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PROJECT SCHEDULE	
Aug.-Oct. 2018	Project Kick Off, data collection & analysis
Nov. 8, 2018	First Public Meeting
Nov. – March 2019	Working...Draft Code Amendments
April 2019	Second Public Meeting
April – July 2019	Final Code Amendments
August – Nov. 2019	Advisory Board Hearings – Development Services Advisory Committee & Planning Commission
Winter 2019	Board of County Commissioners (BCC) Hearings

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TODAY'S MEETING FORMAT

1. Project Background
2. Summarize 1st Public Meeting (Nov. 8, 2018)
3. Highlight the standards in the new Draft Zoning Overlay Code
4. Wrap Up and Preferences



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PROJECT AREA



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BACKGROUND — GOLDEN GATE AREA MASTER PLAN



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

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



Google Earth Street View (Fifth Avenue, Naples)



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



Proposed Santa Barbara/Golden Gate Parkway

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BACKGROUND — GOLDEN GATE AREA MASTER PLAN

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)



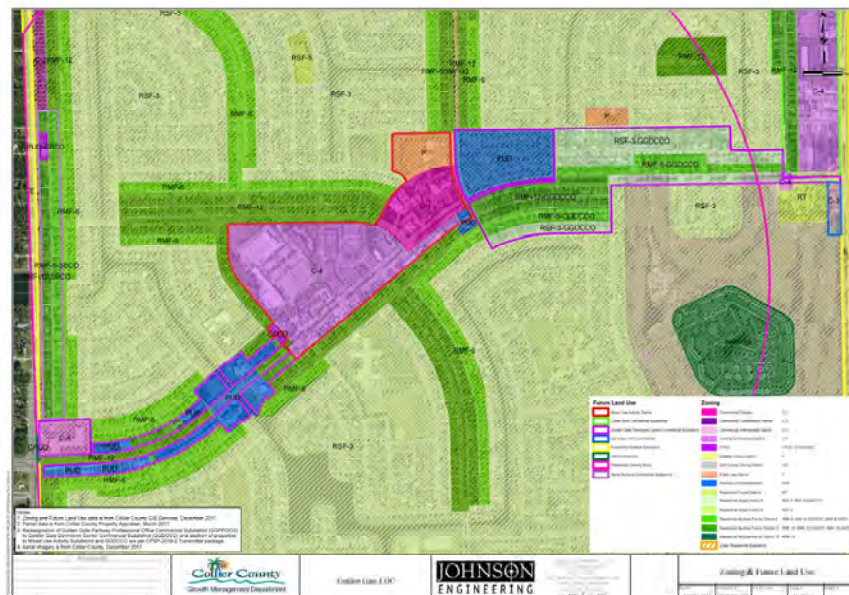
Downtown Palm Beach, Florida – Architectural Sample
www.gildedtempo.com



Proposed Activity Center

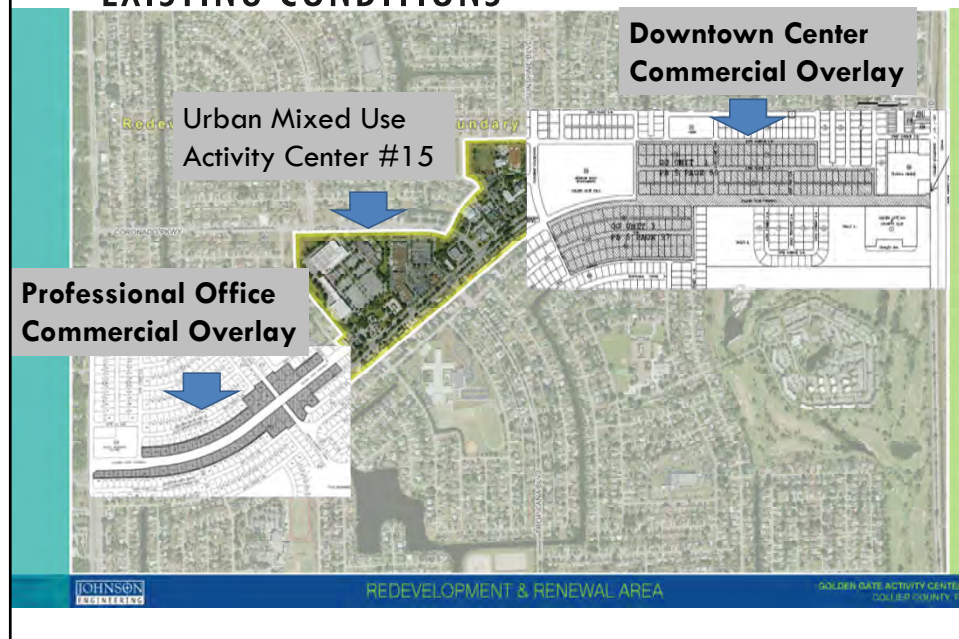
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EXISTING CONDITIONS



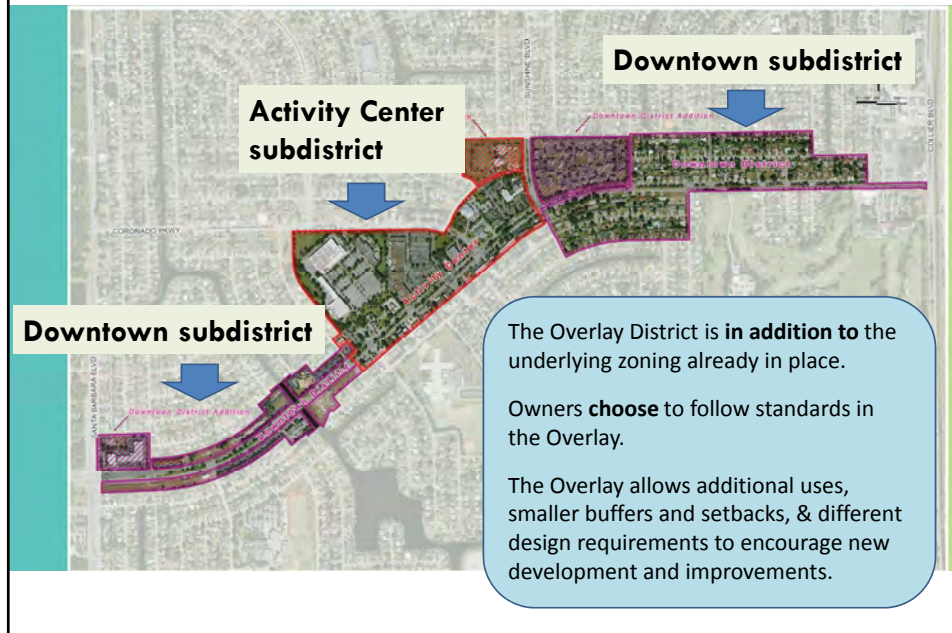
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EXISTING CONDITIONS



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PROPOSED GOLDEN GATE PARKWAY OVERLAY



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1ST PUBLIC MEETING — NOV. 8, 2018



- Existing homes and businesses are allowed to remain. The underlying zoning remains.
- Decisions to develop or sell private property is the property owner's decision.
- Improvements to the Parkway, utilities and lighting will be County-funded.

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1ST PUBLIC MEETING – NOV. 8, 2018



- Current restrictions on housing to be owner-occupied are too strict
- Flexibility is needed to allow for rentals
- Concern about overcrowding
- Concern about development of green space
- Desire for swift improvements & economic growth
- General consensus for a safe, walkable community
- General consensus for restaurants & entertainment
- The effort must be community-driven

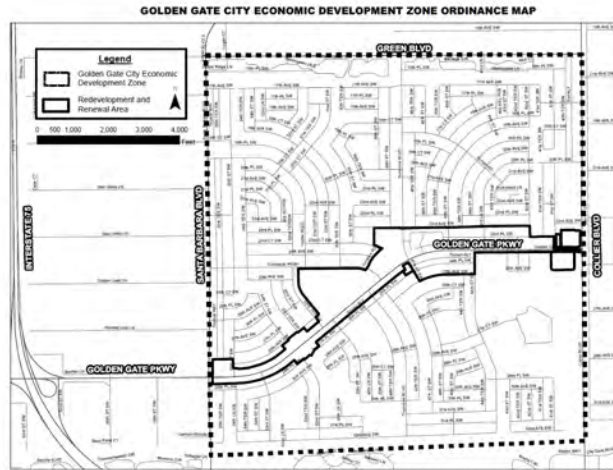
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DRAFT OVERLAY PURPOSE AND INTENT

- a. Concentrate commercial, residential and institutional uses as a **focal point for the community**
- b. **Mix of uses** - residential and nonresidential
- c. Support **economic development** through an expanded list of employment-related permitted uses
- d. **Improved pedestrian realm** through the mixing of land uses and limiting the proliferation of auto-oriented uses
- e. **Diversity of housing** types through expanded list of allowable dwelling types
- f. **Flexibility** when remodeling and renovating through a deviation process
- g. **Quality and consistency** in design while maintaining flexibility for market responsiveness

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ECONOMIC DEVELOPMENT & JOB CREATION



Golden Gate is a County Economic Development Zone

Purpose: to attract & retain business through financial incentives

Tax increment funds can be available for needs of targeted businesses and infrastructure improvements.

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ECONOMIC DEVELOPMENT & JOB CREATION



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

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ECONOMIC DEVELOPMENT & JOB CREATION

Activity Center concentrates activity and includes employment uses.

Uses match the targeted industries of the Innovation Zone program. These are eligible for Tax Increment funding incentives.

Targeted industry: A qualified targeted industry business as defined by Florida Statute 288.106 and such businesses or industries identified by the Board of County Commissioners.

Primary employers: businesses that create a product or service that is principally sold outside of a region to generate new money and profits in the region.

Additive manufacturing: use of 3D technology

Advanced manufacturing: extensive use of computer, high precision, and information technologies

Activity Center Targeted Industries

Advanced manufacturing, including automated apparel, light assembly

Additive manufacturing including 3D printing

Software development and programming

Internet technologies and electronic commerce

Data and information processing

Other uses deemed similar by the Board of County Commissioners

Figure 5: 3-D Metal works



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PROPOSED REGULATING PLAN

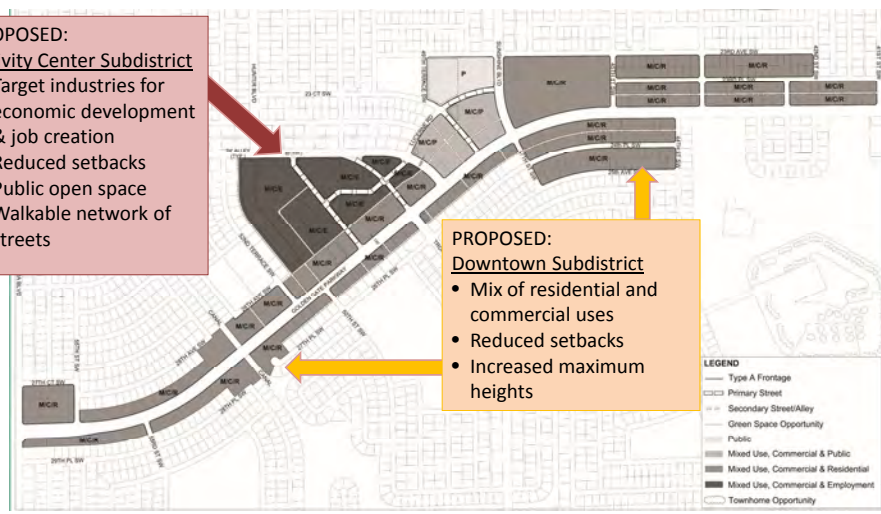
*safe *diverse *vibrant *walkable

PROPOSED: Activity Center Subdistrict

- Target industries for economic development & job creation
- Reduced setbacks
- Public open space
- Walkable network of streets

PROPOSED: Downtown Subdistrict


- Mix of residential and commercial uses
- Reduced setbacks
- Increased maximum heights




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REGULATING PLAN


*safe *diverse *vibrant *walkable



Primary Streets



Secondary Streets




Improvements to public streets like Golden Gate Parkway are proposed to be funded by Innovation Zone Tax Increment Funds.

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PROMOTE THE PEDESTRIAN REALM & CONTROL AUTO-ORIENTED USES

EXISTING:
Now prohibited in the Professional Office Commercial & Downtown Center Commercial Overlays

- Drive-up, drive-in or drive-throughs
- Gas stations
- Warehouse/storage
- Car wash
- Auto dealerships



The Activity Center (C-4 zoning) allows these uses.
 Countywide separation standards for gas stations is 500'.

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LESS OF THIS



19

LESS OF THIS



20

MORE LIKE THIS



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PROMOTE THE PEDESTRIAN REALM & CONTROL AUTO-ORIENTED USES

PROPOSED:

1. Apply new standards in the Activity Center to new gas stations, auto supply, car washes, storage facilities, auto dealerships, drive-ups, drive-ins, or drive-throughs.

Such uses must either:

Provide 1,320 feet (1/4) separation from same existing use

or

Include a non-auto related store or office

2. Maintain and continue access standards for using alleys and side streets

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LESS OF THIS



Visible parking of cars in front yards

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MORE LIKE THIS



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

PROPOSED:

Apply new standard to provide a 3' – 4' wall or hedge where parking lots are adjacent to Primary Streets, sidewalks, or residential areas

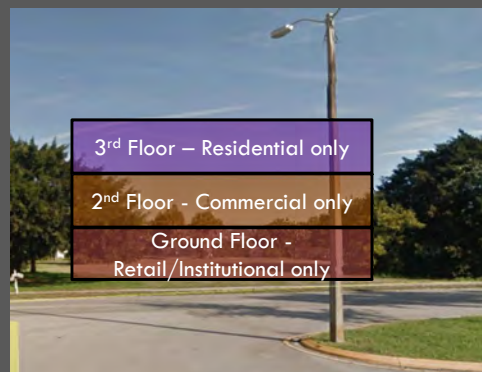


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INCREASE RESIDENTIAL VARIETY

EXISTING:

New residential-only development is prohibited



Current requirements in the Downtown Center Commercial Overlay

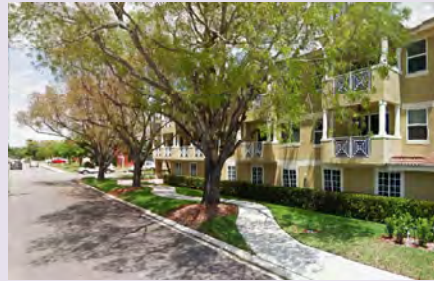
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INCREASE RESIDENTIAL VARIETY

PROPOSED:

Allow the following residential uses:

- Townhomes
- Multifamily
- Artist village
- Live-work units

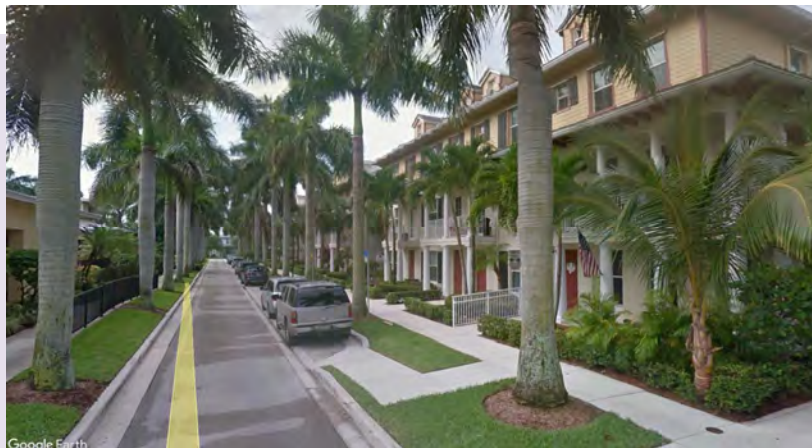


Maximum densities unchanged:

- Up to 22 units per acre
in the Activity Center Subdistrict per the GG Area Master Plan
- Up to 16 units per acre with bonuses
in the Downtown Subdistrict per the GG Area Master Plan

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RESIDENTIAL VARIETY: LIVE WORK UNITS



Abacoa, Florida

Live-work units - A dwelling unit in which a significant portion of the space includes a non-residential use that is operated by the tenant.

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RESIDENTIAL VARIETY: ARTISTS VILLAGE



Sarasota, Florida

Artist Village - A residential development intended exclusively for the housing of artists, such as painters, sculptors and jewelry makers, and that consists of one or more multifamily attached dwellings, clustered single-family detached dwellings, or a combination thereof, with shared studio and/or gallery space that may be used by all residents.

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RESIDENTIAL VARIETY: TOWNHOMES



Townhomes (garage to the rear)

Abacoa, Florida

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COMPATIBILITY — NOT THIS



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COMPATIBILITY — MORE LIKE THIS



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COMPATIBILITY



PROPOSED:

Compatibility Standards apply to property **adjacent to external residential development or external residentially zoning**:

- Lighting
- Noise level controls
- Parking of commercial vehicles must be enclosed or have 8-foot high wall or vegetation
- Access along alleys where possible
- Buffer strip including ground cover, shrubs in a double row and trees every 30 feet
- Service function areas and facilities must be screened
- Mitigation Plan to address adverse impacts
- Architectural massing standards of Sec. 5.05.08.D.3 apply

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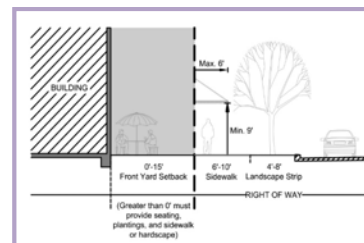
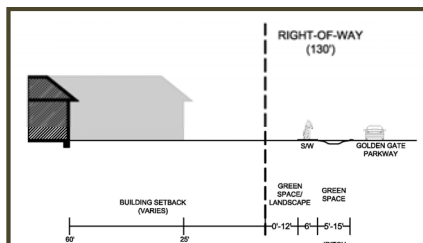
URBAN DESIGN STANDARDS

EXISTING:

	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)
Front Setback	0' to 15'	40'	25'

PROPOSED:

Activity Center & Downtown Subdistricts
Front Setback
0' to 15'



34

LESS LIKE THIS



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MORE LIKE THIS



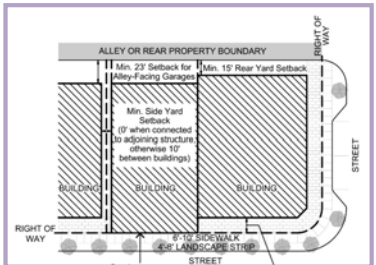
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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Rear Setback	½ the building height, but not less than 15'	25'	½ the building height, but not less than 15'	15' or 23' for alley facing garages



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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Max. Height	34'(min.) to 45' (max.)	25' + 10' underbuilding parking	75'	75' in Activity Center 60' in Downtown 45' for townhomes

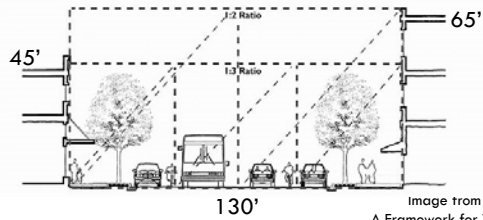


Image from ITE.ORG – Context Sensitive Solutions:
A Framework for Walkable Urban Thoroughfare Design

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MAX. HEIGHT OF 35 FEET ALLOWS THIS



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MAX. HEIGHT OF 60 – 75 FEET ALLOWS THIS



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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Open Space Requirement	60% (residential) 30% (non-residential & mix use over 5 acres)			15% public open space



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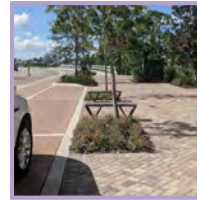
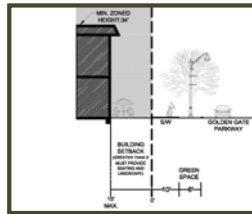
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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Right of Way Improvements	Sidewalk, Street trees, Curb required by property owner along Parkway	N/A	N/A	Street trees, street lights, on-street parking will be County and Tax Increment funded. Developer may also fund and construct.



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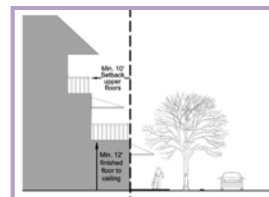
URBAN DESIGN STANDARDS

EXISTING:

	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)
Architecture Standards (5.05.08)	Apply to all non-residential development		

PROPOSED:

Activity Center & Downtown Subdistricts
Apply to non-residential development, except that mixed use buildings are only subject to Overlay design standards.



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MORE LIKE THIS



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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Buffering	6' sidewalk & 19' wide planting area required adjacent to external residential zoning	10' wide between R-O-W & sidewalk	Ranges from 10' to 20' wide and ranges from trees only to trees and double row of shrubs	5' planting strip adjacent to external residential development or zoning with trees every 30' and double hedge row Addition of a parking barrier

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URBAN DESIGN STANDARDS

EXISTING:				PROPOSED:
	Downtown Center Overlay	Professional Office Overlay	C-4 Zoning (Activity Center)	Activity Center & Downtown Subdistricts
Parking	Commercial use: 3 spaces per 1,000 s.f. Multifamily use: 1.5 spaces per residential unit	Commercial use: ranges from 3.3 to 16 spaces per 1,000 s.f. Multifamily use: 1 per unit plus visitor parking (ranges from 0.5 to 1 additional space per unit)		Commercial use: 3 spaces per 1,000 s.f. Multifamily use: 1 per unit plus visitor parking (ranges from 0.5 to 1 additional space per unit)

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INCENTIVIZING REMODELING & RENOVATION

Options for nonresidential parking relief:

- Off-site parking within 1,320 feet
- Electric vehicle or scooter parking or charging stations
- Compact parking spaces (8 feet x 16 feet)
- Public transit facility, car-share station, bike-share station, ride-share pick up/drop off zone



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LESS ASPHALT



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LESS OF THIS



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MORE OPTIONS

Structured parking



Transit



Bike share



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INCENTIVIZING REMODELING & RENOVATION



- Deviations from dimensional standards (excluding height) and design standards can be granted through the Hearing Examiner per criteria

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DEVIATIONS



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PROJECT SCHEDULE

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YOUR INPUT

- Questions
- Comment cards
- Preference Boards

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