



City of Palm Coast

City Hall
160 Lake Avenue
Palm Coast, FL 32164
www.palmcoastgov.com

Meeting Minutes Planning & Land Development Regulation Board

*Chair Michael Beebe
Vice Chair James Jones
Board Member Robert Cuff
Board Member Glenn Davis
Board Member Sybil Dodson-Lucas
Board Member Christopher Dolney
Board Member Ray Henderson
School Board Representative Chuck Nies*

Wednesday, March 16, 2016

5:30 PM

City Hall Community Wing

A. Call to Order and Pledge of Allegiance

Chair Beebe called the PLDRB meeting to order at 5:35PM

B. Roll Call and Determination of a Quorum

Present: 8 - Chair Beebe, Vice Chair Jones, Board Member Cuff, Board Member Davis, Board Member Dodson-Lucas, Board Member Dolney, Board Member Henderson, and School Board Representative Nies

C. Approval of Meeting Minutes

1 [16-98](#) MEETING MINUTES OF THE FEBRUARY 17, 2016 PLANNING AND LAND DEVELOPMENT REGULATION BOARD MEETING

Attachments: [MeetingMinutes February 17, 2016 PLDRB](#)

Approved as presented

Approved: 6 - Chair Beebe, Vice Chair Jones, Board Member Cuff, Board Member Davis, Board Member Dodson-Lucas, and Board Member Henderson

D. Public Hearings

2 [16-114](#)

REVIEW A PROPOSED TIER 2 TECHNICAL SITE PLAN PROPOSAL FOR
STARLING OF PALM COAST ASSISTED LIVING FACILITY LOCATED AT
144 CYPRESS POINT PARKWAY

Attachments: [Starling ALF Staff Report\(1\)](#)
[Starling Loc Map](#)
[Starling Zoning Map](#)
[Starling FLUM](#)
[C004 Site Dimension Plan](#)
[Landscape Plan Sheet](#)
[Landscape Plan Sheet Details](#)
[Building Colored Elevations - 02.29.16](#)
[Architectural Elevations Sheet A201](#)
[Architectural Elevations Sheet A201#2](#)
[Starling Neigh.Mtg.Data \(2-12-16\)](#)

Mr. Ray Tyner, Planning Manager for the City of Palm Coast, introduced this item as well as Bill Hoover, Senior Planner with the City of Palm Coast, who gave a presentation which is attached to these minutes.

Ms. Kimberly Buck, representing the applicant from Alann Engineering Group, addressed the Planning & Land Development Regulations Board (PLDRB) members and gave a presentation which is attached to these minutes.

Mr. Henderson: What is the gray area going around (the whole building)? Is that a walkway or a wall?

ANS: Ms. Buck: That is walkway. The one with a triangular shape on the end, yes that is all exterior walkway and garden area.

Mr. Henderson: The green around the walkway is all vegetation?

ANS: Ms. Buck: Yes, it will all be landscaping.

Mr. Henderson: On the front side of that, (referring to the presentation) I see two walkways, going out to the current walkway (which is) there now?

ANS: Ms. Buck: Correct.

Mrs. Lucas: Do you expect any adverse impact to wildlife in that area during construction? Is there any displacement (to wildlife)?

ANS: Mr. Bill Long (representing the applicant): No, we don't (expect any adverse impact to wildlife). We had an environmental services agency submit a report and (it) addressed all those (types of) concerns. We are not impacting (almost an acre of wetlands) during construction. We've addressed any concerns that the County and City have had through the report by Environmental Services, Inc. (ESI).

Mrs. Lucas: You mentioned that there would be approximately 50 new employment opportunities available (through the development of this project), could you tell me the quality of these positions?

ANS: Mr. Long: Sure, for a community this size, we will have somewhere in the area of 55 full time equivalent employees. They will consist of anything from management level positions, Executive Director, Director of Nursing, Director of Sales and

Marketing, along with a lot of care givers. A lot of healthcare jobs such as LPNs and nurses. Then all the way down to chef, cooks, servers, housekeeping, it is staffed very heavily. It is a high acuity type care facility blended with an apartment style living arrangement with this hospitality service layered in. It is our service platform that is very heavily staffed.

Mr. Dolney: Based on site development requirements, why not add more (units/beds)? (To) Max out your density, you have a plenty (of space) there. I'm just wondering are those wetlands significantly impacting going to three stories, which you obviously have room (to do)?

ANS: Mr. Long: We did an extensive amount of work on that type of question. We have a community in Tampa and one in Jacksonville, a larger market from a population standpoint, and in those locations we choose to do 90 units. So relative to population in those municipalities, we are pulling it back a little because we feel this is a smaller market. But assisted living is a needs based community, it is not a lifestyle choice. So by nature of the business, it is very difficult to project when people reach that time and the need to move in. It isn't like an apartment where you might lease a lot of units every month. We are a conservative company by nature and feel this is an appropriate size for Palm Coast.

Mr. Dolney: Is the design of the building to be compartmentalize, for a lack of a better term, where you have ILF, memory care, Alf, then hospice, is that the plan?

ANS: Mr. Long: The only two segments we have here is assisted living and memory care. Memory care is licensed by the State under assisted living, so technically it is considered the same thing from a licensure stand point. But memory care is a very different need, much higher acuity there are dementia and memory loss you are dealing with in that environment, so it is a secure wing. By nature of that resident mix, you have flight risk that you deal with pretty commonly, so it is secured. Indoor, outdoor spaces are very big to us, so we have a courtyard, like a doughnut, in the middle of the building, so that is secured and it's enclosed. And that is the one wing that you saw (referring to the presentation) with the doughnut that is on the first floor, and the balance of the building is on the west side of the building. The second story is assisted living and they have separate amenities. Separate kitchen and multiple dining venues and obviously courtyards. There is no independent care, which is less care and more lifestyle, and there is no hospice in this community.

Mr. Dolney: How many elevators are you anticipating (in this facility)?

ANS: Mr. Long: Two elevators.

Vice Chair Jones: (Do) you plan to use as access from Cypress Point Pkwy. the existing entrance to City Market Place? And also the one on the westside is that going to be a second easement with your neighbor, to use as access?

ANS: Ms. Buck: That is correct.

Vice Chair Jones: Have you got an easement from City Market Place and the owner of the other lot?

ANS: Mr. Long: So the easement is in place for City Market Place, it was in place when we bought the property. And we actually have the other property under contract and will be closing on it pending an easement release, which has already been submitted to the St. Johns Water Management District.

Vice Chair Jones: I'm sorry I can't hear you.

ANS: Mr. Long: We have the second property next door, under contract.

Vice Chair Jones: The one to the west?

ANS: Mr. Long: Yes, the one to the west. We will be closing on that (one) in a matter

of 30 to 60 days, it is just pending a final approval.

Vice Chair Jones: What are your plans for that property?

ANS: Mr. Long: To put an access drive, we very much wanted to have a main entry, in alignment with the median. Otherwise, you would have to do a U-turn to get in this shared drive for the marketplace, which we didn't feel was a good front entry.

Vice Chair Jones: Is that carwash still viable there?

ANS: Mr. Tyner: Yes, that site plan is approved.

Vice Chair Jones: But that isn't directly adjacent to this property?

ANS: Mr. Tyner: Yes, it is to the west.

Vice Chair Jones: So is that easement going to be to the entrance to the car wash as well?

ANS: Mr. Hoover: No, there is a vacant commercial piece in between. So the piece they (the applicant) are buying isn't very wide and it was owned by the commercial property owners' association. Then there is another vacant piece there, let's say it is a half-acre or so, and then the Super Car Wash will be further to the west.

Mr. Cuff: Do you have a plan breakdown of memory care vs. assisted living number of beds?

ANS: Mr. Long: So the memory care is 18 units, 24 beds, 6 of those units are semi-private. They are basically two units that share a Jack and Jill bathroom and the balance are all assisted living units and it's a mixture of studio, one bedroom, and two bedroom units.

Mr. Cuff: The City Walk shared access is right in and right out at that location, correct? The only median cut is down at the other end?

ANS: Mr. Tyner: Right.

Chair Beebe: Just for informational purposes, just tell us a little bit about your amenities, in terms of what you provide in your facility?

ANS: Mr. Long: Sure, we are big on, pushing the envelope on what we do, obviously there is an expectation or understanding what a nursing home is with today's population and we are trying to change that. (We are) very hospitality driven, I think I mentioned that earlier. So you walk in and there is a bistro. A Starbucks type (cafe) in the morning and a bar at night. We have multiple dining venues, anytime dining. So you don't ring the bell at 5PM and come down and get your tray. You can eat in the bistro, you can eat outside on the patio, in the main dining room or in your room. We are very technology driven, there is a lot of technology in these buildings from a social, care, and monitoring standpoint which is a big differentiator for us. (We are) very big on wellness, as you might think in a community such as this you should be, but many aren't (big on wellness). But germane to all of our developments we have a wellness suite, so there will be this very expansive area in the building which has a spa, salon, massage, therapy, and fitness. Along with two walk in bathrooms and changing rooms, it is very central to how we program the building. Then of course, there is activity rooms, multi-purpose room that functions as a theater, a display kitchen for doing activities around an open kitchen feel. Then the memory care side we treat that as its own neighborhood. There have been a lot of studies around making memory care settings smaller, more a neighborhood setting, so you have your own kitchen, your own dining, it feels like at home. You have an open kitchen there and everyone sits around in that eating area. We don't want our residents to come in, and many times they do, that they come into assisted living and after maybe a year they develop early on-set dementia and they would move to the memory care unit. We don't want them or their families to feel it is a step down. So the level of

finishes and amenities are every bit as great in that wing as they are in the assisted living wing. So they have their own salon and spa as well. Their own dining venues and activity rooms. And then very heavily landscaped, and try to take advantage of the beautiful setting and lake behind them.

Chair Beebe: Thank you, and then are you the developer and operator?

ANS: Mr. Long: Yes, we are a developer, operator and a vertically integrated seniors' company.

Chair Beebe: The stormwater drainage, Kim, is the existing pond is that your stormwater?

ANS: Ms. Buck: Yes, it is at this point.

Chair Beebe: In the upper left hand corner (referring to the site plan in the presentation) there looks like there is a little dumpster pad but it isn't a dumpster pad, what is that?

ANS: Ms. Buck: It is a concrete pad that is required.

Mr. Henderson: There are 74 units and 86 beds, (this) kind of throws me off?

ANS: Mr. Long: In the memory care wing 6 of those units are semi-private that share a Jack and Jill bathroom. The idea there is to offer a setting where you have more affordable (accommodations), it is very expensive in memory care.

Mr. Henderson: So some of those units we are talking about will be sharing a bathroom?

ANS: Mr. Long: Just in the memory care (wing) there are 6 of those (semi-private with shared bathroom) and also 4 two bedroom units in assisted living (wing) which just look like a 2 bedroom apartment.

Mr. Henderson: Aside for the memory care (wing residents) they (the residents) can come and go?

ANS: Mr. Long: For the most part, it depends on each situation, there are varying levels of degree of care required. It depends if you have a very low acuity resident that might otherwise fit in independent living setting, yes then they may drive, but that is pretty rare. But for the most part these are residents that need care of at least 3 activities of daily living, so it is very uncommon to have that (level of independence to come and go on their own).

Mr. Henderson: Can they (the residents) come out and go across the parkway and go to the stores, if they are ambulatory?

ANS: Mr. Long: Yes, we love the fact that it is close to all those shopping, dining and the Flagler Outpatient Center. But mostly it is going to be our activity directors with them, (for example) group 5 might go to lunch or might go to the store. Or maybe get on the bus and (they) might go to Walmart. It gives us a lot of options for local activities as opposed to having to drive across town. But (it is) more unlikely that you would have a resident mix that you would see just walking out of the community.

Mr. Dolney: Based on the site plan for ingress and egress for emergency vehicles, the southwest quadrant here (referring to the presentation) that is where your wetlands are as well as your walkway, correct? Where your triangular walkway (and) your wetlands runs along that irregular L, is there no room for a circular access for emergency vehicles? Or is it always going to run front and then out through the side?

ANS: Mr. Tyner: We've done a thorough review of the fire (access) and it meets all of our standards. The (emergency) trucks don't necessarily need to be able to get in back as long as there is an appropriate level of infrastructure.

Mr. Dolney: I was referring more to Emergency Medical Technician (EMT) services than fire, is there an area for EMT services for easy ingress and egress?

ANS: Mr. Braxtan (applicant's representative): We provide a fairly large turn around right in front of the building that is covered.

Mr. Dolney: So they (EMT Services) would come in and out the front?

ANS: Mr. Braxtan: Yes.

Chair Beebe opened the meeting to the public at 6:06PM no seeing no one approached the podium, the public comment section of the meeting was closed at 6:07PM.

Mrs. Lucas: What is the timeline for development?

ANS: Mr. Long: Based on (unintelligible comments), construction timeframe about 12 to 13 or 14 months (more unintelligible comments).

Mrs. Lucas: During that period of time how do you intend to make those employment opportunities known to the public?

ANS: Mr. Long: About 6 months prior to the opening, is when will ramp up our core staffing on the marketing and management side. Once we have that in place, as we get closer to the opening, we will be blasting out (via advertising) to the local community because we want to find the best staff possible. We will have help wanted ads, job fairs setup, invite the community and setup a tent and meet as many as possible. We definitely make it know, because obviously it is important to us to have the best we can get.

Approved

Approved: 7 - Chair Beebe, Vice Chair Jones, Board Member Cuff, Board Member Davis, Board Member Dodson-Lucas, Board Member Dolney, and Board Member Henderson

Order of Business for Public Hearings (PLDRB may make inquiries at any stage):

Open Hearing

Staff Presentation

Applicant Presentation (if applicable)

PLDRB Questions of Applicant or City Staff (if applicable)

Public Comments/Presentations

Rebuttal by Applicant, City Staff, or Public (if applicable)

Close Hearing

PLDRB Discussion

PLDRB Action

E. Board Discussion and Staff Issues

Mr. Tyner discussed the approval of the bottle clubs ordinance. Mr. Tyner also discussed the reviews with F-Card and the upcoming workshop meetings to review/update the landscape chapter of the Land Development Code. As well as the environmental and agricultural chapters of the Land Development Code.

Mr. Henderson: Now that Palm Coast has forbidden this type of club (bottle club) what is to say that they (Bottle Clubs) don't come in through other parts of the County (Flagler)? Is the County considering something like this to ban (bottle clubs)?

ANS: Mr. Tyner: I know Flagler Beach did (ban bottle clubs).

Mr. Henderson: Yes, but suppose they come to Bunnell?

ANS: Mr. Hoover: We've talked to Bunnell, the Community Development Director, and he was comfortable that they had existing zoning that would take care of (banning bottle clubs).

F. Adjournment

The meeting was adjourned at 6:12PM.

Respectfully submitted:

Irene Schaefer, Recording Secretary

[16-147](#)

ATTACHMENTS TO MINUTES

Attachments:

[Starling PLDRB Meeting on 3-16-16](#)

[Starling Applicant Presentation on 3-16-16](#)