City of Palm Coast, Florida Agenda Item

Agenda Date: March 19, 2024

Department	COMMUNITY DEVELOPMENT
Division	PLANNING

Subject: RESOLUTION 2024-XX APPROVING THE PROMENADE AT TOWN CENTER TECHNICAL SITE PLAN TIER 3 - APPLICATION NO. 5565

Amount Account #

Presenter: Phong Nguyen, Senior Planner

Attachments:

- 1. Presentation
- 2. Resolution
- 3. Staff Report

Background:

The applicant, PC Town Center Development II, LLC, has submitted a Technical Site Plan application for a mixed-use building having a total of 293,043 s.f. of building area and 204 multi-family units. The Promenade at Town Center comprises 17.35 +/- acres and is located at the SW corner of Bulldog Drive and Central Avenue. The development will be a key component of Town Center as it has about 1100 feet of frontage along Central Avenue and about 350 feet of frontage along Bulldog Drive.

The first floor of this building will be utilized for commercial uses and are separated by frequent pedestrian or vehicular access points that allow pedestrians to go from the rear parking area to retail uses along Central Avenue and Bulldog Drive. Floors two through four are for multi-family uses and are connected by enclosed walkways. Since the building area is over 100,000 s.f. and/or there are over 100 units it is classified as a Tier 3 Technical Site Plan that requires review and recommendation by the Planning and Land Development Regulation Board (PLDRB) followed by final review and determination by the City Council. Technical Site Plans, including Tiers 2 and 3, do not require newspaper notification or the posting of the orange signs along the project's frontage.

The subject site is designated "DRI – Urban Core" and "Conservation" on the Future Land Use Map and as Town Center PUD on the Zoning Map. The Town Center PUD Land Use Map shows the subject property to be Tract 2 of this PUD and designated as "Urban Core". The Urban Core area along Central Avenue is shown as "Main Street" on this PUD Land Use Map as it is intended to be developed in a manner that is very walkable and pedestrian friendly. Within Policy 1.1.1.1 of the Comprehensive Plan it also states, "With the exception of the DRI (Urban Core), which has higher densities and intensities associated with a traditional downtown area....". The intersection of Central Avenue and Bulldog Drive was also envisioned to be the epicenter or "four corners" of Main Street. The Promenade at Town Center with 67,795 s.f. of commercial uses on the first floor and multi-family units on floors two, three and four is what was envisioned at this intersection.

<u>Summary of Findings:</u> Planning staff have reviewed this Technical Site Plan in detail and determined this infill project will meet all standards of the Comprehensive Plan, the Town

Center PUD, and the Land Development Code to issue a Development Order.

<u>Planning and Land Development Regulation Board:</u> The PLDRB meeting was held at 5:30 PM on February 21, 2024. The PLDRB found this project in compliance with the Comprehensive Plan and recommended approval to City Council of the Technical Site Plan by a 7 - 0 vote.

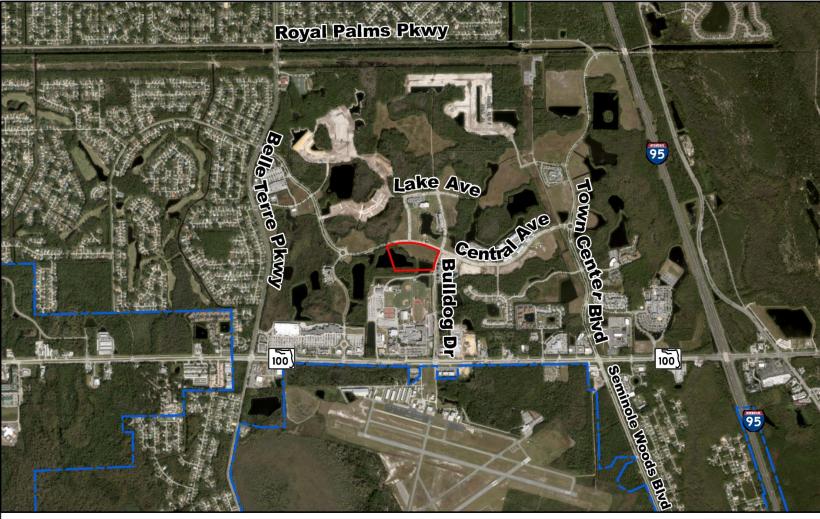
Recommended Action: THE PLANNING AND LAND DEVELOPMENT REGULATION BOARD RECOMMENDS THE CITY COUNCIL FIND THE PROJECT IN COMPLIANCE WITH THE COMPREHENSIVE PLAN AND APPROVE THE PROMENADE AT TOWN CENTER, A TECHNICAL SITE PLAN TIER 3 - APPLICATION NO. 5565

THE PROMENADE AT TOWN CENTER TECHNICAL SITE PLAN – TIER 3

City Council Public Hearing on March 19, 2024



Distant Aerial



The Promenade at Town Center is on 17.35 +/- acres at the SW corner of Bulldog Drive and Central Avenue.

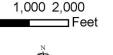


Distant Map

Subject Property

Palm Coast City Limits

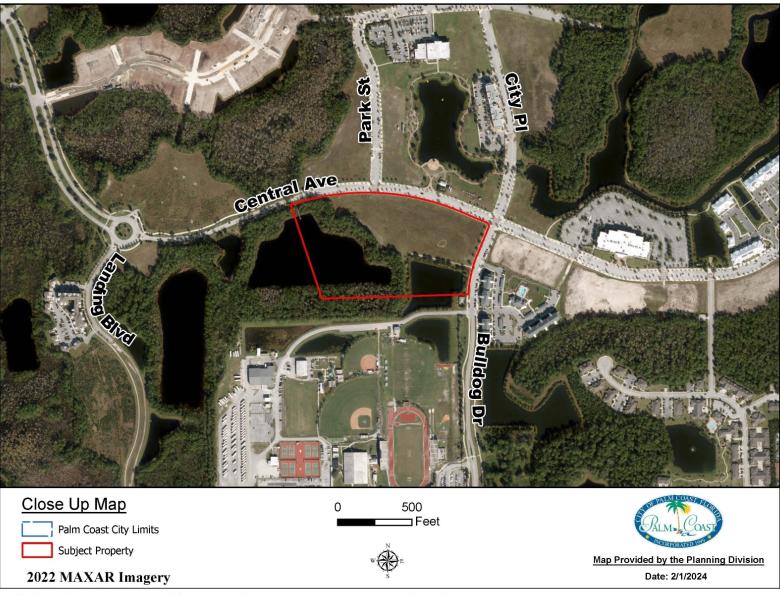
2022 MAXAR Imagery





Map Provided by the Planning Division Date: 2/1/2024

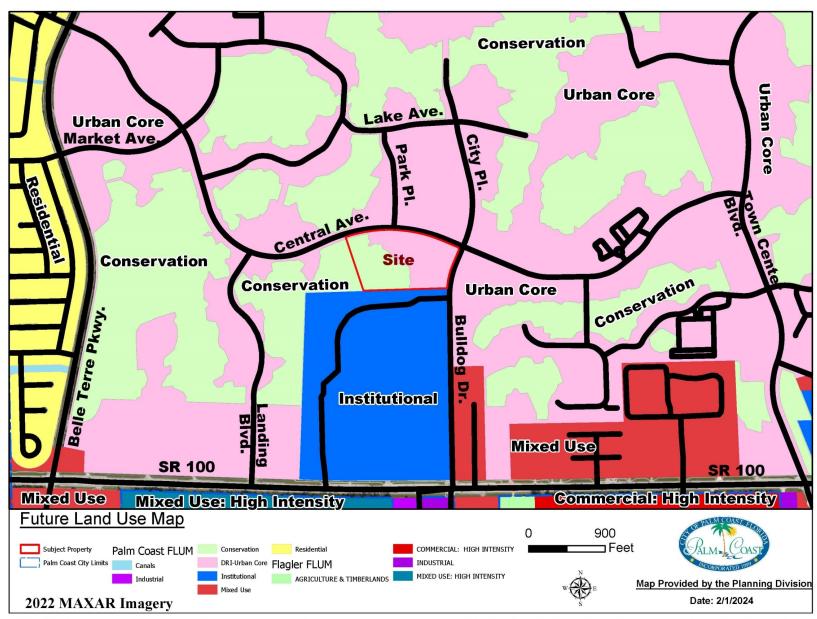
Closeup Aerial and Request



The City of Palm Coast prepares and uses this map/map data for its own purposes. This map/map data for its own purposes. This map/map data displays general boundaries and may not be appropriate for site specific uses. The City uses data believed to be accurate; however, a degree of error is inherent in all maps. This map/map data is distributed AS-IS without warranties of any kind, either expressed or implied including, but not limited to, warranties of suitability to a particular purpose or use. This map/map data is intended for use only at the published scale. Detailed on-the-ground surveys and historical analyses of sites may differ substantially from this map/map data. The applicant has submitted a Technical Site Plan for a mixeduse building with 293,043 SF of building area and 204 multifamily units. Since it is over 100,000 SF/100 residential units it is a Tier 3 which goes to PLDRB and City Council.



Future Land Use Map (FLUM)

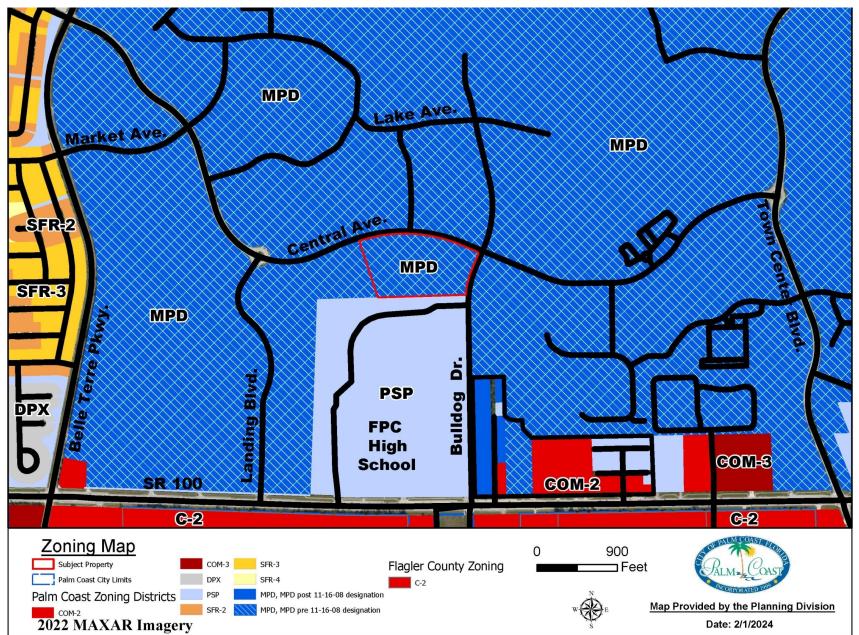


Town Center is comprised of DRI-Mixed-Use (pink areas) and Conservation (light green areas).



The City of Palm Coast prepares and uses this map/map data for its own purposes. This map/map data displays general boundaries and may not be appropriate for site specific uses. The City uses data believed to be accurate; however, a degree of error is inherent in all maps. This map/map data is distributed AS-IS without warranties of any kind, either expressed or implied including, but not limited to, warranties of suitability to a particular purpose or use. This map/map data is intended for use only at the published scale. Detailed on-the-ground surveys and historical analyses of sites may differ substantially from this map/map data.

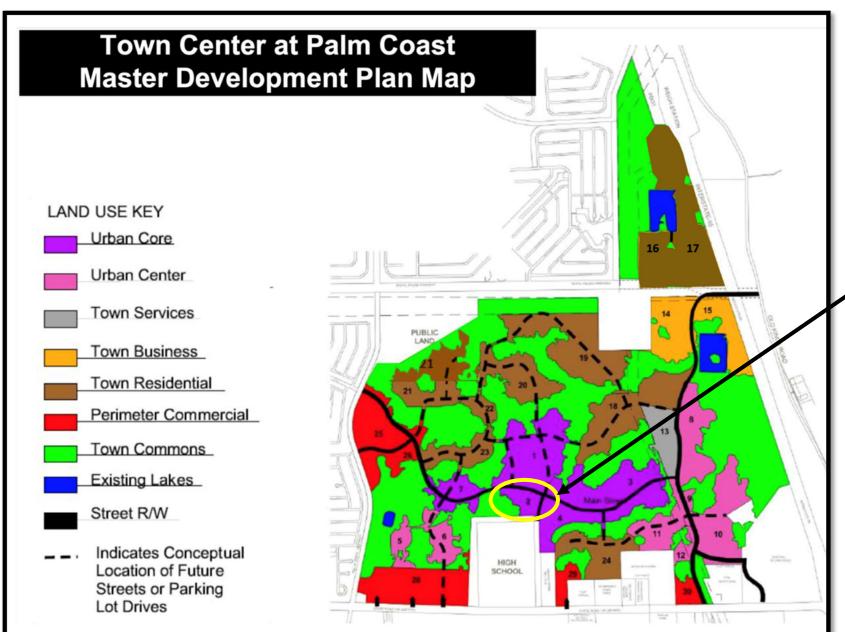
Zoning Map



Site is part of the Town Center PUD. High School is PSP. Mostly COM-2 along SR 100.



Town Center DRI/PUD



Town Center DRI/ PUD is 1,600 +/acres and originally approved in 2003. Site is designated Urban Core and is located at the most important intersection in Town Center.



DRI-Urban Core Area of Town Center

The Urban Core area along Central Avenue was shown as "Main Street" on the previous map as it is intended to be developed in an intense manner that is very walkable and pedestrian friendly.

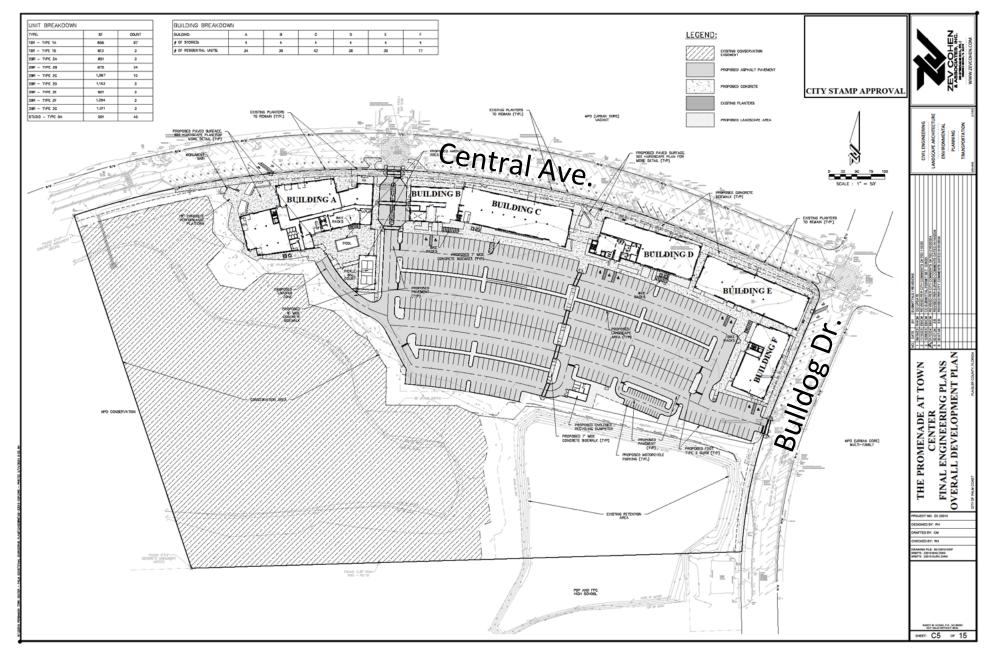
Policy 1.1.1.1 of the Comprehensive Plan advises that the DRI (Urban Core) area is intended to have the higher densities and intensities associated with a traditional downtown area.

The intersection of Central Avenue and Bulldog Drive was anticipated to be the epicenter or "four corners" of Main Street.

The Promenade with 67,795 s.f. of commercial on the first floor and 204 residential units on floors 2-4 is what was envisioned at this intersection.



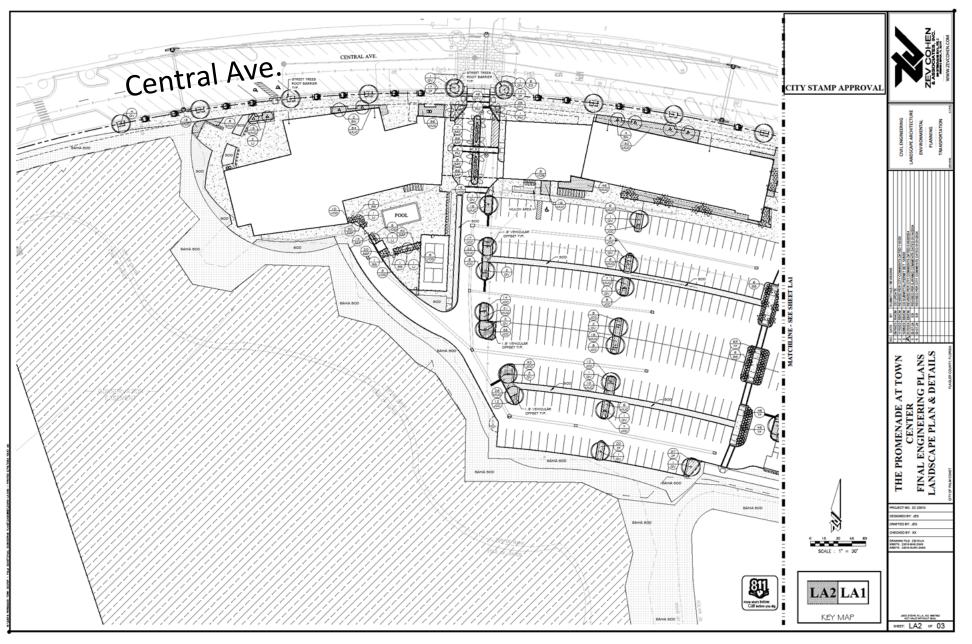
Overall Site Plan



The 6 building sections are connected by upper floor walkways to serve the residents on floors 2-4making one large building. 67,795 SF of retail uses are on floor 1.

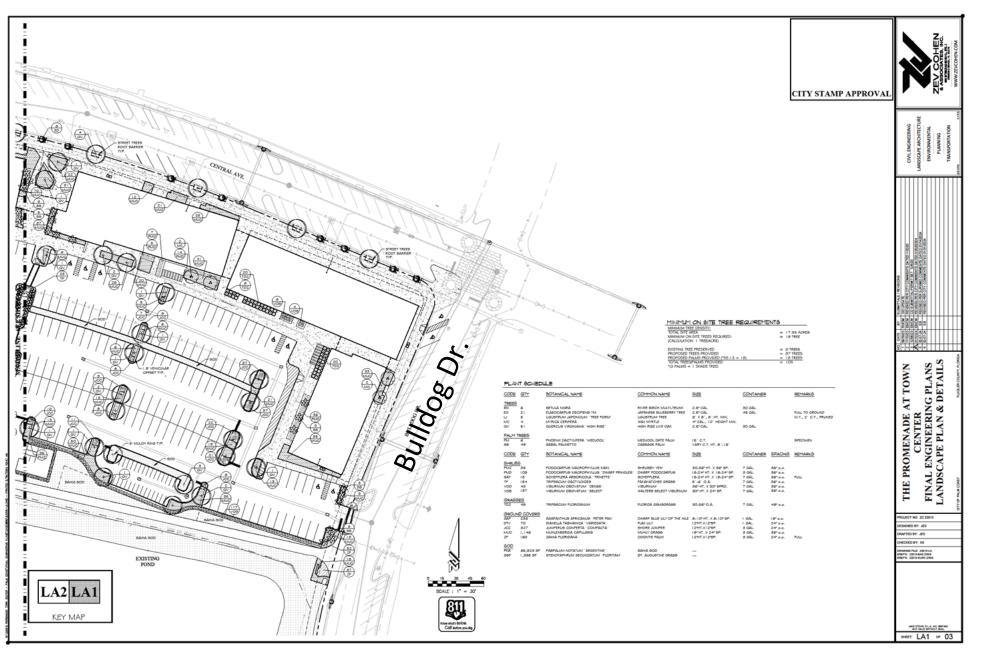


Closeup of Site Plan – Landscape Plan





Landscape Plan



Palm Coast

TYPE:	SF	COUNT
1BR - TYPE 1A	655	97
1BR - TYPE 1B	813	3
2BR - TYPE 2A	851	3
2BR - TYPE 2B	875	34
2BR - TYPE 2C	1,067	10
2BR - TYPE 2D	1,163	3
2BR - TYPE 2E	901	3
2BR - TYPE 2F	1,054	3
2BR - TYPE 2G	1,011	3
STUDIO - TYPE CA	501	45

The Town Center PUD requires multifamily units in the Urban Core area to be a minimum of 400 SF of living area.

There are a total of 204 multi-family units.



Site Development Requirements

<u>Criteria (per Urban Core Area of</u> <u>Town Center PUD/LDC Standards</u>)	<u>Required</u>	<u>Provided</u>
Maximum Building Height	80 feet	50 feet
Maximum Impervious Surface Ratio	0.95	0.42
Minimum Parking	514 parking spaces including 11 ADA spaces Plus 26 bicycle spaces	521 spaces including 15 ADA spaces Plus 26 bicycle spaces
Minimum Building Setbacks	Front (North): 12 feet Street Side (East): 12 feet Rear (South): 0 feet Interior Side (West): 0 feet	12 feet 12 feet 100+ feet 100+ feet 502



Palm Coast





Five Review Criteria from Sec. 2.05.05 of LDC

A. Must not be in conflict with public interest.

<u>Findings</u>: The project is in the public interest as it is consistent with the Town Center DRI – Urban Core and Conservation designations on the FLUM and with the Town Center PUD.

B. Must be consistent with LDC and Comprehensive Plan.

Findings: Project meets 7 goals, policies or objectives of the Comprehensive Plan and meets the LDC. It will promote compact and contiguous development and discourage urban sprawl. It will encourage the development of employment centers in close proximity to housing and transportation corridors to be convenient for residents and to improve our economic climate.

Five Review Criteria from Sec. 2.05.05 of LDC

C. Must not impose a significant liability or hardship on City.

<u>Findings</u>: It will not have these negative impacts on the City as the project already has the public infrastructure in place to support the project and is considered infill development.

D. Must not create an unreasonable hazard or nuisance.

<u>Findings:</u> The project protects the existing Conservation areas and provides intense development at a key location in the Town Center PUD where this intensity and density was intended and will be a catalyst for future quality development in nearby areas. This area is intended to be the "Main Street" of Town Center.



Five Review Criteria from Sec. 2.05.05 of LDC

E. Must comply with all applicable government standards.

<u>Findings</u>: The project meets all local, state and federal development requirements.

Environmental: The project will not impact any wetlands.

<u>Traffic</u>: The traffic study was based on the <u>ITE's Trip Generation</u> <u>Manual</u>, 11th Edition and projects that 5,961 daily trips, 201 AM peak hour trips, and 242 peak hour trips will be generated. All roadway segments and intersections within the project's study area are shown to operate at an accepted LOS with the project's traffic included.

Public Participation

- The LDC did not require a neighborhood meeting for this project.
- Per Table 2-2 of the LDC, neither orange signs are required to be posted or news ads required to be run to provide public notice of public hearings on Master Site Plans and Technical Site Plans.



Next Step

• Staff review of Building Permits



Recommendation

The Planning and Land Development Regulation Board recommends the City Council find the project in compliance with the Comprehensive Plan and approve the Promenade at Town Center, a Technical Site Plan Tier 3, Application No. 5565.



Applicant's team is in attendance and has a PowerPoint presentation.



RESOLUTION 2024-THE PROMENADE AT TOWN CENTER TECHNICAL SITE PLAN – TIER 3

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, APPROVING APPLICATION NO. 5565 HARGROVE LANE INDUSTRIAL TECHNICAL SITE PLAN – TIER 3; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR IMPLEMENTING ACTIONS AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, on October 12, 2023, Application No. 5565, (hereinafter "the application") was submitted by PC Town Center Development II, LLC to the City of Palm Coast Community Development Department for approval of a Technical Site Plan - Tier 3 for 293,043 sq. ft. of mixed-use building area on 17.35 +/- acres of land located at the SW corner of Bulldog Drive and Central Avenue; and

WHEREAS, City staff have reviewed the development proposal and have determined that it is in accordance with the codes, ordinances and land development regulations of the City; and

WHEREAS, the Planning and Land Development Regulation Board held a public hearing on the application at a meeting on February 21, 2024, and determined it is in compliance with the Comprehensive Plan and Land Development Code and recommended approval to the City Council by a 7-0 vote; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, AS FOLLOWS:

SECTION 1. APPROVAL APPLICATION/FINDINGS.

(a). The City Council hereby approves the application for The Promenade at Town Center Technical Site Plan – Tier 3 for 293,043 sq. ft. of mixed-use building area on 17.35 +/- acres located at the SW corner of Bulldog Drive and Central Avenue, and hereby authorizes the Mayor of the City of Palm Coast to execute the Development Order.

(b). The development approval sought under and pursuant to the application is consistent with the City of Palm Coast Comprehensive Plan and development of the property

will be subject to and consistent with and in compliance with applicable land development regulations and all other applicable regulations and ordinances as set forth in the *Code of Ordinances of the City of Palm Coast*.

SECTION 2. SEVERABILITY. It is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses and phrases of this Resolution are severable, and if any phrase, clause, sentence, paragraph or section of this Resolution shall be declared unconstitutional by the valid judgment or decree of a court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this Resolution.

SECTION 3. CONFLICTS. All resolutions or parts of resolutions in conflict with this Resolution are hereby repealed.

SECTION 4. IMPLEMENTING ACTIONS. The City Manager, or designee, is hereby authorized to take any actions necessary to implement the action taken in this Resolution.

SECTION 5. EFFECTIVE DATE. This Resolution shall become effective immediately upon its passage and adoption.

DULY PASSED AND ADOPTED by the City Council of the City of Palm Coast, Florida, on this 19th day of March 2024.

ATTEST:

CITY OF PALM COAST

KALEY COOK, CITY CLERK

DAVID ALFIN, MAYOR

APPROVED AS TO FORM AND LEGALITY

ANTHONY A. GARGANESE, CITY ATTORNEY



COMMUNITY DEVELOPMENT DEPARTMENT STAFF REPORT FOR CITY COUNCIL MEETING MARCH 19, 2024

OVERVIEW

Application Number:Property Owner:Applicant/Agent:Size of subject property:Location:Address:Current FLUM designation:Current Zoning designation:Current Use:	Vacant with existing master drainage stormwater ponds
	Vacant with existing master drainage stormwater ponds 06-12-31-5825-00000-001B and 06-12-31-5825-00000-001A

REQUESTED ACTION

The applicant has submitted a Technical Site Plan application for a mixed-use building having a total of 293,043 s.f. of building area and 204 multi-family units. The Promenade at Town Center comprises 17.35 +/- acres and is located at the SW corner of Bulldog Drive and Central Avenue. The development will be a key component of Town Center as it has about 1100 feet of frontage along Central Avenue and about 350 feet of frontage along Bulldog Drive.

The first floor of this building is for commercial uses and sections of it are separated by frequent pedestrian or vehicular access points that allow pedestrians to go from the rear parking area to retail uses along Central Avenue and Bulldog Drive. Floors two through four are for multi-family uses and are connected by enclosed walkways. Since the building area is over 100,000 s.f. and/or there are over 100 units it is classified as a Tier 3 Technical Site Plan that requires review and recommendation by the Planning and Land Development Regulation Board (PLDRB) followed by review and determination by the City Council.

BACKGROUND/SITE HISTORY

The applicant (PC Town Center Development II, LLC purchased the two tracts on December 14, 2022. The eastern tract of 10.06 acres is located at the SW corner of Bulldog Drive and Central Avenue and the southern area of the tract has a conservation area and two shared stormwater ponds. The western tract is 7.29 acres and is located on the south side of Central Avenue with the SW 75% of the site or so as a conservation area with a shared stormwater pond.

LAND USE AND ZONING INFORMATION

The subject site is designated "DRI – Urban Core" and "Conservation" on the Future Land Use Map and as Town Center PUD on the Zoning Map. The Town Center PUD Land Use Map shows the subject property to be Tract 2 of this PUD and designated as "Urban Core". The Urban Core area along Central Avenue is shown as "Main Street" on this PUD Land Use Map as it is intended to be developed in a manner that is very walkable and pedestrian friendly. Within Policy 1.1.1.1 of the Comprehensive Plan it also states, "With the exception of the DRI (Urban Core), which has higher densities and intensities associated with a traditional downtown area....". The intersection of Central Avenue and Bulldog Drive was also envisioned to be the epicenter or "four corners" of Main Street. The Promenade with 67,795 s.f. of commercial uses on the first floor and multi-family units on floors two, three and four is what was envisioned at this intersection.

The following table summarizes the general land use and zoning information:

Direction	FLUM Category	Zoning District
North	DRI – Urban Core with a little Conservation to the NW	Town Center PUD
East	DRI - Urban Core	Town Center PUD
South	Institutional	Public/Semi-Public (PSP)
West	Conservation	Town Center PUD

SURROUNDING ZONING AND FLUM CATEGORIES

SITE DEVELOPMENT REQUIREMENTS

Site development for the property must be in accordance with the requirements of the Town Center PUD, the City of Palm Coast Land Development Code, and the City's Comprehensive Plan. The following table summarizes the basic development standards and how the proposed development project complies with these standards.

SITE DEVELOPMENT REQUIREMENTS

Criteria (per Urban Core Area of Town Center PUD and LDC)	Required	Provided
Minimum Development Site Area	1,920 sq. ft. (.044 acres)	17.35 +/- acres
Maximum Impervious Surface Ratio	0.95	0.42
Maximum Floor Area Ratio	NA	NA
Maximum Building Height	80 feet	50 feet
Minimum Building Setbacks	Front (North):12 feetStreet Side (East):12 feetInterior Side (West):0 feetRear (South):0 feet	12 feet 12 feet 100+ feet 100+ feet
Proposed Parking:	Required are 514 spaces including 11 ADA spaces	Proposed are 521 spaces including 15 ADA spaces

TECHNICAL SITE PLAN PROCESS

The Technical Site Plan review application process is specified in Chapter 2, Section 2.11 of the Unified Land Development Code (LDC). This review process is intended to ensure that site development takes place in an orderly and efficient manner through a process that provides adequate review based on the size and complexity of the proposed development. The purpose of detailed site plan review is to ensure compliance with all development regulations; therefore, the level of detail shall be that of construction plans and technical specifications. The review is based not only on conformance to Code, but also conformance with any applicable approved master plan or Special Exception. Approval of the construction plans, and technical specifications represents the final development order. Therefore, approval of a Technical Site Plan Development Order authorizes an applicant to apply for a Site Development Permit to commence site work.

The application incorporates a review/approval process coordinated by and through City staff, the Planning and Land Development Review Board (PLDRB) and City Council based upon the scale of development. As provided in Table 2-1 of Sec. 2.04 of the LDC, non-residential projects with 40,001 to 100,000 square feet of gross floor area require review and approval from the PLDRB while projects over 100,000 square feet are heard and recommended by the PLDRB and then go to the City Council for final review and determination.

ANALYSIS BASED ON UNIFIED LAND DEVELOPMENT CODE CHAPTER 2, SECTION 2.05.05

Prior to approval of a Development Order for a Technical Site Plan, the proposed project must be evaluated for conformance with the requirements of LDC Chapter 2, Section 2.05.05, which provides criteria that must be met to issue approval. The proposed project has been evaluated against the review criteria as directed by the LDC, which states: *When reviewing a development order application, the approval authority shall determine whether sufficient factual data was presented in order to render a decision. The decision to issue a development order shall be based upon the following, including but not limited to*:

A. The proposed development must not be in conflict with or contrary to the public interest;

Planning Staff Finding: The proposed development is not in conflict with or contrary to the public interest, as the site's specified land uses are consistent with the DRI – Urban Core and Conservation designations on the Future Land Use Map (FLUM) and with the Town Center PUD which will ensure it is not harmful to the public interest.

B. The proposed development must be consistent with the provisions of the Land Development Code and the Comprehensive Plan;

Planning Staff Finding: The request will be consistent with all applicable portions of the LDC and the Comprehensive Plan. The following are a selection of goals, policies and objectives from the Comprehensive Plan that the project supports:

- Chapter 1, Future Land Use Element: Goal 1.1 Preserve the character of residential communities, prevent urban sprawl and protect open spaces and environmental resources, while providing a mix of land uses, housing types, services, and job opportunities in mixed use centers and corridors.
- Chapter 1, Future Land Use Element: Objective 1.1.4 Discourage Urban Sprawl Promote compact and contiguous development, a mixture of land uses, and discourage urban sprawl.

- Chapter 1, Future Land Use Element: Policy 1.1.4.1 The Mixed Use land use designation is intended to provide opportunities for residents to work, shop, engage in recreational activities, and attend school and religious services in reasonably close proximity to residential dwellings.
- Chapter 1, Future Land Use Element: Policy 1.1.4.2 The Master Planned Development (MPD) zoning district shall allow residential housing types to be mixed with retail, service, office, commercial and other land uses. Potential areas for MPD's are strategically located throughout the City to promote infill development and to maximize vehicular and pedestrian accessibility.
- Chapter 1, Future Land Use Element: Policy 1.1.4.5 Land use patterns will be required to be efficient and not disproportionately increase the cost of providing and maintaining public facilities, as well as providing housing and transportation strategies that will foster energy conservation.
- Chapter 1, Future Land Use Element: Goal 1.2 Maintain the community's quality of life through preservation and enhancement of environmental and community resources.
- Chapter 1, Future Land Use Element: Objective 1.4.2 Create Employment Centers and Jobs – Encourage the development of employment centers within close proximity to housing and transportation corridors to maximize accessibility, convenience for residents, and to improve the economic climate.

C. The proposed development must not impose a significant financial liability or hardship for the City;

Planning Staff Findings: The public infrastructure needed to support the project is already in place so the City will not incur any expenses or hardships. This project would be considered infill development which minimizes the City's costs on providing infrastructure.

D. The proposed development must not create an unreasonable hazard, or nuisance, or constitute a threat to the general health, welfare, or safety of the City's inhabitants;

Planning Staff Finding: The project will not create any issues that would arise to the level of being a hazard or nuisance or a threat to the City's residents.

E. The proposed development must comply with all other applicable local, state and federal laws, statutes, ordinances, regulations, or codes;

Planning Staff Finding: The applicant has submitted plans and permit applications as required to the various agencies having jurisdiction, and has met all requirements of other applicable local, state and federal laws, statutes, ordinances, regulations and codes. Below are summaries from fields closely related to planning.

<u>Environmental:</u> The project has wetlands within the substantial area of the site designated as Conservation, but this development has no impacts on those wetlands.

<u>Traffic:</u> The traffic study was prepared based on 204 multi-family units and 67,795 s.f. of retail. Based on the ITE <u>Trip Generation Manual</u>, *11th Edition* it was expected to generate 5,961 daily

trips, 201 AM peak hour trips and 242 PM peak hour trips. All roadway segments and intersections within the project's study area are shown to operate at an accepted LOS with the project's traffic included.

PUBLIC PARTICIPATION

This project does not meet the criteria for the applicant having a neighborhood meeting. Additionally, Technical Site Plans, including Tiers 2 and 3, do not require newspaper notification or the posting of the orange signs along the project's frontage.

SUMMARY OF FINDINGS

Planning staff has reviewed this Technical Site Plan in detail and determined this infill project will meet all standards of the Comprehensive Plan, the Town Center PUD and Land Development Code to issue a Development Order.

PLANNING AND LAND DEVELOPMENT REGULATION BOARD (PLDRB)

The PLDRB meeting was held at 5:30 PM on February 21, 2024. The PLDRB found this project in compliance with the Comprehensive Plan and recommended approval to City Council of the Technical Site Plan by a 7 - 0 vote.

RECOMMENDATION

The Planning and Land Development Regulation Board recommends that the City Council find the project in compliance with the Comprehensive Plan and approve the Promenade at Town Center, a Technical Site Plan Tier 3, Application No. 5565.