

# Tamiami Trail Revitalization Strategy

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**September XX, 2005**

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# Introduction

## INTRODUCTION TO THE TAMIAMI TRAIL REVITALIZATION STRATEGY

Wade Trim was retained by the City of Bradenton to develop a revitalization strategy for the Tamiami Trail Corridor in the area between MLK Boulevard and 27th / 28th Avenues (the “Study Area”). The intent of the strategic plan is to offer a program of regulatory amendments and targeted public investments that will help to preserve the desirable and positive community character elements of the area while at the same time improving the economic trajectory of the corridor and repositioning the Study Area in the marketplace. The strategic plan includes five (5) parts:

- ◆ A Community Character and Urban Resource Study that examines the resources of the Study Area and sets out concepts for how to maximize the contribution that these resources can make to future development and redevelopment in the Study Area;
- ◆ Development and Redevelopment Goals and Objectives that provide a general policy framework for the plan and its implementation;
- ◆ A Market Study that analyzes the demographics, spending patterns, and retail competition within one, three, and five miles from the center of the Study Area in order to calibrate development and redevelopment strategies to the marketplace;
- ◆ A Land Use Plan that provides a framework for future development and redevelopment within the Study Area, and that provides specific recommendations for regulatory amendments and public investments; and
- ◆ Implementation Strategies that include:
  - Preferred Redevelopment Scenario that provides a specific, market-oriented program for redevelopment within the Study Area;
  - Development and Redevelopment Strategies;
  - Roles and Responsibilities; and
  - Funding Mechanisms.

## **SUMMARY OF FINDINGS AND RECOMMENDATIONS**

The most visible part of the Study Area is the Tamiami Trail, an unremarkable commercial street lined with obsolete motels, highway commercial uses and social service agencies. The Tamiami Trail is an important southern gateway into the City's downtown. The neighborhoods on either side of the Tamiami Trail are remarkably strong considering the length of time that the corridor has been in decline. Two in particular, Historic Ballard Park and the Village of the Arts, have neighborhood plans in place, and revitalization is underway.

The purpose of the revitalization strategy is to create a framework for a positive change in trajectory for an area of the City that has been struggling for many years, and to support the continued reinvestment in the residential neighborhoods that are adjacent to the Tamiami Trail Corridor.

The essential components of the strategy are:

1. Change the regulatory framework for the corridor to create several districts with distinctive character — an Urban Core district, an Urban Village district, an Urban Strip district, and an Suburban Strip district. The intensity of development lessens with each new district that is further from Downtown.
2. Make a baseline investment in the character of the public realm that tells the private sector that the City is serious about changing the market position of the corridor — begin with signage, street lighting, and decorative corner treatments.
3. Create a catalytic project in the heart of the Urban Village in a prominent location. The catalytic project should contain a critical mass of redevelopment that is attractive to a broad group of people who are looking for a quasi-urban lifestyle.
4. Create “addresses” for redevelopment by committing additional public dollars for public realm improvements that benefit qualifying redevelopment projects.
5. Reinforce existing neighborhoods by connecting sidewalks and continuing with grant and loan programs for renovation of existing buildings.

# Community Character and Urban Resource Study

## SECTION OVERVIEW

This section is intended to provide physical development guidelines for the redevelopment of the Tamiami Trail Corridor. It is organized as follows:

1. Review the historical trends of commercial corridors, explaining where we have been, what has happened and where we are heading;
2. Expose the lessons learned for planning and design of a commercial corridor;
3. Analyze existing conditions of the Tamiami Corridor looking at the relationship of the corridor with the city as whole and adjacent neighborhoods as well as review the architectural features, open space areas, streetscape elements and urban design resources for its physical intervention;
4. Explain the opportunities and development alternatives of the corridor.

## Introduction

### Commercial Corridors

History	Principles	Analysis	Opportunities	Alternatives
Where We've Been What Has Happened Where We're Going	Lessons Learned	Existing Conditions	Principles + Analysis = Opportunities	Possibilities

## INTRODUCTION

Neighborhoods are places within a city that embrace and support multiple, mutually dependent aspects of human life: living, shopping, playing, working, and gathering. As places that, by their nature, are mixed-use, they are also places where public life and private life come together.

A commercial corridor is the arena within the city where this dance between the public and private aspects of neighborhood life takes place. Readily identifiable within the mosaic of neighborhoods that together compose a city, a commercial corridor serves as a multiple-function element in its own right: it can be a path connecting neighborhoods, a node of activity and focus within a neighborhood, a neighborhood boundary, or all of the above.

A commercial corridor can also serve as a link in the chain of transportation systems that connect cities, towns, and villages within a region.

## HISTORICAL TRENDS OF COMMERCIAL CORRIDORS

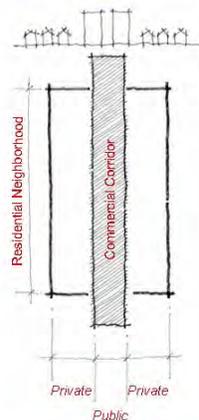
The history of American commercial corridors in the Twentieth Century can be quickly characterized into two distinct periods: Pre- and Post- World War II.

1. **Pre-World War II: Retail Supports Neighborhoods.** Prior to World War II, retail supported the needs of the neighborhood. Physically, the retail pattern was expressed as a continuous path (corridor) lined with small businesses, often with offices or residential above. Neighborhood residents walked from their homes and gathered around the corridor, which, while accommodating the automobile, often included public transportation such as trolleys.
2. **Post-World War II: Retail Supports Regions.** After World War II, retail began to shift from supporting the needs of the neighborhood to supporting the needs of the region. Conventional use-based zoning mechanisms promoted land use segregation into single-use zones that were at odds with the pre-war tradition of mixed-use neighborhoods. Post-war prosperity and subsidized freeways promoted the automobile as the primary form of American transportation; burgeoning suburbs provided a more automobile-friendly environment for retail-only development. The economy of scale that also came into play (the shift from small entrepreneurs to large landowners) greatly impacted the old corridors of small, individual parcels: the suburban mall became a node for retail activities within a region. The small business of the corridor, lacking both economy of scale and plentiful off-street parking, became anachronisms. Some commercial corridors, in accommodating larger businesses, more traffic lanes, and more parking, have lost their identity and character through gradual fragmentation into strips that are neither fully urban and walkable nor fully suburban and auto-friendly.

New market patterns, rooted in the desire for community of a kind that was fostered by the pre-war corridor, have emerged in the last decade. While recapturing the past of continuous, transit-oriented mixed-use corridors is seldom feasible, the commercial corridor can be reconfigured and revitalized, along with the adjacent residential neighborhoods, to support small retail within walkable portions of commercial corridors. In order to achieve

### History

#### Commercial Corridors



### Their Role...

Private Life + Public Life = Neighborhood

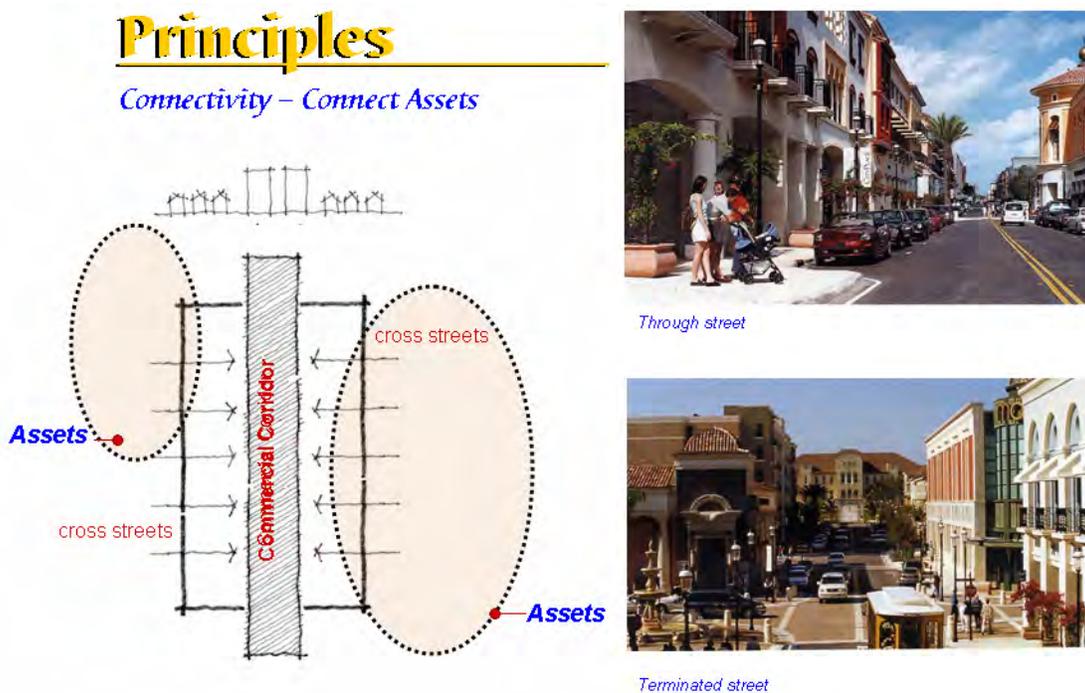
Private Life = Home

Public Life = Shopping,  
Playing,  
Working,  
Worshipping,  
Gathering

this, certain principles must be adhered to in order to increase the odds of successful redevelopment.

### **PLANNING AND DESIGN PRINCIPLES FOR COMMERCIAL CORRIDORS**

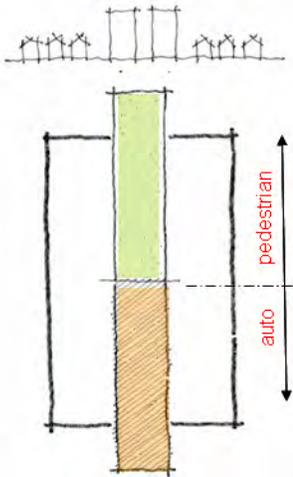
Principles are the lessons learned from decades of planning and design trial and error in cities and towns across the country. They establish basic criteria for guiding design decisions on new developments in existing environments. The major planning and design principles for commercial corridors are:



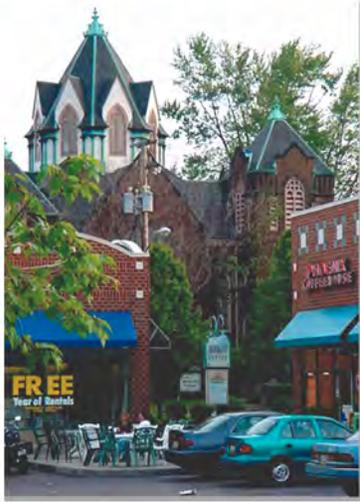
- ◆ **Connect the primary assets.** Commercial corridors should be used to link important sections of neighborhoods and cities such as community centers, civic buildings, cultural centers, landmarks, parks and open space, and historical sites.
- ◆ **Support pedestrians and transportation modes.** Commercial corridors should facilitate space for safe pedestrian circulation through wide, distinctive, and secure sidewalks as well as make possible the movement of autos, bicycles, and mass transportation (trolleys, buses). Parking should be on-street wherever possible, and off-street parking designed to enhance the desired streetscape effect.

# Principles

*Pedestrian / Auto –  
Provide for Both*



*Pedestrian*

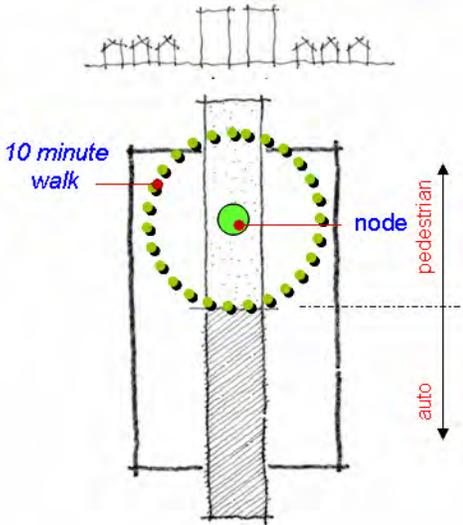


*Auto*

- ◆ **Foster community gathering.** Commercial corridors must again become distinctive public spaces that promote social interaction. Open space and activity nodes must be created within the corridor, enhanced by plazas, benches, fountains, lighting, landscaping and shaded areas. Outdoor seating and dining should be created wherever possible. Commercial corridors are excellent places to hold community activities (parades and festivals).

# Principles

*Community Space – Foster Gathering*



*Commercial public space*

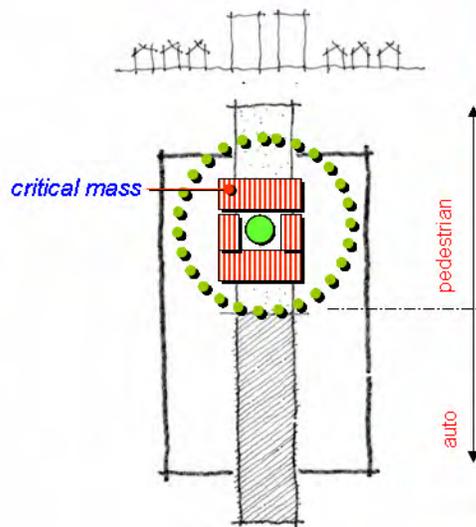


*Residential public space*

- ◆ **Concentrate building density.** Instead of attempting to foster intense activity for their entire length, commercial corridors should concentrate building density and mixed-use development in certain zones, ideally those connected to the primary assets, as a means of creating the added value that will attract investors through providing a critical mass of feasible commercial activity. This development pattern promotes vivid zones with a mixture of office and housing types, both with convenient retail access. This, in turn, has the potential for creating a neighborhood that is also a destination for people from outside the neighborhood as well. Higher-density buildings, with windows and balconies fronting streets, also promote safer environments by providing "eyes on the street".

## Principles

### *Concentrate – Pedestrian and Building Density*

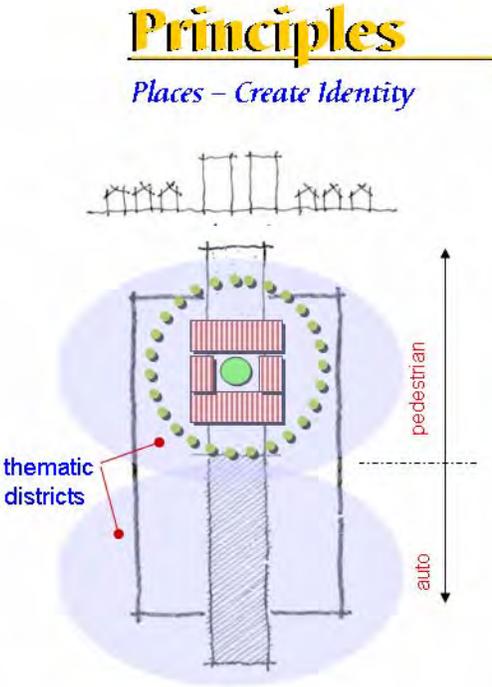


*Commercial Mixed-Use*



*Residential*

- ◆ **Create identity (theme).** The character of a place, when discovered and deeply understood, can provide sources for a theme for the redevelopment of a corridor. This theme, while it must be rooted in the best assets of the city to which the corridor is connected, must also somehow express the dreams and aspirations of the neighborhood citizens whose lives are connected to the corridor, and therefore can be shared with the city and the region.



**CHARACTER OF THE TAMIAMI TRAIL CORRIDOR**

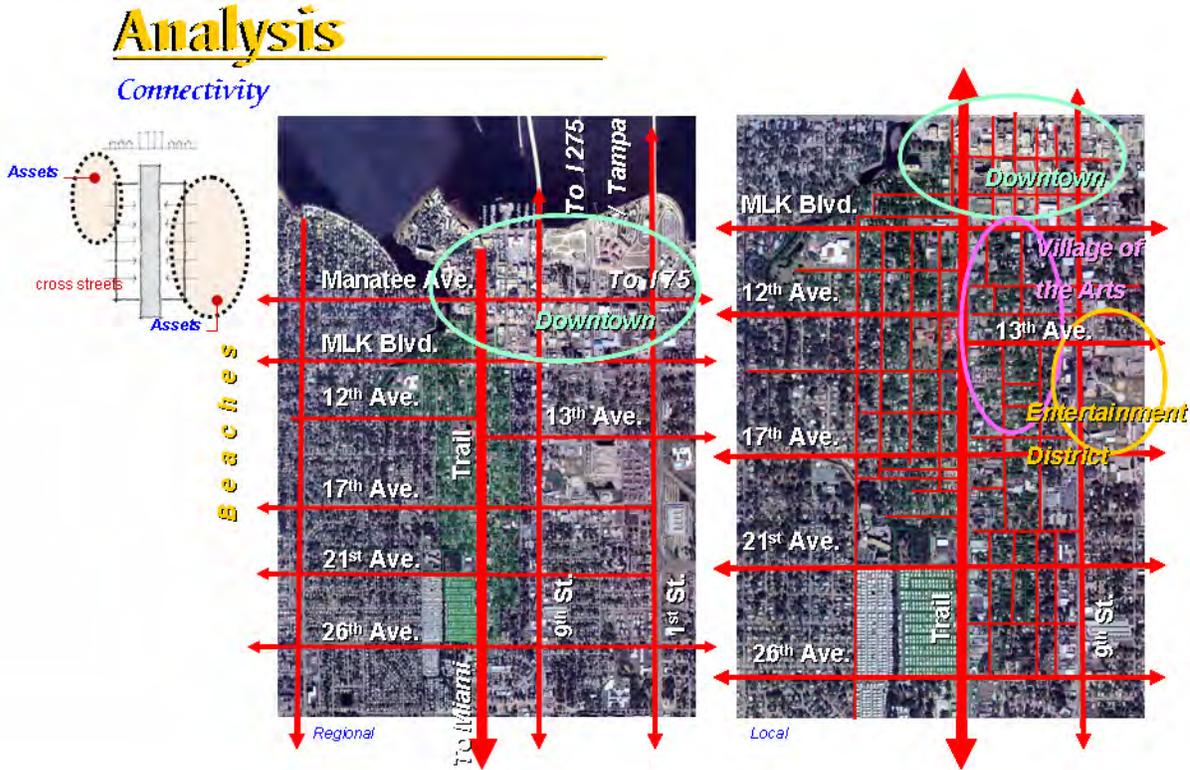
**THE CORRIDOR AS A CONNECTOR**

The Study Area embraces more than 230 acres and 1,088 parcels along the Tamiami Trail (14th Street West) from Manatee Avenue to 26th Avenue West. The limits extend two blocks east and west of the Tamiami Trail between Manatee Avenue West and 26th Avenue West with the area north of 12th Avenue West extending west to Wares Creek.

Tamiami Trail is part of a clear and well defined grid layout that facilitates way finding and integrates the urban fabric.

The Tamiami Trail corridor, which contains approximately 60 feet of right of way, is one of the major transportation arterials of Bradenton. It is essential to achieve connectivity within different geographical scales. It is the "spine road" since it encompasses roles in three scales:

- a. At a regional and state level: As a designated Florida Scenic Highway with historical significance. As the connection between Tampa and Miami, the story of its creation and evolution is an embodiment of the romance and mystery of Florida.
- b. At the local regional level: As the primary surface artery within Manatee County, connecting Bradenton with Sarasota and Palmetto.
- c. At the local level: Tamiami Trail, within Bradenton, connects the Downtown Area and Riverfront Area to the Village of Arts and the Entertainment District. Ultimately, the corridor becomes the "mixing bowl" for citywide east-west connectivity to the beaches on the Gulf of Mexico.



**COMMUNITY SPACE**

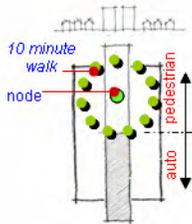
The entire Tamiami Trail corridor can function as a kind of "linear living room" for Bradenton. However, specific nodes should be created, with public plazas and parks, to provide the kind of informal gathering places that can foster a greater level of community interaction.

Overall, the corridor needs to embrace some of the good qualities revealed in the adjunct neighborhood districts such as the Historic Ballard Park and the Village of the Arts. It should project unity, coherence, rhythm, balance and continuity.

These attributes can be achieved articulating building mass and facades; setbacks and heights; landscape intensity; parking and signage disposition; and use of building materials and colors.

## Analysis

### Community Space



Sidewalk



Bantam Center

## CONCENTRATION

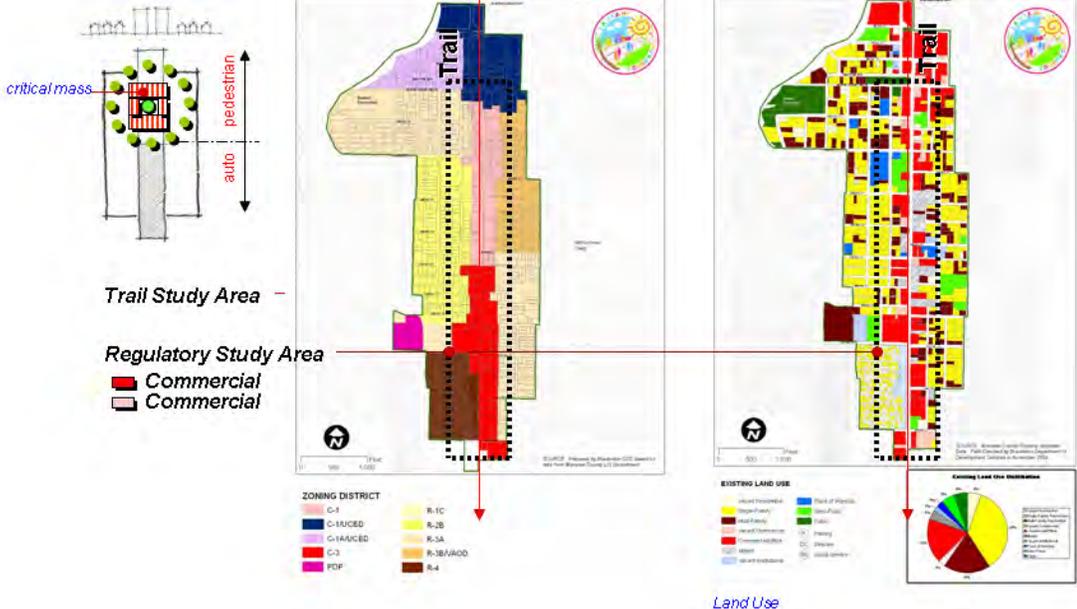
Existing land use denotes a variety of activities along the Tamiami Trail corridor: commercial (most intensive use), parks, institutional (especially in the south), motels and few multifamily residential. Corridor surroundings are occupied by single and multifamily residential. There is a large amount of vacant and underutilized land.

Current zoning regulations encourage mostly commercial activity along the corridor.

These characteristics challenge the possibility to concentrate density patterns and mix uses (retail, residential) to encourage pedestrian intensity. The idea is to concentrate.

# Analysis

## Concentrate



## IDENTIFYING PLACES

Bradenton has several existing theme districts that are adjacent to the Tamiami Trail corridor, including the Downtown Area, the Village of the Arts, the Front Porch District, and the

# Analysis

## Places





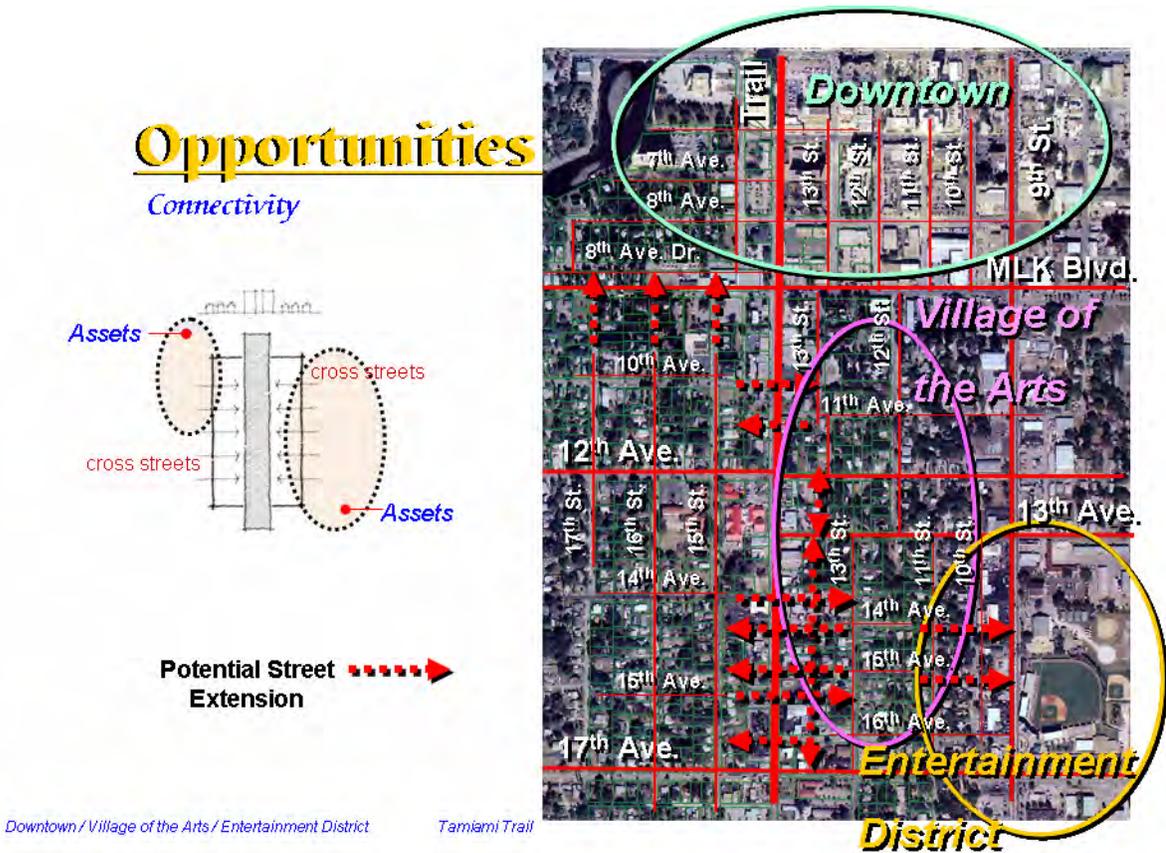
auto-oriented uses down to intensively pedestrian-oriented uses near the urban core and waterfront.

**OPPORTUNITIES AND DEVELOPMENT ALTERNATIVES FOR THE CORRIDOR**

**THE OPPORTUNITIES**

**CONNECTIVITY**

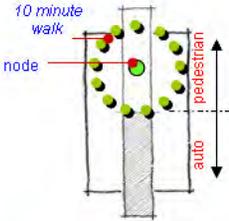
Connectivity could be encouraged in an east/west direction via cross streets that would link the assets to the northeast of Tamiami Trail to the assets west of Tamiami Trail, thus knitting together



the Entertainment District, the Village of the Arts, the Front Porch District, the Downtown, and the Riverfront. The extension of some of these east/west cross streets would promote movement between and within all of the Theme Districts and across the Tamiami Trail corridor at key points, while focusing automobile movement along the corridor and away from residential areas.

# Opportunities

## Community Space



Downtown / Village of the Arts / Entertainment District

Tamiami Trail



### COMMUNITY SPACE

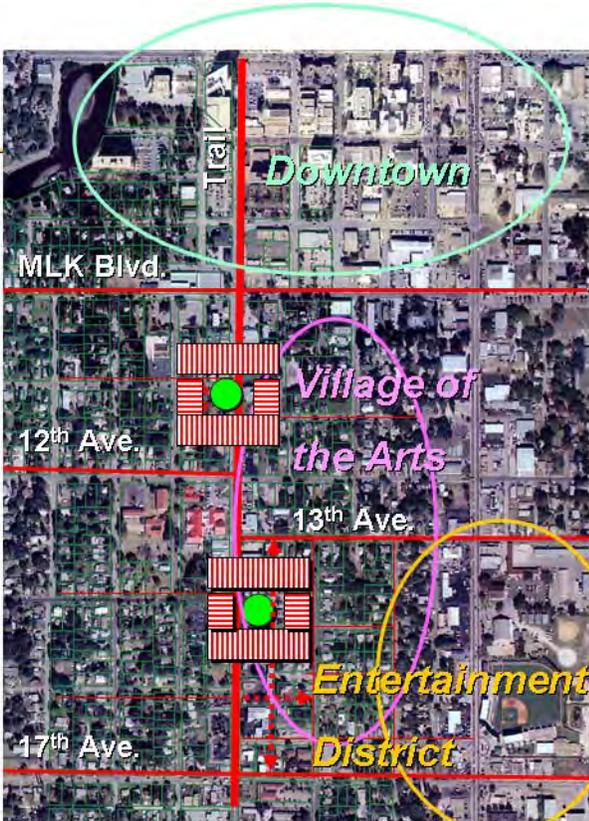
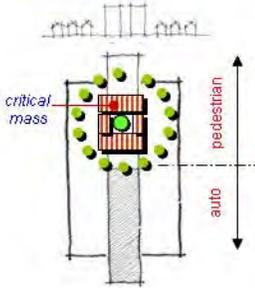
Community spaces could be focused around activity nodes that are within a 10 minute walking radius from residential neighborhoods. There are several potential locations for these nodes; the most successful would be made accessible to the neighborhoods by the extension of some of the east/west streets to the corridor.

### CONCENTRATE

The activity nodes, located at areas of east/west connectivity to the corridor, can become vivid hubs of urban life as locations for the creation of critical masses of higher-density, mixed-use development, housing diversity, and variation of building types. (see graphic, next page)

# Opportunities

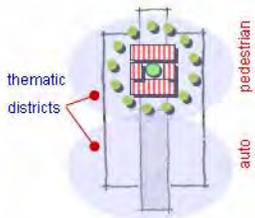
## Concentrate



Nodes

# Opportunities

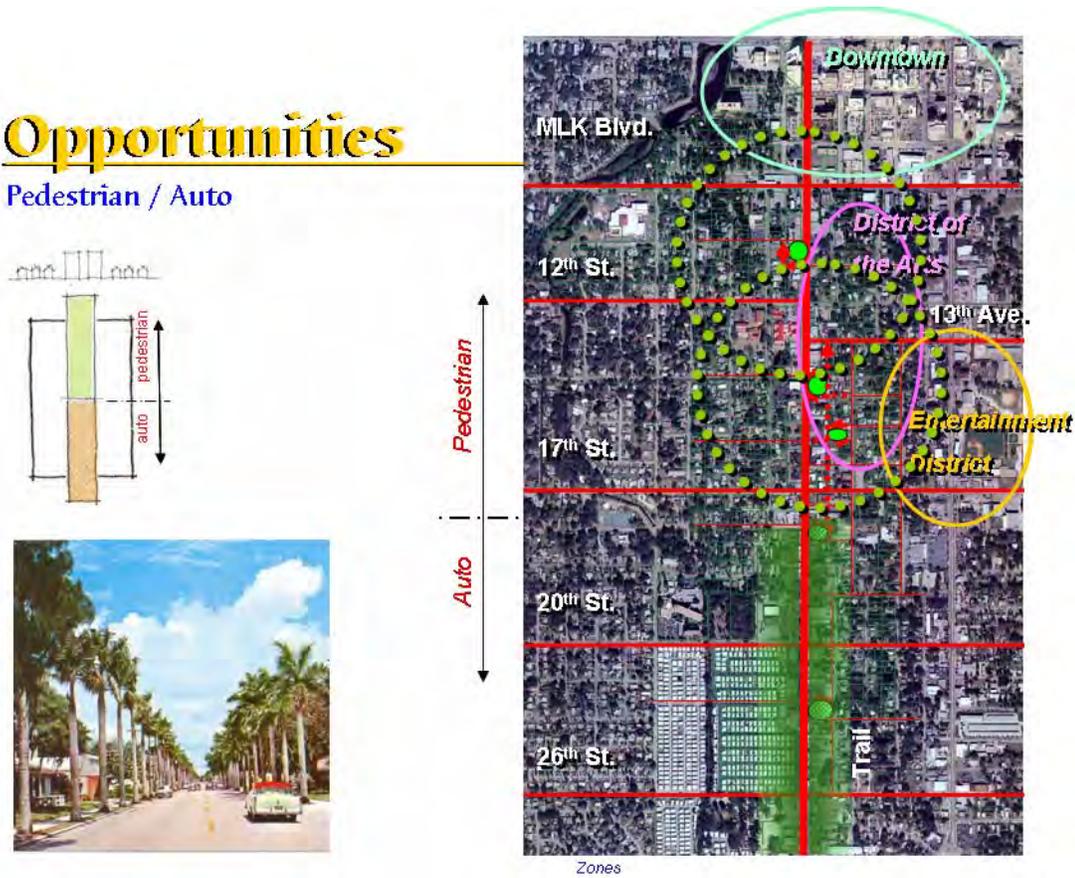
## Places



Districts

**PLACES**

If properly connected to the neighborhoods and other Theme Districts, these activity nodes could become the kind of gathering places that enhance a sense of community through shared spaces and activities that can potentially bridge physical, cultural, and economic differences and celebrate the diversity of Bradenton. (see graphic, next page)



**PEDESTRIAN**

The transition from the automobile-oriented portion of Tamiami Trail (the "Urban Strip") to the pedestrian-oriented portion of Tamiami Trail (the "Urban Village") occurs just south of 17th Avenue. While able to be redeveloped as spatially distinct districts, the recreation of the rows of royal palm trees would be appropriate to both, provide visual continuity, and bring back to life an important historical feature of Tamiami Trail within Bradenton.

**DEVELOPMENT AND REDEVELOPMENT ALTERNATIVES**

**CORRIDOR TRANSECT ZONES**

Based on actual pattern of growth and described opportunities, the Tamiami Trail corridor exhibits different and vivid environments within its social, cultural, physical and economic dynamics. Therefore, an alternative is to promote the concept of Corridor Transect Zones taking into consideration the nature of each environment within the corridor. The Urban Core, the Urban Village, the Urban Strip and Suburban Strip are proposed as zones with specific planning and design guidelines to enhance their assets.

**REDEVELOPMENT FOOTPRINT**

Mixed-Use Zoning should be implemented within the entire redevelopment footprint along Tamiami Trail to promote the different kinds of vitality associated with the different districts, whether automobile or pedestrian-oriented.

The Redevelopment Area MUST achieve feasibility through:

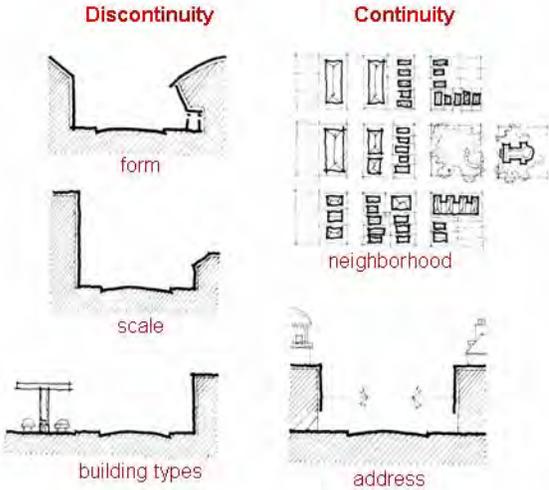
- ◆ Creation of east/west Road Extensions to enhance connectivity among, neighborhoods and Theme Districts.
- ◆ Creation of Community Gathering spaces to enhance sense of community.



# Alternatives

## Redevelopment Footprint

Use Mixed - Use Zoning to Achieve Compatibility



Zoning Boundaries

# Alternatives

## Redevelopment Footprint

Redevelopment Area **MUST** Achieve Buildability

- Road Extension
- Community Space
- Buildable Block Footprints



# Alternatives

## Redevelopment Possibility

Mid Town – Compact / Pedestrian Friendly



- ◆ Creation of Block Footprints that maximize the potential for economically feasible development.
- ◆ Creation of compatible-scale interfaces with the existing neighborhoods.

### REDEVELOPMENT POSSIBILITY

Urban Village - Compact/Pedestrian Friendly "Urban Village"

- ◆ Higher-density
- ◆ Mix of uses and housing types
- ◆ Plazas and Green Spaces
- ◆ Connectivity through side street extensions
- ◆ Diverse architectural character

# Alternatives

## Redevelopment Possibility

*Uptown – Auto Oriented*



Urban Strip - Auto-oriented "Urban Strip".

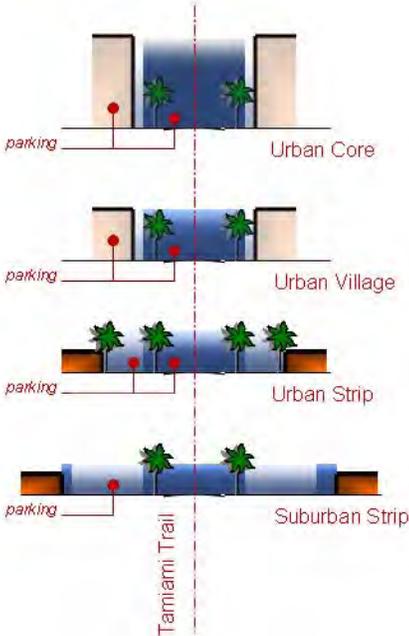
- ◆ Lower-density
- ◆ Mix of uses and housing types
- ◆ Single row of parking along street, maximum
- ◆ Double row of Royal Palms on each side of Tamiami Trail

### DENSITY

As density increases toward the Urban Core (north of MLK Boulevard), auto intensity decreases. The “gap” of setbacks (one bay of parking) decreases toward the Urban Core (down to zero setback) while landscaping and intensity of visual elements (i.e., awnings, architectural variety, etc.) increases. The resulting effect promotes the slowing of traffic and encourages pedestrian access and safety within the Urban Village and in the Urban Core. The character of the Urban Strip is thus distinct from the Urban Village and the Urban Core because of this fundamental distinction between the different types of street/sidewalk/building relationship.

# Alternatives

## Density



# Goals and Objectives

## **GOAL 1: IMPROVE SECURITY AND THE ENHANCE THE PERCEPTION OF SECURITY.**

- ◆ Objective 1.A.: Maintain a highly visible police presence in the corridor and continue to coordinate with Manatee County Sheriff's Office on reducing prostitution and drug activity.
- ◆ Objective 1.B.: Improve lighting in the public and semi-public realms to provide better visibility in the evening hours ("daylighting" of streets and parking lots is not intended).
- ◆ Objective 1.C.: Remove and mitigate blighting influences by: vigorous code enforcement; acquisition and demolition of obsolete motels and/or incentives for private acquisition and demolition of obsolete motels; and relocation and consolidation of social services uses to another location where service delivery will be more efficient and effective.
- ◆ Objective 1.D.: Reduce the proportion of transient and semi-permanent residents by adding new owner-occupied housing units through the development of a catalytic "quasi-urban" residential project that is designed to put "eyes on the street." (see Objective 2.B.)
- ◆ Objective 1.E.: Develop and implement a quality rental housing inspection program for structures in the 14th Street Community Redevelopment Area that are more than twenty years old including motels.
- ◆ Objective 1.F.: Require all development/redevelopment projects to incorporate Crime Prevention Through Environmental Design (CPTED) principles.

## **GOAL 2: CREATE "ADDRESSES" FOR REDEVELOPMENT.**

- ◆ Objective 2.A.: Enhance the public realm to create high quality addresses for private investment in redevelopment.
- ◆ Objective 2.B.: Develop a two-phase catalytic project on approximately 10 acres of highly visible property in the Urban Village in order to show the potential for the corridor and to differentiate the corridor in the Bradenton/Manatee County marketplace.
  - Phase 1: a "quasi-urban" residential project with a secure but transparent "semi-public" realm on five or more acres.

- Phase 2: a residential/retail mixed-use project on five or more acres. Public acquisition, condemnation, or public support of private acquisition (e.g., TIF rebates and/or regulatory incentives) should be used if necessary to expedite land assembly.
- ◆ Objective 2.C.: Prioritize public investments by allocating public funds to enhancement of the public realm around committed redevelopment projects.
- ◆ Objective 2.D.: If necessary to augment the market, create regulatory incentives for redevelopment of the character and quality anticipated by the plan.
- ◆ Objective 2.E.: Reduce sign "clutter" through code enforcement and regulatory programs that provide incentives for quality signage.
- ◆ Objective 2.F.: Extend the presence of the Village of the Arts to the Tamiami Trail - with emphasis on the Urban Village section of the corridor.

### **GOAL 3: PROTECT AND ENHANCE THE CHARACTER OF EXISTING RESIDENTIAL NEIGHBORHOODS THAT SURROUND THE CORRIDOR.**

- ◆ Objective 3.A.: Amendments to the comprehensive plan and land development regulations should be sensitive to the preservation of the positive character features of the residential neighborhoods that surround the corridor.
- ◆ Objective 3.B.: Functionally relate redevelopment projects to the surrounding neighborhoods.
  - New residential uses should face existing residential uses; and
  - When market-feasible, small neighborhood-serving retailers could be located in vertically mixed-use buildings at corners along 13th and 15th Streets at major cross streets.
- ◆ Objective 3.C.: Redevelopment projects should be designed and massed such that buildings that face residential neighborhoods:
  - are one (1) to three (3) stories in height;
  - are residential in character; and
  - block street-level views of taller buildings within the redevelopment project
- ◆ Objective 3.D.: Continue to support the implementation of existing neighborhood design plans for Village of the Arts and Historic Ballard Park.

- ◆ Objective 3.E.: Develop and implement, in partnership with the City's Grants and Assistance Division, a "good fences make good neighbors" incentive program that promotes the removal or replacement of chain link fencing in front yards with a more durable, attractive product, such as white picket, that will contribute to the quaint character of the neighborhood.

#### **GOAL 4: MAXIMIZE THE IMPACT OF EVERY PUBLIC DOLLAR INVESTED.**

- ◆ Objective 4.A.: In general, tie public investment in the corridor to committed redevelopment projects.
- ◆ Objective 4.B.: The 14th Street Community Redevelopment Agency should maximize the coordination of public investment with other ongoing governmental and nonprofit efforts, including:
  - workforce housing
  - social services
  - County redevelopment plans

#### **GOAL 5: CREATE A PEDESTRIAN-ORIENTED STREETScape IN THE URBAN CORE AND URBAN VILLAGE CHARACTER DISTRICTS.**

- ◆ Objective 5.A.: Increase sidewalk and street connectivity with first priority given in the vicinity of the catalytic project area.
- ◆ Objective 5.B.: Enhance crosswalks at signalized intersections.
- ◆ Objective 5.C.: Provide shade, shelter, and amenities at transit stops.
- ◆ Objective 5.D.: Explore the feasibility of alternative multi-modal roadway configurations for the Tamiami Trail to calm traffic, provide an acceptable level of service, and expand right-of-way area for streetscape enhancements. Designate the Urban Core and Urban Village as a multi-modal transportation district and evaluate the appropriateness of establishing them as a Transportation Concurrency Exception Area.
- ◆ Objective 5.E.: Provide a mix of on-street, surface, and structured parking options. Where feasible, locate surface and structured parking mid-block behind buildings and promote shared use facilities.

The header image features a warm, orange-toned background. On the left, there is a close-up of a white metal railing, possibly from a staircase or balcony. On the right, there is a blurred image of what appears to be a building facade or a street scene with some foliage.

# Market Analysis

## INTRODUCTION TO THE MARKET ANALYSIS

Siemon & Larsen (“S&L”), part of the Wade Trim “team,” analyzed the market forces that will control the future development and redevelopment of the Tamiami Trail corridor and the market feasibility of various real estate products that have been suggested as appropriate for the corridor. Those products include several different types of “quasi-urban” residential products and specialty and neighborhood retail and general office.

S&L collected and analyzed data from a variety of sources including the City of Bradenton, the U. S. Census and several proprietary business data sources to which the firm subscribes. In addition, S&L has met with local developers and visited the corridor on several occasions. Based on its research and analysis, S&L believes that the market for residential and retail products is active, sustainable and competitive; and that the success of the proposed redevelopment will depend on the perceived quality and value of the products and a belief that the corridor is poised for a near term upward trajectory.

The proposed area of redevelopment contains approximately 230 acres of land on either side of Tamiami Trail from Manatee Avenue on the north to 27th and 28th Avenue West on the south. The existing land uses along Tamiami Trail are a mix of dated motels, miscellaneous commercial uses and an array of social service agencies. On either side of the commercial area are mostly single-family residential structures of varying degrees of quality and condition. The eastern/northeastern portions of the area lie within the Village of the Arts, a single-family neighborhood that is in active redevelopment as a “walk-to-town” community where artists can live, work, and sell their wares. The northwestern portion of the area lies within Historic Ballard Park, a near-downtown single-family neighborhood with well-maintained older homes, mature trees, and streetscape improvements.

## THE MARKET PLACE

On its website, the City describes itself as follows:

*Located just south of Tampa, Bradenton is a fabulous place to explore our art and historical attractions, have fun in the sun enjoying the beach and all types of water and boat adventures, plus we are a golfer’s paradise!*

*The City was discovered in 1539, by Hernando DeSoto when he landed on Shaw's Point to begin his 4,000 mile trek in search of El Dorado, "the lost city of gold." Each spring we commemorate his landing with a month-long celebration called "The Florida Heritage Festival."*

*Bradenton is home to numerous businesses, including nationally known Tropicana and Champs Sports, and plays host to many fun family attractions. Get started enjoying our warm, friendly atmosphere by touring the South Florida Museum and Bishop Planetarium where you can see Snooty, our longtime resident Manatee.*

*For an exciting vacation adventure or a lifetime of relaxed living, come see how Bradenton has become increasingly cosmopolitan in character while retaining its small-town charm.*

In summary, the City has an attractive location and climate, and is relatively affordable in comparison to the rest of Manatee County and the Sarasota-Bradenton-Venice metropolitan statistical area ("MSA"). These attributes have made the City an attractive destination for retirees. Almost 30% of the population is 55 or older.

### **DEMOGRAPHICS**

S&L studied the areas within a one-, three- and five-mile radius around 1707 14th Street West, an address that is centrally located in the Study Area. S&L believes that given the regional context of the Study Area (including its proximity to water and its relationship to regional and interstate thoroughfares), it is reasonable to assume that the market area that would support redevelopment of the Study Area does not extend substantially more than five (5) miles. Table 1 shows how the population within one (1) mile of the center of the Study Area compares to the populations of Bradenton and Manatee County.

### **POPULATION**

According to ESRI Business Information Systems ("ESRIBIS"), a leading provider of geodemographic information, the population within five (5) miles of the center of the Study Area will grow from 191,477 in 2004 to 216,616 in 2009, an annual growth rate of 2.4%. Annual population growth closer to the center of the Study Area is slightly slower – within a three-mile radius the annual growth rate is projected to be 2.2%, and within one (1) mile,

	1-Mile Radius*	Bradenton	Manatee County
<b>Population</b>			
2000	16,812	49,504	264,002
2004	17,582	53,171	296,936
2009	19,547	59,815	342,924
Annual Growth Rate (2004-09)	2.1%	2.3%	2.8%
Median Age (2004)	37.7	42.9	45.0
<b>Households</b>			
2000	6,951	21,3790	112,460
2004	7,238	23,019	126,382
2009	8,046	25,949	145,904
<b>Race/Ethnicity (2004)</b>			
White	77.2%	74.1%	82.6%
Black	13.7%	17.1%	9.8%
Other and 2 or more	9.1%	8.8%	7.6%
Hispanic Origin (all races)	16.7%	15.8%	14.1%
<b>Country of Birth (2000)</b>			
Born in United States	88.2%	90.0%	90.2%
Born outside United States	11.8%	10.0%	9.8%
Not U.S. Citizen (2000)	7.8%	5.1%	5.2%

\* All radii in this report are calculated around 1707 14th Street West.

2.1%. The faster growth rates in areas more distant from the Study Area reflects rapid expansion of the built environment in Manatee County. From 2004 to 2009, the County’s annual population growth rate is projected to be 2.8%.

**HOUSEHOLD INCOME**

According to ESRIBIS, the households located within five (5) miles of the center of the Study Area have a combined spending power for retail goods and food and drink of \$1.74 billion. In general, the household incomes in the market area tend to climb as the distance from the center of the Study Area increases. Detailed household income information for the three (3) radii studied by S&L are presented in Table 2.

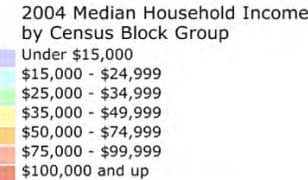
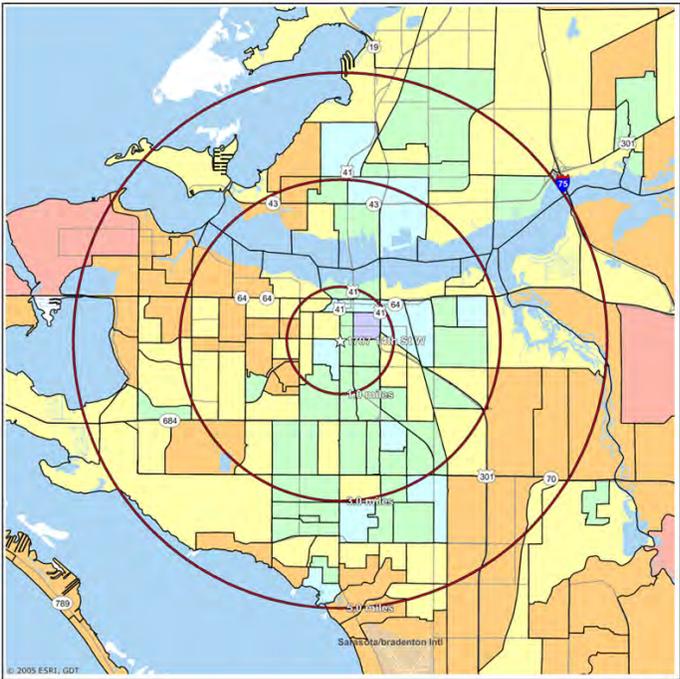
Radius	1.0 miles		3.0 miles		5.0 miles	
2004 Households	7,238		42,234		80,489	
< \$15,000	1,654	22.9%	7,241	17.1%	12,077	15.0%
\$15,000 - \$24,999	1,489	20.6%	7,129	16.9%	11,755	14.6%
\$25,000 - \$34,999	1,150	15.9%	6,829	16.2%	12,603	15.7%
\$35,000 - \$49,999	1,179	16.3%	7,800	18.5%	15,012	18.7%
\$50,000 - \$74,999	1,061	14.7%	7,201	17.1%	14,931	18.6%
\$75,000 - \$99,999	405	5.6%	3,291	7.8%	7,065	8.8%
\$100,000 - \$149,999	225	3.1%	1,944	4.6%	4,672	5.8%
\$150,000 - \$199,999	27	0.4%	307	0.7%	1,001	1.2%
\$200,000 +	47	0.6%	489	1.2%	1,373	1.7%
Average Household Income	\$37,345		\$45,699		\$51,366	
Median Household Income	\$28,533		\$34,851		\$38,133	
Per Capita Income	\$16,410		\$19,642		\$21,960	

Source: ESRIBIS

**ONE-MILE RADIUS**

Households within one (1) mile of the center of the Study Area have disproportionately low incomes. According to ESRIBIS, the 2004 median household income was \$28,533. More than one-quarter of the households earned less than \$15,000 in 2004. 43.5% of the households earned less than \$25,000. Household income growth from 2004 to 2009 is projected to be 2.63%, which is slightly less than the regional projection of 2.95%.

According to the 2000 U.S. Census, 16.6% of the households in this area were below the poverty level. More than half



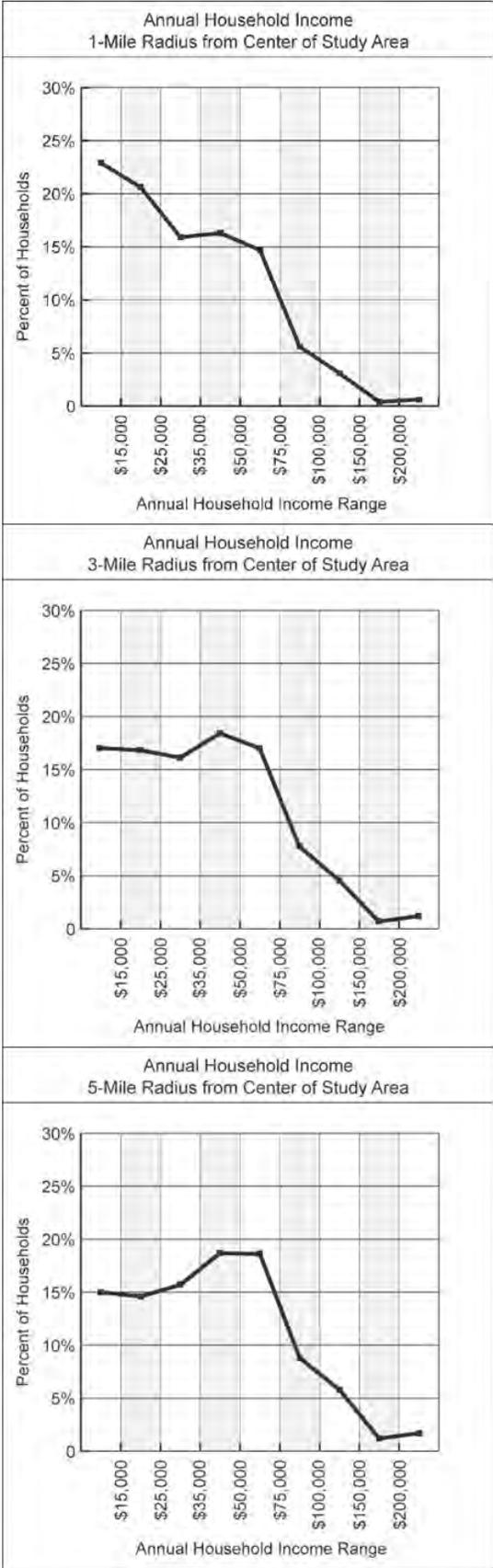
of them were “nonfamily households,” that is, single people who live alone or unrelated people who live together. Although poverty statistics have not been officially compiled for 2004, the data suggest that the proportion of households under the poverty line (which varies depending upon household characteristics) has increased slightly since 2000. Put another way, assuming an annual increase in the cost of living of approximately 2.7%, the anticipated economic trajectory for the households within one (1) mile of the center of the Study Area is flat.

**THREE-MILE RADIUS**

Within three (3) miles of the center of the Study Area, median household income climbs more than \$6,300 to \$34,851, which is approximately 75% of the median household income for the region (measured as the Sarasota-Bradenton-Venice MSA). In this area, more than 8 out of 10 households are either low-income or “middle-class,” with a roughly equivalent distribution of households in each income category.

**FIVE-MILE RADIUS**

Within five (5) miles of the center of the Study Area, median household income climbs to \$38,133, still shy of the region’s median of \$46,069, but very close to the statewide median household income. Although there are still large numbers of low-income households in the five-mile area, the graph that shows the distribution of household income forms a more discernible “bell” shape, that is, the greatest proportions of households are within the middle-income groups.



**EMPLOYMENT AND MOBILITY**

Most workers who live within the market area are employed in five (5) categories of industry:

1. construction;
2. manufacturing;
3. retail;
4. education, health, and social services; and
5. arts, entertainment, recreation, accommodation, and food service.

Table 3. Employment and Mobility			
Radius	1-Mile	3-Miles	5-Miles
Total Employed Population (2004)	7,457	40,089	78,486
Employment by Occupation (2004)			
“White Collar”	43.1%	49.6%	53.5%
Services	24.2%	21.5%	19.7%
“Blue Collar”	32.6%	28.9%	26.8%
Employment by Industry (2000)			
Construction	10.5%	9.2%	9.5%
Manufacturing	12.7%	12.8%	12.6%
Retail	14.2%	14.4%	14.3%
Education / Health / Social Services	17.1%	18.6%	18.9%
Arts / Entertainment / Recreation / Accommodation / Food Service	12.1%	10.2%	9.3%
Location of Employment (2000)			
Within Manatee County	81.7%	81.2%	78.8%
Average Commute Time	22.3 min.	21.5 min.	22.0 min.
Vehicles Available to Household (2000)			
Average	1.3	1.4	1.5
None	19.8%	10.6%	8.1%
One	44.8%	49.4%	48.6%
Two or more	35.4%	40.0%	43.3%

Source: ESRI/IBIS; U.S. Census

**ONE-MILE RADIUS**

Within one (1) mile of the center of the Study Area, the predominant occupations (56.8%) are service and “blue collar” vocations. Approximately 66% of the work force that resides in this area work in the construction, manufacturing, retail, education/health/social services, or arts/entertainment/recreation/accommodation/food service industries. The average commute to work from this area was 22.3 minutes in 2000.

**THREE-MILE RADIUS**

Within three (3) miles of the center of the Study Area, the work force is evenly balanced between “white collar” occupations and “blue collar”/service occupations. Their distribution among the various industries is comparable to the population within the one-mile radius. The average commute to work from this area was 21.5 minutes in 2000.

**FIVE-MILE RADIUS**

Although the distribution of the work force among the various industries is comparable to the one-mile and the three-mile radii, within five (5) miles of the center of the Study Area, the majority of the work force is “white collar” in terms of their occupation. The average commute to work from this area was 22 minutes in 2000.

**HOUSING**

According to ESRIBIS, there are 95,237 housing units within five (5) miles of the center of the Study Area. Approximately 9% of them (8,496) are within one (1) mile of the center. There is

Table 4. Housing Stock (2004, except where indicated)			
Radius	1-Mile	3-Miles	5-Miles
Number of Units	8,496	50,586	95,237
Median Value	\$93,767	\$109,752	\$122,783
Occupancy	85.2%	83.5%	84.5%
Owner Occupancy	51.6%	65.8%	69.4%
Housing Growth 2004-09	10.35%	11.04%	11.97%
Built between 1990 and 2000 (2000 data)	4.7%	15.5%	21.6%
Median Year Built (2000 data)	1967	1977	1979

Source: ESRIBIS; U.S. Census

little difference in occupancy rates at the one-, three- and five-mile radii, with the low of 83.5% at three (3) miles and the high of 85.2% within one (1) mile. However, there is substantial difference in the rates of owner-occupancy between the one-mile radius (51.6%) and the more distant radii (65.8% within three (3) miles and 69.4% within five (5) miles).

The median value of housing in the five-mile radius is 31% higher than the median value of housing within the one (1) mile radius. The homes that are more distant from the center of the Study Area also tend to be newer. More than one in five homes within the five (5) mile radius was constructed within the last 15 years. However, little of that construction has taken place within the Study Area or its one-mile radius. As of 2000, the median year built for homes within five (5) miles was 1979, whereas, the median year built within one (1) mile was 1967. By way of further comparison, in 2000, the median year built for the County and the region was 1979, and for the City of Bradenton, 1977.

Expenditures on housing (including utilities) within the one-mile radius average \$6,964.55, or \$580 per month. Within three (3) miles, the expenditures increase to \$9,132.33 annually, or \$761 per month. At five (5) miles, the expenditures are \$10,435.51, or \$870 per month. These housing expenditures account for 24% to 27% of the median household income (depending upon the radius studied), suggesting that housing is affordable to the residents within the one-, three- and five-mile radii.

According to the 2000 U.S. Census, the character of the housing stock within five (5) miles of the center of the Study Area is predominately single-family detached (37,276 units in 2000) or mobile homes (17,108 units in 2000). Together, these two housing types made up 61.4% of the housing stock in 2000. 6,713 units (7.6%) in the five-mile area were single-family attached (i.e. townhomes or rowhouses). The balance of the housing stock (26,951 units, or 30.4%) was multifamily, evenly distributed among various configurations, from duplex units, to small apartment complexes and condominiums, to buildings with 50 or more units.

In recent years, garden apartments have become increasingly popular in Bradenton. Approximately 1,417 units were constructed in the City between 2000 and February 2005. According to City records 3,223 additional units of various types are either under construction or "in the pipeline," that is, have received at least preliminary approvals. A large number of these units are multifamily units. Based on the information available to S&L, it appears that the pace of housing construction in the Bradenton area is slightly slower than the rate of household growth.

Radius	1-Mile	3-Miles	5-Miles
Less than High School Diploma	29.3%	25.4%	22.4%
High School Diploma	36.8%	34.0%	33.0%
Some College	20.4%	20.9%	22.0%
Associates Degree	2.9%	4.7%	5.5%
Bachelor's Degree or more	10.6%	15.0%	17.1%

Source: ESRIBIS; U.S. Census

In addition, very few of the units are “quasi-urban” in character (e.g., multifamily or attached products that are part of a mixed-use project or otherwise integrated into a mixed-use or multiuse urban fabric). As such, there is a segment of the housing market that is not being addressed by the existing growth in the number of housing units. S&L was able to identify only one notable example of “quasi-urban” development in Bradenton — the 160-unit Bradenton Village complex, an income-restricted community located just east of the Study Area.

### **EDUCATION**

According to the 2000 U.S. Census, the educational attainment of persons 25 years of age and older generally increases with distance from the center of the Study Area. Within the one-mile radius, two-thirds of the population over 25 years of age has a high-school diploma or less, while one in ten has a bachelor’s or advanced degree. By contrast, within the five-mile radius, 55.4% of the population over 25 years of age has a high-school diploma or less, while 22.6% have a bachelor’s or advanced degree. In all radii, approximately one in five people have attended some college, but have not earned a degree.

As a whole, the City of Bradenton and Manatee County have comparable educational attainment levels. In these jurisdictions, approximately half of adults over 25 years of age have a high-school diploma or less, and one in five have a bachelor’s or advanced degree.

### **RETAIL TRADE**

S&L analyzed the market segmentation of three (3) geographic areas in and around the Study Area: a “core market area,” a “primary market area,” and a “secondary market area.” The “core market area” of the corridor is that area that is within a one-mile radius of 1707 14th Street West (the approximate center of the Study Area). Retailers located within one (1) mile of the center of

the Study Area should expect to capture a majority of the discretionary dollars of the people who live in the “core market area.” The “primary market area” is the area that is within three-miles of 1707 14th Street West. Three miles represents a five- to ten-minute drive, and is a distance

Table 6. Retail Market Profile (Selected Retail Market Segments, 2004)			
Radius	1-Mile	3-Miles	5-Miles
Median Disposable Income	\$24,799	\$29,092	\$31,975
Total Retail and Food & Drink			
<i>Demand (Retail Potential)</i>	\$114,195,521	\$812,947,947	\$1,742,287,853
<i>Supply (Retail Sales)</i>	\$159,367,695	\$1,524,890,697	\$2,336,313,986
Electronics & Appliance Stores			
<i>Demand</i>	\$2,080,844	\$12,335,853	\$31,284,227
<i>Supply</i>	\$1,063,477	\$14,605,395	\$18,564,159
Home Improvement and Lawn & Garden			
<i>Demand</i>	\$4,209,019	\$32,919,629	\$71,585,641
<i>Supply</i>	\$8,840,819	\$40,049,004	\$49,768,393
Grocery Stores			
<i>Demand</i>	\$19,000,562	\$133,778,467	\$284,481,513
<i>Supply</i>	\$9,201,896	\$172,168,708	\$339,917,804
Specialty Food Stores			
<i>Demand</i>	\$209,102	\$1,469,197	\$3,123,916
<i>Supply</i>	\$41,957	\$1,268,249	\$2,799,103
Liquor Stores			
<i>Demand</i>	\$318,436	\$2,182,531	\$4,603,662
<i>Supply</i>	\$1,516,713	\$5,665,459	\$9,173,815
Books and Music			
<i>Demand</i>	\$726,776	\$4,775,799	\$10,061,042
<i>Supply</i>	\$320,949	\$2,976,341	\$3,795,904
Full-Service Restaurants			
<i>Demand</i>	\$6,823,786	\$47,373,758	\$100,755,743
<i>Supply</i>	\$10,767,112	\$66,930,697	\$101,851,059
Limited-Service Eating Establishments			
<i>Demand</i>	\$8,832,952	\$62,497,043	\$133,435,109
<i>Supply</i>	\$5,664,663	\$49,566,008	\$85,127,036

Source: ESRI/BIS

within which commercial and civic uses are quite convenient. As such, the primary market area (which includes the core market area) is expected to provide the population and resources that will support the lion's share of the community-serving commercial uses in the corridor. The "secondary market area" is the area that is within five-miles of 1707 14th Street West. Five miles is a ten- to fifteen-minute drive, which S&L believes is approximately the limit with regard to the trip length that people in the region would be willing to drive in order to reach uses in the Study Area.

### **"CORE MARKET AREA"**

Within the core market area, the total retail demand is \$114,195,521. In the overall retail and food & drink market, sales exceed demand by \$45,172,174, or almost 40%. Although there are several market niches within the core market area for which demand exceeds supply, the magnitude of the demand is not generally sufficient to support development of the use. Still, S&L believes that with relatively modest residential growth in the core market area, the demand for supermarkets will be sufficient to support a small community-oriented grocery store (25,000 to 30,000 square feet).

Limited service restaurant is one market niche that does not require a large "box" to achieve an appropriate economy of scale. S&L believes that the dollars that "leak" from the core market area in the limited service restaurant market could support approximately 13,000 square feet of new limited service restaurant development. That said, much of the "leakage" in the limited service restaurant category is likely attributable to the lunchtime spending of workers who live in the core market area but work in distant locations. Accordingly, for new limited service restaurants to succeed, they must differentiate themselves from the abundant fast-food chains that are in or near the Study Area and appeal to the daytime population of 8,385 employees of businesses within the core market area and those who patronize those businesses.

### **"SECONDARY MARKET AREA"**

Within the secondary market area, the total demand for retail products and food and drink is \$1.742 billion. The 1,507 businesses located in the area provide a supply of \$2.336 billion. Put another way, the secondary market area is, in general, over-retailed. The retail offerings include the DeSoto Square Mall, which is just outside of the core market area. Still, there are opportunities in several retail markets that are currently underserved in the secondary market area, including:

1. home improvement and lawn and garden;
2. books, periodicals, and music;
3. consumer electronics; and
4. limited service restaurant.

That said, three “category killers,” one in each of the first three underserved segments of the secondary market area, are located within two (2) miles of the center of the Study Area: Home Depot, located at 2350 Cortez Road West, is two (2) miles away to the Southwest, Books-a-Million, located at 4225 14th Street West, is just 1.4 miles south on 14th Street West, and Circuit City, located at 4495 14th Street West, is 1.7 miles South on 14th Street West. The presence of these three “category killers” is an obstacle (though not insurmountable) for new competitive products within the Study Area.

### **MARKET AREA SEGMENTATION**

S&L uses “Tapestry” a proprietary analytical tool provided by ESRIBIS to analyze the lifestyle preferences of the people in the market area. ESRIBIS uses a complex statistical cluster analysis to identify 65 “Community Tapestry Segments.” These 65 segments have similar traits in terms of demographics and lifestyle/market preferences.

### **“CORE MARKET AREA”**

The population of the core market area is generally younger, more diverse, less educated, and poorer than the population of the primary and secondary market areas (and the overall City and County populations as well). Compared to their counterparts elsewhere in the City and County, those residents of the Study Area that are in the labor force disproportionately work in “blue-collar” trades and service industries.

Three-quarters of the 7,238 core market area households fall into five (5) Tapestry Segments:

1. Simple Living (24%)
2. Great Expectations (19%)
3. Senior Sun Seekers (13%)
4. Rustbelt Traditions (10%)
5. City Dimensions (9%)

Radius	1-Mile	3-Miles	5-Miles
Senior Sun Seekers*	13%	14%	18%
The Elders	—	13%	13%
Cozy and Comfortable	3%	8%	6%
Great Expectations	19%	10%	5%
Home Town	2%	5%	5%
Simple Living	24%	9%	5%
Midlife Junction	—	3%	4%
City Dimensions	9%	8%	4%
Old and Newcomers	—	2%	4%
Heartland Communities	—	4%	3%
Green Acres	<1%	1%	3%
Prosperous Empty Nesters	—	1%	3%
Rustbelt Traditions	10%	5%	3%
Industrious Urban Fringe	1%	4%	2%

Source: ESRI/BIS

\* The Tapestry segments are detailed in the Appendix to this report.

**“PRIMARY MARKET AREA”**

The population of the primary market area is a few years older, a little less diverse, a little better educated, and a little better off economically than the population of the core market area, but they are still younger, more diverse, less educated, and poorer than the residents of the City and the County in general. Approximately three-quarters of the 42,234 primary market area households fall into nine (9) Tapestry Segments:

1. Senior Sun Seekers (14%)
2. The Elders (13%)
3. Great Expectations (10%)
4. Simple Living (9%)
5. Cozy and Comfortable (8%)
6. City Dimensions (8%)

7. Home Town (5%)
8. Rustbelt Traditions (5%)
9. Industrious Urban Fringe (4%)

**“SECONDARY MARKET AREA” AND BEYOND**

The population of the secondary market area is older, slightly less diverse, slightly better educated, and slightly better off economically than the population of the primary market area, but they are still just younger, more diverse, less educated, and poorer than the residents of the City and the County in general. Approximately three-quarters of the 80,489 secondary market area households fall into 13 Tapestry Segments:

1. Senior Sun Seekers (18%)
2. The Elders (13%)
3. Cozy and Comfortable (6%)
4. Great Expectations (5%)
5. Home Town (5%)
6. Simple Living (5%)
7. Midlife Junction (4%)
8. City Dimensions (4%)
9. Old and Newcomers (4%)
10. Heartland Communities (3%)
11. Green Acres (3%)
12. Prosperous Empty Nesters (3%)
13. Rustbelt Traditions (3%)

Within the secondary market area, there are four (4) other Tapestry Segments that tend to favor quasi-urban housing products and lifestyle-oriented retail. They are Enterprising Professionals (1,783 households), Aspiring Young Families (1,601 households), Young and Restless (298 households), and Inner City Tenants (1,508 households). Another group, In Style, is not in the

secondary market area, but is present in small numbers (907 households) in Manatee County. In total, there are approximately 21,620 households in Manatee County that tend to favor urban/quasi-urban housing and amenities. Of these, 92% are already located within the secondary market area. Those that earn above the median income for their market segment are the most likely to be in a position to purchase or rent new quasi-urban housing products.

## ANALYSIS

### OVERVIEW

In recent years, the location of the Study Area has not been a strong point. However, current reinvestment in Downtown (in terms of private-sector projects and road/streetscape improvements), the Village of the Arts community, and the Historic Ballard Park neighborhood may help support redevelopment of the Study Area. As the two adjacent areas redevelop, the Study Area is well-located to be the principal “near-downtown,” “near-Village of the Arts” neighborhood. A large number of properties within the Study Area have not seen significant reinvestment in years, and are at a stage in their life-cycle that is conducive to redevelopment.



*The Tamiami Trail Corridor*

The proximity to Downtown Bradenton and the orientation around a major transportation corridor makes the Study Area a good candidate for quasi-urban housing products, that is, products that are located within walking distance of urban amenities and offer a low-home-maintenance lifestyle, like residential-over-retail, live-work units, and townhomes that are oriented towards the street. In other parts of the state, many older commercial streets are being transformed by quasi-urban housing products and mixed-use development.

Still, S&L believes that the reality and perception of crime in the Study Area must be dealt with before substantial headway can be made in the redevelopment of the Study Area. S&L suggests that the starting point for dealing with the perception and reality of crime in the area should be

the closing and redevelopment of area motels. In terms of demonstrating a changed trajectory for the area to a market more sizeable than the limited number of “urban pioneers,” the more redevelopment that is “committed” in the Study Area, the higher the chance of success of individual projects.

Put another way, S&L suggests an initial catalytic project that encompasses approximately 10 contiguous acres that would show “what can be done” in the corridor. As long as the 10 acres were committed for redevelopment, the project could be developed in several phases to allow the market time to respond to the changed condition. S&L suggests that the first phase should encompass approximately five (5) acres, and should be a horizontally mixed-



*Small-scale reinvestment in properties along the corridor has not yet resulted in a noticeable change in the trajectory of the Study Area as a whole. S&L believes that a critical mass of redevelopment is needed to catalyze redevelopment in the Study Area.*

use project with a mix of approximately 10,000 square feet of retail and a block of townhomes organized in a manner that provides both transparency and security. Depending upon the absorption rate of the product, the next phase could be either more townhomes or a vertically mixed-use product with residential uses over lifestyle-oriented retail shops. Concepts for the suggested catalytic redevelopment initiative are provided in the Implementations section, which begins on Page 60.

### **RESIDENTIAL MARKET**

There is almost no quasi-urban housing in the Bradenton market area. However, there are a fair number of households in the region that would prefer to live in such housing. S&L believes that a substantial number of these households would be willing and able to pay \$150 per square foot or more for such housing.

ESRIBIS data for Manatee County, suggests that there are over 10,000 households in the County that lean towards (and could potentially purchase) quasi-urban housing if it is available in the market. Ninety-two percent of them already live within five (5) miles of the Study Area. That is not to say that all of those households have the means or the motivation to move, but it does

suggest that if an attractive quasi-urban product is introduced, it would not have to capture a significant portion of this potential market in order to be fully absorbed.

Moreover, based on the available data regarding the growth in the number of households versus the growth in the number of housing units, S&L believes that if the reality and perception of crime in the Study Area is mitigated and interest rates for home loans remain low, new quasi-urban housing would be rapidly absorbed by the existing market.



*An example of a successful mixed-use townhome/office/institutional project on U.S. 1 in Delray Beach, Florida.*

### **RETAIL MARKET**

The retail market in and around the Study Area is highly competitive. In terms of overall retail supply versus demand, the Study Area and its primary and secondary markets are “over-retailed.” That said, there are several niches within the overall retail market for which spending by residents of the Study Area and its surrounding market areas exceeds the local supply. In these niches, there may be opportunities for new businesses to capture a share of the excess demand:

1. home improvement and lawn and garden;
2. books, periodicals, and music;
3. consumer electronics; and
4. limited service restaurant.

S&L cautions that while the market data indicates excess demand in these areas, there are several “category killers” located just outside the Study Area: Home Depot, Books-a-Million, and Circuit City. If additional retail products are to be located in the Study Area to try to capture some of the additional



*An example of Home Depot’s emerging line of “urban” stores. A smaller-version of the Home Depot such as the one pictured could be supported by the expenditures that “leak” from the secondary market area.*

dollars in the home improvement, books and music, and consumer electronics markets, the success of the new retail products will likely depend upon how well they are differentiated from the established “big-boxes” that are located just down the street, which will in part depend upon the quality and character of their address in the Study Area.

For example, some home improvement chains (including Home Depot) are experimenting with a quasi-urban model — a smaller store geared more toward convenience than a full inventory of building materials. Such a model may succeed in the Study Area. Likewise, a Barnes & Noble or Borders store may be sufficiently differentiated from the Books-a-Million discount store to succeed in a redeveloped Study Area.

S&L believes that redevelopment within the Study Area that creates an “address” for new retail, that is, a location with a differentiated and desirable quality and character, will be key to attracting people from the primary and secondary market areas who will have to drive past established competing products to reach the new retail locations in the Study Area. One strategy is to complement and reinforce the character of the Village of the Arts and provide linkages into it.

## **MARKET ANALYSIS CONCLUSION**

In conclusion, there is no single “magic bullet” that will change the trajectory of the Study Area. The population within the Study Area itself has limited means — a condition that improves somewhat as the distance from the center of the Study Area increases. The perception and reality of crime within the Study Area is a significant limiting factor in terms of the market for redevelopment. The Study Area’s motels tend to feed this perception and reality, and their closure and redevelopment will be an important step in mitigating the problem.

That said, S&L believes that there are at least 20,000 households in Manatee County that would prefer to live in quasi-urban housing, a form of housing that is almost completely absent in the Manatee County market. The Study Area is a natural location for this sort of product — it is near downtown Bradenton and includes an older neighborhood with a unique character where reinvestment is beginning.

Small redevelopment initiatives within the corridor (e.g., one motel at a time) are unlikely to be absorbed quickly, as “urban pioneers” who are willing to take substantial risk will be the only meaningful market. However, if a critical mass of redevelopment is “committed,” a larger market

of households who would like the convenience of quasi-urban housing could be tapped. If just five-percent of that market within Manatee County were attracted to the Study Area (which could be the “only game in town”), it would support a critical mass of 500 housing units.

S&L believes that the pace of redevelopment of the Study Area could be substantially accelerated by a catalytic redevelopment project of 10 or more acres that includes a substantial residential component and urban lifestyle-serving retail uses. Based on other offerings in the City of Bradenton, S&L believes that the market would be willing to pay \$150 per square foot and up for housing in such a project, depending upon the size of the units and the amenities. S&L recommends that the first phase of this catalytic redevelopment contain a horizontal mix of uses that includes approximately 10,000 square feet of retail space and townhome units that are designed to be visually integrated into the community, but secured by attractive gates and fences. Depending upon the market absorption of this product, the next phase could be either more townhomes or a vertically mixed-use lifestyle center product with residential over neighborhood-serving specialty retail and restaurants.

# Land Use Plan

## VISION

The City of Bradenton is at a crossroads. Like many American cities, it has reached a point in its history where it must redefine itself within the cultural and economic landscape of its region. Among Bradenton's regional strengths is its geographic location between two regional economic centers (Tampa and Sarasota), two bodies of water (the Gulf of Mexico and the Manatee River), and its connection to a web of inter- and intrastate highways, including the Tamiami Trail Heritage Corridor. Locally, Bradenton's assets include a variety of water, boating and outdoor recreation activities, an emerging arts culture and one of the hottest housing markets in the country.



Once a significant State "Spine Road," Tamiami Trail is the cultural link to Bradenton's heritage. The memory of the Trail's role in Bradenton's economic and cultural life has been clouded over the years by declining outmoded uses and buildings that are unable to compete in the modern marketplace. The vision of the plan is to re-energize the Tamiami Trail corridor and reinforce the continued reinvestment in the adjacent neighborhoods. The vision is implemented with four key strategies:

1. Rekindle Cultural Heritage / Reclaim the Tamiami Trail
2. Connect Assets / Leverage Village of the Arts
3. Respond to Current Markets / Cater to Quasi-Urban Lifestyle Preferences
4. Invest Wisely / Leverage Public Resources with Private/Public Partnerships

## POSSIBILITIES

Redevelopment possibilities for the Study Area emerge when the area's assets are brought into alignment with local and regional market demands. It is estimated that five (5) percent of households in Manatee County would prefer a quasi-urban lifestyle, that is, a lifestyle that includes "in town" or "near town" housing (generally with low maintenance obligations) and easy access to arts, entertainment, restaurants, recreation, shops, and places of work. The Study Area has strong potential to be repositioned to deliver these amenities to the emerging quasi-urban lifestyle market segment:

- ◆ The Study Area is adjacent to downtown at its southern gateway, providing residents with easy access to a growing array of downtown amenities.
- ◆ A unique arts community is emerging in the Village of the Arts neighborhood, a historic residential neighborhood that is close to downtown and is experiencing meaningful reinvestment.
- ◆ Housing in the Historic Ballard Park neighborhood is also experiencing substantial reinvestment, and City investments in the streetscape have enhanced the attractiveness and historic character of the neighborhood.
- ◆ Golf and water sports are located nearby.



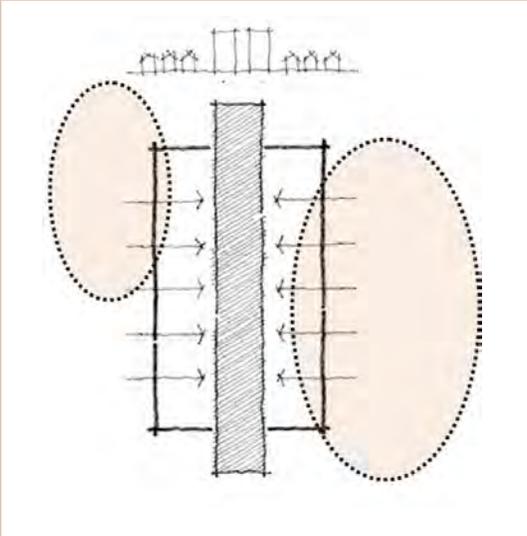
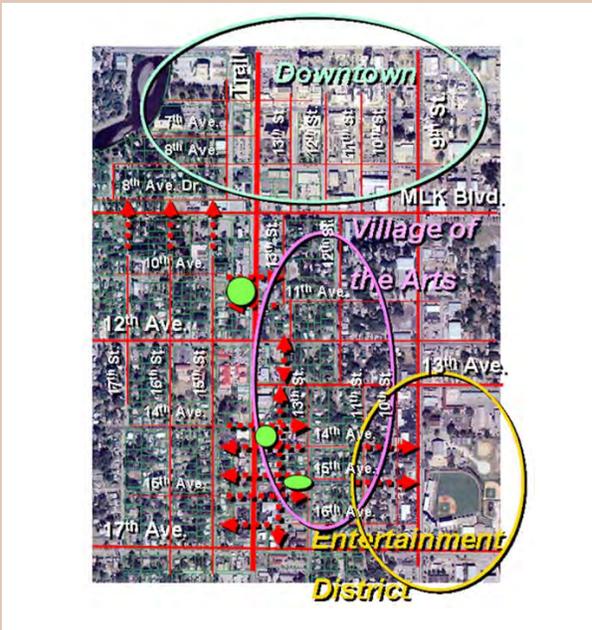
Even though the corridor has many strengths, along the Tamiami Trail the strengths are presently overshadowed by a critical mass of neglected structures and blighting influences. While the adjacent neighborhoods are stable and appreciating in value, reinvestment in the Tamiami Trail corridor itself has been slow due in large part to the general physical condition of the place, a



perception (and reality) of crime, and resulting uncertainty regarding the corridor's market trajectory.

**Attracting the "Quasi-Urban" Market:**

- 1. Make the place walkable. "Quasi-urban" households like to walk. The experience should be interesting and comfortable.
- 2. Provide inter-connectivity. Integrate the residential and commercial fabric of the community with connected streets and sidewalks.



- 3. Provide nodes of activity. Public nodes foster a pedestrian life of culture, community, and commerce. Nodes of activity cultivate public gathering.
- 4. Concentrate uses. Pedestrian access is facilitated by concentrating human and building densities.
- 5. Create places. The urban fabric from public node to neighborhood edge should define a community of place.

Although piecemeal redevelopment of the corridor would likely lead to a successful turnaround in the long run, a more aggressive program of larger scale catalytic redevelopment that would simultaneously remove blighting influences and introduce a critical mass of new real estate product into the marketplace that is better aligned with the emerging quasi-urban market.

It is anticipated that a highly visible 10+ acre "catalytic" project in the middle of the Urban Village area would jump-start the redevelopment of the corridor by reducing the uncertainty of both developers and their customers.

### LAND USE DISTRICTS

The proposed land use plan divides the Study Area into districts based on their distance from Downtown Bradenton. As the distance from downtown increases, the density, intensity, and height of development decreases, and the pattern of development shifts from urban to suburban.

The subareas are:

Urban Core -- areas north of MLK Boulevard

Urban Village -- areas between 17th Avenue and MLK Boulevard

Urban Strip -- areas between 26th Avenue and 17th Avenue

Suburban Strip -- areas south of 26th Avenue

Mixed-uses should be permitted along the length of the Tamiami Trail corridor on both sides of the street throughout the Study Area, with the design, character, density and intensity of the projects related to their location in the overall district framework. The mixed-use district should



extend one block from either side of the Tamiami Trail (the current C-1 and C-3 zoning along the corridor extends only ½ block in most areas).

## **URBAN CORE**

### **Location**



The Urban Core portion of the Study Area is located north of MLK Boulevard, on the southern edge of Downtown Bradenton. Included in the Urban Core portion of the Study Area is the Historic Ballard Park neighborhood, which is located between the Tamiami Trail, Wares Creek, 7th Avenue, and MLK Boulevard.

### **Character**



The plan anticipates that the Urban Core will be a mixed-use, architecturally diverse, pedestrian-friendly, and varied-scale "in town" neighborhood. Historic Ballard Park is anticipated to continue to be improved according to the plans developed by John Moody & Associates in 2004.

### **Planning Objective**

The objective is to create a large urban residential base with ground floor retail uses to enhance the experience at street-level, and opportunities to develop office space on the second and third stories of vertically mixed-use buildings when the market for office development is ready for it.

### **Plan Recommendations**

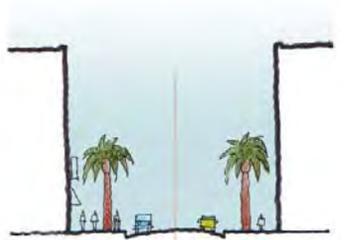
Amend the C-1 and C-1A zoning district regulations as they apply to the Study Area. The private sector has already shown some interest in reinvesting in Downtown properties. At present, the key to implementation is reconciliation of the C-1 and C-1A zoning categories with the objectives of the plan. As such, amendments to these zoning districts as they apply within the Study Area are recommended.



*The objective for the Urban Core is to create an "in-town" neighborhood with a substantial residential base and neighborhood-serving retail.*

The existing C-1 zoning (which covers more than half of the Downtown portion of the Study Area) allows a maximum floor area ratio of 10.0, a maximum residential density of 25 units per acre, and a maximum height of 95 feet/8 stories.

The plan recommends increasing the allowable residential density to 40 units per acre in order to bring more households into the downtown, and reducing the nonresidential floor area ratio to 0.5 FAR for retail uses and 1.0 FAR for office uses within the boundaries of the Study Area. This will generally allow for a full "wrap" of neighborhood-serving retail uses on the first floor of the building and several floors of office development. The balance of the building could be used for residential purposes at 40 units per acre.



*Typical Urban Core cross-section*

The existing "permitted" intensity of 10.0 FAR is not achievable within the available eight-story building envelope (the maximum possible FAR in 8 stories is 8.0, but since parking areas are not included in the calculation, a self-parked eight-story building would likely have a FAR that is significantly lower than 8.0), and therefore has little meaning as a regulation. In this light, the

proposed regulatory amendments would actually create value by allowing property owners to meet strong demand in the residential market, while still retaining a reasonable set of commercial development rights.

Surface parking should be hidden from views from public rights-of-way. On-street parking should be required where it is physically possible to provide it.

The existing C-1A "downtown fringe district" zoning (which applies to most of the Historic Ballard Park neighborhood) allows a maximum nonresidential floor area ratio of 0.5, a maximum height of 35 feet / two stories, and a maximum residential density of 25 units per acre. The City should consider reducing the density to 12 units per acre and increasing the permitted number of stories to 3 in order to promote redevelopment of the southeastern portion of Historic Ballard Park with townhomes and live-work units. The City should also consider reducing the front setback from the existing 35 feet to 10 or 15 feet in order to provide a more "urban" character that includes a closer relationship between homes and the street.



In order to promote an adequate supply of workforce housing (housing units less than \$200,000), a 20% density bonus is recommended in the Urban Core for workforce housing provided to income qualified households that maintain a homestead exemption for a period of not less than 5 years.

**URBAN VILLAGE**

**Location**

The Urban Village portion of the Study Area is located between MLK Boulevard and 17th Avenue. The area includes the Village of the Arts neighborhood on the east side of the





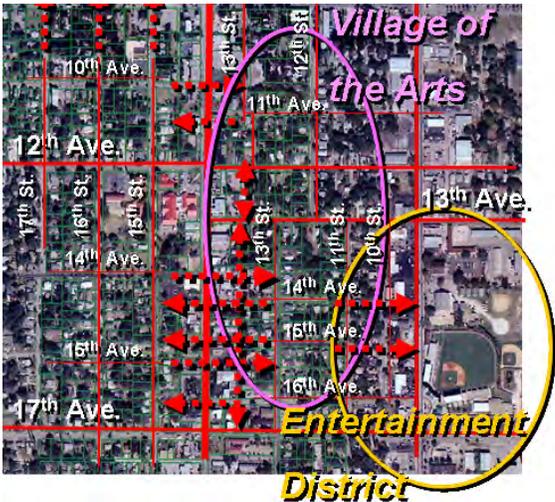
*Pedestrian environments and amenities are more prominent north of 17th Avenue and auto-oriented environments are more common south of 17th Avenue. Capture the new market demands for pedestrian development north of 17th Avenue and celebrate Bradenton's heritage of the 1950s auto era south of 17th Avenue.*



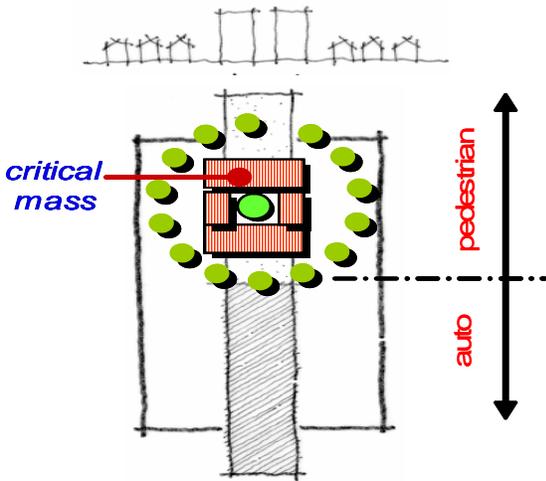
*The pedestrian districts of Ballard Park/Elementary, Downtown, Front Porch, Village of the Arts, and McKechnie Field are the strongest assets north of 17th Avenue and collectively offer the greatest potential for enhanced commercial and social synergy. Connect these assets to one another and to Tamiami Trail by extending streets and creating new ones wherever possible. This will increase pedestrian activity and mobility through neighborhood permeability and connected destinations.*



More than 30 homes in the Village of the Arts have already been adaptively reused for artist and gallery space. The plan supports continued adaptive reuse of this unique environment.



Extending east-west Avenues on either side of Tamiami Trail would produce public nodes where existing land assembly is possible. Create public gathering spaces along Tamiami trail where neighborhoods and assets can unite with the energy and commerce of Tamiami Trail as Bradenton's renewed "Civic Spine".



A catalytic project of 10 or more acres would jump-start the redevelopment within the Tamiami Trail corridor. Assemble highly-visible land that is central to the Urban Village in a location where new or existing streets extend across Tamiami Trail, and, of course where land assembly at this level is possible. The catalytic redevelopment project will create the critical mass necessary to attract a larger market segment to the corridor that will provide greater support for sustaining new investment.



Creating public nodes with concentrations of building mass, human density, pedestrian commerce, and civic activity along Tamiami Trail adjacent to existing residential districts will complete the formation of thriving neighborhoods for living, working, playing, shopping and relaxing.

Tamiami Trail. The Village of the Arts is a neighborhood of historic homes that are being adaptively reused for artists' "live-work" space. Presently more than 30 homes in the neighborhood are being used in this capacity.

### **Character**

The Urban Village is the fringe of the Urban Core, and is anticipated to develop with the character, lifestyle, and friendliness of a village. The character of the Urban Village is anticipated to be a combination of mixed-use development at a lower scale than the Urban Core along the Tamiami Trail and preserved and enhanced existing single-family "near downtown" neighborhoods on either side of Tamiami Trail.



*Development within the Urban Village should ultimately create a pedestrian lifestyle with ground floor retail and housing above, wrapped around public gathering places for group and individual activity.*

### **Planning Objectives**

The role of the Urban Village is to provide "near-town" housing opportunities and a quasi-urban lifestyle of walkable neighborhoods and easy access to amenities such as restaurants, cultural uses, and neighborhood supporting retail and services.

The key planning objectives are to:

- ◆ remove blighting influences from the Tamiami Trail;
- ◆ enhance connectivity of streets and sidewalks;
- ◆ enhance the profile of the Village of the Arts;
- ◆ provide quasi-urban amenities in the Tamiami Trail corridor that are easily accessible to residents of the adjoining neighborhoods;
- ◆ promote mixed-use development in the Tamiami Trail corridor that puts commercial uses at

the ground floor along Tamiami Trail and residential uses that relate to the adjacent neighborhoods along other street frontages; and

- ◆ reinforce the abutting residential neighborhoods.

### Plan Recommendations

Modify the C-1 Zoning Requirements in the Study Area. Throughout the Urban Village, both sides of the Tamiami Trail are zoned C-1, which allows mixed-use development. Several modifications to the zoning should be made in order to implement the plan. First, in most places, the mixed-use C-1 district extends only ½ block away from the Tamiami Trail. The plan recommends allowing mixed use development for one block on either side of the Tamiami Trail.



Second, the district allows a maximum floor area ratio of 10.0, a maximum residential density of 25 units per acre, and a maximum height of 85 feet/8 stories. Since the Urban Village is intended to be less intensely developed than the Urban Core, the plan recommends a reduction in floor area ratio to 0.35 FAR for retail uses plus 0.35 FAR for office uses in the Urban Village. This FAR is approximately double the intensity of the existing condition (which according to the Manatee County Property Appraiser is 0.38 FAR for all commercial uses in the corridor), and will allow for a meaningful frontage of commercial uses along the Tamiami Trail. An increase in residential density within one block of the corridor to 30 units per acre is recommended in order to bring more new households into the area and allow for residential-over-retail mixed-use configurations when the market is ready for them.





Third, the existing C-1 district allows a maximum height of 85 feet/8 stories. However, the plan recommends generally lower buildings in the Urban Village. A maximum height for the Urban Village mixed-use district of five (5) stories along the Tamiami Trail and three (3) stories along frontages that are opposite existing residential uses is recommended. Limited six- or seven-story elements at intersections that are intended to be nodes of activity along Tamiami Trail should be permitted.

Fourth, the district regulations should require residential development along frontages that are opposite existing residential uses. This will promote urban design that is integrated with the existing neighborhoods.



*Development within the first block on either side of Tamiami Trail should be residential in character and relatively dense.*

The existing "permitted" intensity of 10.0 FAR is not achievable within the available eight-story building envelope (the maximum possible FAR in eight stories is 8.0, but since parking areas are not included in the calculation, a self-parked eight-story building would likely have an FAR that is significantly lower than 8.0), and therefore has little meaning as a regulation. In this light, the proposed regulatory amendments would actually create value by allowing property owners to meet strong demand in the residential market, while still retaining a reasonable set of commercial development rights.

In order to promote an adequate supply of workforce housing (housing units less than \$200,000),



The development components of the village district are the street, the public open space and the building. These components should be orchestrated to give priority to human environments.

a 30% density bonus is recommended in the Urban Village for workforce housing provided to income qualified households that maintain a homestead exemption for a period of not less than five (5) years.

Continue to Support Cohesive Neighborhoods. The Urban Village's existing residential neighborhoods will continue to benefit from public and private reinvestment according to neighborhood-supported plans and market forces that are already in place.

Develop a Catalytic Project. Along Tamiami Trail itself, major redevelopment, including active public sector involvement in redirecting the corridor's physical character and market trajectory, is recommended. Development of a catalytic project in a highly-visible location in the central Urban Village in order to jump-start the redevelopment of the rest of the Urban Village is recommended. This redevelopment program is detailed in the Implementation Section, which begins on Page 60.

Complete the Sidewalk Network. North of 13th Avenue, there is a relatively continuous network of sidewalks. Completion of the sidewalk network on both sides of the street throughout the Urban Village to offer pedestrian connectivity within the neighborhoods and between the neighborhoods and Tamiami Trail as it redevelops is recommended. After the catalytic project is underway, priority should be given to installing sidewalks in the Village of the Arts in locations where they are not currently provided.

Landscaping and Streetscape Treatment To Reflect Characteristics. Continuous sidewalks and street trees should be a requirement in neighborhoods north of 17th Avenue, and provided as funding permits in neighborhoods south of 17th Avenue.



*Development within the Urban Strip district should recall memories of Bradenton's 1950s heritage from slow moving automobiles, to streamlined architecture, to drive through, to curb side dining.*



The development components of the strip district are the street, the building and the surface parking lot. These components should be orchestrated to recreate the scale and character of the 1950s



The plan anticipates that the Urban Strip will redevelop in a more suburban pattern than the Urban Village. The design concept for the Urban Strip is a revival of the palm-lined boulevard that welcomed visitors traveling along the Tamiami Trail in Bradenton in the 1950s.

## **URBAN STRIP**

### **Location**

The Urban Strip is located in the area between 26th Avenue and 17th Avenue. Among the more prominent existing uses in the Urban Strip are the Tropical Palms Trailer Park, Kiwanis Hall, Foodway, and Family Dollar.

### **Character**

The Urban Strip is the fringe of the Urban Village. The desired character of the Urban Strip is a return to the Tamiami Trail's heritage - a 1950s "strip" with a mix of residential and commercial uses that responds to modern market preferences.

### **Planning Objectives**

The key planning objective for Tamiami Trail in the Urban Strip is to celebrate the history of Tamiami Trail as a "strip" by restoring the street to a palm tree-lined commercial "boulevard" with retail uses at street level and office and/or residential uses above, and one double-row of parking bays on the Tamiami Trail side of the buildings.

### **Plan Recommendations**

Apply mixed-use zoning to the Tamiami Trail corridor. The existing C-3 zoning along most of the Tamiami Trail in the Urban Strip generally provides for the setbacks and building forms that could result in development of a commercial "boulevard." However, the regulations in this area should be revised to allow residential and commercial mixed-use up to the three (3) stories / 35 feet in height. Residential densities should be 12 units per acre to allow for townhome development and low-scale residential-over-retail development. Street frontages that face existing neighborhoods should be developed with residential uses.

Allow market synergy from a revitalized Urban Village to catalyze redevelopment of the Urban Strip. The revitalization of the Urban Strip will be anchored by the City's active participation in developing a catalytic project in the Urban Village to the north.

Minimize the visual impact of off-street parking. Only one bay of parking with specific landscaping requirements should be permitted between the right-of-way and building frontages along Tamiami Trail. On-street parking should be encouraged on side streets.

### ***SUBURBAN STRIP***

#### **Location**

The Suburban Strip is located South of 26th Avenue.

#### **Character**

The Suburban Strip area is the fringe of the Urban Strip with the auto-oriented character of "Suburban Florida."

#### **Planning Objectives**

The planning objective for the Suburban Strip is to bring sufficient economic energy into nearby locations to support reinvestment in and revitalization of existing buildings.

#### **Plan Recommendations**

Provide public investment in the streetscape when sufficient reinvestment in the adjoining private property is committed.

# Implementation

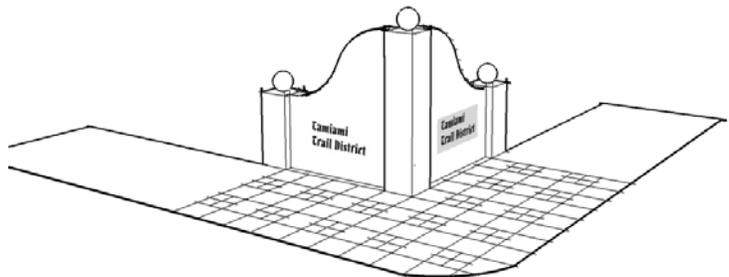
## DEVELOPMENT AND REDEVELOPMENT STRATEGIES

Redevelopment is the natural order of things in the built environment. Unfortunately, the reality of the market is that redevelopment occurs naturally only when the value of the land is significantly greater than the value of the land and improvements. While low rent retail – tenants of last resort – are undesirable to the community at large, they nevertheless generate income that is valuable to the owner, especially if the owner is not invested in maintenance, repair and improvement. Accelerating the pace of development and redevelopment requires strategies which overcome or shift market forces to make development and redevelopment economically feasible. There are a variety of strategies that can be employed to achieve a desired redevelopment outcome.

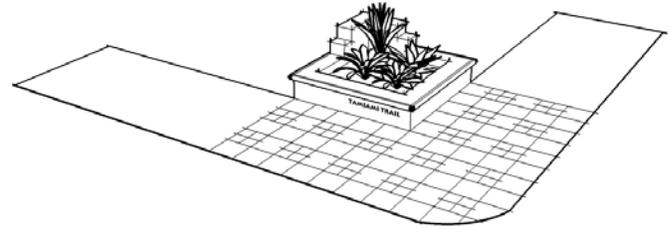
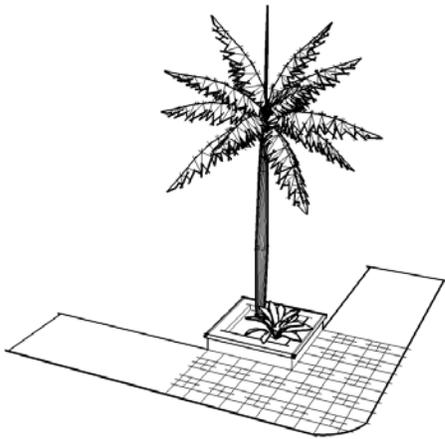
### *RENOVATION OF THE PUBLIC REALM*

It is axiomatic that real estate products with a “good address” are more valuable than others with less attractive addresses. A good address is comprised of several elements including location and the image and character of the place and the nature of the street. The Tamiami Trail Corridor is blessed with great location, practically in the center of the Bradenton metropolitan area. The image and character of the Corridor as a place leaves much to be desired, as does Tamiami Trail and the local street network.

A key redevelopment strategy must be renovation of the image and character of the Tamiami Trail Corridor as a desirable “address.” Elimination of unattractive signage and street landscaping are needed if the image of the area is to be improved. The market is very sensitive to public commitments to change because of the opportunity for wealth creation that is created when a specific direction is supported by concrete and visible action. Public investment in streetscaping, for example, is far more likely to reposition the image of place than an even larger public investment in stormwater management, although the latter may be more important in the



*Entryway identification is a strategy for demonstrating public commitment to reinvestment that has been successfully implemented in many communities.*



*Improvements at intersections where existing setbacks are sufficient to allow pavers could establish a new “vocabulary” for the Trail. The scope of the intersection improvements could be modest so long as they are striking in the character and are distributed throughout the corridor.*

long run.

One way the CRA could demonstrate its “commitment” would be to identify a set of improvements that could be implemented throughout the Corridor. Entryway identification is a strategy that many communities have successfully implemented. While it would be imprudent to install street trees along block faces that are going to be redeveloped in the future, improvements at intersections where existing setbacks are sufficient to allow pavers could establish a new “vocabulary” for the Corridor. The scope of the intersection improvements could be modest so long as they are striking in the character and are distributed throughout the Corridor.

Local streets are also in need of upgrade. The formula for great local streets is relatively simple – pedestrian friendly/traffic-calmed travel lanes, parkways with ground cover and street trees and a sidewalk of at least five (5) feet in width that is part of a network of pedestrian ways. A powerful incentive for redevelopment is to provide street renovation funding in support of qualified redevelopment proposals. The incentive is particularly powerful if stormwater management improvements were needed.

### **LAND ASSEMBLY**

A key strategy in most redevelopment scenarios involves land assembly – consolidation of land ownership to create modern parcels of land that can be efficiently developed. Historical patterns of development created small lots that can not be effectively redeveloped because of land development code requirements, e.g. off-street parking, and because a new store on a single lot in a block of otherwise obsolete store fronts has little or no chance of success.

Land assembly involves more than creating useable parcels of land. Land assembly is also a technique for eliminating negative elements from the built environment. A key negative land use in the Tamiami Trail Corridor are obsolete motels that contribute to the reality and perception of crime and unsafe conditions. Strategic land assembly results in the elimination of these negative influences. If the balance of land in the block where a motel is located could be assembled, the enhanced development potential could help to fund the cost of eliminating the motels. Generally, the size and dimensions of a redevelopment parcel have a significant impact on the value of land, e.g. the per square foot value of a 50 x 100 foot lot is less than the per square foot value of 250 x 400 foot block, because of the relative efficiency of redeveloping the parcels.

In addition, the assembly of entire blocks along the Tamiami Trail allows for the development of projects that establish a transition from commercial retail along the Tamiami Trail frontage to residential along the neighborhood boundary away from the Trail.

### **REDEVELOPMENT MODELS**

There are several different redevelopment models that have the potential for success under existing market conditions.

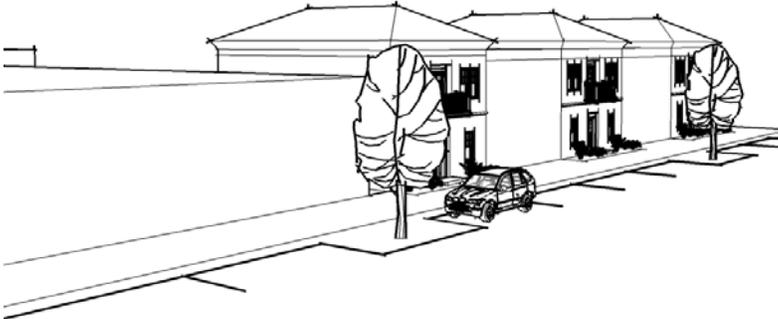
The simplest, town homes with internal parking, is relatively risk free in some locations within the corridor. The product has two (2) or three (3) stories with internal parking on the first floor, preferably accessible from an alley or parking area at the rear of the building. Internal parking is important for security – the purchaser or tenant can access his or her unit in a vehicle and enter the home from a secure garage. Vehicular access to parking from the rear is extremely important to create a pedestrian friendly, neighborhood ambiance on the street side of the units. Units typically range from 1,450 square feet up to 2,800 square feet depending on market preference and developer tolerance with regard to absorption rates. The townhouse product is extremely successful in southeast Florida and several segments of the local community are prime candidates for this kind of housing.



*Town homes with internal parking is relatively risk free in some locations within the corridor. The product has two or three stories with internal parking on the first floor, preferably accessible from an alley or parking area at the rear of the building.*

There are relatively few opportunities for traditional retail in the market place. The market is

well-served in most retail segments, but there are a few opportunities for the Corridor. The CRA should be prepared to provide incentives for retail activities that are particularly important to lifestyle households including bookstores, fresh and gourmet foods—a Trader Joe’s market would be a powerful anchor in the Corridor.

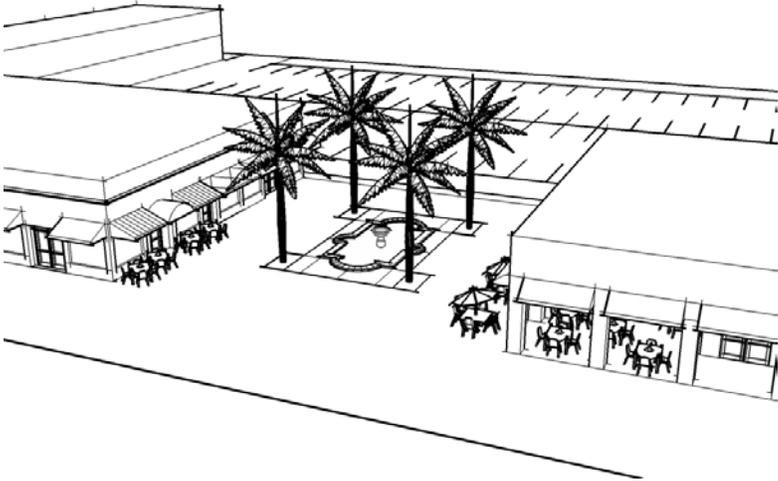


*Town homes line the side-streets in the horizontally mixed-use*

**MIXED USE**

A popular and successful redevelopment product is mixed retail and residential uses. These projects range from mid-rise residential (up to nine (9) floors) with a coffee shop on the first floor, to classic residential over retail store fronts. Given the unproven nature of the market, at least the pioneering projects should limit vertically mixed products and focus on two (2) faced projects – retail on the Tamiami Trail and residential on the back of the parcel proposed for development. This product, of course, requires a relatively large parcel of land and is really only viable where the development parcel has frontage on the Tamiami Trail and another north-south street.

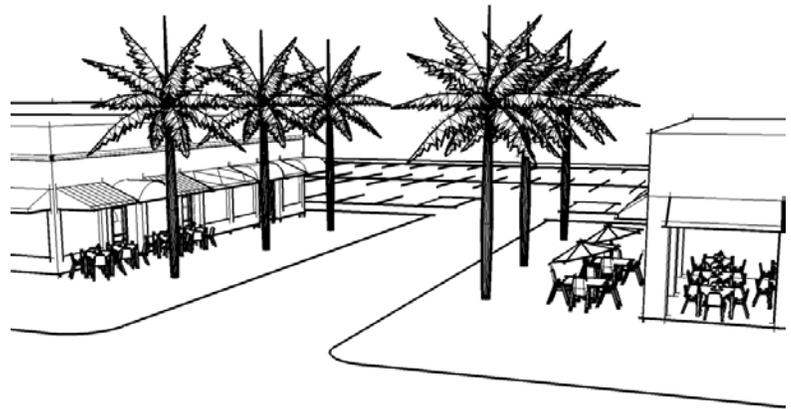
An example of this product is a 10 unit townhouse and 21,000 square feet of retail, with townhouses on the side streets and the retail organized around a central plaza. The principal limiting factor for this product is off-street parking. There are many variations on the design – townhouses around the three sides of the site that do not front on Tamiami Trail, however, the square footage of retail is reduced.



*Oblique view of the plaza that serves as an organizing feature for the retail uses that line the Tamiami Trail.*

The final product is a large scale

vertically mixed use with retail down, residential above and structure parking “wrapped” by townhouses. The minimum lot area for such a product is approximately five (5) acres, making this product a candidate for the first or second phase of a catalytic development.



### LAND WRITE DOWNS

*Alternative design that provides access to the surface parking lot from the Tamiami Trail.*

Successful redevelopment involves overcoming risk. The perception of the market is that the Tamiami Trail Corridor is an unproven, but potentially attractive market. The CRA should be prepared to offer incentives to one or more pioneering projects in the form of a land write down. There are many ways that incentives are provided. One means is simply to commit all or a portion of the future tax increment to a qualifying pioneer project. A developer could be awarded a 50% share of future tax increment generated by his or her pioneering project during the first 10 years of the tax increment. For example, if the completed project is projected to have an assessed value of \$10 million and will generate \$125,000 in tax increment when completed, the CRA could pledge  $\frac{1}{2}$  of the first ten years of increment to the developer, a pledge with a net present value more than \$450,000.

Another method involves the use of a long term land lease with a participation rent based on project performance. For example, the CRA acquires land for \$3 million and leases the land to the developer at a market rate rent based on a value of \$1.5 million, a substantial incentive to the developer. The lease, however, includes a provision for a participation rent if a negotiated percentage of net operating income exceeds the base rent. If the base lease rent was \$150,000 and the threshold percentage for participating rent was 15%, the developer, or his successors and assigns, would pay no additional rent so long as net operating income does not exceed \$1 million. If, however, net operating income were to rise to \$1.75 million, the annual rent to the CRA would increase to \$262,500 per year, a rent that would be sufficient to repay any debt incurred by the CRA to acquire the property.

Finally, the CRA could simply fund land write downs out of existing and future tax increment as a cost of turning the market.

## **CATALYTIC PROJECT**

The most powerful antidote to what ails the Tamiami Trail Corridor is a market-shifting redevelopment project. In many communities, mixed use projects are designed as “lifestyle centers,” places where the emphasis is on a quasi-urban neighborhood lifestyle. The demographics of the area do not support a lifestyle center like Mizner Park in Boca Raton, however, there is clearly support in the market place for lifestyle housing, e.g. near downtown residential neighborhoods to the north and west of the Tamiami Trail Corridor.

The importance of a catalytic project is increased by the nature of the redevelopment area. The Corridor is more than one (1) mile long and it will be extremely difficult to achieve a significant change in market perception on a parcel by parcel, incremental basis. At some point the market will turn, but in the mean time, each developer is a pioneer and the absence of momentum exposes the entire enterprise to world events and economic cycles.

The preferred redevelopment scenario is an appropriate catalytic project with the power to transform the market’s perception of the future of the Corridor and to stimulate second and third generation redevelopment investment. Ideally, the project involves 10 or more acres of land and involves a mix of retail and residential uses with a mix of housing types including mid-rise apartment/condominiums and town homes. If possible, the project should be divided into two or more phases, however, the first phase should involve at least 25,000 square feet of retail and 100 dwelling units. The residential density, based on gross acreage (without regard to the permitted intensity of non-residential uses) should be at least 30 units to the acre to give potential developers flexibility to create a range of unit sizes. The height of the mid-rise should not exceed 100 feet and buildings should be designed so that building height varies substantially.

The CRA should be prepared to participate in land assembly for a catalytic project and to provide economic incentives in the form of TIF rebates or other economic incentives to reduce risk and improve the character of the project.

## **REGULATORY RECOMMENDATIONS**

There is a disconnect between the development form contemplated by this plan and that which is dictated by the City's zoning code. The plan recommends amending the zoning code as it applies within the Study Area as follows:

1. In the Urban Core of the Study Area:
  - A. For the area that is currently zoned C-1, increase permitted residential density to 40 units per acre and reduce permitted nonresidential intensities to accommodate ground-floor retail on all street frontages and limited office development on upper floors.
  - B. Amend the Comprehensive Plan to allow the recommended density.
2. In the Urban Village of the Study Area:
  - A. For the area that is zoned C-1, increase permitted residential density to 30 units per acre and reduce permitted nonresidential intensities to accommodate:
    1. ground-floor retail of office along Tamiami Trail and key intersections along side-streets; and
    2. limited office development on upper floors.
  - B. Require development along 13th and 15th Streets to be residential in character, with limited neighborhood-serving commercial uses at key intersections with east-west cross-streets.
  - C. Extend the mixed use district outlined in A. and B. above to encompass the area within one block on either side of the Tamiami Trail throughout the Urban Village.
  - D. Amend the Comprehensive Plan to allow the recommended density.
3. In the Urban Strip of the Study Area
  - A. Create a mixed-use district that extends for one block on either side of the Tamiami Trail that allows residential development at 12 units per acre and commercial uses that are arranged to reflect the character of a 1950s "urban strip" or commercial "boulevard," and rezone the affected property to the new designation.
  - B. If a parcel of land that is larger than 10 acres (such as the trailer park) becomes available for redevelopment, substantial regulatory flexibility should be applied, including increased densities, to support a market-repositioning product, especially one that contains workforce housing.
  - C. Amend the Comprehensive Plan to allow the recommended density and to allow flexibility with regard to density and intensity for the planned redevelopment of parcels greater than 10 acres in size.

## ***PUBLIC INVESTMENT STRATEGY***

The plan assumes that public resources are limited, and that the impact of every public dollar invested should be maximized. It also assumes that the bulk of the public investment in the public realm will be undertaken by the Bradenton Downtown Development Authority (DDA) / 14th Street Community Redevelopment Agency (CRA) using tax increment financing. The principal investment goal is to create a self-sustaining place that delivers a positive fiscal benefit to the City when the CRA terminates (see Administration Recommendation number 1).

In terms of priority of public investment, the plan recommends:

1. Complete existing streetscape programs for which funds have already been committed in order to provide an areawide baseline for the public realm; provide distinctive identity signage for each subarea of the Study Area; provide corner treatments at intersections along Tamiami Trail.
2. The Urban Village should be the top priority for new public investment:
  - A. First, ensure that a quality, highly-visible catalytic project of a critical mass and scale is developed in the Urban Village in the short run. It is expected that public investments that will mitigate the developer's risk (e.g., land write-downs, TIF rebates, etc.) will be required.
  - B. Second, invest in the public realm to reinforce the quality and character of the catalytic project.
  - C. Third, invest in the public realm to reinforce the quality and character of other committed redevelopment projects in the corridor that follow the catalytic project.
  - D. Fourth, as revenues become available, install and connect sidewalks throughout the Village of the Arts. Also consider sponsoring public art in the Village of the Arts, including murals at key points of entry into the Village of the Arts.
3. The Urban Core should be the next priority for new public investment:
  - A. Implement the Historic Ballard Park neighborhood plan. Consider a special assessment to fund implementation.
4. When the market evolves to the point where significant redevelopment is underway in the Urban Core and Urban Village, and dollars are available to support new retail and office construction in the Urban Strip, enhance the public realm to support committed redevelopment projects in the Urban Strip.

ESTIMATED TAX INCREMENT FINANCE REVENUE GENERATION							
YEAR	TAXABLE VALUE				TIF REVENUE		
	BEGINNING	NEW	YEAR END	CAPTURED	COUNTY	CITY	TOTAL
2006	\$105,929,686	\$6,355,781	\$112,285,467	\$59,682,558	\$436,578	\$269,318	\$705,895
2007	\$112,285,467	\$6,737,128	\$119,022,595	\$66,419,686	\$485,860	\$299,719	\$785,579
2008	\$119,022,595	\$27,141,356	\$146,163,951	\$93,561,042	\$684,399	\$422,194	\$1,106,593
2009	\$146,163,951	\$58,769,837	\$204,933,788	\$152,330,879	\$1,114,300	\$687,393	\$1,801,693
2010	\$204,933,788	\$12,296,027	\$217,229,815	\$164,626,906	\$1,204,246	\$742,879	\$1,947,125
2011	\$217,229,815	\$13,033,789	\$230,263,604	\$177,660,695	\$1,299,588	\$801,694	\$2,101,282
2012	\$230,263,604	\$13,815,816	\$244,079,420	\$191,476,511	\$1,400,651	\$864,038	\$2,264,688
2013	\$244,079,420	\$14,644,765	\$258,724,186	\$206,121,277	\$1,507,777	\$930,122	\$2,437,899

PLANNED TAX INCREMENT REVENUE ALLOCATION							
YEAR	Committed Funds						PROJECTED TIF TRUST FUND
	DEBT SERVICE	BALLARD NEIGHBORHOOD	TAMIAMI TRAIL	VILLAGE OF THE ARTS	RENTAL INSPECTION PROGRAM	ADMIN/ OPERATIONS	
2006	\$120,000	\$75,000	\$100,000	\$50,000	\$50,000	\$53,000	\$257,895
2007	\$120,000	\$75,000	\$100,000	\$50,000	\$50,000	\$58,000	\$332,579
2008	\$120,000	\$75,000	\$100,000	\$50,000	\$50,000	\$65,000	\$646,593
2009	\$120,000	\$75,000	\$100,000	\$50,000	\$50,000	\$69,000	\$1,337,693
2010	\$120,000	\$75,000	\$100,000		\$50,000	\$74,000	\$1,528,125
2011	\$0	\$0	\$100,000		\$50,000	\$79,000	\$1,872,282
2012	\$0	\$0	\$100,000		\$50,000	\$83,000	\$2,031,688
2013	\$0	\$0	\$100,000		\$50,000	\$90,000	\$2,197,899

Source: City of Bradenton

The net present value of the projected TIF revenue from currently committed redevelopment is \$9.5 million. Extension of the CRA for another 30 years would create a net present value of well over \$30 million.

Cash on Hand	\$686,897
Total Uncommitted	\$10,204,754
Net Present Value	\$9,541,445

- Continue to provide some support for maintenance and improvement of existing structures through CDBG grants and low interest loans for facade improvements.

### ADMINISTRATION

Although the plan anticipates that reinvestment within the Tamiami Trail Corridor will be accelerated by a highly-visible catalytic project, the repositioning of the Study Area as an attractive and sustainable mixed-use corridor surrounded and principally supported by "near-town" and "in-town" housing will likely be an evolutionary process that takes many years. Well-coordinated administration will be key to the efficient leveraging of public resources in the Study Area. In this regard, the plan recommends:

1. Extend the life of the CRA/DDA beyond 2013 (pursuant to Section 163.361(1), Fla. Stat.) so that it can:
  - A. continue to use the powers granted by Chapter 163, Part III, Florida Statutes in the areas of the Study Area over which the CRA/DDA has jurisdiction, including reinvestment of tax increment funds to support redevelopment; and
  - B. significantly enhance the present value of its future TIF revenue stream, so that it can make significant targeted investments in the corridor.
2. Conduct a findings of necessity study to determine whether the 14th Street CRA boundaries should be expanded to be coterminous with the Study Area boundaries on the west side of the Tamiami Trail, south of Downtown.
3. Continue to coordinate with the Manatee County CRA, which has jurisdiction over the Tamiami Trail Corridor to the South of the Study Area, to ensure consistent/complimentary investments in streetscape.
4. Monitor redevelopment within the Manatee County 14th Street CRA. To the maximum extent feasible, promote differentiation of the type, quality and character of nonresidential products along the Tamiami Trail from their nearby counterparts in Manatee County. Although with appropriate catalytic projects in place, the residential market is expected to be strong, the nonresidential component of the redevelopment strategy will be slowed when dollars are diluted by directly competing products that are located in the same area.

### **FUNDING SOURCES**

**CRA TIF Revenues.** It is anticipated that TIF funds will be the principal source of implementation funds within the Study Area. City Staff projects that based on redevelopment that is already committed and a conservative growth factor for existing development, the 14th Street CRA will generate \$13.1 million in TIF revenues between 2006 and 2013 (the date the CRA is presently scheduled to terminate). At a 6.5% discount rate, the present value of the future TIF revenue is approximately \$9.5 million. If the CRA is extended an additional 30 years, the net present value increases to well over \$30 million.

**Grants.** A \$300,000 Florida Department of Transportation grant is being used in 2005 to install decorative streetlights along the Tamiami Trail in the Study Area. CDBG block grant money is being redirected towards the mitigation of blight and the installation of sidewalks in the neighborhoods that surround the Tamiami Trail Corridor.

The City/CRA may qualify for hundreds of thousands of additional dollars from a variety of Brownfields programs administered by EPA, HUD and the State of Florida.

**Rents.** The CRA may acquire land and then convey it to a developer as a long-term land lease. These arrangements can result in significant future cash flows. The CRA may also operate properties that it acquires for redevelopment.

## **ESSENTIAL REVITALIZATION STRATEGY COMPONENTS REDUX**

The purpose of the Tamiami Trail revitalization strategy is to create a framework for a positive change in trajectory for an area of the City that has been struggling for many years, and to support the continued reinvestment in the residential neighborhoods that are adjacent to the Tamiami Trail Corridor.

The essential components of the strategy are:

1. Change the regulatory framework for the corridor to create several districts with distinctive character — an Urban Core district, an Urban Village district, an Urban Strip district, and an Suburban Strip district. The intensity of development lessens with each new district that is further from Downtown.
2. Make a baseline investment in the character of the public realm that tells the private sector that the City is serious about changing the market position of the corridor — begin with signage, street lighting, and decorative corner treatments.
3. Create a catalytic project in the heart of the Urban Village in a prominent location. The catalytic project should contain a critical mass of redevelopment that is attractive to a broad group of people who are looking for a quasi-urban lifestyle.
4. Create “addresses” for redevelopment by committing additional public dollars for public realm improvements that benefit qualifying redevelopment projects.
5. Reinforce existing neighborhoods by connecting sidewalks and continuing with grant and loan programs for renovation of existing buildings.

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## APPENDIX: TAPESTRY SEGMENT DESCRIPTIONS

The following descriptions of the ESRIBIS Tapestry Segments are derived from material provided by ESRIBIS. Additional information about ESRIBIS Tapestry Segments, including descriptions and methodology, is available at <<http://www.esribis.com>>

**Simple Living.** The Simple Living segment has a median age of 40 years, although a high percentage of the segment is 75 years old or older. Most people in this segment are retired seniors who live either alone or in congregate living facilities. Most are tenants in multifamily rental housing. The retired people in this segment generally rely on social security benefits as a primary source of income. In terms of interests, the younger part of the Simple Living segment enjoys nightclubs and dancing, while the seniors attend bingo nights and pursue hobbies. Walking, swimming, and golf are popular activities. People in the Simple Living segment watch a lot of television. The more affluent members of Simple Living would likely be interested in “quasi-urban” housing with nearby or integrated lifestyle-oriented retail uses.

**Great Expectations.** In contrast to Simple Living, the Great Expectations segment is fairly young, with a median age of 33 years. A high proportion of this segment are in their twenties. Most of them work in the manufacturing, retail, and service sectors. The level of home ownership among members of this segment is increasing over time. The average home owned by a person in the Great Expectations segment was built before 1960 and is worth \$95,500. Those who rent typically live in small apartment buildings. Members of this segment are not afraid to tackle home repairs. In terms of interests, this segment likes to go to dinner and a movie, attend concerts, and visit theme parks, the zoo, and the beach. A portion of this segment would likely be attracted to “quasi-urban” housing that is near places of work and entertainment.

**Senior Sun Seekers.** As its name implies, Senior Sun Seekers is also an older group, with a median age of 52. Most are retired or are anticipating retirement, and most have relocated to the South from colder climates (although some are still seasonal “snowbirds”). This segment favors growth markets with available seasonal housing, either mobile homes or single-family homes with a median value of \$91,500. This segment watches a lot of television and thoroughly reads the newspaper. They have a limited interest in home repairs. S&L does not believe that a significant number of Senior Sun Seekers would be in the market for “quasi-urban” lifestyle housing.

**Rustbelt Traditions.** The Rustbelt Traditions segment is typically found in industrial cities around the Great Lakes. The median age of this segment is 36. They are the backbone of the

manufacturing and transportation industries. Most own modest single-family homes with a median value of \$93,000. The median income is \$43,800. The segment is a mix of families, singles, and single-parent households. In terms of interests, this segment is attentive to home and garden maintenance. They contract for significant improvements, but do the balance of the work themselves. In their spare time, they bowl, fish, and watch television, especially sports programs. S&L does not believe that a significant number of Rustbelt Traditions households would be in the market for “quasi-urban” housing.

**City Dimensions.** City Dimensions is a young, highly diverse segment with a median age of 29. Two-thirds of this segment rent their housing. They are typically sports fans, especially football, basketball, and soccer. They spend more money than most segments on team sports clothing and video game systems. They also like television, especially movies and news programs. For recreation, this segment enjoys dancing, music performances, and movies. A material part of those at the upper income bracket of the City Dimensions segment would likely be attracted to “quasi-urban” housing, especially rental product.

**The Elders.** The Elders segment has a median age of 73 years. This segment prefers communities that are designed for senior living, primarily in warm climates. Half of all of the people in this market segment live in Florida. More than 80% of the Elders receive social security benefits, and many also have other sources of retirement income. The Elders are interested in golf and news (both cable news and newspapers). Many also travel. S&L does not believe that a significant portion of The Elders would be in the market for “quasi-urban” lifestyle housing.

**Cozy and Comfortable.** The Cozy and Comfortable segment is composed of families that are nearing retirement. Generally, they are settled, married couples who live in the pre-1970s single-family homes where they raised their children. The homes have appreciated to a median value of \$151,000. The median age of the segment is 40 years. The Cozy and Comfortable segment enjoys television, especially the Golf Channel and Home and Garden Television. They own mutual funds, consult financial planners, and are likely to have a second mortgage or home equity line. S&L does not believe that a significant number of Cozy and Comfortable households would be in the market for “quasi-urban” lifestyle housing.

**Home Town.** The Home Town segment is composed of people who are not highly mobile. They generally live in modest owner-occupied single-family homes in low-density suburban areas. Their median home value is \$58,900. The Home Town segment works in manufacturing, retail, and support services. They shop at discount stores. For entertainment, they enjoy

movies, museums, zoos, reading, and playing cards. Many own pets. S&L does not believe that a significant number of Home Town households would be in the market for “quasi-urban” lifestyle housing.

**Industrious Urban Fringe.** The Industrious Urban Fringe segment generally settles on the edge of metropolitan cities. It is a diverse segment with a median household income of \$39,000. This segment is typically employed in the manufacturing, construction, retail, and agricultural sectors. Many live in multigenerational households with children. Two-thirds of this segment own their own homes, which are generally older single-family homes with a median value of \$105,000. For entertainment, the Industrious Urban Fringe segment enjoys going to movies and listening to Hispanic and contemporary hit radio stations. S&L does not believe that a significant number of Industrious Urban Fringe households would be in the market for “quasi-urban” lifestyle housing.

**Midlife Junction.** The Midlife Junction segment is somewhere between the child rearing years and retirement. Their median age is 40 years. Most are still employed, but are approaching retirement. Approximately one-third of this segment are already receiving retirement income. In general, households in this segment live in owner-occupied housing, but many have decided to shed the responsibilities of caring for a home and moved to apartment buildings.

The median household income of the Midlife Junction segment is \$42,900. They spend money on dining out, gardening, books, and newspapers. They also enjoy television. S&L believes that Midlife Junction is an key market segment for “quasi-urban” housing.

**Old and Newcomers.** The Old and Newcomers segment lives in neighborhoods that are populated by renters who are either starting their careers or retiring. As the name of the segment implies, people in this group are either young (in their twenties) or above the age of 75. Few households in the Old and Newcomers segment are family households. Old and Newcomers households earn less than the national median household income. They generally live in mid- to high-rise apartment buildings constructed in the 1970s. This segment enjoys reading books, playing racquetball or golf, and jogging or walking. S&L does not believe that a significant number of Old and Newcomers households would be in the market for “quasi-urban” lifestyle housing.

**Heartland Communities.** The Heartland Communities segment lives in small towns throughout the Midwest and South. More than 75% of the households live in single-family homes that were built before 1960. The median age of the householders is 41 years, while the

median age of the housing stock is 46. This segment is interested in gardening, country music, hunting, and freshwater fishing. They participate in religious and civic activities and local politics. They eat out at family restaurants and fast-food chains. S&L does not believe that Heartland Communities households would be in the market for “quasi-urban” lifestyle housing.

**Green Acres.** The Green Acres segment is described as “a little bit country.” Members of this segment enjoy homes in a pastoral setting on the developing urban fringe. Most are blue-collar baby-boomers, and many have children aged 6 to 17 years. Green Acres households are relatively well-off, with a median household income of \$61,200 and a median home value of \$168,000. They like to garden and are not afraid to tackle home improvement projects. In their leisure time, Green Acres households watch Home and Garden Television, NASCAR races, and professional football games on television. They also enjoy hiking, hunting, and backpacking. S&L does not believe that Green Acres households would be in the market for “quasi-urban” lifestyle housing.

**Prosperous Empty Nesters.** The Prosperous Empty Nesters segment is generally aged 55 and older. Most households are married couples with no children living at home. They are enjoying the life transition from child rearing to retirement. The segment has a relatively high median household income of \$64,000. They spend money on golf, bicycling, skiing, working out, home improvement, and financial investments. They work on political campaigns, join fraternal organizations, and donate to charities. S&L believes that a significant contingent of Prosperous Empty Nesters would be interested in high-quality quasi-urban housing if it had a distinctive character and attractive amenities.

**Enterprising Professionals.** The Enterprising Professionals segment is comprised of young, highly-educated working professionals. In general, they are either single or recently married. They prefer newer neighborhoods of townhomes or apartments, and would generally rather rent than own their housing. Median household income for this segment is approximately \$65,000. Enterprising Professionals are heavily technology-oriented. They rely on cell phones, PDAs and PCs, and like to shop online. With their relatively high incomes and urban lifestyle preferences, Enterprising Professionals are a target market for quasi-urban housing.

**Aspiring Young Families.** Aspiring Young Families are attracted to rapidly growing areas of the South and West. They are primarily young start-up families, married couples, or single parents with children. The median age of this segment is 30 years. Almost half own their own homes, with a large number living in townhouses. Others live in multi-unit rental buildings.

This segment spends money on their children and on home projects. They also buy furniture, cameras, and DVD players. They enjoy dining out, movies, baseball and basketball, and theme parks. A portion of the Aspiring Young Families segment would likely be interested in quasi-urban housing if it was affordable and offered family-oriented amenities.

**Young and Restless.** The Young and Restless segment has a median age under 29 years. More than 70 percent of the segment has moved in the past 5 years. Nonfamily households in multiunit apartment complexes are the norm. Young and Restless households use the internet for staying in contact with friends and family, shopping, looking for work, and banking. They keep up with trends in lifestyle and entertainment. Young and Restless members enjoy movies (theater and video), working out, and going to bars and nightclubs. S&L believes that the more affluent members of the Young and Restless segment are a target market for quasi-urban housing.

**Inner City Tenants.** Inner City Tenants is a diverse segment — a multi-cultural market of renters who live in mid- to high-rise apartment buildings. Their median age is 28 years. Forty-five percent of the households are “nonfamily,” that is, single people or unrelated roommates. This segment lives a fast-paced lifestyle. They buy convenience foods (at fast-food chains and grocery stores). They enjoy walking, swimming, playing basketball, and aerobics. They also like bars and dance clubs. The top earners in the Inner City Tenants segment are a target market for quasi-urban housing.

**In Style.** The In Style segment lives in affluent neighborhoods of metropolitan areas. They are a suburban segment composed mainly of professional couples with a median age of 38. This segment favors urban housing, such as townhomes. Members of In Style have fewer children than their contemporaries. Labor force participation is high. The In Style segment contracts out home improvement projects and yard work. They are technologically savvy, work out regularly, and take vitamins. In Style is a prime target market segment for “near downtown” quasi-urban housing with lifestyle amenities.



# Street Character

Streets are the pathways through our cities and public stages for civic life. Their physical character implies economic circumstances and reveals the cultural personalities of associated neighborhoods. Designing streets becomes the essential task in defining our perceptions of place. They should be scaled to human comfort, planned to accommodate the economic and social needs and diversity of daily life, and designed to reinforce community identity and the culture of democracy.



- Outdoor Dining
- Formal Gathering
- Street Life
- Covered/Open Space
- Decorative Street
- Streetlights
- Wide Sidewalks



- Sidewalk Treatment
- Ground Floor Retail
- Outdoor Seating
- Decorative Treat
- Receptacles
- Street Trees
- Streetlights
- On-Street Parking
- Building Lighting



- Leaf Landscaping
- Decorative Fencing
- Sidewalks
- Human Scale
- Minimum Setbacks



- Signage
- Street Lighting
- Street Furniture
- Part of Street
- Framed Entry
- District Signage



- Outdoor Activity
- Informal Gathering
- Outdoor Life
- Intergenerational
- Intergenerational
- Outdoor Seating
- Street Vending

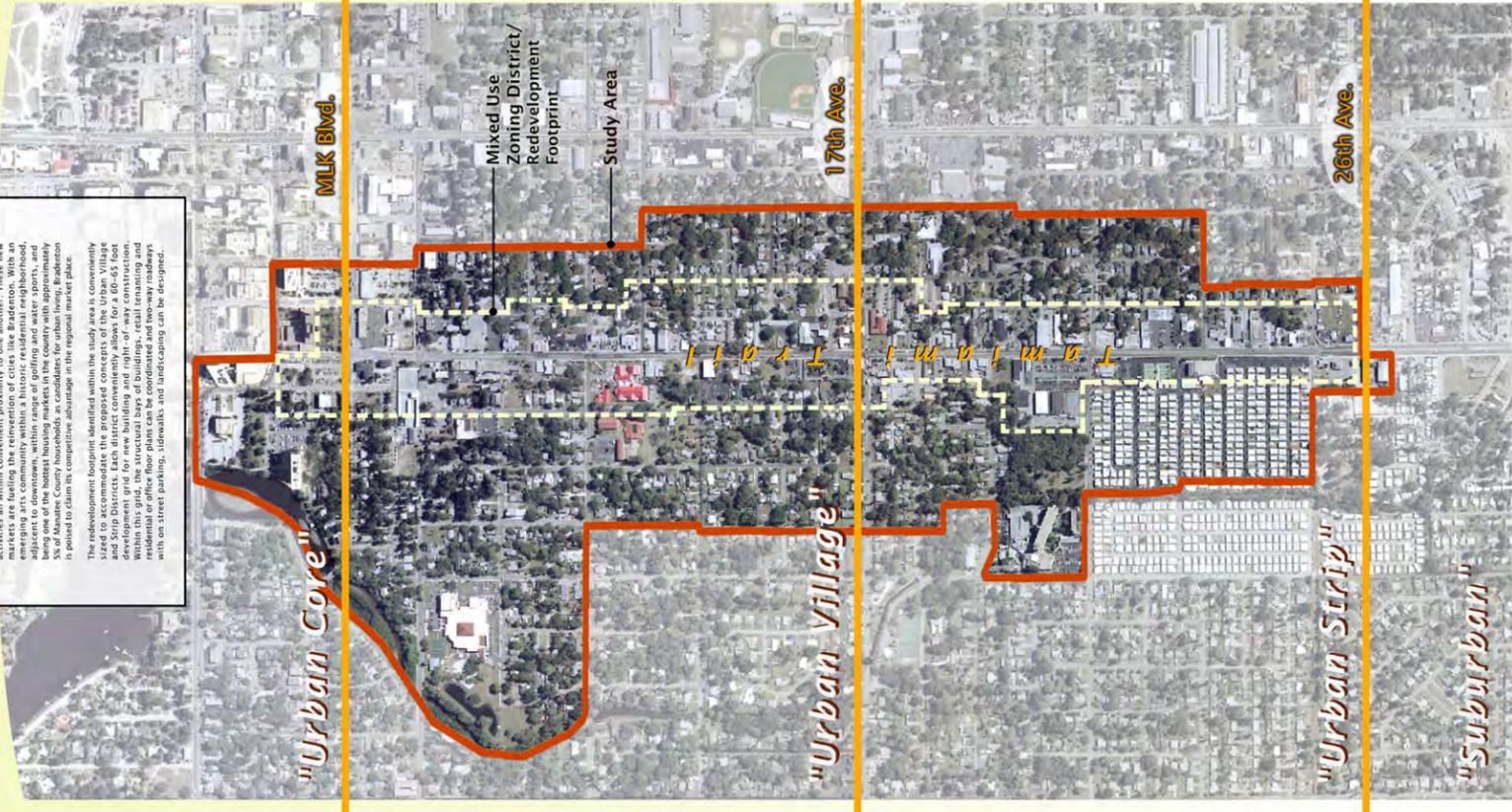


# Possibilities

The possibility for redevelopment within the Tamiami Trail Corridor is grounded in the realities of the market place and the geography of the "Redevelopment Footprint".

Bradenton is a City with the type of amenities that are attracting urban dwellers... arts, entertainment, recreation, commercial and residential markets are fueling the reinvention of cities like Bradenton. With an emerging arts community within a historic residential neighborhood, adjacent to downtown, within range of golfing and water sports, and 5% of Manatee County households, as candidates for urban living, Bradenton is poised to claim its competitive advantage in the regional market place.

The redevelopment footprint identified within the study area is conveniently sized to accommodate the proposed concepts of the Urban Village and Strip Districts. Each district conveniently allows for a 60-65 foot wide street, which allows for a mix of building heights, retail, residential or office floor plans can be coordinated and two-way roadways with on street parking, sidewalks, and landscaping can be designed.



## Landscaping/Streetscape

Tamiami Trail - Re-create the row of royal palms and continuous sidewalks that once lined Tamiami Trail.

Side Streets - Landscaping and streetscape treatments should be consistent with the historic district. Continuous sidewalks and street trees should be requirements in neighborhoods north of 17th Avenue, and encouraged in neighborhoods south of 17th Avenue.

## Parking

Downtown and Midtown Districts - Surface parking should not be a permitted use within 75 feet of any public right-of-way. On-street parking should be required within both districts and along Tamiami Trail where possible.

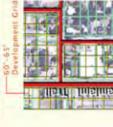
Uptown District - Only one bay of parking with sidewalks and specific landscaping requirements should be permitted between the right-of-way and building frontages along Tamiami Trail. On-street parking should be encouraged on all streets, including Tamiami Trail.



### Urban Village

The development components of the village district are the street, the public open space and the building. The street should be prioritized to human environments.

### Possible Redevelopment Plan Views



### Urban Strip

The development components of the strip district are the street, the building and the surface. The street should be prioritized to human environments. The scale and character of the 1950's commercial strip.

### Possible Redevelopment Plan Views



# Building Character

Buildings are the backdrops for human experiences within streets and public spaces. Their scale, proportion and architectural detail define, animate and embellish street environments as places of shared use. Buildings and landscapes should merge to capture the advantages of local climate, topography, history and construction practices. This ensures indigenous design fostering community pride and patronage.



- Balconies
- Entrances
- Canopies
- Personalized Space
- Awnings
- Signage
- Entrance



- Windows
- Porches
- Parapets
- Balustrades
- Fences



- Front Porches
- Trees and Vines
- Scalloped Shutters
- Foliage and Fenestration
- Gables
- Dormers



- Artistic
- Expressive
- Personalized
- Idiosyncratic
- Simplicity
- Colorful



- Identity
- Address Plates
- Signage
- Medallions

