

# INNOVATION41 *“Transforming Path into Place”*

A STUDY OF THE US 41 EDUCATIONAL AND CULTURAL CORRIDOR



[RINGLING SCHOOL OF ART AND DESIGN]



RENAISSANCE  
PLANNING  
GROUP

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## PROJECT MISSION

The *Innovation41 – Transforming Path into Place – A Study of the US41 Education and Cultural Corridor* master plan project was conceived to “create a public process and conceptual design for a designated area of higher education, history and culture along the North Trail on US 41,” and to “assist in developing a master plan for the corridor that will recognize and enhance the educational, cultural, and transportation features of the corridor.”

## Innovation41 Plan

The following conceptual master plan document was prepared as a result of a series of community stakeholder meetings, workshops, and the intensive four-day planning charrette conducted with over 300 attendees in early February 2006.

The conceptual master plan document was never intended to fully detail every action nor provide an exhaustive in-depth study of each issue affecting the US 41 corridor, but rather the plan was targeted at providing a synthesis of key issues affecting the corridor and as the culmination of intensive inter-jurisdictional, multi-agency, collaborative institutional dialogue, and strong community involvement. The master plan provides guidance and recommended action strategies, yet will require additional investigation to further the preliminary recommendations outlined in the study.

## Corridor Leadership Group

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Sarasota County

Manatee County

New College of Florida

University of South Florida, Sarasota-Manatee

Ringling School of Art and Design

FSU Ringling Center for the Cultural Arts

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## EXECUTIVE SUMMARY

The US 41 Corridor stretches from the Sarasota Bayfront to north of the Sarasota Bradenton International Airport with a long history as a location for commerce, cultural attractions, education, art and entertainment, and community identity. Eight institutions, individually bearing local, regional, and state significance, and geographically related to one another along the five-mile Corridor segment, have combined their energies to determine how to best capitalize on their respective investments and to help revitalize the entire Corridor in this study.

The focus of this study is to identify an overall brand identity while combining key iconic elements that define the Corridor. The study evaluates ways in which to build upon existing functional relationships amongst all the Corridor institutions, government entities, and the public to achieve the ultimate goal of creating a better place.

The Corridor study is a conceptual plan defining an overall vision and key initiatives that will require future additional study and refinement by numerous corridor stakeholders. This plan also provides a framework for the future North Sarasota study which will involve more detailed analysis and public participation.

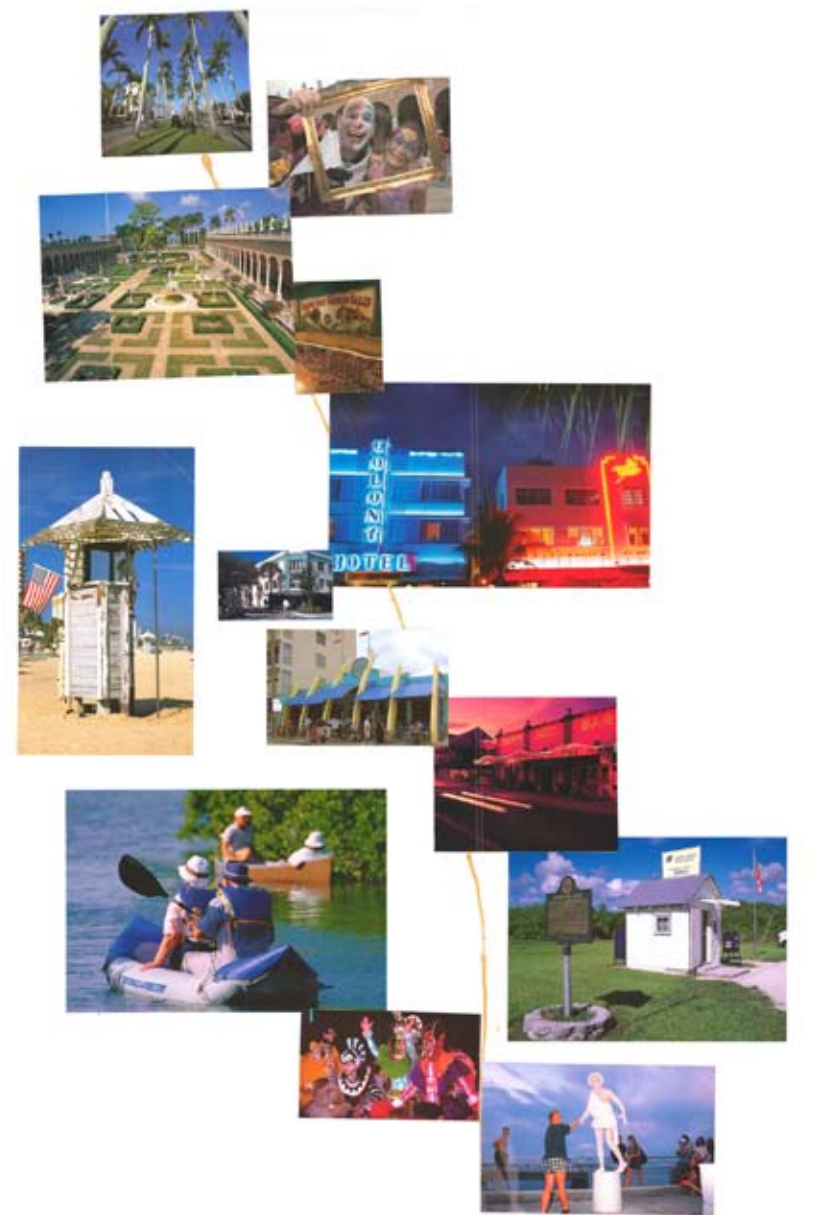


FIGURE A: ILLUSTRATIVE TRAIL IMAGE BOARD

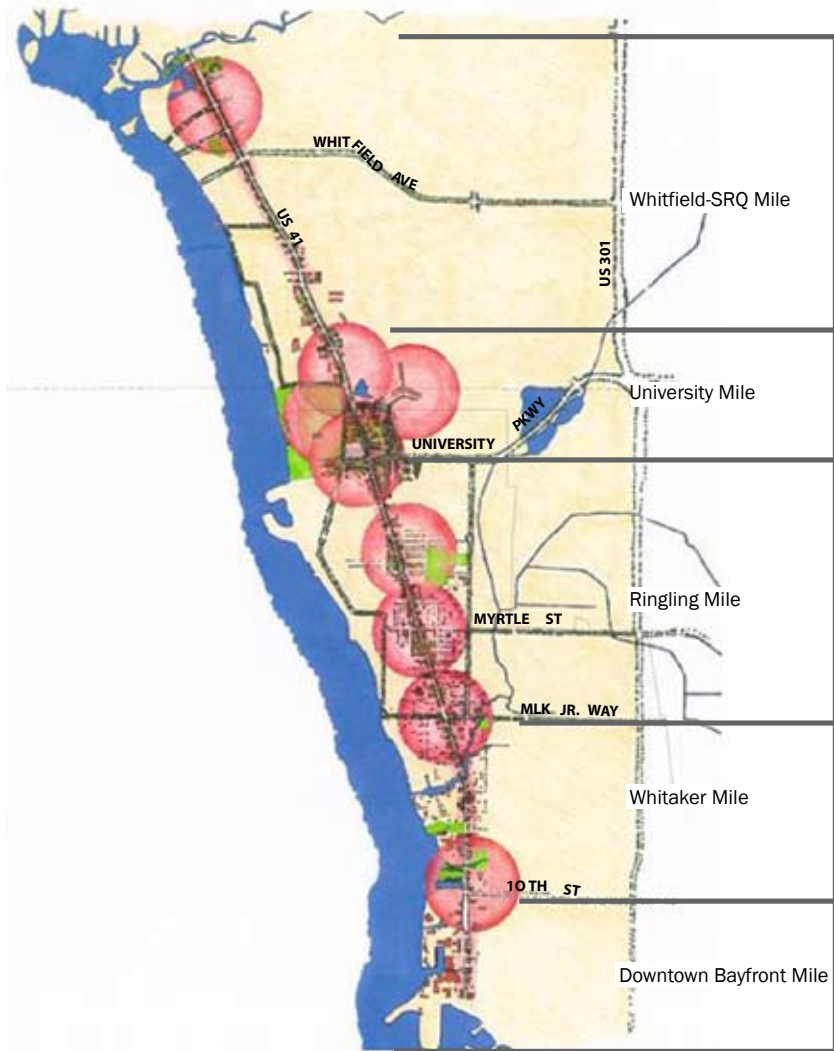


FIGURE B: US 41 CORRIDOR PLAN MAP

## Corridor Vision

Through a six-month process that culminated with a four-day public planning and design charrette in February 2006, the Corridor vision was defined. The Corridor vision is to blend proximity with mobility to create places of distinction and sources of pride. The Corridor revitalization will be based upon each institution successfully meeting its goals within an attractive, welcoming, and safe setting, while in turn creating a synergy and vitality clearly visible along the entire Corridor.

An additional element of this project was to provide recommendations to name or identify this study area. Since the group was trying to combine history, education, culture, arts, neighborhoods, nature and economic development with the concept to revitalize, re-emerge, and renew, *The Renaissance Trail* corridor name was recommended by the corridor client team. The concept name for the Corridor denotes the continuing transformation along the entire length of the Corridor from a path into a future recognizable place with a strong history of arts, education, culture, science and humanity.

Thoughtfully branded as The Renaissance Trail, the five-mile Corridor can be broken down into five discrete and marketable segments: Whitfield Mile, University Mile, Ringling Mile, Whitaker Mile, and Downtown Bayfront Mile. Similar to how mile markers define a trail, the segments are based upon the strength of its underlying current function, identity, and potential reinforced characteristics. The Renaissance Trail will require strengthening and leveraging the existing assets, institutions, and neighborhoods. The following are proposed segment names with their respective vision descriptions; the mile segments are somewhat figurative and may vary with some in excess of one mile.

Whitfield-SRQ Mile

The Whitfield-SRQ Mile vision includes creating a gateway to the Corridor transitioning from Southern Manatee County for the segment from Bowlees Creek to north of the University of South Florida (USF) Sarasota-Manatee’s new campus. Major strategies include transforming US 41 from a seven-lane high speed commuter roadway to a livable, commercial boulevard with buildings fronting the street, and serving as a multimodal function for motorists, transit, bicyclists and pedestrians, while providing improved east-west connections from neighborhoods to Sarasota Bay. The vision for the Sarasota Bradenton International Airport is to be a regional

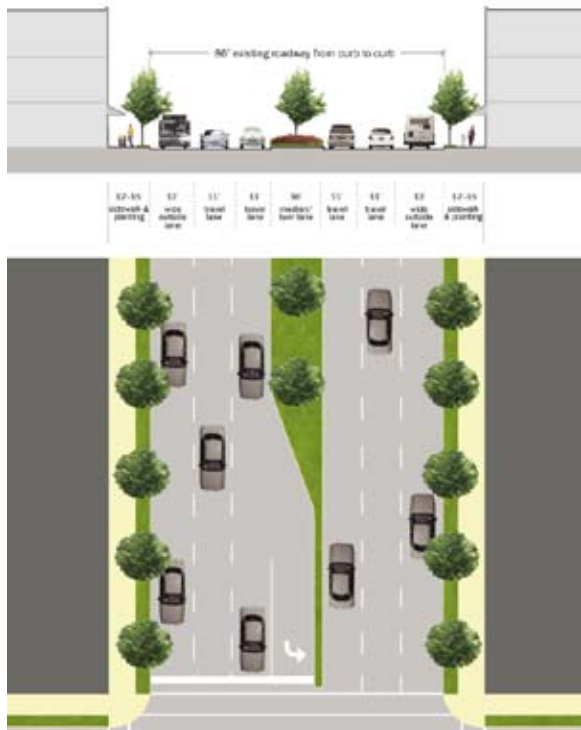


FIGURE C: US 41 ILLUSTRATIVE ROAD SECTION WITH BRT

multimodal transportation access point for students, residents, visitors, and workers using the Manatee and Sarasota county transit systems. The economic development vision is for the area to be an “innovation hub” that attracts small and larger businesses engaged in software development, design, and other components of the culture industries.



FIGURE D: US 41 AT WHITFIELD AVE ILLUSTRATIVE PHOTO RENDERING



FIGURE E: EXISTING CONDITIONS PHOTO



FIGURE F: US 41 AT UNIVERSITY PARKWAY ILLUSTRATIVE PLAN



FIGURE G: US 41 AT UNIVERSITY PARKWAY ILLUSTRATIVE RENDERING

### University Mile

The University Mile is defined by a segment from the USF Sarasota-Manatee’s new campus to University Parkway, and includes three major educational and cultural institutions on the Corridor: USF Sarasota-Manatee, New College of Florida, and the Florida State University (FSU) Ringling Center for Cultural Arts. The vision for the University Mile segment is to capitalize on the campus connections through establishing a gateway for culture, knowledge, and experience with urban design elements to announce this cultural and educational cluster. Through design, the vision is to create more physical definition of entrances to the campuses and enhance overall exposure for these institutions through landscape, streetscape, and signage.

### Ringling Mile

The Ringling Mile is defined by Ringling Museum to the north at University Parkway, and to the south by the Ringling School of Art and Design at Martin Luther King Jr. Way. The segment encompasses numerous vintage motels and commercial strips, many of which are envisioned as being renovated, renewed, or converted to contemporary uses blending history with the popular culture - just as the Ringling Museum achieves with its multiple museums for the young and old. The Ringling Mile segment is envisioned as underscoring the Corridor’s strong heritage in arts, culture, tourism, learning, and living.



### Whitaker Mile

The vision for the Whitaker Mile segment from Martin Luther King Jr. Way to 10<sup>th</sup> Street is to provide a transition from the downtown heights and densities to the creative class environment with increased walkability, lower building heights, and a diverse mix of uses. Leveraging the Ringling School as the Whitaker Mile’s northern anchor, the objective is to create a home for the creative class by building off the energy of the School and the momentum of downtown redevelopment with low to medium density redevelopment for the creative class, including members of the college community, as well as opportunities for affordable artists and workforce housing.

### Downtown Bayfront Mile

The definitive name of this mile would come after the completion of the “Cultural District” study now underway. It would align with the Cultural District report vision and extend from 10<sup>th</sup> Street to the other side of the Bayfront, including Selby Gardens. It would extend beyond the current study boundaries, but is significant to the overall Corridor plan with the cultural district, downtown, and the Bayfront as the southern anchors to the Renaissance Trail.



FIGURE H: INFILL CONSTRUCTION & MOTEL RENOVATION ILLUSTRATIVE RENDERING



FIGURE I: US 41 AT MYRTLE ST ILLUSTRATIVE RENDERING



FIGURE J: US 41 AT MARTIN LUTHER KING JR. WAY ILLUSTRATIVE PHOTO MONTAGE



FIGURE K: US 41 AT MARTIN LUTHER KING JR. WAY EXISTING

## Action Steps

Numerous actions and initiatives will be required to achieve the Corridor vision. As the overall implementation will take many years, and is thoroughly described in the Master Plan document, the following priority recommended actions are intended to provide guidance for immediate next steps:

### Priority 1 (Initiate process immediately – 0-6 months)

- Extend the current Memorandum of Understanding to further coordination and collaboration amongst Corridor entities.
- Establish regular meetings (quarterly or more as needed), for monitoring progress, coordinating, and supporting implementation.
- Identify priority projects or tasks with individual entity or joint Leadership Group commitment for implementation, including:
  - Engage branding and marketing experts – whether internal to the institutions or outside the agencies -- to further tell “The Renaissance Trail” story through brand word and graphics to increase the visibility of the Corridor institutions, promote major events, and coordinate the Corridor as a linked place of art, culture, education and community.
  - Work with law enforcement, institutions, neighborhoods, and local governments to develop a

strategy to reduce crime, prostitution, drug sales, and other illegal activity on the North Trail.

- Build upon the Tamiami Trail Scenic Highway vision and concept plans to target short-term aesthetic improvements to the public street including sidewalks, crosswalks, streetscape, lighting, art, and developing urban design and streetscape guidelines.
- Design and install wayfinding/signage system to reinforce the trail brand. Should include directional signage for major institutions and destinations; neighborhood district identification (i.e. historic Whitfield Estates), interpretive signs and street level maps.
- Evaluate current zoning and land development regulations (LDRs) to examine the potential creation of obstacles to redevelopment. The LDRs should enable support for uses complementing the future growth of the colleges, creative arts institutions, and the surrounding community. Evaluate the creation of an overlay zoning district.
- Formulate a redevelopment investment plan for targeted areas that includes identifying parcel consolidation and land purchase targets, historic preservation grants, façade grants, low-interest loans for live-work lofts that provide attainable housing for the community’s workforce.
  - New College of Florida has volunteered to host a one day workshop or charrette assessing the potential for economically viable affordable housing along the Trail featuring neighborhood participation

**Priority 2 (Initiate Next Process— 6-18 months)**

- Identify resources (staffing, in-kind services, or funding) within institutions or grants, etc. to accomplish projects.
- Coordinate promotion of upcoming landmark events under a single brand as including the following 2006 events: Opening of Ringling School of Art and Design Bookstore and administrative offices; Opening of new gallery space at Ringling Museum; Redevelopment of northeast corner of US 41 and University Parkway
- Evaluate feasibility of roundabout at University Parkway and US 41.
- Evaluate Bus Rapid Transit service feasibility on US 41
- Develop an operations plan for a shuttle (local circulator) between USF Sarasota-Manatee, Crosley, Airport, Ringling Museum, New College, motel row, Myrtle Town Center, Ringling Museum, and Downtown for students, faculty, and staff; and determine funding share.
- Establish a transit pass program for employers and new residential construction in the Corridor to incentivize transit use and reduce traffic impacts from redevelopment and infill development.

### Priority 3 (Initiate Process Next – 6-24 months)

- Create brand website that becomes the portal to all Corridor gems. Website highlights upcoming events and *transformation* activities. Becomes a resource for students and visitors.
- Evaluate the feasibility for a new Visitor’s Center to provide an enhanced experience for tourists, students, faculty, residents, prospective student families, and area workers with a location for consolidated information access, promotion, publicity, attraction information for the Trail, etc.

### SUMMARY

The US 41 Corridor Master Plan provides clear direction on how to transform the Corridor into a more vibrant, walkable district that supports local community redevelopment objectives. It is a long-term vision that will need to occur in phases over time. This community-based plan has evolved through close consultation with the people living and working along the Corridor. With the growth occurring in Sarasota and Manatee County, there is a tremendous opportunity to create a mix of workforce housing, small-scale shops, restaurants and businesses for a distinct and authentic urban environment.



## INTRODUCTION

The US 41 Corridor is a critical, but underutilized and undervalued gateway to Sarasota and Manatee County’s most culturally and economically significant resources. US 41 provides mobility for automobiles as a major regional transportation corridor but lacks a sense of place and positive cultural identity. Rather than favoring pedestrian and neighborhood movements, US 41 simply functions as a pathway facilitating automobile movement. However, US 41 has the potential to function as a destination attraction.

Every day over 40,000 cars are carried along US 41 south of University Parkway, but Corridor retail does not perform well. Over 300,000 patrons visit the Ringling Museum per year. A total of 4,600 students per year attend the USF Sarasota-Manatee’s new campus, New College of Florida, and Ringling School of Art and Design. However, with these statistics and over \$70 million of current capital investment, the surrounding neighborhoods are still experiencing crime and are lacking everyday services for students, staff, faculty, and visitors. Over one million visitors per year arrive at the Sarasota Bradenton International Airport, yet there are limited mid-range hotel options for business travelers, and tourists. Although hundreds of students graduate from the three local colleges every year, many leave the area with their knowledge, skills, and craft. It is difficult to recruit and retain talented artists for the cultural and arts institutions, as well as students and faculty for the colleges. Despite the presence of outstanding cultural, educational and economic institutions that clearly sustain the vitality of the region, US 41 currently does not reinforce the various institutions’ respective goals as it is neither attractive nor welcoming.

Today, the focus is to sustain the energy and capitalize upon the

potential of the Corridor with a dynamic and flexible vision Master Plan supported by a series of action strategies to transform *path into place*. The concept plan ties together over five miles of disparate uses into a series of linked districts celebrating history, culture, education, arts, neighborhoods, natural systems, and economic development.



FIGURE 1: US 41 EXISTING CONDITIONS



FIGURE 2: US 41 EXISTING CONDITIONS

## Planning Process

In October 2005, the Corridor Leadership Group, comprised of the City of Sarasota, Sarasota and Manatee County, the FSU Ringling Museum, New College of Florida, Ringling School of Art and Design, the University of South Florida Sarasota-Manatee, and the Sarasota Manatee Airport Authority, commissioned the Renaissance Planning Group team to prepare a Master Plan to guide private and public sector initiatives and help revitalize the US 41 Corridor.

The Master Plan builds upon previous efforts, studies, plans (e.g., the City of Sarasota’s Newtown Redevelopment Plan), and builds upon existing facilities such as the Ralph Caples Center, the Cars and Music of Yesteryear Museum and Sarasota Jungle Gardens. The Master Plan also casts a long-term vision for the character and function of the area, while providing guidance for next steps leading to implementation. The plan was a result of the six-month public planning process involving intensive public review and community input. The planning team was comprised of Corridor institution leaders, educators, researchers, students, planners, market economists, cultural resource specialists, transportation planners, marketing professionals, public officials, local and state agency staff, and citizen participants. Focus group workshops, interactive public forums, and an intensive four-day design charrette with over 300 participants helped to identify long-term strategic goals, review findings, refine concepts, and articulate a vision upon which to focus the community’s energy and resources.

Community concerns identified during the planning process, included safety, crime prevention, neighborhood services, parks, open space, heritage, and protection of existing neighborhoods. The Corridor’s image and function was discussed, including its overall

negative impression, perceived disinvestment, traffic, pedestrian safety, and its future as a multimodal transportation access point. Many goal setting conversations, however, were focused on the growth of the premier Corridor institutions, businesses and their role in the future of the entire community, the ability of the area to attract reinvestment and development, including attainable housing for students, staff, faculty, and residents, as well as, improvements to the overall Corridor image.

An additional element of this project was to provide recommendations to the Corridor Leadership Group to name or identify this study area. Given the direction of what to avoid, and the concept of “miles” taking care of the various gems, the group turned its attention to the name of the over-all stretch of road. Since the Corridor Leadership Group was trying to combine history, education, culture, arts, neighborhoods, nature and economic development with the concept to revitalize, re-emerge, and renew, *The Renaissance Trail* corridor name was recommended.



FIGURE 3: US 41 PUBLIC PLANNING CHARRETTE



FIGURE 4: SARASOTA • MANATEE REGIONAL CONTEXT MAP

### Context: Local and Regional

The Sarasota/Manatee region has serious access issues. Rapid growth and rising traffic congestion throughout the region are constraining accessibility, leaving few places that can support growth and redevelopment while continuing to move people and goods. Access plays a vital role in the evolution of the Corridor.

Good transportation is about providing access. A lack of access hampers personal mobility. There are two ways to solve access problems like congestion, barriers to travel, and a lack of options: 1) through mobility or 2) by increasing proximity. We can choose to make our cars go faster, get through traffic lights easier, turn right easier, pass the bus easier, etc. Or we can choose to move the places we visit closer together, making them more accessible for people using other means of travel, like walking, bicycling and riding transit.

US 41 between downtown Sarasota and south Bradenton is doing a great job of providing access for travelers to and through the area. It is a regional transportation hub, rivaling the downtowns and the I-75 interchange areas. At US 41 and University Parkway, nearly 100,000 vehicles traveling along US 41 and University Parkway combined converge on an area with direct flights to Atlanta, Indianapolis, New York, Cleveland and Charlotte, and where cargo distribution is an ever-growing business. That kind of access makes the Corridor study area a gateway to the region.

Great access is vital for place-making. The US 41 Educational and Cultural Corridor is one of the very few areas in the region that can absorb new growth without collapsing in gridlock. Even with new regional growth of 400,000 people over the next 25 years, it will still have great access to the beaches, downtown destinations, and the interstate. In contrast with the ever-expanding suburbs, the US 41 corridor has great potential in accommodating growth. A network of streets, transit options and proximity to destinations makes this possible.

Unfortunately, today US 41 does not do such a good job of providing access for the people who live there, work there, learn there, and visit there. Despite its design for good regional access, the Corridor is a peril for pedestrians. The majority of people making trips along US 41 are locally-oriented. Between downtown Palmetto and downtown Sarasota, more than 50 percent of origins and destinations are located within ¼ mile of US 41. The proportion of pass-by trip traffic using US 41 traveling to and from points outside the area is relatively low – about 20 percent. Travel markets located east of US 41 between Bradenton and Sarasota use the Corridor to travel to downtown areas in Bradenton and Sarasota.

Trip lengths in the Corridor are shorter, on average, than elsewhere in the two-county region. This is because workers in the Corridor live relatively close to their jobs. Most workers in the Corridor (80%) have travel times to work of less than 30 minutes. In most areas of the region, that percentage drops dramatically. People use the Corridor for all purposes – work, shopping, education, and services. Commuters make up a relatively small share of total travel in the Corridor – about 30 percent overall, but nearly 70 percent of bus riders are going to or from work.

Proximity helps create places where destinations invite people in and encourage them to stay. Colleges, institutions, museums, retail – all surrounded by great neighborhoods and served by various access options – makes that happen.

Making US 41 a downtown main street isn't the answer. It is too economically central to the vitality of the entire region. The answer is in re-making the cross streets and key focal points of the US 41 Corridor – at the colleges, at the retail hubs, at the museum, at the neighborhood gateway, at places where people can feel comfortable gathering and lingering in well-lit, accessible, and visible centers of activity. Places they call their own.





FIGURE 5: US 41 VISION • “THREADS CONNECTING GEMS”

### A. Corridor Vision

The vision for the Corridor is to create a new identity brand that can transform it from its speckled negative image into a true, definable, and marveled *place* known for its cultural, educational, civic, tourist, neighborhood, recreational richness and a diversity of thriving businesses. The vision is to knit together the five-mile long Corridor into a cultural and arts district, a university town, a historic neighborhood district, a neighborhood town center, a retail boulevard, and an urban park, trail and open space system embodied all-in-one.

Though currently identified with a negative *North Trail* identity, and known for the scattered Corridor *gems* (museum, colleges, and neighborhoods) set amidst the undistinguished length of Trail, the vision is to create distinguishable interconnected places that attract students, faculty, residents, visitors, and workers alike.

## Corridor Goals

The essence of the Master Plan’s overall vision is targeted at enabling the Corridor institutions, businesses and neighborhoods to achieve their full economic and social potential, all while balancing mobility with overall livability. The key overarching plan goals that reflect the shared vision, form the foundation for the plan strategies, help establish priorities, and guide the plan are:

1. Establish a unique overall image and brand for *The Renaissance Trail*;
2. Promote diversity and creativity of people and places on the Trail;
3. Connect the region’s green and blue infrastructure (bike trails, canoe/kayak trails, etc.) to the Trail;
4. Integrate and enhance socio-economic diversity and housing along the Trail;
5. Enhance regional connectivity with the Trail; and
6. Enhance personal mobility along the Trail.

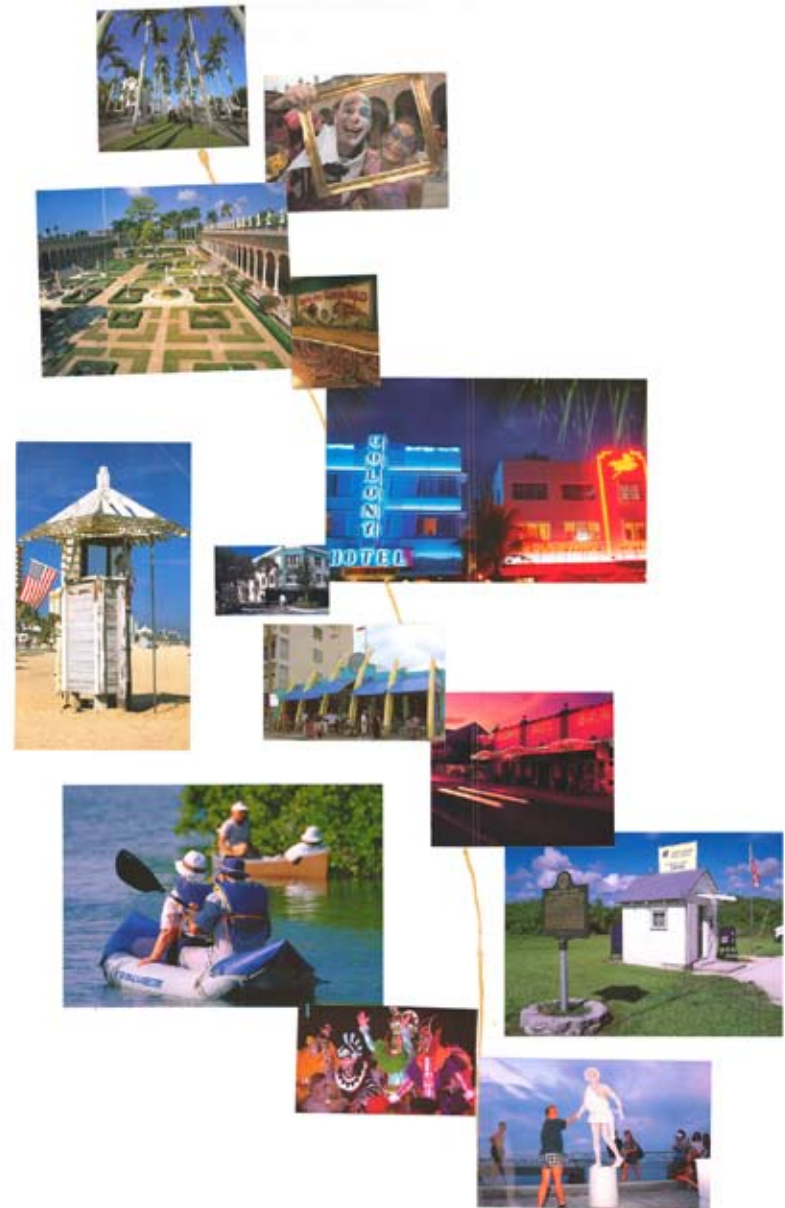


FIGURE 6: ILLUSTRATIVE TRAIL IMAGE BOARD

**Vision Framework**

Starting with the goal to define a unified image, the planning process identified major programmatic themes, or *threads*, during the charrette that link anchor institutions and places along the Trail. Eight threads, in all, were defined, including: culture, education, arts, community, environment, heritage, economy, and tourism. The cultural thread, for example, weaves together the Ringling Museum campus and City of Sarasota’s Cultural District with the Van Wezel.

As the long stretches of lackluster space overwhelms the distance between the existing community gems, the plan identified the need to segment the indiscernible Trail length. Identified by their defining activity, major programmatic identity, and anchored by the gems (i.e. Ringling Museum, vintage motels, etc.), segmentation was recommended to allow for implementation, branding, and marketing.

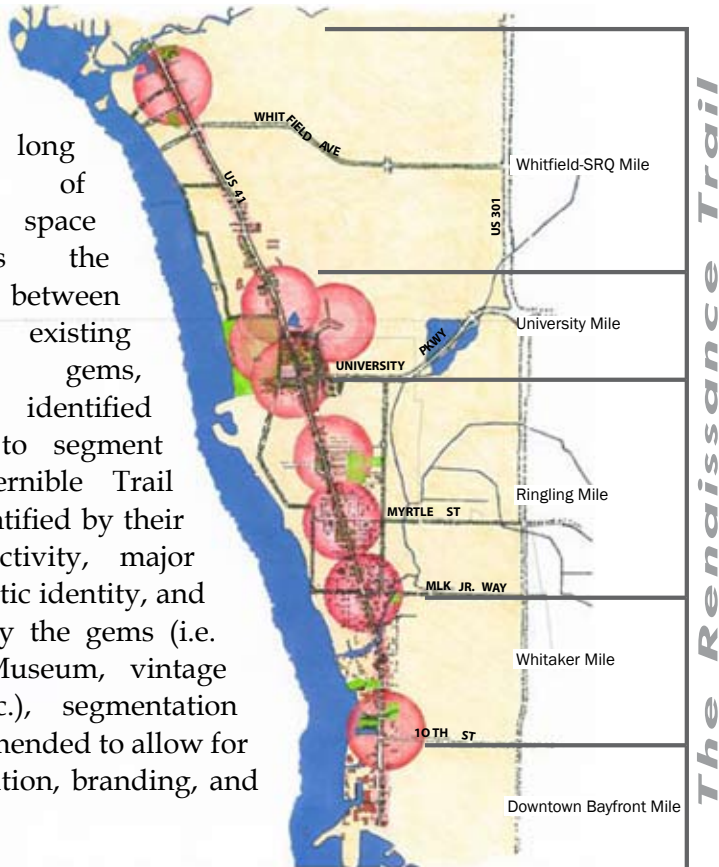


FIGURE 7: US 41 CORRIDOR PLAN MAP

Thoughtfully branded as The Renaissance Trail, the five-mile Corridor can be broken down into five discrete and marketable segments: Whitfield Mile, University Mile, Ringling Mile, Whitaker Mile, and Downtown Bayfront Mile. The mile segments are for identity purposes and may vary with some in excess of one mile. By naming these shorter stretches of roads as “miles” it would give each segment its own identity while being part of the whole. Mile markers are used in other places, such as “Miracle Mile” or “Magnificent Mile,” so identifying an area with such terminology isn’t new to travelers. Their designations would be as follows:

1. Whitfield Mile - This would designate the area from Bowlees Creek to the northern edge of the Sarasota Bradenton International Airport.
2. University Mile - This would designate the area from USF Sarasota-Manatee’s new campus to University Parkway and include three of the four institutions.
3. Ringling Mile - This would designate the area from University Boulevard to Martin Luther King Jr. Way, encompassing the Ringling Museum and the Ringling School of Art and Design.
4. Whitaker Mile - This would designate the area from Martin Luther King Jr. Way to 10<sup>th</sup> Street.
5. Downtown Bayfront Mile - This would designate the area from 10<sup>th</sup> Street to the other side of the Bayfront, including Selby Gardens.

## Key Vision Projects

The vision for the Corridor is to blend proximity with mobility to create places of distinction and sources of pride in what has to this point been no more than a strip. With this Master Plan, the segments (or mile markers) of the Corridor become destinations thriving on insight and creativity, yes – but also from having great access for people and vehicles. It requires a multifaceted, but determined and focused strategy centered on the following key elements:

### Access

- Developing a regional multimodal transportation center at the Sarasota Bradenton International Airport, along with the supporting array of transit services, taxi cabs, bicycle/pedestrian comforts and supportive retail to make it function from an accessibility standpoint.
- Creating the land use/urban design and street pattern to make Bus Rapid Transit and other regional transit services a reality in the Corridor.
- Targeting services to students, faculty, staff, visitors, etc. with a local trolley circulator system keyed on the institutions, multimodal center and cultural district, with longer service periods and better frequency.
- Developing a network of interconnected bicycle and pedestrian ways linking destinations, access points and neighborhoods, supported by attractive and informative wayfinding.



FIGURE 8: CONCEPTUAL LOCAL CIRCULATOR ROUTE

## Environment

- Celebrating open space and parks in the Corridor through physical and visual gateways to the blue and green infrastructure that makes the Sarasota/Manatee region so unique.
- Preserving and enhancing access to the water, at Bowlees Creek, Whitaker Bayou and other points where people can gather, launch boats, share a meal.

## Economic Development

- Create the walkable focal points – mile markers along the Corridor – at cross streets like Martin Luther King Jr. Way, Myrtle Street, 46<sup>th</sup> Street, University Parkway and General Spatz Boulevard through redevelopment design standards that integrate buildings, open space and personal mobility to make places that function as destinations.
- Stimulate appropriate re-investment in the Corridor through preservation grants, façade grants, low-interest loans for live-work lofts that provide attainable housing for the community’s workforce, and innovative concurrency strategies based on multimodal mobility.

## Marketing and Branding

- Create a new identity for the Corridor that signals arrival at a district full of eclectic and visually arresting focal points.
- Develop a branding strategy through marketing materials touting the cultural, civic and environmental assets of the district.

## B. The Evolution of a Name

Part of the project was to provide recommendations to the Leadership Group to name or identify this Corridor. The group wanted something that would be “marketable” and align with the conceptual vision. The process of finding a suitable name faced several challenges such as the length of the Corridor, the various nodes or “gems,” the history and habit, and various opinions.

After the initial usage of a project name, *Innovation41 - Transforming Path Into Place - A Study of the US 41 Education and Cultural Corridor*, and following additional input during the charrette, a sub-group of the Corridor Leadership took on the task to name the Corridor. Following numerous attempts at identifying a Corridor name that combined history, education, culture, arts, neighborhoods, nature, and economic development appropriate for the entire length of the Corridor, the final recommendation became: *The Renaissance Trail*.

The name captures all the elements while providing a sense of renewal. At its meeting on May 31, 2006, the Leadership Group authorized the Project Manager to proceed with artistic renderings, incorporating the use of “The Renaissance Trail” and the five “mile” designations. The artist was given the direction of using the renaissance name in a modern motif. They did not want a Mediterranean or “historic” architecture. The renderings are part of this report for consideration only and do not represent any final decisions by the Leadership Group.

### C. Vision Next Steps

The partnerships that were established to develop the Corridor Master Plan represent the first step in the realization of a *transformation from path to place*. The shared commitment of each partner creates the framework for implementation of plans, policies and projects aimed at achieving the overall Corridor vision. To that end, the following highlights a series of short-term initiatives that should be undertaken over the next one to two years, and identifies the lead partner or agency tasked with spearheading the effort.

#### Brand Creation

The creation of place not only requires physical and cultural transformation, it can also benefit from branding. New York’s SOHO, Chicago’s Miracle Mile, Miami’s South Beach - these are place brands that have entered the mainstream lexicon. In some cases, these became great places first - and marketed the brand second. In other instances places are created purposefully with a strong branding strategy attached. Transforming the US 41 *path to place* should follow the latter model. The following highlights the short-term actions required for creating the Brand.

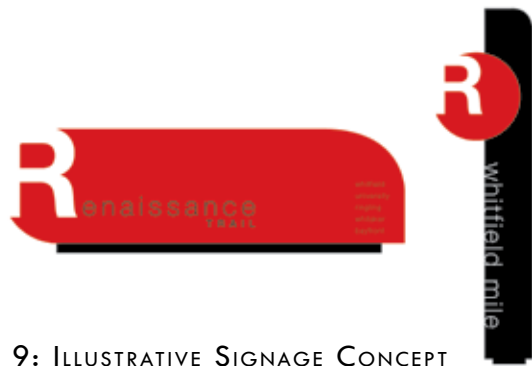


FIGURE 9: ILLUSTRATIVE SIGNAGE CONCEPT

TABLE 1: BRAND CREATION VISION STEPS

ACTIONS	LEAD AGENCY	TIME FRAME
Engage branding/marketing experts - whether internal or outside consultants -- to further refine and create the brand words and graphics that build upon Corridor threads, segments, gems and knots concept. Build upon “The Renaissance Trail” and mile marker and develop a package of marketing and promotional materials that can be used for the promotion of events, recruiting, informational pieces, etc.	Public Information Office of Ringling School of Art and Design, Ringling Museum, New College and USF Sarasota-Manatee	Priority 1  1 yr.
Coordinate promotion of upcoming landmark events under a single brand as including the following 2006 events: Opening of SA&D Bookstore and Adm. Offices; Opening of new gallery space at Ringling Museum; Redevelopment of northeast corner of US 41 and University Parkway	Public Information Office of Ringling School of Art and Design, Ringling Museum, New College and USF Sarasota-Manatee	Priority 2  1 yr.
Create brand website that becomes the portal to all corridor gems. Website highlights upcoming events and transformation activities. Becomes a resource for students and visitors	Leadership Group	Priority 3  1 yr.

Physical Transformation

The physical transformation proposed will upgrade the overall Corridor image by not only enhancing the appearance (buildings, streetscapes, wayfinding, landscapes, etc.), but also by improving connectivity between the built environment, the natural elements (greenways and blueways), and social systems. Accessibility and mobility - how people move on foot, on bicycles, by bus, by boat or by car - hugely impacts the experience of place. The series of physical transformations detailed throughout the plan is aimed at balancing mobility and livability of place by enhancing these experiences. The physical transformation is more long-term in nature; however, the following short-term actions can provide immediate results.

TABLE 2: PHYSICAL TRANSFORMATION VISION STEPS

ACTIONS	LEAD AGENCY AND PARTNERS	TIME FRAME
Building upon the Tamiami Trail Scenic Highway vision and concept plans to target short-term aesthetic improvements to the public street including sidewalks, crosswalks, streetscape, lighting, art, and include developing urban design and streetscape guidelines.	<b>City of Sarasota</b> FDOT, Sarasota and Manatee Counties	<b>Priority 1</b> 1 -3 years
Design and install wayfinding/signage system to reinforce the trail brand. Should include directional signage for major institutions and destinations; neighborhood district identification (i.e. historic Whitfield Estates), interpretive signs and street level maps.	<b>City of Sarasota</b> Sarasota and Manatee Counties	<b>Priority 1</b> 1 -3 years
Evaluate feasibility of a roundabout at University Parkway and US 41.	<b>Sarasota-Manatee MPO</b> FDOT (key), City of Sarasota, Sarasota County, Manatee County	<b>Priority 2</b> 1-3 years
Advance potential Bus Rapid Transit concepts with appropriate agency partners.  Evaluate Bus Rapid Transit service feasibility on US 41.	<b>Sarasota-Manatee MPO</b> FDOT, Manatee County, Sarasota County, MCAT, SCAT, City of Sarasota	<b>Priority 2</b> 1-3 years
Develop an operations plan for a shuttle (local circulator) between USF Sarasota-Manatee, Crosley, Airport, Ringling Museum, New College, motel row, Myrtle Town Center, Ringling Museum, and Downtown for students, faculty, and staff; and determining funding share	<b>Sarasota County/SCAT</b> MPO, MCAT, USF Sarasota-Manatee, New College, RSAD, Ringling Museum, City of Sarasota, SRQ Airport, FDOT	<b>Priority 2</b> 1-3 years

TABLE 2 CONT.: PHYSICAL TRANSFORMATION VISION STEPS

ACTIONS	LEAD AGENCY AND PARTNERS	TIME FRAME
<p>Evaluate the feasibility for a new Visitor’s Center to provide an enhanced experience for tourists, students, faculty, residents, prospective student families, and area workers with a location for consolidated information access, promotion, publicity, attraction information for the Trail</p>	<p><b>Leadership Group</b>                      Sarasota County,                      Ringling Museum Van Wezel                      Sarasota and Bradenton Conventions and Visitor Bureaus,                      USF Sarasota-Manatee</p>	<p><b>Priority 3</b>                       1-3 years</p>



Policy Transformation

The partner institutions and public agencies responsible for the programmatic elements along the Corridor must continue to work towards the creation of a policy framework to implement the actions identified throughout the plan for the transformation of place. The following highlights the near-term policy and organizational actions required.

TABLE 3: POLICY TRANSFORMATION VISION STEPS

ACTIONS	LEAD AGENCY AND PARTNERS	TIME FRAME
Work with law enforcement, institutions, neighborhoods, and local governments to develop a strategy to reduce crime, prostitution, drug sales, and other illegal activity on the North Trail.	<b>City of Sarasota / Manatee County (lead)</b>  <b>Sarasota County, USF Sarasota-Manatee, New College</b>	<b>Priority 1</b>  1 year
Create a US 41 Trail business and institutional alliance tasked with economic development and the promotion of place. This group should also include a lodging/tourism committee or sub-group.	<b>City of Sarasota Economic Development Agency</b>  Sarasota and Manatee Counties Economic Development agencies; Sarasota and Bradenton Convention and Visitors Bureaus, Chambers of Commerce	<b>Priority 1</b>  1 year
Host/initiate a meeting of the four academic leaders to take charge of the district naming issue	<b>New College of Florida (volunteered lead)</b>  <b>Ringling Museum, USF Sarasota-Manatee, Ringling School of Art and Design</b>  City of Sarasota, Sarasota and Manatee County	<b>Priority 1</b>  1 year

ACTIONS	LEAD AGENCY AND PARTNERS	TIME FRAME
<p>Host a one day workshop or charrette assessing the potential for economically viable affordable housing along the Corridor - feature neighborhood participation</p>	<p><b>New College of Florida (volunteered lead)</b>  <b>City of Sarasota, Sarasota County, Manatee County, Ringling Museum, USF Sarasota-Manatee, Ringling School of Art and Design</b></p>	<p><b>Priority 1</b>  1 year</p>
<p>Create US 41 Trail Corridor overlay district to establish the regulatory framework for creating coordinated land development regulations (LDR), land use plans, and urban design guidelines. Should include:</p> <p>Evaluation review of current zoning and land use regulations to examine the potential creation of obstacles to redevelopment. The LDRs should enable support for uses complementing the future growth of the colleges, creative arts institutions, and the surrounding community.</p>	<p><b>City of Sarasota</b>                      Sarasota and Manatee Counties, Tamiami Scenic Highway</p>	<p><b>Priority 1</b>  1-3 years</p>
<p>Formulate a redevelopment investment plan for targeted areas that includes identifies parcel consolidation and land purchase targets, historic preservation grants, façade grants, low-interest loans for live-work lofts that provide attainable housing for the community’s workforce. Should evaluate incentives such as:</p> <p>Density and height bonus for market rate housing, resort housing, hotels and mixed-use projects that incorporate in their plans any of the following: rehabilitation of existing “vintage” motels and restaurants; creation of affordable/ workforce housing (establishing minimum standards); art cultural, tourist attractions (e.g. museum)</p>	<p><b>City of Sarasota</b>                      Sarasota and Manatee Counties</p>	<p><b>Priority 1</b>  1-3 years</p>
<p>Establish a transit pass program for employers and new residential construction in the Corridor to incentivize transit use and reduce traffic impacts from redevelopment and infill development</p>	<p><b>SCAT/MCAT</b></p>	<p><b>Priority 2</b>  1-3 years</p>

Organization/Administration

TABLE 4: ORGANIZATION/ADMINISTRATION VISION STEPS

The Leadership Group should continue to exist for at least two years to oversee the initial implementation Corridor revitalization. The Leadership Group’s main responsibility will be to ensure follow-through on the first phase of implementation projects. This will include:

ACTIONS	LEAD AGENCY AND PARTNERS	TIME FRAME
Extend the current Memorandum of Understanding to further coordination and collaboration amongst Corridor entities.	<b>Leadership Group</b>	<b>Priority 1</b>  2 years
Establish regular meetings (quarterly or more as needed) for monitoring progress, coordinating, and supporting implementation.	<b>Leadership Group</b>	<b>Priority 1</b>  2 years
Identify priority projects or tasks with individual entity or joint-Leadership Group commitment for implementation.	<b>Leadership Group</b>	<b>Priority 1</b>  2 years
Identify resources (staffing, in-kind services, or funding) within institutions or grants, etc. to accomplish projects.	<b>Leadership Group</b>	<b>Priority 2</b>  2 years
Commit to two year funding cycle, including appropriate staffing for longer term Corridor-wide projects.	<b>Leadership Group</b>	<b>Priority 2</b>  2 years

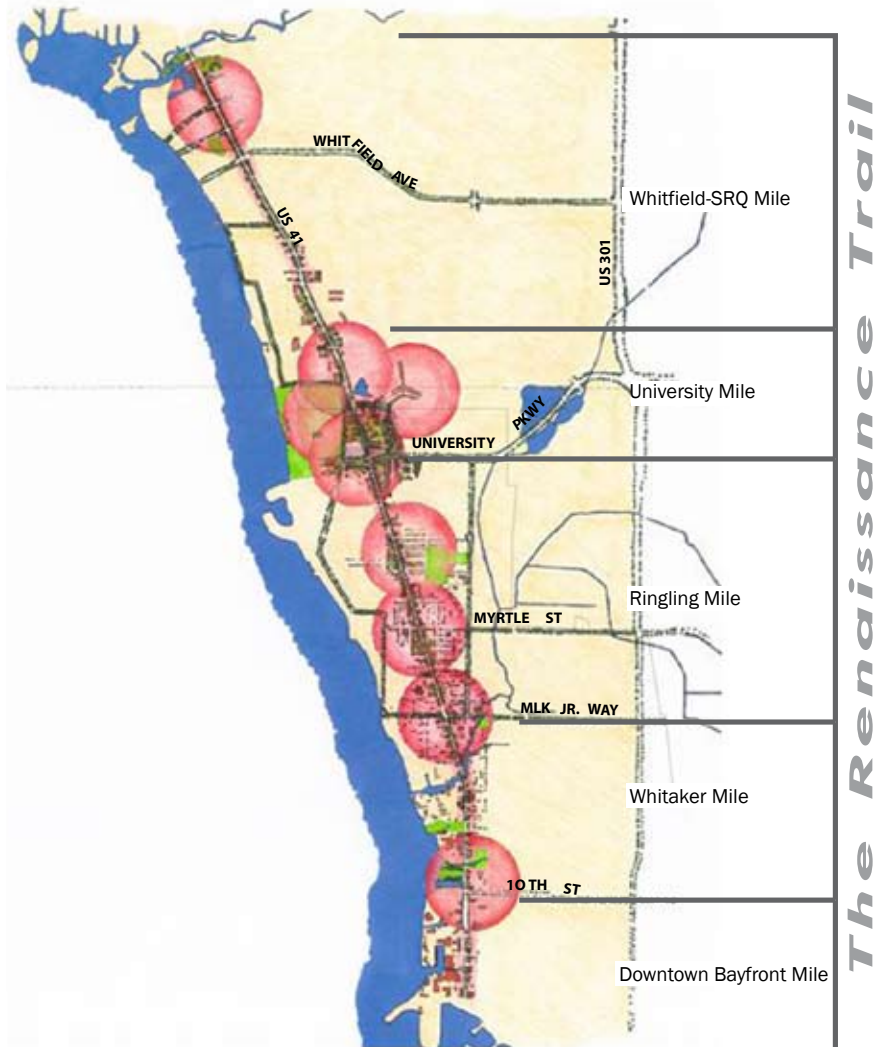


FIGURE 10: US 41 CORRIDOR PLAN MAP

## D. Corridor Segments

As the Corridor is just over five miles long connecting across three local city-county boundaries, the plan strategy is to renew the Trail’s image by building upon existing, key institution, civic places, and identifiable community landmarks at strategic points along the Trail. These serve as the catalyst focal points and activity nodes, or otherwise as *knots* that bind together the programmatic identity threads. The overall identity will be comprised of weaving together these series of places, each with a slightly different emphasis at key nodes that forms a complete experience along the entire Corridor.

The concept Master Plan defines five distinct geographic mile segments, each with their own unique focus, identity, and major activity nodes. The following pages highlight those segments, describing both the desired character and vision of each and specific actions or strategies needed to transform these areas.

## 1. Whitfield Mile

### 1a. Manatee County South Node

The northern edge of the study area is in southern Manatee County. Its prominent assets include Bowlees Creek, the historic Whitfield neighborhood, and Sara Bay golf course. The Whitfield Neighborhood and the Sara Bay golf course is designated as a local historic district since several structures date back prior to the 1930s; hence this area serves as a prominent transition gateway from suburban Manatee County to the City of Sarasota.

Culture	
Education	
Arts	
Community	X
Environment	X
Heritage	X
Economy	+
Tourism	
X Major Thread	
+ Minor Thread	

#### Vision

The Manatee County South nodes’s overall vision is to create a more livable community that better connects the neighborhoods to the Bay and

to a newly transformed commercial center on US 41. The vision also includes creating a gateway to the Renaissance Trail.

Major strategies for achieving this vision include: transforming US 41 from a seven-lane high speed commuter roadway to a livable, commercial boulevard with buildings fronting the street, and serving as a multimodal function for motorists, transit, bicycle and pedestrians. Physical conditions might be improved by reducing the number of pad sites and curb cuts through shared access roads. Provide east connections from neighborhoods to Tampa Bay.

TABLE 5: MANATEE COUNTY SOUTH NODE

#### Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Reconstruct US 41 as a median divided boulevard, including evaluation to allow for Bus Rapid Transit operations	Manatee County (lead) FDOT (key), USF Sarasota-Manatee SRQ Airport
Connect Sarasota Bayfront MURT to Crosley Mansion and Bowlees Creek, and implement the existing County Blueways and Greenways plan to provide improved connections	Manatee County (lead)
Create gateway treatments, and provide safe crossing across US 41 from neighborhoods	Manatee County (lead) SRQ Airport
POLICY	KEY PARTNERS
Encourage redevelopment of commercial parcel sites, and examine opportunities to encourage consolidation of parcels and uses into larger-scale retail or commercial centers, in order to improve efficiency and marketability	Manatee County (lead)
MARKETING	KEY PARTNERS
Promote the Crosley Mansion in conjunction with the corridor redevelopment, and the University area	Manatee County (lead) USF Sarasota-Manatee New College Sarasota/Manatee Convention and Visitors Bureau (CVB)

1b. Airport Innovation Commerce Zone Node

The Airport Innovation Commerce Zone node is anchored by the Sarasota Bradenton International Airport, with commercial activities allocated to transportation and highway-oriented retail. The airport is an economic engine for the region and is a natural gateway for tourists, potential students and business travelers.

Culture	
Education	
Arts	
Community	
Environment	
Heritage	+
Economy	X
Tourism	X
X Major Thread	
+ Minor Thread	

Vision

In addition to its obvious role as a transportation center, the Airport Innovation Commerce Zone node provides an opportunity for nominal linkages with the education and cultural theme primarily through supply

of industrial land and space for the development of craft and technology uses. The transportation vision for the airport is to be a regional multimodal access point for students, residents, and workers by using the Manatee and Sarasota County transit systems. The economic development vision is for the area is to be an “innovation hub” that attracts small and large businesses engaged in software development, design, and other components of the culture industries.

TABLE 6: AIRPORT INNOVATION COMMERCIAL ZONE NODE

Key Projects + Partners

CAPITAL PROJECTS	KEY PATTERNS
Create an intermodal system hub at the airport enabling improved mobility connections, including relocating the bus transfer stop closer to the terminal, and providing addition capacity for growth.	SRQ Airport (lead)
Improve airport access and signage from US 41 and University Parkway	SRQ Airport (lead)
Support reconstruction of US 41 as a median divided boulevard, including evaluation to allow for Bus Rapid Transit operations.	Manatee County (lead) FDOT(key), USF Sarasota-Manatee, SRQ Airport
POLICY	KEY PARTNERS
Evaluate creating an Innovation Commerce Park campus to attract cutting-edge information technology and craft industries, office users, conferencing, and transport logistics-related businesses. The environment would support the overall “campus” environment with the two adjacent colleges.	SRQ Airport (lead) Manatee County, Sarasota County, USF Sarasota-Manatee
Participate in the creation of an Innovation Commerce Park campus to attract cutting-edge information technology and craft industries, office users, conferencing, and transport logistics-related businesses. The environment would support the overall campus environment with the two adjacent colleges.	SRQ Airport (lead)
Explore the opportunity for a USF-sponsored business incubator in the Innovation Commerce Park to support small business development among USF Sarasota-Manatee student and graduates.	Manatee County, and Sarasota County Economic Development USF Sarasota-Manatee
MARKETING	KEY PARTNERS
Participate and partner with overall Corridor marketing. “Fly to SRQ. Located minutes from Downtown, beaches, etc.”	SRQ Airport (lead) Leadership Marketing Group

## 2. University Mile

The University Mile segment is identified by the USF Sarasota-Manatee, New College of Florida, and Ringling Museum campuses. These institutions form important nodes along the Renaissance Trail, though currently there is limited exposure and lack of access between them and US 41.

### Vision

The vision for the University Mile segment is to capitalize on the campus connections in establishing a gateway for culture, knowledge, and experience with urban design elements to announce this cultural and educational cluster. Through design, the vision is to create more physical definition of entrances to the campuses and enhance overall exposure for these institutions.

#### 2a. USF Sarasota-Manatee Node

The USF Sarasota-Manatee institution is in the process of establishing its own identity with its own campus, adjacent to the Crosley Museum and Mansion. Manatee County saved the Crosley property - home of inventor and entrepreneur Powel Crosley - and currently uses the property for cultural events. The

Crosley Mansion is the potential site for a future water taxi terminal with destinations such as the Mote Aquarium and many other beach locations.

### Vision

Culture	+
Education	X
Arts	+
Community	+
Environment	+
Heritage	X
Economy	X
Tourism	+
X Major Thread	
+ Minor Thread	

As the current gateway to the education and cultural Corridor, the plan vision is establishing a gateway entrance with enhanced exposure and creating a mixed-use district around the USF Sarasota-Manatee campus to complement the university grounds and provide services for students, faculty and surrounding neighborhoods.

The USF Sarasota-Manatee would work together with New College and Ringling Museum in creating a “university campus” environment as a center of activity, vitality, education and cultural exchange.

TABLE 7: USF SARASOTA - MANATEE NODE

#### Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Improve campus access and signage from US 41.	USF Sarasota-Manatee (lead)
Work with New College and Ringling Museum to create a mixed use district around USF Sarasota-Manatee to complement the campus and serve its students, faculty, and surrounding neighborhoods.	USF Sarasota-Manatee/ New College (lead) Ringling Museum Manatee County
MARKETING	KEY PARTNERS
Promote the Crosley Mansion in conjunction with the Corridor redevelopment, and the University area, as a destination attraction for conferences, and training seminars, including campus facilities for events.	Manatee County (lead) USF Sarasota-Manatee, New College, Sarasota/Manatee CVB

2b. New College of Florida Node

The New College campus straddles both sides of US 41 with the two parts of the campus connected by an elevated pedestrian bridge. The bridge is a major landmark in the Renaissance Trail, and currently a number of capital projects are underway.

Culture	+
Education	X
Arts	+
Community	+
Environment	X
Heritage	X
Economy	+
Tourism	+
X Major Thread	
+ Minor Thread	

**Vision**

The vision for New College is to coordinate with the USF Sarasota-Manatee and Ringling Museum in creating a “university campus”

environment as a center of activity, vitality, education and cultural exchange. With a large campus set on the water, the New College campus provides a natural setting and connection between the Corridor, open space, and water.

TABLE 8: NEW COLLEGE OF FLORIDA NODE

Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Improve campus access and signage from US 41.	New College (lead) City of Sarasota SRQ Airport
Work with Ringling Museum to create a mixed use district around New College to complement the campus and serve its students, faculty, and surrounding neighborhoods.	USF Sarasota-Manatee/New College (lead) Ringling Museum, Manatee County
Participate in evaluating the feasibility of a roundabout at University Parkway and US 41; monitor the Fruitville Road roundabout status; assemble data on accident rates at St. Armands Circle and Tuttle/Siesta Drive (existing Sarasota roundabouts/traffic circles).	Sarasota-Manatee MPO (lead) FDOT (key), City of Sarasota, Sarasota County, Manatee County
Work with the other institutions, neighborhoods and law enforcement to develop a next level strategy to reduce prostitution, drug sales and other crime on the North Trail.	USF Sarasota-Manatee/ Ringling Museum/New College (lead) Sarasota County, Manatee County
POLICY	KEY PARTNERS
Host a one day workshop or charrette assessing the potential for economically viable affordable housing along the North Trail-feature neighborhood participation.	New College of Florida (volunteered lead) City of Sarasota, Sarasota County, Manatee County, Ringling Museum, USF Sarasota-Manatee, Ringling School of Art and Design



MARKETING	KEY PARTNERS
<p>Develop marketing brochures promoting New College’s latest facilities, as part of the area’s revitalization; investigate and report on the costs and funding sources for supergraphic “appliques” of college/ university emblems to be placed on US 41 at institutional entrances.</p>	<p>Leadership Marketing Group (lead)                      USF Sarasota-Manatee,                      New College,                      Ringling Museum,                      RSAD,                      Sarasota/Manatee CVB</p>
<p>Host/initiate a meeting of the four academic leaders to take charge of the district naming issue.</p>	<p>New College of Florida                      (volunteered lead)                      Ringling Museum, USF Sarasota-                      Manatee, Ringling School of Art                      and Design                      City of Sarasota, Sarasota and                      Manatee County</p>

2c. Ringling Museum Node

The Ringling Museum node is located at the termination of University Parkway at the intersection of US 41. This is the most prominent intersection with an east-west gateway into the Corridor. As such, it serves as a major gateway to the Renaissance Trail’s cultural gems and should be physically designed to reflect this status. The Museum is a historic building that sits back from the Tamiami Trail. This provides an open space which can be used to enhance the character of the area. The Ringling Museum and the New College campuses collectively are investing over \$70 million to improve, enhance and expand their facilities. This significant investment is anticipated to bring an increased visitation and student enrollment. The plan includes a roundabout at this location – both to better enhance the traffic flow and to announce entry to the Renaissance Trail for the museum’s 300,000 annual visitors, motorists, and signals arrival for people coming by plane. This experience should be further enhanced by a proposed visitor’s center for the Renaissance Trail. Added programmatic recommendations include museum participation in public art and cultural activities on the Renaissance Trail, and exploring business opportunities for museum-sponsored or licensed retail business along the Corridor.

Vision

The vision for Ringling Museum is to join with the USF Sarasota-Manatee and New College in creating a “university campus” environment as a center of activity, vitality, education and cultural exchange. Ringling will serve as the major gateway entrance icon.

Culture	X
Education	X
Arts	X
Community	+
Environment	+
Heritage	X
Economy	X
Tourism	X
X Major Thread	
+ Minor Thread	

TABLE 9: RINGLING MUSEUM NODE

Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Improve museum access and signage from US 41.	Ringling Museum (lead) City of Sarasota
Evaluate the feasibility for a new Visitor’s Center at University Parkway and US 41 to provide an enhanced experience for museum visitors tourists, prospective student families, The location would provide consolidated information access, promotion, publicity, attraction information for the Trail and signal the arrival for visitors arriving by plane and car to the Trail.	Leadership Group (lead) Ringling Museum, Van Wezel, Sarasota and Bradenton Conventions and Visitor Bureaus
Participate in evaluating the feasibility of roundabout at University Parkway and US 41.	Sarasota-Manatee MPO (lead) FDOT (key) City of Sarasota Sarasota County Manatee County
Work with USF Sarasota-Manatee and New College to create a mixed use district to complement the campus and serve its students, faculty, and surrounding neighborhoods.	USF Sarasota-Manatee/New College (lead) Ringling Museum Manatee County
MARKETING	KEY PARTNERS
Develop marketing brochures promoting the new facilities, as part of the area’s revitalization.	Leadership Marketing Group (lead) USF Sarasota-Manatee New College Ringling Museum RSAD Sarasota/Manatee CVB

### 3. Ringling Mile

The Ringling Mile is defined by Ringling Museum to the north at University Parkway, and to the south by the Ringling School of Art and Design at Martin Luther King Jr. Way. The segment encompasses numerous vintage motels and commercial strips, many of which are envisioned as being renovated, renewed, or converted to contemporary uses blending history with the popular culture - just as the Ringling Museum achieves with the its multiple museums for the young and old. The Ringling Mile segment is envisaged as underscoring the Corridor’s strong heritage in arts, culture, tourism, learning, and living.

#### 3a. Vintage Motel Row/Old Water Tower Park Node

Lining the Renaissance Trail between 42<sup>nd</sup> Street to Myrtle Street are a string of funky motels that were built between the 1940s and the 1960s, and served the tourists going to the beaches, and travelers on their way to Miami. Some of the motels have fallen into a state of disrepair. Combined with the issues of rising land prices and physical redevelopment constraints, a creative solution is needed to realize the full economic viability of these places. While this section of the Corridor is the most “damaged” by the poor reputation of the older motels, it is those very motels that also represent the heritage and a potential marketing strength of the Corridor. With the shift in hotel demand from seniors to a younger, “hipper” crowd, there is the opportunity to utilize the better-designed, vintage motels as a “hook” for re-capturing the lodging market in this area and for enhancing opportunities for conference and other venues relating to area institutions.

Restoring some of these motels will both serve the identified need for hotels for area visitors and create a retro ambiance that will attract certain tourists.

**Vision**

The vision for Vintage Motel Row/Old Water Tower Park is to reestablish this node as a lodging destination and as an entertainment area. This node will provide contemporary “hip” accommodations that reflect the 1950s’ era and be a location of restaurants and clubs catering both tourists and local residents.

Culture	X
Education	+
Arts	X
Community	X
Environment	X
Heritage	X
Economy	X
Tourism	X
X Major Thread + Minor Thread	

TABLE 10: VINTAGE MOTEL ROW/OLD WATER TOWER PARK NODE  
Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Install a coordinated inter-jurisdictional wayfinding system.	City of Sarasota (lead)
Evaluate property acquisition and plan to reconnect and highlight Old Water Tower Park to US 41 as an important community asset with enhanced access at 46th Street, and evaluate redesign or reconfiguration at US 41 and 47th Street to provide a road realignment on 47th to remove a road intersection offset.	City of Sarasota (lead)
POLICY	KEY PARTNERS
Evaluate incentives for potential investor to target key redevelopment or catalytic projects renovating or restoring key motels for lodging, or conversion. Determine impediments to development and the ability to improve the overall appeal and image of the Corridor with reinvestment.	City of Sarasota (lead)
Create an overlay district, including developing a form-based code for the Trail to define the building development envelope, and regulate the urban design for the Corridor.	City of Sarasota (lead)
Establish Trail business group to promote continued viability of small businesses and artists. Help coordinate establishment of a lodging business group as a sub-section of the overall business association.	City of Sarasota (lead)
Encourage tie-in marketing and training opportunities for USF Sarasota-Manatee School of Hotel and Restaurant Management with motel/restaurant/resort facility operators in this section of the Corridor.	USF Sarasota-Manatee (lead) City of Sarasota
MARKETING	KEY PARTNERS
Create a pro-active, “retro” Florida marketing effort to attract a younger, more affluent tourist and resort demographic segment. Use vintage Florida motel, commercial architecture and specialized urban design elements as marketing tools, a la Route 66.	City of Sarasota (lead) Sarasota/Manatee CVB

### 3b. Myrtle Town Center Node

Myrtle is the psychological heart of the neighborhoods where people have historically shopped and interacted. Shopping centers at this location, however, are discount/highway-oriented, and primarily serve the local community.

#### Vision

The vision for the Myrtle Town Center is to transform the existing highway commercial into a true town center to provide for the exiting neighborhoods as well as provide for a larger demographic base of new residents, including students and faculty.

Culture	+
Education	+
Arts	
Community	X
Environment	X
Heritage	+
Economy	+
Tourism	+
X Major Thread	
+ Minor Thread	

The node should continue to serve the local community market, but with a more diverse mix of merchandise and services. The opportunity is to attract higher-density residential uses, particularly rental apartments and mixed-income communities providing attainable workforce housing, with plazas and informal gathering spaces to shop, interact and recreate, and with public art displays.

TABLE 11: MYRTLE TOWN CENTER NODE

#### Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Install a coordinated inter-jurisdictional wayfinding system	City of Sarasota (lead)
Integrate art displays along the Trail promoting local artists and students	City of Sarasota (lead)
POLICY	KEY PARTNERS
Evaluate land development regulations (LDRs) to create pedestrian friendly zone and promote redevelopment (i.e. building heights, density, setbacks, parking, facades, and incentives for the creation of plaza and public space. The plan envisions a transition from increased height along the Trail to 2-3 story residential adjoining existing residential	City of Sarasota (lead)
Evaluate incentives (density, height, etc) for potential investor to target key redevelopment or catalytic projects renovating or restoring key motels for lodging, or conversion. Determine impediments to development and the ability to improve the overall appeal and image of the corridor with reinvestment	City of Sarasota (lead)
Create an overlay district, including developing a form-based code for the Trail to define the building development envelope, and regulate the urban design for the corridor	City of Sarasota (lead)

#### 4. Whitaker Mile

The vision for the Whitaker Mile segment from Martin Luther King Jr. Way to 10<sup>th</sup> Street is to provide a transition from the downtown heights and densities to the creative class environment with increased walkability, lower building heights, and a diverse mix of uses. Leveraging the Ringling School, as the Whitaker Mile’s northern anchor, is the objective to create a home for the creative class by building off the energy of the School and the momentum of downtown redevelopment with low to medium density redevelopment for the creative class, including members of the college community, as well as opportunities for affordable artists and workforce housing.

##### 4a. Ringling College Art Town Node

This Ringling School of Art and Design/ Tamiami Circle area includes several established and emerging neighborhoods, including Newtown. The area has an artistic character based on the presence of the Ringling School of Art and Design and its proximity to the downtown cultural district, including the Van Wezel Performing Arts Center. Neighborhoods, such as Newtown, provide the residential base for this node, which also combines the education thread through

Culture	+
Education	X
Arts	X
Community	X
Environment	X
Heritage	+
Economy	+
Tourism	+
X Major Thread	
+ Minor Thread	

Ringling School to form the area node. This node has the most potential for transformation into a true “college town” and we are proposing low to medium density redevelopment to serve the neighborhood, college students and faculty.

#### Vision

The vision for Ringling School is to create a home for the creative class, by building off the energy of the School and the momentum of downtown redevelopment. The vision also includes creating an appropriate presence for the campus on US 41. This district will include low to medium density redevelopment for the “creative class,” including members of the college community, as well as opportunities for affordable artist and workforce housing.

TABLE 11: RINGLING COLLEGE OF ART TOWN NODE

#### Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Integrate art displays along the Trail promoting local artists and students	City of Sarasota (lead) RSAD
Improve campus access and signage from US 41	RSAD (lead) City of Sarasota
POLICY	KEY PARTNERS
Evaluate incentives (density, height, etc) for potential investor to target key redevelopment or catalytic projects renovating or restoring key motels for lodging, or conversion. Determine impediments to development and the ability to improve the overall appeal and image of the corridor with reinvestment	City of Sarasota (lead)
Create an overlay district, including developing a form-based code for the Trail to define the building development envelope, and regulate the urban design for the corridor	City of Sarasota (lead)

4b. Downtown Transition/Cultural

District Node

This area is most influenced by the recent and ongoing revitalization of downtown Sarasota. Though the study area is bounded by 10<sup>th</sup> Street to the south, the proximity to the CBD and the existing cultural arts district has helped push redevelopment into the Corridor, mainly for high-end, high-density residential condominium uses. While developers are still hesitant to push too far north along Tamiami Trail, due to negative perceptions of the area, high-rise residential development is likely to continue as the image of the area improves. High-density residential development is consistent (from a market perspective) as an extension of the downtown area, with access to the beach and to downtown arts and cultural amenities.

Culture	X
Education	
Arts	X
Community	+
Environment	X
Heritage	X
Economy	+
Tourism	+
X Major Thread + Minor Thread	

Vision

The vision for the Downtown Transition/Cultural District node is to act as an extension connecting key Corridor institutions, including Ringling Museum, and the Trail to downtown and the City of Sarasota’s Cultural District.

TABLE 12: DOWNTOWN TRANSITION/CULTURAL DISTRICT NODE

Key Projects + Partners

CAPITAL PROJECTS	KEY PARTNERS
Integrate art displays along the Trail promoting local artists and students	City of Sarasota (lead)
Improve access and signage from US 41	City of Sarasota (lead) Van Wezel Ringling Museum
POLICY	KEY PARTNERS
Establish formal links from downtown Sarasota and the Cultural District to Ringling Museum/FSU Performing Arts campus	Leadership Group (lead) City of Sarasota (key) Van Wezel Ringling Museum
POLICY	KEY PARTNERS
Participate and partner with overall Corridor marketing linking the City’s Cultural District to the trail	Leadership Marketing Group (lead) Van Wezel Ringling Museum City of Sarasota

## 5. Downtown Bayfront Mile

Beyond our study limits, the definitive name of this mile will come after the completion of the “Cultural District” study now under way. The Leadership Group pushed for extending the designated corridor into the downtown Cultural District because of its obvious connections with other cultural and educational entities, such as the Ringling Museum. Consultants for the Cultural District have been informed about the desire to extend the corridor through this District. It would align with the vision in that report and extend from 10<sup>th</sup> Street to the other side of the Bayfront, including Selby Gardens. It would extend beyond the current study boundaries, but is significant to the overall Corridor plan with the cultural district, downtown, and the Bayfront as the southern anchors to the Renaissance Trail.

### D. SUMMARY

The Renaissance Trail Plan provides an overall direction on how to transform the US41 Corridor into a more vibrant, walkable district that supports local community redevelopment objectives. It is a long-term vision that will need to occur in phases over time. This community-based plan has evolved through close consultation with the people living and working along the Corridor. By building upon the major assets, investment, and energy of individuals and institutions along the Corridor identified during this study, the plan provides a vision, a goal, and prioritized strategies to further develop in achieving the overall vision.

With the growth occurring in Sarasota and Manatee County, there is a tremendous opportunity to create a mix of workforce housing, small-scale shops, educational institutions, restaurants and businesses for a distinct and authentic urban environment. With the ongoing

Downtown Sarasota redevelopment, the Renaissance Trail Plan identifies the US 41 Corridor as an important asset in providing a balance of new, infill and redevelopment construction with a mix of uses and serving the various income levels of area workers, students, and residents.

The conceptual master plan document was never intended to fully detail every action nor provide an exhaustive in-depth study of each issue affecting the US 41 corridor, but rather the plan was targeted at providing a synthesis of key issues affecting the corridor and as the culmination of intensive inter-jurisdictional, multi-agency, collaborative institutional dialogue, and strong community involvement. The master plan provides guidance and recommended action strategies, yet will require additional investigation to further the preliminary recommendations outlined in the study.

As the Renaissance Trail Plan process has revealed, the need for continuing discussions, intense collaboration, and commitments to action need to be identified to enable the realization of the overall vision and transform the results of over a decade of decline.

The US41 Corridor has a prosperous future with careful planning and attention to detail on design strategies. It is important to not lose sight of the big picture vision for this corridor, and how the Renaissance Trail can provide an attractive and vibrant gateway to the distinct historical, cultural and educational assets of the Sarasota/Manatee region.