



# GMD

Growth Management Department

Quarterly Newsletter



Golden Gate City's  
Vibrant Future Story Pg. 1

Drone Technology  
Story Pg. 1

One-Cent Sales Surtax  
Projects Story Pg. 9

Fourth Edition





Publication of the Collier County  
Growth Management Department

GMD Quarterly Newsletter  
4th Edition

**Publisher**

Thaddeus Cohen  
Department Head  
Growth Management Department

**Credits:**

**Editor**

Desirée Hart

**Contributors**

Christine Arnold  
Connie Deane  
Joe Delate  
Samantha Gibson  
Desirée Hart  
Sara Ison  
Anita Jenkins  
Ed Kacperowski  
Matthew McLean  
Blanca Nieves  
Cristina Perez  
Dianna Perryman  
Samantha Roe  
W. Eric Short

**Proofreaders**

Christine Arnold  
Danielle Bates  
Connie Deane

**Photographers**

Connie Deane  
Maria Pizarro



Our Fourth Edition of the Growth Management Department (GMD) Newsletter introduces you to some of the ways we're using technology to be prepared in case of crisis and better serve our customers.

The Road Maintenance Division is utilizing drone technology to view and assess hard to reach stormwater retention areas for necessary maintenance in preparation of hurricane season and ensuring unobstructed flow of water. The Building Plan Review and Inspection Division is using the Crisis Track App to be prepared to quickly and efficiently manage damage assessment.

As an ongoing effort to keep residents informed, the Transportation Engineering Division is using the Alert Collier system, in special cases, to notify residents within focused areas and mitigate traffic congestion and delays. If you're wondering why your neighbor's receiving County alerts and you're not, sign up at [Alert Collier](#), or sign in and edit your existing account.

Step into the renderings of Golden Gate City and see the vibrant future planned for both residents and business owners. These improvements are made possible through multiple County initiatives and public involvement.

Learn about the County's capital projects and how they're planned well in advance - five years or more before construction begins. The [Annual Update Inventory Report](#) (AUIR) video was created to illustrate the annual process for collecting, organizing, and publishing the annual summary report for your understanding. Read further to see how your One-Cent Sales Tax dollars are continuously working to make Collier County one of the best places to live.

GMD continues to develop a customer-centric culture with your satisfaction as a top priority. Stay tuned for future editions of the GMD Newsletter to learn more about how the Growth Management Department is designing a positive experience for customers. Many of the changes we're making are based on your feedback and survey responses.

Speaking of surveys, please take our Newsletter [survey](#) and tell us what you think. We welcome your topic suggestions, please send your suggestions to [Suggest A Topic](#).

Thanks for your continued support of the Department. Stay involved and stay informed. Working together is the best way for us all to make a difference.

Thaddeus Cohen  
Department Head  
Growth Management Department



Growth Management Department

# contents

- Golden Gate City's Vibrant Future ..... 1
- Drone Technology ..... 1
- Safe Communities by Code Enforcement ..... 2
- Staff Helping Fight Hunger ..... 2
- Crisis Track App ..... 2
- Sculpture Dedication ..... 3
- Zero the Hero ..... 7
- Your Tax Dollars at Work ..... 9
- Evacuation Zone Maps ..... 14





# The Golden Gate City Study Illustrates a Vibrant Future



## CREATING A SAFE DIVERSE FAMILY-ORIENTED COMMUNITY

by Anita Jenkins, Zoning Division

Through vigorous public involvement processes, the studies have sought improvements to land use, economic vitality, mobility, and environmental sustainability.

[continued on page 5](#)

### DRONES NOW UTILIZED BY ROAD MAINTENANCE

Access challenges are solved through arial viewing.

Learn more about how the Road Maintenance Division is using drone technology to assess difficult to reach areas.

[story on page 11](#)



### COVID-19 2019 NOVEL CORONAVIRUS

Stay healthy by taking necessary precautions

Learn the steps you can take to help prevent the spread of this virus. Please check on neighbors and friends, both young and old.

[learn more on page 7](#)



### SAFE COMMUNITIES & CODE ENFORCEMENT

Code Enforcement sponsors Safe Communities Night & Cleanups

Hundreds of residents participated in recent community cleanups to make their neighborhoods a better place to live and raise families.

[story on page 8](#)



### DEVELOPMENT REVIEW AND HARRY CHAPIN FOOD BANK HELP FIGHT HUNGER

by Matt McLean, Development Review Division

The Development Review Services Division regularly schedules team-building events throughout the year to help build comradery in and out of the workplace. During the most recent event, staff used this opportunity to give back to the community. On Nov. 13, 2019

[continued on page 4](#)

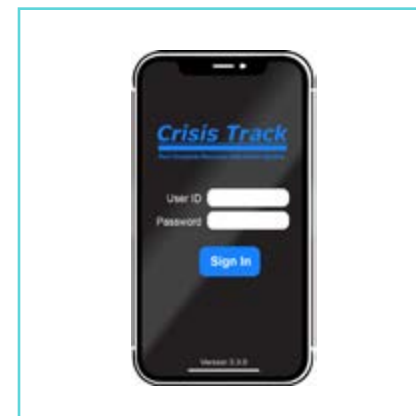


“Remember, the Solution to Pollution Begins with You!”

### CRISIS TRACK

by Ed Kacperowski, Building Plan Review and Inspection Division

In an ongoing effort to have a cohesive emergency response team mobilized in case of a disaster situation within Collier County, the Growth Management Department training group in conjunction with the Building Plan Review and Inspection (BPRI) Division has worked diligently to prepare a training course to enable staff to utilize and manage damage assessments quickly and efficiently.



[continued on page 3](#)

Want to know more about a specific Growth Management Department? Let us know, and your topic will be considered for the next GMD Newsletter. Please use the [Suggest A Topic](#) button and send us your suggestions.



## SCULPTURE DEDICATION

by Connie Deane, Operations Support Division

A 22-ton Marton Varo sculpture was unveiled and dedicated to Commissioner Donna Fiala, District 1, at a ribbon cutting ceremony on February 21. The sculpture will serve as a lasting tribute for Commissioner Fiala's service. The project was funded through a public-private partnership with the Community Foundation.

The Road Maintenance Division was instrumental in project planning, coordination, site preparation, foundation construction, sculpture unloading, erection, and sealing. - ❖ -



Sculpture erecting, dedication and ribbon cutting ceremony

## CRISIS TRACK

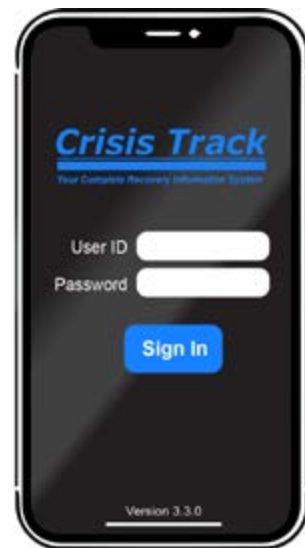
continued from page 2

The application, CrisisTrack has been utilized by our partners in the Bureau of Emergency Management as the application of choice for performing damage assessments within the county and getting that information to FEMA quickly after a disaster event.

A CrisisTrack representative visited GMD and trained the supervisory staff on its use and assisted in conducting in-field trial assessments. This testing was the beginning of the development of a training program assembled by Training Coordinator, Dianna Perryman.

BPRI Manager, Marlene Serrano, the lead for damage assessment tracking, stated "The objective is to be able to have everyone in the GMD Development Services Building, located at 2800 North Horseshoe Drive, trained and ready in case an emergency response is warranted. This training program will be a required part of Collier University and assigned to all personnel at the GMD Development Services Building."

The program has been developed using guidelines supplied by the CrisisTrack team to utilize the personnel within our organization effectively. This curriculum is being implemented immediately with extra emphasis for its completion before hurricane season begins next year. Hopefully, it will never be needed, but just in case, we will be ready. - ❖ -



Harry Chapin President and CEO Richard LeBer welcomes Development Review Staff

## DEVELOPMENT REVIEW DIVISION STAFF HELPING FIGHT HUNGER

continued from page 2

thirty-two staff members volunteered time at the Harry Chapin Food Bank's distribution center on Prospect Avenue. The Harry Chapin Food Bank is the largest hunger-relief network in southwest Florida, serving Collier, Lee, Charlotte, Glades and Hendry counties. The food bank receives food donations and grocery products and redistributes them to over 170 partner agencies to help fight hunger in our area. On average, the Harry Chapin Food Bank provides food for about 28,000 individuals each week. In 2019, the food bank distributed 26.7 million pounds of food, the equivalent of 22.2 million meals.

President and CEO Richard LeBer provided a history and overview of the Food Bank and introduced several of their staff members. Once the introductions were complete, it was time to wash up, put on the gloves, and begin sorting food. The food bank had received a large donation of sweet potatoes from a farm in Tallahassee that needed to be sorted and bagged. Over a two-hour period, Development Review volunteers processed 10,070 pounds of sweet potatoes.

This volunteer opportunity not only helps a great organization continue to feed our region's families who are at risk but provides Development Review staff an opportunity to work together and fellowship outside of normal office routines. It was truly a rewarding experience to know that our efforts would directly help those in the community in need of fresh, nutritious food.

Learn more on the [Harry Chapin Food Bank website](#), or call (239) 334-7007. - ❖ -

### Your Opinion Matters

Please take a moment to complete our Newsletter Survey. Let us know what we're doing right and what may need improvement.

Click the button below or scan the QR Code to the right with your smart phone.



**GOLDEN GATE CITY***continued from page 2*

In 2016, the Growth Management Department's (GMD) Community Planning staff initiated planning studies in several areas of Collier County, including Golden Gate City and Golden Gate Estates, Immokalee, the Rural Fringe Mixed Use District and the Rural Lands Stewardship Area Overlay.

Through vigorous public engagement processes, the studies have sought improvements to land use, economic vitality, mobility, and environmental sustainability.

September 2019, the Board of County Commissioners adopted the study recommendations for Golden Gate City and Golden Gate Estates. In this edition of the GMD newsletter, we are featuring

the Golden Gate City study efforts, illustrating a vibrant future envisioned for the residents and business owners, supported through significant Collier County initiatives.

The Golden Gate City study process began with a series of public workshops. Through this process, the community was invited to create a vision statement. The vision statement is important in describing the community's future aspirations and is used to inform and guide county policies and long-term strategies.

Golden Gate City Vision Statement: "Golden Gate City is a safe, diverse, family-oriented community that offers easy access to education, parks, shopping and services within a vibrant, walkable community."

*continued on page 13**Golden Gate City Rendering*



## “ZERO” THE HERO

by Samantha Gibson, Pollution Control

Nutrient pollution is one of the biggest threats to our water quality. To make things more difficult, there is no “one-size fits all” solution due to different land uses, types of grass, and varying soil conditions. To combat nutrient pollution, “The Collier County Fertilizer and Urban Landscaping Ordinance” was updated in July 2019. One of the biggest changes for the updated ordinance is the requirement that a “zero-phosphorus” fertilizer be used in unincorporated Collier County. South Florida’s soils are naturally rich in phosphorus, meaning the plants likely get enough phosphorus from the soil and any excess phosphorus applied will become polluted runoff the next time it rains or the sprinklers are on. Phosphorus is the limiting nutrient for freshwater algae blooms so if you stop the phosphorus you stop the algae blooms.

What does this mean when choosing a fertilizer? It means first looking at the guaranteed analysis, formatted as 8-0-12 on the bag, when choosing a fertilizer. The guaranteed analysis shows the percent of each, nitrogen-phosphorus-potassium, of the blend, thus the middle number needs to be a zero like in the given example of 8-0-12. Curious how else the ordinance helps? Check out these do’s and don’ts that reduce nutrient runoff.



Use caution when distributing fertilizers

- DO sweep or blow fertilizer and grass clippings from sidewalks, streets, and seawalls back into the grass.
- DO follow the application instructions, remember “the label is the law.”
- DO use fertilizer with 50 percent slow-release, or water insoluble, nitrogen content.
- DO consider nutrients from reclaimed water before fertilizing.
- DO measure your yard to determine how much fertilizer is needed.
- DO check that your fertilizer applicator has their Commercial Fertilizer Applicator certificate on hand when fertilizing.
- DON’T fertilize if the soil is wet or before a rainstorm.
- DON’T apply a fertilizer that contains phosphorus without a soil test that shows a need.
- DON’T apply fertilizer within 10 feet of a waterbody or wetland.

For more information on the ordinance, please visit [dontoverfeed.com](http://dontoverfeed.com). Please also note that this ordinance applies to unincorporated Collier County. The City of Naples and City of Marco Island have separate fertilizer ordinances. - ❖ -

## SAFE & CLEAN COMMUNITIES BY CODE ENFORCEMENT

by W. Eric Short, Code Enforcement Division

### CODE ENFORCEMENT DIVISION MISSION STATEMENT

“To protect the health, safety, and welfare of Collier County residents and visitors through education, cooperation, and compliance.”

The Code Enforcement Division participated in celebrating **Safe Communities Night** in all districts of Collier County during 2019. The free events were hosted by the Collier County Sheriff’s Office and focused on bringing neighborhoods, communities, businesses, and law enforcement together. The Code Enforcement team was present to provide brochures, answer questions, and give away promotional items, with a few hundred residents in attendance.

The Code Enforcement and Solid and Hazardous Waste Management Divisions, in cooperation with the Collier County Sheriff’s Office and Waste Management Inc. of Florida, hosted a **Neighborhood Cleanup** for residents of the Bonita Shores area. Staff weathered a rainy morning to collect various household items, such as bulk furniture, fencing materials, bricks, pavers, and lumber. Household hazardous waste items were also collected and included used oil, antifreeze, gasoline, used oil filters, electronics, fluorescent bulbs and paints. This was a great initiative to reduce the amount of waste and to educate the residents of the Bonita Shores Community. - ❖ -



Safe Communities Night

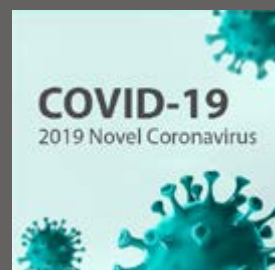


Neighborhood Cleanup at Bonita Shores

## COVID-19 (2019 Novel Coronavirus)

- Wash for 20 seconds
- Avoid touching your face
- Practice social distancing
- Call before you go

Learn more at the [Florida Department of Health](http://Florida Department of Health) website.



## Easily Report Non-Emergency Issues within the County

by Michelle Scavone, Operations Support Division

Report non-emergency issues and service requests by dialing 311 from within Collier County between 8 a.m. and 5 p.m. Monday - Friday on regular business days. Issues are tracked and callers receive timely responses to requests and concerns. You can also download the app to your smartphone or report directly from the [311 webpage](http://311 webpage).







Vanderbilt Beach Road Extension

## ONE-CENT SALES SURTAX: TRANSPORTATION PROJECTS

by Christine Arnold, Transportation Engineering Division

Last year, Collier County proposed and received approval for an additional one percent sales tax, or one-cent sales surtax for each dollar, to pay for local authorized infrastructure projects. The one-cent sales surtax was approved by voters and began to be collected Jan. 1, 2019. The collection will end after seven years, on Dec. 31, 2026. Approximately \$191 million of the sales tax revenue is dedicated toward transportation projects that have a planned total cost for design and construction of about \$300 million.

The Transportation Engineering team worked throughout the year to begin planning and designing roadway and bridge improvements that are financed by this sales tax. Common goals are to relieve congestion, increase roadway capacity, and maintain crucial structures. A few highlights of the long list of projects are:

- **Vanderbilt Beach Road Extension** – This project will extend Vanderbilt Beach Road to the east for seven miles. The final alignment was approved in October 2019, and the project is currently in the 60 percent design stage.

- **Pine Ridge Road/Livingston Road Corridor Improvements** - An innovative intersection design with changes to the left turn lanes along Livingston Road will significantly improve the congestion issues at this intersection. In addition, the county is cooperating with the Florida Department of Transportation to improve the I-75 interchange at exit 107 (Pine Ridge Road).
- **Eleven Bridge Replacements** - Eleven functionally obsolete bridges built between 1948 and 1953 which serve as rural connectors within Collier County, around Immokalee City, will be completely replaced.
- **Triangle Boulevard Improvements** - Operational improvements, including roundabouts and turn lane modifications, will relieve congestion on Triangle Boulevard, Price Street, U.S. 41, and Collier Boulevard.
- **Airport Road Widening from Vanderbilt Beach Road to Immokalee Road** - Widening Airport Road from Vanderbilt Beach Road to Immokalee Road from 4 to 6 lanes, with bike lanes and sidewalks will greatly increase capacity along this major arterial roadway.
- **Randall Boulevard and Immokalee Road Intersection Improvements** - This project includes widening Randall Boulevard to four lanes (currently a two-lane roadway) from Immokalee Road to 8th Street NE providing enough space for a future 6-lane roadway as well as a new traffic signal at 8th Street NE.
- **Golden Gate Estates Bridges** - New bridges that will connect currently dead-end roads will improve traffic mobility, reduce emergency service response times, and improve evacuation routes for residents of Golden Gate Estates. A study is ongoing to determine the bridge locations.

A full list of sales tax related transportation projects is available at <https://collieronecenttax.com/transportation-projects>. All of these projects are planned to begin before the sales tax term ends. The county's team of transportation engineers is fully dedicated to realizing these plans which will significantly improve the traffic flow for Collier County citizens and visitors. - ❖ -

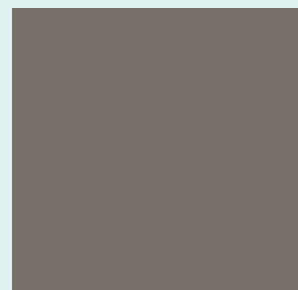


Bridge Replacements Project

### REPORT A TRAFFIC SIGNAL ISSUE

by Christine Arnold, Transportation Engineering Division

Collier County provides several methods of reporting traffic signal issues, and we want to know if a problem occurs. If you would like to report a [Traffic Signal Issue](#) please complete the online interactive [form](#), or send your email to [TrafficOps@colliercountyfl.gov](mailto:TrafficOps@colliercountyfl.gov), contact [Collier 311](#), or call (239) 252-5000.



### E-PERMITTING COURSES OFFERED AT GMD

by Dianna Perryman, Operations and Regulatory Management Division

The county is offering comprehensive training on the electronic building permit application process using the [GMD Public Portal](#). Electronic permit application submittal, known as E-Permitting, has many advantages over manual submission - it's convenient, saves time, and it's environmentally friendly by reducing printing. To sign up, please contact [Dianna Perryman](#) or call (239) 252-2965.





*Maintenance assessment from a drone's eye view*

## DRONES UTILIZED IN INTENSIFIED STORMWATER SERVICES

*by Samantha Roe, Road Maintenance Division*

The Collier County Road Maintenance Division, along with other local and state jurisdictions, are currently gearing up for the next rainy season with continued intensive stormwater drainage maintenance services. In accordance with the Collier County Board of County Commissioners (BCC) and approval of funding for the fiscal year 2020, the county's focus is to maintain and improve current stormwater systems effectively. Emphasis is on reducing flooding throughout historically effected zones and improving the area's surface water quality. The rainy season in Southwest Florida runs from mid-May to mid-October every year, with the hurricane season starting the first day of June and closing the end of November.

Together with both inhouse staff and contracted workers, citizens may be surprised to see an additional presence of crews working on these

stormwater improvements. These services include the restoration and cleaning of swales (ditches), roadway shoulders, main canals, stormwater basins, catch basins, stormwater inlets and outlets, stormwater pipes, roadway drainage structures, storm drains, weirs and many adjacent roadway facilities. Collier County Road Maintenance and the Collier County Sherriff's Office (CCSO) have partnered innovatively utilizing the CCSO's drone technology to perform a video assessment of different canals and drainage areas. With video footage produced by the drone camera, we will be able to see and understand where improvements are needed. The division is currently compiling a roadside swale and roadway shoulders work list of the areas of highest concern for water drainage and improvements throughout the county. The swale

and shoulder work is planned to be done by county-approved contractors in fiscal year 2020.

Collier County's Stormwater crew, in coordination with South Florida Water Management District/ Big Cypress Basin (SFWMD/BCB), has already made major progress on the stormwater drainage improvements along the State Road 29 (SR-29) Main Canal. The drainage clearing has been completed along SR-29 from the City of Immokalee to the South Sunniland Wier. The project will continue from this location, ending at I-75. The clearing of the SR-29 canal will aid in stormwater drainage of the surrounding residential and rural areas connected to the system, as well as alleviate the issue of water over the roadways during peak rainy season.

The Road Maintenance Division is also partnering with the Stormwater Management Planning section of Collier County on the stormwater drainage flow throughout our

jurisdiction. Our goal is to direct the stormwater away from roadways and residences. Installing new flow preventers and channeling devices in certain locations will help alleviate the drainage issues that occur in low lying and tidal areas. These areas commonly experience flooding issues during heavy rain and high tide events.

Daily responses to citizen requests within Collier County are a large part of our proactive effort in preventing pollutants and debris from entering the waterways and affecting the surface water quality. Utilizing street sweepers, road crews, and equipment, areas affected by litter and pollutants are quickly cleaned without contaminants entering stormwater drainage systems. These requests can include trash and debris on a roadway, illegal dumping, traffic accident clean up, rock spills, chemical spills, fuel spills and more. Road Maintenance works alongside Pollution Control and Public Utilities to ensure

*continued on page 13*





From a drone's eye view

**DRONES UTILIZED IN INTENSIFIED STORMWATER SERVICES**

*continued from page 12*

any hazardous spills are reported and cleaned properly.

The Road Maintenance Division partners with SFWMD/BCB, the Florida Department of Transportation and other local and state departments, to identify areas of responsibility as well as keep in communication about current and

upcoming stormwater and roadway projects.

In 2020, expect to see more crews and contractors in the field focusing on these stormwater services. If you need to report any road or stormwater issue, please dial 311 or call the Road Maintenance Division at 239-252-8924, or email [RoadMaintenance@colliercountyfl.gov](mailto:RoadMaintenance@colliercountyfl.gov).



**GOLDEN GATE CITY**

*continued from page 6*

Golden Gate City has an exciting future defined by the community vision statement. Collier County is implementing this vision through policy direction and significant investments. The county's acquisition of utility services in Golden Gate City will substantially improve expansion and reliability to residents and commercial property owners, eventually eliminating septic and well systems and the redevelopment constraints caused by limited utility service. Land use policy changes will support job growth in advanced manufacturing and computer and electronic manufacturing and 3-D printing. Land development code changes will create a main street and town center that will become a unique and celebrated destination in the center of Collier County. The land development code changes will support redevelopment of Golden Gate Parkway and further the objectives of the Golden Gate

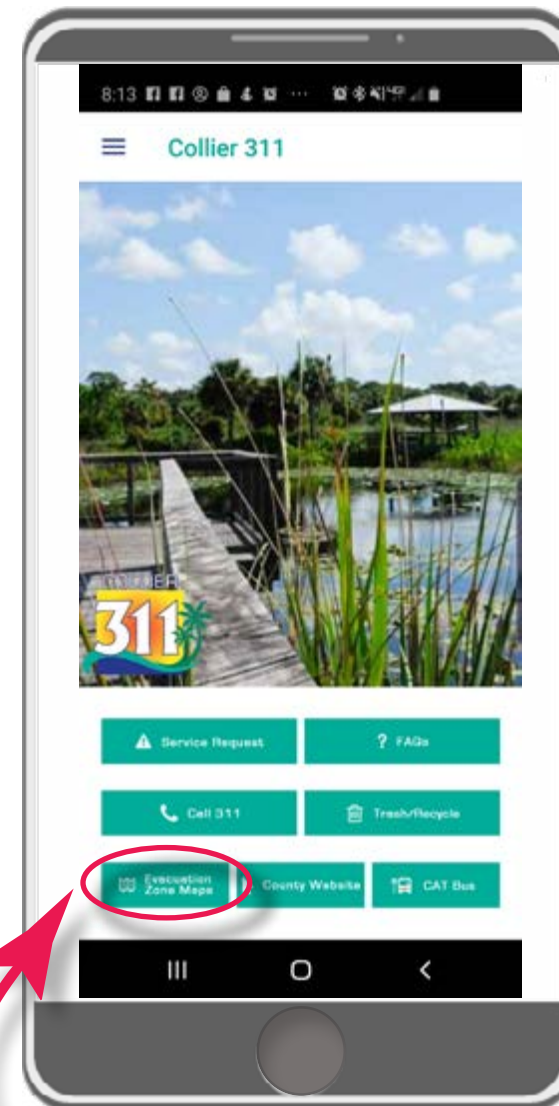
*continued on page 15*

**COLLIER 311 EVACUATION ZONE MAPS**

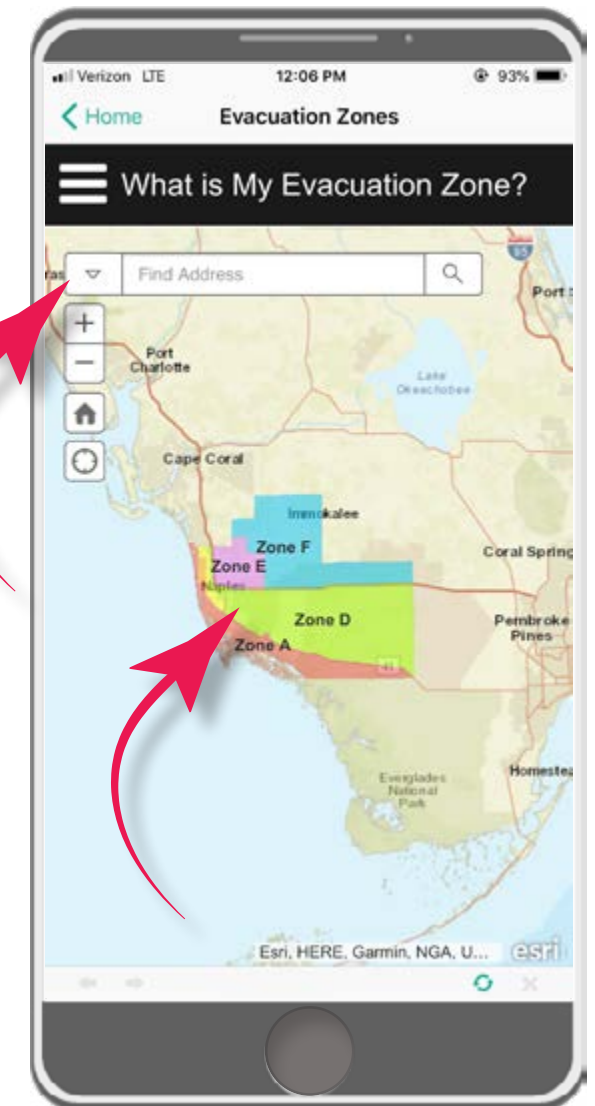
*by Michelle Scavone, Operations Support Division*

The Collier 311 App makes it easy to find your Evacuation Zone. Follow these easy steps:

1. DOWNLOAD the Collier 311 App to your smartphone and OPEN it
2. SELECT the "Evacuation Zone Maps" button from the home screen
3. ENTER your address or CLICK the map to find your Evacuation Zone



**SELECT** Button  
"Evacuation  
Zone Maps"



**ENTER** Address or  
**ZOOM** Map

*Have a non-emergency issue to report? Click the Service Request button on the App or dial 311 from anywhere within Collier County for immediate assistance. We're here for you!*





## GOLDEN GATE CITY

*continued from page 13*

Parkway Complete Streets study. The recent Collier County purchase of the Golden Gate City golf course adds a major public asset that will offer future opportunities.

These development and infrastructure plans are furthered by the economic development initiatives Collier County has secured for Golden Gate City. The Opportunity Zone and Economic Development designations offer significant redevelopment tools for private investment. Property owners have expressed great enthusiasm for these designations and there has been a measured increase in development interest in Golden Gate City. The GMD staff is excited to be part of the renewal of Golden Gate City. Be on the lookout for future public workshops and join us as we continue to work on the many initiatives to create the vibrant, walkable community envisioned for Golden Gate City. - ❖ -

## COLLIER COUNTY'S ALERT SYSTEMS - WHAT'S THE DIFFERENCE?

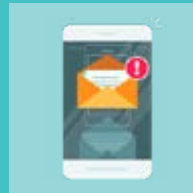
*by Desirée Hart, Community and Media Relations, Operations Support Division*



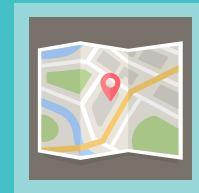
Alert Collier



Collier 311



E-Notification



Road Alert App

### Alert Collier

Collier County's Emergency Alert System. Please sign up! If we can't reach you, we can't alert you in case of an emergency.

### Collier 311

Contact us for non-emergency requests for service and to access the Knowledge Base.

### E-Notifications

Sign up to stay informed of news and events. Receive e-notifications directly in your email InBox or by text messaging. Choose from a list of options available, including news releases, public information meetings, newsletters, and much more.

### Road Alert

Stay informed of road and lane closures affecting major county roads.

### Road Alert App

The NEW Road Alert App is coming soon! Access the interactive map to stay informed of planned lane closures affecting your travel routes.

## Your Opinion Matters

Please take a moment to complete our Newsletter Survey. Let us know what we're doing right and what may need improvement.

Click the button below or scan the QR Code to the right with your smart phone.