

Naples Miracle Mile Committee

Introduction

The Naples Miracle Mile committee was formed in early 2023 as a result of the impact of Hurricane Ian on Gulf Shore Boulevard North (GSBN). The resident led committee is a unique coalition of stakeholders including Moorings, Coquina Sands, and Gulf Shore Property Owners Associations presidents, neighborhood residents, builders, developers, architects, and community professionals. A City Council member and Naples City Staff are liaisons to the committee.

The committee vision, mission, and operating principles were developed at the initial meetings. It was determined that the scope of the committee work would be the redevelopment of public properties and right of ways on GSBN. The committee developed and adopted the name Naples Miracle Mile.

Committee Vision Statement

Gulf Shore Boulevard North from the Naples Beach Club to Doctor's Pass will be the premier community of multi-family residences in Southwest Florida. The neighborhood will retain Naples' charm with beautifully coordinated streetscapes, views of the gulf and bay, and provide safe pathways for residents, pedestrians, cyclists, and beach goers.

The Business Case

Hurricane Ian struck in September 2022 and had a devastating impact on virtually all 38 properties along GSBN. Residents have been displaced from their homes, incurred large assessments for property repairs, large increases in insurance policy costs, as well as loss of personal property. Some residents are forced to rebuild due to FEMA requirements.

The best estimates indicate that 30% of the 38 properties along GSBN may be redeveloped in the next 3 years. The illustration below shows the properties with characteristics for potential sale.

Naples Miracle Mile

Effected Areas on Naples Miracle Mile



Spring 2023, redevelopment has started in earnest.

The Business Case (continued)

Beginning in late 2022 acquisition of several properties began to take place. The former Mansion House and The Colony are two of the largest acquisitions to date. Developers have paid over \$40 million per acre ¹ on the west side of GSBN and over \$20 million per acre ² on the east side of GSBN. The trend with new development is larger condominium units priced from \$3000 to \$4000 per square foot ³.

The value of these redeveloped properties far exceed existing values. The new Rosewood Residences Naples marketed properties have a total value of \$700 million dollars⁴.

Footnote 1 1785 GSBN sold for \$83M on 2.2.23, 2.1 acres, CC Property Appraiser

Footnote 2 2020 GSBN sold for \$30M on 5.26.23, 1.58 acres, CC Property Appraiser

Footnote 3 Current properties for sale on the Naples Beach Club website

Footnote 4 Rosewood marketing materials.

A cohesive plan for redeveloping the streetscape and infrastructure will create efficiencies that reduce the time frame of the project, and redundancy of work for all stakeholders. Time translates to costs.

Committee Mission Statement

The mission of the resident-led Naples Miracle Mile Committee is to bring community stakeholders together in support of the redevelopment of public property and right of ways on Gulf Shore Boulevard North by ensuring the implementation of a cohesive plan that retains the best of Naples charm, enhances public amenities, and creates a beautiful streetscape for all to enjoy.

- The redevelopment plan addresses 1.3 miles of Gulf Shore Boulevard North from Doctors Pass to the Naples Beach Club. This area is referred to as Naples Miracle Mile.
- Stakeholders include, but are not limited to: residents, Naples's neighborhood association leaders, community professionals, developers, city professional staff, and Naples City Council representation.
- The scope of the work is to ensure cohesive plans that include but are not limited to landscape design, public lighting, sidewalks, bike lanes, roadways, pedestrian cross walks, underground utilities, storm water management, traffic calming and density, support of zoning compliance for building heights and setbacks, maintaining beach and bay views. Items that are not in scope are private properties.
- The Committee seeks City Council approval of a cohesive and holistic streetscape plan to be developed and implemented by city staff and/or an urban planning consultant.
- Due to the cultural and financial impact of this unprecedented development, the committee asks the City to view GSBN redevelopment as a top 10 priority to be included in the CIP budget.
- The committee encourages resident participation via communications and solicitation of resident feedback.

- Holistic planning will realize efficiencies for all stakeholders and reduce the burden of traffic and disruption in our neighborhoods during redevelopment.
- The Miracle Mile Committee has and will continue to work in a collaborative way that includes all stakeholders to obtain the best results.

Survey of GSBN, Coquina Sands and Moorings Residents

Resident feedback is essential for successful redevelopment of the Miracle Mile. The Miracle Mile Committee designed, administered, and tabulated the results of a resident survey conducted in July 2023. The survey resulted in responses from 864 residents representing the Moorings, Coquina Sands and GSBN residents. See **Appendix A** for the survey questionnaire.

Question 2 asked residents to rank 21 features to improve function and appearance on GSBN. See **Appendix B** for survey results, including weighted averages by neighborhood, and features that were ranked Important, Very Important, Extremely Important by residents of GSBN, Coquina Sands and the Moorings combined.

In order of importance, the top ten are: underground utilities, sidewalks, traffic density, low building heights within zoning, green space on private property, stormwater flooding, views to the gulf and bay, building setbacks within zoning, pedestrian crosswalks, green space/verdant landscaping on public property.

Question 3 asked “What qualities and characteristics would you like to preserve and maintain in our neighborhood?” Responses include:

- Maintain building aesthetics and heights to preserve the village image with green spaces and lush landscaping.
- Control growth by balancing development versus density.
- Traffic management for safety and tranquility.
- Focus on pedestrian safety for walking, jogging, and cycling.
- A community that focuses on residents’ needs and preferences over tourists and visitors .

Question 4 asked “What are your ideas for improving the public spaces on GSBN?” Responses include:

- Strict zoning enforcement.
- Using native Florida plants with shade trees and colorful bushes to maintain natural beauty and village feel.
- Continuous walkways on both sides of GSBN.
- Allowing for walkways to the beach without trespassing on private properties.
- Improve lighting to ensure visibility during nighttime.
- Traffic management to include calming but continuous traffic flow.
- Regular town hall meetings and workshops to engage residents, developers, and city officials in a collaborative and harmonious way.

Question 5 asked “During redevelopment of GSBN, what is the #1 priority/concern that needs to be addressed and why?”

- Traffic management and pedestrian/cyclist safety.
- Residents strongly advocate for low-rise architectural compatible buildings that blend with the existing neighborhood.
- Management of noise, pollution, and dust during redevelopment construction.
- Redevelopment plans should prioritize maintaining unobstructed sightlines to the gulf and bay.

Recommendations from the Miracle Mile Committee

Everyone benefits from the beautification and improvements along the Miracle Mile. It is a win-win for residents, developers, visitors, and the City of Naples.

The Miracle Mile Committee seeks City Council approval of a cohesive and holistic streetscape plan to be developed and implemented by Naples City professional staff and/or urban planning consultant. See **Appendix C** for scope of streetscape planning.

Due to unprecedented development and its impact, the Committee requests that the GSBN redevelopment receive a top 10 priority and be included in the Naples Community Improvement Plan (CIP).

The Committee advocates for community town hall discussions and updates for residents and all stakeholders on a regular basis.