



Sector Planning:
Balancing Environmental Protection, Community
Building and Economic Development



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Optional Sector Planning

- Optional sector planning authorized by 1988 Florida Legislature in Section 163.3245, Florida Statutes
- Combines comprehensive planning with developments of regional impacts.
 - Emphasize urban form
 - Protect regionally significant resources and facilities
 - Ensure adequate mitigation for impacts



Sector Planning Approach

- Comprehensive planning
- Environmental protection
- Improved infrastructure
- A healthier economy
- A shared vision



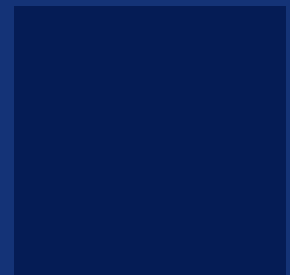
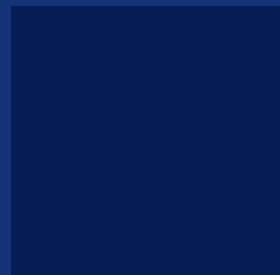
Optional Sector Planning

Two step process.

1. Conceptual Overlay (long-range planning similar to comprehensive planning) (*minimum 5,000 acres*)
2. Specific Area Plan (detailed planning similar to a development of regional impact) (*minimum 1,000 acres*)



West Bay Sector Plan, Bay County: Case Study

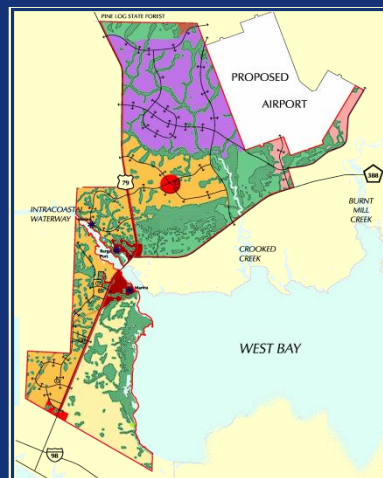
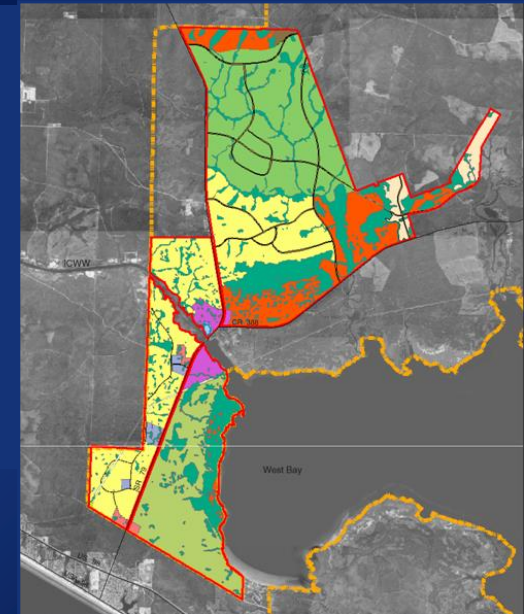


West Bay Sector Plan, Bay County



■ Challenges

- How to allow development while protecting environmentally significant lands surrounding and tributary to St. Andrews Bay
- Economic Development and diversification of Bay County Economy and 75,000 acre West Bay area.
- Develop utilities system for West Bay Area
- Protection of Pine Log State Forest and surrounding rural lands.

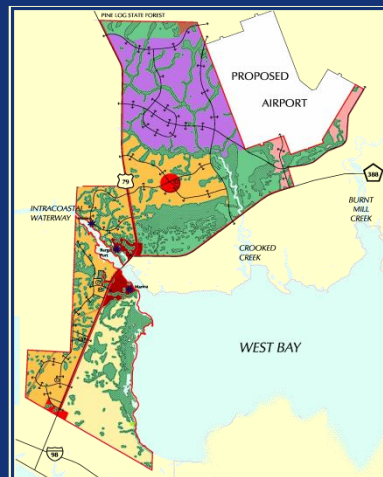
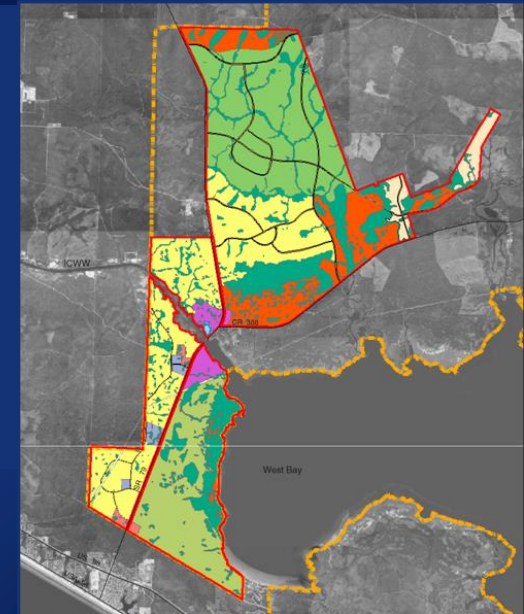


West Bay Sector Plan, Bay County



■ Strategy

- Consensus Based Conceptual, Long-term Build-out Overlay Plan focused on:
 - Development of a mixed use community including the relocated Panama City, Bay County International Airport (PCBCIA).
 - Development approvals linked to a stewardship program requiring the set-aside of environmentally significant lands surrounding West St. Andrews Bay.

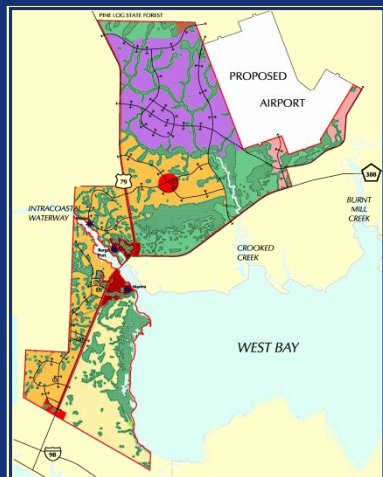
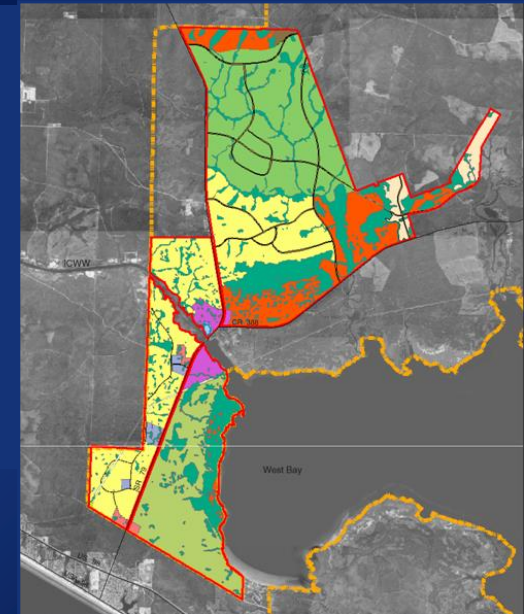


West Bay Sector Plan, Bay County



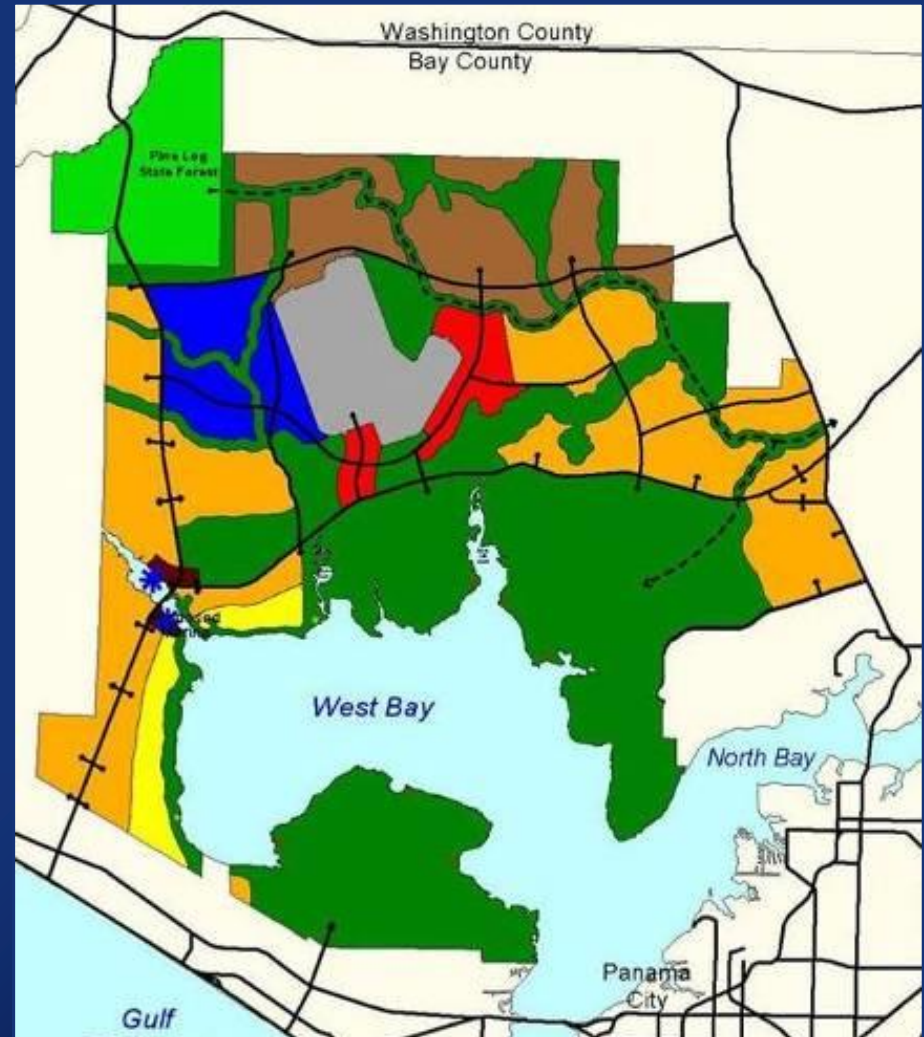
■ Results

- Establish long-term certainty for development approvals through Amendment of Bay County Comprehensive Plan and Approval of West Bay Specific Area Plans
- Agreement with St Joe, Bay County and Nature Conservancy to map and manage preservation lands.
- Development of River Camp properties as phase of development.
- Incentivize development by linking development approval to preservation of 30,000 acre West Bay Preservation area.



Conceptual Overlay

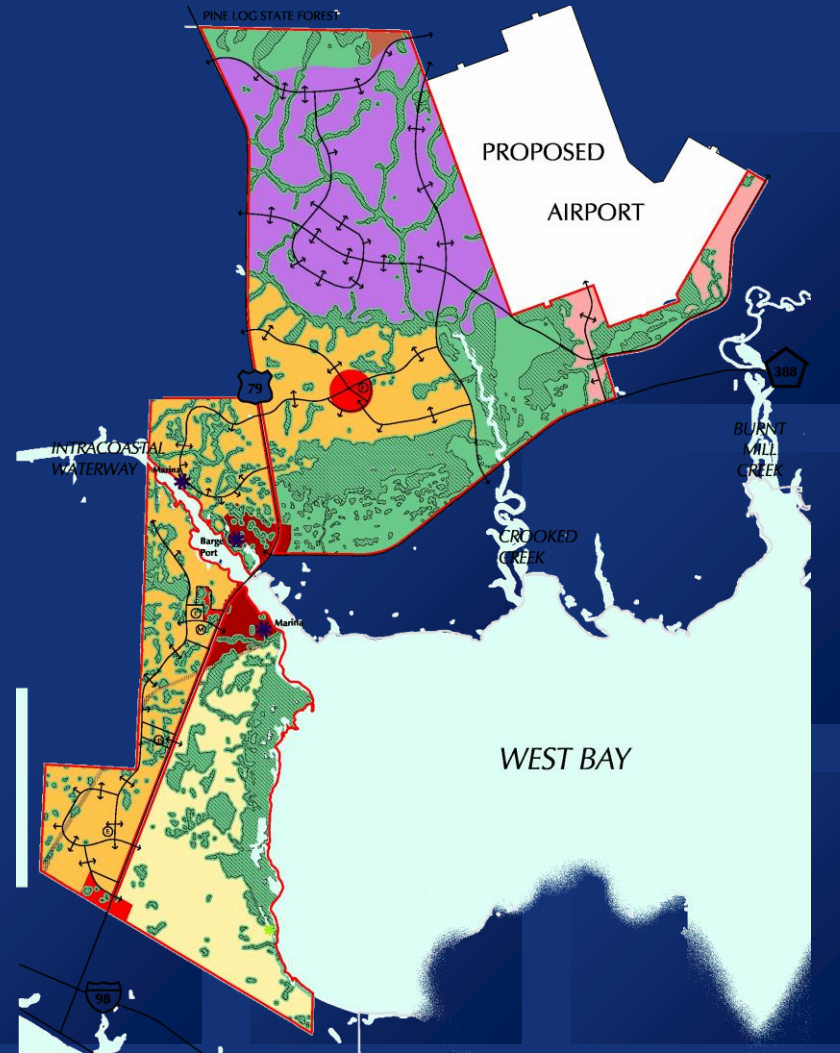
- Overlay becomes a template for future amendments to the comprehensive plan (DSAPs)
- Until adoption of DSAP Underlying land uses continue to control over all development in the sector



Area Plan



- 16,000 acres
- Mixed use plan
 - Preservation Area
 - Regional Employment Center
 - Business Center
 - West Bay Activity Center
 - Residential Villages
 - Marina Village

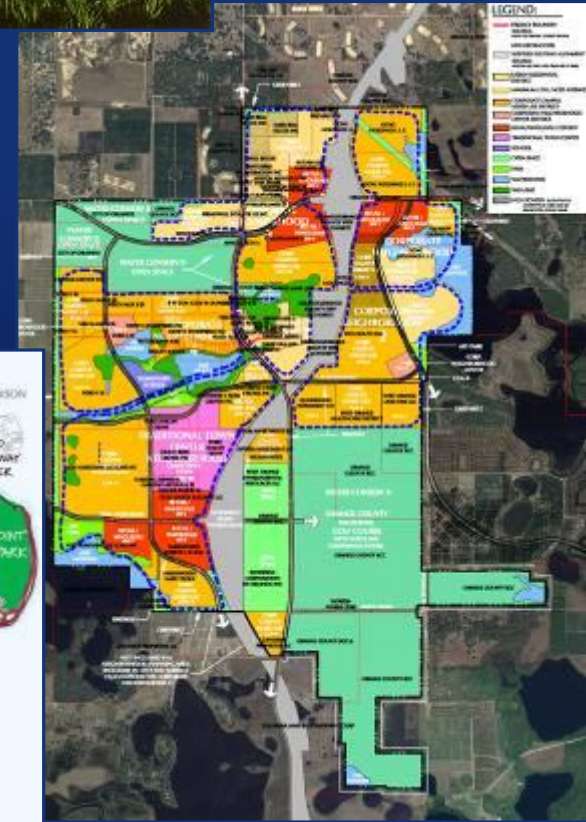
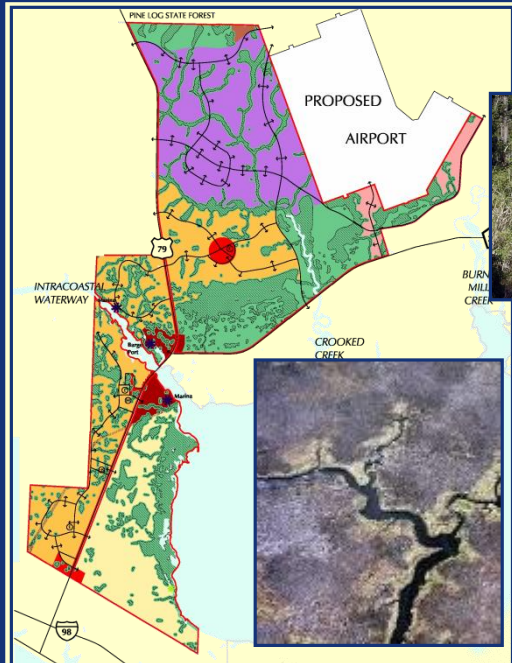


Effect of DSAP



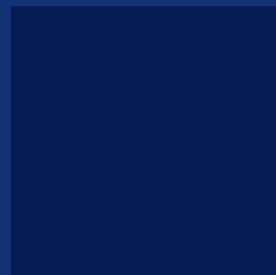
- Adoption of DSAP amends current comprehensive plan
- DSAP controls development in DSAP area
- After adoption of DSAP
 - Development Agreement
 - Development Order

Sector Plan Experience





Lessons Learned





Lessons Learned

- Identify and recruit Champions/Partners in the beginning of the process
- Need an overall shared vision as context to legitimize and provide certainty for future entitlements – Self Fulfilling Prophecy
- Focus on economic development vs. land use
- Must use a planning process that is community based (inclusive)

Lessons Learned



■ Economy & Environment

- There is a connection between the economy and the environment. Those that get it right will be the winners.
- Using green infrastructure to link places together for ecological sustainability not only provides a network of open space, wildlife habitat, parks, bike-trails, woodlands and other natural areas, but also provides a framework for future development patterns.

Lessons Learned



- The vision should incorporate principles that can be easily communicated and without using technical jargon “plan-speak”
- The Vision Comes First
 - Basis for structural or catalytic change
 - Basis for addressing protection of “sacred places” and linking incentives for development with preservation
 - Basis for understanding the need for new road corridors, utility extensions, parks, schools, and other community facilities and services not addressed in the 20-year planning horizon.
 - Once citizens understand the vision – they will own it
 - Approach supported by state and regional planning agencies.

Lessons Learned



- Solutions borrowed from other jurisdictions do not work. The vision must demonstrate an appreciation and respect for the unique history and character of the community and its political landscape. Build the vision layer by layer
- Involve the state, regional review agencies at the beginning
- Pay attention to election year politics
- Do not limit the vision to one implementation device. The best option depends on how receptive the local government is to specific solutions.

Lessons Learned



■ Components of Creating Lasting Communities:

- Community DNA (genetic code)
- Public realm
- Squares and marketplaces
 - Outdoor cafes and restaurants
 - Farmers Markets
 - Community festivals
- Appropriate human scale of architecture
- Cellular community of short distances
- Mixed-use shops/houses
- Regional Context
- Public art
- Balanced transportation planning
 - Pedestrian networks
 - Bicycle networks
 - Traffic quieted streets
 - Public transportation
- Healthy community principles
 - Well-being
 - Environment
 - Economy
 - Social institutions
- Children and young people



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