

City of Palm Coast, Florida Agenda Item

Agenda Date: March 12, 2024

Department	COMMUNITY DEVELOPMENT	Amount
Division	PLANNING	Account #
Subject: PRESENTATION - UPDATE ON COMPREHENSIVE PLAN 2050		
Presenter: Kathie Ebaugh, Consultant, JBPro		
Attachments: 1. Presentation		
Background: The consultant team for the update of the Comprehensive Plan will begin the conversation on the Phase 2 of the Comprehensive Plan update. As previously reported, Phase 1, involved an outreach program to the community through engagement of civic groups, attendance at various community events, as well as the use of an interactive website to receive community feedback. The feedback received through the various efforts in Phase 1 serves as the foundation for the consultant team's task to develop a Vision Statement, as well as the Core Planning Values, Building Blocks, or Planning themes that will then be the basis for new or updated goals, objectives, and policies in the Comprehensive Plan. As part of Phase 2, the Comprehensive Plan Team will seek feedback from City Council on a draft Vision Statement and the core planning values as the team seeks to engage the community on the Vision Statement and Core Planning Values while beginning to draft new or updated goals, objectives, and policies.		
Recommended Action: FOR PRESENTATION ONLY		



City of Palm Coast Comprehensive Plan Update
Community Assessment & Guiding Principles
March 12-13, 2024



Agenda

1. Process Recap / Status
2. Key Vision Themes
3. Preliminary Vision Statement
4. What's Next

29 January, 2024
Treelover says:
"Love the trees, open spaces, I'm increasingly worried that we are losing the things that made this area unique."
👍 8 🗨️ 0

17 October, 2023
Jimbo says:
"You can not think about 2050 when you still have houses using a PEP Tank system in a place you call a city. we need a better infrastructure."
👍 14 🗨️ 0

5 January, 2024
Tony says:
"Stop the overdevelopment. Creating too much congestion. Palm coast is big enough! Why be like "crowded south Florida" ?"
👍 13 🗨️ 3

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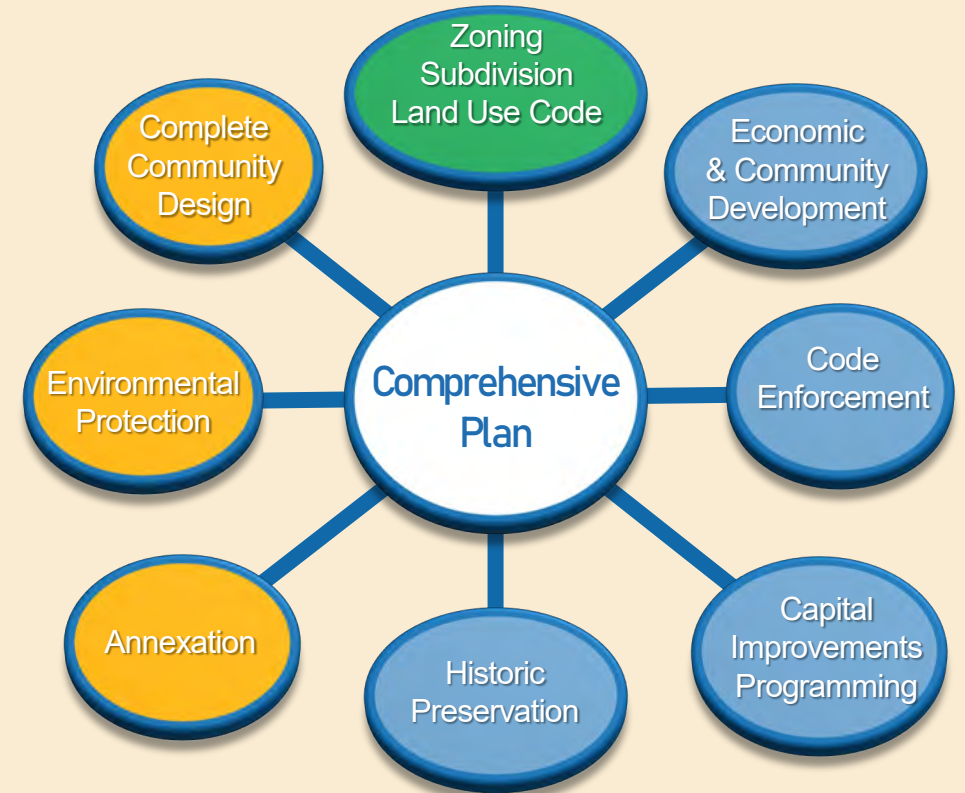


Recap



The Comprehensive Plan: Purpose

- 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.





Vision-based Process





Progress

**Component 1:
Mobilizing
for Success**
Oct 23-Feb 24

**Component 2:
Data
Assessment**
Jan 24 - present

**Component 3:
Comprehensive
Plan Update**
June 24 - Oct 24

**Component 4:
Adoption**
October 24

Community Engagement

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



What We Did

- Project Website
- Pop-Up Outreach/Roadshow
- Targeted Civic Group Meetings
- Input/Data Compilation/Evaluation

How We Reached Out

- City Website | Social Media
- Project Ambassadors
- Press Releases | Newsletter
- Media Coverage





Who We Reached

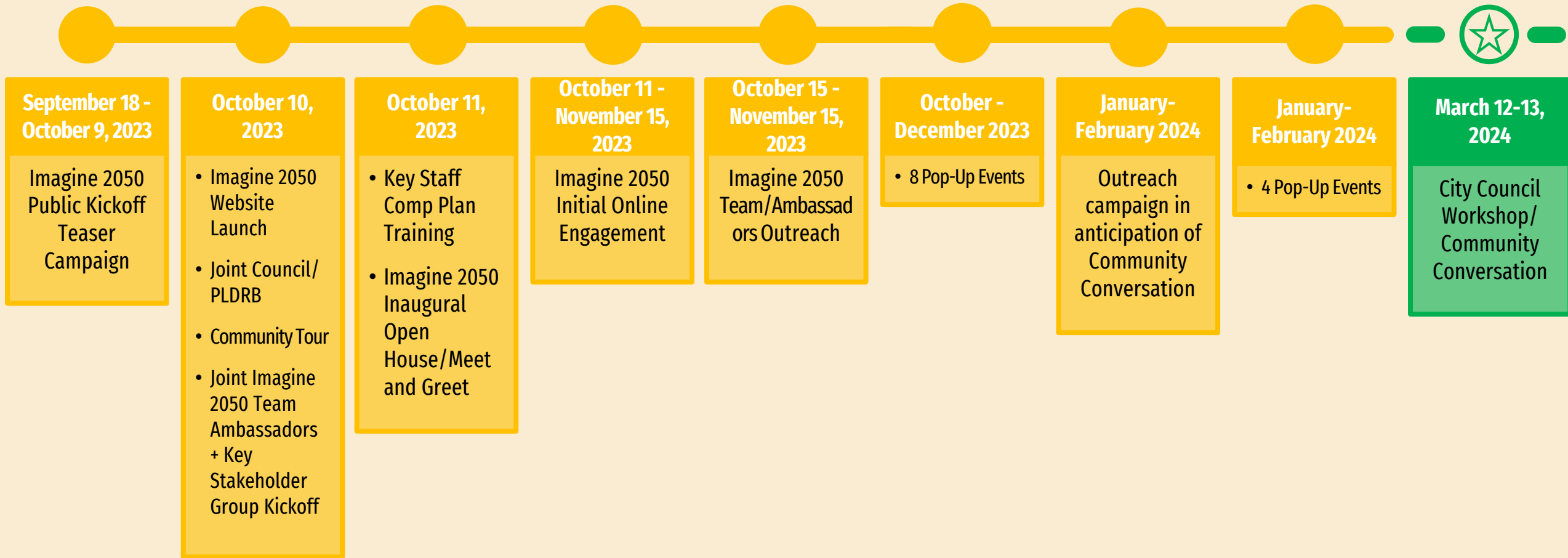
- Community/Civic Groups
- Families/Young People/Seniors
- Businesses/Employers/Workers
- Professionals
- Landowners/developers
- Visitors
- Long-timers/newcomers

Engagement Reach

- Multiday kickoff event: ±**150**
- 24 Pop-up events: ±**1,595**
- Portable meetings: ±**490**
- Website engagement: ±**3,000**
- Social media: ±**30,000**
- Weekly newsletter: ±**47,000**



Project Progress





Project Progress



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Key Vision Themes



Preliminary Vision Theme Identification:

1. What People Love Most About Palm Coast

Natural Assets:

Green spaces/great outdoors, trail system, parks, location, access to the beach/ocean, greenery/lush vegetation/ landscape, natural beauty of the area, the weather...

7 January, 2024
M Arcaro says:
The Trees! They called to us, and why we chose here. Whatever the vision keep The Trees. The rest of FL is clearing them, dare to differ!"
👍 13 🗨️ 0



13 February, 2024
Dawn says:
"We moved here just a short year ago love the area due to the beautiful, natural hammocks, bike trails, proximity to great beaches, and the o"
👍 1 🗨️ 0



Warm weather,
Beach, nature
the people



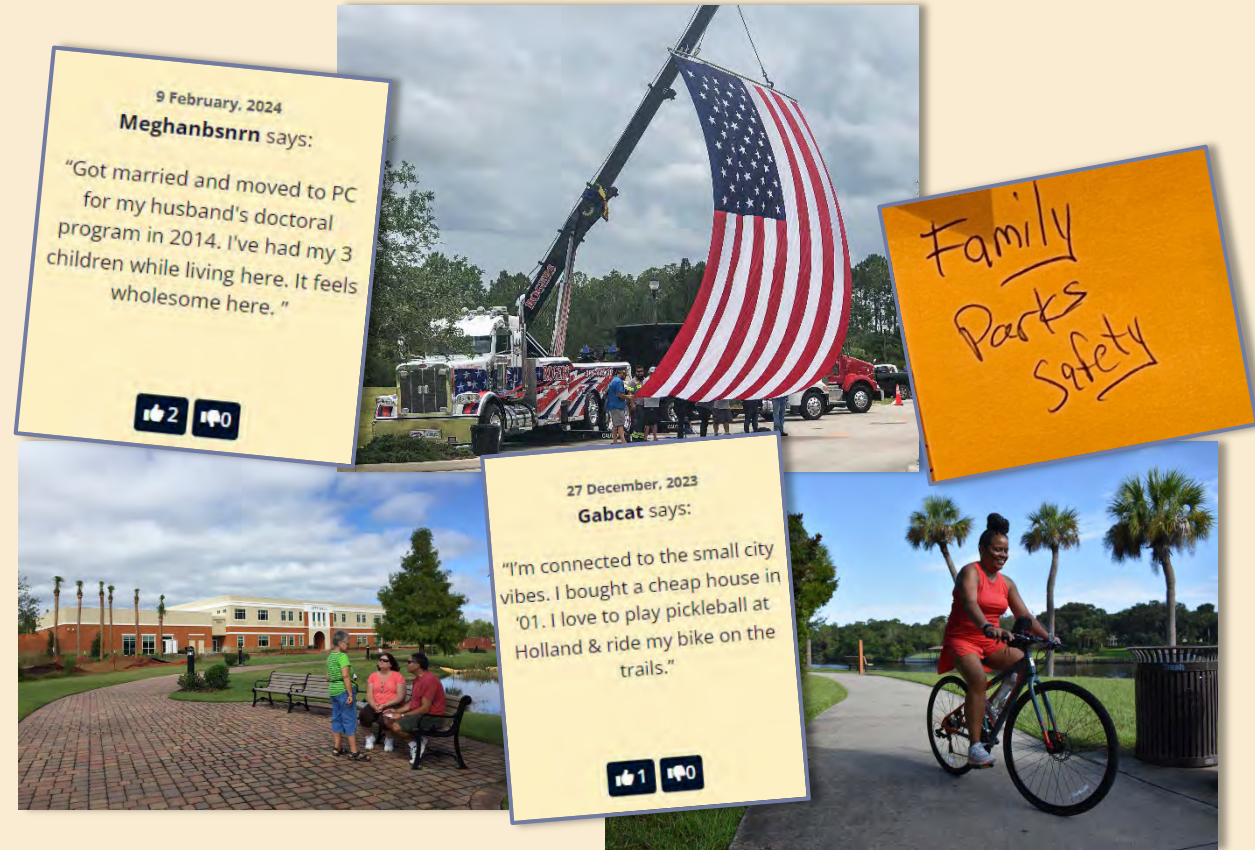
Preliminary Vision Theme Identification:

1. What People Love Most About Palm Coast

Quality of Life/Community

Character & Identity:

“Small town,” tranquility, layout of the city, community pride, engaged community, reasonable cost of living/low taxes, people/family/friends/neighbors

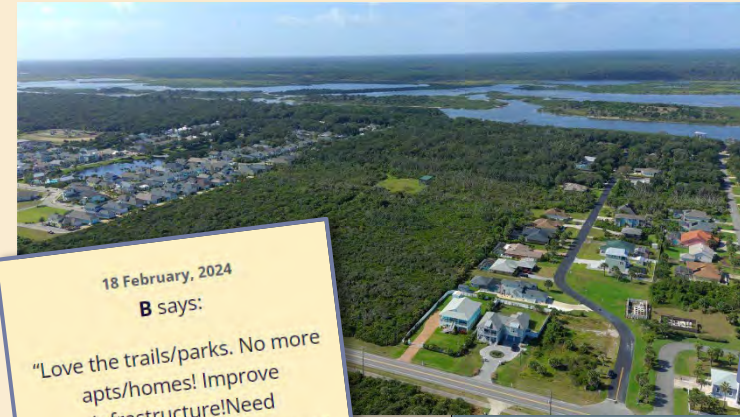




Preliminary Vision Theme Identification:

2. Key Concerns & Perceived Challenges

- Overdevelopment/
overpopulation/overcrowding
- Pace/timing of development
- Not getting the kind of development
that promotes great
neighborhoods/a great community



18 February, 2024
B says:
"Love the trails/parks. No more
apts/homes! Improve
infrastructure! Need
neighborhood walmart & super
center. Parks w/ outdoor fitness
station!"

2 0

20 January, 2024
PCResident says:
"Development needs to slow
down. We also do not need more
self storage facilities. Traffic has
become a daily occurrence on
Belleterre pkwy"

7 0

Reduce
building
No overcrowding

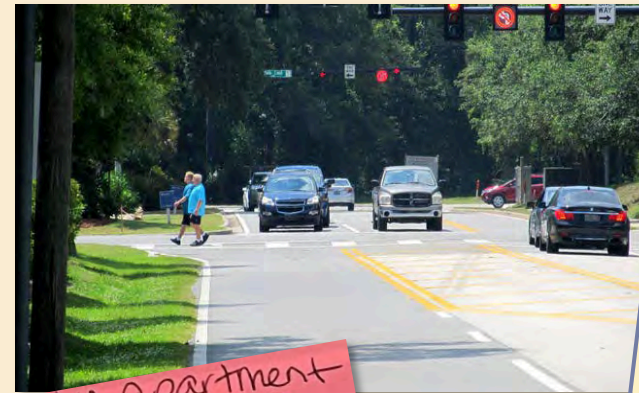




Preliminary Vision Theme Identification:

2. Key Concerns & Perceived Challenges

- Changing community character and quality of life as a result of the above. Top concerns:
 - Community safety
 - Traffic congestion (especially at peak hours)
 - Multifamily development
 - Loss of green space



NO Apartment
is residential
safety / Code
Green space

22 December, 2023
Mons says:
"We need to be nature conscious
Infrastructure to be taken into
account before allowing further
building! Thank you"

11 0





Preliminary Vision Theme Identification:

2. Key Concerns & Perceived Challenges

- Other issues:
 - Lack of public transportation options
 - Lack of business base diversity and amenities (i.e., more or better restaurants, additional grocery store brands)
 - Lack of arts scene

5 January, 2024
GeneP says:

"PC is 2X the size of either Ormond or St. Augustine yet has half the services. Need housing for young people to live and work here."



23 December, 2023
Mandygirlt says:

"I would definitely like shops and restaurants in the town center. There is mostly businesses there. . More Publix grocery stores as well "





Preliminary Vision Theme Identification:

3. Aspirations for the City's Future

Managed Growth

What people mentioned most:

- ▶ Controlling development pace
- ▶ Controlling amount of development
- ▶ Exercising more influence over types and qualities of desirable development



Preliminary Vision Theme Identification:

3. Aspirations for the City's Future

Quality of Life

What people mentioned most:

- ▶ Encouraging housing affordability
- ▶ Building up town center (amenities, culture, arts)
- ▶ Improving water quality
- ▶ Alleviating traffic congestion
- ▶ Increasing safety for pedestrians/sidewalk network
- ▶ Increasing tree canopy/green space
- ▶ Maintaining public safety
- ▶ Maintaining/improving quality of schools



Preliminary Vision Theme Identification:

3. Aspirations for the City's Future

Infrastructure & Services

What people mentioned most:

- ▶ More/better senior- & youth-oriented offerings
- ▶ Expand roadway capacity / safety
- ▶ Convert septic to sewer
- ▶ Improve/expand public transit



Building the Vision

Vision:

Where we want to go

- ▶ Aspirational, vivid
- ▶ Broad
- ▶ Based on *public input* (commonalities/shared values)



Policy Framework

Current Conditions / Trends (Assessment):

Where we are going

- ▶ Factual
- ▶ Precise, rational
- ▶ Based on *data* - which may support or detract from vision (i.e., disconnects)

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Vision Theme 1
Assessment
Vision and Policy Implications

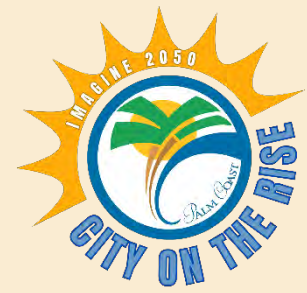


Aspirations: Vision Theme 1

Community Identity, Character & Livability

- Small-town feel
- Friendly and welcoming manner towards visitors, residents, and businesses
- Exceptional quality of life





Assessment Data Character

62,500 acres entire city

42,000 acres ITT plat

50,000 home sites

±101,737 population



ITT Community Development Corporation (Levitt), 1969



Assessment Data Character

Total Lots: **55,000**

Vacant Lots: **12,000** (22% of all lots)

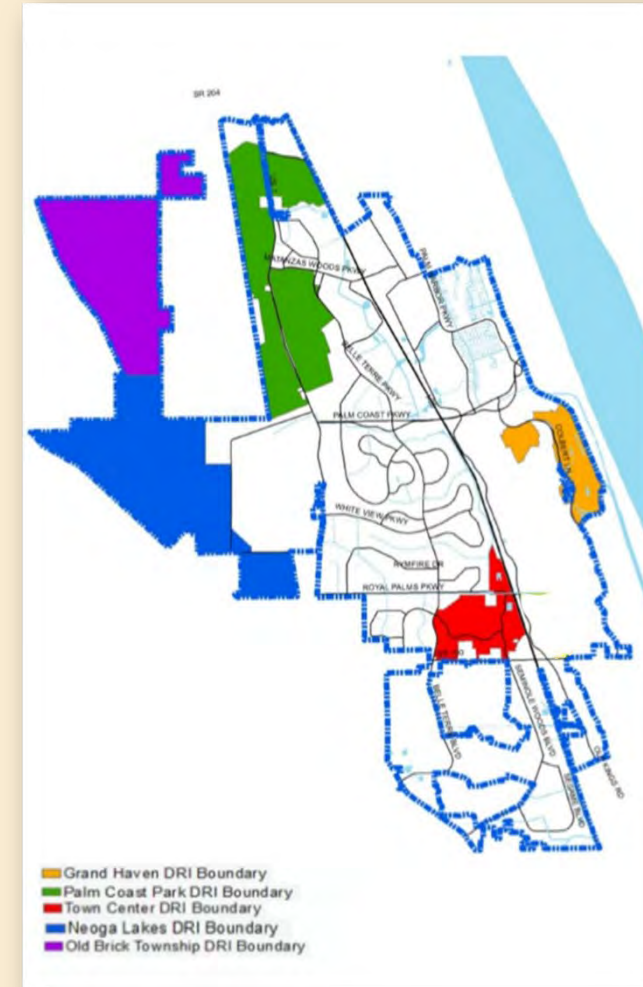
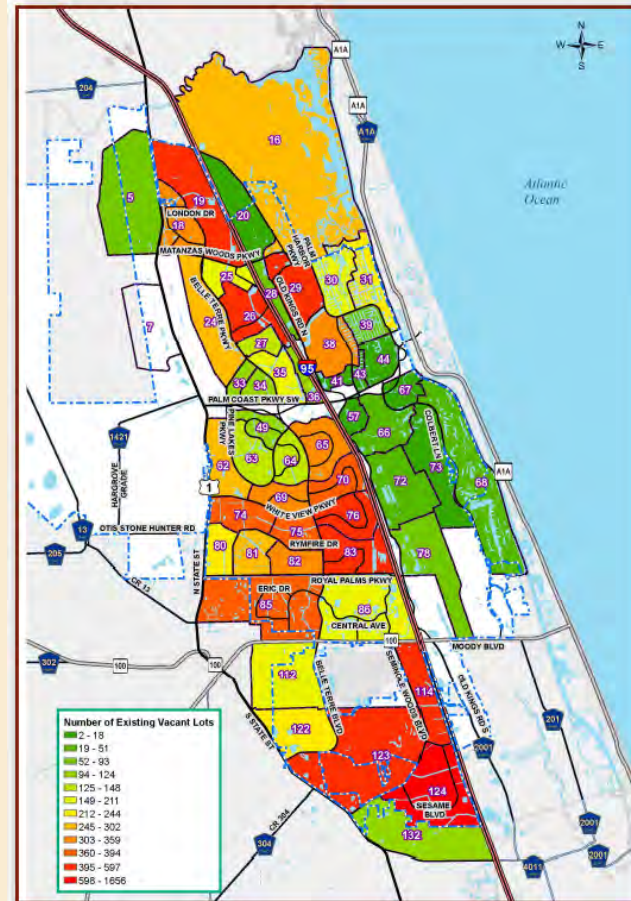
ITT Total Lots: **42,000**

Remaining ITT Lots: **±9,500** (23%)

Average lot size: **10,000** sq. ft.

Developments of Regional Impact (DRIs): **5**

Active DRIs: **2**





Assessment Data Identity



2023: **101,737**

2050: **164,825**



Avg Annual Growth Rate: **2.3%**



Median age: **50.3**

Women: **48** | Men: **51**

Median age is increasing (**46.5** in 2014)



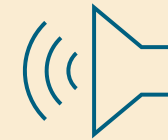
Persons under 18 yrs: **17.6%**

Persons 65+: **29.5%**



Veterans: **7.7%**

Veterans 75+: **48.1%**



English: **82.03%**

Other Languages: **17.97%**

- Portuguese
- Spanish
- Russian





Born in Palm Coast:

25.06%




Assessment Data Livability


 Cardiovascular disease deaths: **220.1**/100k pop

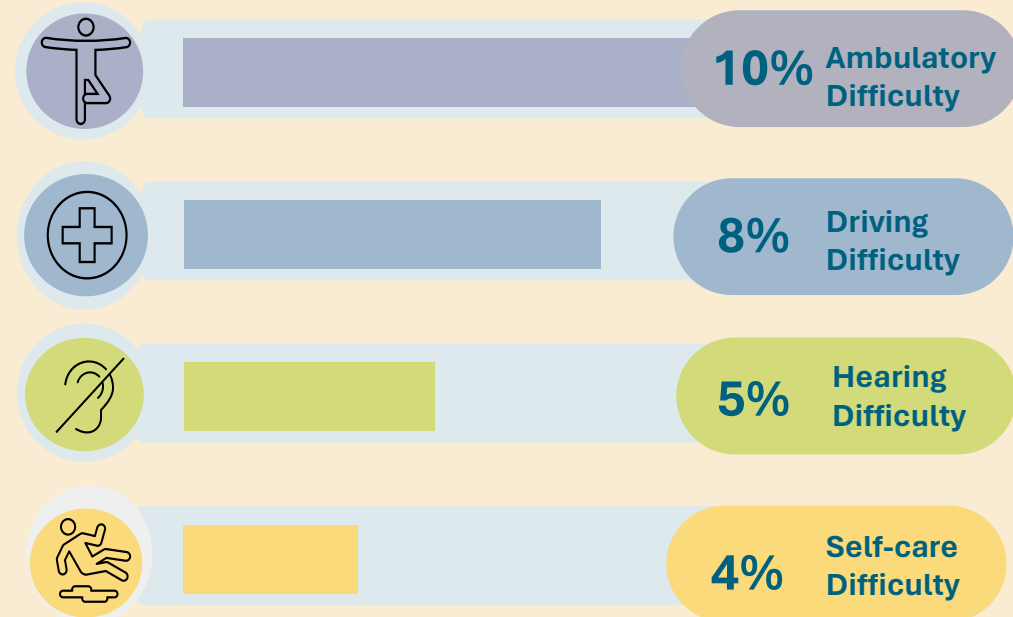
 Obesity: **32.9%** Diabetes: **13%**

Frequent mental distress: **14.5%**

 No Healthcare: **9.9%**

Senior Communities: **13**

 Disability: **16.7%**





Assessment Data Livability

13 Schools = \pm **13,131** Students

Children in poverty: **17.2%** (2021)

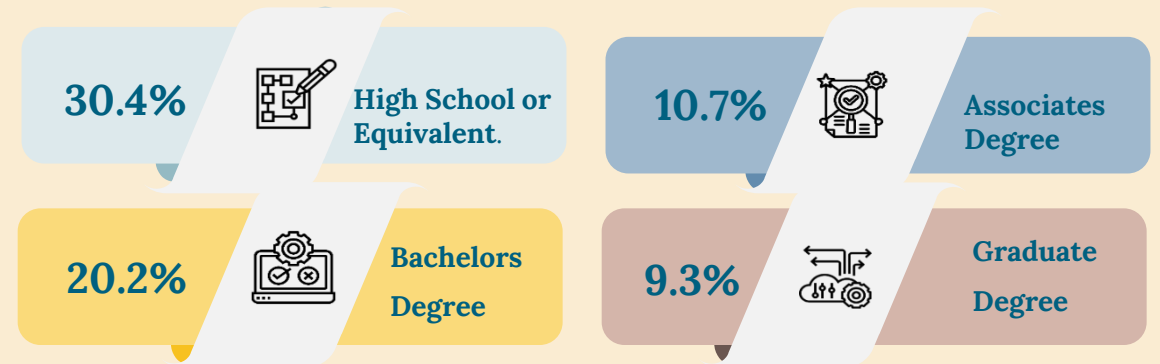
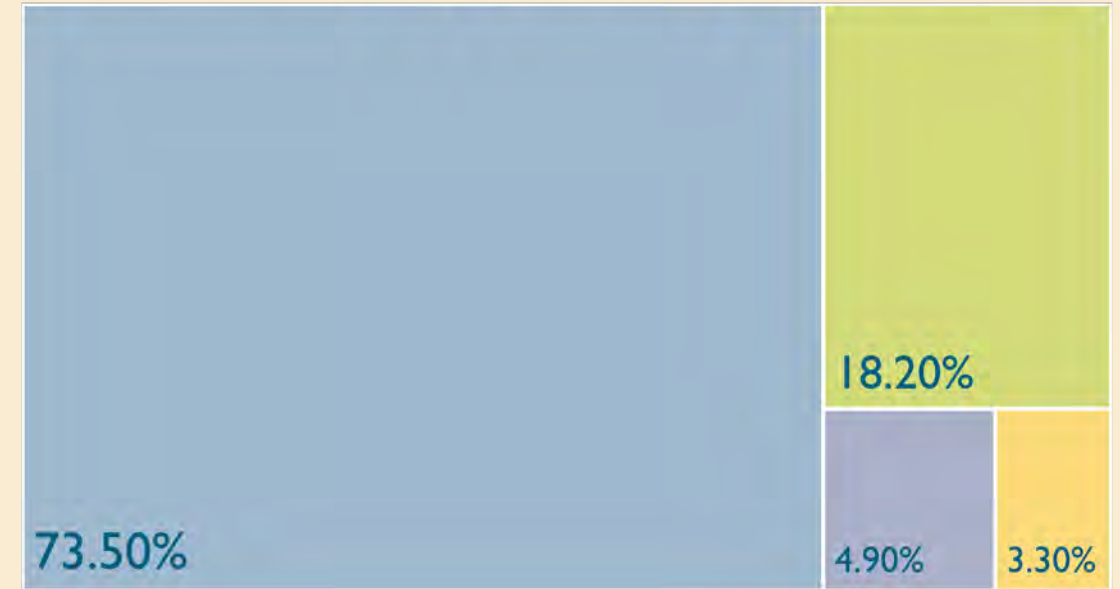
Broadband connection: **60.7%** (2021)

Chronic absenteeism: **34.3%** (2022)

Educational attainment:

School Enrollment

■ Preschool or Nursery ■ K-12 ■ College, Undergraduate ■ Graduate, Professional Schools





Assessment Data Livability

"Ranked Second Safest City in Florida."

Miles of paths and walkways: **135+**

Walk score: **7.0**

5 min walk of retail/services: **1 in 10** residents





Vision and Policy Considerations

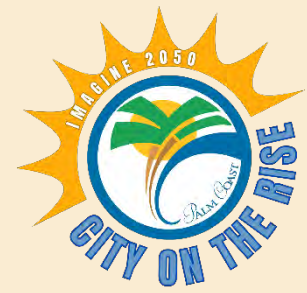
- ▶ Remembering and understanding our history
- ▶ Maintaining “small town” feel and scale in the face of anticipated growth
- ▶ Appreciating and celebrating our diversity
- ▶ Embracing and supporting all our residents
- ▶ Promoting connection



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Vision Theme 2
Assessment
Vision and Policy Implications



Aspirations: Vision Theme 1

Nature, Culture, and Society

- Responsible environmental resource and ecosystem stewardship
- Value-enhanced natural, recreational, and cultural resources
- Natural beauty integrated into promoted as part of community branding/image and identity

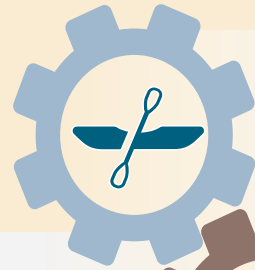




Assessment Data Nature/Environment



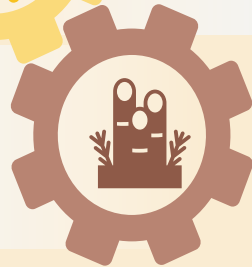
19 miles of shoreline



70 miles of salt- & freshwater canals

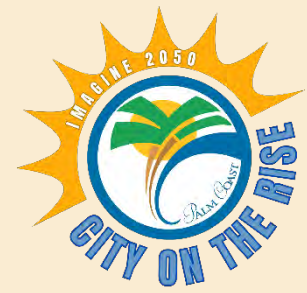


135+ miles of trails



+/-17,000 acres of wetlands





Assessment Data

History/Culture/Recreation



8 historic & archaeological resources



1 museum



13 city parks



Access to additional 50 Flagler County and other parks & recreation facilities



Assessment Data Recreation

Park and recreation land: +/- **11.64%**

Accessibility

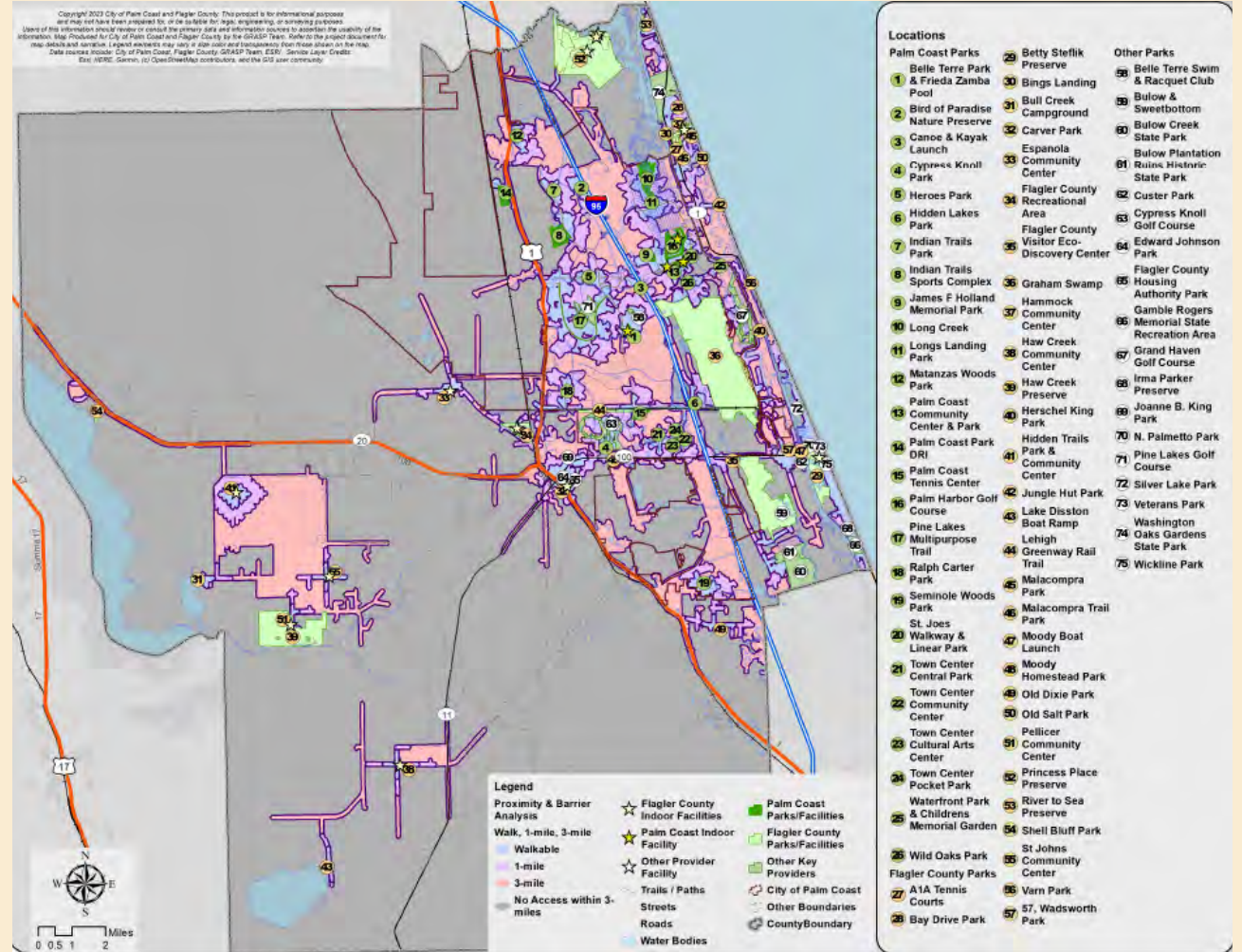


Walkable access: **15%**

Within 1 mile: **30%**



Within 3 miles: **50%**





Assessment Data Recreation

Recreation fees (expenditure): **\$233.74**/City Resident

Most popular activities (participation)

Walking: **33.1%**



Swimming: **15.5%**



Golf: **9.1%**

Percent of City's CIP: **±3%**

Hours/year spent by Parks employees cleaning up vandalism: **5,840**





Vision and Policy Considerations

Projected 2050 population demand:

- **315 ac** of additional activity-based parkland
- **189 ac** of additional resource-based parkland
 - Acquisition
 - Land swaps
 - Partnerships
 - Development standards



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Vision Theme 3 Assessment Vision and Policy Implications

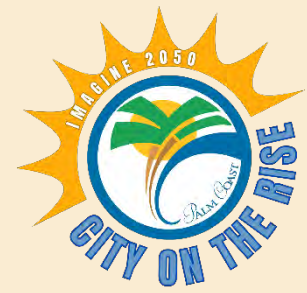


Aspirations: Vision Theme 3

Sustainable, Resilient Growth

- Responsible growth and fiscal management
- Diversified housing options
- Attractive job opportunities
- Superbly designed commercial areas





Assessment Data Land Use

"Sprawling suburb."

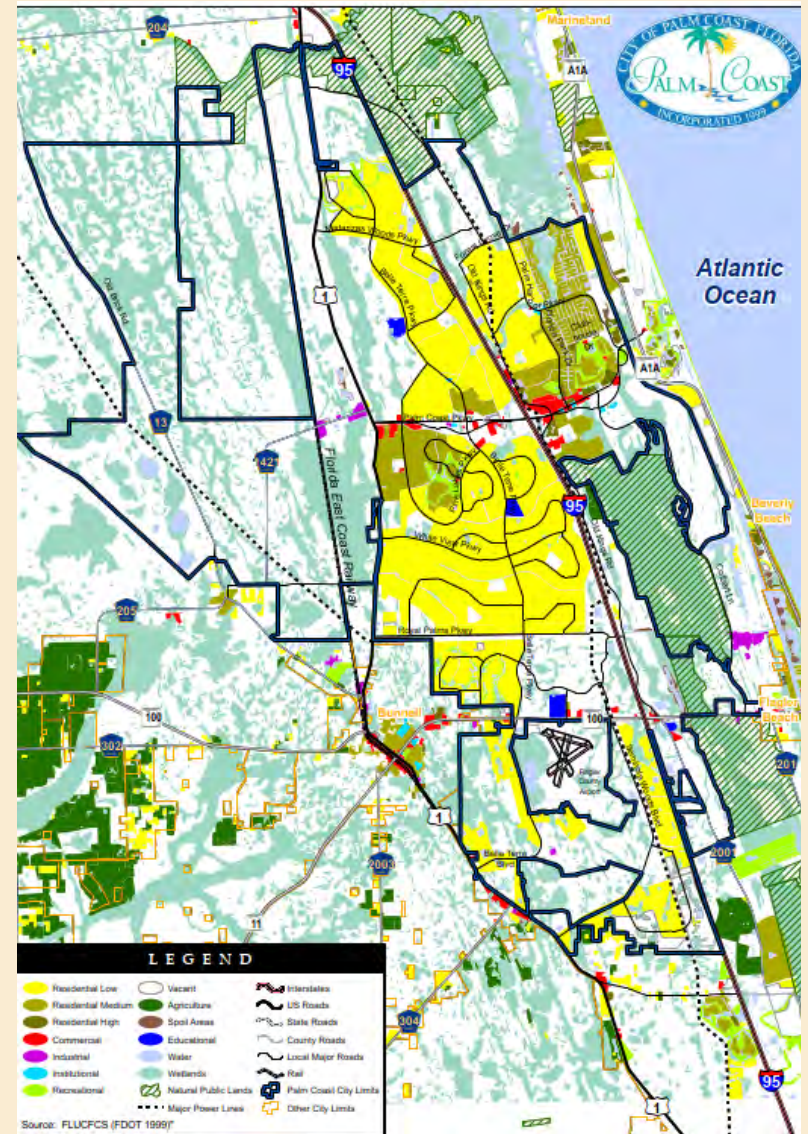
Existing land use distribution:

Residential low (SFR): **±58%**

Residential high (MFR): **±3%**

Commercial/employment: **±12%**

Recreational/open space: **±11.6%**





Assessment Data

Housing



Owner-occupied housing: **77%** (26,269) ↑
Median property value: **\$288,300** (2022) ↑



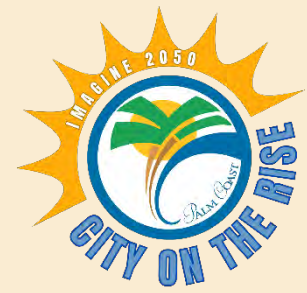
Renter-occupied housing: **23%** (8,031) ↓
Renter median household income: **\$49,454**

Avg rent (Apt): **\$1,792** ↓

Avg rent (SFR): **\$2,236**

Seasonal or recreational use: **8%**



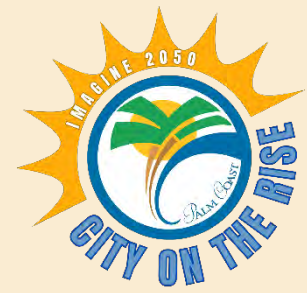


Assessment Data

Sustainability

- Resilient Palm Coast
- Green Government
- Tree City USA
- Green Building
- Monarch City
- Water Conservation





Assessment Data

Pace of Development

Residential Construction Completed

	2019	2020	2021	2022	2023
Single-Family Detached Dwelling Units	736	918	1,311	1,399	1,933
Single-Family Attached Dwelling Units (Townhome/Duplex)	168	196	256	244	407
Multi-Family Dwelling Units	0	411	18	0	300
Total Dwelling Units	904	1525	1585	1643	2640

Residential Permits Issued

	2019	2020	2021	2022	2023
Single-Family Detached Dwelling Units	810	1,225	1,758	1,739	1,339
Single-Family Attached Dwelling Units (Townhomes/Duplex)	196	272	338	346	266
Multi-Family Dwelling Units	321	108	0	300	526
Total Dwelling Units	1327	1605	2096	2385	2131





Assessment Data

Future Growth Capacity

Residential plat and development orders approved:

2,771 units (2023)

Remaining vacant lots: **12,000**

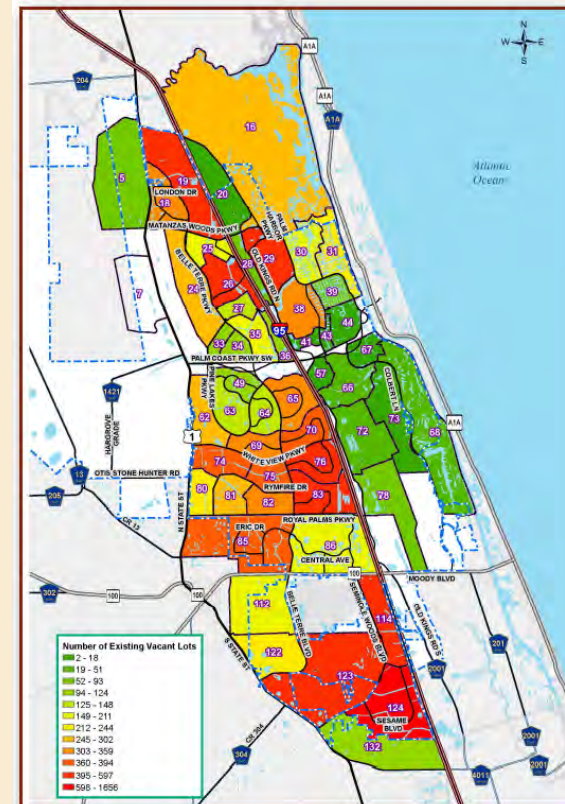
Timeframe: **10-15 years** (at current pace)

Potential impact of approved DRIs:

Dwelling units: **22,000**

Non-Residential SF: **10,000,000**

Timeframe: **20 years**



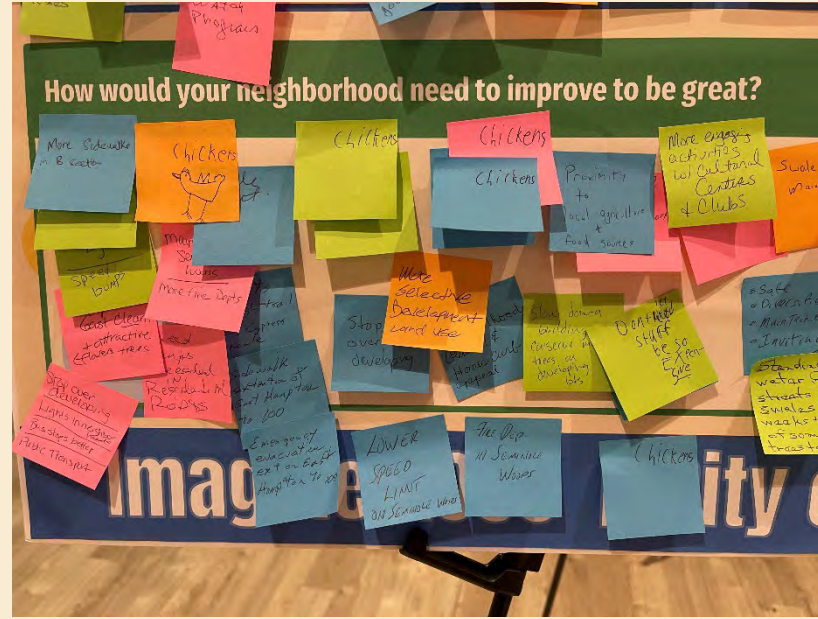


Vision and Policy Considerations

- Align City's capacity to keep up with infrastructure/service needs to pace of development (controls)
- Impact of external forces (e.g., annexations, DRIs, preemptions)
- Reconcile preservation of precious nature-based resources
- Diversification of housing to serve future population needs
- Attracting, locating, deconcentrating employment



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Vision Theme 4 Assessment Vision and Policy Implications



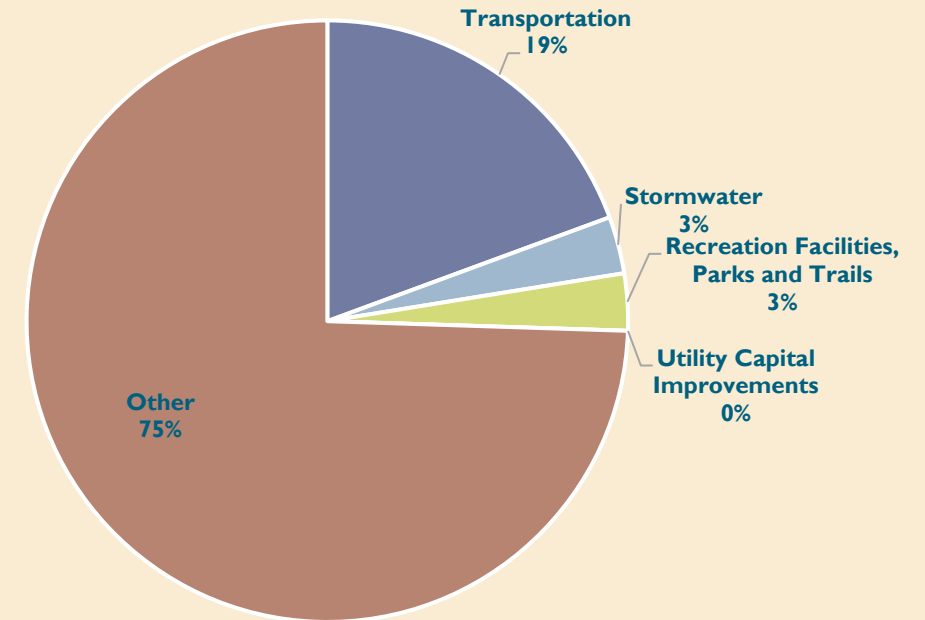
Aspirations: Vision Theme 3

Public Facilities and Services

- Exemplary service levels
- Responsiveness to meet the varied needs of residents and businesses
- Operational and fiscal efficiency

% of CIP

- Transportation
- Stormwater
- Recreation Facilities, Parks and Trails
- Utility Capital Improvements
- Other





Assessment Data Infrastructure

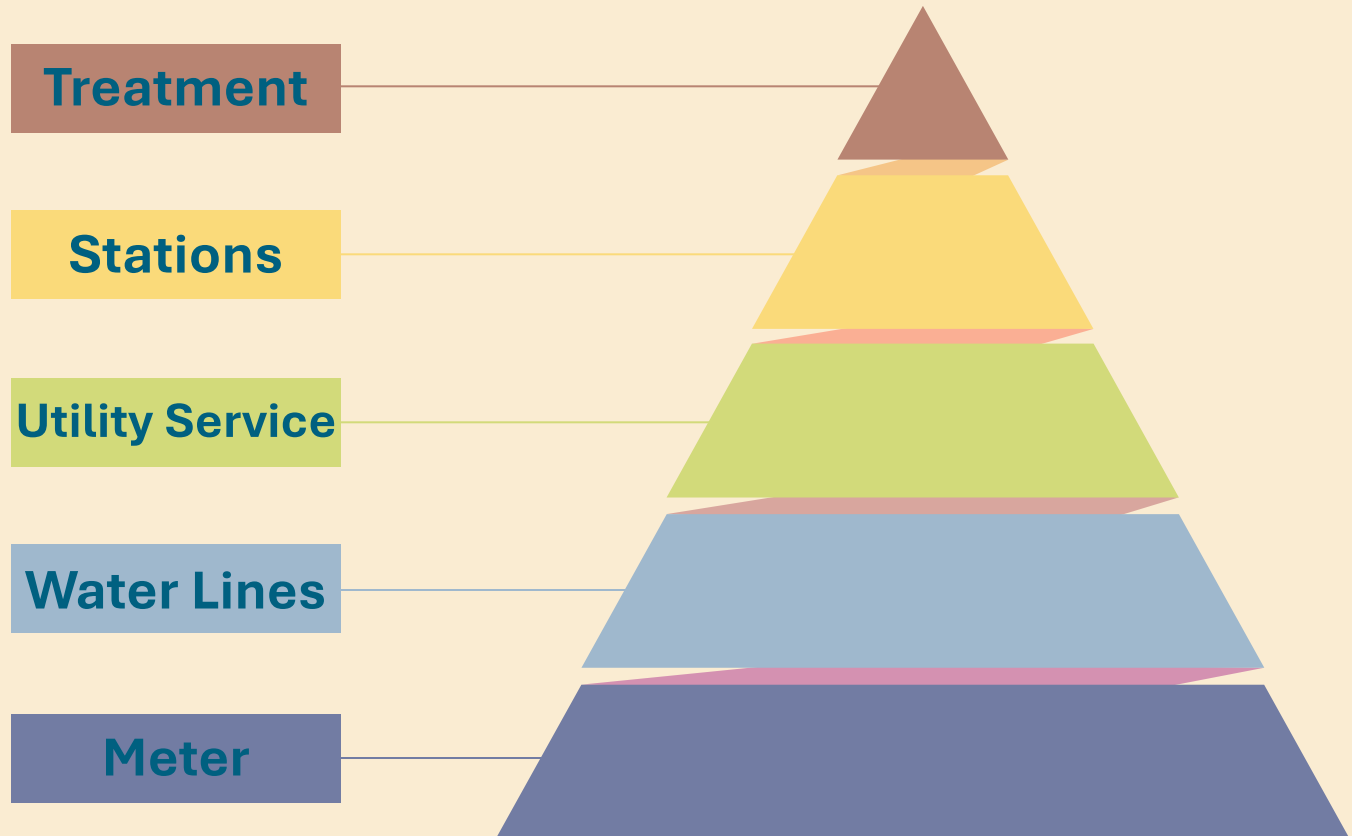
Water treatment plants: **3**

Wastewater pump stations: **165**

Average facility age: **50+ years**

Miles of water line: **675**

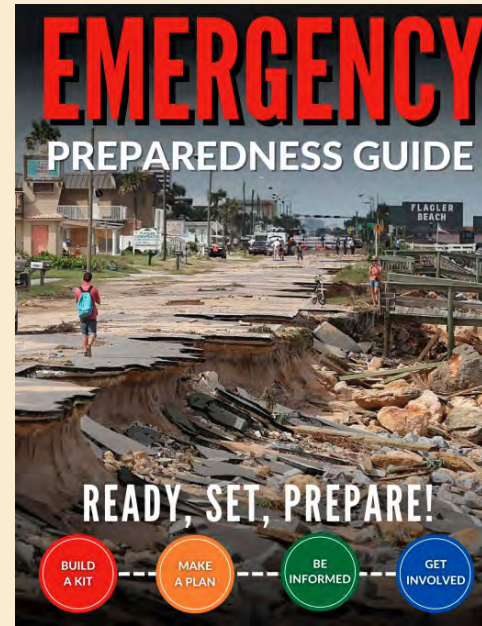
Monthly meter readings: **55,000**





Assessment Data Services

- Policing: Flagler County Sheriff's Office.
- Fire stations: **5** (Palm Coast) + **2** Flagler Co.
 - Annual calls: 13,000+
- Major medical facilities: **2**
- Libraries: **1** (Flagler Co.)
- Detention facilities: **1** (Flagler Co.)





Assessment Data Support Programs





Vision and Policy Considerations

- Align City's capacity to keep up with infrastructure/service needs with the pace of development
- Evaluate adequacy of levels of service (current and future)
- Impermeability/stormwater management standards



Imagine 2050 | City on the Rise



Vision Statement



Preliminary

Imagine 2050 Vision Statement

In 2050, Palm Coast is the flagship of Flagler County and Northeast Florida – a vibrant, attractive, diverse community, known for sustainable development that seamlessly and harmoniously coexists with, embraces, and respects its natural environment.





Preliminary

Imagine 2050 Vision Statement

In 2050, our community strives to be a model of responsible growth and environmental stewardship, where the preservation of our natural resources and beauty is paramount. The City takes pride in the quality and efficiency of its operations, to provide premier services to its residents, businesses and visitors in an equitable and effective manner.





Preliminary

Imagine 2050 Vision Statement

In 2050, the City offers an array of resilient quality housing, good-paying jobs, new training and education institutions, and a variety of retail, culture, recreation, and entertainment facilities and venues, all of which may be reached via multiple, safe, and convenient transportation modes.





Preliminary Imagine 2050 Vision Statement

In 2050, Palm Coast celebrates diversity, supports resilience, and embraces a spirit of civic engagement, community collaboration, and innovation. Palm Coast residents thrive in an environment that prioritizes well-being, inclusiveness, connection, creativity, curiosity, and lifelong learning.





Preliminary

Imagine 2050 Vision Statement

In 2050, Palm Coast extends fair opportunity, choice and prosperity to all who opt to make our City their home, whether for residence, work, study, play, or repose (preferably all).





Imagine 2050 Comprehensive Plan Guiding Principles

- Protect Natural Resources and Ecosystems
- Develop Parks, Recreational Facilities, Trails, & Open Spaces
- Promote Pride in Community Image
- Generate Economic Development Opportunities
- Prioritize Community Health and Safety
- Support Opportunities for Life Stage Housing



Imagine 2050 Comprehensive Plan Guiding Principles

- Enhance Traffic Circulation (Growth Management)
- Maintain and Upgrade Public Facilities (Growth Management)
- Fiscal Planning (Growth Management)
- Preserve Suburban Character in Existing Areas
- Promote Work, Live, and Play in Appropriate Areas
- Expand Opportunities for Quality Education



Next Steps

- ▶ Confirm vision themes with the community:
 - ✧ Public meeting
 - ✧ Portable meetings
 - ✧ Pop-up outreach
 - ✧ Online survey
- ▶ Finalize Community Assessment in support of Vision Statement/Guiding Principles
- ▶ Finalize Vision Statement
 - ▶ May 14, Joint Workshop Meeting
 - ▶ May 15, Community Conversation
- ▶ Develop Policy Framework based on Vision Statement and Guiding Principles