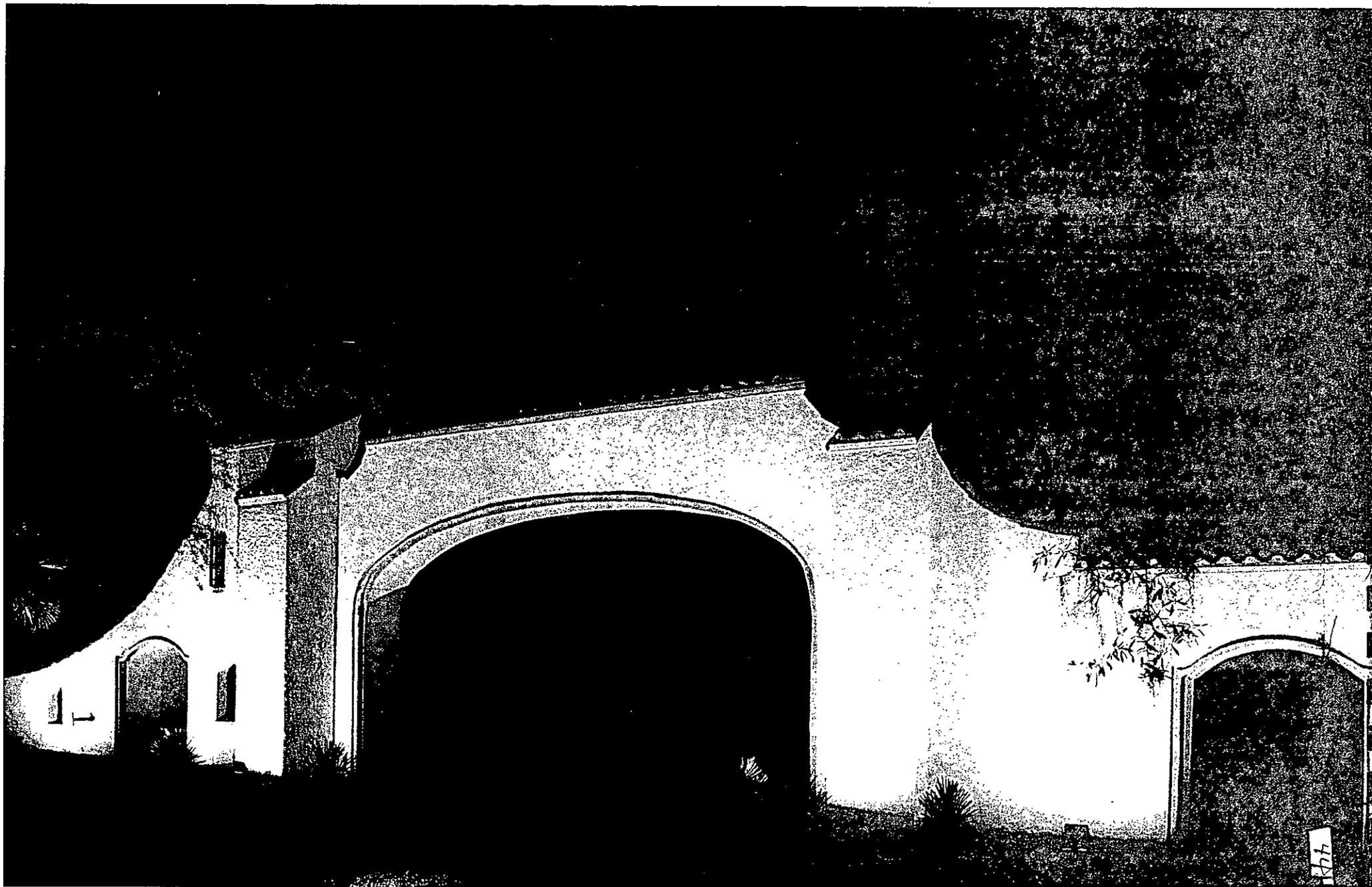




A C T I O N P L A N

DRAFT 3.30.11





# Placemaking

## CITY COMMISSION DIRECTIVE

The concept of place is abstract. It is difficult to describe, and yet you know it when you are there. An area with a "sense of place" usually includes retail shops and places of employment, plenty of people on the move or stopping to chat, a public park or square, and possibly organized events or activities. But, a place is more than a sum of its parts, and typically has a shared character or identity. While no place is like any other, one common element runs through each - its people! No one knows more about a place than the people who live there, experience it every day, and make it their own.

Tallahassee has several burgeoning districts that are easily identified. In coordination with the Identify Tallahassee catalyst group of the Knight Creative Communities Institute (KCCI), the City Commission identified Creating a Sense of Place, or Placemaking, as a top priority for several areas of the community, including Midtown. Planning Department staff has worked with community groups, neighborhood associations, and other governmental agencies to assist all parties in creating a plan to turn ideas and dreams into a reality. This project is collaborative. It is cooperative. And, it is forward looking. Midtown already has an identity, but what will it be in the coming years?

*The Placemaking initiative will allow citizens to make extraordinary improvements in their communities. It will provide an outlet for proactive and positive change*

The future vision for Midtown is steered by strong citizen input, and has been refined and molded by an active and engaged Working Group:

- Jean Bates Lucy and Leo's Cupcakery/ Midtown Merchants Association
- Ed Murray TALCOR/ Midtown Merchants Association
- Jay Revell KCCI: Identify Tallahassee
- Audrey Robbins Pan Handlers Kitchen/ Midtown Merchants Association
- Chris Robinson Midtown Neighborhood Association
- Mike Steiner Los Robles Neighborhood Association
- John Wallace Lafayette Park Neighborhood Association

The Placemaking initiative will allow citizens to make extraordinary improvements in their communities. It will provide an outlet for proactive and positive change. Public infrastructure can do only so much. As such, Placemaking is not just the act of building or fixing up a space, but a process that fosters the creation of vital public destinations: the kind of places where people feel a strong stake in their communities and a commitment to making things better. Simply put, Placemaking capitalizes on a local community's existing assets, inspiration, and potential to ultimately create good public spaces that promote people's health, happiness, and well-being.

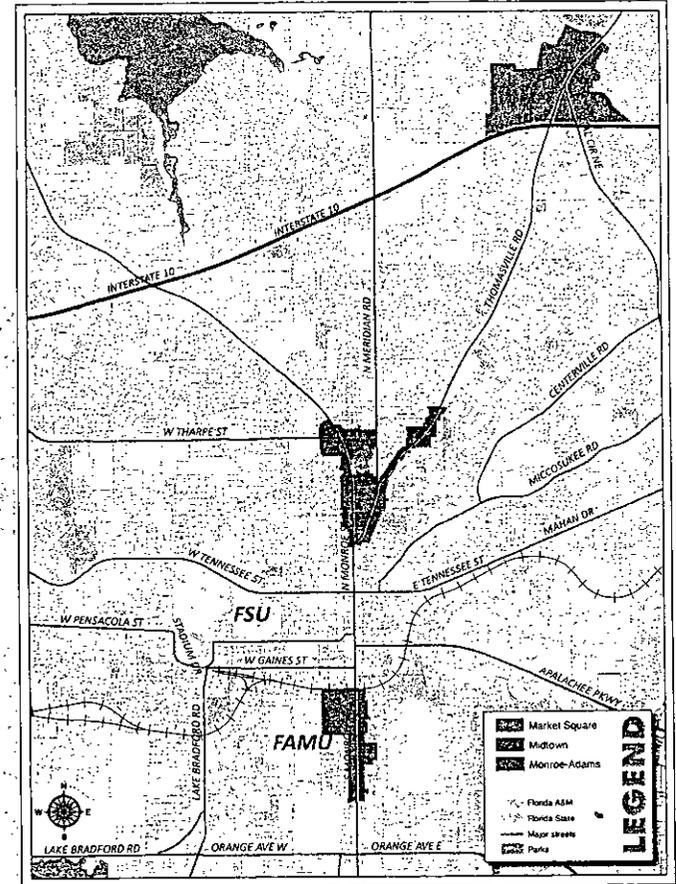


Figure 1: City Commission-designated "Sense of Place" districts.



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# Introduction to Midtown

## LOCATION

If location is key, then Midtown is perfectly situated in the middle of it all, with downtown Tallahassee a few blocks south, wonderful neighborhoods within walking distance, and a well-connected transportation network. As one heads north from downtown, Midtown generally begins at the intersection of Monroe Street and Thomasville Road. The Monroe Street and Thomasville Road corridors, along with 7th Avenue, create a triangular area that is the heart of Midtown. North of the heart are two smaller pockets of activity; Lake Ella, on the west and the shopping centers near Betton Road to the east. Monroe Street, Thomasville Road-South, Lake Ella, and Thomasville Road-North form subtle sub-districts within Midtown, each with its own character. Adjacent to this commercial core are several stable neighborhoods, including Midtown, Los Robles, Lafayette Park, and Levy Park (or Midtown West), with Betton Hills, Glenview, and Glendale in close proximity.

Midtown is perfectly situated in the middle of it all

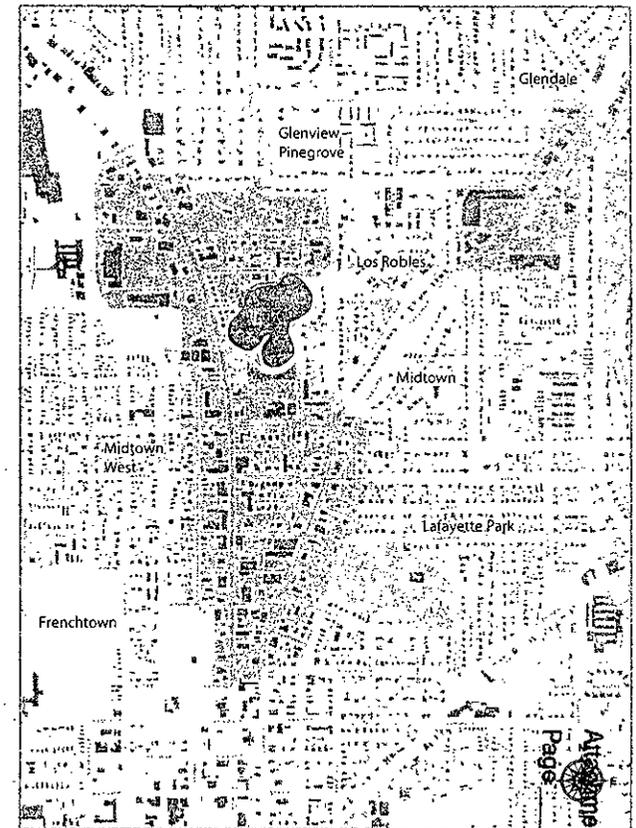


Figure 2: The Midtown commercial core.

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# Introduction to Midtown

## HISTORY

*...local investment has reinvented the area, essentially creating "Midtown" by opening new businesses, repurposing vacant structures, and building new infill projects*

Midtown is also home to well-known Tallahassee landmarks, such as the Los Robles gates to one of Tallahassee's first suburban neighborhoods, the city's first shopping center at Capital Plaza, and of course, Lake Ella, which has been a recreational destination for decades. Before it could be Midtown, when the area was on Tallahassee's periphery, it was developed as a suburban corridor, with large retailers, shopping centers, and the occasional drive-thru restaurant. Recently, local investment has reinvented the area, essentially creating "Midtown" by opening new businesses, repurposing vacant structures, and building new infill projects. Today, the area has become a mixed-use, urban neighborhood where one can live, work, learn, and play within several blocks of home!

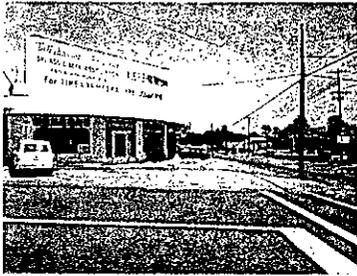
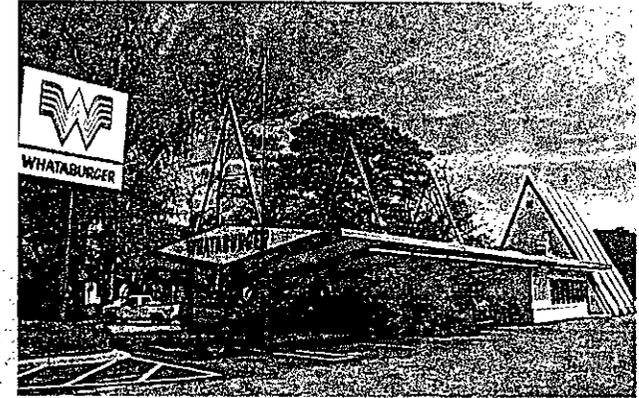


Figure 3: Historic scenes, recent transformation, and area landmarks.



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# Community Assets

## MIDTOWN MERCHANTS ASSOCIATION + NEIGHBORHOOD ASSOCIATIONS

A fresh, energetic Midtown Merchants Association (MMA) and active, well-organized neighborhood associations are building a strong community in and around the district. Throughout the Placemaking efforts, members of the following associations participated:

- Midtown Merchants Association,
- Lafayette Park,
- Los Robles,
- Midtown, and
- Levy Park (Midtown West)

While each association has a different character and set of priorities, all are striving to make Midtown all it can be.



Midtown's historic urban form is one of its strengths. Citizens recognize Midtown is a walkable district, where one can easily venture from home to school to park to dinner at a local restaurant, all on foot or bicycle. This attribute is made possible by several elements.

- Smaller blocks - This arrangement provides shorter routes to numerous destinations, the feeling of continuous progress, and greater visual interest.
- Street grid - Interconnected streets offer multiple routes to a destination. And, for those cyclists that prefer to avoid busy thoroughfares, the grid provides parallel routes that are peaceful and easy to navigate.
- Human scale - With the obvious exception of Monroe Street, roadways remain two-lanes and are typically enclosed by large trees and welcoming shop fronts and office windows,

all of which ensures pedestrians are accommodated and feel safe.

Additionally, the central location presents the district with access to numerous StarMetro routes. The headways are relatively short due to the number of routes passing through, and each route provides quick access to each corner of Tallahassee.

The building types in Midtown support the growing walking culture by opening onto the street, providing a sense of enclosure, and a mixture of uses. Many local buildings have been renovated and repurposed, largely creating small rentable spaces for local businesses. Recent infill projects have mimicked the historic development style, rather than taking a suburban character. Both the historic structures and new infill projects are creating streets

## URBAN FORM + TRANSPORTATION

*The building types in Midtown support the growing walking culture by opening onto the street, providing a sense of enclosure, and a mixture of uses.*

that offer windows for people watching, window shopping, and increased security. Security is improved in walkable, urban areas because there are more "eyes on the street," from either fellow pedestrians or those in close proximity indoors. Midtown's mature tree canopy offers respite from the heat in many places, but there is room for improvement. An expanded tree canopy will improve pedestrian comfort during Tallahassee's long summer.



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# Community Assets

When thinking of "public space," many minds drift to city parks, the local baseball diamond, or downtown's Kleman Plaza, but there are many forms of public and semi-public spaces that make Midtown friendly to local residents, including:

- Public streets,
- Landscaped medians, such as along Duval Street,
- Larger community parks, and
- Urban plazas or squares.

First among these are public streets. The road network in the area is interconnected, which provides multiple routes to a destination, thereby preserving smaller scaled roadways. Narrower streets are generally more pedestrian friendly, as they are human scaled. In the case of Midtown, many merchants are opening to the street,

offering al fresco dining and exhibiting wares in display windows, thus creating a friendly, safe, and interesting public space on the sidewalk.

Exhibiting a traditional development approach, each neighborhood surrounding Midtown has a local park. These parks are community meeting places, places to exercise, or a green oasis in urban areas. The Los Robles gate and the intersecting medians at 7th Avenue and Duval Street are landmarks, each delineating edges of neighborhoods, while also providing green public space. There are also remnant pieces of public property that can be redesigned and put to a better use. Several exist in Midtown, and each offers an opportunity for landscaping, community gardens, welcoming signage, or some other public use. Ensuring public spaces are welcoming and well used will ensure they are safe. As with public

As with the public spaces, Midtown has existing assets and opportunities for improvement. First, nearly ones' entire commercial needs exist in the district, including grocery and farmer's markets, clothiers, bicycle shops, and professional and medical services. There are numerous restaurant and entertainment options. To be celebrated and supported is the fact that so many of these businesses are local businesses. Recreation outlets abound in the form of natural parks with trails, gymnasiums, dance and yoga studios, and athletic fields or courts. Additionally, there are a variety of housing types, meaning that the neighborhoods surrounding Midtown are

## PUBLIC SPACES

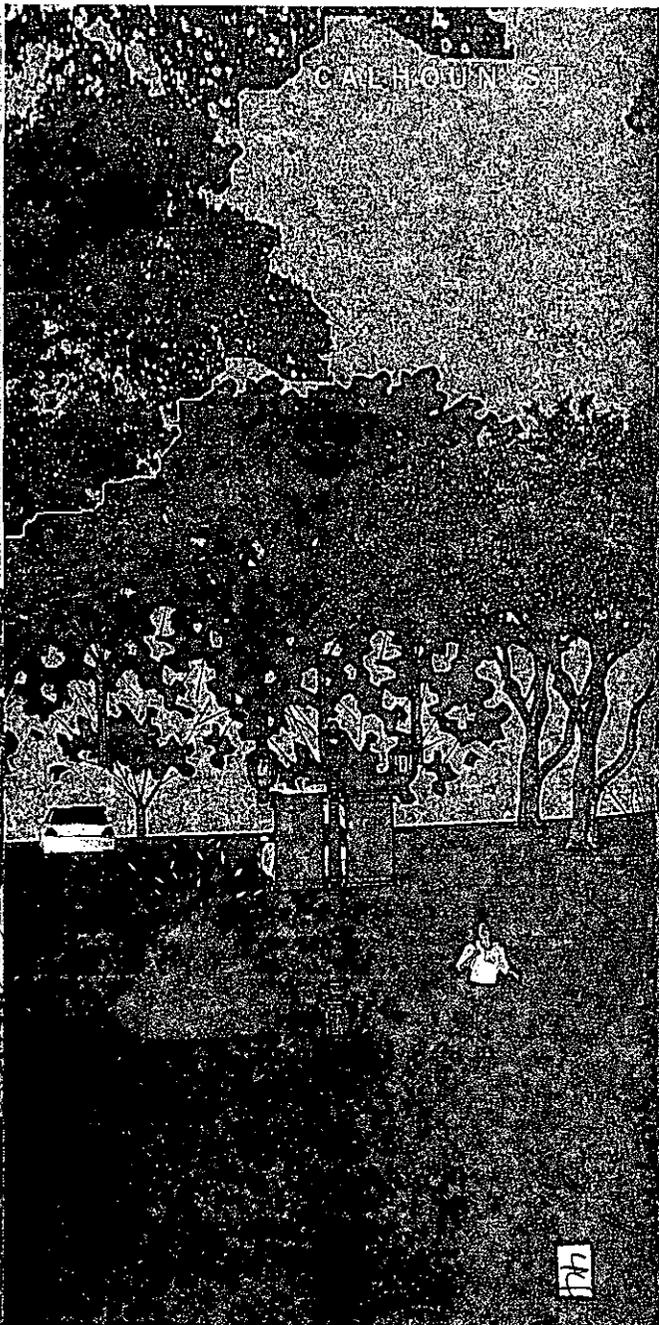
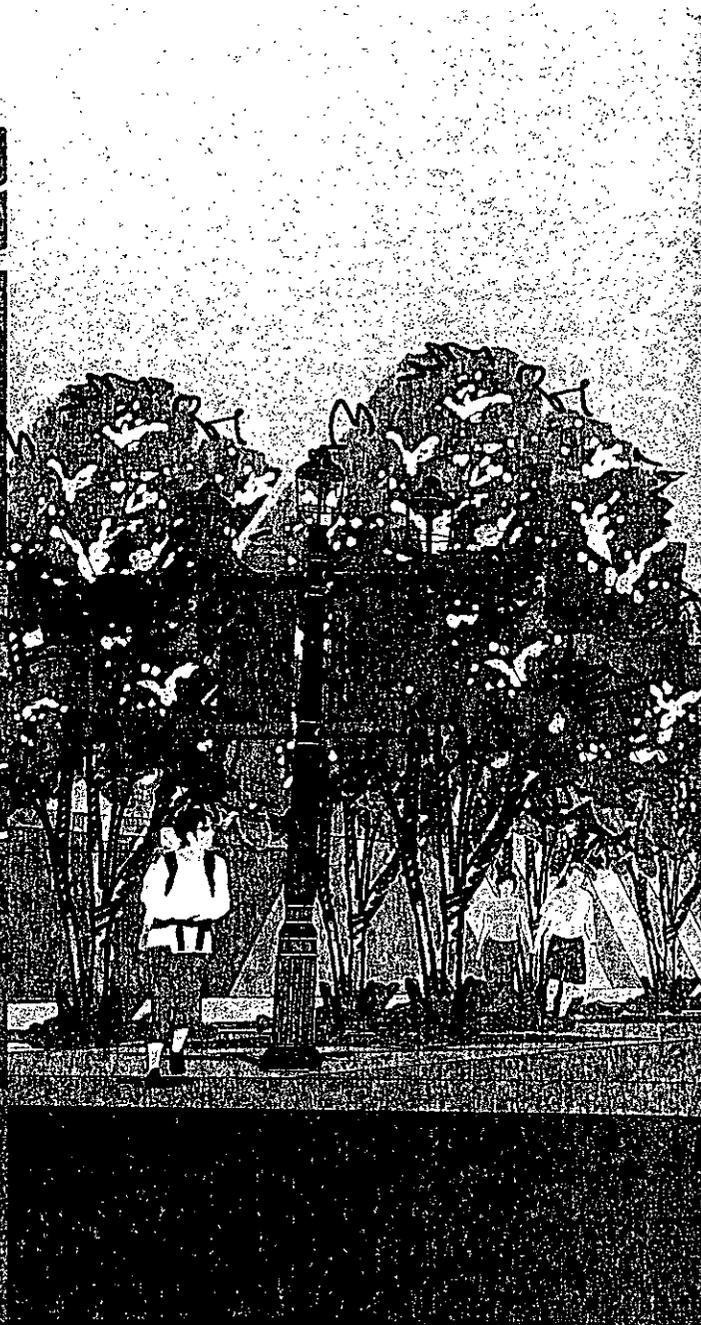
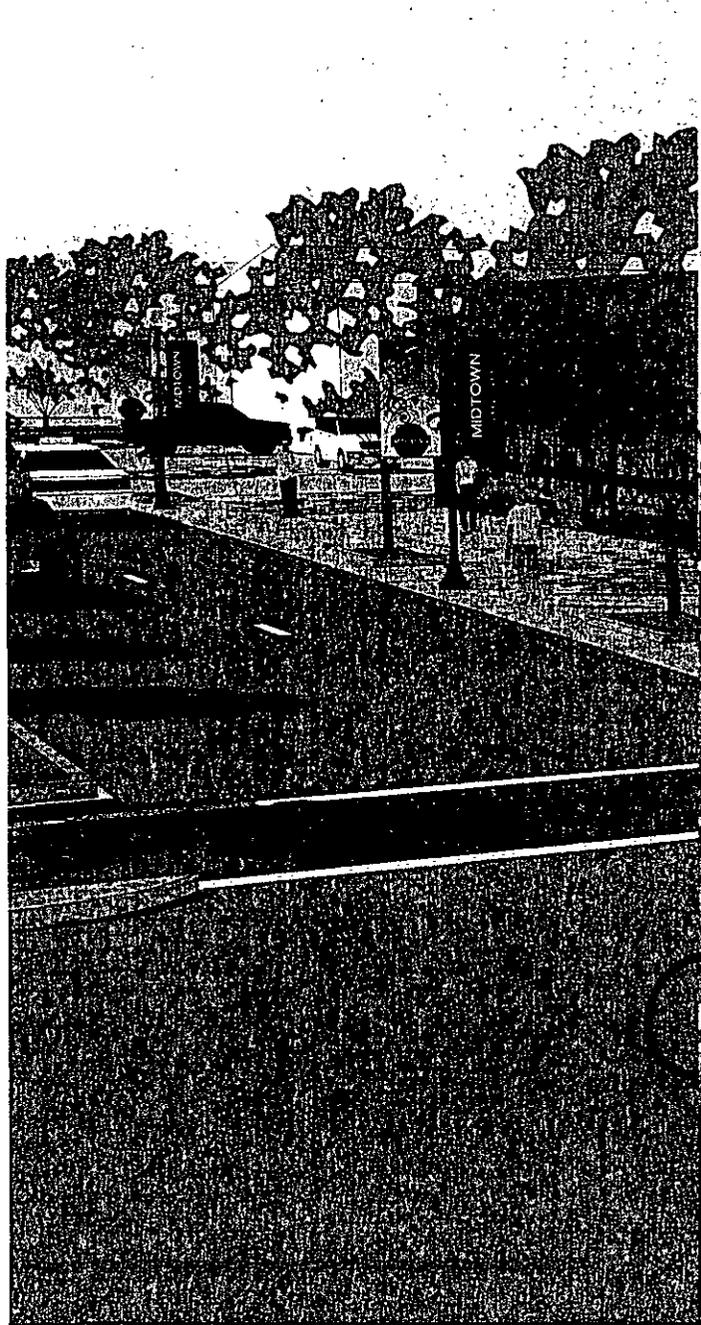
streets, more users increase security for all users, thus the impetus to make these public spaces desirable and attractive.



## MIXTURE OF USES

accessible to numerous households. Citizens are able to "age in place," meaning the young single in a studio apartment, the family with children, and the senior can all find a niche in Midtown. To the benefit of Midtown businesses, pedestrian activity is typically heavier in urban, mixed use neighborhoods such as Midtown, and new housing and other mixed-use structures will build upon current momentum.





# Vision for the Future

In 2009, the Identify Tallahassee catalyst group of the Knight Creative Communities Institute (KCCI) approached the Florida A+M University School of Architecture. The request was to turn attention to the Thomasville Road corridor from Monroe Street northward to 7th Avenue. A Landscape Architecture studio course conducted an extensive study of the area, learning the priorities of citizens and local business owners through surveys and public meetings. Eight different proposals were presented to the Midtown Merchants Association and City staff members. All met positive and energetic reviews. While only conceptual, the proposals grabbed the attention of the community, spurring interest in making positive changes and determining what the next step should be. With a newly revived merchants association, there was already growing energy in the area; the proposals further energized locals. With the great work of the FAMU landscape architect students, the catalyst role of KCCI had been successful.

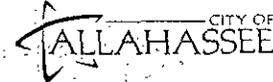
Along the Monroe Street corridor within Midtown, a similar effort was undertaken by the Florida State University (FSU) Department of Urban and Regional Planning during the summer of 2010. Recognizing the changing land use patterns and growth in pedestrian

activity in Midtown, the CRTPA was interested in improving pedestrian safety to make the area truly pedestrian friendly. In order to understand the needs and concerns of the community, several public meetings were held at the Senior Center. The FSU project analyzed crash data, complicated intersection movements, and block lengths that forced unsafe jaywalking, among other variables, and then made recommendations for improving the corridor for all users. Again, the energy expressed by participants revealed there was a desire for something different in Midtown.



#### Neighborhood Associations:

- Lafayette Park
- Los Robles
- Midtown
- Levy Park (Midtown West)



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# Vision for the Future

On September 28, 2010, a Community Workshop was held to kick-off the Midtown Placemaking planning efforts. As a means to initiate discussion, Planning Department staff presented numerous ideas and concepts to support Midtown as it grows. These examples came from other cities across the nation and from the FAMU Landscape Architecture design studio and the FSU Department of Urban and Regional Planning study. After the presentation, participants broke out into smaller groups to discuss their ideas for Midtown.

- What are the strengths and weaknesses of, opportunities for, and threats affecting Midtown?
- What are your favorite things to do in the area?
- What would you change?
- What should be expanded or improved?
- And, perhaps most importantly, what should Midtown be in 2030? What is your vision for the future?

With over 200 ideas for new infrastructure projects and community activities, disparate views were expected. Instead, several clear themes came into focus.

- First, no one was sure where Midtown began or ended. That needed to be corrected.
- Next, all the groups recognized the "walkable" nature of the community as an asset to be strengthened and improved upon.
- Thirdly, the local business offerings, mixture of uses, and building types make walking enjoyable and should be replicated. However, parking can be a nuisance.

- Lastly, the local businesses make Midtown artistic and hip, as manifested in the recent openings of designer clothes retailers and live music venues.

Each of these four themes is existing strengths that lay a foundation for the future vision. These broad themes need action to come to fruition. Since the community workshop, the volunteer Working Group has honed those themes and crafted the following goals.

## GOALS

### Activities, Events, and Community

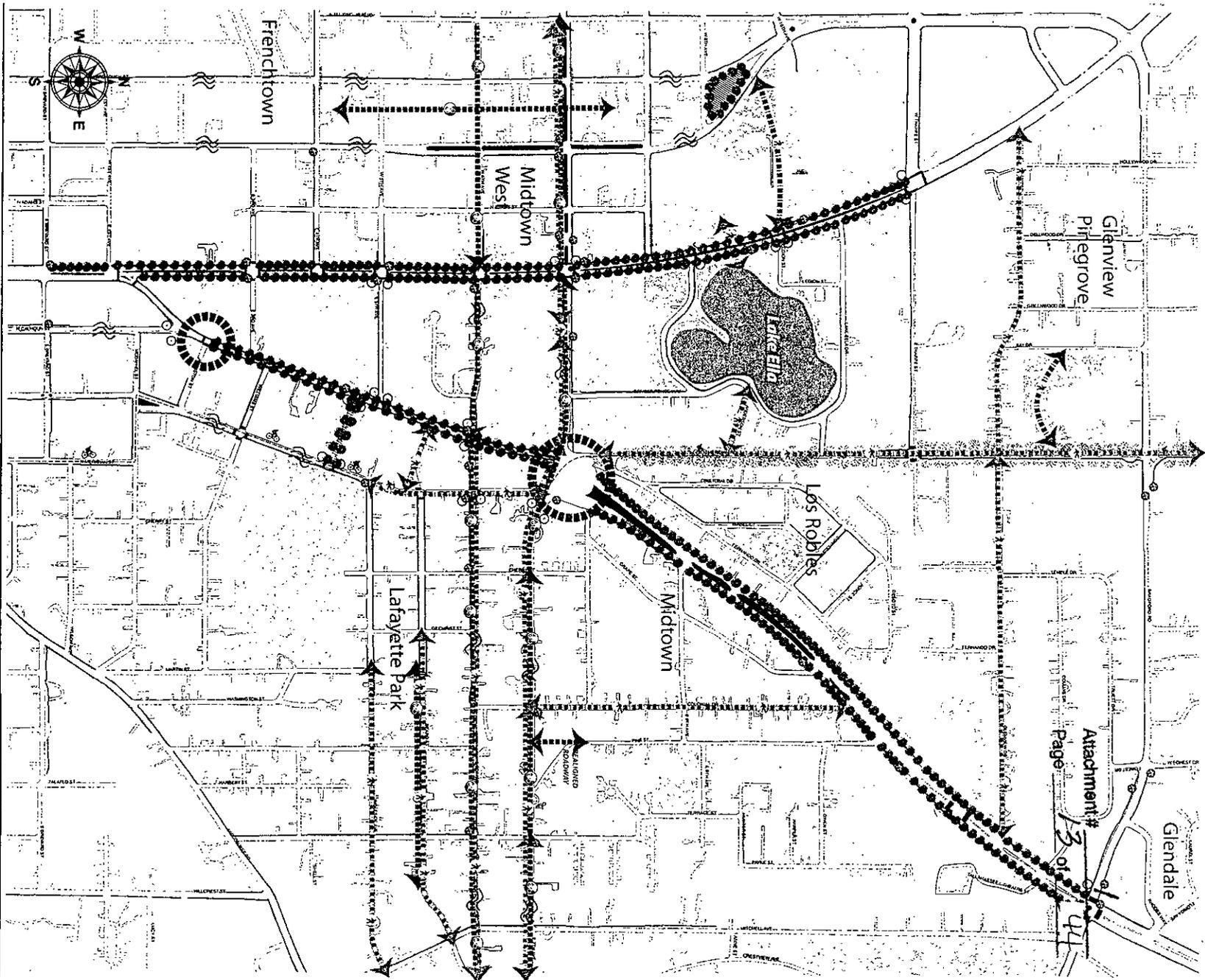
1. Create a **Midtown brand** that will help form a visual edge for the district.
2. Promote **the arts and culture** through Murals, Music, Fashion, History, and Cuisine
3. Relieve **parking complications** and nuisances.
4. Identify ways to **support local business!**

### Infrastructure, Amenities and Urban Form

5. **Support urban infill** and mixed use buildings for live, work and play.
6. Create a **walkable and bikable community.**
7. Reclaim or create new **public spaces.**
8. Improve **traffic safety** for all users.



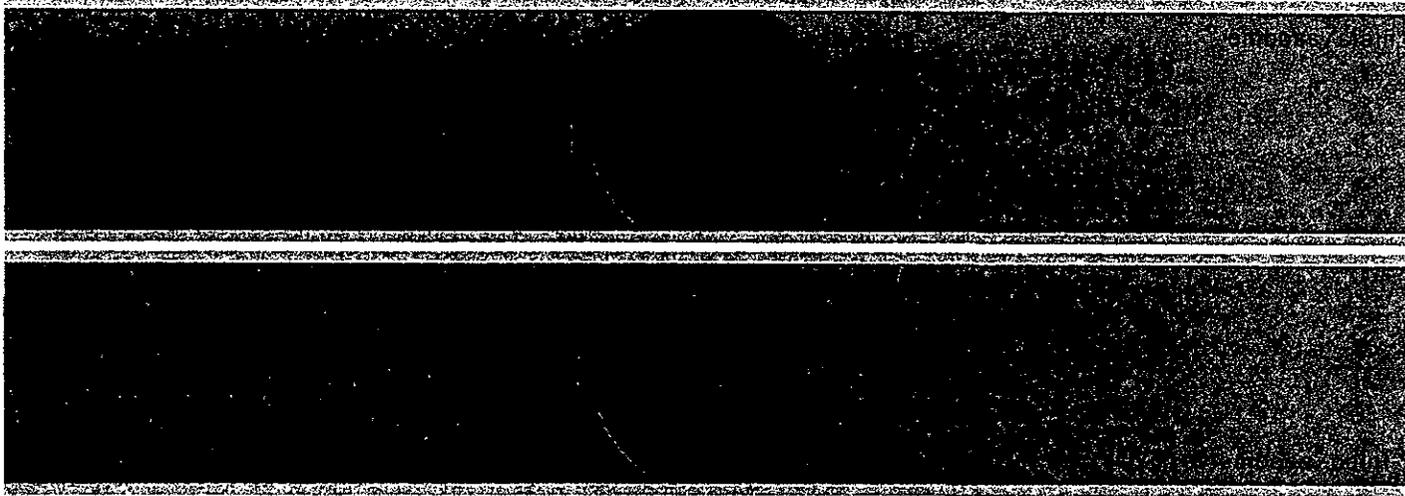
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- INTERSECTION IMPROVEMENTS
- CROSSWALK STAMPING
- TRAFFIC CALMING
- PARK/POLZA/PUBLIC SPACE
- PEDESTRIAN CONNECTIONS
- BICYCLE ROUTES/CONNECTIONS
- LIGHTING FIXTURES
- STARMETRO STOPS
- TRAIL CONNECTIONS
- SIDEWALKS
- STREET SCAPE
- PARKS/GREENSPACE



Figure 5: Midtown Vision Plan



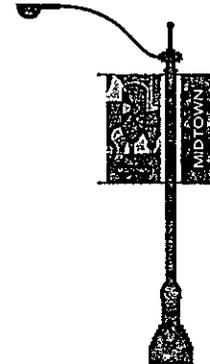
crosswalk sample



street signs



street banners/flags



large street planters

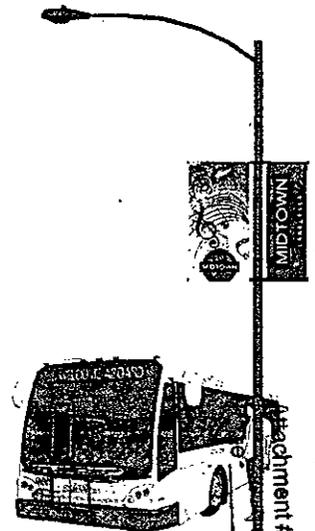


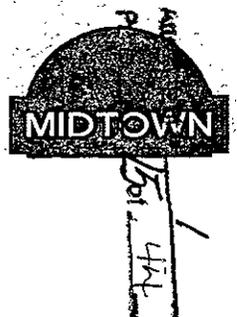
Figure 6: Midtown branding elements

# Vision for the Future

## ACTIVITIES, EVENTS, AND COMMUNITY

**Goal 1:** Create a Midtown brand that will help form a visual edge for the district.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Marketing/PR efforts for Midtown	MMA, NA, EDC, LOT	Short-term	Low
Brand Midtown: Create branding elements, such as <ul style="list-style-type: none"> <li>• Colored planters,</li> <li>• Distinctive banners/signs on utility poles,</li> <li>• Street sign design unique to neighborhood,</li> <li>• Ways to designate gateways,</li> <li>• District slogan, or</li> <li>• Unique street furniture (lights, benches, etc.)</li> </ul>	MMA, NA, FSU Master Craftsman Studio	Short-term	Medium



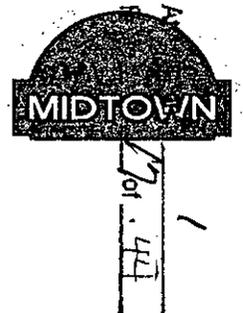


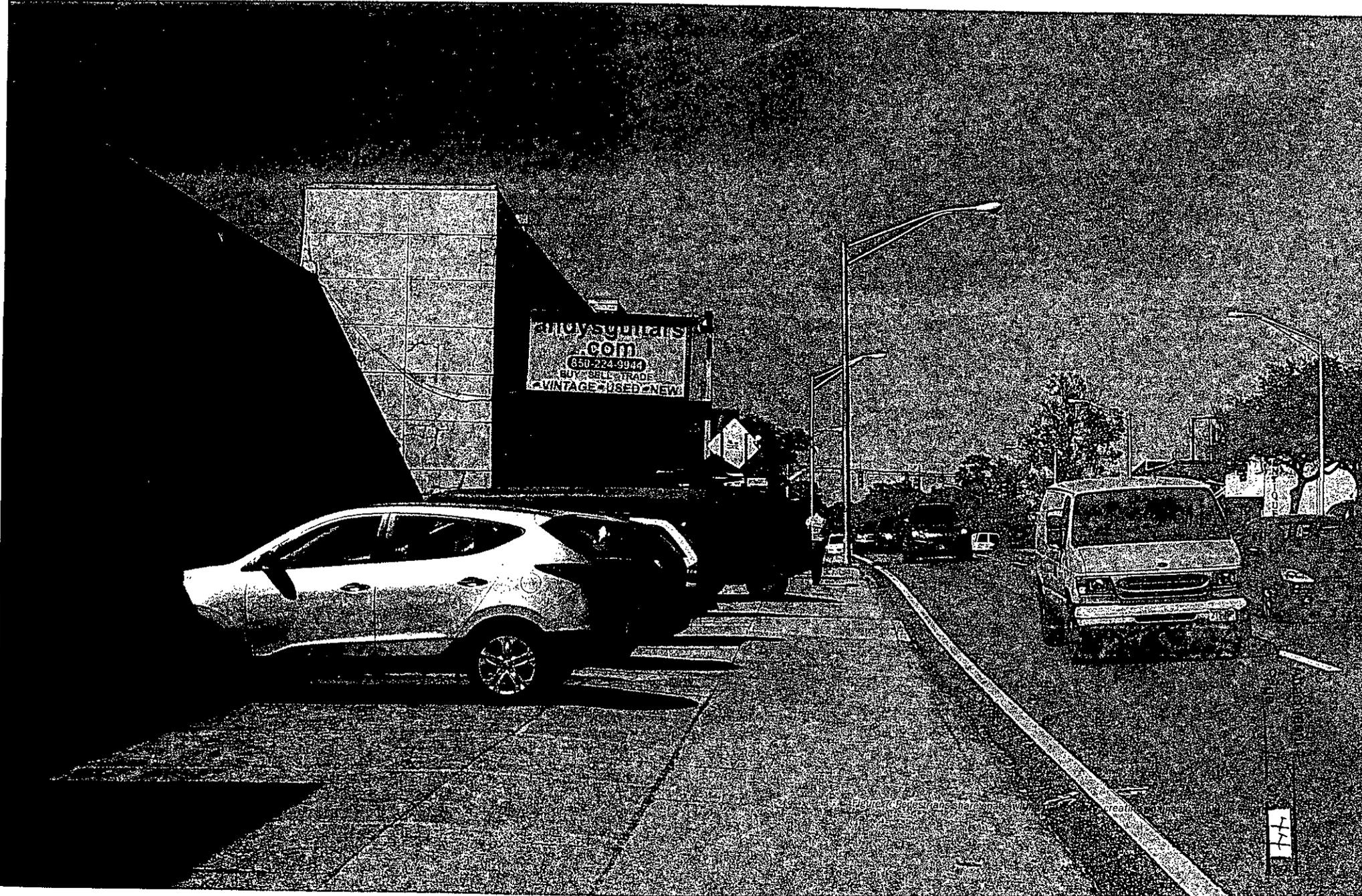
# Vision for the Future

## ACTIVITIES, EVENTS, AND COMMUNITY

**Goal 2:** Promote the arts and culture through Murals, Music, Fashion, History, and Cuisine.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Mural program to fill blank walls: <ul style="list-style-type: none"> <li>• Open graffiti wall</li> <li>• Community work day to paint mural</li> <li>• Artist competition to decide design.</li> </ul>	MMA, NA, COCA, FSU & FAMU Art Depts.,	Short-term	Low
Work to protect remaining historic resources and structures (inventory, analysis, advertise grant programs).	MMA, NA, TTHP	Mid-term	Low
Create an outdoor music series, possibly working through the FSU & FAMU music departments.	FSU & FAMU Music Dept., MMA, KCCI	Mid-term	Low
Promote local arts and culture in any/all ways and genres/media <ul style="list-style-type: none"> <li>• Midtown Jazz Festival</li> <li>• Create a Fashion District for retail focus.</li> <li>• Research and celebrate history</li> </ul>	MMA, PRNA, FSU & FAMU music depts., LOT, NA, TTHP, FSU & FAMU History depts.	Mid-term	Medium



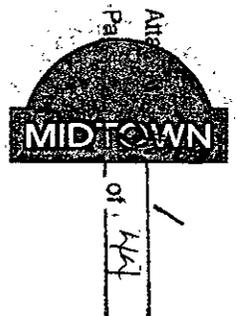


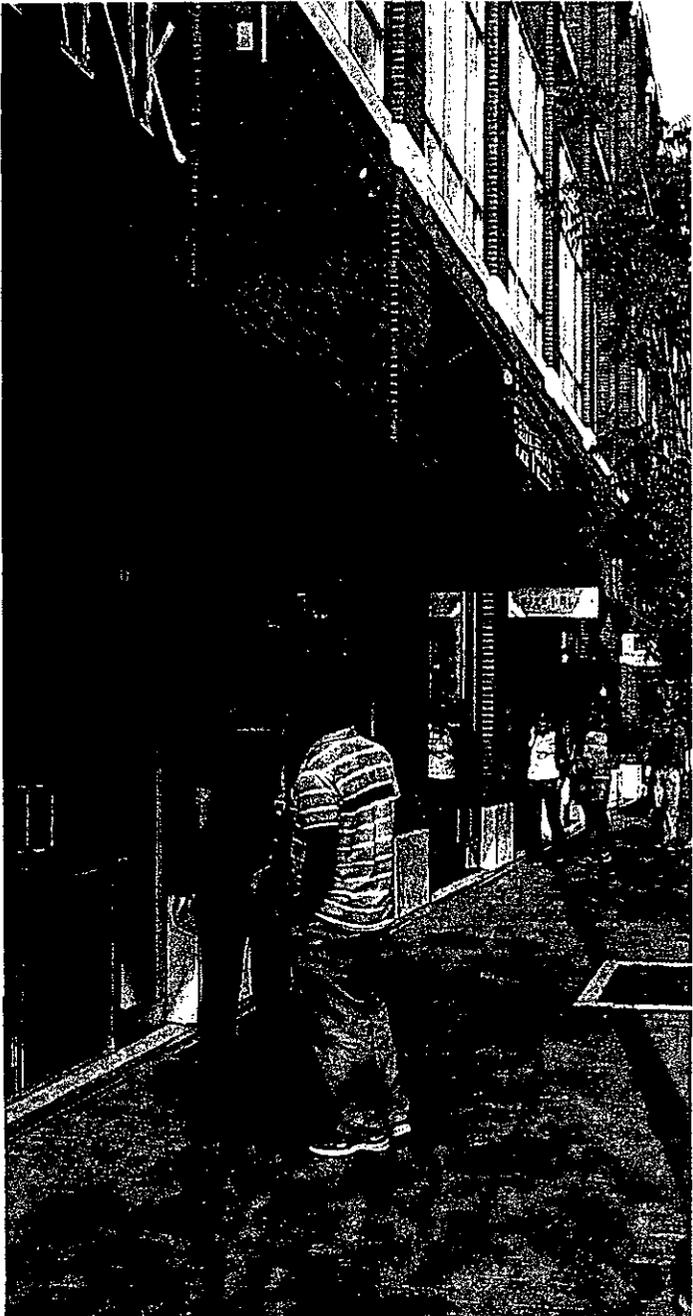
# Vision for the Future

## ACTIVITIES, EVENTS, AND COMMUNITY

**Goal 3:** Relieve parking complications and nuisances.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Conduct parking inventory of available public and private parking spaces.	MMA, PLNG, PW	Short-term	Low
Conduct legal analysis of private parking issues and possibility of City assuming blanket liability.	MMA, PLNG, CAO	Short-term	Low
Create Strategic parking plan to promote a "park once" mentality.	MMA, PLNG, PW	Mid-term	Low





# Vision for the Future

## ACTIVITIES, EVENTS, AND COMMUNITY

**Goal 4:** Identify ways to support local business!

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Preserve the organic personality Midtown has today, possibly with an "ombudsman."	MMA, PLNG, GM	Short-term	Low
Keep local business strong. Chains stores & restaurants are seen as a threat.	MMA, LOT, PLNG	Short-term	Low
Formalize and enlarge the Midtown Merchants Association <ul style="list-style-type: none"> <li>• Connect with major entities in the area (i.e., TMH)</li> <li>• Coordinate with CRA to maximize investments</li> </ul>	MMA, TMH, CRA, PLNG	Short-term	Low
Create community events that celebrate local business and area residents: <ul style="list-style-type: none"> <li>• Downtown Get Down-type event in Midtown</li> <li>• 5th Avenue block party for neighborhoods, vendors, etc.</li> <li>• Food Festival - A Taste of Midtown, Vendy Conference</li> <li>• Establish mobile food vendor/merchants area</li> </ul>	MMA, TPD, PLNG, CAO	Short-term	Medium





Figure 28: Redevelopment and investment breathes life into formerly empty buildings.

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# Vision for the Future

## INFRASTRUCTURE, AMENITIES AND URBAN FORM

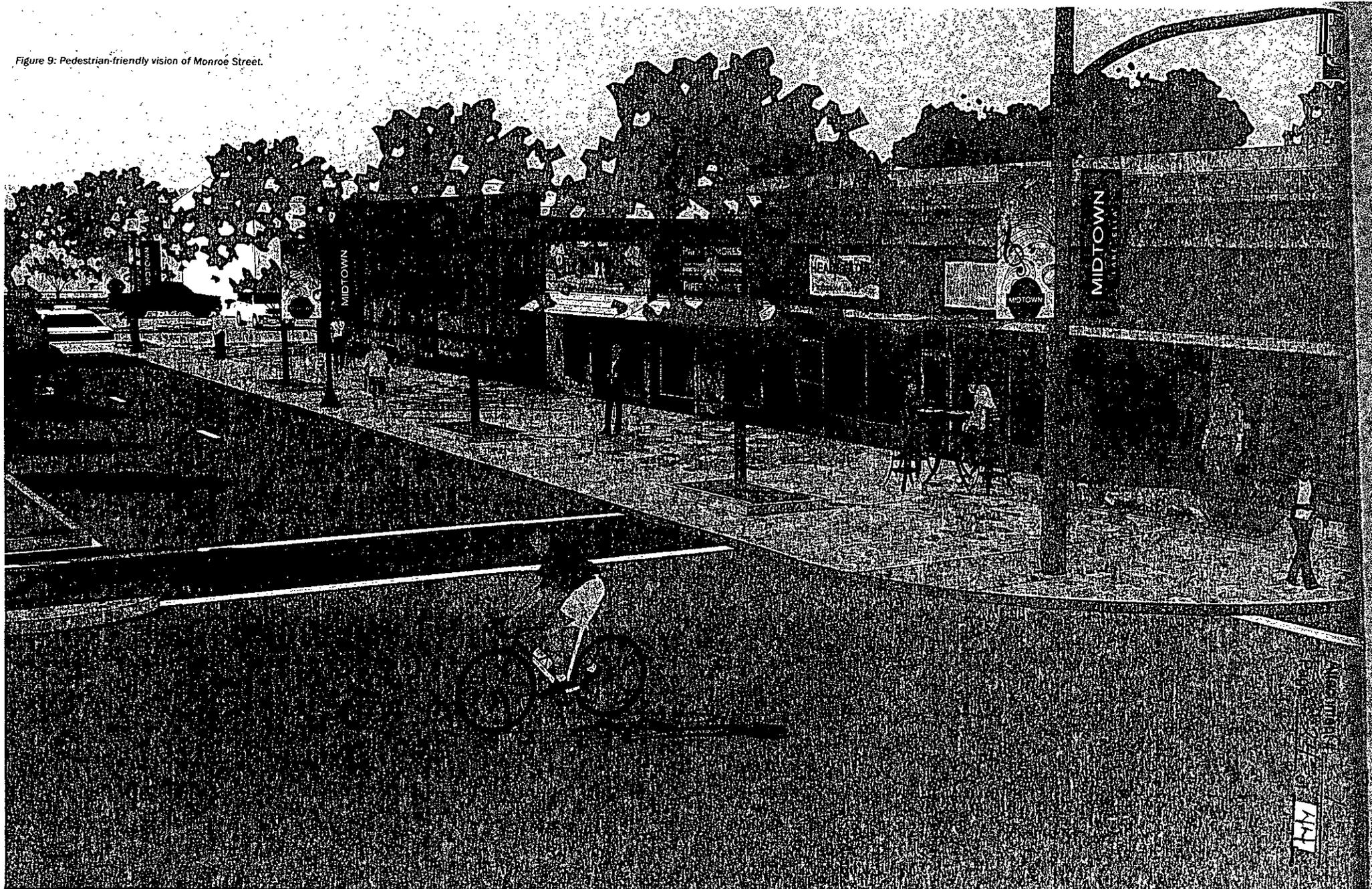
**Goal 5:** Support urban infill and mixed use buildings for live, work and play.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Promote redevelopment and new mixed-use buildings that are pedestrian friendly.	MMA, PLNG, GM, COC, CC	Short-term	Low
Promote conversions of empty buildings or underutilized properties to new businesses, possibly through financial or tax incentives, code enforcement, etc.	MMA, COC, ECD, EDC	Mid-term	Medium



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Figure 9: Pedestrian-friendly vision of Monroe Street.



# Vision for the Future

## INFRASTRUCTURE, AMENITIES AND URBAN FORM

**Goal 6:** Create a walkable and bikable community.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Institute a "walking school bus program" for neighborhood children.	PLNG, NA, LCS	Short-term	Low
Evaluate the creation of direct, off-road pedestrian connections through publicly owned property.	PLNG, PW, UTIL, NA	Short-Term	Low
Mark crosswalks at major intersections with pavers or stamped brick.	MMA, PW, PLNG	Short-Term	Medium
Prioritize sidewalk connections between major attractors.	PLNG, PW	Mid-Term	Low
Fill in missing sidewalk segments, currently lack connections between activities.	PW, FDOT, CRTPA	Mid-term	Medium
Remove sidewalk obstructions and improve handicap accessibility - curb ramps, obstructions, width, etc.	PW, UTIL, PW, FDOT, CRTPA	Mid-term	Medium
Raise awareness of pedestrians at all intersections.	PW, PLNG, CRTPA, FDOT	Mid-term	
Provide strategic connections from and through surrounding neighborhoods to the Midtown business centers.	PW, PLNG	Mid-term	Medium
Clearly mark crosswalks at major intersections with pavers or stamped brick.	MMA, PW, PLNG	Short-term	Medium
Improve ped crossing from Lake Ella destination to west side of Monroe St.	CRTPA, FDOT, PW	Mid-term	High
Improve of E-W pedestrian connectivity in all areas of Midtown, from Bradford to 3rd Ave.	PW, NA	Mid-term	High



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# Vision for the Future

## INFRASTRUCTURE, AMENITIES AND URBAN FORM

**Goal 6:** Create a walkable and bikable community. *continued...*

Project Idea	Implementation Partners	Timeframe	Estimated Expense
<b>Bicycle</b>			
Provide bike racks/lockers at bus stops to promote "ride+ride" commuter options.	SM, PLNG	Short-term	Low
Coordinate a small Ciclovia to promote bicycle usage on area streets.	PRNA, TPD, PLNG, CCC, MMA, NA	Short-term	Low
Conduct bicycle-oriented study to determine appropriate N-S and E-W "bicycle boulevard" routes or lane markings.	FDOT, CRTPA, PW, PLNG	Mid-term	Low
<b>Streetscape and Landscaping</b>			
Conduct a lighting study to ensure all areas are safe for pedestrian travel at night.	MMA, PLNG, UTIL	Mid-term	Low
Evaluate stormwater drainage issues to ease auto and pedestrian travel.	FDOT, PW, UTIL	Mid-term	Low
Create streetscape plan for Monroe Street, ideally to include medians, street trees, and other pedestrian-friendly improvements: (see pages 8 & 9)	FDOT, CRTPA, PW, NA, WCOT, PLNG	Mid-term	High
Create streetscape plan for Thomasville Rd. from 3rd to Betton/Bradford Roads, ideally to include medians, street trees, and other pedestrian-friendly improvements.	FDOT, CRTPA, PW, NA, WCOT, PLNG	Mid-term	High
<b>Other</b>			
Master plan the area to take a proactive approach to route & destination planning & design	PLNG, PW, MMA, NA	Mid-term	High



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Figure 10: Future vision of 5th Avenue - flexible space for weekday traffic and weekend activities.

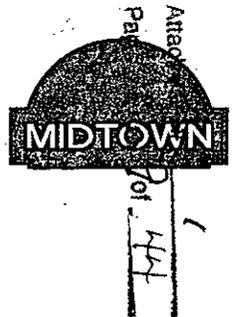


# Vision for the Future

## INFRASTRUCTURE, AMENITIES AND URBAN FORM

**Goal 7:** Reclaim or Create new public spaces.

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Conduct community outreach effort to determine public's desire for additional programming in the parks; such as <ul style="list-style-type: none"> <li>• Outdoor theatre (Movie night in the park),</li> <li>• Nature center, botanical garden,</li> <li>• Species identification signage on trails,</li> <li>• Picnic/grilling areas,</li> <li>• Community gardening plots, or</li> <li>• LeMoyné collaboration on art education.</li> </ul>	PRNA, NA, IFAS, MMA	Mid-term	Low
Evaluate private concessionaire possibilities: Lake Ella paddle boat rentals or roller blades.	MMA, PRNA	Mid-term	Low
Promote outdoor business activities, such as al fresco dining, sidewalk sales, or business expansions toward the street.	MMA	Mid-term	Low
Design and develop small urban spaces, such as squares or plazas. <ul style="list-style-type: none"> <li>• 5th Avenue flexible, shared space</li> <li>• Design for 9th/Duval/Bronough parcel.</li> </ul>	PW, PRNA, PLNG, CRA MMA, NA	Mid-term	High



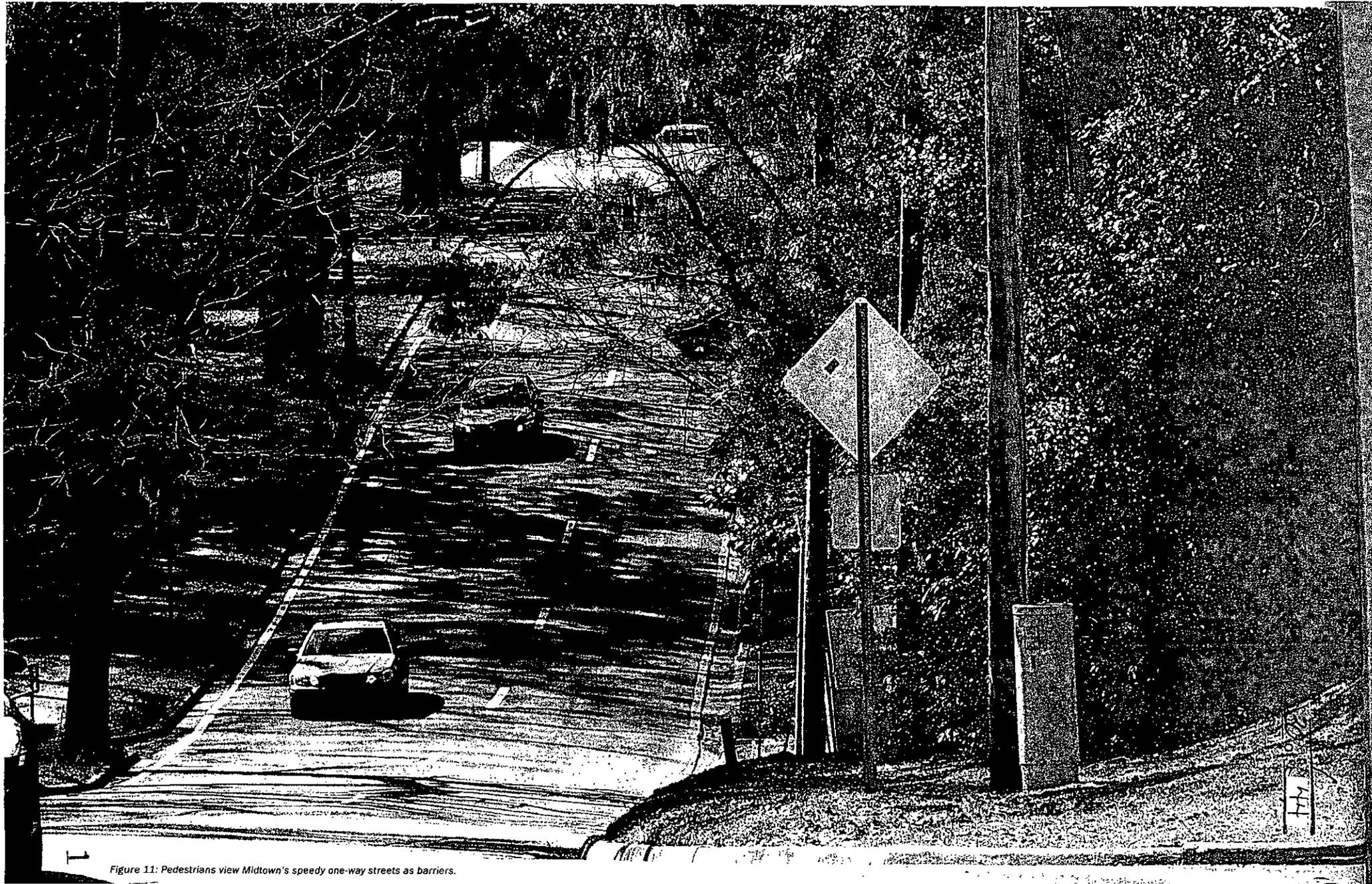


Figure 11: Pedestrians view Midtown's speedy one-way streets as barriers.

# Vision for the Future

## INFRASTRUCTURE, AMENITIES AND URBAN FORM

**Goal 8:** Improve traffic safety for all users.



Project Idea	Implementation Partners	Timeframe	Estimated Expense
Increase traffic enforcement, especially on one-way pairs and cut through commuters.	TPD, WCOT	Short-term	Low
Pedestrian safety campaign needed <ul style="list-style-type: none"> <li>• Public service announcement about bike-ped safety</li> <li>• Slower travel in neighborhoods (i.e., "20 is Plenty")</li> </ul>	WCOT, PLNG, MMA, NA	Short-term	Low
Conduct traffic calming study of surrounding neighborhoods.	PW, PLNG	Mid-term	Medium
Conduct operational study to improve traffic flow, pedestrian safety, and bicycle mobility at the "5 Points" intersection (7th/Meridian/Thomasville/Gadsden).	PW, FDOT, CRTPA, PLNG	Mid-term	High
Conduct operational study for Thomasville Road realignments to accommodate on-street parking along between Calhoun and 7th Avenue and from Grape to Betton.	FDOT, PW, PLNG	Mid-term	High
Conduct operational study to evaluate traffic safety, speeds, and possible calming on area one-way pairs (6th/7th, Gadsden/Calhoun, and Bronough/Duval).	PW, PLNG, County PW, FDOT	Mid-term	High





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# Vision for the Future

## Additional Action Items

Project Idea	Implementation Partners	Timeframe	Estimated Expense
Minimize impacts on area neighborhoods from noise, overflow parking, etc.	MMA, NA, GM, CAO, PLNG,	Mid-term	Low
Improve area aesthetics! <ul style="list-style-type: none"> <li>• Work area business owners to improve appearance</li> <li>• Organize street clean-ups, 'Adopt-a-Road'</li> <li>• Coordinate with businesses on signage issues</li> </ul>	MMA, ECD, UTIL, KTLB	Mid-term	Low
Evaluate potential for private transit venture to create night-time circulator that utilizes area "park+ride" lots.	MMA, SM	Mid-term	Low
Create landscape education campaign to promote native landscaping and/or xeriscaping	IFAS, MMA, NA, PLNG	Mid-term	Low

## LEGEND

### Timeframe

Short-term: < 1 year  
 Mid-term: 1-3 years  
 Long-term: > 3 years

### Estimated Expense

Low: < \$10,000  
 Medium: > \$10,000 < \$100,000  
 High: > \$100,000



# Next Steps

## STAYING THE COURSE ~ PUBLIC AND PRIVATE ACTIVITIES

The Action Plan is organized into eight goals under two categories, Activities, Events, and Community and Infrastructure, Amenities and Urban Form. While coordination and cooperation between public and private entities will be necessary throughout implementation of the Action Plan, the former category is generally the responsibility of the community, and public agencies take responsibility for the latter. Success will be achieved only through continued effort by all the involved parties: neighborhood associations, Midtown Merchants Association, governmental agencies, local schools, and other community groups.

## FUTURE UPDATES ~ MAKING PROGRESS

The Midtown Working Group and potential volunteer committees will continue to meet every six months to ensure Action Plan implementation. These meetings will allow for continued exchange of ideas, provide organizational opportunities, and offer status reports on previously assigned projects. Biannual coordination meetings will be scheduled in August 2010 and February 2011. Additional meetings of the Working Group will be convened as necessary to focus on specific projects. Lastly, as new events and projects progress, the City Commission will also receive updates.

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# Appendix

## APPENDIX A: FREQUENTLY USED ACRONYMS

BCC	Leon County Board of County Commissioners	LCS	Leon County Schools
CAO	City Attorney's Office	LOT	Locally Owned Tallahassee
CC	Tallahassee City Commission	MMA	Midtown Merchants Association
CCC	Capital City Cyclists	NA	Neighborhood Associations
COC	Greater Tallahassee Chamber of Commerce	PLNG	Tallahassee-Leon County Planning Department
COCA	Council on Culture and Arts for Tallahassee/Leon County	PM	Property Management Division of City Administration
CRA	Community Redevelopment Agency (Frenchtown/Southside)	PRNA	City Parks, Recreation, and Neighborhood Affairs Department
CRTPA	Capital Region Transportation Planning Agency	PW	City Public Works Department
ECD	City Economic and Community Development Department (includes Code Enforcement Division)	SM	StarMetro transit provider
EDC	Tallahassee-Leon County Economic Development Council	TMH	Tallahassee Memorial Hospital
EPER	City Environmental Policy and Energy Resources Department	TPD	Tallahassee Police Department
FAMU SOA	FAMU School of Architecture	TTHP	Tallahassee Trust for Historic Preservation
FSU DURP	FSU Department of Urban and Regional Planning	UTIL	City various utilities, Electric, Gas, Solid Waste, Stormwater, etc.
GM	City Growth Management Department	VT	Visit Tallahassee/Tourist Development Council
IFAS	UF/County Extension Center	WCOT	City's Television station, Communication Department
KCCI	Knight Creative Class Initiative catalyst group		
KTLB	Keep Tallahassee-Leon County Beautiful		



# Appendix

## APPENDIX B: PUBLIC COMMENTS, COMMUNITY WORKSHOP - 9.28.10

The citizen comments gathered during public workshops directed the tasks included in the Midtown Action Plan. While the action plan is general in nature, the comments contained in the appendices will be used to direct future priority setting and infrastructure investments.

### MARKETING/ PR

#### Branding

- Create a Fashion District focusing retail activity around that focus
- Slogan: "Midtown...a walkable/walking community";
- Develop branding element, like colored planters, to state boundary of district
- Undefined area; what are boundaries, Identify Midtown - clear boundaries and branding
- Branding: signs, gateway, banners, marketing/PR efforts

### PARTNERSHIPS

- Connecting & Coordinating with TMH - recognize economic development benefits (job promotion!) of making Midtown an attractor to doctor/residents being recruited to area.
- Need an ombudsman for area to ensure it keeps the "charm"
- Community gardening efforts in the city parks - City Parks & Rec, Damayan, Man in Overalls
- Littering and lack of collection (2) - Keep T-LC Beautiful,

### OUTREACH

- Promote use of on-street parallel parking and walk!, Lack of parking hurts businesses, or people just know where it is located, Create map of on-street parking in area
- Promote the arts in any/all ways and genres/media
- Preserve the organic personality Midtown has today
- Encourage native landscaping and/or xeriscaping - Master gardeners, City Water Dept.

### ACTIVITIES/ EVENTS

- Programmed activities at Lake Ella
  - o Roller skate rental,
  - o Close road around lake for free play (like a small Ciclovial)
  - o Paddle boat rentals
  - o Establish mobile food vendor/merchants area - possibly small parking area at Lake Ella

- Programmed activities at Lafayette Park
  - o Walk-in movie theater; Movie night in the park, using topography as amphitheater
  - o Work with FSU & FAMU music departments to have music; need permanent outdoor venue
  - o Lafayette Park Art education (2), possible LeMoyne collaboration
  - o Botanical garden in Lafayette Park, or species identification along paths in all area parks
- Downtown GetDown-type event in Midtown, after party once GetDown ends
- 5th Avenue block party with live band; between Thomasville & Monroe or next to Whataburger
- Food Festival - A Taste of Midtown; Vandy Conference
- Midtown Jazz Festival - in the park, numerous venues in the area, block streets?
- Mural program to fill blank walls, open graffiti wall - community work day to paint mural
- Research history and celebrate in some way
- Street fair, Special events

### PRIVATE AMENITIES

- Misters at intersections - pedestrian activated
- Business owners put out dog bowls for dog walking patrons
- Recognize that the area is "dog friendly"
- Build mixed-use buildings for living and working
- Increase densities for more housing
- Preserve the "old milk route" on McDaniel Street as an historic feature and bike/ped path
- Entrance/gateway signage

### MMA ORGANIZATIONAL EFFORTS/ BUSINESS IDEAS

- Cheap and easy transport during weekend evenings
  - o Vintage car rental, different sponsors based on era and business interest
  - o "Gotcha" car, rickshaw, shuttle, etc. - need non-driving modes, business opportunity exists
- New park at Duval, 9th, Bronough - pocket park with seating, simple paths - Community work days?
- Convert Albertson's into a large farmers market with multiple stalls/vendors; open air market
- Historical markers in yards of Lafayette Park homes
- Need a bakery

### CODE OR POLICY REVISIONS/ PLANNING STUDY

- Available parking is abundant but not available b/c property owners tow; City should try to lift liability for property owners so they don't tow nighttime parkers
- Strategic parking plan to promote a "park once" mentality and walking from place to place.
- Auto-focus still apparent in area, needs pedestrian orientation, Promote urban design standards for the defined district, Architectural standards/design guidelines to maintain walkable scale
- High traffic volumes from outside area
- Dangerous intersections for peds and drivers, Pedestrian inaccessibility/un-friendliness
- Billboards are unsightly (2), Lack of consistent signage
- Establish mobile food vendor/merchants area - changes to temporary vendor regs?
- Provide incentives for LEED certification (2)
- Murals as part of business marketing, but sign code limits

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# Appendix

- advertising to arts focus in OK
- Create walking map & include/make mid-block crossings
- Promote use of on-street parallel parking and walk!
- Lack of parking hurts businesses, or people just need to know where it is located

## INFRASTRUCTURE/AMENITIES

### *Pedestrian & Bicycle*

- Improve accessibility
  - Remove sidewalk obstructions
  - Sidewalks too narrow – widen
  - Handicap accessibility deficient – curb ramps, obstructions, width, etc
- Sidewalk Connections
  - Lack of sidewalks in some areas, specifically around Paradise and Capital Plaza
  - Walking routes are often indirect, lack of E-W connectivity
  - Driveways and crosswalks are poorly marked in places, Paint! Clearly mark curb cuts and crosswalks to help bike/ped travelers
  - Lack of pedestrian crossings
  - Add sidewalks to Meridian, from 7th Ave to Tharpe St.
  - Improve pedestrian crossings at “malfunction junction” – maybe extend 8th Ave to Meridian as a bike/ped route
  - Improve ped crossing from Lake Ella to west side of Monroe St – install crosswalk/median, Pedestrian crossing at Lake Ella Drive; patrons can use G.C. parking when not in use
  - Glenview sidewalks needed to east and west together from Meridian to Thomasville
  - Better sidewalk connectivity from roads to shopping center areas on Thomasville North sub-area.
- Traffic impacts to bike/ped mobility
- Improved bike-ped facilities to improve mobility
- Lack of bike lanes (no roads listed), Bike lanes lacking
- Off-Road Connections

- Trail connections through stormwater pond area between Meridian, Glenview, and Bradford
- Trail connection from Glenview Dr. to E. Tharpe St./Lake Ella

## AUTOMOTIVE

- Speed of 6th and 7th Avenue and Gadsden St. drivers on one-way segments east of Thomasville Road.
- Traffic speeds in general are too fast
- Colonial Drive cut-thru that needs more traffic calming, maybe more strategic on-street parking
- High traffic volumes, speeds, and dangerous drivers.
- Parking along Thomasville Road
- Malfunction junction – 7th/Meridian/Thomasville/Gadsden (2)
- Reduce speeds on 6th and 7th Avenue
  - Return to 2 way traffic
  - Remove on-street parking and replace with curb-separated bike lanes to connect to TMH

## OTHER

- Strategic connections between parks
- Convert or reclaim unused right-of-ways back to a useful purpose
- Make safer for children to move about district (2)
- Utilities
  - Unsightly overhead utility lines
  - Poor drainage at Thomasville/6th Avenue
  - Street lights are lacking (2)
  - Safe, well lit streets throughout district; use a consistent theme in the light fixtures or the same light poles to further identify district
  - Pedestrian-scale lighting is also important, not the 3 story tall “cobra heads”
- Landscaping
  - Landscaped medians along N. Monroe
  - Provide street trees
  - Monroe needs median, street trees, landscaping, etc. to

- making walking pleasant
- Thomasville Road needs sidewalk buffer from traffic, i.e., street trees or parallel parking
- Street trees and sidewalks along Monroe Street; possible to use CRA funds?
- Wider sidewalk and landscaping plan along backside of Los Robles next to Thomasville Road

## CITY DEPARTMENTAL FACILITATION

- Distracted and/or speeding drivers (2), Traffic too fast [Police, Public Works]
- Increased infill/density [Planning, Growth Management]
- Bike racks at bus stops to promote “ride+ride” options [StarMetro]
- Expand CRA façade improvement grant program beyond CRA [CRA, BCC, CC]
- More aggressively advertise CRA programs & funding [CRA]
- Expand CRA to east side of Monroe Street. [CRA, BCC, CC]
- New park at Duval, 9th, Bronough – pocket park with seating, simple paths [Parks & Rec]
- When roadway improvements are made, put utility lines underground [Utilities, Public Works]
- Pedestrian safety campaign needed; Provide PSA about bike-ped safety [WCOT, Planning, Police]
- No right turns on red at bike/ped-heavy intersections [Public Works]
- Re-evaluate traffic light timing [Public Works]
- More transit frequencies, should be supported by compactness of the area [StarMetro]
- Promote conversions of empty buildings to new/special businesses [CRA, EDC]
- Community gardening efforts in the city parks [Parks & Rec]
- Littering and lack of collection [Solid Waste, Parks & Rec]



# Appendix

## APPENDIX C: PUBLIC COMMENTS FROM SURVEY RESPONSES [10.2010 - 01.2011]

The citizen comments gathered during public workshops directed the tasks included in the Midtown Action Plan. While the action plan is general in nature, the comments contained in the appendices will be used to direct future priority setting and infrastructure investments.

### Strengths

- I see the area eventually becoming a "destination" for locals and out of towners. I envision a pedestrian friendly area where walking and cycling is inviting to the visitors. I also envision neighborhoods, businesses and others working together for the greater good of the area, to create a consensus and to try and incorporate everyone's ideas into a whole.
- Traffic is very dangerous, some of the commercial businesses are unsightly and unkempt, some commercial businesses no longer "seem in place" for the area and the direction the area is heading. All these things probably adversely affect the area.
- There are all sorts of things that are within walking distance or a bike ride away. i.e. movie theater, grocery store, gym, bike shop, numerous restaurants and bars, lake ella, small boutique stores on lake ella, police station (increased safety with their presence).
- Variety of shops. Midtown is becoming the 18 hour center once envisioned for Downtown and without substantial outlay of government funds.
- I live nearby and enjoy the many businesses available within walking or bike riding distance of my home. The Lafayette Park Neighborhood should be preserved. All our friends come to our house and gush over our street, home and where we are located. Our friends drive here and then always want to walk to dinner, coffee, shopping, bars.
- Safe, friendly, pedestrians...i would like it to be a little safer

crossing over Gadsden and Thomasville...that pedestrian crossing near Whataburger is a joke to most motorists. there needs to be an actual stop light there before someone is killed i would love to see park benches in Lafayette park

- The strength is security, provided by the surrounding Lafayette Park Neighborhood proximity, making the area safer at night. What needs protecting is the peaceful nature of the neighborhood, i.e., no loud music and adequate off-street parking to keep traffic, esp. parking, out of the neighborhood.
- Restaurants, bars. Thomasville Rd has sidewalks and a "small scale character" that needs preservation.
- Historical buildings, beautiful trees and friendly people
- Smaller scale of roadways, still some magnificent oaks and few historic buildings, although we are losing both too quickly. Vibrant night life!
- It's already near residential areas and near Lake Ella, centrally located for several neighborhoods.
- Lots of shops and restaurants, mix of rental/owned housing. I rent in this area and love it. It is also good that Publix is there.
- I love my apartment and the neighborhood that I live in (even though my area mostly consists of apartments). It is relatively quiet here. Lake Ella is my favorite spot in the city. I live north of this area. I often walk there with my husband. This park was the deciding factor on our decision to move into this apartment. I would like to walk to some restaurants as well. However, the sidewalks seem to end.

- Lake Ella is a great place to walk and meet friends
- walkability - two lane road - lots of old building that can be reused
- Great commercial property in close proximity to residential neighborhoods. As well as the close relation of each commercial building to the next. This area is slowly becoming a great 18 hr area to enjoy in Tallahassee (I believe downtown still harbors the greatest potential but in the six yrs. I've lived in Tallahassee I've seen little if any improvements there, i.e. commercial development, bars and restaurants).
- Walkable businesses, cuteness
- Strengths include the number and variety of retail establishments, relatively close to downtown but in a more suburban setting. Trees and vegetation are at a premium, we need to keep all we can and expand the greenery if possible.

### Weaknesses

- Crossing Thomasville Road at Whataburger to get to shops at Midtown.
- Failure by cars turning right on Monroe to yield right-of-way to pedestrians at Monroe and 7th. Lack of safe pedestrian crossing between 7th and Tharpe on Monroe
- No sidewalk on Gadsden from Ingleside to 8th Avenue
- Impossible to keep 35 mph speed limit from 7th Avenue to Belton
- I ride my bike daily to work and on weekends to yoga. I think parts of Monroe are very unattractive. I see many people try to cross Monroe at the Publix entrance and it is very dangerous since there is no light.

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# Appendix

Cars still refuse to stop at the pedestrian crossing on Thomasville at What-a-Burger. The sign to stop needs to be bigger.

- again, crossing the streets from east of Gadsden is dangerous
- Crossing Thomasville Road is lethal. Crossings need to be better lit and signalized.
- Too many parking places between and in front of the buildings. Lack of sidewalks. Lack of pedestrian crossings. Lack of traffic calming measures. Private parking spaces that cannot be used in the evenings. Lack of bicycle access and bicycle suitability.
- traffic moving too fast on Thomasville, sidewalks too narrow and not maintained, parking hard to find
- Loosing shade, historic or unique buildings. 5 points intersection terribly deficient for pedestrians, as is the section of Gadsden south of Chez Pierre with no sidewalk.
- The speed of traffic makes it unpleasant and sometimes scary crossing the streets. I know overflow parking is an issue for Beard St and noise from loud bands playing outside (not to be grouchy but it's hard to sleep when it sounds like the band is in your yard)
- Ironically, the area around the police station is the most "sketchy." I walk around the area a lot, but I don't like those particular blocks. Monroe doesn't have as many things to walk to, especially north of 6th Ave. I wouldn't want to walk around by the Circle K or that nearby garage.
- The bus system does not conveniently link to FSU from Meridian. Thus, I often do not take the bus. Many graduate students live in my area. I've chatted with them and they also share my sentiment. Also, I am afraid to bike around Tallahassee due to the traffic. Tallahassee

is not a large city. However, the drivers tend to drive like it is... I see an accident take place at least every other day. I wish it was easier for a pedestrian/bicyclist to walk from Meridian to Monroe and actually cross Monroe. I could shop by bicycle then.

- Midtown seems to have areas that are very well put together within themselves. However, they lack supportive links between the areas. For examples sideways end or simply do not exist and bike paths are not supported.
- Parking - some business towing cars
- Sidewalk lighting and pedestrian crossings!!!! I believe there is only one marked pedestrian cross walk on Thomasville road within midtown - there should be one on every corner with FLASHING LIGHTS to warn drivers. And larger signs that force drivers to stop for pedestrians. Tallahassee is a HORRIBLE city for walking and biking. Additional signage is a must for people to feel safe. Further, cross walks with signage/lighting need to be installed on Monroe street at Sixth Street - especially with the additional businesses coming to the west side of Monroe St near that intersection.
- PUBLIC BUS STOPS!! Why are there none in midtown on Thomasville?????? I feel like there are many great restaurants and bars in Tallahassee but there are so spread out - Gaines Street, Midtown and the Strip. The only way to get to one from the other is to drive or pay \$\$\$\$ for a cab ride. WHY DON'T BUSES DRIVE THIS ROUTE? PEOPLE WOULD USE THIS. EVEN IF IT WAS ONLY FRIDAY AND SATURDAY NIGHT. Tallahassee is the largest city I've lived in where public buses don't provide such a service - especially since this town is so spread out.

- If midtown is to be successful, people need to feel like they can get to and from it safely while still enjoying themselves and feeling safe while they are there. There needs to be an allowance for bars to be in close proximity to one another. I was amazed when moving here to find out the term "bar hopping" meant going to one bar then driving to the next - simply because they are so far apart!!! WHY?
- Cities like Gainesville and Madison Wisconsin have great 18 hr. districts where one can park their car at 8 or 9, go to dinner, watch some music and get some drinks at a variety of bars without having to DRIVE a half mile down the road.
- Seattle WA, free public transportation everywhere Downtown. Why not establish a free public system between Gaines Street, Midtown and the Strip? This would encourage so many more people to use this town like it should be - safely.
- Businesses taking up space that aren't interesting/good for walking to, businesses that haven't invested in looking nice/nice landscaping (e.g., Baskin Robbins)
- Walking across the busier streets is dangerous. Lack of parking is a problem, especially along North Monroe Street.



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## Opportunities

- Work on sidewalks and crosswalks throughout; as biker and walker in the area, there are sidewalks with large obstructions (e.g. in front of Waterworks, along 6th); areas that are scary to cross as a pedestrian (anywhere on Gadsden). I think this area can be the life of Tallahassee, our Virginia Highlands.
- Well i don't think we need any more sidewalks, like the new one on Ingleside, because the streets are perfectly fine to walk on. i really wish we had some park benches in the park, it is rather ridiculous that there aren't any. We had one, but i guess it was just too scary for law enforcement or something. So they took it away. I really really need somewhere to sit, and i don't want to just sit by the tennis court. Benches on the streets would be nice, but i imagine that could make homeowners tense.
- The public spaces need to be architecturally co-ordinated, i.e., signage, pavement materials, landscaping and other visual elements (lighting) need to be planned to enhance the mid-town identity.
- Shared parking behind businesses. Cafe's with gardens and streetside tables, Free trolley service. Bicycle friendly streets. Narrow lanes on Monroe and create more room for bicycles and pedestrians.
- More crossings.
- I just think it's a great place to hang out. only problem is parking and walking around - sidewalks too narrow and overgrown. some older businesses need to clean up their lots.
- More trees, porches, dog friendly, music.
- TREES, trees, trees. Our climate does not lend itself to pleasant walking/biking in the warmer months but shade on the sidewalks would help immensely. Little bits of green space where ever it can

- be fit in, even if only a few feet square. Little fountains tucked off the sidewalk here and there so walkers can cool their feet, dogs can get a drink, kids can play a bit (just little burbling water not necessarily a big showy fountain or big spray). Making crosswalks obvious. Slowing traffic (especially on Gadsden.)
- Nicer sidewalks on Monroe, landscaping at the plaza w/ the sushi place and urban threads. I'm sure they're great businesses, but not too inviting. More lights in some places at night.
- More parks so families could come picnic. Outdoor theater to encourage plays. Nature center Sidewalks/bike lanes
- 1) Better use of parks 2) sideways and bike paths that link areas 3) outdoor theatre 3) outdoor nature center 5) more picnic/grilling areas 6) a Center Square where business and individuals could gather after work.
- Place utility lines underground - do away with billboards
- More outdoor seating for restaurants, nicer landscaping around businesses, traffic slowing/pedestrian crossings, more oriented towards pedestrians, easier to get across major streets in area (Gadsden, Thomasville; intersection at 6th and Thomasville)
- Anything that helps to promote the walkability of this area would be a help. Well-marked pedestrian crossings across Monroe and Thomasville are needed. Zoning should be more inclusive to include a variety of uses, especially 'out of the ordinary' uses such as commercial allowances for residential structures and "mother-in-law" additions to homes.

## Threats

- This area is a destination but it is not the "end of the line". Should not reduce lanes of traffic for StarMetro and/or bike lanes. Historic Preservation efforts might restrict people wanted to open businesses.
- It can become overrun with cars as businesses grow and popularity continues. I think Lafayette Park Neighborhood should be preserved as a Historical Designation. Developers, when the market returns, will want to develop the area and mostly don't care about preserving the scale and history. Things like the sidewalk on Ingleside should be historically correct and not stuck in the road like we are in the suburbs! No sidewalk is better than an ugly one.
- Yes, noise and visitors parking in the surrounding neighborhood due to inadequate off-street parking requirements. The light commercial atmosphere is great, too much intense development will make it less user-friendly.
- Traffic. Road widening. Chain stores and restaurants.
- Traffic has been and will continue to kill the area. You can't walk your dog or child down Thomasville without the threat of being run over.
- Traffic, noise, concerns of viability of historic trees in park, along roadways.
- The trend seems to be for primarily restaurants and bars to open in midtown and while a nice variety of those close by is very nice, more and more will add to the parking woes. If there's some way to encourage variety. There's also not much that would encourage neighborhood families to stroll over with their kids.
- I am worried about the canopy trees. Would redevelopment entail that these trees be cut down? I would like to keep midtown family

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friendly and not turn into a large parking lot. As more businesses come in that may be a concern.

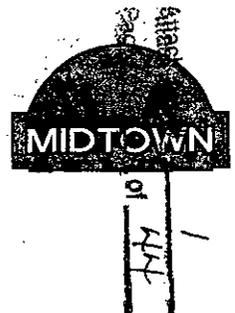
- Cutting down canopy trees. Keep Parking Lots out. (Please make midtown pedestrian friendly by keeping huge amounts of traffic out)
- Need to keep the building high to two story - or max of three stories - so people can walk up and down to the various floors - to keep the intimate feeling to the neighborhood
- I would hate to see midtown become engulfed by "FSU stuff" i would like to see to move in the artsy 18-hr direction.

## Other Comments

- Would like to restore northbound lane on Meridian at 7th
- I am glad to see the growth of midtown - I think it needs to be controlled growth, with an eye toward preserving history, scale, and uniqueness. That is what visitors enjoy. Often the business community overlooks these concerns and the city fails to protect us, siding with growth and business. In the long run, the value of this area will increase if growth is controlled and some standards are met.
- Keep the neighborhood atmosphere by preserving the existing office-residential structures and keep it neighborhood friendly in terms of any adverse impact on the surrounding neighborhood communities, Lafayette Park and Los Robles, esp. traffic and noise.
- The parking in the style at Midtown Manor is an improvement over parking around stores. Centralized parking will be a must.
- I appreciate that your keying onto sense of place, and that each is unique. Can't wait to see how we might make Market Street into a place.
- If I could only recommend one thing it would be trees to shade the sidewalks.
- Great area of town. Thanks for your hard work. Maybe buses or trolleys between the weekend hotspots, i.e. midtown, railroad square, downtown (if downtown gets a little more popular)
- I am pretty happy with this area. I wish the bus route was more accessible to FSU. Perhaps there could be a program to educate the apartment dwellers on how to have balcony home gardens. This would beautify some the apartments.
- Also - do a better job at making surveys like this more public! I was emailed this from a friend - i live in midtown and would hate to have

missed an opportunity to speak my mind. Perhaps some fliers in midtown would have been nice?

- I have an idea for shutting down Thomasville road on weekend nights or 1 weekend night in summer and late spring, early fall, when it's nice out, and having it be a pedestrian area - with restaurants being allowed to spill their seating onto the road and vendors, etc.
- Opposed to the proposed bike route on Wilson Street because this street is dangerous for cyclists and pedestrians during the peak morning and evening hours, and because the road has traffic calming which may hinder cyclists. Suggest another street one block over be used for the bike route instead.
- New sidewalks should respect historic pattern of neighborhood.



# Appendix

## APPENDIX D: WORKING GROUP PROPOSALS

The citizen comments gathered during public workshops directed the tasks included in the Midtown Action Plan. While the action plan is general in nature, the comments contained in the appendices will be used to direct future priority setting and infrastructure investments.

- Incentives or tax breaks for urban renovations to existing buildings, thus making them address the street with front plazas replacing parking.
- Street clocks at strategic pedestrian intersections. Could be a branding element.
- Circulator to provide transit service around midtown and downtown at night, and support by establishing small park+ride sites.
- Walk-in movie night should rotate among neighborhood parks throughout the 4 seasons, with the holiday films viewed in a centralized spot (5th Ave) where all neighborhoods can come together.
- Pearl District of Portland OR waived property taxes for businesses willing to occupy first floor retail space in mixed-use structures. Possible to spur redevelopment in Midtown?
- Gas lighting to brand Midtown and accentuate pedestrian oriented areas, such as major intersections or a future 5th Ave Plaza.
- Marketing plan should incorporate multiple players: MMA, City, Chamber, etc.
- Wider sidewalks should be provided on cross streets between Monroe and Thomasville.
- Banners in the district could highlight the sub-districts within Midtown; Lake near Lake Ella, Wellness near TMH, Monroe along Monroe Street, etc.
- Can WCOT run spots on the urban vibrancy of Midtown?
- Help former "Peace in the Park" event shift to Midtown. 5th Avenue closure.
- 5K Run to celebrate Midtown and TMH Cancer Center. Need GWTC assistance and set date; possibly April 9th.
- Use City 'Tree Bank' funds to create tree canopy, and ensure proper maintenance through an "adopt-a-tree" program.
- Thomasville Road needlessly widens to 6 lanes near the Capital and Miracle 5 Plazas, and there is a need for additional parking at the plazas. On-street parking should be added and one lane removed from Colonial to Betton.
- Community awareness campaign by MMA, NAs, and City; based on English "20 is Plenty" approach.
- Thomasville Road reconfigured to provide on-street parking between Calhoun and 6th Ave. The travel lanes should meander, with parallel parking alternating from east to west sides of the road.
- Mast lighting study of entire area is needed.
- Public-Private partnership to create central parking structure that allows land owners to maximize development potential and waive parking requirements.
- Incentive approach to get businesses to remove Monroe St. 900 back-out parking in exchange for wider sidewalk and street trees -- Reward those that want to play the game!
- Is parallel parking possible along Monroe Street?
- Work with businesses to sign parking lots that are available for night use.
- Acorn lights are preferred to replace cobra heads in the future.
- Street sign design unique to neighborhood
- Slogan: "Midtown...a walkable/walking community"
- Midtown logo stamped into sidewalks at gateways to the district
- Landscape and re-purpose the wedge of land at 7th and Gadsden
- Hold vision session or design competition for future park at 9th/Duval/Bronough.





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**TICPD**  
Tallahassee - Leon County  
Planning Department

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Attachment # 1  
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