

The Miracle Mile Proposal to the City of Naples

BACKGROUND:

The Miracle Mile Committee was formed in early 2023 in response to the severe damage Hurricane Ian brought to GSN. Virtually every building was damaged in addition to landscape, hardscape, and personal property. Of the 38 buildings along the 1.3 mile stretch from Doctors Pass to the Naples Beach Club, it is estimated that one third may be redeveloped over the next three years.

THE MIRACLE MILE TEAM:

The Committee is a "resident led" unique collaboration of stakeholders with a shared mission and vision. The leadership includes the Gulf Shore Property Owners and the Coquina Sands and Moorings Associations. In addition, the Miracle Mile Committee includes Naples City professional staff, a liaison from the city council, building industry leaders, and general managers of the Edgewater Hotel and Naples Beach Club.

MIRACLE MILE TEAM MISSION:

The mission of the resident-led Naples Miracle Mile Committee is to bring community stakeholders together in support of the redevelopment of 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.

WHY THE MIRACLE MILE IS IMPORTANT:

This 1.3 mile stretch from Doctors Pass to the Naples Beach Club is important to all residents of Naples.

1. It offers beautiful views from the street to the Gulf of Mexico and Moorings Bay. The Miracle Mile is used daily by walkers, joggers, cyclists, and provides the western gateway connection to/from downtown.
2. It fronts the Moorings Beach Park-the crown jewel of the Moorings.
3. It fronts Lowdermilk Park-Naples premier public beach park.

4. The future Four Seasons and the existing Edgewater Hotel offer exclusive views and dining experiences like no other location of the Gulf of Mexico within the City of Naples.

REDEVELOPMENT IS BASED ON DATA:

The committee surveyed residents in July, 2023 from the Gulf Shore Property Owners, Moorings, and Coquina Sands associations. We obtained 864 responses in the middle of the summer which indicated the high level of engagement that the Miracle Mile residents have for the future of their community.

Residents were asked what features are most important to them along the Miracle Mile. More than 90% of the residents ranked the following as the 10 most important features; underground utilities, sidewalks, traffic density, low building heights, green space/lush landscaping on private property, stormwater flooding on the road, views to the gulf and bay, building setbacks, pedestrian crosswalks, green space and verdant landscaping on public property.

WHAT WE NEED TO CONTINUE OUR WORK:

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 City would view GSBN redevelopment as a top 10 priority to be included in the CIP budget.

Respectfully submitted on behalf of the residents of the Gulf Shore Boulevard North, the Moorings, the Coquina Sands and the Naples Miracle Mile Committee.