

ROSEMARY DISTRICT GRASSROOTS PLANNING INITIATIVE



COMMUNITY MEETING – JANUARY 24, 2018

AGENDA



1. Welcome and Introductions

2. Updates

- **The Bay (Bayfront 20:20) – Sue Stewart**
- **Gulf Coast Community Foundation – Hermione Gilpin**

3. Discuss/Endorse Conceptual Approach – Rosemary Residential Overlay District Zoning

4. Reorganizing the Rosemary District Association

5. Next Meeting: February 28, 2018 [Tentative]

“RROD”



DISCUSSION:

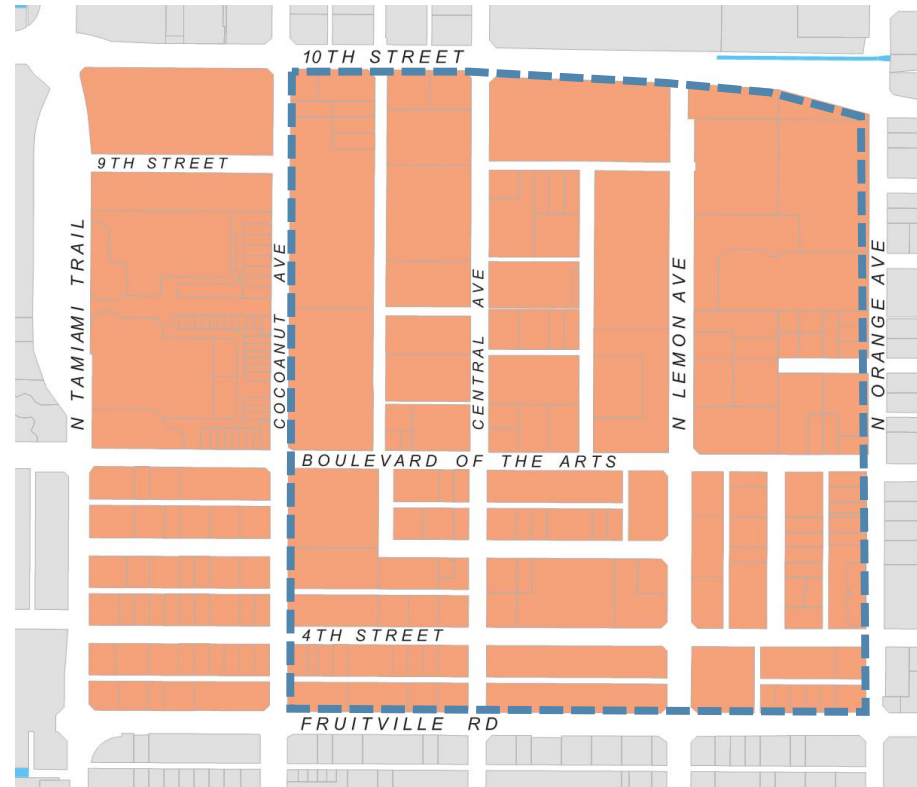
ROSEMARY RESIDENTIAL OVERLAY DISTRICT “RROD”

“RROD”: BACKGROUND



- 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

“RROD”: RESULTS TO DATE



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

“RROD”: STATUS



- “RROD” ordinance established “cap” in residential density
 - Within “RROD” boundary
 - 25 units/acre x 71 acres = 1,775 units
- 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 requested to prepare comprehensive plan and zoning amendments regarding “RROD”
 - i. To consider affordable housing
 - ii. To collaborate w/ neighborhood

“RROD”: WHAT’S MISSING



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

“RROD”: WHAT’S MISSING



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

“RROD”: WHAT’S MISSING



- Projects that respond to other neighborhood needs, as identified during Rosemary grassroots planning initiative.
- Specifically, projects that:
 - Are mixed use: housing + retail, offices, other uses
 - Include open space: publicly accessible
 - Feature high level “public realm” design: wider sidewalks, excellent landscaping, street furniture, innovative lighting
 - Incorporate exceptional public art

“RROD”: WHERE ARE WE?



- Our neighborhood has an unprecedented opportunity:
 - Work in collaboration with the city
 - Shape new zoning for majority of Rosemary District
 - Use this zoning to promote our neighborhood goals, identified during our planning process

“RROD”: NEXT STEPS



- Time has arrived for us – the neighborhood – **to recommend a framework** for a new overlay zoning (RROD v. 2) to the City.
- Based on this framework, specifics – **details** – **can then be developed by a working group.**
- **Working group** to include **Rosemary stakeholders** and **City staff.**

“RROD”: THE FRAMEWORK



How did a framework evolve?

- Review what worked (and didn't work) under RROD v. 1 . . .
- Factor in desire for future development in Rosemary District to promote the goals, objectives and recommendations of our planning initiative . . .
- Meet . . . discuss . . . meet . . . discuss

“RROD”: THE FRAMEWORK



The Underlying Concept:

An incentive-based approach that provides density bonuses to projects that promote important community goals.

“RROD”: THE FRAMEWORK



More specifically, a new, innovative approach to RROD v. 2:

- Establish a residential baseline density available to all projects.
- Provide density bonuses to projects that promote important community goals.
- Review process for projects seeking additional density would include – in addition to City staff – community workshops.
- Project permits would require density bonus features to be included in projects.

“RROD”: THE FRAMEWORK



What would density bonuses be provided for?

1. Providing **affordable price levels** (sales prices and rents).
2. Providing **types of housing** (e.g., working artists) **not typically provided**.
3. Providing well designed, **publicly accessible open spaces**.

“RROD”: THE FRAMEWORK



- Incorporating **significant public art**.
- Featuring **exemplary public realm design**.
- **Purchasing and transferring development rights** from existing low density projects.
- Including **other exceptional public benefits**.

“RROD”: THE FRAMEWORK



Advantages of Proposed Framework:

- Promotes the principles and recommendations of our planning initiative.
- Rewards good, neighborhood sensitive projects.
- Based on “carrots,” not “sticks.”
- Is fair and reasonable to developers.
- Includes collaboration among neighborhood, city and developers.

“RROD”: GOING FORWARD



If framework acceptable, then:

- Establish a working group to add details to framework.
- Consisting of Rosemary stakeholders and City staff.
- Will report back to community as work progresses.



DISCUSSION:

REORGANIZING THE ROSEMARY DISTRICT ASSOCIATION

REORGANIZING THE RDA



Background

- Rosemary District Association established 1995
 - Is a Florida “not-for-profit”
 - Is not a certified 501(c)(3) organization
- Is loosely organized
- Long-time leadership by Michael Bush

REORGANIZING THE RDA



- As we move from planning to execution, important to organize for success.
 - Provide an effective voice for the neighborhood
 - Leverage the energy and diverse talents of the neighborhood
 - Operate efficiently and effectively

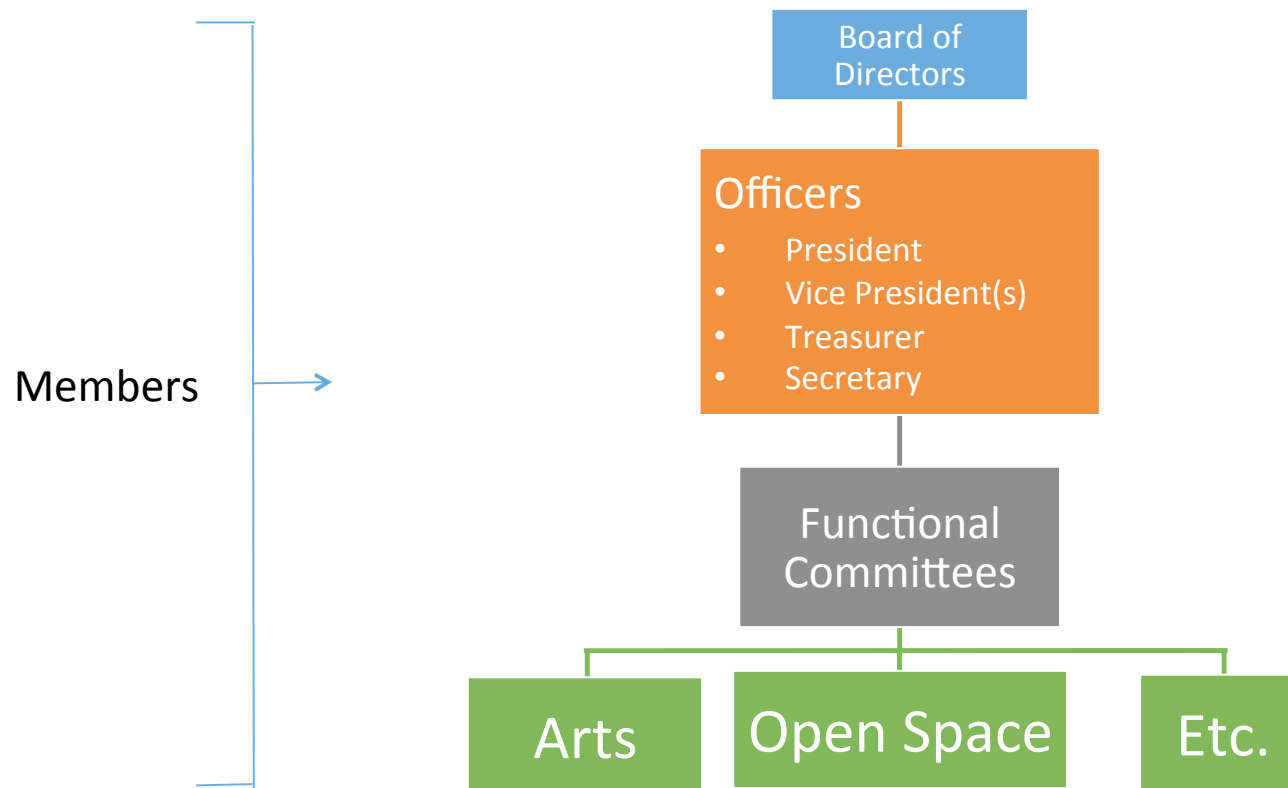
REORGANIZING THE RDA



What's missing now?

- Board of Directors
- Officers
- Functioning Committees
- Bylaws
- Membership List
- Regular Meetings

REORGANIZING THE RDA



REORGANIZING THE RDA



Proposed Approach – One Year (2018) Initiative

1. Elect interim (one year) board
 - Board to select officers and establish committees
2. Establish bylaws, members, etc.

While, at the same time, achieve early victories:

3. New overlay zoning (RROD v. 2)
4. Complete “packaging” and presentation of grassroots plan
5. Accomplish other plan recommendations (from 120) – as determined by board and committees

REORGANIZING THE RDA



First Step: Nominate and Elect a Board

- To serve for first year, until successor Board elected
- Proposed size: nine members
 - Five Rosemary residents
 - Four other “direct stakeholders”:
 - Represent a business in Rosemary District
 - Represent a not-for-profit in Rosemary District
 - Own property (but do not live) in Rosemary District
- Goal: nominate and elect Board by February 28



THANK YOU!

WEBSITE: www.rosemarydistrictplanning.com