



monroe | adams

CORRIDOR

ACTION PLAN

ADOPTED 6.22.11





S. MONROE STREET

S. ADAMS STREET



Placemaking

CITY COMMISSION DIRECTIVE

While the idea of place may be abstract, you know it when you are there. In a city, a “sense of place” depends on the presence of people, attracted by workplaces, stores, restaurants, recreation, transportation options, walkability, and places to live.

In recognition of long-standing and emerging places within the Tallahassee city limits, the **An Action Plan for the Monroe-Adams Corridor** that is not only visionary, but also **Creating a Sense of Place** based in adopted plans regulations and programs, and above all implementable. “Placemaking” projects

for Midtown, the Market District, Gaines Street, and the Monroe-Adams Corridor. Placemaking invites citizens and government to work together in making vital public destinations that promote our health, happiness, well-being, and civic pride.

In cooperation with citizens, community groups, and government agencies, the Tallahassee-Leon County Planning Department has crafted an Action Plan for the Monroe-Adams Corridor that is not only visionary, but also based in adopted plans, regulations and programs, and above all implementable. Success of the Action Plan depends on continued collaboration of the public and private sectors.

Over the course of the Monroe-Adams Corridor Placemaking project, the citizens’ Working Group received input from:

- The KCCI 2011 Catalyst Class and the Southside Sense of Place Project (SSoPP)
- South Monroe and South Adams business and property owners
 - The Capital City Chamber of Commerce
 - FAMU Facilities Planning Office
 - The Florida A&M Neighborhood Association
 - The Frenchtown-Southside Community Redevelopment Agency (CRA)
 - Blueprint 2000
- StarMetro
- Capital Region Transportation Planning Agency (CRTPA)
- City of Tallahassee Public Works Department
- City of Tallahassee Utilities
- City of Tallahassee Neighborhood and Community Services Department, Division of Code Enforcement

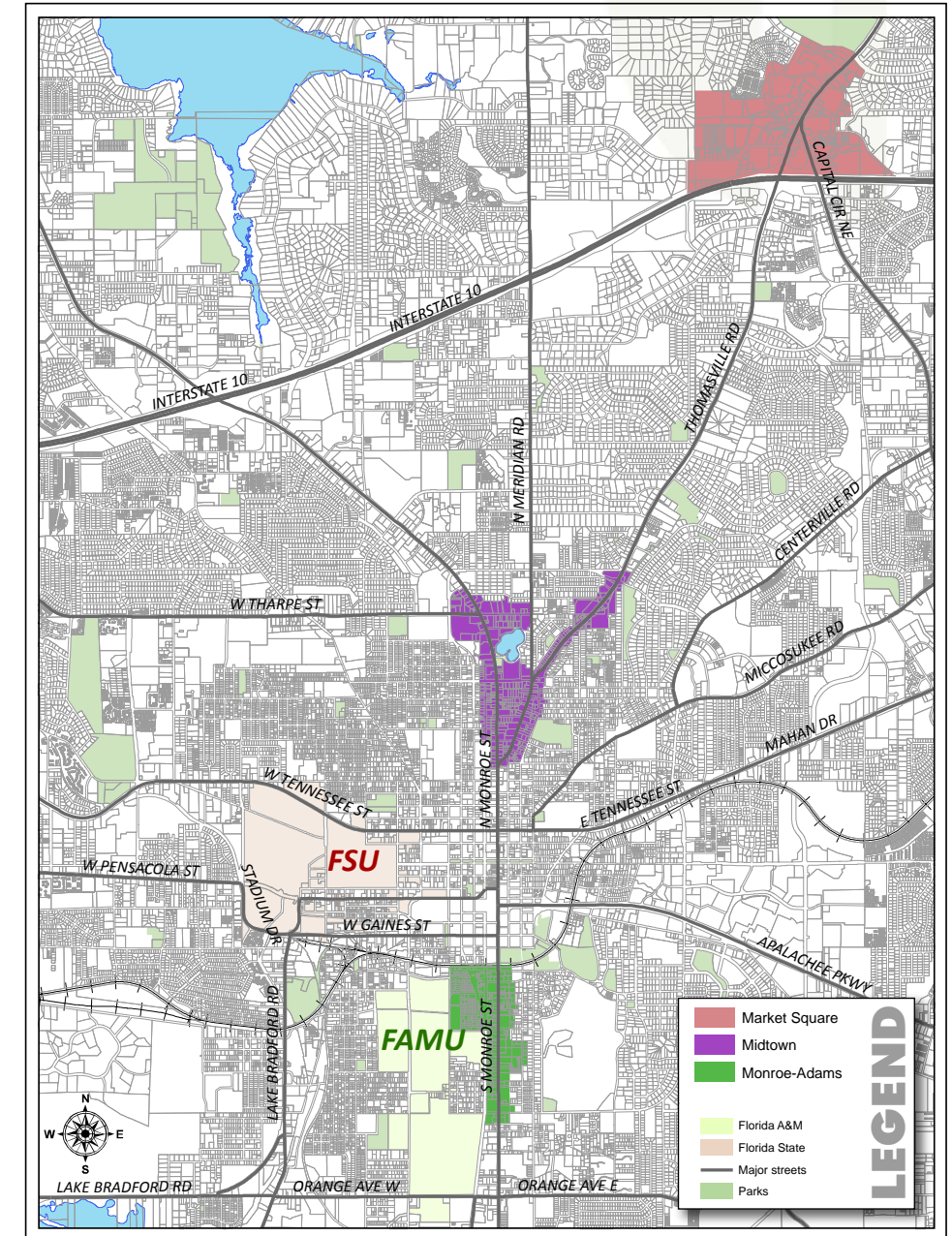


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SOUTHERN STATES
Incorporated 1915
Farm Home Garden

GRAMLING'S
SINCE 1915 INC.

RIBEYE
Annual Ryegrass

WAX
EYEGRASS

HOURS
MON 8-6
TUE 8-6
WED 8-1
THUR 8-6
FRI 8-6
SAT 8-1

1010

Gramling's on S. Adams Street



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SUBWAY

S. Monroe Street looking north.



S. Monroe St. at Oakland Ave. 1950s
Florida Photographic Collection



S. Adams Street at Harrison Ave.,
looking to Downtown, 1948
Florida Photographic Collection



S. Monroe St., 1964
Florida Photographic Collection



1948
Florida Photographic Collection



2011
1451 S. Monroe St.

Introduction to Monroe-Adams

HISTORY

Walkability was an afterthought, as main streets—both are State highways—were widened and side streets languished.

As in the Gaines Street Corridor, older industrial buildings offer opportunities to adaptively reuse sturdy buildings for new purposes.

Historically an industrial part of the city, the Corridor developed around S. Monroe and S. Adams Streets. In contrast to the All Saints neighborhood and the east end of Gaines Street, which grew up around the railroad, Monroe-Adams took shape around the automobile, as the north-south roads became highways. Light industry, such as bottling plants, dairies, and distributorships, located there, along with automobile-oriented businesses such as car sales, automobile repair, gas stations, drive-ins and restaurants. Car repair remains among the longest-lasting of businesses in the corridor. These are established, strongly local, businesses—places where “They know my car.” Walkability was an afterthought, as main streets—both are State highways—were widened and side streets languished. But the Corridor’s historical and present light-industrial image is one of its best-known characteristics, an advantage to recognize and make the most of in re-thinking and differentiating this place in the city from others.

South Adams Street was a historical center for African-American businesses adjacent to the FAMU campus, especially around the Foote-Hillyer Building at S. Adams and Palmer Avenue, which until the 1960s was the FAMU Hospital. On S. Adams Street, the Florida A&M Neighborhood between Barbourville Drive and

Palmetto Street has long been home to distinguished African-Americans associated with the University and Tallahassee history.

On the west side of the Corridor, the oldest part of the FAMU campus is listed on the National Register of Historic Places, and the Myers Park Local Historic District brackets the Corridor on the east. Historic resources—buildings and sites—lie within the Corridor. As in the Gaines Street Corridor, older industrial buildings offer opportunities to adaptively reuse sturdy buildings for new purposes.

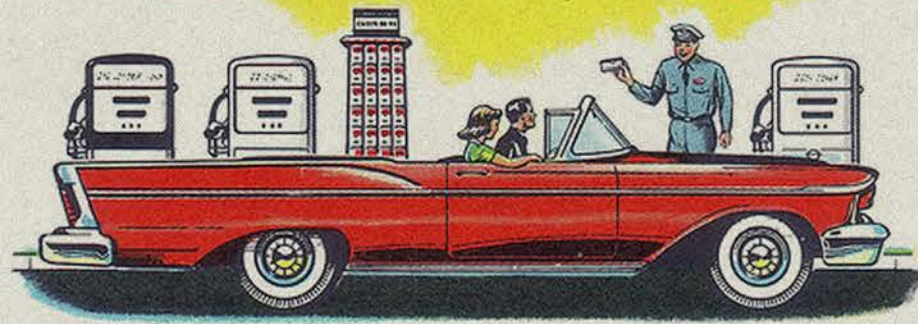


1948 Florida Photographic Collection



1451 S. Monroe St. 2011

Happy Motoring!®



In a landscape shaped by the automobile, only one gas station is still operating in the Monroe-Adams Corridor.

The Need and the Opportunity

“Placemaking” for the Monroe-Adams Corridor seeks to correct damage done to walkability by twentieth-century automobile-oriented planning and building. In this neglected part of the city, Placemaking begins with pedestrian safety. Currently, between Monroe and Adams Streets—from Gaines Street to Magnolia Drive—there are no sidewalks on any cross streets, despite their being well used by pedestrians going between FAMU and student residences east of Monroe Street. The importance of the cross streets was highlighted in the 2004 Urban Design Guidelines for South Monroe Street, which followed the South Monroe Sector Plan adopted that year. Sidewalks on the cross streets, along with drainage, lighting, crosswalks, and landscaping, will not only implement the 2004 Sector Plan, but will link the current initiatives and construction described here.

Implementing the South Monroe Sector Plan, and to promote mixed use development and redevelopment, Central Urban (CU) Zoning Districts, at various densities, were adopted in 2008. As described in the Tallahassee Land Development Regulations,

The central urban districts are intended to provide residential (one to 45 du/ac), employment (includes manufacturing), office and commercial activities; encourage infill and intensive development of existing urban areas with readily available services and infrastructure; and actual siting of land uses within category dependent on-site

location criteria. Land use intensity in the central urban districts is intended to be higher due to presence of requisite infrastructure and location to employment and activity centers. The central urban districts allow for bonus density or incentives for the creation of low and very low income housing. Emphasis is placed upon the allowance of such complimentary activities and uses as post-secondary institutional, high-density residential, neighborhood commercial, entertainment establishments, and active recreation. The location of such uses in the close proximity of this district maximizes opportunities for pedestrian and bicycle traffic, reducing the need for automobile dependency and the demand for parking.

With the exception of the Florida A&M Neighborhood and the FAMU campus, all properties in the Monroe-Adams Corridor have CU zoning.

Furthermore, the Monroe-Adams Corridor lies within the Multimodal Transportation District (MMTD). Largely based on CU design standards already in place in the Monroe-Adams Corridor, the recently adopted MMTD Code promotes good urban design throughout the City, emphasizing infill development, and pedestrian comfort in a high-quality public realm.

Among one the first orders of business in the Corridor is making citizens, businesses, and property owners aware of the vision implicit in these existing plans and regulations. Business incentives and

redevelopment assistance programs are also offered by local and state government, especially the Greater Frenchtown–Southside Community Redevelopment Agency (CRA). In the course of Working Group and Town Hall meetings, citizens have been happy to learn of Codes and Code Enforcement, how to report violations, and how the City will respond.

The Monroe-Adams Corridor Placemaking Working Group

Development of the Action Plan depended on community involvement and public participation. Over the course of the project, Planning Department staff relied on a dedicated Working Group comprised of members of the KCCI Southside Sense of Place Project, businesses, entrepreneurs, and the FAMU Office of Facilities Planning. Working Group members were part of a network of Southside and City-wide groups and interested citizens. The working group was highly effective in getting the word out. Meetings were well attended throughout the process. The Working Group included:

Nancy Blum-Heitz

KCCI SSOPP

Bobby Boone

KCCI SSOPP

Bernie Gandy III

Gandy Printers, Inc.

Terence Hinson

President, Hinson Realty, Capital City Chamber of Commerce

Sam Houston

Director, FAMU Office of Facilities Planning and Construction

Charlie Johnson

KCCI SSOP

Kianta Key

Owner, The Cravings Truck

Chiquita McKnight

KCCI SSOPP

Jeff Peters

KCCI SSOPP

Dean and Gloria Pugh

AMWAT Movers, Inc.

Rob Schiffer

KCCI SSOPP

Jenay Sermon, M.S.

KCCI SSOPP

Lauren Shoaf

KCCI SSOPP

Enrika Sissle

KCCI SSOPP

Alison Voorhees

KCCI SSOPP

LaTanya White

Concept Creative Hospitality Group

Working Group and Town Hall meetings included staff from the Planning Department, Public Works, Utilities, CRA, CRTPA, Blueprint 2000, and Economic and Community Development Department, Division of Code Enforcement.



NEIGHBORHOOD ASSOCIATIONS:
FLORIDA A&M NEIGHBORHOOD ASSOCIATION,
MYERS PARK NEIGHBORHOOD ASSOCIATION

Public Involvement and Process

The Monroe-Adams Corridor was added to the Planning Department “Placemaking” webpage www.talgov.com/planning in January 2011. The web page includes a link to a survey, which was supplemented by an independent survey conducted by KCCI SSOPP. The project contact list includes more than 50 citizens’ names. Following its first presentation in March 2011, the Action Plan was-and will continue to be-continuously revised and presented to the Working Group, and updated in print, PowerPoint, and on line. Town Hall meetings were well attended by business and property owners, neighborhood association representatives, and interested citizens. Meetings and presentations were as follows:

December 3, 2010 ~ KCCI SSOPP team meets with Planning and CRA staff to explore opportunities for partnership in Monroe-Adams Corridor Placemaking.

January 12, 2011 ~ Working Group meeting no.1; orientation and planning for Town Hall meeting no.1.

January 18, 2011 ~ Town Hall meeting no.1; SWOT (Strengths, Weaknesses, Threats, Opportunities) analysis and group mapping activity; 21 citizens attended. Results are posted on line.

February 2, 2011 ~ Working Group meeting no.2; review of SWOT analysis results.

February 16, 2011 ~ Working Group meeting no.3; presentation of FAMU School of Architecture Master of Landscape Architecture program students’ ideas for S. Monroe St., developed in partnership with KCCI SSOPP; presentation by staff from Department of Economic and Community Development, Code Enforcement Division.

March 16, 2011 ~ Town Hall meeting no.2; presentation of draft Action Plan based on SWOT analysis and subsequent comments and work; 29 citizens attended. Presentation is posted on line.

March 28, 2011 ~ Action Plan presented at Long Range Community Based Target Issues meeting.

April 5, 2011 ~ Staff meets with Charlie Johnson to hear KCCI SSOPP recommendations.

April 6, 2011 ~ Presentation of FSU DURP students’ project for S. Monroe St., developed in partnership with KCCI SSOPP.

April 8, 2011 ~ Meeting with KCCI SSOPP to discuss plans and priorities.

April 21, 2011 ~ Meeting with KCCI SSOPP team members to review project costs.

May 2, 2011 ~ Action Plan presentation to Greater Frenchtown-Southside CRA Citizen Advisory Board.

May 4, 2011 ~ Action Plan presentation to Urban Design Commission.

May 11, 2011 ~ Working Group meeting no.4, walking tour and review of draft Action Plan.

May 20, 2011 ~ Working Group meeting no.5 to review final draft of Action Plan. Draft Action Plan is posted on line.

Conceptual idea for a development in the 1300 block of S. Monroe Street, with mixed-use buildings developed to current CU-45 zoning regulations.



Action Plan Goals and Projects

The Action Plan is organized into goals in three categories. Projects to implement goals are outlined in the tables that follow Infrastructure projects are proposed for the public right-of-way, including sidewalks, lighting, landscape, and other improvements. Projects and initiatives proposed for private property, such as landscaping, a mural program, and community events, are opportunities for Planning staff to facilitate work between City departments, other government agencies, business and property owners, and citizen groups. KCCI SSOPP and the Capital City Chamber of Commerce have taken on revitalization of a merchants' association, an element crucial to every goal.

GOALS

Goal 1.0 Build Place

- 1.1 Make safe, comfortable streets for pedestrians, transit users, and cyclists, and a suitable gateway to the Capital City.
- 1.2 Improve the appearance, comfort and safety of public streets and private property.
- 1.3 Encourage urban infill and mixed-use buildings.

Goal 2.0 Promote Place

- 2.1 Inform the public of business incentives, redevelopment assistance, Codes, and Code Enforcement.
- 2.2 Support local business and bring in new business.

Goal 3.0 Make Places Within

- 3.1 Implement an initial Placemaking Project.
- 3.2 Follow with similar improvements to all east-west streets in the Corridor.

S. Adams Street



Action Plan Goals and Projects

Goal 1: Build Place

Goal 1.1 Make safe, comfortable streets for pedestrians, transit users, and cyclists, and a suitable gateway to the Capital City.

Project	Partners	Timeframe	Estimate
1.1.1 Connect S. Monroe and S. Adams Streets: <ul style="list-style-type: none"> • Provide all east-west cross streets with sidewalks and lighting. • Provide cross streets with designated on-street parking, where possible • Provide pedestrian refuges in S. Monroe St. medians. 	CRA, CRTPA, FDOT, PW, StM, TLCPD, UTIL	Mid- to Long	\$100,000+
1.1.2 Especially between Palmer Avenue and Perkins St., promote additional pedestrian connections between Monroe and Adams Streets, through privately owned property.	FAMU, MA, PW, TLCPD	Short to Long	\$100,000+
1.1.3 Repair and improve existing sidewalks to current handicapped accessibility standards.	CRTPA , FDOT, PW, UTIL	Mid- to Long	100,000+
1.1.4 Raise awareness of pedestrians at all intersections: <ul style="list-style-type: none"> • Mark crosswalks with pavers or stamping. • Provide pedestrian crossing signals. 	CRTPA , FDOT, PW, TLCPD	Short to Mid-	\$10,000 to \$100,000
1.1.5 Designate bike lanes and “bicycle boulevards.”	CRTPA , FDOT, MTP, PW	Mid	Included in Master Transportation Plan (MTP)
1.1.6 Provide bus shelters.	COT, FAMU, StM	Mid- to Long	\$10,000 to \$100,000
1.1.7 Continue a holistic approach to current and future plans for and around the Monroe-Adams Corridor, including: <ul style="list-style-type: none"> • Capital Cascades Park, which will have entrances on both S. Adams and S. Monroe Streets. • Capital Cascades Pedestrian Connector Bridge. • FAMU Campus Master Plan Update. • Cascades Greenway. • FAMU Way Extension. • COT Master Transportation Plan. 	BP2000, COT, CRTPA, FAMU, FDOT, MTP, PW, TLCPD	Always	

LEGEND

Timeframe
 Short-term:
 Mid-term:
 Long-term:

< 1 year
 1-3 years
 > 3 years

Estimated Expense
 Low:
 Medium:
 High:

< \$10,000
 > \$10,000 < \$100,000
 > \$100,000

In front of buildings, replace parking spaces with informal outdoor seating.



Planted medians on S. Monroe Street will break up the roadway width, provide refuge for pedestrians, and "lead the eye" to Downtown.



MORE ON PAGE 12

The 3 Rules of Urban Design

to preserve and create walkable shopping neighborhoods

- 1 — Build to the Sidewalk i.e. Property Line**
Create a strong "streetwall" in which each building meets or comes close to the sidewalk.
Sub-Rule: Locate the inside floor level as close as possible to the level of the sidewalk outside.
- 2 — Make the Building Front "Permeable"**
Connect the inside of the building and the sidewalk outside with windows and doors.
Sub-Rule: Prohibit mirrored glass or window coverings which block visibility.
- 3 — Prohibit Parking in Front of the Building**
Put on-site parking above, below, behind, or aside.
Sub-Rule: Allow on-street parking. Stop-and-go parking is essential to real shopping districts.

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\$18.00

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ISBN 0-9642680-0-0

"The Three Rules of Urban Design" David Sucher, City Comforts, 1995

Action Plan Goals and Projects

Goal 1: Build Place

Goal 1.2 Improve the appearance, comfort and safety of public streets and private property.

Project	Partners	Timeframe	Estimate
1.2.1 Improve visual appeal: <ul style="list-style-type: none"> • Encourage business and property owners to improve and maintain buildings, signs, parking lots, and storage areas. • Hold street clean-up days. • “Adopt” roads and highways. • Place utilities underground at the time of new construction. • Study relocating utility poles to the back of properties. 	CRA, ECD, KCCI, KTLB, MA, UTIL	Short to Always	\$0 to \$10,000 (* but more for private entities who use CRA funds)
1.2.2 Landscape to provide visual continuity: <ul style="list-style-type: none"> • Add planted medians in the existing turn lanes on S. Monroe Street, to provide a boulevard-like character and “lead the eye” to downtown. • Plant trees at on private property at strategic locations where existing pavement is not used, especially at corners. • Assist owners with landscape improvements, on the model of current property improvement programs. • Over time, landscape private properties along the street following an overall theme and palette of plant materials. • Promote native species and xeriscape. 	CRA, CRTPA, FDOT, IFAS, MA, NA, PW, TLCPD	Mid- to Long	\$0 to \$100,000+
1.2.3 Put more “eyes on the street:” <ul style="list-style-type: none"> • In the setback between sidewalks and existing buildings, encourage uses other than or in addition to parking—outdoor dining, sidewalk sales, etc. • Restore street windows at existing storefronts, and transparency to existing windows and openings. • Expand existing buildings toward the street, following CU zoning design standards and guidelines. • Encourage parking at the rear of existing buildings. 	CRA, MA, TLCPD	Mid- to Long	\$10,000 to \$100,000+

Silo, Colquitt GA



Trompe l'oeil, SOHO, New York, Richard Haas, 1975



Storefront mural, New York



Storefront, S. Monroe Street



Bus station, Cannes, France



Chinatown, San Francisco



Conceptual murals for Springtime Tallahassee building



Springtime Tallahassee building, Oakland Avenue



Seven Days of Opening Nights, Gaines Street, Tallahassee



San Francisco theater

Action Plan Goals and Projects

Goal 1: Build Place

Goal 1.2 Improve the appearance, comfort and safety of public streets and private property.

...continued

Project	Partners	Timeframe	Estimate
1.2.4 Fill blank walls with murals: <ul style="list-style-type: none"> • Hold artists' competition or commission murals. • "Theme" series of murals—sports, history, Cascades Park, etc. • The community can participate in painting murals. • Designate an "open" graffiti wall. 	COCA, CRA, KCCI, University art programs	Short-Mid	\$0 to \$10,000 (* per Mural)



Dr. J, Philadelphia PA



The Peace Wall, Philadelphia PA



"Bullet Bob" Hayes, an idea for a mural at the corner of S. Monroe Street and E. Palmer Avenue



Green Derby Restaurant, S. Monroe Street, 1930s Florida Photographic Collection



B&W Fruit Market, S. Monroe Street, 1950s Florida Photographic Collection



B&W Fruit Market, S. Monroe Street, 1980s Florida Photographic Collection



2006
Florida Photographic Collection



2008
Building restored with funds from the City of Tallahassee Historic Property Grant and Loan Program.

Action Plan Goals and Projects

Goal 1: Build Place

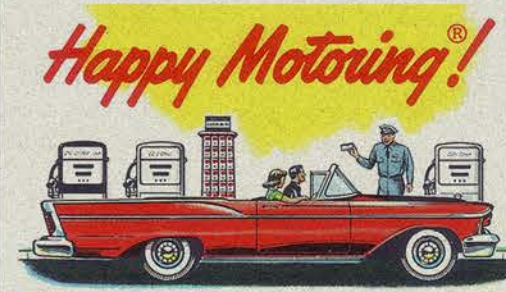
Goal 1.2 Improve the appearance, comfort and safety of public streets and private property.

...continued

Project	Partners	Timeframe	Estimate
1.2.5 Protect historic resources, including: <ul style="list-style-type: none"> • Updating the Florida Master Site File. • Nominations to local and national registers of historic places. • COT Historic Property Grant and Loan Program. 	CRA, FLHPO, MA, NA, TLCPP, TTHP	Mid-	\$0 to \$10,000
1.2.6 City of Tallahassee Code Enforcement “sweep.”	COT, ECD, TLCPP, TPD	Short	\$0 to \$10,000



Former FAMU Hospital 1956 Florida Photographic Collection



Office, elevenTH Architects, in a former gas station on Route 66 in Tulsa OK.



Breadbox Cafe, in a former gas station in Long Island City NY.

Action Plan Goals and Projects

Goal 1: Build Place

Goal 1.3 Encourage urban infill and mixed-use buildings.

Project	Partners	Timeframe	Estimate
1.3.1 Promote pedestrian friendly, mixed-use development and redevelopment.	CCCC, COC, COT, CRA, EDC, GM, MA, TLCPD	Always	\$0 to \$10,000
1.3.2 Promote adaptive re-use of existing structures to mixed uses.	CCCC, COC, COT, CRA, EDC, GM, MA, TLCPD, TTHP	Mid- to Long	\$10,000 to \$100,000 + private investment/owner



1404 S. Adams



Conceptual idea for mixed-use redevelopment to current CU-45 zoning regulations.



1300 S. Monroe St. 1949



2011



Conceptual idea for adaptive re-use of the former Coca-Cola bottling plant.

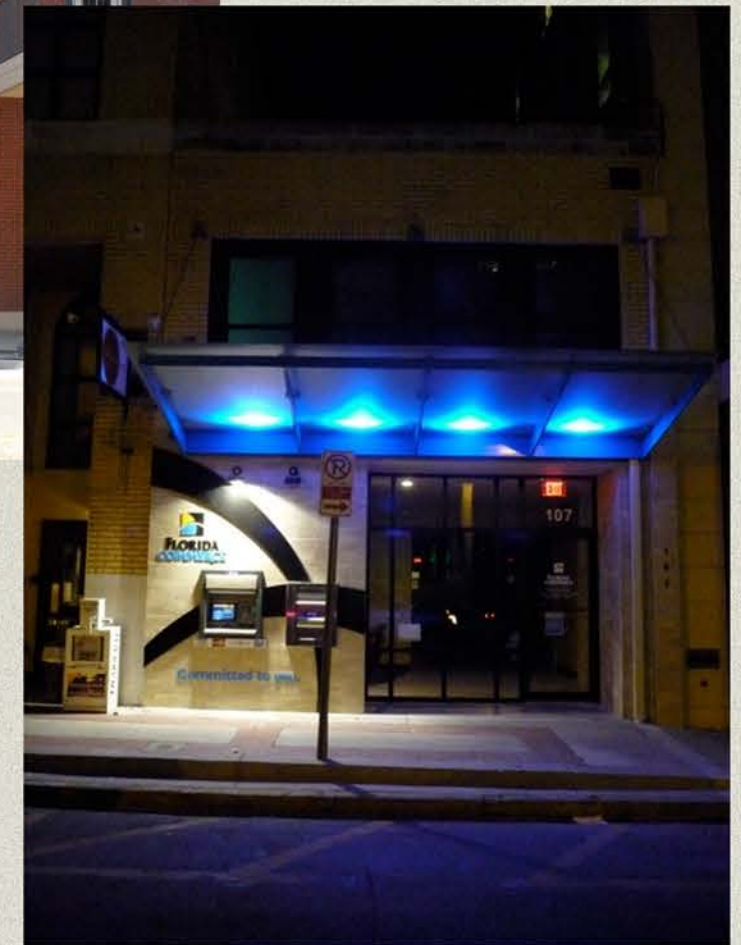


CRA COMMERCIAL FAÇADE IMPROVEMENT PROGRAM



Innovation Realty, S. Adams Street.

Florida Commerce Credit Union, E. College Ave.



Commercial building owners and/or business operators who make improvements to the façade (outside) of their building, including storefronts, display windows, attached signs, exterior lighting, and other improvements. The Community Redevelopment Agency (CRA), will reimburse 1/2 of your eligible construction costs, up to \$50,000, for renovations and improvements to building facades. These funds are offered in the form of a grant.

Action Plan Goals and Projects

Goal 2: Promote Place

Goal 2.1 Inform the public of business incentives, redevelopment assistance, Codes and Code Enforcement.

Projects	Partners	Timeframe	Estimate
2.1.1 Consolidate information in print and online, including: <ul style="list-style-type: none"> • Code Enforcement. • Central Urban (CU) zoning districts. • Frenchtown-Southside Community Redevelopment Agency (CRA). • Commercial Façade Improvement Program. • Commercial Painting Grant. • Historic Property Grant and Loan Program. • Adopt-A-Street, Adopt-A-Highway. • Multimodal Transportation District (MMTD). • FAMU Campus Master Plan Update. • KCCI SSoPP project. 	CCCC, COC, COT , CRA, EDC, FAMU, GM, KCCI, KTLB, MA, TLCPPD, TTHP, WCOT	Short	\$0 to \$10,000
2.1.2 Public awareness of the above.	CCCC, COC, COT , CRA, EDC, FAMU, GM, KCCI, KTLB, MA, TLCPPD, TTHP, WCOT	Short	\$0 to \$10,000



Top Photo: Urban Picnic, Atlanta

Bottom Photo: Gourmet Food Truck Fest and Classic Car Show, Valencia CA (population 48,000). The 2011 Fest included over 50 food trucks and attracted 18,000 people.



Community celebrations include cook-offs and street festivals.



Food Trucks have become popular in Tallahassee.

Action Plan Goals and Projects

Goal 2.0: Promote Place

Goal 2.2 Support local business and bring in new business.

Project	Partners	Timeframe	Estimate
2.2.1 A Monroe-Adams Corridor Merchants Association.	CCCC, CRA, KCCI	Short	\$0 to \$10,000
2.2.2 Give names to places: • Survey business owners and patrons. • Hold a contest.	CCCC, COT, KCCI, MA, VT	Short	\$0 to \$10,000
2.2.3 Hold community events to celebrate local business and area residents: • Food Festival – A Taste of Monroe-Adams, etc. • Food Truck Rally. • Establish mobile food vendor areas.	CCCC, KCCI, LOT, MA, TLCPD, TPD	Short	\$10,000 to \$100,000
2.2.4 “Brand” the Monroe-Adams Corridor with elements such as: • A logo. • Banners and or signs. • Street sign design. • District slogan. • Street furniture.	CCCC, COCA, CRA, KCCI, MA, NA, PW	Short to Long	\$10,000 to \$100,000
2.2.5 Marketing/PR efforts for the Monroe-Adams Corridor.	CCCC, EDC, KCCI, LOT, MA, WCOT	Short	\$0 to \$10,000



SOMO

SoTo

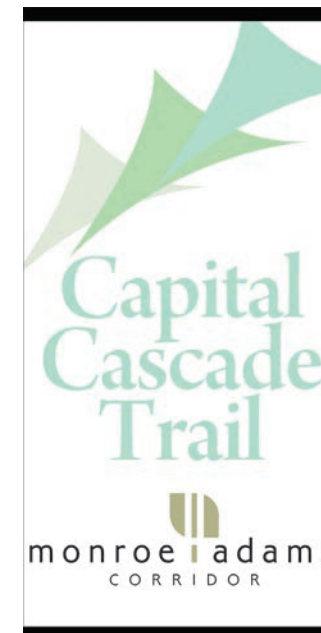
SOGA (South of Gaines)

SOUTH TOWN

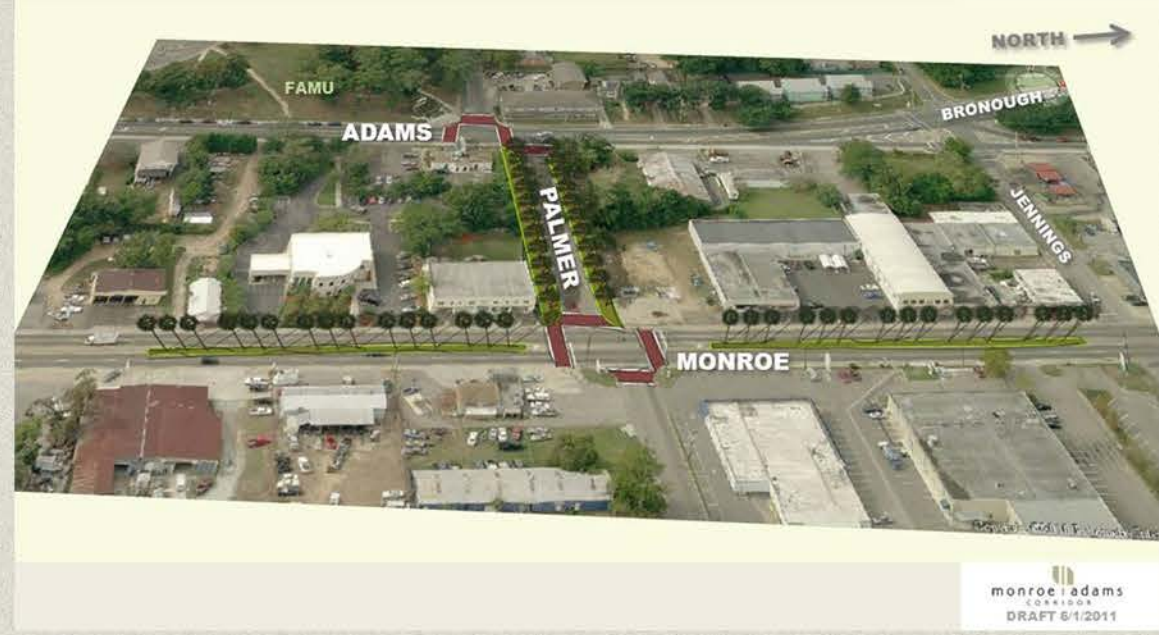
SOUTH DISTRICT

CAP CITY DISTRICT

ADAMS-MONROE



- 3.0 Make Places Within
- 3.1 Implement an Initial Placemaking Project.
- 3.2 Provide medians on S. Monroe Street.



monroe | adams
CORRIDOR
DRAFT 6/1/2011

- 3.0 Make Places Within
- 3.1 Implement an Initial Placemaking Project.



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CORRIDOR
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CORRIDOR
DRAFT 5/20/2011

Currently there are no sidewalks or crosswalks at cross streets between S. Monroe and S. Adams, from Palmer Avenue south to Magnolia Drive. South of Palmer Ave., Perkins Street is the next existing cross street, more than one-third mile away. In addition to improving existing cross streets in the Corridor, opportunities can be identified for additional pedestrian cross routes between Monroe Street, Adams Street, and the FAMU campus.

Action Plan Goals and Projects

Goal 3.0: Make Places Within

Staff and the Working Group propose an Initial Placemaking Project for implementation on E. Palmer Avenue, between Monroe and Adams Streets. Where currently there are neither sidewalks nor parking spaces, construction in the City-owned E. Palmer Avenue right-of-way would include:

- Sidewalks, curb and gutter, and drainage
- On-street parking
- Distinctive street light fixtures with banners
- Landscaping
- Intersection improvements, including distinctive crosswalks
- Crossing signals on both Monroe and Adams
- Utilities located underground

Initially, concentrating improvements and enhancement at a single location will have more visual impact-more “Sense of Place”-than dispersing things over more than three miles of roads in the corridor. In addition, infrastructure improvements such as sidewalks, street lighting, trees and landscape, and enhanced intersections, are best completed as single, unified construction projects for reasons of budgeting, cost construction mobilization, storm drainage and other utilities, traffic and business interruption, and visual impact. Staff recommends Palmer Avenue as the location for the initial project for the following reasons:

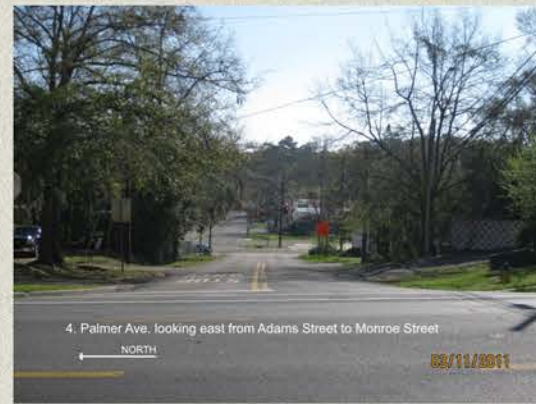
- It is located at the north-south halfway point of the Monroe-Adams Corridor.
- It can establish a synergy between this location and Cascades Park, which will encourage subsequent “fill-in” improvements to cross streets in between.
- There is already a traffic signal at Monroe Street. Pedestrians already cross the street there.
- Palmer Avenue connects the FAMU campus to Monroe Street.

The Palmer Avenue project would be followed by similar improvements at other cross streets, intersections, and continuous medians on S. Monroe Street in the following order:

- Oakland Ave. and Magnolia Dr.
- Then in a north-to-south priority:
 1. Harrison
 2. Pershing
 3. Jennings
 4. Perkins
 5. Kestner

Placemaking Projects on these five streets may be implemented singly, in pairs, or at the same time.

All cross-street rights-of-way in the Corridor are owned by the City of Tallahassee. Design and implementation will proceed sooner on these streets than will improvements to S. Monroe St. itself, which is owned by the State of Florida. Medians on Monroe Street, from John Knox Road to Magnolia Drive, currently are under study by Florida Department of Transportation (FDOT) and the Capital Regional Transportation Planning Agency (CRTPA).



Improvements to the City-owned right-of-way at E. Palmer Avenue. Properties on S. Adams Street and S. Monroe Street become attractive locations for "gateway" development. Conceptual new buildings are shown designed to CU-45 standards.



Planted medians lead the eye to Downtown. Conceptual new buildings are shown designed to CU-45 standards.



Action Plan Goals and Projects

Goal 3.0: Make Places Within

Goal 3.1 Implement an initial Placemaking Project.

Initial Project includes:	Partners	Timeframe	Estimate
3.1.1 Improvements in the City-owned right -of-way on E. Palmer Ave. between S. Adams and S. Monroe St., including: <ul style="list-style-type: none"> • Sidewalks and drainage on both sides of the street • On-street parking • Light fixtures with banners • Landscaping • Intersection improvements, including distinctive crosswalks • Crossing signals on both Monroe and Adams • Utilities located underground 	CRA, CRTPA, FDOT, PW, StM, TLCPD, UTIL	Short to Mid-Improvements in City-owned ROW will proceed sooner than improvements in State-owned ROW.	\$100,000+

Goal 3.2 Medians on S. Monroe Street.

Projects	Partners	Timeframe	Estimate
3.1.2 Medians in the State-owned right-of-way on S. Monroe St., one block north and one block south of E. Palmer Ave., including: <ul style="list-style-type: none"> • Curb and gutter. • Trees and groundcover. • Lighting fixtures with banners. 	CRA, CRTPA, FDOT ,PW, TLCPD, UTIL	Long Improvements in State-owned ROW will proceed later than improvements in City-owned ROW.	\$100,000+

1.0 Make Places Within

Goal 3.2

Follow with
Placemaking on
all cross
streets in the
Monroe-Adams
Corridor.

ONE MILE



Make
pedestrian
connections
where there
are no cross
streets

- OAKLAND AVE
- HARRISON
- PERSHING
- JENNINGS
- PALMER AVE
- PERKINS
- KESTNER
- MAGNOLIA DR

Action Plan Goals and Projects

Goal 3.0: Make Places Within

Goal 3.2 Follow with improvements to all east-west streets in the Corridor, and planted medians on Monroe Street.

Projects	
<p>Placemaking Projects, including improvements similar to those initiated on E. Palmer Ave. will be made to other cross streets between S. Monroe and S. Adams Streets, in the following order:</p> <ul style="list-style-type: none"> • Oakland Ave. and Magnolia Dr. • Then in a north-to-south priority: <ol style="list-style-type: none"> 1. Harrison 2. Pershing 3. Jennings 4. Perkins 5. Kestner <p>Placemaking Projects on these five streets may be implemented singly, in pairs, or at the same time.</p>	<p>See Goal 3.1.1 above for Partners, Timeframe, and Estimates</p>



monroe | adams
CORRIDOR
DRAFT 5/20/2011

monroe | adams
CORRIDOR
DRAFT 5/20/2011



S. Monroe Street at E. Oakland Avenue, looking north to Downtown, 1950s Florida Photographic Collection



S. Monroe Street at E. Oakland Avenue, looking north to Downtown, 2011



Medians on S. Monroe Street at E. Oakland Avenue Looking north to Downtown
Conceptual new building at corner of E. Oakland Avenue, designed to CU-45 zoning standards.

Next steps

MAINTAINING MOMENTUM AND PROGRESS

The Monroe-Adams Action Plan developed over the course of continuous communication between staff, the Working Group, and other citizens. Energy and momentum established over the course of the Action Plan will be continued through quarterly meetings with the Working Group. Staff will provide the City Commission with an update every six months.

Abbreviations and Acronyms

BP2000	Blueprint 2000
BCC	Leon County Board of County Commissioners
CCCC	Capital City Chamber of Commerce
COC	Greater Tallahassee Chamber of Commerce
COCA	Council on Culture and Arts for Tallahassee/Leon County
COT	City of Tallahassee
CRA	Frenchtown-Southside Community Redevelopment Agency
CRTPA	Capital Region Transportation Planning Agency
ECD	City Economic and Community Development Department (includes Code Enforcement Division)
EDC	Tallahassee-Leon County Economic Development Council
EPER	City Environmental Policy and Energy Resources Department
FAMU	Florida A&M University
FAMU SOA	FAMU School of Architecture
FLHPO	Florida State Historic Preservation Office
FSU DURP	FSU Department of Urban and Regional Planning
GM	City Growth Management Department
IFAS	UF/County Extension Center
KCCI	Knight Creative Class Initiative Catalyst Class 2011
KTLB	Keep Tallahassee-Leon County Beautiful
LCS	Leon County Schools
LOT	Locally Owned Tallahassee
MA	Merchants Association
MTP	Master Transportation Plan
NA	Neighborhood Associations
PO	Property owners
PRNA	City Parks, Recreation, and Neighborhood Affairs Department
PW	City Public Works Department
StM	StarMetro
TLCPD	Tallahassee-Leon County Planning Department
TPD	Tallahassee Police Department
TTHP	Tallahassee Trust for Historic Preservation
UTIL	City Utilities
VT	Visit Tallahassee/Tourist Development Council
WCOT	City's television station, Communications Department

Appendix

APPENDIX A STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS, FROM TOWN HALL MEETING JANUARY 18, 2011

STRENGTHS

- Grid pattern
- History, historic buildings and neighborhoods, FAMU National Historic District
- Vehicular access
- Gateway to downtown
- Community Redevelopment Agency (CRA)
- Proximity to FAMU and on-campus students
- Potential to walk to work to and from FAMU
- 5 minutes to Southwood, high traffic
- Right place for development
- Industrial character could be a theme
- Capital Cascades Park and Trail
- Ethnically diverse neighborhoods should be promoted
- Location of needed businesses that would not be allowed in other places
- Established tenants
- Proximity to downtown and other areas
- East, West, North, South crossroads
- Parking
- State Enterprise Zone area
- Near the Gaines Street area, which is being revitalized
- Mall concept would be perfect for the area South of Oakland near W. Pershing/Palmer Ave. area
- Different land grades allow multi-level entrances
- Ball park on Magnolia (connections to parks are lacking)
- Restaurants in the area should introduce outdoor seating

WEAKNESSES

- Existing uses/ upkeep
- Asphalt and sidewalk conditions on S. Monroe
- Access management
- Dangerous for pedestrian traffic
- Crime/safety
- Lack of connectivity to downtown
- Railroad tracks a physical barrier
- Infrastructure challenges for pedestrians
- Lack of entertainment/social venues that would make it a destination
- Security
- Lack of crosswalks from FAMU
- Poorly lit/scary at night
- Poorly maintained commercial signage
- “Ghost town” lacking a main attraction
- Lack of grocery stores/gas stations
- Vacant buildings
- Brownfields
- Flooding in the RR bridge-Oakland Ave. area
- Ugly
- Mostly concrete
- Bad job of advertising CRA/enterprise programs/budget
- Lack of sidewalks, or inadequate sidewalks
- Transportation grid for busses
- Slopes from Adams to Monroe Street
- High utilities for the area
- Connection from Magnolia to/thru FAMU campus

- Housing density
- Parking on Monroe/Adams
- Lack of lighting
- Building facades are not inviting
- Lack of crosswalk areas, bus stops, street signs, and street furniture
- Lack of parking for bikes
- Lack of night life & other businesses to get people to area at night

OPPORTUNITIES

- Underground utilities
- Parks/green spaces
- Parking garage/trolley downtown circulation
- Economic WiFi-wireless district
- Facade improvements program
- Working hours lunch traffic
- Partnerships for economic development
- Create merchants association
- Zoning opportunities
- Gateway to city, easy access to downtown and the Capitol
- FAMU master plan-mixed use
- Incentive-based development
- Adopt-A-Highway (Adams & Monroe)
- Greenery and streetscape
- Economic development
- Social entertainment/social venues
- Student housing
- Anchor Store like Target

Appendix

APPENDIX A STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS, FROM TOWN HALL MEETING JANUARY 18, 2011

- Entertainment (drive-in)
- Art murals on vacant buildings
- Community gardens /green houses
- Churches
- Cascades Park, after party
- Retail/restaurants
- Historical Southside walking tour
- Bicycle shop
- Chance to make the area a place to be with sidewalks, adequate street lights, street furniture etc.
- Make it a restaurant alley
- Make allowances in the zoning code to promote/centralize the type of development designed in area
- Create a market place in the Cascades Park area around Adams and Monroe
- Have businesses that cater to what goes on in the area-e.g. bike shop
- Opportunity in existing infrastructure
- Need an economic strategy plan for the entire area
- Would like to have a bus stop near all areas
- San Antonio river walk area: flood-prone areas should be turned into green space
- Build off auto/bike shop in area to display merchandise and create something visual
- Lots of landscape is needed on S. Monroe and S. Adams: create some type of urban forest
- Attract people from downtown to area
- Make area more cohesive
- Create more density along streets/roadways
- Where bridge begins on Adams is a quiet area good for people

- Utilize state parking garages for weekend activities and/or shared parking with businesses
- Create visual aspects at split of Adams Street
- Create pocket parks

THREATS

- Abandoned businesses
- The current economy, lack of investment opportunities
- Current property/612 owners-succession-future investment in the area
- Perception of area and perception of crime, safety issues
- FAMU master plan-mixed use
- FAMU growth displacing neighborhoods
- FAMU budget cuts, recruitment goes down
- More automotive/industrial
- Storm water
- Appearance
- Apathy and attitudes
- Unchecked/unregulated growth
- Low quality housing
- Flooding in the north portion of area
- More park space could promote more homeless people in the area
- Getting buy-in from universities & businesses
- Lack of access to businesses; vehicles backing into roadways
- Lack of cross connections on long stretches of road

Other things desirable in the area

- On-street parking
- A parking garage for S. Monroe at Palmer Street
- Outdoor Mall in the Cascades Park area
- More restaurants
- Want to see anything the people in the neighborhoods would support
- Need to resurface street
- Monroe Street needs landscape medians
- Roundabouts needed

Appendix

APPENDIX B SUMMARY OF “TOP TEN” ITEMS FROM REVIEW OF SWOT ANALYSIS, WORKING GROUP MEETING NO.2, FEB. 2, 2011

Advantages of the “Placeness” of the Monroe-Adams Corridor

1. Gateway to downtown with easy access to the Capitol.
2. Capital Cascades Park and Trail.
3. Proximity to FAMU and on-campus students.
4. History, historic buildings and neighborhoods, FAMU National Historic District.
5. Near Gaines Street revitalization area.

Uses, current and desirable

1. Create an outdoor market place between Monroe and Adams, near Capital Cascades Park.
2. Desirable, established, local businesses not found in other parts of town are located here.
3. Lacking in entertainment and social venues that would make it a destination.
4. Lacking in grocery stores and gas stations.
5. FAMU master plan should include mixed-use buildings.
6. Bring in more retail and restaurants.

Walkability issues

1. Dangerous for pedestrian traffic.
2. Restaurants in the area should introduce outdoor seating.
3. Crime and safety.
4. Enhance the grid of streets with additional, finer-grained pedestrian routes.

Visual aspects

1. Code enforcement and property maintenance.
 - Abandoned businesses.
 - Poorly maintained commercial signage.
 - Existing uses and upkeep.
2. Aesthetic improvements
 - Art murals on buildings, fresh paint in general.
 - Community gardens, greenhouses and green roofs.
 - Underground, relocated, or updated utilities infrastructure.
 - Linkage to parks and green spaces.
 - Streetscape and greenery on private property.

Publicity, information, and involvement

1. “Rebrand” to counter apathy, entrenched attitudes, and a negative perception of the area as having crime and safety issues.
2. Create a merchants’ association.
3. Economic Wi-Fi wireless district.
4. Increase awareness of current pro-business planning, assistance, and development incentives:
 - Opportunities offered by CU zoning
 - Incentive-based development
 - State Enterprise Zone area
 - Façade improvements program, commercial repainting program
 - Brownfields redevelopment issues

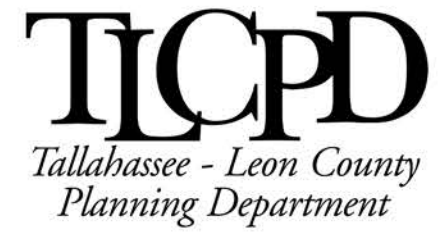
Appendix

APPENDIX C OTHER WORKING GROUP IDEAS

- Create a Monroe-Adams Corridor brand that will help form a visual edge for the district.
- Highlight the gateway aspect of the Corridor.
- Give the district a name.
- Create or revive a merchants' association.
- Look to the Midtown Merchants' Association for example.
- Create a web site or blog site that people can post to.
- Survey business owners who might be interested.
- A "Main Street" concept.
- Hold events to advertise all businesses. The businesses will organize and put on the event, like First Fridays.
- Provide information on financial aid for small start-up businesses.
- Groupons.
- Encourage merchants and owners to maintain their property.
- Community clean-up days.
- Code enforcement, including weeds, signs, and vehicles.
- Adopt-A-Street and Adopt-A-Highway.
- Murals on buildings, fresh paint in general.
- Underground, relocated, or updated infrastructure.
- Distribute comprehensive information on federal, state, and local incentives.
- Inform the public of the advantages of Central Urban (CU) zoning.
- Establish a neighborhood Wi-Fi district.
- Encourage the Springtime Tallahassee parade to extend down S. Monroe Street. That would be a sign of the district succeeding.
- Connections across Adams and Monroe Streets should consider the key access points on FAMU's updated Campus Master Plan.
- Enhance the existing street grid with new pedestrian cross routes that connect.
- Add crosswalks and pedestrian safety areas at crossings.
- Coordinate with FAMU campus master planning.
- Introduce outdoor seating at restaurants.
- Introduce walking tours of historic resources.
- Coordinate with plans for Capital Cascades Park and Trail, the new pedestrian connector bridge, and FAMU Way Extension.
- Improve traffic safety for all users. Provide on-street parking, planted medians, crosswalks, wider sidewalks, and bike lanes.
- Add plantings in the public right-of-way and on private property.
- Make linkages to Capital Cascades Park and other parks and green spaces.
- Establish Community gardens.
- Build green roofs.
- Be creative with stormwater management.
- Encourage building close to the street, with parking in back, as recommended in the Gaines Street Design Guidelines.



S. Monroe Street, looking north from Palmer Avenue. Conceptual idea for a building designed to current CU-45 zoning regulations.



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