



Creativity in Bloom

Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

AGENDA

Bayshore Gateway Triangle Community Redevelopment Area
Advisory Board Meeting
3570 Bayshore Drive, Unit 102
Naples, Florida 34112

August 1, 2017
6:00 PM

Chairman Maurice Gutierrez

Karen Beatty, Peter Dvorak, Chuck Gunther, Larry Ingram, Ron Kezeske,
Steve Main, Shane Shadis, Michael Sherman

1. Roll Call-
2. Pledge of Allegiance-
3. Adoption of Agenda-
4. Approval of Minutes -
 - 4, a - June 6, 2017
5. Community / Business – Presentations
 - 5, a - Laura Dejohn – Johnson Engineering
 - 5, b - Mr. Jerry Starkey – Gateway Triangle Developer –(street name change)
 - 5, c - Sharon Kurgis-The Best Popcorn Company
 - 5, d - Christine Carlson -Electric Motor Bikes- Mural
 - 5, e - Diane Sullivan-3228 Bayshore Drive - Mural
 - 5,f - Collier County Public Utilities, pump station rehabilitation
6. Project Manager Report-
 - 6, a - Project update by BGTCRA staff
7. Old Business-
 - 7, a – Discuss “Letter of Intent “ to purchase 3467 Bayshore Dr.
8. New Business-
9. Public Comment-
10. Advisory Board General Communications-
11. Next meeting date- September 5, 2017
12. Adjournment

Offices: 3570 Bayshore Drive, Unit 102, Naples, Florida 34112
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DEBRAH FORESTER, AICP

Phone: 239-269-809

debraforester@msn.com

PROFESSIONAL STATEMENT

A motivated self-starter with over 25 years experience in redevelopment, community planning, and economic development. Proficient in strategic planning, policy development, community outreach, and project management. An innovative problem solver with the ability to build consensus to identify and achieve goals. Experienced working with various ethnic and socio-economic populations. A creative thinker who is adept at putting ideas into action and handling a complex workload of multidimensional projects.

- ◆ Program Development
- ◆ Grant Writing and Management
- ◆ Contract Management
- ◆ Capital Project Implementation
- ◆ Community and Non-Profit Capacity Building
- ◆ Community Outreach and Marketing
- ◆ Policy Analysis and Research
- ◆ Plan Development

KEY CAREER ACCOMPLISHMENTS

- Coordinated the development of a County system to manage the multiple functions of three separate community redevelopment agencies.
- Secured over \$10 million in grants and local funds to design and construct the signature Harbor Walk Project in Charlotte Harbor Community Redevelopment Area.
- Authored a \$2.5 million grant that achieved the national designation of a USDA Rural Enterprise Community for the Immokalee Community and eastern Henry County. One of only 20 awarded in the United States.
- Initiated the legislative process that established the Charlotte County Enterprise Zone and created the implementing arm to market the economic incentives.
- Established a signature community redevelopment event to raise awareness and promote livable communities. The 9th annual event was held in January 2017.

PROFESSIONAL EXPERIENCE

CHARLOTTE COUNTY BOARD OF COUNTY COMMISSIONERS ~ PORT CHARLOTTE, FLORIDA

Redevelopment Manager

2004 to present

- ◆ Serves as Program Manager for the Charlotte Harbor, Murdock Village, and Parkside Community Redevelopment Agencies. Responsible for capital improvement projects, administering micro-grant awards, board liaison, project team coordination, budget and plan implementation. Manages advisory committees and community meetings.
- ◆ Team Lead on the design and implementation of the Harbor Walk project, a signature catalyst project that will improve waterfront access and pedestrian safety along the Charlotte Harbor National Estuary. Leveraged local and state funds to secure over \$10 million to implement the Harbor Walk project; providing a connection to the regional trail system. Phase 1A was completed in June 2016 and Phase 1B is shovel ready with construction anticipated to start mid-2017.
- ◆ Coordinating a \$9 million capital improvement program in the Parkside Community Redevelopment Area. Leveraging the improvements with a Community Development Block Grant (\$750,000) and coordination with the Charlotte County Utility restoration project.
- ◆ Managed the entitlement process for an 850-acre redevelopment site owned by Charlotte County/Murdock Village Community Redevelopment Agency. This process included comprehensive plan amendment, redevelopment plan adoption, environmental studies and

DEBRAH FORESTER, AICP

marketing materials in preparation for selection of a master plan developer. Provides continual support in marketing and facilitating developer interest as development of the site is moving forward.

- ◆ Coordinates marketing strategy and retail recruitment campaign for three redevelopment areas. Attend International Council of Shopping Centers (ICSC) to promote Charlotte County and the 3 redevelopment areas specifically.
- ◆ Created and continues to coordinate an annual event, currently in its 9th year, that attracts over 600 participants. This event raises community awareness of the redevelopment area as a safe, healthy community in partnership with local businesses and the Punta Gorda Community Redevelopment Agency.
- ◆ Launched the Entrepreneurial Support Organization, a multi-agency committee to coordinate educational programs for startup and existing small businesses to grow and expand. This organization initiated participation in Global Entrepreneurship Week and the Economic Gardening Program.
- ◆ Represents the Economic Development Office on the Technical Advisory Committee (TAC), Charlotte County/Punta Gorda MPO and the Comprehensive Economic Development Strategy Working Committee, Southwest Florida Regional Planning Council.
- ◆ Developed the Enterprise Charlotte Airport Park Infrastructure Incentive Program that leverages private sector investment in a targeted economic development center.
- ◆ Served as Enterprise Zone Coordinator (2011-2015) responsible for technical assistance and marketing economic incentives within the 16 mile Charlotte County Enterprise Zone.
- ◆ Assisted in the development of post-Hurricane Charley recovery planning and implementation.

THE FORESTER GROUP INC. ~ NAPLES, FLORIDA

President

2003 - 2004

- ◆ Consultant for community, strategic, and redevelopment planning; policy analysis; comprehensive plan development; affordable housing strategies; and community outreach and facilitation.
- ◆ Provided expertise to non-profit organizations in the areas of capacity building, board management, grant writing, and development.

THE BONITA BAY GROUP ~ BONITA SPRINGS, FLORIDA

Senior Policy Planner

2001 - 2003

- ◆ Directed company's efforts in Smart Growth Planning; researched and monitored innovative development and policy initiatives.
- ◆ Coordinated special project studies on sustainability issues including environmental, social and fiscal impacts.
- ◆ Assisted in the company's efforts to develop workforce/affordable housing policies throughout the region; and monitored and provided input on regulatory changes at the state, regional and local levels.

COLLIER COUNTY COMPREHENSIVE PLANNING SECTION ~ NAPLES, FLORIDA

Chief Planner

1995 - 2001

- ◆ Developed and managed the Collier County Community Redevelopment Agency that included: agency creation, plan preparation and implementation for the Bayshore Gateway Triangle and Immokalee community redevelopment areas.
- ◆ Prepared the comprehensive master plan for Marco Island that was adopted and laid the foundation for the area to incorporate and form a new city.
- ◆ Initiated the Main Street Designation for the Immokalee Community which was the first rural, unincorporated ever awarded.
- ◆ Prepared grant applications and received awards for the federal Enterprise Community, the

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Florida Urban Infill Implementation Grant and federal VISTA positions.

- ◆ Coordinated community and interagency committees to build consensus and develop strategic policy plans.

LEE COUNTY COMMUNITY REDEVELOPMENT AGENCY ~ FORT MYERS, FLORIDA

Redevelopment Specialist III

1990 - 1995

- ◆ Project manager for three redevelopment areas that included writing, negotiating and monitoring contracts; project manager for \$2 million in construction projects.
- ◆ Prepared operating budget, cash flow analysis and annual reports for 11 redevelopment areas.
- ◆ Facilitated development of community-based organizations that resulted in capital improvements and additional funding.
- ◆ Participated in policy development to improve the quality and affordability of housing in the area.

EDUCATION

Master of Regional Planning
Concentration in Economic Development

UNIVERSITY OF NORTH CAROLINA, Chapel Hill

Bachelor of Science
Major, Environmental Education; teaching certification in math and science

MICHIGAN STATE UNIVERSITY, East Lansing

PROFESSIONAL CERTIFICATIONS

American Institute of Certified Planners (AICP)
Economic Gardening Program Director Certificate
Certified Redevelopment Administrator

1993 - present
National Center for Economic Gardening
Florida Redevelopment Association

RECOGNITION & AFFILIATIONS

Florida Gulf Coast University, Fort Myers, Florida

Adjunct Member

January-May 2015

Instructor - PAD 5255 Community and Economic Development, Spring Semester, Department of Public Affairs.

American Planning Association, Florida Chapter

Roland Eastwood Planner of the Year, Promised Lands Section

2012

Executive Committee Member, APA Florida

2002- 2008

President, The Promised Land Section

2002 - 2004

- Executive Committee Member

1997 - 2005

Southwest Florida Urban Land Institute (ULI)

Executive Committee Member

2002 - present

International Council of Shopping Centers (ICSC)

Member

2013 - present

Collier County Employee of the Year

1998

Volunteer in Service to America (VISTA)

Paiute Colony - Lovelock, Nevada

1979-1980



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Agenda item 4, a – June 6, 2017 meeting minutes

**BAYSHORE/GATEWAY TRIANGLE COMMUNITY REDEVELOPMENT LOCAL
ADVISORY BOARD MINUTES OF THE JUNE 6, 2017 MEETING**

The meeting of the Bayshore/Gateway Triangle Community Redevelopment Advisory Board was called to order by Chairman, Maurice Gutierrez at 6:00 p.m. at the CRA Office, 3570 Bayshore Drive, Unit 102.

- I. **Roll Call:** Advisory Board Members Present: Maurice Gutierrez, , Karen Beatty, Peter Dvorak, Shane Shadis, Ron Kezeske, Steve Main, Chuck Günther and Larry Ingram. Mike Sherman has an excused absence.

CRA Staff Present: Shirley Garcia, Operations Coordinator, CRA; Tami Scott, Senior Project Manager, CRA; Tim Durham, County Managers Office and Elly McKuen, Project Manager, Capital Project Planning Section.

- II. **Pledge of Allegiance:** The Pledge of Allegiance was lead by Chairman Gutierrez.
- III. **Adoption of Agenda:** A motion to approve the agenda was made by Steve Main, seconded by Ron Kezeske. The motion passed unanimously.
- IV. **Adoption of Minutes:** A motion to approve the May 2nd, 2017 minutes as amended was made by Peter Dvorak, seconded by Karen Beatty. The motion passed unanimously.

V. **Project Updates:**

CRA staff provided an update for the following projects:

1. **Gateway Triangle Properties:** The Gateway Triangle property is still going through their rezone, Growth Management plan amendment and all the requirements set forth by the County. Steve Main had requested for an estimated closing date and staff did clarify that the closing would not happen until rezone and comp plan amendment goes through but they would still like to have some date to follow up on. The Cell Tower relocation meeting went well they will continue to follow up on the schedule of values and work with timeframes for the move.
2. **CRA 17 Acres:** The proposal has gone out on the street and they changed the name from a Request For Proposal (RFP) to an Invitation To Negotiate (ITN).



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The ITN is a fairly new concept that the new Director of Procurement Services has started to use which allows multiple proposals to be negotiated all at the same time. The bid closes at the end of August. If anyone has any questions about the bid process, the assigned specialist is Swain Hall.

3. **Solstice f/k/a Cirrus Point:** The current owners have a pending contract with Vestcor Companies, LLC to sell the property. Vestcor has indicated they would like to construct 108 rental housing units with 44 of the 108 units set aside as affordable housing. The prospective buyers will be applying for State Grant funding for the affordable housing along with County Grant funding. The more units that are affordable more funding they could receive. They already own two affordable communities one is Noah's Landing the other Tuscan Isles.
4. **The Garden School:** The Garden School had a ribbon cutting ceremony on May 19, 2017 at 12pm. It was well attended, very nice facility that will be a great asset to the Community.
5. **Microbrewery:** The owner attended to update the Advisory Board with new renderings. He will be going in to apply for building permits since his site plan has been approved but not sure of when the grand opening will be.
6. **Food Truck Park:** Staff attended a site development plan meeting and there were 3 outstanding items so it should go fairly quickly through the review process quickly.
7. **Trio Mixed Use Project:** No update on Trio.
8. **Surface Parking lot acquisition:** Toni Mott from the Real Property Section provided a letter of intent to be sent out to the property owner of Areca and Bayshore Dr. the appraiser has appraised the property at \$286,000. Ron Kezeske made a motion to approve with the Title Change of Tim Durham, second by Steve Main. The motion passed unanimously.
9. **Race Trac:** There are no new dates scheduled at this time.
10. **Redevelopment Plan Update:** The review committee selected Tindale-Oliver Design to update the Redevelopment Plan. The County's Procurement Section will negotiate with the consultant to finalize their contract.
11. **Wood Springs Suite:** The rendering was submitted for the Boards information and update on what is being proposed for development.



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12. **Mattamy Homes:** The PUD rezone was approved at the May 4, 2017, County Planning Commission. The project is scheduled for June 13, 2017 BCC for approval. County Staff and CRA Board members will be in attendance.
13. **New Development:** Staff will attend the pre-app meeting for the new apartments being proposed on 34.2 acres, the project is located on Thomasson Drive and Cardinal Way. The project is outside of our district but we will be impacted by this development.

VII. MSTU's Project Updates:

The Bayshore Beautification MSTU: meeting will be on June 7, 2017 at 5:00pm.

14. **Sugden Park Pathway:** Staff was informed by Community and Human Services the day of the meeting that the project will be funded by Community Development Block Grant (CDBG) funds during FY2017-2018. June 29th will be our kick off meeting for the grant funding requirements.
15. **Karen Drive Stormwater:** The project should have 60 days for substantial completion by June 26 and 90 days for final completion of July 26th. They are already at 1000 lineal feet and there is about 1300 lineal feet for pipe that needs to be installed so the project is close to being finished.
16. **Fire Suppression:** Staff attended bid opening on June 5^h. 3 contractors that bid were Quality Engineering, Andrew Sitework and Coastal Construction. Staff will start process of choosing the lowest bidder.
17. **Thomasson Drive:** Sixty percent (60%) construction documents are scheduled to be completed on June 30th with a revised cost. Staff will coordinate with FPL, Botanical Gardens, Mattamy Homes to ensure all stakeholders have the same timeline of the improvement.

Haldeman Creek MSTU:

18. **Weir Project:** Staff has been working with Earth Balance to remove the exotics off the creek, 300 ft. of blue sky clearing that ends at US41 on the creek.

VIII. **Request for Payments:** None other than routine. All invoices were located in the book on the committee table for review.



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IX. New Business: None

X. Old Business: There was no new business

XI. Advisory Board General Communications:

Steve Main wanted to clarify that the “hot topic” items be moved up in the order on the project update list for the next meeting that way we can address those first. He requested to put them in categories as CRA properties, Commercial Developments, Residential Developments and new businesses, etc. All the members agreed they would all like the agenda items moved around accordingly. Maurice Gutierrez wanted to mention his talk with Rebecca Maddox who made an offer on the parking lot across from her restaurant on Bayview and he recommended she get with Staff if there was interest in selling to do a public private partnership. Steve Main also requested that Med Express be added to our project list. Peter Dvorak made a motion

XII. Citizen Comments:

- a. Laura DeJohn, Johnson Engineering was in attendance on behalf of Collier County to do an East Naples Corridor Study to include part of the CRA district on the East Trail. She wanted to include the CRA Advisory Board as a stakeholder and present something at the next CRA Board meeting to start to engage the public with some workshop information and think about what they would like to see for this area.
- b. Relocation of an existing business A. Jaron Studio to the vacant Commercial Building located at 3784 Bayshore Dr. The tenant was trying to apply for a possible CBIG grant to renovate the building and get approval for her mural from the Advisory Board in accordance with LDC 4.02.16 section H. Amanda Jaron attended to make those requests and to show her mural design prior to proceeding. Ron Kezeske made a motion to approve the mural as presented, second by Steve Main. The motion passed unanimously. The grant request will have to come back on the next meeting if the tenant is still interested in utilizing the grant funding.
- c. Hina Sanghvi is a property owner off of Bayshore Drive with 3 vacant lots 53353400003, 53353360004, 53353320002 and would like to interest the CRA Advisory Board with the option to purchase. At this time the Board would not be interested because there is not enough funding. They asked if she come back at a later date if she still has the property.
- d. Chuck Ardezzone who does a spotlight on Fox 4 who presented an opportunity for the Advisory Board to highlight the CRA District with a time on Television to highlight the area.



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XIII. Next Meeting Date: The next CRA advisory committee meeting is August 1, 2017

XIV. Adjournment – The meeting adjourned at 8:00 p.m.

Approved by Maurice Gutierrez, CRA-AB Chairman



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EXECUTIVE SUMMARY

Agenda Item 5 – Community / Business Presentations
August 1, 2017

OBJECTIVE:

We have six presentation items for the August 1, 2017 meeting. Items requiring further discussion, Board direction or Board approval will come back as a formal agenda item at a future meeting.

Agenda Item 5,a - Laura Dejohn, Johnson Engineering, Laura will Update the Community and Board on the US 41 Corridor Study. (Handout attached)

Agenda Item 5,b - Mr. Jerry Starkey, Gateway Triangle Developer will discuss the possibility of a street name change. (Location map and affected property owners attached)

Agenda Item 5,c - Sharon Kurgis owner of “The Best Popcorn Company” will update the Community and Board regarding her new retail location on 6023 Bayshore Drive.

Agenda Item 5,d - Christine Carlson new owner of Electric Motor Bikes located at 3945 Bayshore Drive, discuss proposed mural. (Copy of the Collier County land development code attached)

Agenda Item 5,e - Diane Sullivan new owner of commercial / residential property at 3248 Bayshore Drive, discuss proposed mural. (Copy of the Collier County land development code attached)

Agenda Item 5,f - Collier County Utilities, update on neighborhood pump station rehabilitation.

CONSIDERATIONS: N/A

FISCAL IMPACT: N/A

LEGAL CONSIDERATIONS: N/A

RECOMMENDATION: N/A

Prepared by:
Tami Scott, Senior Project Manager

Offices: 3570 Bayshore Drive, Unit 102, Naples, Florida 34112
Phone: 239-643-1115
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U.S. 41 Corridor Study

Community Characteristics

Extent of Corridor: Commercial properties along U.S. 41 from Palm Street/Commercial Drive to Price Street
 Length of Corridor: 6.8 Miles
 Number of lanes: 6
 Posted speed: 45 & 50 mph
 Transit available: CATI Intermodal Transfer Station connects Routes 17, 18, 24, 11, 13 and 14.
 Current traffic counts: 32,500—42,000 Average Annual Daily Traffic

Purpose

The purpose of this Study is to determine the public's preferences for future development types and uses so that those types of development and uses can be facilitated and incentivized through Comprehensive Plan policies and Land Development Code.

3 mile Trade Area Population and Housing Summary (2017)

Population 91,281
 Annual Growth through 2022 2.9%
 Median Age 52.3
 Total Households 41,138
 Average Household Size 2.2 persons
 Median Household Income \$60,143

3 mile Trade Area Housing Inventory (2017)

Housing Units 56,004
 Housing Units Vacant 14,866 (36.1%)
 Housing Units Occupied 41,378 (73.5%)
 Housing Units Owner Occupied 28,638 (69.6%)
 Housing Units Renter Occupied 12,500 (30.4%)

3 mile Trade Area Business and Employment Profile (2017)

Businesses 5,836
 Employees 64,938
 Company Headquarter 8
 Businesses
 Company Headquarter 2,815
 Employees
 Residential Population per business 15.6
 Labor Force age 16 and over 79,108
 Unemployment rate 2.6%

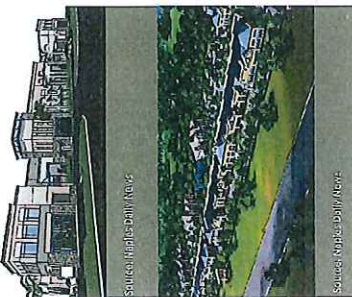
Examples of Live/Work Along the Corridor



Examples of Higher Density/ Mixed Use Development

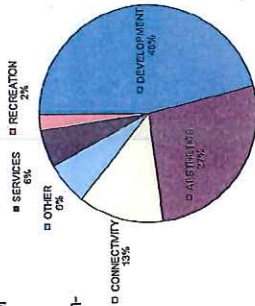


Examples of Design



CORRIDOR PRIORITIES

Responses from Individual Questionnaires



Priorities identified by the public during the 2009-2010 East Trail Corridor Study were:

1. Development Types— preferences for types of businesses and communities
2. Aesthetic Types—appearance of roadsides and buildings
3. Traffic—safety and convenience for cars and pedestrians

Schedule

Public Meeting 1 & 2 – October/November 2017

Goal: Public preferences for uses/development type along corridor

Final Meeting – December 2017/January 2018

Goal: Present the findings and recommendations for options to incentivize preferred development or businesses along the corridor

Study Area



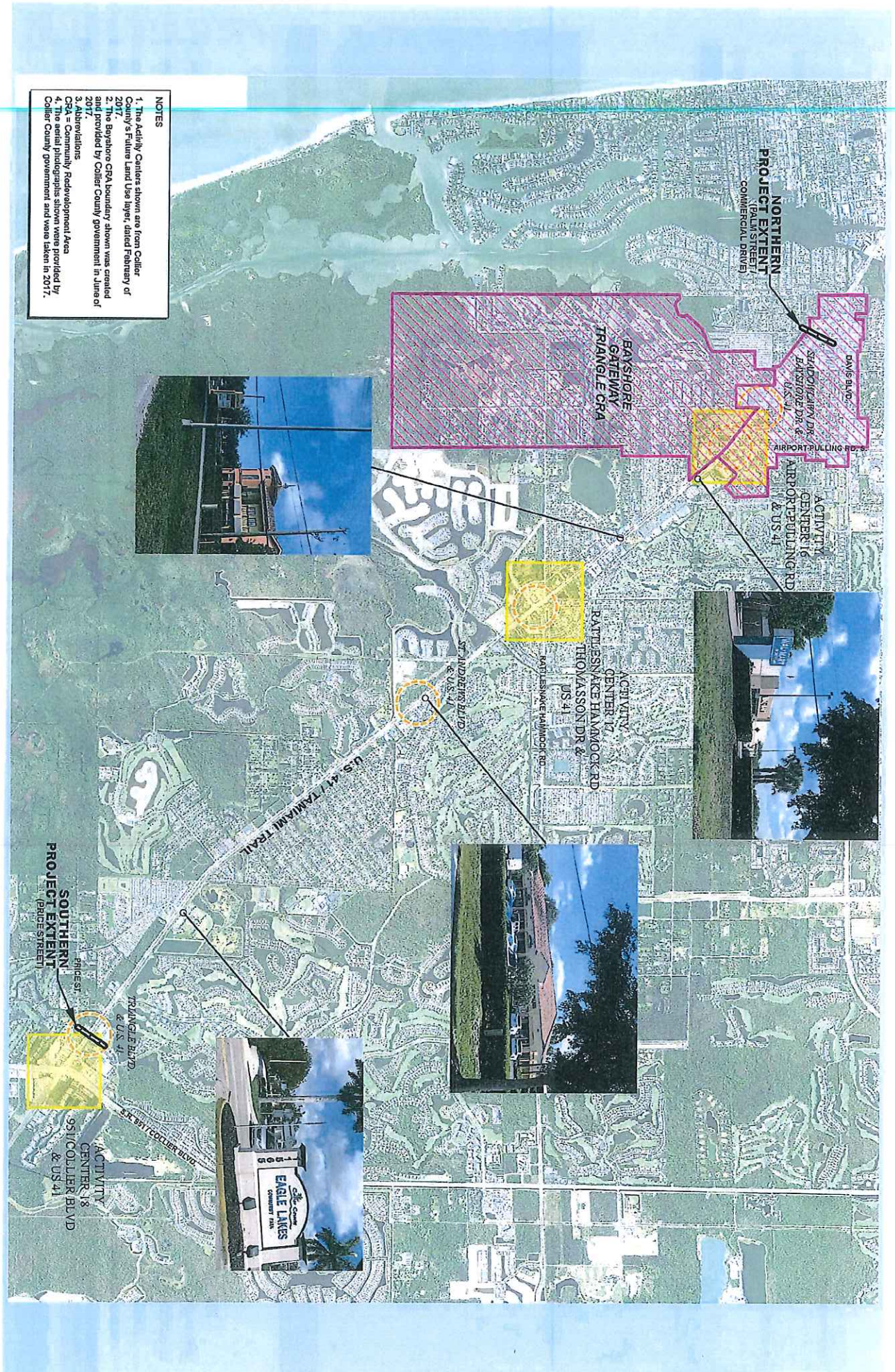
CRA ADVISORY BOARD MEETING – AUGUST 1, 2017
 Agenda Item 5, a
 US 41 Corridor Study
 Johnson Engineering Inc.

Prepared By :



Johnson Engineering, Inc.

For Collier County



- NOTES**
1. The Activity Centers shown are from Collier County's Future Land Use Map, dated February of 2017.
 2. The Bayshore CRA boundary shown was created and provided by Collier County government in June of 2017.
 3. Abbreviations
CRA = Community Redevelopment Area
 4. The aerial photographs shown were provided by Collier County government and were taken in 2017.



CRA ADVISORY BOARD MEETING – AUGUST 1, 2017
Agenda Item 5, b
Gateway Triangle Property
Street name change