

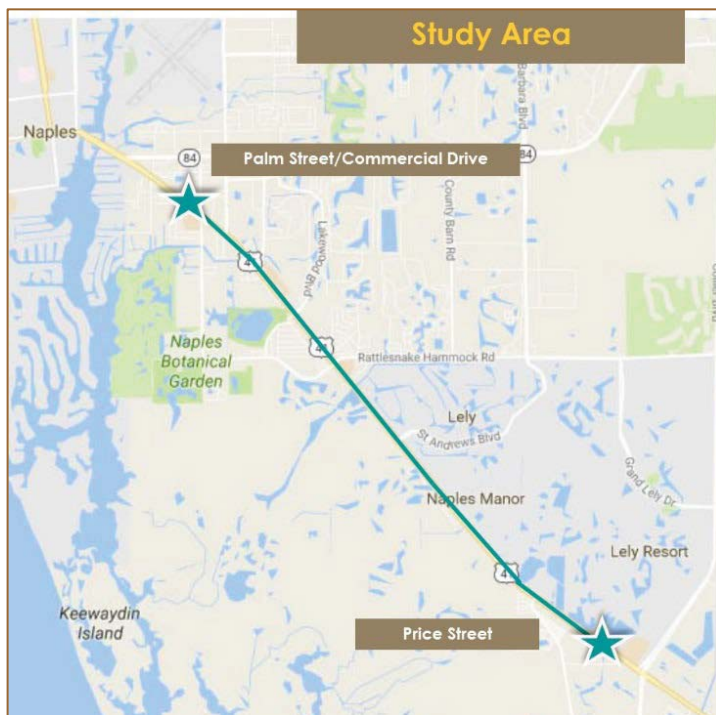


Memo

To: Mike Bosi, Collier County Planning and Zoning Director
From: Laura DeJohn, Principal Planner II
Date: 4/3/2018
Re: U.S. 41 Corridor Study – Summary of Findings and Recommendations

Project Description

The limits of this U.S. 41 Corridor Study extend approximately 6.8 miles along U.S. 41 between Palm Street/Commercial Drive and Price Street. The Study Area is defined as the commercially zoned parcels that are adjacent to U.S. 41 (see Figure 1 on the following page). Within this corridor, approximately 1.25 miles are within the Bayshore Gateway Triangle Redevelopment Area from Palm Street/Commercial Drive to Haldeman Creek.¹



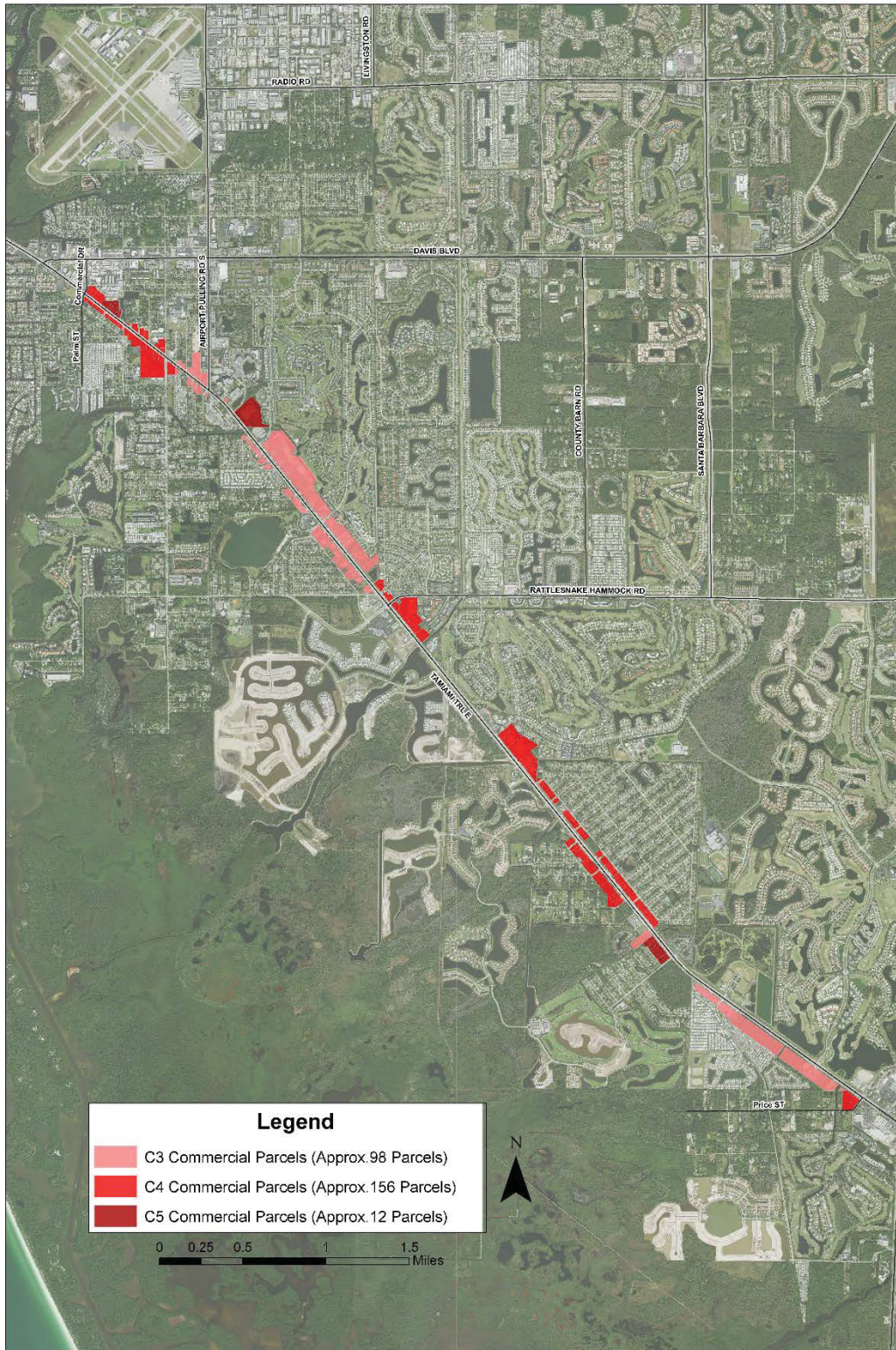
The Study Area is generally suburban in nature with segments that vary in character from the northern redevelopment area to the southern area emerging with new residential communities and shopping centers. There are few destinations along the corridor for community attraction or entertainment other than Sugden Regional Park and Eagle Lakes Community Park.

The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code.

¹ The U.S. 41 Corridor Study Area defined for this planning effort does encompass some property within the Bayshore Gateway Triangle Community Redevelopment Area (CRA) boundary, however the recommendations of this Study are only for lands outside of the CRA boundary. Any reference to property within the CRA boundary is not intended to alter or vary from the CRA's Redevelopment Plan that guides and governs all future development within the CRA.

FIGURE 1:

**COMMERCIAL ZONING PARCELS ALONG US 41
BETWEEN PALM ST/COMMERCIAL DR INTERSECTION AND PRICE ST INTERSECTION**



Public Involvement Summary

The main objective of the Study was to conduct public input meetings to help the community discern the best potential outcomes to serve community needs along the corridor.

Initial Stakeholder Outreach was performed in June, July, and August 2017. Stakeholder Outreach included attendance and presentation of the purpose of the Corridor Study at the East Naples Civic Association meeting of July 5, 2017, the East Naples Merchant's Association meeting of August 10, 2017, and the Bayshore Gateway Triangle Community Redevelopment Agency Advisory Board Meetings of June 6, 2017 and August 1, 2017. See Attachment 1 for the handout that was provided during Stakeholder Outreach.

In addition to Stakeholder Outreach, three public input meetings were held as described below. These meetings were noticed through media postings by the East Naples Civic Association, East Naples Merchant's Association, and Bayshore Gateway Triangle Community Redevelopment Agency.

The graphic is a handout for the U.S. 41 Corridor Study. It features a teal header with the title "U.S. 41 Corridor Study". Below the header, there are two main sections: "Purpose" and "Study Area". The "Purpose" section states: "The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code." The "Study Area" section shows a map of the corridor from Palm Street/Commercial Drive to Price Street, with various landmarks like Naples Botanical Garden, Naples Manor, and Lely Resort. A central box titled "We want to hear from you!" contains information about three public meetings and a final public meeting. At the bottom, contact information for Michael Bosi, Collier County Planning and Zoning Director, is provided.

Purpose

The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code.

Study Area

We want to hear from you!

Attend one of these public meetings to give input on the U.S. 41 Corridor Study.

Public Meeting 1 – October 3, 2017 (6:00-8:00 pm)
Location: East Naples Community Park - 3500 Thomasson Drive, Naples, FL 34112
Goal: Public preferences for uses and development types along the corridor

Public Meeting 2 - November 7, 2017 (6:00-8:00 pm)
Location: Eagle Lakes Community Park - 11565 Tamiami Trail East, Naples, FL 34113
Goal: Public preferences for uses and development types along the corridor

Public Meeting 3 – January 16, 2018 (6:00-8:00 pm)
Location: Eagle Lakes Community Park - 11565 Tamiami Trail East, Naples, FL 34113
Goal: Public preferences for uses/development type along corridor

Final Public Meeting – February 21, 2018 (6:00-8:00 pm)
Location: South Regional Library - 8065 Lely Cultural Pkwy, Naples, FL 34113
Goal: Present the findings and recommendations for options to incentivize preferred development or businesses along the corridor

Questions? Contact Michael Bosi, Collier County Planning and Zoning Director at: michaelbosi@colliergov.net or (239) 252-6819

The three public input meetings were conducted in the same manner, with a 30- to 40-minute presentation describing existing conditions and commercial siting influences, and a 19-item image preference survey. The image preference survey was organized to obtain input on the preferred outcomes in the following realms:

- (1) Desired aesthetic or community character: Participants were asked to indicate preferences for different corridor features and development forms, including landscaping, green space or vistas, building massing, building scale and building position along the street.

- (2) Desired development types and uses: Participants were asked to indicate preferences for different development types and uses, including hotels, shopping centers, mixed use, live-work, entertainment, multifamily, and live-work.
- (3) Regulatory options: Participants were asked to indicate preference for different regulatory options to influence future development along the corridor through incentives or standards.
- (4) Administrative options: Participants were asked to indicate preference for establishing a redevelopment agency, taxing unit or community branding effort.

Participants also had the opportunity for a Question and Answer period, and forms were available for attendees to submit written comments. During the three public input meetings, a total of approximately 144 participants attended and performed the image preference survey. A total of 107 written comments were also received. Meeting summaries, survey results, written comments and sign-in sheets for each of the three meetings are provided in Attachment 2.

Findings

SUMMARY OF SURVEY AND WRITTEN COMMENT OUTCOMES

The outcome of the image preference survey revealed the majority of participants support the following:

- 51% support a strip mall with **more variety of retailers** (Banana Republic and Talbots were pictured in the image).
- 90% support **hotels**, and 59% support a **resort style hotel** set back from the road with heavy landscaping.
- 84% support **two-story multifamily**, with 58% preferring the style of Avalon of Naples at the corner of Davis Boulevard and County Barn Road when “all of the above” responses are included.
- 64% support **four- to five-story multifamily buildings**, with 53% preferring a design with Mediterranean architecture when “all of the above” responses are included.
- 51% support a **manicured landscape appearance** along the roadway
- 65% support an **office complex with a single story orientation** and a treed landscape along the roadway
- 71% support businesses with **two-story buildings set back from the roadway**, with a treed landscape buffer and single bay of parking
- 92% support median and roadside **landscaping with shade trees and palms**
- 81% support **four- to five-story mixed use buildings** when “all of the above” responses are included.
- 89% support **more local restaurants** when “all of the above” responses are included, and 89% support **more sit down restaurants** when “all of the above” responses are included
- 79% support **destination shopping** (five-story Mercato was pictured in the image).

- 72% support **two- to three-story “live-work” buildings** with workplaces on ground floors and residences above when “all of the above” responses are included, with 59% supporting a **traditional two-story main street style** appearance when “all of the above” responses are included.
- 94% agree with **incentives to encourage preferred development types**, with 42% preferring impact fee credits for tear down and re-build situations when “all of the above” responses are included.
- 96% agree with **regulatory updates for development along the corridor**, with 48% preferring updated standards for landscaping, when “all of the above” responses are included.
- 90% agree with administrative changes, with 62% preferring a **community based branding effort** to establish an identity and marketing program, when “all of the above” responses are included.

The outcome of the image preference survey revealed the majority of participants do *not* support the following:

- 67% **do not support self storage facilities**, however 31% favored one that is multi-story with Mediterranean architecture and landscaping (Coconut Point self-storage facility was pictured in the image).
- 64% **do not support gas stations**, however 30% favored one that is buffered with landscaping (Racetrac at the corner of Airport Road and North Horseshoe Drive was pictured in the image).

The written comments received during the Public Input Meetings were categorized into subject areas, listed below in order of the most commented to the least commented subjects:

Subject of Written Comments	Percent of Respondents (%)
Preferred Development	41.3
Rebranding	10.3
Traffic	10.0
Bikes & Pedestrians	8.7
NOT Preferred Development	8.0
Incentives	7.7
Design	4.7
Landscaping	3.7
Infrastructure	2.7
Open Space	2.3
Redevelopment	0.7

A final public meeting was held on February 21, 2018 to review the findings and proposed recommended actions. Attendees also had the opportunity for a Question and Answer period, and forms were available for attendees to submit written comments. Approximately 44 attendees were present, and nineteen written comments were collected.

U.S. 41 Corridor Study – Summary of Findings and Recommendations

April 3, 2018

Page 6

The comments provided at the final meeting covered a wide range of topics and opinions. The most commented topics were relatively consistent with the comments received at the three earlier Public Input Meetings, except that references to undesired uses made up a larger proportion of comments received. The final meeting comments were primarily regarding: undesired uses, preferred development, bicycle and pedestrian safety, and rebranding. The presentation, written comments and sign-in sheets for this meeting are provided in Attachment 3.

The findings from all the public surveys and comments were organized into priorities representing public's most commented issues. "Main points" corresponding to each priority topic are provided below to summarize the general consensus on these topics derived from comments and feedback during the public meetings.

Some participants were vocal about the development types they do NOT prefer, such as affordable housing and storage facilities, however the focus of this study was to identify mechanisms for encouraging development types that *are* preferred. Therefore, the priority topics include reference to new and different businesses desired, rather than reference to precluding certain uses.

Priority Topics	Main Points
Community identity	East Naples residents support branding the area to make the assets of the area known and attract more of what the community wants.
New and different businesses are desired: Hotel/Resort, Grocery options, Wholesale Club, Restaurants	Any change must be part of a framework that controls for appearance, intensity and traffic.
Transportation	The corridor has too much traffic and not enough safe bicycle and pedestrian features and open space.
Redevelopment	Improvement to unsightly, older buildings and vacant commercial buildings is needed.
Landscaping	Enhance the appearance along the roadside.

Recommendations

Recommended actions were developed to address the priority topics that were voiced by the public. The recommended actions were derived based on the understanding of the East Trail Corridor conditions and the following commercial siting constraints:

- Limited number of four-way intersections compromising the ability of businesses to maximize visibility and accessibility in the marketplace.
- Small lot sizes limiting ability to design and enhance the appearance of businesses and properties.
- Challenges of the width and speed of a six-lane state highway for businesses to sustain in an attractive and successful way, and for the public to comfortably travel by car, bicycle or foot.

The recommended actions are consistent with planning concepts for revitalization of commercial strip corridors endorsed by the American Planning Association, Congress for New Urbanism, and the U.S. Environmental Protection Agency Smart Growth Program. The Collier County Community Character Plan (2001) and the Blue Zones Project East Naples Discovery Report (2018) were also used as resources in the preparation of these recommendations.

The community members' objective to see the East Trail corridor and their community transform into a desirable place that is more attractive, vibrant, and less dominated with traffic, requires comprehensive changes to the physical conditions of the corridor's transportation infrastructure and built environment. This can be achieved through multiple steps over many years, including: a community based branding effort to identify and promote the desired conditions within and outside the community, amendment to the Growth Management Plan and the Land Development Code consistent with the vision for a variety of destinations with more greenery and less congestion, and infrastructure enhancements to improve the safety for all users and enhance appearance along the U.S. 41 right-of-way.

Six recommendations are enumerated below to move forward with the desires that the community expressed. The recommendations can be considered in two increments:

- "Quick fix" recommendations can be accomplished within one to two years, including revisions and adjustments to the Land Development Code, and
- Long term recommendations will require additional impact analysis and potential amendment to the Growth Management Plan and other major plans, which could take two to four years, or longer relative to transportation planning.

QUICK FIX RECOMMENDATION #1) Community based branding project

Civic and Business organizations should work together to establish a theme and identity and then promote the community and its vision.

This recommendation reflects the second most commented item, which is the community's desire to establish its identity, to celebrate its attributes, and to encourage and attract more of the development types and uses that are considered lacking in the area. The idea of a community-based branding effort to establish an identity and marketing program was the administrative change supported by the most survey participants. This is a Quick Fix recommendation because it can be initiated by the community leaders immediately.

The branding project would be sponsored and coordinated by civic groups as a mechanism for community members to come together and generate a “brand” that sets the community apart, helps define the first impressions to others of what the community stands for, and helps foster a sense of pride and enthusiasm for the future.

QUICK FIX RECOMMENDATION #2) Desired businesses

The County Growth Management Department should provide information to the development community about outcomes of the Study and uses that are preferred.

This recommendation reflects the first and second most commented items, which are to encourage preferred types of new and different businesses to locate in the area and to establish and communicate a new “brand” to others. This is a Quick Fix recommendation because it can be implemented by County staff immediately upon Board direction.

Many participants in the public meetings identified certain retailers and restaurants that are desired to locate in the area. With growth and permitting trends indicating a steady increase in the number of households in East Naples, there will be a larger customer base that commercial interests naturally follow. The County staff is often one of the first points of contact for those who seek to develop in the County, therefore the opportunity for County staff to provide the outcomes of the U.S. 41 Corridor Study and the future branding project will help convey the community's interests early in the process and potentially influence some decision making about design and types of uses and orientation of those uses by potential developers.

QUICK FIX RECOMMENDATION #3) Redevelopment and development standards

- a) New development will meet Collier County's architectural and signage standards and further refined redevelopment standards.
- b) For gas station or self storage development, consider separation requirements, location standards or minimum percentages of retail or office mix as part of these developments to mitigate for proliferation along this corridor.

This recommendation reflects the reality of the conditions of the corridor; a focus on redevelopment and development standards is necessary to achieve the community members' objective to transform the corridor to be more attractive, vibrant, and less dominated with traffic. Because the County is actively addressing many of these issues by preparing new redevelopment standards, this is considered a Quick Fix recommendation that can be accomplished through Land Development Code amendments.

Redevelopment activities are increasingly at the forefront of the County's planning and development process as older buildings reach the end of their functional lives in the established urban areas, while demands for more housing and services continue in these areas. The County has an Impact Fee Change of Use Program for Existing Commercial Development which helps to incentivize the re-use of established buildings. Demolition and reconstruction projects are not eligible for this program. Some redevelopment regulations have been adopted,

including the Site Plan with Deviations process to allow relief for those redeveloping properties that are too small or otherwise constrained and unable to meet some of today's more stringent requirements.

The recommendation to further refine redevelopment standards and apply these along the corridor is part of an ongoing County effort to recognize the development potential that can be derived from older strip centers that are underperforming. Redevelopment of shopping centers, large parking lots and large empty storefronts can be encouraged by allowing mix of residential and commercial uses in a way that allows for relaxed parking standards, resulting in more areas for landscaping and open spaces.

As part of the effort to refine redevelopment standards, the County should revisit separation requirements for gas stations and self storage facilities, as these uses are contrary to revitalization strategies aimed to promote more human scale and vibrant environments. These alternative strategies should be considered for controlling proliferation of gas stations and self storage facilities:

- Separation requirements may be increased from the currently adopted 500-foot separation requirement for gas stations to a quarter-mile (1,320 feet), which is the distance a pedestrian will typically walk comfortably within five minutes. This would relieve the sense of proliferation by providing a separation that is consistent with the basic building block of a pedestrian scale environment. Such a requirement may be applied to self-storage facilities as well. The LDC would continue to allow applicants to request waivers through the Board of Zoning Appeals process.*
- In addition to separation requirements, the location of new gas stations or self storage facilities can be limited or restricted in Activity Centers to maintain the intention for those nodes to be pedestrian friendly, human scale live/work/play settings. Applicants could be given the opportunity to seek Board of Zoning Appeals approval of such a facility in an Activity Center by demonstrating the facility meets stringent design criteria, or by incorporating a minimum percentage, such as 25% of the facility, to be used for community oriented general retail, personal service, or general or professional office use.*

QUICK FIX & LONG TERM RECOMMENDATION #4) Landscaping

Implement a roadside landscaping enhancement strategy.

- a) Substitute standards for landscaping in front yards for better “curb appeal” specific to conditions of U.S. 41 East.
- b) Review options for enhanced roadside landscaping in the right-of-way.

These recommendations reflect the eighth most commented item, which was landscaping. The recommendation to implement overlay zoning standards to address landscaping was the regulatory idea supported by the most survey participants. This is both a Quick Fix recommendation because standards can be updated through Land Development Code amendments, and a Long Term recommendation because enhanced roadside landscaping in the right-of-way requires at least three years to plan, fund, design, permit, and construction.

The commercial development that exists along U.S. 41 between the activity center nodes is limited in potential for significant changes or redevelopment due to traffic conditions and the constrained size of the lots. Aesthetic

improvements, such as roadside landscaping will help improve the attractiveness for these businesses to residents and the travelling public

The landscaping standards that apply to the front yards along the East Trail are the same as for all of Collier County, however the conditions along the East Trail are very unique due to the size and orientation of lots. An Overlay for corridor-specific landscaping standards can be applied to this Study Area through Land Development Code amendments. The front yard buffer standards need not be necessarily more strict or encumbering of the properties, but they can be more responsive to the existing conditions with appropriate species, sizes and arrangements of landscaping and more consistent with the manicured appearance that was favored by most survey participants.

The options for enhanced roadway landscaping in the right-of-way requires landscape architectural planning and coordination between FDOT and County Transportation and Landscape Architecture staff to determine an appropriate variety of roadside landscaping that works within the constraints of the U.S. 41 right-of-way. This has been accomplished in other communities (see image below of U.S. 41 right-of-way landscaping enhancements in Bonita Springs). Enhancements of this nature require coordination on design, permitting, funding and maintenance to achieve local goals.



Landscaping enhancements along U.S. 41 in the City of Bonita Springs

LONG TERM RECOMMENDATION #5) Identify **target locations** or “nodes” for allowing preferred new types of development and redevelopment.

- a) Confirm or expand the 3 existing Activity Centers: Airport Road; Thomasson/Rattlesnake; Collier Boulevard.
- b) Consider addition of 2 new minor Activity Center opportunities at: St Andrews Square and Vincentian PUD/Eagle Lakes Park.

- c) Apply Redevelopment/Infill incentives and standards for Mixed Use Destinations and Hotels in these locations.

These recommendations reflect the first most commented item, which is to encourage preferred types of new and different businesses to locate in the area. These recommendations are long term because they require amendment to the Growth Management Plan, which requires additional supporting analysis and takes one to two years.

The beginning of a more organized development pattern for the corridor is the identification of nodes for centers of activity to concentrate, with incentivization for the desired Mixed Use Destinations with shopping and restaurants and hotels. These nodes need to be located where the market drives development to occur, at intersections. The three existing intersections that are designated as Activity Centers are #16-Government Complex, #17-Thomasson/Rattlesnake Hammock, and #18-Collier Boulevard. These are already built or under development, and should be evaluated for expansion. One opportunity is the expansion of the Government Complex Activity Center to include Naples Towne Center. Expansion areas and new activity centers at St. Andrews Square and the Vincentian PUD should be evaluated to determine the potential to help fill in gaps along the corridor and allow more opportunities for desired uses.



In addition to the amendments to the Future Land Use Map series necessary to redefine Activity Centers, text amendments to the Growth Management Plan would be need to be evaluated if the potential for higher densities or intensities or other changes that would help encourage redevelopment of the older underperforming shopping centers and encourage development of a mix of uses for live/work/play environments that are able to endure the trending decline of brick-and-mortar retail and provide for adequate return on investment. If necessary, corresponding zoning policies and standards would be implemented through further refinement of redevelopment and development standards in the Land Development Code.

LONG TERM RECOMMENDATION #6) Transportation Needs

- a) Identify opportunities to use connecting street for bicycles and pedestrians.
- b) Coordinate with the Collier MPO Bicycle/Pedestrian Master Plan to identify locations for new sidewalks, bikeways, transit and greenways and connections to serve the corridor.
- c) Establish design criteria to promote secondary corridors to connect to commercial and mixed use centers.
- d) Coordinate with County Transportation staff & Florida DOT on options for retrofitting enhancements, start with intersections.

This set of recommendations reflects the third and fourth most commented items, which were traffic and bicycle and pedestrian opportunities. While this Study was not intended to contemplate changes to the roadway infrastructure (travel lanes, pedestrian facilities, or roadway landscaping) these elements contribute to the experience along the corridor, and must be considered as part of any long term planning for revitalization along the corridor.

Accomplishing physical change to the U.S. 41 roadway itself is a major challenge. It is a state highway built for a significant amount of traffic, so any reduction in traffic capacity would require alternative routes, and this is geographically not feasible. Thus, recommendations are meant to improve the network of roads that connect to and run parallel to U.S. 41, and to incrementally seek to retrofit enhancements to improve the experience for pedestrians, bicyclists and motorists in cooperation with FDOT.

Connecting streets are the “feeder” streets that connect most residential communities to the U.S. 41 corridor. Bicycle and pedestrian facilities should be added or enhanced along these streets to make connections from residential areas to locations where destinations or “nodes” are planned along the corridor. These “nodes” and intersections along U.S. 41 should be a priority issue when County Transportation staff coordinates with Florida Department of Transportation on retrofitting enhancements and improving safety, especially for pedestrians and bicyclists.

The streets parallel to U.S. 41 should be considered opportunities for developing a safer path for bicyclists and pedestrians to move up and down the corridor. For much of the 6.8-mile U.S. 41 Study Area, the road network features parallel streets including Tamiami Lane, Outer Drive, Floridan Avenue, Tamiami Court, and 1st Street. These parallel streets are an opportunity for safe and convenient movement of bicyclists and pedestrians.

Proposed bicycle and pedestrian network improvements for the East Naples area should be identified by County Transportation staff and coordinated with the Collier MPO Bicycle/Pedestrian Master Plan so that locations for new sidewalks, bikeways, transit and greenways and connections can be planned, funded and developed.

Missing links along the parallel corridors can be filled through design standards that promote linkage to these secondary corridors as part of new development or redevelopment of commercial and mixed use centers. The

design standards can be implemented as part of the refinement of redevelopment and development standards in the Land Development Code.

In summary, the recommendations are re-stated below:

QUICK FIX RECOMMENDATION #1) Community based branding project

Civic and Business organizations should work together to establish a theme and identity and then promote the community and its vision.

QUICK FIX RECOMMENDATION #2) Desired businesses.

The County Growth Management Department should provide information to the development community about outcomes of the Study and uses that are preferred.

QUICK FIX RECOMMENDATION #3) Redevelopment and development standards

- a) New development will meet Collier County's architectural and signage standards and further refined redevelopment standards.
- b) For gas station or self storage development consider separation requirements, location standards or minimum percentages retail or office mix as part of these developments to mitigate for proliferation along this corridor.

QUICK FIX & LONG TERM RECOMMENDATION #4) Landscaping

Implement a roadside landscaping enhancement strategy.

- a) Substitute standards for landscaping in front yards for better "curb appeal" specific to conditions of U.S. 41 East.
- b) Review options for enhanced roadside landscaping in the right-of-way.

LONG TERM RECOMMENDATION #5) Identify target locations or "nodes" for allowing preferred new types of development and redevelopment.

- a) Confirm or expand the 3 existing Activity Centers: Airport Road; Thomasson/Rattlesnake; Collier Boulevard.
- b) Consider addition of 2 new minor Activity Center opportunities at: St Andrews Square and Vincentian PUD/Eagle Lakes Park.
- c) Apply Redevelopment/Infill incentives and standards for Mixed Use Destinations and Hotels in these locations.

LONG TERM RECOMMENDATION #6) Transportation Needs

- a) Identify opportunities to use connecting street for bicycles and pedestrians.
- b) Coordinate with the Collier MPO Bicycle/Pedestrian Master Plan to identify locations for new sidewalks, bikeways, transit and greenways and connections to serve the corridor.
- c) Design criteria to promote secondary corridors to connect to commercial and mixed use centers.
- d) Coordinate with Transportation staff & Florida DOT on options for retrofitting enhancements, start with intersections.

ATTACHMENT 1

STAKEHOLDER OUTREACH HANDOUT

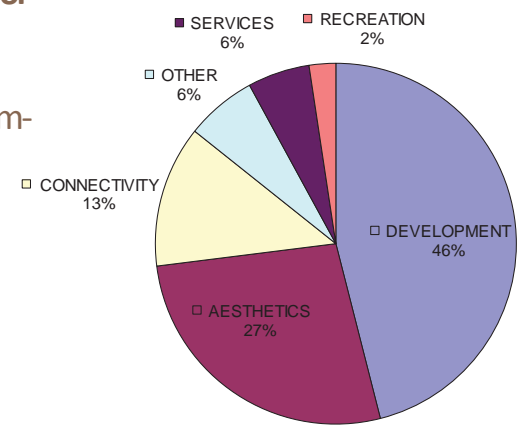
U.S. 41 Corridor Study

Priorities identified by the public during the **2009-2010 East Trail Corridor Study** were:

- Development Types**— preferences for types of businesses and communities
- Aesthetic Types**—appearance of roadsides and buildings
- Traffic**—safety and convenience for cars and pedestrians

CORRIDOR PRIORITIES

Responses from Individual Questionnaires



Community Characteristics

Extent of Corridor: Commercial properties along U.S. 41 from Palm Street/Commercial Drive to Price Street

Length of Corridor: 6.8 Miles

Number of lanes: 6

Posted speed: 45 & 50 mph

Transit available: CAT Intermodal Transfer Station connects Routes 17, 18, 24, 11, 13 and 14.

Current traffic counts: 32,500—42,000 Average Annual Daily Traffic

Purpose

The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code.

Examples of Design



Source: Naples Daily News



Source: Naples Daily News

Examples of Higher Density/ Mixed Use Development



Source: Future Cape Town



Source: Gulfshore Life

Examples of Live/ Work Along the Corridor



Source: 525 Town Lake

Schedule

Public Meeting 1 – October 3rd, 2017 (6:00-8:00 pm)

Location: East Naples Community Park—3500 Thomasson Drive, Naples, FL 34112

Goal: Public preferences for uses/development type along corridor

Public Meeting 2 - November 7th, 2017 (6:00-8:00 pm)

Location: Eagle Lakes Community Park—11565 Tamiami Trail East, Naples, FL 34113

Goal: Public preferences for uses/development type along corridor

Final Meeting – December 2017/January 2018

Goal: Present the findings and recommendations for options to incentivize preferred development or businesses along the corridor

3 mile Trade Area Population and Housing Summary (2017)

Population	91,281
Annual Growth through 2022	2.9%
Median Age	52.3
Total Households	41,138
Average Household Size	2.2 persons
Median Household Income	\$60,143

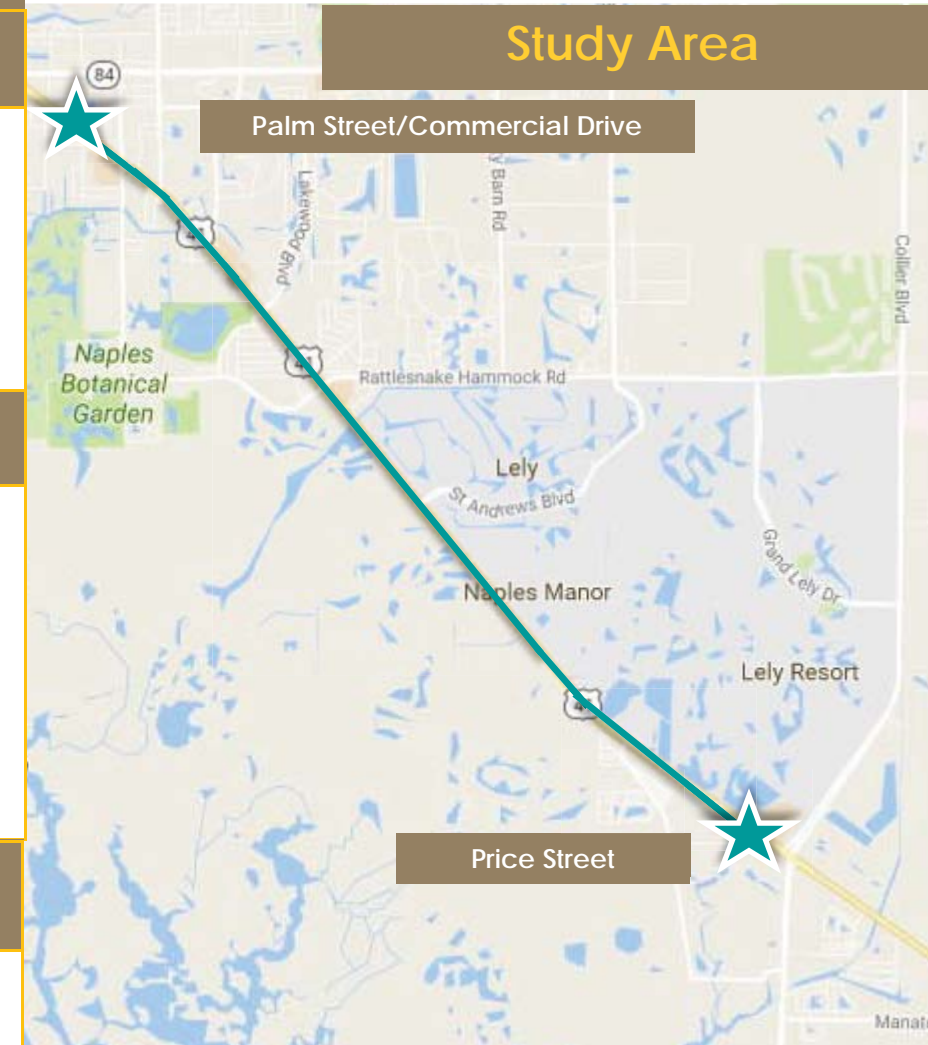
3 mile Trade Area Housing Inventory (2017)

Housing Units	56,004
Housing Units Vacant	14,866
	(36.1%)
Housing Units Occupied	41,378
	(73.5%)
Housing Units Owner Occupied	28,638
	(69.6%)
Housing Units Renter Occupied	12,500
	(30.4%)

3 mile Trade Area Business and Employment Profile (2017)

Businesses	5,836
Employees	64,938
Company Headquarter Businesses	8
Company Headquarter Employees	2,815
Residential Population per business	15.6
Labor Force age 16 and over	79,108
Unemployment rate	2.6%

Study Area

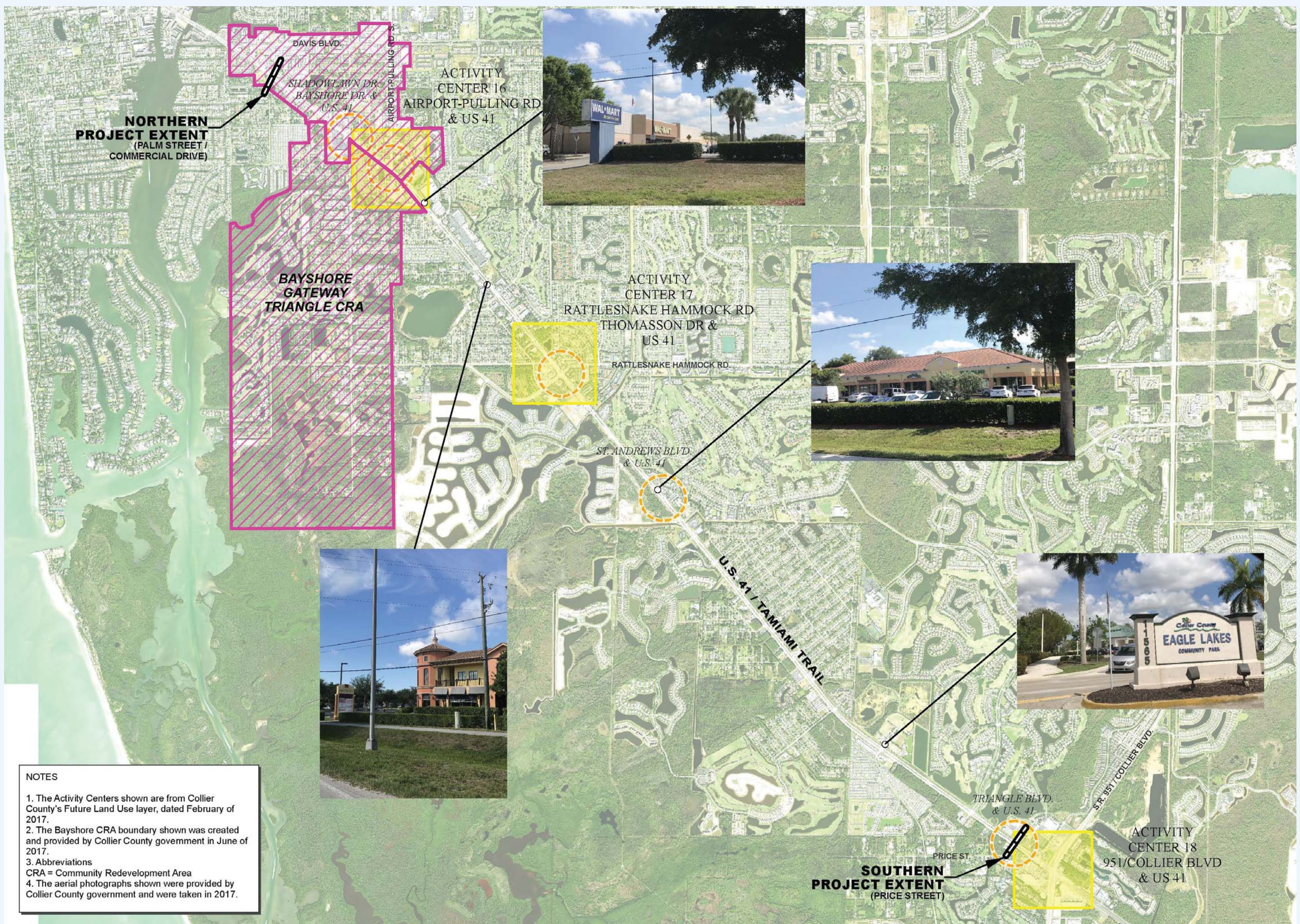


Prepared By :



Johnson Engineering, Inc.

For Collier County



NOTES

1. The Activity Centers shown are from Collier County's Future Land Use layer, dated February of 2017.
2. The Bayshore CRA boundary shown was created and provided by Collier County government in June of 2017.
3. Abbreviations
CRA = Community Redevelopment Area
4. The aerial photographs shown were provided by Collier County government and were taken in 2017.

ATTACHMENT 2

PUBLIC INPUT MEETING SUMMARIES, SURVEY RESULTS,
WRITTEN COMMENTS AND SIGN-IN SHEETS

U.S. 41 Corridor Study Public Input Meeting #1 Summary

October 3rd, 2017 – East Naples Community Park (6:00pm-8:00pm)

The first of three public input meetings for the U.S. 41 Corridor Study was held on October 3, 2017 at East Naples Community Park. The meeting began at approximately 6:00 p.m. The Bayshore Gateway Triangle Community Redevelopment Area Advisory Board met prior to this meeting from approximately 5:00 to 6:00 p.m., allowing for its members and audience to attend the U.S. 41 Corridor Study meeting thereafter. Because of the transitioning from one meeting to another, there was no ability to perform a sign-in system for audience members attending this meeting. Based on the number of responses received during the survey portion of the meeting, approximately 70 audience members participated.

Laura DeJohn, Principal Planner with Johnson Engineering and Mike Bosi, Planning and Zoning Director of Collier County Growth Management, began the evening with a presentation summarizing the U.S. 41 Corridor Study background and purpose. Laura gave a description of physical characteristics of the corridor, including existing transportation infrastructure, traffic counts, and lot dimensions. Laura summarized the proportions of existing uses and future land use and zoning. Mike discussed demographics and real estate market conditions, followed by an explanation of commercial development patterns. He identified the potential for growth in the vicinity of the corridor including thousands of new dwelling units and substantial new commercial development based on approvals in place for the next five to ten years. Mike identified the trends in Internet shopping and integration of uses to maximize live/work/play opportunities, with an example being the proposed Mini-Triangle development at the intersection of U.S. 41 and Davis Boulevard. Laura concluded the presentation by explaining options for incentives, regulation changes and administrative changes that could impact the look and the type of development along the corridor in the future. She highlighted the meeting schedule for the next public meetings and next steps for the study.

Several questions were raised by the audience. There were concerns raised about how increased development will be detrimental to traffic and congestion.

The next portion of the meeting was the Image Preference Survey. Audience members were given the option to respond to the survey on paper or electronically using cellular devices. Based on the survey responses, approximately 70 audience members participated. Audience members were advised that the results will be tallied with the results of the subsequent public input meetings and final public meeting to present findings was to be scheduled for December 2017/January 2018. *(*Note this meeting schedule was subsequently altered, and the presentation of findings was re-scheduled for February 21, 2018.)*



Attachments: Image Preference Survey Results
Written Comments
(No sign-in sheets were collected at this meeting.)

Combined Responses for 10-3-17 Image Preference Survey

Question	A	Corresponding Pictures	B	Corresponding Pictures	C	Corresponding Pictures	D	Corresponding Pictures	E	Corresponding Pictures	Total Received
1	0		28		33		10	None of the above	0		71
2	1		24		37		3	None of the above	0		65
3	8		16		14		13		8	None of the above	59
4	5		15		8		5	None of the above	0		33
5	4		5		38		19	None of the above	0		66
6	0		3		9		52	None of the above	0		64
7	0		40		11		13		5	None of the above	69
8	0		44		10		8		5	None of the above	67
9	0		44		16		3	None of the above	0		63
10	2		32		28		3	None of the above	0		65
11	1		2		14		46	None of the above	0		63
12	24		6		25		6	None of the above	0		61
13	6		58		1	None of the above	0		0		65
14	0		2		2		55		5	None of the above	64
15	26		5		9		11	None of the above	14		65
16	36	Impact fee deferrals	22	Increased height for preferred development types	39	Impact fee credits for tear down and rebuild situations	19	Increased density for preferred multifamily, live-work or mixed use with residential along the corridor	2	None of the above	118
17	42	Corridor Overlay zoning district to add standards for desired (additional) landscaping	37	Corridor Overlay zoning district to add standards for (enhanced) building design	22	More flexibility or relief from current standards for redevelopment	3	None of the above	0		104
18	18	Pursue a Community Redevelopment Area (CRA) designation	3	Pursue an MSTU to fund improvements to the roadway landscaping, lighting, or signage	39	Community based branding effort to establish an identity and marketing program	7	None of the above	0		67

10/3/17 Public Meeting - Written Comments

Category	Comment
Preferred Development	Recycle and use the buildings that are already vacant. This corridor is the throughway to the only everglades in the world - be careful. Boutique shops- newspaper shop - bookstore. Coffee shop - maybe fifth avenue café could open a satellite shop. Green market - indoors - flowers and fruit, big box ideas - "music center", guitar store where costco was going to go.
Preferred Development	Create a "downtown" for east naples - festivals, gatherings, local performance groups, walk about park.
Preferred Development	Lucky's market was an excellent kind of business and destination, we need more like this.
Preferred Development	Barnes and Noble - small best sellers only - order other books delivered next day to shop. Coffee Shop/café
Preferred Development	Bed Bath and Beyond, Christmas Tree Shop, IKEA
Preferred Development	Love what was done on Collier and 41 - Great Job. If we do more like this further down, let's get different stores, resturants that are more unique so it will draw interest to our unique area. Big resturants like Texas Roadhouse are so popular and we find ourselves drawn there for that. Same w/ Hobby Lobby and the like. More tropical settings that speak to where we live, Let's consider new theater.
Preferred Development	Please bring in more non-chain restaurants, homegoods, Trader Joes, Costco, Whole Foods. We need more dining and entertainment choices. It's a hike to go north, especially in season traffic.
Preferred Development	Would be nice to have smaller boutiques - sub cottage type uses
Preferred Development	Urban - suburban context makes answering difficult as what is appropriate for one is inappropriate for the other.
Preferred Development	Need to take in to account that the Downtown area may grow rapidly East as a financial center.
Infrastructure	Infrastructure first! We cant support more growth without better infrastructure.
Traffic	Plan for traffic. Year round residents should be able to access their own community.
Traffic	Think speed limit on 41 east beyond rattlesnake needs to be addressed - it is 50+ mph - not condusive for patrons of commercial to ingress and egress highway. Some for residential.
Traffic	Concerns of traffic on corridor from new developments
Traffic	Roads must grow with development
Traffic	Stop lights on the corridor are too much.
Bikes & Pedestrians	All new development should take pedestrian and bike traffic into consideration. Bike/walking trails sheilded from vehicle traffic and landscaped with shade trees is needed. Walkway over or tunnel under 41 to provide east-west greenway for those of us who are willing walk/bike and recreate within the urban environment.
Landscaping / Bikes & Pedestrians	A reason this area impressed me was the beautiful boulevard areas on the roadway and the natural landscaping in the medians. Natural walkable pathways and bike paths appeal to me. Easy access into and out of shopping centers.

10/3/17 Public Meeting - Written Comments

Category	Comment
Landscaping	Less trees need to be used for landscaping. Landscape maintenance and impeding traffic flow is an issue. Landscaping now blocks visibility on roads to turn left.
Landscaping	We need landscaping on 951 from rattlesnake to 41
Landscaping	Landscaping, medians are developed, what about roadside? Will new / old developers abide by these policies?
Landscaping	Landscaping makes a difference
Incentives	Can we have an incentive to refurbish / reuse
Incentives	Existing buildings ---> no impact fees?
Incentives	Impact deferral fees for workforce housing
Incentives	Use of redevelopment of current, vacant buildings seems ideal. Is there an incentive for prospective developers to use these buildings.
Incentives	Can we have no impact fees for revamping an existing building?
Rebranding	Would love to see corridor viewed as community friendly.
Rebranding	Branding area with a name like Naples-Everglades Trail (NET) with signature signage. A bookstore with café.
Rebranding / Preferred Development	Rebrand the east trail as "south naples" used by several businesses like Carrabba's perhaps at Rattlesnake South. Need a Costco, Homegoods and Trader Joes and local restaurants. Sell the decreasing seasonality of the trail more permanent this has kept cost out.
Design	No increased height.
Design	Keep it tropical and light colored.
Design	Current businesses keep building empty and still are collecting rent makes the area look undesirable to other businesses. Freedom square - old k mart.
Design	What lends to corridor improvement? Visual Improvement
Design	See DPZ's Sprawl Repair Manual
Open Space	These ideas are all pro-growth in a contemporary manner for SW Florida. You could go the other way and claim an environmental sensitive area with no pro-growth efforts at all. Blue zone and unique to Florida.

U.S. 41 Corridor Study Public Input Meeting #2 Summary

November 7, 2017 – Eagle Lakes Community Park (6:00 p.m. - 8:00 p.m.)

The second public input meeting was at Eagle Lakes Park on November 7, 2017. Sign in sheets indicate approximately 50 meeting attendees were present. The meeting format, presentation, and survey were the same as the October 3, 2017 public meeting, except that the survey was updated with some options for participants to select “all of the above” as a response, and a question about take out or sit down restaurants was added to the survey.

Laura DeJohn, Principal Planner with Johnson Engineering and Mike Bosi, Planning and Zoning Director of Collier County Growth Management, summarized the U.S. 41 Corridor Study background and purpose. Laura gave a description of physical characteristics of the corridor, including existing transportation infrastructure, traffic counts, and lot dimensions. Laura summarized the proportions of existing uses and future land use and zoning.



Mike discussed demographics and real estate market conditions, followed by an explanation of commercial development patterns. He identified the potential for growth in the vicinity of the corridor including thousands of new dwelling units and substantial new commercial development based on approvals in place for the next five to ten years. He distributed a handout of the County’s current permitting activity, which indicated several new commercial developments in the East Naples vicinity are in the pipeline. Mike identified the trends in Internet shopping and integration of uses to maximize live/work/play opportunities, with an example being the proposed Mini-Triangle development at the intersection of U.S. 41 and Davis Boulevard.

Laura concluded the presentation by explaining options for incentives, regulation changes and administrative changes that could impact the look and the type of development along the corridor in the future. She highlighted the meeting schedule for the next public meetings and next steps for the study. The public meeting schedule included the addition of a third public input meeting on January 16, 2018 to allow for more seasonal participants, and the final meeting for presentation of findings and recommendations was set for February 21, 2018.

Several questions were raised by the audience. There were concerns raised about vehicular traffic and congestion, and pedestrian safety. Concern was noted about the high traffic congestion levels during peak months of the year. The concept of re-branding East Naples as “South Naples” was raised by one attendee. The desires expressed by some attendees for destinations such as sit-down restaurants were discussed relative to the concern that increased development will be detrimental to traffic and congestion. Mike Bosi discussed how addition of new destinations along the East Trail could alleviate some time spent in the car travelling a longer distance to reach at those destinations if they are not developed along the East Trail.

The next portion of the meeting was the Image Preference Survey. Audience members were given the option to respond to the survey on paper or electronically using cellular devices. Audience members were advised that the results will be tallied with the results of the other two public input meetings and the final public meeting to present findings will be February 21, 2018.

Attachments: Image Preference Survey Results, Written Comments, Sign-in Sheets

Combined Responses for 11-7-17 Image Preference Survey

Question	A	Corresponding Pictures	B	Corresponding Pictures	C	Corresponding Pictures	D	Corresponding Pictures	E	Corresponding Pictures	F	Corresponding Pictures	Total Received
1	0		9		30		11	None of the above	0				50
2	0		10		29		10	None of the above	0				49
3	6		21		10		7		5	None of the above			49
4	3		19		7		10	All of the above	10	None of the above			49
5	4		1		19		6	All of the above	19	None of the above			49
6	0		0		23		24	None of the above	0				47
7	0		20		6		16		6	None of the above			48
8	1		29		9		6		3	None of the above			48
9	2		35		7		5	None of the above	0				49
10	2		13		32		2	None of the above	0				49
11	0		3		18		26	None of the above	0				47
12	19		1		12		6	All of the above	10	None of the above			48
13	2		28		14	All of the above	4	None of the above	0				48
14	2		6		5		32		3	None of the above			48
15	0		3		29		6	All of the above	1	None of the above			39
16	18		1		2		7	All of the above	18	None of the above			46
17	4	Impact fee deferrals	23	Impact fee credits for tear down and rebuild situations	0	Increased height for preferred development types	0	Increased density for preferred development types	17	All of the above	4	None of the above	44
18	23	Corridor Overlay zoning district to add standards for desired (additional) landscaping	9	Corridor Overlay zoning district to add standards for (enhanced) building design	7	More flexibility or relief from current standards for redevelopment	6	All of the above	1	None of the above			46
19	4	Pursue a Community Redevelopment Area (CRA) designation	6	Pursue an MSTU to fund improvements to the roadway landscaping, lighting, or signage	17	Community based branding effort to establish an identity and marketing program	17	All of the above	2	None of the above			46

11/7/17 Public Meeting - Written Comments

Category	Comment
Preferred Development	We need a "Mercato Center" – Something nice and upscale
Preferred Development	Need a Home Goods and a Costco
Preferred Development	Chain restaurants are OK only if they are higher quality.
Preferred Development	We need a Costco, Sam's or Trader Joe's
Preferred Development	We need more fine restruants to draw people in to our area.
Preferred Development	More local restruants, Costco, Car Wash, Petite Clothes store
Preferred Development	I would love to see mixed use development and restruants.
Preferred Development	2 Wawa's and Racetracs are enough gas stations. Hotels and nice restruants are sorely needed. Incentivize redevelopment of the small 1 story motels to improve the appearance and rebranding.
Preferred Development	Home Depot, Movie theater, Chick Fil A, Home Goods, Sams, Costco, Red Lobster, Famous Daves
Preferred Development	Overall look of a small town would be nice. This could include new 1 and 2 story buildings, restruants, and landscaping by businesses.
Preferred Development	Home Depot, Costco, Home Goods, Chick Fil A could be added in another area on the same road.
Preferred Development	BJ's, Target - we have enough gas stations, storage facilities and fast food restruants
Preferred development	Costco, Sam's Club, Sit Down - Nice Resturants, Destination Shopping, Target
Preferred Development	The development of cultural venue upscale restruants and shopping : Community Theaters, Museum, Children's venues - educational community
Preferred Development	Please bring in : Seasons 52 Restruant, Pier 1 store, Home Goods, Crate and Barrel, Sam's, BJ's or Costco
Preferred Development	Indoor Green Marketplace
Preferred Development	Satellite U.S. post office, 5th Ave Café satellite shop, Naples Pub III Satellite
Preferred Development	Would like to see things like Target, Bed Bath and Beyond, Costco and Home Goods.
Preferred Development	More local restaurants.
Preferred Development	Need Target, Costco and Bed Bath and Beyond.
Preferred Development	We could use a nice gym.
Preferred Development	Bookstore – maybe a Barnes and Nobles Satellite shop
Preferred Development	Newspaper shop/ coffee shop
Preferred Development	Need good sit-down restaurants.
Preferred Development	Bookstore and Target

11/7/17 Public Meeting - Written Comments

Category	Comment
Preferred Development	Make sure you speak to local developers and Council Realtors about their thoughts on what can be successful
Redevelopment	The corridor is so shabby that it is embarrassing to drive with guests. Abandoned buildings must be removed!
NOT Preferred Development	No more chain restruants, pawn shops, gas stations or cube storage.
NOT Preferred Development	There is much talk about affordable housing for Naples – East Naples already has its share.
Rebranding	Form our own City.
Rebranding	East Naples should be branded as a "Resort Area"
Rebranding	Rename area to "South Naples"
Rebranding	East Naples "Village"
Rebranding	Perhaps consider East Naples "South Naples"
Rebranding	Prospective slogan – "Best of Everything"
Rebranding	Rename this area of Naples to "South Naples" and the perception may change for East Naples, resulting in positive
Rebranding	I strongly feel that East Naples has a negative connotation. Perhaps it is with good cause due to the current shape of the corridor. I am very supportive of a renaming or a rebranding effort.
Rebranding	Rebranding is the most critical thing that needs to happen. Need to change image as well as build what people want. A consistent style might help (i.e. charming, modern or artsy).
Traffic	Traffic - especially during season. It's already "bad", more people will make it "worse". Possible other/ better sideroads, sidewalks, etc.
Traffic	More roads, different travel options
Traffic	Always consider traffic - add traffic lights where nessecary. Lights keep people safe. Insert bike lanes, consider bike paths - further removed from the roads.
Bikes & Pedestrians	Remember those biking and walking
Bikes & Pedestrians	Need to coordinate HOW we get to these places with less individual cars. Pedestrian/ Bicycle over passes 2 minimum needed. Improve quality and frequency of buses.
Bikes & Pedestrians	I would like to see a greater emphasis on making East Naples more of a walkable/bikeable community. East Naples is in desperate need of wider sidewalks (at least 7 feet), wider bike lanes or shared use paths, lighting and mid block crossing. There are many folks that bike or walk to downtown Naples and need safe ways to do so. Creating a walkable/bikeable community can also draw retail.
Bikes & Pedestrians	Any development must take into account alternative forms of transportation (bicycle and pedestrians).
Incentives	All incentives are okay, but the most incentives should be provided to those that tear down existing eyesores.
Incentives	Reduce impact fee's for certain identified uses.
Incentives	Perpetuate the impact fee moratorium for change of use when a building is torn down.
Incentives	Investigate additional incentives to attact businesses and development (i.e. bond sales for tax increment financing of improvements)
Incentives	Increased density in Coastal High Hazard for rental community.
Open Space	East Naples could be a less-developed area where outdoor recreation is emphasized. No need to pave over paradise. If you want North Naples - move there.
Open Space	Open space is an advantage for East Naples, carefully planned development is a must.

Editor's note: Meeting sign-in sheets have been removed to protect personal contact information of attendees.

U.S. 41 Corridor Study Public Input Meeting #3 Summary

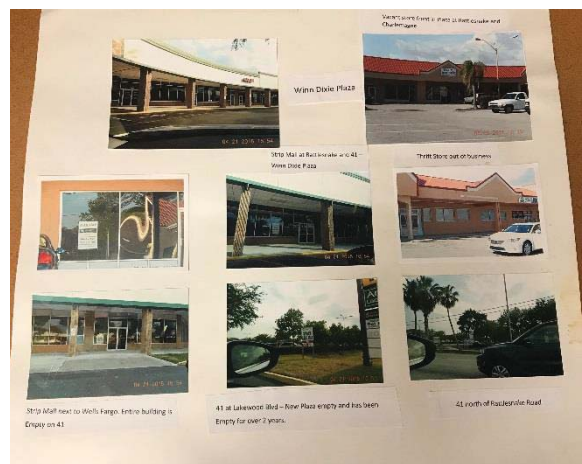
January 16, 2018 – Eagle Lakes Community Park (6:00 p.m. - 8:00 p.m.)

The third of three public input meetings was held on January 16, 2018 at Eagle Lakes Community Park. This meeting was scheduled as an additional opportunity to capture input from seasonal residents. Sign in sheets indicate approximately 24 meeting attendees were present. The meeting format, presentation, and survey were the same as the November 7, 2017 meeting.



Laura DeJohn, Principal Planner with Johnson Engineering and Mike Bosi, Planning and Zoning Director of Collier County Growth Management, summarized the U.S. 41 Corridor Study background and purpose. Laura gave a description of physical characteristics of the corridor.

Questions and concerns were raised about traffic and the nature of the roadway being an inhospitable large roadway under Florida Department of Transportation (FDOT) jurisdiction. Another concern was the safety of pedestrian and bicycle traffic. Mike explained pedestrian improvement opportunities based on a recent visit to the corridor from transportation planning expert Dan Burden. Laura described how the FDOT has adopted a Complete Streets program that is more responsive and willing to work with local jurisdictions on the design of the roadway to match the community character. This means that FDOT's policies are now more adaptable for roadway designs to be slower, calmer, or more pedestrian friendly in an area where a community has adopted urban type development or redevelopment plans. Concern about the concentration of lower income housing in East Naples was also raised.



A meeting attendee brought photos of vacant commercial units along the corridor to highlight the issue of underutilized existing commercial space.




Laura proceeded to give a description of physical characteristics of the corridor, including existing transportation infrastructure, traffic counts, and lot dimensions. She summarized the proportions of existing uses and future land use and zoning. Mike discussed demographics and real estate market conditions, followed by an explanation of commercial development patterns. He identified the potential for growth in the vicinity of the corridor including thousands of new dwelling units and substantial new commercial development based on approvals in place for the next five to ten years. He referenced the County's current permitting activity, which indicated several new commercial developments in the East Naples vicinity are in the pipeline. Mike identified the trends in Internet shopping and integration of uses to maximize live/work/play opportunities, with an example being the proposed Mini-Triangle development at the intersection of U.S. 41 and Davis Boulevard.

Laura concluded the presentation by explaining options for incentives, regulation changes and administrative changes that could impact the look and the type of development along the corridor in the future. She highlighted the next step for the study is the final meeting for presentation of findings and recommendations set for February 21, 2018.

The next portion of the meeting was the Image Preference Survey. Audience members were given the option to respond to the survey on paper or electronically using cellular devices. Audience members were advised that the results will be tallied with the results of the other two public input meetings and the final public meeting to present findings will be February 21, 2018.

Attachments: Image Preference Survey Results
 Written Comments
 Sign-in Sheets

Combined Responses for 1-16-18 Image Preference Survey

Question	A	Corresponding Pictures	B	Corresponding Pictures	C	Corresponding Pictures	D	Corresponding Pictures	E	Corresponding Pictures	F	Corresponding Pictures	Total Received
1	0		5		10		8	None of the above	0				23
2	0		6		15		2	None of the above	0				23
3	7		4		10		1		1	None of the above			23
4	1		8		3		4	All of the above	7	None of the above			23
5	2		0		6		3	All of the above	12	None of the above			23
6	0		0		9		14	None of the above	0				23
7	0		12		4		6		1	None of the above			23
8	0		17		1		3		2	None of the above			23
9	0		17		7		0	None of the above	0				24
10	0		7		13		2	None of the above	0				22
11	0		2		8		12	None of the above	0				22
12	2		0		6		5	All of the above	9	None of the above			22
13	0		12		9	All of the above	2	None of the above	0				23
14	0		2		0		19		2	None of the above			23
15	0		0		20		0	All of the above	3	None of the above			23
16	12		0		0		4	All of the above	5	None of the above			21
17	2	Impact fee deferrals	12	Impact fee credits for tear down and rebuild situations	1	Increased height for preferred development types	0	Increased density for preferred development types	5	All of the above	5	None of the above	25
18	9	Corridor Overlay zoning district to add standards for desired (additional) landscaping	6	Corridor Overlay zoning district to add standards for (enhanced) building design	2	More flexibility or relief from current standards for redevelopment	5	All of the above	3	None of the above			25
19	4	Pursue a Community Redevelopment Area (CRA) designation	4	Pursue an MSTU to fund improvements to the roadway landscaping, lighting, or signage	4	Community based branding effort to establish an identity and marketing program	7	All of the above	4	None of the above			23

Note: Some respondents selected more than one answer for questions 2,9,17,18, and 19.

1/16/18 Public Meeting - Written Comments

Category	Comment
Preferred Development	More than anything we'd (my family) would love to see a Whole Foods where we live, and I stop grocery shopping instead of going to 3 different local stores. I even emailed the company 5 years ago asking them to build here.
Preferred Development	Costco, Chipotle, Bed Bath & Beyond
Preferred Development	We love Mercato – this area needs some upscale.
Preferred Development	Need more sit down eating establishments. Upscale. Less storage facilities on main drag.
Preferred Development	Restaurants – the nicer the better
Preferred Development	Post office needed in this area
Preferred Development	Request: J. Alexander Restaurant – my favorite – and many others from the mid-west
Preferred Development	Changes should be made to laws that does not allow big tracts of land that are purchased long ago should have to be looked again for feasibility and if it still fits with the community
Preferred Development	STOP – I don't want to be North Naples with all of the density, traffic, lack of walking, biking areas, etc. Keep green space (create SIDEWALKS, BIKE PATHS, etc.) MODERATION is the key. Please Listen.
NOT Preferred Development	No more self-storage buildings and gas stations.
NOT Preferred Development	Please no more low income housing.
NOT Preferred Development	5 gas stations (enough!)
NOT Preferred Development	5 burger restaurants (enough!) – more upscale business needed to accommodate the upscale communities in the area
Open Space/Bikes & Pedestrians	Safe and easier biking and walking in the area. Open spaces and bike paths.
Open Space/Bikes & Pedestrians	Must link green space to provide a transportation corridor for bikes/pedestrians. Curb cuts on 41 pose greatest dangers to bikes/pedestrians. Would be good to have service corridors off 41, perhaps behind commercial development, dedicated to bikes and pedestrians. Also, need to be strategically placed over pass/underpass for pedestrian/bike crossings. Slowing traffic probably not an option. Just provide safe spaces for East traveling West pedestrians/bikes.
Bikes & Pedestrians	Bike paths are important to my family
Infrastructure	Water is going to be a major issue if building keeps going at this rate
Traffic	Don't create a situation which we can't get out of our communities because of too much traffic and lack of traffic lights. Add a traffic light at 41 & Lely Resort Blvd.
Traffic	I love South Naples but find myself driving to North Naples all the time and its exhausting
Rebranding	East Naples is HUGE! Can we be called South East Naples or South East Trail Area? Something to uniquely identify the area.

Editor's note: Meeting sign-in sheets have been removed to protect personal contact information of attendees.

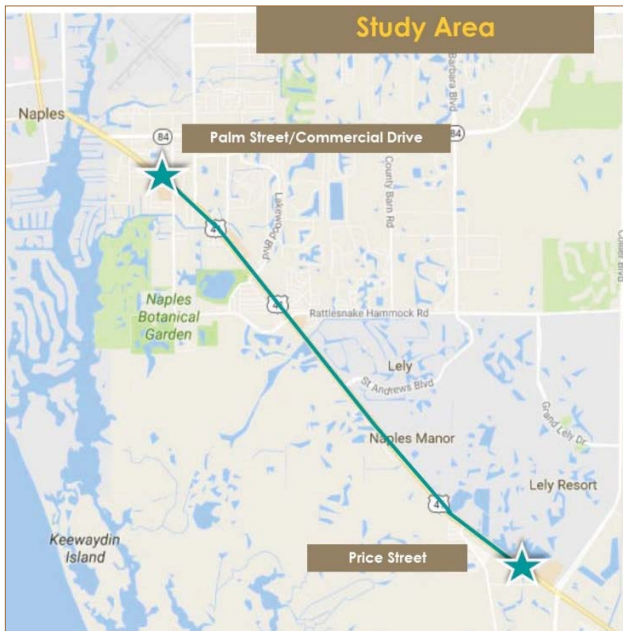
ATTACHMENT 3

FINAL PUBLIC MEETING
PRESENTATION, WRITTEN COMMENTS AND SIGN-IN SHEETS

U.S. 41 Corridor Study

Findings and Recommendations

Prepared By :
 Johnson Engineering, Inc.
For Collier County



Purpose

The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code.

Survey Results are cumulative based on responses received at
Public Input Meetings:

- October 3, 2017 – 70 participants
- November 7, 2017 – 50 participants
- January 16, 2018 – 24 participants

1. Would you like to see more strip malls like any of these along the corridor?



1. Would you like to see more strip malls like any of these along the corridor?



51%

2. Would you like to see more of any these types of hotels/lodging?

90%



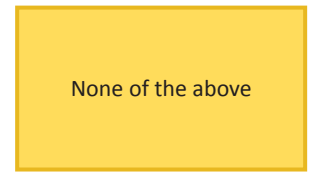
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29%

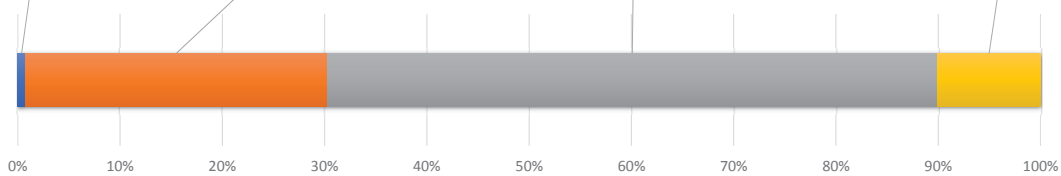


59%



None of the above

10%



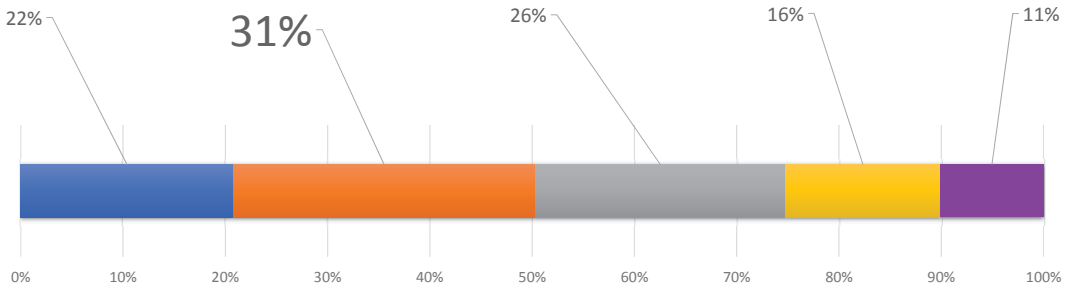
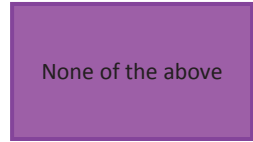
2. Would you like to see more of any these types of hotels/lodging?



59%

3. Do you like any of these styles of hotel?

89%



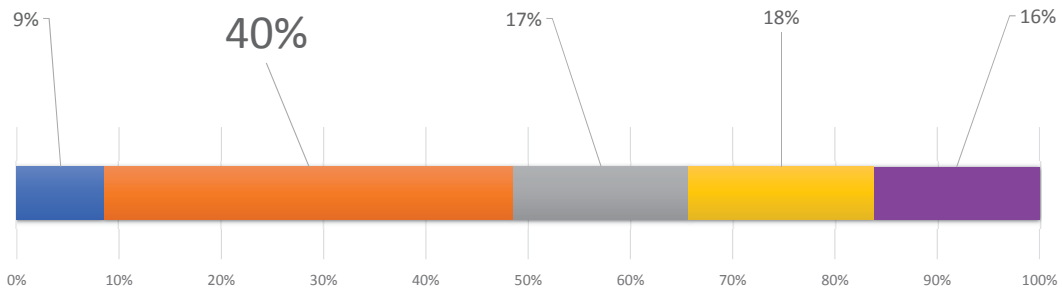
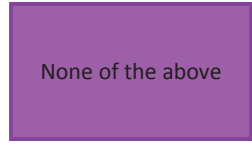
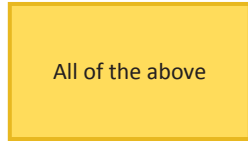
3. Do you like any of these styles of hotel?



31%

4. Would any of these residential buildings be okay along the corridor?

84%



4. Would any of these residential buildings be okay along the corridor?

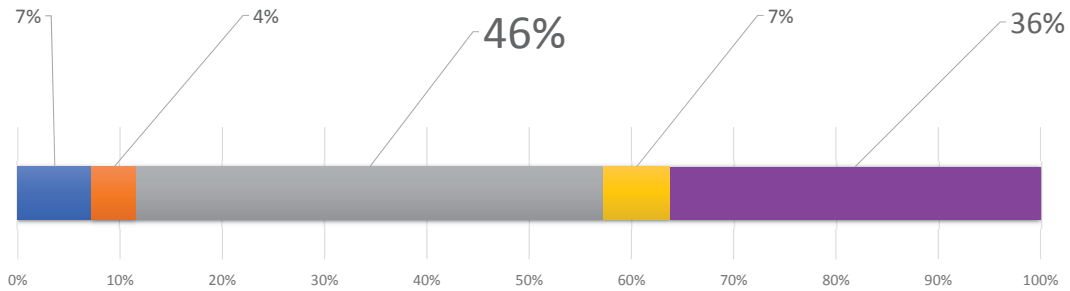
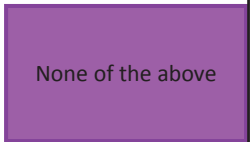
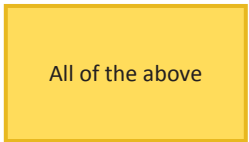


40%

58%

5. Would any of these residential buildings be okay along the corridor?

64%



5. Would any of these residential buildings be okay along the corridor?



46%

53%

6. Do you feel any of these storage facilities are acceptable along the corridor?



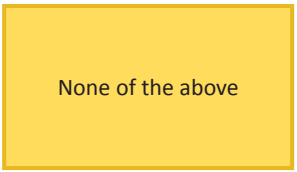
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2%

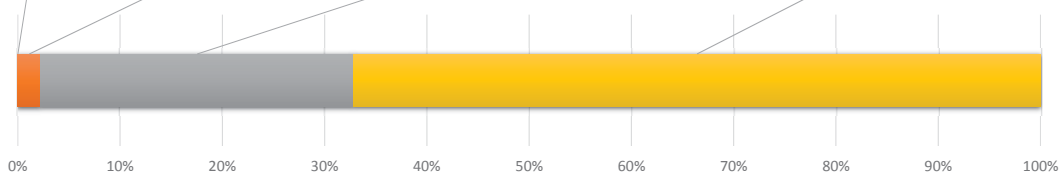


31%



None of the above

67%



6. Do you feel any of these storage facilities are acceptable along the corridor?

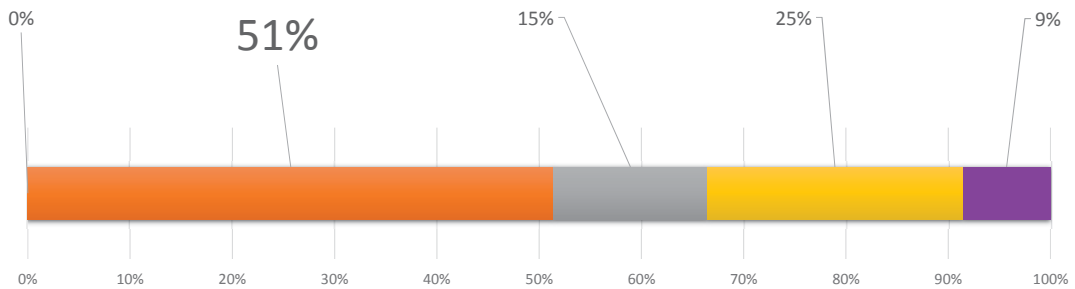
None of the above

67%

7. Do you find any of these views appealing?



None of the above

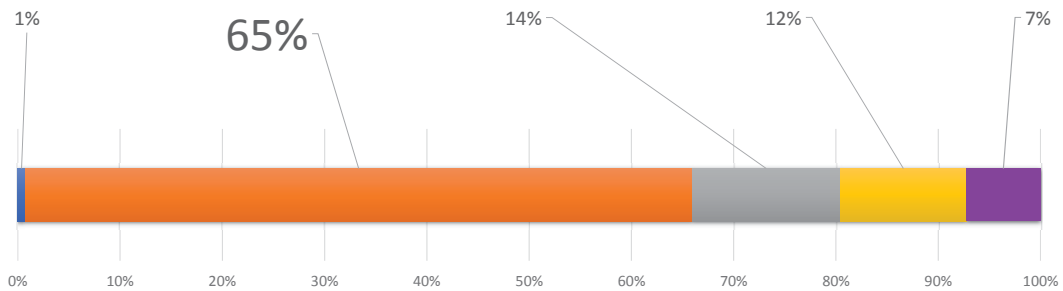
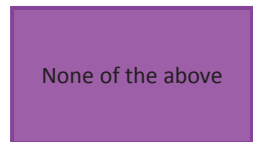


7. Do you find any of these views appealing?



51%

8. Which building scale do you find acceptable for the corridor?



8. Which building scale do you find acceptable for the corridor?



65%

9. Which of these options do you like for building placement along the roadway?



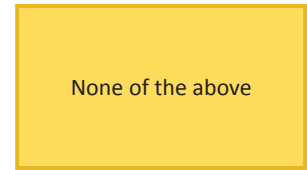
1%



71%

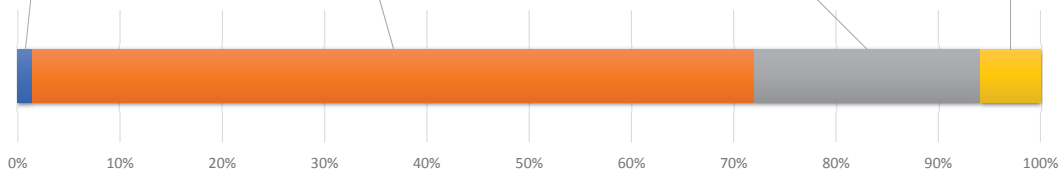


22%



None of the above

6%



9. Which of these options do you like for building placement along the roadway?



71%

10. Which of these landscape conditions do you like?



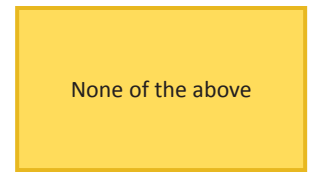
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38%

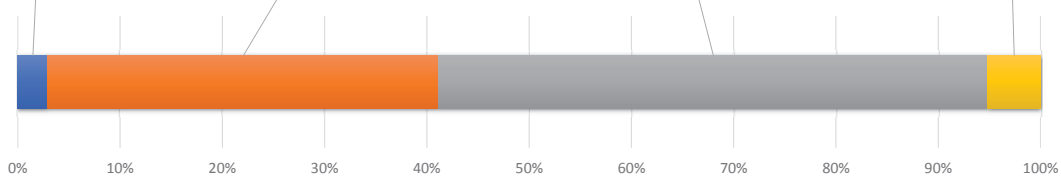


54%



None of the above

5%

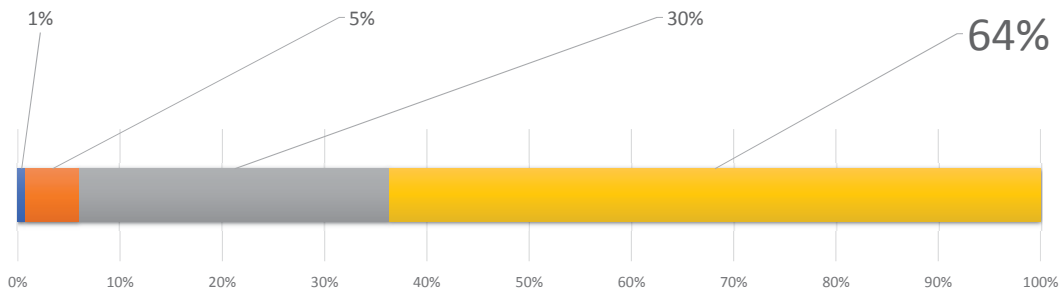
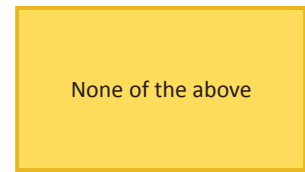


10. Which of these landscape conditions do you like?

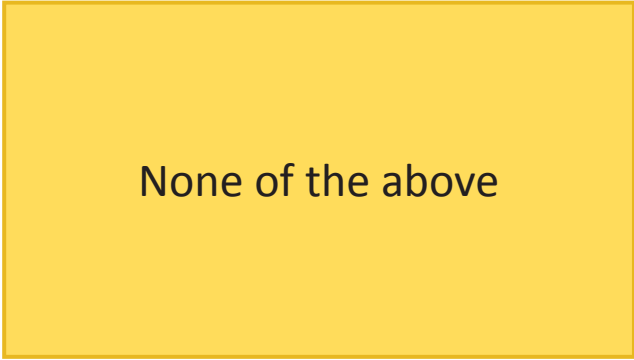


54%

11. Would any gas station shown here be acceptable along the corridor?



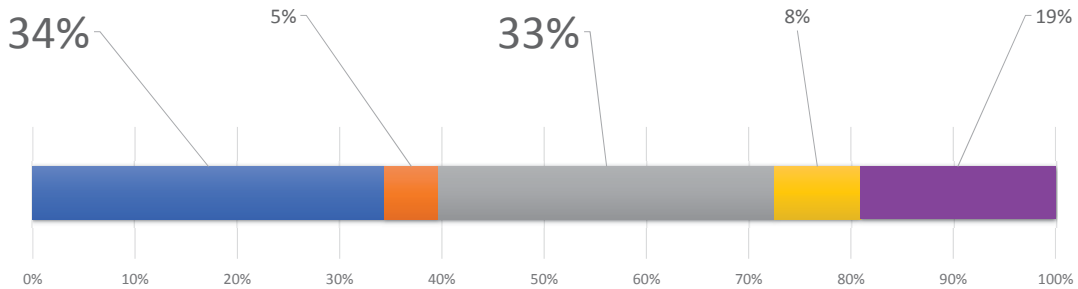
11. Would any gas station shown here be acceptable along the corridor?



64%

12. Would you like to see any mixed use buildings like this along the corridor?

81%



12. Would you like to see any mixed use buildings like this along the corridor?



34%



33%

75%

13. Would you like to see more chain restaurants or more local restaurants along the corridor?

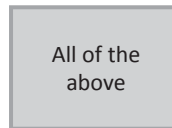
95%



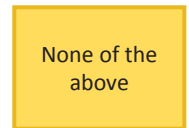
Chain Restaurants



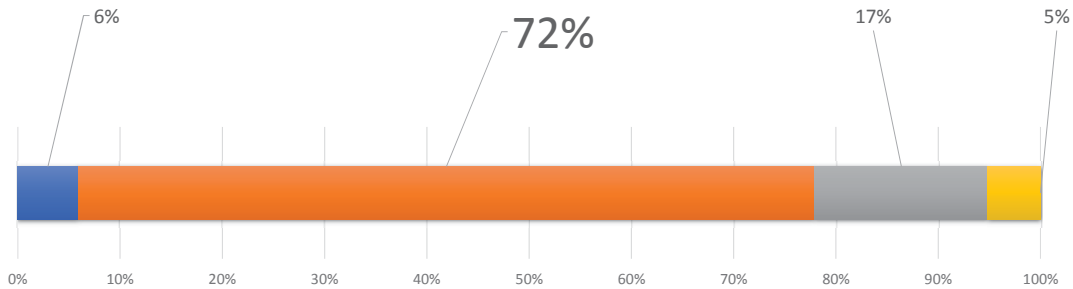
Local Restaurants



All of the above



None of the above



13. Would you like to see more chain restaurants or more local restaurants along the corridor?

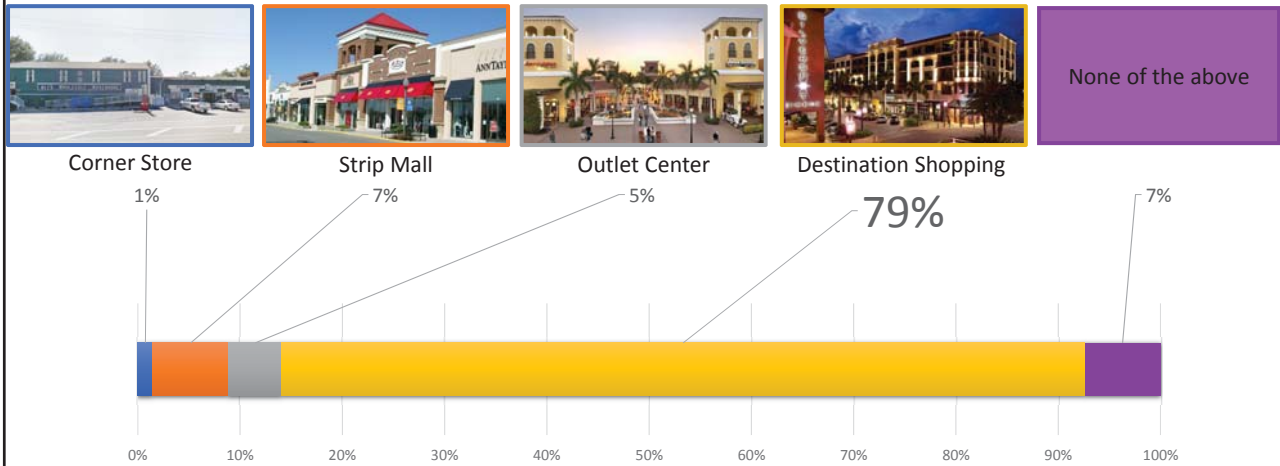


Local Restaurants

72%



14. Would you like to see more retail in any of these forms?



14. Would you like to see more retail in any of these forms?



Destination Shopping

79%

15. Would you like to see more drive through, take out, or sit down restaurants?

94%



Drive Through

0%



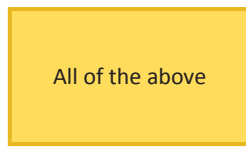
Take Out

5%



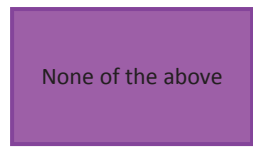
Sit Down

79%



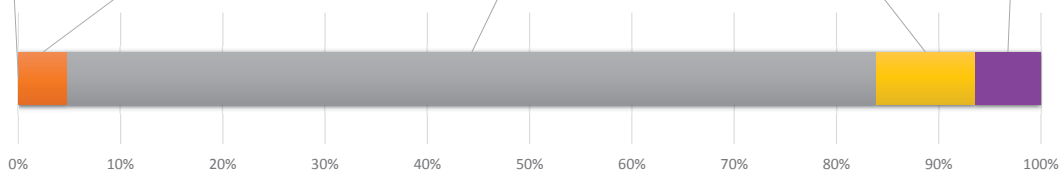
All of the above

10%



None of the above

6%



15. Would you like to see more drive through, take out, or sit down restaurants?



Sit Down
79%

89%

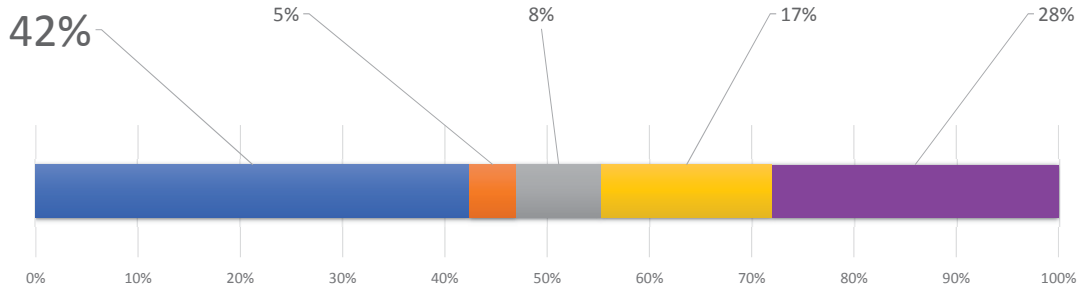
16. Would you like to see any live-work buildings along the corridor?

72%



All of the above

None of the above



16. Would you like to see any live-work buildings along the corridor?

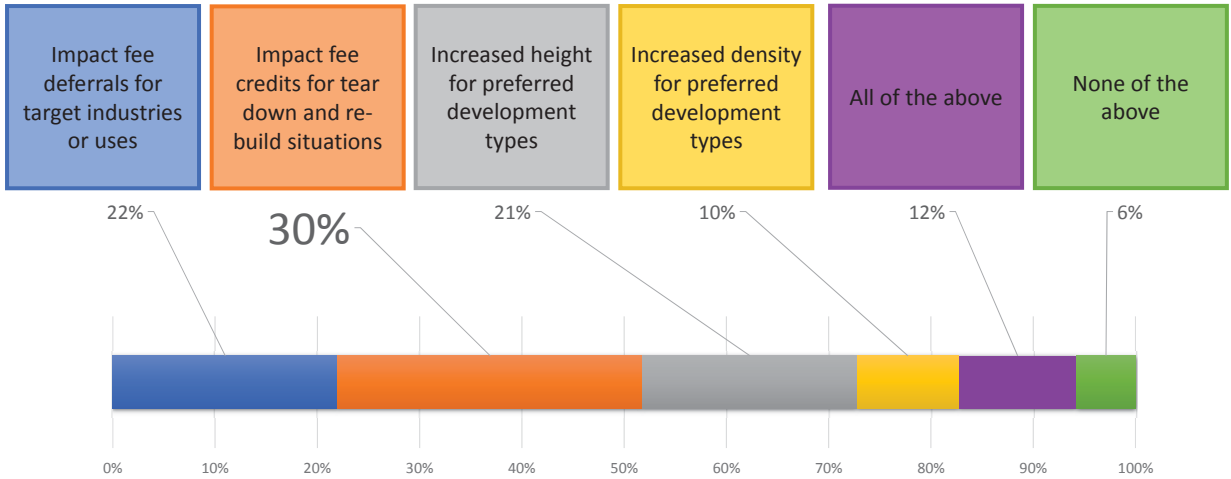


42%

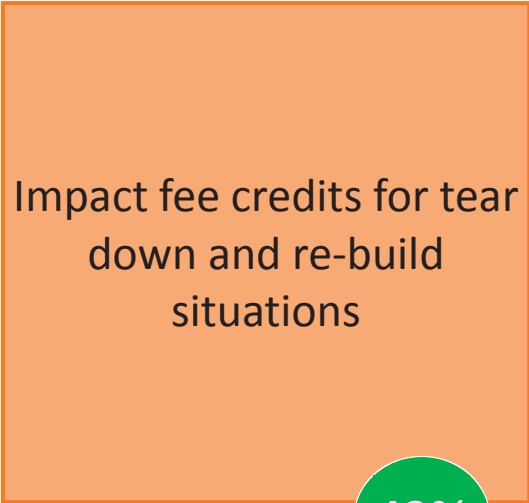
59%

17. Do you agree with any of these incentives to encourage preferred development types?

94%



17. Do you agree with any of these incentives to encourage preferred development types?

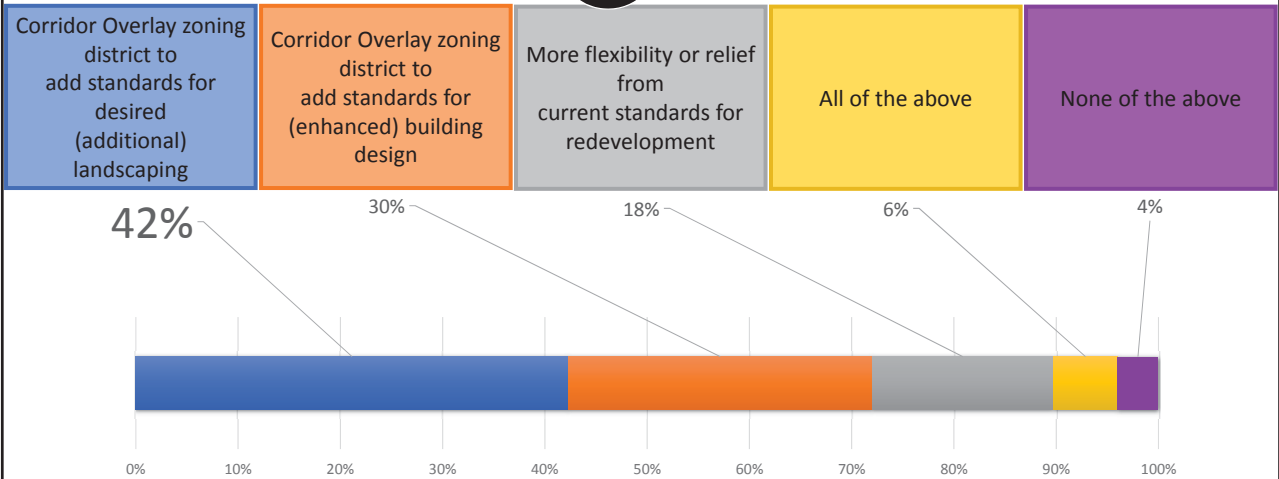


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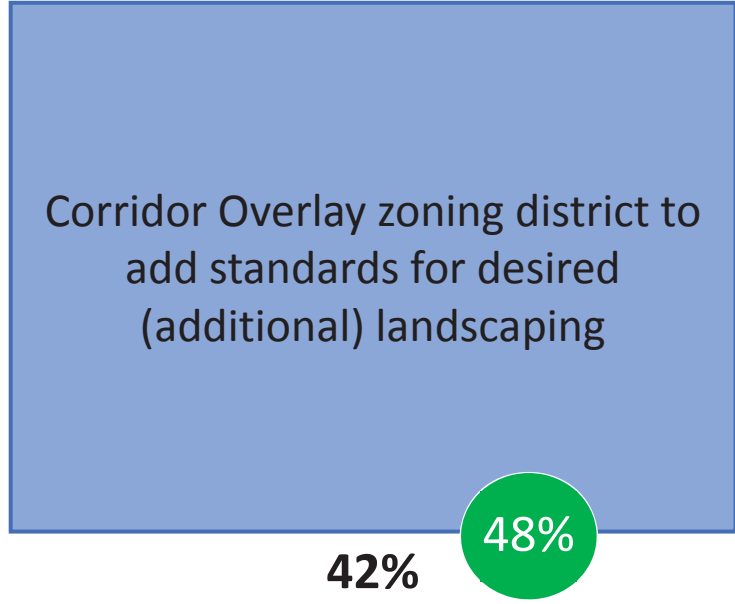
42%

18. Do you agree with any of these regulatory ideas for the corridor?

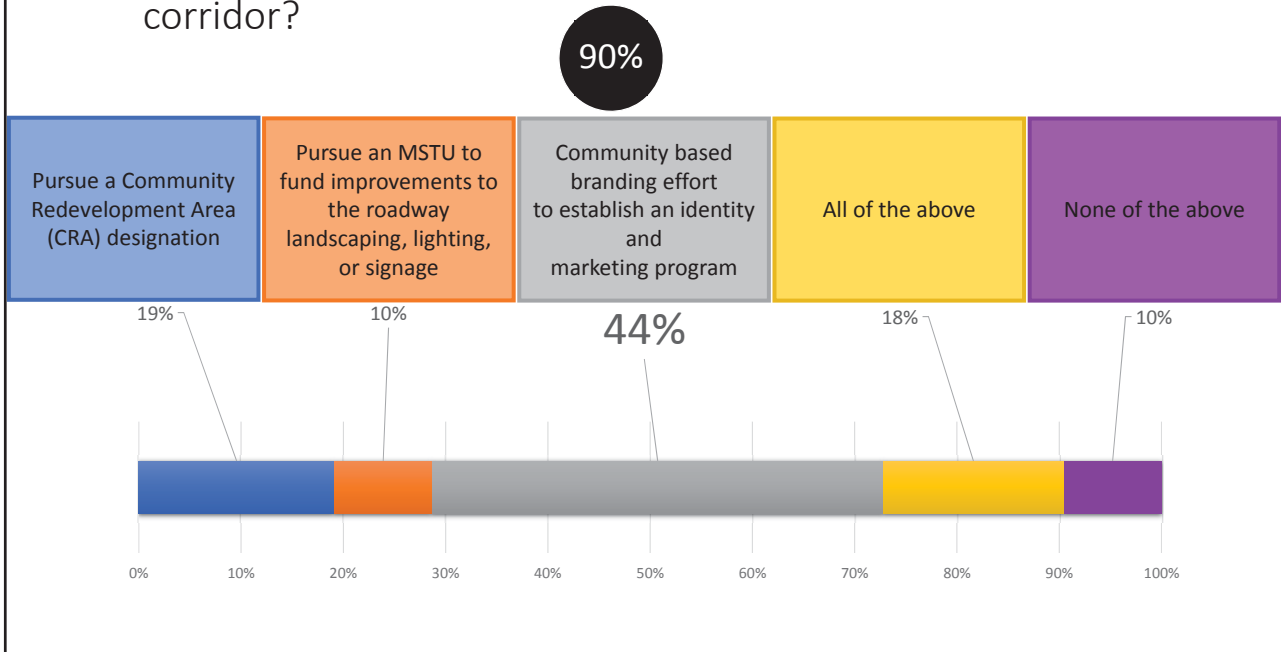
96%



18. Do you agree with any of these regulatory ideas for the corridor?



19. Do you agree with any of these administrative changes for the corridor?

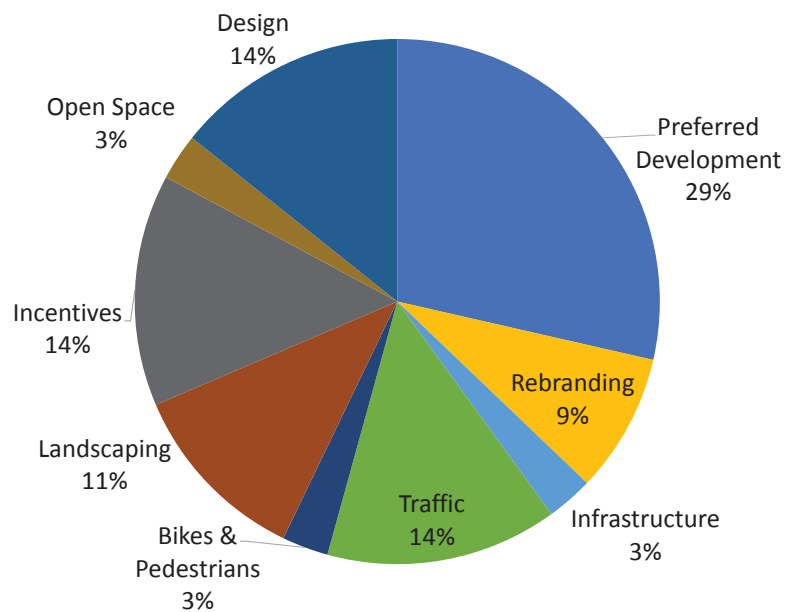


Subjects of Written Comments

- Preferred Development
- Rebranding
- Traffic
- Bikes & Pedestrians
- NOT Preferred Development
- Incentives Redevelopment
- Design
- Landscaping
- Infrastructure
- Open Space
- Redevelopment

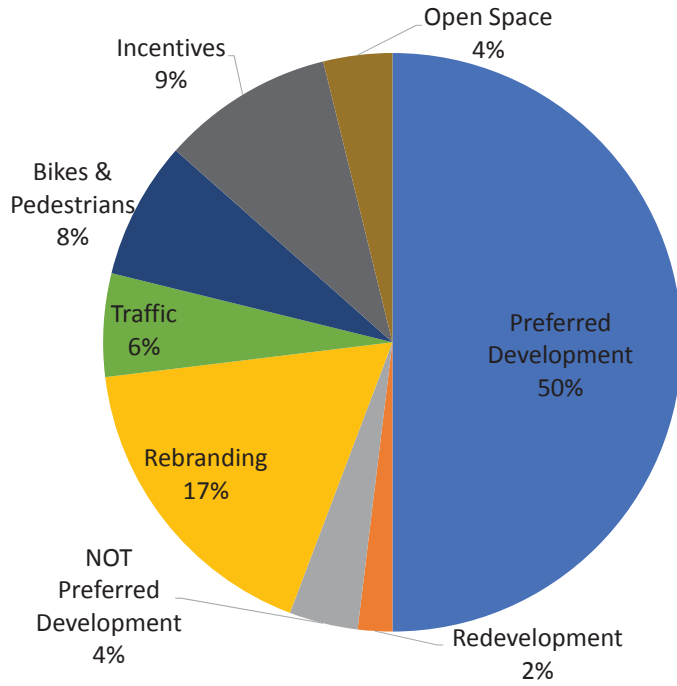
October 3, 2017

*Subjects of
Written
Comments*



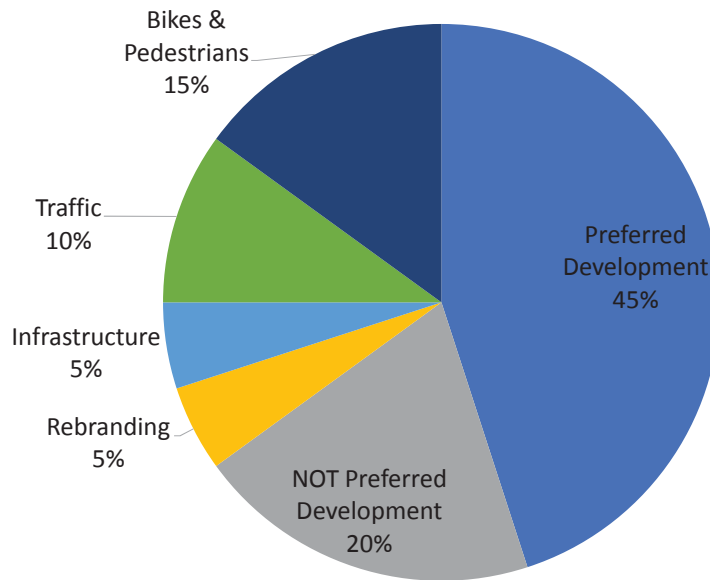
November 7, 2017

Subjects of
Written
Comments



January 16, 2018

Subjects of
Written
Comments



Findings from Surveys and Comments

Priority Topics	Main Points
1 Community identity	East Naples residents support branding the area to make the assets of the area known and attract more of what the community wants.
2 New and different businesses are desired: Hotel/Resort, Grocery options, Wholesale Club, Restaurants	Any change must be part of a framework that controls for appearance, intensity and traffic.
3 Transportation	The corridor has too much traffic and not enough safe bicycle and pedestrian features and open space.
4 Redevelopment	Improvement to unsightly, older buildings and vacant commercial buildings is needed.
5 Landscaping	Enhance the appearance along the roadside.

Findings: Changes are Happening

Incremental changes occur as more housing develops and population increases to support commercial businesses.



In the Know: East Naples restaurants coming in 2018

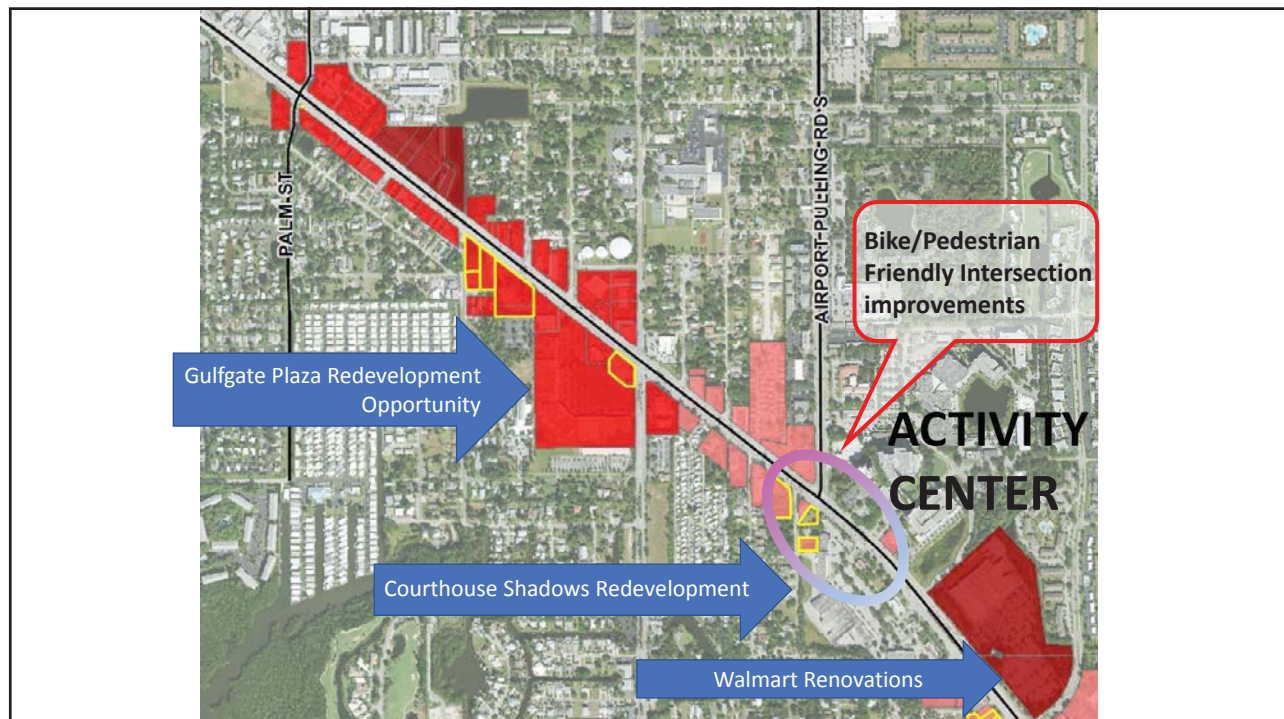
Allen, tim.atten@naplesnews.com; 239-263-4857 Published 6:00 a.m. ET Jan. 17, 2018 | Updated 11:02 p.m. ET Jan. 17, 2018

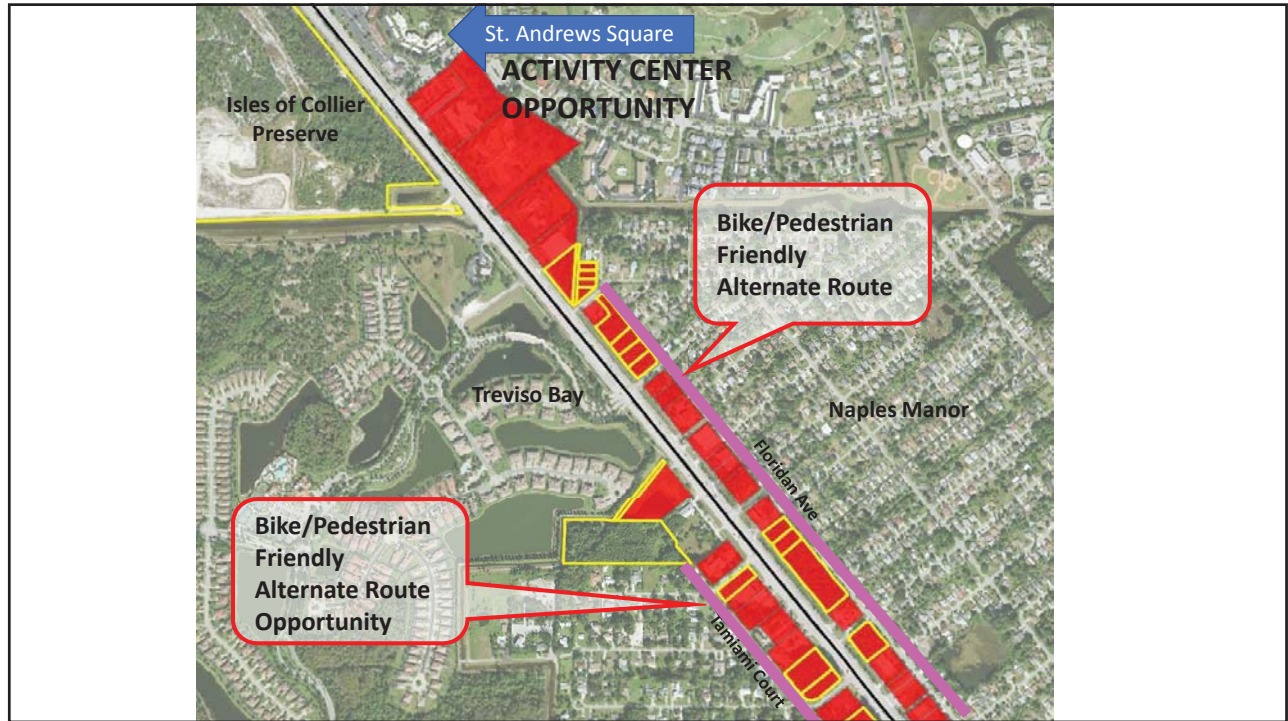
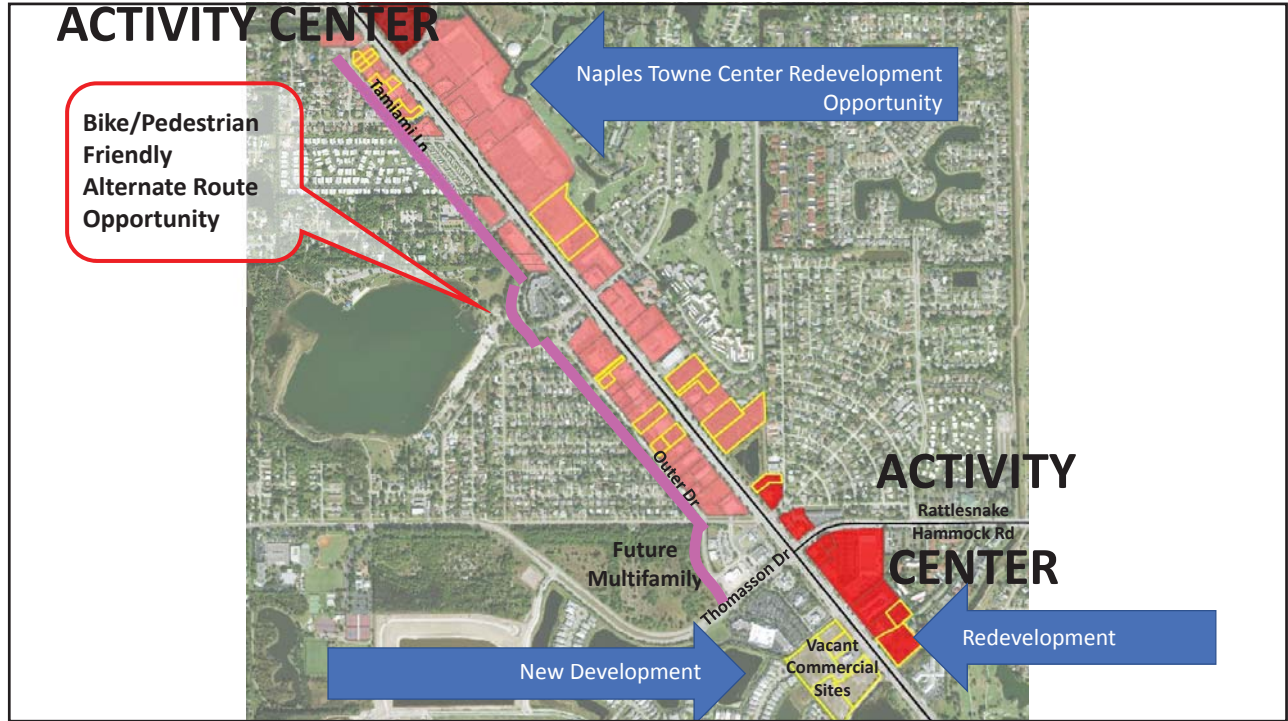


Findings: Future changes can be planned

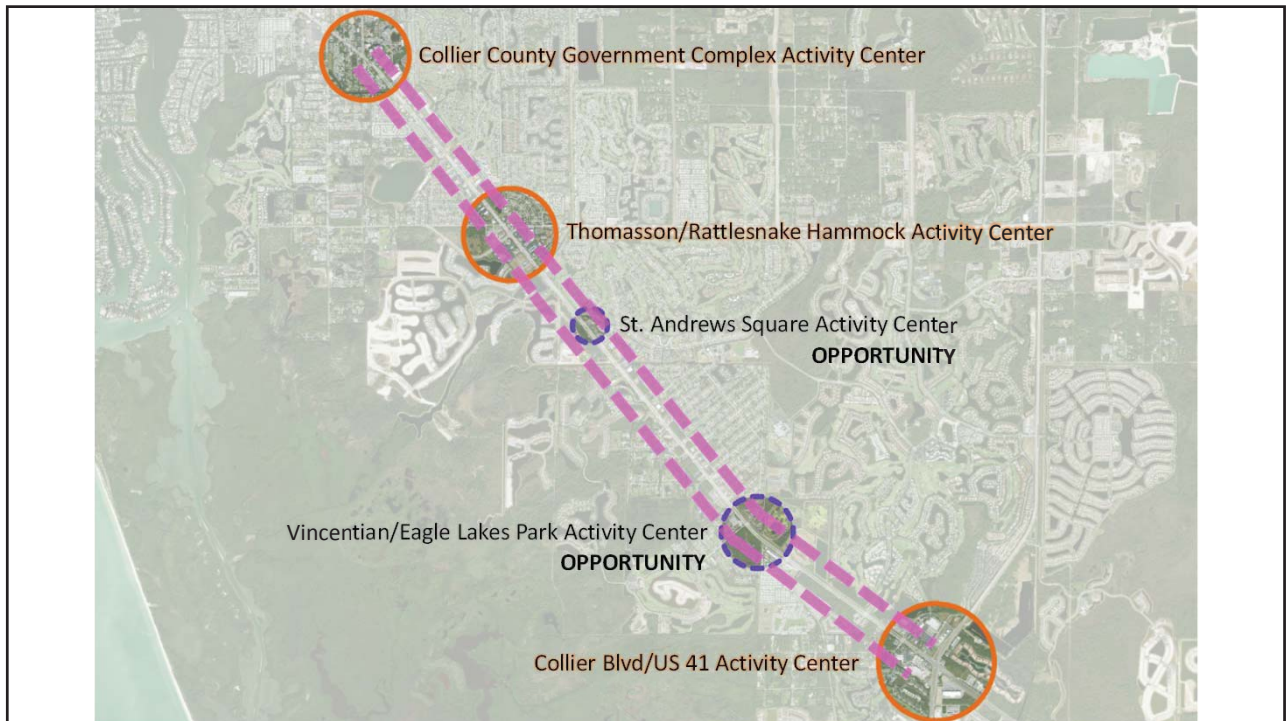
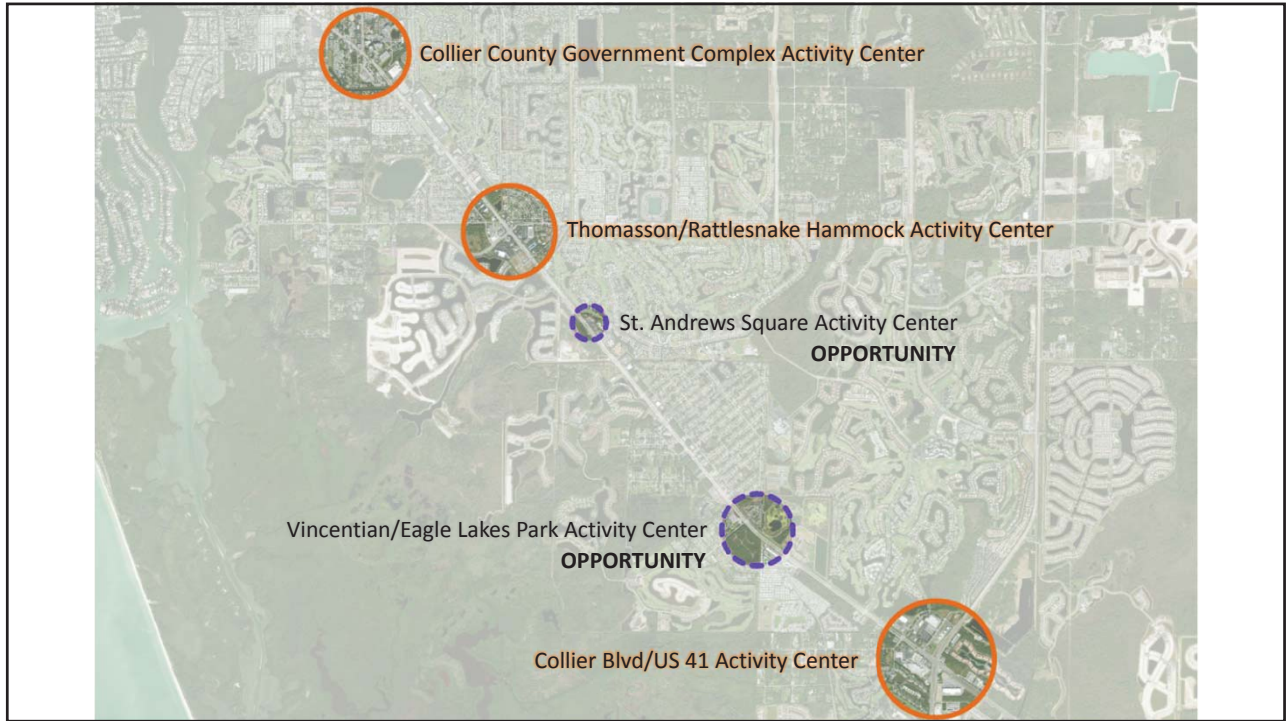
“Repair” of the Commercial Strip

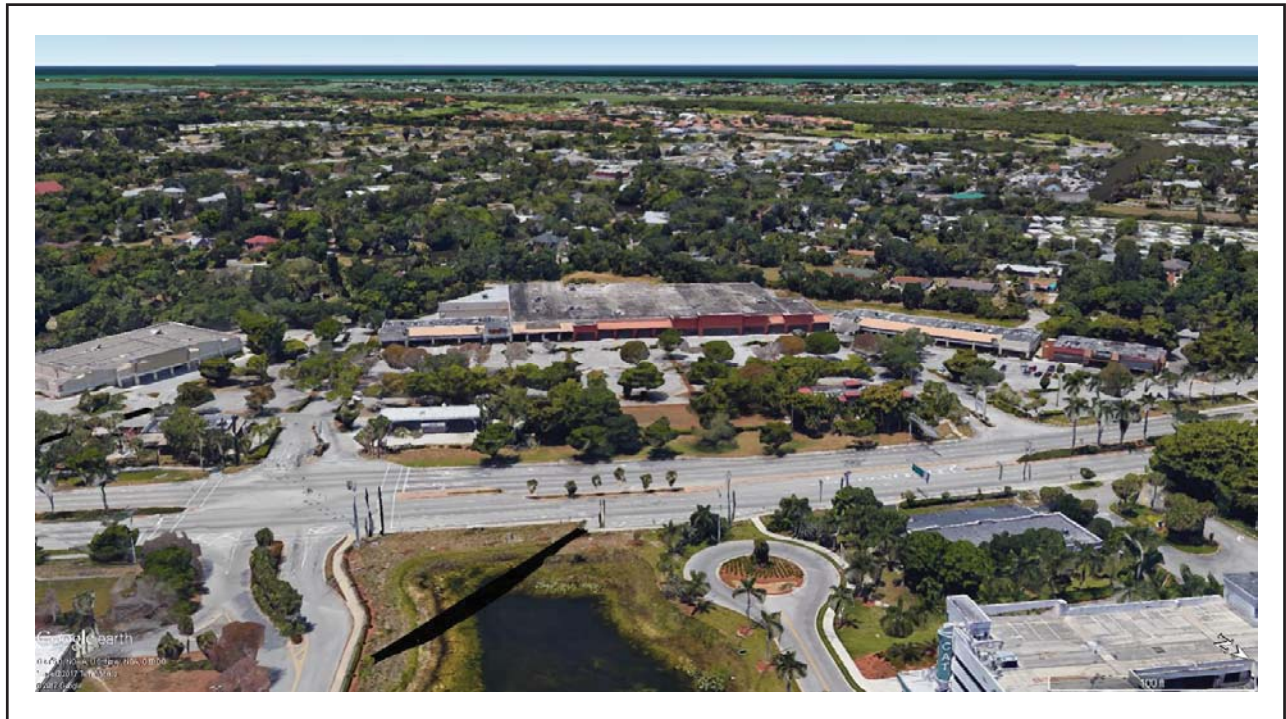
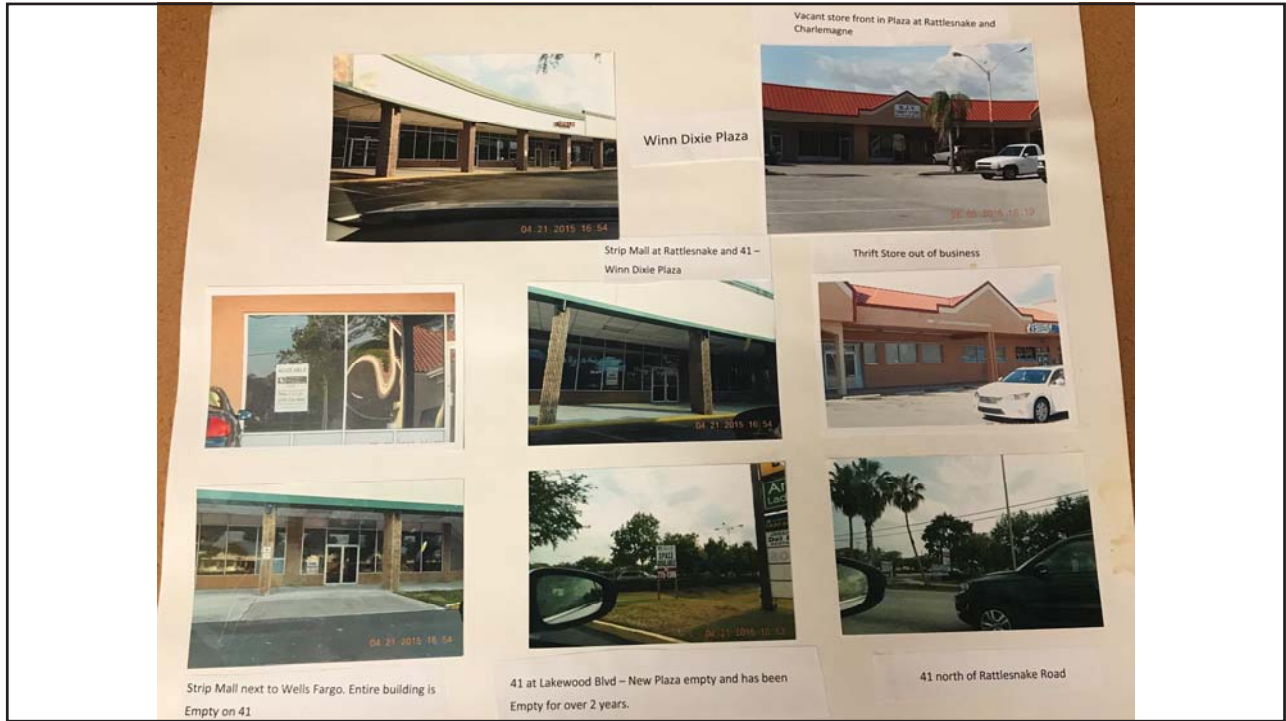
1. Identify nodes for centers of activity and more desired uses – these should be at intersections and relate to transit or trolley stops.
2. Connecting streets should be incorporated in plans and provide for bicycles and pedestrians.
3. Establish standards and incentives for:
 - Nodes or activity centers with possibility for mixed use, variety of live / work / play uses, structured parking and open spaces or “greens”
 - Enhanced aesthetics between the nodes







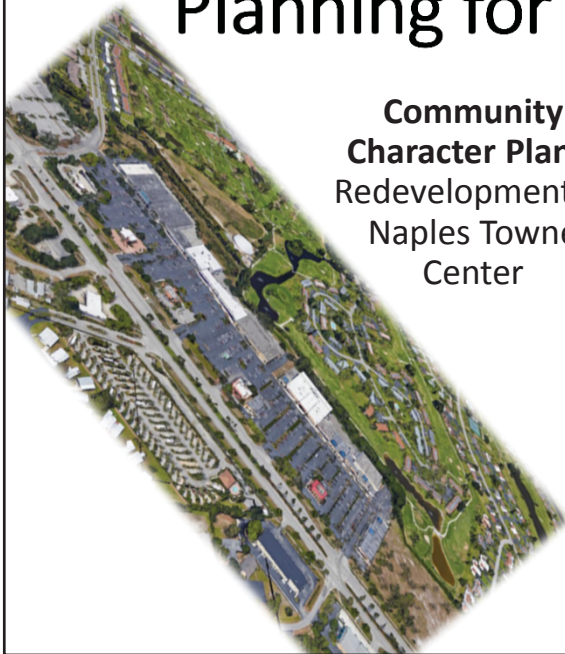


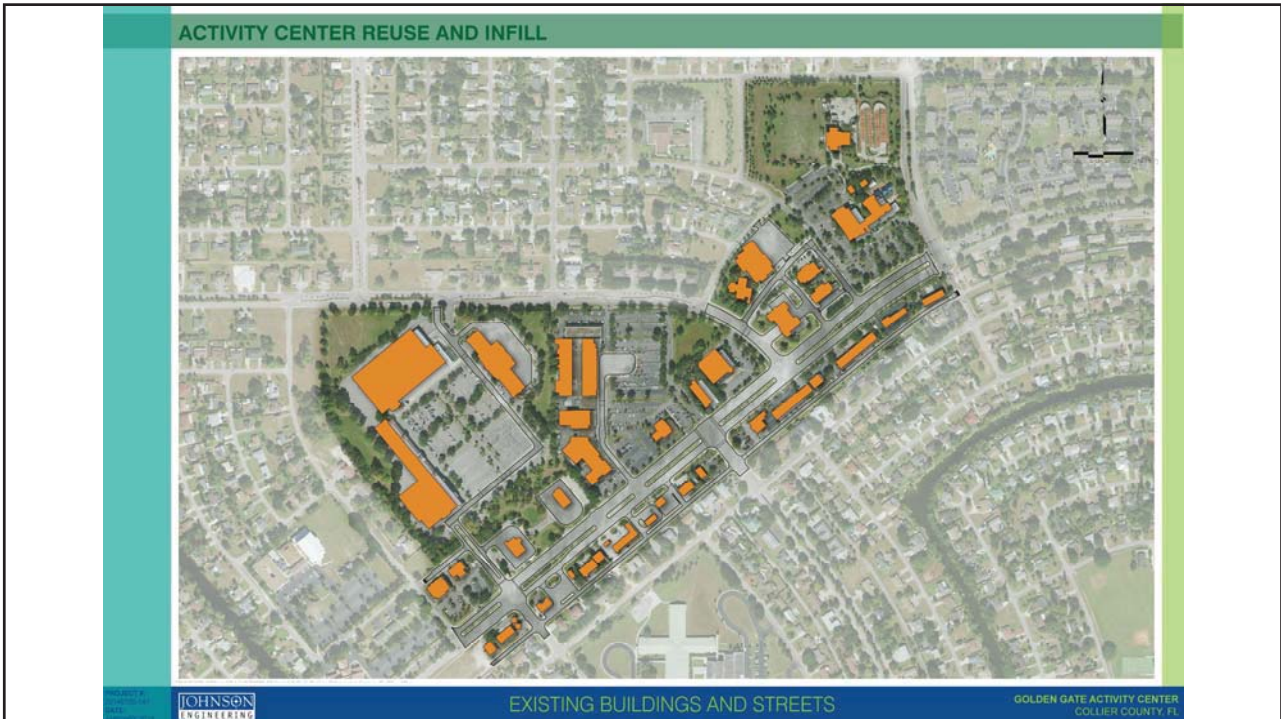
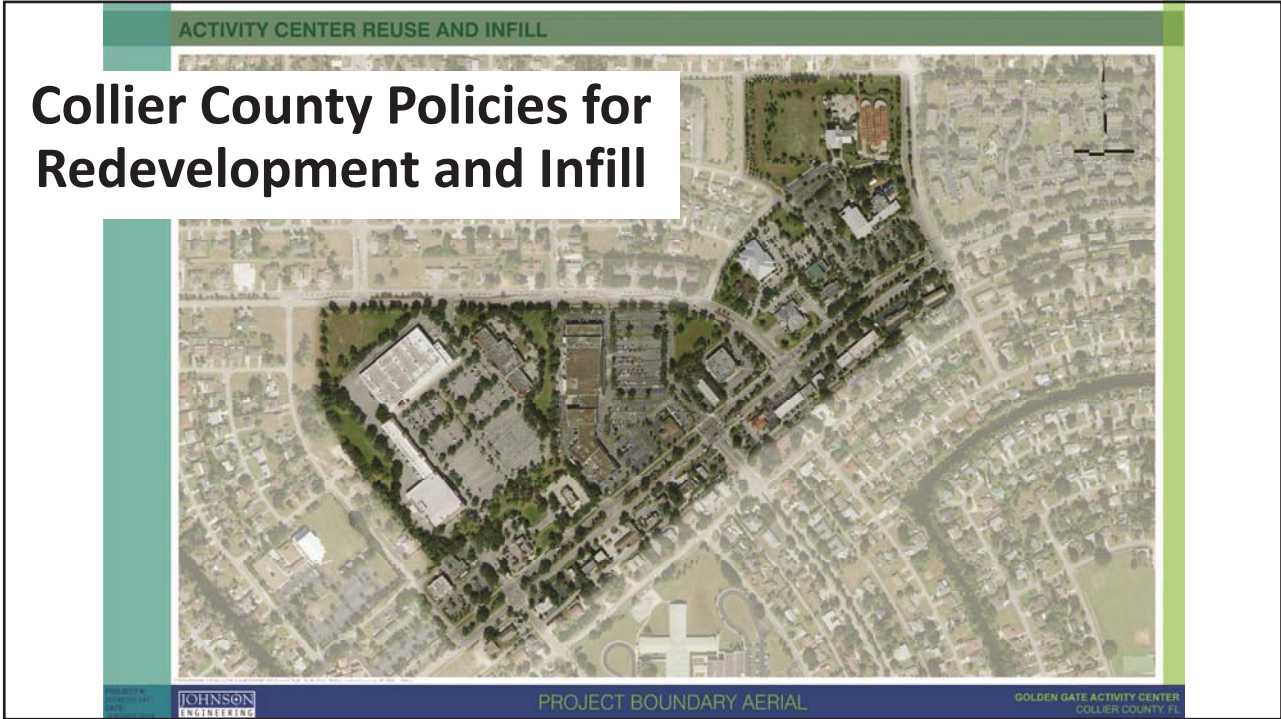


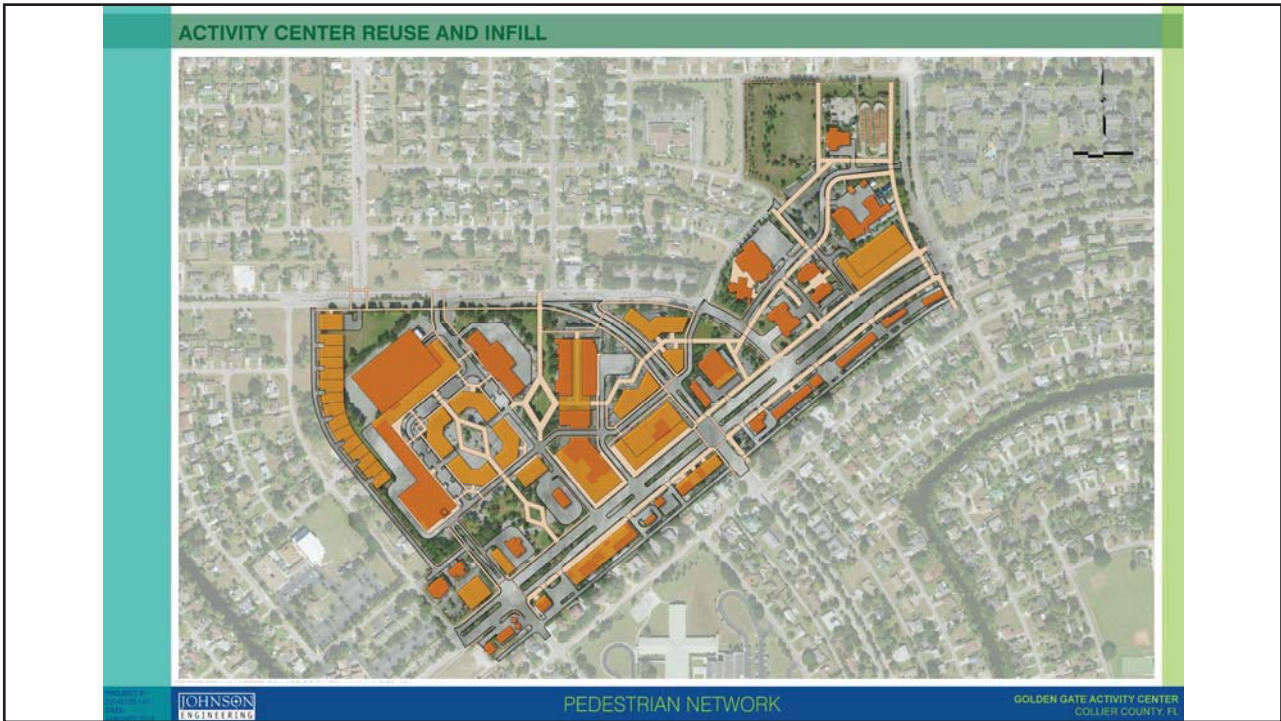
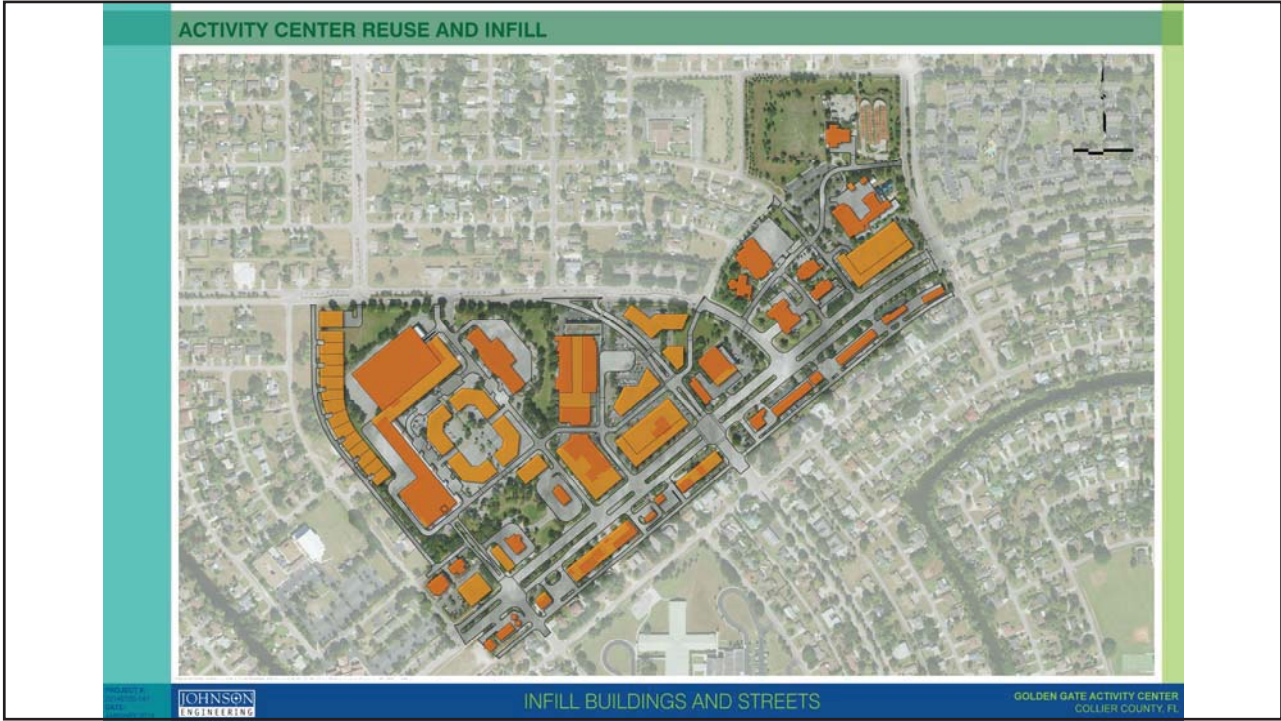


Planning for the Future

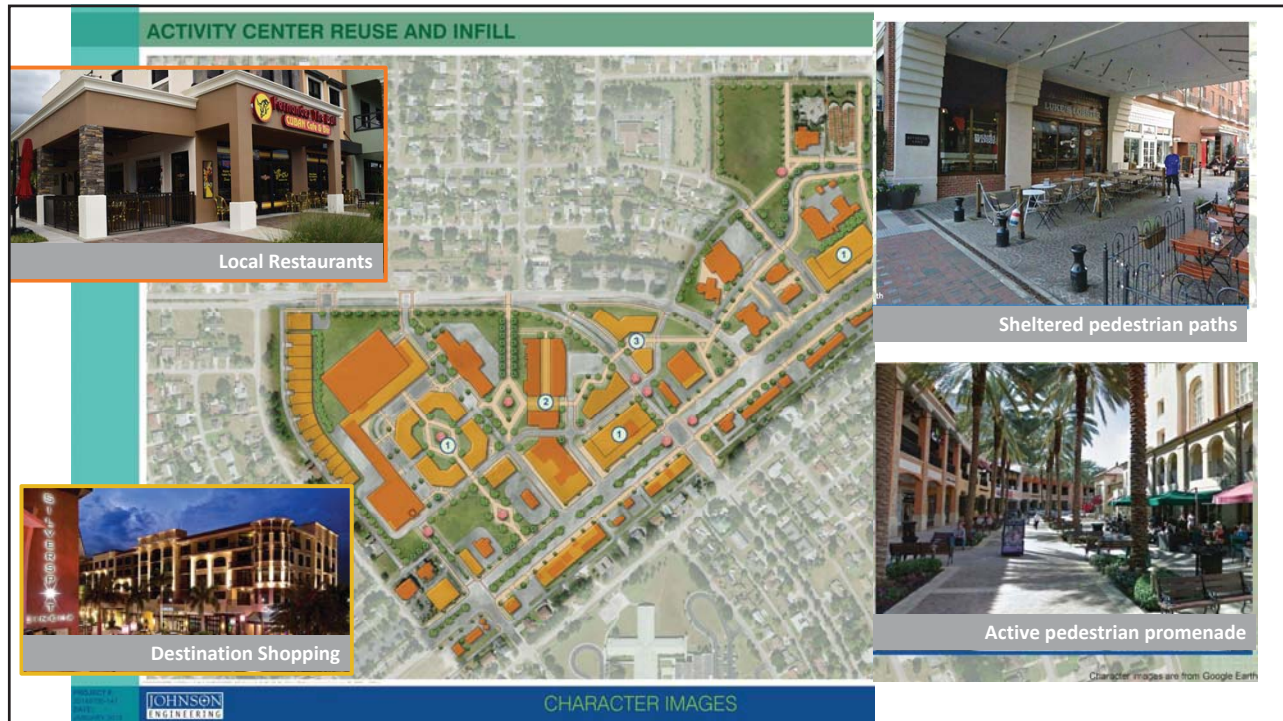
Community Character Plan – Redevelopment of Naples Towne Center







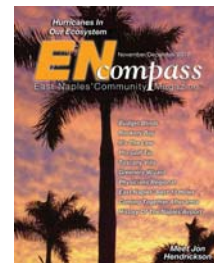




Recommendations

#1) Community based branding project

- Civic and Business organizations work together to establish a theme and identity and then promote the community and its vision.



#2) Desired businesses:

- County Growth Management Department to provide information to development community about preferred uses.



Recommendations

#3) Transportation Needs

- Identify opportunities to use connecting street for bicycles and pedestrians.
- Coordinate with the Collier MPO Bicycle/Pedestrian Master Plan to identify locations for new sidewalks, bikeways, transit and greenways and connections to serve the corridor.
- Design criteria to promote secondary corridors to connect to commercial and mixed use centers.
- Coordinate with Transportation Planning and Florida DOT on the options for retrofitting bicycle and pedestrian enhancements, starting with intersections.

Recommendations

#4) Redevelopment: Ensure impact fee credits for tear down and re-build situations. New development will meet Collier's architectural and signage standards and further refined redevelopment standards.

#5) Identify target locations or "nodes" for allowing preferred new types of development and redevelopment

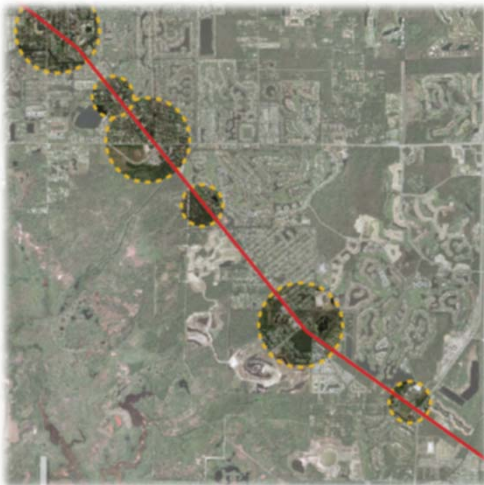
- Activity Centers: Confirm or expand 3 existing at Airport Road; Thomasson/Rattlesnake; Collier Boulevard; and addition of 2 opportunities at St Andrews Square and Vincentian PUD/Eagle Lakes Park
- Apply Redevelopment/Infill standards for Mixed Use Destinations and Hotels in these focused locations along the corridor
- Gas station or self storage development: Consider separation requirements, location standards or minimum % retail or office mix as part of these developments to mitigate for proliferation along this corridor.

Recommendations

#6) Landscaping: Roadside landscaping enhancement strategy

- Review options for enhanced roadside landscaping in the right of way
- Substitute the standards for landscaping in front yards for better “curb appeal” based upon a landscape plan specific to conditions of U.S. 41 East

Next Steps



Collect feedback
from tonight's
meeting

Finalize Findings and
Recommendations Report

April 24

Board of County Commissioners Meeting

- Present Findings and Recommendations Report
- Ask for Board's direction to move forward with Recommendations #2 through #6

Your Feedback



Comment Cards

Recommendations Recap

- #1) **Community based branding project** : Civic and Business organizations work together to establish a theme and identity and then promote the community and its vision.
- #2) **Desired businesses**: County Growth Management Department to provide information to development community about preferred uses.
- #3) **Transportation Needs**
 - Identify opportunities to use connecting street for bicycles and pedestrians.
 - Coordinate with the Collier MPO Bicycle/Pedestrian Master Plan to identify locations for new sidewalks, bikeways, transit and greenways and connections to serve the corridor.
 - Design criteria to promote secondary corridors to connect to commercial and mixed use centers.
 - Coordinate with Transportation staff & Florida DOT on options for retrofitting enhancements, start with intersections.
- #4) **Redevelopment**: Ensure impact fee credits for tear down and re-build situations. New development will meet Collier's architectural and signage standards and further refined redevelopment standards.
- #5) Identify **target locations** or "nodes" for allowing preferred new types of development and redevelopment
 - Activity Centers: Confirm or expand 3 existing at Airport Road; Thomasson/Rattlesnake; Collier Boulevard; and addition of 2 opportunities at St Andrews Square and Vincentian PUD/Eagle Lakes Park
 - Apply Redevelopment/Infill incentives and standards for Mixed Use Destinations and Hotels in these locations
 - Gas station or self storage development: Consider separation requirements, location standards or minimum % retail or office mix as part of these developments to mitigate for proliferation along this corridor.
- #6) **Landscaping**: Roadside landscaping enhancement strategy
 - Review options for enhanced roadside landscaping in the right of way
 - Substitute standards for landscaping in front yards for better "curb appeal" specific to conditions of U.S. 41 East

2-21-2018 Public Meeting - Written Comments

<i>Category</i>	<i>Comment</i>
Traffic / Redevelopment	Traffic on the East Trail is expanding, more year-round residents, therefore increasing traffic. Where you expect to have bike trails and walking areas, as time goes on the danger of people being hit by cars increase. I fear ultimately we will end up looking like Miami. Don't need new developments - need reuse & redevelopment of existing structures only.
NOT Preferred Development / Rebranding	Nice Job! Heard comments about lack of county's openness to "bans". Can we be more firm then on minimum distances between things like storage facilities? An extended approval process isn't enough deterrent to keep E. Naples from becoming the "warehouse district". Also, fully support rebranding "East Naples" to " <u>South</u> Naples". Again, thanks!!
Bike & Peds	Possibly elevated walkways "over US 41" to cross over to other side of street and activity centers. Enjoy the information being shared
Rebranding / Preferred Development	To give an identity - focus on the Naples-Everglades existence. Pursue pedestrian bridges. Bookstore needed - there are 10 in Sarasota only 1 in Naples. For new housing emphasize families with kids to change the population of local schools to be more economically diverse. With added landscaping include benches. Identify "South Naples".
NOT Preferred Development/Bike & Peds	East Naples doesn't need more rental properties, affordable housing, market safe housing & multi-family housing. It needs more "owned" properties with a range of values-modest to high-end properties. Bike/pedestrian development along adjacent roads to hwy 41 a fair idea but a) must connect EW to downtown Naples and b) must account for added traffic along these new bike paths associated with added residential development.
Rebranding	Need to change the poor perception of East Naples by renaming it South Naples. Why is this beautiful building [South Regional Library] we are in named as such? Sorry if I'm beating a dead horse!
Preferred Development	I believe multi-family housing provides a great opportunity for young real-estate investors & families, and provides housing for people working in consumer & retail business
Preferred Development/Bike & Peds	More workforce housing is needed for young professionals. In addition, a mix of uses we can bike/walk to.
Bike & Peds/Rebranding	Report's findings are encouraging. Node development is key for walkability + reduce auto-dependence. Make node development a priority. Create mechanisms to plan + execute branding efforts. Create many tools to get where you want to go.
Traffic/Bikes & Peds/Preferred Development	Traffic lights to favor those who're driving the 41, not switching to red as soon as a single car wants to get out of a small mall. More street sign to identify parks, etc. Open another Costco (if volume of business justify). Not enough biking lane (safe lane). Electronic boards along streets to enforce/inform (speed, traffic congestion, etc.)
Rebranding / NOT Preferred Development	County Commissioners are doing nothing to change the image of East Naples. Homeowners have been saying the same thing for years - no more gas stations, storage facilities, and low-income housing. Where has it got us - nowhere! Commissioners don't care.
Preferred Development/NOT Preferred Development	It would be nice if the low income housing was dispersed to N Naples instead of E Naples being the dumping ground - we're already full here. Trader Joes would be nice in the area.
NOT Preferred Development	Thank you for engaging East Naples residents in the project plan. Unfortunately we were shut out of the residential mixed use (market plan) development. This is undesirable and will undermine the entire plan. No one wants anymore disgusting housing - enough. We are over-saturated - put in another district. We will fight to stop the housing oversaturation.
Preferred Development/NOT Preferred Development	No mixed use/no market rate housing. We are oversaturated - from 48 East Naples Condo Association Boards + Presidents. 1)Concert Hall 2)Marriott Resort 3)Recreation Park.
NOT Preferred Development	Please stop the low income housing. Get Habitat for Humanity out of our community and neighborhoods. Habitat for Humanity is ruining our district.
NOT Preferred Development	Need middle income housing, not more low income
Preferred Development/NOT Preferred Development/Open Space	Please keep as much open space, natural vegetation as possible. Less "strip malls". More larger name store like Costco, Target, Bed Bath & Beyond are need.
Other / Open Space	For what its worth: Remember that the people who live in low income housing are the workers from your grocery stores, retail, etc. These people do not need to be abused with ignorance of the populace. Also, please quit filling in the areas that were made for nature because of development. Contrary to popular belief we need nature to survive.
Bikes & Peds	Build bike paths off the main streets. Build pedestrian and bike overpasses. Other cities do it all the time. One can bike/hike from Pittsburgh, PA to Washington, DC without encountering car traffic. Provide shuttle service and better handicap service. Handicap service is horrible in Collier County. Please keep in mind the environmental impact, we need birds to eat mosquitos.

Editor's note: Meeting sign-in sheets have been removed to protect personal contact information of attendees.