

PROPOSAL



MILANO PUD

AMENDMENT REQUEST 22-38RZ

PRESENTED BY **NEAL**COMMUNITIES



MILANO PUD PROPOSAL

INTRODUCING:



Pat Neal

Neal Communities

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MILANO PUD PROPOSAL

NEAL CREDIBILITY



Over 50 Years of Land Development and Building Homes in Hillsborough, Manatee, Sarasota, Lee and Collier Counties

SW Florida's Largest Locally Owned, Private Homebuilding Company

Company's guiding principal is to improve lives through beautiful communities, superior homes and lasting customer relationships

Award-Winning Team

Longstanding environmental stewardship and history of responsible development

Five Decades of Community Involvement:

Contributed more than \$10 million in support of philanthropic organizations Including local organizations like Women's Sertoma Club of Venice, Venice Vikings Football and Cheer, Venice High Volleyball, Habitat for Humanity, Suncoast Foundation for Handicapped Children, Venice YMCA, Loveland Center, Southeast Guide Dogs, Big Brothers Big Sisters of the Suncoast, Venice MainStreet, Community Youth Development, Conservation Foundation of the Gulf Coast among other organizations



MILANO PUD PROPOSAL

STANDARD FOR REVIEW

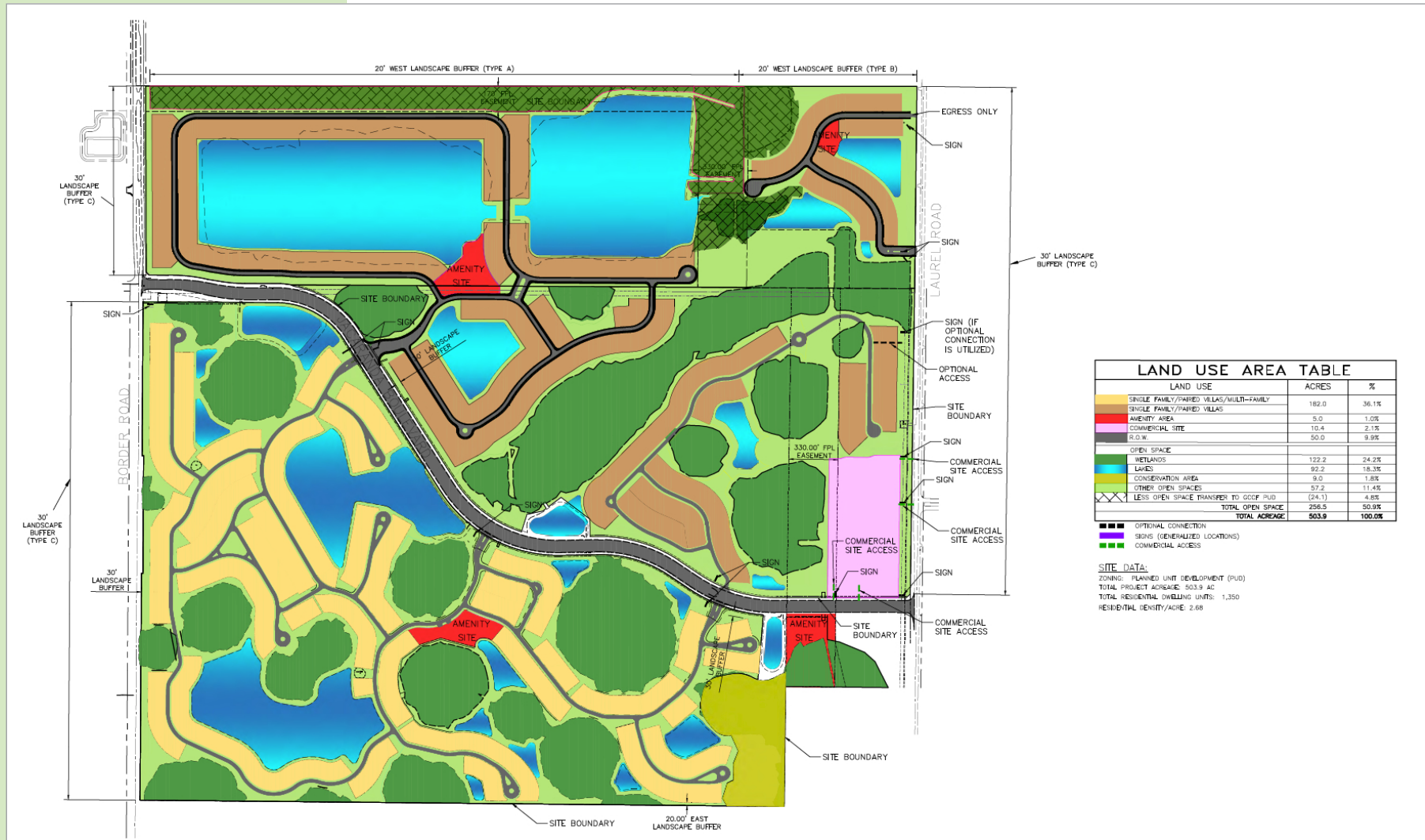
- Decisions are based on compliance with the Comprehensive Plan and City of Venice zoning code
- PUDs allow for up to 5% Commercial
- The proposed 10.42-acre parcel is 2% of the 503.9 acres
- Proposing neighborhood commercial including a grocery store, neighborhood retail options and a restaurant for area residents
- Commercial services in the area will limit trip lengths and allow for multimodal connection to those services
- PUD requirement for a minimum of 50% Open Space will continue to be maintained
- Application consistent with requirements of a PUD





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MILANO PUD AMENDMENT PLAN





MILANO PUD PROPOSAL

HIGHLIGHTS OF PROPOSAL



- Building heights and setbacks
 - Not seeking to change the currently approved building heights
 - Setbacks will be minimum of 1x the building height
- Neighborhood commercial use is compatible with surrounding neighborhood, consistent with development patterns in the areas and will provide convenient access to commercial services
 - Open space, perimeter buffering, landscaping and berms will be provided
- Extensive separation from the existing residential uses
- Road access to the property has been designated to minimize impacts
- Sources of light, noise mechanical equipment, refuse areas, delivery and storage will be adequately screened to ensure compatibility
- Single-family neighborhoods will benefit from the commercial



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NEIGHBORHOOD VERSUS REGIONAL SCALES



- Clearly neighborhood commercial uses
- International Council of Shopping Centers (ICSC) generally classifies a neighborhood center ranging from 30,000 sq. ft. to 125,000 sq. ft.
 - Typically anchored by a market
 - Serving a 3-mile area
- Regional center classified:
 - As ranging from 400,000 to 800,000 sq. ft.
 - Typically anchored by department stores, mass merchant or fashion apparel stores
 - Servicing a 15+ mile area
- Proposal clearly neighborhood scale commercial center
- No single use retail in excess of 65,000 sq. ft.



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SMART LIGHTING / ADDRESSING LIGHT POLLUTION CONCERNS

Option 1 | Smart Light

Solar Light ST Series | Solar Street Light by SELS

EASY INSTALLATION
INSERT ON POLE,
ORIENT, & CONNECT
With our reinforced support bracket, the ST-Series is easy and flexible to install on a variety of poles. The panel is adjustable to ensure maximum solar efficiency in any installation location.

SOLAR PANEL 160 to 320 Watts

Monocrystalline solar panels.
Solar panel efficiency up to 23.4%.
5 busbars for better collected current capacity.

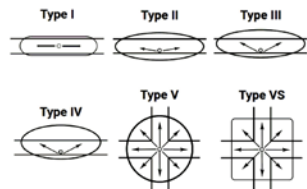
OUR PV PERFORMANCE GUARANTEE



LED EFFICIENCY UP TO 18000 LUMENS

Optimized for heat dissipation, the solid aluminum lamp features a fully sealed lens for optimal lighting and life span. A variety of lighting distribution creates ideal illumination for any project.

MULTIPLE LIGHT DISTRIBUTIONS
T1M
T2M
T3M
T3L
T4S
T4M
TSU



OPTIONAL OPERATION MODES

PHOTOSENSOR MODE AUTOMATICALLY POWERS ON THE LIGHT AT DUSK AND OFF AT DAWN.
SELS gives you the option to select the perfect lighting profile for your project.
Choose from a preprogrammed profile or give us your specs for a custom lighting solution.
Fully customizable in the field with remote management.



Option 2 | Smart Light

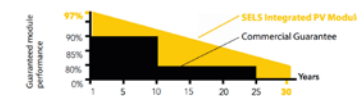
STL Pro Solar System | Solar Street Light by SELS

EASY INSTALLATION
INSERT ON POLE, ORIENT,
& CHOOSE YOUR ANGLE
With our reinforced support bracket, the STL PRO is easy and flexible to install on a variety of poles. The panel is fully adjustable to ensure maximum solar efficiency in any installation location.

SOLAR PANEL 135 to 285 Watts

Monocrystalline solar panels.
Solar panel efficiency up to 19.4%.
5 busbars for better collected current capacity.

OUR PV PERFORMANCE GUARANTEE



LED EFFICIENCY FROM 4500 TO 16800 LUMENS

CREE luminaires deliver incredible efficiency without sacrificing application performance. Cree achieves greater optical control with NonOptic Precision Delivery Grid compared to traditional cobra head luminaires.

MULTIPLE LIGHT DISTRIBUTIONS
T1M
T2M
T3M
T3L
T4S
T4M
TSU



INFRARED MOTION SENSOR AVAILABLE

360° coverage, integrated into the luminaire housing. 25'± detection radius.

DETECTION 8M RADIUS

OPTIONAL OPERATION MODES

PHOTOSENSOR MODE AUTOMATICALLY POWERS ON THE LIGHT AT DUSK AND OFF AT DAWN.
SELS gives you the option to select the perfect lighting profile for your project.
Choose from a preprogrammed profile or give us your specs for a custom lighting solution.
Fully customizable in the field with remote management.



Lights can be dimmed to 30% during non-peak nighttime hours still assuring safety and visibility while reducing the light's overall foot candle and impact to neighboring communities.

For example, these light fixtures have been utilized on Benjamin Franklin Drive on Lido Key in Sarasota, Florida.

Assuring high end performance while producing minimal light pollution to neighboring communities and native habitats (sea turtles by way of example in the Benjamin Franklin Drive project).

Lights can be set to one of four pre-programmed operational modes. To the left you will find the two options for Smart Lighting as well as a graphic illustrating the varying operational modes.



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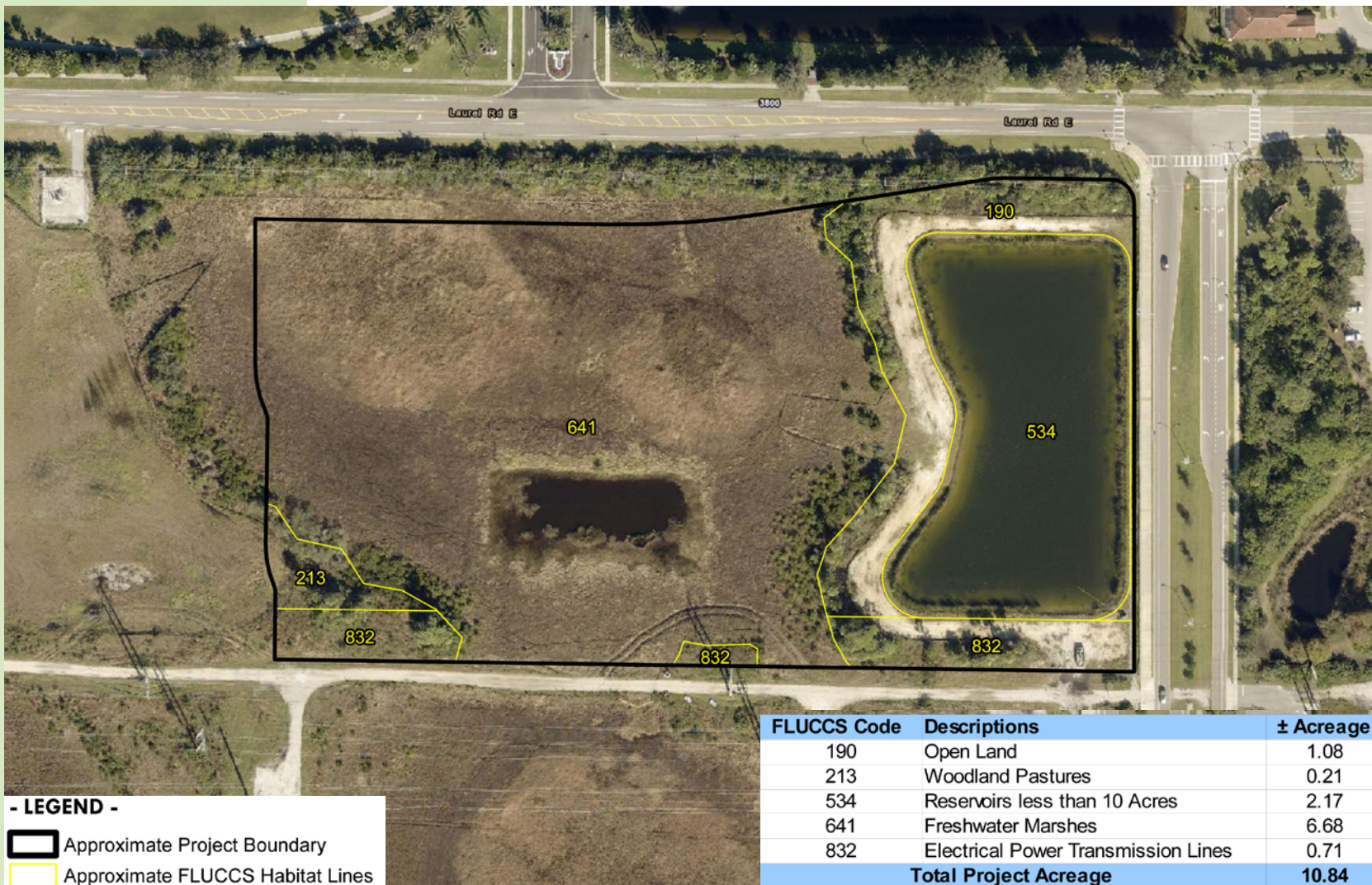
ENVIRONMENTAL PRESERVATION





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MITIGATION EFFORT / MYAKKA MITIGATION BANK

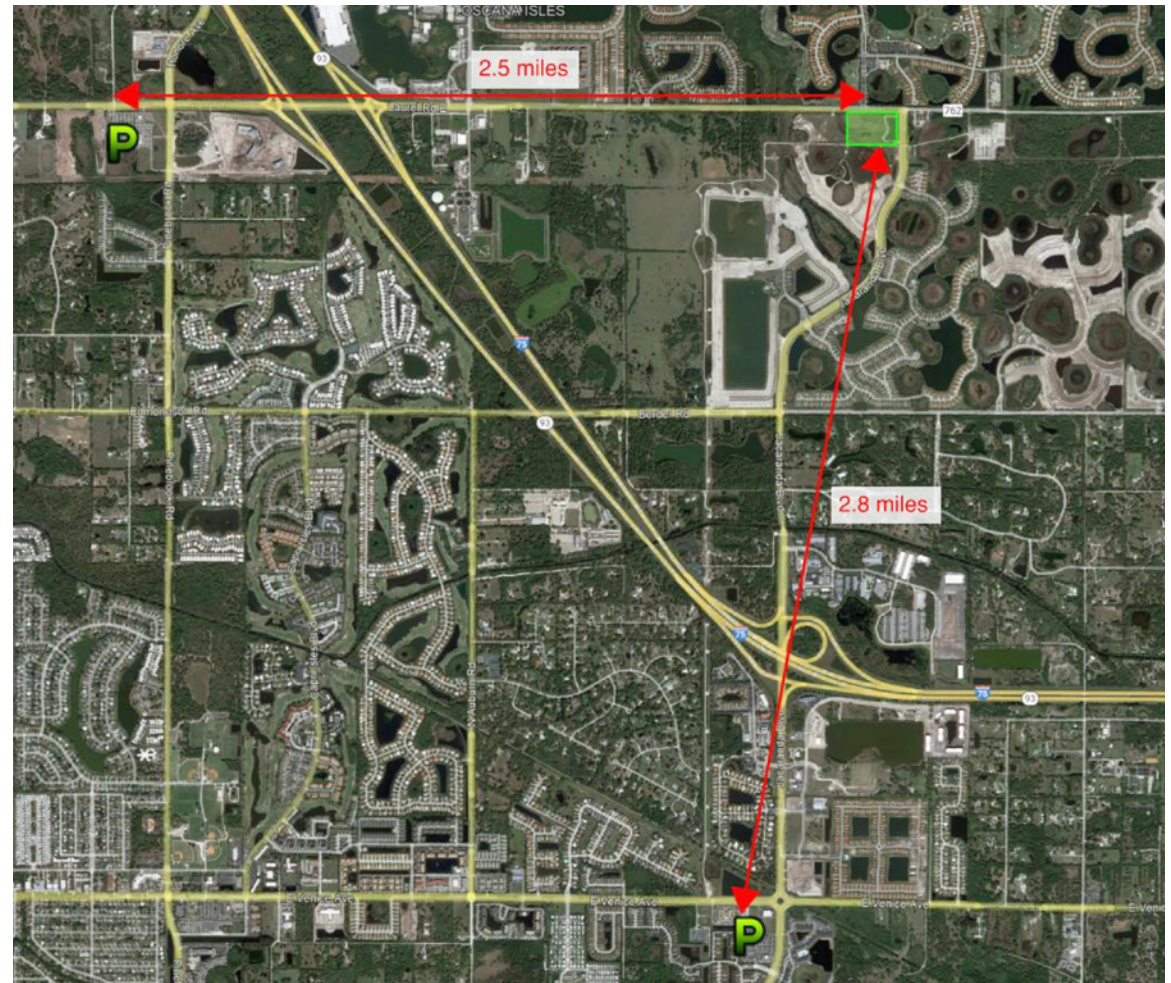




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TRAFFIC REDUCTION

- The proposed Publix will reduce vehicle miles traveled; it is significant for the communities east and north of I-75
- Will be the only grocery store east of I-75 within 11 miles
- The Laurel/Pinebrook Publix is 2.5 miles away and the Jacaranda/Venice Publix is 2.8 miles away (both require driving through an I-75 interchange)
- **The proposed Publix facilitates other modes of transportation to be used other than cars such as walking, biking, e-bikes, e-cargo bikes and low speed electric vehicles (golf carts)**





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TRAFFIC REDUCTION



- Milano PUD already has transportation approval.
- Original entitlement for Milano PUD only included residential land uses so there would not have been any internal or pass-by capture trips.
- Introduction of non-residential retail land uses clearly creates internal and pass-by capture trips.
- Ignoring internal capture and pass-by trip adjustments double-counts trips that do not impact the roadway network in reality.

ITE'S TRIP GENERATION MANUAL VS USE OF LOCAL DATA

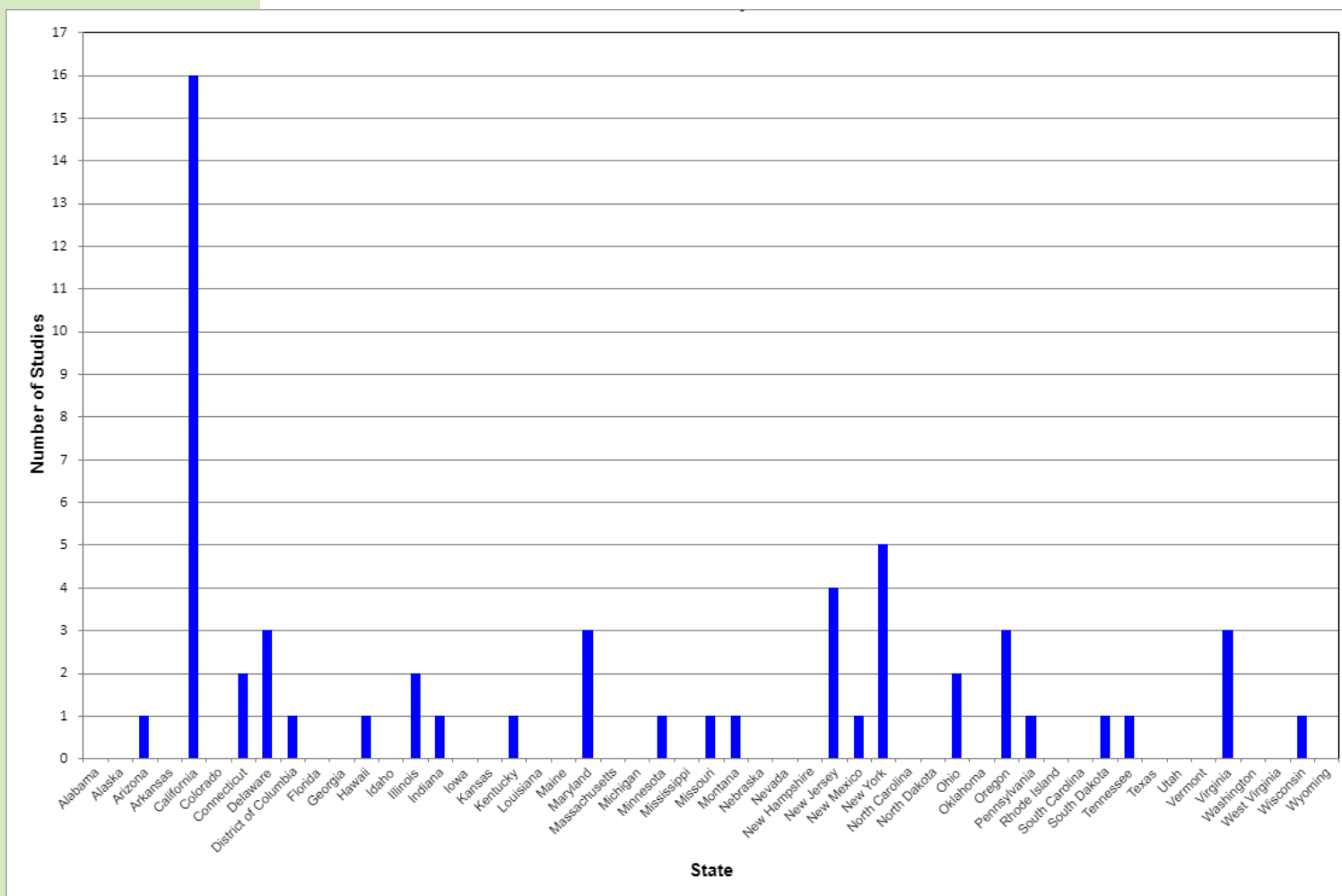
- The ITE Trip Generation Manual recommends that local data be collected if the local circumstances indicate a study site may have different trip-making characteristics than the baseline sites for which data were collected and reported in the Manual.
- Such as the site setting or context, age of residents, worker shifts, area type, parking conditions, or business activity
- Local, site-specific data is now available and is further affirmed with other data sources specific to Southwest Florida.
- The local data collected, not only represents a rate more appropriate for Southwest Florida, but several of the site data sources are also specifically Neal Communities neighborhoods.



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ITE LAND USE 210 TRIP GENERATION

SOURCE: LOCATIONS BY STATE





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ITE TRIP GENERATION MANUAL

- Top 8 Data Source States- CA, NY, NJ, DL, MD, OR, VA & CT
- None in Florida
- Data from 1960's through early 2000's



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PROCESS V. REALITY

- ITE is good if no local data is available
- SWFL Data is more relevant than national
- What is already happening:
 - Laurel Rd. Widening (Design/Permitting)
 - Operational analysis for site
 - Interchange and intersection analyses



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COMMUNITY OUTREACH EFFORTS

Neighborhood Workshop (virtually) – only required meeting
Held January 6, 2022

Since then, offered to hold additional meetings to discuss
proposal and answer questions.

Extensive Outreach Efforts were Made

In Person Meetings with Residents:

- March 1, 2022
- June 2, 2022
- July 19, 2022
- September 20, 2022
- October 18, 2022
- November 14, 2022
- November 29, 2022
- December 17, 2022
- January 10, 2023





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COMMUNITY OUTREACH EFFORTS



Website was created to clarify misinformation: YourNorthVenice.com

- Provided details of the proposal for the public
- Making application material available
- Frequently Asked Questions listed with responses
- Opportunity to provide feedback and ask questions
- Promoted the website with ads in order to inform general public in the surrounding area
- Correcting information related to the proposal



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COMMUNITY OUTREACH EFFORTS

- 140 comments from 69 people
- 12 emails with comments and suggestions
- 82 people have signed up for updates
- Responded to all questions and emails received
- Collected feedback

Positive and Negative Comments Received

- Negative Comments
 - We were working to correct misinformation related to traffic, park space and lack of a need for a grocery store
 - Some say they simply don't want it
- Positive Comments and Feedback
 - Some people suggested various grocery stores
 - Others suggested a fitness gym, hair salon and retail boutiques
 - Others provided general support



Lots of complaints about this development but so many people we know can't wait for it to start construction! Bring on new business!! Love it



Jacqueline Allen

My husband and I offer our support for this development. It will make our communities even more valuable to potential buyers. The convenience of a Publix around the corner from us is beyond measure.

Like Reply Send Message 4h



Lisa Marie

Definitely needed! The Publix on Laurel Road is way too small. Definitely need more shopping in this area. Looking forward to the progress.



Top fan

Leah Aston Mitchell

For all of you saying you don't want anything built, did you honestly move here thinking no other development would ever take place? This is a constantly growing area. And think of this.....if there are 6000 new homes slated for the area, that's (minimum estimate) 12,000 more people living here. Do you think it's better for that many people to flood the existing stores? Driving to them and adding that many more cars to the roads on those routes of travel? We're talking about those people either driving Laurel Road or Jacaranda across the busy interstate areas. Those areas are already heavy traffic areas. Wanna talk about traffic?? Yeah that's gonna be a nightmare. A neighborhood locations makes much more sense. All of you at VGRC act like your homes will have to stare at Publix when in fact none of your homes are even visible at the road. As for safety entering and exiting VGRC I'm sure Neal has plans in place to alleviate any issues of safety.

Like Reply 3w Edited



Debra Stevenson Cade

Neal Communities I have no problem with it. I was just pointing out to the others who are requesting that you not put in a Publix, that in fact a Publix would most likely mean less traffic from outside our immediate residential area. Putting in a big draw like a Trader Joe's as example, would bring in non residents to our area. I am onboard with a neighborhood commercial center.



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PETITIONS

FORMS OF SUPPORT

Electronic and Physical Petitions Collected

Electronic petitions – 271

- 174 individuals from the immediate surround area from Milano, Willow Chase, Vicenza, Cielo, Treviso Grand, Toscana Isles, Aria, Venetian Golf & River Club
- Remaining from the North Venice area

Physical petitions - 339



Sign The Petition

Dear Venice City Council,

My name is _____ and as a resident of North Venice, I am asking that you please approve the new grocery store proposed for Laurel Road East of I-75.

As a resident of _____, I would love to have less traffic and reduce the time it takes to get groceries so I can spend more time with my family and less time on the road.

Please support this great addition to our community and VOTE YES on the new grocery store.

Sincerely,



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NEED FOR NEIGHBORHOOD COMMERCIAL



Neighborhood Commercial Adds Benefit to Area Residents

Enhances lifestyle by providing easily accessible shopping & dining

Responsible planning for the future

Example of responsible planning

Reducing traffic

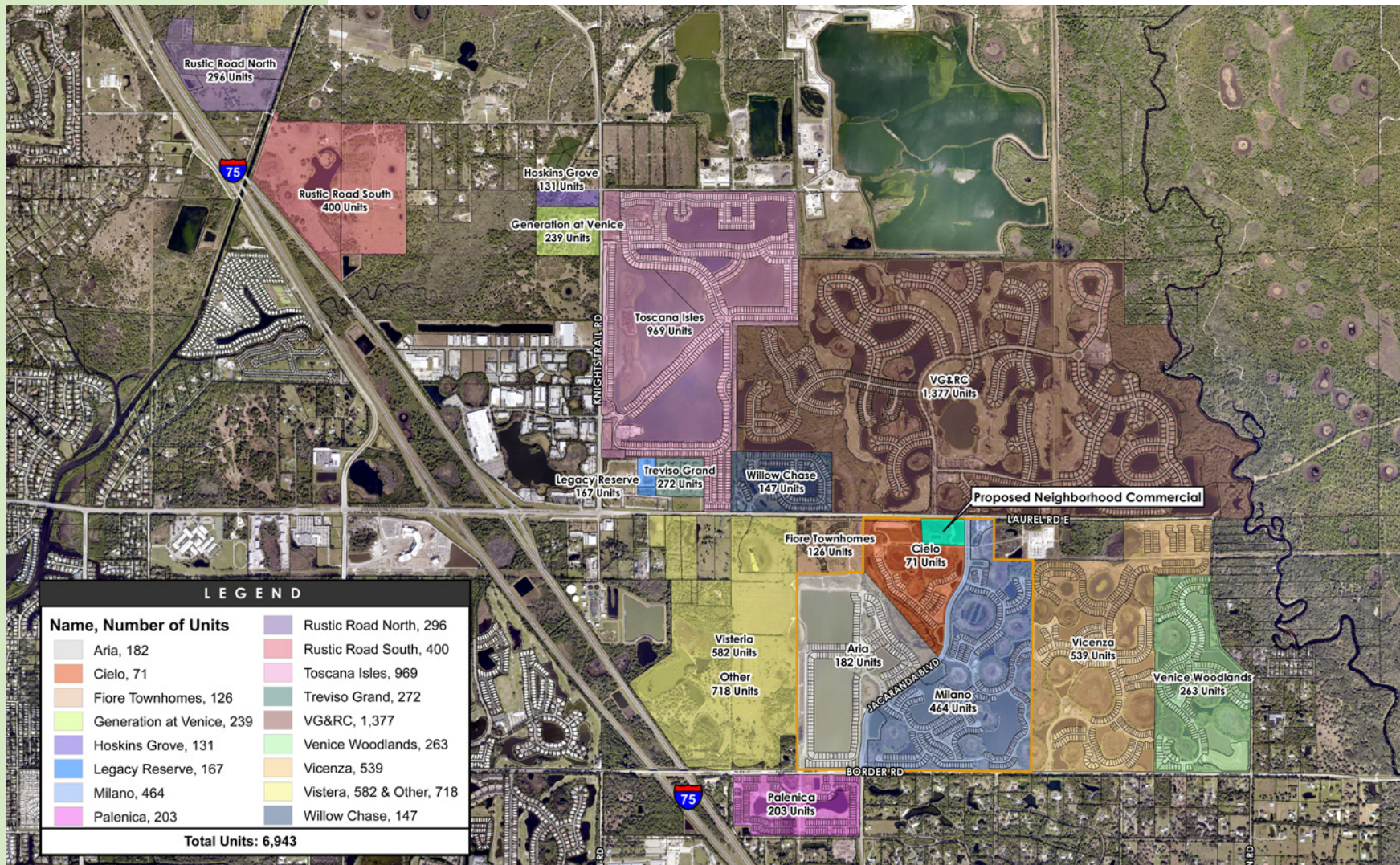
Reduce trip length – Capture and diversion





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EAST OF I-75 / LAUREL ROAD AREA DEVELOPMENTS





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IN CONCLUSION



Application consistent with requirements of a PUD

PUD requirement for a minimum of 50% Open Space will continue to be maintained

Attention to detail and open communication with neighbors

Neighborhood commercial use is compatible with surrounding neighborhood, consistent with development patterns in the areas and will provide convenient access to commercial services

Commercial services in the area will limit trip lengths, reducing area traffic and allow for multimodal connection to those services

**PLEASE VOTE TO SUPPORT THE MILANO PUD
AMENDMENT REQUEST 22-38RZ**