



Flagler County Comprehensive Plan 2010-2035
Flagler County, Florida

Economic Development Element



Adopted July 6, 2011

PAGE INTENTIONALLY BLANK

**ECONOMIC DEVELOPMENT ELEMENT
GOALS, OBJECTIVES, AND POLICIES**

Item	Page Number
I. INTRODUCTION	G-1
II. GOALS, OBJECTIVES, AND POLICIES	G-2
GOAL G.1	G-2
Objective G.1.1	G-2
Policy G.1.1.1	G-2
Policy G.1.1.2	G-2
Objective G.1.2	G-3
Policy G.1.2.1	G-3
Policy G.1.2.2	G-3
Policy G.1.2.3	G-4
Policy G.1.2.4	G-4
Policy G.1.2.5	G-4
Policy G.1.2.6	G-4
Policy G.1.2.7	G-4
GOAL G.2	G-4
Objective G.2.1	G-5
Policy G.2.1.1	G-5
Policy G.2.1.2	G-5
Policy G.2.1.3	G-5
Policy G.2.1.4	G-5
GOAL G.3	G-5
Objective G.3.1	G-5
Policy G.3.1.1	G-6
Policy G.3.1.2	G-6
GOAL G.4	G-6
Objective G.4.1	G-6
Policy G.4.1.1	G-6

Flagler County Comprehensive Plan 2010-2035

Item	Page Number
Policy G.4.1.2	G-6
Policy G.4.1.3	G-6
Policy G.4.1.4	G-7
GOAL G.5	G-9
Objective G.5.1	G-9
Policy G.5.1.1	G-9
Policy G.5.1.2	G-9
Policy G.5.1.3	G-10
Policy G.5.1.4	G-10
Policy G.5.1.5	G-10
Policy G.5.1.6	G-10
Policy G.5.1.7	G-10
GOAL G.6	G-10
Objective G.6.1	G-10
Policy G.6.1.1	G-11
Policy G.6.1.2	G-11
Policy G.6.1.3	G-11
Policy G.6.1.4	G-11
Policy G.6.1.5	G-11
Policy G.6.1.6	G-11
GOAL G.7	G-11
Objective G.7.1	G-12
Policy G.7.1.1	G-12
Policy G.7.1.2	G-12
Policy G.7.1.3	G-12
Policy G.7.1.4	G-12
GOAL G.8	G-12
Objective G.8.1	G-12

Item	Page Number
Policy G.8.1.1	G-13
GOAL G.9	G-13
Objective G.9.1	G-13
Policy G.9.1.1	G-13

REMAINDER OF PAGE INTENTIONALLY BLANK

PAGE INTENTIONALLY BLANK

I. Introduction

The Economic Development Element is an optional element. According to Florida Statutes, this Element should establish principles and guidelines for commercial and industrial development. The element should also address the employment and personnel utilization within the area. The element may detail the type of commercial and industrial development sought, and may describe how the goals, objectives, and policies will be implemented.

The following summarizes how the Economic Development Element is coordinated with the major issues identified throughout the entire Comprehensive Plan:

1. Sustainability: Develop stronger language regarding the education, understanding, and use of “Green” standards that encourage site-appropriate development.
2. Public Infrastructure: The issue of power generation and the potential for development of bio-fuels is discussed.
3. Family-Friendly Environment: The development and use of eco- and agri-tourism in the provides opportunities for landowner, residents and tourists in Flagler County.
4. Transportation: The relationship between successful economic development and the provision of multimodal transportation is critical for continued sustainability.
5. Coastal Protection: The issue of eco-tourism must be balanced with the need to protect the natural and man-made resources within the coastal areas to ensure the efficient and continued viability of these resources.

II. Goals, Objectives, and Policies

~~**Goal A:** The County shall expand and diversify its economic base in order to control the tax burdens on the local taxpayer.~~

GOAL G.1: Flagler County will strive to maintain a diverse and stable economy by providing for a positive business climate that assures maximum employment opportunities while maintaining a high quality of life.

Objective G.1.1A.1: The Flagler County will continue to try to recruit and retain contributory businesses, which derive their incomes and payrolls from exports of goods or services outside the local economy.

~~Policy A.1.1: Flagler County through its various economic partnerships shall target market areas in Florida and the nation and actively promote Flagler County to those areas to recruit new businesses.~~

Policy G.1.1.1: Flagler County shall develop an on-going program to target critical areas in Florida and the nation in order to actively market Flagler County to those areas with the goal of recruiting new businesses through economic partnerships.

Policy G.1.1.2A.1.2: Flagler County shall conduct an annual business profile survey to help determine the overall economic health of local businesses and industries, and their needs. This survey will determine the potential to attract industry or services, which might strengthen and enhance existing businesses in the County.

Flagler County Comprehensive Plan 2010-2035

Objective G.1.2A.2: Flagler County shall continue to support Enterprise Flagler and the Economic Development Commission (continuing relationship) economic development organizations recognized by the Board of County Commissioners in order to promote economic development efforts on behalf of Flagler County.

~~Policy A.2.1: Flagler County should consider amending the ordinance governing Occupational Licenses to allocate 100% of the occupational license revenues, less collection and administrative expenses, to supplement economic development efforts.~~

Policy G.1.2.1A.2.2: Flagler County will strive to limit residential tax burdens while funding facilities and services needed for economic development. This Policy shall be implemented by:

- (1)a. Flagler County shall require that N~~new~~ development will pay the cost of the facilities and services needed to support economic growth through the use of appropriate user and impact fees, unless otherwise eligible for incentives and other programs established as part of the Comprehensive Economic Development Strategy approved by the Northeast Florida Regional Council and Flagler County; and
- (2)b. Flagler County will ensure that required infrastructure improvements comply with the concurrency management systems standards contained in this comprehensive plan and the Flagler County Land Development Code; and
- (3) The Flagler County will document revenues and expenditures of fees collected from new development.

Policy G.1.2.2A.2.3: Flagler County shall ~~initiate and complete a~~ will maintain and biennially update the County-wide Strategic Plan for Economic Development, involving all affected jurisdictions and entities ~~by 2004~~.

Policy ~~G.1.2.3A.2.4~~: The Flagler County shall support the continued success and future expansion of existing small business incubators within the County. Flagler County also will support the development of additional ~~investigate the feasibility of a small business incubator~~ opportunities throughout Flagler County ~~program by 2004.~~

~~Objective A.3: The County will promote development by reducing counter-productive rules and regulations.~~

Policy ~~G.1.2.4A.3.1~~: The Flagler County ~~will~~ shall establish reasonable and clear standards for approving industrial and commercial development locating in existing industrial/business parks.

Policy ~~G.1.2.5A.3.2~~: Flagler County shall adopt an expedited development review process for ~~new~~ targeted business and industries.

Policy ~~G.1.2.6A.3.3~~: The Flagler County ~~will~~ shall provide for mixed-use development in areas where such development would be appropriate and where it would help to provide accessible services and jobs for citizens.

Policy ~~G.1.2.7A.3.4~~: The Flagler County shall ~~continue to~~ coordinate economic development efforts with all cities and other applicable agencies within the County and throughout the Northeast Florida region.

GOAL ~~G.2B~~: The Flagler County will strive ~~work~~ to improve the quality of jobs available in Flagler County for its workers residing in Flagler County.

Flagler County Comprehensive Plan 2010-2035

Objective G.2.1B.4: The Flagler County will continue to support economic development projects that result in ~~strive to improve the quality of the economy through~~ an increase in average earnings per worker.

Policy G.2.1.1B.1.1: The Flagler County will seek support the growth and expansion of target industries and businesses, ~~which~~ that provide skilled and semi-skilled jobs with salaries higher than the County average wage.

Policy G.2.1.2B.1.2: It is Flagler County's ~~objective~~ shall strive to reduce the unemployment in Flagler County below the rate for the State of Florida, and to raise the average earnings per worker to 120% of the current average salary before 2008 by 2020.

Policy G.2.1.3B.1.3: The Flagler County will shall strive to decrease the percentage of work force migration from ~~38~~ 35% to 28% by ~~2008~~ 2015.

Policy G.2.1.4: Flagler County shall strive to reduce economic dependency on residential housing development and seek to expand other opportunities that diversify and support economic development within Flagler County.

GOAL G.3C: ~~The County shall p~~Promote education and workforce development opportunities in the County.

Objective G.3.1C.1: Flagler County will support K-12 education programs and technical and college level courses, which provide an educated, work-place-ready workforce.

Flagler County Comprehensive Plan 2010-2035

Policy G.3.1.1C.1.1: The Flagler County shall maintain communications with the various colleges, universities, and other institutions of post-secondary education to support the availability of programs accessible to Flagler County.

Policy G.3.1.2C.1.2: The Flagler County will assist the School District and the Workforce Development Board in their efforts to secure programs and funding for the education and training of a workforce capable of meeting the needs of the business community.

GOAL G.4D: The Flagler County shall ~~enhance~~ ensure that the comprehensive plan provides for opportunities and land use resources for economic development in Flagler County.

Objective G.4.1D.1: The Flagler County shall provide ~~quality geographically distributed sites to accommodate economic opportunities~~ use land use regulations and planning tools to allow for geographically distributed land uses and development opportunities to accommodate economic opportunities throughout the County over the next planning cycle.

Policy G.4.1.1D.1.1: The Flagler County ~~will~~ shall maintain a distinction between urban and rural areas while promoting economic development growth in partnership with the County's municipalities.

Policy G.4.1.2D.1.2: The Flagler County shall encourage airport/business park opportunities in a mixed-use environment.

Policy G.4.1.3D.1.3: The Flagler County shall, in partnership with the County's municipalities, continue to re-examine its number of Industrial site locations and

modernize by 2013 then biennially thereafter update its Land Development Regulations for Industrial/Commercial uses, by the First Quarter of 2004.

Policy G.4.1.4: Flagler County shall partner with the County's municipalities and other agencies and organizations within the County and throughout the Northeast Florida region to attract target businesses and industries through efforts including the Northeast Florida Regional Planning Council's Comprehensive Economic Development Strategy.

~~Policy D.1.4: In light of the general decline in manufacturing and the economic shift toward services and high technology industries, Flagler County recognizes the need to conduct a Countywide Land Use Study to support and implement the strategies set forth in the Countywide Strategic Plan for Economic Development. The Countywide Land Use Study will re-evaluate land use allocations to support a more diversified economic base, determine land use siting requirements for targeted businesses and industries. Flagler County shall obtain input from the City of Bunnell, City of Palm Coast, Flagler County Chamber of Commerce and Enterprise Flagler during the preparation of the study. The County shall complete the Study and recommend appropriate amendment to its Comprehensive Plan by December 2006.~~

~~Interim Siting Criteria~~

~~Flagler County recognizes that land use must necessarily evolve in response to changing economic community conditions and that areas previously planned for Industrial, Agriculture or other non-residential land use may no longer be suitable for such uses. In considering requests for land use amendments, Flagler County shall apply the following siting and compatibility criteria during the interim period prior to the implementation of the Countywide Land Use Study:~~

Flagler County Comprehensive Plan 2010-2035

- ~~1) Areas designated as Industrial on the Future Land Use Map shall be considered appropriate for change of land use when one or more of the following conditions exist:~~

~~Areas designated as Industrial on the Future Land Use Map shall be considered appropriate for change of land use when one or more of the following conditions exist:~~

~~A. Site does not meet one or more of the following location/siting criteria:~~

- ~~1) direct access or proximate access to I-95;~~
- ~~2) access to the FEC railroad;~~
- ~~3) proximity to Flagler County Airport;~~
- ~~4) proximity to supporting services, related industries and existing industrial parks.~~

~~B. Lack of existing or planned supporting infrastructure;~~

~~C. Site has remained undeveloped for more than 20 years or, if located within a designated industrial park, a significant portion of the park has remained undeveloped for more than 20 years;~~

~~D. Alternative industrially-designated lands are available to meet projected industrial land use needs on a Countywide basis;~~

~~E. Proposed land use or uses depend on similar locational criteria for functional needs, i.e., fly-in developments near a runway, business hotels near the interstate, etc.~~

- ~~2) Residential land use categories may be considered compatible with adjacent existing industrial uses and with adjacent Industrial future land use designations, provided buffers are utilized as described in~~

Flagler County Comprehensive Plan 2010-2035

~~Objective 13 of the Future Land Use Element and its related policies.~~

- ~~3) Flagler County recognizes that Palm Coast Intracoastal Industrial Park is appropriate for a transition in land use and is no longer suitable for the Industrial land use designation because it includes significant vacant lands that have not functioned with Industrial use during the past 20 years and it does not meet the industrial siting criteria set forth above. Land Use amendments to change the land use designation from Industrial to alternative land use categories, such as Residential and Mixed Use land use categories, shall be deemed consistent with the compatibility criteria set forth in this policy.~~

GOAL G.5E: Flagler County shall promote balanced economic growth while enhancing the quality of life in the County.

Objective G.5.1E.1: The Flagler County shall promote the County's character and quality of life by ensuring the provision of adequate infrastructure.

Policy G.5.1.1E.1.1: The Flagler County shall coordinate with private and public utilities to ensure that future economic development projects are provided with safe and sanitary means of wastewater disposal to ensure that natural resources are not adversely impacted.

Policy G.5.1.2E.1.2: The Flagler County will review economic development proposals for impacts to the adopted level of service standards.

Policy ~~G.5.1.3E.1.3~~: The Flagler County will coordinate with applicable utility company(s) to prioritize and promote areas where adequate power is available for industries and businesses and to provide additional services where appropriate.

Policy ~~G.5.1.4E.1.4~~: The Flagler County will coordinate with public and private service providers to ensure that adequate infrastructure is provided to areas designated for commercial and industrial development in the Future Land Use Element and the Capital Improvements Element.

Policy ~~G.5.1.5E.1.5~~: Flagler County in working with Sstationary sources that generate routine emissions of air toxics requiring an Environmental Protection Agency (EPA) or Florida Department of Environmental Protection (FDEP) permit shall may not be eligible for financial incentives.

Policy ~~G.5.1.6~~: Flagler County shall strive to provide adequate economic development opportunities along the US 1 and I-95 corridors and encourage commercial and industrial infill, including economic development at the airport industrial park.

Policy ~~G.5.1.7~~: Flagler County shall encourage redevelopment of older commercial corridors.

GOAL ~~G.6F~~: Develop and promote a positive image and identity of Flagler County.

Objective ~~G.6.1F.1~~: The Flagler County shall develop a positive image and identity of the County by actively promoting its strengths to target industries and areas across the state and the nation.

Flagler County Comprehensive Plan 2010-2035

Policy G.6.1.1F.1.4: The Flagler County will seek additional funding sources to promote tourism in Flagler County.

Policy G.6.1.2F.1.2: The Flagler County shall promote Flagler County to attract new industries and businesses by conducting a Target Industry Study. ~~by September 2004.~~

Policy G.6.1.3F.1.3: The Flagler County ~~will~~ shall develop a program to actively promote Flagler County to identified target areas ~~beginning in December 2004~~ by 2013.

Policy G.6.1.4F.1.4: The Flagler County shall continue to develop and distribute strategic marketing information for tourists and visitors ~~beginning in December 2003.~~

~~Objective F.2: The County shall promote adequate housing, cultural, and recreation opportunities for a new workforce.~~

Policy G.6.1.5: Flagler County shall support the efforts of the Flagler County Tourist Development Council through the Tourism Development Tax and by participation by the Board of County Commissioners.

Policy G.6.1.6F.2.1: The Flagler County shall will develop and promote more recreation, entertainment, and cultural opportunities for an increasing labor force and to attract and retain a younger strong workforce population.

GOAL G.7: Flagler County shall strive to preserve and promote the agricultural land uses and the associated businesses.

Objective G.7.1: Flagler County shall develop methods and regulations that preserve and promote agriculture and related agri-businesses to ensure the sustainability of agricultural resources.

Policy G.7.1.1: Flagler County will minimize negative impacts of development on the community's agricultural resources through location criteria, site design standards, protections for agricultural operations, and education.

Policy G.7.1.2: Flagler County shall establish regulations for buffering, nuisance easements and notification of agricultural impacts to non-farm developments to minimize the impacts of non-agricultural land uses on agricultural lands and operations.

Policy G.7.1.3: Flagler County shall not promote the extension of public utilities and other growth-inducing public facilities into agricultural areas shall not be promoted except in instances to serve economic development.

Policy G.7.1.4: Flagler County shall continue to encourage the development and retention of agricultural-supported businesses as a valued component of the Flagler County economy.

GOAL G.8: Flagler County shall encourage the use environmentally-sound development and building standards.

Objective G.8.1: Flagler County shall implement an incentive program through its regulatory standards to reward the use of environmentally-friendly standards for land development and building construction.

Policy G.8.1.1: Flagler County shall annually monitor and evaluate incentives for businesses and developments that adhere to accepted environmentally-friendly development and building standards.

GOAL G.9: Flagler County shall promote “Green” businesses.

Objective G.9.1: Flagler County shall define “green” businesses as part of the economic development program and shall coordinate with the Future Land Use Element and other development regulations to ensure that these businesses can be established and thrive.

Policy G.9.1.1: Flagler County shall work with economic development organizations recognized by the Board of County Commissioners to promote development of businesses that capitalize on and enhance Flagler County’s environmental resources, including:

- (1) Eco-tourism uses, such as camping, hiking, kayaking and bird and wildlife observation, which is dependent on a critical mass of undeveloped areas and a healthy eco-system; and
- (2) Businesses that reuse locally generated waste products, produce energy conservation or other “green” products and alternative energy production. Incentives should be limited to clean businesses that generate low demands for water.

PAGE INTENTIONALLY BLANK