

9TH AVENUE W REVITALIZATION PUBLIC INPUT, EXISTING CONDITIONS, AND RECOMMENDATIONS REPORT

FALL 2022



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INTRODUCTION

This report provides an analysis of the conditions along the 9th Avenue Corridor between 8th Street West and 1st Street where the Historic Downtown once was active.

BusinessFlare[®] is excited to be a part of the kick-off of a joint effort between Central CRA, Bradenton CRA, and the 14th Street CRA to envision a vibrant and inviting corridor along 9th Avenue.

BusinessFlare[®] proven method for success focuses on six (6) economic drivers: Land, Labor, Markets, Capital, Regulations, and Quality of Life. This approach to analyze 9th Avenue W is important in an effort to bring back a once active historic downtown. We have reviewed the economic drivers as well as the market forces that must exist for economic growth and opportunity. Success also depends on the regulations and uses of the land within the study area and the quality of life attractiveness.

Observations are provided in this report to establish a basis that stimulated public input and informed discussions that inspired active participation from residents of all ages, property owners, investors and other public sector partners.

To provide context and offer an organized approach to fulfill the goals of the two CRA Districts within the study area, we will relate the findings and observations provided to determine answers to five key questions using the BusinessFlare[®] P.I.E.C.E approach.

What should be **Preserved**?

What could be **Invested In**?

What should be **Enhanced**?

What could be **Capitalized On**?

What should be **Exposed**?

Here is a summary of the economic drivers found in the study area:

#Land- Limited availability, therefore need to think of potential infill development and redevelopment opportunities. The only publicly owned land is comprised of the Major Adams Cemetery, Dr. Martin King, Jr. Park, and the Housing Authority newly constructed housing project.

#Labor - Workforce predominantly in food establishments, retail, and medical office (Blood Donation Center).

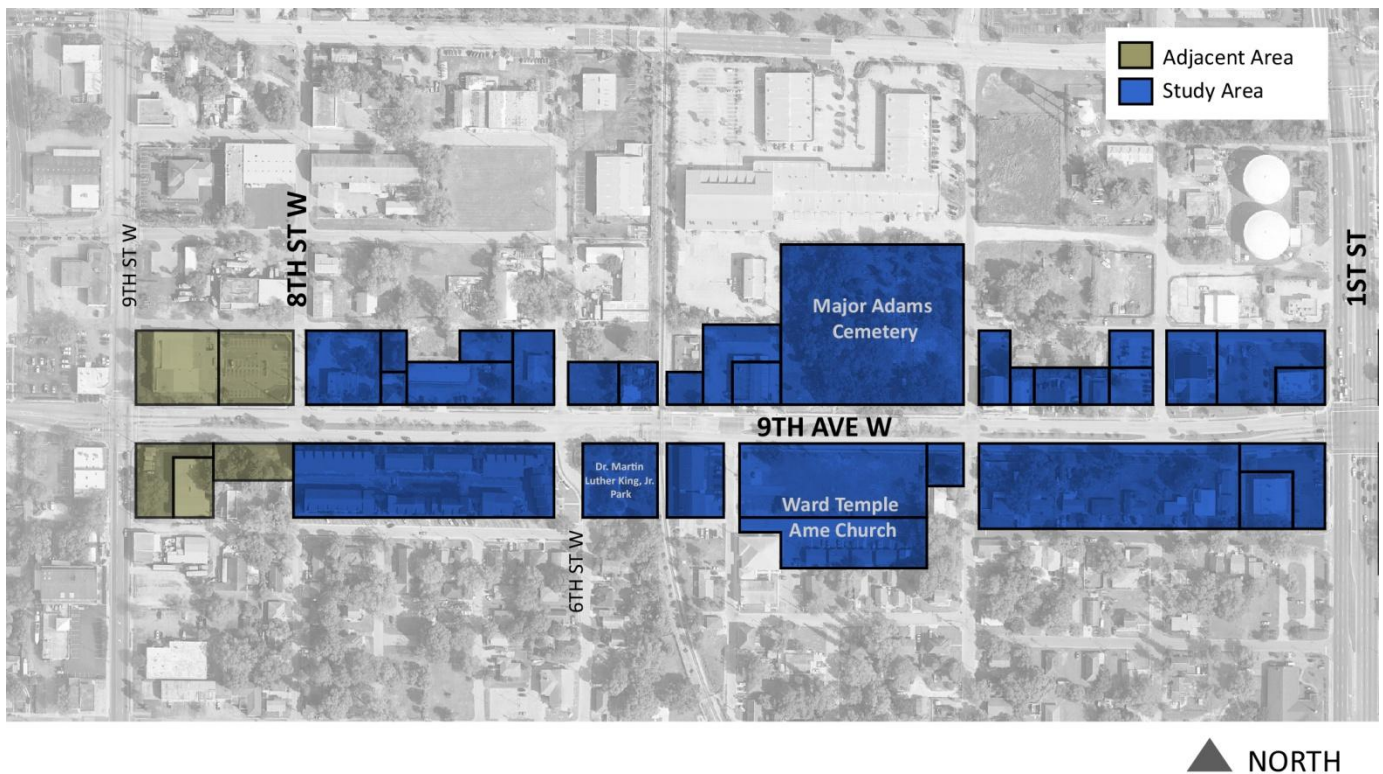
#Markets – Mixed age population, with a strong population of church goers, and long term family roots. Missing opportunities for younger entrepreneurs.

#Capital - Limited financial capability.

#Regulations – Newly adopted form-based code is a positive enhancement for new construction. However, easy process for startups and new businesses should be a must. Also, it is important to allow uses that are aligned with the market trends, such as, craft breweries, markets, food halls, and coffee shops.

#QualityofLife – Historic street, legacy businesses, spiritual community, rich in history and culture. however the corridor could be more safer, inviting, and comfortable for a great pedestrian experience.

Study Area Map



The revitalization strategy for the study area had three initial tasks:

1. Opportunity Sites. Local opportunity site real estate assessment and preliminary design and development concepts. This report includes a current condition analysis and introduces design concepts.

2. Public engagement. Multiple visits to become acclimated to the study area have been made and discussions have been held with businesses within the corridor as well as attendance at the Central CRA Advisory Committee which have been helpful in developing the stakeholder strategy. We will conduct 5 one on one stakeholder meetings and participate in one community meeting for which an invitation card/flyer has been developed and which will be scheduled by the CRA staff on a Thursday night at a location which remains to be determined.

3. Strategy Recommendations. Short-term, mid-term and long-term strategies will be finalized after receiving input from the public engagement and incorporating that feedback into the report.

PUBLIC INPUT SUMMARY

(NOVEMBER 3, 2022)

On November 3, 2022, BusinessFlare® met with the community at the Ward Temple AME Church. We solicited their input to uncover opportunities to revitalize the historic 9th Ave. Corridor. This report introduces conceptual ideas and strategies that builds on the ideas and desires advanced by those that participated.

The consistent theme was the sense of loss caused by road widening and traffic congestion that impaired the commerce and community charm that once existed between 1st Street and 9th Street West.

There is a need to extend improvements beyond the levels that required capital from a population that often lives week to week with very limited resources. This is exacerbated by the recent damage caused by Hurricane Ian and the difficulty in reaching those in need of assistance due to limited access or lack of awareness of potential sources of assistance. Drainage was frequently identified as the key infrastructure need for the area and several participants commented on the need to bring more housing and the high cost of living, including housing maintenance costs. There was a strong recommendation to develop a community center or gathering space and a recognition of the need to engage the citizenry in the community spirit that previously existed when the corridor was an activity center. Regulations were mentioned as impediments, as was the need to enhance consumer access to commercial properties. It was clear that the attendees were in agreement that the effort to revitalize was needed and that the community desired improvements that would attract vibrant public and private places for all generations

Main Topics Raised by the Public:

- Apartment complexes to bring more people;
- Residential rehabilitation to fix windows and make repairs;
- Slower traffic;
- Youth opportunities – work training and healthy lifestyles;
- Movie theater/ entertainment;
- Gathering sites - vacant lots?;
- Short term actions - what to do now to start the commerce and build community spirit;
- Helping neighbors - post hurricane - how to find help?;
- Homeless needs – volunteer;
- Rules of the City - need to understand land use and zoning/ permitting issues;
- Costs and time frame questions;
- Food establishments;
- Events;
- Access to businesses.



Community P.I.E.C.E Summary

In this part we aimed to connect the community comments/ input into our BusinessFlare® Approach to economic development. Preserve, Invest In, Enhance, Capitalize, and Expose (P.I.E.C.E) and Economic Development (ED) Drivers of Land, Labor, Markets, Capital, Regulations, and Quality of Life.

For each community comment topic we have linked the **P.I.E.C.E Analysis** to one of the six key drivers for economic revitalization of the 9th Avenue corridor.

In the **P.I.E.C.E Analysis** we asked the community:

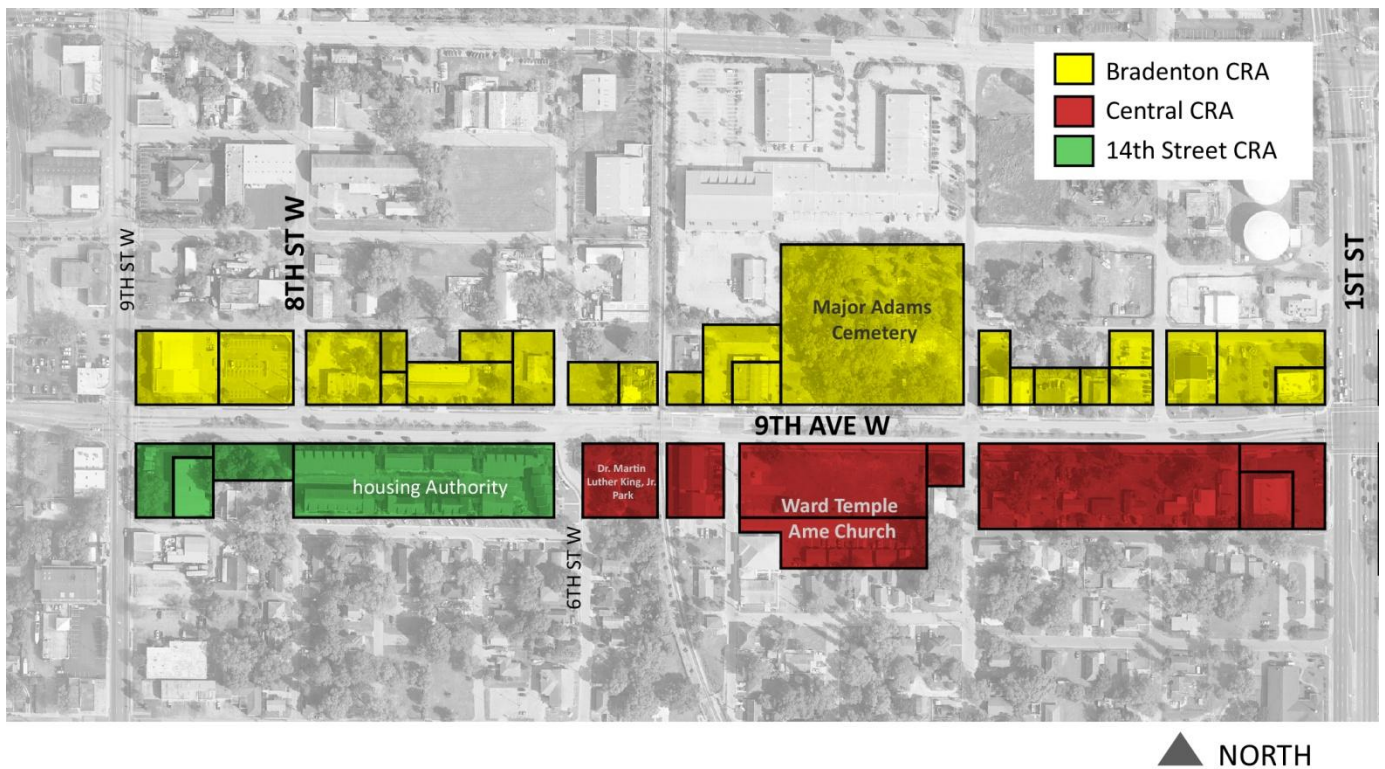
- What should be **Preserved**?
- What could be **Invested In**?
- What should be **Enhanced**?
- What could be **Capitalized On**?
- What should be **Exposed**?

Community P.I.E.C.E Analysis		
Community Comment/ Input	P.I.E.C.E	Economic Development Driver
Apartment complexes to bring more people and more life to the corridor	Invest	Capital: Adds revenue to the CRA for other capital improvements and programs
Residential rehabilitation to fix windows and make repairs	Enhance	Quality of Life: For residents
Want slower traffic (speed) to make it more comfortable for pedestrians	Enhance	Regulations: Work with Public works
Youth opportunities - work training and healthy lifestyles	Capitalize	Labor: Need supply of talent
Movie theater/ entertainment	Preserve	Markets: Promote commercial growth and celebrate rich history
Gathering sites - vacant lots	Capitalize	Markets & Land: Promote entrepreneurial activity and activate underutilized vacant and parking lots for positive community events that will invite local entrepreneurs and businesses to participate
Short term actions - what to do now to start the commerce and build community spirit	Expose	Quality of Life: Reinforcing community brand & identity
Helping neighbors - post hurricane Ian - how to find help	Capitalize	Regulations: Capitalize on available resources
Homeless needs – volunteer	Invest	Quality of Life: Proactive interaction & assistance
Rules of the City - need to understand land use and zoning/ permitting issues	Expose	Regulations: Showcase the benefits of the newly established form-based code
Costs and time frame questions	Capitalize	Markets: Target realistic short and mid term strategies
Food establishments	Preserve	Quality of Life: Anchor businesses to support retail
Events	Invest	Land: Identify willing partners to active spaces
Access to businesses	Enhance	Capitalize: Infrastructure and aesthetics

Existing Conditions Analysis

Land - CRAs

The 9th Avenue Corridor (Study Area) is comprised of 3 CRAs. Bradenton CRA to the north, Central CRA to the south, and the 14th Street CRA west of 6th St on the south side. The north side of 9th Ave is where existing commercial activity is the strongest and existing structures provide opportunities to initialize renewed economic activity. The Bradenton CRA has a larger Tax Increment Fund and consequently is a logical focus for substantial short and mid-term investment. Millers Market is already underway with renovations and has approvals for façade improvements and can be a catalyst to bring more businesses and more life to the street. On the other hand, the Central CRA has more vacant land and presents more opportunities to increase residential density in the long term and potential short term public gathering spaces to develop the social interactions and community activities and events to build the brand for the corridor. The human capital and will to improve conditions have been apparent by the enthusiasm and interest demonstrated at the Advisory Committee. Both Districts will need to work together to revitalize the 9th Ave corridor.



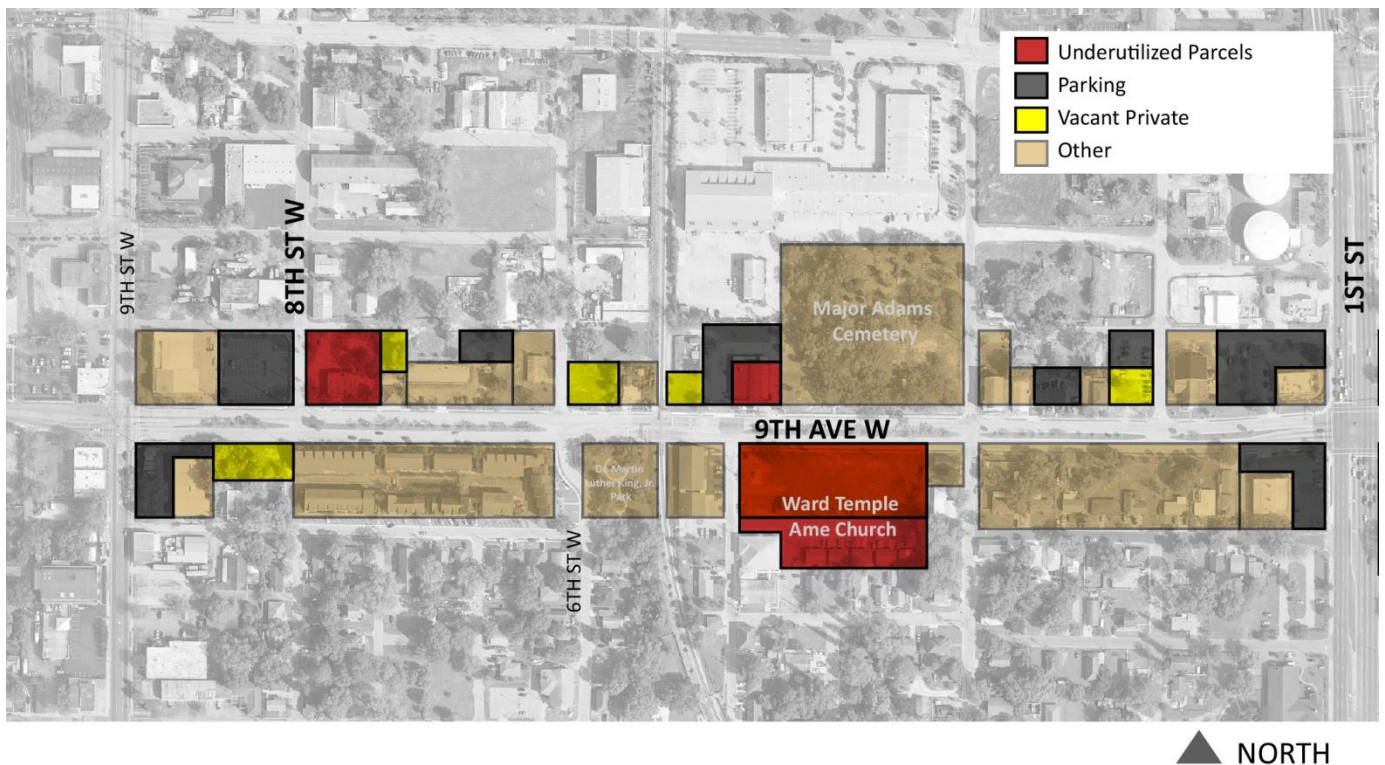
Land - Underutilized Real Property and Parking

Lower property values are reflective of the perception that the area has become overcome by vehicular pass-through traffic. The combination of obsolete structures, safety concerns, and the lack of essential services is an obstacle to revitalization. An inviting nightlife to include restaurants, window shopping and entertainment would present an opportunity to capture customers from the high traffic counts. Parking can be accommodated in the redesign process and for the most part current parking is located in the front of buildings along the sidewalk, therefore creating a disconnection between the building businesses and the pedestrians.

Underutilized parcels can be defined as sites that no longer support the intended use and/or are obsolete and abandoned. This will be sites that are using their best potential and/or best and highest use for the ownership and the community.

As part of the analysis the team identified “Ward Temple Ame Church” site as an important asset to the community. It is the biggest vacant / underutilized site along the corridor and it is owned by a single entity. This could be a great infill redevelopment opportunity for a walkable neighborhood that can host a remodel church, public square, housing, and small local businesses.

In total there are six (6) private vacant lots . These can serve as a starting point for infill redevelopment . In addition, there are several parking lots that can potentially host community events and activations, such as, food trucks.



Labor - Commercial Retail Services and Food Establishments

The workforce in the study area is comprised of retail service workers.

Business Name	Type of Business	Employment Type
C&M	Soul Food Restaurant	Food Services
J's Meat Market	Butcher Shop	Retail/ Services
EJ Wedding and Beyond	Bridal Shop	Services
Mr Clean Mobile Detailing	Car Wash	Services
Ben's Barber Shop	Barber Shop	Services
Advance Auto Parts	Auto Parts Store	Retail
Zeko's Mediterranean Grill	Mediterranean restaurant	Food Services

Below are images of the businesses within the study area, this give us a better idea on the type of labor supply. Although there is a variety of businesses, there seems to be a lack of “third places” such as coffee shops, public markets, breweries, and live music venues.



Markets - General Demographics & Socioeconomic Profile

We gathered basic demographic and socioeconomic information for the Census Block Group 12081.103.3 which covers the study area.

- Bradenton Zip Code:** 34205
- Population:** 1,902
- Median Household Income:** \$28,382
- Households:** 604
- Family Households:** 54.3%
- Population by Race:** Black (65.5%), Hispanic (30.7%), White (3.4%)
- Median Contract Rent:** \$687
- Unemployment:** 13.5%
- Residents Below the Poverty Level:** 23.6%
- Median Resident Age:** 21.7
- Male Population:** 37.2%
- Female Population:** 62.8%

Below are photos of black-owned businesses in Manatee County.



Capital – Taxable Land Value Per Acre

As part of the analysis we looked at taxable land value per acre to see how the public revenue is performing. It is important to understand that in order for the local government and the CRAs to perform their duties and have the financial resources for public improvements they need a good and steady tax revenue stream.

In the study area we found that there is a large percentage no properties/ land that contribute \$0 to the tax revenue. There is an opportunity to look more specifically into each case and find ways to turn no contributing sites into contributing sites. We understand that there are some sites to preserve such as the Major Adams Cemetery and Dr. Martin Luther King, Jr. Park.

Below is a map generated using Manatee County Property Appraiser estimates.

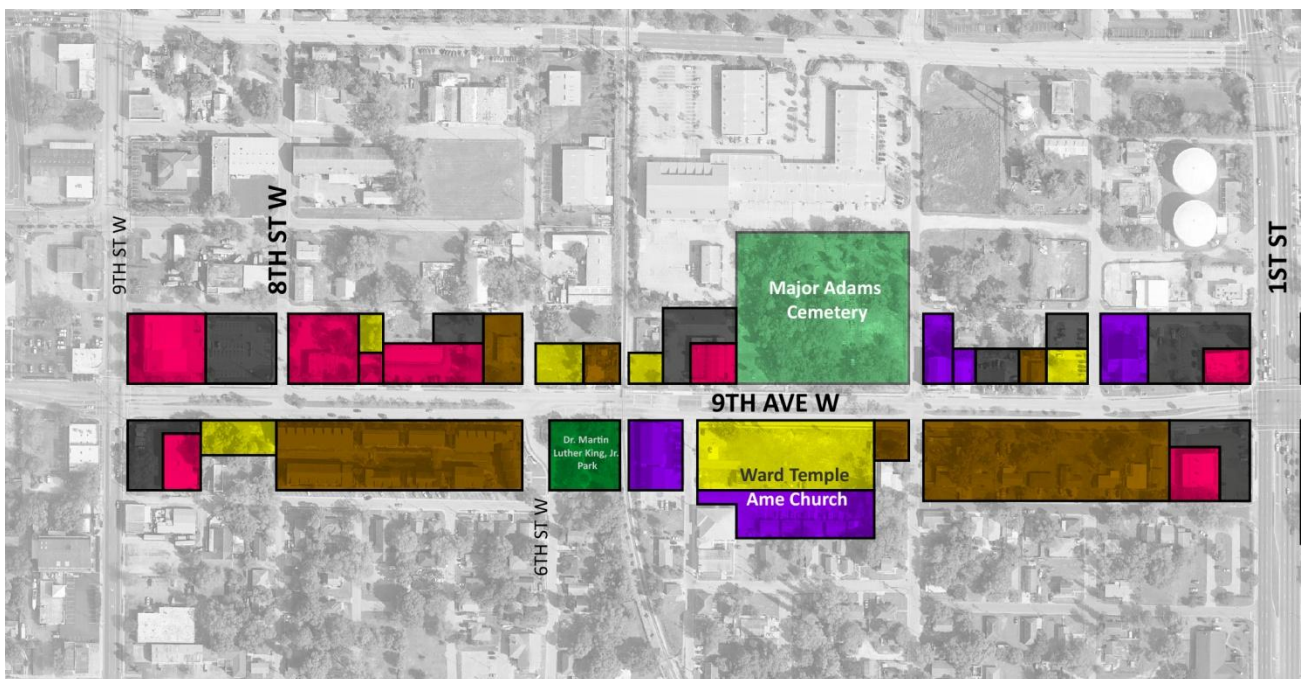


Regulations - Land Use

In part of its functions, local government performs in economic development as a regulator: zoning and land use, construction licenses, occupational licenses, and impact fees. A city's regulatory role has a significant impact on credibility, customer service, and cash flow. CRAs have a critical role by ensuring that local government regulations are aligned with the community vision and that the regulatory process more accessible for businesses to open in their districts.

Real estate investors and developers want to know if the community where they are going to make an investment fits their needs and goals. Also, they want to know if the local government has a friendly attitude towards development and clear goals and expectations.

The study area has an advantage due to the fact that the City of Bradenton adopted form-based in which there is more flexibility and predictability on the outcomes. Also, this code aims to create a livable public realm by the placement of buildings and development along the sidewalk. today's market desires more mixed-use development in a sensible way to respect the context and the community's desires.



- Commercial
- Parking
- Vacant Private and/or Public
- Residential/ Single/ Apartments
- Dr. Martin Luther King Jr. Park
- Major Adams Cemetery
- Church/Religious/ Parking/Vacant
- Industrial/ Warehousing/ Lumberyards



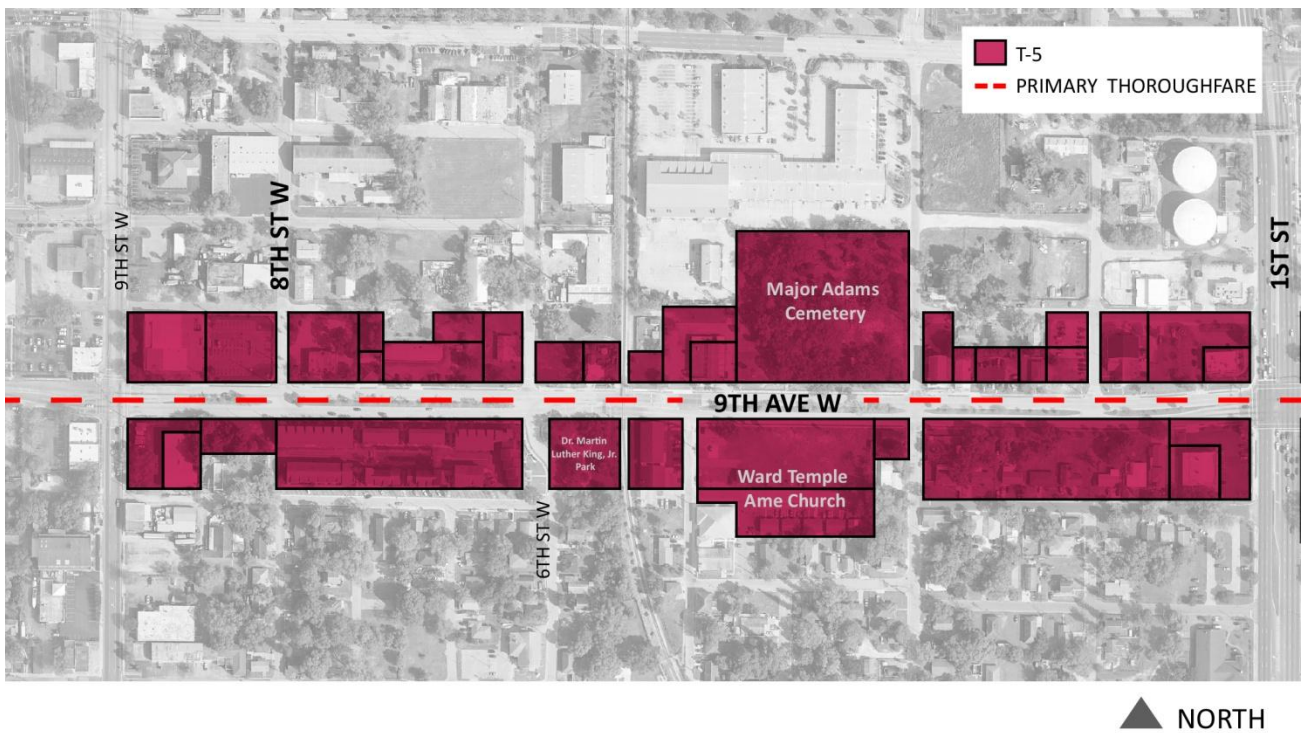
Regulations – Form-Based Code

The study area has an advantage due to the fact that the City of Bradenton adopted form-based in which there is more flexibility and predictability on the outcomes. Also, this code aims to create a livable public realm by the placement of buildings and development along the sidewalk. today’s market desires more mixed-use development in a sensible way to respect the context and the community’s desires.

Following is a definition of what can be done in a T-5 designation:

T-5 URBAN CENTER T-5 Urban Center Zone consists of higher density mixed use building that accommodate retail, offices, rowhouses and apartments. It has a tight network of streets, with wide sidewalks, steady street tree planting and buildings set close to the sidewalks.

- General Character:** Shops mixed with Townhouses, larger Apartment houses, Offices, workplace, and Civic buildings; predominantly attached buildings; trees within the public right-of-way; substantial pedestrian activity
- Building Placement:** Shallow Setbacks or none; buildings oriented to street
- Frontage Types:** Stoops, Shopfronts, Galleries
- Typical Building Height:** 3 to 5-Story with some variation
- Type of Civic Space:** Parks, Plazas and Squares, median landscaping

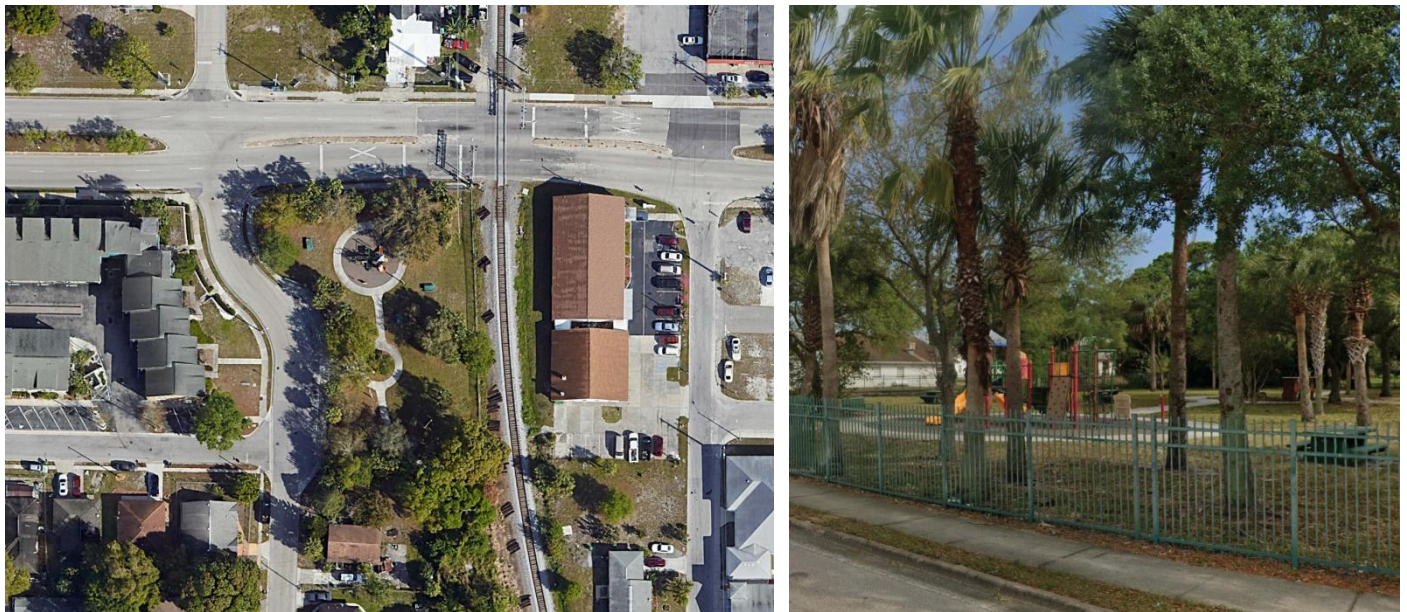


Quality of Life – WalkScore and Parks

As part of the analysis we measured the walkability of the place, transit, bikeability, and also the open public spaces/ parks. According to the national platform to measure the walkability of places, WalkScore, we found that the study area has a walk score of 29 which means that it is car dependent and that most errands require a car. The transit score for came out to be 31 which means that it is has somewhat of transit services with a few nearby public transportation options. For the bike score the study area is a 38 which means that it is somewhat bikeable and it provides minimal bike infrastructure. However, from our on-site observations we didn't see any designated bike lanes along the study area. Actually, we saw a person riding their bicycle on the sidewalk, perhaps that's a sign of a need to provide bike infrastructure and also the unsafe road environment. There seems to be a traffic speed situation that might need traffic calming enhancements for pedestrians and bicyclist.

The only park registered in the study area is the Dr. Martin Luther King, Jr. Park located at the intersection of 9th Avenue and 6th St W. The park is a great asset to the community and its history and pride. However, if there is a lack of management and programming it can fall into a hub for bad activities. It is important to keep it safe and activate for the enjoyment of the entire community.

Below you will see an aerial map of the park and a street view. As part of Crime Prevention Through Environmental Design (CPTED) when we see a fenced park with come to two conclusions: first, is it a solid fence or a open fence, in this case it is an open fence so it is good, because it eliminate hiding places. Second, why is the part fence? Perhaps the park needs to be fence to avoid any unwanted usage. This fencing of the park could send a message that this is not a safe place.



Quality of Life - Safety Perceptions

During our public input process safety perception was a common theme. The community at-large and business owners expressed their concerns in terms of safety. The photo below was taken in November 2022 at 8:00pm along the study area. It shows that there is a lack of illumination, therefore there are “dark spots”. Dark spots from a Crime Prevention Through Environmental Design (CPTED) perspective is a generator and/or motivator of delinquent activity or at least it gives that perception to the passerby. Dark spots can lead to bad activities since they can’t be seen.

It is paramount the CRAs conduct an in-depth CPTED assessment of the corridor and start using their concept to improve security in dark streets and parking. It is also important to conduct a Safety Perception analysis to find out if it is truly something to be addressed and/or if its just a perception that can be turn around with the right messaging. This safety perception have economic development implications, because investors and business owners always look at the crime statistics and safety perceptions of the places they want to put their time and money in.



Recommendations and Strategies

Short-Term ideas

- In tactical measures to improve streetscape outdoor activities and key properties. Establish vendor spaces for Cottage Industry or Bazaar events and invite displays and activities that will bring people together. Investigate a community garden and provide lessons for agriculture, crafts and artistic ventures.
- Determine the needs of the meat market and the nightclub properties and event facilities help make those sites active and productive.
- Ask vacant land property owners to describe their thoughts on the future of their land.

Mid-Term ideas

- Enhance access to businesses and commercial properties from the right of way
- Review the City's Capital Development Plan and identify proposed elements that would best fit with the strategy of the corridor. Design walkable connections to the new Riverwalk and enhance natural areas to include plans for the large retention lake at the east end of the corridor. Work with the local churches and non-profits to develop synergy with parking spaces and or vacant land that is unused.
- Safety enhancements including traffic calming and lighting to eliminate dark spots.
- Improvements to the transit system to include a free trolley or low cost service.
- Design a food destination strategy and start with food trucks or a container park concept.
- Create an innovation hub to provide a gathering and idea sharing space that will support new businesses and connections that will attract young and ambitious businesses.
- Enhance the entryways and incorporate a branding strategy to establish a sense of place.

Long Term ideas

- Defend the corridor from becoming a pass-through artery by lowering the speed limit and accommodating alternatives for those just passing through.
- Work with FDOT to improve the corridors that connect to this study area. FDOT has recently engaged the City to seek input and have expressed a desire to accommodate local needs.

Opportunities

1. Program event/ activation spaces with the community (i.e. church parking lots).
 - a) Seek food trucks and/or container village community events
 - b) Enable outdoor vendor spaces for local startup businesses
2. Work on abandoned buildings to adaptive reuse or redevelopment.
3. Invest in streetscape improvements, follow concept design for activation.
 - a) Add wayfinding and gateway signage.
 - b) Start temporarily lane reduction and activations (i.e. outdoor dining).
4. Work on redevelopment of underutilized lots.
 - a) Church land opportunities and underutilized sites.
5. Continue programming events/ activation of spaces.

Tactic 1: Streetscape Improvements

As a result of the public input on items of safety concerns on the road due to traffic speed, the long medians that make drivers go all the way to the intersections and make u-turns, and the amount of curb cuts into businesses that creates a discontinuity along the sidewalk. Here the team illustrates a concept for 9th Avenue W to create a lively environment that is safe for all ages and that activates the economic vitality of the corridor. A further streetscape analysis will have to take place in order to develop a community design. Invest in streetscape improvements, such as, wayfinding and gateway signage, and start temporarily lane reduction and activations (i.e. outdoor dining).

Existing Conditions

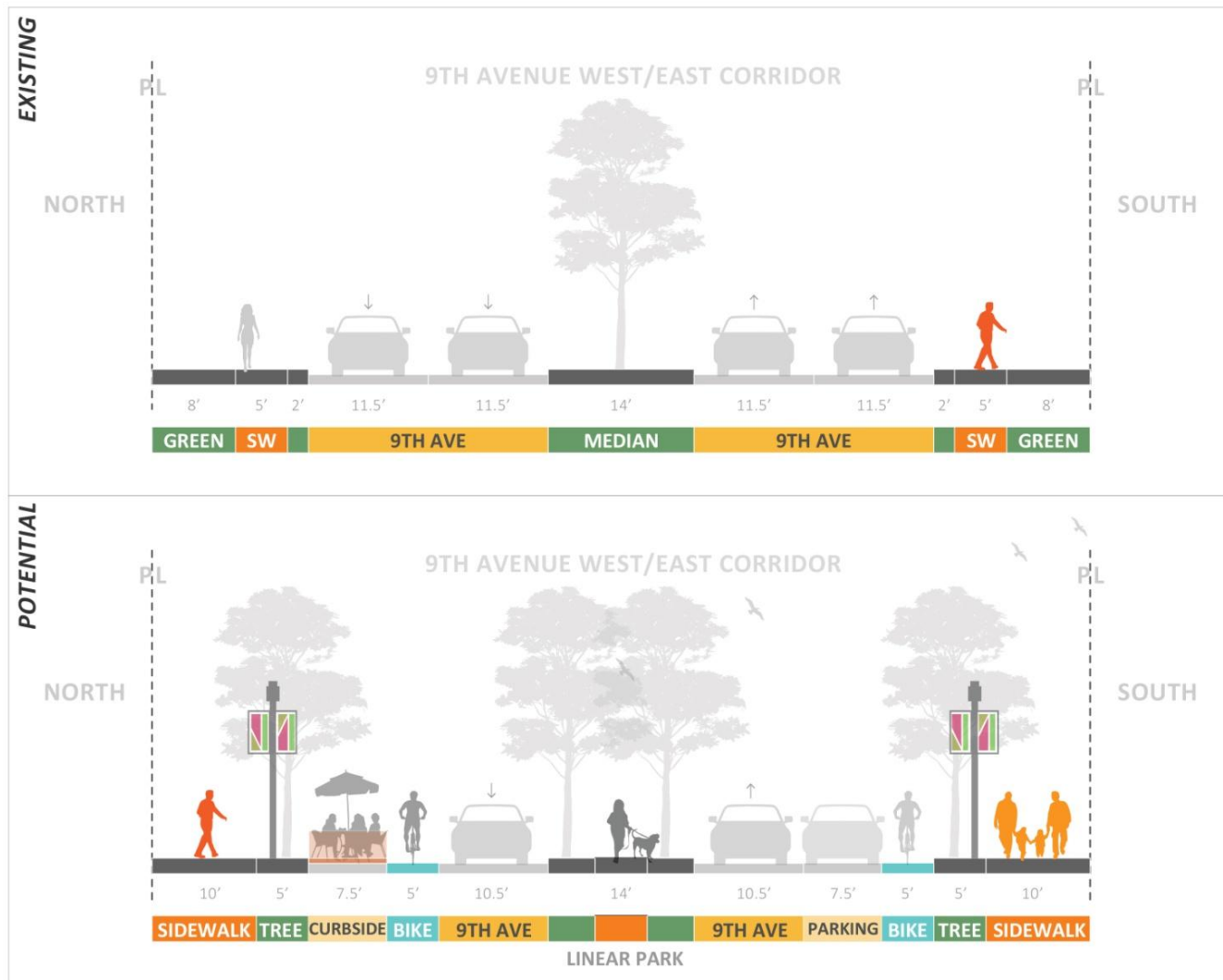


Potential



Scenario 1 – Maintain median while transforming it into a great linear park

BRADENTON 9TH AVENUE CORRIDOR



Streetscape Improvements:

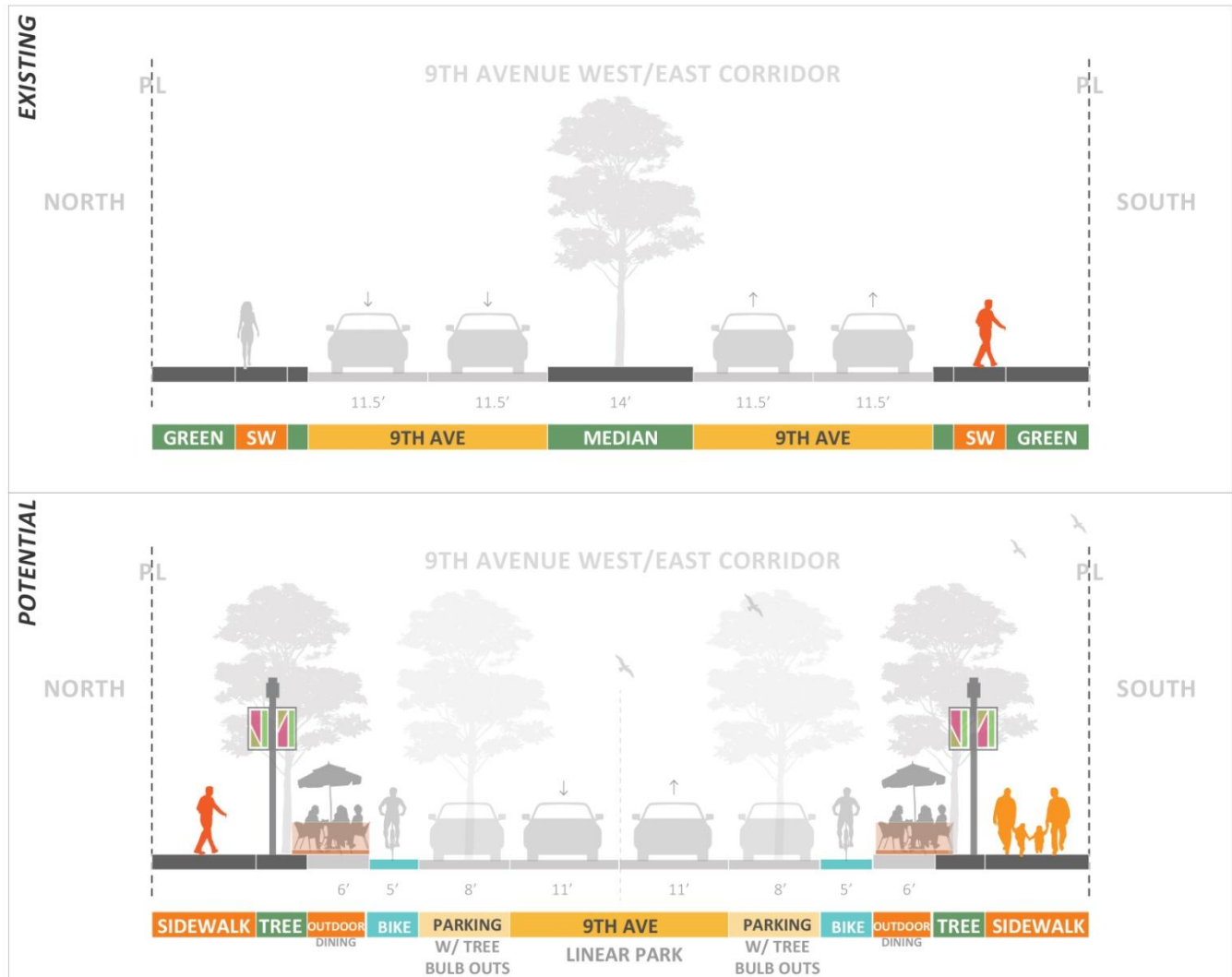
- *Curb to curb remains
- *Move sidewalk to property line, closer to building activity
- *Wider sidewalk
- *Street tree at curb to shade pedestrian at sidewalk, curbside/ on-street parking, and bike lane
- *On-street parking interchangeable with curbside activities
- *Curbside/ outdoor dining opportunities for local businesses
- *Bike lane
- *Road diet, reduce from 4 to 2 travel lanes
- *Narrower travel lane width
- *Linear park at median
- *Pedestrian scale street lights with banners
- *Sheltered transit stops



Scenario 2 – Remove median and extend outdoor dining spaces

**both options works within the existing curb-to-curb.*

BRADENTON 9TH AVENUE CORRIDOR



Streetscape Improvements:

- *Curb to curb remains
- *Move sidewalk to property line, closer to building activity
- *Sidewalk Extension for Outdoor Dining
- *Street tree at curb to shade pedestrian at sidewalk, curbside/ on-street parking, and bike lane
- *On-street parking with tree bulb outs every 4-5 parking spaces to provide shade
- *Curbside/ outdoor dining opportunities for local businesses
- *Bike lane
- *Road diet, reduce from 4 to 2 travel lanes
- *Narrower travel lane width
- *Pedestrian scale street lights with banners
- *Sheltered transit stops



Examples & Inspirational Images



Photo: A Complete Street to Promote Economic Development | Crawford, Murphy & Tilly

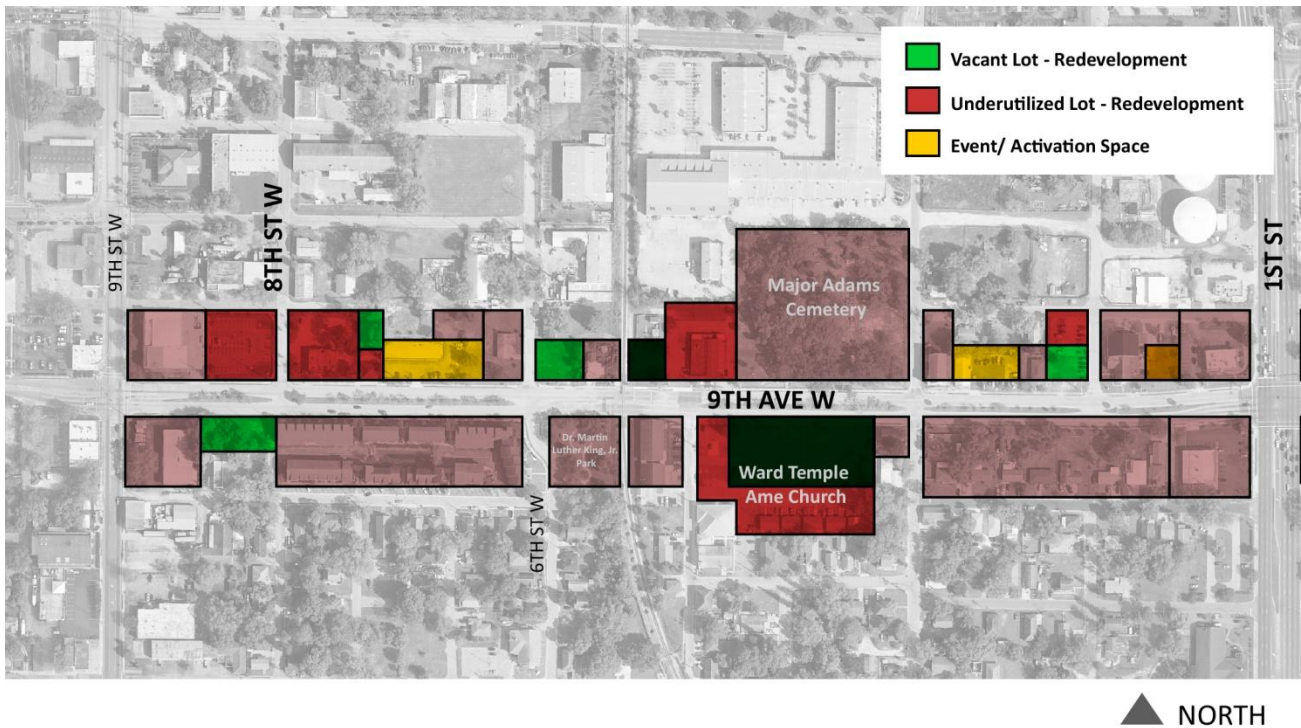
Tactic 2: Space/ Event Activations

As a result of the public input and our analysis of the land, it was clear that the community need outdoor gathering spaces for entrepreneurs and local businesses to showcase their products. Also, it was clear that gatherings can bring momentum to the community and spark a positive transformation. The team took those public comments and made the connection to potential places along the study area where that could take place. The map below shows some of those places.

How to get there:

Program event/ activation spaces with the community (i.e. church parking lots that are only use temporarily).

- 1.B Seek food trucks and/or container village community events
- 1.C Enable outdoor vendor spaces for local startup businesses and entrepreneurs
- 1.D Reach and attract the youth
- 1.E Continue programming events/ activation of spaces.



Examples & Inspirational Images

“Converting parking to people space on 75th helps reenergize Black-owned restaurant strip”

Media: <https://chi.streetsblog.org/2020/09/10/converts-parking-to-people-space-on-75th-helps-reenergize-the-black-owned-restaurant-strip/>



Examples & Inspirational Images



Photo: Pop-Up Shipping Container Park Coming to Franklinton This Summer - Columbus Underground.

Here is a site specific example for better block access and potential “MLK Village” for commercial activity and activation space.

In the example below the team conducted a site fitment assessment to identify potential shared parking management, sidewalk continuity along 9th Avenue and avoid curb cuts, active storefronts, a new MLK public square for community gatherings, new commercial building, and space for vendors and local entrepreneurs. We can see that given the geometries of this block it is possible to create an active “third place” destination for the study area.



Examples & Inspirational Images



Photo: MLK Market Square. City of San Antonio to fund Esperanza Center project with \$1.5 million.

Examples & Inspirational Images



Photo: Vision for Commercial Spaces Along 9th Avenue W. Buzz Café.

Examples & Inspirational Images



Photo: Corner Configuration. Livernois - McNichols | City of Detroit

Tactic 3: Infill Development

This strategy is based on the fact that the study area holds a limited availability of developable land. In cases of limited land availability it is important to think creatively and to find partnerships and ways to collaborate with property owners. Finding solutions that will benefit the property owner, while making a positive impact for the community is the key to getting a deal done.

Here is good definition of infill development from Metropolitan Planning Agency in Chicago: Infill development, or growth that occurs in built-up areas with existing infrastructure, is a key strategy for reinvestment. This type of renewed investment helps revitalize economically disadvantaged communities, support new growth without building costly additional infrastructure, and preserve natural resources. Infill also makes communities more livable and sustainable by promoting walkability, housing and transportation choices, as well as access to schools, jobs, services, and basic amenities.

As part of the analysis we looked at the potential infill development for the Ward Temple Ame Church vacant land for fitment and potential economic impact purposes only. The site has the potential to create a walkable neighborhood with an upgraded church, public square, housing units, and space for small local businesses.

Here is a case study example with similar conditions:

“Eye-opening video shows church site reuse”

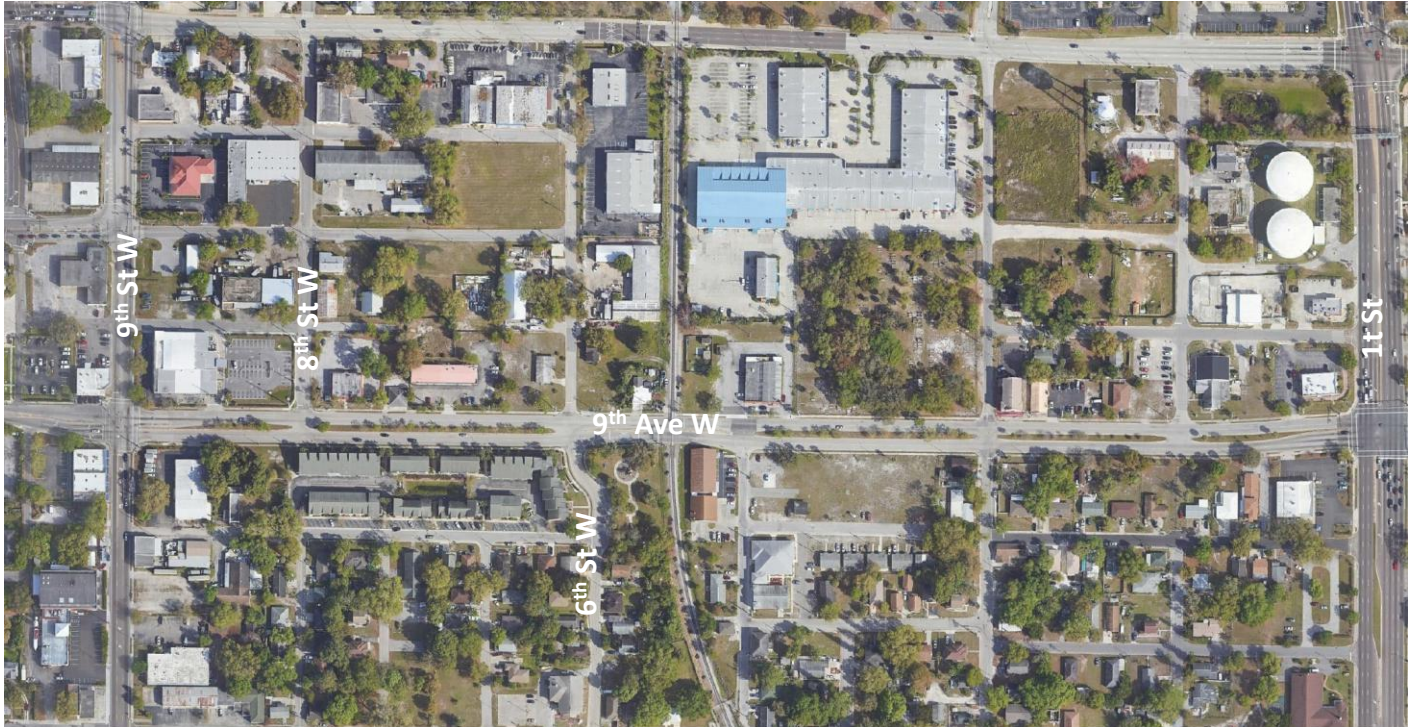
Media: <https://www.cnu.org/publicsquare/2022/09/14/eye-opening-video-envisions-church-site-reuse>



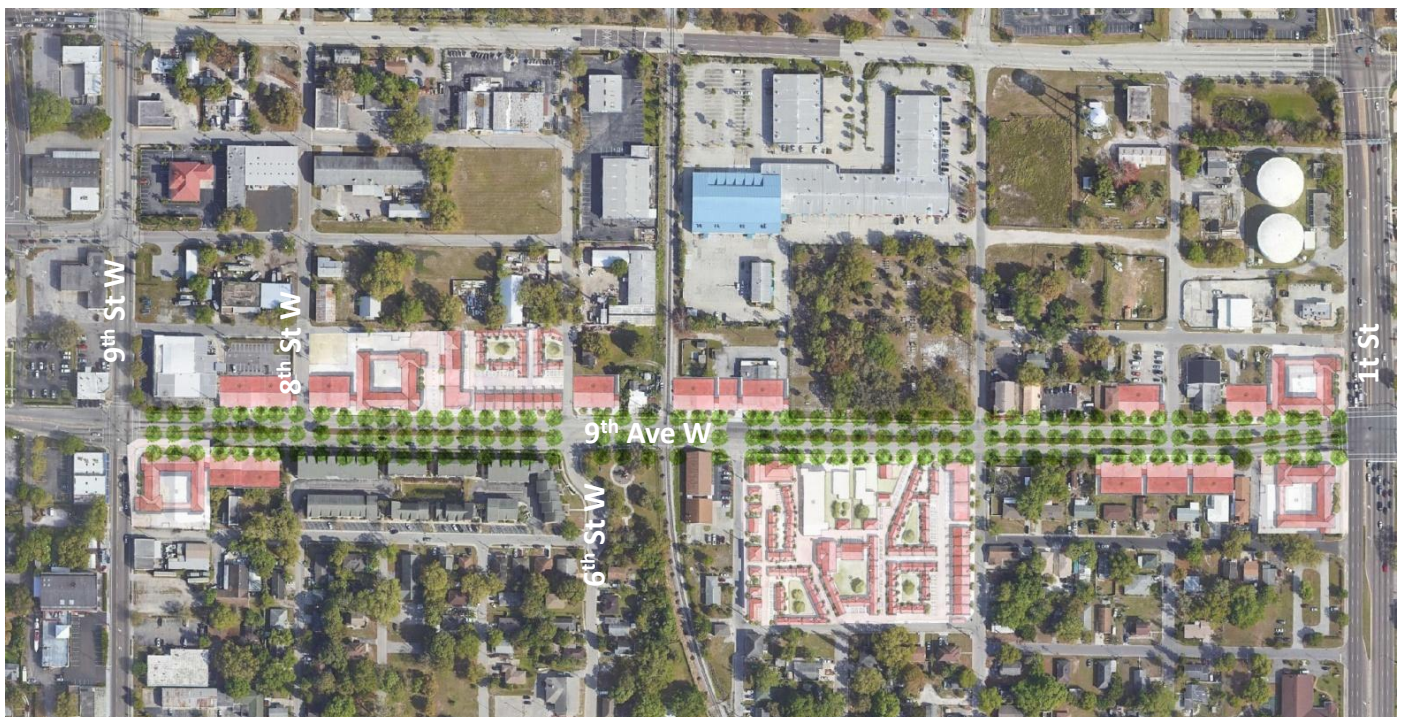
Drawing Credits: The plan was created by students in Philip Bess’s graduate studio at Notre Dame School of Architecture.

The following graphics are only for illustrative concepts and economic impact assessment and they are not for construction.

Existing Conditions



Infill Phase



Examples & Inspirational Images



Photo: Re-designing Church for the 21st Century | CNU.

9th Avenue W Revitalization Public Input, Existing Conditions,
and Recommendations Report (2022)
BusinessFlare®

Thank You

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