



Golden Gate Parkway Corridor
UPDATE TO LAND DEVELOPMENT CODE
(LDC)
STANDARDS

PUBLIC MEETING
NOVEMBER 8, 2018

BACKGROUND



Collier County Restudy efforts established the Vision for Golden Gate City in the Growth Management Plan:

Golden Gate City is a safe, diverse, family-oriented community that offers easy access to education, parks, shopping and services within a vibrant, walkable community.

***safe *diverse *vibrant *walkable**



Google Earth Street View (Fifth Avenue, Naples)



Downtown Palm Beach, Florida – Architectural Sample
www.gliddenspina.com



Proposed Santa Barbara/Golden Gate Parkway

BACKGROUND

Policy 2.1.3 Within two years, Collier County shall create development standards to guide the transformation of Golden Gate Parkway and the Activity Center into destinations that are convenient, pleasant and safe for pedestrians and cyclists, and maintain strong connections to transit service.

Policy 2.2.3 Within two years of adoption, Collier County shall initiate involvement of Golden Gate City residents and business owners to consider amendments to the Land Development Code to support and implement residential and commercial redevelopment and renewal initiatives.



Google Earth Street View (Fifth Avenue, Naples)



Downtown Palm Beach, Florida – Architectural Sample
www.giiddenspina.com



Proposed Activity Center

GOAL FOR UPDATES TO THE LDC STANDARDS

Match the overlay district standards to the Golden Gate City Vision outlined in the Growth Management Plan

*safe *diverse *vibrant *walkable

How?

- **Align Overlay standards with corridor conditions**
Building setbacks & form, pedestrian-friendly uses, parking & mobility solutions, streetscape conditions
- **Make the standards user-friendly and viable for potential development**



Google Earth Street View (Fifth Avenue, Naples)



Downtown Palm Beach, Florida – Architectural Sample
www.aliddenspina.com



Proposed Santa Barbara/Golden Gate Parkway

PROJECT SCHEDULE

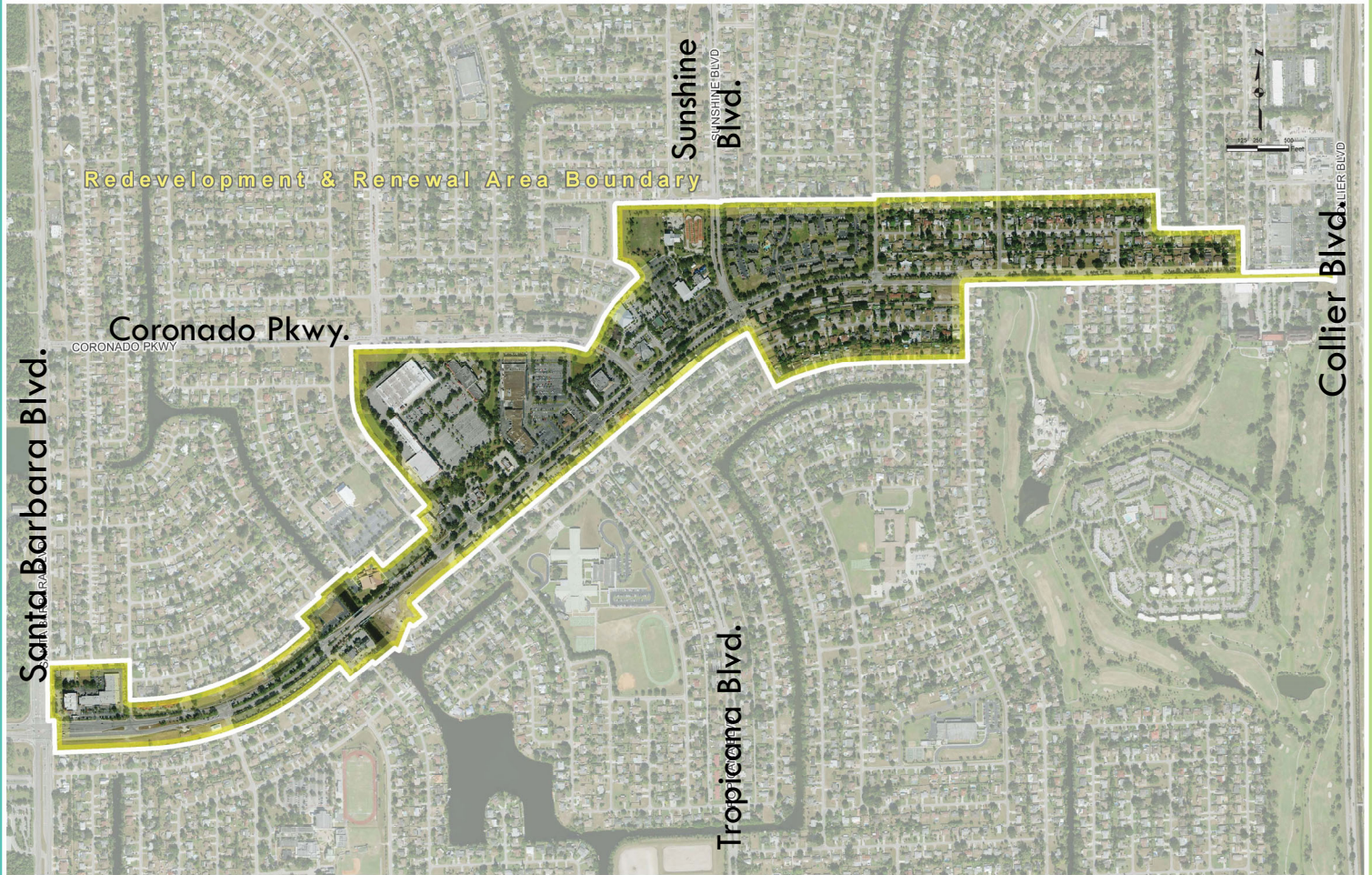
| | |
|-------------------------|---|
| Aug.-Oct. 2018 | Project Kick Off, data collection & analysis |
| Nov. 8, 2018 | First Public Meeting |
| Nov. – Dec. 2018 | Working...Draft Code Amendments |
| Jan. – Feb. 2019 | Second Public Meeting |
| Feb. – March 2019 | Final Code Amendments |
| April – June 2019 | Advisory Board Hearings – Development Services Advisory Committee & Planning Commission |
| Fall 2019 | Board of County Commissioners (BCC) Hearings |

MEETING FORMAT

1. Summarize Existing Conditions
2. Summarize Main Issues / Findings
3. Collect input on issues
4. Wrap-up



EXISTING CONDITIONS



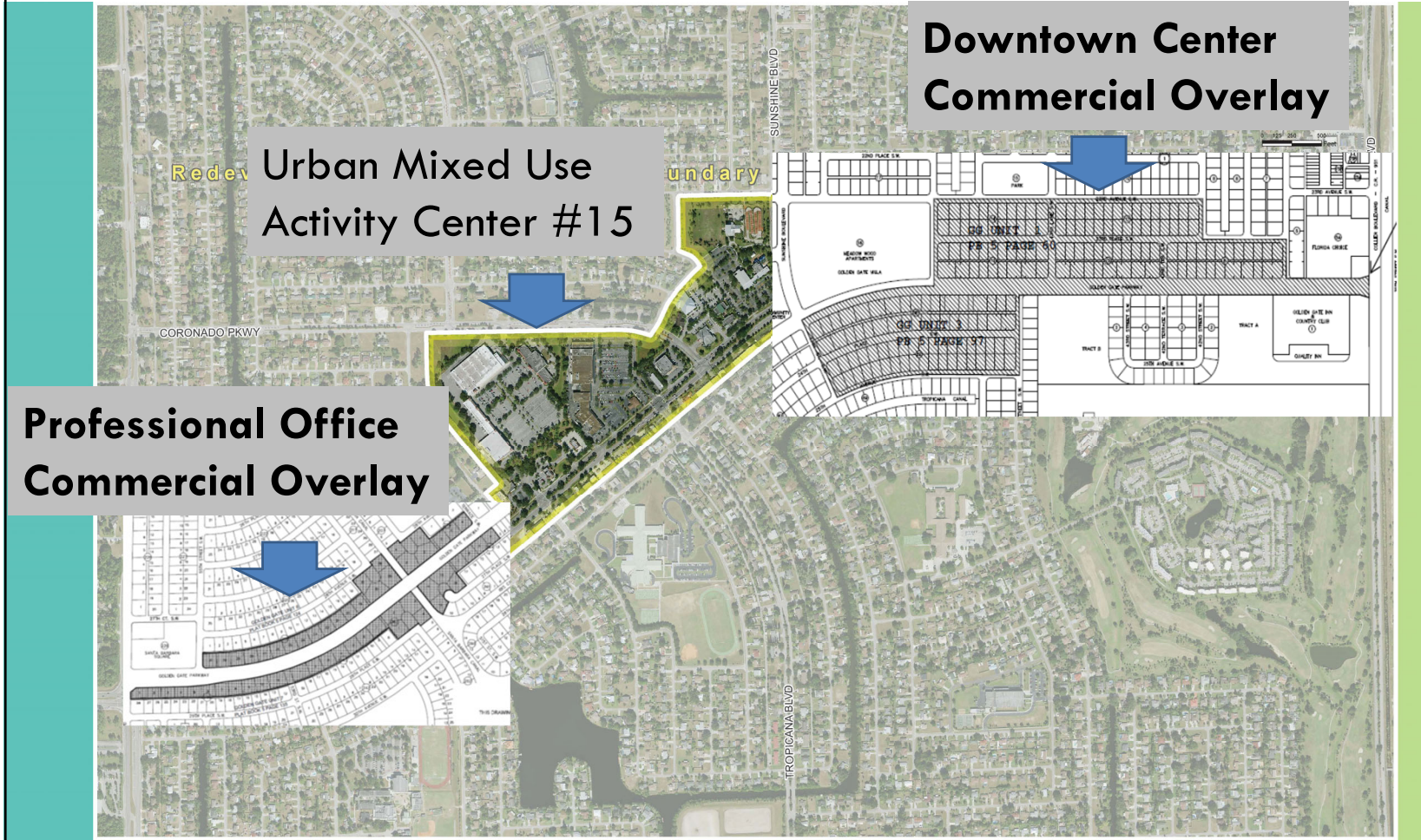
PROJECT #:
20140700-147
DATE:
JANUARY 2018



REDEVELOPMENT & RENEWAL AREA

GOLDEN GATE ACTIVITY CENTER
COLLIER COUNTY, FL

EXISTING CONDITIONS



**Professional Office
Commercial Overlay**

**Urban Mixed Use
Activity Center #15**

**Downtown Center
Commercial Overlay**

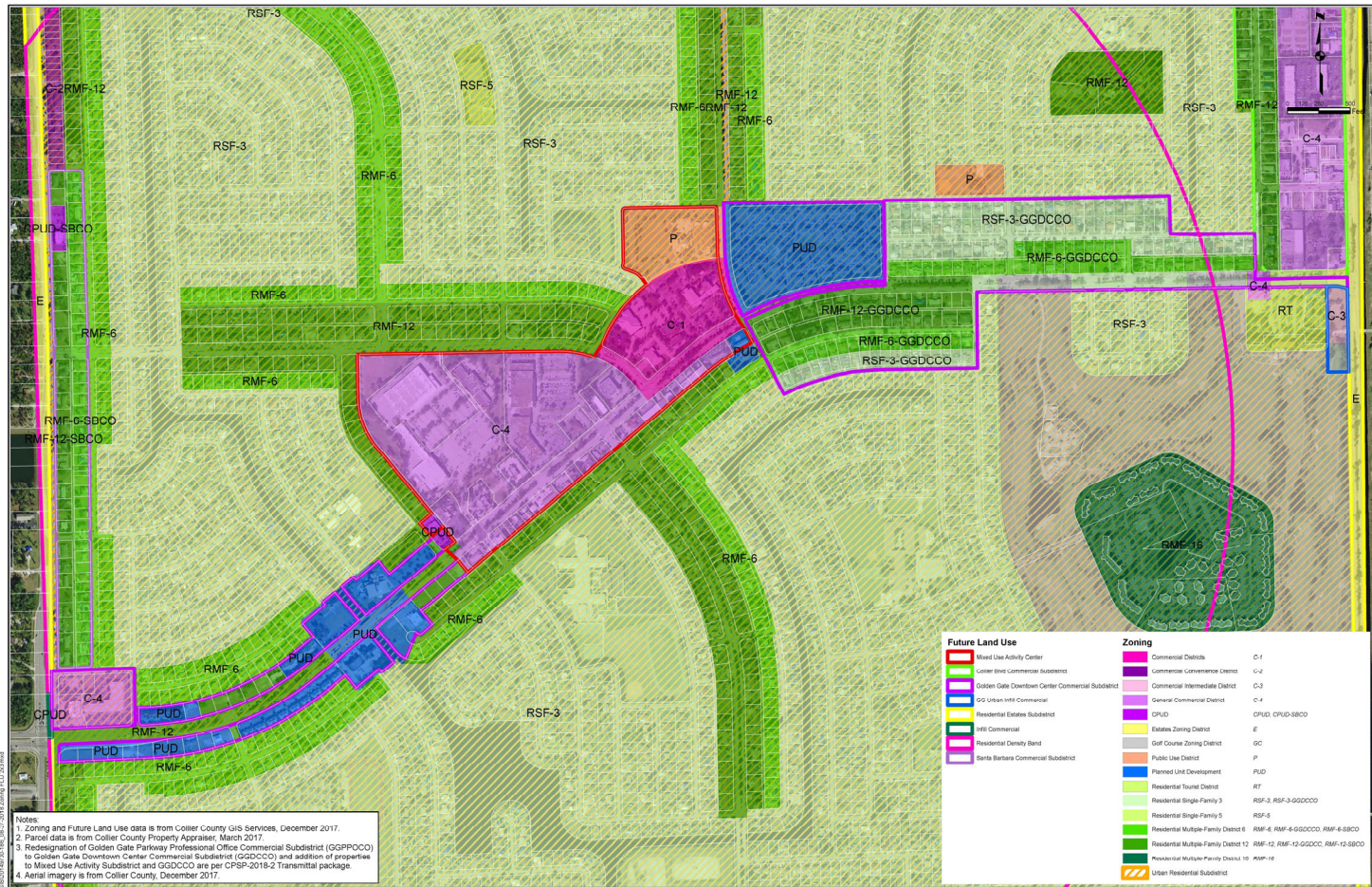
PROJECT #:
131489700-147
DATE:
JANUARY 2018



REDEVELOPMENT & RENEWAL AREA

GOLDEN GATE ACTIVITY CENTER
COLLIER COUNTY, FL

EXISTING CONDITIONS



Notes:
 1. Zoning and Future Land Use data is from Collier County GIS Services, December 2017.
 2. Parcel data is from Collier County Property Appraiser, March 2017.
 3. Redesignation of Golden Gate Parkway Professional Office Commercial Subdistrict (GGPPCCO) to Golden Gate Downtown Center Commercial Subdistrict (GGDCCC) and addition of properties to Mixed Use Activity Subdistrict and GGDCO are per CFSF-2018-2 Transmittal package.
 4. Aerial imagery is from Collier County, December 2017.

| REVISIONS | |
|-----------|--|
| | |
| | |
| | |



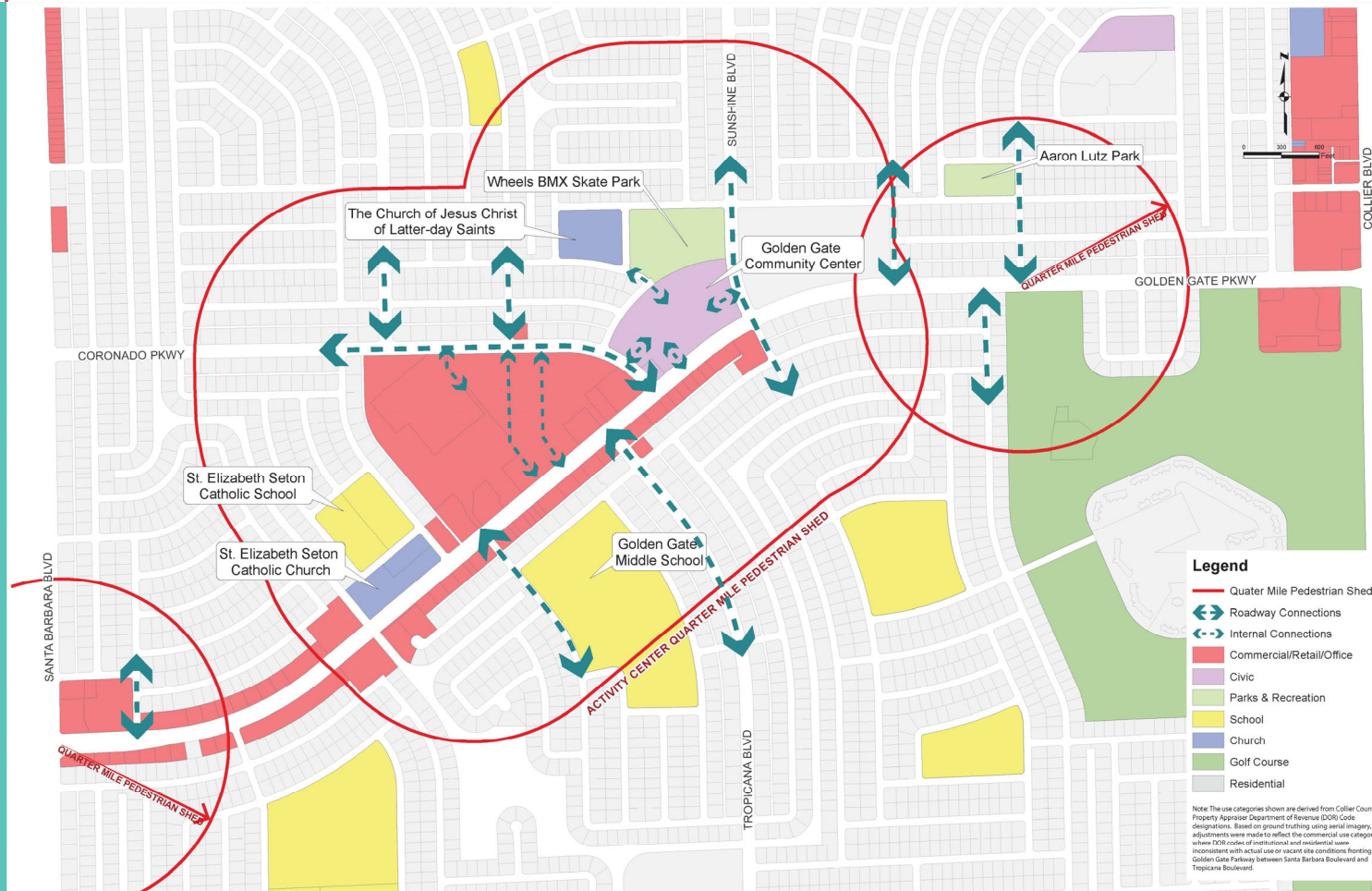
Golden Gate LDC



JOHNSON ENGINEERING, INC.
 2122 JOHNSON STREET
 P.O. BOX 1350
 FORT MYERS, FLORIDA 33902-1350
 PHONE: (239) 334-0046
 FAX: (239) 334-3661
 e.o. #642 & c.o. #642

| Zoning & Future Land Use | | | | |
|--------------------------|-------------|----------|----------|-------|
| DATE | PROJECT | FILE NO. | SCALE | SHEET |
| 8/20/2018 | 2018-10-188 | | As Shown | |

EXISTING CONDITIONS

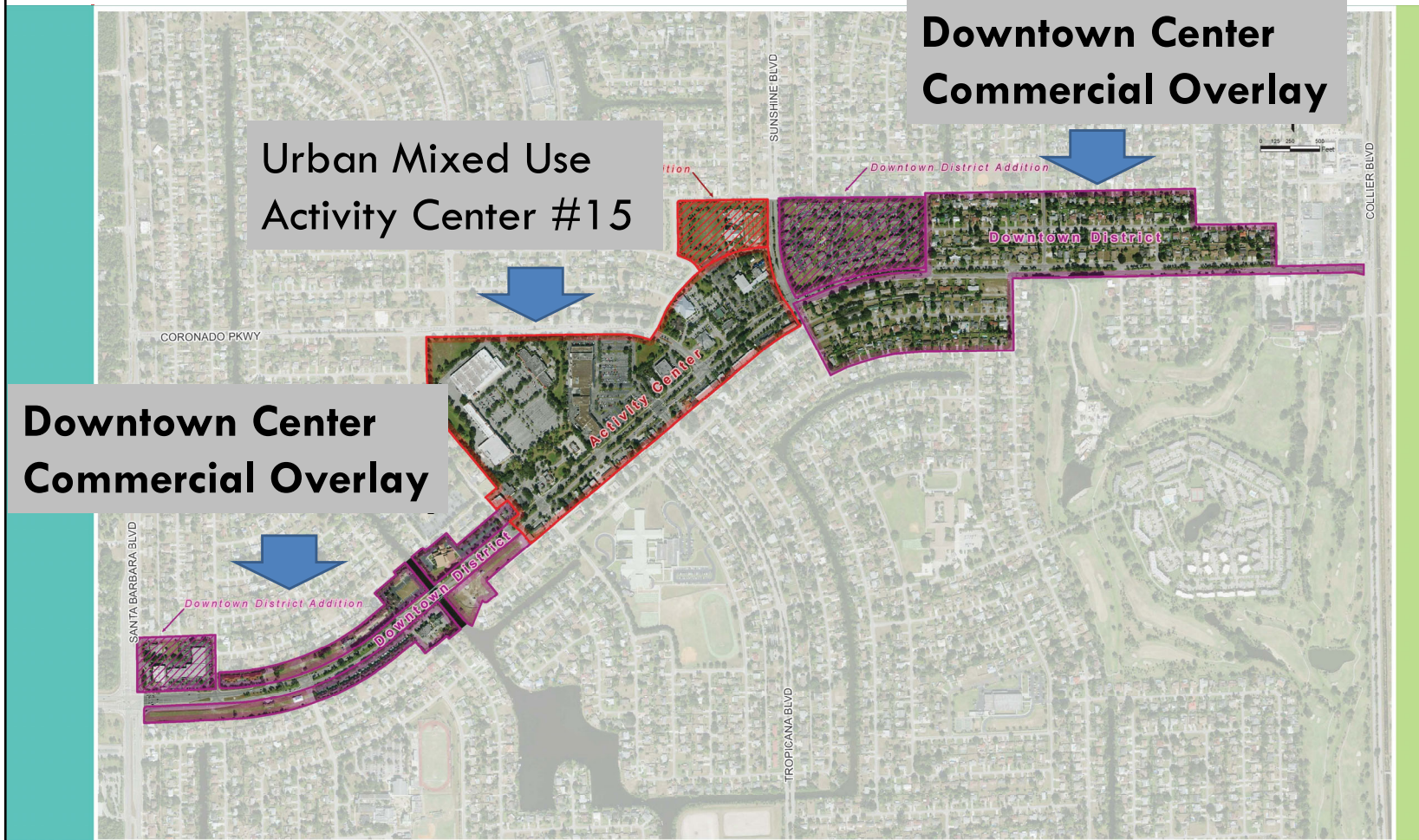


PROJECT #:
201485700-147
DATE:
JANUARY 2018



GOLDEN GATE ACTIVITY CENTER
COLLIER COUNTY, FL

PROPOSED CONDITIONS



PROJECT #:
2017-0203-147
DATE:
JANUARY 2018



ACTIVITY CENTER & DOWNTOWN DISTRICTS

GOLDEN GATE ACTIVITY CENTER
COLLIER COUNTY, FL

MAIN ISSUES

1. **Match overlay standards to the Golden Gate City Vision**
2. **Increase residential variety & address compatibility**
3. **Control auto-oriented uses & promote the pedestrian realm**
4. **Focus development standards on urban form**
5. **Spur economic development & business creation**
6. **Incentivize remodeling & renovation**

ISSUE 1: MATCH OVERLAY STANDARDS TO THE GOLDEN GATE CITY VISION

*safe *diverse *vibrant *walkable

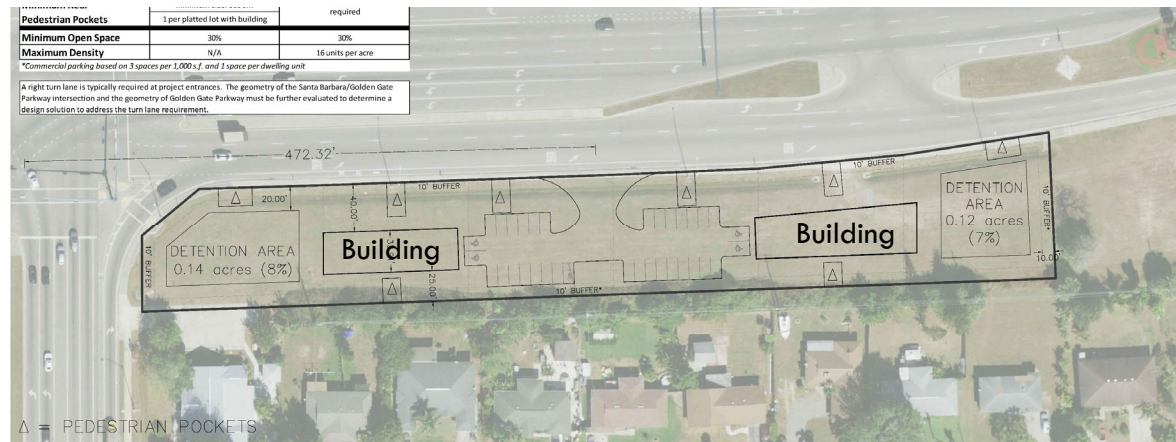
1. The existing Professional Office Commercial Overlay does not foster desired mix of uses and vibrant urbanism.
 - Uses limited to some office & commercial uses.
 - Narrow lot depths & large setback requirements make development difficult or impossible.
 - Minimum project size: 2 acres
2. The existing Downtown Center Commercial Overlay has standards for mix of use and pedestrian improvements but it has not generated the desired results.
 - Strict limits on use of 1st, 2nd, and 3rd floors
 - Min./Max. building footprint: 3,000 s.f. / 12,000 s.f.
3. The Activity Center is designated for a mix of uses and higher densities but it has not yielded those outcomes.



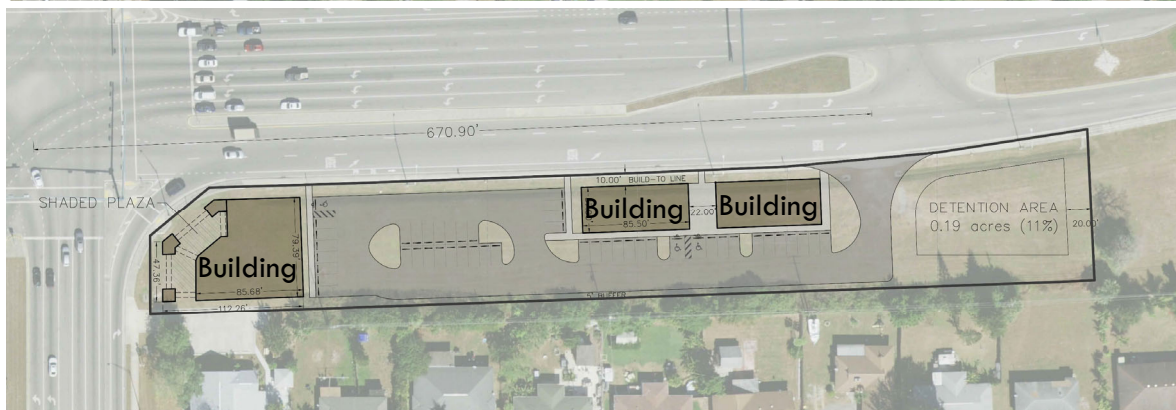
ISSUE 1: MATCH OVERLAY STANDARDS TO THE GOLDEN GATE CITY VISION

*safe *diverse *vibrant *walkable

Option 1
Current Standards:
Auto-oriented



Option 2
Adjusted Standards:
Gateway and more walkable









RECOMMENDATIONS TO MATCH THE VISION

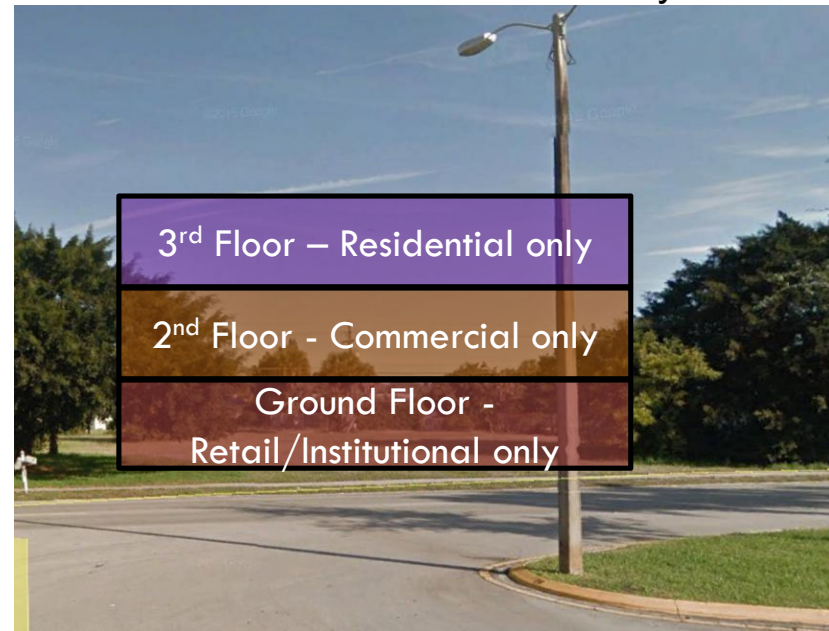
1. Extend the Downtown Center Commercial Overlay to replace the Professional Office Commercial Overlay
2. Update Downtown Center Commercial Overlay to foster desired mix of uses along the corridor that comply with urban form standards
 - Commercial, office and artisanal uses
 - Allow residential uses along with non-residential uses
3. Create an Activity Center #15 Overlay district
 - Pedestrian friendly design
 - Employment uses
 - Live/work/play environment



ISSUE 2: INCREASE RESIDENTIAL VARIETY & ADDRESS COMPATIBILITY

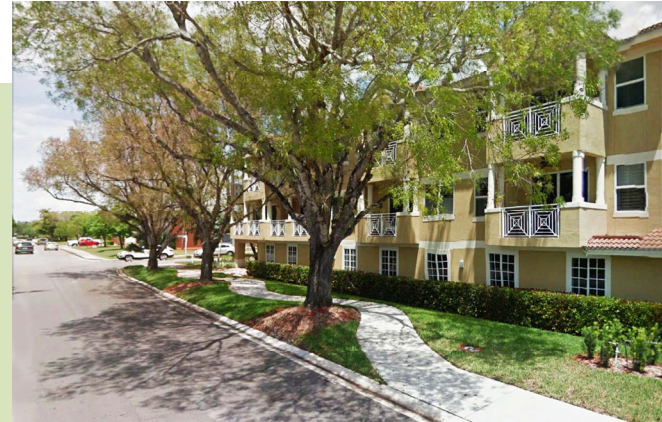
1. Downtown Center Commercial Overlay & Professional Office Commercial Overlay **prohibit** new residential-only development
2. Compatibility standards between differing uses are limited
 - 19'-wide landscape buffer is required along perimeters of district

Current requirements in the Downtown Center Commercial Overlay



RECOMMENDATIONS FOR RESIDENTIAL VARIETY & COMPATIBILITY

1. Allow townhomes
2. Allow mixed use buildings with residential 2nd floors
3. No change to maximum densities
 - maintain the existing standards that range from 6 du/ac to 12 du/ac along the corridor, and up to 22 du/ac in the Activity Center.
4. For commercial or light industrial/employment uses in proximity to residential units, standards may address:
 - hours of operation
 - lighting
 - noise
 - building height
 - location of service areas



ISSUE 3: CONTROL AUTO-ORIENTED USES & PROMOTE THE PEDESTRIAN REALM

1. Drive-throughs and other auto-related services are detrimental to pedestrians along the corridor.
 - Downtown Center Commercial Overlay currently prohibits drive-up, drive-in or drive-throughs, gas stations, warehouse/storage, car wash, auto dealerships.
 - The Activity Center (C-4 zoning) allows these uses.
2. Countywide separation standards for gas stations is 500'
 - Activity Center corridor extends 3,000 feet = 6 locations
3. More driveways along the Parkway impede pedestrians/bicyclists



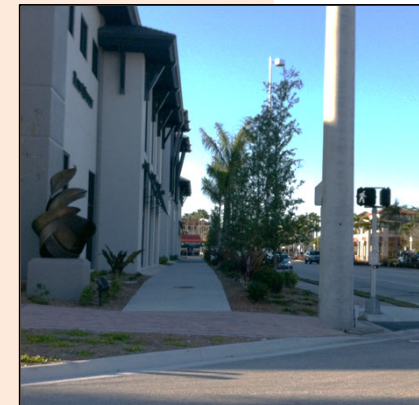
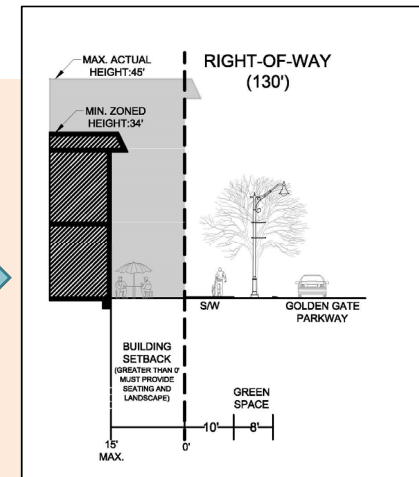
RECOMMENDATIONS TO CONTROL AUTO-ORIENTED USES & PROMOTE THE PEDESTRIAN REALM

1. Per GMP, continue prohibiting in the Downtown Center Commercial Overlay:
car washes, storage facilities, auto dealerships, drive up, drive-in, or drive-throughs *except for bank and pharmacy drive-throughs*
2. Apply new separation standards along the Parkway to new gas stations, auto supply, car washes, storage facilities, auto dealerships, drive-ups, drive-ins, or drive-throughs
For example, separation standard of 1,320 feet (1/4-mile)
2 mile corridor = 8 locations for auto supply
3,000' Activity Center corridor = 2 locations for other use
3. Maintain and continue access standards for use of alleys and side streets for the Downtown Center Commercial Overlay

ISSUE 4: FOCUS DEVELOPMENT STANDARDS ON URBAN FORM

The following standards currently apply:

1. Downtown Center Commercial Overlay
 - Building setback: 0 – 15' from Parkway
 - Min. / Maximum height: 34 feet / 45 feet
 - Right-of-way improvements required for properties with frontage along Golden Gate Parkway.
2. Professional Office Commercial Overlay
 - Building setback: at least 40' from Parkway
 - Maximum height: 25 feet plus 10 feet for under building parking
3. C-4 Zoning in Activity Center
 - Building setback: at least 25' from Parkway
 - Maximum height: 75 feet



RECOMMENDATIONS TO FOCUS DEVELOPMENT STANDARDS ON URBAN FORM

Reconcile different standards and focus on:

- Building orientation toward the Parkway or street
- Streetscapes with comfortable size and features for the pedestrian
- Building massing consistent with comfortable corridor width-to-building height ratios
- Include street and pedestrian level lighting

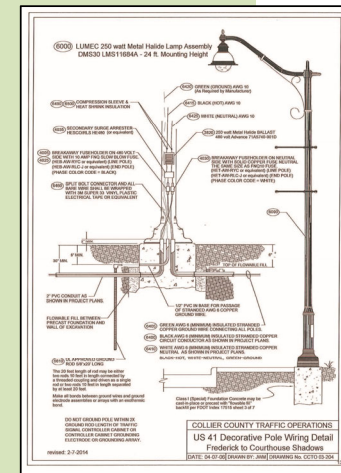
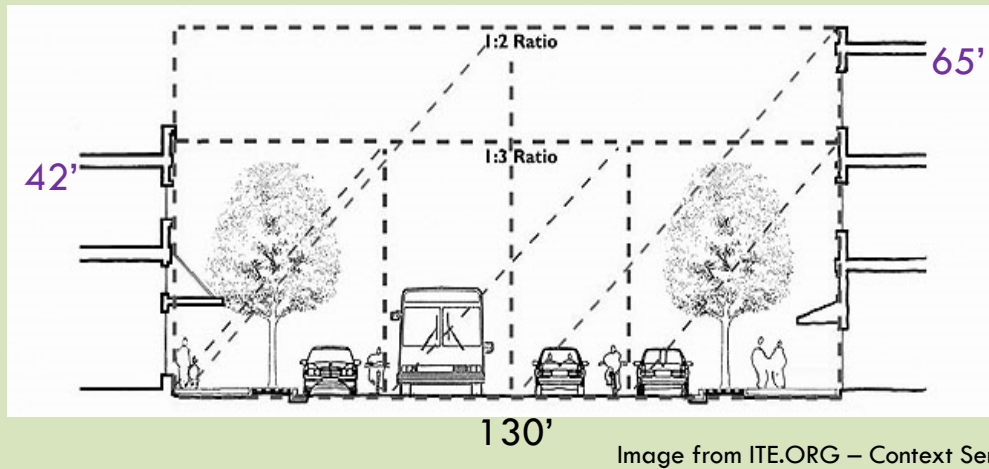


Image from ITE.ORG – Context Sensitive Solutions:
A Framework for Walkable Urban Thoroughfare Design

RECOMMENDATIONS TO IMPROVE DEVELOPMENT STANDARDS

User-Friendly Code with diagrams

Development characteristics with example images and the intensity/density standards

Typical lot layouts for potential development types

Building placement standards

- Including corner treatments

Building design standards

- In addition to architectural standards, i.e., second floor step back, sign bands

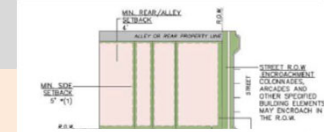
Streetscape standards

Open space standards

Parking standards

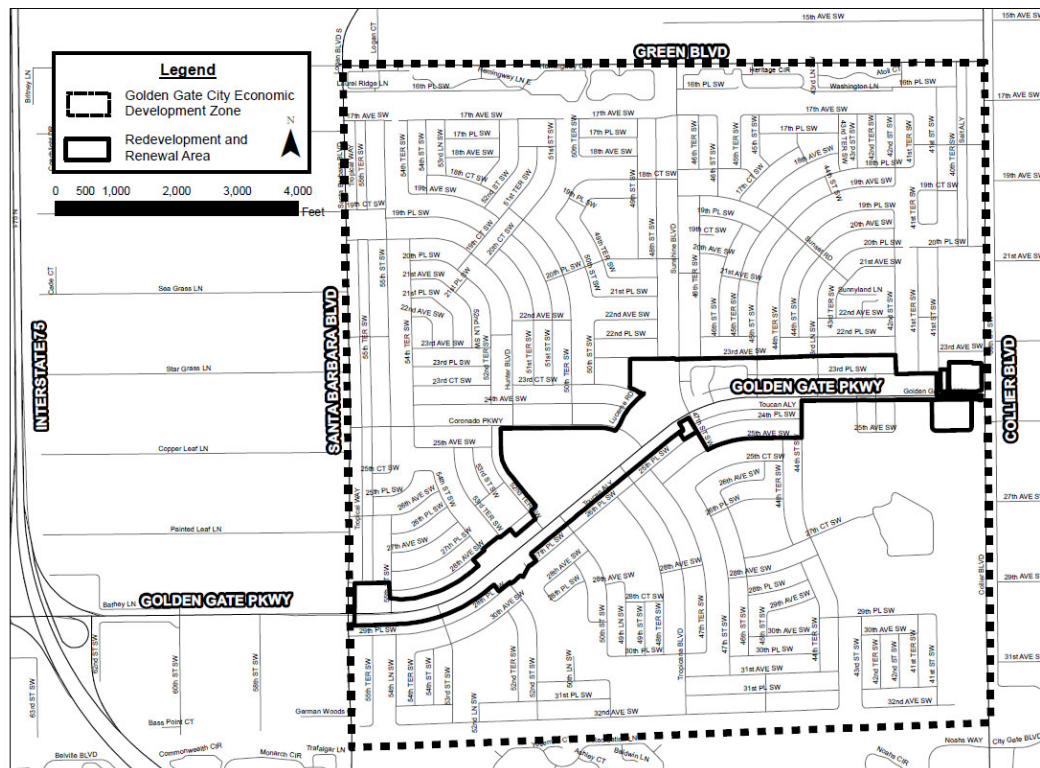
Landscape standards

Compatibility standards



ISSUE 5: SPUR ECONOMIC DEVELOPMENT & BUSINESS CREATION

GOLDEN GATE CITY ECONOMIC DEVELOPMENT ZONE ORDINANCE MAP



Golden Gate is a County Economic Development Zone

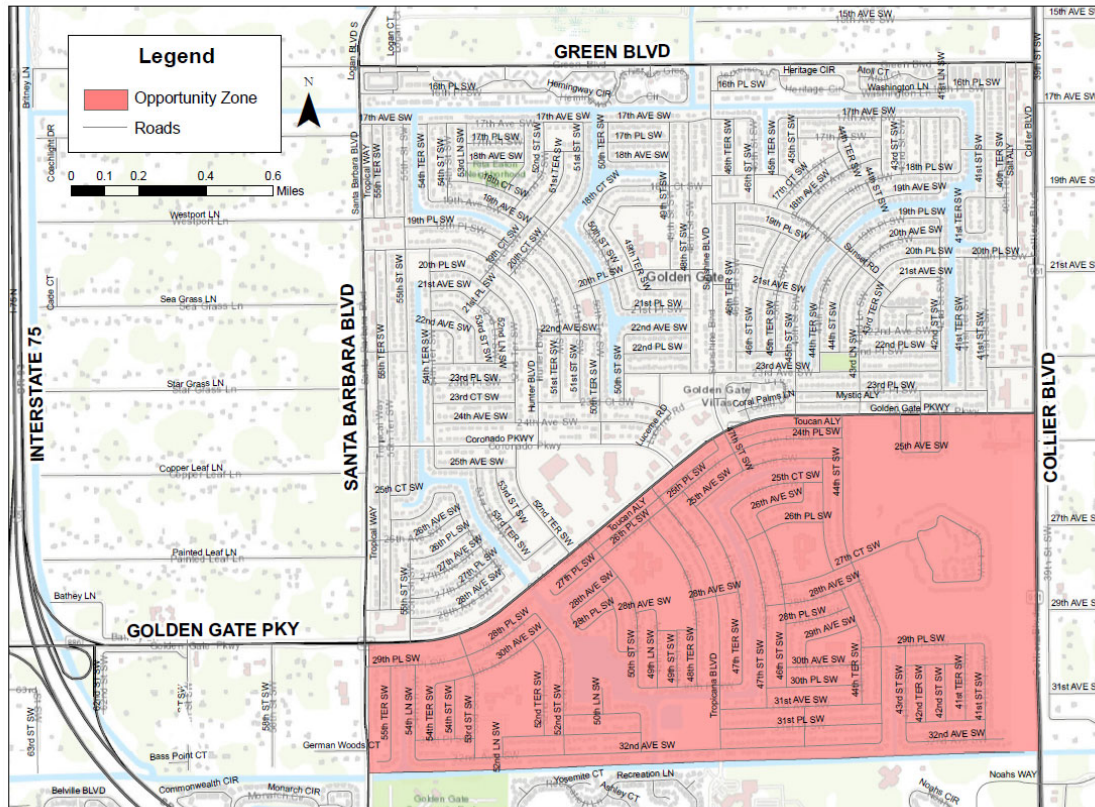
Purpose: to attract & retain business through financial incentives

Trust fund will alleviate infrastructure needs of targeted businesses and discount municipal development fees.

ISSUE 5: SPUR ECONOMIC DEVELOPMENT & BUSINESS CREATION



GOLDEN GATE CITY OPPORTUNITY ZONE



Part of Golden Gate is a U.S. Opportunity Zone through 2028

Purpose: encourage long-term investment & job creation by reducing taxes for businesses that create jobs

Investor incentive with capital gains tax benefits and exemptions

RECOMMENDATIONS FOR ECONOMIC DEVELOPMENT & BUSINESS CREATION

1. Update permitted uses in the Activity Center to match the targeted industries of the Innovation Zone program.
2. Align development standards to be suitable for target industries.
3. Consider allowing artisanal uses for the Residential zoned properties, for home based businesses such as jewelry, art & crafts.

| Activity Center Innovation Uses |
|---|
| Advanced manufacturing, including automated apparel, light assembly and 3D printing |
| Call centers |
| Software development and programming |
| Internet technologies and electronic commerce |
| Data and information processing |
| Professional services such as laboratory research or testing activities |
| Other uses deemed similar by the Board of County Commissioners |



The Clay Place at 1555 Shadowlawn Drive

ISSUE 6: INCENTIVIZE REMODELING & RENOVATION

1. Barriers to remodeling and renovation include:
 - Cost for the improvements
 - Permitting costs, time and hurdles
2. Remodeling or renovation must meet current Codes and zoning standards.
 - Upgrades to meet current Code standards demand significant investment, making incremental improvements too expensive and infeasible
3. Relief from standards is only through public hearing process
 - Site Plan with Deviations
 - Variance

RECOMMENDATIONS FOR INCENTIVIZING REMODELING & RENOVATION

1. Create category of improvements that are exempt from complying with all Overlay zoning standards, such as:
 - Façade improvements, landscaping or open space improvements, parking improvements
2. Allow flexibility from Overlay zoning standards that can be approved by staff, such as:
 - 10% of dimensional standards (setbacks, buffers) or # parking spaces required
 - Adjustments where site conditions do not allow strict adherence to landscaping, sidewalk or building setback standards.

PROJECT SCHEDULE

| | |
|-------------------------|---|
| Aug.-Oct. 2018 | Project Kick Off, data collection & analysis |
| Nov. 8, 2018 | First Public Meeting |
| Nov. – Dec. 2018 | Working...Draft Code Amendments |
| Jan. – Feb. 2019 | Second Public Meeting |
| Feb. – March 2019 | Final Code Amendments |
| April – June 2019 | Advisory Board Hearings – Development Services Advisory Committee & Planning Commission |
| Fall 2019 | Board of County Commissioners (BCC) Hearings |