

GOLDEN GATE AREA MASTER PLAN

GOLDEN GATE CITY SUB-ELEMENT

Prepared by
Collier County Zoning Division

Prepared for
COLLIER COUNTY BOARD OF COUNTY COMMISSIONERS
Adopted September 24, 2019

**AMENDMENTS TO COLLIER COUNTY GROWTH MANAGEMENT PLAN
GOLDEN GATE AREA MASTER PLAN: GOLDEN GATE CITY SUB-ELEMENT**

DATE AMENDED

ORDINANCE NO.

--	--

TABLE OF CONTENTS

	<u>Page</u>
A. GOALS, OBJECTIVES AND POLICIES	1
B. LAND USE DESIGNATION DESCRIPTION SECTION	5
1. URBAN DESIGNATION	
A. Urban – Mixed Use District	6
1. Urban Residential Subdistrict	
2. High Density Residential Subdistrict	
3. Downtown Center Commercial Subdistrict	
B. Urban – Commercial District	8
1. Mixed Use Activity Center Subdistrict	
2. Golden Gate Urban Commercial Infill Subdistrict	
3. Santa Barbara Commercial Subdistrict	
4. Collier Boulevard Commercial Subdistrict	
C. LIST OF MAPS	11
Golden Gate City Future Land Use Map	
High Density Residential Subdistrict – 1989 Boundaries of Activity Center	
Downtown Center Commercial Subdistrict	
Urban Mixed Use Activity Center – Golden Gate Parkway and Coronado Parkway	
Golden Gate City Urban Commercial Infill Subdistrict	
Santa Barbara Commercial Subdistrict	
Collier Boulevard Commercial Subdistrict	

A. GOALS, OBJECTIVES AND POLICIES

GOAL 1:

TO GUIDE LAND USE AND PUBLIC FACILITY DECISION MAKING AND TO BALANCE THE NEED TO PROVIDE BASIC SERVICES WITH NATURAL RESOURCE CONCERNS THROUGH A WELL PLANNED MIX OF COMPATIBLE LAND USES WHICH ENSURE THE HEALTH, SAFETY, WELFARE, AND QUALITY OF LIFE OF THE LOCAL RESIDENTS.

OBJECTIVE 1.1:

Develop new or revised uses of land consistent with designations outlined on the Golden Gate City Future Land Use Map and provisions found in the Land Use Designation Description Section of this Element.

Policy 1.1.1:

The Policies under the above Objective shall identify the Future Land Use Designations, Districts, and Subdistricts for Golden Gate City.

Policy 1.1.2:

The Land Use Designation Description Section of this Element shall provide the standards and permitted uses for Golden Gate City Future Land Use Districts and Subdistricts.

Policy 1.1.3:

The Golden Gate City Future Land Use Map and companion Future Land Use Designations, Districts, and Subdistricts shall be binding on all development orders unless otherwise permitted in this Master Plan effective with the adoption of this Master Plan.

Policy 1.1.4:

The URBAN Future Land Use Designation shall include Future Land Use Districts and Subdistricts for:

A. URBAN – MIXED USE DISTRICT

1. Urban Residential Subdistrict
2. High Density Residential Subdistrict
3. Downtown Center Commercial Subdistrict

B. URBAN – COMMERCIAL DISTRICT

1. Mixed Use Activity Center Subdistrict
2. Golden Gate Urban Commercial Infill Subdistrict
3. Santa Barbara Commercial Subdistrict
4. Collier Boulevard Commercial Subdistrict

Policy 1.1.5:

No development orders shall be issued inconsistent with the Golden Gate City Sub-Element with the exception of those unimproved properties granted a positive determination through the Zoning Re-evaluation Program and identified on the Future Land Use Map Series as properties consistent by Policy and those development orders issued pursuant to conditional uses and rezones approved based on the County-Wide Future Land Use Element (adopted January 10, 1989, Ordinance 89-05) which was in effect at the time of approval. Any subsequent development orders shall also be reviewed for consistency with the Growth Management Plan based on the County-Wide Future Land Use Element.

Policy 1.1.6:

The sites containing existing public educational plants and ancillary plants, and the undeveloped sites owned by the Collier County School Board for future public educational plants and ancillary plants, within the GGAMP area, are depicted on the Future Land Use Map Series in the countywide FLUE and on the Public School Facilities Element Map Series, and referenced in FLUE Policy 5.14 and Intergovernmental Coordination Element Policy 1.2.6. All of these sites are subject to the general Interlocal Agreement, adopted on May 15, 2003 by the Collier County School Board and on May 27, 2003 by the Board of County Commissioners, and as subsequently amended and restated, with an effective date of December 2008, and subject to the implementing land development regulations to be adopted.

OBJECTIVE 1.2:

Ensure public facilities are provided at an acceptable level of service.

Policy 1.2.1:

Requests for new uses of land shall be subject to level of service standards and concurrency requirements for public facilities as outlined in the Capital Improvement Element of the Growth Management Plan.

OBJECTIVE 1.3:

Protect and preserve the valuable natural resources within Golden Gate City.

Policy 1.3.1:

The County shall protect and preserve natural resources within Golden Gate City in accordance with the Objectives and Policies contained within Goals 6 and 7 of the Collier County Conservation and Coastal Management Element (CCME).

Policy 1.3.2:

Collier County shall coordinate its planning and permitting activities within Golden Gate City with all other applicable environmental planning, permitting and regulatory agencies to ensure that all Federal, State and local natural resource protection regulations are being enforced.

OBJECTIVE 1.4:

Provide a living environment within Golden Gate City, which is aesthetically acceptable and protects the quality of life.

Policy 1.4.1:

Collier County shall provide a living environment that is aesthetically acceptable and protects the quality of life through the enforcement of applicable codes and laws.

Policy 1.4.2:

The County's Code Enforcement Board shall strictly enforce the Land Development Code and other applicable codes and laws to control the illegal storage of machinery, vehicles and junk, and the illegal operation of commercial activities within Golden Gate City.

GOAL 2:

TO PRESERVE AND ENHANCE A MIX OF RESIDENTIAL AND COMMERCIAL LAND USES WITHIN GOLDEN GATE CITY THAT CREATES A SAFE, DIVERSE AND VIBRANT WALKABLE COMMUNITY CONSISTENT WITH THE STATED VISION OF GOLDEN GATE CITY.

OBJECTIVE 2.1:

Provide for residential and commercial land uses that meet the needs of Golden Gate City and the surrounding area.

Policy 2.1.1:

Development and redevelopment within Golden Gate City shall be guided by the residential and commercial needs consistent with the stated vision of Golden Gate City.

Policy 2.1.2:

The County shall protect established stable neighborhoods and provide opportunity for redevelopment and renewal through development standards and practices that promote compatibility.

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 2.1.4

The Activity Center shall allow uses intended to strengthen the economic health of Golden Gate City.

Policy 2.1.5

Collier County shall discourage new land uses along Golden Gate Parkway and within the Activity Center that impede pedestrian activity and are solely auto-oriented, such as car washes, storage facilities, auto dealerships and drive throughs. Land development regulations will be initiated within two years to ensure compatibility of auto-oriented uses within the pedestrian environment.

Policy 2.1.6

Residential land use designations shall support the diversity of housing types within Golden Gate City.

Policy 2.1.7:

Collier County shall respond to community-initiated planning programs as they may occur. Community planning programs may take into consideration the following issues:

- A. Affordable housing based upon home ownership;
- B. Commercial re-vitalization, to include:
 - i. Sidewalks
 - ii. Traffic calming measures
 - iii. Improved street lighting;
- C. Neighborhood parks, open space and recreational centers;
- D. Crime reduction;
- E. Consistent enforcement of land development regulations; and,
- F. Improved lighting for streets and parking areas.

OBJECTIVE 2.2:

Strengthen the quality of life in Golden Gate City and the surrounding area, and promote a healthy economy through support of redevelopment and renewal in Golden Gate City with focus along Golden Gate Parkway and within the designated Activity Center.

Policy 2.2.1

Collier County shall consider the use of redevelopment tools such as tax increment financing.

Policy 2.2.2

Within two years of adoption, Collier County shall initiate a community renewal plan to include economic development strategies, urban design schemes, and infrastructure improvements. Renewal plans shall be in concert with the vision of Golden Gate City and promote vibrant urbanism, improve aesthetics and support walkability.

Policy 2.2.3

Within two years of adoption, Collier County shall initiate the 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. Amendments shall include incentives for remodeling and renovation by creating criteria and standards for variances and/or deviations.

Policy 2.2.4

In collaboration with the Golden Gate City residents and business owners, and other community partners such as the Greater Naples Chamber of Commerce, Collier County shall initiate a branding and marketing plan for Golden Gate City within two years of adoption. The proposed plan shall be in concert with the overall vision for Golden Gate City.

Policy 2.2.5

Collier County will work to ensure pertinent economic incentive programs are made available to those seeking business creation and redevelopment opportunities.

OBJECTIVE 2.3

Ensure Golden Gate City public facilities are provided at an acceptable level of service, planned and implemented in concert with the vision of Golden Gate City.

Policy 2.3.1

Due to the continued use of individual septic systems and private wells within a densely platted urban area, Collier County Public Utilities will expand sewer and water service in accordance with the Implementation Report attached as Appendix A to Resolution No. 2017-222. Expansion plans shall consider the renewal areas of Golden Gate Parkway and the area surrounding the Activity Center a priority for expansion and shall coordinate its projects with scheduled road and/or stormwater improvements to maximize efficiency and minimize disruption to businesses and residents.

Policy 2.3.2

Collier County will support all transportation needs within Golden Gate City with an emphasis on walkability. Walkability will be improved through the implementation of the recommendations of the Metropolitan Planning Organization's Walkability Study.

Policy 2.3.3

Redevelopment within the Activity Center shall maintain multiple access points to the surrounding neighborhoods and through the Activity Center while providing safe and direct access to transit stops within or adjacent to the Activity Center.

Policy 2.3.4

Alleys in Golden Gate City may only be vacated if such vacation does not prevent reasonable connection and continuity for future pedestrian, non-motorized and transit trips. Within one year of adoption, Resolution 2013-166 shall be amended to implement this policy.

Policy 2.3.5

To ensure a safe and pleasant pedestrian environment, Collier County shall periodically conduct speed studies in Golden Gate City. When appropriate, traffic calming measures and speed limit reductions may be implemented.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

B. LAND USE DESIGNATION DESCRIPTION SECTION

The following section describes the three land use designations shown on the Golden Gate City Future Land Use Map. These designations generally indicate the types of land uses for which zoning may be requested. However, these land use designations do not guarantee that a zoning request will be approved. Requests may be denied by the Board of County Commissioners based on criteria in the Land Development Code or in special studies completed for the County.

1. URBAN DESIGNATION:

URBAN MIXED-USE DISTRICT AND URBAN COMMERCIAL DISTRICT

Urban Designated Areas on the Future Land Use Map include two general portions of Collier County: areas with the greatest residential densities and areas in close proximity, which have or are projected to receive future urban support facilities and services. It is intended that Urban Designated areas accommodate the majority of population growth and that new intensive land uses be located within them.

The boundaries of the Urban Designated areas have been established based on several factors including:

- patterns of existing development,
- patterns of approved but unbuilt development,
- natural resources, water management, and hurricane risk,
- existing and proposed public facilities,
- population projections, and
- land needed to accommodate growth.

The Urban Designation will also accommodate future non-residential uses including essential services as defined by the most recently adopted Collier County Land Development Code. Other permitted non-residential land uses may include:

- a. parks, open space and recreational use;
- b. water-dependent and water-related uses;
- c. child care centers;
- d. community facilities such as churches, cemeteries, schools, and school facilities co-located with other public facilities such as parks, libraries, and community centers, where feasible and mutually acceptable, fire and police stations;
- e. utility and communication facilities.
- f. support medical facilities such as physician's offices, medical clinics, treatment, research and rehabilitative centers and pharmacies (as long as the dominant use is medical related) may also be permitted provided they are granted concurrent with or located within $\frac{1}{4}$ mile of existing or approved hospitals or medical centers which offer primary and urgent care treatment for all types of injuries and traumas. Stipulations to ensure that the construction of such support medical facilities is concurrent with hospitals or such medical centers shall be determined at the time of zoning approval.

Group Housing shall be permitted within the Urban Mixed-Use District and Urban Commercial Districts subject to the definitions and regulations as outlined in the Collier County Land Development Code (Ordinance No. 04-41, as amended) and consistent with locational requirements in Florida Statutes (Chapter 419.001 F.S.).

Group Housing includes the following type facilities:

- a. Family Care Facility if occupied by not more than six (6) persons shall be permitted in residential areas.
- b. Group Care Facility,
- c. Care Units,
- d. Adult Congregate Living Facilities, and
- e. Nursing Homes.

A. Urban-Mixed Use District

This district is intended to accommodate a variety of residential and commercial land uses including single-family, multi-family, duplex, and mixed use (Planned Unit Development).

1. Urban Residential Subdistrict

All land within the urban mixed-use designation is zoned and platted. However, any parcel to be rezoned residential is subject to and must be consistent with the Density Rating System.

DENSITY RATING SYSTEM:

- a. **BASE DENSITY** – Four (4) residential units per gross acre is the eligible density, though not an entitlement.
- b. **DENSITY BONUSES** – Density bonuses are discretionary, not entitlements, and are dependent upon meeting the criteria for each bonus provision and compatibility with surrounding properties, as well as the rezone criteria in the Land Development Code. The following densities per gross acre may be added to the base density. In no case shall the maximum permitted density exceed 16 residential dwelling units per gross acre.

i. Conversion of Commercial Zoning Bonus

- 16 dwelling units – If a project includes the conversion of commercial zoning that has been found to be “Consistent By Policy” through the Collier County Zoning Re-evaluation Program (Ordinance No. 90-23), then a bonus of up to 16 dwelling units per acre may be added for every one (1) acre of commercial zoning that is converted to residential zoning. These dwelling units may be distributed over the entire project.

ii. Proximity to Activity Center

- 3 dwelling units - Within 1 mile of Activity Center

iii. Affordable Housing Bonus

To encourage the provision of affordable housing within certain Districts and Subdistricts in the Urban Designated Area, a maximum of up to 12 residential units per gross acre may be added to the base density if the project meets the requirements of the Affordable Housing Density Bonus Ordinance (Section 2.06.00 of the Land Development Code, Ordinance No. 04-41, as amended) and if the affordable housing units are targeted for families earning no greater than 140% of the median income for Collier County.

iv. Residential In-fill

If the project is 10 acres or less in size; located within an area with central public water and sewer service; compatible with surrounding land uses; has no common site development plan with adjoining property; no common ownership with any adjacent

parcels; and the parcel in question was not created to take advantage of the in-fill residential density.

- 3 dwelling units

v. Roadway Access

Density credits based on future roadways will be awarded if the developer commits to construct a portion of the roadway (as determined by the County) or the road is scheduled for completion during the first five years of the Capital Improvement Schedule.

- Add 1 dwelling unit - if direct access to two or more arterial or collector roads as identified in the Transportation Element.

- c. There are Density Bands located around Activity Centers.** The density band around an Activity Center shall be measured by the radial distance from the center of the intersection around which the Activity Center is situated. If 50% or more of a project is within the density band, the additional density applies to the entire project. Density bands shall not apply within the Estates Designation.

2. High Density Residential Subdistrict:

To encourage higher density residential and promote mixed uses in close proximity to Activity Centers, those residential zoned properties permitting up to 12 dwelling units per acre which were located within and consistent with the Activity Center designation at Golden Gate Parkway and Coronado Parkway established by the 1989 Collier County Growth Management Plan and subsequently removed by the creation of a new Activity Center via the adoption of the Golden Gate Area Master Plan are recognized as being consistent with this Master Plan and are outlined on the High Density Residential Subdistrict Map.

3. Downtown Center Commercial Subdistrict:

The primary purpose of the Downtown Center Commercial Subdistrict (see Downtown Center Commercial Subdistrict Map) is to encourage redevelopment along Golden Gate Parkway in order to improve the physical appearance of the area and create a vibrant and viable downtown district within Golden Gate City. Emphasis shall be placed on the creation of a pedestrian-oriented boulevard.

The provisions of this Subdistrict are intended to ensure harmonious development of commercial and mixed-use buildings at a pedestrian scale that are compatible with residential development within and outside of the Subdistrict.

The Subdistrict allows the aggregation of properties in order to promote flexibility in site design. The types of uses permitted within this Subdistrict are low intensity retail, office, personal services, institutional, and residential. Non-residential development is intended to serve the needs of residents within the Subdistrict, surrounding neighborhoods, and passersby.

- a. All development or redevelopment within the boundaries of the Downtown Center Commercial Subdistrict shall include:
 - i. Provisions for bicycle and pedestrian travel.
 - ii. An emphasis on building aesthetics.
 - ii. Emphasis on the orderly circulation of vehicular, bicycle and pedestrian traffic.
 - iii. Provision for broad sidewalks.

- iv. Enhanced streetscaping.
- v. Project interconnections, where possible and feasible.
- vi. Quality designs for building façades, including lighting, uniform signage and landscaping.
- b. Permitted uses within this Subdistrict shall include only the following, except as may be restricted in an implementing zoning overlay district, and except as may be prohibited in Paragraph D, below:
 - i. Those uses permitted by right within the C-1, C-2 and C-3 Zoning Districts, as outlined in the Collier County Land Development Code (LDC);
 - ii. Residential uses permitted by right in the existing residential zoning districts in this Subdistrict;
 - iii. Those permitted uses that may be allowed in an implementing zoning overlay district.
- c. Conditional uses allowed by this Subdistrict shall include only:
 - i. Those conditional uses allowed within the C-1, C-2 and C-3 Zoning Districts, as outlined in the LDC;
 - ii. Those conditional uses allowed, by the LDC, within existing residential Zoning Districts in this Subdistrict;
 - iii. Those conditional uses that may be allowed in an implementing zoning overlay district; and,
- d. Prohibited uses in this Subdistrict are as follows:
 - i. Automatic food and drink vending machines located exterior to a building.
 - ii. Any commercial use employing drive-up, drive-in or drive-through delivery of goods or services.
 - iii. Enameling, painting or plating as a primary use. However, these uses are permitted if secondary to an artist's or craft studio.
 - iv. Single-room occupancy hotels, prisons, detention facilities, halfway houses, soup kitchens or homeless shelters.
 - v. Uses as may be prohibited in an implementing zoning overlay district.

B. Urban Commercial District

1. Mixed Use Activity Center Subdistrict

The Activity Center designated on the Future Land Use Map is intended to accommodate commercial zoning within the Urban Designated Area. Activity Centers are intended to be mixed-use (commercial, residential, institutional) in character. The Activity Center concept is designed to concentrate new and existing commercial zoning in locations where traffic impacts can readily be accommodated, to avoid strip and disorganized patterns of commercial development, and to create focal points within the community. The size and configuration of the Activity Center is outlined on the Urban Mixed-Use Activity Center – Golden Gate Parkway and Coronado Parkway Map.

The standard for intensity of commercial uses allowed within each Activity Center is the full array of uses allowed in the C-1 through C-5 Zoning Districts, as identified in the Land

Development Code (Ordinance No. 04-41, as amended) excluding the following new commercial uses:

Hotels and motels that locate within an Activity Center will be allowed to develop at a density consistent with the Land Development Code. Residential density for residential projects located within the boundaries of the Mixed-Use Activity Center shall be allowed to develop at a density of up to 22 residential units per gross acre. This density may be distributed throughout the project, including any portion located outside of the boundary of the Mixed-Use Activity Center.

Certain uses specifically intended to support economic development in Golden Gate City are allowed within the Mixed Use Activity Center. The following uses are allowed as will be provided for in the Golden Gate Parkway Overlay District (zoning overlay). The Overlay District will include standards to address compatibility and building scale.

- a. Advanced manufacturing, including automated apparel, light assembly and 3D printing;
- b. Call centers;
- c. Software development and programming;
- d. Internet technologies and electronic commerce;
- e. Data and information processing;
- f. Professional services that are export based such as laboratory research or testing activities;
- g. Other uses as may be determined by the Board of County Commissioners consistent with the intent of supporting economic development in Golden Gate City.

2. Golden Gate City Urban Commercial In-fill Subdistrict

This Subdistrict is located at the southwest quadrant of C.R. 951 and Golden Gate Parkway. Due to the existing zoning and land use pattern in proximity to the Commercial In-fill Subdistrict (see Golden Gate City Urban Commercial Infill Subdistrict) and the need to ensure adequate development standards to buffer adjacent land uses, commercial uses shall be permitted under the following criteria:

- a. Commercial uses shall be limited to:
 - i. Low intensity commercial uses that are compatible with both residential and intermediate commercial uses, in order to provide for small scale shopping and personal needs, and
 - ii. Intermediate commercial to provide for a wider variety of goods and services in areas that have a higher degree of automobile traffic. These uses shall be similar to C-1, C-2, or C-3 zoning districts outlined in the Collier County Land Development Code (Ordinance 91-102), adopted October 30, 1991.
- b. Rezones shall be encouraged in the form of a Planned Unit Development (there shall be no minimum acreage requirement for PUD rezones except for the requirement that all requests for rezoning must be at least forty thousand (40,000) square feet in area unless the proposed rezone is an extension of an existing zoning district consistent with the Golden Gate Area Master Plan);
- c. Projects within this Subdistrict shall make provisions for shared parking arrangements with adjoining commercial developments when appropriate;
- d. Driveways and curb cuts for projects within this Subdistrict shall be consolidated with adjoining commercial developments; and

- e. Access to projects shall not be permitted from Collier Boulevard.

3. Santa Barbara Commercial Subdistrict

The boundaries of the Subdistrict are hereby expanded to include the former Commercial Subdistrict and also to extend approximately one (1) block to the east of the former boundary (see Santa Barbara Commercial Subdistrict Map). The intent of the Santa Barbara Commercial Subdistrict is to provide Golden Gate City with an area that is primarily commercial, with an allowance for certain conditional uses. The types of uses permitted within this Subdistrict are low intensity retail, offices, personal services, and institutional uses, such as churches and day care centers. Such development is intended to serve the needs of residents within the Subdistrict and surrounding neighborhoods and persons traveling nearby.

Commercial and institutional uses permitted within this Subdistrict are those that:

- a. Generate/attract relatively low traffic volumes;
- b. Are appropriately landscaped and buffered to protect nearby residential properties;
and
- c. Are architecturally designed to be compatible with nearby residential areas.

4. Collier Boulevard Commercial Subdistrict

The primary purpose of the Collier Boulevard Commercial Subdistrict (see Collier Boulevard Commercial Subdistrict Map) is to encourage redevelopment along Collier Boulevard in order to improve the physical appearance of the area. This Subdistrict is intended to allow a mix of uses, including heavy commercial within those areas presently zoned C-5.

This Subdistrict includes properties zoned RMF-12, C-4, and C-5. This Subdistrict will allow commercial development on lands presently zoned residential.

Buildings shall be limited to three stories, not to exceed 50 feet, inclusive of under building parking.

The Land Development Code shall be amended to establish a zoning overlay containing regulations to implement this Subdistrict.

- a. All development and redevelopment within this Subdistrict shall include:
 - 1. Provisions for bicycle and pedestrian travel.
 - 2. An emphasis on building aesthetics.
 - 3. Emphasis on the orderly circulation of vehicular, bicycle and pedestrian traffic.
 - 4. Provision for adequate ingress and egress, which may include local street vacation or relocation if alternative access is provided.
 - 5. Provision for broad sidewalks or pathways.
 - 6. Enhanced streetscaping.
 - 7. Shared parking and/or property interconnections, where possible and feasible.
 - 8. Quality designs for building facades, including lighting, uniform signage and landscaping.

C. LIST OF MAPS

Golden Gate City Future Land Use Map

High Density Residential Subdistrict – 1989 Boundaries of Activity Center

Downtown Center Commercial Subdistrict

Urban Mixed Use Activity Center – Golden Gate Parkway and Coronado Parkway

Golden Gate City Urban Commercial Infill Subdistrict

Santa Barbara Commercial Subdistrict

Collier Boulevard Commercial Subdistrict