



# FRENCHTOWN

— PLACEMAKING —

Economy  
**DRUG STORE**





Woman's Working Band House

Frenchtown Renaissance Center

Tooke's House

Florida State University Center

Howell Strong Park

Lincoln Center

Historic Lincoln High School

Oakland Cemetery

Midtown District

Harrison Street Historic District

Market

ansion

# City of Tallahassee Commission Directive

In 2017, the City Commission directed the Tallahassee-Leon County Planning Department to conduct a placemaking study for the Frenchtown community. The Frenchtown Placemaking Study was a direct response to community members concerned about student and affordable housing developments being built in the community. The purpose of this document is to identify opportunities to strengthen the Frenchtown Community. This initiative, along with community input and feedback, will provide a basis for moving the community forward.

Placemaking is a process that promotes the distinctive characteristics and elements of a place and aims to expand on the positive experiences of those who live or visit there. The process considers historical attributes of people and area, important current features and assets, and the future desires of a community. Placemaking aims to capitalize on these things to further the identity and viability of a place.

As a historic community, Frenchtown is very much an established place. Throughout history, the community's reputation has changed and evolved, but one thing has remained the same – the residents call this home.



## Purpose

Per the direction of the City Commission, the purpose of this plan is two-fold:

1. Ensure that development patterns in the Frenchtown community moving forward are consistent with the vision of the community.
2. Ensure that funding from the sale of The Standard parcel, Community Redevelopment Agency (CRA) Funding, and other funding being allocated through this process will be used in a way that produces tangible outcomes.

## The Steering Committee

Following the commission directive to develop a placemaking plan for the community, the Frenchtown Steering Committee was formed to work directly with the Tallahassee-Leon County Planning Department. The committee was made up of multiple community members, planning staff, and a city commissioner. The committee met regularly throughout the placemaking process and provided information to guide staff on the concerns of the community. This group is a sounding board to make sure that the information being discussed and planned is in line with the vision of the community. With the adoption of this plan, the Steering Committee will transition to the Frenchtown Working Group for the purpose of implementing the goals of this plan.





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**BARBER**

**SHOP**

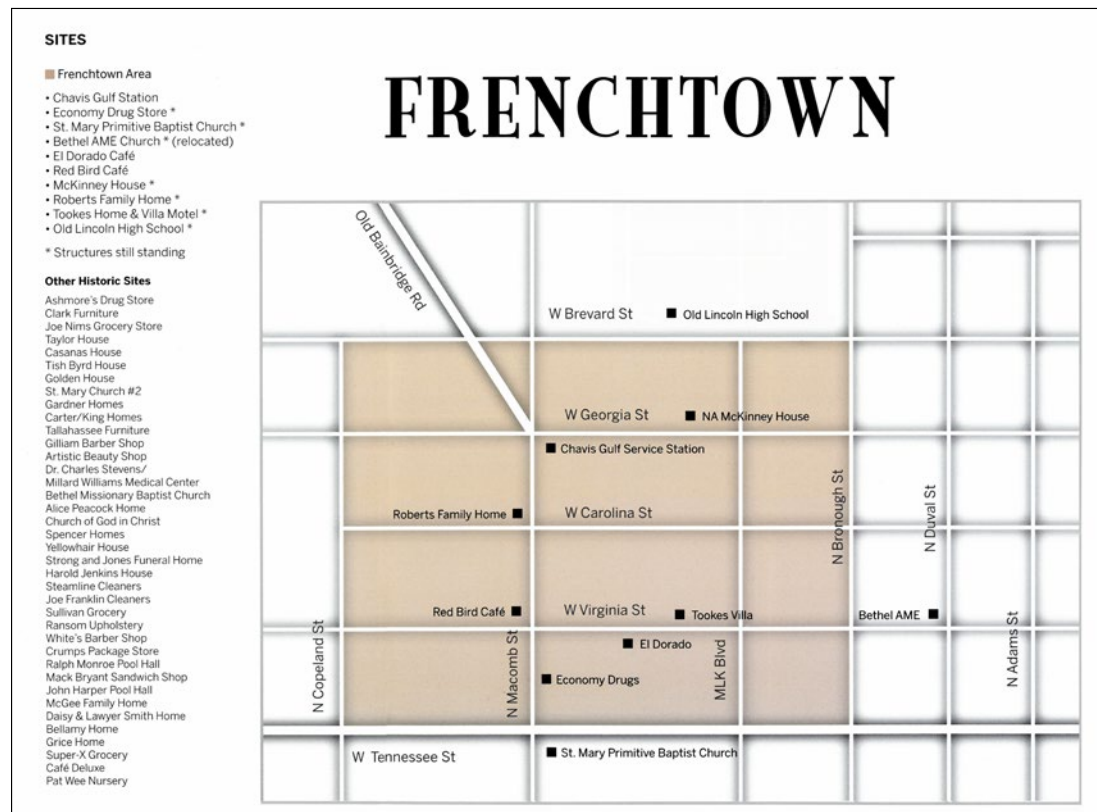
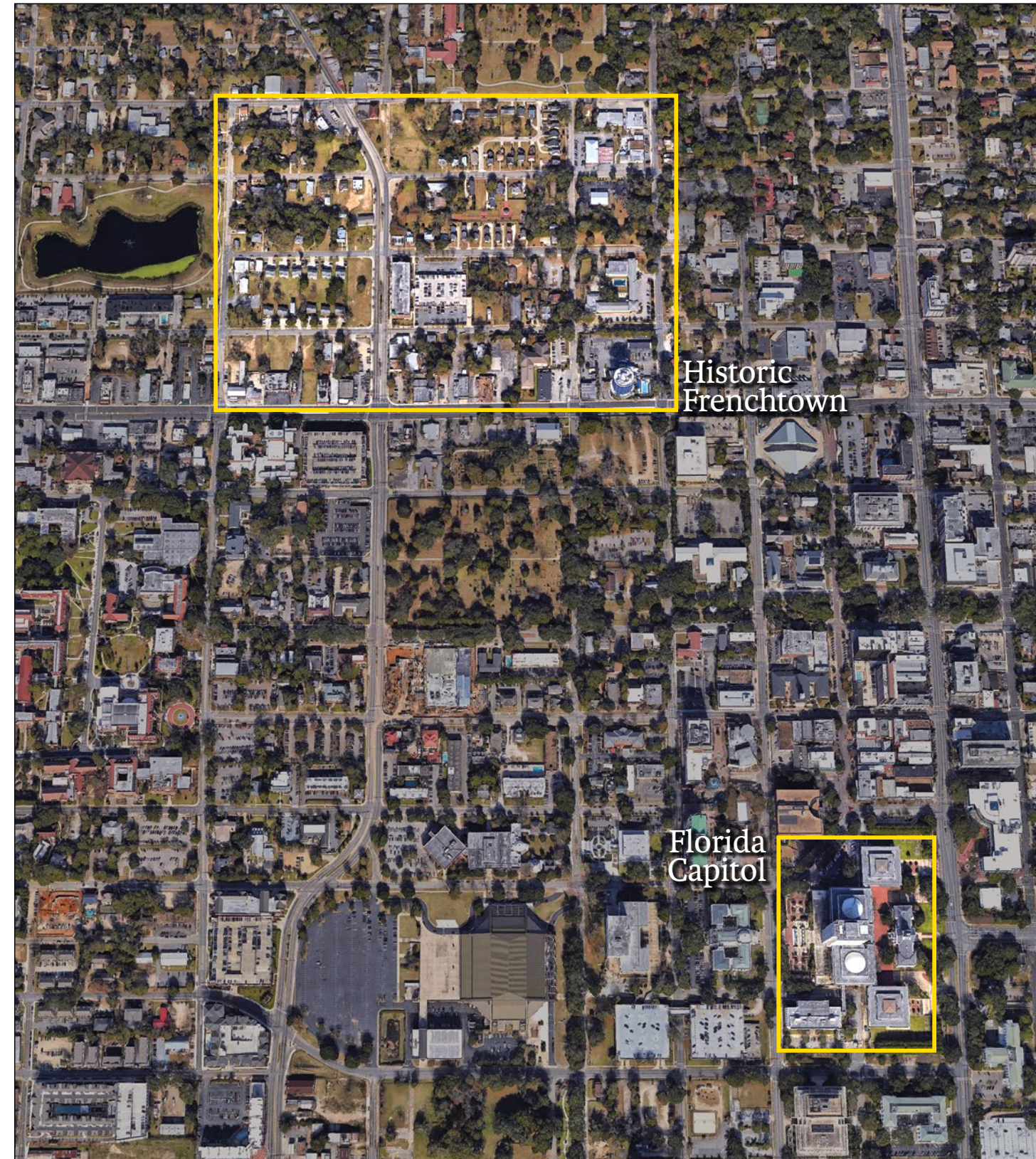


**OPEN**

# Frenchtown, The Place

## Introduction to Frenchtown

The Frenchtown Neighborhood is centrally located near the heart of Tallahassee, just slightly northwest of downtown, north of Tennessee Street. There is no official boundary for the community; however, there tends to be a consensus from the residents that the historic area is defined by Tennessee Street to the south, Bronough Street to the east, Copeland Street to the west, and Brevard Street to the north. The neighborhood in its prime was a robust African-American community with multiple businesses and activities. Frenchtown was a cultural center for the African-American residents of Tallahassee, as well as the location of important events during the Civil Rights Movement. Over the years, Frenchtown has seen many of the businesses move from the area. Lack of new development and reinvestment, coupled with aging structures, has caused a notable housing stock decline. Today, the community struggles with poor perceptions due to several social and economic factors that occurred 50 years ago. These perceptions have been hard for the community to overcome; however, an interest in this community has been sparked to reinvigorate Frenchtown to once again be a vibrant, exciting place that all of Tallahassee will come and enjoy.











SULLIVAN'S FOOD STORE

NYAL DRUGS

ASHMORES

14 POUNDS FOR THE FAMILY AT  
ASHMORES  
A BROADWAY STORE  
FRESH  
MEATS  
BUTCHERS

# Frenchtown Yesterday

## *“We Are Small But We Have It All”*

This quote found on the storefront of Ashmore’s Drugstore resonates with the community’s feelings of what Frenchtown once was. In conversations with community members, you will hear again and again the amenities that Frenchtown once offered. From 1863 to well into the late 1950s, Frenchtown was a thriving African-American community with local businesses, schools, culture, and a unique identity. When talking to older residents, they refer to these years as the heyday of the Frenchtown Community. During this period, neighbors knew each other, supported local businesses, and worked together to achieve a community that all residents were proud to call home.



The historical land development patterns in Frenchtown are very similar to many old small towns. Looking back at old aerials and photos, and through discussion with the community, Macomb Street was the commercial corridor of Frenchtown. Until the 1990s, Macomb Street did not connect with Old Bainbridge Road and had been the through-street connecting traffic from Tennessee Street to 4th Avenue. Macomb Street was lined with many businesses including, but not limited to, music venues (better known as juke joints), barber shops, clothing stores, and restaurants. Local commercial establishments were very important to the African-American communities throughout Tallahassee. Frenchtown’s Macomb Street was the place for commerce and entertainment.

Frenchtown’s housing was built on grid-patterned streets that remained mostly unpaved until the 1950s. Looking at the blocks within the community today, you can see that the grid-pattern is still relatively intact. Each block was originally dotted with shotgun style houses. Some of these houses still exist today and give good insight to Frenchtown’s authentic streetscape, or what one might see as the natural and built fabric of the street environment.

During the 1960s and 1970s, Frenchtown played a role in Tallahassee’s Civil Rights Movement. Rallies held in Frenchtown created another significant milestone in the history of the community. During this time, Frenchtown had visitors such as Dr. Martin Luther King Jr., Jesse Jackson, and Muhammad Ali, significant national figures that were part of the Civil Rights Movement.



# History of Frenchtown

**1824**

The Lafayette Land Grant of 1824 gives Gilbert du Motier, marquis de Lafayette, a township in the United States, marking the beginning of Historic Frenchtown.



**1840**

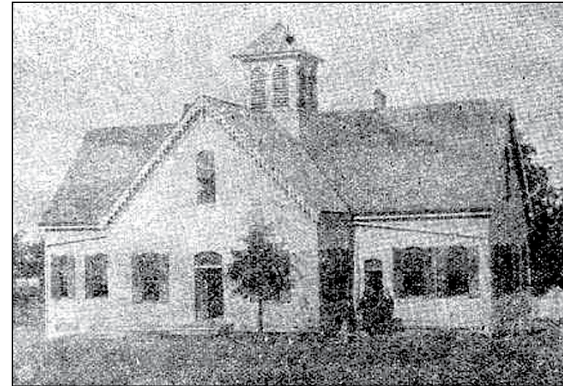
The area becomes French enclave.

**1867**

Area first referenced as “Frenchtown.”

**1869**

The Lincoln Academy is founded for African-Americans during Reconstruction to provide for grades one through 12.



**1868 - 1873**

Bethel Missionary Baptist Church, Bethel AME Church, and St. Mary’s Primitive Baptist Church, are established, all of which continue to serve the community today.

**1877**

C. H. Pearce establishes the Masonic Lodge .

**1894**

The Taylor House is built by Lewis and Lucretia Taylor. Today, it’s a museum and research facility.



**1910**

Knights of Pythias Hall/Red Bird Cafe is built about this time and later becomes a stop on the “Chitlin’ Circuit,” hosting influential musicians of the time, such as Ray Charles, Little Richard, and Al Green.



**1920s**

The Capital Theater is established by Margaret Yellowhair, who reputedly made all patrons stand and recite the National Anthem before each show.



**1940**

Mitchell Funeral Home is purchased by Thomas Strong. Elbert Jones purchases half ownership in 1947 when Strong dies and establishes Strong & Jones Funeral Home, which is still in existence today.

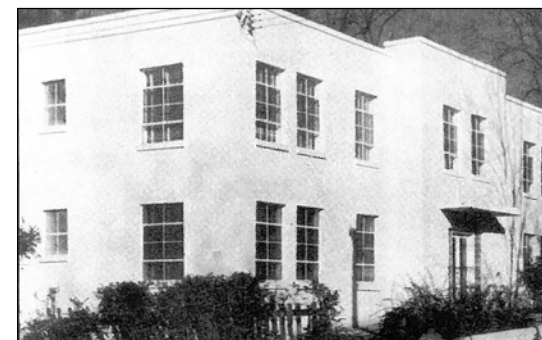
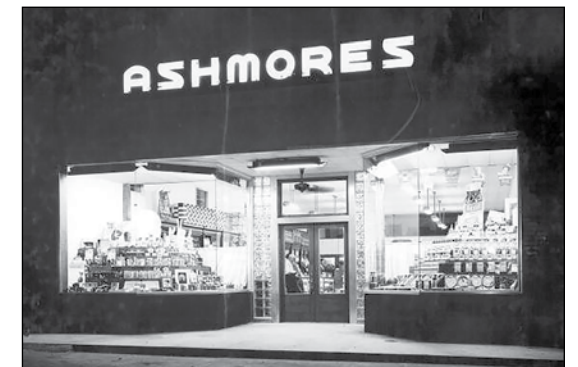


**1940s**

Three black-owned insurance companies, Central Life, Afro-Life, and Atlanta Life, open branch offices at 457 Carolina Street.

**1946**

Ashmore’s Drugstore is established by Rob Roy Ashmore and becomes a staple of the area’s business community with its renown slogan, “We Are Small But We Have it All.”



**1947**

Laura Bell Memorial Hospital and Campbell Clinic is established on Virginia Street and remains as a community health facility until the mid-50s.



**1948**

The Tookes Hotel opens for black visitors who could not seek lodging at other segregated establishments.

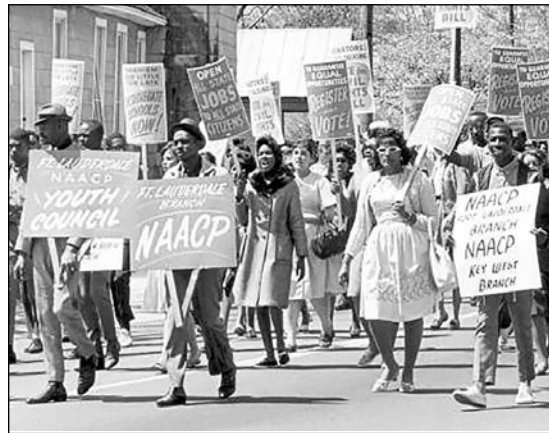


**1951**

Economy Drugs is purchased by Howard Roberts and remains today as the oldest business operating under the same ownership in Frenchtown (see cover).

**1956 - 1964**

The African-American community's struggle for equality gains significant momentum.



**1960s/70s**

A period of economic decline, Frenchtown experiences significant increases in crime; the Alabama Street area is designated a "Drug Corridor" by the U.S. Attorney's Office.

**1968**

Following a century of service to Frenchtown, Lincoln High School closes as school segregation ends.



**1971**

Protesting the arrest of fire-bombing suspect and proclaimed political prisoner Edwin Johnson, the "Free Bill Johnson" rally takes place in Frenchtown, followed by a seven-day summit at FAMU.



**1998 - 1999**

The Greater Frenchtown/Southside (GFS) Community Redevelopment Area and the Community Redevelopment Agency are established by the City Commission. Frenchtown is designated as a Front Porch Community.



**2000**

The GFS Community Redevelopment Plan and trust fund for the GFS CRA are adopted.



**2005**

Construction begins on Carolina Oaks homes, and the Renaissance Center opens.

**2011**

The Frenchtown Farmers Market is founded to create a local agricultural marketplace.

**2012**

Establishment of the iGrow Farm (a Tallahassee Food Network program) provides a venue for residents to grow fresh produce.



**2015**

The CRA Board approves the Greater F/S Investment Plan.



**2016**

Frenchtown Better Block demonstration occurs, and the Frenchtown Financial Opportunity Center opens.

**2017**

The City Commission directs a placemaking plan be developed for Frenchtown.



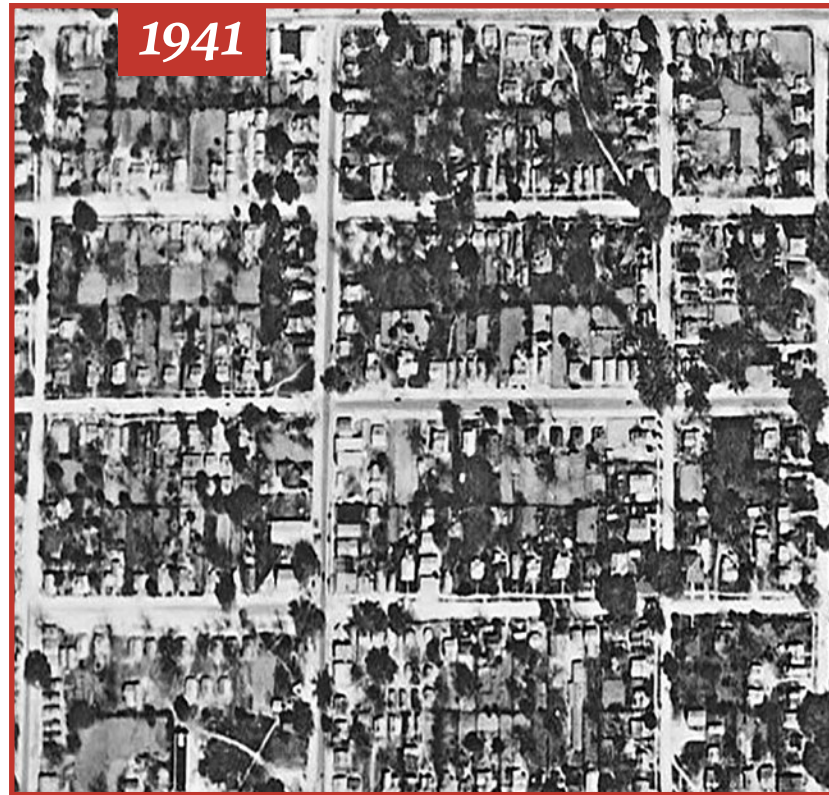
# Memories of a Place

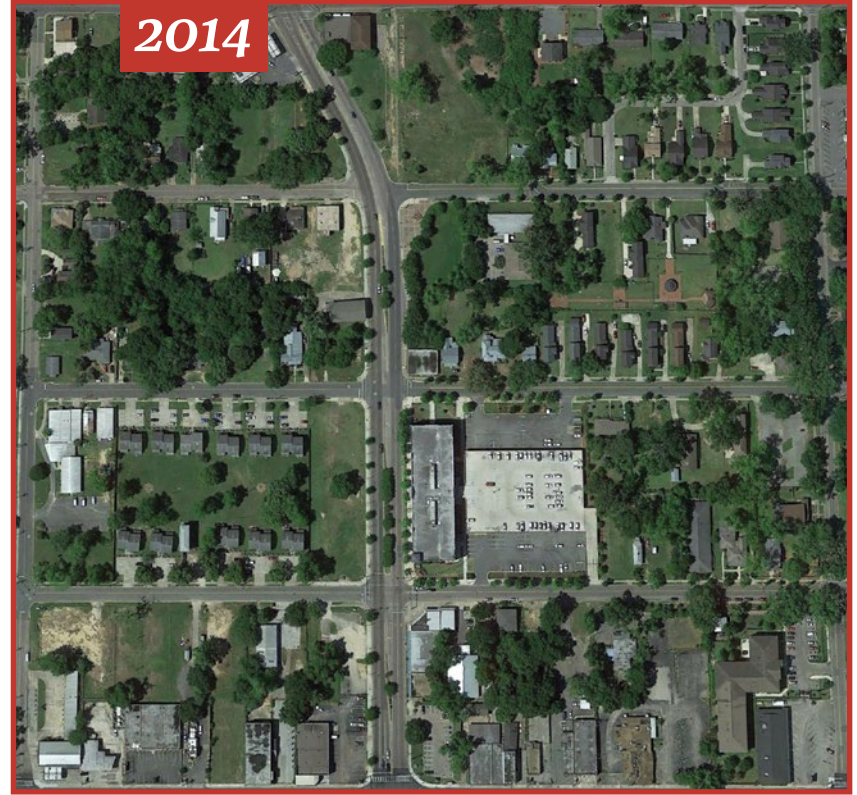
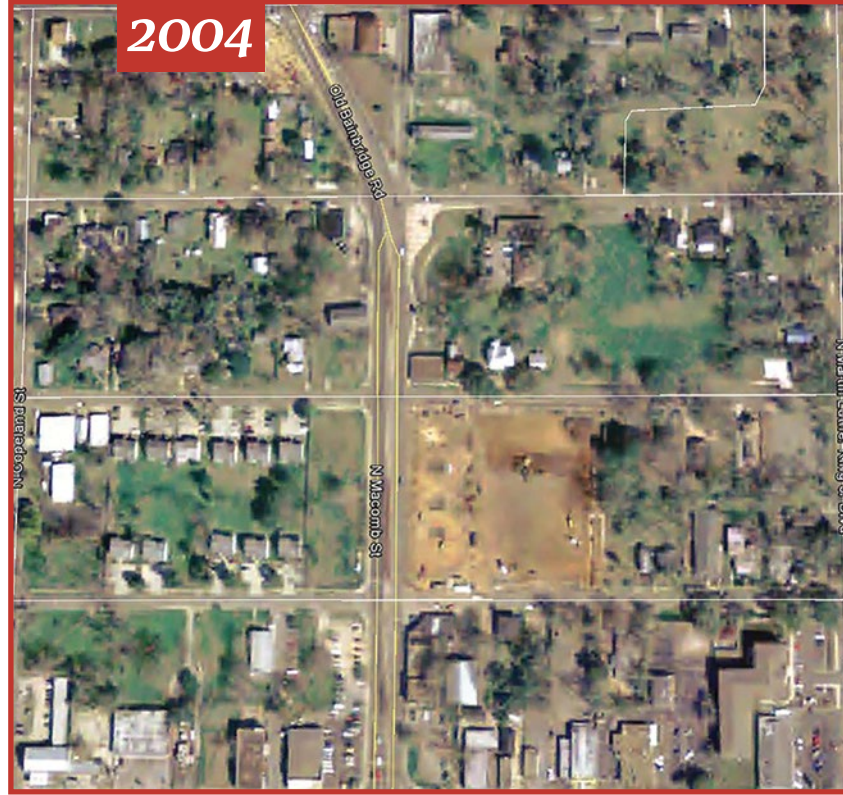
A photograph provides static details on how a place looked at a particular time. A memory provides live details, textures, and the nuances of life in that place at that time. Together, its history may be preserved, honored, and studied by generations.

The 1941 Frenchtown was mainly dirt roads and single family homes on small lots in a densely populated area. About every 10 years, significant changes develop. Houses are replaced by multi-family developments, and commercial buildings are demolished and rebuilt or vacated entirely. Roads are paved, and new roads connect to old roads.

Today, there is little resemblance to the Frenchtown of 1941. This didn't happen overnight; it occurred incrementally over several decades. Frenchtown will continue to change. Frenchtown residents, working together, can guide the change and profoundly shape its future, preserve its memories, and honor its rich history and contributions.

For additional information, please see Appendix B, Year Built Map.



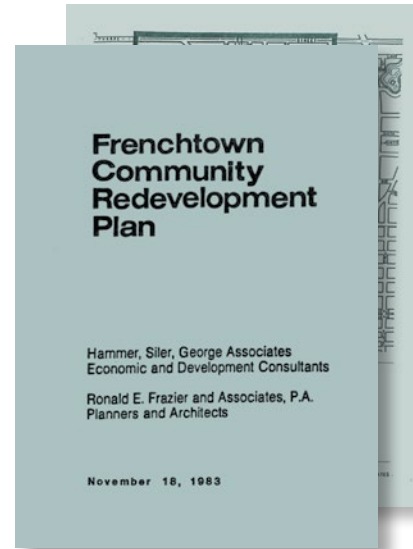


# Prior Studies, Action Plans & Projects

## Frenchtown Community Redevelopment Plan (1983)

This report was submitted by economic and development consultants Hammer, Siler, George Associates. The study was conducted primarily from an economic and planning perspective. Recommendations of this report include:

- Consolidating the commercial business into compact nodes through relocation and new development.
- Building new close-in housing units as a means of fostering new home ownership and creating more walk-in trade for the commercial development.
- Removing from within the Frenchtown community negative social factors that inhibit reinvestment in housing or commercial businesses.
- Improving the aesthetic environment of the Frenchtown community.



- Encouraging the City of Tallahassee and FADA to pursue the creation of a Revolving Loan Fund (RLF) for the Frenchtown commercial district.
- Increasing marketing of development programs/tools for property owners and businesses.
- Actively initiating area clean-up and related publicity efforts designed to stimulate community pride and activity.
- Creating an urban mall in the 400 block of Macomb Street.
- Converting vacant or underutilized properties to other uses.

## Historical and Architectural Survey of the Frenchtown Neighborhood (1987)

This study, done by the Historic Tallahassee Preservation Board, was recorded in a two-volume report dealing with the history of the Frenchtown neighborhood and the existing architecture within the study area. Volume 1 is a concise history of Frenchtown. Volume II contains a detailed house-to-house analysis of all historically significant buildings in the neighborhood. In total, there were approximately 190 buildings in 1987 that were deemed historically significant.

## Housing Development Corporation Project (1989-1994)

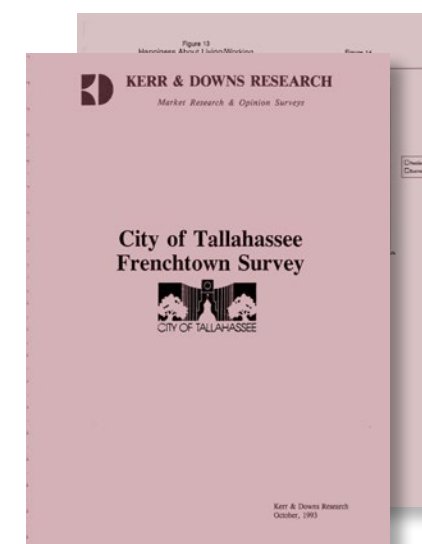
The Housing Development Corporation was established in 1987 to develop low to moderate cost housing. Working in conjunction with the city, they built 18 single-family units south of Shephard Street between Ford and Macomb streets. All units were sold between 1989-1991. There was a possibility that they would work again with the city to construct more residential units along Brevard Street; however, the City Commission voted to stop funding the Housing Development Corporation in May 1993.

## Frenchtown Community Transportation and Development Study (1984)

This study was completed by landscape architects and urban planners Elon Mickels Associates. This report reviews and critiques all past reports dealing with Frenchtown redevelopment and transportation, followed by their own recommendations. This report agreed in many ways with the redevelopment plan by Hammer, Siler, George Associates. It differed, however, by calling for low-rise, multi-family residential units along Macomb Street while creating a new central commercial district at Macomb Street and Georgia Street. With regards to transportation, the study called for the continuation of two-way traffic along Macomb Street with a connection to Old Bainbridge Road. This connection was completed in the early 1990's. A new, public service (Taltran at the time) staging area on both sides of Macomb Street was recommended.

## Frenchtown Commercial Revitalization and Analysis of Current Conditions and Strategy Framework (1985)

This report was prepared for the Frenchtown Area Development Authority (FADA) by James Carras Associates. The Frenchtown Area Development Authority commissioned the firm to assess future opportunities for Frenchtown and to develop a strategy for its commercial revitalization. Some of the recommendations from the report included:



## Proposed Frenchtown Redevelopment Plan (1993)

This plan was prepared by the Tallahassee-Leon County Planning Department and the City Department of Community Improvement. This plan addresses the following issues:

**Land Use:** Using zoning to provide for land uses most appropriate for the community.

**Housing:** Identifying areas in the study area with potential for preservation and/or redevelopment.

**Physical/Capital Improvements:** Identifying improvements needed to change the physical condition of Frenchtown, and the strategies to bring about improvements.





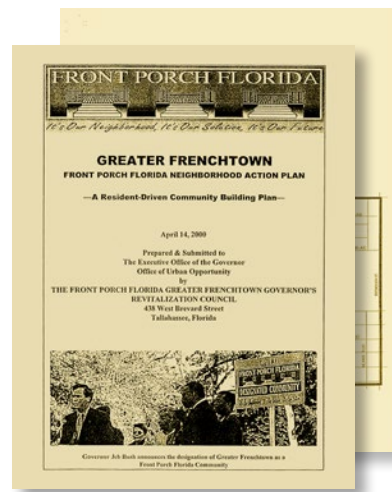
**Safety and Security:** Making the area safer for residents and visitors.

**Image Problems:** Addressing Frenchtown's image problems by focusing on the issues of housing, crime, code enforcement, and the physical appearance of the community.

**Commercial Opportunities:** Identifying where commercial activity should be located and what kind of commercial uses are needed in Frenchtown. Identifying an economic strategy to promote commercial development.

**Historic & Cultural Opportunities:** Preserving the historic and cultural identity of Frenchtown in revitalization efforts.

**Coordination of Resources and Groups:** Getting the needed participants in the Frenchtown community, local government, non-profit groups, civic groups, the school board, churches, neighborhood groups, businesses, and banking community to coordinate efforts and resources.



## Greater Frenchtown Front Porch Florida Neighborhood Action Plan (2000)

This plan was prepared by the Front Porch Florida Greater Frenchtown Governor's Revitalization Council and residents in 2000. The local Governor's Revitalization Council grew out of the Greater Frenchtown Coalition, which was originally formed to seek a designation of Frenchtown by the Governor's Office as a "Front Porch Florida Community." The Greater Frenchtown Coalition was comprised of the following entities: Frenchtown Neighborhood Improvement Association, Griffin Heights Neighborhood Association, Bethel Family Life Center, Capital City Chamber of Commerce, Tallahassee Habitat for Humanity, Tallahassee Housing Authority, Tallahassee Lenders' Association, and the Tallahassee Urban League. The

plan addressed the following targeted areas of intervention and community building: neighborhood image, education, economic/community development, employment, youth/senior, crime, public safety, health, housing, land use, and transportation.

## Frenchtown/Southside Community Redevelopment Area Plan (2000)

In an effort to revitalize the areas to the north and south of downtown, the City Commission established the Greater Frenchtown/Southside Community Redevelopment Area (GFS CRA) and the Community Redevelopment Agency (CRA) in 1998. The Frenchtown/Southside Community Redevelopment Plan and the trust fund for the F/S CRA were adopted in June 2000.

To date, the Community Redevelopment Agency has provided or committed tax increment funds to support a variety of projects in the redevelopment area. Major projects that have been completed in Frenchtown include:

**Goodbread Hills Affordable Apartment Complex:** The CRA invested \$925,000 in this project, which was leveraged with over \$11 million in private investment. The project consists of 45 townhomes and 48 garden-style apartments for families at or below 60 percent of the area-wide median income level. In addition, 20 percent of the units are reserved for very low-income families at or below 30 percent of the area-wide median income level. The complex promotes the look and feel of an owner-occupied urban neighborhood. In acknowledgment of the success of this redevelopment effort, the CRA received recognition from the Florida Redevelopment Association as the Outstanding Affordable Housing Project for 2007.

**Tish Byrd Community Garden:** The CRA Board approved a \$125,000 grant to the Frenchtown Community Development Corporation (CDC) to leverage \$440,000 in state and private sector funds and donations for the construction of the half-acre Tish Byrd Community Garden in the Carolina Oaks neighborhood. The Tish Byrd House and Community Garden would be managed and administered by the Frenchtown CDC, which develops and programs activities to benefit the Frenchtown community.

On September 24, 2015, the CRA Board approved the **Greater Frenchtown/Southside (GFS) Investment Plan**. The plan, which was prepared through community input and review by the GFS District Citizens' Advisory Committee, consists of four programs and six projects designed to work together to address a variety of redevelopment-related issues within target areas of the GFS District. The programs and projects are intended to support and encourage small and large business development within the GFS District, strengthen neighborhood identity, improve neighborhood appearance, and enhance property values and ad valorem revenues.



Since its inception, the City of Tallahassee CRA has financially supported over 250 projects totaling approximately \$29.2 million. The CRA's work includes:

- Major redevelopment
- Commercial facade/business facility improvement
- Historic building repair and reuse
- Community projects
- Retail incentive
- Affordable housing
- Infrastructure
- Promotions and events
- Land acquisitions

For more information, contact the Community Redevelopment Agency at (850) 891-8357 or visit [Talgov.com](http://Talgov.com).





# Frenchtown Today

Frenchtown today is much different than it was 50 years ago, and the same is true of 10 years ago. Exploring the neighborhood today, you will find new development currently under construction, a few businesses, housing types from every decade in Frenchtown's history, vacant lots, diverse people, and many opportunities. The community is not the community that many of the lifelong residents remember; however, the community we see today is a product of all the events that have shaped the area over the past 50 years.

When thinking about the opportunities in Frenchtown, many different ideas come to mind. There are opportunities to:

- Preserve history
- Revitalize the community
- Rehabilitate existing housing
- Build new housing
- Invest in infrastructure (streetscapes, lighting, sidewalks, etc.)
- Be a destination

The community has multiple zoning districts that allow a much higher density and intensity than the community development pattern of the last 50 years. In addition, there is a major arterial roadway running north and south through the neighborhood and a major collector running east and west. The main factor making this neighborhood attractive to developers are the proximity to downtown and Florida State University.





# Recurring Themes & Challenges

When looking at past initiatives and concerns of Frenchtown residents, many of the same themes are repeated time and time again. Whether during conception of the 1983 Frenchtown plan, the Front Porch Plan, the Better Block Project, in CRA meetings, or in discussions around new development such as The Standard and Casanas Village, residents consistently bring up the same concerns. Although the stated issues received mention or have been handled in part over time, these concerns have not been addressed to a level that satisfied the community. Some of the common themes/challenges that keep presenting themselves are:

- Traffic
- Affordable housing needs
- Home ownership
- Streetscape improvements
- Issues around student housing
- Acknowledgment of history
- Need for more local businesses
- Better lighting
- Art & artists
- Stormwater & underground utilities
- Employment opportunities
- Health
- Home improvements
- Development - The Standard & Casanas Village
- Business leaving the community
- The Timesaver
- Crime
- Perception
- Zoning
- Attract/retain young leaders
- Land acquisition





WYNTON III

# What has been Successful in Frenchtown?

Throughout Frenchtown, there are many successes that can be identified. A person driving through the neighborhood may not see all the work that has been done; however, there is a lot to be proud of and still a lot to complete. Many of the successes were community driven and were part of the Florida Front Porch Initiative. The City of Tallahassee has worked closely with community members on multiple projects that range from infrastructure to placemaking. Nonprofits and other organizations throughout the Tallahassee community have helped and aspire to see Frenchtown reach its full potential. The following are some of the accomplishments.

- Art Walk
- Better Block
- FT Financial Opportunity Center
- FT CDC
- Shelter relocating
- Life Recovery Center
- Banners
- Business in Frenchtown
- Carolina Oaks
- FT Heritage Hub
- Tallahassee Food Network

Although a lot has been accomplished over the years, it is easy to overlook the impacts of these efforts on the ground. Many of the efforts have focused solely on a single problem, a specific issue, or the community's main concern at the time. Due to project costs and the time a project takes to complete, other issues arise before the project at hand is completed and celebrated. In this model, there seems to be a never-ending process of working through the issues, completing the project, and moving right on to the next item. This approach does very little to address the larger issues in the community, and, in a way, "band-aids" problems that eventually come back up again. This exasperates a recurring cycle paying heed to the next item, all the while the comprehensive list gets longer.

It is important moving forward that the issues affecting the community are addressed in a holistic fashion. Having all of the concerns on the table allows the community to proceed in a way that the easiest/quickest task to achieve can be accomplished first. Prioritizing these tasks will allow more to be accomplished quickly and will create a visual change that can be seen and celebrated. In order for Frenchtown to be successful moving forward, projects need to be intentional and focus on bettering the neighborhood as a whole. Realigning the improvement process will bring positive attention to the community and inspire others to join in bettering Frenchtown.





OPEN





# Frenchtown Tomorrow

## Our Approach: Asset Based Community Development

Asset Based Community Development (ABCD) is a community-centered approach to development that focuses on building upon the existing assets of a place. The heart of this approach is people and their connections. When applied to a neighborhood setting, ABCD seeks to forge and strengthen relationships and connections within a neighborhood in order to mobilize and engage people to better address their needs and interests. Working together, communities drive the development process themselves by identifying issues that need to be resolved, determining how to solve those issues, and identifying what neighborhood assets and networks can be leveraged for support. In this approach, it is the residents themselves that determine the outcomes they want achieved and how to achieve them.

Critical to this process is identifying the assets of a place. Assets can be classified in multiple ways, but for the purpose of this initiative, assets can be classified as:

- Physical
- Institutions
- Associations/Organizations
- Individuals/Businesses
- Culture/History

Once assets are identified, it is essential to recognize potential connections between assets that can form the basis for new collaborations. These new collaborations can be used to achieve the shared outcomes as determined by the community. The asset analysis process helps identify and prioritize promising opportunities that are then used to mobilize the neighborhood into action.

Frenchtown has active community leaders, but they alone are unable to determine the area's future. An asset based approach to neighborhood development can grow the base of support for Frenchtown by engaging with the people and assets in the community that exist today and help cultivate the next generation of neighborhood leaders. The local nature of this engagement process is intended to forge the relationships that are needed to build community and achieve the development outcomes people want.

After identifying potential collaborations and opportunities, ideas need to be translated into actionable initiatives that engage neighbors and incrementally demonstrate that positive change in the neighborhood is possible. These projects must be linked to things that people care about, so dialogue between community members is vital to ensuring that meaningful results are accomplished. Projects must also be attainable, so it is essential that people think deeply about the outcomes they want, define the milestones that must be met to complete the project, and determine who is responsible for completing tasks. The community-driven approach of ABCD can help Frenchtown residents determine where they are going and how they will get there, and it can forge the relationships needed to realize the vision they have for their neighborhood.





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## SWOT Analysis

SWOT analysis is a useful technique for understanding Strengths and Weaknesses and for identifying both the Opportunities and Threats faced.

What makes SWOT particularly powerful is that, with a little thought, it can help uncover opportunities that are well-placed. By understanding the weaknesses of an effort, you can manage and avoid threats that would otherwise compromise the effort.

Shown on the right is an overview of the SWOT analysis for the Frenchtown community. For a more detailed look at this analysis, please see Appendix H.

*\*Some items may be listed in multiple areas depending upon how the item is viewed.*

### STRENGTHS

- Proximity/location\*
- History\*
- Grid street/block pattern
- Leadership\*
- Flat topography (relative to other areas of Tallahassee)
- Pedestrian life
- Narrow rights-of-way
- Village feel
- Churches-participation in neighborhood

### WEAKNESSES

- Old housing stock
- Negative perception
- Lack of retail/commercial/medical services
- Small pool of residents that are active in neighborhood affairs and organizations
- Speed of thoroughfares/roadway designs
- Lack of diversity
- Neighborhood businesses/retail lacks support
- Lack of community-based institutions
- Churches' absent role in the neighborhood
- Public transportation

### OPPORTUNITIES

- Infill housing
- Economic benefits from students\*
- Integration of Oakland Cemetery into the neighborhood
- Community history showcases\*
- Establishment of a clear identity
- Zoning code updates and a pattern book\*
- Expanded use of Lincoln Center (educational and social functions)

### THREATS

- Proximity/location\*
- Low rates of homeowner occupied housing
- Older leadership cohort in Frenchtown\*
- Current land development regulations (i.e., Zoning & Future Land Use Map categories)\*
- Students\*
- Divided mindset of current residents
- Safety/quality of life perception
- Loss of historical preservation due to development





 **Goals**

**One** Cultivate Community Character to Foster Long Term Viability

**Two** Identify Community Enhancement Strategies

**Three** Enhance and Promote the Identity & History of Frenchtown

**Four** Identify Opportunities to Improve Mobility, Connectivity, and Livability

NO GAMES  
NO MURDER  
NO MENTALS



## Goal One

**Cultivate Community  
Character to Foster  
Long Term Viability**

# Objective 1.1

## Review existing land use and zoning for compatibility with the community vision

### SYNOPSIS

Recent redevelopment within the Frenchtown Community has drawn attention to the existing zoning regulations and densities allowed by the land development code. The community has concerns that the existing zoning allows development patterns that are out of character with the existing neighborhood.

### STRATEGIES

- Identify existing zoning and land use in Frenchtown study area.
- Assess compatibility with the community character.
- Explore rezoning and land use changes.
- Explore options for code updates, such as form based or design guidelines/standards.

### LEAD

- Tallahassee-Leon County Planning Department (Comp Planning and Land Use)

### PARTNER

- FT Steering Committee
- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified



# Objective 1.2

## Transition steering committee to Frenchtown Working Group

### SYNOPSIS

The Frenchtown Steering Committee was established to provide local input on the Frenchtown Placemaking Plan. In order to move forward and implement the items, a working group will be needed. As the steering committee has been intimately involved with the development of this plan, it would make sense to transition this committee to the working group.

### STRATEGIES

- Identify community leaders.
- Identify members that will make up the board representing Frenchtown.
- Schedule regular meetings.
- Identify city liaison.

### LEAD

- Tallahassee-Leon County Planning Department

### PARTNER

- FT Working Group
- City of Tallahassee Neighborhood Affairs



# Objective 1.3

## Establish a community network to coordinate all organizations in Frenchtown

### SYNOPSIS

There are multiple groups doing work in the Frenchtown Area. Although each of these group are doing great things for the community, there seems to be little communication between groups as to what the other is doing. In order to maximize the benefits each of these groups bring to the community, it would be beneficial to have one organization who coordinates with all others on a regular basis.

### STRATEGIES

- Evaluate/identify services existing organizations and churches provide.
- Identify gaps in community based services (e.g., financial, social, health).
- Act as implementing agency for community based projects.
- Develop a community street team (e.g., knock on doors, phone/email list).
- Connect community members to services.

### LEAD

- FT Working Group

### PARTNERS

- FT citizens / businesses
- FT Neighborhood Improvement Association
- Churches
- Universities
- City of Tallahassee
- Carolina Oaks Homeowners Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified







CRAFTSMAN

TRU BUILT



# Objective 2.1

Forge stronger relationships with neighbors and involve residents in creating a sustainable future

### SYNOPSIS

Community-based actions and decision-making in Frenchtown will help ensure that investments and development in Frenchtown benefit existing residents. Establishing familiarity and stronger bonds with neighbors will create opportunities to engage the community and form a base of advocates to assist in building a stronger future for Frenchtown. Furthermore, a well-engaged community can help voice the changing needs and issues of residents.

### STRATEGIES

- Establish an outreach group/sub-committee and solicit volunteers.
- Establish relationships and engagement mechanisms with neighbors to identify needs and collect feedback on activities in the neighborhood.
- Use community engagement strategies – door-knocking, block parties, social media, Frenchtown Farmer’s Market, community meetings, church events, annual community congress, etc.
- Organize around specific requests and activities, such as neighborhood improvements.
- Establish goals and activities for neighborhood engagement, such as fostering healthier relations between renters and owners (building empathy and mutual understanding), arts, community gardening, leadership skills and training, community beautification, etc.
- Set up listening booths.
- Election candidate forums.
- Community updates to inform residents of government actions; conduct sessions on communicating with elected officials.

### LEADS

- FT Working Group
- Neighborhood outreach sub-committee

### PARTNERS

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Tallahassee-Leon County Planning Department</li><li>• Community Churches</li><li>• Big Bend Community Development Corporation</li><li>• FT citizens / businesses</li><li>• FT Neighborhood Improvement Association</li><li>• Universities</li></ul> | <ul style="list-style-type: none"><li>• City of Tallahassee</li><li>• Carolina Oaks Homeowners Association</li><li>• ASH Gallery</li><li>• FT Revitalization Council</li><li>• Other community organizations as identified</li></ul> |
|---|--|

# Objective 2.2

Small-scale investments in Frenchtown’s built environment and improvement to the neighborhood’s buildings and vacant lots

### STRATEGIES

- Identify, map, and document lots, houses, and areas in need of improvements.
- Identify who owns derelict properties.
- Engage with neighbors to develop ideas for how to improve vacant lots.
- Identify resources and revenue streams to improve lots and vacant housing.
- Establish programs that help with small-scale cosmetic issues, such as landscaping, providing new mailboxes, neighborhood street cleanups, porch decorating, etc.
- Connect residents with existing programs to help improve homes and properties, such as weatherization and energy efficiency retrofits, Code Enforcement rehabilitation grants, homeowner rehabilitation loans, etc.
- Identify funding opportunities for neighborhood improvements.

### LEADS

- FT Working Group
- Neighborhood outreach sub-committee

### PARTNERS

- City of Tallahassee
- Tallahassee-Leon County Planning Department
- Tallahassee Community Redevelopment Agency (CRA)
- Community Churches
- Bethel Community Development Corporation
- Big Bend CDC
- FT citizens / businesses
- FT Neighborhood Improvement Association
- Carolina Oaks Homeowners Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified



# Objective 2.3

## Explore opportunities to remove dilapidated housing

### SYNOPSIS

The housing stock throughout the Frenchtown Community is aging and is in various stages of decline. A substantial number of housing units are in need of demolition for safety reasons. When measures from Objective 2.2 are no longer feasible, this strategy should be explored.

### STRATEGIES

- Identify housing in need of demolition.
- Work with Code Enforcement to contact owners.
- Identify funding sources for removal.
- Create a plan for demolition.

### LEADS

- FT Working Group
- City of Tallahassee Growth Management

### PARTNERS

- FT citizens / businesses
- FT Neighborhood Improvement Association
- FT Revitalization Council
- Churches
- Universities
- Carolina Oaks Homeowners Association
- ASH Gallery
- City of Tallahassee Real Estate
- City of Tallahassee Housing
- Tallahassee Community Redevelopment Agency (CRA)
- Other community organizations as identified



# Objective 2.4

## Develop design guidelines

### SYNOPSIS

With new development occurring in the Frenchtown Community, it is important to the community that this development fits into the existing fabric of the neighborhood. Creating design guidelines will identify the existing character of the community and provide a means to enhance this character in the new development to come.

### STRATEGIES

- Identify the existing character of the Frenchtown Community.
- Identify the ways to carry this character into the future.
- Develop a Design Guidelines document for Frenchtown.
- Have the guidelines adopted into the land development code.

### LEAD

- Tallahassee-Leon County Planning Department

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified







## Goal Three

Enhance and Promote  
the Identity and History  
of Frenchtown

# Objective 3.1

## Develop a concept to enhance the Frenchtown Gateway

### SYNOPSIS

The citizens of Frenchtown have requested unique enhancements as a means to demonstrate the historic Frenchtown Community. Improvement ideas include a range of features from crosswalks, street lighting, bike lanes, etc. The CRA provided funding to develop and implement enhancements as part of a Frenchtown Gateway Project.

### STRATEGIES

- Identify community lead.
- Determine the community vision for the enhancements.
- Draft a design of the vision.
- Bring to CRA for approval.
- Implement the design.

### LEADS

- FT Working Group
- Tallahassee-Leon County Planning Department
- Tallahassee Community Redevelopment Agency (CRA)

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified



# Objective 3.2

## Explore opportunities to create activities and amenities around Carter Howell Strong Park

### SYNOPSIS

The park around Carter Howell Strong Pond is an underutilized public space within the Frenchtown Community. This space has the layout and space to provide opportunities for future programming. Programming could include small businesses (such as those at Lake Ella), an area for bands and performances, activated gathering spaces with games, etc.

### STRATEGIES

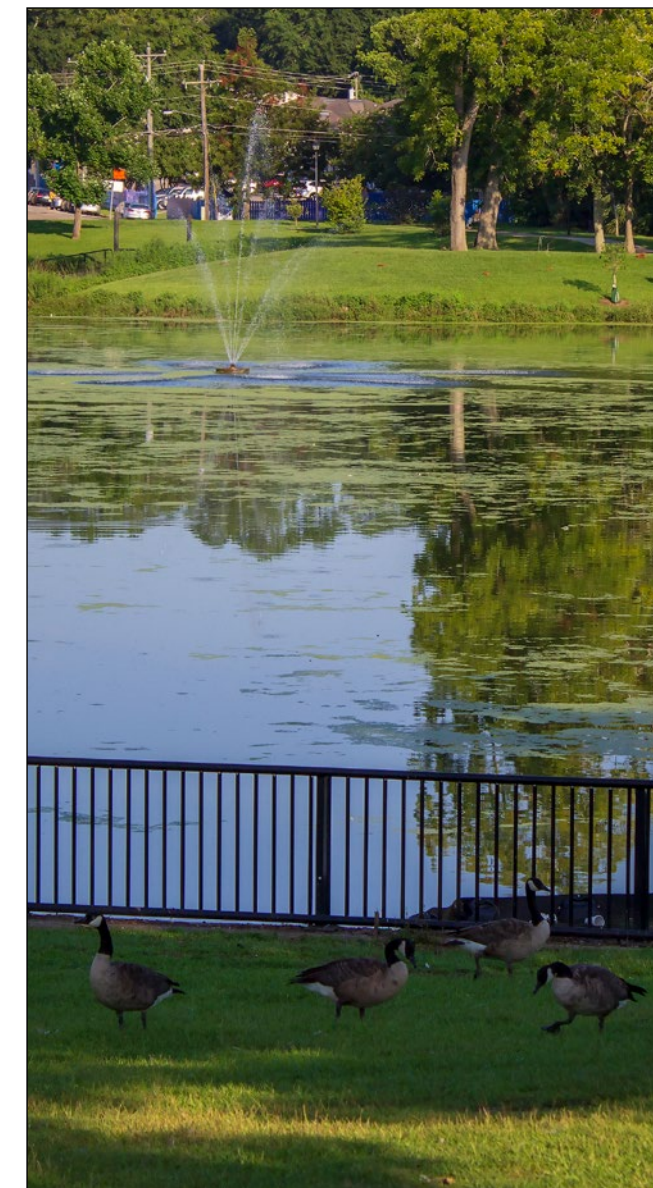
- Identify community lead.
- Determine the community vision for the enhancements.
- Draft a design of the vision.
- Schedule a meeting with City of Tallahassee staff.
- Seek funding and investment.
- Implement the design.

### LEADS

- FT Working Group
- City of Tallahassee Real Estate
- Tallahassee-Leon County Planning Department
- Tallahassee Community Redevelopment Agency (CRA)

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified





# Objective 3.3

As a collective community, identify the assets that create the character of Frenchtown

### SYNOPSIS

Every community has assets that help shape its identity and character. Frenchtown has many; however, the majority of them are only known by those who live there. These assets should be used by the residents to tell Frenchtown’s story and to share them with the larger Tallahassee community. Throughout this placemaking process, some of these assets have been identified (as referenced on page 20).

### STRATEGIES

- Identify community lead.
- Draft a list with all assets.
- Explain why each is an asset.
- Create a guide/walking tour of all the assets in the community.
- Identify locations where the guide can be distributed.

### LEAD

- FT Working Group

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Riley House Museum
- City of Tallahassee Neighborhood Affairs
- Tallahassee-Leon County Planning Department
- Other community organizations as identified



# Objective 3.4

Explore opportunities to share Frenchtown’s history through storytelling and plays

### SYNOPSIS

Like most historic communities, storytelling is part of the Frenchtown culture. The majority of the residents can tell stories of days past and the incredible events that have taken place over the years. Communicating these stories to others is a way of keeping this history alive. The community of Colquitt, Georgia, has done this through a series of plays that occur twice a year called Swamp Gravy. There could be similar opportunities in Frenchtown.

### STRATEGIES

- Identify community lead.
- Schedule gatherings with neighbors to tell and document stories. Potential venue: FT Heritage Festival.
- Work with the Riley House Museum to implement the “Soul Voices” Frenchtown Heritage Trail, community fund (\$189,000 by CRA).
- Work to create scripts from the stories.
- Have community members play roles of characters in the stories.
- Identify location to have plays / construct stage.
- Structure events so people from outside the community are invited to see the plays.

### LEAD

- FT Working Group

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- Frenchtown Revitalization Council
- Riley House Museum
- Florida Folklife Program (FL Dept. of State)
- Other community organizations as identified





# Objective 3.5

Design, create, and install historical Frenchtown piece in the plaza space at The Standard

## SYNOPSIS

As part of the site plan agreements for the project known as The Standard, the developer is required to provide space and funding for a historical component representing Frenchtown in the south area of the development's plaza. Pictured at right are two examples of historic treatments in Tallahassee: the Civil Rights Walk on Jefferson Street and Smokey Hollow near Cascades Park.

## STRATEGIES

- Identify community lead.
- Determine the community vision for the piece.
- Work with Tallahassee-Leon County Planning to draft a design of the vision.
- Implement the design.
- Have design constructed.
- Install the historical feature.

## LEADS

- FT Working Group
- Tallahassee-Leon County Planning

## PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- FT Heritage Hub
- ASH Gallery





## Goal Four

Improve Mobility,  
Connectivity, & Livability

# Objective 4.1

## Identify opportunities to improve infrastructure in the community

### SYNOPSIS

Infrastructure concerns have been a common topic in community meetings. Concerns include the amount of traffic on the roads, the need for traffic signals on Brevard Street at Old Bainbridge Road, sidewalks, bike infrastructure, street lighting, etc.

### STRATEGIES

- Create a list of potential infrastructure improvements in the community.
- Prioritize the items based upon cost and level of importance.
- Develop a timeline for improvements.
- Identify funding sources.

### LEADS

- FT Working Group
- City of Tallahassee Neighborhood Affairs
- Tallahassee Community Redevelopment Agency (CRA)
- Tallahassee-Leon County Planning Department
- City of Tallahassee UUPI

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Other community organizations as identified



# Objective 4.2

## Implement traffic calming measures on Brevard Street

### SYNOPSIS

Over time, Brevard Street has seen an increase in traffic as commuters use it as a direct path from North Monroe Street to West Tennessee Street. The increased traffic is noticeable during peak hours and steady throughout the day.

### STRATEGIES

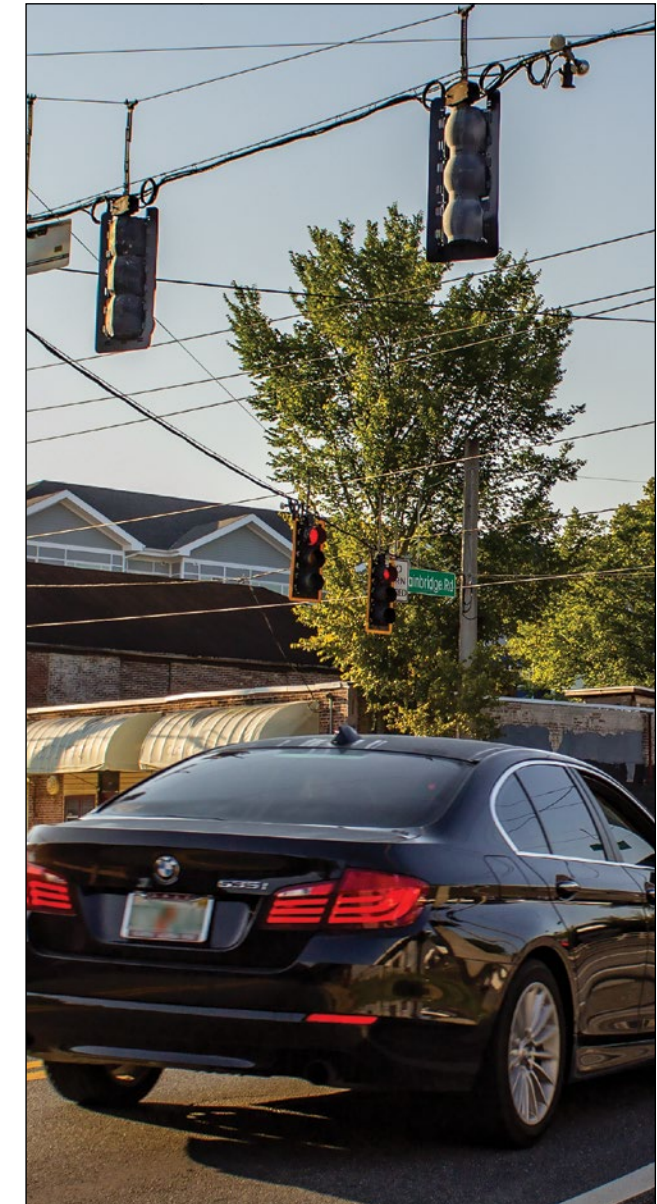
- Identify traffic calming measures.
- Prioritize the measures.
- Develop a timeline for improvements.
- Identify funding sources.

### LEADS

- FT Working Group
- City of Tallahassee Electric Utility - Power Delivery, Traffic Engineering

### PARTNERS

- FT citizens / businesses
- Carolina Oaks Homeowners Association
- FT Neighborhood Improvement Association
- ASH Gallery
- FT Revitalization Council
- Tallahassee-Leon County Planning Department
- Other community organizations as identified





**VOLUNTEER**

**VOLUNTEER**

**VOLUNTEER**

# Getting Started

Now that the plan is established and objectives have been identified, the next step is implementation. The following outlines what projects are currently underway, short-term projects, intermediate projects, and long-term infrastructure projects.

## Currently underway *(Within three months)*

- Bike lanes on Macomb Street (completed)
- Macomb Street traffic calming (From Brevard Street to Fourth Avenue)
- Cemetery fence
- Sign toppers
- Art walk
- Housing demolitions with Code Enforcement
- Traffic counts

## Potential short-term COT initiated projects *(Within six months)*

- Paint crosswalks on Macomb Street
- Plant trees in cemetery on Brevard Street
- Upgrade street lighting with LED bulbs

## Potential short-term neighborhood initiated projects *(a “we oughta” list)*

- Identify historic places with art signs
- Trim vegetation in ROW
- Plant flowers in the community
- Organized neighborhood clean up
- Neighborhood-led academy program
- Community art pop-up shows
- Create a tool library
- Volunteer to clean up trash
- Host a community potluck
- Adopt a grand-friend (mentor young and old)
- Create a home maintenance program for repairs
- Organize a community walk/bike ride and use DigiTally to document and report issues
- Add seating throughout the neighborhood
- Start a skill share program in the community
- Write positive opinion pieces to publish in the paper about your community
- Paint a sign on Ashmore’s, “Welcome to the Heart of Frenchtown. We are small but we have it all.”
- D Street Dive - Weekly, select a D street on which to pick up trash or clean yards (blitz to beautify Glass House)
- Senior Park

## Intermediate items *(Six to 18 months)*

- CRA acquires potential sites for redevelopment
- Create a concept for sites and infrastructure
- Develop design guidelines
- Develop concept for the gateway

## Long-term projects - infrastructure improvements *(18 months to three years)*

- Enhance the Brevard Street streetscape
- Enhance the Macomb Street streetscape
- Improve the intersection at Brevard and Macomb Streets identifying this as the “Heart of Frenchtown”
- Explore ways to make each of these streets more pedestrian oriented through proper sidewalks, street lighting, street trees, on-street parking, crosswalks, etc.
- Identify opportunities to enhance the D Streets (Dunn, Dent, and Dover)
- Create an affordable housing initiative in order to both rehabilitate existing housing and construct new housing
- Explore ways to renovate the old Sail School site currently owned by the Leon County School Board







## Plan Evaluations & Updates

The Frenchtown Placemaking Plan is meant to be a guide for enhancing the Frenchtown Community. To account for the projects that have been accomplished, this plan should be evaluated two years from its adoption date. In addition to outlining successful achievements, the two-year evaluation shall re-evaluate the priority list of projects to determine if they should be realigned to meet the current climate of the community. Through the evaluation process, the plan may be amended to reference the projects that have been accomplished and updated with information on each of these projects. As the community deems necessary, projects may be added to the plan during the evaluation. Finally, at the two-year evaluation, an appropriate schedule for the next evaluation shall be determined.



Appendices



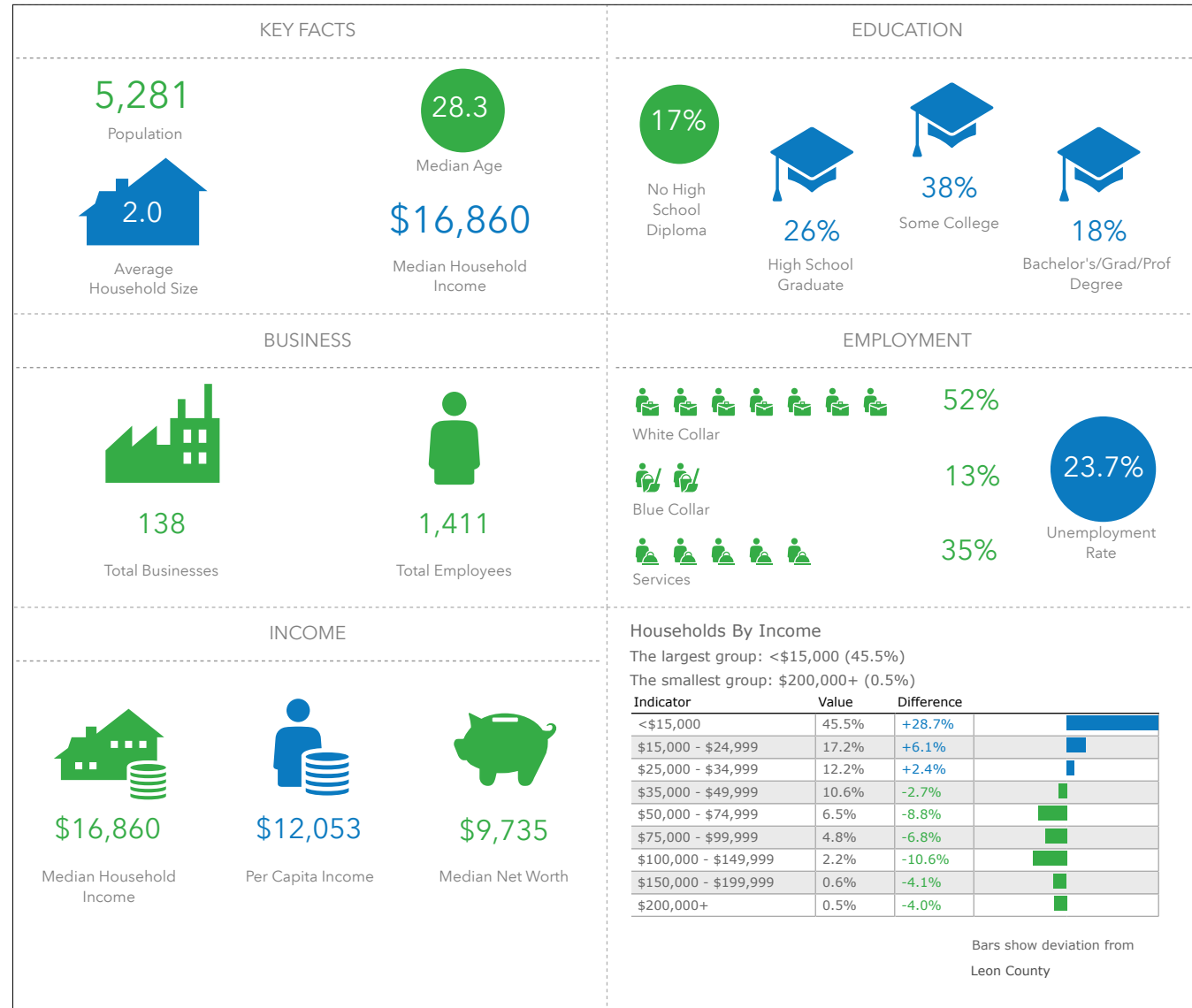
# APPENDIX A Demographics



## Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri



Population Summary	
2000 Total Population	3,803
2010 Total Population	5,304
2017 Total Population	5,281
2017 Group Quarters	1,674
2022 Total Population	5,313
2017-2022 Annual Rate	0.12%
2017 Total Daytime Population	4,960
Workers	1,246
Residents	3,714
Household Summary	
2000 Households	1,633
2000 Average Household Size	2.06
2010 Households	1,795
2010 Average Household Size	2.02
2017 Households	1,759
2017 Average Household Size	2.05
2022 Households	1,765
2022 Average Household Size	2.06
2017-2022 Annual Rate	0.07%
2010 Families	568
2010 Average Family Size	3.13
2017 Families	548
2017 Average Family Size	3.18
2022 Families	547
2022 Average Family Size	3.20
2017-2022 Annual Rate	-0.04%
Housing Unit Summary	
2000 Housing Units	1,866
Owner Occupied Housing Units	24.3%
Renter Occupied Housing Units	63.2%
Vacant Housing Units	12.5%
2010 Housing Units	2,114
Owner Occupied Housing Units	21.0%
Renter Occupied Housing Units	63.9%
Vacant Housing Units	15.1%
2017 Housing Units	2,123
Owner Occupied Housing Units	16.9%
Renter Occupied Housing Units	66.0%
Vacant Housing Units	17.1%
2022 Housing Units	2,137
Owner Occupied Housing Units	16.8%
Renter Occupied Housing Units	65.8%
Vacant Housing Units	17.4%
Median Household Income	
2017	\$16,860
2022	\$17,250
Median Home Value	
2017	\$109,494
2022	\$151,786
Per Capita Income	
2017	\$12,053
2022	\$13,134
Median Age	
2010	27.2
2017	28.3
2022	29.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017





# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

2017 Households by Income	
Household Income Base	1,759
<\$15,000	45.5%
\$15,000 - \$24,999	17.2%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	6.5%
\$75,000 - \$99,999	4.8%
\$100,000 - \$149,999	2.2%
\$150,000 - \$199,999	0.6%
\$200,000+	0.5%
Average Household Income	\$28,280
2022 Households by Income	
Household Income Base	1,765
<\$15,000	44.9%
\$15,000 - \$24,999	16.5%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	10.1%
\$50,000 - \$74,999	6.8%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	0.6%
\$200,000+	0.5%
Average Household Income	\$31,529
2017 Owner Occupied Housing Units by Value	
Total	358
<\$50,000	10.6%
\$50,000 - \$99,999	35.2%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	6.4%
\$250,000 - \$299,999	1.4%
\$300,000 - \$399,999	1.4%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	3.6%
Average Home Value	\$172,277
2022 Owner Occupied Housing Units by Value	
Total	358
<\$50,000	6.7%
\$50,000 - \$99,999	23.7%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	15.6%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	3.1%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	15.4%
\$750,000 - \$999,999	2.0%
\$1,000,000 +	3.1%
Average Home Value	\$262,291

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017



# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

2010 Population by Age	
Total	5,303
0 - 4	3.9%
5 - 9	2.6%
10 - 14	2.9%
15 - 24	36.8%
25 - 34	14.4%
35 - 44	9.7%
45 - 54	12.9%
55 - 64	8.7%
65 - 74	4.1%
75 - 84	2.8%
85 +	1.1%
18 +	88.5%
2017 Population by Age	
Total	5,282
0 - 4	3.6%
5 - 9	2.9%
10 - 14	2.9%
15 - 24	35.1%
25 - 34	14.5%
35 - 44	10.0%
45 - 54	12.1%
55 - 64	9.4%
65 - 74	5.5%
75 - 84	2.7%
85 +	1.3%
18 +	88.8%
2022 Population by Age	
Total	5,315
0 - 4	3.7%
5 - 9	2.8%
10 - 14	2.9%
15 - 24	33.4%
25 - 34	14.0%
35 - 44	10.8%
45 - 54	12.0%
55 - 64	9.4%
65 - 74	6.3%
75 - 84	3.3%
85 +	1.3%
18 +	88.6%
2010 Population by Sex	
Males	2,872
Females	2,432
2017 Population by Sex	
Males	2,858
Females	2,424
2022 Population by Sex	
Males	2,860
Females	2,453

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017



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# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	5,304
White Alone	43.5%
Black Alone	51.6%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	1.9%
Hispanic Origin	5.8%
Diversity Index	59.3
2017 Population by Race/Ethnicity	
Total	5,282
White Alone	41.4%
Black Alone	53.1%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	2.2%
Hispanic Origin	6.6%
Diversity Index	60.2
2022 Population by Race/Ethnicity	
Total	5,313
White Alone	40.1%
Black Alone	53.9%
American Indian Alone	0.4%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	2.4%
Hispanic Origin	7.3%
Diversity Index	61.0
2010 Population by Relationship and Household Type	
Total	5,304
In Households	68.3%
In Family Households	35.0%
Householder	11.2%
Spouse	3.8%
Child	14.7%
Other relative	3.8%
Nonrelative	1.5%
In Nonfamily Households	33.3%
In Group Quarters	31.7%
Institutionalized Population	0.3%
Noninstitutionalized Population	31.4%



# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

2017 Population 25+ by Educational Attainment	
Total	2,935
Less than 9th Grade	7.2%
9th - 12th Grade, No Diploma	10.1%
High School Graduate	20.9%
GED/Alternative Credential	5.5%
Some College, No Degree	24.3%
Associate Degree	13.9%
Bachelor's Degree	9.8%
Graduate/Professional Degree	8.5%
2017 Population 15+ by Marital Status	
Total	4,787
Never Married	70.9%
Married	12.9%
Widowed	4.9%
Divorced	11.4%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	76.3%
Civilian Unemployed (Unemployment Rate)	23.7%
2017 Employed Population 16+ by Industry	
Total	1,612
Agriculture/Mining	0.0%
Construction	4.6%
Manufacturing	2.0%
Wholesale Trade	0.6%
Retail Trade	13.6%
Transportation/Utilities	1.6%
Information	1.6%
Finance/Insurance/Real Estate	3.5%
Services	65.1%
Public Administration	7.4%
2017 Employed Population 16+ by Occupation	
Total	1,613
White Collar	49.1%
Management/Business/Financial	9.2%
Professional	17.1%
Sales	13.7%
Administrative Support	9.1%
Services	37.8%
Blue Collar	13.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	2.0%
Production	1.9%
Transportation/Material Moving	5.1%
2010 Population By Urban/ Rural Status	
Total Population	5,304
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%



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**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017



# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

2010 Households by Type	
Total	1,794
Households with 1 Person	49.6%
Households with 2+ People	50.4%
Family Households	31.7%
Husband-wife Families	10.8%
With Related Children	4.3%
Other Family (No Spouse Present)	20.8%
Other Family with Male Householder	4.0%
With Related Children	1.8%
Other Family with Female Householder	16.8%
With Related Children	11.2%
Nonfamily Households	18.7%
All Households with Children	17.3%
Multigenerational Households	3.3%
Unmarried Partner Households	7.5%
Male-female	7.0%
Same-sex	0.4%
2010 Households by Size	
Total	1,795
1 Person Household	49.6%
2 Person Household	26.7%
3 Person Household	12.0%
4 Person Household	6.7%
5 Person Household	2.5%
6 Person Household	1.3%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	1,795
Owner Occupied	24.7%
Owned with a Mortgage/Loan	14.0%
Owned Free and Clear	10.7%
Renter Occupied	75.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,114
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017



# 52



# Community Profile

new Frenchtown  
Area: 0.73 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Dorms to Diplomas (14C)
2.	Modest Income Homes
3.	City Commons (11E)
2017 Consumer Spending	
Apparel & Services: Total \$	\$1,442,998
Average Spent	\$820.35
Spending Potential Index	38
Education: Total \$	\$1,417,217
Average Spent	\$805.69
Spending Potential Index	55
Entertainment/Recreation: Total \$	\$1,929,513
Average Spent	\$1,096.94
Spending Potential Index	35
Food at Home: Total \$	\$3,412,427
Average Spent	\$1,939.98
Spending Potential Index	39
Food Away from Home: Total \$	\$2,314,961
Average Spent	\$1,316.07
Spending Potential Index	39
Health Care: Total \$	\$3,081,208
Average Spent	\$1,751.68
Spending Potential Index	31
HH Furnishings & Equipment: Total \$	\$1,234,466
Average Spent	\$701.80
Spending Potential Index	36
Personal Care Products & Services: Total \$	\$491,257
Average Spent	\$279.28
Spending Potential Index	35
Shelter: Total \$	\$11,155,280
Average Spent	\$6,341.83
Spending Potential Index	39
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,279,524
Average Spent	\$727.42
Spending Potential Index	31
Travel: Total \$	\$1,104,066
Average Spent	\$627.67
Spending Potential Index	30
Vehicle Maintenance & Repairs: Total \$	\$686,354
Average Spent	\$390.20
Spending Potential Index	36

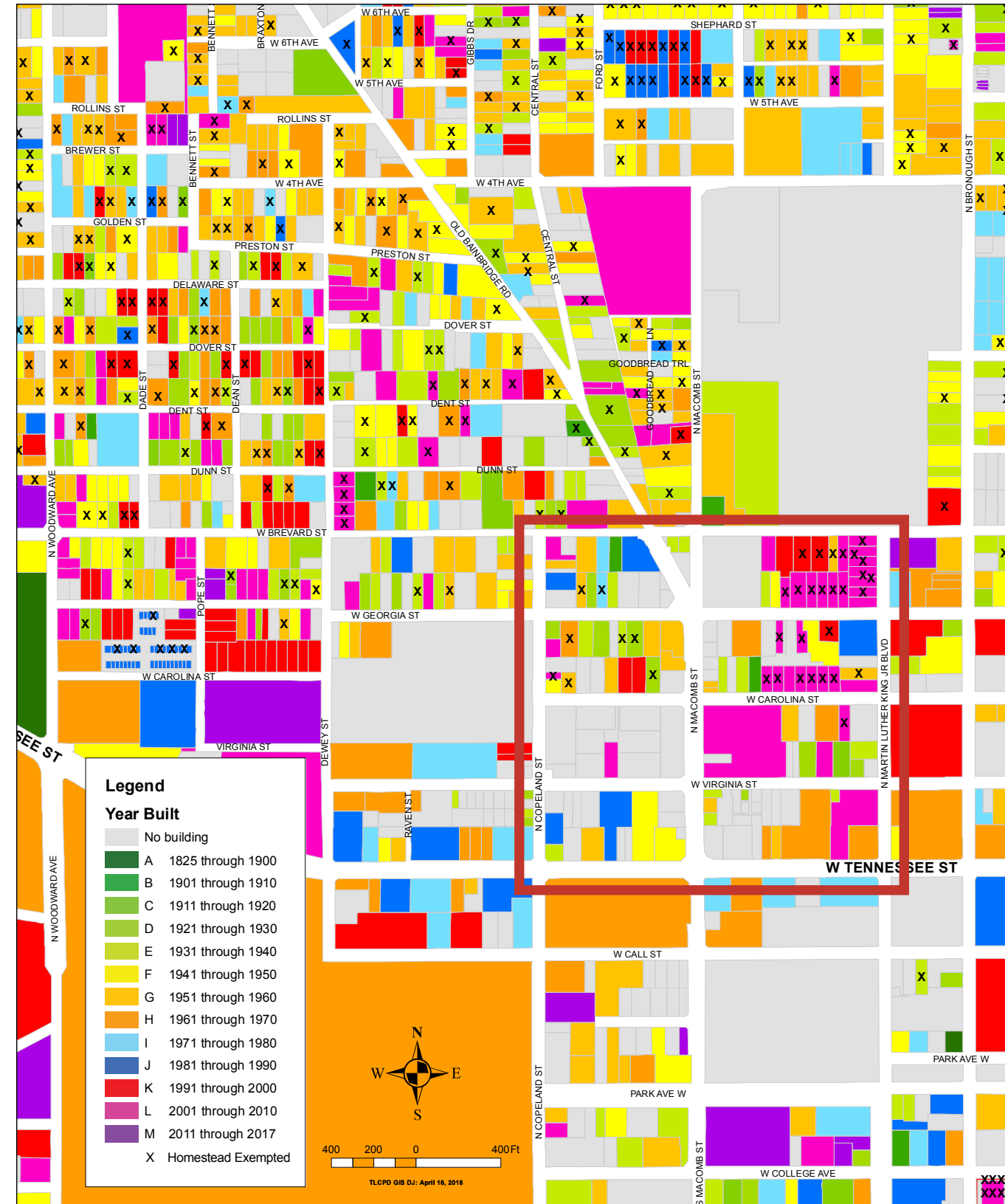
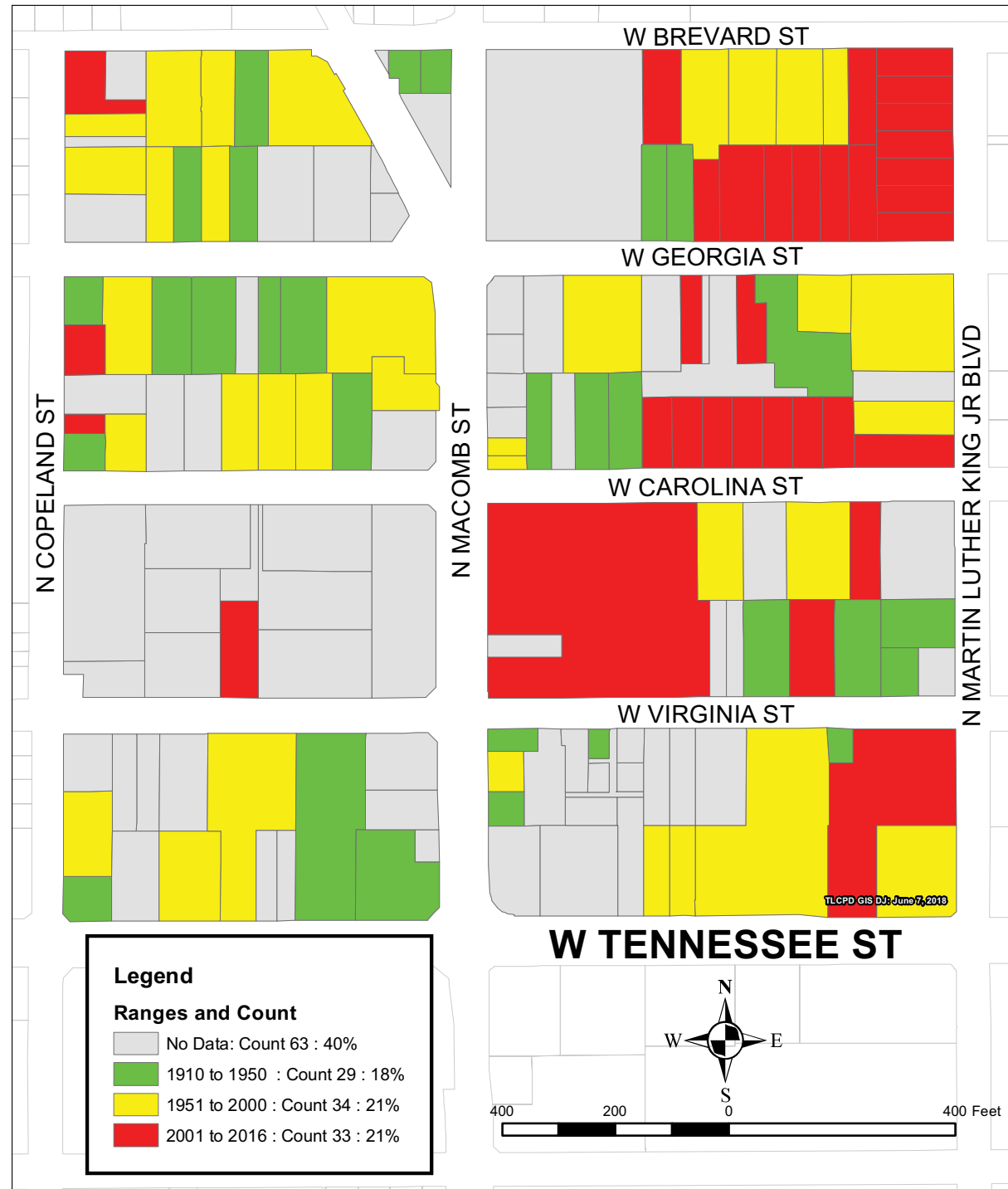
**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

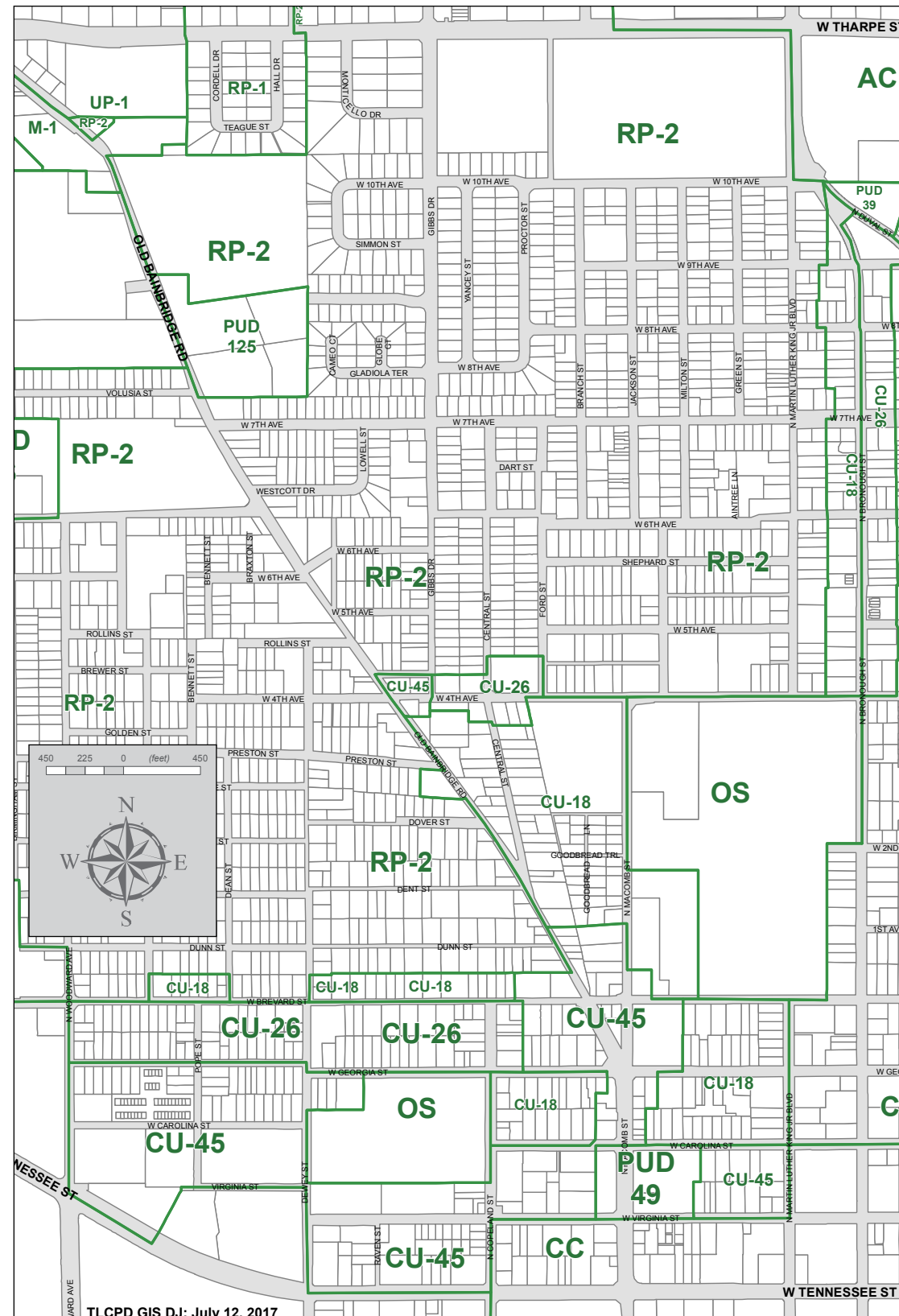
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 11, 2017

# APPENDIX B Year Built







ZONING DISTRICT	PERMITTED USES	Densities/Intensities
<b>Residential Preservation-2 (RP-2)</b>	Single-family, two-unit townhouse and duplex. Schools are allowed as a special exception use.	Residential: Maximum of 45 dwelling units/acre  Non-Residential: Maximum of 60,000 sq. ft./acre
<b>Central Urban - 18 (CU-18)</b>	Variety of retail, day care, bed & breakfast inns, laundromats, medical and non-medical offices, nursing homes, pet daycare, non-automotive repair, residential-any type, restaurants without drive thru facilities, studios, veterinary services, passive and active recreation and community facilities.	Residential: Maximum of 18 dwelling units/acre  Non-Residential: Maximum of 10,000 to 22,000 sq. ft./acre depending on location.
<b>Central Urban - 26 (CU-26)</b>	Same uses allowed as in CU-18 with the addition of hotels (20 room maximum), social, fraternal, and recreational clubs and lodges, and structured parking when combined with principal use.	Residential: Maximum of 26 dwelling units/acre  Non-Residential: Maximum of 30,000 sq. ft./acre
<b>Central Urban - 45 (CU-45)</b>	Same uses allowed as in CU-26 with the addition of automotive rental, automotive service and repair, automotive retail parts, bait & tackle shops, banks, cocktail lounges and bars, hotels with no room limitation, indoor amusements and theaters, mortuaries, and gas stations.	Residential: Maximum of 45 dwelling units/acre  Non-Residential: Maximum of 60,000 sq. ft./acre
<b>Central Core (CC)</b>	Variety of retail, day care, bed & breakfast inns, laundromats, medical and non-medical offices, nursing homes, daycare, cocktail lounges and bars, commercial sports, indoor amusements, automotive rental, automotive repair, non-automotive repair services, motor vehicle fuel sales, museums and art galleries, personal services, residential-any type, rooming and boarding houses, restaurants without drive thru facilities, studios, veterinary services, structured parking, passive and active recreation and community facilities.	Residential: Maximum of 150 dwelling units/acre  Non-Residential: No limitations on intensity. Maximum height: 6-7 feet depending on location.
<b>University Transition (UT)</b>	Variety of retail, day care, laundromats, medical and non-medical offices, daycare, indoor amusements, automotive rental, automotive repair, non-automotive repair services, motor vehicle fuel sales, museums and art galleries, hotels and motels, personal services, post secondary, movie theaters, residential-any type, restaurants without drive thru facilities, physical fitness - gyms, studios - dance, photography, music, art, drama, voice, veterinary services, structured parking, passive and active recreation and community facilities.	Residential: Maximum of 50 dwelling units/acre  Non-Residential: Maximum of 25,000 sq. ft. footprint
<b>Open Space (OS)</b>	Agriculture, cemeteries, nature centers, passive and active recreational facilities, silviculture, stormwater management facilities, restaurants and retail use associated with parks.	Residential: NA  Non-Residential: 1,000 sq. ft. of gross building area/acre Restaurant and retail use: 100 sq. ft. of gross building area/acre. Individual buildings may not exceed 7,000 sq. ft.
<b>Medium Density Residential-1 (MR-1)</b>	Single-family detached and attached, two family and multiple family (apartment) dwelling units, rooming houses, day care, and recreation and community facilities.	Residential: Maximum of 20 dwelling units/acre  Non-Residential: Maximum of 20,000 sq. ft./acre
<b>Governmental Operation-1 (GO-1)</b>	Courts, police/fire stations, government offices, sanitary sewer pump stations, postal facilities, health clinics, water wells, electric sub stations, water tanks, libraries, museums, and post secondary.	Residential: NA  Non-Residential: No restrictions on building size. Maximum height - 3 stories.
<b>Planned Unit Development (PUD)</b>	This zoning designation recognizes developments which have been approved through the Planned Unit Development process. PUDs allow uses and establish development standards unique to each PUD.	



## APPENDIX D

# Charrette Process

The Frenchtown Placemaking Charrette was held November 1-4, 2017, at the Lincoln Neighborhood Center. Tallahassee-Leon County Planning Department staff was on site during these four days collaborating and creating dialogue with community members. The last day of the meeting was the same day as Frenchtown Heritage Fest, with the thought that this would help bring in more community participation.



The format of the charrette was very interactive with multiple stations where each resident could share their concerns, stories, history, and vision for the future of the Frenchtown Community. Throughout the four days, 45 people signed in to the charrette. Some were hesitant to sign in, and with those that did not sign in the total participation was about 60-65. Of the total participants, the majority were Frenchtown residents, a few FSU Students, and a few interested citizens from other Tallahassee communities.

Leading up to the charrette, City of Tallahassee staff posted fliers on every house in the Frenchtown Study Area. This was somewhere between 1,200 and 1,500 fliers. In addition, fliers were handed out to businesses and organizations throughout the Frenchtown Community. The City of Tallahassee Communications Department published multiple social media posts with all the information relating to the charrette. Local media covered the opening of the charrette and reported on the charrette on the evening news.

The information gathered through this process has been used in the development of this plan. This plan is a reflection of the conversations that were had with citizens during the charrette and monthly meetings with the Frenchtown Steering Committee.

A poster for the Frenchtown Placemaking Charrette. At the top is a red circular logo with a white fleur-de-lis. Below it, the text 'FRENCHTOWN' is written in a large, black, serif font, followed by '— PLACEMAKING —' in a smaller, red, sans-serif font. The poster is set against a background of a halftone image of a street scene with trees and a building. The text on the poster includes: 'The Tallahassee-Leon County Planning Department presents', 'Frenchtown Placemaking Charrette' in large red letters, 'An open forum where citizens can share ideas for the vision of Frenchtown's future growth and development.', '— Location —', 'Lincoln Center', '438 West Brevard Street', 'Tallahassee, FL 32301', '— Dates —', 'Wednesday November 1 | noon - 4:30pm', 'Thursday November 2 | 10am - 6pm', 'Friday November 3 | 10am - 6pm', 'Saturday November 4 | 10am - 4pm', 'Citizens are invited to come and go, sharing their thoughts and ideas, as much as they like over the four days.', and at the bottom, the 'PLANNING DEPARTMENT' logo with 'A DIVISION OF PLACE' below it.

**FRENCHTOWN**  
— PLACEMAKING —

The Tallahassee-Leon County Planning Department presents

**Frenchtown Placemaking Charrette**

An open forum where citizens can share ideas for the vision of Frenchtown's future growth and development.

— Location —  
Lincoln Center  
438 West Brevard Street  
Tallahassee, FL 32301

— Dates —  
Wednesday November 1 | noon - 4:30pm  
Thursday November 2 | 10am - 6pm  
Friday November 3 | 10am - 6pm  
Saturday November 4 | 10am - 4pm

Citizens are invited to come and go, sharing their thoughts and ideas, as much as they like over the four days.

PLANNING DEPARTMENT  
A DIVISION OF PLACE





APPENDIX E

# Streetscapes Concepts

Brevard Street, Old Bainbridge Road, & Macomb Street

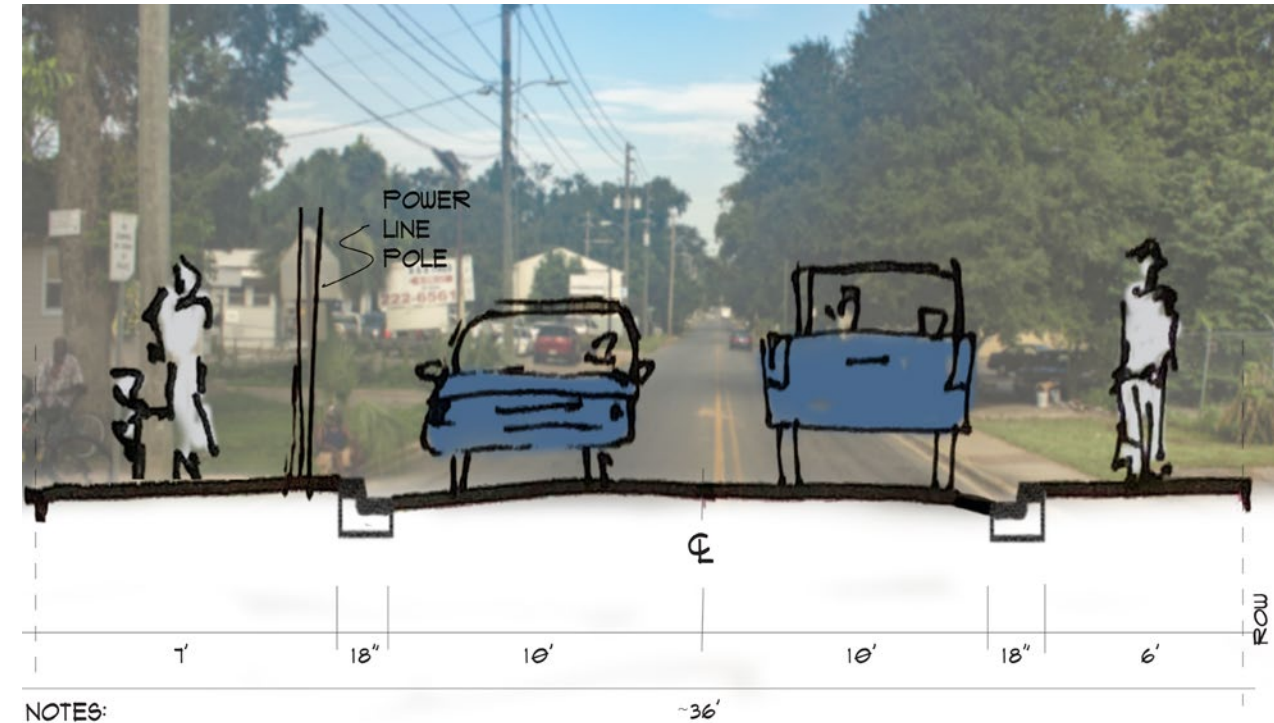


## Brevard Street

Section A - Looking West

~ 36 feet ROW

A.

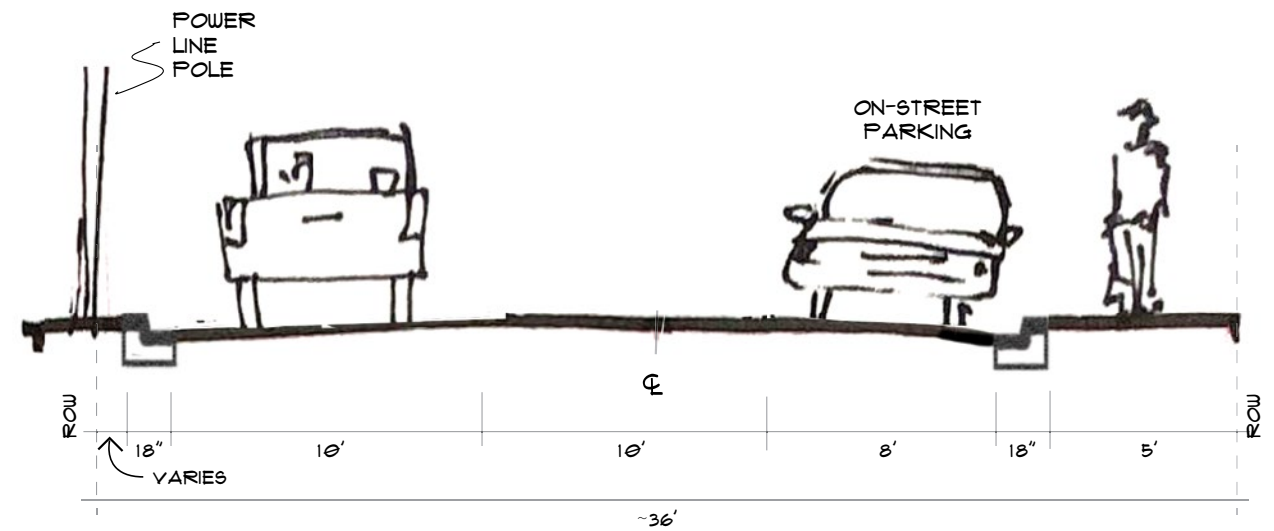


NOTES:

1. MOVES SOUTH CURB TO THE NORTH
2. EXISTING CURB TO CURB ~31+/- FEET

N.T.S.

B.



NOTES:

1. EXISTING CURB REMAINS
2. ADD ON-STREET PARKING ON NORTH SIDE

N.T.S.

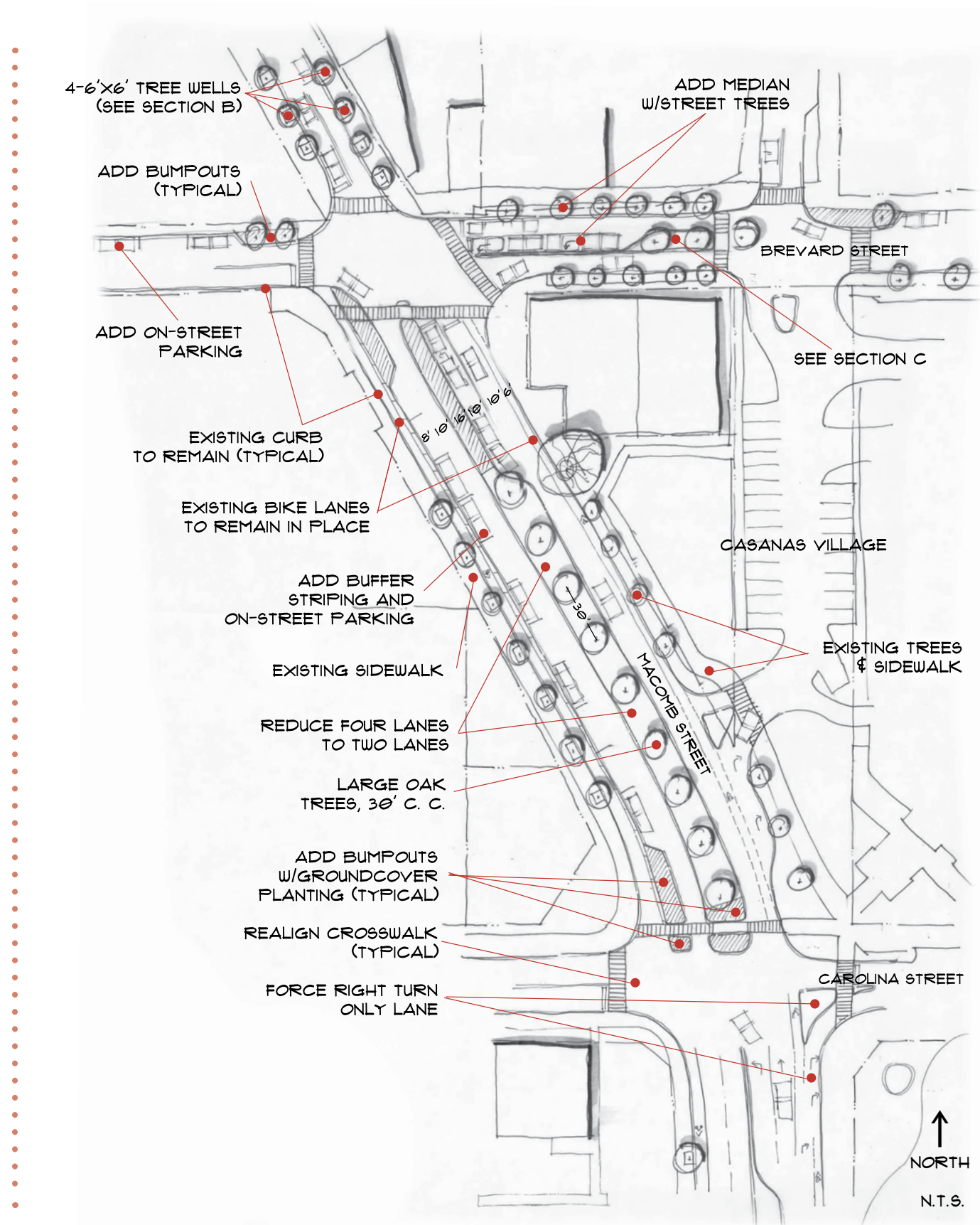
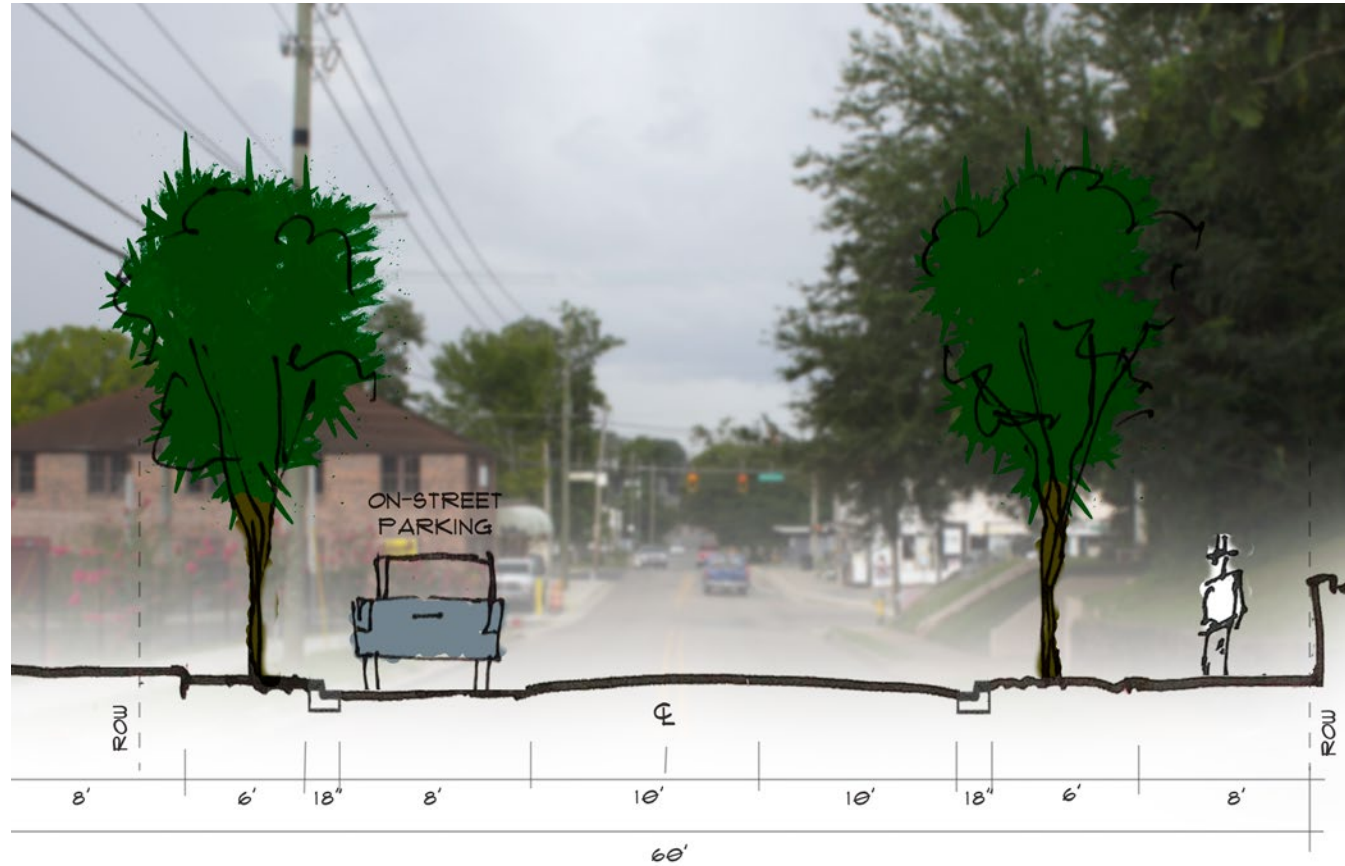




# Brevard Street

## Section D - Looking West (at Casanas Village)

~ 48 feet ROW



APPENDIX F  
Gateway Examples



60



Overtown, Florida



Grand Park, Los Angeles, California



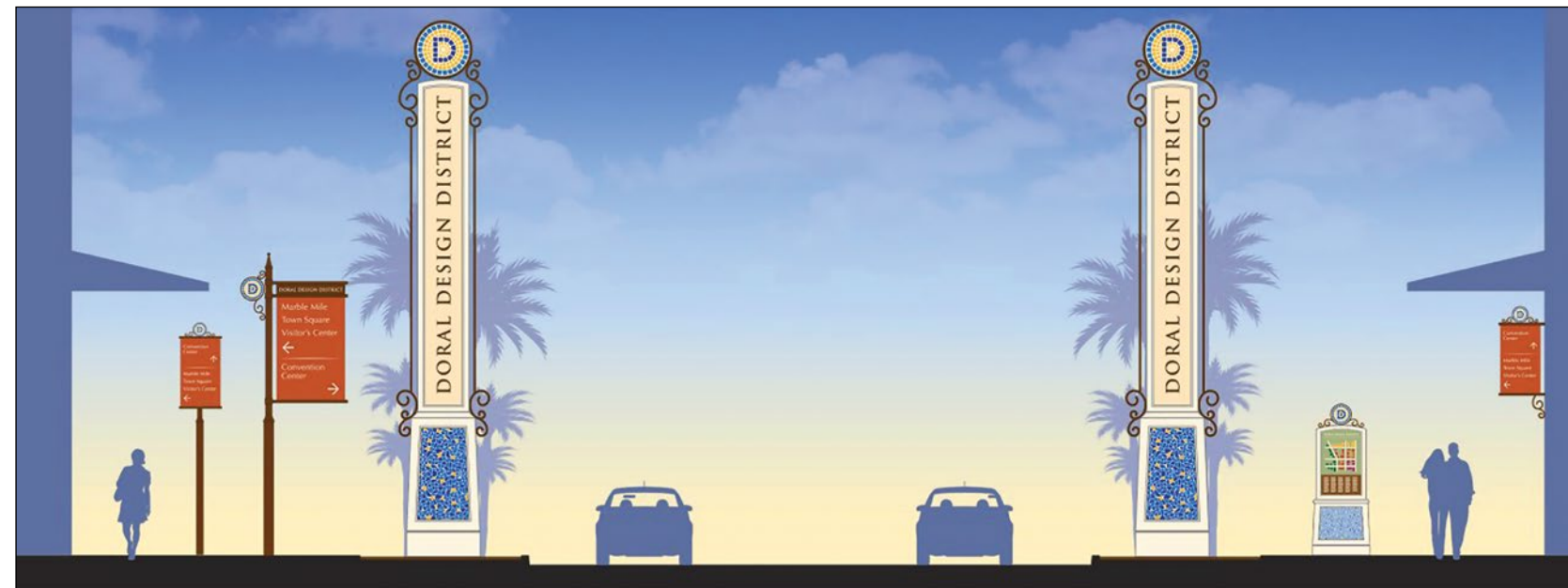
Montebello, California



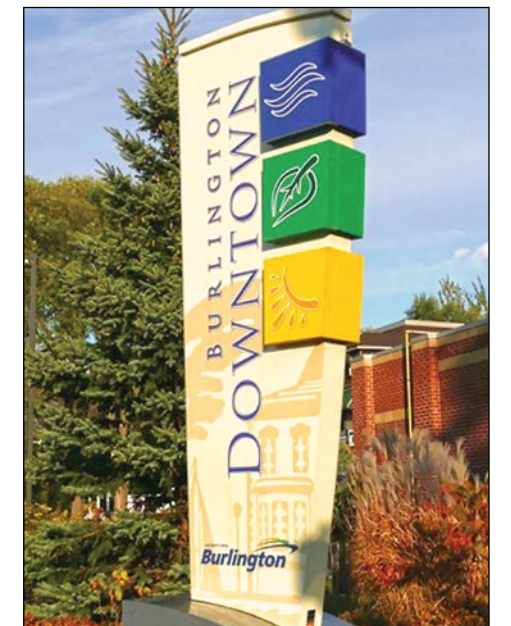
Surfside, Florida



Cardwell, Queensland, Canada



Doral, Florida



Burlington, Vermont

## APPENDIX G

# Design Guidelines / Pattern Book

One of the primary concerns Frenchtown residents have expressed is the loss of character in their neighborhood. Proximity to downtown and FSU coupled with relatively low land prices have made consolidation of parcels for speculative development a common practice, especially south of Brevard Street. Much of the new development is out of scale with the neighborhood, serves outside populations, and removes the historic fabric of the neighborhood, without sensitivity to what has been and who remains. Change is inevitable; however, design guidelines provide an opportunity to direct compatible development and renovations and rebuild the area into a vibrant social and economic center.

Design guidelines are a series of principles and rules that are common to good urban design and identify local patterns that make up an area's unique sense of place and identity. Good urban design helps to create places that are attractive, encourage social interaction, preserve established neighborhoods, and support vibrant commercial districts. Good building design reinforces the sense of place through the use

of local materials and traditional design elements by making connections to past generations, framing the public realm, and providing social spaces. Design guidelines also help build an urban environment that is worth preserving, one that can leave a legacy, hold the community's memories, and remind us of the stories of those who came before us. Local patterns of development are what speak strongest to a sense of place and form a basis for the local character. Incorporating local patterns into design guidelines ensures the essential elements of a community's character persist while allowing contemporary expression.



The design guidelines that will be developed for Frenchtown are to be based on the character that the residents identify as "Frenchtown" and the desired character for the community's future. All new construction and renovations will be subject to review to ensure compatibility with the desired community character. Building character that is clearly "Frenchtown" includes the historical residential development from the early 1900s, commercial patterns from the 1940s and 1950s, and long-standing institutional buildings.

The following pages provide a brief description of the residential, commercial, and institutional buildings that clearly represent the character of Frenchtown. The design guidelines will be developed with a keen eye to ensure new development and renovations are compatible with the Frenchtown character defined herein and based on additional community feedback. The design guidelines are intended to set the framework for building a cohesive built environment that honors the history and feel of Frenchtown, all the while allowing natural development patterns to occur consistent with modern needs and building methods to create a vibrant urban neighborhood.



# Residential Character

Frenchtown's building character is distinct from any other Tallahassee neighborhood that developed during the same time. Although evidence exists that French immigrants established the area in the 1840s and 50s, Frenchtown was settled largely by blacks in two waves: the first primarily by freed slaves after the Civil War and the second by former tenant farmers in the 1910s and 20s as area plantations converted from farming to hunting. Most of the residents were laborers with modest earnings, and the homes reflect the humble but diverse heritage of area residents.

The houses are small, unornamented, and draw from black vernacular building traditions of the time. The wood-frame houses typically have pier foundations, front porches, and gabled or hipped roofs. The 1987 Historical and Architectural Survey of the Frenchtown Neighborhood identified five residential typologies that typify the building methods and design of the time.



## Saddlebag

The saddlebag is defined as a house with two side-by-side rooms that share a central chimney and often has two front doors. The form is believed to have evolved as an expansion or larger form of the colonial one-room cabin and was often used as quarters on plantations. Because it was a familiar form, easy to build, and required minimal materials, it became a common form used by freedmen in urban areas after the Civil War.



*Saddlebags typically have side gabled roofs, and many have rear additions under a shed roof, creating a "saltbox" profile.*

*The typology may be easily adaptable to a duplex use because of its typical two front doors.*



## Shotgun

The shotgun is a one-room wide house with two to four rooms that open onto one another from front to back. The form, often associated with New Orleans, evolved from traditional western African forms that were brought to the U.S. via Haiti in the early 1800s. The form was adapted to plantation quarters, spread throughout the south, and like the saddlebag, used by freedmen in towns and cities.



*The traditional floor plan of the shotgun was adapted to American culture by adding a hallway to increase privacy.*

*Shotguns usually have front gabled roofs, but may also have hipped roofs and may be ornamented in any style.*



*Variations on the shotgun include the "double barrel"—a duplex version—and the "camelback," which adds a second story, usually on the rear of the house.*



## Hipped-Roof Cottage

The hipped-roof cottage is a box-shaped house usually with a central hall and four rooms—two wide and two deep. The typology often has a rectangular footprint (about 25 x 30 feet). The square version is called a pyramidal cottage. The hipped-roof form was popular due to its economy from the mid-1800s to mid-1900s.



*Full or corner porches on hipped-roof cottages are often tucked under the main roof.*

*Like other small house forms, hipped-roof cottages often have rear additions to expand living space.*



## Gable Front and Wing

The gable front and wing house is a T- or L-shaped hall and parlor home with intersecting gable roofs. The form was derived from the Greek revival movement and is common in its two-story form in the mid-west and northeast. In the south, the form is more typically one story with a shed roofed porch in the L. Gable front and wing houses are common in the Saxon's Addition of the Frenchtown neighborhood.



## Bungalow

The bungalow is a small to medium single- or 1.5-story form popular in the early 1900s. Derived from traditional forms used in the Bengal region of South Asia, the bungalow is characterized by low-pitched roofs with wide eaves, integrated full-width or wrap-around porches or “verandas,” and irregular floor plans. The form is often associated with the craftsman style but can be styled in many ways.

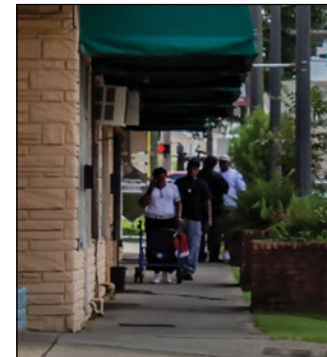


# Commercial Character

The commercial character that resonates with Frenchtown residents is the single and two-story buildings that lined Macomb Street in the mid-1900s. This type of building formed the commercial core of Frenchtown and served as the backdrop for the community's social life and gathering space during the Civil Rights Movement. The typical commercial building in Frenchtown is located close to the sidewalk, constructed of wood frame or masonry, and has a storefront with awnings. The commercial core along Macomb Street has largely been lost to time, but some buildings remain along Macomb Street, Brevard Street, and 4th Avenue.



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## False-Front, Gable-Roofed Store

The 1987 Historical and Architectural Survey of the Frenchtown Neighborhood identified one commercial building typology representative of the early development of Frenchtown. Gable-roofed stores with a false front were a common type of commercial structure built during the 1930s and 1940s throughout Tallahassee. Like the houses constructed during this era, the stores are of the frame vernacular tradition, small, and single story.



*The last remaining false-front, gable-roofed store in Frenchtown. Located between 701 and 717 West Brevard Street.*

*Deserted store at 815 West Brevard Street in 1967.*



*B-Jack Sales Co. was located at 400 West Georgia Street.*



# Institutional Character

Institutional buildings stand out from the typical character of an area as landmarks, icons, and special places. Institutional buildings are primarily constructed for civic and religious uses with more expensive and durable materials and a grander sense of design than the backdrop of residential and commercial structures. The Lincoln Center and area churches are examples of Frenchtown's institutional character.



## APPENDIX H

# Frenchtown SWOT Analysis

## STRENGTHS

**Proximity/location** - Frenchtown has the benefit of being centrally located and in close proximity to downtown, Florida State University (FSU), and midtown. Its location makes it less auto-dependent than other areas of town (i.e., people have multiple transportation options) and puts it near centers of activity and employment.

**History** - Frenchtown is one of the oldest neighborhoods in Tallahassee and was a commercial and cultural hub for Tallahassee's black community. As a result, it is a neighborhood deeply steeped in history and holds immense cultural and historical value for the community. While the neighborhood's history is not always on display, it is a point of pride among residents that bonds people together and greatly contributes to the neighborhood's identity.

**Grid street/block pattern** - The grid street/block pattern is a development pattern that provides multiple benefits to neighborhoods. It is an immensely adaptable pattern that makes it easier for a neighborhood to evolve over time, as a block can accommodate multiple forms of development without disrupting the street network of a neighborhood. Additionally, neighborhoods with a street grid are easy to navigate. The enhanced connectivity of the street network makes it easier to walk and bike in the neighborhood (parallel streets allow people who walk or bike to take a calmer street without much deviation from their desired destination) and helps disperse traffic throughout a neighborhood rather than concentrating it on main roadways, which causes increased congestion on those critical thoroughfares.

**Leadership** - The Frenchtown neighborhood has a solid core of motivated neighbors that have been working in the community for decades. This base of leadership is an asset that can be utilized to forge the community relationships necessary for creating a Frenchtown that is inclusive and meets the needs and interests of its residents.

**Flat topography** (*relative to other areas of Tallahassee*) - Given that Frenchtown has fewer hills than other areas of Tallahassee, it is easier for people to walk or bike in the neighborhood.

**Pedestrian life** - Frenchtown has an active street life. The high volume of people walking along neighborhood streets and sidewalks give the impression of a place where things are happening. With people out and about, it makes for richer social interactions with neighbors and shows that there is a large population of pedestrians that would benefit from additional facilities and infrastructure to better support their mode of transportation.

## STRENGTHS

- Proximity/location\*
- History\*
- Grid street/block pattern
- Leadership\*
- Flat topography (relative to other areas of Tallahassee)
- Pedestrian life
- Narrow rights-of-way
- Village feel
- Churches' participation in neighborhood

## WEAKNESSES

- Old housing stock
- Negative perception
- Lack of retail/commercial/medical services
- Small pool of residents that are active in neighborhood affairs and organizations
- Speed of thoroughfares/roadway designs
- Lack of diversity
- Neighborhood businesses/retail lacks support
- Lack of community-based institutions
- Churches' absent role in the neighborhood
- Public transportation

## OPPORTUNITIES

- Infill housing
- Economic benefits from students\*
- Integration of Oakland Cemetery into the neighborhood
- Community history showcases\*
- Establishment of a clear identity
- Zoning code updates and a pattern book\*
- Expanded use of Lincoln Center (educational and social functions)

## THREATS

- Proximity/location\*
- Low rates of homeowner occupied housing
- Older leadership cohort in Frenchtown\*
- Current land development regulations (i.e., Zoning & Future Land Use Map categories)\*
- Students\*
- Divided mindset of current residents
- Safety/quality of life perception
- Loss of historical preservation due to development

*\*Some items may be listed in multiple areas depending upon how the item is viewed.*



**Narrow rights-of-way** - While not applicable to every street in Frenchtown, many of the streets have very narrow rights-of-way which provide the benefit of slowing down traffic on local neighborhood streets.

**Village feel** - Frenchtown has distinct charm that makes it feel like a small-town neighborhood or village. With smaller homes, that are located close to the street, the narrow, tree-shaded streets enhance the character of the neighborhood and contribute to what has been described as its “village feel.”

**Churches’ participation in the neighborhood** - For a small neighborhood, there is a large number of churches. These institutions can provide opportunities and additional resources for multiple needs when engaged in the community.

## WEAKNESSES

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**Old housing stock** - Frenchtown has a lot of older housing stock, some of which is in sub-par condition. This older housing stock was often times built using cheaper materials that have a shorter life cycle compared to other building construction materials. Given the build quality of some of the older housing stock, adaptive re-use or home renovations may be cost-prohibitive, which means that the neighborhood may experience higher volumes of tear-down rebuilds over the upcoming decades; high amounts of tear-downs could significantly impact the character of the neighborhood based on what replaces them. Additionally, the larger quantity of older housing stock means that the neighborhood may need larger amounts of capital investment relative to other neighborhoods to improve the housing stock.

**Negative perception** - Whether it is justified or not, many residents of Tallahassee/Leon County have a negative perception of Frenchtown, often associating it with poverty, crime, and danger. This negative perception can affect whether people and businesses visit and/or locate in the neighborhood.

**Lack of retail/commercial/medical services** - A common complaint among residents is the lack of amenities and services within the neighborhood. It is common for residents to have to leave the neighborhood to complete daily tasks and obtain services, such as shopping, banking, and medical services.

**Small pool of residents that are active in neighborhood affairs and organizations** - While there is solid core of motivated neighbors working in the neighborhood, the numbers of individuals participating in community efforts to enhance Frenchtown is limited. The greater neighborhood population is mostly disengaged with neighborhood affairs. To affect greater change in the neighborhood, more residents need to be involved with the neighborhood’s activities and organizations.

**Speed of thoroughfares/roadway designs** - Frenchtown has several thoroughfares in the neighborhood (i.e., Macomb Street/Old Bainbridge Road, Brevard Street and N. Bronough Street). These roadways move high volumes of traffic through the neighborhood at speeds that are disruptive to the neighborhood’s quality of life. The thoroughfares are designed to get people out of (or through) the neighborhood and into other areas of town as quickly as possible. As currently situated, the neighborhood thoroughfares exist at

the detriment of the neighborhood, as this auto-centric design creates an environment that is unfriendly to anyone not in an automobile and undermines street life and pedestrian activities that can create value for the neighborhood and its businesses.

**Lack of diversity** - Frenchtown lacks diversity in multiple ways. There’s a lack of diversity in housing (both housing types and stock), businesses, land uses, household income, age, etc.

**Not enough population to support neighborhood businesses/retail** - The population of Frenchtown is not large enough to provide the customer volume necessary to support neighborhood scaled businesses and retail, such as a grocery store. If such businesses are to locate, and succeed, in Frenchtown, there needs to be a larger pool of residents to draw from to sustain them.

**Lack of community-based institutions** - While there are several institutions engaged in community development (some of which have come and gone), there are not enough organizations working in the neighborhood on a daily basis. Community change will largely be driven by community-based institutions (non-profits, businesses, etc.) that take on missions to build neighborhood capacity to participate in community development in Frenchtown.

**Churches are not playing an active role in the neighborhood** - While there is a large amount of churches in Frenchtown, some residents have noted that many of these churches are not playing an active role in the neighborhood since a large portion of their congregations do not reside in Frenchtown. As a result, many churches are absent from the daily affairs of the neighborhood.

**Public transportation** - While there is public transportation available in Frenchtown, residents noted that it is unreliable and inconsistent, which makes it difficult for those that depend on public transit to get around.

## OPPORTUNITIES

---

**Infill housing** - Given the older housing stock and central location of Frenchtown, there is a great opportunity to add additional housing in the neighborhood, especially on vacant lots or lots with dilapidated structures. Through the use of smaller footprint housing types, additional housing stock (and residents) can be added to the neighborhood without compromising its village-like character. Additionally, given the advancements in building construction technology, new housing stock will result in more durable and longer lasting buildings in the neighborhood.

**Economic benefits from students** - While some residents feel that students threaten to displace existing inhabitants, the student population in and around Frenchtown also provides economic benefits to the neighborhood via spending. The spending habits of students can help support neighborhood based businesses and retail, as well as reinvestment in Frenchtown.





**Better integrate Oakland Cemetery into the neighborhood** - Improvements to Oakland Cemetery can help better integrate the space into the neighborhood and serve as an amenity to the neighborhood. Currently, the cemetery's chain link fence along Brevard Street is an eye-sore. Enhancements to the cemetery, such as replacing the chain link fence with more attractive fencing or better utilization of the edge spaces via tree plantings and guest accommodations, can create an attractive feature for the neighborhood.

**Showcase community history** - The history of Frenchtown is a point of pride for residents. Exploring opportunities to share the neighborhood's history and put it on display can help attract people to the neighborhood and help all Tallahassee residents and visitors better understand the people and events that have shaped the neighborhood.

**Establish a clear identity** - The identity of Frenchtown is a contested topic. Some folks think it has been lost, and others think that the identity of Frenchtown is beginning to blossom. Building off of community history and neighborhood events, residents can work together to help forge a clear identity for Frenchtown. Forging a clear identity can help residents in advocacy efforts and assist them in developing and fulfilling their vision for the future of Frenchtown.

**Zoning code updates and a pattern book** - Recent projects in the neighborhood have sparked a debate among residents about the land development regulations in Frenchtown. This interest can be leveraged to the effect of updating the zoning code and developing a pattern book that best reflects the type of development that residents feel are compatible with the neighborhood. There is an opportunity to balance the need of adding additional residents to the neighborhood without compromising its character.

**Expand use of Lincoln Center (educational and social functions)** - Having this community amenity located in the Frenchtown neighborhood allows opportunities to explore diversifying the activities within the center.

## THREATS

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**Proximity/location** - While Frenchtown's central location and close proximity to downtown, Florida State University (FSU), and midtown is a strength, it also poses a threat to the residents. The desirability of Frenchtown's location makes it at-risk for gentrification and the displacement of existing residents if property values and rents increase beyond what is affordable for them.

**Low rates of homeowner occupied housing** - Low rates of homeowner occupied housing pose a threat of displacement to existing residents. Since so few residents own their residences, changes in ownership or the real estate market could lead to tenants losing their homes.

**Older leadership cohort in Frenchtown** - The leadership cohort active in Frenchtown is getting older and if a new generation of leaders doesn't follow their lead, there could be an absence of leadership in the neighborhood. While there are a few younger residents active in the affairs of the neighborhood, a new generation of leadership needs to develop so that it can carry the current generation's efforts forward.

**Current land development regulations** (*i.e., Zoning and Future Land Use Map categories*) - Frenchtown is either zoned for higher intensity mixed use or low density single-family residential development. Threats from the current land development regulations are twofold. First, the areas in Frenchtown that have high intensity zoning and FLUM categories are allowed to develop in a scale (*i.e., building massing and size*) that is largely incompatible with the surrounding neighborhood. The issue is not the high density and intensity, but rather that the land development regulations do not regulate the massing and block structure of developments in a way that reflects the neighborhood character and vision. As a result, new development can be out of scale with the neighborhood. Second, the areas that are zoned exclusively residential have density and lot size standards that make infill housing and redevelopment within the residential areas unattractive to investors or financially difficult to achieve, thus little redevelopment occurs in these areas.

**Students** - While students provide an opportunity for the neighborhood, some residents also view them as a threat. Some students can afford higher rents than existing residents, so there are concerns about residents getting priced out. Additionally, students can get rowdy and become a nuisance to neighbors, so there is concern from residents that an increase in students could negatively affect the character of the neighborhood.

**Divided mindset of current residents** - There is a lack of unity in vision for what residents want Frenchtown to be. As a result, there are conflicting visions for Frenchtown among residents, and residents have different priorities in mind for what actions should be taken in their community. The lack of a coherent vision could result in a piecemeal approach that does little to move Frenchtown forward and could result in forces outside the neighborhood acting quicker than the residents can respond to. This can result in gentrification and displacement of existing residents.

**Safety/quality of life perception** - A common perception of Frenchtown is that it lacks safety and that the quality of life is low. While it is apparent to residents that Frenchtown is as safe as any other neighborhood in town and that the quality of life is high, the negative perception hangs like a cloud over the neighborhood and is a threat to reinvestment in the neighborhood.

**Loss of historical preservation due to development** - Development pressure has been seen recently due to the community's location to both downtown and Florida State University. If this trend continues, residents want to make sure that historical structures and history are preserved.

APPENDIX I

# Frenchtown Placemaking Priorities Survey

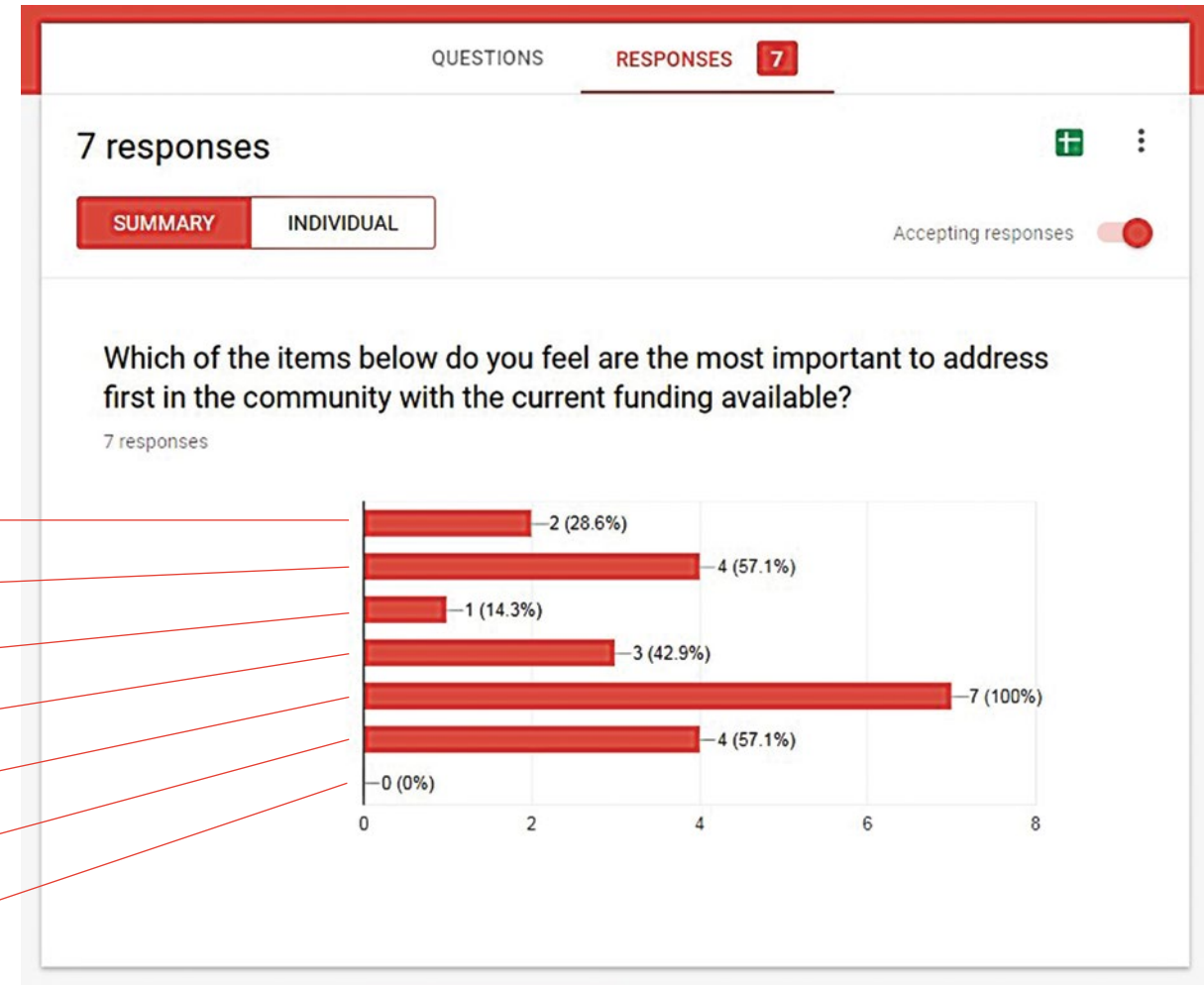
## Frenchtown Placemaking Priorities

Please choose your top 3 priorities.

Which of the items below do you feel are the most important to address first in the community with the current funding available?

- Enhancements to Brevard Streets Streetscape (sidewalks, lighting, street trees, traffic calming, on street parking, crosswalks, etc.)
- Enhancements to the Macomb Streets Streetscape (sidewalks, lighting, street trees, traffic calming, on street parking, crosswalks, etc.)
- Improvements to the intersection at Brevard and Macomb identifying this as the "Heart of Frenchtown"
- D-Streets (Dunn, Dent, and Dover) enhancements, such as lighting and streetscapes
- Create an affordable housing initiative in order to both rehab existing housing and construct new housing.
- Identify properties that the City of Tallahassee/ CRA could purchase for new commercial and housing uses.
- Enhancements to Carter Strong Howell Pond to provide activities and amenities.
- Other: \_\_\_\_\_

Q1  
Q2  
Q3  
Q4  
Q5  
Q6  
Q7



N BR

524



YOU ARE HERE

W GEORGIA ST

436



412

W BREVARD ST



WEL

FREN





N COPELAND ST

W GEORGIA ST

W BREVARD ST

N MACOMBE ST

OLD BAINBRIDGE RD

DUNN ST

648

513

WELCOME TO

WELCOME



# FRENCHTOWN

— PLACEMAKING —

**PLANNING**    
DEPARTMENT  
a division of PLACE