An Advisory Services Panel for Anna Maria Island, FL

February 22-27, 2015
About the Urban Land Institute

• The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

• ULI is a membership organization with nearly 32,000 members, worldwide representing the spectrum of real estate development, land use planning and financial disciplines, working in private enterprise and public service.

• What the Urban Land Institute does:
  – Conducts Research
  – Provides a forum for sharing of best practices
  – Writes, edits and publishes books and magazines
  – Organizes and conducts meetings
  – Directs outreach programs
  – Conducts Advisory Services Panels
The Advisory Services Program

• Since 1947
• 15 - 20 panels a year on a variety of land use subjects
• Provides independent, objective candid advice on important land use and real estate issues
• Process
  • Review background materials
  • Receive a sponsor presentation & tour
  • Conduct stakeholder interviews
  • Consider data, frame issues and write recommendations
  • Make presentation
  • Produce a final report
Thanks to the following sponsors and supporters:

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- Mayor Dan Murphy
- Former Mayor Sue Lynn
- Vice-Mayor Chuck Webb
- Commissioner Carol Carter
- Commissioner Doug Copeland
- Commissioner Dale Woodland
- Commissioner Nancy Yetter
- City of Anna Maria Staff

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- Former Mayor Carmel Monti
- Commission Chair Jean Peelen
- Commissioner Marvin Grossman
- Commissioner Pat Morton
- Commission Carol Soustek
- Commissioner Judy Titsworth
- City of Holmes Beach Staff

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- Vice Mayor Jack Clarke
- Commissioner Janie Robertson
- Commissioner Ed Straight
- Commissioner Jan Vosburgh
- City of Bradenton Beach Staff

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- Commissioner Carol Whitmore

AMI ULI Committee:
- Nancy Ambrose
- Rick Bisio
- David Cheshire
- Nancy Deal
- Dick Motzer
- Wayne Patterson
- Bob Rosas
- Jed Wilkinson
- Randy Billman

Funding Provided by Manatee County
The Panel

- Alex J. Rose, Continental Development Corporation, El Segundo, CA
- Dan Conway, THK Associates, Aurora, CO
- Tyler Meyr, Forum Studio, Saint Louis, MO
- Paul Moore, Nelson\Nygaard Consulting Associates, Los Angeles, CA
- Klaus Philipsen, ArchPlan, Baltimore, MD
- George Ruther, Town of Vail, Vail, CO
- Jennifer Senick, Rutgers Center for Green Building, New Brunswick, NJ
- Ross Tilghman, Tilghman Group, Seattle, WA

ULI Staff

- Tom Eitler
- Beth Silverman
- Kathryn Craig
- Carly Bushong
Panel Overarching Assignment

- Evaluate the redevelopment pressures facing AMI.
- Evaluate AMI’s positioning as an “Old Florida” beach community.
- Evaluate current land uses and public policy related to “Old Florida” objective.
- How can the three cities leverage a shared vision?
- What are ways to improve connectivity between the AMI cities, mainland, and Longboat Key?
- Design considerations to improve functionality and beauty of downtown shopping areas, beaches, bay side and its piers, and AMI parks.
- How can the three cities gain efficiencies through combined/shared city services?
- What could AMI look like 10, 20, or even 50 years from now?
- Provide an action plan to help AMI better prepare for the future.
Presentation Overview

• Controlled Redevelopment

• Evolution and change is a constant but represent preservation opportunities as well.

• Challenges are the opportunities to shape AMI’s future

• The Island Plan is the key to achieving the results AMI desires by the choices AMI makes
Presentation Teams

- AMI, Regional Market Economic Overview
  - Dan Conway
- AMI Development Profile
  - Tyler Meyr
- Planning, Design, Circulation and Infrastructure
  - Klaus Philipsen, Ross Tilghman, Paul Moore
- Action Planning
  - George Ruther, Jennifer Senick
**Market Snapshot: Population**

Permanent population of 6,466 people residing in 3,438 households

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Anna Maria</td>
<td>1,444</td>
<td>239</td>
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<tr>
<td>Bradenton Beach</td>
<td>1,183</td>
<td>510</td>
</tr>
<tr>
<td>Holmes Beach</td>
<td>3,839</td>
<td>1,012</td>
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<tr>
<td>Island Total</td>
<td>6,466</td>
<td>1,761</td>
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Construction: Residential Trends

- 112 single-family units
- 40 multifamily units
- Declining annual residential construction
Seasonal Housing

- 4,350 seasonal or other housing units
- 70% occupancy
- 10,000 occupants
## Existing Commercial Development

<table>
<thead>
<tr>
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<th>Square Feet</th>
<th>Estimated Employees</th>
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<tbody>
<tr>
<td>City of Anna Maria</td>
<td>122,694</td>
<td>410</td>
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<tr>
<td>Bradenton Beach</td>
<td>179,163</td>
<td>600</td>
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<tr>
<td>Holmes Beach</td>
<td>441,353</td>
<td>1,470</td>
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<td><strong>Total Commercial</strong></td>
<td><strong>743,210</strong></td>
<td><strong>2,480</strong></td>
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<tr>
<td>Domestic and Other Employees</td>
<td></td>
<td>2110</td>
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<tr>
<td><strong>Total Employees</strong></td>
<td></td>
<td><strong>4,590</strong></td>
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</table>
Employee Housing Needs

- 38% residents commute off island
- On island workers housing needs = approx. 2,000 units
Metropolitan Area Growth Pressures

- Tampa Bay Metroplex
  - 32,000 new jobs per year
  - Population of 3.6 million people to grow by 48,000 people in 19,000 households annually.

- Manatee County
  - 167,000 employees
  - Population of 346,000 people grow by almost 6,700 people per year in 2,750 household.
Projected Housing and Commercial Growth

- Single Family Units: 80 – 90 per year
- Multifamily Units: 20 – 30 per year
- Commercial: 20,000 square feet
- Hotel Rooms: 40 – 60 per year
Anna Maria Island Development Overview
Opportunity
Identity
Community
Ecology
Character

Assessment

• Strong economic growth powered by visitors and region

• Demographic changes

• More development and traffic congestion is coming to AMI
Opportunity
Identity
Community
Ecology
Character

Approach

• The community must collaborate to shape growth in their favor

• Create a forward thinking response rooted in its history

• Redefine what ‘Old Florida’ means for AMI with a new vision
Opportunity
Identity
Community
Ecology
Character

- Eclectic, small-scale character
- Balance of residents and visitors
- Sensitive, yet resilient natural habitat
Opportunity

Identity

Community

Ecology

Character
Opportunity
Identity
Community
Ecology
Character

Approach

- Maintain collective vision through effective leadership and empowered stakeholders
- Provide for diverse livelihoods and employment to deliver social stability
- Encourage more full and part-time residents without limiting visitors
Opportunity
Identity
Community
Ecology
Character
Opportunity
Identity
Community
Ecology
Character

**Approach**

- Initiate a comprehensive assessment of the local ecosystem, its natural processes, and stresses

- Build on current conservation efforts to be a model of sustainability and resilience

- Balance of economic development and conservation
Opportunity
Identity
Community
Ecology
Character
Opportunity
Identity
Community
Ecology
Character

Strategies

- Zones of change and preservation
- Reduce development pressure in residential zones and encourage preservation
- Should be developed as mixed use zones
Opportunity
Identity
Community
Ecology
Character
If you understand your community, you can effectively guide your future...

- **Identity** – eclectic, small-scale character
- **Community** – balance of residents and visitors
- **Ecology** – sensitive, yet resilient natural habitat
- **Character** – encourage positive development patterns
Placemaking
Precedent Sanibel

HISTORIC SITES AND STRUCTURES

Legend:
1. Sanibel Historical Village and Museum
   - Bailey Store
   - The Bump Cottage
   - Miss Charlotte's Tea Room
   - Clarence Rutland House
   - School for White Children
   - Morning Glories Cottage
   - Reed Homestead / 1910 Post Office
2. Sanibel Lighthouse
3. Wulfert Cemetery
4. Sanibel Cemetery
5. Indian Mound "A"
6. O. Bowen Grave
7. Rutland Graves
8. Bailey House
9. Cooper Homestead
10. School for Black Children
11. Nut House
12. Community House
13. Sanibel Community Church
14. The Beach House
15. Shore Haven
16. White Heron House

Source: This graphic was redrawn from the 1997 Sanibel Plan.
The principle source of the base map used in this illustration is from the Lee County Property Appraiser's Office.
Prepared by the Planning Department.
Sanibel’s Shared Use Path system is and will continue to be an invaluable resource, one of the “crown jewels” of the island. Sanibel’s Shared Use Path system will serve as a means for residents and visitors to move about the Island safely and easily under human power, reducing the need for using motorized vehicles on City streets and roads. The Path system will be designed and maintained in a manner that provides maximum access to frequently visited island destinations and is attractive and consistent with Sanibel’s unique character as a barrier island sanctuary and small town community.
R1-AA (SF up to 5.8/ac.)
R-1 (SF up to 5.8/ac.)
R-2 (Two-Family up to 10/ac.)
R-3 (Med. Density up to 10/ac.)
R-4 (Med. Density up to 10/ac.)
A-1 (MF/Seasonal Tourist up to 10/ac.)
C-1 Commercial
C-2 Commercial
C-3 Commercial
PSP Public/Semi-Public
POS Private Recreation/Open Space
REC Public Recreation
CON Conservation
Design Guidelines

to Enhance Community Appearance
and Protect Natural Resources
Utilizing rain water reduces runoff to our area waters, helps maintain water quality, and conserves potable drinking water. Planting indigenous plants helps control pests, creates habitat, and reduces the need for irrigation and fertilizers – again protecting our area waters. Sustainable gardening techniques and the opportunity to teach younger generations how to grow their own food is responsible community action. Getting to know your neighbors is priceless.
Charley would have blown Island apart

By Rick Catlin

Islander Reporter

Island residents who figured their homes would be safe from Hurricane Charley’s 145 mph winds shouldn’t be so snug.

Structures on Anna Maria Island built prior to 2001 were not constructed to withstand the force of such winds, said Holmes Beach Assistant Public Works Superintendent Tal Sassers.

Fact is, he said, only those buildings erected after the new Florida building codes were enacted in 2001 would have had a chance against that power of Mother Nature. Even those buildings, however, were only built to withstand sustained winds of 110 mph with a peak, three-second burst of 130 mph, he noted.

In other words, said Sassers, it’s “absolutely guaranteed” that the rooves of most, if not all Island homes and businesses, would have been “blown away” and few unboarded windows would have remained in the face of a 145-mph wind.

“I don’t think many houses would have survived,” he added. “Maybe the walls of a few buildings would still be standing.” And a lot of the older buildings built in the 1970s and 1980s would simply have disappeared under such a powerful force, or washed away by the storm surge, he added.

At noon on Aug. 13, forecasters had predicted Charley would make landfall in about six hours near the mouth of Tampa Bay as a Category 4 hurricane with sustained winds of near 120 mph. Instead, Charley took a right turn, passed 2 p.m., increased in strength, and came ashore in Port Charlotte around 6 p.m. as a Category 4 hurricane packing winds of 145 mph.

“We would have looked like Sendai if the storm had reached the Island,” said Sassers. The storm surge cut North Captiva Island into two separate sections, and on Captiva Island, wiped out a road and debris.

Please see Hurricane, Next Page
Management

BMP'S MATRIX

ROOFTOP & DOWNSPOUT CONTROLS

BIOFILTRATION FILTRATION & INFILTRATION

RETENTION DETENTION

VEGETATED

ROF

BIO

RET-DET

GREEN ROOFS
BLUE ROOFS
GREEN WALLS

GRASS FILTER STRIPS
VEGETATED SWEALES
RAIN GARDENS
PLANTER BOXES
TREE BOXES

RETENTION PONDS
DRAIN DETENTION PONDS
STROMWATER WETLANDS

NON VEGETATED

DOW

FIL

RET-DET

DOWNSPOUT DISCONNECTION
RAIN BARRELS
CISTERNS

SAND/ORGANIC FILTERS
UNDERGROUND SAND
FILTER
SOAKAGE TRENCHES
CATCH BASINS

UNDERGROUND TANKS
DETENTION VAULTS
PIPES AND TUNNELS
IN-LINE STORAGE

MIX

ROF-DOW

INF

RET-DET
Island Accessibility

- Obvious problems:
  - Too many cars at busy times
  - Free and unrestricted parking creates conflicts & uses valuable land

- Highly varied travel behavior in island resorts
  - Different needs among residents, renters, visitors, employees
  - Off-Island patterns differ from on-island

- Effective solutions require good information about each group
  - Trip origin & destination
  - Trip purpose
  - Means of travel
Island Carrying Capacity -- Transportation

- Traffic capacity determined by bridges and island roads
- Two-lane roads distinguish island from mainland
- Island roads now function at or near capacity
- Island can not receive more cars without stress, loss of character
Island Carrying Capacity

Transportation Budget

- Access Capacity is about 40,000 daily vehicles across bridges – that’s a “budget”
Island Carrying Capacity

Managing the Travel “Budget”

• Budget helps to set goals for managing travel needs

• Growth in one group requires either:
  – Reductions in another to maintain budget
  or
  – Shifts in mode of travel

• How can trips be managed?
Mobility Guiding Principles

1. No Car Should Be Required To Meet Daily Needs

2. Cars, While Convenient, Impose Impacts on Island Residents

3. Prioritize Short Trips and Higher Capacity Vehicles

4. Provide A Free, Convenient Way For County Residents to Access Beach

5. On-Island Travel Will Be Slow and Safe (Recognizing Bikes and Pedestrians)
Mobility Issues

1. Beach Access for Manatee County
2. Long Boat Key Access
3. Internal Mobility
4. Mainland Access for Residents
Improve Transportation Choices

To the Island

• Reduce Car Use where appropriate
  – Market rentals as car-free vacations

• Manage Beach Parking and Access
  – Charge for premium parking
  – Offer free bus to beach from mainland
  – Provide visitors good information on parking options
Day Trip Management

1. Charge for Premium Parking
Day Trip Management

1. Charge for Premium Parking

2. Run Free Shuttle from Free Remote Parking
Day Trip Management

1. Charge for Premium Parking

2. Run Free Shuttle from Free Remote Parking

3. Develop Real-Time Parking App
New Or Replacement Bridges

Bridge decisions should consider the effect on the trip budget and on island character
Intra-Island Mobility

Interested But Concerned - 60%

No Way No How 33%

Strong & Fearless <1%

Enthused & Confident 7%

Source - Portland, OR DOT
Intra-Island Mobility

Interested But Concerned - 60%
No Way No How 33%

Strong & Fearless <1%
Enthused & Confident 7%

Source - Portland, OR DOT
Intra-Island Mobility
Intra-Island Mobility
Active Transportation

**Health Benefits of Walking**

- **20** walking 20 minutes/day will burn 7 pounds of body fat/year.
- **45** walking 45 minutes/day halves odds of catching a cold.
- **1** walking 1 minute can extend life by 1.5-2 minutes.
- **20** walking 20-25 minutes/week can extend life by several years.

**Dementia**
Seniors who walk 6–9 miles/week are less likely to suffer from mental decline as they age, including dementia.

**Diabetes**
Walking 30 minutes/day, 5 days/week, along with moderate diet changes, can halve the risk of Type 2 Diabetes.

**Heart Disease**
Walking 30 minutes/day, 5 days/week can halve the risk of heart disease and reduce stress, cholesterol, and blood pressure.

**Arthritis**
Walking can reduce pain and improve function, mobility, mood, and quality of life, without worsening symptoms.

**Depression**
Walking triggers endorphins, promotes relaxation, and prevents anxiety and depression.
End of Trip Facilities
Resident and Employee Commuting

1. Transit Passes
2. Parking Cash-Out
3. Employee Housing
Parking Principles

1. Residents should not be burdened by parking for adjacent properties or attractions

2. Parking for bicycles or golf carts will be encouraged

3. The Towns will reduce automobile trips through incentives and mix of uses

4. Free parking is not a right
Parking

1. Beach Lot Management
2. Beach Spillover
3. Resort Underparking
4. Commercial Parking
Parking

Commercial Districts

1. Unbundling

2. Bike/Golf Cart Parking

3. Transit Passes

4. Remote Employee Parking
Shared Parking

Example: Office (150,000 GSF)
Shared Parking

Example: Restaurant (15,000 GSF)
Shared Parking

Example: Residential (1,000 units)
Shared Parking

Example: All Uses

Total Supply for Projected Highest Demand of All Uses

Highest Real Demand

38% Less

Time of Day

Number of Parking Spaces

7a 8a 9a 10a 11a 12p 1p 2p 3p 4p 5p 6p 7p 8p 9p 10p 11p

7a 8a 9a 10a 11a 12p 1p 2p 3p 4p 5p 6p 7p 8p 9p 10p 11p

Residential

Office

Restaurant

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Mobility and Access

1. You Have Enough Cars

2. Getting Around the Island Should Be Easier and Safer

3. Understand and Manage Your Systems (Parking, Transit, Bridges)
GET TOGETHER... Three Communities Developing Mutually Strategic Approaches to Maintaining “Old” Florida
Plan for Your Future

- Ensure consistency between island carrying capacity and adopted land use plans
- Develop a unified position on bridges and mass transit options
- Create an AMI Recreational Circulation System and Transportation Plan
- Unify Zoning and Use Categories incorporating Best Use Practices
- Introduce select Performance-based Residential Design Standards; Age-in-Place Features
- Zone and Incentivize Employee Housing (various models exist)
- Consider Historical Designation to Preserve Community Character
- Prepare and implement Holmes Beach Commercial Area and Bridge Street Bradenton Beach Redevelopment Plans
- Compare, Adopt and Revise Capital Improvements/Infrastructure Plans
Advance Sustainability and Resiliency Frameworks

- Building Scale: Implement targeted green building requirements (water conservation and stormwater management) for new construction and improvements to existing structures
- Neighborhood and Community Scale: Plan for rainwater harvesting, on-site stormwater treatment, off-grid power sources
- Island Scale: Realize opportunities to increase conservation areas and active and passive recreational opportunities
- Implement Mayor’s Wellness Campaigns in all 3 communities, share programming

[Image: https://www.mayorswellnesscampaign.org/initiative/mayors-wellness-campaign/]

Carpe Diem! Address Manatee County and State Colleagues with a Unified Voice

- Pursue a greater share of revenue return from the TDC
- Advocate for a reformulation of the beach re-nourishment formula that de-emphasizes public parking spaces in favor of alternate modes of transportation
- Consider the creation of BIDs in main AMI commercial centers
- AMI Leadership Council, AMI Business Leadership Organization, an AMI Brain Bank
Branding, Marketing and Economic Development

- Develop an AMI brand emphasizing its strengths – abundant natural resources, eco and active-living cultures, family-orientation, and car-free lifestyle opportunities – and pro-actively market to appropriate populations
- Treat the 3 commercial nodes and the community gateways as Island AND local branding opportunities
- Create an Island-wide Chamber of Commerce with an executive director experienced in community branding and marketing, the use of social media for community outreach and communications, as well as business development
- Consider Main Street designation

http://dos.myflorida.com/historical/preservation/main-street-program/
Realize Efficiencies in Governance

• Hire a planner for AMI
• Look for shared service opportunities in policing, public works and code enforcement
• Create a neighborhood services department to ensure effective compliance with noise, parking, trash…ordinances
• Utilize paid parking and mitigation of impact fees for strategic capital and/or operational improvements
• Re-evaluate and implement consistent rental management policies, assess the case for licensing
• Consider increasing terms for Mayors and Commissioners to 4 years and/or explore the benefits of a Council-Manager form of government
Use Leverage Where You Have It – Systems Control

- Optimize the use of under-utilized parking spaces; realize highest and best use
- Address problematic traffic control during times of peak usage (short and long-term solutions)
- Work with TDC colleagues to address additional trash and changing facilities for beach heads where needed
- Add more bicycle facilities and make improvements to existing bicycle and pedestrian routes
- Add better wayfinding maps for bicyclists and pedestrians across AMI
- Add parking signs to residential streets making explicit the parking rules
- Provide real time parking availability data to beach visitors
- Improve trolley reliability
Summary Message - Implementation

• Get Together
• Plan for your Future
• Use Leverage Where you Have It (Find Inspiration)
• Get Moving!
Closing Thoughts

• Economic and Market Profile
  – Development demand is not stopping
  – You need visitors; they need you.
  – Harness the market to meet your goals.
Closing Thoughts

- Development Profile
  - Understanding community is guide to your future
  - Eclectic and small scale
  - Resident and visitor balance
  - Good design means a more vested population
  - Natural ecology
Closing Thoughts

- Placemaking & Zoning
  - Good design means a more vested population
  - Areas of preservation, areas of preservation.
  - Funky and eclectic – part of your charm.
Closing Thoughts

• Sustainability
  – Self-sustaining
  – Conservation
  – Consumption management is growth management
Closing Thoughts

• Mobility
  – Enough cars
  – Easier safer travel on the Island
  – Manage your circulation and systems
Thank you to our stakeholder interviewees…


And everyone else!
Questions?