Town of Longboat Key Planning & Zoning Board - AGENDA SPECIAL MEETING

JUNE 19, 2007, 1:00 PM
Roll Call
Public Hearings
Community Vision Plan
The Planning and Zoning Board will continue their discussion of May 25, 2007 of the draft Visioning Plan Document.
Discussion Items
Caronat Aronda
Consent Agenda
(The following items have no objections or issues identified by staff. The Chairman may determine if anyone in the audience or on the Commission has any comments or opposition to any of these items. If so, the Chairman may place that item in the regular agenda for further consideration. The remaining items may be acted upon in total by using the recommended motion as follows: "I move approval of the consent agenda approving the minutes, acknowledging receipt of the site plan exemption report and setting our future meeting dates.")
Staff Update
Comments from the Public and Press
Continents from the Public and Pless
Adjournment
No verbatim record by a certified court reporter is made of these proceedings. Accordingly, any person who may seek to appeal any decision involving the matters noticed herein will be responsible for making a verbatim record of the testimony and evidence at these proceedings upon which any appeal is to be based (see Section 286.0105, Fla. Stat.).

In accordance with the Americans with Disabilities Act and Section 286.26, F.S., persons needing a special accommodation to participate in this proceeding should contact the Town Clerk's office at 941-316-1999 forty-eight (48) hours in advance of this proceeding. If you are hearing impaired, please call 941-373-7002.

Alternative Language Suggested By Focus Group Participants

You will find in red alternative language which is responsive to suggestions and comments made by the most recent round of focus groups. These alternatives and the thinking of focus group participants will be discussed with you during the June 19th meeting. At that point you will be asked which, if any, of this alternative language you wish to adopt.

"Keeping Longboat Longboat": A vision plan for the next twenty years

Longboat 2025: Ideas, strategies and actions to remain a very high quality community

Draft 7.0 June 11, 2007

Section 1: The Future Vision

Five factors make Longboat Key a special place. First are its natural physical attributes such as its beaches, warm weather, barrier island status with limited access, and a location near to but separated from more urban areas. Second is its built environment. The Town has a low- to mid-rise built environment that is protected by the Town Charter and regulations that guard it from becoming a condo canyon such as Fort Lauderdale, Clearwater Beach, and many others. Third, basic amenities for residents are available on the Key, reducing the need to go off the island for basic retail services. Fourth, the island is more than simply a retirement community in the classic Florida model. The Town is not a business center, nor is it a suburb whose primary function is housing for the workforce. It is a recreational community that provides for the active lifestyles of full-time and part-time residents, some fully or partially retired, and some still fully active in the workplace. The fifth factor is the people; the residents, and visitors to Longboat Key. It is the people who create a sense of community, whose values emphasize the calm, comfortable lifestyle that characterizes the Town, and whose desire for quality will maintain the community into the future.

The shared vision for the future is to preserve, protect, restore, and retain the special nature of Longboat. What does it mean to say that the shared vision of the future is that the distinctiveness of Longboat Key will be preserved? Does it mean that the Key will be maintained as a living museum? No. Does it mean that nothing will change? No. The residents understand that to try to stay in the same place is to fall behind and that nothing in life is static. Therefore, Longboat Key will change. The challenge is whether it can change in ways that restore, retain or enhance the quality, the distinctiveness, the culture, and the lifestyle that make Longboat Key so special. The purpose of the Vision Plan is to delineate goals and strategies that meet that challenge: Keeping Longboat "Longboat". Alt: The purpose of the Vision Plan is to anticipate trends and issues that will impact the Key and propose strategies that will ensure Longboat remains a high quality community.

In brief, the vision of this plan is designed to ensure that Longboat twenty years from now will:

- · retain those features that make it such a special place today;
- · restore features that have been degraded;
- remain a community of quality services, buildings, and landscaping;
- · exist within a natural environment even healthler than it is today; and,
- have added features or amenities that enrich the lifestyles of residents who continue to value a quiet, small-town atmosphere. Alt: who continue to value the distinctive life-style of Longboat.

Section 2: Context and Trends

Factors That Could Impact the Town's Desired Future

This section lists influencing factors that will impact the Town as it seeks to institute the vision. The ability of the Town to change the influence of these factors varies; and, their significance will vary during the next twenty years.

Population and Economic Growth in the Region:

Both Manatee and Sarasota Counties have experienced growth pressures during the past decade, and project continued population growth. For example, in 2005 unincorporated Manatee County reportedly issued nearly 6,000 new housing permits. Manatee's growth is happening in many neighborhoods, including fast growing areas such as Ellenton and Parrish. 2004 population projections were 296,385 for Manatee County, with 2030 population projections of 453,900, a 52.8% increase.

Sarasota County growth is somewhat more focused in communities along the Interstate 75 corridor. Census data for Sarasota County indicates steady rates of growth averaging +/-2.7% over the last three years, with cities such as North Port leading the way with steady double digit rates of growth during six of the past seven years. The Bureau of Economic and Business Research (BEBR) at the University of Florida projects Sarasota County will continue to experience steady growth over the next 25 years, growing from 367,867 residents in 2005, to approximately 532,000 residents in 2030, a nearly 45% increase in total residents.

The Sarasota County Comprehensive Plan calls for the growth to occur primarily in its Urban Service Areas, with highest densities within Commercial Centers and Corridors, Planned Commerce Developments, and designated Town and Village Centers outside these urban service corridors, where densities of up to 25 units/acre are permitted.

In the adjacent City of Sarasota, continued efforts are underway to encourage redevelopment and infill growth in the downtown area. The City of Sarasota had an estimated permanent population in 2005 of 55,596, and a functional population (resident plus tourist population) of 80,994 persons. In 2030 the estimated permanent population is 65,334 persons, with a functional population of 95,179. The City describes itself in a near built-out state, and emphasizes their policies to promote infill. Toward that end, the City reports that between 1999 and 2005 nearly 12,500 building permits, including 10,746 permits associated with remodels or redevelopment activities were issued.

The implications of these trends for the Key are manifold. First, traffic off the Key will remain challenging and there will be continued use of Gulf of Mexico Drive as a throughway to Sarasota. Second, economic growth in the region could lead to more executives choosing housing on the Key, leading to a potential small demographic shift. Third, continued population growth should ensure property values remain high and that the Key remains a preferred residential site. Fourth, as Sarasota continues to develop, the urban amenities available to residents of the Key will remain and likely improve. Fifth, with respect to restaurants, the growth of the region will expand the range of choices. This could have a negative impact on restaurants on the Key, but that is balanced by a larger market. Sixth, pressures on water supply and other environmental resources will continue to increase.

The Baby Boomer Retirement:

The retirement of the baby boom generation will have significant impacts on the workplace, on the leisure industry, and on destination communities such as Longboat. Some general themes are that baby boomers will want more active retirements such as that offered on Longboat Key, and that many baby boomers will semi-retire in the sense they may still be somewhat engaged in income producing activities. The current residents of Longboat in many ways exemplify these projected trends. As such, the Key is likely well positioned for a segment of the baby boom retirees.

State property tax policy:

Rising property values and subsequent increases in property taxes are impacting Longboat in ways that could further change the Key. While property taxes have risen for everyone the increases have most negatively affected second homes and businesses that do not have the homestead exemption. The combination of rising property taxes and rising insurance costs has made homeownership, particularly second home ownership, less attractive on the Key. It has placed pressures on commercial property owners and business to either increase rents or prices (to cover both taxes and insurance) or, if eligible, consider converting to residential uses.

Should these trends continue the Key is at risk of losing both basic retail services as well as decreases in property value if the second home market declines. The Florida legislature is debating the issue, and the rapid rise in property values in recent years has leveled off. The issue will remain significant until some public policy is established that alleviates the problem.

Workforce Issues: Workforce housing and availability of service workers:

Both in Manatee and Sarasota Counties, one of the key growth concerns surrounds the affordability of much of the newest market-housing product to the average wage earner. Both jurisdictions are exploring strategies to ensure that a percentage of new growth includes workforce housing. In Sarasota County, inclusionary zoning regulations require new development within the Urban Service Boundary to provide a percentage of "community housing".

In Manatee County, workforce housing is being framed in the term "affordable living". This phrase is intended to address the costs of living including, but not limited to, the real estate costs of housing (e.g. land and structure). Toward that goal, the intent is to examine the broader cost of living index, such as transportation and energy costs borne by residents.

It is well acknowledged that cost of living on the barrier islands are beyond a reasonable workforce affordability index. Moreover, with the island communities at or reaching build-out projections, countywide policies and programs have excluded the islands from their programs.

For Longboat Key the major impact will be in higher wage costs to attract workers to the Key, potential labor shortages if housing costs continue to escalate and the need for better public transit so that workers can access the Key is needed.

Regional Issues of Environmental Concern:

Shoreline and Coastal Issues

Both county comprehensive plan updates identify coastal erosion and disaster planning as key issues of concern for the barrier islands. Sarasota County's update in particular addresses the inventory of stabilized shoreline, as well as beach nourishment activities and concerns. It has been reported that at one time, as much as 23% of its Sarasota shoreline was hardened. However, as a result of the Town's proactive beach management plan, which includes an island-wide restoration/fill project, essentially all of these hardening structures are covered with sand. The Town's evaluation and appraisal report (EAR) update included policy changes that effectively prohibit the addition of any new armoring or groin construction within the community, unless it is integrated in the Town's long-range beach management plan. The Town continues to actively stay abreast of coastal nourishment actions of its neighbors, and work regionally where necessary to help deter further erosion of the shoreline.

A common issue for Florida gulf front communities is red tide. There are regional efforts from scientific and legislative perspectives. The Town has been a participant in those efforts. For a community that places high value on a quality beach experience, this issue is critical. However, solutions will require the participation of many parties, including continued Town participation in mitigation and clean up as well as continued support of research.

Surface Water Quality

Surface water quality issues have included concern for the Sarasota Bay watershed. Water quality in the watershed has improved with further improvements being sought since recent studies rate the Bay as "fair". The City of Sarasota has initiated a septic replacement program, which should effectively eliminate this source of contamination over time. In addition, the Sarasota County stormwater effort has nearly completed a program to improve flooding and water quality discharge from this basin into the Bay. Similarly, Manatee County has adopted strategies to fund

and construct stormwater management systems in urban areas aimed at improving water quality.

Water Resources

The Town purchases water from Manatee County for its potable and irrigation supply needs. Given rate increases and other demands upon Manatee County for water, Longboat Key has examined alternatives for irrigation sources. At this time, this examination has not yielded a financially desirable alternative. Water conservation methods have helped to reduce the overall water usage, but no wholesale new source of irrigation water has proven feasible. Many of irrigation wells in the Town are declining in yield or water quality. Given that reclaimed water is not likely to be as readily available as hoped, the Town will need to find or seek new sources of irrigation water.

Manatee County is actively upgrading its water capacity to meet a projected water deficit in the face of substantial new demands for water from population growth. However, water capacity projects are focused in areas of growth corridors, rather than the barrier islands that are considered at build-out. Manatee County has stated that it will continue to enforce and implement water conservation requirements as one of its supply strategies, such as those instigated in 2003. Given that the Town is in a contractual relationship with Manatee County, it will need to continue discussion of conservation approaches and other supply issues with the County.

Climate Change

There is scientific consensus that climate change (global warming) is occurring, with a continuing debate about the human impact in that phenomenon. Regardless of causative factors, there is some likelihood over the next century of sea level rises. These rises are unlikely to occur within the twenty year time frame of this plan, but the potential impacts of global warming is a topic the Town will need to monitor during the course of the vision plan.

Regional Economic Development

Both Sarasota and Manatee Counties have adopted plans and policies to encourage various forms of economic development and redevelopment. Manatee County's EAR update includes various strategies to attract high wage paying businesses and jobs to the area, along with a mix of strategies to continue support of existing tourism and agriculture industries. The County has adopted many strategies to accomplish these goals, including enhancing recreation and tourism activities. At this point, it appears the focus has been within urban areas, although promotion of the community's coastal areas may be a compatible component to the plan.

The local Chamber of Commerce has recently established an economic development council on which the Town participates via a seat filled by the Mayor. Since sustaining this historic tourism of the Key is a long-term goal of this plan, coordination with this body as well as the two County's economic and tourism development efforts will offer benefits for the Key. It should be noted that the Sarasota Convention and Tourism Bureau and Manatee County promote the Key. A portion of the bed tax is used for marketing from which Longboat benefits. With possible trend toward reduced tourism beds, the bed tax revenue projections have and may continue to decrease, affecting not only the Sarasota Convention and Tourism Bureau budget, but other programs supported by the bed tax, including beach re-nourishment.

Other common efforts for both counties are the revitalization or creation of vibrant mixed-use commercial areas on the mainland. These developments, as constructed or redeveloped, could offer more shopping, dining, and business opportunities off-island to Longboat residents.

Additionally, as high tech and other high wage paying businesses are attracted to the area through economic development efforts, demand for executive housing will be an ancillary need. The Key offers high quality neighborhoods and residential enclaves, many with beach and water

access, that are often desired by corporate executives. The ability to operate a home-based business may also be of increasing significance.

Transportation Issues:

The limited access to the Key, via SR 789/Gulf of Mexico Drive (GMD), is the primary cause of traffic congestion during the peak months of the year. In addition, Longboat is impacted by significant pass-through traffic along GMD from points both north and south of the island. Given the restricted access, and the many constraints associated with adding additional lanes to increase capacity, transportation options are focused on Transportation Demand Management (TDM) methods, as opposed to capital improvement projects. The Town effectively implements most of the TDM measures. However, an increased interest in expanding transit options is being expressed by the Town, working with both counties. Since the Town of Longboat Key does not operate transit services, the community will continue to work collaboratively with both county systems.

Manatee County's Imagine Manatee plan identifies alternative forms of transportation to the automobile as one of its goals. Convenient, safe, and reliable transit systems are the base of the implementation strategies, and one that could prove beneficial for the Town. There is increased interest and effort on providing trolley service and connections of the Sarasota and Manatee County public transportation systems have been achieved. It appears both resident and workforce users could benefit from increased service, if convenient routes and sufficient headways were offered.

Natural disasters and insurance costs:

Everyone understands a hurricane of sufficient force and location could have a devastating effect on Longboat while hurricanes of lesser force or more distant locations can significantly disrupt life on the Key. These are simply facts of life for barrier island residents. As new structures are built, they are designed to mitigate these risks.

While the potential risks of hurricanes or some other form of natural disaster may impact decisions to remain on the Key or purchase on Longboat, it is the actual cost of insurance that is impacting the Town today. Rising insurance costs make it more difficult for current residents to remain, particularly if their homes are second homes. Rising insurance costs are now a factor in purchase decisions as well as a financial issue for current residents.

While the State of Florida has taken some mitigating actions, a long-term solution is yet to emerge.

Rising expectations for quality:

Understanding Longboat Key as a recreational or destination community means the community is judged by the presence of desired amenities. No community can offer all desirable amenities. It can be assumed that people who choose to reside or visit Longboat Key prefer the amenities that the Key offers. This means the Island must protect or enhance its existing amenities. It must also develop additional amenities desired by residents.

What is meant by the term "amenities"? Amenities include the basic services that everyone uses (groceries, gas, dry cleaner, etc.), recreational and cultural opportunities, and access to services and recreation off the island.

The challenge with amenities, particularly when viewed from a 20-year perspective is twofold: One, the expected quality of amenities always rises. Some of these changing expectations are simply stylistic. Others, however, represent substantive improvements that people want in safety.

energy efficiency, cost, design, time savings, or choice of experience. Second, new amenities arise. Cell phones are now almost a necessity. Twenty years ago there was no such expectation. We do not know today what amenities may become expected over the next twenty years but it is likely there will be one or more new amenities.

Longboat Key has many amenities today and some simply have to be maintained and protected to remain excellent. Examples are beach and bay access points, picnic areas, and sidewalks. Other amenities over the course of twenty years may have to be improved. Some examples are the community center, tennis courts, and parks. Finally, some new or expanded amenities may need to be considered to meet the changing expectations. Examples include a theatre, an expanded cultural arts or performing arts center, recreational facilities for children/grandchildren, and improved access to electronic services such as better cell phone service, Internet connections, etc.

Visitor/Guest Facilities and Tourism on the Key:

At its core, Longboat Key is not a tourist community. Tourism is not a cornerstone of its economy. Many LBK residents first came to Longboat Key as tourists or visitors. Tourism is part of the Town's history. This plan proposes that it be part of its future.

The word "tourism" evokes many reactions depending on the connotations one associates with it. There are clearly types of tourism that are not desirable for the Key. No one has suggested a level of tourism greater than what the community had in the recent past. Neither does the community desire nor have the facilities for more frenetic tourism models with a broad range of day activities and an active nightlife. The only type of tourism that will fit well with Longboat in the future is its historic model: individuals, families, and business groups seeking a quiet and leisurely retreat.

On the average day, there is little noticeable benefit to residents by having tourists on the island. The income of most residents is not tied to tourism. This fact, coupled with the negative connotations of the word

tourism, makes it easy to say that tourism is not something to be encouraged in the future. However, limited tourism has been part of the Key and is part of what makes Longboat "Longboat". Tourism helps support the commercial services useful to all residents and provides future buyers for residential properties.

Other long-term perspectives on tourism are:

- Residents want facilities on the Key where their friends and family members can stay while visiting them;
- Tourism acts as a "filtering" mechanism. Visitors to the Key get to
 "try on" the Longboat Key lifestyle and decide if it is a lifestyle they
 enjoy. Some visitors will become residents/property owners
 because they like the lifestyle, share the community values, and
 want to be part of the community. Continuing to attract this type
 of new resident is the key to maintaining the distinctiveness of
 Longboat Key;
- Tourism provides buyers for properties and helps keep property values high:
- Tourists and visitors help support the retail businesses of the Key.
 Studies have shown that the Key has more retail than its year-round resident population can support. Tourists and visitors help make that surplus retail viable, thereby making life more convenient for residents:
- Tourism financially benefits the community in the way of sales and bed taxes.

Since a goal of this plan is to increasing and improving facilities for tourists and visitors, four factors will have to be taken into account in seeking to achieve this goal:

- First, tourism patterns are always changing. One-month long vacations by currently employed persons appear in decline, while one-month long vacations by retired persons may be increasing. The point is not the particular trend of the moment, but that the tourism industry continuously has to adapt to changing patterns;
- Second, tourist facilities are highly competitive on a quality and amenity basis, particularly at the higher end of the cost spectrum.

Tourism developments regularly undergo extensive renovations to remain attractive and competitive in the marketplace. This is particularly true for the market segment that Longboat would want to attract (i.e. those desiring a quiet, attractive environment and willing to pay for it);

- Third, due to the Town's historic efforts to limit density, current Town regulations make it difficult for a tourism facility to redevelop. These facilities would actually lose rooms if they redeveloped. As an example, under current zoning, an existing 150-room hotel on 10 acres could only rebuild 60 units;
- Fourth, since 2000 the Town has lost approximately 225 tourism units (12% of the total stock of 1,907 units), most of which are due to condominium conversions. Data under review. Could be 15% of total stock)

Keeping basic retail amenities for residents:

Concerned residents want two things to occur with the commercial or retail sector of the Town. First, they would like to see improvements made to existing physical facilities. By this, they mean that the existing commercial facilities look either dated or poorly maintained. Second, they would like to see:

- expansions of some current businesses such as a larger Publix;
- vacant stores are filled with additional services that would reduce the need to go off the Key such as health care services, bookstores, computer repair and supply services, and clothing stores.

In both cases, the desired improvements are designed to better serve those living on the island, not to attract shoppers from the mainland.

Part of the charm and distinctiveness of the Town is the fact that the Key is to a good degree self-contained. One does not have to drive off the island for most basic services. This fact is part of the calm and quiet nature of the community. Keeping the current commercial spaces viable will serve to help maintain the special character of Longboat Key into the future.

Are all businesses equally at risk on the Key? No. The businesses reported as most at risk are the local small businesses that may not be as financially strong or diverse as the chains doing business on the Key. These same businesses may be more sensitive to fluctuations in the number of people on the Key and have less capacity to survive business slowdowns due to fewer numbers of people on the Key for a period of time. The irony, of course, is that small local businesses make a business sector distinctive. They are the businesses that one cannot find everywhere. They are also the types of businesses that people associate with a small town feel. Having a national or regional chain store does not make a community distinctive by definition. Having a one of a kind restaurant does. To keep the Key distinctive, retaining a small town feel, the continued viability of the retail sector is important.

Infrastructure:

Within the infrastructure theme there are a number of issues. One is that the infrastructure of the Key is aging and the issue of replacement will become more significant over the next twenty years. A second issue is that of infrastructure improvement, in particular maintaining water and sewer infrastructure. Future issues could include placing electric utility lines underground for both aesthetic and public safety reasons as well as improvements that will ensure residents have access to current and future advances in telecommunications were desired improvements.

Aesthetics:

The green and colorful beauty of Longboat is critical for the character of Longboat. The protection of this physical beauty is so significant that any discussion of the future must address how the aesthetic environment will be protected and enhanced. Buried power lines, landscaping along GMD, use of Florida friendly landscaping on GMD, and in other public or private areas are all related back to this issue of aesthetics.

Health Care:

Health care needs often determine a resident's length of stay on the Key. There may be a need for increased health care services on the island as residents age along with a long-term care facility on the Key. However, such services may not be financially viable on the Key due either to the small population of the Key or FEMA requirements that would preclude some facilities.

Year round vs. second home population:

LBK is currently dominated by second home owners and so the first assumption that can be made about the future is that the current year-round/second home owner mix will remain the same. However, there are two other trends that could emerge. One is that as homes become of higher value, the island will increasingly be comprised of extremely wealthy people for whom LBK is a second, third, or fourth home. Another trend is that the combination of corporate growth in Manatee and Sarasota Counties, coupled with property tax rates for non-homesteaded property and insurance costs, will significantly reduce the proportion of second home owners. This trend will mean that in the future LBK will be much more a community of full-time residents.

Current population numbers vs. fewer residents:

Given density controls and community preferences, it seems unlikely that population growth of any significant magnitude will occur on LBK. However, given changes in housing preferences toward larger houses and demographic trends toward smaller families, there is the possibility that the population of the Key may decrease. In other communities it is noted that not only are mega-homes constructed on existing home sites, but also there is the buying of two residential lots on which one larger home is constructed. While the phenomenon of condominium redevelopment is not yet widespread, there are projections that older condos will either be replaced with newer, but larger square foot units or that existing condos may be sold and remodeled with fewer larger units. If either of these events occurs, LBK could have fewer residential units in the future.

Section 3: Goals and Strategies

This section of the plan details the goals and possible strategies that will contribute to achievement of the desired vision: "Keeping Longboat Longboat".

Alt: This section of the plan details the goals and possible strategies that will contribute to achievement of the vision as a preferred residential community offering a very high quality of life for its residents. The goals of the plan will remain stable over the twenty years while the strategies will vary depending upon circumstances.

Goal: Continue to maintain the high level of public safety services on the Key

Strategies:

- Maintain accredited and trained staff
- Maintain appropriate facilities
- Keep public safety plans updated
- Increase public education and information on public safety, particularly disaster issues
- Maintain the high level of readiness for disaster response
- Develop a long-term security plan to address both new security risks and new security approaches, including technology

Goal: Encourage improvement and redevelopment of commercial properties

- Encourage quality redevelopment consistent with vision
 - o Form a collaborative effort with the major development parcels of the Key (if they are interested) to formulate a master redevelopment plan for those parcels;
 - o Alt: Form a collaborative effort with the major development parcels of the Key, particularly the Longboat Key Club, (if they are interested) to formulate a master redevelopment plan for those parcels:
 - Explore mixed use applications that bring benefits, including tourism as well as enhancing basic retail amenities for residents:
 - Support commercial revitalization and rebuilding that is compatible with the Key. Compatibility, for example, includes building heights, viewscapes and building mass and intensity.

Definitions of compatibility should be further developed by the PZB for Commission action taking into account FEMA requirements.

• Review building height requirements including FEMA standards

Goal: Encourage improvement and redevelopment of tourism properties

Strategies:

- Encourage tourism redevelopment via the following strategy options:
 - 1. Option: Ensure the comprehensive plan is consistent with the goal of encouraging limited, historic tourism at the year 2000 number of units (Alt 1996 levels)
 - 2. Option: Create a mechanism or mechanisms that allow(s) the recapture of the number of tourism units present in the year 2000. For example:
 - Examine the creation of a pure tourist zone where there is no right of conversion to residential uses;
 - Sustain existing tourism units by grandfathering those units through a charter vote;
 - Consider a charter vote on establishing a mechanism for replacing tourism units lost since the year 2000 and capped at the year 2000 level that could be made available only after public comment and Commission vote:
 - Seek an adjustment of the valuation method to use "present use" instead of "highest and best use":
- Review current town policies to determine what other actions could be taken to encourage the continued or future use of existing tourism facilities as tourism facilities
- Review building height requirements including FEMA standards
- Enhance marketing efforts designed to attract new visitors via a public-private partnership between the Town, Chamber and TDCs.

Goal: Encourage improvement of residential properties that maintain quality and character of existing neighborhoods

- Grandfather existing density for condominium units via charter vote
- Grandfather mobile home density for existing mobile home parks via charter vote
- Review building height requirements including FEMA standards

Goal: Maintain the beauty of the Key

Strategies:

- Secure adequate alternative irrigation water supply to keep GMD beautiful
- Continue beach management program as needed
- Seek opportunities to purchase open space for public use with public input as to features, uses, and costs
- Continue and enhance community beautification efforts that serve to protect the natural environment
- Encourage public art

Goal: Protect and conserve the natural environment of the Key. Alt: Become a leading model community in environmental protection, restoration and sustainable practices.

- Consider Green Building Strategies and adoption of Green Building Codes
- Develop a lobbying strategy with like-minded communities on the red tide issue
- Consider beautification of GMD with Florida friendly landscaping that retains the colors.
- Develop a public education campaign on Florida Friendly Yards program and fertilize/pesticide Issues
- · Continue the periodic canal dredging program
- Acquire property suitable to a desalinization/Reverse Osmosis water treatment facility that can be used for other public purposes until such a facility is needed
- Have town government model best practices in conservation and sustainable use of resources that are economically feasible

- Participate with other governments in cooperative actions to protect and restore Sarasota Bay
- Eliminate pesticide and fertilizer run-off into the Bay
- Demonstrate the benefits and beauty of Florida Friendly Landscaping on GMD
- Conduct public education programs on how to attractively use native plants, reduce lawns, reduce water use, and reduce pollution into the Bay
- Explore feasibility of partnership options through which the Town could develop alternative water systems
- Become a carbon-neutral community
- Adopt U.S. Conference of Mayor's Climate Agreement;
- Participate in Florida and National League of Cities and U.S. Conference of Mayors forums on environmental issues:
- Review approaches being considered by other cities or best practices adopted by other cities. Included in this review should be:
 - Examination of alternative fuels for the Town's fleet
 - Water conservation
 - Electricity conservation
 - · Examination of new waste to energy technologies
 - Net metering
- Develop policies to minimize light pollution
- Work with landscaping companies to reduce noise pollution and alternative ways of managing yard debris and tree pruning

Goal: Become a water-independent community

Strategies:

- Secure a parcel or parcels of land appropriate in size for a water plant
- Review existing technologies in potable water supply, including those using alternative energy sources
- Adopt appropriate technology to ensure that Longboat Key is not dependent upon others for its water supply.

Goal: Promote community health

Strategies:

- Continue efforts to construct bike path/sidewalk on west side of GMD
- Develop enhanced exercise facilities at the existing or new recreation center
- Work with landscaping companies to reduce noise pollution and alternative ways of managing yard debris and tree pruning
- Develop policies to minimize light pollution
- Review of existing programs designed for community health promotion such as Healthy America 2010 or the National Governor's Association Healthy America program. Adopt an appropriate program
- Develop bikepaths separate from GMD wherever possible

Goal: Keep or Improve the Island's amenities important to resident's quality of life

- Continue beach management program
- Develop incentives for retail amenities critical to residents
- Develop a comprehensive communications and technology strategy to ensure residents have functional access to up-to-date communication and technology tools
- · Create more access points for kayaks, canoes or small sail craft
- Construct recreational facilities for children and grandchildren

- Review Town Codes to determine changes that would remove unneeded barriers to retail amenities for residents or would create opportunities or incentives for enhancements
- Encourage redevelopment strategies that would enhance retail amenities for residents such as mid-priced restaurants, a small cinema, etc.
- Form a public-private collaboration to develop an appropriately scaled community center
- Review policies regarding signage
- Encourage retail centers
- Foster an up-to-date communications infrastructure so that residents have full access to advanced communications technology
- Create incentives and supports for desired retail amenities by means such as:
 - Waiver of permit fees
 - o More flexibility in regulations regarding improvements
 - Create greater emphasis on the desired end result and allow more flexibility in how that result can be achieved
- Continue and expand public engagement efforts to ensure that preferences and supports for various public amenities are understood
- Create a mechanism through which the private sector can periodically inform the Planning and Zoning Board of any local policies and regulations that it views as problematic
- Use impact on character and culture as a criterion when considering a new public amenity.
- Support efforts of the Chamber and Economic Development Committee to promote tourism and economic growth consistent with the vision
- Communicate that the Key wants its local businesses to prosper and that it will regularly review its policies to ensure consistency with this intent
- Develop public art effort through public-private partnerships

Goal: Maintain the service workforce needed for quality of life on the Key

Strategies:

- Participate in workforce housing initiatives in Manatee and Sarasota Counties
- Promote public transportation options that enable workers to more easily get to worksites

Goal: Minimize further traffic congestion

Strategies:

- Market and promote the trolley and bus
- Creat 'destination points and routes so that the bus or trolley does not stop traffic
- Purchase mitigation sites for run-off so that vehicle turn-off lanes could be established on GMD
- Promote stops that would be helpful to service workers
- Provide benches and shade covers on GMD
- Post bus schedules along route and at public places
- Continue participation in regional transportation planning that would provide other alternatives that would reduce the need to go through LBK to get to Sarasota
- Investigate the feasibility of a water taxi to and from Sarasota

Goal: Increase citizen involvement and engagement with Town government

- Encourage the Town Commission to speak at neighborhood or condominium associations or otherwise engage the public in other informal forums
- The Planning and Zoning Board regularly hold informal meetings with citizens
- Conduct periodic web or newspaper based straw polls
- Secure residents who will serve on regional forums as well as town committees and boards
- Develop time-limited and role specific projects related to the vision plan and seek citizens with specific skills to participate in those projects

- Use the Town Charter review process to discuss improvements to the structure and system of Town government
- Offer on a regular basis "citizen" academies
- Advocate for changes in property tax valuation that would benefit local businesses and homeowners without harming the capacity of Town government to provide desired services

Goal: Maintain quality of the Town's public services

- Maintain competitive salary and benefit package for town employees
- Continue adherence to best management practices
- Conduct cost/benefit studies on any major capital item
- Encourage regional solutions
- Continue planning and funding for adequate capital maintenance

Appendix A: Points of Community Consensus

The strength of a vision plan is directly proportional to the level of community consensus in support of it. The following points enjoyed a high level of consensus and were formative in the writing of the plan:

- There is strong support for the vision of "keeping Longboat Longboat".
 While there are nuances in that agreement it clearly means protecting the natural environment, maintaining a small town feel, preventing significant increases in density, maintaining a low-mid rise skyline, and keeping basic retail amenities for residents.
- There is clear desire to maintain basic retail services designed for residents on the Key. The community appears receptive to supporting legislative tax relief or some limited incentives as long as these measures are not rewarding bad management or overly trying to influence market/economic dynamics. This possible receptiveness is limited to those basic services residents need such as grocery, gas station, hardware, barbershop, etc.
- Rising property taxes and insurance costs are negatively impacting everyone, but businesses and second home owners in particular.
 Maintaining a reasonable degree of affordability, along with business services and the second home marketplace are critical factors in being able to keep Longboat "Longboat".
- There is no support for special measures designed to support those businesses that exist to serve primarily tourists such as t-shirt shops or souvenir shops.
- There is the strong desire to maintain restaurants on the Key, coupled with the desire for increased outdoor dining options. There is a general willingness for some level of relaxed regulations if that would make a difference.
- Overall there is recognition of the value of tourism and the desire to maintain the "limited, historic" tourism traditional to the Key. There is clear agreement on the type of tourism the Key does not want.

- There is clear willingness to allow existing tourist lodging facilities to rebuild to their current number of units.
- There is strong appreciation for the public safety services provided by the Town and a clear desire to maintain the quality of those services.
- Regional or larger solutions will be required for many of the issues facing Longboat. However, that did not mean LBK had no responsibility for or role to play in these broader issues such as water supply, Sarasota Bay protection, etc. A continued effort to work with other local governments and other bodies to address these issues is encouraged.
- There is strong agreement to protect and maintain the natural environment of the Key, particularly the beach.
- The word "balance" seems to encapsulate the desires of residents. Keeping a balance between tourism and residential needs, keep a balance between retail services and the residential character.

Document Management Record	Writer/Editor	Date
Draft 1.0	НМ	4/30/07
Draft 2.0	LA	5/1/07
Draft 3.0	НМ	5/3/07
Draft 3.0.	MD	5/8/07
Draft 3.0	PZB	5/8/07
Draft 4.0	НМ	5/16/07
Draft 4.a	PZB	5/25/07
Draft 5.0	НМ	5/27/07
Draft 5.a	НМ	5/27/07
Draft 7	PZB	6/11/07

MEMORANDUM

DATE: June 13, 2007

TO:

Planning and Zoning Board Members

FROM:

Monica Daigle, Directo

Planning, Zoning and Building Department

RE:

Vision Plan - Revised Document and Tourism Statistics

Please find attached the latest version of the draft Vision Plan document. The text in red print indicates significant changes that were made since the Planning and Zoning Board's last meeting on May 25, 2007. Many of the changes propose alternative language as a result of the Focus Group meetings that took place on June 6, 2007.

Additionally, please find attached spreadsheets prepared by staff that comprehensively lists the properties zoned tourism, grandfather tourism use properties, and lost tourism units. As discussed at the last meeting, the Board needs to determine what data should be utilized in computing the various calculations related to tourism. Please be prepared to discuss and take action on this important component of the Vision Plan document.

attachments

Vision Plan Tourism Analysis

Tourism Units Lost

PROPERTY DESCRIPTION	ADDRESS	PROPERTY DESCRIPTION	ZONING	PRIN	ACRES	UNITS
				USE		
Holiday Inn & Resort	4949 Gulf of Mexico Drive	Hotel, Restaurant	T-3	T	10.3	146
Silver Beach Resort	4131 Gulf of Mexico Drive	Motel	T-6	T	2.5	50
Key Apartments	571 St. Judes Drive	Apartments	R-4SF	T	0.36	8
TOTAL				*****		204

Tourism Zoned Property

PROPERTY DESCRIPTION	ADDRESS	PROPERTY DESCRIPTION	ZONING	PRIN	ACRES	UNITS	ALLOWABLE
				USE			UNITS
Harbor Villas (Dock/Dock Master)	595 Dream Island Road	Time Share, Restaurant, Tennis Club	T-3	Т	6.57	38	
Positiono Maria de la companya della companya della companya de la companya della	4949 Galf of Mexico Drivis	(MF)	T-3	MF	10.30	29	30
Vizcaya	2401 Gulf of Medica Drive		T-6	MF	8.00	32	48
Colony Beach and Tennis Club	1620 Gulf of Mexico Drive	{TS} Accessory Restaurant	T-6	Т	17.34	237	
Four Winds Resort	2605 Gulf of Mexico Drive	(TS) Accessory Restaurant (Ivos)	T-6	T	3.10	45	
Hilton	4711 Gulf of Mexico Drive	Accessory Use - Restaurant	T-6	T	4.46	102	
Holiday Beach Resort **	4765 Gulf of Mexico Drive		T-6	T	3.10	24	
Interest West	2525 Gulf of Merico Drive		T-6	MF .	4.42	88	26
LBK Yacit & Termis Club Mark !!	4295 Gulf of Mexico Office		T-6	MF	1.21	17	
Sand Cay	4725 Gulf of Mexico Drive		T-6	T	4.46	60	
Sea Club I	4141 Gulf of Mexico Drive	20 Units in Manatee, 5 Units in Sarasota	T-6	Т	1.75	25	
Set Gets	2425 Gilf of Medico Diffie		T-6	MF	5.22	91	3
La Firenza 🗀 🤫 e e topo e tra il figgi e sil 🕮 e.	4131 Gulf of Medico Drive	(MF)	T-6	MF	2.50	10	19
Sun n Sea	4651 Gulf of Mexico Drive		T-6	T	3.38	28	
Turtle Crawl Inn (prev Holiday Lodge)	4235 Gulf of Mexico Drive		T-6	T	1.88	31	
Veranda Beach Club	2509 Gulf of Mexico Drive	{TS}	T-6	T	3.73	40	
TOTAL					81.42	897	

GPD Tourism Property

PROPERTY DESCRIPTION	ADDRESS	PROPERTY DESCRIPTION	ZONING PRIN ACRES			UNITS	
				USE			
Inn on the Beach	220 Sands Point Road	(TS) Restaurant	GPD	T	20.70	222	
TOTAL						222	

Vision Plan Tourism Analysis

Grandfathered Tourism Property

		andfathered Tourism Property				
PROPERTY DESCRIPTION	ADDRESS	PROPERTY DESCRIPTION	ZONING	PRIN	ACRES	UNITS
				USE		
AKA 6381 GMD	6385 Gulf of Mexico Drive	Grandfathered Tourism	R-1SF	T	0.25	1
Cannons Cottages By the Sea	6051 Gulf of Mexico Drive	Grandfathered Tourism	R-1SF	T	1.24	4
Rolling Waves	6351 Gulf of Mexico Drive	Grandfathered Tourism	R-1SF	T	1.00	8
A Duplex (prev. Seaside Motel)	4475 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.81	2
Apollo Apartments	2345 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.47	5
Arbors by the Sea	5441 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.98	7
Beach Castle Resort (gulfside)	5311 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.94	7
Cedars East	5680 Guif of Mexico Drive	Accessory Restaurant & Tennis Club	R-3MX	T	31.61	93
Cedars West	5655 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	5.98	56
Diplomat	3155 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1.72	50
Dunes (The)	5851 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.81	9
Gulf Front	5201 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.78	8
Guff Tides (guffside)	3005 Gulf of Mexico Drive	(TS) A.K.A. 3007 Gulf of Mexico Drive	R-3MX	T	0.57	10
La Playa	4425 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1.56	21
Little Gull (bayside)	5330 Gulf of Mexico Drive	(TS) Grandfathered Tourism	R-3MX	Т	1.61	8
Little Gull (gulfside)	5331 Gulf of Mexico Drive	(TS)	R-3MX	T	0.92	8
Longboat Pass Apartments	380 North Shore Road	Grandfathered Tourism	R-3MX	T	0.61	9
Outrigger Resort	5155 Guff of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.83	10
Rivera Beach	5451 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.95	9
Sea Club III	5591 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.95	8
Sea Horse	3453 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1 71	36
Sea Oats Apartments	5601 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.96	8
Seabird Beach Resort	3465 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	0.57	15
Seagrape Inn	5125 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1 12	8
Silver Sands	5841 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1.20	35
Starfich Motel**		Grandfathered Tourism	R-3MX	T	0.31	7
White Sands Resort (gulfside)	5115 Gulf of Mexico Drive	(TS)	R-3MX	T	1.16	12
Wicker Inn by the Sea**	5581 Gulf of Mexico Drive	Grandfathered Tourism	R-3MX	T	1.51	13
Bayou of Longboat (The)	5850 Gulf of Mexico Drive	Grandfathered Tourism	R-3SF	T	0.41	3
Single Family	4011 Gulf of Mexico Drive	Grandfathered Tourism	R-3SF	T	0 16	1
Silver Sands (bayside #1)	5830 Gulf of Mexico Drive		R-3SF	T	0.41	1
Silver Sanos (bayside #2)	5840 Gulf of Mexico Drive		R-3SF	T	0.40	1
Beach Castie Resort (bayside)	5310 Gulf of Mexico Drive	Grandfathered Tourism	R-4MX	+ +	1.34	13
Dock on the Bay	3440 Guff of Mexico Drive	Grandfathered Tourism	R-4MX	 	2.47	19
Gulf Tides (bayside)	3008 Gulf of Mexico Drive	(TS) Grandfathered Tourism	R-4MX	+ +	1.10	
Longboat Bay Club	3200 Guif of Mexico Drive	(TS) Grandfathered Tourism	R-4MX	+ +	1 90	
White Sands Resort (bayside)	5114 Gulf of Mexico Drive	(TS) Grandfathered Tourism	R-4MX	 	2.35	18
TOTAL	TO . A. Odii di Mickios Dive	II. of C. andiameted Foundin	1 17-4417	<u> </u>	1 2.00	549
VIAL						343

^{**} Properties with site plan approval to redevelop

Properties with site plan approval to redevelop