



CORTEZ ROAD CORRIDOR VISION AND ACTION PLAN

Community Workshop



October 18, 2023

<https://www.swflroads.com/project/444625-1>

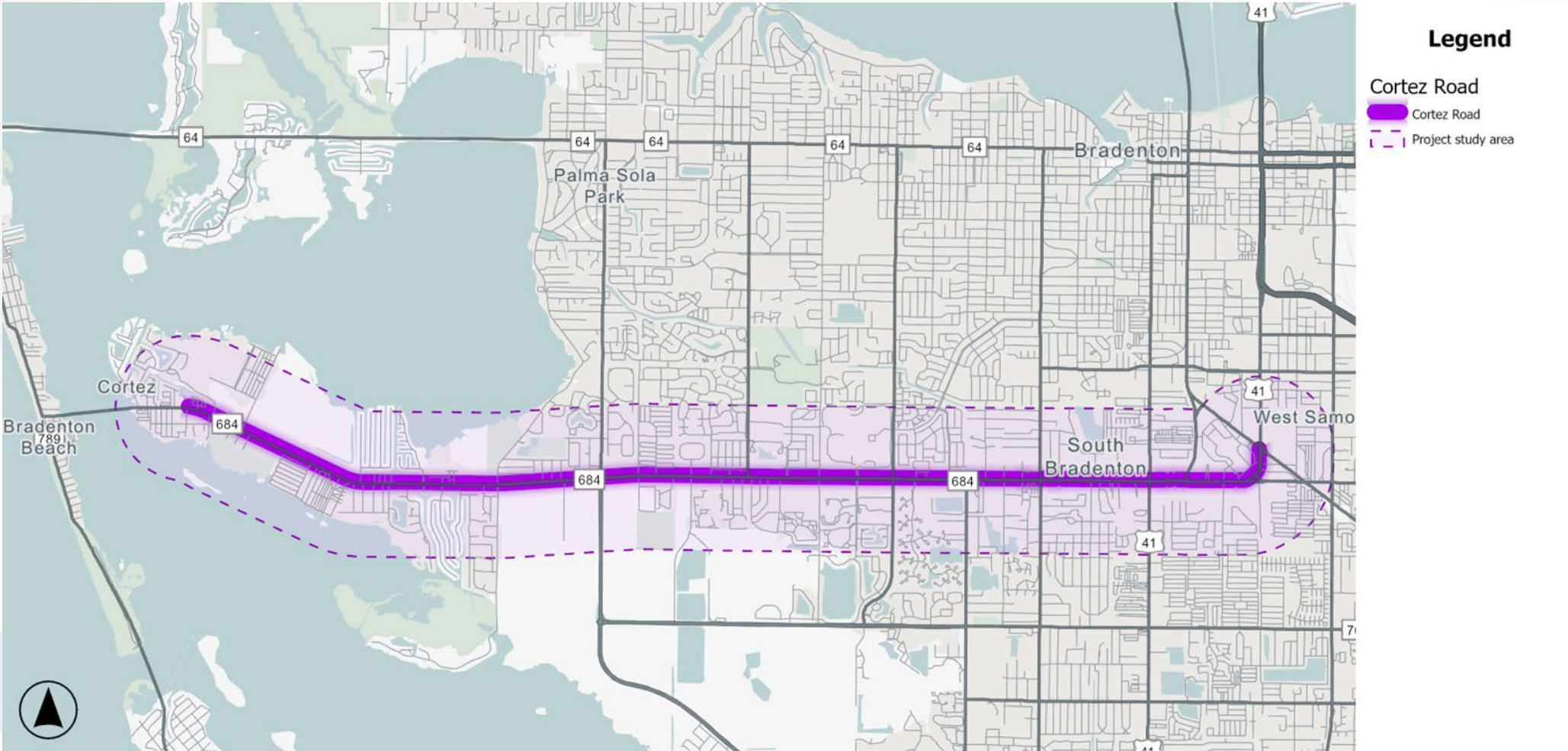
PROJECT INTRODUCTION

AGENDA

- Welcome
- Project introduction
- Corridor context
- Workshop exercises
- Next steps



PROJECT STUDY AREA



CORTEZ ROAD (SR 684) – 121st Street Ct. W to 301 Boulevard

PROJECT PURPOSE

Develop an integrated land use and transportation **VISION and ACTION** plan in partnership with Manatee County, Sarasota-Manatee MPO, local communities and other stakeholders



SARASOTA-MANATEE MPO LRTP VISION



LEGEND

AREA TYPES

- Conservation
- Rural
- Urban Services Area
- Village Resource Management Area
- High Tech / Education / Cultural Corridor
- Regional Employment Corridor

CENTERS

- Major Multimodal Center
- Multimodal Center
- Major Employment Center
- Employment Center
- Tourism Center
- Port Centers

TRANSPORTATION

- Multimodal Corridor
- Premium Transit Corridor
- Express Transit Service
- Premium Transit Tourism Corridor
- Roads
- Proposed Roads
- Potential Intercity Rail

BOUNDARIES

- County
- Urban Services

CORRIDOR CONTEXT AND VISION

- **IDENTIFY** issues, needs, constraints and opportunities
- **DEFINE** the local and regional context
- **ENGAGE** with the community to develop a cohesive corridor vision



PROJECT APPROACH

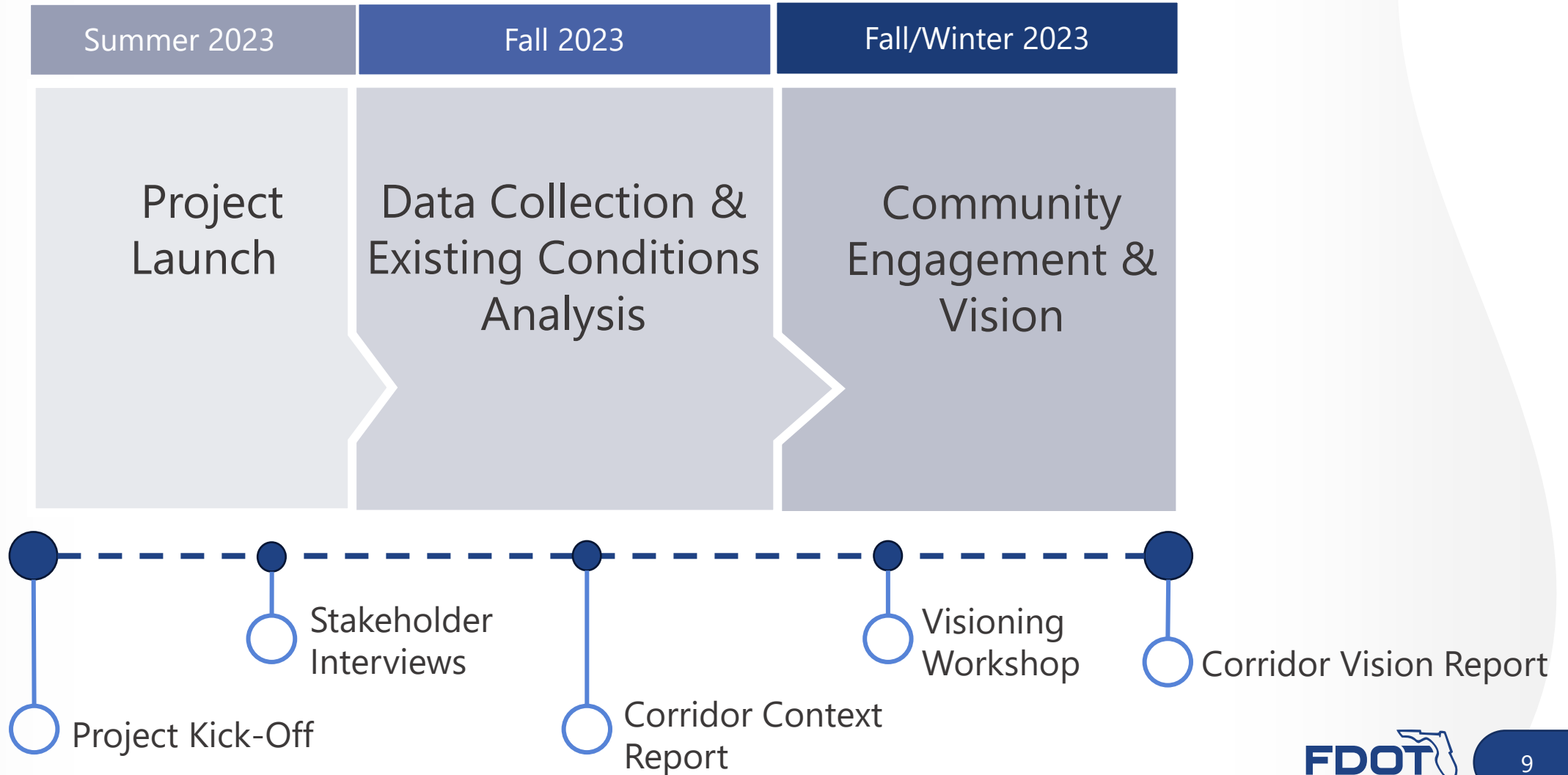
Engagement Approach

Community Perspectives
Community Desires
Known Issues
Potential Opportunities

Technical Approach

Traffic Analysis
Safety Evaluation
Land Use Context and
Opportunity Areas

PROJECT SCHEDULE



WORKSHOP GOALS

- ▶ Hear your perspectives and desires for Cortez Road
- ▶ Identify strengths, weaknesses, and opportunities
- ▶ Envision how Cortez Road could evolve to reach its full potential



COMMUNITY STORIES



CORRIDOR CONTEXT

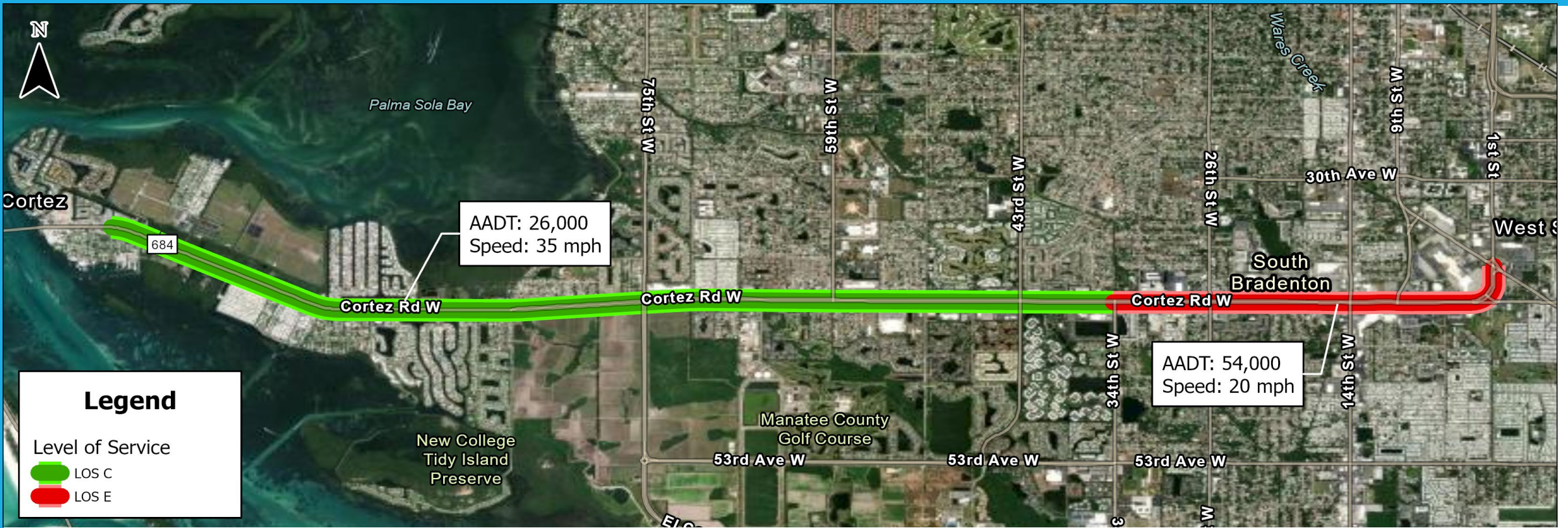
TRAFFIC AND SAFETY CONDITIONS

Roadway Level of Service

Segment	Description	Number of Lanes	FDOT LOS Target	Daily Maximum Service Volume	2022 AADT	Segment LOS
1	301 Blvd to 9th St W	4	D	36600	43700	E
2	9th St W to 26th St W	6	D	54100	54000	D
3	26th St W to 34th St W	4	D	36600	54000	E
4	34th St W to 75th St W	4	D	36600	28500	C
5	75th St W to 92nd Lane W	4	D	36600	26000	C
6	92nd Lane W to 7th Street	4	D	36100	26000	C
7	7th Street to 119th St W	4	D	55700	26000	B
8	119th St W to 121st St Ct W	2	D	22400	15400	C

Source: 2023 Multimodal Quality/Level of Service Handbook, Appendix B: Florida's Generalized Service Volume Tables

LOS highlighted in red indicates a failing LOS. Highlighted rows indicate congested conditions.



EXISTING TRAFFIC CONDITIONS

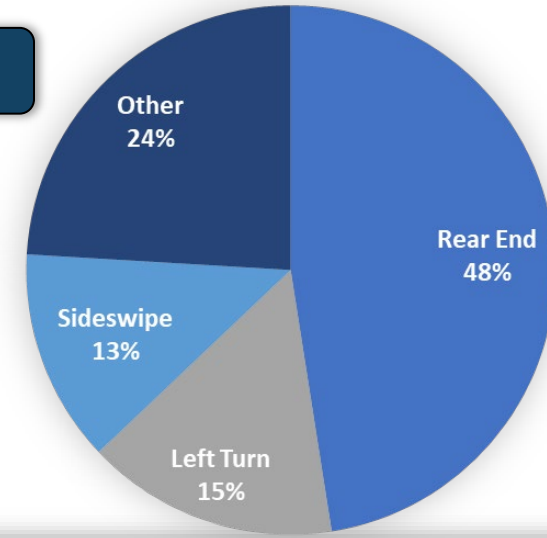
TRAFFIC CONDITIONS SUMMARY

- Eastern part of the Cortez Road corridor experiences congested conditions (LOS - E) throughout the day from 6am to 6pm
- With the continued growth and new development, conditions are expected to worsen
- Congested conditions and aggressive driving are contributing to low average travel speeds (20mph east of 34th Street and 30mph west of 34th Street)
- Worsening traffic has led to incidents, travel time delay and deteriorated quality of life for the residents/travelers

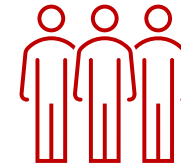
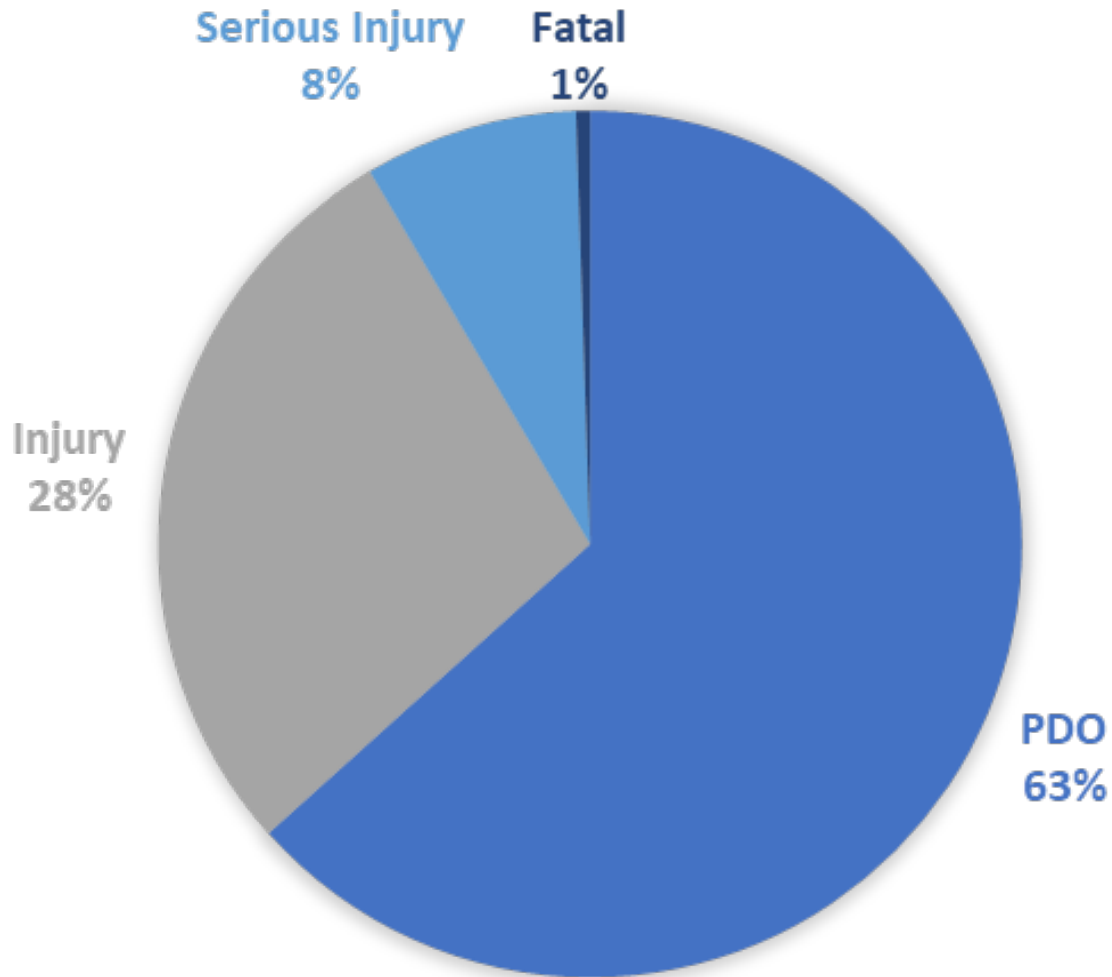
Crash Type

Total Crashes - 5,101

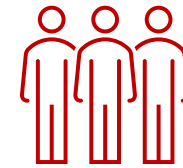
Three (3) of the Top 10 high-crash segments within FDOT D1 are on Cortez Road



Crash by Severity



27 Fatal Crashes
29 Fatalities



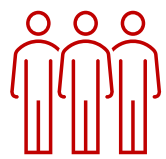
408 Severe Injury Crashes
519 Severe Injuries

Top 3 Contributing causes for 435 Fatal & Serious Injury Crashes

1. Failed to yield right-of-way – 162 (37%)
2. Careless Driving – 161 (37%)
3. Red light running – 33 (8%)

PEDESTRIAN & BICYCLE CRASH SUMMARY (2015-2022)

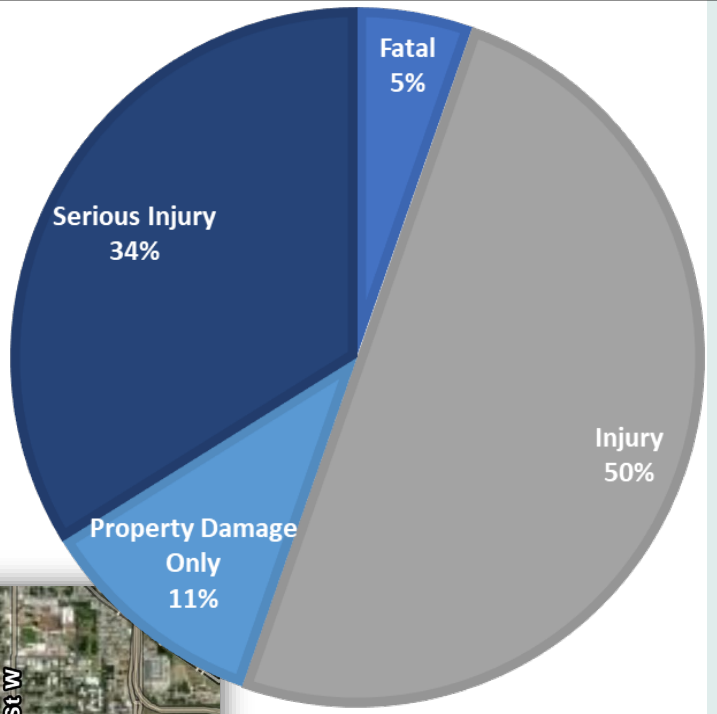
Pedestrian & Bicycle Crashes – 204



11 Fatal Crashes
11 Fatalities



69 Severe Injury Crashes
70 Severe Injuries



Pedestrian/Bike Crash Locations



Pedestrian and Bicycle Crash Heatmap (2015-2022)

WORKSHOP EXERCISES

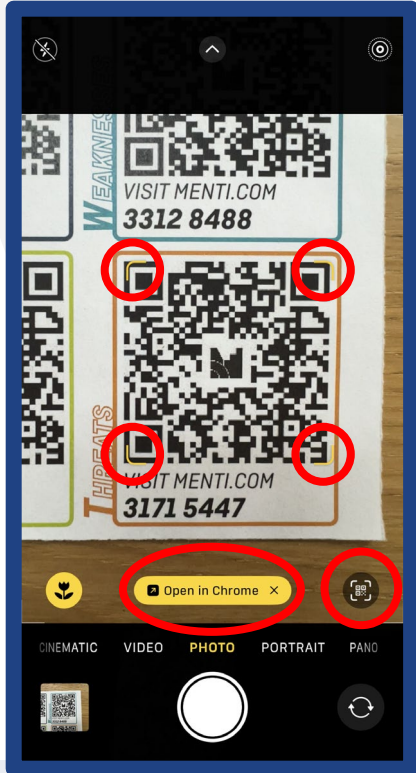
WORKSHOP EXERCISES

1. Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
2. Visualizing places
3. Build your own streetscape
4. Visual preference survey



ACTIVITY #1 – SWOT ANALYSIS

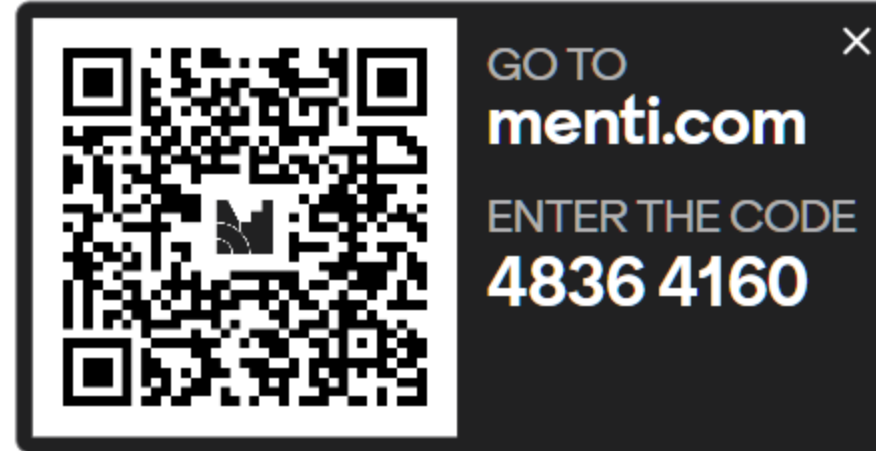
HOW TO USE QR CODE



1. Open camera
2. Hover until yellow frame appears
3. Either press “Open in Chrome” or Icon

STRENGTH

What works well in the Cortez Road corridor?



ACTIVITY #1 – SWOT ANALYSIS

WEAKNESS

What deters you from visiting the Cortez Road corridor?



ACTIVITY #1 – SWOT ANALYSIS

OPPORTUNITY

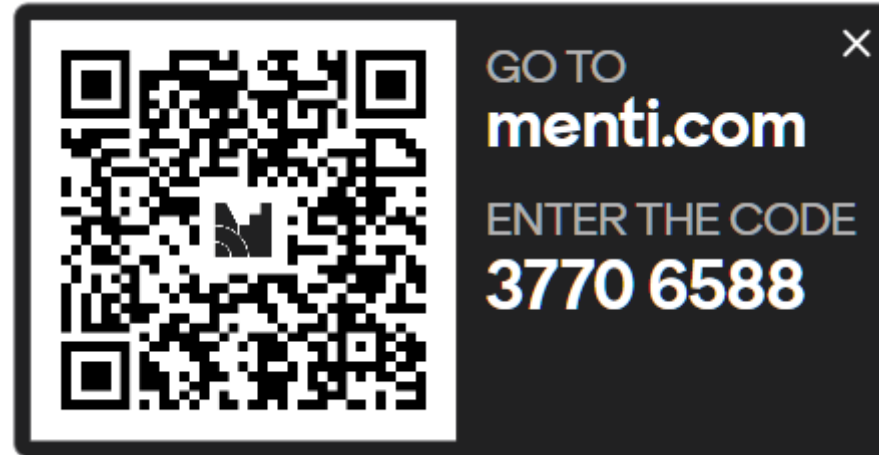
What interventions do think would be beneficial to incorporate into the Cortez Road corridor?



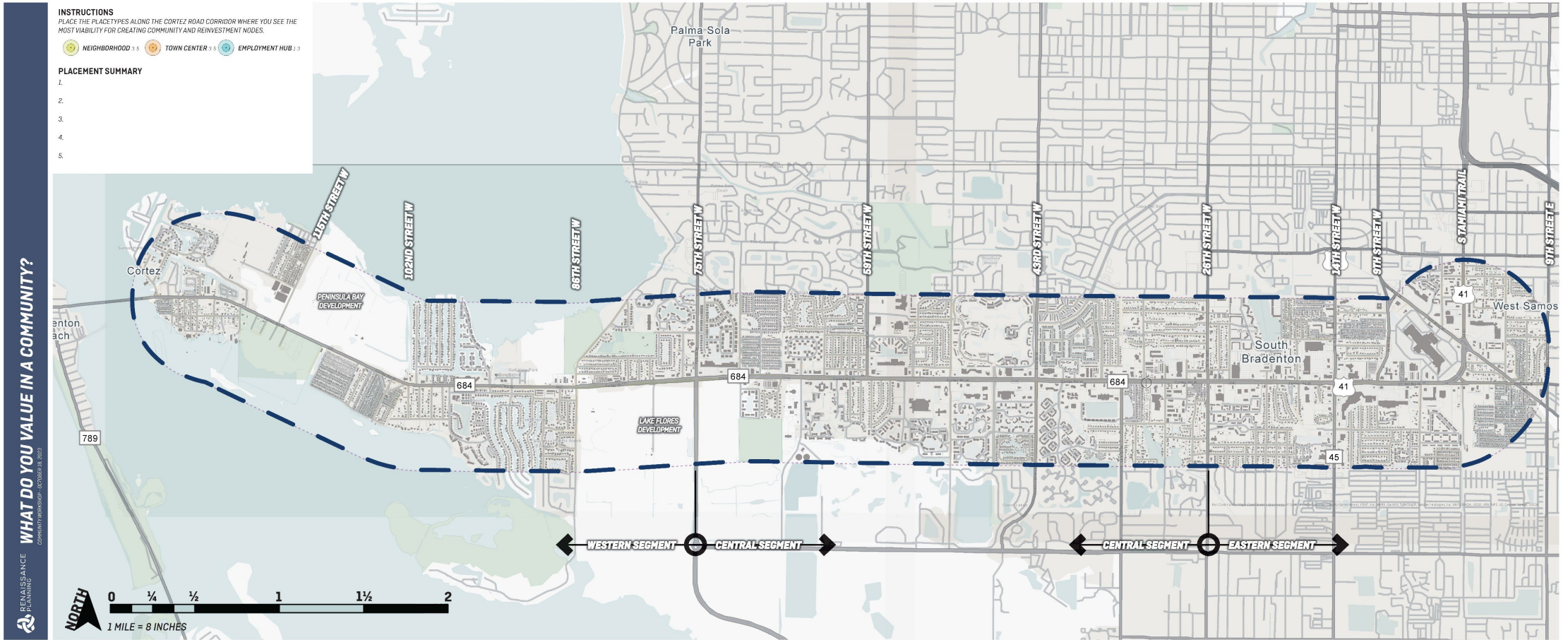
ACTIVITY #1 – SWOT ANALYSIS

THREAT

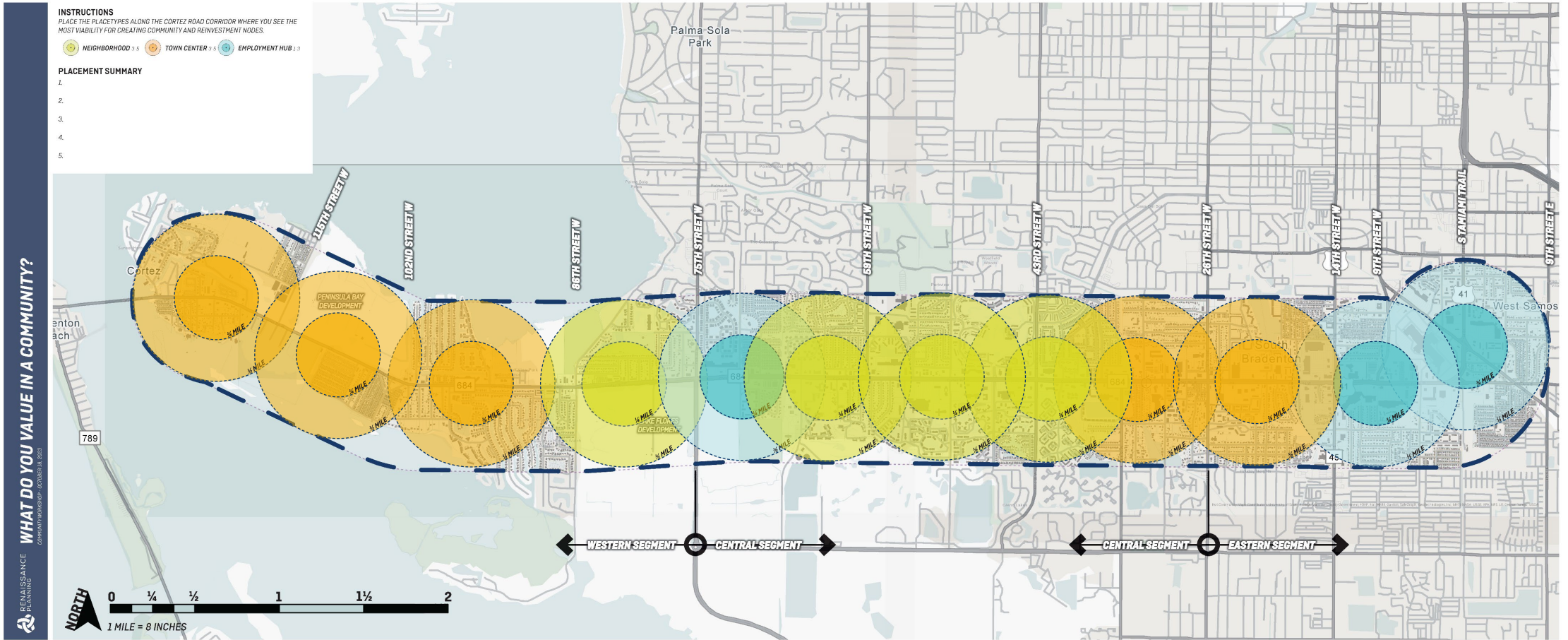
What outside forces do you think would hinder future improvements to the Cortez Road corridor?



ACTIVITY #2 – VISUALIZING PLACES

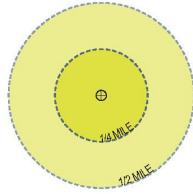


ACTIVITY #2 – VISUALIZING PLACES



RENAISSANCE PLANNING
WHAT DO YOU VALUE IN A COMMUNITY?
COMMUNITY DEVELOPMENT, OCTOBER 2020

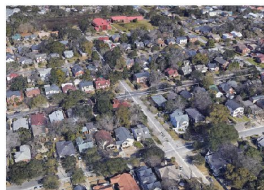
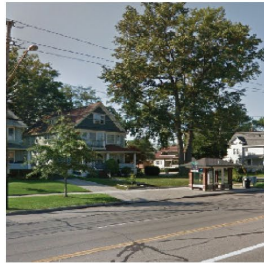
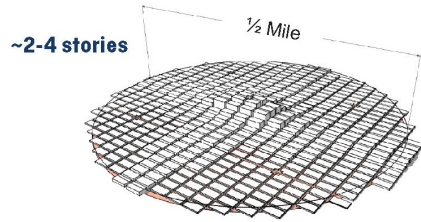
ACTIVITY #2 – VISUALIZING PLACES



Place Type:

NEIGHBORHOOD

Future neighborhood areas will encourage infill and redevelopment to support mostly residential uses as well as schools, religious gathering places, civic spaces and neighborhood-scale businesses. Block sizes will be small and buildings around a central location will generally be 2-4 stories in height. These areas will be the lowest density and intensity areas along the route but include the key characteristics of compact development, walkable streets and a mixture of uses.



Residential Density

15 du/acre

Total Residential Units

3,500



Employment Density (Jobs/Acre)

15

Total Employment

1,500



Employment and Residential Units

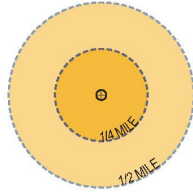
5,000

Jobs and Housing Ratio

2:5

- Community Minded
 - » Focus on community and safe streets
 - » Interconnected and properly scaled streets
- Lower Density / Building Heights
- Residential Development
 - » Single Family Detached / Attached
 - » 2 to 4-story Multifamily
- Interspersed Commercial Nodes

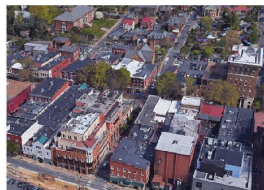
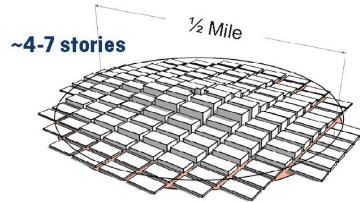
ACTIVITY #2 – VISUALIZING PLACES



Place Type:

TOWN CENTER

Future Town Center areas will encourage infill and redevelopment to support an equal balance of jobs and housing with characteristics like traditional "Main Street" areas. These are centers of commercial and civic activity with shops, restaurants, local businesses, civic and public institutions. These areas are denser than the neighborhood place types and block sizes are slightly larger. Buildings near the central areas will be between 4-7 stories in heights.



Residential Density

20 du/acre

Total Residential Units

4,000



Employment Density (Jobs/Acre)

27

Total Employment

4,000



Employment and Residential Units

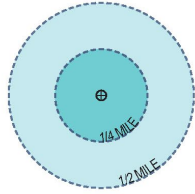
8,000

Jobs and Housing Ratio

1:1

- Higher Density / Building Heights
- Traditional Main Street
- Mix of housing prototypes
- Increased concentration of jobs and commercial opportunities
- Increase presence of civic and public institutions

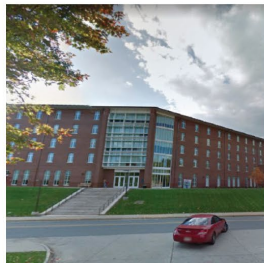
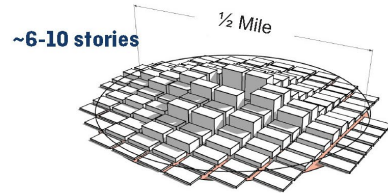
ACTIVITY #2 – VISUALIZING PLACES



Place Type:

EMPLOYMENT HUB

Future Employment Hub areas are those locations where there will be an emphasis on clustering of jobs. This primarily means traditional office buildings, or warehouse and light industrial uses that reflect a more urban development pattern. The block sizes are like the Town Center, but the densities and intensities will be higher with building heights at 6-10 stories. There are some residential units in these areas, but a small percentage compared with other place types.



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Employment Density (Jobs/Acre)

60

Total Employment

13,000



Employment and Residential Units

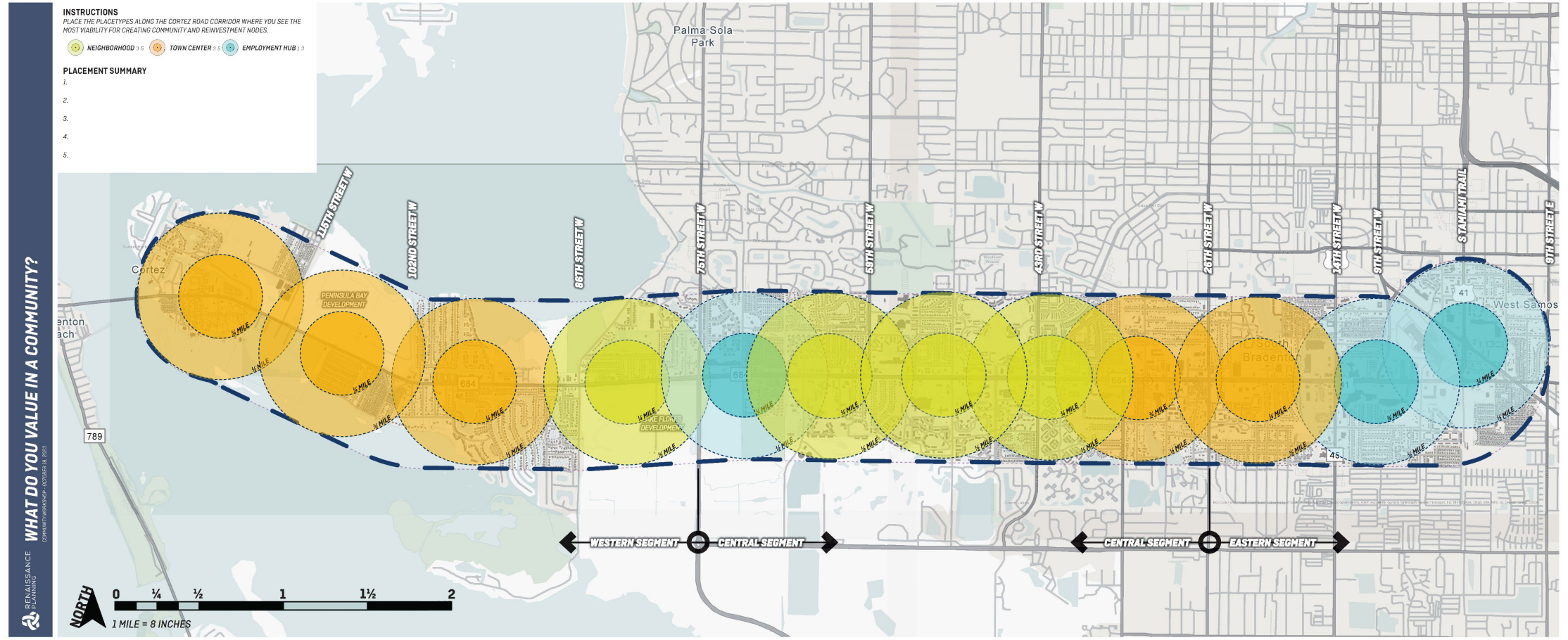
15,000

Jobs and Housing Ratio

4:1

- Highest Employment Density
 - » Focus on diversity of employment opportunities
- Tallest Building Heights
- Residential focus in multifamily developments
- Larger block structure with focus on walkability and connectivity.

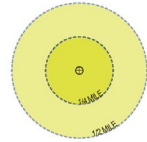
ACTIVITY #2 – VISUALIZING PLACES



ACTIVITY #2 – VISUALIZING PLACES

DIRECTIONS

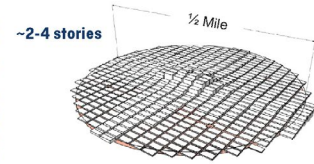
1. Introduce yourselves and ask for a volunteer to scribe notes and help report out at the end of the exercise.
2. Orient yourself to the corridor base map and familiarize yourself with the place types in the handout. Share individual insights with each other about different neighborhoods, activity centers, commercial areas and future development parcels. Use the yellow sticky notes to add additional labeling or information you want to share with the group or study team.
3. Start locating the Place Types on the map. Once you have decided on all the Place Types and their locations, use the double-sided tape to secure them to the base map.
4. Provide no more than 3-5 bullets summarizing your strategy for the corridor.



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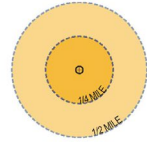
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Employment and Residential Units

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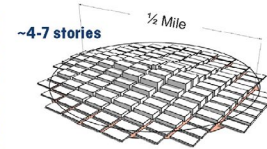
Jobs and Housing Ratio
2:5



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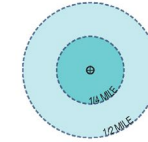
Total Employment
4,000



Employment and Residential Units

8,000

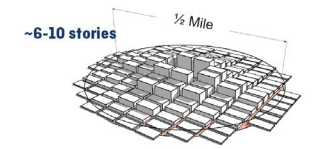
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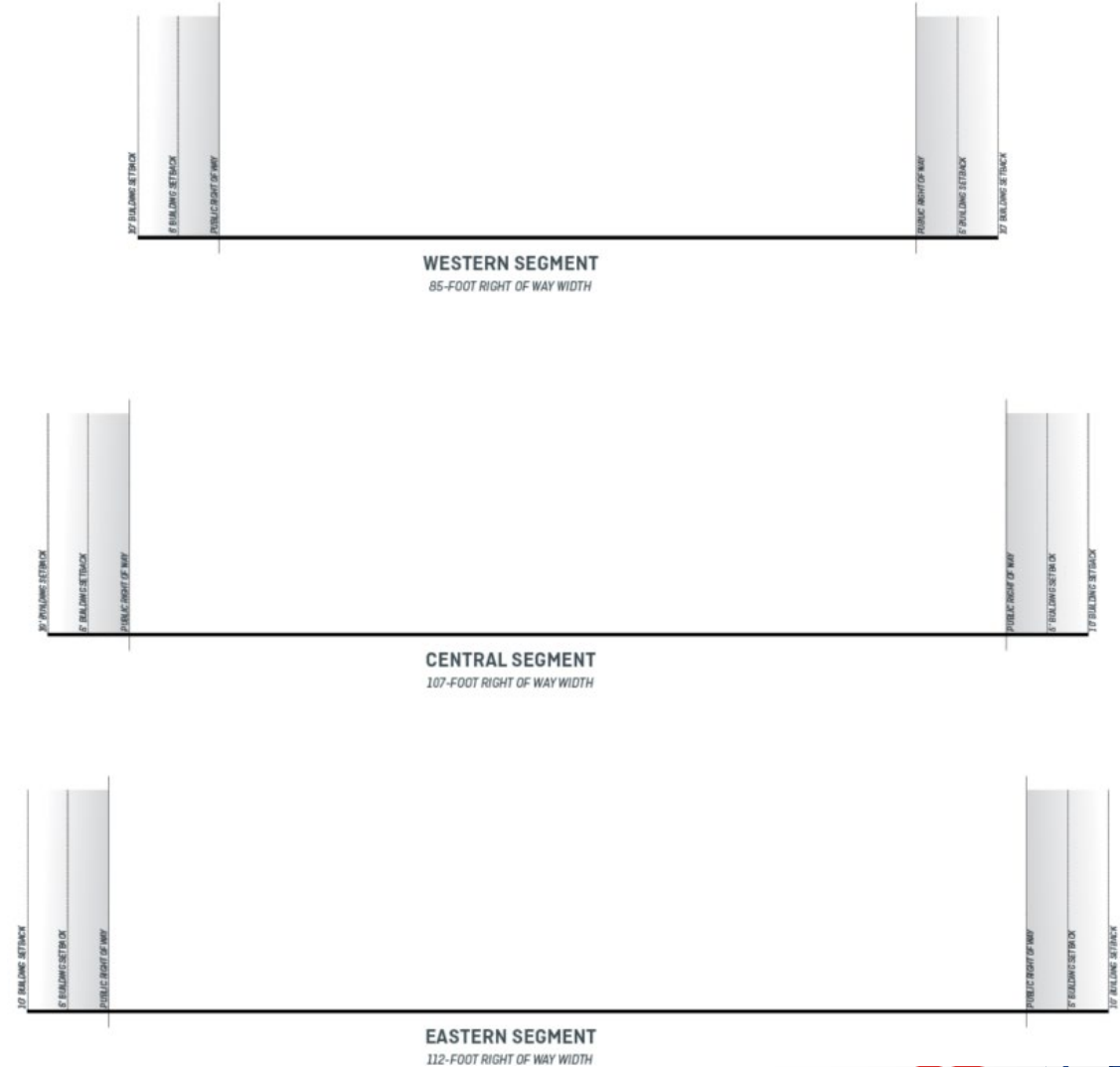


Employment and Residential Units

15,000

Jobs and Housing Ratio
4:1

ACTIVITY #3 – BUILD YOUR OWN STREETScape!



ACTIVITY #3 – BUILD YOUR OWN STREETScape!



ACTIVITY #3 – BUILD YOUR OWN STREETScape!

DIRECTIONS

1. All streetscape elements must remain within the public right of way.
2. Must provide bus/trolley accommodations within the public right of way in each direction. Can be shared, dedicated, center or any combination of any.
3. On-Street bike lanes must be paired with a 2' buffer element or a raised median.
4. Sidewalks may extend past public right of way as long as they are an extension of a sidewalk within the right of way and corresponds with any new infill development suggested.
5. If new development is suggested, depict heights of buildings and where they should land within the suggested setbacks.
6. Must be the same number of vehicle travel lanes in each direction.
7. Game pieces may be layered within the tree and amenity zones as well as any medians.

ACTIVITY #4 – VISUAL PREFERENCE SURVEY

SIGNAGE

Decorative Banner

Wayfinder

ARCHITECTURE

Modern

Contemporary

MATERIALS

Asphalt

Concrete

PARKING

Surface

Structured

LANDSCAPE

Street Trees

Buffered

DENSITY

Low (4-8 du/acre)

Mid (12-20)

OPEN SPACES

Small Park Spaces

Associated

VEHICULAR

Existing Layout

Road Diet

TRANSIT

Existing Bus Stations

Dedicated Lanes

BICYCLE

On-Street (No Protection)

On-Street (Protected)

WALKING

Along Curb (Minimum Width)

Buffered Sidewalk

ON-STREET PARKING

Parallel

Angled

TRAFFIC CALMING

Intersection Treatments

Mid Block Crossing

FURNITURE

Bench

Trash and Recycling

LIGHTING

COBRA Head

Decorative Globe

WHAT DO YOU VALUE IN THE PUBLIC REALM?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

WHAT DO YOU VALUE IN PRIVATE DEVELOPMENT?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

HOW WOULD YOU PREFER TO GET AROUND?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

WHAT DO YOU VALUE IN THE PUBLIC REALM?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

WHAT DO YOU VALUE IN THE PUBLIC REALM?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

WHAT DOES THAT MEAN?

COMMUNITY ORIENTED

Midrise Neighborhood Core
 Mix of Housing Types
 Controlled Public Spaces
 Mid to Low Density
 Highly Walkable and Connected

DESTINATION ORIENTED

Higher Density
 Horizontal and Vertical Mixed Use (Retail / Office / Residential / etc)
 Highly Connected Through Multiple Modes of Transit
 Architecturally Diverse
 Greenhouses

RETAIL ORIENTED

Retail Predominant Focus w/ Limited Housing Options
 Surface Parking
 Vehicle Access Dominant
 "Main Street" Appearances

WHAT DO YOU VALUE IN A COMMUNITY?
COMMUNITY WORKSHOP - OCTOBER 11, 2022

INSTRUCTIONS:
 PLACE A TOTAL OF THREE DOTS ANYWHERE WITHIN THE ORANGE TRIANGLE OR ALONG ITS EDGES TO REGISTER WHAT YOU VALUE OR WHAT TYPE OF PLACE YOU WOULD LIKE TO SEE ALONG EACH OF THE CONTEXT ROAD CORRIDOR SEARCHES.

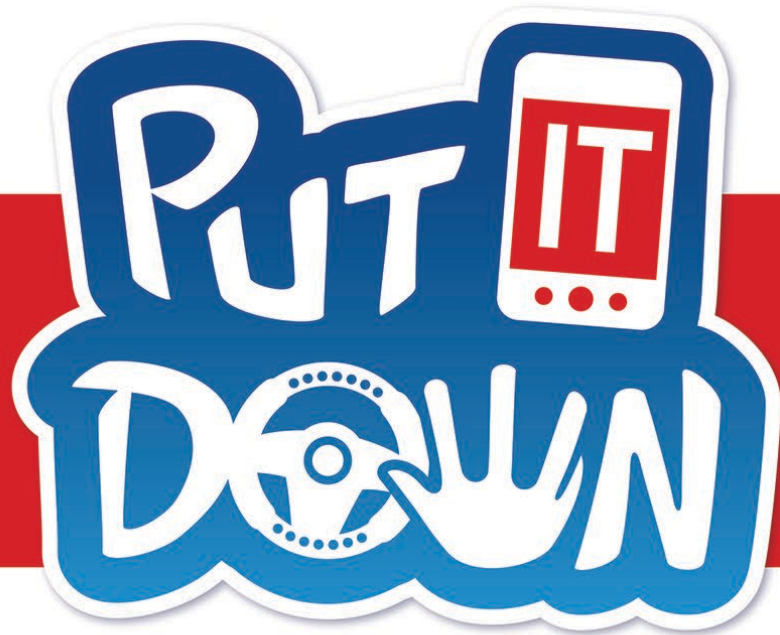
● WESTERN ● CENTRAL ● EASTERN

NEXT STEPS

NEXT STEPS

- Synthesize workshop outcomes
- Illustrate and characterize corridor vision
- Present and refine corridor vision
- Initiate corridor action plan





IT CAN WAIT

FOCUS ON DRIVING!





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Frank Kalpakis, Consultant PM

fkalpakis@ciesthatwork.com

Project Website

<https://www.swfroads.com/project/444625-1>

