

City of Sarasota Urban Design Studio

Newtown Code Updates & Stakeholder Events

July 2015

City of Sarasota
Urban Design Studio

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Newtown - A Year in Review

In Spring of 2014, the Urban Design Studio (UDS) worked with the Newtown Community to identify challenges and opportunities within the District. Stakeholders worked together to identify problems in the built environment, existing code and City policies they felt caused problems when implementing the adopted Newtown Redevelopment Plan.

During this first phase, the corridors at the intersection of Dr. Martin Luther King Jr Way (MLK) and US 301 were selected for study. This area includes Marian Anderson Place, Fredd "Glossie" Atkins Park, and retail uses along the corridor. Studio Staff returned in October of 2014 to present and discuss concepts and ideas for the MLK corridor at the Town Hall Restaurant. Lively discussion and Mr. Smith's food made for a great event.

A decision was made by the City to compliment this work by expanding the Gibbs Planning Group's retail market study to include the MKL corridor. The study recommendations included an optimal mix of retail business types and further analysis of shopfronts and signage for inclusion in the new code.

During this period, UDS assisted the community with Vendor Master Planning to amend the Open Air Market/Bazaar Ordinance. Coordination continues between entrepreneurs, the Newtown Nation, and other stakeholders. The Community then once again hit the streets and walked the MLK Corridor to provide input for the proposed streetscape plans and ensure consistency with the vision and adopted plans for the corridor.

2014 Study Area



Gibb's Retail Study Recommendations

The Retail Study found that the Newtown Community could support an additional 36,600 square feet of retail and restaurant development. This offers the potential of \$9.9 million in new sales revenue for the area.

MARTIN LUTHER KING, JR. WAY CORRIDOR

This study finds that the Dr. Martin Luther King, Jr. Way Corridor (MLK Corridor) in Sarasota, Florida can presently support an additional 36,600 square feet (sf) of retail and restaurant development, generating over \$9.9 million in new sales. By 2019, a stabilizing residential base and nearby economic development will increase the trade area's retail demand to support 42,500 sf of new development, potentially capturing \$12.9 million in consumer expenditure. The demand could partially be absorbed by existing businesses and/or with the opening of 14 to 17 new restaurants and stores.

The MLK Corridor has a primary trade area population of 30,600 persons, increasing to 32,000 persons by 2019. The projected annual growth rate is 0.91 percent, similar to the state level and higher than both Sarasota County and the nation levels. Median household income in the primary trade area is \$31,100, markedly lower than the county and state figures, and is expected to grow at an annual rate of 2.86 percent to \$35,800 by 2019. There are nearly 1,400 full-time students enrolled at the Ringling School of Art and Design located within the study area. The primary trade area has a labor base of 15,000 employees.

Table 1: 2014 & 2019 Estimated Supportable Retail - MLK Corridor

Retail Category	Est. 2014 Supportable SF	Est. 2019 Supportable SF	Number of Stores
Retail			
Apparel Stores	1,300 sf	1,600 sf	1
Electronics & Appliance Stores	2,600 sf	2,900 sf	1 - 2
Furniture Stores	400 sf	401 sf	>1
General Merchandise Stores	14,300 sf	15,400 sf	3 - 4
Grocery Stores	4,400 sf	6,400 sf	1
Pharmacy	1,600 sf	1,900 sf	1
Shoes Stores	900 sf	900 sf	1
Specialty Food Stores	1,900 sf	1,900 sf	1
Sporting Goods & Hobby Stores	900 sf	1,000 sf	1
Retail Totals	28,300 sf	32,400 sf	10 - 13
Restaurants			
Bars, Breweries & Pubs	1,200 sf	1,200 sf	1
Full-Service Restaurants	3,800 sf	4,400 sf	1
Limited-Service Restaurants	1,900 sf	2,700 sf	1
Special Food Services	1,400 sf	1,400 sf	1
Restaurant Totals	8,300 sf	9,700 sf	4
Retail & Restaurant Totals	36,600 sf	42,100 sf	14 - 17

Gibbs Retail Market Study Excerpt September 2014

Schedule

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Thursday, August 27th

- 10:30 a.m. to 12:00 p.m. Downtown Signs & Shopfronts.
- 1:30 to 3:00 p.m. Rosemary District Signs & Shopfronts
- 3:30 to 4:30 p.m. Signs & Architectural Integration
- 5:00 to 6:00 p.m. Street Trees, Shopfronts & Public Right-of-ways.

Friday, August 28th

- 10:30 a.m. to 12:00 p.m. St. Armands Circle Signs & Shopfronts
- 1:00 to 2:30 p.m. Newtown MLK Corridor Signs & Shopfronts
- 3:00 to 4:00 p.m. General Information

For additional information please email Britana.Dobbs@sarasotagov.com

Urban Design Studio phone: (941) 365-2200 ext. 3650 or visit our website: <http://www.sarasotagov.org/UrbanDesignStudio.cfm>

City of Sarasota Sign & Shopfront Workshops

WHO: Business and Property Owners & City Residents

WHAT: Sign Ordinance & Shopfront Workshops

Where: Jack J. Geldbart Auditorium Selby Public Library - 1331 1st Street Sarasota

When: August 27th & 28th, 2015

Newtown Session: 1:00pm—2:30 pm on August 28th

The City of Sarasota is in the process of revising the City's Zoning Code. As part of this initiative, the City is revising the Sign Regulations and may adopt standards for shopfronts in certain locations as identified in the study. The purpose of the workshop is to review and discuss permitted and potential new signs and standards for each district and general signage requirements citywide.

Fredd “Glossie” Atkins Park

UDS presented concepts for the park to address the community’s concerns with natural surveillance problems at the important entrance into the Newtown Community. The plan addressed the physical obstructions that create pockets for undesirable activities.

The concepts were presented to the Community and the Newtown Community Redevelopment Area Advisory Board. Upon favorable reception, UDS is working with stakeholders and the Newtown Redevelopment Office as the City creates a scope of services for phasing and construction options to bring back to the Community.



Food Carts & Street Vending



The time spent in the Newtown sessions with existing business owners and startup entrepreneurs led to further coordination. Karin Murphy, Director of UDS, and Dru Jones of the Newtown Redevelopment Office attended evening sessions with entrepreneurs and neighborhood leaders interested in participating in an Open Air Market/Bazaar Master Plan for the corridor.

Work is ongoing with stakeholders including the Newtown Nation’s effort to bring the vendors together under one plan with specific sites and details such as hours of operation and local business oversight.



City of Sarasota Urban Design

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Sarasota, FL 34236

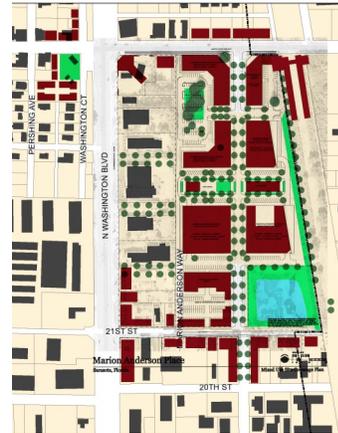
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Ongoing Work -Refining Conceptual Block Plans & Maps

Join us September 10th for a Group Event at the Newtown Redevelopment Office.

On September 10th, we will be holding a morning walking audit of the residential neighborhoods of Newtown and an afternoon mapping session to discuss potential new zone districts for Newtown.

Schedule:

- 9:00 a.m. Meet at Newtown Redevelopment Office
- 9:30 to 11:30 Residential Walking Audit
- 1:30 to 4:30 Mapping Session & Draft Zone Discussion

Newtown Redevelopment Office

1782 Dr. Martin Luther King, Jr. Way
Sarasota, FL 34234
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Coming together is a beginning. Keeping together is progress. Working together is success. - Henry Ford