

**City of Marco Island  
2035 Comprehensive Plan  
Future Land Use Element  
DRAFT**

**GOAL 1: LIVEABLE SMALL TOWN COMMUNITY.** Protect and enhance the City of Marco Island as a highly liveable community with an excellent quality of life, which encompasses its tropical beaches, resorts and recreational amenities, abundant natural resources and sensitive coastal environments, and small-town charm. For the purposes of this Plan, small town charm is characterized by Marco Island’s convenient coastal living, a balanced mix of land uses to serve local residents and the tourist population, and a strong sense of place identified by the City’s unique history, architecture, signage, landscaping, community facilities, and natural environment.

**Objective 1.1: Maintain the unique character and quality of life within Marco Island by managing growth through implementation of the Comprehensive Plan, Land Development Code (LDC) regulations, Strategic Plan and other planning tools adopted by City Council.**

**Policy 1.1.1:** The density and intensity limits and other land use restrictions described in the Comprehensive Plan are legally binding immediately upon adoption. During the preparation of the Land Development Code that will fully implement this plan, conflicts may arise with previous regulations, development approvals or zoning districts. The Administrative Section following these Goals, Objectives and Policies describes how such conflicts will be resolved.

**Policy 1.1.2:** The City will protect and enhance resources and amenities through careful evaluation of impacts during the development review process and by coordinating review efforts with local advisory boards and other pertinent local, state and federal agencies.

**Policy 1.1.3:** The City will update and maintain Land Development Code regulations that implement the community vision set forth in this Plan including development regulations and standards to address aesthetic and design requirements; management of the type, location, quality, design, density and intensity of new development and redevelopment; enhanced standards for land uses that have the potential to impact the community character and established residential neighborhoods.

**Policy 1.1.4:** The City will provide meaningful opportunities for public participation in the land development approval process for privately initiated development and redevelopment, and actively seek the input of its citizenry in implementing the Comprehensive Plan and Land Development Code.

**Objective 1.2: The City will manage growth to enhance the community both fiscally and physically, protect property values, and provide for housing, goods and services, community amenities, and local employment opportunities.**

**Policy 1.2.1:** The City will evaluate the growth management strategy and policies of the Future Land Use Element through visioning and evaluation of land use allocation for residential and non-residential development in order to optimize the use of infrastructure and services, and ensure a balanced mix of land uses.

**Policy 1.2.2:** The City will facilitate a compact urban development pattern by concentrating more new growth in the form of redevelopment in mixed-use land use designations as a way to provide opportunities to more efficiently use infrastructure, land, resources and services.

**Policy 1.2.3:** Protect single-family neighborhoods and low density areas of the Island through the adoption of regulations, processes and procedures that address transition of land use, comprehensive site design standards, and compatibility.

**Policy 1.2.4:** The City shall continue to allow essential public facilities and services in all future land use categories and zoning districts to ensure such facilities and services can be accommodated and that the adopted level-of-service standards are maintained.

**GOAL 2: FUTURE LAND USE MAP.** To maintain and implement a Future Land Use Map that provides a predictable and community-appropriate approach to the proposed distribution, location, and extent of land uses, densities and intensities in the City in order to protect natural resources, provide adequate services and infrastructure in a cost-effective manner, and maintain the community character and small-town charm.

**Objective 2.1: Residential Future Land Use Categories. Ensure sufficient land in appropriate locations on the Future Land Use Map to accommodate the projected population of the City through the year 2040 in attractive and safe neighborhoods with a variety of housing types.**

**Policy 2.1.2:** The **Low Density Residential** future land use category consists of predominantly single-family residential areas that are located interior to the island, and in other areas where it is appropriate to protect existing neighborhoods. This category provides low density housing proximate to the City's commercial nodes and public facilities. Non-residential uses land uses are not permitted. This category has a standard density range from one dwelling unit per acre (1 du/acre) to four dwelling units per acre (4 du/acre). Bonus densities are not allowed.

**Policy 2.1.3:** The **Medium Density Residential** future land use category contains pockets of medium density residential development, in very limited areas of the island as a whole. This category contains areas that are existing and is not intended to expand, or to include any commercial or industrial land uses. This category has a standard density range from one dwelling unit per acre (1 du/acre) to six dwelling units per acre (6 du/acre). Bonus densities are not allowed.

**Policy 2.1.4:** The **High Density Residential** future land use category is intended for developed areas of the island characterized by existing high-rise development and condominiums serviced by urban services. This category has a standard density range from one dwelling unit per acre (1 du/acre) to sixteen dwelling units per acre (16 du/acre). Additionally, a maximum of 50 units of bonus density may be permitted in this category through the provision of public enhancements in accordance with Objective 2.4 of this Element.

**Policy 2.1.5:** The **Resort/Residential** future land use category is intended for areas generally along the City's beachfront, which provide hospitality uses including resorts and hotels, and in some areas, high-rise residential and timeshare uses. This category is intended to accommodate those resort needs associated with an island community. The maximum density permitted is 16 dwelling units per acre (16 du/acre). An additional bonus density of three dwelling units per acre (3 du/acre) may be permitted in this category through the provision of public enhancements in accordance with Objective 2.4 of this Element. The maximum density bonus available within the Resort/Residential category city-wide is limited to a maximum of 100 dwelling units.

**Objective 2.2: Commercial and Mixed-Use Future Land Use Categories. To accommodate orderly and well-planned commercial and mixed-use development at appropriate locations to serve the residents and visitors of Marco Island.**

**Policy 2.2.1:** The maximum intensity of allowable commercial development in any land use category shall be governed by height limitations, setbacks, landscape buffers, parking standards, and other bulk regulations to ensure attractive and well-integrated non-residential development areas.

**Policy 2.2.2:** The City will evaluate necessary updates to the land development code regulations to provide minimum standards and incentives for the conversion of strip commercial development into compact, integrated commercial and mixed-use projects that emphasize multi-modal access, public gathering space, interconnections between properties, and high aesthetic value.

**Policy 2.2.3:** The **Village Commercial** future land use category is intended to provide neighborhood-scale commercial and mixed-use development, including commercial retail, office, personal services, and live-work dwelling types. This category is intended to provide for the day to day needs of residents and may also accommodate resort-oriented uses, including hotels and timeshares. Standard densities are limited to 8 du/acre, while the Bonus Density program may permit an additional 15 dwelling units subject to the provisions of this Plan. Hotel/motel densities are limited to 26 du/acre. Intensity is limited to 0.5 FAR.

**Policy 2.2.4:** The **Community Commercial** future land use category is intended to provide a range of commercial uses at key intersections and nodes within the City outside of the Town Center/Mixed Use future land use category. These areas shall

be comprised of retail, office and mixed use land uses. Standard densities are limited to 12 du/acre, while the Bonus Density program may permit an additional 25 dwelling units, subject to the provisions of this Plan. Hotel/motel densities are limited to 26 du/acre. Intensity is limited to 0.75 FAR.

**Policy 2.2.5:** The **Town Center/Mixed Use** future land use category is intended for an intensive and well-integrated mix of commercial and residential uses concentrated at the intersection of Collier Boulevard and Bald Eagle Drive at the gateway to the City. The maximum building height for new projects within the Town Center/ Mixed Use designation area shall not exceed 75 feet. Standard densities are limited to 12 du/acre, while the Bonus Density program may permit an additional 50 dwelling units, subject to the provisions of this Plan. Hotel/motel densities are limited to 26 du/acre. Intensity is limited to 1.0 FAR.

**Policy 2.2.6:** The **Heavy Commercial** future land use category is intended for the most intensive non-residential uses, including retail, office, and limited industrial adjacent to the Town Center/Mixed Use future land use category. Heavy Commercial is not intended for lands in other areas of the City in order to protect residential neighborhoods, resort development, and lower intensity mixed-use areas from encroachment of incompatible land uses. Standard densities are limited to 12 du/acre. Bonus density is not permitted in this category. Intensity is limited to 1.0 FAR.

**Policy 2.2.7:** The **Planned Unit Development** future land use category is intended for existing Planned Unit Development (PUD) zoning districts that were adopted by Collier County prior to the incorporation of Marco Island and option of the City's Comprehensive Plan. Densities, intensities and the permitted range of land uses in this category are regulated by the site-specific PUD zoning ordinance(s). Any increase to the adopted density or intensity will require a finding of consistency with all applicable provisions of this Plan. New PUD zoning districts are permitted subject to compliance with the applicable underlying future land use category, and are not to be designated in this category.

**Policy 2.2.7.1:** To foster innovation and promote quality redevelopment that meets the needs of the community, existing Planned Unit Developments (PUDs) may petition, through the PUD amendment process, to receive a density bonus equivalent of up to three (3) units per acre in accordance with the provisions of the Comprehensive Plan. Petitions must demonstrate compliance with the bonus density provisions set forth in Objective 2.4 of this Element. The maximum density bonus available to existing PUDs city-wide is limited to a maximum of 120 dwelling units.

**Policy 2.2.8:** The 0.54 acre parcel in Section 10, Township 52, Range 26 on the eastern side of Marco Island (Folio #58420200005), further described as the "Eastern 300 feet of Tract C, Marco Beach Unit 17", may be utilized for commercial purposes only, subject to the following site-specific stipulations:

- a. That no residential use or occupancy may be approved, maintained, or allowed to occur on the same property. Hotel or motel establishments, meeting the classification standards of 509 F.S., are recognized as commercial use. However, hotel and motel uses are subject to density standards set forth in the Comprehensive Plan and Land Development Code.
- b. That prior to the issuance of Site Development Plan (SOP) approval the owner shall, at his/her sole expense, prepare and record a permanent conservation easement encompassing the existing mangrove portion of the parcel (approximately 0.25 acre).
- c. That development rights shall be transferred from the portion of the parcel encumbered by the permanent conservation easement to the remaining, unencumbered portion of the parcel, or to the adjoining property (Barge Marina) if the development encompasses both properties.

**Policy 2.2.9:** The commercial component of a residential mixed-use project shall constitute at least twenty (20%) percent of the total gross square footage of the proposed development if located within one (1) structure or at least thirty (30%) percent if two (2) or more structures are planned. Residential units shall either be located above commercial space when contained in a single structure or in separate multifamily structure(s) on the same property. While the primary objective of those districts permitting mixed use development is to allow for necessary commercial services, residential use may be permitted pursuant to adopted conditional use criteria and standards. Further, in conjunction with the project review and approval process, the City reserves the right to require a "market study" or equivalent thereof, prepared by a credentialed professional to demonstrate that the proposed commercial component of the project will be economically viable.

**Objective 2.3: Preservation and Public Future Land Use Categories. Ensure the protection of environmentally sensitive uplands and wetlands throughout the City in order to provide passive, natural green space areas, native habitat for flora and fauna, and further protect the City' valuable natural resources.**

**Policy 2.3.1:** The **Preservation/Conservation - Private** future land use category applies to privately owned preserve areas. Development is not permitted in this category, and land uses are expressly limited to conservation and those passive recreational uses permitted by state and federal environmental agencies.

**Policy 2.3.2:** The **Preservation/Conservation - Public** future land use category applies to publicly owned preserve are. Development is not permitted in this category, and land uses are expressly limited to conservation and those passive recreational uses permitted by state and federal environmental agencies.

**Objective 2.4: Density Bonuses. Provide a framework for incentivizing the development and redevelopment of higher density residential uses in appropriate locations where meaningful and measurable enhancements to the public are provided.**

**Policy 2.4.1.** The following describes the minimum enhancement required to achieve bonus densities for eligible future land use categories.

The density bonuses specified below reflect the maximum attainable density and are subject to review for consistency with all applicable provisions of this Plan through the PUD rezoning process, including but not limited to available and adequate public infrastructure, protection of natural resources, protection of community character, and neighborhood compatibility. These density bonus options may not be utilized cumulatively, and in no case shall bonus density exceed 3 du/acre.

- i. An additional 3 dwelling units per acre (3 du/acre) may be permitted for the inclusion of workforce housing units defined as housing for very households earning 140% of the area median income.
- ii. An additional 3 dwelling units per acre (3 du/acre) may be permitted for the provision of a dedicated permanent easement, not less than 12 feet in width, for public access to the beach.
- iii. An additional 2 dwelling units per acre (2 du/acre) may be permitted for the provision of a dedicated permanent easement, not less than 12 feet in width, for public access to other natural or water resources.
- iv. An additional 0.5 dwelling units per acre may be permitted where the public access described in 2.4.1(iii) is accompanied by public parking with a minimum of five (5) parking spaces.
- v. An additional 2 dwelling units per acre (2 du/acre) may be permitted where the PUD accommodates bicycle and/or pedestrian facilities through private property for public use, which are provided in addition to the code required sidewalk facilities.
- vi. An additional 0.5 dwelling units per acre may be permitted where the public access and/or bicycle pedestrian facility is accompanied by public parking with a minimum of three (3) parking spaces.
- vii. An additional 1 dwelling unit per acre may be permitted for the provision of public art within the development, or an off-site public property determined at the time of site improvement plan review.
- viii. An additional 3 dwelling units per acre may be permitted for enhanced water management improvements that increase water quality and reduce run-off in excess of the minimum state requirements.

**GOAL 3: GROWTH MANAGEMENT & REDEVELOPMENT.** To provide for an economically feasible plan which coordinates the location and timing of new development and redevelopment with the provision of infrastructure and services, while protecting the City's small-town charm, established residential neighborhoods, natural resources, and property values.

**Objective 3.1: Direct new growth and redevelopment to those areas of the City where adequate public facilities exist, or are planned, and where compact and contiguous**

**development patterns can be created, and which are located away from established low density residential neighborhoods.**

**Policy 3.1.1:** Development will be permitted only where they are consistent with the Future Land Use Map and the goals, objectives, policies, and standards of this plan.

**Policy 3.1.2:** Rezoning, conditional use, site improvement plans, and other development proposals will be evaluated as to the availability and proximity of the road network; central sewer and water lines; community facilities and services such as schools, EMS, fire and police protection, and other public facilities; compatibility with surrounding land uses; and any other relevant facts affecting the public health, safety, and welfare.

**Policy 3.1.3:** Prohibit residential development where physical constraints or hazards exist or require the density and design to be adjusted accordingly. Such constraints or hazards include but are not limited to flood, storm, or hurricane hazards; unstable soil or geologic conditions; environmental limitations; or other characteristics that may endanger the residential community.

**Objective 3.2: Redevelopment. Future redevelopment activities will be directed in appropriate areas, consistent with sound planning principles, the goals, objectives, and policies contained within this Plan, and the where the desired community character will be upheld.**

**Policy 3.2.1:** The City will prohibit the rezoning of residentially-zoned land that would extend commercial zoning into established low-density residential neighborhoods.

**Policy 3.2.2:** The City will proactively plan for the cost effective and timely redevelopment of multifamily and commercial developments that were approved and developed prior to adoption of the City's Comprehensive Plan and may be developed in excess of the standard density range pursuant to the underlying Future Land Use Category.

**POLICY 3.2.3** Over-density multi-family residential developments that lawfully achieved their density prior to incorporation of the City may be permitted to redevelop at their existing density through the PUD rezoning process and subject to demonstration of consistency with this Plan. The implementing land development regulations will ensure building height, unit size/square footage, and other site design factors cannot be increased in order to ensure a compatible scale of development.

**GOAL 4: GENERAL DEVELOPMENT STANDARDS.** Ensure that future development and redevelopment is timed with the availability of infrastructure, protects, and where possible, enhances natural resources, and results in an aesthetically pleasing built environment.

**Objective 4.1: The City will maintain and enforce a comprehensive set of land development regulations to guide development and redevelopment during the rezoning and site development process in order to implement this Plan.**

**Policy 4.1.1: Potable Water.** The City will coordinate future changes of land use with the availability of water supply and water supply facilities to ensure all existing and future developments will have adequate water to service development.

**Policy 4.1.2: Sanitary Sewer.** Due to the highly sensitive coastal environment, and potential impacts of septic tanks on surface and groundwater quality, the City will coordinate future changes of land use with the availability of wastewater treatment facilities and infrastructure to ensure all existing and future developments will have adequate wastewater treatment to service development.

**Policy 4.1.3: Multi-modal Transportation Systems.** The planning and design of future transportation improvements will incorporate facilities such as sidewalks and bicycle facilities to promote and advance a multimodal transportation network, as set forth in the Transportation Element.

**Policy 4.1.4: Natural Resources and Environment Considerations.** The City will ensure that land uses and structures are well integrated, properly oriented, and functionally related to the topographic conditions and existing/potential natural resources. For any development or redevelopment where there exists or there is the probability of environmentally sensitive areas (as identified by the City, the Corps of Engineers, Department of Environmental Protection, South Florida Water Management District, or other applicable regulatory agency), the developer/applicant must prepare an environmental assessment that examines the existing conditions, addresses existing or anticipated environmental problems, and proposes means and mechanisms to protect, conserve, or preserve the environmental and natural resources.

**Policy 4.1.5: Built Environment.** The land development regulations and other applicable regulations will require that development and redevelopment projects provide adequate and appropriate landscaping, open space, buffering, and adhere to maximum lot coverage requirements. Such development must also meet minimum architectural and other site design standards to provide an attractive and cohesive built environment that blends with the character of existing surrounding land uses.

**GOAL 5: COASTAL DEVELOPMENT STANDARDS.** The City will ensure that land uses and structures are well integrated, properly oriented, and functionally related to the coastal environment, topographic conditions, and existing/potential natural resources.

**Objective 5.1: The Future Land Uses depicted on the Future Land Use Map shall be compatible and coordinated with existing topographic, soil, base flood, and infrastructure services.**

**Policy 5.1.1:** Proposed changes to the Future Land Use Map will be thoroughly

reviewed for compatibility and coordination with underlying topographic, soil, flooding probability, and existing infrastructure services to ensure the development envisioned in the proposed change can be accommodated without adverse impacts or severe limitations due to topographic, soil, or infrastructure services.

**Policy 5.1.2:** All new development and redevelopment shall comply with the City's Floodplain Management Ordinance, as amended, to ensure projects meet or exceed the City's minimum finished floor elevations, provide for flood-resistant construction standards, and protect from adverse impacts of flooding.

**Policy 5.1.3:** Any request to change the Future Land Use Map shall be thoroughly reviewed and denied if such change would negatively impact hurricane evacuation plans, routes, or shelter facilities in coordination with the Conservation and Coastal Management Element.

**Policy 5.1.4:** The City shall thoroughly review proposed redevelopment project seaward of the Coastal Construction Control Line (CCCL) consistent with this Comprehensive Plan and all federal, state, and local permitting requirements.

**Policy 5.1.5:** New residential development and redevelopment must mitigate hurricane sheltering and evacuation impacts in accordance with the Land Development Code.

**GOAL 7: COMMUNITY CHARACTER.** Maintain Marco Island as a visually attractive, small town coastal community with a strong identifiable sense of place.

**Objective 7.1: The City will implement Land Development Code regulations that provide for enhanced landscaping, signage and architectural standards consistent with the goal of maintaining the City's small town coastal identity.**

**Policy 7.1.1:** The City will evaluate the current Land Development Code regulations to address opportunities to adopt more comprehensive architectural and site design regulations to ensure quality development and redevelopment.

**Policy 7.1.2:** The City will continue to thoroughly and thoughtfully review and revise, as necessary, the list of permitted uses within zoning districts contained in the adopted Land Development Code to ensure compatibility between land uses, the needs of residents and tourists are met on-island to the extent possible, and emerging and modern uses are addressed through the City's regulatory framework.

**Policy 7.1.3:** The City will enforce existing and future Land Development regulations to eliminate and/or reduce uses of land inconsistent with the Future Land Use Map.

**Policy 7.1.4:** The City will seek to identify and eliminate existing non-conformities that detract from the City's character or could impact the public health, safety, or welfare through diligent code enforcement action and through attrition via approved development orders.

**Policy 7.1.5:** The City shall coordinate future transportation, park, and infrastructure improvements to ensure compatibility and appropriateness of adjacent land uses and to promote the Island's small town character.

**Objective 7.2: Neighborhood Compatibility. Protect existing and future residential development from any encroachment of uses that are potentially destructive to the character and integrity of the residential environment.**

**Policy 7.2.1:** Compatibility is defined as the characteristics of different uses or activities or design which allow them to be located near or adjacent to each other in harmony. Some elements affecting compatibility include the following: height, scale, mass and bulk of structures, pedestrian or vehicular traffic, circulation, access and parking impacts, landscaping, lighting, noise, odor and architecture. Compatibility does not mean “the same as” in terms of density/intensity, architecture/building form or use. Rather, it refers to the sensitivity of development proposals in maintaining the character of existing development.

**Policy 7.2.2:** The density ranges set forth in this Element provide the general range of appropriate densities in each future land use category. Densities in the upper limits of the allowable density range will be evaluated as to the availability and proximity of the road network; centralized sewer and water services; community facilities and services such as schools, EMS, fire and police protection, and other public facilities; compatibility with neighboring land uses; and any other relevant facts affecting the public health, safety, and welfare.

**Policy 7.2.3:** Maintain development regulations that require high-density, multi-family, cluster, and mixed-use developments and redevelopment projects to implement sensitive site design practices to address compatibility with the surrounding neighborhood. Such design standards may include but are not limited to: spatial separation between existing low-density uses and proposed higher-density uses through the use of open space, buffers, setbacks; consistent lot sizes and lot coverage requirements that align with abutting developed lots; limitations on building heights; performance standards; and other appropriate conditions of approval. Projects must demonstrate the transition of proposed densities within the project to the external boundaries, where proximate to established low-density residential neighborhoods.

**GOAL 8: HISTORIC, ARCHAEOLOGICAL AND CULTURAL RESOURCES.** Protect, enhance and promote Marco Island’s unique historical, archaeological and cultural resources to ensure their long-term reservation and instill a strong sense of place in the community.

**Objective 8.1: The City will proactively establish and enforce policies and procedures to protect, promote, identify, and enhance natural, cultural and historic resources on the Island.**

**Policy 8.1.1:** The City will create a local board to address historic, archeological and cultural assets, and issues on Marco Island.

**Policy 8.1.2:** The City will coordinate with the Marco Island Historical Society on opportunities to increase awareness of the City's historic resources.

**Policy 8.1.3:** The City will actively pursue partnerships with the Collier County Archeological and Historic Preservation Board and other public and private agencies to protect and promote its the historical and cultural resources.

**Policy 8.1.4:** The City shall advise the Florida Division of Historic Resources of any proposed renovation, expansion, or demolition of any identified historical or archaeological structure included on Comprehensive Plan Map M-13, Historic Places and Archaeological Sites Map, prior to the issuance of any local development order. Any renovation and/or expansion of an identified historic structure should be done with consideration of guidelines contained in the Secretary of the Interior's Standard for Rehabilitation and Guidelines for Rehabilitating Historic Buildings<sup>4</sup>

**GOAL 9: PUBLIC PARTICIPATION.** Provide opportunities for public input as part of the Comprehensive Plan amendment and land development review process.

**Objective 9.1: Require public meetings, or neighborhood information meetings (NIM), as part of the development approval process for comprehensive plan amendments, rezonings, conditional use petitions, and where applicable, site improvement plans.**

**Policy 9.1.1:** A minimum of one (1) NIM is required for privately-initiated applications for Comprehensive Plan Amendments (map or text), rezonings, conditional use petitions, and site improvement plans. The meeting must be conducted before the application can be approved.

**Policy 9.1.2:** The City shall conduct a minimum of one public information meeting to present any city-initiated amendments to the Comprehensive Plan and/or Land Development Code.

**Policy 9.1.3:** Additional public information meetings may be required as provided in