



OLD MARCO

Redevelopment Plan

Plan Framework

July 2024

Old Marco District



Residential multifamily properties frame the overall near-term opportunity, but could offer more to link amenities in the future

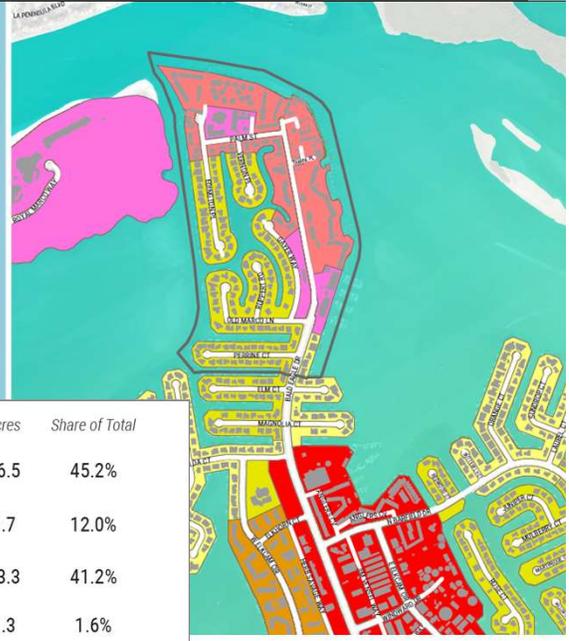
As discussed previously, our focus area includes the single-family neighborhoods accessed from Palm Street and Old Marco Lane because these areas are closely related to the same access issues along Bald Eagle that affect multifamily and commercial properties. However, the plan's primary attention is to these multifamily and commercial parcels – they have the most propensity for change, and there are current redevelopment activities already in process.

Development Reality

Future Land Use Designations:

- Most of the district allows a form of mixed-use development featuring residential and commercial

Height limit 40'
To scale into single family



	Acres	Share of Total
Village Commercial	36.5	45.2%
Planned Unit Development	9.7	12.0%
RSF-4	33.3	41.2%
RSF-3	1.3	1.6%

Critical Needs

Parking

No policy or practical system for sharing a common resource

Transportation

Right-of-way offers ample space for other circulation options, but not if it is the backstop of informal parking

Infrastructure

Ways to manage stormwater, flooding, and other conditions of living around water in a rain-heavy climate



The plan's review of current conditions identified a series of critical needs, and feedback from the community affirmed the importance of these.

Circulation Needs

Current Traffic:

- Consider a peak traffic volume of up to 600 vehicles circulating in and out of the district (both directions)
- Estimated trip generation for the Edington-Palm single family neighborhood and Ville De Marco are **at most 250 trips during this peak hour**
- **350 trips do not pass the Bald Eagle-Palm intersection: but limited space to absorb them.** Today this leads to a high degree of 'impromptu circulating', such as in Snook Inn parking



Our study considered recent (2022) traffic counts and noted that traffic coming into the district fits within the car-carrying capacity of Bald Eagle Drive – but this does not consider the 'driver behaviors' that affect overall circulation and operations. Parking along the roadway/in the swales, slower-moving motorists trying to find their way, and the turns at Bald Eagle and Palm can affect this.

However, the current land use patterns suggest that most of the traffic coming into the district should not need to get past the Bald Eagle and Palm corner to reach their destinations. This is a big opportunity – it means if there is a way to intercept these trips with parking or a turnaround at that location, traffic shouldn't need to pass into the neighborhoods and cut through.

Other Community Desires

Preserving Character

This encompasses many things:

- *Historic buildings*
- *Recognition of historic significance and sites*
- *Waterfront/marina atmosphere and integration of these functions into community*
- ***Appropriate density for neighborhood adjacency***

Improved Recreation Opportunities

Ability to walk and bike more safely and conveniently



The community also has things it wants from the district: building and enhancing a sense of place and character that is not immediately apparent today. There are sites and buildings of historic significance in the district but these are not readily accessible in most places today. There is also interest in being able to walk through the district, and better access by other modes of transportation would be a key link to realizing parking opportunities.

Desire: better connection opportunities; easier access to amenities



Old Marco Redevelopment Plan

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But the point is critical – there is limited land to make these improvements. The City only has control over the public rights-of-way – it does not own other land in the district.

Two principal paths to follow

No zoning changes – keep it as is

Incremental Change with Limited Site Opportunity

- Balance maximum density with site constraints
- Little room left for other needs (circulation and infrastructure to be addressed in a community-sensitive matter)
- **Sites are simply hard to develop**

Concede on height and other controls to get more enhancements

New Approach to Site Development

- Easier to achieve densities for market-viable development
- Numerous opportunities for integrating public realm into sites
- **This lays seeds for longer-term change on properties not considered susceptible to redevelopment pressure today**

For this reason, this plan's study and recommendations considered two paths: the City can continue with its current policies and regulations and allow redevelopment of Old Marco properties to occur, meaning that developers will use properties to achieve as much development density as the current development code allows them. Or, we could consider a different approach, in which these amenities can be *a part of* the development proposals and applications. As the following slides will demonstrate, that means rethinking development regulations to allow developers to have more flexibility to achieve their entitlements on sites.

Old Marco District



To illustrate this, we focused on a series of parcels that have recently been purchased and are in common ownership. For discussion purposes we're referring to these as Parcels A, B, and C, and the following slides will provide more detail.

Susceptible Sites: Comparing Approaches



	Site Area		Min Open Space %		Buildable	
	Sq Ft	Ac	Sq Ft	Ac	Sq Ft	Ac
A	40,327	0.93	9,678	0.22	30,648.5	0.70
B	70,878	1.63	17,010	0.39	53,867.3	1.24
c	23,487	0.54	5,636	0.13	17,850.1	0.41

- This analysis takes a look at the three primary development opportunity parcels in the short term and considers buildout potential from existing zoning

We considered the buildout potential of these sites, following the development code's requirement for open space and treating the remaining area as the buildable area.

Building Out These Sites



	Site Area	Min Open Space %	Buildable	Floor Plate		Total SF	Commercial SF		Residential SF				
	Sq Ft	Sq Ft	Sq Ft				25%	75%					
A	40,327	9,678	30,648.5	30,000	4	120,000	30,000	90,000	22,500	67,500			
				30,000	3						90,000	15,000	45,000
				30,000	2						60,000		
B	70,878	17,010	53,867.3	53,000	4	212,000	53,000	159,000	39,750	119,250			
				53,000	3						159,000	26,500	79,500
				53,000	2						106,000		
c	23,487	5,636	17,850.1	17,500	2	35,000	8,750	26,250					

This considers potential development scenarios by height, for a number of floors that could be achieved under height limits.



The development code allows a height of 40 feet, which is generally around four stories. Assuming that four stories could be achieved, we calculated a total amount of potential square footage, and considered that some portion of this space might be commercial with most (the upper floors) residential.

Building Out These Sites

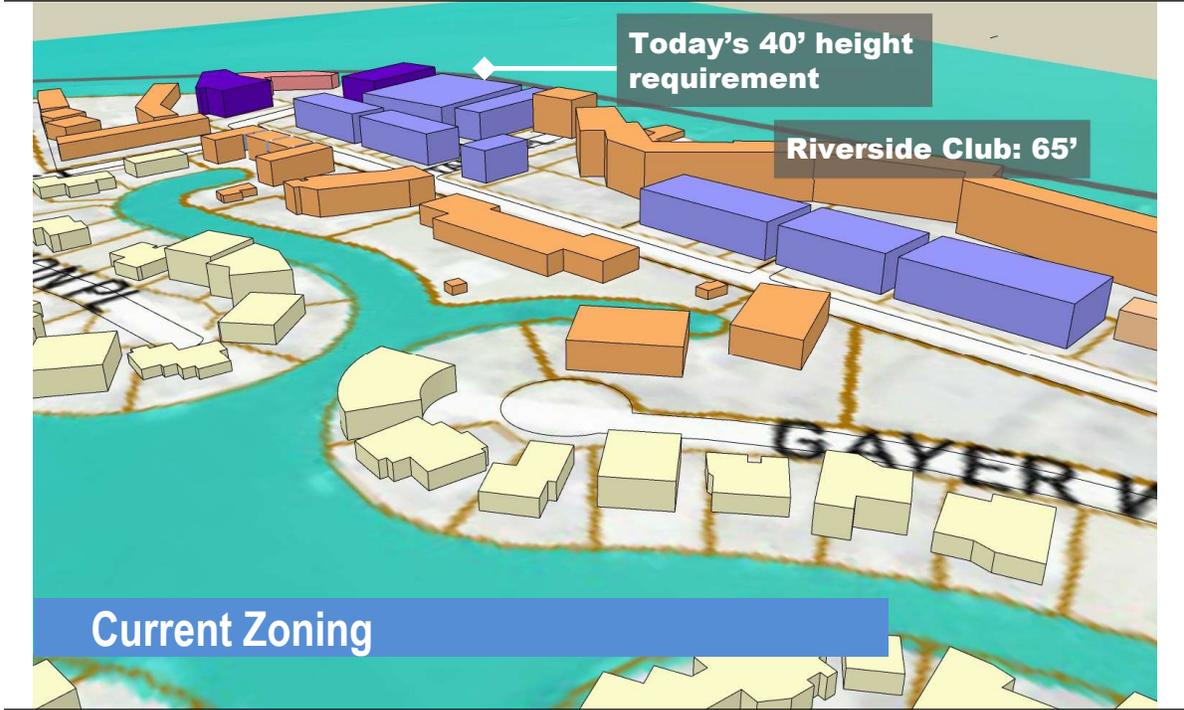


	Floor Plate	Stories	Total SF	Commercial SF	Residential SF	Parking spaces required	SF for parking (low)	SF for parking (high)	Floor plates needed for parking
A	30,000	4	120,000	30,000	90,000	165	49,500	57,750	1.5 – 2
	30,000	3	90,000	22,500	67,500	124	37,125	43,313	1 – 1.5
	30,000	2	60,000	15,000	45,000	83	24,750	28,875	1
B	53,000	4	212,000	53,000	159,000	292	87,450	102,025	2
	53,000	3	159,000	39,750	119,250	219	65,588	76,519	1.5
	53,000	2	106,000	26,500	79,500	146	43,725	51,013	1
C	17,500	2	35,000	8,750	26,250	48	14,438	16,844	1

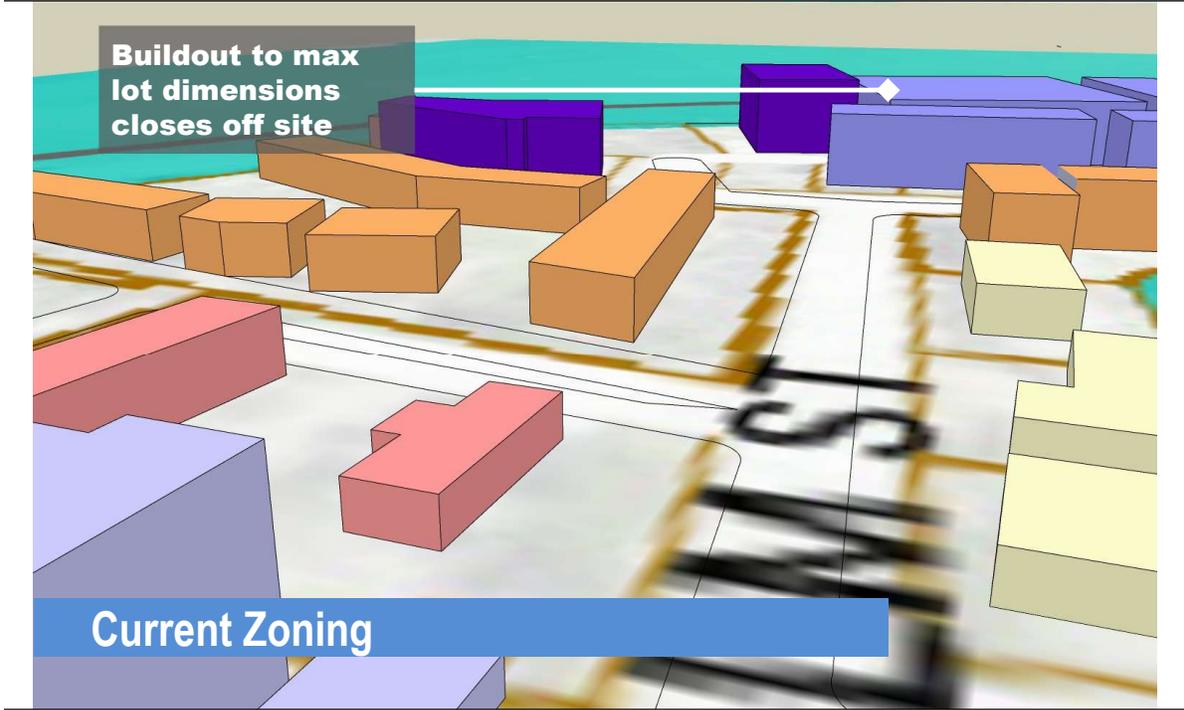
Parking on the same footprint (ground level or podium) is assumed to need a range based on typical size of spaces and circulation.

In any case, this would need at least one of the floor plates allowed with building height – limiting what can actually be built.

But to meet *parking requirements*, you would need some of your allowable building height – at least one story's equivalent of building (which could be parking on the ground with building floors built over it). However, the more dense the development gets, the more parking is needed – parking is purely a function of residential units or non-residential square footage, so as those increase, so do the requirements for providing off-street parking.



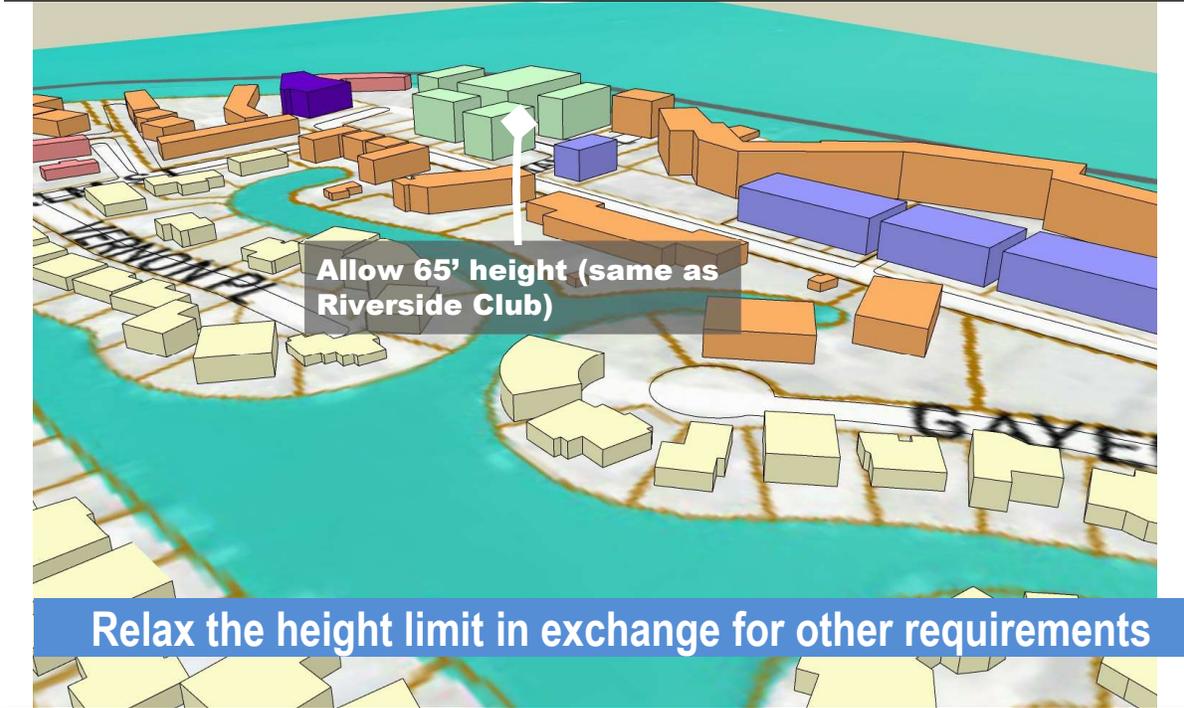
If our three parcels were built out, this would occupy much of their space – maxing out buildout to the minimum setback requirements and reaching the height available.



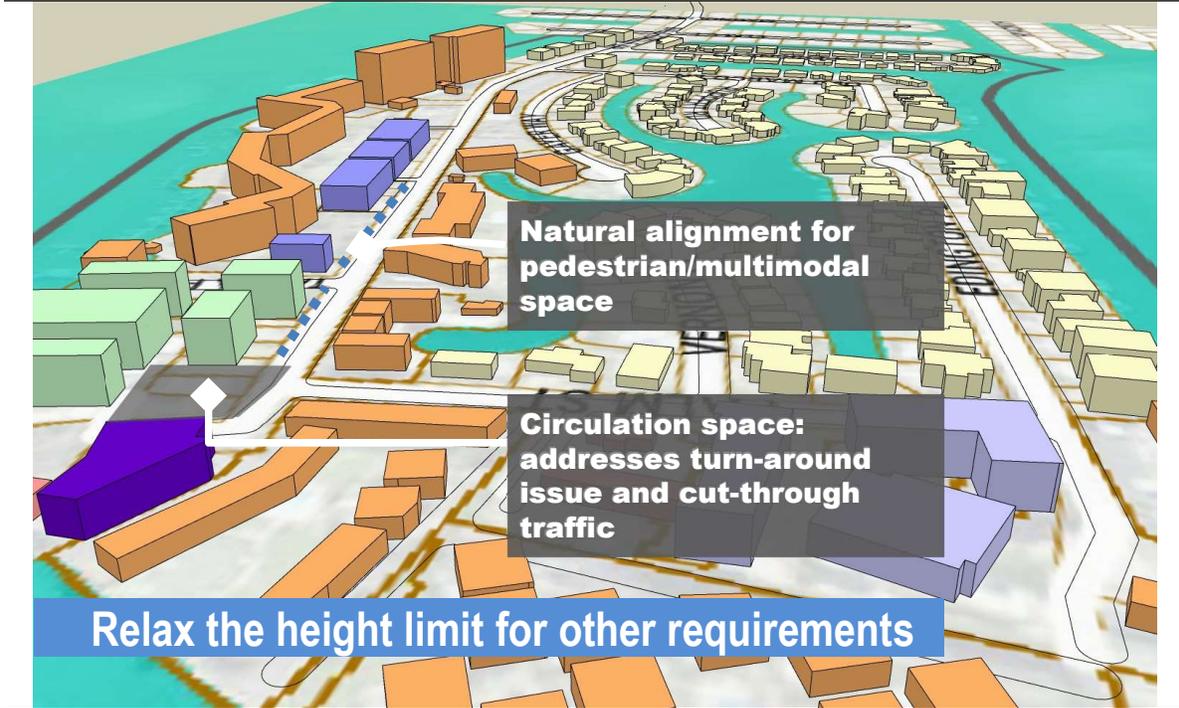
Critically, this doesn't allow these sites to do anything other than provide their own buildings.



The premise of this master plan's recommendations is that relaxing certain development parameters, such as height, would allow *the same density* to be achieved with less of a footprint on the site – building up more than building out. Because *density* is unchanged, there would be no more traffic or infrastructure impact from development than what would be allowed today. But by exercising this higher development, the City would ask developers to provide concessions in return – concessions that contribute to the overall public realm and make key contributions to infrastructure.



We have performed this buildout exercise on the basis of keeping height to the Riverside Club, the multifamily property that occupies a large portion of the eastern Old Marco waterfront.

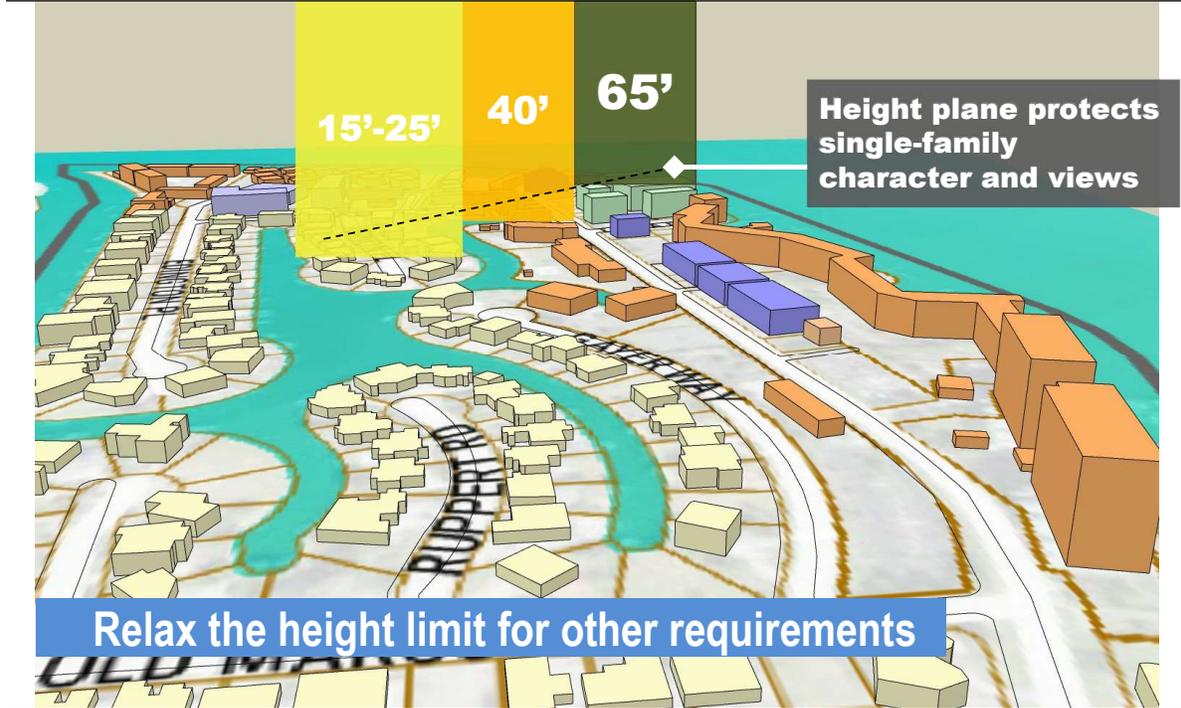


Natural alignment for pedestrian/multimodal space

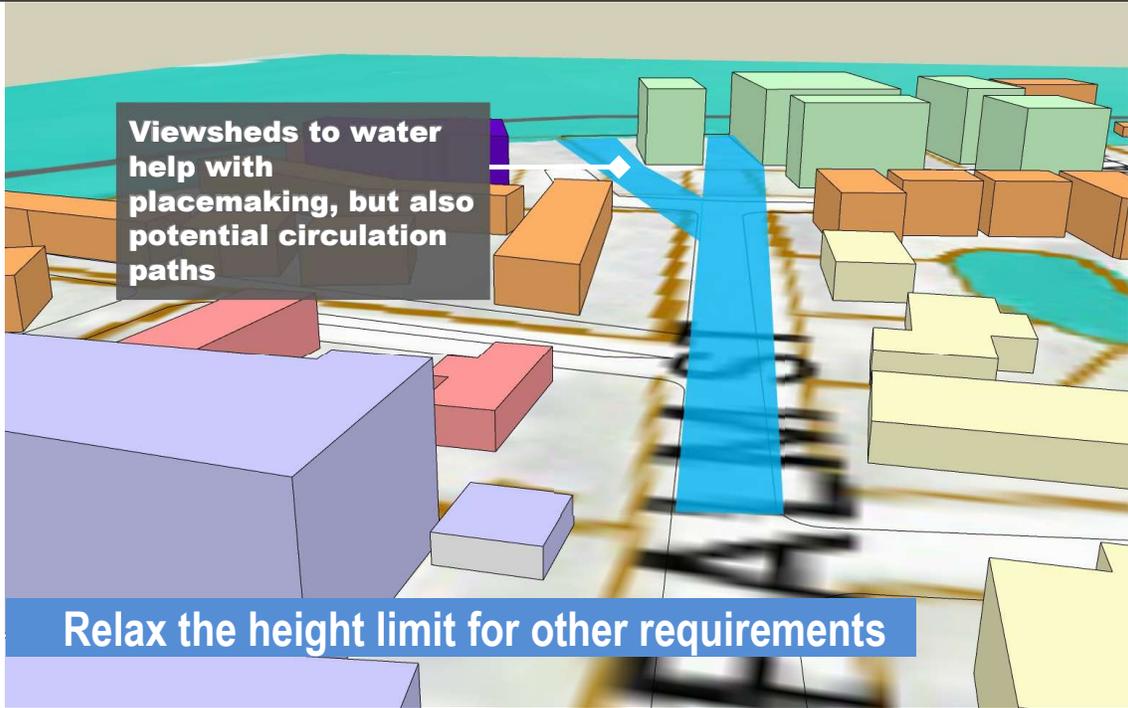
Circulation space: addresses turn-around issue and cut-through traffic

Relax the height limit for other requirements

Doing this potentially frees up space for many different treatments – parking, circulation, and open space.



These height relaxations could be coupled with other zoning and development regulations tools to keep their visual impacts from neighborhoods – one of these is a height plane approach that requires stepping down to adjacent heights.



Viewsheds to water help with placemaking, but also potential circulation paths

Relax the height limit for other requirements

Zoning Impact



Zoning Classification	Density	Setbacks			Max. Lot Coverage	Min. Floor Area	Parking	Max. Height	Public Benefit
		Front	Side	Rear					
A	C-5 Comm. 26 DU/AC	25'	0 - 10'	5' / 25'	76%	700 sq/ft	Per Code	35'+ BFE	No
B	C-5 Comm. 26 DU/AC	25'	0 - 10'	5' / 25'	76%	700 sq/ft	Per Code	35'+ BFE	No
C	C-5 Comm. 26 DU/AC	25'	0 - 10'	5' / 25'	76%	700 sq/ft	Per Code	35'+ BFE	No

Current standards and sites are difficult to reasonably redevelop to contemporary commercial or mixed-use standards. This results in development projects that maximize the extent of development rights, resulting in projects that provide no public benefit beyond the site specific or end users.

Zoning Impact



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		Front	Side	Rear					
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B	C-5 Comm. 26 DU/AC	25'	0 - 10'	5' / 25'	76%	700 sq/ft	Per Code	65'+ BFE	Yes
C	C-5 Comm. 26 DU/AC	25'	0 - 10'	5' / 25'	76%	700 sq/ft	Per Code	65'+ BFE	Yes

Only significant change is allowable building height. This height (55') + Base Flood Elevation (BFE), and same height as Riverside Club.

In a "trade-off" pedestrian and bicycle connectivity, vehicular circulation, public parking, and public waterfront access may be achieved.



Subdistricts for Development Code

Nearer-Term Opportunity Districts

- Subarea 1
- Subarea 2
- Subarea 3
- Subarea 4
- Subarea 5

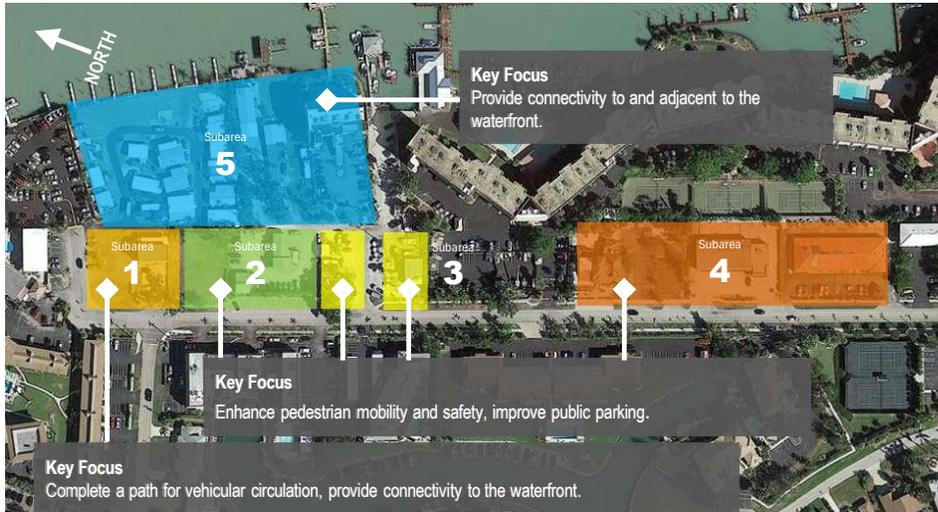
Longer-Term Opportunity Districts

- Longer-Term Parcels (remainder of district)

Overall master plan applies: nearer-term parcels are the ones with most active potential to begin improvements

The plan proposal is to apply an overlay or new zoning district to the non-single-family portions of Old Marco, with different subareas outlining the kinds of developer-based improvements that would contribute to public infrastructure in exchange for height relaxations. These would be divided into a series of nearer-term opportunity districts and a single longer-term district, with the longer-term district applied to primarily residential properties not expected to change as quickly.

Nearer-Term Opportunity Parcels



In different sections of the district, plan would prioritize different developer contributions



Subdistricts for Development Code

Nearer-Term Opportunity Districts

- Subarea 1
- Subarea 2
- Subarea 3
- Subarea 4
- Subarea 5

Longer-Term Opportunity Districts

- Longer-Term Parcels (remainder of district)

Capital/Public Realm Projects

- Multi-Use Path (Bike-Walk)
- Waterfront Walkway
- Street Improvements
- P Public Parking Resource

Overall master plan applies: nearer-term parcels are the ones with most active potential to begin improvements

This is accompanied by a series of public improvements that would collectively improve circulation and infrastructure opportunities in the district.

Site Opportunities with Smaller Footprints

Circulation: frees space for more efficient flow



Subarea 1

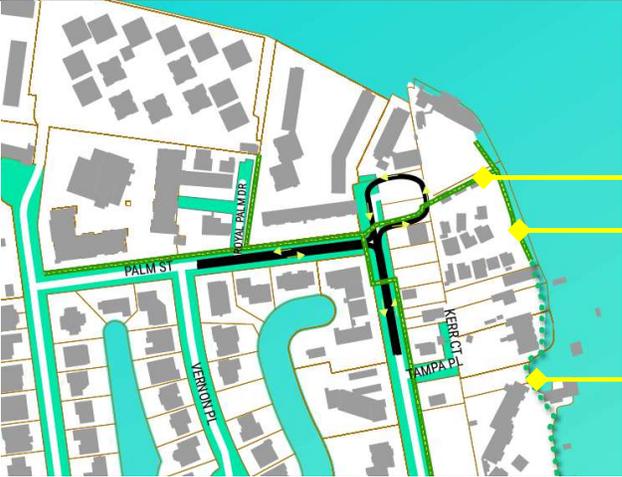
Circulation options may be able to work with sites more easily than adding to ROW (e.g. roundabouts)

This also allows design opportunities for traffic calming into neighborhood entry – most traffic not needing to pass by the circulation loop

As examples, each of these could include different contributions focused on addressing key issues.

Site Opportunities with Smaller Footprints

Multimodal Connections: More than Bald Eagle emerging to connect open spaces/amenities



Subarea 5

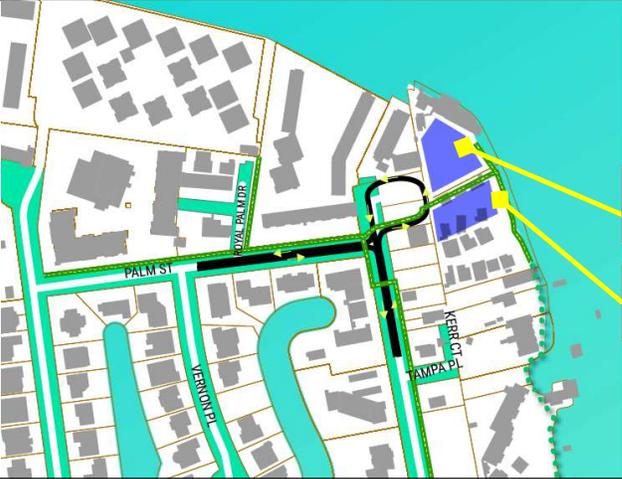
Sites redevelop with open corridors to allow public access walking and biking connections

Redeveloping sites could also allow begin a dedication of waterfront access

Future connections to be established as part of master plan recommendations

Site Opportunities with Smaller Footprints

Parking: Potential shared parking resources jointly managed as part of a larger district



Subarea 5

Existing parking, if willing, could be jointly managed under the same system

New development parking can add to supply, and provide management agreement with City for public access

Parcel Specific Public Benefits

Subarea 1: Street Facing Parcels

- Fund a streetscape design that integrates on-street public parking, mixed-use pathways, landscape (shade trees), lighting, furnishings with integrated stormwater. Front setbacks are altered to allow parking on the property side of the mixed-use pathway. Applies along Bald Eagle Drive. *(Similar to what currently exists to the south)*
- Through mutual agreement and an easement, construct a public street to create circular access as shown on the multimodal connectivity map.
- Through an easement, provide unobstructed pedestrian connectivity (minimum 15') from Bald Eagle Drive or pedestrian pathway to the rear of the parcel for future connectivity to the waterfront. Adjacent parcels may coordinate and split the dimensional requirement for access.
- Planned vehicular connectivity to adjacent parcels as exists or in anticipation of future redevelopment.
- In conjunction with adjacent properties, develop a shared and connected parking arrangement, with allowance to follow the City's reduced parking strategies for internal connectivity.
- Provide unobstructed vehicular access to the Port Marco parcel.

These slides outline the recommended 'toolkit options' of improvements that developers could offer. The City would ask for a fair-share contribution of one or more of these based on the additional development density increment a developer could achieve.

Nearer-Term Opportunity Parcels

Parcel Specific Public Benefits

Subarea 2: Street Facing Parcels

- Fund a streetscape design that integrates on-street parking, mixed-use pathway, landscape (shade trees), lighting, furnishings with integrated stormwater. Front setbacks are altered to allow parking on the property side of the mixed-use pathway. Applies along Bald Eagle Drive.
- In conjunction with adjacent properties, develop a shared and connected parking arrangement, with allowance to follow the City's reduced parking strategies for internal connectivity.
- Provide a minimum of 10% of parking for public use if developed as residential.

These slides outline the recommended 'toolkit options' of improvements that developers could offer. The City would ask for a fair-share contribution of one or more of these based on the additional development density increment a developer could achieve.

Parcel Specific Public Benefits

Subarea 3: Street Facing Parcels

- Fund a streetscape design that integrates on-street public parking, mixed-use pathways, landscape (shade trees), lighting, furnishings with integrated stormwater. Front setbacks are altered to allow parking on the property side of the mixed-use pathway. Applies along Bald Eagle Drive.
- Fund a streetscape design that integrates on-street public parking along Tampa Place.
- In conjunction with adjacent properties, develop a shared and connected parking arrangement, with allowance to follow the City's reduced parking strategies for internal connectivity.
- If acquired by or developed as a part of redevelopment with adjacent parcels, retain a minimum of 10% (tbd) of parking for public use if developed as residential.

These slides outline the recommended 'toolkit options' of improvements that developers could offer. The City would ask for a fair-share contribution of one or more of these based on the additional development density increment a developer could achieve.

Parcel Specific Public Benefits

Subarea 4: Street Facing Parcels

- Fund a streetscape design that integrates a mixed-use pathway, landscape (shade trees), lighting, furnishings with integrated stormwater.
- In conjunction with adjacent properties, develop a shared and connected parking arrangement, with allowance to follow the City's reduced parking strategies for internal connectivity.
- Reduce curb-cuts to no more than one per parcel, or if redeveloped as one project, no more than one curb cut per 70 feet, averaged.
- Provide a minimum of 20% (tbd) of parking for public use if developed as residential.

These slides outline the recommended 'toolkit options' of improvements that developers could offer. The City would ask for a fair-share contribution of one or more of these based on the additional development density increment a developer could achieve.

Parcel Specific Public Benefits

Subarea 5: Water Facing Parcels

- Through mutual agreement and an easement, provide access and construct the portion of a public street to create circular access as shown on Multi-modal connectivity.
- Through an easement, provide unobstructed pedestrian connectivity (minimum 20') from, and coordinated with, the adjacent rear parcels (1202 and / or 1165 Bald Eagle Drive) to the waterfront.
- Provide a minimum 15' unobstructed public promenade along the entirety of the waterfront with potential connectivity to adjacent parcels.
- Provide a minimum 15' unobstructed pedestrian connectivity, coordinated with, the adjacent rear parcel (1141 Bald Eagle Drive) to Tampa Place.
- Planned vehicular connectivity to adjacent parcels as exists or in anticipation of future redevelopment.
- In conjunction with adjacent properties, develop a shared and connected parking arrangement, with allowance to follow the City's reduced parking strategies for internal connectivity.

These slides outline the recommended 'toolkit options' of improvements that developers could offer. The City would ask for a fair-share contribution of one or more of these based on the additional development density increment a developer could achieve.

The tradeoff questions (critical in **bold**)



- **Is keeping height consistent with Riverside Club acceptable if it allows other site development standards?**
- Use more on-site approaches/BMPs for stormwater and flood management?



- If sites can provide a more shared resource for the district, should every site need to provide its own?
- Can on-street spaces be formalized (clear locations) and minimized (enforcement to ensure parking only happens in these places)?



- Are there short-term approaches to provide other connections?
- Long-term ways to increase connectivity through City partnerships?

The plan's other recommendations are based on a series of tradeoffs that the City would make with private developers and the Old Marco community to ensure that changes are kept within acceptable levels for the community.