

# ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – NOVEMBER 1, 2017



- 1. Welcome and Introductions**
- 2. Brief Overview: Where We Are/Where We're Going**
- 3. Discussion: Rosemary Residential Overlay District**
  - Background
  - Results to Date
  - What's Missing?
  - Draft Recommendations
- 4. Our Planning Initiative: Next Steps**
  - Suggestions and Discussion



## **BRIEF OVERVIEW:**

**WHERE WE ARE/WHERE WE'RE GOING**

# OVERVIEW: PROGRESS TO DATE



## Pulling It Together

Summer '16 –  
Fall '16

- Many Meetings and Discussions
- Established Goals
- Established Funding Relationship with GCCF
- Retained Kimley-Horn

## Information Gathering/Analysis Stakeholder Input

Fall '16 –  
Spring '17

- Data Gathering and Analysis
- Stakeholder Input: Website; Public and Private Meetings; Survey

## Develop Vision Statement and Guiding Principles

Spring '17 –  
Summer '17

- Distill Information, and Input Received into Framework
- Develop Vision Statement and Guiding Principles
- Refine with Stakeholder Input

## Prepare and Discuss Recommendations

Summer '17 –  
Fall '17

- Prepare Draft Goals & Recommendations
- Recommendations Support and Advance Vision Statement and Guiding Principles
- Present and Discuss with Steering Committee, Community and Public Officials

## Outreach and Advocacy

Fall '17 –  
Winter '17/18

- Continual Promotion and Advancement of Plan
- Follow-up Initiatives for Key Topics
- Implementation of Recommendations

# OVERVIEW: CORE CONCEPTS



## 1. **Get Ahead Of The Curve**

- Anticipate/Guide Growth Rather than React

## 2. **Vision Driven**

- Identify, Articulate and Pursue a Vision

## 3. **Neighborhood Based**

- Bottom Up, Not Top Down

## 4. **Open and Inclusive Process**

## 5. **Broad Scope, But Practical**

## 6. **Combine Sweat Equity and Professional Expertise**

## 7. **Privately Funded**

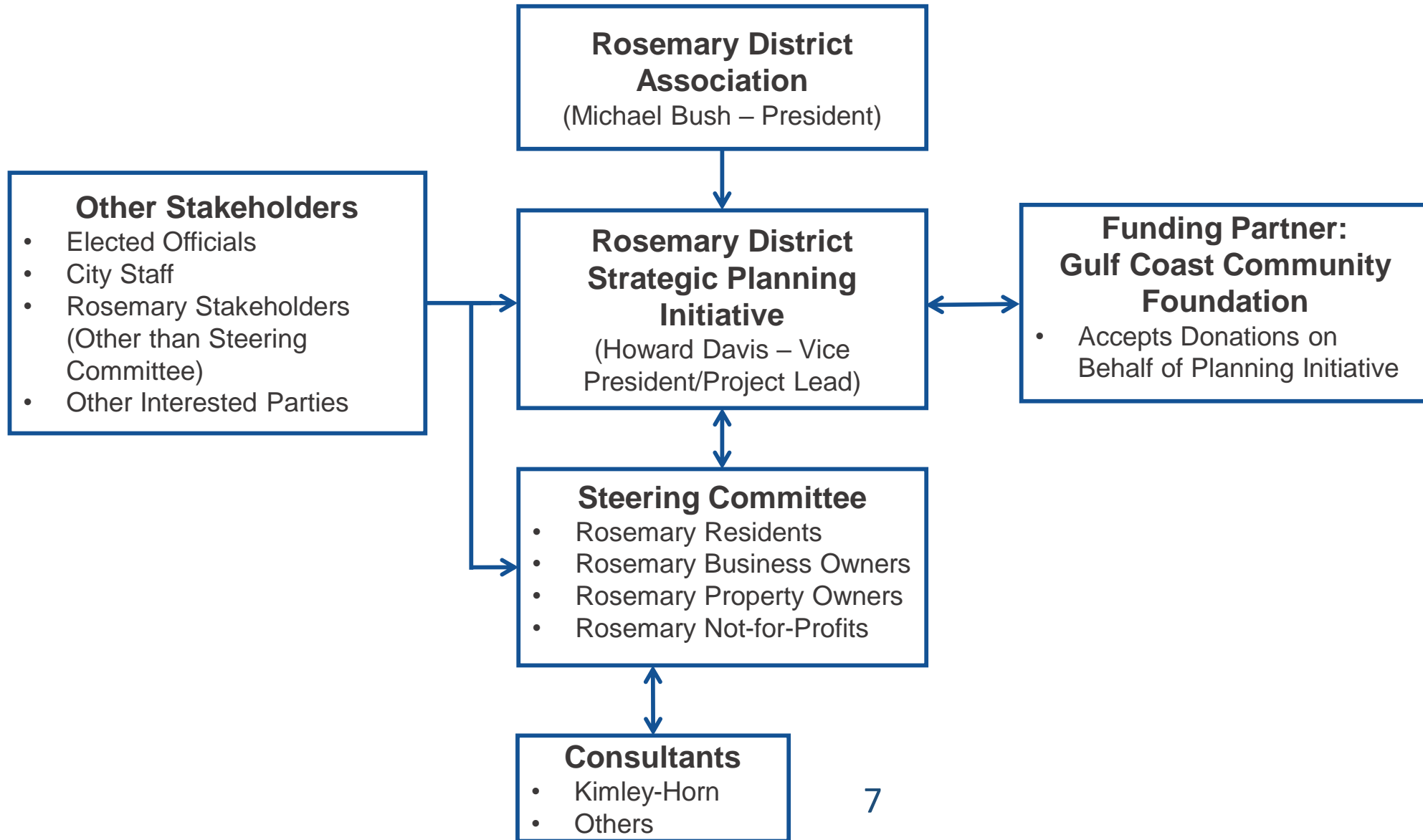


## 1. “Grassroots” Input From:

- Community Meetings
- Website
- Surveys
- One-On-One Meetings
- Meetings with Elected Officials
- Meetings with City Staff
- Meetings with Steering Committee
- Community Events

## 2. Continues Every Day...

# OVERVIEW: ORGANIZATION







“RROD”



## **DISCUSSION:**

# **ROSEMARY RESIDENTIAL OVERLAY DISTRICT “RROD”**



## Rosemary Potential Appreciated for Years

- Built and cultural heritage
- Proximity to Downtown, Bayfront, neighborhoods
- Supply of land and buildings
- Human, walkable scale

# “RROD”: BACKGROUND



- Until recently, more promise than realization
- 2014: Rosemary Residential Overlay District adopted
- Residential density 25 units/ acre → 75 units/ acre
- Coincided with economic recovery, national wave of apartment development

# “RROD”: BOUNDARY



# “RROD”: RESULTS TO DATE



- More than 1,200 apartments and condominiums permitted in last three years
- Approximately \$200 million investment
- Two projects (City Side (Phase 1) - 229 units, and Rosemary Square - 39 units) completed
- Approximately 550 apartments/ condominiums under construction



- Goal of increasing investment → Success
- Goal of increasing supply of apartments and condominiums → Success
- Goal of adding essential ingredient to neighborhood – people → Success



1. “RROD” Ordinance Established “Cap” in Residential Density
  - Within “RROD” Boundary
  - 25 Units/Acre x 71 Acres = 1,775 Units
  
2. In July 2017, w/ Total Units at 1,549, New Ordinance Passed by City Commission
  - “RROD” Expires When Total No. Units = 1,775 or December 31, 2018, Whichever Occurs First
  - Staff Ordered to Prepare Comprehensive Plan and Zoning Amendments Regarding “RROD”
    - i. To Consider Affordable Housing
    - ii. Estimated Time Frame: Early 2018



- Variety:
  - Projects similar – Young professionals; variety older residents
  - Other markets – Families; students; working artists; service employees – not well represented





- Affordability:
  - Rents and sales prices predominantly at upper middle of range
  - More affordable options desirable



- Projects that address other neighborhood needs:
  - Mixed use: housing + retail, offices, other uses
  - Open space: projects with publicly accessible open space
  - Other amenities: exceptional public art; high level of “public realm” design, materials and finishes



- Develop a new version of the “RROD”:
  - Build on success of original
  - Recalibrate to promote additional important community goals



- Basic concept: Establish baseline, “as-of-right” density, and provide additional density to projects that promote important community goals



- Recommended approach is incentive based: As-of-right density plus density bonuses for projects that promote important community goals
- Not recommended is a regulatory approach: Mandatory “inclusionary” zoning – in other words, all residential projects must include certain types or percentages of affordable housing



- Why not mandatory inclusionary zoning?
  - Can achieve same goals through incentives
  - No generally accepted model for inclusionary zoning
  - Inclusionary zoning is complex to administer; requires specialized staff
  - Special requirements in Rosemary District would create disincentives for development<sub>22</sub>

# “RROD”: DRAFT RECOMMENDATIONS



- Part 1: Baseline density – for example – 25 units/acre – available to all projects
- Part 2: Additional density provided to projects that promote important community goals
- Part 3: Projects seeking additional density would be reviewed by a committee, consisting of city staff, planning board and Rosemary stakeholders, to determine if density bonus features successfully incorporated
- Part 4: Project permits would require the density bonus features to be included



- Density bonuses available for projects with features desired by the community:
  1. Create types of housing not being provided:
    - Families with children
    - Students
    - Working artists
  2. Provide affordable price levels (rents and sales prices):
    - Workforce (working persons and families with moderate incomes)
    - Persons on fixed incomes





- Density bonuses available for projects with features desired by the community:
  3. Contribute funding (at pre-established levels) into a new Rosemary Housing Trust
  4. Incorporate well designed, publicly accessible open space
  5. Incorporate significant public art
  6. Provide exceptional public realm (streets and sidewalks) design
  7. Include other exceptional public benefits



1. City Staff Preparing Comprehensive Plan and Zoning Amendment
  - To be Brought to Commission early '18
2. Commission Requested Neighborhood Input
  - Staff has Followed up; Requested Input
3. We Have an Important Voice
  - Stay Involved with City Staff
  - Develop Neighborhood Consensus
  - Advocate for Our Positions



## **OUR PLANNING INITIATIVE: INITIAL THOUGHTS ON IMPLEMENTATION**



## 1. Organize for Success

- Update Structure of Rosemary District Association

## 2. Sort Goals and Recommendations

- Establish Criteria for Evaluation
- Evaluate Each Goal/Recommendation
- Early Successes Critical
- While Working Toward More Challenging Tasks

## 3. Designate City Staff Person as City/Rosemary Liaison



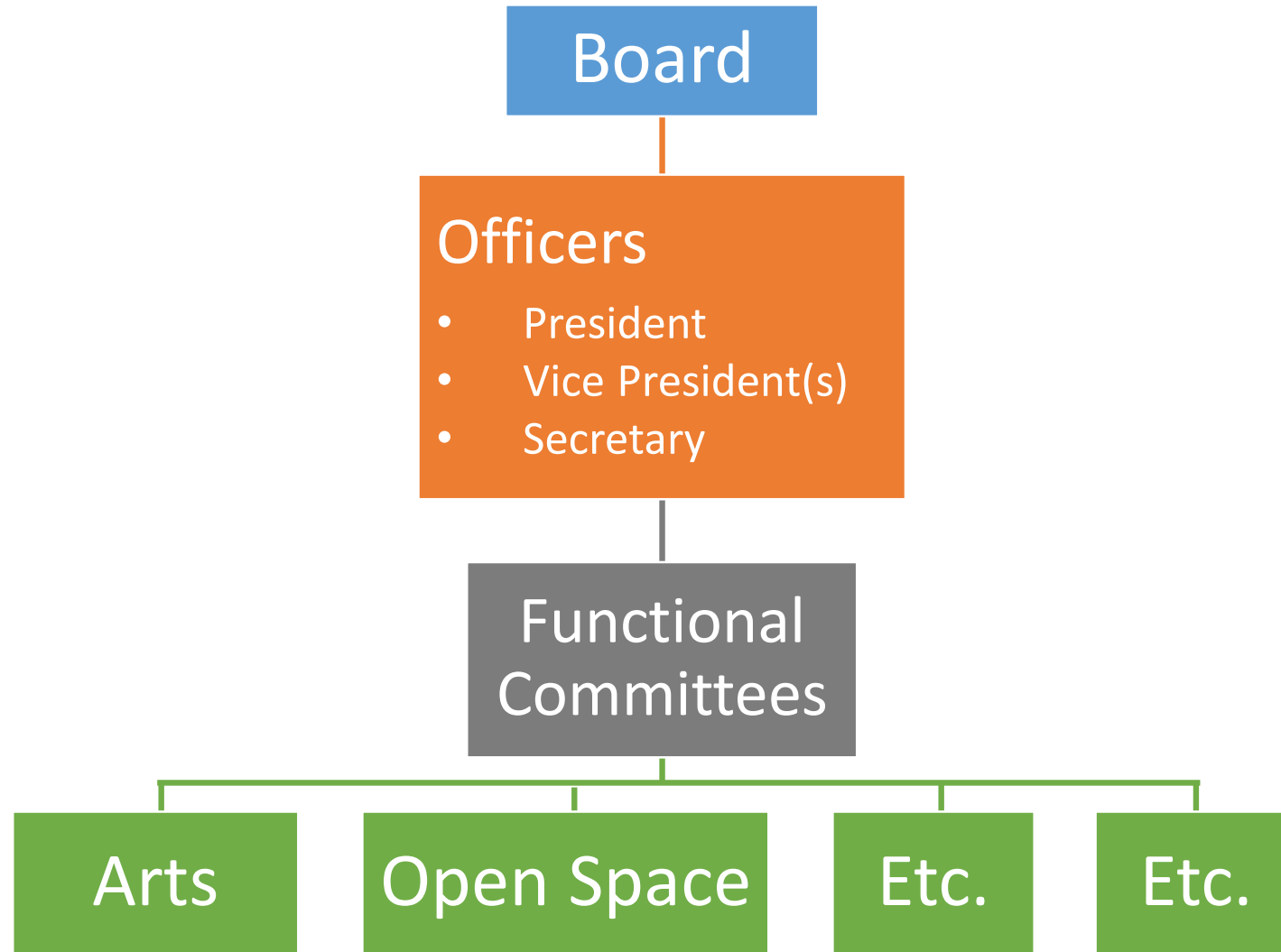
## 1. Create List of Members

- Possibly with Nominal (\$10 - \$25) Annual Membership Fee

## 2. Hold Organizational Meetings

- Elect Board
- Appoint/Elect Officers (President, Vice President(s), Secretary)
- Establish Committees

# NEXT STEPS: RDA UPDATE



# NEXT STEPS: SORT GOALS & RECS



For Example...

- |                             |              |         |             |
|-----------------------------|--------------|---------|-------------|
| 1. Who's Involved:          | Neighborhood | City    | Joint/Other |
| 2. Who's in Lead:           | Lead         | Support |             |
| 3. Resources Required:      | \$           | —————>  | \$\$\$\$    |
| 4. Permitting Approvals:    | Simple       | —————>  | Complex     |
| 5. Time to Achieve Results: | Short        | —————>  | Long        |

# NEXT STEPS: SORT GOALS & RECS



## Sorting Examples

ACTION ID	ACTION NAME	LEAD ROLE	SUPPORT ROLE	RESOURCES REQUIRED	PERMITTING/ APPROVALS	TIMELINE
1	Survey of Sidewalks	Neighborhood	<ul style="list-style-type: none"><li>• None</li></ul>	\$	None	Short
2	Parking Deck	City	<ul style="list-style-type: none"><li>• Neighborhood</li><li>• Developer</li></ul>	\$\$\$\$	Complex	Long
Etc.						



# NEXT STEPS: GRASSROOTS PLAN



1. Revise Goals and Recommendations
  - Based on Comments and Discussion
2. Complete Fundraising
  - Need \$5,000 - \$10,000
3. Format and Edit Materials
4. Additional Presentations/Outreach
  - City Commission
  - Other
5. Organize for Implementation
6. Begin Implementation



**THANK YOU!**

**WEBSITE: [www.rosemarydistrictplanning.com](http://www.rosemarydistrictplanning.com)**