



**re-ENVISIONING THE  
TOWN CENTER  
NORTH OVERLAY**  
Digital Workshop  
June 4, 2020



# Introductions



Silvia



Claudia



Jennifer



Gianno



Dominic



Luba

# Goals

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**Raise awareness about the Town Center**



**Conduct an open and transparent process**

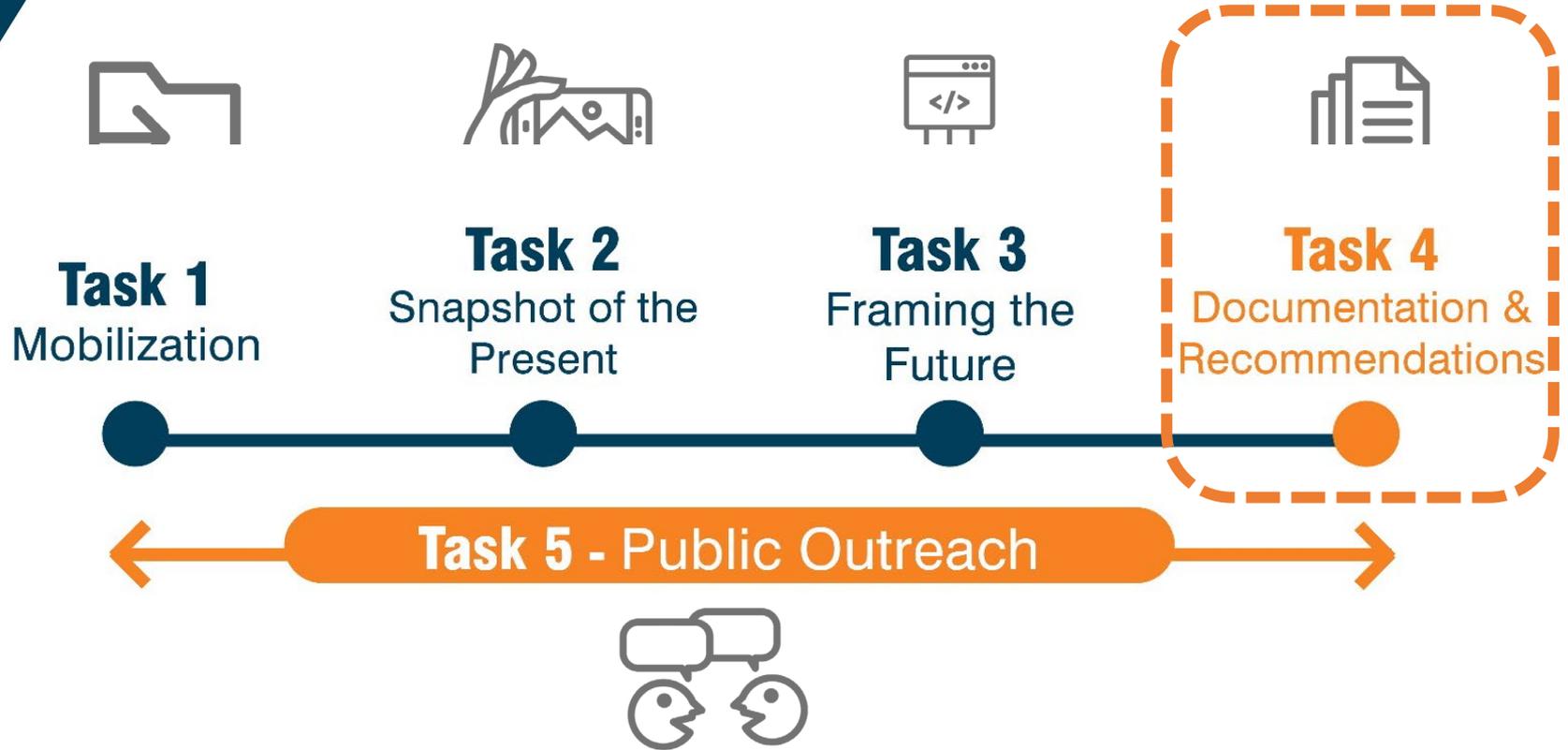


**Obtain input from the community  
about the future of the TCNO**



**Develop sound recommendations based  
on community input and technical facts**

# Process



# Tonight's activity

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- Recap of background and process.
- Summary of analysis, input, and preliminary conclusions.
- Collect feedback to finalize report to the Commission.

# Instructions for poll exercises

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Two ways to participate:

**Website** – You will be able to respond to each question at [PollEv.com/tcno](https://PollEv.com/tcno) once I activate each question.

**Text messaging** – First, text TCNO to 22333 to join the session; after that, you will be able to text your responses to each question in time.



When poll is active, respond at [PollEv.com/tcno](https://PollEv.com/tcno)

Text **TCNO** to **22333** once to join

**WARM-UP EXERCISE: Use one word (and ONE WORD only) to describe your favorite thing about Sunny Isles Beach.**

# Where in the City do you live?

East of  
Collins

West of  
Collins

Within the  
Town Center

Other

# What is your main interest in this topic? (check those that apply)

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To learn  
about this  
process

To express  
my  
views/make  
sure my voice  
is heard

To protect my  
interests

Other

# PUBLIC ENGAGEMENT RECAP



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# Our approach

- Productive and respectful dialogue.
- Diverse representation and inclusiveness → not a single “public.”
- Multiple opportunities and methods.
- Recommendations based on public input.



# What we did

TIMELINE	JANUARY			MARCH			APRIL	JUNE	TBD
	01.16	01.27	01.31	03.05	03.10	03.18	04.09	06.04	TBD
<b>EVENT TYPE</b>									
<b>STAKEHOLDER MEETINGS</b> Purpose: Inform, Motivate, Listen & Learn	 CITY HALL	 CITY HALL	 CITY HALL & REMOTE LOCATION						
<b>POP-UP OUTREACH</b> Purpose: Inform, Motivate, Cultivate, Listen & Learn				 AM: TC STARBUCKS PM: NORTH BAY PEDESTRIAN BRIDGE		 SUNNY SERENADE <i>[CANCELED DUE TO COVID-19]</i>			
<b>LISTENING SESSION</b> Purpose: Inform, Consult, Listen & Learn				 CITY HALL					
<b>ONLINE SURVEY</b> Purpose: Inform, Consult, Interpret & Learn				 SURVEY OPEN DATE		 SURVEY CLOSE DATE			
<b>DIGITAL WORKSHOP</b> Purpose: Inform, Consult, Listen & Interpret							 VIA ZOOM		
<b>PUBLIC MEETINGS</b> Purpose: Inform, Listen, Interpret									

## Outreach

- Project-focused page on City's website
- City social media channels
- Email blasts
- Event flyers
- Palm cards
- Phone calls

## Engagement

- Comment form on webpage
- Stakeholder sessions (11)
- Pop-up outreach (2)
- Listening session (1)
- Interactive digital forum (today)
- Public hearings (coming up)

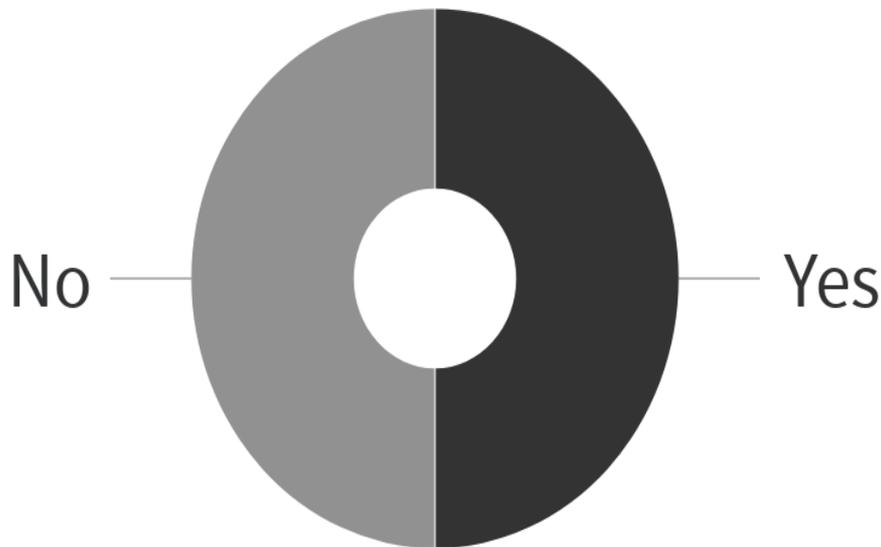
# Pop-up outreach participation





# Did you participate in any previous TCNO community engagement activities?

Yes A No B



# BACKGROUND



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# The Town Center North

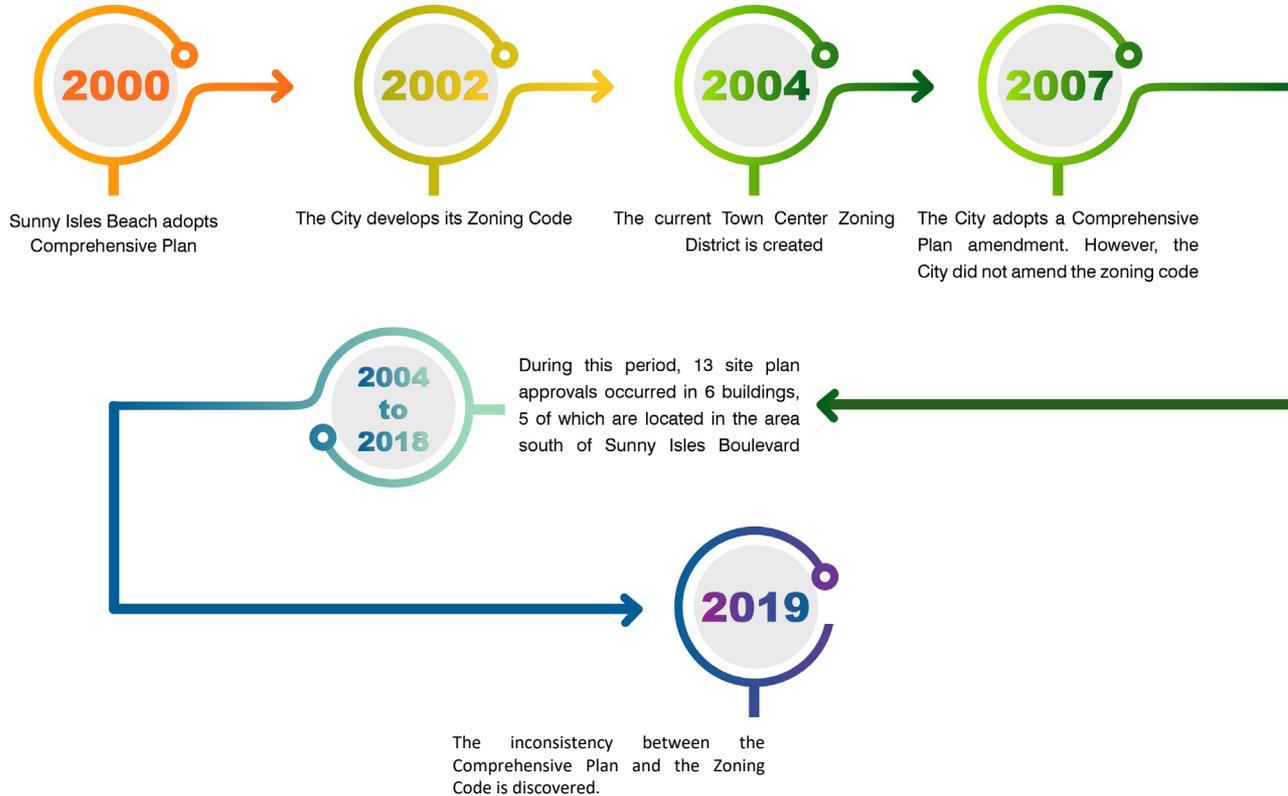


reENVISIONING THE TOWN CENTER NORTH OVERLAY

# The TCNO over the years

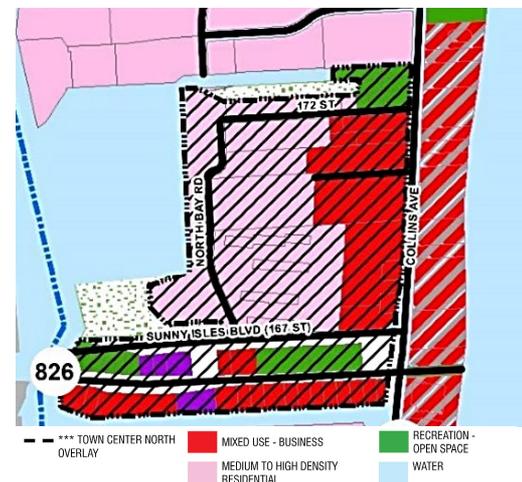


# Key events leading to the TCNO



# Comprehensive Plan v. LDRs

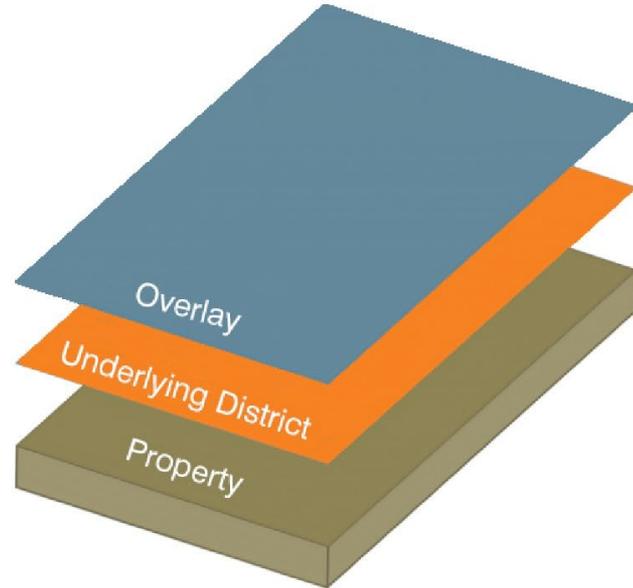
**Comprehensive Plan:** A community's comprehensive plan is a long-range policy document which provides a blueprint for existing and future development. The plan's goals, objectives and policies reflect the community's shared vision for its future and how it will meet the needs of existing and future residents, visitors and businesses. Florida statutes require all local governments in the state to maintain a comprehensive plan.



**Land Development Regulations (LDRs):** The LDRs are City's adopted regulations which specify the nature of each of zoning district and how development takes place within it. This is achieved by regulating things such as lot size, building placement, bulk or density, building height, lot coverage, and other development features.

# What is an overlay?

**Overlay:** An overlay is a special designation that lies on top of a “base” or underlying land use designation in the Future Land Use Map. The overlay modifies the underlying district’s requirements for that area only.



# Town Center Overlay Principles

- Design-unified area, with a balanced mix of retail, office and residential
- Moderate to high intensity concentration of urban functions
- Physically cohesive.
- Directly accessible by mass transit.
- High-quality urban design and architecture.
- Active pedestrian environments.
- High internal and external connectivity.
- Activity center for a variety of functions.
- Streets designed for pedestrian mobility, interest and comfort.
- Focal points such as plazas and squares as organizing elements.



# Comprehensive Plan v. Zoning Code

DOCUMENT	COMPREHENSIVE PLAN			ZONING CODE
	MEDIUM-HIGH DENSITY RESIDENTIAL	MIXED-USE BUSINESS	TCNO	TCZD
MEASURE				
<b>DENSITY</b>	<p>Base: 25-50 DU/AC</p> <p><b>Waterfront sites* bonus:</b> Up to 60 DU/AC (*all the waterfront property is currently developed)</p> <p><b>Affordable housing bonus:</b> Up to 65 DU/AC</p>	<p>Base: 25 DU/AC</p> <p>Up to 85 DU/AC achievable through bonuses</p>	<p>No density measure in place</p>	<p>60 DU/AC</p> <p>On properties along the Sunny Isles Beach Blvd south edge the maximum density is 75 DU/AC</p>
<b>INTENSITY</b>	<p>Base: 2.0 FAR</p> <p><b>Waterfront sites* bonus:</b> Up to 2.5 FAR (*all the waterfront property is currently developed)</p>	<p>2.0 FAR</p>	<p>No intensity measure in place. Mixed-use developments greater than 3 acres in size must balance their allocation of FAR</p>	<p>Base: 2.5 FAR</p> <p><b>Bonuses:</b> up to 4.5 FAR through a variety of bonuses, all with conditions</p>
<b>HEIGHT</b>	<p>No height measures are included in the Comprehensive Plan</p>	<p>No height measures are included in the Comprehensive Plan</p>	<p>No height measures are included in the Comprehensive Plan</p>	<p>The maximum height is based on street type, which varies by location. The maximum "attainable" height is 290 ft (approx. 24 stories) only applicable to the south edge of Sunny Isles Beach Blvd.</p>

Note: The Intracoastal Yacht Club is was approved under Miami-Dade County rules prior to the incorporation of the City.

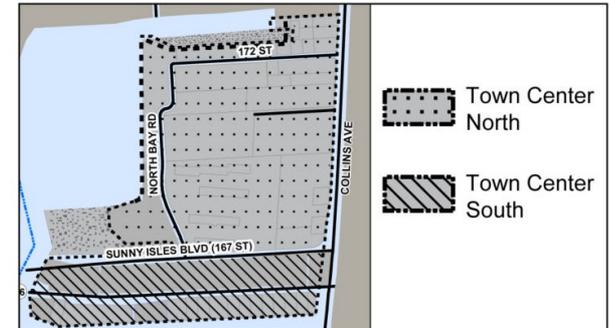
\* A Transfer of Development Rights may allow for an increase of up to 30% in density/intensity (Section 265-23 of the Zoning Code).



# Actions taken to resolve the problem

- The discrepancy affected the Town Center Overlay (TCO) area only.
- The discrepancy most immediately impacted the southern TCO.
- First stage: pursue a solution for southern TCO
  - One-year moratorium + zoning in progress (Sept. 2019 to Sept. 2020).
  - Amendment to the Comprehensive Plan creating a Town Center South Overlay (TCSO) and a Town Center North Overlay (TCNO).
  - Add density + intensity measures to the TCSO language.
- Second stage: address the TCNO
  - No pre-existing development problems.
  - Opportunity to revisit the Town Center vision.

CITY OF SUNNY ISLES BEACH  
TOWN CENTER OVERLAYS



# SNAPSHOT OF THE TCNO



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# The Town Center today

## DEMOGRAPHICS & SOCIOECONOMICS

<b>Population</b> 	<b>TCNO</b> 3,999 (majority White Latinos)  72% foreign-born	<b>City</b> 22,295 (majority White)  61% foreign-born	<b>Comparison</b> 18% of City population
<b>Median Age</b> 	<b>37.6</b>	<b>48.6</b>	<b>11 years younger than City average</b>
<b>Household Size</b> 	<b>2.26</b>	<b>2.1</b>	<b>0.16 larger than City average</b>
<b>Median Income</b> 	<b>\$41,889</b>	<b>\$52,355</b>	<b>80% of City's median</b>
<b>Housing Units</b> 	<b>2,835</b>	<b>22,195</b>	<b>10% of City's housing stock</b>

🗨️ When poll is active, respond at [PollEv.com/tcno](https://PollEv.com/tcno)

📱 Text **TCNO** to **22333** once to join

**What would you guess the current density is in the Town Center today? (average, in number of units per acre)**

# Existing site conditions analysis

Property	Land-Use	Acre	%	Number of Units	Density (DU/AC)	FAR	Building Height (Stories)	Year Built/ Age
Town Center Park	Recreation Open Space	3.47	4.81%	-		-	-	2007/13
Fire House	Community Facilities	0.36	0.50%	-		-	2	40787
Salem House	Mid-to high density Residential	4.04	5.61%	102	25	0.43	3	1969/ 51
Porto Belagio West	Mid-to high density Residential	3.64	5.05%	250	69	4.65	9	2003/17
Porto Belagio East	Mid-to high density Residential	3.64	5.05%	250	69	2.17	6	2003/17
Avila South (200 & 210 NBR)	Mid-to high density Residential	4.04	5.61%	196	49	1.17	5	1974/46
Golden Bay	Mid-to high density Residential	1.56	2.17%	84	54	5.14	12	1999/21
Intercoastal	Mid-to high density Residential	4.31	5.99%	795	184	7.16	24	2001-2002/19
Beach Place	Mid-to high density Residential	7.10	9.86%	308	43	1.10	6	1972-1977/48
Plaza of America	Mid-to high density Residential	18.37	25.52%	850	46	1.31	10	1979/41
Epicure	Mixed-use business	3.13	4.35%	-		0.21	1	1953/67
Rk Center (17100)	Mixed-use business	3.59	4.98%	-		0.60	2	1990/30
Rk Center (17070)	Mixed-use business	6.43	8.93%	-		0.41	2	1956/64
Rk Center (16800)	Mixed-use business	5.79	8.04%	-		0.39	1	1996/24
Rk Center (16830)	Mixed-use business	0.52	0.72%	-		0.20	1	41456
Shell Gas Station	Mixed-use business	0.45	0.63%	-		0.09	1	1961/59
Newport Parking Lot	Mixed-use business	1.58	2.19%	-		-	-	1969/51
		<b>71.99</b>	<b>100.00%</b>	<b>2,835</b>		<b>-</b>		

Note: Submerged land is not included in the property acreage calculations



# Residential density today



- 1 0-40 DU/AC
- 4 41-60 DU/AC
- 2 61-100 DU/AC
- 1 100+ DU/AC
- NON-RESIDENTIAL DEVELOPMENT

## RESIDENTIAL DENSITY

**67**  
current average density  
(dwellings/acre)

**25-184**  
range of density in existing  
residential development  
(dwellings/acre)



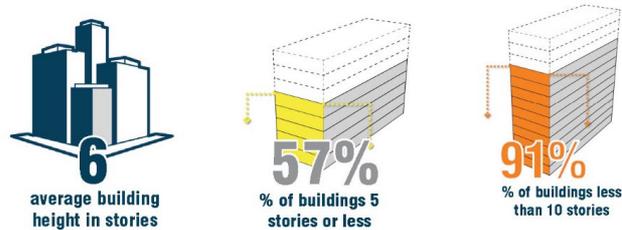
# Land use and development



## LAND USE ALLOCATION



## BUILDING HEIGHT



## BUILDING AGE



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# Mixed form and character



# Comparison of allowed v. existing

DOCUMENT	COMPREHENSIVE PLAN			ZONING CODE	EXISTING CONDITIONS
	MEDIUM-HIGH DENSITY RESIDENTIAL	MIXED-USE BUSINESS	TCNO	TCZD	
MEASURE					
<b>DENSITY</b>	<p>Base: 25-50 DU/AC</p> <p><b>Waterfront sites* bonus:</b> Up to 60 DU/AC (*all the waterfront property is currently developed)</p> <p><b>Affordable housing bonus:</b> Up to 65 DU/AC</p>	<p>Base: 25 DU/AC</p> <p>Up to 85 DU/AC achievable through bonuses</p>	<p>No density measure in place</p>	<p>60 DU/AC</p> <p>The current exception for properties along the Sunny Isles Beach Blvd. south edge applies to the new TCNO; but the TCZD needs to be □ □ □ □</p>	<p><b>Average:</b> 67 DU/AC districtwide</p> <p>On a site-by-site basis, residential density varies greatly, ranging from 25 DU/AC (Salem House) to 184 DU/AC (Intracoastal Yacht Club)</p>
<b>INTENSITY</b>	<p>Base: 2.0 FAR</p> <p><b>Waterfront sites* bonus:</b> Up to 2.5 FAR (*all the waterfront property is currently developed)</p>	<p>2.0 FAR</p>	<p>No intensity measure in place. Mixed-use developments greater than 3 acres in size must balance their allocation of FAR</p>	<p>Base: 2.5 FAR</p> <p><b>Bonuses:</b> up to 4.5 FAR through a variety of bonuses, all with conditions</p>	<p><b>Average:</b> 2.0 FAR</p> <p>On a site-by-site basis, FARs vary greatly:</p> <p><b>Commercial:</b> 0.09-0.6 <b>Residential:</b> 0.43-7.16</p>
<b>HEIGHT</b>	<p>No height measures are included in the Comprehensive Plan</p>	<p>No height measures are included in the Comprehensive Plan</p>	<p>No height measures are included in the Comprehensive Plan</p>	<p>The maximum height is based on street type, which varies by location. The maximum "attainable" height is 290 ft (approx. 24 stories) only applicable to the south edge of Sunny Isles Beach Blvd.</p>	<p><b>Average:</b> 6 stories district wide</p> <p>On a site-by-site basis, heights vary greatly:</p> <p><b>Commercial:</b> 1-2 stories <b>Residential:</b> 2-20* stories (excluding parking)</p>

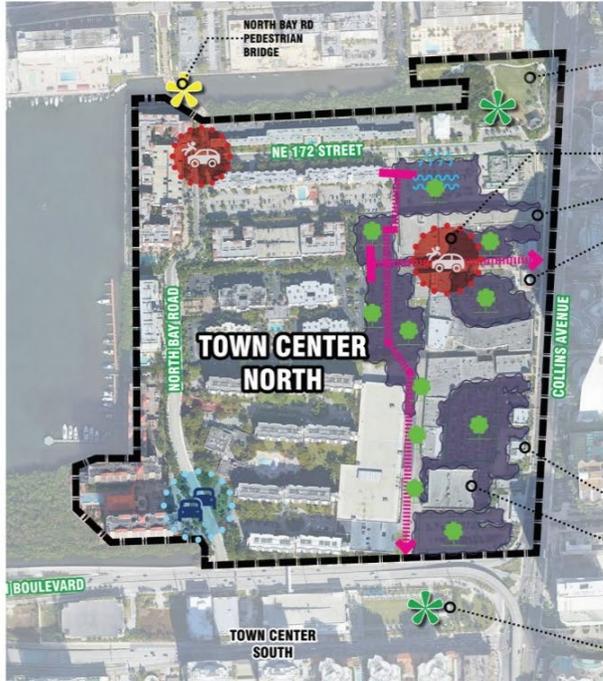
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# Strengths and weaknesses



# Assets, challenges & opportunities



Key	Assets	Challenges	Opportunity
		Flooding "hot spot"	Improve stormwater management
	Parks		Leverage for expanded recreation & event programming
	Bridge		Leverage for improved walkability, connectivity, safety and identity
		Point of pedestrian/vehicular conflict	Improve safety
		Points of vehicular conflict	Improve access management and safety
		Gaps in internal circulation	Improve connectivity, walkability and safety
	Surface parking areas		Potential for future redevelopment
		Areas lacking tree canopy	Improve tree coverage and lower heat island effect

The TCNO is unique for Sunny Isles Beach due to its demographics, scale and setting, which has remained static compared to other parts of the City. The area is an important local destination, appreciated for its compactness and walkability. Challenges include inadequate connectivity, outdated design, pedestrian safety issues and flood hot spots.

# HIGHLIGHTS OF PUBLIC INPUT



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# What people said (likes and dislikes)

"There's no balance of buildings with green space."

"It is ugly. It needs landscaping and the cafes and stores on Collins Avenue have no cohesion"

"Needs to be better maintained and the business mix need to better reflect the vision/brand/identity of Sunny Isles Beach."

"It's a little oasis between skyscraper."

"It is the only area left [in the City] that is not suffocated by building upon building."

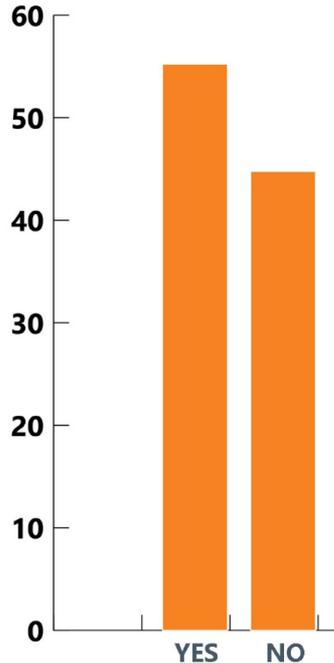
"It looks like a typical (ugly) strip mall and unless you know what's in there, it's easy to just drive past."

"I can see the sunsets and walk through the area without feeling like I'm in a canyon of concrete. Neighbors still know each other."

"Layout with parking lot in the middle is not easy to navigate."

# Relevance of the Overlay today

Does the current Town Center Vision remain relevant? Should the City keep the overlay designation?



**What City policies apply here today?**

**Sticky Notes:**

- Keep zoning the same
- 2 zoning as is now
- Keep the current density and intensity
- Handout of CEAS has better ideas
- Keep the residential at least
- Urban policy for commercial
- NO
- NO Residential
- Reduce Density
- Open Space
- Traffic Issues
- More Commercial
- Small Business Viability

**Map: Future Land Use Map 2016-2030**

**Base districts:** Land within the Town Center area is split between two base land use district classifications, as shown on the map.

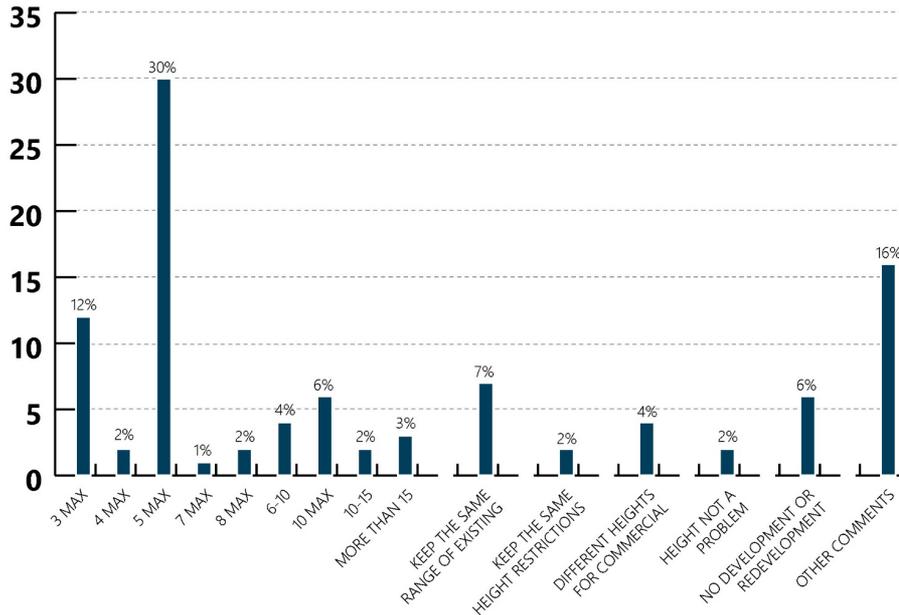
- Medium - High Density Residential:** This classification allows mid to high-rise multifamily residential, convenience retail and services, utilities, communications, community and recreation facilities and schools serving the surrounding residential area.
  - Density: 25 to 50 dwelling units per gross acre.
  - Floor area ratio (FAR): 2.0 maximum.
  - Additional density and intensity may be allowed for certain types of projects under very specific circumstances spelled out in the Land Development Regulations.
- Mixed-Use Business:** This classification allows a mix of urban housing types and retail, business and professional services in an environment primarily oriented to the pedestrian. Hotels, medical buildings, entertainment and cultural facilities, schools, amusements and commercial recreation are also allowed. Vertical mixed-use development is encouraged.
  - Density: 25 dwelling units per acre, but additional density up to 80 units per acre may be obtained with density bonuses.
  - Floor area ratio (FAR): 2.0 maximum. (The number of hotel rooms is controlled by FAR.)

**Proposed Town Center North Overlay:** A second "layer" of land use policy, which modifies and supplements the underlying classifications. Here is a summary of the overlay policy for the Town Center area.

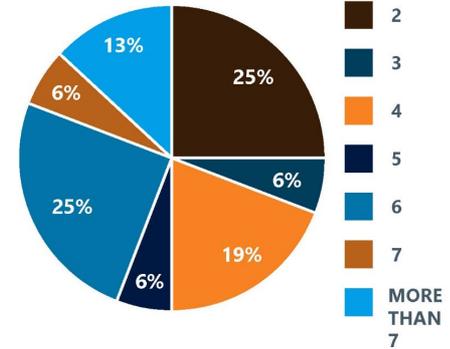
- Design-united area, with a balanced mix of retail, office and residential
- Accessible to high intensity concentration of urban functions
- Physically cohesive.
- Directly accessible by mass transit.
- High-quality urban design and architecture.
- Active pedestrian environments.
- High internal and external connectivity.
- Active center for a variety of functions.
- Streets designed for pedestrian mobility, interest and comfort.
- Focal points such as plazas and squares as organizing elements.

# Building height preferences

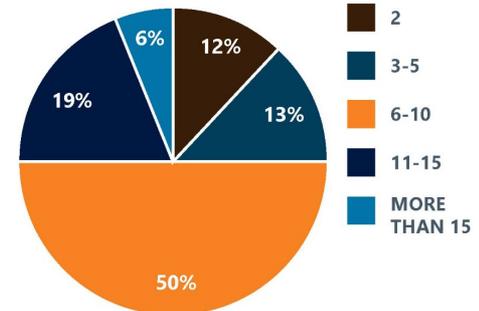
WHAT ARE REASONABLE BUILDING HEIGHTS (IN STORIES) FOR THE TCNO?



WHAT IS A REASONABLE BUILDING HEIGHT (IN STORIES) FOR THE COMMERCIAL PORTION OF THE TOWN CENTER?



WHAT IS A REASONABLE BUILDING HEIGHT (IN STORIES) FOR THE RESIDENTIAL PORTION OF THE TOWN CENTER?





# What people said (aspirations)

“A place for teens to hang out.”

“No more housing”

“A walkable area with more sustainable designs that incorporate the LEED approach.”

“Better shopping and better appearance.”

“Mixed use.  
As long as it’s beautiful.”

“Culture. Art.  
Landscaping.”

“The Town Center is fine as is.”

“Green and open space.”

“Commercial space on lower levels and more affordable housing for the City above.”

# Top aspirations

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Pedestrian Safety

Keep as is

Green Space

Improve Appearance

More Parks Art

Mixed Use

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# What is your greatest aspiration for the Town Center North?

# ELEMENTS OF A VISION



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# What is a Town Center?



**Integrated  
Mix of Uses**



**Central  
Gathering  
Spaces**



**Emphasis on  
Pedestrian  
Mobility**



**Memorable  
and Enduring**



**Connectivity**



**Quality  
Urban  
Design**



**Quality  
Architecture**



**Strong Civic  
Identity**

# Town Center precedents



West Palm Beach - Rosemary Square\*

\* Formerly City Place. Image credit: Related Companies



Miami - Midtown



Coral Gables - Village of Merrick Park



Miami - Coconut Grove

# Elements of a vision

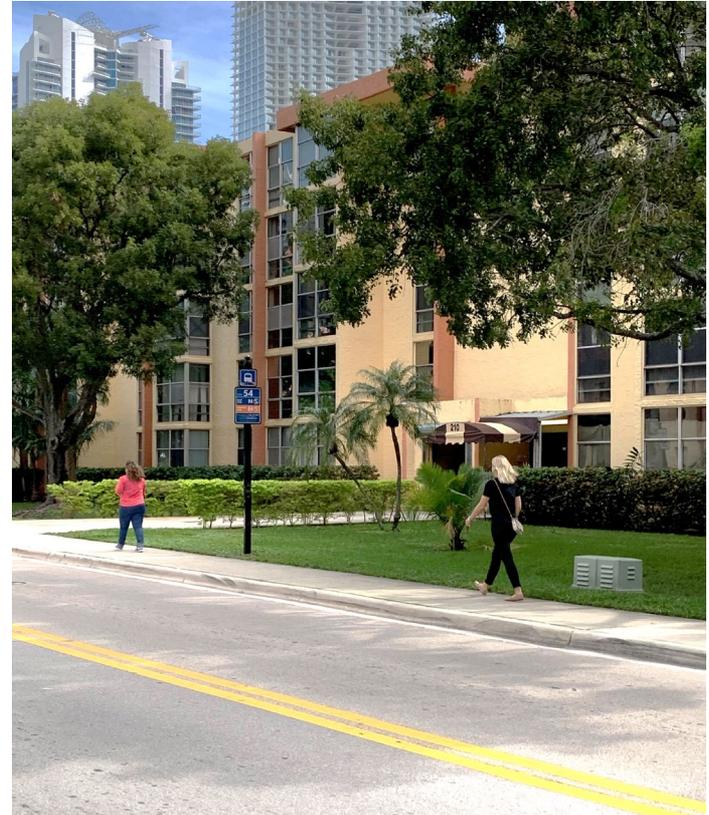
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- *Distinct*: The TCNO is different from the surrounding area.
- *Oasis*: The TCNO provides a sense of retreat.



# Elements of a vision (cont'd)

- *Destination:* Keep the TCNO as an important, multifunctional activity center for locals and visitors. Add more and higher quality shopping and dining + new entertainment and civic uses.
- *Livable:*
  - Human scaled.
  - Multimodal
  - Accessible.
  - Open
  - Updated.



# Which element of the vision is most important to you?

Distinctiveness

Oasis-like

Destination  
(activity hub)

Livability

Other

# FRAMING CHOICES

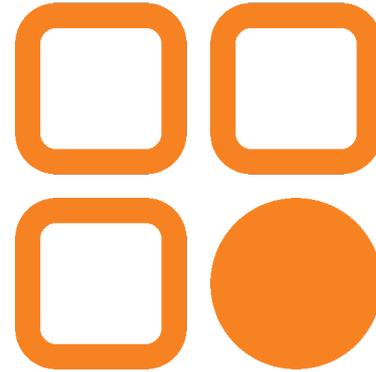


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# Our approach

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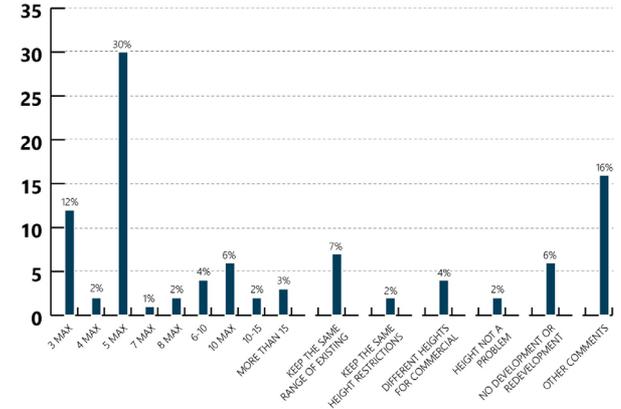
- Identify and understand viable options and what they involve.
- Four (4) options identified.
- Not an exhaustive list.
- Broad concepts/general direction to help guide decision-making.



# Evaluating choices

- Ability to compare pros and cons side by side
- Factor selection:
  - Does it incorporate community input?
  - Is it consistent with policies in the comprehensive plan?
  - Is it legally defensible?
  - Is it achievable within the limitations of our resources and timeframes?

WHAT ARE REASONABLE BUILDING HEIGHTS (IN STORIES) FOR THE TCNO?



# Scoring factor: community response

This factor takes into consideration input received via the community engagement process. It also refers to common ground identified through the process on specific topics or ideas. Response from the community may range from most favorable to least favorable (adverse).

## COMMUNITY RESPONSE



1  
LEAST  
FAVORABLE

5  
MOST  
FAVORABLE

Refers to input provided via the community engagement process. It also refers to consensus identified regarding specific ideas.

# Scoring factor: risk

This factor refers to potential development rights, legal and/or fiscal ramifications to the City, based on an initial estimate of the development impact of potential changes, as well as on feedback received from the City Attorney. Risk may be to the City as an entity, but it may also involve the City as a community. Risk ranges from very high to very low and can originate in different factors (particularly legal risk).

## RISK



Refers to potential development rights, legal and fiscal ramifications to the City, based on an estimate of the development impact of changes, as well as on feedback from the City Attorney.

# Scoring factor: degree of complexity

- This criterion reflects on the relative level of exertion and momentum that may be required to bring an option to fruition. It refers to coordination between different City parties and different elements of the effort, technical difficulty (e.g., necessary research, analyses, documentation to assemble, etc.), thresholds to meet, etc. This factor impacts City resources (e.g., staff capacity). Complexity ranges from very high to very low.

## COMPLEXITY



Reflects the relative level of exertion required in terms of City coordination and effort due to thresholds to meet, technical analyses to prepare, and/or documentation to assemble due to the number of “moving parts”.

# Scoring factor: process expediency

This factor considers the estimated process length and pace of the based on the number or difficulty of local administrative or legislative requirements and the applicable level of state review. Some of the options involve multiple reviews that may occur on different timelines. This factor considers the expiration of the City's current moratorium and zoning in progress.

## PROCESS EXPEDIENCY



Indicates the estimated length and pace of the process based on the number of local administrative or legislative requirements and the applicable level of State review.

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# What other factors, if any, should we consider in evaluating the options?

# “Let it be”

Maintains the current boundary, vision and guiding principles of the Comprehensive Plan “as is.”

### What choosing this path entails:

- Comprehensive Plan text amendment to add intensity and density measures. (Community response and risk may vary depending on which metrics are chosen.)
- Zoning Code text changes to the TCZD may be needed to achieve consistency with the 2019 Comprehensive Plan change (i.e., the split of the TCO).
- While no FLUM map amendment is necessary in this option, the Zoning Map must be amended to match the Zoning Code changes.

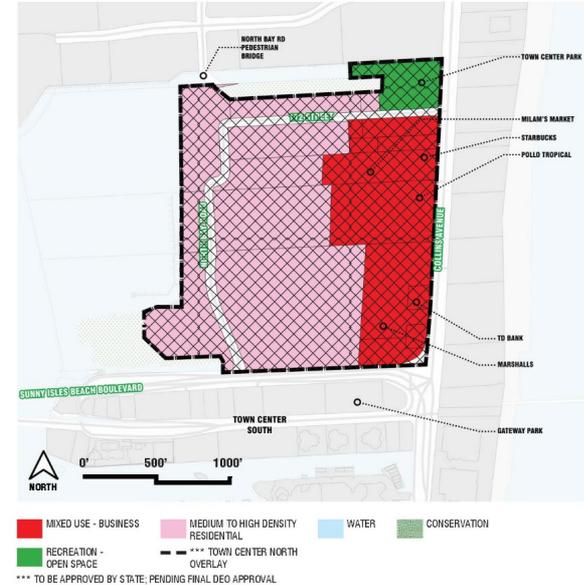
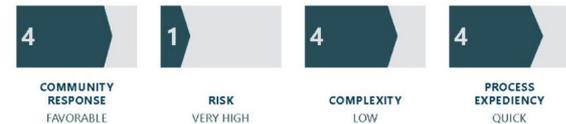


Figure 12: “Let it Be” Option



CUMULATIVE SCORE: 13

# “A new vision”

Replaces the TCNO with a base land use designation and new principles and guidelines based on public input collected. These standards could go into the Zoning Code.

### What choosing this path entails:

- Requires Comprehensive Plan text amendments to eliminate the existing TCNO description and to create a new land use designation, including density and intensity measures.
- A FLUM amendment is required to eliminate the overlay and to re-designate properties within the current overlay to the new base district.
- Concurrent Zoning Code text and Zoning Map amendment are likely necessary.

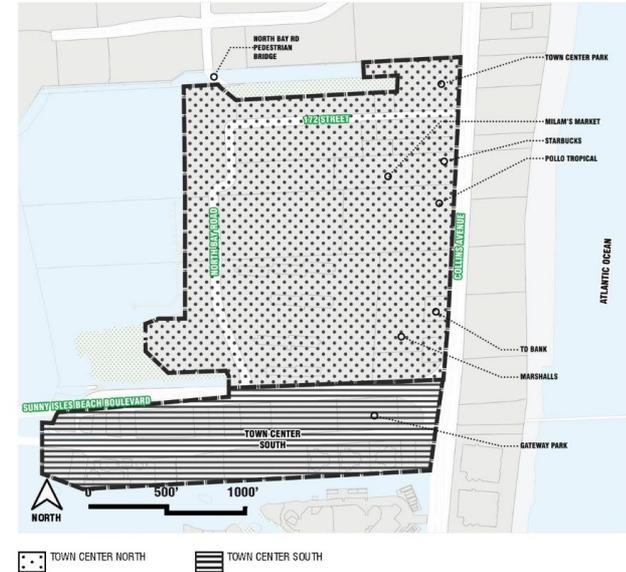


Figure 13: “A New Vision” Option



# “Toss it away”

Eliminates the TCNO, leaving the existing underlying land use districts (Medium to High Density Residential and Mixed-Use Business) to guide future redevelopment.

### What choosing this path entails:

- Considers whether the City really needs a designated “town center.”
- Requires Comprehensive Plan text and FLUM amendments to eliminate the TCNO.
- Text amendments to the Zoning Code are needed to eliminate the TCZD zoning designation.
- Zoning map amendment is needed to rezone the land currently designated TCZD to other, more appropriate zoning designations (compatible with the underlying future land use districts).
- The Zoning Code will have to be amended to match changes in the Comprehensive Plan. Zoning Map changes are also necessary.

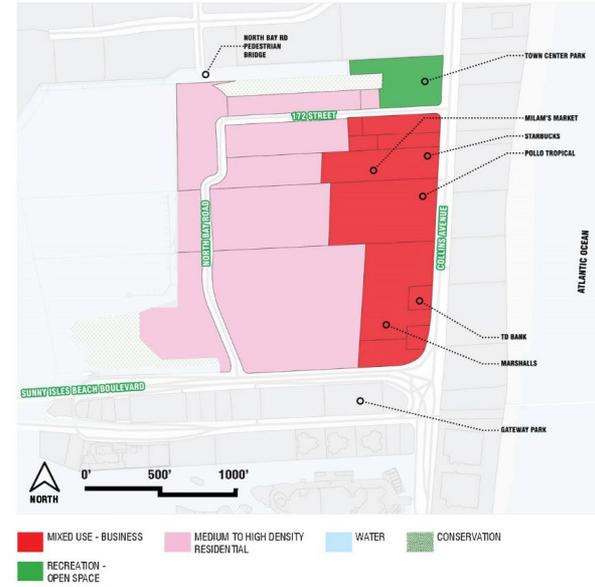


Figure 14: “Toss it Away” Option



# “A narrower focus”

Partition the TCNO, redrawing the footprint so the overlay applies only to the commercial area. In the residential area, development would be controlled by the underlying designation.

## What choosing this path entails:

- Requires a FLUM amendment to remove the TCNO designation from the residential portion of the current district.
- Requires a Zoning Map amendment to redraw the boundary of the TCZD to match the FLUM, and to rezone the residential portion of the current TCZD to a different zoning designation.
- Comprehensive Plan and Zoning Code text amendments may be necessary to clarify the changes in the nature and extent of the overlay and the TCZD.

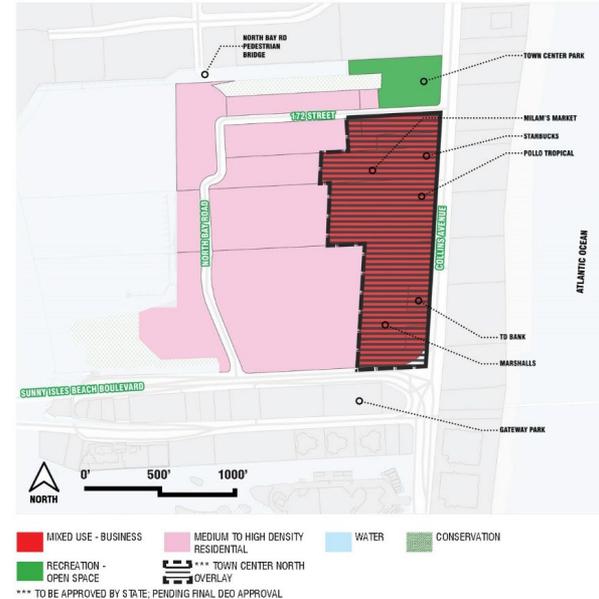


Figure 15: “A Narrower Focus” Option



# reENVISIONING THE TOWN CENTER NORTH OVERLAY

## Summary score card

### Option LET IT BE

This option entails keeping the Town Center North Overlay (TCNO) in the Comprehensive Plan.



#### Implications:

- While keeping the current boundary and character of the TCNO, intensity and density measures must be added via a text amendment to achieve compliance with the Florida Statutes (these metrics are not in the Comprehensive Plan today). Community response and risk may vary depending on which metrics are chosen.
- Zoning Code text changes to the TCD may be needed to achieve compliance with the 2019 Comprehensive Plan change (i.e., the split of the TCO).
- While no FLUM map amendment is necessary in this option, the Zoning Map must be amended to match the Zoning Code changes.

### Option A NEW VISION

In this option, a new "Town Center North" land use designation (a base district) would be established to replace the TCNO. New guidelines would be created as part of the new district (reusing elements that work from the existing overlay).



#### Implications:

- Requires Comprehensive Plan text amendments to create a new land use designation, with its own density and intensity measures, and to eliminate the existing TCNO.
- A FLUM amendment is required to re-designate properties within the current overlay to the new base district.\*
- The Zoning Code will have to be amended to match changes in the Comprehensive Plan. Zoning Map changes are also necessary.

### Option TOSS IT AWAY

This option would simply eliminate the TCNO in the Comprehensive Plan, leaving the existing underlying land use districts (Medium to High Density Residential and Mixed-Use Business) to guide future development and redevelopment.



#### Implications:

- Considers whether the City really needs a designated "town center."
- Requires Comprehensive Plan text and FLUM amendments to eliminate the TCNO.
- Text amendments to the Zoning Code are needed to eliminate the TCD zoning designation.\*
- Zoning map amendment is needed to rezone the land currently designated TCD to the more appropriate zoning designations (compatible with the underlying future land use districts).

### Option A NARROWER FOCUS

In this option, the Town Center North would be subdivided to reflect the current character of the area. The TCNO is shrunk (or redrawn) to apply only to the present commercial area, i.e., properties fronting on Collins Avenue. The TCNO guidelines could be adjusted based on public feedback. The TCNO would be removed from the residential portion of the district, and development there would be controlled by the underlying Medium to High Density Residential designation.



#### Implications:

- Requires a FLUM amendment to remove the TCNO designation from the residential portion of the current district.
- Requires a Zoning Map amendment to redraw the boundary of the TCD to match the FLUM, and to rezone the residential portion of the current TCD to a different zoning designation.
- Comprehensive Plan and Zoning Code text amendments may be necessary to clarify the changes in the nature and extent of the overlay and the TCD.



\* A variation in this option could be to consider whether the Town Center, as a general concept, should be applied (i.e., relocated) to an entirely different area of the City. This may require regrouping and assessing the implications of this. A separate study may be needed.



\* A variation in this option could be to convert the TCD base designation to a zoning overlay with any necessary variations, for example, adding in design guidelines from the Comprehensive Plan. This change still would require Zoning Code and Zoning Map amendments.



# Key Considerations

## Density and Intensity

**Measures:** Statutorily required. Provide direction to staff regarding these metrics (i.e., keep the same, change, reduce, etc.).

**Development Capacity:** Ensure any changes advance a legitimate public interest, and that property owners retain an economically reasonable use of land.

## Defining Building Height:

Encourage a mix of building forms and masses.

- Number of stories vs. linear feet
- Add a definition of “story”
- Simplify or eliminate the Street Frontage Plan



**Avila South**  
5 Stories / Density = 49 du/ac



**Plaza of the Americas:**  
9-10 Stories / Density = 46 du/ac

# Based on what you know at this time, which choice would you advise to the Commission?

"Let it be"  
(purple)

"A new vision"  
(gold)

"Toss it away"  
(green)

"A narrower  
focus" (teal)

# Other Issues

---

- Walkability.
  - Redevelopment prospects.
  - Site and building design.
  - Parking.
  - Bus stops.
  - Transportation/congestion.
  - School capacity.
  - High school.
- Citywide issues

# Which of these issues is your top priority?

Walkability

Redevelopment prospects

Site and building design

Parking

Bus stops

Transportation/traffic congestion

School capacity/high school

Other

When poll is active, respond at [Pollev.com/tcno](https://Pollev.com/tcno)

Text **TCNO** to **22333** once to join

**If you chose "Other," please explain what that means.**

# Which of these groups includes your age?

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Younger than 18   19-24   25-34   35-44   45-54   55-64   65-74   75 or older

# What happens after tonight?

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- The draft document may be reviewed, and comments submitted: <https://www.sibfl.net/towncenternorth/>
- All input will be considered, incorporated or addressed.
- A final draft will be presented to the City Commission.
- Public input is welcome at Commission meetings.
- The Commission will select a path to proceed.
- Staff will prepare all necessary documentation based on Commission direction.



**THANK YOU FOR  
YOUR ATTENTION!**



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