
Golden Gate Area Master Plan

Community Audit Research Report

**Prepared by
Fraser & Mohlke Associates, Inc.
Naples, Florida 34106-2312**

**Prepared for the
Golden Gate Area Master Plan Restudy Committee**

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OVERVIEW & INTRODUCTION

Collier County's Board of Commissioners adopted the county's Comprehensive Growth Management Plan on January 10, 1989. Subsequently, the Board of County Commissioners (BCC) adopted a detailed "Sector Plan" for the Golden Gate Estates and incorporated it into the Growth Management Plan on February 5, 1991 as the Golden Gate Area Master Plan, or "GGAMP".

The GGAMP addresses matters related to Natural Resources, Future Land Use, Water Management, Public Facilities, and other land-use considerations affecting the Golden Gate City and Estates area that were under study. The original GGAMP was based upon recommendations forthcoming from a nine-person citizens committee composed of residents of Golden Gate City and the Golden Gate Estates. Committee members and representatives of the professional planning staff of county government met with Estates residents and other interested persons a total of 18 times from October 1988 until adoption of the GGAMP Sector Plan as Ordinance 91-15 in early 1991.

Over the course of the 18 meetings, the original committee and county staff members identified concerns unique to a study area defined by Golden Gate City and the platted Golden Gate Estates that differed from the more general provisions of the county's 1989 Growth Management Plan. They evaluated alternative approaches intended to resolve the stated concerns of area residents.

Identified land-use concerns included conditional uses, commercial enterprises in the Estates generally and existing and proposed commercial uses along the County Road 951 (CR-951) corridor, and commercial centers located in Golden Gate City, a census-designated place (CDP).

Since its adoption, the GGAMP has been amended six (6) times. Currently, land uses in the area under study are governed by the provisions of successor Ordinance Number 97-54 in respect to development orders and development permits.

After developing alternative remedies designed to address land-use and related issues uncovered during its deliberations, the nine-person citizens committee held public workshops in 1990 at the Big Cypress Elementary School and the Golden Gate Community Center. The two workshops were designed to further explore the expressed concerns of Golden Gate City and Estates residents and to seek responses to proposed solutions.

To further public understanding of the Sector Plan process and awareness of the community issues and alternative solutions proposed, county staff developed a brochure describing them. The brochure contained a mail-back questionnaire. It was designed to permit residents of the Golden Gate City and Estates area under study to register their preferences regarding the committee- and staff-generated alternatives proposed to address land-use and related issues in the study area. Following the workshops, committee members and county staff met to review workshop findings, consider citizen responses to the mail-back questionnaire, and to complete a series of recommendations for consideration by the BCC during January and February of 1991.

Since adoption of Ordinance 91-15, the GGAMP Sector Plan has governed Natural Resources, Future Land Use, Water Management, Public Facilities, and related land-use matters affecting the Golden Gate City and Estates area under study.

In 2001, the BCC appointed a Golden Gate Master Plan Restudy Committee to evaluate the use of the GGAMP as the basis for guiding the development of Golden Gate City and the platted Golden Gate Estates over time. The stated goal of the Restudy Committee is to guide future land uses and public-facility decision making in a manner that balances residents' need for basic services with natural-resource-preservation concerns. Presently, the current committee is evaluating plans for achieving a compatible mix of land uses designed to ensure the health, safety, welfare, and an enhanced quality of life for study-area residents.

PROBLEM SETTING

The general subject of this analysis is the provisions of the Golden Gate Area Master Plan [Ordinance 97-64], adopted originally as Ordinance 91-15 and subsequently amended six [6] times.

The "Golden Gate Future Land Use Map" cautions that, "this map cannot be interpreted without the Goals, Objectives, Policies and Land Use Description Section of the Golden Gate Area Master Plan."

The Golden Gate Estates designation is characterized by low-density, semi-rural residential lots with limited opportunities for other land uses. Typical lots are 2.25 acres in size.

The Golden Gate Area Master Plan is quite specific in stating, "Intensifying residential density shall not be permitted." The designation can also accommodate "future non-residential uses including:

- Conditional uses and essential services as defined in the Land Development Code;
- Parks, open space and recreational uses; and
- Group Housing shall be permitted subject to the definitions and regulations as outlined in the Collier County Land Development Code [Ordinance 91-102] and consistent with the locational requirements in Chapter 416.01, Florida Statutes."

The Golden Gate Area Master Plan recognizes the "need to provide basic goods and services to Estates residents" in designated Neighborhood Centers [See page 21] "designed to concentrate all new commercial zoning in locations where traffic impacts can be readily accommodated and to avoid strip and disorganized patterns of commercial development" [underline added].

The Golden Gate Area Master Plan is clear that the "Neighborhood Center designation does not guarantee that commercial zoning will be granted. The designation only provides the opportunity to request commercial zoning." Neighborhood Center "locations are based on the intersection of major roads and spacing criteria."

Two Neighborhood Center nodes are identified in the Golden Gate Area Master Plan:

- 1] "The node at the NE quadrant of Wilson and Golden Gate Boulevards is approximately 5.0 acres in size and consists of Tract 1, Unit 14, Golden Gate Estates", and
- 2] "The node at CR-951 and Pine Ridge is located on both sides of the intersection. Tracts 109-112 and the N 1/2 of Tract 113, Unit 26, Golden Gate are included in the node as eligible for commercial development. The S 1/2 of Tract 113 and the E 1/2 of Tract 107, Unit 26 is also included in the node but are only to be used for buffer, water management and open space." [NOTE: The "Pinegate Center", an approximately 25,000 square-foot development completed in December, 1999, is located in this node.]

Selected criteria for the development of the neighborhood-center nodes published on page 23 of the Golden Gate Area Master Plan are listed below:

- Limited to low intensity transitional commercial uses that are compatible with both residential and commercial.
- Convenience commercial to provide for small-scale shopping and personal needs
- Intermediate commercial to provide for a wider variety of goods and services in areas that have a higher degree of automotive traffic [underline added]. These uses shall be similar to to C-1, C-2, or C-3 zoning districts outlined in the Collier County Land Development Code [Ordinance 91.102 adopted October 30, 1991].
- A single project shall utilize no more than 50% of the total allowed commercial acreage. The percentage may be increased at the discretion of the Board of County Commissioners.
- The project is encouraged to make provisions for shared parking arrangements with adjoining developments.
- Access points shall be limited to one [1] per 180 feet commencing from the right-of-way of the major intersecting streets of the Neighborhood Center. A maximum of three [3] curb cuts per quadrant shall be allowed.

- “• Driveways and curb cuts shall be consolidated with adjoining developments, whenever possible.
- “• Driveways accessing parcels on opposite sides of the roadway shall be (in) direct alignment.
- “• Projects directly abutting Estates-zoned property shall provide, at a minimum, a 75-foot buffer of retained native vegetation in which no parking or water-management uses are permitted, except that for valid, conditional uses, no such buffer is required.
- “• Projects shall provide a 25-foot-wide Type C buffer, as described in the Land Development Code, between the abutting right-of-way and the off-street parking area.”

Under the heading “4] Conditional Uses Subdistrict” on page 26 of the Golden Gate Area Master Plan are listed “various types of conditional uses” that are “permitted in the Estates and residential zoning districts within the study area.” Requests for conditional uses are subject to the following locational and spacing criteria published on pages 26 and 27 of the Golden Gate Area Master Plan:

- “a] Essential Services Conditional Uses shall be allowed anywhere within the Estates Zoning District, and are defined as follows:
 - “• electric or generating plants;
 - “• effluent tanks;
 - “• major re-pump stations;
 - “• sewage treatment plants, including percolation ponds;
 - “• hospitals and hospices;
 - “• water aeration or treatment plants;
 - “• government facilities [except those Permitted Uses identified in Section 2.6.9 of the Land Development Code (LDC)];
 - “• public water supply acquisition withdrawal or extraction facilities;
 - “• public safety service facilities; and
 - “• other similar facilities.”
- “b] Conditional uses [except essential services] shall not be permitted:
 - “• On Golden Gate Parkway within the Estates Designated Area west of Santa Barbara Boulevard, unless the parcel is directly bounded by conditional uses on two [2] or more side yards with no intervening rights-of-way or waterways; nor
 - “• On those parcels immediately adjacent to the west side of CR-951 within the Estates Designated Area unless the parcel is directly bounded by conditional uses on two [2] or more side yards with no intervening right-of-ways or waterways.”
- “c] Conditional uses shall be limited to Neighborhood Centers subject to the following:
 - “• The project shall provide adequate buffering from adjacent properties, and
 - “• Projects shall coordinate access management plans with other projects within the Neighborhood Center nodes to facilitate a sound traffic movement pattern.”

NOTE “d] Conditional uses may be granted in Transitional Areas. The purpose of this provision is to allow conditional uses in areas adjacent to non-residential uses generally not appropriate for residential use. The conditional use will act as a transitional use between non-residential and residential areas” [underline added].

The Conditional Uses Subdistrict provides that “the following criteria shall apply for Transitional Conditional Use requests:

- “• Site shall be directly adjacent to a non-residential use [zoned or developed];
- “• Site shall be no closer than 1/2 road mile from the intersection of a Neighborhood Center;
- “• Site shall be 2.5 acres in size and shall not exceed 5.0 acres;

- “• Conditional uses shall be located on the allowable acreage directly adjacent to the non-residential use;
- “• Site shall not be adjacent to a church or other place of worship, school, social or fraternal organization, child care center, convalescent home, hospice, rest home, home for the aged, adult foster home, children's home, (or) rehabilitation center;
- “• Site shall not be adjacent to parks or open space and recreational uses;
- “• Site shall not be adjacent to Essential Services, except for libraries and museums; and
- “• Project shall provide adequate buffering from adjacent properties allowing residential uses.”

APPLICATION OF TRANSITIONAL CONDITIONAL USE CRITERIA

The Golden Gate Area Master Plan recognizes the “need to provide basic goods and services to Estates residents” in designated Neighborhood Centers “designed to concentrate all new commercial zoning in locations where traffic impacts can be readily accommodated and to avoid strip and disorganized patterns of commercial development.”

Further, Neighborhood Center “locations are based on the intersection of major roads and spacing criteria.” Also, the Golden Gate Area Master Plan advocates that conditional uses as defined by the Plan shall be limited to Neighborhood Centers so long as “the project shall provide adequate buffering from adjacent properties,” and “projects shall coordinate access management plans with other projects within the Neighborhood Center nodes to facilitate a sound traffic movement pattern.”

The Golden Gate Area Master Plan provides that, “Conditional uses may be granted in Transitional Areas. And, “the purpose of this provision is to allow conditional uses in areas adjacent to non-residential uses generally not appropriate for residential use [underline added]. The conditional use will act as a transitional use between non-residential and residential areas” .

ANALYSIS OF CONDITIONAL USES IN THE GOLDEN GATE ESTATES

The Golden Gate Area Master Plan can accommodate future non-residential uses including:

- Conditional uses and essential services as defined in the Land Development Code;
- Parks, open space and recreational uses; and
- Group Housing shall be permitted subject to the definitions and regulations as outlined in the the Collier County Land Development Code [Ordinance 91-102] and consistent with the locational requirements in Chapter 416.01, Florida Statutes.

Appendix 1 of the Golden Gate Area Master Plan under the heading “Conditional Use Approvals and Locations” defines Conditional Uses “as uses that would not be appropriate generally or without restriction within a particular zoning district unless they are controlled as to number, area, location or relation to the neighborhood.”

Further, “before conditional uses can be approved, they must be found in compliance with the Growth Management Plan, have adequate and safe access, and be compatible with adjacent properties.” Appendix 1, page 1, stipulates “permitted Conditional Uses to include such uses as

- “schools,
- “recreational facilities,
- “social and fraternal organizations,
- “churches,
- “owner-occupied day care centers, and
- “convalescent and rehabilitation centers.”

Appendix 1 further stipulates that "problems related to conditional uses are primarily limited to the Estates area. Concerns related to Conditional Uses include:

- "a. Proliferation and expansion of Conditional Uses into residential areas,
- "b. Conditional Uses encourage additional Conditional Uses, and
- "c. Conditional Uses are not always in appropriate locations."

For the purposes of the Golden Gate Area Master Plan, a Study Area was defined that is represented in maps and supplementary tables that summarize the type and the location of Conditional Uses existing at the time of the adoption of Ordinance 97-64, otherwise known as the Golden Gate Area Master Plan, or GGAMP, on October 28, 1997.

The Conditional Uses presented in the referenced maps and supplementary tables were those obtained from the Collier County Land Development Code in effect at the time of adoption of Ordinance 97-64, with the proviso that the referenced Conditional Uses may not reflect all those "granted due to grandfathered uses which do not appear on the Zoning Atlas."

Existing and Potential Conditional Uses

The existing 45 Conditional Uses delineated under the heading "Approved Provisional/Conditional Uses" on pages 2, 3, and 4 of the previously referenced Appendix 1 are summarized in Table 1.01 and the "Potential Acres and Sites for Conditional Uses" that meet the criteria of the Golden Gate Area Master Plan [GGAMP] are summarized in Table 1.02 and Table 1.03 below:

Table 1.01
Summary of Existing Conditional Uses in the Golden Gate Estates

<u>Existing Conditional Use</u>	<u>Total Number of Uses</u>
Churches and Child Care Facilities	27.99
Fraternal Organizations/Clubs	4.00
Fire Stations	4.00
Institutional/Rehabilitation Centers	1.00
School/Child Care	3.00
Government Uses	4.00
Model Home	<u>1.00</u>
Total	44.99

Source: Golden Gate Area Master Plan, Appendix 1, page 4

Table 1.02
Potential Acres of Conditional Uses Meeting GGAMP Criteria

<u>Areas With Potential For Locating Conditional Uses</u>	<u>Potential Acres</u>
Essential Services	Unlimited
Golden Gate Parkway	17.50
West Side of Collier Boulevard [CR-951]	2.50
Neighborhood Center	17.50
Transitional Use	50.47
Activity Center at Pine Ridge/I-75	<u>40.00</u>
Total	127.97

Source: Golden Gate Area Master Plan, Appendix 1, page 4

Table 1.03
Potential Sites For Conditional Uses Meeting GGAMP Criteria
{Refer to Maps GG CU-1, GG CU-2, and GG CU-3}

<u>Sites With Potential For Locating Conditional Uses</u>	<u>Map Site</u>	<u>Acres</u>
N165, Tr. 52, Tr. 53, and Tr. 54, U9	A	12.25
Tr. 1, U12	B	5.00
Tr. 72, U23	C	5.00
Tr. 125 and Tr. 127, U23	D	10.00
Nly 380' Tr. 1, Tr. 2 and So. 105' Tr. 3, U14	E	9.47
Tr. 28, 60, 61, 76, 77, 92, 93, and 108, U35	G	40.00
N165, Tr. 114, U1	H	2.50
Tr. 143 and S165, Tr. 144, U28	J	7.50
W1/2 Tr. 65, Tr. 159, U43	M	6.25
Tr. 66 and W165 Tr. 75, U30	N	7.50
E 165 Tr. 60, 65 and W165 Tr. 76, U30	O	10.00
S165 Tr. 109, 110 and 111, U26	P	<u>12.50</u>
Total		127.97

Source: Golden Gate Area Master Plan, Appendix 1, page 4

**FUTURE LOCATION OF CONDITIONAL USES MEETING THE
ADOPTED CRITERIA OF THE GOLDEN GATE AREA MASTER PLAN**

A careful review of Table 1.03 listing the potential sites for Conditional Uses meeting the adopted criteria of the Golden Gate Area Master Plan [GGAMP] demonstrates that the potential locations identified by the GGAMP are very limited. Table 1.04 below provides specific locations for each of the potential sites listed above in Table 1.03

Potential users of any of the sites listed in Table 1.04 must be prepared to adapt the prospective use to a number of diverse locations, many of which may be inappropriate for the permitted array of Conditional Uses, i.e. schools, recreational facilities, social and fraternal organizations, churches, owner-occupied day care centers, and convalescent and rehabilitation centers.

Table 1.04
General Location of Potential Sites For Conditional Uses Meeting GGAMP Criteria
[Refer to Maps GG CU-1, GG CU-2, and GG CU-3]

<u>Location Of Potential Sites For Conditional Uses</u>	<u>Map Site</u>	<u>Acres</u>
<u>East Side of Collier Boulevard [CR-951]</u>		
Golden Gate Boulevard and 13th Street SW	A	12.25
7th Street SW next to the Golden Gate canal network	B	5.00
Randall Blvd. next to the Randall Blvd. Center PUD	C	5.00
Randall Blvd. and 8th Street NE	D	10.00
Golden Gate Boulevard and Wilson Boulevard	E	9.47
CR-951 and 25th Avenue SW next to "Porky's"	J	7.50
Oil Well Grade and 42nd Avenue NE	M	<u>6.25</u>
Subtotal		55.47

West Side of Collier Boulevard [CR-951] to I-75

5th Avenue SW and CR-951	H	2.50
Golden Gate Parkway and 59th Street SW	N	7.50
Golden Gate Parkway and 59th Street SW	O	10.00
Pine Ridge Road and CR-951 [Developed as Pinegate Center]	P	<u>12.50</u>
Subtotal		32.50

West Side of I-75

Livingston Woods Lane and 69th Street SW	C	<u>40.00</u>
Total		127.97

Source: Gate Area Area Master Plan, Appendix 1, page 4

Undeniably, the selection of the above-described sites as having potential for Conditional Uses is wholly dependent on the permitted land uses now surrounding the sites listed in Table 1.02. Other sites deemed more appropriate for schools, recreational facilities, social and fraternal organizations, churches, owner-occupied day care centers, and convalescent and rehabilitation centers may not meet the GGAMP criteria as locations for Conditional Uses.

CONCLUSIONS

1. This analysis demonstrates that application of GGAMP criteria does not easily facilitate the development of small, well-located, well-designed convenience centers that can provide expanded shopping and service opportunities for local residents and, to some modest degree, visitors and the traveling public.

2. It is arguable that strategic employment of conditional uses could provide a sufficient incentive to willing land owners to agree to the imposition of certain regulatory and design standards when developing or upgrading their property as a condition of being granted some zoning flexibility.

3. Expansion of commercial development east of Collier Boulevard (CR-951) to provide needed goods and services to Golden Gate Estates residents will likely be driven by the spacing requirements of commercial enterprises; the impact of other surrounding commercial and residential development; the unannounced plans of land owners to develop parcels now earmarked, but currently undeveloped, for commercial uses; and whether the road network can accommodate new traffic.

4. The Golden Gate Area Master Plan provides that conditional commercial uses may be granted in Transitional Areas. The announced purpose of this provision of the GGAMP is to allow conditional uses in areas not appropriate for residential use; such conditional uses are intended to act as a transition between non-residential and residential areas.

5. The GGAMP recommends Intermediate Commercial as appropriate to provide for a wider variety of goods and services in such Transitional Areas that have a higher degree of automotive traffic. It states that transitional-area, commercial-use projects shall be similar to the C-1, C-2, or C-3 zoning districts outlined in Collier County's Land Development Code [LDC].

6. Projects directly abutting Estates-zoned residential property provide that, at a minimum, a 75-foot buffer of retained native vegetation in which no parking or water-management uses are permitted, except that for valid conditional uses, no such buffer is a requirement.

RESEACHABLE ISSUES

Since June of 1999, county government has engaged in five studies likely to have a direct impact on Golden Gate City and the Golden Gate Estates. They are:

- The Golden Gate Master Plan restudy;
- The Golden Gate mobility study;
- The Community Character Plan reevaluation;
- The rural-fringe-area assessment; and
- The rural-lands assessment.

Although the Restudy Committee ("the Committee") has evidenced strong interest in the mobility study, the Community Character Plan reevaluation, and the rural-fringe-area and rural-lands assessments - the Committee's primary focus is to develop alternative approaches for resolving the identified environmental and land-use concerns of resident that includes, among others, the following:

- Residential density;
- Architectural design criteria for residences and commercial structures;
- Code enforcement;
- Conditional uses;
- Commercial enterprises in the Estates generally and existing and proposed commercial uses along the Collier Boulevard/ County Road 951 (CR-951) and the Immokalee Road/County Road 846 (CR-846) corridors;
- Commercial centers located in Golden Gate City;
- Surface transportation, motorized and non-motorized;
- Roadway construction;
- Location of essential services, including neighborhood parks, to meet the needs of local residents; and
- Maintaining and enhancing the rural and natural landscape of the overall Golden Gate area as its population continues to grow.

It is assumed that the Committee and successor groups will continue monitoring carefully the role of related studies and to evaluate how the findings and recommendations generated by those studies may be contributing to decision-making by Federal, State and local regulatory agencies adverse to the interests of the overall Golden Gate area or its individual neighborhoods.

In October, 1996, Collier County's Comprehensive Planning Department submitted an "Analysis of the Golden Gate Area Commercial Land Use Needs" as a supplement to Ordinance No. 97-64 (Appendix 2) and published in March, 1998 with this introductory narrative:

As the Golden Gate area continues to experience tremendous population increases, it is anticipated that additional commercial opportunities may be necessary to provide basic goods and services to area residents. Therefore, an analysis of the commercial needs of the Golden Gate Area was undertaken. The purpose of the analysis is threefold. First to document the existing commercial acreage within the Golden Gate area. Second, to project future demand and support for commercial land use. Finally, to establish the appropriate spatial distribution and allocation of commercial acreage. In order to provide a more detailed analysis, the Golden Gate area was subdivided into 5 geographic areas.

A subsequent Staff analysis documented the need for acreage devoted to commercial land uses and projected future demand for commercial acreage through the year 2010.

PUBLIC PARTICIPATION

Public participation remains the hallmark of the Committee's efforts to identify issues of concern to citizens residing in the area under study ("study area") that includes Golden Gate City and the vast area of the rural Golden Gate Estates.

The study area is described in Map 1 on the facing page.

The five mapped geographic subareas enclosed within the platted Estates have been amended subsequently to remove the Southern Golden Gate Estates (Area #5), also known as the "South Blocks" and the Urban Estates (Area #1) from further study, leaving Golden Gate City and three (3) Rural Estates subareas, Area #2, #3, and #4, for study and evaluation

To increase public understanding of the restudy process and to develop awareness of the community issues and alternative solutions proposed, a community audit, in the form of a market-research survey, was undertaken.

The community audit survey permits residents of the study areas to register their preferences regarding committee- and staff-generated alternatives that may be proposed to address land-use and related issues affecting residents and commercial activities in the study area.

1989 Mail-Back Questionnaire

Subject matter for the previous mail-questionnaire enclosed in the brochure distributed to 7,375 study-area households in 1988-1989 was limited to the following research topics:

1. Conditional Uses,
2. Industrial Land Uses,
3. Estates Commercial,
4. CR-951 Corridor Commercial, and
5. Golden Gate City Commercial.

"Questionnaire Results" published as Appendix 3 of the GGAMP and attached to this "Scope Of Work" document is dated June 7, 1989, approximately five months after the adoption of the county's Comprehensive Growth Management Plan and eight months before the adoption of the GGAMP Sector Plan as Ordinance 91-15 on February 5, 1991.

The research findings reported in June, 1989, are well reflected in the detailed exposition of GGAMP land-use standards reported previously; the alternative approaches subjected to research evaluation for the topics listed above yielded the following outcomes:

1. Conditional Uses: "Limit conditional uses to potential activity centers";
2. Industrial Land Uses: "Discourage industrial development in the Estates";
3. Estates Commercial: "Prohibit additional commercial uses in the Estates";
4. CR-951 Corridor Commercial: Generated a mixed result from the geographic subareas:
 - Golden Gate City: "Designate the area on the west side of CR-951 from Green Boulevard to the VFW property as commercial,"
 - Estates West of CR-951: "Not permit any commercial activity north of Green Boulevard," and
 - Estates East of CR-951: "Designate two parcels south of the FPL substation as commercial and the intersection of CR-951 and Pine Ridge Road as an Activity Center;" and
5. Golden Gate City Commercial: "Delete the Activity Center and retain the existing commercial-zoned properties and designate both sides of Golden Gate Parkway from Santa Barbara Boulevard to 52nd Terrace SW as commercial."

The 1989 surveyed population, showing 43.1 percent of the respondents residing in Golden Gate City, was reported to be "fairly representative of the composition of the Study Area."

Further, 95.3 percent of respondents owned their residence. A total 59.1 percent of the respondents had resided in the study area for between three and ten years, and 22.25 percent had lived there for over ten years.

The 1988-1989 survey instrument might be said to represent a referendum ballot that offered alternative solutions to the land-use questions framed by the earlier committee for resolution by the citizens of the Golden Gate Estates community.

RESEARCH RECOMMENDATIONS

The 1989 mail-back questionnaire utilized a multiple-choice format requesting that the respondents select one from among three or four options for each of five land-use issues only: Conditional Uses, Industrial Uses, Estates Commercial, CR-951-Corridor Commercial, and Golden Gate City Commercial.

The available record reveals that no open-end questions were offered permitting a respondent an opportunity to write in his or her own answer to a general question such as, "In your own words, tell us what you believe is the most important problem confronting persons like you now living in the Golden Gate Estates."

Further, no attitudinal questions were offered seeking a respondent's views on Quality of Life issues such as, "Golden Gate City has major strengths that City residents can build on for the future."

Finally, the 1989 mail-back questionnaire did not include opportunities for respondents to rank or rate issues by their degrees of importance to individual responders.

Research Proposal

Ccounty-staff professionals assisting the Committee proposed a survey document for review. The draft emphasized Quality of Life issues and provided a five-point, self-administered Disagree-Agree response mode to record responder's attitudes to questions such as, "The road system within the Greater Golden Gate Area is adequate to meet the current needs of the community." Respondents were asked to record their answer within a linear box-matrix format by circling the number corresponding to either:

Strongly Disagree⁵ Disagree⁴ Neutral³ Agree² Strongly Agree¹

Unlike the self-administered 1989 mail-back questionnaire, the proposed survey did not present multiple options with a request that responders select one from among three or four alternative solutions for an array of land-use alternatives.

Deliberately, the proposed survey excluded land-use-policy options and asks responders to judge the adequacy of Essential Public Services (roads, potable water, wastewater, stormwater management and revenue options); opportunities for Economic Development, preserving the Natural Environment, Growth Management, and Civic Culture.

The survey proposal solicited responses on subject matters only and leaves open for future discussion matters related the Sampling Universe, Survey Methodology (mail, telephone, electronic media, or a combination of methods), and Analytic Techniques.

Sampling Universe: A representative response to survey questionnaires from area residents can be achieved only if the survey employs a structured random sample of area households. Since 1989, Fraser & Mohlke Associates has conducted 14 telephone surveys for Collier County Government, and mail surveys for the county's Parks and Recreation Department.

The sample universe for these previous studies has been registered voter households selected in a manner to ensure that it is well-distributed geographically. It is recommended that registered-voter households provide the universe from which sample households be selected.

It is further recommended that the sample be balanced according to each of the GGAMP subareas identified previously.

To begin, a base sample was selected from the universe and then balanced according to criteria reviewed by the Committee to ensure that local conditions are well reflected in the base sample. The ultimate objective would be to receive initial responses from 15 percent of sample households that are completed satisfactorily.

Survey Methodology: A self-administered mail-survey questionnaire instrument was the method utilized.

Analytic Techniques: To provide the Committee with a research outcome that will yield the basis for future Committee decisions, a modified version of the Disagree-Agree response mode proposed by the county's professional staff was recommended.

Before reaching conclusions based on reported research findings, it was important to establish the basis for analyzing answers to the structured, closed-end survey questions recommended to be employed.

Agree-Disagree scales are a common way to measure relative attitudes, to obtain agreement or disagreement with a series of statements, and a logical way to analyze information collected from surveyed persons. Well-constructed questions like the agree/disagree scales are useful in comparing alternatives.

While they provide an easy and efficient way to ask, answer, and tabulate questions - scales tend to direct those surveyed toward choosing some attribute as more desirable or agreeable, regardless of the magnitude of difference.

Extending ratios to three digits after the decimal point helps by measuring the degree of differences. Small but perceptible differences can be determined, but an analyst is cautioned to not over interpret survey findings.

A five-point agree/disagree scale - Strongly Agree, Agree, Disagree, Strongly Disagree, and No Opinion/Neither Agree or Disagree - was determined to be the way to determine the level of understanding that surveyed persons have about the subject matter of a survey question. Offering a "no opinion" choice was deemed desirable because there is always a group of persons in every survey that can't differentiate, or don't care to respond to a particular question.

Scales are very adaptable to statistical analysis. Numerical values can be assigned to each point on the scale and statistical routines can be applied to show relative differences between answers to survey questions. In analyzing research survey findings, settling on a mid-range, or "midpoint", is often a useful way to rank responses. For comparison purposes, establishing a "threshold score" of 0.500, midway between "Agree" [1.000] and a neutral [0.000] is a conventional approach for analyzing research outcomes.

For example, a weighted score approaching 0.000 suggests an equal division of agreement/disagreement. Arguably, a weighted score of 0.500 or above helps decision makers when determining "winners" and "losers". Scores at the margin between 0.500 and 0.000 normally show a substantial number of "no opinion" answers suggesting that many of those surveyed can't differentiate, or don't care to respond to a particular question.

Ignoring those who do not indicate a clear preference can lead to false choices. Eliminating "no opinion" responses can make interpretation of findings difficult, even problematic. Similarly, a user of research should not assume that disagreement with a "negative" statement means the same measure of agreement with an alternative or "positive" statement.

2002-2003 Mail-Survey Questionnaire Development

The six-page, 86-item mail-questionnaire survey instruments are self-explanatory; they incorporate the methodologies described previously.

The first "Community Audit" survey questionnaire was mailed to a structured sample of 820 residents of **Golden Gate City** during the week of December 2 through December 6, 2002. The survey asked responding residents to register their preferences regarding land-use and related matters affecting residents and commercial activities located in Golden Gate City. Respondents were asked to complete the questionnaire and return it in a business-reply envelope by December 16, 2002.

Costs related to the printing and the mailing of the questionnaire were assumed by the Comprehensive Planning Department; Fraser & Mohlke supervised the printing and distribution of the survey instruments.

A representative sample of 1,113 registered voters residing in the four (4) voting precincts located in Golden Gate City provided the universe from which sample households were chosen; 37.4 percent of the 820 persons who were mailed the the survey questionnaire were African-American or Hispanic householders.

Forty-three (43) envelopes were returned by the Post Office as "undeliverable". By December 27, 2002, a total of 99 of the remaining 777 questionnaires had been received; by January 28, 2003, five (5) additional questionnaires were received. This represents a 13.4-percent response rate; in general, response rates for mail surveys approximate 15 percent.

The second survey questionnaire was mailed to a structured sample of 821 **Golden Gate Estates** residents during the week of March 10 through March 14, 2003. Respondents were asked to complete the questionnaire and return it in a business-reply envelope during the period April 1 through April 3, 2003.

Nineteen (19) envelopes were returned by the Post Office as "undeliverable". By April 23, 2003, a total of 217 of the remaining 802 questionnaires had been received. This represents a 27.1-percent response rate, an improvement over the normal 15 percent response rate.

During the report phase of the Community Audit, Fraser & Mohlke has made periodic reports to the County's professional staff and the Committee regarding project progress. If directed to by professional staff in collaboration with Committee representatives, Fraser & Mohlke is prepared to provide technical memoranda addressing research issues that are relevant to the overall goals of the GGAMP restudy effort.

The two survey instruments employed in the Community Audit follow this narrative.

Written-in comments provided by surveyed respondents conclude this report as follows:

- Golden Gate City respondent comments are provided under **TAB 4**, and
- Golden Gate Estates respondent comments are provided under **TAB 5**.

COLLIER COUNTY WANTS YOUR OPINION
GOLDEN GATE CITY RESIDENTS SURVEY
Please complete and return by December 16, 2002

Dear Golden Gate Resident:

The purpose of this survey is to give you an opportunity to voice your opinion on the things that matter most to you about your community. Collier County government is committed to provide our residents with the facilities, services, and programs they desire. **We are asking you to complete and return this questionnaire to us so we learn more about the needs of the people who live in Golden Gate.**

A volunteer committee of your Golden Gate neighbors has assisted us in developing the questionnaire. The County has engaged the Naples research firm of Fraser & Mohlke Associates to conduct the survey. Your opinions are very important to us. Please answer the questions as best you can. When you aren't familiar with a program or service, please check "No Opinion". **We ask you to return your completed survey in the enclosed, return-addressed envelope by Monday, December 16, 2002.** Thank you for helping us learn more about the needs of Golden Gate residents.

Sincerely,

Jim Coletta

Jim Coletta, Chairman
Collier County Board of Commissioners

Mark Strain

Mark Strain, Chairman
Golden Gate Master Plan Restudy Committee

1. How long have you been a resident of Golden Gate City? **[Please "v" the appropriate box below]**

☐ 2000-2002 ☐ 1995-1999 ☐ 1990-1994 ☐ 1985-1989 ☐ 1980-1984 ☐ Before 1980

2. USE OF GOLDEN GATE FACILITIES: Please check Frequently, Seldom, or Never to indicate which of the the following facilities located in Golden Gate that you or members of your family used sometime during the past year or so:

CHECK [v] ONE FOR EACH!

	Frequently	Seldom	Never
a. Golden Gate Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Collier County Health Department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Golden Gate Fire Department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Golden Gate Branch Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Golden Gate Community Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Community Park Aquatics and Fitness Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. USE OF GOLDEN GATE CITY SHOPPING CENTERS: Please check Frequently, Seldom, or Never to indicate which of the shopping centers listed below you or members of your family have shopped at or used sometime during the past year or so:

CHECK [v] ONE FOR EACH!

	Frequently	Seldom	Never
a. Stores or restaurants located on Santa Barbara Blvd.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Winn Dixie shopping center stores or restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. K-Mart shopping center stores or restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Banks, restaurants or stores on Golden Gate Parkway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Doctor and dentist offices on Golden Gate Parkway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Professional offices, restaurants or stores located on Collier Boulevard/County Road 951	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. To better serve the needs of our residents, Collier County appreciates your cooperation in sharing your experiences since becoming a resident of Golden Gate. Your responses to the following questions will help us to plan for the facilities, services, and programs that meet your needs. **Please select up to three items for each question and rank them in the order of importance to you and your family.**

- a. The three **main reasons** that I live in Golden Gate are: [Select up to 3]

Put "1" for the first reason, "2" for second, and "3" for third in the appropriate boxes.

- ☐ My home is a good investment that will increase in value over time.
 - ☐ My home is an affordable place for me and my family to live.
 - ☐ I have direct access to where I work.
 - ☐ Convenient to the schools that my children attend.
 - ☐ Shopping opportunities and other services offered here in Golden Gate.
 - ☐ To live in a planned residential community.
 - ☐ To live close to the Naples urban area and the goods and services that Naples offers.
 - ☐ Access to the Golden Gate Community Center.
 - ☐ Access to the Golden Gate Community Park.
 - ☐ Other. Please explain: _____
- _____
- _____

- b. The three **main benefits** I receive from living in Golden Gate are: [Select up to 3]

Put "1" for first benefit, "2" for second, and "3" for third in the appropriate boxes.

- ☐ Good schools. My children now attend the _____ School.
 - ☐ Well-maintained recreational facilities and a Library for use by all Golden Gate residents.
 - ☐ Living close to shopping centers, restaurants, and services used by me and my family.
 - ☐ Close to where I work.
 - ☐ Family community that meets the needs of all those living with me.
 - ☐ Cost of living in Golden Gate makes it an affordable place for me and my family to live.
 - ☐ Other. Please explain: _____
- _____
- _____

- c. The three **main roles for Collier County government** in serving the future interests of the people who live in Golden Gate are: [Select up to 3]

Put "1" for the first main role, "2" for second, and "3" for third in the appropriate boxes.

- ☐ Maintaining Golden Gate as a residential community.
- ☐ Maintaining the existing public facilities available to Golden Gate residents.
- ☐ Adding sidewalks and bike paths along more of the main streets in Golden Gate City.
- ☐ Instituting effective two-way communication between County government and local residents.
- ☐ Expanding the Golden Gate Community Park facilities and adding parking spaces.
- ☐ Expanding the Golden Gate Community Center facilities and adding parking spaces.
- ☐ Adding new programs and services that would be available to Golden Gate residents.

IF SELECTED, write in below at least one new amenity, program, or service you want added:

- ☐ Eliminating some of the programs and services that are now available to residents of Golden Gate.
- IF SELECTED, write in below at least one amenity, program, or service you want eliminated:

- ☐ Other. Please explain: _____
- _____
- _____

5. Please give us your opinion about the statements listed below. Tell us if you **Agree** or **Disagree** or if you have **No Opinion** regarding each of these statements:

CHECK [✓] ONE FOR EACH!

- | | Agree | Disagree | No Opinion |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|------------|
| a. The overall appearance of the neighborhoods and shopping areas in Golden Gate is generally good. | [] | [] | [] |
| b. Shopping areas in Golden Gate City are well located and convenient for me and my family to use. | [] | [] | [] |
| c. Streets and sidewalks are well maintained in Golden Gate City. | [] | [] | [] |
| d. Golden Gate Fire Department and Emergency Medical Services (EMS) personnel provide prompt response and good treatment for injured persons and others with medical emergencies when they are called for assistance. | [] | [] | [] |
| e. Public parking areas are well lighted in Golden Gate City and I feel safe when I park my car at night at local shopping centers and restaurants. | [] | [] | [] |
| f. There are enough Sheriff's deputies in Golden Gate City to provide adequate public-safety services to City residents. | [] | [] | [] |
| g. Generally speaking, Sheriff's deputies respond to calls for service in Golden Gate City in a reasonable amount of time. | [] | [] | [] |
| h. I am satisfied personally with the overall performance of the Collier County Sheriff's Office. | [] | [] | [] |
| i. What do you believe are the major law enforcement concerns and problems in your neighborhood?
Please name them for us: _____ | | | |

[] Please check if there are no major law enforcement concerns or problems in your neighborhood.

6. Please tell us about how you travel regularly around Collier County. Please answer the following statements either **Regularly**, **Occasionally** or **Never**:

CHECK [✓] ONE FOR EACH!

- | | Regularly | Occasionally | Never |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------|-------|
| a. My most important reason for daily travel is work related . | [] | [] | [] |
| b. <u>My reasons for daily travel that are not work related are:</u> | | | |
| 1. Pick up or drop off others, like taking my children to school. | [] | [] | [] |
| 2. Visit family and friends. | [] | [] | [] |
| 3. Shop and run errands. | [] | [] | [] |
| 4. Participate in community and neighborhood activities. | [] | [] | [] |
| c. I ride Collier County's new CAT bus service to go to work. | [] | [] | [] |
| d. I ride the CAT bus system to shop and for other purposes. | [] | [] | [] |
| e. Other members of my family use the CAT bus system. | [] | [] | [] |
| f. What major concerns and problems do you have when you ride from place to place around Collier County?
Please name them for us: _____ | | | |

[] Please check if you have no major concerns or problems when you ride to work or travel around Collier County.

7. Please tell us whether you **Strongly Agree, Agree, Disagree, Strongly Disagree**, or have **No Opinion** concerning the following statements about Golden Gate:

CHECK ("✓") ONE FOR EACH

	Strongly Agree	Agree	Strongly Disagree	Disagree	No Opinion
a. Golden Gate City has major strengths that City residents can build on for the future.	[]	[]	[]	[]	[]
b. One of County government's jobs is to let residents know about the new commercial and residential developments being built in and around Golden Gate.	[]	[]	[]	[]	[]
c. Landlords renting homes and apartments in Golden Gate City do an adequate job in maintaining the properties they own.	[]	[]	[]	[]	[]
d. The retail stores located in Golden Gate City are one reason for me and my family continuing to live here.	[]	[]	[]	[]	[]
e. Golden Gate City residents are willing to pay for additional drainage improvements and flood control facilities.	[]	[]	[]	[]	[]
f. Recreational opportunities for young people are adequate to meet the needs of parents and children living in Golden Gate.	[]	[]	[]	[]	[]
g. The majority of Golden Gate City residents are able to find work close to where they live.	[]	[]	[]	[]	[]
h. Retail stores located in Golden Gate City need to be improved and expanded in order to meet the needs of current and future City residents.	[]	[]	[]	[]	[]
h1. Commercial zoning on Santa Barbara Blvd. should accommodate more businesses and professional offices.	[]	[]	[]	[]	[]
h2. Commercial zoning on Golden Gate Pkwy. should provide more opportunities for both business and residential uses.	[]	[]	[]	[]	[]
h3. Golden Gate City needs a greater variety of retail stores offering local residents new opportunities to buy products they need.	[]	[]	[]	[]	[]
i. Golden Gate residents are willing to pay for additional roadway enhancements like decorative street lighting, improved sidewalks, bike paths, and landscaping.	[]	[]	[]	[]	[]
j. Some bridges across the canals in Golden Gate City should be built in order to improve the flow of automobile traffic in and out of City neighborhoods.	[]	[]	[]	[]	[]

I recommend a bridge be built at the following location (write in):

8. If you or members of your family have ever been dissatisfied with something that happened in your Golden Gate neighborhood, please describe in your own words what led to your dissatisfaction in the spaces provided below.

☐ I have not had any neighborhood concerns or problems that caused me to be dissatisfied.

9. If you were dissatisfied with something in your neighborhood, please explain how you handled the problem in the spaces provided below.

10. What do you see as the top concern of Golden Gate residents over the next two or three years? Please be as specific as you can when describing what you believe most needs attention by County government.

**Please provide us with answers to the following questions about you and your family.
PLEASE CHECK [✓] ALL THAT APPLY TO YOU**

Are you: ☐ Male ☐ Female

Do you live in a: ☐ Single-family home ☐ Town House ☐ Condominium ☐ Rental apartment

Other [Please write in]: _____

1. Please tell us when you are in residence in Golden Gate.

☐ I live year around in Golden Gate City and consider my self a **full-time** resident.

☐ I consider myself a **seasonal** resident and I am not here during the summer months.

2. How long have you lived at this address? When did you move to this address? **CHECK [✓] ONE**

☐ 2002 ☐ Between 1996 & 1999 ☐ Between 1981 & 1985

☐ 2001 ☐ Between 1991 & 1995 ☐ Between 1976 & 1980

☐ 2000 ☐ Between 1986 & 1990 ☐ I have lived at this address since before 1976

3. Have you previously lived somewhere else in Golden Gate City before moving to your present address?

☐ YES, I have ☐ NO, I have not previously resided in Golden Gate City

IF YES, was it in a: ☐ Single-family home ☐ Condominium ☐ Rental apartment

☐ Town House ☐ Other

3. Would you please tell us which age category applies to you? **CHECK [✓] ONE**

☐ 75 or older ☐ 65 to 74 years ☐ 55 to 64 years ☐ 45 to 54 years

☐ 35 to 44 years ☐ 25 to 34 years ☐ 24 or younger

4. Of the people in your home, how many are **18 years or older including yourself**? **CHECK [✓] ONE**

☐ One ☐ Two ☐ Three ☐ Four or more

5. Of the family members in your home, how many are **under 18 years of age**? **CHECK [✓] ONE**

☐ One ☐ Two ☐ Three ☐ Four or more

6. What is your current employment status? Are you? **CHECK [✓] ONE**

☐ Employed Full-Time ☐ Employed Part-Time ☐ Homemaker ☐ Retired ☐ Not presently employed

7. Please use the additional spaces provided below to further express your views on any subject your choose:


~~~~~**OPTIONAL**~~~~~  
Name: \_\_\_\_\_

\_\_\_\_\_  
Last First M.I.

~~~~~**OPTIONAL**~~~~~

Thank you again for your interest and cooperation!

**COLLIER COUNTY WANTS YOUR OPINION
GOLDEN GATE ESTATES RESIDENTS SURVEY
Please complete and return by April 2, 2003**

Dear Golden Gate Estates Resident:

The purpose of this survey is to give you an opportunity to voice your opinion on the things that matter most to you about your community. Collier County government is committed to provide our residents with the facilities, services, and programs they desire. **We are asking you to complete and return this questionnaire to us so we can learn more about the needs of the people who live in Golden Gate Estates.**

A volunteer committee of your Golden Gate neighbors has assisted us in developing the questionnaire. The County has engaged the Naples research firm of Fraser & Mohlke Associates to conduct the survey. Your opinions are very important to us. Please answer the questions as best you can. When you aren't familiar with a program or service, please check "No Opinion". **We ask you to return your completed survey in the enclosed, return-addressed envelope by Wednesday, April 2, 2003.**

Sincerely,

Collier County Board of County Commissioners

Golden Gate Area Master Plan Restudy Committee

1. How long have you been a resident of Golden Gate Estates? **[Please "v" the appropriate box below]**
☐ 2000-2003 ☐ 1995-1999 ☐ 1990-1994 ☐ 1985-1989 ☐ 1980-1984 ☐ Before 1980

2. USE OF GOLDEN GATE AREA FACILITIES: Please check Frequently, Seldom, or Never to indicate which of the following facilities located in Golden Gate that you or members of your family used sometime during the past year or so:

CHECK [v] ONE FOR EACH!

- | | Frequently | Seldom | Never |
|--------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|
| a. Golden Gate Community Center located on Golden Gate Parkway | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Collier County Sheriff's Substation on Golden Gate Parkway | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Golden Gate Fire Station #71 located on Golden Gate Boulevard | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Golden Gate Estates Branch Library on Golden Gate Boulevard | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Max A. Hasse, Jr. Community Park and Louise Hasse Community Center located on Golden Gate Boulevard | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Corkscrew Fire Stations #10 and #12 located on Immokalee Road | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

3. USE OF SHOPPING CENTERS: Please check Frequently, Seldom, or Never to indicate which of the shopping centers listed below you or members of your family have shopped at or used sometime during the past year or so:

CHECK [v] ONE FOR EACH!

- | | Frequently | Seldom | Never |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|
| a. Stores or restaurants located in Coastland Mall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Shopping centers at the intersection of Airport & Pine Ridge roads | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Professional offices, restaurants or stores located along Collier Boulevard/County Road 951 (CR-951) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Shopping center at the intersection of Immokalee Road & CR-951 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Vineyards shopping center on Pine Ridge Road east of I-75 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Shopping centers at the intersection of Santa Barbara & Radio Rd. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Professional offices, restaurants or stores located on Golden Gate Parkway or in the Winn Dixie or K-Mart shopping centers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. To better serve the needs of our residents, Collier County appreciates your cooperation in sharing your experiences since becoming a resident of Golden Gate. Your responses to the following questions will help us to plan for the facilities, services, and programs that meet your needs. **Please select up to three items for each question and RANK THEM "1", "2", and "3" in the order of importance to you and your family.**

- a. The three **main reasons** that I live in Golden Gate Estates are: [Select up to 3]

Put "1" for the first reason, "2" for second, and "3" for third in the appropriate boxes.

- ☐ My home is a good investment that will increase in value over time.
- ☐ My home is an affordable place for me and my family to live.
- ☐ I have direct access to where I work.
- ☐ Convenient to the schools that my children attend.
- ☐ Shopping opportunities and other services offered here in Golden Gate.
- ☐ To live in a rural residential community.
- ☐ To live away from the Naples urban area.
- ☐ Access to the Golden Gate Community Center.
- ☐ Access to the Max A. Hasse, Jr. Park.
- ☐ Other. Please explain: _____

- b. The three **main benefits** I receive from living in Golden Gate are: [Select up to 3]

Put "1" for first benefit, "2" for second, and "3" for third in the appropriate boxes.

- ☐ Good schools. My children now attend the _____ School.
- ☐ Well-maintained recreational facilities and a Library for use by all Golden Gate Estates residents.
- ☐ Living close to shopping centers, restaurants, and services used by me and my family.
- ☐ Close to where I work.
- ☐ Family community that meets the needs of all those living with me.
- ☐ Cost of living in Golden Gate makes it an affordable place for me and my family to live.
- ☐ Other. Please explain: _____

- c. The three **main roles for Collier County government** in serving the future interests of the people who live in the Golden Gate Estates are: [Select up to 3]

Put "1" for the first main role, "2" for second, and "3" for third in the appropriate boxes.

- ☐ Maintaining Golden Gate Estates as a residential community.
 - ☐ Maintaining all existing public facilities available to Golden Gate Estates residents.
 - ☐ Adding sidewalks and bike paths along the main roads in Golden Gate Estates.
 - ☐ Instituting effective two-way communication between County government and local residents.
 - ☐ Expanding the Max A. Hasse, Jr. Community Park facilities and adding parking spaces.
 - ☐ Providing code enforcement and animal control services to meet the needs of Estates' residents.
 - ☐ Adding new programs and services that would be available to Golden Gate Estates residents.
- IF SELECTED, write in below at least one new amenity, program, or service you want added:

- ☐ Eliminating some of the programs and services that are now available to residents of Golden Gate.
- IF SELECTED, write in below at least one amenity, program, or service you want eliminated:

- ☐ Other. Please explain: _____

5. Please give us your opinion about the statements listed below. Tell us if you **Agree** or **Disagree** or if you have **No Opinion** regarding each of these statements:

CHECK [✓] ONE FOR EACH!

- | | Agree | Disagree | No Opinion |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|------------|
| a. The overall appearance of the neighborhoods in Golden Gate Estates is generally good. | [] | [] | [] |
| b. Shopping areas within or near Golden Gate Estates are well located and convenient for me and my family to use. | [] | [] | [] |
| c. County roads are well maintained in Golden Gate. | [] | [] | [] |
| d. Local Fire Department & Emergency Medical Services (EMS) personnel provide prompt response and good treatment for injured persons and others with medical emergencies when they are called for assistance. | [] | [] | [] |
| e. Persons driving ATVs in Golden Gate Estates should observe the law and not drive over neighbors lawns. | [] | [] | [] |
| f. There are enough Sheriff's deputies in Golden Gate Estates to provide adequate public-safety services to local residents. | [] | [] | [] |
| g. Generally speaking, Sheriff's deputies respond to calls for service in the Estates in a reasonable amount of time. | [] | [] | [] |
| h. I am satisfied personally with the overall performance of the Collier County Sheriff's Office. | [] | [] | [] |

- i. What do you believe are the major law enforcement concerns and problems in your neighborhood?

Please name them for us: _____

[] Please check if there are no major law enforcement concerns or problems in your neighborhood.

6. Please tell us about how you travel regularly around Collier County. Please answer the following statements either **Regularly**, **Occasionally** or **Never**:

CHECK [✓] ONE FOR EACH!

- | | Regularly | Occasionally | Never |
|----------------------------------------------------------------------------------------------------------------------|-----------|--------------|-------|
| a. My most important reason for daily travel is work related . | [] | [] | [] |
| b. <u>My reasons for daily travel that are not work related are:</u> | | | |
| 1. Pick up or drop off others, like taking my children to school. | [] | [] | [] |
| 2. Visit family and friends. | [] | [] | [] |
| 3. Shop and run errands. | [] | [] | [] |
| 4. Participate in community and neighborhood activities. | [] | [] | [] |
| c. I have ridden Collier County's new CAT bus service. | [] | [] | [] |
| d. I would like the CAT bus system to pick up and drop off local passengers along new routes in Golden Gate Estates. | [] | [] | [] |
| e. What major concerns and problems do you have when you drive from place to place around the Estates? | | | |
| Please name them for us: _____ | | | |

[] Please check if you have no major concerns or problems when you drive to work or ride from place to place around Collier County.

7. Please tell us whether you **Strongly Agree, Agree, Disagree, Strongly Disagree**, or have **No Opinion** concerning the following statements about Golden Gate:

CHECK ("✓") ONE FOR EACH

| | Strongly
Agree | Agree | Strongly
Disagree | Disagree | No
Opinion |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Golden Gate Estates has major strengths that local residents can build on for the future. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. One of County government's jobs is to let residents know about the new commercial and residential developments being built in and around Golden Gate Estates. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Landlords renting homes in Golden Gate Estates do an adequate job in maintaining the properties they own. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Access to retail stores located in Golden Gate City is one of the reasons that my family enjoys living in Golden Gate Estates. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Golden Gate Estates residents are willing to pay for additional drainage improvements and flood control facilities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Recreational opportunities for young people are adequate to meet the needs of parents and children living in Golden Gate. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Golden Gate Estates residents are willing to pay for a new Collier County water, sewer and fire-hydrant systems to service their homes. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Retail stores located in Golden Gate City need to be improved and expanded in order to meet the needs of Golden Gate Estates residents. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Commercial zoning on Wilson Boulevard should accommodate more businesses. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Commercial zoning on Oil Well Road should provide more opportunities for both business and professional offices. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. Golden Gate Estates needs a greater variety of retail stores giving residents new opportunities to buy products they need. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. Golden Gate residents are willing to pay for additional roadway enhancements like decorative street lighting, improved sidewalks, bike paths, and landscaping. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. Some bridges across the canals in Golden Gate Estates should be built in order to improve the flow of automobile traffic in and out of Estates neighborhoods. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

I recommend a bridge be built at the following location (write in):

8. If you or members of your family have ever been dissatisfied with something that happened in your Golden Gate Estates neighborhood, please describe in your own words what led to your dissatisfaction in the spaces provided below.

☐ I have not had any neighborhood concerns or problems that caused me to be dissatisfied.

9. What is important to you and your family in maintaining the quality of life that led you to purchase or rent a home in Golden Gate Estates? Please write in those living conditions you feel it is important to maintain in your neighborhood in the spaces provided below.

10. What do you see as the top concern of Golden Gate residents over the next two or three years? Please be as specific as you can when describing what you believe most needs attention by County government. Include any services County government should be providing in your neighborhood that you believe are needed.

Please provide us with answers to the following questions about you and your family.
PLEASE CHECK [✓] ALL THAT APPLY TO YOU

Are you: [] Male [] Female

Do you live in a: [] Single-family home [] Town House [] Condominium [] Rental apartment

Other [Please write in]: _____

1. Please tell us when you are in residence in Golden Gate.

[] I live year around in Golden Gate Estates and consider my self a **full-time** resident.

[] I consider myself a **seasonal** resident and I am not here during the summer months.

2. How long have you lived at this address? When did you move to this address? **CHECK [✓] ONE**

[] 2002 [] Between 1996 & 1999 [] Between 1981 & 1985

[] 2001 [] Between 1991 & 1995 [] Between 1976 & 1980

[] 2000 [] Between 1986 & 1990 [] I have lived at this address since before 1976

3. Have you previously lived somewhere else in the Golden Gate area before moving to your present address?

[] YES, I have [] NO, I have not previously resided in the Golden Gate Estates

IF YES, was it in a: [] Single-family home [] Condominium [] Rental apartment

[] Town House [] Other

4. Would you please tell us which age category applies to you? **CHECK [✓] ONE**

[] 75 or older [] 65 to 74 years [] 55 to 64 years [] 45 to 54 years

[] 35 to 44 years [] 25 to 34 years [] 24 or younger

5. Of the people in your home, how many are **18 years or older including yourself**? **CHECK [✓] ONE**

[] One [] Two [] Three [] Four or more

6. Of the family members in your home, how many are **under 18 years of age**? **CHECK [✓] ONE**

[] One [] Two [] Three [] Four or more

7. What is your current employment status? Are you? **CHECK [✓] ONE**

[] Employed Full-Time [] Employed Part-Time [] Homemaker [] Retired [] Not presently employed

8. Please use the additional spaces provided below to further express your views on any subject your choose:


~~~~~**OPTIONAL**~~~~~  
Name: \_\_\_\_\_

Last

First

M.I.

~~~~~**OPTIONAL**~~~~~

Thank you again for your interest and cooperation!

**Golden Gate Area Master Plan
Community Audit Research Report**

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SAMPLE-PLAN DESIGN
2002 GOLDEN GATE CITY MASTER PLAN RESIDENT SURVEY
(November 7, 2002)

| <u>Precinct
Number</u> | <u>Polling Place
Location</u> | <u>Distribution
of Voters</u>
(As of 11-7-02) | <u>Total</u>
[N=] | <u>Sample
Completed</u>
[N=] | <u>Sample
Interval*</u> |
|----------------------------|-------------------------------------|------------------------------------------------------|----------------------|-------------------------------------|-----------------------------|
| 623 | Golden Gate Community Center | 1,789
(27.3%) | 273 | 109 | 6th |
| 625 | Golden Gate United Methodist Church | 1,570
(23.9%) | 239 | 96 | 6th |
| 626 | Manantial de Vida Church | 2,072
(31.6%) | 317 | 127 | 6th |
| 627 | Messiah Lutheran Church | 1,127
(17.1%) | 171 | 68 | 6th |
| TOTAL** | | 6,558
(100.0%) | 1,000 | 400 | 6th |

(*) **Note:** The "interval" provides the every "nth" number needed to draw the required number of survey sample households from each precinct's list of registered voters; this sampling method is referred to generally as a structured, random sample. Enrolled electors were chosen for the sample because experience in conducting previous surveys confirms that non-voters are not readily available to respond to survey questionnaires during a fall interviewing period.

The sample provides the number of households judged to be needed in order to yield a total of approximately 400 completed questionnaires. The sampling plan presumes that a minimum of five (5) sample households will be needed to yield two (2) completed questionnaires. For future-survey purposes, prior sample experience has indicated that, sometimes, a minimum of seven (7) sample households are needed to yield one (1) completed questionnaire in largely rural County Commission District 5, which includes the non-urban Golden Gate Estates.

(**) **Note:** In the above matrix under the heading "Distribution of Voters," the cited number represents a universe of the total number of active registered voters in each of the above listed precincts. The sample will include also all newly registered voters enrolled since the close of registration for the November 5, 2002 general election.

ESTIMATING POPULATION PARAMETERS

To make an inference about the population being studied, the analyst applies a Confidence Limit or Confidence Range to the percentage result found in a study. Reports of survey findings are customarily expressed as percentages:

- a) Percent aware,
- b) Percent preferring a product or a service, or
- c) Percent giving a particular response.

For example, the 2001 Collier County telephone survey found 56 percent of the 254 respondents reported a previous residence elsewhere in the United States before moving to Collier County. It is unlikely that exactly 56 percent of the voter population lived outside of Florida before moving to Collier County, but, approximately 56 percent of the sampled study population should have had their immediately prior residence outside of Florida if the survey sample:

- a) Employs a rigorous sampling plan,
- b) Is adequate in size, and
- c) Well drawn technically.

This difference between the sample results and the actual population is called the sampling error. The range is applied to survey findings in order to infer the population equivalent is called the confidence range.

A table of confidence ranges is shown below. Read the table as follows: With a sample of 254 completed interviews, if a percentage result is 56 percent, then the chances are approximately 95 in 100 that a range of plus or minus 6.2 percent (49.8 percent to 62.2 percent) will include within it the true percentage in the entire population of the sampled voting-age residents with a prior residence outside of Florida before moving to Collier County.

**TABLE OF 95 PERCENT CONFIDENCE RANGE (Two ∞)
PERCENTAGE RESULT OBTAINED**

| Sample Size | <u>50%</u> | 40%
or
<u>60%</u> | 30%
or
<u>70%</u> | 20%
or
<u>80%</u> | 10%
or
<u>90%</u> | 5%
or
<u>95%</u> | 1%
or
<u>99%</u> |
|-------------|------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------------------|
| 25 | ±19.6% | ±19.2% | ±18.0% | ±15.7% | ±11.8% | ±8.5% | ±3.9% |
| 50 | 13.9 | 13.6 | 12.7 | 11.1 | 8.3 | 6.0 | 2.8 |
| 75 | 11.3 | 11.1 | 10.4 | 9.1 | 6.8 | 4.9 | 2.3 |
| 100 | 9.8 | 9.6 | 9.0 | 7.8 | 5.9 | 4.3 | 2.0 |
| 150 | 8.2 | 8.0 | 7.5 | 6.6 | 4.9 | 3.6 | 1.6 |
| 200 | 7.1 | 7.0 | 6.5 | 5.7 | 4.3 | 3.1 | 1.4 |
| 250 | 6.3 | 6.2 | 5.8 | 5.0 | 3.9 | 2.7 | 1.2 |
| 300 | 5.8 | 5.7 | 5.3 | 4.6 | 3.5 | 2.5 | 1.1 |
| 400 | 5.0 | 4.9 | 4.6 | 4.0 | 3.0 | 2.2 | 1.0 |
| 500 | 4.5 | 4.4 | 4.1 | 3.6 | 2.7 | 2.0 | 0.9 |
| 1000 | 3.2 | 3.1 | 2.9 | 2.6 | 1.9 | 1.4 | 0.6 |

SAMPLE-PLAN DESIGN
2003 GOLDEN GATE ESTATES RESIDENT SURVEY
(March 10 , 2003)

| <u>Precinct
Number</u> | <u>Polling Place
Location</u> | <u>Distribution
of Voters</u>
(As of 2-28-03) | <u>Total</u>
(N=) | <u>Sample
Completed</u>
(N=) | <u>Sample
Interval*</u> |
|----------------------------|----------------------------------------------|------------------------------------------------------|----------------------|-------------------------------------|-----------------------------|
| 650 | Quality Inn Country Club | 1,834
(13.7%) | 137 | 27 | 13th |
| 651 | Max Hasse Community Park | 1,629
(12.2%) | 122 | 24 | 13th |
| 652 | Cypress Wood Presbyterian Church | 1,915
(14.3%) | 143 | 29 | 13th |
| 654 | Golden Gate Fire Department Station #71 | 1,644
(12.2%) | 122 | 24 | 13th |
| 655 | Max Hasse Community Park | 2,100
(15.7%) | 157 | 32 | 13th |
| 790 | Collier County University Extension Division | 2,508
(18.7%) | 187 | 38 | 13th |
| 791 | Collier County University Extension Division | 1,761
(13.2%) | 132 | 26 | 13th |
| TOTAL** | | 13,391
(100.0%) | 1,000 | 200 | 13th |

(*) **Note:** The "interval" provides the every "nth" number needed to draw the required number of survey sample households from each precinct's list of registered voters; this sampling method is referred to generally as a structured, random sample.

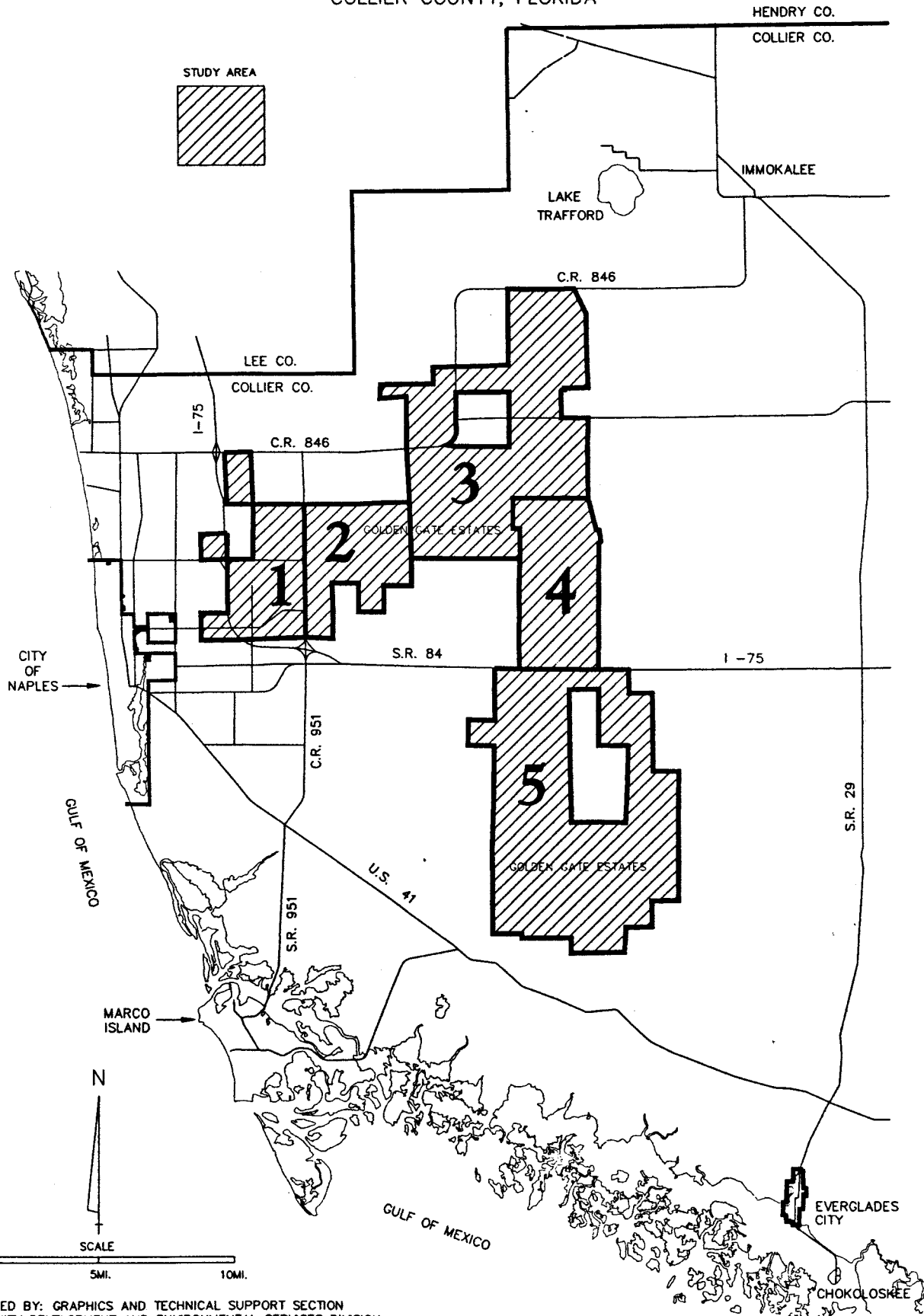
(**) **Note:** In the above matrix under the heading "Distribution of Voters," the cited number represents a universe of the total number of active registered voters in each of the above listed precincts. The sample includes all newly registered voters enrolled following the close of registration for the November 5, 2002 general election.

MAP 1

GOLDEN GATE AREA MASTER PLAN

STUDY AREAS

COLLIER COUNTY, FLORIDA



PREPARED BY: GRAPHICS AND TECHNICAL SUPPORT SECTION
 COMMUNITY DEVELOPMENT AND ENVIRONMENTAL SERVICES DIVISION
 FILE: GGMP-9B.DWG DATE: 12/96

SAMPLE-PLAN FULFILLMENT
2003 GOLDEN GATE ESTATES RESIDENT SURVEY
(April 23 , 2003)

| <u>Precinct Number</u> | <u>Polling Place Location</u> | <u>Distribution of Voters</u>
(As of 2-28-03) | <u>Total</u>
(N=) | <u>Sample Completed</u>
(N=) | <u>Percent Returned</u> |
|----------------------------|---------------------------------------------------------------------|--------------------------------------------------|----------------------|---------------------------------|-------------------------|
| <u>STUDY AREA 2</u> | | | | | |
| 650 | Quality Inn Country Club | 1,834 | 137 | | |
| 651 | Max Hasse Community Park | 1,629 | 122 | | |
| 652 | Cypress Wood Presbyterian Church (Western part only) | 905 | <u>73</u>
332 | 86 | 25.90% |
| <u>STUDY AREA 3</u> | | | | | |
| 652 | Cypress Wood Presbyterian Church (Eastern part only) | 1,010 | 103 | | |
| 655 | Max Hasse Community Park (Estates parcels only) | 1,100 | 95 | | |
| 790 | Collier County University Extension Division (Estates parcels only) | 708 | 87 | | |
| 791 | Collier County University Extension Division (Estates parcels only) | 861 | <u>82</u>
367 | 87 | 23.71% |
| <u>STUDY AREA 4</u> | | | | | |
| 654 | Golden Gate Fire Department Station #71 | 1,644 | 122 | 44 | 36.07% |
| TOTAL | | 9,691
(100.0%) | 821 | 217 | 26.43% |

Note: Over one in four of the number receiving the Golden Gate Estates Survey questionnaire sent back completed, useable survey instruments; this translates to a 26.43 percent return rate, well above the normal 15-to-20-percent rate for self-administered, mail questionnaires.

Note: Calculated on a "gross basis", sample fulfillment for the Golden Gate City Survey was 12.61 percent.