



Urban Land
Institute

Southwest Florida

TECHNICAL ASSISTANCE PANEL APPLICATION

Date of Application 12/29/2011

Lead Applicant

Organization Lee County Board of County Commissioners

Contact Person Tessa LeSage

Title/Role Manager, Office of Sustainability

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Statement of the Problem/Issue

Give a brief description why you believe a Technical Assistance Panel (TAP) is needed. Discuss the nature of the assignment and the key issues and problems that you would like the panel to address. Include a brief description of the study area as well as any current activities and future plans for the project area. Please attach maps, statistics, proposals, and any other relevant information if necessary.

Questions to be addressed by panel members

Please list no more than three specific questions to be addressed by the panel. These questions may be tweaked at a later date, but questions are necessary to determine the scope of the panel. It may be helpful to organize questions in the categories of Market Potential, Planning and Design, Development Strategies, and Implementation Strategies.

Management Plan

Identify individuals who will participate in the panel process and their areas of responsibility. Please include those who will be responsible for the preparation for the briefing book and organization of the briefing session, tour of the study area (if applicable), on-site panel support (including refreshments), and follow-up.

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Research & Enterprise Diamond: A Livable, Economically Diverse Hub for Sustainable Businesses

Study Area & Background

The Research & Enterprise Diamond offers Lee County an opportunity to maximize our resources to create a livable, economically diverse hub for sustainable businesses. Ideally located within a 40-square-mile area of south Lee County, businesses in the Diamond benefit from existing infrastructure in transportation, education and recreation. Resources such as the Southwest Florida International Airport, JetBlue Park and Florida Gulf Coast University establish a prime location for creating synergies among research and renewable energy, enterprise and clean economic growth.

The university and businesses in the Diamond have a mutually beneficial relationship. As the university creates a knowledge base and workforce, business grows. As businesses grow, the university grows, creating even more business opportunities.

But it's not just about business. The vision for the Research & Energy Diamond includes addressing the lifestyle needs of all those new employees and students as well as the needs of those who already live and work there. That includes infill development to create more walkable, transit-oriented communities that meet Lee County's complete streets objectives and that provide convenience, sociability and excitement in addition to job opportunities.

With this vision and the ongoing development of incentives, we have already begun attracting new, clean businesses, such as Algenol, to the area. We are applying for funding to add infrastructure to support other businesses and the type of livable community we know this area can become. Collaboration with our private partners and Florida Gulf Coast University is key to making the Research & Enterprise Diamond a success that will positively impact all of Southwest Florida.

Assignment/Key Issues

In order to encourage sustainable development and economic growth in the Research & Enterprise Diamond, Lee County seeks to employ new development standards and procedures that will transform the designated area into a magnet for Cleantech companies, Research & Development oriented firms, Logistics & Distribution operations, and Green Real Estate development projects. Consequently, the planning effort must tie the overarching vision and the critical issues facing the Research & Enterprise Diamond into a comprehensive set of policies.

Questions

Market Potential: What techniques should the County use to ensure active and constructive participation by the private property owners, residents, and public stakeholders in the Research & Enterprise Diamond to achieve the vision?

Planning and Design: Given the vision for the Research & Enterprise Diamond, its existing public infrastructure, and the current state of development, what is an appropriate mix of uses and how can the County stimulate the creation of this mix?

Implementation Strategies: What development related incentives should be implemented to attract private investment consistent with the vision related above?

Management Plan

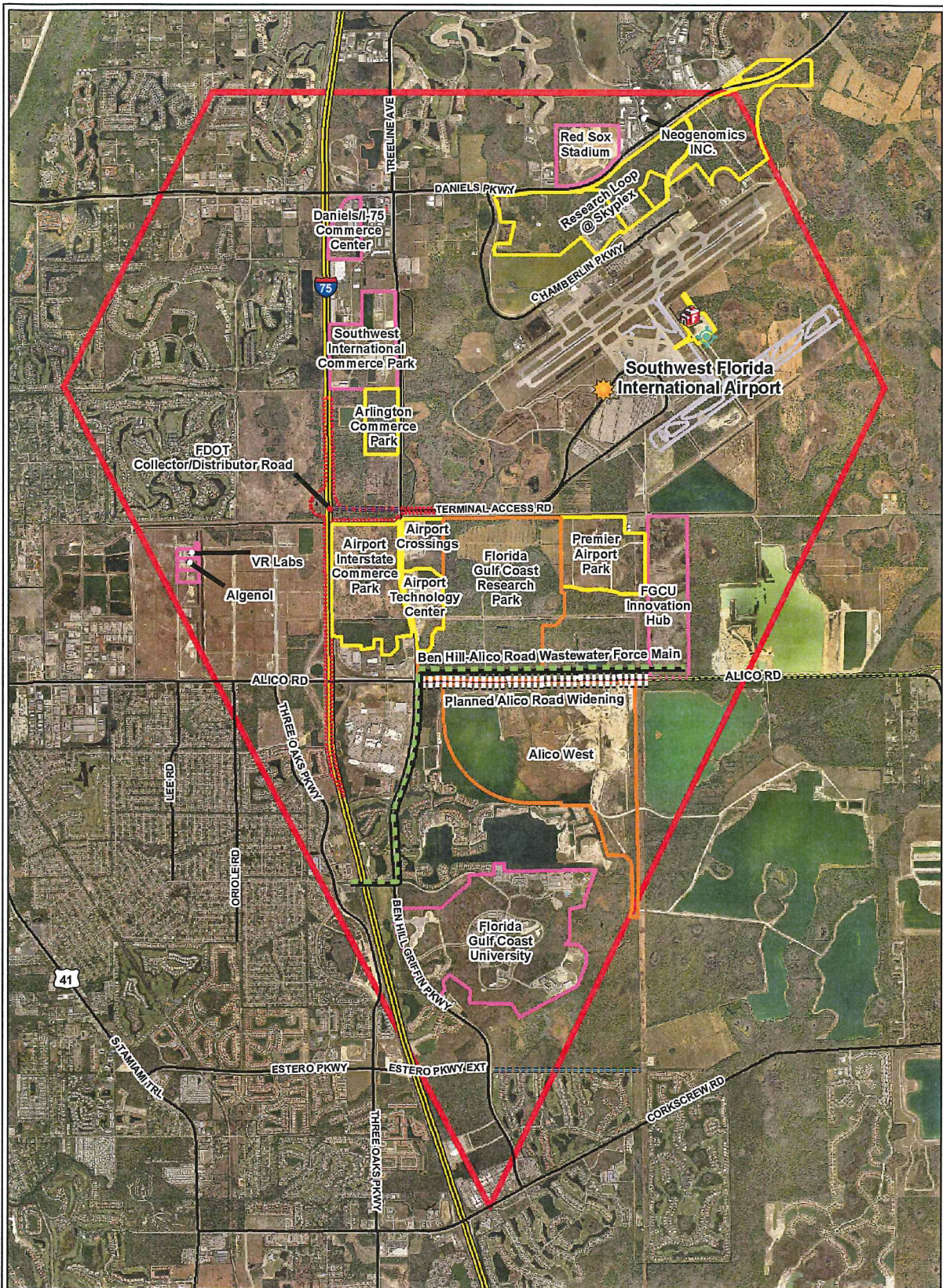
Tessa LeSage, Office of Sustainability/County Administration, Project Manager

Glen Salyer, Economic Development Liaison, Tour of Study Area

Mary Gibbs, Community Development, Planning Liason

Attachments

Research & Enterprise Diamond Map



Research and Enterprise Diamond Lee County, Florida

- Ben Hill-Alico Road Wastewater Forcemain
- Planned Alico Road Widening
- Estero Parkway Extension
- Alico Road Extension
- I-75 Airport Entrance

- Projects**
- Existing
 - Approved
 - Planned

Lee County Port Authority Improvements

- Chiller Bldg / Solar Project
- Future Aircraft Rescue and Fire Fighting Station
- Future Air Traffic Control Tower

