

CITY OF SARASOTA - NEWTOWN COMPREHENSIVE REDEVELOPMENT PLAN THROUGH 2020

VOLUME III - BACKGROUND DATA

PREPARED FOR:
THE CITY OF SARASOTA
BY A. A. BAKER & ASSOCIATES
OCTOBER 2002

THE 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 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

VOLUME III - BACKGROUND DATA

- Part I - Community Inventory
- Part II - Community Analysis
- Part III - Appendices

**CITY OF SARASOTA
 NEWTOWN COMPREHENSIVE
 REDEVELOPMENT PLAN
 THROUGH 2020
 VOLUME III - BACKGROUND DATA**

TABLE OF CONTENTS

PART I COMMUNITY INVENTORY

OVERVIEW	1
1. ADMINISTRATION	2
<i>Governmental Coordination</i>	2
2. ECONOMIC DEVELOPMENT	2
<i>Census Data</i>	2
3. HOUSING	6
4. LAND USE	11
<i>Existing Land Use</i>	11
<i>Future Land Use</i>	13
<i>Zoning</i>	16
<i>Neighborhoods</i>	19
5. TRANSPORTATION	21
<i>Dr. Martin Luther King Jr. Way</i>	21
<i>Sarasota County Area Transit</i>	21
6. COMMUNITY HEALTH, SAFETY, AND WELFARE	22
<i>Social Services</i>	22
<i>Police</i>	22
<i>Fire/EMS</i>	23
7. INFRASTRUCTURE	23
<i>Utilities</i>	23
<i>Capital Improvements</i>	25
8. URBAN DESIGN/PARKS	27
<i>Recently Completed Urban Design Projects</i>	27
<i>Recreation and Open Space</i>	27

PART II COMMUNITY ANALYSIS

OVERVIEW	29
GEOGRAPHIC SUB-AREA ANALYSIS	30
<i>Sub-Area 1 - Southwest Neighborhood</i>	31
<i>Sub-Area 2 - Southeast Neighborhood</i>	31
<i>Sub-Area 3 - Northeast Neighborhood</i>	34
<i>Sub-Area 4 - Northwest Neighborhood</i>	36
<i>Sub-Area 5 - U.S. 41 Corridor</i>	36
<i>Sub-Area 6 - Dr. Martin Luther King, Jr. Way Corridor</i>	36

<i>Sub-Area 7 - U.S. 301 Corridor</i>	41
<i>Sub-Area 8 - Eastern Enclave</i>	43

PART III APPENDICES

APPENDIX A BIBLIOGRAPHY	46
APPENDIX B DOCUMENT AND PROGRAM REVIEW	49
1. <i>Administration</i>	49
2. <i>Economic Development</i>	52
3. <i>Housing</i>	59
4. <i>Land Use</i>	69
5. <i>Transportation</i>	70
6. <i>Community Health, Safety, and Welfare</i>	71
7. <i>Infrastructure</i>	82
8. <i>Urban Design/Parks</i>	82
APPENDIX C PUBLIC INVOLVEMENT	86
<i>Neighborhood-wide Issues</i>	86
<i>Topic Areas</i>	87
<i>Meeting Notes</i>	95
<i>Community Interviews</i>	107
APPENDIX D MARKET ANALYSIS	109
<i>Summary</i>	109
<i>Analysis of Market Demand</i>	115
<i>Analysis of Retail Locations</i>	130
<i>Market-Based Revitalization Strategy</i>	135
APPENDIX E SOURCES OF FUNDING AND FINANCE	139
<i>Funding Key</i>	162

TABLE OF FIGURES

FIGURE 1 - LOCATION MAP	3
FIGURE 2 - CENSUS TRACTS	3
FIGURE 3 - RESIDENTIAL OCCUPANCY ANALYSIS.....	7
FIGURE 4 - ASSESSED PROPERTY VALUES	8
FIGURE 5 - AVERAGE TAXABLE PROPERTY VALUES.....	9
FIGURE 6 - VACANT PARCELS AND BOARDED BUILDINGS.....	10
FIGURE 7 - EXISTING LAND USE MAP.....	12
FIGURE 8 - FUTURE LAND USE MAP.....	14
FIGURE 9 - FUTURE LAND USE DESIGNATIONS	15
FIGURE 10 - ZONING MAP	17
FIGURE 11 - ZONING DESIGNATIONS	18
FIGURE 12 - COMMUNITY SUBDIVISIONS.....	20
FIGURE 13 - SUB-AREA MAP	30
FIGURE 14 - SUB-AREA 1 - SOUTHWEST NEIGHBORHOOD	32
FIGURE 15 - SUB-AREA 2 - SOUTHEAST NEIGHBORHOOD.....	33
FIGURE 16 - SUB-AREA 3 - NORTHEAST NEIGHBORHOOD.....	35
FIGURE 17 - SUB-AREA 4 - NORTHWEST NEIGHBORHOOD.....	37
FIGURE 18 - SUB-AREA 5 - U.S. HIGHWAY 41	38
FIGURE 19 - SUB-AREA 6 - DR. MARTIN LUTHER KING, JR. WAY	39
FIGURE 20 - SUB-AREA 7 - U.S. 301 - WASHINGTON BOULEVARD.....	42
FIGURE 21 - SUB-AREA 8 - EASTERN ENCLAVE.....	44

PART I COMMUNITY INVENTORY

OVERVIEW

This chapter is the results of the inventory phase of the research. It is a summary of the data collected for the purposes of identifying the existing conditions of the urban area under study. Previously completed reports and studies were reviewed. A large portion of the information provided is drawn from the Sarasota Comprehensive Plan (1998). This background information is needed to support the recommendations included later within this document. It is intended to assist City staff in their Comprehensive Plan amendment to include this plan. This support documentation is organized to assist in meeting consistency requirements of state planning legislation, including relevant portions of Chapter 163 of the Florida Statute and Chapter 9J-5 of the Florida Administrative Code. Detailed summaries of recommendations and executive summaries of relevant reports are included in Appendix B. Examples of some of the documents include:

- Financial Sustainability Study
- Sarasota County Openly Plans for Excellence (SCOPE) Community Report Card
- North Sarasota Community Asset Mapping Project
- Neighborhood Action Strategies

- Historic Properties Surveys
- Consolidated Plan 2000-2005 (Housing)
- Affordable Housing Pilot Project
- Sarasota Police Crime Statistics
- Community Service providers from the Sarasota Housing Authorities HOPE VI application
- Brownfields Cleanup (Urbaculture Project)
- Newtown Traffic Calming Master Plan
- Greater Newtown Community Redevelopment Corporation Organization Buildout Report Greater Newtown Community Redevelopment Corporation Land Use and Zoning Report
- UIRA Grant
- Florida Gulf Coast Chapter of the AIA, Newtown Planning Charrette Summary Report

1. ADMINISTRATION

GOVERNMENTAL COORDINATION

The purpose of this section of the City of Sarasota Comprehensive Plan is to coordinate and integrate Sarasota City Government with other governments and entities whose actions affect or are affected by decisions made for the City of Sarasota, such as the County, School Board, and Metropolitan Planning Organization (MPO). This section also addresses the statutory requirements of having interlocal agreements in place with these entities. Any major effort to redevelop Newtown will require continued collaboration of this sort and will also require an increase in public-private partnerships.

2. ECONOMIC DEVELOPMENT

CENSUS DATA

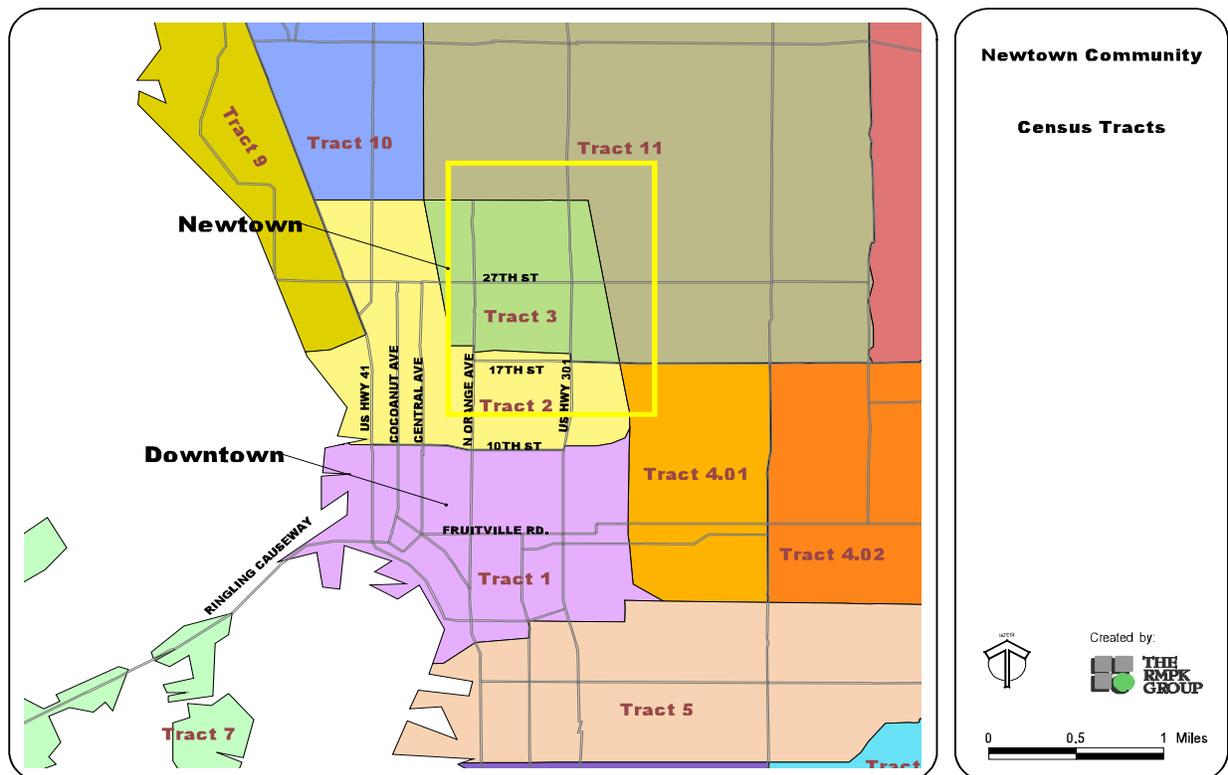
The Newtown Area is located in Census Tract 2, Block Groups 1 and 2. Figure 3 shows the Census Tract boundaries. The demographic data in the following section was based upon the 1990 and 2000 Censuses.

The Newtown community is located in the City of Sarasota, which is located in Southwest Florida, about 70 miles south of Tampa Bay Metropolitan Statistical Area (MSA). The Newtown neighborhood is just north approximately 1.2 miles from downtown Sarasota.

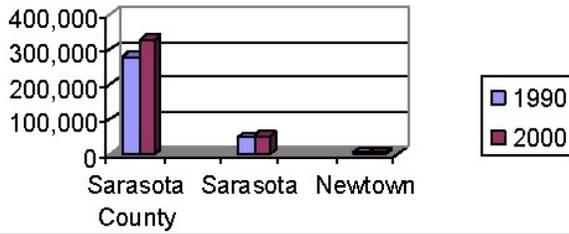
FIGURE 1 - LOCATION MAP



FIGURE 2 - CENSUS TRACTS



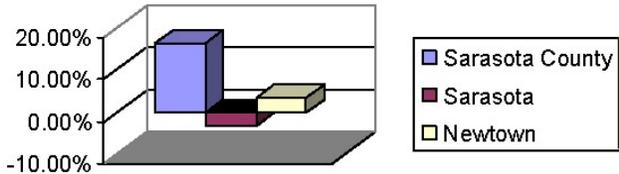
POPULATION COMPARISONS



POPULATION

The population between 1990 and 2000 climbed from 277,776 to 325,957 Countywide; 50,978 to 52,715 Citywide; and 8,169 to 8,459 in Newtown.

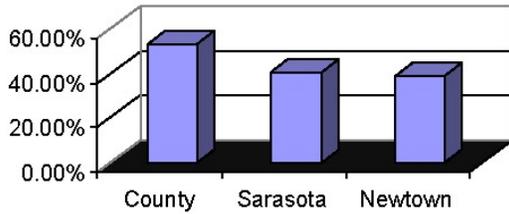
HOUSING INVENTORY



HOUSING

The percentage change in housing inventory between 1990 and 2000 was 16.17% Countywide; minus 3.20% Citywide; and 3.45% in Newtown.

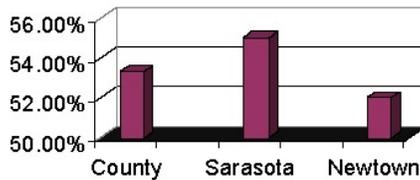
1990 HOME OWNERSHIP RATE



TENURE

Homeownership rates in 1990 were 53.40% County; 40.68% in the City; and 39.16% in Newtown.

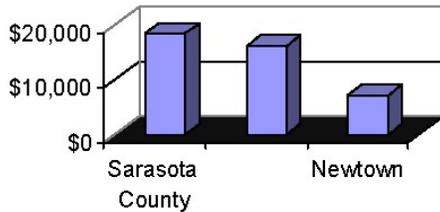
HOUSEHOLD MOVED WITHIN PAST FIVE YEARS



MOBILITY

53.30% of households in the County lived in a different house five years previously; 55.00% in the City; and 52.00% in Newtown.

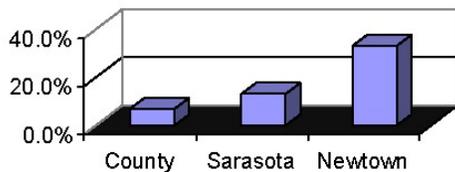
1990 PER CAPITA INCOME



INCOME

Per Capita Income in Sarasota County was \$18,441; in Sarasota it was \$16,151; and in Newtown it was \$7,297.

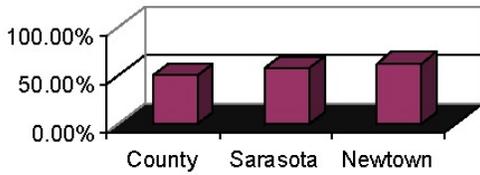
PERSONS BELOW POVERTY LEVEL: 1990



POVERTY

Percentage of people living below the poverty level in 1990 was 6.9% in the County; 13.3% in the City; and 32.9% in Newtown.

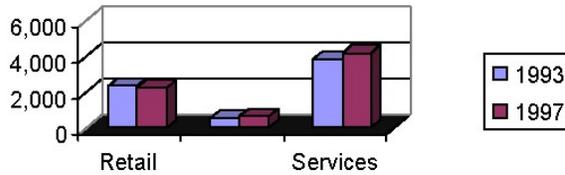
LABOR FORCE PARTICIPATION RATE



LABOR FORCE

Labor Force participation in 1990 in the County was 49.68%; in the City was 57.76%; and in Newtown was 62.42%

NUMBER OF ESTABLISHMENTS: SARASOTA COUNTY



NUMBER OF BUSINESSES

The number of retail establishments Countywide between 1993 and 1997 dropped from 2,325 to 2,252; wholesale rose from 533 to 632; and Services rose from 3,850 to 4,211.

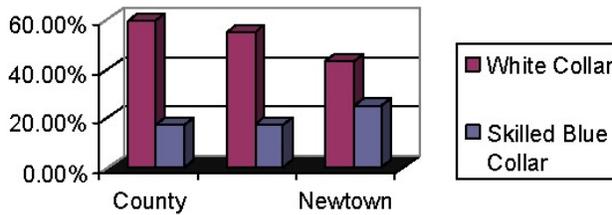
PERCENT WITH <5 EMPLOYEES



SMALL BUSINESSES

The percentage of small retail businesses between 1993 and 1997 dropped from 46.1% to 45.4%; wholesale rose from 62.9% to 65.4%; and services dropped from 64.6% to 63.4%.

1990 OCCUPATIONS

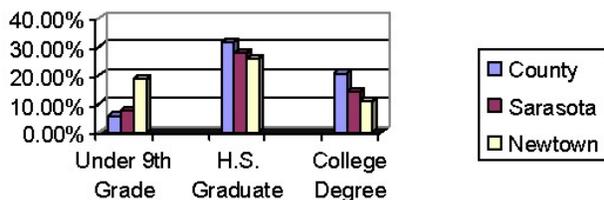


OCCUPATIONS

White Collar occupation in 1990 in the County were 59.92%; in the City they were 55.23% and in Newtown they were 43.04%

Skilled Blue Collar occupations in 1990 in the County were 17.73%; the City 17.71%, and Newtown 25.12%

ADULT EDUCATIONAL ATTAINMENT



EDUCATION

Educational Attainment of Adults in 1990 for the County was 5.65% under ninth grade, 31.74% high school graduate, and 20.40% college degree. For the City it was 7.79% under ninth grade, 27.98% high school graduate, and 14.03% college degree. Newtown was 18.82% under ninth grade, 25.72% high school graduate, and 10.71% college graduate.

3. HOUSING

Housing is the most important component of a city and is the fundamental basis for a neighborhood, which is the fundamental basis for a community. The defining principles of the City that relate to the housing section of the City Plan are: “To be a safe place for people,” “To have viable neighborhoods working together as a community,” and “To be an attractive, clean, and aesthetically pleasing City.” The goal of this section is “to provide opportunities for safe, sanitary, and affordable housing for all City residents while recognizing the private sector as the primary provider of housing.”

The 1990 Census data indicated a total of 26,985 housing units in the City, which can be categorized as occupied, vacant, and seasonal. Census data indicated that 9% of housing units were seasonal and 7% were vacant. Single-family homes are the predominant dwelling unit type in the City, representing 53% of the total housing inventory. Multifamily structures consisting of ten or more units, such as apartment homes, comprised 23%, and the remainder was made up of small multifamily, mobile homes, and duplexes. The City’s plan indicates that 60-79% of the housing units in the Newtown Area are single family, 40-59% are owner-occupied, and the all the housing units in the Newtown Area have a median value of under \$50,000. Additionally, 80-100% of the housing units were constructed before 1970.

According to the City Plan, the City provides the majority of public housing for the entire County. There are seven public housing areas in the City for a total of 631 units. There are only 234 units in the rest of the County. Of the seven units in the City, four of them are in the Newtown Area: the three Newtown Heights buildings and Janie Poe. Additionally, J.H. Floyd Sunshine Village on 18th Street received public funding.

FIGURE 3 - RESIDENTIAL OCCUPANCY ANALYSIS

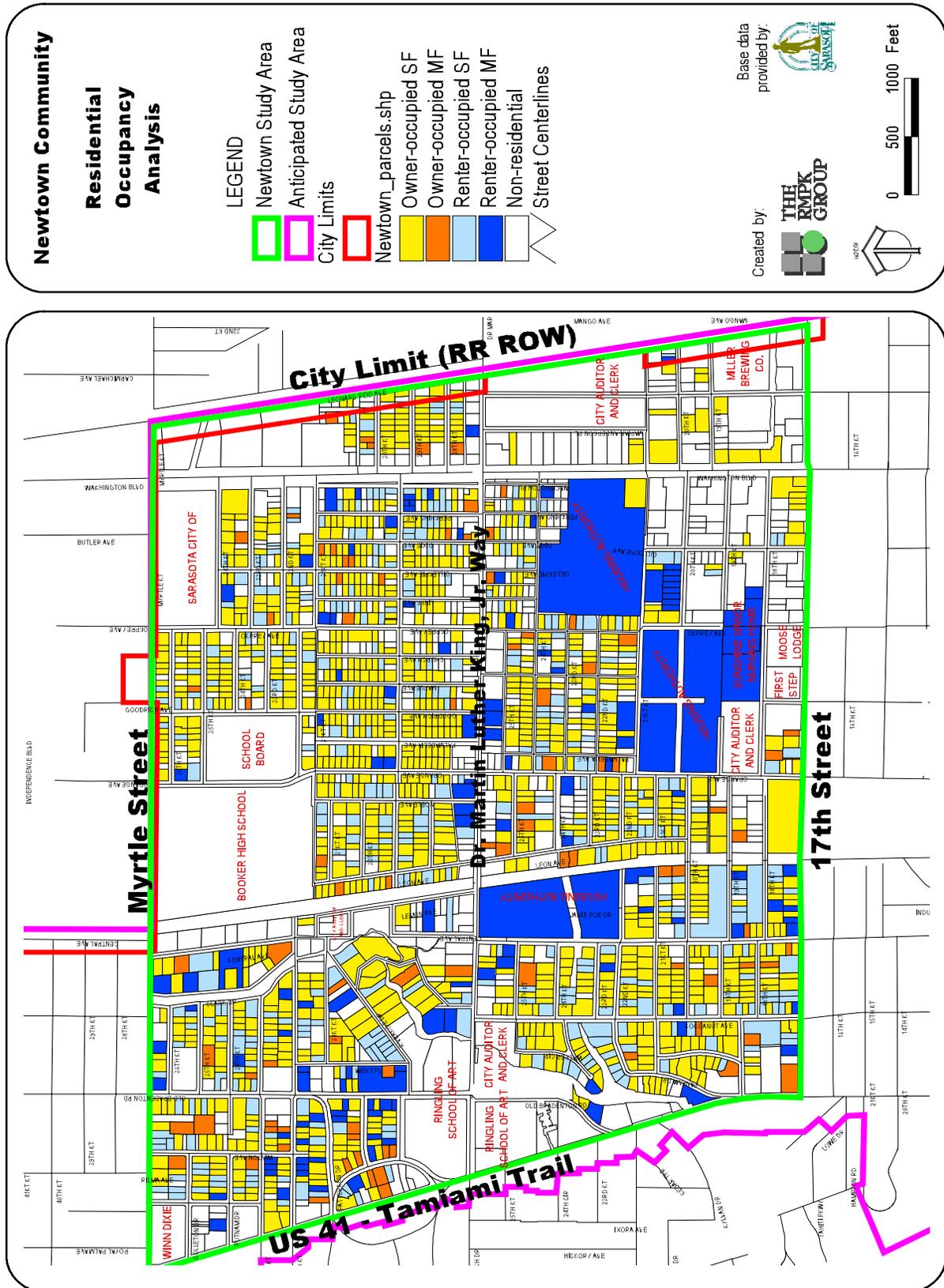


FIGURE 4 - ASSESSED PROPERTY VALUES

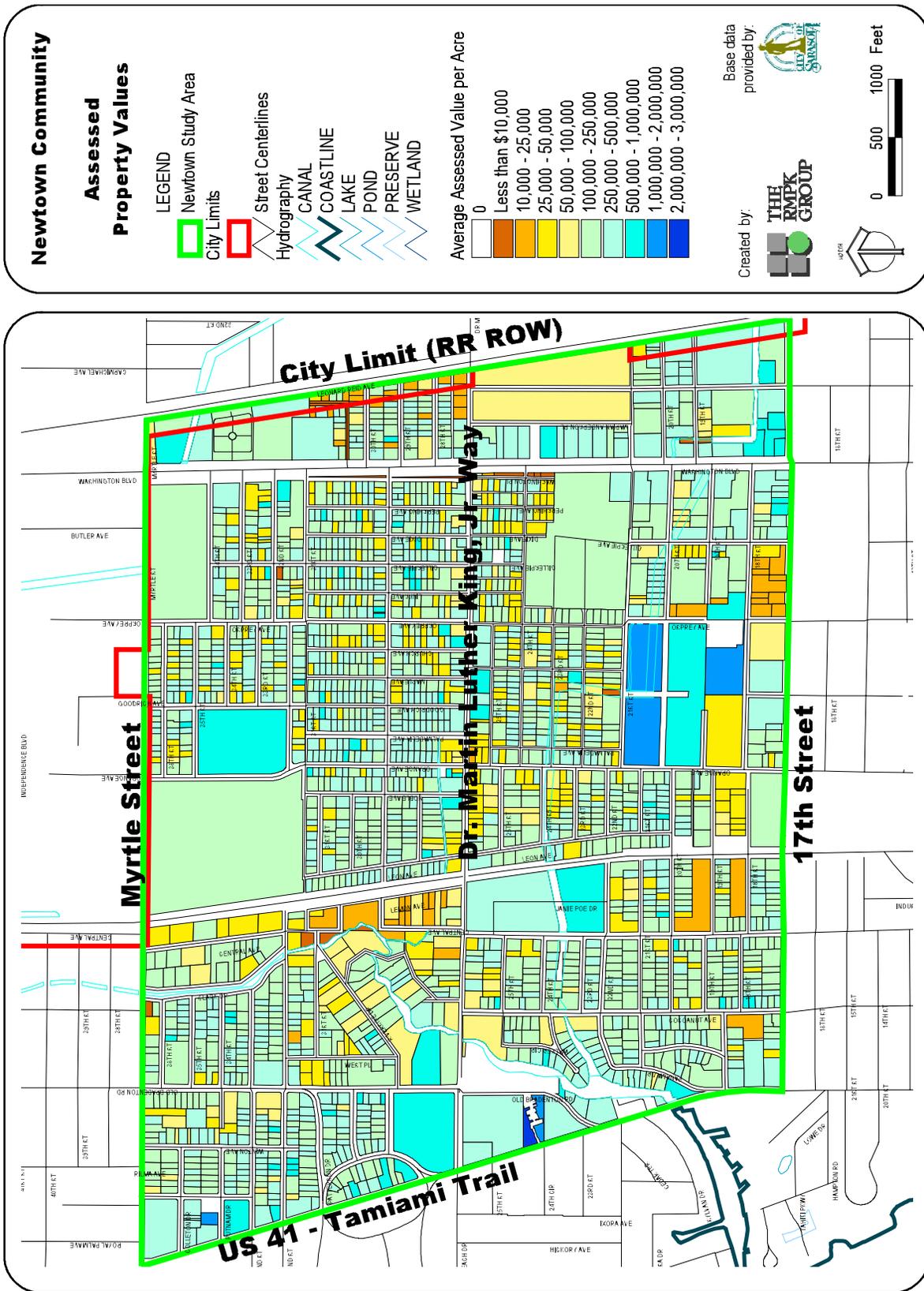


FIGURE 5 - AVERAGE TAXABLE PROPERTY VALUES

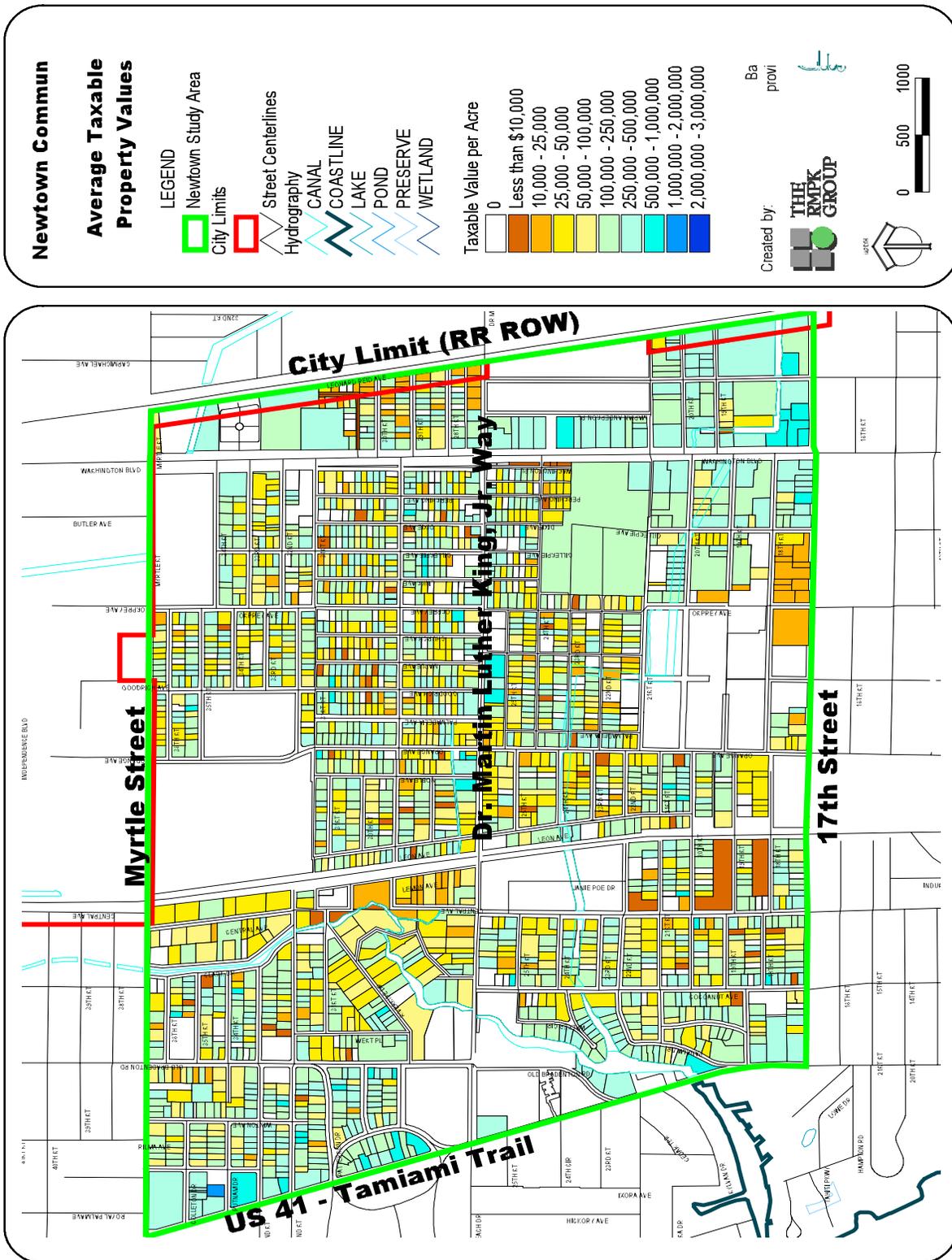
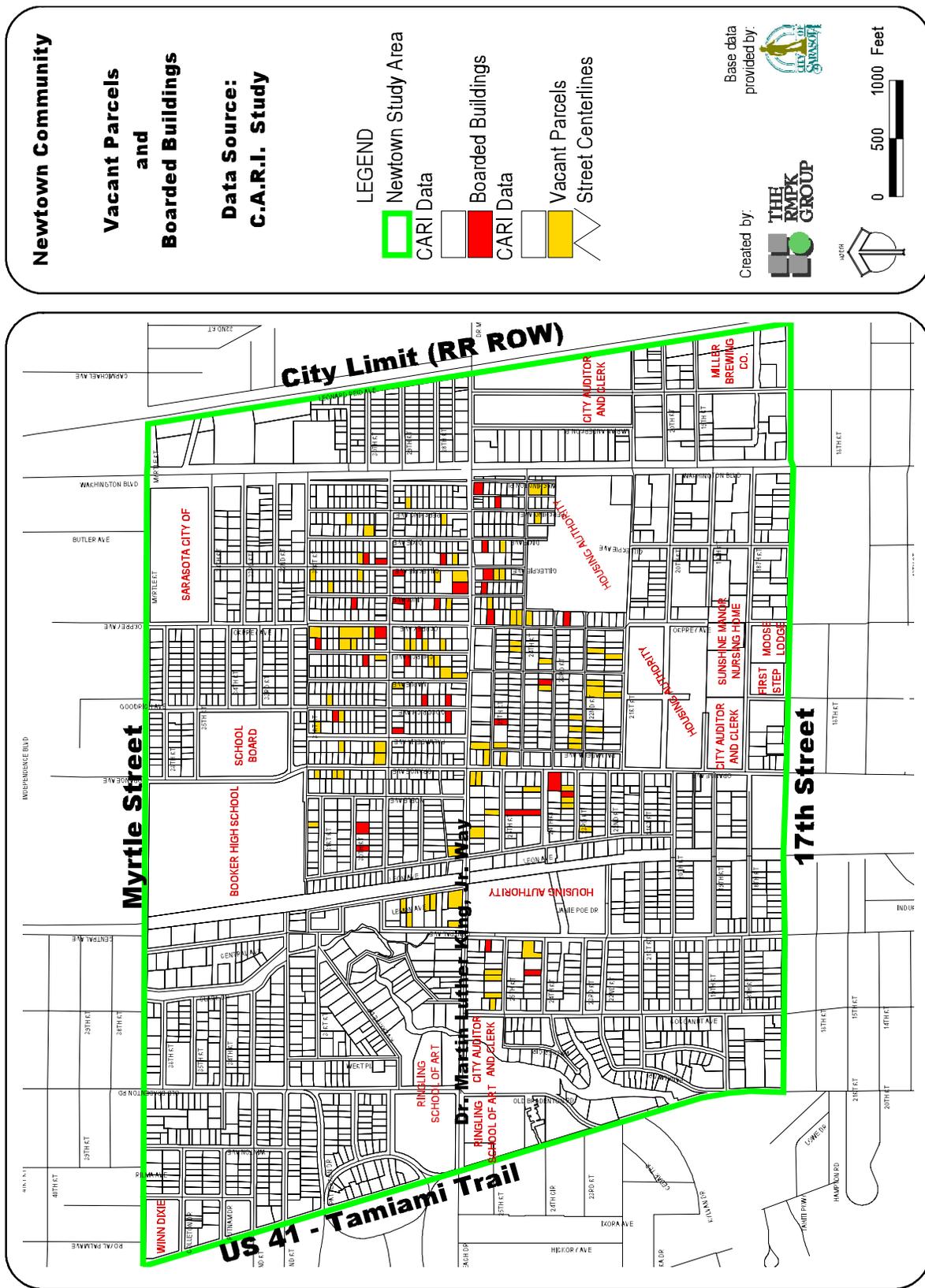


FIGURE 6 - VACANT PARCELS AND BOARDED BUILDINGS



4. LAND USE

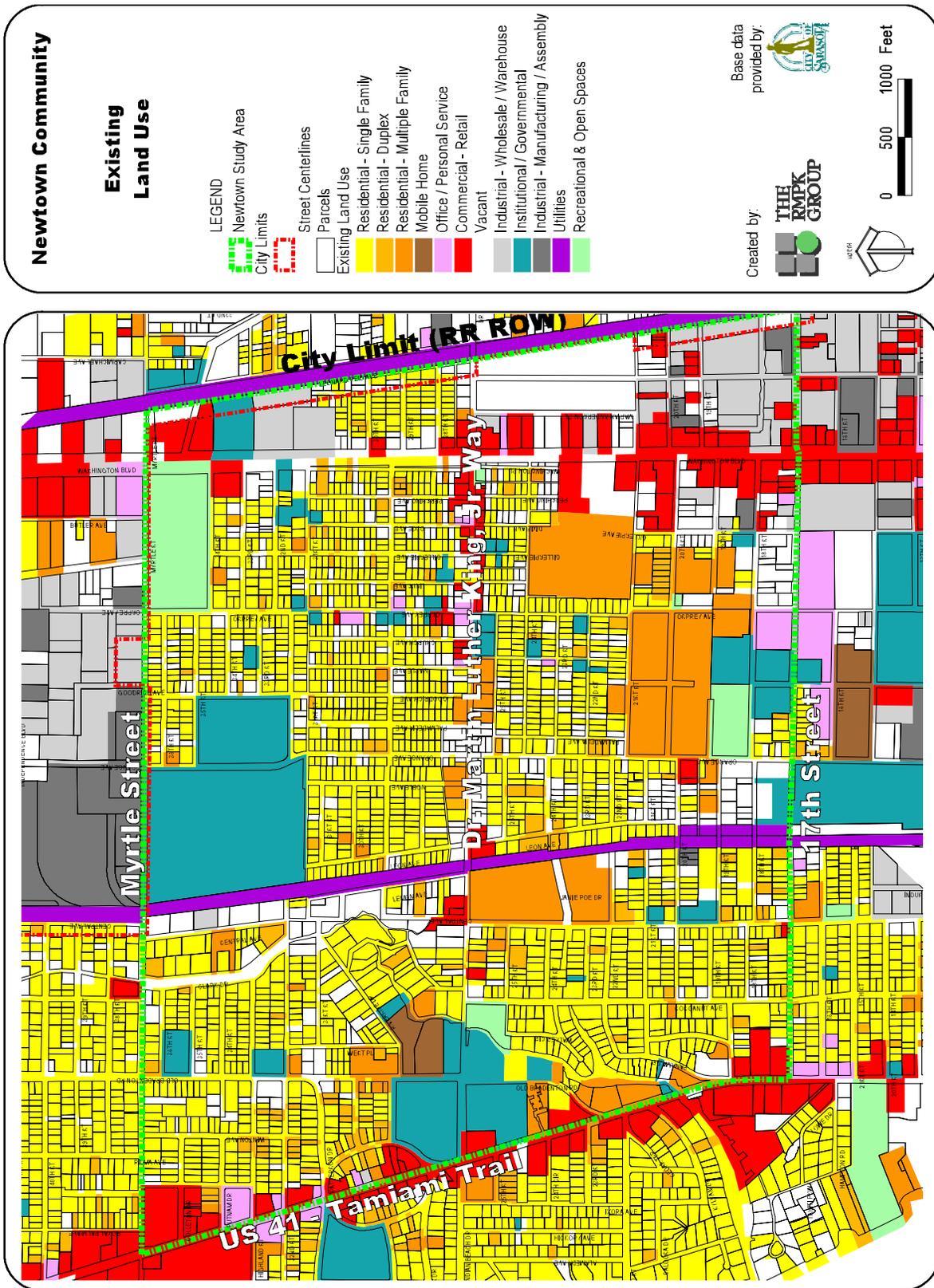
EXISTING LAND USE

There are five commercial corridors that impact the project area:

1. The western boundary is U.S. 41 (Tamiami Trail). It is primarily Commercial-Retail with a large block of Institutional/ Governmental where the Ringling School of Art is located.
2. The U.S. 301 Corridor on the east side of the project. Dr. Martin Luther King Jr. Way, while not a boundary, is a mix of uses. To the north of there is Recreational/Open-Space, Commercial-Retail, Institutional/ Governmental, Industrial-Wholesale/ Warehouse, a mix of vacant parcels, and both single family and Multiple-Family Residential. However, the area is mostly Commercial-Retail, with several Industrial Wholesale/ Warehouse leading into the Downtown.
3. The 17th Street Corridor is a mix of vacant parcels, Office/ Personal Services, Institutional/ Governmental, Industrial-Wholesale/ Warehouse, Commercial Retail, and a small consolidated pocket of Residential.
4. The Myrtle Street Corridor to the north is also a mix, but in a distinct pattern. From U.S. 41 on the west to the railroad tracks next to Central Avenue, it passes through Residential. To the east there is Industrial-Manufacturing/ Assembly and Industrial-Wholesale/ Warehouse on the north, with one parcel of Office/Personal Service. On the south side is Institutional/Governmental, then Residential-single family and Duplex, Recreational and Open Space, then Commercial/Retail on U.S. 301.
5. Dr. Martin Luther King, Jr. Way (MLK) runs through the center of the project area and is the core of the neighborhood. The west end at U.S. 41 is Institutional/ Governmental, where the Ringling School of Art is located. It then passes through a mix of Residential, both single family and Multiple-Family, up to Maple Avenue, at which point it becomes a mix of Office/ Personal Service and Commercial-Retail.

Filling in the areas between these corridors is Residential with several areas of Institutional/Governmental and Recreational Open Spaces. There is one Mobile Home Park adjacent to the Ringling School of Art. A majority of the remaining parcels are Residential-Single Family, with some duplexes. The majority of the Residential Multiple-Family is located in the southeastern quarter of the project area.

FIGURE 7 - EXISTING LAND USE MAP



FUTURE LAND USE

The designations on the Future Land Use Map are based on new categories. Most are similar to the existing ones with refined definitions and additional categories to add a finer grain of detail. The importance of the five corridors will not change:

1. The U.S. 41 Corridor is designated Community Commercial—except the properties associated with the Ringling School of Art, which is designated Metropolitan/Regional.
2. The U.S. 301 Corridor is predominantly designated Community Office/Institutional to the north of Dr. Martin Luther King Jr. Way and Neighborhood Office/Institutional along the west side to 31st Street and south of Dr. Martin Luther King Jr. Way on the west side down to 23rd Street. From 23rd Street to 21st Street on the west and from 28th Street to 21st Street on the east will be Community Commercial. The area south of 21st Street on both sides of U.S. 301 is designated Production Intensive Commercial.
3. The southern boundary along 17th Street is designated Community Office/Institutional between Lemon Avenue and Gillespie Avenue. To the east of Lemon Avenue the Future Land Use Plan calls for Production Intensive Commercial.
4. The northern boundary along Myrtle Street is designated Residential Single Family west of Central Avenue. The area to the east, on Central Avenue near Booker High School, is designated Community Office/Institutional, then Residential Single Family and Open Space-Recreational-Conservation for Cohen Park. The east side of U.S. 301 is designated Community Office/Institutional. The area west of Central Avenue is designated Multiple Family-Moderate Density.
5. Dr. Martin Luther King, Jr. Way remains the core of the project area. Ringling School of Art and Design is the gateway on the west and is designated as Metropolitan/Regional. There is an Open Space-Recreation-Conservation piece next to Whitaker Bayou for Dr. Martin Luther King Jr. Park. Heading east Dr. Martin Luther King Jr. Way transitions into Multiple Family (Moderate Density) to Central Avenue. A strip of Neighborhood Commercial is proposed along the north side of Dr. Martin Luther King Jr. Way between Central Avenue and Leon Avenue, and on both sides of Leon Avenue to the south of Dr. Martin Luther King Jr. Way.

The areas between the corridors remain Residential with single family (Low Density) around Ringling School of Art and Design and Whitaker Bayou. There are four major groupings of single family (Moderate Density) in each quadrant of the project area. There are also four significant groupings of Multiple-Family (Medium Density):

FIGURE 9 - FUTURE LAND USE DESIGNATIONS

FLU Plan	Intent	Permitted Uses	Dev. Standards
Residential Single Family	Identify areas that have developed primarily as traditional, detached, moderate density single family dwelling units on individual lots, compatible secondary uses, and areas where uses consistent to this can occur in the future	Primary: Detached single family dwellings on individual lots.Secondary: Churches, day care, elementary schools, and parks	RSF-3, RSF-4 zones.Over 4.5 units per acre to 9 units per acre.
Multiple Family (Medium Density)	Identify areas that have developed primarily with medium density multiple family residential units, compatible secondary uses, and areas where uses consistent to this can occur in the future.	Primary: Structures designed to house more than one family, including but not limited to garden apartments, patio units, villas, "plexes" row houses, condominiums, and townhouses.Secondary: Churches, day care, elementary schools, and parks	RMF-3, RMF-4, RMF-5 zones.Over 9 units per acre to 25 units per acre.
Neighborhood Office/ Institutional	Identify areas that have developed primarily with small, low intensity professional offices, compatible secondary uses, and areas where uses consistent to this can occur in the future.	Primary: Professional and medical officesSecondary: second story residences, churches and day care..	OPB, OPB-1 zones.Low intensity office uses
Community Office/ Institutional	Identify areas that have developed primarily with medium intensity professional offices, personal service, medical, institutional, retirement, and governmental uses compatible secondary uses, and areas where uses consistent to this can occur in the future	Primary: Professional and medical offices, personal services, institutional, retirement centers, governmental activities, and laboratories.Secondary: Churches, day care, elementary/secondary schools, private clubs, social service agencies, and retail uses that are located totally within a primary use's structure.	OPB, OPB -1, OP, MCI, G zones.Medium intensity office and institutional uses.
Community Commercial	Identify areas that have developed primarily with retail, office, personal service, institutional, and governmental uses that focus on serving near-by local markets and attractions, compatible secondary uses, and areas where uses consistent to this can occur in the future	Primary: Retail commercial uses.Secondary: Professional and medical offices, motels, hotels, personal service, motor vehicle sales, institutional, churches, day care, elementary/secondary schools, social service agencies, storage, and governmental activities.	CN, CBN, CSC-N,CG,NT,COP,CSC-C, G zones.Medium intensity commercial uses.
Metropolitan/ Regional	Identify areas in the City that represent attractions that draw visitors from great distances and have developed in distinct and identifiable "complexes", "circles", and "centers", or "campuses".	10 primary categories are listed with specific examples located on the Future Land Use map. There are no secondary uses for this category	CSC-R, CT, MCI, G zones.Only defined uses regardless of zoning.
Production Intensive Commercial	Identify areas that have developed primarily with heavy commercial and industrial related land uses, compatible secondary uses, and areas where uses consistent to this can occur in the future	Primary: Manufacturing, assembly, warehousing, storage, processing, kennels, distribution, vehicle and equipment repair/sales/rental, and governmental uses.Secondary: retail/service/office establishments catering to primary employer, employees, clients, and customers once the primary use is established.	CI, I, ILW, G zones.High intensity production and commercial uses.

1) Just north of Ringling School of Art and Design. 2) Between Leon Avenue and Orange Avenue, north of 23rd Street and along Dr. Martin Luther King Jr. Way to Maple Avenue. 3) Between Orange Avenue and Osprey Avenue and 21st Street and 19th Street, with some additional properties just east of Osprey Avenue. 4) Between 21st Street and 24th Street, the back properties on the east side of Osprey Avenue, and the property line between Dixie Avenue and Pershing Avenue. There will be several remaining Multiple Family (Moderate Density) areas adjacent to the Multiple Family (Medium Density) areas. The largest is located between Clark Drive and Leon Avenue, north of Dr. Martin Luther King Jr. Way. The next is the area previously mentioned along Dr. Martin Luther King Jr. Way between the Ringling School of Art and Design and Central Avenue. Two smaller groupings are just north of 18th Street on both sides of the Bertha Mitchell housing development.

The City approved the initiation of a small-scale plan amendment on November 15, 2001 to change the future land use classification of City owned property at the southeast corner of the intersection of Cocomanut Avenue and Dr. Martin Luther King Jr. Way. The proposed change to the Plan goes from Multiple Family (Moderate Density) to Open Space-Recreational-Conservation. The plan change was to accommodate the overflow parking of Dr. Martin Luther King Jr. Way Park to the west. From input during a Florida Gulf Coast Chapter of the American Institute of Architects design charrette, residents have voiced that this was not necessary in that there are few occasions (special events) where there is a need for overflow parking.

Figure 9 illustrates the present Future Land Use designations within the study area. The right mix of future land uses is essential for the success of any neighborhood. Determining what is the right mix and providing incentives and a positive regulatory environment for this to be encouraged and allowed to develop is a primary task of this study. The adopted City of Sarasota Comprehensive Plan (1998) allows for the development for a wide variety of residential uses, neighborhood scale office and institutional uses, community scale uses and even employment opportunities. When adopted, this plan will require amendments to the City Comprehensive Plan to make the two consistent.

ZONING

The zoning is the implementation for the intentions expressed in the Future Land Use section of the City of Sarasota's Comprehensive Plan.

There are two areas of Medical/Charitable/Institutional. The first is the Ringling School of Art and Design on Dr. Martin Luther King Jr. Way and U.S. 41 and the second is the J. H. Floyd Sunshine Manor on 17th Street. There are seven areas of Governmental Use. They include Booker High School, Cohen Park, Janie Poe Housing, Bertha Mitchell Housing, Dr. Martin Luther King Jr. Park, the Urbaculture Brownfield property, and the 35th Street Park.

FIGURE 11 - ZONING DESIGNATIONS

Zoning	Intent	Permitted Uses	Development Standards
Residential Single Family	To permit conventional single-family detached residential development, with densities ranging from two dwelling units per acre to eight and seven tenths dwelling units per acre.	Single family conventional units	Minimum lot sizes range from 21,780 sq. ft. to 5,000 square feet. Lot widths are from 100 feet to 50 feet. Max. height is 35 feet. Front-30 to 20 feet- Rear-all 15 feet
Multiple Family (Medium Density)	To permit multiple family residential development, with densities ranging from six dwelling units per acre to fifty dwelling units per acres.	Single family, two family, multi-family. Nonresidential uses of hotels and motels	Minimum lot sizes range from 5,000 sq. ft. to 20,000 sq. ft. Lot widths are from 50 ft. to 100 feet. Max. height is 35 to 180 ft.
Governmental Use	To apply to those lands where national, state, and local governments activities are conducted and where governments agencies hold title to such lands or where the private owner of such lands requests such zoning to accommodate a governmental uses.	Governmental office and service uses.	Accordance with the most restrictive zone district adjacent to the G zoned zoning lot.
Medical, Charitable, Institutional	To permit institutional uses of a medical, charitable, philanthropic, altruistic, religious, social or eleemosynary character and to facilitate their proper development and use.	Adult Day Care, Schools, Assisted living facility auditorium, convention center, Colleges and universities, community residential homes, Educational Dormitory, Hospital, Library, Nursing Home, office, business or professional	Max. dwelling units per acre is 25. Min. lot area is 20,000 sq. ft., Minimum width is 100 feet Max height is 35 feet. Minimum front is 30 feet side 25 feet and rear 25 feet.
Community Business Newtown	To permit small-scale neighborhood oriented commercial facilities and to facilitate their proper development and use. Businesses in this district are within convenient relating distance from one or several neighborhoods.	Primary uses include food, drugs, hardware and similar items and the provision of personal services. This District is not primarily a residential district however residential dwelling units are encouraged on all but the first floor of structures.	No minimum lot area, width or coverage. Maximum height is 35 ft. No front yard setback and when abutting residential there is a 15 ft. rear and side setback.
Commercial Intensive	To permit and facilitate the proper development of high intensity commercial development.	Service, Retail, Office and Associated Low Impact Facilities	There is no minimum lot area, width, or lot coverage. The maximum height is 45 feet. The minimum front is 10 feet and 15-foot rear. There is no side lot requirements.

Residential is divided into single family and multifamily zones. There are generally six areas of multifamily. One is surrounding the Ringling School of Art and Design. This also has a portion that is Medical/Charitable/Institutional. The second, third, and fourth are clustered along the western portion of Dr. MLK Jr. Way, and the north and south sections of Lemon Avenue. The fifth section is between 17th Street and 21st Street, and Gillespie Avenue and Osprey Avenue. There are several individual parcels with multifamily zoning dispersed throughout the single-family areas.

There are two areas of Industrial Light Warehousing. The first is on the east side of U.S. 301, north of Dr. Martin Luther King Jr. Way. The second sits on both sides of the southern end of U.S. 301 around the Commercial zoned development on U.S. 301 and 17th Street located along the Railroad ROW. There are four areas of Community Business Newtown that are spread along Dr. Martin Luther King Jr. Way. The largest is to the east end after Maple Avenue. Either side of U.S. 301 is lined by Commercial Intensive, starting just north of 31st street on the east side going south, and starting at 23rd Street on the west side going south.

The City's Land Development Code does allow for Planned Unit Developments. According to the code, the intent of this district is to allow for more flexibility in site design than is permitted in a conventional zone district and allow for maximum utilization of the land while ensuring against detrimental impact on the environment, neighborhood, and the public. The intent makes no mention of allowance for a mixture of uses. In addition, as written, the minimum lot size is ten acres which assemblage can be problematic in urban developed areas. There are few vacant tracts within the Newtown Study area let alone a ten-acre tract for meeting the minimum lot size for a Planned Development District. The PD does allow a mixed-use development and flexibility on behalf of the developer.

Figure 11 illustrates the various zoning districts in the study area. Clearly, a full range of residential development is permitted in the study area. The standards for the various districts are listed in the chart. The bulk standards for setbacks and the parking requirements shape the type of development that will occur.

NEIGHBORHOODS

A section of the City Plan on neighborhoods is optional, not required by state statute. The section addresses the major goal of the City to “achieve healthy and livable neighborhoods” by including citizens in decision processes, ensuring compatible land uses and safety, developing effective transportation, and enhancing aesthetics.

According to the City's Comprehensive Plan, neighborhoods are delineated by recognized boundaries, including areas having historical, cultural, geographic, or business relationships, natural and man-made barriers, and opportunity for resident participation in neighborhood organizations. The Newtown Redevelopment Area is included in the “Sarasota North” neighborhood on the Sarasota City Plan Existing Neighborhood Organization Areas Map. Figure 7 Shows major Newtown Community Subdivisions.

5. TRANSPORTATION

It is the City's goal to develop and maintain a safe, convenient, and efficient transportation system that recognizes alternative modes of transportation, coordinates with future land use plans, maintains economic viability of businesses, and enhances the quality of life for the residents. Level of Service (LOS) standards for the individual roadways have been adopted, ranging from A (free flowing traffic) to F (forced flow and long delays). LOS D has been adopted for City roadways, including all the major roadways in the redevelopment study area. LOS D is defined as "reduced speed, some slowing and stopping delays." Some of the major roadways in the redevelopment study area are operating at higher levels. According to the 1997 LOS data, Cocoanut Avenue was operating at LOS A or B and Central Avenue and Dr. Martin Luther King Jr. Way at LOS C. Future projections show little change in 2005. However, in 2010, projections show U.S. 41 and 10th Street at LOS E and Cocoanut Avenue at LOS F. As a result, improvements to Cocoanut and 10th Street should be considered.

DR. MARTIN LUTHER KING JR. WAY

There are four sections of Dr. Martin Luther King Jr. Way within the project study area that the City keeps regular traffic count data for. These are: between U.S. 41 and Bradenton Road, Leon Avenue and Noble Avenue, Orange Avenue and Palmadelia Avenue, and U.S. 301 and the eastern City limits. All four sections have a minimum LOS rating of D. The service volumes range from 910 to 1070. Each section had counts taken at different times on different days. Therefore, the reserve capacities are listed here as a range based on the highest and lowest results of the traffic analysis records. The reserve capacities for each of the four sections are as follows:

U.S. 41 and Bradenton Road	(between 240 and 332)
Leon Avenue and Noble Avenue	(between -262 and 105)
Orange Avenue and Palmadelia Avenue	(-385)
U.S. 301 and the eastern City limits	(between -222 and 2)

SARASOTA COUNTY AREA TRANSIT

Sarasota County Area Transit (SCAT) services the Newtown Area with Route 2, which makes a loop to the north along Cocoanut Avenue and Old Bradenton Road; Route 7, which covers Dr. Martin Luther King Jr. Way, and Route 8, which covers Orange Avenue, 35th Street, and U.S. 301.



Orange Avenue SCAT Stop

6. COMMUNITY HEALTH, SAFETY, AND WELFARE

SOCIAL SERVICES

The City and County have for many years acknowledged that a major characteristic of this area is that it has a lower income level than the rest of Sarasota County. It is also acknowledged that people in poverty have increased difficulty meeting social challenges. One form of assistance is through social service organizations. Numerous non-profit organizations serve this area. Some have headquarters and facilities located in the neighborhood. Others have branch locations here. Others are programs with volunteers and staff but no facilities. Due to concentrations of poverty, it makes sense to locate services near these concentrations. However, this concentration of services also attracts people needing these services to the neighborhood. A list of some of the organizations providing such services is included in Appendix B. These services can be broken down by type into the following categories:

- Employment Services and Training Programs
- Crime Prevention
- Youth Education Support
- Family Supportive Services and
- Health Support



Goodwill Industries, Dr. MLK Jr. Way



Boys and Girls Club, Orange Ave.

POLICE

Police services for the Newtown Redevelopment Area are provided by the Sarasota Police Department around the clock, both for emergencies and non-emergencies. Several substations are located in or near the Area: the Resource Center at 1782 Martin Luther King, Jr. Way, the Orange Avenue Center at 1912 North Orange Avenue, and the Gillespie Park Substation 710 North Osprey. The substations are not fully staffed and do not have regular operating hours. However, when patrol cars are present, residents can contact officers at the substations for emergency or non-emergency services. The City and the County have a mutual aid agreement for additional response when needed.



SPD Substation, Dr. MLK Jr Way

FIRE/EMS

Fire and Emergency Medical Services in the Newtown Area are provided by Sarasota County Emergency Services, particularly Station 4, at 3530 Old Bradenton Road, and Station 6, at 4100 Lockwood Ridge Road.

7. INFRASTRUCTURE

UTILITIES

POTABLE WATER

The City of Sarasota owns, operates, and maintains its potable water service. The City's water supply comes from the Verna Wellfield seventeen miles east of the City and the Downtown Reverse Osmosis Wellfield. The water treatment system has a design capacity of 12 million gallons per day (MGD), however the Southwest Florida Water Management District (SWFWMD) permit limits it to 10 MGD. Average annual water use in 1995 was 7.4 MGD. Divided by the functional population of the City of 74,506, this results in roughly 99 gallons per capita per day, which is below the adopted service level of 150 gallons per capita per day. According to the City Plan, there is sufficient potable water capacity to serve the City through 2010. The water treatment plan is nearing its projected twenty-year lifespan and repair, replacement, and improvement to it are scheduled in the Capital Improvements section of the Plan. Several of the City's Wellhead Protection Areas are located in a cluster in and around the Newtown Area.

SANITARY SEWER

The City's Public Works Department owns, operates, and maintains an integrated sanitary sewer system. The City classifies 99% of its users as domestic (residential, business, institutional) and less than 1% as industrial. The wastewater treatment plant is located on 12th Street between Orange Avenue and U.S. 301, just south of the redevelopment study area boundary. The facility has been renovated and expanded several times since its construction in 1951 and has a 10.2 MGD treatment capacity. Average annual sewer use in 1995 was 8 MGD. Divided by the functional population of the City of 74,506, this results in roughly 107 gallons per capita per day, which is below the adopted service level of 150 gallons per capita per day.

As stated in the environmental section, water quality in Whitaker Bayou has suffered from the treated effluent discharged. However, the City has addressed the problems through urban and agricultural reuse and upgrading of the wastewater treatment process. Projected sewer demand is expected to remain within capacity of the wastewater collection, treatment, and reuse system until 2010. A new 6" reuse water line for irrigation and a new sewer line were constructed along Dr. Martin Luther King Jr. Way as part of a recent capital improvements project.

STORMWATER DRAINAGE

Stormwater management is accomplished through interlocal agreement between the City and County. The County is responsible for administration, basin planning, operations, maintenance, repair, and capital improvements. The City's drainage system consists of natural and manmade conveyance and treatment/retention components. Paved streets and gutters in the higher elevations drain into storm sewers and culverts, which in turn drain to the various bayous along Sarasota Bay, including Whitaker Bayou.

The City has adopted the 25-year/24-hour (recurrence/duration) storm event as an aid in the design of the drainage system for external facilities, basins, and capital improvements. A 10-year/24-hour storm event has been adopted for the design of closed storm sewer systems. Level of Service (LOS) adopted by the City is LOS C, which means that street and yard flooding is expected and acceptable. To adopt a higher level of service is cost prohibitive. Studies on four of the twelve drainage basins in the City have been completed and LOS C attained, including the Whitaker Bayou Basin, which affects the Newtown Redevelopment Area.

SOLID WASTE

The City operates a complete solid waste disposal service that provides onsite collection and disposal. Solid waste is disposed of at the Central County Solid Waste Disposal Complex in Venice. According to the County, the City of Sarasota generates approximately 15% of the total waste stream at the landfill. The Venice facility is expected to serve the County's needs through 2038.

ENVIRONMENTAL PROTECTION

This section of the City Plan identifies two major goals: the first to protect, maintain, enhance, and restore the natural environment. The second goal is to protect life and property in coastal areas from destruction by natural disasters. The Comprehensive Newtown Redevelopment Plan study area is close to environmentally sensitive lands that reach from Sarasota Bay to U.S. 41, the western boundary of the study area. Whitaker Bayou and Newtown Canal are considered hardened shoreline rather than natural, and are included in the Conservation Overlay Zone District. Species of fauna and flora found in the Bayou include (not in City Plan- research w/environmental) Whitaker Bayou is the treated effluent discharge area for the City during times of overflow and heavy rainfall periods. Historically, negative environmental impacts, such as reduction in seagrasses and diminished water clarity, have been recorded in the Bayou.

University of Florida Graduate Landscape Architecture Student Jill DeBuono performed an analysis of the Whitaker Bayou as part of a thesis project. Her findings support the above and add that siltation has occurred, which covers the original riverbed. Dredging is a risk due to the amount of heavy metals in the silt.

The City's Engineering Department is cooperating with Sarasota County Stormwater Management to create a Whitaker Bayou Basin Master Plan. The U.S. Army Corps of Engineers is writing the plan. The intent is to examine all the areas that flow into the Whitaker Bayou and balance options for increasing the health of the natural systems with the need for flood control measures.

A large portion of the Redevelopment Area is included in both the floodplain and the entire area is within the hurricane vulnerability area for both Category 3 and Category 4 hurricanes. Booker High School is the designated shelter for the Newtown Area.

CAPITAL IMPROVEMENTS

PROPOSED/BUDGETED CIP (CAPITAL IMPROVEMENT PROJECTS)

This list of authorized projects was derived from the City of Sarasota 2001-2011 Capital Improvement Program and subsequent interviews with members of the Engineering, Public Works, and Utilities Departments. Several categories have yearly-allocated amounts for improvements citywide. Newtown will receive a portion of these allocations.

- Citywide street trees (\$150,000)
- Citywide sidewalk replacements (\$100,000)
- Citywide ADA curb ramps (\$50,000)
- Citywide new curbs and gutters (\$350,000)
- MURT (Multi Use Recreation Trail) bike lane from 10th to Dr. Martin Luther King Jr. Way on Cocoanut Avenue includes shelters, striping, racks, signage (\$1,200,000 from FDOT enhancement funds)
- Neighborhood gateway landscaping at 17th and Orange Avenue
- Traffic calming speed tables
 - Two on 19th, two on 21st, and two on 29th Streets all between Central Avenue and Orange Avenue.
- Newtown Recreation Center (YR 2001-2002)
 - Pool restrooms renovation and ADA upgrade
- New sidewalk (YR.2003-2004)
 - Osprey Avenue between 17th St. and 18th St. Newtown Recreation Center (\$85,000)
 - Royal Palm between 40th and Myrtle
 - New curbs and gutters along Myrtle Avenue.
- Dr. Martin Luther King Jr. Way Park new pavilion with restrooms and kitchen facilities (\$200,000 YR 2001-2002)
- Old Bradenton Road, 32nd Street to University Parkway. (\$800,000 Year 2003-2004) Curbs, gutters, medians, and streetscape landscaping

- Gillespie Avenue between 18th St. and 21st St. New roadway with curbs, gutters, sidewalks, and utilities (\$350,000 carryover funds from Year 2001-2002)
- Dr. Martin Luther King Jr. Way between Lemon Avenue and Leon Avenue improved railroad crossing (under construction now)
- Proposed North County Library
 - Location is on north side of Dr. Martin Luther King Jr. Way between railroad tracks and Newtown Estates Community Center
 - Design is in conceptual phase now
 - Estimated square footage is 25,000 sq. ft.
 - Estimated construction start date is October 2003
 - Estimated Cost?
- Proposed Brownfield Urbaculture Site Redevelopment
 - Located on south side of Dr. Martin Luther King Jr. Way between railroad tracks and 21st St.
 - 19 acres, City owned, leased to Florida House
 - Former landfill, presently contaminated, in testing phase
 - Potential Uses: Florida Farm and Learning Center, Community Marketplace, Education/Incubator Program, Reuse Programs and Jobs through Recycling

RECOMMENDED IMPROVEMENTS NOT IN CIP

(From conversations with members of the Engineering, Public Works, and Utilities Departments of City Staff)

- Extension of Central Avenue, north from 17th St.
- Fredd Atkins Park improvements
 - Four alternative design schemes completed to date, one proposed in Parks Master Plan
- Intersection enhancements at
 - U.S. 41 and Dr. Martin Luther King Jr. Way (partially funded by MURT may need additional funds and phasing)
 - State Road 301 and Dr. Martin Luther King Jr. Way (FDOT in planning stages of redoing roadway from 12th St. north)

8. URBAN DESIGN/PARKS

RECENTLY COMPLETED URBAN DESIGN PROJECTS

- Old Bradenton Road Medians (50/50 partnership with Ringling School of Art)
- Dr. Martin Luther King Jr. Way Streetscape from east City limits to U.S. 41-- \$1.3 million in improvements completed over the past 5 years that include:
 - Landscaped medians
 - New street lighting (100+/- lamps)
 - New sidewalks w/decorative brick pavers
 - New curbs and gutters
 - Parallel street parking

Future proposed projects in the Comprehensive Newtown Redevelopment Plans should be coordinated with these completed improvements to attract catalyst projects and leverage dollars for additional improvements.

RECREATION AND OPEN SPACE

It is the City's goal to provide a high quality, environmentally sensitive system of parks and open spaces for its residents. The objectives under this goal include consideration of level of service as determined by population, public accessibility and safety, coordination with County and private agencies, and the encouragement of festivals and other cultural celebrations as part of the City's annual budget process.



Dr. Martin Luther King, Jr. Park, Central Ave.

There are four types of developed parks in the City: Community, Highly Specialized, Metropolitan, and Neighborhood. Additionally, open space and smaller sites are defined separately into eleven categories based upon type of use or facility. Projected population increases to 2005 and 2010 are not expected to require the creation of more parks for the City, however the possibility exists that facilities may need to be moved from one location to another to meet shifting population groups.

Developed parks located within the Newtown Redevelopment Area include: 35th Street Park, Cohen Park and the Newtown Community Center, Dr. Martin Luther King, Jr. Park, Fredd Atkins Park, and Orange Avenue Park.

The City is currently undertaking a Twenty-Year Master Plan for Parks and Connectivity. At the time of this writing the plan is in draft form. The County has issued an RFP and selected a team to undertake a similar project in the near future.

This is not underway at this time. The City and County parks and recreation departments have a close working relationship as the City owns physical facilities within its boundaries and the County programs activities and performs maintenance at these City locations. In addition to parks, there are two Boys and Girls Club facilities in the neighborhood. The YMCA also conducts programs within the area.

Recreational opportunities provide an added value to the quality of life for the residents. When strategically placed, they add value to the surrounding properties. This plan will identify the existing locations and proposed new locations of adequate connections/linkages.

PART II COMMUNITY ANALYSIS

OVERVIEW

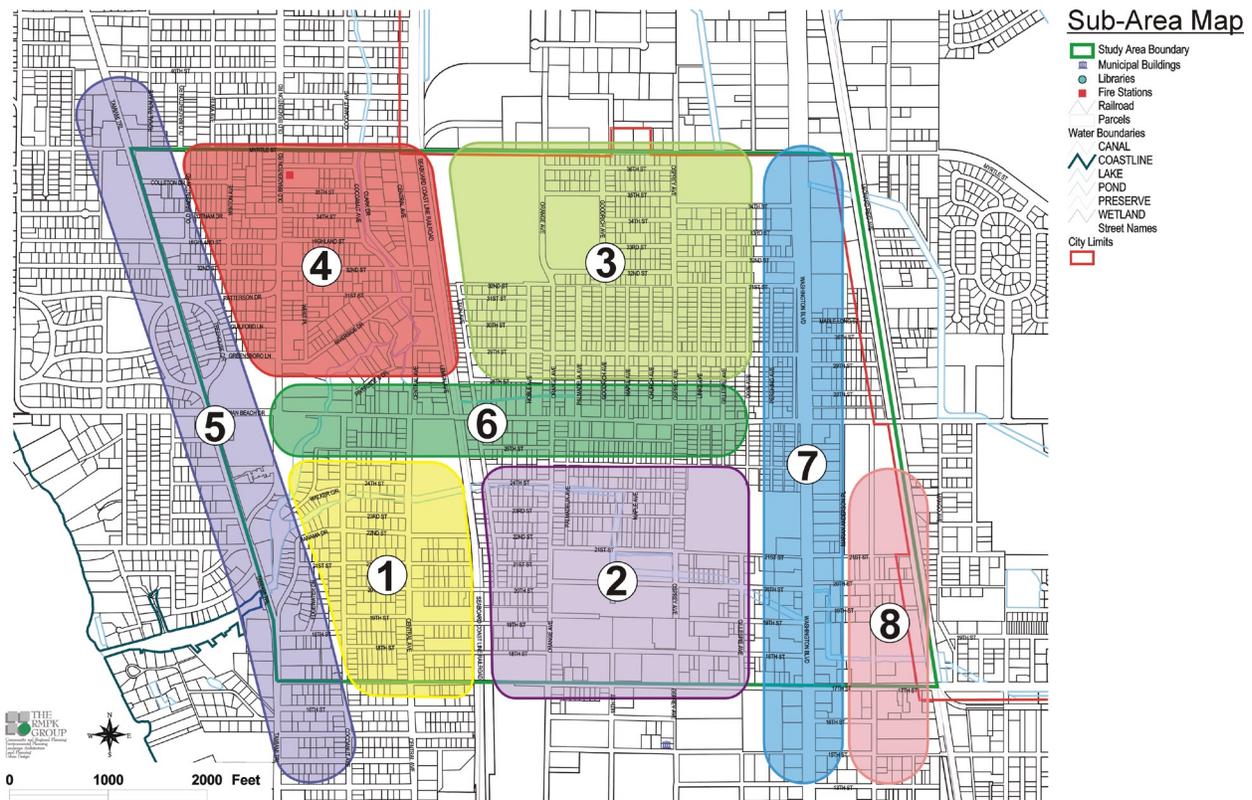
The analysis portion of this document attempts to consider the existing conditions of the study area within the context of the overall economic positioning strategy, relative to the community objectives obtained during the public involvement process. Newtown is viewed from three major angles: by neighborhood-wide issues, topic areas, and geography. The neighborhood-wide view addresses issues that affect the entire Newtown Area. The topic view analyzes specific planning topics that apply to the whole project area. The third view addresses the eight major geographic areas within the Newtown community. Specific recommendations and associated costs, timelines, and responsible parties to address these issues are listed in later chapters of this document.

GEOGRAPHIC SUB-AREA ANALYSIS

The overall map generally indicates eight sub-areas defined within of the redevelopment study area. More accurate boundaries are indicated on the subsequent boundaries indicated over the aerial photos of each sub-area that follow.

Four distinct quadrants (neighborhoods) allow for more manageable descriptions of sub-issues for the project area. In addition to these neighborhoods, three major commercial corridors, U.S. 301/Washington Boulevard along the east edge of the area, U.S. 41/Tamiami Trail along the west, and Dr. Martin Luther King Jr. Way through the center, are treated as distinct sub-areas. An eighth sub-area lies to the east of U.S. 301 and contains the City-owned Urbaculture site and additional residential and commercial properties.

FIGURE 13 - SUB-AREA MAP



SUB-AREA 1 - SOUTHWEST NEIGHBORHOOD

This residential quadrant is bounded by Dr. Martin Luther King Jr. Way on the north, U.S. 301 on the east, 17th Street on the south and 17th Street on the west. Central Avenue and Coconut Avenue are the main collector streets running north south through this quadrant. This particular sub-area is under the most development pressure of the entire redevelopment study area. There is both an opportunity for positive growth and the potential to create additional problems as the Downtown, the Rosemary District, and U.S. 41 redevelop and housing and office demand are pushed north. The industrial zone to the south along Central was recently rezoned to office. This will reduce the negative impacts on the surrounding residential areas. While this means more redevelopment potential for existing homes and their accompanying increased property values, there is the danger that existing residents will not be able to afford to stay.

ISSUES:

- Historic Structures: Numerous houses are listed on the State of Florida Master Site List of historic structures as having the potential for historic designation. Designation allows owners to take advantage of financial incentives to restore buildings.
- Neighborhood Park: There is a need to better connect Mary Dean Park to the neighborhood.
- Sidewalks/Streetscapes: There is a need for lighted neighborhood level streetscaping to connect to community facilities and services.

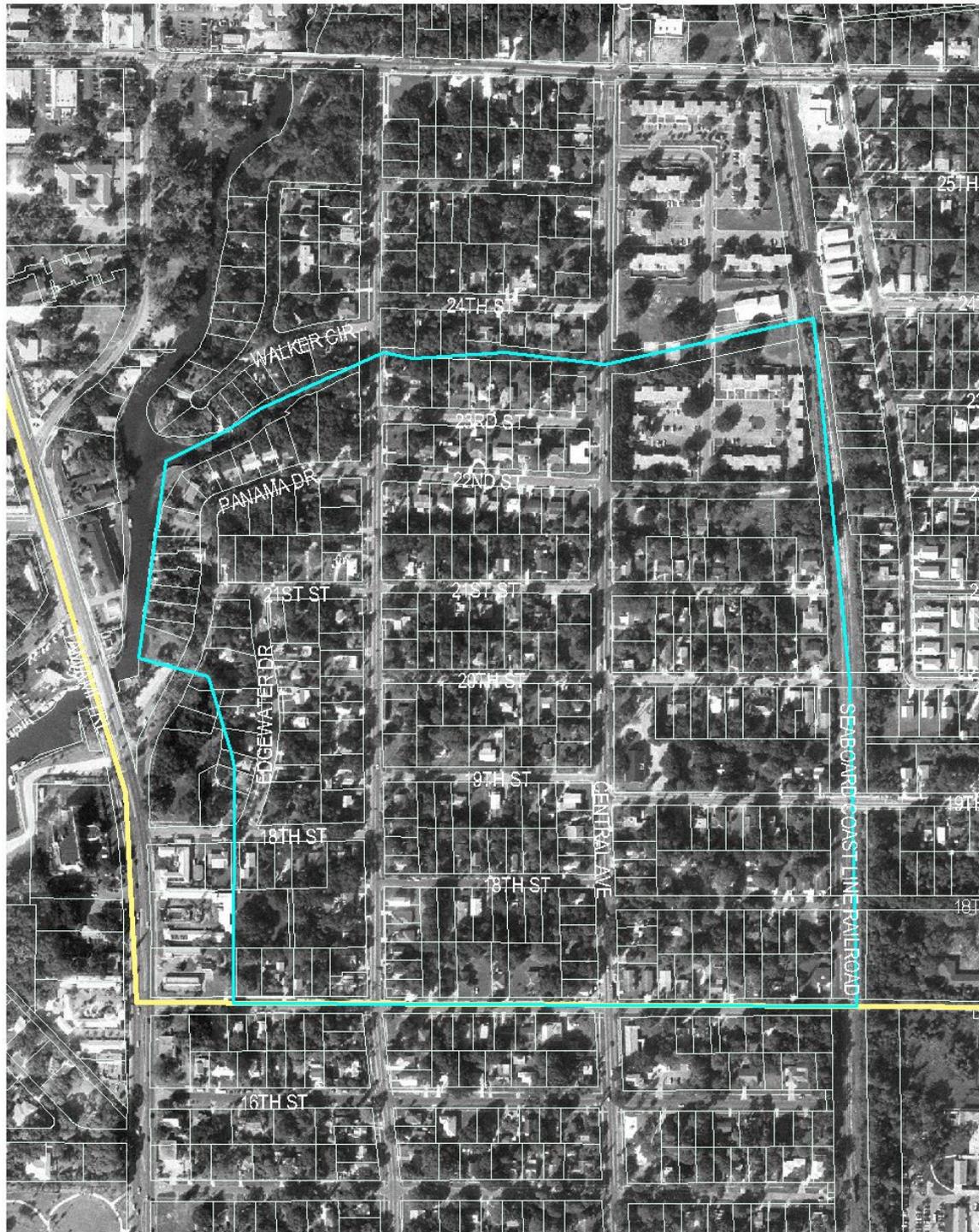
SUB-AREA 2 - SOUTHEAST NEIGHBORHOOD

This residential quadrant is bounded by Dr. Martin Luther King Jr. Way on the north, U.S. 301 on the east, 17th Street on the south, and Leon Avenue and the railroad on the west. Orange Avenue and Osprey Avenue are the main collector streets running north south. This residential neighborhood is being encroached upon by industrial uses to the south.

ISSUES:

- Housing Authority: The Janie Poe and Bertha Mitchell housing complexes concentrate low-income residents in one area of the City. These housing developments are in need of redevelopment. The Newtown neighborhood provides a disproportionate amount of low-income housing for the County.
- Fredd Atkins Park is the only public park along the east end of Dr. Martin Luther King Jr. Way. It is heavily used, in disrepair, lacks improvements such as restrooms, rain cover, or landscaping. It has numerous crime problems and presently provides the initial impression upon entering the neighborhood on Dr. Martin

FIGURE 14 - SUB-AREA 1 - SOUTHWEST NEIGHBORHOOD



- ▭ Sub-Areas
 - ▭ Study Area Boundary
 - ▭ City Limits
- 0 100 200 Feet

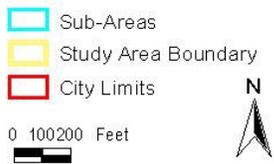
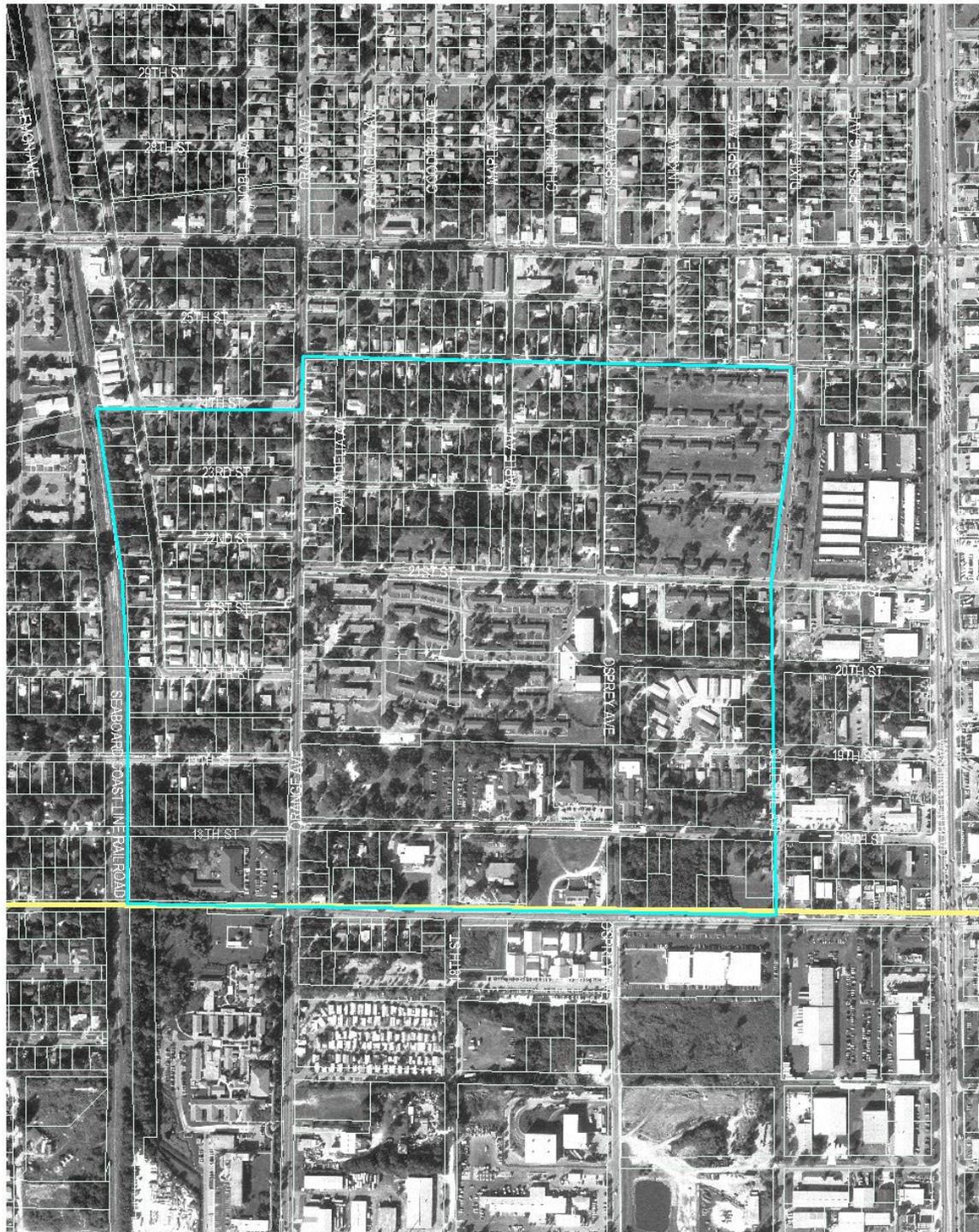


Southwest Neighborhood

Newtown Community Plan
Sarasota, Florida

Sub-Area 1

FIGURE 15 - SUB-AREA 2 - SOUTHEAST NEIGHBORHOOD



Southeast Neighborhood

Newtown Community Plan
Sarasota, Florida

Sub-Area 2

Luther King Jr. Way from U.S. 301. It has been suggested that the City sell the park and rezone the property for commercial, which would mean that there would be no parks in this quadrant. If the City improves it and U.S. 301 is widened, there is a potential conflict between a pedestrian oriented park located adjacent to a six-lane divided parkway.

- Sidewalks/Streetscape: There is a need for lighted neighborhood level streetscaping to connect residents to community facilities and services.
- Industrial Intrusion: There are numerous industrial, warehousing, and commercial properties in this sector directly adjacent to residential properties with little or no buffer between them.

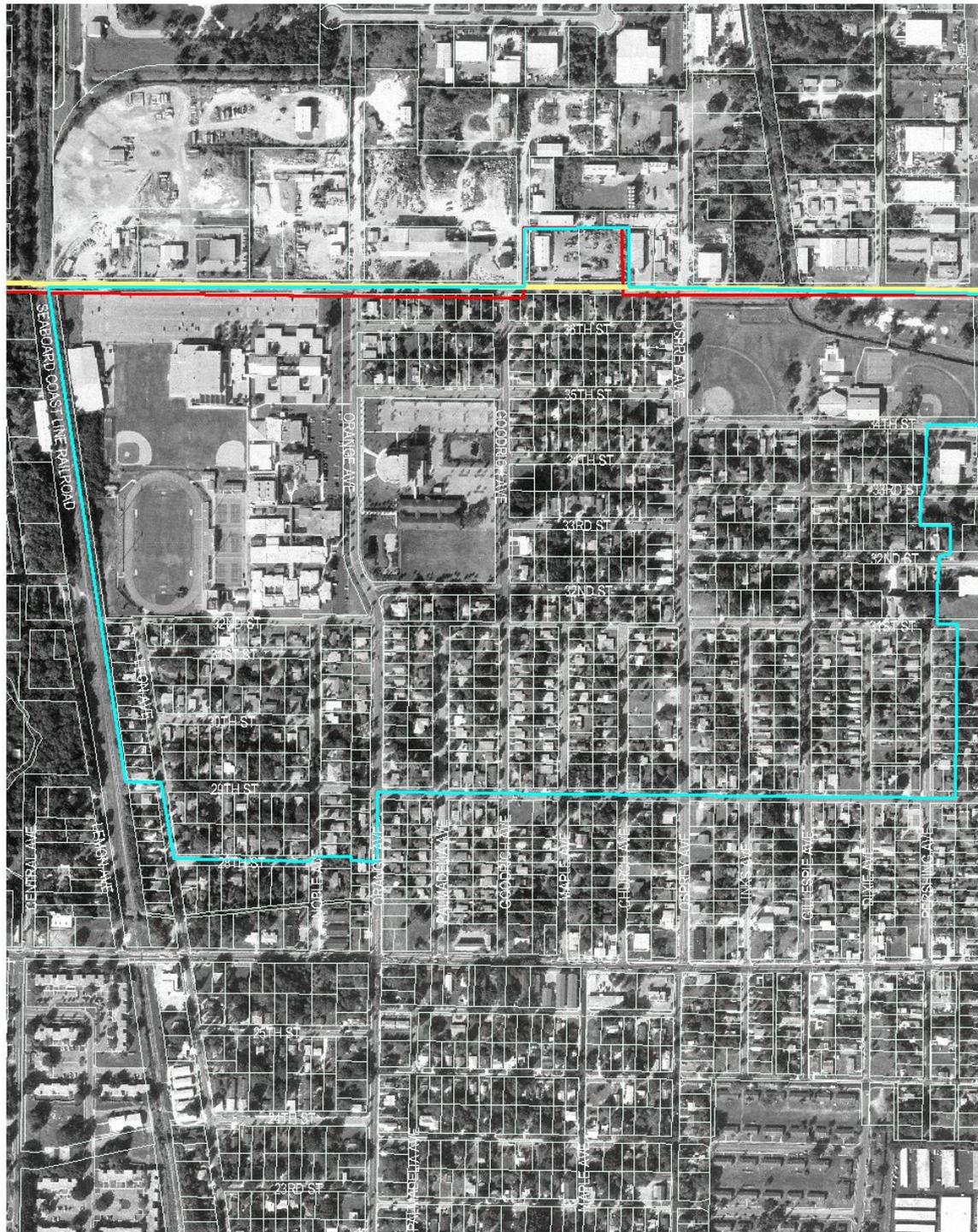
SUB-AREA 3 - NORTHEAST NEIGHBORHOOD

This residential quadrant is bounded by Leon Avenue on the west, Myrtle Street on the north, Dixie Avenue on the east, and 28th Street on the south. Orange Avenue and Osprey Avenue are the main north/south collector streets running through this sub-area.

ISSUES:

- Railroad Tracks: The railroad tracks travel directly through the multi-family residential areas in Sub-Areas 3 and 4. There are several freight trains utilizing these tracks each day. These trains have numerous negative side effects on the community including dead-end streets, noise, danger, visual pollution, air pollution, and neighborhood segmentation.
- Sidewalks/Streetscape: Old Bradenton Road is a major north-south connector through this part of the neighborhood. The neighborhood is in need of lighted streetscape amenities to connect the residents to community services and facilities.
- Park Connections: A better pedestrian connection to North Water Tower Park is needed.
- Park Need: There is a need for a centrally located park in this neighborhood.

FIGURE 16 - SUB-AREA 3 - NORTHEAST NEIGHBORHOOD



- ▭ Sub-Areas
- ▭ Study Area Boundary
- ▭ City Limits

0 100 200 Feet



Northeast Neighborhood

Newtown Community Plan
 Sarasota, Florida

Sub-Area 3

SUB-AREA 4 - NORTHWEST NEIGHBORHOOD

This residential quadrant is bounded by Dr. Martin Luther King Jr. Way on the south, Leon Avenue on the east, Myrtle Street on the north, and U.S. 41 on the west. Old Bradenton Road is the main north/south collector street running through this sub-area. The area is predominately residential.

ISSUES:

- Greenway Opportunity: Whitaker Bayou is underutilized and there is a lack of connectivity between schools and parks. This lost resource should be revitalized and developed as a community asset.
- Park Need: There is a need for a centrally located park in this neighborhood.
- Sidewalks/Streetscapes: There is a need for lighted neighborhood level streetscaping to connect residents to community facilities and services.

SUB-AREA 5 - U.S. 41 CORRIDOR

This area forms the western boundary of the neighborhood. The corridor primarily consists of strip commercial uses. The City has done an excellent job to encourage revitalization of the corridor.

ISSUES:

- U.S. 41 Streetscape: The current landscape and street lighting appearance is dated and not well maintained.
- Neighborhood Connectivity: There is a need to create pedestrian connections to the commercial services on U.S. 41. Pedestrian crossings are lacking on this busy roadway.

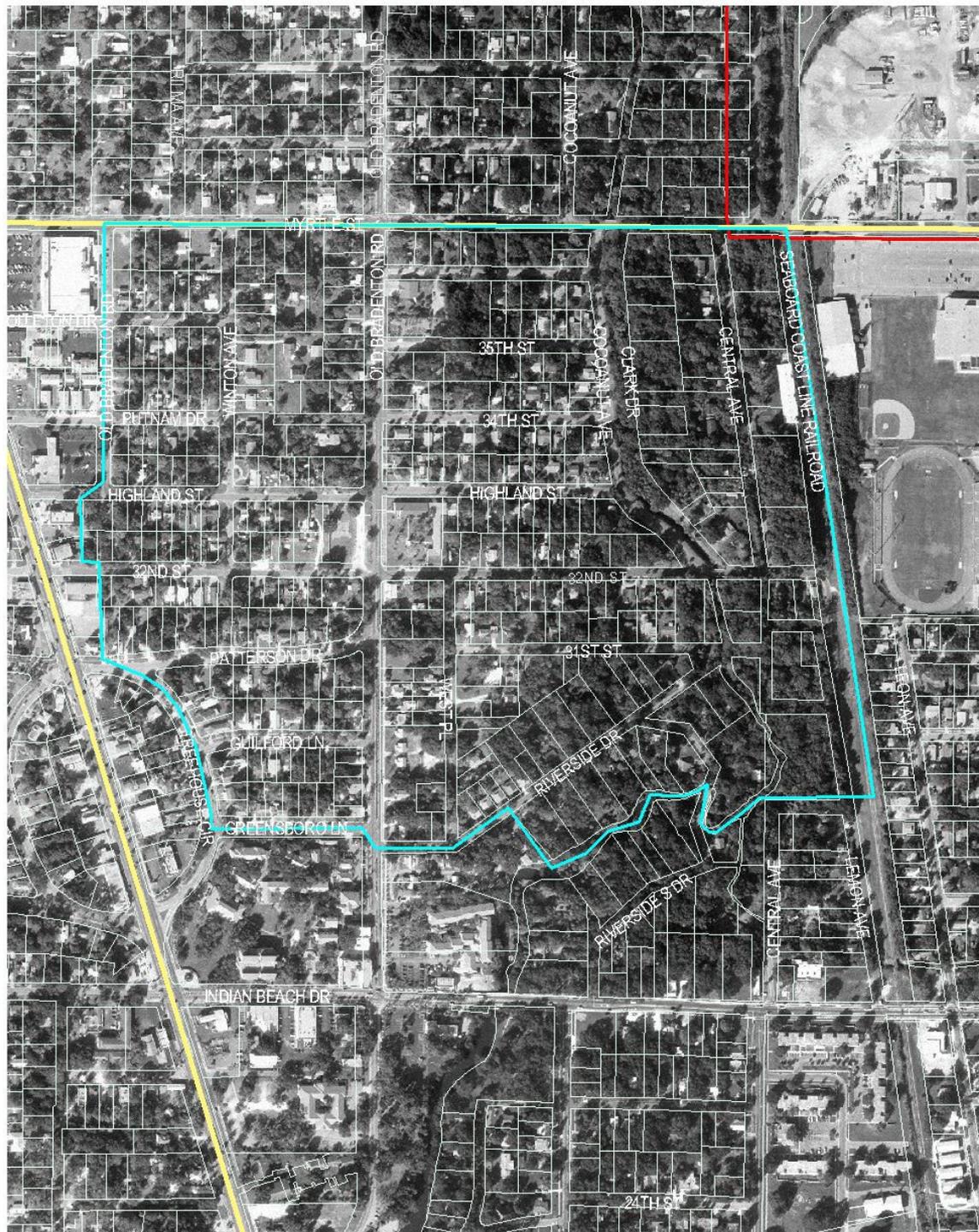
SUB-AREA 6 - DR. MARTIN LUTHER KING, JR. WAY CORRIDOR

This is the major community retail corridor. Dr. Martin Luther King Jr. Way is a two-lane road with on-street parking. It extends from U.S. 301 to U.S. 41. This corridor has not been able to compete with the surrounding commercial corridors. As a result, the businesses have left and numerous buildings are vacant.

ISSUES:

- Gateway Commercial Opportunities: Fredd Atkins Park is located in an area that is ideal for commercial uses. The park has received essentially no improvements for many years. It occupies an important neighborhood entry site.
- Gateway at U.S. 301: Intersection of Dr. Martin Luther King Jr. Way and U.S. 301 is an important entry into Newtown. At the

FIGURE 17 - SUB-AREA 4 - NORTHWEST NEIGHBORHOOD



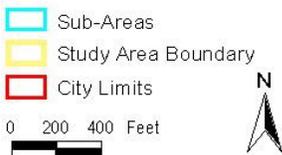
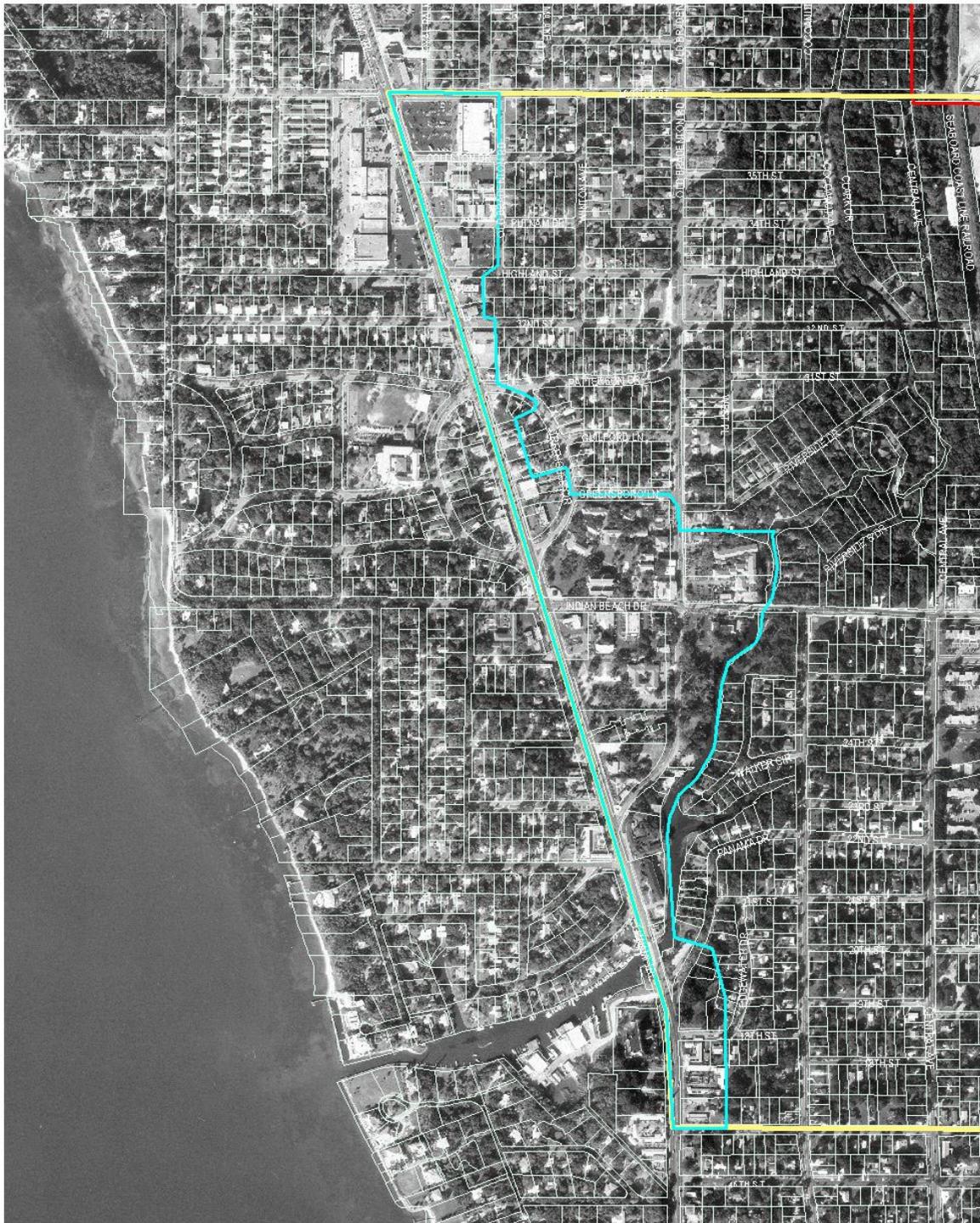
▭ Sub-Areas
▭ Study Area Boundary
▭ City Limits
 0 100 200 Feet

Northwest Neighborhood

Newtown Community Plan
Sarasota, Florida

Sub-Area 4

FIGURE 18 - SUB-AREA 5 - U.S. HIGHWAY 41

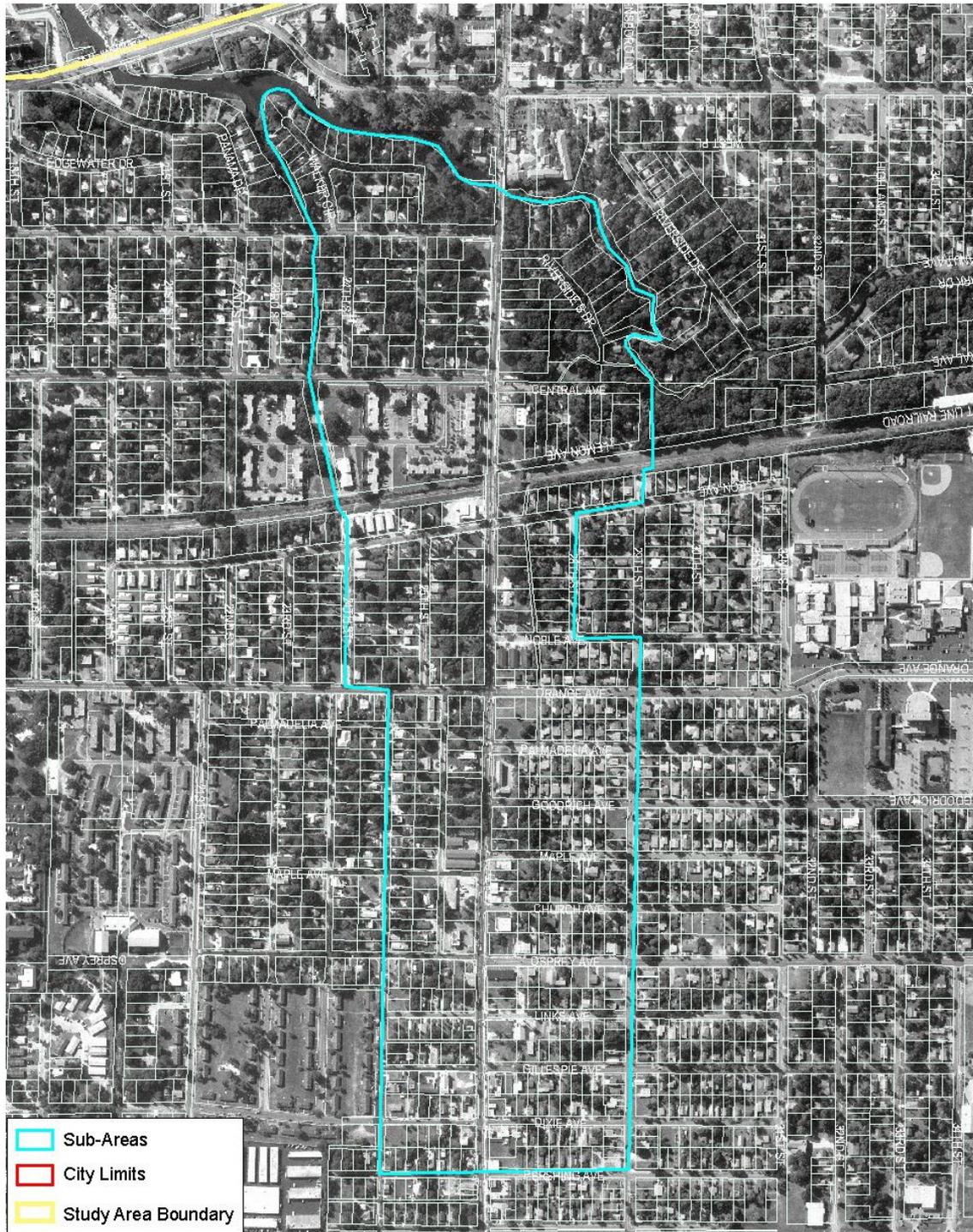


U.S. Highway 41

Newtown Community Plan
Sarasota, Florida

Sub-Area 5

FIGURE 19 - SUB-AREA 6 - DR. MARTIN LUTHER KING, JR. WAY



Newtown Community Plan
Sarasota, Florida

Dr. Martin Luther King, Jr. Way

Sub-Area 6

present time, there is no indication of this importance to the passerby. The designation of this intersection is crucial to the creation of a welcome gateway into Newtown.

- **Public Uses on the Corridor:** Many nonprofits and public buildings on Dr. Martin Luther King Jr. Way take up prime commercial space and give the wrong message for a storefront.
- **Infill Opportunities:** There are numerous empty lots along the corridor that provide opportunities for new infill construction that can introduce mixed-use development.
- **Social Service Visibility:** There appear to be several social service providers along the major commercial corridors. This gives an impression of lack of economic vitality. There may be more appropriate locations for these service sites that do not discourage investors. They may be able to be more discretely integrated into other developments and still be located conveniently within the neighborhood.
- **Town Center Opportunities:** The intersection of Orange Avenue and Dr. Martin Luther King Jr. Way has three open lots surrounding it. An opportunity exists for this area to become a major commercial center that helps to define the new heart of the community. The properties to the east of this intersection should be mixed-use with the focus to be local community business. The City has designated this area as a new zone called Commercial Business Newtown (CBN). There are substantial incentives such as the elimination of parking requirements for buildings under 3,000 sq. ft. and there are no setback requirements, allowing ultimate flexibility for locating buildings on the site.
- **Ringling School of Art and Design Influence:** The Ringling School of Art and Design is the western terminus for the Dr. Martin Luther King Jr. Way Corridor. There are four major colleges in Sarasota with no cohesive student commercial district. U.S. 41 is too auto-oriented to create a safe pedestrian area. New College, USF, and FSU are in areas that are auto-oriented, or predominately institutional without commercial zoning conveniently adjacent to their campuses. There is a lack of older industrial warehouse space throughout Sarasota for potential studio retrofits. There is an opportunity for the western portion of Dr. Martin Luther King Jr. Way to become a student/faculty/artist oriented live/work area with a commercial art/entertainment focus.
- **Neighborhood/Ringling School Connectivity:** How can a strong pedestrian connection between the neighborhood and the Ringling School be developed?

- Dr. Martin Luther King Jr. Way Streetscape: The existing streetscaping along Dr. Martin Luther King Jr. Way needs to be extended and maintained.
- Consumer Capacity: Presently, there is a multitude of low-income affordable multi-family housing along Dr. Martin Luther King Jr. Way and the other districts in Newtown. This is a deterrent to strong consumer buying power along the corridor.
- Dr. Martin Luther King Jr. Way Theme: Can Dr. Martin Luther King Jr. Way be developed similarly to the Boulevard of the Arts with African-American artwork, lush landscape, murals, etc?

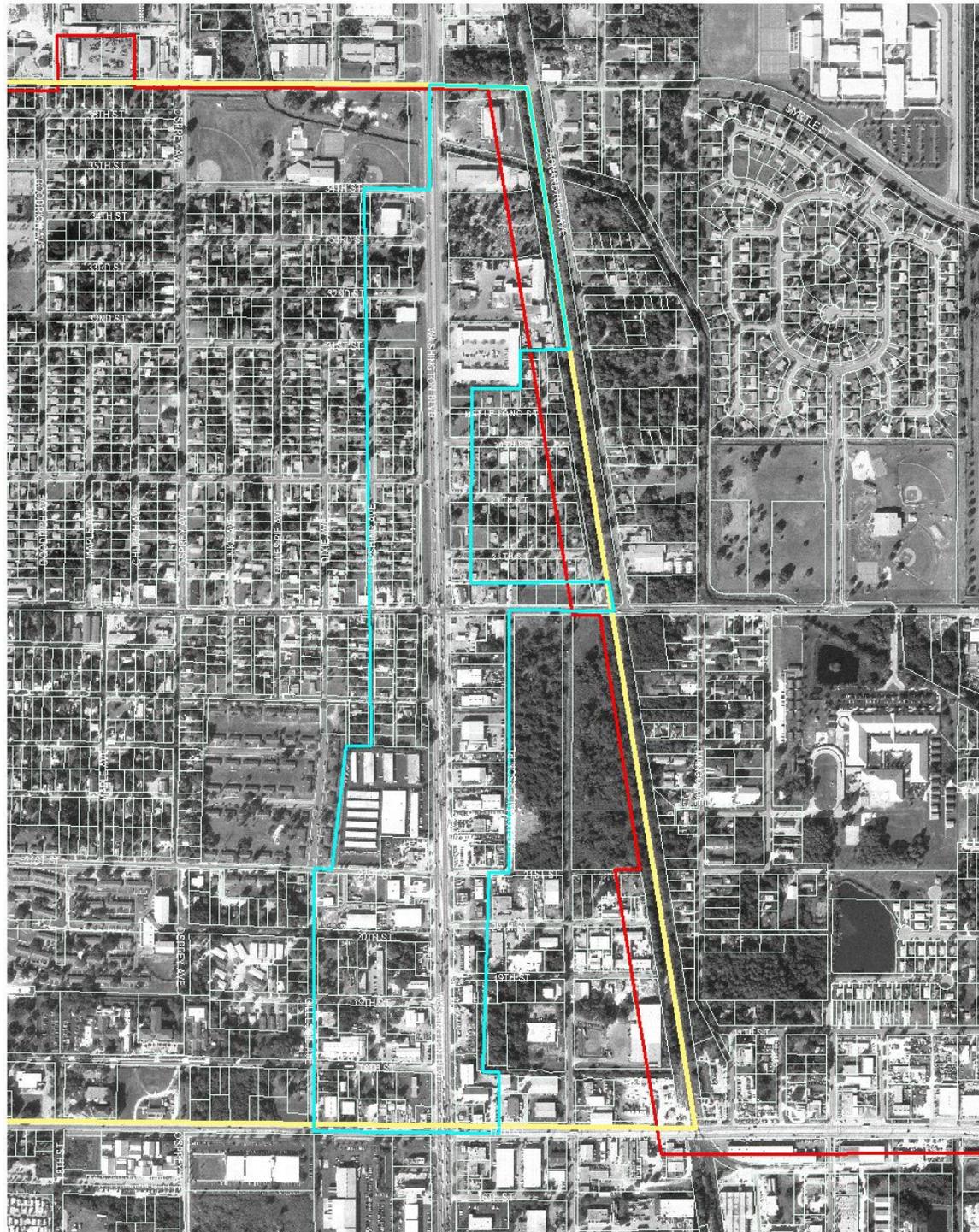
SUB-AREA 7 - U.S. 301 CORRIDOR

U.S. 301 was originally the primary road in the community prior to construction of the Interstate. As such, U.S. 301 has developed with a full range of motels, auto-related uses, fast food restaurants, etc. This is predominately the eastern boundary of Newtown.

ISSUES:

- FDOT Upgrades: FDOT is planning to improve U.S. 301 to six lanes starting at 12th Street going north. The public meetings for this widening occurred prior to the completion of this redevelopment plan. This road widening will drastically affect the character of the area. The opportunity to stitch the community together on both sides of Dr. Martin Luther King Jr. Way may be hampered by these improvements. If it becomes a major thoroughfare, it will split the community.
- Traffic: Presently U.S. 301 is overly auto-oriented, without any sidewalks or interconnected parking lots.
- Office Opportunity: The area to the north and south on the west side of U.S. 301 is currently zoned for professional office. It has a frontage road and green strip that buffers the street from the high traffic intensity on U.S. 301. This area is mostly single-family residential structures. Perhaps this zoning should be expanded to include mixed-use.
- Gateway Opportunity: The intersection of Dr. Martin Luther King Jr. Way and (U.S. 301) Washington Boulevard is an important gateway. The design of this area is critical to inviting consumers into Newtown.
- Pedestrian Connectivity: There is a lack of pedestrian connection at Myrtle Street and a lack of connectivity to the schools and parks.

FIGURE 20 - SUB-AREA 7 - U.S. 301 - WASHINGTON BOULEVARD



Sub-Areas
Study Area Boundary
City Limits

0 200 400 Feet



U.S. 301 - Washington Blvd.

Newtown Community Plan
Sarasota, Florida

Sub-Area 7

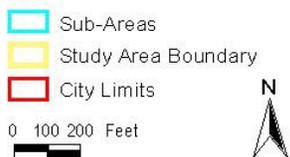
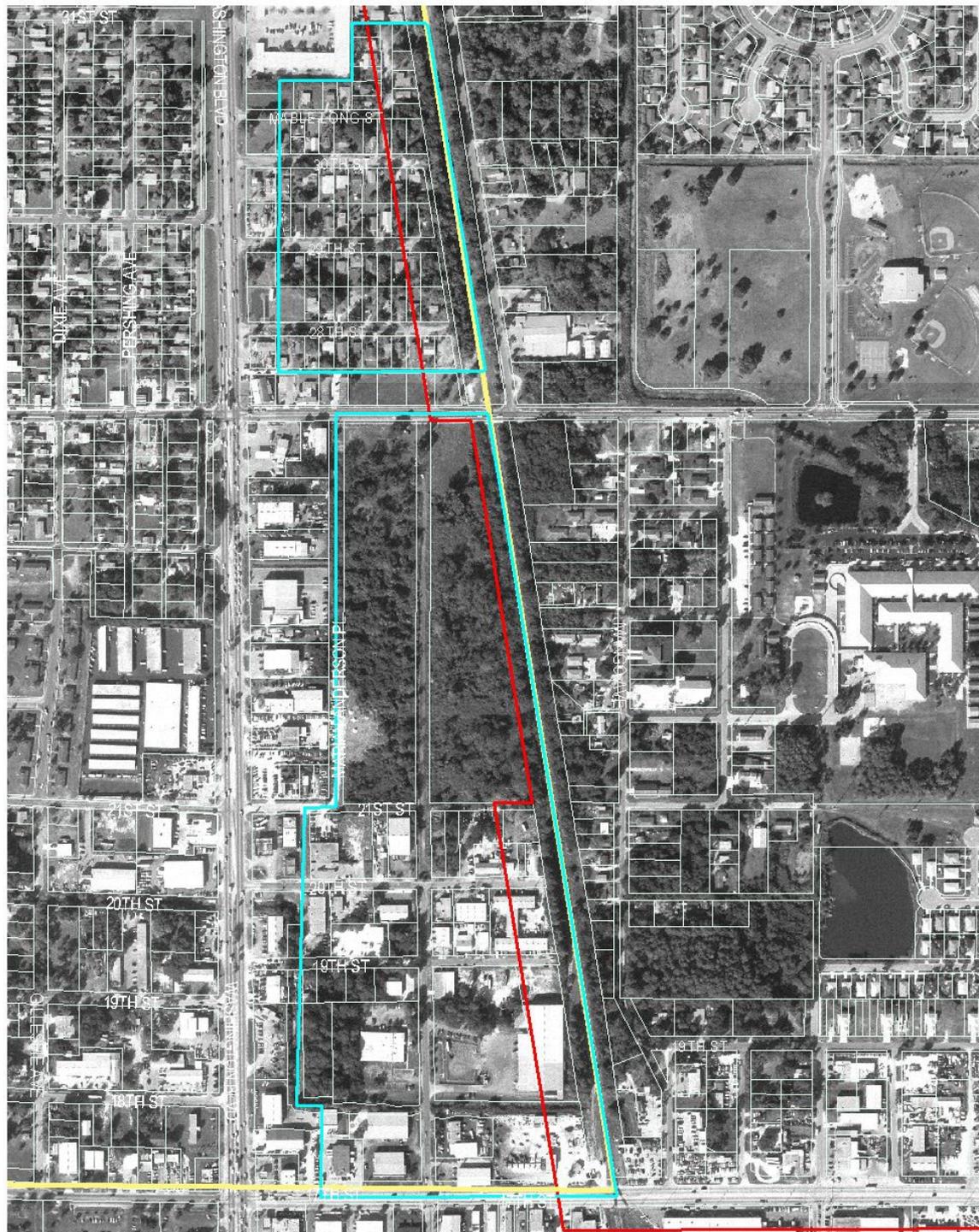
SUB-AREA 8 - EASTERN ENCLAVE

This is the easternmost area of the project between Washington Boulevard (U.S. 301) and the railroad tracks.

ISSUES:

- Residential Island: An enclave of residences exists north of Dr. Martin Luther King Jr. Way in this district. This residential area is surrounded by Commercial and Community and Office Institutional land uses. It is separated from other residential by the railroad tracks. This residential neighborhood needs to be protected and buffered from the surrounding negative uses.
- Urbaculture Site: The Urbaculture site south of Dr. Martin Luther King Jr. Way is designated Open Space-Recreation-Conservation on the City's future land use map. It is presently being tested for levels of contamination. The City has expressed interest in obtaining Brownfield designation for the site upon completion of and validation by the tests. A community market and urbaculture program with agriculture plots and an incubator are proposed by the leaseholders, Florida House Institute. An adjacent property owner has expressed that more intense alternate uses that could cover the costs of cleanup might contribute to the community more. Presently, there is frustration from the community at the apparent lack of physical progress on the site caused by the testing schedule. There is also a problem with trash and homeless people on the site. Short-term cleanup to address this is planned. A past storm-water drainage problem has been addressed through ditching, which seems to have temporarily solved this problem.

FIGURE 21 - SUB-AREA 8 - EASTERN ENCLAVE



Eastern Enclave

Newtown Community Plan
Sarasota, Florida

Sub-Area 8

PART III APPENDICES

The task of the consultant team was to review all previous plans, studies, and reports related to Newtown. The following are excerpts and summaries from many of the reports reviewed. Notes taken during the public involvement phase, economic data and market analysis, and possible funding sources for proposed projects are included as well.

APPENDIX A

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APPENDIX B

DOCUMENT AND PROGRAM REVIEW

1. ADMINISTRATION

GREATER NEWTOWN COMMUNITY REDEVELOPMENT CORPORATION

The Greater Newtown Community Redevelopment Corporation was formed to work toward economic restoration and development of the business district on the Dr. Martin Luther King Jr. corridor and the U.S. 301/Washington Boulevard Gateway. The Corporation is managed by a board of directors and advisory board, comprised of members from the general community, offering expertise in community planning, funding, public relations, marketing, etc.; three full-time staff members, and an intern.

In addition to economic restructuring, the Corporation works to improve the community in the areas of housing, employment and job training, day care, drug rehabilitation, public safety, design and beautification, education, cultural and arts interests, historic preservation, and community partnerships.

The Greater Newtown Area was designated for one year as an Associate Main Street program by the State. As such, it was entitled to State Planning Assistance. Joan Jefferson rendered that assistance in the form of two separate studies: the Organization Buildout report and the Land Use and Zoning Report.

ORGANIZATION BUILDOUT REPORT

As part of the Organization Buildout Report, a visioning process was undertaken with Board members with the following results:

ASSETS:

- The Greater Newtown Community is an historic African-American commercial district.
- The Greater Newtown Community is ideally located adjacent to the Downtown center.
- Infrastructure (water, sewer, street improvements) is in place.
- There are ample open space, parks, and recreational facilities
- The Greater Newtown Community is walkable.
- The Greater Newtown Community is warm and close-knit.
- The Greater Newtown Community Redevelopment Corporation provides strong leadership, vision, planning, and organizational skills.
- The City of Sarasota is working with the community by providing

funding for administration, the development of strategic planning, and storefront renovations.

- The Greater Newtown Community has partnered with business, education, the faith community, the private sector, the arts community, and health care providers to extend the resources of all agencies that are dedicated to serving the needs of the Newtown neighborhoods.

OPPORTUNITIES:

- Limited shopping opportunities.
- Lack of cultural and performing arts programs and facilities in core area.
- Lack of transportation to reach jobs in other areas.
- Lack of minority owned businesses.
- Concern that continued funding resources is available to Greater Newtown Community Redevelopment Corporation.
- Need for historical survey.
- Lack of promotional events.
- Encroachment of public use facilities into traditional retail buildings

CHANGES SUGGESTED TO SPUR REVITALIZATION:

- Strengthen the organization; broaden support from residents and business and property owners. Create a strong volunteer base.
- Contact national chains that are moving into inner city areas (Pathmark, Albertson's Eckerd). Offer to work with them to locate site and assist with City requirements.
- Survey community to determine interest in cultural and arts programs. Work with City and cultural/arts groups to bring programs to the greater Newtown Community. Identify facility needs. Work with governmental, civic, service, business, and community groups to fund facility.
- Encourage individuals to provide transportation to jobs, shopping, and medical facilities.
- Work with City and banks to offer incentives to minority business owners (low or no interest loans, delayed payment on loans, tax credits and abatement, business incubator, business rent subsidy, etc.)
- Request adequate three-year funding from City and County to implement goals.
- Complete historic survey, place qualifying buildings on Historic Register, identify buildings that should be restored, apply for historic preservation grants

- Develop promotions committee and plan additional events in community.
- Complete land use survey. Identify buildings that should be reserved for retail use; work with owners to find retail tenants.

CONSULTANTS RECOMMENDATIONS:

- Create advisory board(s) incorporating members of the general community who have technical expertise in the areas of design, economic restructuring, and promotion.
- Adopt the Main Street concept by developing Design, Promotion, and Outreach Committees to supplement the Economic Restructuring Committee.
- By adopting the Main Street Committees, the Board will have tools available that have already proven successful in Main Street Communities throughout the nation.
- Get three years worth of funding to allow for planning and programs rather than fundraising once a Main Street designation is obtained.
- Submit to City staff a list of completed projects for the last year and a list of proposed projects for the next three years. Request funding for these projects. Work with staff to insure all necessary documentation is completed in a timely fashion.
- Prior to City and County budget meetings, hold workshops to discuss projects and funding for projects that affect County residents in the Greater Newtown Community.

LAND USE AND ZONING REPORT

After the Organization Buildout Report, a Land Use and Zoning Report was completed, the following summarizes the recommendations from this report:

DR. MARTIN LUTHER KING, JR. WAY CORRIDOR:

- Work with the City to place a moratorium on all non-profit and governmental development on Dr. Martin Luther King Jr. Way.
- Review permitted uses in the corridor, and request the city to delete non-commercial uses such as cemeteries, crematoriums, etc. and add uses that will stimulate commercial revitalization.
- Accelerate the charrette process being facilitated by the American Institute of Architects.
- Develop a master plan for the corridor- now! Incorporate into Overlay Zoning District plan.
- Move the non-profits off of Dr. Martin Luther King Jr. Way.
- Create a model retail/restaurant project.

U.S. 301 CORRIDOR:

- Work with the City to develop a master plan for neighborhood commercial development on the west side of U.S. 301 adjacent to the Dr. Martin Luther King Jr. Way corridor.
- Replace Fred Atkins park with neighborhood commercial development, or work with the City to make major improvements to the park.
- Work with the City to fight the addition of additional lanes to U.S. 301.
- Work with the City to design a pedestrian friendly crossing at the intersection of U.S.301 and Dr. Martin Luther King Jr. Way.

MYRTLE STREET RESIDENTIAL:

- Work with the City to rezone residential property on Myrtle Street adjacent to industrial zoning.

JANIE POE DISTRICT:

- This district could be made into a “model” mixed-use project. GNRC should work with the City, and all interested organizations, to create this possibility.

The remainder of the report is an extensive review of land use categories and zoning on the neighborhood.

2. ECONOMIC DEVELOPMENT

FINANCIAL SUSTAINABILITY STUDY

The Financial Sustainability Study was undertaken in 1998. Its purpose was to make recommendations for implementation strategies that aim toward the improvement of the City’s financial and socioeconomic bases. The recommended actions recognize that social and economic factors are interrelated. The strategies aim to produce benefits that are presumed to have a positive impact on select measurable indicators or characteristics.

The following list is taken from this report and summarizes the alternative policy, strategy, programs, and initiatives for possible implementation.

STRATEGIC PLANNING/GOAL SETTING

The Vision Goals adopted by the City Commission on June 3, 1996, are appropriate and essential to the long-term financial sustainability of the City. However, more wording was recommended for the Economic Vitality Goal and the following additional goals were suggested:

1. Be a safe place for people

2. To have viable neighborhoods working together as a community
3. To be an attractive, clean, and aesthetically pleasing city
4. To be a financially responsible city government providing high quality services and infrastructure
5. To achieve economic vitality through healthy businesses, quality education and training opportunities, and quality job opportunities.

The following objectives relate to these goals:

Objective: Develop Sustainable Strategies that Maximize Efficient Use of Resources

- Give priority to strategies that serve multiple goals and objectives
- Review and document past performance and create criteria for evaluation of future efforts.
- Use a financial sustainability model to assist with resource allocation and provide information to the public.
- Establish procedures for a team review of the annual financial sustainability report

NEIGHBORHOOD PLANNING

Objective: Develop a Planning Process that Maximizes the Effectiveness of City Resources and Provides Neighborhood-Level Plan Development

- Develop a three-tier neighborhood planning process: First Tier- Develop a citywide snapshot; Second- Develop a sector system for data compilation and analysis; Third- Develop a neighborhood level planning process.
- Enhance the ability of the neighborhood department to meet multiple objectives.
- Develop a forum for cooperative decision making
- Need for Geographic Information System (GIS) technical support.
- School attendance area GIS boundary layer

Objective: Use design to Protect and Revitalize City neighborhoods

- Create identity and a sense of pride for fragmented neighborhoods.
- Develop design solutions to mitigate impact of major roads on neighborhoods
- Expand streetscape improvements to side streets

- Provide professional planning and design assistance to residents
- Explore amending the Land Development Regulations
- Design improvements for public stormwater facilities

Objective: Reduce Future Threats to Neighborhoods Created by Increased Traffic

- Plan for transit
- Protect neighborhoods from traffic

Objective: Increase Informational Opportunities for the Public

- Provide code violation information to citizens
- Update the City’s resource guide for neighborhoods.
- Provide for educational forums
- Expand the use of the City’s website to provide information to the public.

Objective: Develop Partnerships with Community Organizations

- Enlist the assistance of non-profits

Objective: Enhance Economic Activity

- Provide leadership
- Allow for limited live/work areas.
- Develop a regional mass transit plan.

CAPITAL IMPROVEMENT PROGRAMMING STRATEGIES

Objective: Create an Incentive for Neighborhood Plan Preparation

- Establish neighborhood improvement program fund

Objective: Incorporate “Sustainability-Type” Criteria into Capital Improvement Programming

- Review criteria for evaluating capital improvement projects

Objective: Increase the City’s Capability to Obtain Available Federal and State Funds

- Dedicate an employee to grant application and monitoring funding sources.

Objective: Encourage the Exploration of Creative Financing of Neighborhood-Based Capital Improvement Strategies

- Encourage neighborhoods to explore the financing of capital improvements through the creation of community development districts

CRIME AND ORDER MAINTENANCE

Objective: Develop a Citywide Crime Prevention Philosophy

- Adopt the principles developed by the National Crime Prevention Coalition.
- Expand the role of community oriented policing to community oriented government.

Objective: Implement the Citywide Crime Prevention Philosophy

- Assign a multidisciplinary team responsible for prompt attention to order maintenance and quality of life issues.
- Commit additional police resources to crime prevention efforts.
- Help facilitate and support youth development programs.
- Assign Police Department to participate in analysis, strategy development, and implementation of the financial sustainability model.
- Develop new or enhance existing information systems to support the multidisciplinary team
- Develop a coordinated training program for all City employees on critical elements of proactive prevention.
- Implement the Summary and Detail Risk Models.
- Provide Training on risk warning signs, evaluation methods, and problem solving processes to neighborhood watch groups and commercial associations.

Objective: Reduce the Negative Impact of single family Rental

- Expand the landlord tenant training program to single family rentals

Objective: Increase Enforcement of Existing Codes

- Expand select code enforcement efforts

HOUSING STRATEGIES

Objective: Create Planning Framework for Promoting Appropriate Housing Strategies to Individual Neighborhoods

- Encourage interdepartmental coordination
- Include City housing investment initiatives in annual monitoring program.
- A successful strategy will require a comprehensive approach to meeting the needs of eligible neighborhoods.
- Dedicate code enforcement violation fines to revolving loan fund

- Expand code enforcement linkages to housing rehabilitation expenditures

Objective: Establish Work Plan for Infill Housing in Select, Distressed Neighborhoods

- Identify and prioritize specific infill neighborhoods and sites.
- Design a regulatory approach and foundation of technical planning studies favorable to infill in the targeted neighborhoods.

Objective: Expand Sources of Public Capital

- Explore the potential of a TIF district dedicated to residential.
- Define informational and educational programs for housing maintenance, remodeling, and rehabilitation

ECONOMIC DEVELOPMENT STRATEGIES

Objective: Reduce Poverty Through Self-Employment

- Establish a micro-loan program targeting communities with low levels of self-employment.
- Micro-lending is a strategy for promoting leadership in areas of persistent poverty.
- Combine micro-lending with access to technical assistance
- A micro-loan program should not be a grant program.
- Structure the loan program to serve real needs.
- Various sources of funding for micro-loan programs exist already

EDUCATIONAL STRATEGIES

Objective: Develop a School-Community Partnership System of Education, Planning, and Human Services

- The “wicked issues”
- Responding to the wicked issues.
- Decide to act.
- Have an exciting vision.
- Involve the right people.
- City of Sarasota should commit resources.
- Visit a “best practices” community or attend a conference.
- The CSSCPAB should conduct a needs assessment relative to children-oriented services.
- The CSSCPAB should expect the following elements in a school-community strategic plan.

- Examples of community programs that the CSSCPAB should develop and/or coordinate include ones that offer support to parents and other caregivers that focus on all stages of child development.
- Examples of policy decisions that should be discussed, debated, and approved by the CSSCPAB include:

Objective: With the CSSCPAB's Program Coordination, Encourage the Sarasota School Board to Develop an Effective Schools Program (ESP).

Objective: Develop Proposals with the School Board for Grants and Awards

- Jointly hire with the Sarasota County School Board a professional grants specialist with a strong track record in preparing and securing grant proposals.
- Form a joint task force with the School Board and the County to oversee the grant seeking process and to visit school systems on a state or national basis with best practices and with successes in grant seeking.
- Focus special attention on grant programs that target issues faced in the City of Sarasota Schools - Tuttle, Emma Booker, Alta Vista - with the lowest achievement scores.

Objective: Improve Planning and Coordination Between the School Board and Local Government Entities

- Explore the preparation of a public schools facilities element in the Comprehensive Plan
- Maximize opportunities to share information and develop inter-local agreements on such issues as crime and transportation

Objective: Make Childcare Centers More Accessible and Available in the Community

- Work with the local business community, religious, and educational organizations to provide more onsite childcare facilities.
- Provide small grants and training opportunities to develop more at-home childcare centers in neighborhoods as discussed in the presentation of Michelle Whetten of the Enterprise Foundation.
- Make extensive use of retirees in the Sarasota Community as potential workers or volunteers in childcare facilities - especially in inner-city neighborhoods.
- Offer vacant space owned by the City of Sarasota to private childcare providers as an incentive for locating in the City and to offer reduced rates to lower-income families.
- Create a parent hotline for emergency childcare services.

Objective: Transform the Schools into Neighborhood Centers

- Focus should include adults.

Objective: Provide Innovative Vocational and Youth training Programs

- Contact the National Center for Construction Education and Research in Gainesville, FL.
- Investigate the model Construction Education Program, recently introduced by the Alachua County School Board as a new high school magnet program.

YOUTH DEVELOPMENT STRATEGIES

Objective: Develop Partnerships with Community Organizations (Repeated)

- Enlist the assistance of non-profits to develop and manage youth development activities.

Objective: Develop Sustainable Strategies that Maximize Efficient Use of Resources (Repeated)

- Facilitate discussions with non-profits (or the school system) to teach youth and young adults construction skills

Objective: Implement Citywide Crime Prevention Philosophy (Repeated)

- Fight Crime: Invest in Kids

Financial Sustainability Model

- Include youth data and availability of facilities and activities for youth when assessing the sustainability of a city neighborhood.

JURISDICTIONAL COOPERATION

Objective: City and County Cooperation on Housing and Transit Issues

- Foster economic development through the provision of affordable housing and support for the SCAT public transit system
- In the spirit of intergovernmental coordination, urge Sarasota County to establish a committee composed of County and City representatives
- Examine potential methods of requiring new development projects to provide their fair share of affordable housing or contribute to an affordable housing fund to be used to produce or support such housing
- Examine the potential to establish overlay zones allowing higher density residential use along major SCAT existing and planned transit corridors to provide and promote the opportunity for affordable housing and transit support.

Objective: Encourage the Exploration of Creative Financing of Neighborhood-Based Capital Improvement Strategies

- Encourage neighborhoods to explore the financing of capital improvements through the creation of community development districts

Objective: City and County Cooperation on Taxation Issues

- Either jointly or with the County unilaterally, establish a task force to thoroughly examine the issue of law enforcement dual taxation
- Host a joint meeting with the Sarasota Board of County Commissioners to discuss the findings of the task force.

3. HOUSING

CONSOLIDATED PLAN 2000-2005

Title I of the National Affordable Housing Act requires local governments applying for assistance from Housing and Urban Development (HUD) programs to have a Consolidated Plan approved by HUD. The goals of the plan are to: provide decent housing, a suitable living environment, and expanding economic opportunities principally for low and moderate-income persons. This sets out a three to five-year strategy that establishes priorities, identifies resources available to meet goals and objectives, and establishes a one-year Action Plan. The present plan covers fiscal years 2000 through 2005. The one-year Action Plan, certifications, and performance reports shall be submitted on an annual basis. The Action Plan allocates entitlement resources for each individual year.

The Sarasota Office of Housing and Community Development is the lead agency responsible for overseeing the development of the Consolidated Plan. This office was created as a result of an interlocal agreement that consolidates of the City of Sarasota and Sarasota County's housing and community development programs. This agreement serves citizens by creating one set of rules for housing and community development programs, rather than several differing and potentially conflicting rules for each jurisdiction. The agreement ultimately saves money by reducing administrative costs by administrating all housing and community development programs through one central office.

The Plan also includes a summary of the citizen participation process and resulting input. A summary of the salient points and conclusions are as follows:

- There is a need to improve existing neighborhoods by constructing infill housing and making infrastructure improvements.
- The high cost of land and other factors, including the high cost of impact fees, high cost of materials, and scarcity of labor, makes building affordable housing very difficult.

- The high cost of housing is a significant problem for homebuyers, even for those with full-time jobs.
- One of the most cost-effective ways to provide affordable housing is to maintain existing housing stock.
- There is an acute need for affordable rental housing.
- There is a need to assist more families with Federal rent assistance.
- The high cost of housing a significant problem for special needs populations such as the elderly, frail elderly, and the disabled.
- There is a need for emergency transitional shelters and services for individuals, families, victims of domestic violence, and other homeless subpopulations with special needs such as those with HIV/AIDS, substance abuse and/or mental health problems, and the disabled.
- Services and emergency shelters are needed for families and South County residents.
- Basic infrastructure – such as paved roads, water, sewer, storm-water management, sidewalks, lighting, parks, and other public facilities – are needed in low-income neighborhoods in the City of Sarasota, City of North Port, and in unincorporated parts of the County.

STRATEGIES

A combination of Federal (CDBG, HOME), State (SHIP), local, and private sector resources will be used to implement this five-year plan. Using the limited resources anticipated to be received, Sarasota County and the City of Sarasota agreed upon the following strategies to meet the needs of the community and to accomplish the overall goals of the plan:

AFFORDABLE HOUSING:

- Create 200 new affordable rental units for extremely low- and low-income residents.
- Apply for 200 additional Section 8 vouchers for rental housing.
- Assist 979 extremely low- and low-income households purchase homes with down payment assistance.
- Assist 2,631 households in North and South County with homebuyer education.
- Rehabilitate 250 owner-occupied units.
- Provide water and sewer impact fee assistance for 83 households.
- Rehabilitate fifty units purchased by first time homebuyers.

- Construct 116 new units of affordable owner-occupied infill housing – twenty through Community Housing Development Organizations (CHDOs) and ninety-six through partnerships with non-profit organizations.
- Acquire 20 lots for affordable single-family infill housing.
- Provide tenant-based assistance (security deposit and/or utility deposits) for 165 low-income (below 50% MFI) individuals and/or families, with a portion (not to exceed \$33,000) designated to provide any funds necessary to match a Federal Continuum of Care Grant.

HOMELESSNESS STRATEGIES

- Create or expand emergency shelters to serve a minimum of five additional homeless individuals or families;
- Create or expand transitional housing units to serve a minimum of nineteen additional homeless families
- Establishment of a new system to provide structure and to insure the sustainability of bi-county cooperation and coordination in the development of a Continuum of Care.

SPECIAL NEEDS STRATEGIES:

- Create 100 new rentals units for elderly and/or frail elderly using the Section 202 program and/or tax credit programs;
- Rehabilitate 100 existing units occupied by low- and extremely low-income disabled elderly residents.
- Create thirty new units for physically disabled individuals and families using Section 202 and 811 grant programs.
- Remove twenty-five barriers on homes occupied by low- and extremely low-income disabled elderly residents.
- Remove sixty barriers on homes occupied by low- and extremely low-income physically disabled residents.
- Create twenty additional units of affordable rental housing for the developmentally disabled.
- Create twelve new units of affordable rental housing for the mentally ill.
- Create ten units of drug-free and substance abuse-free transitional housing for substance abusers.
- Create five units of housing for persons with HIV/AIDS and their families.

NON-HOUSING COMMUNITY DEVELOPMENT STRATEGIES:

- Create water and sewer lines in a low-income neighborhood, with unincorporated Newtown being the priority area.

- Construct infrastructure improvements in six low- to moderate-income neighborhoods and/or communities.
- Rehabilitate eight storefronts in low- to moderate-income areas, helping to create and/or maintain thirty jobs.

PUBLIC FACILITIES STRATEGY:

- Provide financial assistance to five social service agencies with public facilities improvements and/or equipment if eligible.

PUBLIC HOUSING STRATEGIES:

- Support the application of Hope VI grants by the public housing authorities to assist in the redevelopment of a minimum of fifty units in one or more low-income neighborhoods.
- Support the redevelopment of Cohen Way and other low-income neighborhoods through the development of public/private partnerships.

The Consortium will also pursue the following activities and plans during the next five years:

- The Sarasota Housing Authority will undertake a mentoring program for its low-income residents.
- During fiscal year 2000-2001, the Sarasota Office of Housing and Community Development will assemble a fair housing task force to make recommendations on fair housing policies.
- During fiscal year 2000-2001, the Sarasota Office of Housing and Community Development will undertake a study on foreclosures and make recommendations to minimize foreclosures in the down payments assistance program, other housing programs, and in the community at large.
- During fiscal year 2002-2002, the Sarasota Office of Housing and Community Development will assemble an advisory committee to update its 1994 SHIP Housing Incentive Plan and make recommendations for affordable housing.
- During fiscal year 2002-2003, the Sarasota Office of Housing and Community Development will undertake a study of the homeless population, subpopulations, and assessments of services.
- During fiscal year 2003-2004, the Sarasota Housing and Community Development will undertake a Housing Market Analysis study in preparation for the 2005 Consolidated Plan.
- The Sarasota Office of Housing and Community Development will organize and sponsor an annual Housing and Community Development Summit in which local governments, public housing authorities, providers of affordable housing, homeless services,

special needs housing, private sector homebuilders and developers, and other interested parties can meet, exchange information, and openly discuss housing and community development issues.

The plan also includes needs assessment and market analysis sections for housing, special needs, public and assisted housing needs, and a chapter on lead-based paint hazards.

HABITAT FOR HUMANITY

21ST CENTURY CHALLENGE

Habitat for Humanity has begun meetings in Sarasota to undertake a 21st Century Challenge in Sarasota County. These are community challenges to eliminate substandard housing in an area, and to set a date to meet the challenge no more than 20 years away. The goal is to develop a plan to eliminate a quantifiable reduction in substandard housing. Substandard housing is defined as deteriorated, needing major repair and dilapidated where the cost of repair is too high to make rehabilitation of the structure economically feasible. Local affiliates and Habitat's 21st Century Challenge staff work together to:

- Define the local housing problem (determine the amount of substandard housing)
- Organize a properly constituted local initiative.
- Set a realistic date for solving the problem.
- Involve the community in the effort.
- Develop a work plan and budget.
- Develop the resources-money, people, goods and services to accomplish the goal.

AFFORDABLE HOUSING PILOT PROJECT

The City is presently working with Habitat for Humanity to construct several affordable single-family houses for private ownership with in the Newtown Community. Similar successful projects such as this have been completed in the past by Nations Bank, Community Development Corporation and others.

SARASOTA HOUSING AUTHORITY'S HOPE VI APPLICATION

HOPE VI is a federal program that provides funds for the redevelopment of existing government housing. The goal is to better integrate existing housing projects into surrounding communities. Sarasota has made applications for this program to redevelop the four housing developments located within Newtown. The application for this program requires extensive design and policy work prior to selection and is relevant even if funds are not awarded.

“You shall raise up the foundations of many generations; you shall be called the repairer of the breach, the restorer of streets to dwell in.” Isaiah 58:12

America is all about change and no community wants to change more than Sarasota, “the best small town in America.” Today, its change is focused on “repairing the breach” between and its neighborhoods and its downtown; its poor and its wealthier residents; its black and white communities.

This HOPE VI Plan is a testament to that commitment: to change the landscape of Sarasota’s poorest community, which reflects decades of neglect, disinvestments, discrimination, and a concentration of deteriorated public housing. Concentrating public housing in North Sarasota completed the displacement of the black community from downtown, a process that extended from the 1940’s through the 1970’s. This area, in sharp contrast to the wealth that lines the world famous waterfront a short distance away, has enjoyed few opportunities to improve and shape its destiny.

Nevertheless, North Sarasota remains spirited, and resilient. And now HOPE VI is the vehicle for realizing the renaissance of historic African American community. In an unprecedented collaboration, the County, the City of Sarasota, and a multitude of other partners and stakeholders, along with the residents of North Sarasota, have joined together to find cause in a common future.

REVITALIZATION HIGHLIGHTS

- Transformation of all public housing in North Sarasota into mixed-income, diverse development throughout North Sarasota;
- One-for-one replacement of all 388 public housing units;
- 1,212 units of new housing, 600 rental units (388 public housing replacement units and 2112 affordable) and 612 for sale units (200 affordable and 412);
- Leverage of over \$155 million for physical development, and over \$15 million in Community and Supportive Services funding
- New Urbanist planning principles to connect North Sarasota with the larger community
- Substantial public private partnerships ready to implement the Plan today.

REPAIRING THE BREACH

The Plan provides a blueprint for a broad revitalization program that transforms all of Sarasota’s public housing. The four public housing developments (Janie Poe, 128 units; Bertha Mitchell, 100 units; Orange Avenue, 60 units; and The Courts, 100 units) totaling 388 units will be demolished. The four sites, over 45 acres, will be reintegrated into the larger North Sarasota community to “realize the prospect of a wonderful place to live”.

The plan also builds on the visionary efforts of the City of Sarasota to connect its downtown to its “walkable” neighborhoods. This vision, defined in the 2020 Downtown Master Plan by Duany Plater-Zyberk, uses New Urbanism principles to forge links among these close in neighborhoods, including North Sarasota, to downtown. The City of Sarasota has commissioned a planning effort with the Sarasota County Coalition of African-American Leadership to extend these connections into North Sarasota.

EXPANDING HOMEOWNERSHIP, QUALITY AFFORDABLE HOUSING AND OTHER INVESTMENT

The North Sarasota HOPE VI Plan will create 1,212 units of new quality housing including: 388 units of replacement public housing; 212 units of affordable rental (tax credit) housing; 200 units of affordable for sale housing; and 412 units of market rate for sale housing. Development will be located on the sites currently owned by the Housing Authority of the City of Sarasota (HACS) and on 50 acres to be donated by the City or acquired throughout North Sarasota. This will decrease the concentration of public housing on-site to 4.2 units per acre and increase the average income on site from \$7,200 (14% AMI) to approximately \$25,000 (50% AMI) The North Sarasota HOPE VI Plan, in addition to creating a wide mix of incomes and housing, increases the retail customer base, provides economic opportunities for businesses and builds a new community center, technology school and other public facilities.

The HOPE VI plan will bring \$208 million in development and new investment to North Sarasota. The Plan has the full support of the City, which has pledged \$10 million, and the County which is backing the Plan with \$15 million in tax exempt bonds and 4% low-income housing tax credits. Other financing sources include: (1) 9% low income housing tax credits, for a total tax credit investment of \$343.8 million; (2) \$2 million in Federal Home Loan Bank Board Affordable Housing Programs grants or loans; (3) Florida State Enterprise Zone tax rebates estimated at \$2 million; (4) homebuyer equity and mortgages totaling \$82 million, including HOME and SHIP funds through GOOD HOMES; (5) a \$2.75 million donation of materials and labor by Habitat for Humanity; and (6) CSS partner contributions totaling \$15.4 million. The redevelopment plan leverages \$4.40 for each HOPE VI dollar.

The scale of revitalization – over 1,200 units including more than 90 acres – and its investment in people has brought the entire community together. As HACS Chairman Hudgins said to the City Commission after its unanimous vote in support of the plan, “It’s a new day.”

EXTENDING THE REVITALIZATION THROUGHOUT THE NEIGHBORHOOD

The volume, mix, and quality of the new housing built will cause a sea change in the social and economic life of North Sarasota. Yet this massive undertaking will be accomplished without displacing current residents. The Hope VI Plan will eliminate persistent pockets of blight that have burdened the area’s residents and discouraged

investment in the neighborhood. The great challenges and risks of holistic revitalization will be supported by the substantial incentives and opportunities in the Sarasota region: a strong economy that generates seemingly endless prospects for all city residents; an enviable location in the tropical Sun Belt that continues to attract new investment; the growing services economy in Sarasota; and, a strong network of supportive service providers already well established in the community.

COMMUNITY AND SUPPORTIVE SERVICE PLAN

The Revitalization Plan emphasizes social and community renewal with an extensive network of services to sustain the efforts of residents to improve their lives and fortunes. Organizations such as the Sarasota County Coalition of African-American Leadership, Goodwill, Jobs Etc, United way, boys and Girls Club, Family Counseling Center, YMCA, The Florida House Institute, the NAACP, the Greater Newtown Redevelopment Corporation, and many others have made commitments to extend and intensify their services. The goals of the Community and Supportive Services Plan are (1) to assist all to achieve the transition to true economic self sufficiency and an enriched quality of life for their families (2) to leave in place HOPE VI a set of “ best practices” which is sustainable without HOPE VI and will be highly effective in serving others. A strong emphasis will also be placed on creating significant economic opportunities for public housing residents, including Section 3 employment and contracting, entrepreneurship training and other support.

NEIGHBORHOOD RETAIL AND COMMERCIAL OPPORTUNITY

The plan also emphasizes partnerships with neighborhood businesses to develop retail and commercial opportunities, relationship[s] that will be nurtured by a small-business development fund and New Market Tax Credits. The Plan combines with Governor Bush’s designation on May 31, 2001 of North Sarasota as a much-prized State Enterprise Zone. This status brings numerous economic benefits including significant tax incentives for business.

EVALUATION

The Housing Authority of the City of Sarasota (HACS) will work with the Community Action Research Initiative (CARI) at the New College of Florida, which serves Sarasota. To evaluate the performance and impact of the North Sarasota HOPE VI revitalization grant. CARI has extensive experience researching and evaluating community-based urban transformations as it is currently providing the evaluation for nearby Bradenton Village’s HOPE VI grant and the Palmetto/North Manatee County Enterprise Zone. CARI will work closely with the residents, HACS HOPE VI Coordinator, the Human Services Planning association of Sarasota, the Development Team and the City of Sarasota to implement an evaluation model for the North Sarasota HOPE VI revitalization, which will provide clear and timely assessments and feedback.

RELOCATION

It is a fundamental premise of the HACS North Sarasota HOPE VI Revitalization Plan that every family in public housing who remains in good standing with HACS and wants to live in the revitalized community will be offered the opportunity to do so. Those who qualify for the homeownership opportunities and wish to take advantage of them will be supported in their efforts to do so.

HACS is committed to ensuring that disruption to the 370 families who reside in the North Sarasota public housing today will be kept to an absolute minimum during relocation. HACS will prepare a relocation plan at the appropriate time, after consultation with the residents involved.

All residents will be relocated in full conformance with, if not above and beyond, the requirements of the Uniform Relocation Act.

CONCLUSION

The development of the North Sarasota Revitalization Plan has required participants to take many steps, both big and small, towards each other and a common vision. It has required leaps of faith on the part of public and private partners to make substantial commitments. The enthusiastic participation of so many has produced a Revitalization Plan with great promise. Given this, it seems appropriate to end with a passage from the poem that gave title to a history of the African American neighborhood by one of its most respected citizens, Annie M. McElroy:

Thus the dream becomes not one man's dream alone
But a community dream
Not my dream alone, but our dream.
Not my world alone
But your world and my world,
Belonging to all hands who build.
--Langston Hughes (Freedom's Plow)

HOUSING FINANCIERS/PARTNERS

The following coordinated efforts (as listed in HOPE VI application 6/2001) to provide homeownership and affordable housing are listed by their primary service provider, any partnering entities, and a brief description of their objectives.

- Affordable Housing Program (GNCRC) This program provides financial counseling to potential homebuyers; direct representation to banking institutions, and assistance in securing down payment or mortgage assistance. The program also builds affordable housing and provides eighteen-month counsel to new homeowners.
- Right Start (South Trust Bank). This program helps low and moderate income borrowers obtain financing for homeownership with a three percent down payment.

- Habitat for Humanity (Habitat for Humanity). Provides affordable houses constructed with volunteer labor and sold at cost to low income homebuyers who may contribute sweat-equity as part of down payment.
- Home Funds (Goodwill Industries). Provides homeownership education, home construction, closing services, and follow-up for families who need financial assistance in purchasing a home.
- SHIP Funds (Sarasota Office of Housing and Community Development, Goodwill, GNCRC) Provides affordable housing and homeownership and opportunities to low-income families.
- Rental/Utility Assistance: Provides temporary rental or utility assistance to families during emergencies.

HOUSING PROVIDERS

Due to the small profit margin, the private sector does not provide a sufficient supply of workforce affordable housing, resulting in the need for special programs provided by nonprofit organizations. Several organizations that have programs to provide housing within Newtown include:

- Paradise of Sarasota Inc.
- Greater Newtown Redevelopment Agency
- Habitat for Humanity
- Good Homes (Goodwill)
- Nations Bank
- Community Housing Corp.
- Independent Real Estate Developers

NORTH SARASOTA COMMUNITY ASSET MAPPING PROJECT

In May of 2001, the Community Action Research Initiative (CARI) of New College conducted a Sarasota Public Housing Resident Survey as supporting material for the City's Hope VI application. This was followed in the summer of 2000 by the North Sarasota Community Asset Mapping Project: Newtown Pilot Study. The research had three components: Neighborhood Resident Survey, Neighborhood Conditions Study, and Asset Inventory of Associations and Institutions. The following is a summary of the findings:

- The area has an aging housing stock that may not be well-suited to younger and larger families.
- There is a relatively stable population of working people and seniors with a low median income compared to the rest of the County.
- There is a mix of stable homeownership and absentee landlords.

- There is a high percentage of owner occupied units with a relatively large number of people who have been part of the community for more than twenty-five years.
- Most of the structures are concrete block with many of the remaining wood frame structures more likely to be deteriorated.
- Residents in a range from 1/3 to 1/2 responding to the survey felt that the neighborhood was inadequately served by pharmacies, grocery stores, libraries, medical centers, clothing stores, and entertainment options.
- A high percentage of residents felt safe in the neighborhood during the day. Fewer but still a majority of residents felt safe walking the neighborhood in the evening.
- The primary safety concern was pests (roaches, rats, and termites).
- A majority of residents, while still seeing areas for improvement, were satisfied with street maintenance, streetlights, sidewalk condition, and garbage collection. The survey and report went into considerable detail in describing the condition of households and structures.

4. LAND USE

NEIGHBORHOOD ACTION STRATEGIES

In recognizing the importance of investing in neighborhoods for the overall quality of life in the City, the City's Department of Neighborhoods developed these strategies in June of 1999. By tracking data such as public safety, housing, economic, recreational, and survey, policymakers, staff, and residents can work together to determine the individual needs for the different neighborhoods. The City plans to spend twelve to fifteen months developing and implementing strategies for each neighborhood.

The City analyzed data from the above areas and found that Alta Vista, Central Coconut, Gillespie Park, Newtown, and Rosemary districts are the most heavily impacted neighborhoods in the City. The City also noted that change will occur more slowly in these neighborhoods, and that other areas that will benefit from a quick turnaround may be selected for public investment first.

The City has completed plans for Park East and Gillespie Neighborhoods. To meet the requirements of a State of Florida Urban Infill Grant, the City has proposed following the Neighborhood Action Strategies process to complete plans for the Newtown, Amaryllis Park, Bayou Oaks, and Central/Coconut Neighborhoods.

5. TRANSPORTATION

NEWTOWN TRAFFIC CALMING MASTER PLAN

The Newtown Traffic Calming Task Force Committee was formed in the summer of 2000 from residents and concerned citizens from the area bounded by Myrtle Avenue, to Central Avenue, 17th Street to U.S. 301.

Intersections with visibility problems were identified. Service requests were issued to the appropriate governmental agency and these locations were cleared. Parking and regulatory signage requests were also identified at several locations. The Engineering Department analyzed the problem streets to determine which streets met the traffic warrants necessary to be eligible for traffic calming measures. Of the eighteen streets that received traffic counts, six meet the traffic calming warrants and were eligible for traffic calming measures. A master plan to address these concerns was developed, the major elements of which are:

- A neighborhood gateway at Orange Avenue and 17th Street.
- Speed tables on 19th Street between Orange Avenue and Central Avenue.
- Speed tables on 21st Street between Orange Avenue and Osprey Avenue.
- Speed tables on 29th Street between Osprey Avenue and U.S. 301

301 ROAD WIDENING PROJECT

The Florida Department of Transportation has been conducting a Project Development and Environment study (PD&E) for roadway improvements on U.S. 301. A public information workshop was held on June 19, 2001 at the Newtown Community Center to listen to suggestions for improving the corridors. This was part of the Community Impact Assessment (CIA). The assessment received a variety of important community issues such as land development, aesthetics, mobility, neighborhood cohesion, safety, relocation, and economic impact.) Prior to completion of the study, potentially affected communities will be given an opportunity to participate in the transportation decision-making process. Design alternatives were presented to the City Commission in December 2001. At that time, the segment through the Newtown neighborhood was designed as a six-lane divided roadway with a design speed of fifty miles per hour. Presentation of selected alternatives is scheduled for March 2002.

6. COMMUNITY HEALTH, SAFETY, AND WELFARE

POLICE

CRIME STATISTICS

The following is the list of categories included in the Police department's monthly report to the City Commissioners. Statistics are not broken down by neighborhood.

ALARM REVENUE

- Based on private alarm systems

CRIME STATISTICS

- Crime rates, arrests, and traffic crashes is not available at this time until the department has a new computer database on line

MANPOWER REPORT

- Staffing numbers

NARCOTICS INVESTIGATIONS IMPACT REPORT

- Vice/Narcotics Accomplishments
- Highlighted Arrests for Strategic Narcotics
- Highlighted Arrests for Tactical Narcotics

NEIGHBORHOOD ENFORCEMENT TEAM

- Surveillance Operations

PROSTITUTION ARRESTS

- Sting Operations to target Johns.

QUALITY OF LIFE ISSUES

- Drugs: sales/possession
- Prostitution
- Noise
- Alcohol Consumption & Open Container
- Skateboarding
- Dog Leash Violations
- Truancy
- No Thru Trucks

RIGHT OF WAY VIOLATIONS

- Parking Citations
- Skateboard Citation Report
- Traffic Safety Action Plan Report

- Speed Enforcement
- School Zones/Pass School Bus
- Red Light and Right-of-Way Violations
- Other Enforcement Activity
- Pedestrian/Bicycle
- Seat Belt Violations
- Crash Citations

CRIME PREVENTION

The following crime prevention programs are active or proposed in Newtown.

- Taxicab Crime Watch: There is a proposal to have a Taxicab Crime Watch. The consultant team will follow the implementation of this countywide program. The idea is to have a Sarasota County Sheriff’s deputy schedule several one-hour presentations for the cab drivers to teach them about the importance of reporting suspicious and criminal activity. Additional crime prevention programs include (as listed in HOPE VI application 6/2001):
- “Hot Spot” Campaign (Sarasota United for Responsibility and Equity-SURE) Hotline for anonymous reports of drug activity in coordination with ministries and the police department.
- Weed and Seed: Weed neighborhood of crime while seeding neighborhoods with community building programs such as:
 - Safe Neighborhood Action Plan (SNAP)
 - Drug Education for Youth (DEFY)
 - Summer Camp and Mentoring
 - 1st Tee Gold Outreach and Mentoring
 - Neighborhood Accountability
 - Addressing Racism
 - Neighborhood Organization Development
 - Victims Crime Task Force

SOCIAL SERVICES

EMPLOYMENT SERVICES AND TRAINING PROGRAMS

The following programs, as listed in the HOPE VI application 6/2001, are listed with the primary service provider, any involved partnering agencies, and a brief description of the services provided.

SARASOTA ONE STOP CENTER

3660 North Washington Blvd., Sarasota, FL 34234. Employment and training related services to residents of North Sarasota including case management and coordination with prerequisite support CSS Agencies include:

- AARP (SCSEP- Senior Community Service Employee Program)- AARP's Senior Community Service Employment Program provides temporary work experience for people aged 55 and older whose incomes fall at or below the federal poverty guidelines. Clients are given temporary positions in non-profit community organizations where they have an opportunity to sharpen and develop skills while searching for a permanent job. They are paid minimum wage and may work up to 20 hours per week. SCSEP's goal is for each of its clients to obtain employment outside of the program.
- Ace Program/Sarasota County School Board - Correctional Education Includes GED preparation, improving reading, writing, math skills, vocational training opportunities, post GED placement, financial aid/ grant information, counseling, and skills assessment.
- AWI (State of Florida Agency for Workforce Innovation) Job referrals/screening of applicants, limited assistance filing unemployment compensation, labor market information, career counseling, vocational assessment, federal bonding program, assistance in Career Resource Center, PPN (Professional Placement Network); Veterans, job orders/job bank.
- Children and Families (State of Florida Department of Children and Families) Determine eligibility for cash, food stamps, and Medicaid. Refer to other agencies to assist with rent, utilities, food, etc. Complete disability packets to send to Tallahassee for Medicaid determination. Referral to other agencies, which are required to meet eligibility. Complete referrals for childcare upon eligibility.
- Coastal Recovery - Outreach to recipients of temporary Cash Assistance (TCA) and Diversion (TDP) to screen for and enroll in mental health/substance abuse service through the Temporary Assistance for needy families (TANF) Program.
- Employer Hub/Account Reps - The employer Hub provides professional and specialized recruitment for all types of industries/ businesses. Specific services to employers include job postings and referrals, recruitment assistance and job fairs, applicant screening and assessment, labor market data, and information of financial incentives. The Account Reps may also job develop for seekers, including WTP and WIA participants.
- First Step - Providing screening for mental health, substance abuse and domestic violence issues, which interferes with a person's ability to become employed or maintain employment. Make referral to appropriate agency for assessment and counseling to Coastal Recovery Center, First Step or SPARCC.

- Manasota Homeless Project - Case management driven program that works with homeless to access their individual needs and situation and works with them to become self-sufficient and obtain housing.
- Resource Room - Provide computer related job search, computer and video-based office applications, office applications tutorials, career exploration, Internet connectivity, self-testing on office applications, assessment testing, resume writing programs, career related reading materials and videos, use of phone, fax, and printer.
- Testing Services - Administer tests and measures to address learning capacity, aptitude, ability, interest, needs, and goals (TABE, SAGE, score test measures and interest inventories). Determine customer's assets and limitations to employment and provide information in determining feasible job and vocational goals. Maintain daily records and statistics.
- Veterans Services (AWI) State of Florida Agency for Workforce Innovation - Priority employment & training services, referrals to Veterans Administration Programs Initiate VA medical claims & pensions. Employability skills workshops, case management, vocational assessment, job development, assistance with job search.
- Vocational Rehabilitation Services - Services that are designed to reduce impediments to employment that are created by impairments. Services must lead to increased employment and independence.
- WIA (Workforce Investment Act) - A federal program designed to assist customers in becoming employed/re-employed. The program consists of three tiers of service: Core, Intensive, and Training. Core services are provided primarily through the Resource Room and include job assistance through the Job Bank, self-directed vocational assessment, and information on careers, the labor market, resume writing, etc. A customer who is unable to obtain employment after completing Core services and who meets the WIA eligibility criteria may be provided Intensive Services, such as vocational assessment and counseling. A customer who is still unable to obtain employment after receiving Intensive Services, who meets the eligibility criteria, and who is determined in need of job skills, may be provided financial assistance for job-related training. Training must be for a demand occupation and on an approved training list determined by the State and the local workforce board. Normally training is in certificate or A.S. courses, not A.A. or Bachelor degrees, and is provided by area schools.

- WTP (Welfare Transition Program, formerly WAGES)- Florida's version of the federally mandated welfare-to-work program designed to assist people in moving from welfare to self-sufficiency. The primary goal of the program is employment. Services may include vocational counseling, employability skills, work experience, vocational training, and assistance with childcare, transportation, and emergency services.
- YMCA Children, Youth and Family Services, Inc. - Provides low-income families with subsidized childcare and other services.

GLASSER SCHOENBAUM- HUMAN SERVICES CENTER

1750 17th Street, Sarasota, FL 34234. This is a community foundation (a non-profit corporation) that has a complex of buildings on city-owned land. They are 13 years into a 99-year lease. Nonprofit organizations are leased space rent-free. They are full with a waiting list. The following tenants are presently occupying the complex:

- American Cancer Society - the nationwide community based voluntary health organization dedicated to eliminating cancer as a major health problem by reducing its incidence, saving lives, and diminishing suffering through research, education, advocacy, and service. Cancer control through research, education, and advocacy.
- Bay Area Youth Services Inc. (BAYS) - Operates the Intensive Delinquency Diversion Services program for the Department of Juvenile Justice (DJJ) in the 12th Judicial Circuit. This is a new statewide diversion program to work with the youth (and their families) who have committed a law violation and have special needs. Referrals will be made by the DJJ.
- Child Protection Center, Inc.- Sponsors programs that focus on the prevention, intervention, and treatment of physical and sexual abuse of children, as well as child neglect.
- Children's Haven and Adult Community Services, Inc. - Offers community-based employment services and community living for adults and teens with disabilities.
- Coastal Recovery Centers, Inc. - Helps drug addicts and abusers of all ages through individual, family, and group counseling and therapy, and provides comprehensive mental health services for children and adults.
- Consumer Credit Counseling Service of the Florida Gulf Coast, Inc. - Provides non-profit consumer credit education, confidential financial counseling, and debt reduction programs to all segments of the community regardless of their ability to pay.

- Gulf Coast Legal Services - Provides free legal advice and representation for low-income individuals. Assists other community organizations in providing training on legal rights and self-help procedures.
- Healthy Start Coalition of Sarasota County/Child Development Center's Healthy Families/Sarasota County's Healthy Start Coordination - Provide a "one-stop shopping" for pregnant women and parents of newborns and young children: education, counseling, support services, referral, and case management. Links emerging participant need to systems of care and provides customized services to families in need.
- Literacy Council of Sarasota Inc. - Provides free volunteer tutors to help new Americans to comprehend, speak, read, and write English. The tutors also help those who need to upgrade their English reading and writing skills.
- Sarasota County Health Department - Provides direct medical care to all children in need of a physician, nursing, lab, WIC, Early Periodic Screening Diagnosis, treatment, and other health sciences, including Medicaid.
- Substance Abuse Prevention Coalition (SAPC) - An open membership organization of over 100 organizations and concerned citizens in Sarasota County who share a commitment to substance abuse prevention and reduction. The coalition's mission is to prevent and reduce substance abuse and its destructive impact through increased community awareness and involvement in promoting a healthy quality of life.
- Sun Coast Workforce Board, Inc. - A 35-member group of Manatee and Sarasota businesses, economic development, government, education, labor, service, and community-based organization leaders who volunteer their time and expertise to ensure that a skilled workforce is available to the local economy now, and in the future. Their mission is to provide the leadership to create effective, efficient strategies and systems for both counties that help residents enter, remain in, and advance in the workplace, and become more highly skilled and successful. It is accomplished through four initiatives: First Jobs/First Wages, Better Jobs/Better Wages, High Skills/High Wages, and One Stop Career Centers.
- Volunteer Connections of Sarasota County Inc. - Matches individuals and groups to interesting and unique volunteer experiences. Ordinary people become everyday heroes as they give up their time and talents to the not for profit community.

- WIC (Women, Infants, and Children) - A supplemental nutrition program for pregnant, postpartum, and breastfeeding women, infants, and children up to the age of five years who satisfy program eligibility criteria. Participants are provided nutrition assessment and counseling and checks are issued to purchase specified food items based on individual nutritional needs.
- Women’s Legal Fund - Provides free attorney services in the area of family law. A family law network covers dissolution of marriage, child custody, distribution of marital assets, and child support. At the present time funding allows Women’s Legal Fund only to accept cases of dissolution of marriage when child support is needed.

OTHER SERVICES

- Dolores G. Day Building, 17th Street, Sarasota, Florida 34234. This building houses State of Florida agencies, primarily Children and Families and Adult and Aging. They provide the following services: food stamps, cash assistance, Medicaid, protective investigations, adult protection, and adult payments for elderly.
- Youth Build (GNCRC) Provides construction apprenticeships to community youth in preparation for long-term employment.
- Minority Business Development and Incubator Program (GNCRC) Supports the development of new businesses from within the community.
- Life Skills Training Center (Salvation Army) a new community facility that provides a full range of youth and adult education and life skills/employment training.
- Employment Assistance (Goodwill Industries) Provides job readiness, employment counseling, and placement.
- “Pathways to Independence” (Marriott Community Employment and Training Programs) A Training-for-Jobs program for full-time employment in the hospitality industry.
- Urbaculture (Florida House Institute) Agricultural education and job training.

EDUCATION SUPPORT PROVIDERS

According to the HOPE VI application 6/2001, the following education support providers are active in the Newtown Area:

- Children First (Head Start/Early Head Start) Provides early education and full year childcare.
- Home Instruction Program for Preschool Youngsters (HIPPY) (YMCA, Americorps, Community Foundation) Home-based pro-

grams that help parents to be positive role models and teachers for their children.

- Even Start (YMCA) Preschool program.
- “Keys to the Future” (Boys and Girls Clubs) teaches children computer skills on a college campus.
- Educational Services (Goodwill Industries) Educational assessment remedial education, GED preparation, and private tutorial.
- Charter School (Boys and Girls Clubs) Quality education for children (K-4th) with difficulty in reading and math.
- After School Programs (The Community Foundation of Sarasota County) Funds quality after-school resources including Newtown Library, playgrounds, after-school tutoring, and computer training.
- Youth After School Tutoring (The Salvation Army) After-school counseling, tutoring, and recreation.
- Ringling School of Art and Design Arts Education and Youth Design Programs (Ringling School) Arts education and youth design programs.
- College Recruitment and Counseling (Manatee Community College) Financial aid, seminars, college outreach, computer training to youth interested in attending college.
- Learning Support System (Sarasota Educational Assistance Program) Web-based tutoring, education, and computer training.
- Sarasota County School’s Five Star School Program: Recognizes schools that demonstrate 100% commitment to community involvement- Booker High School
- School-To-Work Program
- P.A.L.S. (Partnerships & Alliances Linking Schools)
- Community Involvement Teams
- Sarasota County Technical Institute (SCTI) Incubator Program
- YMCA’s TRIAD Alternative Program
- HIPPY (Home Instruction Program for Pre-school Youngsters)
- \$160,000 grant to establish pilot programs at 2 middle schools, Booker Middle as one, hired a year-round counselor to work with at risk youth. Each semester the program serves approximately 16 students with focus on teaching employability skills.

SUPPORTIVE SERVICES AND HEALTH PROVIDERS

- Supportive Services (Goodwill Industries)
- Family Counseling (Child Development Center)
- Mental Health Counseling (Child Development Center)

- Family Counseling Center (Family Counseling Center)
- Nurturing Dads Initiative (Children First)
- Credit Counseling (Consumer Credit Counseling of the Florida Gulf Coast)
- Street outreach (YMCA)
- First Step of Sarasota, Inc. (United Way)

HEALTH CARE PROVIDERS

- Healthy Start (Healthy Start Coalition)
- Community Medical Clinic (Sarasota Memorial Hospital)
- Prescription Assistance (Sarasota Memorial Hospital)

CHILD CARE PROVIDERS

- Infant and Toddler Care (Child Development Center)
- (as listed in HOPE VI application 6/2001)

SCOPE

SCOPE is an acronym for a local non-profit organization called Sarasota County Openly Plans for Excellence. The group has created a Community Report Card to monitor progress on an annual basis by means of selected representative quantitative indicators. The purpose is to recognize positive trends and detect negative trends so that action can be taken. SCOPE measures the following indicators:

SUBSTANCE ABUSE

- Alcohol
- Drugs

CRIME

- Crime Index
- Domestic Violence
- DUI Arrests

AGING

- Life Expectancy at Age 65
- Elder Abuse

CHILDREN

- Children Receiving or Waiting for Subsidized Child Care
- Child Abuse

MENTAL HEALTH

- Suicide

POVERTY

- Poverty as Measured by Free/Reduced-cost School Lunch Program Participants

The SCOPE Community Report Card will measure the following eight major topic areas:

- Learning
- Economy
- Natural Environment
- Social Environment
- Culture/Recreation
- Health
- Transportation and Mobility
- Civic Participation

Currently, SCOPE has completed the Report Card for the Learning and Transportation categories only. Three more categories are due to be completed in December of 2001, and the remaining three by spring of 2002.

BROWNFIELDS CLEANUP (URBACULTURE PROJECT)

SUSTAINABLE REDEVELOPMENT PLAN FOR THE URBACULTURE SITE

The site is an approximately 19-acre parcel bounded on the east by the Seaboard Coast Line Railroad, the south by 21st Street, the west by Marion Anderson Place, and the north by Dr. Martin Luther King Jr. Way. In addition, the East Avenue unpaved R.O.W. bisects the property. The City has owned the land since at least the 1940s. It was used as a community dump through the 1960s. Florida House Institute is currently a leaseholder of the site and is the designated redeveloper. No projects were proposed for the site from the time of the dump closing till the end of the 1980s. At that time, an affordable housing project and later a commercial project were proposed for the site. Several separate assessments were done (Professional Service Industries (1989), Environmental Engineering Consultants (1993) and Ardaman and Associates (1993 and 1996). The results of the study reported that the proposed uses were deemed to be not feasible.

Starting in 1996 when the City leased the property to FHI several grants were received to develop the site as an energy efficiency demonstration project. In mid 1998 new state regulations took effect and all activities on the site were halted. The Florida Department of Environmental Protection assumed regulatory purview and changed the requirements for satisfying the Brownfields redevelopment criteria. The site was now required to have a full environmental assessment and mitigation plan before redevelopment could begin. Accordingly FHI and the City collaborated to seek funding from the U.S. Environmental Protection Agency (EPA) to satisfy these requirements.

After a Brownfield site is identified, the extent of the contamination must be assessed before further testing can proceed. This step is known as a Targeted Brownfield Assessment. PBS&J, Inc. conducted the Targeted Brownfield Assessment testing. The testing included sampling of soils, groundwater, surface waterway sediments, and air quality. They concluded that acceptable levels for multiple contaminants were exceeded in some of the soil, sediment, and groundwater samples. Phase II testing was deemed necessary to assess the full extent of contamination and risk. FHI and the City of Sarasota applied for an EPA Brownfields assessment pilot Grant to conduct this work, and the grant was awarded in July 1999. The final Contamination Assessment Report is expected in the near future. Based on the outcome of the assessment, this redevelopment plan will propose a reuse of the site

Throughout this project there has been extensive community participation. Prior to the Brownfields Development process being initiated, FHI held a series of meetings regarding the future uses of the Urbaculture site. There was broad participation from within the community-community residents, business and religious leaders, the Greater Newtown CDC. FHI also invited regional institutions to attend these meetings. The outcome of these meetings was a proposal to transform the former dump in a community marketplace, learning center and agricultural demonstration facility. In September of 2001 FHI held a community meeting with representatives of some of the original Urbaculture partners and some new potential partners.

As with many large planning projects, opinions vary widely. Through the interviews held for this project and discussions at public meetings there were several expressions of concern that the proposed uses for the site may not have full support of the neighborhood residents, while the ideas generated are considered good, there is concern that they are intended to satisfy the narrow goals of an institution from outside of the neighborhood, and that the proposal does not represent the highest and best use for the site. It should be noted that these concerns did not demonstrate an understanding of the complexities of the Brownfield contamination, costs associated with cleanup and the impact this has on potential redevelopment options.

Additional: The Florida House Institute plans a Florida Farm Learning Center and economic incubator program for Urbaculture. The site consists of 15 acres, owned by the City of Sarasota, and is located at 2046 Dr. Martin Luther King Boulevard. The Brownfields Demonstration Pilot Grant Activities include the following:

Worked with PSI (engineering firm) to continue the contamination assessment work on site. PSI completed soil sampling, electromagnetic survey, sediment sampling, flame ionization detection, field screening, and a progress report Laboratory results are scheduled for completion in October. The final Contamination assessment Report is scheduled for completion in November.

- Gatorback Tractor Service completed a second bush hogging of site.
- Worked with New College students to produce the Urbaculture newsletter

- Wrote a draft of the Economic Development/Mitigation Plan for the project
- Began preparing an Urbaculture presentation to be given at the state Brownfield Conference in November at the requirement of David Gerard of FDEP.
- Clearly identified State and Federal funding sources for the project as well as next steps following the EPA-funded Brownfield Pilot Project

7. INFRASTRUCTURE

8. URBAN DESIGN/PARKS

UIRA GRANT

In September 2000, the City of Sarasota received an Urban Infill Grant from the State of Florida Division of Housing and Community Development. It plans to use the Neighborhood Action Strategies process to complete a plan for an Urban Infill and Redevelopment Area that includes the Newtown, Bayou Oaks, and Central Coconut neighborhoods. This area extends beyond the boundaries of this project area. Significant statements from the application that help describe the area include:

Rental Environment- The percentage of rental units in some of the block groups is significantly higher than the citywide mean. Compounding that issue is the fact that many of those rental units are owned by absentee landlords who do not invest in their properties. In addition, the population in the area is very transient.

In block group 12.115.0003.1 the evidence of housing blight is quite pronounced. In that block group, there is nearly ten times the number of low and fair grade housing units as there are for the citywide mean. The quality of housing is lower than what the statistics illustrates.

The City applied for and obtained a federal EPA Brownfield Pilot grant in late 1999. That \$200,000 grant is helping the City determine appropriate redevelopment strategies and activities would be most appropriate for a 19 acre former landfill known as the “Urbaculture” site. The property is located in block group 12.115.0003.2.

The City of Sarasota has spent \$1.2 million streetscape project along Dr. Martin Luther King Jr. Way in Newtown; used approximately \$200,000 to improve curbs and sidewalks in Central-Cocoanut; invested several hundred thousand dollars of local option sales tax monies for park improvements to North Water Tower Park in Bayou Oaks; and provided nearly \$300,000 in general funds for operational support of GNCRC.

The City intends to create an economic development action plan for the proposed planning area. The planning effort will coalesce around various businesses, lenders, government agencies, and nonprofit organizations interested in revitalizing these neighborhoods.

Drugs Free Communities (under the umbrellas of the National Organization of Weed and Seed) already has a presence in the planning area. MADDADS, on the most successful grass roots tools used against community drug use, also has a strong presence in these here neighborhoods. The City also will seek to enlist Court Watch to mobilize support for stiff sentences for repeat offenders.

NEWTOWN PLANNING CHARRETTE

A Newtown Planning Charrette was held on March 18, 2000. The charrette was prepared by Thomas J. Cardinal and sponsored by Florida Gulf Coast Chapter of the American Institute of Architects on behalf of the Greater Newtown Community Redevelopment Corporation.

GOALS/HOT SPOTS

- Develop Fredd Atkins Park and consider option for relocating Park to allow highest and best use of location.
- Improve U.S. 30-1 gateway to community
- Attract a major discount grocery store
- Encourage community facilities

POTENTIAL AND EXISTING ACTIVITY CENTERS

- Fredd Atkins Park
- Potential development surrounding park
- Create linkages to other activity areas

U.S. 301 GATEWAY

- Develop strategies to create community gateway
- Locate Satellite Vocational Technology School on MLK

MISSED OPPORTUNITIES

- Create a Newtown identity
- Festivals
- Mural Garden Project/John Simes
- Jazz Clubs
- Revisit the historical role the community has played in the development of Sarasota
- Promote sustainable environments
- Upgrade Fredd Atkins Park

- Learn from what’s already working
- Support and promote satellite schools in Newtown
- Vo. Tech
- Boy’s and Girl’s Club

NORTH TAMIAMI TRAIL URBAN DESIGN STUDY

US 41 is the west boundary of the project study area. It acts as a bypass to the Newtown community. Two studies were found that have been completed to address this corridor. The first is the North Tamiami Trail Urban Design Study. This was completed in 1990 by a graduate architecture studio from FAMU/USF in Tampa. The work was contracted by “Gateway 2000”, a local citizen committee. It included analysis of the existing conditions and suggested guidelines to be incorporated into an overlay district for the area. It then described specific applications of these guidelines at locations along the corridor. Of special interest to this study is the Winn Dixie at Myrtle Street. Their recommendations called for a redesign of the storefront to include canopies and arcade and redesigned landscaping to better screen the parking lot.

A Vision for the North Tamiami trail was undertaken in 1999 by the IBSSA and the Tamiami Trail Committee in cooperation with The Bayou Oaks Neighborhood Association, The Newtown Neighborhood Association, USF/New College, The Ringling School of Art and Design, The North Trail Business Association, and the Sarasota Bradenton Airport. It was a plan to address an identity for the North Trail. The primary concerns were to create a gateway, encourage economic sustainability for new and existing businesses, and make the corridor a showcase for the world-class cultural and educational institutions that are established along its shoulders.

HISTORIC PROPERTIES

An historic properties survey of Sarasota was done in 1988 by Historic Property Associates, Inc. There were 674 buildings recorded, exclusive of those examined in a survey of the City in 1978. As it has been thirteen years since this survey was completed and the primary criterion for inclusion was being over fifty years old, there are additional properties that are eligible but not included. The following is a list of properties that were included in this survey. Verification of their condition or continued existence has not been determined as part of this study.

- Central Avenue: 1719, 1735, 1743, 1811, 1823, 2002, 2024, 2425, 2441, 2519, 2521
- Coconut Avenue: 1719, 1816, 1903, 2009, 2502, 2512, 2518, 3817
- Gillespie Avenue: 2810, 3002, 3004, 3008-3010
- Links Avenue: 2511, 2826, 2942
- Maple Avenue: 2742

- Oak Street: 1703, 1716, 1724, 1757, 1765, 1824, 1841
- Orange Avenue: 2223, 2228, 2304, 2312,
- Osprey Avenue: 2811, 2819, 2827, 3018, 3028, 3403
- Washington Boulevard, North: 801
- Washington Court: 2727
- 17th Street: 1326, 1335, 1342, 1353, 1365
- 18th Street: 1325, 1342, 1358, 1366, 1424, 1634
- 19th Street: 1428, 1439, 1451, 1462, 1463
- 20th Street: 1343, 1369, 1423, 1438, 1439, 1446, 1454
- 21st Street: 1336, 1422, 1429, 1430, 1438
- 22nd Street: 1626, 1643, 1645, 1651, 1681, 1685
- 23rd Street: 1704, 1710
- 24th Street: 1635, 1690, 1718, 1845, 1847, 1865
- 25th Street: 1645
- 27th Street: 1313, 1335, 1374, 1853
- 28th Street: 2028, 2049, 2076
- 29th Street: 1569, 1735, 1814, 1818, 1864
- 30th Street: 2016
- 31st Street: 1230, 1301
- 32nd Street: 974, 1164, 1235, 1268, 1315, 1729, 1766
- 33rd Street: 1856
- 34th Street: 1208, 1231, 1250
- 35th Street: 1230, 1748
- 36th Street: 1636

With such a large number of historic structures, there are additional potential resources for rehabilitation. The redevelopment of the housing stock is a major component of successful neighborhoods.

APPENDIX C

PUBLIC INVOLVEMENT

A community forum was held at the Newtown Community Center on October 2, 2001. This was the initial introduction of the project to the community. The intent was to define the study area boundaries and have the participants identify community assets, issues, and solutions. Specific problem locations were also identified.

A second project community forum was held at the Newtown Community Center on October 16, 2001. This meeting was organized as a group of focus group session used to validate the problems/issues and potential solutions identified in the first workshop. The “specific topics” were from the results of the earlier meeting. The larger audience was broken down into topic tables and discussions occurred simultaneously. Discussions were designed to solicit solutions to the earlier issues.

The following is a summary of the input received at both meetings. The summary is divided into two sections. The first, Neighborhood-wide Issues, addresses issues that were identified community-wide. The second section, Topic Area, addresses the issues by the four major topic areas that were originally identified: Housing, Economic Development, Public Safety/ Youth Activities, and Infrastructure/ Landscape Amenities/ Design Theme.

NEIGHBORHOOD-WIDE ISSUES

ISSUE: KNITTING THE COMMUNITY INTO THE CITY

There is a perception by many people that Newtown is isolated from the larger community of Sarasota. The issue of “building bridges” to the larger community deals with ending this perception. Newtown is a specific neighborhood that has a specific history that grew out of the larger history of the City of Sarasota. The boundaries of Newtown are not synonymous with the whole African-American community in Sarasota. The identity people associate with Newtown is that of the historical center of the African-American Community. This is important, but it is not the sole element of this area’s identity. The heritage, history, and uniqueness need to be celebrated and shared, both within and with the surrounding larger community. Issues of segregation, in part, helped shape this community and some of these issues continue today. The civil rights movement of the past thirty years has removed most of the institutional barriers to full integration. The debate now appears to center on how much isolation is based on the lack of choice or caused by factors associated with economics and culture. The population of Newtown may be more integrated with the surrounding area rather than vice-versa. The key to this issue revolves around whether the perception of Newtown can preserve its unique identity, yet still be just like any other neighborhood in the City. Newtown must be perceived as an African American community, but welcoming to all residents and visitors.

ISSUE: ORGANIZED BUSINESS RECRUITMENT

Several consultants and organizations that have worked in the neighborhood in the past mentioned that infighting among the community leadership has made it difficult to make progress on specific initiatives. Examples include a consortium of banks in place to provide low-interest loans for minority businesses that was informed that help from outside the community was not wanted. Another example was a Main Street Consultant who said a major retail anchor was ready to locate in Newtown but could not get the community to work past smaller personal issues. These anecdotal comments, while not specific, do indicate the need to understand how business decisions are made and how to take advantage of opportunities when they present themselves. Moreover, working together in unity for the overall good of Newtown should be the desire of all parties in the community. As in any community, leadership training and development is always an ongoing process and necessity.

ISSUE: NEW RESIDENT WELCOME

Several participants in the community forums indicated that there are retired African Americans from outside Florida that would like to live in Newtown. The desire is to relocate to Newtown, become involved, invest, and provide expertise to the community. These same individuals have expressed concern about the current lack of organizations outside of churches that have programs to help make people feel welcome and to assist in this type of assimilation into the community.

TOPIC AREAS

HOUSING

Housing is one of the major components for a vibrant neighborhood. Housing must meet the full demand of the population, which includes single-family conventional, multi-family apartments and homes for large families, small families and first time homeowners and empty nesters. The quality of the housing is important to the overall quality of life and stability of the community. Housing can be used to attract population, attract incomes, and attract investment. The majority of the neighborhood is made up of a combination of single-family and multi-family housing. A disproportionate amount of the County's low-income housing is concentrated in this neighborhood. Several public housing projects (Janie Poe, Bertha Mitchell, and the Courts) are located in this community and have a negative impact on the neighborhood. During the 2001 funding cycle, the Sarasota Housing Authority made an unsuccessful attempt for Hope VI funds. Past proposals have suggested that the existing structures be removed and replaced with housing more compatible with the surrounding neighborhood. This should continue to be the goal and alternative funding should continue to be sought such as through other Community Development Corporations and affordable housing developers.

There is a market for new single family housing in the area. The typical demand is for three bedroom two bath units of approximately 1,200 sq. ft. Most of the recent product built of this type is single story, ranch houses of stucco over concrete block construction. Most of these have been single structure infill projects. Most of the construction has been provided based on assumptions of what the middle of the market will absorb.

Demographics indicate that there are a high number of single parent households. As a result, there may be a market for smaller units. For the purposes of cost containment and efficiency there may also be designs that take advantage of the tropical climate of Florida. Smaller square footage air conditioned and heated may be possible by providing living space that might only be possible indoors in colder climates outdoors here in the form of patios, covered verandas, enclosed storage, and outdoor showers. Grouped units in developments with common facilities that can be shared such as Co-Housing, or condominiums is another way to eliminate duplication and lower cost.

There also appears to be a market for higher end larger units over 2,000 sq. ft. on lots larger than 10,000 sq. ft. Several participants in the public workshops have expressed that there is for example a pent up demand for many retirees who specifically want to live in Newtown but want a better quality product than is presently available.

ISSUE: LACK OF BANKING FACILITIES

There is no bank in Newtown. While not specifically a housing issue, it does relate to savings, mortgages, and homeownership. Having a branch bank that can provide mortgage loans, refinancing, and rehabilitation funds is directly related to improving housing options. Local, community, and neighborhood banks show an interest in their local community and can assist in the community's redevelopment efforts.

ISSUE: HOUSING REHABILITATION FUNDS AVAILABILITY

Residents have expressed concern over the availability of single-family housing rehabilitation funds to improve privately owned residences to address the threat of gentrification.

ISSUE: DEFERRED MAINTENANCE

The Sarasota Housing Authority is responsible for hundreds of affordable housing units in Newtown. The condition of this housing stock, as with most other authorities across the country, is that there are millions of dollars of estimated deferred maintenance. The Sarasota Housing Authority applied for a HOPE VI grant of \$35 million in 2001 without success.

ISSUE: INFILL COMPATIBILITY

A majority of existing single-family structures are one-story. There is a concern by residents about infill compatibility with these existing structures if redevelopment occurs.

ISSUE: HOUSING APPRECIATION/TAX INCREASES

The elderly have specific housing issues, including how to maintain ownership on a fixed income. There is concern about the ability to pay increased taxes as values increase. The amount of the increase makes it difficult for many seniors to stay in homes in which they have lived for generations.

ISSUE: DISPLACEMENT

Sarasota is growing. The cost of housing in the downtown area is increasing. This is pushing redevelopment to the ring surrounding downtown. There is concern by some neighborhood residents that as growth and redevelopment moves north, the community will change. For example, renters will be pushed out and the community cohesiveness may be negatively affected.

ISSUE: GENTRIFICATION

Increased home values create affordable housing issues by displacing the supply of affordable homes for rent or sale. This potential for displacement needs to be addressed in a strategic fashion.

ISSUE: HOMEOWNERSHIP

Absentee landowners are perceived as a problem by residents. Local ownership of property and homes needs to be encouraged.

ISSUE: HISTORIC DISTRICT POTENTIAL

Numerous homes in the neighborhood are listed in the two official historic architectural significance surveys. There is no historic district designation or preservation plan in place in the Newtown Area.

ISSUE: STUDENT AND FACULTY HOUSING OPPORTUNITIES

The proximity to Ringling School of Art and Design at the west end of Dr. Martin Luther King Jr. Way poses opportunities to provide student and faculty housing as a part of redevelopment efforts. Due to the high cost of housing west of U.S. 41, the relatively high quality of the neighborhood near Whitaker Bayou, and Dr. Martin Luther King Park, this is a niche housing market.

ECONOMIC DEVELOPMENT

Economic development is the highest priority for residents. This issue includes employment opportunities, business opportunities, and retail/service opportunities for the neighborhood families. A separate economic analysis is included as part of this report, and is included as Appendix D to this document. An analysis of broad demographic characteristics indicates that Newtown is a low to moderate-income area with limited buying power and a low potential for residential growth. However, information regarding home values and ownership rates indicates a neighborhood of generally stable residential areas that have a reasonable likelihood for revitalization. In contrast, the existing commercial development is lacking cohesion, quality, and a positive identity. The per capita income in the immediate Newtown area is roughly half the surrounding five-mile radius in the County. In essence, Newtown must extend its market draw outside the immediate neighborhood if it is to experience a major change in its commercial development pattern.

ISSUE: JOB OPPORTUNITY

The primary community need is access to jobs with living wages and benefits for local residents. The location of the neighborhood is in close proximity to numerous job opportunities.

ISSUE: MARINE INDUSTRY OPPORTUNITY

Newtown is strategically located near Downtown, Sarasota Bay, industrial areas, the airport, and the major transportation corridors of U.S. 41 and U.S. 301. These proximities may allow for Marine industries to become more prominent in the mix of jobs and businesses. A dry dock and marina was located at one time at the site of the present Wellesley Inn on U.S. 41. Larger industrial uses related to this are appropriate for nearby industrial zones. Small-scale entrepreneurial repair operations may provide job opportunities for residents.

ISSUE: COMMUNITY CAPACITY AND ENTREPRENEURSHIP

Opportunities exist for ownership of service businesses that allow for more self-determination with low capital requirements. There is a need for more self-help initiatives, small business advice, and leadership training programs.

ISSUE: CONSUMER BASE

The neighborhood businesses continue to struggle to survive on the patronage of the local community. There is a desire and need to increase outside patronage to local businesses.

ISSUE: CONSUMER BASE SIZE

Need to develop an economic base that supports the crossover population. It will be difficult for any business to survive and thrive on just the African-American business community.

ISSUE: ECONOMIC PERCEPTIONS

There is a perception of poverty and a lack of well paying jobs. This discourages investment and threatens previous and future capital investments.

ISSUE: MERCHANTS ASSOCIATION

Presently, there is no merchants association for Dr. Martin Luther King Jr. Way. Most successful shopping districts have an association to handle marketing, advertising, cleaning, safety, and even maintenance.

ISSUE: HEALTHCARE

There is a lack of convenient access to standard health care services in the neighborhood as compared to other parts of the City. While there are numerous social service agencies and nonprofits that provide assistance in the area, there is a lack of dentist and family walk-in clinics.

PUBLIC SAFETY/YOUTH ACTIVITIES

For residents to desire to live in an area or consumers to spend dollars in an area, there must be a safe environment. The goal is to have consumers park their cars and freely walk in a shopping district, or for a resident to freely walk at any time of day to a park or throughout the neighborhood. A neighborhood must have adequate lighting and offer a secure environment to live, work, shop, and play. The quality of life both inside and outside the home is equal in the personal growth and development of the youth. This quality of life applies to everyone, but is most critical to youths that are still forming their skills and attitudes. There is a “living/learning” linkage to overall neighborhood quality of life.

ISSUE: SAFETY

In the community survey undertaken by Community Action Research Initiative of New College (CARI), there was a perception of safety during daylight hours. This positive perception goes down substantially after dark.

ISSUE: FREDD ATKINS PARK - PERCEPTIONS

There is a perception of illegal activity at Fredd Atkins Park and the desire for the removal or renovation of the park.

ISSUE: POLICE VISIBILITY

The police substation is underutilized and there may be a better use for this structure. A more effective strategy would be increased visibility of police officers who walk a beat or ride bikes, get out of cars, talk with residents, and get to know the community.

ISSUE: LOST VOTING RIGHTS

There are a disproportionate number of residents in the community who have been convicted of felonies and have lost their voting rights. Restoration of these rights is important to actively be involved in the election of representation.

ISSUE: DRUGS AND PROSTITUTION

Solicitation for prostitution and drug deals are made at various locations within the neighborhood. This type of illegal activity is a deterrent to new investment as well as legitimate patronage.

ISSUE: COMMUNITY CENTER PROGRAMS

There is a perception by some residents that the summer parks and recreation programs are inappropriate for the geographic and demographic needs of the particular neighborhood populations, resulting in lower levels of participation. This disconnect carries over to the relationship between the community center director and the surrounding community resulting in less communication.

ISSUE: YOUTH LOITERING

There is a concern by some youth that there is no place where it is acceptable to just be a teenager and “hang out”. A desire to hang out is part of growing up and should not, in every instance, be discouraged or displaced with scheduled activities. How can this be provided in a safe and productive way, without the automatic assumption of loitering?

ISSUE: LACK OF YOUTH ACTIVITIES

The outside school activities for youth are located mostly outside the neighborhood. Entertainment like roller skating rinks, youth dance halls, and movie theaters are all located outside the neighborhood, posing transportation issues.

ISSUE: HIGH SCHOOL GRADUATION

Passing the FCAT test is required to graduate from high school. Countywide between 15% and 30% failed this test the first time in 2001. Less than 50% of these individuals did not attempt the retake exam. Newtown youth make up a large portion of this group.

INFRASTRUCTURE/LANDSCAPING/AMENITIES/URBAN DESIGN

Newtown is an older neighborhood that, for much of its history, did not receive the same financial attention as other neighborhoods in the City. This condition is being rectified through new investment in infrastructure. The City has numerous items in the Capital Improvements Plan that are scheduled for completion and/or maintenance, such as extension of roads and sidewalks, utility lines, and park improvements.

The area is surrounded on three sides by Industrial/Commercial properties. Additional efforts to buffer the neighborhood from these uses are needed. Substantial streetscape improvements have been made to Dr. Martin Luther King Jr. Way in the past three years. These include curbs, gutters, streetlights, sidewalks, landscaping, and new utilities in the street such as non-potable water lines for irrigation. The railroad right-of-way that runs through the neighborhood poses a tremendous opportunity for trails and improved public safety through increased use and visibility.

Being an established neighborhood primarily built-out, there is a large amount of mature landscaping and trees throughout the neighborhood. The maintenance and care of these trees varies drastically, from well kept manicured yards to overgrown abandoned lots. The development of a landscape theme that ties the community to other areas is needed to make the community seamless or to identify the neighborhood as a special place. A well-designed landscape will also encourage people to get out of their cars to walk, eat, and shop.

The Whitaker Bayou is an opportunity for an improved landscape amenity and greenway through the neighborhood that is underutilized. The two major park amenities in the community are Dr. Martin Luther King Jr. Park and Newtown Community Center/Pool. Fredd Atkins Park has the potential to be an enhanced amenity as well, but the appropriate design will need to be adjusted to coordinate with other major improvements planned in the vicinity such as the U.S. 301 widening project and/or a potential community shopping center. An alternative location may be appropriate but the commemorative nature of the space should not be lost. The existing streetscape is weak in comparison to that along the Boulevard of the Arts and various areas downtown. Clearly an enhanced landscape design and planting maintenance program needs to be developed to build upon the good start the City has made with recent streetscape improvements to Dr. Martin Luther King Jr. Way.

There are few historic structures left in the heart of Newtown. Many of the new structures do not carry the historic theme of the past and tend to have a vehicular orientation. There is no overall architectural theme along Martin Luther King, Jr. Way or the major cross streets of Orange and Central. The identification of business clusters to make this an attractor needs to be developed and linked to the overall Sarasota Community. An architectural or neighborhood theme that makes the community unique or a destination needs to be well thought out to be successful. (clarify)

ISSUE: PRIVATE PROPERTY MAINTENANCE

The overall appearance of the area shows a lack of maintenance, for example there are overgrown yards and lots, non-conforming construction, abandoned and derelict structures and vehicles, and trash.

ISSUE: ARCHITECTURAL THEME

Currently there is no unifying theme for the design of structures along any of the commercial corridors. Caribbean themes have been discussed but many have felt this is not the heritage of most of the residents of Newtown and would therefore be inauthentic and confuse the sense of place. Streetscape continuity is more effective and easier to regulate than architectural style.

ISSUE: PUBLIC HOUSING LANDSCAPE

Cohen Park and the Newtown Community Center are located adjacent to U.S. 301 and Myrtle Avenue. These facilities are primarily industrial and commercial arterial or collector streets, and an appropriate buffer between these conflicting uses is lacking. This condition is especially noticeable around the playground.

ISSUE: REUSE WATER FOR IRRIGATION

The City has a policy to extend the lines for non-potable water along major rights-of-way of the City. The City is also supportive of extending these lines to residential streets for private use irrigation. Currently there are no monies budgeted for this process.

ISSUE: ORANGE AVENUE GATEWAY

Orange Avenue going north/south through the project area provides a major link between the downtown to the south and the Booker School complex to the north. This major community gateway lacks streetscape amenities.

ISSUE: NORTH ENTRY

Due to Orange Avenue being closed at the entrance to the Booker School complex on the north side, there is a confusing north entry into the neighborhood off Myrtle Avenue.

ISSUE: COMMUNITY HERITAGE THEME

Many individuals have lived in the neighborhood for a substantial amount of time. There exists a unique and intact sense of history that should be researched further and become a focus of community development efforts and a design theme.

ISSUE: LARGE VEHICLE/VISUAL POLLUTION

There are numerous evenings when semi tractor-trailer trucks, delivery trucks, and construction vehicles are parked on residential blocks in front of homes, contributing to the overall negative appearance of the neighborhoods.

ISSUE: PEDESTRIAN/VEHICLE CONFLICTS

The intersection of Dr. Martin Luther King Jr. Way and Washington Boulevard (U.S. 301) is a major connector to the areas on either side yet lacks a safe, inviting pedestrian crossing.

ISSUE: PUBLIC TRANSIT SCHEDULES

Public transit scheduling does not provide reliable options for workers. Many service level workers at locations outside the neighborhood get out of work after buses have stopped running. This condition limits employment opportunities for many, especially youths without cars.

MEETING NOTES

Below are notes taken at the public meetings

OCTOBER 2, 2001 MEETING NOTES

The following list of assets, issues, and concerns is a summary of the input received at the first public meeting.

ASSETS

- Affordable housing
- Location/access/convenience
- Identifiable commercial corridor
- Schools (Booker cluster/Ringling College)
- Supportive services
- People/heritage

ECONOMIC DEVELOPMENT

- Lack of businesses and business opportunities
- Education (drop out rate/graduation rate)
- Cash flow/banks
- Lack of community support for businesses
- Poverty
- Lack of good paying jobs
- Parking

HOUSING

- Elderly on fixed income
- Absentee landowners
- Zoning
- Code enforcement

PUBLIC SAFETY/YOUTH PROGRAMS

- Drugs/crime
- Young people
- Loitering
- Lack of community involvement

QUALITY OF LIFE

- Code enforcement
- Infrastructure (street lights, sidewalks, pot holes etc.)
- Transportation
- Negative perception
- Retention ponds
- Fredd Atkins Park

OCTOBER 16TH PUBLIC MEETING

A second project community forum was held at the Newtown Community Center. This meeting was organized as a group of focus group session used to validate the problems/issues and potential solutions identified in the first workshop (October 2, 2001). The “specific topics” were from the results of the earlier meeting. The larger audience was broken down into topic tables and discussions occurred simultaneously. Discussions were designed to solicit solutions to the earlier issues. A summary of the results of this meeting follows.

TABLE 1

ASSETS

- Location to airport and schools
- Well-defined community
- Major arteries - 301 and 41
- Problems/Issues
- Lack of business
- Lack of support for businesses
- Young people and drugs
- Solutions
- Develop the community with businesses

- Community support for business enterprises
- Activities for young people
- Who Should Make it Work?
- People in community by taking a special interest and support these issues

TABLE 2 - "THE STAR GROUP"

- Unemployment
- Development of 301
- Social Amenities
 - Food stores
 - Pharmacies

TABLE 3

ASSETS

- Zoning/overlay planning (housing)
- Housing/commercial
- Commercial development/location (zoning)
- 301 (DOT) zoning
- Atkins Park??? Should be a gateway to community - attractive
- Dr. Martin Luther King Jr. Way commercial corridor (easily defined core)
 - Mixed income community
 - People (residents)
 - RSAD Ringling School potential tie
 - Lots of open land for possible quality development
 - Booker school cluster

PROBLEMS/ISSUES

- Substandard housing
- Lack of good paying jobs
- Crime
- Solutions
- Creating/encouraging diversity. Comfort
- Education
- Political and community involvement
- Who Should Make it Work?
- Local community and city government

TABLE 4

ASSETS

- Education/schools
- Churches

PROBLEMS/ISSUES

- No outlets for young people (12 and up- keep off the streets - drugs)
- No outlets for children (child development - scouts, choirs, sports, fishing)
- No community involvement - due to drugs, no interest in outside problems - unity is needed

TABLE 5

ASSETS

- Newtown community center
- Boys and Girls Club
- JH Floyd Nursing Home

PROBLEMS

- Code violations (peoples property)
- Parking (double)
- Retention ponds
- Railroad crossing (Myrtle/MLK/Orange)
- Jobs
- Mr. Fredd Atkins Park
- Drugs
- Potholes
- Streetlights
- Solutions
- Enforce codes and fine individuals
- No parking and signs with fines
- Clean out and put something in there to keep it from being stagnant
- Fix
- More Black entrepreneurship
- Clean it up and fence- or close it down- possible something more useful
- Enforce the law!

- Fix
- Fix

TABLE 6

ASSETS

- People
- Prime location
- Community history
- Convenience
- Major corridors (301/41)
- Churches and schools
- Affordable housing for the elderly
- Affordable healthcare for the elderly
- Job security

PROBLEMS/ISSUES

- Drugs
- Education
 - Drop out rate
 - Graduation rate
 - Teen pregnancy
 - Lack of parental supervision
- Lack of employment opportunities
- Poverty
- Zoning - need more commercial zoning
- Negative perception of the community

SOLUTIONS

- Comprehensive plan and proper financing
- Development of an industry in this area
- Stronger neighborhood organization
- Who Should Make it Work?
- City government
- Residents
- Business owner
- Federal government

TABLE 7

ASSETS

- People
- Education
- Commercial district
- 52 religious organizations

PROBLEM/ISSUES

- Cash flow (not enough)
- Drugs
- Loitering - children
- Lack of high/medium paying jobs within the community

SOLUTIONS

- More jobs within the community
- Education
- More businesses being supported by the community
- To youth problems: cultural center, training in the arts, theatre production, need more Big Brothers
- Who Should Make it Work?
- Community involvement
- Government
- Private sector businesses

TABLE 8

- MLK/301
- 27th Street
- The businesses need banks
- Businesses not flourishing
- Nothing for kids to do
- The fix is in - already decided what to do -lot of \$\$ coming through
- Heritage - draw on
- Elderly on fixed income, no finance to upgrade - grant \$ we don't have to pay back
- People lose homes - borrow to fix but can't afford to pay back
- Interest to more current residents out of Newtown
- Transportation big problem in community
- Scared to come out- need to get rid of drugs

- Been here a long time - all kids went to school here
- Project Lene (?) turn down and rebuilt
- Need \$ for people
- Not place to draw talent out that exists in community
- Music - way to pull community together - way to reach kids
- Need people to come outside homes - clear destination where everyone feels welcome
- Welcome center - seniors have a lot of wisdom to share
- EZ - will push elderly out
- Home needs to be brought up to standard
- Some people don't care about their homes - trash it out
- Myrtle St. N.
- RR to sharp border - other side of tracks-need to connect to library and school
- As families grow, the community grows

TABLE 9

- Downtown Plan vs. Newtown Plan
- City vs. County \$ - potential funding issue
- Expansion?
- Heritage
- Churches
- Services - healthcare
- Kids - education/support - Sr. citizens
- Jobs
- Drugs
- MLK

TABLE 10

ASSETS

- Location
- Close to HGW
- Walk to town
- Affordable housing mix
- People
- Diversity
- Faith comm.
- Services

- Business
- Social services
- Schools
- Parks
- Workforce
- RSD
- Walk to work
- Normal

PROBLEMS/ISSUES

- Banking center
- Crime - drugs
- Housing- affordable
- Absentee landlords
- Zoning/code enforcement
- Commercial corridor
 - Parking
 - 301 commercial development (limit)
- Too many non-profits
- Lack of neighborhood activity
- Newtown stigma: crime and violent

SOLUTIONS

- More unified planning - working together
- Solidify the active, engaged leadership base
- Vocational education - youth build
- Revised zoning to accommodate cottage industry - small business friendly

JOHN GIBSON

- Jobs:
 - Tradesmen
 - Electrician
 - Painter
 - Tile setter
 - Carpet layer
- Restaurants
 - Bennigans - 41
 - Outback
 - Carabell's
 - Ruth Chris Steakhouse 41

- Applebees 41
- Chinese restaurant (Hispanic waiters)
- Furniture stores
 - Savon
 - Furniture Warehouse
 - Rooms-To-Go
 - Scandinavian Imports
 - Kane's
 - Circuit City
 - Dinettes Unlimited
- Heritage
- Potential
- Churches (52)
- Service providers
- Healthcare support
- School expansion
- Dr. Martin Luther King Jr. Way corridor
- Jobs
- Drugs
- FL=Caribbean country

TEEN SUMMIT - DECEMBER 15, 2001

On December 15, 2001 a "Teen Summit" was held at the Booker High School Complex. The Summit was held from 12 noon to 2:00 in hopes of getting input from resident teenagers on the future vision for Newtown. The idea grew from the previous public workshop meetings held in October where the adults were making suggestions on activities for teens. Flyers, posters, and announcements were made at Booker High School and Booker Middle School to announce the meeting. It is in the plans best interest to hear directly from the age group rather than adults making recommendations for teenagers. The meeting was not highly attended but the results of the meeting listed here can be used in the future to provide points for discussion and positive interaction for the Newtown youth and teenagers should additional opportunity arise to debate these issues. The first list identifies general activities for youth and teenagers as provided by the participants.

ACTIVITIES FOR YOUTH?

- Computer training with colleges and senior citizens
- Swimming team - Sarasota Sharks YMCA
- Scheduled activities - Dive club
- Soccer - team sports
- Boy Scouts/Girl Scouts

- SCEAP - Tutoring/homework assistance
- Field trips
- Midnight basketball
- Golf - Debbie Marx - Urban golfer
- Performing arts - series of groups - talent show
- Modern dance class
- Transportation - no bus on weekends
- Video arcade - computer
- Internships
- Vo-Tech
- Climbing wall (business)

Based on this information, it was determined that the general activities could be classified into four groups: Competitive, Performing Arts, Educational, and Field Trips. The following list provides the suggest activities provided by the participants.

COMPETITIVE

- Football
- Swimming
- CPR
- Midnight basketball
- Soccer
- Golf
- Specific programs geared toward neighborhood
- Climbing wall
- Body and Soul (yoga)

PERFORMING ARTS

- Modern Dance
- Drive-in without cars
- Community theatre
- Music for everyone
- Poetry reading
- Art/Ringling
- Talent show

EDUCATIONAL

- Leadership skills development
- NAACP involvement in leadership development
- Mentoring

- Brain Bowl or Spelling “Bee” between various groups
- Video arcade/computer training
- Boys Club involvement in training
- SEACP training of youth
- FCAT preparation for graduation and college preparation
- Multi-cultural center to highlight local African American history.
- Internships with employers to teach long-term skills.
- Co-op extension for agricultural or community garden project.

FIELD TRIPS

- Beach
- Movies
- Camps
- Skating rink
- Bowling alley

SENIOR CITIZEN ACTIVITIES

- Health/diet
- Dance
- Exercise
- Wellness Programs

SPONSORS

- Hospital
- Kidz TV Program w/Channel 40
- Corporations

INDIVIDUALS WITH ROLES IN YOUTH ACTIVITIES

- Director of community center
- Volunteers
- NAACP
- Sponsors
- SEACP
- Coaches/teachers
- Florida House
- Yes You Can Program

TEENAGERS ALWAYS WANT A PLACE TO HANG OUT

- Needs to be a Safe place to hang out
- Police - security is necessary

- Ringling students need to be included to help with diversity
- Comfort level needs to be achieved

DON'T LIKE

- Oaks - color selections
- Conditions of public housing
- Generally safe

DO LIKE

- The Edge - 13-18 years old teen club
- Student skating rink

COORDINATION

Coordination is needed between the recreation, education, and service providers to better involve the teenagers of the community. Every youth activity provider needs to coordinate programs and events to more effectively utilize limited funding and programming to further involve youth and teens. Examples of coordination includes the following:

- Parks and Recreation Department
- Boys and Girls Club
- Newtown Community Center Director and the Newtown community needs a better relationship
- Booker School Complex and neighborhood residents for additional outreach
- Ringling School and neighborhood for potential joint activities and relationship building.
- Churches and community residents.
- New College and neighborhood residents

This information will be used to complement the Redevelopment Plan from the youth perspective. These activities will be included as part of the activities for youth and to decrease the amount of loitering. Note that this event was not part of the contract, but our effort to include all the stakeholders and receive input into the project for a better end product.

PUBLIC MEETING - JANUARY, 24, 2002

This meeting was held at the Newtown Community Center to present proposed project analysis results and recommendations. The meeting format was an open house with display exhibits and informal question and answers one on one between residents, consultants, and staff. The attendees then came together for a brief presentation of the proposed concept plan and comments and questions were then expressed before the entire group. The following is a summary of these comments:

- Need Jobs Training.
- Need After School Care, Day Care, Infant care.
- Where does the money come from?
- What happens with housing both existing and new?
- For every one dollar of public money spent there should be five dollars of private money spent. “leveraging”
- Typical single family house sought is a 3bdrm 2bth of 1800 sq. ft. selling for \$85,000 to \$95,000.
- The newly adopted Enterprise Zone will increase the availability of funds.
- How to help with qualifying for mortgages? Cohen Way process has disturbed many people. Need to build confidence and trust to get people to come to the table.
- What agencies are helping prepare people for homeownership?
- How to help people with existing house renovations.
- Don’t forget about the middle income people.
- Lot sizes are an issue when trying to retrofit an existing building.
- Need a strategy to bring new people to the neighborhood. Expand possibilities and opportunities for upper end, higher income people as well.
- Use the arts as the communicator what the neighborhood is about. The Ringling School of Art and Design is an adjacent neighbor and Sarasota supposedly thoughts its arts reputation. Expand on this. Put murals on buildings.
- Remove the criminal element. Make the neighborhood safe. Treat like any other neighborhood.
- Newtown should not become another Rosemary District. Do not repeat what happened to Overtown. How do we balance development, displacement, and preservation of the social community?

COMMUNITY INTERVIEWS

The following individuals were interviewed as part of the inventory phase of this project:

- Mel Walker - Newtown community leader
- Jetson Grimes - Newtown community leader, Greater Newtown Community Redevelopment Corporation
- Fredd Atkins - Newtown community leader
- Dr. Ed. James - Newtown community leader
- Tom Cardinal - Local architect

- Brenda L. Patten - Local attorney
- Donald Hadsell - Director of Sarasota Office of Housing and Community Development
- Michael Saunders - Local realtor
- David Band - Local attorney
- Bruce Franklin - Local architect
- Rudy Vazmine - Executive Director of the Sarasota Housing Authority
- John Harshman - Local developer
- Reverend Donald L. Roberts - Goodwill Homes and Industries
- John W. Schaub III - Habitat for Humanity
- Reverend Jerome Dupree - Sarasota African-American Chamber
- Raymond Kaiser - Florida House - City leasee for Urbaculture project
- Darryl W. Niles - Bank of America, Vice President of Community Development Banking
- James West - Martin Luther King Way business and property owner
- Bill Hill - Greater Newtown Community Redevelopment Corporation
- Dale Haas - City of Sarasota Utilities
- Dwayne Mountain - City of Sarasota Public Works
- Alex Hay - City of Sarasota Engineering
- Doug James - City of Sarasota Planning
- Mike Taylor - City of Sarasota Planning
- Jan Gibbs - Booker High School Principal
- Wayne Greer - Booker Middle School
- Gwen Riggel - Booker Elementary School
- Johnnie Bernhard - School Board of Sarasota County, Adult and Community Education Center
- Dolores Palladino - School Board of Sarasota County, Adult and Community Education Center
- Bobbi Gray - Sarasota Memorial Hospital

APPENDIX D

MARKET ANALYSIS

SUMMARY

INTRODUCTION

This report was prepared only for purposes of strategic planning and evaluation of decision alternatives for the Newtown Revitalization Plan. It presents commercial development strategies for the Newtown area of Sarasota within a context of market conditions. The contractual specifications of this project were to focus on retail development potentials, with more general consideration of consumer services that are usually associated with retail development. Office demand, although part of the general commercial development market, is treated only in terms of its role as a component of business development patterns. This report is not intended to present a basis for private investment decisions, and it should not be used as such without further research and verification of findings by individual investors.

From the perspective of community planning, this analysis indicates market demand that is believed to be adequate to support specific revitalization strategies, but physical and financial considerations may have a dominant influence on future revitalization programs in the area. This market analysis is presented as part of an overall package of information and analysis that underlies the forthcoming public policy decisions.

The remaining sections of this report are organized around three major subject headings:

- **ANALYSIS OF MARKET DEMAND:** a section in which demands are computed for several different areas that can serve as either direct trade areas or an important context for the trade area to be supported.
- **ANALYSIS OF RETAIL LOCATIONS:** an evaluation of the existing and potential supply of competing development that must be considered when assessing the potential market support for additional retail development in Newtown.
- **MARKET-BASED REVITALIZATION STRATEGY:** a series of actions that will enable the Newtown area to capitalize on existing and future demands in a larger, but still accessible, trade area surrounding it.

PRIMARY CONCLUSIONS

FACTORS SUPPORTING THE MARKET

The Sarasota area as a whole has a strong real estate market, a stable economy and a high quality of life that will continue to enhance its desirability as a place to live and work. These conditions make it possible for the community to attract well-educated and high-income families. Long-term prospects support a vision of Sarasota as a leader among small-to-medium size metropolitan areas in the South.

On the other hand, the Newtown area exhibits a number of market conditions that are materially different from those that characterize the overall Sarasota area. For example, some of the most significant are:

- The absolute growth of Newtown in terms of numbers of people and households has been slow during the 1990s. The census tracts comprising Newtown increased in population from 8,169 in 1990 to 8,459 in 2000. Further, the lack of available vacant land creates an obstacle to large population increases in the future.
- The estimated current per capita income in the immediate Newtown area (a one-mile radius from the center of the neighborhood) is only \$12,371, while it is \$25,397 in an area covered by a five-mile radius. This disparity indicates a reduced buying power of Newtown residents, when compared with typical county households.
- The estimated average value of an owner-occupied home within one-mile of the center of Newtown is \$87,506. This is not abnormally low, but it is significantly below that of \$128,942 within a three-mile radius and \$144,795 within five miles.
- Over 52% of Newtown households own their homes, while 60% of those in a three-mile radius are home owners and 69% within five miles have purchased their own house.
- However, the extent to which the Newtown work force is an integral part of the countywide economy is illustrated by the average commuting time of employed residents. They commute an average of 18.1 minutes from home to workplace, a rate that is comparable with the general pattern of the county.
- Existing commercial development in Newtown is largely concentrated along Dr. Martin Luther King Way, between US 301 and Orange Avenue. This is an old neighborhood business district of mainly freestanding commercial buildings and businesses operated by small independent merchants. Its physical quality, lack of national or regional chain-store outlets, and the frequent presence of nonprofit activities such as social service organizations illustrate the commercial weakness of the area. Of particular impor-

tance, this commercial area lacks the types of stores to capture a major share of the local demand or to attract shoppers from outside the neighborhood. It further lacks a strong identity and entryway from US 301, a major arterial that carries about 38,000 vehicles per day.

RETAIL DEVELOPMENT POTENTIALS

These characteristics show that Newtown is a low-to-moderate income area with limited buying power and a low potential for residential growth. However, information regarding home values and ownership rates indicates a neighborhood of generally stable residential areas that have a reasonable likelihood for revitalization. In contrast, the existing commercial development is lacking in cohesion, quality and a positive identity.

- **Convenience Retail:** Commercial revitalization in the Newtown area must rest on expansion of the market for convenience retail goods that are purchased on a weekly basis by nearby households. This component is strongly based on the demand for grocery stores and drug stores. Currently there is a total demand for slightly more than 227,000 square feet of supermarket floor space within three miles of Newtown. Drug store demand is equivalent to almost 54,000 square feet.
- **Other General Retail:** In addition to the fundamental market component represented by convenience retail items, these store types should be considered as important sources of potential support for a new catalyst project. Even though merchants of “other general retail” goods will select locations in many different commercial settings, stores selling clothing, home accessories, and small appliances remain part of the basic group of businesses commonly found in neighborhood shopping centers. The sales potential for this group lying within a 3-mile radius of the site, including more stores than those cited for illustration, will support 302,000 square feet of floor space.
- **Specialty Retail:** Sarasota is famed for its high-end specialty retail area on St. Armand’s Circle, a distinctive group of shops that attracts customers from a wide area to its unique shopping experience. Although it is not always necessary for successful specialty commercial areas to cater to the high prices and affluent customers that characterize St. Armand’s Circle, their specialized nature makes it necessary for them to rely on customers from a very large trade area who shop there only infrequently. The Newtown location has a limited ability to create this regional attraction, and additionally, a commercial revitalization strategy that addresses a broad market will have a higher potential for success than one that is narrowly focused on specialty commercial businesses.

CONSUMER SERVICES POTENTIALS

Consumer service stores are similar to retail activities because they meet household demands and are frequently located in shopping centers. Real estate agents, video rental stores, beauty and barber shops, and numerous other activities that are dependent upon direct purchase by families fall into this group of commercial activities that should be included in any commercial revitalization strategy. Although they do not comprise the primary users of most commercial centers, they occupy more than 20% of the space in most shopping centers. This share has increased over the past decade.

Consumer-service firms have been considered in this analysis as a supportive, but still important, source of space demand for the new commercial catalyst project.

MARKET-BASED COMMERCIAL REVITALIZATION PROGRAM

GOALS, OBJECTIVES, AND STRATEGIC ACTIONS

With these development potentials in mind, it is possible to outline an overall commercial revitalization strategy that is based on existing and anticipated market conditions. This strategy is summarized as follows:

- The strategy is divided into two initial action programs. The first, the Primary Component of the strategy, is the proposed catalyst project at Martin Luther King, Jr. Way and US 301. The success of this project must be established as a catalyst for future major investments in the western half of the MLK Corridor. The Secondary Component is a less capital-intensive fix-up program for MLK Way between US 301 and Orange Avenue, an initial project to improve this older commercial district with a minimum of investment at the outset. The purpose of this project is to show visible improvement and make the area more attractive to investors after the Primary Component has become successful.
- The basic objectives in this commercial revitalization program are to: (1) Create a stronger retail center for the area; (2) Expand the trade area into the area bounded by a 3-mile radius from US 301 and Martin Luther King Way; and (3) Increase the exposure of the neighborhood to the general community market.
- Accomplishing these objectives will require several mandatory actions as well as some additional support activities. The mandatory actions are: (1) Assemble a contiguous parcel of 9-12 acres at the intersection of US 301 and MLK Way to accommodate a planned shopping center of approximately 100,000 square feet; (2) Select master developer through competitive process that emphasizes design quality and economic performance as equally important partners; (3) Grant concessions to master developer that would be granted for any other catalyst project in a redevelop-

opment area; and (4) Clean-up, repaint, and landscape corridor along MLK Way from US 301 to Orange Avenue.

- The desirable supporting actions are (1) Close the frontage road on the western boundary of US 301 when assembling the commercial site. This will add to the taxable value of the existing residential property and increase the commercial development potential along the western edge of US 301. (2) Intensively enforce all appropriate commercial development codes in area around new commercial center; and (3) Prepare streetscape program for US 301 in vicinity of MLK Way to help accentuate entry to Newtown and spotlight new commercial center.
- The major opportunities to accomplish this program are created by: (1) Exposure from high traffic volumes on US 301; (2) A strong existing band of market demand between one and three miles from the new entry that is available for capture by a new shopping center; and (3) The potential for concessions and subsidies negotiated by the City and individual investors for development in a CRA and Enterprise Zone.
- The major obstacles that must be overcome are: (1) A generally negative economic image of the area when, in fact, there is considerable demand for retail goods and consumer services; (2) An obviously negative visual image of the area along US 301 and MLK Way; and (3) Investor reluctance to finance a project that is perceived as risky in a recessionary economy. This may require greater guarantees from the City if action is to be taken during this recession.

THE DEVELOPMENT CONCEPT

The concept for a revitalization catalyst is based upon a modern planned shopping center at the intersection of US 301 and Martin Luther King Way. It must be a market responsive commercial center that can compete with the existing shopping centers along University Parkway. This project should contain a total of about 100,000 square feet of gross leaseable area, and be anchored by a grocery store of at least 35,000 square feet. A drug store of 8,000-10,000 square feet is also desirable, even if developed as a freestanding ownership on an out-parcel. Small stores oriented toward apparel, food service, and consumer services will fill the remaining floor area.

Although final identification of specific store types and chains is beyond the scope of this analysis, the following allocation of floor space is not an unreasonable guide for planning and further analysis.

Working with the existing demand is an important part of the market, because the potential trade area is so intensely built up that future demand growth will be moderate. The most successful marketing strategy is likely to be based on increased capture

ANALYSIS OF MARKET DEMAND

INTRODUCTION

This presentation of market conditions focuses on demand for retail and consumer-service activities that have a reasonable probability of development in the Newtown revitalization area. These demands will have a direct impact on urban design and physical development styles. Development of commercial projects must meet the effective demands of the market and, in turn, will yield an array of buildings that have proved to be economically and functionally efficient in other settings. For example, if Newtown businesses want to increase their sales volume in the face of limited consumer demands within the neighborhood, the usual marketing strategy would be to attract additional shoppers from nearby areas. This will require that adequate parking resources be available near the anchor stores that will draw new shoppers into the area, thereby driving an urban design solution that incorporates the characteristics of suburban shopping centers. Expansion of the market area will incorporate distances that are too great for effective pedestrian access by the targeted customers.

Additionally, expansion of the market area will require a larger “anchor store,” such as a supermarket or other establishment that can attract a large number of customers on a weekly shopping cycle. This will also provide other Newtown merchants the opportunity to capture some of the purchasing power of these customers 52 times each year. However, the anchor store must be able to function in a context in which existing stores already compete for the sales dollars in the same market area.

A successful commercial revitalization strategy for Newtown calls for a substantial repositioning of the area in the retail and consumer-service market. This will also require a major change of commercial development patterns. Analysis of market demands must focus on testing the viability of these objectives.

The remainder of this section deals with the demographic factors that support demand and actual estimates of sales demand for retail goods and consumer services. Analysis of existing and impending supply is presented in the next chapter of this report, and a comparison of supply vs. demand (market support) is found in the chapter that addresses market-based commercial revitalization.

DEMOGRAPHIC CONDITIONS THAT SUPPORT DEMAND

An overview of the demographic conditions that support the consumer-based demands for goods and services will establish a general context that will enhance perception of the retail market. It is important to remember that market demand for a wide range of consumer goods and services already exists in the Sarasota urban area, and that Newtown is only a part of this overall market. Although a definable neighborhood from social and physical perspectives, Newtown does not exist in isolation from the overall commercial market. Newtown residents satisfy part of their demand by making purchases elsewhere in the community, and a strategy to attract outside

buyers to the Newtown area is not unreasonable if pursued in a realistic manner. Consumer buying power flows throughout the community in an already large market, and capture of a greater share of the existing demand by Newtown merchants is more important than creation of more demand in the Newtown neighborhood.

The most fundamental demographic conditions that support consumer demand are population and income. The number of persons in the market and their ability to purchase goods and services are the fundamental cornerstones of demand.

POPULATION GROWTH

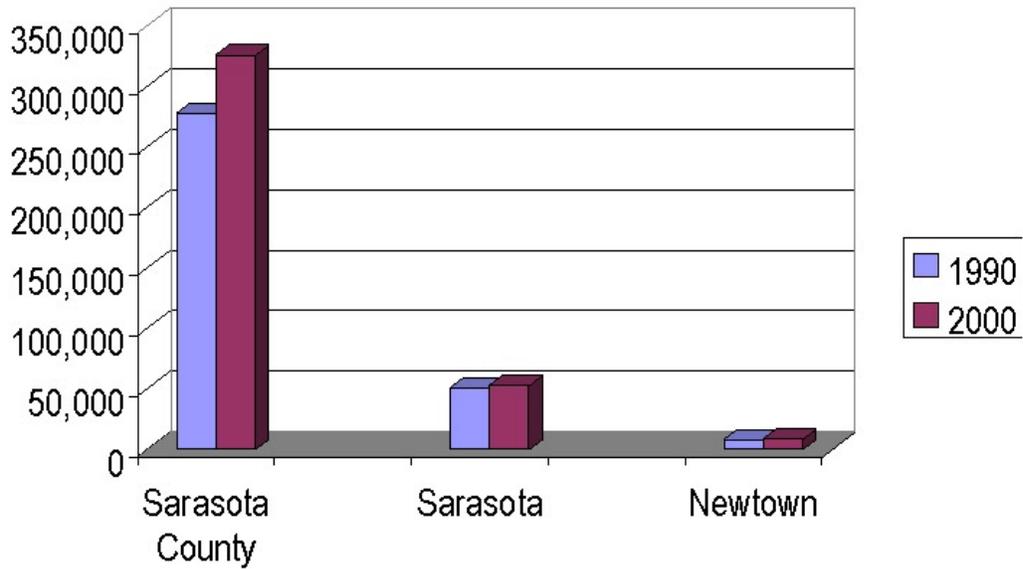
Measuring population growth is the first step in understanding commercial demand. Greater numbers of people mean more customers than fewer people. When examining population growth in small areas such as the Newtown neighborhood, planners and economists frequently use more than one source of data that report on the basis of slightly different geographic areas. In this case the information from the Census Bureau is based on data collection units called Census Tracts, and that from CACI, a commercial service that provides demographic information to business and government, is reported according to concentric circles around a specific point – in this case, the intersection of Dr. Martin Luther King Way and US 301. The source of data used in the following analysis will be referenced, and sometimes both sets of data are presented for comparison.

Sarasota County experienced an overall growth of 17.3% during the 1990-2000 decade, but this meant that slightly more than 48,000 people moved into the county during the period. The 2000 countywide population was 325,957 according to the Census Bureau count. In contrast, the City of Sarasota showed a growth of 3.4% to a total of 52,715 people in 2000. The Census Tracts that most closely approximate Newtown boundaries, on the other hand, comprises only 16.1% of the citywide population and grew by only 290 people over the 1990s. Newtown and the surrounding areas are almost completely developed, and change – both in total numbers and demographic characteristics – is likely to occur slowly.

The general trends of these changes are shown in the following bar chart referenced as Figure 3, below. The actual statistics are presented in Figure 4.

CACI Marketing Services provides a different perspective from its use of radii from a central point. Although the use of concentric circles may initially appear to present information for an artificial area, it is used by many businesses for initial market and site location analysis. While it does not directly address factors such as development patterns, densities and movement barriers that shape trade area boundaries, this approach does provide a reasonable estimate of demographic characteristics and demand potentials in built-up urban areas that are not cut into segments by man-made and topographic features.

FIGURE 3 - COMPARISON OF CENSUS POPULATION DATA



SOURCE: US Census Bureau

FIGURE 4 - POPULATION COMPARISONS

AREA	1990	2000
SARASOTA COUNTY	277,776	325,957
SARASOTA	50,978	52,715
NEWTOWN	8,169	8,459

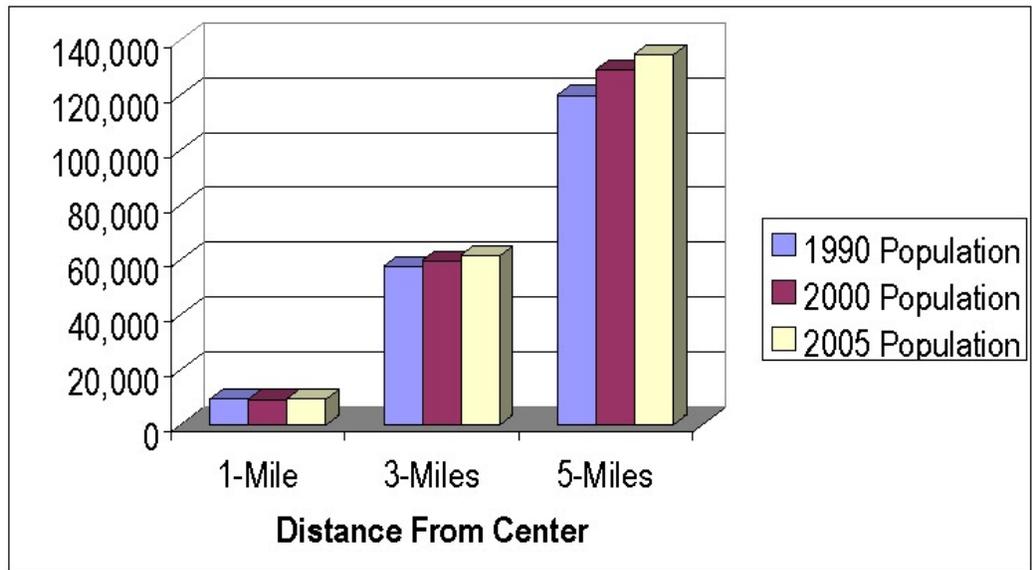
SOURCE: US Census Bureau

First, the CACI data reports a population density of more than 2,000 persons per square mile in all three of the concentric zones. The density is 2,754 persons per square mile in the ring defined by a one-mile radius, a good approximation of conditions in Newtown. The density in the 3-mile ring is 2,651. This latter area is especially important because it is frequently used as a preliminary market area boundary for shopping centers in densely developed urban areas.

Using the one-mile radius as a point of beginning, the population growth during 2000-2005 is expected to be only 191 people. This is not an unreasonable projection

when compared with the 1990-2000 growth of 290 persons over a ten-year period. The 3-mile circle shows an increase of 1,882 over the five years of 2000-2005, and this is not particularly strong as an indicator of anticipated growth of consumer demand. The area covered by the 5-mile radius currently has an estimated population of 128,998, and the 2000-2005 growth is projected by CACI to be 5,692 persons. However, this circle includes a lot of area that does not exhibit a high likelihood of being in the primary trade area for a new commercial center in Newtown. The CACI population trends are summarized below in Figure 5.

FIGURE 5 - CACI POPULATION TRENDS AND PROJECTIONS



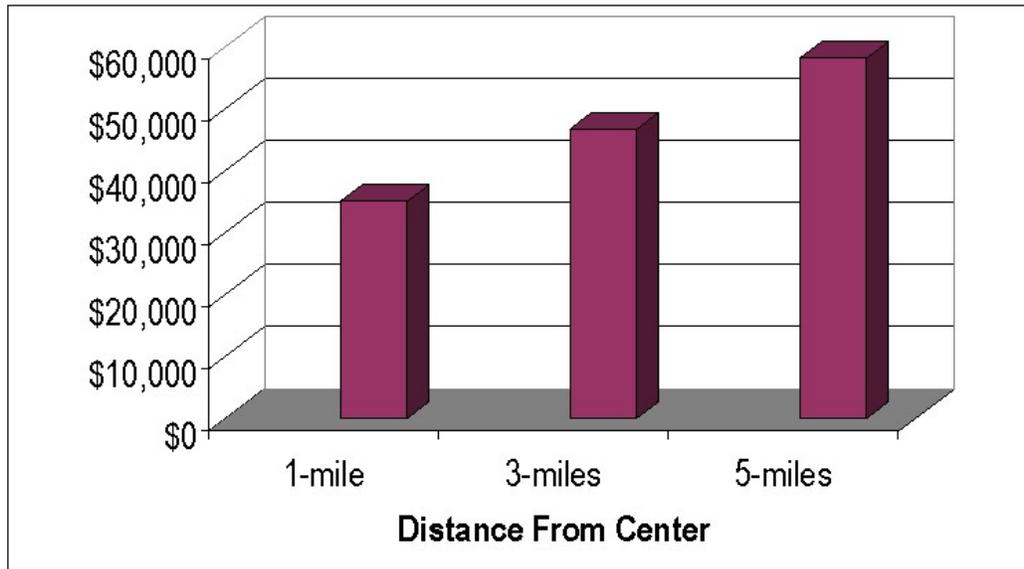
SOURCE: CACI Marketing Systems

HOUSEHOLD INCOME

The current household income, when coupled with the existing population in an area, provides a good indication of the consumer market potential of an area. Presently, the average household income of residents in the immediate Newtown area (within the one-mile radius) is \$35,009, a figure that is not exceptionally low within the context of overall retail market analysis. It must be remembered that the high concentration of affluent households in Sarasota County makes it an exceptionally rich market when compared with Florida or the Southeast. Therefore, disparities between Newtown and the county have to be viewed against a backdrop of more frequently occurring socioeconomic conditions that shape retail location decisions in middle-income communities throughout the nation.

The average household incomes shown in Figures 6 and 7 indicate that the market is surprisingly healthy, even though it is now growing rapidly. The pattern also shows that household incomes are increasing as the distance from the center of Newtown becomes greater. The average of \$35,009 within the one-mile radius expands to \$58,146 when the population living within a 5-mile radius is factored into the market. However, this larger area incorporates high-income areas between US 41 and Sarasota

FIGURE 6 - AVERAGE HOUSEHOLD INCOME



SOURCE: CACI Marketing Systems

Bay, a consumer base that is likely to be captured by other commercial centers along the US 41 corridor. As a compromise, the households living within a 3-mile radius have an average income of \$46,709, and this area represents a more likely draw than the larger area.

FIGURE 7 - ESTIMATED HOUSEHOLD INCOMES: 2000

Income Group	Percent Total Households		
	1-Mile	3-Miles	5-Miles
<\$10k	16.20%	7.90%	5.80%
\$10-\$15k	10.50%	7.20%	5.40%
\$15-\$25k	20.10%	16.70%	13.80%
\$25-\$35k	17.40%	17.40%	15.30%
\$35-\$50k	13.70%	19.60%	18.90%
\$50-\$75k	14.80%	17.10%	19.40%
\$75-\$100k	5.50%	7.30%	10.00%
\$100-\$150k	1.20%	4.70%	7.60%
>\$150k	0.50%	2.10%	3.70%
Avg Hshld Income	\$35,009	\$46,709	\$58,146
Median Hshld Income	\$29,222	\$37,050	\$44,487

SOURCE: CACI Marketing Systems

The detailed statistics presented in Figure 7 further illustrate the pattern of increasing household incomes toward the edge of the three concentric circles. In addition to the pronounced increases of average and median household incomes, those households earning more than \$35,000 yearly (the average for the ring dominated by Newtown)

increase from 35.7% to 50.8% in the 3-mile ring and 59.6% of all households within five miles of Newtown. Simultaneously, those earning less than \$15,000 per annum fall from approximately one-fourth of the households in the one-mile ring to 11.2% in the area described by a 5-mile radius.

These income figures further emphasize the need for a commercial revitalization strategy that expands the market area outward into the three-mile zone from the intersection of US 301 and Dr. Martin Luther King Way.

RETAIL AND CONSUMER SERVICE DEMANDS

As noted, the demand for retail and other commercial uses stems from individual consumers and households – their numbers and income levels. Some commercial uses, such as supermarkets and drug stores, tend to draw most of their customers from a trade area that is relatively close to the facility, but more specialized commercial establishments draw from a larger trade area. Restaurants, bars, and entertainment activities are examples of the latter group. Other commercial activities, e.g. hotels and motels, are usually located close or highly accessible to major generators of overnight lodging demand, such as the downtown and waterfront areas. Development of these uses in the Newtown area is not highly probable.

The following paragraphs present a brief discussion of the general potentials for major categories of retail activities that represent a reasonable likelihood for development in the Newtown area. Information reported in County Business Patterns illustrates general retail development trends in Sarasota County during the 1990-96 period and provides a basic framework for understanding overall commercial strength in the market. Additionally, this analysis includes discussions of existing field conditions coupled with the consultant's our experience in other revitalization programs.

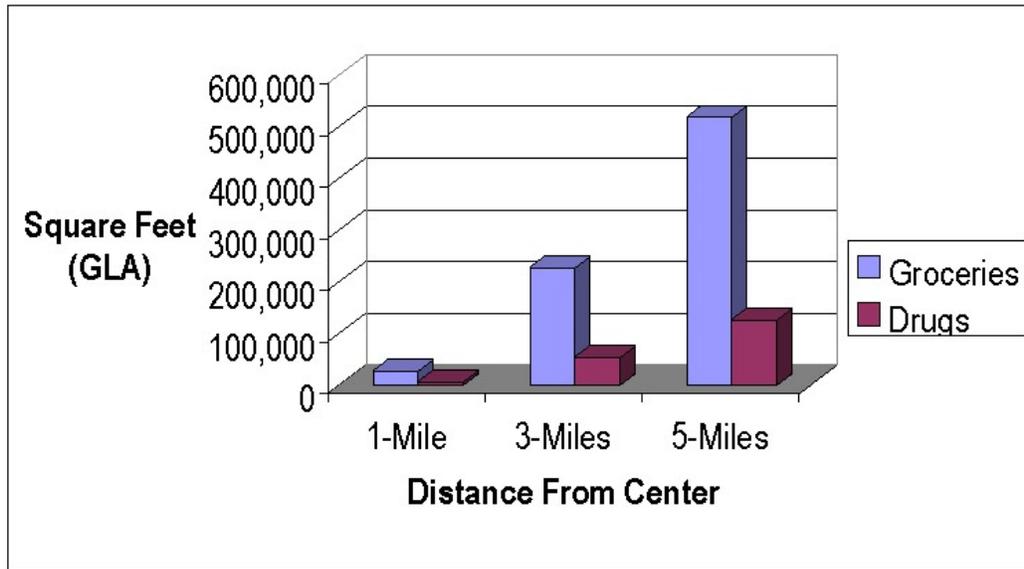
ANCHOR STORES

These stores “anchor” a project or commercial area by attracting the largest number of customers, many of whom are shared with other merchants in the area. Strong anchor stores are necessary for a strong commercial center.

In this analysis it is believed that large grocery stores and drug stores will have to be the major anchors because of their high per capita rate of occurrence and the distance between Newtown and existing competition. While department stores are frequently strong anchors for larger shopping centers, this location is not in a strong competitive position relative to the department stores located south of the Sarasota central business district and along University Parkway.

Examination of the statistical tables at the end of this chapter shows that the immediate Newtown area (within a 1-mile circle) has an estimated grocery sales demand that will support only 27,115 square feet of floor space, as well as only 5,984 square feet of drug store space. These numbers are significant, because modern store chains in

FIGURE 8 - CURRENT ANCHOR STORE DEMAND



SOURCE: CACI, *Dollars & Cents of Shopping Centers*

both of these categories have minimum store sizes that are larger than the total existing demand. Supermarket chains that commonly operate in Florida generally want a minimum store size of 30,000-35,000 square feet, with a desired size of 40,000-60,000 square feet – depending on location and market growth rates. Drug store chains are now developing stores of 10,000-12,000 square feet in size. Therefore, these demand calculations further reinforce the need to expand the Newtown trade area to include a major part of the 3-mile ring around the neighborhood.

Current anchor store demand within the 3-mile ring is considerably higher than within the smaller area, as should be expected in built-up urban areas because of geometry. (The area within a circle increases at a faster rate than its radius. For example, doubling the radius increases the area within the circle by a factor of four.) By increasing the radius from one mile to three miles, the area increases from 3.14 square miles to 28.3 square miles. Thus, the increase of population from 9,189 to 59,630 is not unreasonable and it establishes the basis for materially greater demands.

Within the 3-mile radius, the demand for grocery sales will support 227,239 square feet of GLA (gross leasable area), or five large supermarkets. In addition, the drug store sales create a market support for 53,720 square feet of floor area, or once again, five modern drug stores.

The statistics discussed here are found in Figures 10-15 at the end of this chapter.

OTHER GENERAL RETAIL

Many of the stores selling general merchandise are found in suburban shopping centers, but some store types in this category are potentially suitable for a setting such as a revitalized Newtown area, especially if the stores have prominent exposure to

the traffic on US 301. Clothing and related accessories (Apparel Group) are sold in a broad range of settings and markets, including high-end specialty boutiques, small independent shops, and department stores located in suburban malls. In addition, other general retail stores that can be considered as part of a commercial revitalization strategy for the Newtown area include restaurants, some of the group of “home furnishings stores,” and other establishments that fulfill demands created by nearby households. Examination of a typical neighborhood shopping center reveals that nearly all of the stores provide a good or service to households, with food and clothing exhibiting a dominant position in most of them.

The current demand for these other general retail activities within the one-mile radius is limited. Calculations based on CACI estimates of sales potentials reveals a total support for 28,532 square feet of GLA. However, the 3-mile ring once again expresses a much stronger demand – 302,048 square feet. It is important to emphasize that residents who live west of US 41 along Sarasota Bay contribute a substantial amount of this demand, and it is more likely that their expenditures will be made closer to home in stores in the US 41 corridor.

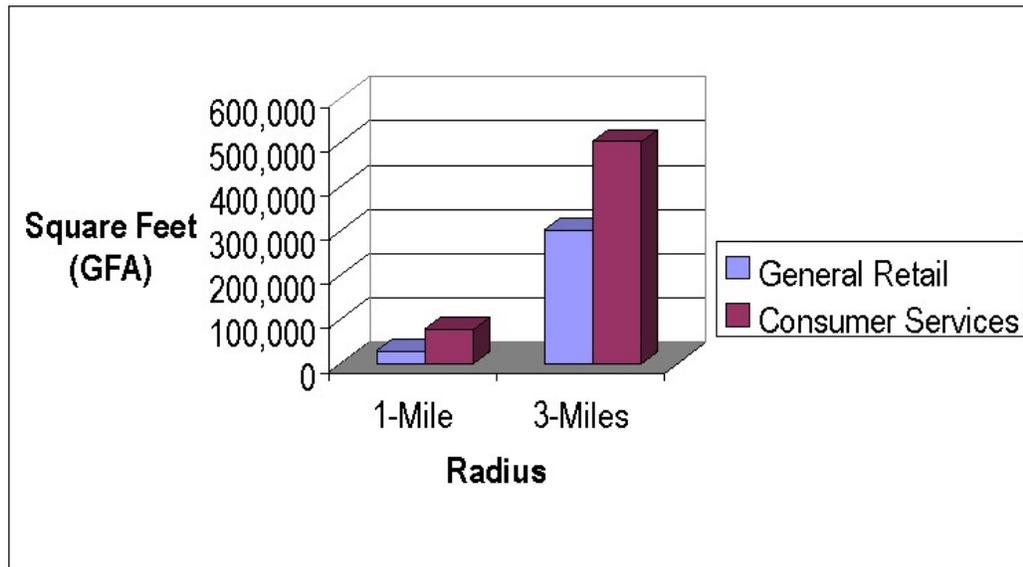
CONSUMER-SERVICES DEMAND

Consumer service stores are similar to retail activities in terms of meeting household demands and their frequent location in shopping centers. Real estate agents, video rental stores, beauty and barber shops, and numerous other activities that are dependent upon direct purchase by families fall into this group of commercial activities that should be included in any commercial revitalization strategy. Although they do not comprise the primary users of most commercial centers, field investigations of numerous shopping centers have shown that these activities occupy more than 15-20% of the space in most of them. This share has increased over the past decade and is now an important part of total space demand.

Many of the service establishments are small, but others can occupy several thousand square feet. They can be highly flexible components of a leasing strategy by filling in small residual spaces at the end of lease-up and by being major tenants at the beginning of the leasing program. While a small real estate broker will use about 1,100 square feet, a movie theater or large video rental store will require more than 5,000 square feet.

The relative importance of these consumer services is shown in the following Figure 9 that compares the demand for them with that for “other general retail” stores. Only the most commonplace store types in each category are included in the demand calculations. These comparisons clearly show that space demand by consumer services is a major factor in the commercial real estate market.

FIGURE 9 - COMPARISON OF SPACE DEMANDS:
CONSUMER SERVICES vs. GENERAL RETAIL



SOURCES: CACI; Benjamin Withers, ACIP, CRE

CONCLUSIONS

- It is clear from this analysis that existing market demands in the immediate Newtown neighborhood are insufficient to support new development of major anchor stores to serve as the primary catalysts for commercial revitalization. Future commercial development must be based on a strategy that captures a larger share of the total market demand within a 3-mile radius of the intersection of US 301 and Dr. Martin Luther King Way. The more people in the larger effective trade area represent an existing sales potential that is available for capture through an aggressive marketing program, supported by other aspects of a neighborhood revitalization program.
- Working with the existing demand is an important part of the market, because the potential trade area is so intensely built up that future demand is likely to grow only moderately. The most common marketing strategy will be based on increased capture of existing demand. This means that Newtown must extend its market dominance outward if the neighborhood is to experience a major change in its commercial development pattern.

FIGURE 10 - ESTIMATES OF RETAIL DEMANDS
 Project Name: Newtown Revitalization Plan; Sarasota, Florida
 Target Date of Estimate: 2000. Market Area: 1-mile Radius(1)

	EST. SALES	SALES	EST. GLA
STORE TYPE	POTENTIAL	PER SQ. FT.	DEMAND
CONVENIENCE GOODS			
Food Stores			
Grocery Stores	\$9,626,000	\$355	27,115
Eat and Drink Places			
Restaurants, etc.	\$2,511,000	\$200	12,555
Bars, Lounges, etc.	\$571,000	\$90	6,344
Drug & Proprietary Stores	\$1,496,000	\$250	5,984
SHOPPERS GOODS			
Home Furnishings Group	\$1,421,000	\$300	4,737
Bldg Mat'l/Hdwre Group	\$1,942,000	\$115	16,887
Apparel Group	\$2,248,000	\$200	11,240
Consumer Electronics	\$145,000	\$350	414
SPECIALTY GOODS			
Sporting Goods	\$154,000	\$210	733
Books & Periodicals	\$363,000	\$225	1,613
Jewelry	\$264,000	\$600	440
Cameras, Photo Equip.	\$69,000	\$500	138
Other Specialty Goods	\$1,615,000	\$235	6,872
TOTALS			
Convenience Goods	\$14,204,000		51,999
Shoppers Goods	\$5,611,000		32,864
Specialty Goods	\$2,465,000		9,797
ALL GOODS	\$22,280,000		94,660

SOURCES: Benjamin Withers: Urban Planning & Economics CACI Marketing Services Dollars and Cents of Shopping Centers (1) From US 301 and MLK Way

FIGURE 11 - ESTIMATES OF RETAIL DEMANDS
 Project Name: Newtown Revitalization Plan; Sarasota, Florida
 Target Date of Estimate: 2000. Market Area: 3-mile Radius(1)

	EST. SALES	SALES	EST. GLA
STORE TYPE	POTENTIAL	PER SQ. FT.	DEMAND
CONVENIENCE GOODS			
<i>Food Stores</i>			
Grocery Stores	\$80,670,000	\$355	227,239
<i>Eat and Drink Places</i>			
Restaurants, etc.	\$28,998,000	\$200	144,990
Bars, Lounges, etc.	\$6,400,000	\$90	71,111
<i>Drug & Proprietary Stores</i>	\$13,430,000	\$250	53,720
SHOPPERS GOODS			
<i>Home Furnishings Group</i>	\$16,273,000	\$300	54,243
<i>Bldg Mat'l/Hdwre Group</i>	\$27,980,000	\$115	243,304
<i>Apparel Group</i>	\$20,563,000	\$200	102,815
<i>Consumer Electronics</i>	\$1,384,000	\$350	3,954
SPECIALTY GOODS			
Sporting Goods	\$2,122,000	\$210	10,105
Books & Periodicals	\$4,354,000	\$225	19,351
Jewelry	\$2,993,000	\$600	4,988
Cameras, Photo Equip.	\$930,000	\$500	1,860
Other Specialty Goods	\$19,462,000	\$235	82,817
TOTALS			
<i>Convenience Goods</i>	\$129,498,000		497,061
<i>Shoppers Goods</i>	\$64,816,000		400,363
<i>Specialty Goods</i>	\$29,861,000		119,121
ALL GOODS	\$224,175,000		1,016,544

SOURCES: Benjamin Witbers; Urban Planning & Economics CACI Marketing Services Dollars and Cents of Shopping Centers (1) From US 301 and MLK Way

FIGURE 12 - ESTIMATES OF RETAIL DEMANDS
 Project Name: Newtown Revitalization Plan; Sarasota, Florida
 Target Date of Estimate: 2000. Market Area: 5-mile Radius(1)

	EST. SALES	SALES	EST. GLA
STORE TYPE	POTENTIAL	PER SQ. FT.	DEMAND
CONVENIENCE GOODS			
<i>Food Stores</i>			
Grocery Stores	\$184,145,000	\$355	518,718
<i>Eat and Drink Places</i>			
Restaurants, etc.	\$70,713,000	\$200	353,565
Bars, Lounges, etc.	\$15,081,000	\$90	167,567
<i>Drug & Proprietary Stores</i>	\$31,494,000	\$250	125,976
SHOPPERS GOODS			
<i>Home Furnishings Group</i>	\$40,044,000	\$300	133,480
<i>Bldg Mat'l/Hdwre Group</i>	\$71,918,000	\$115	625,374
<i>Apparel Group</i>	\$48,870,000	\$200	244,350
<i>Consumer Electronics</i>	\$3,254,000	\$350	9,297
SPECIALTY GOODS			
Sporting Goods	\$5,382,000	\$210	25,629
Books & Periodicals	\$10,613,000	\$225	47,169
Jewelry	\$7,458,000	\$600	12,430
Cameras, Photo Equip.	\$2,288,000	\$500	4,576
Other Specialty Goods	\$48,283,000	\$235	205,460
TOTALS			
<i>Convenience Goods</i>	\$301,433,000		1,165,826
<i>Shoppers Goods</i>	\$160,832,000		1,003,204
<i>Specialty Goods</i>	\$74,024,000		295,263
ALL GOODS	\$536,289,000		2,464,293

SOURCES: Benjamin Witbers; Urban Planning & Economics CACI Marketing Services Dollars and Cents of Shopping Centers (1) From US 301 and MLK Way

FIGURE 13 - ESTIMATED SPACE DEMAND FOR CONSUMER SERVICES: 2000

County Population =		325,957		Newtown Revitalization Plan							
Trade Area Population =		9,189		Trade Area = 1-mile Radius							
Industry	1997 Empmt	1997 Estabmt	Empmt Per Estabmt	SF per Emplee	Pop'n per Estabmt	SF per Estabmt	No of Estabmts	No of Sq Ft	TRADE AREA DEMAND		
									COUNTY RATIOS		
FINANCE, INSURANCE AND REAL ESTATE											
Banking	2,428	181	13.4	300	1,801	4,024	5.1	20,534			
Insurance agents & brokers	1,651	219	7.5	250	1,488	1,885	6.2	11,636			
Real estate	2,667	622	4.3	250	524	1,072	17.5	18,796			
Trade Area Subtotals							28.8	50,966			
Laundry & cleaning services	586	333	1.8	200	979	352	9.4	3,304			
Photographic studios, portraits	53	14	3.8	200	23,283	757	0.4	299			
Beauty shops	960	189	5.1	200	1,725	1,016	5.3	5,413			
Misc Pers Serv (Tax Prep Etc)	948	72	13.2	200	4,527	2,633	2	5,345			
Amusement Services	3,013	177	17	450	1,842	7,660	5	38,223			
Trade Area Subtotals							22.1	52,583			
Health services	18,935	1,012	18.7	200	322	3,742	28.5	106,759			
Legal services	1,472	310	4.7	250	1,051	1,187	8.7	10,374			
Trade Area Subtotals							8.7	10,374			
Individual and Family Services	698	65	10.7	250	5,015	2,685	1.8	4,919			
Job Training and Related Services	288	8	36	250	40,745	9,000	0.2	2,030			
Child Day Care Services	417	48	8.7	250	6,791	2,172	1.4	2,939			
Trade Area Subtotals							3.4	9,888			
TRADE AREA TOTALS							63.1	123,811			

SOURCES: Benjamin Withers: Urban Planning & Economics, County Business Patterns; Florida Statistical Abstract; BEBR

FIGURE 14 - ESTIMATED SPACE DEMAND FOR CONSUMER SERVICES: 2000

County Population =		325,957		Newtown Revitalization Plan						
Trade Area Population =		59,630		Trade Area = 3-mile Radius						
				COUNTY RATIOS				TRADE AREA DEMAND		
Industry	1997 Empmt	1997 Estabmt	Empmt Per Estabmt	SF per Employee	Pop'n per Estabmt	SF per Estabmt	No of Estabmts	No of Sq Ft		
FINANCE, INSURANCE AND REAL ESTATE										
Banking	2,428	181	13.4	300	1,801	4,024	33.1	133,252		
Insurance agents & brokers	1,651	219	7.5	250	1,488	1,885	40.1	75,508		
Real estate	2,667	622	4.3	250	524	1,072	113.8	121,974		
Trade Area Subtotals							187	330,734		
Laundry & cleaning services	586	333	1.8	200	979	352	60.9	21,440		
Photographic studios, portraits	53	14	3.8	200	23,283	757	2.6	1,939		
Beauty shops	960	189	5.1	200	1,725	1,016	34.6	35,124		
Misc Pers Serv (Tax Prep Etc)	948	72	13.2	200	4,527	2,633	13.2	34,685		
Amusement Services	3,013	177	17	450	1,842	7,660	32.4	248,037		
Trade Area Subtotals							143.6	341,226		
Health services	18,935	1,012	18.7	200	322	3,742	185.1	692,787		
Legal services	1,472	310	4.7	250	1,051	1,187	56.7	67,321		
Trade Area Subtotals							56.7	67,321		
Individual and Family Services	698	65	10.7	250	5,015	2,685	11.9	31,923		
Job Training and Related Services	288	8	36	250	40,745	9,000	1.5	13,172		
Child Day Care Services	417	48	8.7	250	6,791	2,172	8.8	19,071		
Trade Area Subtotals							22.1	64,166		
TRADE AREA TOTALS							409.4	803,446		

SOURCES: Benjamin Withers: Urban Planning & Economics, County Business Patterns; Florida Statistical Abstract; BEBR

FIGURE 15 - ESTIMATED SPACE DEMAND FOR CONSUMER SERVICES: 2000

County Population =		325,957		Newtown Revitalization Plan						
Trade Area Population =		128,998		Trade Area = 5-mile Radius						
				COUNTY RATIOS				TRADE AREA DEMAND		
Industry	1997 Empmt	1997 Estabmt	Empmt Per Estabmt	SF per Employee	SF per Estabmt	Pop'n per Estabmt	No of Estabmts	No of Sq Ft		
FINANCE, INSURANCE AND REAL ESTATE										
Banking	2,428	181	13.4	300	4,024	1,801	71.6	288,265		
Insurance agents & brokers	1,651	219	7.5	250	1,885	1,488	86.7	163,346		
Real estate	2,667	622	4.3	250	1,072	524	246.2	263,867		
Trade Area Subtotals							404.5	715,479		
Laundry & cleaning services	586	333	1.8	200	352	979	131.8	46,382		
Photographic studios, portraits	53	14	3.8	200	757	23,283	5.5	4,195		
Beauty shops	960	189	5.1	200	1,016	1,725	74.8	75,984		
Misc Pers Serv (Tax Prep Etc)	948	72	13.2	200	2,633	4,527	28.5	75,035		
Amusement Services	3,013	177	17	450	7,660	1,842	70	536,580		
Trade Area Subtotals							310.7	738,176		
Health services	18,935	1,012	18.7	200	3,742	322	400.5	1,498,711		
Legal services	1,472	310	4.7	250	1,187	1,051	122.7	145,637		
Trade Area Subtotals							122.7	145,637		
Individual and Family Services	698	65	10.7	250	2,685	5,015	25.7	69,059		
Job Training and Related Services	288	8	36	250	9,000	40,745	3.2	28,494		
Child Day Care Services	417	48	8.7	250	2,172	6,791	19	41,257		
Trade Area Subtotals							47.9	138,810		
TRADE AREA TOTALS							885.7	1,738,101		

SOURCES: Benjamin Withers: Urban Planning & Economics, County Business Patterns; Florida Statistical Abstract; BEBR

ANALYSIS OF RETAIL LOCATIONS

INTRODUCTION

This section of the report deals with existing and potential supply, and the key locations, that will affect future commercial development in Newtown. The primary purpose of this section is threefold. First, it describes and analyzes the general commercial development pattern that is currently affecting future business opportunities in the Newtown area. The second purpose is to analyze potential sites for future commercial development. And finally, it ranks the competitive position of the US 301/MLK intersection vis a vis existing shopping centers that will compete with it if a new commercial center is developed at the subject location.

GENERAL COMMERCIAL DEVELOPMENT PATTERN

The general commercial development pattern that affects Newtown is shaped like a capital “H.” The two legs are US 41 and US 301, respectively, and the crossbar is Dr. Martin Luther King Way. Each has a different function and serves a different market.

- US 41 Corridor: This is the main entry into Sarasota and it forms the western boundary of the Newtown planning area. Commercial development in the US 41 Corridor is heavily influenced by businesses that cater to tourists or provide dining and amusement services to local residents, activities that are generally unrelated to the residential neighborhoods in Newtown. It is oriented mainly toward a traveling market and the stores and parking areas are designed for exposure to the regional highway and receiving customers from it. Except for the existing Winn-Dixie Marketplace, the US 41 Corridor is not a significant source of competition for commercial revitalization in Newtown. Because of the land development pattern and high traffic volumes, the US 41 Commercial Corridor establishes an effective barrier between Newtown and the area along the eastern shore of Sarasota Bay; therefore, demographics in the area west of US 41 will not be a decisive factor in estimating potential demand for Newtown merchants.
- US 301 Corridor: The US 301 Commercial Corridor extends from the northern County Line to Downtown Sarasota. A traditional truck route that carries a large number of commercial vehicles in addition to passenger cars, there are no anchored shopping centers abutting it and the small freestanding stores and strip centers do not emphasize the convenience shopping needs of nearby households. Although some convenience goods and fast foods are sold in this corridor, a significant portion of the frontage is devoted to used car lots, service stations, machine

shops, and other heavy commercial uses. It also has the visual quality that is expected from these activities. Overall, commercial development in the US 301 Corridor fails to capture a significant share of adjacent demands for convenience goods and consumer services. The mixture of businesses fails to make it a major competitor with commercial revitalization in Newtown. Further, the general appearance of development along US 301 is a negative factor that will have to be addressed in the immediate vicinity of MLK Way if an appealing entry for Newtown is to be created.

- Martin Luther King Way: This is a strip of local businesses internal to Newtown. The development is comprised mainly of small freestanding buildings, and many of them are occupied by a single business or social service organization. Visual inspection of this corridor shows a mixture of land uses that indicates weak demand for these buildings by businesses. They suffer from deferred maintenance, the general “curb appeal” of the area needs improvement, parking is unstructured and inadequate, and the business mixture contains activities that are incompatible with one another. Furthermore, the substantial number of nonprofit and social service organizations located in the business district indicates a lack of demand by commercial tenants. The main problem with the MLK Corridor is that it caters to a local neighborhood market that is limited in both buying power and growth potential. The lack of external exposure, such as exhibited by sites on US 301 and US 41, also limits the long-term business development potential of the corridor.

The overall commercial development structure exhibits several different market orientations, but no clear retail center or general cohesiveness. Thus, the area has failed to develop adequate shopping facilities to meet the immediate demands of the large number of households living nearby, and it does not have a clear image in the retail market. This is simultaneously a problem and an opportunity. It is not perceived as a prime area for investment in retail development (a problem), but the relative lack of competition from within the US 301 Corridor offers opportunities for market capture.

POTENTIAL SITES FOR FUTURE DEVELOPMENT

There are two sites in Newtown that warrant analysis for future commercial development. The first actually contains all four corners at the intersection of US 301 and Martin Luther King Way. This has the strongest potential for creating a new commercial anchor for Newtown. The second, Orange Avenue and MLK Way, was suggested by local residents but it lacks the existing commercial setting and exposure of the US 301 location. Each of these is discussed below.

MLK/ORANGE AVENUE

This location has some vacant land on each of the corners. Surrounded by relatively stable residential development, it is not an exceptional location for a major commercial project even though it has access from four directions. It lacks exposure to any but local Newtown residents, thereby reducing its potential to draw customers from a larger market area. Development of a commercial center of, say, 100,000 square feet at this location would represent a significant economic risk because of limitations on market size.

Condemnation of additional area for commercial development through eminent domain is possible, but the benefits that would result from it are lessened because of the site's secondary competitive position in the retailing market. As a second option, the vacant parcels on each of the corners can be developed independently as small commercial projects that could be phased in response to local market absorption rates. This approach would not be effective as a revitalization catalyst because of the small size and incremental nature of the development. It also creates a commercial-residential edge on all four corners, and potential automobile turning movements on both Orange Avenue and Martin Luther King Way for each corner development. These conditions would not be an attribute to the neighborhood.

Overall, this location is of secondary importance for a potential catalyst project in commercial revitalization of Newtown, and it does not warrant a major commitment of public effort and financial support because its potential is materially more limited than the location discussed next.

US 301 /MLK WAY

This is a key location instead of a single site. Each of the four corners of the intersection is locationally suited for development of a commercial center, but each will also require assembly of smaller developed parcels for a shopping center site. Nonetheless, it is strategically located to draw customers from four directions, and it can fill a "void" of convenience shopping facilities between Downtown Sarasota and University Parkway.

Although the best location for a catalyst project, the site assembly process will be difficult. The northeast and southeast corners are already occupied by commercial uses that would not be compatible with a new shopping center. The western boundary of US 301 is bordered by a strip of public open land and a frontage road that could contribute substantially to the site area if vacated by the public owner(s). Single-family houses are located behind the frontage road, requiring that several be acquired for a commercial site on either the northwest or southwest corners. In addition, a designated County park is found on the southwest corner of MLK and the frontage road and this facility would be eliminated by a new shopping center in this quadrant of the intersection.

Acquisition of improved properties for a shopping center site can be expensive, and the taking of private property by eminent domain must be defensible as having a clear public purpose. On the other hand, site assembly by the City or a community redevelopment agency could mitigate both the land cost and potential risk to a developer by absorbing any extra cost as an administrative charge to the redevelopment program. In addition to the benefits that will accrue to local merchants and consumers, the new project will place all of the property back on the tax roll at higher unit-prices and the tax increment could be used to defray part of the infrastructure costs. This will be a benefit to the City and all other taxing authorities.

This location is the best for development of a catalyst project for commercial revitalization in Newtown. Existing land use conditions are more compatible with larger scale commercial development, exposure to external market demand is present through high volumes of traffic on US 301, and access to larger market areas is convenient. The development program will be difficult to implement, but the potential benefits are worth more detailed planning and financial feasibility analysis.

ANALYSIS OF COMPETING CENTERS

While other sections of this chapter have treated existing commercial development from an urban planning perspective, this section deals with it as an active supply of competing space in the marketplace. A new catalyst project must be able to compete effectively with these shopping centers.

GENERAL PATTERN

The general pattern of shopping center development north of Downtown Sarasota has resulted in an absence of anchored neighborhood and community shopping centers on US 301 between the central business district and University Parkway at the northern county line. Only the Winn-Dixie Marketplace at Myrtle Street is a reasonable competitor with Newtown on US 41.

Most of the existing shopping center development in northern Sarasota County is along University Parkway, with a primary concentration around Lockwood Ridge Road. Other commercial development is found on University Parkway at I-75, but this is beyond a reasonable competitive trade area with the subject, and most of the facilities at this location are not comparable with the types of stores that would be emphasized in the Newtown program.

The locations of these shopping centers, together with illustrative 1.5-mile radii for a distance scale, are shown below on the map referenced as Figure 16.

The graphic in Figure 16 clearly shows that the subject location is at the edge of the 1.5-mile radii around existing shopping centers. The area immediately around the subject is not firmly attracted to any of the existing shopping centers because of proximity, and a substantial number these households could be captured by a new

FIGURE 16 - LOCATION OF COMPETING SHOPPING CENTERS

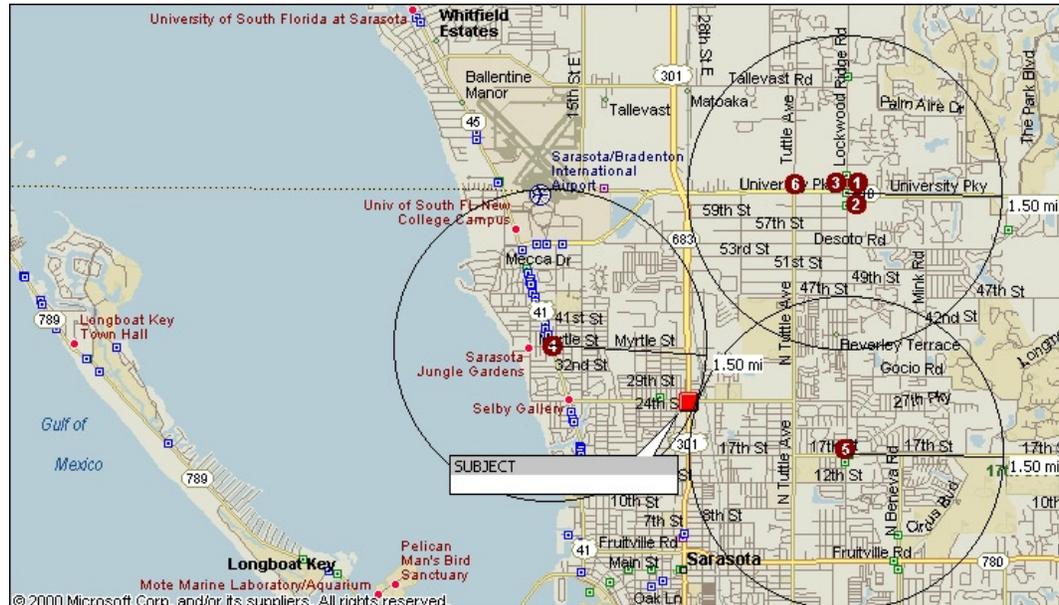


FIGURE 17 - COMPARISON OF COMPETING CENTERS

Map Key	Name	GLA (sf)	Acres	Parking Ratio	Anchors
1	Albertson's	55,000	n.a.	n.a.	Albertson's
2	Parkway Collection	146,11	28	5.41/000	Beall's Outlet Kash 'n Karry Cobb Cinema Outback
3	Center at University Pkwy	205,548	30	5.86/000	Publix Walgreens Wal-Mart
4	Winn-Dixie Marketplace	50,000	n.a.	n.a.	Winn-Dixie
5	Northeast Plaza	121,000	13	5.93/000	Winn-Dixie
6	University Walk (u.c.)	150,000	n.a.	n.a.	Publix

SOURCES: *Shopping Center Directory; Field Investigation*

shopping center on the subject site. Although these circles do not represent precise trade areas, they contain enough population at existing densities to support a grocery store anchor in a neighborhood shopping center. Essentially, a new center on the subject would have to attract a significant share of the households from adjacent trade areas as follows:

- About 40-50% of the potential customers from the western half of the Northeast Plaza trade area;
- Approximately 30-35% of the households from the southern half of the University Parkway/Lockwood Ridge trade area; and

- At least 50-60% of the households in the Newtown area that forms the eastern two-thirds of the Winn-Dixie Marketplace trade area.

Naturally, actual performance of the shopping center may vary from the estimated capture rates, but the estimated population within a 3-mile circle around the subject location contains twice the minimum population preferred by mid-price grocery stores – 60,000 people instead of 30,000 residents within this zone.

By way of explaining the above conclusion, a rule-of-thumb calls for 30,000 people within a 3-mile radius to support most mid-line supermarkets, about 1,100 people per square mile. This part of Sarasota is developed at a density of approximately 2,650 per square mile. Even with potential disparities in household income, the major difference in development density can be reasonably expected to have a material influence on the total demand within the 3-mile circle.

MARKET-BASED REVITALIZATION STRATEGY

INTRODUCTION

Revitalization of commercial development in the Newtown area should focus on activities that meet demands for convenience retail goods and consumer services. Because of the small size of the existing Newtown market and its limited growth potential, it will be necessary to pursue a revitalization strategy that expands the market area and attracts customers from areas not currently being served by existing stores in the neighborhood. This is necessary because the existing neighborhood is not growing fast enough to support a substantial amount of new commercial development. On the other hand, access to the Newtown neighborhood and exposure to major traffic movements along US 301 creates a market potential that is not constrained by the limitations of internal neighborhood growth potentials. People living in the nearby hinterlands can reach Newtown on the major thoroughfare and those passing through the area on US 301 can be intercepted by a properly designed and exposed commercial center that is a part of the larger community. When pursuing this commercial revitalization strategy, most of the additional demand for convenience commercial development must be captured from the area that lies east of US 301.

INDUSTRY OVERVIEW

As an adjunct to the analysis of local market conditions presented previously in this report, some of the most important trends of the retailing industry will help put the Newtown revitalization strategy in a national context. Information presented in Figure 18 comes from a continuing research program operated by the publishers of Retail Tenant Directory, a publication that helps bridge the space demands of retailers with the space supply provided by developers. The staff of this publication tracks more than 7,500 retail chains across the United States and summarizes their

FIGURE 18 - NATIONAL GROWTH INDEX OF KEY STORE TYPES

Store Types	Growth Index	Suitability for Catalyst Project
Beauty salons/barber shops	496.6	High
Computers/software	462.5	Low-Medium
Dollar/variety stores	412.4	High
Check cashing/pawn/thrift stores	381.9	High
Health clubs/gyms	335.4	Low-Medium
Fast food establishments	286.6	Medium-High
Dry cleaning/Laundromat	277.5	High
Newsstands	222.2	Low-Medium
Office supplies/furniture	174.0	Low
Cosmetics, etc.	172.6	High
Bed and bath shops	149.7	Low
Clothing accessories/costume jewelry	148.5	Medium-High
Children's apparel	142.3	High
Florists/nurseries	138.4	Low
Women's apparel	114.9	High
Drug stores	110.4	High
Auto supplies/car care	103.1	High
Art and frame shop	99.7	Low
CDs/music/tapes	96.2	Medium-High
Shoes	91.0	High
Housewares/small appliances	85.8	High
Fine jewelry/watches	82.7	Low
Men's apparel	82.7	Medium
Restaurants/bars	82.5	High
Video rental & sales	77.1	Medium-High
Movie theaters	34.3	Low
Supermarkets	34.1	High
Department stores	33.4	Low
Beer/wine/liquor	17.1	Medium

SOURCE: Retail Tenant Directory, 2001

expansion plans into a composite growth index for each store group. The higher the index number, the greater likelihood for that particular store type to continue expansion in the foreseeable future. An index of 100.0 represents the overall average for the entire retailing industry, and the growth index of beauty salons and barber shops (496.6) is approximately five times the overall industry average. Because expansion plans of individual companies can change materially from year to year, these index numbers cannot be viewed as static. On the other hand, an index for an entire store type tends to be more stable than the plans of a single company. The following figure lists selected growth indices of store types commonly found in neighborhood shopping centers, from highest to lowest, and the suitability of incorporating each store type into the catalyst project is ranked from Low to High. These suitability rankings are based on a combination of factors such as demographics of trade area, existing development setting, size of project, and character of existing competition.

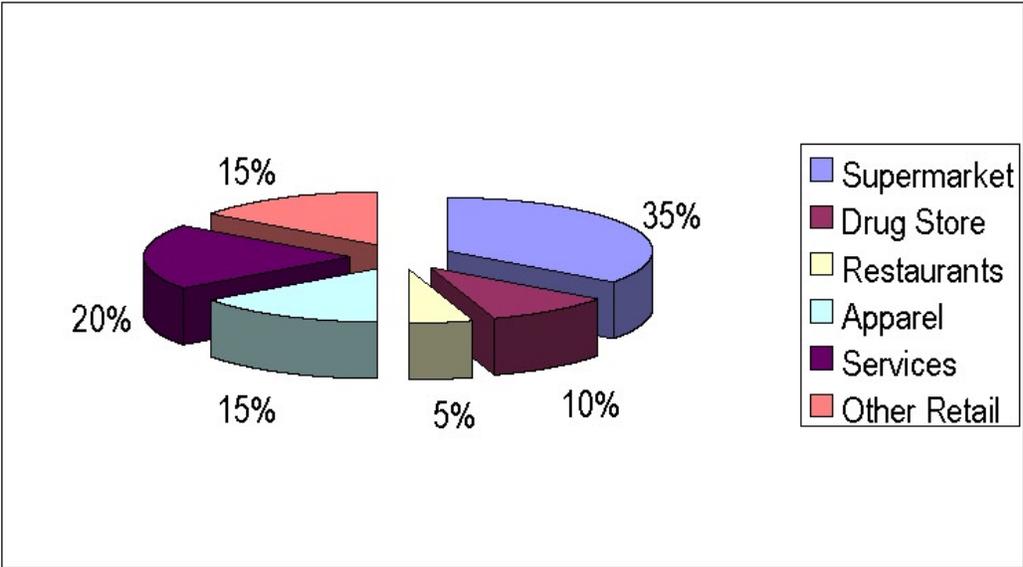
Two important conditions should be noted from these index numbers. First, the growth index for either of the typical anchor stores is not as high as that for other retail and service establishments. Drug stores have an index of 110.4, or ten percent greater than the industry average, but supermarkets have a low growth index of 34.1. These should not be viewed as completely negative indicators for several reasons. First, there is only one supermarket or drug store per shopping center, while there may be several apparel stores, a beauty parlor and a barber shop. And second, the larger anchor stores are fewer in number and are more widely dispersed than small retail and consumer service stores. Nonetheless, a critical element of this strategy is securing a commitment from the appropriate anchor stores. Kash 'n Karry, Publix, Winn-Dixie and Albertson's are already present in the general area, and the community can expect reluctance on their part to impinge on the market of an existing store by locating another outlet in a new shopping center. However, this should be viewed as an obstacle, not a total barrier, to development.

THE CATALYST PROJECT

A new shopping center at the intersection of US 301 and Martin Luther King Way will have a material influence on the commercial development potential of the Newtown area. It should contain approximately 100,000 square feet of gross floor area, a supermarket, a drug store, and about 50,000-60,000 square feet of smaller stores. The parking ratio should be at least five spaces per thousand square feet of floor area to adequately accommodate the incoming customers and conform to the development policies of most major retail chains. This project will require a site of approximately 12 acres, with at least 750-800 feet of frontage along US 301.

Although not a specific leasing plan, a preliminary allocation of floor space is shown in Figure 19.

FIGURE 19 - PRELIMINARY ALLOCATION OF SHOPPING CENTER FLOOR SPACE



The basic objective is to create a commercial district that has a distinctive image in the Newtown area. If the concept is properly implemented this intersection can become a distinctive entry to the neighborhood and contribute to the forces necessary to support further revitalization of the commercial corridor along MLK Way.

In its simplest form the MLK Street corridor is a linear district that extends from inside the Newtown neighborhood to the external connection along US 301. As this analysis has concluded, the existing Newtown market cannot effectively support a major revitalization of the internal portion of the MLK Corridor, but expansion of the trade area can bring customers and economic activity to a new project at the edge. Business success from this project can then be extended westward to the internal part of the MLK Corridor.

APPENDIX E

SOURCES OF FUNDING AND FINANCE

The following section provides an overview of funding sources that may be available to The City of Sarasota.

1. REDEVELOPMENT REVENUE BONDS

The provisions of F.S.163.385 allow the City, in conjunction with the Community Redevelopment Agency, to issue “revenue bonds” to finance redevelopment actions. The security for such bonds is based on projected tax increment revenues to be used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or Community Redevelopment Agency may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to provide debt service on a bond issue.

2. GENERAL REVENUE BONDS

For the purposes of financing redevelopment actions, the City may also issue general obligation bonds. These bonds are secured by debt-service millage on the real property within the City and must receive voter approval.

3. SPECIAL ASSESSMENT DISTRICTS

Special assessment districts could also be established. Municipal Service Benefit Units (MSBU), for the purpose of funding various capital improvements within an area or for the construction of a particular project.

4. THE STATE HOUSING INITIATIVES PARTNERSHIP (SHIP) PROGRAM

This is a block grant to local governments to allow them to implement locally designed housing programs. The SHIP Program provides funds for use under the State Apartment Incentive Loan (SAIL) Program, the Homeownership Assistance Program, the Florida Affordable Housing Guarantee Program, and the Affordable Housing Catalyst Program. This program offers low-interest mortgage loans to profit and nonprofit developers of new apartment projects that set aside a minimum of 20% of their units for households with incomes at or below 50% of applicable median income, or a minimum of 40% of their units for households with incomes at or below 60% of applicable median income. Loans are generally limited to no more than 25% of total project cost and have a maximum term of twenty-five (25) years. The Florida Housing Finance Agency (FHA) and the Florida Department of Community Affairs administer the program. Loan recipients are selected through a competitive application process.

5. THE HOMEOWNERSHIP ASSISTANCE PROGRAM (HAP)

HAP assists low-income persons in purchasing a home by providing zero-interest second mortgage loans in the amount of \$1,700 to be used for down payment and closing costs associated with financing a mortgage loan under the single family Mortgage Revenue Bond Program. The borrower must be approved by a participat-

ing lender in order to receive a HAP loan, and have a total annual income less than 80% of the state or local median income, whichever is greater. As of 1992, the program was expanded to include construction loans to not-for-profit builders of for-sale housing and permanent second mortgage loans to low-income buyers of those homes. The Florida Housing Finance Corporation (FHFC) and the Florida Department of Community Affairs administer the program.

6. THE HOME INVESTMENT PARTNERSHIP (HOME)

This is an annual formula grant to local governments. It was enacted as part of the 1990 Redevelopment Agency and National Affordable Housing Act to provide states with their first opportunity to administer federally funded homeownership and rental housing programs. These funds may be used for new construction, rehabilitation, land acquisition, site improvements, and tenant-based rental assistance. The state's HOME program is administered by the Florida Housing Finance Corporation, with priority given to projects located in communities that have not received direct HOME funding.

7. FDOT HIGHWAY BEAUTIFICATION GRANTS

Annual state highway beautification program. With a \$150,000 annual limit, projects may be phased over several years. Excellent source of funding for improvements on federal and state highways.

8. KEEP AMERICA BEAUTIFUL (KAB) GRANT

Annual landscaping grant program administered through State Department of Agriculture. With a \$20,000 limit, projects may be phased; \$40,000 worth of trees planted in an urban area has a substantial physical impact.

9. SMALL BUSINESS ADMINISTRATION (SBA) TREE PLANTING GRANT

Annual tree planting grant geared toward supporting nursery operations and landscaping contractors with less than 100 employees. Has a \$20,000 limit. Same impact as above.

10. INDUSTRIAL REVENUE BONDS (IRB)

Industrial revenue bonds may be used to finance industrial and some commercial projects. The primary emphasis on such projects is the creation of jobs and as a consequence speculative ventures are not normally financed by these means. The City typically issues such bonds, with repayment pledged against the revenues of the private enterprise being funded. IRBs are tax-exempt and consequently are typically three percentage points below prevailing interest rates.

11. SAFE NEIGHBORHOODS ACT - F.S. CHAPTER 163.502

Neighborhood improvement districts created pursuant to the Act may request a planning grant from the State's Safe Neighborhood Trust Fund on a 100% matching basis. The District may also authorize the levying of an ad valorem tax of up to 2 mills annually on real and personal property.

12. URBAN MASS TRANSIT ADMINISTRATION (UMTA) GRANTS

UMTA grants can be used for construction of infrastructure in support of mass transit objectives. Some flexibility exists in the guidelines for this grant program, for example UMTA funds could be used to help construct a multistory parking facility if the facility is part of a distribution plan for other means of mass transit, such as a rail system.

13. FLORIDA COMMUNITIES TRUST (FCT)

This program provides state funding for the acquisition of community-based projects, urban open-space, parks and greenways that implement local government comprehensive plans. Eligible applicants include Florida municipalities, county governments, and non-profit environmental organizations that are tax-exempt under Section 501(3)(c), U.S. Internal Revenue Code. Source of funding is the Florida Forever Act (Section 259.105(3)(c), FS).

Contact: Executive Director, Florida Communities Trust, Florida Department of Community Affairs
2555 Shumard Oak Boulevard
Tallahassee, FL 32399-2100
850-922-2207 Suncom 292-2207 Fax 850-921-1747

14. SOUTH WEST FLORIDA WATER MANAGEMENT DISTRICT (SWFWMD) FUNDS

SWFWMD funding is available for assistance in stormwater improvement projects, which would be beneficial for redevelopment projects that contain areas identified as having drainage deficiencies.

15. DIRECT BORROWING FROM COMMERCIAL LENDERS

The Redevelopment Agency is also authorized to fund redevelopment projects and programs through direct borrowing of funds. Depending on the funding requirements of the particular project(s), the Redevelopment Agency may utilize both short-term and long-term borrowing. Although terms and conditions may have a direct bearing on use of a particular commercial lending institution, the Redevelopment Agency will generally attempt to secure the lowest available interest rate.

16. LAND SALES/LEASES

Acquisition of property and its preparation for development are powers available to the Redevelopment Agency under statutory provisions. The resale or leasing of such land to private developers can provide another source of income within the community Redevelopment Area.

17. PRIVATE CONTRIBUTIONS

Voluntary contributions by private companies, foundations, and individuals are a potential source of income to the Redevelopment Agency. Although such contributions may account for only a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

18. COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS PROGRAM

Agency: U.S. Department of the Treasury
Types of projects: Lending and investment capital for targeted high poverty, high unemployment areas
Dollar amount: Up To \$1,000,000
Match: 100%
Deadline: June
Leveraging: Lending institutions
Special preparations: Applicant-non-profit financial intermediary

19. COMMUNITY DEVELOPMENT CORPORATION SUPPORT AND ASSISTANCE PROGRAM

Agency: Florida Department Of Community Affairs
Types of projects: Administrative support for organizations involved in economic development and neighborhood revitalization
Dollar amount: Approximately \$40,000 - \$50,000 Annually
Match: None
Deadline: Spring

20. CULTURAL FACILITIES GRANTS

Agency: Florida Depart of State, Division of Cultural Affairs
Types of projects: Construction of cultural facilities including arts, historical and science museums
Dollar amount: Up To \$500,000
Match: 2/1 (two local to one grant), match must be at least 50% cash which can include land value and irrevocable cash pledges. No state funding permitted as match
Strings/limitations: Maximum request over five years: \$1.5 million
Deadline: Courtesy review-mid march, application deadline-mid April
Special preparations: Architectural planning must be complete. Architect must be under contract to the project. Project should be cited in cultural plans

21. FLORIDA GREENWAYS AND TRAILS PROGRAM

Agency: Florida Department of Environmental Protection
Types of projects: Acquisition of property for linear corridors, open space connectors and trails
Dollar amount: \$12,000 - \$5,500,000
Match: None required
Deadline: June
Special preparations: Willing seller

22. FLORIDA RECREATION DEVELOPMENT ASSISTANCE PROGRAM (FRDAP)

Agency: Florida Department of Environmental Protection
Types of projects: Acquisition or development of land for public outdoor recreation projects

Dollar amount: \$50,000 - \$150,000
 Match: Zero match for \$50,000, 25% match up to \$150,000, 50% over \$150,000
 Deadline: Late August
 Special preparations: Public hearings
 Contact: Terri Messler, Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida Department of Environmental Protection.
 3900 Commonwealth Blvd, Mail Station 585
 Tallahassee, FL 32399-3000
 850-488-7896 Suncom 278-7896 Fax 850-488-3665

23. TEA 21

Agency: Metropolitan Planning Organization/Florida Department of Transportation/Federal Highway Administration
 Types of projects: Highway beautification, historic preservations, scenic roadways, bike and pedestrian facilities, rehabilitation and operation of historic transportation studies, preservation of abandoned railway corridors, control and removal of outdoor advertising, archeological planning and research, mitigation of water pollution due to highway runoff
 Dollar amount: Varies
 Match: 10% non-federal funds
 Deadline: TBA

24. JOHN S. AND JAMES L. KNIGHT FOUNDATION

Agency: Foundation
 Types of projects: Arts and cultural, education, journalism, community initiatives
 Dollar amount: \$20,000 - \$150,000

25. LIVABLE COMMUNITIES INITIATIVE

Agency: Federal Transit Administration
 Types of projects: Planning, property acquisition, purchase of buses, safety elements, site design, improvements, operational enhancements
 Dollar amount: \$300,000 - \$1,000,000

26. LOW INCOME HOUSING TAX CREDIT

Agency: Florida Housing Finance Agency
 Types of projects: New construction, rehabilitation (excluding land costs)
 Dollar amount: Tax Credit: 9% new construction, 4% with other federal subsidies
 Deadline: March/April
 Strings/limitations: Set aside 20% of units at 50% or less of median income set aside 40% of unit at 60% or less of median income
 Leveraging: HOPE VI, SHIP, CDBG funds

27. NATIONAL TRAIL FUNDING PROGRAM

Agency: Florida Department of Environmental Protection
Types of projects: Development/acquisition of pedestrian and bicycle trails, development of trailside facilities
Dollar amount: \$50,000
Match: \$50,000
Deadline: December 31

28. SUSTAINABLE DEVELOPMENT CHALLENGE GRANTS

Agency: U.S. Environmental Protection Agency
Types of projects: Brownfields, balancing growth and the environment
Dollar amount: \$10,000 to \$250,000
Deadline: August
Special preparations: Formation of stakeholders committee

29. LOCAL INITIATIVES SUPPORT CORPORATION

Agency: Foundation Grant
Types of projects: Community building initiatives, capacity building
Dollar amount: Technical assistance

30. LOCAL LAW ENFORCEMENT BLOCK GRANTS PROGRAM

Agency: U.S. Department of Justice
Types of projects: Hiring, training, employing additional law enforcement; enhancing security in schools; drug court; establishing multi-jurisdictional task force in rural areas; establishing crime prevention programs between community and law enforcement personnel
Dollar amount: \$10,000 and Up
Match: 10%
Deadline: August
Strings/limitations: Cannot supplant local funds

31. ECONOMIC DEVELOPMENT GRANTS FOR PUBLIC WORKS AND INFRASTRUCTURE DEVELOPMENT (EDA PUBLIC WORKS)

Agency: U.S. Economic Development Administration
Types of project: Water and sewage systems, industrial access roads, tourism facilities, business incubators facilities, infrastructure for industrial parks
Dollar amount: \$200,000 - \$4,500,000
Match: 50%
Strings/limitations: Must be above national average unemployment rate
Deadline: Rolling
Special preparations: Pre-application process consistent with Overall Economic Development Program (OEDP)

32. HISTORIC PRESERVATION GRANT-IN-AID

Agency: Florida Department of State
Types of projects: Acquisition and development, surveys and planning, certified local government, special topics that change yearly
Dollar amount: Up To \$20,000
Match: 50%
Strings/limitations: Conservation easement on renovated property
Deadline: September 1 and December 1
Special preparations: Intense lobbying effort

33. HISTORIC PRESERVATION SPECIAL CATEGORY

Agency: Florida Department of State
Types of projects: Renovation
Dollar amount: \$50,000 - \$250,000
Match: At Least \$50,000. Match can be cash or in-kind from up to five years prior to application deadline
Strings/limitations: Conservation easement on renovated property
Deadline: Mid-May to early June
Special preparations: Intense lobbying effort in Tallahassee September and April

34. HOMELESS CONTINUUM OF CARE

Agency: U.S. HUD
Types of projects: Permanent housing, single room occupancy, and supportive housing services
Dollar amount: Estimate: \$2,000,000
Match: No specific amount or percentage
Strings/limitations: Must plan to address entire community needs
Deadline: August
Leveraging: CDBG, City contribution
Special Preparations: Continuum of Care Plan for entire community

35. ECONOMIC DEVELOPMENT TRANSPORTATION FUND

Agency: Executive Office of the Governor Office of Tourism, Trade and Economic Development
Types of projects: Road projects that are an inducement for location of a company or expansion of a company
Dollar amount: Up To \$2,000,000
Match: None
Strings/limitations: Tied to job creation
Deadline: July 1

36. TITLE V COMMUNITY ORGANIZING PROGRAMS

Agency: OJJDP Agency
Types of projects: Neighborhood organizing and planning, community outreach
Dollar amount: \$50,000

Deadline: Spring
Match: 50%
Strings/limitations: Support newly formed groups working toward juvenile crime prevention
Leveraging: CDBG
Special preparations: Neighborhood group organized

37. COMMUNITY ADJUSTMENT AND INVESTMENT PROGRAM (CAIP)

Agency: North American Development Bank, U.S. Small Business Administration

Overview: CAIP provides loan or loan guarantees to businesses located in communities with job losses related to the passage of the North American Free Trade Agreement (NAFTA). CAIP is a partnership between the Federal Government and the North American Development Bank (NADBank). Credit is made available to create new, sustainable jobs or preserve existing jobs at risk of being lost. Loans and guarantees are made through selected federal agencies or directly by the NADBank. Funding is available in identified communities based on evidence of a significant number of job losses due to changing trade patterns with Mexico or Canada and a need for transition and investment assistance due to the absence of other job opportunities. The Department of the Treasury serves as the chair of the interagency group responsible for the development and initiative of CAIP.

North American Development Bank

Phone: 562-908-2100

U.S. Small Business Administration

Phone: 202-205-6490

Internet: www.sba.gov

Domestic Finance Office, U.S. Department of the Treasury

Phone: 202-622-0637

Internet: www.ustreas.gov

38. BUSINESS AND INDUSTRIAL LOANS

Agency: Investment Division, U.S. Small Business Administration

Overview: Direct or insured loans assist public, private, or cooperative organizations (for-profit or nonprofit), Indian tribes, or individuals in rural areas to improve, develop, or finance business, industry, and employment and to improve the economic and environmental climate in rural communities. Loans may be used for pollution control and abatement.

Phone: 202-205-6510

Internet: www.sba.gov/inv/

39. THE INDUSTRIAL ASSESSMENT CENTER (IAC) PROGRAM

Agency: Investment Division, U.S. Small Business Administration

Overview: This program sponsors no-cost energy audits for small and medium-size manufacturers. The audits are conducted by teams of engineering faculty and students from universities throughout the United States serving as industrial assess-

ment centers. This program provides energy, waste, and productivity assessments to manufacturers that meet certain criteria and that are located within 150 miles of an IAC.

Phone: 202-205-6510

Internet: www.sba.gov/inv/

40. OFFICE OF BUSINESS INITIATIVES (BI)

Agency: Office of Business Initiatives, U.S. Small Business Administration

Overview: The BI administers programs and activities designed to provide information, education, and training to prospective and existing small business owners. The office engages in co-sponsorships with private-sector partners that are designed to provide small business owners with information, education, and training that is cost effective, of high quality, and reflective of trends in small business development. The office develops and promotes innovative sources of outreach to small business owners designed to assist them in the startup, management, and growth. These sources include facilities, such as Business Information Centers, written materials, electronic bulletin boards, software, and other means of providing business development, business management, and business growth information. Office of Business Liaison Program Description/Activities: The Office of Business Liaison serves as the primary point of contact between the Department of Commerce and the business community. Objectives of the office are to develop a proactive, responsive, and effective outreach program and relationship with the business community; inform the Secretary, the department, and administration officials of the critical issues facing the business community; inform the business community of resources, policies, and programs; provide outreach to the business community including arranging regular meetings and briefings with Department officials; and guide individuals and businesses through the channels of the Federal Government with the Business Assistance Program.

Rural Business-Cooperative Service, U.S. Department of Agriculture

Phone: 202-720-6819

Internet: www.usda.gov

Office of Business Initiatives, U.S. Small Business Administration

Phone: 202-205-6655

Internet: www.sba.gov/BI

Office of Business Liaison, U.S. Department of Commerce

Phone: 202-482-1360

Internet: www.osec.doc.gov/obl

41. OFFICE OF GOVERNMENT CONTRACTING (GC)

Agency: Office of Government Contracting, U.S. Small Business Administration

Overview: GC advocates, facilitates, and creates an environment for the maximum participation by small, disadvantaged, and woman-owned businesses in contracts awarded by the U.S. Government and subcontracts awarded by its large prime contractors.

Phone: 202–205–6460
Internet: www.sba.gov/gc/

42. OFFICE OF MINORITY ENTERPRISE DEVELOPMENT (MED)

Agency: Office of Minority Enterprise Development, U.S. Small Business Administration

Overview: This program provides business development assistance to socially and economically disadvantaged businesspersons to ensure opportunity to participate more fully and successfully in the mainstream national economy.

Phone: 202–205–6412
Internet: www.sba.gov/med/

43. SMALL, MINORITY, AND WOMEN-OWNED BUSINESSES

Agency: Office of Economic Impact and Diversity, U.S. Department of Energy

Overview: This program enhances the U.S. Department of Energy’s partnerships with small, minority, and women-owned businesses; provides management and technical assistance; identifies barriers and obstacles to achieving contracting goals; and develops innovative strategies to increase business opportunities.

Phone: 202–586–8383
Internet: www.doe.gov

44. CAPACITY BUILDING SMALL GRANT PROGRAM (EMPOWERMENT ZONE/ ENTERPRISE COMMUNITY – EZ/EC)

Agency: Office of Policy Development and Research, U.S. Department of Housing and Urban Development

Overview: The program provides small grants (under \$50,000) through an application process restricted to EZ/ECs to help communities develop comprehensive sustainable development plans and/or address specific problems in the implementation of their sustainable development plans. Funding can be used to assist communities in pursuing capacity-building projects or activities such as economic renewal training, design development sessions, industrial ecology training, visioning exercises, land-use planning techniques, and economic studies of the benefits of energy efficiency and renewable energy. Preference is given to EZ/ECs. Grant/Award

Amount: Individual grants are not to exceed \$50,000.

Phone: 202–708–1537, ext. 218
Internet: www.oup.org

45. THE GOOD NEIGHBOR PROGRAM

Agency: Public Buildings Service, U.S. General Services Administration

Overview: The General Services Administration (GSA) Public Buildings Service is the Federal Government’s largest civilian landlord. GSA provides 40 percent of all federal office space in government-owned buildings and space leased from the private sector, more than 250 million square feet, for more than a million federal workers. Through this program, GSA partners with cities, other federal agencies,

and community groups to provide safe public environments in federal buildings and surrounding neighborhoods; locate federal workers in central business areas; participate in downtown management districts to provide services that physically improve neighborhoods and attract people to downtowns; offer free or at-cost space, restaurants, shops, and activities (farmers' markets, festivals, concerts, and exhibits) in federal facilities and outdoor plazas; provide excess federal property for public use; and participate in local community revitalization and planning efforts.

Phone: 202-501-1100

Internet: www.goodneighbor.gsa.gov

46. SUBSTANCE ABUSE PREVENTION PROGRAMS

Agency: Center for Substance Abuse Prevention, U.S. Department of Health and Human Services

Overview: Substance abuse prevention grants to states, local governments, and other organizations support substance abuse prevention efforts focused on vulnerable populations, at-risk communities, and statewide approaches targeting youth.

Phone: 301-443-0365

Internet: www.hhs/samhsa.gov

47. JOINT COMMUNITY DEVELOPMENT PROGRAM

Joint Community Development is a competitive funding program that provides funds to colleges and universities to create Centers of Community Revitalization. These centers will undertake large-scale, multi-phased, multi-year community building and revitalization activities in concert with their local governments and neighborhoods. Any activity eligible under the CDBG program may be undertaken.

48. ADDITIONAL SECTION 179 EXPENSING

This incentive increases the tax deductions that a business located in an EZ or EC can claim for "qualified zone property" in the tax year it is placed in service, under Section 179 of the Internal Revenue Code, up to certain maximum levels. However, these limits are increased for certain "qualified zone property" placed in service by an Enterprise Zone business. Grant/Award Amount: Enterprise Zone businesses that place in service "qualified zone property" are permitted an extra \$20,000 per year in Section 179 deductions.

49. COMMUNITY ECONOMIC ADJUSTMENT PLANNING ASSISTANCE

Department of Defense (DOD) funding may be provided for military base reuse studies. DOD may provide community-planning assistance funding to assist local governments or a state, on behalf of a local government, to undertake community economic adjustment planning activities to support the closure or realignment of a military installation. Activities include, but are not limited to, staffing, operating, and administrative costs, and general or specialized community economic adjustment studies.

50. EMPOWERMENT ZONE (EZ) EMPLOYMENT CREDIT

The EZ Employment Credit allows businesses located in an EZ to claim a tax

credit for a portion of the wages of a “qualified zone employee.” Grant/Award Amount: The credit calculation for wages paid or incurred before 2002, and for the years 2002–2004, is presented in IRS Form 8844.

51. SECTION 8(A) PROGRAM

The Section 8(a) Program provides servicing, marketing support, Federal Government contracts, and other business development assistance to small companies owned by socially and economically disadvantaged persons. The Section 8(a) Program works to foster business ownership and the competitive viability of small firms owned by individuals who are socially and economically disadvantaged and to expand their participation in federal procurement of equipment, products, and services.

52. SMALL BUSINESS SPECIALIST, DEPARTMENT OF DEFENSE (DOD)

Agency: Office of Small and Disadvantaged Business Utilization, U.S. Department of Defense

Overview: The military services’ and defense agencies’ contracting offices have small business specialists at each location to assist small businesses, small disadvantaged businesses, and women-owned small businesses in marketing their products and services to DOD. These specialists provide information and guidance on defense procurement procedures, how to be placed on the solicitation mailing lists, and how to identify prime contract and subcontract opportunities.

Phone: 703–614–1151

Internet: www.acq.osd.mil/sadbu

53. STATE ENERGY PROGRAM (SEP)/STATE SPECIAL PROJECTS

Agency: Office of Energy Efficiency and Renewable Energy, State and Community Program, U.S. Department of Energy

Overview: This program provides funding to states to address both national energy initiatives and local priorities. Businesses can partner or subcontract with their state to access these funds. Under the program’s guidelines, states implement energy-efficiency and renewable energy activities through a wide range of possible projects across all the energy-use sectors: buildings, industry, utility, and transportation. The State Special Projects program provides for competitively awarded financial assistance for a range of energy-efficiency and renewable projects.

Phone: 202–586–4074

Internet: www.eren.doe.gov/buildings/state_and_community/

54. TAX-EXEMPT BOND FINANCING

Agency: Technical Department, U.S. Department of the Treasury, Internal Revenue Service

Overview: Tax-exempt Enterprise Zone (EZ) facility bonds generally have lower interest rates than conventional financing. To qualify, 95 percent or more of the net proceeds of the bond issue must be used to finance “qualified zone property” whose principal user is an EZ business. Maximum bond financing is \$3 million per

business within a specific zone and \$20 million per business across all zones, subject to state volume caps.

Phone: 800-829-1040

Internet: www.irs.ustreas.gov

55. WORK OPPORTUNITY TAX CREDIT (WOTC)

WOTC provides an incentive to hire individuals from targeted groups that have a particularly high unemployment rate or other special employment needs. The tax credit is scheduled to end and may not apply to individuals who begin work after June 1998. Grant/Award Amount: Maximum credit amount for high-risk youth is \$2,100. The credit is equal to 35 percent of up to \$6,000 in wages paid during the first year of employment. Only first-year wages qualify. Maximum credit amount for summer youth is \$1,050. The credit is equal to 35 percent of up to \$3,000 in wages paid for any 90-day period.

56. GUARANTEED LOANS

Agency: U.S. Small Business Administration

Overview: This program provides guaranteed loans to small businesses that are unable to obtain financing in the private credit market, but can show an ability to repay the loans. Participating lenders provide loan funds, and the U.S. Small Business Administration (SBA) guarantees a portion of the loan. Guarantees can reach up to 80 percent on loans up to \$150,000, and up to 75 percent on loans more than \$150,000. The maximum loan amount covered is \$750,000. Loan proceeds can be used for any legitimate business purpose such as construction, purchase of equipment, inventory, and working capital.

Phone: 202-205-6490

Internet: www.sba.gov

57. CERTIFIED DEVELOPMENT COMPANY LOANS (504 LOANS)

Agency: U.S. Small Business Administration

Overview: The 504 loans provide long-term, fixed financing at reasonable rates for small businesses that need to acquire land, construct buildings, or fund construction, expansion, renovation, modernization, machinery, and equipment. Loans may have either a 10- or 20-year term. A lender provides at least 50 percent of the total required amount, up to 40 percent is provided by a U.S. Small Business Administration (SBA)-Certified Development Company, and 10 percent is contributed by the borrower. SBA's maximum guarantee is \$1 million.

Phone: 202-205-6490

Internet: www.sba.gov

58. COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFI) FUND

Agency: U.S. Department of the Treasury

Overview: The CDFI fund was created to expand the availability of credit, investment capital, and financial services in distressed urban and rural communities. By stimulating the creation and expansion of diverse CDFIs and by providing incen-

tives to traditional banks and thrifts through the Bank Enterprise Awards Program, the fund's investments work to build private markets, create healthy local economies, promote entrepreneurship, restore neighborhoods, generate local tax revenues, and empower residents. The CDFI Fund also provides small infusions of capital to institutions serving distressed communities and low-income individuals.

Phone: 202-622-0637

Internet: www.ustreas.gov

59. MICROLOANS

Agency: U.S. Small Business Administration, U.S. Department of the Treasury

Overview: U.S. Small Business Administration This program increases the availability of very small loans to prospective small business borrowers. Under this program, the SBA makes funds available to nonprofit intermediaries, who in turn make loans to eligible borrowers in amounts that range from less than \$100 to a maximum of \$25,000. The average loan size is \$10,000. Completed applications can usually be processed by the intermediary in less than 1 week.

Phone: 1-800-8ASK-SBA (1-800-827-5722)

Treasury: 202-622-8042

Internet: www.sba.gov/financing/micro.html, www.irs.ustreas.gov

60. HISTORIC PRESERVATION FUND

Agency: Heritage Preservation Services, National Park Service, U.S. Department of the Interior

Overview: This is a federal matching grant program that encourages private and non-federal investment in historic preservation efforts by providing grants to states, territories, Indian tribes, and the National Trust for Historic Preservation. Funding is most often used to pay part of the costs of surveys and statewide historic preservation plans and to prepare National Register nominations, architectural plans, historic structures reports, and engineering studies. Fifty-nine fund awards have been made to states, territories, Indian tribes, and local governments and the National Trust for Historic Preservation. Activities funded include architectural, historical, and archeological surveys; nominations to the National Register of Historic Places; staff work for historic preservation commissions; design guidelines and preservation plans; public outreach materials such as publications, videos, exhibits, and brochures; training for commission members and staff; and rehabilitation or restoration of National Register-listed properties.

Phone: 202-343-9563

Internet: www.doi.gov

61. SMALL BUSINESS INVESTMENT COMPANIES (SBIC) PROGRAM

Agency: U.S. Small Business Administration

Overview: SBIC helps to fill the gap between the availability of venture capital and the needs of small businesses in startup and growth situations. SBICs, licensed and regulated by the SBA, are privately owned and managed investment firms that use

their own capital, plus funds borrowed at favorable rates with an SBA guarantee, to make venture investments in small businesses. Virtually all SBICs are profit-motivated businesses. They provide equity capital, long-term loans, debt-equity investments, and management assistance to qualifying small businesses. Their incentive is the chance to share in the success of the small business as it grows and prospers. Specialized SBICs, also known as 301(d) SBICs, invest in small businesses owned by entrepreneurs who are socially or economically disadvantaged, primarily members of minority groups.

Phone: 202-205-6490

Internet: www.sba.gov

62. INTERMEDIARY RELENDING PROGRAM

Overview: The Intermediary Relending Program provides direct loans to finance business facilities and community development. Eligible intermediaries include private, nonprofit organizations, cooperatives, state or local governments, and federally recognized Indian tribes.

Rural Business-Cooperative Service, U.S. Department of Agriculture

Phone: 202-720-6819

Internet: www.usda.gov

Office of Business Initiatives, U.S. Small Business Administration

Phone: 202-205-6655

Internet: www.sba.gov/BI

Office of Business Liaison, U.S. Department of Commerce

Phone: 202-482-1360

Internet: www.osec.doc.gov/obl

63. ONE-STOP CAPITAL SHOPS (OSCS) PROGRAM

Agency: Office of Entrepreneurial Development, U.S. Small Business Administration

Overview: The OSCS program is an SBA initiative that brings the agency's business development and capital resources together with other federal, state, local, and private-sector resources to provide better customer service to small businesses. OSCS deliver financial, business, and technical assistance to small, minority, and women-owned businesses as well as to individuals who would like to start a business. OSCS have access to all of the agency's programs and financial and technical assistance.

Phone: 202-205-6706

Internet: www.sba.gov/

64. SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)

Agency: SCORE, U.S. Small Business Administration

Overview: SCORE is a nonprofit organization that provides small business counseling and training. SCORE members are successful, retired businesspersons who volunteer their time to assist aspiring entrepreneurs and small business owners. There are SCORE chapters in every state.

There are SCORE chapters in every state.

Phone: 800-634-0245

Internet: www.sba.gov/SCORE or www.score.org/

65. SUPERNOFA

Agency: U.S. Department of Housing and Urban Development
Overview: HUD changed its grant application process in FY 1998 and will no longer issue a separate Notice of Funding Availability (NOFA) for each grant program. Instead, the competitive grant programs are being announced in three SuperNOFAs—Housing and Community Development, Economic Development and Empowerment, and Targeted Housing and Homelessness Assistance. Each SuperNOFA provides grant applicants with a complete listing of HUD competitive funding available in a given year to address a particular issue. The process also standardizes the application and selection processes. By implementing the SuperNOFA approach, HUD hopes applicants will be better able to design comprehensive, coordinated strategies that effectively address the complex problems facing their communities. In turn, HUD will move from an organization of separate program offices with isolated programs to one HUD with one mission—empowering people to develop viable urban communities that provide a suitable living environment for all.

Phone: 800–HUD–8929 SuperNOFA Information Center

Internet: www.hud.gov

66. BROWNFIELDS ECONOMIC DEVELOPMENT INITIATIVE (BEDI) GRANTS

Overview: BEDI targets Economic Development Initiative (EDI) funds to brownfields projects. BEDI grants are made to local governments for use in supporting brownfield redevelopment activities and projects financed in whole or in part with Section 108 loan guarantees.

67. BROWNFIELDS TAX INCENTIVE

The Brownfields Tax Incentive allows property owners and purchasers to deduct certain environmental remediation costs as a business expense rather than capitalizing them as a property improvement. This provision benefits taxpayers by reducing their present tax liability. The incentive reduces the cost of environmental remediation, thereby prompting cleanups and the redevelopment of brownfields in distressed areas. Eligible areas must be approved by the state agency responsible for brownfields redevelopment.

68. BROWNFIELDS CLEANUP AND REDEVELOPMENT INITIATIVE

Agency: U.S. Environmental Protection Agency, Office of Solid Waste and Emergency Response

Overview: The grant program and technical assistance for addressing abandoned, idled, or underutilized commercial or industrial properties that are stigmatized by actual or perceived environmental contamination (brownfields). Grants are limited to state or local government entities for activities related to the environmental assessment of brownfields. EPA also provides technical assistance to communities and businesses working to address brownfields through a network of EPA regional

brownfields coordinators located in the 10 major federal regional centers.
Phone: 202–260–4039 Outreach and Special Projects/OSWER
Internet: www.epa.gov

69. COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM

Agency: U.S. Department of Housing and Urban Development
Overview: CDBG provides annual formula grants to entitled metropolitan cities (50,000 or more people) and urban counties (20,000 or more people) and to states for distribution to non-entitled communities to carry out a wide range of community development activities: public facilities and improvements (streets, sidewalks, sewers, and water systems); public services for youths, seniors, or the disabled; crime reduction initiatives; homeless and housing services; and direct assistance and technical assistance to for-profit businesses (including microenterprises).
Phone: 202–708–1871 Financial Management Division
Internet: www.hud.gov
Phone: 202–708–1577 Urban areas. 202–708–1322 Rural areas
Internet: www.hud.gov/cpd/cdbg.html

70. FEDERAL HISTORIC PRESERVATION TAX INCENTIVES

Agency: Heritage Preservation Services, National Park Service, U.S. Department of the Interior
Overview: Federal Historic Preservation Tax Incentives are available for buildings listed in the National Register and certain historic districts that are substantially rehabilitated for income-producing purposes according to standards set by the Secretary of the Interior. Jointly managed by the National Park Service and the Internal Revenue Service, in partnership with State Historic Preservation Offices, the program rewards private investment by providing a 20-percent tax credit for rehabilitating historic buildings. The program has been responsible for more than 27,000 historic properties being rehabilitated through private investment of more than \$17 billion.
Phone: 202–343–9594
Internet: www.doi.gov

71. INTERNATIONAL TRADE ADMINISTRATION (ITA)

Agency: International Trade Administration, U.S. Department of Commerce
Overview: ITA helps U.S. businesses compete in the global marketplace by assisting U.S. exporters, ensuring that U.S. businesses have equal access to foreign markets, and enabling U.S. businesses to compete against unfairly traded imports. ITA has four principal units. The Commercial Service offers business counseling, including market research, trade promotion, and programs to U.S. exporters. Through its Matchmaker Program, the Commercial Service helps small and medium-size companies establish business relationships in major markets abroad via trade missions and other programs. Trade Development provides information from industry-sector specialists to U.S. exporters, policymakers, and trade negotiators. Market Access

and Compliance has country experts who provide market analysis to U.S. business, and Import Administration safeguards the American economy from unfairly priced imports.

Phone: 800-872-8723

Internet: www.ita.doc.gov

72. MUNICIPAL ENERGY MANAGEMENT PROGRAM (MEMP)

Agency: U.S. Department of Energy

Overview: Improvements in municipal energy management allow communities to reallocate energy operating funds to meet other needs. The U.S. Department of Energy's MEMP has funded more than 250 projects that demonstrate innovative energy technologies and energy management tools through the Urban Consortium Energy Task Force Grant Program. This program helps municipalities identify and capitalize on energy-savings opportunities that have already saved tens of millions of dollars.

Phone: 202-586-4814 Office of Energy Efficiency and Renewable Energy, Office of Building Technology, State and Community Programs

Internet: www.doe.gov

73. PLANNING PROGRAM FOR STATES AND URBAN AREAS

Agency: Planning and Development Assistance Division, U.S. Department of Commerce

Overview: Grants under this program assist economically distressed states, sub-state planning regions, cities, and urban counties to undertake significant new economic development planning, policymaking, and implementation efforts. Grants provide financial assistance to support significant economic development planning and implementation activities such as economic analysis, definition of program goals, determination of project opportunities, and formulation and implementation of a development program. Assistance under this program enhances economic development planning capability and continuous economic development planning processes and procedures and helps build institutional capacity. A grant award under this program is generally for a period of 12 to 18 months.

Phone: 202-482-2873

Internet: www.doc.gov

74. REBUILD AMERICA

This program helps community and regional partnerships improve the energy efficiency of commercial and multifamily buildings. Partners may include government agencies, economic development organizations, energy service companies, financial institutions, utilities, private businesses, and nonprofit organizations. The Department of Energy provides technical and financial assistance to help plan and carry out energy-efficient alterations, renovations, and building repairs. Examples of technical assistance include methods of auditing buildings, selection of energy-efficient equipment, and methodology for monitoring energy use and calculating sav-

ings. Seed money is available for programs that can significantly improve the reach and effectiveness for energy-efficient retrofits.

75. SECTION 108 LOAN GUARANTEE

Agency: Office of Minority Enterprise Development, U.S. Small Business Administration

Through Section 108, HUD guarantees notes issued by units of general local government. Funds finance economic revitalization and development activities that include housing and rehabilitation of privately owned buildings for residential purposes; expanding for-profit businesses; financing and rehabilitation of low-income and public housing; acquisition, construction, or rehabilitation of neighborhood and community facilities; site improvement on community-owned land leased to a developer for a commercial or industrial development project; site development; purchase of land or buildings for economic development; and infrastructure development that includes street reconstruction and/or sewer system repairs.

Phone: 202–205–6459

Internet: www.sba.gov/

76. ENVIRONMENTAL CONTAMINANTS PROGRAM

Agency: Division of Environmental Contaminants, Fish and Wildlife Service, U.S. Department of the Interior

Overview: This program conducts a wide array of activities aimed at preventing the adverse effects of environmental contaminants on trust resources, including endangered species, migratory birds, certain fish, marine mammals, and National Park Service lands. This activity occurs through reviews of and coordination on environmental documents, legislation, regulations, permits, licenses, scientific investigations, and monitoring and cleanup efforts. Assistance is typically provided through requests for technical assistance or consultation from interested parties.

Phone: 703–358–2148

Internet: www.doi.gov

77. CERTIFIED LOCAL GOVERNMENT (CLG)

Agency: Heritage Preservation Services, National Park Service, U.S. Department of the Interior

Overview: Local governments strengthen their local historic preservation efforts by achieving CLG status from the National Park Service (NPS). NPS and state governments, through their State Historic Preservation Offices (SHPOs), provide technical assistance and small matching grants to hundreds of diverse communities whose local governments are endeavoring to preserve their community's past. In turn, NPS and states acquire local government partnership in the national historic preservation program. Another incentive for participating in the CLG program is the pool of matching grant funds SHPOs set aside to fund CLG historic preservation subgrant projects.

Phone: 202–343–6005

Internet: www.doi.gov or www.nps.gov

78. LOCAL TECHNICAL ASSISTANCE PROGRAM

Agency: Planning and Development Assistance Division, U.S.
Department of Commerce

Overview: Grants awarded under this program are designed to assist in solving specific economic development problems, respond to developmental opportunities, and build and expand local organizational capacity in distressed areas. In responding to specific problems and opportunities, a local economic development organization might focus on military base and industrial plant closures, deteriorating commercial districts, and technical or market feasibility studies. Eligible applicants include public or private nonprofit national, state, area, district, or local organizations; public and private colleges and universities; Indian tribes; local governments; and state agencies.

Phone: 202-482-2873

Internet: www.doc.gov

79. ENVIRONMENTAL JUSTICE COMMUNITY GRANTS PROGRAM

Agency: U.S. Environmental Protection Agency, Office of
Environmental Justice

Overview: This program provides financial assistance to community-based/grassroots organizations that are working on local solutions to local environmental problems. Eligible applicants include community-based organizations, churches, tribal organizations, and other nonprofit groups. Average award amount is \$20,000.

Phone: 202-564-2515

Internet: www.epa.gov

80. COMMUNITY SERVICES BLOCK GRANT

This U.S. Department of Health and Human Services Administration for Children and Families program provides states and Indian Tribes with funds for efforts designed to reduce poverty. The funds are distributed through a network of public and private agencies including State and Territorial Community Services Block Grant (CSBG) offices, community action agencies, several hundred other community-based organizations, and Indian Tribes and Tribal Organizations. Grantees may use the funds to provide services and activities focused on employment, education, better use of available income, housing, nutrition, emergency services, and health-care. Local organizations may contact their state social services agency to find out if these funds are available for community projects.

81. DEMONSTRATION PARTNERSHIP PROGRAM

This program provides grants for developing and implementing innovative approaches to address the critical needs of the poor. Grantees, in partnership with public and private organizations, develop an array of innovative programs in areas such as homelessness, micro-enterprise or self-employment, life skills for minority youth, case management, teenage pregnancy, and comprehensive integrated services.

82. RURAL DOMESTIC VIOLENCE AND CHILD ABUSE ENFORCEMENT ASSISTANCE

Agency: Violence Against Women Grants Office, U.S. Department of Justice

Overview: This grant program will implement, expand, and establish cooperative efforts and projects between law enforcement officers, prosecutors, victim advocacy groups, and other related parties to investigate and prosecute incidents of domestic violence and child abuse; to provide treatment and counseling to victims of domestic violence and child abuse; and to work in cooperation with rural communities to develop education and prevention strategies directed toward such issues.

Phone: 202–307–6026

Internet: www.usdoj.gov

83. VIOLENCE AGAINST WOMEN GRANTS OFFICE, STOP VIOLENCE AGAINST WOMEN FORMULA GRANTS

Agency: Violence Against Women Grants Office, U.S. Department of Justice

Overview: This formula grant program develops and strengthens law enforcement and prosecutorial strategies to combat violent crimes against women and develops and strengthens victim services in cases involving violent crimes against women. The Crime Act specifies that 4 percent of the amount appropriated each year for the STOP Violence Against Women Formula Grants be available for grants to Indian tribal governments.

Phone: 202–305–2981

Internet: www.usdoj.gov/vawgo

84. 7(J) MANAGEMENT AND TECHNICAL ASSISTANCE PROGRAM

This program provides management and technical assistance to eligible individuals and small business clients. U.S. Small Business Administration (SBA) 8(a)-certified firms, socially and economically disadvantaged persons, businesses operating in areas of low income or high unemployment, and those firms owned by low-income individuals are eligible for 7(j) assistance. The program provides firms with accounting services, feasibility studies, marketing/presentation analyses, advertising expertise, loan packaging, proposal/bid preparation, and other specialized management training and technical services. An executive education training program is available to program participants.

85. CLEAN CITIES

Clean Cities is a voluntary, locally based government/industry partnership to accelerate the deployment of alternative fuel vehicles (AFVs) and to build a local AFV-refueling infrastructure. In the process, the program helps local businesses and communities comply with environmental regulations, create jobs, and leverage resources.

86. COMPUTERS FOR EDUCATION

This assistance program directs agencies to transfer computers and related tools directly to schools and nonprofit educational organizations. The order encourages federal employees to volunteer their time and expertise to assist teachers and to connect computers and technologies to classrooms. Federal agencies transfer equipment under established procedures for property transfers, identify eligible recipients, arrange for transferring equipment, and help potential recipients identify potential donors and acquire equipment.

87. EMPOWERMENT ZONE/ENTERPRISE COMMUNITY (EZ/EC)- SUSTAINABLE DEVELOPMENT WORKSHOPS

The U.S. Department of Energy conducts 1-day workshops on concepts and opportunities for sustainable development within EZ/ECs. The workshops are designed to explore the social history of sustainable development, the cost and effects of nonsustainable practices within communities, examples of successful sustainable development projects, and the strategies, resources, and tools available to local communities to integrate sustainable development in their planning process.

88. FEDERAL REAL PROPERTY FOR PUBLIC OR PRIVATE USE

Agency: Office of Property Disposal, U.S. General Services
Administration

Overview: State and local governments, eligible public institutions, nonprofit organizations, and private individuals and companies may acquire real estate that the Federal Government is no longer using. Properties include improved and unimproved land, office buildings, warehouses, commercial and industrial facilities, airfields, former post offices, farms, and single- and multifamily residences. State and local public agencies are notified of the availability of any surplus. Federal property that they may be eligible to acquire, including public health or educational facilities, unused public buildings for homeless assistance, public parks or recreational areas, historic monuments, correctional institutions, port facilities, public airports, and wildlife conservation areas.

Phone: 202-501-0084 Real Property Sales List

Phone: 800-776-7872

Internet: www.gsa.gov

89. LABORATORY TECHNICAL ASSISTANCE PROGRAMS (LABTAP)

Agency: Sandia National Lab, U.S. Department of Energy

The U.S. Department of Energy has engaged its chief national asset, the National Laboratory System, to provide free technical assistance to help communities access and employ sustainable technologies and practices. LabTAP focuses on the solutions to community-based needs in areas such as building energy and materials conservation, transportation and infrastructure systems, renewable energy generation, industrial resource management, and pollution prevention technologies.

Phone: 505-844-9982

Internet: www.doe.gov

90. RECREATIONAL TRAILS PROGRAM (RTP)

The RTP provides funds for projects that provide, renovate, or maintain recreation trails. Project proposals may address motorized trails, non-motorized, or both) and trail-user education. Municipal, county, state, or federal government agencies and private organizations approved by the state; private individuals are only eligible to receive safety/education program grants. The grants come from federal transportation funds. RTP applications must be submitted during and announced application submission period; applicants may only submit one application during the period; applications must involve only one project site; FDEP staff will conduct Grant Application Workshops to provide guidance and answer questions regarding the program. A match is required- to be announced at time of publication.

Contact: Alexandra Weiss, Community Assistance Consultant, Office of Greenways and Trails, Florida Department of Environmental Protection
3900 Commonwealth Boulevard, Mail Station 795
Tallahassee, FL 32399-3000
850-488-3701 Suncom 278-3701 Fax 850-922-6302
Alexandra.Weiss@dep.state.fl.us

91. RECREATIONAL AND PARKS TECHNICAL ASSISTANCE SERVICES

Agency: Bureau of Design and Recreation Services, FDEP
Technical assistance available to all Florida municipal and county governments provided by the Bureau of Design and Recreation Services include professional consultation on recreation and park related issues and concerns. Office staff provides referrals and access to a vast array of informational resources regarding these topics.

Contact: Collier Clark, Advisory Services Manager, Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida Department of Environmental Protection.
3900 Commonwealth Boulevard, Mail Station 585
Tallahassee, FL 32399-3000
850-488-3538 Suncom 278-3538 Fax 850-488-3665
Collier.Clark@dep.state.fl.us

92. FLORIDA COOPERATIVE EXTENSION SERVICE

This service extends University of Florida research to the public through off-campus educational programs and information dissemination. Primary areas of focus are agriculture, natural resources, commercial horticulture, home gardening, marine, pest control, energy conservation, community development, and family and youth development. In cooperation with county governments, service is provided through local county extension offices. Local advisory committees help determine community needs and educational programs. Information is available through seminars, workshops, printed publications, computer software, CD-ROM and World Wide Web pages on the internet; each county extension office is staffed by professional educators who can help develop and deliver educational programs to individual

citizens, groups or organizations. Youth development through 4-H is an important part of the local programming.

Contact: Local County Extension Office (listed on website below) or:
Dr. Christine Taylor Waddill, Director- Florida Cooperative
Extension Service and Dean for Extension- Institute of Food and
Agricultural Sciences, University of Florida.
PO Box 110210
Gainesville, FL 32611-0210
352-392-1761 Fax 352-392-3583
<http://www.ifas.ufl.edu>

FUNDING KEY

Grants will require applications to funding organizations, often outside the community. Below is a list of the previously described sources with a category listed for the type of projects that would be eligible for such funds. The categories, one through eight, coincide with the organizational categories listed throughout the Plan. In many instances, projects from several categories meet the requirements of the funding source.

PROJECT CATEGORIES

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

FUNDING KEY

A complete description of the below sources is listed in Volume III, Appendix E.

1. Redevelopment Revenue Bonds (7)
2. General Revenue Bonds (7)
3. Special Assessment Districts (7)
4. The State Housing Initiative Partnership (SHIP) Program (3)
5. The Homeownership Assistance Program (HAP) (3)
6. The Home Investment Partnership (HOME) (3)
7. FDOT Highway Beautification Grants (5)
8. Keep America Beautiful (KAB) Grant (8)
9. Small Business Administration (SBA) Tree Planting Grant (6),
(8)

10. Industrial Revenue Bonds (2)
11. Safe Neighborhoods Act-F.S. Chapter 163.502 (6)
12. Urban Mass Transit Administration (UMTA) Grants(5)
13. Florida Communities Trust (FCT) (8)
14. South West Florida Water Management District (SWFWMD) Funds (7)
15. Direct Borrowing from Commercial Lenders (7)
16. Land Sales/Leases (2), (3)
17. Private Contributions (1), (2), (3), (4), (5), (6), (7), (8)
18. Community Development Financial Institutions Program (1), (2), (3), (4), (5), (6), (7), (8)
19. Community Development Corporation Support and Assistance Program (1)
20. Cultural Facilities Grants (2), (8)
21. Florida Greenways and Trails Program (8)
22. Florida Recreation Development Assistance Program (FRDAP) (8)
23. Tea 21(5)
24. John S. and James L. Knight Foundation (2), (8)
25. Livable Communities Initiative (5)
26. Low Income Housing Tax Credit (3)
27. National Trail Funding Program (8)
28. Sustainable Development Challenge Grants (2)
29. Local Initiatives Support Corporation (6)
30. Local Law Enforcement Block Grants Program (6)
31. Economic Development Grants or Public Works and Infrastructure Development (EDA Public Works) (7)
32. Historic Preservation Grant -IN-Aid (1), (2), (3), (8)
33. Historic Preservation Special Category (1), (2), (3), (8)
34. Homeless Continuum of Care (3)
35. Economic Development Transportation Fund (2)
36. Title V Community Organizing Programs (1)
37. Community Adjustment and Investment Program (CAIP) (2)
38. Business and Industrial Loans (2)
39. The Industrial Assessment Center (IAC) Program (2), (7)
40. Office of Business Initiatives (BI) (2)
41. Office of Government Contracting (GC) (4), (5), (6)
42. Office of Minority Enterprise Development (MED) (2)

43. Small, Minority, and Women-Owned Businesses (2)
44. Capacity Building Small Grant Program (Empowerment Zone/ Enterprise Community-Ez/Ec) (4), (6), (7)
45. The Good Neighbor Program (2)
46. Substance Abuse Prevention Programs (6)
47. Joint Community Development Program (2), (6)
48. Additional Section 179 Expensing (2)
49. Community Economic Adjustment Planning Assistance (1), (2)
50. Empowerment Zone (EZ) Employment Credit (2)
51. Section 8 (A) Program (3)
52. Small Business Specialist, Department of Defense (DOD) (2)
53. State Energy Program (SEP)/ State Special Projects (2)
54. Tax-Exempt Bond Financing (2)
55. Work Opportunity Tax Credit (WOTC) (6)
56. Guaranteed Loans (2)
57. Certified Development Company Loans (504 Loans) (2)
58. Community Development Financial Institutions (CDFI) Fund (1), (2)
59. Micro-loans (2)
60. Historic Preservation Funds (8)
61. Small Business Investment Companies (SBIC) Program (2)
62. Intermediary Re-lending Program (2)
63. One-Stop Capital Shops (OSCS) Program (2)
64. Service Corps of Retired Executives (SCORE) (2)
65. SuperNOFA (2), (3), (6)
66. Brownfields Economic Development Initiative (BEDI) Grants (2)
67. Brownfields Tax Incentive (2)
68. Brownfields Cleanup and Redevelopment (7)
69. Community Development Block Grant (CDBG) Program (7)
70. Federal Historic Preservation Tax Incentives (3), (7), (8)
71. International Trade Administration (ITA) (2)
72. Municipal Energy Management Program (MEMP) (7)
73. Planning Program For States and Urban Areas (2)
74. Rebuild America (2), (3)
75. Section 108 Loan Guarantee Initiative (2)
76. Environmental Contaminants Program (7), (8)

77. Certified Local Government (CLG) (8)
78. Local Technical Assistance Program (2)
79. Environmental Justice Community Grants Program (6)
80. Community Services Block Grant (2), (6)
81. Demonstration Partnership Program (2), (6)
82. Rural Domestic Violence and Child Abuse Enforcement Assistance (6)
83. Violence Against Women Grants Office, STOP Violence Against Women Formula Grants (6)
84. 7 (j) Management and Technical Assistance Program (2), (6)
85. Clean Cities (2), (5)
86. Computers for Education (6)
87. Empowerment Zone/Enterprise Community (Ez/Ec) - Sustainable Development Workshops (7)
88. Federal Real Property for Public or Private Use (RTP) (7)
89. Laboratory Technical Assistance Programs (LabTAP) (5), (7)
90. Recreational Trails Program (8)
91. Recreational and Parks Technical Assistance Services (8)
92. Florida Cooperative Extension Service (6), (8)

