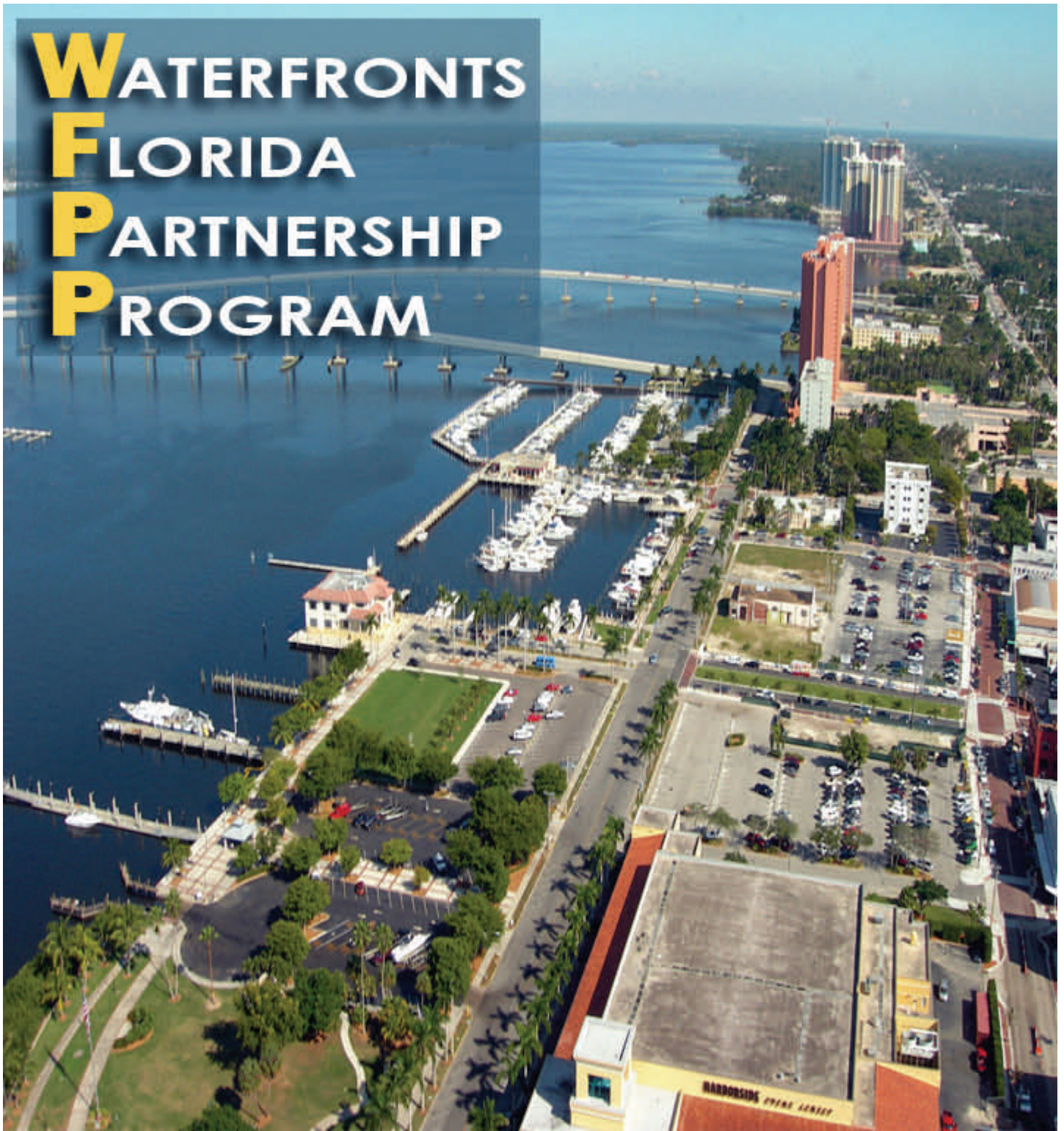


# WATERFRONTS FLORIDA PARTNERSHIP PROGRAM



*Fort Myers, Florida*

# VISION PLAN

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Fort Myers Community Redevelopment Agency



# WHAT IS THE WATERFRONTS FLORIDA PARTNERSHIP PROGRAM?



The Waterfronts Florida Partnership Program was created by the Florida Coastal Management Program in 1997 to address the physical and economic decline of traditional working waterfront areas. New communities are designated as Waterfronts Florida Partnership Communities through a competitive application process held every two years. Since 1997, a total of 23 communities have received designation as Waterfronts Florida Partnership Communities. Most recently in June 2009, two new communities were designated for the 2009 – 2011 cycle: Fort Myers and the community of Millville in Panama City.

Once it receives the designation, a community receives intensive technical assistance and limited financial assistance from the Department of Community Affairs, resulting in a new or refined community-designed vision plan (special area management plan) to guide the revitalization of the community's designated waterfront area. During the first year of designation, a community establishes its Waterfronts Florida Partnership, prepares a community-designed vision plan to guide the revitalization of the traditional working waterfront area, and begins implementa-

tion of the vision plan, as appropriate.

The visioning process and resulting document identify the community's issues and plans for addressing the following priority areas:

1. Public Access to the Waterfront Area
2. Hazard Mitigation
3. Environmental and Cultural Resource Protection
4. Enhancement of the Viable Traditional Economy or Economic Restructuring, as Feasible

During the second year, the community continues to implement its vision plan, focusing on incorporating its vision into the comprehensive plan and undertaking priority projects that will further its efforts to revitalize and preserve the working waterfront. The public dialogue and the partnerships developed with state agencies, private organizations and other Waterfronts Florida communities across the State enables a designated community to identify proactive solutions to address community concerns and to implement them.







# ACKNOWLEDGEMENTS

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## **Mission Statement**

The Fort Myers' Waterfronts Partnership Committee strives to enrich the lives of those who work, live, and play in the River District by creating an inviting, culturally rich destination. This mission will be accomplished through preserving public access to the river, protecting the environment, preparing for natural hazards to the Waterfronts area and providing support to its businesses.

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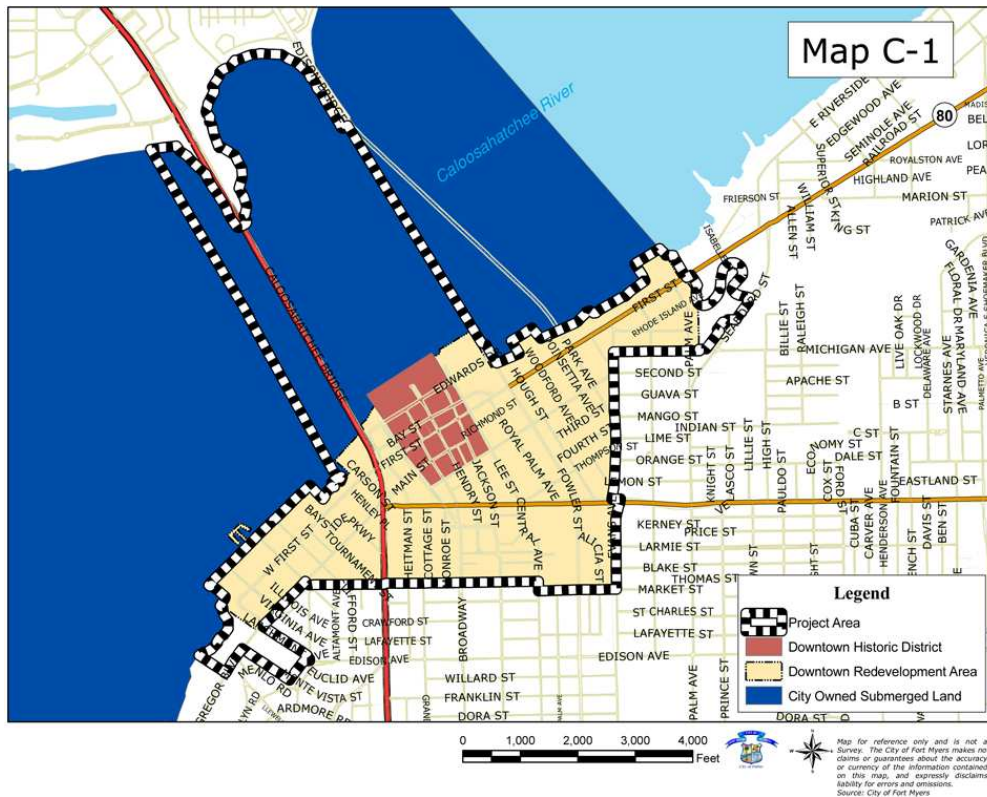




# Introduction to Waterfronts Program

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# INTRODUCTION TO WATERFRONTS PROGRAM



## Methodology for Boundary Choices

The planning area for the Waterfronts Florida Vision Plan matches the boundaries of the Fort Myers CRA's Downtown Redevelopment District with the addition of the Edison Ford Winter Estates property and a portion of Billy's Creek, a filter marsh and creek which act as a boundary for the District. The Downtown District was created in 1984.



A majority of this land is owned by the City of Fort Myers. The riverfront is unique in that

the City also owns the river bottom under the Caloosahatchee River along the entire downtown riverfront and across to the north shore. The planning area con-

tains three commercial boat piers, a boat ramp, two fishing piers and a 295-slip public access marina including a mooring field.

The City has been working with the community to create a master plan of a smaller geographic area within the planning area depicted in the map above. The smaller project study area includes the area between the two bridges, the river and Bay Street, which is located two blocks south of the river. Approximately five acres of the smaller project area is undeveloped or is only used for surface parking lots. The balance of the planning



area is owned by the City and contains parks, public facilities and buildings. Included in the project area are a 10-acre riverfront Centennial Park on the west; the downtown historic district, Harborside Event Center, and a 540-space City of Palms parking garage to the south; and the 295-slip Fort Myers Yacht Basin and a dual boat ramp to the north. Nearly three acres of additional undeveloped privately owned property lies along the south boundary adjacent to the City parcels. The owner of this property has expressed interest in developing this parcel



in conjunction with the City but no written agreements are in place at this time.

Rich in culture and history, the City of Fort Myers features significant attractions in the historic River District such as the Edison/Ford Winter Estates and a historic downtown commercial/retail and residential district.

The project area was chosen because with the exception of the Yacht Basin and the commercial crabbers who use

the boat ramp, the land along the river remains underutilized and unappreciated the majority of the week, unless an event is held in Centennial Park or in conjunction with Harborside Event Center.

### Call for Planning

In response to the underutilization of the riverfront, the community has put



great effort into creating a new vision and direction for this forgotten treasure of riverfront. The lineage of the community's efforts to plan for the revitalization of the described will be described in greater detail in the *Waterfront Planning Initiatives* section of this plan. The community's application to the Department of Community Affairs for designation as a Waterfronts Florida Partnership Community and the first year of its participation in the program overlapped with work performed by Acquest Realty Advisors and its partners. Prior to its designation, the City had asked the Acquest team to create a financially and spatially feasible master plan and development strategy for the downtown riverfront area.

Each planning effort has resulted from the community's desire to integrate the downtown and riverfront areas and to build on the planning concepts established in the 2003 Downtown Fort Myers Plan created by Andres Duany.



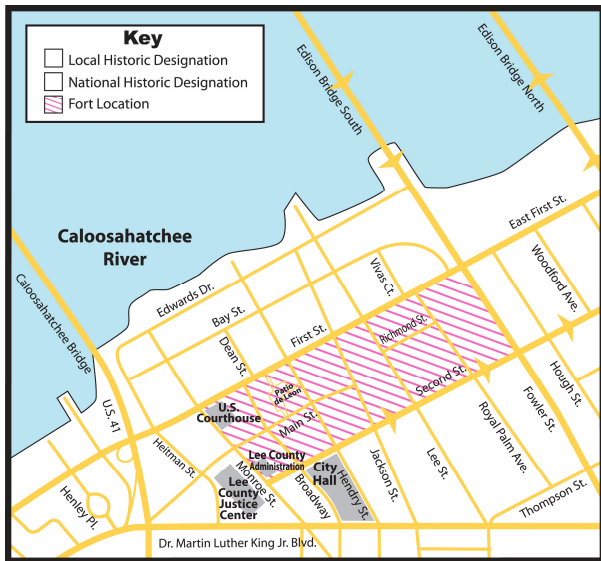


# History of the Waterfront

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# HISTORY OF THE WATERFRONT



## History of Fort Myers

Located on the south bank of the Caloosahatchee, Fort Myers has been home to soldiers, ranchers, cowboys, snowbirds and inventors. Named after Col. Abraham Myers, Fort Myers was founded in 1850 as a military outpost during the Seminole Wars. The Fort saw service again as a Union outpost during the Civil War and was officially retired from military service in 1865. Almost immediately, the abandoned Fort became home to settler families, land speculators and Florida Crackers.

By 1883, the Town of Fort Myers was established, the Fort Myers Press was printing and world famous Thomas Alva Edison called Fort Myers his winter home. During this period, Fort Myers became the county seat of the newly-formed Lee County and tourism boomed as offshore tarpon fishing enticed sport fisherman and adventurers from around the world.

Fort Myers saw amazing growth through

the 1920s until the combination of a failing real estate market and crashing stock market sent the town into depression. During this time, Fort Myers was aided through federal works projects that changed the face of downtown. The new Federal Post Office building, the Edison



Bridge and the Yacht Basin all made significant improvements to the struggling downtown.



It was a return of Fort Myers' military heritage that would bring all of Southwest Florida out of depression and into prosperity. The establishment of Buckingham Field and Page Field during World War II gave local business a needed boost with government contracts and services for the two bases.

## History of the Waterfront

In the late 1800s, there was a push to de-

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velop a commercial district along the river, the main transportation route for the area. Many streets ended with a pier over the river from which produce was loaded onto steamships and taken up north. Since the river is extremely shallow, the piers were several hundred feet long in order to reach the channel. As the railroad system came along, the steamships would travel to Punta Gorda, where the cargo was put on the Plant railroad line. Cattle were herded south along the Cattle Trail from the downtown to Punta Rassa, the local deep water port.

The river became such a thriving commercial area that whole buildings were built out over the river. The Pleasure Pier, built in 1920, was part of a \$300,000 recreation center which included a swimming pool, horseshoes, and a dance floor. By 1943, the pilings were rotted and the need arose for a USO Center for GI's stationed at the two fields. The building was barged to its present location at the corner of Edwards Drive and Hendry



Street and today is known as the Hall of Fifty States. For many years, it was used for

meetings, conventions and as a social hall. Now, due to water damage, it's in need of restoration. The City is trying to decide whether they should restore it to its original location, relocate it to another

location in the proposed waterfront area or potential demolish it due to its current condition.

Originally, the south river bank was located at Bay Street, however in the 1920s and 1930s, the City began filling that in and brought the bulk head line to where the river bank currently resides. In the 1930's and 1940's, the industrial area moved inland.



As time went on, development began to move east away from the downtown and the river. One of the catalysts for this move was the opening of the Edison Mall. Prior to the mall's opening, Sears and J.C. Penny were large draws to the downtown. Once they relocated, the smaller stores struggled to survive without the extra foot traffic. The City is currently faced with a riverfront that is largely underdeveloped and underutilized.





# Waterfront Planning Initiatives

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# HISTORY OF FORT MYERS WATERFRONT PLANNING INITIATIVES

## Fort Myers Waterfront Revitalization Efforts through 2008

The City's partnership with the Waterfronts Florida Program extends from a longstanding commitment to reactivating the underutilized and underappreciated downtown riverfront area. Since creating a downtown redevelopment district in 1984, the City



has done extensive visioning work to create a more unified design and planning scheme for a revitalized downtown riverfront. The City has partnered with the Waterfronts Florida Program, in part, to foster public involvement in the riverfront's revitalization over the long term and to ensure a balance of activities among the four Waterfronts Florida Program priority areas: hazard mitigation, economic redevelopment, public access, and environmental and cultural resource preservation. The Waterfronts Florida Vision Plan is intended to complement and advance the riverfront revitalization goals established in the downtown redevelopment plan.

The City began the downtown revitalization process in 1984 with the creation of the Downtown Redevelopment District and the establishment of a tax increment trust fund. The initial redevelopment ac-

tivities focused on the restoration of the historic district, which is located two blocks south of the riverfront.

These efforts produced:

- A comprehensive government district containing City, County, State and Federal government offices totaling nearly 2,000,000 square feet,
- The restoration of over 30 historic structures,
- The reconstruction of 50 blocks of underground utilities and installation of 50 blocks of new streetscape,
- Development of over 1,400 residential units,
- Construction of a 10-acre riverfront park as well as other redevelopment projects.

Initially the City was undecided about the amount or type of development it wanted for the riverfront. One approach was to maintain the entire downtown riverfront for passive public recreational uses. Another approach, contained in the 2003 Downtown Plan, proposed activating the riverfront, between Centennial Park and the Yacht Basin, with commercial activities such as restaurants and retail shops to attract more people.

## 2003 Downtown Plan

In 2001, the City engaged the firm of Duany Plater-Zyberk & Company to create an updated master plan for the downtown community redevelopment



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area. The plan proposed various site specific projects to kick-start the revitalization process such as new street reconfigurations; new streetscape standards; a “Smart Code” to formally integrate New Urbanist design principles into the city’s land development regulations; and a land use designation systems based on the Transect planning model.



In 2003, the City formally adopted the 2003 Downtown Redevelopment Plan, Streetscape Plan and Smart Code. Other successes in the implementation of this plan include:

- Completion of over 1,200 residential units;
- Completion of a 54-block utility replacement and streetscape improvement project;
- Reconfiguration of one-way streets into two-way throughout core downtown area;
- Opening of a downtown Publix grocery store;
- Approval of a new \$20 million public library in the Cultural Campus;
- Completion of a 10-story addition to the Lee County Justice Center;
- Construction and opening of a new Hotel Indigo;

- Restoration, rehabilitation and opening of the Sidney and Berne Davis Art Center in the Cultural Campus;
- Leasing of the City Pier building to the Art of the Olympians organization to open their home office and museum;
- Renovations and upgrades to the City’s Yacht Basin;
- Historic restoration and rehabilitation of 30 buildings; and
- Designation as a Waterfronts Florida Partnership Community.

Following the ideas expressed in the 2003 Downtown Plan, City Council held a series of public workshops to form a vision of the riverfront in 2007/2008. The Council unanimously decided to pursue the goal of activating the riverfront with a combination of public open space and commercial activities. The vision was to expand the convention center, add one or more hotels, expand the marina and increase access to the river for recreational activities, and add retail and restaurant uses.

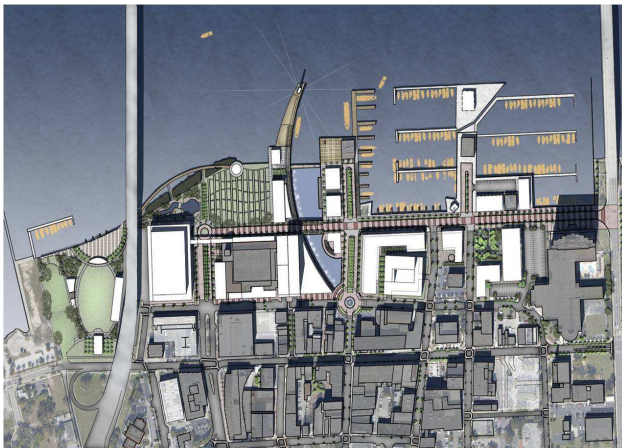
### **2009 Riverfront Plan**

In the fall of 2008, the City created the Riverfront Steering Committee to oversee and guide the riverfront redevelopment efforts. In 2009, the City contracted with Acquest Realty Advisors and the firm’s partners to apply the New Urbanist principles established in the 2003 Downtown Plan to create a more detailed master plan and development strategy for the riverfront area in partnership with Riverfront Steering Committee.

## WATERFRONT PLANNING INITIATIVES

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This committee consists of the CRA Executive Director, the Chairman of the Fort Myers Redevelopment Agency Advisory Board, the City Manager, the Council person from the downtown ward, the Dockmaster, Public Works Director, Harborside Event Center Director, a downtown business owner, a downtown property owner, a member of the Conference and Convention Council and the Chairman of the Historic Preservation Commission.



The creation of the 2009 Riverfront Redevelopment Plan included many opportunities for community input in the form of steering committee and stakeholder meetings as well as public charrettes and a two-day design workshop that dealt with questions such as: what would the community like to see on the river, what would they like to preserve, what activities/uses would bring them down to the river, and what concerns did community members have about the impacts of future development.

The end result was a Development Plan which was conceptually approved by

the City Council in September 2009. The plan's recommendations include: the redesign of Centennial Park with an expanded riverwalk and pedestrian-inviting harborfront, an expanded convention facility, the addition of a new luxury hotel, the creation of a harbor inlet that will filter stormwater, and a public pier and docking facility.

### 2010 Downtown Plan

The 2010 Downtown Plan functions as the Community Redevelopment Agency's new redevelopment plan for downtown Fort Myers. The plan combines the 2003 Downtown Plan and the 2009 Riverfront Redevelopment Plan. The plan covers the entire downtown redevelopment district, almost the exact same area as included in the Waterfronts project area. The 2010 Downtown Plan went to Planning Board in February 2010 as well as to the CRA Board in that same month. It received final approval from the City Council on April 19, 2010.

Proceeding at approximately the same time have been revisions to the City's Comprehensive Plan. Broadly, the City's revisions streamline the land-uses across the City. The amendment included a complete rewrite of the Future Land Use Element to create new land use classifications and a complete update of the Future Land Use Map based on the new classifications. The rewrite reduced the number of land use designations from 28 to 10 and provided for more intensive

development along major corridors to create conditions favorable to public transportation and remove barriers to re-development.

Over the next year, the partnership will work with the City's



planning department to identify whether any additional changes to other elements of the comprehensive plan will be needed. Special attention will be given to the coastal element, focusing on opportunities to enhance visual, pedestrian, and boater access to the waterfront, and responding to changes in the coastal high hazard area boundary. Among the comprehensive plan policies that the partnership will examine next year are those listed in Appendix A to prioritize water-dependent and water-enhanced shoreline land uses.

### **Planning in the Four Priority Areas**

As the Fort Myers CRA implements the new Riverfront Development Plan and provides support to businesses to help them survive the four-year utility replacement and streetscape project completed in November 2009, the CRA works on at least three of the four Waterfronts priority areas every day. The CRA's ongoing efforts to activate the riverfront and support the downtown businesses

through work in each of the four priority areas is summarized below:

### **Public Access**

Through the riverfront plan, the CRA is working to maintain and increase public access to the waterfront. The amended downtown redevelopment plan, containing the Riverfront Development Plan, was taken to the Historic Preservation Commission, the Planning Board, the CRA and Council in order to formally amend and adopt the Plan. The City is also in the process of amending the City's Future Land Use Element and comprehensive

plan, which will help with these goals as well.



The CRA also strives to provide the public with additional reasons to visit the Waterfronts study area by taking part in the following activities:

- Special events, many of which are either organized or sponsored by the CRA;
- [www.MyRiverDistrict.com](http://www.MyRiverDistrict.com), a new website being created to promote the River District and its businesses; and
- The Sidewalk Beautification Program, which creates a sense of place through the potted plants adorning the storefronts and sidewalks.



# WATERFRONT PLANNING INITIATIVES

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## Protection of the Environmental and Cultural Resources

Aside from the fact that the City and the CRA just completed a 54-block utility replacement project, which now ensures that the aging sanitary system no longer pollutes the river, efforts are underway to design a stormwater detention basin as part of the Riverfront Development Plan. This project will not only return a portion of the river to its original location, but is critical to improving and protecting the



water quality in the Caloosahatchee River. Currently, the stormwater is collected and discharged to the river without any treatment.

On the cultural side, the CRA recently hosted an event called The Anniversary, which celebrates the area's heritage and twentieth anniversary of being designated a national historic district and our twelfth anniversary of being designated a local historic district. The CRA also supports the local theatre by providing a \$50,000 operating subsidy as well as

paying their annual lease and just completed a \$12.5 million streetscape project that includes historic bricks and themed lighting.

## Enhancing the Traditional Economy

Every year, the CRA spends thousands of dollars on marketing, subsidizing the businesses, and organizing special events as part of its business retention and recruitment efforts. These efforts all fall under the umbrella of normal CRA activities along with efforts to prepare for development of the riverfront.

Through the vision planning exercises, the Partnership Committee has also identified a need to integrate public access concerns and cultural and natural resource preservation into the CRA's promotional efforts. The projects proposed in this plan related to economic revitalization include: distributing information to the public concerning boater amenities, installing markers which identify historical points of interest and urban palm tree specimens and distributing brochures containing self-guided walking tours

## Hazard Mitigation

The City falls under the Lee County Local Mitigation Strategy. The Lee County Local Mitigation Strategy is currently being updated. This vision plan affirms the partnership's commitment to participate in the current update of the plan as well as any future updates. Currently, the only project within the downtown area included in the Local Mitigation Strategy's

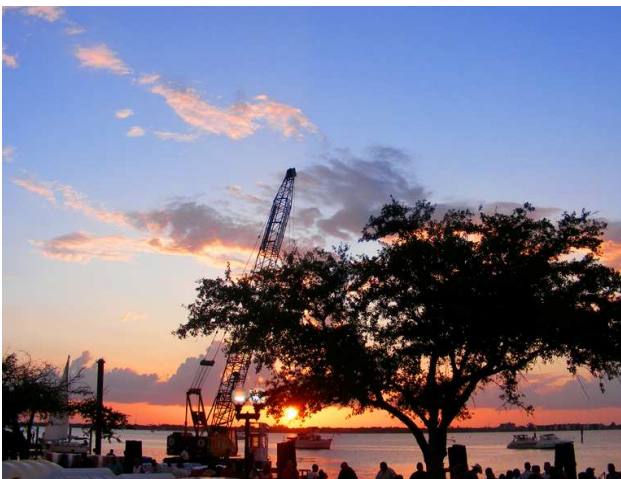
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project list is wind retrofits for the Edison and Ford Winter Estates. The partnership will recommend additional projects for inclusion in the Local Mitigation Strategy as necessary to address hazard mitigation needs in the downtown.

Additionally, these efforts can build upon the plan's efforts to protect the Edison and Ford Winter Estates from the threat of natural disasters by suggesting the preparation of Emergency Response Plans for the sites. As part of a broader attempt to protect historical resources through integrating historical preservation into hazard mitigation and disaster preparedness, the partnership will also work with the county to make sure that the inventory of historically significant resources in the Local Mitigation Strategy is comprehensive and that the Emergency Operations Center has sufficient information regarding the condition of local historically significant resources for their operations.

through preparing educational materials and arranging public education events. It will also work with the City's planning department to consider the effects of the completed Regional Evacuation Study to define the state's new Coastal High Hazard Area on development plans for the downtown area.

Hazard mitigation concerns are also expressed in the community's plans to enhance local public access to the waterfront. This vision plan expresses the partnership's support of the City's planned stormwater detention basin which will improve stormwater conditions in the downtown area as well as the City's interest in acquiring the riverfront Vue property for passive recreational uses.



The partnership will also promote hazard mitigation and disaster preparedness







# Fort Myers Waterfronts Partnership Committee

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## THE FORT MYERS WATERFRONTS PARTNERSHIP COMMITTEE

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By attending the quarterly Waterfronts training sessions and working with the Waterfronts coordinator, Fort Myers gained a better understanding of the Waterfronts Florida Partnership Program and the role of the Vision Plan in that Program. The CRA began to understand that while the 2009 Riverfront Development Plan, which was being merged into the Downtown District's Redevelopment Plan, identified large-scale design projects for the community, there was still a need to identify small-scale, community-minded projects.



As a result of this new awareness, the decision was made to identify additional individuals and organizations which could be included in the visioning process to not only ensure that there was a large community presence on the committee, but who could also identify the small-scale, community-minded projects. Stakeholders representing key constituencies were recruited to brainstorm projects and planning issues in each of the four priority areas. Meetings of the Partnership Committee are held the fourth Tuesday of each month and interested parties are encouraged to attend. The Partnership identifies and makes the necessary arrangements to begin implementation of

the small-scale projects contained in this Vision Plan.



In addition to the Partnership Committee, there is an Implementation Committee that meets bi-weekly to discuss the progress of the riverfront development efforts and make critical decisions which will keep the progress moving forward. The two committees have been meeting independently. Members from the original steering committee meet bi-weekly to discuss the progress and challenges pertaining to the large-scale projects identified in the 2009 Riverfront Development Plan.

The Vision Plan, as presented, has taken into account the existing documents, plans, and regulations covering the designated Waterfronts Florida study area; it identifies goals, objectives, and strategies for addressing the four priority issue areas of Waterfronts Florida; identifies recommended comprehensive plan and land development code changes necessary to implement the vision; and includes an implementation plan with specific actions and responsibilities for achieving the vision.



# Local Mitigation Strategy

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# CITY OF FORT MYERS LOCAL MITIGATION STRATEGY

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## Overview

The Unified Local Mitigation Strategy (LMS) of Lee County represents a plan to promote mitigation from hazards posing a threat to communities within the county. The basis for the strategy lies in Southwest Florida's continuing threat from certain large scale hazards and the need to lessen the human, economic and environmental costs of disasters resulting from these hazards. It will also be used as a tool to establish funding priorities for disaster assistance available following a major disaster for hazard mitigation activities. The Fort Myers Waterfront Vision Plan will include the following priority areas and their relationships with the Lee County LMS: hazard mitigation, public access, cultural and natural resource protection, and economic development.

The LMS has been reviewed for its relevance to the priority areas of the city's Vision Plan, due to the linkages between the projects in the vision and the similar Goals, Objectives and Policies (GOP's) found in the LMS.

## Hazard Mitigation

Hazard mitigation refers to any actions taken by local governments, other government entities, or private interests to permanently reduce or eliminate long-term risks to people and their property from the effects of natural or manmade disasters. The principles guiding the county's hazard mitigation effort have been identified in the Lee County Comprehensive Emergency Management

Plan's Mitigation Function Section and are presented here. They serve as the framework for organizing the Local Mitigation Strategy's Goals and Objectives.



Hazard Mitigation Projects can include:

- Preventive activities that focus on reducing the risk to people and property from identified hazards.
- Property protection activities to reduce or avert property damage on a building by building or parcel basis.
- Natural resource protection activities to preserve or maintain natural areas.
- Emergency services, measures or activities, taken during the disaster incident, caused by an identified hazard that reduces its impact.
- Structural projects that help keep the hazard's impact away from an identified area.
- Public information activities that advise property owners, potential property owners, and visitors about hazards, and ways to protect people and property from hazards.



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- Pre and post disaster redevelopment and mitigation policies and procedures designed to reduce or avert the community's future disaster potential

The Waterfront District is vulnerable to all wind and water related hazards included in the Lee County LMS Plan, and should take the appropriate steps to mitigate these potential events. Potential hazard events that could affect the district include: hurricanes/coastal storms, tornadoes, floods, and thunderstorms/high winds. It is important that the appropriate GOP's are in place to mitigate the impacts of these potential hazards.

Critical facilities are facilities that are critical to the health and well being of the population, especially during and after a hazard event. It is important to know the risk the Waterfront District's critical facilities face from hazards posing a threat. The Lee County critical facilities, infrastructure, and lifelines are sorted by Disaster Response Division and are also discussed separately by hazard type in the LMS Plan. The information about critical facilities, infrastructures, and lifelines is also discussed as its own section due to the sensitive nature of the material. A map of the Waterfront District's critical facilities has been included in the Plan Analysis document.

The Lee County LMS Plan is set to expire in November of 2012, so it is currently being updated in order to satisfy the five

year revision requirement. The following LMS meeting dates have been scheduled and the City of Fort Myers Waterfronts Partnership should participate in these meetings.

May 15, 2010  
June 16, 2010  
July 21, 2010  
August 19, 2010

### **Public Access**

The Lee County LMS Plan has several objectives in place that focus on hazard mitigation while promoting and providing public access opportunities. The Waterfront District could enhance community resiliency by incorporating these objectives into the Visioning Plan. By acquiring environmentally sensitive lands in hazardous areas and purchasing repetitive loss properties for open space purposes, the community can reduce its vulnerability to hazards. See Appendix A for specific objectives pertaining to public access.



### **Cultural Resource Protection (Historic)**

Forty percent of Lee County's historic structures are located within the City of Fort Myers Disaster Response Division and steps should be taken to lessen or elimi-

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nate their vulnerability to hazard events. Lee County's historic structures are identified as a special category of concern due to their nature. Since these are structures that need extra protection, it is important to know what risks they face. The historic structures are sorted by Disaster Response Division and are also discussed separately under each hazard in the LMS Plan. See Appendix A for a list of objectives related to cultural resource protection. A map of the Waterfront District's historic structures has been included in the Plan Analysis document and a map of the historic properties is included in Appendix A.

### **Natural Resource Protection**

Numerous natural resource protection objectives are included in the Lee County LMS Plan. Protecting and preserving sensitive areas in the Waterfront District can be important in maintaining economic, aesthetic, and recreational values. A list of natural resource protection objectives can be found in Appendix A.

### **Economic Redevelopment**

Economic redevelopment is not included in the goals, objectives and policies of the Lee County LMS Plan. The city could encourage economic resiliency through disaster and mitigation plan training for local businesses in the area.

### **Ranking of Mitigation Initiatives**

One of the goals of the Waterfronts Partnership is to get the Initiatives added to the Lee County LMS Project List for funding.

The following information has been taken from the Lee County LMS and is intended to provide specific direction to the City of Fort Myers Waterfronts Partnership when trying to place projects on the LMS list for funding.

Based on the vulnerability assessment and risk analysis completed in the risk analysis presented in the Lee County Local Mitigation Strategy, hazard mitigation initiatives and projects have been identified. The projects are then ranked according to a criteria approved by the Local Mitigation Strategy Working Group. The process focuses on assigning a priority to projects or studies designed to avoid, avert or reduce impacts of identified hazards. The process assigns a numerical score that represents its priority based on how well the project meets each identified criterion.

Ranking of proposed projects is conducted by the entire voting Local Mitigation Strategy Working Group represented at the meetings ranking determinations take place. The sponsoring agency/organization presenting a project for consideration completes a ranking work sheet, assigning a value for each criterion except for the Level

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of Public Demand condition. The Working Group then reviews the project, assigns a value for the above named criterion, reviews the presented score for accuracy, and approves a priority ranking for the proposed project. This process is completed for all projects regardless of jurisdiction or sponsoring agency. Each member organization gets one vote.

Committee members receive a completed worksheet of any projects being proposed for inclusion in the Joint Unified Local Mitigation Strategy for Lee County. Projects are then ranked according to the total number score determined for each project. A copy of the Mitigation Initiative Ranking Worksheet used by project sponsors and Local Mitigation Strategy Working Group members to evaluate the mitigation initiatives is provided in Appendix A.





# Goals, Objectives & Strategies

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# GOALS, OBJECTIVES & STRATEGIES

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## PUBLIC ACCESS

**Goal PA-1: Preserve and enhance the waterfront parks and publicly-owned waterfront properties.**

**Objective PA-1.1:** Enhance Centennial Park as a community gathering place through expansion and redesign.

*Strategy PA-1.1.1: Acquire the Vue' property west of the US 41 bridge.*

*Strategy PA-1.1.2: Determine if the Vue' property has NFIP insurance and is eligible for acquisition utilizing mitigation grant sources. Prioritize grant funding sources on a yearly basis and get approval by the CRA and City Council.*

*Strategy PA-1.1.3: Following acquisition of the Vue' property, re-design Centennial Park with the goal of complementing the proposed river-front improvements and providing new park amenities such as an improved playground, an interactive water feature, and space to better accommodate special events.*

*Strategy PA-1.1.4: Create signage identifying the types of wildlife and plant life the public has the opportunity to see from the riverwalk.*

**Goal 2: Preserve public access to the water, continuously at the water's edge and from as many inland points as possible.**

**Objective PA-2.1:** Support the creation of a public boulevard along Edwards Drive and a stormwater detention basin to preserve public pedestrian and visual access to the river as proposed in the 2010 Downtown Plan.

*Strategy PA-2.1.1: Ensure that the public boulevard included in the 2010 Downtown Plan supports diverse uses such as special events, exercise, etc. through participation in the bi-weekly Implementation Meetings.*

*Strategy PA-2.2.2: Support the creation of a public walkway around the new stormwater detention basin. Ensure through participation in the bi-weekly Implementation Meetings that there will be a suitable area from which the public can enjoy the view.*

**Objective PA-2.2:** Establish and/or maintain adequate facilities at public access points, such as restrooms, parking and signage identifying launching points, etc.

*Strategy 2.2.1: Inventory public spaces that currently lack adequate restrooms, parking, and signage; and areas where current facilities might be improved and made more safe or attractive through re-design or relocation.*

*Strategy 2.2.2: Work with the Yacht Basin, the Police Department and*

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*the Florida Fish and Wildlife Commission to patrol public access points and their corresponding facilities.*

*Strategy PA-2.2.3: Ensure that new restroom facilities are centrally located so that they are easily accessible from a maintenance and security point of view.*

*Strategy PA-2.2.4: Utilize the way-finding signage created for the Streetscape Project and ensure proper placement of directional signage to public access points such as the Yacht Basin, the ramp and parking for Centennial Park.*

**Objective PA-2.3:** Enhance public access opportunities at city-owned street ends.

*Strategy PA-2.3.1: Prioritize street ends for improvements as identified in Map M of the Comprehensive Plan, giving preference to publicly owned street ends that are currently used for private uses.*

*Strategy PA-2.3.2: Create a design scheme that utilizes already purchased materials to create viewing platforms at select city owned street ends.*

**Objective PA-2.4:** Ensure the downtown riverfront area is hospitable to boating populations

*Strategy PA-2.4.1 Ensure that planned service directories described in "Enhancing the Water-*

*front Community" include information on the availability of public*



*transportation, hurricane shelters and other services required by transient boaters.*

*Strategy PA-2.4.2: Identify a potential location for a kayak launch in the downtown riverfront area that complements other revitalization goals such as the activation of Centennial Park*

*Strategy PA-2.4.3: Monitor pedestrian and boating traffic peaks and work with public transportation services to support the increase of public transportation services during seasonal peaks.*

*Strategy PA-2.4.4: Identify a location, partners and maintenance costs for a dog park.*

# GOALS, OBJECTIVES & STRATEGIES

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## ENVIRONMENTAL RESOURCE PROTECTION

### Goal 1: Protect and improve the water quality of the Caloosahatchee River.

**Objective ERP-1.1:** Promote recycling to residents and businesses in the downtown riverfront area.

*Strategy ERP-1.1.1: Utilize the City's website, e-newsletter and television channel to advertise recycling opportunities, such as the Yacht Basin's recycling program for batteries, antifreeze and used oil, Starbucks's program for old cell phones, and Publix's program to recycle Styro-foam and plastic bags as well as the centralized recycling receptacles at Harborside.*

*Strategy ERP-1.1.2: Identify a partner to maintain a monofilament recycling receptacle at the downtown boat ramp.*

### Goal ERP-2: Protect local wildlife and their habitat.

**Objective ERP-2.1:** Educate local residents and tourists on the value of wildlife.

*Strategy ERP-2.1.1: Identify locations for establishing viewing stations with interpretive displays along the riverwalk after inventorying existing signage.*

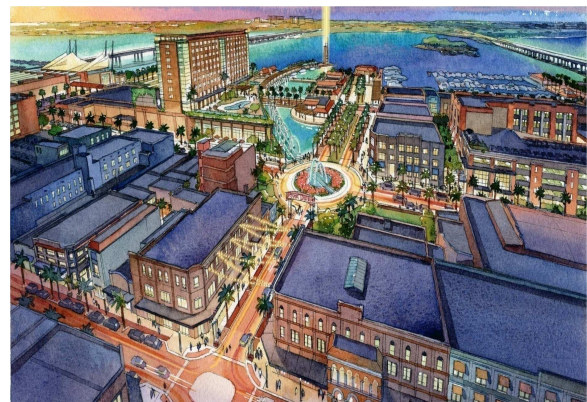
**Objective ERP-2.2:** Promote low impact development practices within the downtown riverfront area such as the use of pervious surfaces, and rain gardens, and rain barrels.

*Strategy ERP-2.2.1: Establish a display at the Edison Ford Winter Estates to distribute information on the benefits of rain barrel use and other water catchment systems, promoting examples of student painted rain barrels.*

*Strategy ERP-2.2.2: Inventory potential brownfield sites and discuss with property owners the effects of brownfield designation focusing on the land surrounding the Yacht Basin complex.*

*Strategy ERP-2.2.3: Support the creation of a stormwater detention basin called for in the Riverfront Development Plan through participation in bi-weekly meetings of the Implementation Committee.*

*Strategy ERP-2.2.4: Organize clean up of Centennial Park, Billy's Creek, the Caloosahatchee river banks and portions of the river bottom.*



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## CULTURAL RESOURCE PROTECTION

**Goal CRP-1: Develop framework to promote downtown Fort Myers as a heritage tourism destination.**

**Objective CRP-1.1:** Create a collection of oral histories on what it was like to live in Fort Myers in the early to mid 1900s.

*Strategy CRP-1.1.1: Create and/or identify a framework to collect oral histories either working with local college students or by making arrangements to get a mobile Story-Corps lab.*

*Strategy CRP-1.1.2: Identify and invite individuals that have valuable information and experiences to share with the community. Encourage them to bring photos that the Partnership Committee can scan in and incorporate into the exhibit.*

*Strategy CRP-1.1.3: Design an exhibit to share these oral histories and design a marketing campaign to promote the oral histories.*

*Strategy CRP-1.1.4: Upon completion of this project, develop marketing campaign to share this information—on the web, through printed media such as brochures and advertisements.*

**Objective CRP-1.2:** Create a system of historical markers recognizing important historical persons, events and places

within the Waterfronts project area.

*Strategy CRP-1.2.1: Make arrangements to acquire pole for marker highlighting location of first cemetery and have it installed recognizing the occasion in a ceremonial event..*

*Strategy CRP-1.2.2: Based on an inventory of existing historical markers in the area, identify additional opportunities to commemorate historically significant places and events*

*Strategy CRP-1.2.3: Establish a long-term plan for the expansion of the historical marker project.*

*Strategy CRP-1.2.4: Study the current designation status of structures in the City that may be of historic significance.*

*Strategy CRP-1.2.5: Establish a system for public recognition of historic structures, such as identification plaques located on each historic building, self-guided tours, special events such as The Anniversary, etc.*

**Objective CRP-1.3** Create an information system to showcase the history of the area for visitors.

*Strategy CRP-1.3.1: Create and/or update coordinated print materials including brochures containing self-guided walking tours on public art, historic buildings and locations, ecological information along with audio*

## GOALS, OBJECTIVES & STRATEGIES

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*pod casts highlighting the history of the area that could be listened to as one walked around the River District.*

**Goal CRP-2: Showcase the rich cultural heritage and history of downtown Fort Myers through annual festivals and events.**

**Objective CRP-2.1:** Collaborate with the Lee Trust for Historic Preservation, the Southwest Florida Museum of History, the River District Alliance, the City's Preservation Planner, and other related groups to celebrate the history of the area through annual events.

*Strategy CRP-2.1.1: Create event committee made up of representatives from above organizations to help organize next year's The Anniversary celebration as well brainstorm ideas for new events.*



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## **PREVENTING LOSSES FROM DISASTERS**

### **Goal DR-1: Promote community safety in an emergency/disaster situation.**

**Objective DR-1.1:** Educate local residents on how to prepare for hurricane season

*Strategy DR-1.1.1: Contact federal, state, and local emergency management agencies and obtain printed materials on emergency preparedness and recovery, including registration forms for evacuation assistance for distribution.*

*Strategy DR-1.1.2: Identify strategic locations throughout the community to post above materials such as City Hall, the Post Office, local marinas, etc.*

*Strategy DR-1.1.3: Work with a local arborist or the University of Florida agricultural extension office to discuss how to recognize a diseased tree.*

*Strategy DR-1.1.4: Host a series of educational events on different aspects of disaster preparedness and hazard mitigation, including business continuity training, and personal preparedness measures.*

*Strategy DR-1.1.5: Develop additional boater preparedness policies and distribute them to the local marinas.*

*Strategy DR-1.1.6: Encourage a partnership between the city and*

*the county in which they work together to update the Local Mitigation Strategy. Efforts would include characterizing the vulnerability of the downtown area to natural disaster and identifying hazard mitigation project needs in that area.*

*Strategy DR-1.1.7: Encourage the city to adopt the Lee County Post-Disaster Redevelopment Ordinance.*

**Objective DR-1.2:** Support the work of the Historic Preservation Commission to inventory historic resources in order to better integrate historic resource preservation in the local emergency management process.

*Strategy DR-1.2.1: Confirm whether the Historic Preservation Commission's inventory matches that of the Local Mitigation Strategy.*

*Strategy DR-1.2.2: Support the development of a photo library of historic resources integrate into an inventory system which will help recovery teams identify the extent of a damage following a disaster.*

### **Goal DR-2: Enhance the ability of Fort Myers to prevent losses from disasters.**

**Objective DR-2.1:** Support the work of the Historic Preservation Commission to inventory historic resources in order to bet-

## GOALS, OBJECTIVES & STRATEGIES

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ter integrate historic resource preservation in the local emergency management process.

*Strategy DR-2.1.1: Confirm whether the Historic Preservation Commission's inventory matches that of the Local Mitigation Strategy.*

*Strategy DR-2.1.2: Support the development of a photo library of historic resources and integrate it into an inventory system which will help recovery teams identify the extent of a damage following a disaster.*

*Strategy DR-2.1.3: Support the creation of an emergency response plan for the Edison and Ford Winter Estates.*

*Strategy DR-2.1.4: Raise public awareness of best practice hazard mitigation options for historic structures by sharing the "Disaster Mitigation for Historic Structures: Protection Strategies" publication with owners of historic properties in the downtown waterfront area.*

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## ENHANCING THE WATERFRONT ECONOMY

### **Goal ECON-1: Promote the Fort Myers River District as a destination for dining, historical interest, art galleries, and entertainment.**

**Objective ECON-1.1:** Develop a marketing plan and campaign with a primary emphasis on attracting Lee County residents and a minor emphasis on Collier County residents.

*Strategy ECON-1.1.1: Develop press releases for distribution to local area newspapers and special interest publications.*

*Strategy ECON-1.1.2: Continue to promote the River District restaurants through a "Dining Destination" campaign advertised in publications such as Happenings and Gulf Shore Business.*

*Strategy ECON-1.1.3: Update the brochure that contains a list of the River District businesses and a map showing their locations twice a year.*

*Strategy ECON-1.1.4: Obtain the specialized brochure with information on boater amenities from the County and distribute it at designated locations.*

*Strategy ECON-1.1.5: Create and install a system of sidewalk markers identifying the different type of palm trees that were chosen to*

*beautify each street.*

**Objective ECON-1.2:** Develop marketing pieces that can be distributed by River District businesses and that give the public a reason to spend additional time in the area.

*Strategy ECON-1.2.1: Create a self-guided walking tour containing all the public art pieces in the River District. Distribute the brochure through the Greater Fort Myers Chamber of Commerce, the Edison Ford Winter Estates, the library system, the River District businesses and website.*

*Strategy ECON-1.2.2: Create a self-guided walking tour highlighting historic points of interest within our downtown.*

### **Goal ECON-2: Utilize special events as a business retention tool.**

**Objective ECON-2.1:** Utilize special events as a business retention tool.

*Strategy ECON-2.1.1: Organize special events to be held in the core downtown area so that the general public can support the downtown businesses.*

*Strategy ECON-2.1.2: Partner with the River District Alliance to identify and organize a second monthly event similar to Art Walk to draw visitors down to the River District.*

*Strategy ECON-2.1.3: Identify some*

## GOALS, OBJECTIVES & STRATEGIES

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*small scale events located outside of the local marinas, which would appeal to the marina population.*

**Objective ECON-2.2:** Develop a presence on the web.

*Strategy ECON-2.2.1: Provide technical support to the River District businesses to create their own web page, list their menu, share a video, etc. and list their events on the newly-created [www.myriverdistrict.com](http://www.myriverdistrict.com) website.*

*Strategy ECON-2.2.2: Develop a webpage on the CRA's website promoting the Waterfronts Florida Partnership.*



# Implementation Plan

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# IMPLEMENTATION PLAN—PUBLIC ACCESS

PUBLIC ACCESS	Priority/Timetable					
Objective PA-1.1: Enhance Centennial Park as a community gathering place through expansion and redesign.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy PA-1.1.1:</b> <b>Acquire the Vue' property west of the US 41 bridge</b> <i>Lead: Don Paight</i></p> <p><i>Potential Partners: Department of Environmental Protection; South-west Florida Water Management District; Department of Community Affairs, Federal Emergency Management Agency</i></p> <p><i>Possible Funding Sources: Florida Communities Trust Parks and Open Space Program, Land and Water Conservation Fund Program, Florida Recreation Development Assistance Program, Pre-Disaster Mitigation, Flood Mitigation Assistance, Repetitive Flood Claims, Severe Repetitive Loss, and potentially Hazard Mitigation Grant Program</i></p>			X	X	X	
<p><b>Strategy PA-1.1.2:</b> <b>Determine if the Vue' property has NFIP insurance and is eligible for acquisition utilizing mitigation grant sources. Prioritize grant funding sources on a yearly basis and get approval by the CRA and City Council.</b> <i>Lead: Don Paight</i></p>			X			
<p><b>Strategy PA-1.1.3:</b> <b>Following acquisition of the Vue' property, re-design Centennial Park with the goal of complementing the proposed riverfront improvements and providing new park amenities such as an improved playground, an interactive water feature, and space to better accommodate special events.</b> <i>Lead: Don Paight</i></p> <p><i>Possible Funding Sources: Florida Recreation Development Assistance Program, Coastal Partnership Initiative grant program, and Recreational Trail Program.</i></p>				X		
<p><b>Strategy PA-1.1.4:</b> <b>Create signage identifying the types of wildlife and plant life the public has the opportunity to see from the river-walk.</b> <i>Lead: Edith Pendleton</i></p> <p><i>Potential Partners: Students from Edison State College, Native Plant Society, Local Nurseries</i></p> <p><i>Possible Funding Sources: Coastal Partnership Initiative Grant Program, Gulf of Mexico Alliance, Sea Grant</i></p>		X	X			

# IMPLEMENTATION PLAN—PUBLIC ACCESS

PUBLIC ACCESS	Priority/Timetable					
Objective PA-2.1: Support the creation of a public boulevard along Edwards Drive and a stormwater detention basin to preserve public pedestrian and visual access to the river as proposed in the 2010 Downtown Plan.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy PA-2.1.1:</b>  <b>Ensure that the public boulevard included in the 2010 Downtown Plan supports diverse uses such as special events, exercise, etc. through participation in the bi-weekly Implementation Meetings.</b></p> <p><i>Lead: Rose Rundle &amp; Don Paight</i></p> <p><i>Potential Partners: City of Fort Myers</i></p> <p><i>Possible Funding Sources: CRA funds for design, City and CRA funds for construction</i></p>		X	X			
<p><b>Strategy PA-2.1.2:</b>  <b>Support the creation of a public walkway around the new stormwater detention basin. Ensure through participation in the bi-weekly Implementation Meetings that there will be a suitable area from which the public can enjoy the view.</b></p> <p><i>Lead: Don Paight</i></p> <p><i>Potential Partners: City of Fort Myers</i></p> <p><i>Possible Funding Sources: CRA funds for design, City and CRA funds for construction</i></p>	X	X				

## IMPLEMENTATION PLAN—PUBLIC ACCESS

PUBLIC ACCESS	Priority/Timetable					
Objective PA-2.2: Establish and/or maintain adequate facilities at public access points, such as restrooms, parking and signage identifying launching points, etc.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy PA-2.2.1:</b> Inventory public spaces that currently lack adequate restrooms, parking, and signage; and areas where current facilities might be improved and made more safe or attractive through redesign or relocation.</p> <p><i>Lead: Leif Lustig</i></p>		X				
<p><b>Strategy PA-2.2.2:</b> Work with the Yacht Basin, the Police Department and the Florida Fish and Wildlife Commission to patrol public access points and their corresponding facilities.</p> <p><i>Lead: Leif Lustig</i></p> <p><i>Potential Partners: City of Fort Myers Police Department, Florida Fish and Wildlife Commission</i></p>		X				
<p><b>Strategy PA-2.2.3:</b> Ensure that new restroom facilities are centrally located so that they are easily accessible from a maintenance and security point of view.</p> <p><i>Lead: Leigh Scrabis</i></p> <p><i>Potential Partners: City of Fort Myers Parks and Police Departments</i></p>		X	X			
<p><b>Strategy PA-2.2.4:</b> Utilize the wayfinding signage created for the Streetscape Project and ensure proper placement of directional signage to public access points such as the Yacht Basin, the ramp and parking for Centennial Park.</p> <p><i>Lead: Rose Rundle &amp; Saeed Kazemi</i></p>		X				

# IMPLEMENTATION PLAN—PUBLIC ACCESS

PUBLIC ACCESS	Priority/Timetable					
Objective PA-2.3: Enhance public access opportunities at city-owned street ends.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy PA-2.3.1:</b>  <b>Prioritize street ends for improvements as identified in Map M of the Comprehensive Plan, giving preference to publicly owned street ends that are currently used for private uses.</b></p> <p><i>Lead: Mike Flanders &amp; Phil Gaylor</i></p> <p><i>Potential Partners: Neighborhood residents in affected streets, City Staff</i></p>		X				
<p><b>Strategy PA-2.3.2:</b>  <b>Create a design scheme that utilizes already purchased materials to create viewing platforms at select city owned street ends.</b></p> <p><i>Lead: Jared Beck</i></p> <p><i>Potential Partners: City of Fort Myers Community Development and Engineering Departments</i></p>		X				

## IMPLEMENTATION PLAN—PUBLIC ACCESS

PUBLIC ACCESS	Priority/Timetable					
	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Objective PA-2.4: Ensure the downtown riverfront area is hospitable to boating populations.</b>						
<b>Strategy PA-2.4.1:</b> <b>Ensure that planned service directories described in “Enhancing the Waterfront Community” include information on the availability of public transportation, hurricane shelters and other services required by transient boaters.</b>  <i>Potential Partners: LeeTran</i>	X					
<b>Strategy PA-2.4.2:</b> <b>Identify a potential location for a kayak launch in the downtown riverfront area that complements other revitalization goals such as the activation of Centennial Park.</b>  <i>Lead: Leif Lustig</i> <i>Potential Partners: Blue Wave Outfitters,</i> <i>Lee County, Edison Sailing Center, Pinchers Crab Shack</i> <i>Possible Funding Sources: Florida Recreational Trail Program</i>		X				
<b>Strategy PA-2.4.3:</b> <b>Monitor pedestrian and boating traffic peaks and work with public transportation services to support the increase of public transportation services during seasonal peaks.</b>  <i>Lead: Leif Lustig &amp; Mike Horsting</i> <i>Potential Partners: Lee Tran, Private trolley operator</i>			X			
<b>Strategy PA-2.4.4:</b> <b>Identify a location, partners and maintenance costs for a dog park.</b>  <i>Lead: Edith Pendleton &amp; Leigh Scrabis</i> <i>Potential Partners: Lee County, Various non-profits</i>		X				
<b>Strategy PA-2.4.5:</b> <b>Revisit the feasibility of waterfront taxi services issue by examining new feasibility studies done by other communities.</b>  <i>Lead: Leif Lustig</i>						X



# IMPLEMENTATION PLAN—ENVIRONMENTAL RESOURCE PROTECTION

ENVIRONMENTAL RESOURCE PROTECTION	Priority/Timetable					
Objective ERP-1.1: Promote recycling to residents and businesses in the downtown riverfront area.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy ERP-1.1.1:</b> Utilize the City’s website, e-newsletter and television channel to advertise recycling opportunities, such as the Yacht Basin’s recycling program for batteries, antifreeze and used oil, Starbucks’s program for old cell phones, and Publix’s program to recycle Styrofoam and plastic bags as well as the centralized recycling receptacles at Harborside.</p> <p><i>Lead: Leif Lustig, Natalie Dunham, &amp; Kaye Molnar</i></p> <p><i>Potential Partners: City of Fort Myers, Lee County &amp; Cella Molnar &amp; Associates</i></p>	X					
<p><b>Strategy ERP-1.1.2:</b> Identify a partner to maintain a monofilament recycling receptacle at the downtown boat ramp.</p> <p><i>Lead: Leif Lustig &amp; Garrett Becker</i></p> <p><i>Potential Partners: FGCU, Sea Grant, IFAS</i></p>	X					

# IMPLEMENTATION PLAN—ENVIRONMENTAL RESOURCE PROTECTION

ENVIRONMENTAL RESOURCE PROTECTION	Priority/Timetable					
Objective ERP-2.1: Educate local residents and tourists on the value of wildlife.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy ERP-2.1.1:</b>  <b>Identify locations for establishing viewing stations with interpretive displays along the riverwalk after inventory-ing exiting signage.</b></p> <p><i>Lead: Edith Pendleton</i></p> <p><i>Potential Partners: Edison State College,  City of Fort Myers Community Development Department</i></p> <p><i>Possible Funding Sources: Coastal Partnership Initiative Grant Program</i></p>		X				

# IMPLEMENTATION PLAN—ENVIRONMENTAL RESOURCE PROTECTION

ENVIRONMENTAL RESOURCE PROTECTION	Priority/Timetable					
Objective ERP-2.2: Promote low impact development practices within the downtown riverfront area such as the use of pervious surfaces, and rain gardens, and rain barrels.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy ERP-2.2.1:</b>  <b>Establish a display at the Edison Ford Winter Estates to distribute information on the benefits of rain barrel use and other water catchment systems, promoting examples of student painted rain barrels.</b></p> <p><i>Lead: Saeed Kazemi &amp; Leigh Scrabis</i></p> <p><i>Potential Partners: Charlotte Harbor Estuary, Edison Ford Winter Estates, students from the local schools and colleges, SFWMD, or a big box retailer like Home Depot or Lowe's</i></p>		X	X			
<p><b>Strategy ERP-2.2.2:</b>  <b>Inventory potential brownfield sites and discuss with property owners the effects of brownfield designation focusing on the land surrounding the Yacht Basin complex.</b></p> <p><i>Lead: Jared Beck &amp; Don Paight</i></p> <p><i>Potential Partners :DEP</i></p>		X				
<p><b>Strategy ERP-2.2.3:</b>  <b>Support the creation of a stormwater detention basin called for in the Riverfront Development Plan through participation in bi-weekly meetings of the Implementation Committee.</b></p> <p><i>Lead: Saeed Kazemi</i></p> <p><i>Potential Partners: West Coast Inland Navigation District</i></p>	X	X				
<p><b>Strategy ERP-2.2.4:</b>  <b>Organize clean up of Centennial Park, Billy's Creek, the Caloosahatchee river banks and portions of the river bottom.</b></p> <p><i>Lead: Leif Lustig</i></p> <p><i>Potential Partners: Edison Sailing Center, FGCU, River Watch, the schools, the County, Home Depot, Lowe's, Sea Grant and SustabLEE</i></p>	X					

# IMPLEMENTATION PLAN—CULTURAL RESOURCE PROTECTION

CULTURAL RESOURCE PROTECTION	Priority/Timetable					
Objective CRP-1.1: Create a collection of oral histories on what it was like to live in Fort Myers in the early to mid 1900's.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy CRP-1.1.1:</b>  <b>Create and/or identify a framework to collect oral histories either working with local college students or by making arrangements to get a mobile StoryCorps lab.</b></p> <p><i>Lead: Michele Hylton &amp; Jared Beck</i></p> <p><i>Potential Partners: SWFMH, Lee Trust for Historic Preservation, Yvonne Hill</i></p>		X				
<p><b>Strategy CRP-1.1.2:</b>  <b>Identify and invite individuals that have valuable information and experiences to share with the community. Encourage them to bring photos that the Partnership Committee can scan in and incorporate into the exhibit.</b></p> <p><i>Lead: Michele Hylton &amp; Jared Beck</i></p> <p><i>Potential Partners: SWFMH, Lee Trust for Historic Preservation, Yvonne Hill</i></p>		X				
<p><b>Strategy CRP-1.1.3:</b>  <b>Design an exhibit to share these oral histories and design marketing campaign to promote the oral histories.</b></p> <p><i>Lead: Natalie Dunham &amp; Michele Hylton</i></p> <p><i>Potential Partners: SWFMH</i></p> <p><i>Possible Funding Sources: Department of State Small Matching Grant or potentially Specific Cultural Projects Grant</i></p>			X			
<p><b>Strategy CRP-1.1.4:</b>  <b>Upon completion of this project, develop marketing campaign to share this information—on the web, through printed media such as brochures and advertisements.</b></p> <p><i>Lead: Rose Rundle &amp; Natalie Dunham</i></p> <p><i>Potential Partners: Conference and Convention Council &amp; Visitors Convention Bureau</i></p>			X			

# IMPLEMENTATION PLAN—CULTURAL RESOURCE PROTECTION

CULTURAL RESOURCE PROTECTION	Priority/Timetable					
Objective CRP-1.2: Create a system of historical markers recognizing important historical persons, events and places within the Waterfronts project area.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy CRP-1.2.1:</b>  <b>Make arrangements to acquire pole for marker highlighting location of first cemetery and have it installed recognizing the occasion in a ceremonial event.</b></p> <p><i>Lead: Leigh Scrabis</i></p>	X					
<p><b>Strategy CRP-1.2.2:</b>  <b>Based on an inventory of existing historical markers in the area, identify additional opportunities to commemorate historically significant places and events</b></p> <p><i>Lead Jared Beck &amp; Gina Taylor:</i>  <i>Potential Partners: Lee Trust for Historic Preservation</i></p>		X				
<p><b>Strategy CRP-1.2.3:</b>  <b>Establish a long-term plan for the expansion of the historical marker project.</b></p> <p><i>Lead: Jared Beck &amp; Gina Taylor</i></p>		X				
<p><b>Strategy CRP-1.2.4:</b>  <b>Study the current designation status of structures in the City that may be of historic significance.</b></p> <p><i>Lead: Jared Beck &amp; Gina Taylor</i>  <i>Potential Partners: Lee Trust for Historic Preservation</i></p>		X				
<p><b>Strategy CRP-1.2.5:</b>  <b>Establish a system for public recognition of historic structures, such as identification plaques located on each historic building, self-guided tours, special events such as The Anniversary, etc.</b></p> <p><i>Lead: Jared Beck &amp; Gina Taylor</i>  <i>Potential Partners: Lee Trust for Historic Preservation</i>  <i>Possible Funding Sources: VISIT Florida Advertising Matching Grant Program</i></p>		X				

# IMPLEMENTATION PLAN—CULTURAL RESOURCE PROTECTION

CULTURAL RESOURCE PROTECTION	Priority/Timetable					
Objective CRP-1.3: Create an information system to showcase the history of the area for visitors.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy CRP-1.3.1:</b>  <b>Create coordinated print materials including brochures containing self-guided walking tours that highlight public art, historic buildings and locations, and ecological resources. The brochures will synchronize with audio pod casts that describes the history of the area so that a person could listen to the pod cast as he or she walked around the River District.</b></p> <p><i>Lead: Natalie Dunham &amp; Jared Beck</i></p> <p><i>Potential Partners: Lee County Visitors &amp; Convention Bureau, Chamber of Commerce</i></p> <p><i>Possible Funding Sources: VISIT Florida Advertising Matching Grant Program</i></p>	X	X				



# IMPLEMENTATION PLAN—CULTURAL RESOURCE PROTECTION

CULTURAL RESOURCE PROTECTION	Priority/Timetable					
<p><b>Objective CRP-2.1: Collaborate with the Lee Trust for Historic Preservation, the Southwest Florida Museum of History, the River District Alliance, the City’s Preservation Planner, and other related groups to celebrate the history of the area through annual events.</b></p>	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy CRP-2.1.1:</b>  <b>Create event committee made up of representatives from above organizations and local businesses to help organize next year’s The Anniversary celebration as well brainstorm ideas for new events.</b></p> <p><i>Lead: Jared Beck</i></p> <p><i>Potential Partners: Lee Trust for Historic Preservation, River District Alliance, The City of Fort Myers</i></p>		X				

# IMPLEMENTATION PLAN—DISASTER RESILIENCY

DISASTER RESILIENCY	Priority/Timetable					
	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Objective DR-1.1: Educate local residents on how to prepare for hurricane season.</b>						
<b>Strategy DR-1.1.1:</b> <b>Contact federal, state, and local emergency management agencies to obtain materials on emergency preparedness and recovery.</b> <i>Lead: Leigh Scrabis &amp; Leif Lustig</i>		X				
<b>Strategy DR-1.1.2:</b> <b>Identify strategic locations throughout the community to post above materials such as City Hall, the Post Office, local marinas, etc.</b> <i>Lead: Leigh Scrabis &amp; Leif Lustig</i>		X				
<b>Strategy DR-1.1.3:</b> <b>Work with a local arborist or the University of Florida agricultural extension office to discuss how to recognize a diseased tree</b> <i>Lead: Leigh Scrabis</i> <i>Potential Partners: UF IFAS, a local nursery or big box retailer, news station or newspaper</i>			X			
<b>Strategy DR-1.1.4:</b> <b>Host a series of educational events on different aspects of disaster preparedness and hazard mitigation, including business continuity training, and personal preparedness measures.</b> <i>Lead: Leigh Scrabis &amp; Kaye Molnar</i> <i>Potential Partners: Small Business Development Center (Business Continuity Training), Lee County, Chamber of Commerce, &amp; retailers</i>		X	X			
<b>Strategy DR-1.1.5:</b> <b>Develop additional boater preparedness policies and distribute them to the local marinas.</b> <i>Lead: Leif Lustig</i>			X			
<b>Strategy DR-1.1.6:</b> <b>Encourage City/County partnership where they work together to update Local Mitigation Strategy. Efforts would include characterizing the vulnerability of the downtown area to natural disaster and identifying hazard mitigation project needs in that area.</b> <i>Lead: Saeed Kazemi &amp; Jared Beck</i>			X			
<b>Strategy DR-1.1.7:</b> <b>Encourage the City to adopt the Lee County Post-Disaster Redevelopment Ordinance.</b> <i>Lead: Leigh Scrabis</i>		X				

# IMPLEMENTATION PLAN—DISASTER RESILIENCY

DISASTER RESILIENCY	Priority/Timetable					
<b>Objective DR-2.1: Support the work of the Historic Preservation Commission to inventory historic resources in order to better integrate historic resource preservation in the local emergency management process.</b>	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Strategy DR-2.1.1:</b> <b>Confirm whether the Historic Preservation Commission’s inventory matches that of the Local Mitigation Strategy.</b>  <i>Lead: Jared Beck</i>		X				
<b>Strategy DR-2.1.2:</b> <b>Support the development of a photo library of historic resources integrate into an inventory system which will help recovery teams identify the extent of a damage following a disaster.</b>  <i>Lead: Jared Beck &amp; Gina Taylor</i>  <i>Possible Funding Sources: Department of State Small Matching Grant</i>			X	X		
<b>Strategy DR-2.1.3:</b> <b>Support the creation of an emergency response plan for the Edison and Ford Estates</b>  <i>Lead: Chris Pendleton</i>  <i>Potential Partners: Edison Ford Winter Estates</i>  <i>Possible Funding Sources: Pre-disaster mitigation grant</i>		X	X			
<b>Strategy DR-2.1.4:</b> <b>Raise public awareness of best practice hazard mitigation options for historic structures by sharing the “Disaster Mitigation for Historic Structures: Protection Strategies” publication with owners of historic properties in the downtown waterfront area.</b>  <i>Lead: Jared Beck</i>  <i>Potential Partners: Lee Trust for Historic Preservation</i>		X				

# IMPLEMENTATION PLAN—DISASTER RESILIENCY

DISASTER RESILIENCY	Priority/Timetable					
<b>Objective DR-2.1: Support the work of the Historic Preservation Commission to inventory historic resources in order to better integrate historic resource preservation in the local emergency management process.</b>	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Strategy DR-2.1.1:</b> <b>Confirm whether the Historic Preservation Commission's inventory matches that of the Local Mitigation Strategy.</b> <i>Lead: Jared Beck</i>		X				
<b>Strategy DR-2.1.2:</b> <b>Support the development of a photo library of historic resources integrate into an inventory system which will help recovery teams identify the extent of a damage following a disaster.</b> <i>Lead: Jared Beck &amp; Gina Taylor</i> <i>Possible Funding Sources: Department of State Small Matching Grant</i>			X	X		
<b>Strategy DR-2.1.3:</b> <b>Support the creation of an emergency response plan for the Edison and Ford Estates</b> <i>Lead: Chris Pendleton</i> <i>Potential Partners: Edison Ford Winter Estates</i> <i>Possible Funding Sources: Pre-disaster mitigation grant</i>		X	X			
<b>Strategy DR-2.1.4:</b> <b>Raise public awareness of best practice hazard mitigation options for historic structures by sharing the "Disaster Mitigation for Historic Structures: Protection Strategies" publication with owners of historic properties in the downtown waterfront area.</b> <i>Lead: Jared Beck</i> <i>Potential Partners: Lee Trust for Historic Preservation</i>		X				

# IMPLEMENTATION PLAN—ENHANCING THE WATERFRONT ECONOMY

ENHANCING THE WATERFRONT ECONOMY	Priority/Timetetable					
Objective ECON-1.1: Develop a marketing plan and campaign with a primary emphasis on attracting Lee County residents and a minor emphasis on Collier County residents.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Strategy ECON-1.1.1:</b> Develop press releases for distribution to local area newspapers and special interest publications to promote the downtown riverfront area. <i>Lead: Natalie Dunham</i>	X	X	X	X	X	X
<b>Strategy ECON-1.1.2:</b> Continue to promote the River District restaurants through a “Dining Destination” campaign advertised in publications such as Happenings and Gulf Shore Business. <i>Lead: Natalie Dunham</i>	X	X	X	X	X	X
<b>Strategy ECON-1.1.3:</b> Update the brochure that contains a list of the River District businesses and a map showing their locations twice a year. <i>Lead: Natalie Dunham</i>	X	X	X	X	X	X
<b>Strategy ECON-1.1.4:</b> Obtain the specialized brochure with information on boater amenities from the County and distribute it at designated locations. <i>Lead: Leif Lustig</i> <i>Potential Partners: Lee County Library Systems, Edison Ford Winter Estates and the Greater Fort Myers Chamber of Commerce</i>	X					
<b>Strategy ECON-1.1.5:</b> Create and install a system of sidewalk markers identifying the different type of palm trees that were chosen to beautify each street. <i>Lead: Kaye Molnar</i>		X	X			
<b>Strategy ECON-1.1.6:</b> Explore feasibility of establishing a trolley service <i>Lead: Don Paight, Saeed Kazemi &amp; Mike Horsting</i>		X				

# IMPLEMENTATION PLAN—ENHANCING THE WATERFRONT ECONOMY

ENHANCING THE WATERFRONT ECONOMY	Priority/Timetable					
Objective ECON-1.2: Develop marketing pieces that can be distributed by River District businesses and that give the public a reason to spend additional time in the area.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy ECON-1.2.1:</b>  <b>Create a self-guided walking tour containing all the public art pieces in the River District. Distribute the brochure through the Greater Fort Myers Chamber of Commerce, the Edison Ford Winter Estates, the library system, the River District businesses and website.</b></p> <p><i>Lead: Jared Beck &amp; Natalie Dunham</i></p> <p><i>Potential Partners: Lee Trust for Historic Preservation, Edison Ford Winter Estates, SWFMH</i></p> <p><i>Possible Funding Sources: VISIT Florida Advertising Matching Grant Program</i></p>		X				
<p><b>Strategy ECON-1.2.2: Create a self-guided walking tour highlighting historic points of interest within our downtown.</b></p> <p><i>Lead: Jared Beck &amp; Natalie Dunham</i></p> <p><i>Potential Partners: Lee Trust for Historic Preservation and the City's Historic Preservation Planner</i></p>		X				



# IMPLEMENTATION PLAN—ENHANCING THE WATERFRONT ECONOMY

ENHANCING THE WATERFRONT ECONOMY	Priority/Timetable					
<b>Objective ECON-1.3: Erect a wayfinding system promoting downtown Fort Myers and its venues.</b>	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Strategy ECON-1.3.1:</b> <b>Based on the master plan and conceptual drawings for the wayfinding system developed during the Street-scape Project, prioritize the order of manufacturing and installation of the signs.</b>  <i>Lead: Saeed Kazemi &amp; Leigh Scrabis</i>		X				

# IMPLEMENTATION PLAN—ENHANCING THE WATERFRONT ECONOMY

ENHANCING THE WATERFRONT ECONOMY	Priority/Timetable					
Objective ECON-2.1: Utilize special events as a business retention tool.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<p><b>Strategy ECON-2.1.1:</b> Organize special events to be held in the core downtown area so that the general public can support the downtown businesses.</p> <p><i>Lead: Michael Piggott</i> <i>Potential Partners: River District Alliance</i></p>		X				
<p><b>Strategy ECON-2.1.2:</b> Partner with the River District Alliance to identify and organize a second monthly event similar to ArtWalk to draw visitors down to the River District.</p> <p><i>Lead: Michael Piggott</i> <i>Potential Partners: River District Alliance</i></p>		X				
<p><b>Strategy ECON-2.1.3:</b> Identify some small scale events located outside of the local marinas, which would appeal to the marina population.</p> <p><i>Lead: Edith Pendleton &amp; Michael Piggott</i> <i>Potential Partners: River District Alliance</i></p>		X				

# IMPLEMENTATION PLAN—ENHANCING THE WATERFRONT ECONOMY

ENHANCING THE WATERFRONT ECONOMY	Priority/Timetable					
Objective ECON-2.2: Develop a presence on the web.	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2015 thru 2020
<b>Strategy ECON-2.2.1:</b> Provide technical support to the River District businesses to create their own web page, list their menu, share a video, etc. and list their events on the newly created <a href="http://www.myriverdistrict.com">www.myriverdistrict.com</a> website. <i>Lead: Rose Rundle</i>	X					
<b>Strategy ECON-2.2.2:</b> Develop a webpage on the CRA's website promoting the Waterfronts Florida Partnership. <i>Lead: Natalie Dunham &amp; Leigh Scrabis</i>	X					





# Appendix A

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## APPENDIX A

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The following language from the Lee County Local Mitigation Strategy describes initiatives and commitments relevant to the Waterfronts Florida four priority areas.

### **Hazard Mitigation**

Objective 1.1: Preventive activities that are addressed in various comprehensive planning and land document regulations shall be governed by the appropriate goals, objectives and policies contained in the following documents:

City of Fort Myers: The City of Fort Myers Comprehensive Plan; including Section 1: Future Land Use, Section 4: Municipal Services, Section 5: Conservation and Coastal Management, Section 6: Recreation and Open Space, and Section 7: Public Safety; as well as the City of Fort Myers Growth Management Code.

Objective 1.3: Continue to enforce floodplain regulations that provide greater flood protection than required under current National Flood Insurance Program standards.

Objective 1.5: Give high priority to projects that improve the ability of current drainage systems to convey or divert stormwater flooding from areas of the county and the component municipalities that have suffered repeated flooding events

*Objective 1.7: Continue programs supporting the Lee Plan and municipal comprehensive planning initiatives and land development regulations.*

*Objective 1.8: Continue enforcement of current land development and floodplain regulations.*

*Objective 1.11: Continue current drainage system maintenance program of County canals & roadside ditches*

*Objective 1.12: Evaluate and recommend changes to County and municipal codes and ordinances to assure sufficient protection of the public's safety and property to natural and human caused hazards*

*Objective 1.14: High hazard area developments working within already approved development levels should prepare refuge space on site and still contribute to shelter space off site.*

Objective 2.2: Obtain funding to elevate, or otherwise retrofit, repetitive loss properties, as defined by the Federal Emergency Management Agency, that have a benefit to cost ratio of 1.0 or better.

*Objective 3.8: Reassess build-out population in the Coastal High Hazard area, and determine how it can be reduced.*

Objective 4.3: Continue to support projects that fund building or retrofit projects that reduce the community's hurricane shelter space deficit.

Objective 4.4: Support efforts to fund improvements to critical roadway links causing congestion on evacuation routes for Category 1 through 3 hurricanes.

Objective 4.5: Continue efforts to identify



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and fund critical facilities that need mitigation protection due to their importance in helping the community respond to and recover from identified hazards.

Objective 4.6: Floodproofing of critical facilities within the defined Coastal High Hazard Area shall receive priority for grant funding requests.

Objective 4.7: Examine the feasibility of designing water, sewer, and power infrastructure facilities so that they can function during a 500-year flood event.

Objective 4.8: Each component municipality will either prepare a comprehensive emergency management plan (CEMP) or adopt the County's CEMP.

Objective 4.9: Identify and encourage incorporation of emergency power supplies to critical facilities and other public and private facilities integral to the operation, particularly with respect to health and safety support functions.

Objective 4.10: Evaluate the effectiveness of existing emergency power supplies to critical facilities and implement enhancements as needed to provide three to five days of functional operation.

*Objective 4.11: Continue to refine the vulnerability of residents and properties to natural and human caused hazards based on the latest scientific and technically based data.*

*Objective 4.12: Continue developing and refining plans for the safe evacuation of residents exposed to natural and human caused hazards, to include alternative modes of transportation to be used following a disaster.*

*Objective 4.13: Provide wind protection measures to public buildings that will serve critical roles in response recovery activities*

*Objective 4.14: Continue funding current hazard warning program*

*Objective 4.15: Identify suitable sites for temporary housing sites*

*Objective 4.16: Continue and/or consider enacting Five hundred year critical facility elevation requirement.*

*Objective 4.17: Continue to develop health and safety emergency plans supporting county and municipal comprehensive emergency management plans.*

*Objective 4.18: Develop and maintain a program that positions a basic load of fuel, generators, food and clean water at Geographic Division centers to provide self sufficiency for 48 - 72 hours until the full extent of the damage assessment is complete.*

Objective 5.1: Seek federal and state funding to design and complete capital improvements to improve stormwater flow.

Objective 5.2: Support the policy of discouraging the use of diversions to restore historical water flows and basin boundaries altered due to development, road construc-

## APPENDIX A

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tion or past agricultural practices and patterns.

Objective 5.3: Support efforts to fund channel modifications contained in Lee County's Non-Regulatory Surface Water Management Plan.

*Objective 5.4: Develop and implement a schedule for shuttering and floodproofing essential Community buildings.*

Objective 6.1: Develop and carry out public information programs for hazard mitigation that emphasize its direct benefits to citizens, including the public and private sector.

Objective 6.2: *Maintain a comprehensive multi-media multi-lingual public information strategy to disseminate information programs on hazard mitigation that uses several communication methods, including the public and private library system, the public and private school system, the community's telephone directories, the Lee County All-Hazards Handbook, community awareness seminars for citizens and business interests, the community's web sites, and other communication devices such as electronic message centers.*

Objective 6.3: Continue to work with community realty associations to improve participation in the voluntary real estate disclosure program for flood hazards.

Objective 6.4: Continue efforts to support funding programs that provide assistance to property owners on ways to mitigate property from identified hazards.

*Objective 6.5: Continue current map information programs*

*Objective 6.6: Annually send repetitive property loss owners information on ways to reduce flood losses*

*Objective 6.7: Improve participation rate in voluntary real estate disclosure program*

*Objective 6.8: Continue to distribute Lee County Flood Brochure to local real estate agencies*

*Objective 6.9: Continue funding flood technical assistance program*

Objective 7.1: Post disaster redevelopment and hazard mitigation policies and procedures shall be governed by goals, objectives and policies contained in all existing and developing Post Disaster Redevelopment Plans.

Objective 7.2: Objectives and policies contained in all existing and developing Post Disaster Redevelopment Plans shall be carried out through the appropriately adopted Post Disaster Ordinances following a major or catastrophic disaster.

*Objective 7.3: In areas that have been severely devastated, establish a multi agency team within the Recovery Task Force to undertake changes to plats or multiple parcel sites to provide for a better community reconstruction strategy, rather than just issuing emergency permits.*

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**Mitigation Initiative/Project Priority Ranking****PROJECT NAME (or brief Description):** \_\_\_\_\_**Addressed in Community Comprehensive Plans, Programs and Policies:**

County/City Comprehensive Plan  
Capital Improvement Program  
Five - year Strategic Plan  
Land Development Codes, Zoning Ordinances, Building Codes  
Surface Water Management Plans  
Beach Management Plans  
Floodplain Management/Hazard Mitigation Plans

Score	4	Project is addressed in at least four items listed
	3	Project is addressed in at least three items listed
	2	Project is addressed in at least two items listed
	1	Project is addressed in at least one item listed
	0	Project is not addressed in any item listed

Other environmental, conservation, preservation and/or reclamation plans or programs

**Consistent with existing regulatory framework:**

Score	4	Project fits within existing regulatory network
	3	Project requires a change or waiver in one of the items listed
	2	Project requires a change or waiver in two of the items listed
	1	Project requires a change or waiver in all items listed above
	0	Project requires changes or waivers that extend the time line to complete the project

County, City Land Development Codes  
County, City Environmental Statutes  
County, City Wetland Regulations

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### Probability of Funding (with local funds):

Score	4	Funding can be accomplished through matching local dollars from other sources, or a blend of funding sources
	3	Funding could only be accomplished through post-disaster funding options
	2	No local funding sources can be identified
	1	Funding is available through local short term budgeting
	0	Funding is available through local long term budgeting

### Community Rating System Credit:

Score	4	Open Space Preservation, Drainage System Maintenance or Storm-water Management Project
	3	Flood Damage Reduction Project (acquisition, relocation, elevation)
	2	Flood Preparedness Project
	1	Public Outreach Project
	0	Project that will provide no improvement to the community's Community Rating System score

### Community Benefit:

City of Bonita Springs  
 City of Cape Coral  
 City of Fort Myers  
 City of Sanibel  
 Town of Fort Myers Beach  
 Unincorporated Lee County

Score	4	Project benefits all communities
	3	Project benefits four of the communities listed
	2	Project benefits three of the communities listed
	1	Project benefits two of the communities listed
	0	Project benefits one of the communities listed

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**Community Exposure:**

Repetitive exposure to damage

High risk or other specific problem

Score	4	Project mitigates a high risk problem based on the community's vulnerability assessment
	3	Project mitigates a repetitive loss property as defined by FEMA (a property having two or more flood losses of \$1,000 or greater within a ten year period)
	2	Project mitigates loss of essential services to the community
	1	Project mitigates documented damage resulting from a recent disaster
	0	Project mitigates loss of potential future damage

**Level of Public Demand, County wide:**

Score	4	Very High interest and public support
	3	High interest and public support
	2	Moderate interest and public support
	1	Low interest and public support
	0	No interest and public support

**Estimated Ratio of Benefit vs. Cost:**

Score	4	Benefit/cost ratio = 4.0 or greater
	3	Benefit/cost ratio = 3.0 - 3.9
	2	Benefit/cost ratio = 2.0 - 2.9 or benefit /cost ration not applicable or quantifiable
	1	Benefit/cost ratio = 1.0 - 1.9
	0	Benefit cost ratio < 1.0

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### Complexity of Implementation:

Time involved for planning and/or completion  
 Numerous agencies and/or jurisdictions involved  
 Permitting (type and time period) involved  
 Public vote required  
 Public hearing required  
 Environmental impact assessment

Score	4	Relatively easy project to put in place, in a short period of time
	3	Project not that complex to put in place based on items listed
	2	Project somewhat complex due to one of the items listed
	1	Complex project due to at least two of the items listed
	0	Complex project due to at least three or more of the items listed

### Critical Service Improvement:

Score	4	Project reduces vulnerability of critical service necessary for life biologically (power, water, sewer, gas, medical care facility)
	3	Project reduces vulnerability of critical services necessary for life safety and security (law enforcement, fire, telecommunications, emergency shelters, evacuation route)
	2	Project reduces vulnerability of hazardous facility (facility storing extremely hazardous substance)
	1	Project reduces vulnerability of a business considered an essential service (fueling facility, food retail outlet)
	0	Project does not reduce vulnerability of an identified critical service



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**Time frame to complete project:**

Score	4	One year to complete
	3	Two years to complete
	2	Three years to complete
	1	Four years to complete
	0	Five years or more to complete

**Hurricane Shelter Deficits Projects  
Storm Surge Vulnerability:**

Score	4	Outside Category 4/5 evacuation zone
	3	Inside Category 4/5 evacuation zone, floor above category 3 flood
	2	Inside Category 3 evacuation zone, floor above category 3 flood
	1	Inside Category 3 evacuation zone, floor below category 3 flood
	0	Inside Category 2 evacuation zone

**Building Construction:**

Score	4	Heavy Construction
	3	Moderate Hurricane Resistance
	2	Some Hurricane Resistance
	1	Light Construction
	0	Information not available

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### Project Improvement:

#### Facility's Potential Use as Hurricane Shelter Managed by American Red Cross:

Score	4	Project will mitigate identified deficiencies in the facility that will allow Red Cross to manage facility
	3	Project will mitigate identified deficiencies in the facility that will allow other sheltering agency to manage facility
	2	Project will mitigate major deficiencies in the facility that will allow it to be used as a refuge of last resort
	0	Project will not mitigate identified deficiencies in the facility

### Increase in Shelter Capacity:

Score	4	1000 or greater additional spaces
	3	500 - 999 additional spaces
	2	150 - 499 additional spaces
	1	1 - 149 additional spaces
	0	No increase in shelter capacity

### Building Availability:

Score	4	Public facility/Full availability
	3	Private facility/Full availability
	2	Public facility/Limited availability
	1	Private facility/limited availability

### Project Cost Effectiveness:

Score	4	Less than \$100 per shelter space
	3	\$101 - \$150 per shelter space
	2	\$151 - \$200 per shelter space
	1	\$201 - \$250 per shelter space
	0	Greater than \$250 per shelter space

**Project Score:**

Score	Criterion
	Storm Surge Vulnerability
	Building Construction
	Project Improvement
	Facility's Potential Use as Hurricane Shelter Managed By American Red Cross
	Increase in Shelter Capacity
	Building Availability
	Project's Cost Effectiveness
	Total Score

**Compilation of Scores**

Score	Criterion
	Addressed in community comprehensive plans, programs and polices
	Consistent with existing regulatory framework
	Probability of funding (with local funds)
	Community Rating System (CRS) credit
	Community benefit
	Community exposure
	Level of Public Demand
	Estimated ratio of benefit vs. cost (for FEMA projects)
	Complexity of implementation
	Critical service improvement
	Time to complete project
	Total Score

Date Completed:

Scoring performed by: \_\_\_\_\_ Disaster Advisory Council Post Disaster Recovery Task Force

Authorized Official:

\_\_\_\_\_  
Printed Name\_\_\_\_\_  
Signature

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## **Conservation and Coastal Management Element**

The Comprehensive Plan's Conservation and Coastal Management element recognizes the unique value of recreational and commercial working waterfronts and provides for the preservation of water-dependent uses with the following:

Objective 5: Improve the quality of creeks, the river, and its tributaries as natural habitat as well as for human use, enjoyment, and commerce.

Policy 5.1) Development shall occur in such a manner as to minimize adverse impact on creeks and the river, including its shoreline and tributaries, and maximize use of the river by water-dependent and water-related/enhanced uses.

Action 5.1.1) Maintain the Land Development Regulations to implement the Drainage portion of the Municipal Services Element consistent with this element.

Action 5.1.2) By 2008, amend the Land Development Regulations to require new development and redevelopment using seawalls to provide for aquatic habitat (either riprap, submerged vegetation, or both) wherever the vertical wall face is not needed for boat dockage, and that any remaining

shoreline is restored, enhanced, or preserved.

Action 5.1.3) New Development shall incorporate applicable implementation actions of the Charlotte Harbor Comprehensive Conservation Management Plan, including "Best Management Practices" as defined in Section 502 of the Clean Water Act.

Action 5.1.4) The Land Development Regulations shall require the establishment or maintenance of an undisturbed, native vegetated buffer between the river and its tributaries and adjacent development in order to enhance filtration of excess pollutants as well as create an edge conducive to a diversity of plants and wildlife. The public riverwalk in the Downtown Redevelopment Area can be exempt from this requirement provided appropriate measures have been taken to prevent unnecessary runoff from adjacent or nearby parking areas.

Objective 7: Ensure that water-dependent and shoreline uses located along creeks, the river, and its tributaries take full advantage of their premium location.

Policy 7.1) The City shall give highest priority to water-

dependent uses in shoreline location.

Action 7.1.1) Shoreline sites with deep-water access to the Okeechobee water-way will be encouraged for water-dependent uses such as marinas, yacht clubs, dry storage facilities, commercial passenger boating, charter boats, or boat ramps. Mixed-use projects containing these uses may also be permitted.

Action 7.1.2) In the event that Lee County prepares and adopts a County-wide Marina siting plan, the City will implement the plan through an intergovernmental agreement with the County. [Note the city has adopted the Lee County Manatee Protection Plan].

Policy 7.2) Water-enhanced uses will be encouraged as a second priority in shoreline locations.

Action 7.2.1) The Land Development Regulations shall be maintained to ensure that development adjacent to creeks, the River, and its tributaries is consistent with City objectives, such as protection of water quality, environmental integrity, public access, hurricane contingency planning, and the

availability of community facilities and services.



Standard 7.2.1.1) Water-enhanced uses allowed in shoreline locations include resource-based recreational uses, residential, hotel, motel, and water-dependent uses.

Standard 7.2.1.2) Uses that are possibly enhanced by a waterfront location may be allowed if suitable for the neighborhood and if the site plan takes full advantage of the location. Such uses include restaurants, retail, bars, and water-enhanced uses, as well as combinations of these uses.

Policy 7.3) In order to direct development inland, uses not dependent on the water or not enhanced by a waterfront location shall be located inland.

Action 7.3.1) For areas within the Coastal Zone, which are located outside the boundaries of the

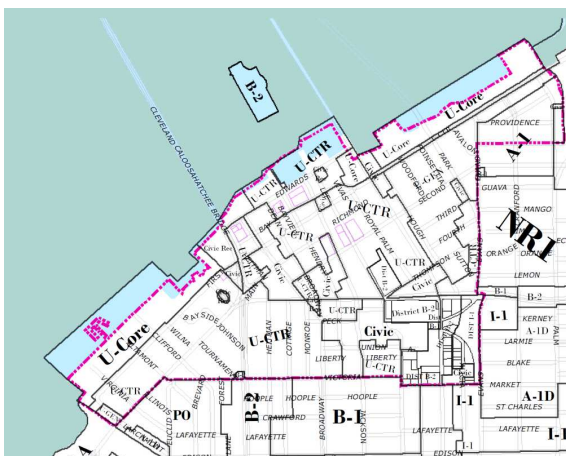
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Downtown Redevelopment Area, the Future Land Use Map shall designate low-density residential use as the preferred use.

## Local Mitigation Strategy

Local Mitigation Strategies are plans to reduce local risk to natural and man-made hazards. In Florida, Local Mitigation Strategies are updated on a 5 year schedule and prepared at the County level. They include a hazard mitigation project list that can be updated on a continuous basis and is used to establish funding priorities for disaster assistance available following a major disaster. The Unified Local Mitigation Strategy (LMS) of Lee County establishes a plan for mitigating the threat of hazards such as hurricanes/ coastal storms, tornadoes, floods, and wind. Currently the only project included on the LMS list in the downtown area is wind retrofits for the Ford and Edison Winter Estates. The maps included on the following pages describe the location of critical facilities (facilities used to protect community well being during a disaster) and the location of the historic structures

recognized within the Local Mitigation Strategy. The Waterfronts Florida Partnership will suggest additional hazard mitigation projects for the downtown area for inclusion on the LMS's priority list as appropriate, and will work to ensure that the LMS list of historic structures is all-inclusive.



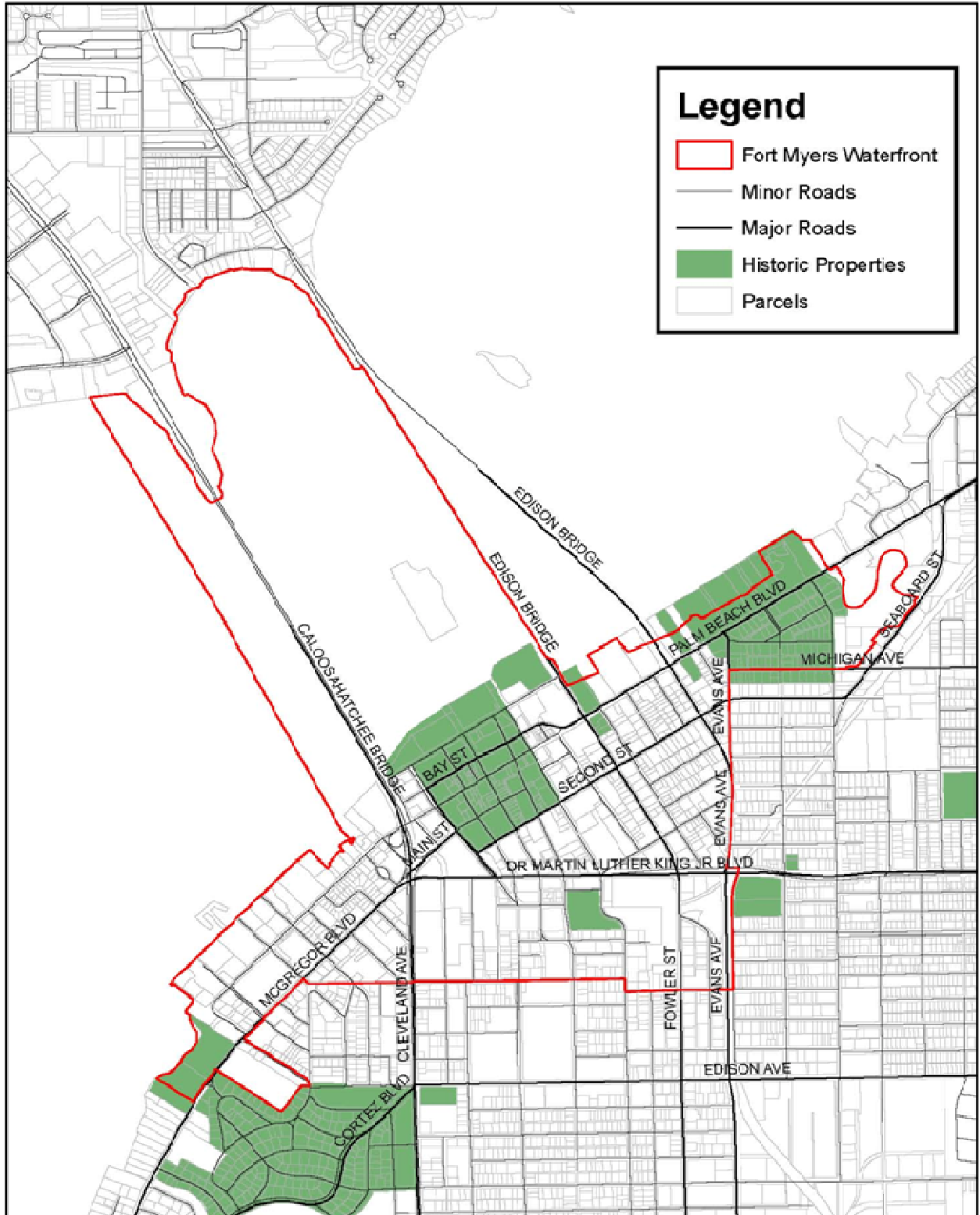


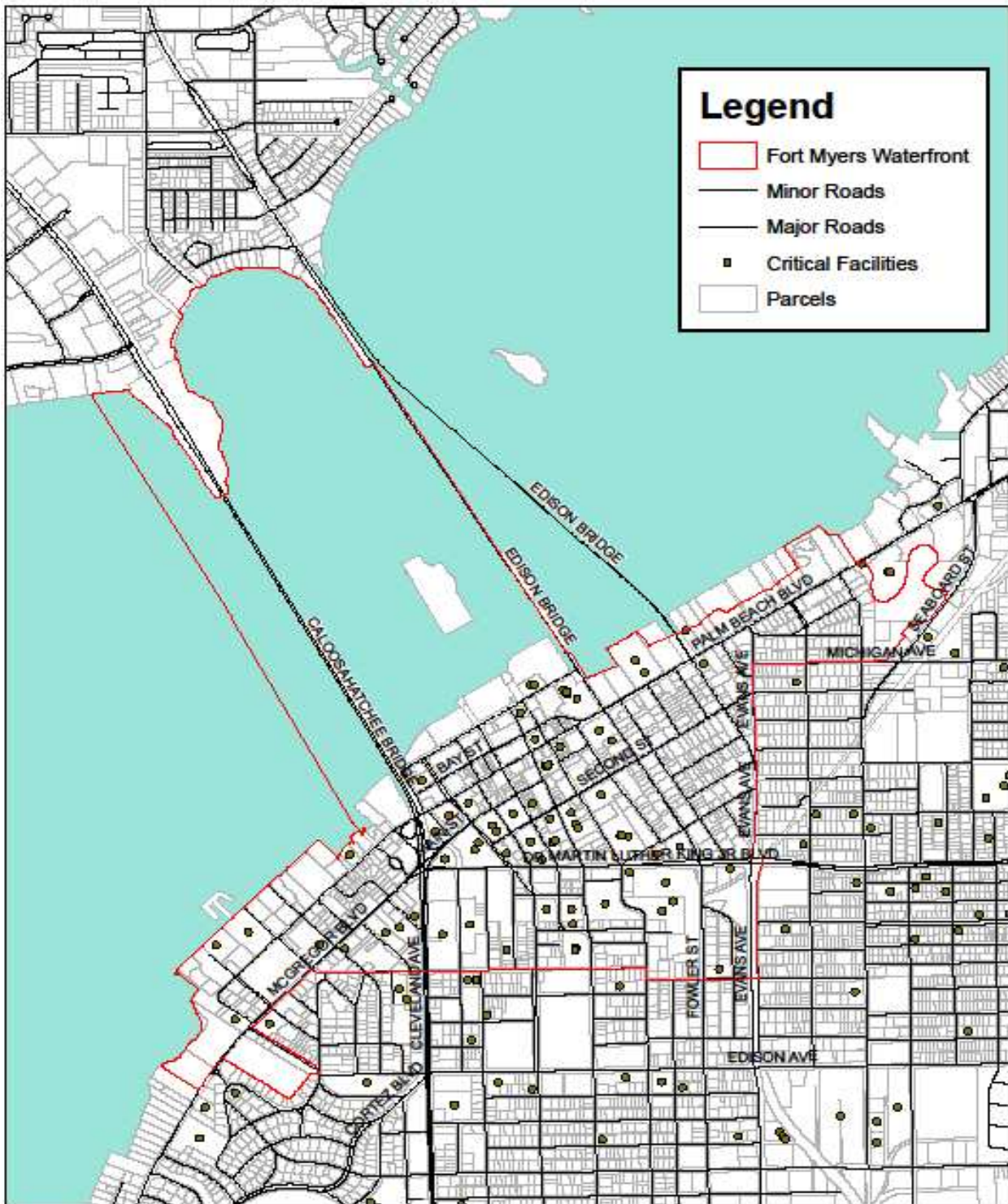
# Maps

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# Historic Properties In and Near the Fort Myers Water Front



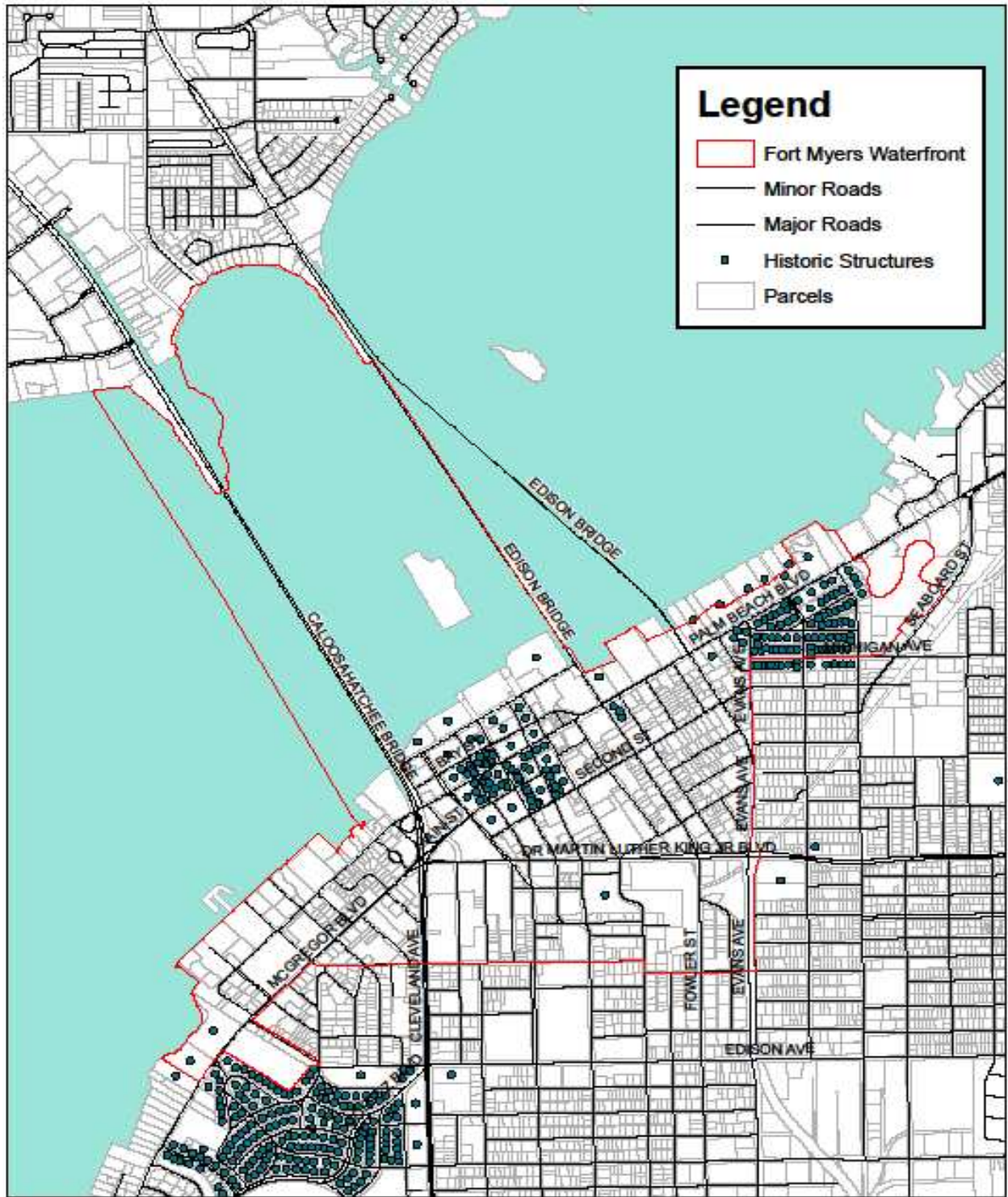


**Critical Area Map**

The map above indicates the location of critical facilities recognized in the Lee County Local Mitigation Strategy. Critical facilities are used to protect community well being during a disaster.

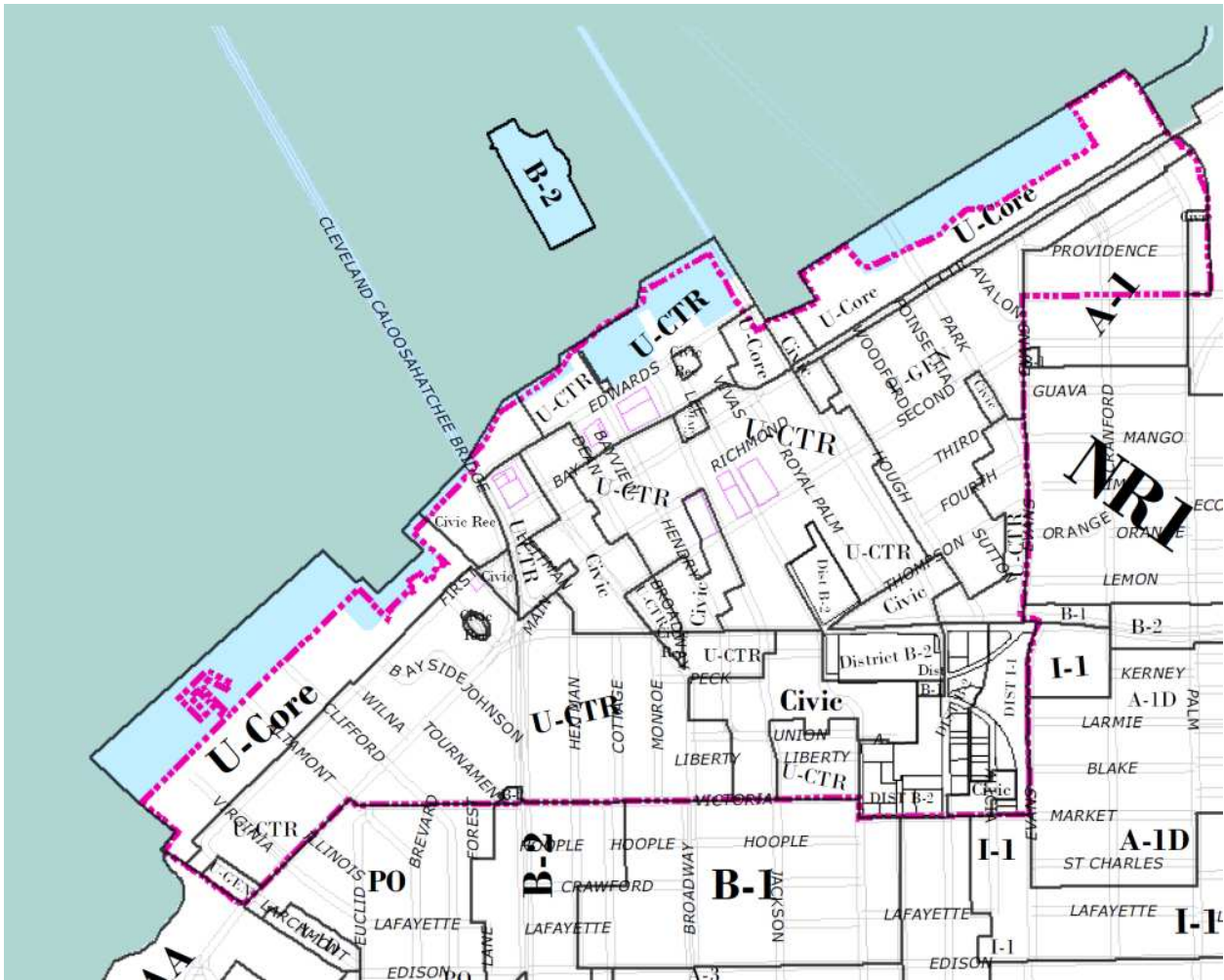


# MAPS



## **Historic Structure Map**

The map above indicates the location of critical facilities recognized in the Lee County Local Mitigation Strategy. Critical facilities are used to protect community well being during a disaster.



**Shoreline Land Use Designations Map**

The shoreline land use designations within the Waterfronts Florida Planning Area are depicted in the following map and described below

