1. Late April

- Complete Vision Statement and Guiding Principles
- Kimley-Horn Begins to Develop Plan Recommendations

2. May/June

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



THANK YOU!

WEBSITE: www.rosemarydistrictplanning.com