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IMPLEMENTATION

Implementation of concepts and recommendations in this plan will be a significant, multi-year process. This section focuses on the implementation steps that will be required with general tentative timeframes; a summary of implementation steps and how they relate to the main vision elements in Section 2.0 is shown in Figure 34. Timeframes provided are tentative estimates that may be subject to change depending on timing of different plan updates, development build-out timing, and other factors. Funding sources are assumed to be those typically associated with the implementation processes described below, unless otherwise listed for implementation in Figure 34.

MARKETING AND BRANDING (ESTIMATED 1-2 YEARS)

Based on the vision elements of the East Naples Community Development Plan, the County can immediately begin to coordinate between community and business stakeholders (e.g., East Naples Civic Association, BEONE merchant association, and other stakeholders noted in the Public Involvement Plan in supporting documents) as well as County communications staff and external marketing and branding expertise, to develop more details around a branding and marketing campaign and related materials.

GMP AND LDC UPDATES (ESTIMATED 1-5 YEARS)

Updates to the Growth Management Plan and Land Development Code (potentially as a zoning overlay) to reflect the changes highlighted primarily in Section 3.0. This may require

additional evaluation for items such as public facilities/infrastructure planning, as mentioned in that section. Code changes can take 6–12 months to implement. There may be a longer timeframe for adjustments to the Growth Management Plan; additional time may also be required for the creation of local funding source tools (e.g., TIF district, MSTU).

CAPITAL PLANNING AND IMPROVEMENTS (ESTIMATED 1-5+ YEARS)

Improvements proposed in the Community Development Plan can be considered during initial stages of the following long-term and capital planning processes; note that some improvements, such as more straightforward safety adjustments to intersections and improvements previously identified as a need such as relocation of the recycling drop-off center, may occur more quickly than other improvements that need to go through the long-term planning and capital planning process described below. Technical Memorandum 1 in supporting documents provides more information on improvements that are already planned and programmed for the East Naples areas via the processes below.

COUNTY

Long-term County planning documents that are periodically updated include the Parks and Recreation Master Plan and Master Mobility Plan. Part of the parks planning process is the Parks and Recreation Advisory Board, which advises the County Commission on matters related to the acquisition, development, and programs for parks facilities and provides input to the Parks

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and Recreation Department.

Capital projects from the planning efforts and other local efforts typically are implemented through the County's Capital Improvement Program, which includes, among other topics, parks, transportation, and other infrastructure such as the recycling drop-off center. These plans are prepared in five-year increments and are updated annually as part of the budget approval in the fall. In Collier County, this capital planning process is supported by updates to an additional document, the Annual Update and Inventory Report, which documents an inventory and Level of Service Standards for key facilities.

MPO AND FDOT

A significant amount of transportation planning and improvements occurs through the Collier MPO, the regional transportation agency serving Collier County and municipalities (Naples, Marco Island, Everglades City) that oversees the Bicycle and Pedestrian Master Plan and the Long Range Transportation Plan (LRTP) for use of federal and State transportation dollars.

For the Bicycle and Pedestrian Master Plan, the MPO staff issues a call for projects to implement projects that are incorporated directly or by reference into the plan. The staff ranks projects based on a set of criteria for final approval by the MPO Board to identify prioritized projects. These projects are submitted to FDOT on or before June 30 to coordinate for implementation.

Changes to a roadway's cross section or even substantial changes to a major intersection can be costly and require a formal planning and development process. For State highways such as US 41, this process typically begins with the MPO identifying the project within its priorities and then working with FDOT to program funds to perform a Project Development &

Environmental (PD&E) study. PD&E studies include a formal statement of a project's purpose and need, a thorough analysis of the traffic and operational outcomes of various scenarios, public participation, environmental review, and preliminary design and costs estimates.

In some cases, prior to beginning a PD&E study, FDOT will conduct a multimodal corridor study or some other type of feasibility study to get a better sense of options and begin developing conceptual alternatives for further refinement and evaluation as part of a PD&E. These interim studies are especially common when the project purpose and need is focused on supporting changes to a roadway corridor's urban form or addressing subjects other than increasing a roadway's automobile capacity.

Long-term improvements are programmed for funding through the LRTP's Cost Feasible Plan, updated every five years (the MPO is currently updating the 2045 plan). More immediate improvements over five years are contained in the Transportation Improvement Program.

OTHER APPROVALS BY THE COUNTY COMMISSION (ESTIMATED 1-5+ YEARS)

Other items requiring County Commission approval, if pursued, include items such as potential approval of additional housing affordability tools currently being studied; allocations and disbursement of funds to the Local Affordable Housing Trust Fund, which may be tied to budget approvals decided in the Fall of each year); and designation of lands to the Community Land Trust, which may be approved as land opportunities are identified.

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Figure 34: Implementation Summary

Balanced Development/Diverse & Quality Commercial

Short-Term (1-2 years)

Branding and Marketing Effort (Section 5.0)

Growth Management Plan and Land Development Code amendment evaluation/implementation of overlay elements for promotion of land use concepts, discouragement of undesired uses, development review process incentives, and housing options (Section 3.0 and housing size/type diversity recommendations in Section 5.0):

- Density/intensity increases with evaluation of coastal building considerations
- Adjust permitted uses in C-3 and C-4 to facilitate mixed use and any desired uses not already captured
- Potential rezoning of certain TTRVC and C-5 designations on the corridor
- Height allowance adjustments to accommodate three stories in C-3 mixed-use projects
- Allowances for setback and buffer decreases in certain cases, with requirements for pedestrian-friendly improvements where larger setbacks are maintained.
- Parking minimum reductions and adjustments to parking structure/space requirements to facilitate mixed-use and multi-modal environment
- Explicit provisions on increasing site connectivity and requirements for shared access for neighboring properties
- Adjustments to PUD design criteria in support of adjustments noted herein
- Increased separation standards for gas stations
- Continued current effort of requirement in C-4 to incorporate self-storage into mixed-use development with certain amount restrictions on first floor
- Placement of fuel pumps at back of site and expansion of supplement design requirements for undesired uses that currently lack supplemental standards
- Expedited review and fee incentives for desired development
- Allow more diverse housing sizes/type through corridor mixed-use provisions

Housing affordability tool/program implementation based on outcomes of current study and use of existing housing programs (e.g., for housing upgrades; Section 5.0)

Recycling drop-off center relocation (Section 5.0)

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Balanced Development/Diverse & Quality Commercial

Mid-Term (3-5 years)

Land Development Code amendment evaluation/implementation for additional incentives (Section 3.0): TIF district creation with language on use of funds

Housing improvements through longer-term housing affordability tools, such as allocations to/disbursements from affordable housing trust fund and dedication of land to community land trust (Section 5.0)

Long-Term (5+ years)

Continued development incentives and housing support to reach desired development outcomes (Sections 3.0 and 5.0)

Beautification and Green Space

Short-Term (1-2 years)

Growth Management Plan and Land Development Code amendment evaluation/implementation of overlay elements for promotion of land use concepts (Section 3.0): Commercial open space in-lieu fee or open space design standards that promote quality open space without overly burdening development

Mid-Term (3-5 years)

Land Development Code amendment evaluation/implementation for additional site design requirements and green space funding support (Section 5.0):

- Additional landscaping, architectural, sign updates that reference, where applicable, outcomes from the branding effort
- Green space MSTU, if desired

Public green space improvement planning as part of Parks and Recreation planning and capital improvements processes; additional green space planning for special funds created (e.g., MSTU, in-lieu fee; Section 5.0)

Long-Term (5+ years)

Public green space capital improvements through County processes, MSTU, in-lieu fee funding (Section 5.0)

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Transportation

Short-Term (1-2 years)

Begin County bicycle and pedestrian connection improvements (Sections 3.0 and 4.0); deficiencies and opportunities noted:

- Rattlesnake Hammock Drive from US 41 to Santa Barbara Boulevard (bike facilities)
- Lakewood Boulevard (bike facilities)
- County Barn Road (sidewalks)
- Wildflower Way (bike facilities)
- Lely Resort Boulevard (bike facilities)
- Lely Cultural Parkway (bike facilities)
- Grand Lely Drive (bike facilities)
- Connections between residential subdivisions and local destinations
- Landscaped right-of-way along local street connections between commercial development and neighborhoods (see Section 3.0 concepts)
- Intersection improvements on local roadways (see Section 3.0 concepts)

Begin coordination with MPO and FDOT processes on more immediate and long-term adjustments on major roadways (Section 4.0)

Mid-Term (3-5 years)

Continue County bicycle and pedestrian connection improvements (Sections 3.0 and 4.0)

Immediate improvements, such as intersection safety improvements, along major roadways (Section 3.0 and 4.0)

Long-Term (5+ years)

Complete remaining County bicycle and pedestrian connection improvements (Sections 3.0 and 4.0)

Remaining improvements for more comprehensive change along major roadways such as US 41 (Section 3.0 and 4.0)