



VOLUME II – CRA PLAN IMPLEMENTATION

PREPARED FOR:
THE CITY OF SARASOTA
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THE CRA PLAN DOCUMENTS

The Newtown planning process has yielded three separate but interrelated documents. Volume I - The Plan describes the goals, concepts, and strategies for the revitalization of the Newtown Area. Volume II - Implementation presents the detailed recommendations for action for the implementation of the revitalization program. Volume III - Background Data contains important information that was gathered and analyzed as part of the planning process.

Volumes I and II will be utilized by the community and City staff to guide the implementation of the CRA Plan. Volume III will be used as a reference document for background data needs.

VOLUME I - THE PLAN

- Part I - Introduction/History
- Part II - Community Goal Setting
- Part III - Economic Positioning Strategy
- Part IV - Redevelopment Framework Plan

VOLUME II - IMPLEMENTATION

- Part I - Implementation Strategies
- Part II - Phasing Plan
- Part III - Capital Improvements Plan

**CITY OF SARASOTA
NEWTOWN COMMUNITY REDEVELOPMENT AREA PLAN
THROUGH 2020**

VOLUME II – IMPLEMENTATION

TABLE OF CONTENTS

PART I IMPLEMENTATION STRATEGIES	1
OVERVIEW	4
<i>The Strategies</i>	
1. ADMINISTRATION	5
2. ECONOMIC DEVELOPMENT	7
3. HOUSING	9
4. LAND USE	11
5. TRANSPORTATION	11
6. COMMUNITY HEALTH, SAFETY, AND WELFARE	13
7. INFRASTRUCTURE	14
8. URBAN DESIGN/PARKS	15
PART II IMPLEMENTATION PHASING PLAN	17
PART III CAPITOL PROJECTS AND IMPROVEMENTS PLAN	23

TABLE OF FIGURES

FIGURE 1 - PHASE I SHORT TERM ACTIONS	18
FIGURE 2 - PHASE II MID TERM ACTIONS	20
FIGURE 3 - PHASE III LONG TERM ACTIONS	22
FIGURE 4 - CAPITAL IMPROVEMENTS PLAN	24
FIGURE 5 - NON-CIP PROJECT COSTS	25

OVERVIEW

The success or failure of the Newtown Community Redevelopment Area Plan hinges on the ability of the City of Sarasota to stimulate reinvestment, undertake public improvement projects, and gain community support. Sarasota has taken its first steps by identifying Newtown's needs, evaluating alternatives, and preparing a plan to guide its efforts into the future. *The City must recognize that its most important role in the implementation of the Plan is that of facilitator.* While the Plan does not contain recommendations for land acquisition, the City's responsibilities include being the catalyst to stimulate, market, and encourage both public support and private sector participation.

Preparation of a redevelopment plan is only the initial step. Success in implementation is directly related to the local effort expended to bring it to fruition. Redevelopment is rewarding but challenging, requiring a well-organized program to achieve the desired results. Success in redevelopment must be earned through persistence and commitment. There are four essential elements of any successful redevelopment program. They are of equal importance and reflect the many fronts on which the redevelopment is implemented. These are:

- **Administration:** The framework for moving the program toward completion.
This includes establishing an organization to ensure success by: creating and following detailed plans; engaging in appropriate permitting for development projects to proceed; monitoring code enforcement, further plan refinement, and financial measures; and finally, developing, monitoring, and evaluation procedures that enable the City to constructively critique itself, the redevelopment plan, and the process.
- **Finance:** The heart of the redevelopment program.
Without the lifeblood of dollars flowing through the program, plans will either go unimplemented or fail completely. Yearly budgeting, identifying funding sources, planning for capital improvements, phasing, and monitoring can help assure the resources necessary to produce and implement an integrated Finance Plan. Newtown is a part of the City's Capital Improvement Budget. Neighborhood leaders need to understand this process and participate yearly to ensure proper funding for Newtown.
- **Regulation:** A system of incentives, guidelines, and requirements oriented toward redevelopment.
The City's land use structure, land development codes, and agency management tools will either create a user-friendly environment for public-private partnerships or stall those efforts, reducing both the financial potential and the City's ability to succeed.
- **Leadership:** The soul of the program.
Herein lies the commitment, determination, dedication, compromise, and integration of all interest required to proceed to the desired future. Only through a sound public-private partnership, fueled by strong leadership from the City's elected and appointed officials, can the overall Plan be successfully implemented. This leadership comes from both elected and non-elected positions and cooperative relationships with neighborhood associations, non-profits, staff, and residents.

THE STRATEGIES

The following strategies have been developed to address the major community issues that were identified in the public workshops. The strategies are a combination of tools that the City and Newtown community can use to effect the desired changes. The strategies, which contain proposals addressing organization and administration, policy and regulatory issues, and capital improvements, are divided into the eight categories used to organize the issues identified during the course of the public involvement workshops:

- 1. Administrative**
- 2. Economic Development**
- 3. Housing**
- 4. Land Use**
- 5. Transportation**
- 6. Community Health, Safety, and Welfare**
- 7. Infrastructure**
- 8. Urban Design/Parks.**

The recommendations are extensive and cannot all occur immediately. For this reason, the plan covers a twenty-year time period. In Part II, Phasing Plan, the strategies are organized in three phases: Short-term actions (years one through five), Mid-term actions (years six through ten), and Long-term actions (years eleven through twenty). *The key to the successful implementation of the plan recommendations will be the organizational structure that manages the redevelopment program. A management entity and board of directors must be created as soon as possible to establish a communication and decision-making link between the Newtown community and City.* This organizational entity can use this Plan as a blueprint to administer the necessary sequence of strategy implementation.

1. ADMINISTRATION

A. REDEVELOPMENT MANAGEMENT ORGANIZATION

Issue – Currently there is no community-wide organization to manage and administer the redevelopment efforts in the community.

STRATEGIES

1. In order to address the entirety of the community, a larger umbrella organization (redevelopment association) should be established to manage the redevelopment efforts in the community. This organization should have a Board of Directors made up of members of the Newtown community, and the greater Sarasota community, who have knowledge and experience in the redevelopment process. The Board should consist of seven-members and have the following representatives: bankers, architects, developers, merchants, housing authority members, and neighborhood representatives. The Board should be an advisory board to the City Commission and should coordinate the implementation of the plan elements with the City staff. In addition, the entity would review redevelopment proposals in the area. The approved Board should make recommendations to the City Commission on how to spend funds. The entity could be a formal Community Redevelopment Agency (CRA), with or without a tax increment trust fund, according to Florida State Statutes. To designate an appropriate area, possibly larger than this study area, as a Community Redevelopment Area and undertake the appropriate actions to implement the advantages that come with such designation, a determination of blight must be made.
2. Develop a system of neighborhood informational planning meetings with the residents to monitor implementation of this Plan. This is similar to those held during the production of the Plan, but would continue regularly to give input to the established Board.

B. JOBS NETWORK ORGANIZATION

Issue – Currently there is no organizational structure for encouraging employment opportunities in the community.

STRATEGY

1. Create a highly visible clearinghouse for economic development and employment in Newtown, to include: Job posting/job awareness, and job incubation. This should be the first point of contact with the community for referrals to existing and new programs and organizations.

C. DR. MLK JR. WAY REDEVELOPMENT MANAGEMENT

Issue – Currently there is no entity to manage and administer the revitalization efforts on Dr. MLK, Jr. Way.

STRATEGIES

1. Re-establish a relationship with the State Main Street office and seek designation as a Florida Main Street.
2. Create a merchants association for businesses along Dr. Martin Luther King, Jr. Way to assist the existing and proposed businesses with, marketing, training, etc.
3. Create a business improvement district for the Dr. Martin Luther King Jr. Way corridor to fund maintenance, marketing, and additional security efforts.
4. Develop a music festival with various sized temporary venues in and near the neighborhood:
 - Small – Dr. Martin Luther King Jr. Park, new Plaza at Orange Avenue and Dr. Martin Luther King Jr. Way, indoor venues within new restaurants and clubs along Dr. Martin Luther King Jr. Way, neighborhood pocket parks.
 - Medium – Ringling School of Art and Design Grounds, Newtown Community Center, Boys and Girls Club
 - Large – Booker High School campus

2. ECONOMIC DEVELOPMENT

A. UNIVERSITY STRATEGIC ALLIANCE

Issue – There are few strategic alliances with existing university/community experts and the Newtown community to promote job training .

STRATEGIES

1. Create an extension program located in the neighborhood with USF/Manatee Community College to accomplish job training and community planning
2. Create an extension program with the Ringling School of Art and Design (RSAD) to take advantage of their specialized programs, such as computer graphics and internet web design
3. Create an extension program with local technology companies to develop specialized job training programs for computer skills needed for job placement.
4. Expand coordination with Sarasota County Vocational Technical Institute and GED training.
5. **Develop Community Based Development Organizations and Community Development Corporations to develop and implement economic development programs, projects and activities designed to restore the economic vitality through the creation of jobs and businesses along the MLK and U.S. 301 corridors.**

B. LEAKAGE OF DOLLARS OUT OF THE COMMUNITY

Issue – Newtown is economically isolated from the rest of the City. Consumer dollars are going out of Newtown and none are coming in.

STRATEGIES

1. Encourage public/private partnerships to create destination oriented mixed-use catalyst projects on Dr. MLK, Jr. Way.
 - Develop mixed-use space for RSAD related business opportunities: studio space, research space, art studio space, book store space, copy shops, coffee shops, restaurants, cafes, entertainment clubs, etc.
 - Develop mixed-use space for community commercial business opportunities: community shopping center, convenience commercial at Dr. MLK, Jr. Way and U.S. 301
 - Develop mixed-use village center space for neighborhood commercial / office business opportunities at Orange and MLK.
2. Initiate a catalyst project to jump-start retail/office activity and revitalization in the community:
 - Public/private partnerships with public entities such as City, County, and school district; and private entities such as banks, developers, and businesses
 - Make connection between local entrepreneurial talent and community contributions and banks.
 - Encourage the above three governmental entities to dedicate a portion (5-10%) of new jobs created through future growth of County and City population to be located in catalyst project.
 - Site should be best location for short-term success and leveraging future Dr. Martin Luther King Jr. Way businesses.

3. Prepare an economic feasibility report for industrial base opportunities in and around the Newtown community.
 - Develop a local economic base industry, based upon boat building, repair, dry dock boat storage, and marine equipment (specialty trades like plastic forming, carpentry, and navigational equipment and technology).
 - Support the City's efforts to clean up the Urbaculture site and return it to productive use through redevelopment.
4. Create a "buy at home" campaign in the community, once the retail facilities are there to support local businesses. This is not intended to prevent shopping elsewhere.
5. Create a community marketing campaign to bring positive image to the community and counteract any poverty and crime image.
6. Coordinate all efforts with the newly adopted Enterprise Zone to take full advantage of incentives:
 - Enterprise Zone Jobs Tax Credit
 - Sales tax refund for business machinery and equipment used in an Enterprise Zone
 - Sales tax refund for building materials used in an Enterprise Zone
 - Sales tax exemption for electrical energy used in an enterprise zone
 - Enterprise Zone Jobs Tax Credit (corporate income tax)
 - Enterprise Zone property tax credit (corporate income tax)
 - Community Contribution Tax Credit Program (corporate income tax)

C. LOCAL ENTREPRENEURSHIP

Issue – There are few business owners left in the Newtown community.

STRATEGIES

1. Expand training opportunities to increase entrepreneurial capacity in the community. Develop small business incubation and entrepreneurial programs to encourage and finance new small business opportunities in the community. Help move employees to business ownership opportunities, i.e.
 - Landscape construction and maintenance, janitorial, hair care, home repair and maintenance, small business management, restaurants, etc.
 - Create small business ownership and entrepreneurial educational programs such as university outreach programs and Chamber sponsored seminars.
2. Incubator programs
3. Microloan programs
4. Utilize Local Initiatives Support Corporation (LISC) services
5. Establish new and expand existing tutorial and mentoring programs with local volunteers—the retiree community is a major potential source for this through the Service Corp of Retired Executives (SCORE).
6. Increase awareness of services available through Jobs, Etc One-Stop Shop.

3. HOUSING

A. PUBLIC HOUSING NEGATIVE IMPACTS

Issue – The Sarasota Housing Authority public housing properties are in poor condition, detracting from the image of the community.

STRATEGIES

1. Support the Sarasota Housing Authority's **Low Income Housing Tax Credit applications** and other alternative implementation options **through the federal and state entitlement programs, i.e. CDBG, SHIP, SAIL, etc.,** to redevelop the units in Janie Poe, Bertha Mitchell, Orange Avenue, and the Courts into a mixed-income residential neighborhood that blends with the remainder of the surrounding residential area.
2. Support the Sarasota Housing Authority's goal of creating 1,200 total units in the area and maintaining 388 Authority controlled affordable rental units in the neighborhood.
 - Create a more equitable distribution of low income (workforce) housing throughout the County.
 - Future workforce housing should avoid the idea of government-subsidized projects and instead create smaller elements of communities. This is best done through the dispersal of units throughout the community, avoiding the creation of high concentrations of similar housing.

B. POOR CONDITIONS OF RENTAL HOUSING UNITS

Issue – There are many rental units in the neighborhood in poor condition.

STRATEGIES

1. Develop a series of programs to encourage infill and renovate single-family housing in the neighborhoods.
 - **Locate a bank in the neighborhood that will develop a relationship with the community for mortgages and home equity loans.**
 - Expand availability of single-family housing rehabilitation funds for owner-occupied residences. Continue Sarasota Housing and Community Development Programs such as down payment assistance, etc.
 - Pursue and secure Front Porch designation from the State of Florida.
 - Develop a marketing plan to encourage new residents to move into middle and upper income housing.
 - Emulate successful programs, such as Habitat for Humanity, in the way they mentor future residents in homeownership both prior to and after occupancy.
 - Encourage low-income housing to be part of larger developments that create mixed-income neighborhoods throughout the City.
 - Pursue designations of appropriate historic homes and evaluate the viability of any clusters that could form a historic district. Publicize financial assistance programs, such as restoration tax credits, available for historic preservation efforts.
 - Expand marketing for potential new housing to include mixed-use live/work options along Dr. Martin Luther King Jr. Way and U.S. 301. Focus on faculty, students, and artists at the west end of Dr. MLK Jr. Way.

C. IMPACTS OF GENTRIFICATION

Issue – When gentrification occurs in the community how will the poor and elderly be able to afford to stay in their homes?

STRATEGIES

1. Utilize existing programs and create a new program to assist the poor and the elderly on fixed incomes to stay in their homes as property values increase.
 - Create affordable congregate care facilities for independent seniors in the neighborhood.
 - Create a better understanding among residents of how appreciation of property values makes homeownership a good investment towards retirement.
 - Introduce incentives for affordable housing developments by providing: Impact fee discounts, construction permit discounts, construction material sales tax rebates, and low interest loans.
 - Create a landlord registration program monitored by the City to facilitate communications.
 - Out-of-state property owners should have a locally designated agent.
 - Encourage greater participation in programs that assist in reducing utility costs, such as: Weatherization Assistance Program, low-income Home Energy Assistance Program, and alternative utility programs such as solar, cisterns, passive solar design, etc.

4. LAND USE

A. CITY PLANS CONSISTENCY

Issue – There needs to be consistency between the Newtown plan and all of the City of Sarasota codes and plans.

STRATEGIES

1. Revise the City of Sarasota Comprehensive Plan to accommodate this redevelopment plan.
 - Mixed use zoning for the Dr. Martin Luther King Jr. Way corridor and the west side of U.S. 301
 - Multifamily town-home zoning and land use areas as per concept plan
 - Office park planned unit development (PUD) as per concept plan

2. Revise the City of Sarasota Land Development Code to accommodate this redevelopment plan.
 - Commercial design guidelines
 - Residential design guidelines
 - Historic district design guidelines
 - Develop land use buffer controls between industrial uses and residential uses in the northeast and southeast neighborhood quadrants.
 - Develop no-parking codes for large commercial vehicle outside storage.

B. NEIGHBORHOOD PLANS

Issue – The residents have a desire to participate in the preparation of plans for their neighborhoods.

1. The City should assist the community with the preparation and ongoing revision of neighborhood plans.
2. The City should assist in the formation of smaller neighborhood associations where appropriate due to location or demographics.

5. TRANSPORTATION

A. ENHANCEMENT OF THE CITY STREET GRID

Issue – There are numerous dead-end streets in the neighborhoods, forcing traffic to major thoroughfares.

STRATEGY

1. Prepare street design plan to connect grid system
 - Open up Orange Avenue at Booker High School to through traffic.
 - Connect dead-end streets and complete street grid, especially as part of the redevelopment of the Housing Authority properties.

B. DR. MLK JR. WAY PARKING NEEDS

Issue – There is not enough parking for the Dr. MLK, Jr. corridor to handle redevelopment.

STRATEGIES

1. Prepare parking plan for MLK to accommodate parking demands.
 - Provisions for parking on Dr. MLK Jr. Way to accommodate future demands.
Create grouped lots and alley parking to relieve parking stress.

C. SAFE PEDESTRIAN CROSSINGS

Issue – There are no safe pedestrian crossing areas on the major streets surrounding the community.

STRATEGIES

1. Provide safe pedestrian crossings on U.S. 301 at both Dr. Martin Luther King Jr. Way and Myrtle Street.

D. EFFICIENT PUBLIC TRANSIT

Issue – The SCAT bus schedule is out of pace with the residents' schedules.

STRATEGIES

1. Analyze/adjust SCAT bus system stops, schedules, and hours of operation to maximize potential for full workforce participation.
2. Explore feasibility of private jitney/shuttle system development.
3. Accommodate transit within new developments, where appropriate, by providing level areas for bus stops with concrete pads for shelters and transit-friendly design amenities, including pedestrian lighting and shade trees.
4. For major routes connecting the neighborhood to the surrounding community, aim for thirty-minute headways rather than the present sixty minutes.

6. COMMUNITY HEALTH, SAFETY, AND WELFARE

A. HIGH SCHOOL EDUCATION

Issue – High school drop-out rates are high in the Newtown community

STRATEGIES

1. Identify opportunities for joint efforts among stakeholders to positively influence the living/learning linkage in the neighborhood.
 - School system representatives
 - Social service agencies
 - Business interests
 - City and County government
 - Parents
 - Faith-based organizations
2. Support high school finishing programs.
3. Support preparation programs for students taking the FCAT (Florida Comprehensive Assessment Test).
4. Establish tutorial programs with local volunteers.

B. CRIME RATES

Issue – Crime rates are high in the Newtown community

STRATEGIES

1. Development of ongoing programs for reducing crime.
 - Expanded use of the CPTED (Crime Prevention Through Environmental Design) program throughout the neighborhood.
 - Expand community oriented policing programs (COPS) in the community. This can include police foot and bicycle patrols.
 - Expand neighborhood street lighting program.
 - Expand resident volunteer neighborhood-watch programs.

C. HEALTH CARE

Issue – Affordable and quality healthcare is needed in the community.

STRATEGIES

1. Devise a plan to introduce expanded medical facilities into the community.
 - Locate and fund additional local, private enterprise, family walk-in clinics.
 - Encourage expanded County support for a medical clinic within the neighborhood.
 - Assist Sarasota Memorial Hospital in its plan to create a new facility in Newtown.

D. YOUTH ACTIVITIES

Issue – the County youth programs are inadequate for the Newtown community needs

STRATEGIES

1. Hold regular workshops with the County Parks Department, Police Department, and residents to develop appropriate youth programs. (Youth summit)
 - Coordinate between high schools, Vo-tech, and GED training to track at risk youth and continue support.
 - Encourage more community use of school facilities to break down barriers between the schools and the neighborhood.
 - Create leadership training programs, for both young people and established adult residents that focus on community involvement at the local level.
 - Create a funded coordinator position to promote prevention efforts that seek to reduce risk-taking behaviors in youth.
 - Increase awareness of and participation in existing community support social organizations; especially for youth, such as Big Brothers, Big Sisters, Boys and Girls Clubs, Scouts, etc.

2. **Develop a teen center.**

E. DAY CARE

ISSUE – THERE IS A HIGH DEMAND FOR DAYCARE SERVICES

STRATEGY

1. Increase convenient, reliable, and affordable after school care, daycare, and infant care for working mothers.

7. INFRASTRUCTURE

A. NEIGHBORHOOD VISUAL QUALITY

Issue – The quality of the neighborhood appearance is very low.

STRATEGIES

1. Extend reuse water for residential lawn irrigation.
2. Continue upgrading sidewalks, street paving and resurfacing, street trees, drainage, street lighting, and median landscaping with enhanced budget allocations.
3. Continued code enforcement
 - Demolish abandoned and derelict structures and replace with new construction.
 - Apply fair, consistent, and strict code enforcement for maintenance, overgrown weeds, abandoned vehicles, and trash.
 - Create a derelict lot assessment program

B. ORANGE AVENUE TRAFFIC

Issue – Orange Avenue is experiencing increased traffic pressures.

STRATEGY

1. Design and implement street improvements to make Orange Avenue the primary north/south corridor.

8. URBAN DESIGN/PARKS

A. DR. MLK JR. WAY ENTRY IMAGE

Issue – The Dr. MLK, Jr. Way corridor entrance presents a negative image, which is not enticing to consumers or investors.

STRATEGIES

1. Create positive image for the entrance to Fredd “Glossie” Atkins Park through design changes and enhanced ongoing maintenance and security.

B. HISTORIC PRESERVATION

Issue – Preservation and interpretation of the community’s rich history is needed.

STRATEGIES

1. Expand on work done by Annie McElroy to create a historical archive of Newtown that helps guide interpretation and identity-building for community.
 - Seek assistance from history programs, through colleges such as Florida A & M and Bethune Cook, and organizations such as the Association for the Study of African-American Life and History Inc.
2. Develop historic preservation design guidelines that work within the parameters of the City’s historic preservation ordinance.
3. Develop heritage interpretive trail through the community

C. RESIDENTIAL VISUAL QUALITY

Issue – The quality of the residential neighborhood appearance is very low.

STRATEGIES

1. Create a neighborhood spring-cleaning event as part of Easter parade activities.
 - Create an anti-litter program, such as “Adopt-A-Street,” throughout the neighborhood. Coordinate with the “Keep Sarasota Beautiful” program.

D. PUBLIC RIGHT-OF-WAY VISUAL QUALITY

Issue – The visual quality of the public right-of-ways is very low.

STRATEGIES

1. Develop a community-wide residential streetscape/beautification program.
2. Streetscape Orange Avenue to reinforce its role as the major north/south vehicular and pedestrian traffic backbone.
3. Upgrade and enhance the Dr. Martin Luther King Jr. Way streetscape.
4. Use the arts as the theme generator for development along Dr. Martin Luther King Jr. Way, allowing for individual creativity for individual uses:
 - Public art sculpture in ROW medians, sidewalk pavers, street furniture, etc.
 - Murals on buildings
 - Business signage as artwork
 - Architecture and landscaping as artwork
5. Create a community park/plaza at Orange Avenue and Dr. Martin Luther King Jr. Way.
6. Develop gateway treatments at entry points to the community.

E. NEIGHBORHOOD PARKS AND TRAILS

Issue – There is a need for neighborhood level parks and a community greenway system.

STRATEGIES

1. Redevelop existing parks to accommodate neighborhood residential demographic needs.
 - Create neighborhood pocket parks in each single-family sub-area.
2. Open up natural drainage connections to Whitaker Bayou throughout the neighborhood and use as a greenway trail opportunity.
3. Apply for Rails-to-Trails grants for existing railroad ROW.
4. Upgrade the Newtown Recreation Center.

F. ARCHITECTURAL QUALITY ON DR. MLK JR. WAY

Issue – There is a need for architectural continuity along the Dr. MLK, Jr. Way corridor to create a harmonious atmosphere.

STRATEGIES

- 1 Develop an urban design plan and guidelines to create uniform building proportions along Dr. Martin Luther King Jr. Way:
 - Site layout
 - Building orientation to street
 - Appropriate height
 - Appropriate setbacks
 - Parking orientation
 - Floor area limits
 - Ratio of transparency on facades per floor
 - Location of entrances
 - Signage
 - Materials
 - Facade rhythms of perceived lot platting (25' minimum widths)
 - Alignment of façade elements along the block

PART II PHASING PLAN

The Newtown Comprehensive Redevelopment Plan is action driven and geared toward achieving results. The City is well on its way to changing Newtown. The following charts illustrate possible cooperative linkages and potential funding sources.

This plan is a proposal for a twenty-year period. In most cases the costs are rough estimates. As the timing for each project approaches, additional detail and accuracy will be necessary to implement the specific item. There are three time periods listed: Short-term actions (years one through five), Mid-term actions (years six through ten), and Long-term actions (years eleven through twenty).

****Implementation of elements within this Plan will increase the City's annual operating costs. Adding infrastructure has an impact on future maintenance and staffing budgets.***

FIGURE 1 - PHASE I SHORT TERM ACTIONS

PHASE I - SHORT TERM ACTIONS - Years 1 - 5				
TEXT KEY	STRATEGY / ACTION	AGENCIES	FUNDING	COST
1. ADMINISTRATION				
1A1	Formation of the Newtown Redevelopment Association (NRA) - Finding of Necessity/Redevelopment Plan	City Council / Attorney Consultant	City CIP City General Fund	7500 150,000
1A2	Periodic neighborhood planning meetings	City Staff	City Oper. Budget	
1B1	Formation of the jobs clearinghouse	NRA / Coalition for African-American Leader. Chamber of Commerce/Non-Profits	City Oper. Budget	
1C1	Apply for a Main Street designation on MLK	City Staff, Chamber of Commerce, Merchants, NRA	City Oper. Budget	
1C2	Create a merchants association for MLK	Chamber of Commerce, Merchants, NRA	Dues	
1C4	Jazz festivals	Merchants association, NRA	Dues, Admission	
2. ECONOMIC DEVELOPMENT				
2B1	Catalytic mixed-use public/private projects Ringling Mixed-use project	NRA, City staff, Private Developers	City General Fund, Dev.	990,000.00
2B1	Catalytic mixed-use public/private projects 301 mixed-use project	NRA, City staff, Private Developers	City General Fund, Dev.	600,000.00
2B3	Industrial Base and Business Recruitment Report	NRA, City staff, Chamber	City Gen. Fund, Chmbr	40,000.00
2B6	Enterprise Zone implementation	NRA, City staff	City Oper. Budget	
2C1	Entrepreneurial training	NRA, Chamber	Grants, Sponsorships	
2C4	Utilize LISC program services	NRA, Chamber, LISC	LISC Grant	
2C5	Expand SCORE services	NRA, Chamber, SCORE	SCORE program	
3. HOUSING				
3A1	Public Housing Relocation	NRA, Sara. Housing Auth.	Hope VI	
3A2	Regional Housing Program	Sarasota Housing Authority	Hope VI	
3B1	In-fill housing programs	NRA, Sara. Housing Auth., City staff	Grants	
3C1	Affordable housing programs	NRA, Sara. Housing Auth., City staff	Grants	
4. LAND USE				
4A1	Revise the Comprehensive Plan to include Newtown Plan	NRA, City staff, Consultant	City Oper. Budget	75,000.00
4A2	Revise Land Development Regulations	NRA, City staff, Consultant	City Oper. Budget	100,000.00
4B1	Preparation of Neighborhood plans (4)	NRA, City staff, Consultant	City Oper. Budget	120,000.00

PHASE I - SHORT TERM ACTIONS - Years 1 - 5				
TEXT KEY	STRATEGY / ACTION	AGENCIES	FUNDING	COST
5. TRANSPORTATION				
5A1	Traffic Grid Plan	NRA, City staff	City General Fund	40,000.00
5B1	MLK Parking Plan	NRA, City staff	City General Fund	40,000.00
5C1	Crosswalk improvements	NRA, City staff	City CIP	400,000.00
5D1	Transit Routing Improvements	NRA, City staff, SCAT	SCAT	
6. COMMUNITY HEALTH, SAFETY, AND WELFARE				
6A1	On-going education enhancement programs	NRA, Sarasota County Schools	County Schools, grants	
6B1	On-going crime prevention programs	NRA, Sarasota Police Dept., City staff	City Oper. Budget	
			Grants	
6C1	Clinic recruitment program	NRA, Chamber, Hospitals	Grants, Private devel.	
6D1	Develop youth program	NRA, County Parks, Police, Clubs	Clubs, Grants	
6E1	Increase daycare facilities	NRA, Churches, Residents	Grants, Private devel.	
7. INFRASTRUCTURE				
7A2	On-going right-of-way improvements	NRA, City staff	City CIP (per year)	400,000.00
7A3	On-going Code Enforcement	NRA, City staff	City Oper. Budget	
8. URBAN DESIGN AND PARKS				
8A1	Fredd Atkins Park Up-grade	NRA, City staff, Consultant, Contractor	City CIP, Grant	241,000.00
8D1	On-going street tree program	NRA, City staff, Consultant, Contractor	City CIP, Grant	300,000.00
8D1	Bradenton Road Streetscape	NRA, City staff, Consultant, Contractor	City CIP, Grant	1,540,000.00
8D3	Up-grade MLK streetscape - Phase I	NRA, City staff, Consultant, Contractor	City CIP, Grant, Dev.	1,000,000.00
8D6	Gateway treatments	NRA, City staff, Consultant, Contractor	City CIP, Grant	900,000.00
8E2	Whitaker Bayou Greenway Plan	NRA, City staff, Consultant	City General Fund	75,000.00
8E3	Rails to Trails application	NRA, City staff, Consultant	City General Fund	20,000.00
8E4	Newtown Recreation Center	NRA, City staff, Consultant, Contractor	City CIP, Grant	1,355,000.00
8F1	Urban Design plan and Guidelines	NRA, City staff, Consultant	City General Fund	100,000.00

FIGURE 2 - PHASE II MID TERM ACTIONS

PHASE II - MIDDLE TERM ACTIONS - Years 6 - 10				
TEXT KEY	STRATEGY / ACTION	AGENCIES	FUNDING	COST
	1. ADMINISTRATION			
1C3	Create a Business Improvement District for MLK	City staff, Chamber, Merchants	Special dist. tax	
	2. ECONOMIC DEVELOPMENT			
2A1	USF / MCC alliance for skills training	NRA, USF, MCC, Chamber	Tuition, Grants	
2A2	Ringling School alliance for skills training	NRA, Ringling School, Chamber	Tuition, Grants	
2A3	Local Corporate alliances	NRA, Corporations, Chamber, Banks	Scholarships	
2A4	Coordination with Sara Co. Votech.	NRA, Votech, Chamber	Tuition, Grants	
2B4	Buy at home campaign	NRA, Chamber, Merchants, Banks	Chamber	
2B5	Community Marketing Campaign	NRA, Chamber, Merchants	Chamber	
2C3	Micro-loan Program	NRA, City staff, Banks	Grants, City General Fund	200,000.00
	3. HOUSING			
3A1	Public Housing Relocation	NRA, Sara. Housing Auth.	Hope VI	
3A2	Regional Housing Program	Sarasota Housing Authority	Hope VI	
3B1	Infill housing programs	NRA, SHA, City staff, Cont., Banks	Grants	
3C1	Affordable housing programs	NRA, SHA, City staff, Cont., Banks	Grants	
	4. LAND USE			

PHASE II - MIDDLE TERM ACTIONS - Years 6 - 10				
TEXT KEY	STRATEGY / ACTION	AGENCIES	FUNDING	COST
	5. TRANSPORTATION			
5A1	Roadway Improvements	NRA, City staff	City CIP	TBD by plan
5A2	MLK Parking Improvements	NRA, City staff	City CIP	TBD by plan
	6. COMMUNITY HEALTH, SAFETY, AND WELFARE			
6A1	On-going education enhancement programs	NRA, Sarasota County Schools,	County Schools, grants	
6B1	On-going crime prevention programs	NRA, Sarasota Police Dept., City staff	City Oper. Budget	
			Grants	
6D1	Develop Teen Center	NRA, Chamber, Parks, YMCA, Non-Profits		
	7. INFRASTRUCTURE			
7A1	Reuse water system installation	NRA, City staff	City CIP	TBD by plan
7A2	On-going sidewalk up-grades	NRA, City staff	City CIP (per year)	400,000.00
7A3	On-going Code Enforcement	NRA, City staff	City Oper. Budget	TBD by plan
7B1	Orange Avenue Up-grade	NRA, City staff	City CIP	2,000,000.00
	8. URBAN DESIGN AND PARKS			
8B1	Newtown Archives and Museum	NRA, County staff, Consultant, Cont.	Grants, County Parks	750,000.00
8B2	Develop historic preservation guidelines	NRA, City staff, consultant	City General Fund	75,000.00
8A3	Develop self-guided Interpretive trail	NRA, City staff, Consultant, Contractor	Ntl. Parks, City CIP	50,000.00
8D2	Orange Avenue Streetscape	NRA, City staff, consultant	City CIP	2,000,000.00
8D3	Up-grade MLK streetscape	NRA, City staff, Consultant, Contractor	City CIP, Grant, Developers	1,000,000.00
8D4	Art in the city plan	NRA, City staff, Arts council, Artist	City CIP, Grants	50,000.00
8D5	Civic Park and Intersection Improvements at Orange and MLK	NRA, City staff, Consultant, Contractor	City CIP, Grants	750,000.00
8E1	Redevelop / develop neighborhood parks	NRA, City staff, Consultant, Contractor	City CIP, Grants	2,000,000.00
8E2	Whitaker Bayou Greenway Improvements	NRA, City staff, Consultant, Contractor	City CIP, Grants	TBD by plan

FIGURE 3 - PHASE III LONG TERM ACTIONS

PHASE III - LONG TERM ACTIONS				
TEXT KEY	STRATEGY / ACTION	AGENCIES	FUNDING	COST
	1. ADMINISTRATION			
	2. ECONOMIC DEVELOPMENT			
2B1	Catalytic mixed-use public/private projects	NRA, City staff, Private Developers	City CIP, Developers	
	MLK and Orange mixed-use project			500,000.00
2C2	Incubator Program	NRA, Chamber, Private Developers	Grants, City CIP	200,000.00
	3. HOUSING			
3A1	Public Housing Relocation	NRA, Sara. Housing Auth.	Hope VI, Grants	
3A2	Regional Housing Program	Sarasota Housing Authority	Hope VI, Grants	
3B1	In-fill housing programs	NRA, Sara. Housing Auth., City staff	H.A. Oper. Budget, Grants	
3C1	Affordable housing programs	NRA, Sara. Housing Auth., City staff	Grants	
	4. LAND USE			
	5. TRANSPORTATION			
5A1	Roadway improvements	NRA, City staff	City CIP	TBD by plan
	6. COMMUNITY HEALTH, SAFETY, AND WELFARE			
6A1	On-going education enhancement programs	NRA, Sarasota County Schools,	County Schools, grants	
6B1	On-going crime prevention programs	NRA, Sarasota Police Dept., City staff	City Oper. Budget	
			Grants	
	7. INFRASTRUCTURE			
	8. URBAN DESIGN AND PARKS			
8E2	Whitaker Bayou Greenway Improvements	NRA, City staff, Consultant, Contractor	City CIP, Grants	TBD by plan

PART III CAPITAL PROJECTS AND IMPROVEMENTS PLAN

In addition to the overall implementation strategies a more detailed list was developed for projects to be undertaken within the first five years of adoption of the Comprehensive Newton Redevelopment Plan. Estimated costs and the year the project should be started for each project were also suggested.

There are two separate spreadsheets that cover the same time period. The first is for physical construction projects related to the City of Sarasota Capital Improvements Plan. The second is a list of other projects that include additional studies and non-capital improvements projects.

****Implementation of elements within this Plan will increase the City's annual operating costs. Adding infrastructure has an impact on future maintenance and staffing budgets.***

FIGURE 4 - CAPITAL IMPROVEMENTS PLAN

Newtown Comprehensive Redevelopment Plan - Capital Improvements Plan Years 1-5							
PROJECTS/ACTIVITIES	Source	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	5-Year Total
*General Newtown improvements to be distributed into categories below identified in plan	Penny	\$890,000.00					\$890,000.00
	CDBG	\$100,000.00					\$100,000.00
1. Administration							
2. Economic Development							
RSAD Mixed-Use Dev Proj			\$495,000.00				\$990,000.00
301 Mixed-Use Dev Proj					\$300,000.00	\$300,000.00	\$600,000.00
3. Housing							
4. Land Use							
5. Transportation							
**Crosswalk improvements						\$400,000.00	\$400,000.00
6. Community Health Safety & Welfare							
7. Infrastructure							
**Neighborhood Traffic Calming, Sidewalks, Signage, Lighting			\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$200,000.00
8. Urban Design/Parks							
Fredd Atkins Park Redev.	Penny	\$73,000.00					\$ 73,000.00
	Grants	\$168,000.00					\$168,000.00
**Ongoing street tree prog.			\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$60,000.00
Bradenton Road Streetscape	Penny			\$800,000.00		\$740,000.00	\$1,540,000.00
***Gateway Treatments			***\$247,000	***\$247,000	***\$247,000	***\$247,000	
Newtown Recreation Center	Penny	\$407,000.00					\$407,000.00
	Grants	\$948,000.00					\$948,000.00
TOTALS		\$2,586,000.00	\$560,000.00	\$1,360,000.00	\$365,000.00	\$1,505,000.00	\$6,376,000.00
* This money is dedicated to 2002-2003 but will be spent in future years. This plan recommends it be used for gateway treatments as shown above.							
** These are citywide programs, allotments are made to individual neighborhoods yearly, amounts included here are estimates of potential Newtown portions.							
***These monies have been budgeted for 2002-2003 but not dedicated to projects yet and are recommended to be distributed into these projects in future years.							

FIGURE 5 - NON-CIP PROJECT COSTS

Newtown Comprehensive Redevelopment Plan - (Non CIP) Project Costs Years 1-5						
PROJECTS / ACTIVITIES	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	5 Year Total
1. Administration						
CRA Ordinance / Resolution		\$7,500.00				\$7,500.00
Redevelopment Plan as per F.S. Chapter 163/CRA Finding Study		\$150,000.00				\$150,000.00
2. Economic Development						
Economic Base Report		\$40,000.00				\$40,000.00
3. Housing						
4. Land Use						
Comp Plan Amendments		\$30,000.00				\$30,000.00
LDC Updates			\$100,000.00			\$100,000.00
Neighborhood plans		\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$120,000.00
5. Transportation						
Traffic Grid Plan				\$40,000.00		\$40,000.00
MLK Parking Plan					\$40,000.00	\$40,000.00
6. Community Health Safety & Welfare						
7. Infrastructure						
8. Urban Design/Parks						
Whitaker Greenway Plan		\$75,000.00				\$75,000.00
Rails to Trails Application		\$20,000.00				\$20,000.00
MLK Urban Design Plan / Guidelines		\$100,000.00				\$100,000.00
TOTALS		\$452,500.00	\$130,000.00	\$70,000.00	\$70,000.00	\$722,500.00

