

ESTERO PLANNING INITIATIVE:

OUR VISION.

WHAT IS ESTERO?

- An “Estuary” found by the Spanish Explorers?
- A Census Designated Place (“CDP”)?
- A historical place founded by the Koreshans?
- A place on the Estero River?
- A Post Office or a Zip Code or a place on a weather map?
- A High School?
- A Fire Protection District?
- A Community Planning District?
- 35 Gated Residential Communities?
- A Place near Coconut Point Mall and Miromar Outlets?
- A new Village Government?

WHAT DO PEOPLE IDENTIFY WITH?

- Where do you come from? The usual answer here is the Midwest. (Ohio, Illinois, Wisconsin, Minnesota, Michigan).
- Where do you live? The usual answer may be the Naples Area or SWFL, or a gated community, not necessarily Estero.
- How do we make the answer Estero?
- How do we build a Village with a sense of place and a sense of community?
- How do we get people to think beyond the gates?
- What are our goals for this planning initiative?

ESTERO COMMUNITY PLAN: MISSION STATEMENT OCTOBER, 2014

“TO ESTABLISH A COMMUNITY THAT EMBRACES ITS HISTORIC HERITAGE AND PROTECTS THE ENVIRONMENT, WHILE CAREFULLY PLANNING FOR FUTURE DEVELOPMENT RESULTING FROM A DESIRABLE HIGH QUALITY OF LIFE, EXPANDING ECONOMIC OPPORTUNITIES, AND PROXIMITY TO FLORIDA GULF COAST UNIVERSITY AND THE SOUTHWEST FLORIDA INTERNATIONAL AIRPORT. ESTERO’S GROWTH WILL BE PLANNED WITH STRONG NEIGHBORHOODS, DIVERSE ECONOMIC GENERATORS, INTERCONNECTED MIXED-USE CENTERS, VARIED PARKS, PUBLIC SPACES, RECREATIONAL FACILITIES, AND UNIQUE NATURAL ENVIRONMENTS THAT FOSTER A SENSE OF BELONGING AND CREATES A SENSE OF PLACE”

COMMUNITY PLAN: POLICY 19.2.2

“FACILITATE THE DEVELOPMENT OF A TOWN CENTER FOR THE ESTERO COMMUNITY THROUGH THE DEVELOPMENT OF LDC STANDARDS, PLANS AND INCENTIVES THAT ADDRESS THE COMMUNITY’S NEED FOR A CENTRAL CIVIC AND ECONOMIC CORE THAT IS CONNECTED TO SURROUNDING RESIDENTIAL NEIGHBORHOODS, COMMERCIAL AREAS, AND COMMUNITY PARK AND RECREATIONAL FACILITIES.”

WANTS AND NEEDS IDENTIFIED IN THE VILLAGE CENTER AREAS.

- Walkable/bikable roads less dependent on automobiles;
- Interconnected neighborhoods;
- Gathering places, small parks and recreational areas;
- Connectivity to the Community Park/Estero River/Healthcare;
- A City Hall;
- Future Commuter Rail Access?

THE VISION SO FAR!

- Mixed-Use Centers with lots of public activities;
- A combination of diverse housing opportunities;
- Walkable Urban Infrastructure to live, work and play;
- A Mobility Plan to reduce Vehicle Miles Traveled (“VMTs”);
- Smart Growth/Smart Streets/Sustainability;
- Price and Value Premiums for Walkable Urban vs. Drivable Suburban-type Plans;
- Higher value with Urban Density translates to higher ROI for the Village in terms of tax revenue/developed square foot;

MORE OF THE VISION:

- Place Management to bring festivals, events and safe initiatives to Gathering Places;
- Off-Street Parking requirements reduced if necessary, with structured parking facilities?;
- Urban Housing Densities: How dense is dense?
- Multi-family Units: diversity in ownership and rental units;
- Walkability:
 - Useful;
 - Safe;
 - Comfortable in Distance;
 - Interesting.

OVERALL GOAL

- BUILD A COMMUNITY;
 - PROTECT OUR QUALITY OF LIFE;
 - CREATE A SENSE OF PLACE;
 - DEFINE WHAT IS ESTERO.
-
- HOW DO WE GET THERE? DEVELOPMENT INCENTIVES AND COLLABORATION WILL WORK BEST!
 - A TIERED, WEIGHTED INCENTIVE SYSTEM FOR OUR VILLAGE CENTER AREAS.