



PLAN PUNTA GORDA

2019 CITY-WIDE MASTER PLAN



DRAFT PLAN PRESENTATION

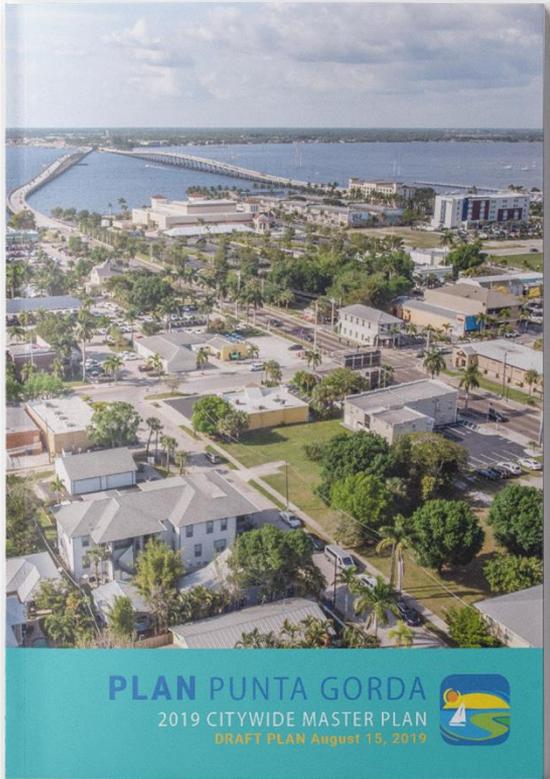
08/21/2019

**ALL THE WORK SHOWN IN THIS
PRESENTATION IS DRAFT.
THERE WILL BE A PUBLIC COMMENTS
PERIOD FOR YOU TO SHARE YOUR
THOUGHTS UNTIL SEPTEMBER 6TH.**

Plan Punta Gorda Timeline



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Key Findings from Economic & Fiscal Analysis

Housing Issues

- Dominance of single-family canal housing
- Retiree demand driving higher housing prices
- Workers who cannot afford to live in town, 22 percent of which commute 25+ miles
- Hard to attract and retain young workers

City Budget Issues

- Budget reserves are too low
- Revenues are too dependent on single-family residential property tax
- City employee salaries are not competitive
- Capital improvements have been constrained by a lack of funding
- Tight budget constrains new programs and services

Fiscal Impacts

- Land use constraints reduce potential revenues
- More efficient use of land increases city revenues
- Annexation would generate higher revenues, but also higher costs

Implications for the Master Plan

Housing

- Develop a greater variety of housing types
- Increase the amount and density of multi-family development
- Build more housing in and around downtown

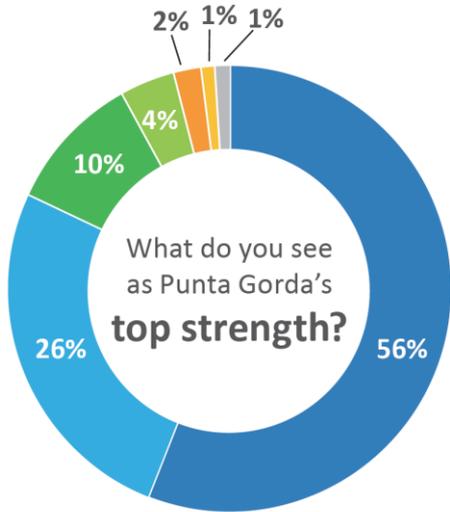
Placemaking

- Use high quality urban design and placemaking to generate more activity and attract more visitors and businesses to the downtown and historic district

Regulatory

- Revise land development regulations and zoning to ensure better outcomes

Hands-on Session Poll Results



- Quality of place / sense of community (festivals, community groups, public spaces, historic character)
- Charlotte Harbor and boating
- Optimally-sized community
- Access to nature trails and active recreation (biking, golf, pickle ball, etc.)
- Shops, dining, and entertainment
- Great school system
- Family-friendly atmosphere

500+ Keypad Polling Participants

BIG Ideas Summary

Housing & Economic Development



Community Character



Mobility



Public Spaces and Recreation



Downtown



Arts & Culture



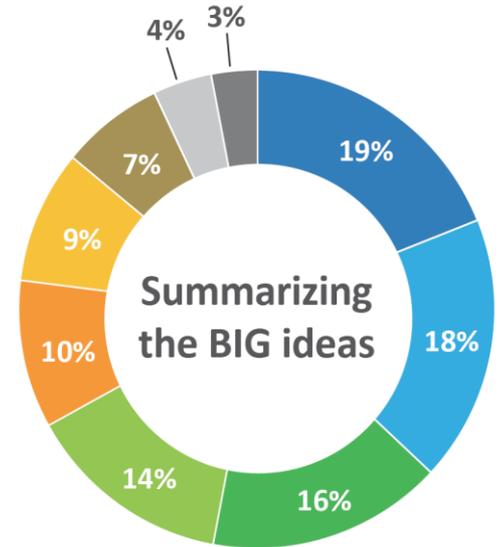
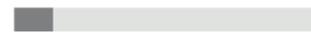
Waterfront



Other



Annexation



Balance Vibrancy & Growth with Preservation



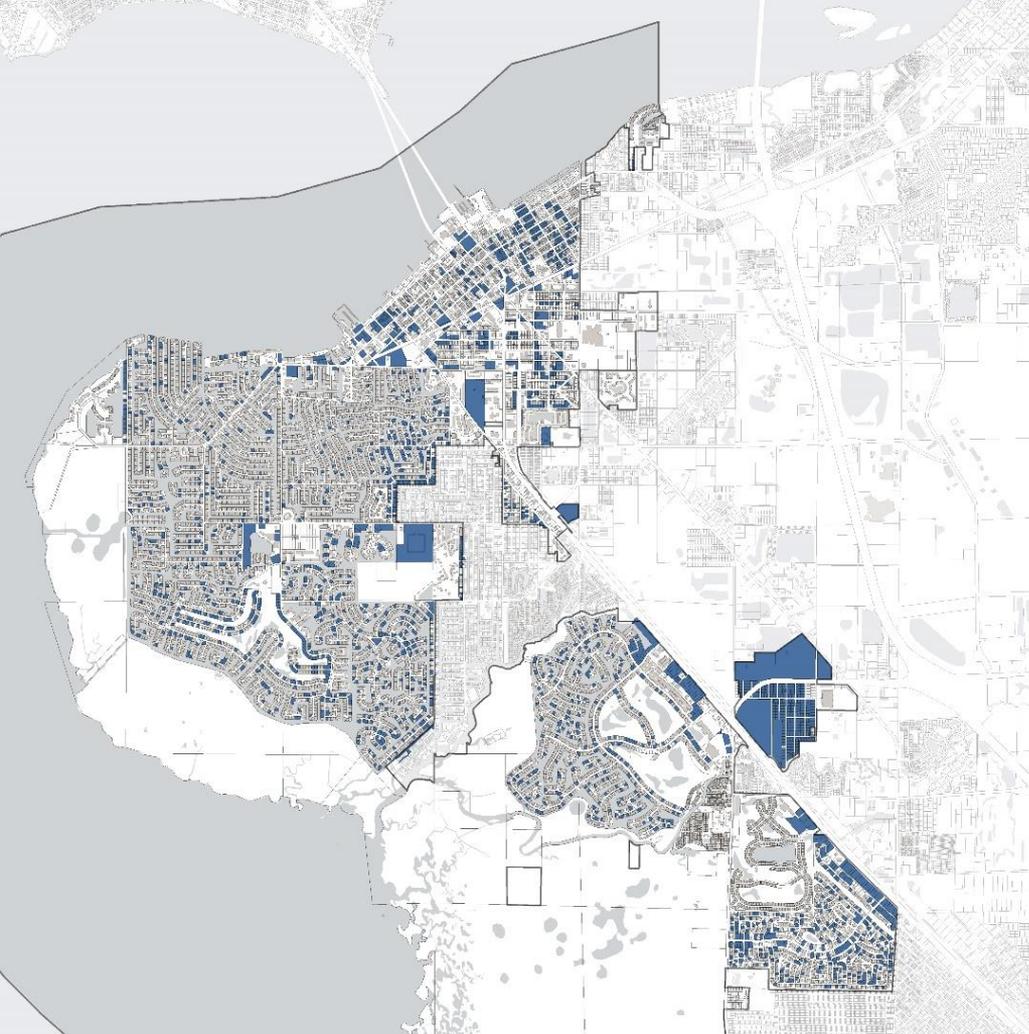
Existing Vision



Future Vision

Mapping Opportunity Sites

Where are the biggest concentrations of vacant & underutilized parcels?



Legend -

 Development Opportunity Sites

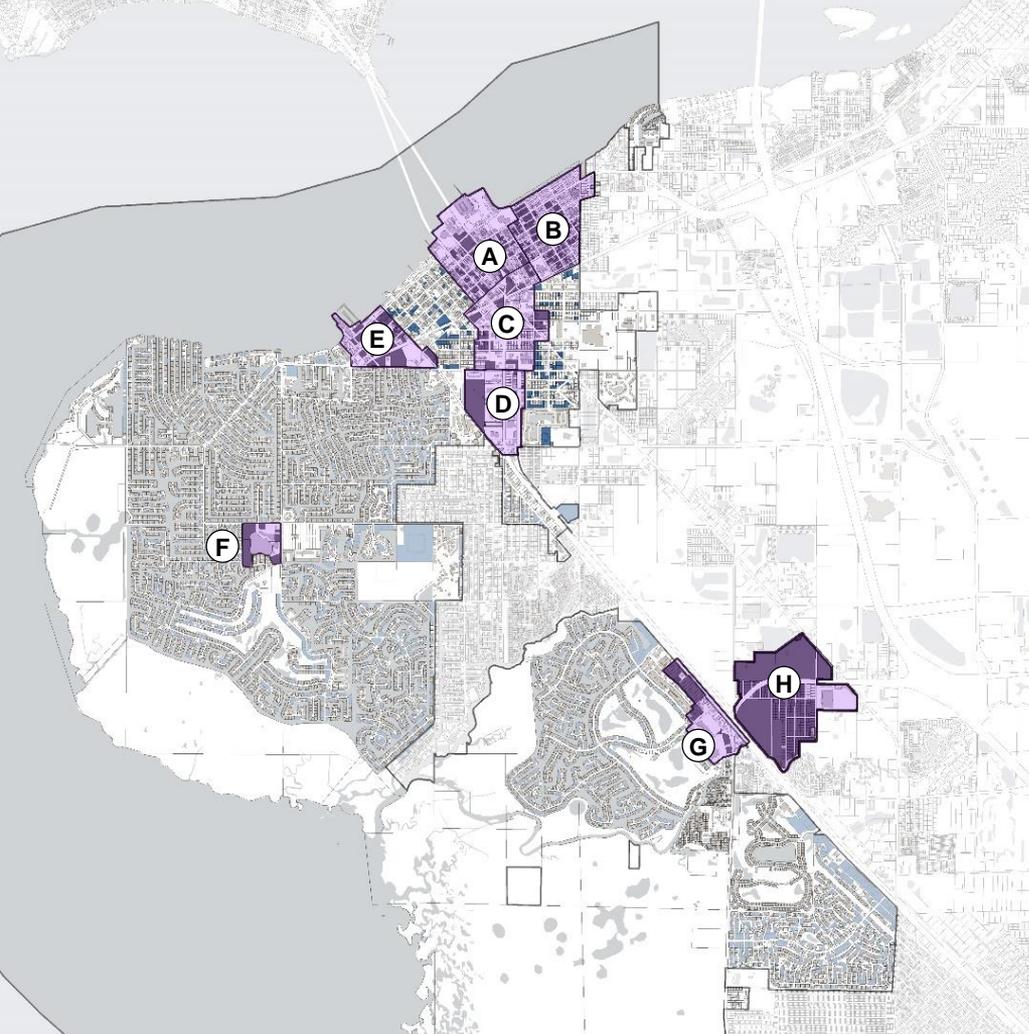
Being Selective About Growth

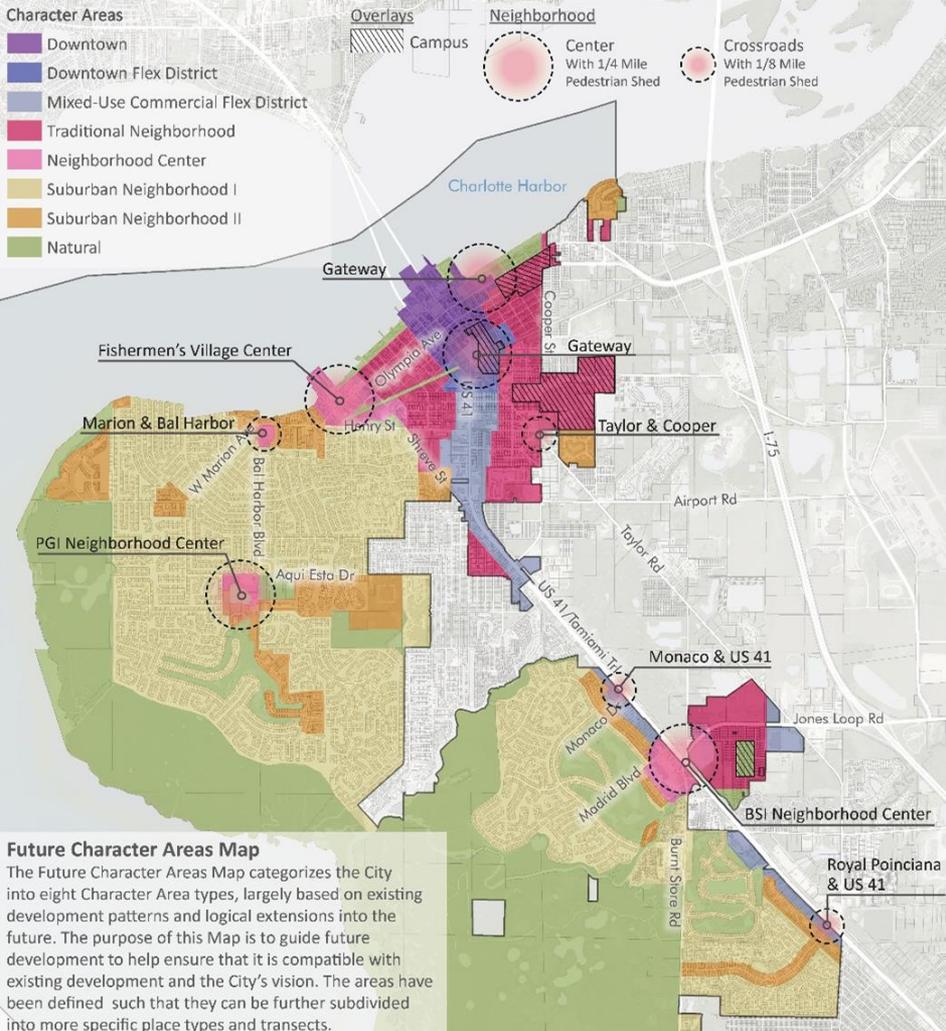
Focus Areas

- (A) Downtown Core
- (B) Downtown East
- (C) Downtown South
- (D) Tamiami/Shreve Triangle
- (E) Fishermen's Village Center
- (F) PGI Neighborhood Center
- (G) BSI Neighborhood Center
- (H) Jones Loop

Legend -

-  Potential Development Sites in Focus Areas
-  Other Potential Development Sites
-  Plan Focus Areas: Primary Growth Opportunities





Future Character Areas

The Future Character Areas Map categorizes the City into eight Character Area types, largely based on existing development patterns and logical extensions into the future. The purpose of this map is to guide future development to help ensure that it is compatible with existing development and the City's overall future vision.

Character Areas. Roadmap for Growth

IV. Preserving Community Character

Future Character Areas

	Less Intense			
	NATURAL	SUBURBAN NEIGHBORHOOD I	SUBURBAN NEIGHBORHOOD II	TRADITIONAL NEIGHBORHOOD
INTENT STATEMENT	The Natural Future Character Area consists of protected land that is, for the most part, in a natural and unimproved state, though it can also include public parks and recreation areas. City regulations and policy decisions should help keep these lands in their natural state for drainage, natural habitat, and scenic protection. Mining and logging may occur in this area. This area also features protected waterfront and wetland areas.	The Suburban Neighborhood I areas are generally the more recently developed portions of Punta Gorda. The design of these neighborhoods necessitates the use of automobiles as individual buildings are spread farther apart with few pedestrian facilities. These neighborhoods are defined by single-family houses and low-rise isolated apartments. Office, retail, and mixed-use buildings can be built at key intersections, at neighborhood centers, and along main corridors. Civic buildings should respect the character of a primarily residential neighborhood, but can also be used as landmarks.	The Suburban Neighborhood II areas are very similar to Suburban Neighborhood I, with the primary difference being the intensity of the buildings. While Area I predominately features single-family detached homes, Area II features mostly mid-rise condo and apartment homes. This area also necessitates the use of automobiles, though investments in landscaping and shade trees, along with new bicycle infrastructure, will increasingly make these areas more pedestrian and bicycle friendly. Limited office, retail, and mixed-use buildings can be built at key intersections, and along main corridors to provide neighborhood amenities.	These neighborhoods are typically older and primarily residential. They are defined by a unique mix of single-family and multi-family housing types such as duplexes, fourplexes, and small apartment buildings, the latter of which are designed to blend cohesively with smaller single-family homes. Some commercial and civic uses are mixed in, particularly in neighborhood gateways or nodes or in special overlay districts where conditions are slightly denser. Thoughtfully designed small office, retail, and mixed-use buildings can be built at key intersections and along main corridors to provide neighborhood amenities.
BUILDING FORM	Lot Width Large Footprint NA Front / Side Setback NA Height 1 story (landscape elements) Frontages NA Ground Floor NA	Lot Width Narrow-to-Medium Footprint Small-to-Medium Front / Side Setback Front / Side Setback 12 Feet Minimum Height 1-2 stories Frontages Dooryard, Porch, Terrace, Forecourt Ground Floor Elevated	Lot Width Medium-to-Large Footprint Medium-to-Large Front / Side Setback Front / Side Setback 20 Feet Minimum Height 1-4 stories (up to 6 with bonus) Frontages Porch, Terrace, Forecourt Ground Floor Elevated	Lot Width Narrow-to-Medium Footprint Small-to-Medium Front / Side Setback Front / Side Setback 0-20 Feet Height 1-3 stories Frontages Dooryard, Stoop, Porch, Shopfront, Gallery, Arcade Ground Floor Elevated (Residential); Flush with Sidewalk (Non-Res)
USES	Parks, playgrounds, agricultural, and nature preserve/ environmental conservation	Primarily residential with some commercial and civic uses (library, day care, house of worship, community center)	Primarily residential with some commercial and civic uses (library, day care, house of worship, community center)	Primarily single-family detached, townhouses, duplexes, fourplexes, small apartments, and some shared office and mixed-use

Draft Citywide Master Plan | August 15, 2019

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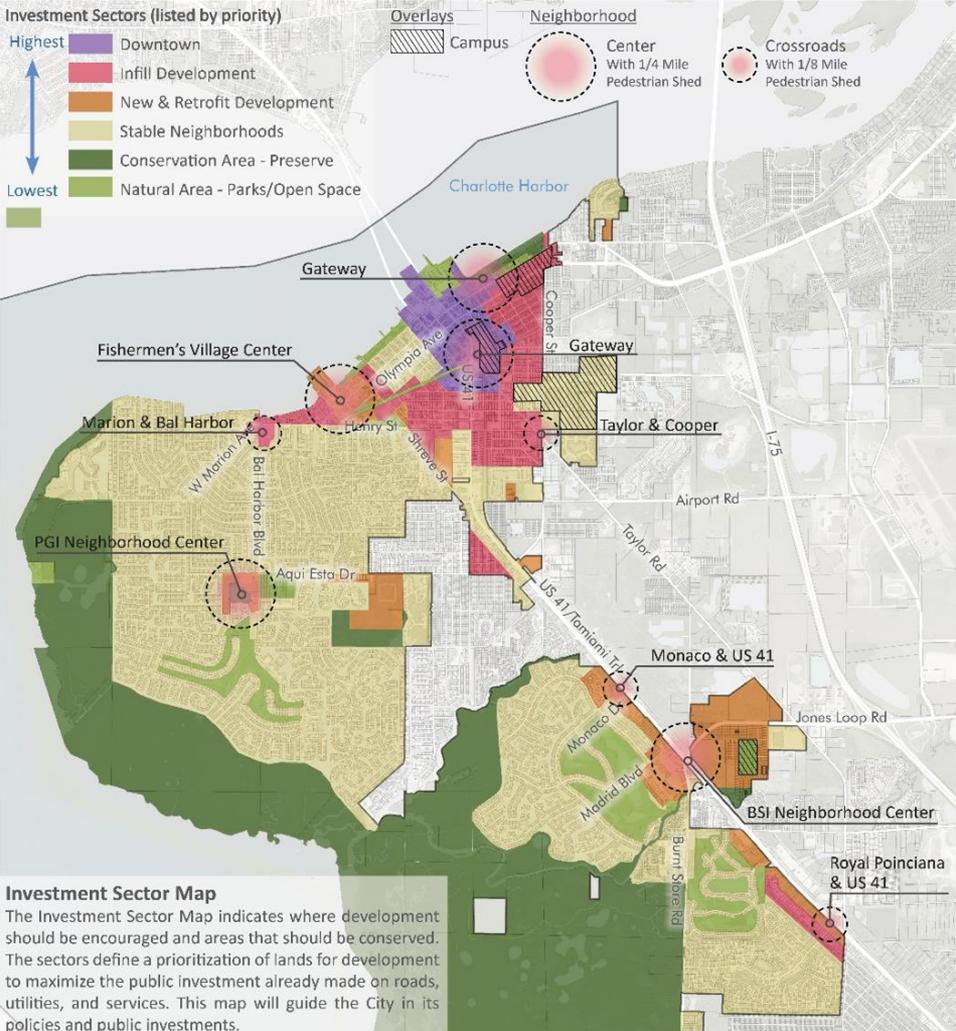
Table 4.1: Land Use Character Areas

The proposed land use character areas would implement the intended uses and building form for each area.

	More Intense			
	NEIGHBORHOOD CENTER	FLEX COMMERCIAL CORRIDOR	DOWNTOWN FLEX	DOWNTOWN
INTENT STATEMENT	Following the principles of traditional neighborhood design, new neighborhood areas can be located on vacant or reutilized urban areas at strategic locations to encourage growth in the City and provide neighborhood amenities to meet the needs of local residents but are generally not as centrally important for areas with commercial uses. Neighborhood centers feature walkable and well-served areas with walkways and transit stops on major thoroughfares. Mixed-use areas should include a mix of residential and commercial uses.	The "Flex Commercial Corridor" character area is designed to accommodate a wide array of commercial and residential uses, primarily high-rise and multi-story commercial uses, they can also accommodate light industrial and office uses, as well as retail and service uses. These areas have been given the highest amount of flexibility in order to allow for a variety of uses and commercial development as the market demands, maximizing the potential return to the City.	The "Downtown Flex" character area serves as the natural extension for Downtown Punta Gorda as the City evolves. This area includes a cluster of office, retail, and service uses, light manufacturing, distribution, and repair, while still encouraging residential development in a walkable, urban area of flexible, interconnected streetscapes. This area of medium-to-large scale buildings encourages a variety of investment and economic opportunity all in comfortable walking distance to the heart of Downtown.	Downtown describes the most intense urban development in the City. As a social gathering place for many events in Punta Gorda, Downtown serves an important role for both the City's economy and culture. It includes multi-story mixed-use buildings with commercial, office, and residential uses. Larger development sites have the potential to unlock facilities, open spaces, and public waterfront amenities. Multi-family residential buildings and attached residential townhouses are appropriate as a transition between downtown and residential neighborhoods.
BUILDING FORM	Lot Width Medium-to-Large Footprint Medium-to-Large Front / Side Setback Front / Side Setback 10-30 Feet Height 1-3 stories Frontages Porch, Terrace, Forecourt, Shopfront, Gallery, Arcade Ground Floor Elevated (Residential); Flush with Sidewalk (Non-Res)	Lot Width Medium-to-Large Footprint Medium-to-Large Front / Side Setback Front / Side Setback 10-30 Feet Height 1-3 stories Frontages Porch, Terrace, Forecourt, Shopfront, Gallery, Arcade Ground Floor Elevated	Lot Width Medium-to-Large Footprint Medium-to-Large Front / Side Setback Front / Side Setback 5-20 Feet Intensity 1-3 stories (up to 3 with bonus) Frontages Porch, Terrace, Forecourt, Shopfront, Gallery, Arcade Ground Floor Elevated	Lot Width Narrow-to-Medium Footprint Small-to-Large Front / Side Setback Front / Side Setback 0-10 Feet Height 1-5 stories (up to 7 with bonus) Frontages Stoop, Porch, Forecourt, Shopfront, Gallery, Arcade Ground Floor Flush with Sidewalk or Slightly Elevated
USE	Mixed-use, residential, commercial, and civic uses	Multi-story mixed-use, light industrial, office, retail, non-residential ground floors	Multi-story mixed-use, maker spaces, light industrial, office, retail, non-residential ground floors	Multi-story mixed-use, apartments, attached townhouses, small office, cultural & entertainment uses, and some single-family detached

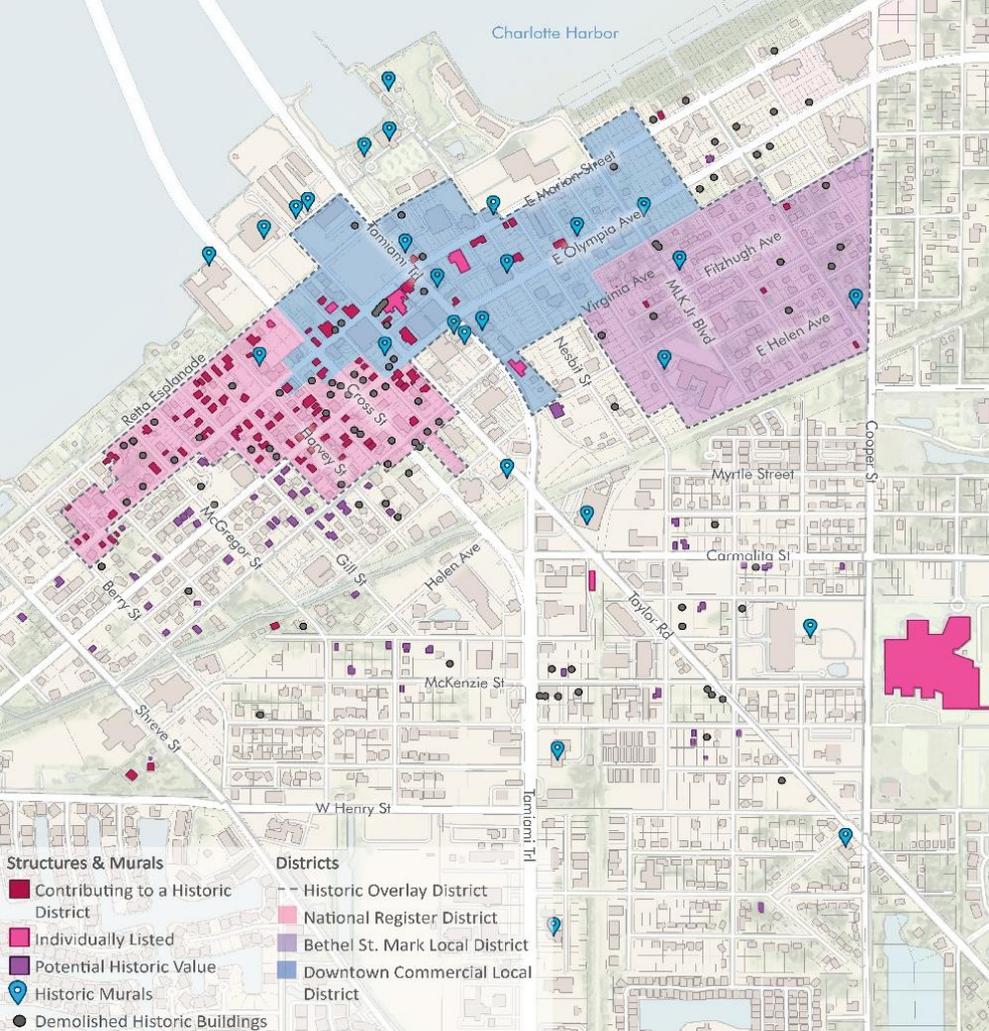
PUNTA GORDA CITYWIDE MASTER PLAN

PLAN PUNTA GORDA CITYWIDE MASTER PLAN



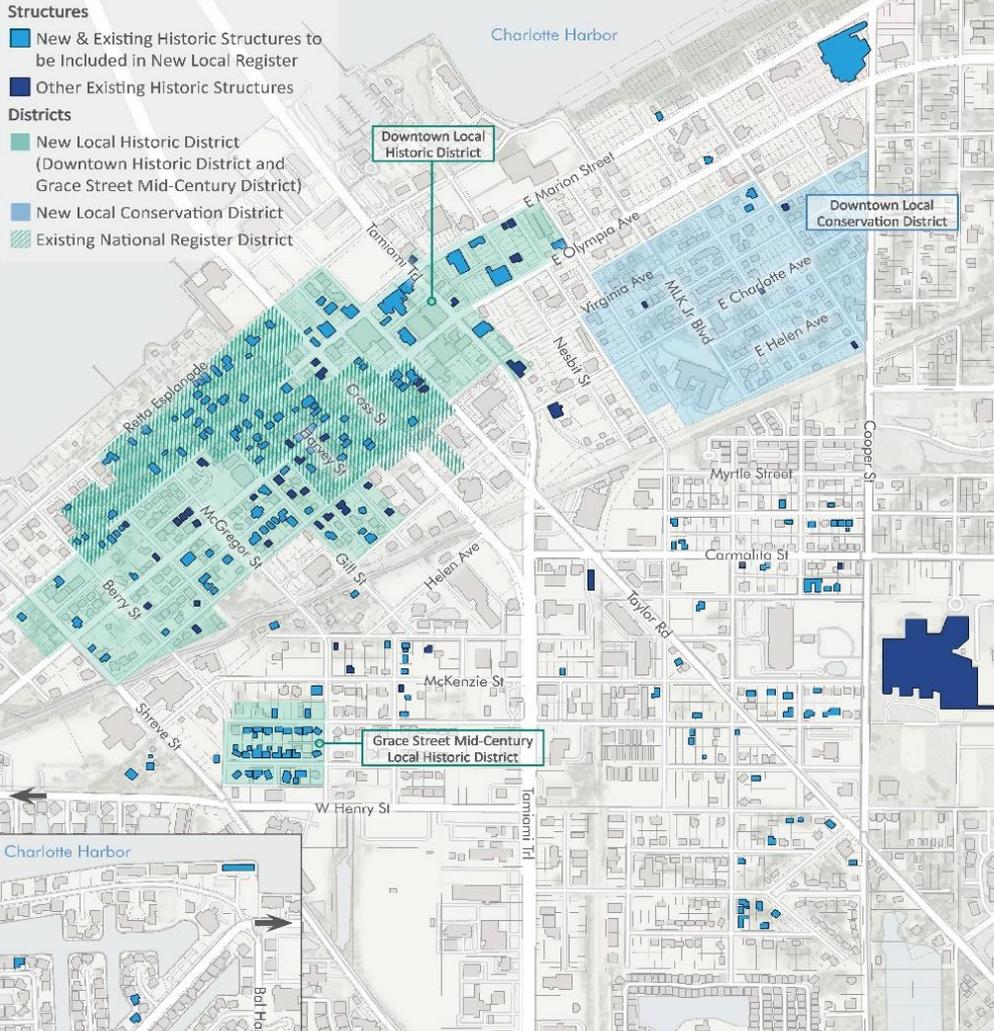
Investment Sectors

The Investment Sector Map indicates where development should be encouraged and areas that should be conserved. These sectors define a prioritization of lands for development that maximize public investment already made on roads, utilities, and services.

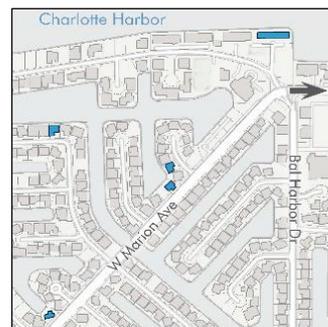


Existing Historic Assets And Districts Map

Many of historic structures downtown have been poorly maintained, damaged by hurricanes, or demolished, and the historic district is at risk of losing its designation. The City has updated its survey of historic assets and identified which of those assets can be used to create a new local register of historic buildings and with that revise the local historic districts to better protect the architectural history of Punta Gorda.



Proposed Local Register Structures And Local Historic Districts Map



Oldest Section of PGI

	Local Historic District	Conservation District	National Historic District
Protection from Demolition & Alteration	Yes	Limited	No
Tax Benefits and Incentives	Local	No	Federal
Preserved Scale, Massing & Lot Size	Yes	Yes	No
Controlled Architectural Character	Yes	Yes	No
Protection from Federal Government Actions	No	No	Yes
Protection from Local Government Actions	Yes	Some	No

Historic Districts Benefits Matrix

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Note: The work of Dover, Kohl & Partners on this project is for the purposes of town planning and conceptual illustration only, and is based on preliminary site information only; this work does not replace the future work of licensed professionals including surveyors, architects, engineers, and landscape architects and does not represent a guarantee of any kind. Dover, Kohl & Partners shall not have any control over and shall not be responsible for construction means, procedures, safety precautions, or legal disclosures in the implementation of the project, or for errors or omissions by future consultants, developers, or government.

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Make Downtown a vibrant and attractive place

Central Idea:

Fill in the missing gaps downtown to attract more residents and visitors and invest in street and public space improvements that increase safety and comfort for people of all ages and abilities walking, biking, and driving.

Make Downtown a vibrant and attractive place

BIG CHALLENGES

- Lack of housing and people living Downtown
- Insufficient leasable commercial space to achieve a critical mass of restaurants, experiential retail, and office
- Business owners struggling to attract and retain quality employees
- Business owners struggling to keep up sales during low season
- Large empty parcels, sitting vacant for years
- Safety and comfort of people walking and biking downtown, particularly when crossing US 41
- Loss of historic assets, threatening its national register designation

KEY CITY INVESTMENTS & POLICIES

- Actively encourage the development of large opportunity sites downtown
- Revise zoning and land-use regulations to allow enough intensity and predictability to get realistic developments built and attract more residents
- Consider the adoption of a development bonus program which grants additional development potential in exchange for community benefits
- Reduce the number of lanes on US 41 Downtown to slow down vehicles and accommodate a two-way cycle track northbound, connecting to the Harborwalk
- Restore Marion and Olympia Ave to two-way traffic to improve traffic flow and reduce traffic speed
- Transform Taylor St from Marion Ave to Harborside Ave into a shared festival street
- Adopt a local register of historic properties and new local historic districts to prevent the loss of historic structures
- Study and adopt parking strategies to manage and maximize parking options

Maximizing Residential Potential Downtown

TESTING GREATER DOWNTOWN SITES

- Challenges that exist to filling in the gaps downtown:
 - Insufficient development potential permitted to result in viable projects, particularly given the higher land values
 - Negative community response and push-back to new development projects
- **4 scenarios were tested**
- The city might modify its land development regulations to help spur new development and investment
- It is recommended to allow additional development potential in exchange for community benefits
 - Public greenspace
 - Affordable housing
 - Arts and cultural spaces

City Market Place Scenarios 1 & 2



City Market Place Development Option 1: Lower intensity mixed-use development without any new public spaces



City Market Place Development Option 2: Higher intensity mixed-use development with new public spaces

U-Save Lot Scenario

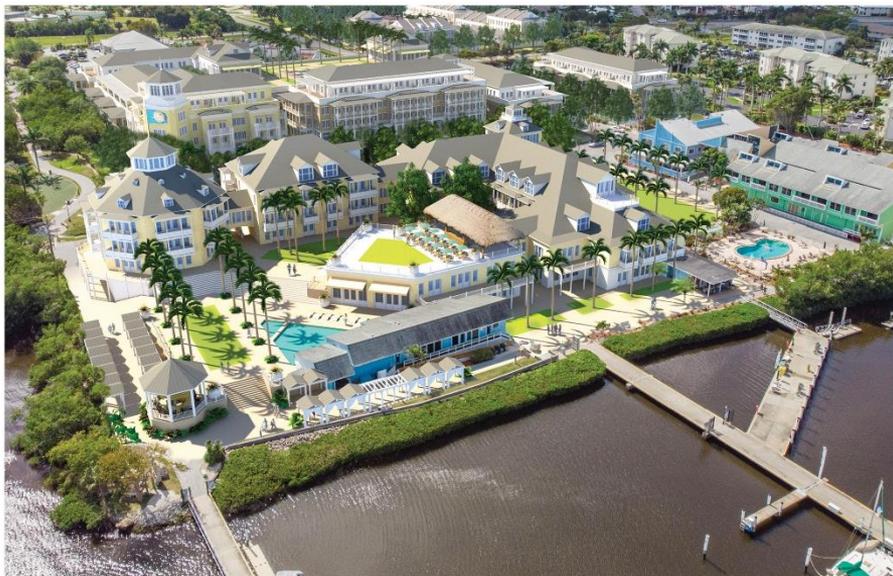


Former U-Save Development - View From US 41 N: Mixed-use residential, townhomes, and a new public green



Former U-Save Development - View From Nesbit St: Mixed-use residential, townhomes, and a new public green

Fishermen's Village Scenario



Fishermen's Village Development - View Looking South: Mixed-use residential, townhomes, and a new public green



Fishermen's Village Development - View Looking North: Mixed-use residential, townhomes, and a new public green

Scenarios - Potential Development Programs

Greater Downtown (Historic District & Fishermen's Village) Development Scenarios

Development Program	City Market Place Option 1	City Market Place Option 2	Former U-Save Lot	Fishermen's Village
Apartments (Units)	180	290	75	300
Townhomes (Units)	0	0	24	16
ADUs (Units)	0	0	10	10
Live/Work (Units)	4	4	0	0
Retail/Neighborhood Commercial (Gross SF)	34,000	32,000	10,000	20,000
Office (Gross SF)	18,000	25,000	0	0
Public Open Space (SF)	0	30,000	12,600	30,000
Parking Spaces (Garage)	240	310	0	380
Parking Spaces (Mid-Block & On-Street)	170	110	140	0
Project Size (Acres)				
	6.2	6.2	4.2	7.2
Density (Homes per Acre)				
	30	48	26	45
Building Height (Stories)				
	2-4	2-6	2-4	2-5

Assumptions: 800 SF average apartment size; 80 percent gross to net square footage calculation for residential uses

U-SAVE LOT

Existing Condition



Nesbit St

E Virginia Ave

E Olympia Ave

41 - Tamiami Trail

U-SAVE LOT

Potential Development
Phase 1



Nesbit St

E Virginia Ave



E Olympia Ave

41 - Tamiami Trail

U-SAVE LOT

Potential Development
Phase 2



U-SAVE LOT

Potential Development
Phase 3



Nesbit St

E Virginia Ave

E Olympia Ave

41 - Tamiami Trail

U-SAVE LOT

Potential Development
Phase 3



2 AND 3-STORY
TOWNHOUSES

MID-BLOCK PARKING

MIXED-USE OFFICES

APARTMENTS WITH
GROUND FLOOR RETAIL

PUBLIC GREENSPACE

E Olympia Ave

Nesbit St

E Virginia Ave

41 - Tamiami Trail

FISHERMEN'S VILLAGE

Existing condition



FISHERMEN'S VILLAGE

Potential Future Development – Phase 1



FISHERMEN'S VILLAGE

Potential Future Development – Phase 2



FISHERMEN'S VILLAGE

Potential Future Development – Phase 3



FISHERMEN'S VILLAGE

Potential Future Development



Townhouses

Parking Garage With
Amenity Deck

Apartments

Public Greenspace

Ground Floor Restaurant

Widened Promenade

Resident Pool Deck with
Parking Underneath

Market Kiosks Along Harbor
Walk (Hiding Blank Walls)

Benefits of Compact Development

- Helps to create walkable and bikeable neighborhoods by mixing uses and supporting a wider range of businesses
- Helps to expand and support transportation options by putting more people and destination closer together
- Supports housing choice and affordability by leveraging a wider range of housing types
- Supports community fiscal health by reducing costs of extending new infrastructure and services
- Brings in more property tax revenue per acre than single-family suburban development
- Improves security by creating more “eyes on the street” and prompting natural surveillance
- Helps protect the natural environment by confining growth to smaller areas

Promoting Arts & Culture Downtown

V. The Big Ideas

Vibrant & Attractive Downtown

PROMOTING ART & CULTURE DOWNTOWN

Arts and culture not only reflect the spirit and soul of a community, but they also contribute to its economic vitality and social cohesion.

Promoting Creative Activity

Arts and culture not only reflect the spirit and soul of a community, but they also contribute to its economic vitality and social cohesion. Starting in 2018 a few not-for-profit organization, the Harborside Center for the Arts (HCA), was created to name just a few. While there are a lot of cultural offerings in downtown there is still an opportunity to encourage more artistic and cultural production.

Positive impacts on society health, economy, and education. Through visual arts, music, and performance art into its culture and public art into a community is a goal. Sustainability, community, and economic development are key.

- Partner with local arts organizations, such as the Visual Arts Center and the Harborside Center for the Arts (HCA)

STRATEGIES TO PROMOTE & EXPAND ART DOWNTOWN

- Partner with local arts organizations, such as the Visual Arts Center and the Harborside Center for the Arts (HCA), to provide new programs and spaces for cultural production in Downtown Punta Gorda.
- Study the creation of a Cultural Space Management PDA, an independent entity tasked with leasing, developing, purchasing, and subleasing spaces to cultural organizations and artists.
- Create a distinctive experience for visitors entering downtown by including public art in the two gateway development sites identified in Figure 5.3.
- Transform Taylor St from Marion Ave to Harborside Ave into a shared / festival street.
- Provide incentives for the redevelopment of City Market Place to include a signature public space at the corner of Marion Ave and Taylor St.
- Adopt a public art ordinance to require a percentage of development budgets for projects of a certain size be earmarked for public art.
- Continue to support the creation of murals downtown.
- Continue to support the anchor events and festivals that occur annually downtown.
- Develop a sidewalk plaque program that identifies historic businesses that are no longer in Punta Gorda.
- Create a decorative lighting plan and develop branded banners for main streets, giving preference to local artists in their conception and fabrication.
- Conduct a review of downtown noise ordinances.
- As part of a citywide development incentive program, include affordable art and culture spaces a public benefit provided in exchange for increased intensity.
- Subsidize permit fees non-profit cultural organization and artists creating new cultural spaces.
- Create a temporary occupancy permit to allow for pop-up arts and cultural uses in vacant downtown storefronts and lots.



Figure 5.3: Illustration of City Market Place with new Arts Center and Mixed-Use Development

WHAT COULD IT INCLUDE?

- Mid-sized theater for live performing arts (40,000-50,000 SF footprint)
- Ancillary mixed-use buildings that provide arts education, production, rehearsal and exhibition spaces
- Signature public space component that encourages community gathering and arts amenities
- Substantial guest and artist amenities
- Adequate loading, pick-up/drop-off and parking spaces
- Transparent, street-oriented design that activates the neighborhood



Sholem Theater in New York City
• 1,400 seats (25,000 SF footprint)
• 4-story buildings
• Downtown urban location



Rock Mar Cultural Arts Center
• 1,100 seats (100,000 SF footprint)
• 4-story building
• Theater, lab, theater, rehearsal, classrooms, and dance studios

Arts Center and Mixed-Use Development

Arts Center that would not only house the Charlotte Symphony Orchestra and visiting theater and musical productions, but also serve the broader community with additional spaces for exhibition, cultural production, and arts education. This project has been conceived as a not-for-profit operated community arts center, established in partnership with the City of Punta Gorda, Charlotte County, and other local arts organizations. By providing a mix of cultural and art-related leaseable commercial space, the project would generate a combination of earned, contributed, and endowment revenues.

While HCA is currently working on a feasibility analysis for a new community arts center, a process running in parallel to Plan Punta Gorda, the master plan has tested the potential to locate this prime location at the City Market Place site. Shown above, and activities and supports a walk-to, bike-to, and "uber-to" theater experience, as opposed to the conventional drive-to one. Other potential sites have been identified in or close to downtown, which can also accommodate the programmatic and space needs listed in the illustration above. These sites include:

- U-Save Site (129 East Olympia): 130,000 SF of available land combined available land straddling E Marion Ave
- Gateway Site (402 and 411-429 E Marion Ave): 175,000 SF of available land
- Gateway Site (550 Tamiami Trl): 130,000 SF of available land
- 2300 Shreve St Site: Up to 650,000 SF of available land



ONT

to creating unique public spaces as main streets, plazas, and waterfronts that welcome people to walk, bike, and enjoy the waterfront. The diagrams show how these elements that help create a vibrant downtown.

Testing a Downtown Community Arts Center

Classrooms Main Stage Public Plaza Parking Rehearsal Spaces & Offices



WHAT COULD IT INCLUDE?

- Mid-sized theater for live performing arts (40,000-50,000 SF footprint)
- Ancillary mixed-use buildings that provide arts education, production, rehearsal and exhibition spaces
- Signature public space component that encourages community gathering and art
- Substantial guest and artist amenities
- Adequate loading, pick-up/drop-off, and parking spaces
- Transparent, street-oriented design that activates the neighborhood

CITY MARKET PLACE

Existing Condition



CITY MARKET PLACE

Potential Development – Option 1



Lower Intensity

- Height: 2 to 4-Story, 50' Max
- Density: 30 DU/Acre*
- Apartments range from 650 – 1,400 SF
- No public space

* This is double the current permitted density of 15 DU/Acre

CITY MARKET PLACE

Potential Development – Option 2



Higher Intensity with Community Benefits

- Height: 2 to 6-Story, 75' Max
- Density: 48 DUA
- Apartments range from 650 – 1,400 SF
- Public Square and Pedestrian Promenade (30,000 SF)
- Lower building heights maintained on Marion

CITY MARKET PLACE

Potential Development – Option 3



Higher Intensity with Community Benefits

- Height: 2 to 6-Story, 75' Max
- Density: 40 DUA
- Apartments range from 650 – 1,400 SF
- Public Square and Pedestrian Promenade (30,000 SF)
- Performing Arts Center
- Lower building heights maintained on Marion

CITY MARKET PLACE

Existing Conditions



CITY MARKET PLACE

Potential Development – Open to Traffic



CITY MARKET PLACE

Potential Development – Open for Events



Street Design for Successful Retail

V. The Big Ideas

Vibrant & Attractive Downtown

A SUCCESSFUL RETAIL ENVIRONMENT

Illustrated in the images on the right are a series of shopfront elements, many of which can be added incrementally to key downtown commercial streets like Marion Ave, Olympia Ave, Nesbit St, Taylor St, Sullivan St, and US 41. This sequence demonstrates how each component can positively contribute to the overall function and composition of the street.

Street lighting and trees are vertical elements that help to define the public realm while also making the pedestrian feel safer and more comfortable. Trees, even in winter, add a sculptural quality and interest to the streetscape.

On-street parking allows easy vehicular access to store fronts and also acts as a buffer from traffic that is moving within the roadway. Adding benches, trash/recycling bins and planters is a simple way to transform a street into a place; these components combine to prompt the pedestrian to linger next to the retail shops.

Providing space on the sidewalk for restaurant dining is another method for activating the public space. Extending sidewalk dining into the on-street parking zone, also known as a "parklet", quickly and affordably maximizes retail opportunities.



Street-oriented architecture and wide sidewalks are essential "building blocks" of the streetscape. In addition, on-street parking or protected bike lanes can help to separate people walking from moving vehicles.



Mature trees provide shade and visually define the public space.



Street furniture helps to transform a sidewalk into a place.



Awnings protect pedestrians from the weather.



Strategically placed signage and adequate lighting contribute to the street composition.



Sidewalk dining activates the public space.



Adding an outside display zone close to the street will increase retail visibility.



Spill-out zones into the on-street parking area are an affordable way to maximize dining.



Street lamps allow social and commercial activity to continue into the night. In addition, the spill lighting from shop windows adds to the warmth and safety of the pedestrian zone.



Existing Parking in Downtown



Concentrating Parking to Maximize Investment



Parking Management Solutions

V. The Big Ideas
Vibrant & Attractive Downtown

RECOMMENDED PARKING STRATEGIES

The first step to reducing excessive, inefficient, and unattractive surface parking in prime Downtown locations is to address the root cause: reducing the need for and amount of un-managed surface parking. This can be achieved through several strategies.

- Shared Valet Program.** Business owners, together with the city and any local BIDs or Merchants Associations can provide a shared valet, whereby visitors can drop-off and pick-up their cars in any of the available valet stands in a certain area.
- Time Limited Parking.** Rules that limit the amount of time a car can stay parked on the street. This helps to keep on-street parking spaces available.
- Centralized Shared Parking.** In place of on-site parking, development can pay into a fee-in-lieu program to promote more centralized parking and reduce the number of surface spaces spread throughout the city, which helps to preserve more pleasant walks and better views.

lanes, and better roadway crossings. These projects are good candidates for in-lieu fee funds.

- Carpooling and Ridesharing.** Development-based ridesharing subsidies, shuttling, guaranteed ride home, and carpooling programs to support reduced vehicle ownership.

Education, Marketing, and Information. Developers contribute funds to the City's non-automotive education program to educate users and the surrounding community of the benefits of using non-vehicular means of transportation.

- Shared Valet Program.** Business owners, together with the city and any local BIDs or Merchants Associations can provide a shared valet, whereby visitors can drop-off and pick-up their cars in any of the available valet stands in a certain area.

- Time Limited Parking.** Rules that limit the amount of time a car can stay parked on the street. This helps to keep on-street parking spaces available.

- Centralized Shared Parking.** In place of on-site parking, development can pay into a fee-in-lieu program to promote more centralized parking and reduce the number of surface spaces spread throughout the city, which helps to preserve more pleasant walks and better views.

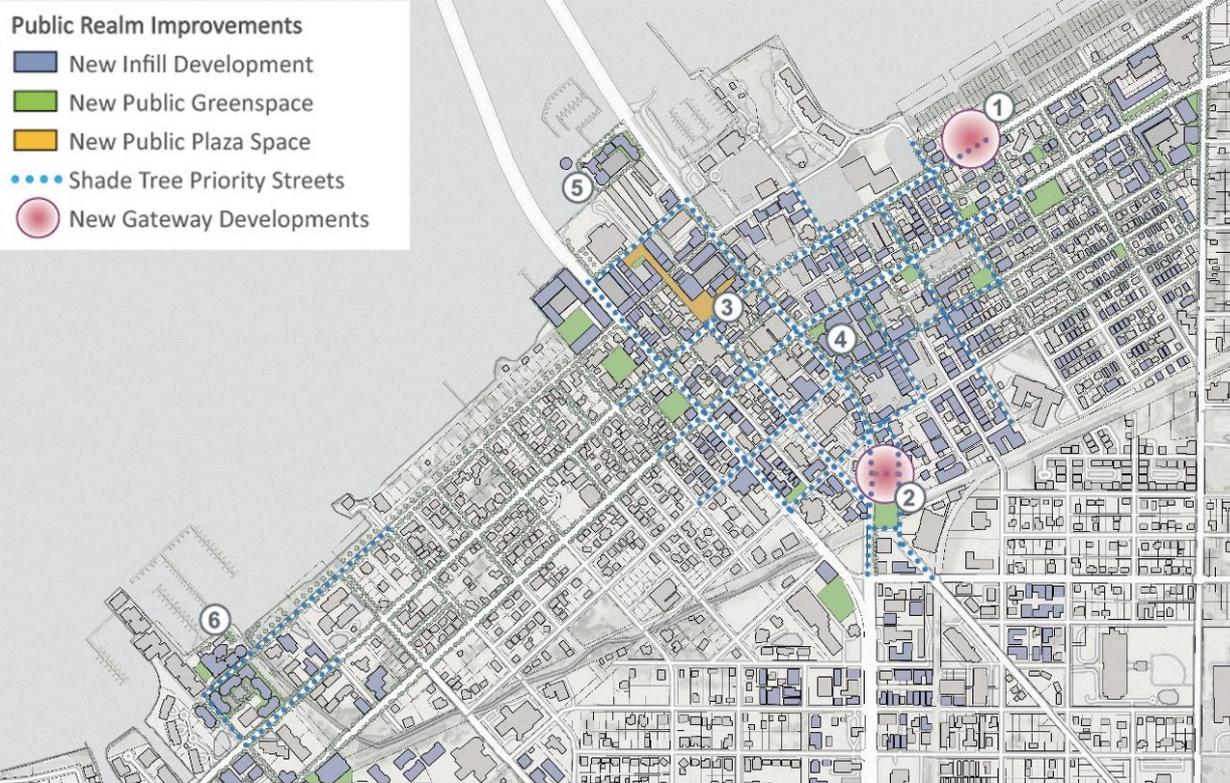
Progressive Parking Prices. Though the City of Punta Gorda does not currently charge for any type of parking, the testing and gradual implementation of progressive pricing for downtown parking could help ensure that existing and future spaces get fully utilized, while at the same time encouraging people to take different modes of transportation. Progressive pricing works by charging more in places where there is more demand, like on-street parking, and charging less for not at all in places that often go underutilized, like city garages.

As the City updates its zoning codes, ordinances and parking policies, these modern mitigation and management concepts can be evaluated to further reduce the reliance on the personal automobile in downtown and in the surrounding communities.

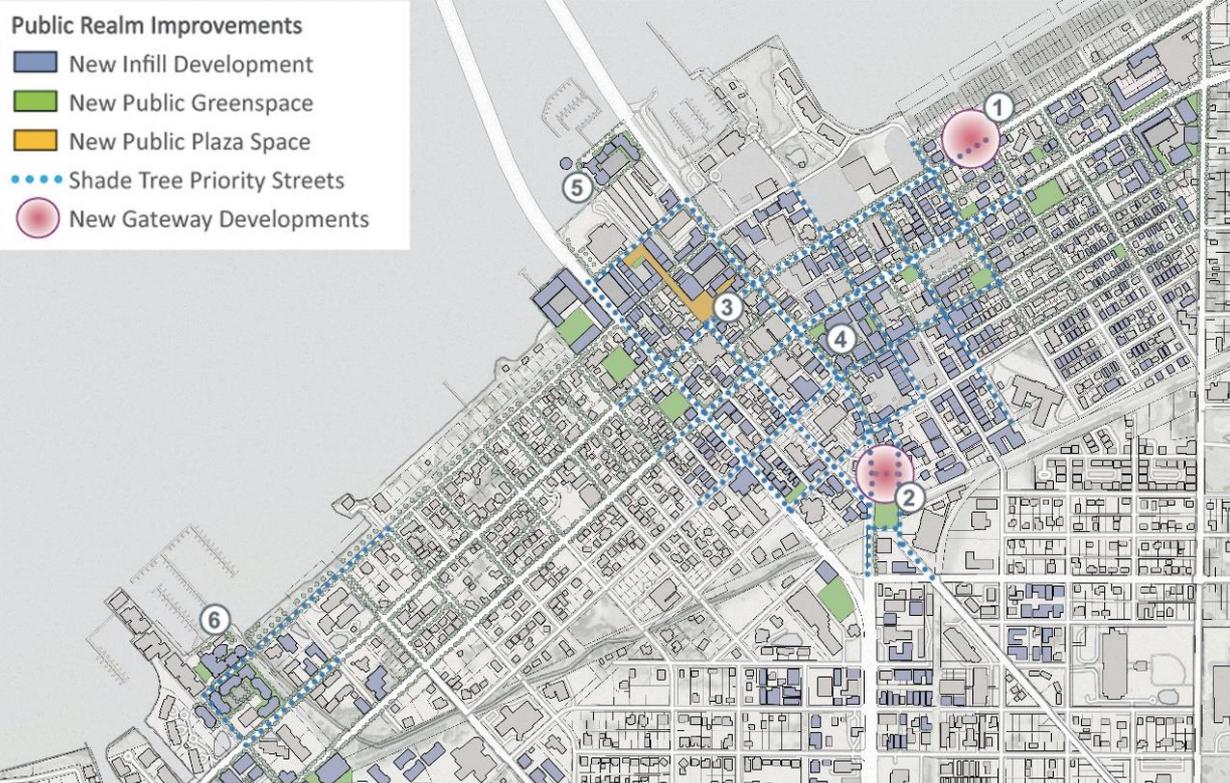
Figure 52: Maps of Existing vs. Proposed Parking in Greater Downtown



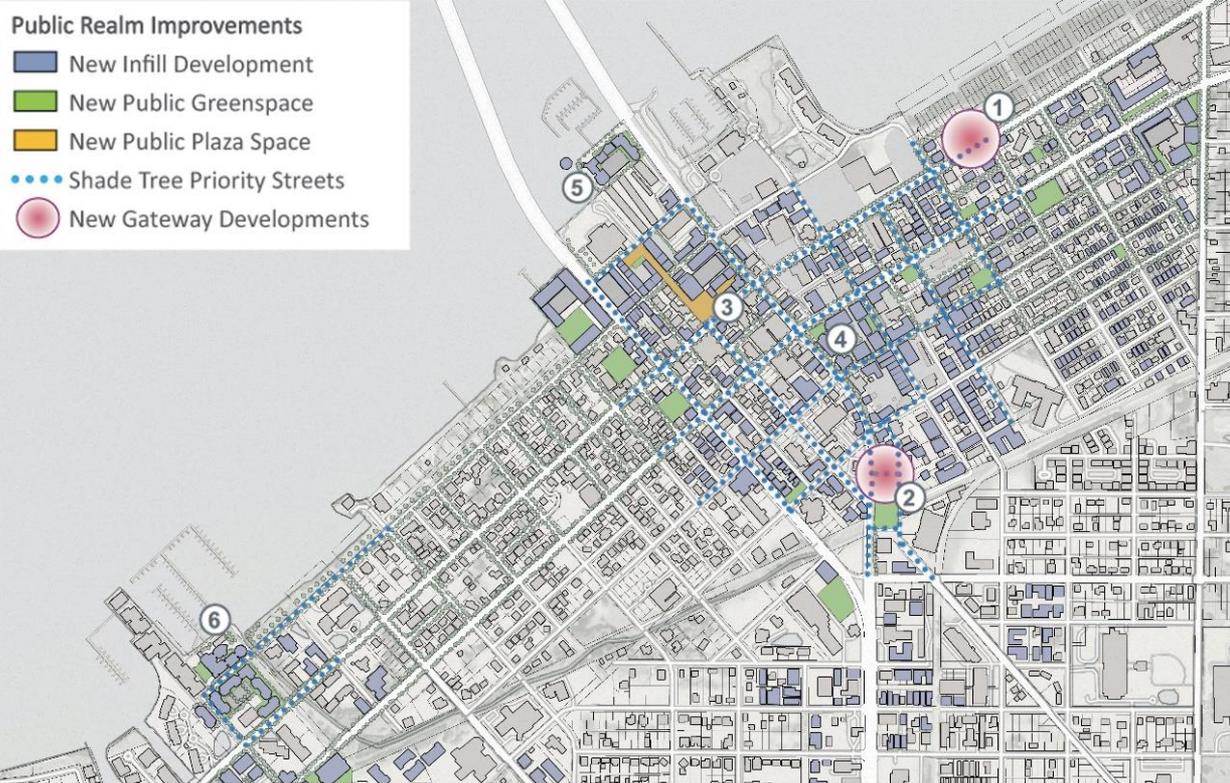
Public Realm Enhancements



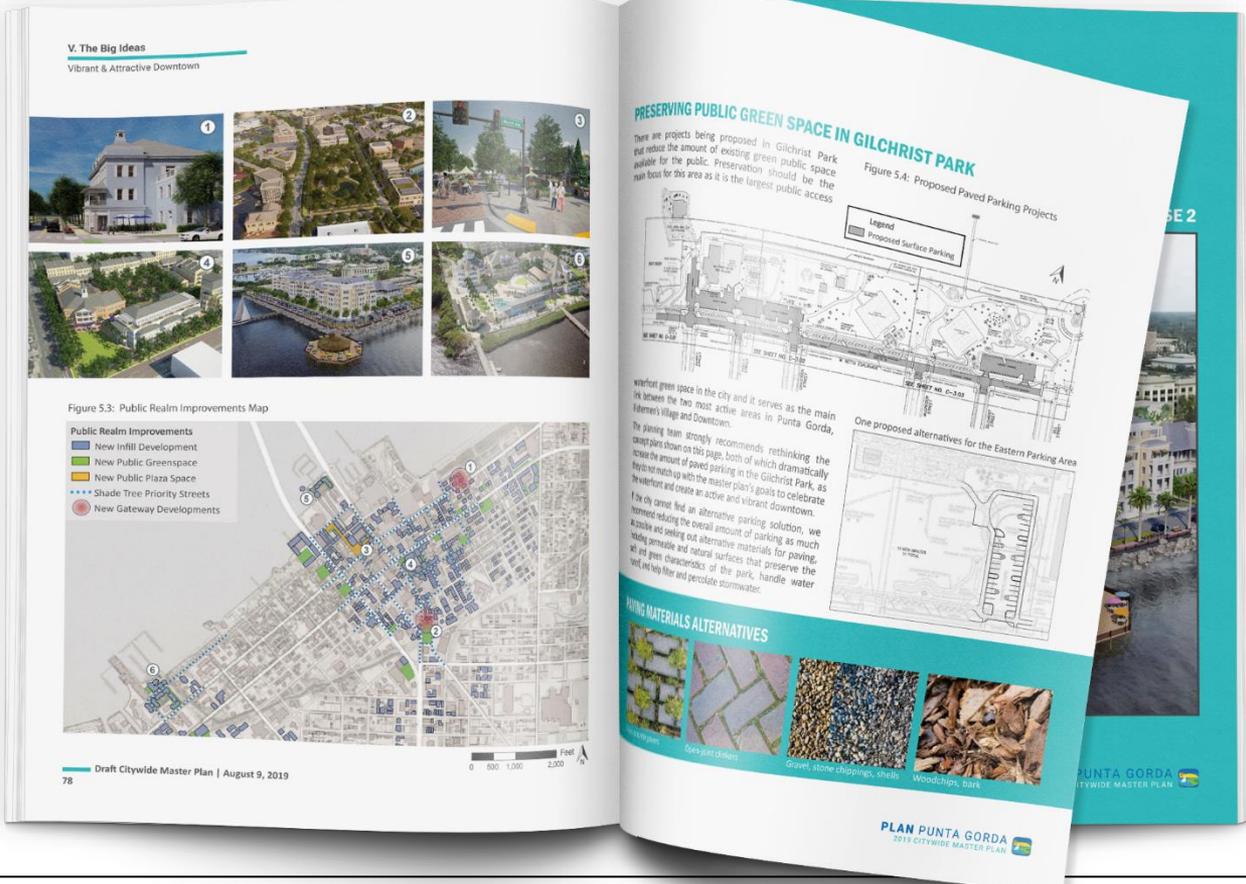
Public Realm Enhancements



Public Realm Enhancements



Preserving Greenspace Where it Counts



Gilchrist Park Activity Center



Feasibility Analysis & Report

An initial internal draft has been submitted and edits are being incorporated. The document is set to be published on the City website by Wednesday, September 4th.

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Celebrate Charlotte Harbor & Welcome More Boating

Central Idea:

Partner with waterfront property owners, yacht clubs, and local boating advocates, to increase amenities for visiting and local boaters, protect the unique marine habitat of the harbor, and uphold Punta Gorda's reputation as a world class sailing, boating, and fishing destination.

Celebrate Charlotte Harbor & Welcome More Boating

BIG CHALLENGES

- Lack of upland facilities, boat slips, and day docks to accommodate the demand from local and visiting boaters
- East mooring ball field is inaccessible to boats of a certain size due to the height restrictions of the US 41 bridges
- Derelict and abandoned boats left along the harbor with insufficient enforcement of existing regulations from police
- Dinghy docks at Gilchrist Park
- Insufficient public funds and capacity to expand and operate additional public marinas and boating facilities

KEY CITY INVESTMENTS & POLICIES

- Partner with Fishermen's Village, the PG Waterfront Hotel, and the Sheraton Four Points to expand their marinas and provide upland facilities and additional day docks for visiting boaters
- Consider the removal of dinghy docks at Gilchrist Park
- Invest in a western mooring ball field and adopt and enforce strict regulations for boaters using these mooring balls
- Construct new kayak launches
- Invest in new artistic lighting for the Gilchrist and Barron Collier bridges that can be programmed for special events only or for certain hours of the night

Expand Amenities for Visiting & Local Boaters

V. The Big Ideas

Waterfront & Boating

Figure 5.5: Map of Proposed Waterfront and Boating Amenities



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RECOMMENDATIONS FROM THE BOATERS ALLIANCE HARBOR MASTER PLAN

- Establish a western mooring ball field to provide boating bouoans and provide a mechanism to manage and control anchorage at Gilchrist Park
- Adopt and enforce regulations for boats using mooring ball fields or anchoring in the harbor
- Work with Fishermen's Village to expand their existing marina and provide upland facilities for visiting boaters including showers, bathrooms, and laundry
- Work with the Punta Gorda Waterfront Hotel (PGWH) to re-establish its marina and provide upland facilities for the west mooring field
- Work with the Sheraton Four Points to establish a marina and boating friendly environment
- Add additional dinghy and day docks behind the Charlotte Harbor Event Center, and at Fishermen's Village, PGWH, and the Four Points
- Expand mooring facilities at Punta Gorda Park, located on US 1, and at the Charlotte Harbor Point
- Provide improved boat access to PGI boat ramp by completing Buckley's Pass "Bird Cut"
- Work for permits to dredge deeper at Punta Gorda for a depth of 4.5 to 7' and also work with the county to deepen Alligator Creek
- Partner with Fisherman and Fishermen's Village to study the feasibility of a future water taxi
- Work with the Department of Commerce, Visit Citrus, and Boating Operators to expand existing events and develop large boating events like the Salt 'n' Pepper Fest
- Work with the County Chamber and Tourism Bureau to establish an outreach and ongoing marketing campaign targeting boating and fishing, as well as sailing, kayaking, and fishing enthusiasts.

COMPROMISE AT GILCHRIST

While the Boaters Alliance Harbor Master Plan recommends expanding dinghy docks and constructing a breakwater there, Gilchrist, focusing on the existing dock at Fishermen's Village, the Punta Gorda Waterfront Hotel (PGWH), and the Sheraton Four Points. Historic District residents, particularly those at Gilchrist Park, have expressed deep frustration in the park, particularly the derelict site abandoned or unkempt across from the surrounding pickle ball, though the city has reduced the number of courts there and is strict noise control measures to address complaints.

As a result, the proposal to increase boater access at Gilchrist and add a western mooring field has been largely rejected by the neighbors of Gilchrist Park. A possible compromise would be to allow the construction of a western mooring field in exchange for the removal of any additional boating at Gilchrist and PGWH and Fishermen's Village. A recommendation to restore goodwill between the Historic District HOA would be to establish an oversight committee to ensure proper compliance with boating ordinances and to review and update the ordinances on an ongoing basis as necessary.



PLAN PUNTA GORDA
2019 CITYWIDE MASTER PLAN

- Work with Fishermen's Village to expand their existing marina and provide upland facilities for visiting boaters including showers, bathrooms, and laundry
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PUNTA GORDA
CITYWIDE MASTER PLAN

Apply Big Art to the Bridges

V. The Big Ideas
Waterfront & Boating

BRIDGE LIGHTS RENDERING - PHOTO SIMULATION

It's a celebration!

As an enhancement to the city for locals and visitors alike, the US 41 bridge can incorporate decorative lighting that can be used on occasion, either for certain hours of the night or for special celebrations. Lighting options will be temporary and can be controlled for time and intensity, minimizing any potential effects on the marine life and the natural ecosystem.

Here, we show two possible lighting options that the bridge can have and can serve as a landmark, a point of interest or tourist attraction.



London Bridge Gets an Artistic Makeover

Four of London's most iconic bridges are being lit up this year as part of an ambitious new art commission to illuminate the Thames River.

The artwork will be in place for ten years and lights will be turned off every night at 2am. The images on the right show two color options for the London Bridge designed by artist Leo Villareal.



Gilchrist Park Existing Daytime Conditions

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Bridge lit up with Soft White/Amber LED Lighting



Bridge lit up with Rainbow LED Lighting for a Special Event

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FOUR POINTS WATERFRONT

Existing Condition



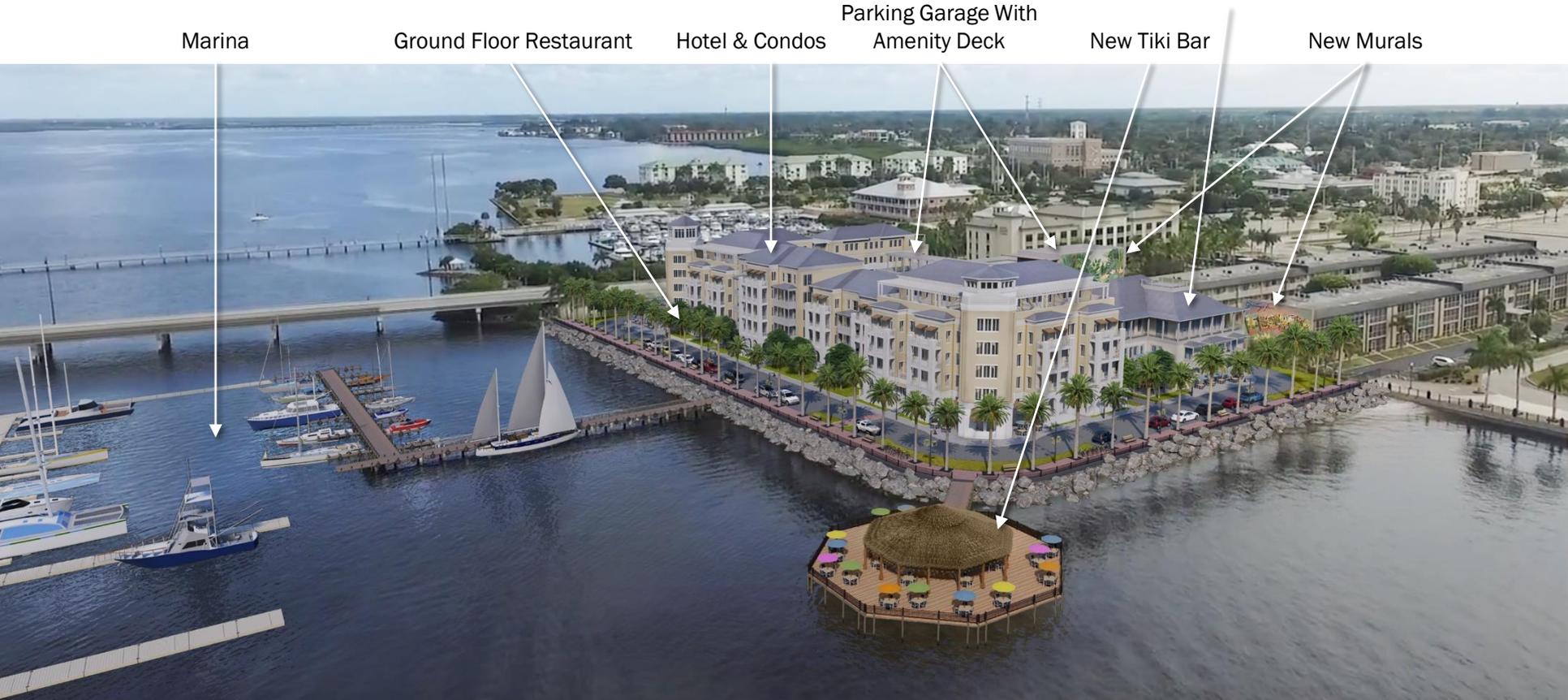
FOUR POINTS WATERFRONT

Planned Phase 2 Expansion



FOUR POINTS WATERFRONT

Planned Phase 2 Expansion



Marina

Ground Floor Restaurant

Hotel & Condos

Parking Garage With
Amenity Deck

New Tiki Bar

Club House & Marina
With Restaurant

New Murals

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Diversify Housing Types

Central Idea:

New multi-family and compact residential development fills in the missing teeth around Punta Gorda, attracting young families and a wide variety of service workers and professionals all while promoting walkability and bikeability.

Diversify Housing Types

BIG CHALLENGES

- Little to no housing, particularly annual rentals, are being built in the downtown core
- Lack of diverse and affordable housing options, including small rental apartments, cottages, townhomes, duplexes subsidized housing, and assisted and independent living developments
- Retiree demand has long been driving up housing prices

KEY CITY INVESTMENTS & POLICIES

- Actively encourage the development of large opportunity sites downtown
- Revise zoning and land-use regulations to allow for enough intensity and predictability to get realistic developments built and attract more residents
- Ensure that residential density controls are calibrated to allow for missing middle housing types including townhouses, duplexes, fourplexes, cottage courts, and small apartment buildings
- Consider the adoption of a development bonus program which grants additional development potential in exchange for community benefits, like affordable housing units
- Support the creation of a community land trust to encourage affordable infill development

Understanding the Existing Housing Stock

V. The Big Ideas

Diverse Housing Types

EXISTING HOUSING TYPES

Housing stock in Punta Gorda is diverse in age, condition and occupancy. Significant portion of housing is seasonal occupied. Home ownership is comparatively high in Punta Gorda. After the Great Recession owner-occupied households now represent 82.6 percent of all Punta Gorda households. However, household ownership among young households headed by an individual aged 24 to 34 is only 23 percent.



Source: Victor Dover, taken during Punta Gorda site tour

Single Family Detached House

The Punta Gorda housing stock is dominated by single-family houses with 57.5 percent of all units detached by 2016. While single family housing should be remained as one of the major housing choices, single family zoning limits the supply of housing and can drive up housing prices.



Source: <https://www.apartments.com/school-house-apts-punta-gorda-fl/mhmagm/>

Multi-family Building

Multi-family buildings have a less prominent presence in Punta Gorda. 9.4 percent were in duplexes, triplexes or quadplexes. Only 8.7 percent of units were in structures with 20 or more units.



Source: <https://www.gulfcoastapts.net/>

Affordable Housing

The Punta Gorda Housing Authority's (PGHA) public housing programs provides the federally subsidized rental properties to low-income families of Charlotte County. The PGHA manages 180 public housing apartments located in the City of Punta Gorda.



Source: <http://www.theoakbonherry.net/index.html>

Compact Villas

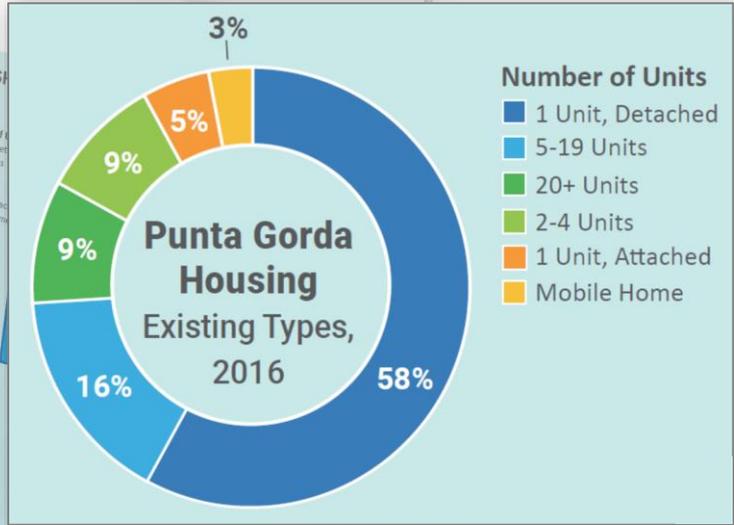
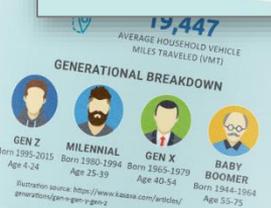
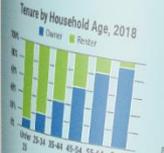
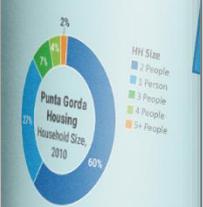
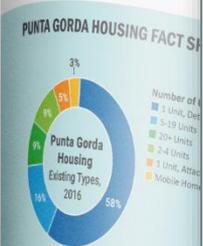
Compact villas are composed of small scale detached houses laid out in a compact manner. Recent development in Punta Gorda such as Taylor Row, also known as Henry St Villas is an example of this type of development.

KEY FINDINGS ON HOUSING FROM THE ECONOMIC & FISCAL ANALYSIS REPORT

Develop a Greater Variety of Housing Types
Development of new housing of different sizes at a range of rent and price levels would help diversify the city's housing stock, allowing more local employees to live in the city and reduce their commutes while providing a larger year-round population to support local businesses.

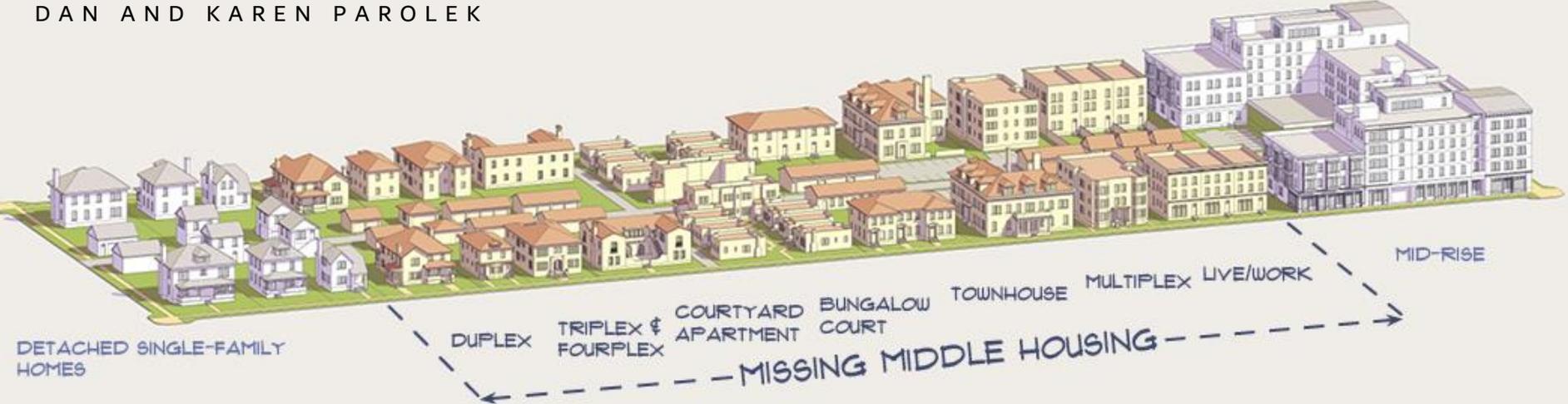
Increase the Amount and Density of Multi-Family Development
Increasing zoning limits from 15 units per acre would allow better use of the land and reduce the costs of building new housing.

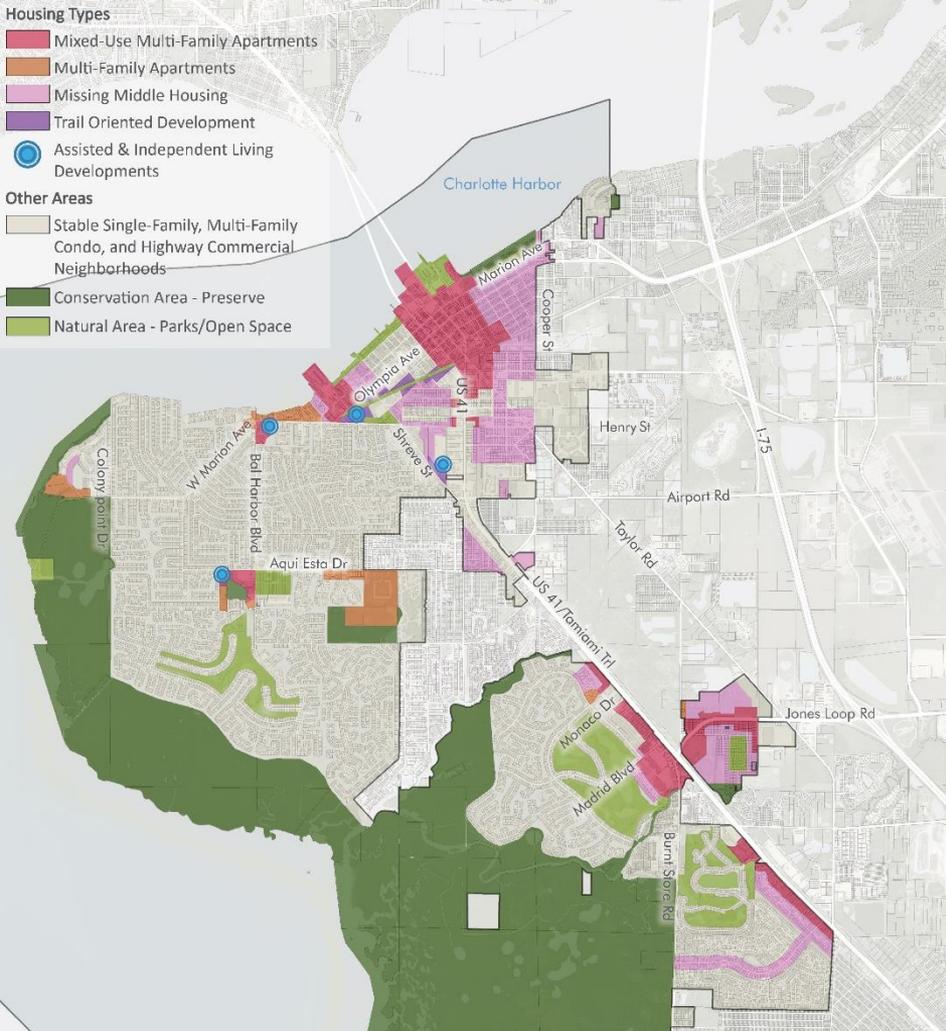
Build More Housing in and Near Downtown
The downtown businesses need more customers who can walk to the cafes, restaurants and stores, providing a more reliable source of demand.



What's Missing?

DAN AND KAREN PAROLEK





Diverse Housing Development Opportunity Areas Map



Townhomes

Small-sized to medium-sized structure. 2 to 8 attached single-family homes placed side by side. Accessed by car through a rear alley.



Duplex

Small to medium sized structure that consists of 2 attached homes, with both entries facing the street.



Fourplex (Quadplex)

Medium sized structure that consists of 4 attached homes: 2 on the ground floor and 2 above with 1 shared entry.



Cottage courts

A series of small detached homes facing onto a shared court. The court is typically oriented perpendicular to the main street front.



Compact villas

A type of development that arranges small footprint and typically taller homes in a compact form alley or shared court access. They feature both attached and detached homes.



Small scale apartments

A medium structure that consists of 5 to 10 side by side or stacked apartments, usually with 1 shared entry. Buildings wrap around a small court.

Testing New Housing Types on Typical Lots

V. The Big Ideas
Diverse Housing Types

POSSIBLE HOUSING CONFIGURATIONS

The following configurations shows how density could be increased while retaining a relatively small scale neighborhood character.



Larger Building Footprint

House Types:
Small apartment, Townhouse
Total Units: 16
Density: 26 homes/acre



Medium Building Footprint

House Types:
Duplex with ADU, Live-work with ADU, Small apartments
Total Units: 14
Density: 23 homes/acre



Smaller Building Footprint

House Types:
Cottage court
Total Units: 12
Density: 20 homes/acre



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ENCOURAGE MORE HOMES PER ACRE WITH POLICY

Zoning ordinance plays an important role in increasing residential density or the allowable number of homes per acre, in town development. Attracting quality development consists, in town and expediting the approval process for developments that meet city housing goals. Financing, partnerships and shared equity models also facilitate higher density development. The matrix below outlines some policies that encourage density.

ZONING & PLANNING	FINANCING	PARTNERSHIPS	SHARED EQUITY
State Override of Local Zoning	Density Bonuses (Height / FAR)	Assessment Districts (BID or TRID)	Annually track Progress and Assess Goals
Re-zoning Res 1 Districts to Allow 2 Units	Micro-Units and Design Incentives	Vacancy Tax on Vacant Homes	Public Lands for Housing
Parking Reductions	Allow Accessory Dwelling Units	Reduce taxes on new affordable housing	Public-Private Partnerships
Worktime Exemption Standards	Reduce Minimum Lot Size	Wealth Building Home Loans	Funding for Infrastructure & Open Space
Fast-track Approval process	CDFI Program	Land Control & Equity	Housing Cooperatives
		Joint Development	Rental Equity
			Shared Equity Ownership

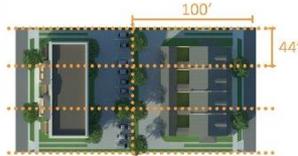
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Calibrating Residential Density Controls



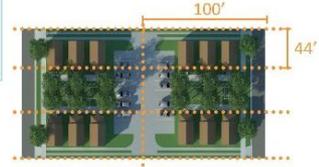
Larger Building Footprint

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Small apartment, Townhouse
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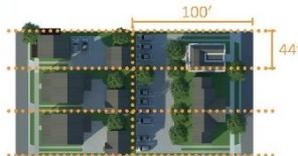
Smaller Building Footprint

House Types:
Cottage court
Total Units: 12
Density: 20 homes/acre



Medium Building Footprint

House Types:
Duplex with ADU, Live-work with ADU, Small apartments
Total Units: 14
Density: 23 homes/acre



EAST DOWNTOWN

Existing Condition



EAST DOWNTOWN

Potential Infill Development

Phase 2: Medical Village, Marion and Olympia Infill



EAST DOWNTOWN

Potential Infill Development

Phase 2: Gateway Development and Additional Residential Infill



EAST DOWNTOWN

Potential Infill Development

Phase 2: Hospital Expansion and Additional Residential Infill



EAST DOWNTOWN

Potential Infill Development



GATEWAY DEVELOPMENT

HOSPITAL EXPANSION

MEDICAL VILLAGE

TOWNHOUSES

MULTIPLEX APARTMENTS

POCKET PARK

Medical Villages

The concept of Health Districts and Villages is gaining traction across the country as medical professionals and institutions focus more and more on preventative care and value-based outcomes.

Lee Health in Fort Myers is developing a new Health Village in Coconut Point to improve health management for its retirement community. Phase 1 of this project is a 163,000 square-foot campus that includes a lifestyle clinic with 70 exam rooms, and outpatient surgery center, and emergency center. It's connected to the neighborhood with comfortable bike and walking paths.



Image by Flad Architects



EAST DOWNTOWN – MILUS STREET

Existing Condition



EAST DOWNTOWN – MILUS STREET

Potential Infill and New Mid-Block Street

EAST DOWNTOWN – MARION AVE

Existing Conditions



EAST DOWNTOWN – MARION AVE

Potential Gateway Development



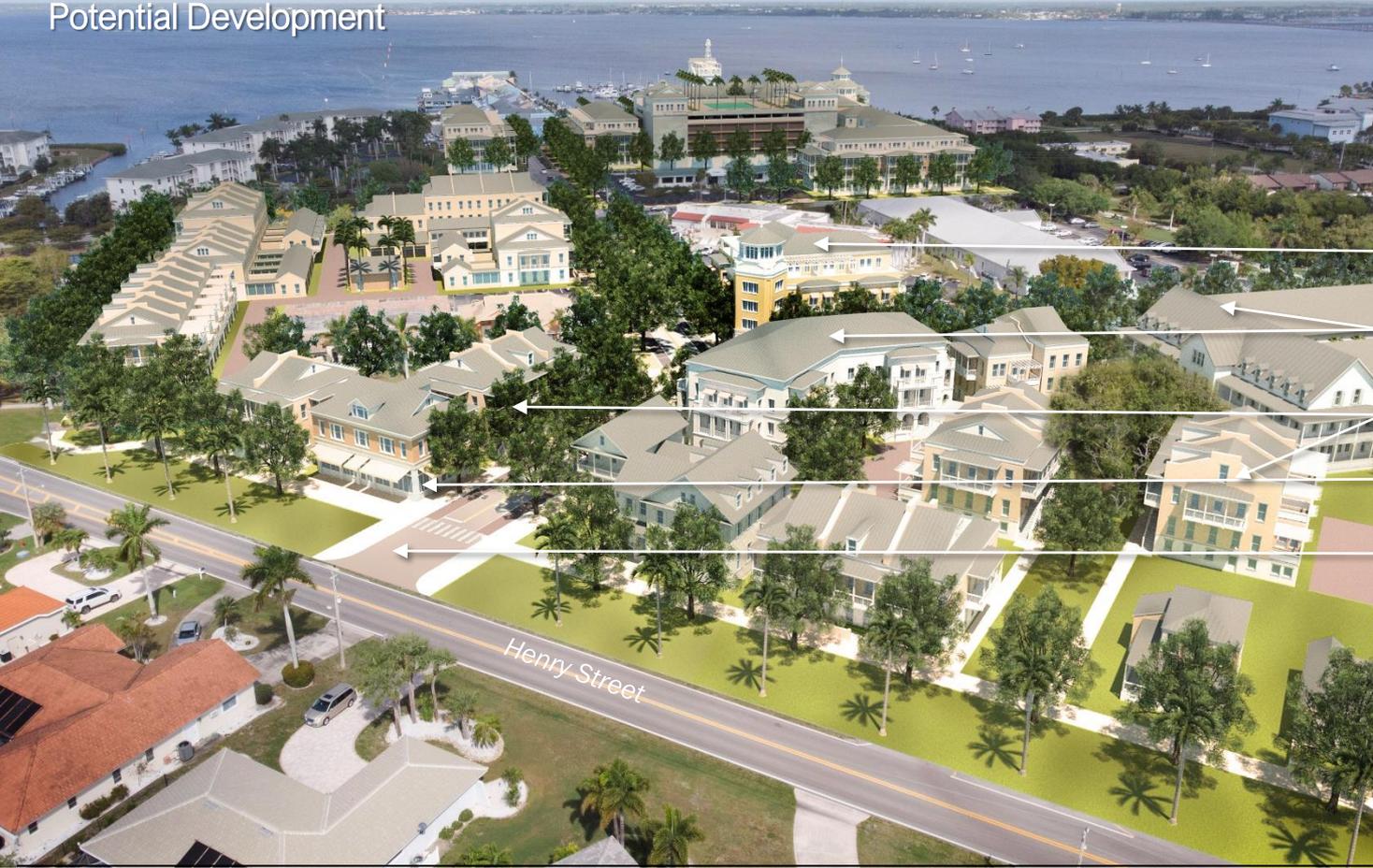
HENRY & MAUD STREET

Existing condition



HENRY & MAUD STREET

Potential Development



New Focal Building

Multigenerational
Housing Development

Townhome/Villas

Ground Floor Retail

Olympia Street Shift to
T-Intersection

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Fully Embrace Walking & Biking

Central Idea:

Investments in expanded and upgraded transportation facilities that make walking and biking safe, convenient, and attractive, while also spurring private investment in key growth areas.

Fully Embrace Walking & Biking

BIG CHALLENGES

- People with little or no experience who perceive biking as a dangerous activity
- Gaps in the trail network means that people riding bikes must sometimes take less safe routes on high speed thoroughfares to connect
- High vehicle speeds on US 41 north and south bound, and the lack of high visibility crosswalks make it less comfortable to walk and bike downtown
- Lack of shade trees, particularly in suburban and highway commercial areas, make it less comfortable to walk and bike in Punta Gorda
- Narrow suburban streets without paved shoulders and with drainage swales on either side make it difficult to construct new bike facilities along them

KEY CITY INVESTMENTS & POLICIES

- Revise regulations to enact the Complete Streets Resolution adopted in 2013 to guide street design in the future
- Approve and construct a low-stress minimum grid network of trails and bicycle facilities and study the long-term construction of a complete bicycle vision network as recommended in this section of the master plan
- Work with FDOT to adopt the City's recommended Context Classification Map (Figure 5.8)
- Reduce car speeds Downtown and improve circulation by restoring Marion & Olympia Ave to two-way traffic and by implementing road diets for US 41 Downtown and Marion & Olympia between US 41 N and Cooper St

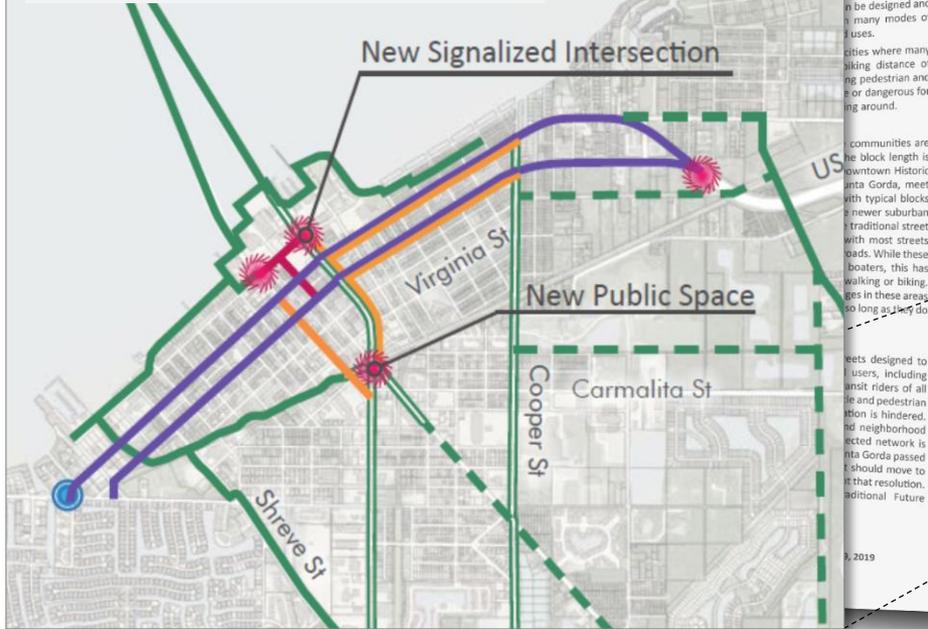
Pedestrian Improvements

Pedestrian Street Improvements

-  One-Way to Two-Way Conversion
-  Road Diet
-  Shared Street/ Woonerf*
-  Intersection Improvements
-  Roundabout

Multi-Use Trail Network

-  Existing Multi-Use Trail



V. The Big Ideas

Walkability & Bikeability

STRATEGIES TO EXPAND WALKABILITY

Towns and cities throughout the country are in the process of restoring old neighborhoods and creating new neighborhoods that are both walkable and accessible.

Communities are the block length in downtown Historic Punta Gorda, meet with typical blocks in newer suburban settings, with higher vehicle speeds, design relies more on signal timing and separate dedicated spaces to dictate how people move through and use the roadway. When there are desired context changes, as have been suggested in the Context Classification Map (Figure 5.8), these changes should be documented as justification for right-sizing existing roads. Road diets based on economic revival, like the revitalization of East Downtown Punta Gorda, have the greatest chance of success.

As shown on the Recommended Pedestrian Improvements Map (Figure 5.9) to the right, four road diets have been recommended for Downtown Punta Gorda. E Main Ave and E Olympia Ave between Cooper St and US 41 Northbound are reduced to two lanes in each direction, in order to slow down speeds coming into downtown and in order to accommodate a one-way separated bike facility westbound on Marion Ave and eastbound on Olympia Ave.

US 41 N from Carmalita to the bridge, and US 41 S from Marion Ave to Carmalita are also reduced to two-lanes. Because both bridges are currently two-lanes, maintaining that number of lanes through Downtown will discourage dangerous speeding from cars coming off Gilchrist Bridge or entering onto Barron Collier Bridge. Traffic counts support the reduction along this corridor, except between Marion Ave and Retta Esplanade; due mostly to the fact that there is only one way in and out of Downtown. By restoring Marion and Olympia to two-way movement, traffic will be better dispersed throughout the Downtown to help mitigate any potential congestion.

Current best practices, which are shared by 200+ nations throughout the country, include the National Association of City Transportation Officials (NACTO) and the Congress for

Character Areas, as well as Neighborhood Centers, should be prioritized for complete streets treatments.

Right-Sizing

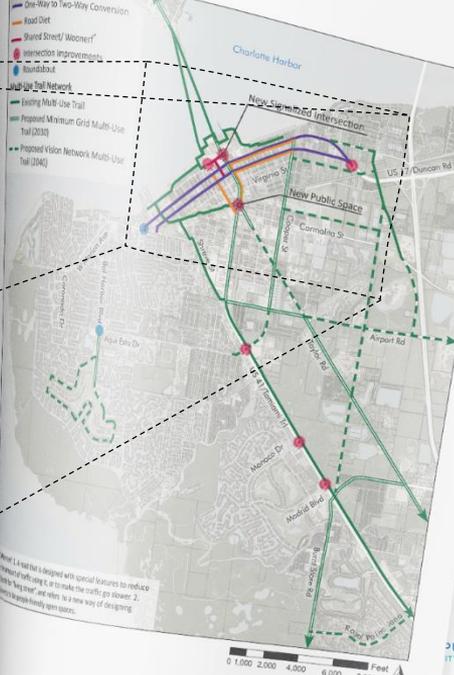
Right-sizing the roadway involves changing the elements in the public right-of-way to balance the amount of road space for all people (pedestrians, bicyclists, transit users, and drivers). In the compact urban context, slow moving vehicles and shared space guides street design. In suburban settings, with higher vehicle speeds, design relies more on signal timing and separate dedicated spaces to dictate how people move through and use the roadway. When there are desired context changes, as have been suggested in the Context Classification Map (Figure 5.8), these changes should be documented as justification for right-sizing existing roads. Road diets based on economic revival, like the revitalization of East Downtown Punta Gorda, have the greatest chance of success.

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Current best practices, which are shared by 200+ nations throughout the country, include the National Association of City Transportation Officials (NACTO) and the Congress for

Figure 5.9: Recommended Pedestrian Improvements Map



*Woonerf is a street design with special features to reduce vehicle speeds, and when the traffic is slower, it encourages people to use the space.

...ing it to lived ce of there car is speeds re than

...ets that cyclists, as e widths, stipulated ith slower the space signing for hat actually eeds rather limits alone. iter affect on

...ie and dignified the City should where they are walk plan should investments and nected network. Neighborhood ing. Neighborhood cing communities, timed 4,000 kids ind along corridors tomobile demand.

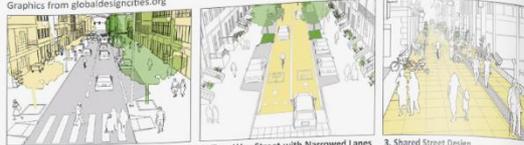
...places as well, and mate, shade is much g means of getting with street trees that street trees should be edge of pavement to

Strategies to Calm Streets & Improve Safety

V. The Big Ideas

Walkability & Bikeability

Graphics from globaldesigncities.org



1. Street Trees/Street-Oriented Buildings

2. Two-Way Street with Narrowed Lanes

3. Shared Street Design



4. Reduced Turning Radius & Gateways



5. Pedestrian Refuges



6. Pinchpoints & Mid-Block Crossings



7. Speed Hump & Speed Cushions



8. Speed Tables/Elevated Crosswalks



9. Mini Roundabouts



10. Pavement Materials & Appearance

TEN TOOLS FOR TRAFFIC CALMING

In areas of the city where we want people walking, biking, eating, and interacting safely, these ten street design tools can be used to reduce car speeds and increase both driver and pedestrian awareness. These tools can be broken into two main buckets: design intent and design additions. Design intent describes how the street looks and feels. Are there active storefronts with on-street parking and shade trees? Do I have to slow down to make a right turn? Is there rough pavement? The second set of tools are elements that are typically added as a low-cost solution for dangerous streets, such as speed bumps, mini roundabouts, and pedestrian refuges.

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Benefits of road diets include:

- Overall crash reduction of 19 percent to 47 percent;
- The opportunity to allocate the extra roadway width for other purposes, such as on-street parking, landscaping, street trees, and bike or pedestrian enhancements;

the New Urbanism/Institute of Transportation Manual (NUI/ITE Manual). These references adjustments to street dimensions that are road diet (e.g., narrowed lane widths and dimensions, wider sidewalks, minimum street width). On existing four-lane streets with less transportation experts around the competing road with as a priority.

benefits of road diets include:

- Overall crash reduction of 19 percent to 47 percent;
- Reduction of rear-end and left-turn crashes with the use of a dedicated left-turn lane;
- Fewer lanes for pedestrians to cross, opportunity to install pedestrian refuge islands;
- The opportunity to install bike facilities where cross-section width is reallocated;

Reduced right-angle crashes as side streets, motorcycles, and curb radii, are dimensions stipulated in the design manuals as factors of speed. With slower speeds, acceptable lane widths decrease and the space between street tree and curb is reduced. Designing for slower speeds is critical for creating streets that encourage motorists to travel at lower speeds rather than relying on signage and posted speed limits alone. The geometry of the street has a much greater effect on motorist behavior.

Sidewalks

For walking to become a regular, accessible and dignified means of transportation in Punta Gorda, the City should embark on a process of adding sidewalks where they are currently missing. A comprehensive sidewalk plan should be developed which prioritizes sidewalk investments and ensures those investments result in a connected network. Emphasis should be placed on connecting Neighborhood Centers and Crossroads to their surrounding communities, especially along routes used by the estimated 4,000 kids and teens studying in Punta Gorda, and along corridors with both high pedestrian and high automobile demand.

Sidewalks must also be comfortable places as well, and needed to make walking an inviting means of getting around. Sidewalks should be lined with street trees that have shade-providing canopies. The street trees should be planted between the sidewalk and edge of pavement to



Transition from a single-lane road with two-lane road with a median

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2019 CITYWIDE MASTER PLAN

PUNTA GORDA
CITYWIDE MASTER PLAN

Framework for Context-Sensitive Streets

V. The Big Ideas

Walkability & Bikeability

FRAMEWORK FOR DESIGNING STREETS THAT ACCOMMODATE EVERYONE

The ability to bike and walk safely in Punta Gorda is a clear priority to residents, business owners, and stakeholders. The public participation process revealed that access to multi-use trails is a major draw for visitors and residents and that there are several gaps in the existing network that should be addressed to improve safety and ensure that people of all ages and abilities are able to benefit from bicycle and pedestrian facilities throughout the city.

Context Sensitive Street Design

A new way to ensure that streets, including County and State roads, enhance the character of the community and support biking and walking in desired neighborhoods, is to have the Florida Department of Transportation to adopt a Context Classification Map (Figure 5.8). The map to the right displays the City's recommended classification areas.

The function of context-based design is to balance the multiple and sometimes competing demands placed on streets. Context describes the physical form and characteristics of a place, interpreted on a block-by-block basis for thoroughfare design. What happens within the bounds of the right-of-way should largely be determined by the setting of private development laying outside of the right-of-way lines. The Future Character Areas Map (Figure 4.1), in conjunction with the Context Classification Map (Figure 5.8), provides a vision for what each area of the city should be like in the future in terms of development patterns, land uses and street types.

These maps inform which places are intended to be walkable urban, and which to be drivable-suburban. The design of streets should thus reflect the Future Character Area in which it is located. In those areas that are envisioned

Table 5.2: Context Classification Area Characteristics

Context Classification	Speed Range (Arterials & Collector)	Minimum Lane Widths (feet)	Sidewalk Width (feet)	Minimum Tree Spacing
C3 - Suburban	30-45 mph	10' (25-35 mph), 11' (40-45 mph)	6'	24'-40'
C4 - Urban General	25-35 mph	10' (25-35 mph)	10'	25'-30'
C5 - Urban Center	25-30 mph	10' (25-35 mph)	12'	25'

Data for this table comes from the FDOT Design Manual, Topic #625-000-002

as walkable urban places, streets should prioritize pedestrians and bicyclists. In those areas envisioned as drivable-suburban, streets should be designed for all users, although an emphasis may be placed on the motorist.

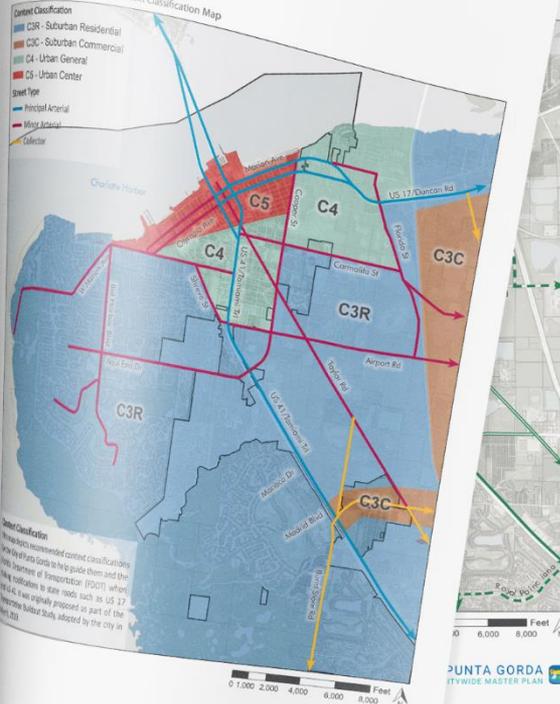
To achieve the City's multiple goals of vibrant nodes of commercial and community, revitalization, and walkability, the City will need to adopt new street standards with the following features:

- Lower target speed;
- Shorter curb radii;
- On-street parking; and,
- Narrower travel lane widths.

Arterial roads should become urban main streets as they enter urban areas or Neighborhood Centers. High-speed roads should transform to low-speed designs as they enter neighborhoods to slow traffic to pedestrian-friendly speeds of 20 miles per hour or less for the sake of safety.

Widening roads to accommodate through-traffic decreases local livability and should be avoided. New road capacity created through widening is quickly absorbed by drivers who previously avoided the congested road. This is known as "induced traffic" and explains the failure of newer, wider roads to reduce traffic congestion. Every increase in roadway capacity leads to increases in vehicle miles travelled. To reduce congestion, public transit, bikeways, sidewalks and mixed-use zoning and land use patterns that allow people to walk between destinations rather than drive should be explored.

Figure 5.8: Recommended FDOT Context Classification Map



Future Character Areas
The Future Character Areas Map (Figure 4.1) provides a vision for what each area of the city should be like in the future in terms of development patterns, land uses and street types.

Benefit of Restoring Streets to Two-Way Traffic

V. The Big Ideas

Introduction

ONE-WAY TO TWO-WAY CONVERSIONS

Cities around the country are eagerly embracing what is known as the Vision Zero plan for safety-focused streets. According to the National Complete Streets Coalition, more than 47,500 people in the U.S. died while walking on the street, from 2003 and 2012. After enough pressure, more important design consideration, included in traffic calming tools shown in the previous section, is restoring one-way streets back to two-way movement.

Traffic and Accessibility

Two-way streets provide a more direct connection when traveling from origin to destination. Direct connections therefore result in a reduction in vehicle miles travelled (VMT), which has compounding impacts on environmental sustainability, community health, and traffic efficiency. The increase in the miles traveled and increased congestion results in an increase in the expenditure of fossil fuels and an overall decrease in quality of life. Any increase in time spent in motor vehicles also increases the chance of an accident. Safety issues are further compounded by higher peak period speeds on one-way streets. Two-way streets are an traffic calming method that have proven effective in reducing speeds and overall travel times.

Economic Activity

High vehicle speeds typical on multi-lane, one-way streets like US 41, Marion Ave, and Olympia Ave result in uncomfortable walking environment which can also effect economic activity in downtown areas. Two-way streets are because they naturally reduce vehicle speeds, increase driver and pedestrian awareness, and increase traffic signaling. This serves local businesses who rely on foot traffic from onlookers and visitors who would have otherwise been put off by the confusion of one-way connections. A one-way network can actually prevent people, particularly visitors and tourists unfamiliar with the local streets, from reaching their destination in the most logical and efficient way possible. Two-way streets conversions can help revitalize commercial areas by encouraging slower circulation through those areas instead of a rapid pass through.

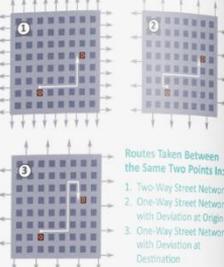


Figure Source: accessmagazine.org



Driver going in the wrong direction on US 41 / Tamiami Trail Northbound.

TRANSITIONING SEAMLESSLY FROM ONE-WAY TO TWO-WAY TRAVEL

Implementing One-Way to Two-Way Conversions on Marion and Olympia Ave

Though the restoration of both Marion and Olympia to two-way traffic is simple to accomplish given the available right-of-way for each street, the question of how these streets transition at other ends, on W Henry St and at US 17, is more complex.

The following plan illustrations display two different strategies for safely and efficiently transitioning both Marion and Olympia at each end. A roundabout terminates Marion at W Henry St, slowing down cars as they make an exit at the bridge to PGM and allowing traffic to flow together. At the eastern end, Marion and Olympia meet with a left- or right-turn only lanes. The new intersection can either have a protected intersection or a four-way stop with a stop warning light.



At the western end where W Marion Ave meets W Henry St a single-lane roundabout can accommodate the additional movements introduced with two-way travel on W Marion Ave.

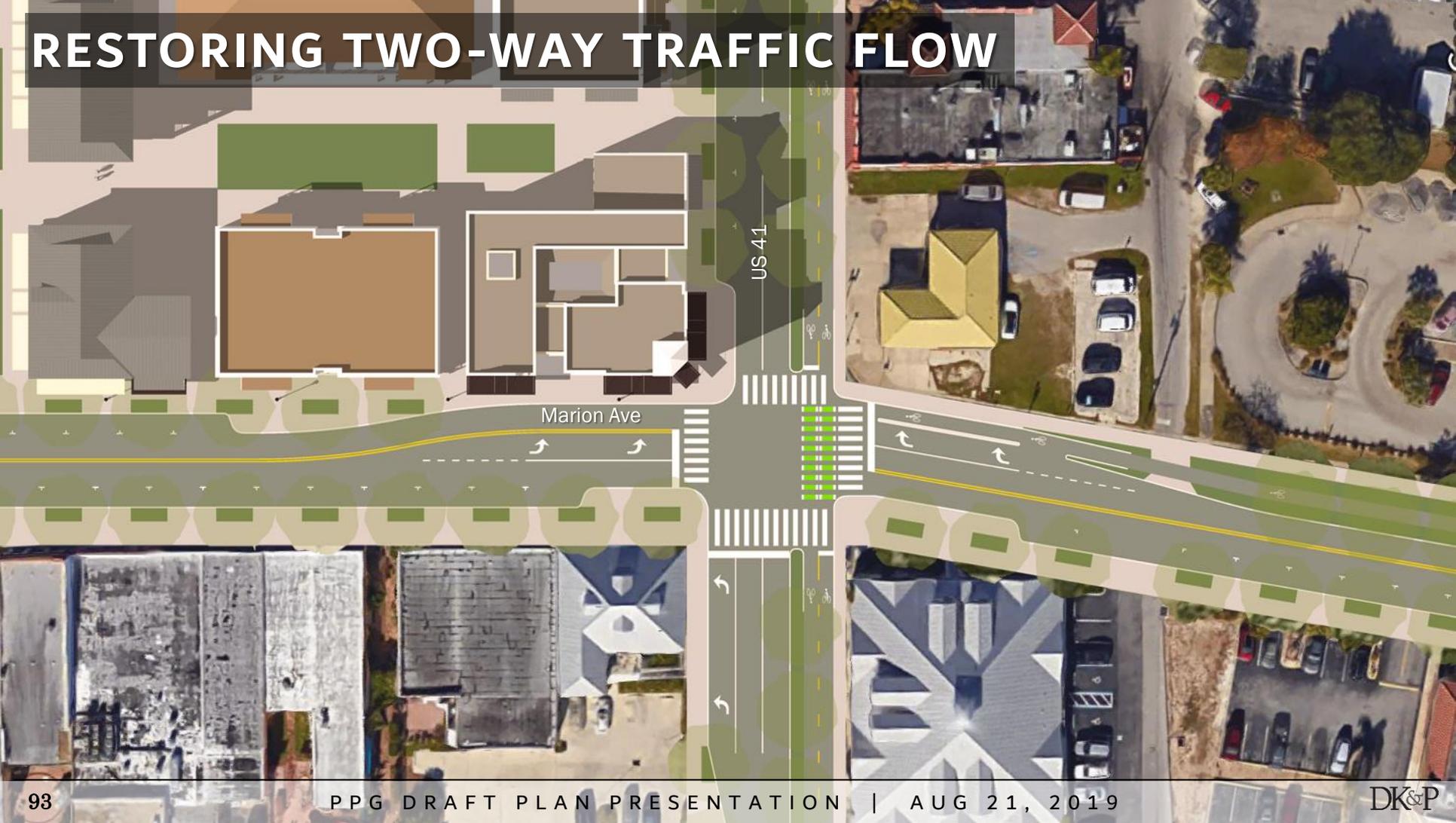


At the eastern end a simple signalized crossing transitions between two-way and one-way travel prior to the US 17 bridge over the railroad.

RESTORING TWO-WAY TRAFFIC FLOW



RESTORING TWO-WAY TRAFFIC FLOW



Transitioning Two-Way Traffic



At the western end where W Marion Ave meets W Henry St a single-lane roundabout can accommodate the additional movements introduced with two-way travel on W Marion Ave.



At the eastern end a simple signalized crossing transitions between two-way and one-way travel prior to the US 17 bridge over the railroad.

Right-Sizing US 41 Through Downtown

VI. Key Focus Areas Downtown Core

RETTA AND US 41 SIGNALIZED INTERSECTION

This intersection is one of the locations where different as possible. Also, it encourages vehicle traffic to be aware of other modes.

The street was redesigned to accommodate two lanes of traffic on one side of the street, eliminating the left-turn only lane and making space for a two-way cycle track on the opposite of the street.

The intersection is signalized and timed to work in parallel with the Marion St traffic signal. This will eliminate unnecessary delays as mentioned above. The street was redesigned to accommodate two lanes of traffic on one side of the street, eliminating the left-turn only lane and making space for a two-way cycle track on the opposite of the street.

The future mixed-use development of City Market Place development gives the area a pleasant environment, meeting places, and attractive storefronts that draw people to the streets. The designed crosswalks are of high visibility to facilitate the crossing of all ages and as safely

US 41 NORTHBOUND LANE DROP AND BIKE FACILITIES - PLAN DRAWING



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- Vibrant Downtown
- Walking and Biking

- New City Market Place Mixed-Use Development
- High Visibility Crosswalks
- Existing conditions
- Signalized Intersection, Timed to Work in Parallel with the Marion Light
- Two-Lanes (Dropped Left-Turn Only)
- Two-Way Cycle Track



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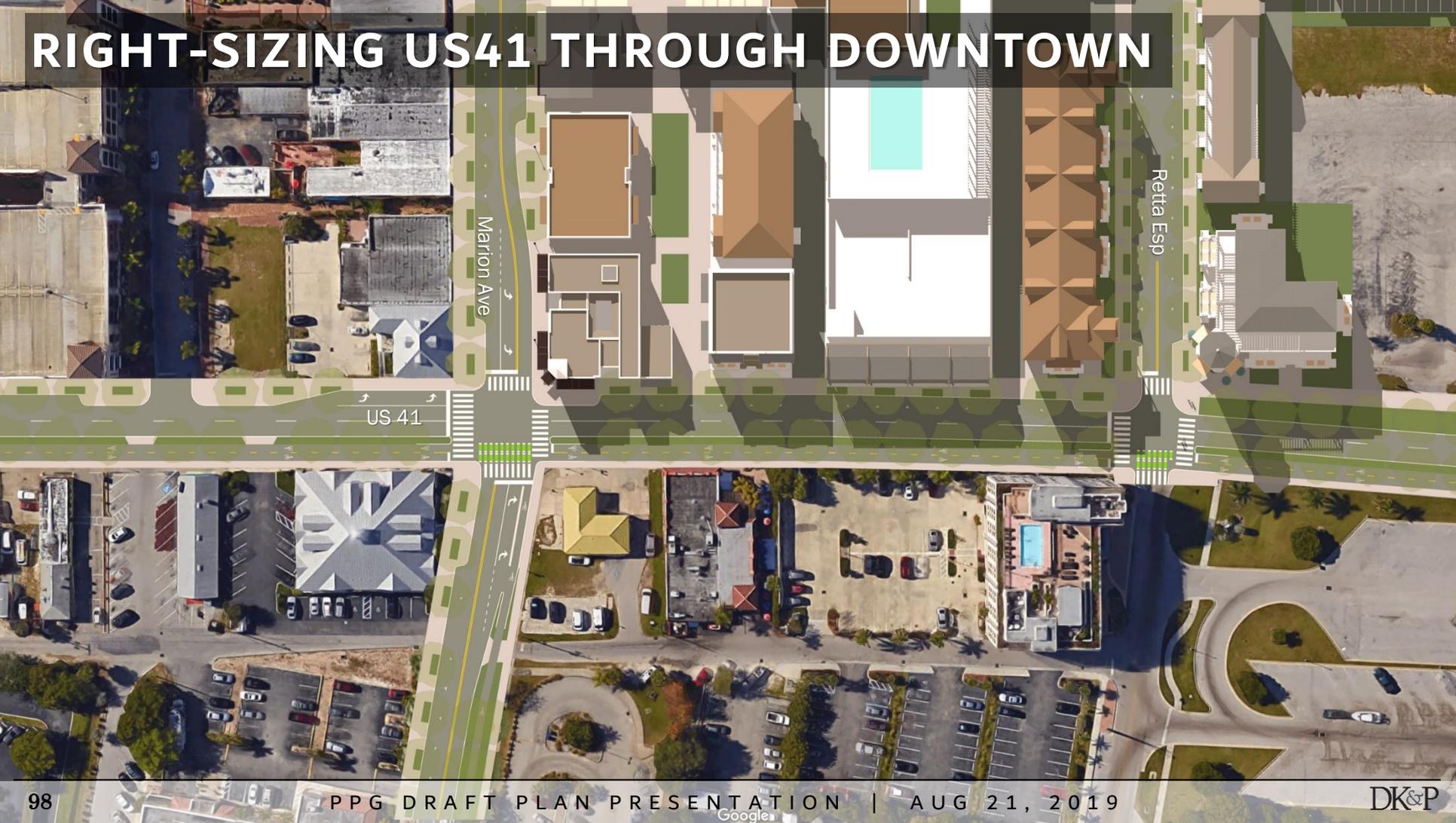
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RIGHT-SIZING US41 THROUGH DOWNTOWN

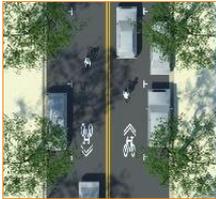
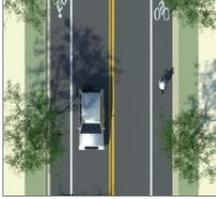
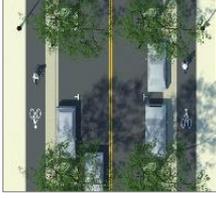


RIGHT-SIZING US41 THROUGH DOWNTOWN





RECOMMENDED BICYCLE NETWORK MAP

	Shared Lane Markings		Two-Way Cycle Track
	Bike Lanes		Shared-Use Path
	Buffered Bike Lanes		Recreational Trail
	Separated or Raised Cycle Track		Shared Street or Woonerf

Master Plan Big Ideas



1. Make Downtown a vibrant and attractive place



2. Celebrate Charlotte Harbor and welcome more boating



3. Diversify housing types



4. Fully embrace walking and biking



5. Encourage strategic commercial development

Encourage Strategic Commercial Development

Central Idea:

Commercial development incentives and revised zoning and land-use regulations, as well as marketing and economic development efforts, attract new businesses to come to Punta Gorda, helping to balance the City's tax base and diversify its residents.

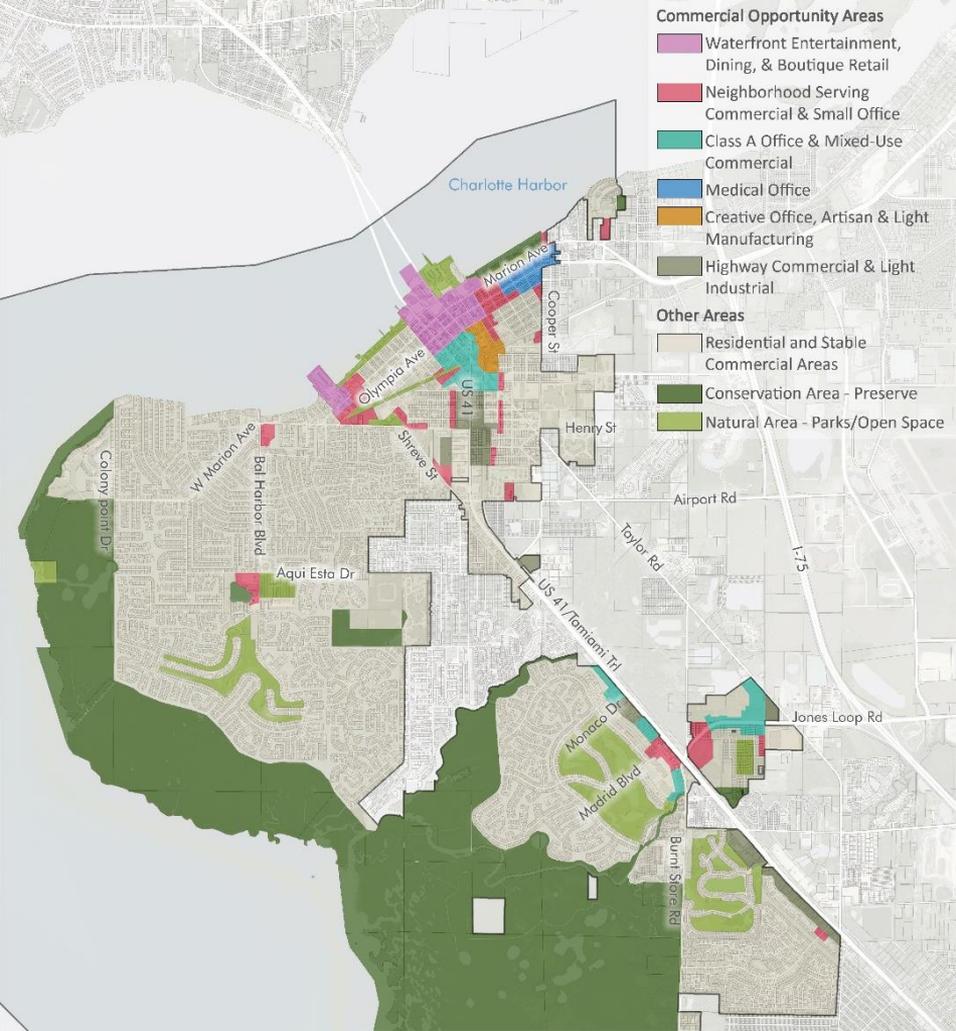
Encourage Strategic Commercial Development

BIG CHALLENGES

- Limited supply of Class A office space
- Limited availability of leasable commercial space means prospective small business owners and large employers must build their spaces from scratch or look somewhere else
- Low rents make commercial development projects more difficult to pencil
- Highly seasonal nature of Punta Gorda makes it difficult for businesses to thrive and grow
- Small amount of city revenues coming from limited commercial properties means residents must carry the tax burden themselves

KEY CITY INVESTMENTS & POLICIES

- Actively encourage the development of large opportunity sites downtown
- Revise zoning and land-use regulations to allow for enough intensity and predictability to get realistic developments built and attract more residents
- Incentivize the construction of commercial projects by providing additional development potential and expedited review for developments that adhere to the master plan's principles
- Work closely with Charlotte County Economic Development to attract more small and mid-sized PDR (Production, Distribution, & Repairs) and health-related Businesses



- Commercial Opportunity Areas**
- Waterfront Entertainment, Dining, & Boutique Retail
 - Neighborhood Serving Commercial & Small Office
 - Class A Office & Mixed-Use Commercial
 - Medical Office
 - Creative Office, Artisan & Light Manufacturing
 - Highway Commercial & Light Industrial

- Other Areas**
- Residential and Stable Commercial Areas
 - Conservation Area - Preserve
 - Natural Area - Parks/Open Space

Strategic Commercial Development Opportunity Areas Map



Waterfront Entertainment, Dining, & Boutique Retail
 These uses center on creating authentic experiences for locals and visitors alike and includes everything from art galleries, to restaurants, to bookshops, to boat tours.



Neighborhood Serving Commercial & Boutique Office
 These areas cater to local residents and include spaces for small professional offices, pharmacies, cafes, athletic studios, corner stores, etc.



Class A Office & Mixed-Use Commercial
 It refers to larger footprint traditional office spaces that may or may not be provided in a mixed-use building. These should be focused in South Downtown and in along Jones Loop Road.



Medical Office
 Medical office sites are located around in the medical overlay district and feature opportunities for health related or hospital-serving businesses.



Creative Office, Artisan, & Light Manufacturing
 Clustering together these types of light manufacturing and creative uses, including maker spaces, artist studios, auto repair, etc., can create a thriving commercial district.



Highway/Strip Commercial & Light Industrial
 These areas are centered entirely along major thoroughfares and feature both typical drive-to commercial uses and more street-oriented mixed-used projects.

Encourage Strategic Commercial Development

- Set tiered impact fees
- Adopt flexible codes
- Reduce any regulatory barriers to building viable commercial and mixed-use projects
- Offer height and density bonuses for projects that include a certain amount of commercial space
- Identify and partner with key anchor institutions
- Create a local developer capacity building program
- Study a targeted property tax rebate program for commercial infill projects
- Create business improvement districts and encourage community development corporations
- Implement or support a land banking program
- Adopt a land value tax to discourage property owners from sitting on vacant land

Designate a Maker District Downtown

VI. Key Focus Areas

South Downtown

MAKER DISTRICT

The area between Virginia Ave and the railroad west of Tamiami Trail is an opportunity for a Maker District. The Ice House Pub serves as an anchor for this district as it attracts people with the many shops and dining options. This district is currently comprised of light industrial and some retail land uses.

Food Hall Row, present in the area can benefit from food truck events as well.

- Floor Area Ratio/height bonuses and incentives like streamlined permitting for the adaptive reuse and preservation of production buildings

Encourage new development in certain areas through a percentage of ground floor to crafters

- New land use and real estate policies that allow small-manufacturing uses

Maker districts contribute to the local economy and expands the workforce for residents. Small-scale manufacturing can also activate an unforforgotten neighborhood and attract housing development nearby.

Additional programs to help launch a Maker District:

- New land use and real estate policies that allow small-manufacturing uses
- Support system for emerging entrepreneurs to educate and train small businesses best practices
- Workforce training programs to train local residents and students that are interested in crafting
- Private and public partnership to expand training programs to schools and community centers
- Shared kitchen spaces where small catering and food businesses can prepare food
- Workforce and affordable housing to house local entrepreneurs
- Grants and financial sponsors to support small businesses



STEAMhouse fabrication center, part of Birmingham City University in Birmingham, UK



as a flexible space that can host all brewery, and events

- Workforce training programs to train local residents and students that are interested in crafting
- Private and public partnership to expand training programs to schools and community centers

Figure 6.6: Maker District Illustrative Plan



- Food Hall Row, present in the area can benefit from food truck events as well.

FEATURES:
 Diversity of housing types
 Walking and biking areas

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 CITYWIDE MASTER PLAN

PLAN PUNTA GORDA
 CITYWIDE MASTER PLAN

SOUTH DOWNTOWN

Existing Conditions



SOUTH DOWNTOWN

Existing Conditions



SOUTH DOWNTOWN

Existing Conditions



SOUTH DOWNTOWN

Potential Future Development



PGI NEIGHBORHOOD CENTER

Existing condition



Aquif Esta Dr

Socorro Drive

PGI NEIGHBORHOOD CENTER

Phase 1 – Neighborhood Center Infill Development



PGI NEIGHBORHOOD CENTER

Phase 2 – Assisted Living Development



PGI NEIGHBORHOOD CENTER

Phase 3 – Multi-Family Residential Development and Expanded Neighborhood Center



PGI NEIGHBORHOOD CENTER



Roundabout at
Bal Harbor

Townhouses

Expanded Neighborhood
Center Mixed-Use

Neighborhood Center
Commercial

Public Square

Retail Facing
Lakefront
Promenade

Street-Oriented Assisted
Living Development

Housing For Assisted
Living Employees

Multi-Family
Residential

Aquista Dr

Socorro Drive

PGI NEIGHBORHOOD CENTER

Existing Condition – Aqui Esta Drive at Cimarron Drive



PGI NEIGHBORHOOD CENTER

Proposed Town Square – Aqui Esta Drive at Cimarron Drive



PGI NEIGHBORHOOD CENTER

Proposed Town Square – Aqui Esta Drive at Cimarron Drive

DIVERSE USES FACING
AQUI ESTA DR

NEW MIXED-USE

PUBLIC SQUARE

BIKE SHARE &
BIKE PARKING

HIGH VISIBILITY
CROSSWALKS

JONES LOOP ROAD

Existing Condition



JONES LOOP ROAD

Phase 1



JONES LOOP ROAD

Phase 2



JONES LOOP ROAD

Phase 3



JONES LOOP ROAD

Phase 4



JONES LOOP ROAD

Phase 4

SINGLE-FAMILY

HIGHWAY
COMMERCIAL

TOWNHOMES

HIGHWAY
COMMERCIAL

TOWNHOMES

NEIGHBORHOOD
CENTER

COMMUNITY/MICRO
AGRICULTURE

SINGLE-FAMILY

ALLIGATOR CREEK
GREENWAY

Implementation & Ongoing Engagement

VII. Implementation & Engagement

Implementation Matrix



GOAL 1 - Make Downtown a vibrant and attractive place.

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
Strategy 1: Actively encourage the development of large opportunity sites downtown.							
Action 1.1: Revise the Comprehensive Plan to permit zoning/land development regulation changes that will allow reasonable intensity, density, and predictability.	Immediate	Urban Design, Zoning & Code Compliance		\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.2: Consider the adoption of a form-based code in key areas and along key corridors where development and investment is likely and desirable. The regulations within this code should conform to the qualities and intent of the Future Character Areas as detailed in Chapter 2 of the Master Plan. Policies regarding development criteria found throughout the plan should be taken into account and incorporated into the new regulations whenever possible.	Immediate	Urban Design, Zoning & Code Compliance	TEAM Punta Gorda, Smart Growth Punta Gorda	\$\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.3: Evaluate and revise Downtown's overlay districts to ensure they are compatible with the Citywide Master Plan goals and with any zoning and regulatory changes.	Immediate	Urban Design, Zoning & Code Compliance		\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.4: Adopt the Investment Sector Map (Figure 4.2) to inform public and private investment priorities, as well as stable areas that should be preserved.	Immediate	Urban Design		-		City Policy / Regulation	Goal 3, Goal 5
Action 1.5: Ensure that local historic district designations do not impose additional development barriers to key development opportunity sites.	Immediate	Urban Design		-		City Policy / Regulation	Goal 3, Goal 5
Action 1.6: Study and adopt an intensity bonus program which grants additional bonus development in exchange for a pre-defined set of community benefits such as affordable housing, cultural and arts-related space, and public open space.	Immediate	Urban Design, Zoning & Code Compliance		\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Strategy 2: Ensure that downtown is comfortable and accessible for all people walking, biking, and driving.							
Action 2.1: Restore Marion Ave and Olympia Ave to two-way traffic to help slow down traffic and reduce confusion for new residents and visitors.	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	Capital Improvements Program (CIP) Funding (e.g. Bond Financing, Impact Fees, General Fund, State & Federal Grants, Special Revenue Funds, Special Taxing Districts), Optional 1% Sales Sur Tax, State & Federal Transportation Grants	Capital Improvement Project	Goal 4

How Can I Provide Feedback On The Draft?

- Written comments will be accepted through September 6th through the Plan Punta Gorda Website at:
[www/puntagordamasterplan.com/engage](http://www.puntagordamasterplan.com/engage)
- City Planning Commission will convene on Monday, **August 26th at 2:00 PM** to discuss the Draft Plan
- This feedback will be collected, organized, and incorporated into the **Final Master Plan** along with additional suggestions from City Staff, Council, and Planning Commission

What Comes Next?

Plan Adoption:

- **Monday September 23rd**, City Planning Commission will provide their recommendation to City Council
- **Wednesday October 2nd or 16th**, City Council will vote on plan adoption

What About After The Plan Is Adopted, Can I Still Participate In Citywide Planning And Decision-making?

- Attend & Speak On Record at **City Council** meetings
- Attend **Planning Commission** meetings
- Attend the **Historic Preservation Advisory Board (HPAB)** meetings
- **Meet & talk** with City Staff
- Attend the **Annual Citizens Academy**
 - Visit: www.ci.punta-gorda.fl.us/residents/citizens-academy
- Serve on **City Advisory Boards**
- Serve on **City Council Service Boards & Committees**
 - Visit: www.ci.punta-gorda.fl.us/government/boards-committees

[www/puntagordamasterplan.com/engage](http://www.puntagordamasterplan.com/engage)