



# Marketplace Development Trends Drive Success

## Facilitators:

Wayne Tedder,  
Director of the Tallahassee-Leon County  
Planning Department

Tony Biblo,  
Development Services Director  
Leon County Growth & Environmental  
Management



**Panelists:**

**Rick Hall, President  
Hall Planning & Engineering, Inc.  
(HPE)**

**John Kohler, Managing Partner  
Conservation Community Group,  
LLC. and John Kohler & Associates**

A scenic view of a mountain valley. In the foreground, there is a stone wall. Beyond it, a river flows through a lush green valley. The background shows rolling hills and mountains under a blue sky with white clouds.

In this session we're going to explore the topics of:

- Clustering options
- The Leon County *Quality Development Program*
- Green development
- Conservation subdivisions
- Traditional neighborhood design/New Urbanism

# Clustering Options



- **Lake Protection clustering**
- **Urban Fringe and Lake Talquin Recreation/Urban Fringe clustering**
- **Conservation subdivision**
- **Generic clustering provision**
- **On-site transfers of density rights to protect environmental features**

# Lake Protection Cluster

- Density in developed portion of the site increased to 2 units per acre.
- Overall site density of 0.8 units per acre, a 160% increase
- 60% of the site must be set aside in perpetuity

# Lake Protection Cluster

## Clustered Subdivision

Lake Protection  
Shown

43 Dwelling Units Realized  
after swmf and infrastructure  
on 24 acres of 60 acre site

2 du/1 acre (on 40% of site)

1/2 acre minimum lot size  
All parcels shown are .5 acres  
except as noted

1 acre

.5 acre  
parcel

2200 SF dwelling

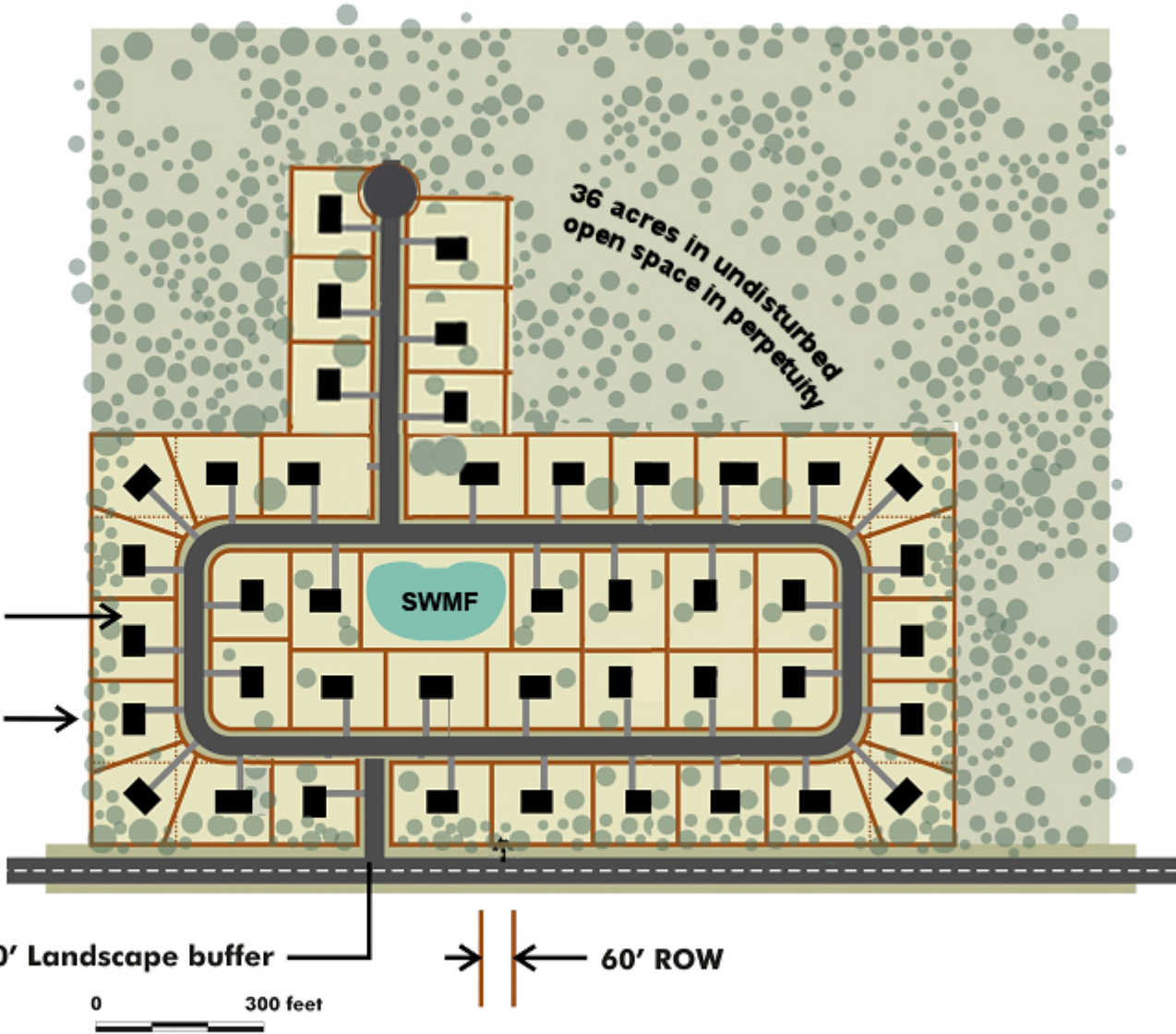
36 acres in undisturbed  
open space in perpetuity

SWMF

50' Landscape buffer

60' ROW

0 300 feet



# Urban Fringe Cluster

- Allowable in UF and LTRUF zoning districts
- Density in developed portion of the site increased to 2 units per acre (septic tank); 4 units per acre on sewer
- An overall site density of 1 unit per acre, a 300% increase
- 75% of the site must be set aside until the site is included within the urban services area

# Urban Fringe/LTRUF Cluster

## Clustered Subdivision Urban Fringe Shown

22 Dwelling Units Realized  
on 15 acres of 60 acre site

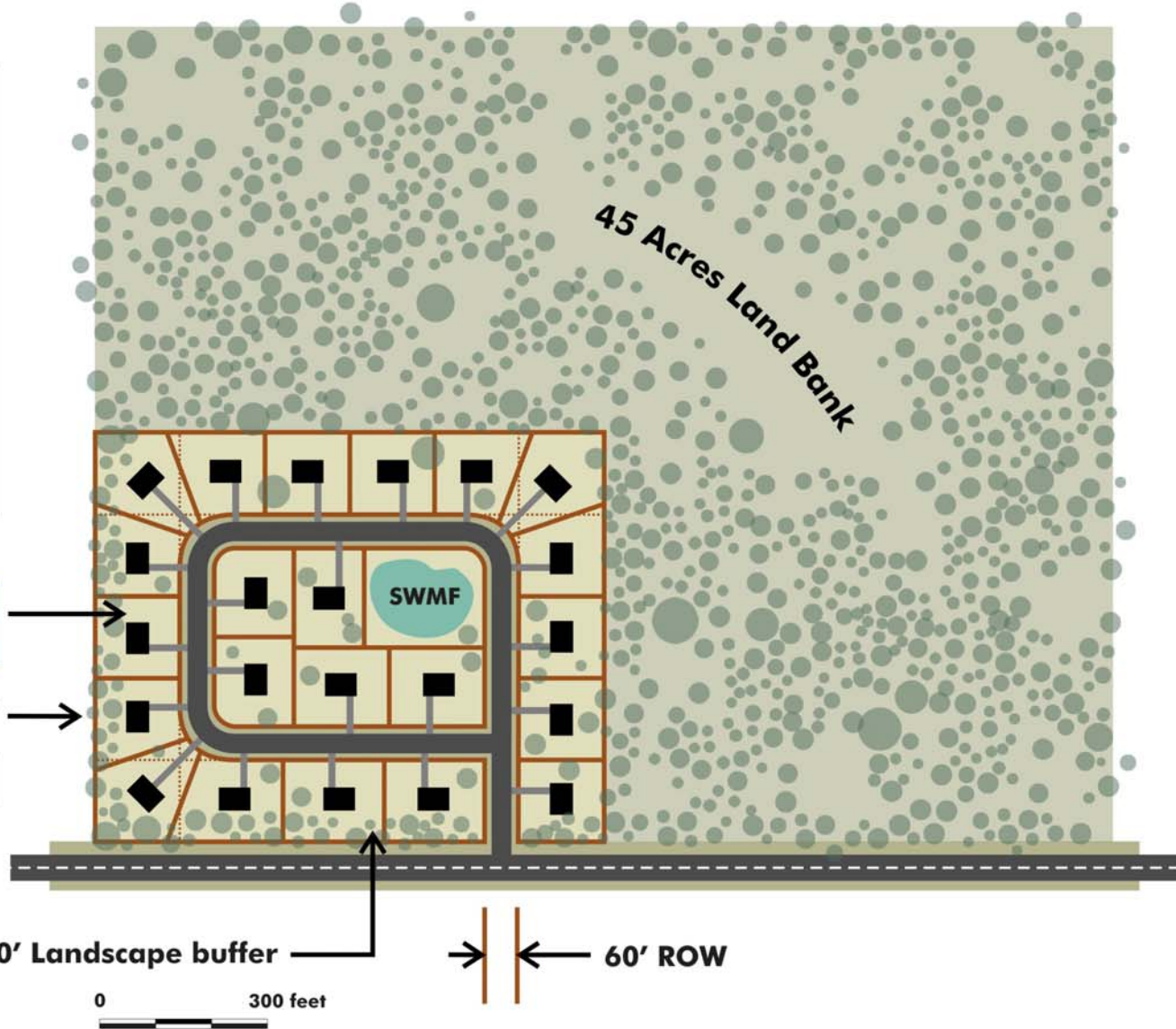
1 du/1 acre

1/2 acre minimum lot size  
All parcels shown are .5 acres  
except as noted

1 acre

.5 acre parcel

2200 SF dwelling





# Conservation Subdivision

- Allowed in the UF zoning district & Rural Residential areas of Bradfordville Sector Planning Area
- Code specifies that overall site is density neutral, but a slight increase in density is provided – allowing for up to 1.33 units/acre overall density in UF zoning district.
- 50% of the site must be set aside
- Cluster perimeter setback requirements apply

# Conservation Subdivision

## Conservation Subdivision Urban Fringe

43 Dwelling Units Realized  
on 30 acres of 60 acre site

1 du/1.33 acres

1/2 acre minimum lot size

1 acre

.5 acre parcel

2200 SF dwelling

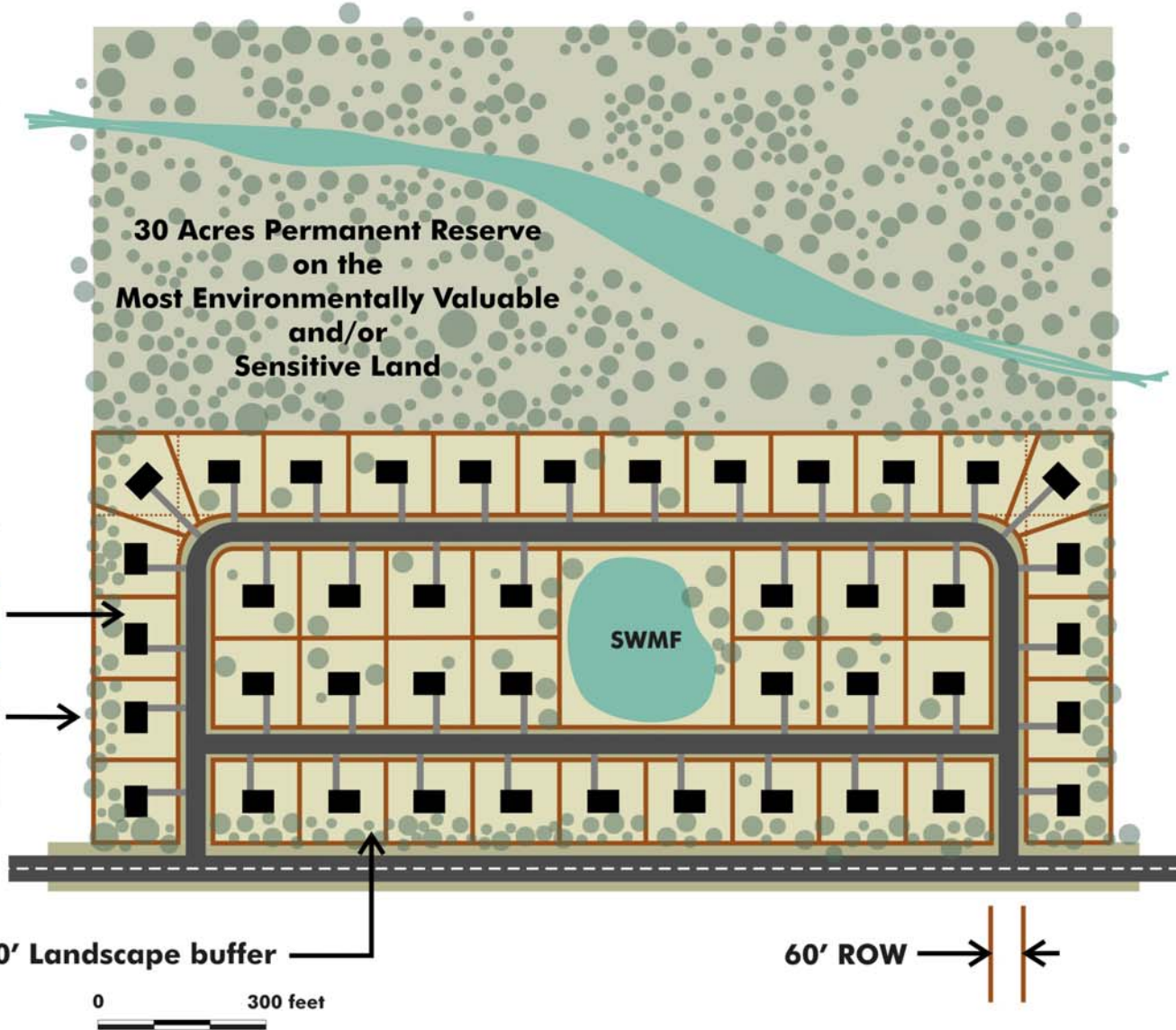
30 Acres Permanent Reserve  
on the  
Most Environmentally Valuable  
and/or  
Sensitive Land

SWMF

50' Landscape buffer

60' ROW

0 300 feet



# Generic Clustering

- Allowed in the UF, LTRUF, and RC zoning districts
- Overall site density neutral. Allows re-allocation of density so some portions of site are developed more dense than the district standard and others are less densely developed.
- No land area set aside requirements
- Cluster perimeter setback requirements apply

# On-Site Transfers

- Allowed in any zoning district
- Applies to sites with environmental features (Conservation or Preservation Overlays)
- Although overall site density is not increased, allows potential density from environmentally-sensitive areas to be transferred to non-sensitive areas.
- Conservation and preservation features set aside in perpetuity, typically via easement to Leon County

# Quality Development Program

**Expedite Permitting Process  
and Land Use Approval**

**Enhance Your Project's  
Marketability**

**Increase Your Profit  
Margins**



# Enhance Project's Marketability

**Projects utilizing various design techniques will be officially designated as a Leon County Quality Development by the Board of County Commissioners which can be utilized by the developer in the marketing of the project.**

# Expedited Permit Process and Land Use Approval

Incentives for developers willing to go above the minimum requirements for projects above 10 acres. (examples)

- Conveyance of properties for greenways
- Infill development of unimproved property in USA
- Affordable Housing or payment in lieu
- Shade trees along ROWs
- Stormwater designed as open space amenities

# Increase Profit Margins

- **Less review time = money in your pocket**
- **Enhanced marketability = positive branding**
- **Media coverage = increase traffic**



# Green Development

- **Green development is the integration of principles related to resource efficiency, environmental responsiveness, and community cohesion and sensitivity.**
- **The goal is to create developments that are cost-effective to own and maintain, healthier for occupants, and more environmentally friendly than their traditional counterparts.**



# Casa Verde

at the WCI Venetian Golf & River Club Sarasota, Florida



**This Ultra-Green Home at Venetian boasts one of the greenest homes in Florida by the Florida Green Coalition.**

# Florida Housing Learning Center

at the SMR Lakewood Ranch Bradenton, Florida



The Florida House Learning Center is a demonstration home and yard featuring an environmentally-friendly building, rainwater harvesting, and sustainable landscaping materials and methods.

# What are the Benefits of Green Development?

## Environmental Benefits:

- Enhance and protect ecosystems and biodiversity
- Improve air and water quality
- Reduce solid waste
- Conserve natural resources

Source: <http://www.usgbc.org/>

# What are the Benefits of Green Development?

## Health and Community Benefits:

- Improve air, thermal and acoustic environments
- Enhance occupant comfort and health
- Minimize strain on local infrastructure
- Contribute to overall quality of life

## Economic Benefits:

- Reduce operating costs
- Improve employee productivity and satisfaction
- Optimize life-cycle economic performance
- Enhance asset value and profits

Source: <http://www.usgbc.org/>

# Green Development Fundamentals

- Locating buildings close to existing infrastructure and multi-modal forms of transportation
- Locating buildings in mixed-use areas
- Clustering to maximize density
- Creating shared green spaces and public areas
- Reusing previously developed areas
- Utilizing local workers and businesses
- Using environmentally friendly building materials

# Green Development Success Story

Lakewood Ranch Corporate Park is set on 1,273 acres and is zoned for office and light industrial use.

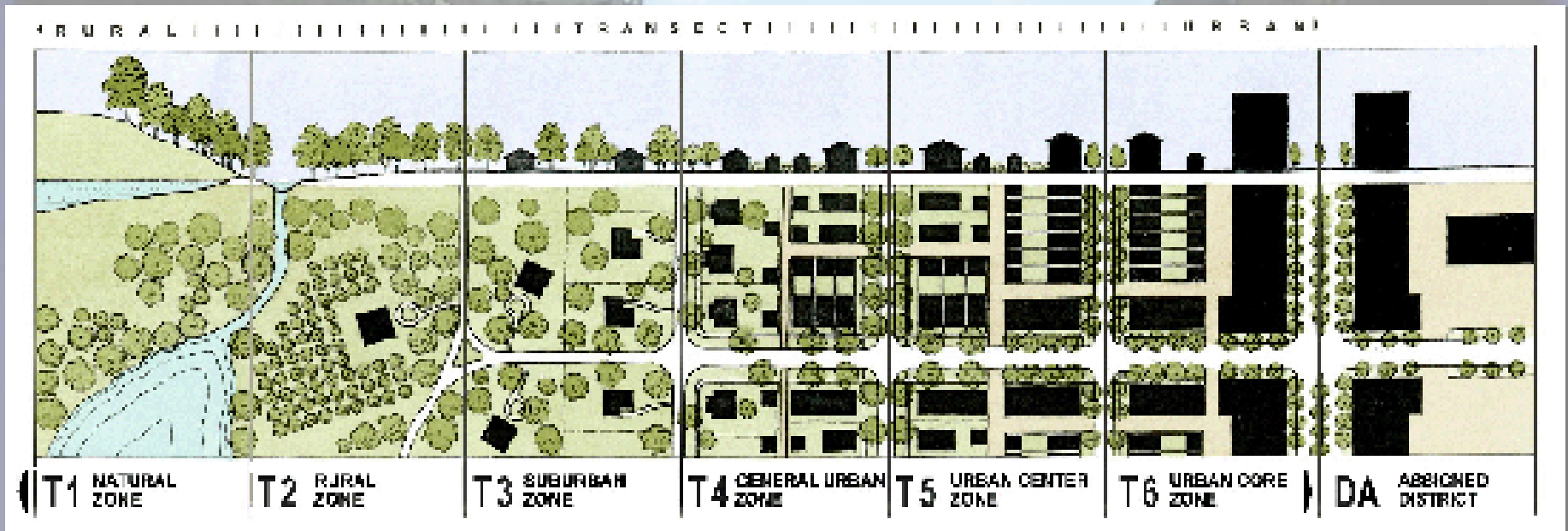
The Town Center offers office and retail sites at its 600-acre location.

The excellent location, on the county line of Sarasota and Manatee just east of I-75 (exit 40) on University Parkway, provides easy access to Sarasota and Bradenton, as well as all points north to Tampa and south to the Ft. Myers and Naples area.





# Traditional Neighborhood Development/New Urbanism



The "Transect"

# TND/New Urbanism

## Younger Buyers Want Better, Not Bigger

The New York Times, May 7, 2006

By GRACE LICHTENSTEIN



Tami Chappell for The New York Times

*Thanks to large porches and conveniently located parks, the Prospect development in Longmont, Colo., fosters interaction with neighbors.*