

**STRATEGIC PLANNING WORKSHOP
BONITA SPRINGS CITY COUNCIL
MONDAY, APRIL 18, 2016
11:00 A.M.
CITY HALL
9101 BONITA BEACH ROAD
BONITA SPRINGS, FLORIDA 34135
MINUTES**

CITY COUNCIL CHAMBERS

I. MEETING CALLED TO ORDER BY MAYOR SIMMONS

Mayor Peter Simmons called the meeting to order at 11:00 A.M.

II. ROLL CALL

Mayor Simmons and all Council Members were in attendance.

III. PUBLIC COMMENTS

[11:04:40 AM](#) Rick Steinmeyer expressed his support for a fire station on Hickory Boulevard.

[11:05:16 AM](#) Jude Reichental addressed a recommendation from the Technology Advisory Board in 2007.

[11:06:18 AM](#) John Paeno, owner of CGT Kayaks, and representative for the downtown business owners, stated that the businesses support collaboration and communication with the City. They would like to work with the City on the sign ordinance, road closures, and parking in the downtown area.

IV. CITY COUNCIL DISCUSSION

[11:12:34 AM](#) Presentation of Council priorities list as prepared by Council Member Peter O'Flinn. Council addressed the list of priorities, which was revised as a result of Council discussion and attached hereto.

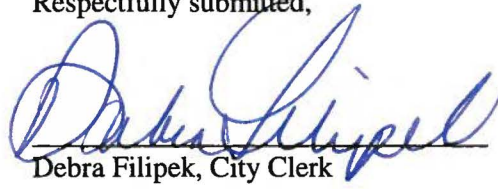
V. PUBLIC COMMENTS

[4:05:14 PM](#) Carolyn Gallagher addressed the issue of casinos that was discussed before the Local Planning Agency. The question is whether they should develop rules.

VI. ADJOURNMENT

There being no further items to discuss, the meeting adjourned at 4:15 P.M.


Respectfully submitted,



Debra Filipek, City Clerk

APPROVED:
BONITA SPRINGS CITY COUNCIL:

Date: 5/9/16

AUTHENTICATED:

Peter Simmons, Mayor

A. Vision

"Bonita Springs shall reach its full potential as one of the great small cities in the United States."

B. Mission

To ensure that the City of Bonita Springs is a vibrant place to live, work, visit and play, providing an exceptional quality of life by fostering a dynamic and sustainable environment with exemplary, professionally provided cost-effective public services (source: 2014 city strategy statement)

C. Values

Empathy...Trustworthiness...Directness...Responsibility...Professionalism.....Excellence...Timeliness...Fairness...Competence...Respectfulness...Positivity...Caring...Credibility...Integrity...Efficiency (source: 2014 strategy statement)

D. Strategies to Achieve The Vision

The following strategies are adapted from "Bonita Springs Tomorrow: The Vision" in the current Bonita Springs Comprehensive Plan, first written in 2000.

Preserve Small town charm — "A community of human scale, one in which we can afford to live, and with which we can identify as individuals." Bonita Springs should not be a mirror image of the east coast of Florida, overwhelmed by sprawl and traffic."

Ensure connectivity — "A continuous system of safe, shaded bicycle paths should connect homes, shopping and workplaces...public access to vistas of the estuary, river and creeks should be preserved and linear parks should wind through the natural and developed areas of the city."

Foster a sense of place — "A walkable community that is pedestrian friendly...Vehicular traffic should move easily through a continuous, attractive street system with planted medians... and strategically placed statuary....US 41 and Bonita Beach Road should be beautiful commercial parkways....Welcoming features should clearly announce the location of city

Revitalize downtown - "A focus for both daytime and evening activity and a meeting place for families, teens, singles and senior citizens....There should be a mix of restaurants, retail shops and services, publicly sponsored activities and entertainment, all complimented by the ambiance of the surrounding neighborhoods and the Imperial River."

<p>Be a leader in environmental protection —“Bonita Springs should be a Florida leader in municipal protection of the environment....a ‘green’ city because of its protection of natural systems, pristine beaches and greenways through environmental consciousness and stringent pollution controls.”</p>		
<p>Maximize government transparency —A place where its citizens participate in government processes and all steps needed are taken to assure appropriate citizen access to government process. Tap the talents of our citizens.</p>		
<p>A keen eye on financial stewardship – Achievement of all of our strategic goals must be accomplished in the most cost efficient manner. Efficient operation of government, and keeping taxes low, underpins quality of life.</p>		
<p>Promote desirable economic Development – The highest quality economic development is derivative of achieving realization of the other strategic goals set forth below.</p>		
<p>E. Implementation Steps</p>		
<p>I. A Sense of Place/Ensuring Connectivity</p>		
<p>Transportation, including Multimodal (bike/ped) elements</p>		
<p>1. Review and consider adoption of the Bonita Beach Road Visioning Study. Prioritize elements.</p>		
<p>2. Review and consider adoption of the Quadrant Plan for the Bonita Beach Road/US 41 intersection, which will provide capacity improvement by developing alternative routes around the intersection.</p>		
<p>3. Work on critically needed short-term improvements to Bonita Beach Road/US 41 traffic congestion, by engaging Lee DOT/FDOT to improve traffic signal timing</p>		
<p>4. Review and consider adoption of the Bike/Ped Master plan</p>		
<p>5. Integrate (a) Bonita Beach Road Visioning Plan, (b) Quadrant Plan, (c) Bike/Ped Master Plan and (d) current and future plans for sidewalk improvements into a coordinated City of Bonita Springs Multimodal Master Plan</p>		
<p>5a. Begin implementation of Multimodal Master Plan.</p>		

6. Consider cost and execution efficiency of adding a transportation engineer to city staff (perhaps sharing the expense with another local government) to help quarterback, develop and execute Multimodal Master Plan transportation initiatives, rather than costly outsourcing of portions of this role on individual projects		
7. Advocate for additional east/west road connections (including Veterans Memorial Parkway just south of Bonita Springs in Collier County)		
8. Review current transportation priorities for consistency with vision		
9. Review 2011 Bonita Bike Path study. [38]		
10. Work with Lee County School District on facilitating safe bicycle pathways for students at Bonita Springs schools		
11. Determine policy preference for separated bike lanes, as proposed by Federal Highway Administration, for transportation safety.		
12. Receive staff presentation on LeeTran transportation activities in the city, including bus shelters		
13. Receive staff presentation on plans for improved bike/ped facilities on Terry Street from Old 41 to the Middle School		
14. Receive staff presentation of status of plans for bike/ped path on Old 41 from Bonita Beach Road south to the Collier County line.		
15. Integrate concepts of Multimodal Master Plan with city's complete streets policies		
15a. Consider extension of Via Coconut Point Road from Estero to Old 41, intersecting east of the US 41/Old 41 intersection		
Community Aesthetics		
16. Develop coordinated pleasing urban design standards for city controlled features. Assess the problem areas and develop improvement plan, including but not limited to minimizing municipal signage, reduction of cyclone fencing, dealing with rusted guardrails, muting bright yellow street crossing ADA pads, and the like.		
17. Develop, in consultation with FDOT and Art in Public Places Board, a plan for a signature entrance to Bonita Springs ---a welcoming feature that will clearly announce to visitors an inviting entrance to the city.		
18. Work with the Art and Public Places Board to determine the feasibility of placing statuary at "strategic places" in the city, as called for in the Comp Plan, including roundabouts.		
19. Progress plans for improving landscape medians throughout the city.		
20. Review US 41 landscaping implementation, including FDOT and other constraints as they relate to installed Bonita Springs landscaping as contrasted with installed Collier County landscaping		

21. Consider development of cost efficient city program to screen barren concrete walls, which have been constructed by the city, with a vegetative buffer, including ivy or vines. Access the problem areas and develop improvement plan.		
22. Cease construction, with taxpayer monies, of barren concrete walls not already approved, particularly considering the far different private sector initiatives to erect vegetative buffers that beautify our city. (An appropriate exception would be made for sound barriers justified by standard FDOT or other decibel criteria. Also, wall currently in process will be discussed separately.)		
23. Consider adoption of city funded vegetative buffers, in appropriate circumstances.		
24. Work with resident groups on initiatives to preserve golf course lands in the city (eg Bonita Golf and Country Club)		
25. Receive staff presentation of impact of State law relating to billboards on landscaping and other aesthetic considerations.		
25a. Review situation of billboard fronting on cemetery		
26. Receive staff presentation on status and current plans for completion of Cullum's Bonita Trail.		
Parks and Public Access		
27. Develop a coordinated program of pleasing urban design standards for all Bonita park facilities.		
28. Work with Collier and Lee counties to investigate feasibility of a combined signature beach park at the foot of Beach Road		
29. Work with Lee County to restore beach access passes to residents of Bonita Springs		
30. Investigate Big Hickory Island as a venue for beach park for City residents.		
31. Explore possibility of keeping Lee County parking lot open during later hours, particularly during season		
32. Public access to beach and parking and other waterways.		
33. Review beach maintenance, nourishment needs, access, and parking, including Toole preliminary vision of integrating parking (including entrances and exits) at Lee and Collier lots at the foot of Beach Road		
34. Work to ensure public access to Estero Bay, with particular reference to the Coconut Road area.		

34. Receive detailed report on history of the Coconut Road "viewers road," said to be a public right of way extending to the waters edge recorded in 1931, including details on historical objections of public officials in Lee County to vacating the right of way, and historical statements in favor of vacation.		
35. Consider appropriate parameters for use of park impact fee monies for bicycle and walking trails.		
36. Develop program of collaboration with local not-for-profits that provide recreational services to maximize the availability of recreational services to our residents, and avoid duplication of effort and cost. Investigate issues relating thereto, including cost, access, long term availability.		
37. Review pending options for increased access to water for recreational purposes		
Other		
38. Reaffirm commitment to the dark skies initiative, including analysis of expense associated with lighting.		
39. Review current affordable housing initiatives, and consider other initiatives for affordable housing.		
40. Develop policies to minimize, if not eliminate, homelessness in Bonita Springs.		
41. Consider future of Old Library building on Pine Avenue, including discussions with Lee County BOCC		
II. Small Town Charm		
1. Adhere, as much as practical, to the prudent growth parameters of the current Bonita Comprehensive Plan. According to the work of Florida Gulf Coast University, available residential development potential per the Comp Plan will fully accommodate additional population projected for the next 25 years. (EAR, p.14)		
2. Develop and execute a plan to permanently protect the large tracts of Bonita DR/GR land, in the vicinity of 20/20 Hidden Cypress Preserve or adjacent to Edison Farms, from development (like the goal of the Village of Estero and Rep. Ray Rodrigues to preserve Edison Farms), working collegially with landowners. No use of eminent domain will be involved.		
3. Adopt formal Council position opposing Route 951 extension through the Bonita DR/GR and Edison Farms.		
4. Work with Village of Estero to preserve Edison Farms and related large parcels in Bonita DR/GR. (see #2 above)		
5. Review annexation and other agreements for mine reclamation responsibilities. Review test report for mines.		

III. Financial Stewardship		
1. Integrate Council articulated policy with the budget and budget process		
2. Zero based budget as way to ensure efficient government operation		
3. Consider restructuring existing city debt so that maturities are extended over a longer term, matched to amortization of useful life of funded improvements.		
4. Receive presentation from staff on 2012 understanding relating to TNR requirements, with particular reference to financial obligations pertaining thereto. Consider appropriate ways to reduce the cost of the program, and to relieve its pressure on the general fund.		
Impact Fees		
5. Receive staff presentation of impact fee credits history with a view toward better understanding the manner and procedures under which impact fee credits are granted and adopting appropriate modifications, if any.		
6. Consider authorizing impact fee study, with view toward determining the appropriateness of current impact fee schedule in light of anticipated capital improvement plan expenses. Any change must not adversely impact the city's competitive economic development position.		
Capital Improvement Projects		
7. Establish Council priorities to be certain that CIP adequately reflects them and will be provided for in the budget		
8. Determine CIP requirements for US 41/Bonita Beach Road quadrant plan.		
9. Determine CIP requirements for implementation of Bicycle Master Plan.		
Downtown Redevelopment Costs		
10. Receive presentation from staff on full current and anticipated future costs associated with the downtown redevelopment project, with particular focus on cash flow impacts. This shall include related improvements on Terry Street.		
11. Receive presentation from staff (a) explaining, with specificity, the expense of the water retention system portion of the downtown project (including related cost incurred by Bonita Springs Utilities.) and (b) succinct explanation of "credits" for water retention created by the project and their anticipated usage in the downtown area.		
12. Receive staff presentation of cash flow and other financial impacts of spending and borrowing related to downtown project.		
13. Receive staff presentation on contractual Tax Increment Financing (TIF) accounting year to date and projected cash flow implications		

14. Consider appropriate initiatives, if any, for cost recovery of multimillion-dollar water retention system, including stormwater utility collecting reasonable recapture rates.		
Outsourced Contracts		
15. Receive presentation of outsourced contracts by name and functionality and cost.		
16. Review costs associated with the CH2M contract.		
17. Consider working collaboratively with the Village of Estero on opportunities to jointly outsource contracts, thus reducing costs through bulk buying power (an example would be current efficiencies derived from BSFD vehicle maintenance for other agencies)		
18. Review outsourced contracts to determine if city employees could perform certain functions in a dramatically more cost effective manner. In other words, can so-called "government lite" actually be financially extremely heavy for certain functions?		
Other Potential Efficiencies		
19. Investigate cost recovery fee schedule, similar to Estero and east coast communities, on requests for Comp plan amendments and other land use matters that consume significant time of Community Development and other staff resources.		
20. Consider parks department cost efficiencies through partnering with local not-for-profits that provide recreational services at no cost to the city, with a goal of providing extensive recreational facilities to city residents in the most cost efficient manner for the taxpayer		
Other Financial Items		
21. Review revenue side of budget for elasticity		
22. Discuss spending authority, including City Manager \$50,000 threshold		
23. Receive analysis of ability to lend monies among various city funds (see, eg., Wonder Gardens loan as an example)		
24. Consider additional funding sources, \$20 million or more, for future projects		
26. Consider status of program that uses taxpayer monies to pay for private roads considering the large funding requirements for other city projects, including critical public road infrastructure projects		
IV Government Transparency		
Community Outreach		
1. Provide user-friendly report by Community Development on its website to show large or all permits, perhaps by area and by district		

2. Provide user friendly report by Community Development by community. [54]		
3. Review communication process and outreach, including methodologies to better communicate through homeowner's associations.		
4. Encouragement of participation by citizens with deep subject matter expertise in city issues that would highly benefit from that expertise		
5. Make available a paper copy of city land development and other ordinances at City Hall and the Bonita Springs library		
Comprehensive Plan		
7. Define parameters for review of Comprehensive Plan Review (EAR)		
8. Review map issues or errors (aka "scriviner's errors") in Comp Plan, including administrative procedures relating to dealing with these issues		
9. Change zoning ordinances and regulations to match Comp Plan		
City Council matters		
11. Schedule city council workshops		
12. Clarify process for getting items of interest on City Council agenda		
Land Development matters		
14. Staff to provide all considerations related to land development proposals, pro and con, to enable decision makers to have a solid basis to make a thoughtful, thorough and reasonable judgment, pro or con, with respect to such proposals.		
15. Consider amendment of land use procedures on matters such as notification of residents, geographic reach of notice to affected parties, matters that are processed administratively, assuring due process for applicants, ex-parte communications, nuances of "competent substantial evidence" among other things.		
16. Receive staff presentation of city adopted green building standards, and any density issues related thereto		
V. Environmental Protection		
1. Develop white paper outlining short and long term goals so that our Imperial River is no longer an "impaired" waterway.		
2. Develop initiatives to preserve and enhance the ambiance surrounding the Estero Bay Aquatic Preserve, which is the state of Florida's first aquatic preserve. This should include the preservation of view sheds, and working collaboratively with the Village of Estero.		

3. Review Water Task Force recommendations to determine the prioritization of actions, and to examine development related recommendations, if any, that were not in the purview of the Water Task Force.		
4. Receive staff presentation on any adverse water quality impacts associated with developments not serviced by BSU, including RV/mobile home parks		
5. Receive staff presentation on city and BSU requirements relating to septic systems in the city, including parameters under which new septic systems, if any, are permitted.		
6. Testing of wells for water safety		
7. Spring Creek flow through and navigation issues. Flooding in San Carlos Estates because of blockage.		
8. Receive staff presentation on Total Nitrogen Removal(TNR) obligations, and active and proposed projects relating thereto		
9. Continue work on Spring Creek restoration		
10. Reaffirm Commitment to Comp Plan designation of Resource Protection lands.		
11. Receive staff presentation of Waterways Maintenance Plan, mentioned in previous city strategic plan		
12. Receive staff presentation on status of items being considered by so-called Regional Watershed Working Group, mentioned in previous city strategic plan		
VI. Downtown Revitalization		
1. Review Downtown overlay plans integrating historic, with recreation, housing water access. Receive staff presentation on the current vision for the "look" of the area, as previously approved by City Council.		
2. Receive presentation from staff regarding the current plan for redevelopment, including the streetscape and underground water retention project.		
3. Receive presentation from Bonita Springs Downtown Alliance regarding the "proposed city action plan" on Old 41		
4. Consider allocation of economic development monies to downtown project.		
5. Review bonus density policies		

6. Monitor the need for mid-course corrections, if any, on Downtown revitalization project (live oak tree selection, etc)		
7. Consider development objectives and process relating to Bamboo property		
8. Receive presentation relating to options for Imperial River Bridge improvements on Terry Steet		
9. Receive staff view on adequacy of bus pull-off in front of former community hall site		
10. Receive staff presentation on status of proposal for historic village		
VII. Economic Development		
1. Consider preparation of brochure by city staff that presents the forward-looking vision of Bonita Springs as an economic development attractor.		
2. Consider policy, with respect to financial contribution, considering changes to State of Florida Qualified Target Industry (QTI) funding program.		
3. Assure that applications for permits are processed as promptly as practicable.		
5. Work with the EDC, Village of Estero, the Bonita Springs Area Chamber of Commerce and the Estero Chamber of Commerce to attract businesses to the area.		
7. How are economic development leads tracked?		
VIII. Other		
1. Receive presentation on Emergency Management procedures in the event of a hurricane or other emergencies		
2. Consider car-rail system with off load at Railhead. Grant for commuter rail.		