

City of Naples CRA

US 41 Re-designation Feasibility Study

March 2011



What is the purpose of the Feasibility Study?

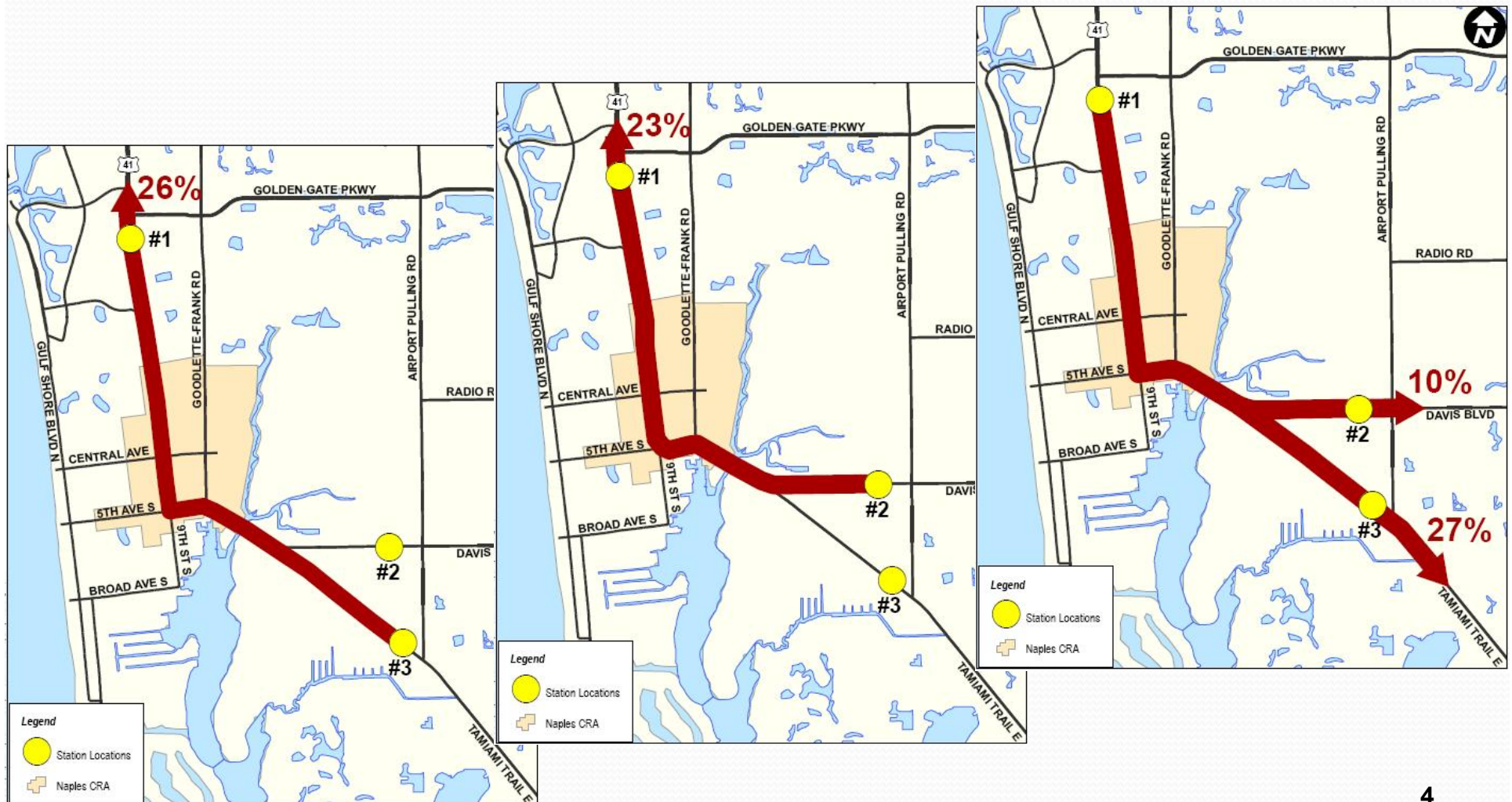
- **The goal is to consider the feasibility of the City having greater local control of the 9th Street (US 41) corridor. This will give the City the ability to continue redevelopment and streetscape plans to the east of US 41; expanding the sense of place... “Main Street”, Naples.**

CRA Area

City of Naples



Previous Origin-Destination Study





What is included in the Feasibility Study?

- Evaluation of option to move the designation of the 9th Street South/US 41 highway
- Evaluation of constraining 9th Street South/US 41 in CRA area
- Preliminary study to determine whether fatal flaws exist
- Analysis of benefits and dis-benefits of a re-designation
- Identification of possible next steps



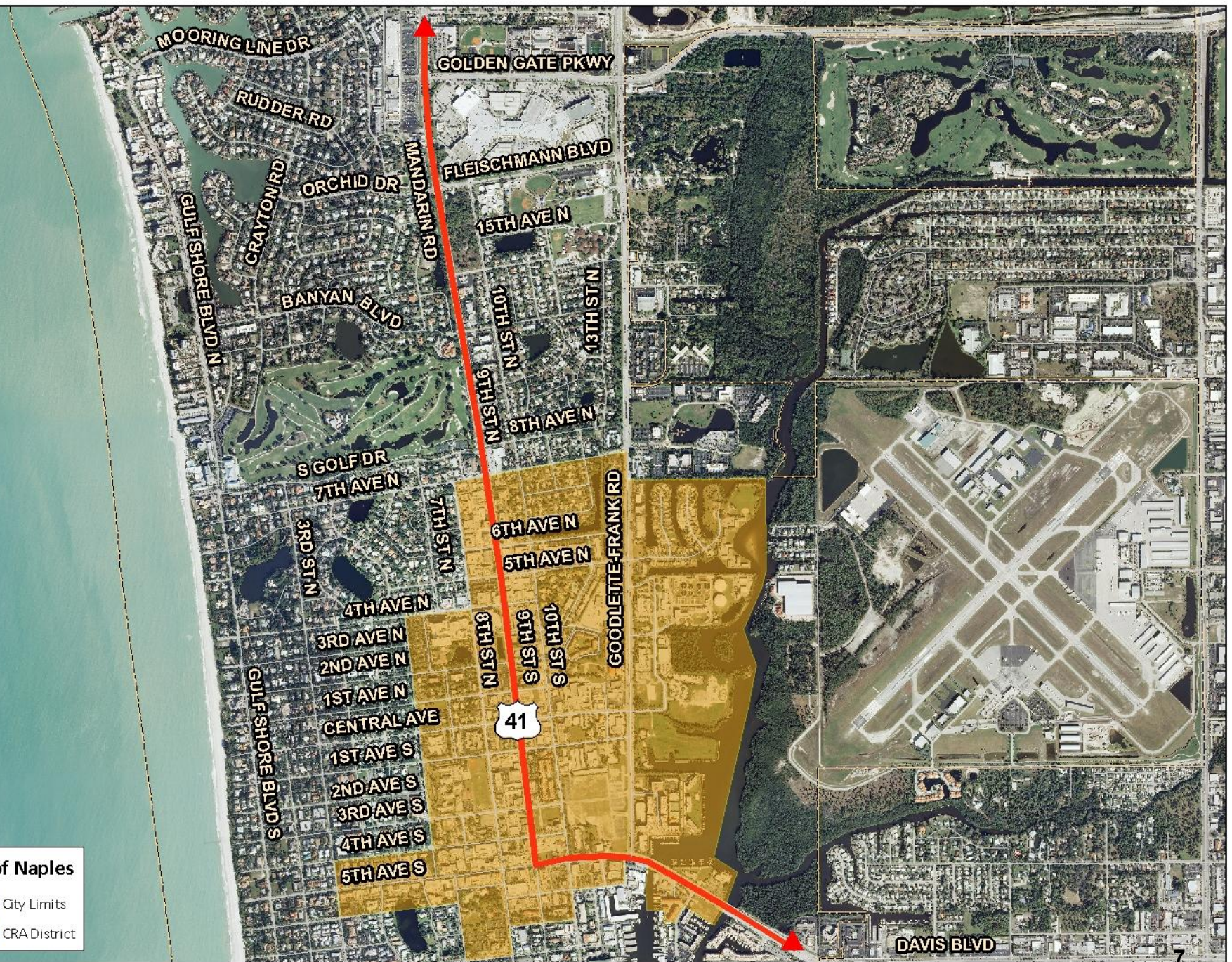
One scenario to accomplish goal: Re-designation of US 41

- State shifts responsibility from 9th Street South/US 41 to Goodlette-Frank Road
- County gives up responsibility for Goodlette-Frank Road
- City takes ownership of 9th Street South/US 41
- City reduces lanes of 9th Street South/US 41 – enhances growth potential and connectivity




City of Naples

-  City Limits
-  CRA District









Another scenario to accomplish goal: Constraining US 41

- City adopts Comprehensive Plan language to create a TCEA
- City develops a Mobility Plan
- City works with FDOT to reduce 9th Street South/US 41 from 6 lanes to 4 lanes – enhances growth potential and connectivity
- FDOT maintains ownership of 9th Street South/US 41
- County continues maintenance responsibilities



Implementation along US 41

- Extend downtown streetscape design further on 5th Avenue South
- Add landscaping and on-street parking along 9th Street South/US 41 from 5th Avenue South to 7th Avenue North
- Design and install gateway feature on 5th Avenue South near Goodlette-Frank Road
- Design and install gateway feature on 9th Street South/US 41 near 7th Avenue North
- Future Streetscaping of 9th Street South/US 41

Existing Four-Corners Area



Pedestrian Impediments













Scope Components

- Transportation corridor evaluation
- Transportation model and corridor alternative evaluation, include review of travel patterns
- CRA benefit-cost analysis
 - Operations and Maintenance
 - Implementation
 - Tax base growth
- Suggested next steps
- Stakeholder and community input

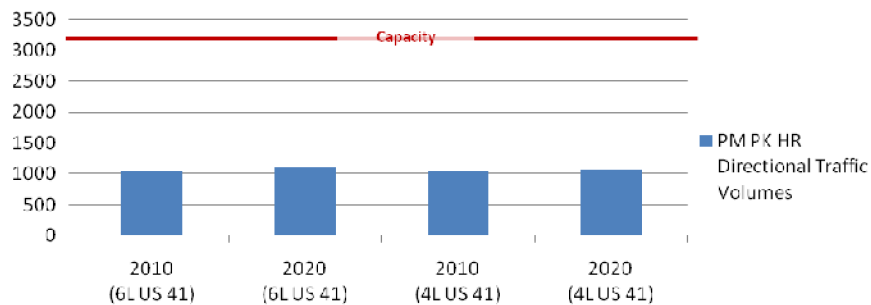


Traffic Analyses – Results of 4-laning US 41

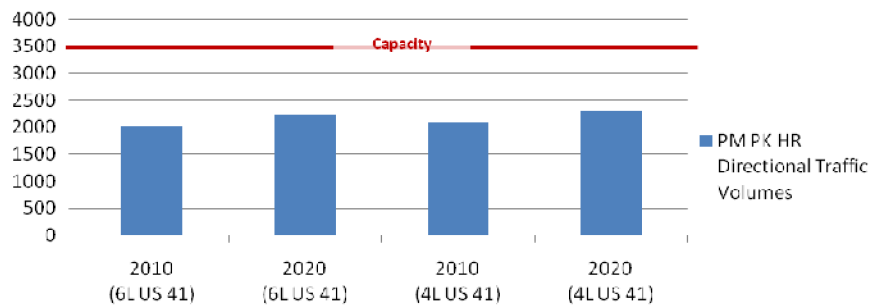
- Results in shift of traffic off 9th Street South/US 41
- Larger percentage shift of traffic in 10-year period due to capacity constraints and congestion
- North/South Shift
 - Goodlette-Frank Road
 - 8th Street
 - 10th Street
 - Airport-Pulling Road
- East/West Shift
 - Golden Gate Parkway
 - Fleischmann Boulevard
 - 7th Avenue North
 - 5th Avenue North
 - Central Avenue
 - East/West roadways north of Golden Gate Parkway

Capacity Review

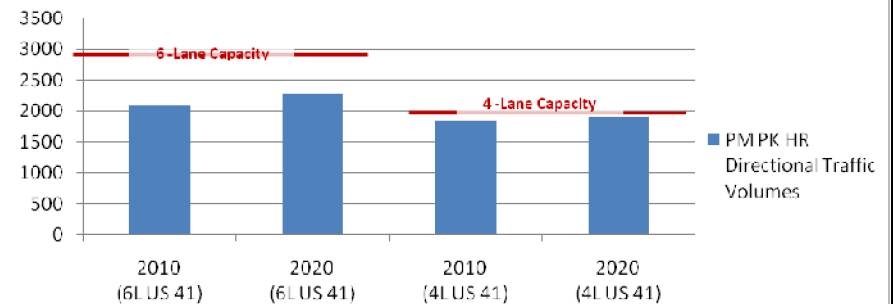
Golden Gate Parkway
between US 41 and Goodlette-Frank Road



Goodlette-Frank Road
between US 41 and Golden Gate Parkway



US 41 (9th Street)
between 5th Avenue and Golden Gate Parkway













Costs to be Considered

- Stormwater Management Facility Maintenance
- Signals and Corridor Lighting
- Landscaping Maintenance
- Roadway Maintenance, including curbs, gutters, sidewalks and pavement
- Permitting
- Capacity enhancements if needed
 - Turn lanes, signing and marking, etc.



Current Maintenance

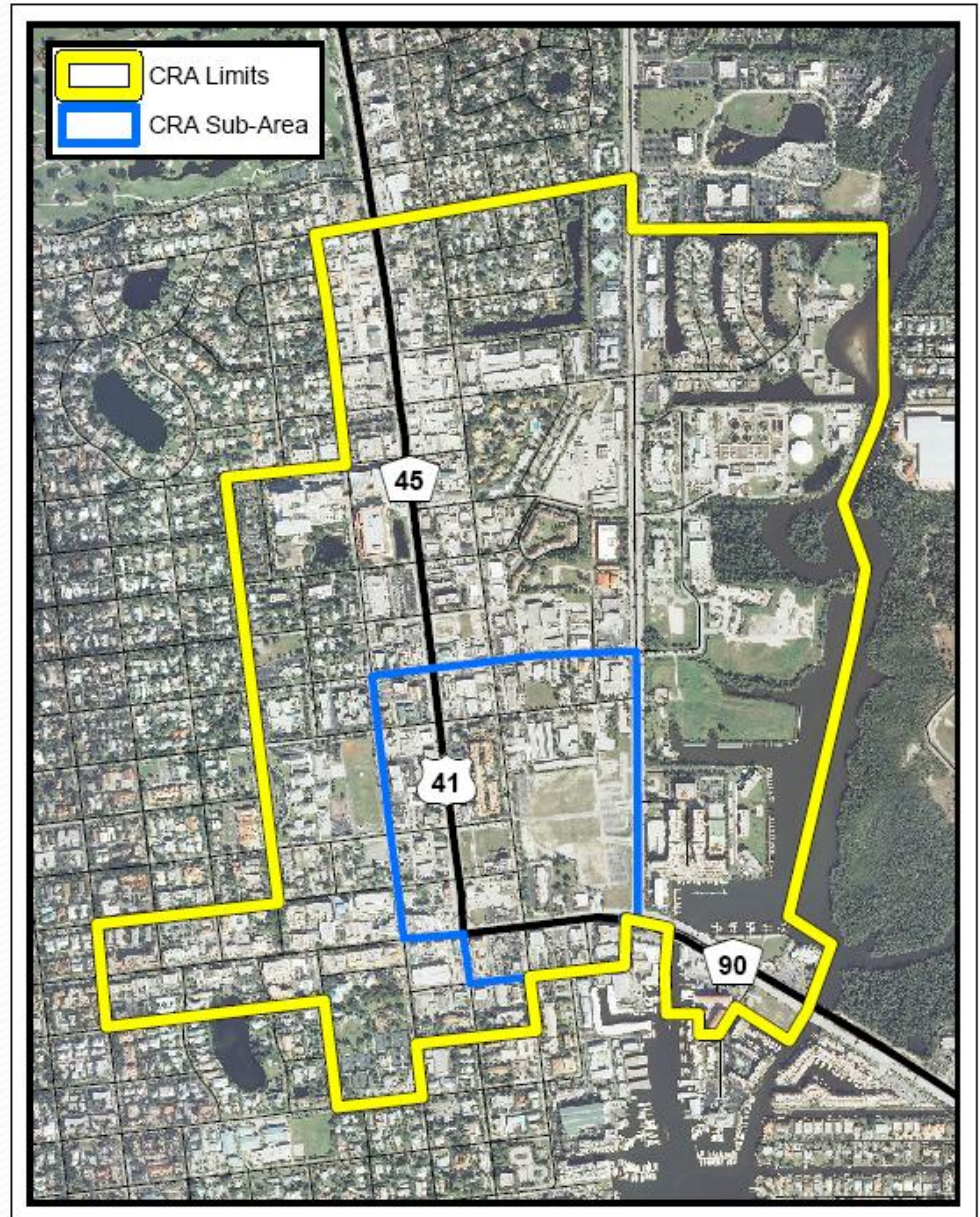
- County, through agreement with FDOT, is responsible for routine maintenance of:
 - Roadway
 - Drainage
 - Roadside
 - Wayside Parks
 - Vegetation and Aesthetics
 - Traffic Services
 - Highway Lighting
 - Incident Management
 - Permitting
- City maintains signals along the corridor – reimbursed by FDOT



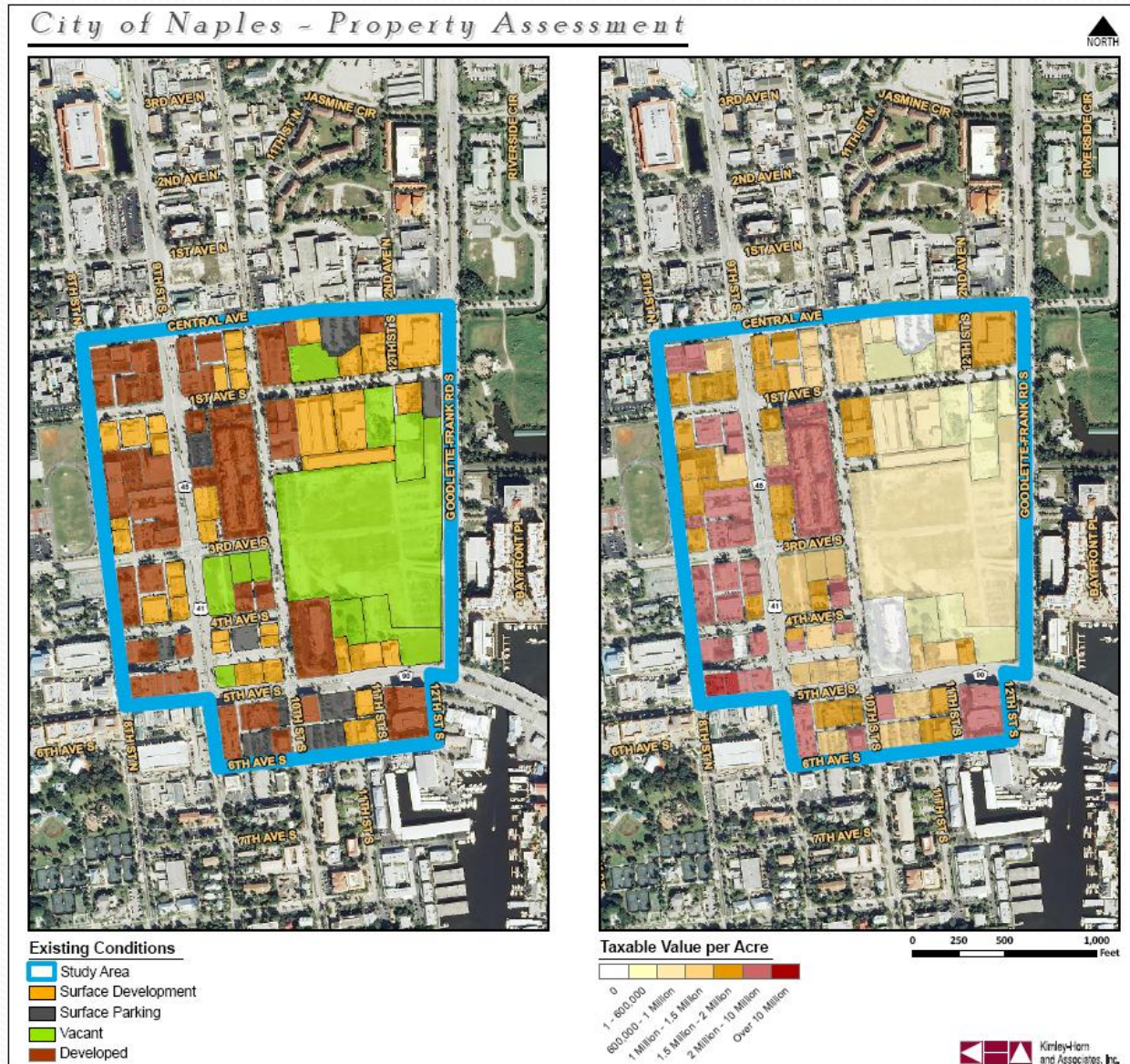
Potential Revenue Source for CRA: Tax Increment Financing (TIF)

- Increased property taxes generated by new development or redevelopment
- Often used to enhance the public facilities around the new or redevelopment, as a way to entice development
- May be used to offset costs the developer would typically incur or to match funding
- TIF funds may be used as leverage for bonding, inter-fund loans, or as reimbursement for developer funded improvements

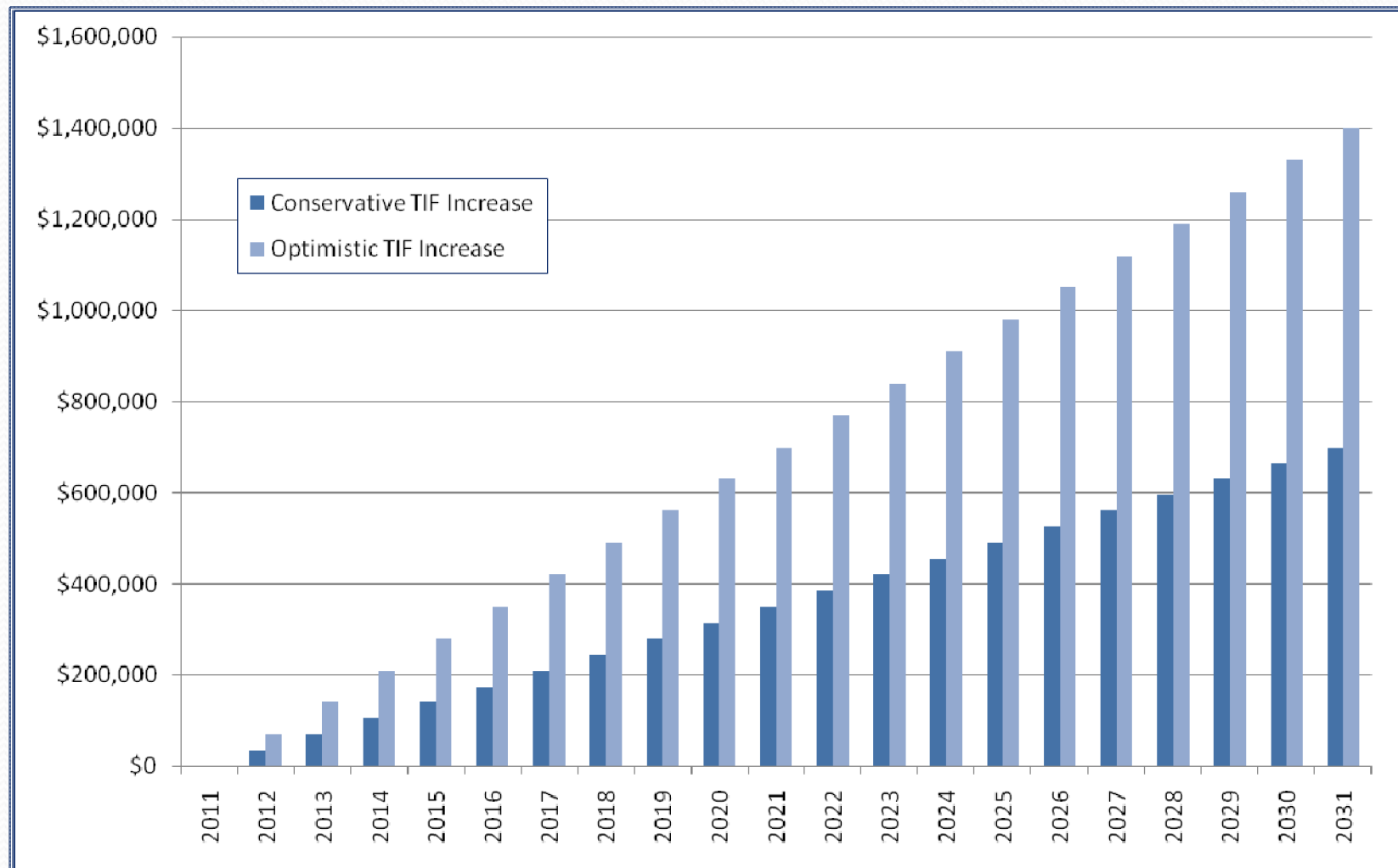
TIF Analysis Area



TIF Analysis



TIF Increases Over 2011 Values





Summary of Benefits and Analysis Results

- Allows for “Tamiami Trail” to serve as Main Street with gateways
- Reduces Collier County’s financial liability
- Facilitates the expansion of Downtown Naples and CRA objectives
- Improves community character
- Highly supportive strategy for businesses
- Limited impact on traffic congestion and operations on surrounding roadway network
- Improves opportunity to increase the tax base in the City
- Resulting annual costs are anticipated to be limited



Suggested Next Steps

- Shorter-term
 - Present findings to City Council and get direction on options:
 - Do nothing
 - Develop Mobility Plan/TCEA
 - Continue to coordinate with FDOT for re-designation
 - TCEA and re-designation hybrid
- Implementation (3 to 5 years)
 - Complete re-designation
 - Develop plans for streetscape improvements
 - Develop gateway features/improve pedestrian facilities