Cape Coral, FL
Date: May 20, 2022

00:00:36 --> 00:00:37: OK, whenever you run.
00:01:56 --> 00:02:00: Good morning everybody and welcome to the special meeting of
00:02:00 --> 00:02:03: the Cape Coral City Council. Today is May 20th, 2022.
00:02:03 --> 00:02:06: This meeting now comes to order. You would. Could you
00:02:06 --> 00:02:08: please stand for the Pledge of Allegiance?
00:02:12 --> 00:02:14: I pledge allegiance to the flag.
00:02:14 --> 00:02:15: Of the United.
00:02:15 --> 00:02:15: States of.
00:02:15 --> 00:02:18: America and to the Republic.
00:02:18 --> 00:02:23: For which it stands one nation under God, indivisible, with
00:02:23 --> 00:02:25: liberty and justice for all.
00:02:31 --> 00:02:33: Madam City clerk, could you call the roll, please?
00:02:33 --> 00:02:35: Yes, your honor. Before I call the roll, I would
00:02:35 --> 00:02:38: like to announce that Council member Welsh has asked to
00:02:38 --> 00:02:40: be excused and I will mark him so.
00:02:41 --> 00:02:42: Mayor Gunter
00:02:42 --> 00:02:43: here.
00:02:43 --> 00:02:49: Council members Cosden here, Hayden here long here Nelson.
00:02:50 --> 00:02:53: Here shepherd here Tate.
00:02:53 --> 00:02:54: Here.
00:02:54 --> 00:02:56: Seven present 1 excuse.
00:02:58 --> 00:03:00: Thank you, Madam City clerk. Do we have any Council
00:03:00 --> 00:03:02: members requesting to peer remotely?
00:03:02 --> 00:03:03: Council member Nelson.
00:03:04 --> 00:03:07: Do we have a motion to allow Council member Nelson
00:03:07 --> 00:03:08: to appear remotely?
00:03:08 --> 00:03:09: Move second.
00:03:11 --> 00:03:13: Madam City, could you call the roll Tate?
00:03:13 --> 00:03:14: Aye.
00:03:14 --> 00:03:20: Cosden aye Gunter Aye Hayden aye long hi Nelson.
Aye.
Shepherd aye seven eyes motion carried.
OK, next item is the agenda. Is there any changes
to the agenda? The only change that I'd like to
request that was requested by staff is to move the
citizens input time until between items.
Five and six.
So that will be the last item on the agenda
citizens input. That's any change that I have. Is there
any other changes? Is there a motion to approve?
2nd.
And does did I hear yes? Second agrees any discussion?
Madam City clerk. Call the roll.
Tate Cosden aye center hi Hayden aye.
Long.
Aye, Nelson.
Aye Shepherd aye seven eyes motion carried.
OK, item 5 is new business, 5A is the ULI
advisory service. Panel stakeholders results. And before we
citizens input. That's any change that I have. Is there
get started
there I just wanted to say thank you to all
the panelists for taking time out of your busy schedules
to come and help the city of Cape Coral.
To be able to.
About any.
Vision for the future. So I just wanted to say
thank you for that before we get started. And with
that I will turn it over to Mr City.
Manager thank you Mr Mayor. Good morning members of
City
council good morning ladies and gentlemen. You know two
years
ago we celebrated the Cape's 50th anniversary, and it also
coincided with my arrival here in the Cape to be
your city manager. And I'm right around the time we
were having the variety of.
Festivities, I started having conversations with individuals in
the community
to get to know more about the Cape but also
to try to understand where we're headed in the next
50 years and so that peaked my curiosity. Peaked curiosity
of a of many people in the community, and we
decided to move forward as part of your strategic planning
From now. How are we going to celebrate our success as a well-rounded community and we started to think about what professionals are out there that can help us in that journey and we didn't want to simply go out and hire a firm of urban planners, architects, and so forth and only have a one-sided view on a potential solution to where we want to head to in the future. And so we know. And we have worked for in a variety of different engagements.

We are very familiar with the Urban Land Institute based out of Washington DC. And so we reached out to the Urban Land Institute, otherwise known as ULI, and ask them if they would be interested in coming to Cape Coral and helping us craft that vision for our future. Now COVID got in our way Mr. Mayor and and our intent was with ULI to have started this process, sometime in late 2020 early 2021, but again because of the various challenges we had with COVID, we were not able to schedule this activity until this year. So let me tell you a little bit about we're here. We are and basically June of 2022, but our intent was with USLI to have started.

This process, sometime in late 2020 early 2021, but again because of the various challenges we had with COVID, we were not able to schedule this activity until this year. So let me tell you a little bit about we're here. We are and basically June of 2022, but our intent was with USLI to have started.

The stated mission of ULI is to shape the future of the built environment for transformative impact in communities worldwide. It is committed to connecting.

Active, passionate, diverse members through the foremost global network of interdisciplinary professionals, I am a member of the Urban Land Institute and have been for at least 10 to 12 years and many of your staff members and Development Services Department are also members of the Urban Land Institute. It also seeks to inspire best practices for equitable and sustainable land use through content education, convening, mentoring and knowledge sharing.

It is a leader in solving.

Community and real estate challenges through applied collective global experience
and philanthropic engagement. Through its advisory services program, Yuli offers expertise and technical assistance for communities and organizations facing land use challenges for more than 70 years, you live members have delivered changes in our cities through yulis Advisory Services panel. Whether it be devastation of of disaster, food access and healthy design, or shortage of housing choices, advisory services panels have offered unbiased. An independent solutions to the most complex problems facing communities. Members come to a community and link up with local leaders to draft a plan to revive, rethink and restore communities around the globe, to ultimately enact, change, and improve the lives of people who live there. Panels bring together the best and brightest from utilized diverse membership developers, planners, financiers, market analysts, economists, architects, designers and public officials to provide practical solutions and objective advice not available from other sources. We've been fortunate to work with this talented team of USLI panelists. They are volunteers and they're joined by Yuli. The staff members. To help us. Solve specific questions that are opposed to the panelists in advance of their arrival, and so now I'd like to turn it over. Mr Mayor to Lee Ferguson, who served as the panel chair for this particular engagement. Mr Ferguson. Thank you, thank you for that excellent introduction and and quite frankly, you've done a fair bit of the work that I anticipated that I was going to have to do in terms of introduction. So we're going to move right into our presentation. You know, we we really owe our special thanks to to the mayor and the and you Council members and to the city staff who have
hosted us so ably this week and then. And it’s been a great visit and and forgive me because I’m having to shift through my notes a little bit because Rob did. Rob did a good bit of the work that it on my first couple of slides, but let’s just move right ahead here. This, you know the introduction you’ve already seen. We’re about 45 thousand members around the world, and he’s described to you. Many of the things that are on these slides. This will be left behind for your review later at your leisure again, the advisory Service Panel since 1947, and I think collectively amongst us there are probably close to 75 or 100 of these panels that have been done around the country by the folks that you see sitting in front of you. This morning. I won’t point anyone out, but the gentleman that was sitting to my right has done 37. This is his 38, so he’s the he’s a bit of a lion share of our history. We want to thank you folks for hosting this so ably this week. Specifically Mayor Gutter and Rob Hernandez and Nita Whaley and and all of the folks that have come out and visited with us and given us their input under under the understanding that nothing would be attributed to any individual in our report, and so that anonymity, we hope will give. People has given people the opportunity to tell us the good and the bad and the indifferent. So that we can really give you our best advice in Council. And you know, we spent several long days we we got a a. An extensive briefing package back in the first time I did one of these things, I got a notebook. It was in 1992. Mary Beth was was staffing that panel and we got this notebook about this big in advance and we got to read it. This time we got an email. And it had a link attached to it, and I
think there were 147 documents by the time you weed it down through that. So we've had a wealth of information to review in advance, which was very helpful and put together by you folks locally and then our staff is also put some other things together. We spent several long days in at this point, if you don't mind, I'm going to go back to my text so that I don't it. It's been said that I will talk forever if allowed to, so I'm trying to exercise some discipline on myself. We spent several long days digesting.

This input, and in mostly collegial, but sometimes heated discussion amongst us and deliberation. We will now share our collective vision of what we see as the incredible future potential of your city. Providing our thoughtful recommendations of how you might best realize these wonderful opportunities. If you share our vision of the potential for the future of Cape Coral, become a truly great city that will happen in likely a very few years, probably much quicker than you might even be anticipating.

But only if you organize yourselves to ensure that it becomes the place that you want it to be. And when we say what that you want it to be, we're really looking at the whole community. Everybody from top to bottom east to West, north to South. Everyone in your community and including those who will come, who will.

Who will come here in the future. The panelists serving on these panels is is Rob mentioned. Are all professionals from various disciplines selected specifically for each panel assignment by the Urban Land Institute based on their experience. Similar land use and other real estate related issues and, and we're ably supported by the professional stuff. I'm going to go through and introduce each of those folks as they will present and so they will in the the process of how this works is we will go from, you know, from panelists to panelists right through the right through the process so that you will hear all the
Dan Conway, who comes to us from Denver, Co is an urban economist that studies real estate markets and why they perform the way they do. He's been doing this for. Over 55 years, and as I said, has participated in 37 of these advisory service panels. Next will be Alan folks who's a principal in the firm of ascent in Sacramento, CA. He's an urban designer who has focused his career on leading design and planning. I'm sorry, leading design and planning teams to solve complex urban problems in the US and Asia. Susanna Ross is a New England based licensed landscape architect with 20 years of experience. Managing complex urban landscape design and construction. She enjoys exploring the potential of the public realm to enrich the daily life, health well being and well being of city dwellers and urban ecology, and to shape the core identity of a city. Lindsay Broger from Washington DC is vice president of utilize Urban resilience program as an architect and resilient design expert. She helps communities across the globe turn the negative impacts of climate change into opportunities where all can thrive. Donnie R. James is the chief real estate officer for the Revenue Authority in Prince Georges County, Maryland, where he is responsible for developing real estate policy, overseeing complex real estate transactions, and private public partnership for all asset classes within the city which it will be a particular we hope will be of particular interest in some of the things that Danny will have to bring to you. The UI staff supporting this effort include Mary Beth Carrigan, whose URL is executive vice president in Washington DC, overseeing the advisory services. Program as well as your allies leadership program and
She’s been with you alive for 24 years. Even though she’s only 39 and she’s managed over 50 of these such assignments, Mayor Beth I had to get that in. I’m sorry, OK, David Sayer of Washington DC works with Urban Land Institute as a part of the Advisory Services program, helping to plan, conduct and evaluate advisory service panels nationally. Barbara Gustus is based out of the UI headquarters office as well in Washington DC, and is the director of advisors. As director of Advisory Services and key leaders, she manages the Services Program panel logistics, maximizing our efficiency, and ensuring that we collect with local communities we serve and she’s done a wonderful job of making sure that we had a chance to enjoy some of your great restaurants. The the Lobster lady and this is not an advertisement for them, but we had a great time there the other night I wanted a salad and told my wife that I just had a salad for dinner the rest of the story is I had the lobster salad and I couldn't eat it. It was so good anyway. Don't give me off on that. I haven't I happen to be a food and I've had a great time here. OK, and at the end of our presentation there will be a time for questions and answers and the UI staff will then return to DC and produce a the final documents of these recommendations that will be returned to the city in about 2 months. There'll be some dialogue back and forth to be sure that we get it right and that we verify all the factual things that are in there about the history of the things that and in terms of what's going forward. For those of you that might be wondering, those will be USLI recommendations. They will be for you to review and consider so the editing process is to be sure that the facts are right going in and the recommendations will be hours for which we and the UI will take responsibility for it. At the end of this presentation
will be a Q&A. And we hope you find these recommendations useful in charting the future course for Cape Coral as the Great City that we know it will, it can and will become. If you all get together and move forward, if you agree with it, our suggestions and move forward. We know that it'll be there. Dan will now share his view of the current conditions and future perspective of the market, followed by each of the other panelists presenting. Each of the other panels presenting their portion of the work and recommendations, and I will return to, you know, handle Q&A in closing comments. Thank you, Dan. Good morning mayor and members of City Council and the general public here. It's very nice to be here this morning. The panel's market analysis quantifies and identifies the development opportunities in Cape Coral and the potential for the city. To capitalize on those opportunities and prepare an action plan with an economic foundation. Cape Coral is a very complex city. As reported by the US Census, Cape Coral is the largest community in Lee County. The SMSA, which has 407,000 people employed, of which approximately 60,000 are in Cape Coral. Today approximately 200,000 permanent residents in 71,000 households, called Cape Coral Home. This is 26% of the smsa population since 1990. Cape Coral's permanent population has grown annually by more than 3800 people. In 1300 households and it is projected to grow annually by almost 4300 people in 19150 households during the next 10 years. In addition to these permanent residents, Cape Coral has a significant number of seasonal and second homes, including approximately 30,000 units or 32% of the SMSA total. This seasonal and second home market is projected to grow
by 500 units annually and as a result the total
Cape Coral housing market is projected to grow by 25,120
units per year, including 14,150. Detached single family units,
440
townhome and condominium units and 630 rental apartment
units.
Since 1980, Cork Cape Coral has seen the construction of
2,000 units per year, but in 2020 and 2021 this
has doubled annually to almost 4,000 units per year, with
23% of that total being multifamily units.
In addition to the residential development, Cape Coral also
had and will continue to experience industrial office, retail
and
hotel development activity.
Cape Coral's existing industrial base encompasses 2.6
million square feet,
or 8.3% of Lee Counties industrial space.
Historically keep corals. Industrial market has grown annually
by 28,000
square feet and it is projected annually to grow by 40,000 square feet.
Cape Coral has 2.6 million square feet of office space,
which is 12% of the SMSA total. Historically, it has
grown by 46,000 square feet per year and is projected
to grow by 60,000 square feet annually.
Of the Cape Coral's office market, almost 40%.
Our medical related office users and annually the medical
office market should grow by 23,000 square feet per year.
Cape Coral's Hotel market includes 830 hotel rooms, which is
only 6% of the hotel room count in Lee in
the Lee County SMSA which has 13,200 hotel rooms.
The Lee County Smsa is projected to grow its hotel
market by 350 rooms per year and we think 100
of those rooms could be here in Cape Coral.
The final commercial real estate sector is the retail market.
Today Cape Coral has 8,000,000 square feet of retail space,
which is 16.5% of the SMSA total.
Historically, Cape Coral's retail market has grown by 141,000
square feet, and we're projecting that in the next over the
next 10 years, it will grow annually by 171,000 square
Given these residential and commercial projected land use demands, Cape Coral should anticipate the absorption of approximately 500 acres of real estate annually. Understanding that the dynamics of the socioeconomic forces projected to impact Cape Coral can help shape the vision for the future. The UCLA panel has been asked to create Cape Coral's vision for the next 50 years, but growth is coming at a much faster rate than in the past. In theory these undeveloped lots or unimproved lots could be absorbed in as few as 11 to 18 years. Also, with 4300 new permanent residents each year. Along with 1500 new, seasonal and second home residents, Cape Coral needs to adjust its vision for the future to prepare for those wanting to call Cape Coral home.

Cape Coral needs to offer a continuum of housing opportunities, including attainable housing. For all its residents. Cape Coral needs to provide improved medical care, including specialized health care in the community. The city needs to broaden the opportunities for post secondary education, including technical, academic, and professional studies. It will need to develop a state of the art, industrial and business park of 50 to 75 acres to serve the expansion needs of the current businesses as well as those that are attracted to the lifestyle here in Cape Coral. It will need to increase the supply of resort facilities.
in hotel rooms to attract a growing tourist market and
to capitalize on the leisure and travel markets that will
find Cape Coral very attractive.
The city will need to enhance the city's cultural and
art offerings so that residents of all ages and demographics
can participate in the arts.
Finally, the city needs to take into consideration the unique
environment that is Cape Coral. Embrace all that it has
to offer.
Given these comments and their socioeconomic background,
Alan and Suzanne
will now present their plans demonstrating the panel's
recommendations. Thank
you.
All right, good morning.
Nice to see you all. It's been a very pleasant
week and I've enjoyed it immensely.
So Dan gave you a little bit of the the
market demand. Lee talked a little bit about this could
be coming at you faster than than you think.
So we've all talked about here. This in the last
few weeks about trying to get prepared for that and
figuring out how do we make this a complete city?
One that's built up from this is community and has
strong community roots, so I'll talk a little bit about
that planning context and why it needs to evolve in
that Susanna will come up and show you a little
bit of the the aspirational imagery of where we think
you need to go where you want to go, maybe.
OK.
So I don't we don't need to talk too much
about the history of how this was platted. You all
know that.
Is very striking to us though that.
It was platted so much with residential land that there
was nothing left for all those other community cultural
facilities
that other cities have in spades. And you don't.
That's the next step. When you go from.
A teenager to an adult. Yeah, moving to the next
phase now is making sure you have all of those
amenities for the citizens you have here today.
One of the positive outcomes though was look everybody
got.

00:28:04 --> 00:28:07: House about a canal.

00:28:08 --> 00:28:09: What's not to like?

00:28:12 --> 00:28:13: Very desirable.

00:28:13 --> 00:28:16: But it does have consequences, and we'll talk about that

00:28:16 --> 00:28:17: here in a minute.

00:28:18 --> 00:28:20: So at the very large city.

00:28:21 --> 00:28:23: Much larger than than a lot of the cities that

00:28:23 --> 00:28:25: that we work in, and it makes it a little

00:28:25 --> 00:28:28: disorienting sometimes. You know, like the first day I got

00:28:28 --> 00:28:31: here, I got out, wrote on a bicycle, and I

00:28:31 --> 00:28:33: kept going down one way streets and loop streets and

00:28:33 --> 00:28:36: and, you know, kind of got lost. So there's a

00:28:36 --> 00:28:39: lack of sort of connectivity and legibility and understanding of

00:28:39 --> 00:28:42: when you come in and out of a neighborhood when

00:28:42 --> 00:28:44: you come in and out in and out of the

00:28:44 --> 00:28:44: district.

00:28:46 --> 00:28:50: So the lack of connectivity and that there's 12 miles

00:28:50 --> 00:28:53: or so north to South 9 or 10 miles east

00:28:53 --> 00:28:56: of West over 120 square miles.

00:28:56 --> 00:28:58: The good news is you have a room to grow.

00:29:00 --> 00:29:01: Even though.

00:29:02 --> 00:29:05: That contradicts a little what I just said, but in

00:29:05 --> 00:29:08: the north and the northern quadrants you have opportunities now

00:29:08 --> 00:29:13: to rethink connectivity. Rethink open space, rethink cultural

00:29:15 --> 00:29:17: So it is a city of quadrants and a city

00:29:17 --> 00:29:21: of somewhat separate identities. We interviewed a lot of

00:29:21 --> 00:29:23: a lot of people said, well, I live in in

00:29:23 --> 00:29:25: the Northeast or I live in the southwest.

00:29:26 --> 00:29:28: And I can tell you the physical.

00:29:29 --> 00:29:31: Place where I live, but I also have this mental

00:29:31 --> 00:29:34: image that I'll tell you that maybe that's the place

00:29:34 --> 00:29:37: where the foreign community lives, or that's the place where

00:29:37 --> 00:29:40: that's the the younger populations live, or the older

00:29:40 --> 00:29:44: populations who started this community live? Or the new

00:29:44 --> 00:29:47: people coming. So there's there's a mental image in everybody's

00:29:47 --> 00:29:48: about sort of the quadrants.

00:29:50 --> 00:29:54: And that's maybe something you can actually build off from
in some ways, but we do think that there's you
know, this kind of continued referencing of that is sort of born out of a yearning now to sort of see the city in a little bit of a finer grain.

Start to drill down in a little bit more about what it means to live in a district, what it means to live in my neighborhood. And understand that legibility a little bit better.

We visited the downtown. No, it's not central. And no, it's not your traditional downtown. We've all been to.

Town squares in New England. We've all been to places that have that.
The Community square and the mixed use buildings surround it and there may be a church there. There may be a City Hall there. There may be other things that everybody says that's the heart and soul of our community.

Well, you were stuck with this kind of platted. Linear format this linear parcelization. So we applaud you for starting to figure that out here and and we think that you probably can get there, but it ultimately will need sort of an infusion of.

The arts, the music make it more than just about entertainment, restaurants and other things. So encouraging some of those proposals that wanna have mixed use buildings. Wanna have places in them that are civic minded civic oriented?

And make them happen so you could have this downtown and the other good thing is this becomes now an experiment for you to see how, perhaps in other parts of the city you can sort of experiment with.

Mixed use buildings. In more urban, walkable formats. So the goal is you don't leave the Fort Myers and go to their downtown. You stay in our downtown.

We're kind of amazed that there's astonishingly little public access.
There's.

You have boatloads of private access, but you have very little public access.

The places that you do have the Yacht Club, JC Park that visited. I mean these these seem like they're just love to death. They just seem like their community

because they there's no. There's not that many choices, so everybody wants to go there.

So even offseason on a Monday middle of the day, it's packed. Everybody wants to be there.

So.

Trying to find additional places in a waterfront city to get people to the public waterfront should be a one of the highest schools that you have.

And we do apply to again the changes you want to make at the Yacht Club. But we also want to make a note that that is based on memory too, because it's one of the few places that that there are still some memories. So that has to be done carefully and sensitively as you redo.

The redevelopment there.

They have numerous parks. That's a really + everybody that we talked to. All the people that said, you know, the the park system here is actually pretty good.

That's a picture from when I rode the bike down Pelican. I looked at the new softball complex you have there, the soccer complex. These these same. You know, there's people out using them seem well loved. Rotary park. Seems like it's a really cool little small environmental park, so you have some really good parks of that size.

Was mentioned in some of the interviews that maybe there's not enough for the teens to do so. It's looking for a teen. Centers is probably a good thing as you move forward.

But there's no large Regional Park.

We also are kind of amazed that you know a city of 200,000 people. There's no 100 acre park. That is where everybody comes to celebrate together as a city.

Almost all great cities have that.

And sometimes it can be a lot more so if
what Dan said is right and you're moving from 200,000 people closer to 400,000.

Start thinking about that Regional Park where it wants to be.

So there's also a bit of a culture void.

Museums performing arts.

Places that are artists collaborative.

Leveraging the talent.

That is, within your community to build artistic programs, artistic expressions, murals.

All those things that happen in an evolving and dynamic urban environment.

And you can do some of this as you start to think about.

The quadrants and where you might want to sort of anchor institutions so that you don't have to put all this stuff in the same place. In fact, I would say you shouldn't do that, so you can start to think about giving identity to the quadrants by placing some of the key amenities around the city.

And then finally one other thing that was mentioned here was about it. Kind of a indoor sports facility, something that maybe don't have but something you can think about that then leverages outside tournaments, brings visitors. And of course, when they come, they spend money. And that's a good thing.

Which then relates to what what Dan said. You know there's there is a insignificant tourist lodging infrastructure. Obviously the long term seasonal stuff that people come that's you have that in spades, but you don't have the short term stay and that Western hotel that we stayed in is, you know, is fabulous. So is. Is there another Western out there somewhere? Something like that? That can be another flagship opportunity that you can partner with.

There's also a predominance of 1 housing type. We all know what that is. It's the single family detached house.

As land becomes more scarce, you're going to start thinking about different ways to come up with different prototypes.
So there's maybe a lot of you know new apartments coming in, but there's not some. Of the range of things that happened in between that scale of the single family house and the three that eight story apartments, you know there, there's nothing in the middle there that.

That we see. So think about how do you broaden your housing base. The strip centers and you know the we did have dinner and lunch as our chairman said and it was fabulous.

So they do predominate. Now there's nothing wrong with having. There you know good retail in those centers, but the the issue sometimes is they're not always walkable and it's also that I drive to it. Shop wants to get back in my car and leave. So if you have different kinds of larger mixed use retail environments where I parked my car and then shop five or six times to get the various things I need, then go back to my car that maybe makes a little more sense. So start thinking about how you can get those kinds of experiences and minimize the.

Health care and post high school education. Dan mentioned this again. It's very critical. They start thinking about where's the next hospital?

If you're going to double in size, clearly you need another full service hospital and all the other related. Health care things that go that go along with that, and likewise the same thing, is true about both secondary education. One small vocational school in this community is not enough.

Your residents are going to demand it. They're going to want it. The young people are gonna want to stay. You want them to stay. You want them to go to school here. Both trade schools and Community College and maybe even a
four year college. So put that on horizon and the
panel thinks you should actively promote that.
So we have an image of a city that's still
incomplete. It's still trying to find its way. It's still
trying to build out so.
What actions and measures can enhance sort of community
building
and how do you get there? And what underpins your
comprehensive plan review as you start to do that now
over the next cycle and the cycle after that. So
we've come up with a kind of a list of
I don't know. Just call them 10 planning principles here.
Just to sort of maybe as a.
Uh.
A piece you know a blueprint for you to hold
on to.
As a Council, as future councils and for the community.
So one of the things that again we want to
start is make sure you understand that there's legibility and
wayfinding in this community. Start at the district level, you
know you have the quadrants.
That's that's a good orientation point. But then there can
be a number of districts. As you can see those
circles on that slide. That sort of are maybe a
mild radius and diameter that then you can start to
play some of the civic and cultural amenities within those
districts you know, start to differentiate again, start the brand
them a little bit.
And you can be creative about how you do that.
And sometimes it's opportunistic, so this isn't all about data.
This isn't about data driven, it's about you thinking and
acting proactively to say we want to seed some of
these neighborhoods in some of these areas with key
Community
community building functions.
That then dribbles down a little bit to the neighborhood
level. Then you know within each of these districts maybe
there's four or five neighborhoods. I mean from the West
End. To here we kept driving and driving. We were
still inside the same.
It's it's enormous.

But community building happens at the neighborhood level.

We talked to a lot of people the last few days, that are it seemed very eager to get involved. Wanna stay involved.

Find those champions, leverage what they can bring to the table, and then begin to harness sort of the next generation of those folks.

Connect with the community organizations and if there isn't one, they in a certain place, help them form 1.

Public voice is now going to be more and more critical to you as you finish and build out your community. Create a neighborhood map. I think that would be very helpful. You've been helpful for me coming. You know, here for the first time.

Legibility and wayfinding.

And then build greater housing diversity, public open space neighborhoods.

So as you begin to fill out the northern quadrants, you now can get a little you have. You know what doesn't work and now you can start to concentrate on what can work. Connectivity mixed, use good open spaces.

And all those things that we think are important walkability.

Principle three create a Regional Park.

That is programmed include citywide events well.

I've talked about that Suzanne is going to talk about it.

This could be in the north.

Maybe somewhere north of Pine Island Rd. Maybe it's up.

There's a city owned property up in the northwest. Maybe it's on the old golf course down in the southeast.

Yeah, I know. We know there's some some issues with soil remediation and some other things there. But how many sites do you have that are 100 acres or more?

Probably not too many.

So you gotta start thinking about where that goes and how you seed it for community activities. And there's a lot of things that could happen in a place like that.
You can have a tannic gardens, maybe you have different kind of sporting activities. Didn't have before. Maybe there's large outdoor music events where the community comes to. There's any number of things that you can start to think about for where that can, how that can be programmed and where it can be. Principle #4 identify and secure additional places for public access to the waterfront look. We know this is not gonna be easy. The West sides mangroves, the South is mangroves. You know there's a lot of vegetation there. The other side is privatized. Mostly privatized. Going up the river, but find if you can any little piece. Anything that gets people to the waterfront for public access. It's extremely important and Susanna will talk more about why that's important.

Develop a pedestrian first mentality to transportation planning. This is key. As you go further. Why is this important? Because of all those roads. That were platted that had single dead end streets, all that traffic filters back out to the major collectors and the arterials that are running north, South, and east West. And you all know have driven you drive on them every day. But they're not safe for the pedestrian. They're not safe for the cyclist. So use the pedestrian first mentality when you reexamine the right of ways. When you reexamine the crosswalks and you start thinking about how is it safe. How do I cross the street? How does that child get to the school? Those have all become now very important for you as you go from a city of 200,000 to 400,000, the traffic increases, increases the potential for more accidents and.

Potential for people to be to not use. The public's eye was because it's it's too dangerous. So you know there's a lot of improvements you can make, and Susanna will talk more about that in a minute.
Create the infrastructure necessary for.

Mode choice.

So I just talked a little bit about walking, but also start to think about what's the infrastructure that allows for somebody to.

Write an electric bike.

Write a scooter.

Ride sharing pick up and drop offs in some of your key public places.

On demand shuttles start thinking about.

Mass transit, yes, it may not be the full on bus systems that other cities have, and that's that's OK, but offering choice for people going forward will be very important.

Principal 7 add cultural amenities to reflect a more diverse population.

And attract visitors.

So the Performing Arts Center was mentioned to us by a lot of the people in the interviews. You know that could be as you redevelop this complex around here, a Performing Arts Center right near the City Hall would be a fabulous place to do that.

Talked about the Yacht Club and.

And in the redevelopment of that teen centers.

Once yeah, try and find a small site for Teen Center location South of Pine Island Rd and another location north of Pine Island Rd. That's not much space. That's pretty small, but it goes a long way for the youth in this community to have a place to go.

And then some of the newer mixed use developments like seven islands and some of the other one make sure that there's.

Some aspect of community benefit.

Embedded within those projects, and sometimes it's a small thing.

You know, maybe it's a it's a community room that the community can use. Or maybe it's allowing for art.

In art programs and artists and residents kind of things, but start thinking about all those things that other cities have that you've been to you like and you and you want to experience in in these new developments.
Principle #8 review the development codes to incentivize creativity.
And mandate quality.
You're you're in demand right now. Is Dan just said everybody's coming to you guys?
So.
You you hold the cards now you hold the cards about how to legislate quality.
So review your development codes, make sure that there's enough in there that.
Can be objectionable, you know. They you're telling people what
the setbacks are, what the heights are, what the building form is this character?
The architects will respond. They know how to do that.
But just drive quality now as you go forward and at the same time start thinking about how do you get different kind of prototypes here you know there's you have all heard that term missing metal and it gets a little overused these days, but.
Simply put, it's trying to get the right density between a single family detached house and an apartment building.
There's lots of different prototypes out there that are very attractive that that fall in that space.
And as land gets more and more scarce, you need to densify.
So don't be afraid of density, it can. It can be your friend if it's done right.
Principle 9 celebrate the natural environment through restoration and education.
So look we, it's a wonderful setting. You guys know that that's why you all moved here. But I think there's a story to tell between the degradation that happened in 1957 and the 60s.
Some preservation.
Restoration.
This is what we did. This is today. The climate that we're in the environment that we're in.
Take that story and run with it.
Do exhibit.
You find small parts of the land you can do
restoration education, do that, collaborate with the schools, begin to

tell that story now.

This is where we were. This is where we are.

This is our future in that space.

And then finally principal #10 resilience policies and guidelines need
to underpin all land use decisions.

So when you redo your you're guiding documents, make sure
that those are front and center and.

Lindsey will tell you a lot more about that, so
I will conclude. And now you're going to see some.

Pretty pictures from somebody who knows how to do them.

Thank you Alan. I hope it ends up being more
than just pretty pictures, but they are pretty well. We'll
tell you that, and some of them are your community,
so from those high level planning principles that Alan
discussed,
we're going to get down to the site design level
and talk about four sort of goals for the design
within spaces that we think we can sort of use
as our test about whether the public open space is
achieving what we want. And then some recommendations
about the

open space types and qualities.

Across the city and its neighborhoods. As you know, the
public realm of Cape Coral, the streets, the sidewalks, the
parks, the waterfronts can help shape the identity of the
city. We see examples of that here throughout this
presentation
that I'm giving you will see examples from your city
where we think you are doing really well, and then
we're going to show some aspirational sort of ideas of
what's being done in other cities. Not so that you
can copy it, but so that we can look about,
look at the kind of qualities and ingredients of what
might make.

A good design for Cape Coral.
The panel suggests, as I said, 4 principles that we
use to sort of gauge whether the landscape is doing
the the open space is what we want it
to be. After talking to all of you, and probably
everyone in this audience, we know that everyone's
extremely proud of the city's unique history and identity. The canals, the laid back lifestyle, the warm, friendly and internationally diverse residents.

The public spaces should celebrate the history of the beauty of the culture. Of Cape Coral, but we can do this in unexpected ways. For example, we might take cues in color, material, and spirit from iconic images like.

2nd and you've heard this and you're going to hear more of it. I think it's something everyone can agree on that our public realm should be safe, connected and accessible in a community that is so automobile dominated. It's critical, critical to provide spaces for pedestrian, cyclists and people of all abilities that are safe and well connected.

3rd, and here we're sharing some work that we're doing over in Sarasota about an hour from here. As we all know, Florida is lovely. We love the, warms, the warmth, the sun, but we also know that it has harsh conditions of extreme heat and humidity, tropical downpours, so anything we do in the public realm should be resilient both to the elements to heavy public use and always be aimed at human comfort.

4th we know. Cape Coral was conceived as a place for retirees, but we also know from talking to all of you that we're far from that specific that single demographic. Now that we've got young professionals, young families, youth, and so one thing we'd like to see is in our in our public realm, the kind of appeal to multiple generations.

So, for example, here you see our project in more square, and while you may not see grandparents and and parents jumping in the fountain, you do see them sitting close by.

Having conversation, watching the kids and so we think spaces can be creatively considered with the adjacencies of different program types so that they're really magnets for everybody for all
generations. And that's something we're going to consider as we evaluate designs for each public space.

So why are we talking about enriching the public realm while there are a number of reasons, but outdoor lifestyle as we know is what draws people to Cape Coral between the canals, the natural shorelines, the wildlife and the mangroves. You know all of that is enjoyed primarily from personal properties at the moment from private properties. We think the city can do more. A great city provides spaces that foster a sense of community. And actually, we know that you're all very proud of that element of community that you consider yourselves a close knit community. And we think that your open spaces should reflect and foster that.

We also know with the passage of the GO bond in 2018 that your residents are signaling, signaling that they support investment in that sort of space. We we urge you, the panel urges you to move forward with all of the projects that are being considered from those funds, and we believe that doing so will achieve an even richer system of Parks and Recreation across Cape Coral than what you already have. And as noted, we felt a hunger from all of you for places to gather as a community.

As Alan mentioned, public waterfront access is lacking from what we see in other Florida cities and towns. We do know that there are some great sort of plans underway from the renovation of the Yacht Club to the Tropicana Park and we think these are great, but we think that you can be a little bit more sort of complex in thinking about how these public waterfront spaces work.

And so here we're going to share a proposal that we put together for the Jacksonville landing design competition and just walk through some elements that you can see from this bird's eye perspective here.

We you know there there are sort of elements we
would love to see Cape Coral aim for in its parks. First of all gathering spaces of various various sizes. Again, plentiful shade, some paved, some soft. You'll see multiple means of continuous waterfront circulation. Currently this joy of meandering along the waters Edge is really something you only get from a boat and we think that this could be an amazing thing to weave into public space where where you're able? And as new and renovated seat walls sea walls, I should say are installed. Consider how to layer in continuous pedestrian access along them achieving both flood protection and circulation. You see here. Also the integration of boat docks at the Community core kind of interwoven with with park spaces and with pedestrian circulation in a way that makes everybody sort of benefit from the other. At the ground level, this plan for Jacksonville celebrates sunsets and we think again we can imagine a a sight in Cape Coral that imagines the community together celebrating views to the river to the Gulf to Fort Myers to the sunset and to the boating life of the city. This would be beautiful on any day, but as also as a backdrop for small concerts and holiday celebrations. You can also imagine in this scene that this couple has been dropped. Rough by a water taxi. We know that that's surging in popularity here. We think quick water connections and the relief of pressure on the roads warrant the city considering expansion and encouragement of the encouragement of expansion of this system. It also broadens the experience of moving around the Cape over water from people who own boats to those who who don't. Alan mentioned the the pressure on your one little beach, which people love and. We understand that adding more beaches is not necessarily feasible given the shoreline, but we wanted to point out that
you really you can build beaches. They're doing it in Canada, and so even where you're shoreline doesn't allow you to do it, you can consider creating spaces like this near the shore, and we believe they'll be magnets that they'll relieve pressure on that one beach at the Yacht Club.

And really, you know, provide people that quintessential Florida experience that they crave.

Next, we're going to talk about community identity and place, making we see some recent successes panel considers these to be successes in the city of Cape Coral, from the utility boxes to the streetscape project to the adopt A median program, our understanding is all of them faced skepticism and resistance at first, but they have been embraced and all of them are doing something to create a palette of materials, furnishings, and signage that signal the different zones of the city and.

Convey an identity. We see a pent up desire for creative expression by the communities, artists and an interest in giving color and character character to otherwise utilitarian pieces of infrastructure. We think the city should build on this momentum and consider an expanded public art program and more opportunities for demonstration of community pride.

Like this piece that we designed for Jacksonville landing placemaking elements should have impact from the moment you cross the bridge into Cape Coral with a bold statement that serves as a gateway and announcement that you've arrived in the Cape.

Gateway pieces of art or light might also be used to delineate areas where you're crossing from one quadrant or neighborhood to another, and as we show here, art can be gateway play and gathering spot all in once.

While the city tackled the median utility box and paving
projects piece meal, it should consider a design approach that looks thoughtfully across the full range of materials and furnishings in the public realm, like we did here for the Sarasota Bay Park. Again, this is not something for you to mimic, but to sort of start to think about what is the essence of Cape Coral, and how does that start to play out across the full public realm. Connectivity I won't. I won't be Labour this, but I think it's probably not lost on anyone that you can do better for cyclists and pedestrians. We think that the goals and strategies laid out in the 2017 master plan are smart and worth pursuing high priorities to fill in gaps in the network, and we wholeheartedly support the vision of that plan that Cape can be a place that's comfortable where walking and cycling are comfortable and integral parts of daily life. For people of all ages and abilities. And when you sort of look at that network, the detailed site design should consider how planting, paving and furnishings reinforce the comfort and safety of the connections. As these projects in San Diego and Boston do. Alan mentioned environmental education with the mangroves, the wildlife, the endangered species Cape Coral is a perfect setting. Also, you do have these great stories to tell about improving water quality. About this amazing world class. Reclaimed water processing system. It's not sexy, but it's an important story to tell. Citizens and visitors walking trails we see at the four Mile Cove Ecological Preserve and the planned outdoor classroom. Yellow Fever Creek Preserve are great ideas and we think you can enhance the experience of environmental education. Look at design that allows people to meaningfully experience the peace, beauty and ecological benefit of the environment. That means education not only through traditional signage, but through subtle but
beautiful interpretive graphics that heighten the experience of the environment

and generate an understanding of how the natural and human made landscape serve to protect Cape Coral.

And some examples here again from Sarasota. Another example, a little bit more playful from our work in Ithaca Commons, but again, it's not about a sign. It's about engaging youth in a way that gets them interested in what they're seeing.

Next events in gathering we know that there's a sort of a hunger for these big events and that the currently events like red, white, and boom and the taste of the Cape are held in spaces that are either kind of lacking in infrastructure or in settings owned by private entities. We think it's important that there be an anchor. We heard that from a lot of you sort of a physical community core and the park can do that and be welcoming to all you see here.

An example of our work from Council Bluffs, IA. On the shores of the Missouri River. And I think it's important that with these event spaces you consider that they don't have a lot of, you know, they have infrastructure and connections, but that they benefit from flexibility that is open, changeable spaces as opposed to fixed stages and seeding. And that an entity dedicated to programming those spaces with art performances and food will be important.

Lastly, Alan mentioned the idea of indoor recreation. We did hear this repeatedly, not just from sort of parents. It's clear that Cape Coral folks love their sports and being outside, and we see great examples of that those offerings outside. But what we feel like is missing is an indoor space. Again, the climate of Florida is lovely and wonderful, and it's why everyone comes here. But at certain times of day and year, being outside is is unsafe or simply. Uncomfortable, and we think that there are spaces that could.
Provide offerings for both fitness and recreation at all ages and potentially double as places for practicing art and celebrating performance and visual arts, and again for gathering of the youth groups that Alan has mentioned a few times. So that's where we think the Cape can be doing a little bit better. And with that I think Lindsey's gonna come talk about how you can do all of that in a resilient way. Thank you.

Good morning everyone. Thank you so much for having us here today. I'm Lindsay Brugger and I'm going to be talking a little bit about how that might look and how you're growing. Thriving, resilient city can be implemented. We've loved being in Cape Coral today. It's really a beautiful city. With your ample waterways. Warm breezes, abundant sunshine. It's easy to see why folks would be coming here are coming here. It's easy to see why you love living here. But these are also the unique environmental elements that make the city vulnerable.

In our conversations, we heard concerns from residents standing water after heavy rain storms, rising flood insurance costs, limited irrigation opportunities in the dry season. Not to mention dangerous high heat days. Toxic algae blooms and increased hurricane intensity. Cape Coral must take action not just to protect the well being of your residents and your property, but to safeguard the economic future of the city. Rating companies like Moodys are already including climate change and their sovereign ratings. Investors like Heitman are integrating climate risk assessment into their business decisions. And government is already proposing new regulations that would require the disclosure of climate change.
By becoming a resilient city, Cape Coral can signal to rating agencies, investors and leaders across the globe that this is a city that will thrive for years to come. And resilience doesn't have to be a sacrifice. In fact, it can be an economic opportunity. You Allie recently conducted this study. The business case for resilience in Southeast Florida. Now we know that Cape Coral is markedly different than cities on the East Coast. However, this study does suggest findings that could discuss what? Could unfold for you. What could this economic opportunity look like? Well for everyone, dollar invested in community wide adaptations in Southeast Florida, they'll see about $2.00 in economic benefits. That translates to almost $38 billion. And that benefit is even higher for building level adaptations. In another study that looked at Southwest Florida, we see that elevating homes well above the base flood elevation to mitigate Hurricane storm surge can save up to $8.40 in recovery for every $1.00 invested in mitigation. Even more so, mitigating hurricane wind risk by building to the fortified home program can save as much as $16.00 in recovery for every $1.00 invested in mitigation. So what does resilience looks like? How do we achieve these benefits? Well, they really do align with the design and planning principles that Alan already laid out. I'll give you one example from my hometown, Washington DC. The Wharf is a waterfront development on the Washington Channel that provides great public access to the waterfront. If offers event and gathering spaces, and has many opportunities for place making. It also mitigates its flood risk. The buildings are elevated about a foot and a half above FEMA regular requirements and the property line is set.
back to reduce the risk of flooding. That setback is key. It provides many opportunities for placemaking as well as public space that can capture rainwater. You see here in the photo, many enjoying restaurants and great examples of public activity like what Susanna showed earlier. I'll admit that that Wharf development is a bit larger than what you might see in Cape Coral, but it does suggest the positive benefits of aligning resilience and the design and urban planning principles that were discussed earlier. Here's an example that might be a little more at your scale and there's many opportunities to implement something like this. As we look to the Gold Bond as we reflect on the beautiful network of Cape Coral's parks and open spaces and the desire for recreation, there's opportunity to achieve multiple goals. Cloudburst infrastructure, for example, this second basketball court. It accommodates heavy rainfall. It recharges groundwater, and it provides reclamation. Recreation amenities during sunny days a valuable community space. As the awareness of climate consequences increase, so do opportunities for funding. The federal government has numerous grant programs to support hazard mitigation and resilience. At the state level here in Florida we see the resilient Florida program. This program will spend $1 billion / 4 years for community resilience projects and planning efforts. The panel applauds the city. And the successful Grant award to conduct a vulnerability assessment. And the panel recommends applying for additional resilient Florida funds when the assessment is complete. Ideally, prioritizing projects that can achieve multiple objectives. During our conversations, we heard many concerns regarding the sharp
increase in insurance premiums.

And we note that this is a particular challenge for the development and sustainability of workforce and attainable housing.

To minimize this cost burden, the panel recommends that Cape Coral continue to participate in FEMA's community rating system and prioritize actions, such as the development of a watershed management plan, to increase Cape Coral's class from A5 to a four.

The city has already taken great strides towards achieving this goal, and when they reach it, residents will be eligible for a 30% insurance discount.

One interviewee shared that there was a concern about a $2600 insurance policy with a Class 4 discount. That individual could save $780.

To further address the availability and cost of insurance, the panel recommends collaborating with regional partners to lobby for insurance incentives or discounts for properties that meet above code standards like those that are catalog in the fortified program.

This program is embraced by states like Alabama, Georgia, Mississippi, North and South Carolina as a means to promote resilient design and reduce insurance costs.

Above code design can not only reduce insurance premiums, but can also reduce recovery costs, increase business continuity and protects taxpayer dollars.

The panel recommends developing a set of resilient design guidelines that can reduce flood risk.

Address water scarcity that occurs in the dry season. And reduce the urban heat island effect.

Furthermore, to safeguard city investments, it's recommended that any development that utilizes public funds are required to utilize these resilient building codes.
design guidelines, as was done in the City of Boston. These resilient design guidelines will be critical to increasing the resilience of new development, but we also know that the Cape has a lot of existing buildings and these need to be addressed too. The panel recommends a public education campaign that can encourage residents to utilize retrofit programs like Florida's hurricane loss mitigation retrofit program and Florida's property assessed Clean Energy Program. Last is perhaps our most critical recommendation for creating a resilient city. Enhancing city staff capacity. The panel recommends establishing a position dedicated to the creation and execution of Cape Coral's resilience plan. This individual would oversee the vulnerability assessment that's planned as well as implement some subsequent resilient actions. Things like spearheading grant applications leading the development of those resilient design guidelines. And also being able to coordinate across city departments collaborate with community stakeholders and engage regional partners. For nearly a decade, chief Resilience officer type roles have been established across the globe. Here in Florida, the role already exists at every level of government. The state, the county and the city level. There is no city too large or too small to benefit from this type of role. Yes, even places like Palm Beach have city staff dedicated to optimizing the city's resilience. Steps like these can position Cape Coral as a growing, thriving, resilient city. And to further expand on recommended steps to implement this vision for Cape Coral, I'll pass the MIC to Donnie.
as I always say, a plan without execution is only
hallucination.

So it sounded intent to get you there. The vision
for the city of Cape Coral.

Is communicating with the citizens.

Neighborhood and city identity.

Housing continuum Healthcare industrial park development
resort development higher education
and improvement.

To the water.

Implementation.

The steps are hiring and effective communication director.

Communicating with the citizen through social media.

Newsletter and neighborhood outreach.

Establishing a board of advisors to assist in support and
champion development programs through the city.

To overcome the headwind that the city of Cape Coral
will face, the panel is recommending a board that will
consist of individuals from the medical industry, the business
industry,
the homeless community Labor community.
Nonprofit community and the banking community.
In addition to expanding the bandwidth and capacity of the
municipal staff.

The planning principles that have been shared this morning. The
creation of a Regional Park.

Neighborhoods creating a self of identity.

On the screen there are examples of Chinatown in San
Francisco and Washington DC.

Creating a pedestrian neighborhood for all citizens.
To the left on the screen is.
National Park Service is.
Creating a pedestrian and bike lane.

And you wanna make an environment that's encourage
everyone to
walk.

Creating an arts district.
This is an arts district in Hyattsville, MD that I've
worked on.

And it encompasses the young and the young at heart.
This art district also have a pop-up art gallery for
those that are starting in art and it's open to
the public for citizens of the community to come in and purchase or observe.

Secondly, we are. We contemplated the start of a revenue agency.

This agency will consist of an odd number of board members 11:15. Seventeen or 21.

The mayor would select members may select members. The City Council will select members.

Municipal staff to be included on the board should include the budget director, the finance director, the Office of Law, the Head of Economic Development.

For the city.

And the board must and I repeat, must have individuals from the business community, the PHILANTHROPICAL community, the pastoral community, and the banking community.

To have this organization start, it would need some startup capital from the city.

And this organization would move to a point of 100% self sustainability.

They could manage the city owned parking lots and garages.

As we have stated, Cape Coral is moving from a city to a large city.

So there will be a point where you would need to parking meters, parking violators and garages and this agency could manage that parking, generate that, generate those revenues.

To support themselves.

This agency would also must have the ability to issue tax-exempt bonds.

Once they're able to issue taxes and bonds, they can identify developers throughout the community.

To work or start projects in area that have been less desired.

This is an example of a project I'm working on and utilize the same methods that I just shared the screens a little dark, but in the far back.

There are houses for sale. Those were homes for sale.

To the far front, to the upper right hand corner is workforce housing for first responders. First responders are considered
teachers.
Cops firemen.
And other first responders so they can qualify to live
in that area.
To the far to the far left of the building,
to the far right? That's a mixed use that would
be hotel.
Retail on the bottom floor.
To the back of that building.
To the back of that building is another mixed use
building with 90,000 square foot of retail.
And 340 units of multifamily.
On top and all of that is market rate.
So that's one of the project and to the left
this project has gone from.
Vision to reality.
The homes that were for sale are completely sold out,
and there's also a senior building. I apologize. There's also
a senior building in that drop as well, and there
are individuals that are 62 and above and that is
already full.
We have green space for community to meet, have projects
and celebrate.
This is another mixed use project.
This include in hospital so down in the right hand
corner is a level one hospital with the University of
Maryland. This hospital opened last July.
And we're in the process now of doing the rest
of the build out.
And this will be a huge entertainment community with the
amphitheater.
Retail movie theater and of course, housing.
The other toolbox that currently exists.
In your toolbox or tax increment, finance, tax abatement and
utility waivers.
To encourage and increase development opportunities in
your neighborhood.
The other agency.
We want to recommend is a land swap or an
exchange agency.
That has been pointed out there. 44,000 vacant lots throughout
the city.

This would be an agency that overseen by Board of Management.

That consist of civic and municipal leaders.

This agency has started with a small staff and executive director. A real estate agent, real estate sales attorney, and real estate processor.

They too would need startup capitalization from the city.

They can address the issues of purchase lots.

That are vacant.

From sellers they can also inherit lot through a trust or a will. If someone no longer wish to own a lot in the city.

This group can also be an intermediary.

To putting buyers and sellers together.

Phasing

what do you do Monday morning?

At 8 AM 8:30.

Identify and work with neighborhood communities to create a sense of identity. It's very important.

The City Planning Department began to study the process for creating a regional part.

And instituting a pedestrian friendly environment.

Also.

We encourage you all to identify Members that can serve on the board of the Revenue Authority, as well as the landslip agency.

And with that, I'll turn it back over to Lee.

Dolly, thank you very much for for that implementation phase and and by the way, I want to tell you that we typically start these things with. What do you do Monday morning to activate the vision and to accomplish these things? These are all of course subject to you're sharing the vision that we have for how Cape Coral can become the great.

City that we think it can be. And if you agree with these concepts and visions and recommendations, our suggestion is is you. You don't wait to think about it.

You figure out how to actually get started.

The wanna go back to the notes again. The growth
one couple of the things that I think are given

growth will happen. People are coming. People already own a

lot of this property and something will be happening. How

you set up for your future is up to you.

It's your decision. It's your community. Hopefully we'll provided you

with some framework to think about how to accomplish those

things. Again, if you shifted a little bit one way

or the other that that your prerogative and it can

still work, the market is here. It doesn't mean.

Need to be created which is a feature that you

have that many, many communities in this country do not

have. There are cities that are shrinking for a variety

of reasons. You're not in that position of the growth

this place will be 50 years from now. As the

mayor pointed out the other night and and. And by

the way, in the process of of this coming together

during COVID and other, the other things that have that

have caused it to be delayed somewhat from it's an

original.

Plan I will share with you the first time I

saw. We typically in these panels have a a a

list of three or four questions that were supposed to

answer the first time I saw a write up, there

were five questions. The next time it was nine and

then it was 15 and I see this morning there’s

now more consolidated to this, but the bottom line is

all of those questions need to be addressed and answered

over time. We hope that we’ve provided you with some

guidance from what we've done.

Another thing the resiliency issue is one that for some

of us that have as much Gray hair as I

do, I'm still trying to understand what resilience means, and

Lindsey has provided a good outline of what the value

of that is even down to the point of the

individual homeowner and how they can save money on their

flood insurance by participating in this process. So this is

soup to nuts, bottom to top, and it impacts everybody

across the community and the one. The last thing that

I would like to leave you with before we take
questions and answer is that.

Everyone should be engaged. This is truly the future of this Community can be determined by its leadership and by all of the people involved. And if all of the people in the community are engaged in the process, or at least have the opportunity to be engaged, and if that communication thing that Donnie was talking about is a two way St, it's not a one way St. You don't just put it in the newspaper or send it out and tell somebody you then listen to the feedback.

And and I may begin, I may be beginning to sound a little bit like a Southern Baptist preacher, but I'm actually Presbyterian as my, so I apologize. I apologize if I seem to be ranting and raving a little bit, but we're excited about the future that you have in front of you. We hope that we provided you with some recommendations that you consider appropriate and you know we're prepared to take any questions, Mr. Mayor, I will.

If it if protocol is appropriate, we'll be more than happy to take questions from the audience, but I would first like to offer the opportunity for you, Mr. Mayor and the city councillors. Any questions that you might have at this time.

Thank you and I want to thank each of you of the excellent presentation and what the vision of our city could be. I think as the City Council a staff.

Some of these things are eye opening and some of these things we've talked about already, so I think our. Our plan moving forward is to make sure that we put the framework and the foundation and to try to achieve some of these goals that you've outlined. So for me, I'm looking forward to the final draft of your report in the next two months, where as a Council we can work on the framework to move some of these items that you've outlined forward, and I think in doing that. Illness think that we need to have.

You know, scheduled meetings to really address some of these items that you've outlined, I'll go into some of those
further, but what I would like to do is I'll open it up for City Council for any comments questions, and then once we get through that, I will open up the public hearing. So any members of the public who wish to come to the stand make any recommendations. Or maybe even have any questions during the public input part of our meeting will give them the opportunity as well at that time. So with that being said, Council member Hayden your first up.

Thanks and thanks for your comprehensive report. I really appreciate it and I think you've validated a lot of things that this Council's been talking about for at least since I've been on it the last 18 months, including I really believe this Council is charged with planning the city's future. I think we have the group up here and the teamwork exists to to make that happen. And I think this just reiterates where we would like to go. With our city and just to clarify, one thing that was said. I believe we have a good communications director in place, so I didn't want the public to think that we all of a sudden had an opening for a communications director which we don't so. Moving forward I, you know, I think as a Council, we've talked about resiliency efforts, how we protect our environment, how we can serve water so. I was really happy to see that you made that an important part of your presentation, because I don't think we can plan anything without addressing what climate change change and global warming are going to meet our mean to our community moving forward. So I think that's one area I've identified that we certainly need to move forward on as well as pedestrian opportunities. And there's several of us on Council here that are looking at ways to improve our sidewalk and biking. System, if you notice the bike reported it showed that we had a. Deficiency in sidewalks I think at the time it was only 8% of our major and local roads had sidewalks.
That's a deficiency for a community that's 92% residential at this point, so.

I was glad to see that mentioned because I honestly believe beyond the 2.5 million that we may put in the budget.

Each over the next two years we need to increase that amount to at least get. Keep that momentum going for getting sidewalks within one or two miles of schools. Plus what we might do.

In the downtown area because as you come in here, it's not like you might see in Boston. Or do you see we don't have the traditional downtown? We have a major thoroughfare that goes through our downtown area which limits pedestrian movement. It's great over on 47th terrace, but the entertainment area but not so much on.

The main artery there. I was glad to see you identified the need for teen or community centers. Our youth council. When we had our joint meeting pointed out that they wanted a gathering place that. They wanted us to know that we're not living on our phones or on social media, that they want face to face conversations and I think the pandemic brought that out that need to come back together again. So those gathering places.

Identifying the old golf course as a possibility for that. And some of the pictures you showed from other areas where it could develop into an arts area or a teen or Community Center or an environmental area will be important for us to. To. Look at in the future. Identifying waterfront opportunities. It's it's always a battle for us.

As I mentioned during my interview where you won't find too many communities that have a land mass of 100 square 120 square miles that really can't develop the western border of their city. It's a setback, but it's what we have to deal with, so we have to identify other areas. JC Park. This group has talked about is,
is that a possible area? You've seen some other projects that could increase that waterfront?
As well.
I don't know the idea of these other funded agencies.
That will take some discussion and give them the right to issue bonds.
That's a little scary to me, but.
I think it's all great food for thought. It all helps us establish a road map that can connect with our strategic plan, which we're in the final stages of getting ready to approve that now. So I think combining the two will be great. I think the mayor's right we're going to have to if we want to accomplish what we want to do.
Set our future set our vision set our plans for that road map. It really needs to happen while we're up here in the next.
Couple of years so.
I appreciate it again and thanks Mayor.
Thank you Council member Tate.
I want to thank you all. It was very enlightening.
Feels like it's a big pie and we have to slice it one piece at a time so to the mayor's point of having different meetings, I think it would be helpful and not that I'm a big proponent of many, many meetings, but I think it would be helpful for us to put this in some sort of an orderly form and not a committee of the whole meeting, but a meeting where we can just actually sit and talk and take one piece at a time and digest it and see how we're going to do it. Especially because we have our budget workshops coming up and Alan, this was probably the most eye opening thing for me because.
Mercedes will remember when we were doing the Burnt Store Rd Council members each got a map and we got to draw what we thought we wanted to see in those quadrants. And it was interesting that the corner that's now Publix was actually a.
Waterfront

access for all the freshwater canals in the northeast. We
got to draw, envision it and we don't do that
here, and so I. I think when we are always
sunshine and we're always out in the public and we
really need to just take our pens and pencils and
crayons and figure it out and so I would encourage
us to do that on the resiliency. I'm so glad
that our chairman here doesn't understand resiliency
because it's a

hard word to really get and flood insurance is something
that is a passion of mine.
I've been working on tremendously and the community rating
system
is something that why adultery is working on with us
and it. I think the problem there is, and it's
not a a problem that we can't overcome, but it
is cost to the building industry and you all mentioned
that it's going to cost us different funds to get
this accomplished, but in the long run the financial burden
might become the benefit rather than the other way around.
So we are working on the resiliency.
Not just sidewalks and water quality and everything else, but
having our homeowners be able to live here and be
affordable is something that we're facing right now that we
have to hit head on. So I I really appreciate
that. I would encourage us to do exactly that. I
made a whole list of notes so I won't go
through those, but thank you very much for your time
and for engaging with us.
Thank you, I guess I'll jump in here at this
point. I took a lot of notes and I and
I look forward to going through the report once it's
issued.
Couple things that stood out for me.
The first thing is to quote.
A plan without an execution is only elimination.
I think that's a very telling statement.
You know we can sit here and talk about many
different things, but if we don't have an action plan
to move forward, I guarantee you none of the things
that they mentioned or any of their recommendations will
never get there.
And there's going to be some hard work along the way in order to make that happen for me. Personally, I'm I'm willing to roll my sleeves up and and work hard to try to make make this a reality.
One of the other things that that stood out for me personally was the statement with underpin all of your land use decisions.
On the plan that we're the vision that you develop. You know we do that. We see a lot of land use changes come before us.
And a lot of times you see commercial. Zoning, you see professional zoning going from that particular designation to residential?
And I think. As we all have seen in the numbers. Residually, that's not our problem.
That's taking care of itself just fine, so I think that we have to really keep that in mind moving forward when we have these land use hearings that come before us.
One of the other telling statements that stood out to me. Was if you look at the growth of our city, what we are experiencing now. That we could be at build out. And 11 to 18 years.
You know we always sit here and we talk about the next 50 years. But if we continue on this path of growth. I guarantee you that time frame of 50 years will definitely be cut in half.
And, as was noted in here, it could be as soon as eleven that 18 years. So what does that tell me? That tells me there's a sense of urgency. That we do not have the luxury of time.
To develop. A strategic plan and a vision moving forward. Because if you look back in our history, the last 50 years we were developed.
With a plan of a retirement community.
And for seniors to move here, well, we morphed into something else, even because. Maybe we didn't want to be that, but we became that because we didn't have the right policies. The right plan in place. So to me, that shows us that it's going to happen whether we want it to happen or not. So why don't we want to make sure that we have policies in place to control our destiny to become the city that we want to be? And I think and along the way make many of your recommendations. Moving forward so we can make sure that we control our own destiny and the word that Council member Hayden used as validation on some of the topics that you brought up. Some of those topics we've been talking about for years. Unfortunately, we haven't had a plan. Moving forward. To validate any of those items that we've already identified. And that's our fault as a Council and as a staff, and I think that's something that we need to change. We've talked about team centers. We've talked about regional parks. We've talked about arts and culture in our city. Unfortunately, we haven't acted upon. And I think that's what we have to make sure that we do moving forward, and that goes back to that to that statement. That I had mentioned earlier. That the one gentleman had mentioned, you know if we don't. If we don't do anything, any actions to to our plan, it's only a dream. And I'm here to try to make sure that we move forward with actions. Some of the other things that was mentioned. JC Park. Our assistant city manager and myself had a conversation over two years ago. Of that same exact topic. Again, some validation.
You know we, we have enacted upon it.

Housing that was mentioned.

You know, it seems like we have single, family or multifamily.

And like you said, there are housing opportunities in the middle, whether it be townhouses.

One gentleman on the panel was from Maryland.

There's many townhouse communities throughout the region up in that

in that area in the northeast, so it's definitely something that I think we need to look at.

We definitely have to look at workforce housing.

You know, many years ago, when you when you use that word, it was something much different than it is today. Workforce housing today is policemen.

Firemen nurses school teachers.

And with the growth that we've experienced in our city in the last 18 months, we are pushing those type of individuals out of our city.

Because they can't afford the house.

That doesn't mean we can't look outside the box and be creative.

Where we can maybe invest in a in a private Public Partnerships where we can bring that sort of housing back to our community.

Sports centers indoor sports facilities. We've had those conversations.

You know a trolley system where that biking walkability.

Connectivity throughout our city I think is important because like you said, we have areas throughout our city. Whether it's the Tarpon Point area that you stayed in, whether it's Cape Harbor, it's our Yacht Club, it may be the Seven Islands project or any other future projects we have to have that connectivity. I think between all of those for those amenities for our residents and for our visitors.

Healthcare facilities we've had those discussions.

You know, I know that some Council members up here, myself included. We've talked about, we've talked about a second hospital.
To me it's not a one, it's a need. It's definitely something that we're going to have to address.

To make sure that we provide that for our Community, and I think we have to have that same sense of urgency when you look at our growth numbers, we're gonna be there sooner than we think.

One of the other things that I thought was quite interesting was the resiliency part. As far as having a dedicated staff member, a director or a manager moving forward, that has an expertise in that area that can make those recommended recommendations here to Council because I think that is a very important part in our Community moving forward. Also, one of the notes that I had taken the legislative involvement and mandates on the quality of life regulations moving forward. I also think that's extremely important.

We have to make sure that we set that level of expectations and the only way to do that is with the legislative policies that we put forward and the mandates that we put forward our our code enforcement department.

I know we're in the process of doing a comprehensive review of that, but that all ties in with that statement.

The one project that you had mentioned the Wharf in Washington DC. I've visited it several times. A great project. I remember when that project was built many years ago and that is definitely a good example of maybe not that size, but something very similar to that that we could have in our in our city.

The recommendations for our parks, again, that's to me some validations of what we should be doing. We've already put that process in place, but we know, you know, we're moving forward. You have the the Yacht Club improvements, so it was great to see some of that validation as well. Moving forward, the boardwalks, the water taxis that are, I think, great possibilities here in our city that we could.

Implement.
Indoor recreational facilities that you mentioned. The other thing that really stood out that I think that we definitely without a doubt. Have to engage in and move forward with. Is that a watershed management plan? You know one of the biggest hurdles that we've faced. And a lot of that we do not have the control of. That's set by the federal government. So what that tells you is that we have to look outside the box. To find out what we need to do to mitigate. That rise in cost. So I was very intrigued with the watershed management plan that could provide a 30% reduction in insurance rates, and I think that would be a huge impact on our Community if we could. Implement a program like that. So these are just some of the the revenue board I thought was also intriguing. You know, we have many advisory boards here within our city. And. When you look at the advisory boards that we have other than they may be the Budget Review Committee that makes recommendations on a yearly basis. You know we have the golf Course Advisory Board that that makes recommendations on our golf course. We have a planning and zoning board that makes a recommendation to to City Council. We don't have a board to help us. Define. Who we want to be and maybe. Because all of this costs money. So what we have to try to do is to think how are we gonna pay for every one of these things. I wish we could start tomorrow but it's gonna take revenue. In order to do that, so we're going to have to try to determine once we set our priorities, how are we going to pay for it? So this revenue
Advisory Board, I think, would be an excellent board. Where we bring in the outside experts from banking financial institutions.

Grant possibly grant writers those type individuals that maybe could broaden our perspective on what our opportunities may be available out there.

So. With that I thank you for your presentation. I thank you for the time and the effort that you put in before you got here and the time and effort that you put in after I'm looking forward to your final draft.

Recommendation. And thank you for for me, for validating some of the conversations that we've already had and also making recommendations on areas that maybe we didn't think about. So thank you.

Mr. Mayor, if I could respond with just a couple of comments back to you folks before we open it up. If you, if it's your pleasure to public comment number one on on the staffing.

Issue our general comment, I would say because we did not have the opportunity and and nor did we feel like it was our appropriate to our task to drill down and start looking at organizational charts and staffing positions and things of that at at that level of detail.

So please take our recommendation. What we see is a wonderful city. And by the way compliments to your staff here and everyone that we've met and that comes not just from us but from the public that we talked with. And there's one reservation because. I'm I'm a reformed the developer, so I want to make a side comment that's I'm I'm probably have to take my badge off before I do it. Developers always complain that it takes too long to get things approved.

OK, you have staff that do do that process, and if they could approve by permits and my rezoning this afternoon, I would appreciate it, but it doesn't happen that
way. But everything that I heard from even the developer
types and I won't give any names, but your staff
is responsive, friendly.
Supportive, they wish you would move faster, but they're
to say that no matter how fast you move, but
everyone that we met on the staff are capable of
doing a good job and we complement all of them.
But what we see coming the growth that we see
coming.
It's going to take more. They're going to be demands
put on your staff that they have not seen yet
and we're just encouraging you folks, our our suggestion.
What
we were trying to say was gear up the storms
coming. You know, there's a crowd coming so be prepared
for it on the agencies situation. I fully appreciate Councilman
Hayden. I fully appreciate your reservation and reluctance to
give
someone else the perhaps the the handle to the the
purse strings. Interestingly enough, when I talked about.
Needed deliberations or no. I said heated discussions. I
think,
then whichever Donnie comes from one side of that public
private partnership methodology, I happen to have spent a
number
of years working in a in a very different one.
What you choose to do is what you will fit
your mold and your custom and practice here in the
local community. But when you're talking about raising the
money
to do the things that you want to do, there
are other people that would like to spend their money.
To do it, if you can figure out how to
get what you want done and what they want done
in the same place and same point in time, sharing
the cost and the more the cost you get them
to share the better and then sharing the economic benefits
you know those things can be done. There are a
lot of models for it, but engaging the banking sector
in engaging the the pastoral sectors Donna mentioned
getting everybody
around one table and I would even encourage somehow
another.
Trying to figure out how to do that group for an hour at lunch once a month on a regular basis. However you set up those boards, or organizations clubs call them what you want to, but if you can get that dialogue happening on a regular basis, you'll be. I think you'll be amazed at what happens if you're not already doing it. You may already be doing it OK with that. Alright, thank you referred to you Sir. Council Member cars in Europe. Thank you Mayor, and I also want to thank you all. I had fun with my interview chatting with Susanna. There's so much good information here. I'm really excited about a lot of the things I like the idea of having a special meetings to talk about this. There's so much to unpack here, and I do like the idea of a special board that would be. Responsible for like the vision. I think. Like the mayor said, a lot of these things are going to cost money. Lots of money, but there are some things here that are not too expensive or even free. Changing regulations and things like that. So I would like to as soon as we have the final report start tackling the low hanging fruit and then look at the bigger picture. But again, thank you very much for your work on this. Thank you Council member shepherd. Well, first of all I would like to thank you all for your input and and all the work that you put into our city. I'm very grateful for it. I don't want I lot of things I wanted to say. The mayor already said so. I don't want to repeat so I'll say a couple other things that weren't already brought up is. I think we have to embrace a lot of our nonprofits in the city and use them as a as a tool. They they get a lot of the things we want accomplished, and I'll give an example. We had a new nonprofit developed. To do our medians we we had a problems
coming up with the money to do medium beautification and now we have achieved that through a nonprofit. So I believe a lot of these other ideas that you brought forward. Some of them that we've already thought of that but that you encouraged as well. I think we need to build a better relationship with our nonprofits throughout the city and look to them for help to achieve some of these goals. The other thing I really liked hearing was that you know these these niches and these these beautiful places that you've talked about about creating around the city for people to go to and enjoy. I know myself. I've always looked at the coastline around the city to do these things, but you opened my eyes to that. We can create special places throughout the city when you showed us the graph with the circles we have to spread this around. We have to create these special places everywhere in the city. I like that idea and it makes every little neighborhood and area unique and special and let them have their own little special identity for where they are in the city. I really like that idea, so once again, thank you for your input and. I look forward to hearing more. Thank you. Council member Long. Thank you, yeah like all the others. I wanted to thank you first for your work this week and your continued work. Even the condensed product here is is incredibly insightful. Obviously like the others, I'm gonna reserve most of my comments and discussion for the final report, which I look forward to but a couple as far as a sweeping overview, some of the key principles that I was encouraged by, and Council member causing kind of jump to this as far as low hanging fruit in the context of some of these larger principles. Was the identified the identifiable districts the community
building in

those neighborhoods? I think that's like, she said, little hanging

fruit, something that is a relatively simple fix in the

context of some of these larger scale projects. That's gonna bring some immediate reward for this citizens. So that was cool to see public waterfront access. Obviously a very important,

as we kind of continue to project ourselves as a

predominantly waterfront community. Indoor recreation is something personal to me.

I brought it up a couple different times.

So that was exciting to see something that we could even incorporate more than one point into. Maybe, you know,

slip the teen center into some portion of that project in one way or another, resiliency. Obviously a huge, huge issue that we're going to continue to tackle as the city grows out and climate becomes more and more of an issue. So that's something that we'll have to work on, but back to the mayor's point, and some of the others. The question that we're left with after all this, and will continue to be left with is what we're going to do with the information.

You know, so it's important to his point that we identify a road map, you know, and how we break down the report. We identify the actionable items, and then we actually take that action and so something like special meetings to break those down. Similar to what some of us have done through our membership with the CTAC with regards to the Transportation master plan. Kind of break it down into fragments based on some of those key points and have those special meetings on each one of those particular items. But yeah, a lot to unpack. I look forward to the final report.

And thanks again.

Council member Nelson.

Thank you, mayor.

I first want to say thank you manager, but I feel like he really brought to us and allowed us to go through it and it has been eye opening and I think as you said mayor and some of the others that did bring a lot of validation of things we kind of already knew. I think we have
a great opportunity. You have always felt that that we have such a great opportunity in the city to make it even better, even stronger. We just heard the other night from Council, you know another. Oasis Sports Field and that just fits right into what was said earlier and what we feel our city really needs more of. I mean, we just had the new executive director of the Cultural Arts Theater come before us a few weeks back. You know to introduce himself and I just think as those types of items come forward to us, especially with the budget that we need to be paying attention and definitely mapping out our priorities because it is a very large. Many tiered cake that we have to go through, so I just wanted to say thank you. I too really enjoyed my interview with Donnie. I felt like you asked me really hard questions, but you know, I think workforce development and economic development go hand in hand. And that's going to help bring diversity of all kind generational cultural. Educational diversity. It's just going to be a really great thing. So I agree I'm I'm looking forward to putting together a task force or a group to help us prioritize these things in the next few years. I think connectivity I I tackled a little bit when when you all talked about the connectivity of our city and remember the first time I drove here in 2008 and everywhere I turned, if I didn't get the terrace, the avenue or the street, I was hitting water so I'm really. I'm really grateful that that was brought up, and then of course also the continuity in terms of some of the cultural projects that we've done. Like you know, painting the utility boxes and and how we really need to take that a step further and have it be more collective. So I appreciate this and I look forward to our future. Thank you, mayor. Thank you just one last question. While sitting here listening to everyone, there's the Urban Land Institute. I know you come and do an initial evaluation. And make recommendations.
Do you do any type of a follow-up analysis, say when you look maybe two years or three years down the road will you take a look at what you're recommending. Kind of see what we've done and how we're moving.

Forward interesting that you should ask that question, given that I now realize that I've been doing this for how many years Mary Beth, 24 years there has always been amongst some of us and an informal. Follow up in valuation. I've I've gone back to almost every city where I've done these things and followed up with the people like yourselves and say how's it going? What's happening? You allow? More recently has begun to adopt a formalized evaluation to do that same thing we don't have. I don't believe in Mary Bethel. Correct me if I'm wrong. I don't believe we have a formal structure in place, but I think that's in the process of coming about because a lot of us are interested in saying, OK, you know, for our own benefit, because this is such an important piece of the ULI. You know existence. We want to be sure that we're doing a good job as best we can. We want to and in order to know that you gotta go back and look at the results you know, did our recommendations a where the where they worth giving, did people appreciate them? Did they follow up on them and if So what worked? What didn't work? What might have worked better had we done it a little different way so? If if you're asking us if the ULI is an institution would be interested in following up with you, I'm going to stick my neck out and get in trouble and say yes. And then Mary Beth, we'll, we'll clarify what I just said. Go ahead, well that's a great question and a couple things. As Lee mentioned, we do have a more formal process where we actually go back and we're trying to measure impact and David heads that that effort up so we will be continued communication with the city as to what's happened, what's happened with the
recommendations? A couple of thoughts I have and I'm happy to talk to whoever offline about this is we do have a very active District Council in Southwest Florida. Members of ULI who are engaged locally. We will reach out to them. They were not able to be here today, our Executive director, but I will reach out to her and talk about those possibilities of working with you all and then always happy to continue the conversation we do. We realize that it takes a long time that things aren't going to change in the next six months, and we are really making a concerted effort to make sure that we keep engaged and that we are able to. Follow the impact of what happens. And and and I will add one other thing too. And I'm gonna throw all of my fellow panelists under the bus because I didn't ask them about their willingness to do this. But I'm gonna make them. I'm gonna tell her I'm going to say they're willing as as you all know, we're here as volunteers and we actually sign a conflict of interest waiver when we do this and say none of us will come back and have a stake in anything that's going on in Cape Coral for a period of time. And I think it's a year. Is that correct? Is that what the document says? Or two years or something? Anyway? So in other words, we're not doing this to try to drum up. Presidents, but quite frankly, if anybody from Cape Carl wants to give me a call and say hey, what about this? You know you were talking about so and so? Where did that idea come from? I'm open to that at any point in time, and I suspect that any of the other panel members would be, you know, completely responsive to any questions that might come from anyone, so we're open. I know it could probably be pretty comprehensive. Some of the policies and regulations that we're going to have to put in place to make some of these changes. Happen, do you have a recommendation on a time frame for a follow up five years from now? Three years
from now? As far as what? What would?
If you ask me how best to go forward, I would suggest you know. Maybe a six month and one year and a two year and a five year time frame because in the beginning you've got a whole bunch of material in front of you that are ideas and they're aspirational. Ideas like these agencies that Donna used the term agency. I tend to use the word or the phrase. You know? Public private nonprofit 501C3. That's got some governance and broad based support and leadership, so that's where he and I would argue for hours I'm sure. But whoever's got the money and the political power ends up making the decision about what it really looks like. OK, that's you guys. OK, and your banker friends? Because they the ones that got the money. But going through that process there, there are examples of everything. Virtually everything we've talked about there are examples that you can look at in other places and say, well, that part looks good. That part doesn't look good and you can merge that stuff together so you know my encouragement would be. If in your process because y'all are subject to the Sunshine law and all those kinds of things, so whatever works appropriately here, which set a six month time frame A1 year time frame and then two years and maybe double the double the frequency but set a schedule and say here's what we're going to try to do, but. But don't let that schedule drag out too far because people forget what they did at the last meeting. And as we have said several times, the trains coming, you know the people are coming so. It'll be upon you before you know it. Thank you, yeah, I definitely think that's something and we'll have. I'm sure future discussions that at a regular Council meeting have we want to move forward, but for me, I think a meeting once a month to have this discussion is something that we have to implement. So because
there's a lot to do here and a lot to consider. So and the only way to get that accomplished is to have those meetings. So thank you for that insight. I think at this time since I don't have any other Council members that are. Wanting to follow up, I will open up the public input aspect of the meeting. We'll utilize the podium to the left so anyone who would like to come forward, please do. Thank you Mr Mayor. Better if you want to put up that chart I provided. Again, Tom Shadrach permanent citizen. And I have a couple comments. I was at the workshop when you alive Mr Tom Etler presented the idea of doing this with the. Support of the city manager and I was skeptical. You know, I've been with the Boeing company for 37 years and every three years we get a new Vice President and two years. Two months later of consultant group would come in and tell us how to do things better and after two years generally there is some novel ideas, but most of the employees know knew how to do the job and the vice president would leave in two years and then we'd be back to normal. So that's the skepticism in 37 years of consulting groups and I know the city manager made a decision. This group is different and it's a volunteer Group A matter of experts and I said, and I embraced it once the Council decided we're going to do this, I thought about it and I took to heart Tom's point about trying if we're going to be as productive in a week as we can be. Get down to two or three top items that we can focus on and or three top items that we can focus on and get the experts here that know that and so. Once the contract was signed, I asked for the statement of work to see if it was two or three items, and I was disappointed when I saw that you had 12 tasks to do. And I go. Wow, that's that's not what was asked. And so I took. The time to kind of write a one page deal
if you wanna push that down a little bit, Betty,
but I and I think she gave you a handout.
This was my ride up just to say the top
four items on the all the way down at the
scope are the same as the 12 just condensed. What
are the most important things? I thought of the 12
and that's the top four. I added the fifth one
which is near and dear to a lot of the
West citizens.
That's unique about the Chiquita lock and the Seven Island
area, and I can talk to that in a minute,
but I thought these were the top things that I
was concerned with. After living here and choosing, this is
my home. And just to reiterate again, I am pretty
analytical. I searched the whole southwest area of places to
live and I chose Cape Coral. I love it. I
like it and I want it to be better. And
and I live here for a reason. And so these
were the top four things.
And some of the things I was listening now to
your presentation. I really didn't hear about the fact that
we don't have.
And I didn't hear that as a discussion, and that
was one of the key points there. And the other
thing I didn't get to hear, which I think is
important and how we play with our sister cities between
Fort Myers, Fort Myers Beach, Sanibel, Pine Island. How do
we work together? Because they certainly have a lot of
amenities that we'll never have. And how do we?
Enhance that.
And so that was like #2 there, and I didn't
really see that. And another thing that the best thing
I've ever had from consultants was what not to do
from.
From from the city. What shouldn't we be doing? What
shouldn't we aspire to do like I heard?
People that might have talked to you. Let's try to
keep everybody in Cape Coral from having to cross the
bridge. Let's have great things.
I don't think that's the right thing. We've got great,
Major League ballparks spring training across the bridge. We got theaters right across the bridge. Why aren't we taking advantage of that in our planning and thinking? Couple great things I did here.

I gotta wrap it up, Mr. OK, I thought you mentioned this was gonna be a Hearing instead of a 3 minute, but I'll try now. I was moving into not what I've heard and I'll try to get through them real quick.

Things I liked were maybe that no water beaches were a good idea. Because we can't get to the water easily, I actually thought the water taxis was an interesting concept, but let's have parking areas where people can be taken to Sanibel, Captiva, Fort Myers Beach and back all the time because those are great beaches and we'll never compete with the ocean, OK?

And big Parks was a great idea. I love our red, white and boom the bonfire. The Arts festival all the patriotic parades. We have all great things that bring the city together.

But we we concentrated on neighborhood parks, first with our go bond instead of the major parks. And we're not even off the drawing board for those after four years. So that's an interesting issue.

Mr Shadrack, your your times up if you'd like to submit a written response to City Council on any of your recommendations, I'm sure we would all love to.

To hear whatever your recommendations are.

OK, I will probably wait for the report.

Alright, thank you.

Anyone else wishing to speak during public input, please come forward. See a non public input is now closed.

So I'll turn it over to Mr City manager.

Well, Mr Mayor, on behalf of the entire staff here at the city of Cape Coral, I want to express our gratitude to all the members of the panelists and for taking their time to come to this great city.
time and we certainly enjoyed the time that we got
to spend with you. I also want to express our
sincere gratitude to all of the individuals that participated
throughout the whole process. I want to thank Nita Whaley for
really stepping in well.
After the train left the station and helping us coordinate
all of this and making today possible, so Mr. Mayor,
I look forward to continuing conversations with the members
of City Council with staff and the community as we continue
to plot our our our future. You know what at
the appropriate time will incorporate the recommendations
made by ULI
once they are accepted by you into our Cape Compass,
which is our strategic guidebook, move forward.
And you know, we have a new tagline that we've
adopted, and I think that you've heard loud and clear
from the panelists today that we are a great city
and that we are a city flowing with possibilities. So
thank you very much, Mr Mayor.
Yeah, thank you. I'd like to again thank all of
the panelists that came and took time out of your
busy schedules to make recommendations to us. I think we
all have a desire to be a great city, so
your input is invaluable. I appreciate that we will definitely
look forward to your final report. And also I would
look forward to a follow up visit to so you
can grade us to see how we're doing.
And I always believe when you look outside and someone
from the outside is looking in, they can give a
better perspective of what we should be doing because you
don't have a vested interest. So I think that's extremely
important. So thank you for that. I want to thank
staff for everything that they have done throughout the week
and even prior to get ready and provide the information.
To our panelists and I know.
I believe that our City Council is is willing and
ready to roll up our sleeves to make some of
this a reality and I look forward to working with
staff in the future because it it's going to.
It's going to take a lot of.
A lot of different facets, whether it's land development, code
regulation, economic development, policies, we're going to have to put all of that into the same bucket to make this a. To make this happen, so I look forward and I look forward to making their our city. Much better tomorrow than it is today, so thank you.

Any other comments from any Council? OK. Time and place of future meetings. We have a special meeting today. An attorney client session, Cape Coral City Council is scheduled for today, Wednesday, May 20th at 1:00 PM. Here in Council chambers we have a committee of the whole meeting is scheduled for Wednesday, May 25th, 2022 at 9:00 AM and Council Chambers and we also have a regular meeting. Cape Coral City Council scheduled Wednesday, June 1st at 4:30 PM here in Council chambers. Is there a motion for adjournment? Second, all in favor. Say aye aye, eating adjourned.

This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [email protected].