



MASTER PLAN
for the
COMMERCIAL TOURIST (“CT”)
DISTRICT ON ST. ARMANDS KEY

Rediscovering the St. Armands “Vision”

LINCKS & ASSOCIATES, INC.

Strategic Planning Group, Inc.

HEIDT & ASSOCIATES, INC.





Rediscovering the St. Armands "Vision"

St. Armands Team Leaders

David Gjertson, ASLA

Heidt & Associates, Inc.

– *Project Manager / Urban Design*

Hannah McAleer, ASLA

Heidt & Associates, Inc.

– *Wayfinding*

Casey Collins, ASLA

Heidt & Associates, Inc.

– *Design Guidelines*

Bob Gray, AICP

Strategic Planning Group, Inc.

– *Economic & Market Analysis*

Steve Henry, PE

Lincks Engineering, Inc.

– *Parking Needs Assessment/Transportation Planning*





Rediscovering the St. Armands "Vision"

Welcome to Workshop #2

September 10, 2008

- Goals and Objectives for Master Plan
- Project Schedule
- Workshop #1 - Presentation Recap
- Schedule for today's Workshop #2





Rediscovering the St. Armands "Vision"

Goals & Objectives of the Master Plan

Parking Evaluation and Connectivity

- Meet current and future parking needs for St. Armands
- Improve Vehicular & Pedestrian Connectivity
- Improve Service Circulation
- Provide Bicycle Amenities

Wayfinding and Signage

- Provide Gateways to St. Armands
- Improve Directional Signs

Design Guidelines/ Aesthetics

- Provide a Consistent Design Theme
- Provide "St. Armand Circle" Streetscape Design
- Improve Canopy Trees Number and Location
- Buffer Service Areas and Combine with Employee Parking
- Provide "Defensible" Design Guidelines

Redevelopment Opportunities

- Focus Redevelopment in Aqua and Gold Quadrants
- Define Opportunities for Redevelopment



Rediscovering the St. Armands "Vision"

Project Schedule

Commence Project

- March 5th (Contract Returned May 6th)

Workshop #1

- July 23, 2008

Workshop #2

- September 10, 2008

Substantial Completion

- October 11, 2008

Final Document Delivery

- November 10, 2008





Rediscovering the St. Armands "Vision"

Workshop #2 - Schedule

Preference Boards Results

- Level 1 Feedback

Questionnaire Results

- Level 2 Feedback

Written Comments from Merchant/Landowners & Residents

- Level 3 Feedback

Master Plan Components

- Parking & Circulation – Steve Henry
- Wayfinding & Signage – Hannah McAleer
- Design Guidelines/ Aesthetics – David Gjertson
- Redevelopment Opportunities – Bob Gray

Break for Lunch

Re-cap Workshop #2





Rediscovering the St. Armands "Vision"

Recap of Workshop # 1

Marketing Strategy

- Define Customer
- Identify Competition
- Existing Business Opportunities
- St. Armands Unique Attributes
- Financing & Funding Strategies

Parking & Connectivity

- Improve Parking Availability
- Explore Mobility Options
- Bring Transit Opportunities
- Pedestrian Enhancements
- Wayfinding Implementation

St. Armands is a Destination

- "The Circle"
- Ringling "Connection"
- Exclusive Shopping
- Finest Restaurants
- Mix of Land Uses
- Beach Access

Redevelopment Opportunities

- Positive Revenue Generators
- Support Existing Business
- Public/Private Partnerships
- Tourism Related Business
- Add Accommodations
- Enhance Existing Residential

Urban Design Guidelines

- St. Armands Historic Motif
- Façade Enhancements
- Consistent Design Elements
- Streetscapes & Parks
- New Building Design



Rediscovering the St. Armands "Vision"

St. Armand's Circle

Market Evaluation

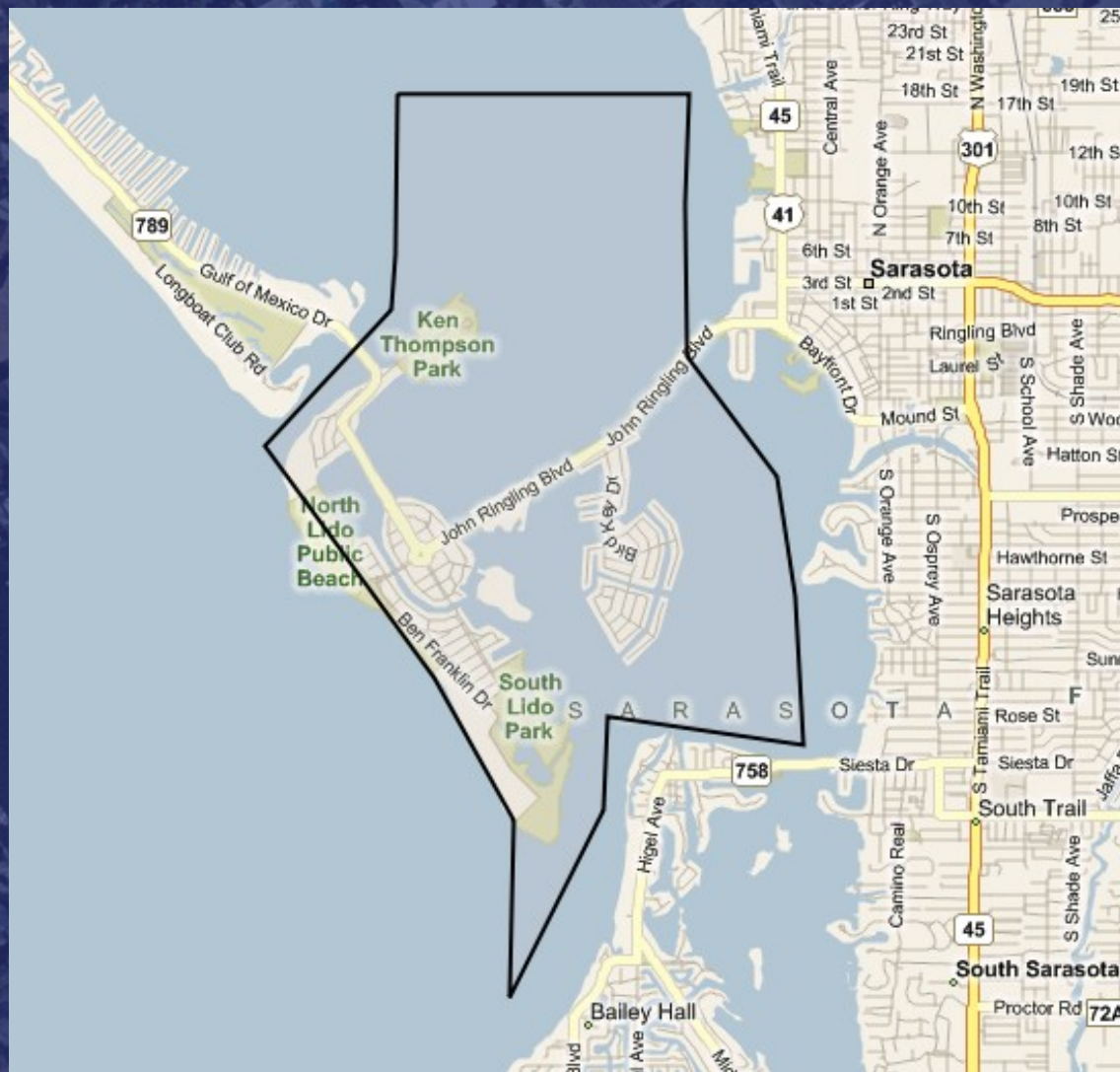


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Tract 7 (Lido Key)

Population (2000):
3,020

Households:
2,665

Median HH Income:
\$59,306



Rediscovering the St. Armands "Vision"



**Zip Code:
34236 (2000)**

**Population:
15,629**

**Households:
11,838**

**Median HH
Income:
\$63,467**



Rediscovering the St. Armands "Vision"

Zipcode: 34236 (St. Armands's & Sarasota)

Population, 2000	11,636
White Alone, 2000	80.4%
Black Alone, 2000	10.5%
Hispanic or Latino, 2000	15.1%
Median Age, 2000	51.1
Average HH Size, 2000	1.8
Average Adjusted Gross Income, 2005	\$171,239
<u>National Ranking of AGI</u>	<u>99%</u>

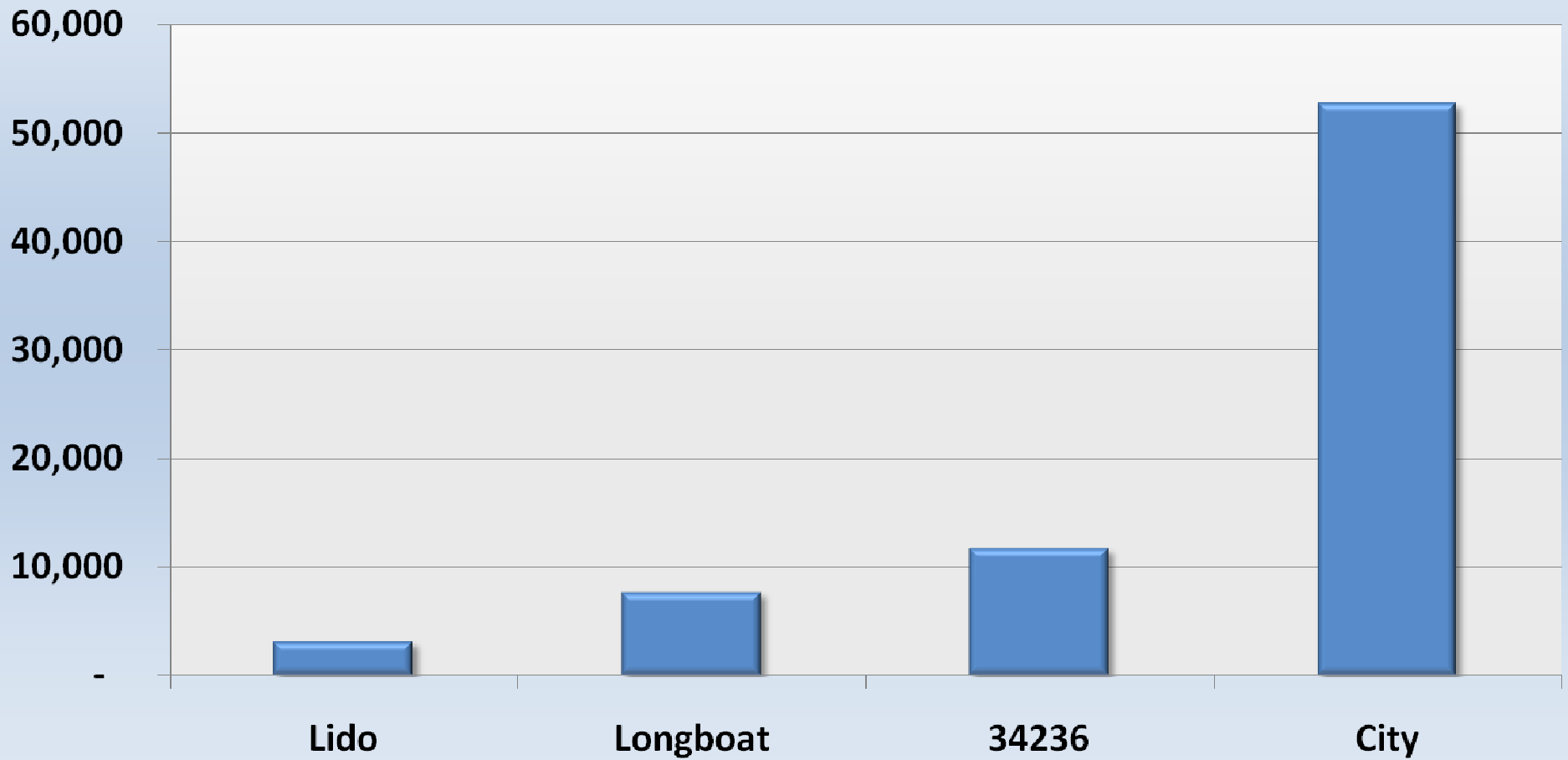
Source: Melissa Data & SPG Inc. 2008

It shows that the area is mature, white and particularly wealthy. The Zip Code is in the top 99% of income according to its average tax return Adjusted Gross Income in 2005 of \$171,239.



Rediscovering the St. Armands "Vision"

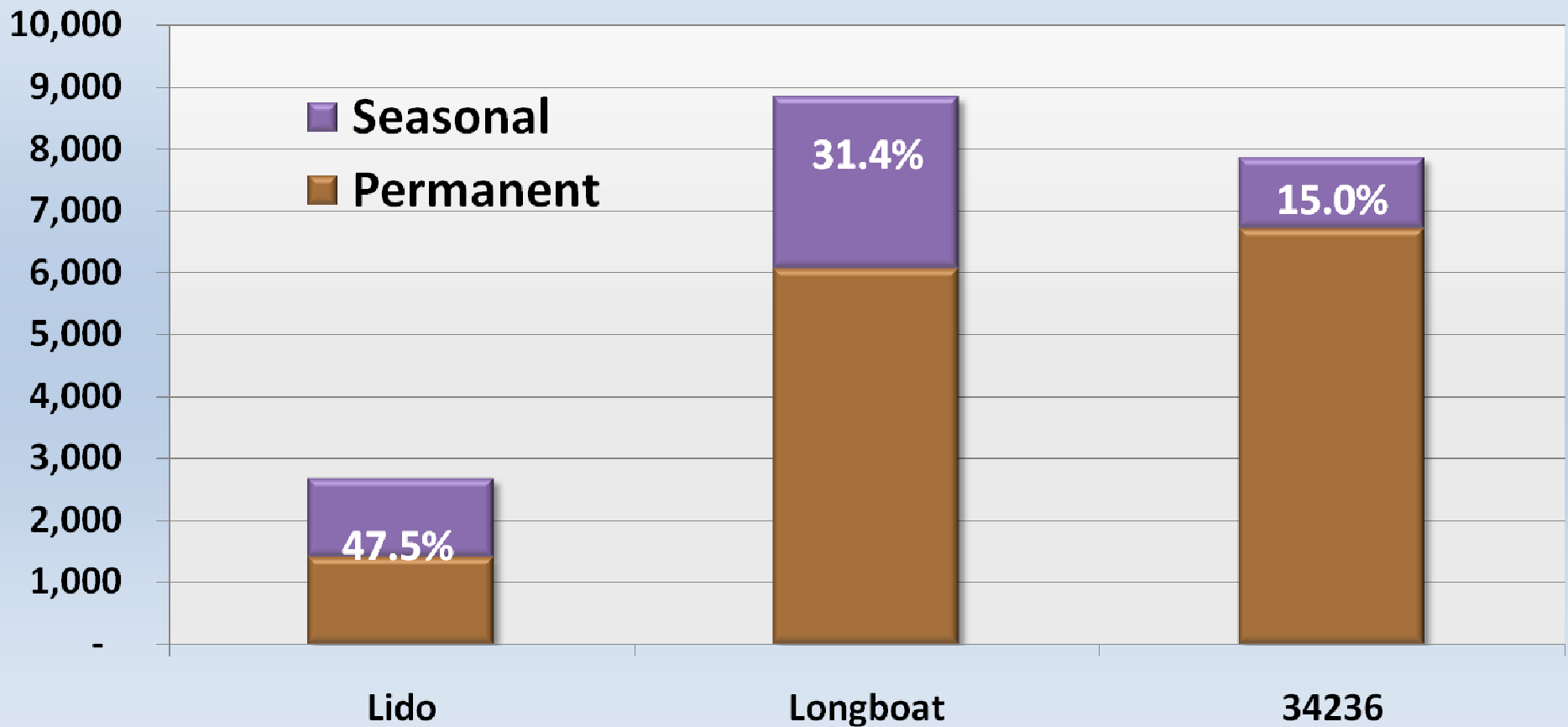
Population - 2000





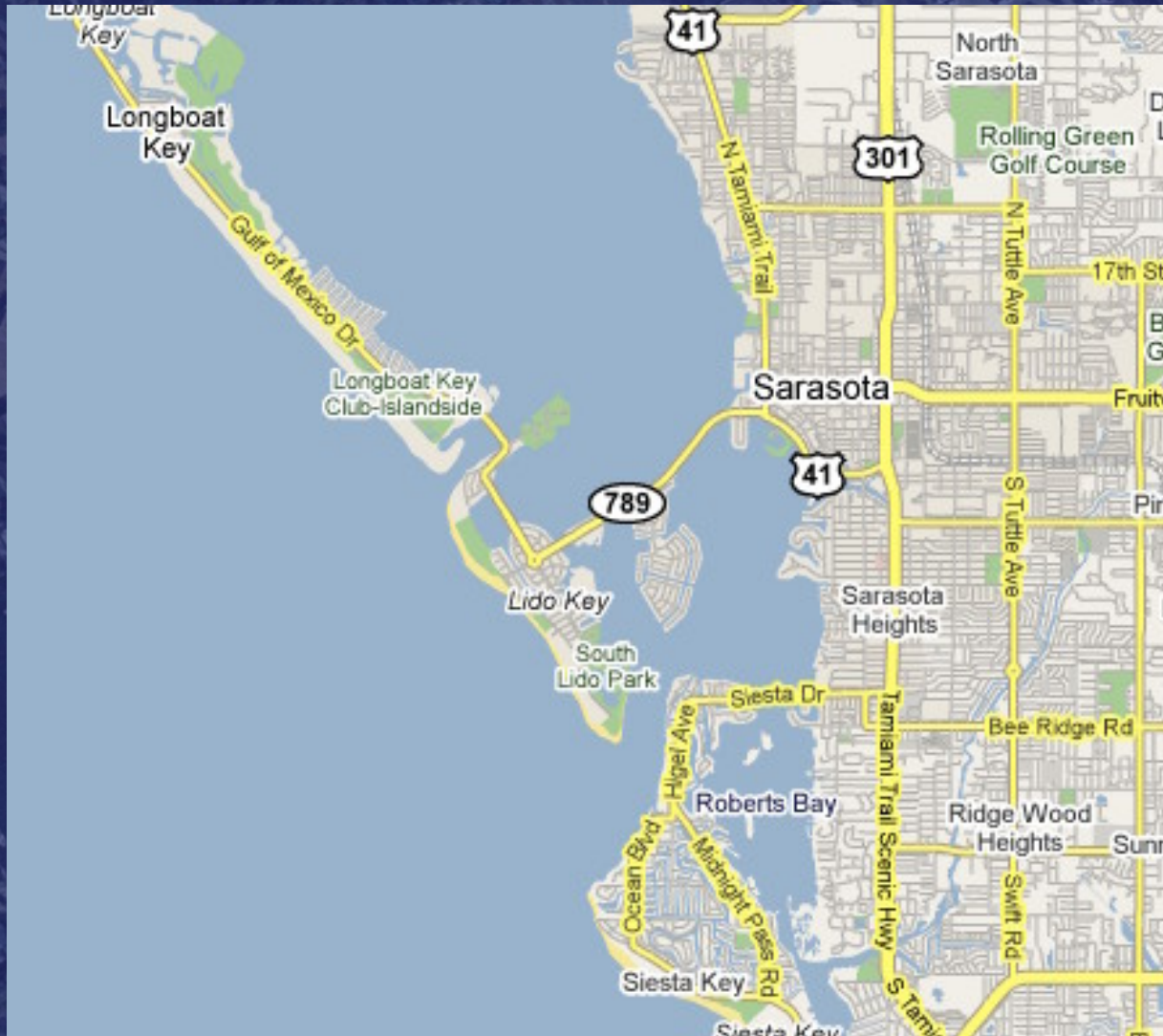
Rediscovering the St. Armands "Vision"

Housing Units - 2000





Rediscovering the St. Armands "Vision"



**3 Mile Radius
(old assumptions)**

Population:
19,359

Households:
10,007 (permanent)

Median HH Income:
\$47,779





Rediscovering the St. Armands "Vision"

Household Trend

St. Armands Circle

Radius 1: , 0.00 - 3.00 Miles, Total

Description	2000	2007	%Change	2012	%Change
	Census	Estimate	2000-2007	Projection	2007-2012
Universe Totals					
Population	19,359	19,406	0.24%	19,722	1.63%
Households	10,007	10,195	1.88%	10,482	2.82%
Families	4,982	4,917	-1.30%	4,968	1.04%
Housing Units	13,833	14,451	4.47%	14,874	2.93%
Group Quarters Population	848	862	1.65%	880	2.09%



Rediscovering the St. Armands "Vision"

Recently Completed Condominium Projects in the St. Armand's Circle Area

Status	Project Name	General Location	Number of Residential Units	Estimated Development Value [\$ Millions]	Within Radius (Miles)
Completed	Beau Ciel Condominiums	1000 Blvd. of the Arts	44	\$ 40,000,000	3
Projects	Central Avenue Mixed Use	650 Central Avenue	14	\$ 1,600,000	3
	Courthouse Centre	1975 Ringling Blvd.	19	\$ 20,000,000	3
	Five Points Property	1401 Main Street	50	\$ 75,000,000	3
	Golden Bay Condominium	Golden Gate Point	10	\$ 10,000,000	3
	Grande Riviera	420 Golden Gate Point	13	\$ 24,000,000	3
	La Bella Sara	438 Golden Gate Point	29	\$ 40,000,000	3
	Majestic Bay	258 Golden Gate Point	10	N/A	3
	Marina Towers	1227 Gulfstream Boulevard	42	\$ 25,000,000	3
	Marque En Ville	1240 Fruitville Road	29	\$ 8,000,000	3
	Renaissance Phase I	750 N. Tamiami Trail	244	\$ 75,000,000	3
	Sarasota Bay Club [Phases I & II]	N. Tamiami Trail	300	\$ 200,000,000	3
	The Phoenix	Golden Gate Point	13	\$ 9,000,000	3
	Tower Residences at the Ritz	Gulfstream Avenue	80	\$ 75,000,000	3
	Vista Bay Point Condominiums	Golden Gate Point	17	\$ 12,000,000	3
	Whole Foods Center [100 Central]	1487 First Street	95	\$ 40,000,000	3
	Burns Court Villas	562 S. Palm / 1523 & 1549 Oak St.	23	\$ 8,000,000	3
	Harbor View Condominiums	650 Golden Gate Point	14	\$ 6,000,000	3
	Renaissance Phase II [Alinari]	800 N. Tamiami Trail	205	\$ 75,000,000	3
	Ringling Court [Kanaya]	505 S. Orange Avenue	35	\$ 18,000,000	3
	Rivo @ Ringling	32 S. Osprey Avenue	106	\$ 40,000,000	3
	RMC Mixed-Use	1012 N. Tamiami Trail	187	\$ 25,000,000	3
	San Marco	1188 N. Tamiami Trail	23	\$ 5,000,000	3
	Sarasota Main Street Apts.	1350 Main Street	134	\$ 30,000,000	3
	The Encore Townhouses	Cocoanut Avenue & Fruitville	15	\$ 2,200,000	3
	The Savoy on Palm	400 & 427 South Palm Avenue	24	\$ 16,000,000	3
	Twin Oaks Townhomes	1825 Laurel Street	8	N/A	3
	888 S. Orange Avenue Condominium	888 S. Orange Avenue	12	\$ 5,200,000	3
	Casa De Mayo	283 Golden Gate Point	16	\$ 10,000,000	3
	HIPP Properties	5 th Street		\$ 1,500,000	3
Completed			1,811	\$ 896,500,000	

- 30 Completed Projects
- Over 1,800 New Households
- Over 3,000 New Residents
- Over \$1 Billion in Development Value
- All Within A 3 Mile Radius





Rediscovering the St. Armands "Vision"

Pending Condominium Projects in the St. Armand's Circle Area

Status	Project Name	General Location	Number of Residential Units	Estimated Development Value [\$ Millions]	Within Radius (Miles)
Pending Projects	1301 Main Street	1301 Main Street	15	N/A	3
	1740 Main Street	1740 Main Street	49	\$ 20,000,000	3
	Avalon Mixed-Use	Central & Fruitville		N/A	3
	Bank of America	1605 Main Street	78	N/A	3
	Hudson Commons	1710-1720 Alderman	8	N/A	3
	Orange Ave. Mixed Use	307 & 401 S. Orange Avenue	99	N/A	3
	Premiere At Main Plaza	1900 Fruitville Road	118	N/A	3
	Sarasota Bayside [Quay]	231,333,555 N. Trail	540	\$ 1,000,000,000	3
	The Demarcay	33 Palm Avenue	39	N/A	3
	The Residences at Hyde Park	2067 Hyde Park Street	39	N/A	3
	Villa Grande	3688 Fruitville Road	104	N/A	5
	Washington Lofts	200 N. Washington Blvd.	12	N/A	3
1,101			\$ 1,020,000,000		

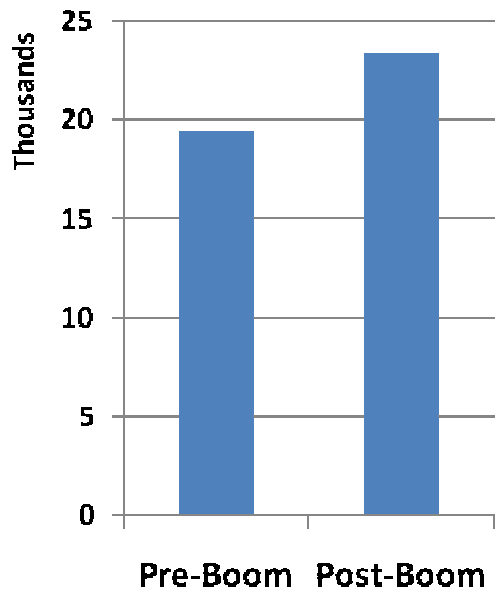
- 12 Pending Projects
- Over 1,100 New Households
- Over 2,000 New Residents
- Over \$1 Billion in Development Value
- All Within A 3 Mile Radius



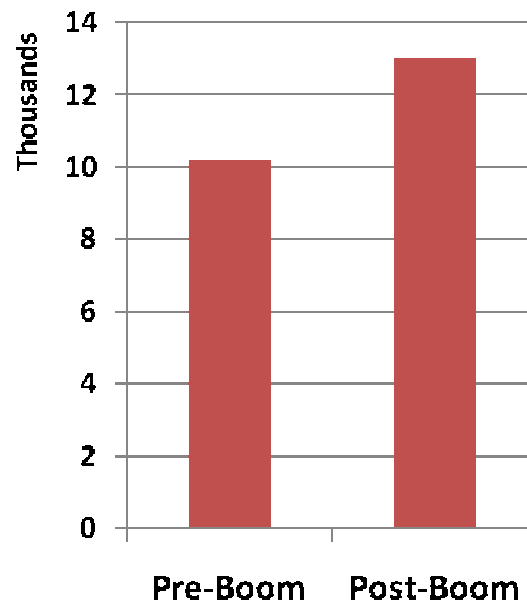
Rediscovering the St. Armands "Vision"

The Condo Building Boom

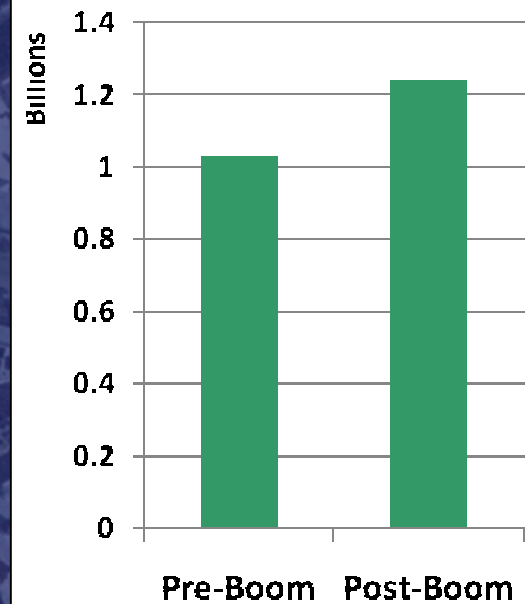
Population



**Households
+27.5%**



**Income
+20.6%**





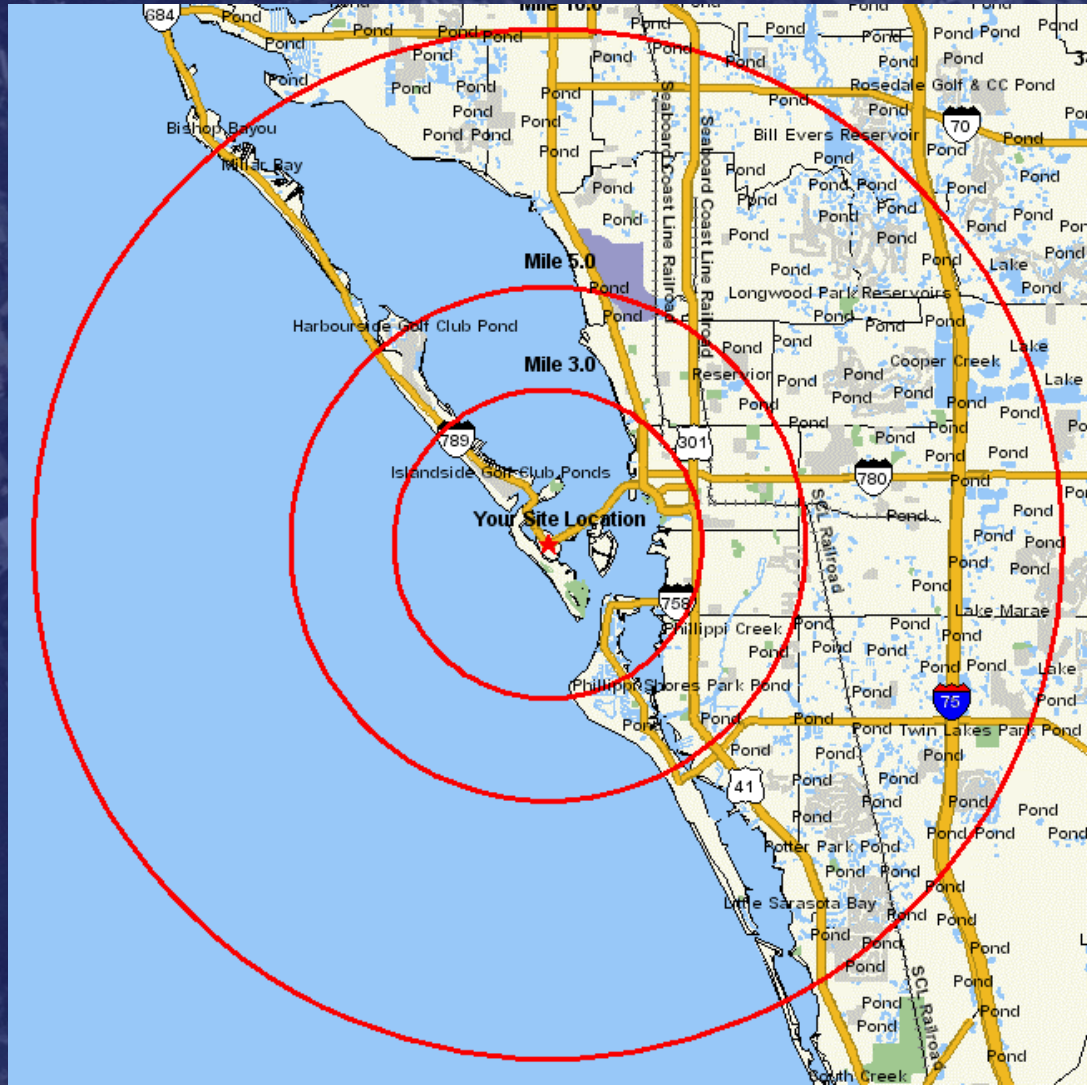
Rediscovering the St. Armands "Vision"

The Condo Building Boom

- 42 Completed or Pending Projects
- Over 2 Billion Dollars of Development Value
- Over 2,800 New Households
- Over 4,000 New Residents
- **\$87,414,231 New Retail Demand**



Rediscovering the St. Armands "Vision"



3, 5, 10
mile radii





Rediscovering the St. Armands "Vision"

St. Armand's Circle Demographic Summary - Radii

Radius	3 miles	%	5 miles	%	10 miles	%
Population						
2012 Projection	23,715		93,218		335,298	
2007 Estimate	21,003		89,005		310,914	
2000 Census	19,359		86,666		281,272	
1990 Census	19,291		84,162		246,509	
Growth 2007 - 2012	12.91%		4.73%		7.84%	
Growth 2000 - 2007	8.49%		2.70%		10.54%	
Growth 1990 - 2000	0.35%		2.98%		14.10%	
Age, 2007						
Age 16 and over	17,366	89.49	74,057	84.78	260,731	84.31
Age 18 and over	17,090	88.07	72,389	82.87	254,488	82.29
Age 21 and over	16,723	86.17	69,572	79.65	245,540	79.40
Age 65 and over	6,481	33.40	21,225	24.30	80,441	26.01
2007 Est. Median Age	54.41		45.77		46.65	
2007 Est. Average Age	51.60		45.12		45.67	
Education, 2007						
Master or Higher Degree	18.3%		11.6%		10.4%	
USAverage Master's	8.9%		8.9%		8.9%	
Bachelor's Degree	27.0%		18.3%		17.8%	
USAverage Bachelor's	15.7%		15.7%		15.7%	
Race & Ethnicity, 2007						
White Alone	16,923	87.20	70,194	80.36	270,050	87.32
Black or African American	1,234	6.36	10,731	12.29	19,937	6.45
Hispanic or Latino	1,853	9.55	11,827	13.54	31,592	10.22

Source: Claritas Data 2008 & Strategic Planning Group, Inc. 2008





Rediscovering the St. Armands "Vision"

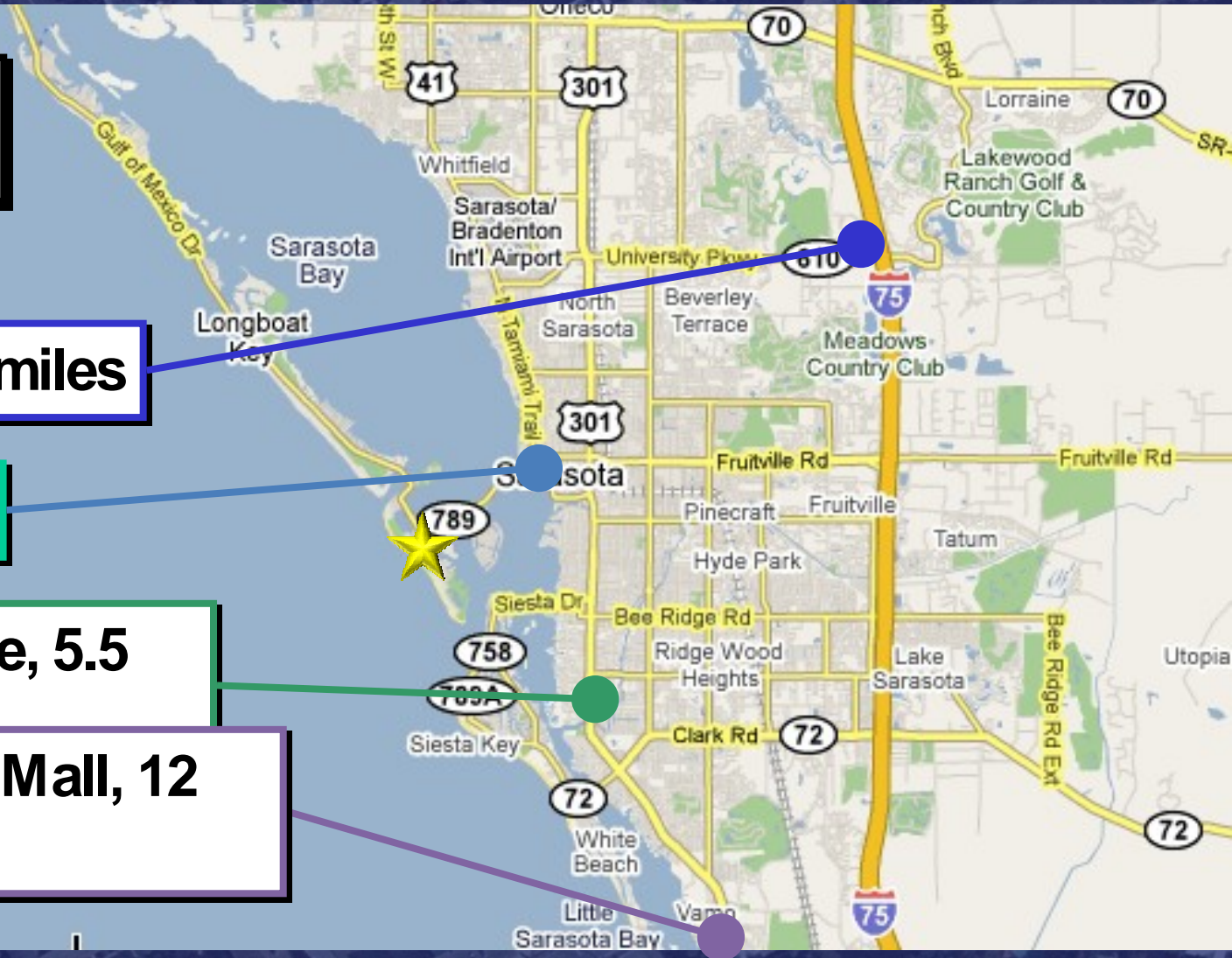
Competition

University Center, 12 miles

Downtown, 2.5 miles

Westfield Southgate, 5.5 miles

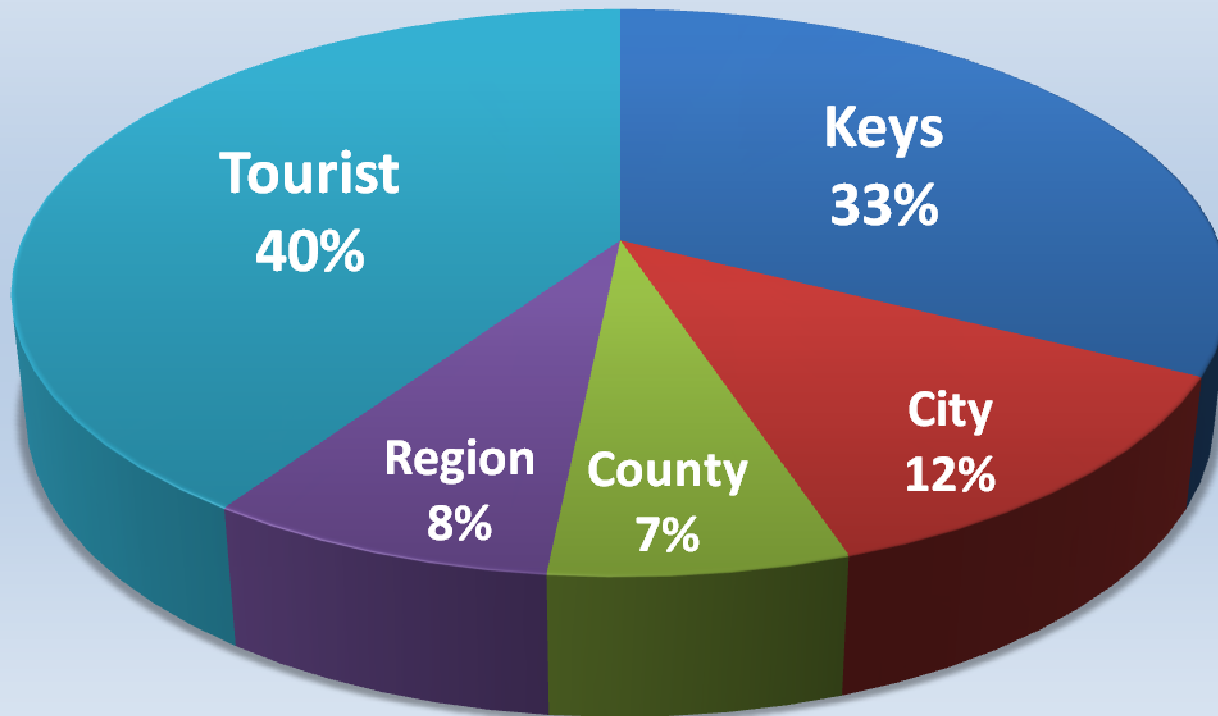
Westfield Sarasota Mall, 12 miles





Rediscovering the St. Armands "Vision"

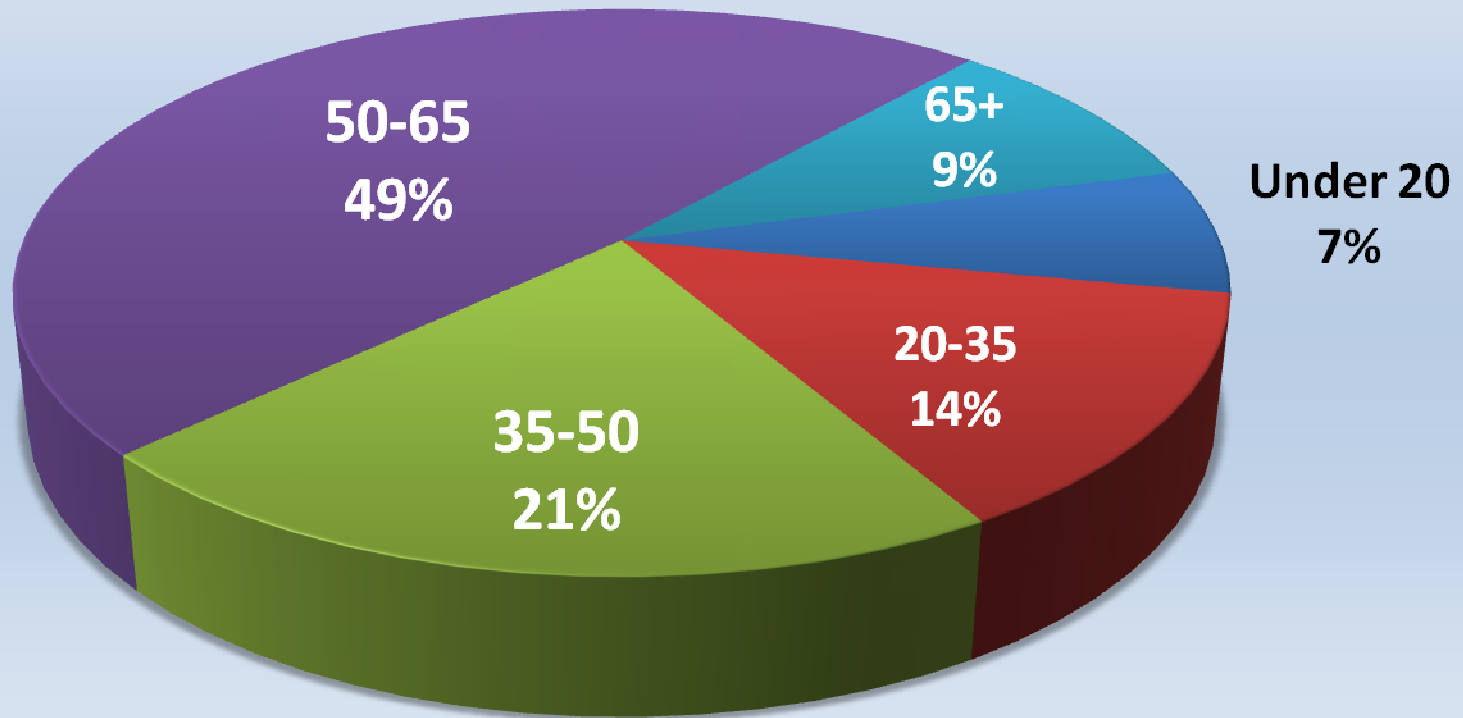
Geographic Area Served





Rediscovering the St. Armands "Vision"

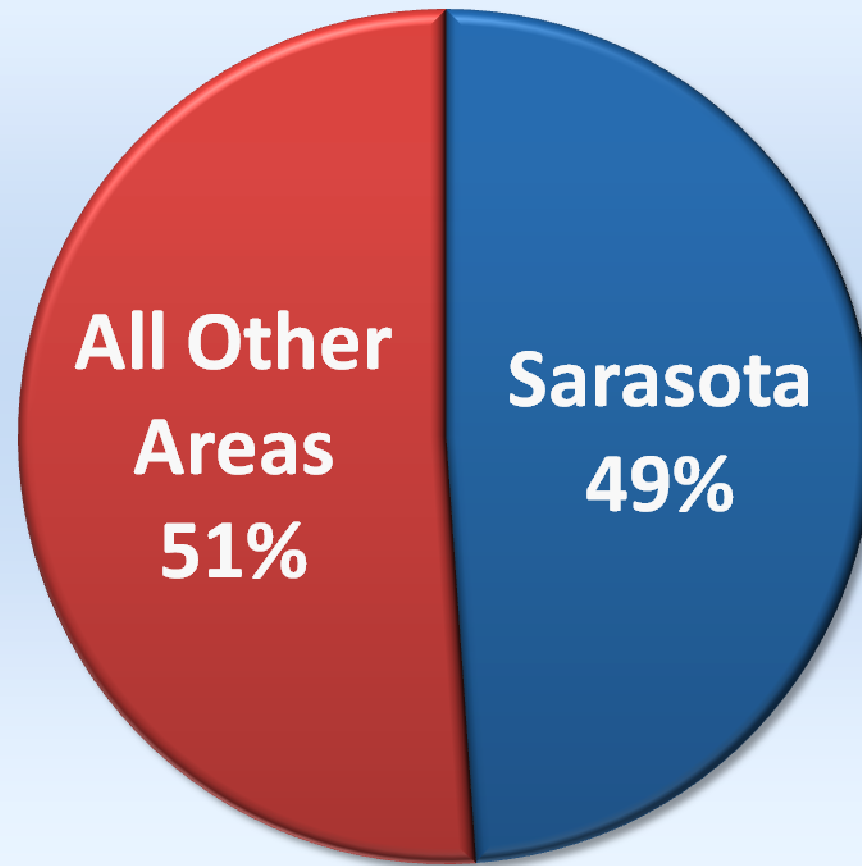
Average Customer Age Group





Rediscovering the St. Armands "Vision"

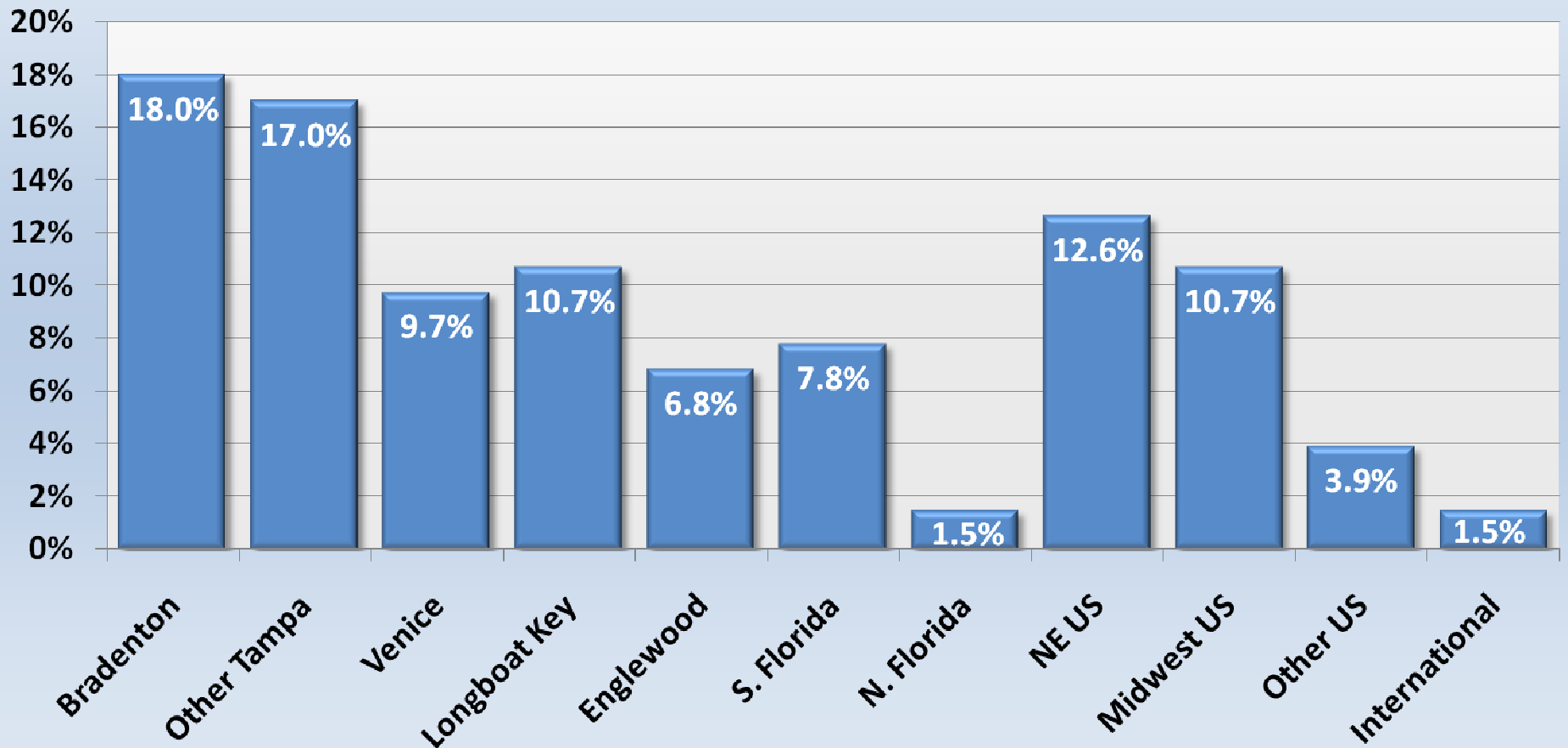
Visitors During Smooth Jazz on St. Armand's





Rediscovering the St. Armands "Vision"

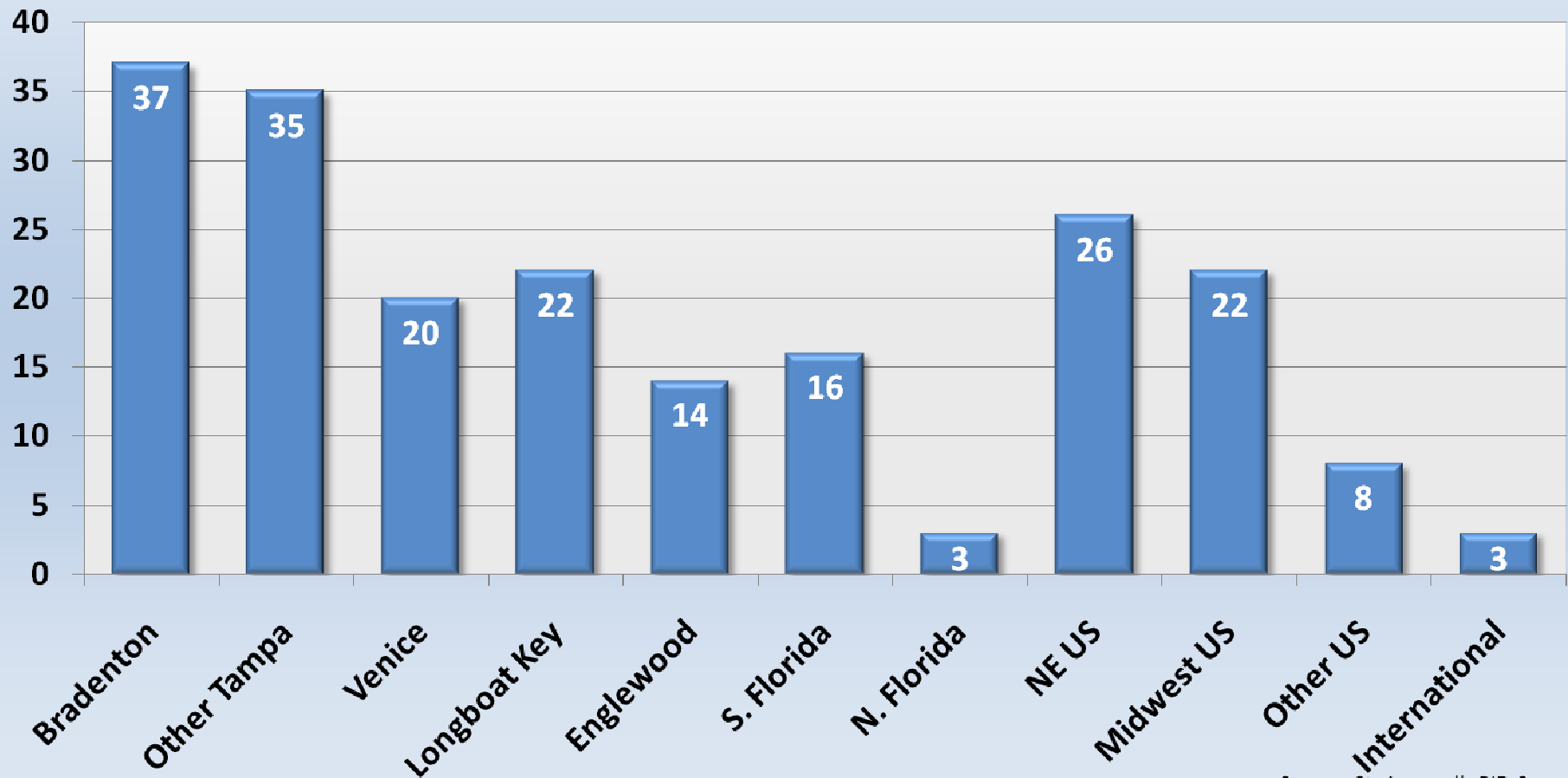
Outside Visitors During Smooth Jazz on St. Armand's





Rediscovering the St. Armands "Vision"

Out-of-Area Visitors During Smooth Jazz on St. Armand's



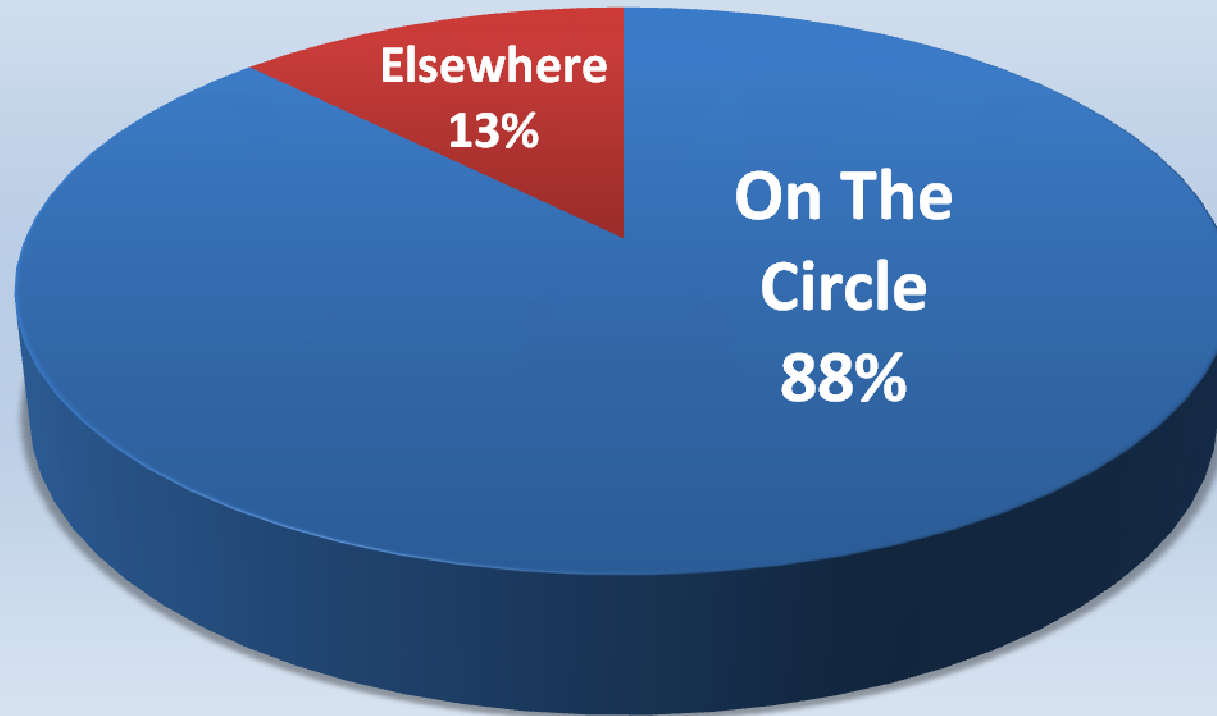
Source: St. Armand's BID Survey





Rediscovering the St. Armands "Vision"

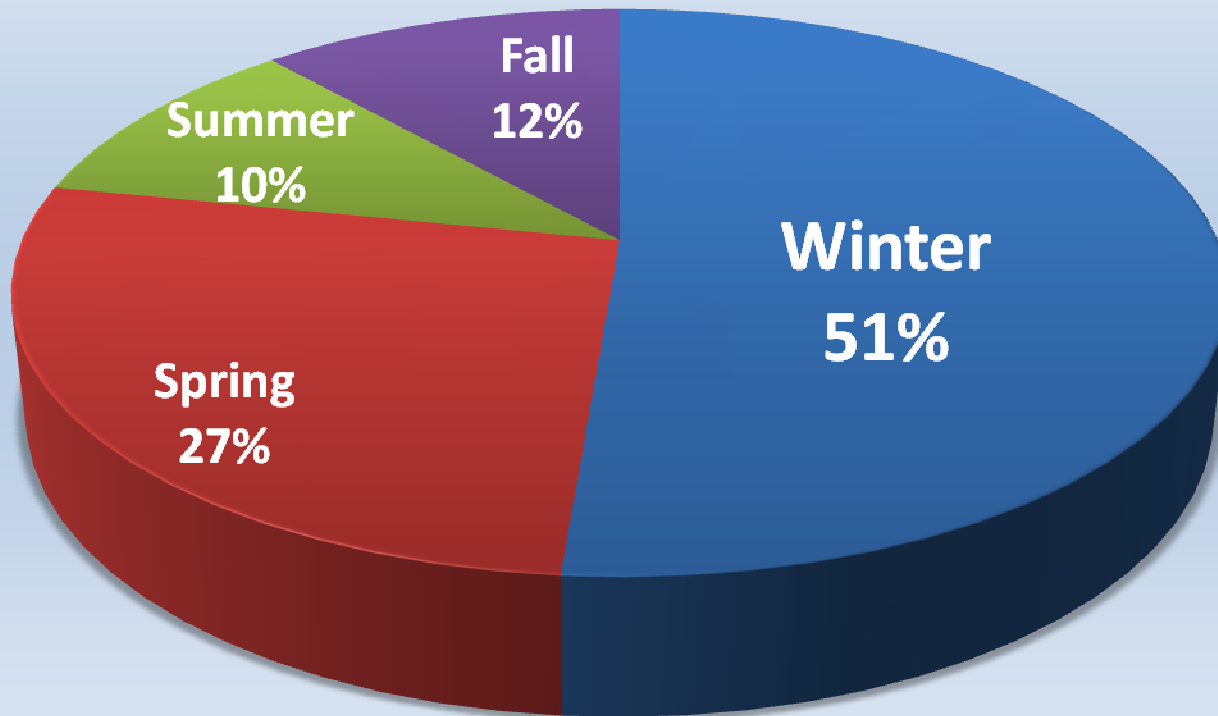
Cited Competition





Rediscovering the St. Armands "Vision"

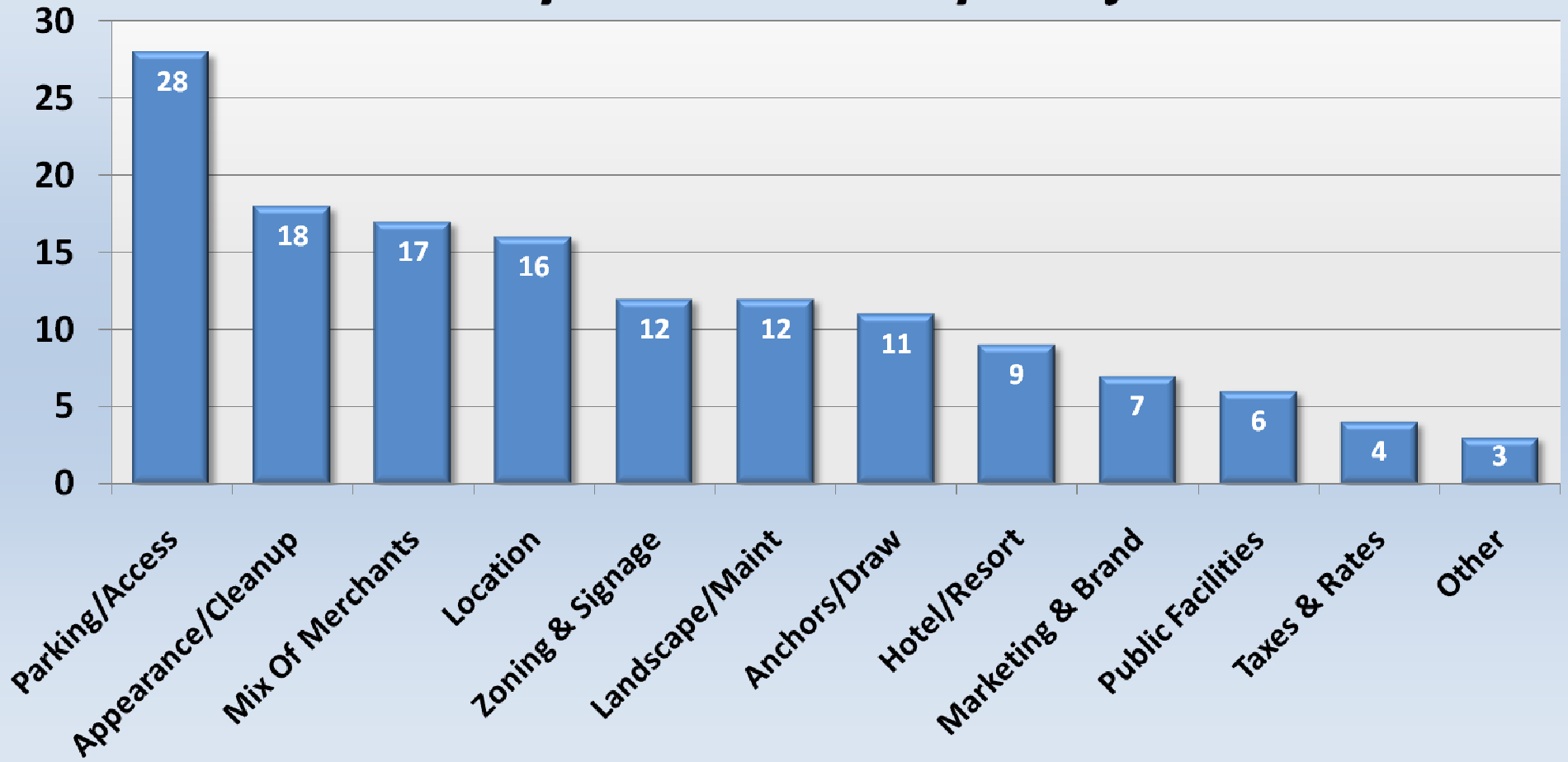
Sales By Season





Rediscovering the St. Armands "Vision"

Survey Comments by Subject



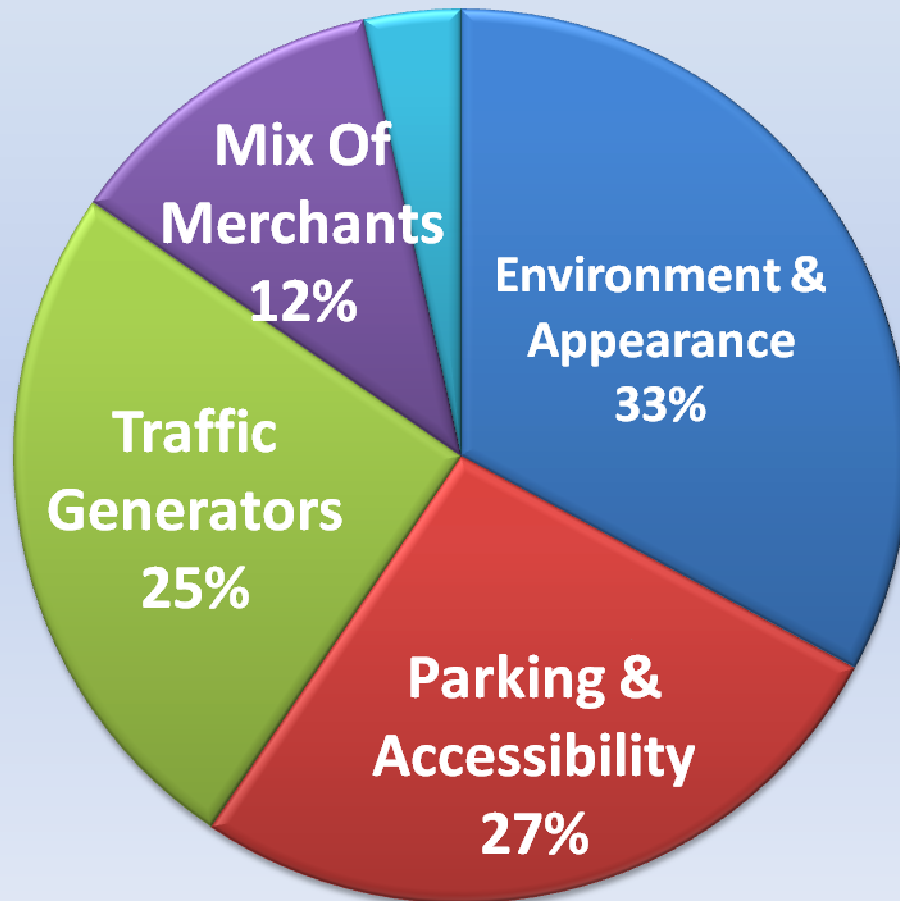
Source: St. Armand's Circle Association Survey & SPG, 2008





Rediscovering the St. Armands "Vision"

Survey Comments by Category



- Environment & Appearance
- Parking & Accessibility
- Traffic Generators
- Mix Of Merchants
- Other

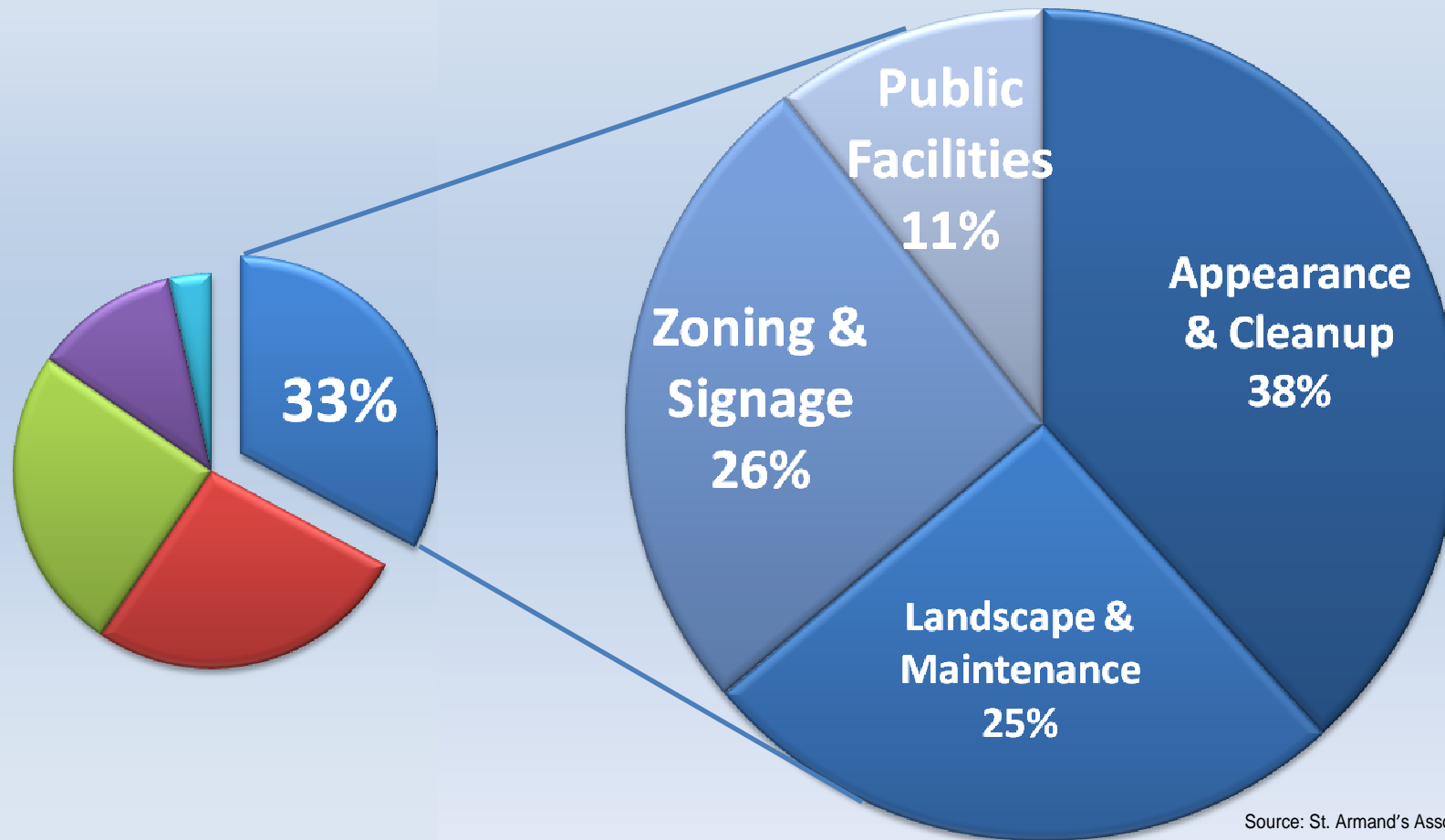
Source: St. Armand's Association Owners Survey & SPG, Inc. 2008





Rediscovering the St. Armands "Vision"

Environment & Appearance



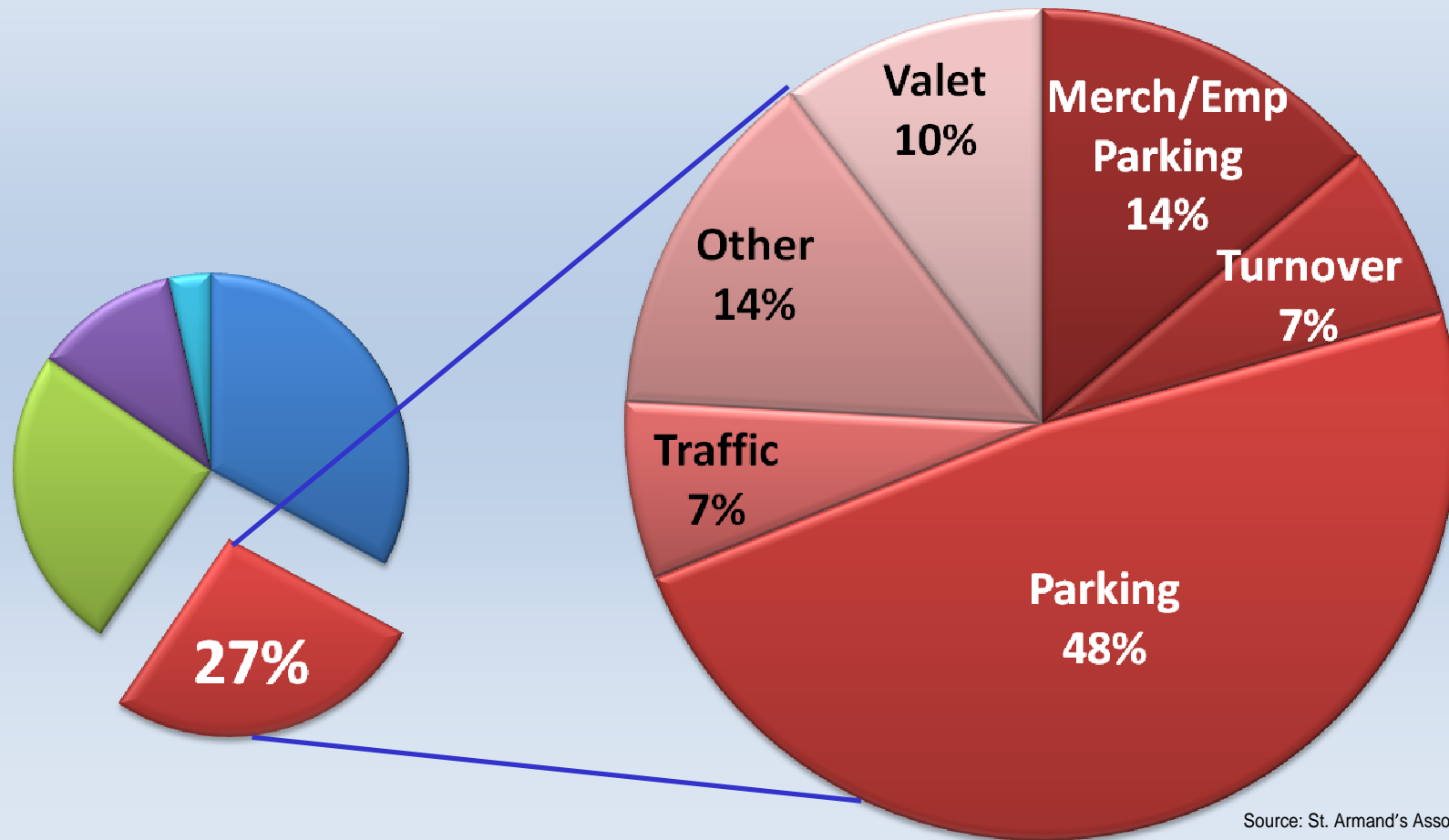
Source: St. Armand's Association Survey & SPG, Inc. 2008





Rediscovering the St. Armands "Vision"

Parking & Accessibility



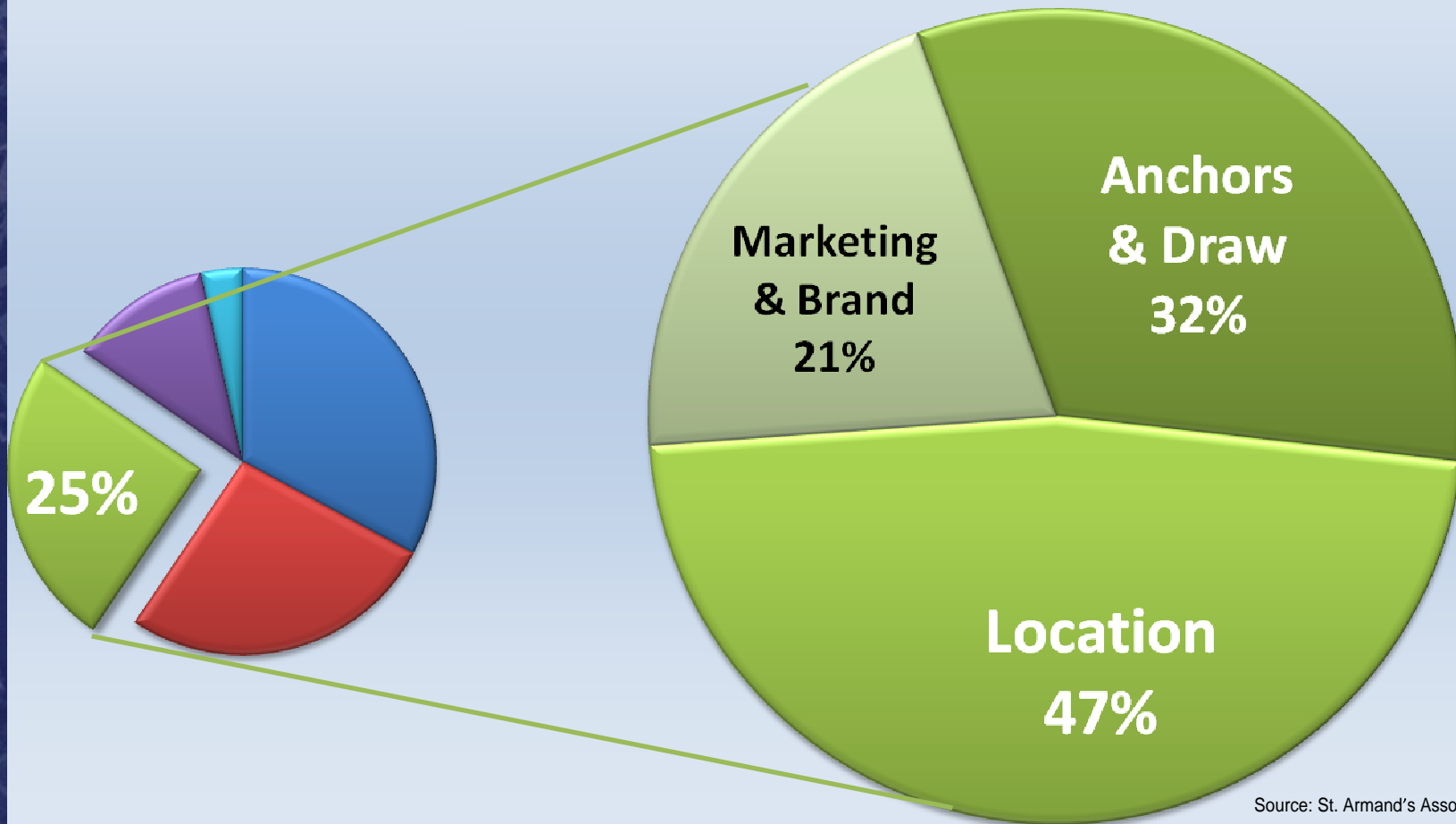
Source: St. Armand's Association Survey & SPG, Inc. 2008





Rediscovering the St. Armands "Vision"

Traffic Generators



Source: St. Armand's Association Survey & SPG, Inc. 2008

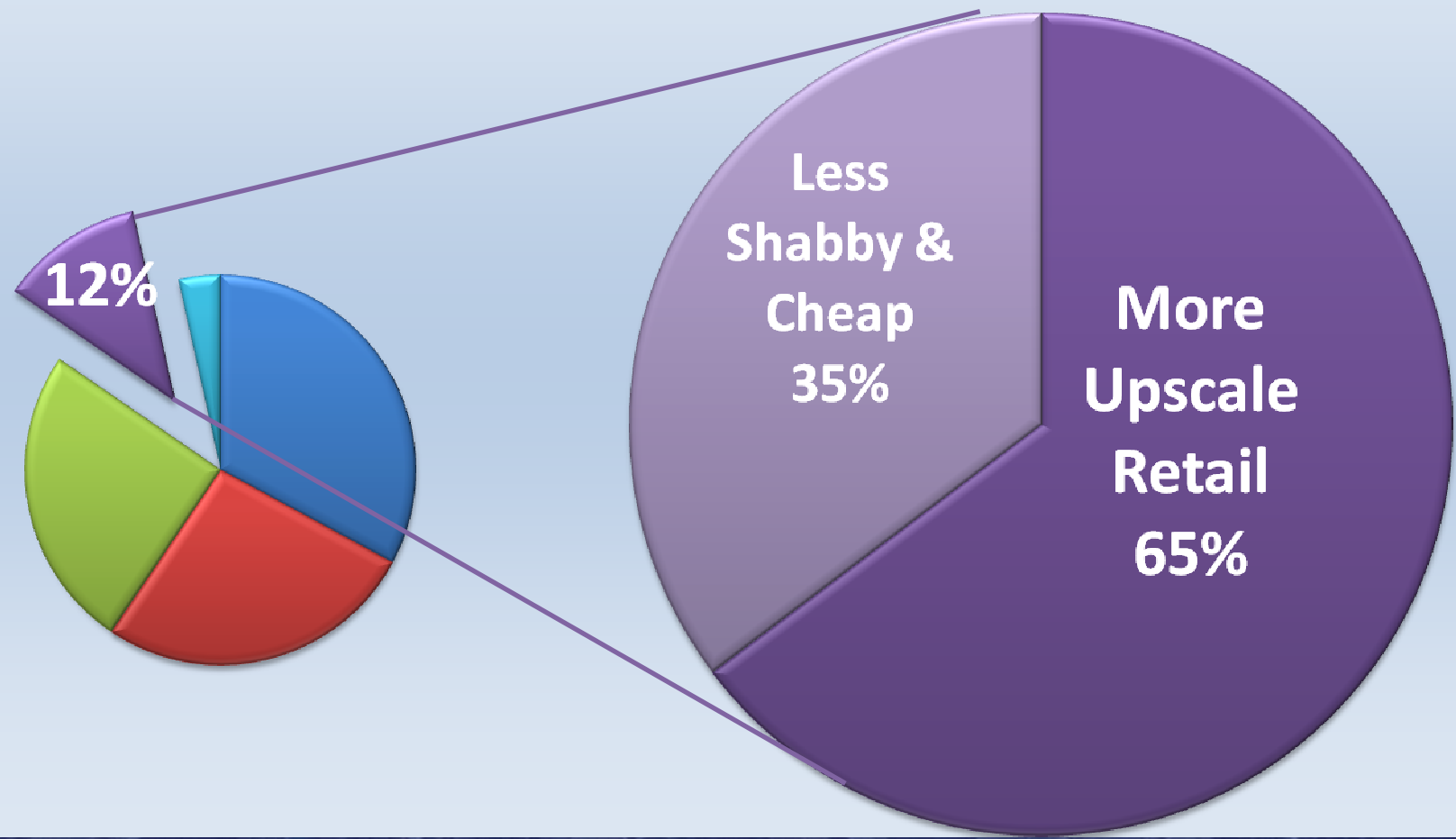
Source: St. Armand's Association Survey & SPG, Inc. 2008





Rediscovering the St. Armands "Vision"

Mix of Merchants





Rediscovering the St. Armands "Vision"

Preferences Methodology

Level 1 Community Input

Image Boards for Master Plan Design Components

- Rated each Image... "High" to "Low"
- 55 Total Responses

Preference Categories:

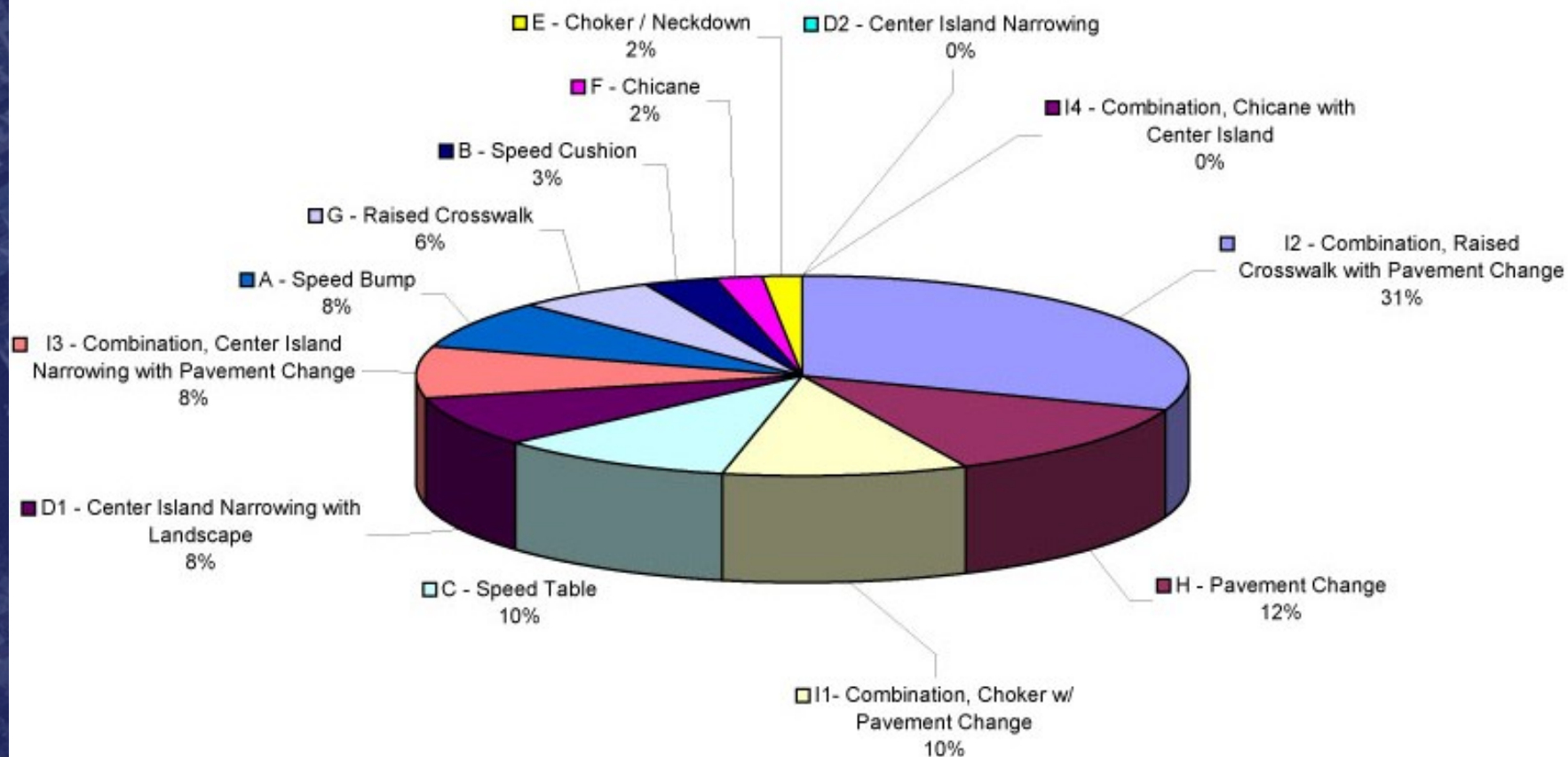
1. Traffic Calming Preferences
2. Alternative Transportation Preferences
3. Streetscape & Alley Preferences
4. Residential Building Type & Height Preferences
5. Architectural Style Preferences

Level 1



1. Traffic Calming Preferences

Traffic Calming Preferences - Percentage of Overall Points per Category





Rediscovering the St. Armands "Vision"

1. Traffic Calming Preferences

Strong Likes



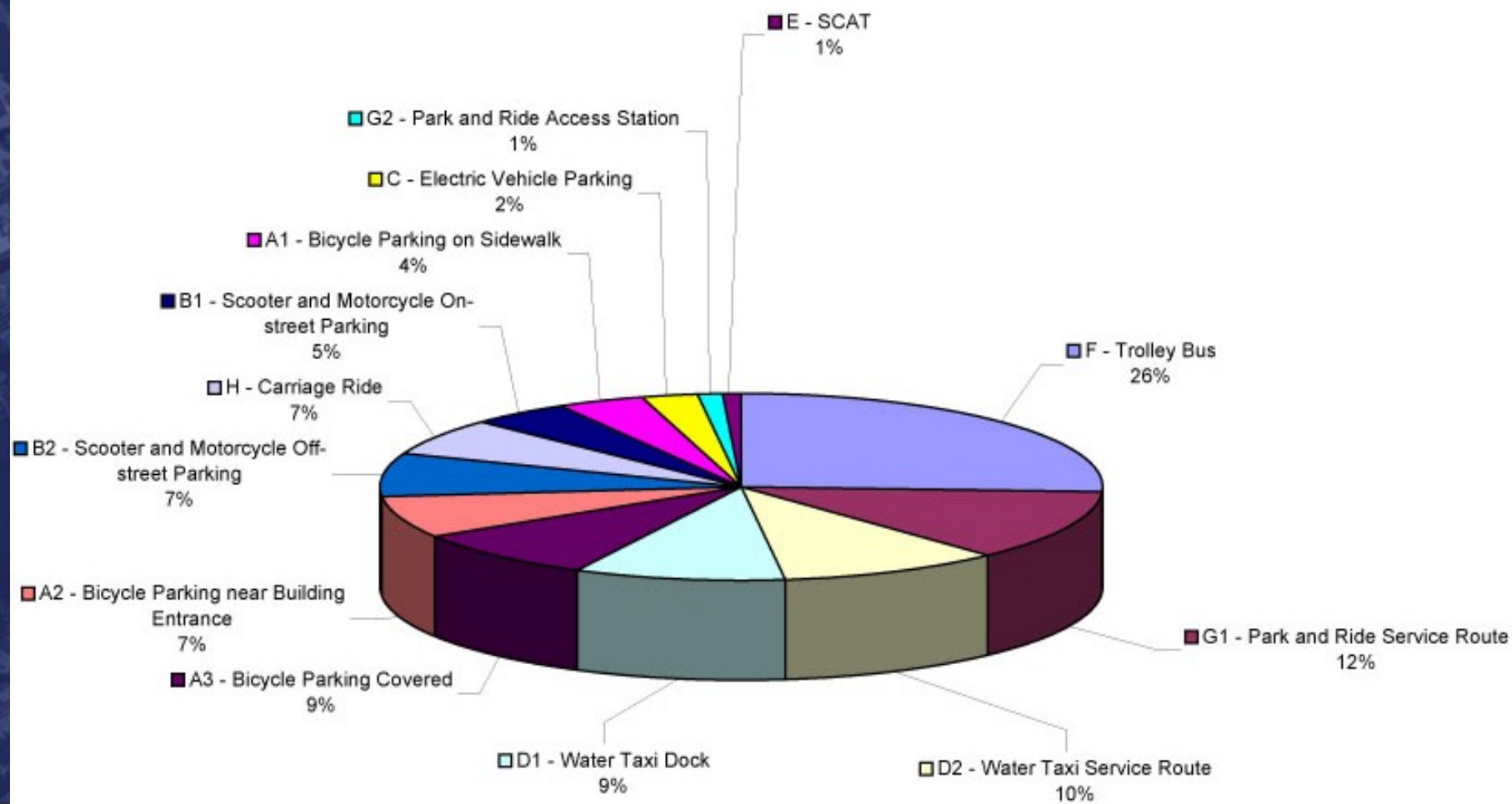
Strong Dislikes





2. Alternative Transportation Preferences

Alternative Transportation Preferences - Percentage of Overall Points per Category





Rediscovering the St. Armands "Vision"

2. Alternative Transportation Preferences

Strong Likes



Strong Dislikes

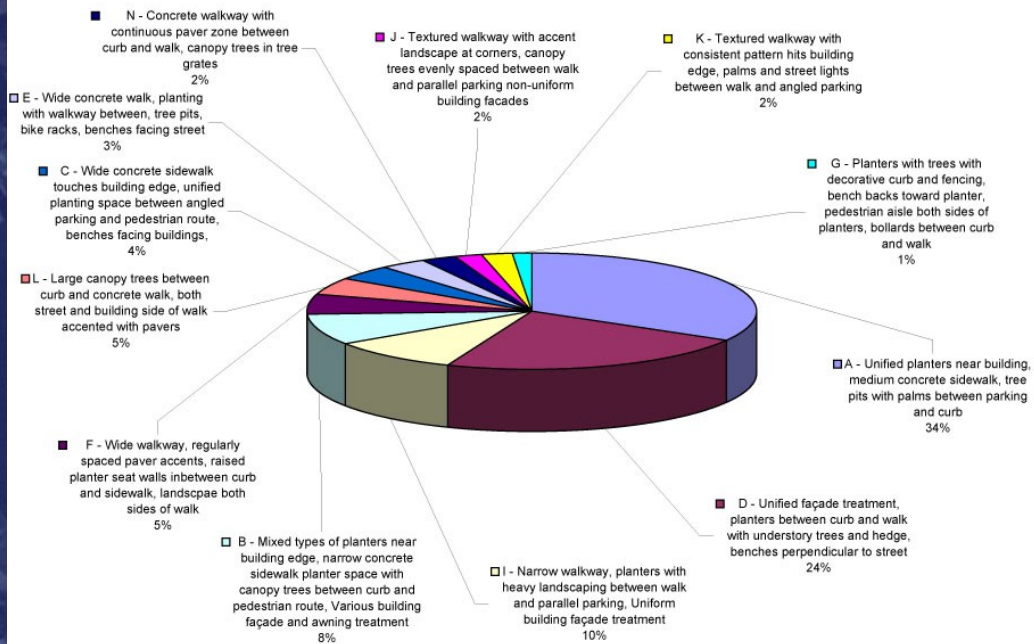
park and ride2.jpg



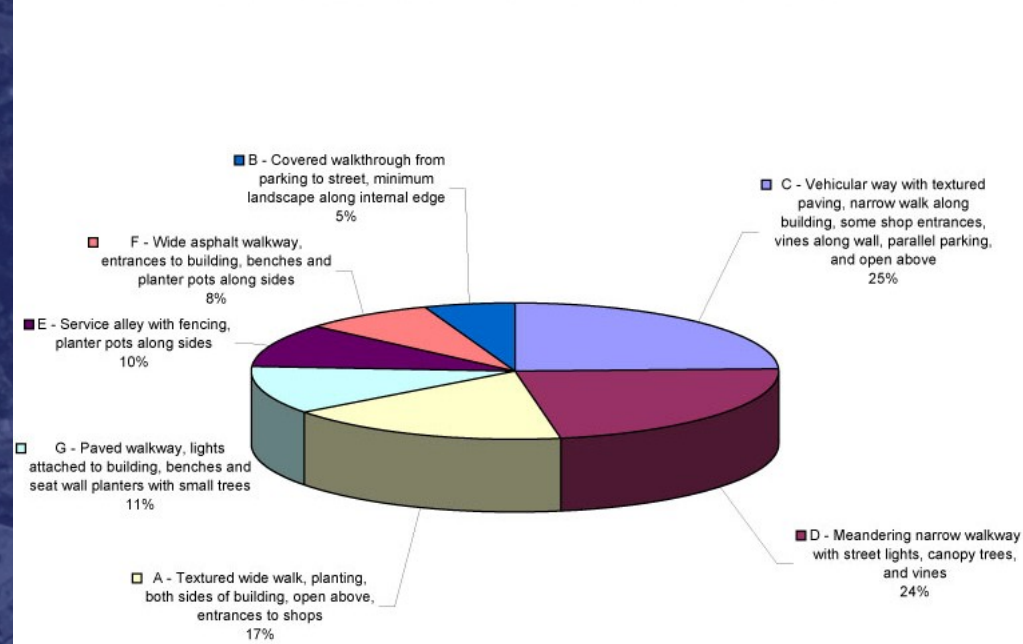


3. Streetscape & Alley Preferences

Streetscape Preferences - Percentage of Overall Points per Category



Alley Preferences - Percentage of Overall Points per Category





Rediscovering the St. Armands "Vision"

3. Streetscape & Alley Preferences

Strong Likes



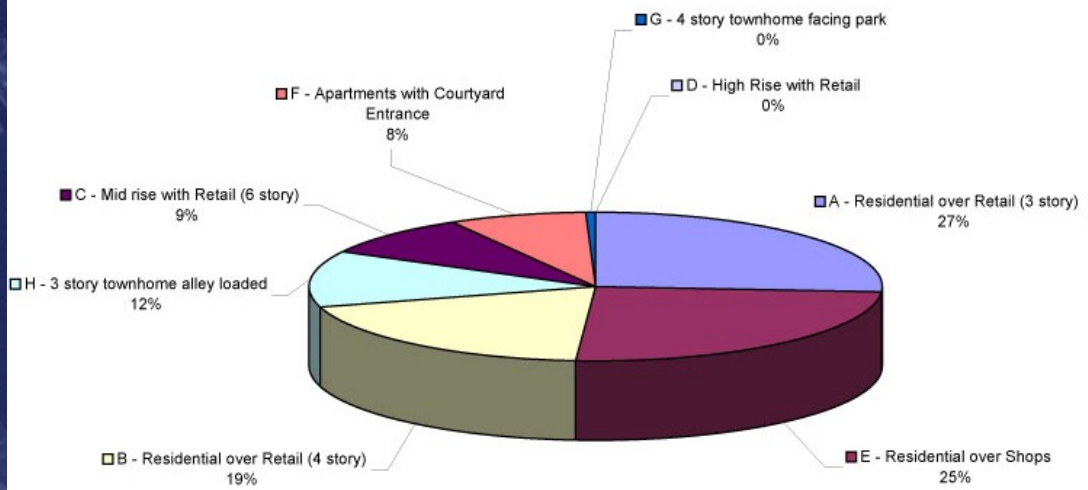
Strong Dislikes



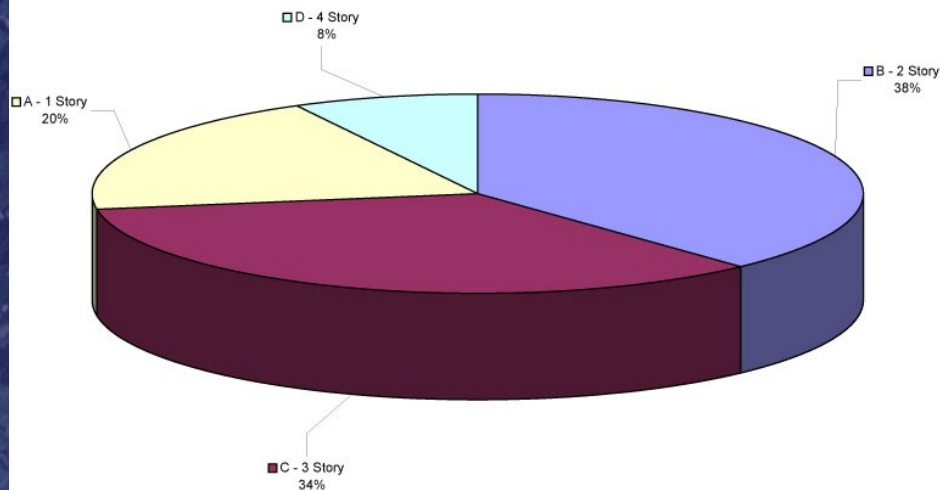


4. Residential Building Type & Height Preferences

Residential Types Preferences - Percentage of Overall Points per Category



Building Height Preferences - Percentage of Overall Points per Category





Rediscovering the St. Armands "Vision"

4. Residential Building Type & Height Preferences

Strong Likes



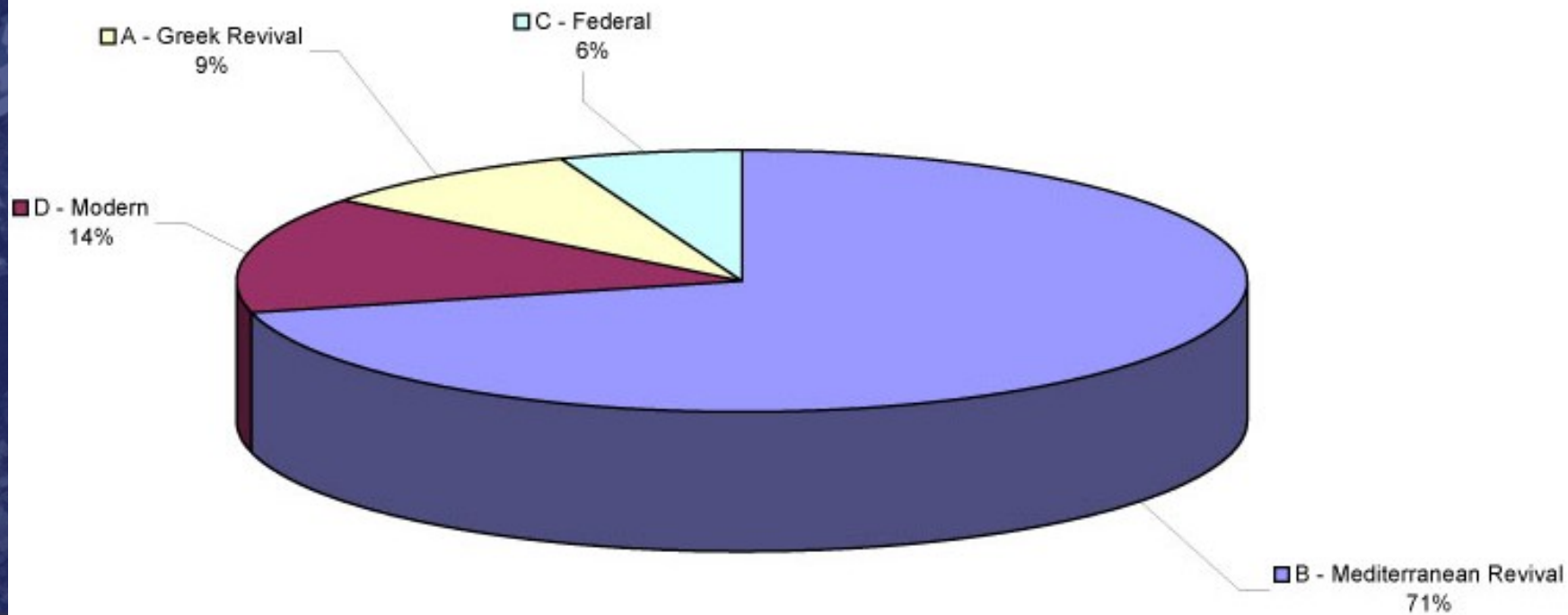
Strong Dislikes





5. Architectural Style Preferences

Architectural Style Preferences - Percentage of Points per Category





Rediscovering the St. Armands "Vision"

5. Architectural Style Preferences

Strong Likes



Strong Dislikes





Rediscovering the St. Armands "Vision"

Preference Conclusions

1. Traffic Calming

- Provide Decorative Paving to Crosswalk
- Tree Canopy on Streetscape
- Safe Pedestrian Travel
- *No Bulb-outs on Residential Streets!!*

2. Alternative Transportation

- Favor Historic Trolley
- Water Taxis
- Provide Bicycle Amenities and Shelters

3. Streetscapes & Alleys

- Clear Pedestrian zone on Streetscape
- Raised Planters for Seating & Aesthetics
- Pedestrian Scale Streetscape Highly Favored
- Add Landscape Material



Level 1



Rediscovering the St. Armands "Vision"

Preference Conclusions

4. Residential Types & Building Heights

- Residential Over Commercial Favored
- Lower Scale Residential Favored
- Maintain St. Armands "low scale" Building
- *NO High Rise over Six or Seven Stories!*



5. Architectural Style

- Variety of "Florida" Styles is Accepted
- Provide Buildings with Architectural Detailing
- Canopies and Arcades Favored
- Mediterranean Style Favored
- *NO Federal Style or Provincial Style Buildings!*



Level 1



Rediscovering the St. Armands "Vision"

Questionnaire Methodology

Level 2 Community Input

Community Question and Response Form

- Rated each "Concern" from 1 (Low) to 5 (High)
- 86 Total Responses
- Merchants/Land Owner Concerns
- Residents Concerns - ?? Responses

Merchant Surveys

- St. Armands Merchant Survey during Jazz Festival
- SPG Merchant Surveys (?? Responses)
- Merchant Concerns & Desires for St. Armands

Level 2

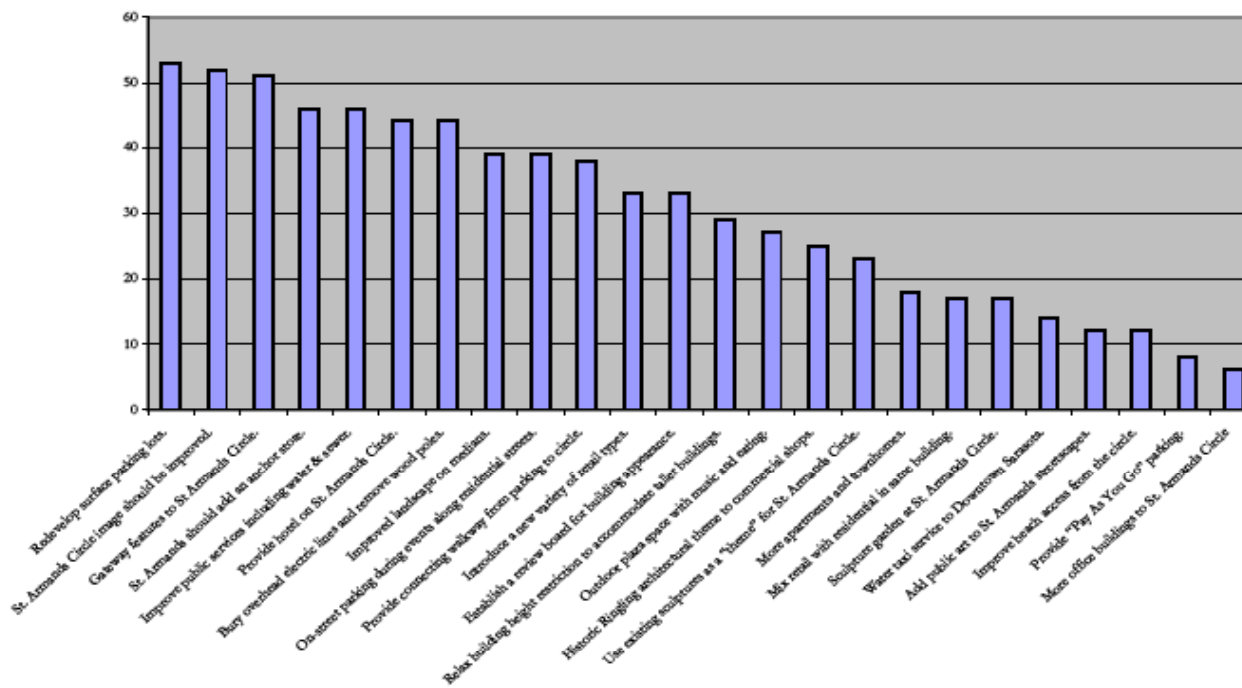




Rediscovering the St. Armands "Vision"

Questionnaire Results - Merchants/L.O.

Survey Results
Highest Priority for Merchants and Land Owners



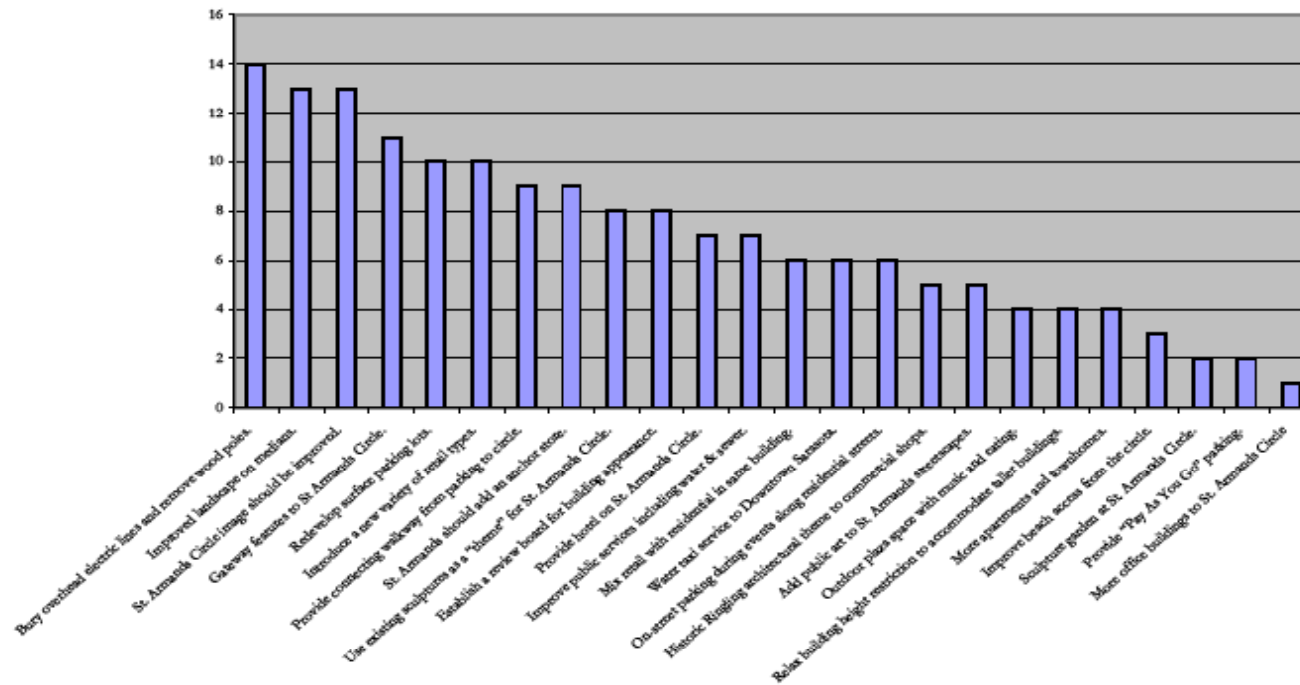
Level 2



Rediscovering the St. Armands "Vision"

Questionnaire Results - Residents

Survey Results
Highest Priority for Residents



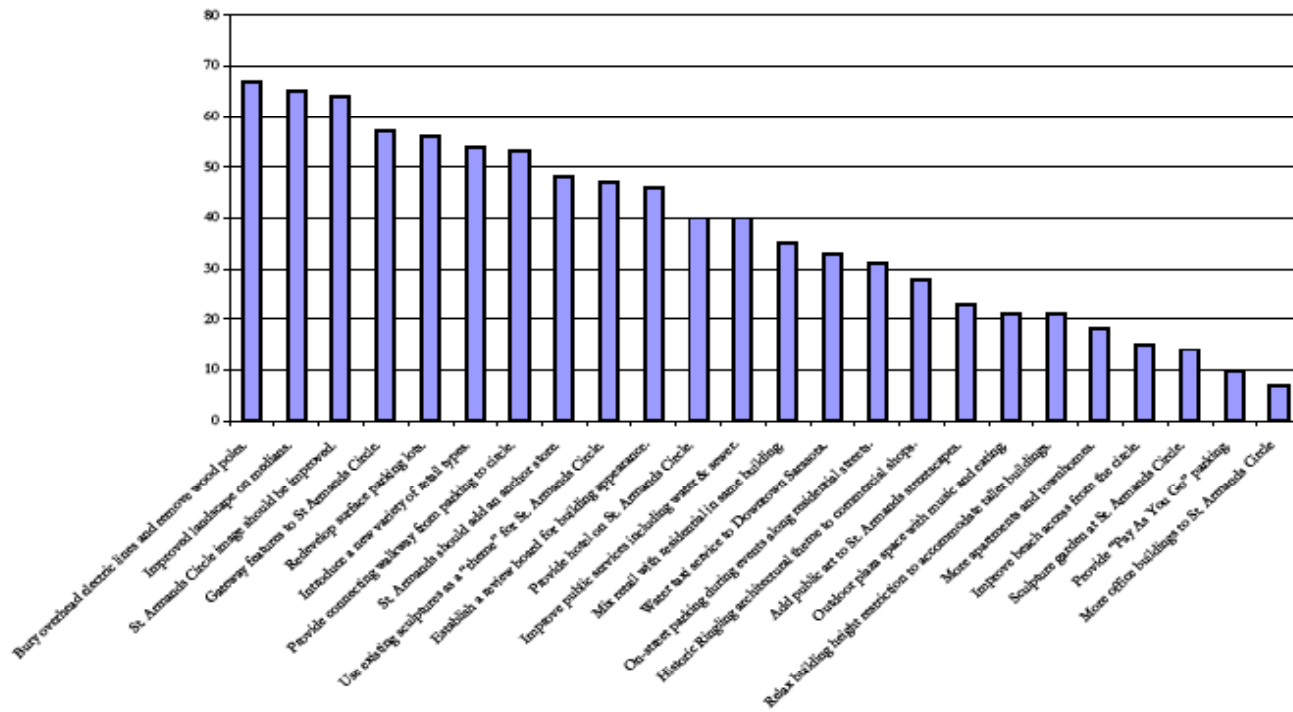
Level 2



Rediscovering the St. Armands "Vision"

Questionnaire Results - Combined

Survey Results
for Residents + Merchants + Land Owners



Level 2





Rediscovering the St. Armands "Vision"

Questionnaire Results – *Common Goals!*

Residents Top 5

1. Bury Overhead Electric Lines
2. Improve Landscape Medians
3. ***St. Armands Image Should be Improved***
4. ***Add Gateway Features to St. Armands***
5. ***Redevelop Surface Parking Lots***

Merchants/Land Owners Top 5

1. ***Redevelop Surface Parking Lots***
2. ***St. Armands Image Should be Improved***
3. ***Add Gateway Features to St. Armands***
4. St. Armands should add an anchor stor
5. Improve Public Services including water/ sewer

Level 2





Rediscovering the St. Armands "Vision"

Written Comments Methodology

Level 3 Community Input

- Written Comments gathered from the Questionnaires
- Written Comments gathered via e-mail
- "Vision for the Master Plan for St. Armands C.T. District"

Level 3





Rediscovering the St. Armands "Vision"

Written Comments Methodology

Level 3 Community Input

ALL Comments were placed in the following 4 General Categories:

- Parking Evaluation & Connectivity
- Wayfinding & Signage
- Design Guidelines/ Aesthetics
- Redevelopment Opportunities

Level 3





St. Armands Circle

Parking Evaluation & Connectivity



 LINCKS & ASSOCIATES, INC.
Engineers – Planners
Tampa, Florida





Rediscovering the St. Armands "Vision"

Parking Evaluation & Connectivity

Level 3 Community Input

Written Comments – Questionnaire

- Need additional parking
- Improve maintenance
- Improve pedestrian connectivity
- Improve vehicular connectivity to Long Boat Key and mainland
- Service circulation needs to be improved
- Maintain existing curb line
- Improve pedestrian safety
- Provide bicycle amenities

Level 3





Rediscovering the St. Armands "Vision"

Parking Evaluation & Connectivity

Level 3 Community Input

Written Comments – E-mail

- Add parking to gold and aqua quadrants
- Remove parking from circle and expand sidewalks
- No parking on residential streets, create a piazza
- Improve landscape medians
- Provide connecting walkways to tree circle
- No water taxi near residential
- Provide traffic calming measures

Level 3





Rediscovering the St. Armands "Vision"

Parking Evaluation & Connectivity

Level 3 Community Input

A Vision for the Master Plan for St. Armands C.T. District

- Eliminate or reduce pass through 9/7/04 traffic on residential streets
- Support mass transit to circle
- Screen parking
- Neck outs at corners
- Improve service vehicle circulation
- Provide additional parking
- Improve pedestrian connectivity
- Provide shuttle for parking to shops / beach
- Provide designated employee parking areas
- Provide "over flow" areas for parking
- Organize median parking
- Angle parking on roads to St. Armands
- Investigate surface parking opportunities within study areas
- Shuttle to Lido Beach / pool parking area
- Provide HOV incentives

Level 3





Rediscovering the St. Armands "Vision"

Connectivity

Level 3 Community Input

Implementation Strategy ...

Improve Vehicular Connectivity

- Hierarchy of transit w/ water taxi and small trolleys
- Valet Parking stations
- Traffic Lane reconfigure

Improve Service Circulation

- Alley clean-up design
- Service vehicle parking / screening
- Employee parking in service "Zone"



Existing Land Use & Connectivity





Rediscovering the St. Armands "Vision"

Proposed Land Use & Connectivity





Rediscovering the St. Armands "Vision"

Connectivity

Level 3 Community Input

Implementation Strategy ...

Provide Bicycle Amenities

- Bike parking areas
- MURT lanes

Improve Pedestrian Circulation

- Cross-walk improvements
- Adopt Level of Service (LOS) Standards for pedestrians
- Provide cut-throughs parking to circle



Rediscovering the St. Armands "Vision"

Connectivity





Rediscovering the St. Armands "Vision"

Connectivity





Rediscovering the St. Armands "Vision"

Parking Evaluation

Level 3 Community Input

Implementation Strategy ...

Parking Scenarios

Parking Scenario 1 - Surface Parking Only as a Phase 1?

- Find parking that may be hidden
- Add surface parking
- Alternatives for event grass parking

Parking Scenario 2 - Parking Garage(s)

- Parking structure (min 500 spaces) small quad only
- Same but large quad only
- Split between each



Rediscovering the St. Armands "Vision"

Parking Demand - Surveys

Day	Date	Time	Occupied Spaces	Peak Season Demand (1)
Friday	5/30/08	8:00 PM	796	1,035
Saturday	5/31/08	8:00 PM	834	1,084
Sunday	6/1/08	2:00 PM	650	845

(1) Assume increase of 30% over May count.



Parking Demand - Event

Event	Day	Date	Time	Occupied Spaces	Peak Season Demand (1)
Smooth Jazz	Friday	5/23/08	8:00 PM	1,114	1,337

(1) Assume increase of 20% over May count.



Code Required Parking

Land Use	Size	Parking Rate (1)	Required Spaces
Retail	400,000 SF	1 space / 350 SF	1,143 spaces

(1) Based on Section VII – 206 (4) of the City of Sarasota Code.



PARKING DEMAND SUMMARY

Existing Spaces	Peak Parking Demand - Normal	Peak Parking Demand - Event	Code Requirement
1,050	1,084	1,337	1,143
Deficient	<34>	<287>	<93>



PARKING GOAL

Existing Spaces	Peak Parking Goal – Normal (1)	Peak Parking Goal – Event (1)
1,050	1,200	1,500
Deficient	<150>	<450>

(1) Increase peak demand by 10%



PARKING OPTIONS

- Restripe existing roadways / lots
- Construct parking garage



Residents Association Report





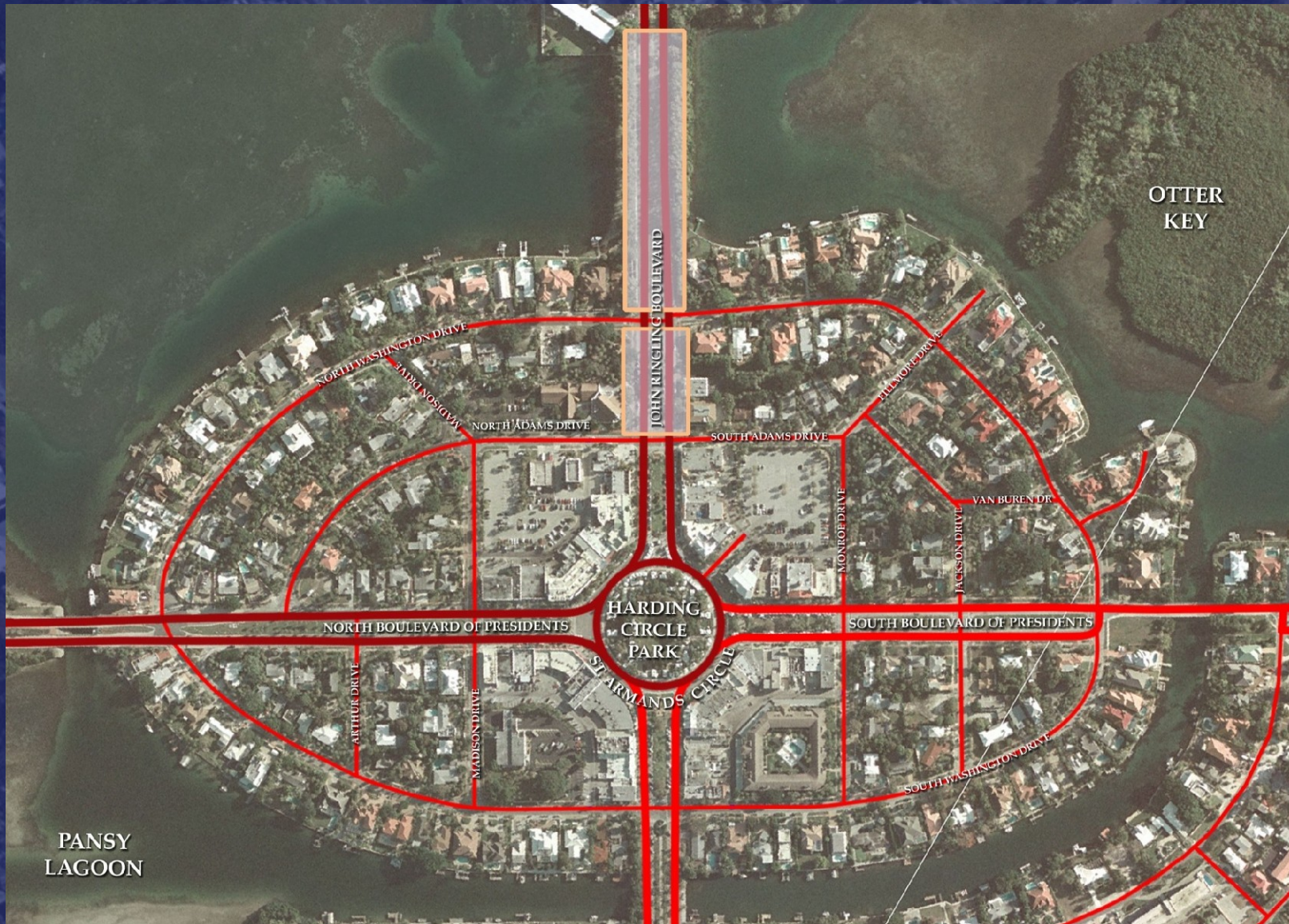
Parking Study Areas





RESIDENTS ASSOCIATION REPORT

- Coon Key Recommendations –
 - Parking on shoulder versus median

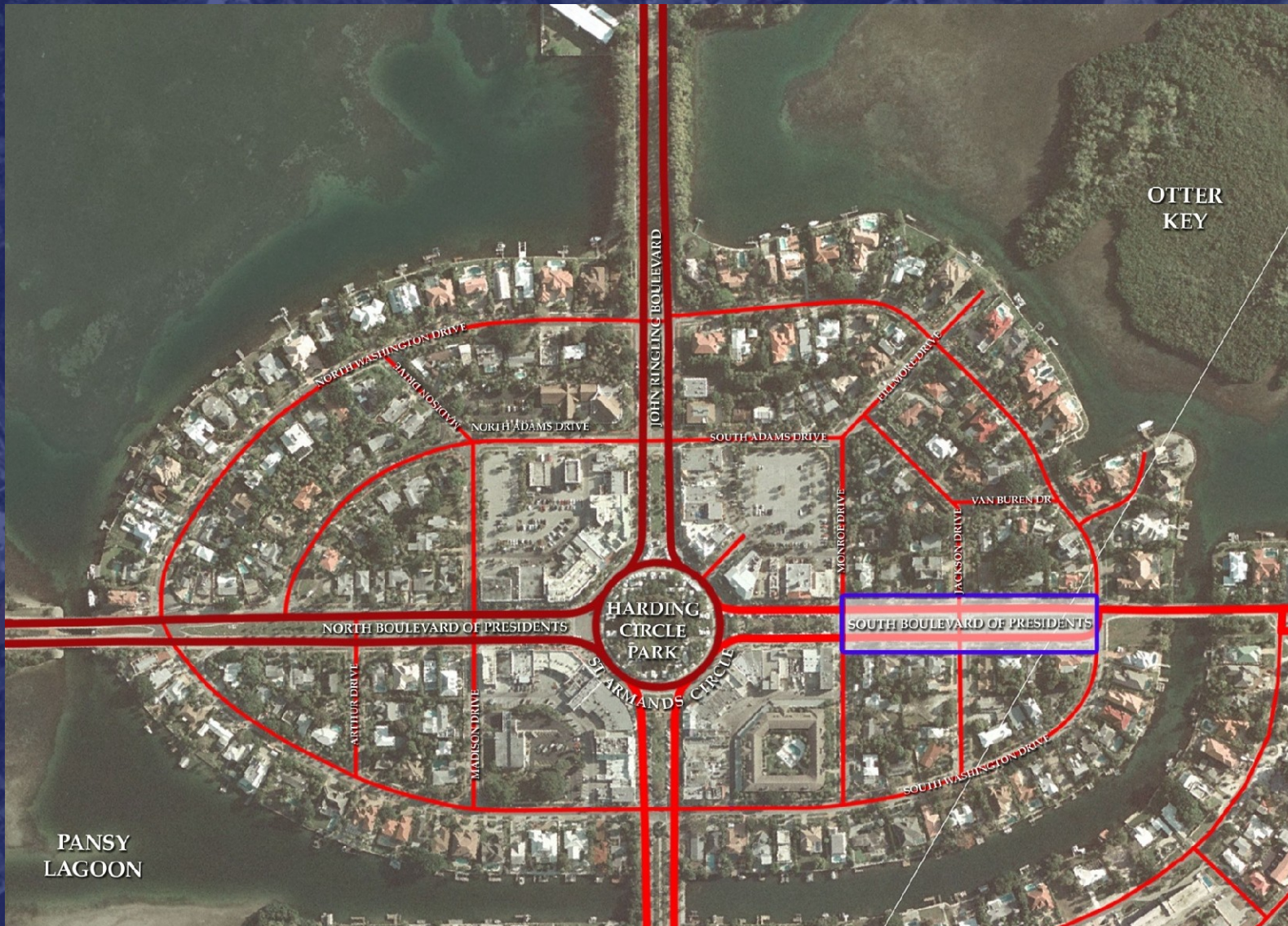


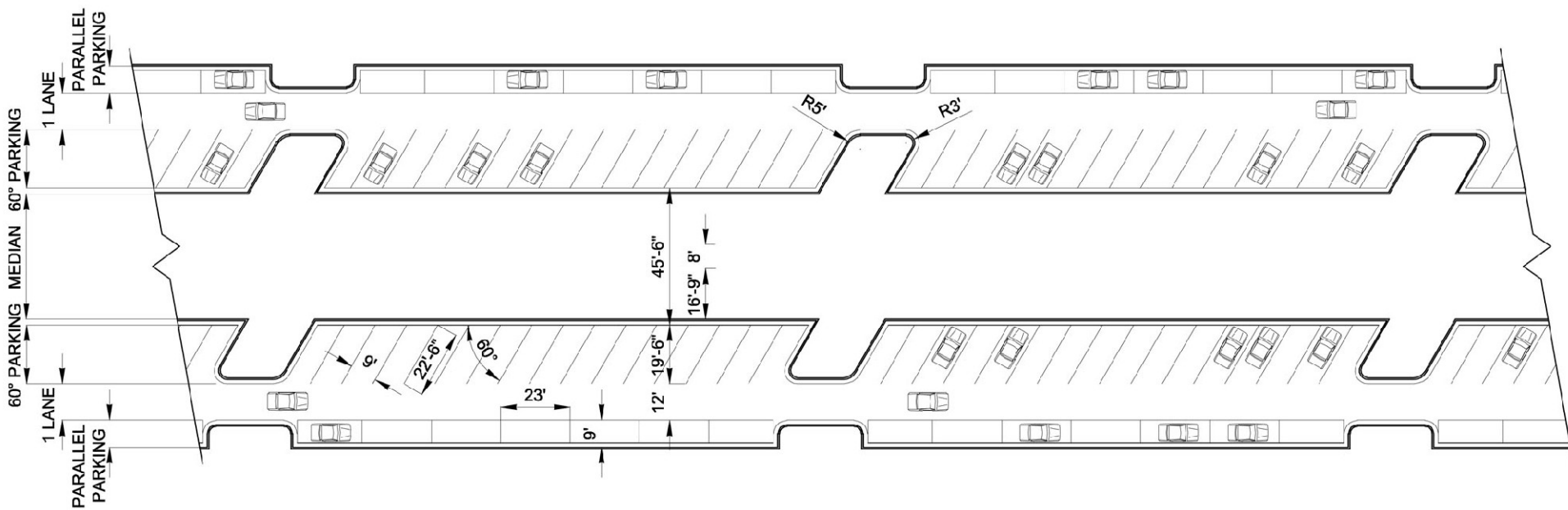


RESIDENTS ASSOCIATION REPORT

- South Boulevard of Presidents Recommendations –
(between Monroe Dr. and South Washington Dr.)
 - Add Angled Spaces







SOUTH BOULEVARD OF THE PRESIDENTS





RESIDENTS ASSOCIATION REPORT

- Shuttle service from Lido pool parking lot.







RESIDENTS ASSOCIATION REPORT

- High Occupancy Vehicle (HOV) awards

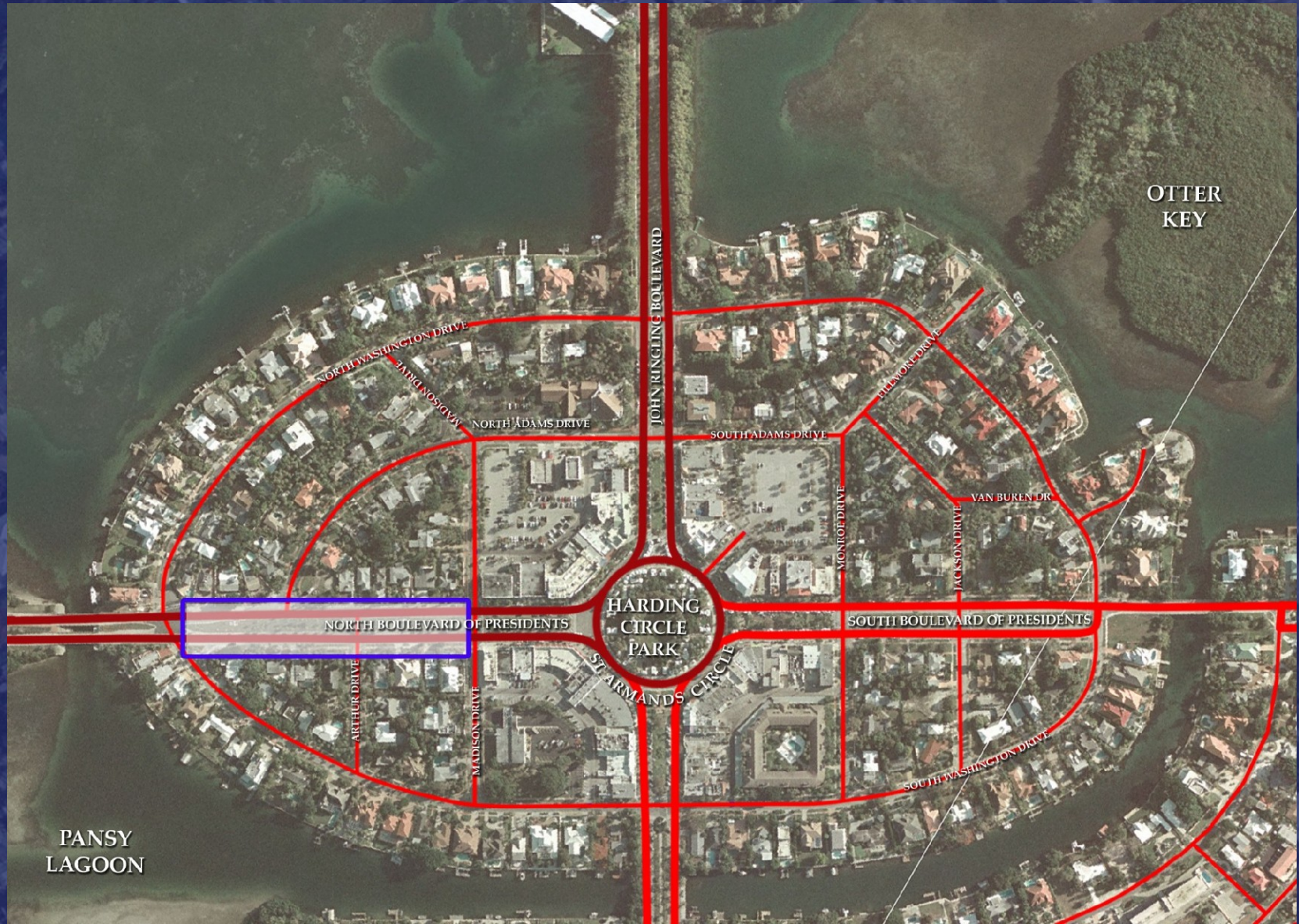




RESIDENTS ASSOCIATION REPORT

- North Boulevard of Presidents Recommendations –
(between Madison Dr. and North Washington Dr.)
 - Reduce to one lane and add angled parking





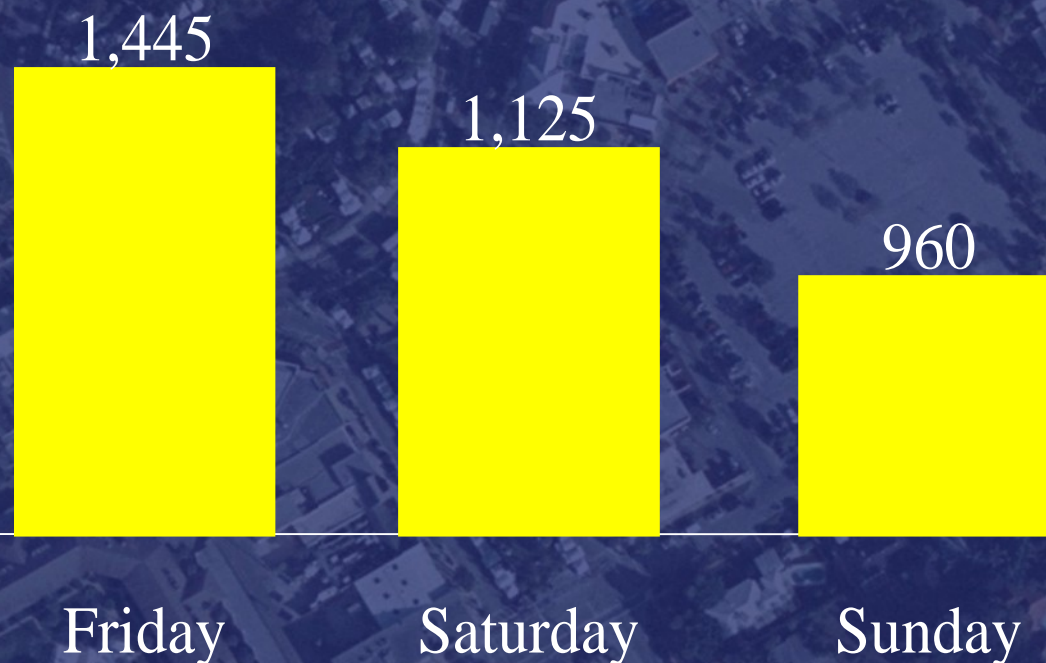


LEVEL OF SERVICE

(North Boulevard of Presidents)

LOS D – 1,560

(2 – Lane without Parking)





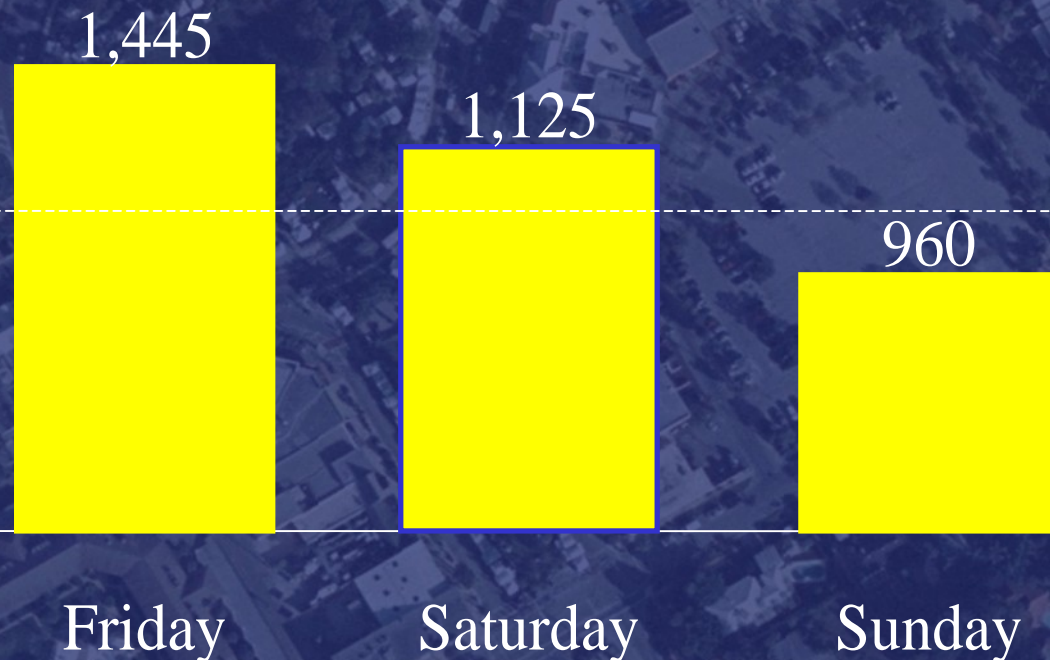
LEVEL OF SERVICE (North Boulevard of Presidents)

LOS D – 2,218

(4 – Lane with Parking)

LOS D – 1,030

(2 – Lane with Parking)

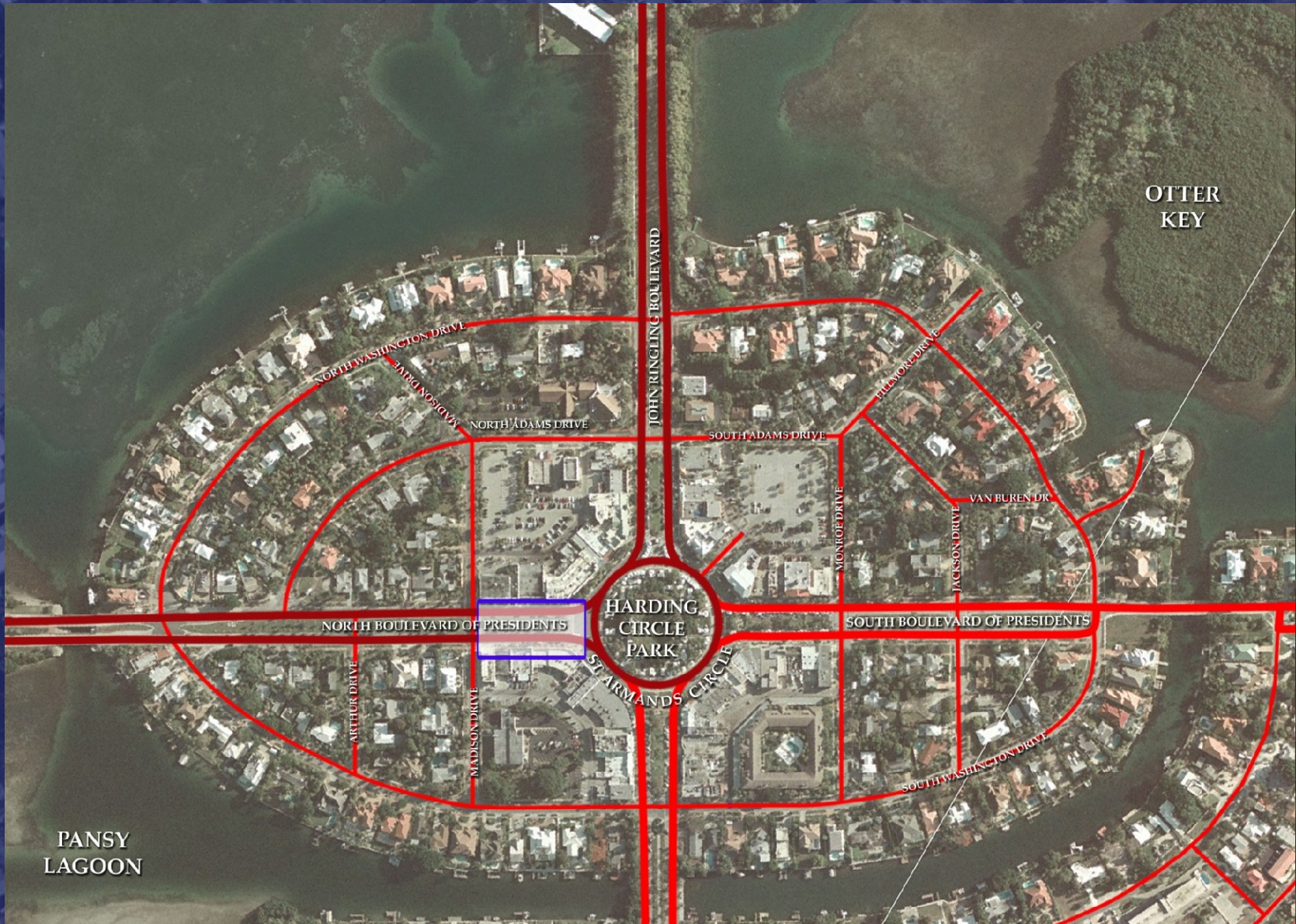




RESIDENTS ASSOCIATION REPORT

- North Boulevard of Presidents Recommendations –
(between Madison Dr. and St. Armands Circle)
 - Reduce to one lane and add angled parking



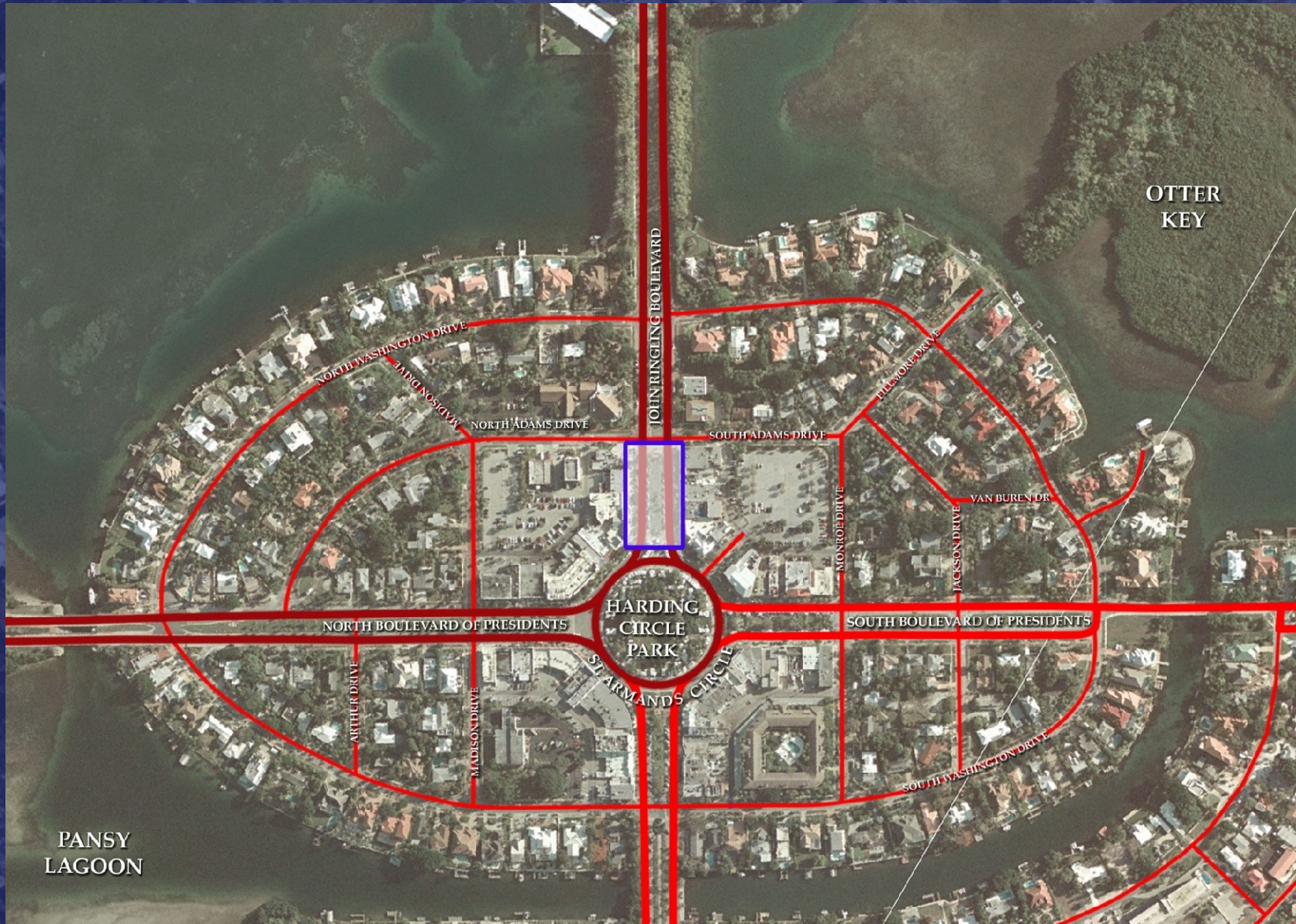


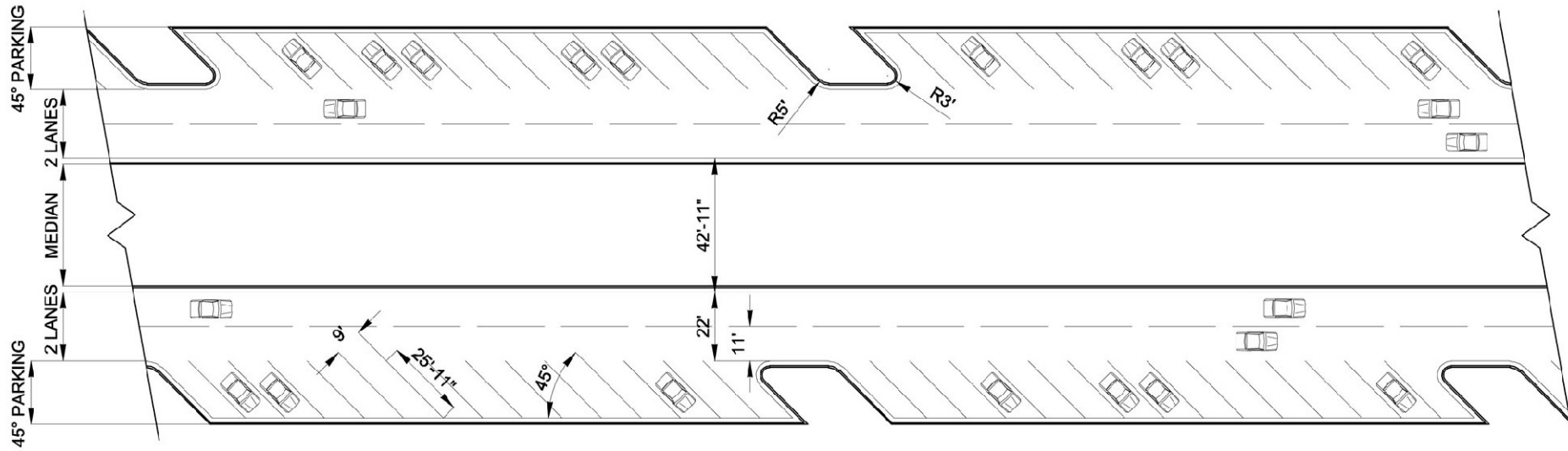


RESIDENTS ASSOCIATION REPORT

- John Ringling Boulevard Recommendations –
 - Eliminate parallel parking and add angled parking







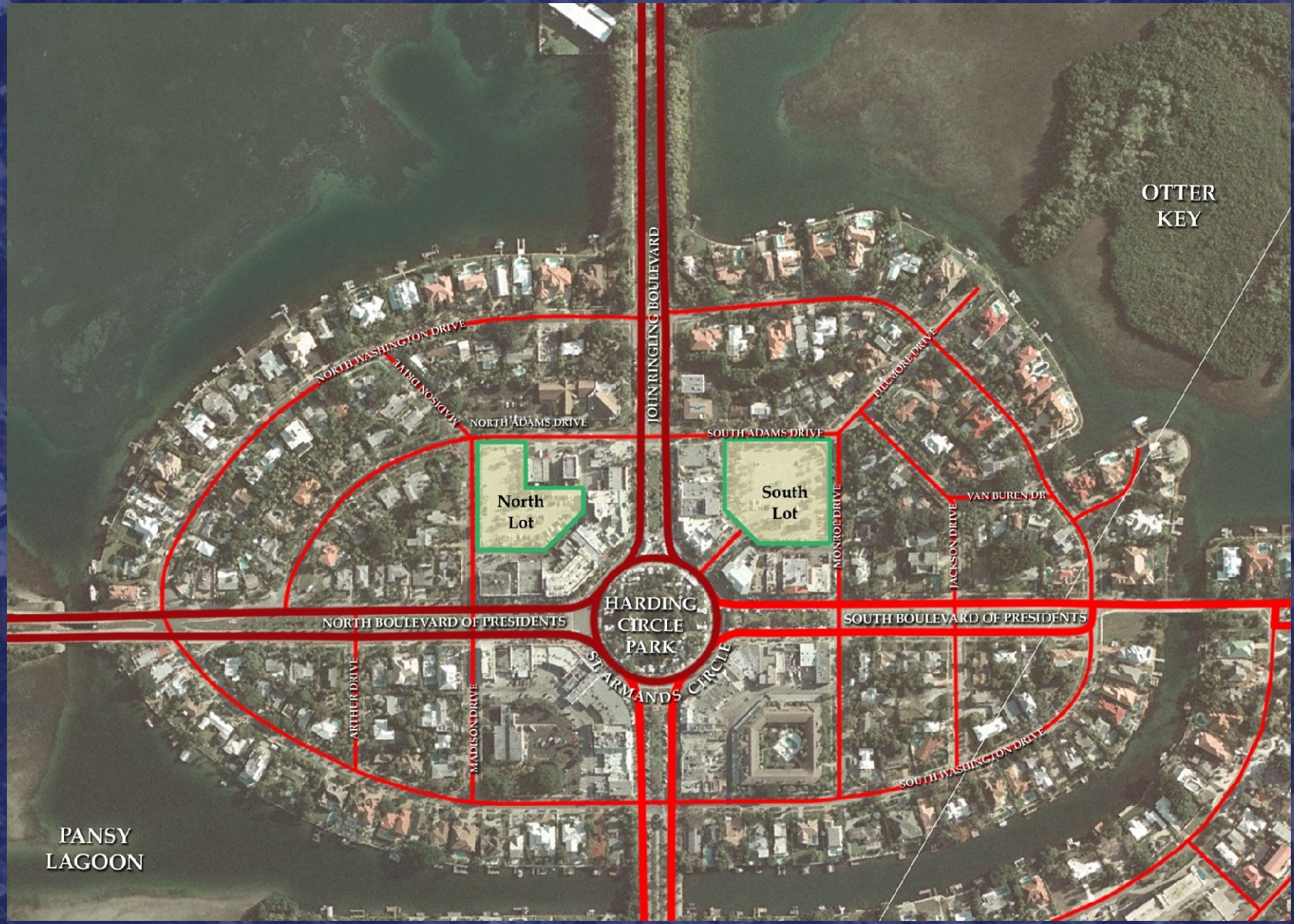
JOHN RINGLING BOULEVARD





PARKING GARAGE

- North Lot
 - 3 Levels - 394 spaces
- South Lot
 - 3 Levels - 188 spaces





RECOMMENDATIONS

- Short Term -
 - Restripe areas to pick up additional spaces
 - Conduct parking surveys during peak period to document existing parking demand
 - Estimate peak demand
 - Build safety factor for future growth
- Long Term
 - Construct parking garage



PARKING SUMMARY

Location	Temp. Spaces	Perm. Spaces	Total Spaces
Existing	0	1,050	1,050
John Ringling Blvd. Shoulder	100	0	100
S. Blvd. of Presidents	0	50	50
N. Blvd. of Presidents	0	40	40
Lido Pool	400	0	400
North Parking Garage	0	394	394
South Parking Garage	0	188	188
Total			2,222



St. Armands Circle

Wayfinding & Signage



 LINCKS & ASSOCIATES, INC.
Engineers – Planners
Tampa, Florida





Rediscovering the St. Armands "Vision"

Wayfinding & Signage

Level 3 Community Input

Written Comments – Questionnaire

- Signage is inadequate
- Provide wayfinding in advance of St. Armands Circle
- Gateways required for:
 - Primary – J.R. Causeway
 - Secondary – Long Boat Key
- Streetscape Improvements to all 4 roads
- Pedestrian signs must be improved
- Stationary locations should be highlighted

Level 3





Rediscovering the St. Armands "Vision"

Wayfinding & Signage

Level 3 Community Input

Implementation Strategy ...

Gateways, Directional, informational signage description

- Wayfinding / Signage – Scenario 1
Vehicular wayfinding

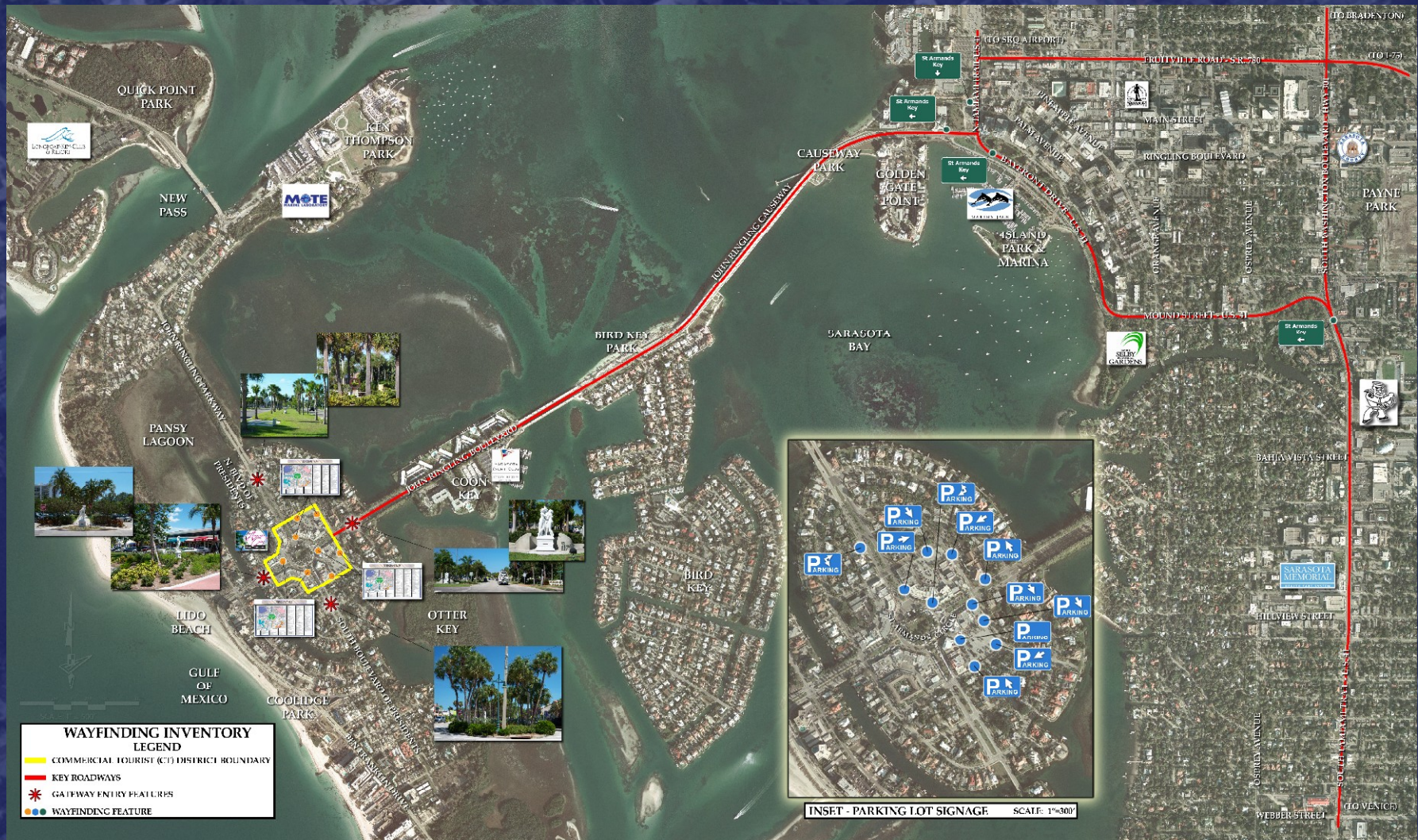
- Wayfinding / Signage – Scenario 2
Pedestrian wayfinding

Level 3





Rediscovering the St. Armands "Vision"





Rediscovering the St. Armands "Vision"



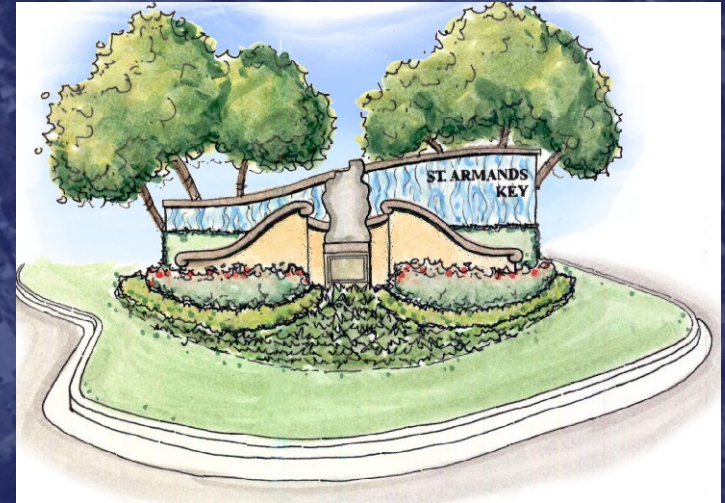


Rediscovering the St. Armands "Vision"

Wayfinding & Signage

Existing

Improved





Rediscovering the St. Armands "Vision"

Wayfinding & Signage

Plan View



Elevation



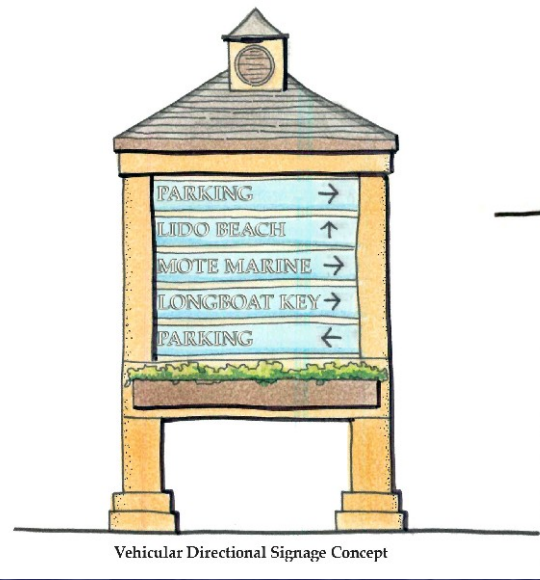
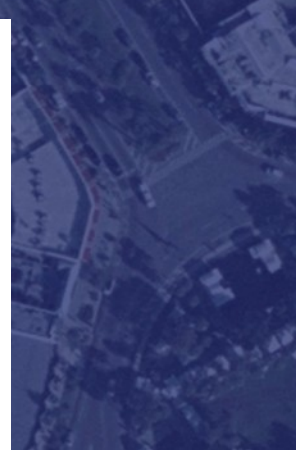


Rediscovering the St. Armands "Vision"

Wayfinding & Signage



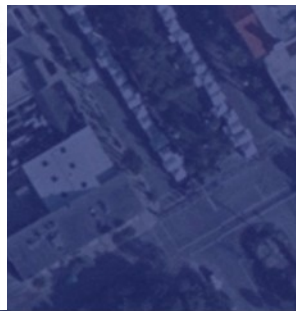
Pedestrian Signage Concept



Vehicular Directional Signage Concept



Street Signage Concept



Merchant Kiosk Concept





St. Armands Circle

Design Guidelines/ Aesthetics



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Engineers – Planners
Tampa, Florida





Rediscovering the St. Armands "Vision"

Design Guidelines/ Aesthetics

Level 3 Community Input

Written Comments – Questionnaire

- Building height moderation
- Maintain St. Armands Image
- Architectural consistency
- Consistent streetscape elements and theme
- Add and improve benches & trash receptacles
- Lighting is inadequate
- Paving needs improvement
- Organize streetscape elements and simplify
- Develop consistent landscape palette
- Consistent colors and textures
- Create architectural review board
- Bury overhead power lines

Level 3





Rediscovering the St. Armands "Vision"

Design Guidelines/ Aesthetics

Level 3 Community Input

Written Comments – E-mail

- Add awnings to building on circle
- Create St. Armands brand or theme
- Provide aesthetic streetscape improvements
- Improve statue displays with landscape / hardscape

“Vision Master Plan for St. Armands – CT District”

- Preserve historic character
- Add streetscape trees to median
- Consistent streetscape pavement colors
- Streetscape improvements with St. Armands brand

Level 3





Rediscovering the St. Armands "Vision"

Design Guidelines/ Aesthetics

Level 3 Community Input

Implementation Strategy ...

Design Guidelines and Branding

- Follow Commercial Tourism "CT" zoning requirements
- Make brand defensible
- Create "Architectural Design Manual"
- Design review board for improvements

Design "Branding"

- Create a unified St. Armands Image "Branding"
- Historic motif from original Ringling plans
- Color and texture consistency
- Define "Brand" for St. Armands



Rediscovering the St. Armands "Vision"

St. Armands Image...





Rediscovering the St. Armands "Vision"

Design Controls – New Construction





Rediscovering the St. Armands "Vision"

Design Guidelines/ Aesthetics

Level 3 Community Input

Implementation Strategy ...

Streetscape Improvements

Proto-typical streetscape design for St. Armands

Streetscape elements – “Cut Sheets”

Consistent Archway Design for pass-throughs

Pocket Park areas and stationary enhancements

Landscape Enhancements

Master Landscape Plan for tree planting

Median Landscape Improvements

Fixed Planters & Hanging Baskets on streetscape



Rediscovering the St. Armands "Vision"

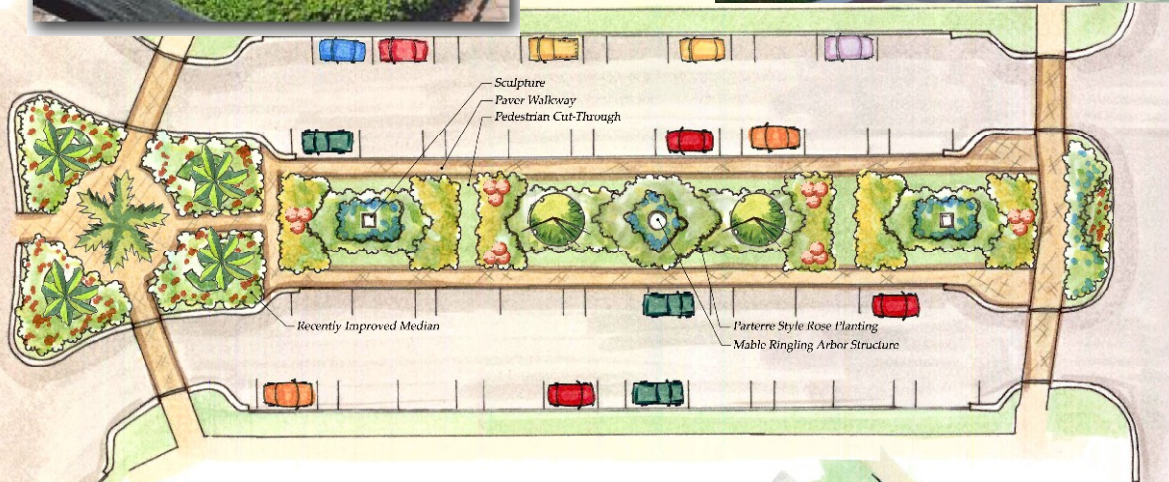
Existing Medians





Rediscovering the St. Armands "Vision"

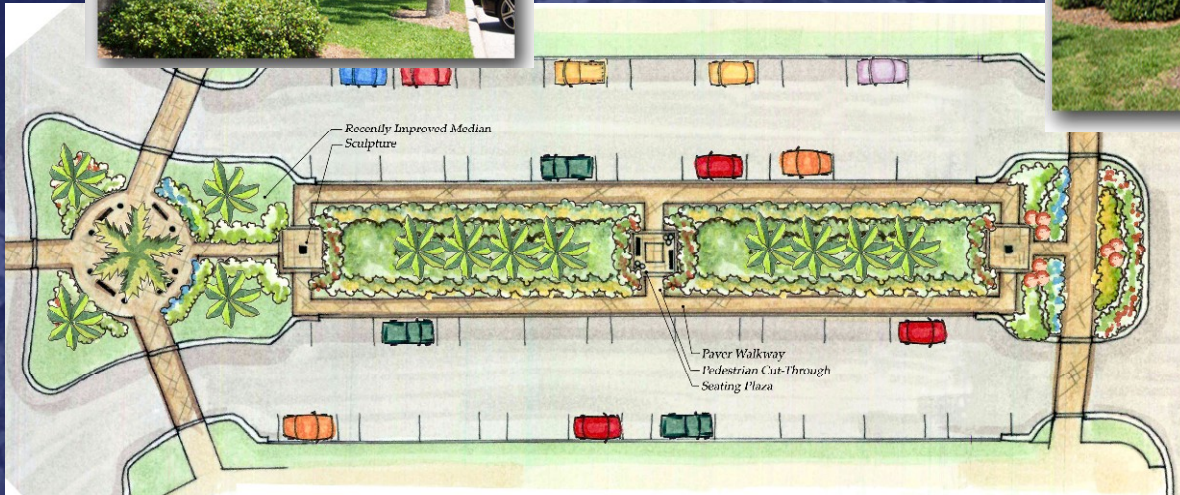
Median Concepts





Rediscovering the St. Armands "Vision"

Median Concepts





Rediscovering the St. Armands "Vision"

Existing Alleys/Pedestrian Interface



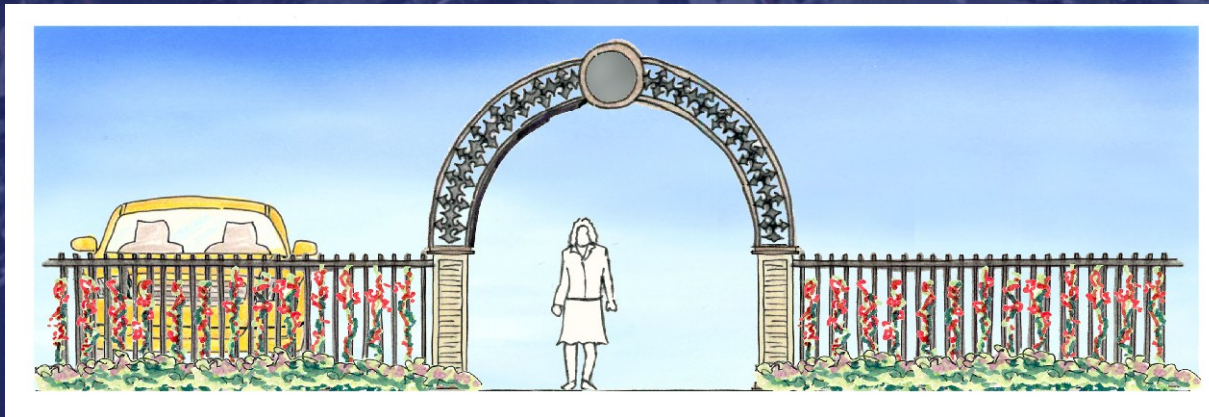


Rediscovering the St. Armands "Vision"

Proposed Alleys/Pedestrian Interface

Plan View – Pedestrian Interface

Proposed Elevation – Pedestrian Connection





Rediscovering the St. Armands "Vision"

Proposed Alleys/ Pedestrian Interface

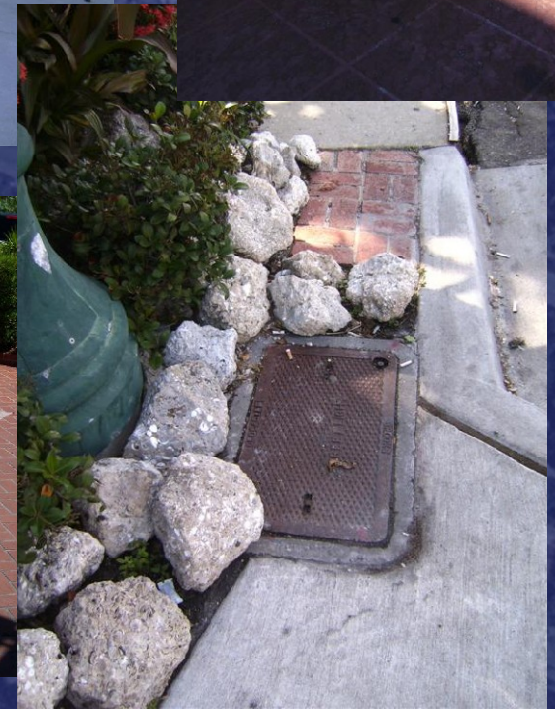
Improved Alley Examples





Rediscovering the St. Armands "Vision"

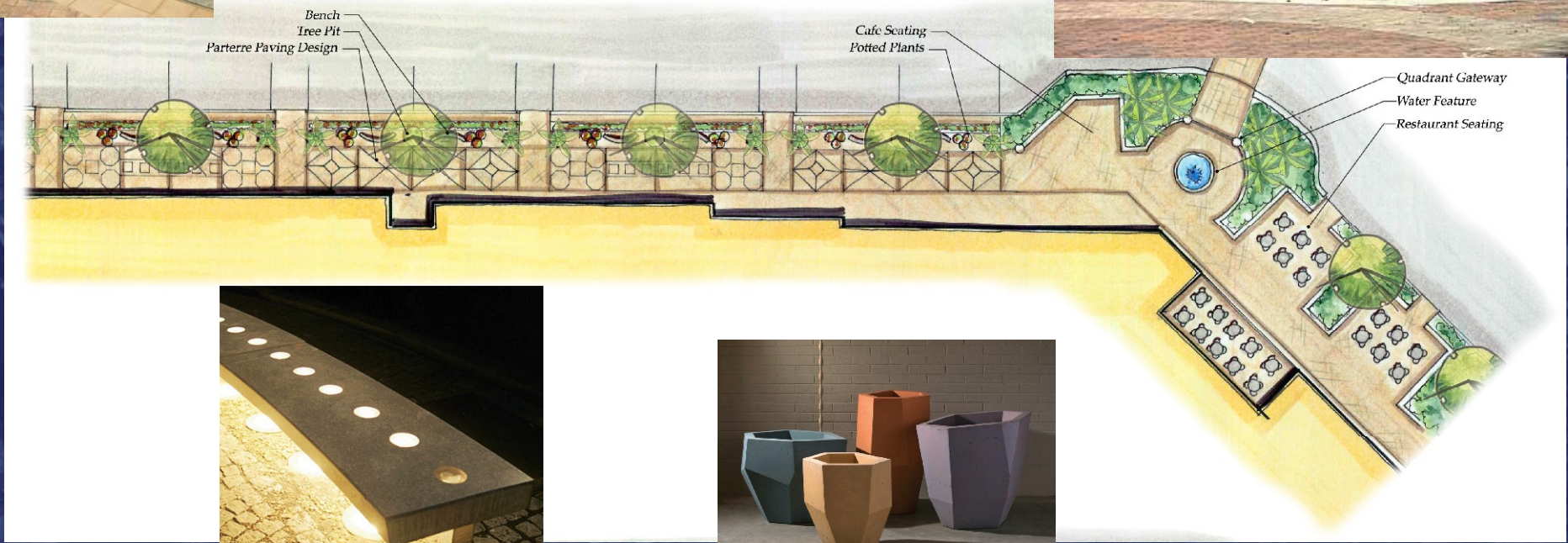
Existing Streetscape





Rediscovering the St. Armands "Vision"

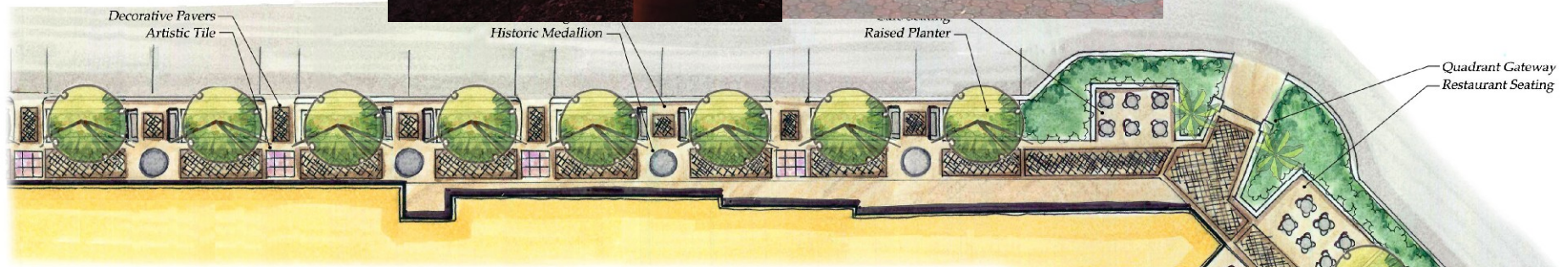
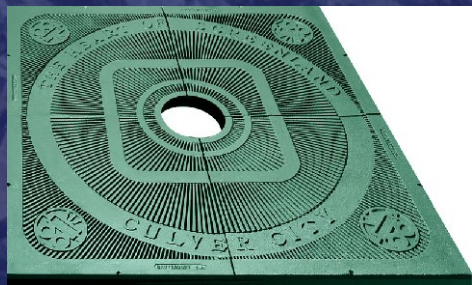
Proposed Alleys/ Pedestrian Interface





Rediscovering the St. Armands "Vision"

Proposed Alleys/ Pedestrian Interface





Rediscovering the St. Armands "Vision"

Redevelopment Opportunities

Level 3 Community Input

Written Comments – Questionnaire

- Need public restrooms
- Small boutique – style hotel acceptable
- Mixed-use development is acceptable
- Residential use O.K. and adds customers
- Redevelop surface parking lots
- Decline in retail uses and turn over
- Building height dependent development

Level 3





Rediscovering the St. Armands "Vision"

Redevelopment Opportunities

Level 3 Community Input

Written Comments – E-mail

- Need public restrooms
- Redevelop surface parking lots could be helpful
- High rise buildings not in keeping with St. Armands vision for the Master Plan for St. Armands CT District
- Significant retail competition in Sarasota
- Develop ties with Ringling Museum
- Incorporate visitors center with public restrooms

Level 3





Rediscovering the St. Armands "Vision"

Redevelopment Opportunities

Level 3 Community Input

Implementation Strategy ...

Redevelopment Node # 1 – Aqua Quadrant

Phase 1 – Clean up and refurbish

Phase 2 – Parking Garage, multi-level

Phase 3 – Add Structure above parking

Redevelopment Node # 2 – Gold Quadrants

Phase 1 – Clean up and refurbish service

Phase 2 – Parking Garage, multi-level

Phase 3 – Add Structure above parking





Rediscovering the St. Armands "Vision"

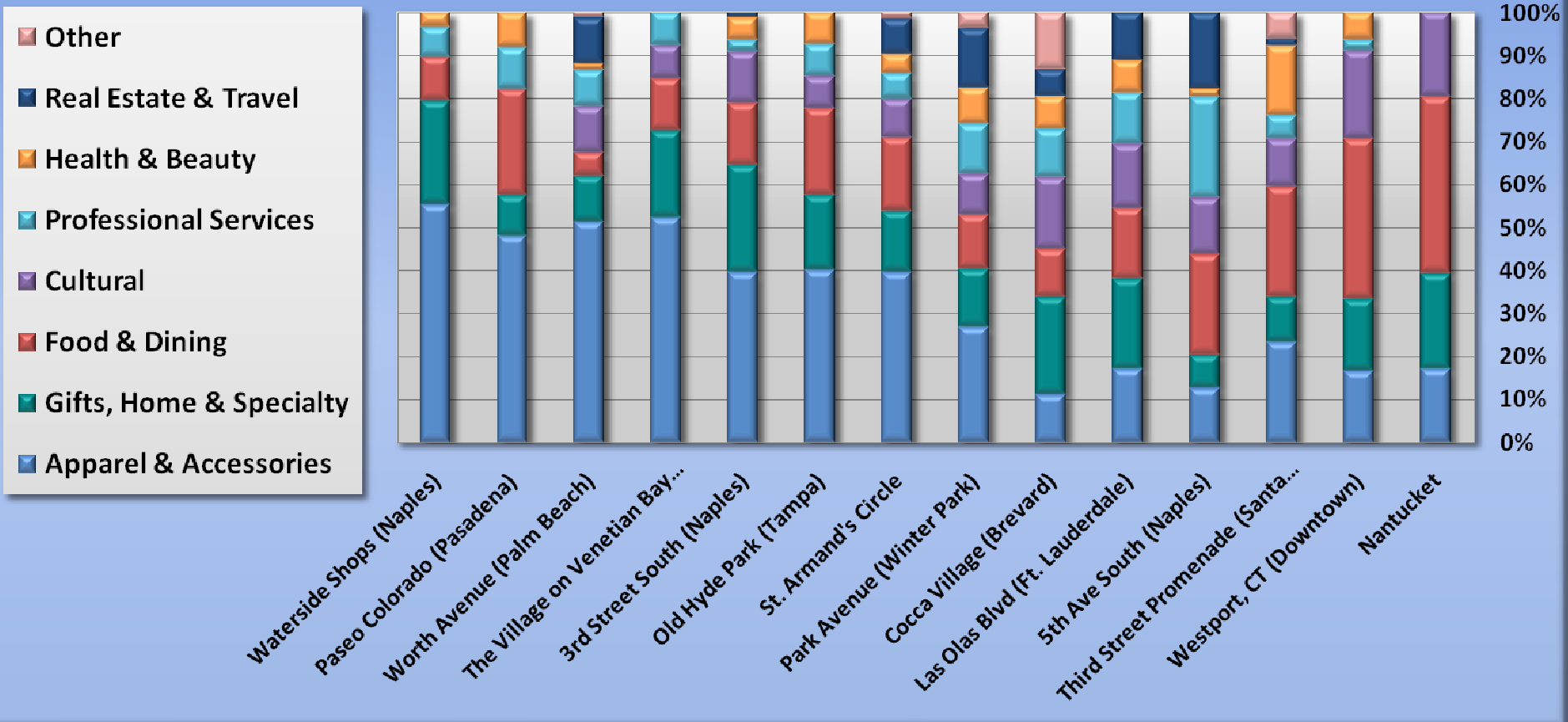
Opportunity Analysis





Rediscovering the St. Armands "Vision"

Retail Mix of Comparable Areas, Detailed

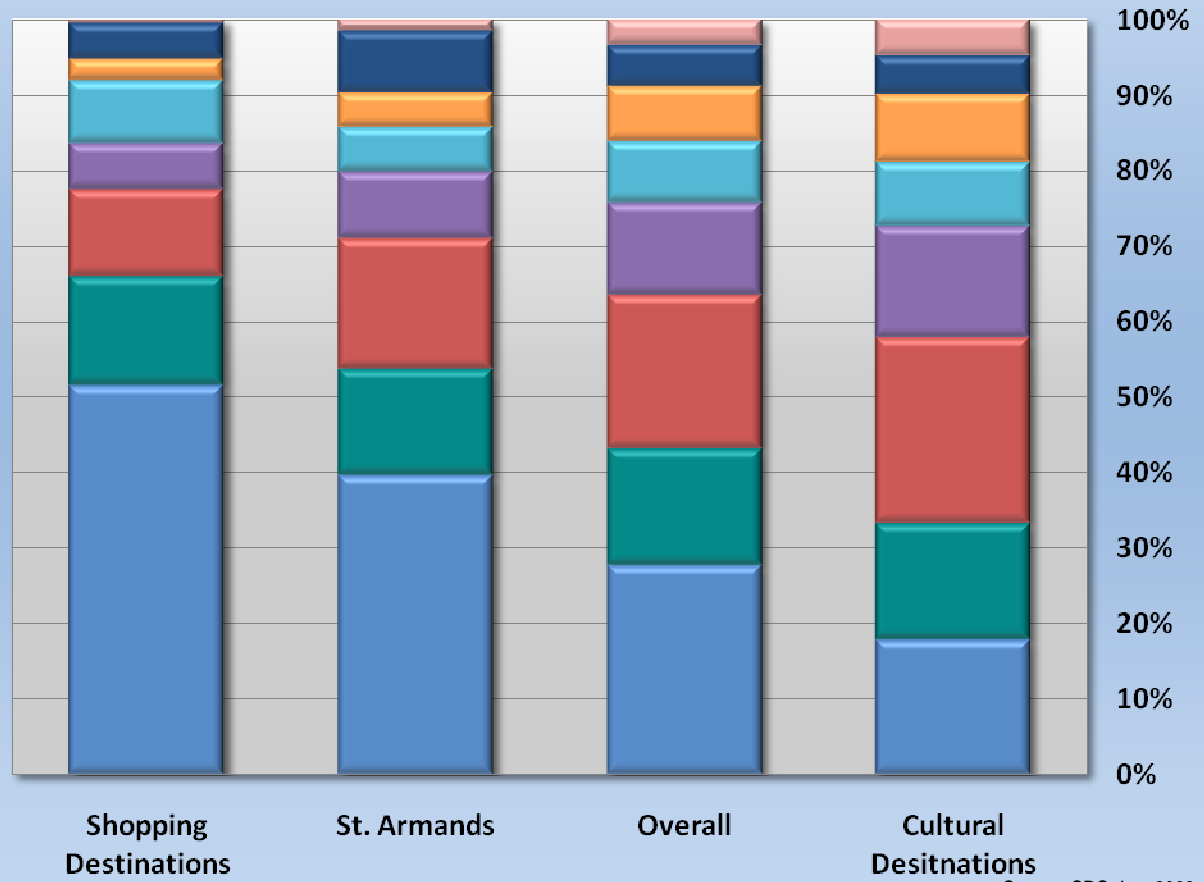




Rediscovering the St. Armands "Vision"

Average Retail Mix of Comparable Areas

- Other
- Real Estate & Travel
- Health & Beauty
- Professional Services
- Cultural
- Food & Dining
- Gifts, Home & Specialty
- Apparel & Accessories



Source: SPG, Inc. 2008





Rediscovering the St. Armands "Vision"

Retail GAP Analysis at a 3-mile radii

Retail Store Type	Demand (Consumer Expenditures)	Supply (Retail Sales)	Gap or (Surplus)
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 47,380,487	\$ 16,883,391	\$ 30,497,096
Department Stores Excl Leased Depts-4521	\$ 30,811,064	\$ 962,619	\$ 29,848,445
Household Appliances Stores-443111	\$ 2,166,606	\$ 495,706	\$ 1,670,900
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 1,292,719	\$ 24,661	\$ 1,268,058
Hobby, Toys and Games Stores-45112	\$ 2,414,991	\$ 1,238,653	\$ 1,176,338
Prerecorded Tapes, CDs, Record Stores-45122	\$ 765,179	\$ 5,889	\$ 759,290
Special Foodservices-7223	\$ 3,747,373	\$ 3,087,581	\$ 659,792
Florists-4531	\$ 1,258,916	\$ 630,531	\$ 628,385
Luggage and Leather Goods Stores-44832	\$ 351,176	\$ -	\$ 351,176
News Dealers and Newsstands-451212	\$ 121,438	\$ -	\$ 121,438
Men's Clothing Stores-44811	\$ 1,060,322	\$ 1,008,648	\$ 51,674
Clothing Accessories Stores-44815	\$ 484,443	\$ 768,790	\$ (284,347)
Childrens, Infants Clothing Stores-44813	\$ 749,667	\$ 1,528,731	\$ (779,064)
Optical Goods Stores-44613	\$ 1,042,393	\$ 2,098,217	\$ (1,055,824)
Home Furnishing Stores-4422	\$ 7,797,362	\$ 9,145,323	\$ (1,347,961)
Drinking Places -Alcoholic Beverages-7224	\$ 2,297,698	\$ 4,525,191	\$ (2,227,493)
Other Health and Personal Care Stores-44619	\$ 2,226,917	\$ 4,556,838	\$ (2,329,921)
Other Clothing Stores-44819	\$ 1,056,331	\$ 7,419,817	\$ (6,363,486)
Shoe Stores-4482	\$ 2,723,738	\$ 9,090,949	\$ (6,367,211)
Beer, Wine and Liquor Stores-4453	\$ 3,728,005	\$ 10,759,754	\$ (7,031,749)
Specialty Food Stores-4452	\$ 1,586,939	\$ 11,882,544	\$ (10,295,605)
Pharmancies and Drug Stores-44611	\$ 29,457,968	\$ 47,331,334	\$ (17,873,366)
Limited-Service Eating Places-7222	\$ 19,281,451	\$ 39,420,813	\$ (20,139,362)
Family Clothing Stores-44814	\$ 8,710,597	\$ 28,959,045	\$ (20,248,448)
Jewelry, Luggage, Leather Goods Stores-4483	\$ 5,278,513	\$ 26,886,886	\$ (21,608,373)
Jewelry Stores-44831	\$ 4,927,335	\$ 26,886,886	\$ (21,959,551)
Full-Service Restaurants-7221	\$ 21,344,988	\$ 47,114,402	\$ (25,769,414)
Women's Clothing Stores-44812	\$ 4,003,843	\$ 33,296,259	\$ (29,292,416)
Clothing Stores-4481	\$ 16,065,203	\$ 72,981,289	\$ (56,916,086)
Clothing and Clothing Accessories Stores-448	\$ 24,067,454	\$ 108,959,125	\$ (84,891,671)



Rediscovering the St. Armands "Vision"

Retail GAP Analysis at a 3, 5 and 10-mile radii

Radius	3 mile	5 mile	10 mile
Retail Store Type	Gap or (Surplus)		
Supermarkets, Grocery (Ex Conv) Stores-44511	\$ 30,497,096	\$ 30,305,224	\$ (186,736,004)
Department Stores Excl Leased Depts-4521	\$ 29,848,445	\$ 18,958,445	\$ (390,900)
Household Appliances Stores-443111	\$ 1,670,900	\$ 2,596,252	\$ (4,979,925)
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$ 1,268,058	\$ 1,561,176	\$ 5,832,241
Hobby, Toys and Games Stores-45112	\$ 1,176,338	\$ 4,366,718	\$ 11,355,802
Prerecorded Tapes, CDs, Record Stores-45122	\$ 759,290	\$ (232,608)	\$ 2,364,570
Special Foodservices-7223	\$ 659,792	\$ 2,056,736	\$ 19,810,134
Florists-4531	\$ 628,385	\$ 989,694	\$ 1,414,036
Luggage and Leather Goods Stores-44832	\$ 351,176	\$ 940,253	\$ 3,214,224
News Dealers and Newsstands-451212	\$ 121,438	\$ 369,097	\$ 1,175,816
Men's Clothing Stores-44811	\$ 51,674	\$ (5,456,234)	\$ (4,429,319)
Clothing Accessories Stores-44815	\$ (284,347)	\$ (832,027)	\$ (2,119,249)
Childrens, Infants Clothing Stores-44813	\$ (779,064)	\$ (838,926)	\$ 2,570,482
Optical Goods Stores-44613	\$ (1,055,824)	\$ (5,359,770)	\$ (9,511,347)
Home Furnishing Stores-4422	\$ (1,347,961)	\$ (45,938,120)	\$ (126,864,560)
Drinking Places -Alcoholic Beverages-7224	\$ (2,227,493)	\$ (16,932,724)	\$ (19,087,624)
Other Health and Personal Care Stores-44619	\$ (2,329,921)	\$ (8,239,764)	\$ (29,127,481)
Other Clothing Stores-44819	\$ (6,363,486)	\$ (11,622,367)	\$ (18,168,213)
Shoe Stores-4482	\$ (6,367,211)	\$ (4,278,443)	\$ (8,342,457)
Beer, Wine and Liquor Stores-4453	\$ (7,031,749)	\$ (13,359,951)	\$ 160,369
Specialty Food Stores-4452	\$ (10,295,605)	\$ (9,260,102)	\$ (3,587,208)
Pharmancies and Drug Stores-44611	\$ (17,873,366)	\$ (35,253,595)	\$ 9,632,696
Limited-Service Eating Places-7222	\$ (20,139,362)	\$ (21,130,288)	\$ 5,641,748
Family Clothing Stores-44814	\$ (20,248,448)	\$ (50,504,941)	\$ (98,541,090)
Jewelry, Luggage, Leather Goods Stores-4483	\$ (21,608,373)	\$ (26,657,237)	\$ (16,152,943)
Jewelry Stores-44831	\$ (21,959,551)	\$ (27,597,491)	\$ (19,367,166)
Full-Service Restaurants-7221	\$ (25,769,414)	\$ (50,737,535)	\$ (199,568,742)
Women's Clothing Stores-44812	\$ (29,292,416)	\$ (56,037,993)	\$ (52,287,707)
Clothing Stores-4481	\$ (56,916,086)	\$ (125,292,487)	\$ (172,975,097)
Clothing and Clothing Accessories Stores-448	\$ (84,891,671)	\$ (156,228,168)	\$ (197,470,496)





Rediscovering the St. Armands "Vision"

Opportunities

- Grocery
- National Retail (if larger space available)
- Hobby and Toys
- Special Food Services

- ✓ Hotel
- ✓ Market and Capture Beach Oriented Traffic



Rediscovering the St. Armands "Vision"

Allowable Building Volume





Rediscovering the St. Armands "Vision"

We look forward to assisting you in
Rediscovering the St. Armands "Vision"

We thank you for this opportunity!

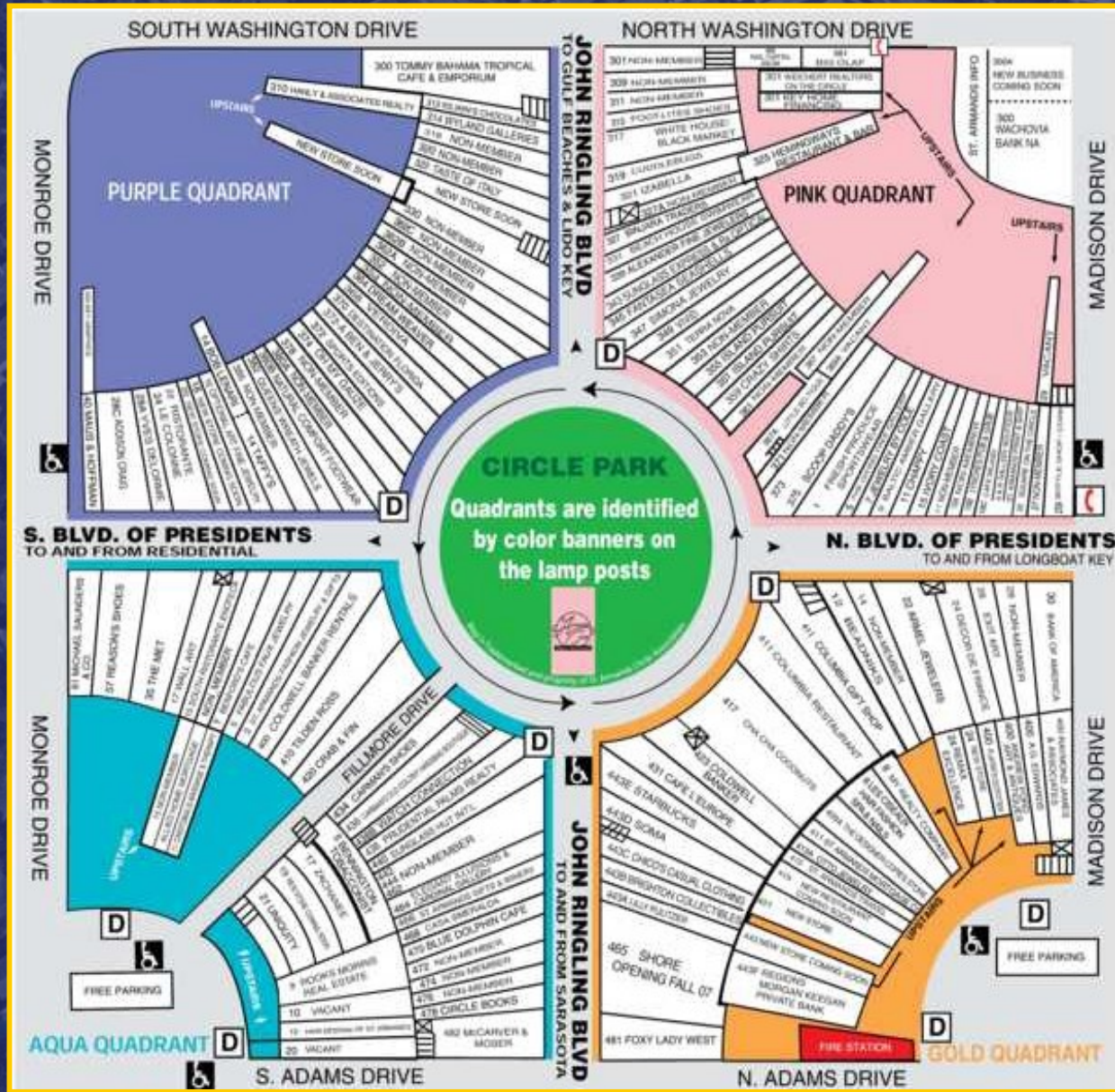
HEIDT & ASSOCIATES, INC.

LINCKS & ASSOCIATES, INC. Strategic Planning Group, Inc.





Rediscovering the St. Armands "Vision"





Rediscovering the St. Armands "Vision"

Retail Mix of Comparable Shopping Areas, Detailed

	Waterside			The Village on		3rd Street	Old Hyde	St.	Cocca	Las Olas Blvd	5th Ave	Third Street	Westport, CT	
	Shops	Paseo Colorado	Worth Avenue	Venetian Bay	South	Park	Armand's	Park Avenue	Village	(Ft.	South	Promenade (Santa	(Downtown)	Nantucket
	(Naples)	(Pasadena)	(Palm Beach)	(Naples)	(Naples)	(Tampa)	Circle	(Winter Park)	(Brevard)	Lauderdale)	(Naples)	Monica)		
Apparel & Accessories	32	35	77	34	30	16	53	28	22	23	18	100	13	26
Gifts, Home & Specialty	14	7	16	13	19	7	19	14	44	28	11	45	13	34
Food & Dining	6	18	8	8	11	8	23	13	22	22	33	109	29	63
Cultural	0	0	16	5	9	3	12	10	33	20	19	48	16	30
Professional Services	4	7	13	5	2	3	8	12	22	16	33	24	2	0
Health & Beauty	2	6	2	0	4	3	6	9	15	10	3	69	5	0
Real Estate & Travel	0	0	16	0	1	0	11	14	12	15	25	6	0	0
Other	0	0	2	0	0	0	2	4	26	0	0	27	0	0
Number of Stores	58	73	150	65	76	40	134	104	196	134	142	428	78	153
% Apparel & Accessories	55%	48%	51%	52%	39%	40%	40%	27%	11%	17%	13%	23%	17%	17%
% Gifts, Home & Specialty	24%	10%	11%	20%	25%	18%	14%	13%	22%	21%	8%	11%	17%	22%
% Apparel & Gifts	79%	58%	62%	72%	64%	58%	54%	40%	34%	38%	20%	34%	33%	39%
% Food & Dining	10%	25%	5%	12%	14%	20%	17%	13%	11%	16%	23%	25%	37%	41%
% Cultural	0%	0%	11%	8%	12%	8%	9%	10%	17%	15%	13%	11%	21%	20%
% Food, Dining & Cultural	10%	25%	16%	20%	26%	28%	26%	22%	28%	31%	37%	37%	58%	61%