



Creativity in Bloom

Bayshore Gateway Triangle CRA • Bayshore Beautification MSTU
Haldeman Creek MSTU

Bayshore Gateway Triangle Local Redevelopment Advisory Board
Collier County Community Redevelopment Agency (CRA)
AGENDA

Special Meeting

4870 Bayshore Dr, FGCU Buehler Auditorium Naples, FL 34112

March 2, 2023

5:00 PM

Chairwoman Karen Beatty

Maurice Gutierrez, Steve Main, Michael Sherman,

Al Schantzen, Camille KIELTY, Steve Rigsbee, Kathi Kilburn, Sam Saad, Jr.

1. Call to order and Roll Call

2. Pledge of Allegiance

3. Approval of Agenda

4. Old Business:

a. Branding

i. Draft Survey (Attachment 1)

ii. Survey Process

5. Current Projects and Priorities (Attachment 2)

6. Administration

a. Staffing

i. Level of Service Discussion

ii. Special Events Position

b. Agenda Format (Attachment 3)

7. Public Comments

8. Staff Comments

9. Advisory Board General Communication

10. Next Meeting

- a. Wednesday, March 8, 2023 @ 5:30 p.m. Joint Meeting with Bayshore Beautification MSTU**

11. Adjournment

3299 Tamiami Trail E, Unit 103, Naples, Florida 34112

Phone: 239-252-8844

www.bayshorecra.com

Survey – Bayshore Area – Branding Public Input request:

In 2019, the Board of County Commissioners adopted an amendment to the Community Redevelopment Area Plan for the Bayshore Gateway Triangle Community Redevelopment Area (CRA). The Plan includes the following Vision Statement:

Promote quality of life and economic vitality with a mixed-income, urban, multi-modal community that welcomes visitors, cultivates the area’s artistic and cultural identity, uplifts unique local destinations, and finds balance with the natural environment.

One of the many identified projects in the plan is the development a Branding Strategy to further implement the redevelopment vision.

In 2022, the first step in initiating the branding strategy was through an ad agency and included the concept that Bayshore and the Gateway Triangle were two distinct communities that should have their own brand. Based on input received from the Bayshore Gateway Triangle CRA Advisory Board the following map was created to define the two areas.

This survey is focused on the Bayshore Area : Add Map

Your input is needed to assist with determining the name of the district. The results of this survey will be presented to the Bayshore Gateway Triangle CRA Advisory Board for recommendation and then to the Board of County Commissioners for review and consideration. After the Board of Commissioners makes a final decision on the name, that is what will be used on all marketing and branding materials.

Survey:

Do you live or own property in the Bayshore Area: Yes No (Add Map)

Please check the following boxes that apply to you:

Resident

Business Owner

Property Owner

Please rank in order of preference the name you want to be used for branding the community

Bayshore

Bayshore District

Bayshore Drive

Bayshore Arts District

Bayshore Arts and Cultural District

Bayshore Cultural District

Bayshore Garden District

The Bayshore Arts District

Other: _____

Should an acronym be used to reference the district?

Yes

No

Which tagline do you prefer?

Creativity in Bloom

Where Creativity Blooms

Comments Received from Advisory Board members:

Karen: Shared comment from Siobhan Cleveland A broad survey will be a big help. I would also consider using survey monkey and putting one online for people to access and put the instructions for finding in the letter. I think you will get much better/faster responses to have it available online too.

Kathi: Regarding Acronym question - Maybe it should be drafted as
If an acronym was used for the name would it be offensive if it happen to end up with: BAD
My only thoughts.. Lets put this where it belongs, because it does have to do with BAD
Or... maybe best to show the acronym along with the name?
Bayshore B
Bayshore Drive BD
Bayshore Arts District BAD
Bayshore Arts & Cultural District BACD
Bayshore Garden District BGD
Bayshore Cultural District BCD
The Bayshore Arts District TBAD
Just my thoughts, I think whom ever this is going to needs to understand both apply.

Sam: Perhaps add another blank line under tagline for a write in.

REDEVELOPMENT PLAN IMPLEMENTATION - SHORT TERM PROJECTS (1 to 5 YEARS)

Projects And Priorities as of February 2023

Attachment 2

Project Name/Location	Description	Status	Current Funding*	FY24 Priorities
17 Acre Site				
General Parks Improvements- 17 Acres/Sugden Park	Design and Permitting Stantec Contract	Pending BCC direction on March 14. Additional Funds may be needed	\$344,931	
Boardwalk connection			\$2,628,276	**
Future Direction	Discussion on 2 parcels for future use	Pending BCC future direction		
Del's Corner			\$619,696	
Future Use	Parcel is being maintained and used for storage and events	Feb 25 Visioning Workshop and LOI being reviewed		
Neighborhood Initiative			\$320,000	*
Project Total				
Gateway Triangle Master Plan	Develop a plan specific to the needs of the area. Recognizing different sub-areas.	Residential Area - Community meetings underway. Pending selection of consultant	TBD	
Holly Ave	Neighborhood Meetings Held	Drafting Infrastructure Scope of work		
Linwood Way to Commercial				
Linwood Way to Commercial	Install streetscape and hardscape improvements including lighting	Part of Gateway Triangle Master Plan	\$800,000	

REDEVELOPMENT PLAN IMPLEMENTATION - SHORT TERM PROJECTS (1 to 5 YEARS)

Projects And Priorities as of February 2023

Project Name/Location	Description	Status	Current Funding*	FY24 Priorities
North Bayshore Enhancement Project			\$1,017,946	*
Bayshore Drive from US41 to Thomasson	Partner with Bayshore MSTU to enhance corridor - Landscape and Hardscape	Pending outcome of Access management study		
Access Management Plan scope of work under review.	US41/Shadowlawn/Bayshore		\$83,296	
Street Sign/Wayfinding Improvements	To be incorporated into North Bayshore Enhancement Project.			
Sidewalk/Bicycle Infrastructure Program	Incorporated into North Bayshore Beautification Project.			
Multi-Modal			\$150,000	*
Provide free shuttle service	Provide Circuit Rider along Bayshore Drive and On-Demand Service	Scope of Work drafted, pending Procurement Review		
Complete Streets			\$100,000	
Partnerships with Transit	Additional Bus Shelters to encourage transit	Partnership with MSTU. Pending final approval		
Stormwater Infrastructure Upgrades			\$2,288,778	**
Bayshore Area Phase 1-Becca, Weeks and Pine	Improve drainage on 3 streets. #1 priority area for Bayshore	Bolt Engineering Design. 60% Plans pending	\$337,132	
Bayshore Area Phase 1-Becca, Weeks and Pine	Construction	Estimate will be available once 60% plans are complete		
Gateway Triangle Area 4	Improve drainage on Bayside and Linwood Way	KPC Engineering Firm - Design work commenced	\$257,542	
Bayside and Linwood Way	Construction	KPC Engineering Firm - Design work commenced		

REDEVELOPMENT PLAN IMPLEMENTATION - SHORT TERM PROJECTS (1 to 5 YEARS)

Projects And Priorities as of February 2023

Project Name/Location	Description	Status	Current Funding*	FY24 Priorities
Gateway Triangle Stormwater Pond Improvements	To provide stormwater credits for redevelopment area.	Pond Study is required to determine need and expansion needs		
Pilot Project - Organic Material	Organize a pilot study to apply organic material vs fertilizer within the Bayshore Beautification MSTU	Pilot project parameters established. Pending documentation from UF. Once complete to BCC for approval	Staff resources	
General Road Improvements			\$500,000	**
Holly Ave	Provide stormwater and road paving improvements to bring up to County standards			
Pine Tree, Woodside, Andrews,	Provide stormwater and road paving improvements to bring up to County standards			
Mini-Triangle Development- TIF Rebate Agreement			\$250,000	\$250,000
Mini-Triangle Development- approved incentive	Allocation of annual funding to assure available funds for payment			
Public Art			\$200,000	
Public Art Grant	Provide grant funds to award individual property owners to apply for funds to install public art provided they go through the Public Art Committee (PAC) process	Staff resources needed to draft guidelines		
Public Art Commission	Commission artists to incorporate public art on CRA or private properties within the CRA. Coordinate with PAC	Staff resources to coordinate and select location		

REDEVELOPMENT PLAN IMPLEMENTATION - SHORT TERM PROJECTS (1 to 5 YEARS)

Projects And Priorities as of February 2023

Project Name/Location	Description	Status	Current Funding*	FY24 Priorities
Community Safety			\$135,899	
Streetlights	Sabal Shores Completed	Holly Ave - follow-up from neighborhood meeting. Coordinating with FPL	MSTU covers FPL bill	
Community Policing		Consider extra patrols - bike or cars during peak times		
Extra Maintenance	Extra services along Bayshore Drive	Up for consideration		
Communications			\$125,000	
Branding/Marketing	Create Brand to market the area. Recognizing 2 distinct areas - Bayshore and Gateway Triangle	On hold - Survey		
Newsletter	Constant Contact option to use	Staff resources needed		
Special Events	To host/organize special events	Staff resources needed		
Housing			\$295,000	\$196,422 Reallocate funds from Residential Grant project
Provide work force housing incentives	Partner with County or Community Land Trust	County is developing a roof replacement program. Staff is tracking for approval		
Mobile Home Replacement	transition of mobile homes to modular homes or other appropriate structures	Possible partnership with Habitat for Humanity		
Commercial Grants			\$319,001	
Commercial	Need review and update as necessary	Pending staff resources		
Wall and Fencing- for transitional structures between incompatible uses	Currently not available.			

REDEVELOPMENT PLAN IMPLEMENTATION - SHORT TERM PROJECTS (1 to 5 YEARS)

Projects And Priorities as of February 2023

Project Name/Location	Description	Status	Current Funding*	FY24 Priorities
Other Projects Not Funded in FY23				
South Bayshore Renovation Project				
Thomasson to the terminus of South Bayshore Drive	Landscape and Hardscape Update	Sabal Bay and Stock Development road improvements under construction. Pending review after completion		
Fire Suppression				
Phase 4 and beyond	Improve water pressure and fire protection	Contingent on City of Naples plans and funding		
Future Phases				
Republic Drive				
Republic Drive/South Bayshore	Improve connection to East Naples Community Park	On-hold pending conversation with Parks and Recreation		

** Top Priority Staff Recommendation

* Second Tier Priority Staff Recommendation



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AGENDA

Hybrid Virtual Zoom Meeting

4870 Bayshore Dr, FGCU Buehler Auditorium Naples, FL 34112

XX XX, 2023

6:00 PM

Chairwoman Karen Beatty

Maurice Gutierrez, Steve Main, Michael Sherman,

Al Schantzen, Camille Kielty, Steve Rigsbee, Kathi Kilburn, Sam Saad, Jr.

- 1. Call to order**
- 2. Roll Call and Announcement of a Quorum**
- 3. Pledge of Allegiance**
- 4. Voting Privileges for Board Members via Zoom.**
- 5. Approval of Agenda (Action Item)**
- 6. Announcement - Public Comment Slips - Agenda Items only**
- 7. Approval of Consent Agenda (Action Item)**
 - a. Approval of Minutes (Attachment)
 - b. Project Updates (Attachment)
 - c. Development Report (Attachment)
 - d. Special Events Report (Attachment)
 - e. Insurance Claims Report - (Attachment)
 - f. Financials – (Attachment)
- 5. Community Agencies/ Business Presentations**
 - a. Collier County Sheriff Department
- 7. Old Business**
- 8. New Business**
- 9. Staff Report**
- 10. Other Agencies -**
 - a. Collier County Code Enforcement (Attachment)
- 11. Communication and Correspondence**
- 12. Public Comment**
- 13. Staff Comments**
- 14. Advisory Board General Communication**
- 15. Next Meeting**
- 16. Adjournment**

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