

SARASOTA COUNTY GOVERNMENT
Commission Services

TO: Sarasota County Commission
THROUGH: Thomas A. Harmer, County Administrator
FROM: Leigh Sprimont, Commission Services Manager
DATE: October 6, 2014
SUBJECT: **Item 2C: Longboat Key Planning/Town Center Update**

RECOMMENDED MOTION(S) OR ACTION(S):

Alaina Ray, Director of Planning Zoning and Building Department for Town of Longboat Key, will present an update on the Longboat Key Town Center project.

ATTACHMENTS:

1. Longboat Key Memo
2. Town Center Presentation

MEMORANDUM

DATE: September 23, 2014

FROM: Town of Longboat Key

SUBJECT: Longboat Key Town Center

Since the late 1970's, the developers of Longboat Key envisioned a Town Center at mid-key to include space for shopping, business, and civic activities. The 1978 Longboat Key Comprehensive Plan recognized that a "potential town center" was "emerging around the Bay Isles commercial area" at Bay Isles Road / Parkway.

In 1978, the Arvida Corporation, which developed the majority of the south end of Longboat Key, commissioned a Provisional Development Plan for a Bay Isles Civic and Commercial Center that was heavily vehicle-oriented. By 1981, that plan had evolved into a "Town Plaza" concept, developed for Arvida by SWA Group and designed primarily for pedestrians, with broad walkways and open gathering places.

Over the years, the community has continued to discuss further development of activities around the existing buildings. The 2007 Comprehensive Plan encouraged further development of a town center and promoted utilization of a zoning overlay district for the area.

In October 2013, the Town hosted an Urban Land Institute (ULI) Advisory Panel to study specific issues important to the community. The resulting ULI report indicated that the existing Bay Isles Road / Parkway area is the best location to further develop a Town Center by adding a cultural/community center with related open space or park, medical services, library, potential residential, and additional commercial/retail space. The importance of a vibrant center of community space was recognized as a strengthening element in the civic life of the Town. The report also encouraged the Town to purchase the remaining 2.81 acres of vacant land in the middle of the Town Center area as a crucial component of any potential development.

In May 2014, the Town purchased the 2.81 acres of vacant land at 594 Bay Isles Road. This land is bordered by Publix, Sun Trust, the old Northern Trust building, the Post Office, Tennis Center and a restaurant that is currently undergoing renovations. Town staff has been working to put the pieces together for the foundation of additional Town Center development and redevelopment. Discussions are ongoing with property owners, interested developers, and community members about how best to achieve such an objective.

In September 2014, the Town contracted with a consultant to develop concepts and a zoning overlay district for the area. The Town is will also pursue potential interest from a local educational institution for partnership with the Town on a cultural center/facility within the Town Center.

Attachments: PowerPoint Presentation



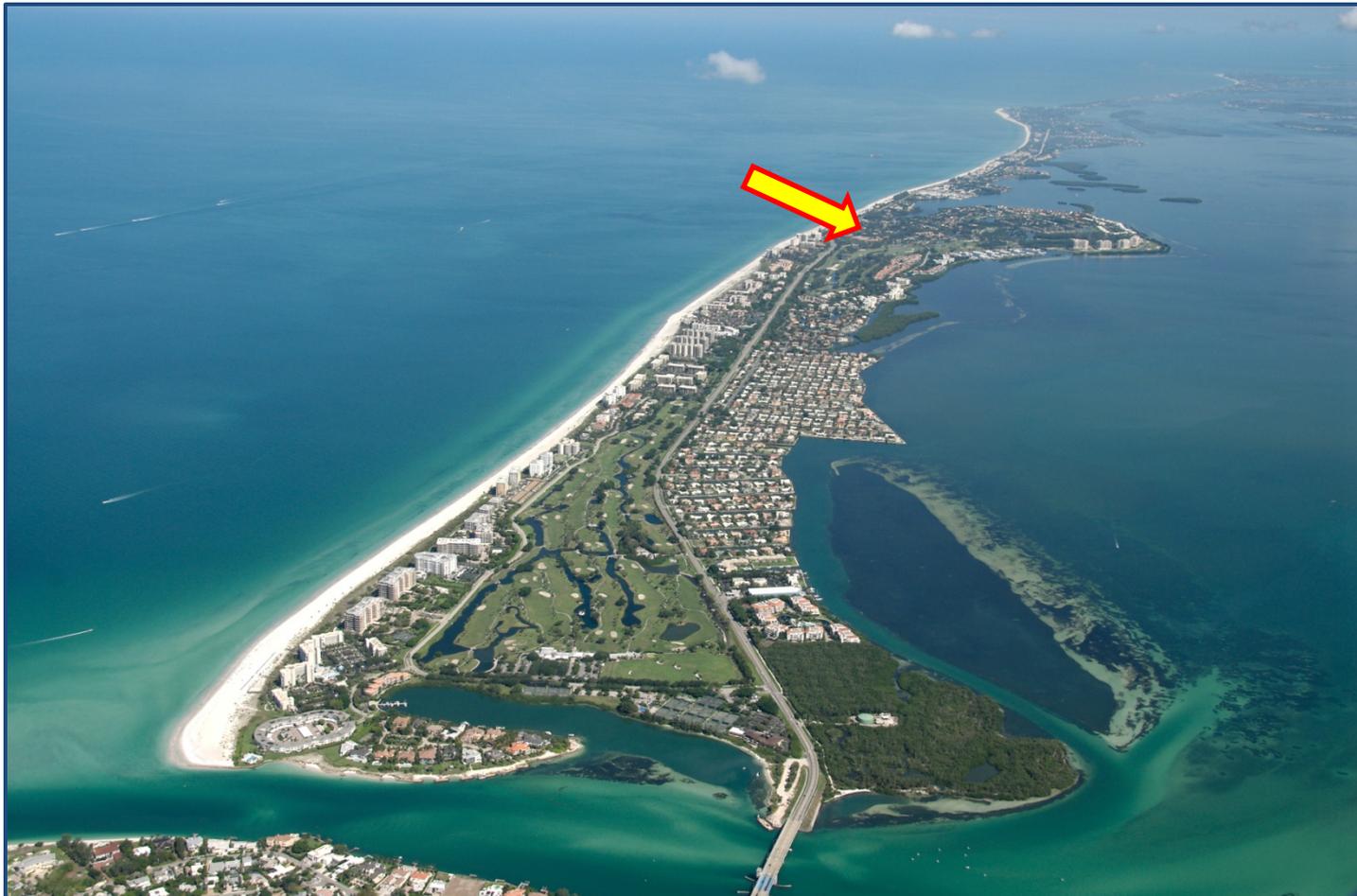
TOWN CENTER UPDATE

**LBK TOWN COMMISSION / SARASOTA COUNTY BOCC
JOINT MEETING**

OCTOBER 6, 2014



TOWN CENTER LOCATION





TOWN CENTER OVERLAY AREA



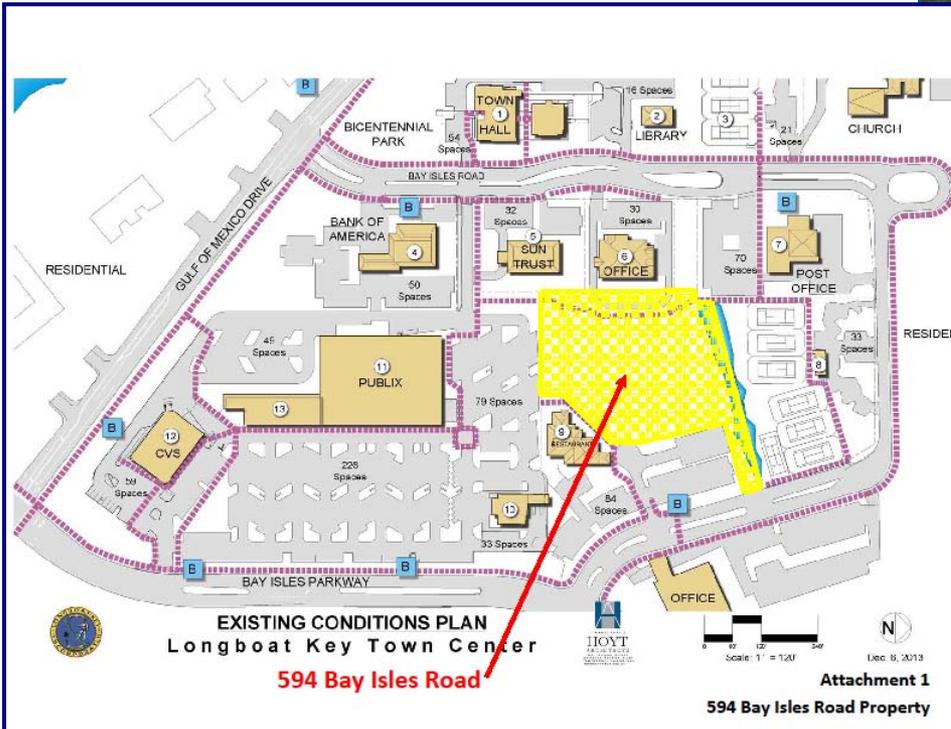


TOWN CENTER CONCEPT HISTORY

- **1970's: First envisioned by Arvida Corp.**
- **1980's: Partially realized with development of Publix, CVS, Retail Shops, Restaurant**
- **2012: Publix and CVS redeveloped**
- **October 2013: Urban Land Institute recommended completion of Town Center**
- **May 2014: Town purchased key undeveloped parcel in the Town Center area**



2.81 ACRES PURCHASED BY TOWN MAY 2, 2014



Attachment 1
594 Bay Isles Road Property



TOWN-OWNED PROPERTIES





TOWN HALL





TENNIS CENTER





PUBLIX SHOPS AND CVS





LIBRARY, POST OFFICE, PARK AND RELIGIOUS FACILITIES





OFFICES, BANKS AND RESTAURANT





OBJECTIVES

- To create a pedestrian-friendly environment and sense of “place”
- To provide additional services, amenities and cultural opportunities for residents and visitors
- To potentially redevelop older stand-alone buildings into a more cohesive development



PLAN FORWARD

- **Town contracted with planning consultants to develop concepts and zoning overlay district**
- **Public Open House and Workshops to develop concepts**
- **Land Development Code Revisions for Overlay District**
- **Pursue potential interest from local educational institution for partnership with the Town on a cultural center/facility within the Town Center**