



ACTION PLAN
ADOPTED 10.12.11

atlanta BREAD 

Timberlane

MARKET SQUARE

FARMERS MARKET



Placemaking

CITY COMMISSION DIRECTIVE

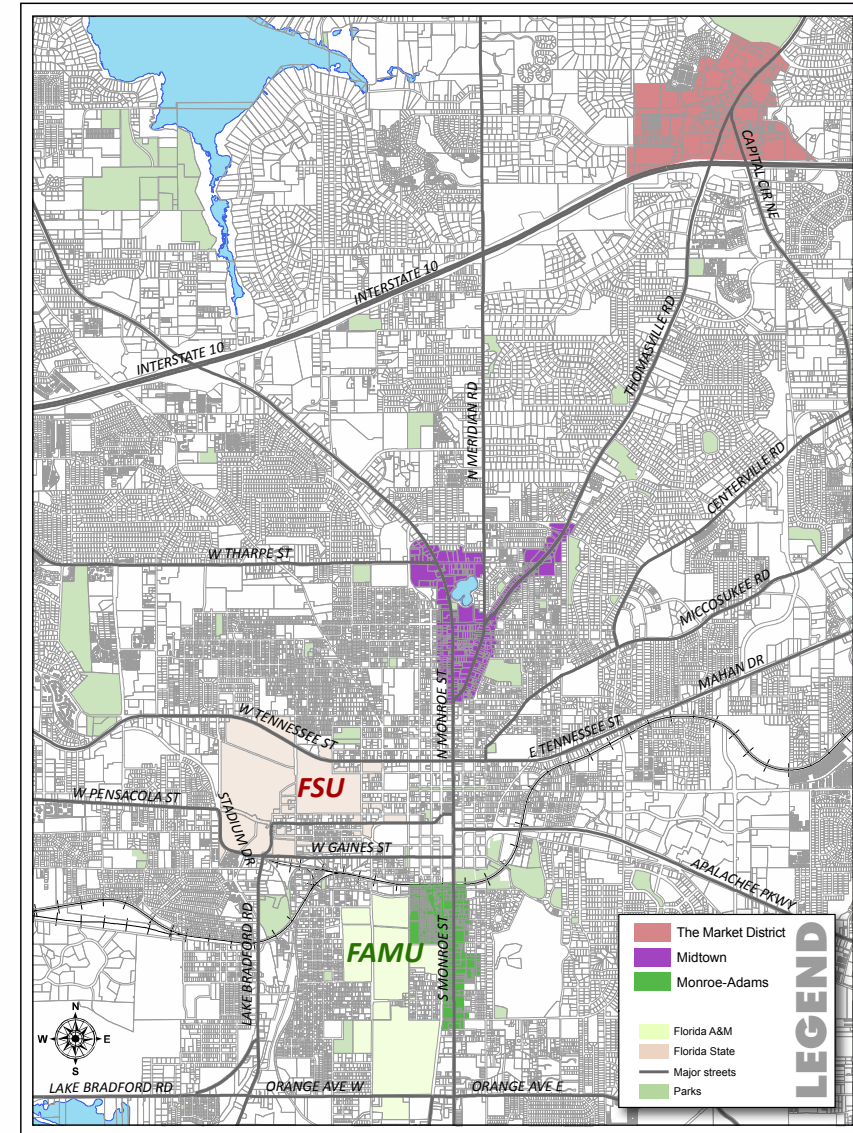
The concept of place is abstract. It is difficult to describe, and yet you know it when you are there. An area with a “sense of place” usually includes retail shops and places of employment, plenty of people on the move or stopping to chat, a public park or square, and possibly organized events or activities. 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 The Market District. 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, most importantly, it is forward looking, asking what should occur in The Market District over the next 20 years.

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

Sarah Bridegroom	Home Brew Den
Anna Galagher	Maclay Hammock HOA
Chad Gardner	Super-Suds
Barbara Hill	TMD - Kids Pointe Fashion Pointe
Bob Ippolito	Killearn Estates
Warren Jones	TMH / Premier Fitness
Sherry Kelly	Ten Thousand Villages
Marina Lickson	Honeytree Natural Foods
Sam Varn	Awards4U/Glasshopper

The Placemaking initiative will allow citizens to make extraordinary improvements in their community. 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.



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Area Neighborhoods

- Killearn Estates
- Maclay Hammock
- Avalon
- Hawks Glen
- Bobbin Trace



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Table of Contents

PLACEMAKING	I
TABLE OF CONTENTS	II
INTRODUCTION TO THE MARKET DISTRICT	2
COMMUNITY ASSETS	6
VISION FOR THE FUTURE	10
THE MARKET DISTRICT ACTION PLAN GOALS	12
NEXT STEPS	21
APPENDICES	A - 22
	B - 23
	C - 25
	D - 27

TIMBERLAND RD

MARKET ST





1355
MARKET STREET
ENTRANCE - EXIT

Scottrade

Sarah Janda's

Introduction to The Market District

LOCATION

The Market District has it all. There are dozens of established local shops and restaurants, a regular farmers market, an elementary school, two grocery stores, a large state and local park nearby, and several neighborhoods within in walking distance. The local fitness center is a park-and-ride site for the StarMetro express route into Downtown and connecting to the State office complex. The commercial center is approximately one square mile, bounded on the south by Interstate 10, on the east by Killlearn Estates, on the north by the 1,200 acre Alfred B. Maclay Gardens State Park, and on the west by other residential neighborhoods. The adjacent neighborhoods include Killlearn Estates, Maclay Hammocks, Hawk's Glen, and Bobbin Trace.

The Market District has a regional presence, as the Thomasville Road interchange with I-10 is the gateway to Florida's capital city. Additionally, it serves Maclay Gardens State Park, which hosts many regional events. South of the interchange, hilly and lined with patriarch live oak trees, Thomasville Road is one of the City's most beautiful thoroughfares, and offers visitors their first distant view of the Florida state capitol. This gateway from the interstate through The Market District is an opportunity for future civic design to welcome and educate every Florida citizen and visitor.

Within a 1-mile radius of the center is approximately 2 million square feet of commercial and office space, which serves a mixture of housing, including more than 700 single-family houses, 300 townhouses, and 300 apartments. It has all the makings of a classic, walkable center. There's just one catch – it's been built around the needs of the automobile which makes the destinations difficult to maneuver unless you're in a driver. This has repercussions for local business, because many area residents drive to their destination for one item and then leave, often without taking note of the full surroundings.

The Market District has a regional presence, as the Thomasville Road interchange with I-10 it is the gateway to Florida's capital city.



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Introduction to The Market District

HISTORY

The Market District takes its name from Market Street and a shopping center built in 1977.

The story of the area around Market Street is that of thousands of communities around Florida and the United States that sprang up around Interstate interchanges. In the 1950s plans for the Interstate system began, and eventually it was decided to locate Interstate 10 north of Downtown in a relatively undeveloped area. In the mid-1960s, Killearn Estates, Tallahassee's first big suburban planned community, was developed. Interstate 10 was completed in the late 1970s, becoming the first east-west route north of town and an important link between suburban homes, shopping, and workplaces. Commercial development flourished. In the 1990s, a flyover for another high capacity roadway, Capital Circle, was completed with its northeast terminus connecting in this area.

Downtown businesses may have closed, but they did not leave town. Instead, some of the shopping reappeared around the Interstate 10 interchange. The Market District takes its name from a shopping center built in 1977. From the beginning, the area has housed small local businesses, including restaurants, antique and gift shops, personal services, seafood and liquor stores. Actually, the area emerged as the most "local" of Tallahassee's strip mall development areas, a trait that persists to the present.

Inset: Aerial shot of The Market District 1985

Aerial shot of The Market District 2004



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Community Assets

LOCAL BUSINESS COMMUNITY + NEIGHBORHOOD ASSOCIATIONS

The Market District has long been characterized by a mixture of strong local businesses, each with a distinct clientele, and stable neighborhoods, often with active and engaged associations. The local business community is aggressively pursuing formation into a more formal business association. The commercial core of the District is surrounded by a mixture of housing types; ranging from multi-story garden apartments to single family homes on large wooded lots. These neighborhoods include Killlearn Estates, Maclay Hammocks, Avalon, Hawk's Glen, and Bobbin Trace.



URBAN FORM + TRANSPORTATION

The Market District possesses several strengths on which to build in the coming decades. While a few are evident now, others are not immediately apparent and will come into view as the longtime vision for the District is realized, largely through market-based actions. Citizens recognize the potential in The Market District, and this long-term potential is made possible by several elements.

- **Interconnected streets** – Well-connected streets offer multiple routes to a destination, thereby reducing congestion on a single street. And, for those pedestrians and cyclists that prefer to avoid busy thoroughfares, the grid provides parallel routes that are peaceful and easy to navigate
- **Under-utilized open space** – Opportunities exist to provide park amenities and improved landscaping without costly property acquisition.
- **Wide right-of-ways** – Wider right-of-ways enable future sidewalk construction, provision of street trees, and landscaped medians, all of which will maintain a pleasing environment during redevelopment.

- **Large parking fields** – While large parking lots are a detriment to safe pedestrian activity, they can be perceived as benefits in the long term, as they are ready for redevelopment when the market reacts. With little environmental impact, these paved areas can be transformed into new commercial, office, or residential projects. *(As pictured at left.)*

Additionally, the centralized location in the northeast presents the District with access to StarMetro routes. Despite the numerous positive attributes, one of the largest obstacles to cohesive development in The Market District must be addressed – Thomasville Road. This piece of the transportation system must be overcome to truly knit the District together. With each passing decade, newer subdivisions have spread further north from I-10, and Thomasville Road (US Highway 319), which runs through the center of The Market District, has been widened by the State of Florida in an attempt to provide the necessary automobile capacity to serve them. Years of roadway expansion have made things more convenient for drivers, at the expense of pedestrians. For example,

walking from the grocery store on the east side to the Market Square center, a one quarter-mile distance, requires crossing an eight-lane highway with turn lanes.

But, positive attributes are found in the built environment. The building types and spaces in The Market District support the strong local business community. Smaller spaces are appropriate for local business that may lack capital to construct larger, free standing structures. With each new entrepreneur comes renovation and often a shot of invigoration into the center. There is room for improvement, mainly by connecting the disparate centers so the district functions more cohesively. Also, in most cases the sites are suburban in character, with parking located between the street and the building. Direct, logical pedestrian routes are often lacking between the public sidewalk and the business' entrance. Pedestrian routes are also lacking between the numerous residential neighborhoods and the commercial center. The road system is well-connected in the commercial core, but connections to the residential areas can be indirect or non-existent. Despite the close proximity, this lack of infrastructure deficiency is a disincentive to pedestrian or bicycle travel.



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MARKET SQUARE

PROVINCE

KITCHO
Japanese Restaurant

Beethoven & Company

CONNIE'S
HAMIS

SUBWAY

TALLY'S GRILLE

SOUTHERN SEAFOOD
THE FISH MARKET

Allstate

BREAKFAST • LUNCH

TONY'S HAIRSTYLES

WINE

LIQUOR

CONSIGNMENTS BY JANE

Antiques & Collectibles

THE LOUNGE
OPEN 8 PM

WALKING
SHOE SHOP

Gentle Nails
894-1468

Design More

DON'S
SHOE
LEATHER
REPAIR



Community Assets

PUBLIC SPACES

When thinking of “public space,” city parks, the local baseball diamond, or downtown’s Kleman Plaza immediately come to mind, but there are many forms of public and semi-public spaces that can make an area friendly to local residents, including:

- Public streets, including their landscaped medians,
- Larger community or regional parks,
- Urban plazas or squares, and
- Outdoor courtyards or patios for businesses.

First among these are public streets. The road network in the commercial core of The Market District area is interconnected, which provides multiple routes to a destination, thus preserving smaller scaled roadways. Narrower streets are generally more pedestrian friendly, as they are human scaled. However, few sidewalks in The Market District enjoy the deep shade that has always characterized Tallahassee’s roads – important for walkability in the hot Florida summers. Linked to The Market District by Maclay Boulevard, Maclay Gardens State Park is both a regional and local destination. The boulevard has great potential to be reinvented as a true boulevard, with full sidewalks and street trees. In addition to Maclay Boulevard, there are also informal trail connections between the District and Maclay Gardens State Park.

While more accurately described as semi-public, several of the District centers have outdoor plazas, courtyards, and pavilions that serve as community gathering places. Internal courtyards and plazas provide relief for area employees on break. Larger pavilions host the weekly farmer’s market. And, individual patios or porches serve area restaurants. All these semi-public spaces place “eyes on the street,” thereby creating a safe, welcoming environment.

Lastly, there are also remnant pieces of public property that can be redesigned and put to a better use. Each offers an opportunity for landscaping, community gardens, welcoming signage, or perhaps a grander idea, such as a true District park and public gathering place. Major stormwater ponds lie near the District’s geographic center. There is an opportunity to transform the ponds and the area around it for pedestrian and recreational use. Ensuring public spaces are welcoming and well used will ensure they are safe. As with public streets, more users increase security for all users, thus the impetus to make these public spaces desirable and attractive.

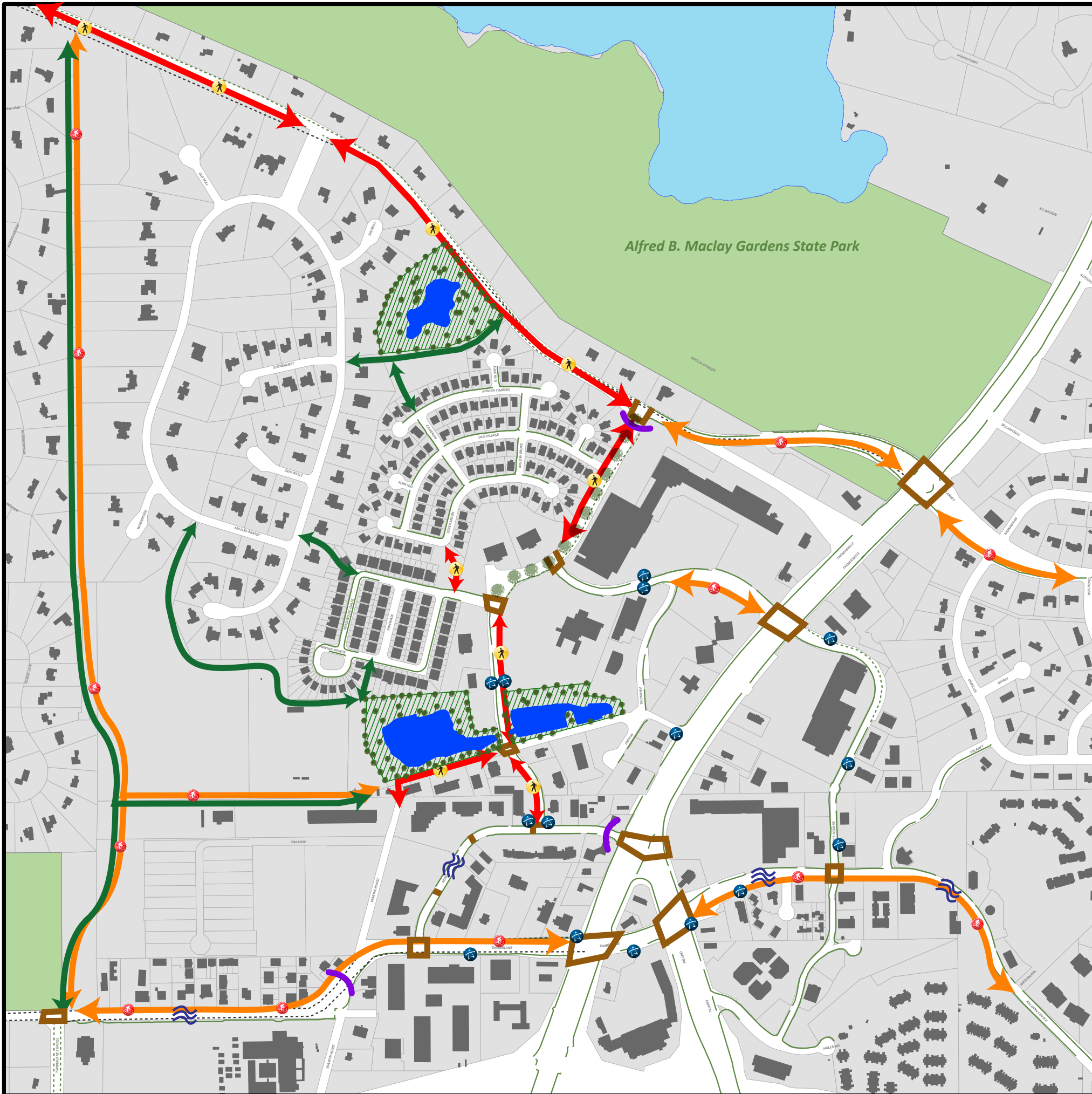


MIXTURE OF USES

Local retailers. Excellent restaurants and bakeries. Six-story corporate office buildings. State park and gardens. Large apartments, patio homes, and forested neighborhoods. Fresh produce at the farmer’s market. A modern fitness center. In technical terms, “mixed use” development normally refers to taller, urban buildings, but The Market District has a wide mixture of uses that provides everything one needs during the day. Of course, there is opportunity to improve how the puzzle pieces fit together. Each piece is an asset that makes the District a desirable locale, and improving the connections between pieces will improve mobility for citizens of all ages, ensure citizens can “age in place,” and act as an economic boost for vendors that co-locate with complementary businesses. To the benefit local businesses, pedestrian activity is typically heavier in mixed use neighborhoods, and new housing and other mixed-use structures will build upon current momentum. This is evidenced by recent vertical construction that adds to the mixture of uses by taking a more urban approach.


















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Project Action Plan

LEGEND

- | | | | |
|---|----------------------------|---|-------------------------|
|  | CROSSWALK STAMPING |  | TRAFFIC CALMING |
|  | NEW SIDEWALKS |  | PARK/PLAZA/PUBLIC SPACE |
|  | BICYCLE ROUTES/CONNECTIONS |  | GATEWAYS |
|  | TRAIL CONNECTIONS |  | STARMETRO STOPS |
|  | STREET SCAPE |  | PARKS/GREENSPACE |
|  | BICYCLE LANES | | |
|  | BICYCLE ROUTE | | |
|  | SIDEWALK | | |
|  | SIDEWALK + BICYCLE LANES | | |
|  | Sidewalks | | |

Vision for the Future



Case study images from Visual Preference Survey.

On January 19, 2011, a Community Workshop was held to kick-off The Market District Placemaking planning efforts. As a means to initiate discussion, Planning Department staff presented numerous ideas and concepts. These examples came from other cities across the nation who had conducted similar small area plans or implemented specific interventions. After the presentation, participants broke out into smaller groups to discuss their ideas for The Market District.

- What are the strengths and weaknesses of, opportunities for, and threats affecting The Market District?
- 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 The Market District be in 2030? What is your vision for the future?

Hundreds of ideas were proposed for community activities, new infrastructure projects, and ways to support local business. From these specific actions, a general vision came into focus.

The Market District is a cohesive area that is legible to both visitors and residents. It will be a regional destination, driven by unique local businesses and strong national names. While growing a regional presence, the focus remains strengthening local businesses, which serve to make this northeast Tallahassee's town center. Today, the District is the domain of automobiles, but the future will be for all modes. Increased access for safe bicycle and pedestrian travel will benefit surrounding neighborhoods and local businesses alike. Such improvements enable a park-once mentality for regional guests and allow neighbors to comfortably stroll through the District to take advantage of a diverse variety of businesses and new, welcoming public spaces for special events or a picnic in the park.

Since the community workshop, the volunteer Working Group has honed those themes and crafted the following goals.



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Goals

ACTIVITIES, EVENTS, AND COMMUNITY

1. Create a visual edge for the district through gateways and branding.
2. Make the District a Regional Destination.
3. Create an aesthetically attractive district.
4. Support and Strengthen local business.

INFRASTRUCTURE, AMENITIES AND URBAN FORM

5. Create an interconnected district that links businesses and neighborhoods.
6. Reclaim or create new public spaces.
7. Improve traffic safety for all users.
8. Knit the district together across Thomasville Road.



The Market District Action Plan Goals

ACTIVITIES, EVENTS, AND COMMUNITY

Goal 1: Create a visual edge for the district through gateways and branding.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Erect physical gateway entrances, possibly archways	COCA, MCS, TMD, City & County PW	Short-term	Medium
Brand The Market District: Create branding elements, such as <ul style="list-style-type: none"> • Distinctive banners/signs on utility poles, • District logo • District slogan, or • Unique street furniture (lights, benches, etc.) 	TMD, PLNG	Short-term	Medium
Establish wayfinding signage system to direct pedestrians to various retail and commercial offerings.	TMD, PLNG, City & County PW	Mid-term	Medium

Goal 2: Make the District a Regional Destination.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Interstate signage to raise awareness of The Market District (options: Blue/Brown exit signs, Billboard with partner with local business)	TMD, PLNG, FDOT	Short-term	Low
Marketing campaign outside the Tallahassee area (e.g., radio spots in other markets)	TMD, VT, EDC, LOT, COC	Mid-term	Low
Create a Capital City Visitor Center. Work with multiple agencies to welcome tourists to the state capital and Red Hills region.	TDC, EDC, BCC, CC	Long-term	Medium/ High

Gateway elements define the District boundary and can welcome visitors.

Top: The elements can be abstract and artistic,

Center: formal and monumental, or

Bottom: a simple yet bold sign.



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The Pavilions on Market Street



The Market District Action Plan Goals

ACTIVITIES, EVENTS, AND COMMUNITY

Goal 3: Create an aesthetically attractive district.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Create a unifying signage standard for the district	TMD, PLNG	Mid-term	Low
Proper code enforcement of temporary and/or unsightly signage. Provide Code Enforcement educational materials.	ECD, TMD	Short-term	Low
Review billboard regulations in the District, and pursue limitations in certain areas.	CAO, GM, PLNG	Mid-term	Low
Provide public art in future parks or as focal point within viewshed along the curving roads.	COCA, TMD, TMH, PLNG, City & County PW	Mid-term/ Long-term	Medium/ High
Encourage community participation through the Adopt-a-Street program.	TMD, KTLCB	Short-term	Low

Goal 4: Support and Strengthen local business.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Coordinate with landlords to ensure long term implementation of the Action Plan (i.e., encourage their investment in centers to make more walkable)	TMD, PLNG	Short-term	Low
Establish an online presence for The Market District.	TMD, COC, LOT	Short-term	Low
Formalize The Market District Merchants Association	TMD	Short-term	Low
Create community events monthly or quarterly that celebrate local business and area residents: <ul style="list-style-type: none"> • Food Festival • Expand the Saturday Farmer's Market • Monthly movie night at the Market Pavilion 	TMD (PLNG can facilitate)	Short-term	Low
Maintain diverse commercial offerings	TMD, LOT, COC	Long-term	Low
Create promotions program across vendors that encourages customers to come and explore the district, countering the "stop once and drive away" model.	TMD, LOT	Short-term	Low
Ensure retail-focus by limiting office space to upper floors or secondary frontages – similar to Office/Residential zoning districts.	TMD, PLNG	Mid-term	Low

Strengthening local businesses in the District can take many forms.

Left: Host special events throughout the year.

Center: Establish an online presence.

Right: Maintain an aesthetically attractive area that invites visitors.



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Enhanced crosswalks improve pedestrian safety, aid in traffic calming, and help brand the District as unique from its surroundings.

Left panel
 Top Left : Proposed enhanced crosswalks across Timberlane Road.
 Top Right: Proposed enhanced crosswalks at the Market Street and Maclay Blvd. intersection.
 Bottom: Proposed enhanced crosswalks at the Market Street and Timberlane Road intersection.

Right Panel
 Top: Proposed enhanced crosswalks at the Village Square and Maclay Blvd intersection.
 Center: The northern segment of Maclay Boulevard will benefit from crosswalk improvements
 Bottom: Proposed enhanced crosswalks at the Maclay Road and Maclay Blvd intersection.



The Market District Action Plan Goals

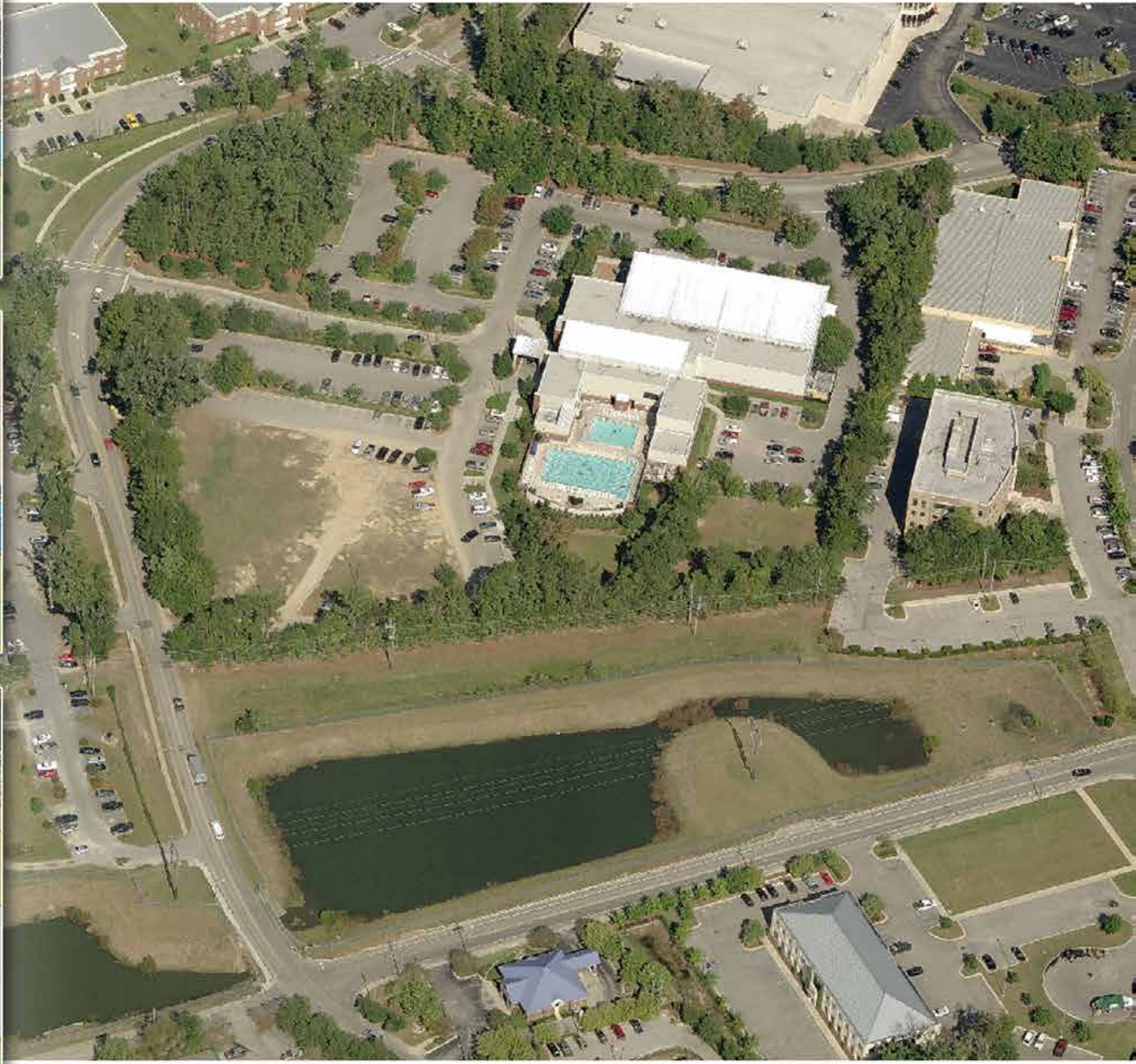
INFRASTRUCTURE, AMENITIES AND URBAN FORM

Goal 5: Create an interconnected district that links businesses and neighborhoods.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Pedestrian			
Mark crosswalks at major intersections with pavers, stamped brick, or treatment that raises awareness. TOP PRIORITY	PLNG, City & County PW	Mid-term	Medium
Fill in missing sidewalk segments, currently lack connections between activities.	City & County PW	Mid-term	High
Provide strategic connections from surrounding neighborhoods to the business centers.	CRTPA, City & County PW	Mid-term	High
Prioritize sidewalk connections between major attractors.	PLNG, CRTPA, City & County PW	Short-term	Low
Evaluate the creation of direct, off-road pedestrian connections through publicly owned property.	PLNG, UTIL, NA, Maclay Garden S.P.	Mid-term	Medium
Retrofit old commercial centers to improve pedestrian connections from public sidewalk to the front door	TMD	Short-term	Medium
Provide design assistance to improve pedestrian mobility between the various centers.	PLNG, City PW	Short-term	Low
Encourage more urban building types during redevelopment (i.e., parking to the rear or side)	PLNG, GM, TMD	Short-term	Low
Bicycle			
Provide bike racks/lockers at bus stops to promote "ride+ride" commuter options – possibly in concert with existing StarMetro facility at Premier.	SM, TMH, City & County PW	Mid-term	Medium
Conduct bicycle-oriented study to determine appropriate north/south and east/west bicycle routes or lane markings.	PLNG, CRTPA, City & County PW, CCC	Mid-term	Low
Develop north-south trail corridor along western edge of District, with connections to Maclay Boulevard.	PLNG, PRNA, City & County PW, Maclay Gardens S.P.	Mid-term	Medium
Streetscape and Landscaping			
Conduct a lighting study and install improved lighting to ensure all areas are safe for pedestrian travel at night. TOP PRIORITY	PLNG, UTIL	Mid-term	High
Improve streetscaping along Thomasville Road, ideally to include street trees for pedestrian comfort.	PLNG, City & County PW, FDOT	Mid-term	High
Develop a streetscaping plan for Maclay Boulevard that creates a welcoming corridor between the state park and The Market District. Should include median (north) and stormwater segment (south).	PLNG, City PW, TMH, UTIL	Mid-term	High
Provide a complete street tree canopy to improve pedestrian comfort and address traffic calming.	PLNG, City PW	Long-term	High
Review need for and plan for ideal street furniture locations; to include waste receptacles, water fountains, benches, etc.	PLNG, UTIL, SM, City PW	Mid-term	High



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The Market District Action Plan Goals

INFRASTRUCTURE, AMENITIES AND URBAN FORM

Goal 6: Reclaim or Create new public spaces.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Design and develop urban parks around the existing stormwater facilities. (Possibly phase creation, focus on eastern site first.)	PLNG, UTIL, TMH, GM	Mid-term	High
Reclaim the remnant lands at Martin Hurst and Timberlane Road. Appropriate for landscaping and welcome signage, see Goal 1.	PLNG, City & County PW	Mid-term	High
Promote outdoor business activities, such as al fresco dining, sidewalk sales, or business expansions toward the street, thus expanding the public realm.	TMD	Short-term	Low
Create outdoor venues for special events or leisure.	TMD, PLNG, City & County PW	Mid-term	Medium
To maintain family-friendly character, provide playground ("tot lot") in any new park facility.	PLNG, TMH, PRNA	Mid-term	Medium

Goal 7: Improve traffic safety for all users.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Redesign intersection of Maclay Boulevard and Market Street to be pedestrian friendly (e.g., speed table, crosswalks, 3-way stop, roundabout)	City PW, PLNG	Short-term	Low/ Medium
Increase traffic enforcement, especially cut through commuters.	TPD	Short-term	Low
Traffic calming on Market, Timberlane, and Killlearn Center to ensure pedestrian friendly in the future.	PLNG, City & County PW, CRTPA	Mid-term	Medium
Review pedestrian crossing signals to ensure adequate crossing times are provided.	City & County PW, FDOT	Short-term	Low
Review appropriate location for a mid-block crossing and refuge island on Market Street between Timberlane Rd. and Maclay Blvd.	City PW, PLNG	Mid-term	Medium

The existing stormwater facilities in the center of The Market District are an unsightly dividing line, and repurposing this area was a top priority of most citizens.

Top: A ¼-mile jogging trail and exercise stations could be added around the perimeter.

Center: A small tot lot playground reflects that family-friendly character of the District.

Bottom: New tree plantings provide shade for the new pathways.



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RIGHT
LANE



ONLY



WELCOME

- ← BONE FISH GRILL
- ← PUBLIX
- ← BOOKS-A-MILLION
- THE PAVILIONS →
- THE GALLERY →
- MARKET SQUARE →

SOUTH 319
CAPITAL CIRCLE
EAST



SOUTH TO
61 10



The Market District Action Plan Goals

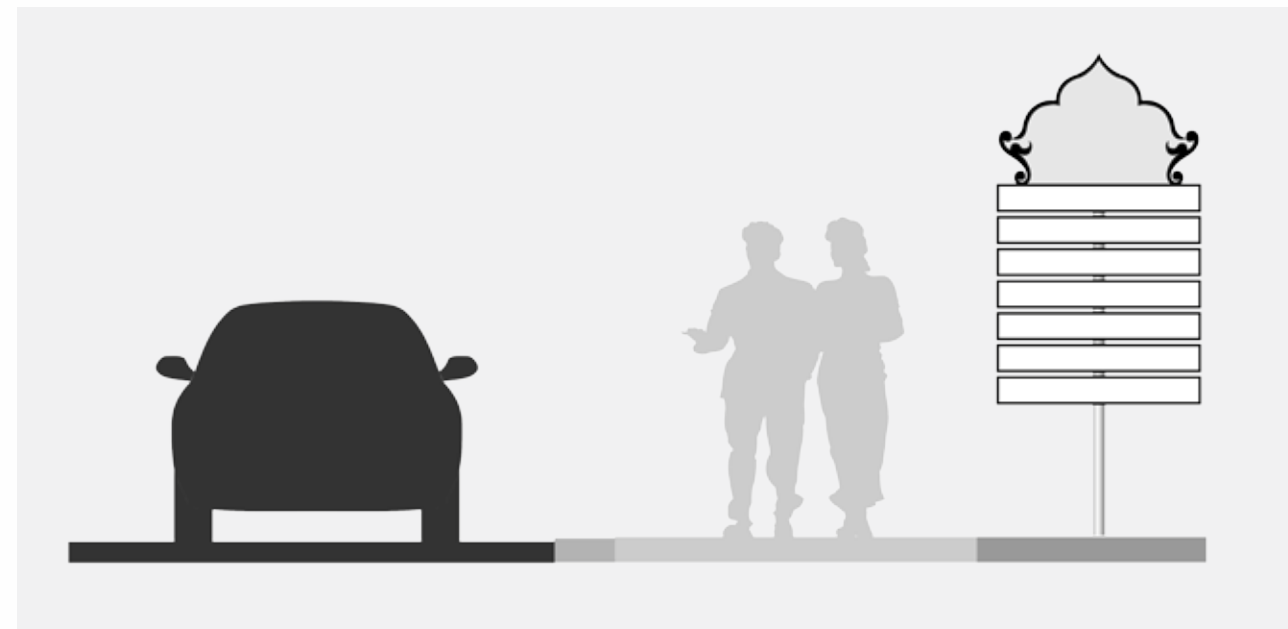
INFRASTRUCTURE, AMENITIES AND URBAN FORM

Goal 8: Knit the district together across Thomasville Road.

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Ensure merchants association represents both sides of Thomasville Road.	TMD	Long-term	Low
Improve ped crossings across Thomasville Road. <ul style="list-style-type: none"> • Crosswalks at all intersections • Proper crossing time allotted by signals 	City & County PW, FDOT, PLNG	Long-term	Medium/ High
Include both sides of Thomasville Road in a pedestrian wayfinding signage program	PLNG, TMD	Mid-term	Medium

Additional Action Items

<i>Project Idea</i>	<i>Implementation Partners</i>	<i>Timeframe</i>	<i>Estimated Expense</i>
Explore an adopt-a-tree program or similar means to maintain or improve landscaping along medians and at gateways.	City PW, PLNG, TMD, NA	Short-/ Mid-term	Low
Provide small mileage markers to serve the recreational runners/walkers in the area. Establish a circuit that becomes popular (i.e., the Loop).	PLNG, PRNA, City PW, TMH	Mid-/ Long-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



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Next Steps



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Phased Implementation

The Market District, as indicated in maps on page 2 & 9, includes the commercial and mixed-use core on the east and west sides of Thomasville Road. However, for purposes of prioritizing the Action Plan, initial public staff actions and investment will be focused on the western half of The Market District. As resources become available, future infrastructure investments will expand to other areas.

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, local business and land owners, governmental agencies, and other community groups.

Future Updates :: Making progress

The Market District 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 April 2012 and October 2012. 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.

Appendix A: FREQUENTLY USED ACRONYMS

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



ACTION PLAN
ADOPTED 10.12.11



ACTION PLAN
ADOPTED 10.12.11

Appendix B: PUBLIC COMMENTS, COMMUNITY WORKSHOP – 1.19.11

The citizen comments gathered during public workshops directed the tasks included in The Market District 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

Businesses

- Localism (concentration of locally owned businesses) that are well established
- Variety of businesses
- Current business owners improving connections thru acquisitions of property
- Organized business community (semi?)

Location / Accessibility

- Convenience/ Proximity to residential areas/ Residents nearby/
- Walkable potential/ Walkability (uses close together)/
- Mixed uses/ Diversity in uses (shop, play, work, live)
- Access, particularly via I-10 / High traffic: visibility (Thomasville Rd)
- Streets Interconnected
- Business density within walking distance

Other

- Concentrated developments of landscaping / Green space abundant
- Perception of safety
- Higher income area/ Quality of development
- Family friendly character
- After school programs, galleries, dance studio
- Farmers Market Pavilion
- Recreation opportunities

Weaknesses

Accessibility

- Thomasville Road is a barrier
- Green space not accessible
- Sidewalks lacking or need repair / Missing connections within sidewalk network / Sidewalk only on one side
- Not bike friendly area
- No crosswalks
- No pedestrian interconnection between businesses & shopping centers - physical barriers (landscaping, fence) / Critical connections are private
- No ramps for disabled
- Informal access ways to local amenities (access to Maclay via private property)
- Inconveniently located handicapped parking
- Car safety & comfort prioritized over pedestrian/cyclist comfort
- Safety concerns for pedestrians

Traffic/Speeding

- Traffic speeds on Market & Killearn Center
- Timberlane traffic speed & curve can be scary
- Poor access management everywhere

Physical Features/Appearance & Effects

- Dark areas without lighting
- More accessible green space needed
- Parking in front
- Screened utility area

Signage

- No directional signs
- Confusion
- No name streets
- Sign clutter
- Temporary signage needs code enforcement

Identity/Social

- Lack of brand for entire area
- No "sense of place" – nobody know they're here
- No nightlife
- Single-purpose visits are common
- No central area for social activities

Other

- Absent landlords, feelings on this project?
- Martin Hurst
- Localized flooding is problematic

Opportunities

Safety & Access

- Sidewalk improvements on Maclay
- Bike lane: E/W connections
- N-S bike route at utility easements / Use power line right-of-way/ Connect residential areas via utilities row to commercial areas / Connect to walking trails existing behind Market district / connect bike trail /

Appendix B: PUBLIC COMMENTS, COMMUNITY WORKSHOP – 1.19.11



ACTION PLAN
ADOPTED 10.12.11

- Formalize pedestrian connections between neighborhoods
- Safer pedestrian route on west side of Thomasville Road.
- Pedestrian refuge necessary within large intersections/street crossings
- Traffic calming / slowing down traffic, get creative with solution
- A roundabout at curve (Timberlane)
- Star Metro route restructuring-Star Metro shuttle
- Improve amenities & infrastructure for disabled patrons
- Lighting

Branding

- Expanding branding to eastside of Thomasville Road
- Visitor/ welcome center
- I-10 signage/ Signage at entrance/ destination district signage
- Billboard purchase by merchants association
- "New" downtown or main street for the northside
- Internet advertising
- Keeping people here, not just a single visit

General

- Mixed use, high density housing
- Seek grant money for improvements

Greenspace / Parks

- Stormwater facilities as parks / Lake Ella-like park will keep people in area / Access to existing stormwater facilities
- Community Gardens at SWMF or anywhere
- More trees needed for pedestrians and aesthetics
- More playgrounds/common area/park
- Backside of Fresh Market could provide parking for Maclay Gardens/other events

Businesses / Private

- Merchants Assoc. formalization
- Work with Minority Enterprise Business Association
- Meet with landlords to discuss making shopping areas walkable
- Provide clear ped. connections from street to front doors
- Owner knowledge of existing connections
- Sidewalk sales in conjunction with other Market District businesses
- Frequent buyers card, or group on for market district

Events / Social

- Street events/close off streets
- Event place & art festival
- Like Winter Park: have common area with movies shown on Friday/Saturday
- Outdoor arts attraction
- Highlight and foster nightlife
- Sense of neighborhood / the neighborhood(s) participating as a group
- Highlight the philanthropy of the district

Threats

- Lack of funding
- National owners of shopping centers / National retailers
- Changing political tide, priorities / lack or loss of State/city/county cooperation
- Transients from I-10
- The economy
- Internal conflict & competition between merchants
- Congested parking around schools, other places
- Power line ROW could remain empty
- People continue to drive



ACTION PLAN
ADOPTED 10.12.11

Appendix C: PUBLIC COMMENTS FROM SURVEY RESPONSES [10.2010 – 01.2011]

The citizen comments gathered during public workshops directed the tasks included in The Market District 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

- Close-in convenience, quality stores close by, services of banks, phone companies, cleaners, etc. etc. makes it ideal for retirees and young people starting out.
- The Market District is home to six vibrant shopping centers filled with specialty shops and cafes, upscale menswear, designer furnishings and home decor. The Farmer's Market makes its home there and an old fashioned ice cream and toy store invites all ages.
- The district is conveniently located slightly north of I-10 with easy access to downtown, plenty of convenient parking, a group of interested merchants who have already begun marketing the area as Tallahassee's ultimate shopping destination.
- The new super-size Publix and Fresh Market are within the 1-mile radius and Premier Health & Fitness Center, backed by TMH, encourages growth and supports the area.
- Many different types of stores in a centralized and convenient location. Lots of gift stores and many eateries.
- Some green space that needs to be kept.
- An easily identifiable area that could also attract interstate traffic with proper marketing.
- The high caliber and quality of locally-owned businesses in the area.
- Convenient and local business
- Proximity to local businesses, home and gym
- Appreciate the great mix of residential and retail land uses in the area. Many different shops, restaurants, and other services to get to quickly and easily. Rarely need to leave this area for day to day needs.
- Diversity of stores and strength of locally owned businesses.
- Good variety of land uses. Many opportunities for shopping and dining.

- Visually attractive - landscaping, quality of developments.
- A large diversity of locally owned businesses. Very dense population of businesses.
- An established area that has been around for a long time.
- Easy access from I-10 as well as surrounded by residential neighborhoods.

Weaknesses

- Lack of respect (loud music, cars, uncontrolled pets) by some residents of "close living" etiquette, upkeep of properties.
- Feeling unsafe walking along the current sidewalks.
- Crossing Thomasville Rd impossible to feel safe.
- This area was built when cars were king and then urban sprawl began. Because of this, the area lacks the safety and appeal it needs to encourage the neighborly sense of place and safety that it needs.
- Traffic is fast and dangerous without pedestrian flashing lights or crossovers. Speed limits are high for the area and accidents abound. Blind spots at curves should be minimized.
- Thomasville Road dissects the district and is not easily crossed.
- Market Street traffic travels too fast.
- Sidewalks are generally good but incomplete in some areas.
- Name confusion could be a weakness.
- It is not "walker-friendly" Maybe having some arched bridges to cross safely between Market Square shops and Market Street shopping areas, and also around the corner by Chico's to have bridge to cross over (above the traffic) to allow for greater access and flow.
- No sidewalks

- Not enough parking
- Not walkable, not enough sidewalks, not luring to strolling around on a Sunday afternoon
- Lack of pedestrian and bike facilities in the area. It is dangerous to try to ride your bike from nearby Killlearn through the Thomasville Road, Capital Circle NE, and I-10 areas.
- Could use more public open spaces amongst the retail.
- Traffic, difficult maneuverability around area.
- Crime/traffic near I-10.
- Confusing traffic patterns for drivers who are not familiar with the area.
- Older businesses with large signs and poor landscaping.
- Thomasville Road is very awkward in this area with the flyover. It is very hard to make U-turns.

Opportunities

- Provide better walking areas that are safer for older residents
- Plenty of light & rest areas that connect with other areas.
- Some way to cross over Hwy. 319 safely so residents could go to the Publix side.
- Safe crossways for pedestrians
- Bike paths
- Landscaping areas leading from sidewalks into each center (flowing from one into another)
- Park-like settings, Benches, Cafe style covered areas
- Expanding sidewalks both in width and length.
- Adding minor traffic calming devices; lower speed limits.
- Enhance green spaces.

Appendix C: PUBLIC COMMENTS FROM SURVEY RESPONSES [10.2010 – 01.2011]



ACTION PLAN
ADOPTED 10.12.11

- Enhance bus stop near Market Street;
- Add theme lighting (street lights); create identity boundary iconic images or signage.
- Some small park-like places for benches
- Crossover (arched) bridges between the shopping/eating areas.
- More sidewalks with better lighting
- Need green space to gather
- Need to have bike trails.
- Sidewalks need to be wider, the whole area needs to be more walkable and connected. It's hard to go from business to business unless you are in a car.
- More local interest events
- More pedestrian and bike facilities.
- Increased maneuverability. It's difficult to get around...no U-Turns, small roads.
- Create a gateway for Tallahassee from the north and from I-10.
- More sidewalk connectivity and bike paths.
- Better, safer pedestrian connections across Thomasville Road at Timberlane, Village Square, and Maclay Road/Killarney Way.
- Make the holding ponds a park w/ boardwalks and area for outdoor concert.
- More events (i.e., street party).
- Effective security measures to provide walking safety.
- Better enforcement of C&R's for neighborhoods, and better HOA enforcement.

Threats

- Homeless from I-10.
- Fast Traffic
- Not sure of zoning but it needs to be restricted to retail/food or similar to reduce dilution of shopping opportunities which are the biggest draw.
- With increased traffic it becomes more dangerous and less accessible to walkers and families living in the immediate neighborhood.
- Increased rents.
- Intrusion of big box retailers.
- Difficulty of reaching stores. A lot of people do not know what is in each center.
- Future roadway widening or realignments of Capital Circle/I-10/Thomasville Roads.

Other

- With time (and money) this could be an area that would really showcase NE Tallahassee and create a real destination. It offers compactness and density with local neighborhoods. It works against "sprawl".
- I have watched this area grow from nothing and I am happy to see that some considerations are being given to make this area special.
- Special signage to designate this area as "The Market District", need to brand the area.



ACTION PLAN
ADOPTED 10.12.11

Appendix D: WORKING GROUP PROPOSALS

The citizen comments gathered during public workshops directed the tasks included in The Market District 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.

- Website development
- Create coordinated promotional events – Groupon-type product, synchronized sidewalk sales, etc.
- Monthly event under the Market Square pavilion.
- Promote outdoor dining opportunities.
- Need accurate/ adequate crossing times for pedestrians to get across Thomasville Road.
- Develop a pedestrian wayfinding program to encourage foot traffic, and break habit of drive in for a single item and then immediately leave.
- Gateway treatments could take on model of Fremont, CA, which have large metal arch above the street – a true gateway.
- Maintain “family friendly” focus for district.
- Lighting needs to be improved along some street segments in order for pedestrian safety.
- Opening the stormwater ponds as a park amenity is great, but a phased approach should begin with the eastern half.
- Need design assistance to remake some of the centers to be more pedestrian friendly – retrofit existing thriving centers so they are interconnected or connected logically.
- Explore centers for areas to promote outdoor activities, al fresco dining, markets, events, etc.
- Create a small shuttle service to run a circuit around the east and west halves of the District.
- Improved coordination with landlords to ensure implementation on private property.
- Hawk’s Glen bike-ped connection from neighborhood to utility corridor to the District.
- Create football game day shuttle to FSU or FAMU campus that would return afterwards, bringing patrons back to the District to dinner, shopping, and an evening out.
- Annual art show for the northeast, possibly hosted under the Market Square canopy or dispersed throughout the District to get folks strolling among the businesses.



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