

EAST NAPLES COMMUNITY DEVELOPMENT PLAN

Public Workshop 2 – September 10, 2020



AGENDA

- Project Overview
- Draft Land Use Concepts
- Draft Transportation Options & Additional Recommendations
- New Opportunities
- Next Steps
- Q&A

QUESTIONS & COMMENTS

Need technical assistance?
Email:
ENCDP@tindaleoliver.com

Virtual Hand Raise

Questions Box

The screenshot shows a GoTo Webinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below the menu is a 'Sound Check' section with a 'Sound Check' button and a status indicator. The audio settings are set to 'Computer audio'. Below this, there is a 'MUTED' status with a microphone icon. The microphone is set to 'Microphone (GameDAC Chat)'. Below the microphone, there is a volume slider and a speaker icon. The audio settings are set to 'Headset Earphone (GameDAC Chat)'. Below the audio settings, there is a 'Talking: Go To Meeting' button. Below the 'Talking' button, there is a 'Questions' section with a text input field containing the placeholder text '[Enter a question for staff]'. Below the text input field, there is a 'Send' button. At the bottom of the interface, there is a 'Test Webinar' section with the text 'Webinar ID: 881-554-259' and a red dot indicating 'This session is being recorded.' The GoToWebinar logo is at the bottom right.

How did you first hear about this workshop?

Email from a
mailing list

Digital ad (web,
social media)

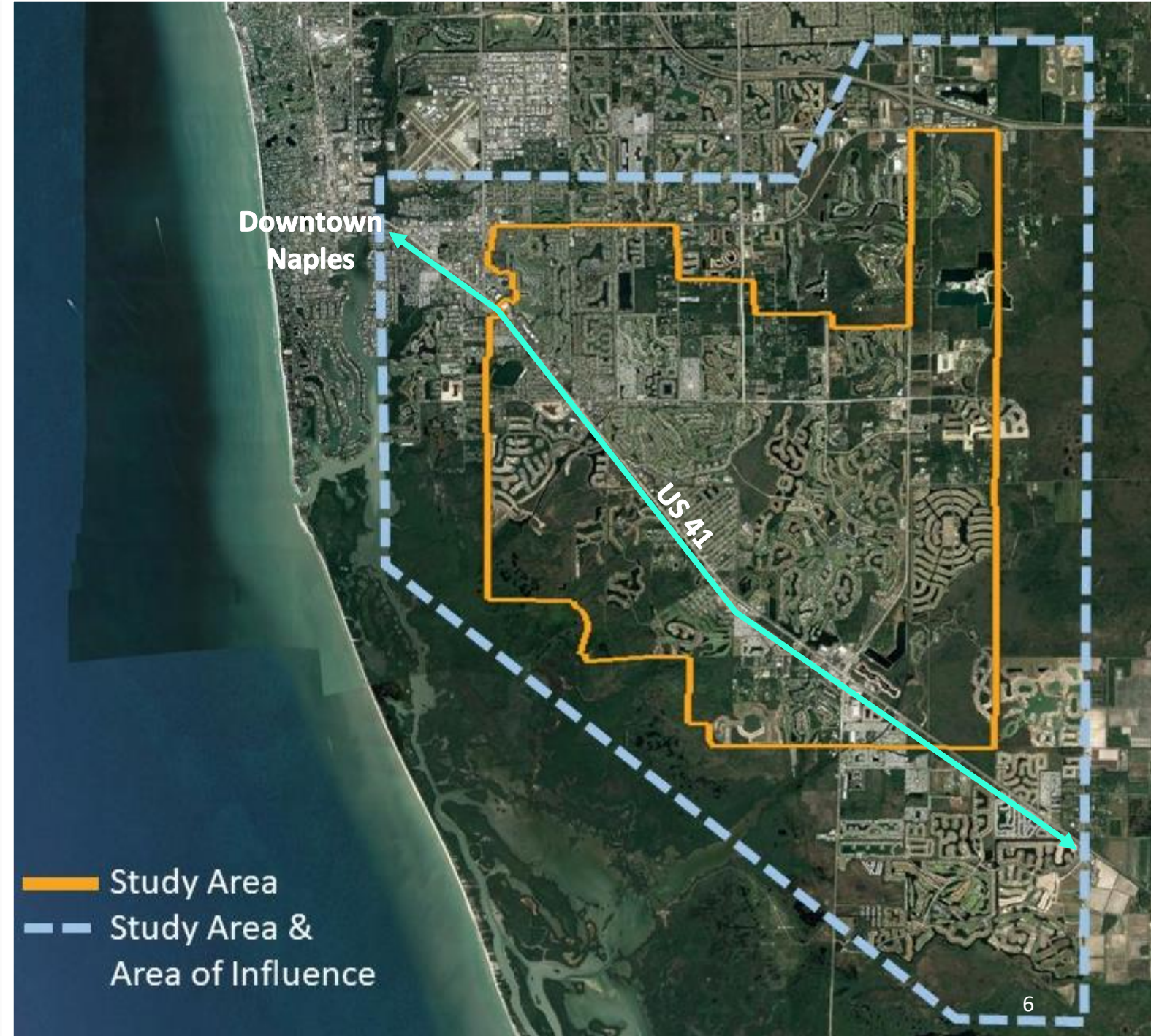
Word of mouth

Other

PROJECT OVERVIEW



FOCUS AREAS



PURPOSE OF THE PLAN

- Establish community **vision**
- Guide **land use** and **development**
 - Encourage desired uses, discourage undesired uses
 - Evaluate commercial development/redevelopment options
 - Create and build consensus on land use concepts
- Inventory **assets and services**
- Provide high-level **transportation options** for multiple methods (e.g., walking, biking)

SCHEDULE

Key Project Components	2020										
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
Background & Needs Assessment		█									
Hybrid Virtual/In-Person Public Workshop						★					
Draft Goals, Recommendations & Concepts							█				
Draft Final Development Plan								█			
Hybrid Virtual/In-Person Public Workshop 2									★		
County Commission Approval Meeting										★	

We are here.

UPDATED KEY TAKEAWAYS

- Generally good public assets coverage
- Limited roadway network
- Underserved by non-residential
- US 41 corridor/node focus for commercial
- Preferred uses and design identified
- Marketing and incentives implementation preferred
- Improve transportation connections and access, particularly non-motorized
- Concerns about affordable housing; affordability of the area identified as asset

VISION ELEMENTS



Balanced Development

Ensure new development is of good quality and does not overwhelm existing assets and natural places



Diverse & Quality Commercial

Increase commercial options of higher quality that allow for a broader range of places to shop, eat, and have fun



Beautification & Green Space

Ensure development is visually pleasing and that ample green space and natural spaces are maintained



Transportation Options

Increase the range of safe options, including non-motorized options; improve connections between neighborhoods and local destinations

DRAFT LAND USE CONCEPTS



USE & DESIGN PREFERENCES

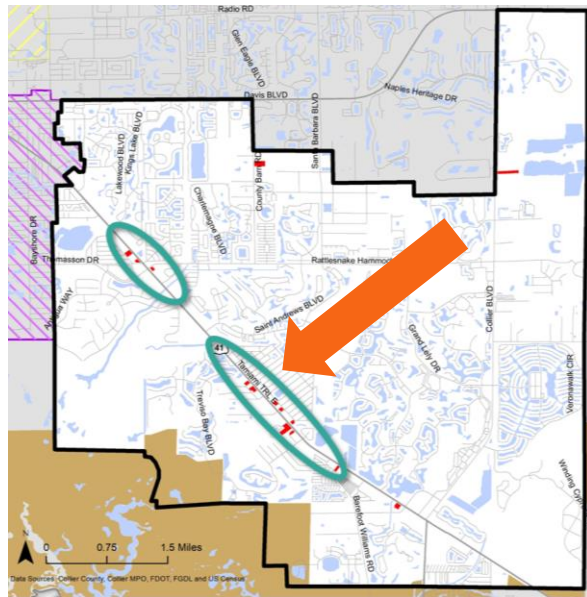
Desired Uses	Undesired Uses
Restaurants	Self-storage
Shopping/retail variety	Gas stations
Cafes/coffee shops	Car washes
Grocery, wholesale club	Fast food
Mixed-use, live/work	
Hotel/resort	
Entertainment uses	
Services (e.g., healthcare)	
Job creators	



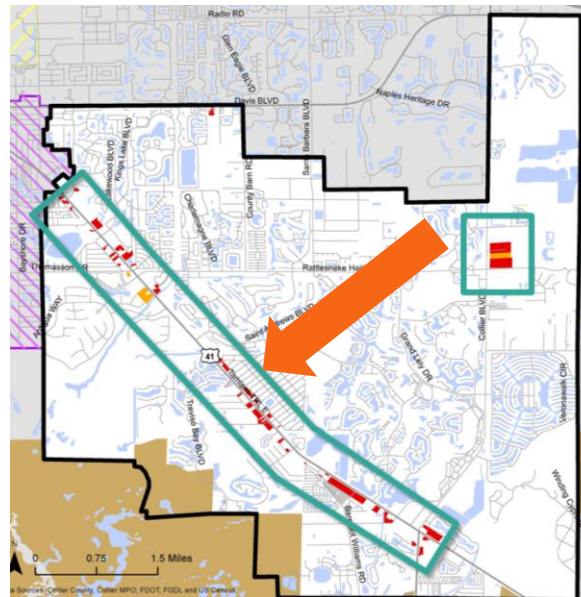
COMMERCIAL LOCATION OPPORTUNITIES & PREFERENCES

US 41 FOCUS

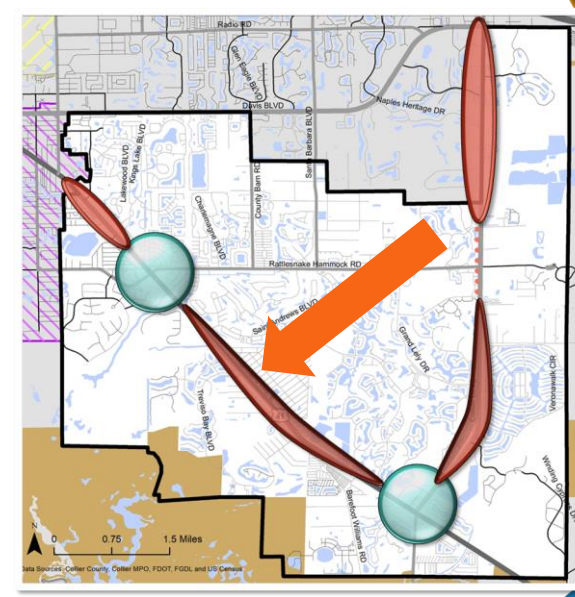
Likely Redevelopment Opportunities



Vacant Land Opportunities



Location Preferences from Public Survey



COMMERCIAL SQUARE FOOTAGE BENCHMARKS

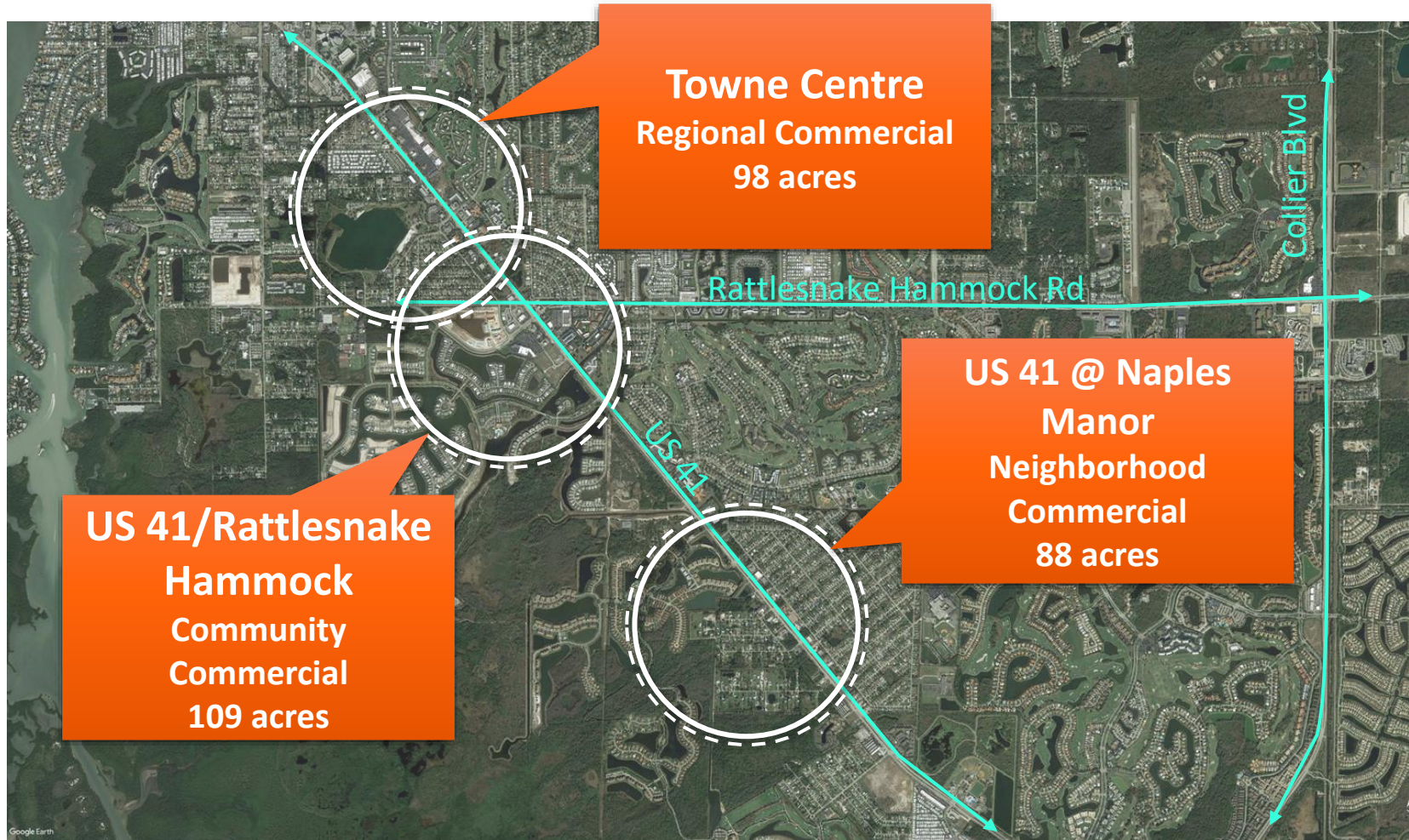
Res. Benchmark	Non-Res. Benchmark	Additional Commercial Square Feet Needed
88%	12%	1.3 million
87%	13%	2.0 million
86%	14%	2.7 million
85%	15%	3.4 million

Build-out not only depends on regulations and incentives, but also **market demand.**

Unincorporated county benchmark; East Naples Study Area currently at **11%**

Note: these numbers assume the level of residential square footage built in the last decade and square footage/acreage added in addition to filling vacancies in existing commercial buildings.

LAND USE CONCEPT SITE LOCATIONS



BUILD-OUT SCENARIOS

Light

- Focus on transportation, landscaping, and some development design improvements

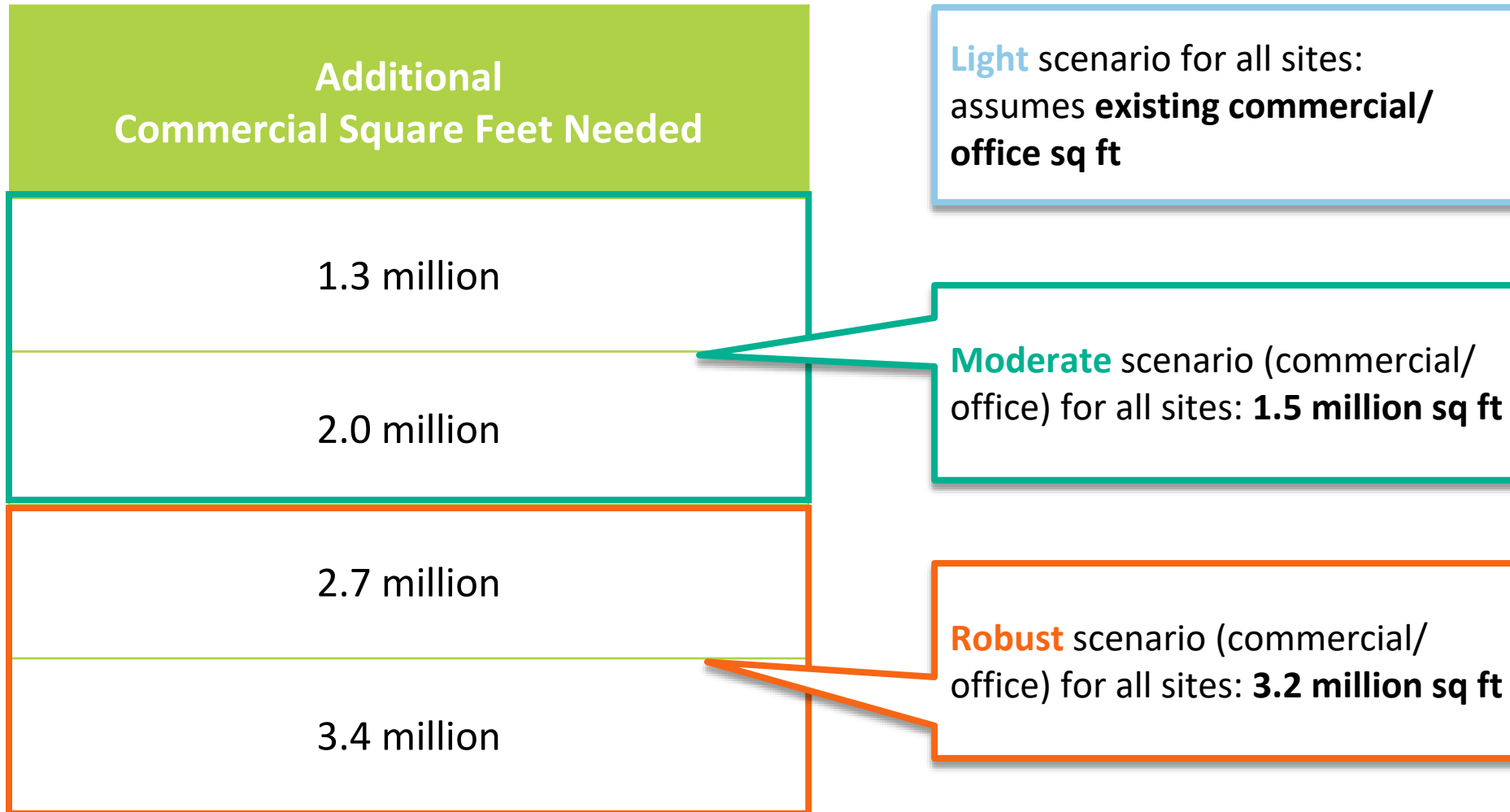
Moderate

- **Partial** site build-out
- Multi-floor mixed-use (ground floor commercial, upper floor office/residential, max. 3 floors) and ground floor commercial
- Transportation, landscaping, and development design elements

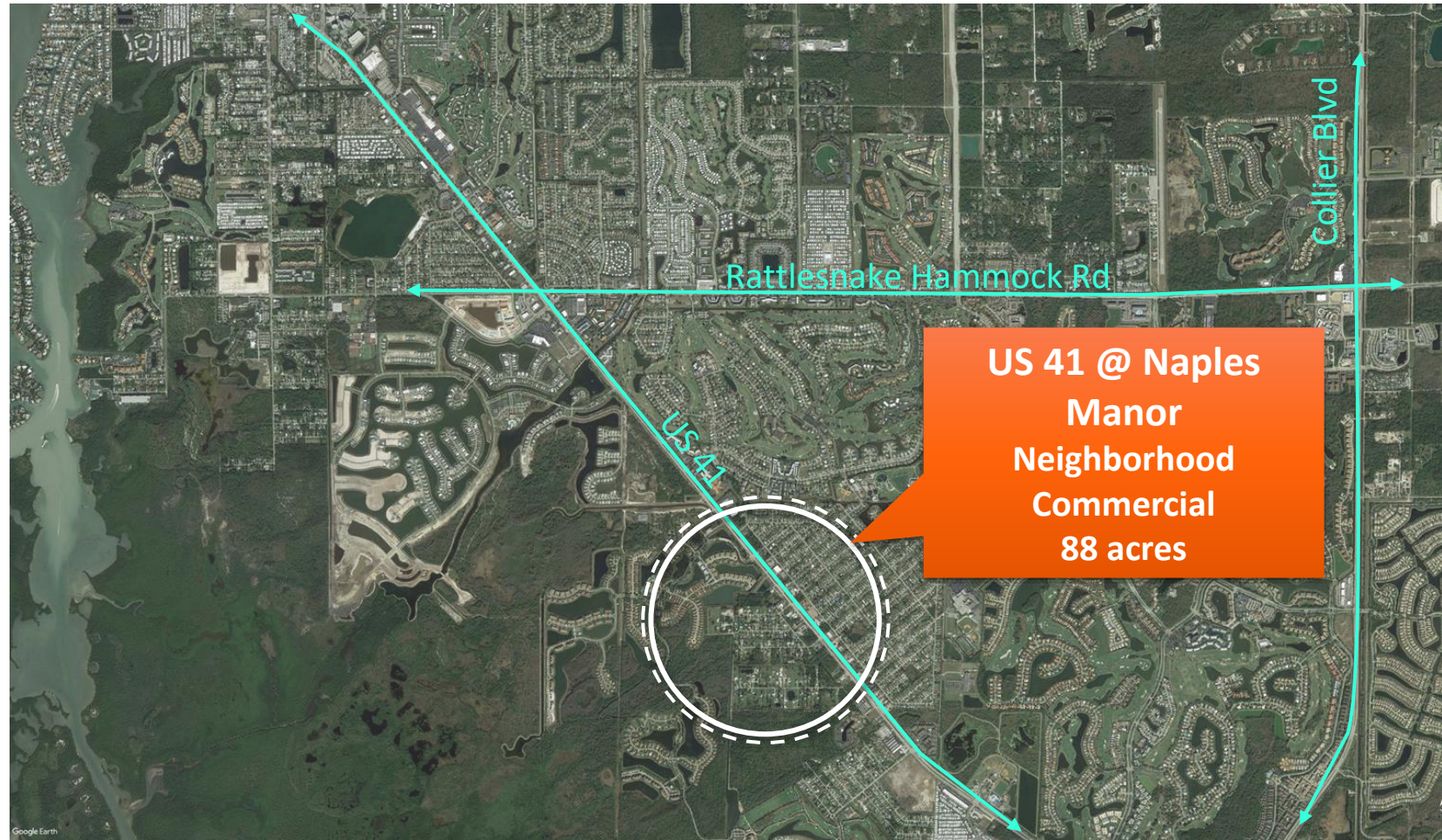
Robust

- **Full** site build-out, longer term
- Multi-floor mixed-use (ground floor commercial, upper floor office/residential, max. 3 floors) and ground floor commercial
- Transportation, landscaping, and development design elements

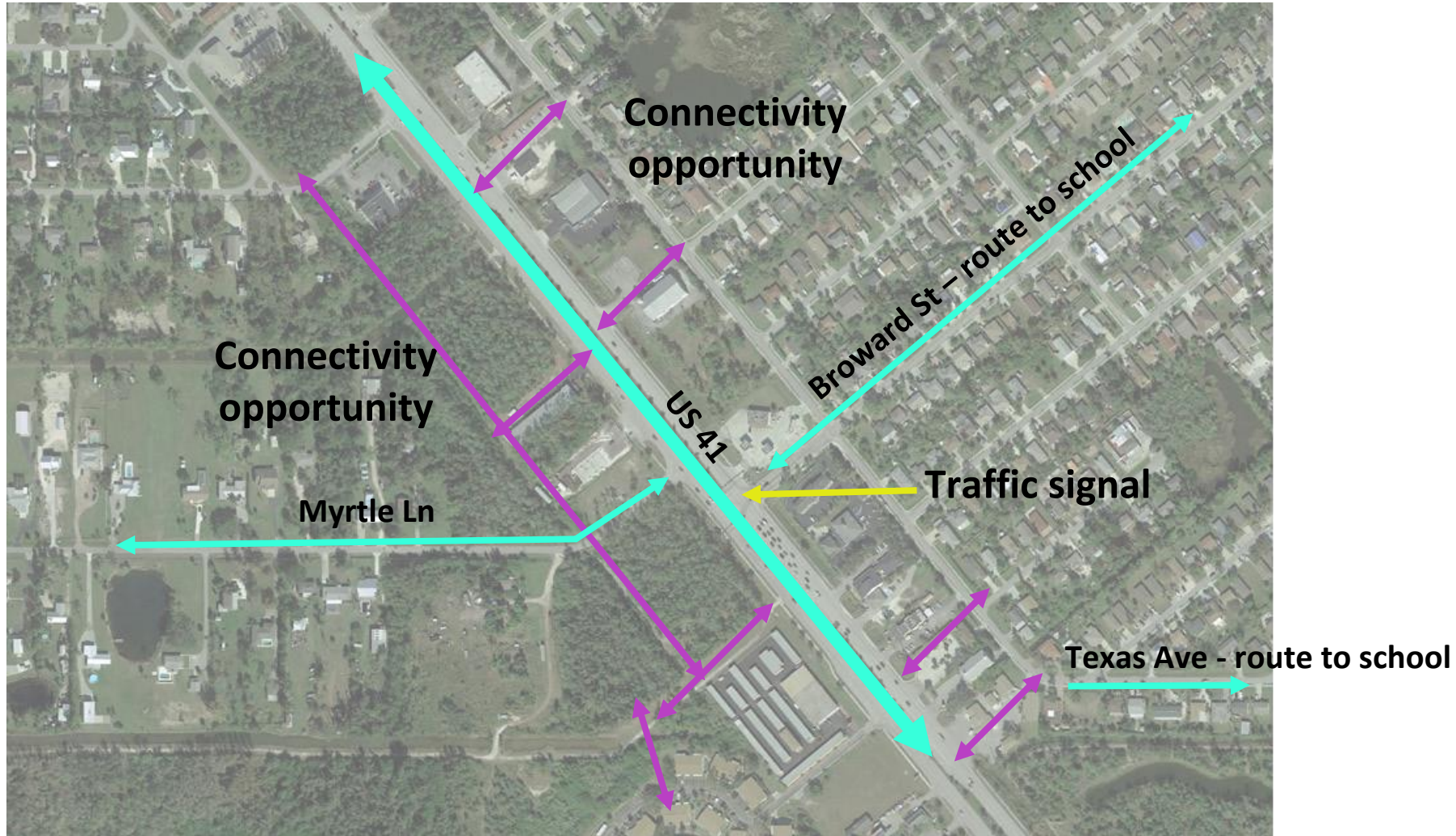
COMMERCIAL SQUARE FOOTAGE BENCHMARKS



US 41 @ NAPLES MANOR NEIGHBORHOOD COMMERCIAL



US 41 @ NAPLES MANOR EXISTING CONDITIONS



US 41 @ NAPLES MANOR EXISTING CONDITIONS



US 41 @ NAPLES MANOR LIGHT CONCEPT



US 41 @ NAPLES MANOR MODERATE CONCEPT



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

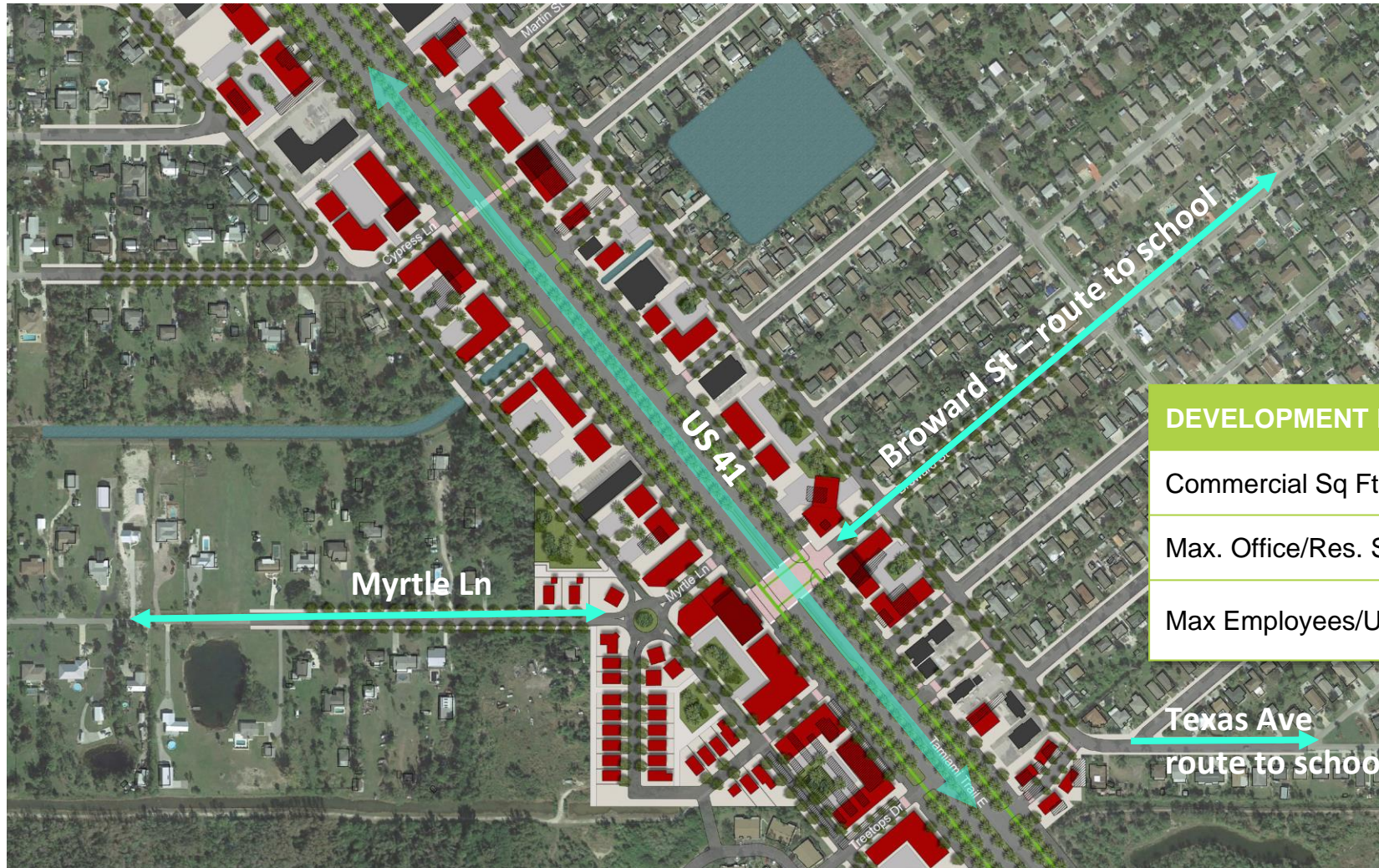
DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	254,000
Max. Office/Res. Sq Ft Added	59,000
Max Employees/Units Added	700 employees/ 40 units

US 41 @ NAPLES MANOR MODERATE CONCEPT



US 41 @ NAPLES MANOR ROBUST CONCEPT



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	329,000
Max. Office/Res. Sq Ft Added	170,000
Max Employees/Units Added	1,200 employees/ 120 units

US 41 @ NAPLES MANOR ROBUST CONCEPT



PREPARE TO POLL!



A - Light



B - Moderate



C - Robust

Choose your MOST preferred concept for US 41 at Naples Manor

US 41 @ NAPLES MANOR LIGHT CONCEPT



A

US 41 @ NAPLES MANOR MODERATE CONCEPT



B

US 41 @ NAPLES MANOR ROBUST CONCEPT



C

Choose your **LEAST** preferred concept for US 41 at Naples Manor

US 41 @ NAPLES MANOR LIGHT CONCEPT



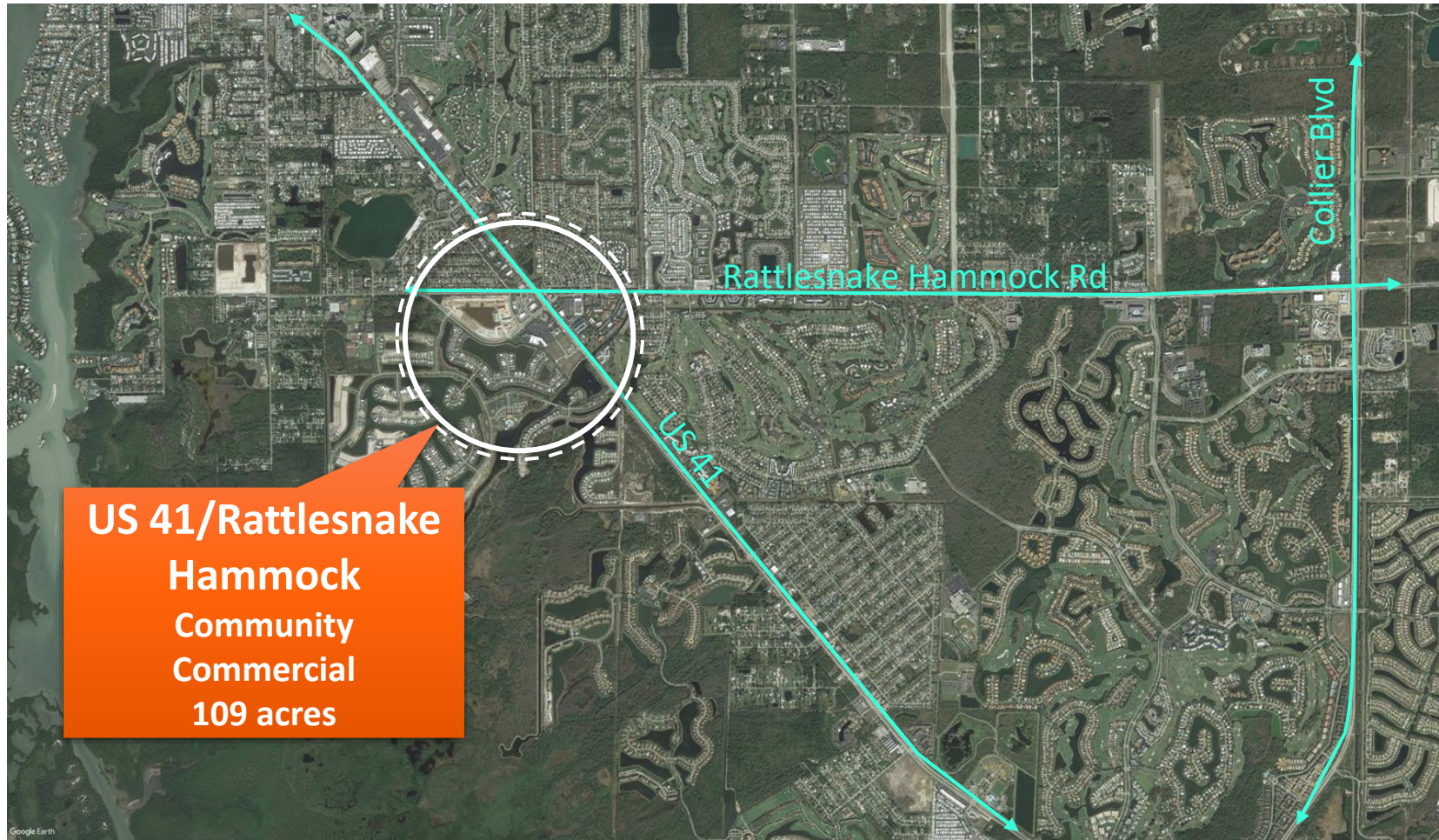
US 41 @ NAPLES MANOR MODERATE CONCEPT



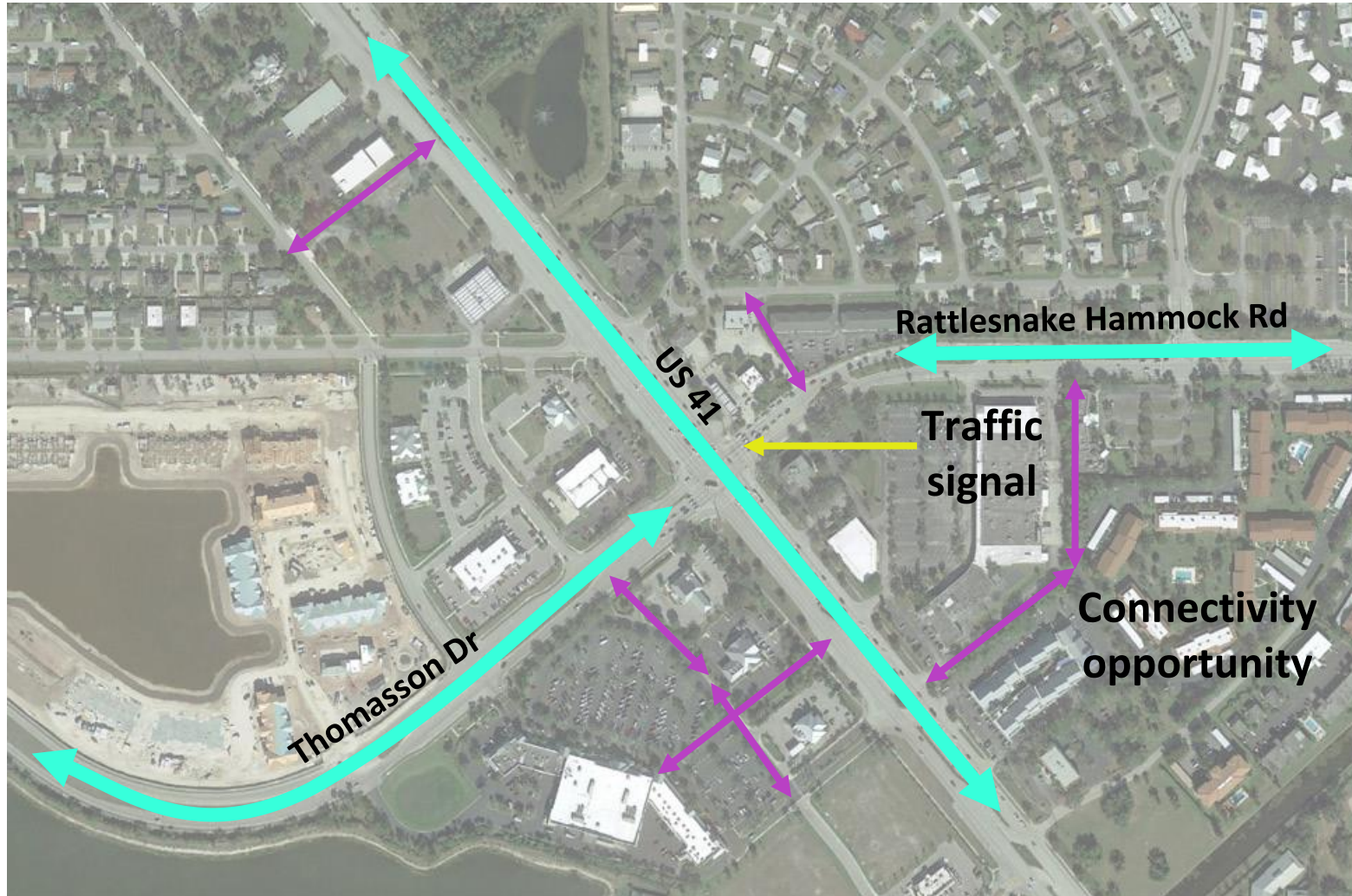
US 41 @ NAPLES MANOR ROBUST CONCEPT



US 41/RATTLESNAKE HAMMOCK COMMUNITY COMMERCIAL



US 41/RATTLESNAKE HAMMOCK EXISTING CONDITIONS



US 41/RATTLESNAKE HAMMOCK EXISTING CONDITIONS



US 41/RATTLESNAKE HAMMOCK LIGHT CONCEPT



US 41/RATTLESNAKE HAMMOCK MODERATE CONCEPT



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

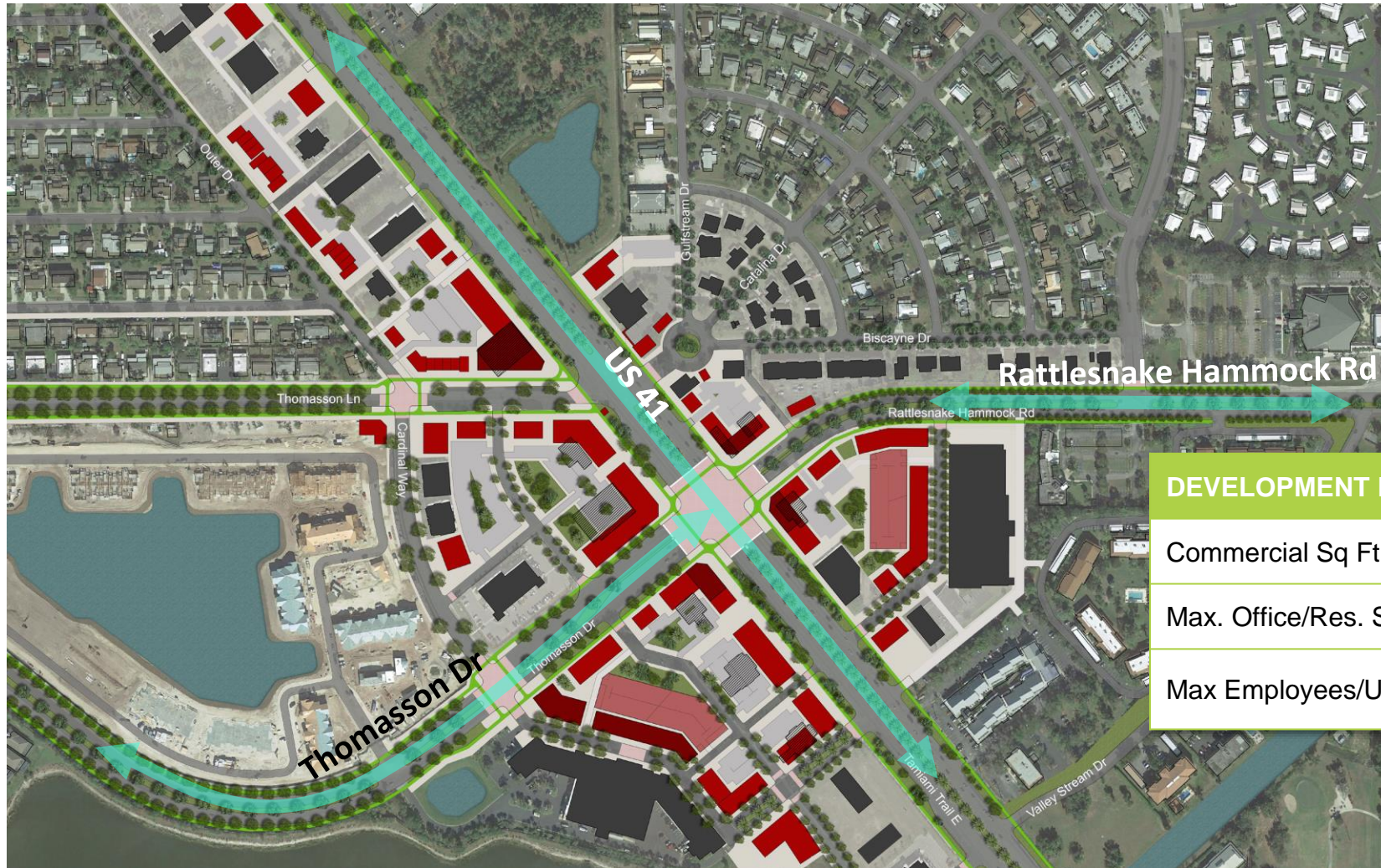
DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	372,000
Max. Office/Res. Sq Ft Added	372,000
Max Employees/Units Added	2,000 employees/ 270 units

US 41/RATTLESNAKE HAMMOCK MODERATE CONCEPT



US 41/RATTLESNAKE HAMMOCK ROBUST CONCEPT



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	454,000
Max. Office/Res. Sq Ft Added	454,000
Max Employees/Units Added	2,400 employees/ 320 units

US 41/RATTLESNAKE HAMMOCK ROBUST CONCEPT



PREPARE TO POLL!



A - Light



B - Moderate



C - Robust

Choose your MOST preferred concept for US 41/Rattlesnake Hammock

US 41/RATTLESNAKE HAMMOCK LIGHT CONCEPT



US 41/RATTLESNAKE HAMMOCK MODERATE CONCEPT



US 41/RATTLESNAKE HAMMOCK ROBUST CONCEPT



Choose your **LEAST** preferred concept for US 41/Rattlesnake Hammock

US 41/RATTLESNAKE HAMMOCK LIGHT CONCEPT



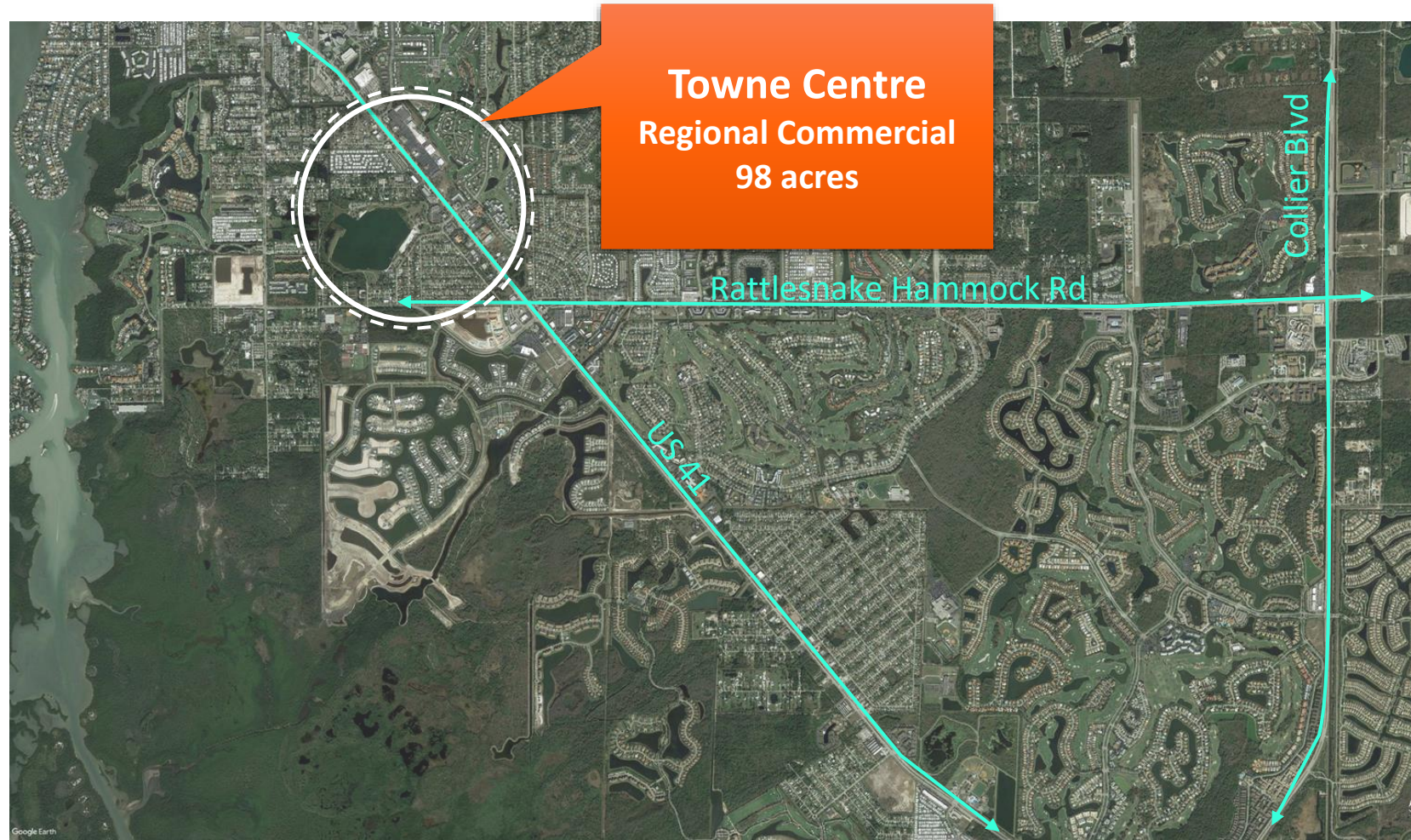
US 41/RATTLESNAKE HAMMOCK MODERATE CONCEPT



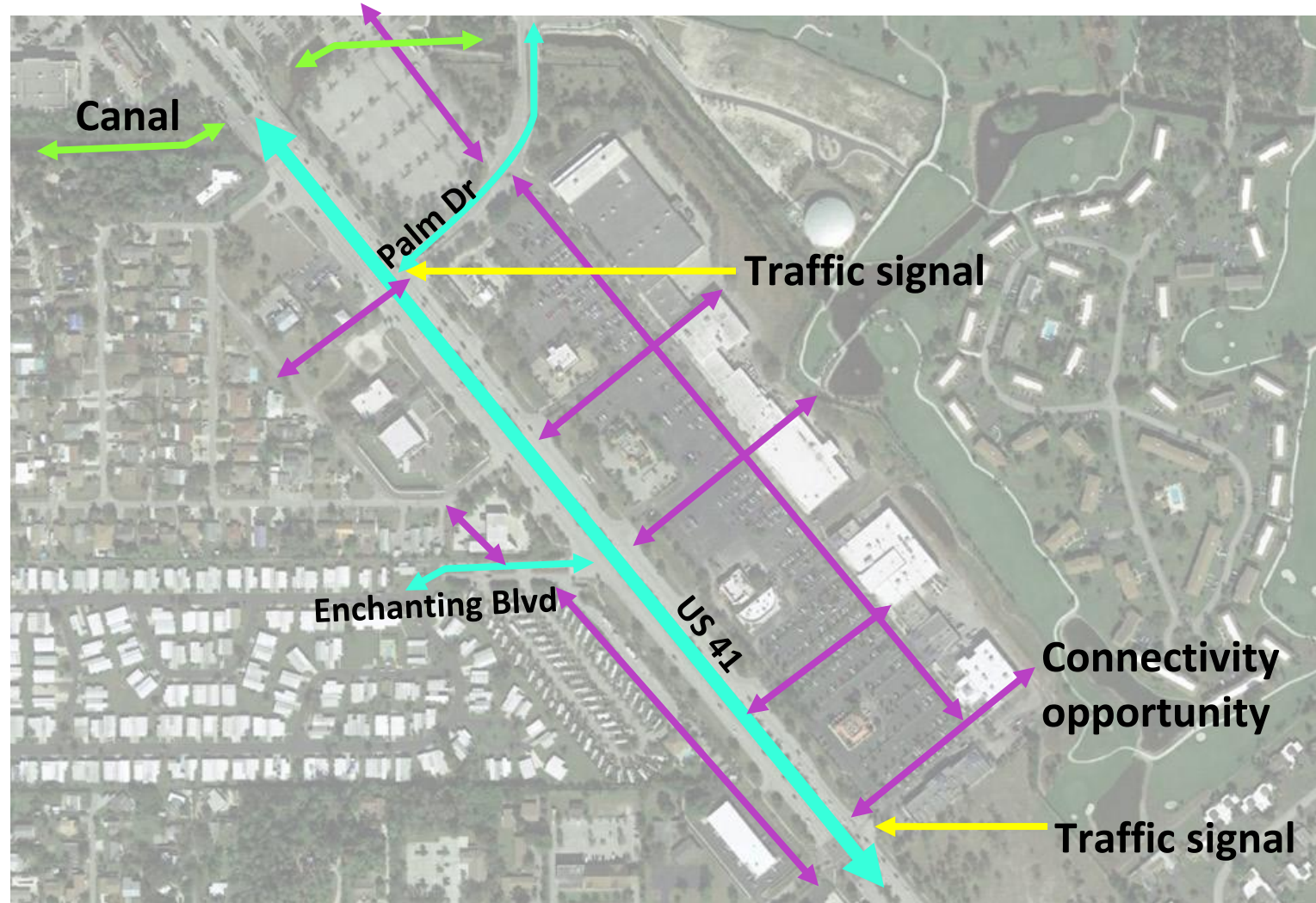
US 41/RATTLESNAKE HAMMOCK ROBUST CONCEPT



TOWNE CENTRE REGIONAL COMMERCIAL



TOWNE CENTRE EXISTING CONDITIONS



TOWNE CENTRE EXISTING CONDITIONS



TOWNE CENTRE LIGHT CONCEPT



TOWNE CENTRE MODERATE CONCEPT



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	770,000
Max. Office/Res. Sq Ft Added	770,000
Max Employees/Units Added	4,100 employees/ 550 units

TOWNE CENTRE MODERATE CONCEPT



TOWNE CENTRE ROBUST CONCEPT – FOR THE GREAT GRANDKIDS?



LEGEND

- Existing Buildings
- 3 story Infill / Redevelopment
- 1 story Infill / Redevelopment
- Demolished Structures

DEVELOPMENT ESTIMATES

Commercial Sq Ft Added	905,000
Max. Office/Res. Sq Ft Added	905,000
Max Employees/Units Added	4,830 employees/ 650 units

TOWNE CENTRE ROBUST CONCEPT — FOR THE GREAT GRANDKIDS?



PREPARE TO POLL!



A - Light



B - Moderate



C - Robust

Choose your MOST preferred concept for Towne Centre

TOWNE CENTRE LIGHT CONCEPT



TOWNE CENTRE MODERATE CONCEPT



TOWNE CENTRE ROBUST CONCEPT



Choose your **LEAST** preferred concept for Towne Centre

TOWNE CENTRE LIGHT CONCEPT



TOWNE CENTRE MODERATE CONCEPT



TOWNE CENTRE ROBUST CONCEPT



STANDARDS & INCENTIVES GUIDANCE LAND USE CONCEPTS

Development Standards

- Allowed Density and Intensity
- Coastal Considerations
- Allowed Uses
- Heights
- Setbacks and Landscaping
- Parking
- Open Space

Development Review Incentives

- Fee Waivers
- Faster Permitting
- Funding tools (e.g., tax increment)

DEVELOPMENT STANDARDS UNDESIRED USES

- Separation Standards
- Combination with Mixed-Use Developments
- Fuel Pump Placement at Rear of Site (“Gas Backwards”)
- Landscaping/Screening

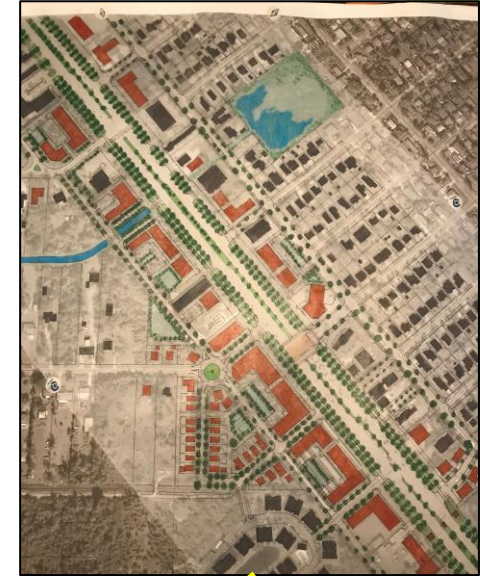
DRAFT TRANSPORTATION OPTIONS & ADDITIONAL RECOMMENDATIONS



MOBILITY STRATEGIES

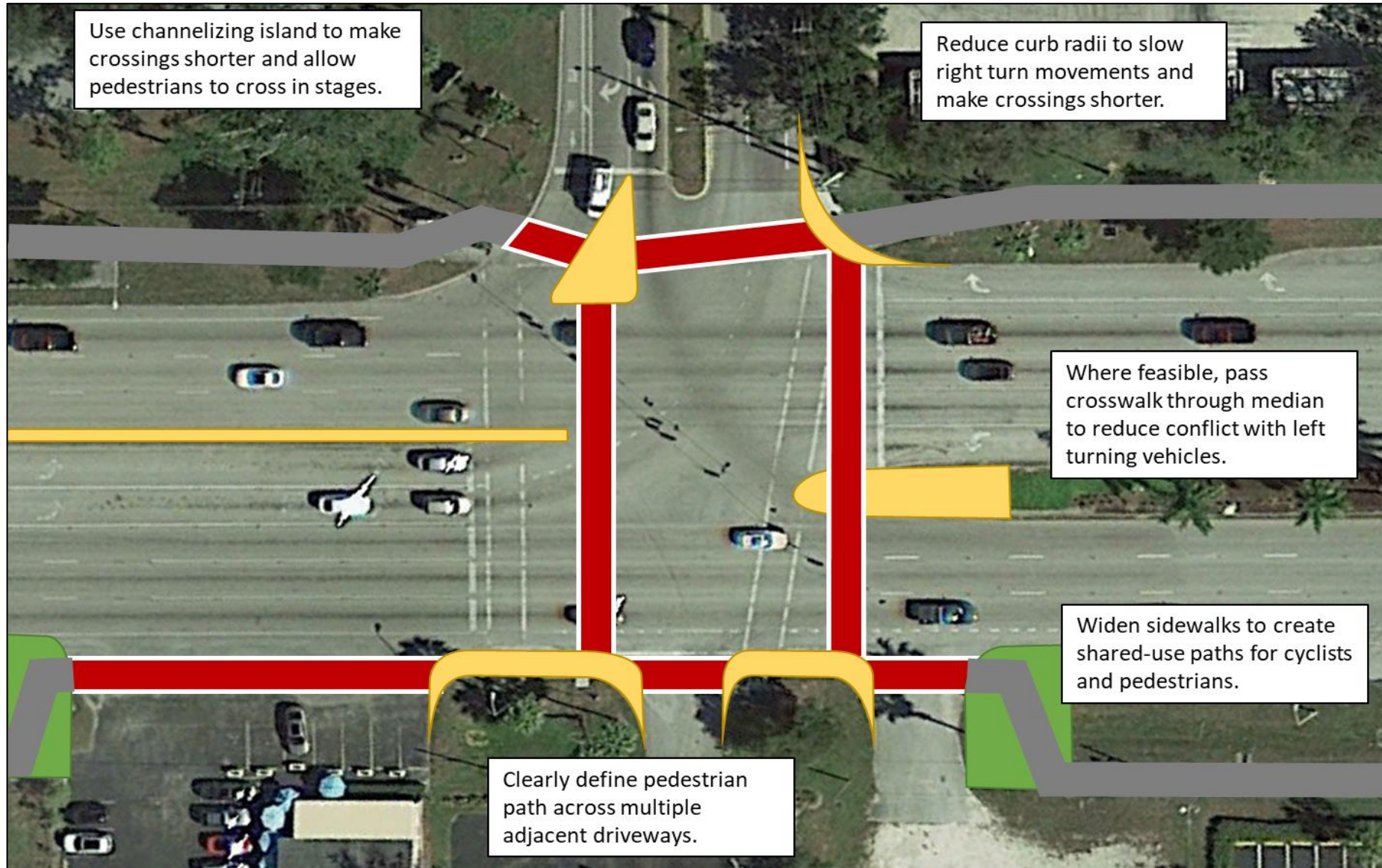
- Short- to mid-term intersection improvements
- Provide shared use paths/wide sidewalks (replace or supplement to on street bike lanes)
- Create true boulevards or narrower urban streets
- Apply alternative intersection concepts to make major intersections safer, easier to cross, and more efficient

US 41 CORRIDOR EXAMPLES

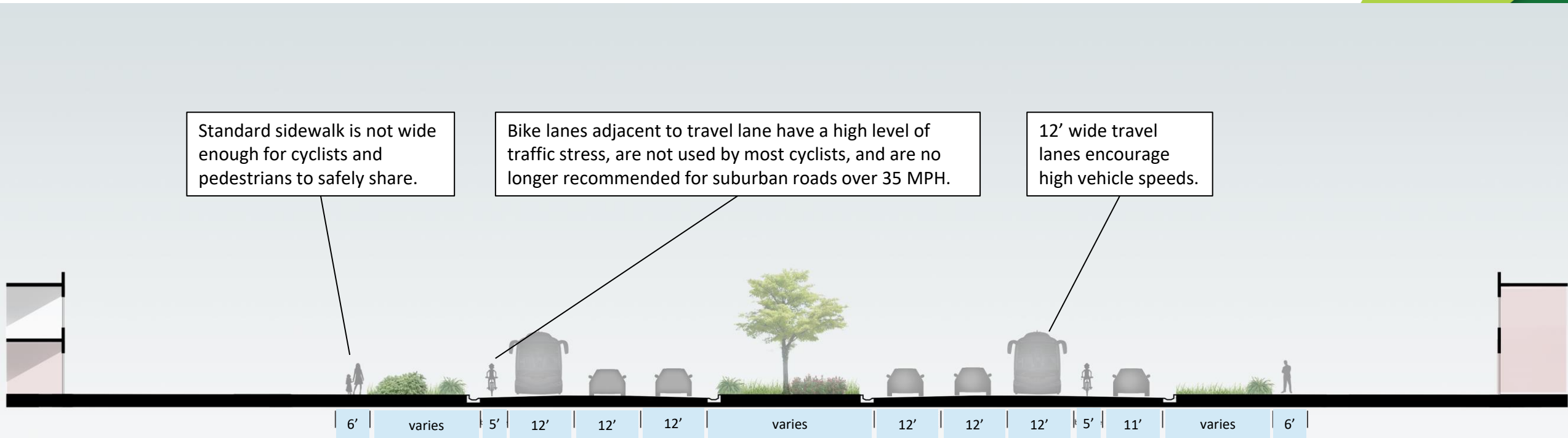


US 41/Tamiami Trail E.
(South of Airport Pulling Rd to North of Barefoot Williams Rd.)

SHORTER-TERM INTERSECTION IMPROVEMENTS



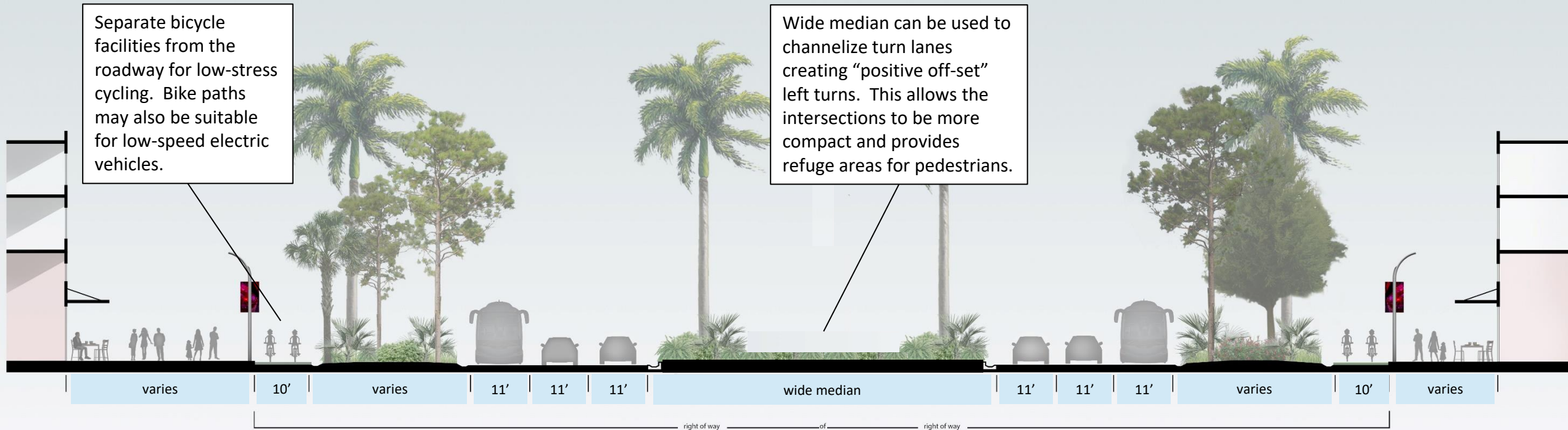
EXISTING US 41 CROSS SECTION EXAMPLE



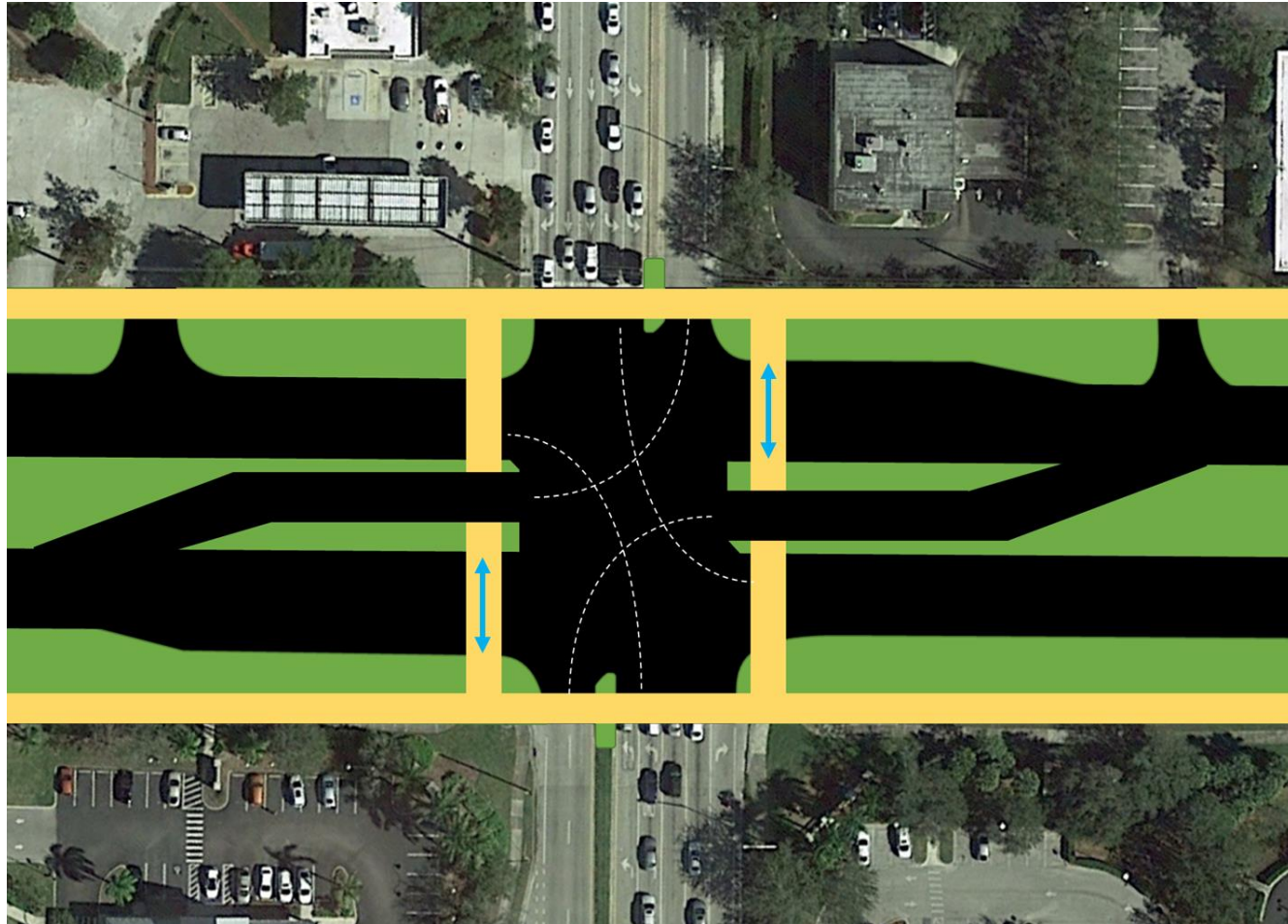
PROPOSED US 41 CROSS SECTION RATTLESNAKE HAMMOCK

Separate bicycle facilities from the roadway for low-stress cycling. Bike paths may also be suitable for low-speed electric vehicles.

Wide median can be used to channelize turn lanes creating "positive off-set" left turns. This allows the intersections to be more compact and provides refuge areas for pedestrians.

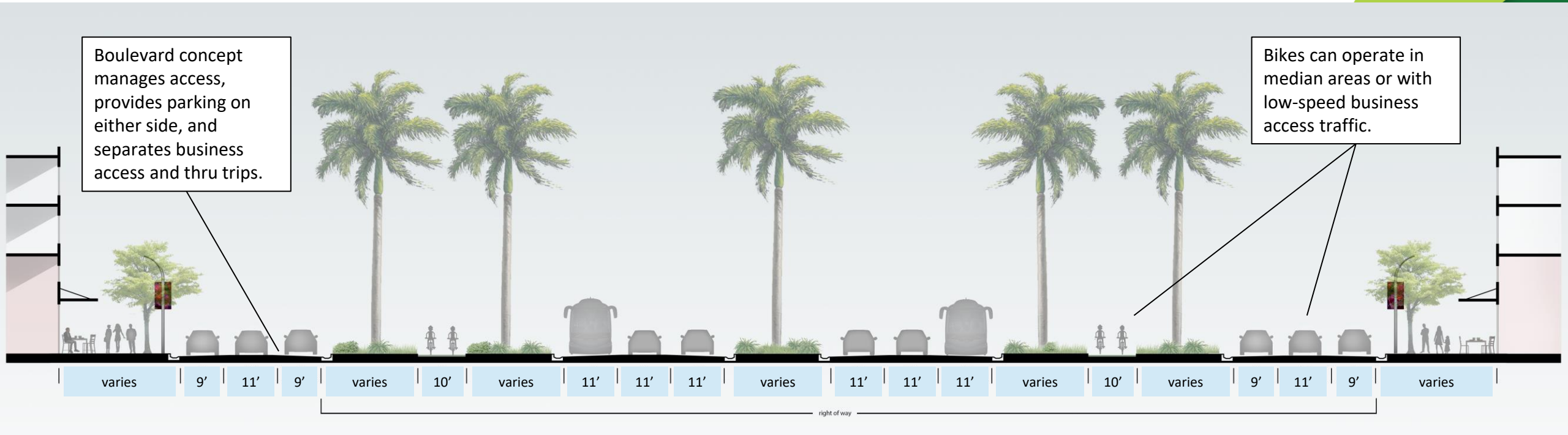


PROPOSED US 41 CROSS SECTION RATTLESNAKE HAMMOCK



Off-set, channelized left turns make big intersections seem smaller. Refuge areas help the intersection operate more efficiently by allowing the blue pedestrian movements to occur concurrent with the intersection's left turn phases shorter overall signal cycles may be an option.

PROPOSED US 41 CROSS SECTION NAPLES MANOR



ADDITIONAL DRAFT RECOMMENDATIONS

- Branding and Marketing
- Landscaping, Architectural Style, Signs

NEW OPPORTUNITIES

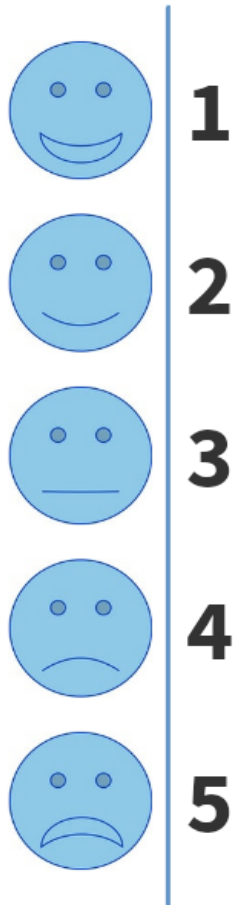


RECYCLING DROP-OFF CENTER LOCATION

- Feedback since Workshop 1: need new location for recycling drop-off center to serve East Naples area
- Quality design options possible (example: screening with buildings, landscaping)
- Daytime hours of operation
- Trucks 2x a week
- Additional trucks 5x a month (during low traffic times)



Rate the Idea of a Well-Designed Recycling Center in the East Naples Study Area



NEXT STEPS



NEXT STEPS

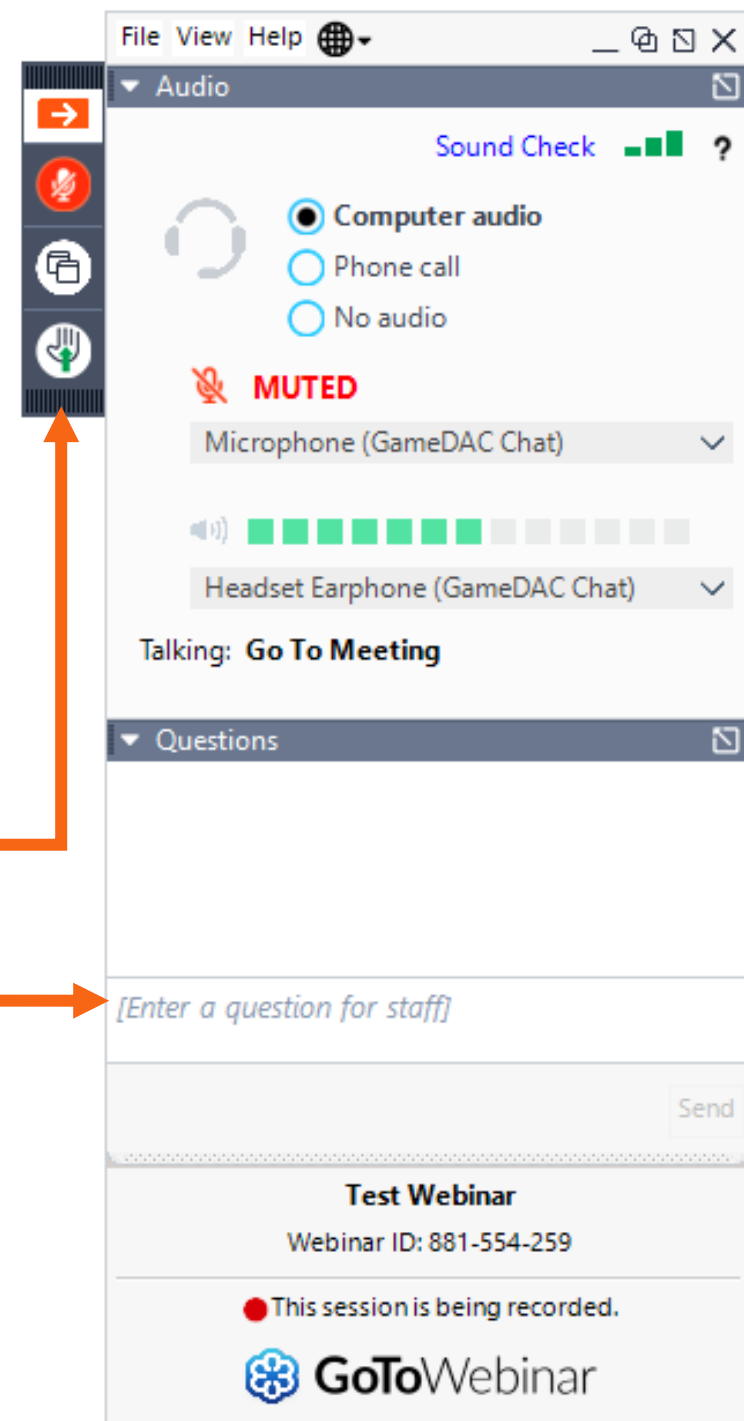
- We want to hear from you!
 - Q&A session up next
 - Email any remaining comments to ENCDP@colliercountyfl.gov by **Sept 13th**
- Draft plan (concepts and implementation) available by **October 1st** at: <http://colliercountyfl.gov/EastNaplesCDP>
- County Commission public approval meeting **October 27th**
- Need to get in touch? Email us at ENCDP@colliercountyfl.gov

QUESTIONS & COMMENTS

Need technical assistance?
Email:
ENCDP@tindaleoliver.com

Virtual Hand Raise

Questions Box



The screenshot shows a GoTo Webinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below the menu is a 'Sound Check' section with a 'Sound Check' button and a volume indicator. The audio settings are set to 'Computer audio'. Below this, there is a 'MUTED' status with a microphone icon. The microphone is set to 'Microphone (GameDAC Chat)'. Below the microphone settings, there is a volume slider and a speaker icon. The audio output is set to 'Headset Earphone (GameDAC Chat)'. Below the audio settings, there is a 'Talking: Go To Meeting' status. At the bottom, there is a 'Questions' section with a text input field containing the placeholder text '[Enter a question for staff]' and a 'Send' button. Below the questions box, there is a 'Test Webinar' section with the text 'Webinar ID: 881-554-259' and a red dot indicating 'This session is being recorded.' The GoTo Webinar logo is at the bottom right.

NEXT STEPS

- Email any remaining comments to ENCDP@colliercountyfl.gov by **Sept 13th**
- Draft plan (concepts and implementation) available by **October 1st** at: <http://colliercountyfl.gov/EastNaplesCDP>
- County Commission public approval meeting **October 27th**
- Need to get in touch? Email us at ENCDP@colliercountyfl.gov