



City of Cape Coral, Florida
Pine Island Road Corridor Master Plan



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IMPORTANT INFORMATION / DISCLAIMER

While every effort was made to accurately depict the mapped area, errors and omissions may occur. In addition, changes in the maps contained herein may have occurred since the information was compiled and their accuracy cannot, therefore, be guaranteed. The City recommends verifying the accuracy of this information with the Department of Community Development, Planning Division.

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EXECUTIVE SUMMARY

The Pine Island Corridor through Cape Coral presents a unique opportunity for the City to create a new and exciting development pattern unique to the City of Cape Coral. The study area encompasses 3,412 acres of sparsely developed land. Large tracts of land along the corridor are held by relatively few numbers of owners. The corridor passes through the heart of a fast growing subregion of Lee County where the population is expected to reach nearly 400,000 persons in the next 40 to 50 years. This type of growth potential coupled with accessibility creates this unique opportunity. The plan’s market study provides a strong basis for expected retail and service development and employment opportunities along the corridor.

Market Study Summary

A market study of the Pine Island Road Corridor was conducted to determine the potential and time frame in which new development will take place. The study looked at retail, office, flex space, transient accommodations (hotels) and multi-family housing. Development opportunities by use are projected for 2 five-year periods through the year 2011, and are summarized as follows:

Pine Island Road Corridor Development Potential By Type, Trends Scenario, 2001-2011				
Building Use	Measure	2001-2005	2006-2011	Total
Retail	Square Feet	420,000-525,700	872,500-1,054,000	1,292,500-1,579,700
Office	Square Feet	13,200-19,000	37,000-48,000	50,200-67,000
Flex	Square Feet	45,000-55,000	53,700-84,500	98,700-139,500
Transient Accommodations	Rooms	90-100	100-115	190-215
Multi-Family Housing	Units	0	170-230	170-230

Source: Hammer, Siler, George Associates.

The market projections were used as a basis for developing the Master Plan for the Pine Island Corridor Study.

The Corridor Master Plan proposes that development within the 9-mile corridor occur initially at strategic existing crossroads in the form of **Mixed-Use Village Districts**, each with an identity and design theme. The linkage that joins these **Village Districts** to one another is the **Mixed-Use Corridor Districts**.

Due to the depth of the parcels along the corridor, especially on the north side of Pine Island Road and the existing Florida Department of Transportation (FDOT) access management criteria, the plan proposes a parallel access road system that provides controlled access to Pine Island Road while establishing the framework for development within the **Mixed-Use Village Districts** and the **Mixed-Use Corridor Districts** connecting them.

Mixed Use Village District

Each “Village District” is intended to host high-traffic generators and serve as compact urban centers thereby promoting convenient walking between residential areas and shopping destinations, as well as accommodating a variety of entertainment and employment opportunities. This District should be designed to encourage “park-once” decisions in order to maximize pedestrian friendliness and minimize automobile traffic between destinations. Pedestrian and bicycle use should be considered as important

elements of the village with pre-planned bus stops created for the convenient utilization of public transit. This District shall be governed by regulations which ensure a consistent design theme and complementary palette of both construction and landscape materials. A mix of commercial, office, multi-family residential, and civic uses shall be encouraged. Public civic space shall be provided and function as an organizing element within the Village District. The subdivision of land and the planning of the transportation system of roadways or configuration of “blocks” within the Village District shall respect the desire to maximize roadway connections. Residential uses are encouraged with densities ranging from 12 to 30 dwelling units per acre.

Why the Use of Mixed-Use Villages?

The availability of Mixed-Use Villages provides several advantages to the City, the general public and the landowners.

- Avoidance of scattered sprawl
- Concentration of uses allows the City to focus development-infrastructure dollars in one or two areas at a time
- With much of the land held in large blocks of single ownership unified development is more easily achieved including:
 - consistent design themes;
 - more pedestrian oriented shopping experiences;
 - greater potential for mixed use development;
 - better control of traffic and preservation of roadway capacity.

Conceptual Framework

The Conceptual Framework for development of the Pine Island Road Corridor is to encourage mixed-use development nodes at key intersections with major north-south streets along the Pine Island Road.

Pine Island Road is designed to have a “modified rural section” with curb and gutter and swales for stormwater drainage. The use of curb along the roadway will allow trees and other landscaping material to be planted closer to the travel lanes to create a “green boulevard”. Major and Minor nodal development is place along the length of the roadway. The access roads parallel to Pine Island are an integral part of the Conceptual Framework and will provide alternative access and alleviate congestion on Pine Island Road. Both Pine Island Road and the access roads will have landscape treatment to denote the character of each.

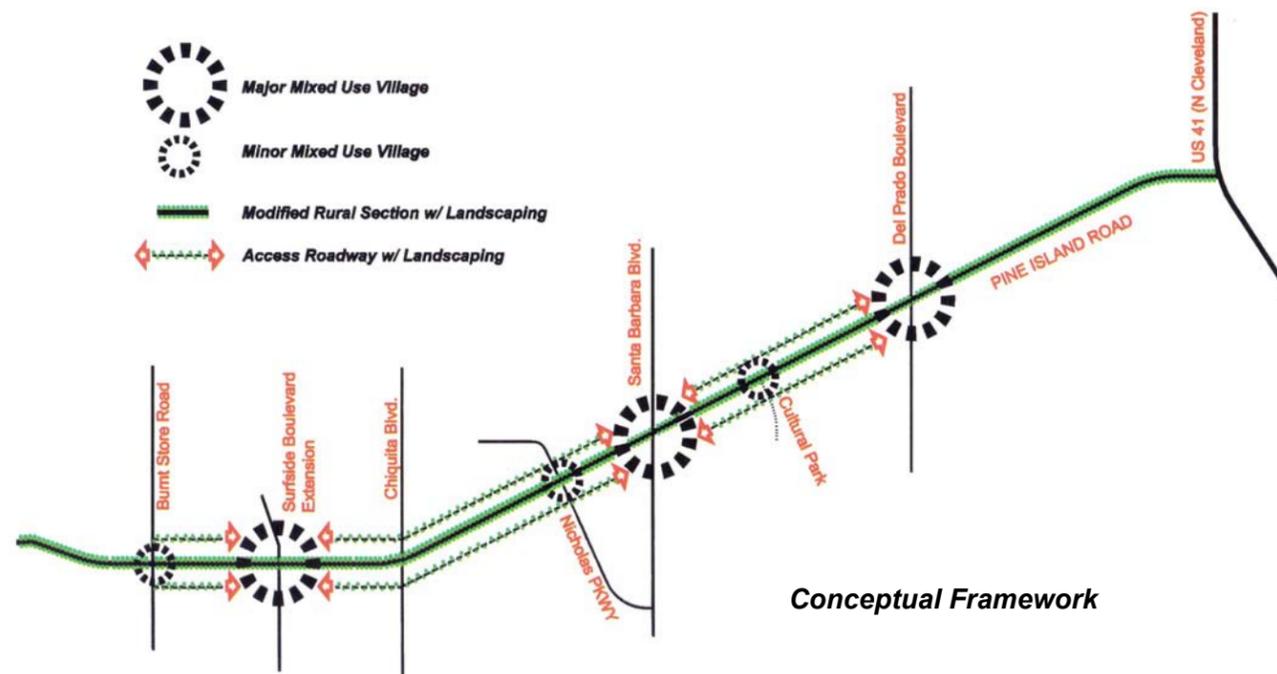
The Major Village Districts are located close to, but not always immediately adjacent to, the following intersections:

- Del Prado Boulevard
- Santa Barbara Boulevard
- Surfside Boulevard Extension

Minor Village Districts are planned at:

- Cultural Park Boulevard
- Nicholas Parkway
- Burnt Store Road

They will be accessed from signalized intersections along Pine Island Road.



The Village Districts' Design Guidelines encourage buildings at the major entry points to be done at the sidewalk line along the frontages of north-south entry streets. The main streets within the Village Districts also should be planned with build-to lines to encourage buildings to line the street frontage. This design strategy will produce a distinctive, traditional village character for the Districts. The special frontages for the Village Districts along Pine Island Road and other main streets will give these locations high visibility, and reduce the need to provide individual businesses with aggressively noticeable buildings. It is the District that should be the destination, which will benefit all the businesses within it. Again, to help create visibility for individual businesses located in the Districts, village gateway signs are recommended at key entry portals.

Mixed Use Corridor District

The land between the “villages” is the **Mixed-Use Corridor District**, which includes uses that are not as high traffic generators including office, office/warehouse, light manufacturing, institutional (schools, colleges), residential (single family and multi-family), golf courses, larger scale commercial retail (big box over 50,000 square-feet) and government uses such as parks and recreation facilities. These areas are accessed at signalized intersections along Pine Island Road and are connected to the Village Districts by the access road system.

Access Road Framework

A major contributor to the success of the proposed Mixed Use Village and Corridor District concepts is the development of a secondary access road system. This system provides alternative parallel access along Pine Island Road which:

- Provides connection to parcels of land from the limited access points provided by the FDOT access management criteria with a few minor revisions proposed.
- Provides new opportunities for commercial and mixed-use development along a new collector/arterial system
- Enables traffic circulation between villages without impacting Pine Island Road

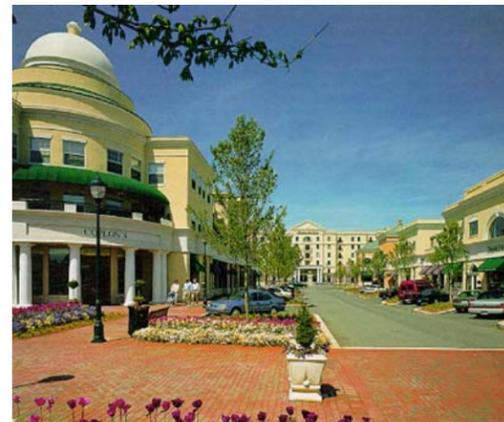
- Helps maintain the required level of service standard on Pine Island Road

This access road system is intended to parallel Pine Island Road utilizing a variety of means. These include:

- The use of existing roads where feasible
- Construction of four-lane divided roads principally along the north side of Pine Island where deep, extensive parcels exist
- Interconnected parking lots and/or two lane access drives along the south side of Pine Island where parcels are not deep

It is recommended that access to the road system from Pine Island Road be limited to the more restrictive criteria for its entire length, including the area east of Cultural Park Boulevard except for parcels that may have developed under the least restrictive criteria. However, certain changes to the FDOT criteria are indicated in the plan.





*Retail Village: Philips Place
Charlotte, North Carolina*



Winter Park Village Winter Park, Florida

Transportation

The improvements and strategies necessary to try and maintain service levels through the build-out of the City involve a comprehensive, multi-tiered process. Some of the most important elements are already in place but require constant maintenance and monitoring to be effective. Other techniques will require additional investigation as the corridor begins to take shape to determine their applicability.

2010 Transportation Analysis

- The 2010 analysis identifies the following improvements based upon corridor deficiencies resulting from land use and population increases:
 - SR78 – West of Burnt Store Road - Widen 4-lanes
 - SR78 – Burnt Store Road to Chiquita Boulevard - Widen 4-lanes
 - SR78 – Chiquita Boulevard to Pondella Road - Widen 6-lanes
 - NE 24th Avenue – Diplomat Parkway to SR78 - Widen 4-lanes
 - Andalusia Boulevard and Cultural Park Boulevard - New 4-lane Realignment
 - Del Prado Boulevard – SR78 to Kismet Parkway - Widen existing 4-lane
 - Double left turn lanes at Del Prado Boulevard and SR78 on all intersection approaches.
 - Double left turn lanes on westbound SR78 at Santa Barbara Boulevard.

Existing Element

- Implement Ordinance 98, Amendment to the City of Cape Coral Land Use and Development Regulations - Parallel Access Street System. Review the existing proposed ordinance and amend as needed to reflect the proposed Urban Framework included in the Pine Island Road Corridor Master Plan.

Future Elements

- Connectivity to adjoining Neighborhoods (back of lot) - Residents were generally in favor of internal connections on a limited basis to provide internalization of traffic.
- Growth Management - Maintaining the minimum level of service LOS standards on Pine Island Road through the development of the corridor is a serious challenge. The minimum LOS "C" on

Pine Island Road west of Del Prado Boulevard is due to the Florida Interstate Highway System designation related to hurricane evacuation and should not be compromised.

- Corridor Right-of-Way Preservation - The build-out forecast presents a future condition with numerous roadways seriously over capacity. The long-term solution may involve expansion or upgrading of existing roadways to add lanes or improve capacity with access controls and may include new roadway corridors.

The plan provides definitive recommendations regarding:

- Location and intensity for the Mixed Use Village Districts
- Needed changes for the City's Future Land Use Element
- Design Guidelines for future development within the Villages and Corridors
- Marketing and implementation strategies for the City



*Town Homes / Urban Life Style
Celebration, Florida*

Land Use Framework

The specific Land Use Framework for the corridor is organized in the previously mentioned categories of *Village* and *Corridor Districts*. The following is a general listing of the permitted use for each District.

Village District:

- Retail food and grocery (less than 50,000 SF no outdoor storage)
- Retail drug store (less than 50,000 SF no outdoor storage)
- Retail hardware, etc. (less than 50,000 SF no outdoor storage)
- Retail department, apparel and accessory stores (less than 50,000 SF)
- Retail package liquors (less than 50,000 SF no outdoor storage)
- Retail specialties: toys, sewing, equipment, camera, TV, music, video, gifts, stationary, books, luggage, etc. (less than 50,000 SF no outdoor storage)
- Retail newsstand, books (less than 50,000 SF no outdoor storage)
- Retail pet stores, in a completely enclosed structure (less than 50,000 SF no outdoor storage)
- Restaurants and delicatessens including outdoor cafes (less than 50,000 SF no outdoor storage)
- Cocktail lounges and bars
- Indoor amusements (bowling, pool, billiards, and similar uses) (less than 40,000 SF)
- Banks and other financial institutions with a maximum of 3 drive thru windows

- Pet store (less than 50,000 SF no outdoor storage)
- Theaters movie and drama
- Personal services (barber shops, fitness clubs, etc.)
- Non-medical offices and services, including business and government offices.
- Medical and dental offices, services, laboratories, clinics
- Day care facilities
- Repair services – small items (shoes, apparel, TV and radio, business machines, and similar uses)
- Social, fraternal and recreational clubs and lodges.
- Places of Worship
- Laundromats, laundry and dry cleaning pick-up stations.
- Automotive service station limited with convenience store (by special exception)
- Passive recreation (civic space)
- Libraries, police sub-stations
- Light infrastructure (water wells, water tanks, sewage pump stations, electric substations, etc.)
- Multi-family residential uses including residential above office and/or retail uses.
- Assisted Living Facility
- Hotel/Motel and Resort

Corridor District:

- Retail food and grocery.
- Retail drug store
- Retail building materials, hardware, etc. (outdoor storage by special exception)
- Retail department, apparel and accessory stores
- Retail package liquors
- Motion picture theater
- Retail specialties: toys, sewing, equipment, camera, TV, music, video, gifts, stationary, books, luggage, etc.
- Retail newsstand, books
- Retail pet stores, in a completely enclosed structure.
- Restaurants and delicatessens
- Cocktail lounges and bars
- Indoor amusements (bowling, pool, billiards, and similar uses)
- Banks and other financial institutions with drive-thru facilities
- Veterinary hospitals
- Personal services (barber shops, fitness clubs, etc.)
- Offices and services, including medical, business and government offices and services
- Day care facilities
- Repair services – small items (shoes, apparel, TV and radio, business machines, and similar uses)
- Social, fraternal and recreational clubs and lodges, including assembly halls
- Laundromats, laundry and dry cleaning pick-up stations.
- Automotive service and repair, including car wash without major mechanical repair
- Active and passive recreation
- Light infrastructure related to the permitted principal uses (water wells, water tanks, sewage pump stations, electric substations, etc.)

- Hotel/Motel.
- Warehouse
- Schools
- Light industrial manufacturing
- Single-family, Duplex and Multi-family residential (not less than 100 units subdivision or combined)
- Golf Courses
- Chemical and Allied Product Manufacturing, Group I

Promenade Westlake Village California



Implementation Strategies

The process of implementing the vision outlined in the preceding pages began well over a year ago. The input of private citizens, business leaders, governmental agencies, land owners and developers begins to establish the public-private partnership that is needed to create the vision of the community for this critical area. They recognized that the old model was not the form or image that the City should foster for this area. Through the help of their consultants the community and stakeholders have developed alternatives that would create a more liable and economically sustainable environment. The potential market and the community character have been identified, now it is time to put in place a vehicle to oversee and manage the process. Ultimately, private developers will invest their time and money into creating the type of places this plan and community environ for this corridor.

The City has and will continue to play a leading role in establishing the organization, policy direction and funding for implementing the plan.

The implementation of the Pine Island Road Corridor Master Plan includes but is not limited to the following actions:

Land Use

- Amend Cape Coral's Comprehensive Plan
- Develop the Overlay Zoning District Code
- Research and develop implementation incentives such as floor area ratios, parking requirements, etc.

Transportation/Environmental/Utilities

- Define the strategy for right-of-way acquisition
- Develop the Corridor Drainage Master Plan

Design and Development

- Recommend design incentives
- Design a fast track permitting process

Marketing and Promotion

- Promote the Corridor as Regional Activity Center
- Assist Landowners interested in the Corridor

Capital Finance

- Identification of potential Federal and State funding mechanisms
- Research funding sources for public improvements

Business/Economic Incentives

- Recommend impact fee credits for infrastructure improvements
- Technical assistance to developers seeking grants to fund development according to the Master Plan

Intergovernmental Coordination

- Plan review and approval with other agencies

Legal Review

- On-going legal review by City Attorney

Where do we go from here?

- Review the comments from public
- Review/recommendations from Planning and Zoning Commission
- Review/adoption by City Council
- Begin preparation of implementation tools/mechanisms