



**AGENDA
PARKS & RECREATION COMMITTEE
MEETING
DESTIN CITY HALL ANNEX COUNCIL CHAMBERS
TUESDAY, OCTOBER 26, 2021**

- 1. CALL TO ORDER**
- 2. ATTENDANCE AND INSTRUCTIONS**
- 3. APPROVAL OF MINUTES**
- 4. OLD BUSINESS** Finalize WorkPlans
 - A) Finalize Workplans**
- 5. NEW BUSINESS**
 - A) Planning Areas and Planning Area Intent Statements**
 - B) Wayfinding Master Plan Presentation**
- 6. COMMITTEE MEMBER COMMENTS/QUESTIONS**
- 7. STAFF REPORTS**
- 8. COMMENTS FROM THE AUDIENCE**
- 9. NEXT MEETING DATE: TBD**
- 10. ADJOURNMENT**

If a person decides to appeal any decision made by the City Council, committee, board, panel, or agency with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she will may need to ensure that a record of the verbatim record of the proceedings is made, which record includes the testimony and evidence upon the appeal is to be based.

"Persons with disabilities who require assistance to participate in this meeting are requested to notify the Public Services Office 850/837-4242 at least 48 hours in advance".

CITY OF DESTIN – COMMUNITY DEVELOPMENT



AGENDA ITEM

MEETING DATE: October 26, 2021

BOARD/COMMITTEE: Parks & Recreation Committee

TYPE OF AGENDA ITEM: Presentation

OUTLINE NUMBER: 5.A.

TO: Parks & Recreation Committee

THRU: Lance Johnson, City Manager
Louis Zunguze, Community Development Director
Lisa Firth, Parks & Rec Director

FROM: Steve O'Connor, Principal Planner

DATE: October 19, 2021

SUBJECT: Planning Areas and Planning Area Intent Statements

I. BACKGROUND: As part of the more extensive Land Development Code (LDC) rewrite effort, the staff began to evaluate the Comprehensive Plan, specifically evaluating the Future Land Use Map (FLUM) and its impact on development with clear, manageable, and up to date policies. In addition, as part of this review, the staff embraced the concept of Planning Areas, which, rather than assigning specific future land use designations, encompasses a much broader vision. This vision will help facilitate the development of thoughtful guiding policies for the various Planning Areas. This effort was started in previous Comprehensive Plan Updates but was never finalized.

The Planning Areas will focus on planning efforts to develop that broader vision, focus on the Comprehensive Plan and FLUM, to help guide policies and decisions concerning growth within Destin. The Planning Areas also allow for objective analysis for compatibility by area rather than specific lots.

II. DISCUSSION: Staff is proposing eight (8) total planning areas across Destin. Each presents its own varying uniqueness, challenges, and opportunities. These eight areas are as follows:

1. **The Village**
2. **The Harbor**
3. **Holiday Isle**
4. **Gulf Resort**
5. **Town Center Commons**

6. **Crystal Beach**
7. **Henderson Beach**
8. **The Airport**

The following proposed Planning Area intent statements help create the broad vision to guide policy and decision-makers.

The Village

The Village Planning Area intends to primarily provide a low-density, healthy, safe, family-friendly environment that promotes a high quality of life. The Village should be where residents and visitors enjoy the activities and amenities associated with living in Destin through a connected network of multi-modal streets and paths leading to destinations within and outside the Village. To accomplish this, the City shall; establish development standards such as appropriate dwelling density maximums based on current development patterns and needs of future growth, ensure an orderly transition from low-density uses to higher density residential uses, and limit commercial uses to maintain, improve, and protect the parks, beautiful white sand beaches, emerald-green waters, and other natural resources.

The Harbor

The Harbor Planning Area (the "Harbor") intends to support a festive marketplace that fits the City's moniker as the "World's luckiest fishing village." The appropriate commercial, mixed-uses, and long-term residential uses should support the Destin fishing and recreation industries to draw visitors and residents alike. Public pedestrian shoreline and harbor boardwalk access should be planned, encouraged, and developed to foster a free-flowing festive feel to the area that benefits all users of the North and South Harbor. Efforts to implement and grow a connected and safe multi-modal transportation network within and to the Harbor Planning area should continue through innovative transportation options and creative urban design.

Holiday Isle

The Holiday Isle Planning Area intends to support and maintain a mix of short and long-term residential accommodations for residents and visitors alike, with low to high-density residential and mixed uses. The range of densities found in Holiday Isle presents a perfect opportunity for the City to cultivate and implement a safe and accessible multi-modal transportation system connected to the rest of Destin. Also, due to the unique water-based recreational opportunities of Holiday Isle, the City shall protect, preserve, and expand, when possible, existing natural and recreational resources.

Gulf Resort

The Gulf Resort Planning Area intends to be a world-class resort district with uses ranging from small condominium complexes to high-rise hotels and supporting dining, commercial and retail services. Development within the Gulf Resort area should provide residents and visitors with the ability to come and experience everything Destin offers through a well-developed and connected multi-modal network without having to predominately rely on their personal automobile to get around. In addition, design standards should be developed to focus on providing a sense of place deserving of a renowned residential and resort destination. The City should also develop programs or incentives to increase public beaches and access in this area.

Town Center Commons

The Town Center Commons Planning Area intends to be the City's and region's residential, cultural, institutional, and service center. The residents and employees of Destin should be able to conduct all their daily business here while also finding a place for relaxation and recreation. The Town Center Commons should also afford residents and visitors alike the ability to attend events and activities that showcase the local arts, culture, and community values. To accomplish this, the Town Center Commons should provide a range of uses from higher-density residential, to mixed-use development, and gathering places for residents and visitors, while also being pedestrian-scaled with accessible multi-modal corridors leading to the City's surrounding areas. In addition, the City should collaborate with Okaloosa County to align future development in the areas directly adjacent to the City's jurisdiction.

Crystal Beach

As one of the main gateways into Destin, The Crystal Beach Planning Area intends to highlight all that Destin has to offer from a quality commercial corridor along HWY 98 through the family-friendly vacation destination and single-family neighborhoods to the White Sand Beaches of Crystal Beach. Given the inherent conflict between long-term residents and short-term visitors, the City should strive to balance the needs of these evolving and prevailing uses of Crystal Beach. Therefore, the City shall preserve and promote the single-family character of the established neighborhoods while providing residents and visitors access to amenities needed for everyday living. To accomplish this, the City should ensure the Crystal Beach area is supported by low-intensity mixed-use development at appropriate intersections of streets along Scenic HWY 98, while keeping commercial development focused on properties directly adjacent to or accessible from HWY 98, and protect the single-family non-short-term rental zones in the area. The City shall also develop and incentivize all efforts to expand public beach and access by encouraging low-intensity commercial and mixed-use development and redevelopment of single or multi-family units south of Scenic HWY 98. Developing pedestrian scale multi-modal infrastructure should also be a priority of the City to reduce the vehicle and pedestrian conflicts along the streets within Crystal Beach.

Henderson Beach

The Henderson Beach Planning area intends to preserve and highlight the natural ecosystem of the Emerald Coast while also protecting the largest public access beach in the Destin area. The city should make all efforts to maintain the ecosystem to mitigate the impact on the park. A partnership between Park Staff and the City should be fostered to help City Staff and the development community understand how encroachment affects the park and the species it supports. The partnership should focus on maintaining, expanding when possible, and protecting the flora and fauna of Destin's last undeveloped area.

*Staff coordinated with the Florida Division of Recreation and Parks Staff to develop this statement.

The Airport

The Airport Planning Area intends to provide and facilitate the continued use of General Aviation at the Destin Executive Airport at current and projected use levels while planning for future airport growth within its present boundaries. To accomplish this, The Airport Planning Area should align with the Destin Executive Airport's Airport Layout Plan as

adopted and periodically updated. In addition, a collaborative program between airport staff, city staff, the development community, and residents should be developed, encouraged, and maintained to mitigate encroachment issues from development upon the airport and aviation uses upon surrounding areas.

*Staff coordinated with Okaloosa County Airport Staff to develop this statement.

COMPREHENSIVE PLAN POLICY ELEMENTS:

If adopted, the Planning Areas will update the current Future Land Use Map to align with the Proposed Planning Areas as depicted in Attachment "A."

LAND DEVELOPMENT CODE/ZONING ELEMENTS:

The LDC rewrite will be guided by the adopted Planning Areas and their respective intent statements when evaluating current zones and developing new or combined zones.

A. Link to Strategic Goals / Objectives:

#2. A green and sustainable environment

#4. Enhanced quality of life and safety for families

#5. Economic development and revitalization

B. Effect on Budget (EOB): N/A – Part of the current Land Development Code Rewrite Project

C. Level of Service (LOS): Develop and implement processes for consistent and streamlined application of codes and procedures.

III. CONCLUSION: By updating the Comprehensive Plan and FLUM for the City of Destin with the proposed Planning areas, staff will have clear direction based on policies guided by the Planning Areas. The policies and guidance will help develop a well-balanced and useable Land Development Code that works for today's way of life to create the desired community the residents of Destin envision.

IV. RECOMMENDED MOTION: For discussion and informational purposes only, no motion or action is needed.

Attachments:

1. Power Point- Planning Areas
2. Proposed Planning Areas 2021

Work Session - Planning Areas

Local Planning Agency

September 23, 2021

Community Development





Proposed Planning Areas

- Land Use and Development History in Destin
- Goals & Objectives of the Planning Areas
- Proposed Planning Areas Map
- Planning Area Intent Statements
- Discussion
- Next Steps



COMMUNITY DEVELOPMENT

- **SOUND INFRASTRUCTURE**
- **LIVEABLE NEIGHBORHOODS**
- **VIBRANT ECONOMIC DEVELOPMENT**





Land Use and Development History in Destin

- Foundation of good Community Development
- Alignment of key development policy documents and requirements
- Updates of key development tools



Goals & Objectives of the Planning Areas

- Develop a broad vision
- Guide policies and decisions
- Focus the Comprehensive Plan and Future Land Use Map (FLUM)
- Allow objective analysis for compatibility by area



Proposed City of Destin Planning Areas



NORTH

Scale 1" = 2000'



City Limits

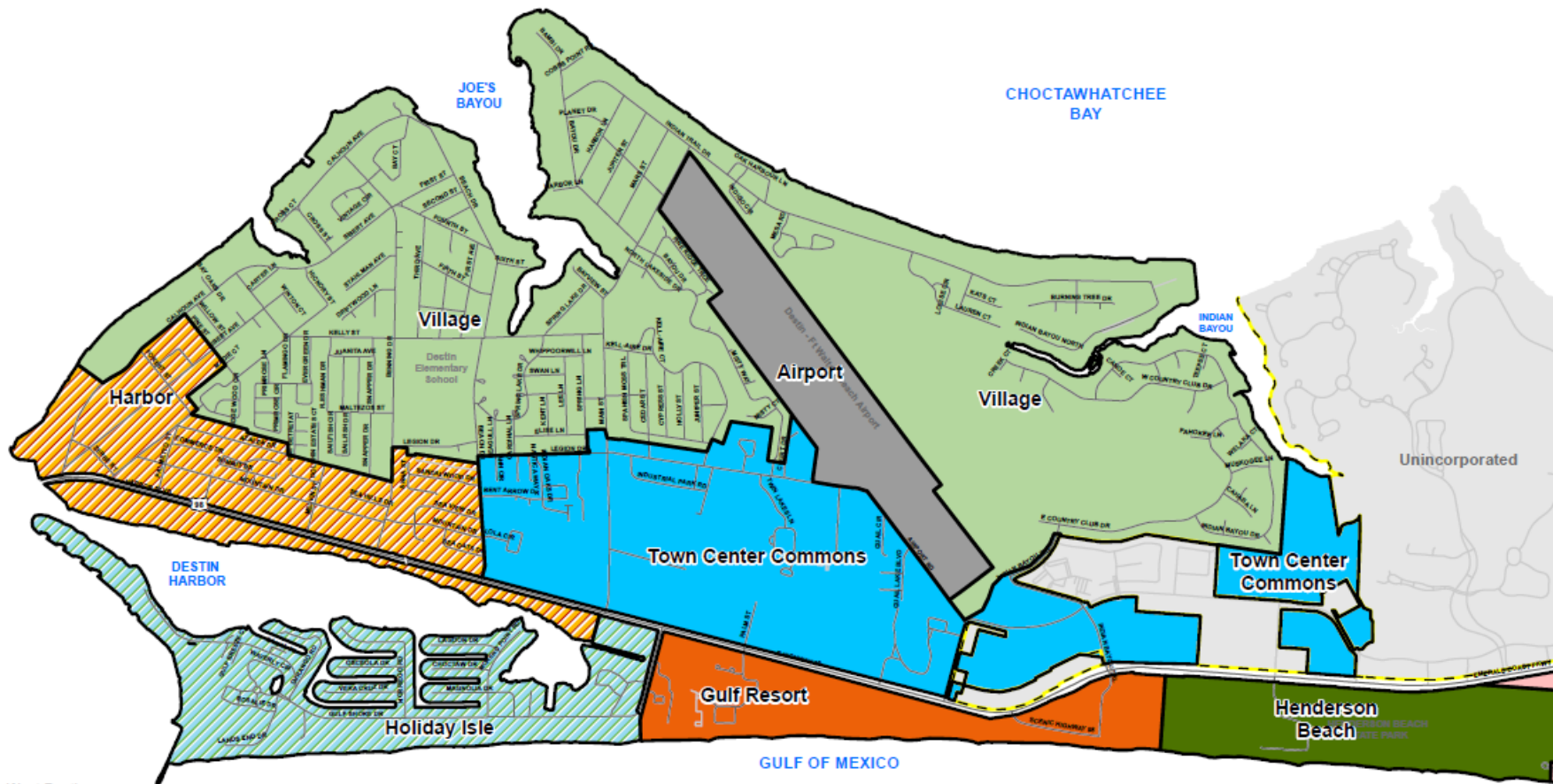


Okaloosa County

Proposed Planning Areas

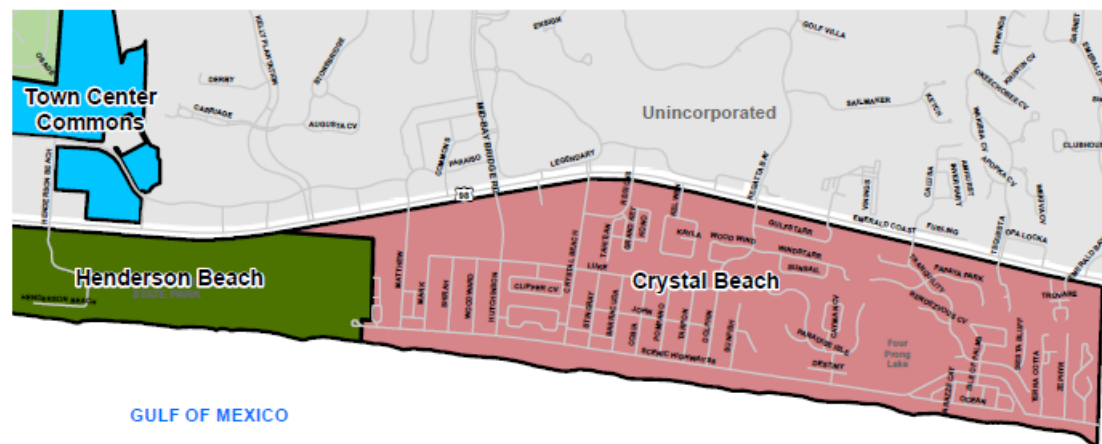
- Airport
- Crystal Beach
- Gulf Resort
- Harbor
- Henderson
- Holiday Isle
- Town Center Commons
- Village

The City of Destin assumes no responsibility and/or liability for the information contained herein.
Produced 07/12/21 by the City of Destin
GIS Manager



West Destin

East Destin

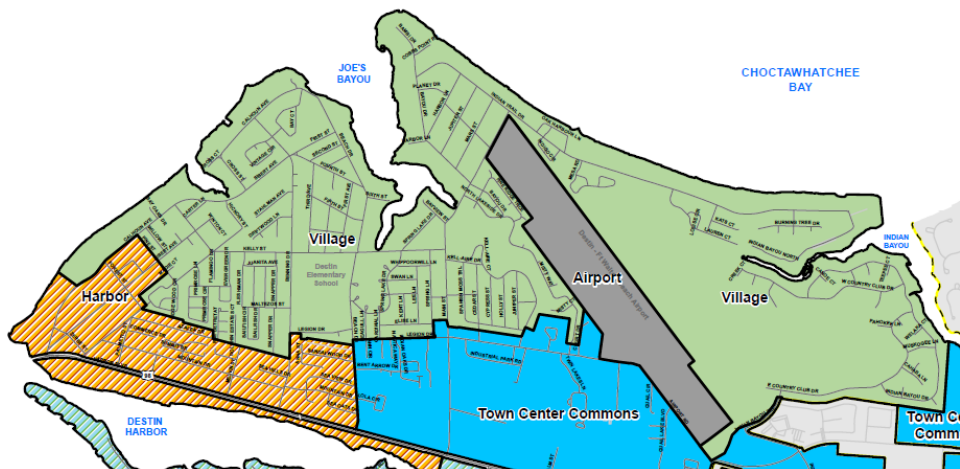




Draft Planning Area Intent Statements

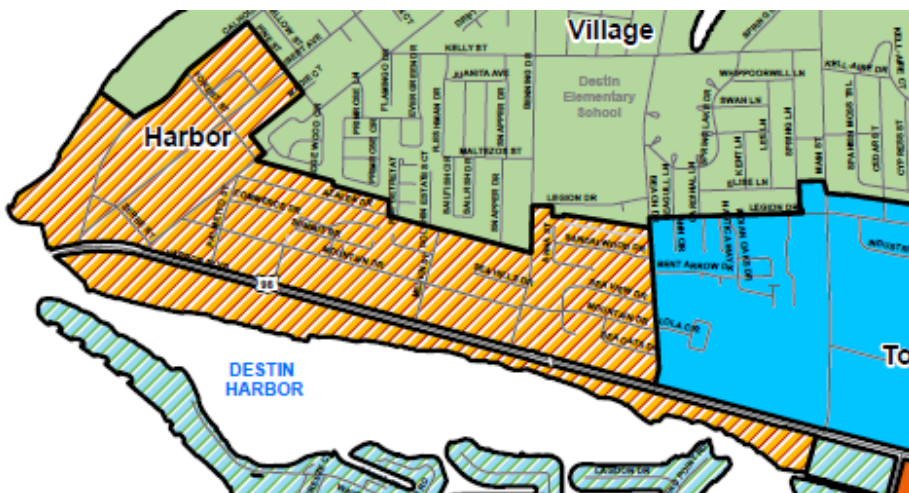
- **The Village**

The Village Planning Area intends to primarily provide a low-density, healthy, safe, family-friendly environment that promotes a high quality of life. The Village should be where residents and visitors enjoy the activities and amenities associated with living in Destin through a connected network of multi-modal streets and paths leading to destinations within and outside the Village. To accomplish this, the City shall; establish development standards such as appropriate dwelling density maximums based on current development patterns and needs of future growth, ensure an orderly transition from low-density uses to higher density residential uses and limit commercial uses to maintain, improve, and protect the parks, beautiful white sand beaches, emerald-green waters, and other natural resources.





Draft Planning Area Intent Statements

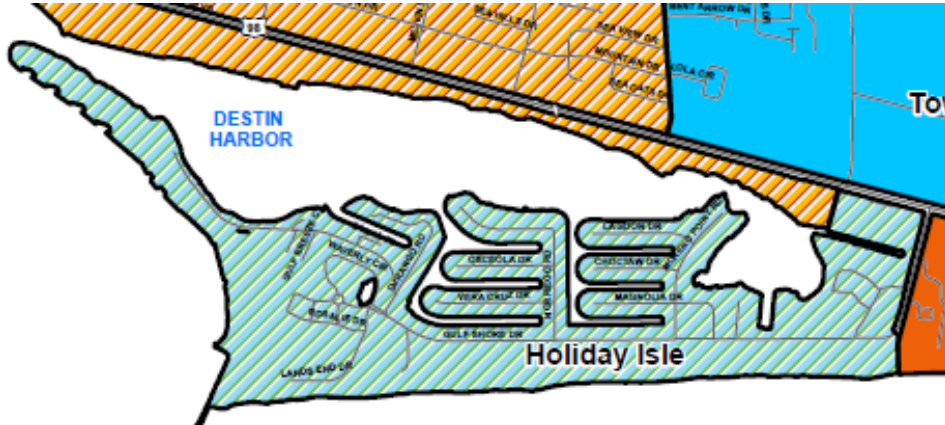


- **The Harbor**

The Harbor Planning Area (the “Harbor”) intends to support a festive marketplace that fits the City's moniker as the "World's luckiest fishing village." The appropriate commercial, mixed-uses, and long-term residential uses should support the Destin fishing and recreation industries to draw visitors and residents alike. Public pedestrian shoreline and harbor boardwalk access should be planned, encouraged, and developed to foster a free-flowing festive feel of the area that benefits all users of the North and South Harbor. Efforts to implement and grow a connected and safe multi-modal transportation network within and to the Harbor Planning area should continue through innovative transportation options and creative urban design.



Draft Planning Area Intent Statements

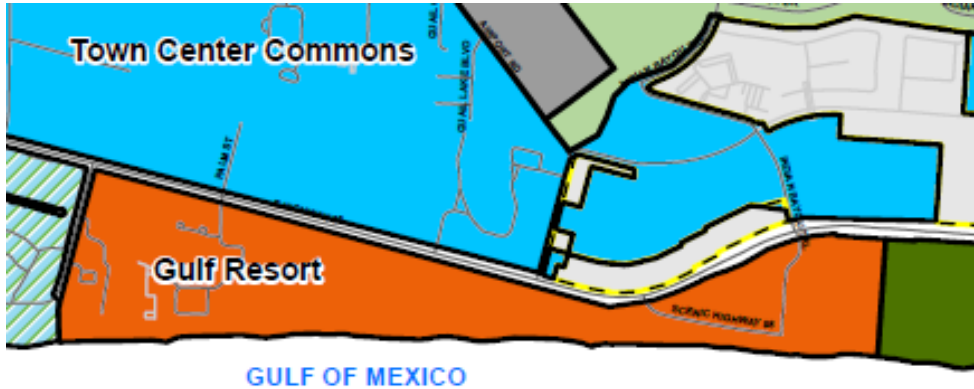


- **Holiday Isle**

The Holiday Isle Planning Area intends to support and maintain a mix of short and long-term residential accommodations for residents and visitors alike, with low to high-density residential and mixed uses. The range of densities found in Holiday Isle presents a perfect opportunity for the City to cultivate and implement a safe and accessible multi-modal transportation system connected to the rest of Destin. Also, due to the unique water based recreational opportunities of Holiday Isle, the City shall protect, preserve, and expand when possible, existing natural and recreational resources.



Draft Planning Area Intent Statements

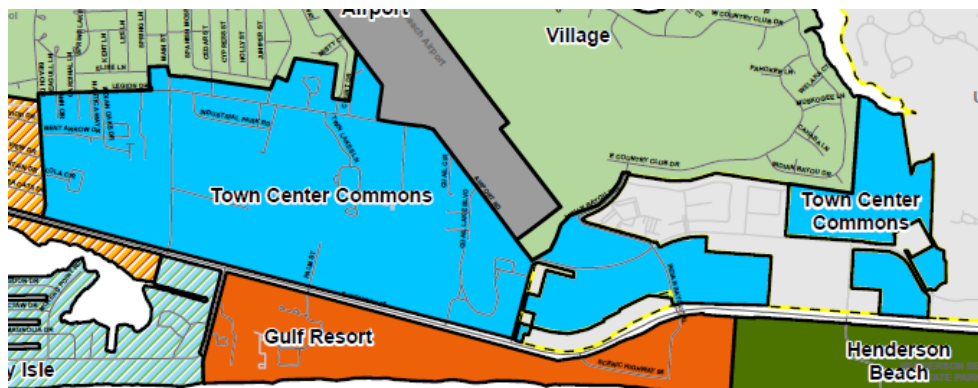


- **Gulf Resort**

The Gulf Resort Planning Area intends to be a World-class resort district with uses ranging from small condominium complexes to high-rise hotels and supporting dining, commercial and retail services. Development within the Gulf Resort area should provide residents and visitors the ability to come and experience everything Destin offers through a well-developed and connected multi-modal network without having to predominately rely on their personal automobile to get around. In addition, design standards should be developed to focus on providing a sense of place deserving of a renowned residential and resort destination. The City should also develop programs or incentives to increase public beaches and access in this area.



Draft Planning Area Intent Statements



- **Town Center Commons**

The Town Center Commons Planning Area intends to be the City's and region's residential, cultural, institutional, and services center. The residents and employees of Destin should be able to conduct all their daily business here while also finding a place for relaxation and recreation. The Town Center Commons should also afford residents and visitors alike the ability to attend events and activities that showcase the local arts, culture, and community values. To accomplish this, the Town Center Commons should provide a range of uses from higher-density residential, to mixed-use development, and gathering places for residents and visitors, while also being pedestrian-scaled with accessible multi-modal corridors leading to the City's surrounding areas. In addition, the City should collaborate with Okaloosa County to align future development in the areas directly adjacent to the City's jurisdiction.



Draft Planning Area Intent Statements

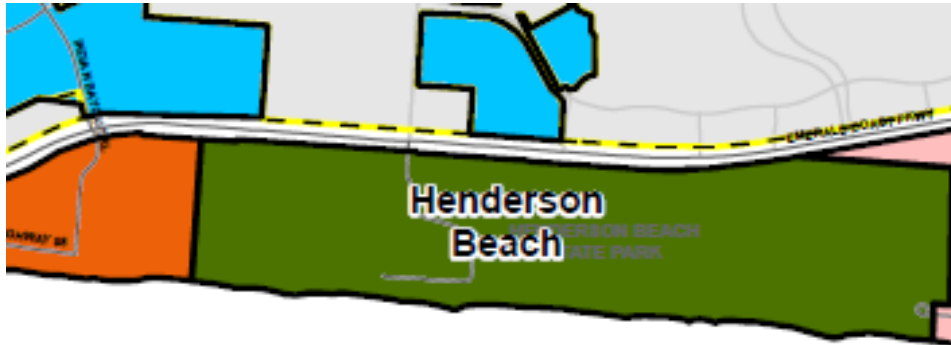


- **Crystal Beach**

As one of the main Gateways into Destin, The Crystal Beach Planning Area intends to highlight all that Destin has to offer from quality commercial corridor along HWY 98 through the family-friendly vacation destination and single-family neighborhoods to the White Sand Beaches of Crystal Beach. Given the inherent conflict between long-term residents and short-term visitors the City should strive to balance the needs of these evolving and prevailing uses of Crystal Beach. Therefore, the City shall preserve and promote the single-family character of the established neighborhoods while providing the residents and visitors access to amenities needed for everyday living. To accomplish this, the City should ensure the Crystal Beach area is supported by low-intensity mixed-use development at appropriate intersections of streets along Scenic HWY 98, while keeping commercial development focused on properties directly adjacent to or accessible from HWY 98, and protect the single-family non-short-term rental zones in the area. The City shall also develop and incentivize all efforts to expand public beach and access by encouraging low-intensity commercial and mixed-use development and redevelopment of single or multi-family units south of Scenic HWY 98. Developing pedestrian scale multi-modal infrastructure should also be a priority of the City to reduce the vehicle and pedestrian conflicts along the streets within Crystal Beach.



Draft Planning Area Intent Statements



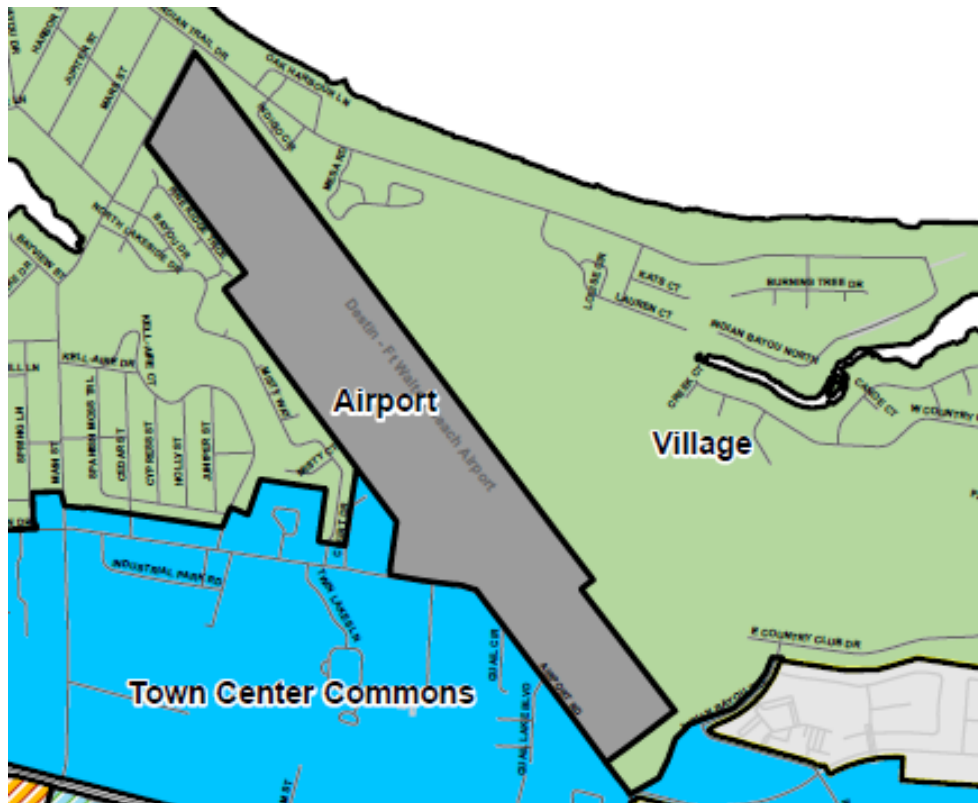
- Henderson Beach

The Henderson Beach Planning area intends to preserve and highlight the natural ecosystem of the Emerald Coast while also protecting the largest public access beach in the Destin area. The city should take all efforts to maintain the ecosystem to mitigate impacts upon the park. A partnership between Park Staff and the City should be fostered to help City Staff and the development community understand how encroachment affects the park and the species it supports. The partnership should focus on maintaining, expanding when possible, and protecting the flora and fauna of Destin's last undeveloped area.

- *Staff coordinated with the Florida Division of Recreation and Parks Staff to develop this statement*



Draft Planning Area Intent Statements



- **The Airport**

The Airport Planning Area intends to provide and facilitate the continued use of General Aviation at the Destin Executive Airport at current and projected use levels while planning for future airport growth within its present boundaries. To accomplish this, The Airport Planning Area should align with the Destin Executive Airport's Airport Layout Plan as adopted and periodically updated. In addition, a collaborative program between airport staff, city staff, the development community, and residents should be developed, encouraged, and maintained to mitigate encroachment issues from development upon the airport and aviation uses upon surrounding areas.

- *Staff coordinated with Okaloosa County Airport Staff to develop this statement*



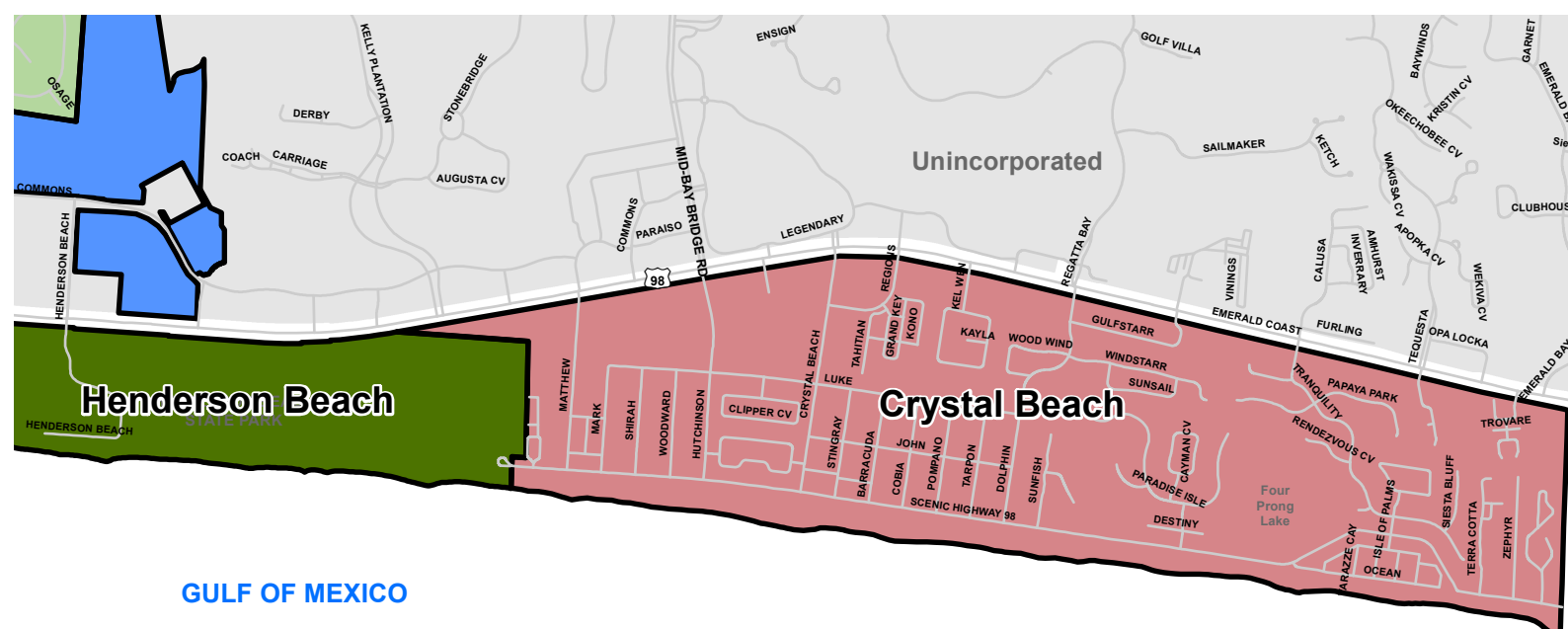
Discussion

- What do you like?
- What don't you like?
- Did we miss any critical aspects in the Planning Areas?
- Any other feedback??



Next Steps

- Refine Planning Areas based on your feedback
- Bring back the Planning Areas and Intent Statements for your recommendation to City Council
- Take your recommendation to City Council for discussion and approval



CITY OF DESTIN – COMMUNITY DEVELOPMENT



AGENDA ITEM

MEETING DATE: October 26, 2021

BOARD/COMMITTEE: Parks & Recreation Committee

TYPE OF AGENDA ITEM: Presentation

OUTLINE NUMBER: 5.B.

TO: Parks & Recreation Committee

THRU: Louis Zunguze, Community Development Director
Lisa Firth, Parks & Rec Director

FROM: Steve O'Connor, Principal Planner
Daniel Butler, City Planner

DATE: October 19, 2021

SUBJECT: Wayfinding Master Plan Presentation

I. BACKGROUND: As part of the Vision 2035, City Council has identified the development and implementation of a Wayfinding Program as one of its priority objectives. To implement this objective, the staff proposes the creation and implementation of a Wayfinding Master Plan to create consistency and a brand for the City of Destin. To that end, the staff, in collaboration with the City Manager, have decided to incorporate this item into the overall Branding Strategy for the City.

As such, the staff has been working for the past months to prepare a Wayfinding Master Plan that will incorporate all aspects of signage and showcase the City's neighborhoods and all other places of interest in the City.

II. DISCUSSION: As part of incorporating the Wayfinding Master Plan with the overall Branding Strategy for the City, the Wayfinding Master Plan will have the following goals:

- Promoting tourism
- Emphasizing the City as a destination
- Highlighting key attractions
- Enhancing urban design
- Reinforcing community identity
- Enhancing visitor experience
- Reducing driver and pedestrian frustration
- Improving traffic flow

- Improving roadway safety

In order to implement these goals, Staff proposes placing unique wayfinding signage for each of the City's Planning Areas (Crystal Beach, Henderson Beach, Commons, Gulf Resort, Town Center, Village, Airport, Harbor, and Holiday Isle) and other places of interest, such as the Library, Community Center, Sports Complex, etc.

A previous effort was undertaken in 2004 in which a company called Guidance Pathway System was commissioned to do signage for the Harbor CRA. However, in 2010, the company went out of business and the project was never fully implemented.

A. Link to Strategic Goals / Objectives: 3. Improve mobility and connectivity. By providing clearly branded signage across the City this project will provide direction for residents and visitors alike to the many points of interest within Destin.

B. Effect on Budget (EOB): N/A

C. Level of Service (LOS): N/A

III. CONCLUSION: Given the high priority of this project to City Council, Staff is seeking feedback from the committee about locations to highlight or other creative ways to improve the Wayfinding Project.

IV. RECOMMENDED MOTION: No action is required, this item is for discussion purposes only.

Attachments:

1. Wayfinding Harbor P&R 10-26-21 - Copy

Wayfinding Master Plan and Planning Area

Harbor Community
Redevelopment Area Board

September 8, 2021





Wayfinding Project Update

- Goal/Objectives of the Wayfinding Program
- Wayfinding Map & Concept Signage
- Planning Areas
- Discussion
- Next Steps



Wayfinding Master Plan Goal & Objectives

- Define a Sense of Place
- Highlight Destinations
- Enhance the City's Economic Brand
- Traffic Controls and Parking Identification
- Consistency and Sense of Organization





Components of a Wayfinding Master Plan



Gateway and Area Identification

Gateways and area signage alert travelers that they have arrived in the city or neighborhood



Vehicular Wayfinding

Direct Visitors to areas of interest from major transportation arteries.



Street Identity

Identifies popular locations by using support signs, public art, and banners



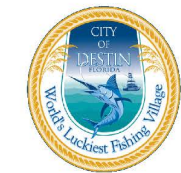
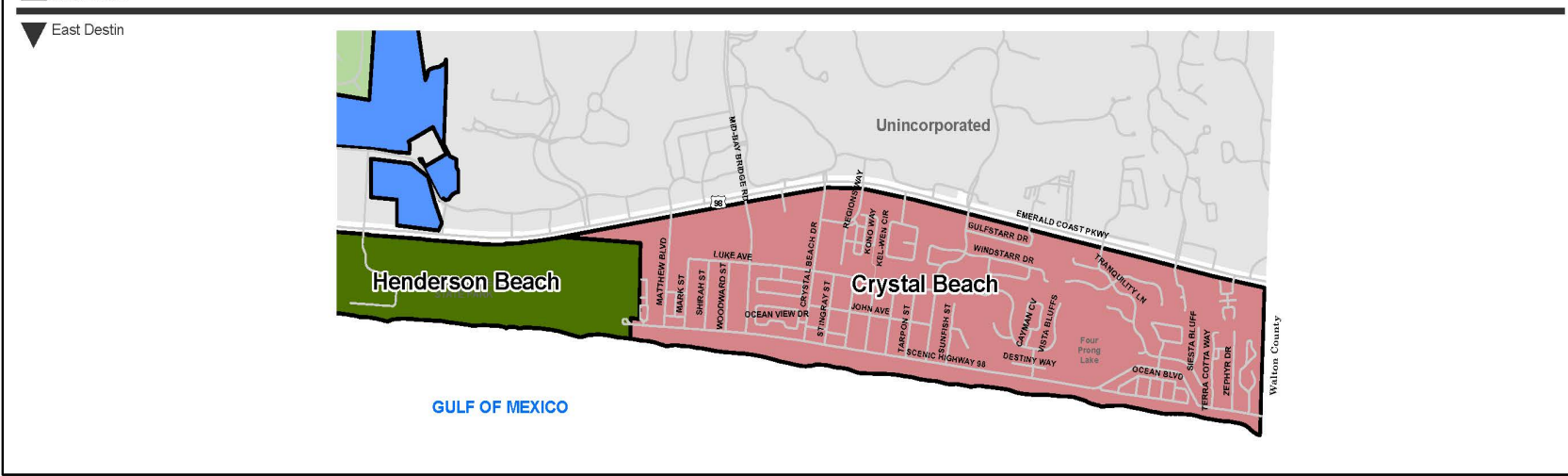
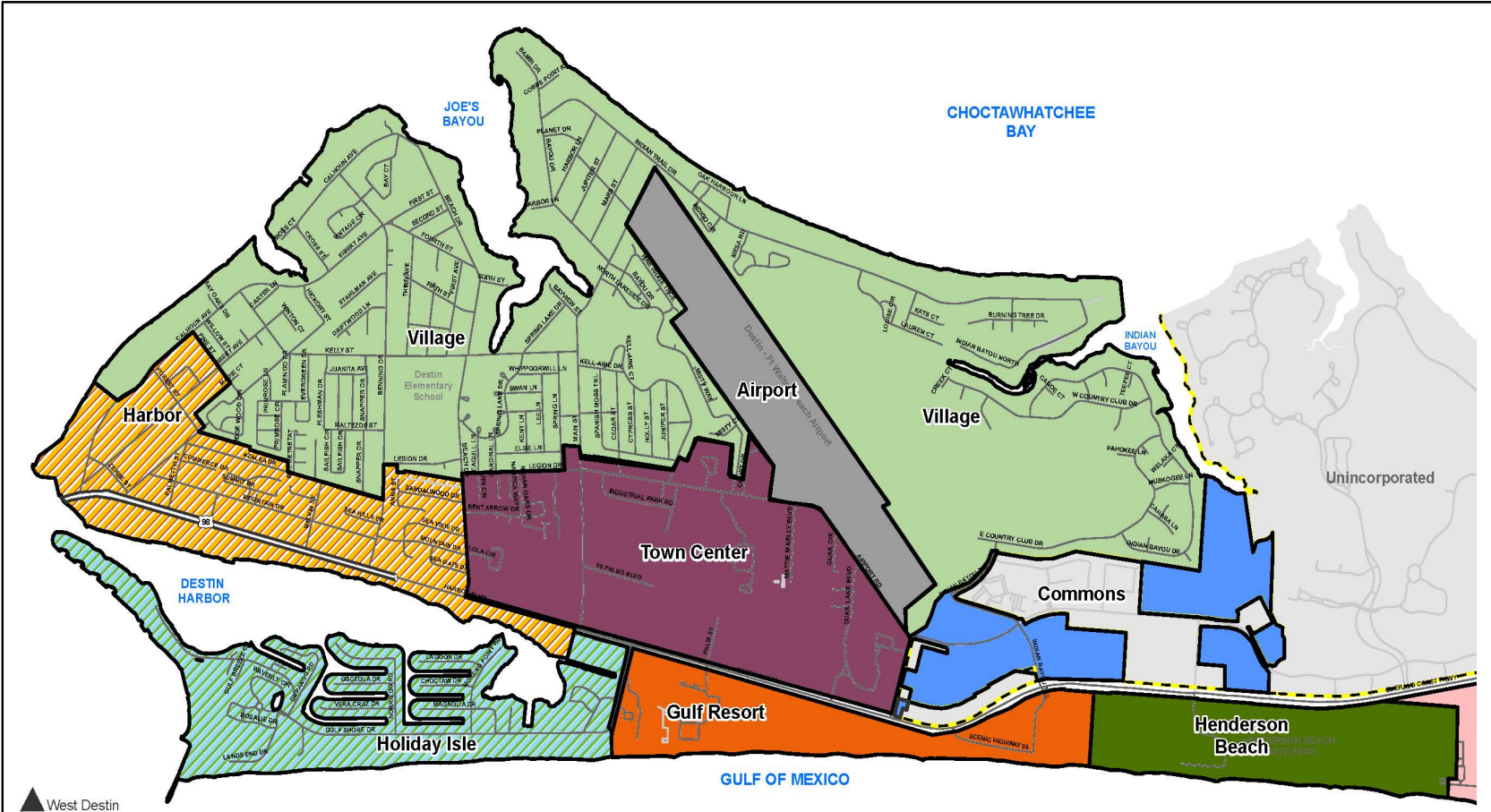
Pedestrian Wayfinding

Navigate people who are walking to different places within the City.



Information Kiosks

Provides notices, maps, and event information to residents and visitors.



Proposed City of Destin Planning Areas

NORTH
Scale 1" = 2000'

City Limits

Okaloosa County

Proposed Planning Areas

- Airport
- Commons
- Crystal Beach
- Gulf Resort
- Harbor
- Henderson
- Holiday Isle
- Town Center
- Village

The City of Destin assumes no responsibility and/or liability for the information contained herein.
Produced 06/02/21 by the City of Destin
GIS Manager



Concept Signage





Concept Signage





FDOT Programs Available for Hwy 98

- Community Wayfinding Signs
- Community Aesthetic Features
- Gateway Signage



Current FLUM vs. Planning Areas

- Current FLUM not conducive to compatibility or appropriate growth patterns
 - Acts like a zoning map rather than a vision
 - Stifles growth, and creates a sense of “negotiated” development
- Planning Areas
 - Captures the unique characteristics of an area
 - Helps focus planning efforts and drive policy
 - Ensures change is compatible or acceptable

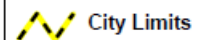


Proposed City of Destin Planning Areas



NORTH

Scale 1" = 2000'



City Limits

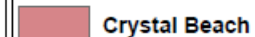


Okaloosa County

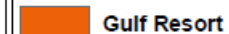
Proposed Planning Areas



Airport



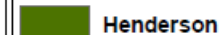
Crystal Beach



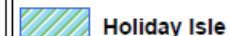
Gulf Resort



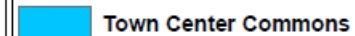
Harbor



Henderson



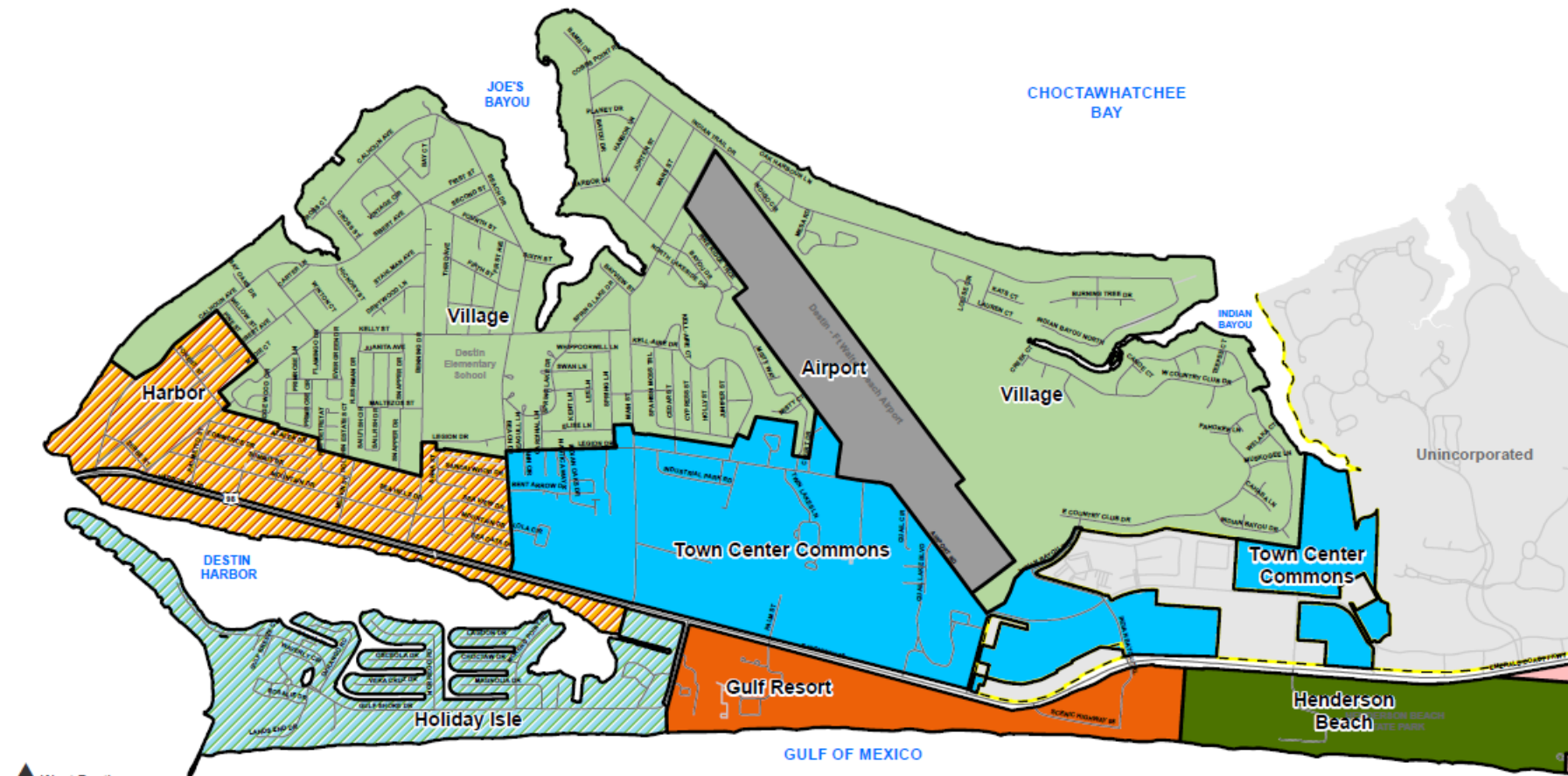
Holiday Isle



Town Center Commons

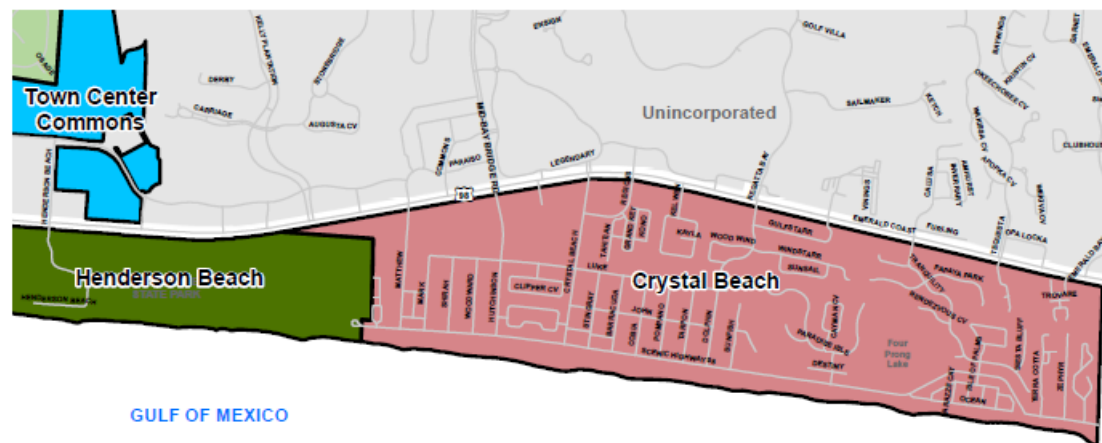


Village



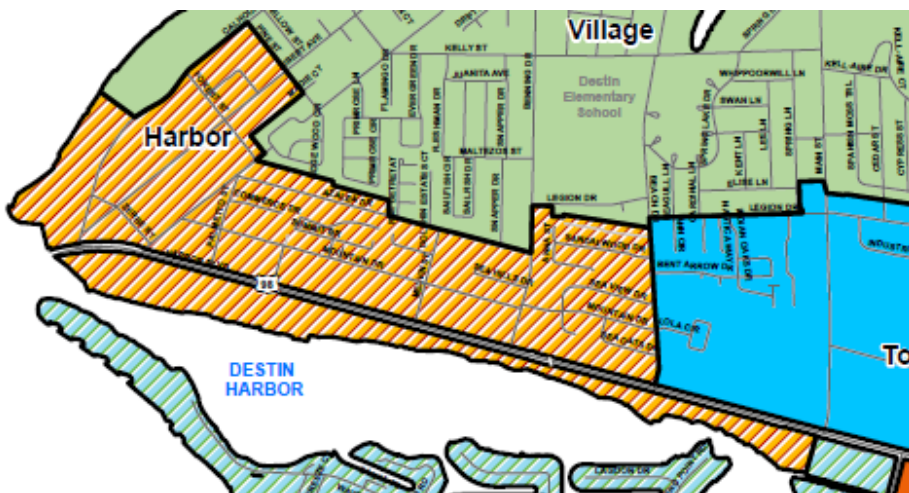
West Destin

East Destin





Draft Planning Area Intent Statements



- **The Harbor**

The Harbor Planning Area (the “Harbor”) intends to support a festive marketplace that fits the City's moniker as the "World's luckiest fishing village." The appropriate commercial, mixed-uses, and long-term residential uses should support the Destin fishing and recreation industries to draw visitors and residents alike. Public pedestrian shoreline and harbor boardwalk access should be planned, encouraged, and developed to foster a free-flowing festive feel of the area that benefits all users of the North and South Harbor. Efforts to implement and grow a connected and safe multi-modal transportation network within and to the Harbor Planning area should continue through innovative transportation options and creative urban design.



Discussion

- What do you like?
- What don't you like?
- How do you want to participate?
- What do you want to showcase?