



Page Park *Community Plan*

Page Park Community Plan

Lee County Board of County Commissioners

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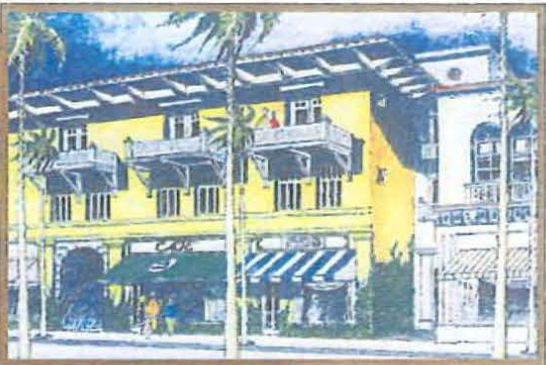
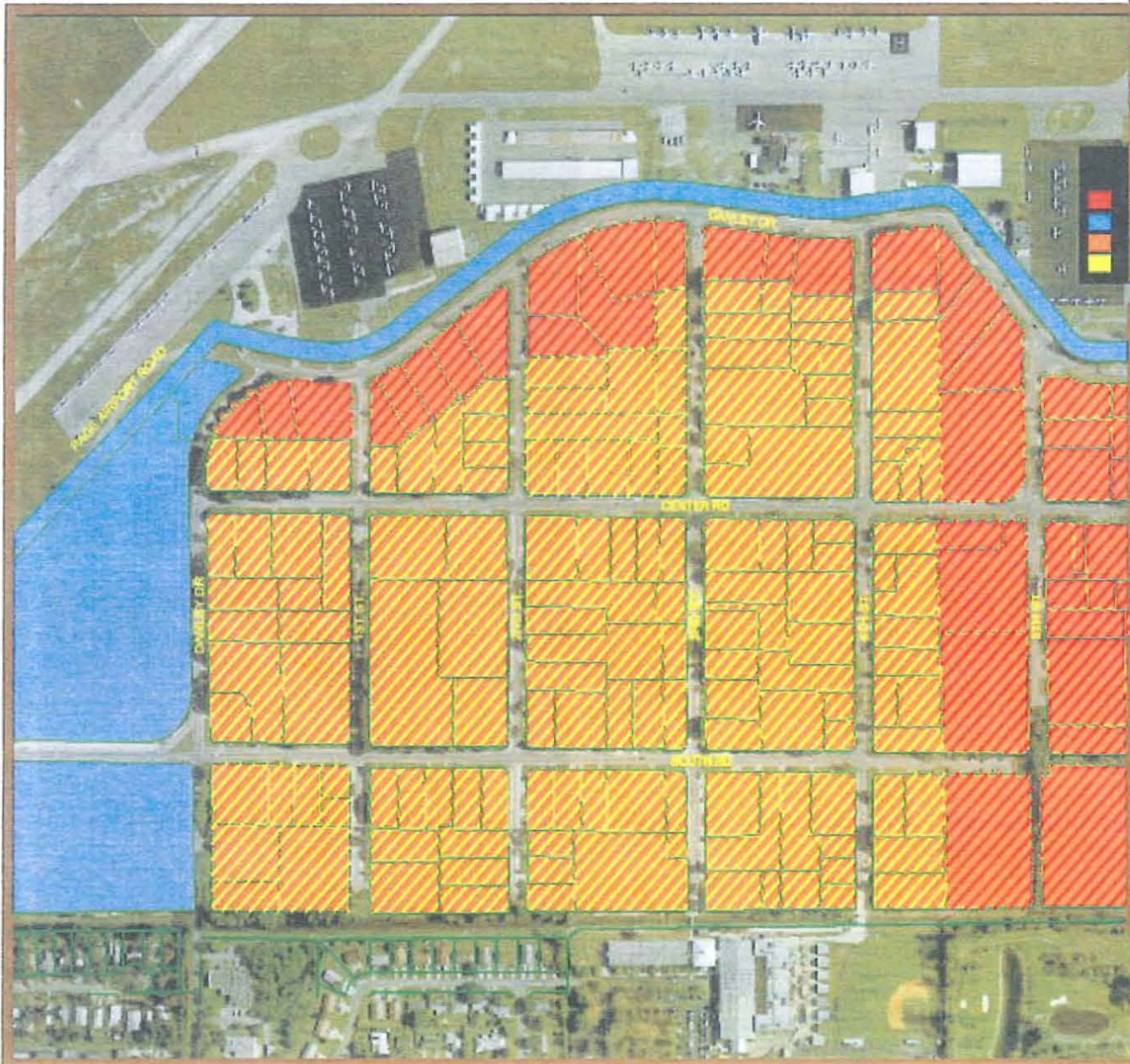
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Page Park

I Summary

Summary

Why a Community Plan?

Page Park is unique; it was once the barracks and support area for Page Field Airport, a military installation during WWII, and is now a 136 acre community with a mix of residential, industrial and commercial uses surrounded by mostly non-residential uses. With the amount and intensity of development and growth expected for the South Fort Myers area in the next 10 to 15 years, Page Park's ideal location between the commercial/retail and light industrial corridors of South Fort Myers will only amplify development pressures. Today the community is already starting to experience the early stages of these impacts. In order to slow or mitigate these pressures, the residents of the Page Park Community desire to have a Community Plan in place to help them direct the type and amount of development and growth they wish to have in their community as they start to find it increasingly difficult to maintain the integrity of their neighborhood and ensure affordable housing for the future.

Recognizing the need for local residents to have a strong voice in planning their communities, Lee County has developed a grant program for grass-roots planning. In 2005, Page Park received a \$50,000 planning grant, and the DRMP consulting team was selected to prepare a new Community Plan for Page Park.

Build on Existing Strengths

Strengths

- Tax base growth potential
- Increasing investment interest
- Friendly neighborhood
- Residents feel connected to neighborhood
- Strong community leadership and resident commitment
- Compact cohesive, neighborhood
- Numerous opportunities for redevelopment

Page Park has numerous strengths and assets with vast potential for helping the community to be transformed into a vibrant, economically viable, mixed use community.



Page Field Airport and the Page Park community to the south, then and now

Page Park has a lot going for it. It is in a great location with many work and business opportunities, and transportation corridors, including public transit, in close proximity. It is a close knit neighborhood with strong leadership. There is vast potential for redevelopment and increased tax-base growth possibilities. It has good recreation amenities nearby available for all residents to use, and while still not yet 100 percent complete, Page park has most neighborhood amenities in place such as sidewalks and street lighting.

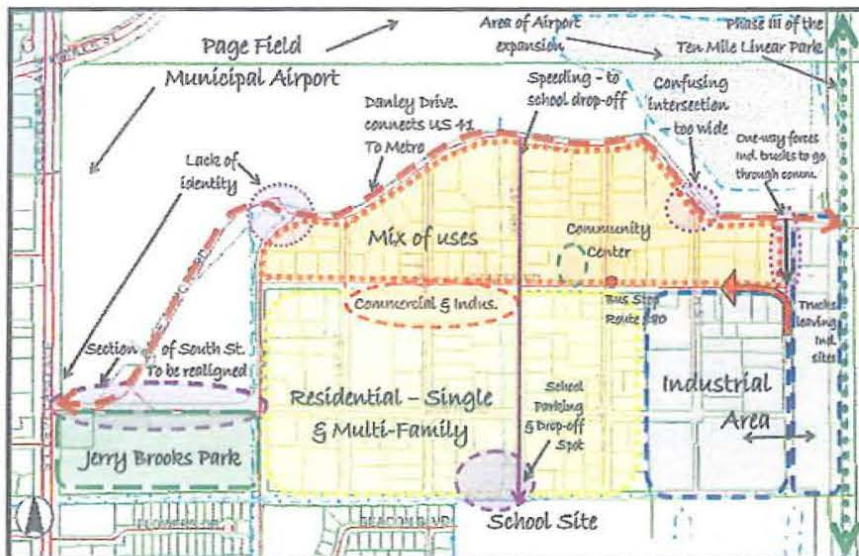
With careful consideration of existing strengths, assets and challenges, coupled by a strong willingness to capitalize on the potential for redevelopment and maintain the small village atmosphere, the Page Park Community is ready to move forward and has taken a big step in defining its future.

Assets

- Attractive mature oak tree canopy
- Vacant land for fill-in development
- Proximity to main traffic corridors
- Proximity to work and businesses
- Page Field as neighbor
- Access to public transit
- Good "grid" circulation
- Jerry Brooks Park
- Proximity to Ten Mile Linear Park

Responding to "Key Issues"

As a result of on-site inventory, the Visioning Survey conducted by the consulting team and monthly meetings with the Page Park Planning Panel and citizen group, a number of "Key Issues" critical to the success of the Community Plan were identified.



Page Park inventory of existing conditions

Key Issues

- Limited amount of good housing stock
- Cut-through traffic in neighborhood
- Speeding traffic in neighborhood
- South Street safety by Brooks Park
- Lack of sewers in entire area
- In need of water line and facility upgrade
- Hurricane damaged trees may become a liability
- Lack of sufficient code enforcement
- Deteriorating conditions of housing stock & buildings
- Non-owner occupied dwellings or absentee landlords
- Perception of high crime
- Potential industrial impacts to abutting residential area
- Illegal debris dumping
- Lack of development/redevelopment incentive
- Need for restaurants
- Lack of parking on commercial sites
- Lack of trees/landscaping

Conceptual Plan Elements and Recommendations

As a result of reviewing and analyzing existing community conditions, feed-back from the Community Workshop, survey results, and numerous public meetings with the Page Park Planning Panel, a number of community “focus areas” were identified. These focus areas are addressed as proposed elements of this plan which contains proposals for future land use, private sector development opportunities, and recommended public investment in capital improvements.

Implementation Strategies

Implementation of the Page Park Community Plan will require coordinated efforts by the County, the Page Park Planning Panel, local businesses, property owners, and residents through a series of actions and events. An assortment of proposed programs, incentives, and regulations could be utilized to attract the desired development and redevelopment is suggested. The Plan also provides some possibilities and ideas where money for capital improvements, business financial assistance, and funding related to housing may be found and acquired if certain criteria are met.

Focus Areas

- Land Use
- Transportation and Roadways
- Recreation
- Infrastructure
- Community Safety
- Code Enforcement
- Appearance

The Plan

The Page Park Community Plan is organized into the following Sections:

- Section II
 Background
- Section III
 Community Character
- Section IV
 Conceptual Plan Elements and Recommendations
- Section V
 Funding Sources and Implementation Strategies
- Section VI
 Recommended Goals, Objectives and Policies
- Section VII
 Appendices

Recommended Goals, Objectives and Policies or GOPs

Without the GOPs the Page Park Community Plan would become another documented planning effort to sit on the shelf like so many plans before it. However, it is the intent of this planning effort for the Page Park Community Plan to be reviewed and adopted by the Lee County Board of County Commissioners, and ultimately be incorporated into the Lee County Comprehensive plan to serve as a guide for developers, property owners, County staff, and the Board of County Commissioners when development activity is being conceived, planned, reviewed and undertaken. These policies will supplement the Goals, Objectives and Policies currently adopted in the County’s Comprehensive Plan, and often serve better than specific land use standards by allowing for creativity and innovation in land use planning.



Military Recreation at Page Field



Page Park

II History & Background

What's in a Name?



**Page Park
Community
Club**

To the Fort Myers community, the names of Page Field and the adjacent Page Park have been well-known and commonly used for the past sixty years. However, many people have little or no idea of the origins of the name, "Page".

Page Field and Page Park were named after U.S. Army Captain Richard Channing Moore Page, a local World War I Army hero. When the war started, Page became the first Floridian to join the Army Aviation Corps, as well as the first Floridian to become an officer in that branch.



In 1918, he received the Distinguished Service Cross and the Croix de Guerre, among other awards, following his air exploits on the western front, which included bringing down at least three German planes, and probably more.

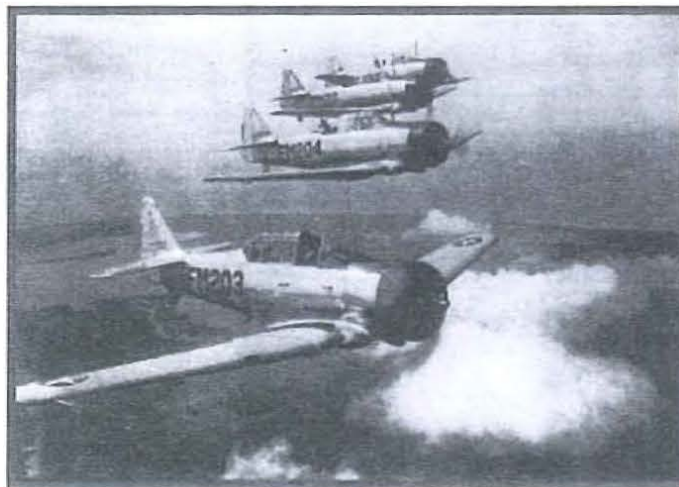
Page returned from the war and opened the first seaplane charter service in Florida. In 1920, he died tragically at the age of 27, when he and his mechanic, Thomas Colcord were transporting the Lee County Tax Assessor G. Hunter Bryant and crashed near the Everglades.

Early History

The Early Days Begin with the Page Field Airport

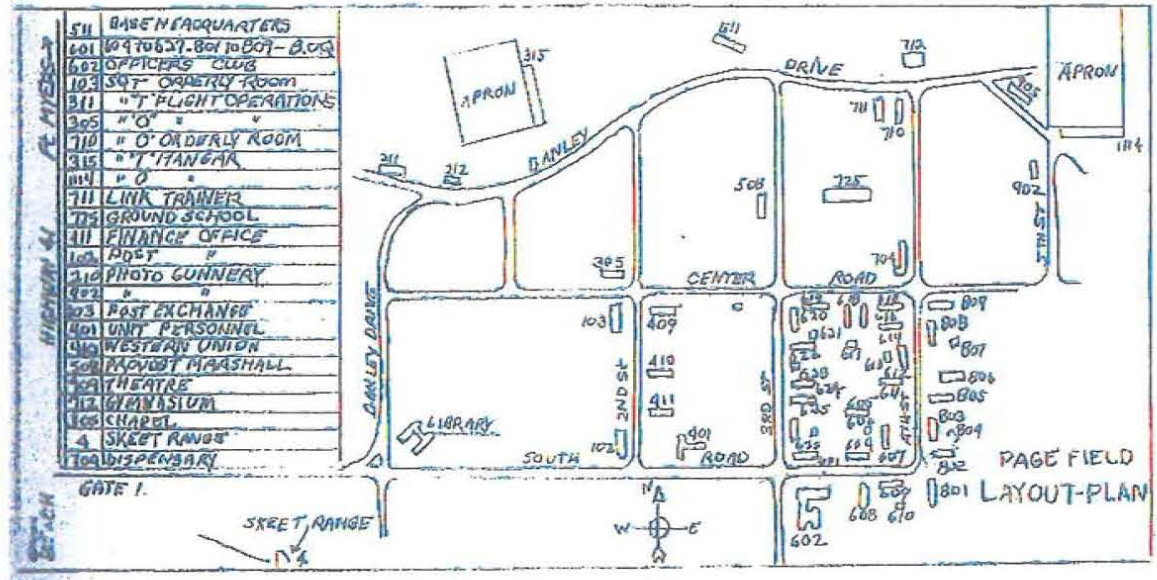
Purchased in 1923 by the City of Fort Myers, Page Field was initially intended to become a golf course. As it evolved into an airport, it was called by several names, including the Fort Myers Airport and the Lee County Airport. The airport opened in 1935, with dirt and sod runways that would flood during heavy rains. In 1937, National Airlines was the first commercial carrier to add a Fort Myers route, when a round trip flight to Miami cost \$13.50! But the muddy runways were problematic, and National refused to continue flights until 1940, when the Works Progress Administration constructed concrete runways.

World War II brought thousands of military personnel to Fort Myers. Following Pearl Harbor, the Army leased the airport from Lee County for use as a training base. Soldiers nicknamed the base “Palmetto Field”, and in May 1942, the Lee County Commission adopted a resolution officially changing the name of the airport to Channing Page Field.



The War Years

At its peak, approximately four thousand people were stationed at Page Field, including 225 German POWs from Camp Blanding who were brought to Page Field in early 1945. Many of these men labored digging ditches and other forms of mosquito abatement related tasks.



Adjacent to the runways, wood barracks and a terminal, was a small area that became the Page Park community. During war years, the Army established a full-service base in what is now known as Page Park. It was complete with a library, theater, gymnasium, chapel, dispensary, post office, and post exchange, as well as an officers club, which remains today on the southeast corner of South Road and 3rd Street.

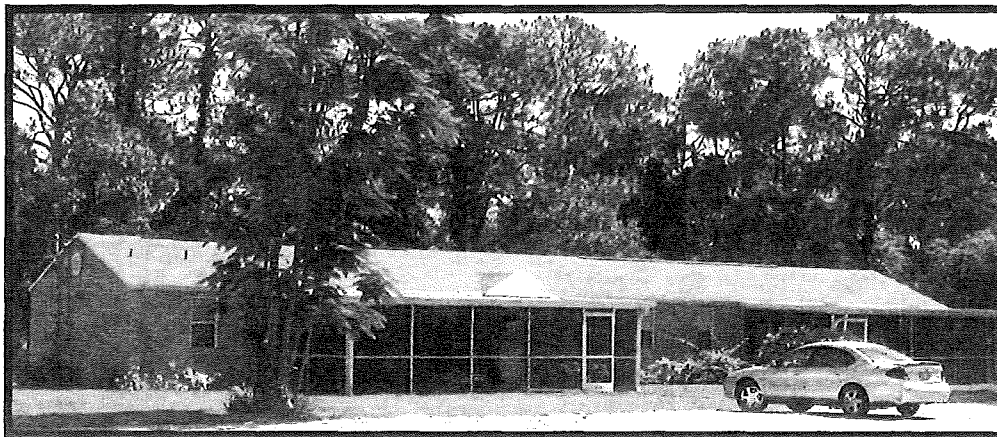
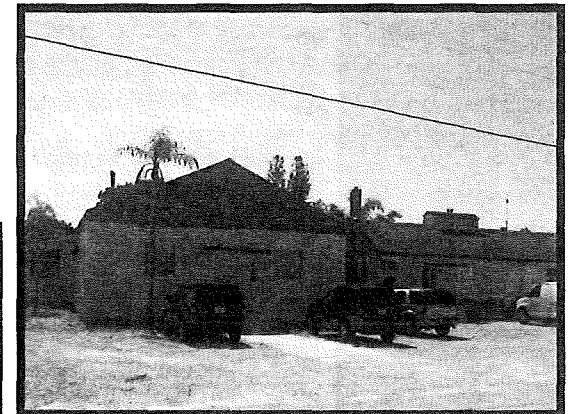
Return to Civilian Use...The Page Park Community

Page Field Airport was returned to Lee County in September 1945.

Although the County owned the land, the U.S. government owned the many buildings that had been constructed throughout the area. By 1947, a full-scale sale of the former barracks and housing units began when the government began selling them to returning soldiers and their families. Thus, the Page Park community began. The war veterans bought the land from Lee County and the houses from the federal government.

Typically a veteran purchased a house with slightly over an acre of land for a price ranging from \$600 to \$1,000. This included a septic system because, although the Army had built sewers, Lee County had not maintained them and they were shut down. In addition, each property owner had to pay \$15 toward the construction of a County community center.

Lee County put the facility to other uses a number of years ago and replaced the original center with the Page Park Community Center located at 507 Center Road. Community Development Block Grant funds were used to refurbish the center in the last decade, and now the facility is home to a number of activities, including use as a church.



Prior Planning Efforts

The first major planning effort that took place in Page Park began with Lee County's establishment of a Community Redevelopment Area in 1990, under the requirements of Chapter 163, Florida Statutes.

At that time, the County designated a number of communities as "blighted" areas, thus qualifying them for the potential benefits of a funding source entitled "tax increment financing" and the possible use of eminent domain for redevelopment purposes. For a variety of reasons, neither of these two possible benefits to the community ever materialized.

In 1990 and 1991, a redevelopment plan was developed for Page Park, in accordance with Chapter 163, Florida Statutes. Commonly known as "The Red Book", the plan identified a number of possible development scenarios for the neighborhood, including redevelopment as a business park, infrastructure development including roads and a central sewer system, along with other goals.

In 1994-95, the County restructured several of its Community Redevelopment Areas, including Page Park, and placed them under the auspices of the Human Services Division in a new program called the Neighborhood District Program. The intent was to remove some of the districts from the CRA that had little or no potential for increasing their taxable values and place them in a program that allowed for the use of other grant funding programs to provide neighborhood improvements and social service assistance.

Through the years, the Human Services Division has prepared several revitalization plans and implemented small-scale projects, including the renovation of the Page Park Community Center, sidewalks and drainage, and the creation of a community garden. The most recent Page Park Neighborhood District Revitalization

Plan was prepared in October 2005. It established performance objectives and strategies beginning in Fiscal Year 2007. They include the following:

1. Improve public safety in the neighborhood through such activities as community policing, neighborhood watch, and hurricane preparedness training.
2. Increase opportunities for homeownership and affordable rental housing through code enforcement, neighborhood cleanups, and the development of a lien program.
3. Increase involvement by residents in neighborhood groups and activities by marketing neighborhood meetings and recruiting new participants and neighborhood leaders.
4. Increase recreational facilities and activities in the neighborhood.
5. Increase transportation opportunities as a way to improve access to jobs.
6. Improve the neighborhood's core infrastructure to promote development by identifying and allocating Community Development Block Grants (CDBG) funds for capital infrastructure improvements.
7. Increase employment opportunities and income for neighborhood residents through the development of job training programs and marketing new businesses.

Current Planning Efforts

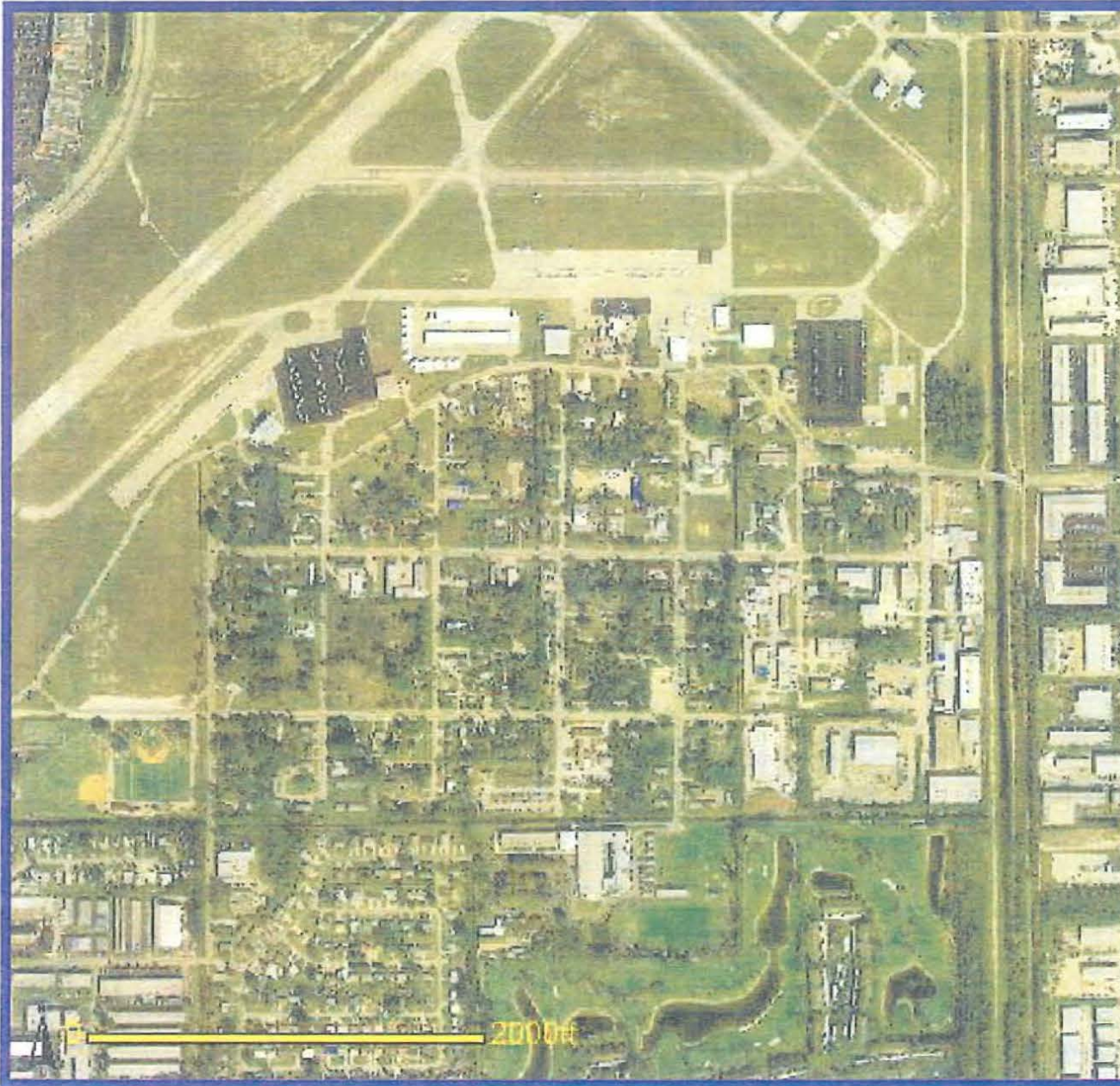
Recognizing the need for local residents to have a strong voice in planning their communities, Lee County developed a grant program for grass-roots planning. In 2005, Page Park received a \$50,000 planning grant, and the DRMP consulting team was selected to prepare a new Community Plan for all stakeholders of Page Park.

The first step in the current planning process was the establishment of the Page Park Planning Panel, the formal County committee designated to oversee the development of the Plan. The Panel met monthly with the consultants and various representatives of local government to outline and refine plan elements.

From the outset, it was understood that *public participation* from residents, business owners, and property owners was critical to the eventual success of the Plan. Early in the planning process, a neighborhood questionnaire was prepared and distributed throughout Page Park by volunteers from the Planning Panel. The survey results were then used to focus upon areas determined by the local community to be of major importance (See Appendices for the survey and results).

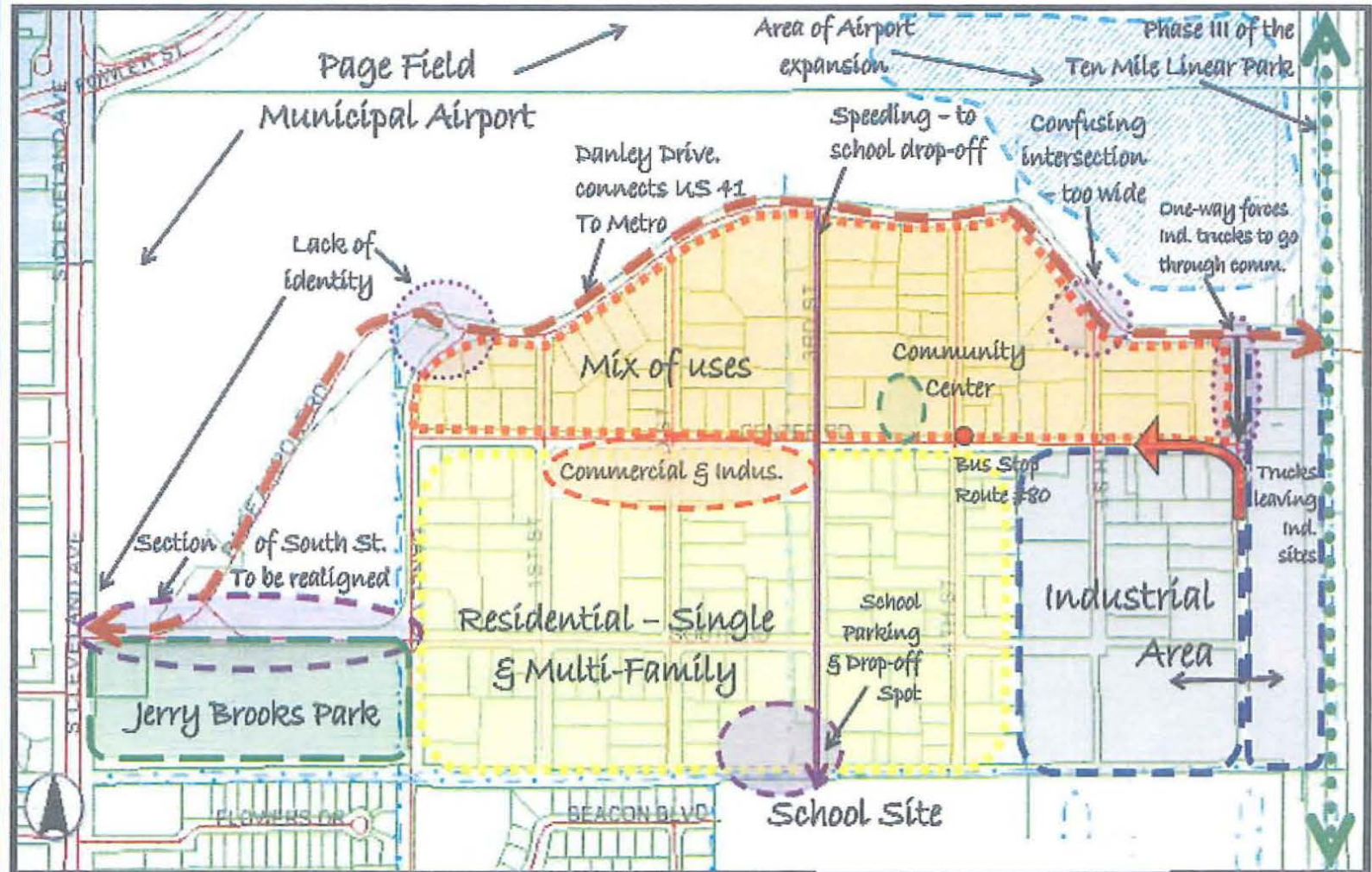
The next step was a planning charette, which was conducted in April 2006. Over 25 citizens (almost one-quarter of the property owners) participated, resulting in refinements to the overall Community Plan recommendations contained in this document.





III Community Character

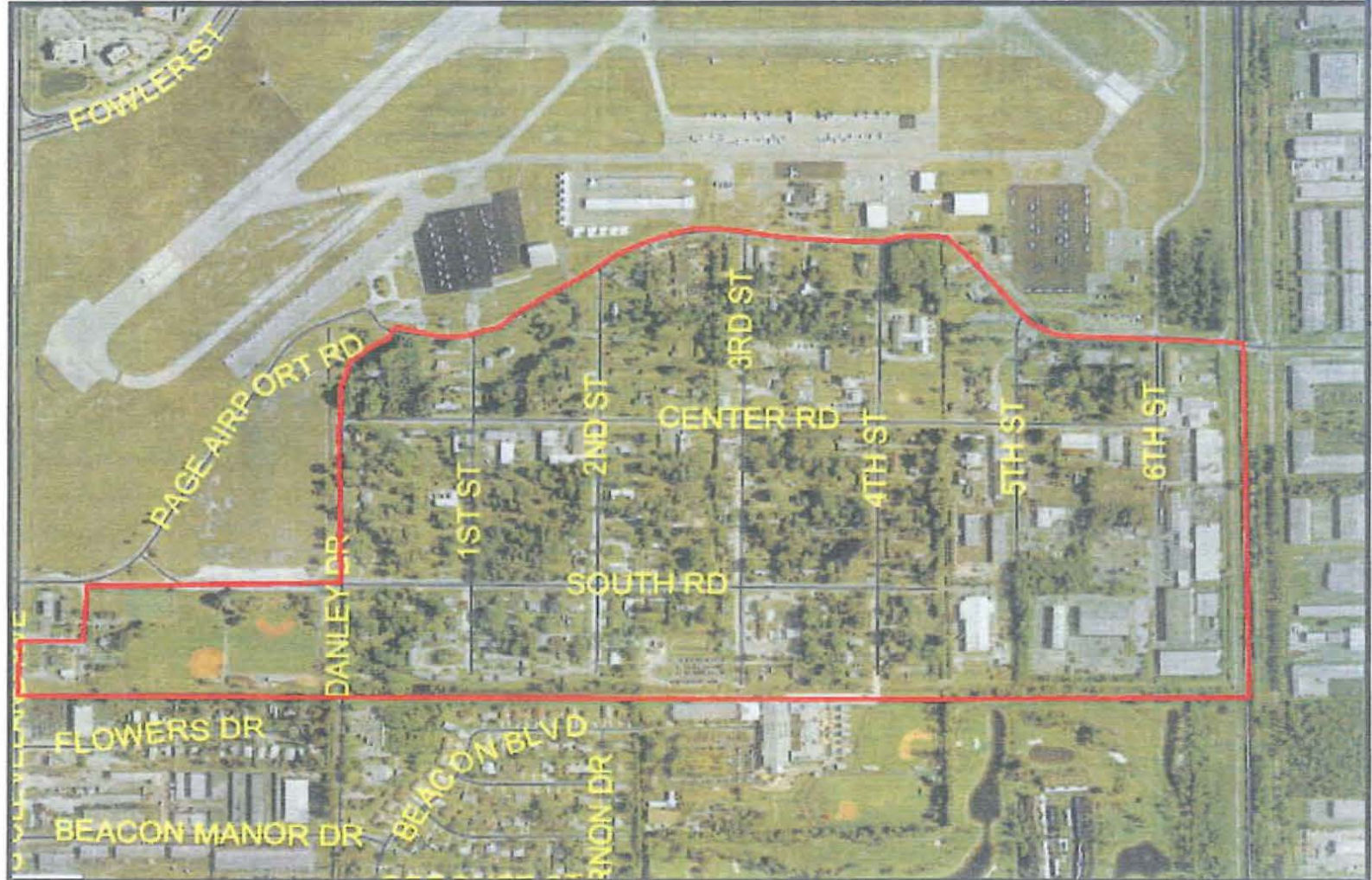
Page Park Attributes—As it is Today...



Inventory Sources

Information for this section was collected from several sources, including previous planning studies, site visits, public workshops, interviews with County staff, technical documents, and interviews with citizens and property owners in Page Park. The goal of this character inventory is to provide a general understanding of the existing conditions in the Page Park Community and to establish a foundation for the recommendations.

Page Park Boundary



The Page Park Community is a 136± acre residential, commercial, and industrial subdivision which is bound on the north by Page Field, U.S. 41 (Cleveland Avenue) and Danley Drive to the west, Iona Drainage District (IDD) Canal "L" to the east, and IDD Canal "L-7" to the south and is located in the South Fort Myers Planning Community of Lee County.

Community Character

Page Park is located in the South Fort Myers Planning Community of Lee County. The Lee Plan describes the South Fort Myers Planning Community as follows:

“South Fort Myers is located in the center of Lee County, South of the City of Fort Myers, east of the Caloosahatchee River, west of the Six Mile Cypress Slough, and north of Gladiolus Drive. This community primarily has the higher intensity land use categories such as Intensive Development, Central Urban, Urban Community, Industrial Development, and Suburban. This community contains one of the county’s major hospitals, a baseball spring training facility, and the local community college. This community will be nearly built out by the year 2020. The South Fort Myers Community will continue to be a core area of the county providing office areas for professional services in areas such as financial and medical. There will also be an increased amount of commercial activity along the US 41 corridor and light industrial uses will continue to expand along the Metro Avenue corridor north of Daniels Parkway. The amounts of commercial and industrial uses in this community are expected to double and most of the suitable land for these uses will be developed by 2020. The residential areas of this community will also continue to develop through the year 2020 however the popularity of the residential opportunities to the south in the San Carlos/Estero and Bonita communities will continue to dominate this segment of the market. This community will grow from a 1996 permanent population of 46,000 to approximately 52,000 in 2020. In 2020, this community will still be 4,000 permanent residents from its build out population. While this community is not as heavily influenced by the seasonal population as the communities to the south, in season, South Fort Myers is expected to have a population of over 60,000 in the year 2020.”

With the amount and intensity of development and growth expected for the South Fort Myers area in the next 10 to 15 years, Page Park’s ideal location between the commercial/retail and light industrial corridors of South Fort Myers will only amplify these development pressures; today the community is already starting to experience the early stages of these impacts. In order to slow or mitigate these pressures, the residents of the Page Park Community desire to have a community plan in place to help them direct the type and amount of development and growth they wish to have in their community, as they start to find it increasingly difficult to maintain the integrity of their neighborhood and ensure affordable housing for the future. It is with this intent, that the inventory of existing community conditions and characteristics was conducted.

Page Park is characterized by a variety of land uses: residential (single and multi-family); commercial; industrial; institutional or governmental; and vacant property. West of the Danley Drive boundary, Jerry Brooks Park—a large 10 acre County park—is also considered part of the Page Park Community. Throughout the Page Park Community, many of these existing land uses are often in conflict with one another; where industrial use abutting residential is not an isolated case, but the norm in many instances. These incompatible uses often create impacts to the residents in terms of noise, visual eyesores, odors, and traffic.

Laws of the Land

Existing Land Uses

The residential uses are more concentrated on the western side of the community with a solid mix of both single family and multi-family housing. Even in this predominately residential section, some industrial and commercial uses exist along Center Road. The eastern portion of the Page Park Community is dominated by industrial uses, many of which have been at this location for many years.

Existing Land Uses within Page Park			
Classification	Number of Parcels	Acreage	Percent (%)
Commercial	5	4.33	3.19
Industrial	26	38.88	28.66
Single Family Residential	52	26.02	19.18
Multi-Family Residential	65	31.90	23.51
Vacant	36	26.82	19.77
County owned	11	7.71	5.68
Total	195	135.66	100.00

Page Park Community is an area of approximately 135.66 acres in size and contains 195 parcels of land. There are six different existing land uses within the Page Park Community, however most properties fall within four major groups: Industrial (38.88 acres or 28.66%), Multi-Family Residential (31.90 acres or 23.51%), Vacant Land (26.82 acres or 19.77%), and Single Family Residential (26.02 acres or 19.18%).

Zoning Districts

Like Page Park's existing land use, the zoning designations found within the Page Park Community are varied and often in conflict with one another. Occurrences of Industrial Light (IL) zoned properties abutting residentially zoned properties (TFC2) is not uncommon. The following zoning designations are currently found throughout Page Park:

- *CG general commercial district.* The purpose and intent is to permit the designation of suitable locations for and to facilitate the proper development and use of consumer-oriented commercial facilities which are of a type or scale which are not suited for and do not generally seek locations in neighborhood, community or regional shopping centers.
- *C-1A, C-1 and C-2 commercial districts.* The purpose and intent is to regulate the continuance of commercial and select residential land uses and structures lawfully existing in the C-1A, C-1 and C-2 districts as of August 1, 1986, and as originally permitted by the county zoning regulations of 1962, as amended, and 1978, as amended, respectively.
- *CS-2 special commercial office district.* The purpose and intent is to permit the designation of suitable locations for the proper development of standard office space for various purposes, as well as a number of other low-impact uses that can be allowed by special exception in particular circumstances.

Existing Zoning Map

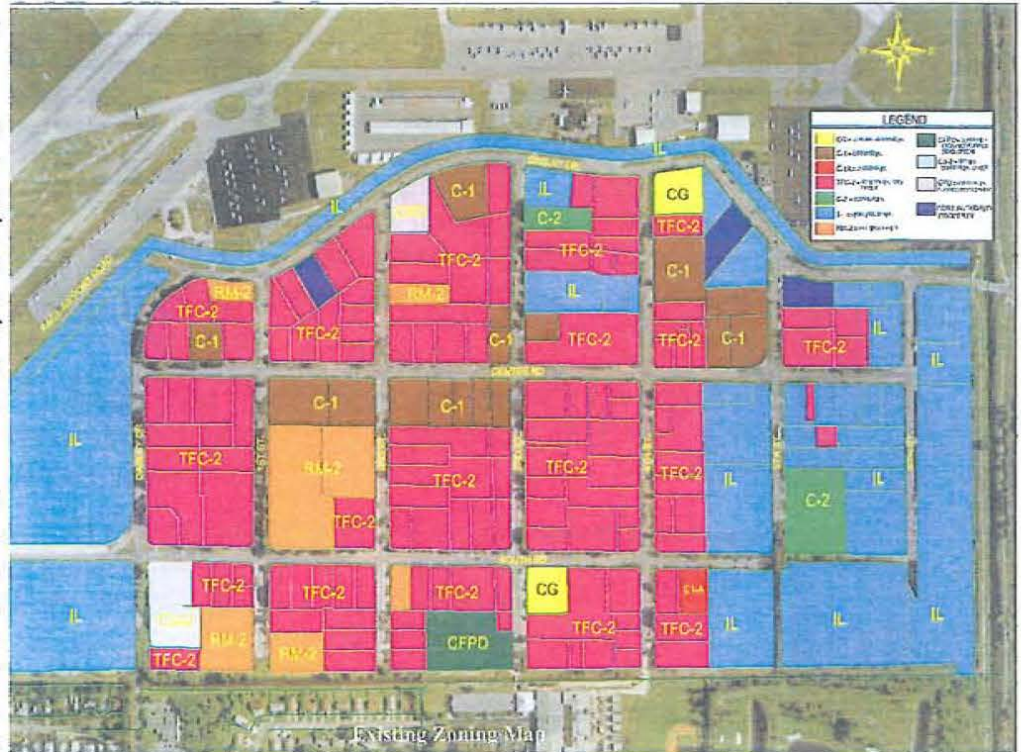
by special exception in particular circumstances.

- CPD commercial planned development district.* The principal uses of any commercial planned development are generally the retail sale and distribution of consumer goods and services, or the provision of standard office space for various purposes, including the delivery of professional services or financial services, or for the administration of business and general business purposes.

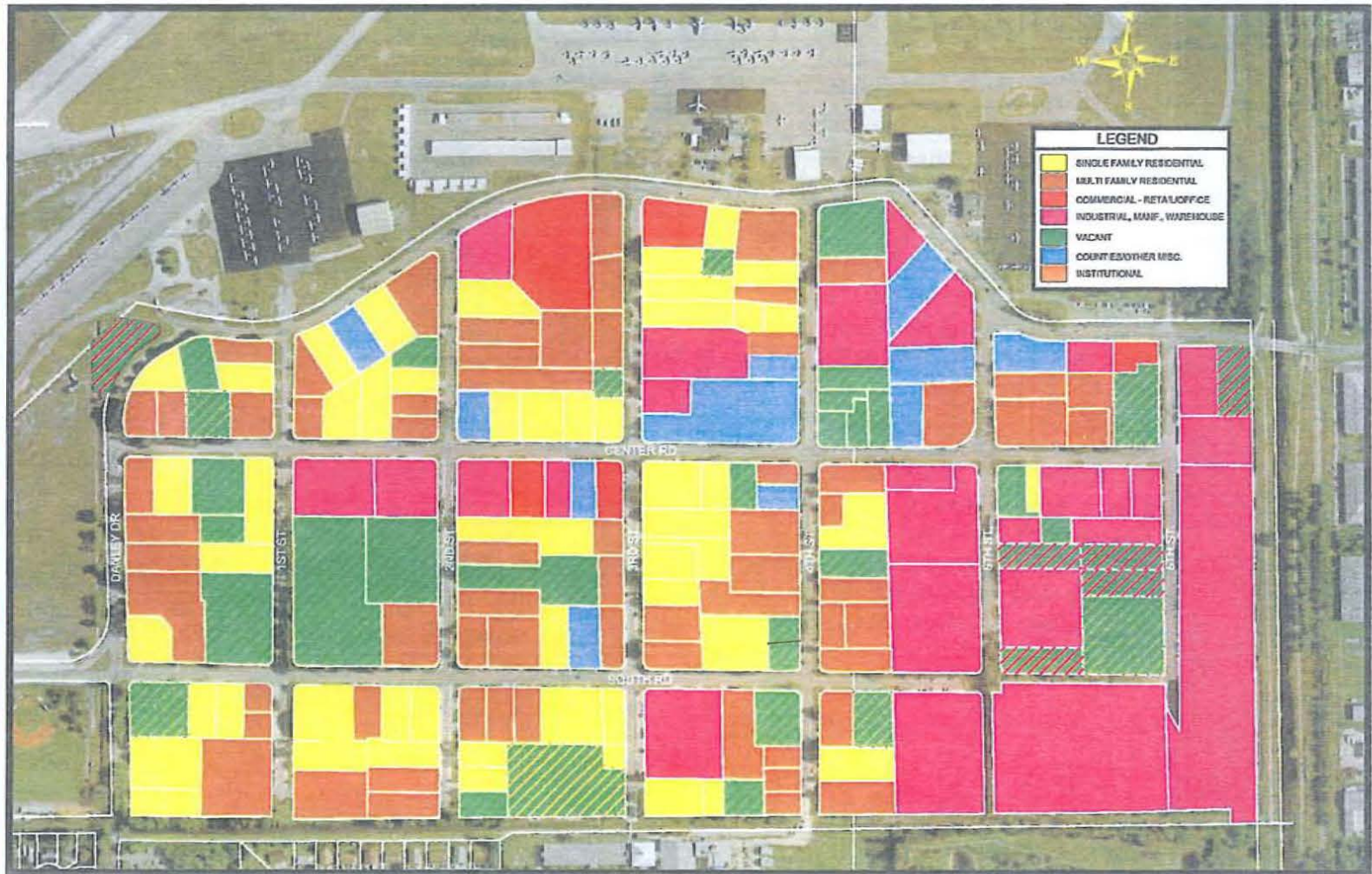
- CFPD community facilities planned development district.* The purpose is to accommodate those governmental, religious and community service activities which frequently complement and are necessary to the types of activities permitted in other zoning districts, but which, due to the size, intensity or nature of the use, and the potential impact on adjacent land uses, roads or infrastructure, should not be permitted as a use by right in those districts.

- IL light industrial district.* The purpose and intent is to permit the designation of suitable locations for and to facilitate the proper development and use of areas devoted to various light industrial and quasi-industrial commercial uses. While it is presumed that most industrial processes will take place within enclosed buildings, any activity not taking place within a building shall take place within a yard enclosed by an opaque wall or fence.

- RM-2 residential, multi-family.* The purpose is to designate suitable locations for residential occupancy of various types of conventional residential buildings for projects which are not already approved planned unit developments or which fall below the criteria for residential planned developments, and for facilitating the proper development and protecting the subsequent use and enjoyment thereof.



Existing Land Use Map

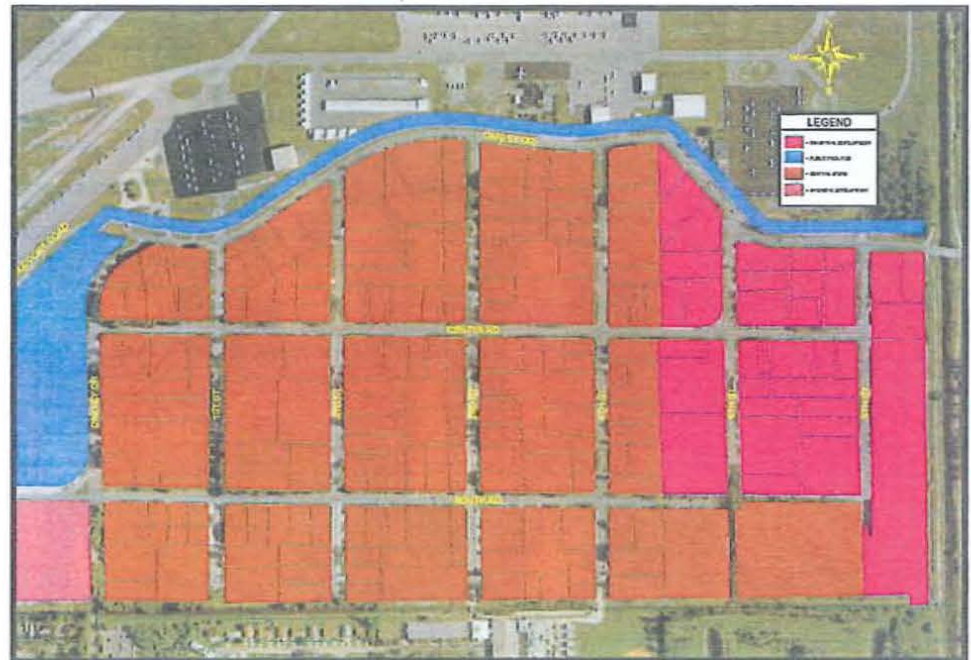


Page Park Community is an area of approximately 135.66 acres in size and contains 195 parcels of land. There are six different existing land uses within the Page Park Community, however most properties fall within four major groups: Industrial (38.88 acres or 28.66% in pink), Multi-Family Residential (31.90 acres or 23.51% in brown), Vacant Land (26.82 acres or 19.77% in green), and Single Family Residential (26.02 acres or 19.18% in yellow). Commercial (4.33 acres in red) and County owned land (7.71 acres in blue) makes up the remainder of uses. Many uses within Page Park often exist to the detriment of its abutting property.

- *TFC-2 residential two-family conservation district.* The purpose and intent of the TFC residential two-family conservation district is to recognize and protect existing two-family residential developments, lots, structures and uses, previously permitted but not conformable to the regulations for the other two-family residential districts set forth and to accommodate residential use of existing lots that were nonconforming under previous zoning regulations.

Future Land Use

Page Park has a Future Land Use designation of Central Urban and Industrial Development. The Central Urban areas can best be characterized as the "urban core" of the county. This is the part of the county that is already most heavily settled and which has or will have the greatest range and highest levels of urban service, i.e. water, sewer, roads, schools, etc. Residential, commercial, public, quasi-public, and limited light industrial land uses will continue to predominate in the Central Urban area. This category has a standard density range from four dwelling units per acre (4 du/acre) to ten dwelling units per acre (10 du/acre) and a maximum density of fifteen dwelling units per acre (15 du/acre).



Page Park Future Land Use Map (FLUM) Brown is Central Urban; Pink is Industrial Development

Per the Lee Comprehensive Plan, "Industrial Development areas play an important role in strengthening the county's economic base and will become increasingly important as the county grows in size and urban complexity. To a great extent, these are the areas to which Lee County must look for expanded job opportunities, investments and production opportunities, and a balanced and sufficient tax base. These areas have special locational requirements that are more stringent than those for residential areas, including transportation needs (e.g., air, rail, and highway); industrial levels of water, sewer, fire protection, and other urban services; and locations that are convenient for employees to reach. Industrial Development areas are to be reserved mainly for industrial activities per se, as well as for selective land use mixtures such as the combined uses of industrial, manufacturing, research, properly buffered recreational uses and office complexes that constitute a growing part of Florida's economic development sector."

Characteristics

Lot Size and Configuration

Page Park was laid out prior to current minimum lot size and buffering requirements. Consequently, many of the lots do not comply with current Lee County standards. Many properties were built prior to 1950 as military housing, and are now nonconforming to existing codes with regard to setbacks, parking, lot dimensions and lot coverage. Furthermore, the layout of the lots is erratic, since many were platted lots that pre-date most of the residential development within Lee County.

The lots in Page Park are not of a consistent dimension or size. They range from 50 feet by 178 feet (8,900 square feet), to 176 feet by 252 feet (44,352 square feet) in dimension. Some peripheral lots are irregular in shape due to the influence of Danley Drive which is a curved road.

Due to the size, configuration or layout, many Page Park lots that have since become industrial or commercial development sites often lack sufficient parking to accommodate the commercial or industrial use, causing parked cars to spill onto the streets or vacant abutting properties.

Population and Demographics

According to the U.S. Census Bureau, Page Park is designated as a Census Designated Place (CDP). A CDP is defined by the U.S. Census as “a geographic entity that serves as the statistical counterpart of an incorporated place for the purpose of presenting census data for an area with a concentration of population, housing, and commercial structures that is identifiable by name, but is not within an incorporated place. CDPs usually are defined cooperatively with state, local, and tribal officials based on Census Bureau guidelines. For Census 2000, for the first time, CDPs did not meet minimum population threshold to qualify for the tabulation of census data.” In other words, Page Park is a self contained neighborhood that has definable boundaries making it more convenient for data collection. According to the 2000 Census data, the following table is the population, demographic and residency breakdown for this section of the County.

Page Park 2000 Census	
Total Population	524
White	453
Black	16
Asian	1
Other	56
Hispanic	114
Male	314
Female	210
Below 20	125
20-24	52
25-44	207
45-64	108
Over 65	32
Median Age Both Sexes	32.3
Number per Households	2.23
Number of Households	235
Average Size	2.23
Family	105
Non-Family	130
Number of Housing Units	261
Occupied	235
Owner	45
Renter	190
Vacant	26

According to the 2000 Census, there were 524 people, 235 households, and 105 families residing in the CDP. The population density was 1,890.9 per square mile. There were 261 housing units at an average density of 941.8 per square mile. The racial makeup of the CDP was 86.45% White, 3.05% African American, 0.19% Asian, 0.19% Pacific Islander, 8.21% from other races, and 1.91% from two or more races. Hispanic or Latino of any race was 21.76% of the population.

There were 235 households of which 26.0% had children under the age of 18 living with them, 23.4% were married couples living together, 13.6% had a female householder with no husband present, and 55.3% were non-families. Families (non-single residences) represent 44.7% of the population, giving Page Park a lower than average concentration of families. 40.4% of all households were made up of individuals and 3.4% had someone living alone who was 65 years of age or older. The average household size was 2.23 and the average family size was 3.07.

In the CDP the population was spread out with 21.2% under the age of 18, 12.6% from 18 to 24, 39.5% from 25 to 44, 20.6% from 45 to 64, and 6.1% who were 65 years of age or older. The median age was 32 years (this is younger than the average age in the U.S.). For every 100 females there were 149.5 males while every 100 females age 18 and over, there were 147.3 males.

Housing

The neighborhood contains a variety of housing types including converted military housing dating back to its use as housing during WWII as part of the Page Park Air Base. These barrack style buildings typically housed 3 or more units per building. As can be seen from the table about 62% of the housing stock was built between 1940 and 1959. There was another spike between 1970 and 1979 with 21% of the housing stock constructed during the 1970s. With over one third of the housing stock in 3 to 4 units in one structure, it is not surprising that the ratio of rental to homeownership is approximately 81%.

A critical area of need in Page Park is the deteriorating condition of the housing stock. With the average home being more than 50 years old (median year structure built is 1956), Page Park faces continuous pressure to rehabilitate the housing stock and to construct new, higher quality housing to attract future development.

Page Park Housing Age	
Year Structure Built	Number
1990-1994	5
1980-1989	24
1970-1979	53 (20.6%)
1960-1969	16
1940-1959	159 (61.9%)

Rental properties make up a majority of Page Park's housing stock with 80.9% of the population living in a rental unit. Although renter-occupied housing itself is not a weakness, the condition of the rental properties presents one of Page Park's most significant challenges.

Page Park Housing Tenure	
Housing Tenure	Number
Owner Occupied	45
Renter Occupied	190
Renter to Homeowner	80.9%

Page Park Housing Types		
Units in Structure	Units	% of Units
1 unit – detached	76	29.6 %
1 unit – attached	13	5.1 %
2 units	61	23.7 %
3 or 4 units	96	37.4 %
5 to 9 units	6	2.3 %
10 to 19 units	5	1.9 %

Typical Page Park Household	
Vehicles per household	66.4% 1 vehicle
House heating fuel	75.6 % use electricity
Telephone service	90.5% have a telephone
Occupants per room	97.1% have 1 person /room
Average Housing Value	\$61,400
Less than 15% of household income for monthly owner cost	80.6%
Average Rental Cost	\$459 per month
35% or more – gross rent as % of household income	29.6%

Today, of the total 261 housing units in Page Park, 37% of the units are housed in 3 to 4 unit structures (what is typically called triplexes or quad-plexes in today's real estate market), followed by single family homes at 34%.

The majority of residential structures in Page Park are concrete block with shingled or tin roofs. Most of the units appear to be in fair to good structural condition, although many are in a state of disrepair requiring major rehabilitation or even removal.

With Lee County's present population of approximately 544,758, less than .1% of the population of Lee County resides in Page Park. Although there has been recent investment of public and private monies into the Page Park Community, including some housing rehabilitation in the residential areas, there are still a number of dilapidated or deteriorating structures in Page Park. Affordability of housing is an important issue for Page Park residents.



Income

The median income for a household in the CDP was \$23,600, and the median income for a family was \$30,391. Males had a median income of \$23,676 versus \$21,042 for females. The per capita income for the CDP was \$14,281.

About 13.4% of families and 13.2% of the population were below the poverty line, including 19.8% of those under age 18 and 11.9% of those, age 65 or over.

Household Income (1999)	
Less than \$10,000	20
\$10,000 to \$14,000	33
\$15,000 to \$24,999	100
\$25,000 to \$34,999	54
\$35,000 to \$49,999	38
\$50,000 to \$74,999	18
\$75,000 to \$99,999	15
Median household income	\$23,600

Family Income (1999)	
Less than \$10,000	9
\$10,000 to \$14,000	14
\$15,000 to \$24,999	25
\$25,000 to \$34,999	32
\$35,000 to \$49,999	26
\$50,000 to \$74,999	7
\$75,000 to \$99,999	6
Median family income	\$30,391

Commercial Development

The commercial/industrial portion of Page Park is primarily located in the eastern section of the community, but these uses are also found interspersed throughout the residential areas. The businesses range from office and retail, to warehousing and manufacturing. The Munter Corporation, a pollution control equipment manufacturer, previously had the single largest industrial use in the area located at the eastern most edge of Page Park. Today, although still owned by Munters, the 7.6 acre site sits mostly vacant with nothing more than a skeleton crew to oversee minimal operations.

The commercial and industrial buildings in the area are mostly concrete block, metal, or a combination of the two. The condition of these buildings range from good to dilapidated.

For the residents of Page Park, the greatest issue with many of the commercial/industrial businesses, particularly those that abut residential, is the lack of adequate buffering or screening. This creates negative impacts for the residential properties including noise, visual eyesores, odors, light pollution, and traffic.



Central Water and Sewer

Page Park has central water service to all areas provided by Lee County Utilities. However, the Lee County Utilities Director has indicated that the current system is old and somewhat antiquated and is badly in need of upgrading. With the exception of one or two properties, Page Park operates only on individual septic systems for each property's wastewater treatment.

A number of years ago, a central sewer system was proposed for the Page Park Community during the planning of the Metro Parkway system improvements. However, because of the generally large lots sizes in the area, the individual property owner assessments were cost prohibitive to many. As a result, central sewer is now located and available to all areas surrounding Page Park, but the community itself was never included in the planning or development of the central sewer system.

More recently, the prospect for a central sewer system to be planned and installed community-wide has again become available. While the cost of a central sewer system increases each year, the most recent estimate (2006 dollars) for a community wide central sewer system and road replacement is approximately \$4.5 million (\$2.8 million for sewer installation and \$1.7 million for road replacement). Individual assessments per property owner, based on the \$4.5 million sewer and road project, could be \$20,000 to \$25,000. With County Grants, this amount could be lowered based on varying financial assistance programs identified in Section V, Funding and Implementation. When the central sewer project is warranted, the community should work with the various financial assistance programs to determine the most appropriate program to benefit its citizens.

While it has not yet been determined if the property owners will central sewer installation based on individual assessment costs for each property, the lack of sewers will impair any chance for redevelopment prospects which will foster renewed economic viability to the area.



Parks and Recreation

The Page Park Community has a 10-acre Lee County Community Park (Jerry Brooks Community Park) within walking distance of the entire community and is located at the southwest corner of the Page Park Community. The park has a football field, baseball field, softball field, and four tennis courts with public restrooms. The community park was constructed in 1973 and was originally known as Page Park. In 1982 the facilities were renamed in honor of the former Lee County Parks Director, Jerry Brooks. This was one of Lee County's first parks and has been the home for many sporting activities and events.

Aside from Jerry Brooks Park, the Page Park Community is within close proximity to the future Ten Mile Linear Park on the east side of Page Park along Metro Parkway. The Park will include a trail utilizing the Ten Mile Canal right-of-way on each side. This urban park will extend from north of Colonial Avenue to Mullock Creek, in the Jamaica Bay area. This project, when completed, will provide a north-south pedestrian and bicycle route from the North Colonial Linear Park (east and west) to south Fort Myers, and Six Mile Cypress Parkway's pedestrian/bike path.



Jerry Brooks Park located on the southwest side of Page Park

Community Safety

According to a Visioning Survey (see Appendix) conducted in February 2006 by the DRMP Community Planning Team, two of the top four problem areas were related to community safety. Based on survey results illegal drugs, crime and violence ranked # 1 and 3 of the top problem areas within Page Park. However, further investigation with the Lee County's Sheriff's Office did not produce any statistical or quantifiable incident reports at this time. Whether the issue of community safety is real or perceived, it nevertheless must be addressed. Recommendations to increase the safety are found in Section IV of this Plan.

Surrounding Properties

The one challenge in which the residents of Page Park have the least control over is the impact of surrounding development. To the immediate north is Page Field Airport, a general aviation airport; to the south is Evangelical Christian School.

Page Field Airport

Page Field is one of Southwest Florida's general aviation airports. Centrally located in Lee County, Page Field offers easy access to I-75, U.S. 41, Southwest Florida International Airport, Bonita Springs, Gulf beaches and downtown Fort Myers. The airport is very popular with both recreational and business pilots because it offers high quality facilities including:

- The Aviation Center
- Air Traffic Control Tower
- An Instrument Landing System
- On-Airport Fire Station
- Airport Police Department
- Lodging & restaurants nearby
- Aircraft repair & maintenance
- Flight training
- Aircraft rental
- Aircraft charter
- Avionics repair & sales
- Aircraft detailing

Page Field General Aviation Airport serves over 90 thousand aircraft operations per year, currently making it the one of the busiest general aviation airports in Florida. Over 300 aircraft, including jets, turboprops, twins, singles and helicopters make Page Field their home on a full-time basis.

Page Field and its aviation-related businesses support 825 jobs (\$17 million in annual salaries) by local residents and generates an annual economic impact of more than \$35 million. Tenants have a total economic impact of more than \$13 million, while private and corporate aircraft passengers using Page Field as a gateway to Southwest Florida add more than \$22 million to the local economy each year. *(The study was conducted by Ricondo & Associates, Inc., Cincinnati, Ohio, and is based on data collected for 1999.)*



Discussion with Lee County Port Authority planners indicated that in the coming months Page Field is expecting to expand and improve its terminal system and will be developing a new terminal building and supporting facilities on the south side of the airport.

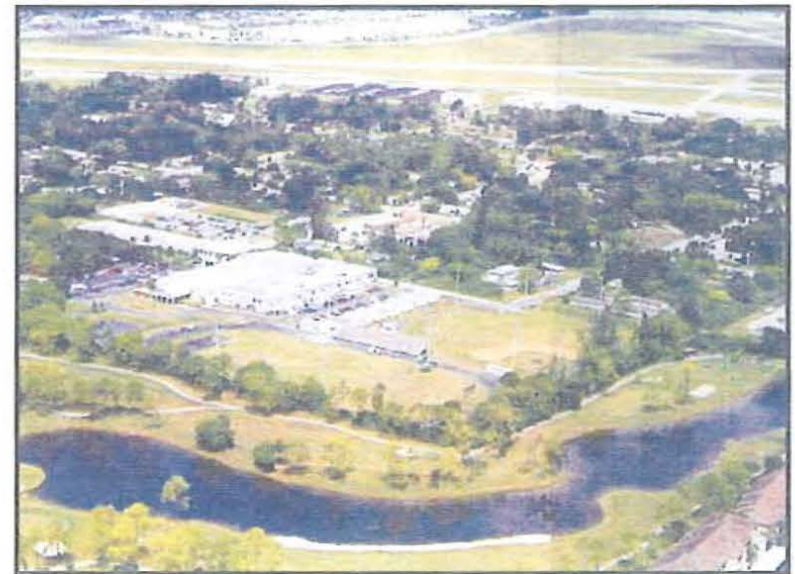
While the residents did not express any complaints or real concern about the aviation noise, they did express concern about the lack of landscape buffering between the airport and their community. However, during a monthly Page Park planning meeting the Lee County environmental planners have indicated that they are working on a plan in cooperation with the airport to greatly enhance landscaping along Danley Drive to create a greater aesthetic appeal.

Evangelical Christian School (ECS)

The school opened its door in 1975 at its present location, a twenty-two acre tract of land in south Fort Myers, abutting Page Park to the south. The second year on the property, the Preschool Division was added, making ECS a full service school for children pre-K through grade twelve. Over the years, the enrollment has grown and many new buildings have been added. Enrollment is now over one thousand and presently the campus is valued over eight million dollars.

According to school officials, there are no immediate plans for any expansion at this time. Although the school lies immediately outside the Page Park boundaries, it has an ever present impact on the neighborhood, particularly along 3rd Street, where there is an off-site parking lot used by the facility and staff of the school, and also an off-site entrance on 3rd Street, south of South Road where parents drop off their children.

The Visioning Survey asked residents to decide whether they wanted more, the same, or less of the following: government facilities; multifamily, condo, single family, affordable, and owner-occupied housing, manufacturing, office buildings, stores, Page Field expansion, Evangelical School expansion, industrial park, and closing some streets to through-traffic, surprisingly nearly 40% support more expansion of Page Field, while 35% feel it should remain the same.



Aerial view of the ECS from the southeast looking toward Page Park.

Community Programs

Page Park is part of a Lee County Neighborhood District Program. The Neighborhood District Program was initiated by the Board of County Commissioners in March, 1995 from some of the previously created Community Redevelopment Areas. There are currently six such districts that includes Page Park. Residents from each neighborhood district serve on the respective Neighborhood District Committees (NDC) that oversee improvements to the neighborhoods.

Further, the overall mission of the NDC is to: improve the neighborhood districts by developing effective, cost efficient, holistic neighborhood revitalization strategies designed to provide decent, affordable housing, a suitable living environment and expanded economic opportunities. This mission shall, in part, be accomplished by the following actions:

- Identifying legitimate, capable, and strong neighborhood leaders and working with them on a basis of trust, respect, ethics, and recognition.
- Building empowered, accountable neighborhood-based private/public partnerships to include honest, unbiased, open communication, real power sharing, mutuality of decision-making, and a common neighborhood vision.
- Honor commitments and willingness to commit needed resources.
- Achieve a holistic approach to neighborhood building by linking physical and social service program planning, using long-term realistic solutions.

The Neighborhood Building Program is only successful when it is planned and orchestrated to delicately balance infrastructure needs with the social needs required to maintain them. Both infrastructure capital and social capital are pieces of the same effort. (Infrastructure personnel focus on physical improvements, while social needs personnel concentrate on the social fabric and neighborhood association organizational capacity building.) The rebuilding of targeted Neighborhood Revitalization Districts is via a redevelopment process that is neighborhood-driven, asset-based, and focused on community relationships. Neighborhood Revitalization District (NRD) residents must be empowered to define and develop solutions to their problems. Neighborhood Meetings are the forum for issues to be discussed, decisions made, and solutions developed. The condition of the entire neighborhood must be taken into consideration. Addressing only one part of a neighborhood's liabilities while ignoring all other factors that define neighborhood quality of life has led, in the past, to large capital investments and low results. The holistic, Neighborhood Building approach invests in human capital.

The Neighborhood District Program has enabled the Page Park Community to identify, plan and complete the following infrastructure projects for their community:

- Sidewalk construction has resulted in the completion of 8,973 linear feet of sidewalks within Page Park. The sidewalks provided for increased pedestrian safety and connected the Community Club Building located at 507 Center Road and playground area to the portion of the neighborhood located west of the facility along Center Road. In addition, the sidewalks benefit area residents through improved pedestrian safety especially for school aged children. In addition, the sidewalks serve as a catalyst for improved community appearance and neighborhood pride as well as a stimulus for housing renovation within the affected areas
- Storm water drainage facilities have been constructed in conjunction with sidewalks in order to improve storm water runoff within the area.
- A row of large Australian Pine trees were removed from the Page Park Community Club Building site in order to reduce liability from potential storm damage and to facilitate construction of a 20-space off-street parking lot to serve persons attending neighborhood activities conducted within the Community Club Building.
- Original renovation of the Page Park Community Club Building included repairs to the roof, new air conditioner, handicapped accessibility and purchase of playground equipment. Additional renovations included improvements to the kitchen area, new cabinets, folding room separator and purchase of a stove and refrigerator. The project benefits area residents by providing space for community meetings and related activities that directly serve the neighborhood.
- Purchase and installation of a bus shelter located at 401 Center Road. The bus shelter location was coordinated with sidewalk construction and Lee Tran to serve a frequently used bus stop within Page Park in order to increase the convenience of using public transportation services especially during inclement weather.

The Neighborhood Building Program is made possible by the utilization of federal Community Development Block Grant (CDBG) funds from Housing and Urban Development (HUD) through Lee County Human Services Neighborhood Program.

In Summary

Page Park has a lot going for it. It is in a great location with many work and business opportunities, and transportation corridors, including public transit. It is a close knit neighborhood with strong leadership that has a vast potential for redevelopment and increased tax-base growth possibilities. It has good recreation amenities nearby available for all residents to use, and while still not yet 100 percent complete, Page park has most neighborhood amenities in place including sidewalks and street lighting.

However, Page Park is not without its issues or problems, many of which have been previously discussed and the impetus for the Page Park Community to pursue a community planning effort. It is generally the challenges a community faces which form the

Assets

- Attractive mature oak tree canopy
- Vacant land for fill-in development
- Proximity to main traffic corridors
- Proximity to work and businesses
- Page Field Airport as neighbor
- Close proximity to recreational opportunities
- Access to public transit
- Good "grid" circulation
- Proximity to Ten Mile Linear Park

Strengths

- Tax base growth potential
- Increasing investment interest
- Friendly neighborhood
- Residents feel connected to neighborhood
- Strong community leadership and resident commitment
- Compact cohesive, neighborhood
- Numerous opportunities for redevelopment

basis from which any community plan or planning effort is initiated. The community strengths and assets were derived from the day-long Page Park Community Workshop, conversations with the residents, monthly meetings with the Page Park Planning Panel, and the Visioning Survey. The following Section shall address these assets, challenges, and opportunities and develop them into a plan that the Page Park Community can use to help achieve their vision and goals while improving the quality of life for their community now and in generations to come.

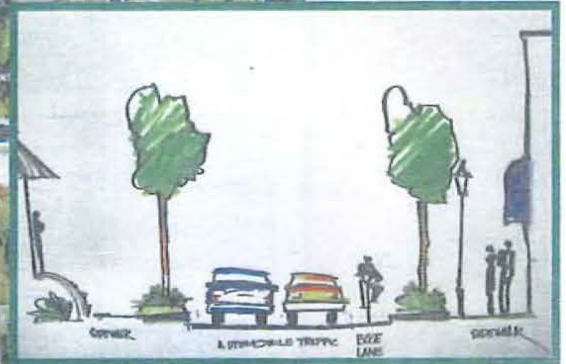
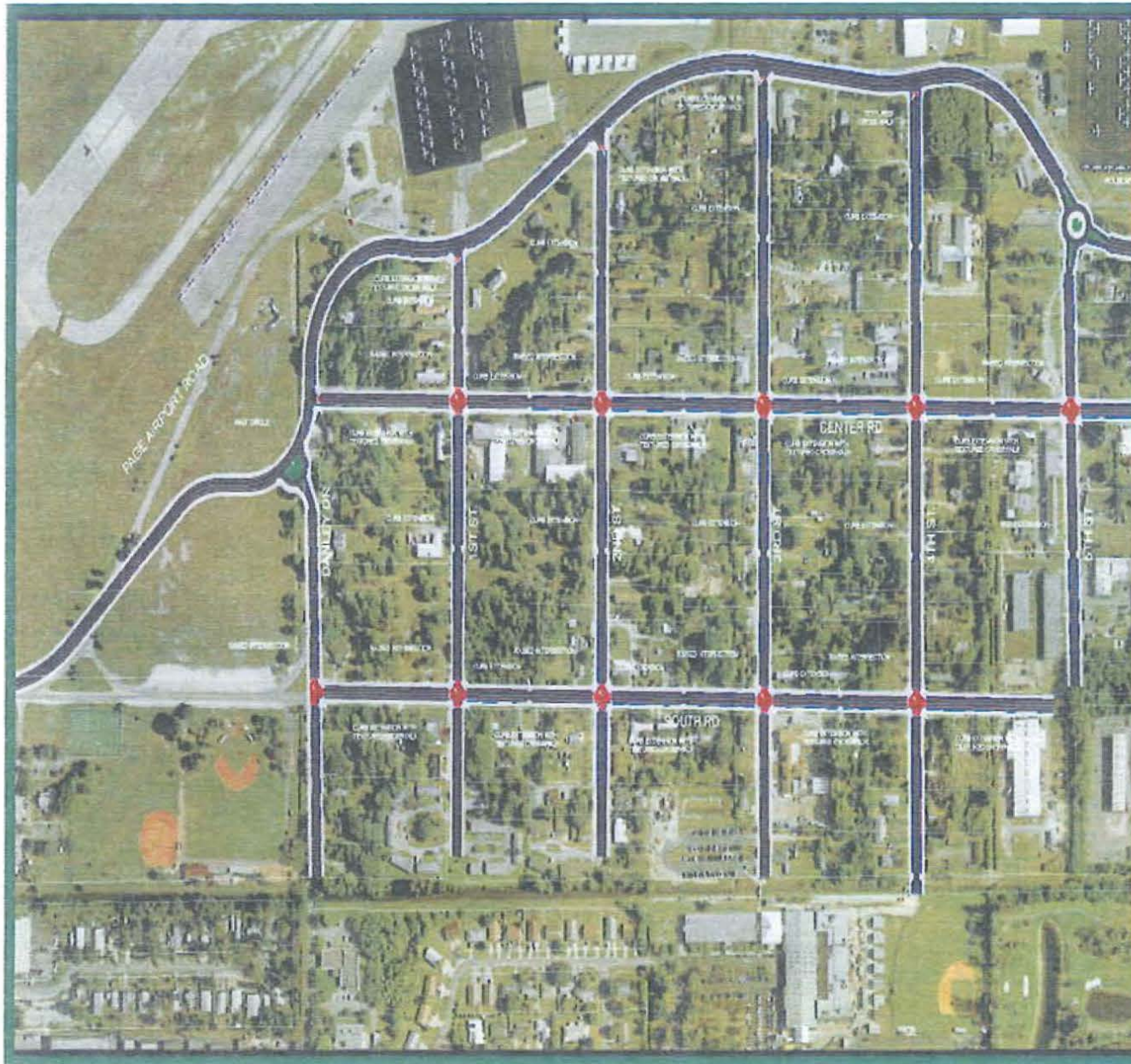
With careful consideration of existing assets and challenges, coupled by a strong willingness to capitalize on the potential for redevelopment and maintain the small village atmosphere, the Page Park Community is ready to move forward and has taken a big step in defining its future.

Challenges

- Limited amount of housing stock
- Cut-through traffic in neighborhood
- Speeding traffic in neighborhood
- South Street safety by Brooks Park
- Lack of sidewalks in some areas
- Lack of sewers in entire area
- Areas of vegetative overgrowth to harbor homeless and/or criminal element
- In need of water line and facility upgrade
- Drainage ditches and swales overgrown with vegetation preventing water conveyance
- Hurricane damaged trees may become a liability
- Deteriorating physical condition of buildings
- Insufficient street lighting in areas
- Lack of sufficient code enforcement
- Deteriorating conditions of housing stock
- Non-owner occupied dwellings or absentee landlords
- Perception of high crime
- Potential industrial impacts to abutting residential area
- Illegal debris dumping
- Lack of development/redevelopment incentive
- Need for restaurants
- Lack of parking on commercial sites
- Parking on lawns in residential areas
- Lack of trees/landscaping

Opportunities

- Adopt or consider CPTED techniques for development
- Utilize a CPTED technician for site plan review
- Require appropriate lighting on commercial development
- Continue and increase use of a "Neighborhood Watch" group
- Develop an "Appearance Code" that addresses lot mowing and underbrush maintenance, to deter crime and shelters for homeless
- Maintain a mix of income housing opportunities within Page Park
- Page Park should receive top priority in sewer installation.
- Page Park Airport support service
- Plan for water-line upgrades
- Devise policies for financing of sewer hookup for residential units. Do follow-up with property owners to determine if there is a consensus to proceed with sewers in residential neighborhood
- Continue to pursue CDBG grants and funding for sewer installation
- Removal of exotic plants and trees
- Clearing and maintenance of vegetation debris from drainage ditches swales
- Prepare a pedestrian/sidewalk plan that will include a pedestrian connection to the County Park
- Pursue funding for additional sidewalks
- Evaluate the existing trees on County property for long-term damage as a result of Hurricane Charley and remove those that may become a liability
- Promote and allow for Mixed-use development
- Allow for increased density of no more than 10 du/acre with possible density bonuses allowed, upon meeting certain criteria.



Page Park

IV Plan Elements & Recommendations

Conceptual Plan Elements and Recommendations

As a result of reviewing and analyzing existing community conditions, feed-back from the Community Workshop, survey results, and numerous public meetings with the Page Park Planning Panel, a number of community “focus areas” were identified. These focus areas will be addressed as proposed elements of this plan. This section will present descriptions of the various elements of the Page Park Community Plan that contain proposals for future land use, private sector development opportunities, and recommended public investment in capital improvements.

It should be understood that the plan will not happen all at once and most likely not even in the sequence presented. The Page Park Community Plan is intended to provide guidance and direction for the Page Park Planning Panel to take action to reach the goals, visions and desired outcome for continued positive growth and development for the future of the Page Park Community.

The elements of the Community Plan are arranged and grouped by focus area, beginning with the proposed Land Use recommendations followed by proposals that apply to the remainder of the Page Park Community such as transportation and roadways, infrastructure, community safety and appearance.

Land Use

One of the most obvious planning concerns Page Park currently faces is the hodgepodge fashion in which development has occurred throughout the community. Industrial uses abut residential, single family residential is surrounded by multi-family, and commercial pops up anywhere. An existing land use map can be found in Section II of this plan.

One of the first things that need to be resolved is making this land use scheme make sense so that any future development can provide some level of predictability and redevelopment will occur using sound planning principles. It must also be sensitive to the existing residential and business uses in the community.

Land use was proven to be one of the most important topics to the neighborhood through surveys, discussion and the community planning workshop in April 2006. To assess neighborhood opinions about the land use situation, the planning facilitators asked the residents how would they arrange or rearrange the community’s land use if given the opportunity.



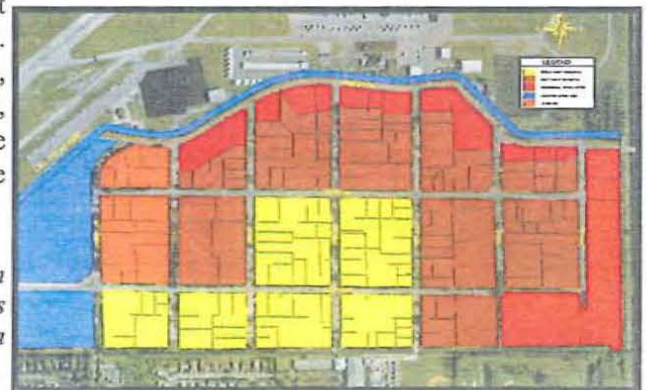
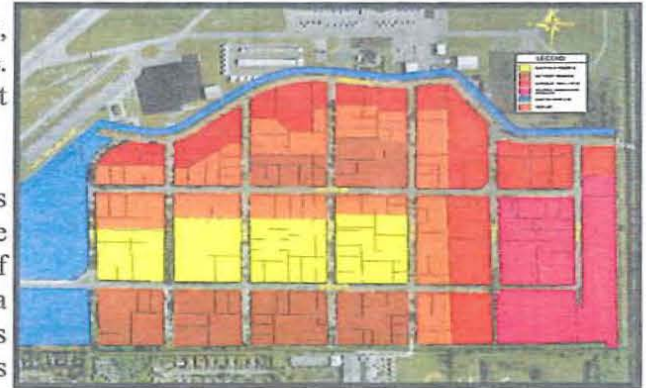
The residents were broken into three groups and given aerial base maps, tracing paper, and colored markers to redesign and plan Page Park's land use. The results were somewhat surprising in that all three groups showed great similarities and consistency in their ideal plans.

Shown are the three plans as created by each group. All three groups recognized that introducing the concept of a mixed use would help alleviate some of the land use issues which currently exist within Page Park. Two of the groups also saw the need for commercial fronting Danley Drive, both as a neighborhood buffer from the Page Field Airport and Danley Drive, as well as offering a location for commercial airport support services. All three plans were also sensitive to the need for continuing the commercial/industrial uses on the east side of the community, although two of the plans indicated a lessening of intensity from industrial to commercial, which perhaps would allow for some light industrial.

Mixed Use Overlay

Most recently, Lee County planners are looking at creating mixed-use overlay districts in various parts of unincorporated Lee County, particularly areas that could be considered small communities. Page Park is one such community they would like to consider for this treatment. County planning staff views it as a way to promote the creation and restoration of diverse, walkable, compact, vibrant, mixed-use communities composed of the same components as conventional development, but assembled in a more integrated fashion, in the form of complete communities. These districts would contain housing, work places, shops, entertainment, schools, parks, and civic facilities essential to the daily lives of the residents, all within easy walking distance of each other. Ironically, it is the same concept the residents have already expressed for Page Park during the community planning workshops and meetings.

These maps were proposed by 3 citizen groups at the day-long Charette. The brown indicates multi-family use, yellow is single family use, red is commercial, orange is mixed use, and pink is industrial. The proposed Page Park Overlay Map is a composite of these three concepts,



The mixed-use overlay would allow for commercial uses, residential uses, and some light industrial use in a compatible manner that includes the following components:

1. Walkability

- Most things within a 10-minute walk of home and work
- Pedestrian friendly street design (buildings close to street; porches, windows & doors; tree-lined streets; on street parking; hidden parking lots; garages in rear lane; narrow, slow speed streets)
- The distance that a person is willing to walk in order to reach a destination

2. Connectivity

- Interconnected street grid network disperses traffic & eases walking
- A hierarchy of narrow streets, boulevards, and alleys
- High quality pedestrian network and public realm makes walking pleasurable

3. Mixed-Use & Diversity

- A mix of shops, offices, apartments, and homes on site. Mixed-use within neighborhoods, within blocks, and within buildings
- Diversity of people - of ages, income levels, cultures, and races

4. Mixed Housing

- A range of types, sizes and prices in closer proximity

5. Quality Architecture & Design

- Emphasis on beauty, aesthetics, human comfort, and creating a sense of place; special placement of civic uses and sites within community. Human scale architecture and beautiful surroundings nourish the human spirit

6. Increased Density

- More buildings, residences, shops, and services closer together for ease of walking, to enable a more efficient use of services and resources, and to create a more convenient, enjoyable place to live

7. Smart Transportation

- Pedestrian-friendly design that encourages a greater use of bicycles, rollerblades, scooters, and walking as daily transportation

8. Sustainability

- Minimal environmental impact of development and its operations
- Eco-friendly technologies, respect for ecology and value of natural systems
- More local production
- More walking, less driving

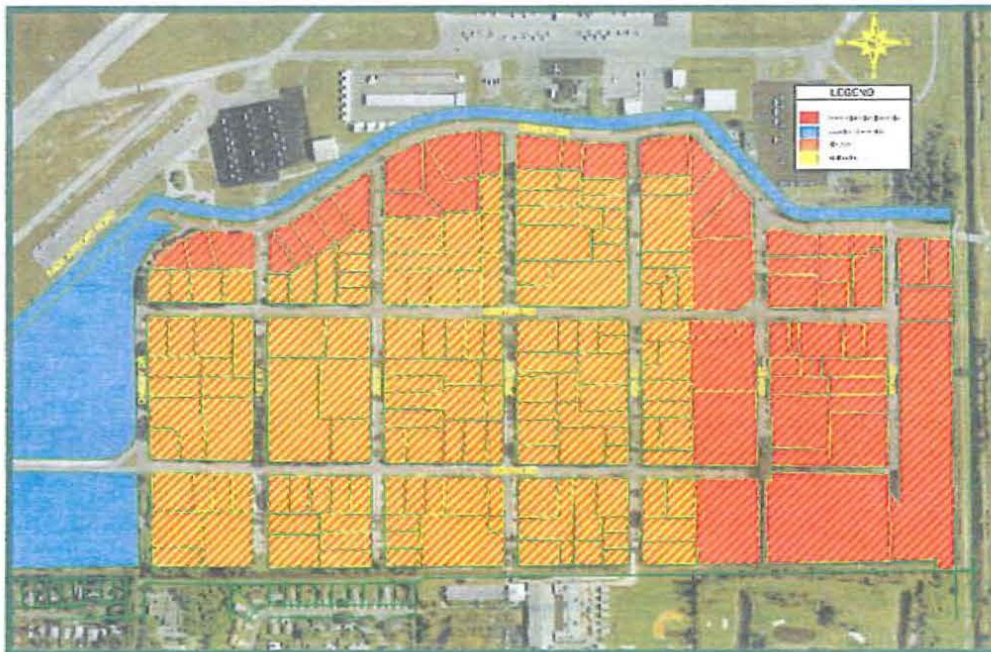
9. Quality of Life

- Taken together these add up to a high quality of life well worth living, and create places that enrich, uplift, and inspire the human spirit



Page Park Community Plan

Based on the plans drawn by residents, further discussions with the Page Park Planning Panel and now the Lee County Department of Community Development conceptually endorsing and encouraging the mixed use concept for Page Park, the following proposed Page Park Overlay Map was created as a composite of these ideals and concepts.



The proposed Page Park Mixed Use Overlay Map consists of three (3) principal use types: mixed use shown in orange (cross hatch), commercial shown in red, residential (single family and multi-family) shown in yellow and blue is County owned land.

Therefore, mixed use developments shall be limited to ten (10) residential dwelling units per acre (du/ac). However, additional density may be awarded as bonus density that shall be based on six (6) performance categories. The bonus can be awarded in proportion to the number of categories fully met for a maximum of nine (9) dwelling units per acre.

For example, if two (2) of the six (6) categories are met, then one-third of the available bonus density shall be awarded: two (2) categories will allow for an extra three (3) dwelling units per acre of maximum density, four (4) met categories will allow for an extra six (6) dwelling units per acre of density, and all six (6) categories met will allow for an extra nine (9) dwelling units per acre of maximum density over and above the 10 du/ac that would be typically allowed. These six performance categories are detailed in Section V of this plan.

The entire 136 acres of Page Park is appropriate to be and should be designated for mixed use development. The mixed use area is depicted in orange and will also allow for residential and commercial uses by themselves or as part of a mixed use development in a compact urban form, and include residential and one or more different but compatible uses, such as, but not limited to: office, industrial and technological, retail, commercial, public, entertainment, or recreation. These uses may be combined within the same building or may be grouped together in cohesive neighboring buildings, (as a development project) with limited separation, unified form and strong pedestrian interconnections to create a seamless appearance.

Because any mixed use development will require a residential component, density is also a consideration for mixed use.

Residential District

Currently, 42.69% of Page Park is made up of residential uses, both single family (19.18%) and multi-family (23.51%). The majority of the residential use is located in central Page Park and extends west toward Jerry Brooks Park. While the mixed use concept requires residential uses to be a major component, it does not allow for “stand-alone” residential. In order to avoid making 42.69% of development become legal non-conforming land uses and structures, a Residential district was created where existing residential and new “stand-alone” (without a non-residential component), may be developed. This area is depicted in yellow on the Page Park Overlay Map. These areas will allow the existing residential uses to blend in harmony with new mixed use development.

Like mixed use density is a consideration for residential development and shall be limited to 5 dwelling units per acre. But also like the mixed use, density bonuses will also be allowed based on the same performance criteria and in the same manner as the mixed use. The bonus can be awarded in proportion to the number of criteria fully met for a maximum of nine (9) dwelling units per acre.

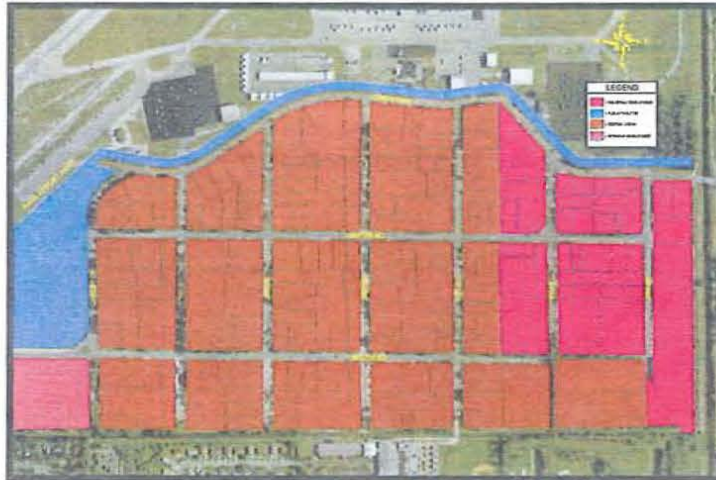
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Commercial District

Recognizing that Page Park has significant amounts of existing commercial and industrial uses (31.85%) a commercial district was created that allows for “stand-alone” commercial, including the existing industrial uses, to persist. These areas are indicated in red on the proposed Page Park Overlay Map. The commercial district is predominantly found on the east side of Page Park where most of the industrial uses currently exist and along Danley Drive providing a good support location for potential Page Field Airport businesses as well as act as a buffer between Danley Drive—which has become a busy thoroughfare—and the remainder of Page Park. The commercial district would also allow for mixed use development, but the idea of stand-alone commercial and the existing industrial uses will no doubt dominate these areas.

However, to accommodate any mixed use development in the areas currently designated for industrial use, a Future Land Use Map amendment from Industrial to Central Urban will be required. This Future Land Use Map amendment will only affect the small area bound on the east by the Iona Drainage District canal, to the north by Danley Drive, to the south by South Road, and the west by drainage easement between 4th and 5th Streets. This amendment to Central Urban will not affect existing industrial uses because it will allow limited light industrial uses as described in Policy 7.1.6 of the Lee Plan:

POLICY 7.1.6 (The Lee Plan): Land that is located outside of the Industrial Development, Tradeport, and Industrial Interchange areas but within the designated Future Urban Areas may be developed for light industrial purposes so long as adequate services and facilities are available, the use will not adversely impact surrounding land uses, and natural resources are protected, if one of the following conditions is met: a. The parcel is located in the Intensive Development, Central Urban, or Urban Community land use categories, was zoned IL or IG prior to the adoption of the 1984 Lee Plan, and does not exceed 50 acres in size (unless it is adjacent to other existing or designated industrial lands); or b. The parcel is located in the Intensive Development, Central Urban, Urban Community, General Interchange, Industrial Commercial Interchange, or University Village Interchange land use categories, and is zoned as a Planned Development.



On the left is the current Future Land Use Map (FLUM) of Page Park with Central Urban in brown and Industrial Development in pink. On the right is the proposed FLUM, with all Central Urban Land Use designation which would allow for mixed used in what is presently industrial use only.

The Future Land Use Map amendment allows for a consistent Central Urban Land Use designation for Page Park thus making for a more streamlined development of the Community.

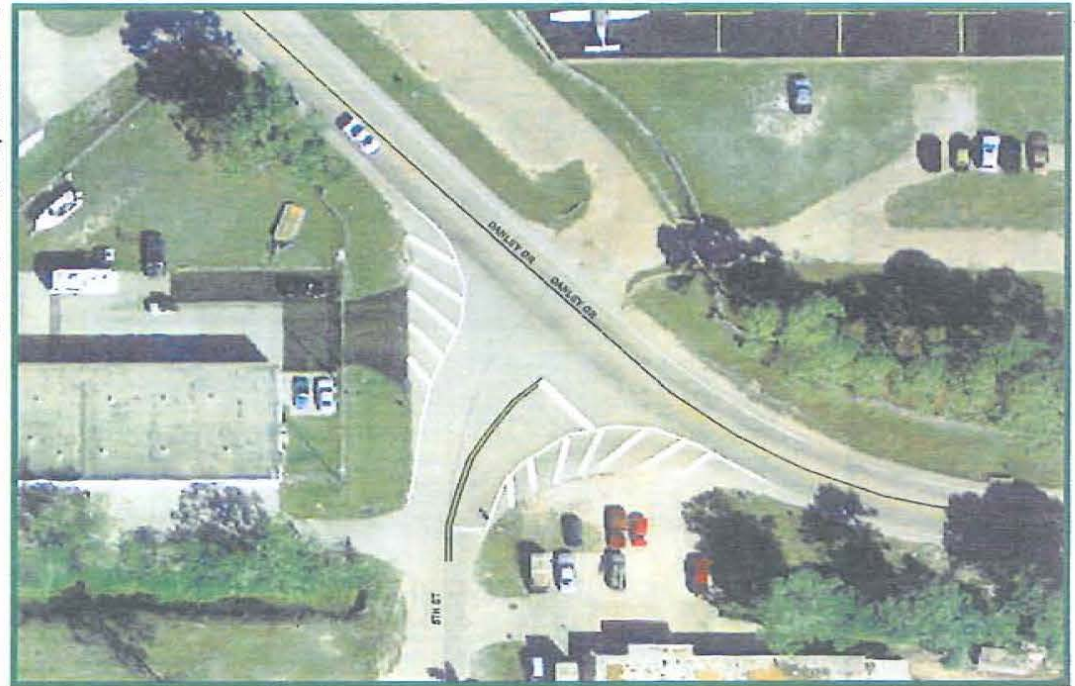
In order to facilitate achievement of these Land Use concepts, the Goals, Objectives and Policies found in Section VI of the Community Plan will be used to serve as a guide for developers, property owners, County staff, and the Board of County Commissioners when development activity is being conceived, planned, reviewed and undertaken. These policies will supplement the Goals, Objectives and Policies currently adopted in the County's Comprehensive Plan, and can often serve better than specific land use standards by allowing for creativity and innovation in land use planning.

Transportation and Roadways

The Page Park Visioning Survey (see Appendices) determined that “cut-through” traffic is the neighborhood’s biggest traffic problem within Page Park. Cut-through traffic also leads to speeding and other traffic problems as voiced by the Page Park Planning Panel.

Representatives from Lee County Transportation listened to the concerns of the citizens and suggested possible solutions to remedy the traffic situations. For example, there is a speeding “hot spot” located at the intersection of 4th Street and South Road. While residents have requested a stop sign to solve the problem, it was pointed out that the much desired stop sign could actually make the situation worse. Instead, traffic calming techniques, which include roundabouts and raised intersections could be the solution to this problem.

A second traffic problem identified by the Page Park residents is the intersection of Danley Drive and 5th Street. It is an extremely wide, unmarked intersection that tends to create confusion as to where to stop. Cars turning off Danley have no point of reference in which to make a safe turn and stay within their lane. While a solution was not presented at the meeting, it was approximately one week later that the Lee County Department of Transportation presented an affordable and immediately do-able solution to resolve this problem (see photo). While it may not be the “best” solution, it will create a safer intersection until such time that a more permanent solution be made.



Lee County’s solution to the 5th & Danley intersection problem, which was immediate and do-able.

Traffic Calming Plan

With the concept of traffic calming techniques freshly on the minds of the Page Park Planning Panel and residents, they were interested in finding out how this concept could help their community. Traffic calming can be described as techniques that include a full range of methods to slow cars, but not necessarily ban them, as they move through commercial and residential neighborhoods. The benefit for pedestrians and bicyclists is that cars now drive at speeds that are safer and more compatible to walking and bicycling. There is, in fact, a kind of equilibrium among all of the uses of a street, so no one mode can dominate at the expense of another.

The Page Park community is currently plagued more with speed control measures than traffic volume issues. Therefore, traffic calming techniques can generally be employed in one of three ways:

- Changing the vertical alignment
- Changing the horizontal alignment
- Narrowing the road



These techniques include such things as: speed bumps, speed tables, raised crosswalks, raise intersections, textured pavement, traffic circles, roundabouts, realigned intersections and center island narrowing. During the Page Park planning charrette, many of these techniques were utilized to develop a proposed traffic calming plan which will help alleviate many of the traffic issues which currently concern residents.

This plan will require review, approval, and coordination with the Lee County Department of Transportation (DOT) prior to any implementation. In addition to approval, a plan such as this will also require adequate funding to facilitate its construction, since there are no current plans by the Lee DOT to implement any road improvements to Page Park at this time. Discussion of funding possibilities and opportunities can be found in Section V of this plan.

One opportunity could be if the central sewer project were implemented. Since the streets will be torn up and will need to be replaced, several of these traffic calming techniques may be able to be implemented at that time at a reduced cost or as part of the overall reconstruction. Again, installation of the sewer and coordination with the County could make this a reality in whole or part.

One additional initiative would be to make installation of a traffic calming measure a criteria category for density bonus acquisition as discussed earlier in this section and in Section V of this plan.

Identification/Entrance Feature

The previously discussed issue of the Danley Drive and 5th Street intersection was also addressed at the planning charrette. Although the Lee DOT solution was quick, relatively easy to accomplish and inexpensive, it was hardly a good long-term solution. The group then sought a long-term means to solve the dangerous intersection problem. One such solution was the traffic calming concept of a roundabout.

A roundabout is a circular intersection that eliminates some of the conflict traffic, such as left turns, that causes crashes at traditional intersections. Traffic maneuvers around the circle in a counterclockwise direction, and then turns right onto the desired



Section of traffic calming plan showing some of the techniques used such as textured crosswalks, raised intersections, and curb extensions.

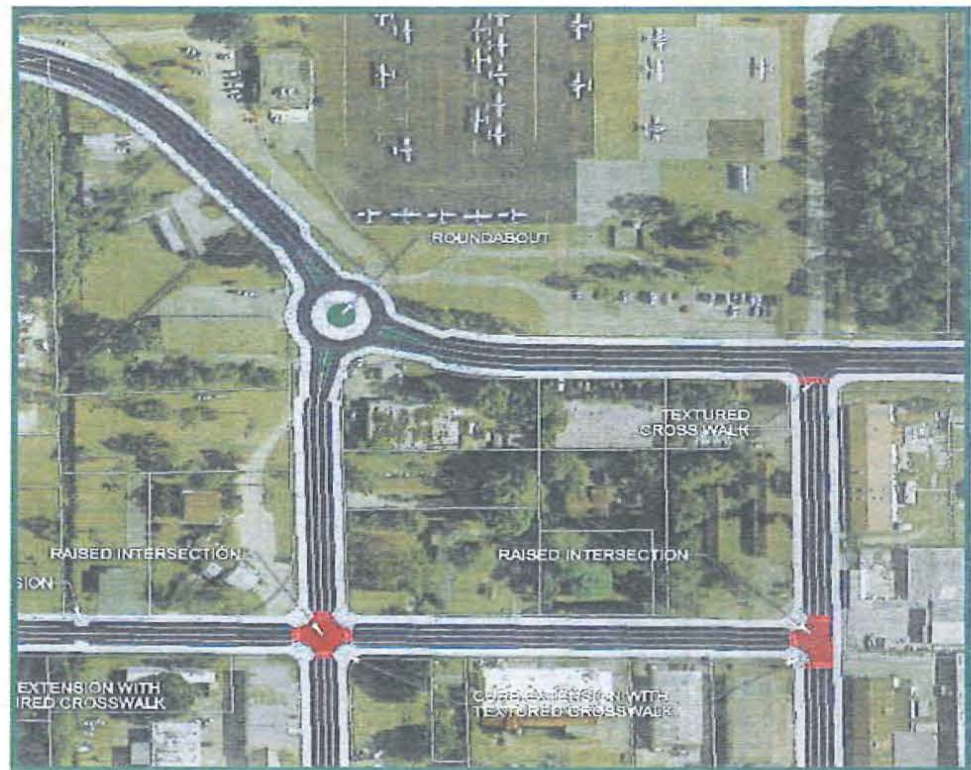
street. All traffic yields to motorists in the roundabout and left-turn movements are eliminated. Unlike a signalized intersection, vehicles generally flow and merge through the roundabout from each approaching street without having to stop.

A roundabout would slow the traffic at the intersection, provide absolute visual definition for all users, and even have an aesthetic component which the Lee DOT solution certainly did not. The aerial photo shows how such a roundabout might be implemented.

In addition to calming traffic and providing for a safer intersection, a roundabout could also become an identity and entrance feature for Page Park. Currently, Page Park as a community is without any identification features. There is no way of knowing you are in the Page Park community with the possible exception of the Community Club building located on Center Road. In spite of Page Park's interesting and important heritage, it remains a visually anonymous community. Neighborhoods should be recognized for their unique character. This can enhance the walking environment and sense of community.

Examples of identity treatments include gateways, traffic calming, welcome signs, flower planters, banners, decorative street lighting, unique street name signs, and other details. Unlike most community identity treatments which help develop interest in enhancing the community but seldom provide any direct traffic improvements, the Page Park roundabout on Danley Drive and 5th Street can provide both.

The cost for a landscaped roundabout varies widely and can range from \$45,000 to \$150,000 for neighborhood intersections.



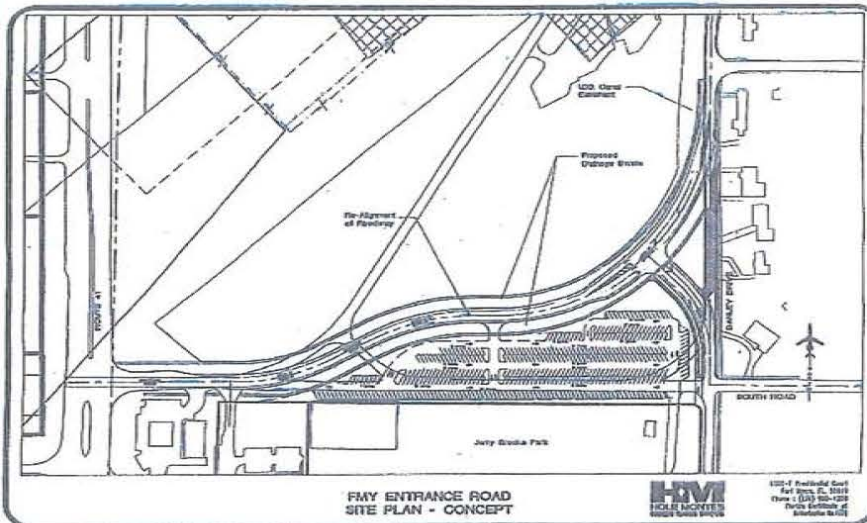
The roundabout concept proposed for the intersection of Danley Drive and 5th Street. It could also act as a community identity feature with signage, landscaping or even art.

Recreation

While the Page Park citizens have no issues or concerns with Jerry Brook County Park as a recreational facility, and even feel it is a great amenity to their neighborhood they have serious safety concerns about the alignment of South Street which fronts the facility and separates the park from frequently used parking spaces across this street. According to the Page Park Planning Panel, this situation has been in existence for quite a number of years, and they feel it is just a matter of time before a park user will be seriously injured by a vehicle. To alleviate this situation, the Lee County Port Authority and Parks and Recreation Department have collaborated on property transfer that will bring the area used for parking under the jurisdiction of Parks and Recreation. There are plans to close that section of South Street and create a new roadway into Page Park as shown in the preliminary road design. Unfortunately, there has been a financial snag along the way, which is causing the delay in correcting this situation. The Page Park Planning Panel is working to resolve this matter.



A roundabout concept that could act as an entrance feature and provide identity for the Page Park community.



A conceptual plan to realign South Road to provide for increased parking for Jerry Brooks Park, but more importantly, greater safety for all park users.

Infrastructure

Page Park will require some infrastructure improvements to facilitate enhanced private investment in the community and allow for the recommendations in development type.

Central Sewer

With minor exception, most of the Page Park community currently uses septic tanks systems for their wastewater treatment systems. To improve the quality development in the neighborhood, Page Park and Lee County should consider the update of the water system and engage in conversations regarding a low cost approach to the installation of a sewer system.

In turn the County may be able to provide qualified property owners with long-term loans or deferments to pay back the cost of this important infrastructure investment. (See Section V for more information on this opportunity).

Central Water

Currently the Page Park community has a complete central water system. However, recent conversations with the Lee County Director of Utilities have indicated that the system is old, in many respects antiquated, and in need of upgrading. He has indicated that as a side project to the sewer installation, “if and when that finally happens”, that the Lee County Utilities Department will propose a central water improvement program to do these much needed upgrades at total cost to the County. It was stressed that it can happen only as a piggy-back to the sewer program and makes sense to do it then as the streets will be open and construction ongoing. This will be a great opportunity to the residents and businesses of Page Park. However, it does depend on the acceptance of central sewer installation by a majority of the Page Park property owners.

Community Safety

As a starting point to address the problem of Community Safety, the Lee County Sheriff’s Office was contacted to conduct a Community Security Survey. This survey was conducted on April 5, 2005 by Ms. Kathy Hoffmann, FCPP/ICPP, from the Homeland Protection Unit. Based on her assessment of the Page Park community, she made the following recommendations:

- Add Street lights.
- Advise code enforcement to address the untagged vehicles.
- Trim all overgrown vegetation.
- Verify with the zoning department concerning operating businesses out of the home.
- Add traffic center lines to roadways and paint speed bumps.
- Designate cross walk areas with signage and or road markings.
- Advise all homeowners and renters to remove basketball hoops from roadway.
- Advise all residents and business no parking on sidewalks.
- Check with code enforcement in reference to livestock being kept in the area.
- Move or disguise large commercial dumpsters.
- Remove debris from vacant lots.
- Add traffic calming devices such as roundabout, etc. *(as previously discussed earlier)*
- Add security barriers around play ground. This should prevent children from falling into the drainage ditch.
- Update "Tot Lot".
- Add small "adult" benches to play ground area.
- Add a picnic table.
- Add lighting to play area.
- Add residents and guest allowed signage to play area.
- Add user friendly type mulch to play area such as shredded rubber.
- Install neighborhood identification signage, stating name of neighborhood *(also as previously discussed)*

Ms. Hoffmann further stated that while implementation of these recommendations can assist in reducing criminal behavior, this security survey was only advisory and was not intended to identify all security weaknesses or to warrant the adequacy of all present and future security measures whether or not recommended.

Some of these recommendations can be implemented immediately; others can be implemented during regular maintenance programs over longer periods of time.

During the Page Park Planning Workshop, Ms. Hoffman also discussed the value and need for Community policing, such as the Neighborhood Watch Program. This program involves a partnership between the Lee County Sheriff's Office and the community,

where citizens learn how to organize and participate in protecting their neighborhood. Recently, Page Park has become an active participant of this valuable program, and it is recommended that the program and its participants remain an active, viable part of the community.

Street Lighting

The number one item listed on the Community Safety Survey was improving the safety in the neighborhood with more lighting. However, the Page Park citizens have known this all along and have made great strides to accomplish this. After 3 years of planning, meetings and discussions, the streetlights throughout Page Park have all been upgraded to provide brighter light. Thirteen (13) new lights have also been added in areas that were lacking sufficient illumination. FPL will continue with upgrades in the near future and in years to come as money is added into the budget. Page Park is fortunate to have its own taxing district to provide funding for these upgrades. The Page Park Neighborhood District leadership encourages anyone interested in having additional lighting or is aware of an area that could use more light to come to the meetings that are held every other month at the Page Park Community. Because the Page Park Neighborhood District was able to address this issue within the existing taxing structure, they have been able to take immediate positive action to begin the process of creating a pleasant environment where residents and business owners can feel safe and comfortable as they go about their lives in Page Park.

Code Enforcement

Code enforcement works in partnership with the people of Lee County to promote and maintain a safe and desirable living and working environment; to improve the quality of Lee County neighborhoods through education, enforcement, and abatement; to respond to community concerns and attain code compliance; and is investigated with minimal delay. The activity code enforcement currently investigates the following:

- Abandoned Vehicles
- Building Without Permits
- Excavations
- Licensed & Unlicensed Contractors
- Lot Mowing
- Rights of Way / Road Obstructions
- Signs
- Substandard Housing Conditions
- Trash
- Unsafe Buildings
- Zoning/Illegal Land Use



While calling a Lee County Code Enforcement officer is often the most responsive and appropriate way to handle a non-complying situation as listed above, there are things the community can do to deter or even prevent these things from happening in the first place. It is a long held theory that many code complying issues can eventually lead to criminal activity and the ultimate decay of a neighborhood. While this may not happen overnight, lack of attention to non-complying issues can lead to deleterious affects for the community.

James Q. Wilson and George Kelling developed the 'broken windows' theory to explain how neighborhoods can deteriorate and become vulnerable to criminal behavior. Evidence of accumulated trash, broken windows, and deteriorated building exteriors remain in the neighborhood for reasonably long periods of time. People who live and work in the area feel more vulnerable and begin to withdraw. They become less willing to intervene to maintain public order (for example, to attempt to break up groups of rowdy teens loitering on street corners) or to address physical signs of deterioration.

Sensing this, teens and other possible offenders become bolder and intensify their harassment and vandalism. Residents become yet more fearful and withdraw further from community involvement and upkeep. This atmosphere then attracts offenders from outside the area, who sense that it has become a vulnerable and less risky site for crime.

The "broken window" theory suggests that communities utilize strategies such as those listed below help to deter and reduce crime:

- Quick replacement of broken windows
- Prompt removal of abandoned vehicles
- Fast clean up of illegally dumped items, litter and spilled garbage
- Quick paint out of graffiti
- Finding (or building) better places for teens to gather than street corners
- Fresh paint on buildings
- Clean sidewalks

With the rather small size and closeness of the Page Park community, it would be relatively easy for a committee of citizens to keep tab on issues such as these. Approaching the property owner could be a pro-active method to mitigate any non-complying code issue and would be a good first step in addressing this problem. However, further coordination with the County Code Compliance officer as follow-up may be necessary if the issue persists.

Appearance

Community appearance related issues are of fundamental importance. Community pride is projected through the development and maintenance of distinctive, attractive images. This Section of the Page Park Community Plan has been created to enhance the positive visual aspects of the built and natural environment and promote substantial improvements to the appearance of the Page Park community. This Section is based on the belief that development is both necessary and desirable to maintain and improve the quality of life for people who live here now and for future generations. The purpose is to share ideas of what can be done to assure that new growth fits in with the residents' vision for the Page Park community.

During the Charette's visioning process, it was determined the community would like to create an architectural theme of a vibrant, mixed use, "Village-like" character. As new construction or rehabilitation and renovation of existing structures takes place, a cohesive design style is desired to encourage a "Village-like" streetscape. By creating architectural guidelines to reflect this desire, the traditional village-like "feel" can be achieved, and will eventually spread throughout the entire community over time.

Appropriate building facade and signage improvements reflecting this "Village" theme will create a memorable physical image and destination for both residents and non-residents. In addition to new construction incorporating these guidelines, the key to the creation of this image is the improvement and rehabilitation of as many building facades as possible to at least a basic level, rather than "over-improving" only a handful of buildings.

For building owners, tenants, architects, contractors or other parties interested in the renovation or construction of new commercial buildings and building facades, the following general guidelines have been developed.

Visual Compatibility Principles

When evaluating new construction, alterations, additions, or retrofits of existing buildings, there is a series of visual compatibility factors that should be considered. Each building should be evaluated on its visual compatibility within that building as well as visual compatibility between the building and its adjoining buildings:

1. Building height
2. Proportion of the building's front facade
3. Proportion of window and door openings
4. Rhythm of spaces between buildings
5. Rhythm of solids to voids on facades fronting on public spaces
6. Rhythm of entrance and porch projections
7. Roof shape
8. Relationship of materials, texture and color
9. Scale of building



10. Street wall continuity with buildings, landscape and fences
11. Directional expression of front elevation—vertical, horizontal, non-directional
12. Exterior features—lighting, fences, signs, sidewalks, driveways

These broad principles are seen as complementary to the following Detailed Architectural Guidelines:

Architectural Guidelines

The following architectural guidelines are created to assist individual business owners in making a preliminary assessment of their buildings and in considering a range of improvements. The determination of which guidelines may be appropriate and considered for a specific development must ultimately be based on appropriate architectural planning.

WALLS

Use and/or consider:

- Materials consistent with the Page Park architectural character of “Village”
- Awnings for providing a visual focus to windows/entrance, weather protection, concealment of security gratings, and coordinated signage
- Preservation/rehabilitation and use of traditional materials such as brick, stone, stucco, wood shakes/shingles, wood window frames, doors and horizontal wood siding

Avoid:

- Blank facades on any stories facing streets or public ways
- Materials that appear temporary or artificial such as aluminum and vinyl siding
- Materials that are of limited durability and difficult to maintain, such as exterior finish systems incorporating foam insulation in areas of moderate to heavy use
- Ultra modern or contemporary design elements

ROOFS

Use and/or consider:

- Roof forms and materials consistent with the Page Park architectural character of ‘Village’
- Traditional materials such as tile, slate and wood shingle/shakes that complement materials that are close in visual appearance
- Recreating original roof forms that have been modified or removed
- Gutters and downspouts of traditional shapes and materials
- Restoring original cornices and roof features such as dormers

Avoid:

- False mansards and other roof shapes out of character with the Page Park
- Materials that appear temporary or artificial such as thin low grade asphalt shingles
- White aluminum gutters and downspouts; “K” gutters
- Unsightly roof objects, mechanical and electrical equipment, vents, hatches, etc. exposed to streets and public ways
- Covering existing original features such as cornices, dormers and wood trim with aluminum, vinyl or other contemporary materials
- Materials that are susceptible to frequent maintenance

WINDOWS/DOORS

Use and/or consider:

- Windows/doors consistent with the Page Park architectural character of “Village”
- Divided light multi-paned windows and doors, where applicable
- Clear glass. Keep glass clean
- Window/door designs that are simple, well-proportioned, fill all of the building’s original window/door openings and are appropriate to the overall architectural character of the building
- Attractive, well-lit merchandise displays with displays to the front; use the full extent of the glass for displays
- Fully accessible entrances that are inviting to all shoppers and meet all applicable handicap accessibility standards
- Interior and well concealed security gratings when gratings are necessary
- Displaying merchandise in vacant upper-story windows
- Window planter boxes

Avoid:

- Contemporary materials that appear artificial such as vinyl and aluminum
- Tinted or opaque glass
- “Strip” windows (continuous horizontal)
- Exposed exterior security gratings and coil boxes
- Blank facades on any story facing the street or public way

SCALE AND PROPORTION

Use and/or consider:

- Facade dimensions and proportions that is consistent with the Page Park architectural theme of “Village”
- Facades divided into smaller scale widths not exceeding the typical Page Park commercial facade width
- Facades incorporating the rhythm of window, door and door openings, and structural bay of small town “Village” buildings.

Avoid:

- Building fronts wider than typical “Village” width
- Building setbacks from street greater than typical “Village” setback
- Theatrical effects or giant features

COLOR

Use and/or consider:

- Colors that are consistent with the architectural character of “Village”
- Colors that are considered carefully so as to produce a unified but appropriately varied effect throughout Page Park

Avoid:

- Inconsistent or clashing colors on different or same facades

LIGHTING

Use and/or consider:

- Lighting design and fixtures that are consistent with the architectural character of “Village”
- After-hours lighting on timers to encourage window shopping
- Appropriate accent lighting to highlight significant features

Avoid:

- Lighting of entire facades
- Unshielded security lighting
- Excessive interior lighting

SIGNS

Use and/or consider:

- Signs that are consistent with the architectural character of “Village”
- Limiting number of signs to three per business location;
- Moderately-sized and attractive sign design for both pedestrian and vehicular traffic;
- Signs integrated within a building’s overall appearance; work within existing architectural features;
- Distinctive sign letters, logos and artwork specific to the store;
- Short and simple sign text;
- Pedestrian-scale letters on glass; limit window signs to about 15% of glass area;
- Signs projecting over public property or legal right-of-way may be appropriate depending on the unique physical characteristics of the particular property. Each sign proposal would have to be reviewed on a case-by-case basis;
- Sign light sources hidden from view; the lighting should be shielded so that no direct light shines onto sidewalks, streets or adjacent properties;

- Small pedestrian-scale projecting signs with architecturally-appropriate hardware
- Signs constructed of natural materials with external lighting
- Freestanding signs; consider only when mounted sign cannot be used and consider grouping several store signs together; maintain low height

Avoid:

- Using more than three signs per business location
- Box signs
- Paper signs on windows
- Temporary or portable signs; freestanding and on building facades
- Long and complicated sign text
- Internally illuminated signs
- Wall signs above first floor levels, except for small projecting signs
- Rooftop signs
- Signs painted on facades
- Signs covering important building features
- Revolving signs
- Projected V-shaped signs without roof or ceiling
- Signs on utility poles
- Unused sign standards, mechanical equipment, etc.

The aforementioned architectural guidelines will give direction to new development or rehabilitation to existing development on a voluntary basis until such time that the Page Park Planning Panel can draft and submit regulations for Lee County to review, adopt and establish as Land Development Regulations that will provide mandatory architectural standards for the Page Park community.

Streetscapes and Landscaping

Streetscape refers to roadway design and conditions as they impact street users and nearby residents. Streetscapes can have a significant effect on how people perceive and interact with their community. If streetscapes are safe and inviting to pedestrians, people are more likely to walk which can help reduce automobile traffic, improve public health, stimulate local economic activity, and attract residents and visitors to a community.

Streetscapes are often implemented as part of redevelopment efforts and may be implemented on a single block, along a street, or for an entire neighborhood. Streetscape improvements can be integrated as part of other roadway maintenance and building construction projects; while other streetscape projects can be implemented as part of special programs, such as programs to plant street trees along a roadway, or pedestrian facility improvements. Implementation may involve special published guidelines, plans and funding for streetscape improvements on a particular street or in an entire area such as Page Park.

SIDEWALKS:

The following design principles for sidewalks should be adhered to as appropriate:

- **Public spaces:** Sidewalks should be designed as high quality public spaces, promoting active use by residents and visitors and enhancing pedestrian experiences. Amenities such as street furniture, banners, art, street trees and special paving, way-finding signage, along with historical elements and cultural references, should promote a 'sense of place'.
- **Scale:** Sidewalks should be designed according to the function and nature of adjoining land uses. For example, wide sidewalks are required for commercial areas with higher pedestrian volumes.
- **Safety:** Sidewalks should provide safe environments, and provide unobstructed pedestrian movements along and across the street. Sidewalks should be designed and built free of hazards and to minimize conflicts with external factors such as vehicular movements and protruding architectural elements. Key elements of safe design include lighting and buffers from fast-moving traffic—e.g. plantings and on-street parking.
- **Connections:** Sidewalks should be located so that the majority of residents are conveniently connected between destinations such as institutional, recreational and retail/employment areas and transit facilities. Marked and lighted crosswalks are a key issue for pedestrian safety and should be provided wherever required.



STREET FURNITURE:

It is recommended that a range of benches, trash and recycling receptacles, bicycle racks, signs, bollards, and banners be included which will match the architectural design of a development, as previously discussed. Recommended sign types should include way-finding, identity, street, and traffic. The following design principles for street furniture should be adhered to, as appropriate:

- Street furnishings should be developed within an overall thematic concept and should provide a consistent and unified streetscape appearance. Preference should be given to durable materials.
- Street furnishings should be placed in a coordinated manner that does not obstruct pedestrian circulation on sidewalks, and vehicular circulation to driveways, parking, loading and service areas.

- Consideration should be given to providing additional pedestrian-scale lighting in areas along arterial roads where there is a high volume of pedestrian activity, such as at key intersections, transit stops, trail crossings, etc. Pedestrian lighting may be designed as a freestanding fixture or be added to existing vehicular light poles.
- Benches and waste receptacles should be provided at all transit shelters and where there is significant pedestrian activity.

STREET CANOPY TREES:

Canopy trees provide shade and comfort to pedestrians, and enhance the visual and environmental qualities of the street. Trees should be incorporated into street design wherever possible. Native species for street trees should be used wherever possible, to promote long term survival and to prevent disease.

- Street trees should generally be located along the street and should be offset from the edge of pavement to accommodate large vehicle movements and minimize damage from vehicles.
- Trees should be spaced consistently at 40 to 50 foot intervals. Appropriate clearances from utility boxes, street lights, and sight triangles should be considered.
- Careful consideration should be given to the type and location of trees to ensure that higher branching trees are positioned to ensure there is no interference with truck traffic. Sight lines should also be considered in the location of trees planted at intersections.
- Existing street trees should be preserved wherever possible as mature street trees create a greater sense of enclosure along roads.
- The planting of trees as infill along existing streets where the rhythm of existing trees is interrupted should be implemented and such trees should be of a similar or compatible species.
- A mixture of tree species should be utilized to avoid a catastrophic tree removal should some trees become diseased.

It should be noted that 82.5% of the visioning survey respondents felt the landscaping and tree cover within Page Park rated poor to fair. A street tree program would break up the line of the built environment. Street trees have a presence that adds many valuable qualities to redeveloping communities such as Page Park.

Additional Recommendations

ased on the inventory of assets, issues, and opportunities which were derived from the Vision Survey, the Community charrette, County staff and public input—and presented in Section III of the Page Park Community Plan, and further discusses in this Section—the following is a list of general recommendations which provides guidance and direction for development activities that are consistent with the visions and goals set forth for the Page Park community.

Community Development

- The Page Park Planning Panel shall seek opportunities to leverage revenues through grants, commercial loans, special assessments or other financial mechanisms for Page Park activities.
- Eliminate dilapidated and unsafe structures through demolition where it is deemed appropriate.
- Encourage the upgrading of existing sub-standard structures through enforcement of the County's Building Codes and the provision of financial incentives for rehabilitation if possible.
- Eliminate nonconforming uses that detract from the character of the Page Park community which may hinder investment opportunities, through negotiation, acquisition, exchange, or any other available means in cooperation with the property owner.
- To encourage and educate property owners on the consolidation of small parcels of land into parcels of adequate size to accommodate new construction and development.
- Ensure that new development consists of appropriate uses that will stabilize and enhance the area while representing the desires and interests of area residents and property owners.
- Create programs for development and property rehabilitation, using financial or other economic incentives to facilitate new investment in the Page Park community.
- Facilitate redevelopment transitions by developing appropriate relocation plans sensitive to the needs of those whose properties will undergo re-use activities.
- Create incentives for private sector participation in redevelopment projects and programs.
- Coordinate closely with area businesses, the Chamber of Commerce, and the Lee County Economic Development Office to address the needs of existing businesses through the redevelopment process.

Land Use and Site Planning

- Higher intensity development is encouraged in order to make more efficient use of land and public services and to reduce development costs.
- Strip development along Danley Drive and Center Road should be avoided in order to make more efficient use of the land resources, reduce traffic congestion and preserve traffic safety.
- Property should be developed in such a way as to encourage the development of property depths rather than rendering the rears of property otherwise inappropriate or unfeasible for development.
- Planned Developments (PD) will be required, whether they be residential, commercial or mixed-use in nature, in order to promote orderly land use and development and to maximize land development capacity.
- The use of common driveways and accesses to corridor roads is encouraged in order to reduce traffic congestion and preserve traffic safety and function. The number and frequency of driveways shall be limited.
- Seek opportunities for land assembly at appropriate locations to support future development.
- Work with existing property owners to replace dilapidated, non-conforming structures through property assembly to enable development of higher and better uses at appropriate locations.
- Wherever possible maintain the integrity of the natural environment when developing property especially when significant tree canopies or natural habitats can be integrated into the site design.
- Establish performance standards to be used within the Page Park area that will provide incentives and/or bonuses for developer proposals that provide for increased density.
- When undertaking streetscape improvements, new private construction and building rehabilitation, place utility lines underground where it is where economically feasible and where practical to improve visual qualities.
- Prepare landscaping, streetscapes, irrigation and lighting plans for public spaces to improve the appearance and quality of life for the Page Park community.

Infrastructure and Public Services

- Coordinate with Lee County Public Works Department and the South Florida Water Management District (SFWMD) to develop and further implement strategies to correct any existing stormwater runoff and drainage problems within the Page Park Community through a regional approach to stormwater management.
- Adequate street lighting should be provided in the Page Park community incorporating approved lighting standards for all public improvements within the Page Park Community.
- The Page Park Community will continue to work with the Lee County MST/BU Department to increase and enhance street lighting within the Page Park Community.
- Evaluate existing traffic patterns and pursue any transportation improvements that may include vacating of rights of way, redistributing traffic, roadway realignment, directional changes in traffic flow and other measures that will increase traffic carrying capacity, traffic safety and traveling convenience.
- Work closely with the Lee County Department of Transportation (LDOT) to address traffic circulation problems within the Page Park community.
- Work closely with Lee County Department of Transportation (LDOT) to coordinate and establish priorities for proposed transportation improvements that will further the objectives of the Page Park Community Plan.
- In redevelopment, ensure minimal impacts of increased traffic and activity levels on residential areas.
- Create a safe, secure, appealing and efficient pedestrian system linking all activity areas, parking facilities, and other focal points.
- Construct sidewalks and bicycle pathways through the Page Park community appropriately designed and separated from vehicular circulation for safety purposes to be used as positive tools to improve the area's environment through the use of landscaping and other visual treatments.
- Prepare a horticultural master plan for the Page Park community establishing a systematic tree planting program to provide a sustainable tree canopy enhancing the aesthetic and climatic appeal of the area.

Community Safety

- Coordinate with the Lee County Sheriff's Department and other organizations to implement additional neighborhood based police and safety programs.
- Prepare a map of crime "hot spots". Ensure these areas are incorporated into the Page Park Community lighting plan.
- Incorporate Crime Prevention through Environmental Design (CPTED) techniques for all public places and for proposed public/private development projects.
- The Page Park Community should continue and expand, as feasible; its Neighborhood Watch Program administered by the Lee County Sheriff's Department.
- Whenever possible increase the visibility of the police force in the area to prevent crime.
- The Page Park Planning Panel will request an annual security survey update from the Lee County Sheriff's Department and will implement any recommendations provided to reduce or eliminate criminal behavior in the area.
- Prepare a pedestrian way plan for the entire Page Park Community.
- The Page Park Planning Panel will work with Lee County Code Enforcement to address the issues that can influence increased criminal activity. These issues include, but are not limited to:
 - Trim overgrown vegetation on both improved and vacant lots
 - Notification of untagged vehicles
 - Unlicensed businesses out of homes
 - Debris and illegal dumping on vacant lots
 - Vehicle parking on sidewalks
 - Eliminate graffiti as soon as it appears.

Housing

- Identify and market areas where private interests can develop housing and necessary redevelopment in the Page Park community.
- Continue with the formulation of financial incentives to promote owner-occupied housing in the Page Park community.
- Strategically target appropriate locations within the Page Park community area to undertake new privately developed and owned multi-family housing developments.
- Initiate in-fill housing development projects on existing and newly vacated properties.
- Identify and remove vacant, dilapidated housing structures that pose a threat to public health and safety.
- Work with the County to clean-up vacant unattended properties.
- To provide for affordable housing, develop inclusionary housing regulations as part of the residential zoning district, whereby residential developments exceeding a set threshold must provide a set number of units at below market value and deed them as such for perpetuity.

Historic Preservation

- Promote Page Park historic heritage by identifying and preserving its landmarks and significant structures.
- Work with the Lee County Historic Preservation Board to further the organization's goals as they pertain to historic structures.
- Pursue designation of properties on the National Historic Register as feasible.
- Identify and restore historic housing that may be in a state of deterioration but otherwise is structurally sound.

Community Appearance

- Work with Page Park Civic Associations to acquire and plant street trees in all areas
- Designate a Page Park Clean-up month and Day to encourage groups to remove litter from the Page Park's most visible locations
- Provide litter control and recycling literature to encourage citizen participation in those efforts
- Obtain grants for extensive tree-planting efforts throughout Page Park
- Establish adopt-a-spot cleanup campaigns
- Establish and organize weekend loans of County trucks for residents to remove yard and home debris from private clean-up efforts
- Seek developer commitments of quality architecture, landscape planting, lighting and signage during the redevelopment, rezoning and special use permitting process
- Establish a residential and commercial Community Appearance Awards program to recognize outstanding improvements and developments to the area.

Page Park Utilities Plan



Page Park

V Funding & Implementation

Funding Sources and Implementation Strategies

Funding for Capital Improvements

Many of the recommendations found within the Page Park Community Plan will require funding. This Section provides some possibilities for capital improvements, business financial assistance, and housing related funding that may be available. Although this list for funding sources is quite inclusive, it may not be 100% complete, as new federal, state, and local programs are continually being established, or some even eliminated. Prior to undertaking any Capital Improvement project, the Page Park Planning Panel should check with Lee County for the latest update on funding possibilities.

Community Development Block Grant (CDBG)

The primary statutory objective of the CDBG program is to develop viable communities by providing decent housing and a suitable living environment and by expanding economic opportunities, principally for persons of low and moderate income. Communities receiving CDBG funds may use the funds for many kinds of community development activities including, but not limited to:

- acquisition of property for public purposes;
- construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
- demolition;
- rehabilitation of public and private buildings;
- public services;
- planning activities;
- assistance to nonprofit entities for community development activities; and
- assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).

Lee County is an entitlement community, that is, the CDBG funding comes directly from the U.S. Department of Housing and Urban Development. The County's allocation is shared by the Town of Fort Myers Beach, Bonita Springs and Sanibel. The remaining allocation is divided between neighborhood districts and housing. Each neighborhood district supported by Lee County Human Services Neighborhood Building Program is allocated a proportionate share each year to implement community based projects. Since the inception of the Page Park Neighborhood District, an allocation of \$1,375,524 has been spent on neighborhood related projects. Page Park's upcoming allocation (FY06/07) will be \$116,000.

Economic Development Administration

This Federal agency provides grants to fund public works projects. This grant/loan program assists distressed communities to attract new industries, encourage business expansions and primarily focuses on generating long-term, private sector employment opportunities. As funding sources and project phases solidify, this program should be reviewed as a funding source to be matched with private funds.

Small Business Administration

Most SBA financing is done under the 7-A program, which focuses on working capital needs. Under this program, banks loan capital to small businesses and the federal government guarantees 90% of the loan amount. The loans usually extend for 5 to 7 years. The other SBA program is known as "SBA 503". This program provides existing viable small businesses with long-term, below market rate financing for the acquisition of land and building, machinery and equipment and construction and renovation which results in job creation. The Page Park Planning Panel and other local interest groups should promote educational understanding of the opportunity that is available under these programs.

Municipal Service Taxing/Benefit Unit (MST/BU)

Municipal Services Taxing/Benefit Unit (MST/BU) can be established as a special assessment district where the individuals receiving benefit from the improvements will be assessed for their share of the improvements. The MST/BU can be used for special improvement projects and operation & maintenance (O & M) funding for existing infrastructure such as roads, landscaping, streetlights, canal dredging, sidewalks, bike paths, etc. The revenues raised are dependent upon the size of the assessment and project.

An MST/BU is a joint effort between the local community, such as Page Park and the County. This "fee for service" program is designed to assist citizens in the unincorporated areas of Lee County to organize and create special improvement units for the purpose of obtaining specific services, which are beyond the core level of services, as provided by the County.

In order to receive funding, the community must:

- Define the services to be provided and the area to be included in the unit. Once the area has been defined...
 - 51% of the property owners must sign an informal petition. This petition does not commit the property owners. It is simply to gather information on how much the unit will cost.
 - The County then prepares a budget and a formal petition. The formal petition states the cost to the property owners. 51% of the property owners must sign and notarize the petition. This petition is a commitment by the property owner to pay the assessment(s). After receiving 51 % or more signatures on the formal petition, it is brought before the Lee County Board of County Commissioners for approval.

Capital Projects Including...	Operation & Maintenance (O&M) Including...
• Road Paving	• Streetlights
• Drainage	• Landscaping
• Canal/ Dredging	• Security Patrols
• Road Construction	• Beautification

Currently, the Page Park Community has an MST/BU established to fund the enhancement of street lighting in the area.

Lee County Matching Grant Program (Lee County MSTBU)

Application may be made for a Matching Grant for an individual homesteaded property for a specific Municipal Services Capital Project in which a special assessment is being applied. Available funds are set up to provide for the property owner to pay 75% of the cost and the County paying the 25% match. Gross Income levels and assets are considered when reviewing the application. Gross income should not exceed the annual HUD HOME Program Low Income limits. Exceptions will be considered based on extenuating circumstances related to extraordinary medical expenses, not covered by a medical plan.

Lee County Hardship Deferral Program (Lee County MSTBU)

The Hardship Deferral Program is initially funded by the MSBU residual funds and continues as a revolving loan fund. The hardship program is available for properties that are documented as homesteaded during the year in which the application is made. Gross Income and assets for all adult members of the identified household are considered when determining eligibility for a Hardship Deferral. The annual HUD HOME Program levels are used to determine eligibility, with total gross incomes not exceeding the 60% income limits. A deferral does not eliminate the responsibility of full payment of all accrued amounts including the principal, interest, penalties, or other related expenses accrued prior to approval of the deferral. Payment of the full assessment is due at time of sale, transfer or refinancing of the property. Neither interest nor penalty will accrue on the special assessment during any period in which a property is approved for the deferral.

Funding for Housing Improvements and Home Ownership

Funding for housing is a very important issue for the residents of Page Park. Below is a list of some of the initiatives and programs available to offer financial assistance for housing, from rehabilitation to homeownership. These programs are supported by Lee County and may change from time-to-time.

Affordable Housing Initiatives

The Lee County Board of County Commissioners has approved the State Housing Initiative Partnership (SHIP) Local Housing Assistance Plan (LHAP) and Community Development Block Grant (CDBG) programs to continue Lee County's development of decent and affordable housing. Below is a table of some of the SHIP and CDBG programs available to residents of Page Park.

The Lee County Housing Services Program

The purpose of the Housing Services Program is to address substandard living conditions and correct code violations to ensure decent, safe, and sanitary living environments. Services include major and moderate housing rehabilitation, emergency home improvement repairs and rehabilitation of renter-occupied housing.

HOME Down Payment Assistance Program

The Lee County Department of Community Development and the Lee County Department of Human Services provide down payment and closing cost assistance for new and existing home purchases. In order to qualify for assistance a family must meet HUD's income qualifications (up to 80% of median income) and may not currently own a home.

A 10-year second mortgage is placed on the purchased home. The second mortgage self-amortizes at 10% per year. At the end of the ten (10) year term, if all requirements have been met, the second mortgage is forgiven. The mortgage lender usually applies for the assistance for the homebuyer.

Lee County SHIP and CDBG Affordable Housing Strategies

Description of Activities	Income Category and Program Eligibility	Selection Criteria	Recapture Provisions	Other Funds Leveraged
Home ownership New Construction	Very-low, low & moderate income per HUD Guidelines adjusted for family size	IRS approved non-profit affordable housing providers selected by competitive proposals	Deferred, non-amortizing subordinate mortgage grants	State and local HOME, HOPE 3, CDBG, SHIP, misc. Grants, RHS Section 502, PLP, AHP, private contributions, private capital
Homeownership Down Payment/Closing Cost Assistance	Very-low, low & moderate income per HUD Guidelines adjusted for family size	Income eligible households, by waiting list first/come-first/ready. Very-low & low-income households are a priority	Deferred, non-amortizing subordinate mortgage grants	Private capital, RHS Section 502,514.
Homeownership Rehabilitation	Very-low, low & moderate income per HUD Guidelines adjusted for family size	Government agency or IRS approved non-profit affordable housing providers, selected by competitive proposal	Deferred, non-amortizing subordinate mortgage grants	HOME, CDBG, HOPE 3, private capital, County or other historic preservation funds
Homeownership Rehabilitation Barrier Free Access	Very-low, low & moderate income per HUD Guidelines adjusted for family size	Government agency or IRS approved non-profit affordable housing providers, selected by competitive proposal	Deferred, non-amortizing subordinate mortgage grants	HOME, CDBG, HOPE 3 private capital
Rental Construction New/ Rehabilitation	Very-low, low & moderate income per HUD Guidelines adjusted for family size	Government agency or IRS approved non-profit affordable housing providers, selected by competitive proposal	Deferred, non-amortizing subordinate mortgage grants	HOME, FEMA, SAIL, tax credits, AHP,CDBG, HUD 202, and HUD 811
Rental Special Needs	Very-low, low & moderate income per HUD Guidelines adjusted for family size	IRS approved non-profit affordable housing providers selected by competitive proposals	Deferred, non-amortizing subordinate mortgage grants	HOME, FEMA, SAIL, tax credits, AHP,CDBG, HUD 202, and HUD 811

Lee County SHIP and CDBG Affordable Housing Strategies (con't)

Description of Activities	Income Category and Program Eligibility	Selection Criteria	Recapture Provisions	Other Funds Leveraged
Disaster Mitigation & Recovery for Homeownership or Rental Units	Very-low, low & moderate income per HUD Guidelines adjusted for family size	Income eligible households by waiting list on a first/come, first ready, most/need and IRS approved non-profit affordable housing providers selected by competitive proposals. Very-low and low-income households are a priority	Deferred, non-amortizing subordinate mortgage grants	Available federal, state and local funds for disaster mitigation and recovery .

Source: 2005 EAR for Lee County's Housing Element

School Impact Fee Reimbursement

On December 4, 2001, the Lee County Board of County Commissioners (BoCC) allocated \$200,000 for partial reimbursement of school impact fees for the development of affordable housing for very low and low-income households. Due to a lawsuit filed by the Building Industry to halt the implementation of school impact fees, the reimbursement program was not implemented until 2005-after the lawsuit was settled. Applications are accepted from non-profit and for-profit affordable housing providers.

Historically Significant Housing

As a Certified Local Government, Lee County has an active Historic Preservation Board (HPB), consisting of seven members, that has been in existence since 1988. The Lee County Historic Preservation Program encourages the appropriate rehabilitation of historically significant homes owned by low income residents by partnering with the Lee County Department of Human Services (DHS) and providing historic preservation grant assistance to DHS rehabilitation projects to guarantee that historic features are preserved. The HPB also provides historic preservation grants to individuals that do not qualify for HUD guidelines.

Community Land Trust (CLT)

Lee County is in the process of developing a Community Land Trust (CLT) and has set aside \$1,000,000 from the County's own general fund reserves to fund this initiative. The CLT will be a non-profit organization that will own land and provide a 99-year renewable lease to those owning dwellings built on the land. By permanently limiting land costs, the CLT can lock in subsidies and lower purchase prices, allowing very low and low-income families to qualify for homeownership.

Under the CLT model, a non-profit acquires parcels of land, holds the land in perpetuity. The CLT helps to address Lee County's urgent affordable housing needs by eliminating the land costs in the construction of the new home. By having a land lease, the property owner is only financing the cost of the home instead of the land and home construction thus making mortgage payments lower and more affordable.

Lee County has contracted with Lee County Housing Development Corporation and the Bonita Springs Housing Development Corporation to acquire land for the CLT. The development of affordable housing using the CLT can be located anywhere in Lee County, ensuring geographic distribution of affordable housing and avoiding concentration of affordable housing units in any specific areas.

Employment and Business Related Funding

Below is a list of some of the initiatives and programs available to offer financial assistance for employment and businesses, from financing a business to road improvements. It is always best to check with Lee County for availability and eligibility requirements.

Aviation Businesses

With Page Field Airport as the Page Park's neighbor to the north, the Page Park commercial section would be a great place to start or relocate an aviation related business in this area. For example, the aviation industry is exempt from sales and use taxes on larger airplanes and helicopters. The exemption applies to labor for maintenance and repair, sale or lease of fixed wing aircraft used by a common carrier, and replacement engines, parts and equipment used to maintain and repair aircraft in Florida.

program for job creation. Other potential benefits include the Qualified Targeted Industry Tax Refund, Quick Response Training Grants, Enterprise Zone benefits, and more. In addition, Lee County is a partner of the Space Alliance Technology Program, offering free assistance for businesses.

PROGRAM	ASSISTANCE	AMOUNT OF FUNDING
FLORIDA PROGRAMS		
Qualified Targeted Industry Tax Refund Program (QTI)	Tax refund	\$3,000 per FT job created in targeted markets; increased award for higher wages
Incumbent Worker Training	Grant	Averages \$400 per employee; Existing companies and employees; No minimum wage requirement; Grant goes directly to company; no restrictions on type of training.
Quick-Response Training Grant	Grant	Averages \$600 per employee
Enterprise Bonds	Low rate financing	\$500,000 to \$2.5m pooled industrial revenue bonds for manufacturers (tax exempt)
Economic Development Transportation Fund	Grants for road improvements	Up to \$2 million to local municipality
LEE COUNTY PROGRAMS		
Industrial Development Revenue Bonds (IDRB)	Low rate financing	\$3M to \$10M for manufacturers (tax exempt)

Source: Lee County Economic Development Office Website: <http://www.leecountybusiness.com>

Miscellaneous Funding

Local Contributions

Local organizations and non-profits can raise funds for specific projects identified in this plan. Funds raised specifically for needs identified in this plan by local organizations or non-profits may be deposited into a Page Park Redevelopment Trust Fund, which will need to be created.

Private Finance Pool

The availability of public funds for private improvements in the Page Park Community is limited, making it impossible to address the immediate private needs of the area solely on government funding sources. As a result of this need and the development of this policy a cooperative effort by local lending institutions is needed and shall be promoted through the development and implementation of this policy. Local institutions are encouraged to review this Community Plan and determine the level of involvement that their institution can offer to the needs identified herein.

The **Community Reinvestment Act** is intended to encourage depository institutions to help meet the credit needs of the communities in which they operate, including low- and moderate-income neighborhoods. It was enacted by Congress in 1977 and revised in 1995.

The Community Reinvestment Act requires banks to define a service area, assess local credit needs and make efforts to meet the community's needs. This plan can service as the basis for goal establishment and planning for local institutions. The Page Park Community as the primary agent for this plan will maintain a standing file for local banks to submit letters of participation. As the Page Park Community develops specific plans for addressing both private and public needs in the community. Participating institutions will be included in the development and financing phase of the projects. All letters of participation by financial institutions will be attached and shall become a part of this plan as they are received.

Implementation Strategies

Implementation of the Page Park Community Plan will require coordinated efforts by the County, the Page Park Planning Panel, local businesses, property owners, and residents through a series of actions and events. The following is an assortment of proposed programs, incentives, and regulations that could be integrated into the Page Park Community Plan to attract the type of development and redevelopment which meets the vision for the Page Park community. Some of the programs and incentives are also offered to assist existing businesses and residents in the area to improve their properties and meet the goals of the Page Park Community Plan without bearing undue hardship in the process.

The purpose behind all of the proposed Page Park community development related programs, incentives and regulations is to accomplish the following within Page Park: promote positive forms of new development and redevelopment; reward the creation and retainment of value-added jobs; attract targeted businesses; revitalize the Page Park community; and foster a diverse employment base within the Page Park Community.

This section of proposed implementation strategies is not intended to remain static. It is anticipated that the incentives, programs and regulations listed herein will be amended from time to time to improve upon their focus, delivery and impact.

Proposed Programs

Lot Mowing Program would provide benefit to the citizens of the Page Park community by controlling vegetation, growth and inhabitation of vermin. In addition, the Lot Mowing Program funds the removal of invasive or harmful non-native plant species. This program is administered by the Lee County Code Enforcement Department. If a vacant lot is not mowed and creates a health hazard in the community, the County will mow the lot and bill the property owner.

The program is geared to those property owners that do not care for their own lot mowing needs and is not meant as a lawn mowing service. All unimproved real property within the Page Park shall be included in the Page Park Lot Mowing Program that consistently go un-mowed. Individual property owners may request an exemption from the program upon submission to the County, postmarked within 60 days of the date of the annual December bill. Property Owners are to indicate in the written statement that they are requesting an exemption from the Lot Mowing Program, stating that they intend to ensure that their property will be routinely mowed so that the height of grass, weeds and underbrush thereon will not exceed 12 inches in height. The County may revoke an exemption if the property owner fails to keep the property mowed as required.

Proposed Incentives

Further, to encourage the use of the Page Park Community Plan, to the extent authorized by state law, Lee County *may* grant the following incentives:

- Some permit applications *may be* processed administratively rather than through public hearing.
- Review fees *may be* waived or reduced.
- Review fees *may be* deferred.
- Expedited review and approval or the application *may be* processed with priority over others with prior filing dates.
- Fees in-lieu of required stormwater retention
- A traffic impact report *may be* waived.

Fees waived. For all properties located within the Page Park Community, all development-related fees shall be reduced by (*to be determined*) percent (%). Development related fees shall include, but shall not be limited to the following: a site development plan review, subdivision plan review, variances, rezonings, development agreements and amendments, special exceptions, conditional uses, land use amendments, comprehensive plan amendments, annexations, public hearing notices, development orders, development order extensions, change of grade permits, easement vacations, street vacations, subdivision inspections, site inspections, building inspections, building permits, sign permits, fire flow assessments, plan submittals, plan reviews, and plan resubmittals. Development-related fees specifically do not include: an occupational license, or contractor registration. For work activity without proper permits in hand, payment of a penalty fee(s) shall apply and the permit fee(s) in question may then also be required.

Deferment of impact fee payments. Upon special request, payment of County water, sewer and parks impact fees may be deferred to a later point in the development review process. Rather than being paid just prior to the issuance of the building permit(s), these fees may be paid just prior to the issuance of the Certificate of Occupancy. Payment of County road and school impact fees may be deferred in a similar fashion.

Expedited review and approval. Pursuant to a written request, the County Administrator may designate a given development or redevelopment project as one which is worthy of an expedited review and approval process. Designation by the County Administrator shall be purely discretionary and afforded only in the most extraordinary circumstances. If and when such occurs, a Community Development staff member shall be designated as project liaison and will work in close contact with the applicant and his/her agent(s). Once formal plans have been prepared and submitted to the County, the project liaison will oversee an expedited staff development review of the project. In so doing, the project liaison may take the necessary steps to schedule a special meeting of the Development Review Committee (DRC), the Planning and Zoning Board and/or the County Commissioners in order to secure timely approvals.

Fees in-lieu of required stormwater retention. Upon application to the County, individuals who own property in the Page Park community may request a waiver (in full or partial) for providing the required stormwater retention area on-site. If approved by BCC, this incentive grants constrained property shared use of an off-site publicly owned and maintained stormwater retention area, as the case may be, in exchange for appropriately calculated fees. For this incentive to be available, the County must own appropriately designated land within reasonable proximity to the subject property.

(1) Applications. Applications for in-lieu fees may be obtained from the Department of Community Development. Applications pertaining to stormwater retention shall include, but shall not be limited to: the existing and proposed square footage of the building and property; the existing and proposed amount of impervious area; a site plan; and a survey.

(2) Review. Upon acceptance, review and certification of applications as to completeness, the County shall notify the applicant of any special conditions or additional information that may be required, as the case may be.

(3) Contract required. If a request is approved, the terms by which stormwater retention shall be provided shall be detailed in contract to be signed by the County Administrator, the applicant and appropriate witnesses thereto. The County shall provide the applicant with an appropriate template to follow for this purpose. safeguards to ensure compliance with the Land Development Code or to satisfy the goals/objectives of the Page Park Community Plan.

(4) Calculation. Upon calculation and receipt of the in-lieu payment from the applicant, the County shall issue credit for a specific cubic amount of stormwater retention.

- (4) Conditions and safeguards. In approving a request, the Community Development Director may prescribe appropriate conditions and and safeguards to ensure compliance with the Land Development Code or to satisfy the goals/objectives of the Page Park Community Plan.
- (5) Calculation. Upon calculation and receipt of the in-lieu payment from the applicant, the County shall issue credit for a specific cubic amount of stormwater retention.
- (6) Trust Fund. All in-lieu payments shall be deposited into the applicable shared stormwater retention trust fund. All funds collected through the in-lieu payment process shall be utilized for the purposes of stormwater retention capital improvements, and other expenses as may be necessary or incidental to the provision of such.
- (7) In-lieu factors. In-lieu factors for shared stormwater retention shall be established by resolution of the Lee County board of County Commissioners and shall reflect costs associated with, but not limited to: land acquisitions, design, legal, planning, engineering, construction, inspection, and finance services. In-lieu factors may be amended from time to time to reflect changes in the above-noted variables.
- (8) Payment Collection. Payment may be made in full or in installments, and all the details pertaining to such shall be addressed in the contract between the applicant and the County.
- (9) Rescinding approval. If a request is approved and the applicant then decides to significantly revisit the conditions/circumstances which he/she represented, then the County Administrator shall have the right to rescind said approval, and the applicant shall be required to re-apply (if so desired) based on the revised set of conditions and circumstances.

Performance Based Increased Density

Additional density may be awarded through the Residential or Mix Use Planned Development (RPD or MPD) process as detailed in the Lee County Land Development Code. The award of bonus density shall be based on the following categories. The bonus density can be awarded in proportion to the number of criteria fully met by the PD.

If two (2) of the six (6) categories are met, then one-third of the available bonus density may be awarded. For example: compliance with two (2) categories will allow for an extra three (3) dwelling units per acre, compliance with four (4) categories will allow for an extra six (6) dwelling units per acre, and compliance with all six (6) categories will allow for an extra nine (9) dwelling units per acre over and above the maximum density (5 du/ac for residential only, and 10 du/ac for mixed use) in the Page Park Community Plan.

Category 1: Superior Site Design & Quality Development

The physical layout, orientation and design of a proposed development can greatly affect the activities on site, the connectivity to uses and activities off site, and the overall neighborhood character and aesthetic appreciation of the development. While less quantitative than other categories, there are a number of planning and design elements recognized by the planning professions that greatly contribute the quality of development. Some of the objectives under this category may include, but are not limited to:

- *Connectivity:* the placement of uses, development, and pathways on site realizes and complements connections

- *Clustering*: concentrating development on a tract of land to increase areas of open space and/or preservation on site;
- *Exterior design and Materials*: Treatment of facades, fenestrations and provision of ornamental features can greatly enhance the quality of development. Use of colonnades, awnings, arcades and balconies can provide shade to pedestrians and further accent the building façade. Building recesses and setbacks can promote greater light and air, mitigating effects of increased building bulk and height;
 - (a) The building shall have an appropriate and fully integrated rooftop architectural treatment, which substantially screens all mechanical equipment, stairs and elevator, towers and provides an architecturally interesting skyline view.
 - (b) The building shall have varying, stepped down elements to provide visual interest, rather than a straight-line edge fronting the street.
- *Orientation*: Street and building placement can be designed to orient activities and vistas. Buildings maintain view corridors. Undulating streets can break up monotonous grid systems and slow traffic. The location of public parks, open space, community facilities and public squares relative to other development can create a sense of cohesiveness and community; and
- *Underground Utilities*: provision of underground utilities enhances the aesthetic value of a community while affording additional protection from hurricanes.

Category 2: Public Open Space & Recreational Areas

Open space, landscaping and buffering provided in addition to that required under the County's land use and development regulations, ordinances and resolutions are important objectives under this category. Provision of passive and active recreational areas and facilities are highly valued objectives in this category. Objectives achieved under this category shall be awarded points based on the physical size, location, public accessibility, and quality of improvement made. Connection to existing public recreational areas and achievement of target facilities of the Page Park Community Plan shall be considered in the award of bonus under this category.

Category 3: Page Park Improvement Fund

Contributions to the Page Park Improvement Trust Fund (PPIF) can be made in accordance with a schedule approved by the County to achieve greater density for a development site. Contributions collected under the PPIF will be used by the County to make public improvements only in the Page Park Community, where developments achieve additional development through awards under this category. Monies under this fund could be used, but are not limited to the following types of public improvements: public parks, bike and or pedestrian paths, greenbelt and nature trails, plantings, and infrastructure improvements. The County will prepare an annual report describing the amount of money collected under this program, current and proposed expenditures, and projects under this program inclusive of an anticipated time schedule.

Category 4: Transportation Improvements

The provision of transportation improvements in excess of those required under other regulations and review procedures shall be objectives under this program, based on achieving suitability and eligibility criteria. The improvements that may receive points under this category may include but are not limited to:

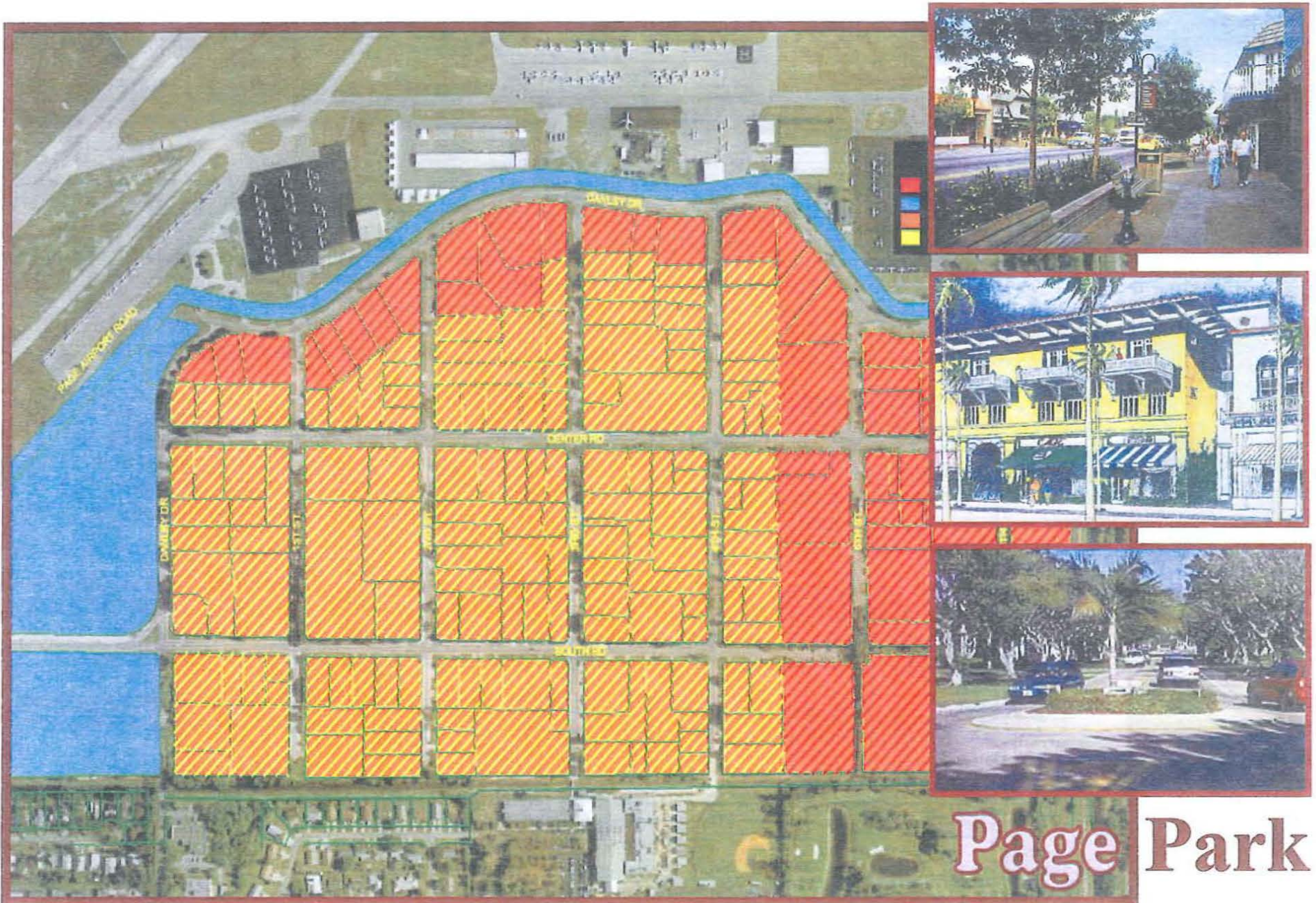
- Provision of land to support existing and proposed right-of-ways on and off-site needed by the County within Page Park;
- Provision of streetscape improvements (plantings, street furniture, etc);
- Provision of traffic control measures (e.g. signalization, pedestrian walk striping);
- Traffic calming control measures

Category 5: Affordable Housing

As housing costs continue to escalate, the provision of affordable housing to support the workforce associated with commercial services and industries will continue to be an important objective to sustain the County's and Page Park's socio-economic long-term objectives. Points would be awarded based on the provision of the quantity and quality of affordable housing opportunities provided on and/or off-site. The suitability of areas to support population needs will be considered in evaluating proposed affordable housing contributions under this category.

Category 6: Land Assemblage

The pre-platted nature of Page Park poses challenges to the aggregation of land needed to support a quality commercial and/or mixed use development. Points will be awarded under this category based on the amount of land assembled, (3 acres or more of lots and consisting of at least 250 feet in depth along the 50% of the site's frontage), the number of platted lots assembled, the amount of commercial development proposed, and the location of the assemblage.



Page Park

VI Goals, Objectives and Policies

Recommended Goals, Objectives and Policies

VISION STATEMENT:

The Page Park Community, bound by US 41 and Danley Road to the west, Iona Drainage District (IDD) Canal "L" to the east, the IDD Canal "L-7" to the south, and the Page Field Airport to the north, is predominantly a residential area consisting of single family and multi-family homes, often abutting commercial and/or industrial uses. Due to its centralized location between two major commercial corridors (U.S. 41 and Metro Parkway), Page Park has felt pressure from more intense development than it desires, and faces traffic cut-through concerns. The Page Park Community desires to maintain and enhance the small community feel, while embracing its heritage and unique beginnings as Lee County's only military base and transition to compatible mixed use redevelopment in a more attractive, architecturally pleasing way. An upgrade of the housing stock is also a desirable outcome of the planning process. The Community strives to create these redevelopment opportunities through various economic incentives.

GOAL __: PAGE PARK COMMUNITY. To revitalize the village-like residential neighborhood into a vibrant mixed-use community, that captures the area's heritage by providing infrastructure, pedestrian and bicycle connections, and business opportunities together with consistency in signage, landscaping, and enhanced development standards, thereby promoting a mix of commercial and residential uses that will provide services to the local community and the driving public. For the purposes of this goal and related objectives and policies, Page Park is generally defined and bound by Page Field Airfield to the north, U.S. 41 (Cleveland Avenue) and Danley Road to the west, Iona Drainage District (IDD) Canal "L-7" to the south, and IDD Canal "L" to the east.

POLICY ____: By the end of 2008, the Page Park Planning Panel will submit regulations for Lee County to consider as Land Development Code regulations that provide for enhanced landscaping along roadways, greater buffering between existing and proposed incompatible uses, enhanced property appearance standards, architectural standards, and signage, lighting, and uses consistent with the Page Park Community Vision Statement and all Land Use and Overlay designations.

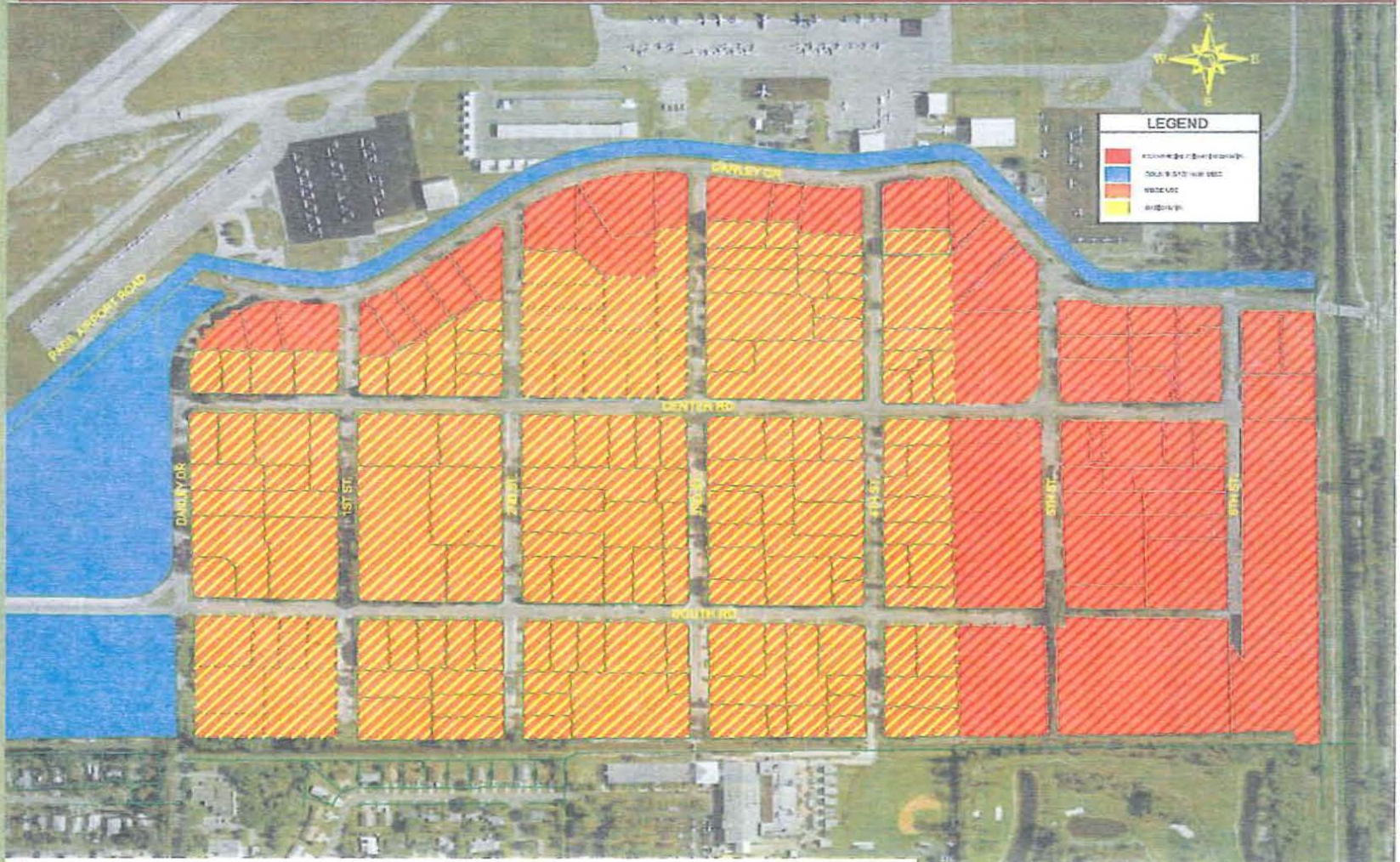
POLICY ____: Lee County is discouraged from approving deviations that would result in a reduction of adopted landscaping, buffering, and signage guidelines, or compliance with the property appearance standards and architectural standards.

POLICY ____: Lee County, with the assistance of the Department of Human Services will to establish incentives for voluntarily bringing older projects into compliance with the regulations adopted as a result of the Page Park Community Plan.

POLICY ____: By 2008 Lee County will evaluate historic resources, if any, and draft a proposal for their designation under Chapter 22 of the Land Development Code.

Page Park Community Plan

Proposed Page Park Overlay Map



Page Park Community is an area of approximately 135.66 acres in size and contains 195 parcels of land. There are six different existing land uses within the Page Park Community, however most properties fall within four major groups: Industrial (38.88 acres or 28.66% in pink), Multi-Family Residential (31.90 acres or 23.51% in brown), Vacant Land (26.82 acres or 19.77% in green), and Single Family Residential (26.02 acres or 19.18% in yellow). Commercial (4.33 acres in red) and County owned land (7.71 acres in blue) makes up the remainder of uses. Many uses within Page Park often exist to the detriments of its abutting property.

Mixed Use Overlay

OBJECTIVE __: MIXED USE OVERLAY. The Council will amend Map 16 “Planning Communities” of the Future Land Use Plan to attain the goals of the Page Park Community Plan. Table 1(b) Planning Community Year 2020 Allocations will also be updated to include Page Park. The Page Park Community Plan Land Use Map designations are depicted on Map ____.

POLICY ____: By the end of 2007, the area known as Page Park Community will adopt and be designated as a Mixed-Use Overlay on the Lee County Future Land Use Map.

POLICY ____: By the end of 2008, the Page Park Planning Panel will propose regulations that encourage and allow mixed use developments within the Page Park Mixed Use Overlay on the Future Land Use Map,.

POLICY ____: Any Future Land Use Map amendments in Page Park must be evaluated for consistency with the Page Park Community plan by the Page Park Community Planning Panel.

POLICY ____: Mixed use developments, as defined in the Lee Plan, and mixed use developments containing both commercial and residential uses within the same structure are strongly encouraged throughout Page Park.

POLICY ____: Mixed use developments will be limited to ten (10) residential dwelling units per acre. Bonus densities for mixed use development shall be limited to fifteen (15) dwelling units per acre. However, additional density may be awarded as bonus density and based on the six (6) performance categories outlined in Chapter V. The bonus can be awarded in proportion to the number of categories fully met for a maximum of nine (9) dwelling units per acre.

For example: two (2) categories will allow for an extra three (3) dwelling units per acre of maximum density, four (4) met categories will allow for an extra six (6) dwelling units per acre of density, and all six (6) categories met will allow for an extra nine (9) dwelling units per acre of maximum density over and above the 10 du/ac that would be typically allowed.

POLICY ____: New mixed use development that requires rezoning within the Page Park Community must be rezoned as a Mixed Use Planned Development (MPD).

POLICY ____: The following uses will be subject to additional compatibility review and standards through the COD rezoning process within the Page Park Community: “detrimental uses” (as defined in the Lee County Land Development Code), nightclubs, bars and cocktail lounges not associated with a Group III Restaurant, gas stations, auto repair service, bus station, car wash, cold storage warehouse and processing plant, excavations (except for development such as stormwater management ponds), farm equipment sales and service, outdoor storage (except for what is currently existing or vested), outdoor flea market, mobile home dealers, mass transit depot or maintenance facility (government-operated), processing and warehousing, recycling facility, rooming house, self-service fuel pumps, truck stop, vehicle and equipment dealers.

Residential Use

OBJECTIVE __: RESIDENTIAL USE. Lee County must protect and enhance the residential properties of the Page Park Community by strictly evaluating adjacent uses, access and requiring compliance with enhanced buffering requirements.

POLICY ____: Stand-alone residential activity and uses will be allowed in all areas within Page Park except along Danley Drive and at the east side of Page Park.

POLICY ____: New residential development, with the exception of a single family residential dwelling, that requires a rezoning within the Page Park Community must be rezoned as a Planned Development (PD).

POLICY ____: With the exception of mixed-use projects, residential uses are limited to no more than ten (10) dwelling units per acre. Bonus density will also be allowed based on performance categories and may be awarded in proportion to the number of categories met for a maximum of nine (9) dwelling units per acre.

For example, if two (2) of the six (6) categories are met, then one-third of the available bonus density shall be awarded: two (2) categories will allow for an extra three (3) dwelling units per acre of maximum density, four (4) met categories will allow for an extra six (6) dwelling units per acre of density, and all six (6) categories met will allow for an extra nine (9) dwelling units per acre of maximum density over and above the 5 du/ac that would be typically allowed.

Commercial Use

OBJECTIVE __: COMMERCIAL USE. Because of poorly planned and incompatible commercial developments of the past, existing and future County regulations, land use interpretations, policies, zoning approvals, and administrative actions must recognize the preferences of the Page Park Community to ensure that commercial areas maintain a pleasing visual quality in landscaping, architecture, lighting and signage, and provide for employment opportunities, while discouraging uses that are not compatible with adjacent uses and have significant adverse impacts on the neighboring properties.

POLICY ____: Stand-alone commercial activity and uses will be limited to Danley Drive and the east side of Page Park. Commercial uses will be permitted elsewhere within the Page Park Community, but **only** as part of a mixed use development, either as defined in the Lee Plan, or as a mixed use development containing both commercial and residential uses within the same structure.

POLICY ____: New stand-alone commercial development that requires rezoning within the Page Park Community must be rezoned as a Commercial Planned Development (CPD).

POLICY ____: The following commercial uses will be subject to additional compatibility review and standards through the CPD rezoning process, **except** within the areas that allows for stand-alone commercial development along Danley Drive and at the east end of the Page Park Community: fish markets or wholesale fish house, retail stores that have a total floor area in a single use building which exceeds 2,500 square feet; and a multi-use building which exceeds 5,000 square feet, mini-warehouses, banks, ATM machines, restaurants, animal kennels, assisted living facility, auto parts store, boat sales and repair, building material sales, community residential home, consumption on premises, drive-thru for any permitted use, indoor flea market, funeral home or mortuary, health care facility, manufacturing facility, package store, fast-food restaurant, social services - group I, indoor storage, wholesale establishments.

POLICY ____: By the end of 2007, the Industrial Development Future Land Use designation will be amended to the Intensive Development Future Land Use designation to accommodate all existing industrial uses as well as the transition to mixed use development and redevelopment.

POLICY ____: No new industrial activities, uses, rezonings or expansions of existing industrial uses are permitted within the Page Park Community.

Housing

OBJECTIVE ___; HOUSING. The County will explore ways to provide decent, workforce housing to meet the needs of present and future residents of the Page Park Community.

POLICY ___: The County will encourage “live-work” housing units within the Page Park Community’s Mixed Use Overlay, whereby the occupant can live and work from within the same building structure.

POLICY ___: By the end of 2008 the Page Park Planning Panel will submit regulations that will provide standards for “live-work” housing within Page Park for Lee County to review, amend or adopt.

POLICY ___: The County will continue to enforce minimum standards of housing and sanitation and require prompt action in the identification of abandoned or dilapidated property which may need to be demolished per the Lee County Land Development Code.

POLICY ___: The County will inform, educate, and encourage residents of the Page Park Community about funding opportunities or programs available to assist in the rehabilitation of existing residential structures that are in need of repair, rehabilitation or removal.

Transportation

OBJECTIVE ___: TRANSPORTATION. All road improvements within the Page Park Community considered by the County will address the Community's goal to maintain its small town character and give preference to alternatives that allow existing roads to function at their current capacity.

POLICY ___: To mitigate or curtail cut-through and speeding traffic throughout the Page Park Community, the Page Park Planning Panel with assistance and guidance from the Lee Department of Transportation, will prepare a traffic calming plan for streets within the Page Park Community. Upon approval, these traffic calming techniques will be employed as financially feasible, as the need or opportunity arises to repair, renovate, expand, or modify a section of street which utilizes these techniques within the plan.

POLICY ___: The County will review and evaluate the one-way section of 6th Street as to its need, and remove the one-way restriction if found to be obsolete for traffic routing.

POLICY ___: Expansion of arterial roadways such as Danley Drive should include physically-separated provisions for bicyclists/pedestrians to provide for connection to the Ten mile Linear Park, Jerry Brooks Park, and the US 41 corridors.

POLICY ___: Mixed use and commercial developments within the Page Park Community are encouraged to provide interconnect opportunities with adjacent mixed use and commercial uses in order to minimize access points onto primary roads. Residential developments are also encouraged to provide interconnect opportunities with commercial and mixed use areas, including but not limited to bike paths and pedestrian

Sewer and Water

OBJECTIVE ___: SEWER AND WATER. Given the desire to provide a mix of uses and a mix of residential densities, central sewage service is essential and is strongly encouraged for the Page Park Community within all land use categories.

POLICY ___: Central sewer service is strongly recommended for future higher density and intensity developments which are proposed within the Page Park Community. Any new developments that meet the criteria outlined in Standard 11.2 of the Lee Plan are required to connect to a central sewer system.

POLICY ___: At the County's expense, the County will upgrade and improve the Page Park Community's central water supply system as part of any future central sewer system installation project.

Parks and Recreation

OBJECTIVE ____: PARKS AND RECREATION. Lee County will work with the Page Park Community to ensure that recreation for the Page Park Community is provided for.

POLICY ____: Lee County Department of Parks and Recreation will work with the Lee County Port Authority and the Lee Department of Transportation to realign South Street to a point farther north to increase the pedestrian safety of Jerry Brooks Park users.

POLICY ____: Lee County Department of Parks and Recreation will work with the Page Park Community to ensure that the all enhancements of Jerry Brooks Park meets the recreational needs of the Page Park Community and are integrated into the existing park areas.

Community Safety

OBJECTIVE ____: COMMUNITY SAFETY. To increase the safety and security for all Page Park Community residents, a security survey was conducted by the Lee County Sheriff's Department on April 5, 2006. The survey provided recommendations that could assist in reducing criminal behavior if implemented.

POLICY ____: The Page Park Planning Panel will request an annual security survey update from the Lee County Sheriff's Department, and will implement any recommendations they provide to reduce or eliminate criminal behavior in the area.

POLICY ____: The Page Park Community will continue and expand, as feasible, its Neighborhood Watch Program administered by the Lee County Sheriff's Department.

POLICY ____: The Page Park Community will continue to work with the Lee County MSTBU Department to increase and enhance street lighting throughout the Page Park Community.

POLICY ____: By the end of 2008, the Page Park Planning Panel will draft and submit proposed Land Development Code regulations that will incorporate Crime Prevention Through Environmental Design (CPTED) techniques to enhance safety to their community.

POLICY ____: The Page Park Planning Panel will work with Lee County Code Enforcement to address the issues that can influence increased criminal activity. These issues include, but are not limited to:

- Trim overgrown vegetation on both improved and vacant lots
- Notification of untagged vehicles
- Unlicensed businesses out of homes
- Debris and illegal dumping on vacant lots
- Vehicle parking on sidewalks
- Eliminate graffiti as soon as it appears.

POLICY ____: The County will review, assess, and evaluate the Page Park Community roadway network for all needed safety improvements, such as but not limited to:

- Adding traffic center line to roadways
- Designating cross walks with signage and/or road markings
- Add traffic calming devices such as roundabouts and raised crosswalks

Design Guidelines

OBJECTIVE ____: DESIGN GUIDELINES. To enhance the visual appeal of new development, the Page Park Planning Panel will propose architectural guidelines that will address the character and aesthetic appearance of the Page Park Community.

POLICY ____: By the end of 2008 the Page Park Planning Panel will propose regulations for architectural design guidelines.

POLICY ____: The architectural design guidelines will apply to all new development and to all redevelopment of, or additions or renovations to, an existing building, where the cumulative increase in total floor building area exceeds 50 percent of the square footage of the existing building being enlarged or renovated.

Public Participation

OBJECTIVE ____: PUBLIC PARTICIPATION. Lee County will encourage and solicit public input and participation prior to and during the review and adoption of county regulations, Land Development Code provisions, Lee Plan provisions, and zoning approvals.

POLICY ____: As a courtesy, Lee County will register citizen groups and civic organizations within the Page Park Planning Community that desire notification of pending review of Land Development Code amendments and Lee Plan amendments. Upon registration, Lee County will provide registered groups with documentation regarding these pending amendments. This notice is a courtesy only and is not jurisdictional. The County's failure to mail or to timely mail the notice, or failure of a group to receive mailed notice, will not constitute a defect in notice or bar a public hearing from occurring as scheduled.

POLICY ____: The applicant for any development request within the Page Park Planning Community must conduct one public informational session where the applicant will provide a general overview of the project for any interested citizens. Lee County encourages zoning staff to participate in such public workshops. This meeting must be conducted before the application can be found sufficient. The applicant is fully responsible for providing the meeting space and providing security measures as needed. Subsequent to this meeting, the applicant must provide County staff with a meeting summary document that contains the following information: the date, time, and location of the meeting; a list of attendees; a summary of the concerns or issues that were raised at the meeting; and a proposal for how the applicant will respond to any issues that were raised.