



Item No. 11c

AGENDA ITEM REQUEST FORM

Town Manager

Connie Hoffmann

Department Submitting Request

Dept Head

REGULAR
COMMISSION MTG
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

ROUNDTABLE/
SPECIAL MEETING
Meeting Dates / TIME

DEADLINE TO
Town Clerk
7 Days Prior (noon)

- July 12, 2011
- July 26, 2011 SPECIAL BUDGET 5:30 PM
- July 26, 2011
- Aug 23, 2011
- Sept 12, 2011 1st PUBLIC HEARING
- Sept 13, 2011
- Sept 26, 2011 2nd PUBLIC HEARING
- Sept 27, 2011

- July 01 (5:00 pm)
- July 15 (5:00 pm)
- July 15 (5:00 pm)
- Aug 12 (5:00 pm)
- Sept 01 (5:00 pm)
- Sept 02 (5:00 pm)
- Sept 15 (5:00 pm)
- Sept 16 (5:00 pm)

- Insert Date/Time

- Presentation
- Resolution
- Reports
- Quasi Judicial
- Consent
- Old Business
- Ordinance
- New Business

FY2011 DESIGNATED HIGH PRIORITY ITEM
PRIORITY TOPIC: Economic Vitality (Hotel Industry)

SUBJECT TITLE: Planning Priority #2 – Planning Research for Code Modifications to Support the Hotel Industry

EXPLANATION: At the June budget workshop, the Commission agreed that developing code changes to support the hotel industry was a planning priority. You may recall that the schedule called for us to start in July with the assistance of a contract planner and some interns or a planning technician. Planner Cecilia Ward gave us a cost of \$3,000 worth of work to get the project going and to define and direct the work of the interns or planning technicians.

Funds are available in the Development Services budget for this cost.

RECOMMENDATION: Authorize retention of Cecelia Ward of JC Consulting Inc for \$3,000 to perform the work of the contract planner on this project.

EXHIBITS: List of assignments anticipated under Priority #2

Reviewed by Town Attorney
 Yes No

Town Manager Initials CH

Priority# 1: MODIFY THE CODE TO ENCOURAGE INVESTMENT IN AND REDEVELOPMENT OF EXISTING HOTELS, TO DISCOURAGE THE CONVERSION OF TOURIST UNITS TO RESIDENTIAL USE, AND TO FACILITATE THE DEVELOPMENT OF NEW HOTELS:

Timeline: 6 months July 2011 – January 2012

Projected Cost:

- *Planning Intern/ Tech: 80 hrs @ between \$25 and \$40 pr hr = \$2,000 - \$3,200*
- *Zoning & Code Supervisor : 15 hours @\$42 hr= \$630 (on salary)*
- *Contract Planner: 30hrs @ \$100 pr hr = \$3,000 ✓*
- *Town Planner : 80 hours @ \$50 hr = \$4,000 (on salary)*
- *Town Engineer : 6 hours @ \$100 hr -= \$600*
- *Traffic Engineer : 20 hrs @ \$150 = \$3,000*
- *Hotel Industry Professional: 15 hours @ \$150 hr = \$2,250 ✓*
- *Town Attorney: 10 @ \$215 hr = \$2,150 (part of Attorney's budget)*

Total Project Cost: \$17,630 - \$18,830

Costs not associated with Town staff & Attorney: \$10,850 - \$12,050

PROJECT TASKS:

- A. Prepare NOI to accomplish goal (Town Attorney) – July 2011
- B. Comprehensive Analysis of Hotels/Motels in Order to Understand What Code Changes Will Get us the Best Results for Hotels to Renovate or Redevelop July –August 2011:
 1. Research historical permit data on existing hotel / motel sites to provide a baseline for determination about required parking, setbacks, etc (Zoning & Code Supv w direction from Contract Planner)
 2. Direct the work of a Planning Intern or Technician on the following (Contract Planner):
 - a. Incorporate data Town already has on # of rooms per hotel property into baseline data files and identify type of tourist units - (Planning Intern/Tech)
 - b. Identify existing amenities both interior/ exterior for each hotel (Planning Intern/Tech)
 - c. Research dimensional regulations for each hotel parcel - setbacks, heights, floor area, room size (Planning Intern/Tech)
 - d. Identify existing site conditions for each hotel - landscaping, parking, (Planning Intern/Tech)
 - e. Identify architectural style - interior / exterior - i.e. Miami Modern, Mediterranean, or other style (Planning Intern/Tech)
 3. Link data files to GIS Mapping. (Town Engineer)