

## Women's Exchange Proposed Expansion - Timeline

- **April 14, 2014** – Community Workshop notice regarding Women's Exchange expansion received.
- **April 30, 2014** – 1<sup>st</sup> Community Workshop (required as part of the Laurel Park Overlay District) held. The Laurel Park Neighborhood Association submitted a letter outlining its concerns about the proposal. Approximately 30 residents attended, all of whom expressed concerns about the proposed loading dock on Rawls Avenue.
- **May 8, 2014** – In a news article Women's Exchange CEO Karen Koblenz said the organization was "seriously considering input received from residents" and that the Women's Exchange was "not so far into the process where some of these things can't be considered".
- **January 20, 2015** – building permit notice received. No substantive changes to plan.
- **February 4, 2015** – Laurel Park Neighborhood Association president Jude Levy submitted a letter (attachment E) to the Women's Exchange CEO and Board of Directors re-iterating the neighborhood's concerns regarding the loading dock. No reply received.
- **February 24, 2015** – 2<sup>nd</sup> Community Workshop held
- **March 11, 2015** – 1<sup>st</sup> Planning Board meeting regarding Women's Exchange proposed expansion. At that last minute, the city attorney limited discussion to only the south wing of the existing building. Residents were barred from speaking to their main concern – the loading dock. One Board member was absent, and another (the Women's Exchange project's architect) recused himself; 2 of the 3 remaining Board members (including Robert Lindsay, son of the Women's Exchange co-founder) voted to grant the variances required for the south wing reconstruction. The 3<sup>rd</sup> did not. Matter carried over to the next meeting.
- **April 8, 2015** – 2<sup>nd</sup> Planning Board meeting regarding Women's Exchange proposed expansion. The 4<sup>th</sup> member of the Board reviewed the proceedings from the March 11 meeting and the City staff's recommendations, and voted against the variances due to their violation of the code.
- **June 16, 2015** – Women's Exchange submitted a request for a building permit on just the northern building and loading dock.
- **July 30, 2015** – Tom Barwin facilitated a meeting between LPNA representatives and CEO, architect, founder, several Board members, and the attorney for the WE. Mr. Barwin suggested the WE make proffers as to how the loading dock anticipated impacts could be mitigated.
- **August 27, 2015** – the Women's Exchange submitted a minimal list of proffers to the City.
- **September 4, 2015** – the Laurel Park Neighborhood Association sent a letter to the City regarding the minimal proffers and urging the City to decline the building permit.
- **October 30, 2015** – City grants administrative approval for loading dock building permit.



October 13, 2015

Brenda L. Patten, Esq.  
Berlin/Patten/Ebling, PLLC  
1819 Main Street, Suite 1000  
Sarasota, Florida 34236

Re: 539 S. Orange Avenue/Woman's Exchange  
Building Permit Application 20152184

Dear Brenda,

Thank you for proffering the six conditions as reflected in the attached document dated September 28, 2015. I will be authorizing the issuance of the above referenced building permit with these conditions, with the exception of one change to #4. I will be limiting the maximum number of pick-ups from and deliveries to the Rawls Avenue loading done by all types of vehicles (trucks, automobiles, van, etc.) scheduled per day to 12 instead of 16. The Woman's Exchange represented in their community workshops an average of 8 deliveries and pick-ups daily. In your letter of July 8<sup>th</sup> you stated that the Woman's Exchange averages a total of 11.8 pick-ups and deliveries per day during peak season and fewer the remainder of the year. Zoning code section VII-201 and the site plan criteria of zoning code section IV-506 require me to review whether there are factors of compatibility which can be utilized to mitigate or improve the effect of the development on adjoining and nearby properties and on the community, so I believe limiting the number of pick-ups and deliveries 12 daily best accomplishes that goal.

Your contractor will need to finish answering all outstanding comments from the various departments and we will have to come to agreement on the remaining construction staging issues.

Zoning code section VI-911(f) requires me to provide notice of issuance of a building permit within 5 working days of the issuance. That decision to grant the building permit may be appealed within 20 working days of the decision by anyone who qualifies under zoning code

section VI-911(g). I just wanted to provide you the specific details in advance of the conditions I will be imposing on the building permit.

I would be happy to arrange a meeting with the development staff and your contractor to wrap up all of the remaining comments so that we can issue the required 5 day notice. Please let me know if you want me to facilitate that meeting with Southern Cross Construction.

Sincerely,



Timothy D. Litchet, Director  
Neighborhood and Development Services

cc: Thomas Barwin, City Manager  
Robert Fournier, City Attorney  
Kate Lowman  
Jude Levy  
Dan Harris  
James Miller  
Alex DavisShaw, City Engineer, NDS  
Gretchen Schneider, General Manager, NDS  
Courtney Mendez, Senior Planner, NDS  
Daniel Ohrenstein, Assistant City Engineer  
Leonard Scherry, Engineering Tech III  
Larry Murphy, Building Official

Conditions Proffered for Building Permit No.20152184 by  
Woman's Exchange, Inc. of Sarasota  
September 28, 2015

The following conditions are proffered by the Woman's Exchange, Inc. of Sarasota as conditions of issuance of building permit #20152184 for a loading zone on Rawls Avenue. These conditions shall apply to use of the loading zone approved for construction by building permit #20152184 and shall terminate at the time building permit #20152184 is terminated or upon issuance of a subsequent building permit for the property.

1. All pick-ups from and deliveries to the Rawls Avenue loading zone shall be scheduled by the staff of the Woman's Exchange Inc., of Sarasota between the hours of 8 AM and 5 PM Monday through Saturday.
2. No truck larger than a Single Unit 24' vehicle and no vehicle pulling a trailer shall be scheduled to use the Rawls Avenue loading zone.
3. All pick-ups and deliveries using trucks larger than a Single Unit 24' vehicle or using a vehicle pulling a trailer shall be scheduled in the Woman's Exchange main parking lot on Orange Avenue.
4. The maximum number of pick-ups from and deliveries to the Rawls Avenue loading zone by all types of vehicles (trucks, automobiles, vans, etc.) scheduled per day shall not exceed 16. To determine compliance, based upon evidence of a violation presented to the City, the City staff may, upon request and during regular business hours, review the log maintained by the Woman's Exchange of pick-ups from and deliveries to the loading zone.
5. The Woman's Exchange shall post instructions at the Rawls Avenue loading zone and provide drivers written instructions to exit the loading zone by heading south on Rawls Avenue to Oak Street, then turning right on Oak Street to Orange Avenue. The City may post a sign at the corner of Rawls Avenue and Oak Street directing vehicles exiting the loading zone to turn right on Oak Street and exit on Orange Avenue.
6. The Woman's Exchange shall monitor the loading zone to ensure that vehicles do not stack on Rawls Avenue. If the loading zone is in use, waiting drivers will be directed to park in the parking lot on Orange Avenue until a parking space is available in the Rawls Avenue loading zone.



## Laurel Park Neighborhood Association

Laurel Park Neighborhood  
Association  
PO Box 1485  
Sarasota, FL 34230  
Jude Levy, President

Mr. Tim Litchet  
Director, Neighborhood and Development Services  
City of Sarasota  
1565 First Street  
Sarasota, FL 34236

**Re: Building Permit #20152184 for 526 Rawls Avenue, Woman's Exchange, Inc.**

Dear Mr. Litchet,

The proffers submitted by The Woman's Exchange for a loading dock on Rawls offer almost nothing new regarding vehicle usage and do not address any of the overarching concerns the neighbors have expressed concerning safety, noise, aesthetics and the preservation of parking for adjacent residents. **The project, as presented and including the proffers, is not compatible with a residential neighborhood directly across the street. We urge you to turn it down.**

In her letter of August 27, 2015, Ms. Patten refers to a "productive" meeting with neighborhood representatives which "resulted in discussion of some ways in which use of the loading dock could be conditioned to address neighborhood concerns." This implies that some agreement was reached, which was most emphatically not the case. The few elements which the neighbors indicated might begin to mitigate the situation (but not make it acceptable) are not part of the proffers. Neighbors were clear throughout the meeting that placing a loading dock on Rawls was unacceptable.

Subsequent to that meeting, the City faxed a minimal list of proffers which they apparently expected the Woman's Exchange to proffer. From the neighbor's point of view, that list was minimal and disappointing: it does not begin to address larger issues of compatibility. It also appeared to signal that nothing more was needed to obtain an approval. The proffers offered by the Woman's Exchange do not even meet that low standard. And there has been no further mention of the additional truck test requested by the City Manager.

**Specific comments on proffers:**

1) *All pickups from and deliveries to the Rawls Avenue loading zone shall be scheduled by the staff of the Woman's Exchange Inc of Sarasota.*

Comment: The Woman's Exchange already schedules all furniture deliveries and pickups. This is normal business practice.

2) *No truck larger than a single unit 24' vehicle and no vehicle pulling a trailer shall be scheduled to use the Rawls Avenue loading dock.*

Comment: At the February 24, 2015 Community Meeting, the Woman's Exchange stated that their current truck is a 16' box truck with no back-up beeper. The proffer should clearly state that this is the truck they intend to use. Presumably the 24' figure refers to external dimensions and not to internal capacity, but this is not specified and could be contested in the future.

3) *Trucks larger than a single unit 24' vehicle and vehicles pulling a trailer will unload at the parking lot.*

Comment: As with several other aspects of these proffers, **this puts the neighborhood in the position of having to act as an enforcer**. If the conditions are not met, does the neighborhood have to assign people to document abuses? And if they are occurring and documented, to whom do we report? Clearly, the police have larger and more important concerns than dealing with problems of this nature. If neighbors call the police, then they are obliged to remain in place until the police show up, at which point the offender will likely be gone. Will the city act as enforcer when the neighbors bring their concerns to your attention? Why would the city permit a loading dock to be built in a location where such hard to enforce constraints are required to make the operation function at a still unacceptable level?

A second aspect of this raises larger issues. The original plan submitted by the Woman's Exchange included a revision of the southern wing, but they have chosen to break this project into parts in an effort to find an easier way to gain approval. **If the Woman's Exchange does not intend to pursue a southern wing, then it is fair to say that they have not made a single concession to the neighborhood while imposing substantial burdens. If they do intend to pursue a southern wing, they will still need to have a specified loading/ unloading area in their parking lot, which the city has stated is not allowed.** Furthermore, competent and substantial testimony was submitted to the city showing that city code would be violated in numerous ways by the planned southern wing. (Submitted for the March 11 Planning Board hearing where, at the last minute, no discussion of the loading dock was permitted.) Will these issues be clarified prior to approval, or will the city change its position down the road, and how will that be justified? Is it not in the interest of all parties involved to address these issues in their totality and up front?

Finally, if the Woman's Exchange is maintaining a loading area for all vehicles with trailers and larger trucks, why can't this area be used for all pickups and deliveries?

4) *The maximum number of pickups from and deliveries to the Rawls Avenue loading zone by all types of vehicles scheduled per day will not exceed 16.*

Comment: **Sixteen trips is double the amount stated in Community Meetings.**

The applicant was explicit that they have an average of 8 pickups and deliveries per day. But, they have also stated that they wish to double their donations to charity. This would require a doubling of their annual business. The 16 trip figure is consistent with that plan. **Sixteen trips a day x 6 days a week x 52 weeks a year translates to almost 5000 truck passages a year on a narrow, historic, brick paved street with no continuous sidewalks, where residents frequently walk dogs and push strollers.** With that volume, it seems not unlikely that parked cars, and more importantly, people would be endangered by this loading dock. If approved, it is an accident waiting to happen.

5) *The Woman's Exchange shall post and hand out instructions requiring drivers to head south on Rawls.*

Comment: The instructions do not ask drivers to turn right on Oak (as was listed in Mr. Litchet's handwritten potential proffers.) Furthermore, drivers will in fact make their own decisions about going down Cherry Lane and Oak, regardless of any posted notice. No amount of complaining on the part of neighbors will change that, and there will never be any enforcement on this issue.

6) *The Woman's Exchange shall monitor to ensure that there is no stacking on Rawls and will direct people to park in the Woman's Exchange parking lot if stacking occurs.*

Comment: First, stacking may also occur on cherry Lane. Secondly, if Woman's Exchange staff is at the loading dock, they will be busy unloading vehicles and may not even see stacked vehicles. Most importantly, this requires neighbors to act as enforcer.

**Additional LPNA comments:**

7) The proffers do not include Mr. Litchet's handwritten potential proffer calling for the Woman's Exchange to maintain a daily log of deliveries, including times.

8) The proffers do not include Mr. Litchet's handwritten potential proffer calling for the Woman's Exchange to limit use of the loading dock to one vehicle at a time. The drawing distributed at the July 30, 2015 meeting clearly shows two vehicles in the bay. One of those vehicles was parked in the area currently occupied by a Verizon pole, preventing a truck test in that spot. Being further north and away from Cherry Lane, it will be more difficult to pull into that bay.

9) The proffers do not include Mr. Litchet's handwritten potential proffer calling for the Woman's Exchange to schedule deliveries between certain hours.

10) There is nothing in these proffers to prevent the loading dock from being used by another, potentially more problematic business in the future, such as a restaurant, should the Woman's Exchange choose to sell the property.

11) **The proffers do not protect the neighborhood's interest in preserving parking for the adjacent businesses.** Spanish Oaks, a locally designated historic structure, and the Balcony Apartments, a contributing structure to the Laurel Park Historic District, both rely on street parking for their tenants. The Woman's Exchange representatives have, at various times, expressed the desire to 1) eliminate parking on Rawls, or 2) restrict parking at the corners of Rawls and Cherry. Both measures would negatively impact the existing residents and businesses. If the loading dock is built and becomes a problem, it is not difficult to see that it is the parking which will be eliminated and not the loading dock. **A business friendly city has an obligation to protect existing businesses when another business chooses to expand. Both of these historic structures pay property taxes as do other nearby homeowners.**

The neighborhood has fully enumerated other specific concerns regarding safety, aesthetics and the preservation of adjacent businesses in previous submissions. Again, we urge you to deny this permit and to assist the Woman's Exchange in finding a solution which will permit them to conduct their business in a manner compatible with their neighbors.

We urge you to deny the permit for the Rawls Avenue loading dock.

Sincerely, Jude Levy

President, Laurel Park Neighborhood Association

cc: Tom Barwin  
Marlon Brown  
Gretchen Schneider  
Courtney Mendez

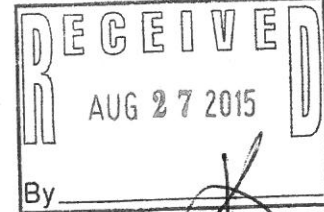
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**B** BERLIN | PATTEN  
ATTORNEYS AT LAW

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Sarasota, FL 34236  
Telephone: (941) 362-7500  
brendapatten@comcast.net

August 27, 2015

Mr. Tim Litchet, Director  
Neighborhood and Development Services  
City of Sarasota  
1565 First Street  
Sarasota, Florida 34236



**HAND DELIVERY**

**Re: Building Permit #20152184 for 526 Rawls Avenue; Woman's Exchange, Inc. of Sarasota**

Dear Mr. Litchet,

With this letter I am transmitting to you the attached conditions which the Woman's Exchange, Inc. of Sarasota proposes to be incorporated as conditions of building permit #20152184 now pending for a loading zone at 526 Rawls Avenue. These conditions shall apply to use of the loading zone approved for construction by building permit #20152184 and shall terminate at the time building permit #20152184 is terminated or upon issuance of a subsequent building permit for the property.

On July 30, 2015, at the request of City Manager Tom Barwin, some board members and representatives of the Woman's Exchange met with representatives of the Laurel Park neighborhood at the office of Hoyt Architects to discuss the pending building permit application. This meeting was voluntary on the part of all participants and was in addition to the two advertised neighborhood workshops previously held as required by section VI-911 of the City Zoning Code. At this meeting, the neighbors were asked to state all their concerns about the proposed loading zone. The meeting was productive and resulted in discussion of some ways in which use of the loading zone could be conditioned to address neighborhood concerns.

Even without the proposed conditions, we believe the proposed loading zone will be operated by the Woman's Exchange in a responsible manner that is compatible with the Laurel Park neighborhood and consistent with City regulation. However, the proposed conditions give further assurances of the manner in which the loading zone will be operated. Upon submission of a revised staging plan, the Woman's Exchange building permit application will comply with all City requirements for issuance of a permit. We look forward to receiving the building permit as soon as your review is completed. Please call me if you have any questions regarding the attached conditions.

Very Truly Yours,

  
Brenda L. Patten

cc: Karen Koblenz, CEO

Conditions Proffered for Building Permit No.20152184 by  
Woman's Exchange, Inc. of Sarasota  
August 27, 2015

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## **Article IV - Development Review Procedures**

### Division 5. - Site Plan

- Sec. IV-506. - Standards for review.

In reaching a decision as to whether or not the site plan, as submitted, should be approved, approved with changes, approved with conditions or disapproved, the building, zoning and code enforcement department, planning board and the city commission shall consider the extent to which the application is consistent with these regulations, any conditions imposed by approval of a rezoning or conditional use, generally accepted site design principles and the extent to which the development furthers the goals and purposes of these regulations. In the event of an appeal, the planning board or the city commission may impose conditions on approval of a proposed development.

The building, zoning and code enforcement department, planning board and city commission shall use and be guided by the following criteria in the exercise of their discretion when evaluating a site plan submission:

(1)

Whether the proposed development, design and layout are in keeping with the intent and specific standards and criteria prescribed in pertinent sections of the land development regulations;

(2)

Whether, on balance, the proposed development, design and layout are compatible with the Sarasota City Plan, as amended;

(3)

Whether the required information has been furnished in sufficiently complete and understandable form to allow an accurate description of the proposed use(s) and structure(s) in terms of density, location, area, height, bulk, placement, setbacks, architectural design, performance characteristics, parking, and traffic circulation;

(4)

**Whether there are ways in which the configuration of the development (e.g. location of use(s); intensity; density; scale; building size, mass, bulk, height and orientation; lot coverage; lot size/configuration; architecture; screening; buffers; setbacks; signage; lighting; traffic circulation patterns; loading area locations; operating hours; noise; odor; and other factors of compatibility) can be changed which would mitigate or improve the effect of the development on adjoining and nearby properties and on the community.**

(5)

Whether the proposed development, design and layout has made adequate provisions for vehicular and pedestrian access, safety, and traffic circulation (both internal and external to the project), in addition to the requirements of section IV-203 pertaining to concurrency certificates;

(6)

Whether the proposed development, design and layout has made adequate provision for parking and loading and unloading areas; and

(7)

Whether the proposed development, design and layout has preserved the natural features and characteristics of the land; including but not limited to the regard given to existing large trees, natural groves, watercourses, and similar natural features that would add

attractiveness to the property and environs if they were preserved, natural drainage systems, natural buffering, and the use of other techniques for the preservation and enhancement of the physical environment.

(8)

The city commission shall have sole discretion in determining whether the development standards proposed in association with any site plan for an attainable housing project located on G zoned property are consistent with the Sarasota City Plan, will be beneficial to and compatible with surrounding uses, and shall make such findings as a part of any site plan approval. However, attainable housing projects may not be located in existing parks.

(Ord. No. 02-4357, 4-29-02; Ord. No. 07-4770, § 2, 12-17-07)



# Laurel Park Neighborhood Association

Laurel Park Neighborhood  
Association  
PO Box 1485  
Sarasota, FL 34230  
Jude Levy, President

Mr. Tim Litchet  
Director, Neighborhood and Development Services  
City of Sarasota  
1565 First Street  
Sarasota, FL 34236

**Re: Building Permit #20152184 for 526 Rawls Avenue, Woman's Exchange, Inc.**

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We urge you to deny the permit for the Rawls Avenue loading dock.

Sincerely, Jude Levy

President, Laurel Park Neighborhood Association

cc: Tom Barwin  
Marlon Brown  
Gretchen Schneider  
Courtney Mendez

## **Woman's Exchange Building Permit 526 Rawls Avenue**

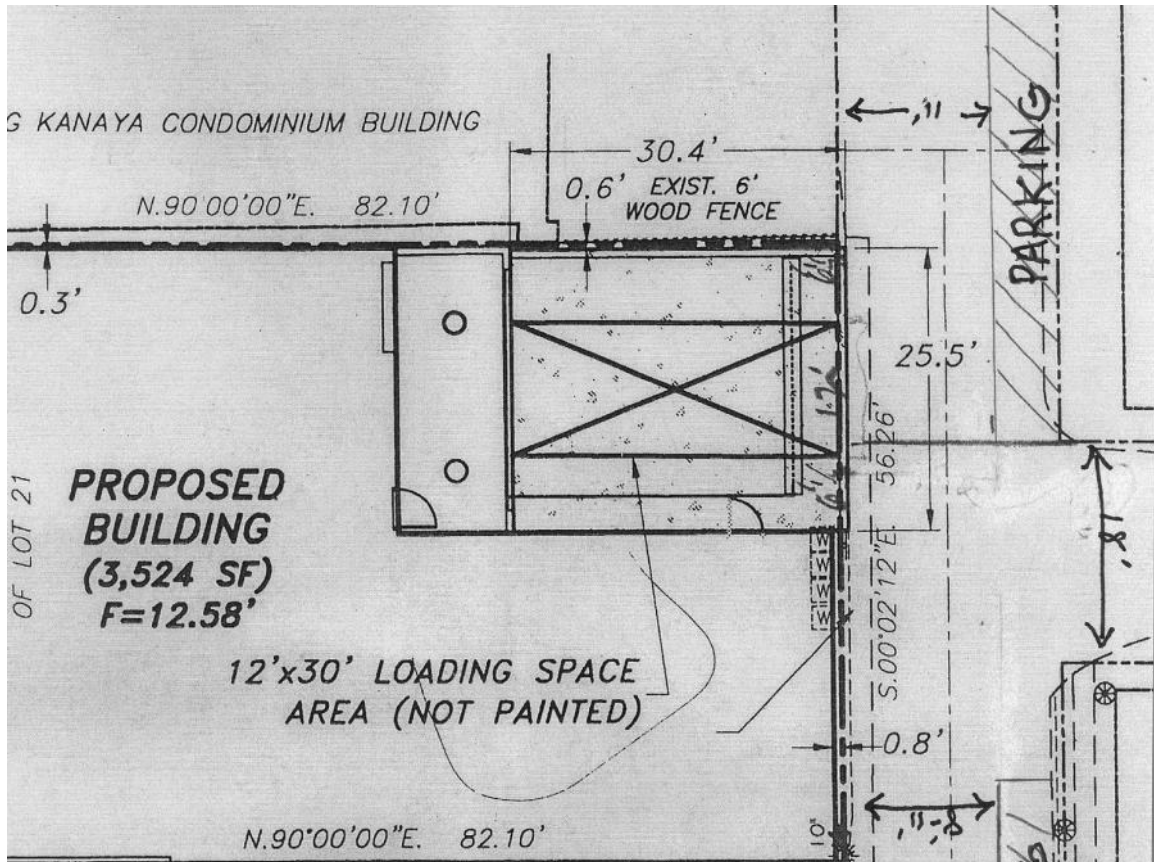
To: Timothy Litchet, Director Neighborhood & Development Services  
CC: Tom Barwin, City Manager; Gretchen Schneider, General Manager Planning & Development; Courtney Mendez, Senior Planner; Alexandra DavisShaw, City Engineer; Leonard Scherry, Engineering Technician III

RE: Woman's Exchange Building 526 Rawls Avenue.

As mentioned numerous times at the April 30, 2014 workshop, the proposed shipping/receiving dock on Rawls Avenue is fraught with many potential problems for residents of Laurel Park and especially residents living on Rawls Avenue, of which there are 53 families: 12 at Spanish Oaks, 5 at the Balcony Studios, a private residence at the corner of Laurel and Rawls and 35 families who reside at Kanaya Condominiums. Rawls Avenue is a *de facto* residential street, and has been for the better part of 100 years. Currently the Woman's Exchange is the sole occupant on Rawls Avenue that is a commercial property.

On February 22, 2015 I rented a 10-foot truck and tested the feasibility of access to the proposed shipping/receiving dock. (It should be noted that this truck is smaller than the Woman's Exchange 16' box truck.) According to the submitted plan a "12' x 30' loading space" is proposed to be constructed approximately 6.5' from the north boundary with Kanaya Condominiums extending 12' southward. I marked out the entrance to the loading dock on the street and on the plan below. I marked out the location of the loading dock on a photograph of the site.





Woman's Exchange Plan, with Street Parking Indicated



Location of Proposed Shipping/Receiving Dock 12'Wx30'D  
(A large truck turning onto Cherry Lane knocked down the green fence)

This location is not quite at the junction of Cherry Lane (a two-way street with no parking) and Rawls Avenue (a southbound one-way street). Measurements show that the south end of the loading dock is north of the north side of Cherry Lane. This means the proposed loading dock is located north of Cherry Lane, NOT in a direct line with Cherry Lane.

Any vehicle desiring to enter the shipping/receiving dock would have to make an “L” turn backing from Cherry Lane. It should be noted that Rawls Avenue roadway is 17’ measured curb to curb, nominally 20 feet as per city plan. When resident cars are parked in front of the Balcony Apartments, the roadway is reduced to 11’. It is not possible to back directly into the proposed shipping/receiving dock from Rawls Avenue, there is not enough roadway for the required turning radius. Vehicles would have to turn onto Cherry Lane and then back into the proposed dock. Resident parking is allowed to the corner of Cherry Lane. This limits the turning radius of a vehicle backing into the proposed shipping/receiving dock.



Truck Can Not Turn to Enter Dock

The intersection of Cherry Lane and Rawls Avenue is a tight turn even when cars are not parked to the corner as witnessed by the destruction of the curbs and sidewalks on the NE and SE corners.



Turning Vehicles Curb Damage, NE Corner Cherry Lane and Rawls Avenue



Turning Vehicle Curb Damage SE Corner Cherry Lane & Rawls Avenue

The assumption is that most vehicles picking up or dropping off furniture would reach the loading dock from Rawls Avenue. Some vehicles could opt to enter from Cherry Lane, which would necessitate making a K-turn at the junction of Cherry Lane and Rawls Avenue to allow said vehicle to back into the dock.



Truck Can't Straighten To Align With Dock





Aerial View Showing Geometry Problem.  
Truck is too far south and won't clear south doorway.

It is pretty obvious that the location of the proposed dock is not practical. Even without a vehicle parked at the intersection, it is still a difficult turn for a truck and impossible for a vehicle with a trailer. The test truck was a 10' box truck. Fourteen and even twenty-foot trucks have been seen at the Woman's Exchange. As drawn and proposed, this loading dock is not usable by those vehicles.

On March 5, 2015 I saw the Woman's Exchange truck on Rawls Avenue and asked the driver if he would try to back into the area I marked on the roadway. He was not able to do it. When I asked what they did when bigger trucks arrive to off load or load, he said: "They park on the street." Any truck or car parked on Rawls Avenue loading or unloading would effectively block the street. One would assume a car or light truck with trailer would also have to park on the street.

If all furniture is to enter and exit from this dock, there will be not only truck traffic, but also automobile traffic. If the dock were occupied, cars and trucks would queue on Rawls Avenue and Cherry Lane.

The placement of the dock on Rawls Avenue encourages truck and other traffic to exit via Cherry Lane and thence to Ohio Place and either Laurel Street or Oak Street to Osprey Avenue or back to Orange Avenue on Oak Street.

One has to wonder if any traffic surveys were done counting the number of cars and trucks using the Woman's Exchange. It is obvious that the current plan shifts the traffic problem from the Woman's Exchange current generous parking lot on Orange Avenue to narrow residential Rawls Avenue.

Woman's Exchange CEO, Karen Koblenz, claims there will be no increase in truck traffic with the new expansion. This begs the question, why are you expanding, if you don't expect more business? The Woman's Exchange currently has three curb cuts into their parking lot. Using more of their current parking lot exclusively for pick-up and drop-off would keep Woman's Exchange traffic within the confines of the Woman's Exchange property and not cause congestion, noise, degrade adjacent property values, or quality of life for the residents living not only on Rawls Avenue, but also Cherry Lane, Laurel Street, Ohio Place and Oak Street.

There was no indication on any of the plans of attempts at beautification of the Woman's Exchange property on Rawls Avenue. Given the amount of new and proposed upscale construction in Laurel Park, having the eyesore of a industrial loading dock on the sight lines of Cherry Lane is out-of-character with this historic and improving neighborhood.

There is yet another reason to reject this plan. If this loading dock is built and the Woman's Exchange decides to sell, moves elsewhere, or goes out of business, another business could move in and use the loading dock day and night.

Also, the truck turning radius on the plan is not drawn to scale.

I would encourage the Planning Board to reject the Woman's Exchange request for a building permit. The placement of a shipping/receiving dock on a narrow residential street is moving an internal traffic problem into a historic neighborhood with no regard for aesthetics, pedestrian or bicycle traffic, public safety or the quality of life of the people that call historic Laurel Park home.

Daniel Harris  
1630 Laurel Street  
Sarasota, FL 34236  
Tel: 718-986-5401  
Danielharris1@mac.com

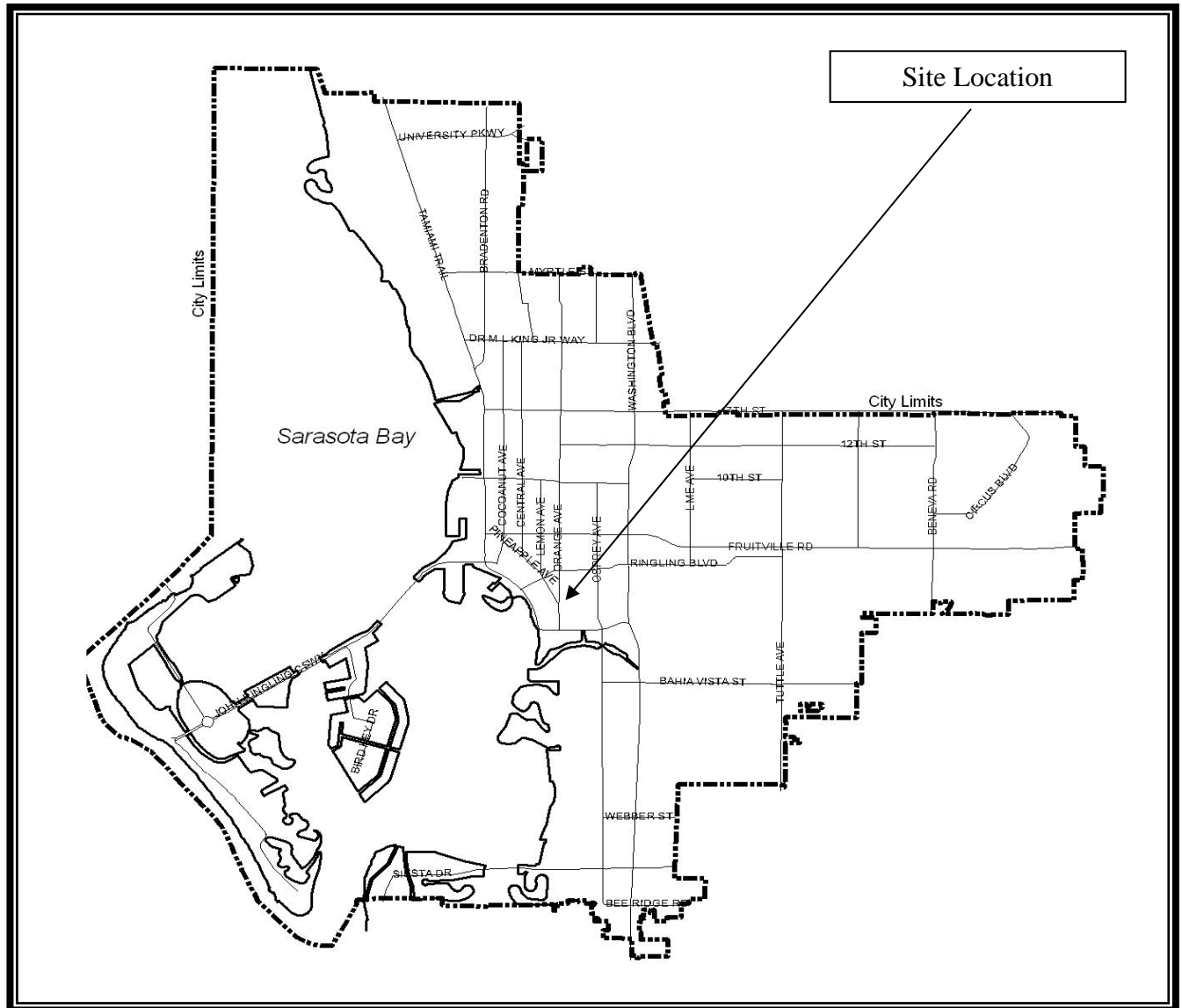
# Woman's Exchange Adjustment 15-ADP-03

Applicant: Joel Freedman, AICP (Agent)

Owner: Woman's Exchange, Inc.

Location: 539 S. Orange Avenue

**Staff Recommendation: Approval with Conditions**



<b>Land Use Classification:</b>	Downtown Core	<b>Case Planner:</b>	Courtney Mendez, AICP Senior Planner
<b>Current Zone District:</b>	Downtown Core (DTC)	<b>Date Accepted:</b>	February 9, 2015
<b>Proposed Zone District:</b>	Downtown Core (DTC)	<b>Development Review Committee:</b>	N/A
<b>Proposed Use:</b>	Retail	<b>Report Date:</b>	February 27, 2015
<b>Parcel Size:</b>	0.78 Acres	<b>Planning Board Hearing:</b>	March 11, 2015
<b>Quarter Section Map #:</b>	40		

# Table of Contents

<b>A.</b>	<b>EXECUTIVE SUMMARY</b>	<b>Page</b>
	Proposal/Site Location.....	1
	Planning Board Alternative Actions.....	2
<b>B.</b>	<b>ANALYSIS: ZONING CODE REQUIREMENTS</b>	
	Zoning Code Analysis.....	4
	Standards for Review.....	9
	Other Applicable Codes.....	11
 <b>APPENDICES</b>		
1.	Application Excerpts.....	14
2.	Neighborhood.....	31
3.	Public Hearing Notice.....	33
4.	Additional Materials from Public.....	36

## A. Executive Summary

### Proposal/Site Location:

The Woman's Exchange is a non-profit tax-exempt organization which was started in 1962. Per their mission, their central purpose is to support and enrich a variety of programs for local cultural organizations. Funds for this purpose are raised through their consignment operation where merchandise is accepted either for donation or for consignment to be sold in its store. Grants and Scholarships derived from the earnings of this store are used to enrich and strengthen arts-related programs and to encourage creativity in organization and individuals throughout the community. From a zoning perspective, their operation is considered retail sales. The existing building on the site was constructed in 1922 and enlarged over time.

The Woman's Exchange has submitted plans for improvements to their site, with the overall goals to create a separate furniture receiving and pick-up area, reduce vehicular and pedestrian conflicts and improve safety, rebuild the deteriorating south annex building for more efficient processing of merchandise, and create a protected area for waiting consignors. The adjustments proposed relate only to the reconstruction of the south annex building, including improvements to the non-furniture consignment intake and processing. The proposed furniture receiving and pickup area and northern building addition at 526 Rawls Avenue is not the subject of the adjustment.

The adjustments requested are as follows:

- Adjustment from Table VI-1003 to increase the maximum setback along Orange Avenue from 5 feet (required) to 166.67 feet (provided).
- Adjustment from Table VI-1003 to increase the maximum setback along Oak Street from 5 feet (required) to 39.25 feet (provided).
- Adjustment from Table VI-1003 to decrease the minimum building height of a building along a primary street from two stories (required) to one story (provided).
- Adjustment from Table VI-1003 to adjust the minimum finished floor to finished ceiling height for stories at the sidewalk level on primary streets, from 12 feet (required) to 10 feet (provided).
- Adjustment from Table VI-1004 to eliminate the required 30% window area for the first story façade along Oak Street to provide openings without glass, and to allow placement of security grilles not located behind glass.
- Adjustment from Table VI-1004 to reduce the required window area for the first story façade along Orange Avenue from 30% to 0.6%, and to allow placement of security grilles not located behind glass.

## **Recommendation to the Planning Board for Approval with Conditions:**

Based on the evidence in the record and the applicable standards for review, staff recommends the following motions:

- Adopt a motion to find Adjustment 15-ADP-03 **consistent** with Section IV-1903 of the Zoning Code and approve the Adjustment, subject to the following conditions:
  1. The proposed adjustments are conditioned on issuance of a permit for the entirety of the work proposed on 539 Orange Avenue and 526 Rawls Avenue, including provision of a required off-street loading space.
  2. The proposed grillwork on the loggia openings shall maintain a minimum fifty percent transparency.
  3. The proposed streetwall shall be lowered to the maximum allowable height of eight feet (nine feet is currently shown) or an administrative adjustment obtained to permit the additional height.
  4. Prior to issuance of a building permit, the applicant shall submit plans for landscape and architectural enhancements to the Rawls Avenue façade that, at minimum, match those provided at the February 24, 2015 Community Workshop. Final acceptance shall be made by the Director of Neighborhood and Development Services.
  5. Prior to issuance of a building permit, the applicant shall submit a construction staging plan to the Department of Neighborhood and Development Services. As a part of the staging plan, the applicant shall ensure that Rawls Avenue is not used as a primary route for construction related traffic and deliveries, except as expressly necessary to serve the 526 Rawls Avenue site. Final acceptance of the staging plan shall be made by the Director of Neighborhood and Development Services.
  6. Prior to issuance of a building permit, the applicant shall provide verification that the proposed addition meets Secretary of Interior Standards for addition to a structure on the National Register of Historic Places. Final acceptance shall be made by the Director of Neighborhood and Development Services.
  7. Prior to issuance of a building permit for any onsite construction, the applicant shall submit evidence of consolidation of the two tax parcels into a single zoning lot.
  8. The issuance of this development permit by the City of Sarasota does not in any way create any right on the part of an applicant to obtain a permit from any state or federal agency and does not create any liability on the part of the City of Sarasota for issuance of the permit if the applicant fails to obtain requisite approvals or fulfill the obligations imposed by a state or federal agency or undertakes actions that result in violations of state or federal law. All other applicable state and federal permits shall be obtained before commencement of the development.

## Alternative Motions

If the Planning Board determines 15-ADP-03 does not satisfy the criteria specified by the Zoning Code, the Board may also move to:

- Adopt a motion to continue the petition if further information is required by the Board;

**-or-**

- Adopt a motion to find the petition **inconsistent** with the applicable sections of the Zoning Code and deny the request.

## B. Analysis: Zoning Code Requirements

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### Section 1 - Zoning Code Analysis

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#### Proposed Development and Applicability

According to the applicant, the south wing is deteriorating and needs replacement and redesign to function efficiently. The Woman's Exchange has indicated that approximately 110 to 300 consigners/donors drop off small items of merchandise and clothing daily. Currently, consignors stand in the parking lot waiting to consign items without protection from the sun or rain. The applicant is proposing to demolish and rebuild the southern wing of the building, increasing the overall area from 1,750 square feet to 2,886 square feet including an open-area consignors waiting area (labeled as the consignor's loggia). The south wing will continue to be used for accepting and processing merchandise, other than furniture. The covered loggia will offer shelter to consignors who now wait along the parking lot to process items. The loggia's open decorative walls will shield the waiting consignors from the view of the neighbors and other customers. As a part of the improvements, the applicant will also place the required screening around the existing dumpsters and construct a streetwall along Rawls Avenue. A new 3,524 square foot addition is proposed to the north of the existing building to accommodate furniture consignment, including a new proposed loading zone from Rawls Avenue. These improvements are on what is currently a separate tax parcel (526 Rawls Avenue) and are not the subject of the proposed adjustments.

Section VI-1002 regulates application of the Zoning Code standards for projects within the downtown zone districts, including DTC. Within these districts, compliance is intended to occur over time, and redevelopment and new development occur. Subsection VI-1002(2)(b) applies specifically to expansion and remodeling, and states:

*Expansion: Any expansion of existing buildings shall comply with those regulations found in tables VI-1003 and VI-1004. These regulations shall apply only to the new expanded portion of the building.*

*Exterior remodel: Any exterior remodeling of existing buildings shall comply with those regulations found in tables VI-1003 and VI-1004, which are applicable to the scope of a particular project. These regulations shall not apply to exterior portions of a building not being remodeled.*

*Interior remodel: These regulations shall not apply to interior remodeling of existing buildings.*

*For example, remodeling a storefront may require compliance with standards, such as: Window area, window shape and exterior finish materials and an addition would need to comply with standards, such as setbacks, height limits and parking.*

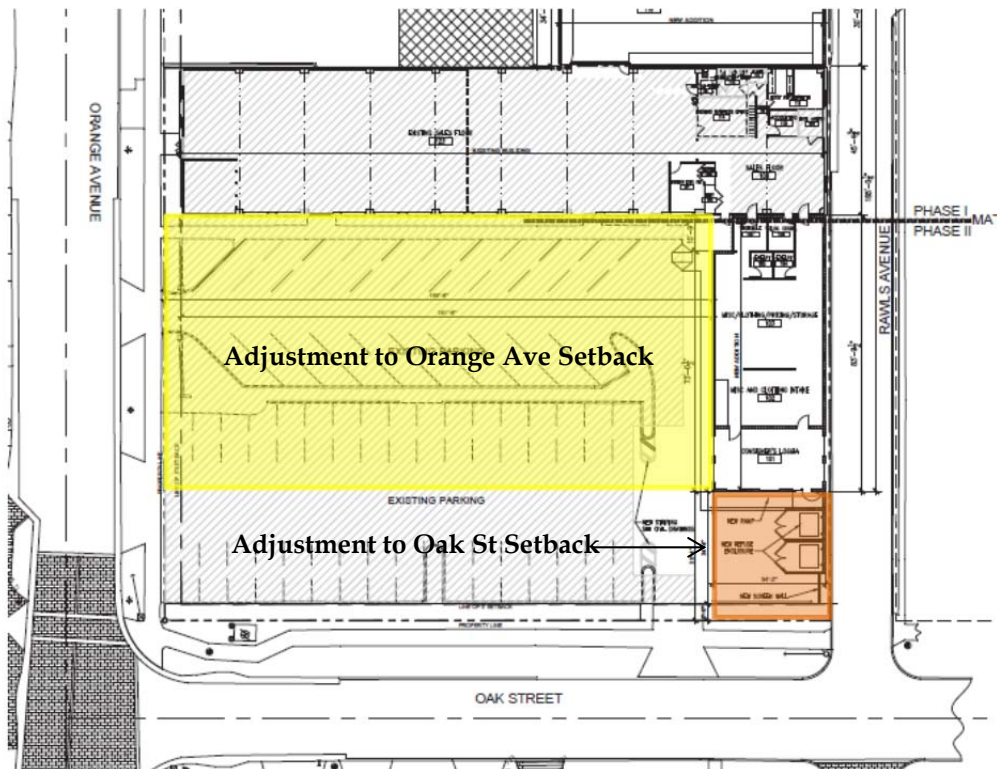
Based on this Section, only the development standards specifically related to the new, expanded portion of the building are applicable. Both Orange Avenue and Oak Street are primary streets adjacent to the subject property. Rawls Avenue is a secondary (non-primary) street.



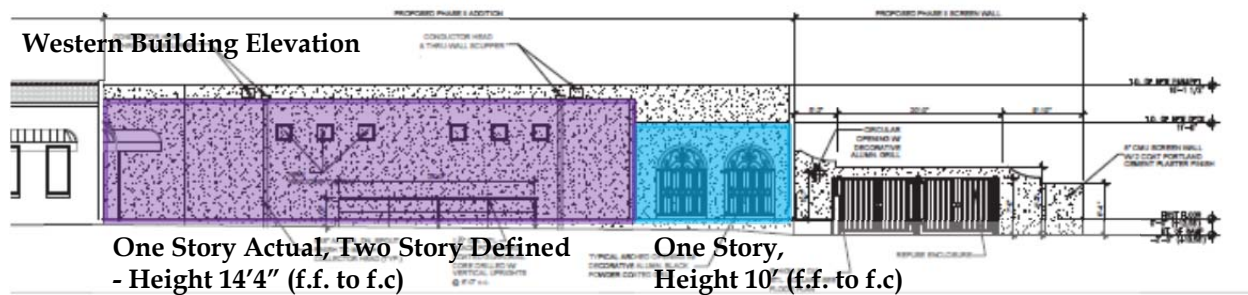
## Proposed Adjustments

As shown on the plans, the building extension is 2,886 s.f. of area under roof extending 83' 2" south from the existing building. The south façade of the proposed building will be 39'3" from the Oak Street property line and the west façade of the proposed building 166' 8" from the Orange Avenue property line. Pursuant to Table VI-1003, the maximum setback from Oak Street and Orange Avenue is 5 feet. Outside the downtown zone districts, the Zoning Code provides for the expansion of structures with a non-conforming setback along a parallel line, which would allow for a similar expansion as proposed for the south wing without bringing the building completely to the maximum setback line. (Reference Section V-105) Section VI-1002(2)(b) as provided above is a more restrictive standard, requiring the expansion to fully comply with the applicable standard; therefore in accordance with the rules of construction, the more restrictive standard must be applied. (Reference Section II-101(3), and Section VI-1002(b))

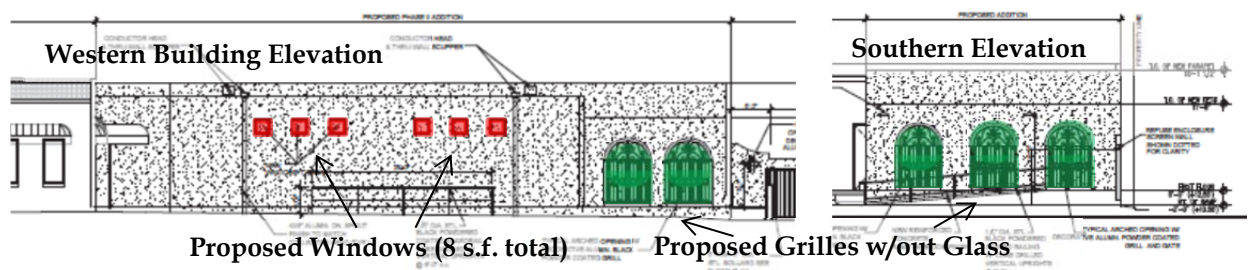
As applied, this standard results in two of the proposed adjustments, related to placement of the building onsite. The first adjustment seeks to adjust the maximum setback along Orange Avenue from 5 feet to 166.67 feet. This is intended to allow expansion of the building approximately in the same footprint of the existing south wing and avoid impacts to the existing parking area. Similarly, the second adjustment seeks approval to increase the setback along Oak Street from 5 feet to 39.25 feet. In this case, the newly constructed south wing is being brought closer to Oak Street (the existing building has a  $\pm$  67 foot setback), but not to the full maximum setback requirement. This also allows for maintenance of the dumpsters in their existing location. With the adjustments to setback, a parallel adjustment is not required for the percentage facades, and because the parking is not is not being altered a streetwall is not required to screen the parking for the entire frontage. A streetwall has been provided along the section of Oak Street adjacent to the addition, in addition to an optional streetwall along Rawls Avenue.



The remaining adjustments relate to the actual building design. Table VI-1003, Building Height, provides for a maximum building height of 10 stories and a minimum building height of 2 stories on primary streets. This section also requires that on primary streets, stories at the sidewalk level shall be no less than 12 feet in height from finished floor to finished ceiling. The height of the loggia portion of the building from finished floor to finished ceiling will be 10', requiring an adjustment of 2'. This also requires an adjustment to allow a one-story building. The height of the rest of the building expansion will be 14'4". The maximum ceiling height for one story is 14 feet, therefore this portion of the building is technically measured as two stories and not subject to adjustment. From exterior appearances, the height of the main building expansion and loggia are the same (16.13 feet to the top of parapet), with the difference in finished roof levels behind the façade allowing for the concealment of rooftop mechanical equipment above the loggia portion.



The final adjustment requested relates to Table VI-1004, windows. The first story façade on non-residential frontages (other than required retail frontages) is 30 percent. Security grilles, if any, are required to be at least 50 percent transparent and located on the inside of the glass. As shown on the south elevation, sheet A2.01, the south side of the building facing Oak Street will be a roofed, open air consigner's loggia with arched, black powder coated open grill work facing Oak Street. There will be no glass on this south facade, so an adjustment for 30% glass is required for the façade facing Oak Street, as well as allowance of the security grilles not behind glass. As shown on the west elevation on sheet A2.01, the remaining portion of the south addition facing Orange Avenue between the existing building and the loggia will have 6 new windows providing 8 s.f. of glass or 0.6% glass on the west façade, requiring an adjustment of 30% glass for the façade facing Orange Avenue. This façade also requires adjustment for the security grilles not behind glass for the loggia openings.



## **Additional Zoning Code Factors**

Pursuant to Section VII-202, any non-conformities to parking that existed as of January 1, 1975 are considered a lawfully existing character of the use, and additional parking is only required for the increased square footage of the use. The existing building area totals approximately 10,800 square feet, with an additional 1,136 square feet proposed for the expanded southern wing and an additional 3,524 square foot for the northern addition (not part of this request). The proposed additions do not result in required parking above what is already provided, therefore no changes are proposed to the existing parking area or its access points (currently two on Orange Avenue and one on Oak Street). In addition to the 56 on-site parking spaces, the Woman's Exchange currently leases 22 spaces for employees in the public parking lot on Orange Avenue.

Section VII-213(c) requires that "when any structure is enlarged or extended so that the size of the resulting occupancy requires off-street loading space, the full amount of such space shall be supplied and maintained for the enlarged structure or the extended use." Based on this, the existing non-conforming loading activity must be replaced by a loading space that meets the Zoning Code. In this case, one loading space is required. Pursuant to Section VII-206(8), loading spaces are prohibited along frontage lines of primary streets; therefore the loading space cannot be located along either Orange Avenue or Oak Street without construction of a liner building between the frontage line and loading space. The applicant is seeking to place a loading zone on the 526 Rawls Avenue property. This loading zone is not within the scope of the adjustment requests and is being reviewed separately under their building permit application.

As noted above, Rawls Avenue is a secondary street and does not currently provide vehicular access to the property. Because the proposed southern addition spans along Rawls Avenue frontage, staff also examined any improvements that would be required along this frontage. The Engineering Design Criteria Manual (EDCM) designates Rawls Avenue as Street Type ST-20-20. Generally, this street is intended to be paved the full width of the 20-foot right-of-way, allowing two directional traffic flow. However, it is specifically stated that "character may vary somewhat...responding to enfronting [sic] commercial or residential uses." In this case, Rawls Avenue has been designated as one-directional to allow for on-street parking supporting the adjacent multifamily uses. The adopted cross-section does not require a sidewalk; therefore any easement for a sidewalk along this frontage would be at the option of the developer only. Even if provided, the existing Woman's Exchange building would prevent connection between the sidewalk on the Kanaya project (to the north) and the area of improvements, providing minimal benefit and potential confusion for pedestrians.

## **Supportive Information in Relation to Criteria for Adjustment**

The criteria for adjustment are addressed in the following section, with this section intended to provide additional background information and analysis to support the findings below.

In evaluating the proposed adjustments, it is necessary to examine the general purpose of the regulations as defined. Section VI-1001(a) states, in part:

*"The singular quality that helps differentiate the urban downtown from typical suburban environments is the primacy that the urban downtown places upon creating a high quality pedestrian environment. This environment is best described in terms of the quality of the frontages*

*along the street edges. An excellent frontage is one that provides a high level of positive stimulus and interaction for the pedestrian. In an ideal setting, buildings would form a continuous edge, generally up against the outer edge of the right-of-way, with large expanses of glass for pedestrians to see what is happening inside, and a constant sense of give-and-take between inside and outside...A poor frontage, on the other hand, is one in which there is little, if any, stimulus or interaction with the pedestrian. A surface parking lot is an example of the worst type of street frontage, affording the passerby little sense of enclosure, protection or interaction. Good and fair frontages rank accordingly between the two extremes. Any interruption in the continuity of the street wall detracts from the quality of the frontage. The ability of good pedestrian-scale buildings to create high quality frontage is diminished sharply when areas of surface parking or the blank facades of parking structures or other building interrupt the continuity of buildings. Similarly, buildings that interrupt the continuity of the street wall by stepping back from the street, or by placing berms, planting or other forms of landscaping between the sidewalk and the building, detract from the overall quality of the frontage. Such an approach, while perfectly acceptable in suburban locations, is in direct contrast to the fundamental urban character of a downtown setting."*

Objectively, the existing site and building design ranks as only a 'fair' frontage, with parking located between the sidewalk and a substantial portion of the building frontage, along both Orange Avenue and Oak Street. If applied to a completely new development project, it would be extremely difficult for staff to support the proposed adjustments, particularly such substantial adjustments to the setbacks towards both primary streets. In this case the request essentially maintains existing conditions, with minor improvements that do not significantly alter the layout as it exists today.

While the Downtown provisions of the Code set a clear end vision, they also very clearly acknowledge that change must be incremental over time. Section VI-1002(a)(1) states, in part:

*"Compliance is intended to occur, over time, as redevelopment and new development occur. These regulations are intended for new development, expansion and remodeling. Existing structures and uses are allowed to continue and normal repair and maintenance is encouraged... Section IV-1903 also recognizes that some sites may be difficult to develop in compliance with these regulations and provides for adjustments to these regulations."*

Another factor for consideration is impact on historic resources. The primary Woman's Exchange building was constructed in 1922 (some sources cite 1925) as the offices and printing plant of the Sarasota Herald newspaper. This structure has been designated on the National Register of Historic Places since 1984. Although not locally designated, it is eligible. (The southern structure proposed for replacement is a later addition, and not part of the designation.) In addition, the property is located within the Laurel Park Historic District and considered a contributing structure. The adjustment process is one mechanism to assist in the protection of historic buildings from inappropriate demolition, rehabilitation, renovation, use or alteration in a manner inappropriate to the historic nature of the structure. (Action Strategy 3.3, Historic Preservation Chapter) In addition, the applicant has sought to follow the Secretary of Interior Standards in regards to the proposed additions, impacting height (scale) and placement of the additions in relation to the historic portions of the structure.

In examining the building design, the one area where staff feels that compliance could be enhanced is through additional window area along the western façade of the addition. The proposed openings on the loggia portion of the building, while grilled, still provide a sense of interaction and visibility with the space. The sets of small square windows set towards the top of the building façade, however, provide no sense of interaction with the space inside. While

staff understands that there are some limitations based on the planned programming of the space, the intent is that it is habitable and provides a sense of interaction with the outside. In addition, the applicant displayed renderings in the Community Workshop on February 24, 2015 showing additional landscaping and architectural treatment to enhance the streetscape along Rawls Avenue. These improvements are not fully captured within the elevations provided. Staff would ask that if you choose to approve the adjustments, you do so with the recommended condition that this additional mitigation along Rawls be addressed as a part of the building permit review.

In making recommendation staff took into account the balance between achieving full compliance with the Zoning Code and the benefits of allowing incremental compliance and minimizing impacts to a nationally designated historic structure. In this case, the proposed reconstruction and expansion of the south wing essentially maintains "status quo" in terms of the relationship between the building and the street facades. The changes that are the subject of the adjustments do not further detract from the general livability or appearance of the district and seeks to enhance screening along Rawls Avenue with enclosure of the refuse collection areas and installation of a streetwall along this façade.

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## Section 2 - Standards for Review

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### **Section IV-1903(a) explains the purpose and applicability for the Adjustment regulation:**

The regulations of the Downtown Zone Districts are designed to implement the Downtown Master Plan and the Downtown Land Use Classifications of the Sarasota City Plan. These regulations apply over a wide area, but because of the downtown's diversity, some sites may be difficult to develop in compliance with these regulations. The adjustment review process provides a mechanism by which the regulations of this division may be modified if the proposed development continues to meet the intended purpose of the Downtown Zone Districts. Adjustments may also be used when strict application of the regulations would preclude all reasonable economic use of a site. Adjustment reviews provide flexibility for unusual situations and allow for alternative ways to meet the purposes of the code, while allowing the regulation to continue to provide certainty and rapid processing of land use applications.

*Each adjustment shall be considered unique and shall not set precedent for others.*

Standards for review of Downtown Zoning Code Adjustments are provided under Section IV-1903(e)(2) of the City of Sarasota Zoning Code, which are as follows:

#### **"Non-Government" Uses [i.e. apartments/condominiums, hotels/motels, retail/service shops, or office buildings]**

- a. *Granting the adjustment will equally or better meet the purpose of the regulation to be adjusted;*

**Staff Response:** As examined above, the existing site and building design ranks as only a 'fair' frontage, with parking located between the sidewalk and a substantial portion of the building frontage, along both Orange Avenue and Oak Street. The requested adjustments essentially allow the applicant to maintain existing conditions, with minor improvements that do not significantly alter the layout as it exists today. In making a

determination it is necessary to find the appropriate balance between achieving full compliance with the Zoning Code and the benefits of allowing incremental compliance and minimizing impacts to a nationally designated historic structure. In addition the proposed changes will reconstruct a portion of the building that is not historic and is in structural and aesthetic decline.

- b. *The proposal will not significantly detract from the livability or appearance of the downtown neighborhood zone district or the proposal will be consistent with the desired character of the Downtown Edge, Downtown Core and Downtown Bayfront zone districts;*

**Staff Response:** With the exception of the south wing replacement, the majority of site conditions on the 539 South Orange Avenue site will remain unchanged. Specifically, no changes are proposed to the historic building and no alterations are being made to parking and access. Improvements are proposed to provide a streetwall along the remainder of the Rawls Avenue frontage, wrapping around to the entrance drive on Oak Street. Compliance is intended to occur over time, as new development and redevelopment occur. The existing use of the property is consistent with the intent of the Downtown Core Zone District to provide a variety of non-residential uses. Due to the minimal changes between existing conditions and what is proposed, the development related to the proposed adjustments should not impact general livability.

- c. *If more than one adjustment is being requested, the cumulative effect of the adjustments results in a project which is still consistent with the overall purpose of the zone;*

**Staff Response:** Several adjustments are requested. The two adjustments to setback relate to the two primary street frontages, with their combined effect to allow the building to be reconstructed within essentially the same footprint as the existing structure. The remaining adjustments relate to different elements of the building design, but do not have a direct cumulative relationship.

- d. *City-designated historic resources (if applicable) are preserved; and*

**Staff Response:** The primary Woman's Exchange building is not city-designated, but it is designated on the National Register of Historic Places. In addition, the property is located within the Laurel Park Historic District and considered a contributing structure. The proposed demolition and reconstruction will not impact the historic structure. The adjustment process is one mechanism to assist in the protection of historic buildings from inappropriate demolition, rehabilitation, renovation, use or alteration in a manner inappropriate to the historic nature of the structure. (Action Strategy 3.3, Historic Preservation Chapter) In addition, the applicant has sought to follow the Secretary of Interior Standards in regards to the proposed additions, impacting height (scale) and placement of the additions in relation to the historic portions of the structure. A condition to this effect has been recommended.

- e. *Any impacts resulting from the adjustment are mitigated to the maximum extent practical; or*

**Staff Response:** Conditions have been recommended to minimize the impacts of construction activity on Rawls Avenue. Mitigation has also been identified to ensure that

the streetscape along Rawls Avenue meets what was presented to the neighborhood in the Community Meeting held February 24, 2015.

*Criteria (f) - (h) do not apply to this review as they are alternative to the criteria ((a) - (e)) addressed above.*

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### Other Applicable Codes

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The following codes of the City Sarasota are made a part of the record by this reference:

- Zoning Code of the City of Sarasota, 2002 ed.;
- Sarasota City Code;
- Sarasota City Plan (2030);
- The City of Sarasota Engineering Design Criteria Manual;
- The 2002 Parks and Connectivity Master Plan;
- Standard Design Building Code and City of Sarasota local amendments



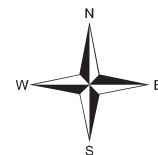
# Aerial Location Map (2011 Aeria): 15-ADP-03 Woman's Exchange, 539 S Orange Avenue



## Legend

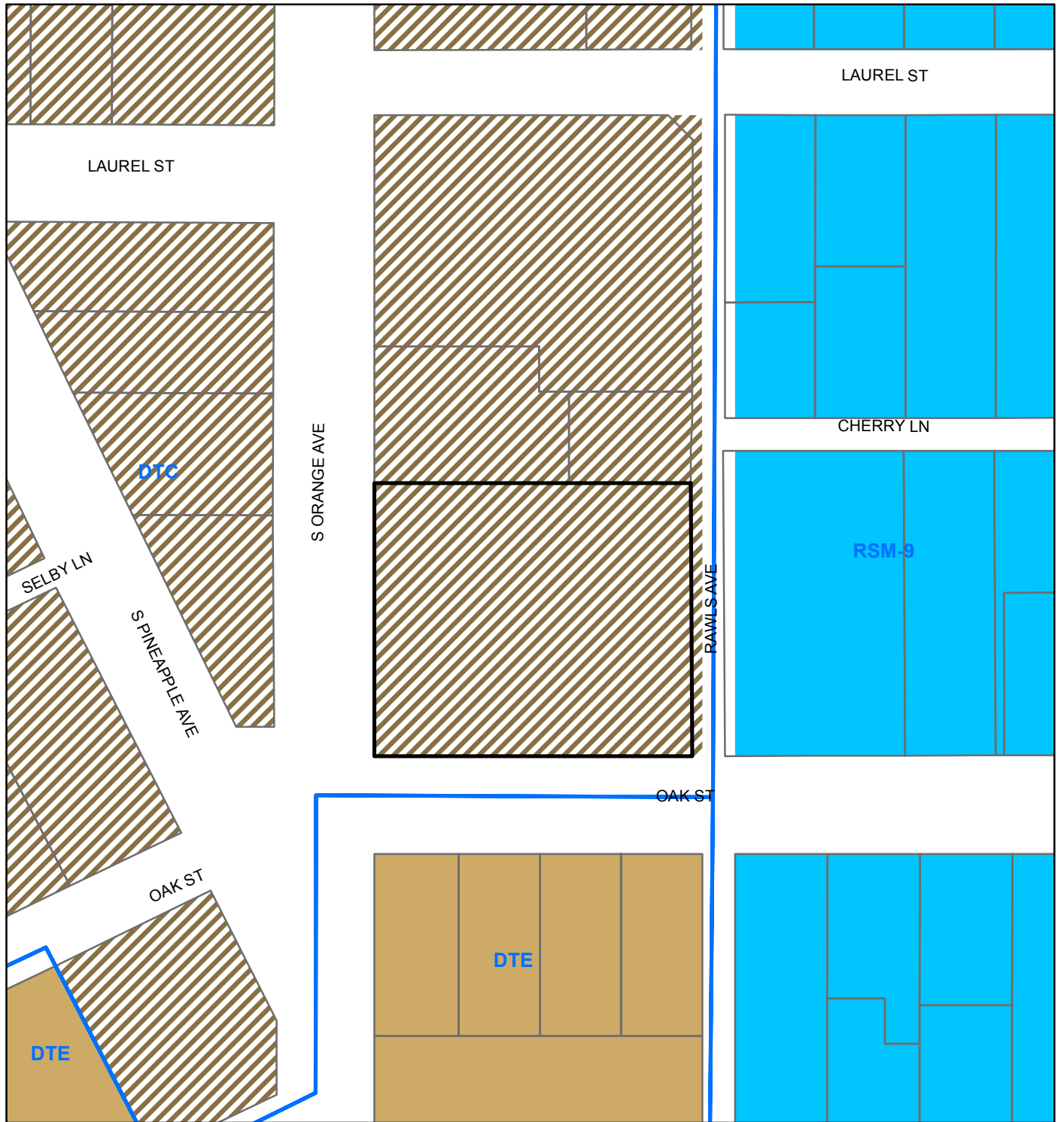
 Subject Property

0 50 100 200 Feet










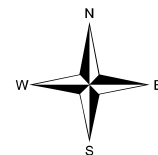
# Future Land Use and Zoning: 15-ADP-03 Woman's Exchange, 539 S Orange Avenue



## Legend

- |   |                  |   |
|---|------------------|---|
|  | Subject Property | <b>Future Land Use</b>  |
|  | Zoning           |  Downtown Core     |
|   |                  |  Urban Edge        |
|   |                  |  Mixed Residential |

0 50 100 200 Feet



# Appendix 1

## Application Excerpts



**FREEDMAN**  
Consulting & Development LLC

February 9, 2015

Ms. Pamela M. Nadalini, City Clerk  
City of Sarasota  
1565 First Street  
Sarasota, FL 34236

Re: Women's Exchange of Sarasota  
Applications for: Planning Board Adjustments in the Downtown Core Zone District

Dear Pam:

On behalf of the Women's Exchange of Sarasota, Inc. find attached one original and 3 sets of the application forms and graphics required to request Planning Board Adjustments to the zoning code of the City. The Women's Exchange is renovating and expanding their building and some adjustments to the code are required.

Attachment A includes the forms required to apply for these adjustments. Attachment B includes the applicant's narrative describing the Planning Board Adjustment requests and applicant's narrative to the review criteria.

Thank you for your assistance and please call if you have any questions.

Sincerely,



Joel J. Freedman, AICP

Attachments

JJF/(C/PCD/PROJECTS/WOMENSEXCHANGE/LT020915PN.PLANNINGBOARDADJUSTMENTS.DOC)

Page 2  
Ms. Pamela M. Nadalini, City Clerk  
February 9, 2015

Re: Women's Exchange of Sarasota  
Applications for: Planning Board Adjustments to the Downtown Core Zone District

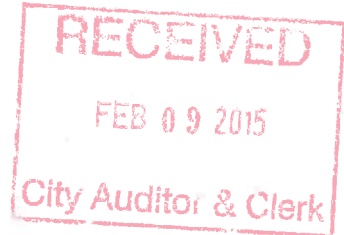
## **ATTACHMENT A**

### **DEVELOPMENT APPLICATION FORMS**



CITY OF SARASOTA

DEVELOPMENT APPLICATION



General Information

APPLICATION [PROJECT] NAME: WOMEN'S EXCHANGE ADDITION AND REMODEL

PROPERTY ADDRESS[ES]: 539 S. ORANGE AVENUE AND 526 RAWLS AVENUE

PARCEL ID NUMBER[S]: 2027-15-0025 AND 2027-15-0029

Table with columns EXISTING and PROPOSED. Rows include Zone District, Total Acres / Sq. Ft., Estimated Construction Value, Use, No. of Employees, No. of Seats, Hours of Operation, Build-Out Date, Future Land Use Classification, and a section for legal descriptions and annexations.

ATTACH A PROJECT DESCRIPTION including total bldg. sq. ft. and, where applicable, total retail and office sq. ft., number of residential units, and proposed parking.

A 3,524 s.f. addition for furniture sales, delivery and loading area and a replacement building adding 1,136 s.f. to the existing building. The new addition is located on a site that previously had a duplex.

APPLICATION TYPE [CHECK ALL APPLICABLE]:

- List of application types with checkboxes. Includes: Adjustment to Downtown Code, Administrative Site Plan, Amendment to the EDCM/City Code, Appeal, Boundary Adjustment/Lot Split Review, Brownfield Designation, Certificate of Appropriateness, Community Workshop, Comprehensive Plan Amendment, Development Agreement, Development of Regional Impact [DRI], Final Plat/Subdivision, "G" Zone Waiver, Historic Designation, Major/Minor Conditional Use/Amendment, Miscellaneous, Off-Site Parking Agreement, Pre-Application Conference with Development Review Committee, Preliminary Plat, Proportionate Fair Share Agreement, Provisional Use Permit/Market, Provisional Use Permit Extension, Regional Activity Center, Rezone without/with Site Plan, Rezone Ordinance Amendment, R-O-W Encroachment Agreement, Sidewalk Cafe, Site Plan / Site Plan Amendment, Site Plan Extension, Street / R-O-W Vacation, Street Name Change, Shared Parking Agreement, TIF Funding Request, Downtown / Newtown, Traffic Concurrence - Initial Review, Traffic Concurrence Study, Urban Central Business District, Variance, Variance Extension, Variance - Limited for Historic Structures, Zoning Code Interpretation Letter, Zoning Code Confirmation Letter, Zoning Text Amendment.

Check if this application is a REVISION (Amendment) to a previously approved application
Check if applying for the Affordable Housing Fee Deferral Program and you are fee simple owner of the property
\* Community Workshop Required

FOR USE BY THE OFFICE OF THE CITY AUDITOR AND CLERK
RECEIVED BY: [Signature] APPLICATION NUMBER: 15-ADP-03
DATE: 2-9-15 AMOUNT PAID: 2145.00



CITY OF SARASOTA
DEVELOPMENT APPLICATION

GENERAL INFORMATION

[Please Print or Type]

I. PROPERTY OWNER, LESSEE, OR CONTRACT PURCHASER [Circle One]:

Name/Title: Karen Koblenz
Company Name: Woman's Exchange, Inc.
Company Address: 539 S. Orange Avenue
City/State/Zip Code: Sarasota, Florida 34236

Telephone No: 941-955-7859
Facsimile No: n/a
E-Mail Address (Optional):

II. AGENT OF RECORD [IF ANY]: The following individual is designated as the Agent of Record for the property owner, lessee, or contract purchaser and should receive all correspondence related to the application review and billing. [Billing information will also be sent to the above-named individual.]

Name/Title: Joel J. Freedman, AICP
Company Name: Freedman Consulting & Development, LLC
Company Address: 1511 Second Street
City/State/Zip Code: Sarasota, Florida 34236

Telephone No: 941-780-2623
Facsimile No:
E-Mail Address (Optional): joel@jfreedmanconsulting.com

III. THE UNDERSIGNED, AS THE PROPERTY OWNER, LESSEE, CONTRACT PURCHASER, OR AGENT [Circle One], acknowledges responsibility for all City expenses associated with the referenced application(s) including time spent by City Staff and Attorneys through the date of issuance of a Final Certificate of Occupancy. [If same as #1 above, note "Same". Not required for Pre-Application Conference with DRC.]

Name/Title: Same
Company Name:
Company Address:
City/State/Zip Code:

Telephone No:
Facsimile No:
E-Mail Address (Optional):

I hereby certify that all information contained herein is true and correct.

IV. Signed this 6th day of February, 2015

Signature of Property Owner, Lessee, Contract Purchaser, or Agent [Circle One]

WITNESSES TO EXECUTION ON BEHALF OF APPLICANT

Witness signature

Witness Print Name: CHARMAINE LIM

Witness signature

Witness Print Name: Steven Weeks

If applicable, community workshop meeting desired date and time requested:

Location:

Submit To: The Office of the City Auditor and Clerk
1565 First Street - Sarasota, Florida 34236
Office Number: 941-954-4160 - Fax Number: 941-954-4113
www.sarasotagov.com



CITY OF SARASOTA
DEVELOPMENT APPLICATION

Special Power of Attorney Affidavit - Corporation

This 6th day of February, 2015, I, Karen Koblenz as Executive Director [title of officer] of Woman's Exchange Inc. of Sarasota [name of corporation], a Florida [state of incorporation] corporation, on behalf of the corporation as the owner/contract purchaser [circle one] of 5895 Orange and 526 Rawls Avenue (PIN 2029-15-0025 and 2029-15-0029) [describe zoning lot(s) by address and tax PIN number and attach legal description] make, constitute, and appoint Joel Freedman of 1511 Second St., Sarasota, FL 34236 [insert address], my true and lawful attorney-in-fact, and in my name, place and stead giving unto said Joel Freedman full power and authority to do and perform all acts and make all representations necessary in connection with the following Development Approval Application(s) filed with the City of Sarasota: Adjustment to the Downtown Code by the Planning Board. The right, powers and authority of said attorney-in-fact herein granted shall commence and be in full force and effect on 2-6, 2015, and shall remain in full force and effect thereafter until actual notice, by certified mail, return receipt requested is received by the Office of the City Auditor and Clerk for the City of Sarasota stating that the terms of this power have been revoked or modified.

Woman's Exchange Inc. of Sarasota [Name of Corporation]
By: [Signature] [Signature]
Print Name: Karen Koblenz
Title: CEO

STATE OF FLORIDA
COUNTY OF SARASOTA

The foregoing Special Power of Attorney Affidavit was acknowledged before me this 6th day of February, 2015, by Karen Koblenz [title of officer] of Executive Director, Women's Exchange [name of corporation], on behalf of the corporation. He/she is personally known to me or has produced Exchange as identification.



C. GALLAGHER
NOTARY PUBLIC
STATE OF FLORIDA
Comm# EE143285
Expires 11/2/2015

[Signature]
Notary Public
State of Florida at Large

My commission expires: 11-2-2015

Page 10  
Ms. Pamela M. Nadalini, City Clerk  
February 9, 2015

Re: Women's Exchange of Sarasota  
Applications for: Planning Board Adjustments to the Downtown Core Zone District

## **ATTACHMENT B**

### **PLANNING BOARD ADJUSTMENTS**



NARRATIVE FOR ADJUSTMENTS TO THE PLANNING BOARD  
FOR WOMAN'S EXCHANGE BUILDING  
February 9, 2015

The Woman's Exchange, Inc. of Sarasota, a Florida nonprofit corporation, owner of property zoned Downtown Core (DTC) located at 539 S. Orange Avenue and 526 Rawls Avenue (collectively, the "site") has applied for a building permit to add a north wing addition to the existing building on Orange Avenue and replace the south wing of the existing building with a new, larger wing as shown on the site plan included with this application. The new north wing will consist of 3,524 s.f. and will be used for receiving, delivery, storage, processing and the sale of furniture and large pieces of merchandise. The new south wing will consist of 2,886 s.f. and will be used as a center to accept and process merchandise other than furniture. No other changes are proposed for the site.

Since the creation of the Woman's Exchange in 1962, it has awarded more than \$7 million in grants and scholarships to high school and college students and local nonprofit agencies including the Asolo Theatre, Florida Studio Theatre, Gloria Musicae, Sarasota Opera, Sarasota Orchestra, Selby Botanical Gardens, Van Wezel Foundation, West Coast Black Theatre Troupe and many more. The Woman's Exchange generates funds for these scholarships and grants by accepting donated or consigned items and selling them in its retail store on Orange Avenue. Through the efforts of over 260 volunteers and 23 staff personnel, the Woman's Exchange sells over 148,000 items annually. Items not sold are donated to local charities. The Woman's Exchange is thus adding revenue to the local economy by paying consigners 65% of the proceeds for goods sold, awarding scholarships and grants to local students and local organizations and donating unsold items to local nonprofit organizations for re-sale or use by the organization.

Because of its success as a major retailer in downtown Sarasota, the Woman's Exchange has outgrown its location on Orange Avenue. Its options are to either sell its current building and move to a new location or expand the Orange Avenue building. After many months of deliberation, the Woman's Exchange board has decided to expand the Orange Avenue building and continue operating in its current location.

It is the desire of the board to expand the building so that it will better accommodate the volume and functionality of the business and the safety of customers and consigners, but not disturb the remainder of the site. In accordance with section VI-1002(a)(2)(b) of the Sarasota Zoning Code, "Any expansion of existing buildings shall comply with those regulations found in tables VI-1003 and VI-1004. These regulations shall apply only to the new expanded portion of the building." Therefore, only the new north wing and the expanded south wing are required to comply with the development standards in the DTC. The new north wing will comply with the requirements of Table VI-1003 and Table VI-1004 and will not require an adjustment. However, the south wing addition will require adjustments as described below. The existing building on the site was constructed in 1922 and enlarged over time. It is a nonconforming structure in the DTC. In order to accommodate the proposed south wing expansion as an addition to the existing structure, adjustments to the DTC development and design standards are required in accordance with section IV-1903. The following section of this Narrative lists the requested adjustments and how they meet the criteria of section IV-1903(3)(e)(2)(a) through (e).

**Description of Proposed New South Wing.** Since the proposed, new south wing is the only portion of the new construction that requires adjustments, it is appropriate to describe its design. The major considerations in designing the south wing were to make it 1) functional to accommodate the operation of the Woman's Exchange, 2) aesthetically pleasing as requested by the neighbors, 3) safe from an operational perspective for vehicles and pedestrians and 4) to ensure that it would blend in with the existing Woman's Exchange building which is not being

NARRATIVE FOR ADJUSTMENTS  
WOMAN'S EXCHANGE BUILDING

modified. As shown on the enclosed plans, the south wing will attach to the existing Woman's Exchange building on the far eastern side of the site along Rawls Avenue. The architects consider this portion of the building expansion as fronting on Rawls Avenue, not Orange Avenue or Oak Street. This location along Rawls Avenue is the only area for expanding the building to the south. Any other location closer to Orange Avenue would cause the removal of parking spaces and make it almost impossible for vehicles to enter and exit the site.

As shown on the plans, the building extension is 2,886 s.f. of area under roof extending 83' 2" south from the existing building. The south façade of the proposed building will be 39' 3" from the Oak Street property line and the west façade of the proposed building 166' 8" from the Orange Avenue property line. This building will be the area where merchandise other than furniture will be received and processed. The south end of this building will include a roofed, open air consigner's loggia. Consigners will enter the loggia through an unenclosed (no roof or walls), inclined ramp leading from the parking lot to the doors of the loggia. The loggia will have artistic arched, black powder coated open grill work facing Oak Street and Rawls Avenue as shown on the south and east elevations on sheet A2.01. The purpose of this grill work is to make the openings in the loggia visually appealing from Oak Street and from Rawls Avenue. The arched openings were added on Rawls Avenue to address concerns of the neighbors to the east as to the appearance of the façade along Rawls Avenue. The inclined open air ramp is not a part of the building but will provide access to the loggia and will have a black powdered coated railing for safety as shown on sheet A2.01.

Two dumpsters will be located south of the entrance ramp in the location where dumpsters for the Woman's Exchange are presently located. The dumpster location is part of the existing layout and its location is a grandfathered, nonconforming location on the site. Therefore, an adjustment for the location of the dumpsters is not required or requested. To improve the appearance of the dumpster location, the dumpsters will be enclosed on the north, east and south sides by an 8 foot screen wall as shown on the west elevation on sheet A2.01. The west side of the dumpster enclosure will be gates which will be closed except for the loading and unloading of the dumpsters.

**Requested Adjustments from Development Standards of Table VI-1003 and Building Design Standards of Table VI-1004.**

1. Table VI-1003. Adjustment from the maximum front building setback of 5 feet for the south wing expansion. The south wing building will be set back 39' 3" from Oak Street and 166' 8" from Orange Avenue. Since the maximum setback is 5', the requested adjustment is 34' 4" on Oak Street and 161' 8" on Orange Avenue.
2. Table VI-1003. Adjustment from the minimum building height of 2 stories on a primary street. The south wing expansion facing Oak Street and Orange Avenue will be one story. Therefore, an adjustment of 1 story is requested.
3. Table VI-1003. On primary streets, stories at the sidewalk level must be no less than 12' in height from finished floor to finished ceiling. The height of the loggia portion of the building from finished floor to finished ceiling will be 10', requiring an adjustment of 2'. The height of the rest of the building expansion will be 14' 4". (Note: The loggia is not "at the sidewalk level" because there are no sidewalks on either side of the loggia. However, in an abundance of caution, the applicant is requesting an adjustment for the height of the loggia portion of the building.)
4. Table VI-1004. Adjustment from the requirement that the south wing façades facing Orange Avenue and Oak Street be a minimum of 30% glass. As shown on the south elevation, sheet A2.01, the south side of the building facing Oak Street will be a roofed, open air consigner's loggia with arched, black powder coated open grill work facing Oak Street. There will be no glass on this south facade, so an adjustment for 30% glass is required for the façade facing Oak Street. As shown on the west elevation on sheet

NARRATIVE FOR ADJUSTMENTS  
WOMAN'S EXCHANGE BUILDING

A2.01, the remaining portion of the south addition facing Orange Avenue between the existing building and the loggia will have 6 new windows providing 8 s.f. of glass or 0.6% glass on the west façade, requiring an adjustment of 30% glass for the façade facing Orange Avenue.

**SECTION IV-1903(e)(2) REVIEW CRITERIA FOR ADJUSTMENTS**

The following criteria of Section IV-1903(e)(2)a – e must be considered by the Planning Board in making determinations on the above requested adjustments. The applicant's responses as to how these criteria are met follows.

- a. *Granting the adjustment will equally or better meet the purpose of the regulation to be adjusted;*

**RESPONSE**

Granting the adjustments will equally or better meet the purpose of the regulation to be adjusted. As noted above, this expansion is an unusual situation in that the existing Woman's Exchange building is a nonconforming structure which was first constructed in 1922 and since expanded. An important goal of the Woman's Exchange board and neighbors is to preserve the character of the buildings and site as much as possible. The current DTC development standards do not reflect the Woman's Exchange's nonconforming building and site design. The adjustments will help keep the addition to the same scale and height of the current building and preserve the existing parking lot. Comments as to each adjustment are:

- 1) **Building Setback.** If the south wing expansion is set back no more than 5' from Orange Avenue and Oak Street, the entire parking lot would be covered by the building. There would be no parking lot. If this were the only option, the Woman's Exchange would be forced to abandon the site and look for other sites.
- 2) **Building Height.** The addition is only one story in height because a second level was not needed to accommodate the operation of the Woman's Exchange and a second story would make the addition taller than the existing structure. This would have been aesthetically unappealing. Also, a second level would have negatively impacted the residents east of Rawls Avenue, creating a canyon effect between the Woman's Exchange building and the apartment building east of Rawls Avenue.
- 3) **Height of Story.** The height of the proposed south wing expansion is 14' 4" from finished floor to finished ceiling for the length of the south wing from the existing building to the loggia. However, the height of the loggia portion of the building is only 10'. The reason for this is that the HVAC equipment will be placed on the roof of the loggia. There will be a parapet on the loggia roof no less than 42" in height to shield the view of the HVAC equipment as required by code. This loggia parapet will blend in with the parapet on the remainder of the south wing extension so that the south wing expansion will appear to have an



NARRATIVE FOR ADJUSTMENTS  
WOMAN'S EXCHANGE BUILDING

almost level roof line. Had the height of the loggia been increased to 12', the roofline of the loggia portion of the building would have jumped up 2' higher than the rest of the building. This would have been aesthetically unpleasing. Reducing the loggia height to 10' allows the roof line of the entire south wing to appear more uniform while shielding the HVAC equipment from view.

- 4) Glass façade. The current DTC zoning code standards require the facades of buildings facing primary streets to be 30% glass. This requirement makes little sense for an addition to the existing nonconforming, 1922 Woman's Exchange building. The building will not be within 5 feet of a sidewalk as contemplated in the DTC standards. Instead, the building will be set back 166'8" from Orange Avenue and 39'4" from Oak Street as noted above. The reason for the south wing setbacks is to preserve the existing parking lot. So there will be no pedestrians walking past the Orange Avenue and Oak Street façades of the building who might enjoy seeing the activities taking place inside the building. The functions taking place in the south wing will not be attractive to pedestrians. This will be an area where boxes of donated and consigned merchandise will be stacked, stored and processes for sale in the main building. There will be 6 small windows on the west side of this portion of the south wing. The windows will be adequate for light and will provide greater security for the Woman's Exchange than a wide expanse of glass. The loggia portion of the building also will not have a glass façade. This will be a roofed, open area through which consigners will enter the main portion of the building. It will have decorative arched openings which will have no glass. Glass facades make no sense to the functionality of the loggia portion of the building. The arched openings of the loggia will be more compatible with the appearance of the existing Woman's Exchange building. These arched openings will also be repeated on the east side of the loggia facing Rawls Avenue for design consistency and will provide an aesthetically pleasant appearance to the neighbors to the east.

- b. *The proposal will not significantly detract from the livability or appearance of the downtown neighborhood zone district or the proposal will be consistent with the desired character of the Downtown Edge, Downtown Core and Downtown Bayfront zone districts;*

**RESPONSE**

The proposal will not significantly detract from the livability or appearance of the downtown neighborhood zone district and will be consistent with the desired character of the Downtown Edge and Downtown Core zone districts. The Woman's Exchange site is the most southerly extension of the DTC zoning district west of Orange Avenue. The zoning to the south of the site is Downtown Edge (DTE) and the zoning to the east of the site is Residential Single Multiple 9

NARRATIVE FOR ADJUSTMENTS  
WOMAN'S EXCHANGE BUILDING

units per acre (RSM-9) and is part of the Laurel Park Overlay District. Therefore, the Woman's Exchange site does not have an "urban core" character and must be compatible with residential uses to the east and south. The proposed south wing expansion was designed to be compatible with the character of the existing 1922 building and to provide a pleasing, aesthetic appearance for the neighbors to the east. The expansion will allow the Woman's Exchange to remain on the site and will be more compatible with the adjoining residential neighborhoods than would be a building built to the strict standards of the DTC.

- c. *If more than one adjustment is being requested, the cumulative affect of the adjustments results in a project which is still consistent with the overall purpose of the zone;*

**RESPONSE**

The cumulative effect of the adjustments results in a project which is still consistent with the overall purpose of the DTC in that an existing commercial use will be allowed to continue. With the requested adjustments, the proposed south wing expansion will preserve the historic appearance of the Woman's Exchange building and will be more compatible with the neighborhoods to the east and south as noted above.

- d. *City designated historic resources (if applicable) are preserved; and*

**RESPONSE**

Not applicable. The Woman's Exchange building is not a City designated historic structure or resource.

- e. *Any impacts resulting from the adjustment are mitigated to the maximum extent practical.*

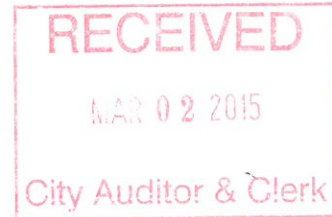
**RESPONSE**

Any impacts resulting from the adjustment are mitigated to the maximum extent practical. The proposed south wing expansion was designed with particular attention to the aesthetics and appearance of the site as viewed from the east by the residents of Laurel Park and from Orange Avenue. As shown on sheet A2.01, the east façade will have many decorative finishes and elements including arched black powder coated openings. The entire south wing expansion was also designed to be compatible with the existing Woman's Exchange building, including height, scale, roof line, materials and decorative elements. In addition, the plan proposes to enclose the existing refuse area consistent with the code, improving the overall appearance of the site. Overall, the proposed south wing expansion will be an attractive addition to the site which will blend in well with the existing 1922 building, be compatible with the adjacent neighborhoods, provide greater functionality for the business of the Woman's Exchange and provide greater safety and convenience for consigners and customers.

 **BERLIN | PATTEN**  
ATTORNEYS AT LAW

Brenda L. Patten  
Telephone: (941) 362-7500  
Facsimile: (941) 954-9992  
[brendapatten@comcast.net](mailto:brendapatten@comcast.net)

March 2, 2015



**RECEIVED**

Ms. Pamela M. Nadalini, City Auditor and Clerk  
City of Sarasota  
1565 First Street  
Sarasota, FL 34236

**HAND DELIVERY**

**MAR 02 2015**  
NEIGHBORHOOD AND  
DEVELOPMENT SERVICES  
CITY OF SARASOTA

**Re: Addendum to Narrative for Woman's Exchange Application for  
Adjustments; 15-ADP-03**

Dear Ms. Nadalini:

Application 15-ADP-03 has been filed requesting adjustments from the Zoning Code for property owned by the Woman's Exchange. Attached hereto please find an Addendum to the Narrative for the Adjustments to the Planning Board. Please see that this Addendum is included in the materials submitted to the Planning Board.

Thank you for your assistance.

Very Truly Yours,

Brenda L. Patten

ADDENDUM TO  
NARRATIVE FOR ADJUSTMENTS TO THE PLANNING BOARD  
FOR WOMAN'S EXCHANGE BUILDING  
February 27, 2015

As stated in the Narrative for Adjustments to the Planning Board, dated February 9, 2015, The Woman's Exchange, Inc. of Sarasota, a Florida nonprofit corporation, owns property located at 539 S. Orange Avenue and 526 Rawls Avenue. A structure, referred to in the Narrative as the "north wing" is proposed to be constructed on the property located at 526 Rawls Avenue which has a legal description of:

The east 82 feet of Lot 21, subdivision of Lots 1, 2, 3 and 4, Block G, of the Plat of the Town of Sarasota, according to the Plat thereof, recorded in Plat Book 1, Page 151, of the Public Records of Manatee County, Florida, and as per plat thereof recorded in Plat Book A, Page 35, of the Public Records of Sarasota County, Florida, referred to as "526 Rawls Avenue".

The north wing improvements proposed on the above described property located at 526 Rawls Avenue will comply with the requirements of Table VI-1003 and Table VI-1004 of the Zoning Code. As stated in the Narrative, no adjustments are requested for the proposed north wing improvements at 526 Rawls Avenue.

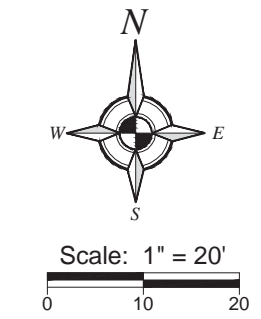
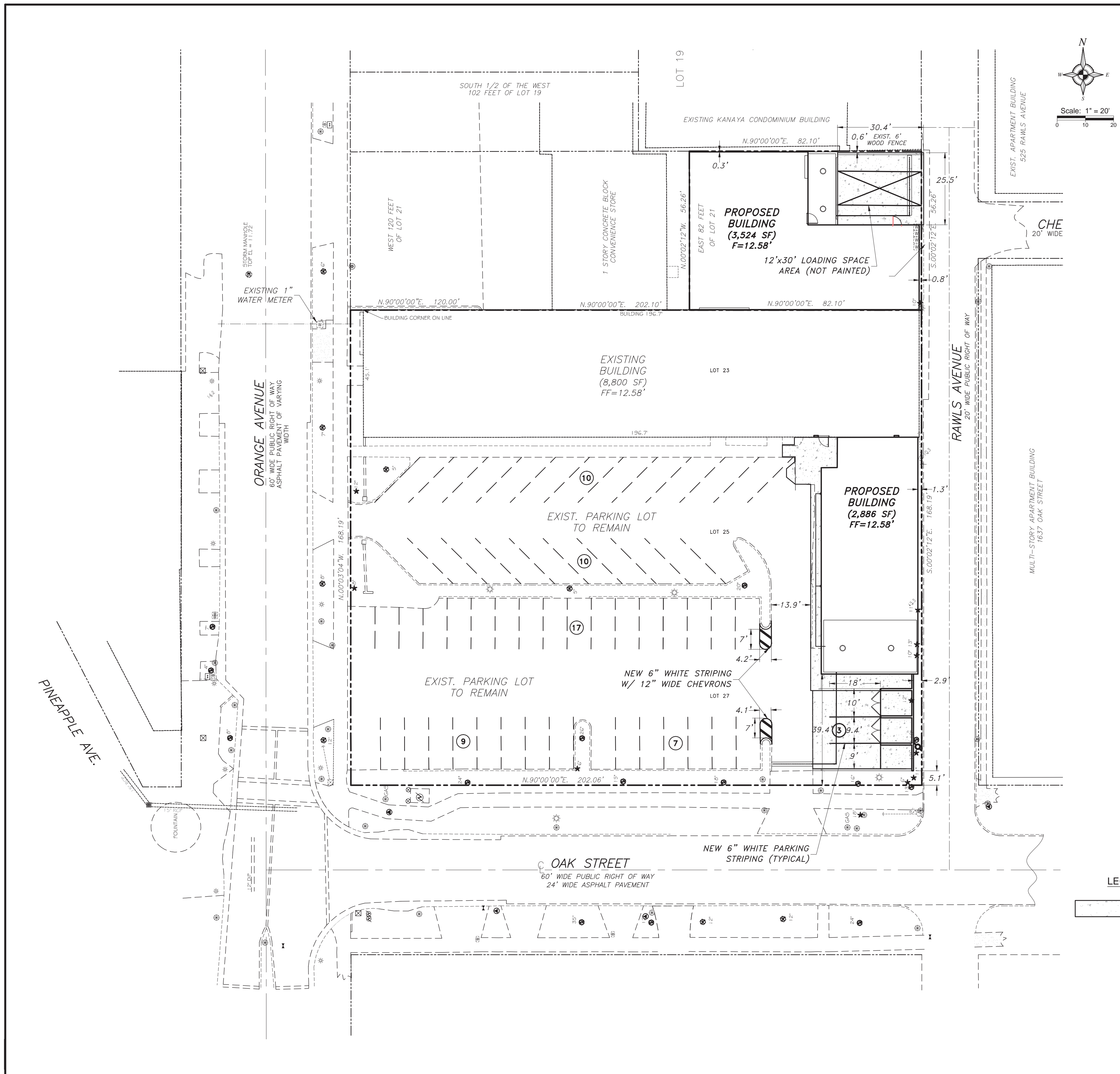
A structure, referred to in the February 9 Narrative as the "south wing" is proposed to be constructed on the property located at 539 S. Orange Avenue which has a legal description of:

Lots 23 and 25 of the Subdivision of Lot 2, Block G, of the resubdivision of Blocks G and H, Sarasota, Florida, as per plat thereof recorded in Plat Book 1, Page 312, Public Records of Manatee County, Florida; also described as all of Lots 23, 25 and 27, Block G, also known as Burns Realty Company resubdivision of Lots 1 through 8, inclusive, Block G, POS as recorded on Public Records Book 982, Page 415 and Book 982, Page 457, Public Records, all referred to as "539 S. Orange Avenue".

As stated in the Narrative, four adjustments are requested for the south wing improvements proposed to be constructed on the above described property located at 539 S. Orange Avenue.

Based on the fact that no adjustments are requested for the property located at 526 Rawls Avenue, the only legal description subject to the application for adjustments is the legal description of the property located at 539 S. Orange Avenue.





**GENERAL NOTES**

- ALL SURVEY MARKERS (BOTH VERTICAL AND HORIZONTAL), WITHIN THE GENERAL VICINITY, SHALL BE CONTINUOUSLY PROTECTED. ANY MARKERS DISTURBED OR DAMAGED SHALL BE REPLACED BY A PROFESSIONAL SURVEYOR MAPPER AND CERTIFIED TO THE CITY ENGINEER PRIOR TO RELEASE OF PROJECT CERTIFICATE OF OCCUPANCY.
- CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING DRIVEWAY AND RIGHT-OF-WAY CONSTRUCTION PERMITS FROM THE CITY OF SARASOTA ENGINEERING DEPARTMENT, PRIOR TO ANY CONSTRUCTION WITHIN THE RIGHT-OF-WAY.
- THE WORK EMBRACED HEREIN, WITHIN THE RIGHT-OF-WAY, SHALL BE DONE IN ACCORDANCE WITH THE "SPECIAL PROVISIONS FOR CONSTRUCTION" OF THE CITY OF SARASOTA.
- CONSTRUCTION EQUIPMENT IS TO BE PLACED ON CONSTRUCTION SITE (PRIVATE PROPERTY) ONLY. NO STREET IS TO BE UTILIZED DURING CONSTRUCTION BY STORING MATERIAL OR EQUIPMENT (UNLESS OTHERWISE PERMITTED BY THE CITY ENGINEERING DEPARTMENT).
- CONSTRUCTION OF THE IMPROVEMENTS SHALL COMMENCE WITHIN ONE-YEAR OF CITY ENGINEER CERTIFICATION OR BECOME INVALID.
- EXISTING TRAFFIC CONTROL SIGNS SHALL BE REMOVED, STORED, RELOCATED AND/OR DELIVERED TO CITY PUBLIC WORKS AS PART OF THIS PROJECT.
- REPLACEMENT OF SIDEWALK AND CURB AND GUTTER SHALL ONLY LAG ITS REMOVAL BY A MAXIMUM OF TWO (2) WEEKS UNLESS OTHERWISE AUTHORIZED BY THE CITY ENGINEER.
- PLANT NO TREES AND/OR HEDGES IN DRAINAGE SWALES OR IN THE FILTRATION AREAS OF ATTENUATION BASIN THAT MAY CREATE A NEGATIVE EFFECT ON THE ATTENUATION FACILITY, (I.E. BLOCKING FLOW OR CLOGGING INFILTRATION SYSTEMS).
- A LANDSCAPE AGREEMENT MUST BE OBTAINED FROM THE ENGINEERING DEPARTMENT FOR ANY LANDSCAPING AND/OR IRRIGATION FACILITIES WITHIN THE RIGHT-OF-WAY.
- UNDERGROUND UTILITIES HAVE NOT BEEN LOCATED OR INDICATED ON THIS PLAN. CONTRACTOR SHALL CONTACT UNDERGROUND LOCATING SERVICES FOR ALL LOCAL UTILITIES PRIOR TO EXCAVATION WORK.

**TRAFFIC CONTROL REQUIREMENTS**

- MAINTENANCE OF TRAFFIC - CONTRACTOR SHALL MAINTAIN TRAFFIC CONTROL AND SAFETY IN ACCORDANCE WITH THE M.U.T.C.D. AND F.D.O.T. STANDARD INDEX DRAWINGS, LATEST EDITIONS, DURING ALL CONSTRUCTION OPERATIONS. ANY LANE CLOSURES OR WORK IN THE ROAD RIGHT-OF-WAY SHALL BE COORDINATED DIRECTLY WITH THE RIGHT-OF-WAY OWNER.
- TRAFFIC PAVEMENT MARKINGS - PARKING STALL STRIPING SHALL BE TWO COATS OF ACRYLIC BASED TRAFFIC PAINT OR CONTRASTING PAVER UNITS COORDINATED WITH OWNER.

**SITE ZONING DATA**

ZONING DISTRICT:	DOWNTOWN CORE DT
PARCEL I.D. NO.:	202-15-0025 202-15-0029
PARCEL SITE AREA:	539 ORANGE AVE 0.08 A 526 RAWLS AVE 0.11 A TOTAL 0.89 A

	REQUIRED	PROVIDED
MAX. FLOOR AREA RATIO:	N/A	N/A
MAX. BUILDING HEIGHT:	10 STORIES	16'11"182"
MAX. BUILDING COVER:	100%	39%
FRONT BLDG SETBACK:	0' MIN 5' MAX	0.8'
SIDE BUILDING SETBACK:	0'	0.3'
REAR BUILDING SETBACK:	0' MIN	0'
PARKING SPACES	30 1,500 SQ	56 53 EXIST 3 NEW
LOADING SPACE	1	1

**LEGEND:**

NEW CONCRETE WALKS & PAVEMENT

FOR CITY ENGINEER'S USE:

REVISIONS	
DATE	DESCRIPTION
12-05-2015	ADD WIDENED SIDEWALK AND ENTRY PATIO PER ARCHITECT.

PREPARED FOR:  
**OUT ARCHITECTS**  
 1527 Second Street, Sarasota, Florida 34236  
 (941) 366-6606  
 AND  
**WOMAN'S EXCHANGE INN SARASOTA**  
 539 South Orange Avenue, Sarasota, Florida 34236

PREPARED BY:  
**REST ENGINEERING**  
 of Sarasota LLC  
 3402 Magic Oak Lane, Sarasota, Florida 34232  
 Ph: (941) 377-8811 Fx: (941) 378-8811  
 mshannon@crestif.com  
 Florida Certificate of Authorization No. 28100

Date: 11-07-2014  
 Project No.: 50303  
 Michael L. Shannon, P.E.  
 License No. 67896

**SITE PLAN**  
**THE WOMAN'S EXCHANGE**  
 539 SOUTH ORANGE AVENUE, SARASOTA, FLORIDA 34236

Sheet  
**C-2**  
 of 6









## Appendix 2

### Neighborhood

## Courtney Mendez

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**From:** David Smith  
**Sent:** Wednesday, March 04, 2015 12:07 PM  
**Cc:** Courtney Mendez; Karen Grasset  
**Subject:** March 11, 2015 Agenda Item for Women's Exchange - Community Workshop video

Dear Planning Board members,

Scheduled for the March 11, 2015 Planning Board meeting agenda is an item for the Women's Exchange (Application 15-ADP-03) seeking adjustments from the Zoning Code. A Community Workshop for a building permit submitted by the applicant was held on February 24, 2015 as required by the Laurel Park Overlay District. Summary minutes of the Community Workshop are not yet complete, so I am sending you this email with a link to the video of the meeting if you would like to review prior to the March 11 Planning Board meeting. The Community Workshop is approximately 2 hours in length and the proposed adjustments were mentioned during the meeting. Once the summary minutes are completed, they will be provided to you.

Meeting video

[http://sarasota.granicus.com/MediaPlayer.php?view\\_id=40&clip\\_id=6970](http://sarasota.granicus.com/MediaPlayer.php?view_id=40&clip_id=6970)

Community Workshop page

[http://sarasota.granicus.com/ViewPublisher.php?view\\_id=40](http://sarasota.granicus.com/ViewPublisher.php?view_id=40)

David L. Smith, AICP  
General Manager/Integration  
City of Sarasota  
Neighborhood and Development Services Department  
(941) 954-4175

Please consider the environment before printing this e-mail.

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**Appendix 3**  
**Public Hearing Notice**



**NOTICE OF PUBLIC HEARING  
APPLICATION NO. 15-ADP-03**

Notice is hereby given that the **PLANNING BOARD/LOCAL PLANNING AGENCY** of the City of Sarasota, Florida will meet on **Wednesday, March 11, 2015 at 6:00 p.m.** in the Commission Chambers, City Hall, 1565 First Street. **Starting at 6:00 p.m. or as soon thereafter as possible, the Planning Board/Local Planning Agency will open the scheduled Public Hearings in the order they appear on the Agenda.** The following application will be considered for approval at the above scheduled meeting:

**ADJUSTMENT APPLICATION NO. 15-ADP-03 - REQUESTING APPROVAL FOR ADJUSTMENT FROM THE ZONING CODE FOR PROPERTY LOCATED AT 539 S ORANGE AVENUE AND 526 RAWLS AVENUE IN RELATION TO PARTIAL DEMOLITION AND RECONSTRUCTION OF A PROPOSED NEW SOUTH WING TO THE EXISTING BUILDING. THE PROPERTY IS ZONED DOWNTOWN CORE (DTC) WITH ADJUSTMENTS REQUESTED TO EXCEED MAXIMUM SETBACK REQUIREMENTS FROM A PRIMARY STREET FOR OAK STREET AND ORANGE AVENUE, REQUESTING A REDUCTION IN MINIMUM NUMBER OF STORIES AND CEILING HEIGHT FOR THE LOGGIA PORTION OF THE BUILDING, AND REDUCTION OF THE MINIMUM WINDOW REQUIREMENTS ALONG THE OAK STREET AND ORANGE AVENUE FACADES, AS MORE PARTICULARLY DESCRIBED IN SAID APPLICATION.**

Said proposed application is on file in the **Department of Neighborhood and Development Services** and the **Office of the City Auditor and Clerk** at City Hall at the above address for public inspection from 8:00 a.m. to 5:00 p.m., Monday through Friday.

This is a public hearing; therefore, all interested persons will be entitled to personally testify at the hearing and to submit documents or letters.

Persons granted status as an Affected Person by the Planning Board/Local Planning Agency will additionally be allowed to present the sworn testimony of other witnesses, relevant exhibits and other documentary evidence and to cross-examine witnesses. In order to qualify as an Affected Person, a person who may be adversely affected by the action of the Planning Board/Local Planning Agency must file a Request for Affected Person Status form with the **Office of the City Auditor and Clerk** at least five (5) complete working days prior to the quasi-judicial hearing. The Request for Affected Person Status form is available at the **Office of the City Auditor and Clerk**, 1565 First Street, Sarasota, Florida, telephone number (941) 954-4160.

If a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

Reasonable auxiliary aids and services will be made available to qualified disabled individuals to the extent that no undue financial or administrative burden results. Please advise the **Department of Neighborhood and Development Services** at least two (2) business days in advance as to the nature of the aid and/or service desired.

CITY OF SARASOTA

By: Pamela M. Nadalini, MBA, CMC  
City Auditor and Clerk

Legal Date: February 20, 2015



**Proposed Adjustment to Downtown Code**  
**Application No. 15-ADP-03**  
**539 S. Orange Ave and 526 Rawls Ave**  
**Woman's Exchange**



By: Lori Rivers  
 Date: February 13, 2015

**FOR GENERAL LOCATION INFORMATION ONLY**



**Appendix 4**  
**Additional Materials from Public**

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

1. **What is the Woman's Exchange?** *The Mission Statement of Woman's Exchange, Inc. of Sarasota is: "The Woman's Exchange is a non-profit tax-exempt organization with a central purpose to support and enrich a variety of programs for local cultural organizations. Funds for this purpose are realized through a consignment operation where merchandise is accepted either for donation or for consignment to be sold in its store. Grants and Scholarships derived from the earnings of this store are used to enrich and strengthen arts-related programs and to encourage creativity in organization and individuals throughout the community." The Woman's Exchange is self-supporting and accomplishes its mission without soliciting funds from individuals, the community or philanthropic organizations.*
  
2. **What is the impact of the Woman's Exchange in the community?** *Supporting the Arts for more than half a century, the Woman's Exchange is a self-sustaining organization of vital importance to the community. Through its vast consignment operation, supported by 260 volunteers and over 5000 consignors, the Woman's Exchange awarded \$250,000 in grants and scholarships in 2014 for a total of more than \$7 million since its inception in 1962. Another \$2.3 million was paid to consignors in 2014 alone, providing additional income to thousands of local residents. Moreover, many local philanthropic organizations, as well as those who benefit from their services, regularly receive donations of unsold household items and clothing worth millions of dollars.*
  
3. **What are the goals of this project for the Woman's Exchange?**
  - *Create a separate furniture receiving and pick-up area*
  - *Reduce vehicular and pedestrian conflicts and improve safety*
  - *Rebuild deteriorating south annex building for more efficient processing of merchandise*
  - *Create rain and sun protection for waiting consignors*
  - *And most importantly, increase the level of grants and scholarships given by the Woman's Exchange to \$500,000 annually*
  
4. **Why is the Woman's Exchange proposing changes to its site?** *Currently, furniture pick-ups and drop-offs block vehicular and pedestrian circulation in the parking lot, creating operational and safety concerns. The south wing is deteriorating and needs replacement and redesign to function efficiently. The area for receiving, processing, stocking and selling furniture must be separated from areas designated for other merchandise for more efficient operation. Consignors stand in the parking lot waiting to consign items without protection from the sun or rain. There is no proper, safe area for the drop-off or pick-up of furniture. In the parking lot adjacent to the south wing 1) approximately 110 to 300 consignors/donors drop off small items of merchandise and clothing daily, 2) trucks make an average of two pick-ups or drop-offs of furniture daily and 3) other private vehicles make an average of 6 furniture pick-ups/drop-offs daily, for an average of 8 furniture pick-ups/drop-offs each day. These vehicles park on the drive aisle adjacent to the south wing, blocking vehicle and pedestrian circulation in the parking lot. Customers must negotiate around these vehicles creating an*

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

*unsafe situation for consigners and customers. This occurs even though the Woman's Exchange parking lot has 56 spaces (more than required by code), the Woman's Exchange leases 22 spaces for employees in the public parking lot on Orange Avenue, volunteers lease 2 spaces in the Orange Avenue lot, and there is a sign at the Woman's Exchange directing customers to park in the Orange Avenue public parking lot.*

5. **What is proposed?** *The Woman's Exchange proposes to 1) construct a new 3,524 s.f. north wing addition at 526 Rawls Avenue; 2) rebuild the deteriorated south wing; 3) put a roof and open-air sides (not air conditioned) around the consignor's waiting area (loggia) and 4) screen the dumpster area with decorative walls and gates. The new north wing will attach to the existing building and be used for the delivery and pick-up of furniture and large items and for the stocking, processing and sale of these items. This will eliminate the bottleneck of traffic in the front parking lot caused by delivery trucks and vehicles and increase safety for customers, consignors and donors. The south wing will continue to be used for accepting and processing merchandise other than furniture. The covered loggia will offer shelter to consignors who now wait in the parking lot to process items. The loggia's open decorative walls will shield the waiting consignors from the view of the neighbors and other customers. No other changes are proposed to the existing structure.*
  
6. **Did the Woman's Exchange consider any other options?** *Yes, the Woman's Exchange board and design team fully vetted numerous options, including those now suggested by the neighbors. The board studied for months to find a solution to the logjam in the parking lot, address lack of space and improve efficiencies in the processing of merchandise. Although the board considered moving the Woman's Exchange to a new location, the majority agreed to modify the site they have occupied for over 50 years and make it work. Almost all other options considered would eliminate parking spaces and/or entrance and exit points on Orange Avenue and Oak Street or require redesigning the site so extensively that it made better sense to sell the property and invest in a new location. In addition, the current DTC (Downtown Core) requires parking lots and garages to be accessed from secondary streets (Rawls Avenue) when possible. Loading areas are prohibited along Orange Avenue and Oak Street.*
  
7. **Why not flip your plan- use the north wing on Rawls Avenue to receive merchandise and the south wing to receive furniture. Will that work?** *No. This option will not work for the Woman's Exchange and will create exactly the traffic problem on Rawls the neighbors are trying to avoid. Several months ago, City waste management staff met with Woman's Exchange planning consultants to review options for pick-up of refuse and recycling. It was determined that, if the refuse and recycling containers were to remain on the south side of the building, the present location is the only alternative for proper maneuvering the waste haul trucks. There will not be enough room between the south wing and the dumpster location for a furniture delivery area without trucks blocking the parking lot drive aisles. Flipping the uses, i.e., using the existing parking lot for furniture pick-up/drop-off and using the north wing to collect other merchandise will greatly increase traffic on Rawls Avenue. Consignors make*



**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

*approximately 110 to 300 deliveries of small merchandise daily, while vehicles (Woman's Exchange truck and private vehicles) make an average of 8 deliveries and pick-ups of furniture daily. If 110 to 300 vehicle deliveries/pick-ups are made to the north wing daily, many of these vehicles will be looking for parking places on Rawls Avenue or Cherry Street. An average of 8 scheduled furniture pick-ups/drop-offs per day on Rawls Avenue will have a much small impact on neighbors than 110 to 300 unscheduled consignors.*

8. **Doesn't your plan just transfer the traffic problems from the parking lot to the new addition on Rawls Avenue?** *No. The parking lot problem is caused by trucks and vehicles blocking the parking lot to make furniture deliveries/pick-ups. Even one truck blocking the parking lot causes disruption of vehicle and pedestrian circulation and safety issues. The north wing will have a designated pick-up/drop off area on-site. Furniture deliveries/pick-ups are scheduled with the Woman's Exchange. They control when and how many furniture deliveries/pick-ups are accepted. Furniture deliveries are spread out during the day and there is rarely more than one furniture delivery/pick-up at a time. If a delivery vehicle arrives when the drop-off area is in use, it will be directed to park in the Woman's Exchange main parking lot until the delivery area clears. Delivery vehicles will drive south on Rawls Avenue, then back into the delivery area. The Woman's Exchange truck is a 16' box truck. In tests it easily backed into the delivery area in one maneuver (no multi-point turns). This truck is too small to require a back-up beeper. Other delivery/pick-up vehicles are generally vans, SUV's or cars.*
9. **How does the plan address the concerns of the neighbors?** *The Woman's Exchange board is well aware of the concerns of the neighbors. At additional expense to the Woman's Exchange, the proposed plan exceeds the requirements of the Zoning Code to address their concerns as follow: 1) The north wing and south wing will be only one story in height to maintain the historic character of the existing 1926 building and the Laurel Park neighborhood; 2) The code has no architectural or "beautification" requirements for the façade facing Rawls Avenue, but the south wing facades will have arched openings with decorative powder coated grill work, a tinted stucco finish and landscaping to present an appealing view to neighbors; 3) The garbage refuse area will be enclosed and will have two decorative access gates facing west; 4) The loggia waiting area for consignors will be shielded from view of neighbors with a roof and decorative walls; 5) Furniture deliveries/pick-ups at the north wing will be scheduled by the Woman's Exchange so that delivery vehicles will be parked on-site, rather than on Rawls Avenue; 6) The proposed plan is more pedestrian friendly than what exists today and provides greater safety for pedestrians and vehicles; 7)The Woman's Exchange will continue to be a major retail magnet for other area businesses, attracting customers who then shop and dine in Burns Court; 8) The plan ensures the Woman's Exchange will continue to operate on the site. If the Woman's Exchange cannot make the site work, future development with a new owner under the DTC standards may be less appealing to the neighbors than the Woman's Exchange plan.*

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

**10. If you designate certain days for the consignment/donation of furniture, can't you avoid the logjam you are experiencing?** *No. The Woman's Exchange currently accepts consignments/donations of furniture six days per week, with an average of 8 truck deliveries/pick-ups spread out during the day. If furniture consignments/donations were limited to 2 or 3 days per week, it would create the very problem the neighbors are trying to avoid. The number of truck deliveries/pick-ups per day would double or triple. Spreading deliveries and pick-ups over six days per week reduces the amount of daily truck traffic and congestion.*

**11. If the Woman's Exchange sells the site, what could a future developer build?** *If a new owner cleared the site, future development would be required to comply with the requirements of the DTC (Downtown Core) zoning district. These standards allow:*

- *Building up to 10 stories, with parking garage on lower levels*
- *Could include any combination of commercial uses, restaurant with bar, office, hotel and/or residential uses*
- *50 units/acre for apartments or condominiums*
- *Maximum building coverage of lot- 100%*
- *No minimum building setbacks*
- *Access to parking garage, garbage pick-up and loading area on Rawls Avenue*

**March 2, 2015**  
**COMMENTARY ON**  
**NARRATIVE FOR ADJUSTMENTS**  
**WOMAN'S EXCHANGE BUILDING**

I am the owner and full-time resident of the property located at 1630 Laurel Street, Sarasota, FL 34236. This property, a 1920 Craftsman Bungalow, is located on the southeast corner of Laurel Street and Rawls Avenue. This location is within 500 feet of the site of the proposed Woman's Exchange application. I am filed as an affected party. What I am commenting on is Section IV-1903 (e)(a) a #3 and part b.

**RECOMMENDATION**

***I believe the adjustments should be denied for the reasons given below. It is hoped that the Woman's Exchange will explore alternative solutions.***

**SECTION IV-1903 (e)(2) REVIEW CRITERIA FOR ADJUSTMENTS**

*The following criteria of Section IV-1903 (e)(2) a-e must be considered by the Planning Board in making determinations on requested adjustments. As an affected party, I submit the following assessment of whether the applicant has met the criteria. Granting the adjustment will equally or better meet the purpose of the regulation to be adjusted.*

a. 3) Height of Story. The height of the proposed south wing expansion is 14'4" from finished floor to finished ceiling for the length of the south wing from the existing building to the loggia. However, the height of the loggia portion of the building is only 10'. The reason for this is that the HVAC equipment will be placed on the roof of the loggia.

**ASSESSMENT**

While the argument is admirable, putting a commercial air conditioning unit that runs 24/7 and cycles on-and-off on the roof opposite the bedrooms of neighboring residents is something the Planning Board should reject. Commercial air conditioning units are noisy air polluters with the potential to spread dirt and disease. The planning board should reject this request on the grounds that by granting this variance, the Planning Board gives tacit approval to locating commercial HVAC units adjacent to resident apartments consequently adversely impacting the quality of life and health of nearby residents.

Furthermore, there is an error in the description. Does the applicant intend to add a loggia to the *existing* building as stated in the narrative or the proposed 83' addition? Additionally, the measurements on the submitted plans and the narrative do not agree. The distance from the south edge of



the Woman's Exchange building to the south property line and the summing of the various parts differ by almost three feet.

**SECTION IV-1903 (e)(2) REVIEW CRITERIA FOR ADJUSTMENTS**

The following criteria of Section IV-1903 (e)(2) a-e must be considered by the Planning Board in making determinations on requested adjustments. As an affected party, I submit the following assessment of whether the applicant has met the criteria.

*b. The proposal will not significantly detract from the livability or appearance of the Downtown Neighborhood zone district or the proposal will be consistent with the desired character of the Downtown Edge, Downtown Core and Downtown Bayfront zone districts.*

**ASSESSMENT**

The Planning Board is faced with a difficult dilemma. Strictly enforce current city code for part of a project, give variances for part of the project or reject the application. As a resident on Rawls Avenue, I take issue with the applicant's assertion that "The proposal will not significantly detract from the livability of appearance of the Downtown Neighborhood zone district...&etc."

Presently, all receiving and shipping is done on the grounds of the Woman's Exchange. The impact on the adjacent neighbors is minimal. By constructing a new south wing, the Woman's Exchange has decided to move part of their operation to a loading dock on Rawls Avenue. This may solve an internal traffic issue, which they claim is caused by "on average eight truck deliveries a day" (Karen Koblenz, CEO, Woman's Exchange 2/24/2015) from their property to the adjacent historic neighborhood of Laurel Park.

Currently the Woman's Exchange has three curb cuts: two on Orange Avenue and one on Oak Street. They have 56 parking spaces. This exceeds current code for parking places and curb cuts. The curb cuts are grandfathered, but they are there to be used. There is room on their property to accommodate all intake and outflow within the confines of their current parking area. The Planning Board should not allow a commercial business to transfer their traffic issues to the adjacent historic neighborhood by permitting them to install a shipping and receiving dock on a narrow residential secondary street.

*e. Any impacts resulting from the adjustment are mitigated to the maximum extent practical.*



## **ASSESSMENT**

There is also the issue of compatibility with the neighborhood. If the plan is approved, there will be a mostly continuous cement wall from the north end of the Woman's Exchange property on Rawls Avenue south to the property line on Oak Street, **over half the length of Rawls Avenue between Laurel Street and Oak Street**. This wall is situated against the curb and has aesthetic and safety issues. **Such a formidable edifice has the appearance of a prison or industrial complex and will be an eyesore.** Hardly fitting on a residential street. What little relief from such an expanse of concrete that have been proposed are less than satisfactory in the view of many neighbors.

I submit that the Planning Board reject all requests for variances to code that the Woman's Exchange has requested on the grounds that they do not properly address the issues of the Woman's Exchange sharing a residential street with a historic neighborhood, and by granting them, the Planning Board gives its tacit approval to creating a dangerous and unsightly addition to Rawls Avenue and the west edge of historic Laurel Park. The Woman's Exchange plan, either by design or by force of code proposes to move their internal traffic issues into the adjacent neighborhood. By moving the truck and heavy vehicle part of their operation onto a narrow **residential** secondary street they unfairly and negatively impact the safety, quality of life and aesthetics of historic Laurel Park, one of the few preserved remnants of old Sarasota. Not to mention the negative impact on property values and their suitability as residences.

It is obvious that the remarkable growth of the Woman's Exchange is due in no small part to their location. As a neighbor I have supported their mission and shopped in their store. It is hoped that between the good offices of the Woman's Exchange, their architects & engineers, the City of Sarasota and the Laurel Pak Neighborhood Association and concerned residents a satisfactory solution that conserves the neighborhood and meets the increasing demands of a growing commercial business can be reached.

Daniel Harris  
1630 Laurel Street  
Sarasota, FL 34236  
718-986-5401  
danielharris1@mac.com

**Laurel Park Neighborhood Association, POB 1485, Sarasota, FL**

**3/2/2015**

**Commentary on  
NARRATIVE FOR ADJUSTMENTS  
WOMAN'S EXCHANGE BUILDING**

**The Laurel Park Neighborhood Association represents the neighborhood adjacent to the Woman's Exchange and has members who live or own property within 500 feet of the project. The LPNA has filed as an affected party and wishes to comment on these requested adjustments. While the applicant states that all the criteria have been met, LPNA believes the applicant has in fact not met the criteria based on items b, c, d, and e. The material below is submitted to substantiate that statement.**

***RECOMMENDATION***

*The LPNA believes the adjustments should be denied for the reasons given below. It is our hope that the Woman's Exchange will explore alternative solutions for remaining on the site.*

**SECTION IV-1903 (e)(2) REVIEW CRITERIA FOR ADJUSTMENTS**

The following criteria of Section IV-1903(e)(2)a-e must be considered by the Planning Board in making determinations on requested adjustments. As an affected party, the Laurel Park Neighborhood Association submits the following assessment of whether the applicant has met the criteria.

*b. The proposal will not significantly detract from the livability or appearance of the Downtown Neighborhood zone district or the proposal will be consistent with the desired character of the Downtown Edge, Downtown Core and Downtown Bayfront zone districts.*

***ASSESSMENT***

The applicant states that the project does not have an urban core character and therefore must be compatible with the residential areas to the south and east. Applicant also states that the south wing is more compatible with the adjacent neighborhood than would be the case with adherence to the strict standards of the DTC zone district or if a completely new building were placed in that location.

This fails to address the following: approval of this group of adjustments will cause the Woman's Exchange to lose its right to load and unload materials in the current location – the south parking lot, and will force the loading dock location to Rawls Avenue.

The loading dock presents both livability and appearance issues for nearby Laurel Park residents and owners. Rawls Avenue is an extremely narrow, one way, residential street, a substandard street for commercial activity. The loading dock presents the following issues:

- 18 residences either open directly onto that block of Rawls or have direct vehicular access onto Rawls. 17 of them must also park on Rawls since the structures were built in the 1920s before everybody had cars and the city required parking. This makes a narrow street even narrower. Additional truck traffic on this street is a problem in and of itself. Truck traffic that is frequent and requires maneuvering in the street to enter and exit a loading dock area is even more problematic.
- Much of the street has no sidewalk and the Woman's Exchange will not be adding sidewalks. Residents walk this street, and additional truck traffic presents a safety issue for residents. Laurel Park is a walk to town neighborhood, and with literally 83 new residences being added within three blocks of the Woman's Exchange site, this is not the time to decrease the safety and pedestrian-friendly character of the neighborhood streets. (The Q, 40 townhomes; The Orange Club, 15 condos and 9 townhouses; and the Homes of Laurel Park, 19 single family houses)
- The predicted number of trucks is likely to increase substantially. The Woman's Exchange currently donates approximately \$250,000 out of their \$3.1 million annual revenues to the arts. That income has grown from \$2.1 million in just three years. They have stated they hope to double their annual giving, and they are increasing their square footage by 4,666 s.f. At the Community Meeting, Ms. Koblenz, The Woman's Exchange Executive Director and CEO, stated they did not intend to expand the furniture portion of their business. However, she also stated that furniture sales yield significantly more profit than the sale of other items. The new 3,524 s.f. northern wing is intended for "the delivery and pick-up of furniture and large items and for the stocking, processing and sale of these items." This is significantly more space than they had in the past for furniture. The southern wing is being expanded by 1,142 s.f, a total of 4,666 s.f. in new space, added to the existing roughly 10,830 s.f. they have been using (figure from Sarasota County Property Appraiser.) Looking at these facts, it is difficult to believe that the furniture business will

not grow. It stands to reason that the entire business will expand substantially in coming years, as will the truck deliveries needed to support it.

- Although the design submitted by the applicant has decorative elements on the southern wing, no decorative elements were proposed for the northern wing with the loading dock. It contains a window, door, loading dock and what appears to be a metal roll-up security door. The view from all of Cherry Lane will focus on this unimproved loading dock.
- The physical location of the loading dock is likely to encourage cut through traffic on Cherry Lane.

*Approving these adjustments will force the loading dock, with its attendant problems of livability and appearance, on to the northern wing and Rawls Avenue. While this is not the venue to discuss alternatives, we encourage the Planning Board to deny these adjustments in order that the applicant be encouraged to reconsider their options. With each benefit the Woman's Exchange cites in moving the loading dock to Rawls, there is a corresponding decrease in the historic charm and livability of that section of the neighborhood.*

*c. If more than one adjustment is being requested, the cumulative effect of the adjustments results in a project which is still consistent with the overall purpose of the zone.*

#### **ASSESSMENT**

The applicant states that the overall project will be consistent with the purpose of the zone because it enables an existing commercial business to continue in operation, while still being compatible with the adjacent neighborhood. In fact, however, the overall project created by the adjustments is neither compatible with the neighborhood nor consistent with DTC standards. If the project were compatible with the neighborhood, the LPNA would be first in line to support modifications to the standards in order to assist the project, but it is not, and it is precisely the cumulative effect of the adjustments that creates the problem.

*d. City designated historic resources (if applicable) are preserved; and*

#### **ASSESSMENT**

The applicant states that this is not applicable since the Woman's Exchange is not locally designated. This fails to address the following facts which make this item applicable. The City has demonstrated its desire for historic preservation in numerous ways:



- The Woman's Exchange is listed on the National Register of Historic Structures and was one of the first 24 buildings selected by the city to be so honored.
- The Woman's Exchange and the Laurel Park neighborhood make up the Laurel Park National Historic District. Creation of this district was encouraged, and supported by the City of Sarasota, which hired a historic preservation consultant to draft the district nomination for national recognition.
- Spanish Oaks Apartments and the Balcony Apartments, both across Rawls Avenue from the Woman's Exchange, are contributing structures to the Laurel Park National Historic District and are listed on the FMSE, the Florida Master Site File. *In addition, Spanish Oaks is locally designated.* A loading dock on Rawls threatens the livability, aesthetics, and economic survival of these buildings. Some tenants have already stated they will not continue to live there if constant truck traffic threatens their peace and quiet and endangers their cars. These are two of the most significant and admired multi-family properties in Laurel Park.
- The City initiated the creation of a list of historic resources for the Florida Master Site File and requires any demolition request for a structure on that list to go through the Historic Preservation Board. This process was followed by the Woman's Exchange in order to tear down the historic apartment building where it now wishes to build the loading dock.
- The loading dock jeopardizes the historic brick street of Rawls. The neighborhood has worked years to develop a streetscape plan with the City to protect the brick and the overall historic character of the neighborhood's streets and sidewalks. The Draft Plan for LPNA Scale Preservation Project, Phase 1 was adopted into the ECDM on January 7, 2008.

*e. Any impacts resulting from the adjustment are mitigated to the maximum extent practical.*

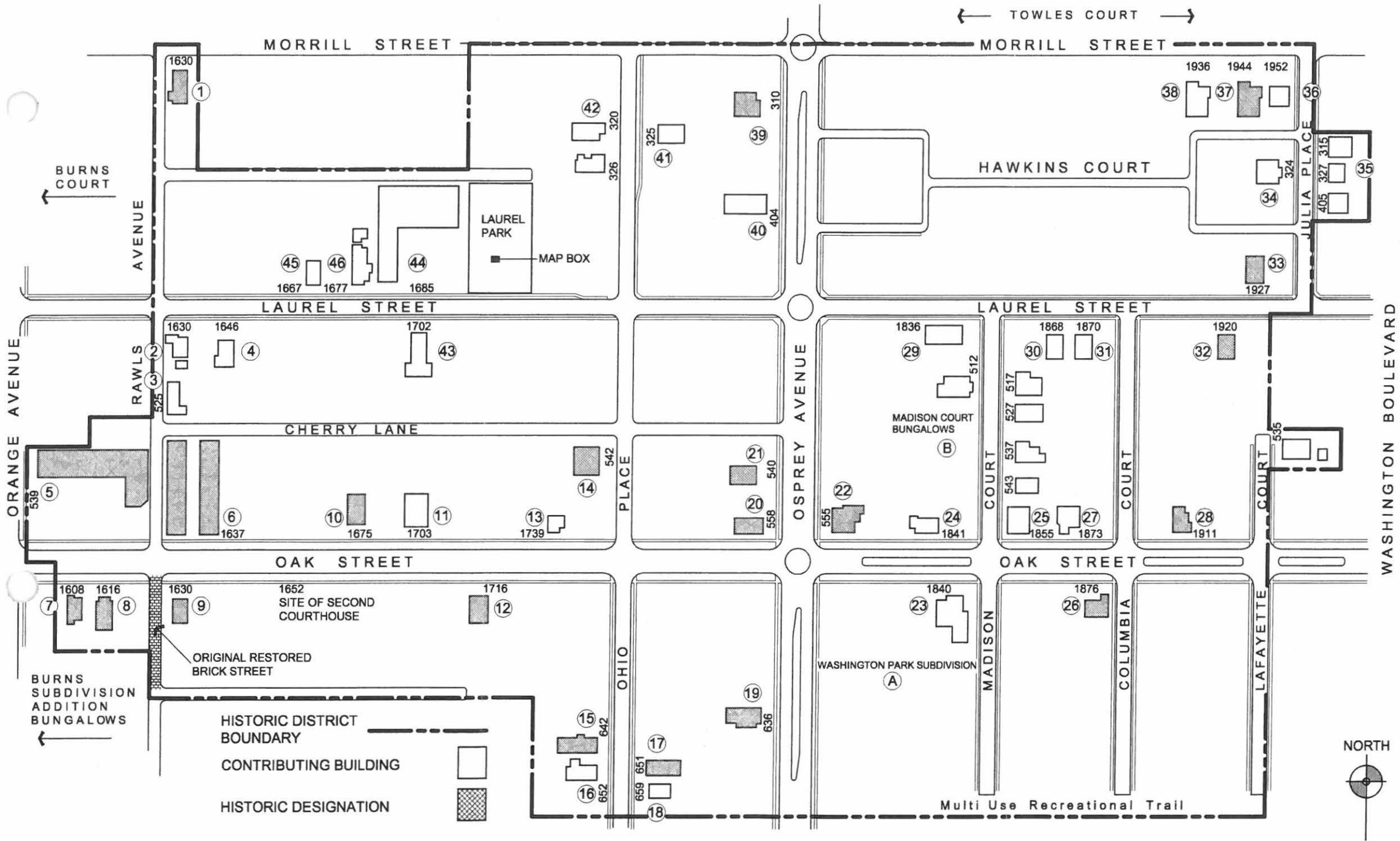
### **ASSESSMENT**

The applicant states that everything possible has been done to make the south wing attractive. In fact, the applicant has not added the requested sidewalk and landscaping buffering. However, the applicant has taken steps to enhance the appearance of the building and to screen the dumpsters. Unfortunately, the cumulative impact of these adjustments is to place the loading dock on the north wing, opening onto Rawls Avenue, which has been the neighborhood's primary concern since the initial presentation of the project almost a year ago. This has not been mitigated at all. The applicant states that the project will

"provide greater safety and convenience for consigners and customers."  
Unfortunately, it will result in less safety and less convenience for the neighbors who must live with the project day in and day out.

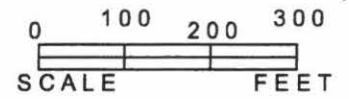
*In sum, the applicant has failed to demonstrate that it meets the criteria for approving these adjustments. We sincerely hope that the Planning Board turns down this request and that the Woman's Exchange considers alternative plans for the site. We hope to continue to be good neighbors with the Woman's Exchange into the future.*





PROVIDED BY LAUREL PARK NEIGHBORHOOD ASSOCIATION

WENZEL GROVE DELINEATION, INC.  
 PRINTING: MINUTEMAN PRESS, SARASOTA



LAUREL PARK NATIONAL REGISTER HISTORIC DISTRICT  
 WALKING TOUR MAP

- ① 1630 MORRILL STREET  
"Dunnehill House" - Bungalow  
ca. 1919  
Local Historic Designation
- ② 1630 LAUREL STREET  
ca. 1925 Craftsman Style Bungalow
- ③ 525 RAWLS AVENUE  
Balcony Apartments  
ca. 1929 Monterrey Style
- ④ 1646 LAUREL STREET  
Craig Clements Home  
ca. 1925  
T.M. Byron - Architect
- ⑤ 539 S. ORANGE AVENUE  
First Home of Sarasota Herald Newspaper  
ca. 1925  
National Register Historic Designation  
First News Edition - October 4, 1925
- ⑥ 1637 OAK STREET - Spanish Oaks  
Previously Katahdin Court Apartments  
ca. 1925  
Local Historic Designation
- ⑦ 1608 OAK STREET  
Belvedere Bungalow  
ca. 1928  
Local Historic Designation
- ⑧ 1616 OAK STREET  
"Lynn L. and Mildred G. Silvertooth House"  
ca. 1928  
Local Historic Designation
- ⑨ 1630 OAK STREET  
"Marable House"  
ca. 1928  
Local Historic Designation
- ⑩ 1675 Oak Street  
"Jerome K. Martin House"  
ca. 1931  
Local Historic Designation
- ⑪ 1703 OAK STREET  
Sperry Apartments  
ca. 1925 Mediterranean Revival
- ⑫ 1716 OAK STREET  
"Ella Dula Westerman Tenant House"  
ca. 1927  
Local Historic Designation
- ⑬ 1739 OAK STREET  
Harness Carriage Shop  
ca. 1914
- ⑭ 542 OHIO PLACE  
"J. Walter Taylor Family Home"  
ca. 1941 Typical WW II Era Cottage  
Local Historic Designation
- ⑮ 642 OHIO PLACE  
"Grace and Effie Bills House"  
ca. 1925  
Local Historic Designation
- ⑯ 652 OHIO PLACE  
ca. 1925  
Platinum LEED Renovation 2012
- ⑰ 651 OHIO PLACE  
ca. 1925  
"John and Mary Erte House"  
Local Historic Designation
- ⑱ 659 OHIO PLACE  
Osprey Avenue Subdivision; E.J. Bacon  
ca. 1914  
Slogan: "Closer, Cheaper, Dryer, Better"  
E.J. Bacon, Mayor
- ⑳ 636 S. OSPREY AVENUE  
"Moses L. Tomlinson House"  
ca. 1910 Prairie Style  
Local Historic Designation
- ㉑ 558 S. OSPREY AVENUE  
"Warren Gupta House"  
ca. 1916  
Local Historic Designation
- ㉒ 540 S. OSPREY AVENUE  
"Frederick and Margaret Meyer House"  
ca. 1925  
Local Historic Designation
- ㉓ 555 S. OSPREY AVENUE  
"Sen. Joseph Humphries House  
/ Nelson Lodge"  
Constructed 1903 and Moved to  
Location in 1935  
Local Historic Designation
- ㉔ 1840 OAK STREET  
1940 N.Y. Worlds Fair  
ca. 1940  
"Town of Tomorrow House"
- ㉕ 1841 OAK STREET  
Honorable John Early Home  
ca. 1925 Moved to Location Early 1930s
- ㉖ 1855 OAK STREET  
By Builder Owen Burns  
ca. 1925  
Thomas Reed Martin - Architect
- ㉗ 1876 OAK STREET  
"Dr. Walter C. Kennedy House"  
ca. 1926 - Mediterranean Revival  
Local Historic Designation  
National Register Historic Designation  
Dwight James Baum - Architect
- ㉘ 1873 OAK STREET  
Gesneriad Research Foundation  
ca. 1925  
Thomas Reed Martin - Architect
- ㉙ 1911 OAK STREET  
"Lynn A. Curtis House"  
ca. 1925  
Local Historic Designation
- ㉚ 1836 LAUREL STREET  
Robar Apartments  
ca. 1924  
Rhoades and Bar - Developer
- ㉛ 1868 LAUREL STREET  
Workmans Cottages  
ca. 1925
- ㉜ 1870 LAUREL STREET  
Workmans Cottages  
ca. 1925
- ㉝ 1920 LAUREL STREET  
"Nash Residences"  
ca. 1925 Craftsman Style  
Local Historic Designation
- ㉞ 1927 LAUREL STREET  
"Katie Mae Hale House"  
ca. 1926 Frame Vernacular  
Local Historic Designation
- ㉟ 324 JULIA PLACE  
Chief Francis Scott Home  
ca. 1925 Craftsman Style Bungalow
- ㊱ 315, 327, 405 JULIA PLACE  
Cottages By Builder Owen Burns  
ca. 1925
- ㊲ 1952 MORRILL STREET  
Mary Staller Guest House  
ca. 1925
- ㊳ 1944 MORRILL STREET  
"Lemont House"  
ca. 1920 Local Historic Designation
- ㊴ 1936 MORRILL STREET  
Kimmel Chapman House  
ca. 1925 Bungalow
- ㊵ 310 S. OSPREY AVENUE  
"Frederickson House"  
ca. 1939 Bungalow  
Local Historic Designation
- ㊶ 404 S. OSPREY AVENUE  
Seminole Apartments  
ca. 1925  
Rhodes & Hale - Developer
- ㊷ 325 OHIO PLACE  
San Juan El Dorado Apartments  
ca. 1925
- ㊸ 320, 326 OHIO PLACE  
Homes of Developers Rhodes & Hale  
ca. 1925
- ㊹ 1702 LAUREL STREET  
Seventh Day Adventist Church  
ca. 1926
- ㊺ 1685 LAUREL STREET  
Louise Apartments / SR Meadows  
ca. 1925  
Rhodes & Hale - Developer
- ㊻ 1667 LAUREL STREET  
ca. 1922  
Sears / Roebuck Craftsman
- ㊼ 1677 LAUREL STREET  
Moved to Present Location in the 20s  
ca. 1899  
Queen Anne Style Bungalow / Folk  
Victorian

- A WASHINGTON PARK SUBDIVISION  
Subdivision Platted in 1925 by Owen Burns
- B MADISON COURT BUNGALOWS  
ca. 1925 Mediterranean Revival Style

**OWEN BURNS**  
(1869 - 1937)  
Arriving as a visitor to Sarasota on a fishing expedition in 1910, he stayed to establish the Burns Realty and Dredging Company. He built the first Ringling Causeway to St. Armands Key and dredged both Lido Key and St. Armand Key for development. He was instrumental in laying out and paving the City streets, and created the first cooperative housing subdivision: Burns Court. He platted Laurel Park, then known as Washington Park, in 1925.

**DWIGHT JAMES BAUM**  
(1886 - 1939)  
A New York based architect whose work in Sarasota includes the John and Mable Ringling Mansion (Cà d'Zan), the Sarasota Times Building (1925), and the Sarasota County Courthouse (1926).

**THOMAS REED MARTIN**  
(1866 - 1949)  
Chicago Architect locating to Sarasota in 1910 to work for Bertha Palmer. Martin designed some 500 residences in Sarasota and various public buildings. He was listed as a Great Floridian in 2000.

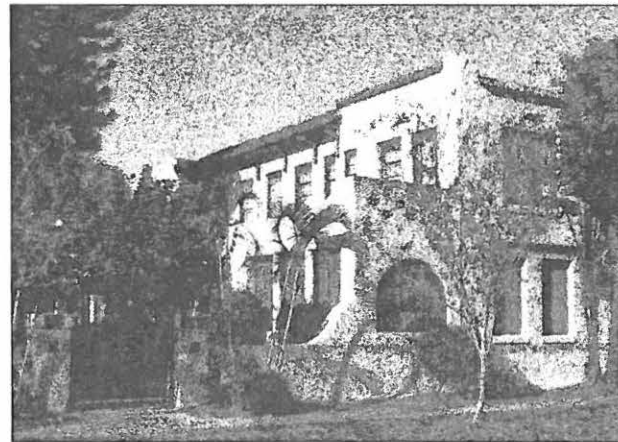


PHOTO: CARL MITTELSTADT

**LAUREL PARK NATIONAL REGISTER HISTORIC DISTRICT**

The Laurel Park Historic District is a small, residential neighborhood located in downtown Sarasota, Florida, which takes its name from one of the east-west axial thoroughfares; Laurel Street. The district contains parts of six historic subdivisions, comprising approximately 50 acres of land. The district contains 338 buildings, 269 of which contribute to the historic character and 69 that are considered non contributing. The contributing resources represent 80 percent of the total resources in the district, while the non contributing resources comprise 20 percent. The majority of the district's resources are constructed of wood, with some masonry examples, in accord with stylistic trends associated with the first half of the twentieth century. These styles include Frame Vernacular, Masonry Vernacular, Craftsman, Bungalow, Mission, Colonial Revival, and Mediterranean Revival. There are few large or fully high style buildings in the district, most of which were constructed for high income residents. The buildings, constructed between 1920 and 1957, range from one to two stories in height, and exhibit good overall levels of integrity. The few buildings that have construction dates prior to 1920 were moved into the district during the district's period of significance.



**City of Sarasota**  
**Department of Neighborhood & Development Services**  
**1565 First Street, RM 301, Sarasota, Florida 34236**  
**Phone: (941) 954-2612**

**Application No. 15-CW-09**

**To:** Meeting Attendees

Date: March 6, 2015

**From:** Nancy Kelly, City of Sarasota

**Subject:** Summary of Minutes--Community Workshop— City Hall--15-CW-09—Tuesday, February 24, 2015--5:30 p.m.

*As required by the City of Sarasota, a second community meeting was held to discuss a site plan for the Woman's Exchange located at 539 S. Orange Avenue and 526 Rawls Avenue. The subject properties are zoned Downtown Core (DTC) and are within the Laurel Park Overlay District (LPOD). The project is made up of two components: 1) A new addition; and 2) demolition of an existing building, replaced with a larger building. As previously discussed at the first Community Workshop (4/30/14), the new addition to the building involves constructing a 3,524 sq. ft. one-story structure that will be attached to the existing Woman's Exchange building. This addition will be located on the north side of the existing building at 526 Rawls Avenue. This property was previously developed as a two-story residential structure that was demolished at the end of 2013 following the approval by the City of Sarasota Historic Preservation Board. The addition is being constructed to house a furniture receiving/delivery area as well as floor area for furniture goods being sold by the Woman's Exchange.*

*The second component of the project involves a 1,744 sq. ft. demolition of the existing south wing building to be replaced with a 2,886 sq. ft. new wing, resulting in a net increase of 1,142 sq. ft. The increased area is a result of enclosing the processing area that was previously proposed to be open-air, under a canopy. Enclosing the receiving area now brings the processing of goods inside the building, reducing outside noise. The applicant will also be seeking adjustments before the Planning Board to increase the maximum front setback of the new building as it will face onto two primary streets (Orange Avenue and Oak Street).*

*Vehicular travel patterns will not change for the Woman's Exchange. Ingress to the parking area that fronts on Orange Avenue and Oak Street will still occur via Orange Avenue and egress from the parking lot will still occur via Orange Avenue and Oak Street. A separate pick-up/drop-off area for furniture is being created by the new addition, with access still proposed from Rawls Avenue. The separate pick-up/drop-off area is intended to have an overall improvement to the circulation around the property as customers picking up/dropping off furniture to the Woman's Exchange will not be blocking the parking lot circulation aisles, as often happens today.*

The meeting began at 5:30 PM. The Laurel Park Overlay District (LPOD) notification and meeting process was explained. Joel Freedman, agent for the applicant, introduced the project team: Karen Koblenz, Executive Director of the Woman's Exchange, Chris Gallagher, Project Manager, and Brenda Patten, Attorney. A video was shared describing the mission of the Woman's Exchange and their philanthropic efforts. Ms. Patten discussed the Questions and Answers informational handout (distributed to meeting attendees) regarding the Woman's Exchange expansion and concerns that were raised at the first Community Workshop. Ms. Patten also mentioned that certain operational issues must be addressed and that the Woman's Exchange has spent over a year assessing appropriate design scenarios that would be consistent with the historical character of the Laurel Park Neighborhood. Ms. Patten stated the LPOD intent has been effective as evidenced by a number of design changes that have been made based on comments from the first Community Workshop.

Mr. Freedman stated the Woman's Exchange has six criteria which must be accomplished as part of the expansion:

- 1) Maintain current number of parking spaces on the property.
- 2) Maintain current number of dumpsters and provide City-approved access to them.
- 3) Replace existing southern annex building.
- 4) Provide a covered waiting area for consignors.
- 5) Increase existing retail and furniture storage area by at least 3,600 sq. ft.
- 6) Separate the customer and delivery traffic.

Chris Gallagher stated the main purpose of the LPOD is to enhance communication between the developer/landowner and the neighbors/residents. Mr. Gallagher addressed the major questions/comments from the April 30, 2014 Community Workshop related to the Woman's Exchange expansion:

- Some attendees expressed concern about the box truck's ability to properly back-in or back-out of the proposed loading zone for furniture pick-up/drop-off. We ran through the backing-in exercise several times at 9:30 AM on a Thursday morning with a Woman's Exchange delivery driver. The driver was able to safely maneuver the 16-foot box truck both in and out of the drop-off area with a single-point turn/maneuver while cars were parked on Rawls Avenue. The driver was able to comfortably drive down Rawls without having to pull into Cherry Lane in order to back-in to the proposed loading area. Due to its size, a 16' box truck does not require any beeping mechanism when it is in reverse.
- There has been a concern about the box truck damaging the brick paving on Rawls. The box truck weighs approximately 8,000 lbs. empty. By way of comparison, a garbage truck weighs about 36,000- 40,000 lbs. empty, and up to 50,000- 70,000 lbs. when full. The box truck is a relatively light vehicle.
- It was confirmed the curb-to-curb width of Rawls Avenue is 18' in the vicinity of the new addition.
- Some attendees expressed concern about the width of Rawls Avenue as it relates to safety. My experience in the box truck is that drivers will travel very slowly and very carefully as they drive on Rawls. Burns Lane is also a 20' (wide) street and provides access for pedestrians, parking lots, single family homes, and several restaurants.
- Concerns about stacking and traffic have been addressed in the Questions and Answers handout.
- There were questions related to the amount of deliveries and pick-ups and why a new loading area was needed for only eight pick-up/drop-offs per day. Woman's Exchange does an excellent job of recording daily sales activities. They consider a piece of furniture as something that cannot be placed on a shelf. Of the daily average of eight pick-up/drop-offs per day, two of these are associated with the Woman's Exchange box truck while the other six are related to customers in a car/SUV. The amount of furniture sold compared to the overall percentage of items sold is roughly 5%. However, furniture sales account for roughly 23% of overall sales for the Woman's Exchange and is an important part of the business.
- There were questions regarding limiting the consignment days/hours. As the Woman's Exchange reviewed this, such a change did not seem to make sense as more deliveries would be forced on certain days rather than spread out over six days, resulting in fewer each day. Deliveries before or after-hours would be problematic in that many (citizens) would not want them early in the morning or late in the evening and that they should be coming during working hours, which is the intent of the Woman's Exchange.
- It was mentioned that the problem is being moved, not solved. The Question and Answer handout also addresses this. The problem currently happens in the parking lot due to the length of time a car/truck must sit in the drive aisle to unload furniture. Cars will back-up and are sometimes forced onto Orange Avenue, which becomes a safety concern. The situation changes entirely when the truck is removed from the parking lot and you no longer have a vehicle obstruction backing-up traffic.
- There is a fundamental issue the Woman's Exchange has of separating operations—front-of-house and back-of house. Back-of-house deals with refuse/recycling, furniture, and the hundreds of consignors who show up with their small articles. These items do not mix well with the other front-of-house components such as the retail and the associated parking. The idea is to separate these operations to avoid obvious conflicts.

Mr. Gallagher stated the specific task tonight is to report the course of action, if any, in which the building permit addresses issues or comments that were made at the first Community Workshop. There is a list of eight items with regard to what has been done related to comments at the first meeting (some are in direct relation to previous comments while others are a result of Code regulations):

- 1) Compatibility with adjacent historic structures (a massing model was shown):
  - a. One story building, lower than the original historic building. Did not want to go to two stories, even though it is required on a primary street (for new development).
  - b. Decorative details compatible with existing Woman's Exchange building and expansion consistent with Secretary of the Interior Standards for guidelines regarding appropriate additions to a historic building.

- 2) What kind of treatments will be done on Rawls Avenue in terms of aesthetics?
  - a. Decorative details compatible with existing Woman’s Exchange building such as wall details and bringing the decorative wall to the corner (of Oak Street) to screen refuse, parapet details, arched openings (shelter for consignors), decorative metal work, railings. Not able to have giant exterior windows due to the interior operations. Did not want to treat Rawls Avenue like an alley, but wanted to make it attractive from the backside of the property.
  - b. Climbing plants
  
- 3) Introduce green areas:
  - a. Maintain tree and planting bed at south end of building
  - b. Maintain planting bed along east side of new additions for climbing plants
  
- 4) Handle storm water appropriately:
  - a. Added two storm water vaults for storm water attenuation. Required by Code to do this.
  
- 5) Roof top noise:
  - a. New addition to the north will have a new a/c unit on the roof and will be located away from Kanaya property line and pool area. Today’s units are much quieter than older models.
  
- 6) Screen dumpsters:
  - a. Decorative wall and gates enclosing area (Code requires this).
  
- 7) Make sure trucks can properly access the property
  - a. Confirmed the ability to safely access the site (Code requires this).
  
- 8) Move the pickup and drop off area to the south side of the building with access off of Orange or Oak and not Rawls.
  - a. This is the one item we cannot do. This was studied in great depth before the first meeting and we went back and evaluated it again since the initial Community Workshop. There are 110-300 people per day at the Woman’s Exchange doing general consignment (excluding furniture). We are trying to provide a safe, convenient, and comfortable place to have them consign. If we try to locate the furniture delivery at the south end of the building and traverse through that and the retail space, we are back to the same operational issue. We are trying to successfully separate these functions. If there were a way to keep everybody happy and find another way to do this (even if not as good)... there just simply is no good option that even gets close without violating the other criteria that must be accomplished. From every point-of-view looking at the site, this is the way the site works.

The loading area must be on Rawls due to:

- Separation of activities—safety and logistics issue of making the site and operation more safe and effective.
- Alleviating both the on-site (parking lot) and off-site (Orange Avenue) congestion.
- Retaining refuse/recycling in current location (south side).
- Loading areas are supposed to be on a secondary street, not on a primary street.

Below are non-verbatim summary minutes of the discussion:

Comments	Responses
<p>The test architects did last April regarding truck maneuverability is not really valid because they did not back the truck into the actual location of the proposed loading dock (area). There were also no cars parked in critical places in front of the Balcony Studio Apartments. The proposed location of the loading dock (area) is north of Cherry Lane and it is not possible to back-in any truck there on Rawls Avenue without pulling into Cherry Lane. Perhaps it would be easier to have the loading area in the middle of the lot, aligned with Cherry Lane (not that I’m a fan of that), to make it easier for the truck drivers and for the neighborhood.</p>	



Comments	Responses
<p>Don't believe this is going to work and can't understand why there is not a better solution. You are taking your problem and making it my problem. There will be people going down the wrong way on Rawls, going down Cherry Lane and creating traffic issues.</p> <p><i>[A document was shared (attached) outlining the pick-up/drop-off issue on Rawls Avenue.]</i></p>	
<p>Corners of Cherry Lane and Rawls Avenue have been destroyed by large vehicles as the curbs have been torn down.</p>	
<p>Both Kanaya and Orange Club changed their plans to prevent access on Rawls. Why is Woman's Exchange not doing the same courtesy?</p>	<p>The new south wing is being designed to be a much more efficient layout with the ability to improve their business. We have looked at options to relocate the loading area and we can't come up with...<i>[inaudible]</i>.</p>
	<p>I think it is appropriate to look into the questions/issues being raised tonight to provide you with answers. May not be able to answer them all this evening, but it is appropriate that they be addressed.</p>
<p>The Woman's Exchange was awarded \$250K in grants in 2014 and is hoping to double their business; wouldn't that mean that the pick-up and delivery of furniture also doubles?</p>	<p>It is not the goal of the Woman's Exchange to expand on the furniture area of our business. We are not planning to grow that part of our business.</p>
<p>Increase in traffic on Rawls Avenue from new loading area will be creating a safety issue for residents. Is it possible for the loading dock (area) to be moved to Orange Avenue?</p>	
<p>The site plan needs to be changed for accuracy. It shows a wooden fence near the loading dock (area) that is no longer there since a delivery truck ran it over.</p>	
<p>It was mentioned that there are 200-300 consigners each day - where does that take place?</p>	<p>At the main store.</p>
<p>We are really talking about managing eight furniture deliveries a day on the loading dock (area) since the other 300 or so (consignors) are coming through the main door. Can the Woman's Exchange pick-ups and deliveries (eight per day avg) be scheduled during off-business hours? Between 7:00 AM – 9:00 AM, or in the evening?</p>	<p>Our truck loads the items starting at 8:00 AM then goes around town to unload and pick-up additional furniture previously scheduled, similar to that of a furniture store (delivery system). The Woman's Exchange opens at 9:00 AM and we try to get the furniture deliveries out of the parking lot by this time.</p> <p>Having restricted delivery hours would add the number of vehicles getting in and out of the loading area due to a smaller window of time. Having deliveries spread throughout the day would actually lighten the load.</p> <p>We tried to clarify the furniture deliveries in the Question and Answer informational handout. An average of eight furniture deliveries per day, two in the Woman's Exchange truck and the other six, on average, in personal cars/trucks. The Woman's Exchange furniture deliveries/pick-ups are scheduled. The 110-300 people that consign items daily is the constant stream of people coming through the main parking lot; those are not the people going down Rawls Avenue.</p>

Comments	Responses
	<p>It is not the Woman’s Exchange intention to direct everything to Rawls Avenue, we don’t want to have stacking vehicles on Rawls Avenue, nor would it be good customer service. We encourage the drop-off of smaller items, such as lamps, plant stands and small coffee tables, at the front entrance. Also, the furniture manager’s office is like a fish tank with windows on all sides so there is visibility to the store and the loading area in order for the manager to control issues. We even made the loading area larger than what was required to try to be good neighbors and make the delivery process more efficient.</p> <p>We have thought this through. We spent one full year going through different proposals with another architect before the current team was hired and looked at every other option and this is the only one that works. If we could change it, we would.</p>
<p>If you’re only expecting eight trucks a day, then why not have the pick-ups/deliveries scheduled at 4:00 PM when you close in the existing parking lot and use the proposed loading area for additional floor space?</p>	<p>This would not work operationally since the south wing that is being rebuilt is to handle the intake of smaller items such as clothing and will have racks and assembly line conveyor belts for small items; there is no room to bring in larger items in this area. Also, if there is a truck filled with furniture, then the unloading could take several hours and our employees would have to stay until 7:00 PM.</p>
<p>What commitment can you give if there are more than eight pick-up/deliveries a day and the vehicles are stacked on Rawls Ave?</p>	<p>Our staff will redirect the traffic; there are 56 parking spots in the Woman’s Exchange and also a nearby public parking lot where we can direct them.</p>
<p>Is it an average of eight pick-ups AND eight deliveries per day, or an average of eight total?</p>	<p>It is an average of eight total pick-ups/deliveries.</p>
<p>What if you built a second story on the north lot and put more of the office space upstairs? Was this considered as an option?</p>	<p>Yes, it was considered as an option. The Woman’s Exchange office space is actually pretty small (two offices) and that is not where the issue is. Management must be located at the ground level to have eyes on everything.</p> <p>I know everyone is struggling to think there must be another solution. You must understand how the operations work to appreciate the dynamics involved. We do not want to be here raising the ire of the neighbors. If there was a way to make this operation work and not have the loading area where it is proposed, we would do it. A lot of professionals have reviewed this against the Woman’s Exchange criteria, and this is the best operational solution.</p>

Courtney Mendez, Senior Planner with the City of Sarasota, stated she was responsible for reviewing the building permit application for zoning review and provided a brief analysis related to the Zoning Code:

- Orange Avenue and Oak Street are primary streets (Rawls Avenue is a secondary street). Primary streets have additional design standards within the Downtown Code. Whatever is being changed for the new building must comply with the relevant part of the Code.
- Proposed loading zone location is permitted as long as vehicles back-in to it. Loading spaces are actually prohibited along the frontage lines of primary streets and that is one of the big challenges in trying to find an alternate location for it. Loading hours are limited by the City Code, which prohibits loading within 50 yards of residential between 7:00 PM—7:00 AM on weekdays and 7:00 PM—10:00 AM on weekends, so that does constrain hours of delivery for the Woman’s Exchange.
- A series of adjustments have been applied for the maximum setback, request for ceiling height, number of stories, and minimum window area and will go before the Planning Board on March 11 at 6:00 PM in the Commission Chambers.
- An alternative analysis for the loading zone was performed, strictly related to code standards and in no way related to the operational needs of the Woman’s Exchange. Since loading zones are prohibited along primary street frontages, the only alternative to locate the loading zone along the southern portion of the property would be to construct a liner building along Oak Street with at least a 20’ depth (15’ with an adjustment) and include habitable space. However, this would necessitate an alternative location for the refuse collection, which could force it onto Rawls Avenue.

*[A document was shared (attached) summarizing the Zoning Code analysis and also the alternative analysis for the loading zone.]*

Comments	Responses
Can you define habitable space?	Courtney Mendez: Habitable space means the building is intended for human occupancy. It cannot be used for storage, mechanical equipment, or refuse collection. It has to be space where people are using it.
What would it take from the City to provide an exception in this case (loading area on south side) to the rules that were established since it is a unique situation?	Courtney Mendez: Code language uses the term ‘prohibited,’ which means an adjustment option would not even be available for this particular case and a change to the Zoning Code would have to occur.
	Since the Woman’s Exchange is rebuilding the south wing, the façades facing the primary streets could not legally have a loading area coming into this south wing.
Is it ‘loading area’ that is prohibited or ‘loading dock?’	Courtney Mendez: It would be any loading zone, whether it is just a surface loading space or with an actual loading dock.
	A loading dock is not being proposed, only a loading surface.
How is the existing loading area allowed today?	It is non-conforming and grandfathered-in, but as soon as we build a new building, we have to meet the current Code.
Could the Woman’s Exchange work with Short Stop and have the entrance to the loading dock be through their parking lot, on the north side?	Operations would be disrupted.
	Courtney Mendez: The access must be taken from a secondary street not a primary street. This would also be problematic due to the cross-access easement or joint use that would be required.

Comments	Responses
<p>How is a secondary street also a residential street? Is there some different terminology? Why would a loading dock (area) on a street that serves residents be allowed?</p>	<p>Courtney Mendez: The designation of a street being primary or secondary has no bearing on whether it is residential, commercial or mixed-use. Primary streets deal with more emphasis on the pedestrian, sidewalks and circulation.</p> <p>Rawls Avenue is only a 20' wide right-of-way. Design of this street is actually set by the Engineering Design Criteria Manual (EDCM) which explains what is required for each type of street. This street does have a designated cross-section; there are only a few in the downtown area like this. Rawls Avenue is a one-way street to allow for the on-street parking, therefore, the designated cross-section does not require sidewalks and there is no room for sidewalks in the right-of-way since the buildings come out to the street.</p>
<p>The sidewalks on Rawls Avenue are disjointed and people will be headed right into the loading dock (area) if they are walking on the south (west) side of Rawls Avenue.</p>	<p>Courtney Mendez: Rawls Avenue is not intended to have a sidewalk due to only having a 20' wide right-of-way.</p>
<p>How do you address loading issues with a parcel that is only served by primary streets with no secondary street access?</p>	<p>Courtney Mendez: If there is no secondary street or alley, there is an allowance to take access from a primary street. The loading zone must be off-street and cannot be accessed directly from the frontage line.</p>
<p>Are there any State or Federal dollars being used for this project?</p>	<p>No.</p>
<p>Was there consideration of putting the loading zone parallel to the building so it would be longer to allow for a truck to parallel park and then back-in into a space to unload?</p>	<p>We did not consider that. A loading area is a minimum 12'x 30' and there also needs to be room to enter/exit the area. The red mark on the site plan indicates the proposed loading area is 30 ½' in length x 25' in width, so it provides greater flexibility for vehicles.</p>
<p>The loading zone is not centered with Cherry lane, which makes it much more difficult to back a truck in there. Would ask that you take another look at the loading zone alignment.</p>	<p>We will be looking at all of that.</p>
<p>I have never seen the part of Rawls Avenue near Spanish Oaks devoid of parked cars. Wish you could consider issue from residential point-of-view as you just don't want to drive there (now) with a small car, much less negotiate all that would be happening if this goes through.</p>	
<p>Who is in charge of signage of telling people where to go?</p>	<p>There is a tremendous amount of communication that goes on between the Woman's Exchange and people who wants to drop-off or pick-up a piece of furniture.</p> <p>The Woman's Exchange will be in charge of signage and will educate their clients on the new loading area.</p>
<p>I used to live where the loading zone is proposed. Getting in and out with my minivan was very difficult. This is a really tight area and is going to cause a lot of discontent.</p>	
<p>Does the application contemplate changing where parking is currently allowed on Rawls Avenue?</p>	<p>Courtney Mendez: No, we have not received any requests to change the parking there.</p>

Comments	Responses
<p>In terms of City rules, if the Woman’s Exchange were to build a new building to the north and modify the building to the south, without demolishing it and completely re-doing it, can they continue to accept deliveries where they are today? What is it that makes the non-conforming use no longer permissible?</p>	<p>Courtney Mendez: The way that it works with the Downtown Code is that whatever you touch – you must bring into conformance. It is the fact that the loading zone is being moved that requires the new loading zone location to meet the Code.</p>
<p>What if they didn’t move the loading zone and simply built the building to the north and expanded their functions inside, and improved the building on the south so the flow was better for them, but not changing the building.</p>	<p>Courtney Mendez: Conceptually, yes. If they were just constructing the building to the north without a loading zone, the City could not require them to make changes to their existing parking configuration.</p>
	<p>The width of the existing building to the south will not work due to the functions that will be in there. The new south wing building will be slightly wider.</p>
<p>With the increase of business and increase of revenue, that means more people will be coming to this successful business. How is parking being evaluated?</p>	<p>The Woman’s Exchange is trying to educate their clientele on parking. They currently have 56 spaces on-site (more than required by Code), and they have permits to lease 22 spaces from the public lot on Orange and Laurel. Two Woman’s Exchange volunteers also lease spaces from this lot, providing a total of 80 spaces.</p> <p>The increase in business is not related to drop-off and pick-up of furniture, it is planned to bring people in and move them through quicker.</p>
<p>It appears the south side (of the site) will have even fewer trees than it currently does. Is this correct?</p>	<p>There may be one or two (palm) trees lost in exchange for the wall on the south side to hide the parking lot. We have agreed to put another tree on the lot near the picnic table and also pay a fee so the trees could be relocated someplace else.</p>
<p>The truck will have to back-in to the loading area, blocking traffic on Cherry Lane.</p>	
<p>When test was done by Woman’s Exchange regarding backing-in to the proposed loading area, there were no cars parked in front of the Balcony Apartments as the property was changing hands and was empty. Folks staying at the Balcony Apartments are visitors who generally do not work and park right down to the corner on Rawls Avenue. Love the Woman’s Exchange, but do not want this because it is not going to work.</p>	
<p>Understand the problems and issues you have with your operations, but do not appreciate the fact that you are not considering the neighbors and the property values. You are increasing your revenues and we are decreasing ours. There are other ways of doing this, even if you kept it the way it is.</p>	



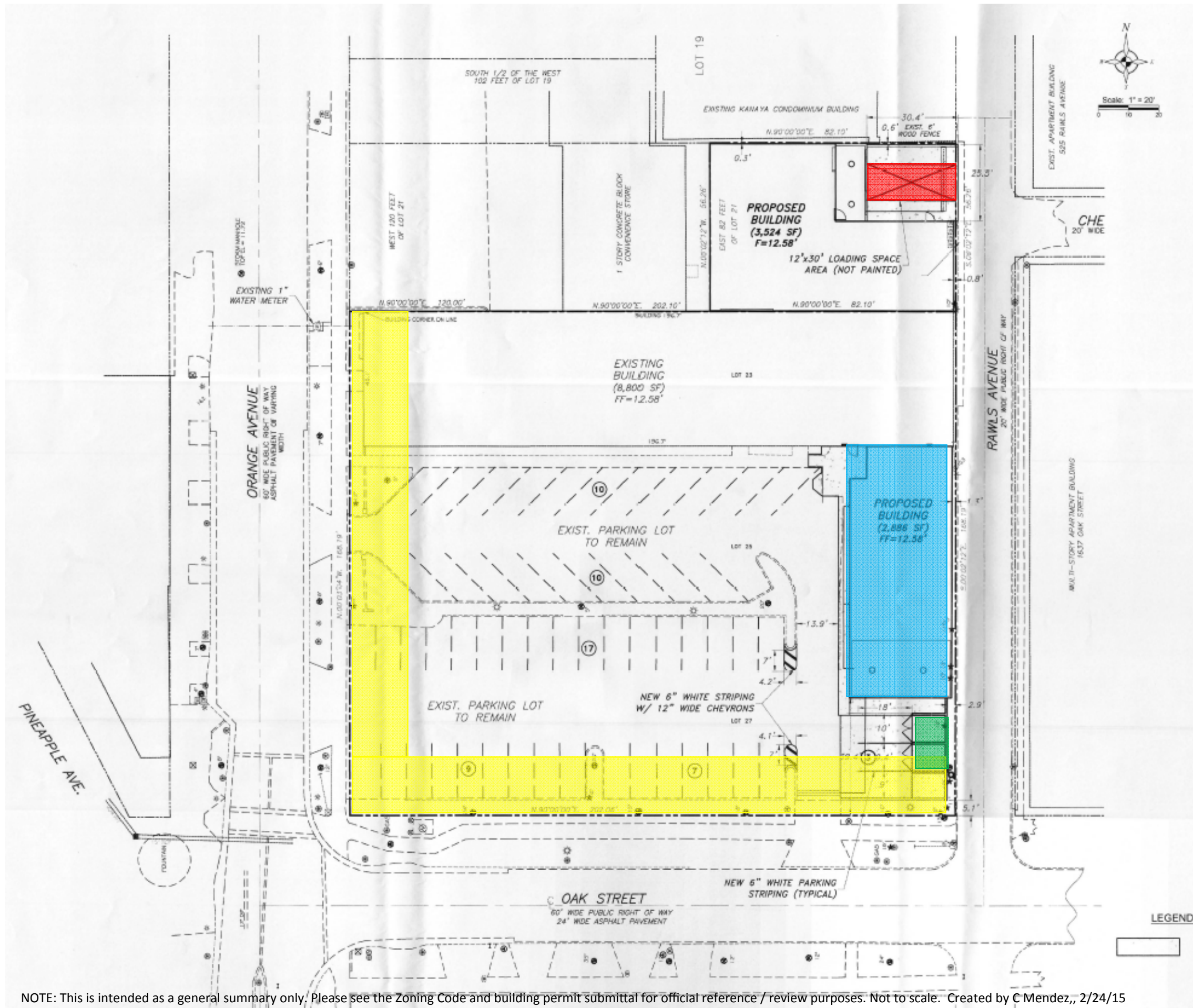
Comments	Responses
<p>I am President of the Kanaya Condominium Association Board of Directors and am speaking on behalf of the homeowners. Our community consists of 35 residential units and 2 commercial units, and 70 people live in this community. The proposed loading area would be abutting the SW corner of our property.</p> <p>Based on what we have heard, we do not have a concern about the safety and traffic because the number of vehicles being discussed is not that much that we couldn't live with it. Regarding noise, we are a little concerned about sounds that could come from the loading and drop-off. Given what we heard, in that you would move the a/c unit and do whatever could be done related to noise suppression, we assume you are going to honor that. Ideally, we would prefer that the loading area be moved further south, but we do not oppose the project. We believe the Woman's Exchange is an integral piece of our neighborhood's fabric and hope they are our neighbors for years to come.</p>	
<p>Where is the loading/unloading area today?</p>	<p>There is a double-door near the end of the historic building where the truck comes in and stops somewhere in the vicinity and takes however long it takes (30 sec, 3 min, 15 min) to load the furniture. This is when internal traffic starts backing-up.</p>
<p>Based on the information provided earlier, you can expand your buildings as large as you are showing and may even gain some space by eliminating the proposed loading area, and not block Kanaya's view to the south. You can continue to use the (loading) area you have now by taking two of the 56 parking spaces and converting them into a truck parking area and then roll the furniture items into the existing double-doors.</p> <p>Another possibility is to rearrange the dumpster area for the loading area and have it face the secondary street and have the truck back-in (off of Oak Street) and park parallel to the (southern) building. I'm not accepting the notion that it's not possible (to have other options).</p>	<p>Everyone is suggesting that the furniture pick-up and delivery can take place in the parking lot, but the operational issue here is not being acknowledged. If you have furniture delivery in this parking lot, then you have to have the area of the building for receiving, storing, processing, and marking for sale that furniture, and would have to do that in the existing south wing. Then you would have to move the processing center for small merchandise out of the south wing to the north wing and then contend with the issue of 110-300 people per day who consign small merchandise. So flipping it does not recognize the operational issues.</p>
<p>I am not ignorant to the operational dilemma, but neither am I ignorant to the traffic pattern/flow and hazardous situation created to the rear. Would like to see a balance struck. There are a lot of unhappy people here.</p>	
<p>Someone suggested that the Michael Saunders parking lot was currently being recommended to the employees and volunteers. Eventually that lot will go away and not be available—Where does the parking end up then for the employees/volunteers?</p>	<p>We'll have to watch the situation. Maybe the Woman's Exchange can't continue to operate here. It is zoned Downtown Core and maybe that will be what the future will bring. I don't know.</p>
<p>Please feel free to email City staff or speak to the applicant's team directly if there are any additional questions.</p>	

The meeting adjourned at 7:35 p.m.

Respectfully submitted,

*Nancy Kelly*

Nancy Kelly, Dept. of Neighborhood and Development Services  
City of Sarasota (941) 954-2612



NOTE: This is intended as a general summary only. Please see the Zoning Code and building permit submittal for official reference / review purposes. Not to scale. Created by C Mendez,, 2/24/15

### Zoning Code Analysis

- Orange Avenue and Oak Street are Primary Streets, Rawls Avenue is a secondary street. (It is not an alley.)
- Loading zone is permitted in proposed location, provided vehicles back into loading zone.
- Loading hours limited by City Code (prohibited 7pm-7am weekdays, 7pm-10am weekends w/in 50 yards of residential or noise sensitive area).
- Enclosures are proposed around existing refuse collection to meet Code.
- Adjustment required for Maximum Setback from Primary Streets.
- Adjustment requested for ceiling height (12 ft required).
- Adjustment requested for minimum window area.
- Additional non-conformities to remain (i.e. location of access, location of parking, landscaping, habitable space, etc.).





### Alternative Analysis for Loading Zone

- Loading spaces are prohibited along Primary Street Frontages and would not be eligible for an adjustment.
- The only alternative to locate loading area within the southern portion of the site (not accessed from Rawls Avenue) would require construction of a liner building in front of the loading space along Oak Street. This liner building would be required to meet the definition of 'habitable space' and would need to be 20 feet in depth (or 15 feet with adjustment, if granted).
- Adjustment would still be required for percentage of the façade along Oak Street and setback from Orange Avenue.
- An alternative location would also be needed for refuse collection.

NOTE: This is intended as a general summary only. Please see the Zoning Code and building permit submittal for official reference / review purposes. Not to scale. Created by C Mendez,, 2/24/15

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

1. **What is the Woman's Exchange?** *The Mission Statement of Woman's Exchange, Inc. of Sarasota is: "The Woman's Exchange is a non-profit tax-exempt organization with a central purpose to support and enrich a variety of programs for local cultural organizations. Funds for this purpose are realized through a consignment operation where merchandise is accepted either for donation or for consignment to be sold in its store. Grants and Scholarships derived from the earnings of this store are used to enrich and strengthen arts-related programs and to encourage creativity in organization and individuals throughout the community." The Woman's Exchange is self-supporting and accomplishes its mission without soliciting funds from individuals, the community or philanthropic organizations.*
  
2. **What is the impact of the Woman's Exchange in the community?** *Supporting the Arts for more than half a century, the Woman's Exchange is a self-sustaining organization of vital importance to the community. Through its vast consignment operation, supported by 260 volunteers and over 5000 consignors, the Woman's Exchange awarded \$250,000 in grants and scholarships in 2014 for a total of more than \$7 million since its inception in 1962. Another \$2.3 million was paid to consignors in 2014 alone, providing additional income to thousands of local residents. Moreover, many local philanthropic organizations, as well as those who benefit from their services, regularly receive donations of unsold household items and clothing worth millions of dollars.*
  
3. **What are the goals of this project for the Woman's Exchange?**
  - *Create a separate furniture receiving and pick-up area*
  - *Reduce vehicular and pedestrian conflicts and improve safety*
  - *Rebuild deteriorating south annex building for more efficient processing of merchandise*
  - *Create rain and sun protection for waiting consignors*
  - *And most importantly, increase the level of grants and scholarships given by the Woman's Exchange to \$500,000 annually*
  
4. **Why is the Woman's Exchange proposing changes to its site?** *Currently, furniture pick-ups and drop-offs block vehicular and pedestrian circulation in the parking lot, creating operational and safety concerns. The south wing is deteriorating and needs replacement and redesign to function efficiently. The area for receiving, processing, stocking and selling furniture must be separated from areas designated for other merchandise for more efficient operation. Consignors stand in the parking lot waiting to consign items without protection from the sun or rain. There is no proper, safe area for the drop-off or pick-up of furniture. In the parking lot adjacent to the south wing 1) approximately 110 to 300 consignors/donors drop off small items of merchandise and clothing daily, 2) trucks make an average of two pick-ups or drop-offs of furniture daily and 3) other private vehicles make an average of 6 furniture pick-ups/drop-offs daily, for an average of 8 furniture pick-ups/drop-offs each day. These vehicles park on the drive aisle adjacent to the south wing, blocking vehicle and pedestrian circulation in the parking lot. Customers must negotiate around these vehicles creating an*

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

*unsafe situation for consigners and customers. This occurs even though the Woman's Exchange parking lot has 56 spaces (more than required by code), the Woman's Exchange leases 22 spaces for employees in the public parking lot on Orange Avenue, volunteers lease 2 spaces in the Orange Avenue lot, and there is a sign at the Woman's Exchange directing customers to park in the Orange Avenue public parking lot.*

5. **What is proposed?** *The Woman's Exchange proposes to 1) construct a new 3,524 s.f. north wing addition at 526 Rawls Avenue; 2) rebuild the deteriorated south wing; 3) put a roof and open-air sides (not air conditioned) around the consignor's waiting area (loggia) and 4) screen the dumpster area with decorative walls and gates. The new north wing will attach to the existing building and be used for the delivery and pick-up of furniture and large items and for the stocking, processing and sale of these items. This will eliminate the bottleneck of traffic in the front parking lot caused by delivery trucks and vehicles and increase safety for customers, consignors and donors. The south wing will continue to be used for accepting and processing merchandise other than furniture. The covered loggia will offer shelter to consignors who now wait in the parking lot to process items. The loggia's open decorative walls will shield the waiting consignors from the view of the neighbors and other customers. No other changes are proposed to the existing structure.*
  
6. **Did the Woman's Exchange consider any other options?** *Yes, the Woman's Exchange board and design team fully vetted numerous options, including those now suggested by the neighbors. The board studied for months to find a solution to the logjam in the parking lot, address lack of space and improve efficiencies in the processing of merchandise. Although the board considered moving the Woman's Exchange to a new location, the majority agreed to modify the site they have occupied for over 50 years and make it work. Almost all other options considered would eliminate parking spaces and/or entrance and exit points on Orange Avenue and Oak Street or require redesigning the site so extensively that it made better sense to sell the property and invest in a new location. In addition, the current DTC (Downtown Core) requires parking lots and garages to be accessed from secondary streets (Rawls Avenue) when possible. Loading areas are prohibited along Orange Avenue and Oak Street.*
  
7. **Why not flip your plan- use the north wing on Rawls Avenue to receive merchandise and the south wing to receive furniture. Will that work?** *No. This option will not work for the Woman's Exchange and will create exactly the traffic problem on Rawls the neighbors are trying to avoid. Several months ago, City waste management staff met with Woman's Exchange planning consultants to review options for pick-up of refuse and recycling. It was determined that, if the refuse and recycling containers were to remain on the south side of the building, the present location is the only alternative for proper maneuvering the waste haul trucks. There will not be enough room between the south wing and the dumpster location for a furniture delivery area without trucks blocking the parking lot drive aisles. Flipping the uses, i.e., using the existing parking lot for furniture pick-up/drop-off and using the north wing to collect other merchandise will greatly increase traffic on Rawls Avenue. Consignors make*



**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

*approximately 110 to 300 deliveries of small merchandise daily, while vehicles (Woman's Exchange truck and private vehicles) make an average of 8 deliveries and pick-ups of furniture daily. If 110 to 300 vehicle deliveries/pick-ups are made to the north wing daily, many of these vehicles will be looking for parking places on Rawls Avenue or Cherry Street. An average of 8 scheduled furniture pick-ups/drop-offs per day on Rawls Avenue will have a much small impact on neighbors than 110 to 300 unscheduled consignors.*

8. **Doesn't your plan just transfer the traffic problems from the parking lot to the new addition on Rawls Avenue?** *No. The parking lot problem is caused by trucks and vehicles blocking the parking lot to make furniture deliveries/pick-ups. Even one truck blocking the parking lot causes disruption of vehicle and pedestrian circulation and safety issues. The north wing will have a designated pick-up/drop off area on-site. Furniture deliveries/pick-ups are scheduled with the Woman's Exchange. They control when and how many furniture deliveries/pick-ups are accepted. Furniture deliveries are spread out during the day and there is rarely more than one furniture delivery/pick-up at a time. If a delivery vehicle arrives when the drop-off area is in use, it will be directed to park in the Woman's Exchange main parking lot until the delivery area clears. Delivery vehicles will drive south on Rawls Avenue, then back into the delivery area. The Woman's Exchange truck is a 16' box truck. In tests it easily backed into the delivery area in one maneuver (no multi-point turns). This truck is too small to require a back-up beeper. Other delivery/pick-up vehicles are generally vans, SUV's or cars.*
9. **How does the plan address the concerns of the neighbors?** *The Woman's Exchange board is well aware of the concerns of the neighbors. At additional expense to the Woman's Exchange, the proposed plan exceeds the requirements of the Zoning Code to address their concerns as follow: 1) The north wing and south wing will be only one story in height to maintain the historic character of the existing 1926 building and the Laurel Park neighborhood; 2) The code has no architectural or "beautification" requirements for the façade facing Rawls Avenue, but the south wing facades will have arched openings with decorative powder coated grill work, a tinted stucco finish and landscaping to present an appealing view to neighbors; 3) The garbage refuse area will be enclosed and will have two decorative access gates facing west; 4) The loggia waiting area for consignors will be shielded from view of neighbors with a roof and decorative walls; 5) Furniture deliveries/pick-ups at the north wing will be scheduled by the Woman's Exchange so that delivery vehicles will be parked on-site, rather than on Rawls Avenue; 6) The proposed plan is more pedestrian friendly than what exists today and provides greater safety for pedestrians and vehicles; 7)The Woman's Exchange will continue to be a major retail magnet for other area businesses, attracting customers who then shop and dine in Burns Court; 8) The plan ensures the Woman's Exchange will continue to operate on the site. If the Woman's Exchange cannot make the site work, future development with a new owner under the DTC standards may be less appealing to the neighbors than the Woman's Exchange plan.*

**QUESTIONS & ANSWERS**  
**THE WOMAN'S EXCHANGE**  
February 24, 2015

10. **If you designate certain days for the consignment/donation of furniture, can't you avoid the logjam you are experiencing?** *No. The Woman's Exchange currently accepts consignments/donations of furniture six days per week, with an average of 8 truck deliveries/pick-ups spread out during the day. If furniture consignments/donations were limited to 2 or 3 days per week, it would create the very problem the neighbors are trying to avoid. The number of truck deliveries/pick-ups per day would double or triple. Spreading deliveries and pick-ups over six days per week reduces the amount of daily truck traffic and congestion.*
11. **If the Woman's Exchange sells the site, what could a future developer build?** *If a new owner cleared the site, future development would be required to comply with the requirements of the DTC (Downtown Core) zoning district. These standards allow:*
- *Building up to 10 stories, with parking garage on lower levels*
  - *Could include any combination of commercial uses, restaurant with bar, office, hotel and/or residential uses*
  - *50 units/acre for apartments or condominiums*
  - *Maximum building coverage of lot- 100%*
  - *No minimum building setbacks*
  - *Access to parking garage, garbage pick-up and loading area on Rawls Avenue*

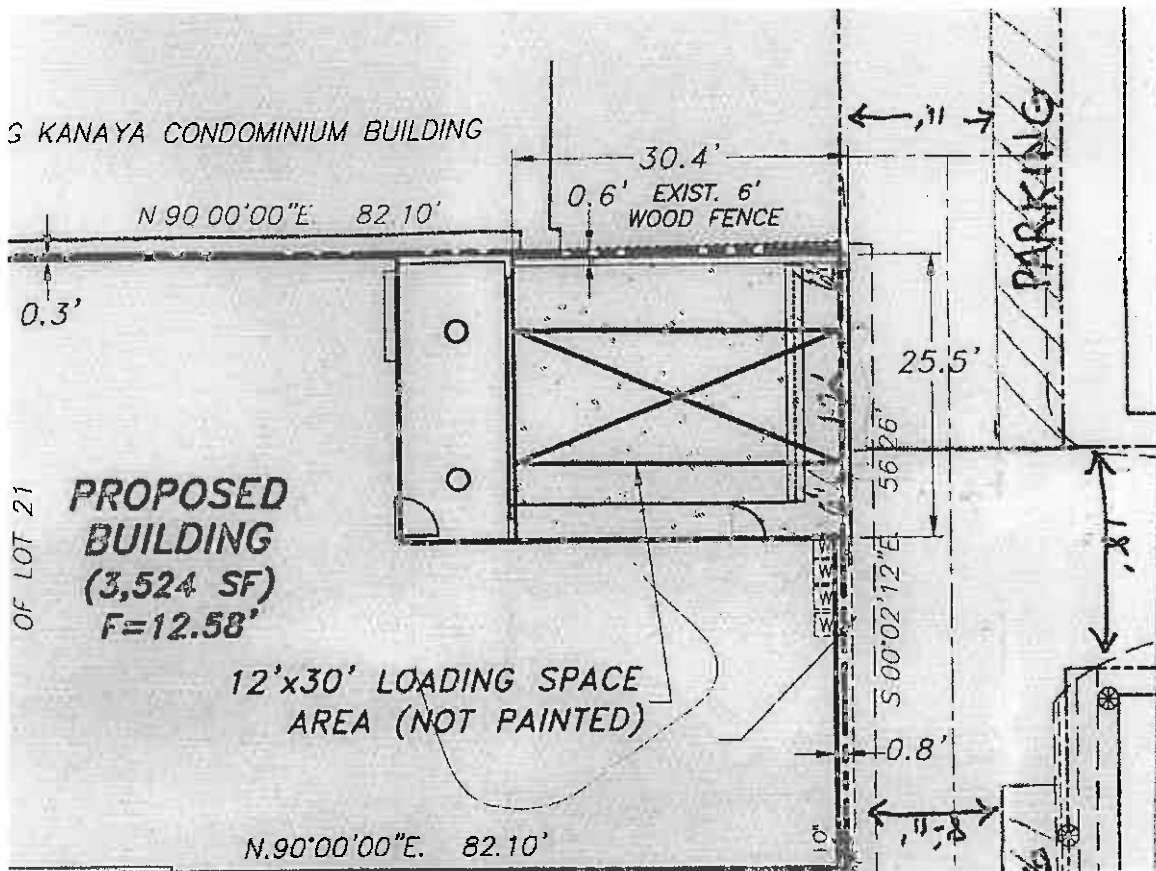
**Application No. 15-CW-09  
Woman's Exchange Addition  
February 24, 2015**

**RE: Proposed "pick-up/drop-off" dock on Rawls Avenue.**

As mentioned numerous times at the April 30, 2014 workshop, the proposed shipping/receiving dock on Rawls Avenue is fraught with many potential problems for residents of Laurel Park and especially residents living on Rawls Avenue, of which there are 53 families: 12 at Spanish Oaks, 5 at the Balcony Studios, a private residence at the corner of Laurel and Rawls and 35 families who reside at Kanaya Condominiums.

Joel Freedman, spokesperson for the Woman's Exchange, claims that Rawls Avenue is an "alley" as defined by city code. In fact as enumerated above, 53 families reside on, or adjacent to, Rawls Avenue between Laurel Street and Oak Street, which would, regardless of a generalized code definition, make it a *de facto* residential street, which it has been for the better part of 100 years. The sole occupant adjacent to Rawls Avenue that is not a residential property is the Woman's Exchange, a commercial consignment shop.

On February 22, 2015 I rented a 10-foot truck and tested the feasibility of access to the proposed shipping/receiving dock. (It should be noted that this truck is smaller than the Woman's Exchange 16' box truck.) According to the submitted plan a "12' x 30' loading space" is proposed to be constructed approximately 6.5' from the north boundary with Kanaya Condominiums extending 12' southward. See plan below. I marked out the location of the loading dock on a photograph of the site.



Woman's Exchange Plan, with Street Parking Indicated



Location of Proposed Shipping/Receiving Dock 12'Wx30'D  
(A large truck turning onto Cherry Lane knocked down the green fence)

This location is not quite at the junction of Cherry Lane (a two-way street with no parking) and Rawls Avenue (a southbound one-way street). Measurements show that the south end of the loading dock is north of the north side of Cherry Lane. This means the proposed loading dock is located north of Cherry Lane, NOT in a direct line with Cherry Lane.

Any vehicle desiring to enter the shipping/receiving dock would have to make an "L" turn backing from Cherry Lane. It should be noted that Rawls Avenue roadway is 17' from curb to curb, not 20 feet as stated on the Woman's Exchange application. With resident cars parked in front of the Balcony Apartments, the roadway is reduced to 11'. It is not possible to back directly into the proposed shipping/receiving dock from Rawls Avenue, there is not enough roadway for the required turning radius. Vehicles would have to turn onto Cherry Lane and then back into the proposed dock. Resident parking is allowed to the corner of Cherry Lane. This limits the turning radius of a vehicle backing into the proposed shipping/receiving dock.



Truck Can Not Turn to Enter Dock

The intersection of Cherry Lane and Rawls Avenue is a tight turn even when cars are not parked to the corner as witnessed by the destruction of the curbs and sidewalks on the NE and SE corners.



Turning Vehicles Curb Damage, NE Corner Cherry Lane and Rawls Avenue





Turning Vehicle Curb Damage SE Corner Cherry Lane & Rawls Avenue

The assumption is that most vehicles picking up or dropping off furniture would reach the loading dock from Rawls Avenue. Some vehicles could opt to enter from Cherry Lane, which would necessitate making a K-turn at the junction of Cherry Lane and Rawls Avenue to allow said vehicle to back into the dock.



Truck Can't Straighten To Align With Dock



Aerial View Showing Geometry Problem.  
Truck is too far south and won't clear south doorway.

It is pretty obvious that the location of the proposed dock is fraught with problems. Even without a vehicle parked at the intersection, it is still a difficult turn for a truck or a vehicle with a trailer. The test truck was a 10' box truck. Fourteen and even twenty-foot trucks have been seen at the Woman's Exchange. As drawn and proposed, this loading dock is not usable by most vehicles..

If all furniture is to enter and exit from this dock, there will be not only truck traffic, but also automobile traffic. If the dock were occupied, cars and trucks would queue on Rawls Avenue and Cherry Lane.

The placement of the dock on Rawls Avenue encourages truck and other traffic to exit via Cherry Lane and thence to Ohio Place and either Laurel Street (A No Truck street) or Oak Street to Osprey Avenue or back to Orange Avenue on Oak Street.

One has to wonder if any traffic surveys were done counting the number of cars and trucks using the Woman's Exchange. It is obvious that the current plan shifts the traffic problem from the Woman's Exchange current generous parking lot on Orange Avenue to the narrow residential Rawls Avenue.

Woman's Exchange CEO, Karen Koblenz, claims there will be no increase in truck traffic with the new expansion. This begs the question, why are you expanding, if you don't expect more business? The Woman's Exchange currently has three curb cuts into their parking lot. Using more of their current parking lot exclusively for pick-up and drop-off would keep Woman's Exchange traffic within the confines of the Woman's Exchange property and not cause congestion, noise, degradation of property values or quality of life for the residents living not

only on Rawls Avenue, but also Cherry Lane, Laurel Street, Ohio Place and Oak Street.

It would seem that the success of the Woman's Exchange is due in no small measure to their location as much as their mission. They should be good neighbors and make an effort to fit into Laurel Park and the Sarasota aesthetic of pedestrian, bike, and green friendly streets, buildings and neighborhoods.

I would encourage the Planning Board to reject the Woman's Exchange plans for a shipping/receiving dock on Rawls Avenue for the reasons stated above. The placement of a shipping/receiving dock on a narrow residential street is moving an internal traffic problem into a historic neighborhood with no regard for aesthetics, pedestrian or bicycle traffic, public safety or the quality of life of the people that call historic Laurel Park home.

Daniel Harris  
1630 Laurel Street  
Sarasota, FL 34236  
Tel: 718-986-5401  
Danielharris1@mac.com

**Laurel Park Neighborhood Association**  
**P.O. Box 1485**  
**Sarasota, Florida 34230**

February 4, 2015

Woman's Exchange Inc.  
539 South Orange Avenue  
Sarasota, Florida 34236

Dear CEO and Board of Directors,

We are writing you concerning the future expansion plans for the Woman's Exchange property submitted to the City of Sarasota. We want to be certain that as the board you understand the concerns expressed at the first Community Workshop.

Many residents of Laurel Park attended this first workshop held on April 14, 2014, at City Hall. Neighbors praised the Woman's Exchange for their community dedication and philanthropy.

At the April 14<sup>th</sup> meeting your residential neighbors also brought up quality of life concerns in response to the proposed loading area on Rawls Avenue, a residential street. The Woman's Exchange is the only commercial non-residential establishment abutting Rawls Avenue. Rawls Avenue is lined with charming historic residential properties, which like the Woman's Exchange, date from the 1920s.

Your proposed expansion plan includes a shipping/receiving area located on Rawls Avenue and the terminus of Cherry Lane.

As the 40 some impacted Laurel Park residents who attended the April 14, 2014, meeting noted, the community urges that the shipping/receiving dock for the Woman's Exchange remain with the Oak Street access (i.e. within your existing parking/traffic management area – not redirected towards Rawls Avenue). The Woman's Exchange parking lot has three curb cuts, which, with proper design, should accommodate both shoppers and consignors.

To sum up the concerns, they are:

- Safety
- Traffic (which includes noise, damage to brick street, etc.)
- Community impact and compatibility

After reviewing your recently submitted plans for the Woman's Exchange expansion, we were deeply disappointed to learn that none of the community's concerns were addressed. In the event those concerns weren't fully conveyed to you, I'm enclosing a copy of the letter the Laurel Park Neighborhood Association submitted prior to the April 14, 2014, meeting which details the reasons we feel the loading dock should remain within the boundaries of your current parking lot.

Laurel Park has a history of working with surrounding development to achieve the best solution for all parties involved. Would further discussion on this matter be possible before the next scheduled Community Meeting on Feb 24, 2015? Please feel free to contact me at 953-5025 or email me at [levyjude@gmail.com](mailto:levyjude@gmail.com). We would limit our group to only a few representatives.

Thank you for your consideration.

Sincerely,

Jude Levy, President, LPNA

Steering Committee Representatives: Daniel Harris, Jolie McInnis, James Miller, Marwan Khammash, Rebecca Dixon

Enclosure: LPNA letter dated April 30, 2014 re: Woman's Exchange

Cc:

Karen Koblenz, Executive Director/CEO

Board Members:

Elizabeth Lindsay, Co-Founder

Rick Drass

Richard Gans

Jeff Hart

Mike Holmes

Anne Johnson

Mary Helen Kress

Suzanne Raymond

Sue Sweeney

Courtney Mendez, Planning, City of Sarasota

Joel Freedman. Joel Freedman Consulting & Development, LLC



# Residents react to overlay project

SHARE



COMMENTS

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by: [David Conway](#) | News Editor

The Laurel Park Overlay District faced its first test recently as the first proposed project to go through the review process met objections from residents in the neighborhood.

The Woman's Exchange, a nonprofit consignment shop located at 539 S. Orange Ave., is planning to expand its facility, including building an addition at 526 Rawls Ave. The project site is located within the Laurel Park Overlay District, and, because the total footprint of the construction exceeds 5,000 square feet and it's within 100 feet of a residential area, it is the first development to go through a process the City Commission approved in June.

The Laurel Park Overlay District was established to give Laurel Park residents more oversight of developments in the area that would otherwise be approved administratively. As a result, the Woman's Exchange must hold two public hearings regarding its expansion — the first of which was held April 30 — before getting approval from the city.

At that public hearing, Laurel Park residents made it clear they have significant concerns about the proposed expansion. The new building on Rawls Avenue, designed to serve as the pickup, drop-off and storage site for consigned furniture, was the source of most of the problems.

To drop-off or pick up furniture, trucks would travel down Rawls Avenue and back into a designated area in front of the new two-story building. This is designed to reduce congestion inside of the Woman's Exchange parking lot; planning consultant Joel Freedman said box trucks often blocked internal traffic on the current Woman's Exchange site. Freedman said Rawls Avenue was designed as an alley for that sort of service usage.

Residents in the area disagreed, arguing that Rawls Avenue is not suitable for regular use by larger trucks. Those who live in the area shared stories of regular vehicles struggling to make turns along the street, and said trucks backing into a loading area would have even greater difficulties. As a result, they said, a number of issues would arise — including traffic congestion and disruptive noise, both of which would affect residents in the immediate vicinity of the new building.

Apartment complexes such as Spanish Oaks sit near the intersection of Rawls Avenue and Cherry Lane, and attendees of the public meeting worried that the Woman's Exchange expansion could disturb the residential quality of the area. Although Freedman said Rawls Avenue is designed as a service alley, Laurel Park Neighborhood Association President Kelly Franklin wrote a letter to the city stating that Rawls and Cherry are used primarily for residential purposes.



“Both of those streets are quiet and residential in character, and both are very narrow,” Franklin wrote. “Neither street has sidewalks, meaning residents who have parked cars in these congested streets must use the roadway to walk to their dwellings.”

Rebecca Dixon, a resident of the Spanish Oaks apartments, offered the Woman’s Exchange design team the opportunity to sit in her apartment across the street during the planning process. In attempting to address internal issues, Dixon hoped the Woman’s Exchange would try to avoid creating different external issues.

“Please take it as a design challenge,” Dixon said. “Design something that you would want across the street if you lived there.”

Laurel Park resident Jolie McInnis said she was worried the expansion would also mean increased activity at the Woman’s Exchange, which would exacerbate the potential problems, she said. Karen Koblenz, executive director and CEO of the Woman’s Exchange, said the organization was not seeking to increase the amount of furniture it receives and delivers. Currently, Freedman said, the building averages eight furniture pick ups and drop-offs per day, though that does not account for seasonal fluctuation. The new pickup/drop-off area would be able to house three trucks at a time, architect Chris Gallagher said.

McInnis echoed the sentiments of several residents when she said her concern was not with the presence of the Woman's Exchange, but rather with the proposed site layout.

"We're not against the Woman's Exchange — the Woman's Exchange is great," McInnis said. "We just don't want the loading dock there."

Although the Laurel Park Overlay District requires two public hearings to gain administrative site-plan approval, it doesn't necessarily require the developer to acquiesce to the requests of the residents. When the Laurel Park Overlay District was approved, residents wondered whether it had enough teeth. As the Woman's Exchange expansion moves forward, they'll find out.

Koblenz, who was not present at last week's meeting, said the organization was seriously considering the input received from the residents.

"All I can say is that we are currently looking at their concerns," Koblenz said. "We're not that far into the process where some of these things can't be considered."

After officially submitting a site plan, the Woman's Exchange will have to hold a second public meeting before it can receive approval from the city. For Laurel Park residents, that meeting will demonstrate whether their concerns were considered.

“I would just ask that the Woman’s Exchange be a good neighbor and realize that their actions are affecting all of the people around them,” Dixon said. “I would put it to you guys to come up with a plan that wouldn’t just benefit the Woman’s Exchange, but the whole neighborhood.”

Contact David Conway at [dconway@yourobservers.com](mailto:dconway@yourobservers.com)





**City of Sarasota**  
**Department of Neighborhood & Development Services**  
**1565 First Street, RM 301, Sarasota, Florida 34236**  
**Phone: (941) 954-2612**

**Application No. 14-CW-07**

**To:** Meeting Attendees

Date: May 13, 2014

**From:** Ryan Chapdelain, City of Sarasota

**Subject:** Summary of Minutes--Community Workshop— City Hall--14-CW-07—Wednesday, April 30, 2014--5:30 p.m.

*As required by the City of Sarasota, a community meeting was held to discuss a site plan for the Woman's Exchange located at 539 S. Orange Avenue and 526 Rawls Avenue. The subject properties are zoned Downtown Core (DTC) and are within the Laurel Park Overlay District (LPOD). The project is made up of two components: 1) A new addition; and 2) demolition of an existing building, replaced with a slightly larger building (concept plan enclosed).*

*The new addition involves constructing a 3,524 sq. ft. one-story building that will be attached to the existing Woman's Exchange building. This addition will be located on the north side of the existing building at 526 Rawls Avenue. This property was previously developed as a two-story residential structure that was demolished at the end of 2013 following approval by the City of Sarasota Historic Preservation Board. The addition is being constructed to house a furniture receiving/delivery area as well as floor area for furniture goods being sold by the Woman's Exchange.*

*The second component of the project involves a 1,744 sq. ft. demolition of the existing building to be replaced with a 2,206 sq. ft. new wing in its place, resulting in a net increase of 462 sq. ft. A screened enclosure for the existing dumpster area is also being proposed.*

*Vehicular travel patterns will not change for the Woman's Exchange. Ingress to the parking area that fronts on Orange Avenue and Oak Street will still occur via Orange Avenue and egress from the parking lot will still occur via Orange Avenue and Oak Street. A separate pick-up/drop-off area for furniture is being created by the new addition, accessed from Rawls Avenue. This will have an overall improvement to the circulation around the property as customers picking up/dropping off furniture to the Woman's Exchange will not be blocking the parking lot circulation aisles, as often happens today. A second Community Workshop will be held following the filing for a building permit, as required.*

The meeting began at 5:30 PM. The Laurel Park Overlay District (LPOD) notification and meeting process was explained. Joel Freedman, agent for the applicant, and Chris Gallagher, project manager, were introduced. Joel Freedman explained the proposal, which is permitted by right, and described the concept plan. The Woman's Exchange is a non-profit organization and the funds generated by consignment sales are given back to arts organizations (over \$500K/year) in the form of a grant process. It was stated the operating hours would remain the same, Monday-Friday, 9:00 am to 4:00 pm, and Saturday, 10:00 am to 4:00 pm. The Downtown Core zoning for the site allows for a ten-story building with up to 50 units/acre, although nothing near those maximum standards is being proposed. It was mentioned the segments of Oak Street and Orange Avenue, adjacent to the Woman's Exchange, are considered primary streets, while Rawls Avenue is a secondary street, and that the Comprehensive Plan encourages site access off of a secondary street. Mr. Freedman stated that historically, Rawls Avenue has been used as an alley and that it is only 20' wide. There is a concern by the applicant that changing access points and other improvements to the site could potentially require the site conform to the current Downtown Core (DTC) zone district standards.

Mr. Freedman stated the Woman's Exchange has decided to invest in the site rather than sell and move to a new location. The proposed north addition would house all large furniture to be received and displayed. A formal loading dock is not proposed to be included in the loading area of the new north addition. Large furniture deliveries create an issue on the property today as furniture unloading blocks the aisle ways, impacting internal/external traffic flow. Other than large furniture items, all other merchandise would be able to be consigned at the south wing, which will also include a canopy. It was also stated that furniture sales represent 5%-6% of the total transacted items at the Woman's Exchange and truck pick-up/drop-offs for large furniture average eight per day. The Woman's Exchange has their own box truck, which accounts for the majority of the furniture pick-up and deliveries.

Below are non-verbatim summary minutes of the discussion:

Comments	Responses
Where would vehicles stack when waiting to drop-off furniture at the proposed north addition?	There are, on average, eight furniture drop-off/pick-up deliveries per day. Based on these numbers, it is not expected that vehicles would need to stack in order to access the proposed loading area. The proposed loading area will accommodate up to three vehicles.
Since the facility is being enlarged, is the Woman's Exchange expecting to increase activity?	A better flow of traffic flow is expected to be created for the site with the proposed expansion and a reduction in 'bottlenecks.'
Can the days of consignment be changed to improve vehicle staging?	We will ask the operator of the site to comment.
In-season months will have more truck traffic than off-season. Proposed loading area that accommodates three vehicles may increase stacking onto Rawls Avenue if there is a box truck occupying multiple spaces in the loading area.	
How will changing drop-off/pick-up area not be a problem on Rawls Avenue if it is a problem today on the site? Seems like problem is being moved, not solved.	Because furniture delivery would be contained in the loading area on-site and not in the right-of-way, Rawls Avenue will not have a vehicle stacking issue.
It is very difficult to maneuver commercial trucks in and out of proposed loading area due to the narrow width of Rawls Avenue. Multiple-point turns would be required, which could create a nuisance from excessive beeping caused by trucks with back-up alarms.	A trash truck is generally twice as long as a box truck.
Proposal will create a traffic jam on Rawls Avenue, which is a one-way alley.	
Kanaya owners concerned about noise associated with deliveries in proposed loading area of north addition.	
How will traffic be routed on Rawls Avenue to get to loading area?	Because there is currently a 'No Trucks' sign on Laurel Street, traffic will be routed to Ringling Boulevard, then to Rawls Ave.
Was proposed traffic flow provided to you by the Woman's Exchange?	Yes.
Were other traffic flow options considered? Believe internal circulation and stacking issues could be resolved on-site. What about utilizing portion of south wing for furniture drop-off/pick-up.	Because this (south wing) is the main intake of the majority of items, Woman's Exchange did not feel this option would work.
Would like to know that other circulation and pick-up/drop-off options have been examined by professionals and what the reasons are why such options could not work on existing site. Neighbors may be more accommodating if this is understood.	
Justification for demolition of historic home where north addition is proposed included: 1) 6,000-12,000 sq. ft. Woman's Exchange addition; 2) historic home had been drastically altered; and 3) historic setting was compromised by 14-story structure to the north. Balcony Apartments and Spanish Oaks are historic structures across the street that could also be compromised based on a similar argument if expansion and proposed loading area is allowed.	
Find it difficult to understand that a 3,500 sq. ft. expansion for an average of eight deliveries per day is necessary. Believe this will increase commercial activity.	
Do not want loading area off of Rawls Avenue.	.

Comments	Responses
Concerned access to/from Dolphin Way could be compromised with vehicles stacking from loading area.	
Rawls Avenue already congested with parked cars from residents. Any increase in traffic would be a serious safety issue.	Parking on Rawls Avenue may be an issue related to accessibility of emergency vehicles.
Garbage truck maneuvering from Rawls Avenue to Cherry Lane today requires a six-point turn.	
Would this added loading area, with increased traffic on Rawls Avenue and across from a historic district, be a benefit to Laurel Park and is it the best solution?	There is not expected to be a substantial increase in furniture deliveries based on new north expansion and loading area. Should be an increase in business on the front lot. I believe we can find a solution and that is why we have these meetings.
Concerned about inexperienced truck drivers or drivers of cars with trailers trying to maneuver along Rawls Avenue.	Majority of business is repeat business. We will relay this to the Woman's Exchange.
Residents very supportive of Woman's Exchange. Laurel Park is a friendly, walkable community and just want to ask that Woman's Exchange be a good neighbor. Current proposal does not look like best solution for neighbors.	
What kind of treatments will be done on Rawls Avenue in terms of aesthetics?	Going through design process now.
This project should not back up to a residential area.	
Vehicles parked daily on Rawls Avenue by Spanish Oaks residents. That parking is needed by residents because of limited nearby options.	
Is it possible to get real sales data from Woman's Exchange?	I will find out if they are willing to share.
What type of equipment will be placed on the roof that could have noise impacts.	
Woman's Exchange employees/volunteers park off-site on the street. Please encourage City to purchase Michael Saunders lot for additional parking.	
Can a pick-up/drop-off period early in the morning or after hours be considered?	We will find out.
Why did Woman's Exchange elect to stay in Laurel Park?	A lot of people did not want them to leave because they generate a lot of activity and bring people downtown.
What code requires substantial changes to the site?	Downtown Code requires new buildings be located along the street. If we were starting brand new, only access we would be allowed to have would be off of Rawls Avenue. If this building were to sell and a new building developed, it could look like Kanaye (ten stories).
How come no one from the Woman's Exchange is here?	There was an unavoidable scheduling conflict.
Woman's Exchange is part of registered Laurel Park Historic District and would like some acknowledgement of this in the design regarding compatibility with adjacent historic structures.	Thank you.
Is Woman's Exchange considered historic?	Yes.
Could it be torn down?	Yes, but not without going through a demolition process.

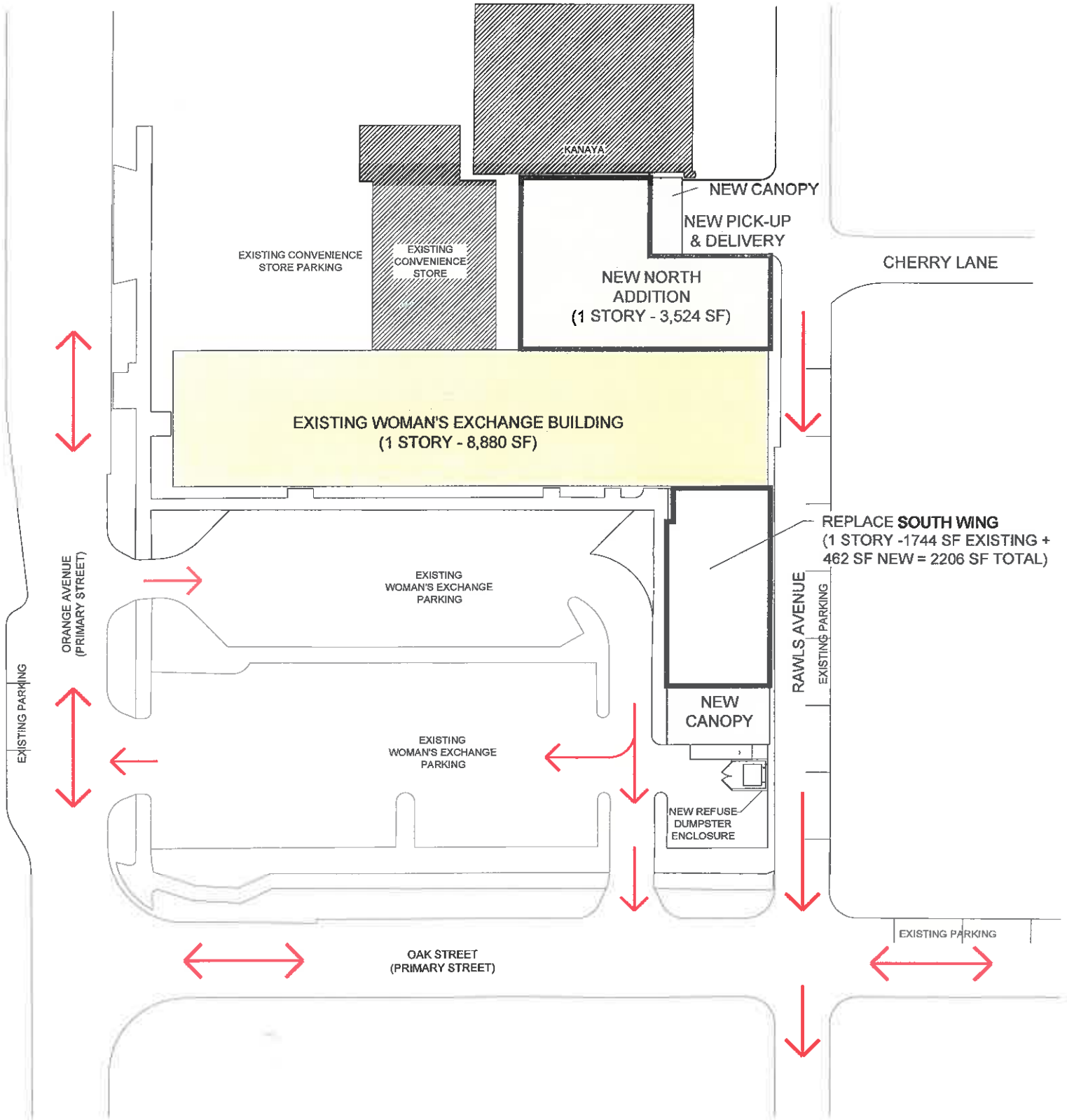
Comments	Responses
Encourage project architects/planners to put forth their best professional skills in examining the traffic patterns being proposed and the placement of it internally and also be sensitive to the existing built environment and pedestrian nature of Rawls Avenue. Introduction of any green area would be welcomed. Stormwater management issues should also be appropriately handled.	OK.
Please pay close attention to noise abatement issues related to mechanical machinery.	
Would like to see all dumpsters screened on site.	OK.
Glad City provided a forum to give feedback and thank you for listening to the concerns. Hope comments you heard will be reflected in the plans.	
Was loading dock near south wing ever considered?	Yes, we will go back and look at that.
You were involved in P.F. Chang's Project and wasn't that a good project? Wouldn't it be nice if this happened again?	I understand. We will take all your comments.
<i>[Post meeting comment]:</i> Rawls Avenue concern from traffic that will be generated, damaging this brick street between Laurel and Oak by trucks and other vehicles beating a path to the proposed Woman's Exchange loading dock.	

The meeting adjourned at 6:38 p.m.

Respectfully submitted,



Contacts regarding this summary:  
 Ryan Chapdelain, Dept. of Neighborhood and Development Services  
 City of Sarasota  
 (941) 954-2612



# Woman's Exchange

Sarasota, Florida

CONCEPT PLAN

10 APR 14





**From:** Kate Lowman

**Sent:** Tuesday, April 29, 2014 8:26 AM

**To:** Pamela Nadalini

**Cc:** Timothy Litchet; Karin Murphy; Andrew Georgiadis; Thomas Barwin; Marlon Brown; Franklin Kelly

**Subject:** Community Workshop Application No. 14-CW-07 – Women’s Exchange – Laurel Park Overlay District

Pamela Nadalini  
City Auditor and Clerk  
City of Sarasota  
Sarasota, FL 34230

Re: Community Workshop Application No. 14-CW-07 – Women’s Exchange – Laurel Park Overlay District

Dear Ms. Nadalini,

This email concerns the proposed construction at the Woman’s Exchange. Unfortunately I will be out of town and unable to attend the Community Meeting on April 30.

As a longtime resident of Laurel Park, I welcome the fact that the Exchange is electing to remain in the current location and to build low structures across from Laurel Park. There are two items I would like to address.

- 1) The loading dock location at the junction of two small neighborhood streets (Rawls and Cherry Lane) is not suitable. There is not enough room for trucks and cars to be regularly maneuvering at that location. The streets are narrow and also provide street parking for many residents who have no other alternative. The Woman’s Exchange should retain the loading dock in the front of the building and use the Rawls lot for expansion of other facilities.
- 2) The City Downtown Code, based on New Urbanist concepts, stresses pedestrian friendly development. The Rawls frontage of the project faces a National Historic District, a residential area since the 1920’s. Spanish Oaks and the Balcony Apartments, directly across the street, are both charming and significant historic structures. Making the Rawls frontage attractive would not only enhance the Woman's Exchange property, but would fulfill the mandates of the City’s Zoning Code and provide for an attractive transition from the Burn’s Court area to the Laurel Park neighborhood.

I realize this first drawing is a concept plan provided for neighborhood input. I sincerely hope that the Woman’s Exchange will reconsider the location for the loading dock and submit a revised plan that can be embraced by everyone.

Sincerely,  
Kate Lowman

April 30, 2014

Pamela Nadalini  
City Auditor and Clerk  
City of Sarasota  
P.O. Box 1058  
Sarasota, FL 34230

Re: Community Workshop Application No. 14-CW-07 – Women’s Exchange – Laurel Park Overlay District

To the developers of the Women’s Exchange expansion project and the City of Sarasota,

The residents of Sarasota’s historically-designated Laurel Park neighborhood are grateful for the opportunity to discuss the proposed site plan for the Women’s Exchange building located at 539 South Orange Avenue and 526 Rawls Avenue.

The establishment of the Laurel Park Overlay District in 2013 created a process for community input into planned development within the district, and we are hopeful that the Women’s Exchange project – the first undertaken since the adoption of the Overlay District – will be beneficial to both the developers and the community in that it gives affected residents a chance to weigh in at the initial planning stages before ideas are finalized.

The notice of the community workshop sent on April 14, 2014 has been distributed to the 200 property owners and renters on our e-mail list, and there has been considerable discussion within the community regarding the initial plans.

The community is very supportive of the Women’s Exchange and its mission, and we are pleased that the Exchange’s success necessitates expansion within the location that has housed it for several decades. We are also happy to see that the initial plan calls for construction of a new one story building on Rawls Avenue in keeping with the general character of the neighborhood.

However, a number of concerns have been raised, the most serious being the impact of the proposal to move the facility’s loading dock from its current location – within the Women’s Exchange parking lot – to the new building to be constructed at the intersection of Rawls and Cherry Lane. Both of those streets are quiet and residential in character, and both are very narrow. Neither street has sidewalks, meaning residents who have parked cars in these congested streets must use the roadway to walk to their dwellings.

Rawls is one way, with curbside parking along the east side. There are two apartment complexes in that area (Spanish Oaks and Balcony), and the density of dwellings means that the existing parking slots are almost always 100% occupied – affording few opportunities for customers seeking to drop off or pick up furniture to park. In addition, the unidirectional flow of traffic on Rawls would necessitate that trucks seeking to back into the loading dock would have to first pull into Cherry Lane.

The intersection of Cherry and Rawls is a tight space, which trash disposal trucks frequently must take 3 or more passes to turn in. The Women's Exchange accepts deliveries and sells furniture 6 days a week, and we routinely see multiple trucks lined up for pick-up and delivery.

Laurel Park has already restored the brick paving on Rawls Avenue south of Oak Street, and it has always been the intention of the neighborhood to restore the brick paving on the section of Rawls behind the Women's Exchange. Excessive commercial use of Rawls has the potential to damage the brick that remains under the asphalt and prevent the eventual restoration of the brick and streetscape (e.g. curbing).

Last, but not least, Laurel is marked as closed to truck traffic between Orange and Rawls. How are trucks envisioned as getting to the proposed loading dock at Rawls and Cherry? Would they be directed up Orange to Ringling and then south 3 blocks on Rawls? If so, this would cause significant traffic pattern changes along a wide swath of the neighborhood and adjacent areas, and would also likely prove very confusing for individuals dropping off or picking up furniture who are not familiar with the neighborhood and its one-way streets.

We recognize the congestion problem within the Women's Exchange parking area, but we do not view relocating the problem to Rawls and Cherry – both of which are narrow residential streets – as the solution to the problem.

Instead, since the South Wing of the existing Women's Exchange structure is to be replaced, we would ask that **plans be adjusted to keep the loading dock in within the confines of the existing parking area.**

A second request relates to the City's Downtown Code which calls for pedestrian-friendly development. While we realize that Rawls is the back of the Woman's Exchange, it faces Spanish Oaks and the Balcony Apartments, two very significant historic structures in the Laurel Park National Historic District (as is the Woman's Exchange itself). We request that every effort be made to design the rear of the new North addition building in a way that respects the New Urbanist pedestrian-friendly principles and that enhances both the Woman's Exchange and the surrounding neighborhood.

We hope that a thoughtful dialog with the developers will help illuminate the reasons for our concerns, and that we can work together to craft a solution which accommodates the Exchange's expansion needs without compromising the character and livability of Laurel Park's residential areas.

Sincerely,

Kelly Franklin  
President , Laurel Park Neighborhood Association

cc: Tim Litchet, Tom Barwin, Marlon Brown, Joel Freedman

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Kelly Franklin  
President , Laurel Park Neighborhood Association  
1876 Oak Street, Sarasota, FL 34236

cc: Tim Litchet, Tom Barwin, Marlon Brown, Joel Freedman



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Sincerely,

Kelly Franklin  
President , Laurel Park Neighborhood Association

cc: Tim Litchet, Tom Barwin, Marlon Brown, Joel Freedman



**NOTICE OF COMMUNITY WORKSHOP  
APPLICATION NO. 14-CW-07  
DISCUSSION OF A SITE PLAN WITHIN THE LAUREL PARK OVERLAY DISTRICT**

Date: Wednesday, April 30, 2014  
Time: 5:30 P.M.  
Place: City Hall – Conference Room 112  
1565 First Street  
Sarasota, FL 34236  
Contact: Joel Freedman, applicant's agent: (941) 955-9088

As required by the City of Sarasota, a community meeting is being held to discuss a site plan for the Woman's Exchange located at 539 S. Orange Avenue and 526 Rawls Avenue. The subject properties are zoned Downtown Core (DTC) and are within the Laurel Park Overlay District (LPOD). The project is made up of two components: 1) A new addition; and 2) demolition of an existing building, replaced with a slightly larger building (concept plan enclosed).

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The Zoning Code (2002 Ed.) of the City of Sarasota requires that all applicants hold a Community Workshop prior to filing a formal application with the City of Sarasota if requesting one or more of the following applications: Conditional Use; Rezone; Street/ROW Vacation; "G" Zone Waiver; Amendment to the Future Land Use Map Illustration LU-6 of the Sarasota City Plan; Amendments to the text of the Sarasota City Plan that affect a specific and limited area of the City (as determined by the Director of the Department of Neighborhood and Development Services); day care facilities with more than ten children in certain zone districts; and/or certain development projects within the Laurel Park Overlay District (LPOD). The meeting is to inform neighboring property owners, residents, and business owners of the nature of the proposed development, explain the site plan, if any, solicit suggestions and identify concerns; prior to the filing of a formal development application. This meeting will be conducted by the applicant or their representative; however, a member of the City of Sarasota's staff will be in attendance to address administrative questions.

An additional Community Workshop shall be required if: an increase is proposed to the height, density or intensity of an application occurs following the previous Community Workshop; an amendment is requested that requires action by the Planning Board or City Commission; and/or an application is not filed within 12 months following the previous Community Workshop.

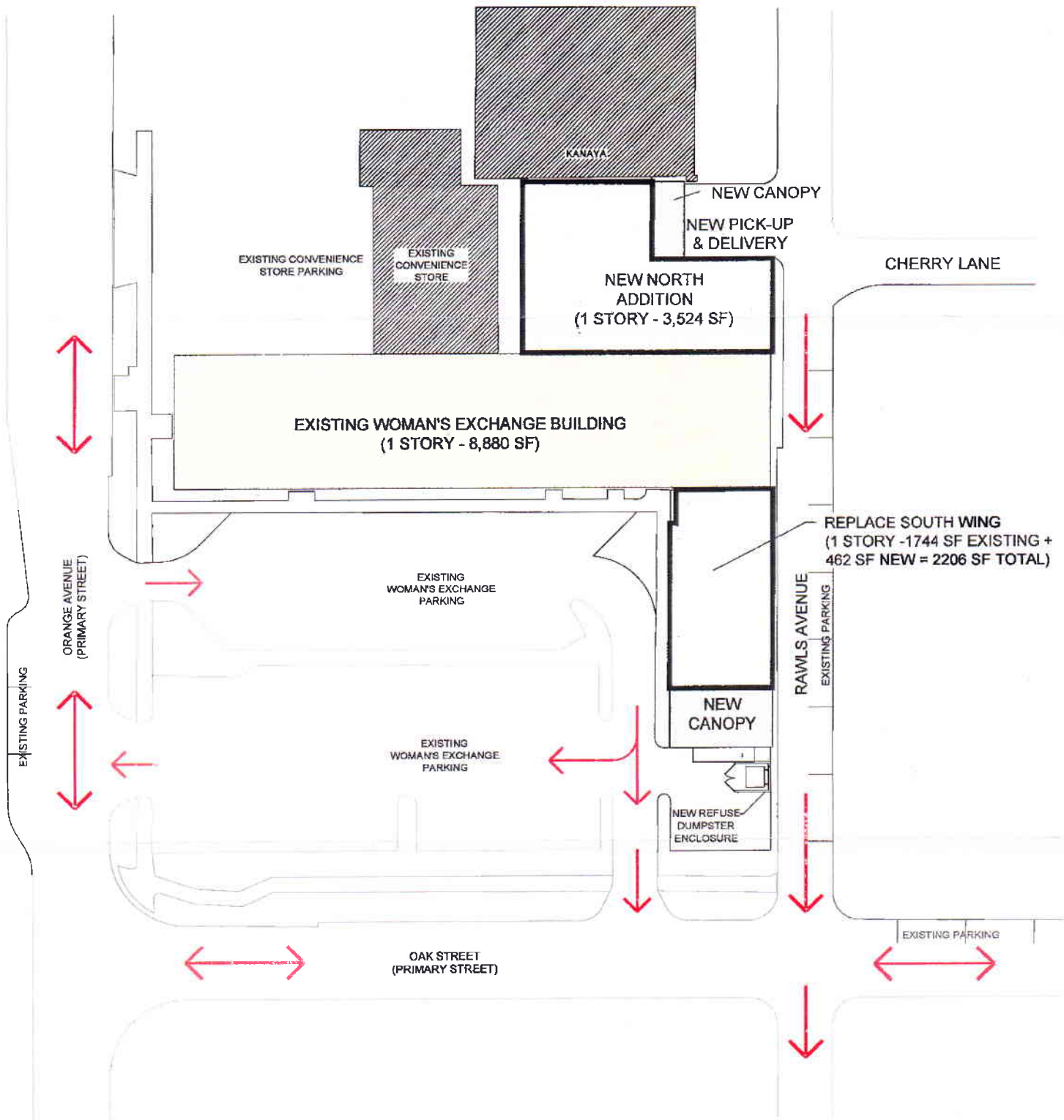
Once a formal application is filed with the City of Sarasota, property owners and registered neighborhood associations within 500 feet of the subject site will be notified of any public hearings held as the application proceeds through the *Development Review Process*. Interested persons are welcome to attend the public hearings and be heard.

**Questions or concerns regarding the above-described proposal should be addressed to the project contact listed above. Questions regarding the Zoning and Development Review Procedures as well as questions regarding the meeting place, directions & location, and neighborhood association(s) information may be addressed to Department of Neighborhood and Development Services, Neighborhood Services Division, at (941) 954-2612.**

CITY OF SARASOTA  
By: Pamela M. Nadalini, MBA, CMC  
City Auditor and Clerk

Mailed on: April 14, 2014

**P.O. Box 1058  
Sarasota, Florida 34230**



**CONCEPT PLAN**  
10 APR 14

**Woman's Exchange**  
Sarasota, Florida

