

# SALES TAX PROJECTS

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**Project Number:** 17  
**Project Name:** College Avenue Placemaking  
**Total Project Cost:** \$7,000,000  
**Total Project Cost Notes**

**Executive Project Summary:**

Located in the heart of Downtown near Florida State University, the College Avenue Placemaking Action Plan supports investment another “destination district” in our community. The goal is to redevelop the College Park District to meet its fullest potential as a distinguishable and vibrant urban space that attracts people to live and visit, while honoring its history and prominent location between the City and the University.

**Actions Taken by the Committee:**

March 28, 2013: Moved the project to a second round for consideration.  
April 26, 2013: Moved the project to Priority Level 1.  
June 13, 2013: Moved the project to Tier 1.

**Themes**

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Regional Mobility/Transportation | <input checked="" type="checkbox"/> Economic Vitality |
| <input checked="" type="checkbox"/> Sense of Community               | <input checked="" type="checkbox"/> Ecotourism/Parks  |
| <input type="checkbox"/> Environmental/Water Quality                 | <input type="checkbox"/> Vertical Infrastructure      |
| <input checked="" type="checkbox"/> Connectivity                     | <input type="checkbox"/> Gateways                     |

**Detail Project Description**

This placemaking area is bound by Tennessee Street to the north, Madison Street to the south, Duval Street to the east and Copeland Street to the west.

The Action Plan was developed by FSU Urban and Regional Planning Department in coordination with key stakeholders, including the City of Tallahassee, Leon County, Florida State University, Sigma Chi Development Corporation, the Greek Alumni Association, and local property owners.

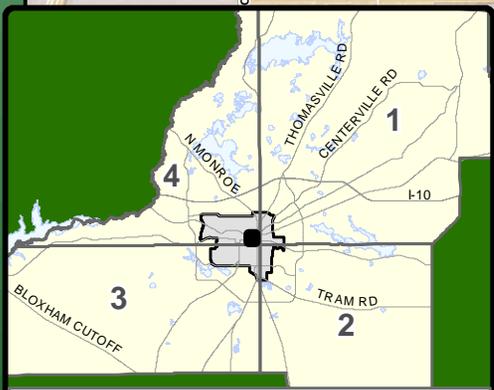
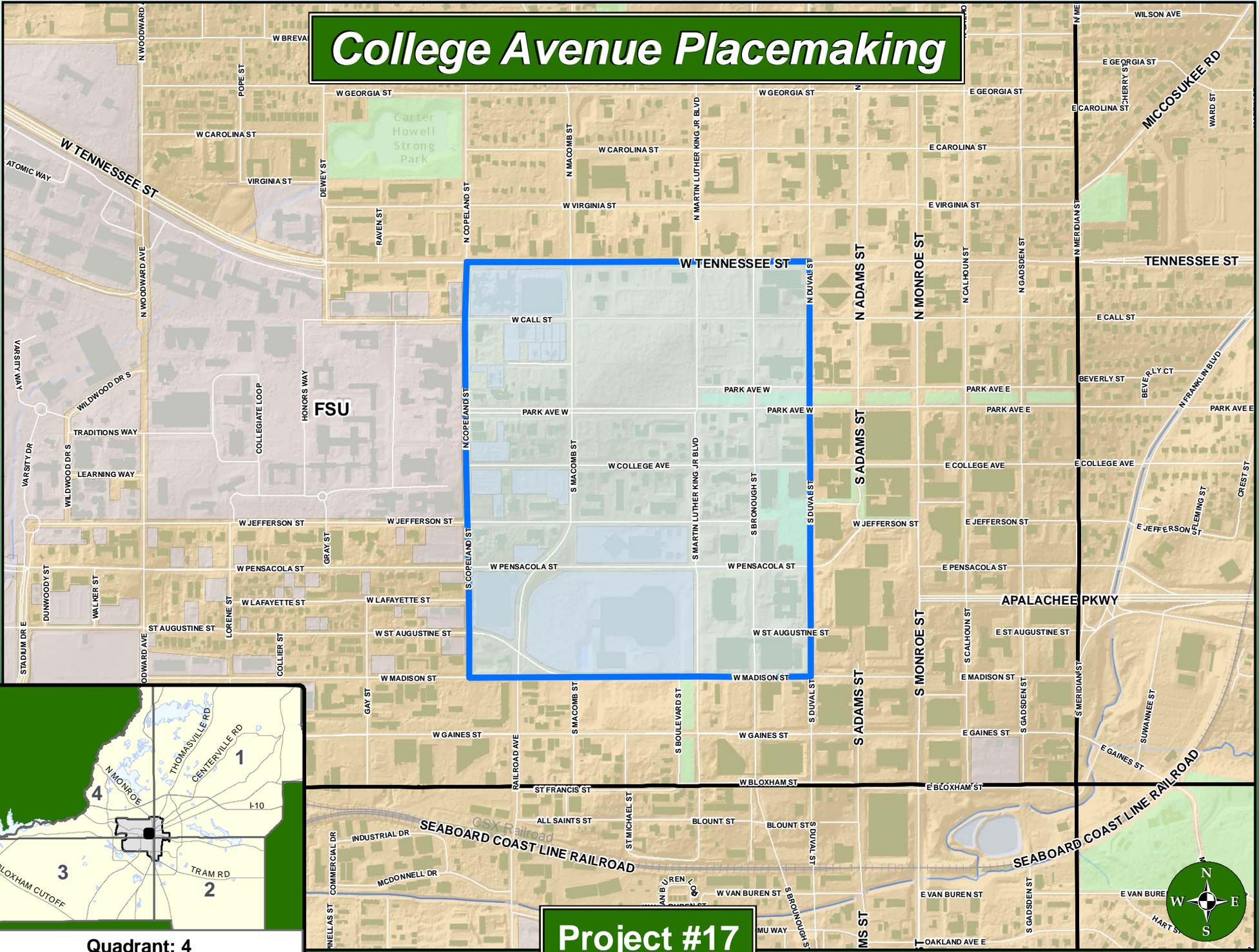
The Plan seeks to unify the interests of a broad spectrum of stakeholders ranging from private developers, the City of Tallahassee, the area’s universities, Greek organizations, its local business owners, and more. The Plan achieves this by identifying four strategies critical to the redevelopment of the College Park District: Enhance Comfort & Image, Upgrade Infrastructure, Improve Transportation Facilities, and Encourage Infill Development.

These strategies would be supported by streetscaping along College, Park, and Macomb; the creation of pedestrian walkways to connect the Civic Center, Main Campus, Law School and Downtown; as well as signage, intersection improvements and filling in missing sidewalk links.

**Cost By Themes**

	Regional Mobility/Transportation
\$7,000,000	Sense of Community
	Environmental/Water Quality
	Connectivity
	Economic Vitality
	Ecotourism/Parks
	Vertical Infrastructure
	Gateways

# College Avenue Placemaking



Quadrant: 4

## Project #17

Previous Project Information for:

# **Project #17**

## **College Avenue Placemaking**

Note: Based on direction from the Committee at the March 28, 2013 Sales Tax Committee meeting, below is a list of previous project(s) that were merged or modified to create a holistic project for the Committee's consideration.

Project Name: Inspiring the Creative Class: College Avenue Placemaking  
(*Previously Project #23*)

Florida State University and Tallahassee Downtown  
Improvement Authority: College Avenue Placemaking  
(*Previously Project #70*)

**Program**  
**4d**

# *Inspiring the Creative Class: College Avenue Placemaking*

**Estimated Cost:**  
**\$7 million**

## WHAT IS IT?

Located in the heart of Downtown near Florida State University, the College Avenue Placemaking Project will support another “destination district” in our community. Already underway, the first task of this placemaking project will be a studio project to be conducted by FSU Urban and Regional Planning Department students. The placemaking area is bound by Tennessee Street to the north, Madison Street to the south, Duval Street to the east and Copeland Street to the west. Key stakeholders include the City of Tallahassee, Leon County, Florida State University, Sigma Chi Development Corporation, the Greek Alumni Association, and local property owners.

**Evaluation Criteria:**

Provides Regional Impact / Geographic Equity	✓	Benefits the Environment	✓
Enhances Mobility	✓	Supports Economic Development / Revitalization	✓
Supports Recreation and Quality of Life	✓	On an Existing Master Plan or Blueprint List	✓
		Leverages Other Funds	✓



*The College Avenue study area is the subject of a Capstone Project for Master’s Degree students of the FSU Urban and Regional Planning Department.*

## WHY IS IT IMPORTANT?

**Benefits the Environment** – This placemaking project should result in a plan that will enhance and improve the area, make it more accessible and provide uses and activities to make it a destination for people to come and hopefully return often.

**Provides Regional Impact / Geographic Equity** – This placemaking project is in an area that includes FSU, the Civic Center, local businesses, and offices. Potential enhancements would impact the area and the region since area already provides uses that are utilized by the community and the region.

**Enhances Mobility** – This placemaking district is in the Multimodal Transportation District and the Downtown District. The districts promote safe and comfortable streets for pedestrians, cyclists and transit users. The districts also promote urban infill and mixed use buildings. As the Action Plan for this area unfolds, it will most likely include improvements to the streets, buildings and other infrastructure.

**Supports Recreation and Quality of Life** – Any enhancements coming out of the Action plan for the area will improve the quality of life for citizens.

**Supports Economic Development / Revitalization** – Any improvement projects coming out of the Action Plan should have economic benefits for area businesses, stakeholders and the community at large.

**Leverages Other Funds** – CRA funds could be available for potential projects in this area. This project also complements the stormwater conveyance project included under the “Complete the Downtown” Sales Tax Extension proposed program of projects.



*While the Capstone project is set to be complete in December of 2012, key features are already known. Stormwater conveyance and integration of the Civic Center are central issues for this area.*



*Underground stormwater infrastructure to convey runoff to Lake Elberta is key to supporting any redevelopment along the corridor. Another important piece is increasing pedestrian and bicycle safety along Macomb Street, an auto oriented north/south street.*



# Proposed Sales Tax Projects by the Community

**Project Name:** Florida State University and Tallahassee Downtown Improvement Authority: College Avenue Placemaking (Project #70)

**Project Themes:**

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Regional Mobility/Transportation | <input checked="" type="checkbox"/> Economic Vitality |
| <input checked="" type="checkbox"/> Sense of Community               | <input type="checkbox"/> Ecotourism/Parks             |
| <input checked="" type="checkbox"/> Water Quality                    | <input type="checkbox"/> Vertical Infrastructure      |
| <input checked="" type="checkbox"/> Connectivity                     | <input checked="" type="checkbox"/> Gateways          |

**Project Description:**

On March 14, 2013, the Florida State University presented several projects for the consideration of the Sales Tax Committee. During the presentation, the University endorsed the City’s project 4d “College Avenue Placemaking.” The project description is derived from the handouts provided by the University to the Committee. It is the University’s opinion that the cost included in the City’s description is significantly under represented. The University recommends that this project should include funding for more than stormwater improvements on College Avenue but also include other improvements suggested in the College Park District Action Plan.

During this same meeting, the Downtown Improvement Authority (DIA) also endorsed the College Avenue placemaking project. The DIA also recommends that this project include wider sidewalks, street trees, street furniture, and other amenities. This rebuild also would include the stormwater conveyance upgrades.

**Project Map:**

