



Dear Lafayette Street Merchant,

September, 2009

Wouldn't it be nice if your business were a place people wanted to walk, bicycle, or bus to? The Woodland Drives Neighborhood Association (WDNA), your neighbors to the south, want to turn Lafayette Street into a vibrant destination—similar to the success of the Midtown area of Thomasville Road. A place where small, diverse businesses thrive and are alive with people and commerce.

As a neighborhood we have recently initiated several steps to improve the safety, beautification, and connectivity of Lafayette Street to the surrounding neighborhoods including: forming a committee dedicated to this issue; meeting with city, county, and state officials; dialoguing with other neighborhood associations and adopting the street by cleaning the right-of-way on a monthly basis.

Over the years, there have been many plans to improve Lafayette Street. However, for various reasons those plans were never fully implemented. Fortunately, much of the groundwork has been done. The most recent study commissioned by the Tallahassee/Leon County Planning Department identified many areas for improvement, a majority of which are low-cost projects.

Most recently, Lafayette Street has recently been chosen to be part of the City/County's Multi-modal District which simply means that local government infrastructure improvements are focused on creating a comfortable, safe, attractive environment for walkers, bicyclists and transit users. This designation, along with previous those plans could truly change and enhance the overall character of Lafayette Street. As stakeholders, we can use these plans and designation to our advantage. We are soliciting your help in this endeavor to make this happen.

We are organizing a grassroots campaign comprised of businesses, neighborhood associations, and other interested parties to improve Lafayette Street. It is our intention to meet again soon with city and county officials in the near future to discuss the desired improvements including pedestrian safety, aesthetics, and the connectivity between the Cascades Park Project near Franklin Boulevard to Video 21. These efforts may include improvements to the railroad trestle, intersection safety, landscaping, improved bus stop amenities, and other ideas to make Lafayette Street more accessible.

We feel that by working together, area businesses, along with surrounding neighborhoods, can truly help shape the area into a vibrant commercial destination. Please join us in this effort by emailing me to express your interest. If we have enough support, we will hold an organizational meeting soon so please complete the information below and email to maryCfrederick@aol.com.

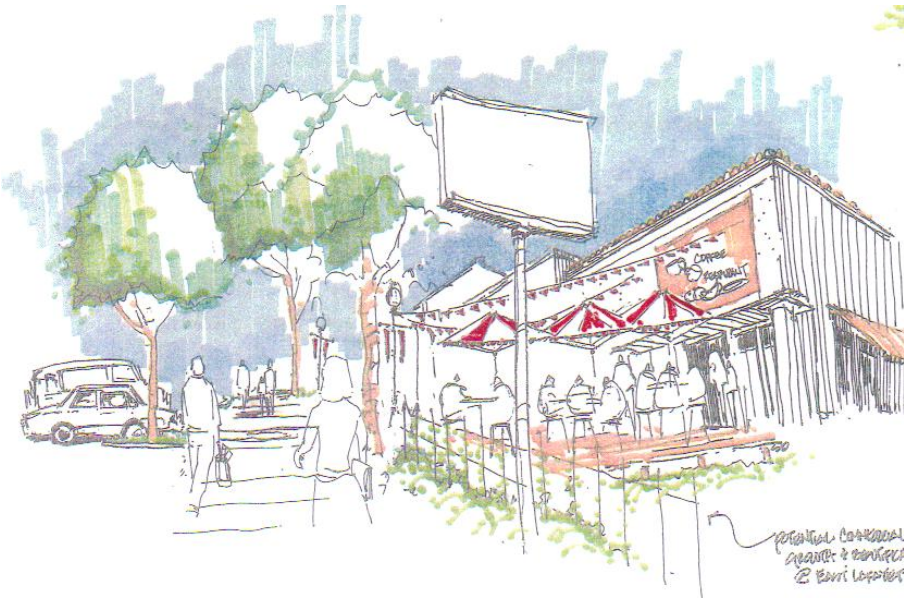
Thank you.

Mary Frederick, President, Woodland Drive Neighborhood Association 878-1698 marycfrederick@aol.com

Please complete the information below and email to maryCfrederick@aol.com

- Name
- Your title
- Business
- Address
- Email
- Telephone # (and cell # if you wish)

Note: your email will not be shared with anyone and will only be used for dissemination of information pertaining to Lafayette streetscape improvements.



Merchants Employers Neighborhood UNITE

MENU for
SUCCESS!



Woodland Drives is a special historic neighborhood in the heart of downtown Tallahassee, and in the newly-formed Multi-Modal District. We continually strive for ways to enhance and improve this wonderful community.



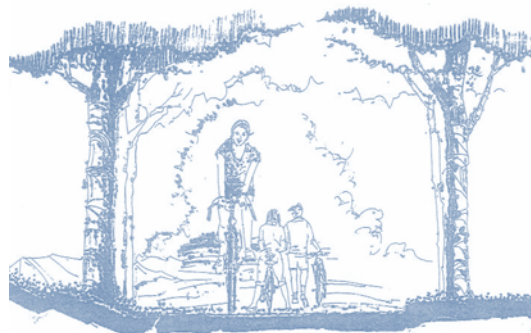
WHAT do we want; what do we want to do?

1. Strengthen local businesses & eliminate urban blight:
 - *Improve access to Lafayette Street merchants, offices, etc.*
 - *Façade, landscaping, etc., improvements along Lafayette St.*
 - *Encourage new local businesses and co-op, fresh markets*
2. Embrace multi-modal mobility. Improve safety, convenience and connectivity for bike-ped-transit:
 - *To adjacent and nearby merchants & employers*
 - *Around our neighborhood, and adjoining neighborhoods*
 - *To parks & recreation, historic sites, arts, culture, etc.*
3. Quality of life, for all, and for all ages



WHO is MENU? Woodland Drives is continually seeking collaborating partners, e.g.:

- Parkway Shopping Center merchants
- Nearby Employers
 - *Florida Department of Transportation (DOT), State Safety Office, etc*



- City and County officials and staff (all departments), incl.:
- City Public Works
- Indianhead Lehigh & Myers Park Neighborhoods
- More coming soon ...

