

Longboat Key Town Center Master Plan

DRAFT Development Scenarios

March 5, 2015

I. Introduction

The purpose of this memo is to summarize the three scenario approaches for the development of the conceptual master plan for the Longboat Key Town Center. The proposed scenarios integrate the proposed low, medium, and high development scenarios from the market analysis, the proposed scenarios from the original request for proposals (RFP) and the comments received during the public involvement process including Workshop #1, stakeholder interviews, and Steering Committee Meeting #1.

II. Development Scenarios from the Request for Proposals (RFP)

The original RFP contained three different development scenarios that the Town wished to explore. These scenarios were not based on development types or square footage, but were built on assumptions for the amount of public/private property that could be considered in the master plan concepts. The scenarios are described below:

- Scenario A: Existing with Improvements – This scenario would maintain the existing buildings within the Town Center area, but would include the redesign of elements improve visibility, access, and circulation, particularly for pedestrians. This scenario would also include the development of a civic/cultural center and open space/park area as well as a variety of mixed uses on the newly-acquired 2.81-acre site.
- Scenario B: Partial Redevelopment – This scenario would include additional redevelopment focused on the Town owned properties as well as some potential expansion by private businesses. This scenario would include the development of a civic/cultural center and open space on the newly-acquired 2.81-acre site.
- Scenario C: Mixed-Use Town Center – This scenario would include a full-scale re-envisioning/redevelopment of the study area, with the exception of Publix, CVS, All Angels by the Sea Episcopal Church, and Temple Beth Israel. This concept would represent a near "blank-slate" approach to of this area.

III. Development Scenarios from Florida Economic Advisors Market Analysis

The development scenarios that Florida Economic Advisors created as a result of their market analysis are listed below. There are low, medium, and high development scenarios with square footages and proposed land uses included. These scenarios are all considered market feasible assuming appropriate phasing of the development over time.

- Low Scenario - 70 High Density DUs; 100,000 square feet commercial/retail; 20,000 square feet professional office; 20,000 square feet civic/institutional.
- Medium Scenario - 100 High Density DUs; 150,000 square feet commercial/retail; 35,000 square feet professional office; 35,000 square feet civic/institutional
- High Scenario - 150 High Density DUs; 200,000 square feet commercial/retail; 50,000 square feet professional office; 50,000 square feet civic/institutional

IV. Refined Scenarios for Master Planning

The refined development scenarios described below are designed to incorporate the intent of the Town's Scenario A-C with the market projections of Florida Economic Advisors Low, Medium and High Scenarios. In addition these scenarios are designed to reflect information and insight that has been gathered through the public involvement process including Workshop #1, stakeholder interviews, and Steering Committee Meeting #1. The final scenarios developed will likely differ somewhat from those described below as a result of physical site planning constraints (accommodation of parking, building footprints, etc.). For each scenario below there will be modified versions of the concept plans that will include minor changes in configuration of buildings or other design elements.

- **Refined Scenario 1 (Low)** - For this scenario the major new development will focus on civic, cultural and open space enhancements, which will be proposed within the Town-owned property located in the center of the Town Center area. Specifically this proposal will include the following elements:
 - **Development Program Elements**
 - Cultural Center of 25,000 (2 story) square feet located within the center parcel. Parking for the Cultural Center will be shared with nearby public/private uses.
 - Park / open space improvements adjacent to the Cultural Center
 - Proposed locations for new/improved entry signage
 - Improved bike/pedestrian network throughout the Town Center area including connection to the public beach access.
 - Potential changes to street cross-sections for improved bike/pedestrian mobility.
 - **Development Assumptions**
 - The Cultural Center will be located entirely within the 2.81 acre parcel.
 - Parking for the Cultural Center will be shared with nearby public/private uses.
 - Newly proposed pedestrian connections will be shown on publicly and privately owned property.

- **Refined Scenario 2 (Medium)** - For this scenario, new development will include the cultural center, and additions/modifications to existing town owned properties within the Town Center Area. The modification/reconfiguration of these properties will include the integration of additional uses in addition to the existing government/institutional. Specifically this proposal will include the following elements:
 - **Development Program Elements**
 - Cultural Center of 25,000 (2 story) square feet located within the center parcel. Parking for the Cultural Center will be shared with nearby public/private uses.
 - Development Program Target Summary - 25,000 - 50,000 square feet of commercial/retail, 25,000 square foot Cultural Center, 15,000 - 25,000 square feet of office (will also include replacement of Town Government facilities).
 - Park / open space improvements adjacent to the Cultural Center
 - Proposed locations for new/improved entry signage
 - Improved bike/pedestrian network throughout the Town Center area including connection to the public beach access.
 - Potential changes to street cross-sections for improved bike/pedestrian mobility.
 - **Development Program Requirements**
 - Redevelopment of the Tennis Courts located on Bay Isles Road (not including those adjacent to the Cultural Center/Civic Space).
 - Redevelopment/reconfiguration of the Town Hall and Library property. Town Hall and Library square footage will be replaced in redevelopment scheme.
 - Newly proposed pedestrian connections will be shown on publicly and privately owned property.

- **Refined Scenario 3 (Medium)** - For this scenario, new development will include the cultural center, and both the town-owned and privately owned parcels within the Town Center Area. The modification/reconfiguration of these properties will include the integration of additional uses in addition to the existing government/institutional. Specifically this proposal will include the following elements:
 - **Development Program Elements**
 - Cultural Center of 25,000 (2 story) square feet located within the center parcel. Parking for the Cultural Center will be shared with nearby public/private uses.
 - Park / open space improvements adjacent to the Cultural Center
 - 50 - 100 residential dwelling units, 75,000 - 100,000 square feet of commercial/retail, 25,000 - 50,000 square feet of office
 - Redevelopment of the Tennis Courts located on Bay Isles Road (both locations)
 - Proposed locations for new/improved entry signage
 - Improved bike/pedestrian network throughout the Town Center area including connection to the public beach access.
 - Potential changes to street cross-sections for improved bike/pedestrian mobility.

- **Development Program Requirements**
 - Development of property owned by Beth Israel east of current facility.
 - Development of post office, office property, and existing banks along Bay Isles Road.
 - Redevelopment of the Tennis Courts located on Bay Isles Road (both locations)
 - Redevelopment/modification of Mediterranean Plaza office property
 - Redevelopment/reconfiguration of the Town Hall and Library property. Town Hall and Library square footage will be replaced in redevelopment scheme.
 - Newly proposed pedestrian connections will be shown on publicly and privately owned property.