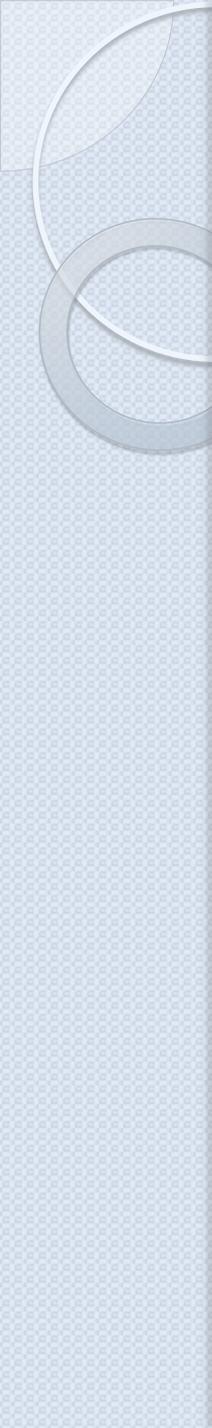




CULTURAL PARK CONCEPT PLAN

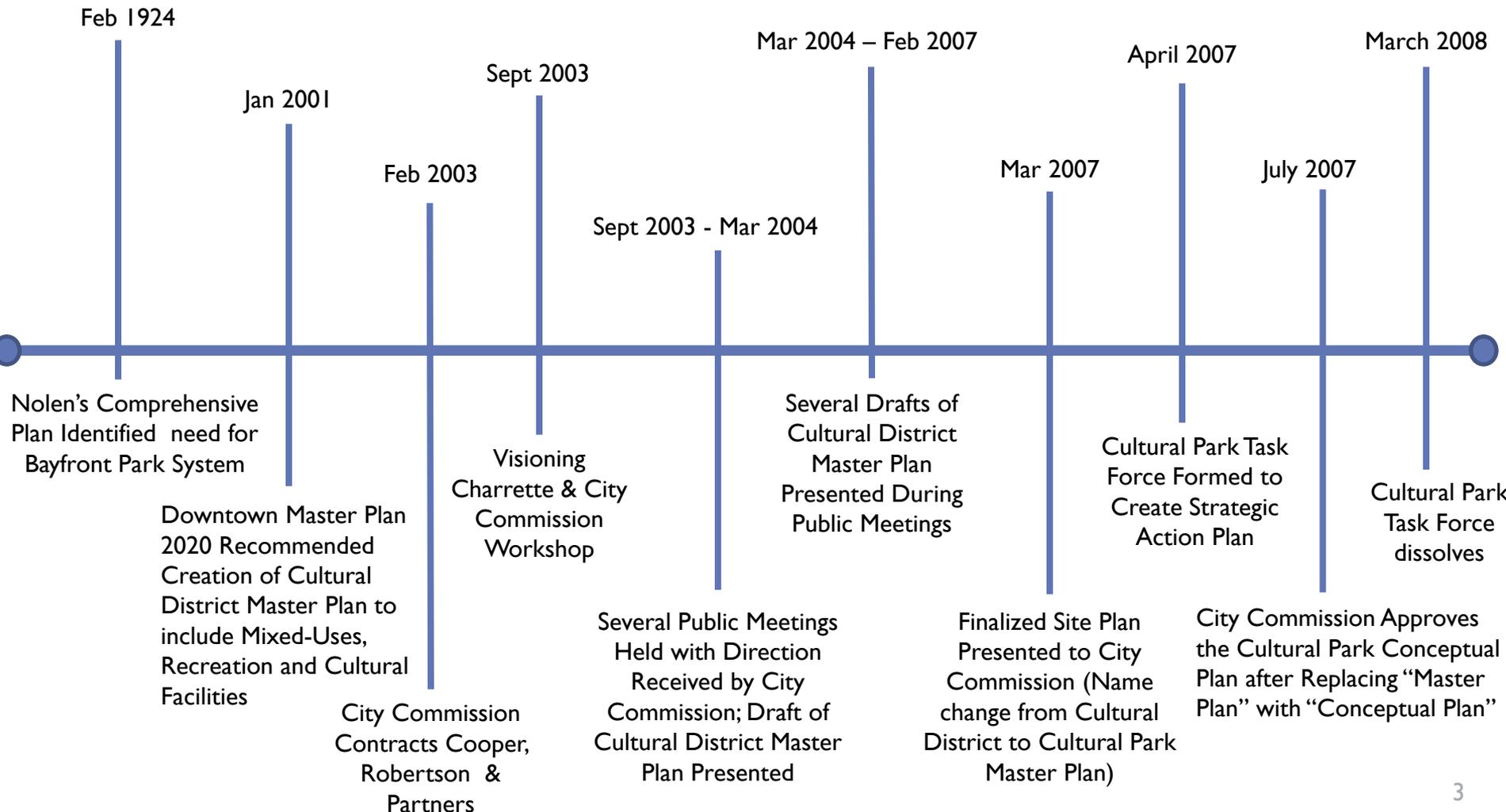
Adopted July 16, 2007



History

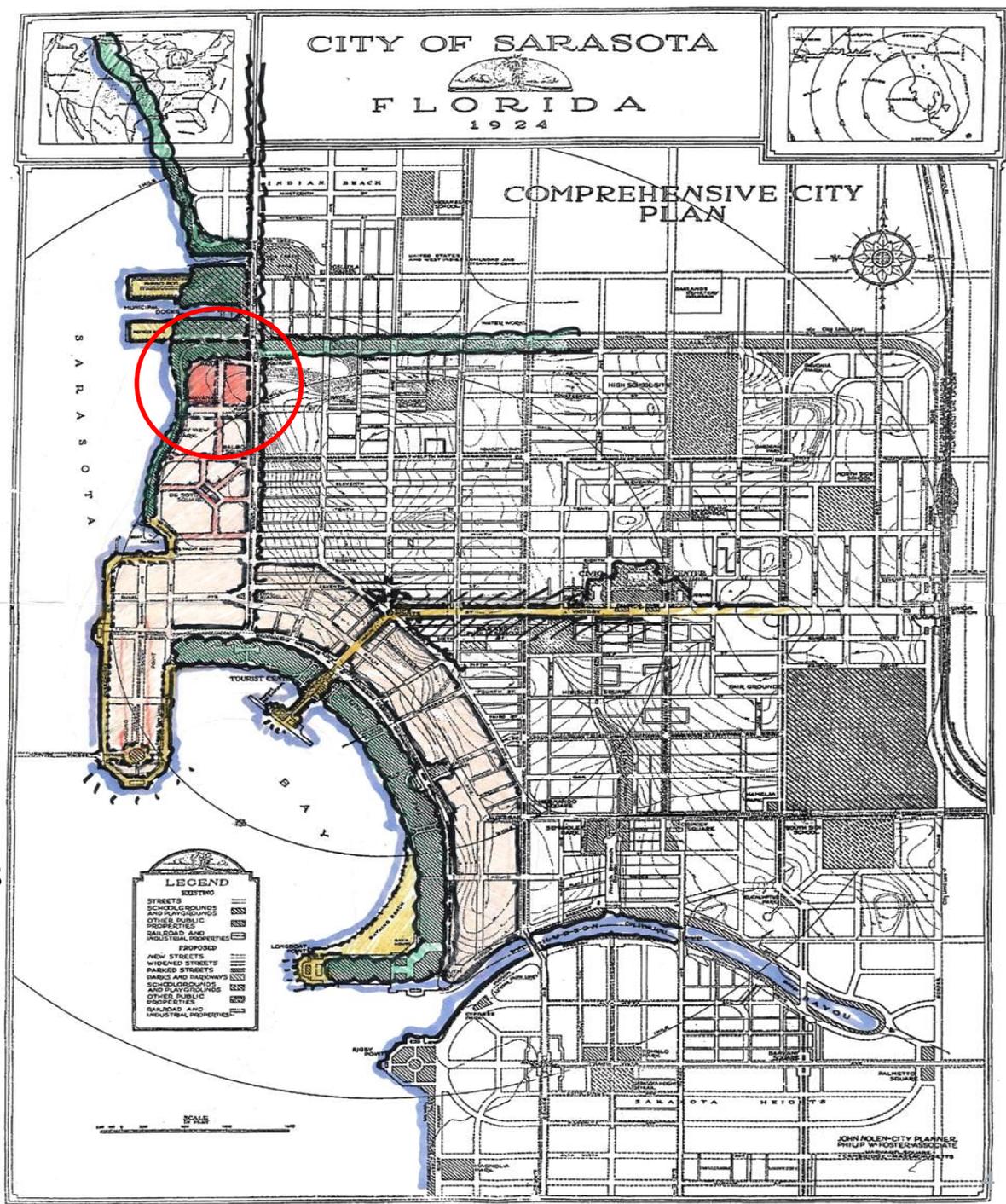
Cultural Park Concept Plan

- Historical Timeline



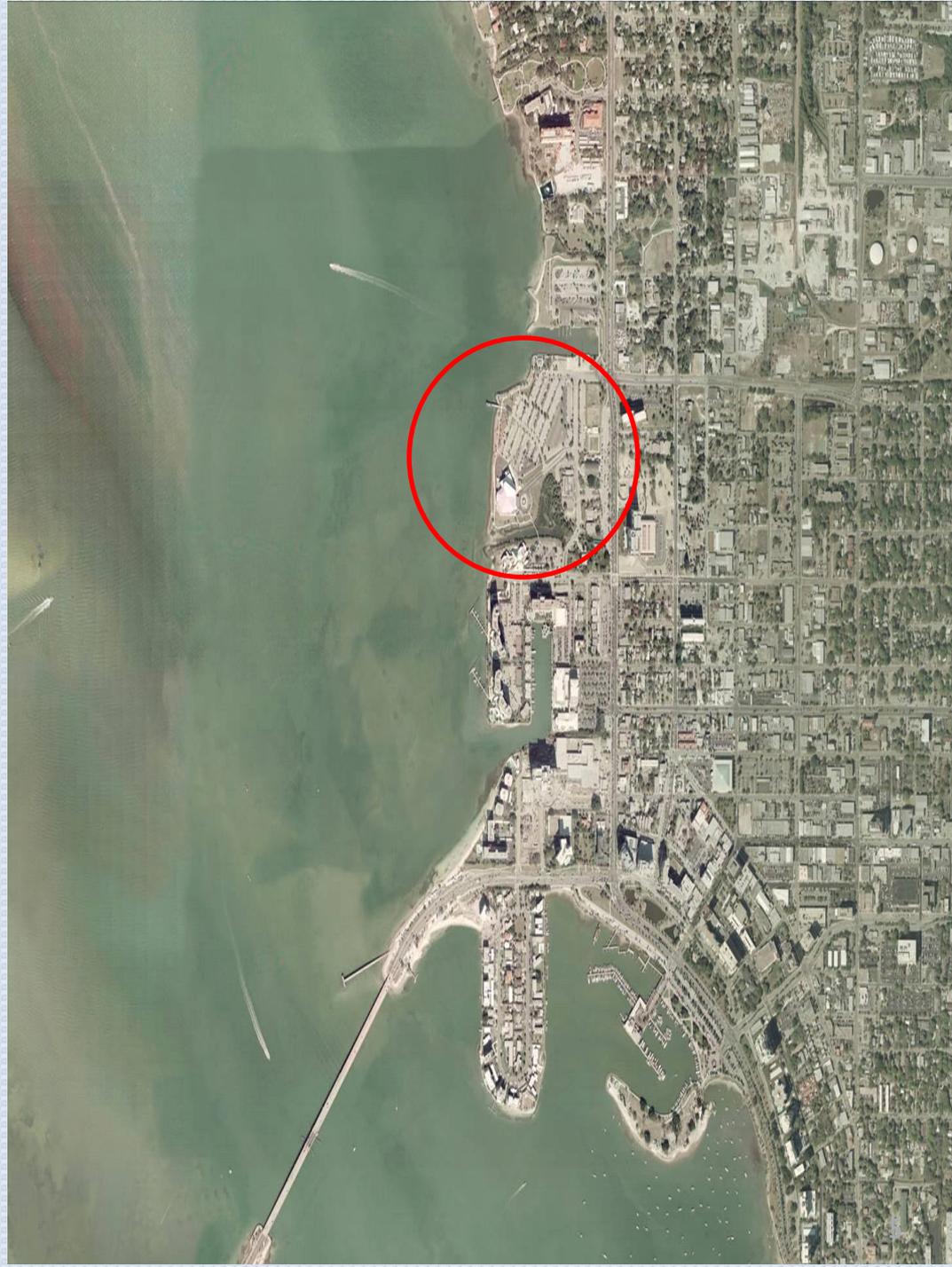
Nolen Master Plan

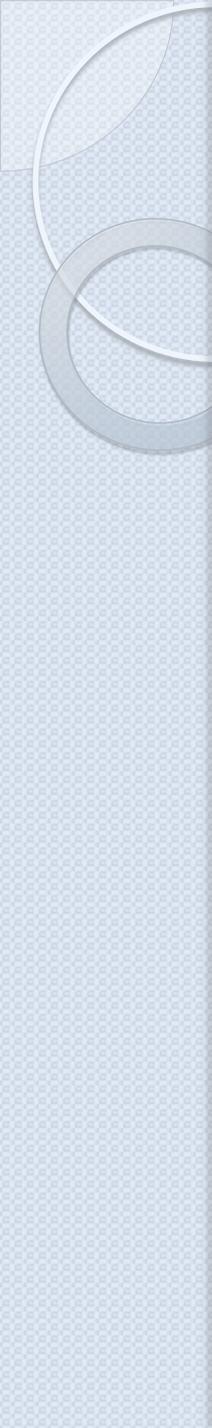
- Celebrate Bayfront as City's Greatest Asset
- Reserve Bayfront
 - Public Park Space
 - Public Gathering Opportunities
 - Waterfront Access
- Provide Direct Access to Abutting Parcels and Neighborhoods



Downtown Master Plan 2020

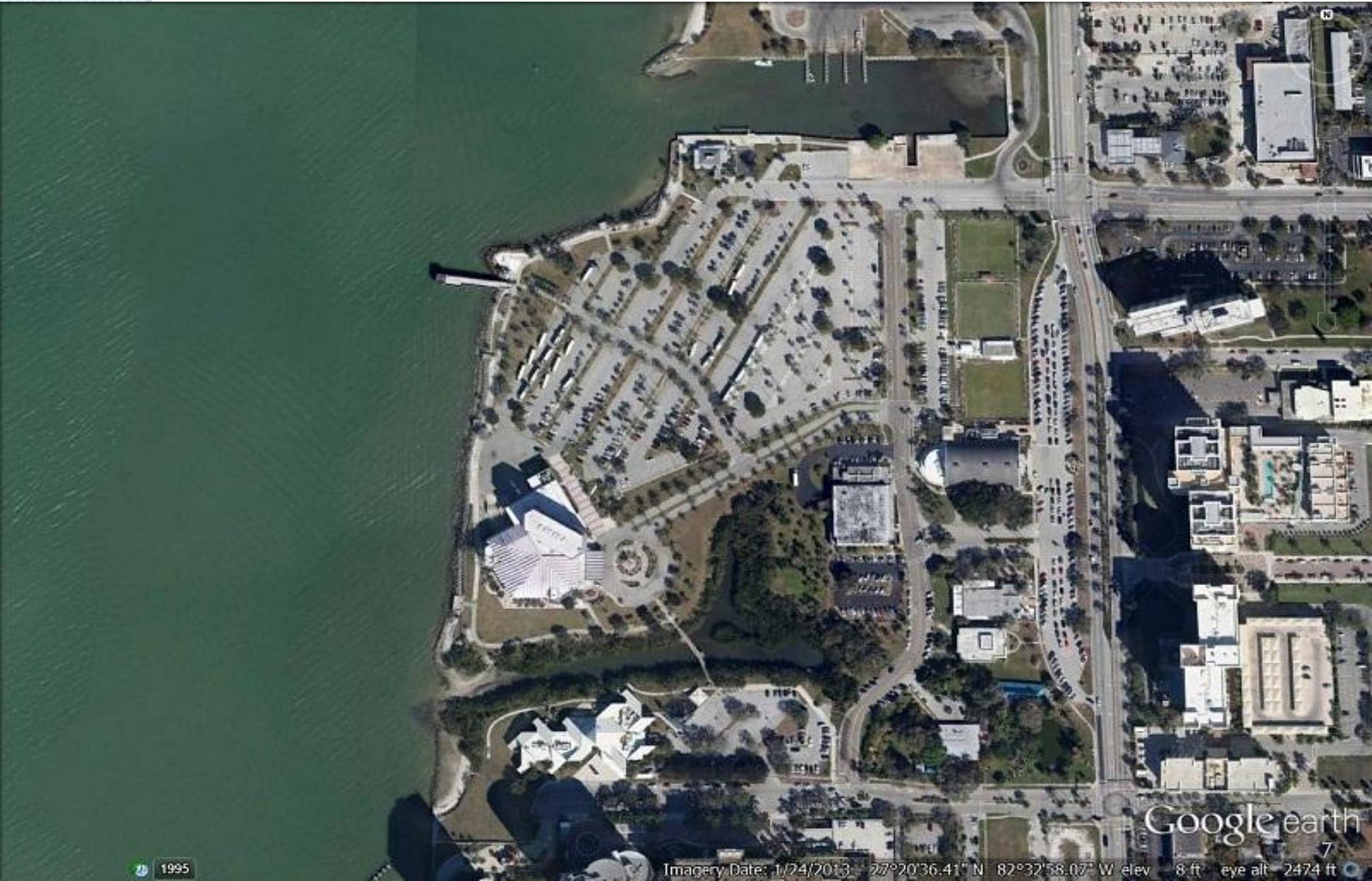
- City's Most Prominent Location
- Site Vastly Underutilized
- Valuable Potential Useful Park Land is Given Over to Surface Parking
- Recommends a Well-Planned and Carefully Structured Public/Private Partnership
 - ✓ Increased Cultural Uses
 - ✓ Outdoor Live Performances
 - ✓ Special Events
 - ✓ Mixed-Uses to Support





Existing Conditions

Existing Conditions



Circulation Area

Streets	8.5 Acres
Parking Lots	<u>15.3 Acres</u>
Total	23.8 Acres

Open Space 57% of Total Site Area

Waterfront Park	5.3 Acres
Lawn Bowling	2.0 Acres
Garden Club	1.1 Acres
Wetlands	3.9 Acres
Van Wezel Front	0.5 Acres
Other Lawns	<u>2.1 Acres</u>
Total	14.9 Acres

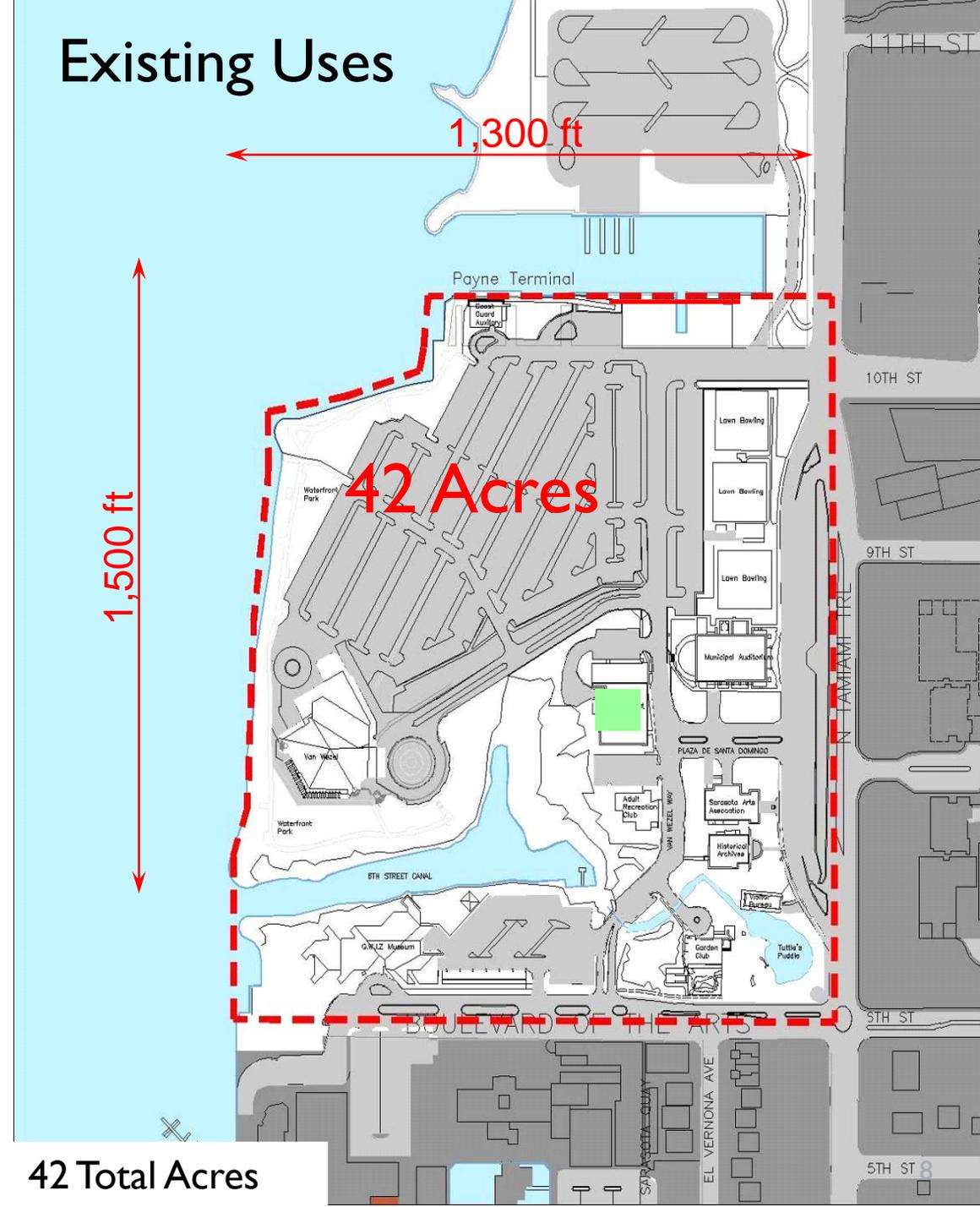
35% of Total Site Area

Building Footprints

Van Wezel	1.1 Acres
G.W.I.Z	.59 Acres
Garden Club	.11 Acres
Visitors Center	.08 Acres
Historical Archive	.16 Acres
Sarasota Arts Association	.22 Acres
West Coast Symphony	.45 Acres
Exhibition Hall	.5 Acres
Coast Guard Auxiliary	<u>.1 Acres</u>
	3.3 Acres

8% of Total Site Area

Existing Uses



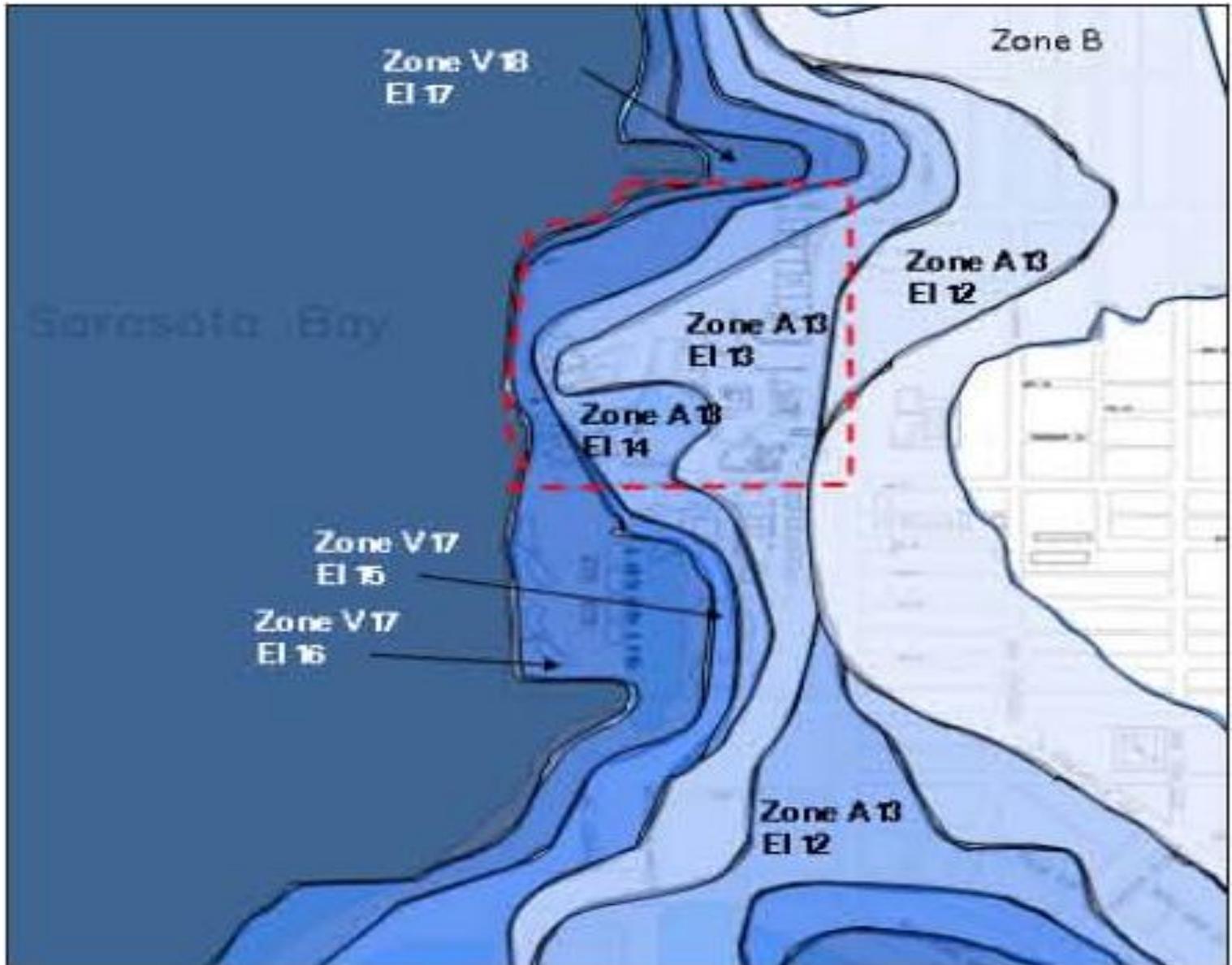
42 Total Acres



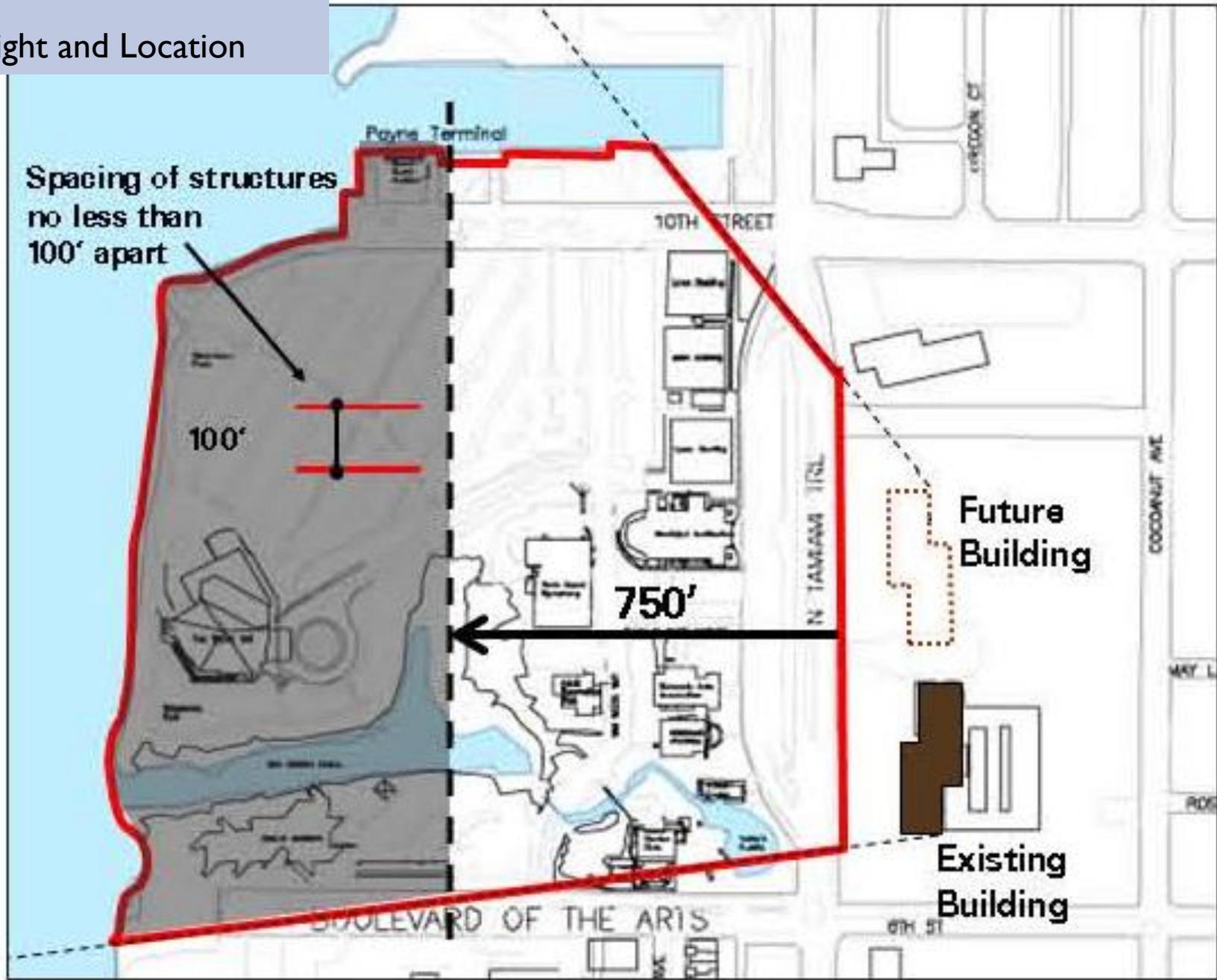
Restriction

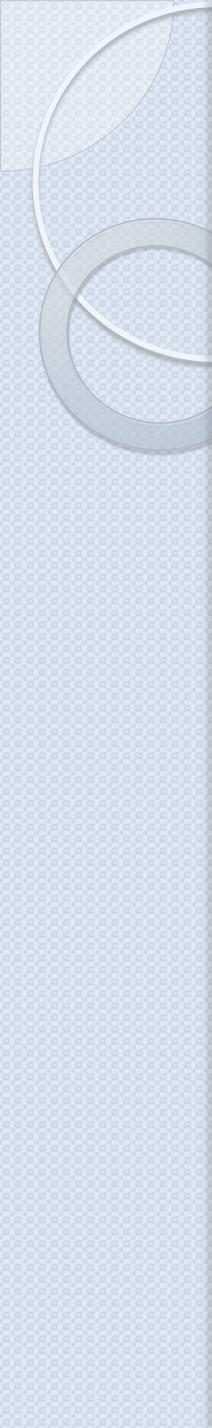
- Municipal Use Only Per Deed
- National Register of Historic Places

Flood Zones - Established 1984



Restriction Building Height and Location





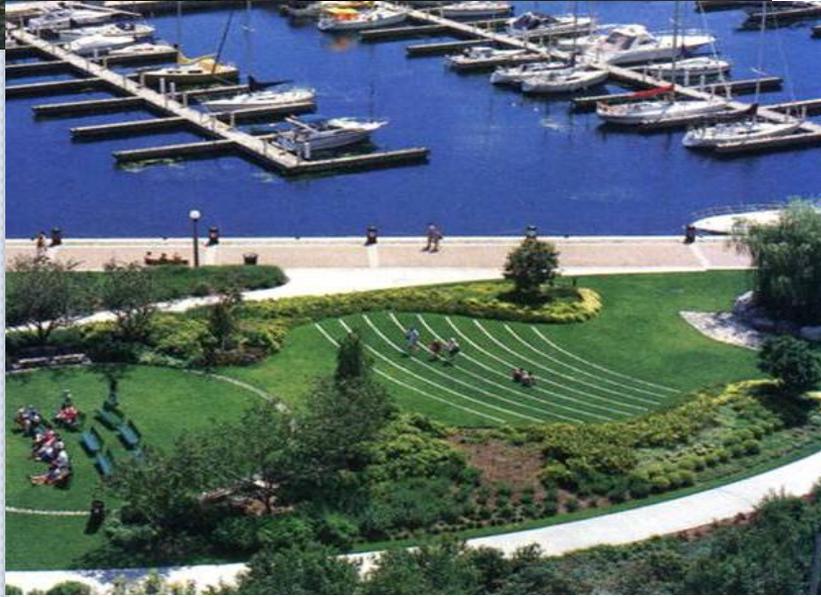
The Vision/Design Principles

The Vision

- The Cultural Park Should be Developed as a Place for all Sarasotans
- The Project Should be Based on Sound Design Principles
- Honor the Nolen and Downtown Master Plan 2020 Ideals

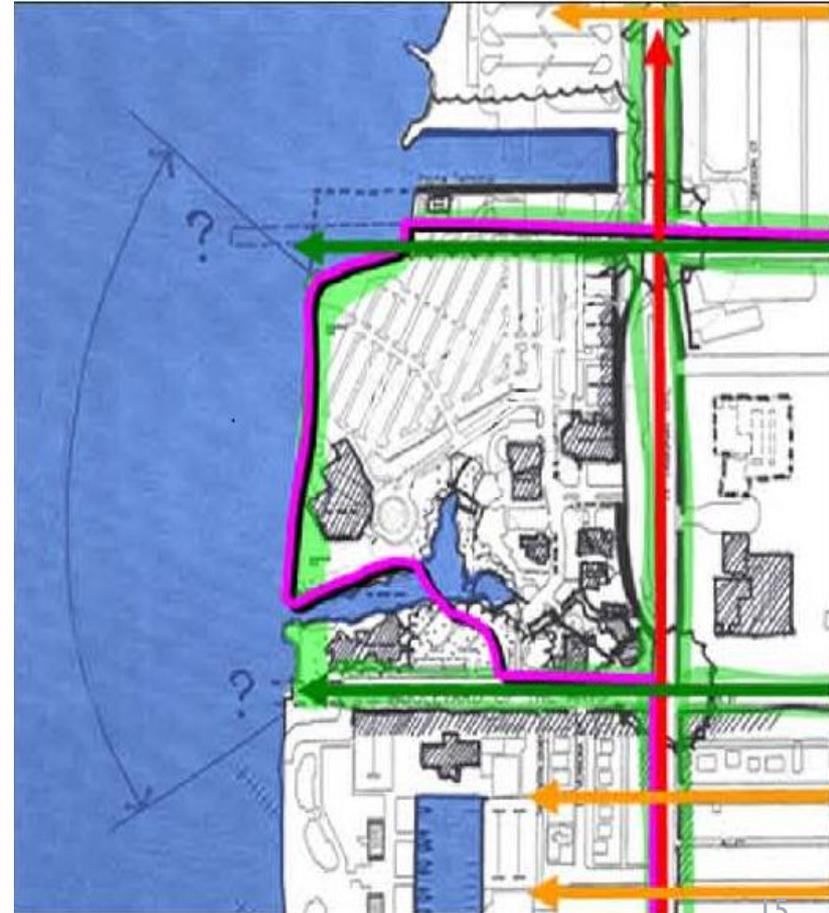
Design Principle - I

- Create a Family-Oriented Recreation Bayfront Park for all Sarasotans that Includes Fishing, Walking, Biking Jogging and Allows for Special Events



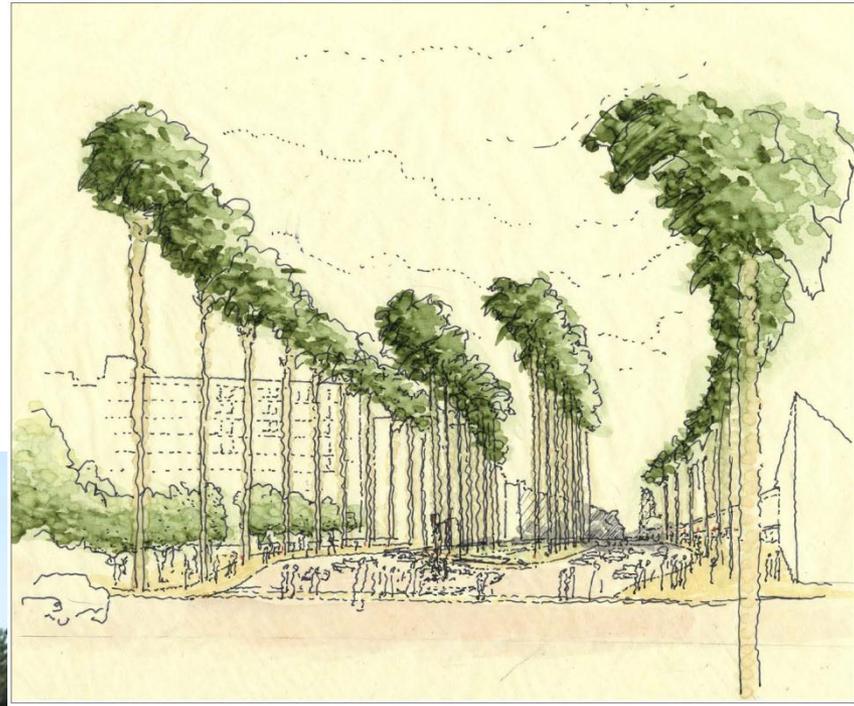
Design Principle - 2

- Create Pedestrian Connection Across Tamiami Trail to Adjacent Neighborhoods and to Downtown



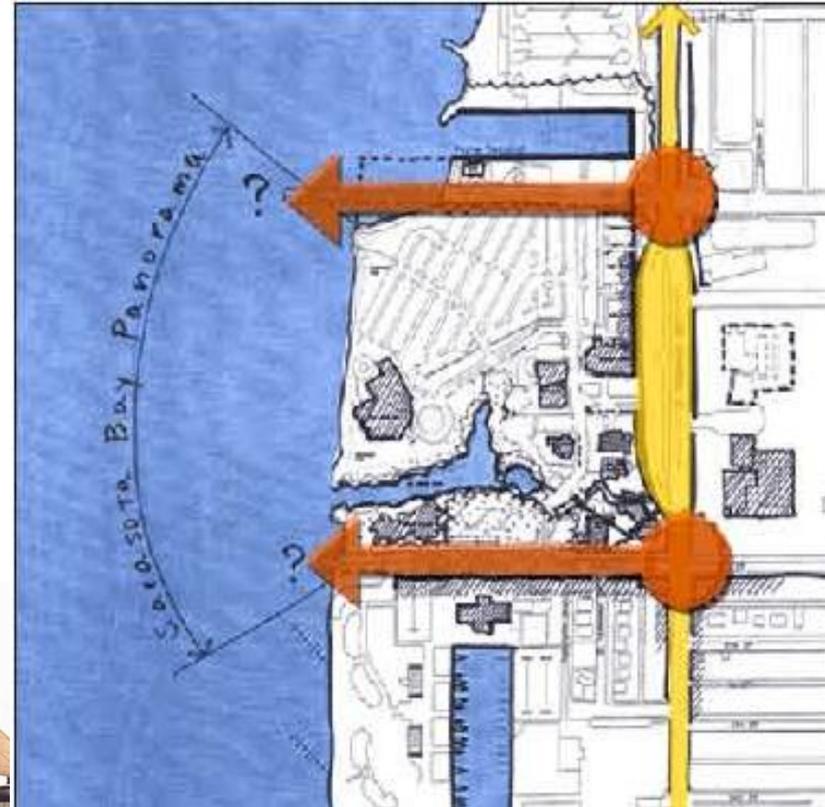
Design Principle - 3

- Establish an Identifiable “Front Door” Image on Tamiami Trail



Design Principle - 4

- Utilize 10th Street and Boulevard of the Arts to Provide Direct Access to the Bayfront as Extensions of the City Grid and Celebrate How They Meet the Bay.



Design Principle - 5

- Parking and Service Should be Shared, Hidden and Supported by Public Transportation.



Mixed-Use		Mixed-Use		Retail	
	Retail	Parking	Mixed-Use	Retail	
10'	Studios		Studios		45'
10'	Studios	10'	Studios		
10'	Studios	10'	Studios		
15'	Retail	10'	Retail		

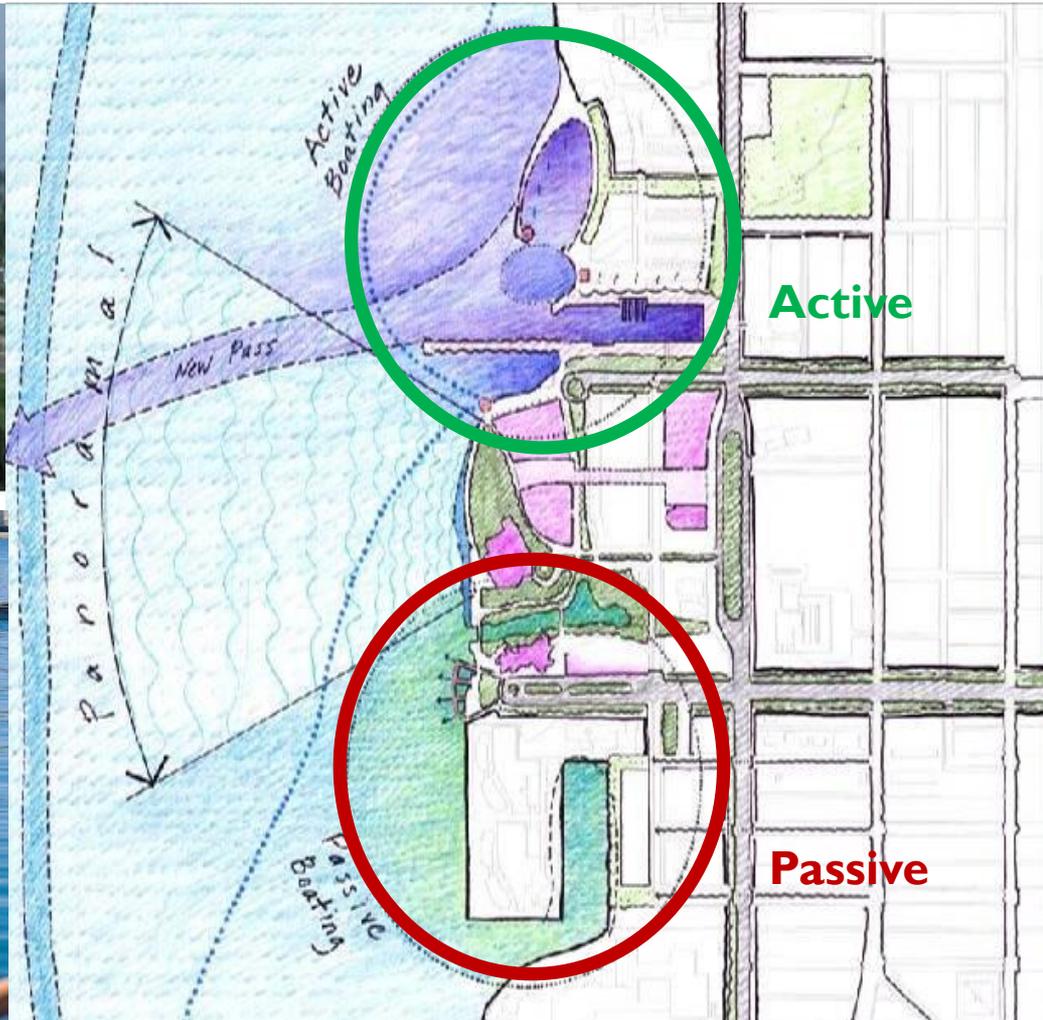
Design Principle - 6

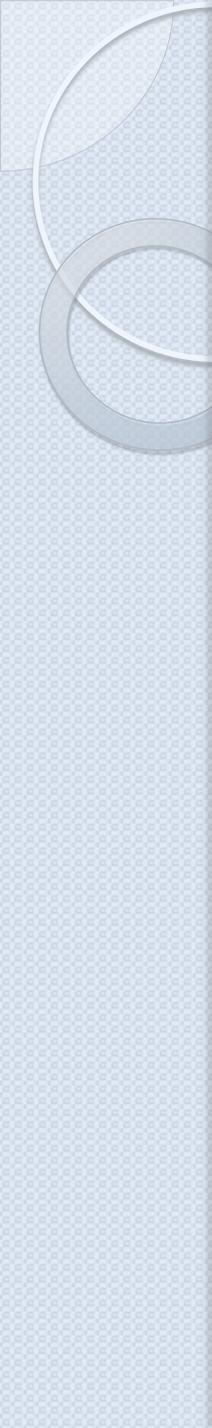
- Provide a Mix of Uses That Enhance the Cultural Experience.



Design Principle - 7

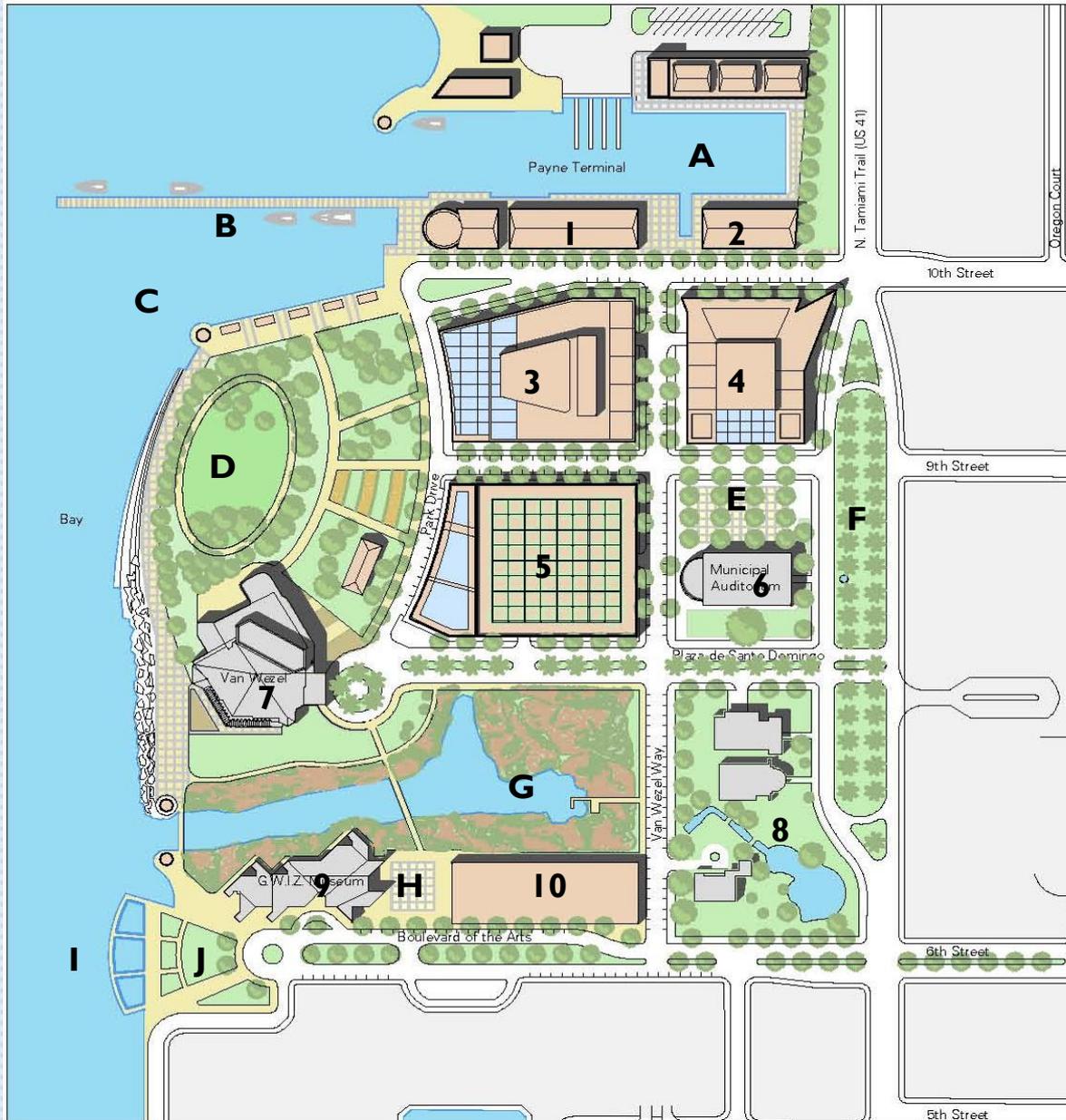
- Celebrate the Bay as Sarasota's Greatest Asset.





The Adopted Concept Plan

Concept Plan



Buildings

- 1 Retail
- 2 Retail
- 3 Major Cultural
- 4 Major Cultural
- 5 Mixed-Use/Parking
- 6 Municipal Auditorium
- 7 Van Wezel Performing Arts Hall
- 8 Existing Cultural Facilities
- 9 Site of GWIZ Hands-On Science Museum
- 10 Cultural/Parking

Open Space

- A Payne Terminal
- B 10th Street Pier
- C Cove
- D Bayfront Park and Esplanade
- E Municipal Plaza
- F Tamiami Trail Front Door
- G Mangrove Wetlands
- H Wetlands Plaza
- I Fishing Pier
- J Sculpture Garden

The Cultural Park Plan



Total Potential New Space

- Cultural Uses: 205,000 – 430,000 gsft*
- Retail-Mixed Uses: 205,000 - 235,000 gsft*
- Parking:

Structural	1,800 spaces
Surface	400 spaces
Nearby	<u>600 spaces</u>
Total	2,800 spaces

*gsft = Gross Square Feet

Total 2007 Conceptual Plan Cost Estimate

- Public Improvement Costs \$26,450,000

- Special Public Improvements
10th Street Pier \$3,500,000

- Private/Public Parking Decks \$56,000,000

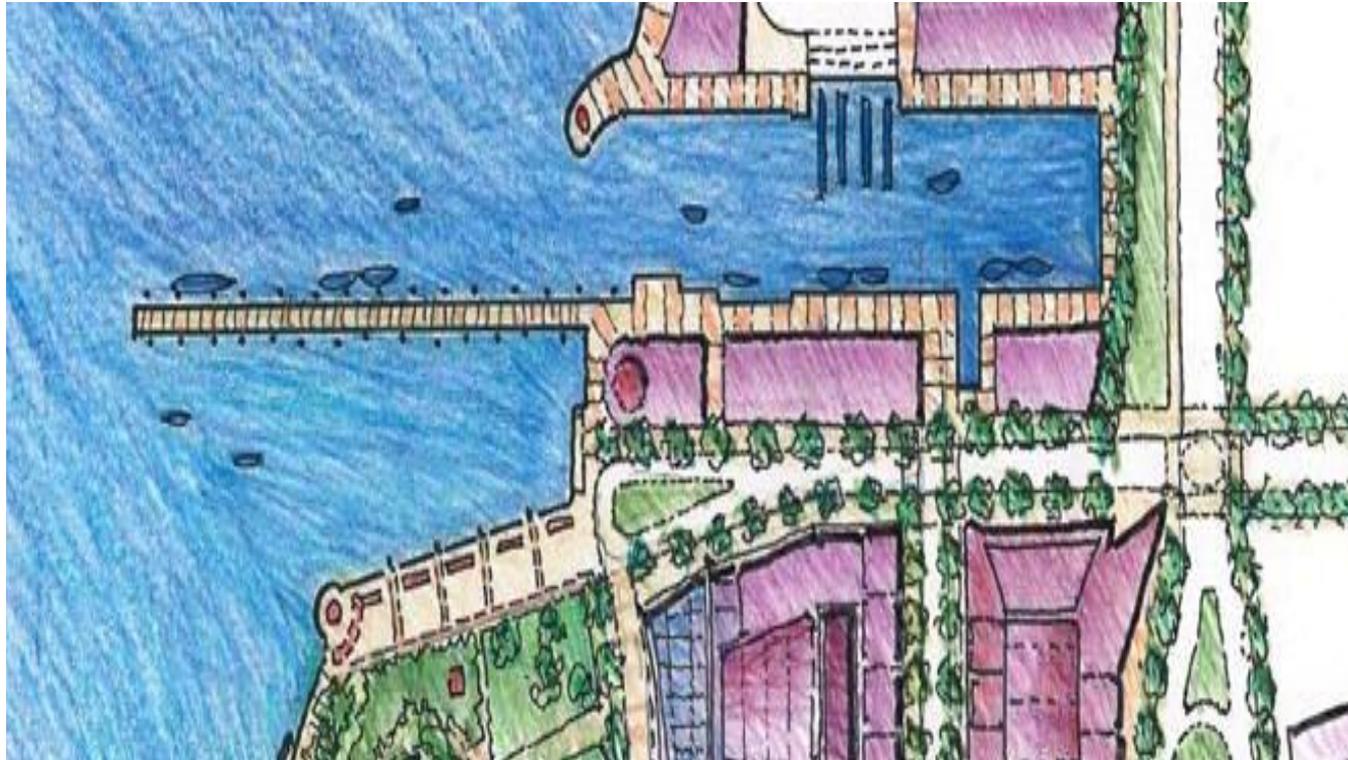
- Total: \$85,950,000

Phase I- 10th Street and the Slip (Years 1-3)



- Relocate the US Coast Guard Auxiliary
- Construct the 10th Street Pier and Payne Terminal Improvements
- Prepare and Implement the Mixed-Uses Parcels on the South Side of Payne Terminal
Total Sq. Ft. = 130,000
Retail, Mixed-Use
- Total Public Improvement Cost = \$3.2M 10th Street
\$3.5M Pier
Total \$6.7M

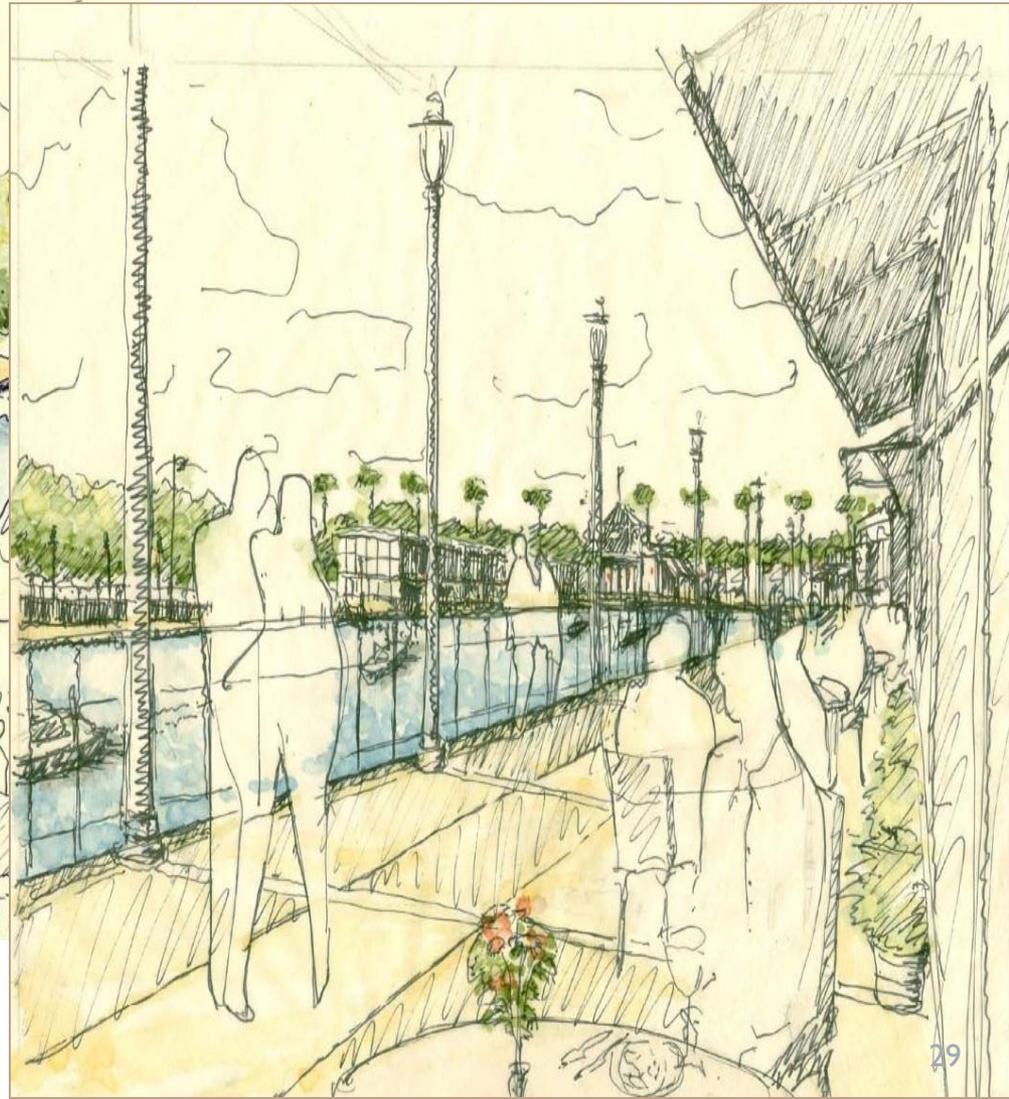
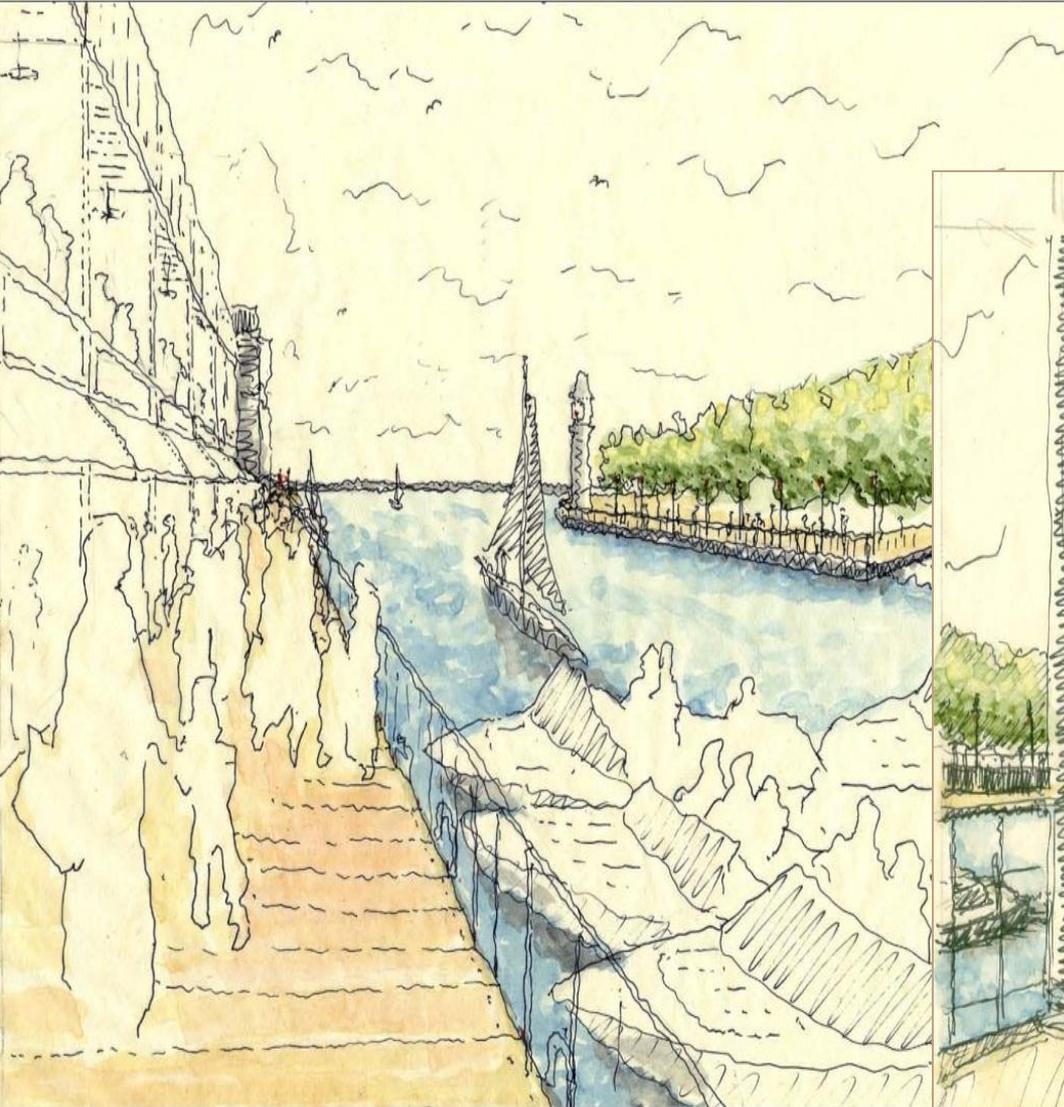
10th Street and Slip



Pier & Waterfront Use Examples



Pier & Waterfront Use Renderings



Phase 2 – The Bayfront (Years 4-6 or Years 7-9)



- Construct Bayfront Park and Esplanade from the 10th Street Pier to the Future Fishing Pier
- Relocate the Pagoda Building from Tamiami Trail into the Park
- Construct Park Drive
- Construct the Western Half of the New East-West Street Linking Van Wezel Way and Park Drive
- Prepare the Major Bayfront Cultural-Use Parcel
- Construct a 6-level Deck (1 below ground, 5 above) Structured Parking Deck

The Bayfront Park & Esplanade

1. Park Drive
2. Upper Gardens & Pagoda
3. Lower Lawns & Informal Performance Space
4. The Baywalk



Bayfront Park Perspective



Phase 3 – Tamiami Front Door (Years 7-9 or Years 4-6)



- Relocate the Three Lawn Bowling Fields
- Construct the Tamiami Trail Linear Park
- Construct the Eastern Half of the new East-West Street Linking Van Wezel Way and the Realigned Tamiami Trail
- Prepare the Major Cultural-Use Parcel on Tamiami Trail
Total Sq. Ft. = 62,000-180,000
Cultural Use;
5,000 Retail, Mixed-Use
- Total Public Improvement Cost = \$4.3M

Tamiami “Front Door”



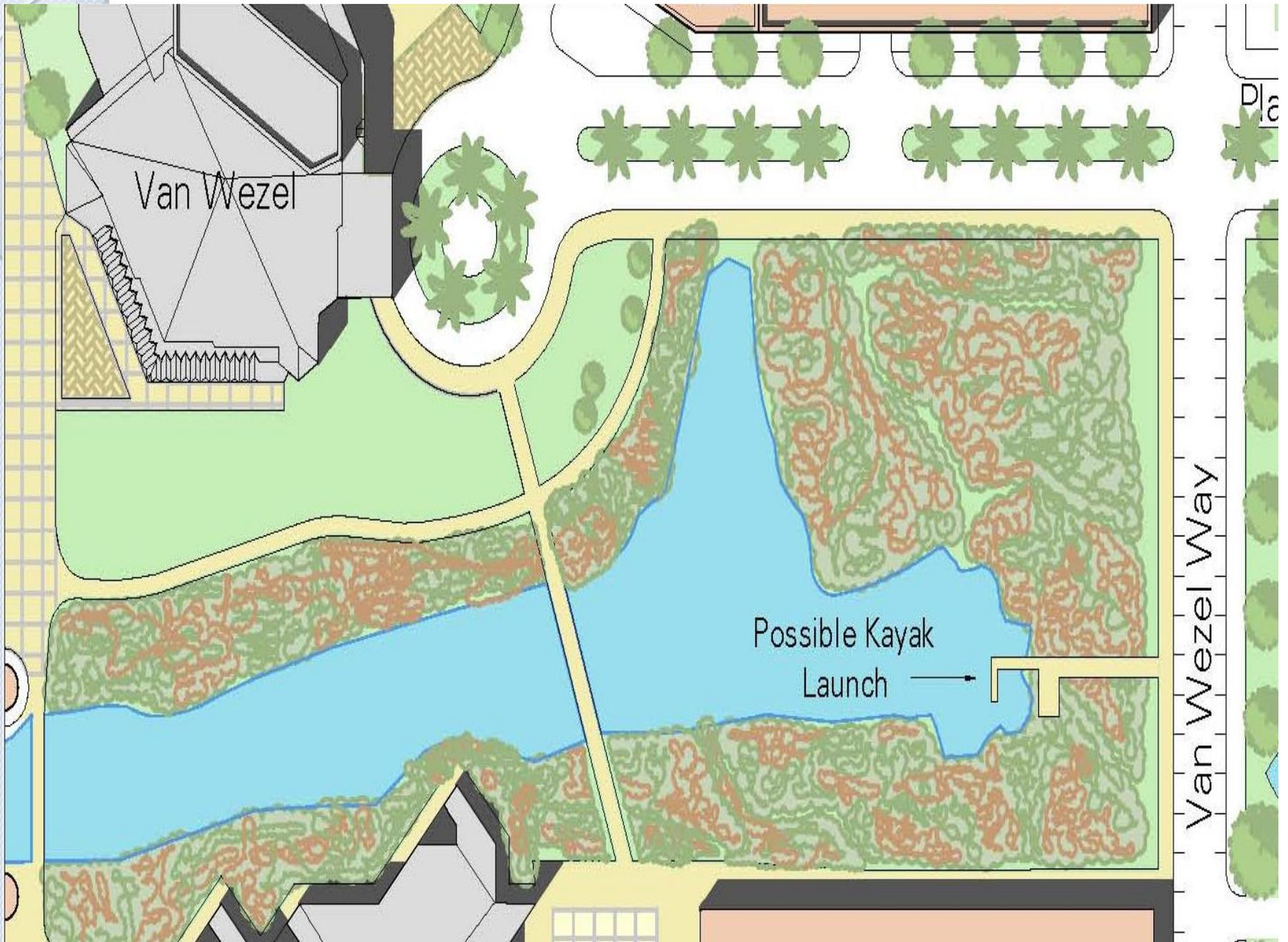
Tamiami “Front Door”

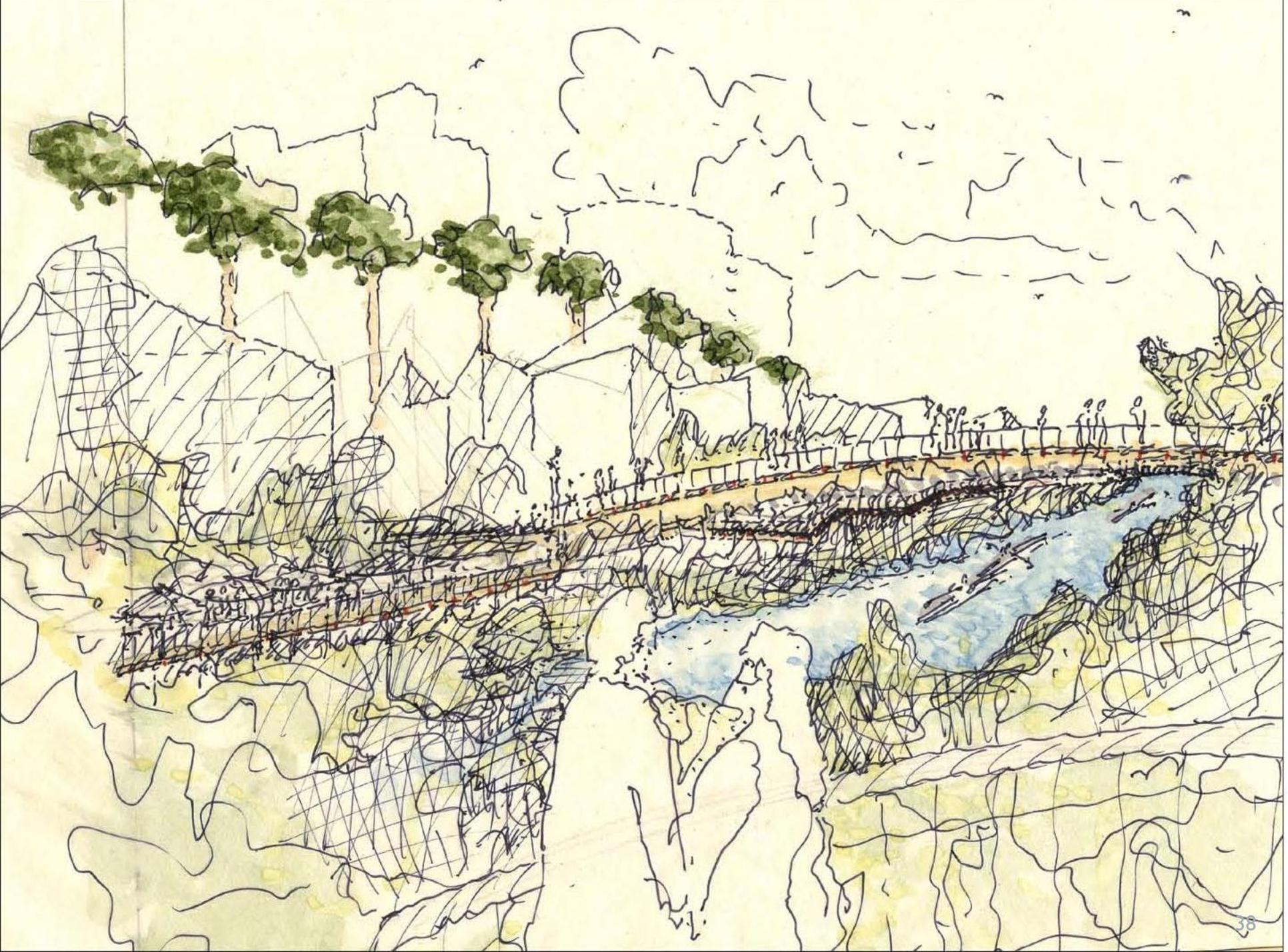


Phase 4 – The Wetlands (Years 10-12)

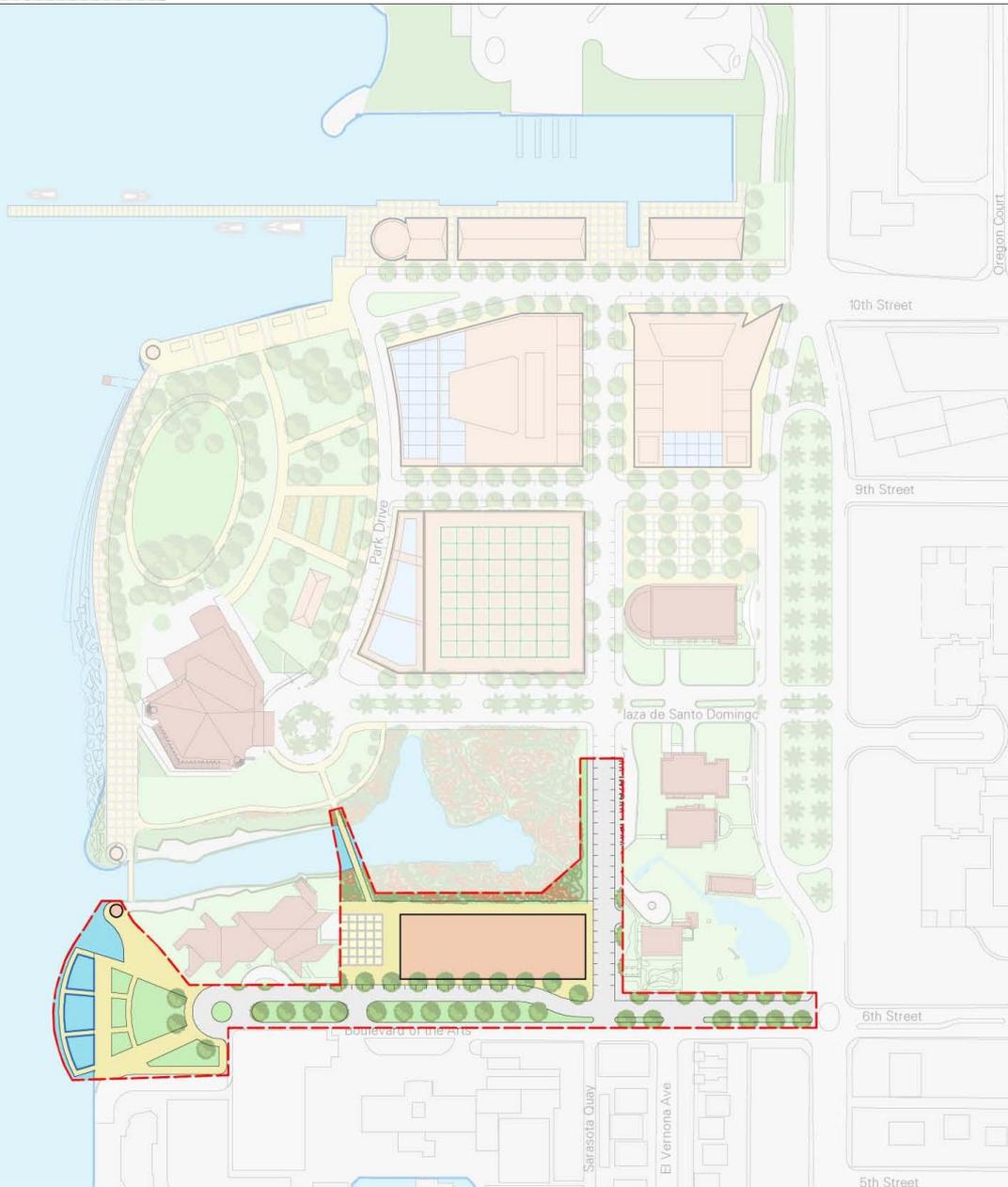


- Relocate the Florida West Coast Symphony to a New Building
- Construct the New Extension of Plaza Santo Domingo to Van Wezel Performing Arts hall and Changes to the Wetlands
- Construct a 6-level Deck (1 below ground, 5 above) Structured Parking Deck
- Total Sq. Ft. = 30,000-45,000 Retail, Mixed-Use;
900 Structured Parking
- Total Public Improvement Cost = \$2.9M
- Public/Private Parking Deck Cost = \$28M





Phase 5 – Boulevard of the Arts



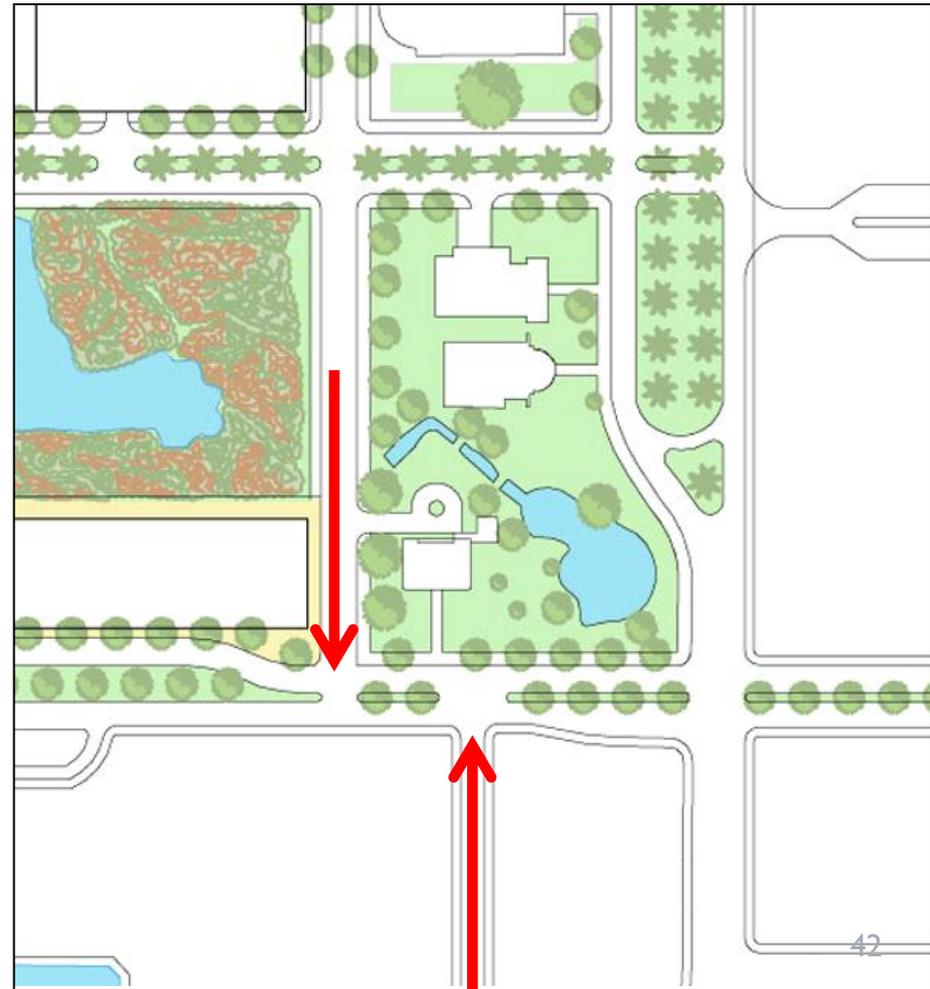
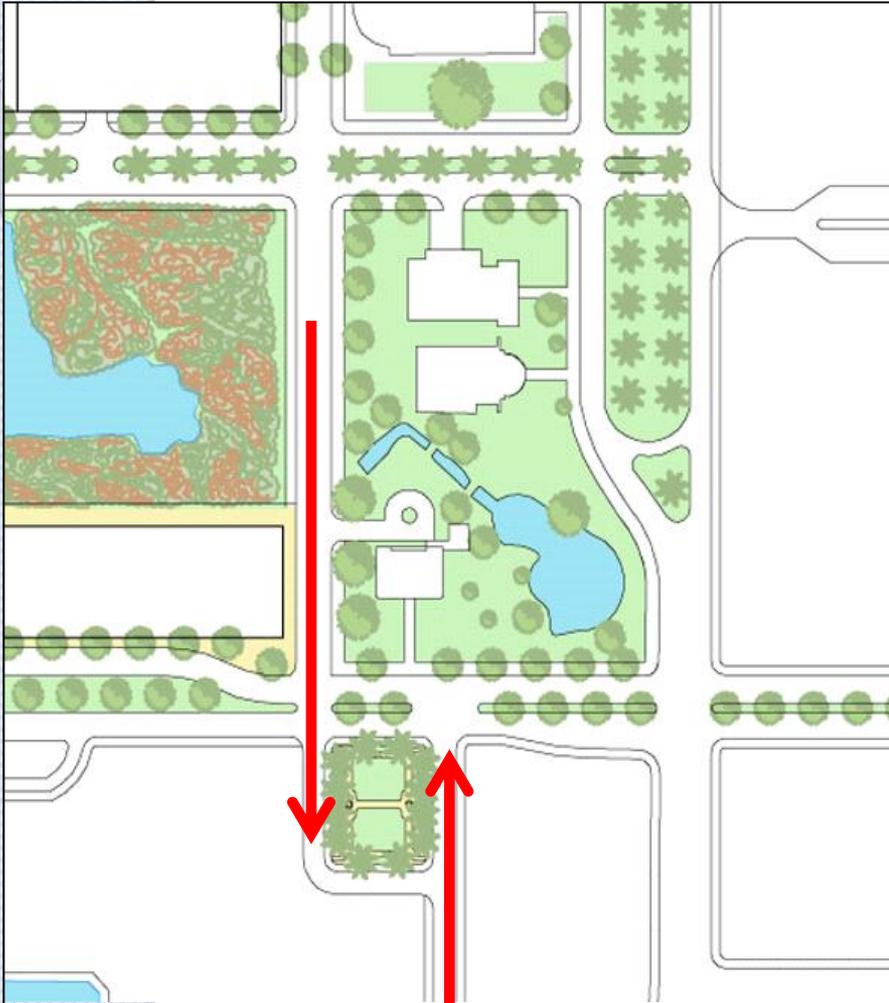
- Relocate Significant Trees and the Garden Club Butterfly Garden
- Realign the Southern Third of Van Wezel Way
- Construct the Wetlands Plaza and Expand Easterly the Surface Landscaped Parking
- Construct the New Pedestrian Bridge Linking Van Wezel Performing Arts hall to the Wetlands Plaza
- Construct Boulevard of the Arts Improvements
- Construct the Sculpture Garden and the Fishing Pier
- Total Sq. Ft. = 25,000-45,000 Cultural Use
- Total Public Improvement Cost = \$4.45M



Terminus of Boulevard of the Arts Fishing Pier Examples



Realigned Van Wezel Way

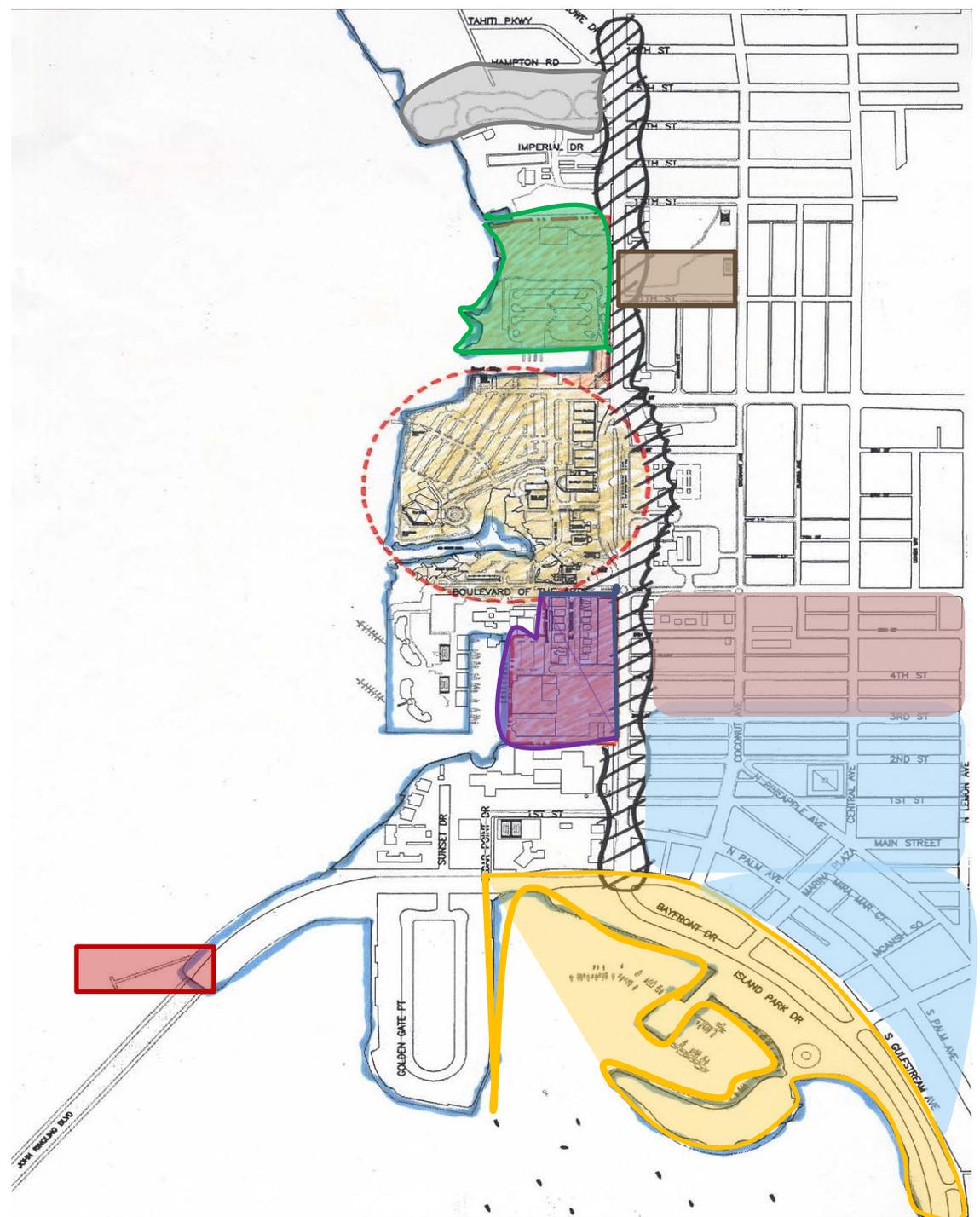


Boulevard of the Arts

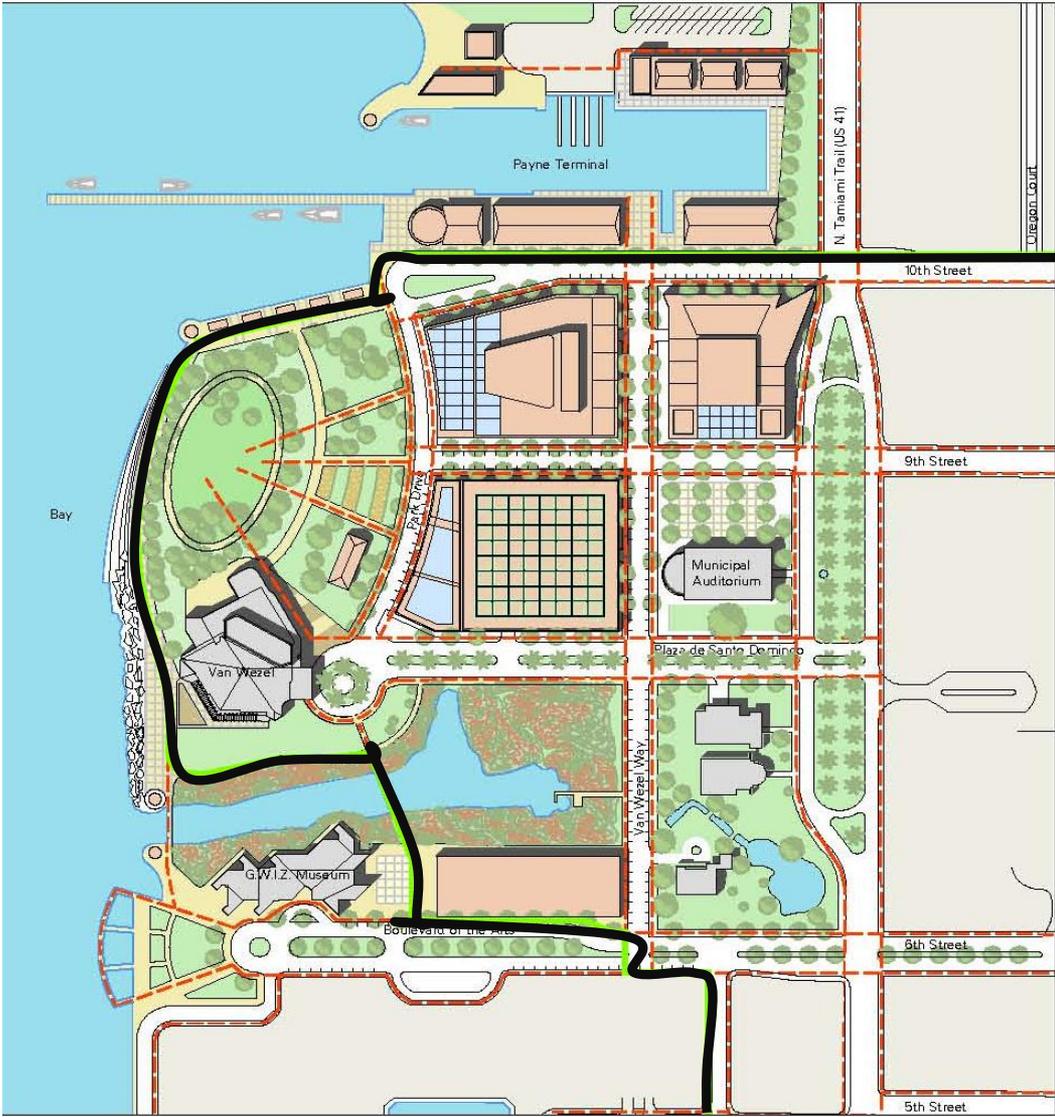


Plan Links Cultural Park to Adjacent Districts

- Whitaker Gateway Park
- Centennial Park**
- Pioneer Park
- Former Quay Site
- Rosemary District
- Downtown
- T.J. Saprito Fishing Pier**
- Bayfront**



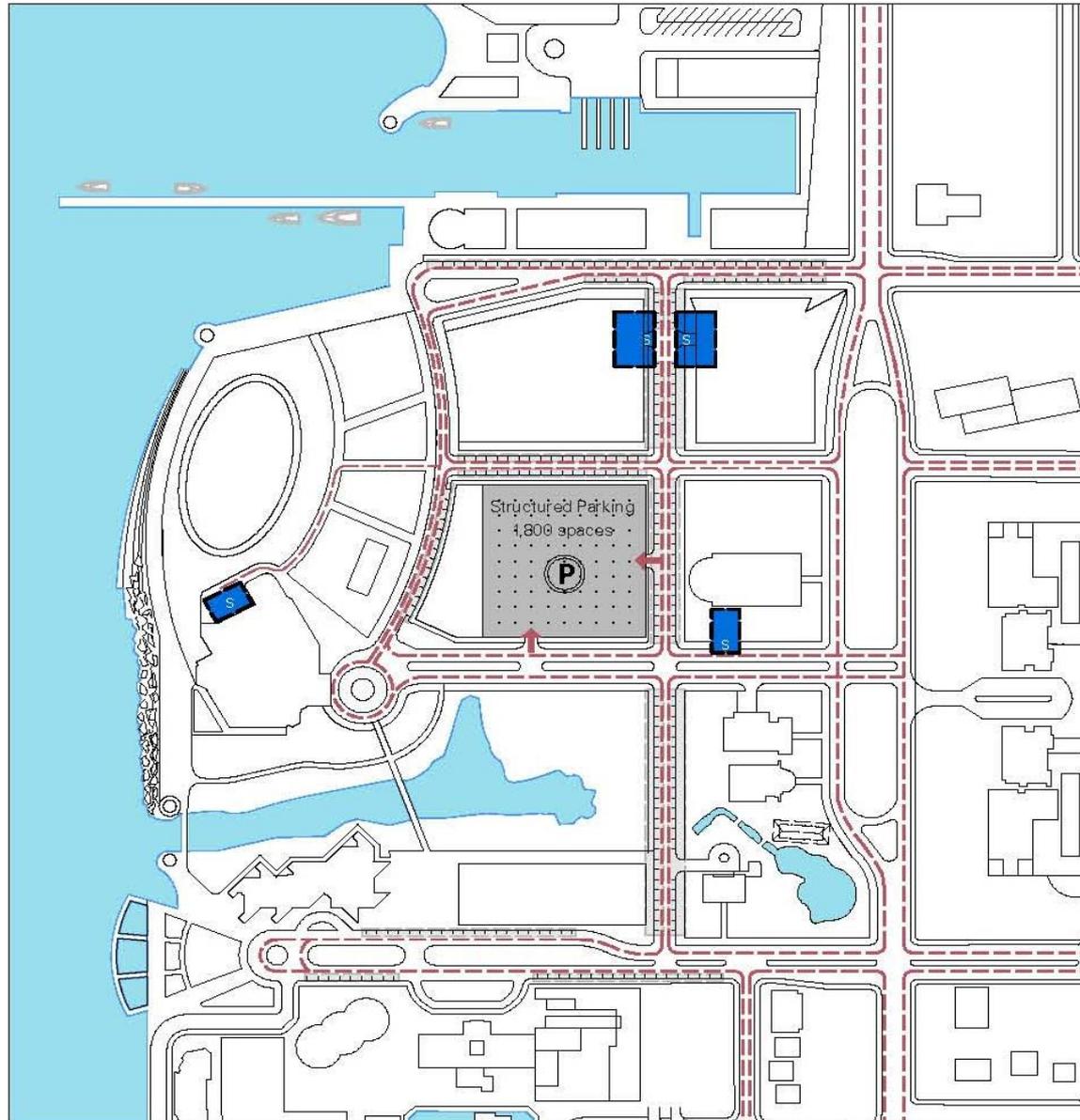
Pedestrian Circulation



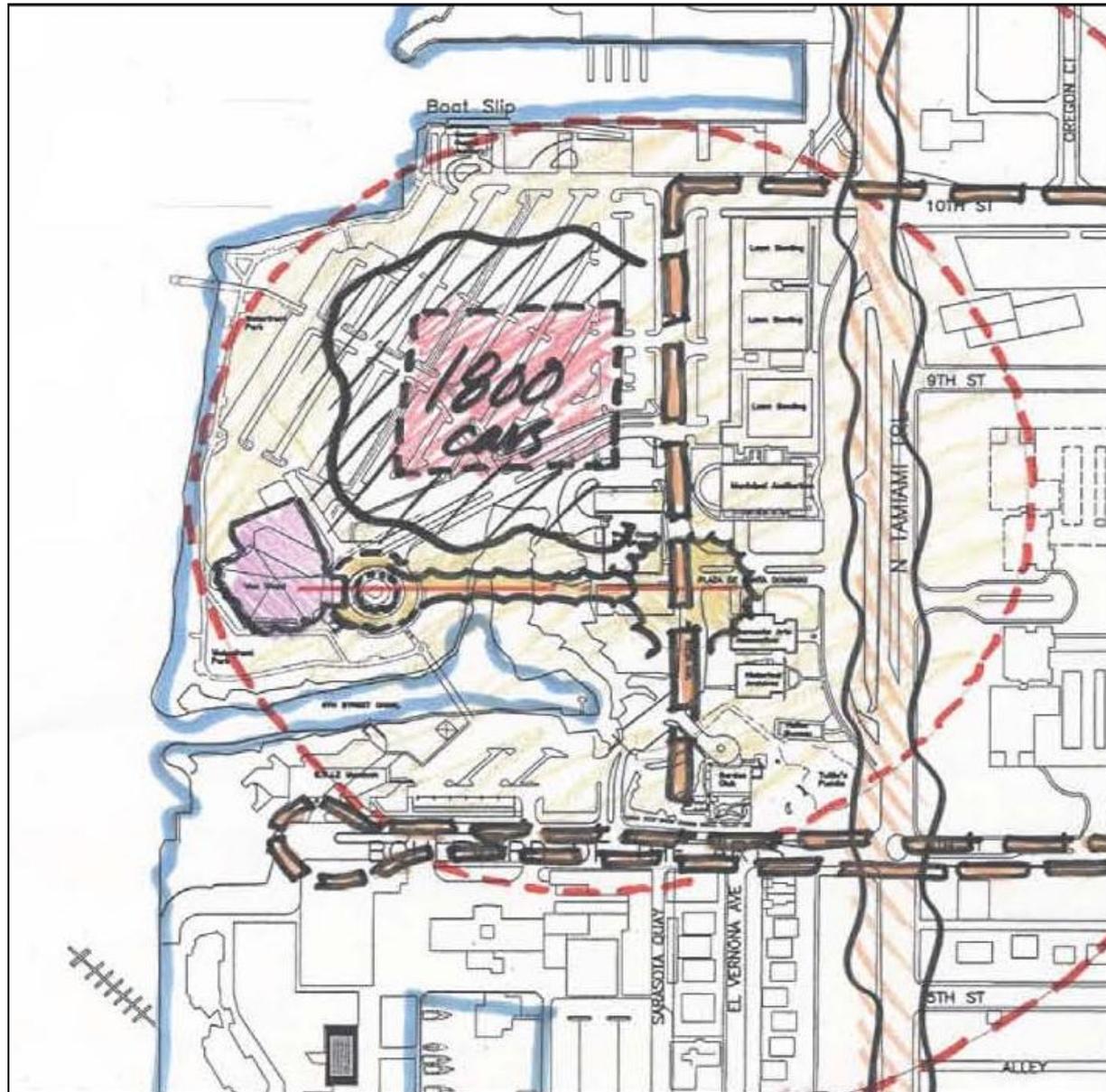
MURT Route

0 400

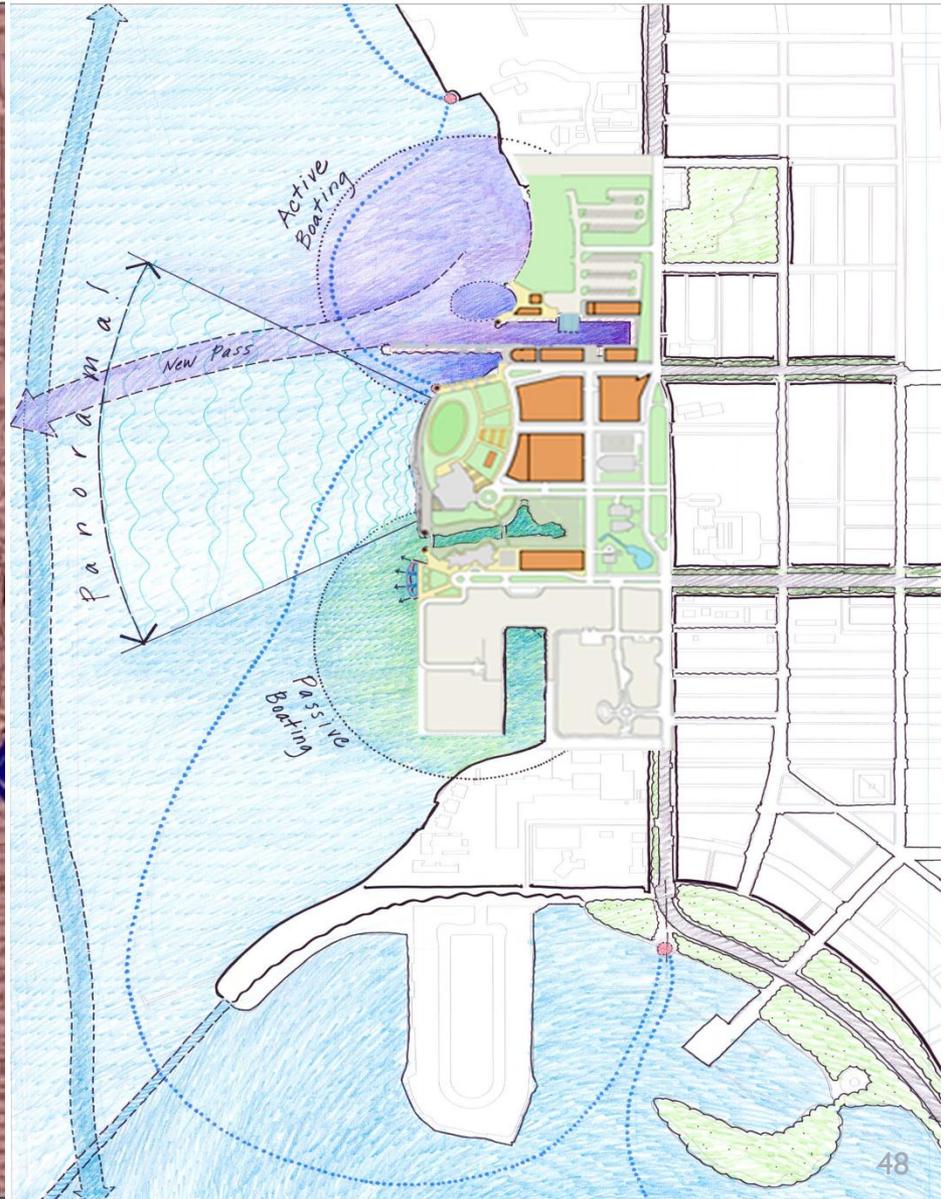
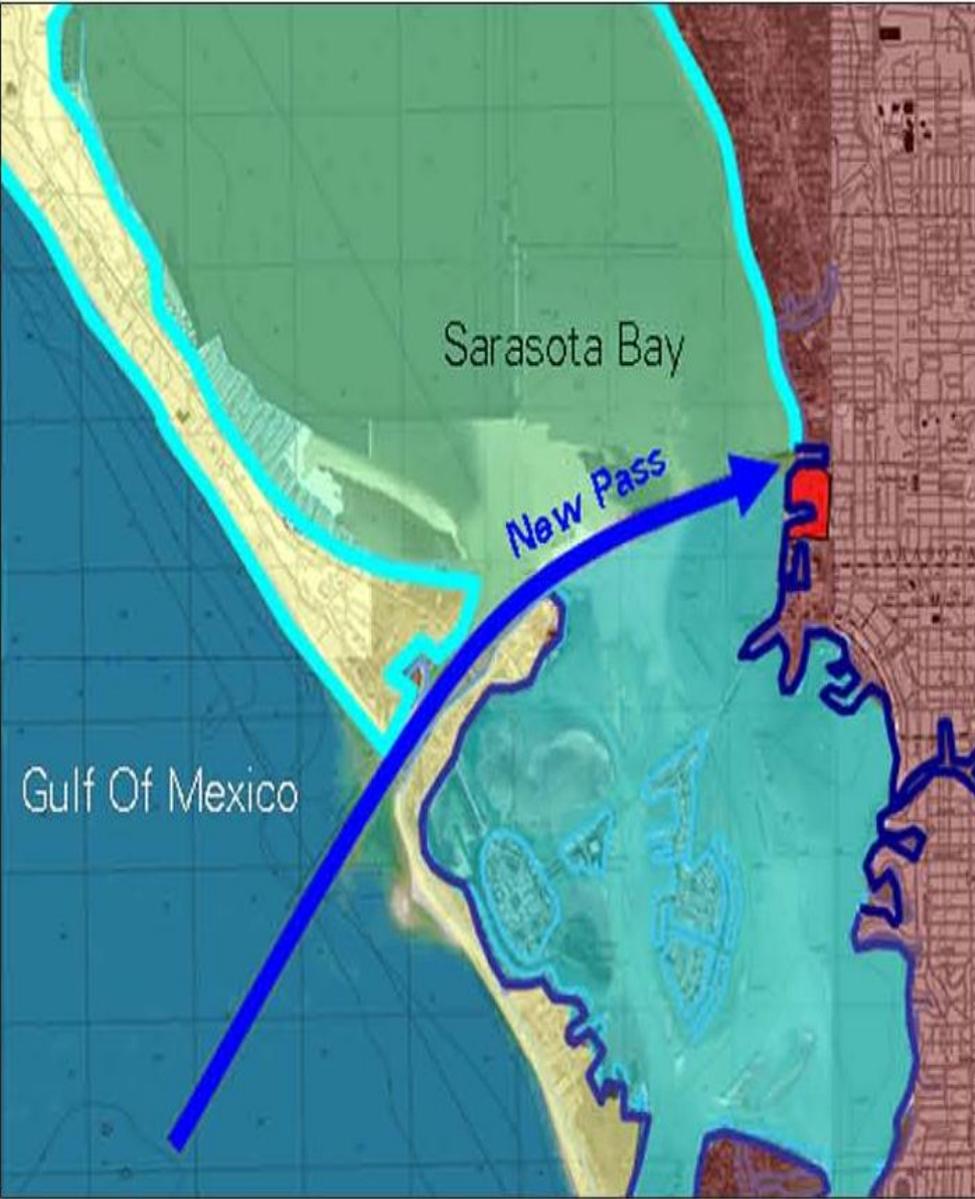
Transit and Parking Circulation



Parking Supply



Waterfront Circulation



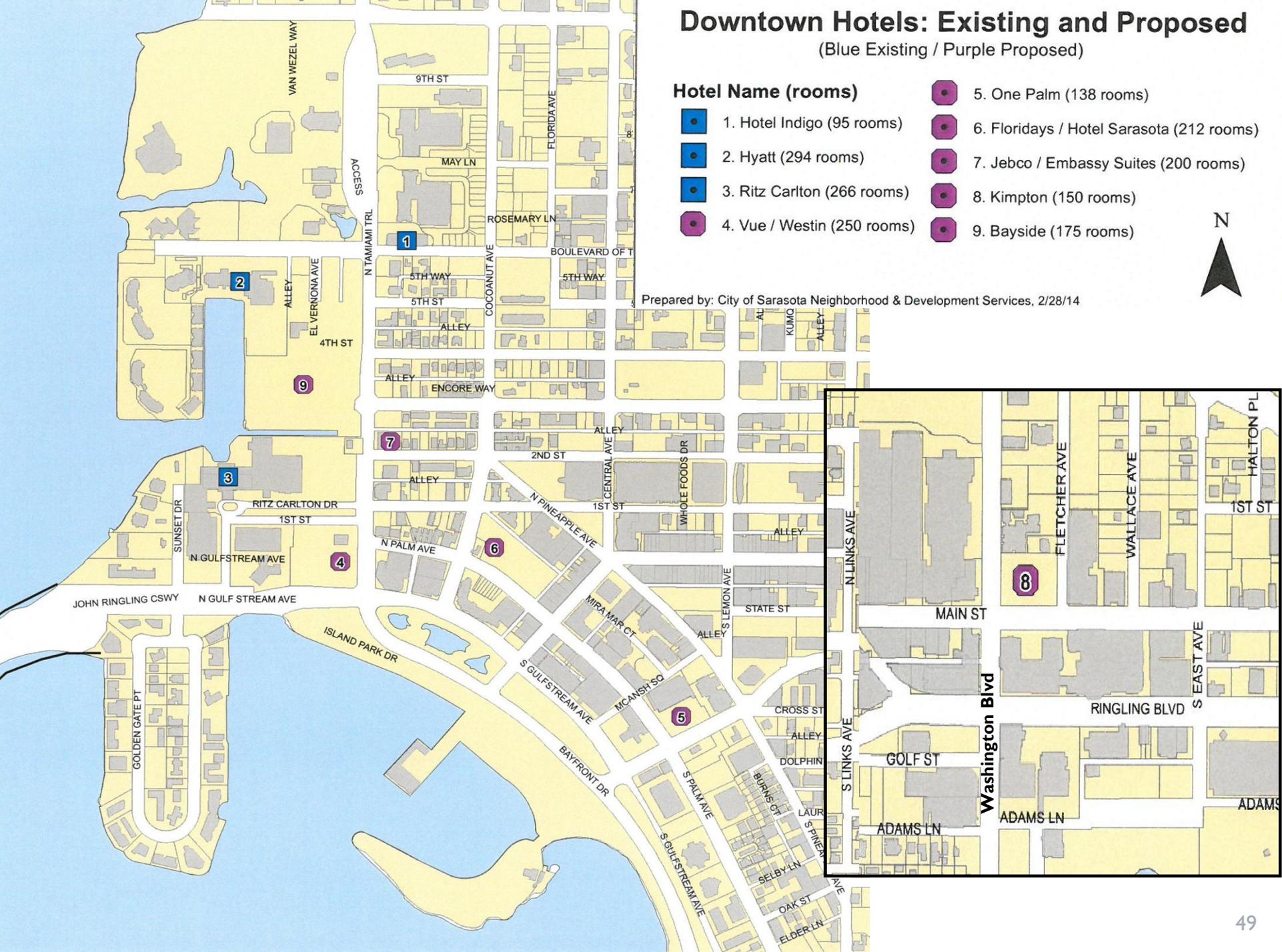
Downtown Hotels: Existing and Proposed

(Blue Existing / Purple Proposed)

Hotel Name (rooms)

- | | | | |
|---|-----------------------------|---|---|
|  | 1. Hotel Indigo (95 rooms) |  | 5. One Palm (138 rooms) |
|  | 2. Hyatt (294 rooms) |  | 6. Floridays / Hotel Sarasota (212 rooms) |
|  | 3. Ritz Carlton (266 rooms) |  | 7. Jebco / Embassy Suites (200 rooms) |
|  | 4. Vue / Westin (250 rooms) |  | 8. Kimpton (150 rooms) |
| | |  | 9. Bayside (175 rooms) |

Prepared by: City of Sarasota Neighborhood & Development Services, 2/28/14



Development Standards

- Coordinate the Overall Design and Construction of the Public Realm, Public Structures, and Private Developers
- Special Civic Area of the City Warranty Design of the Highest Quality with an Encouragement of Iconic Architecture for Major Cultural Facilities

Plan Recommends:

- Meeting City Development Design Standards for DTC (Core) and DTB (Bayfront) Zoning Districts
- Minimum and Maximum Building Heights
- Plan Active Use Requirements along Straight Walls
- Active Uses to Include Shopping, Dining and Entertainment Venues
- Landscaping Requirements
- Streetscape Standards
- Ecological Preservation and Restoration of Wetlands

Cultural Uses for Plan

- Anticipated that City Would Prepare and Release Request for Proposal(RFP) Documents to Develop Sites in the District
- Special Consideration for Evaluation and Allocation of Sites for Cultural Uses Should be Provided

Cultural Component Goals are:

- Connection to Other Nodes
- Drive Increased Attendance
- Increase Activity, Volume, Diversity and Accessibility

★ Enhancing Quality of Life

Cultural Uses Evaluation Process

I. Conceptual Project Review

- Goals for Project
- How Venue Would be Used
- Proposed Mix of Programming
- Anticipated Audience Levels
- Concept Facility Plan and Cost Estimate
- Preliminary Estimate for Operation Budget and Staffing Levels

Cultural Uses Evaluation Process cont.

2. Demonstration of Fundraising Feasibility

- Amount of Resources Available through Fundraising Campaign
- Fundraising Feasibility Study

3. Demonstration of Operation Feasibility

- Provide Study Including:
 - Estimates of Activity and Attendance
 - Financial Projectors
 - Implementation Plan

Possible New or Expanded Cultural Uses

- Large Multi-Purpose Performance Hall (2,600 seats)
- Expanded Home for the Florida West Coast Symphony (1,800 seat hall)
- Smaller Performance Hall (1,000+ seats)
- Community Theatre such as Players Theatre or Similar Venue
- Contemporary Art Museum

Possible New or Expanded Cultural Uses cont.

- Modern Art Museum
- Expanded Art Center Sarasota
- Expanded Sarasota County History Center
- Maritime Museum
- Film Center
- Maritime Educational or Cultural Institutions and Temporary Historic Boat Tie-up

Private Mixed-Uses for Cultural Plan

- Recommended that City Use Standard Request for Proposal(RFP) Process to Solicit and Review Proposals for Commercial Development Within the Cultural Park

Other Uses Considered Appropriate for the Site Include:

- Commercial uses that Attract Public Use
- Shops
- Restaurants
- Classroom/Arts Education Spaces
- Boutique Hotel
- Office for Non-Profit Organizations
- Office
- Hotel
- Housing, Only When it is an Accessory to a Cultural Facility



CULTURAL PARK STRATEGIC ACTION PLAN

1. Mission and Goal of the Cultural Park Task Force:

The Goal of the Cultural Park Task Force shall be to create and implement a financially viable Strategic Action Plan that will lead to the construction of the proposed improvements as outlined in the Cultural Park Master Plan.

2. Objectives/Initiatives:

- A. **Identify Financing Opportunities for Public Improvements.**
 - i. **Review Existing Tax Increment Financing (TIF) Availability**
 - Research current and projected TIF budget
 - Understand guidelines and limitations

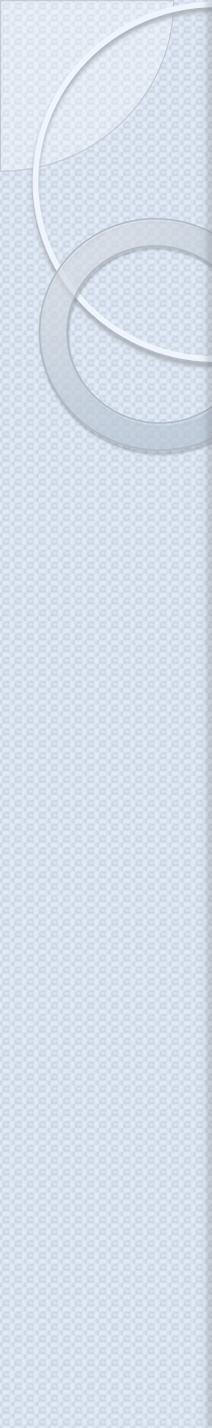


Cultural Park Final Plan





Reserved Slides Parking Detail



1. A Bayfront Park and Esplanade

2. Two New Major Cultural Venue Sites

3. Existing Buildings to Remain

- Municipal Auditorium
- Arts Center Sarasota
- Chidsey Building
- Garden Club
- Van Wezel
- Pagoda (relocated on-site)

4. Roads and Parking

Simultaneous peak-hour events:

- Three Performance Venues sold out
- Municipal Auditorium has an event
- Restaurants and shops are full

Total demand: 2,800 spaces

A. Parking Deck in the center

B. On-Street Parking in the District

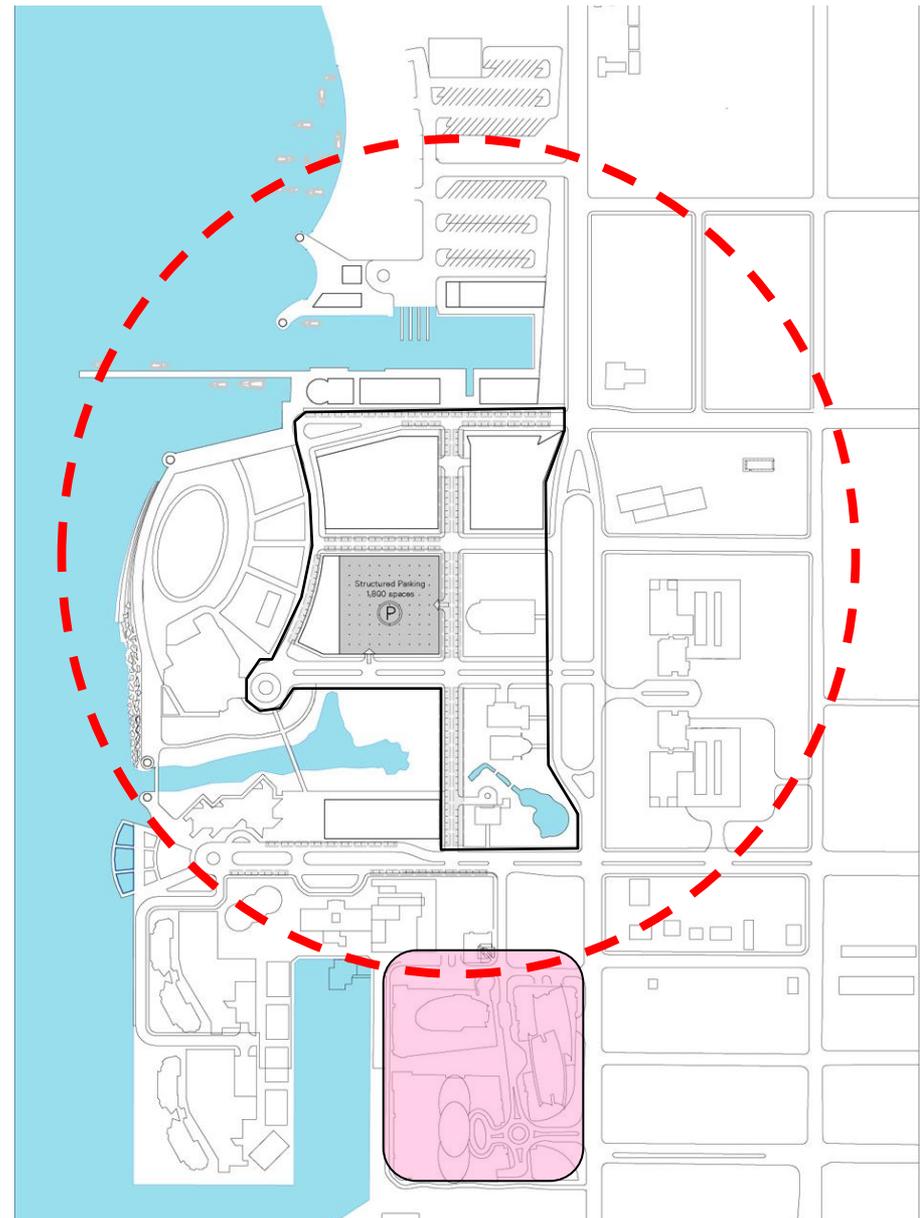
C. Nearby Parking

Parking Deck 1,800

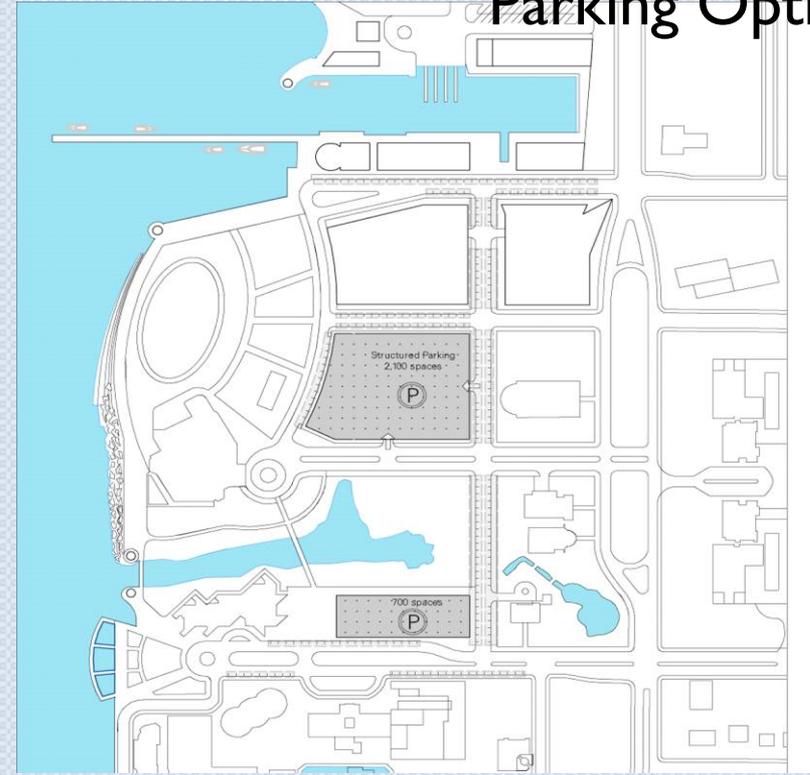
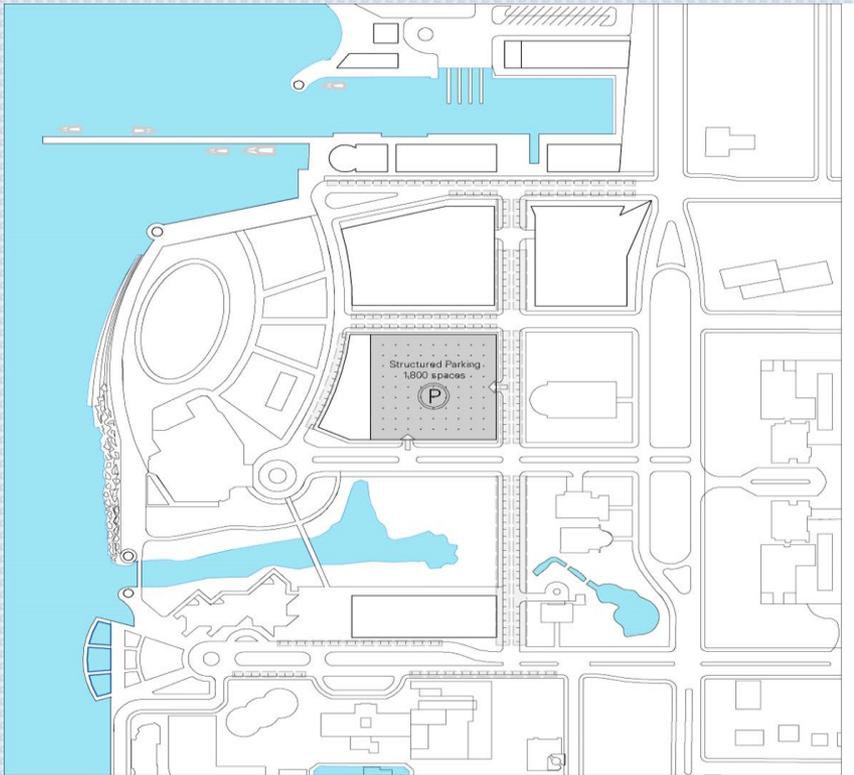
On-Street 400

Nearby 600

Total Parking 2,800 spaces



Parking Options



Parking Deck	1,800
On-Street	400
<u>Nearby</u>	<u>600</u>
Total	2,800 Spaces

Parking Deck(s)	2,500
On-Street	300
<u>Nearby</u>	<u>0</u>
Total	2,800 Spaces

Three Performing Arts Venues

- Florida West Coast Symphony: New 1,800 Seat Hall, or Acoustically Enhanced Van Wezel Hall
- Players Theatre: 800 Seat Hall and 200 Seat Black Box in Campus Setting
- Van Wezel: New 2,600 Seat New Hall or Remain in Existing Hall