



City of Fort Walton Beach

Commerce and Technology Park Master Plan City Council Presentation

May 15, 2019



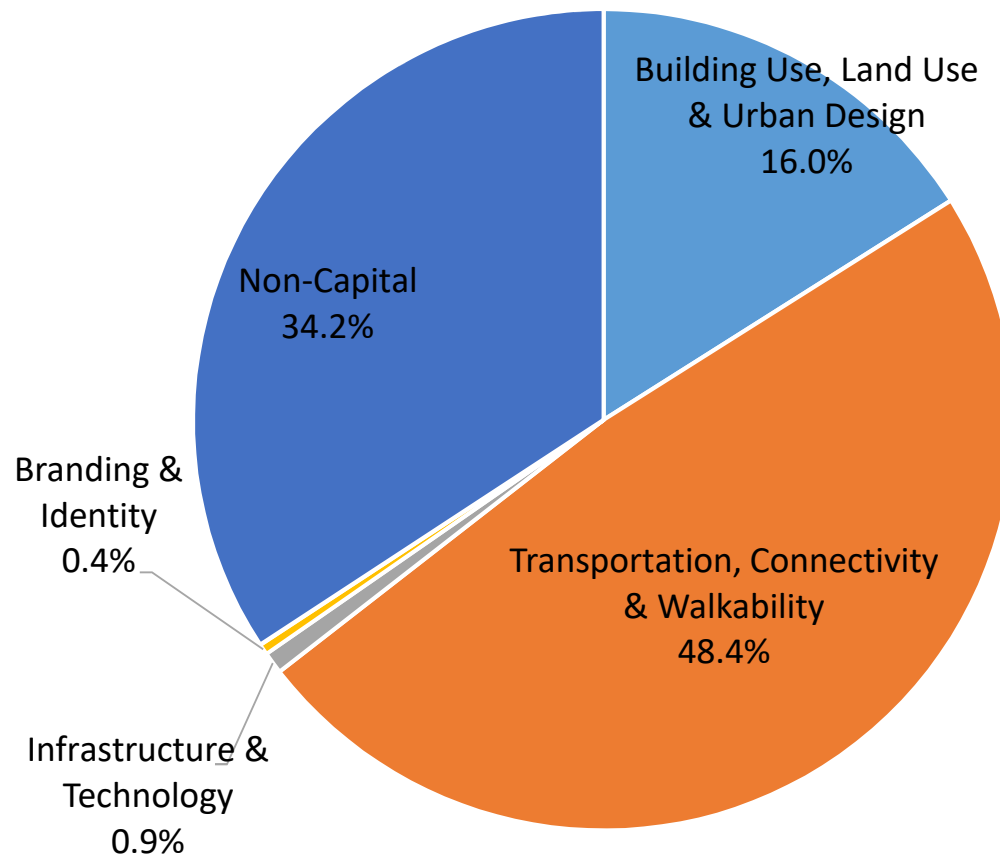
**GREAT INSIGHTS.
GREATER OUTCOMES.**



Purpose

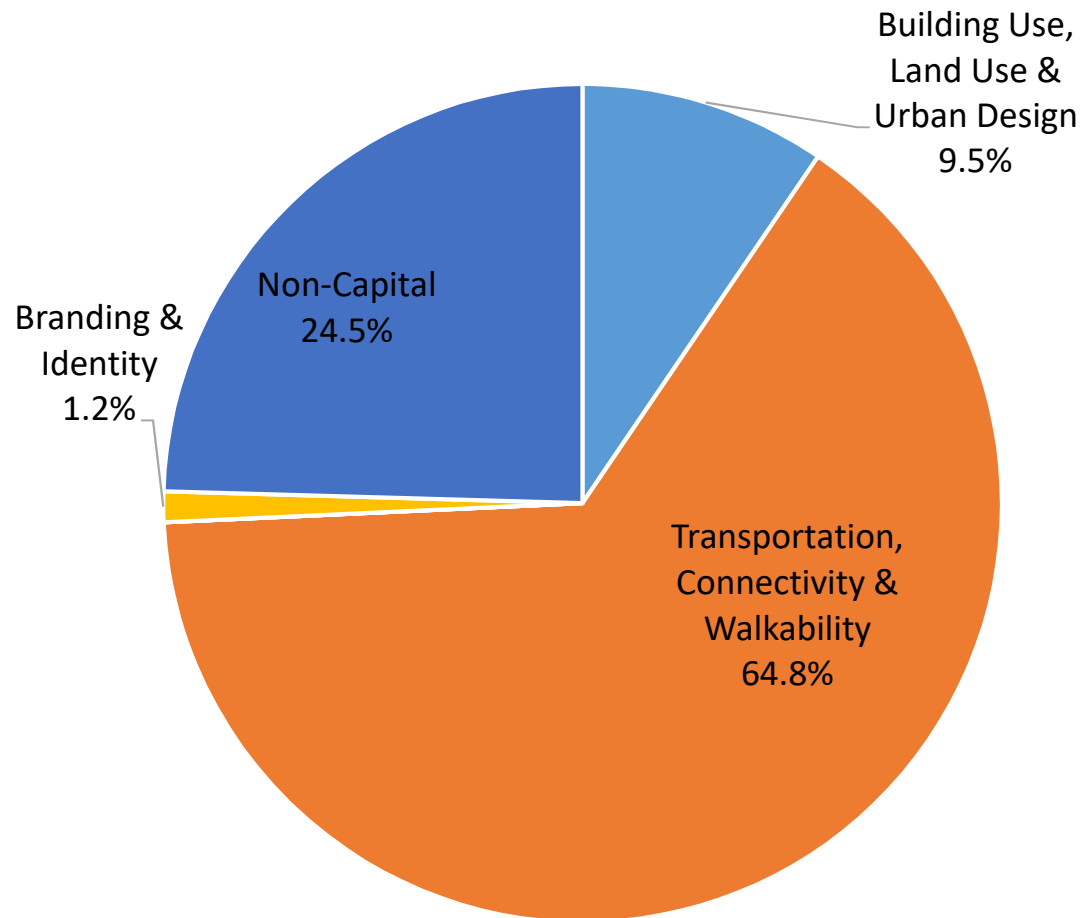
The purpose of this Master Plan is to help the City build upon existing assets to improve the competitiveness of the CTP and ensure its continued success

How Much Is It Going to Cost?



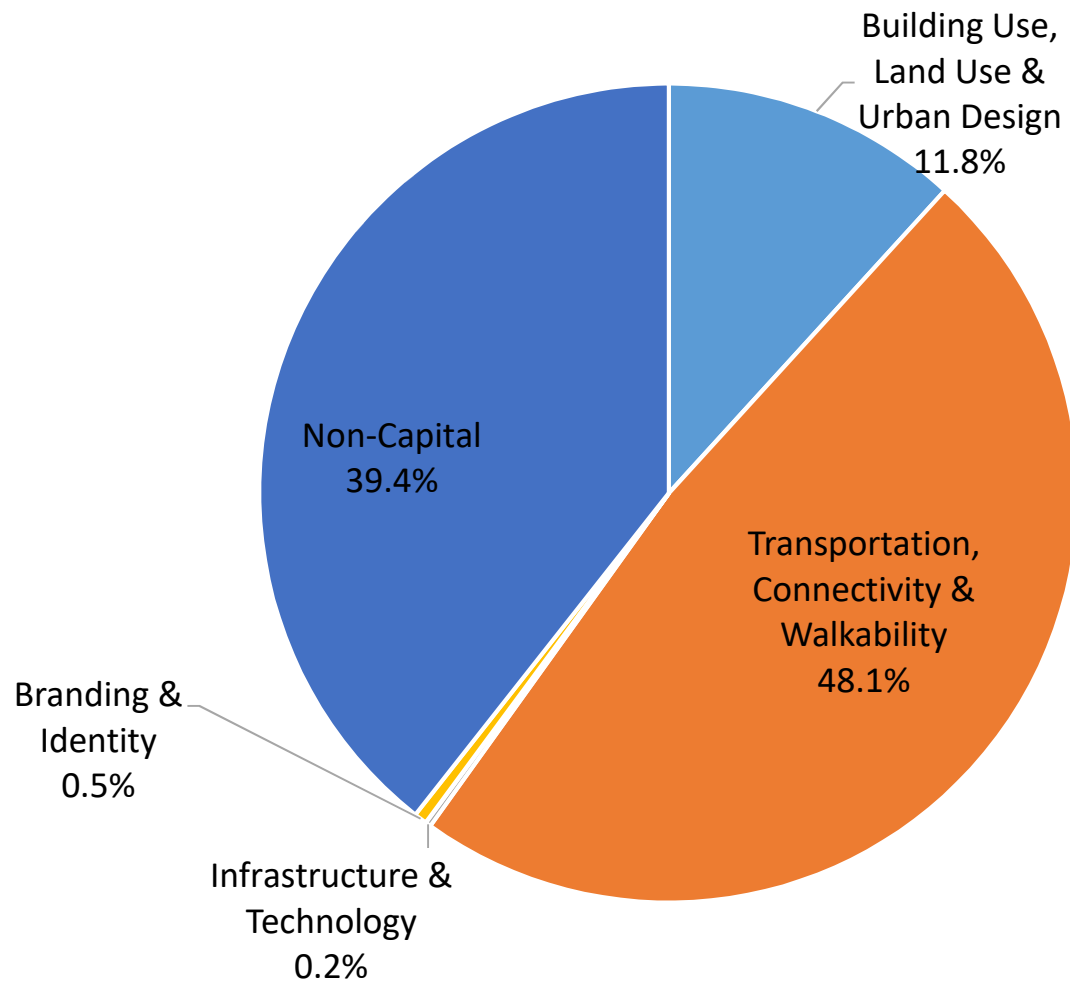
Total Costs \$27.7 million

How Much Is It Going to Cost?



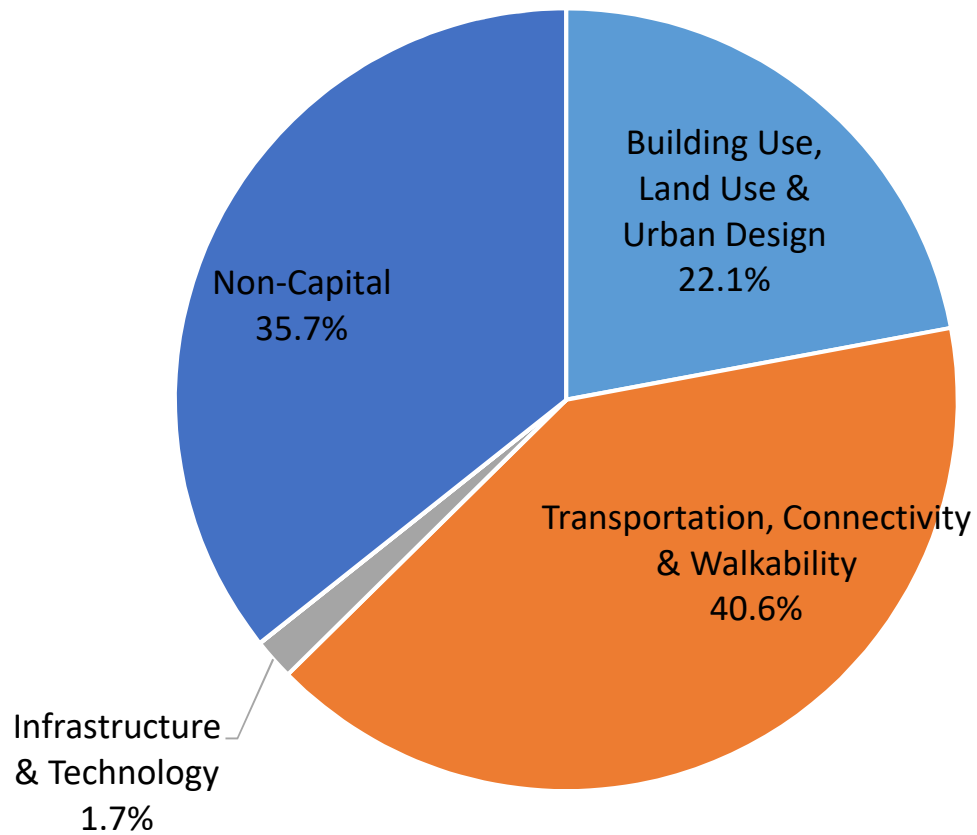
**Total Short-Term Costs
(1-5 Years): \$6.4 million**

How Much Is It Going to Cost?



**Total Mid-Term Costs
(6-15 Years): \$8.4 million**

How Much Is It Going to Cost?

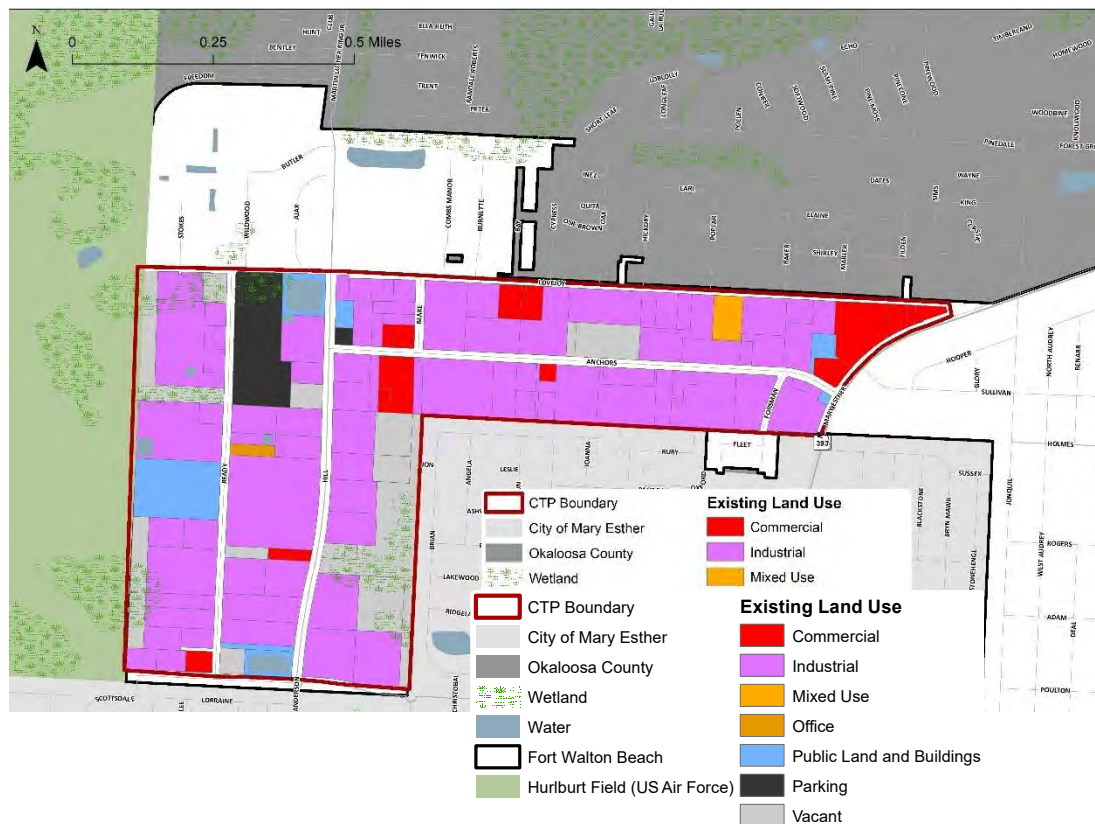


**Total Long-Term Costs
(16-30 Years): \$12.9 million**

Conclusions – Costs and Revenues

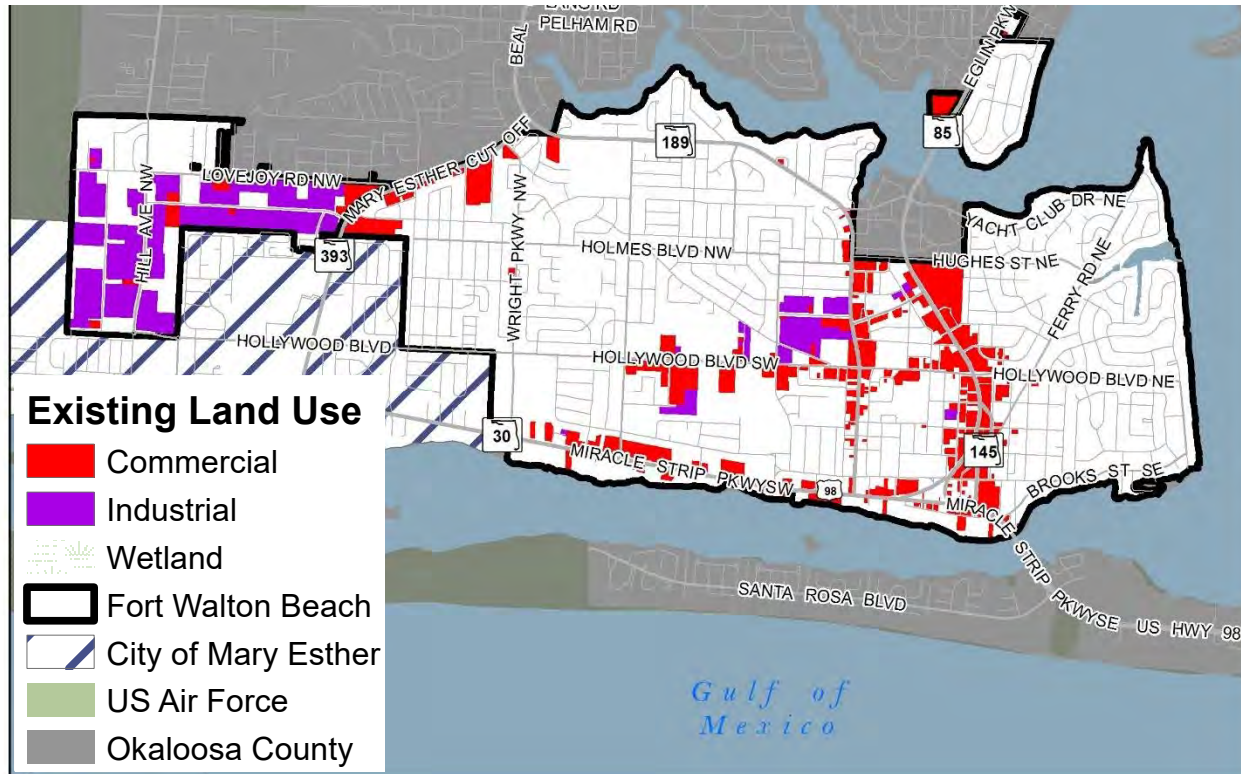
- Capital projects will require set-asides and careful phasing
- Some capital projects may require bonding or other debt mechanisms
- Potential to utilize unique funding sources (i.e. Triumph Fund) to jumpstart efforts

Existing Site Characteristics



- 320 Acres (8% of City)
- 123 Parcels
- 2,312,928 Total SF
- 76 unique owners

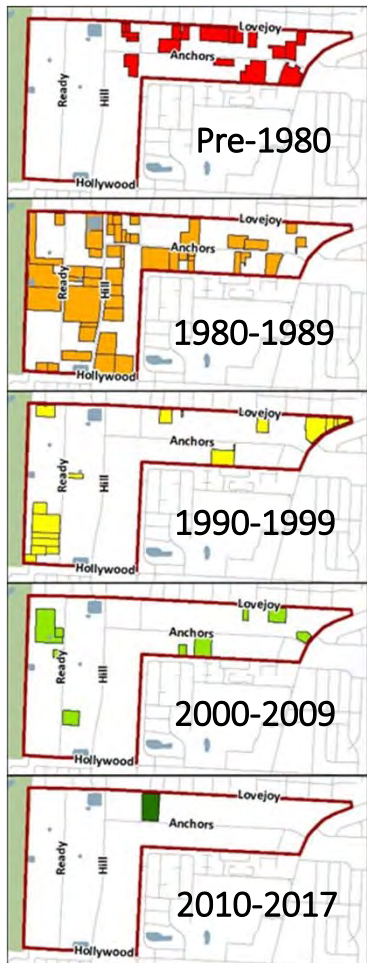
Commercial/Industrial Sites



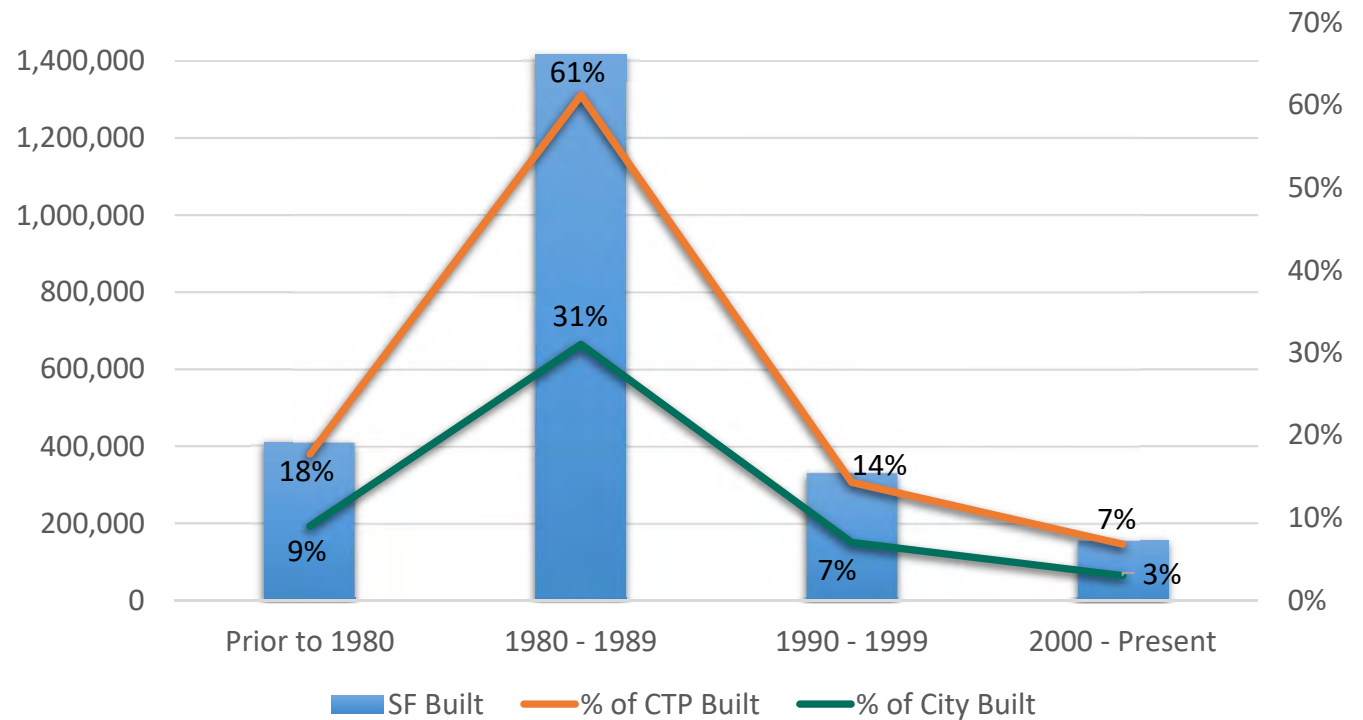
- 79% of Industrial Acreage Citywide
- 64% of Industrial SF Citywide**
- 6% of Commercial Acreage Citywide
- 10% of Commercial SF Citywide**

**SF is DOR, Acreage is from City provided data.

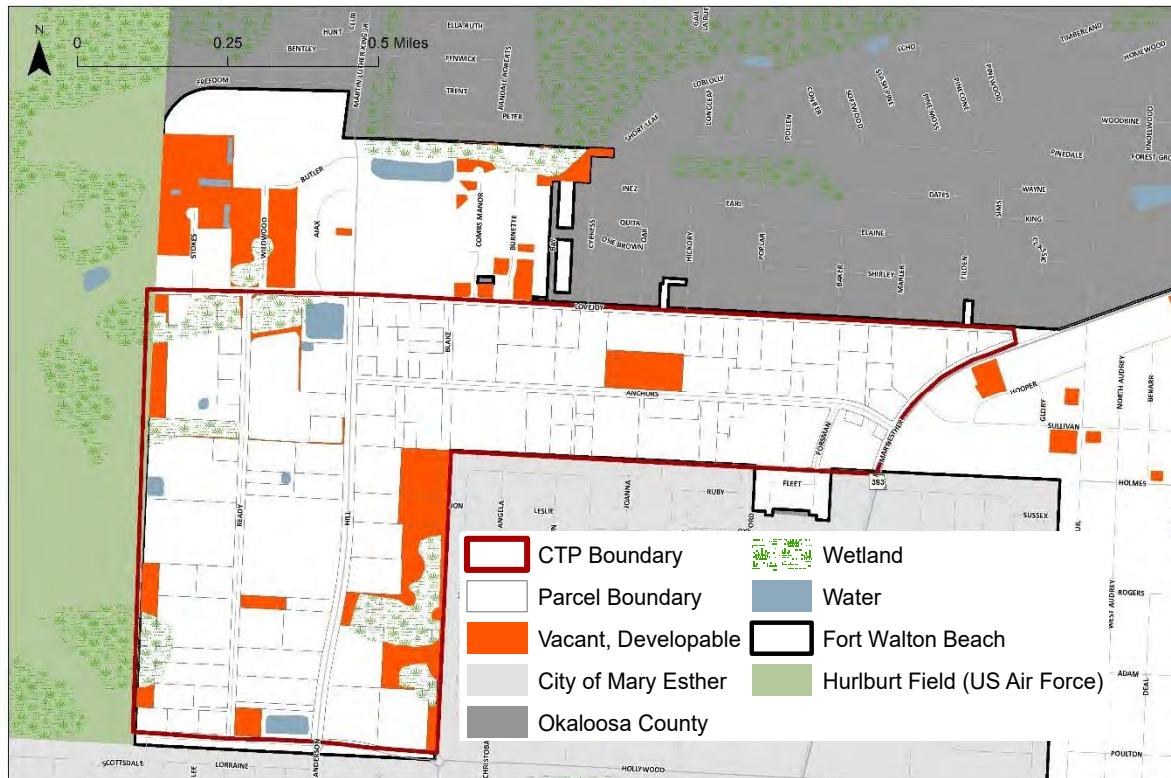
Effective Year Built



Square Footage Built

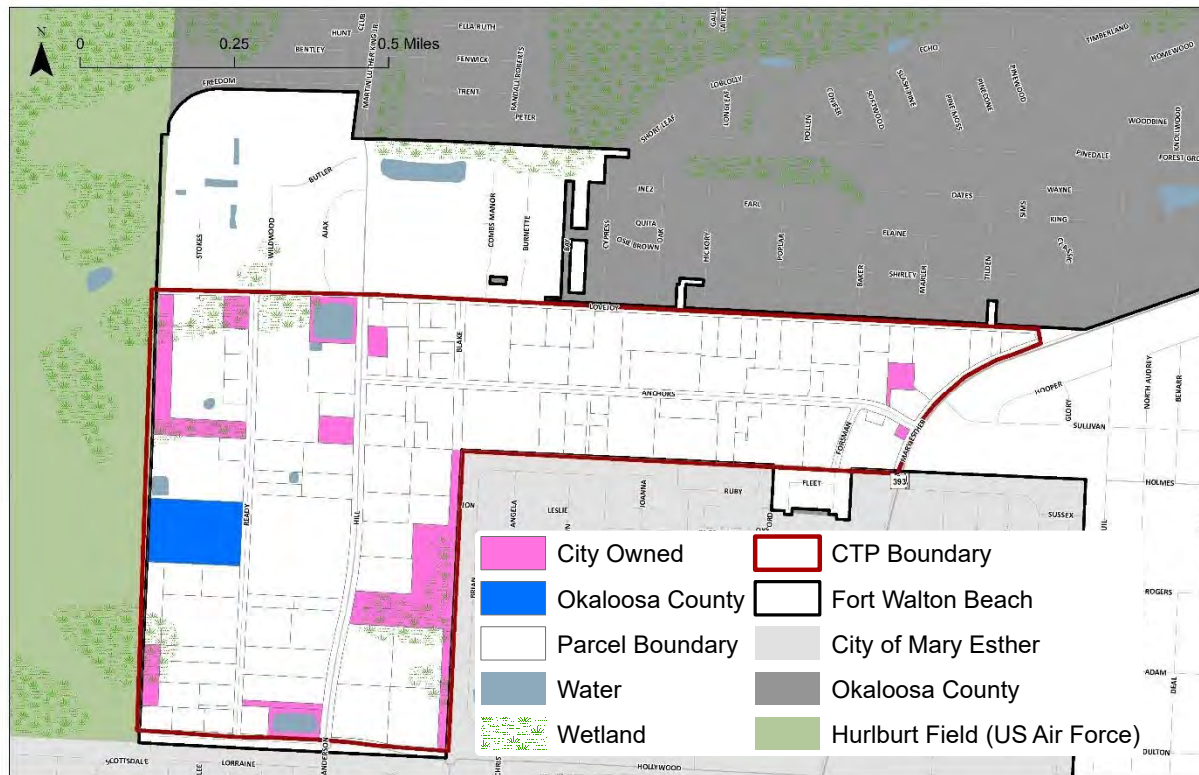


Developable Vacant



- 27.9 Acres in CTP
- 8.6% of CTP is Vacant Developable
- Represents 20.3% of Vacant Developable Citywide

Public Ownership



- 33.5 Acres City Owned Land
- 10 Acres County Owned Land
- Possible development opportunities

Character Images





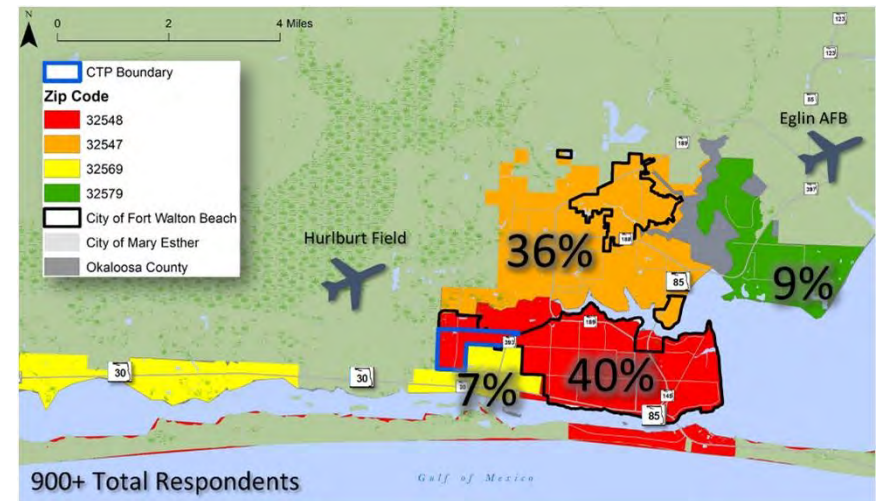
Market Analysis and Survey

**GREAT INSIGHTS.
GREATER OUTCOMES.**



Market Survey - Highlights

- Average Household – **1.41** persons employed full time
- **23%** of households have income between \$50,000 and \$75,000
- **81%** of households have someone employed full-time
 - Military, Health Care, Professional, Scientific and Technical Services and Retail
- Transferable job skills of those employed include management, customer service and engineering



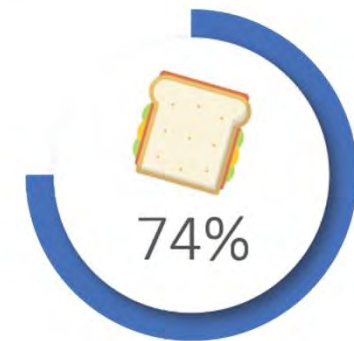
of households that responded had a family member in active military service



of households that responded had a family member retired from military service

Market Survey - Highlights

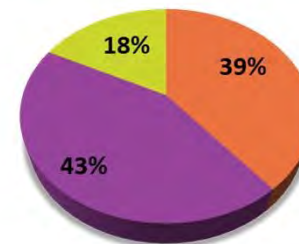
- **20%** of households have someone employed part-time, seeking full-time employment (FWB households are 25%)
- **18%** of households have a home-based business (Primary or secondary income)
- Walking accounts for **11%** of commuting travel



of respondents eat out for lunch at least once a week

Likely to Move Within 5 Years

Yes No Maybe



of respondents eat out for dinner at least once a week

Cluster Analysis

- Business Gaps appropriate for the CTP
 - **Specific Manufacturing:** Breweries, machine shops, architectural woodwork and sign manufacturing
 - **Specific Wholesaling:** Home furnishings, industrial machinery, beer and ale merchants, nursery stock, meat and meat product merchants
 - **Limited Retail:** Drinking Places (Bars), Limited-Service Restaurants and Snack/Non-Alcoholic bars
 - **Specific Trucking and Logistics**
 - **Professional and Business Services:** Computer programming, computer systems design, environmental consulting, health care services, outpatient care centers, industrial machinery and equipment repairs



Manufacturing



Wholesaling



Trucking & Logistics



Retail



Professional and Business Services

Demand Forecasting

- The employment needs of the defined through the survey and state/federal data
- Need to maintain market share within the region
- The need for appropriately designed incubator space
- The potential for R&D associated with natural resources and agriculture
- Technology shifting and application from the military to the private sector



Demand Forecasting

- 1.15 to 2.25 million SF of additional space is marketable

Space	Top Range	Low Range
Meet FWB Population Needs	695,000	350,000
Incubation Activity	60,000	50,000
Market Share of County Growth	1,390,000	700,000
Sub-total	2,145,000	1,100,000
R & D space	100,000	150,000
Total	2,245,000	1,150,000

Space	10,000 sq ft or less	10,001-24,999 sq ft	25,000- 34,999	More than 35,000 sq ft
Meet FWB Population Needs	50-60,000	50,000-100,000	250,000	285,000
Incubation Activity	60-50,000	Not app.	Not app.	Not app.
Market Share of County Growth	70-100,000	50-100,000	540,000	650,000
R & D space	25,000	75,000	50,000	Not app.
Total	195-235,000	175-275,000	840,000	935,000

Key Takeaways

- The CTP will need to expand to maintain its position
- The CTP could provide a good location for incubator space
- R&D space estimate is conservative – there may be greater market potential
- Variety of overall space needs present good opportunities for renovation of existing space and new space



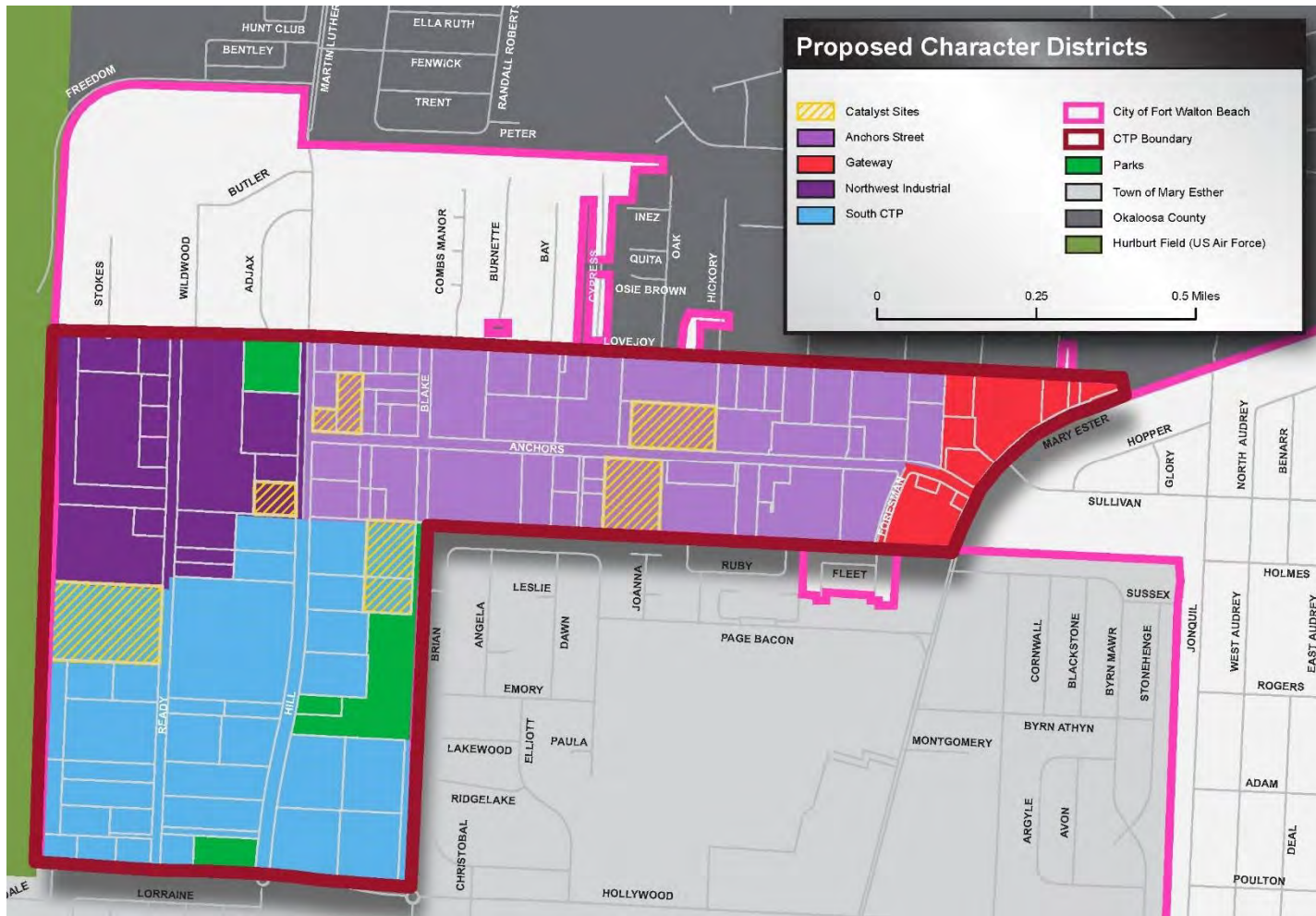
Recommendations

**GREAT INSIGHTS.
GREATER OUTCOMES.**

Vision

A primary employment center and economic generator for Fort Walton Beach and the region that provides flexible incubator, research and development spaces; mixed land uses; a safe, effective and efficient system of complete streets; and attractive parks and open spaces needed to meet future market demands.

Character Areas



Fort Walton Beach - Commerence and Technology Park Master Plan

Building Use, Land Use & Urban Design



Example of Commercial Uses within the CTP
(Source: inhabitat)



Example Food Truck Park (Source: The Treasure Coast Observer)



Example of Physical Barrier
(Source: Precast Wall Systems, Inc.)



Example Streetscape (Source: Planner Dan)

- 1 Allow additional commercial uses within the CTP zoning and future land use designations
- 2 Design and construct passive recreation features around both existing stormwater ponds within the CTP
- 3 Explore the feasibility of constructing a “food truck park” within the CTP in conjunction with constructing a stormwater management area with passive recreation/conservation features at the city owned vacant lot along Hill Avenue
- 4 Improve land use transitions and promote use of physical barriers
- 5 Develop streetscape design standards to improve the public realm and unify the district.
 - Decorative lighting (vehicular and pedestrian scale lights)
 - Street furniture (benches, trash receptacles, bike racks, tree grates, etc.)
 - Special paving (sidewalks, crosswalks, plazas/courtyards, etc.)

Proposed Stormwater Parks

- 1 Boardwalk / Dock
- 2 Fountain

- 3 Open Space / Picnic Area
- 4 Gazebo

- 5 Trail
- 6 Trailhead

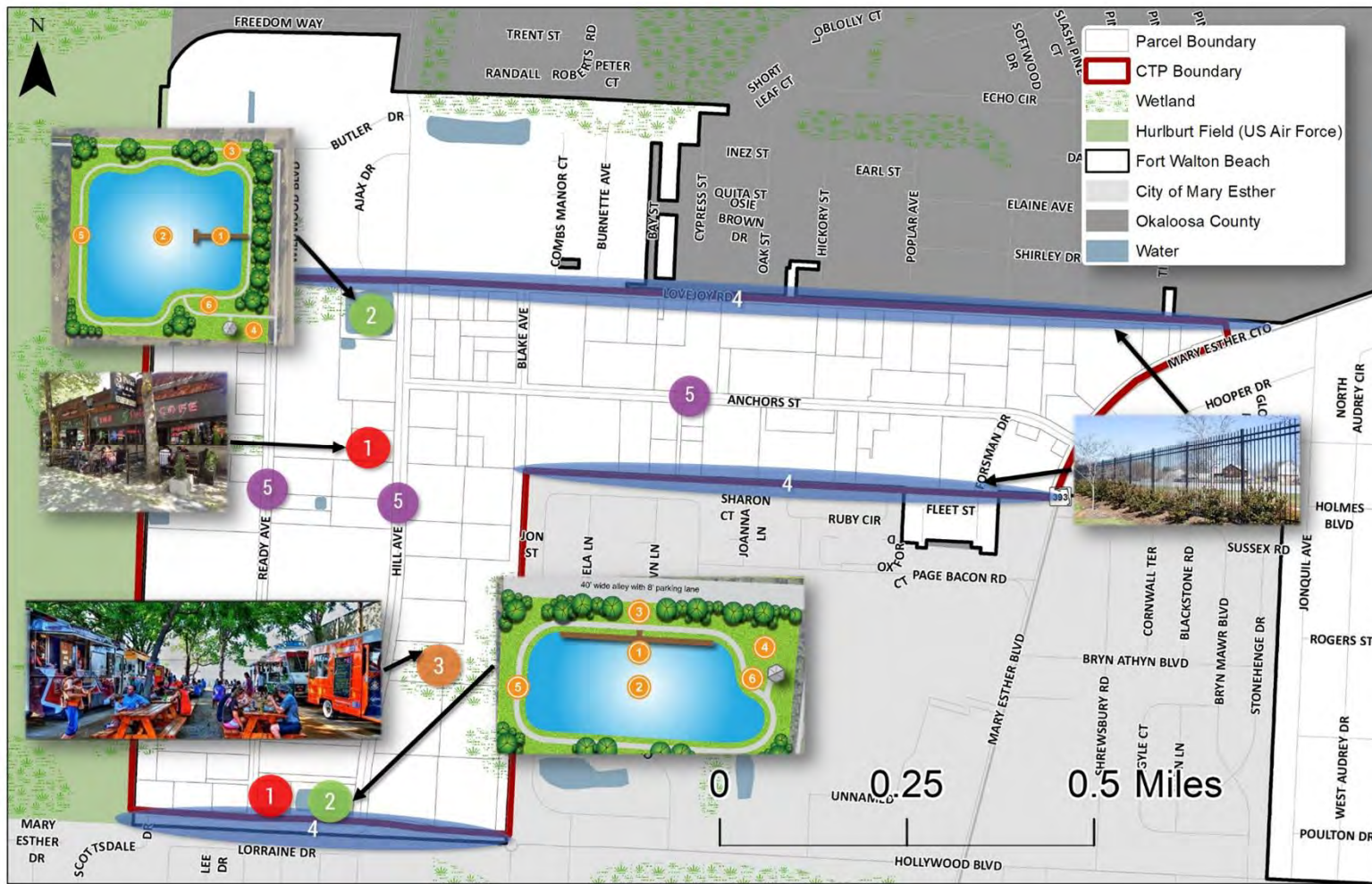
North Pond



South Pond



Building Use, Land Use & Urban Design



Fort Walton Beach - Commerce and Technology Park Master Plan

Transportation, Connectivity & Walkability

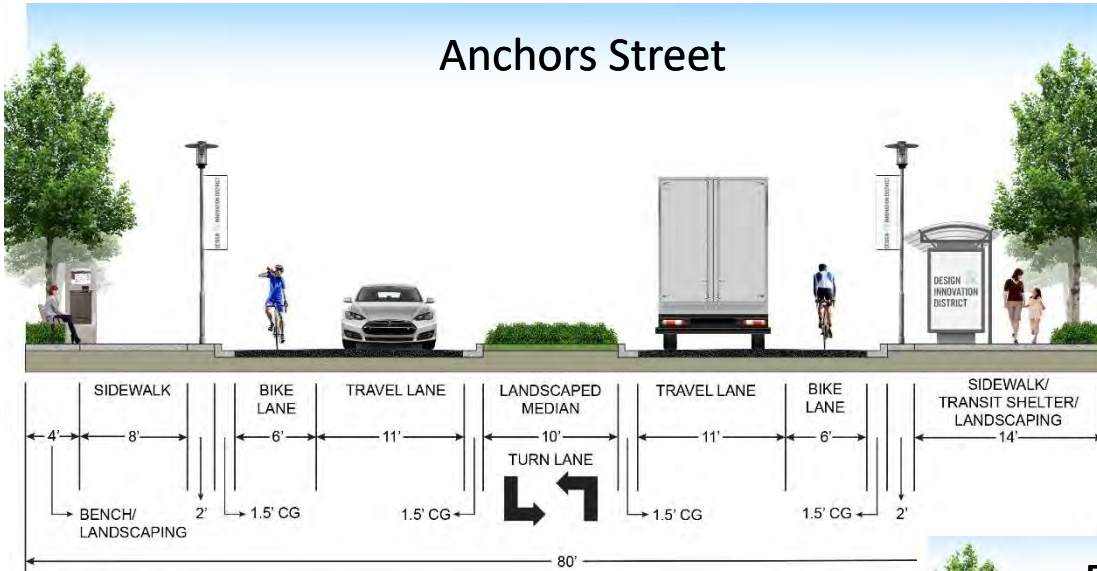
- 1 Construct complete street improvements
- 2 Provide enhanced pedestrian crossings where deemed appropriate
- 3 Support the redesign of the Hollywood Boulevard roundabouts
- 4 Investigate feasibility of a roundabout at the intersection of Hill Avenue and Anchors Street
- 5 Construct continuous sidewalks throughout the CTP and wider sidewalks where appropriate

Transportation, Connectivity & Walkability

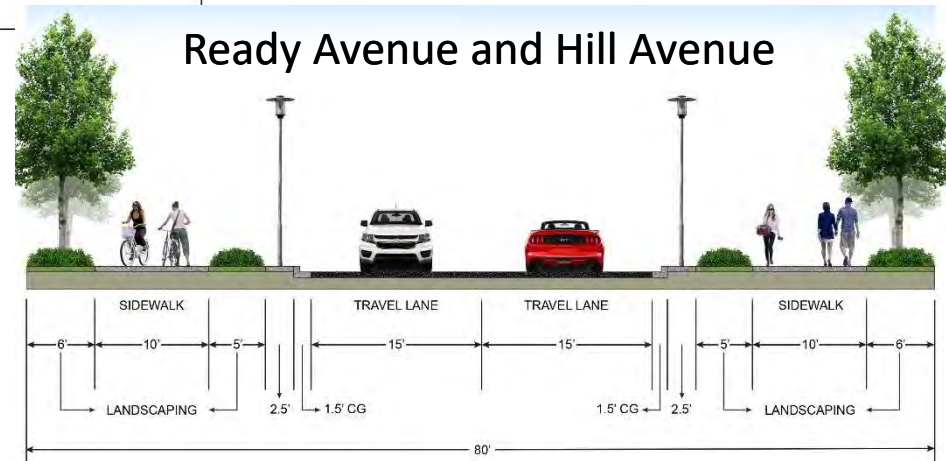
- 6 Support the extension of the Hill Avenue bike lane north
- 7 Identify and promote a Downtown-CTP bikeway corridor
- 8 Enhance the transit stops
- 9 Support a safe bicycle and pedestrian route to connect to the Santa Rosa Mall site via Forsman Road

Complete Streets – Proposed

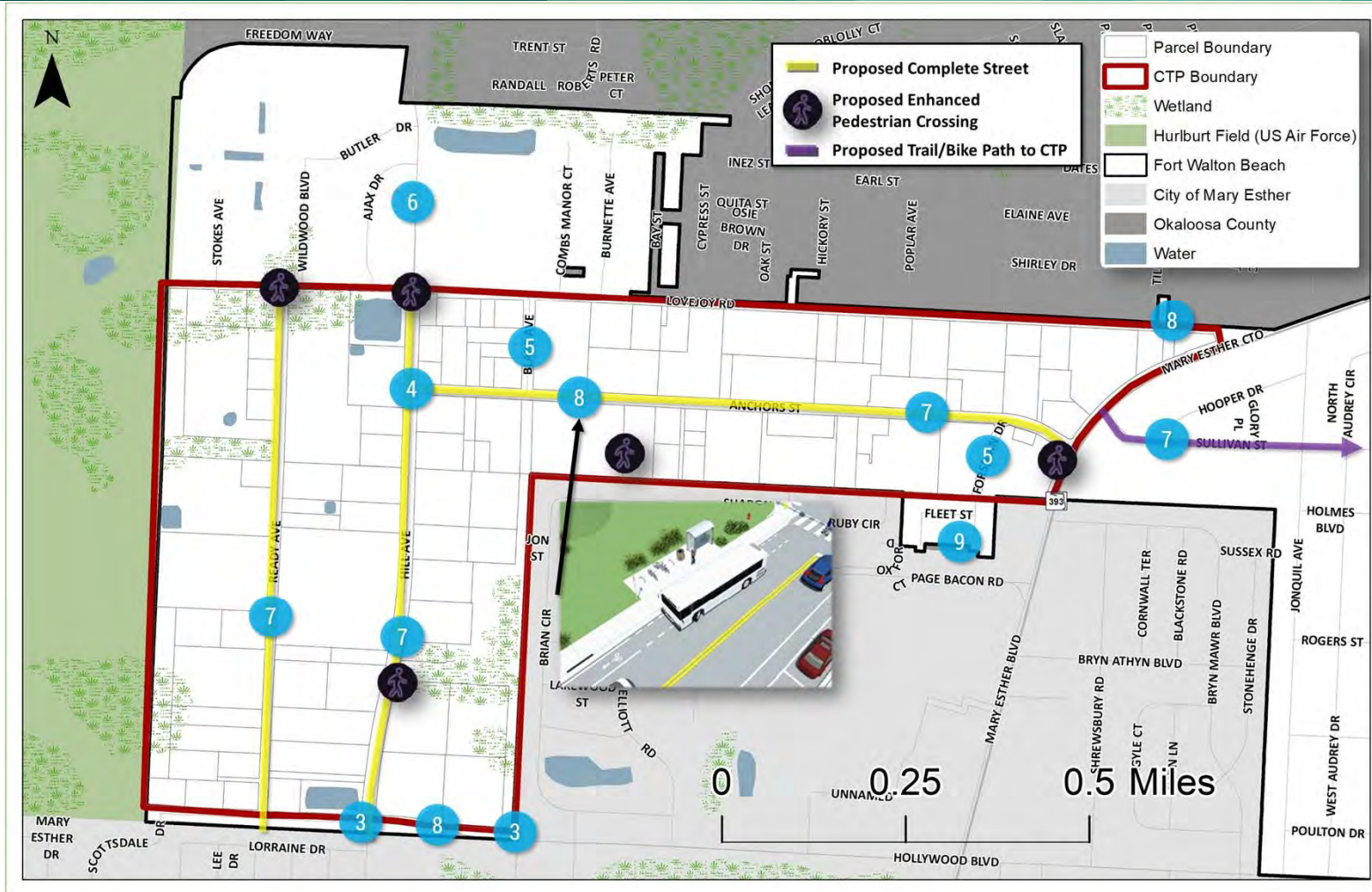
Anchors Street



Ready Avenue and Hill Avenue



Transportation, Connectivity & Walkability



Fort Walton Beach - Commerce and Technology Park Master Plan

Infrastructure & Technology

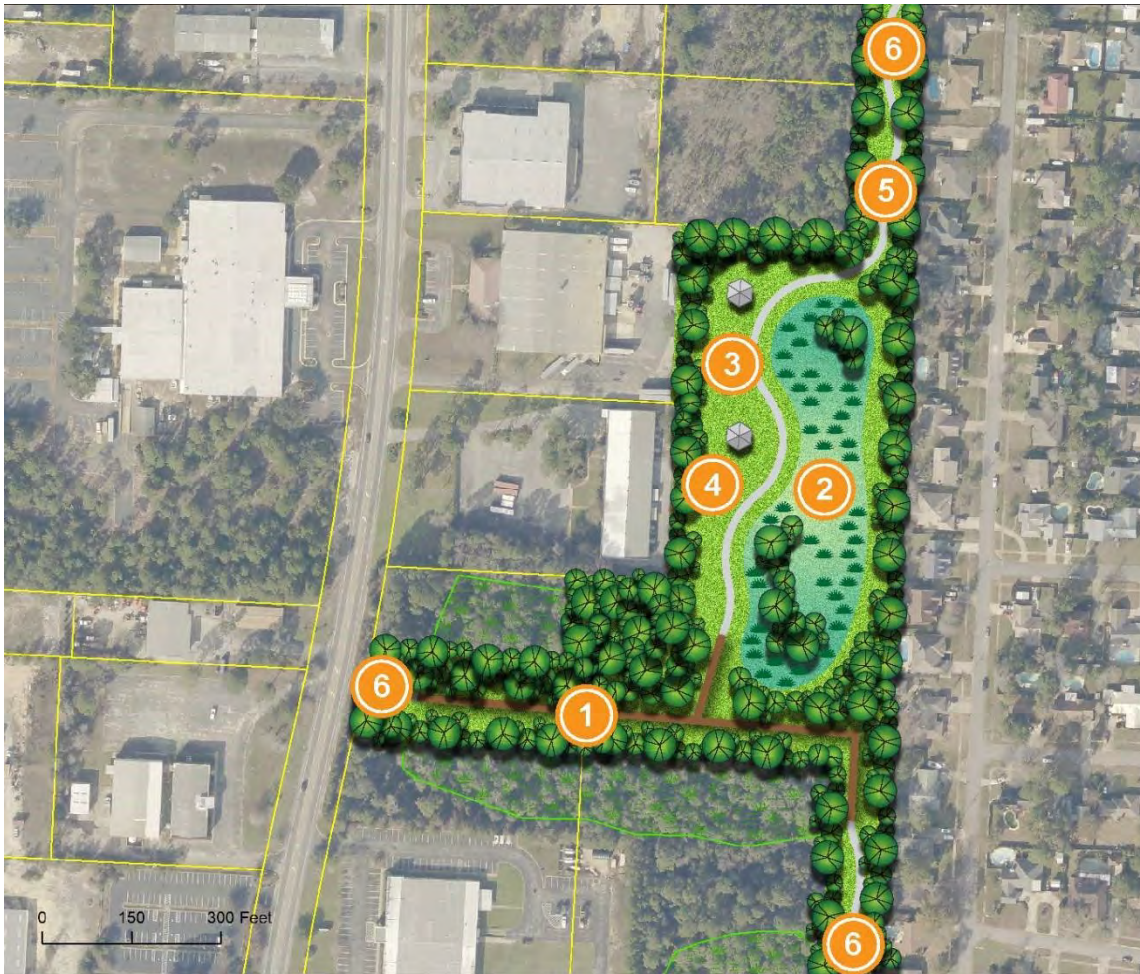
- 1 Support constructing curb and gutter along both Lovejoy Road and Hollywood Boulevard
- 2 Design and build a stormwater management area adjacent to Hill Avenue
- 3 Provide for regional stormwater opportunities
- 4 Enhance communications to allow for area-wide Wi-Fi in parks and other key locations
- 5 Coordinate with property owners along the west side of the CTP to mitigate flooding

Infrastructure & Technology



Fort Walton Beach - Commerce and Technology Park Master Plan

Infrastructure & Technology – Stormwater Park

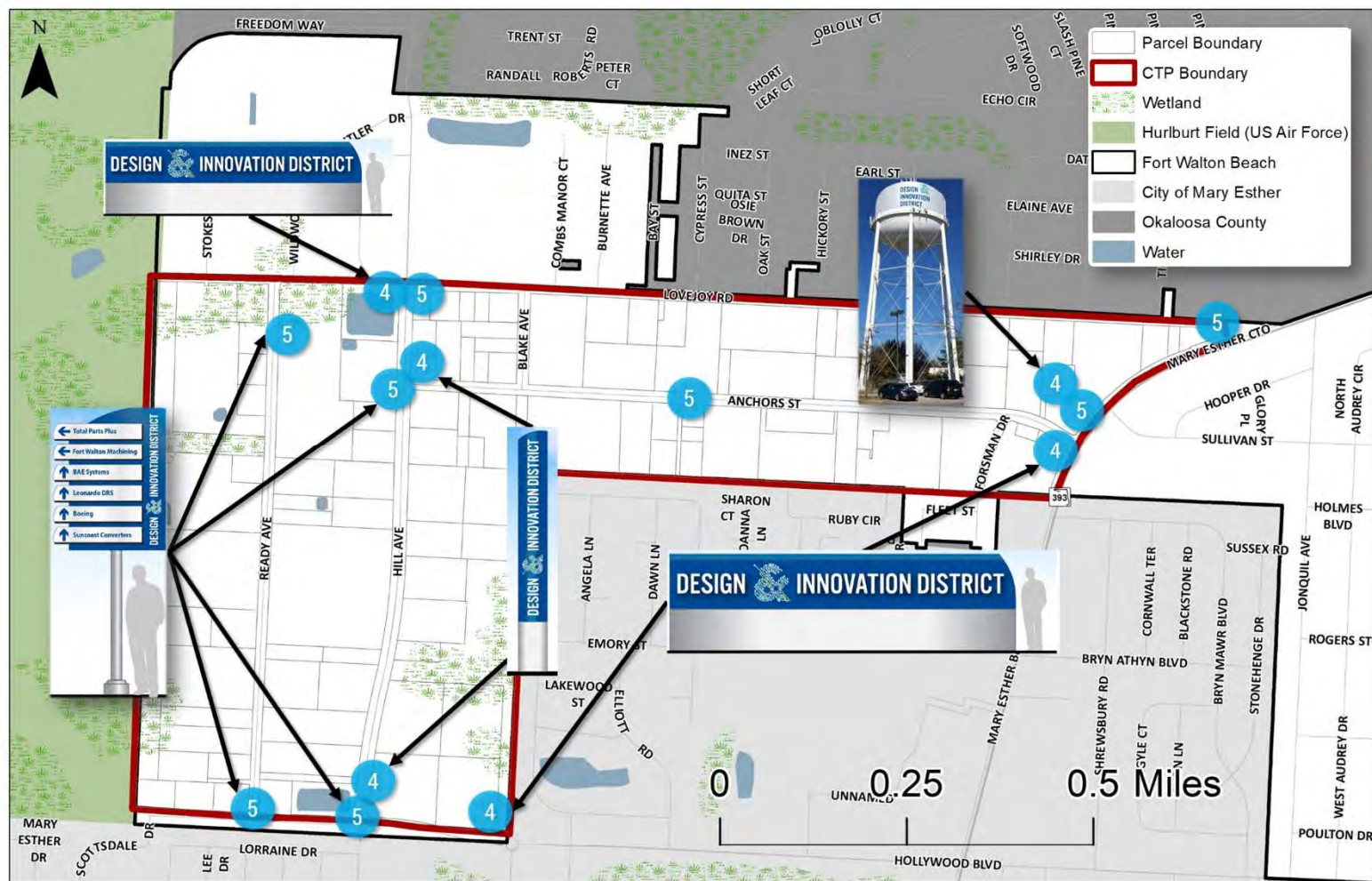


- 1 Elevated Boardwalk
- 2 Wetlands
- 3 Open Space / Picnic Area
- 4 Gazebo
- 5 Trail
- 6 Trailhead

Branding & Identity



Branding & Identity



Fort Walton Beach - Commerce and Technology Park Master Plan

Master Plan Concept



Capital Plan

Total		Short-Term (1-5 Years)	Mid-Term (6-15 Years) ¹	Long Term (16+ Years) ²
Total Capital Projects	\$18,255,336	\$4,842,537	\$5,099,637	\$8,313,161
Total Non-Capital	\$9,500,000	\$1,575,000	\$3,312,500	\$4,612,500
Grand Total	\$27,755,336	\$6,417,537	\$8,412,137	\$12,925,661

¹Overall period costs increased by 15% to account for annual increases

²Overall period costs increased by 30% to account for annual increases

Next Steps

- Adoption of Master Plan
- Integrating priorities through strategic planning
- Implementing first projects
 - LDC updates
 - Branding/wayfinding concepts
 - Complete streets
 - Infrastructure upgrades

Project Contacts

City Contact

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Growth Management Director

City of Fort Walton Beach

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Consultant Contact

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Closing Remarks

Questions or Comments?

Thank you for attending and sharing your feedback!

Master Plan Framework

Site #	Development Type	Square Footage	Scenario	Use
5	New	10,000	1	Light Commercial
6	Renovation	28,484	1	Office - Flex Space
7	New	100,000	1	Office – Flex Space
8	New	90,000	1	General Industrial
9	New	See Above	1	See Above
10	New	10,000	1	Light Commercial
11	Redevelopment	90,000	2	General Industrial
12	Renovation	111,869	2	General Industrial
13	Redevelopment	126,000	2	Office – Flex Space
14	Renovation	24,941	2	Office – Flex Space
15	Redevelopment	79,636	3	Office – Flex Space
Grand Total	-	670,930	-	-

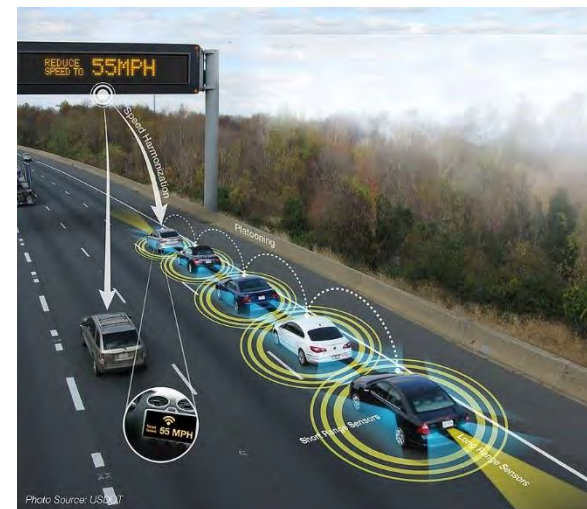
Research and Development Opportunities

- Natural Resource Based
 - Cotton
 - Wheat
 - Fresh Water Lakes in Ft. Walton Beach Area
 - Gulf Coast Salt Marshes
 - Scallops
 - Birds



Research and Development Opportunities

- Autonomous vehicle use in industry
- Application of swarming to agriculture
- Enhanced robotic sensitivity for agriculture Application of AI in both the natural resource preservation and agriculture industries
- Application of drones for outdoor recreation
- Expanded application of drones in storm projections and other natural disasters





Public Input

**GREAT INSIGHTS.
GREATER OUTCOMES.**



Stakeholder Meetings

- Lovejoy Road currently has a bad reputation as a border between the CTP and surrounding neighborhood
- An environment where people can live and work near the CTP instead of commuting was desired
 - Currently most employees commute from Navarre, Destin, Crestview, Pensacola etc.)
- The Santa Rosa Mall is considered a unique opportunity for housing/revitalized commercial space
- The Air Force base will continue to be a driving force in employment, however additional work must be done to retain and attract younger talent

In-Depth Interviews

- Need for outdoor recreation space and daytime commercial space
- Building renovation grant may be beneficial
- Transportation access is limited to the CTP
- A Business Improvement District (BID) could be beneficial
- Should look for educational opportunities (including vocational) that could help provide a qualified workforce

In-Depth Interviews

- Land Use, Transportation & Infrastructure Group
 - Need land use transitions
 - Affordable/workforce housing is needed
 - Create a more “park like” setting
 - Limited access to Hurlburt Field
 - CTP needs lighting to improve safety
 - Need to have/enforce parking regulations

In-Depth Interviews

- Business Today & Tomorrow Group
 - Majority of owners/tenants stated they were committed to staying in the area and need to expand
 - Possibility of creating a business association within the CTP or business improvement district
 - Incentive packages should be used to recruit businesses and maintain businesses
 - City interest must be shown within the CTP

Area Wide Issues



Area Wide Issues



Lack of pedestrian facilities, and connections to neighborhoods and retail shops



Lack of bicycle facilities



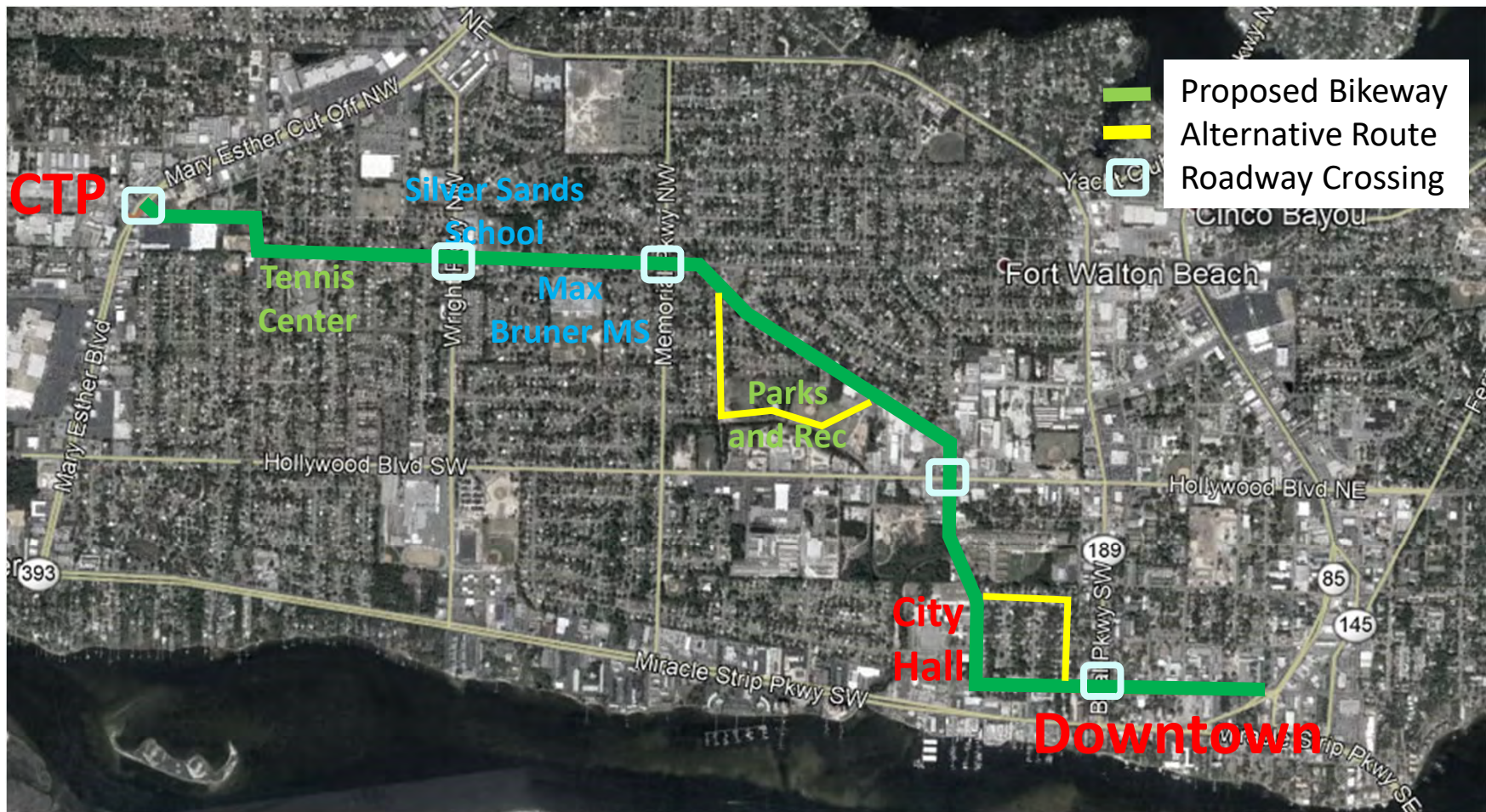
No streetscaping



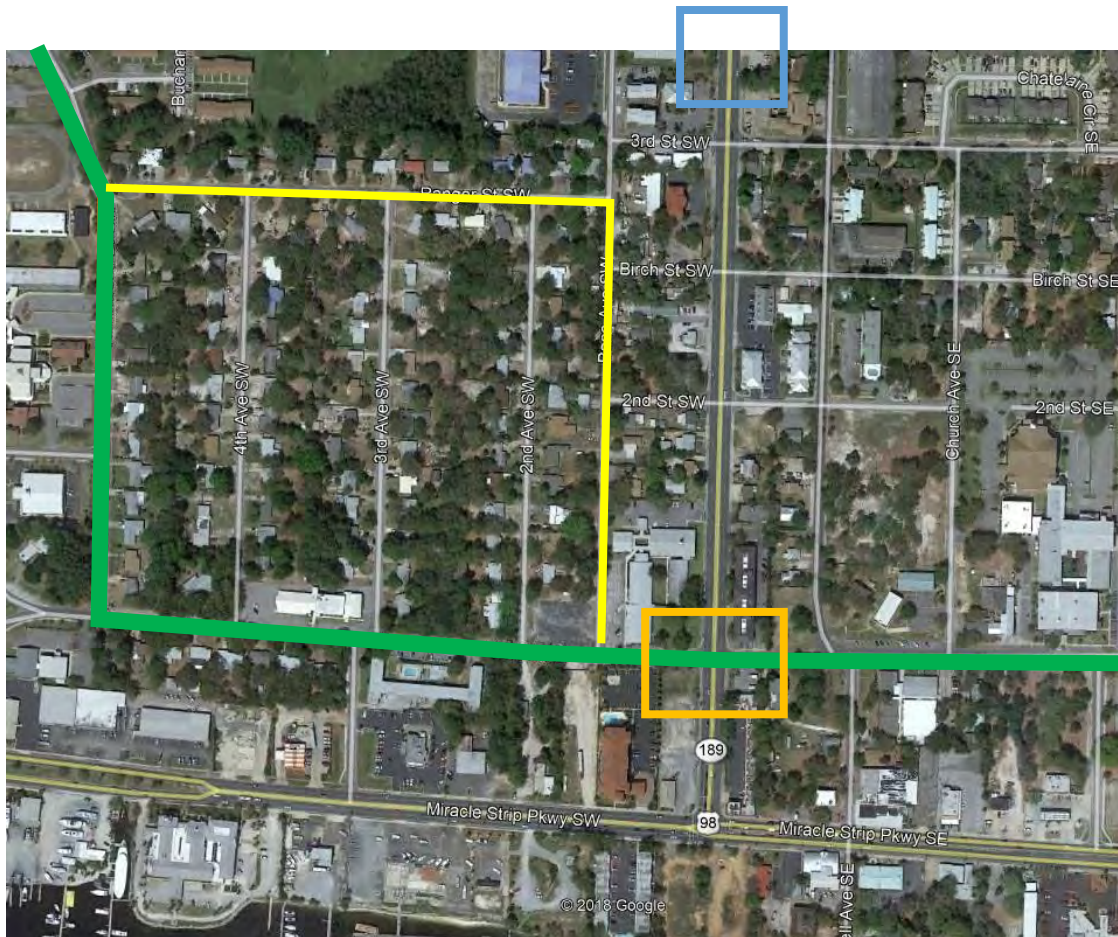
No transition to residential

- No parks or quality open space internal to the CTP
- Ensure use compatibility (office near industrial)
- Limited street frontage
- Perception of crime
- No area wide stormwater solution

Bikeway Connector



Bikeway Connector – Beal Pkwy Crossing



- Beal Pkwy Corridor – Proposed mid block crossing North of 3rd Street
- Options for 1st Street Crossing
 - Full Signalization
 - Completes Grid
 - Safest Option
 - Allows 1st St to be utilized as relief for Miracle Strip Pkwy
 - Restrict movement and install mid-block crossing
- Further Research
 - Typical movements between Beal and 1st
 - Traffic queuing at Miracle Strip

Bikeway Connector - Signage



Tucson, AZ



Tampa, FL



NACTO – Urban Bikeway Design Guide



28th Ave & Hoyt Street

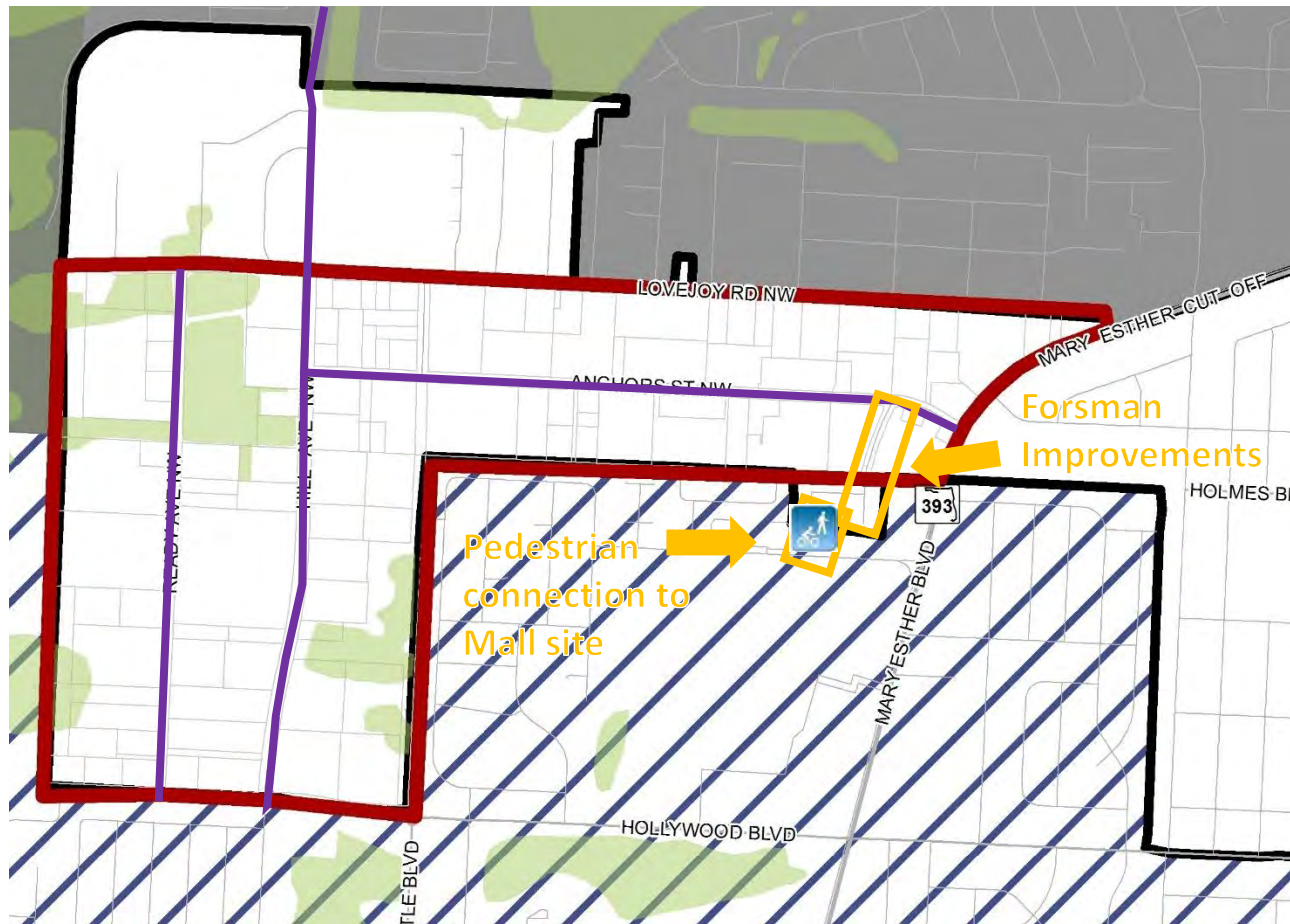


Fort Walton Beach - Commerce and Technology Park Master Plan Portland, OR



Tampa, FL

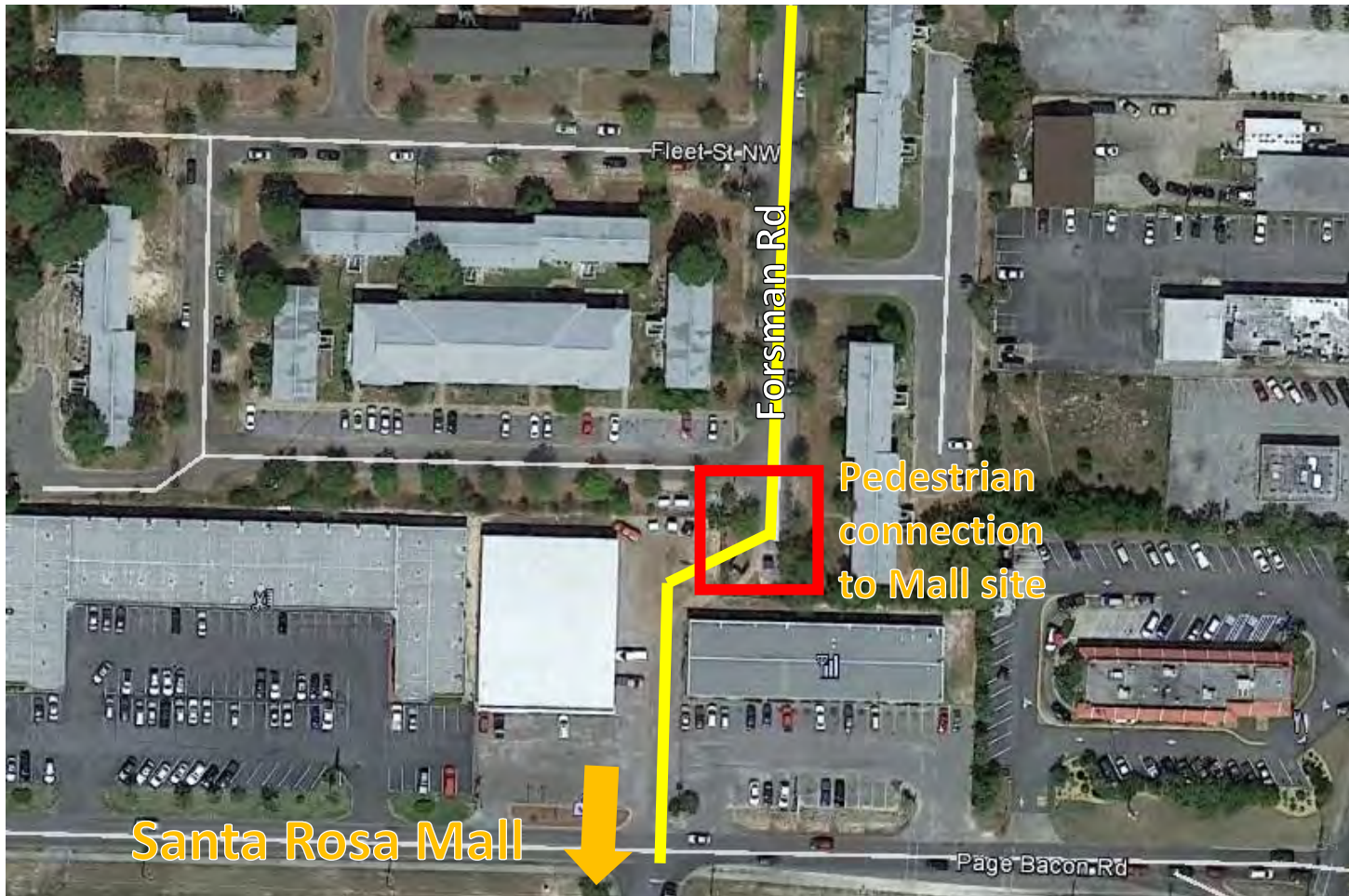
Transportation System Connectivity



Bicycle and Pedestrian

- Lighting, sidewalks, sharrows along Forsman to Hurlburt Arms apartments
- Potential pedestrian connection @ Kitchen and Bath Parcel

Santa Rosa Mall Connection



Complete Streets

- Encourage walking and bicycling
- Improve safety for all users
- Strives to incorporate land uses, roadway users and the environment to create a streetscape that works for all



Complete Streets – Existing Key Corridors

Hill Avenue – 100' RoW



Hill Avenue – 100' RoW



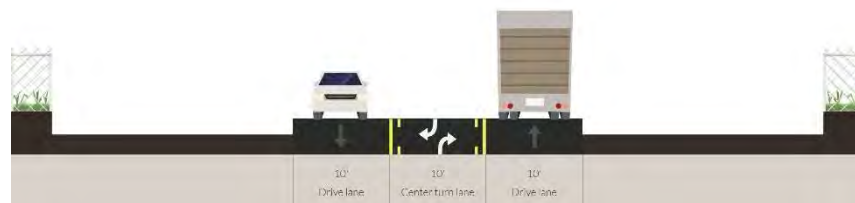
Ready Avenue – 80' RoW



Ready Avenue – 80' RoW



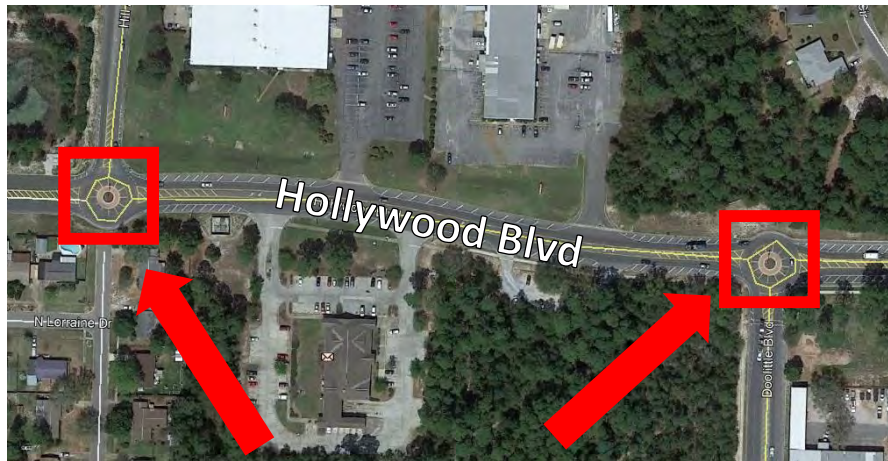
Anchors Street – 80' RoW



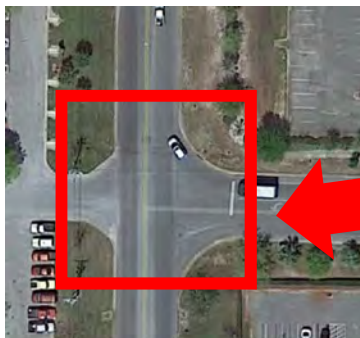
Anchors Street – 80' RoW



Redesign Roundabouts



Redesign Hollywood Blvd roundabouts



New roundabout at Hill Ave and Anchors St

Potential Companies



Potential Companies



Sea3D Lab

- State-of-the-art additive manufacturing
- 3-D printing/creation
- Fosters innovation and collaboration among students, faculty, staff and industry leaders in NW Florida

Center for Cyber Security

- Designated by the National Security Agency and Dept. of Homeland Security
- Hands-on experience with Battle Lab and Cyber Range
- Partnerships include AppRiver, IHMC, Navy Federal Credit Union and Northrop Grumman

Preliminary Development Recommendations

Space	Top Range (sf)	Low Range (sf)
Meet FWB Population Needs	695,000	350,000
Incubation Activity	60,000	50,000
Market Share of County Growth	1,390,000	700,000
Sub-total	2,145,000	1,100,000
R & D space	100,000	150,000
Total	2,245,000	1,150,000

Space	• 10,000 sf	10,001-24,999 sf	25,000- 34,999 sf	>35,000 sf
Meet FWB Population Needs	50-60,000	50,000-100,000	250,000	285,000
Incubation Activity	60-50,000	N/A	N/A	N/A
Market Share of County Growth	70-100,000	50-100,000	540,000	650,000
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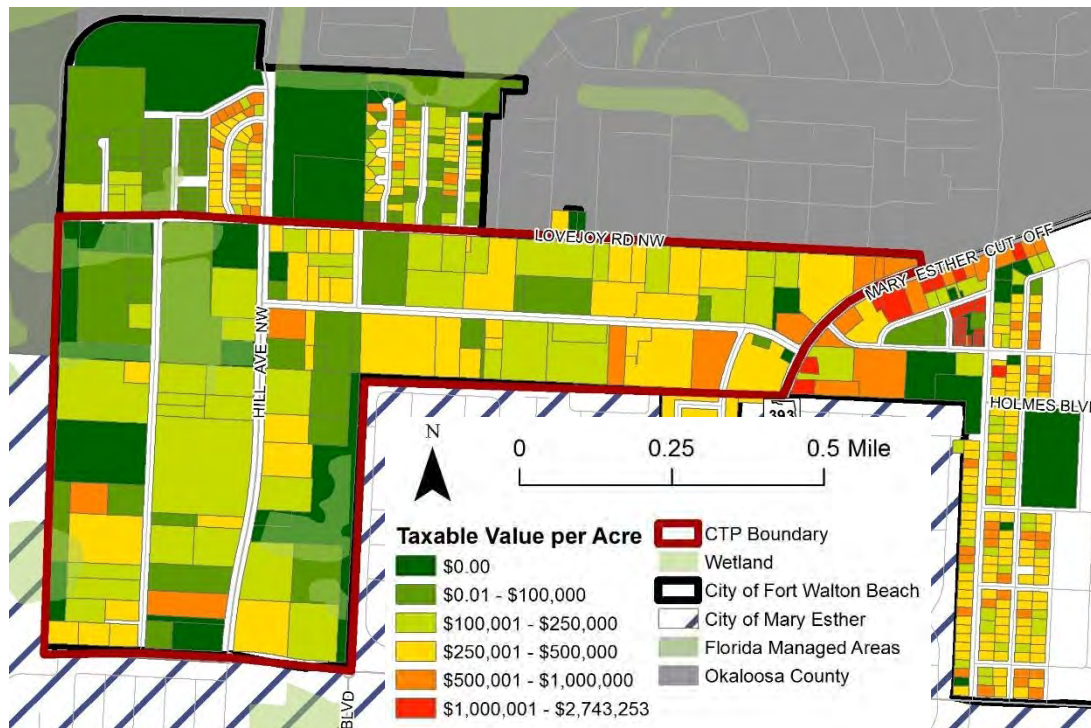
Transportation System Connectivity

Fort Walton Beach		Pensacola		Panama City	
Manufacturing/Industrial	1 per employee at largest shift	Manufacturing/Industrial	1 per 500 SqFt	Commercial	1 per 300 Sq Ft and 1 per 1000 Sq Ft of Storage Sq Ft
Commercial	1 per 300 Sq Ft	Office	1 per 300 SqFt	Office	1 per 300 Sq Ft
Office	1 per 400 Sq Ft	Machinery/Equipment	1 per 600 SqFt	Industrial	1 space per 1,500 sq. ft. of gross floor area up to 20,000 sq. ft., and 1 space per 2,500 sq. ft. of gross floor area in excess of 20,000 sq. ft., and 1 space per 300 sq. ft. of office area.
Mary Esther Commercial	1 per 200 Sq Ft	All other not listed specifically in LDC	1 per 300 SqFt		

Parking Evaluation

- Mapped/Inventoried?
- Poorly defined parking
- Landscaping standards
- Maintenance issues (Potholes, sand/gravel condition, drainage etc.)
- <https://www.floridawesteda.com/business-parks/the-bluffs-industrial-campus> (Video is really well made)

Taxable Value



- Tax Val - \$60,196,249
- 5.2% City's tax base
- 0.4% County's tax base
- City = 7.5% County's tax base
- Performance measures should look to increase value share

Market Study - Process

- Survey of Area Residents
 - More than 900 unique households
 - Comparison to other surveys
- Cluster Analysis
 - Examination for All Economic Activity @ Six digit NAICS -000,000 to 999,999
 - Under-represented types of businesses or gaps compared to similar communities
 - Similarity defined in terms of population, households, income, transpo. network & military presence
- Research into R&D Opportunities Based on Assets
 - Natural Resources, Agricultural Production and Military
 - Defined Potential Tenants
- Demand Forecasting
 - Supportable Activity for the CTP

Survey of Area Residents

Fort Walton Beach Area Resident Survey

Commerce & Tech Park

The following survey is being conducted by the City of Fort Walton Beach and will help guide the development of the plan for the Commerce & Technology Park. Your input is extremely valuable to us. The City and neighboring area residents who have an interest in the future of Fort Walton Beach are encouraged to complete the survey.

The survey is strictly confidential. You are not asked to provide nor do we have any way of identifying your name, address, or other specific information for the person or resident responding to the questionnaire.

Please take a few minutes to fill out the questionnaire. If you do not want to answer any question, feel free to leave it unanswered and move on to the next one.

Thank you in advance for helping in this effort.

SHOPPING, PROFESSIONAL AND PERSONAL RELATED SPENDING

1. What is the name of the store at which you most often shop for groceries?

2. What is the name of the store at which you purchase most of your clothes?

3. Which of the following best describes how frequently you eat lunch outside the home or place of employment at any type of food establishment?

A few times/week About once/week A few times or twice/month Once/ month 4 to 9 times/year

Once or twice/year Less often than once/year

4. When eating lunch out, which of the following best describes the RELATIONSHIP BETWEEN EMPLOYMENT AND LUNCH?

Most trips for lunch are related to or for work Rarely or never are the lunch trips related to work

Few of the lunch trips are related to work Not certain