



# Vision Our Town – The Results

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## Introduction

The Town of Fort Myers Beach has chosen to take a unique approach in evaluating and updating its current Comprehensive Plan. The Town staff and public officials have tied this analysis into a community participative process called “Vision Our Town”. The Town staff has conducted online questionnaires seeking opinions of the businesses and residents on various issues facing the Town currently and in the future. The Town has also solicited the services of LaRue Planning & Management Services Inc., to assist in evaluating and updating its Comprehensive Plan.

Consistent with the “Vision Our Town” theme the consultant and staff have used the visioning process to ascertain public input with regard to picturing a Fort Myers Beach that is most desirable in years to come. Many organizations, including municipalities, use this approach to create a model of excellence for the future. Visioning is an important component of an organization’s efforts to be “the best it can be”.



As part of this “Vision Our Town” process, LaRue Planning and Town staff hosted two vision sessions in June and July with the goal of seeing what the residents thought were the major issue challenges that would need to be met in order to be a thriving and successful Fort Myers Beach. With the

proper community input, the Comprehensive Plan, Goals, Objectives and Policies would be revised accordingly.



The first vision session’s objective was to seek out public input in determining the essential “building block” issues contributing to a viable Fort Myers Beach. Specifically, the participants at the first session were asked to identify those Comprehensive Plan major issues they considered sufficiently important to the short-range and long-range future of the Town. This report summarizes those issues and compares them to the major issues addressed in the Town’s 2007 Evaluation and Appraisal Report (EAR) to see whether or not the issues that were important at that time remain important today.

At the second vision session, numerous statements reflecting potential desired outcomes organized by subject area were presented to the participants. These outcome statements were derived from a variety of sources including input during the first visioning session, the results of responses to a questionnaire posted on the Town’s website, citizen and property owner comments and staff knowledge of local issues. Participants in the vision session were asked whether or not they agreed or disagreed with each of the vision outcome statements. Those



outcome statements with the greatest degree of consensus provide the framework for the addition of new policies or the revision of existing policies in the Comprehensive Plan. Furthermore, community consensus provides improved opportunities for creative implementation of the Plan over the coming planning period.

**Section One** of this report describes the process employed in vision session one. This section also includes major issue subject areas and a listing of the specific sub-issues that were approved by consensus of those attending each break-out group and the order of their priority. The results of the first vision session are also compared with the issues discussed within the 2007 EAR.

**Section Two** describes the process and methodology employed during the second vision session when participants voted on the 67 proposed outcome statements developed by Town Staff and consultants along with explaining the term “consensus”.

**Section Three** includes a tabular listing of each of the 67 outcome statements considered during the second vision session, vote tallies, and references to related policies or discussions in the 2007 EAR. Where the subject matter was not addressed in the EAR, a reference (in red) is provided to the related Objective or Policy in the Comprehensive Plan.

**Section Four** contains a comparison of survey responses contained in the 2007 EAR with responses on similar issues considered during the second 2011 vision session.

**Section Five** includes specific recommended changes to the Objectives and Policies in the Comprehensive Plan as a result of the consensus on individual issues reached during the second 2011 vision session.



## Executive Summary

“Vision Our Town – The Results”, started as an inventive way to perform a meaningful evaluation and appraisal of the Town of Fort Myers Beach Comprehensive Plan. Work on the last formal Evaluation and Appraisal Report (EAR) was begun in 2005 and adopted in 2007. The 2011 evaluation effort relies on a visioning public participative process and ties in with the Town’s survey initiative Vision Our Town. That staff effort involved an online questionnaire to residents and business people, asking them to rank issues that would impact the Town’s future.

As a follow-up to the questionnaires and to implement the vision process, consultants and staff held two public participation sessions – one to determine vision issues for the Town’s future and the second to review vision outcomes. The objective of the first visioning session (held in June) was to obtain public input in four major categories that will impact the Town’s future. The specific local issues identified by the participants are listed by category on page 9.

An interesting outcome of the 2011 first vision session was that participants determined preserving the Fort Myers Beach community character was an important factor in how the Town would decide issues in the future. Although community character wasn’t discussed as a major issue in 2007, keeping a “funky” look and preserving the view were seen as important in 2011 in order to protect residential areas from over commercialization. Protection of natural resources was another topic of interest and, of course, transportation and infrastructure related sub-issues rounded out the major discussions during the June 2011 vision session.

The second vision session invited participants to indicate whether or not they agree with each of the 67 vision outcome statements correlating to the four major subject areas. A summary of the findings follows:

### Transportation Issues

There were 23 outcome statements associated with transportation issues. The outcome statements are arranged starting with the statement that met with the greatest approval followed by those with lesser approval. Most (18) of these were looked upon favorably by a substantial majority of those voting and will be considered for incorporation into the Comprehensive Plan. For more detailed information on these issues refer to pages 16-22. Over one-quarter of these issues were approved by more than 80% of those who voted. We consider an 80% approval rate to be an overwhelming level of support.

While most transportation outcome issues were positively embraced, the community was split 50:50 on the issue of whether or not to increase the trolley fees for visitors.

Four (4) other outcome statements were disapproved by a substantial majority of the participants voting. The participants disapproved of employing the Downtown Redevelopment Agency and Tax Increment Financing (TIF) funds for parking structures and for offsetting some part of the cost of trolley service. Discussion by participants, after the tallies were completed on this item, indicated that there was confusion with regard to the TIF mechanism and how it worked. This item should be revisited when there is further understanding of how



this revenue functions and how it is derived. A roundabout and a trolley/tram-only lane were also disapproved of by a substantial majority.

### **Community Character Issues**

There were 15 outcome statements associated with community character issues. Eight (8) of these were looked upon favorably by a substantial majority of those voting and will be considered for incorporation into the Comprehensive Plan. For more detailed information on these issues refer to pages 23-27. Architectural standards that didn't impose a specific style were desired by over 93% of the participants. Also, it is significant that wall art, murals and art in public places were positively received by those voting. These eight (8) items will be considered for incorporation into the Comprehensive Plan. Five (5) of these were approved by an overwhelming majority of those who voted.

Two (2) statements were approved by a majority of those who voted and four (4) others were disapproved by a majority, but none to the level of a substantial majority. Perhaps the appropriateness of these items should be further explored.

A substantial majority of those voting did not want vending carts to "only be allowed in the area below the base flood elevation of a building that has been elevated." We believe this issue should be explored further because the wording is unclear as to whether the respondents voted against the proposal because

they didn't want vending carts at all or didn't want them limited only to locations under an elevated building.

### **Natural Resources**

There were 18 outcome statements associated with natural resource issues. Five (5) of these were looked upon favorably by a substantial majority of those voting and will be considered for incorporation into the Comprehensive Plan. For more detailed information on these issues refer to pages 28-31. Three (3) of these were approved by an overwhelming majority of those who voted. The importance of having a stormwater master plan was recognized by over 92% of the participants while paying for it by means of a stormwater utility was favorably received by only 22% of the participants.

Half of the outcome statements regarding natural resources were approved or disapproved by only marginal majorities of between 50% and 60%. These nine (9) items are indicated by the lack of color highlighting on pages 29-31.

Four (4) proposed outcome statements were disapproved by substantial majorities, two (2) of which were soundly disapproved by overwhelming majorities. Specifically, participants rejected proposed statements that would involve acquiring property for parks, preservation or conservation purposes; establishing a storm water utility; creating a historic district and making turtle lighting restrictions effective year-round. The latter two were rejected by more than 80% of those voting.



## Infrastructure

There were 11 outcome statements associated with infrastructure issues. Seven (7) of these were looked upon favorably by substantial majorities of those voting and five (5) of the seven (7) were supported by overwhelming majorities.

The outcome statements asking whether the Town should initiate an action plan with scheduled capital improvement projects for severe drainage areas was agreed to by all 68 participants voting. While this seems inconsistent with the consensus against establishing a stormwater utility, it points out that the public should be educated more on this issue if a consensus is to be reached on how to fund stormwater improvements. These seven (7) items will be considered for incorporation into the Comprehensive Plan. For more detailed information on these issues refer to pages 32-34

Building a cultural/arts facility was approved by a minimal majority (just 50.7%), which is almost a 50:50 split indicating virtually no consensus at all. This item is indicated by the lack of color highlighting on page 34.

Three (3) proposed outcome statements were disapproved by substantial majorities. These are a toll for the Sky Bridge, construction of an amphitheater, and acquisition for land for additional parks.

## Comparison of Results with 2007 EAR

The number of issues that were addressed in a consensus format, both during the 2007 EAR process and the 2011 vision sessions, is limited to the following:

1. The relocation of Estero Boulevard near Times Square
2. The pedestrian Estero Boulevard over/under pass at Times Square
3. Use of a roundabout at the intersection of Estero Boulevard and Fifth Street
4. The importance of sidewalks and bike paths along Estero Boulevard
5. The importance of transit facilities (i.e., the trolley)

In the 2007 EAR the question of relocating Estero Boulevard near Times Square received 63% of the votes of those who felt comfortable making a decision. In the 2011 vision session, that positive percentage increased to 89% when participants were asked whether the Town should consider the realignment of Estero Boulevard through the Seafarer property. Over time this issue or outcome seems to have developed a more specific consensus.

Another comparison item found in the 2007 EAR and the 2011 vision outcome session asked whether a roundabout should be included as an alternative for improving Estero Boulevard. While a majority of those who were confident enough to have a clear preference



were in favor of a roundabout in 2007, almost as many simply felt that they needed to know more about it. By the 2011 vision session a substantial majority of the participants were not in favor of a roundabout as an alternative solution. See page 37.

Visioning sessions are valuable tools that allow public input and participation in determining the future direction of an organization, in this case the Town of Fort Myers Beach. Equally important, if there is a lack of follow-through after the vision sessions, the citizenry will become disillusioned. Therefore, we have taken those outcome statements on which there was a substantial consensus during the 2011 vision sessions and drafted proposed amendments to objectives and policies in the Town's Comprehensive Plan.

The recommendations include eight (8) new policies, 19 revised policies and four (4) revised objectives. To place the recommendations in context, we have also included the associated outcome statement(s) and tallies of votes after the proposed changes. See pages 40-53. It is also worth noting that a policy is only recommended for revision if a super majority or 2/3 majority of the participants favored proceeding in one direction or another.

The recommended objectives and policy changes listed in section five of this report provide the Town with a starting point for changes to the Comprehensive Plan. The recommended changes represent true public input and participation. The Town's next step is to begin the Comprehensive Plan Amendment process.



## Section One: First 2011 Vision Session

### PURPOSE

The purpose of the first vision session was to arrive at a listing of issues residents, business representatives and property owners considered sufficiently important to the short-range and long-range future of the Town. These important issues would then be addressed in the Town's Comprehensive Plan.

### PROCESS

The vision session began at 5:30 PM on June 2, 2011 with attendees registering and partaking of light refreshments, filling out questionnaires and viewing a looping video of photographs representing various aspects of life in Fort Myers Beach. Just over 40 members of the public at large attended the visioning session.

particular interest to them. Four major subject areas of interest were selected by Town staff based on their experience in the Town, responses to questionnaires posted online, results of the 2007 EAR, and public input over the past few years. These subject areas were:



1. Transportation, Traffic, Bicycle & Pedestrian Mobility
2. Community Character (including issues associated with land use; downtown, FEMA regulations; commercial intrusion & short-term rentals)
3. Natural Resources/Preservation
4. Infrastructure (including water, sewer, recreation, drainage and transportation facilities)

The "break-out" groups lasted until approximately 7:15 PM during which time the participants at each table, with the help of Town Planning staff and LaRue staff acting as facilitators, identified those issues that they considered to be most important in Fort Myers Beach. At the end of the 45-minute period, each group arrived at a consensus as to the five most important issues, in rank order of priority, facing the Town.

At 6:00 PM the Mayor and Community Development Director gave opening remarks and introduced James LaRue of LaRue Planning & Management Services, the Consultant assisting the Town in its visioning effort.

Mr. LaRue briefly explained how the visioning session was an important aspect of the Town's planning efforts, how the night's visioning session would be conducted, and introduced potential topics as areas for possible discussion.

At 6:30 PM attendees separated and went to one of the four "break-out" groups to participate in discussion of topics of



At 7:30 PM, the full complement of participants met in the main meeting room where a spokesperson for each “break-out” group presented a summary of the group’s findings to the full group.

At 8:00 PM Mr. LaRue provided a wrap-up of the night’s proceedings and explained the next steps in the visioning process. Vision outcomes will be determined and agreed upon. They will then provide a framework for designing the Town’s future steps or primary strategies in becoming the best Town it can be. The second visioning session was to be held on July 22, 2011.

## RESULTS

Following is a summary of the local issues identified in each “break-out” group in the order of their priority as ranked by the participants at each table.



## VISION SESSION 1: Local Issues in the Order of Their Priority

### Transportation, Traffic, Bicycle & Pedestrian Mobility

1. Seasonal traffic congestion at Times Square; controlling pedestrians and keeping cars moving
2. Intrusion into the right-of-way (buildings, structures, objects, etc., prevents widening of Estero Boulevard)
3. Traffic and pedestrian and bike safety along the full length of Estero Blvd.
4. Public parking and where it's located
5. Need to improve trolley/tram service (shorter headways)

### Community Character

1. Keep it funky
2. Protect the view
3. Protect residential
4. Mobile carts (Times Square land use)
5. Consolidated public facilities

### Natural Resources and Preservation

1. Improve water quality and health of Gulf of Mexico, Estero Bay and the Aquatic Preserve, including conservation of wildlife & wildlife areas
2. Preservation: management of green space with emphasis on public access of bay for passive use
3. (tie) Wise beach management
3. (tie) Improve air quality and reduce light pollution (reducing traffic and "dark sky" adherence)
4. Preservation of historical and cultural resources

### Infrastructure

1. Bridge widening
2. Transportation improvements: parking, streetscape beautification; alternative transportation (pedestrian & bicycle improvements)
3. Sewer and water improvements
4. Drainage
5. Recreation, parks and arts facilities



## COMPARISON WITH THE 2007 EAR

The last Evaluation and Appraisal Report (EAR) completed by the Town of Fort Myers Beach was initiated in 2005 and adopted in 2007. The EAR-based Plan Amendments related to that EAR were adopted in 2009. In the 2007 EAR there were several major issues that were selected and were discussed in relation to their Comprehensive Plan policy impact. These major issues are as follows:

### 1. Coastal Hazards

The 2007 EAR included a discussion about coastal hazards. This issue was raised by the Department of Community Affairs and the Town was to examine Comprehensive Plan policy efforts toward directing population away from areas of known coastal hazards. Since the Town is entirely located in the “Coastal High Hazard Area” the Town reviewed its six specific policies that addressed the Coastal High Hazard Area and determined they were valid.

*No participant raised this issue during the first vision session and specific coastal hazard policies were not discussed.*

### 2. Buildbacks and Conversions

The 2007 EAR discussed whether the buildback provisions were working properly, and whether they should be modified or repealed. One question raised was should the plan allow conversions from over-density hotel/motel units to over-density residential units?

Pre-disaster buildback was discussed and the 2007 EAR included discussion of post- and pre-disaster buildback.

*While no one specifically questioned whether the buildback provisions worked properly or should be revised, there was discussion in the “community character” break-out group about the impacts of building elevations a result of meeting the new FEMA regulations. Participants were shown the two following visual scenarios based on buildings being elevated to meet current FEMA height requirements.*



Figures 1 through 3 in the Appendix provide illustrations of the effects of FEMA height requirements on selected properties in the Town and an example of how these effects might be ameliorated in the Times Square area.



### 3. Estero Boulevard – Times Square

One of the most populated and congested segments of Estero Boulevard is near Times Square. The 2007 EAR contained considerable discussion about problems and opportunities associated with Estero Boulevard in the Times Square area. Alternatives discussed in detail included realignment, alternative streets, a roundabout, a pedestrian bridge, and a dedicated transit lane.

*Traffic congestion, controlling pedestrians, and keeping cars moving along Estero Boulevard were major concerns expressed during the first vision session. These issues were addressed in greater detail during the second vision session. Interest in public parking was also expressed.*

### 4. Estero Boulevard

The 2007 EAR contained considerable discussion and a number of survey questions dealing with Estero Boulevard over the entire length of the island. Ten distinct options for improving Estero Boulevard between Crescent Street and the Sky Bridge were developed in the 2005 charrettes. Also, at that time, underground utilities, better drainage, sidewalks, street trees, bike paths and transit facilities were all considered important by a large majority of the respondents.

*Concern over traffic and pedestrian safety over the length of Estero Boulevard was expressed as a major concern during the second vision session.*

### 5. Stormwater Management

The 2007 EAR contained acknowledgement of the need for a stormwater master plan, and the use of a stormwater utility as a potential funding source for stormwater maintenance and improvements were discussed.

*Drainage was recognized as a significant infrastructure issue during the first vision session, although participants were not sure what progress had been made in this area.*

*The first 2011 vision session resulted in a considerable number of issues that were not addressed in the 2007 EAR. The most clearly significant of these related to preserving the community character, expressed as “keep it funky”. Other issues involved improving the protection of natural resources, water quality and conservation of wildlife.*



## Section Two: Second 2011 Vision Session

### PURPOSE

The purpose of the second vision session was to develop a framework for determining the direction that would result in the most desirable Town of the future. In order to do this, it was necessary to develop a list of outcome statements that had broad acceptance by vision session participants. These outcome statements will provide the basis for modifying objectives and policies in the Town's Comprehensive Plan.

### PROCESS

The vision session began at 6:00 PM on July 22, 2011 with attendees registering and being given a name tag and an envelope containing green and red dots to be used when voting on the outcome statements.

Each participant was directed to panels taped to the wall and informed that these are identical to the items that they would be voting on a short time later. It was suggested that they review the boards to become familiar with the topics and statements.

At 6:30 PM, all registered participants were directed to a meeting room where introductory comments and directions were provided.

The total number of participants was divided into roughly four equally sized groups, one group for each voting area. At 7:00 PM,



participants were directed to the voting area assigned to them where the statements to be evaluated were displayed.

Once the participants were at their appropriate stations each person indicated his/her approval or disapproval of each of the 67 outcome statements by placing a green dot next to each outcome statement with which he or she agreed and a red dot next to those with which he or she disagreed.



The process went surprisingly well and the voting process was completed by about 8:00 PM. By about 8:30 PM tentative tallies of the votes were completed and those participants choosing to remain were informed of the general areas where significant consensus was achieved in favor of, or in opposition to, the outcome statements. Attendees were told that the findings of the vision session would be posted as soon as possible on the Town's website.

### METHODOLOGY

A total of 79 participants registered and participated in the vision session. Each person was given the opportunity to indicate his or her approval or disapproval on each of the 67 outcome statements. In no instance did each and every one of the participants actually vote. The voting ranged from a low of 50 total votes to a high of 74 votes on a given outcome



statement. On average, 66 persons cast votes on each of the outcome statements reviewed during the vision session. There are a number of reasons that could have contributed to some participants not voting on an outcome statement. These include the following:

- Six consultants or other individuals who were not residents of Fort Myers Beach, property owners or business operators in the town, attended the vision session. Subsequent discussion with some of these attendees indicated that they did not typically vote on most of the issues.
- Some participants did not vote because certain issues were not of interest to them.
- Also, some participants did not vote because they did not understand the issue or were simply unsure of how they felt about the proposed outcome statements.

## DEFINING CONSENSUS

According to Webster's, a consensus is "the judgment arrived at by most of those concerned." However, in planning we are frequently trying to identify community character or community feeling on a matter. When a community is split 50:50 on a matter there is absolutely no consensus; and when it's 52:48, for example, it is only a marginal consensus. It has been our

experience in community planning that support by a substantial majority is a better basis for defining consensus on local policy issues or regulations. Therefore, as in the U.S. Senate, we like to see a 2/3's majority as a clear indication that the community is in favor of proceeding in one direction or another. From a technical standpoint we have determined any approval that approximates at least 66% qualifies as a substantial majority.



## Section Three: Second Vision Session Analysis

This section provides tabulation and analysis of the results of the voting during the second 2011 vision session. It also contains a comparison of survey responses contained in the 2007 EAR with responses on similar issues during the 2011 vision session.

This section is divided into four sections corresponding to the four basic areas of consideration covered during both the first and second vision sessions.

1. Transportation issues, including traffic congestion, intrusions into the right-of-way of Estero Boulevard, traffic, pedestrian and bicycle safety, public parking, and trolley/tram service.
2. Community character issues relating to community appearance and architectural style, protecting the view, mobile carts, and consolidation of public facilities.
3. Natural resources including water quality, conservation, beach management, air quality and light pollution, and historical and cultural resources.
4. Infrastructure, including changes associated with the Sky Bridge, sewer and water improvements, and recreation facilities.



## Transportation Issues

There were 23 outcome statements associated with transportation issues. Most (18) of these were looked upon favorably by a substantial majority of those voting.

Outcome statements agreed to by at least a substantial majority are highlighted in **green** in the following table. Those that were disapproved by at least a substantial majority are highlighted in **red**. If an outcome statement is neither approved nor disapproved by at least a substantial majority, the box is left uncolored.

The outcome statements on the following pages are arranged starting with the statement that met with the greatest approval followed by those with lesser approval. Statements that met with substantial approval will be considered for incorporation into policies of the Comprehensive Plan.

In cases where outcome statements relate to issues or policies discussed in the 2007 EAR, to the degree possible, the results of the 2011 vision session are compared to findings or recommendations in the 2007 EAR.

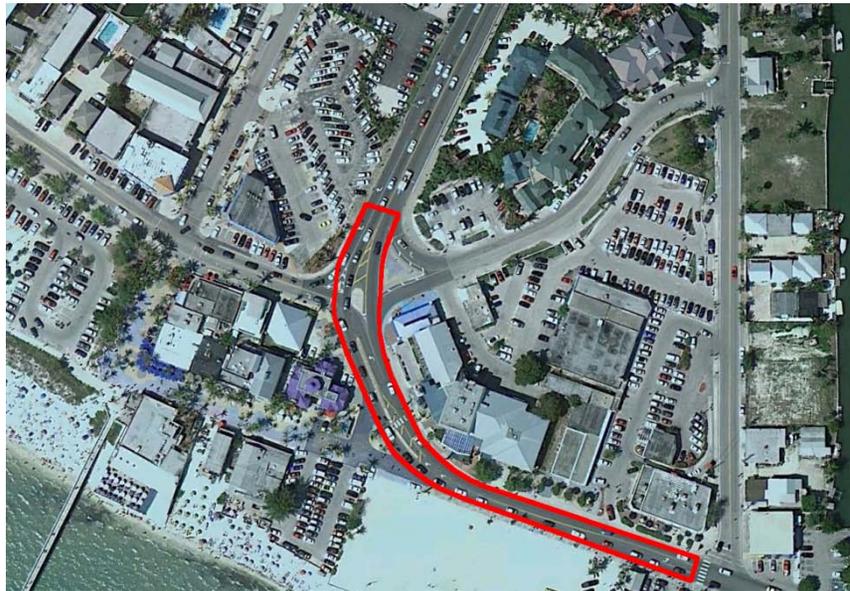
Black entries in the Policy and Page columns refer to related objectives or policies in the EAR.

**Red entries** in the Policy and Page columns refer to related objectives or policies only in the Comprehensive Plan, not in the EAR. Where the word **New** precedes a **policy number**, this is a new policy proposed to be added as a result of substantial approval by the participants.

A “?” in the Policy or Page columns means no related reference was identified in the EAR or Comprehensive Plan.



Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
New 3-D-10	CP	60	17	Provide parking structures in the Town by providing residents with a sticker for parking in certain areas, with all others paying based on time of day and time of year.	1	61	98.4%	1.6%
1-A-1	20	59	3	The Town should consider alternatives for improving Estero Boulevard between Crescent Street and Sky Bridge. (See graphic below.).	2	61	96.7%	3.3%



In 2007, interest in improving the design and operation of Estero Boulevard in the Times Square area was high. The 2007 EAR dealt in detail with a variety of issues relating to this area and potential improvements. Interest in resolving transportation and congestion problems in this area has not waned as can be seen by the almost universal support for the foregoing outcome statements.

Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total		Percent	
						YES	NO	YES	NO
7-E 7-E-1	48	55	10	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by providing expedited permitting for improvements or actions associated with eliminating intrusions.	4	59	93.2%	6.8%	
1-A-1	20	57	1	The Town should consider the realignment of Estero Boulevard through the Seafarer property. (See graphic below)	7	64	89.1%	10.9%	



In the 2007 EAR the following question was asked: “Do you think the idea of relocating Estero Boulevard near Times Square should be pursued further?” Of those who felt comfortable making a decision, 63.8% responded with “Yes” and 36.2% said “No”. As can be seen by the responses to question #1, above, those in favor of considering realignment through the Seafarer property increased to an overwhelming majority in 2011.

Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
7-E 7-E-1	48	51	6	The Town should develop a program of incentives for property owners to eliminate encroachments into the ROW along Estero Boulevard.	8	59	86.4%	13.6%
3-D-3	21	52	11	The Town should acquire, or develop a program for the donation of land to expand the ROW along Estero Boulevard to accommodate wider sidewalks and bike paths with enhanced landscaping.	9	61	85.2%	14.8%
3-D-3 1-A-2 7-E-1	21 B24 42 48	58	5	The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.	12	70	82.9%	17.1%

In the 2007 EAR, 100% of those who felt comfortable making a decision mentioned that sidewalks and bike paths were important improvements to Estero Boulevard. Again the responses to question numbers 11 and 5, above, reinforce the continuing support for the importance of sidewalks and bike paths along Estero Boulevard.



Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
7-H-1	22	57	2	The Town should consider a walkway over/under Estero Boulevard at the existing crosswalk between Times Square and the Seafarer property. (See graphic below)	12	69	82.6%	17.4%



Of the participants that were confident enough to have a clear preference, 76.8% were in favor of considering a pedestrian over/underpass facility in 2007. As evidenced above, the level of support increased in 2011.

Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
3-D-3iii	21	51	13	Crosswalks should be improved with textured pavers and signage.	14	65	78.5%	21.5%
7-D-2	47	54	20	The Town should coordinate with Lee County to expand the trolley service.	15	69	78.3%	21.7%
7-E 7-E-1	48	39	8	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by offering reductions in parking requirements.	11	50	78.0%	22.0%
7-E 7-E-1	48	49	7	The Town should consider establishing a deadline for removing structures and other objects that encroach into the ROW of Estero Boulevard. After this deadline assessments or fines will be imposed on owners of property where intrusions persist.	16	65	75.4%	24.6%
New 3-D-10	21	47	19	The Town should allow owners of elevated commercial buildings to charge for the use of parking spaces under the building even if the spaces are required to meet the Town's parking standards.	17	64	73.4%	26.6%
New 3-D-10	21	49	18	For business owners that elevate their commercial building, the Town should provide incentives to keep the space under the building for parking rather than for storage or mobile vending.	18	67	73.1%	26.9%
New 3-D-10 New 7-F-1	21 30	46	16	Provide parking structures in the Town by working with the County and provide some funds to transform the "park and ride" lot on San Carlos Island into structured parking.	17	63	73.0%	27.0%
7-E 7-E-1	48	42	9	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by employing stricter code enforcement.	20	62	67.7%	32.3%



Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
1-A-3 7-F-3	43 31	38	14	Provide parking structures in the Town by working with residents to identify suitable locations.	19	57	66.7%	33.3%
3-D-3iii	21	42	12	The Town should place signage in the ROW to alert drivers to an upcoming crosswalk (similar to that used in the south end).	22	64	65.6%	34.4%
7-D-2	47	37	22	The fee for the trolley should be increased for visitors so it is more economically practical to operate on the Island.	37	74	50.0%	50.0%

While 77.8% of the respondents that were confident enough to have a clear preference expressed the feeling that transit facilities were important in 2007, in 2011 the participants in the 2<sup>nd</sup> vision session were equally divided over the proposition of increasing the trolley fee for visitors to the community. Due the significant split in the community on this issue, clarification should be pursued to see if there is room for consensus among the citizenry.

No policy, but issue is discussed.

Pages 28-30	22	4	Include a roundabout as an alternative approach	43	65	33.8%	66.2%
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While the overwhelming majority of those who were confident enough to have a clear preference were in favor of a roundabout in 2007, almost as many simply felt they needed to know more about them. Specifically, in the 2007 EAR 33 persons were recorded as saying they “love it”, but 29 still “wanted to learn”. By 2011, a substantial majority of the participants were opposed to a roundabout as an alternative solution, as evidenced by the responses to question 4, above.



Policy	Page	#YES	?#	TRANSPORTATION SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
7-F-3	31	19	15	Provide parking structures in the Town by using the Downtown Redevelopment Agency and Tax Increment Financing (TIF) funds for the Town to construct a parking structure(s).	43	62	30.6%	69.4%
No specific policy, but issue is discussed.	52	17	21	Improve the traffic pattern of Estero Boulevard by adding a trolley/tram only lane.	51	68	25.0%	75.0%
<p>There was considerable attention and discourse on page 52 of the 2007 EAR given to the idea of an exclusive transit lane on Estero Boulevard. The general gist of the text was that an exclusive transit lane could be useful in some sections but could present problems or necessitate unacceptable trade-offs in others. Support for transit was strong in 2007 and still remains so in 2011, but there is little support for a tram only lane on Estero Boulevard (question 21, above) or for the use of TIF funds to support the trolley (question 23, following).</p>								
7-D-2	47	13	23	The Town should employ the Downtown Redevelopment Agency and TIF (Tax Increment Financing) funds to offset some portion of the cost of the trolley service.	56	69	18.8%	81.2%



## Community Character Issues

There were 15 outcome statements associated with community character issues. Eight (8) of these were looked upon favorably by a substantial majority of those voting.

Outcome statements agreed to by at least a substantial majority are highlighted in **green** in the following table. Those that were disapproved by at least a substantial majority are highlighted in **red**. If an outcome statement is neither approved nor disapproved by at least a substantial majority, the box is left uncolored.

The outcome statements on the following pages are arranged starting with the statement that met with the greatest approval followed by those with lesser approval. Statements that met with substantial approval will be considered for incorporation into policies of the Comprehensive Plan.

In cases where outcome statements relate to issues or policies discussed in the 2007 EAR, to the degree possible, the results of the 2011 vision session are compared to findings or recommendations in the 2007 EAR.

Black entries in the Policy and Page columns refer to related objectives or policies in the EAR.

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Policy	Page	#YES	?#	COMMUNITY CHARACTER SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
1-A-3v 3-A-4iii	43 44	67	24	Architectural standards that dictate a specific style <b>are not</b> wanted.	5	72	93.1%	6.9%
<p>Participants expressed this opinion with the term “keep it funky” and were very clear that they did not wish to limit architectural style. Care should be taken in the implementation of Policy 3-A-4iii calling for architectural guidelines for cottage renovations and infill development.</p>								
?		62	25	Wall art, murals, statuary, and art in public places should be encouraged.	6	68	91.2%	8.8%
OBJ 4-E 4-E-1	10 11	64	26	When buildings are elevated, they should be allowed to keep the same style as existed before their elevation.	7	71	90.1%	9.9%
<p>This would appear to be an item that could be used as an incentive for pre-disaster buildback, a strategy that was encouraged in the 2007 EAR.</p>								
?		56	34	The Town should review all food vending cart approvals annually.	7	63	88.9%	11.1%
OBJ 3-D, 4-F 1-A-3v Discussion	21, 22 43 24	57	27	Special redevelopment standards for the Downtown District should be encouraged.	13	70	81.4%	18.6%

The EAR discusses pre-disaster buildback in two forms. One relates to buildings that exceed the post-1984 density limits and the second relates to buildings that may be conforming as to density or intensity but need to be elevated to meet FEMA requirements. The former dominates the discussion in the EAR. But, the overwhelming support for the proposal above indicates the citizens' desire to allow for incentives to encourage voluntarily elevating of buildings in the downtown area before a disaster strikes.



Policy	Page	#YES	?#	COMMUNITY CHARACTER SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
?		44	28	Create a view corridor from the Sky Bridge westward within which height variances will be prohibited.	16	60	73.3%	26.7%
OBJ 4-E 4-E-1	10 11	50	29	The Town should offer height incentives to owners of downtown properties who want to elevate their buildings to meet FEMA requirements before a disaster.	19	69	72.5%	27.5%

This is another form of incentive that is consistent with the policies contained within the Comprehensive Plan and discussed under the pre-disaster buildback section of the EAR.

3-A-3	18	43	37	The Town should purchase the existing building for Town Hall.	22	65	66.2%	33.8%
3-A-3	18	38	36	The Town should acquire property and/or a building for Town Hall.	28	66	57.6%	42.4%

Taking questions 36 and 37 together, it is clear that the current location of the Town Hall is preferred to a new location. A substantial majority also soundly reject locating Town Hall in association with the Bay Oaks Community Center. (See response to question 38 on the following page.)



Policy	Page	#YES	?#	COMMUNITY CHARACTER SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
OBJ 4-E 4-E-1	10 11	39	35	Building owners should be allowed to rent the space below his/her elevated building to vending cart operators. The number of carts per building should be regulated by the Town.	29	68	57.4%	42.6%

This is an extension of the current buildback policy to encourage the elevation of buildings, which are conforming to density or intensity requirements, prior to the advent of a disaster in order to meet FEMA requirements. However, support does not reach the level of a substantial majority and the idea should be pursued further to see if there is room for a greater consensus among the citizenry.

?		30	32	Mobile vending carts for food should be allowed in the Downtown District.	37	67	44.8%	55.2%
---	--	----	----	---	----	----	-------	-------

This could provide another incentive for owners of commercial properties in the downtown area to elevate their buildings prior to a disaster, particularly if vending carts were only allowed if the building were raised before a disaster, rather than after. Consequently we believe this option should be further explored to see if greater support could be gathered.

?		27	31	Increases in height within Residential districts should be allowed only if the purpose is to accommodate mechanical equipment and such equipment must be hidden by architectural elements.	36	63	42.9%	57.1%
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?		25	30	Density increases that require an increase in height should only be allowed within the Downtown District.	42	67	37.3%	62.7%
---	--	----	----	---	----	----	-------	-------

3-A-3	18	25	38	The location of Town Hall should be in close proximity to Bay Oaks Recreation and a campus like atmosphere should be developed.	46	71	35.2%	64.8%
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See commentary on questions 36 and 37 on the previous page.



Policy	Page	#YES	?#	COMMUNITY CHARACTER SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
?		17	33	Vending carts should only be allowed within the area below the base flood elevation of a building that has been elevated.	48	65	26.2%	73.8%

We believe this issue should be explored further because the wording leaves in question as to whether the respondents voted against the proposal because they didn't want vending carts or didn't want them limited only to locations under an elevated building. See also comments pertaining to questions 32 and 35, on the preceding page.



## Natural Resource Issues

There were 18 outcome statements associated with natural resource issues. Only five (5) of these were looked upon favorably by a substantial majority of those voting.

Outcome statements agreed to by at least a substantial majority are highlighted in green in the following table. Those that were disapproved by at least a substantial majority are highlighted in red. If an outcome statement is neither approved nor disapproved by at least a substantial majority, the box is left uncolored.

The outcome statements on the following pages are arranged starting with the statement that met with the greatest approval followed by those with lesser approval. Statements that met with substantial approval will be considered for incorporation into policies of the Comprehensive Plan.

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Policy	Page	#YES		NATURAL RESOURCES SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
OBJ. 9F New 9-F-7	59 14	61	41	A stormwater master plan should be initiated within five (5) years.	5	66	92.4%	7.6%
The 2007 EAR noted that the Stormwater Master Plan had not been carried out. However it is obvious by the above response that this is an area of significant interest to the local citizenry.								
New 9-A-2v	11	61	39	Include drainage management practices into all Town projects and applicable private permit requests.	8	69	88.4%	11.6%
6-C-5	42 & 43	53	50	Encourage property owners to utilize solar powered lighting	11	64	82.8%	17.2%
6-C-5	42 & 43	47	51	Encourage property owners to utilize LED lighting that can be finely controlled.	19	66	71.2%	28.8%
New 9-C-4	12	43	48	The Town should develop policies to increase protection of endangered birds and turtles on the island.	22	65	66.2%	33.8%
6-E-3i - v	44 & 45	38	45	The Town should implement native landscaping and water management requirements.	25	63	60.3%	39.7%
6-E-3i - v	44 & 45	40	47	The Town should pursue grants to increase beach vegetation.	29	69	58.0%	42.0%
5-E-5	29	38	46	The Town should pursue more beach access points at the south end of Estero Island.	29	67	56.7	43.3
13-F-7	28	35	54	The Town should utilize national standards to acknowledge historical properties/buildings.	29	64	54.7%	45.3%



Policy	Page	#YES		NATURAL RESOURCES SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
6jk-D04 (?)	44	34	40	The Town should acquire property and rehabilitate it for preservation/conservation purposes and in a way that will address stormwater.	33	67	50.7%	49.3%
?		32	49	Implement "dark sky" standards for lighting.	36	68	47.1%	52.9%
5-E-4 5-E-5	29	29	43	The Town should provide public access to the back bay similar to public access to the beach.	34	63	46.0%	54.0%
?		30	56	The Town should create an arts district.	39	69	43.5%	56.5%
13-F-8	28	28	53	The Town should develop its own program to acknowledge historically significant buildings.	40	68	41.2%	58.8%
6-B-9	40 & 41	21	44	The Town should acquire property for passive parks preservation / conservation purposes.	46	67	31.3%	68.7%



Policy	Page	#YES		NATURAL RESOURCES SORTED FROM HIGHEST TO LOWEST APPROVAL	#NO	Total	Percent	
							YES	NO
9-F-6	60 & 61	15	42	The Town should establish a stormwater utility.	51	66	22.7%	77.3%
<p>It is clear from the response to question 39 that the participants in the vision session believe that drainage is a significant problem that needs to be addressed. Funding, however, is another issue. A stormwater utility was discussed in some detail on pages 60 and 61 of the 2007 EAR. It was noted that if a Stormwater Master Plan is prepared and adopted, a stormwater utility would be a logical tool for implementation. If a stormwater utility is not formed, then the cost of needed improvements would have to be funded through another means such as ad valorem taxes. The public should be educated more on this issue to determine if consensus can be reached on how to fund stormwater improvements.</p>								
13-F-6	28	14	55	The Town should create a historic district.	57	70	20.0%	81.4%
6-C-5	42	6	52	Make turtle lighting requirements effective all year round.	64	70	8.6%	91.4%



## Infrastructure Issues

There were 11 outcome statements associated with infrastructure issues. Seven (7) of these were looked upon favorably by a substantial majority of those voting.

Outcome statements agreed to by at least a substantial majority are highlighted in **green** in the following table. Those that were disapproved by at least a substantial majority are highlighted in **red**. If an outcome statement is neither approved nor disapproved by at least a substantial majority, the box is left uncolored.

The outcome statements on the following pages are arranged starting with the statement that met with the greatest approval followed by those with lesser approval. Statements that met with substantial approval will be considered for incorporation into policies of the Comprehensive Plan.

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Policy	Page	#YES		INFRASTRUCTURE OUTCOMES	#NO	Total	Percent	
							YES	NO
9-E-2	59	68	64	The Town should initiate an action plan with scheduled capital improvement projects for the areas with the most severe drainage problems.	0	68	100.0%	0.0%
Obj. 8C 8-C-1	17	62	62	The Town should incorporate storm water management techniques into the design and construction of improved infrastructure to enable water reuse.	2	64	96.9%	3.1%
Goal 8	15	67	61	The Town should improve water and sewer infrastructure islandwide.	5	72	93.1%	6.9%
7-G-2	31	61	59	The Town should encourage provision of a pedestrian and bicycle lane on the Sky Bridge.	6	67	91.0%	9.0%
OBJ. 7-F	30	49	60	The Town should provide more parking under the Sky Bridge.	14	63	77.8%	22.2%
9-B-2	11	46	63	The Town should encourage the use of pervious materials for driveways, sidewalks, patios, etc.	16	62	74.2%	25.8%

Again the citizenry has strongly indicated that it wishes the Town to address drainage/stormwater concerns and wants needed improvements to be included in the Town's Capital Improvements Schedule. However, the public should be educated more on this issue to determine if consensus can be reached on how to fund stormwater improvements.



Policy	Page	#YES		INFRASTRUCTURE OUTCOMES	#NO	Total	Percent	
							YES	NO
?		46	58	The Town should develop a landscaped entry feature on San Carlos Island approaching the Sky Bridge.	17	63	73.0%	27.0%
Obj. 10-F	26	37	67	The Town should acquire a culture/arts facility and/or develop one in conjunction with Bay Oaks or Town Hall.	36	73	50.7%	49.3%
7-G-2	31	24	57	A toll should be implemented on Sky Bridge with variable pricing based on time of day and time of year. Residents should receive a pass for an annual fee and fees should be dedicated to infrastructure improvements.	47	71	33.8%	66.2%
Obj. 10-F	26	21	66	The Town should construct an amphitheatre.	47	68	30.9%	69.1%
Obj. 10-A Obj. 10-D	23 & 25	18	65	The Town should acquire more property for parks.	50	68	26.5%	73.5%



## Section Four: Comparison of Second Vision Session Results with 2007 EAR

The number of issues that were addressed in a consensus format both during the 2007 EAR process and the 2011 vision sessions is limited to the following:

1. The relocation of Estero Boulevard near Times Square
2. The pedestrian Estero Boulevard over/under pass at Times Square
3. Use of a roundabout at the intersection of Estero Boulevard and Fifth Street
4. The importance of sidewalks and bike paths along Estero Boulevard.
5. The importance of transit facilities (i.e., the trolley).

Following is a brief tabulation and comparative analysis, where pertinent, of the responses to these issues during the 2007 workshops and the second vision session in July of 2011.

First, a brief explanation of how the two processes of citizen input differed and how they are compared in this analysis.

- Whereas the questions posed during the 2007 process allowed for a variety of responses, the input received during the 2011 vision session was limited to whether or not the participant agreed with the statement. The participant placed a green dot next to the statement if he/she agreed with the statement and a red dot if he/she disagreed.
- In order to allow a comparison of “apples to apples”, we must count only the equivalent of a “yes” or “no” response (or agree or disagree) in the tally of the 2007 responses. In the following discussion, the questions or statements as they were posed in 2007 and 2011 are repeated and the number of “yes” or “no” responses (or their equivalents) are tallied in both raw numbers and percent of total “yes” or “no” responses.



2007 EAR

2011 Second Vision Session

Page 30, Question # 2: Do you think the idea of relocating Estero near Times Square should be pursued further?

Yes	30	63.8%
No	17	36.2%
Not sure	17	
No Answer	9	

“The Town should consider the realignment of Estero Boulevard through the Seafarer property.”

Yes	67	89.1%
No	7	10.9%

*Of the participants that were confident enough to have a clear preference, there was a substantial majority in favor of considering relocation in 2007 and this increased to a overwhelming majority in 2011*

Page 30, Question # 5: Do you think the pedestrian bridge over Estero Blvd should be pursued further?

Yes	43	76.8%
No	13	23.2%
Not sure	10	
No Answer	2	

“The Town should consider a walkway over/ under Estero Boulevard at the existing crosswalk between Times Square and the Seafarer property.”

Yes	57	82.6%
No	12	17.4%

*Of the participants that were confident enough to have a clear preference, there was an overwhelming majority in favor of considering a pedestrian over/underpass facility in 2007, and this increased in 2011*



## 2007 EAR

## 2011 Second Vision Session

Page 30, Question # 6: What is your reaction to a roundabout at the intersection of Estero Blvd and Fifth Street?

Love it	33	89.2%
Hate it	4	10.8%
Neutral	7	
Want to learn	29	

“Include a roundabout as an alternative approach.”

Yes	22	33.8%
No	43	66.2%

*While the overwhelming majority of those who were confident enough to have a clear preference were in favor of a roundabout in 2007, almost as many simply felt they needed to know more about them. By 2011, a substantial majority of the participants were not in favor of a roundabout as an alternative solution.*

Page 51, Chart: How important to you are the following improvements to Estero Boulevard?

Sidewalks:

Important	67	100.0%
Not Important	0	0.0%
Not sure	0	
No Answer	6	

“The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.”

Yes	58	82.9%
No	12	17.1%

*Sidewalks remain an important facility to residents of the Town of Fort Myers Beach.*



## 2007 EAR

## 2011 Second Vision Session

Page 51, Chart: How important to you are the following improvements to Estero Boulevard?

Bike Paths:

Important	67	100.0%
Not Important	0	0.0%
Not sure	0	
No Answer	6	

“The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.”

Yes	58	82.9%
No	12	17.1%

*Bike paths, like sidewalks, continue to be an important facility to the Town’s residents.*

Page 51, Chart: How important to you are the following improvements to Estero Boulevard?

Transit Facilities:

Important	49	77.8%
Not Important	14	22.2%
No Answer	10	

While there was no directly comparable “outcome” statement in the 2011 vision session, the following transit related statements were posed to the participants:

“The Town should coordinate with Lee County to expand the trolley system.”

Yes	54	78.3%
No	15	21.7%

“Improve the traffic pattern of Estero Blvd. by adding a trolley/tram only lane.”

Yes	17	25.0%
No	51	75.0%



“The fee for the trolley should be increased for visitors so it is more economically practical to operate on the island.”

Yes            37            50.0%

No             37            50.0%

“The Town should employ the Downtown Redevelopment Agency and TIF funds to offset some portion of the cost of the trolley service.”

Yes            13            18.8%

No             56            81.2%

*Of the participants that were confident enough to have a clear preference, there was an overwhelming majority in 2007 that considered transit facilities an important aspect of life in Fort Myers Beach. Based on the support for the first “outcome” statement devoted to the trolley service in the 2011 vision session, this still holds true. However, there is little support for a tram only lane on Estero Boulevard or for the use of TIF funds to support the trolley. Residents are equally divided on the idea of increasing the trolley fee for visitors.*



## Section Five: Recommended Changes to the Comprehensive Plan

This section lists the changes to the Comprehensive Plan Objectives and Policies related to those outcomes which vision session participants approved by a substantial or greater consensus. To place the recommendations in context, following each proposed change are the associated outcome statement(s) and tallies of votes during the second 2011 vision session. Existing Objective and Policy language is in black typeface, and proposed new language is **highlighted**, additions are **underlined**, deletions are in **strikeout**.

**POLICY 1-A-1** Changes along Estero Boulevard should improve on the characteristics that make it a boulevard in character and not just in name: safe and interesting to walk along, impressive landscaping, and scaled to people rather than high-speed traffic. **These changes should include consideration of the realignment of Estero Boulevard through the Seafarer property and alternatives for improving Estero Boulevard between Crescent Street and Sky Bridge.** ...

YES		NO
57	The Town should consider the realignment of Estero Boulevard through the Seafarer property.	7
59	The Town should consider alternatives for improving Estero Boulevard between Crescent Street and Sky Bridge.	2

**POLICY 1-A-2** The town should develop a sidewalk and streetscape plan for all of Estero Boulevard that builds on the design theme of the 1997 improvements from Times Square and to the Lani Kai. **This plan should include purchase of right-of-way or development of a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.** This plan should recreate the historic "Avenue of Palms" concept by adding appropriate palm trees such as coconuts on both sides between the sidewalk and new curbs. This plan should also address related needs such as parking and trolley pull-offs, and should be sufficiently detailed to estimate costs and suggest potential phases of construction. Priorities should include positive impacts on: ...

YES		NO
58	The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.	12



**POLICY 1-A-3** In commercial and mixed-use areas, the town shall identify specific portions of Estero Boulevard where changes in land development regulations could work towards a more coherent “framing” of the Boulevard. New regulations, including special redevelopment standards for the Downtown District, should accomplish the following design goals over time through infill and redevelopment:

- i. bringing buildings closer to the sidewalk;
- ii. encouraging or requiring compatible means of meeting the mandatory flood elevation requirements (for example, using dry-floodproofing techniques, or designs such as the old hardware store which is built close to the street with outside steps up, but with added steps up inside to reach the flood elevation);
- iii. locating most parking to the rear of buildings, limiting curb cuts, and promoting shared parking areas, and working with residents to identify suitable locations for public parking structures;
- iv. facilitating pedestrian and bicycle access and contributing to the interconnectedness of the circulation system;
- v. adopting design guidelines that encourage architecture and urbanism along Estero Boulevard that contributes to the human scale and “beach cottage character (such as the Huston Studio or Hussey tourist information center), but without dictating a specific style.

YES		NO
38	Work with residents to identify suitable locations for public parking structures.	19
67	Architectural standards that dictate a specific style are not wanted.	5
57	Special redevelopment standards for the Downtown District should be encouraged.	13



**POLICY 1-B-1** Create Estero Boulevard gateways or entry features at the south end near Big Carlos Pass and near the touchdown of the Matanzas Pass bridge. Alternatively, develop a landscaped entry feature on San Carlos Island approaching the Sky Bridge.

**YES**

**NO**

46	The Town should develop a landscaped entry feature on San Carlos Island approaching the Sky Bridge.	17
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**POLICY 1-B-7** Wall art, murals, statuary, and art in public places should be encouraged.

**YES**

**NO**

62	Wall art, murals, statuary, and art in public places should be encouraged.	6
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**POLICY 1-B-8** Create a view corridor from the Sky Bridge westward within which height variances will be prohibited.

**YES**

**NO**

44	Create a view corridor from Sky Bridge westward within which height variances will be prohibited	16
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**POLICY 3-A-3** If the Town ever decides to build a Town Hall rather than renting office space, a new building, even if modest in size, should help complete a center of public activity and should be visually prominent as a showcase of urban design. In the alternative, the town should consider purchasing the existing building in which Town Hall is located.

YES		NO
43	The Town should purchase the existing building for Town Hall.	22

**POLICY 3-A-4** A “heart of the island” plan should be prepared to coordinate the public and private actions needed to fully implement this concept, including identifying the sequence of actions, responsibilities for implementation, and potential funding sources. Initial actions should include:

i. – ii. ...

iii. prepare architectural guidelines for cottage renovations and for infill development; but such guidelines should not dictate a specific style

YES		NO
67	Architectural standards that dictate a specific style are not wanted.	5

**POLICY 3-D-1** The town shall create a Downtown Redevelopment Agency to assist the Main Street program in revitalizing downtown as a lively, inviting, comfortable, and safe public environment and create special redevelopment standards for the Downtown District to encourage such revitalization efforts.

YES		NO
57	Special redevelopment standards for the Downtown District should be encouraged.	13



**POLICY 3-D-3** Continue with sidewalk improvements:

- i. Standard sidewalk widths should be provided by the public sector and/or private developers in each development project as it is implemented. Consider a program for private sidewalk reservation through dedication or easement (particularly along Old San Carlos) **or the Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways with enhanced landscaping along Estero Boulevard.**
- ii. Use selected materials in public rights-of-way and private property improvements adjacent to sidewalks, such as in plazas or building setbacks.
- iii. Provide special design treatment (e.g. continuation of sidewalk paving patterns, **or signage or textured pavers in crosswalks**) at major intersections of the primary pedestrian streets to create a visual link and distinguish the pedestrian surface from the vehicular right-of- way.

YES		NO
58	The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.	12
52	The Town should acquire, or develop a program for the donation of land to expand the ROW along Estero to accommodate wider sidewalks and bike paths with enhanced landscaping.	9
51	Crosswalks should be improved with textured pavers and signage.	14

**POLICY 3-D-4** Implement the pedestrian circulation plan:

i. – viii. ...

**ix. The Town should place signage in the right-of-way to alert drivers to an upcoming crosswalk.**

YES		NO
42	The Town should place signage in the ROW to alert drivers to an upcoming crosswalk (similar to that used in the south end).	22



**POLICY 3-D-10** The town should consider other improvements to improve the parking situation near Times Square such as:

- i. Working with the County and provide some funds to transform the “park and ride” lot on San Carlos Island into structured parking
- ii. Providing residents with a sticker for parking in certain areas, with all others paying based on time of day and time of year.
- iii. Providing incentives for business owners that elevate their commercial building, to keep the space under the building for parking rather than for storage or mobile vending.
- iv. Allowing owners of elevated commercial buildings to charge for the use of parking spaces under the building even if the spaces are required to meet the Town’s parking standards.

**YES**

**NO**

46	Working with the County and provide some funds to transform the “park and ride” lot on San Carlos Island into structured parking.	17
60	Providing residents with a sticker for parking in certain areas, with all others paying based on time of day and time of year.	1
49	For business owners that elevate their commercial building, the Town should provide incentives to keep the space under the building for parking rather than for storage or mobile vending.	18
47	The Town should allow owners of elevated commercial buildings to charge for the use of parking spaces under the building even if the spaces are required to meet the Town’s parking standards.	17

**OBJECTIVE 4-E HAZARD MITIGATION** — Mitigate the potential effects of hurricanes by easing regulations that impede the strengthening of existing buildings, by encouraging the relocation of vulnerable structures and facilities, and by allowing, **and providing incentives for** the upgrading or replacement of grandfathered structures without first awaiting their destruction in a storm.



**POLICY 4-E-1 Incentives to encourage hazard mitigation prior to a disaster**

i. When buildings are elevated, allow them to keep the same style as existed before their elevation.

ii. Offer height incentives to owners of downtown properties who want to elevate their buildings to meet FEMA requirements.

YES		NO
64	When buildings are elevated, they should be allowed to keep the same style as existed before their elevation.	7
50	The Town should offer height incentives to owners of downtown properties who want to elevate their buildings to meet FEMA requirements before a disaster.	19
17	<p>Vending carts should only be allowed within the area below the base flood elevation of a building that has been elevated.</p> <p><i>[Comment: Does this mean that the location of vending carts should not be so limited; or does it mean not to allow them at all?</i></p> <p><i>Also, allowing vending carts under an elevated building would be contrary to new Policy 3-D-10iii on the prior page.]</i></p>	48

NOTE: Current Policies 4-E-1 through 4-E-5 would need to be renumbered 4-E-2 through 4-E-6



**OBJECTIVE 4-F REDEVELOPMENT** — Take positive steps, **including special redevelopment standards for the Downtown District**, to redevelop areas that are reaching obsolescence or beginning to show blight by designing and implementing public improvements near Times Square to spur private redevelopment there, by supporting the conversion of the Villa Santini Plaza into a pedestrian precinct, by providing an opportunity for landowners to replace vulnerable mobile homes and recreational vehicles with permanent structures in the Gulfview Colony/Red Coconut area, and by providing building code relief for historic buildings.

<b>YES</b>		<b>NO</b>
<b>57</b>	Special redevelopment standards for the Downtown District should be encouraged.	<b>13</b>

**OBJECTIVE 6-C PROTECTED SPECIES** – **The Town should develop policies to increase protection of endangered birds and turtles on the island and** increase cooperation with local, state, and federal agencies in protecting wildlife species listed as endangered, threatened, or of special concern, and conserve the habitats upon which they depend in order to maintain balanced, biologically productive ecosystems.

<b>YES</b>		<b>NO</b>
<b>43</b>	The Town should develop policies to increase protection of endangered birds and turtles on the island.	<b>22</b>



**POLICY 6-C-5 -- SEA TURTLES** – The town shall prepare and adopt a new sea turtle ordinance by the end of 1998 to supersede Lee County’s existing Sea Turtle Protection Ordinance. The new ordinance shall provide standards for coastal uses and development and shall prohibit, during sea turtle nesting season, any point source of light or any reflective surface of a light fixture being visible from the beach; also, areas seaward of a frontal dune must not be directly, indirectly, or cumulatively illuminated; and shall encourage property owners to utilize solar powered lighting and/or LED lighting that can be finely controlled. Other beach activities to be regulated include:

i. – iv ...

YES		NO
53	Encourage property owners to utilize solar powered lighting	11
47	Encourage property owners to utilize LED lighting that can be finely controlled.	19

**POLICY 7-D-2 IMPROVE TROLLEY SERVICE:** Trolley ridership increases when service is more frequent and when fares are low or free, yet no long-term funding or operational plan has been developed for providing higher service levels. Practical measures to improve trolley usage include coordinating with Lee County to expand the trolley service and...

YES		NO
54	The Town should coordinate with Lee County to expand the trolley service.	15

**POLICY 7-E-1 TIMES SQUARE STREETScape:** The town shall begin work by 1999 toward extending southward the curbs, colorful sidewalks, and street trees installed by the Estero Island CRA in 1996. Similar sidewalks should be placed on both sides of Estero Boulevard as far south as the public library, including drainage, lighting, and trolley improvements. Unspent funds from the Estero Island CRA should be sought from Lee County toward this end. Generous urban sidewalks should also be built in the future around the Villa Santini Plaza as part of its redevelopment (as described in the Community Design Element). In addition the town should:

- i. Purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.



- ii. Develop a program of incentives for property owners to eliminate encroachments into the ROW along Estero Boulevard.
- iii. Establish a deadline for removing structures and other objects that encroach into the ROW of Estero Boulevard. After this deadline, assessments or fines will be imposed on owners of property where intrusions persist.
- iv. Encourage elimination of intrusions into the Estero Boulevard ROW by offering reductions in parking requirements
- v. Encourage elimination of intrusions into the Estero Boulevard ROW by employing stricter code enforcement.
- vi. Encourage elimination of intrusions into the Estero Boulevard ROW by providing expedited permitting for improvements or actions associated with eliminating intrusions

YES		NO
58	The Town should purchase right-of-way or develop a program to promote donation of land for easements to accommodate pedestrian and bicycle pathways along Estero Boulevard.	12
51	The Town should develop a program of incentives for property owners to eliminate encroachments into the ROW along Estero Boulevard.	8
49	The Town should consider establishing a deadline for removing structures and other objects that encroach into the ROW of Estero Boulevard. After this deadline assessments or fines will be imposed on owners of property where intrusions persist.	16
39	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by offering reductions in parking requirements.	11
42	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by employing stricter code enforcement.	20
55	The Town should encourage elimination of intrusions into the Estero Boulevard ROW by providing expedited permitting for improvements or actions associated with eliminating intrusions.	4



**POLICY 7-F-1** Work with the County and provide some funds to transform the “park and ride” lot on San Carlos Island into structured parking and provide more parking under the Sky Bridge.

YES		NO
46	Work with the County and provide some funds to transform the “park and ride” lot on San Carlos Island into structured parking.	17
49	The Town should provide more parking under the Sky Bridge.	14

NOTE: Current Policies 7-F-1 and 7-F-4 would need to be renumbered 7-F-2 through 7-F-5

**POLICY 7-F-3 4 BETTER PARKING LOTS:** The town should work with residents to identify suitable locations for public parking structures. Large parking lots or garages are usually more cost-efficient to build and maintain, but may not be the best solution for Fort Myers Beach. Disadvantages of large lots include high capital costs; the possibility of providing more parking than is needed or can be handled by the road system; and the unsightliness of most large parking lots and garages.

YES		NO
38	Work with residents to identify suitable locations for public parking structures.	19

**POLICY 7-G-2 CHANGES TO THE SKY BRIDGE:**

- i. If parking lots at Bowditch Point or Times Square greatly increase demand for northbound turns at the foot of the bridge, striping a third lane on the existing bridge might be considered, as might a reversible third lane during the peak season.
- ii. The Town should encourage provision of a pedestrian and bicycle lane on the Sky Bridge.

YES		NO
61	The Town should encourage provision of a pedestrian and bicycle lane on the Sky Bridge.	6



**POLICY 7-H-1 PEDESTRIAN OVER- or UNDER PASSES:** The town should consider a walkway over/under Estero Boulevard at the existing crosswalk between Times Square and the Seafarer property.

- i. Although pedestrian overpasses are often ignored by pedestrians, an overpass providing a panoramic view of the Gulf might be attractive enough to reduce at-grade crossings at Times Square without discouraging foot traffic in this highly congested area.
- ii. An underpass could also reduce at-grade crossings but would not have the advantage of panoramic view of the Gulf and underpasses are sometimes seen as less safe because a greater perceived risk of being accosted by a stranger, particularly at night.
- iii. Even without an overpass or underpass, the pedestrian-actuated stop light may be replaceable with a flashing caution light to minimize effects of the crossing on traffic flow.

<b>YES</b>		<b>NO</b>
57	The Town should consider a walkway over/under Estero Boulevard at the existing crosswalk between Times Square and the Seafarer property.	12

**POLICY 9-A-2** Implement sound management practices to reduce contaminant levels in stormwater, such as:  
i. – iv. ...

- v. include drainage management practices into all Town projects and applicable private permit requests.

<b>YES</b>		<b>NO</b>
61	Include drainage management practices into all Town projects and applicable private permit requests.	8

**OBJECTIVE 9-B RECHARGE** — Increase groundwater recharge rates by reducing stormwater runoff and enable water reuse.



**POLICY 9-B-2** These regulations shall require improved handling of stormwater when property undergoes major redevelopment through techniques such as:

- i. limitations on impervious coverage to improve existing conditions (and meet standards for new development where feasible);
- ii. encouragement of pervious pavement techniques (e.g., for driveways, sidewalks and patios) through partial credits against impervious ratios (provided that ongoing maintenance will ensure its continued effectiveness).

**POLICY 9-B-4** The Town should incorporate storm water management techniques into the design and construction of improved infrastructure to enable water reuse.

YES		NO
62	The Town should incorporate storm water management techniques into the design and construction of improved infrastructure to enable water reuse.	2
46	The Town should encourage the use of pervious materials for driveways, sidewalks, patios, etc.	16

**POLICY 9-C-4** The Town should develop policies to increase protection of endangered birds and turtles on the island.

YES		NO
43	The Town should develop policies to increase protection of endangered birds and turtles on the island.	22

**POLICY 9-E-2** Identify significant existing drainage problem areas through logs of citizen complaints and a public outreach effort and initiate an action plan with scheduled capital improvements for the areas with the most severe drainage problems.

YES		NO
68	The Town should initiate an action plan with scheduled capital improvement projects for the areas with the most severe drainage problems	0



**POLICY 9-F-6** the Town Council shall establish a funding source within two additional years to begin carrying out the selected stormwater improvements. This funding source may include revenue from gas taxes, ad valorem collections, stormwater utility fees, or other recurring sources.

**YES**

**NO**

15	The Town should initiate an action plan with scheduled capital improvement projects for the areas with the most severe drainage problems	51
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**POLICY 9-F-7** A stormwater master plan should be adopted and implementation begun within five (5) years.

**YES**

**NO**

61	A stormwater master plan should be initiated within five (5) years.	5
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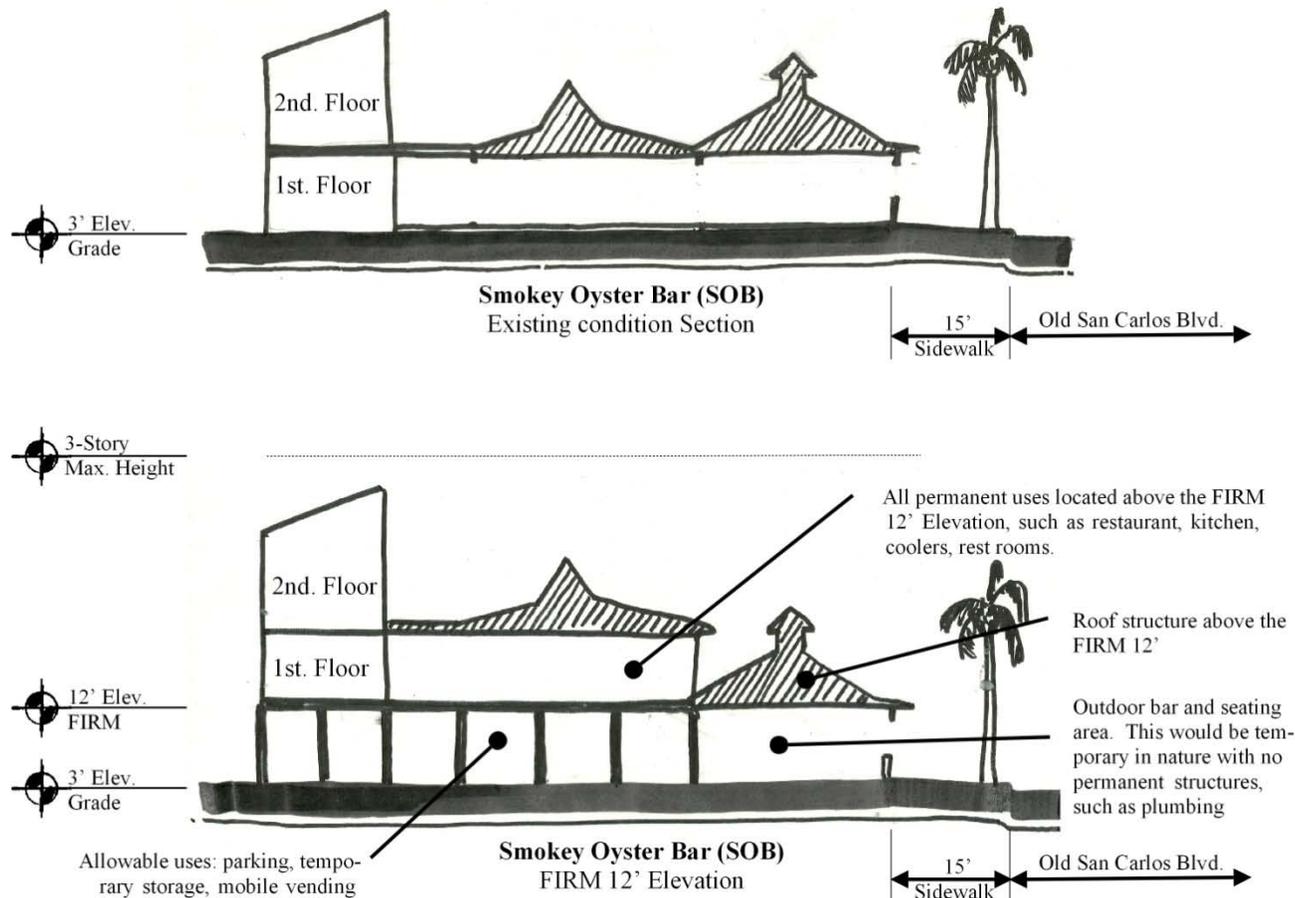




**Figure 1**

Smokey Oyster Bar (SOB)

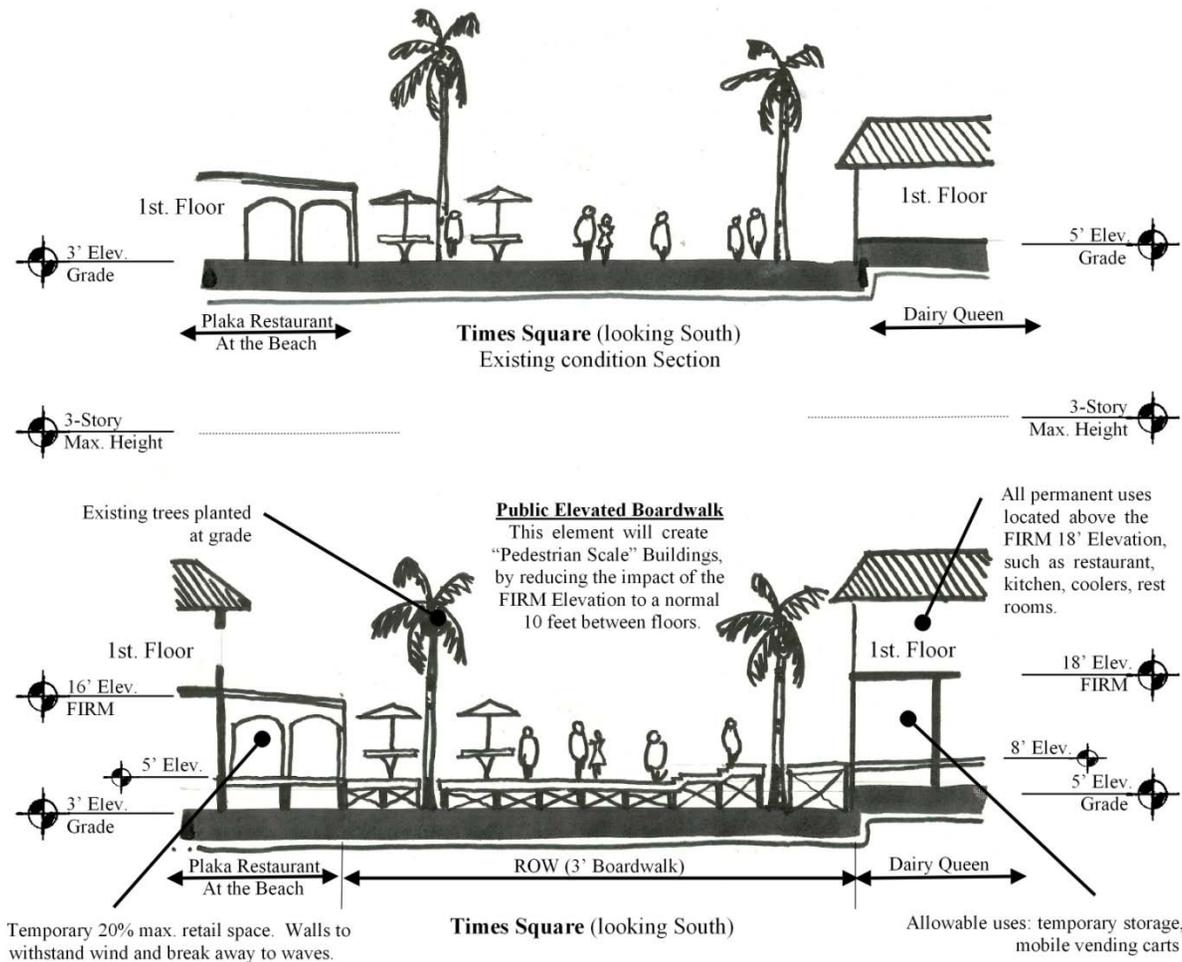
- The topmost sketch represents the location of the structure as it now exists at grade looking westward.
- The lower sketch shows how the property could look with the first floor raised to 12 feet above sea level as required by FEMA in accord with the Flood Insurance Rate Map (FIRM). No permanent structures, electrical or plumbing are allowed below the first floor. All permanent uses such as restaurants, rest rooms, kitchen, coolers, etc. are located on the elevated first floor.



**Figure 2**

Times Square looking south towards Dairy Queen & Plaka Restaurant

- The topmost sketch represents the location of the structures as they now exist at grade.
- The lower sketch shows how the property could look with an elevated boardwalk and the first floor raised to 16 feet and 18 feet above sea level as required by FEMA in accord with the Flood Insurance Rate Map (FIRM) for this area. No permanent structures, electrical or plumbing are allowed below the first floor. All permanent uses such as restaurants, rest rooms, kitchen, coolers, etc. are located on the elevated first floor.



**Figure 3**

Gulf of Mexico and The Beach Pierside Grill looking north

- The topmost sketch represents structure and patio as it now exists at grade. The public pier is shown beyond.
- The lower sketch shows how the property could look with the first floor raised to 18 feet above sea level as required by FEMA in accord with the Flood Insurance Rate Map (FIRM) for this area. No permanent structures, electrical or plumbing are allowed below the first floor. All permanent uses such as restaurants, rest rooms, kitchen, coolers, etc. are located on the elevated first floor.

