

# Creating a Vision

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## Channel District Strategic Action Plan

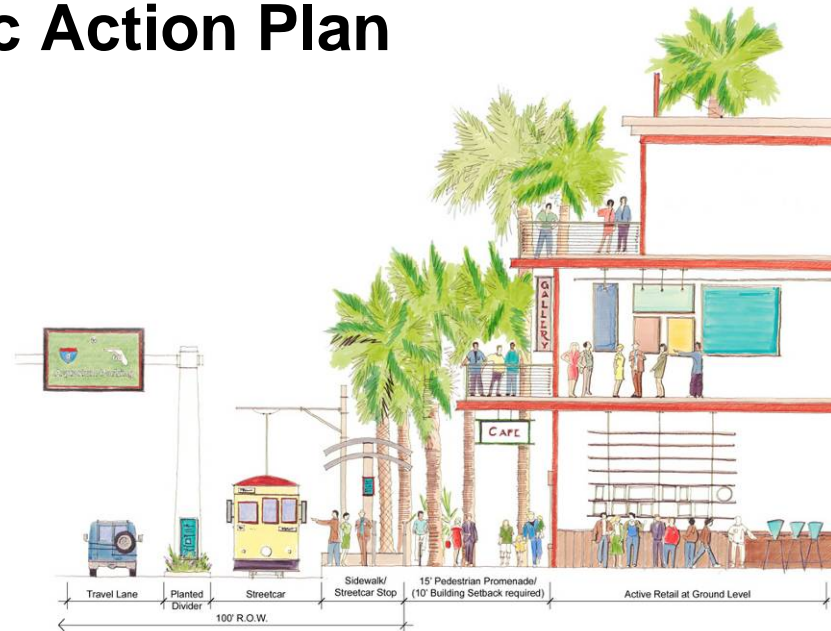
(Tampa, Florida)

Client: *City of Tampa*

### Collaborative effort

- market analysis
- real estate analysis
- streetscape design
- urban design
- urban planning

Final product was able to provide vision for the City of Tampa through different types of media.



# Creating a Vision

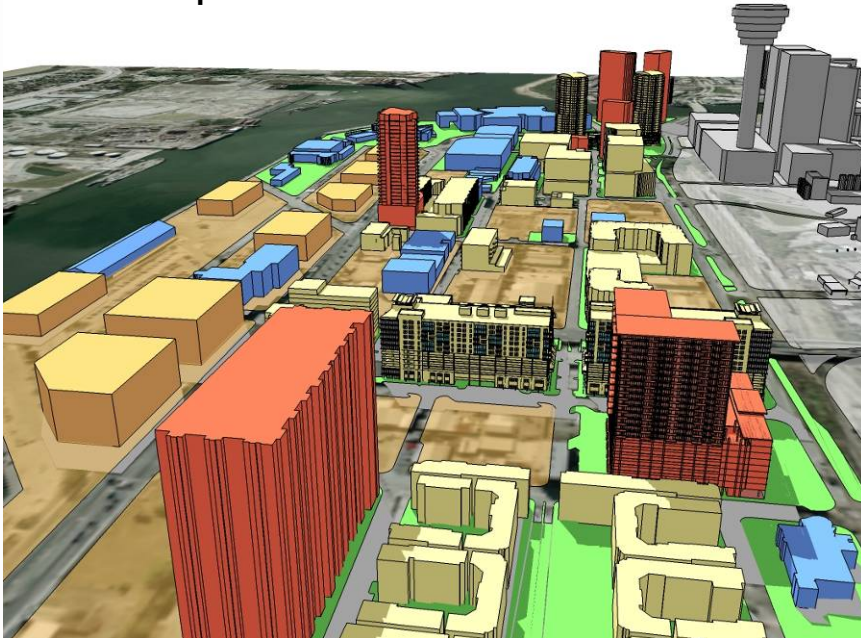
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## Channel District Strategic Action Plan

*(Tampa, Florida)*

Creating 3D models to help the community to visualize the design concept



# Residential Market Analysis

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## Recommendations

- **Housing market recommendations: market niches matched to specific neighborhood areas to cause momentum and improve the housing market**
- **Development recommendations: where to put new and different types of housing**
- **How to promote the community's image to new residents**



# Community Participation

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## Community Design Festival

### Business Marketing Assistance

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# Community Participation

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## Developer/Investor Introductions

- **Identify Potential Developer/Investor Contacts**
- **Select Developers/Investors with Urban Redevelopment Experience**
- **Showcase Project Opportunities**
- **Facilitate between Developers/Investors and Key City Leaders**



# Focus Site Analysis and Selection

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## Focus Sites

Several Sites will be selected and will:

- Be Located Adjacent to Major Transportation Corridors
- Serve as Catalytic Development Opportunities
- Stimulate Additional Development
- Include Redevelopment of Existing Use
- Focus on Linkages to Internal Neighborhoods
- Encourage Community and Livability
- Create High Impact Opportunities
- Entice Developers



# Focus Site Analysis and Selection

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## Focus Sites

1. Evaluate redevelopment potential
2. Analyze the Real Estate and Market Opportunity
3. Determine Highest and Best Use
4. Select Several Focus Sites, and Develop Project Plans that include:
  - Market Analysis and Community Input
  - Land Use and Real Estate Analysis
  - Conceptual Site Design and Streetscape Concepts
  - Financial Analysis
  - Marketing Brochure

# Key Opportunity

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## Washington Park

*(Bradenton, FL)*

- Soon to be Vacated Buildings
- Owned by the City of Bradenton
- Project Plan
- Investor Package





# Deliverables

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- **Community Design Book with Development Master Plan**
- **Business Marketing Packages**
- **Site Specific Marketing Materials for Focus Sites**
- **Market Analysis**
- **Financial Analysis**



# Project End Product Example

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## An Economic Redevelopment Plan for: Dr. Martin Luther King, Jr. Way Sarasota, Florida January 17, 2006



### Context

#### Front Porch Boundary Map

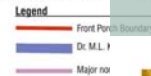
The Newtown Front Porch neighborhood is located in Sarasota, Florida, just north of the downtown. The boundaries are comprised of:

- To the west - Old Bradenton Rd.
- To the east - U.S. 301
- To the north - Myrtle St.
- To the south - 17th St.

The main business corridor through the community is Dr. Martin Luther King, Jr. Way which is the focus of this study.

The primary intersections are:

- Dr. M.L. King, Jr. Way and U.S. 301
- Dr. M.L. King, Jr. Way and Osprey Ave.
- Dr. M.L. King, Jr. Way and Orange Ave.
- Dr. M.L. King, Jr. Way and Old Bradenton Rd.



### Visual Preference Survey

Participants were asked to choose their vision for the corridor from 18 photographs. These are the top images chosen.

#1 Choice:



Derived reasons why participants chose this image:

- Lively street
- Night life
- Outdoor cafe
- Planting areas and trees
- Seat walls
- Well lit
- Good separation between pedestrian and traffic

#2 Choice:



Derived reasons why participants chose this image:

- Architecture style
- Awnings
- Planting space along buildings
- Arcade
- Buffer between sidewalk and street



# Project End Product Example



**washington park**  
a focused redevelopment plan

## Site Two

- This site plan includes:
- 12,000 sq ft. Office Space
  - 51 parking spaces
  - Option to expand office complex to the west
  - 45- 850 sq ft. townhome units with rear entry garages
  - 27- 1000 sq ft. zero-lot line units
  - Total 72 residential units

This plan focuses business related uses along Dr. Martin Luther King Jr. Ave. where there is more vehicular traffic. The residential units are focused towards the center of the site with a high concentration on open space. This site is located in the center of the Washington Park neighborhood. All surrounding uses are residential therefore these parcels should also maintain the same land use.

The townhome units are oriented towards the street with front porches or stoops. All townhomes would have rear entry access through the use of allies. A linear green space is provided down the center of the site to allow for maximum pedestrian use and connect the neighborhood to the park space at the southern portion of the site.

### Next Steps

#### Initial Steps

- **FOCUS ON HOUSING**
- Continue to acquire property
- Identify housing development partners and financial resources

#### Second Steps

- Refine the development program
- Consider developing in 2 or 3 phases
- Provide housing improvement resources for facades on the site and in surrounding areas



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## Market Analysis

The first step in the analysis of this neighborhood was to undertake a market analysis to identify specific market opportunities for development in the Washington Park area. To understand the dynamics of the Washington Park's community economy, Market Knowledge analyzed secondary and primary information using its Eight Point market analysis and planning method. To understand the market opportunities available to the CERA, Market Knowledge first examined the #Cs of the community economy: customers, competitors, changed partners, and community assets. A community focus group was held in July 2006 with approximately forty participants. An online and written survey was conducted as well in order to capture as much information about local preferences, needs and desires as possible.

The market opportunities that exist in the Washington Park area are presented below. Specific detailed findings can be reviewed in Appendix A of this report.

### Retail Opportunities

- Furniture stores: 7,582 square feet of sales opportunity (1.8 stores)
- Lawn and garden supply: 2,410 square feet of sales opportunity (1.7 stores)
- Convenience stores: 49,696 square feet of sales opportunity (multiple smaller stores)
- A grocery store or ethnic grocery store: 49,696 of sales opportunity (one store)
- A variety store (pharmacy or dollar store): 9,970 of sales opportunity (one store)
- Sit-down and take-out restaurant: 56,369 of sales opportunity (multiple sites)

**Other Opportunities that were identified through more anecdotal than statistical evidence include:**

- New Housing: Washington Park is the least densely populated area of Brentwood
- Physicians and Dentists
- Attorneys, Accountants, Business Services
- Job Training Programs



The market analysis found that there are opportunities for restaurants in the area.



Local residents voiced a need for convenience goods, such as food and household supplies.

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