Downtown by Design:
The Bradenton CRA Master Plan

Glatting Jackson, Inc
Robert Charles Lesser & Co.

Downtown Bradenton Development Authority
October 3, 2006
Our Goal for Today:

Introduce Project
Introduce Ourselves
Summarize Project Approach and Schedule
Listen to Your First Thoughts Regarding the Downtown Study Area
(Table Discussion)
Project Objectives:

Develop a 5 year vision for the Bradenton Downtown CRA study area which can be implemented through subsequent physical construction projects or planning initiatives. Plan should address:

- Community Character
- Traffic and Circulation
- Land Use and Urban Design Principles
- Open Space
- Market Analysis and Opportunities

Planning Process will result in

- Final Urban Design Report (with strategic action plan)
- Market Analysis, Strategic Opportunities
- Collateral City Vision and Marketing Report
GJ Generalized Planning Process

**Stakeholder / User Input**
- Meetings & Workshops
- Hierarchy of Decision
- Everyone has a voice
- Develop Criteria for Evaluation

**Technical Data**
- Market Assessment
- Public Open Space
- Pedestrian/Vehicle
- Urban Form
- Regulatory Structures

**Design**
- Plan Alternatives
- Strategies
- Test Ideas
- Design Solutions
THE PLANNING PROCESS

1. Project Kick-Off/Scoping
2. Community/Stakeholder Input
3. Technical Data/Due Diligence
4. Design Alternatives & Project Principles
5. Final Master Plan, Illustrations & Design Guidelines
6. Action Plan: Infrastructure, codes, economic development plan
COMMUNITY REDEVELOPMENT PROCESS

MASTER PLANNING

DIALOGUE & CONSENSUS OF VISION

PARTNERSHIPS & ON GOING RELATIONSHIPS

URBAN DESIGN & PLANNING

INFRASTRUCTURAL IMPROVEMENTS & UPDATED CODES

ECONOMIC ANALYSIS & EVALUATION

ECONOMIC DEVELOPMENT PLAN, FINANCING STRATEGY & PRIVATE INVESTMENT
Schedule

We will run an interactive process of discussion and design

Oct 3 - Kick Off Meetings
October - Due Diligence
Oct 26 - Stakeholder Interviews, Camera Exercise
Nov 7-8 - Issues Public Workshop
Dec 5-7 - Implementation Public Workshop
February - Deliver Master Plan Report

We will also gather input through individual meetings, questionnaires and input through our project website:

www.bradentonmasterplan.com
REDISCOVERING URBAN AREAS

Glatting Jackson Services

Urban Design & Mixed Use Development
Main Streets / Historic Infrastructure
Livable Transportation
Redevelopment/Infill Housing

Neighborhood Planning
Neighborhood Services
Renewal of Public Realm
Comprehensive Planning & Land Development Regulations
Glatting Jackson Experience
Integrated Urban Design & Transportation Plans
Project Approach:

Workshop Oriented Process:

Part 1: Issues and Opportunities Workshop

Part 2: Design Implementation Workshop
Scope Sequence:

October 3 - Kickoff
Tour Site
Steering Cmte Mtg
Assign Cameras
Public Kick Off
Set up Website
Begin Market
Analysis

October - Focused Input
Stakeholder Meetings
Mapping and Review
Camera Exercise Summary
Setup and Prepare Issues
Workshop
Open Dialogue
Involve Stakeholders early & often!

The Process
Scope Sequence:

November 7-8 Issues Workshop

1st Evening Public Meeting –
Present Market and Urban Analysis

Present Draft Citizen Based Themes

2nd Day –
Team review info
Lunch Steering Cmte to review goals

Evening Public Presentation: Recap
Summary Themes,
Issues and Initial Project Principles
Workshop
“Design Weak”
“Workshop”
Design Week
Scope Sequence:

November: Confirm Approach

Debrief Issues
Add’l Due Diligence
Steering Cmte Mtg
Confirm Principles
Do Your Homework!
Scope Sequence:

December 5-7 - Implementation Workshop – 3 Days

Day 1 and 2 -
Team workshop to develop plans, sketches and action list. Include RCLO, strategic econ opps
Lunch Open House
Focus interviews

Day 3 -
Complete Drawings and Action List
Evening Public Presentation: Review Draft Plan
Resolve issues through design
The Process

- Demolition of Hall With New Mixed Use Development
- Additional Multi-Family Development
- Single Family Development
Scope Sequence:

January/February: Complete Products

Final Urban Design Report and Poster Products

Market Analysis, Strategic Opportunities

Collateral City Vision and Marketing Report

A Master Plan correlating desired physical vision with market opportunities, public realm objectives, transportation system, urban form, land use and regulatory principles – including strategic actions to achieve results
Density and Location of Buildings Support Public Transit

Public/Private Park Improvements Create a Valuable Amenity

Architectural Design:
- Details reflect local character/history
- Variation in massing, façade, bays
- Encouraged min. 2-3 story

“Build-to-line” (Building built 0’-5’ from ROW)

Active ground-floor uses: (large display windows, public entrances, Building “fronts” on the street)

On-street parking (Makes street more pedestrian friendly)

Pedestrian amenities: (crosswalks, wide sidewalks, street trees, awnings)

Parking behind building (With max. standards to limit size and account for shared use)
Urban Design and Community Planning
Residential
Commercial
Residential

The Environment
Commercial
Community Buildings

Streets
Parks and Open Space
Community Buildings

System: Urban Design and Community Planning
Community as a system of physical elements, consolidated Vision

Land Use

Urban Design

Transportation

City Planning Vision
Systems: Community Planning Framework

**Community Stewardship**

- **100% Economic Fairness**
  - Market Opportunities
  - CRA/Funding Opportunities
  - Developer’s Critique

- **100% Environmental Fairness**
  - Urban Design
  - Architectural Form
  - Land Use & Zoning
  - Landscape & Streetscape
  - Transportation
  - Retail Design
  - Civil Engineering

- **100% Social Fairness**
  - Community Driven Process
  - Government/Agency Coordination
  - Local Sensitivity
Investigation

What do you like?

What would you change?
Investigation

What Are the Community Characteristics?

What are the Community Values?
Investigation

What is going on in the market?

How can a plan help you focus the market to build the place you want to have?
Investigation

What are the Opportunities and Challenges?
Investigation

What is the Vision?

What are the Actions necessary to achieve it?
Let’s Get Started!!