

EXECUTIVE SUMMARY

INTRODUCTION

Collier County, the City of Naples, and private enterprise have combined resources to create and maintain an outstanding streetscape program throughout Collier County. This public/private partnership has developed a "signature" for Naples and Collier County over the past decade.

PURPOSE

In 1992, the Board of Directors of Collier/Naplescape 90's agreed to organize and help fund development of a comprehensive strategy for landscape and maintenance of the arterial street network in Collier County. This effort has been joined by many private persons, practitioners, and entities whose goal has been to create a common design theme and means for implementation of a comprehensive network of arterial streets.

APPROACH

This approach for accomplishment of purpose has been a pro-active one by Collier/Naplescape 90's, working with Collier County Government. In 1992, C/N 90's retained a private consultant to draft an outline for an overall plan. That work was accomplished at no charge to the community.

The approach envisioned coupling professional talent with a strong sense of civic involvement. For the initial three years of master plan development, two separate Technical Advisory Committees have met, reviewed, and commented on drafts of various plan components. In addition, County and City staff have contributed their time and expertise where needed.

Finally, it has been recognized from inception of the SSMP project that, in order to be meaningful, the plan would require adoption by government, and ultimately to become law. Therefore this document, is recommended to become its own Section in the Collier County Land Development Code, and, to be similarly adopted by the City of Naples.

PROCESS

Development of the SSMP has been a 3-step process over the past three years as follows:

1. *Data Gathering*

All relevant information was collected, assembled and organized for creation of a comprehensive plan. State, County and City design standards were assembled along with major roadway development schedules. An approval process was also established and implemented. This consisted of identification of all potential constituencies and several meetings throughout Collier County. These meetings provided the public view point as an essential ingredient to the plan.



In general, it was discovered that the participating public wanted:

- * Landscaping of Major streets;
- * A comprehensive understanding of costs involved; both capital and maintenance;
- * A schedule for improvements;
- * Cost effective landscape solutions; and
- * Parity: a balance of landscape programs throughout the County.

A major product from the Data Gathering Phase was establishment of the Urban Area Streetscape Network. Using the Metropolitan Planning Organizations (MPO) 15-Year Plan as a guide, a network of divided highways was established as the boundary for the SSMP in urbanized Collier County. A shorter action plan relating to Collier County's 5-Year Highway Improvement Plan was also identified as the near term landscape implementation schedule.

II. *Character Analysis*

All design projects require a program. "What shall we do and what shall it accomplish" are primary questions asked and answered as part of this phase of the SSMP.

Two important concepts were established to guide answers to these questions as follows:

Concept I: Contextual Relevancy.

Quoting from the text: "Streets pass through various regions, hence, they do not have a character themselves, but rather the region does. The street should reflect and interpret the region, not vice-versa."

Concept II: Character Zones.

The streetscape network is comprehensive in urban Collier County necessitating a macro vs micro approach toward programming. Therefore, a "zonal" method towards identification of design requirements was established. Various streetscape zones were determined by combining several factors: a.) natural character; b.) existing land use; c.) existing zoning; and d.) Collier County Comprehensive Plan.

Seven Character Zones for streetscape design were identified as a result of combining the above land use features of Collier County (see figure E.1)

Character Zones:

- Activity Center Zone - These are related to the existing and proposed major urban areas, essentially a ½ mile square around major street intersections.
- Urban Residential Zone - These are transitional landscape areas which combine features of both Activity Center and Residential Zones.
- Residential Zone - These zones occur primarily as frontages to Collier County's numerous planned communities and established subdivisions.



- **Agricultural Zone** - These refer to those areas currently developed for a variety of agricultural purposes. Over time, these may convert to one of the above categories.
- **Utility Zone** - These zones are not extensive in size and always occur as a specialized segment of another zone classification. Therefore, they have specialized requirements.
- **Conservation Zone** - These zones are those which are dominated by natural, protected landscapes along the frontage street.
- **Gateway Zone** - These are the major entry and exit points to urbanized Collier County on the streetscape network. There are seven of these: five on Interstate 75; two on the north and one on the south side of the County.

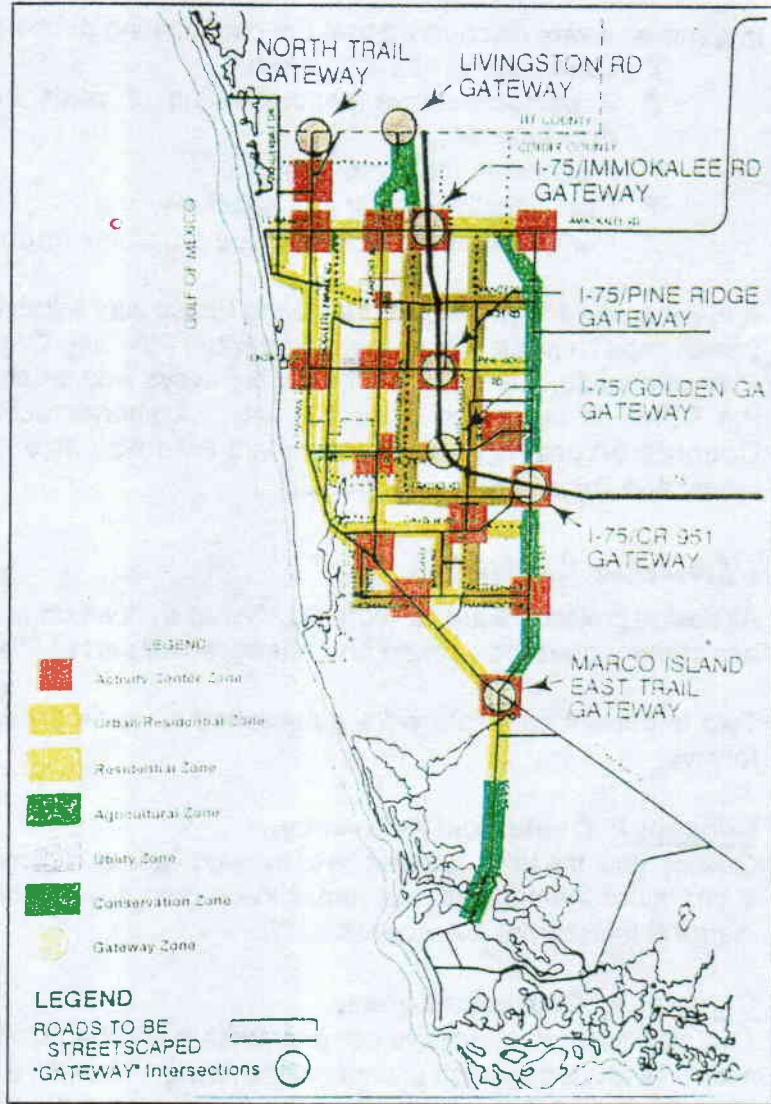


figure E 1 Identified character zones for streetscape design

All of the above character zones have been mapped, quantified, and qualified by descriptive commentary as a part of this section of the SSMP. Further, each individual street within the streetscape system has been given a verbal interpretation of its potential landscape which responds to its location within a character zone.

III. Master Plan Implementation

The above data and programming are implemented by a 5-Step process as outlined in the body of the SSMP as follows:

- **Schematic Design**
This portion of Programming (Section 2.0) gives generalized design commentary accompanied by a plan and section view of each activity zone as described above.



▪ **Planting Recommendations**

General guidelines have been provided which respond to three sources: the plantings as shown in schematic design, local landscape professional knowledge, and maintenance experience of City, County and State agencies. An overriding consideration has been given to a reduction of irrigation dependency. Therefore, three of the seven character zones are recommended to be composed of xeriphytic and/or native Florida plant materials.

Water, soils, fertilizer, pesticide, and design recommendations are made in this section. Most importantly, a plant species list is recommended by Character Zone and Florida Native status.

▪ **Irrigation Recommendations**

Water requirements for median plantings are a major determinant of planting design and maintenance. Therefore, plantings and water delivery methods require close collaboration.

As a general goal, all plant systems will be designed for available water, and all plantings will be designed to require as little water as possible to sustain them. A preferred ultimate goal is no irrigation at all. Completely naturally sustainable plantings could occur; especially in the Agricultural and Conservation Landscape Zones as described in Section 2.0.

- 1.) Drip versus Spray Irrigation. State of Florida rights-of-way will allow no spray irrigation as a result of perceived potential liability problems.

Therefore, in State rights-of-way, either subsurface, occasional manual, or no irrigation will be provided. Cost effective techniques for drip irrigation are being developed, especially for shrub and tree plantings.

Collier County and City of Naples rights-of-way may prefer to also utilize controlled spray irrigation techniques. This is especially due to reduced construction costs, and the ability to support manicured lawn components of streetscape plantings.

- 2.) Irrigation Specifications and Details. Irrigation requirements within the context of the SSMP are performance driven rather than specific in their orientation. This will provide for liberal accommodation of techniques of construction and materials as they change over time.

- 3.) Water Source. The ultimate goal of water source is reclaimed water following tertiary treatment at municipal waste water plants. State and Federal water quality and treatment methods shall be followed for safe exposure to the public. However, there will be occasions when the need for public landscape will precede the availability of reuse water. Nothing in this section shall prohibit the use of potable water as an interim source.



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- **Five and Fifteen Year Implementation Schedules.**

Subject to available funds, the SSMP shows both a five and fifteen year schedule for implementation of the streetscape network. Maintenance schedules are also included as a cumulative requirement following implementation. In order to complete landscape work for 120 miles of roadway within a 15-year time frame, 8 miles of streets would require landscape installation per year. In the past 10 years, approximately 20 miles of roads have been landscaped resulting in an average of 2 miles per year, or one quarter the rate needed to complete the streetscape master plan in a 15 year time frame.

Therefore, it is recommended that the Board of County Commissioners update a streetscape schedule consistent with community priorities and available funding.

- **Finally,** the SSMP provides references for further research and specific relevant sources for help (*Help!*) on streetscape projects in Collier County.

