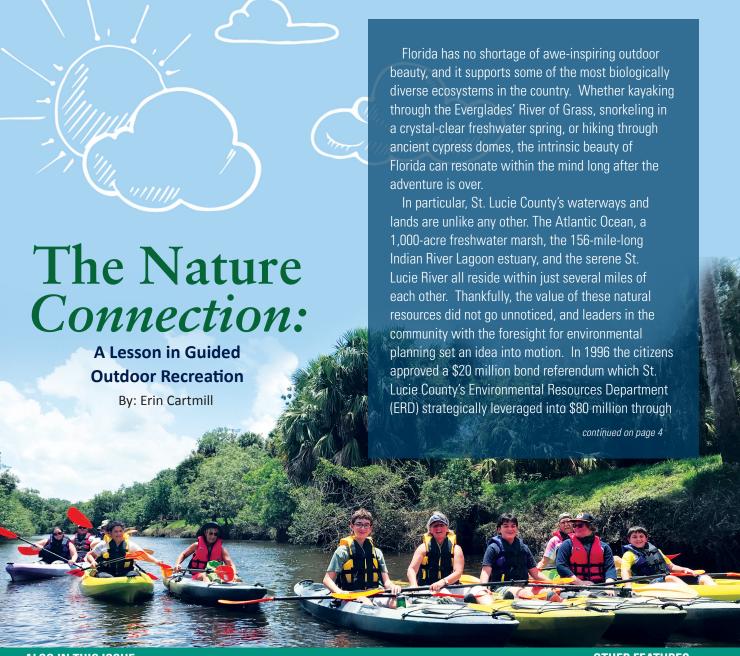
## **FLORIDA PLANNING**

Florida Chapter

A publication of the Florida Chapter of the American Planning Association

florida.planning.org

**PLANNING FOR THE SUMMERTIME - Summer 2021** 



#### **ALSO IN THIS ISSUE**

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Make Plans to Attend the Annual Member Meeting

Trail Planning: Shifting Gears on

Vacation Rental 'Condo'ndrum

Summer Reflections: You Doing?

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Florida's

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The Florida Chapter of APA provides statewide leadership in the development of sustainable communities by advocating excellence in planning, providing professional development for its members, and working to protect and enhance the natural and built environments.

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## PRESIDENT'S MESSAGE

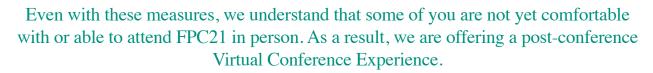
## As I write this article, early registration for the 2021 Florida Planning Conference #FPC21 has just closed.

It has been two long years since we got back together in person, and from what we have seen, there is pent-up demand. The Chapter Conference Committee and local Host Committee have been working overtime finalizing all the details in a compressed timeline. We adjusted our hotel contract expecting fewer attendees, and then had to expand the room block several times.

That said, unfortunately COVID cases are rising again across Florida and the country. We have instituted several measures to enhance the comfort and safety of our attendees.

#### These include:

- Masks will be provided to everyone, and based on the latest CDC guidelines, we request that they be worn when inside.
- Breakout rooms are set in classroom format, with fewer chairs. Note there will be no overflow seating or standing. If rooms fill, additional people will not be allowed in.
- 30-minute breaks between sessions to allow for some cleaning of rooms and less crush of people in exhibit hall.
- Exhibit Hall in the hotel atrium area with additional spacing.
- Ballroom tables will have fewer seats than normal, allowing for more space.
- Mobile tours limited in size to allow for spacing on buses.
- Tuesday opening reception at hotel on rooftop space (backup plan is Atrium).
- Wednesday evening activity on your own.
- Thursday reception at an indoor/outdoor space in downtown, allowing for Metromover, micromobility, and/or walk access.



With changes to ballroom and breakout room seating, we are limiting overall conference attendance. There will be no on-site registration, and we may reach capacity prior to the end of regular registration. Finally, as noted on conference materials, we are regularly monitoring CDC guidance. If the CDC further updates recommendations regarding masking, event crowd sizes, etc., we will update our plans accordingly.

Even with these measures, we understand that some of you are not yet comfortable with or able to attend FPC21 in person. As a result, we are offering a post-conference Virtual Conference Experience. All three primary sessions will be recorded as well as five breakout sessions. We anticipate that approximately 10 CM credits will be available, including law & ethics. Registration for the virtual experience will open after live conference registration closes. Sessions will be uploaded to the conference website in mid-September, and access will be available for all registrants (virtual and in-person).

Lastly, it is important that we give back to the communities that host our conferences. Miami-Dade County went through a tragic event with the Surfside condominium collapse last month. Following this, residents of other buildings have been evacuated from their units for safety. The entire South Florida community has come together to support those in need, and we can help too. I encourage you to consider supporting one of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> is important that we give back to the communities that host our conferences. Miami-Dade County went through a tragic event with the Surfside condominium collapse last month. Following this, residents of other buildings have been evacuated from their units for safety. The entire South Florida community has come together to support those in need, and we can help too. I encourage you to consider supporting one of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-content/sep-2</a> in the support of the charitable organizations listed <a href="https://example.com/here-content/sep-2">here-c

Thank you and see you in Miami!

Wiatt Bowers, ASCP



#### [NATURE] CONNECTION

continued from cover

local, state, and federal matches, to purchase, enhance and manage over 12,000 acres of environmentally significant lands. ERD was able to work in conjunction with the Florida Department of Environmental Protection's Savannas Preserve State Park and Office of Resilience & Coastal Planning to offer a variety of paddle trails and adjacent greenways with upland trails and stopovers to explore.

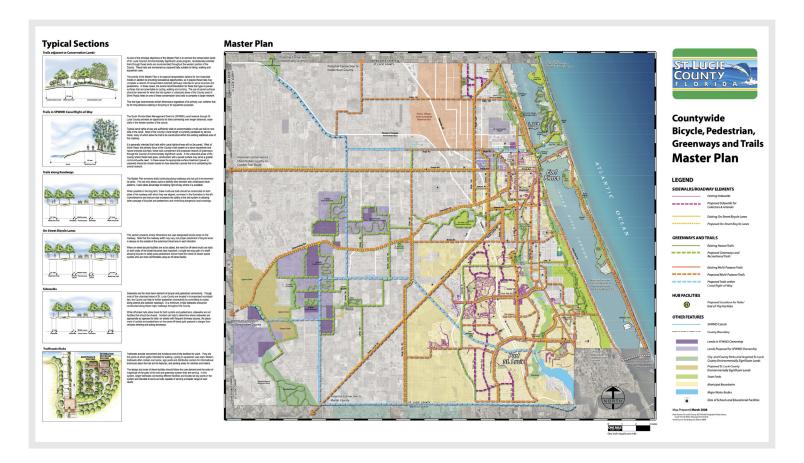
Connecting people to Florida's natural resources and recreational experiences can have a transformational impact on a community. Expanding access and opportunity for outdoor recreation has the potential to increase eco-tourism and workforce retention, create a more supportive and informed citizenry, and improve the overall quality of life. It is important to note however, that simply building recreational infrastructure such as boat ramps, kayak launches, and trails will not be as effective without providing opportunities to learn and engage in the Florida environment.

Over time, the remarkable impacts of connecting people to nature have been realized in St. Lucie County, but not without a lot of growth and determination. From the beginning of the Environmentally Significant Lands Program, educational components such as maps and static displays about local plant and animal life have been added. Originally, guided hikes were offered as loosely connected programs; however, the hikes were

a low priority and not well attended. In 2014, the program was reimagined and rebranded as St. Lucie's Guided Nature Programs (GNP). The new programs hire contractors of various backgrounds and expertise's to lead educational sessions, interpretive nature walks, and paddling excursions. Since its inception, St. Lucie County has provided 768 Guided Nature Programs with over 7,683 participants including life-long residents, out-of-town visitors, new residents, and tourists.

Through online surveys, post program evaluations, brochures, emails, and social media posts, the Guided Nature Program series has received overwhelmingly positive reviews and appeals for more programming from the community. "Pre-planning and post analysis is vital to the program's success," says Amanda Thompson, GNP coordinator, "it's how we know what adjustments to make to keep improving the experience, and it's important to make people feel like they belong and are being heard." As the St. Lucie GNP program enters its ninth year, one thing is for certain, the nature connection is heard and felt loud and clear throughout St. Lucie County and beyond.

Erin Cartmill is the Education & Outreach Manager for the St. Lucie County Environmental Resources Department and she can be reached at <a href="mailto:CartmillE@stlucieco.org">CartmillE@stlucieco.org</a>.



#### [NATURE] **CONNECTION**

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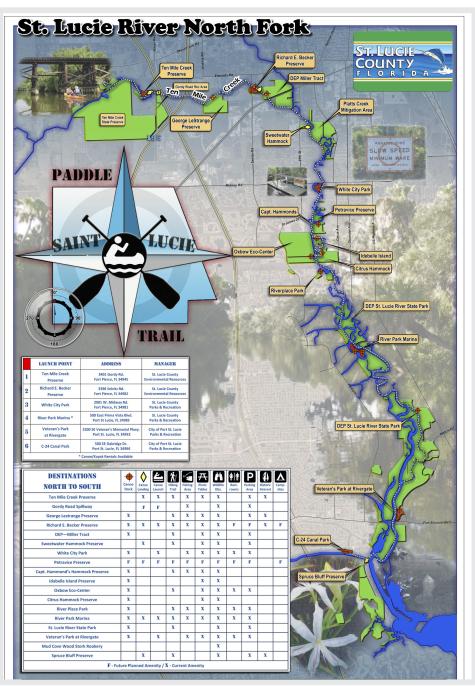
















How Visit Orlando's President and CEO Cassandra Matej is Preparing Orlando for a Post-COVID World

#### By Carmen Rasnick, MBA, CNU-a

It is no secret that tourism in many Florida cities was impacted by the pandemic, but as vaccines become more prevalent, we're starting to see more tourist activity in our cities. During the pandemic, Visit Orlando (the Official Tourism Association® of Orlando) found a secret weapon to mitigate the negative impacts of COVID. I interviewed Cassandra Matej, President and CEO of Visit Orlando, to find out how she is implementing a comprehensive approach to helping Orlando's tourism industry recover post-pandemic.

## You joined Visit Orlando in February 2021, almost a year after the onset of the pandemic. How are you adjusting, and what has been the biggest challenge you are working on?

I've just passed my first 100 days at Visit Orlando. As a new resident of Orange County and the new leader of Visit Orlando, it has been important for me to be out in the community to learn as much as I can about the destination and the people who live and work here. A challenge is that "meeting" the community during a pandemic may be through virtual platforms or in-person based on someone's preference.

Our region's tourism recovery continues to gain momentum as we head into a summer travel season that could potentially meet or exceed levels from the summer of 2019. Recovering at such a rapid pace, raises the new challenge that we, as a destination, are ready for meeting attendees and visitors. This is done through collaboration and communication.

## How is your office working with local government to collaborate or lead tourism recovery post-pandemic?

Orlando has always been a caring and resourceful community that bands together during a crisis, and 2020 was no exception. The Visit Orlando team's traditional role is to market and sell to potential visitors, but, especially when travel was limited in the early months of the pandemic, we also focused our resources on helping the home front. Teaming up with Orange County and the Orlando Economic Partnership, we developed a regional branding campaign – Safer, Stronger, Together - to call on local businesses and citizens to make a personal commitment to practice safety measures to control the spread of COVID-19. The campaign secured over 575 free donated ads to run each week across the region in TV, radio, outdoor billboards, highway signage and at the airport, as well as over 100 positive safety-related publicity stories, and a website with informational and communication materials in English, Spanish and Creole. We also coordinated media events, conducted webinars, and distributed materials to local companies to encourage and help support safety compliance.

## Are there any projects or initiatives by the local government that help you with strategic planning for our tourism industry?

Local government projects and initiatives can have a significant impact on the tourism industry. From infrastructure and transpor-

#### [POST PANDEMIC] ORLANDO

continued from page 6

tation initiatives that are critical to making our destination more accessible, to creating long-term visions for areas of our county that are more heavily reliant on tourism, it is important that local government and tourism business work together for the success of our community. For example, the International Drive Vision Plan was an examination of the International Drive area that has become a popular destination for leisure guests and hosts millions of convention visitors every year. Walkability between the Orange County Convention Center, hotels, and restaurants can be an important selling point when landing new convention business. This vision plan identified areas of improvement to make changes that would create a better experience in the district and helped us communicate what the future of the district would look like for events much further out, potentially making us a more appealing option.

## How is your team planning to use projects like upgrades to the convention center, Brightline, and the new multi-modal terminal at the airport to market tourism?

Increased accessibility is an important message to share, especially for meetings and conventions, as surveys have shown accessibility is a top priority in destination selection. As these projects near completion, the message of Orlando as the complete package only gets stronger. These milestone projects will be integrated into our communications channels and marketing tools that reach clients, media, travel industry partners and consumers, as they are critical improvements that make our destination even more appealing and competitive. Upgrades to venues are also an attractive selling point that offer the opportunity to bring in more groups and events as well as groups that could not be held in Orlando previously due to space limitations.

#### What ideas and initiatives can you share with us that you and your office are working on to help Orlando's tourism industry rebound?

Right now, travel confidence is at peak levels since February 2020 and interest in theme park destinations has grown by 25 percent since January 2021. At Visit Orlando, we're capitalizing on America's travel recovery by extending our "Wonder Remains" marketing campaign through the second half of 2021. In addition to a full-scale digital and social campaign, we will leverage YouTube as well as launch TV advertising in 10 markets, including New York, Philadelphia, Boston and Chicago. And when international travel resumes, we'll target key markets such as Canada, the UK and Brazil on a country-by-country basis. So far, this campaign has directly generated \$70 million in visitor spending across our destination, which is a 10-to-1 return on investment.

#### Can you tell me more about Love and Learn Orlando?

Love and Learn Orlando is a new training series for travel advisors that provides quick and easy access to a library of on-demand videos segmented into three channels — Accommodations, Attractions and Outdoor Adventure. The channels offer an in-depth look into some of Orlando's most popular experiences, tips on how to sell the destination, and supply increased value for their customers' vacation experiences. Through this series, travel advisors have the flexibility of learning about the Theme Park Capital of the World anywhere, at any time.

For more information, visit www.visitorlando.com

Carmen Rasnick, MBA, CNU-a, is the new Fiscal Manager with the City of Orlando and can be reached at <a href="mailto:carmen.rasnick@gmail.com">carmen.rasnick@gmail.com</a>.

#### **MAKE PLANS TO ATTEND THE ANNUAL MEMBER MEETING!**

The 2021 Annual Member Meeting will be held at the InterContinental Miami in downtown Miami on August 31 at 6:30 pm. At this meeting, members will be asked to VOTE on the 2022 Budget, the 2022 Strategic Operational Plan, and the 2020 Legislative Program and Position Statements.

The agenda and the materials to be voted on are posted on the Chapter website at <u>florida.planning.org</u>. Please take the time to review them before September.

For those members who are unable to attend the annual meeting but who wish to vote on these items, a proxy system has been created. This proxy system form allows you to decide whether you want to **REGISTER YOUR VOTE IN ADVANCE** and submit it to the Chapter Office for use at the

annual meeting **OR DELEGATE YOUR VOTE** to another member who will be attending the annual meeting if you are unable to participate. A proxy voting form, which may be reproduced, can be downloaded from APA Florida's website at florida.planning.org.

There are two important requirements when using the proxy voting form: 1) Mailed proxies must be received at the Chapter Office by August 23 to ensure timely receipt and transfer to the meeting; 2) all proxies, whether mailed or hand-carried, must be verified by the APA Florida Secretary or Executive Director so please completely and legibly fill out all required fields on the proxy.

If you have any questions, please contact the Chapter Office at 850-201-3272 or <a href="mailto:fapa@floridaplanning.org">fapa@floridaplanning.org</a>.



#### [TRAIL] **PLANNING**

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#### IF YOU BUILD IT, THEY WILL COME

Benches, tables, drinking fountains are all basic staples of trail planning, but what makes a trail a memorable experience? With more than 400,000 annual users per year, The Legacy Trail extension is outfitted with modern amenities such as bike repair stations, electronic totem counters, and future trail plans to bifurcate the trail to define dedicated segments for bicyclists and other users.

Trail heads along the corridor are planned as destination areas and have been designed to incorporate areas for food truck parking, bicycle education classes and popular recreational activities such as pickleball.

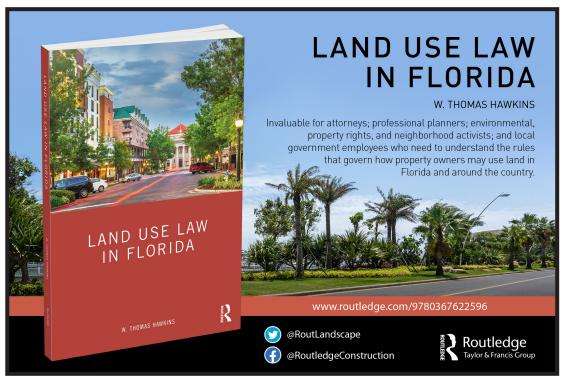
#### **CONNECTING COMMUNITIES**

Trails connect our communities by providing mobility access to all users regardless of age, ability, income, race, and ethnicity. Since the 1920s, Sarasota County has been home to the unique community of Pinecraft, which is located along the proposed Legacy Trail extension. Pinecraft is a bicycle and pedestrian centric community of mostly Amish and Mennonite residents which number around 500 permanent residents, but increases to nearly 5,000 during the winter season. Approximately 40 perent. of the year-round households do not own a vehicle and the share increases dramatically during the winter season. For this community in particular, access to these multimodal trail corridors is an enhancement to their every day lives.

In 2018, Sarasota County updated their Trails Master Plan to reflect the growing needs and demands for enhanced trail systems. For more information, visit our website at scgov.net.

Patrick Lui is the Bicycle, Pedestrian and Trails Coordinator for Sarasota County and can be reached at plui@scgov.net. Shravanthi Gopalan Narayanan is with Sarasota County's Transportation Planning and can be reached at snarayanan@scgov.net.





# vacation rental 'Condo'ndrum

By Rebeca Guerra, AICP, LEED AP, CPD

When the State of Florida passed legislation in 2011 that prohibited municipalities from regulating vacation rentals, planning departments statewide for a loop. Even though the legislation included a provision that "grandfathered" regulations adopted prior to June 1, 2011, legal opinions differed as to whether those regulations could be modified afterwards.

In 2014, the legislature passed SB 356, which gave municipalities the ability to adopt standards for these rentals which would serve to address nuisances and protect the public's health, safety, and general welfare.

SB 356 still held, however, that no local government could ban these uses or regulate their duration, regularity, or location. Even though this provided municipalities the ability to mitigate troubling issues, it still left many of them confused as to how those mitigation strategies could be incorporated within their respective land development codes.

Generally speaking, most have taken the stance that changing any aspect of their existing regulations will have the consequence of negating their "grandfathered" status. As a result, the solution for many has been to create a licensing or registration procedure for this type of rental unit which has, as part of its enrollment process, minimum requirements and restrictions for the rental unit's use and operation. This solution (i.e. a registration process) is in fact what the City of Fort Pierce is currently proposing in order to regulate, consistent with state law, both short-term and vacation rentals.

To avoid any conflicts with the state's restrictions on governing the location or zoning of the units, the City

of Fort Pierce has placed the proposed registration process not within its land development ordinances, but instead, in its licenses, taxation, and business regulations chapter. Moreover, the registration process, as currently proposed, will be required of all short-term and vacation rentals and will be a separate process from any current regulatory provisions in the city's land development ordinances.

There were some basic, key issues that were researched and addressed when the proposed registration process was being created by the city's Short-Term / Vacation Rental Task Force. These issues included how occupancy and parking would be calculated, which as the task force quickly came to understand, were not only very much related, but could influence how the other would be determined. Minimums and maximums for each were established based on gross square footage of the residence and the site itself. Potential nuisances were also at the top of the list of issues, with particular emphasis on noise.

The task force wanted to take a common sense, straightforward approach to "measuring" sounds emanating from these rental units which would not require elaborate or difficult machinery to operate.

The proposed ordinance addresses noise that is plainly audible from the rental unit's property line, or in other cases, would reasonably disturb others in the vicinity. Enforcement and violation components of the new ordinance were also important to the task force as it knew that without adequate administration and execution, even the best regulation would be doomed

#### [RENTAL] 'CONDO'NDRUM

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to fail. Instead of creating a new process, and possibly creating more confusion, the existing code and enforcement process was modified and tailored to the proposed ordinance's language.

There were also some not-so-basic or obvious issues that the Task Force realized need to be identified and addressed as part of the proposed registration process. They involved restrictions on commercial events (e.g. an event with the purpose of making money), as well as guidelines for advertising, pets, tents (camping, not canopy), providing local phone service, guests (especially their parking and when they must vacate the premises), and mandatory evacuations in the event of disasters. The task force used the approach of taking aspects of existing code and combining those with regulations from other Florida municipalities to create new standards for shortterm and vacation rental uses.

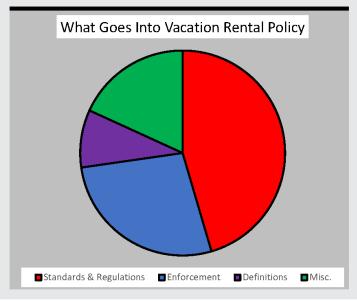
In conclusion, there is no singular, standardized way to create a regulatory process for a municipality's management of short-term and vacation rentals.

> Nor is there a "checklist" which would encompass all of the issues that would need to be addressed as part of that regulatory process. That would be too easy. But if time is taken to document what the concerns of the residents and rental community have brought up in the past, one can get a sense for what issues need to be specifically noted and administrated. Research may then be undertaken to learn the ways in which other local governments have addressed these issues, and also possibly discover what other areas may have been missed or overlooked. Each municipality is distinct and unique, and their process for writing regulatory standards, along with their ultimate implementation, should always reflect those nuanced differences.

Rebeca Guerra, AICP, LEED-AP, CPD is the Assistant Director of Planning for the City of Fort Pierce. She can be reached at rguerra@cityoffortpierce.com.

Types of Issues			
Basic	Not-So-Basic		
Parking	Guests		
Occupancy	Commercial Events		
Noise (and other nuisances)	Tents		
Enforcement	Evacuations		
Responsible Parties/Person	Pets		
Advertising	Information		
Fees	Local Phone Service		













## Summer Resiliency Reflections

#### By Kim Ogren

This piece started with an inquiry:

How are planners responding to shorter storm development times (especially in the Gulf), inequitable distribution of FEMA recovery funding and disaster impacts, unprecedented (even for Florida) migrations, and uncertain behaviors in the face of climate-induced emergencies?

Three insightful interviews and many hours of research later, I'm left to offer not so much a response, but this: We, my friends, are in the middle of it. Prepared for complexity, planners are holding multiple and often opposing truths in unprecedented ways. My conversations revealed this collection of paradoxes that Florida planners manage:

- Hurricane Michael confirmed a few things: There's nothing routine or normal about disasters. Same goes for human behavior, such as evacuation, in response to those disasters. Norms are emergent and the events seem instant. Also, hurricanes are not a solely coastal event. Academic research on human behaviors and storm behaviors is prolific and not as practically accessible for decision-makers.
- The future is now. Planning and preparation are happening
  in the same space. For many smaller areas throughout our
  states the Emergency Managers' Local Mitigation Strategy
  Working Groups that may be the best opportunity for putting
  ideas we typically hold for long term conversations into imme-

- diate action. In this way, we stand to get immediate feedback on efficacy and use the experience to inform gaps in the planning side of the house.
- The Census does not count non-permanent residents. Not all residents respond to the Census. Polling and additional surveys are expensive. So, who are your people? How do you know?
- The investments in relatively sophisticated and robust programs designed to prepare for climate change, such as those in Southeast Florida, still rely heavily on individual and interdepartmental coordination. It still boils down to the capacity and budget put towards sharing.
- Across the nation and state, planners may share experiences with the drivers of change natural events, economic events, political events but in reality, must work independently, one local government at a time, to plan for how communities respond.

#### [SUMMER] REFLECTIONS

continued from page 12

Near as I can tell, summer is the perfect time to reflect and check in on how we think about the roles we play and the core capacities we bring to our jobs in such challenging times. We are trained problem solvers and need to bring all we can to bear. I offer the following for your consideration, with a hat tip to those working in local governments. My humble suggestions for bringing your best to the issues before you:

Keep a beginners mindset. Don't wait for someone else to define the path. Look for ways to build bridges and connect dots from where you are. Ask bold questions. Be "intrapreneur" around equity. Bring data gaps up in meetings. Keep the AICP code of ethics handy for motivation.

To get your head in the game, scan your environment. Think outside your current practices. Look at what's going on in other departments. Planners working with tight budgets can embrace their Emergency Managers' mitigation planning processes. If you want to build something from scratch that can be right-sized for your community's tolerances, look at Adaptation Action Areas, which are an underutilized and flexible tool that can catalyze protective planning efforts.

Cross pollinate. Until you figure it out. Be patient. Then strike when you see an opening. Repeat. Too much coordination without power and influence might not move the needle. Yet building relationships, trust, and understanding of the various programs and people we need take time to understand. Be mindful of why you are coordinating. Keep your strategic questions handy and put them in play when you can. Keep adding pebbles and watch the ripple effects.

Finally, double-down on building knowledge. Scio-demographic research is essential. Even with these new, agile ways of being, we cannot escape our purpose to protect life. Research and polling are expensive and worth it. Budget for its collection, interpretation and dissemination across a variety of vectors. Find ways to partner to renew investments in routine, county, regional and state research.

Enhance your datasets, create vertical pathways for lifting that data up. Create spaces to share what you are learning. Make regular, different ways to collect, compile, frame, use data an important part of the work. Find ways to make information meaningful. Find ways to make data practical and not theoretical. Polling. Engagement with community derived data. Spring from a news piece that concludes something inaccurately or criticizes an action accurately.

**Bibliography:** There is one. Feel free to contact me to obtain a list of my sources and other resources to frame future conversations around these issues.

**Note:** The author wishes to thank the following for their time and insights: Rich Doty, Research Demographer at Bureau of Economic Research, Bay County's, Frankie Lumm, Chief of Emergency Management, Kimberly Brown, Planning Supervisor for Long Range Planning, Miami-Dade County.

Kimberly Ogren is the founder of Ogren Planning & Communications. She can be reached at <u>kim@kimogren.com</u>.



In a Livable Community, people of all ages can

#### GO FOR A WALK

**GET AROUND WITHOUT A CAR** 

**ENJOY PUBLIC PLACES** 

**WORK OR VOLUNTEER** 

FIND THE SERVICES THEY NEED

SHOP, SOCIALIZE AND BE ENTERTAINED

LIVE SAFELY AND COMFORTABLY

... and make their town, city or neighborhood a lifelong home.



#### **PUBLIC SPACES:**

## The Winters Springs Parks Master Plan

By Luis Nieves-Ruiz, AICP & Matt Siebert

The importance of parks and trails grew even more evident during the coronavirus pandemic. Cabin fever became a symptom of statewide quarantines and residents sought to escape to outside recreational amenities, only to be met by crowds who were seeking the same thing.

In some communities, the capacities of existing bicycle and pedestrian infrastructure were pushed to their limits from the waves of new and experienced trail users. Bicycle trail gaps became frustratingly obvious and limited greenspace left residents asking "Why?" As the presence of the pandemic wanes, people are experiencing a residual desire to continue active lifestyles at parks and trails.

Last year, the City of Winter Springs was awarded a Community Planning Technical Assistance (CPAT) Grant through the Department of Economic Opportunity. The city partnered with the East Central Florida Regional Planning Council (ECFRPC) and used the grant to develop a new Parks and Recreation Master Plan that aimed to: 1) identify existing conditions; 2) develop an economic analysis for future recreation infrastructure; 3) engage the public; and 4) provide recommendations. Through the master plan, Winter Springs desired to capitalize on the recreational, health, and economic benefits that their amenities brought to residents and business owners, and to plan for the future vision of parks and recreation.



The master plan's existing conditions analysis showed that Winter Springs benefits from having an extensive inventory of pedestrian, bike, and recreation infrastructure, such as the iconic Cross Seminole Trail. It also proved that there is room for improvement.

The ECFRPC found that some neighborhoods have missing sidewalk links to parks and trails, and the city has approximately 11 miles of marked bicycle lanes that are mostly located on wide roads that experience high traffic volumes. This results in a disproportionate number of pedestrian-vehicle collisions at intersections on those roads. The report also included a comprehensive inventory of all city parks and their on-site amenities, ranging from water fountains to bicycle service stations to shade coverage.

The development of the master plan was also an opportunity to get feedback from residents regarding their preferred recreation opportunities. For instance, residents have been clamoring for facilities that support pickleball, one of the fastest growing sports in America because of its combination of physical exercise while not being too stressful on the body. After the results of the public engagement exercises, the City of Winter Springs agreed to move forward with building new pickleball courts at a number of its park locations.

The COVID-19 pandemic showcased the need for more and better public spaces. The surge of parkgoers can bring positive impacts to communities and their residents. Physical exercise on trails or at parks can increase physical and mental well-being, and can bring the community closer through social events and sports. The Winter Springs Master Plan shows that planners can play an important role in the development of recreational assets such as parks and trails, thus contributing to the quality of life of Florida's communities.

Luis Nieves-Ruiz, AICP and Matt Siebert are with the East Central Florida Regional Planning Council and can be reached at <a href="mailto:lnievesruiz@ecfrpc.org">lnievesruiz@ecfrpc.org</a> and <a href="mailto:msiebert@ecfrpc.org">msiebert@ecfrpc.org</a>.



# FLORIDA'S Hawnthomas Gem

NATIONAL SCENIC TRAIL THIS IS THE FLORIDA TRAIL A Marked Footpath the Length of Florida being Developed by the Florida Trail Association in Cooperation with Private & Public Landowners PLEASE OBEY THESE RULES: PROTECT ALL WILDLIFE: WALK ONLY ON MARKED ROUTES
NO LITTERING, CARRY IT OUT-LEAVE GATES AS FOUND,
OPEN OR CLOSED-GO UNDER FENCES OR USE CROSSINGS
CAMPS OR FIRES ONLY WHERE DESIGNATED
REPORT ALL IRREGULARITIES
(Persons not obeying these rules subject
to prosecution under Florida Statutes)

Amongst the hiking community, the Florida National Scenic Trail (FT) offers some of the best and most diverse views in the entire country. One of 11 National Scenic Trails, the Florida Trail is the only place hikers can wade through wetlands, navigate cypress knees, and meander alongside the Gulf of Mexico. Despite being more than 1,500 miles long, most Floridians have no idea their favorite "hidden gem" is part of the expansive, statewide network of trails. We like to say that the Florida Trail is connecting Florida's public lands.

Established in 1983, Congress delegated the administration of this recreational resource to the U.S. Forest Service. Together with the Florida Trail Association (FTA), a non-profit volunteer organization, the trail has added over 800 additional miles of trail since its inception. Preserving Florida's landscapes while also navigating the demands of the state's ever-increasing population is no small feat and is only possible through the help of a coalition of land managers and partners.

This team comes together with the U.S. Forest Service to form the Florida Trail Coalition. Meeting biannually, the Coalition works to advance the goals outlined in the <a href="Strategic Plan">Strategic Plan</a>. Using the <a href="Comprehensive Plan">Comprehensive Plan</a> as a guiding force, this unique partnership model promotes collaboration across over one hundred different land units, ensuring that the wide spectrum of landowners' needs and recreationists' interests are being met.

The Comprehensive Plan was established in 1986, giving guidelines for how the trail should be administered. The plan covers everything from where new trails should be made to agency coordination. The Strategic Plan is a 5-year plan started in 2012. It expands upon the goals outlined in the Comprehensive Plan. Now on its second iteration, the Strategic Plan identifies four major goals: promote connections, complete the trail, sustainable management, and strategic partnerships.

The U.S. Forest Service and the FTA work year-round to ensure that those goals are achieved. Whether through a new suspension bridge within Eglin Air Force Base or providing a virtual picturesque journey in the <a href="Natural Community Ecology on the Florida Trail">Natural Community Ecology on the Florida Trail</a> story map, each project ensures that each one of the signature FT orange blazes gets the recognition they deserve.

Although the trail has seen incredible growth over its lifetime, it is still not fully complete. In pursuit of completing the trail, the U.S. Forest Service strives to eliminate roadwalks. These are roads that thru-hikers use to connect gaps in the trail. Eliminating these gaps will improve hiker safety while maintaining access to resupply points and the trail's <a href="Gateway Communities">Gateway Communities</a>. These communities have partnered with the FT to provide hikers with accommodations, grocery stores, and more.

The Florida Trail has a network of support across the planning community. The U.S. Forest Service coordinates with planning organizations to secure the FT as a highlighted opportunity in both the recreation and transportation spheres. Appearing in comprehensive and transportation plans ensures the Florida Trail is a natural resource that is here to stay, so that all Floridians have the opportunity to experience a natural Florida.

Shawn Thomas is the Florida National Scenic Trail Administrator for the Appalachian Trail Liaison – Southern Region of the U.S. Forest Service and can be reached at <a href="mailto:shawn.c.thomas@usda.gov">shawn.c.thomas@usda.gov</a>.

## Resiliency: The Next Wave of Florida Planning

By Susan Swift, AICP

On May 12, Governor DeSantis signed SB 1954 and SB 2514 that authorize local resilience plans, a statewide plan and significant funding to support and implement those plans. Not one legislator, in either house, voted against it.

Sponsored by state Senator Ray Rodrigues and Rep. Busatta Cabrera, Senate Bill 1954 creates programs and authorizes funds under the auspices of the Florida Department of Environmental Protection (DEP) to undertake major tasks at all levels of government. This builds upon the mandate for local government comprehensive plans to analyze the "perils of flooding" and recognizes that it is a costly effort with little available data.

As such, SB 1954 calls for a comprehensive program that:

- Creates the Resilient Florida Grant Program to be used for developing plans, as well as implementing priority projects that address the risks to "critical assets"
- Establishes the Florida Flood Hub for Applied Research and Innovation at USF's College of Marine Science to develop and maintain accessible data and models
- Requires DEP to draft an Annual Statewide Flooding and Sea Level Rise Resilience Plan by Dec. 1, 2021 and each year thereafter
- Mandates that DEP create a statewide flood vulnerability and sea level rise data set by July 1, 2022
- Requires DEP to use the SLR data to complete a statewide vulnerability and sea level rise assessment by July 1, 2023
- Assigns several monitoring and reporting responsibilities

The urgency is reflected by the short timeframes for the major tasks. While working on the first statewide plan and rulemaking, the Department of Environmental Protection has published the grants. The grants will be formatted similar to Florida's Beach Management grants. View the legislation here.

The second piece of legislation, Senate Bill 2514, establishes the Resilient Florida Trust Fund, also under DEP, which will house funds to be used for the items above. Although it's a drop in the bucket

compared what is needed to avoid catastrophe, the \$640 million authorized is a meaningful first step and a significant commitment.

In addition to the funding, the legislation acknowledges that all levels of government should be part of the solution — and they need statewide resources to make their own plans effective. Water doesn't stop at jurisdictional boundaries and the program includes important features that address:

- Coastal and inland flooding
- Unified and coordinated data
- Regional efforts
- Annual monitoring and regular plan and data updates

Even national organizations like the Urban Land Institute and the American Flood Coalition have applauded Florida's legislation because it  $\underline{\rm IS}$  comprehensive. Welcome to Generation 3 of Florida leading the nation in comprehensive planning - 1975, 1985, 2021.

Susan Swift, AICP, is the Discipline Leader for Planning Services for Colliers Engineering & Design (formerly Maser Consulting, Inc.), in their Tampa office. She can be reached at <a href="susan.swift@colliersengineering.com">susan.swift@colliersengineering.com</a>.



### The Doctrine of Customary Use - Drawing Lines in the Sand

by: David A. Theriaque, Esq., S. Brent Spain, Esq., & Benjamin R. Kelley, Esq.

It is summertime at your favorite beach which your family has visited for many decades. You are relaxing on a beach towel on the dry sand while your two sons Romulus and Remus are building sandcastles. Suddenly, the owner of the beach house behind you starts yelling at you to get off of his beach. Must you leave or can you tell the owner to pound sand? Welcome to the doctrine of customary use, which pertains to the public's ability to use privately-owned dry sand on a beach for customary recreational purposes.

In *City of Daytona Beach v. Tona-Rama, Inc.*, 294 So. 2d 73 (Fla. 1974), the Florida Court stated as follows:

The beaches of Florida are of such a character as to use and potential development as to require separate consideration from other lands with respect to the elements and consequences of title. The sandy portion of the beaches are of no use for farming, grazing, timber production, or residency — the traditional uses of land — but has served as a thoroughfare and haven for fishermen and bathers, as well as a place of recreation for the public. The interest and rights of the public to the full use of the beaches should be protected.

Id. at 77 (emphasis supplied). Consequently, the Court held:

If the recreational use of the sandy area adjacent to mean high tide has been [1] ancient, [2] reasonable, [3] without interruption and [4] free from dispute, such use, as a matter of custom, should not be interfered with by the owner. However, the owner may make any use of his property which is consistent with such public use and not calculated to interfere with the exercise of the right of the public to enjoy the dry sand area as a recreational adjunct of the wet sand or foreshore area.

Id. at 78 (internal brackets and numbering supplied).

In so holding, the Court explained that the "right of *customary use* of the dry sand area of the beaches by the public *does not create any interest in the land itself,*" but rather creates a superior "right of use" that "cannot be revoked by the land owner." Id. (emphasis supplied). In other words, "[t]he general public may continue to use the dry sand area for their usual recreational activities, not because the public has any interest in the land itself, but because of a right gained through custom to use this particular area of the beach as they have without dispute

and without interruption for many years." Id.

In 2007, the Fifth District Court of Appeal held that it is "impossible precisely to define the geographic area of the beach for which evidence of a specific customary use must be shown, because it will depend on the particular geography and the particular custom at issue." *Trepanier v. Cty of Volusia*, 965 So. 2d 276, 289 (Fla. 5th DCA 2007). Moreover, the Fifth District held:

To establish a customary right, we do not suggest that the County must prove that cars, horses, or other modes of transportation have customarily traversed and parked on Appellants' specific parcels of property. Rather, we read Tona-Rama to require proof that the general area of the beach where Appellants' property is located has customarily been put to such use and that the extent of such customary use on private property is consistent with the public's claim of right.

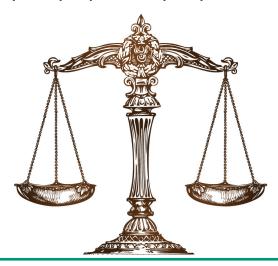
Id. at 290 (emphasis supplied).

Thus, the Trepanier court noted that customary use "could be established by proof that driving and parking are an ancient, peaceable, certain, constant and reasonable use of the entire coast contained within Volusia County." Id. (emphasis supplied).

The doctrine of customary use is currently being litigated in Walton County, Indian River County, and the Town of Redington Beach. The Walton County lawsuit involves the most parcels (1,194) and defendants (934).

Your ability to continue to utilize your favorite beach may depend upon the outcome of these cases. Stay tuned!!!

David A. Theriaque, Esq., S. Brent Spain, Esq., and Benjamin R. Kelley, Esq., are all principals at Theriaque & Spain Law Firm.



### **PLANNERS ON THE MOVE**

#### **EAST CENTRAL FLORIDA RPC STAFFING CHANGES**

**Anthony Esposito** was recently promoted to Planner I. Anthony is currently a second-year student at the University of Central Florida's Masters in Urban and Regional Planning program.

**Daphne Green, AICP**, was recently hired as a Planner III. Daphne has a Master of Science in Planning from Florida State University and has ample experience in health planning.

**Edwin Rivera** was recently hired as a Planning Intern. Edwin recently graduated from the University of Central Florida with a Bachelor of Arts in Political Science and a minor in Urban Planning.

#### FRANTZ MOVES TO WALDROP ENGINEERING



Jeremy Frantz, AICP, is the new Principal Planner/Senior Project Manager in Waldrop Engineering Inc.'s Bonita Springs office. Jeremy has nine years of experience in land use planning, with specialization in comprehensive planning, land development code rewrites/updates, and community facilitation. Jeremy's experience

includes seven years with Collier County Growth Management Division directing Land Development Code updates, land use studies, and operational management, most recently as Planning Manager.

Jeremy has a Master's Degree in Urban and Regional Planning

from the University of Florida and is a certified planner with the American Institute of Certified Planners (AICP).

#### **KELLY JOINS ETM**

After a combined 18 years at GAI Community Solutions Group, **Doug Kelly, AICP, CSI**, joined England, Thims and Miller's Lake Mary office as a land development manager.

## HARTLEY LEADING TINDALE OLIVER'S COMMUNITY PLANNING TEAM

**Catherine Hartley, AICP, CNU-a**, joined Tindale Oliver to lead our Community Planning & Design Solutions team. For the last 17 years, she has worked for both the public and private sectors, focusing her energy on the integration of land use, transportation, and site design and making traditional, walkable places legal in comprehensive plans and zoning codes.

#### **RASNICK NEW FISCAL MANAGER FOR ORLANDO**



**Carmen Rasnick, MBA, CNU-a**, started in May as the new Fiscal Manager for the City of Orlando. Carmen has a master degree from FSU that focuses on real estate. She was previously a senior planner at GAI Consultants where she worked in the areas of CRAs, affordable housing, and comprehensive planning.





#### Where are you originally from?

I was born in Hong Kong, but I grew up in Cranston, Rhode Island.

#### What college/university did you attend?

I received my B.A. in Planning and Public Policy with a minor in Economics from Rutgers University, with additional Certificates in Real Estate Development and in Housing and Community Development. After that, I attended the University of Southern California, where I completed my Master's in Public Policy, my Master's in Planning, and Graduate Certificates in Public Management and in Homeland Security and Public Policy.

#### Who is your current employer?

I'm currently serving as Technical Vice-President, Planning at The Corradino Group. Headquartered in Doral, we have offices from here to Nashville, Indianapolis and Detroit and have done work throughout Florida and nationally.

#### What is your current and any past positions in APA Florida and/or APA National?

This year, I have the privilege of serving as a Conference Chair for the Florida Planning Conference this year in Miami! We look forward to seeing you here! I'm also the Immediate Past Chair of the Gold Coast Section, where I have also served as the Vice-Chair, the Professional Development Officer, and the YPG (now called EPG) Ambassador.

#### What would you be doing now if you hadn't chosen the planning profession?

Well, I started off as a Chemistry and Molecular Biology and Biochemistry double major, with a minor in Psychology, and was at one time an Undergraduate Fellow in Chemistry assigned to a research lab working on molecule with potential as a colon cancer treatment, so I probably would have been in medicine or something in a science field. Though I likely would have veered off and started my own brewery and restaurant at some point!

#### Are you a member in other planning or non-planning boards, committees or organizations?

Outside of planning, I serve as the Elections Chair and a member of the Ratings Committee in my local softball league (which is one of 46 member city leagues in a national league).

Would you like to share anything about your family? I have two sisters and a brother.

#### What are your hobbies and interests?

During the weekends, I play softball, kickball, and occasionally team dodgeball in local leagues. I also travel for softball tournaments across the country – my local team just won its berth for this year's World Series in our national league. Kicking back at home though, I enjoy gardening and cooking, and the occasional saucy tv show (hey, I'm human). Did I mention I very much enjoy good food and wine?

#### Ever had your 15 minutes of fame?

This counts, right?!?!!?

#### Do you have any advice to new graduates in your field/career tips?

There are such things as stupid questions, but people are more forgiving of you when you first start out anyway so you might as well ask now!!! On a more serious note, take chances, volunteer to do the nitty gritty others may shun, and stick to your convictions. Live in a way where you won't regret time lost, because not being able to rewind time, and being able to carry experiences and lessons forward, are two sides of the same coin. The key here is, when things get tough, to remember - what you carry forward is, and will always be, well within vour control (even if it doesn't feel like it sometimes).

#### What have you gained or learned by being a member in APA Florida?

The wheel is greased by those who understand how motivation works. And to be thankful for everything your teammates do because it does take a lot for people to volunteer, and we take that for granted sometimes.

#### Is there a particular state planning topic you'd like to comment on or feel fellow planners need to follow?

Everyone says a lot about sea level rise and sustainability, so l guess saying that might be beating a dead horse at this time. But, what the last year has taught me is the value of relationships, and the implications it has in enabling social resiliency and planning, as well as how we think about the interrelatedness of space. When society places more value on the nature of the experience, especially after trauma, we need to consider the implications on physical aspects of place. We often focus on form as planners, but human nature - our connections and sentiments, touches more than that, in everything from land use and urban design to transportation, economic development, and health in planning as well.

## **APA FLORIDA WORKING FOR YOU**



#### **2021 FLORIDA PLANNING CONFERENCE**

The APA Florida Conference Committee has been hard at work for FPC 2021 — "Savor Diversity" — in Miami! With more than 50 sessions, seven mobile tours and four trainings, the team has put together a fun and engaging conference experience highlighting the best of the Magic City. APA Florida is also closely monitoring COVID-19 and CDC protocols to ensure a safe conference for all.

We hope to see you in Miami Aug. 31 – Sept. 3 ...

bienvenido a Miami!

## **EXECUTIVE COMMITTEE PROVIDES MENTORING TO FAICP NOMINEES**

The chapter executive committee nominated eight FAICP candidates for the 2022 cycle. As part of this effort, APA Florida is providing ongoing assistance, mentoring, and review of applications prior to their submittal in August.

## APA FLORIDA WINS OUTSTANDING CHAPTER OF THE YEAR

The APA Chapter President's Council awarded APA Florida with the Karen B. Smith Award for Outstanding Chapter Achievement due to its "becoming a leader in chapter-level equity, diversity and inclusion efforts and also an outstanding leader in ongoing advocacy and policy-related efforts that provide training to their members and supports their efforts to advocate on behalf of the planning profession."

We are thrilled the Chapter is a model for both EDI efforts and policy work.

#### RETREAT AND STRATEGIC PLANNING

In May, the APA Florida Executive Committee gathered in Lakeland for a biannual strategic planning retreat. During the retreat. Executive Committee members completed a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to put together strategic priorities over the next two years in the following categories:

- Planning and the Community
- Membership Growth and Community Engagement
- Communications
- Professional Development & Continuing Education
- Section Support
- Governmental Affairs
- Chapter Office & Executive Committee Support.

Look for new initiatives, programs, and campaigns to implement these ideas coming soon!

#### [MEMBER] **Q&A**

continued from page 19

## Do you have a planning or personal achievement to discuss?

I'm really proud to have just finished off, with some absolutely fantastic and amazing folks to work with, a complete overhaul of Fort Lauderdale's Comprehensive Plan. It's awesome to work on a project that I started as an entry level planner on, following directions and learning on an evaluation and appraisal report, and where I ended, after much time and effort as the consultant project manager, writing policy that hopefully will help advance good planning and quality of life in a great, vibrant city with so much to offer.

#### Anything else you would like us to know about you?

Inquire within for cross country solo trip and international travel stories. And discussions on favorite foods and great places to eat.

#### [CONSULTANTS] DIRECTORY

#### **Advertise in the Consultants Directory**

The Consultant Directory is a fitting place to showcase your firm. \$250 buys space for a year in the newsletter (five issues) plus inclusion in our webbased consultant directory. Display add to promote your business, conference, projects and more are available. Contact the Chapter office at 850-201-3272 for rates and details.



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#### [FLORIDA] PLANNING

Published by the Florida Chapter, American Planning Association, the Florida Planning newsletter has a current circulation of 3,200 members, subscribers and other readers. Four issues are published a year.

#### **CHANGES OF ADDRESS**

For APA members, Send to:
Member Records Department
American Planning Association
205 N. Michigan Ave., Ste. 1200
Chicago, IL 60601

Fax: 312-786-6700 or log onto www.planning.org/myapa

#### **ARTICLES**

Florida Planning welcomes articles, announcements, letters, pictures and advertising. Call 850-201-3272 regarding articles. The next issue will be published October 2021.

#### **DEADLINES**

Article deadlines are generally four weeks prior to publication.

Ad deadlines are generally two weeks prior to publication. Consult the editor for any exception to this schedule.

#### **ABOUT THE CHAPTER**

APA Florida is a non-profit organization funded through membership dues and fees.
Contributions are also welcomed for general purposes and earmarked programs. Please note that contributions are not tax deductible.

For news and information on Chapter concerns, visit the APA Florida website at florida planning.org.

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### [THANK YOU] TO OUR ANNUAL SPONSORS













#### [UPCOMING] EVENTS

#### **AUG 6: THE SWAMP PEDDLERS PLANNING SYMPOSIUM**

**Punta Gorda.** Writer and historian Jason Vuic will talk about his book, The Swamp Peddlers: How Lot Sellers, Land Scammers, and Retirees Built Modern Florida and Transformed the American Dream. This program will also feature discussion with local planners, attorneys and historians about the history of Charlotte County, general development, and how it relates to the present, the redevelopment of Punta Gorda and the legacy of the Promised Lands in Charlotte County in relation to the Southwest Florida story. Information <a href="here">here</a>. **Free. 3 CM**.

## AUG. 13: RETROFITTING BEDROOM COMMUNITIES FOR AN EQUITABLE AND SUSTAINABLE FUTURE

**Webinar.** The Planning Webcast Series will host a webinar that looks at the regional planning promoted growth and development that, for decades, kept employees increasingly further away from employment centers. This has resulted in urban sprawl, displacement and gentrification, and the infringement on natural and working lands at the rural-urban interface. This "set it and forget it" approach to planning is not sustainable economically or environmentally. Panelists will describe the challenges that metropolitan planning organizations (MPOs) face, as well as specific opportunities and programs they are working on to make positive changes that will continue decades into the future. Information here. **Free. 1.5 CM when viewed live.** 

#### AUG. 31 – SEPT. 3: 2021 FLORIDA PLANNING CONFERENCE

**Miami.** Join us as we Savor Diversity in the Gateway to the Americas! Bienvenidos a Miami! It's been a couple of years since we've been able to gather together as a community — and there is no better place to revive our planning juices than ever dynamic, ever vibrant Miami! Registration ends on Aug. 20. **There will be NO on-site registration.** Information here.

#### **SEPT. 2: THE VALUE OF TRAIL ASSESSMENTS**

**Webinar.** American Trails and the National Off-Highway Vehicle Conservation Council will cover not only the importance of conducting trail assessments but also how to turn those assessments into descriptive reports that facilitate trail improvements. Information <a href="https://example.com/here">here</a>. **Free. 1.5 CM.** 

#### Sept. 9: Developing a Property Rights Element for Your Community

**Webinar.** Adopted as a result of the 2021 Legislative Session, HB 59 amended Florida's Community Planning Act to require each local government "to include in its comprehensive plan a property rights element." Each local government must adopt this new element "by the earlier of the date of its adoption its next proposed plan amendment that is initiated after July 1, 2021, or the date of the next scheduled evaluation and appraisal of its comprehensive plan." In response, 1000 Friends of Florida has authored a model property rights element which meets the applicable standards of the Community Planning Act as well as affirms local government support for the rights of all people to participate in planning decisions that affect lives and property. Information here. **Free. 1.5 Law CM.** 

For more information on these and other APA Florida events, please visit <a href="mailto:florida.planning.org/calendar/">florida.planning.org/calendar/</a>