



# PLAN PUNTA GORDA

2019 CITY-WIDE MASTER PLAN



**KICK-OFF PRESENTATION**

**3/11/2019**



**PLAN PUNTA GORDA**  
2019 CITY-WIDE MASTER PLAN

**THANK YOU TO OUR PARTNERS:**

**TEAM PUNTA GORDA**  
**FIRST UNITED METHODIST CHURCH**



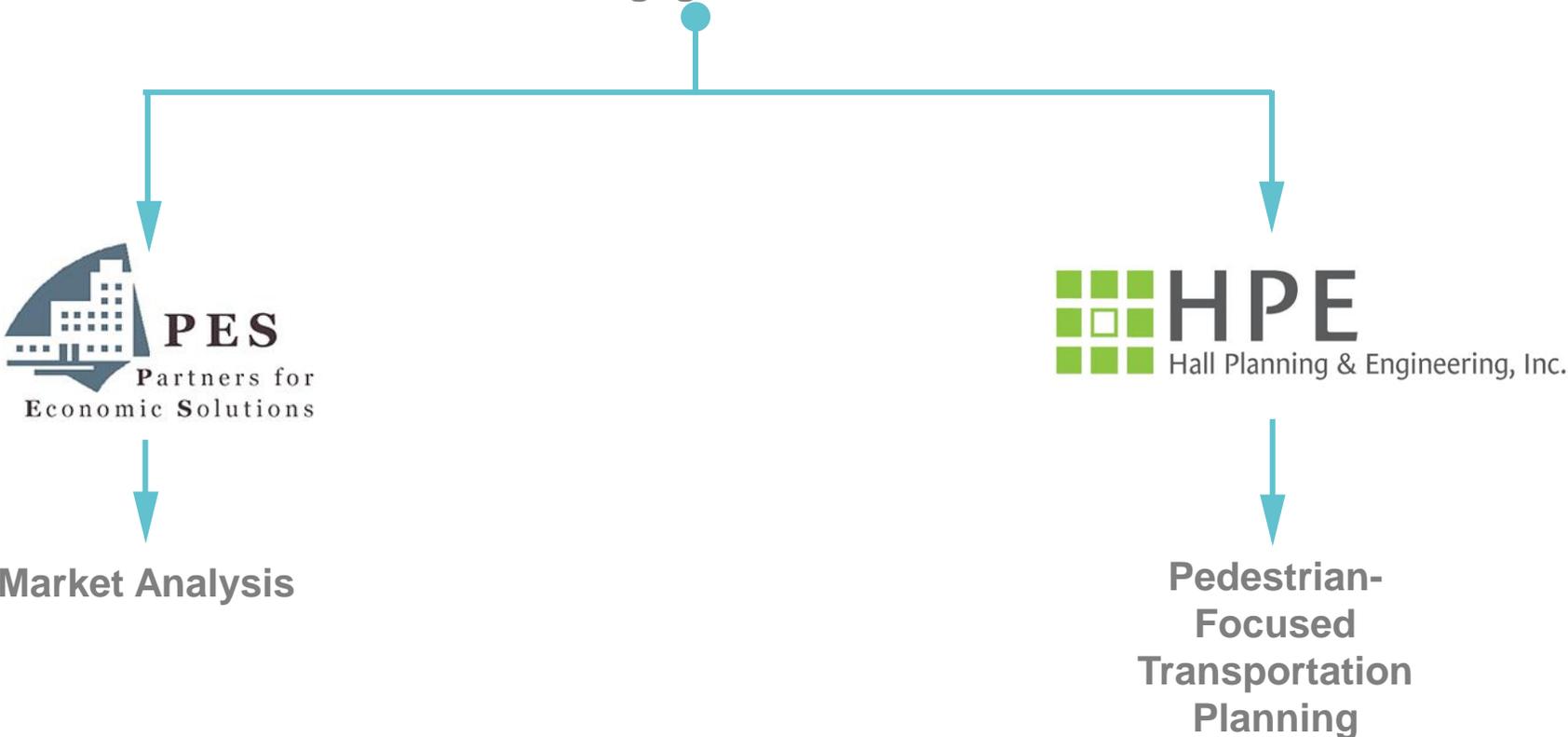
# TIMELINE & PROCESS

# CONSULTANT TEAM

## Roles & Expertise

DOVER, KOHL & PARTNERS  
t o w n p l a n n i n g

Team Lead / Urban Design & Land Use / Illustrations / Public Engagement



# DOVER, KOHL & PARTNERS SERVICES

Established 1987 | 30 Years of Experience in Urban Design + Town Planning

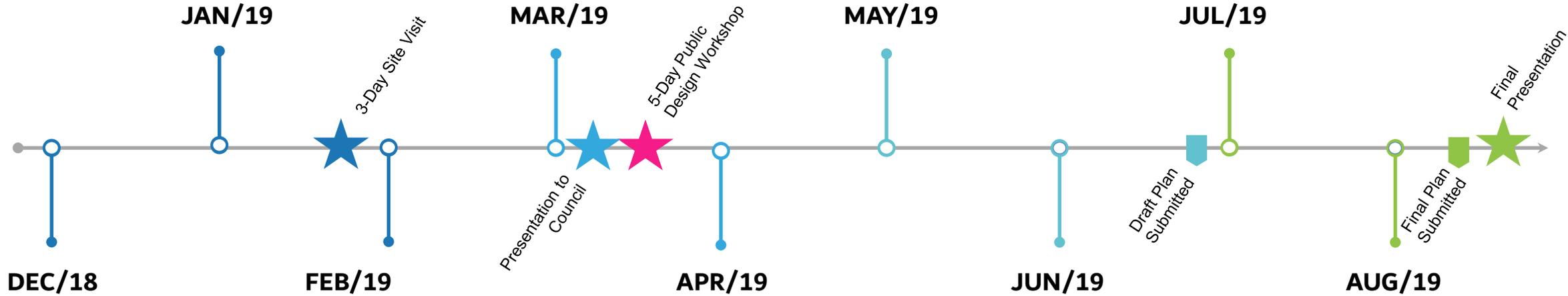


# SERVICE TO THE PROFESSIONS



# OVERALL TIMELINE

Kick-Off through Plan Completion



★ On-Site



# UPCOMING EVENTS

**MAR 11** **Charrette: Kick Off & Hands-On Design Session**  
9:00 AM – 11:30 AM and 6:00 PM – 8:30 PM  
First United Methodist Church

**MAR 12** **MAR 14** **Charrette: Open Design Studio**  
9:00 AM – 11:00 AM and 5:00 PM – 7:00 PM  
Lashley Marina Community Room

**MAR 13** **Gilchrist Park Waterfront Activity Center Open House**  
5:00 PM – 7:00 PM  
Charlotte High School Cafeteria

**MAR 15** **Work-In-Progress Presentation**  
4:30 PM – 6:30 PM  
First United Methodist Church



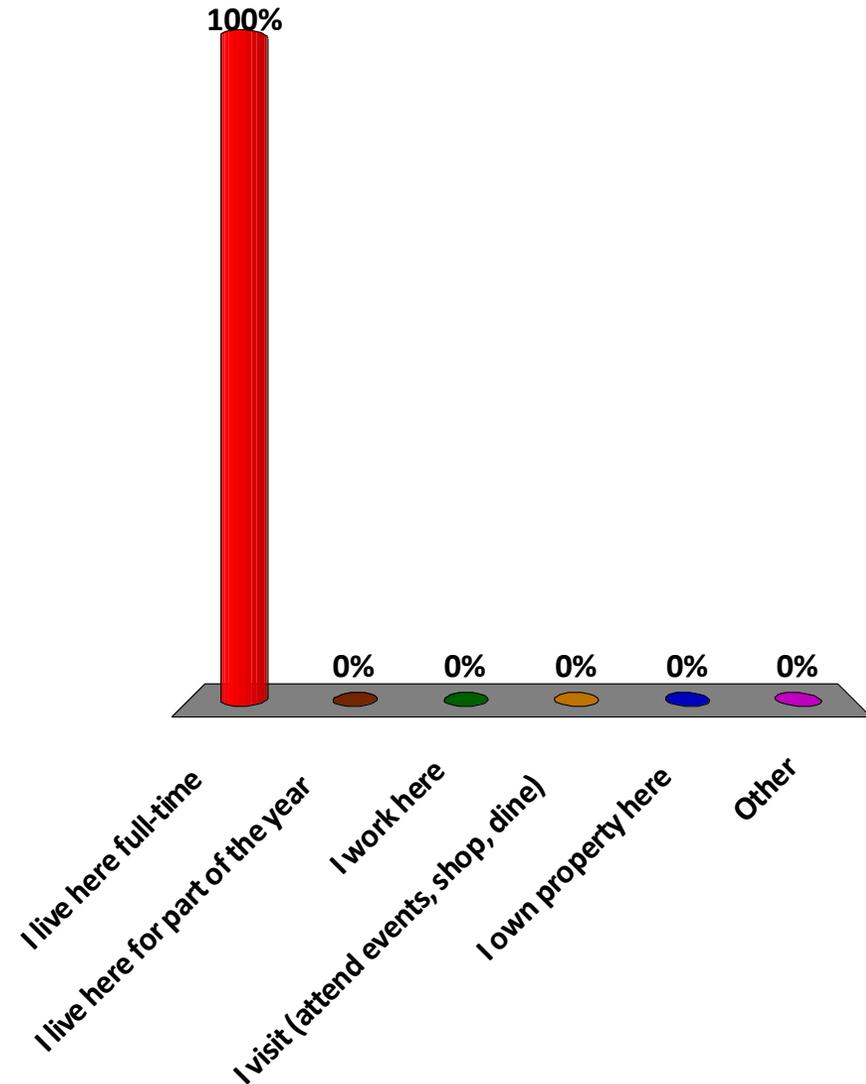
PUNTA GORDA

POLL

PARKING IN THE REAR

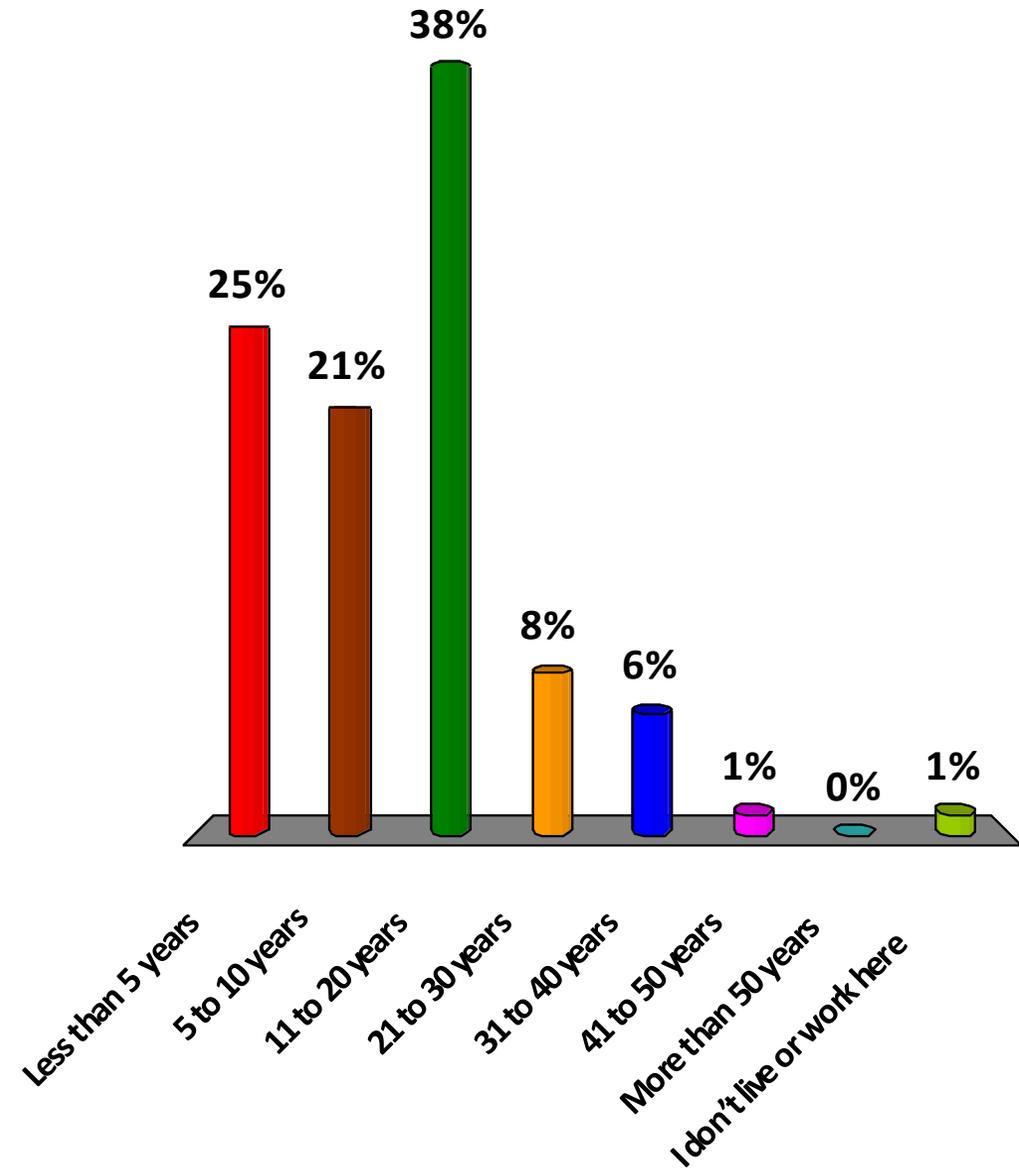
# WHAT IS YOUR MAIN INTEREST IN PUNTA GORDA?

1. I live here full-time
2. I live here for part of the year
3. I work here
4. I visit (attend events, shop, dine)
5. I own property here
6. Other



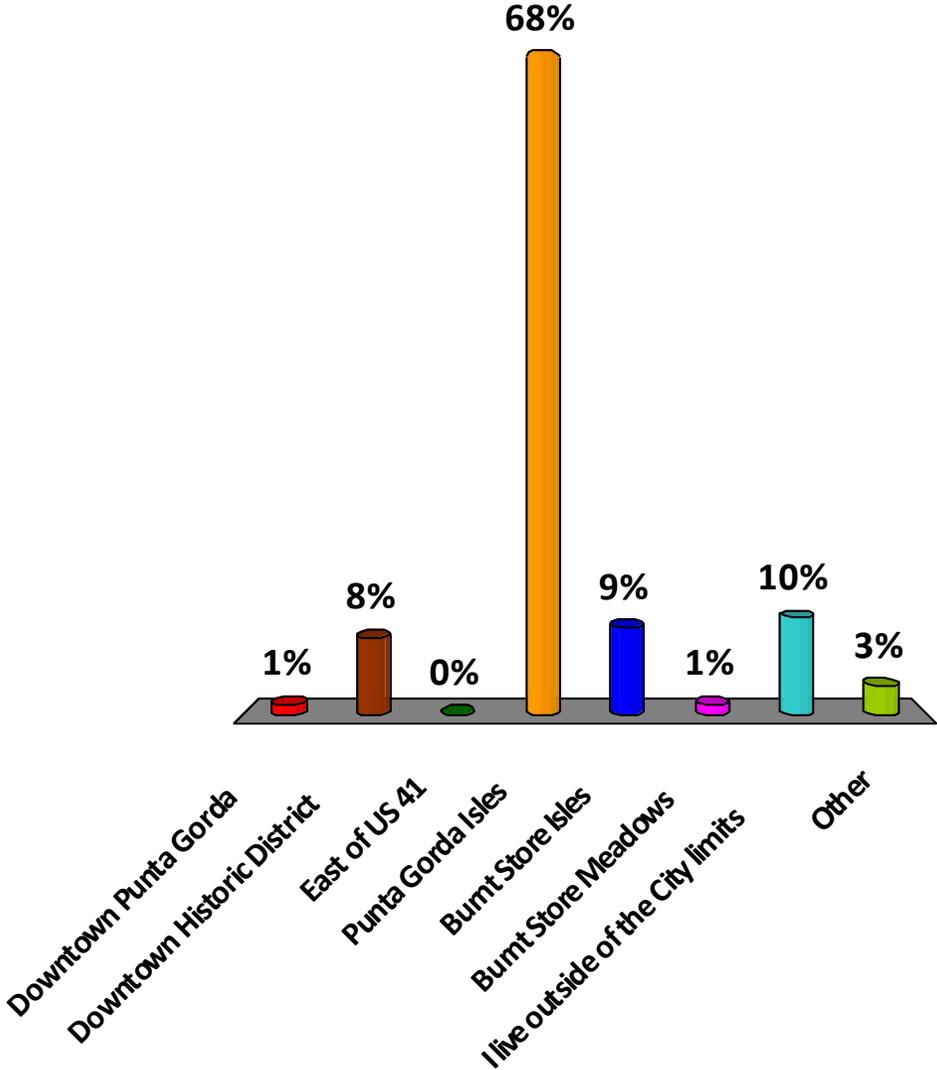
# HOW LONG HAVE YOU LIVED OR WORKED IN PUNTA GORDA?

1. Less than 5 years
2. 5 to 10 years
3. 11 to 20 years
4. 21 to 30 years
5. 31 to 40 years
6. 41 to 50 years
7. More than 50 years
8. I don't live or work here



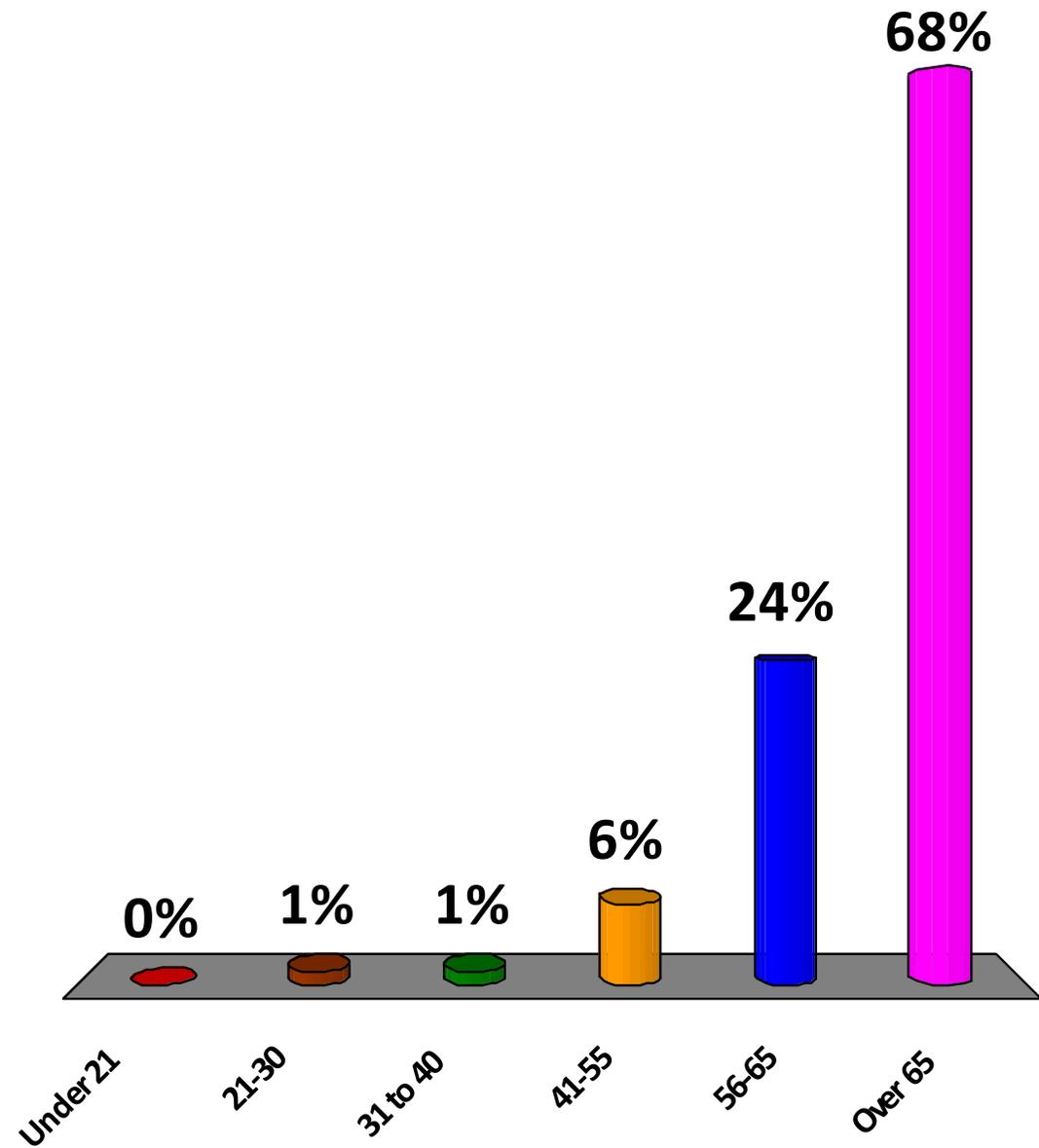
# WHICH NEIGHBORHOOD DO YOU LIVE IN?

- 1. Downtown Punta Gorda
- 2. Downtown Historic District
- 3. East of US 41
- 4. Punta Gorda Isles
- 5. Burnt Store Isles
- 6. Burnt Store Meadows
- 7. I live outside of the City limits
- 8. Other



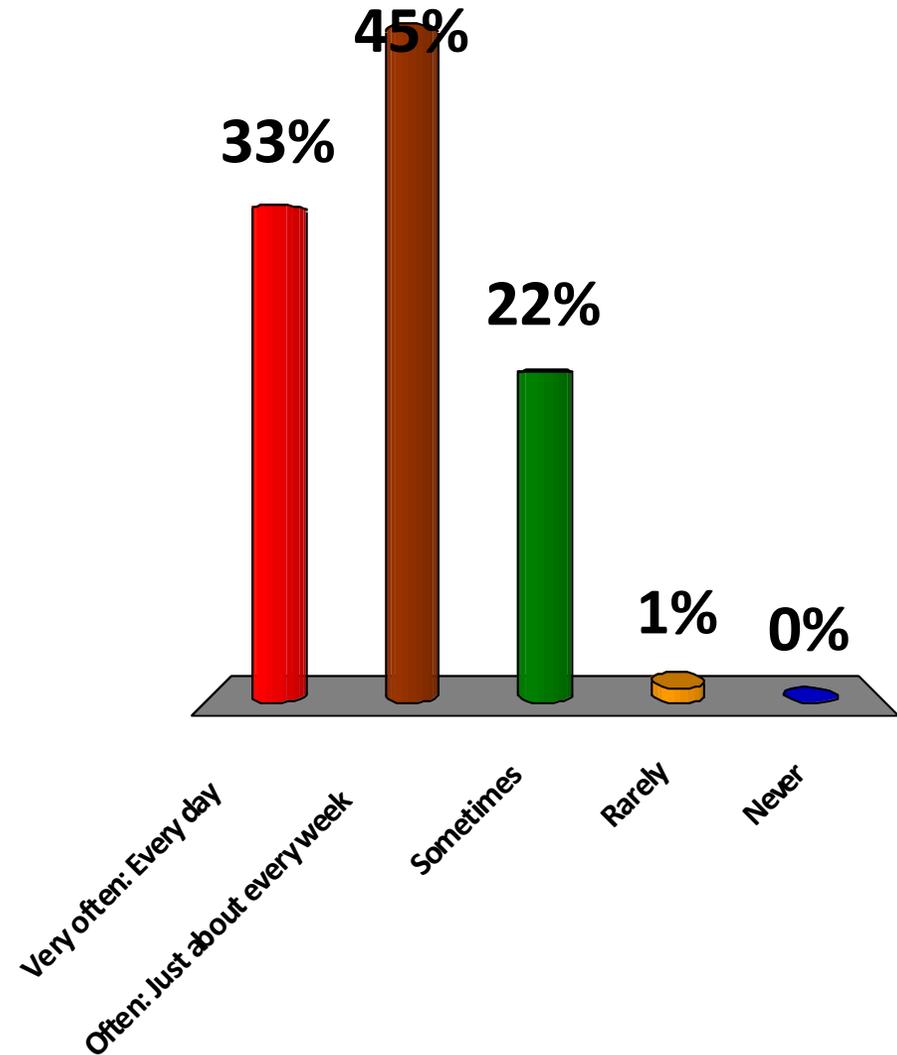
# HOW OLD ARE YOU?

1. Under 21
2. 21-30
3. 31 to 40
4. 41-55
5. 56-65
6. Over 65



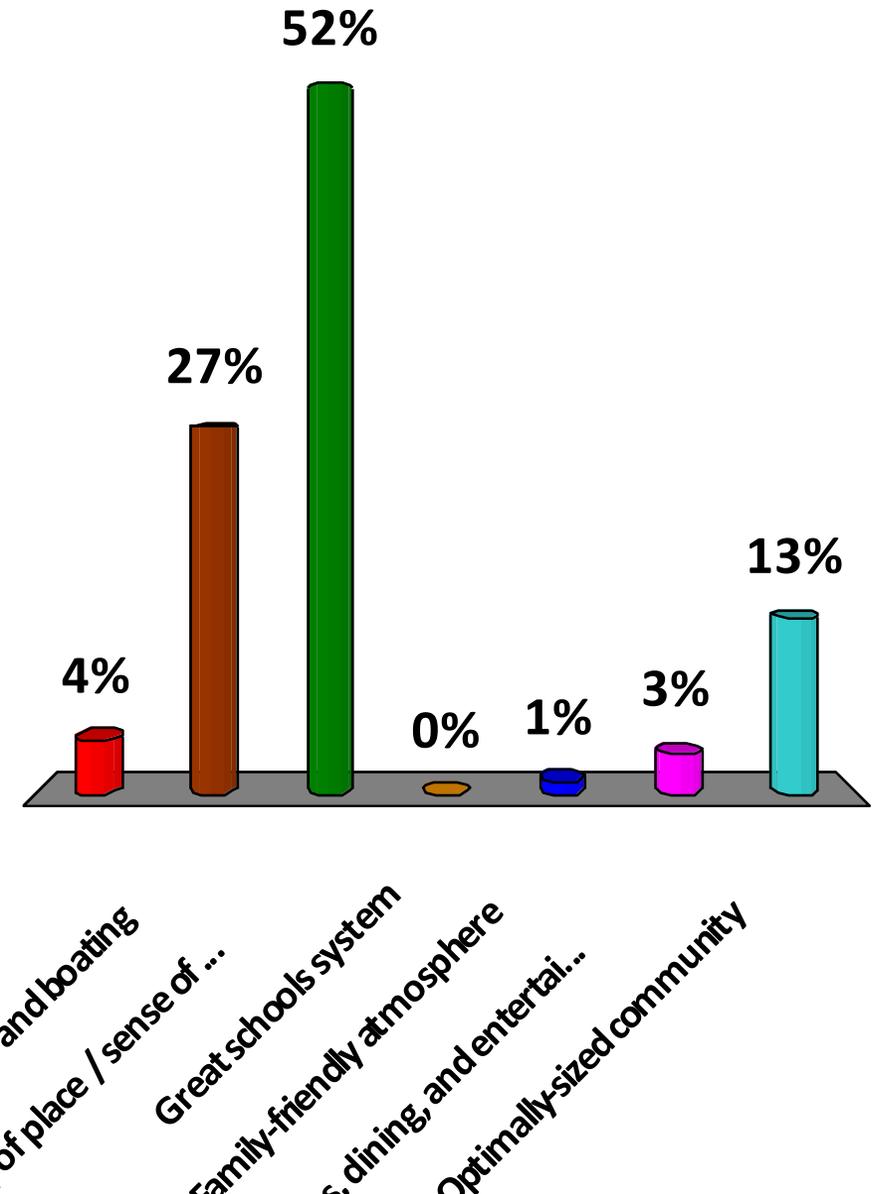
# HOW OFTEN DO YOU GO DOWNTOWN?

1. **Very often: Every day**
2. **Often: Just about every week**
3. **Sometimes**
4. **Rarely**
5. **Never**



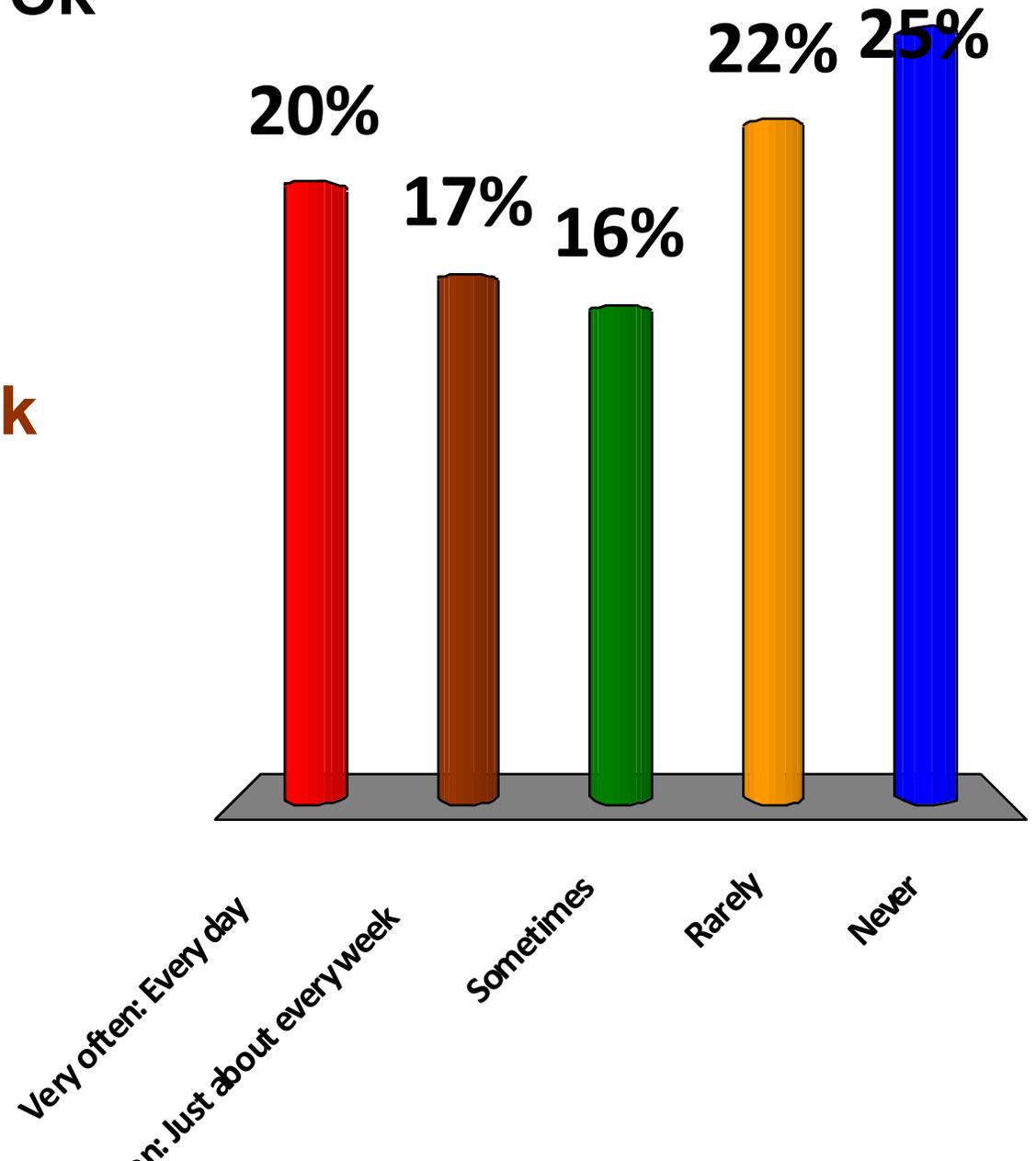
# WHAT DO YOU SEE AS PUNTA GORDA'S TOP STRENGTH?

1. Access to nature trails and active recreation (biking, golf, pickleball, etc.)
2. Charlotte Harbor and boating
3. Quality of place / sense of community (festivals, community groups, public spaces, historic character)
4. Great schools system
5. Family-friendly atmosphere
6. Shops, dining, and entertainment
7. Optimally-sized community



# HOW OFTEN DO YOU WALK, BIKE, OR USE NICKEL RIDE INSTEAD OF DRIVING?

1. **Very often: Every day**
2. **Often: Just about every week**
3. **Sometimes**
4. **Rarely**
5. **Never**





# WHY DESIGN IN PUBLIC?



# DESIGNING IN PUBLIC

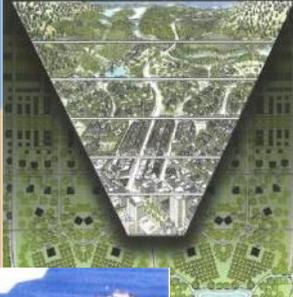
- Oklahoma City OK
- El Paso TX
- Buena Vista CO
- Monterey CA
- Lubbock TX
- Boulder CO
- San Marcos TX
- Mobile AL
- Montgomery AL
- Miami FL
- East Port of Spain, Trinidad
- Hercules CA
- Oakland CA
- Siloam Springs, AR
- Port Royal SC
- Chattanooga TN
- Antigua, Guatemala
- Richmond VA
- Fayetteville AR
- Flagstaff AZ
- I'On SC
- Maui HI
- Jeddah, Saudi Arabia

# Form-Based Codes



A Guide for Planning Municipalities

The **SmartCode**  
Solution to Sprawl



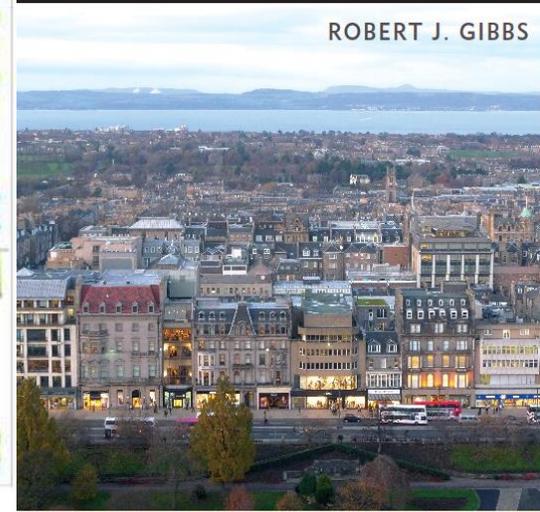
# The Charrette HAND

The Essential Guide for Accelerated, Collaborative Planning



# SUSTAINABLE URBANISM

URBAN DESIGN WITH NATURE



ROBERT J. GIBBS

# STREET DESIGN

The Secret to Great Cities and Towns



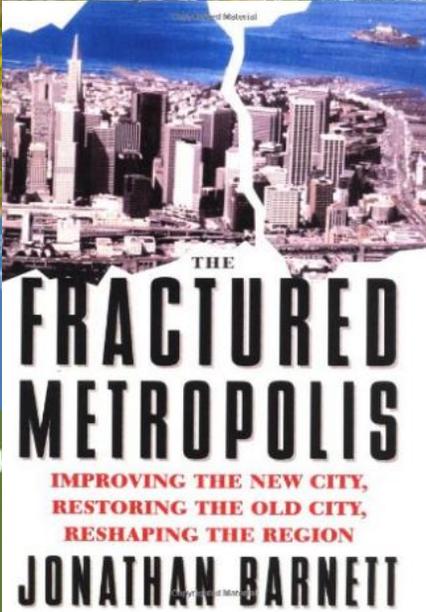
VICTOR DOVER  
JOHN MASSENGALE  
foreword by HRH The Prince of Wales  
afterword by James Howard Kunstler

WILEY

FARR  
ANDREA DENNY

# PRINCIPLES OF URBAN RETAIL

PLANNING AND DEVELOPMENT



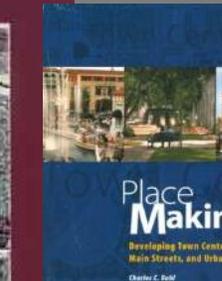
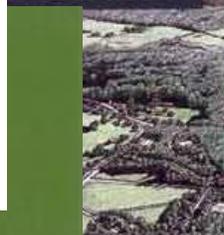
# THE FRACTURED METROPOLIS

IMPROVING THE NEW CITY,  
RESTORING THE OLD CITY,  
RESHAPING THE REGION

JONATHAN BARNETT



# RURAL DESIGN



# Place Making

Developing Town Centers,  
Main Streets, and Urban Villages

Charles C. Boelt

ULI Development Handbook

# Mixed-Use Development Handbook

Second Edition

# SOLVING SPRAWL

Models of Smart Growth in  
Communities Across America



E. Kaid Benfield, Julka Terris, Nancy Vorseger  
Foreword by Maryland Governor Parris Glendening

# New Urbanism Best Practices Guide

Robert Steut  
Philip Langdon  
and Special  
Contributors

New Urban  
Publications



# Place Making

Developing Town Centers,  
Main Streets, and Urban Villages

Charles C. Boelt

Urban Land  
Institute

# CHARTER

OF THE NEW URBANISM

SECOND EDITION

# HOME FROM NOWHERE



Making Our Everyday World for  
the 21st Century

# What is this plan about?

Everything in the City of Punta Gorda, as well as potential areas for annexation.

*With a focus on streets, buildings,  
& public spaces.*



**BEFORE-AND-AFTER**



**BEFORE-AND-AFTER**



# **DORN AVENUE, SOUTH MIAMI 1990S**

Before Picture (1990s)



# DORN AVENUE, SOUTH MIAMI

After Picture





# ENGAGEMENT → CONSENSUS

## Plan NoBe Town Center Referendum



NOV. 7, 2017

## North Beach redevelopment question

Up in North Beach, residents approved a rezoning plan to increase the maximum square footage allowed for redevelopment of a main street for the area. A 10-block district surrounding 71st Street called Town Center now will be rezoned.

A campaign for the “yes” vote was backed by an unlikely alliance between the development community and local preservationists.

Those who support the local designation of architecturally historic buildings in North Beach came out in support of the upzoning because it upholds a compromise reached in the master plan: Increase development rights in Town Center and restrict development rights in new historic districts to preserve low-slung Miami Modern apartment buildings just a few blocks away from Town Center.

“I’m elated because it’s something that everybody can take ownership of. It shows what we can achieve when we all work together,” said North Beach activist Carolina Jones.

# EL PASO



**“EL PASO HAS FOUND ITS COOL.”**

Lonely Planet Guide 2018



*the Atlantic*  
**CITIES**  
PLACE MATTERS

JOBS & ECONOMY / COMMUTE HOUSING ARTS & LIFESTYLE / DESIGN TECHNO

URBAN WONK

## How El Paso Ended Up With America's Best Smart Growth Plan

KAID BENFIELD MAR 08, 2012 COMMENTS

Courtesy: Plan El Paso

# OREGON STREET

Before



# OREGON STREET

After



# USING HISTORIC ASSETS TO IMPROVE DOWNTOWN

El Paso's streetcars are back!



**abc 7 KVIA**  
Where News Comes First

HOME NEWS WEATHER TRAFFIC VIDEO SPORTS LIFESTYLE ABC'S OF HEALTH

El Paso

## Street Car No. 1506 back home in El Paso

*1st of 6 refurbished street cars coming downtown*

By: Jose Villasana

Posted: March 19, 2018 10:35 AM MDT  
Updated: March 20, 2018 04:49 PM MDT

[f](#) [t](#) [i](#) [s](#) [e](#)

EL PASO, Texas - Streetcar No. 1506 arrived in El Paso Monday after a long journey from Brookville, Pennsylvania, where it was refurbished along with the rest of the street cars.

# BUILDING ON PAST PLANS

We will build on the work that has been done



Park & Recreation Mas

March 31, 2017  
Public Input Meeting

## 2005 CITIZENS MASTER PLAN



TEAM Punta Gorda  
Spring 2005

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### Punta Gorda East Side and Downtown Planning Study



December 2000

# HURRICANE CHARLEY 2004

A Turning Point



# HURRICANE CHARLEY - RECOVERY

Marion Avenue Looking Northeast



Photos: Amanda Inscore

# HURRICANE CHARLEY - RECOVERY

Marion Avenue Looking Northeast



Photos: Amanda Inscore

# CHANGE...FOR THE BETTER

Growth & change – when properly planned for – can create places that people cherish!



# MORE WAYS TO EXPLORE THE CITY

Riding along Patty Avenue trail and the Linear Park



The second (BIG) plan is  
harder than the first.



# STUDYING EXISTING CONDITIONS

# BUDGET ISSUES

## Current & Future

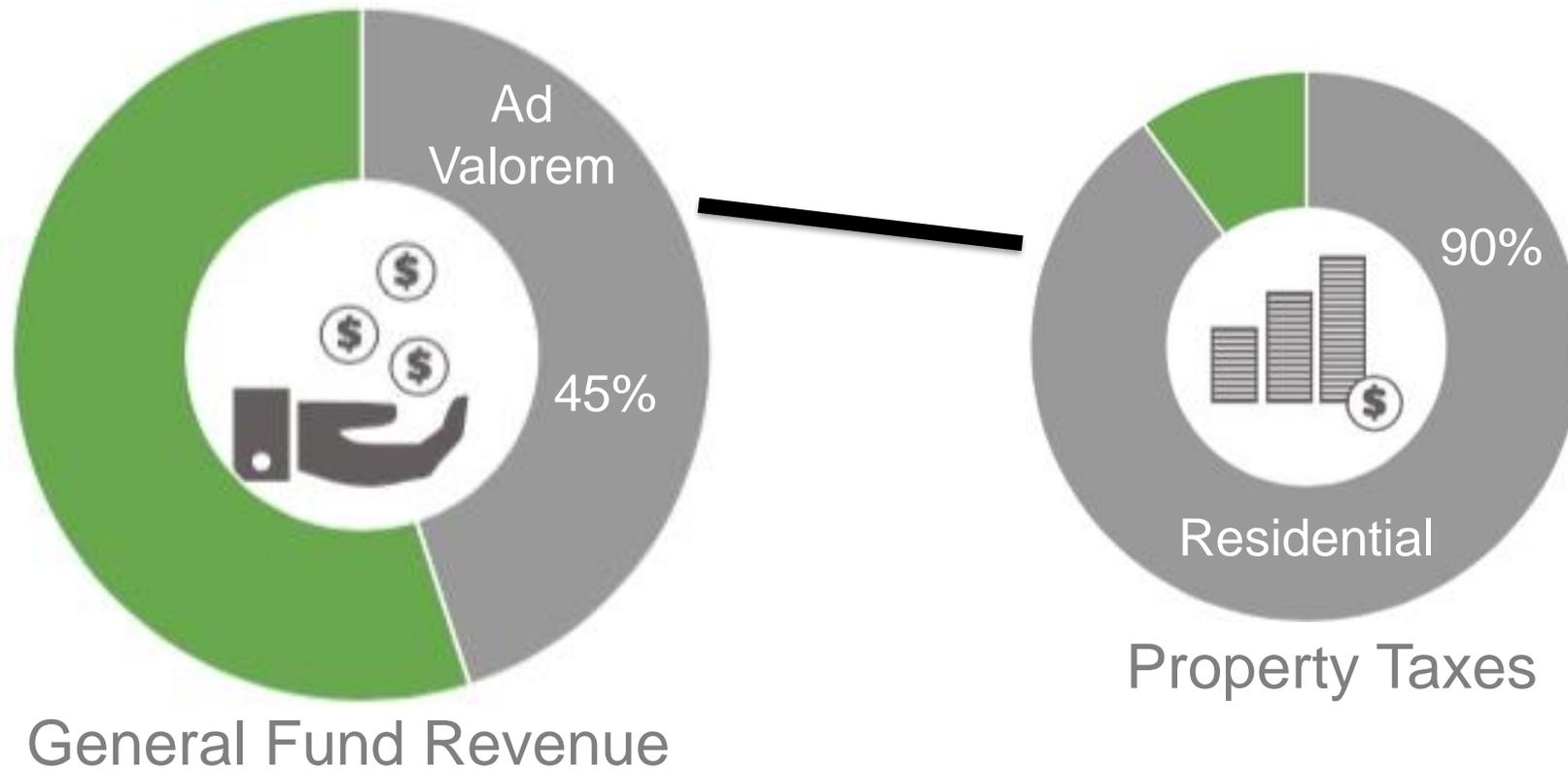
- Uncompetitive pay affects turnover / recruitment
- Backlog of unfunded capital projects
- Limited financial ability to operate and maintain new parks, facilities



# LACK OF BALANCE

## Economic Recommendations

- Constrained by Save Our Homes
- Vulnerable to increase in Homestead Exemptions



# HIGHLY SUSCEPTIBLE TO ECONOMIC SHOCKS

Summary from SWOT Analysis

## Strengths

- Walkable downtown
- Local, independent entrepreneurs
- Extensive programming- festivals & events
- Historic District

## Weaknesses

- Dependent on retirees and tourism
- High share of low-wage jobs
- Highly seasonal
- Lack of critical mass

Economies with few industries are **highly susceptible** to economic shocks



# NOWHERE TO HOUSE WORKERS

Summary from SWOT Analysis

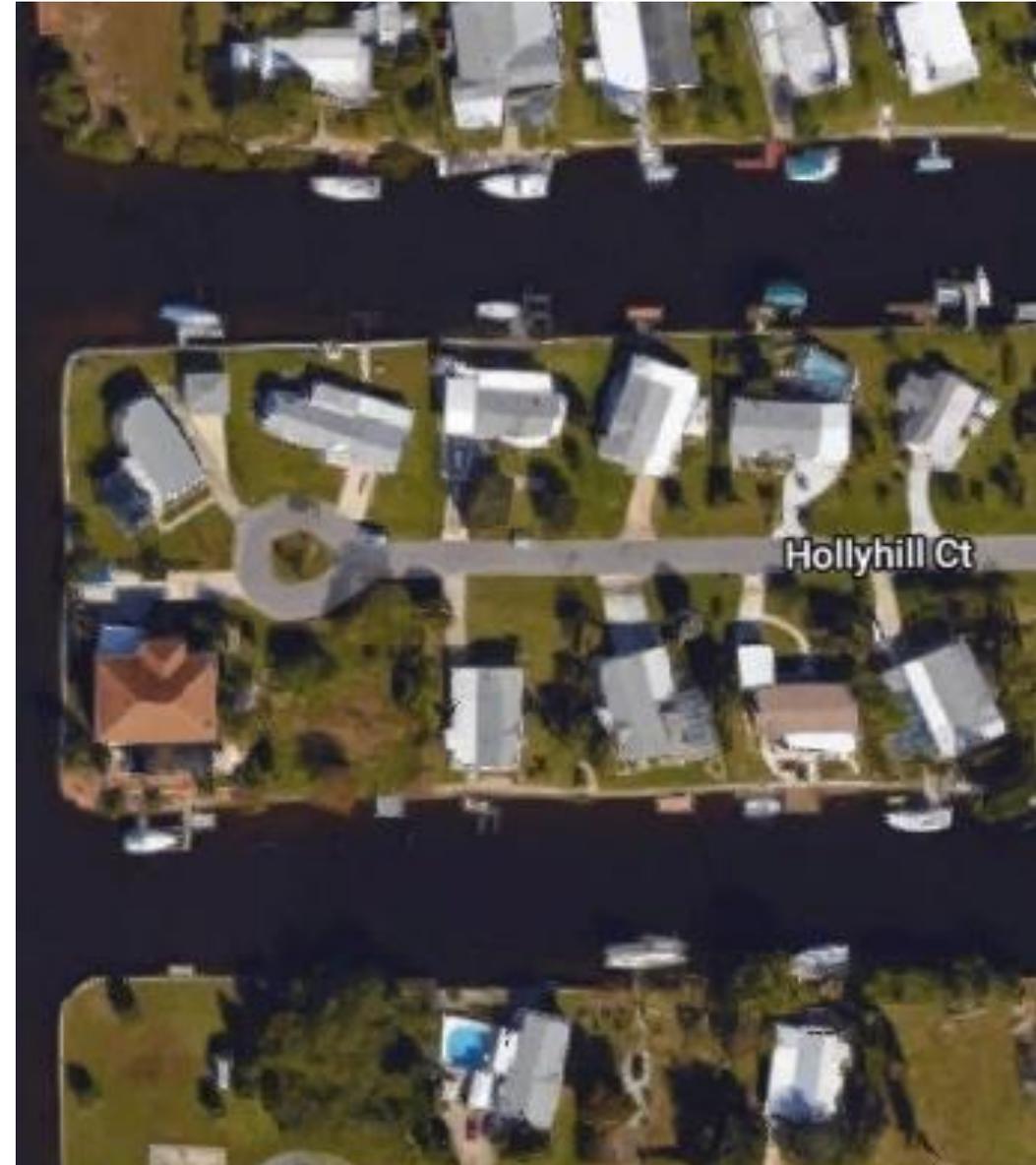
## Issues

- Singular housing products
- High price point, unattainable for young families
- Hard to retain young workers

## Opportunities

- Infill housing
- Pioneering products
- Access to amenities in close-in housing
- Sustainable housing that reduces commutes

Only **9%** of Punta Gorda workers also live here.



# COMMERCIAL MARKET POTENTIAL

(2019 to 2030)



150,000 to 250,000

office square feet



100,000 to 150,000  
feet

retail square



75 to 200

hotel rooms

# RESIDENTIAL MARKET POTENTIAL

(2019 to 2030)



580 to 930 single-family detached / attached homes



320 to 420 multi-family rental units



300 to 750 condominiums

# LAND USE LIMITS REDUCE REVENUES

Fiscal Impacts



# DENSITY INCREASES REVENUE

## Revenue Per Acre

Single-Family Detached



**\$8,593 per acre**

Multi-Family— Surface Parking



**\$20,177 per acre**

Condominiums— Surface Parking



**\$26,832 per acre**

# MASTER PLAN IMPLICATIONS

## Economic Recommendations

- 1 Achieve the City's sustainability goals through better balance and diversity
- 2 Grow to keep Downtown healthy and competitive
- 3 Plan for the full range of new housing types
- 4 Emphasize mixed-use, infill, walkable communities and connectivity

**AVAILABLE**

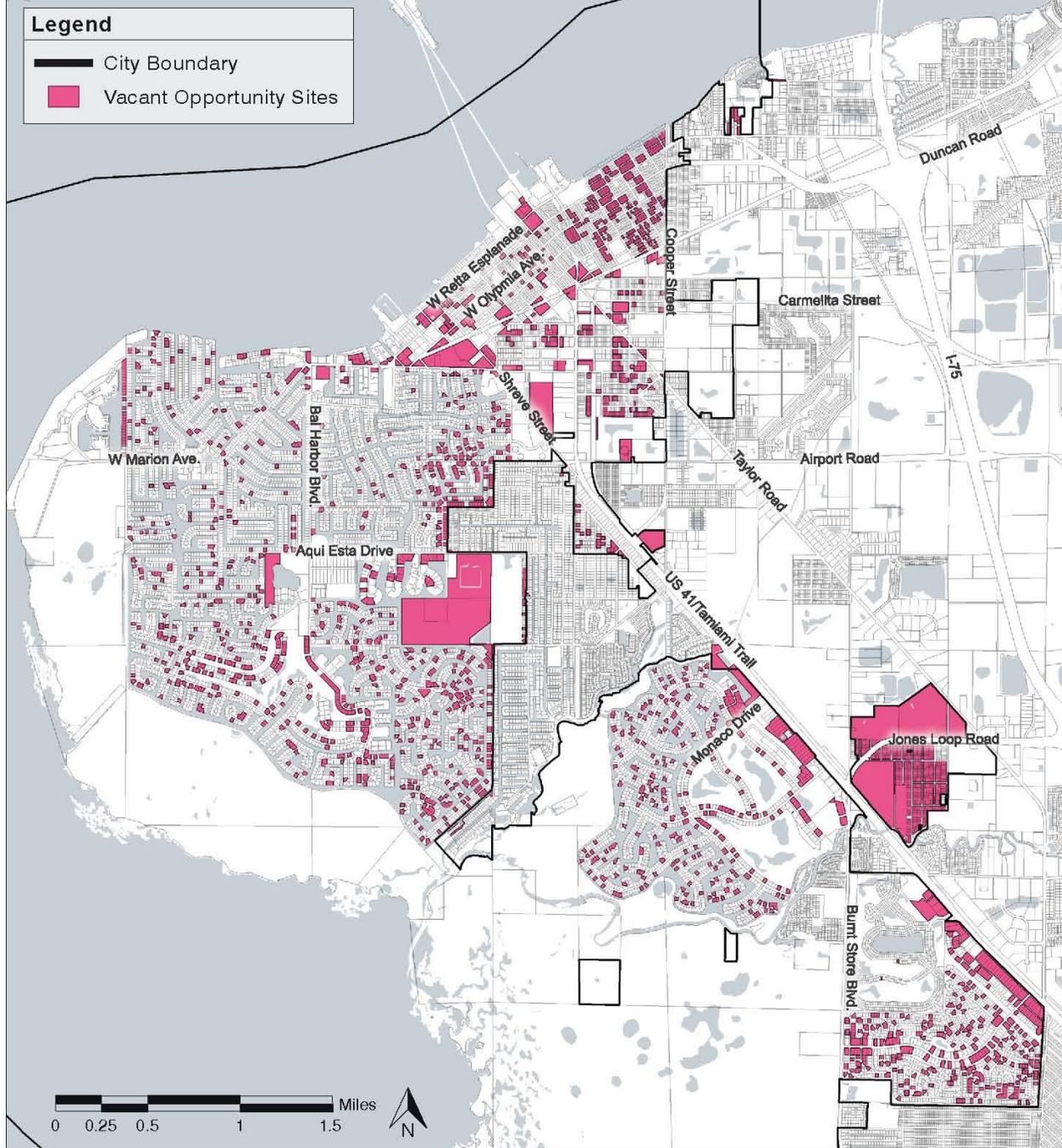
 **LandQwest**  
COMMERCIAL REAL ESTATE SERVICES

**239.275.4922**

**LQWEST.COM**  
LICENSED REAL ESTATE BROKER

**MICHAEL PRICE, ALC**





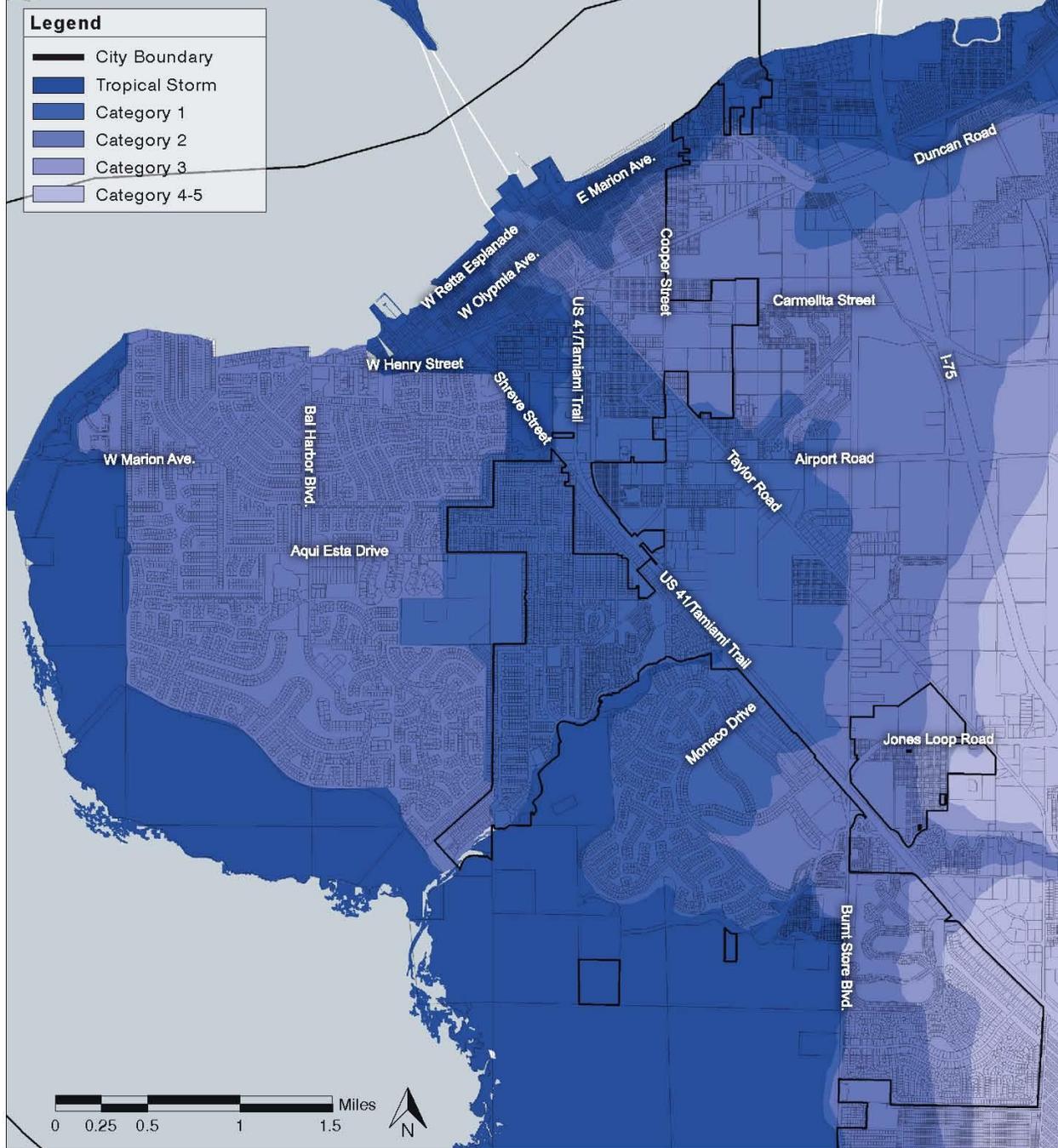
# MAPPING OPPORTUNITY SITES

Where are the biggest concentrations of vacant & underutilized parcels?

# “X-RAY” MAPS

Figure Ground Map



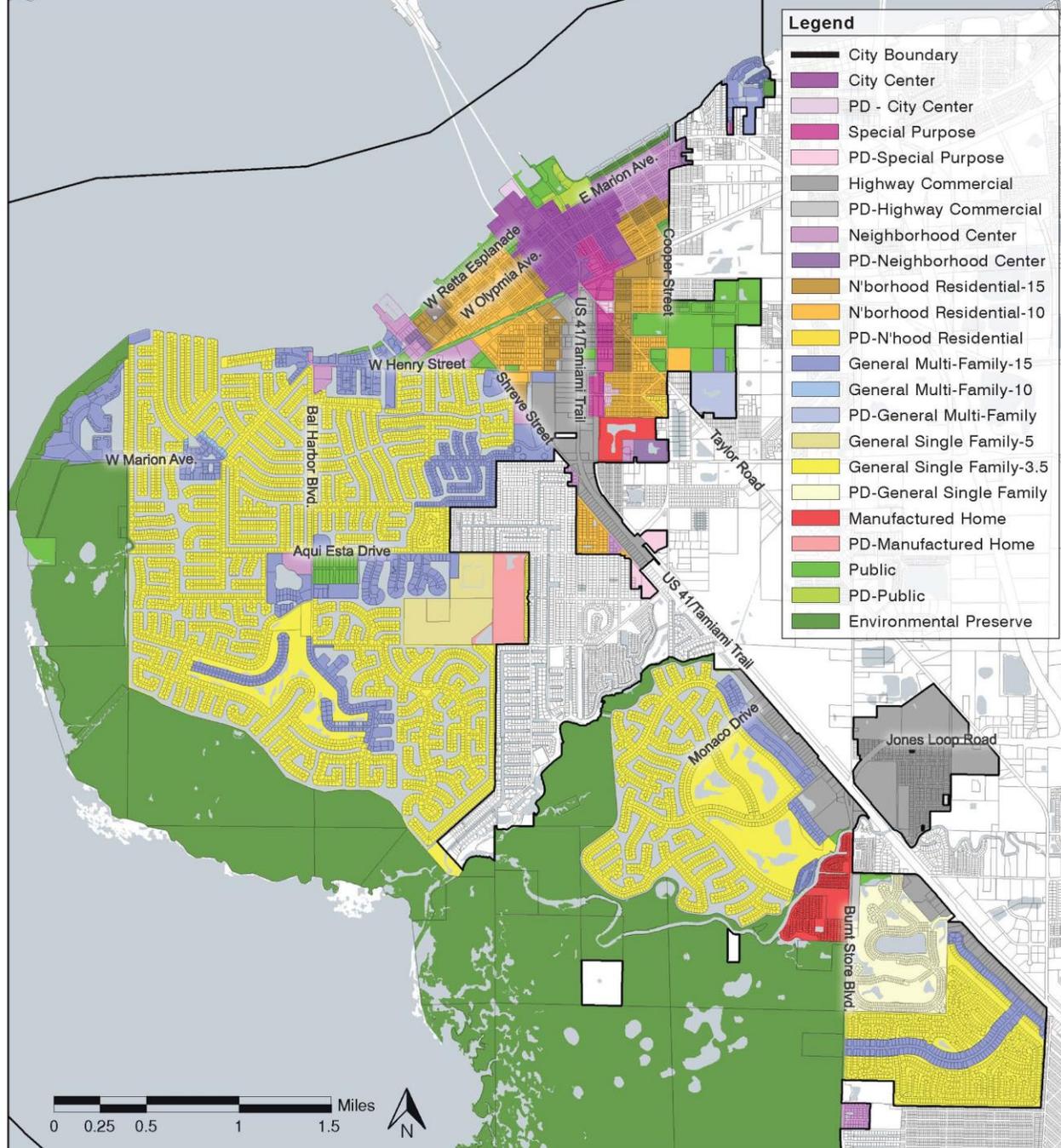


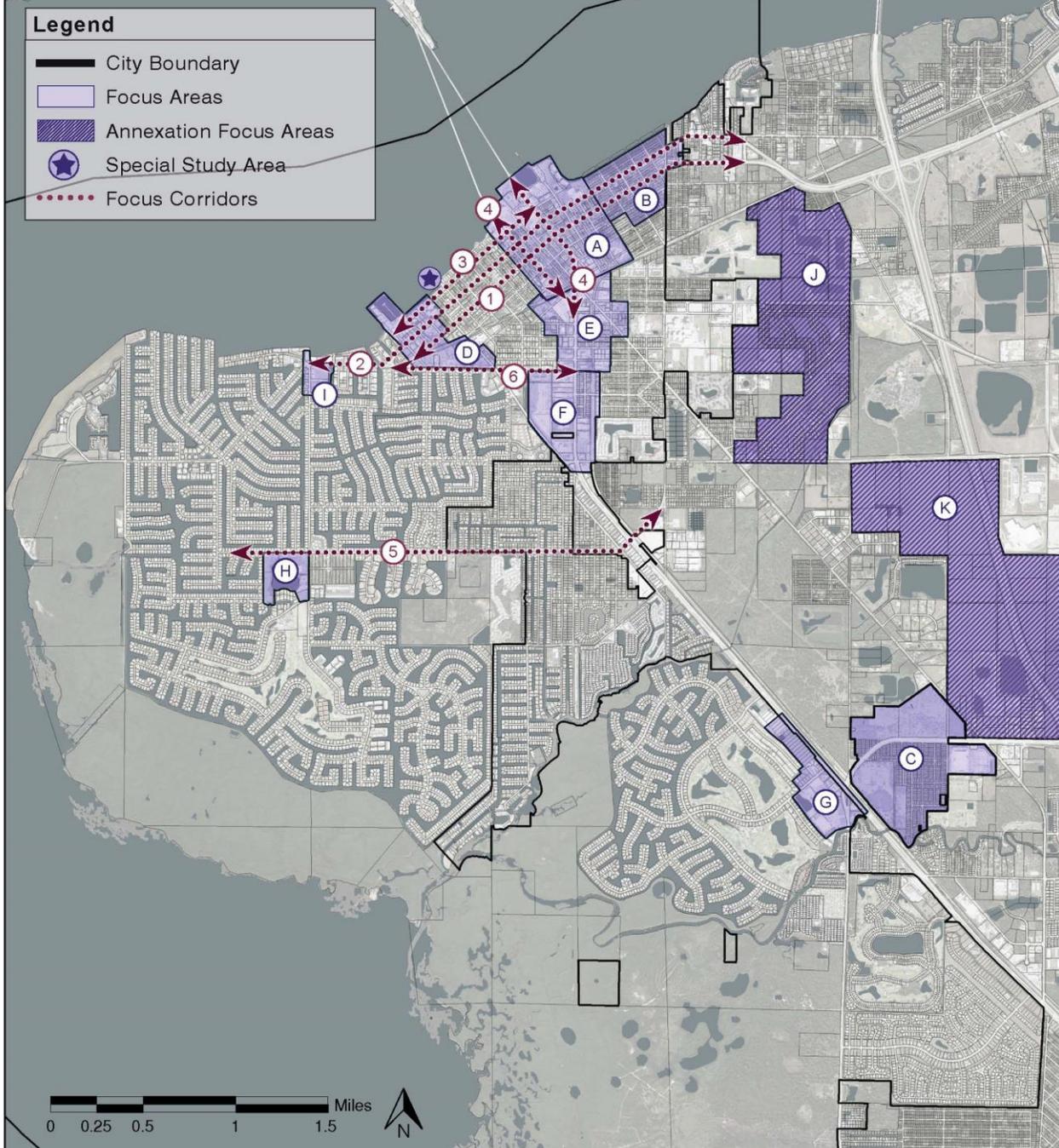
# “X-RAY” MAPS

## Storm Surge Map

# “X-RAY” MAPS

## Zoning Map





# “X-RAY” MAPS

## Focus Area Map

- 1. FOCUS AREAS:**
- highest ↑  
↓ lowest
- priority*
- A. Downtown Core
  - B. East Downtown (Medical District)
  - C. Jones Loop Road (Terracap Property)
  - D. Fishermen's Village Center
  - E. Downtown South
  - F. Tamiami/Shreve Triangle
  - G. BSI Village Center
  - H. PGI Village Center
  - I. PGI Neighborhood Center
  - J. Annexation Opportunity - Traditional Neighborhood Development
  - K. Annexation Opportunity - PDR Employment Center
- 2. FOCUS CORRIDORS:**
- Olympia Avenue
  - Marion Avenue
  - Retta Esplanade
  - US 41 Nothbound & Southbound
  - Aqui Esta Drive
  - Henry Street

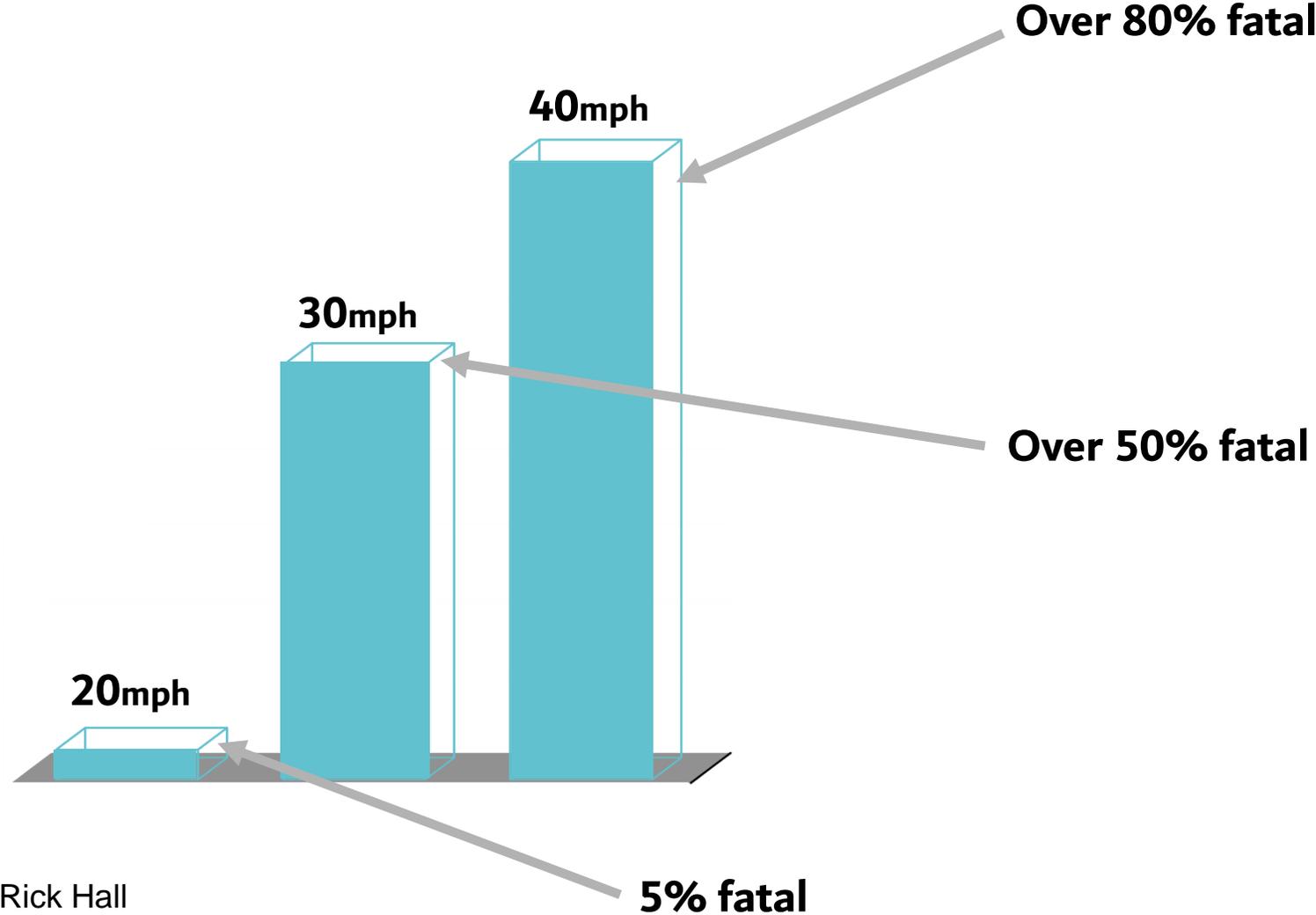
# US 41 NORTH & RETTA ESPLANADE



©2017 Google

©2017 Google

# THE THING ABOUT SPEED IS... SPEED KILLS



# TURNING TIDES AT FDOT

Communities are beginning to design streets that are more compatible with a long-term vision.

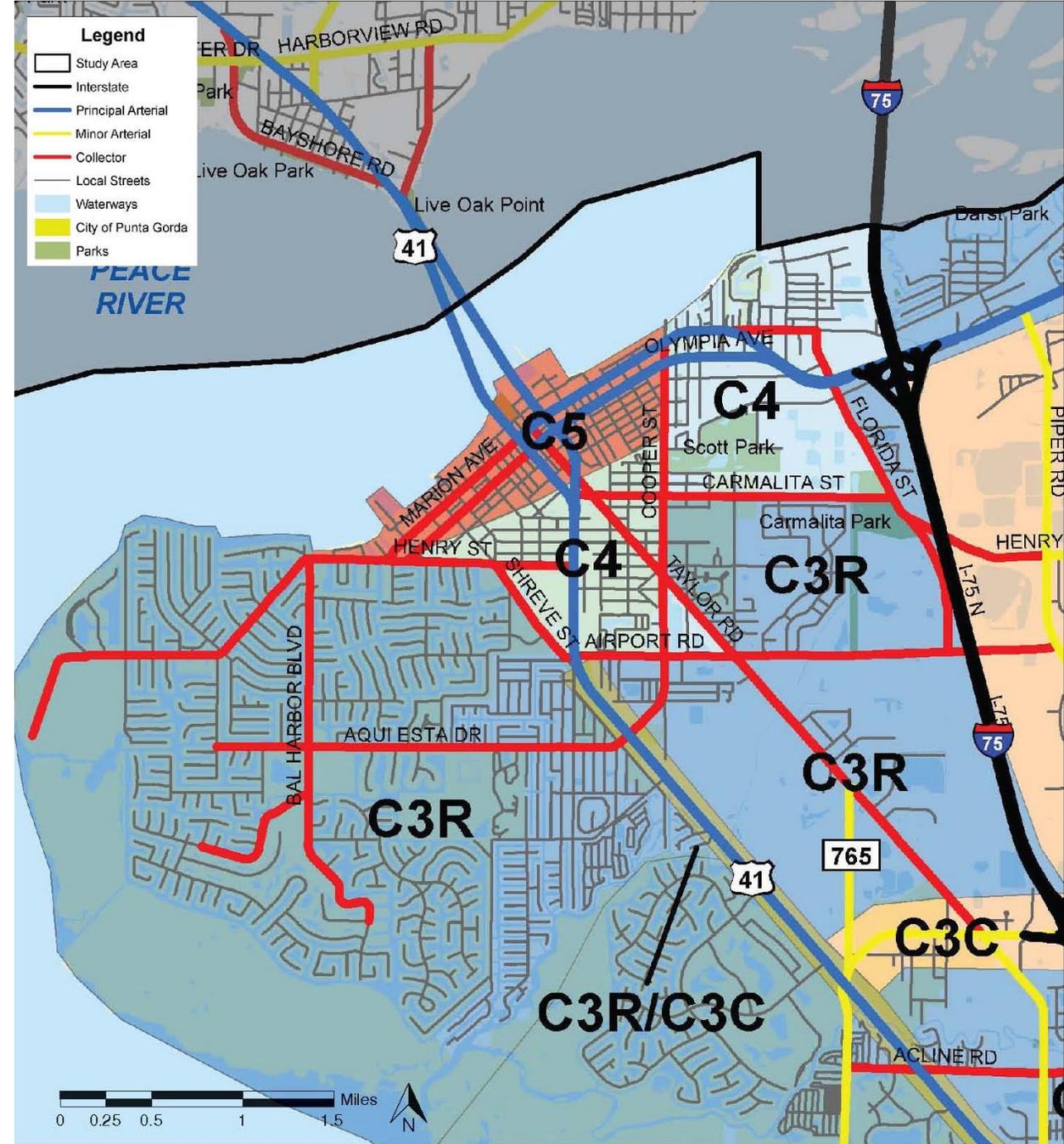
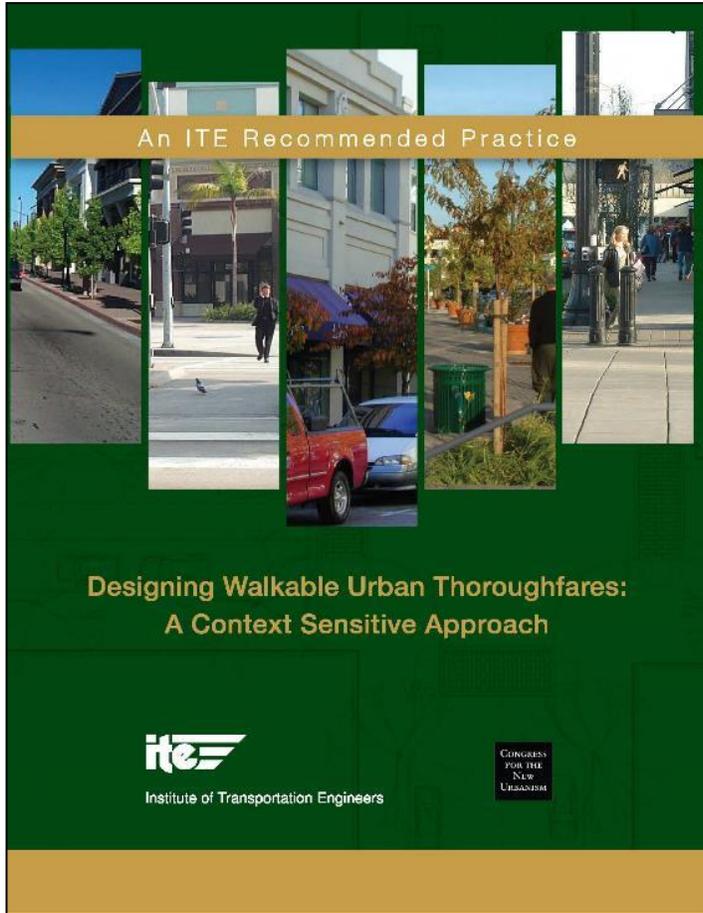


Figure 9: FDOT Context Areas Maps  
MARCH 11, 2019

FDOT Context Classifications  
Based on development patterns

**Design Streets based on  
these areas/classifications**

C1	Natural
C2	Rural
C2T	Rural Town
C3	Suburban
C4	Urban General
C5	Urban Center
C6	Urban Core



C1

C2

C2T

C3R

C3C

C4

C5

C6

Context \ Roadway	Rural	Rural Town	Suburban	Urban	Urban Core
Principal Arterial					
Minor Arterial					
Collector					
Local					

Legend

	Low		Medium		High
	Low		Medium		High
	Low		Medium		High

speeds, mobility/access demands and user groups. The context categories are as follows:

- RURAL:** areas with lowest density, few houses or structures (widely dispersed or no residential, commercial and industrial uses) and usually large set backs
- RURAL TOWN:** areas with low density but diverse land uses with commercial main street character, potential for on-street parking and sidewalks, and small setbacks
- SUBURBAN:** areas with medium density, mixed land uses within and among structures (including mixed use town centers, commercial corridors and residential areas) and with varied set backs
- URBAN:** areas with high density, mixed land uses and prominent destinations, potential for some on-street parking and sidewalks, and mixed setbacks
- URBAN CORE:** areas with highest density and mixed land uses within and among pre-dominately high rise structures, and with small set backs

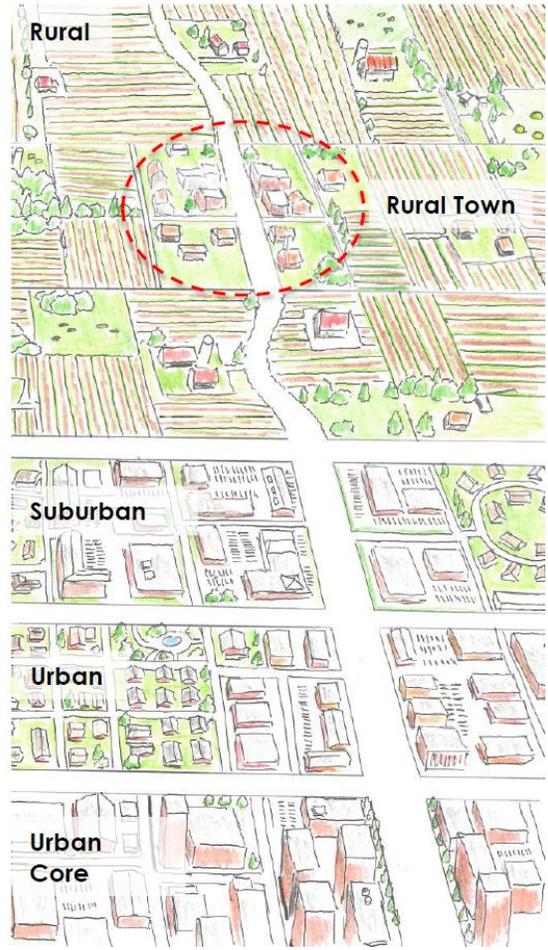


Figure 2 Expanded FCS conceptual typical user priority

# BOATING – RECREATION, TOURISM, & LEGACY

The health and growth of the boating community is an important factor for the planning team to study



- Gets people from point A to point B
- Brings visitors
- Attracts new residents
- Leverages Punta Gorda's natural assets

# BICYCLING – RECREATION, TOURISM, & **NEW LEGACY**

The health and growth of the bicyclist community is an important factor for the planning team to study



- Gets people from point A to point B
- Brings visitors
- Attracts new residents
- Leverages Punta Gorda's natural assets

A photograph of an outdoor cafe scene. In the foreground, there are black metal tables and chairs on a brick-paved sidewalk. A large red patio umbrella is open over one of the tables. A man in a green shirt is sitting at a table. In the background, a street with cars and palm trees is visible. A large, semi-transparent blue circle is overlaid on the right side of the image, containing the text "FOOD FOR THOUGHT" in white, bold, sans-serif capital letters. In the bottom left corner, there is a black sign with the "SAMUEL ADAMS" logo and the words "Danken" and "mple" partially visible.

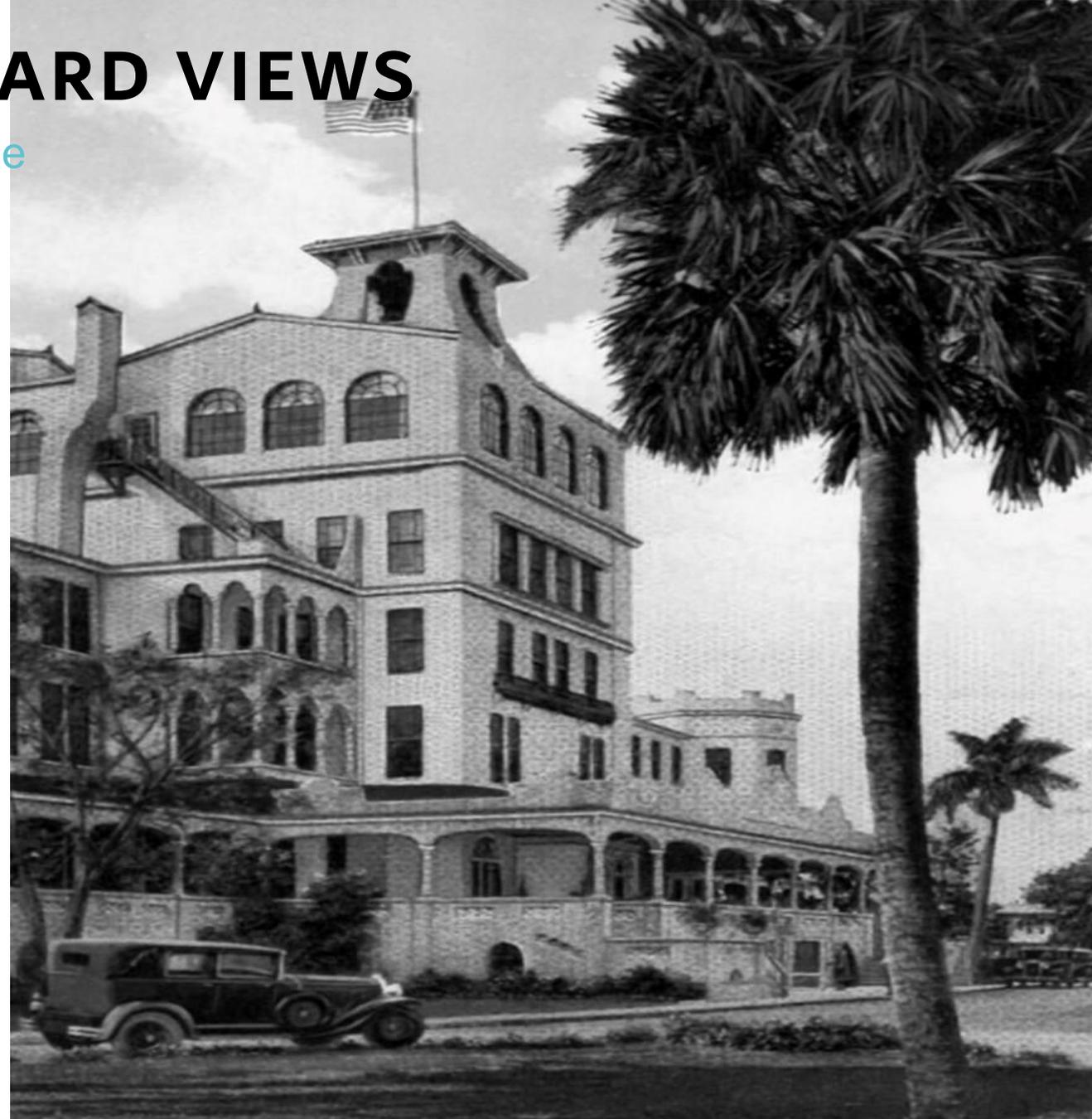
# FOOD FOR THOUGHT

# PLACES



# PLACES: CREATING POSTCARD VIEWS

Hotel Punta Gorda (1887-1924), which became the Charlotte Harbor Hotel (1924 – 1959)





# THE POWER OF CONNECTED STREETS

How do we get from here to there?

Destination

Origin

# THE POWER OF CONNECTED STREETS

How do we get from here to there?

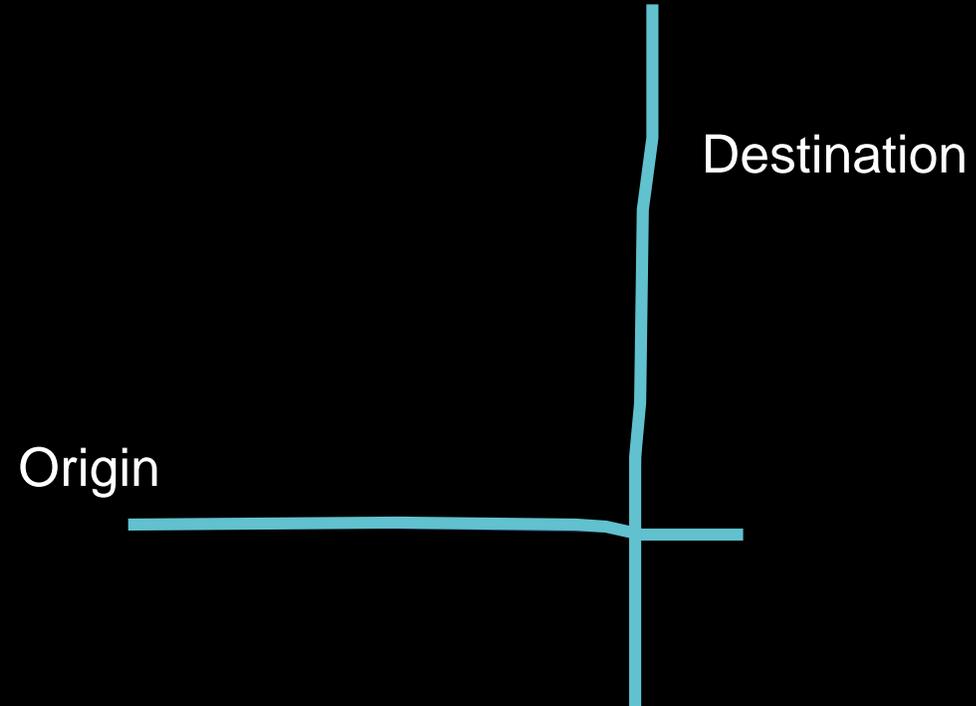
Destination

Origin



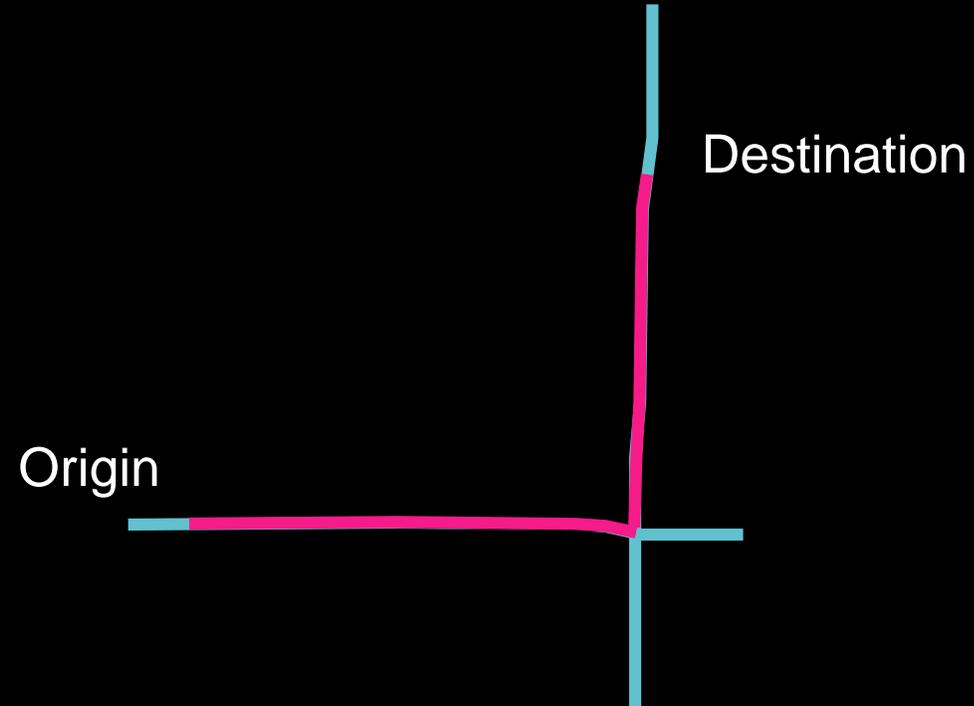
# THE POWER OF CONNECTED STREETS

How do we get from here to there?



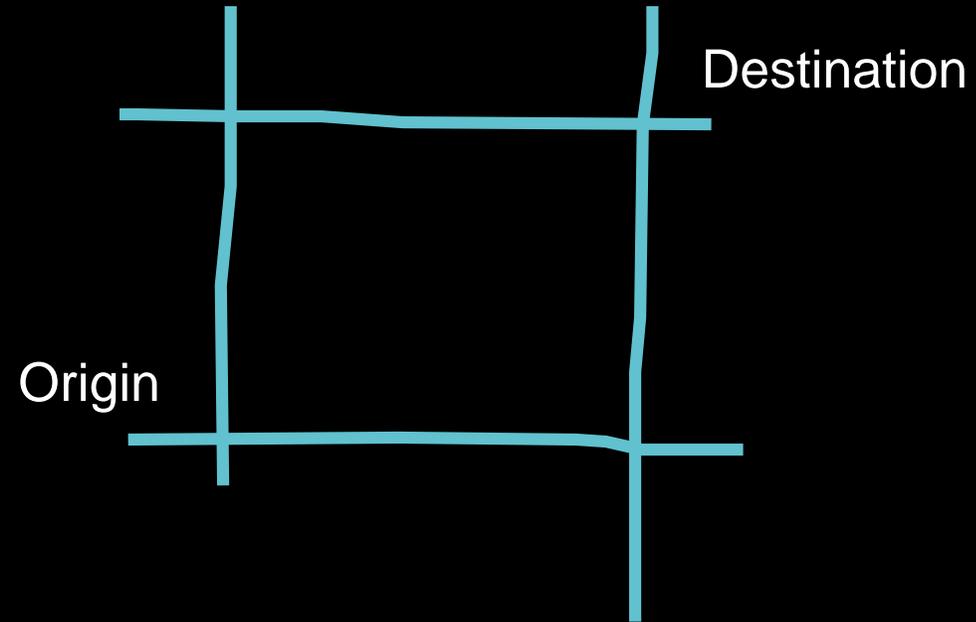
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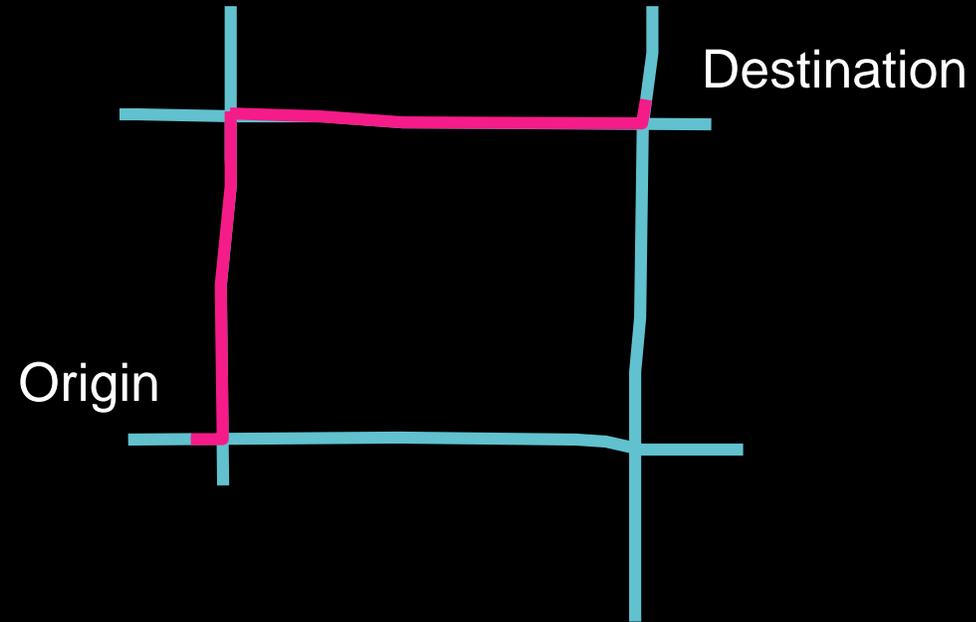
# THE POWER OF CONNECTED STREETS

How do we get from here to there?



# THE POWER OF CONNECTED STREETS

How do we get from here to there?

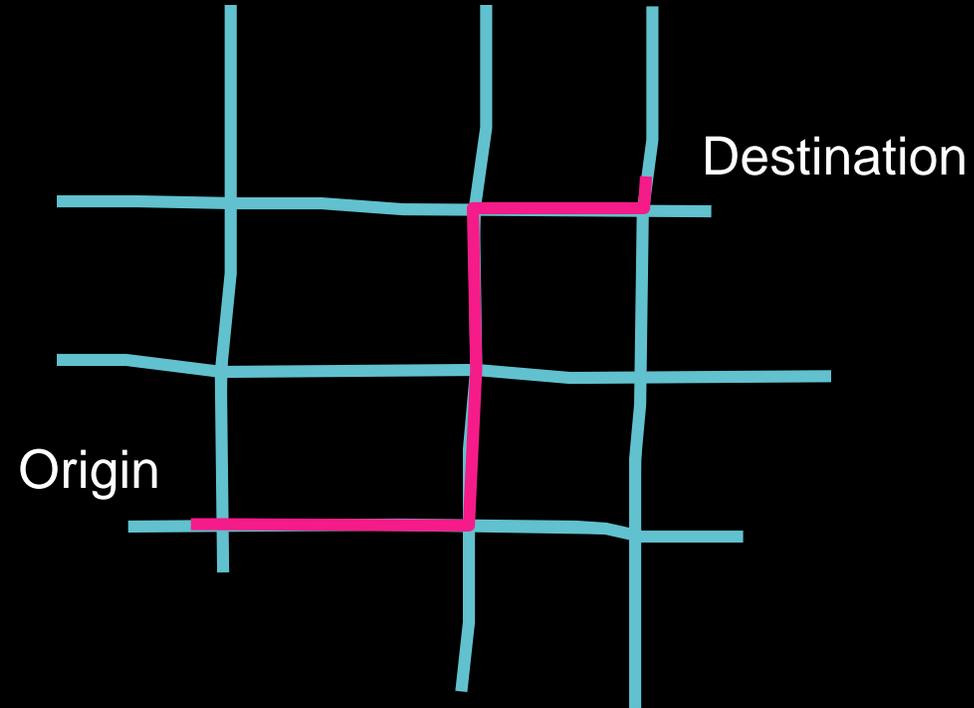


# THE POWER OF CONNECTED STREETS

How do we get from here to there?

$x = 2$

$y = 2$

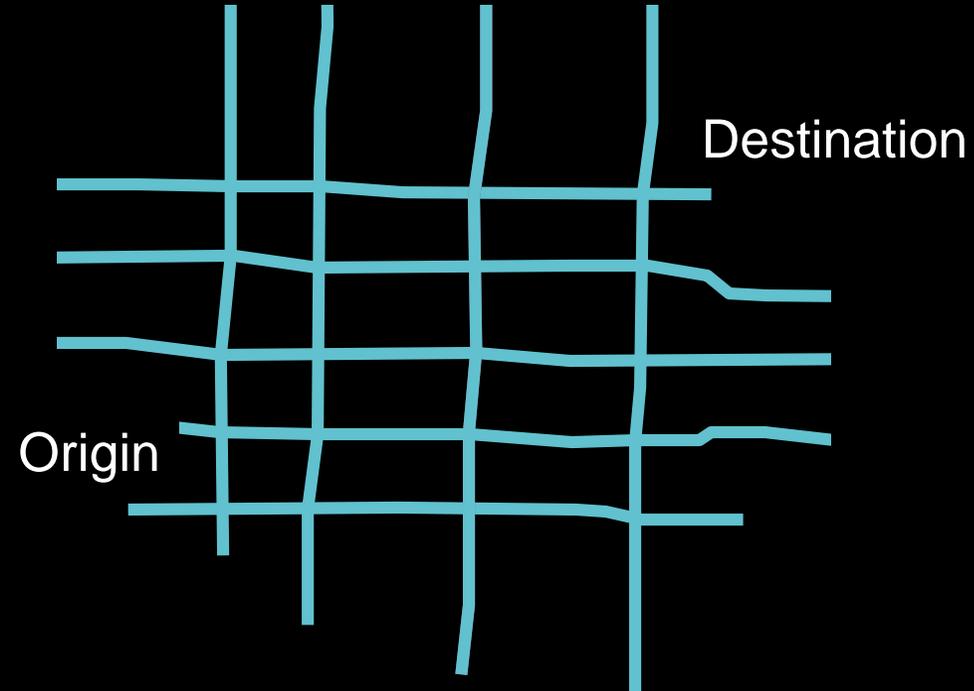


# THE POWER OF CONNECTED STREETS

How do we get from here to there?

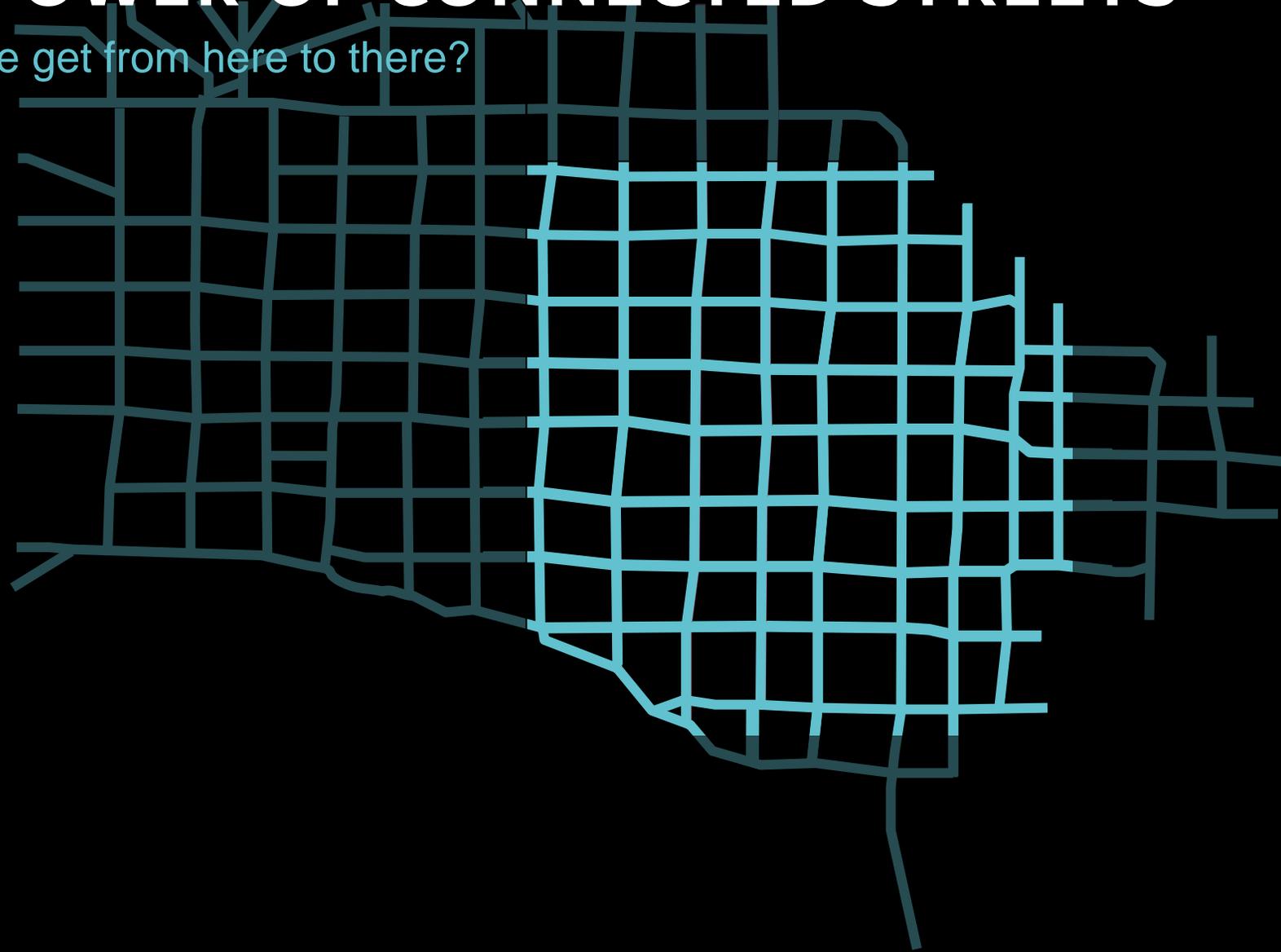
$x = 3$

$y = 4$



# THE POWER OF CONNECTED STREETS

How do we get from here to there?



# CONTRAST



# CONTRAST: VARIED SKYLINE & STYLES

Both/And: Usually better than Either/Or



# WALK/BIKE

A vibrant, sunlit pedestrian walkway. The scene is filled with people walking, a child on a skateboard, and a dog. The sun is low in the sky, creating long shadows and a warm, golden glow. The walkway is paved with light-colored tiles and is lined with trees and modern buildings. The overall atmosphere is one of a lively, pedestrian-friendly urban environment.

# WALK/BIKE: SHARING THE STREETS

Punta Gorda pedestrians and cyclists enjoying the streets during a festival just yesterday



# TRANSIT



# TRANSIT: FINDING MICRO-MOBILITY SOLUTIONS

New Nickel Ride service for Downtown Punta Gorda

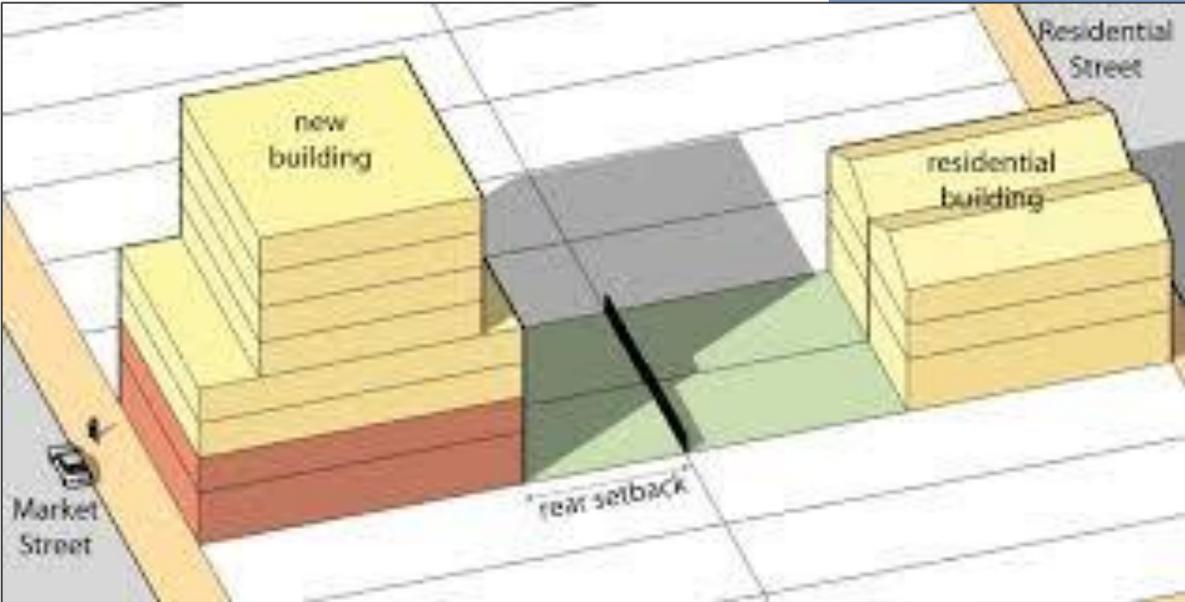


A photograph of a street lined with large, mature trees, creating a canopy effect. The word "CONTEXT" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The scene is brightly lit, suggesting a sunny day, with a car visible in the distance on the road.

**CONTEXT**

# CONTEXT: DESIGN TO COMPLEMENT WHAT'S HERE

Marion Avenue & Diagram on Building Setbacks?





# EXPERIENCE

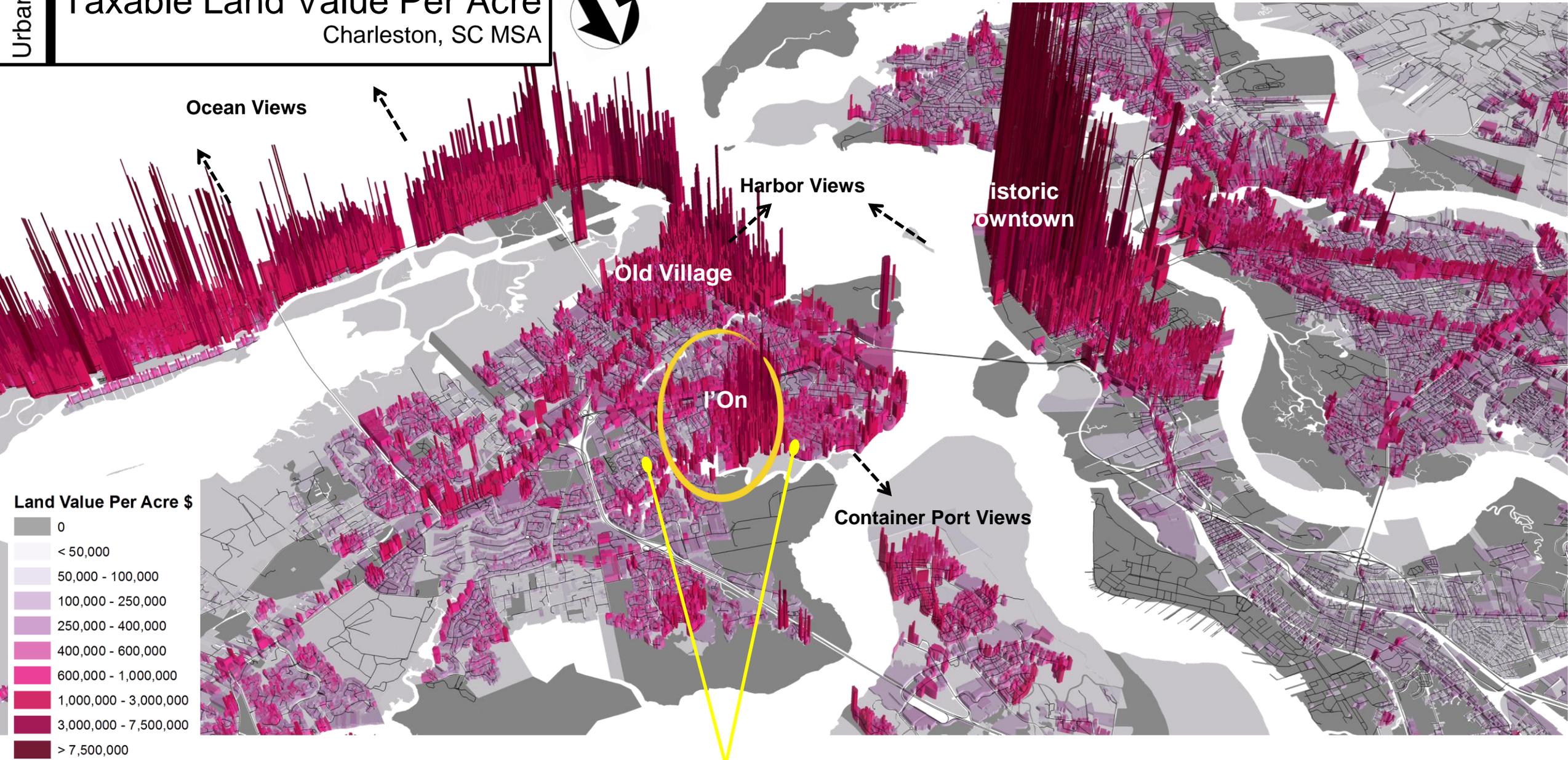
# EXPERIENCE: KEY TO MAINTAINING VALUE

I'On in Mount Pleasant, SC



# Taxable Land Value Per Acre

Charleston, SC MSA



A wide-angle photograph of a busy city street intersection. In the foreground, a dark asphalt road with white lane markings leads towards the intersection. On the right side of the road, a yellow pentagon-shaped pedestrian crossing sign is mounted on a black pole. The sign depicts two black silhouettes of a child and an adult walking. Below the sign, a speed limit sign for 45 mph is visible. In the middle ground, several cars are driving through the intersection. A dark pickup truck is on the right, and a white SUV is in the center. In the background, there are commercial buildings, including one with a 'FOOD' sign and another with a 'VINTAGE' sign. Traffic lights are suspended over the road, and some are showing green. The sky is a pale, overcast blue. The overall scene depicts a typical urban public space.

# THE PUBLIC REALM





**DESIGN MATTERS**



1009

# DESIGN MATTERS

# MARION AVENUE

July 4<sup>th</sup>, 1931





# “PROTECT THE PUBLIC HEALTH, SAFETY & WELFARE”



# DIFFERENT WAYS TO GROW

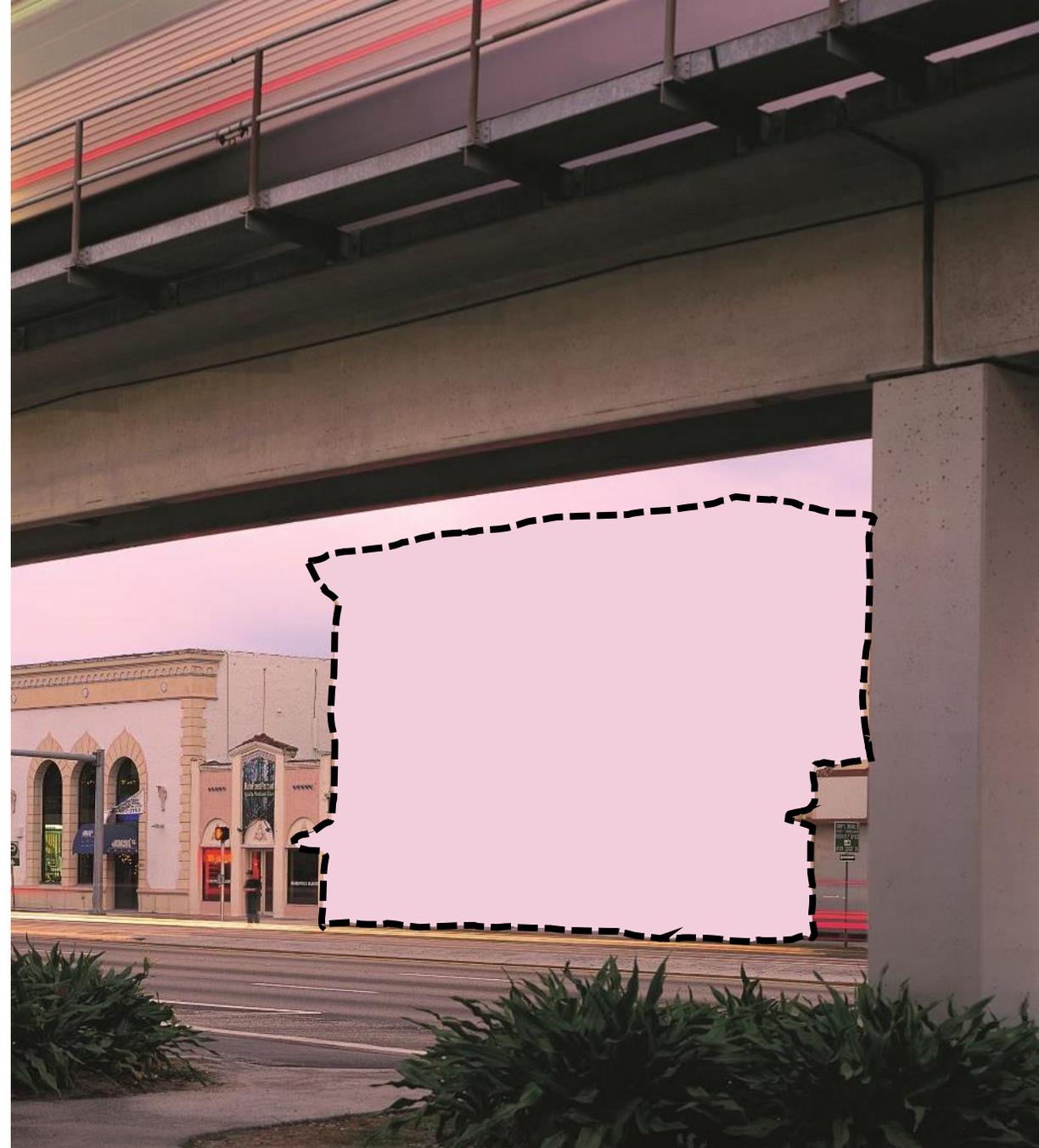


# DIFFERENT WAYS TO GROW



## Infill Development

Development in a built-up neighborhood, often using vacant land or rehabilitating existing properties.



## Infill Development

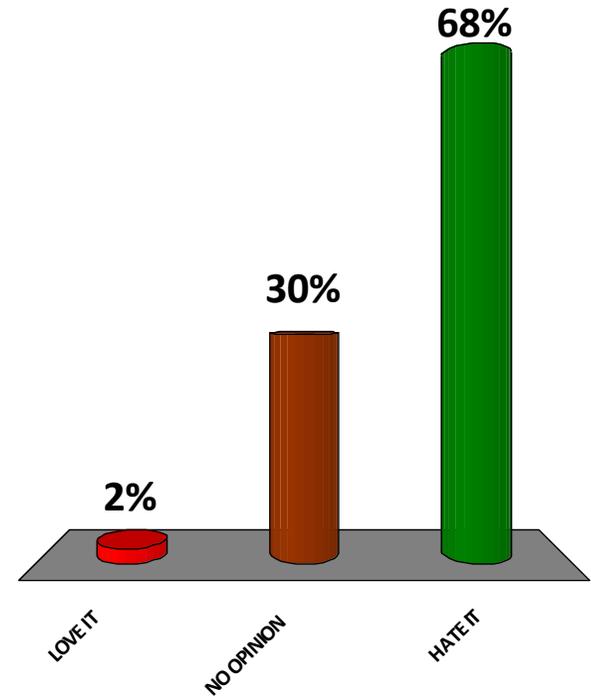
Development in a built-up neighborhood, often using vacant land or rehabilitating existing properties.





POLL

# Do you like this?



A. LOVE IT

B. NO OPINION

C. HATE IT

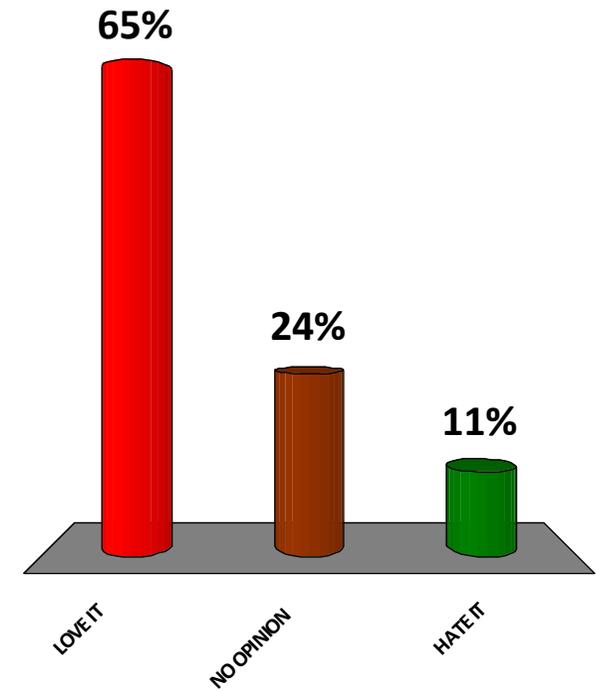
# Do you like this?



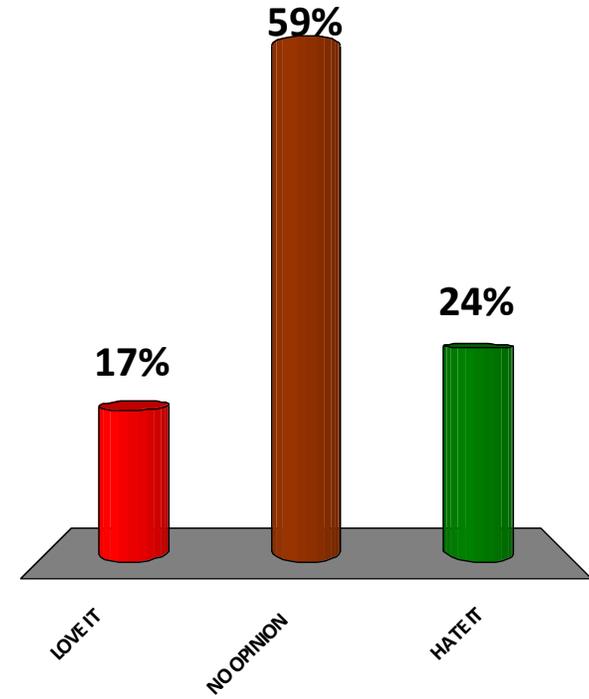
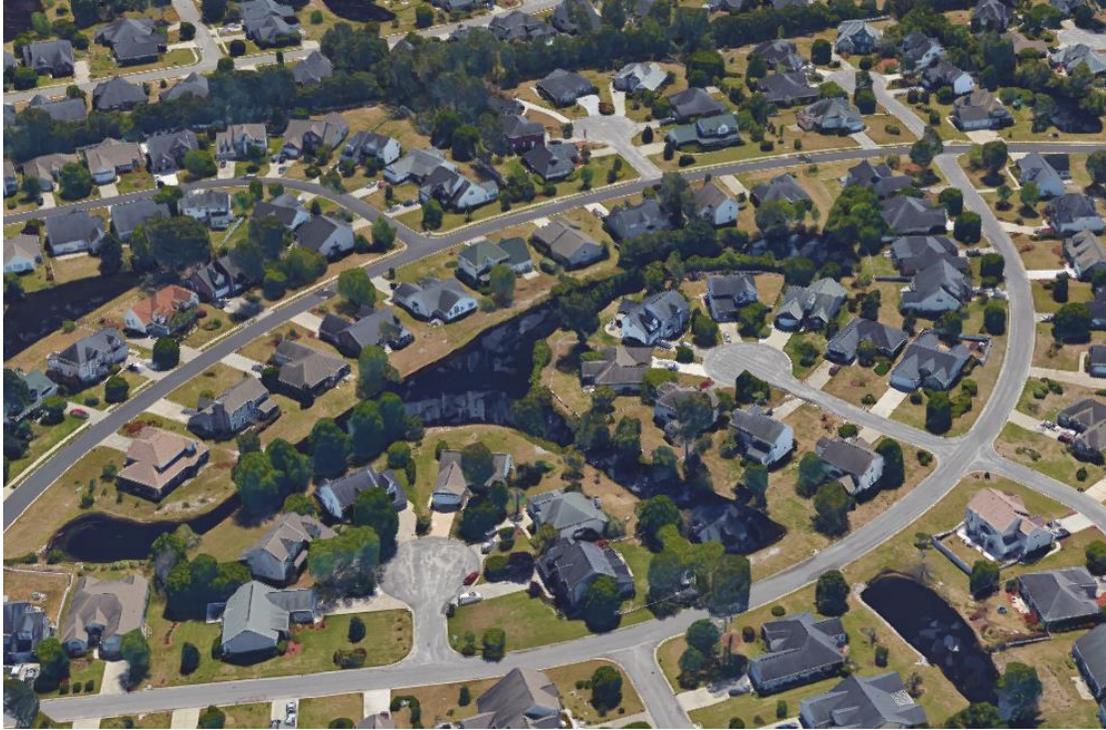
A. LOVE IT

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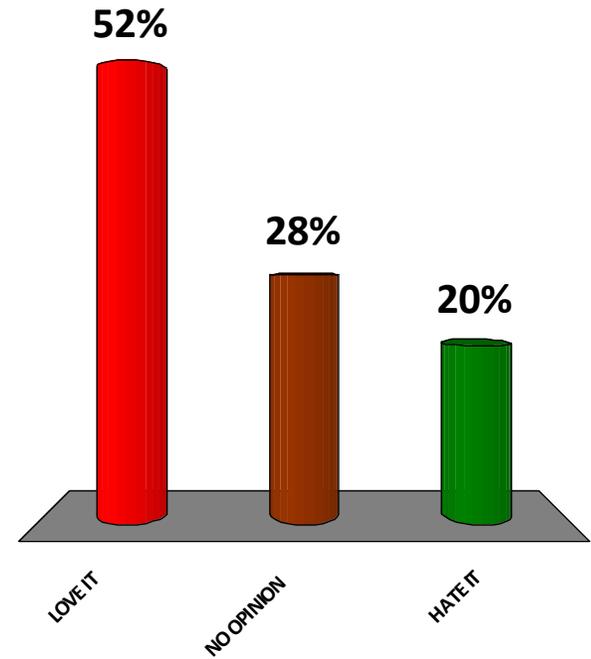
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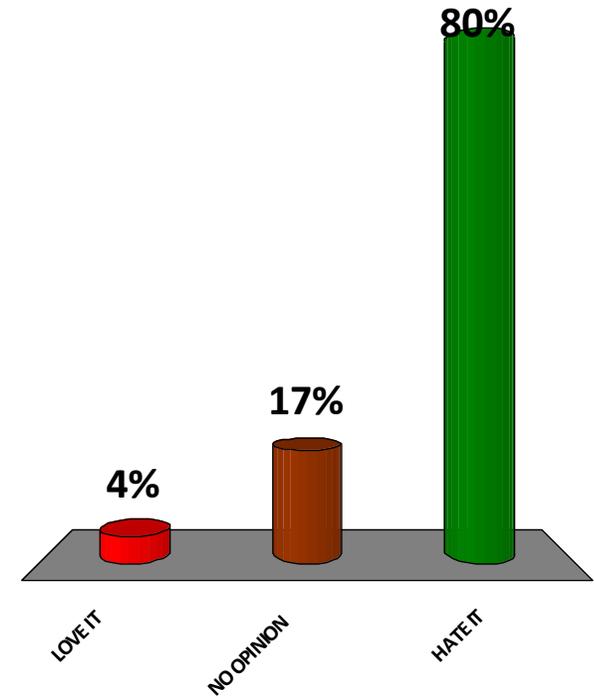
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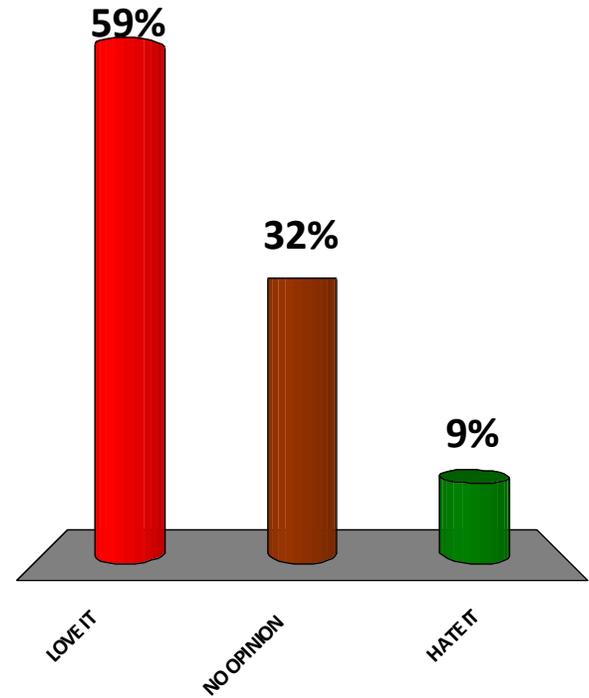
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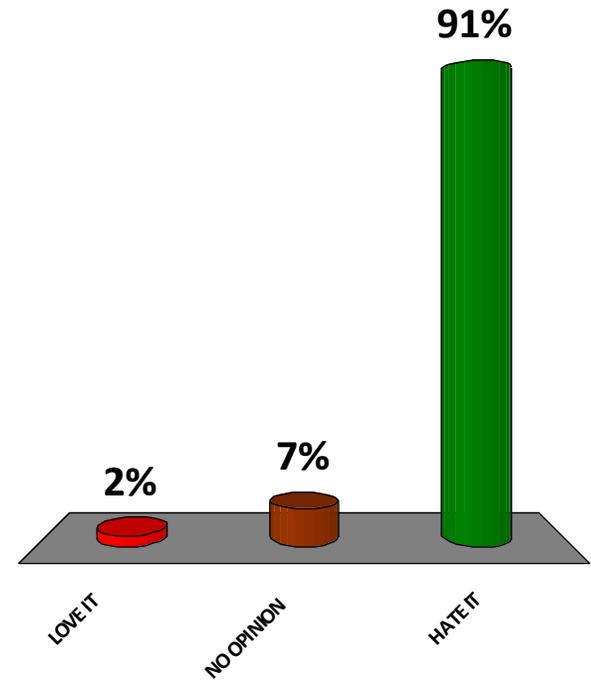
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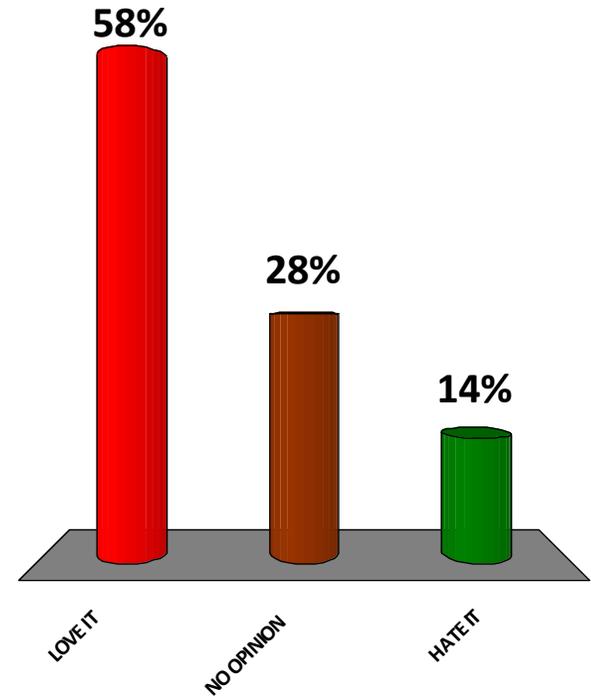
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# HANDS-ON DESIGN SESSION

# WORKING WITH THE MAPS

## 1-Hour

- What is most precious to you that you feel should be preserved?
- Where are the right places to accommodate growth? What kind of growth?
- What's missing from Punta Gorda right now that would improve quality of life?
- Where is it safe or not safe to walk and bike?



# TELL US YOUR VISION

## One-Word Cards

ONE WORD that comes to mind  
about **Punta Gorda**:

NOW: \_\_\_\_\_

IN THE FUTURE:

\_\_\_\_\_

*(in my vision)*

# GROUND RULES

## Table Discussions

- Respect what every person at the table has to say
- Remember who we are planning for – not everyone impacted by this master plan could be here today
- Remember to record your ideas – don't just talk about them
- Have fun!



**1 HOUR**

**GO!**



GET READY

15...



GET READY

5 ...



GET READY

1...