



**City of Palm Coast**  
**Agenda**  
**CITY COUNCIL SPECIAL**  
**WORKSHOP**

City Hall  
160 Lake Avenue  
Palm Coast, FL 32164  
www.palmcoastgov.com

**Mayor David Alfin**  
**Vice Mayor Ed Danko**  
**Council Member Cathy Heigher**  
**Council Member Nick Klufas Council**  
**Member Theresa Pontieri**

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**Tuesday, October 10, 2023**

**1:00 PM or immediately following the City Council Workshop**

**CITY HALL**

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**City Staff**

**Denise Bevan, City Manager**

**Neysa Borkert, City Attorney**

**Kaley Cook, City Clerk**

- Public Participation shall be in accordance with Section 286.0114 Florida Statutes.
- Other matters of concern may be discussed as determined by City Council.
- If you wish to obtain more information regarding the City Council's agenda, please contact the City Clerk's Office at 386-986-3713.
- In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons needing a reasonable accommodation to participate in any of these proceedings or meeting should contact the City Clerk at 386-986-3713, at least 48 hours prior to the meeting.
- City Council Meetings are streamed live on YouTube at <https://www.youtube.com/user/PalmCoastGovTV/live>.
- It is proper meeting etiquette to silence all electronic devices, including cell phones while Council is in session.
- Any person who decides to appeal any decision of the City Council with respect to any matter considered at this meeting will need a record of the proceedings, and for such purpose, may need to hire a court reporter to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

**A CALL TO ORDER**

**B PLEDGE OF ALLEGIANCE TO THE FLAG AND A MOMENT OF SILENCE**

**C ROLL CALL**

**D PUBLIC PARTICIPATION**

Public Participation shall be held in accordance with Section 286.0114 Florida Statutes. And pursuant to the City Council's Meeting Policies and Procedures:

(1) Each speaker shall at the podium, provide their name and may speak for up to 3 minutes.

(2) The Public may provide comments to the City Council relative to matters not on the agenda at the times indicated in this Agenda. Following any comments from the public, there may be discussion by the City Council.

(3) When addressing the City Council on specific, enumerated Agenda items, speakers shall:

(a) direct all comments to the Mayor;

(b) make their comments concise and to the point;

(c) not speak more than once on the same subject;

(d) not, by speech or otherwise, delay or interrupt the proceedings or the peace of the City Council;

(e) obey the orders of the Mayor or the City Council; and

(f) not make any irrelevant, impertinent or slanderous comments while addressing the City Council; which pursuant to Council rules, shall be considered disorderly.

(4) Any person who becomes disorderly or who fails to confine his or her comments to the identified subject or business, shall be cautioned by the Mayor and thereafter must conclude his or her remarks on the subject within the remaining designated time limit.

Any speaker failing to comply, as cautioned, shall be barred from making any additional comments during the meeting and may be removed, as necessary, for the remainder of the meeting.

Members of the public may make comments during the public comment portion of the meeting. Please be advised that public comment will only be permitted during the public comment portions of the agenda at the times indicated by the Chair during the meeting.

**E PRESENTATIONS**

**1 A PRESENTATION FROM THE COMPREHENSIVE PLAN TEAM ON THE KICK-OFF EVENTS AND PUBLIC ENGAGEMENT PHASE TO UPDATE THE COMPREHENSIVE PLAN**

**F PUBLIC PARTICIPATION**

Remainder of Public Comments is limited to three (3) minutes each.

**G DISCUSSION BY CITY COUNCIL OF MATTERS NOT ON THE AGENDA**

**H DISCUSSION BY CITY ATTORNEY OF MATTERS NOT ON THE AGENDA**

**I DISCUSSION BY CITY MANAGER OF MATTERS NOT ON THE AGENDA**

**J ADJOURNMENT**

# City of Palm Coast, Florida Agenda Item

**Agenda Date:** October 10, 2023

<b>Department</b>	COMMUNITY DEVELOPMENT	<b>Amount</b>
<b>Division</b>	PLANNING	<b>Account #</b>
<b>Subject:</b> A PRESENTATION FROM THE COMPREHENSIVE PLAN TEAM ON THE KICK-OFF EVENTS AND PUBLIC ENGAGEMENT PHASE TO UPDATE THE COMPREHENSIVE PLAN		
<b>Presenter:</b> Comprehensive Plan Team		
<b>Attachments:</b> 1. Presentation		
<b>Background:</b>		
<b>Council Priority:</b> <b>Ensure continued smart/sustainable long-term growth of the City of Palm Coast.</b>		
<p>The Comprehensive Planning Team, consisting of City Staff and the Consultant, JBPro, will provide a presentation to City Council and the Planning and Land Development Regulation Board to kick-off the public engagement process to update the Comprehensive Plan.</p> <p>The presentation will include the following:</p> <ul style="list-style-type: none"> <li>• An overview of what we are doing and why we are updating the comprehensive plan, <ul style="list-style-type: none"> <li>○ what is a Comprehensive Plan,</li> <li>○ why is it called a Comprehensive Plan, and</li> <li>○ how is the Comprehensive Plan used.</li> </ul> </li> <li>• Who is expected to participate and their roles, <ul style="list-style-type: none"> <li>○ The roles of various boards (City Council, PLDRB),</li> <li>○ City staff,</li> <li>○ Consultant Team,</li> <li>○ Imagine 2050 Team/Stakeholder Team, and</li> <li>○ Community Members.</li> </ul> </li> <li>• How to participate <ul style="list-style-type: none"> <li>○ Focus Groups,</li> <li>○ Open Houses,</li> <li>○ Workshops,</li> <li>○ Roadshows, and</li> <li>○ Pop-Up Outreach.</li> <li>○ <b>Online Engagement Opportunities</b> <ul style="list-style-type: none"> <li>▪ Project website,</li> <li>▪ Dashboards,</li> <li>▪ Social media,</li> </ul> </li> </ul> </li> </ul>		

- Interactive meetings,
- Surveys, and
- Apps.
- **Community Group Activities**
  - Student and Youth,
  - Palm Coast Ambassadors,
  - Neighborhood organizations,
  - Business groups,
  - Community organizations, and
  - Faith-based groups.

- Process and schedule for updating the plan, and finally,

Discussion of expectations about the outcomes of the process, and the challenges to meeting the expectations.

**Recommended Action:  
FOR PRESENTATION ONLY**





# City of Palm Coast Comprehensive Plan Update

Joint City Council/PLDRB Session

October 10-11, 2023

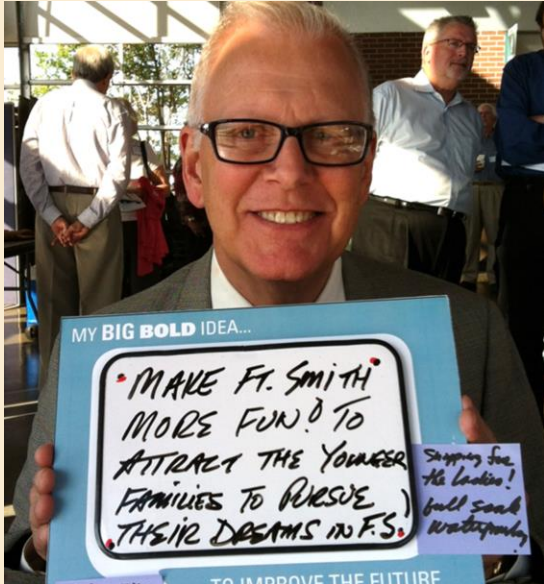


# Agenda



- **Overview/Context:** What we are doing and why?
- **Everyone's Role:** Who is involved and what are they responsible for?
- **Engaging Everyone:** How can community members participate?
- **Kickoff Events:** What is happening the next two days?
- **Schedule:** What will happen through this process?
- **Discussion:** What are your thoughts as we begin?

# Imagine 2050 | City on the Rise



## Overview



# What is a Comprehensive Plan?



- A guide for managing **community change**
- A process that seeks to engage all members of the community in a **conversation about the future**
- The outcome of an effort to find common ground based on **shared values, vision, and priorities**
- A 10- to 20-year **prioritized “to-do” list** for the community





# Vision-Based Comprehensive Plan Update

- Update 2035 Comprehensive Plan
- Discuss Palm Coast's **FUTURE**
- Develop a new **VISION**
- Involves everyone's **IDEAS**
- Enhance entire **COMMUNITY**



## CHAPTER 1 FUTURE LAND USE ELEMENT

### SUMMARY

The Future Land Use Element is the most important of the Comprehensive Plan's nine (9) elements. It contains Goals, Objectives, and Policies (GOPs) which set up the fundamental elements of the City's growth management regulations and a Future Land Use Map (FLUM) to establish the City's future development pattern. The Future Land Use Element is written to promote the City's Vision and the associated 12 Community Building Blocks.

Palm Coast must achieve its vision in the face of major growth pressures. The U.S. Bureau of the Census documented the City's as 32,732 in 2000, representing 66% of the total County population. The growth of the City's economic base, including jobs and shopping, has not kept pace with its residential growth. The residential growth is predominantly comprised of single-family homes on quarter acre lots. Few housing alternatives are available. To address the needs of this fast-growth community while maintaining high quality of life for the residents, the Future Land Use Element addresses the following key issues:

- Economic and business development to provide a proper balance of jobs, shopping opportunities, and tax base;
- Provision of an efficient transportation system to maximize vehicular and pedestrian accessibility and roadway capacity;
- Diversify the City's housing stock to provide a variety of housing types and lot sizes to meet the needs of a growing population;
- Protection of the City's existing suburban areas from encroachment of non-compatible uses;
- Preservation of environmental resources;
- Provision of parks, public facilities, and infrastructure; and
- Beautification of public areas.

The Element establishes the following Future Land Use Map (FLUM) designations: *Residential, Institutional, Mixed Use, Industrial, Greenbelt, Conservation, and Development of Regional Impact*. These broad land use designations will allow the needed flexibility to encourage creatively planned projects and promote a proper balance of uses in the City. The FLUM promotes mixed uses, including future village centers, throughout the City in appropriate locations to create a vitally needed linkage between land use and transportation. The Mixed Use FLUM designation allows the development of commercial and office uses to promote retail opportunities and job creation. Through application of the Residential FLUM designation, areas already platted and developing exclusively in a suburban residential pattern are protected from what are viewed to be incompatible uses. At the same time, however, the Residential FLUM designation allows for a wide variety of different types of residential uses. This is intended to foster the diversification of



# Why is the Comprehensive Plan “Comprehensive”?



It integrates all aspects of community function into a cohesive whole

- Community Character & Design
- Land Use / Development Patterns
- Housing & Neighborhoods
- Transportation & Infrastructure
- Economic Development
- Public Facilities & Services
- History, Culture and Education
- Natural Resources and Environment
- Governance





# How is the Comprehensive Plan used?



- Serves as the **roadmap** toward a collective long-term destination for the community
- **Underpins decisions** about public investment and private development
- Provides the **planning basis** for zoning and subdivision regulations, design standards, historic preservation guidelines, and capital improvement plans.





# Why Update the 2035 Comprehensive Plan?



Update plan consistent with the **Council Strategic Action Plan**.

Furthermore, a lot has happened since the **current plan and vision statement were adopted in 2004**.

As a community, we need to:

- Assess recent changes in our community conditions
- Address emerging trends and new issues
- Identify current community priorities

## WHAT KINDS OF CHANGES HAVE WE EXPERIENCED?

- Palm Coast continues to grow at a fast pace. Population growth between 2010 and 2021 was approximately 17.5%.
- We are currently growing at a rate of 4.55% annually and our population has increased by 14.29% since the 2020 census, which recorded a population of 89,748.
- The population has become older. Between 2010 and 2022, the highest average growth in age groups has been among residents 75 – 84 years (+2.5%) and residents 65 – 74 years (+2.36)
- The racial and ethnic makeup of the area has not changed drastically, but the Hispanic population is anticipated to increase to 12.1% by 2027
- Housing is becoming unaffordable for many residents and for those seeking to move to Palm Coast.
- The City is seeking a series of potential roadway extensions which would open the west end of the City for new development.

Sources: US Census American Community Survey 5-year Estimates 2017-2022; Parks and Recreation Demographics and Trends Report by BerryDunn

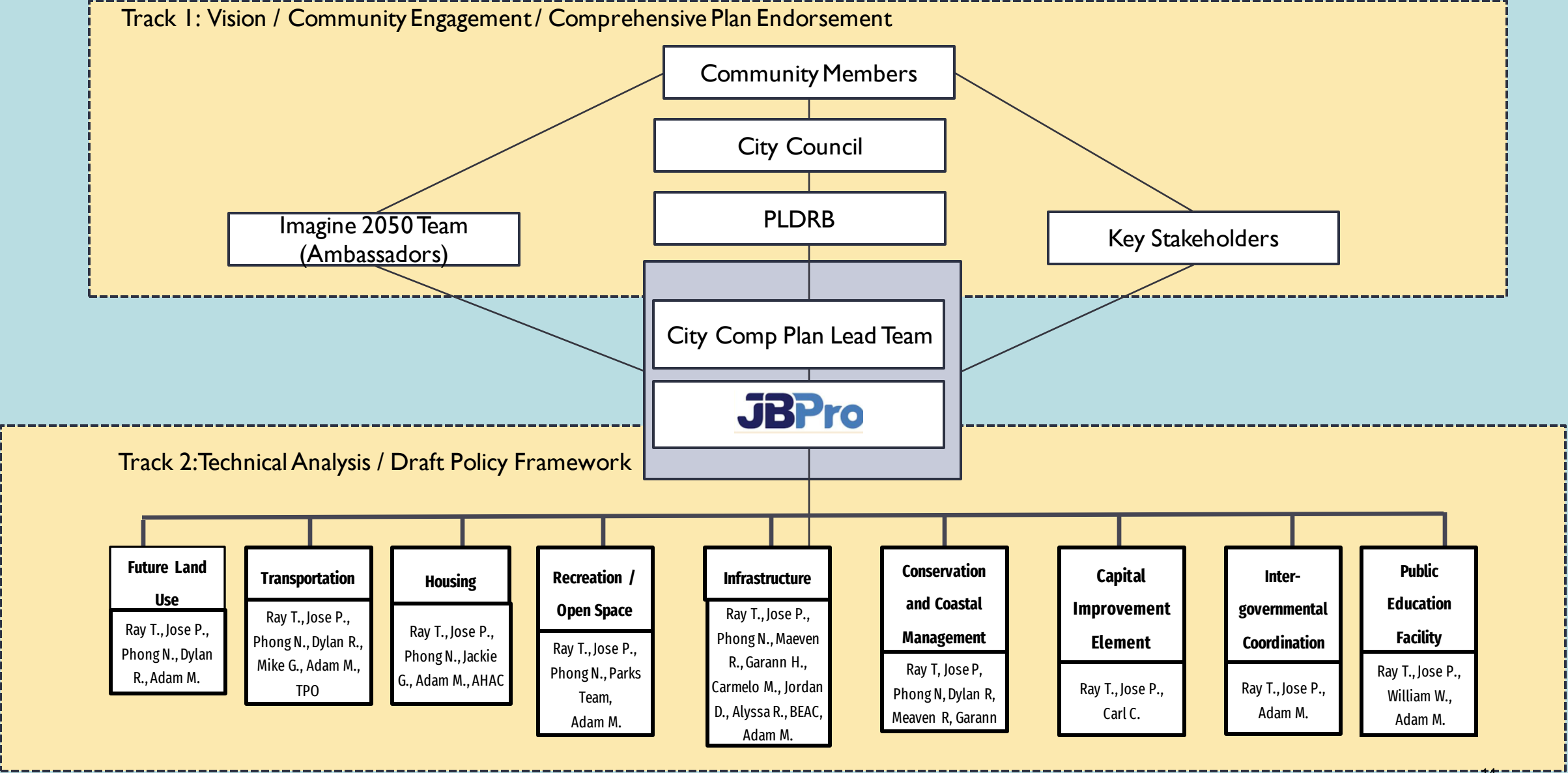


# Imagine 2050 | City on the Rise



## Roles

# Imagine 2050 Comprehensive Plan Process Participants





# City Council



## Responsibilities

- Project champions
- Community listeners
- Project direction
- Policy assessment
- Vision confirmation
- Plan implementation







# Planning Land Development Regulation Board



## Responsibilities

- Technical assistance as the Local Planning Agency
- Review policy and data changes
- Recommend revisions to Council





# Comp Plan Team: City Staff



## Responsibilities

- Manage project
- Coordinate activities
- Project logistics
- Public outreach/communications
- Coordinate consultant efforts
- Publish all products and reports





# Comp Plan Team: Consultant Team



## Responsibilities

- Facilitate public engagement
- Community assessment
- Assist the community develop
  - Vision statement
  - Policy direction
  - Plan document
  - Implementation Strategy







# Imagine 2050 Team / Key Stakeholder Group



## Responsibilities

- Represent community interests
- Project ambassadors
- Amplify outreach
- Engage community members
- Support public engagement
- Serve as a sounding board





# Community Members



## Responsibilities

- Participate
- Listen & consider diverse viewpoints
- Make positive contributions
- Share ideas
- Provide feedback
- Encourage others to participate





# Imagine 2050 | City on the Rise



## Who participates & how?



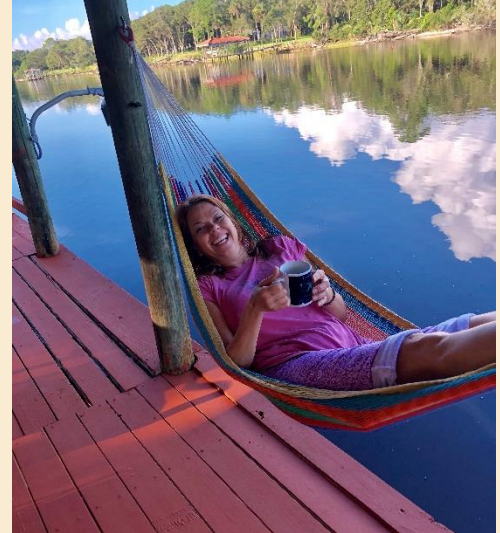
# Vision-based Comprehensive Plan Process







# Who is this process for? **EVERYONE!**







# Who is this process for? **EVERYONE!**



## Varied Events

- Approachable
- High-tech / Low-tech
- Meeting conveniences
- Multilingual
- Representation
- Tactile tools
- User-friendly
- Varied opportunities
- Visualization



## Reglamento de Zonificación Sesiones de Puertas Abiertas

Ven y ofrece tus ideas para ayudar a crear las nuevas reglas de zonificación y desarrollo para nuestra Aldea

JUEVES

20

FEBRERO 2020

Escoge la opción que más te convenga:

11:00 am - 1:00 pm | Indiantown Civic Center  
15675 SW Osceola Street



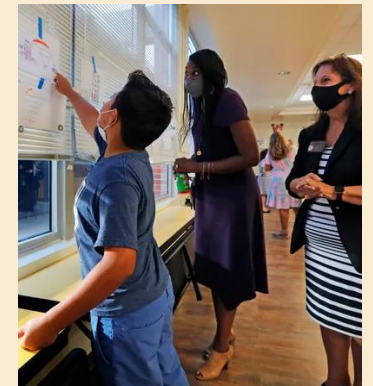


# Who is this process for? **EVERYONE!**



## In person Activities

- Focus Groups
- Open Houses
- Workshops
- Roadshows
- Pop-Up Outreach





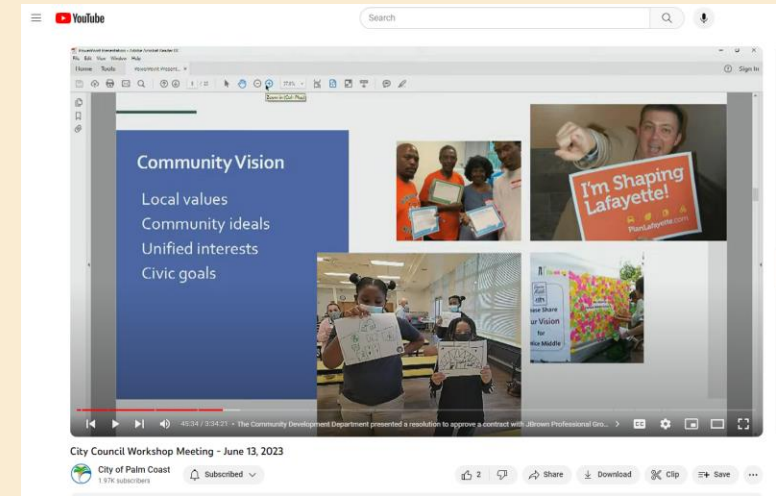
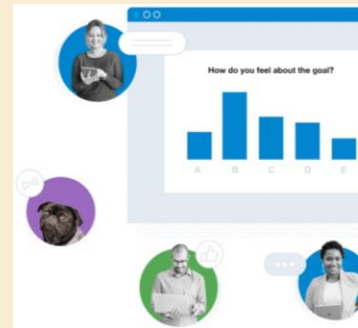


# Who is this process for? **EVERYONE!**



## Outreach Activities:

- Media coverage
- Publications
- Portable meeting kits
- Instant polling





# Who is this process for? **EVERYONE!**

## Online Engagement

- Project website
- Dashboards
- Social media
- Interactive meetings
- Surveys
- Apps

“A place for teens to hang out.”

“No more housing”

“A wa... W... sustain... that ind... LEED... ”

“Mixed use. As long as it’s beautiful.”

“Better shopping and better appearance.”

“Cult... Lands... ”

“The Town Center is fine as is.”

“Green and... ”

“Co... ”

3D rendering showing buildings in various colors (pink, orange, green) and street names like ALTA, VALENCIA, and 5TH AVENUE.

Zoning map showing various zones: B-Sec Nov-Dec 2018, B-Sec Nov-Dec 2020, B-July/Aug 2023, F-Sec Jan-Feb 2021, F-Sec Jan-Feb 2022, C-Sec Jan/Feb 2023 First, C-Sec Jan/Feb 2023, and Jan/Feb 2023.

Swale Maintenance Rotation				
Jan / Feb	Mar / April	May / June	July / Aug	Sep / Oct
F / C / BL	R / P (south)	W / P (north)	L / B	U / S / E





# Who is this process for? **EVERYONE!**



## Community Group Activities

- Students and youth
- Palm Coast ambassadors
- Neighborhood organizations
- Business groups
- Community organizations
- Faith-based groups







# Who is the process for EVERYONE



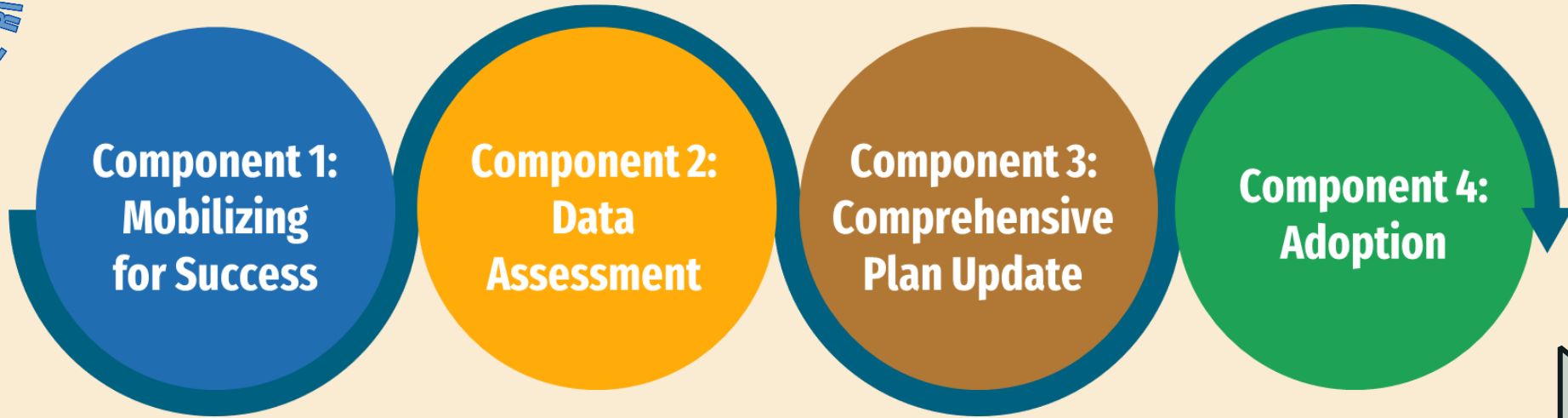
## Many Ideas—One Vision

- Unify all ideas; all forums
- Record every ideas
- Community prioritization
- Common themes
- Shared Vision Statement



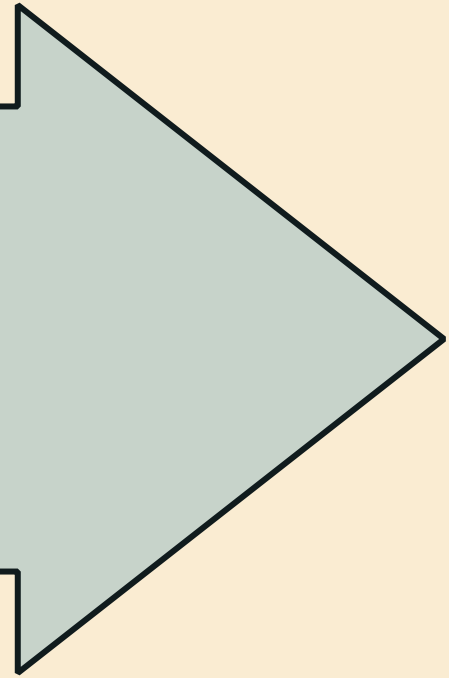


# Planning Process:



Community Engagement

October – December	January – June	June – August	September – October
Initiate buy-in Build partnerships: City Council City Staff Interest groups Stakeholders Branding	Ideas Perspectives Educate Needs Demands Concerns Setting the vision	Priorities Community choices Propose initiatives	Prioritizing actions Review selections Confirm direction Commit to action



# Imagine 2050 | City on the Rise

**YOU  
ARE  
INVITED!**

**HELP PLAN PALM  
COAST'S FUTURE!**

**OCT. 11  
4-7 P.M.**

**CAN YOU IMAGINE PALM COAST  
IN THE YEAR 2050? HELP THE  
CITY MAP OUT THE FUTURE.**

**WE WANT TO HEAR FROM  
YOU!**



## Kickoff Events



# Getting EVERYONE Involved



- Project Communications—**  
**Started 3 weeks ago**
- Social media
  - Flyers
  - Palm cards
  - Press releases
  - Posters
  - Newsletters



COMPREHENSIVE PLAN UPDATE

**WE WANT TO HEAR FROM YOU!**  
**VISIT THE PROJECT WEBSITE!**



**IMAGINE2050**  
**HELP PLAN PALM COAST'S FUTURE**



**SCAN HERE**

OR VISIT: [PALMCOAST.GOV/IMAGINE2050](http://PALMCOAST.GOV/IMAGINE2050)







# Getting EVERYONE Involved



## Project Communications—

- Website Event Created
- News Release Distributed
- Social Media Campaign Began
- Social Media Event Created
- Flyers Distributed at Events
- Posters Displayed Around Town
- QR code included in Pink on Parade packets

Social Media:  
3,200 interactions



News Release:  
156 Views



Website Views:  
496



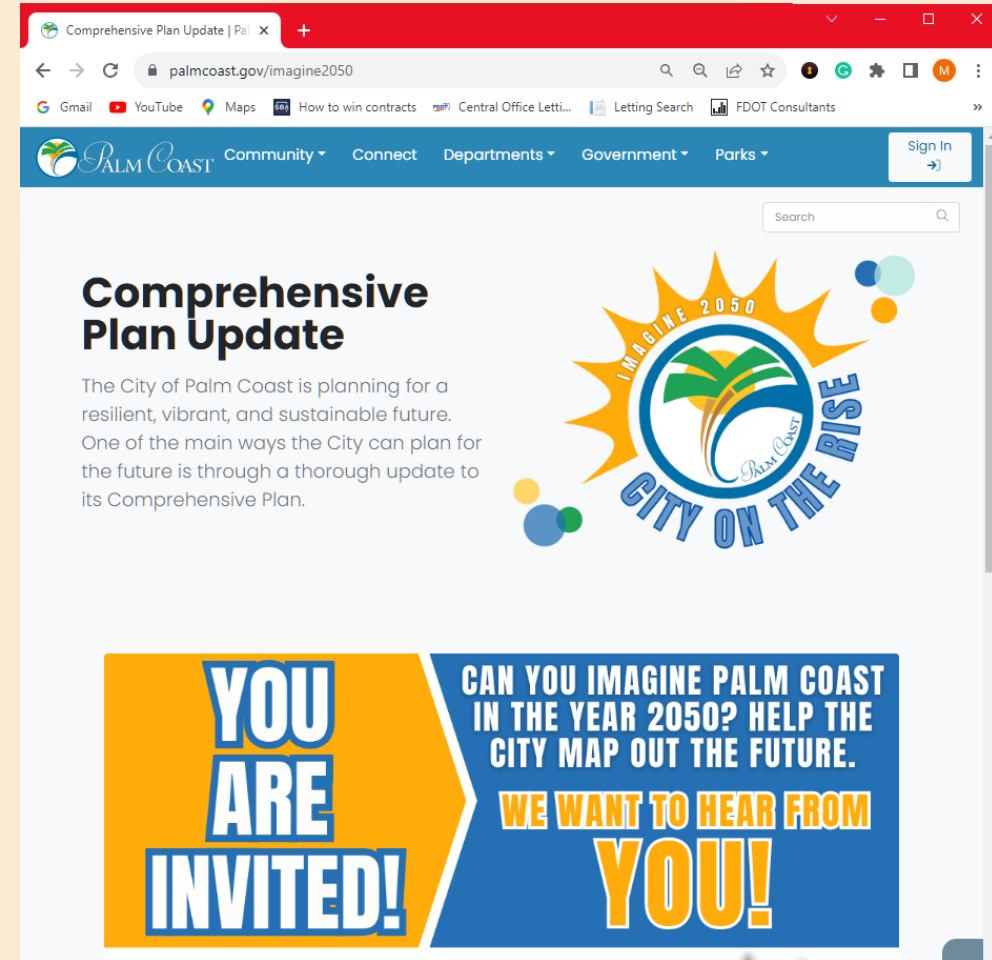
Media Mentions:  
2



# Getting EVERYONE Involved

## Online Engagement— Launching Today

- Project website
  - Online engagement
  - Project information
  - Project schedule
- You-Tube council workshops



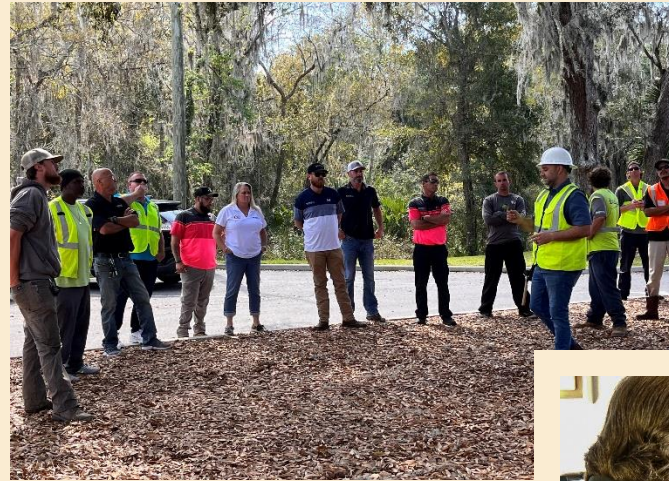


# Getting EVERYONE Involved



## City Staff Kickoff

- Portable Meetings
  - Pop Up Events
  - Student Activities
  - Neighborhood Activities
  - Project Presentations
- City Issues Identification







# Getting EVERYONE Involved



## Imagine 2050 Team & Stakeholders

- Project Introduction
- Meeting Assistance Training
- Community Representation
- Issue Discussion







# Getting EVERYONE Involved



## City Tour

- Learn City concerns
- Interact with community
- Explore neighborhoods
- See City connections
- Visit City public spaces



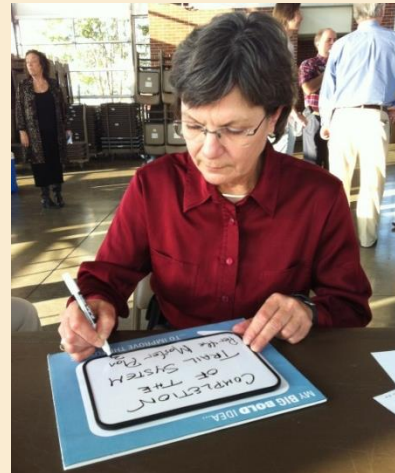


# Getting EVERYONE Involved



## Kickoff Open House

- Introduce Imagine 2050
- Review project components
- Generate enthusiasm
- Gather initial input
- Learn people cares
- Identify their interests



# Imagine 2050 | City on the Rise

Phase 1:  
Mobilizing for Success

Phase 2:  
Background D&A

Phase 3:  
Public Outreach & Participation

Phase 4:  
Comprehensive Plan Update

**Community Engagement & Participation**

## Project Schedule





# Project Progress



**September 18 - October 9, 2023**

Imagine 2050 Public Kickoff Teaser Campaign

**October 10, 2023**

- Imagine 2050 Website Launch
- Joint Council/ PLDRB
- Community Tour
- Joint Imagine 2050 Team Ambassadors + Key Stakeholder Group Kickoff

**October 11, 2023**

- Key Staff Comp Plan Training
- Imagine 2050 Inaugural Open House/Meet and Greet

**October 11 - November 15, 2023**

Imagine 2050 Initial Online Engagement

**October 15 - November 15, 2023**

Imagine 2050 Team/Ambassadors Outreach

**October - December 2023**

- 8 Pop-Up Events

**January-February 2024**

Outreach campaign in anticipation of Community Conversation 1

**January-February 2024**

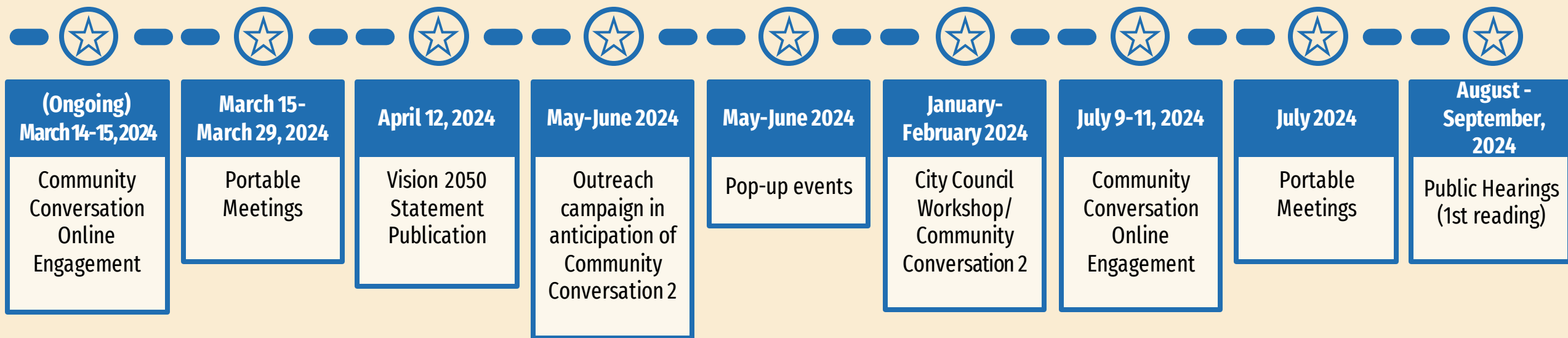
- 4 Pop-Up Events

**March 12-13, 2024**

City Council Workshop/Community Conversation 1



# Project Progress



# Imagine 2050 | City on the Rise



## Discussion





# City Council / PLDRB



What are your expectations about the outcomes of this process?

What do you perceive as the biggest challenges the City faces in trying to achieve these results?



**Thank You**

**Q&A**