

The Future of Midtown

Presentation Outline

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- *What makes successful Midtowns*
- *Comprehensive Plan Guidance*
- *Plan Objectives & Policies*
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- *Existing Land-use and Density*
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Plan Area, History & Research

Plan Area

- The total gross acreage in Midtown is 198-acres and there are 127-parcels in Midtown.

History

- 2008, 2009 & 2010: Community outreach, Planning Board and City Council discussions
- July 14th, 2010: CRA ad-hoc Committee voted to table the creation of a CRA for two-years and voted to recommend the Planning Board continue its study of commercial overlays in Midtown
- June 6th, 2011: Adoption of Ordinance 11-05
- October 28th, 2011: Planning Board directed staff to prepare a "Draft" Midtown Plan

Research

- Received public comments and citizen input
- Previous draft documents, city adopted plans, mtg. minutes and proposed findings
- Suggestions from "Walking Audit" with Dan Burden

What makes successful Midtowns

ACTIVITY GENERATORS



OUTDOOR SEATING



What makes successful Midtowns

AMENITIES



COMMUNITY AND SPECIAL EVENTS



What makes successful Midtowns

WAY-FINDING SIGNS/THEMES



WALKABLE STREETS/ALLEYS



What makes successful Midtowns

TRAFFIC CALMING DEVICES



What makes successful Midtowns

PUBLIC ART



Comprehensive Plan Guidance

- Future Land-use Element Goal:

To enhance Marco Island's quality of life, environmental quality, and tropical small town and resort character by managing growth and assuring a stable residential community with sufficient businesses to serve the needs of residents and visitors.

- Transportation Element Goal:

To provide and encourage a multimodal transportation system that meets the circulation needs of Marco Island in a safe and efficient manner but does not adversely impact the quality of life of the residents.

Plan Objectives & Policies

- The objective of this plan is to serve as a road map for current stakeholders and future investors within Marco Island's Midtown, while creating an action oriented Midtown Plan that:
 - Outlines a vision for a healthy and strong midtown
 - Identifies the actions needed to accomplish the vision
 - Defines the organizations and people who will make it happen
- Plan Policies address:
 - Land-use
 - Transportation
 - Housing
 - Infrastructure
 - Parks and Open Space
 - Economic Development
 - Community Character
 - Public Safety

Vision (Overlay Sub-districts)

VISION

MIDTOWN IS MARCO ISLAND'S DISTRICT WHERE WE PROMOTE AND INCENTIVIZE DEVELOPMENT AND REDEVELOPMENT, WHILE ENSURING THE DESIGN OF PUBLIC AND PRIVATE IMPROVEMENTS INTEGRATE MIDTOWN'S SUB-DISTRICTS INTO A SAFE, COMPACT AND INTERCONNECTED CORE.

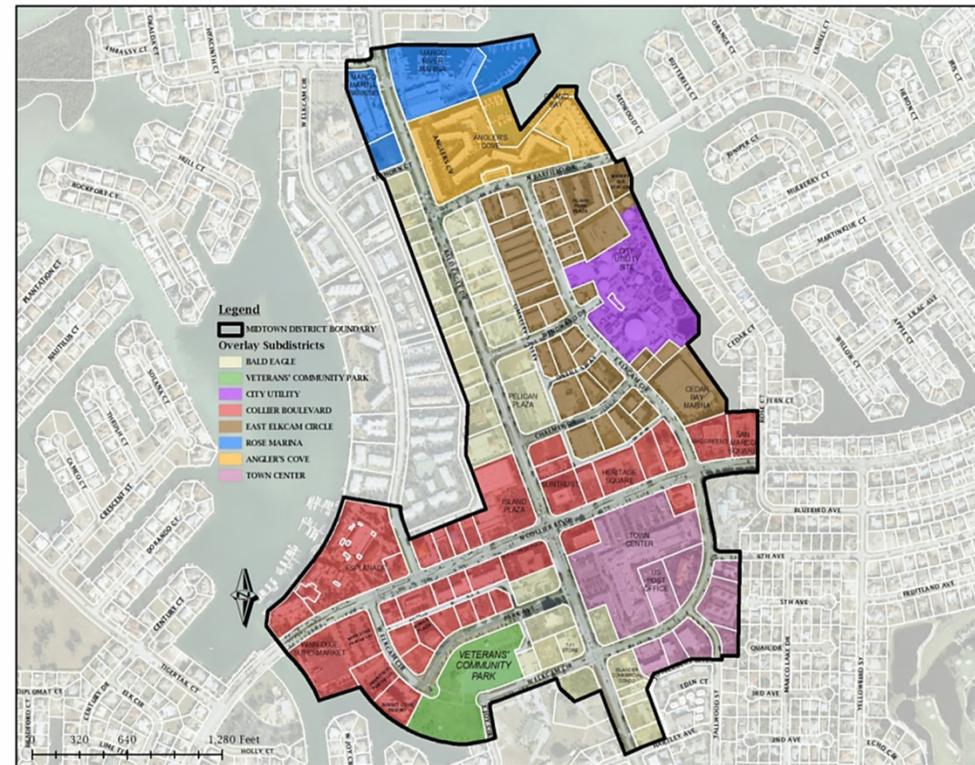
The proposed plan creates eight sub-districts within the Midtown boundary.

It is the intent of these sub-districts to maintain all current permitted land uses and densities while providing further incentives for new development and redevelopment.

The proposed plan recognizes and reflects desired uses, activities, access points/corridors, linkages, comfort levels and the desired community image in order to increase Midtown Marco Island's social and economic fabric.

The plan emphasizes the importance of public and private investments in streets and sidewalks, public spaces (parks and parking) and civic facilities which reinforces the importance of Midtown Marco Island.

OVERLAY SUB-DISTRICTS



Existing Land-use and Density

- This plan proposes to maintain all existing land uses, while recognizing the importance for further development incentives.
- This plan promotes the utilization of Development Agreements as a means of transferring Development Rights, per Ordinance 11-05.
- This plan does not propose to increase density as provided for in the Comprehensive Plan and approved on September 17, 2007.

Transfer of Development Rights Potential



<u>Water front Property</u>	<u>Existing available density</u>
	<i>*These have the potential to be transferred</i>
Marco River/Rose Marina	67*
Angler's Cove	0
Grand Bay	0
Sheriff's substation	10*
North water treatment plant	130*
Cedar Bay Marina	43*
San Marco Square	16*
Winn-Dixie	74*
Sunset Cove	0
Veterans Park	0
Esplanade	0
Total waterfront density	340
***Density calculated at 12 dwelling units per acre	
***C.A. = Credits Available	

Implementation Matrixes

SHORT TERM STRATEGIES: 1-3 YEARS	STAKEHOLDERS
Foster coordination with midtown businesses, which includes the development of a business retention and recruitment program	City of Marco Island, Chamber of Commerce and Midtown business owners
Program community events and festivals	City of Marco Island, Local private organizations and Midtown business owners
Implement themed banner and street sign program with a created Midtown insignia	City of Marco Island
Enhance sidewalk and storefront amenities to provide more bicycle parking and pedestrian access with sitting areas	City of Marco Island and Midtown business owners
Construct and install angled parking and landscaping within city right of ways, while removing illegally parked vehicles	City of Marco Island and Midtown property owners
Enhance pedestrian crossings and establish desired locations for mid-block crossings	City of Marco Island and Federal/State granting agencies
Enhance zoning and land development code language to incorporate the Plan Concepts and Land Use maps as proposed to improve landscaping, parking, setbacks, land uses and architectural and site design standards	City of Marco Island and Midtown stakeholders
Integrate way-finding signs for public parking and facilities	City of Marco Island
Identify sidewalk and lighting districts	City of Marco Island
Develop venues for entertainment, including the development of a bandshell at Veterans' Community Park	City of Marco Island
Establish appropriate sustainable design standards as Marco Island development guidelines for commercial and multifamily development, which are consistent with (LEED) – Leadership in Energy and Environmental Design	City of Marco Island and Midtown stakeholders

Implementation Matrixes

MID TERM STRATEGIES: 3-7 YEARS	STAKEHOLDERS
Evaluate Redevelopment financing/programming options to determine which best suites Marco Island's needs. Some options include: "Florida" Main Street Program, Community Redevelopment Agencies (CRA), Tax Increment Financing (TIF) and Downtown Development/Improvement Authorities (DDA & DIA)	City of Marco Island and Midtown business/property owners
Establish Midtown Gateway Entrances with uniform landscaping and signage at the below locations: <ol style="list-style-type: none"> 1. Jane Hittler Park and N. Collier Blvd. on the West-end 2. Rose Marina and Bald Eagle Dr. on the North-end 3. Rose Ct. and N. Collier Blvd. on East-end 4. Hartley Ave. and Bald Eagle Dr. on the South-end 	City of Marco Island
Promote and enhance the existing bike paths Master Plan	Ad-Hoc Bike Pathways Advisory Committee
Expand hotel and lodging opportunities through the implementation of the Transfer of Development Rights exchange program	City of Marco Island, property owners and developers
Develop the Bay Walk trail connecting Veterans' Community Park to the Esplanade along the southwestern edge of Midtown	City of Marco Island and Federal/State granting agencies
Develop a fishing pier at the north end of Jane Hittler Park	City of Marco Island
Enhance wireless access and communications within Midtown	City of Marco Island and Midtown business/property owners
Improve the function and aesthetics of alleys to enhance loading and unloading zones, parking and service (dumpster) accommodations	City of Marco Island and Midtown business/property owners
Provide opportunities to allow building construction closer to streets	City of Marco Island
Construct a traffic calming device at the Bald Eagle Drive and N. Barfield Drive intersection	City of Marco Island

Implementation Matrixes

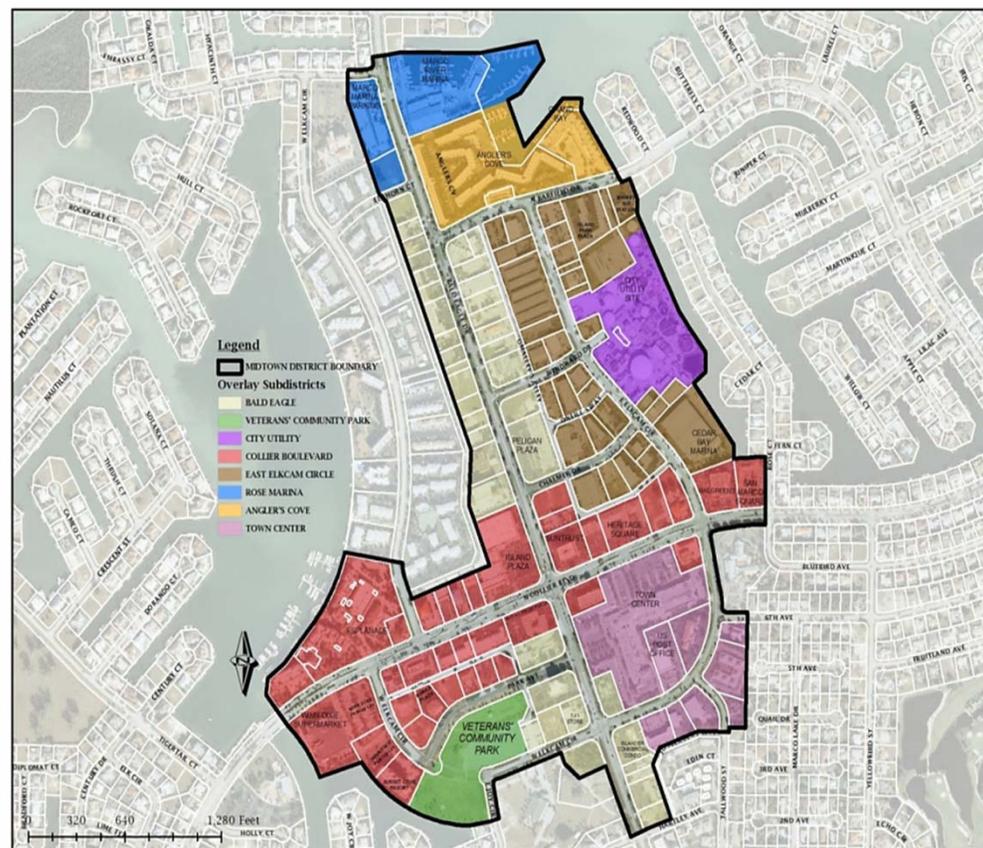
LONG TERM STRATEGIES: 7+ YEARS	STAKEHOLDERS
Evaluate the midtown parking demand and identify opportunities to provide additional public parking	City of Marco Island and Federal/State granting agencies
Enhance the existing Collier Area Transit (CAT) system by finding incentives and opportunities to increase ridership, number of stops and hours of operation	City of Marco Island, Hotels/Resorts and Condominiums, Midtown business owners and the Collier Area Transit (CAT) administration
Further develop all of Veterans' Community Park amenities	City of Marco Island
Preserve existing marinas for public use and access while promoting economic development of additional marinas, restaurants and other waterfront uses	City of Marco Island and Midtown property owners
Improve and complete the installation of all sidewalk and lighting districts	City of Marco Island, property owners and developers
Continue managing and further support community and special events at Veterans' Community Park	City of Marco Island
Develop land development code incentives to entice Midtown businesses and property owners to improve their building aesthetics and update building facades	City of Marco Island, property owners and developers
Maintain and further develop stormwater management facilities	City of Marco Island

Planning Board Feedback

PROPOSED NEXT STEPS

- Questions, Comments and Community Dialogues
- Work with Arts Advisory Committee to design Midtown insignia
- Town Hall Meeting for public review and citizen input
- Plan refinement and creation of an Alternative Plan
- Final Plan adoption

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Contact Information

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Please e-mail or call with any questions or comments!