



**GOAL 1 - Make Downtown a vibrant and attractive place.**

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 1: Actively encourage the development of large opportunity sites downtown.</b>							
Action 1.1: Revise the Comprehensive Plan to permit zoning/land development regulation changes that will allow reasonable intensity, density, and predictability.	Immediate	Urban Design, Zoning & Code Compliance		\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.2: Consider the adoption of a form-based code in key areas and along key corridors where development and investment is likely and desirable. The regulations within this code should conform to the qualities and intent of the Future Character Areas as detailed in Chapter 2 of the Master Plan. Policies regarding development criteria found throughout the plan should be taken into account and incorporated into the new regulations whenever possible.	Immediate	Urban Design, Zoning & Code Compliance	TEAM Punta Gorda, Punta Gorda Isles Civic Association, Smart Growth Punta Gorda, Historic District HOA	\$\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.3: Evaluate and revise Downtown's overlay districts to ensure they are compatible with the Citywide Master Plan goals and with any zoning and regulatory changes.	Immediate	Urban Design, Zoning & Code Compliance		\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
Action 1.4: Adopt the Investment Sector Map (Figure 4.2) to inform public and private investment priorities, as well as stable areas that should be preserved.	Immediate	Urban Design		-		City Policy / Regulation	Goal 3, Goal 5
Action 1.5: Ensure that local historic district designations do not impose additional development barriers to key development opportunity sites.	Immediate	Urban Design	Historic District HOA	-		City Policy / Regulation	Goal 3, Goal 5
Action 1.6: Study and adopt an intensity bonus program which grants additional bonus development in exchange for a pre-defined set of community benefits such as affordable housing, cultural and arts-related space, and public open space.	Immediate	Urban Design, Zoning & Code Compliance	Punta Gorda Housing Authority, Charlotte County Housing Services, Gulf Coast Partnership, Habitat for Humanity, Harborside Center for the Arts (HCA)	\$	General Fund	City Policy / Regulation	Goal 3, Goal 5
<b>Strategy 2: Ensure that downtown is comfortable and accessible for all people walking, biking, and driving.</b>							
Action 2.1: Restore Marion Ave and Olympia Ave to two-way traffic to help slow down traffic and reduce confusion for new residents and visitors.	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	Capital Improvements Program (CIP) Funding (e.g. Bond Financing, Impact Fees, General Fund, State & Federal Grants, Special Revenue Funds, Special Taxing Districts), Optional 1% Sales Sur Tax, State & Federal Transportation Grants	Capital Improvement Project	Goal 4
Action 2.2: Slow down traffic and enhance safety downtown by reducing the number of lanes on US 41 as it passes through Downtown Punta Gorda.	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, State & Federal Transportation Grants	Capital Improvement Project	Goal 4
Action 2.3: Implement intersection improvements at Retta Esplanade and US 41 to improve pedestrian and bicycle safety.	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, State & Federal Transportation Grants	Capital Improvement Project	Goal 4



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Action 2.4: Transform Taylor Street from Marion Ave to Harborside Ave into a shared, festival street.	Near-Term	Public Works, Urban Design	PG Chamber, County Chamber, Historic District HOA, TEAM Punta Gorda, PG Isles Civic Association	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 4
Action 2.5: Update street design standards downtown to include updated landscaping, lighting, and furnishing guidelines.	Immediate	Urban Design, Public Works	PG Chamber, Historic District HOA, TEAM Punta Gorda	\$	General Fund	City Planning Study	Goal 4
<b>Strategy 3: Establish Downtown Punta Gorda as an arts, culture, and entertainment hub.</b>							
Action 3.1: Create a new Community Affairs Division within the City of Punta Gorda, with one or two new full-time positions. Responsibilities would include: <ul style="list-style-type: none"> <li>Supporting community groups in managing arts, culture, housing, employment, and economic development programs;</li> <li>Implementing outreach programs;</li> <li>Working with local groups to organize and publicize events; and</li> <li>Managing recreational use and programming in City Parks.</li> </ul>	Immediate to Near-Term	City Manager, City Council		\$\$	General Fund		Goal 3, Goal 5
Action 3.2: Adopt a public art ordinance for Downtown Punta Gorda that requires a percentage of new development budgets for projects of a certain size be earmarked for public art.	Near-Term	Urban Design, Zoning & Code Compliance		\$\$	General Fund	City Policy / Regulation	
Action 3.3: Continue to support the creation of murals downtown.	Ongoing	Community Affairs, Urban Design	Punta Gorda Historic Mural Society (PGHMS), Visual Arts Center, Harborside Center for the Arts (HCA)	\$\$	General Fund, Private Donation	City Program / Service	
Action 3.4: Continue to support events and festivals in Downtown Punta Gorda.	Ongoing	Community Affairs, Public Works, Fire & Police Department	TEAM Punta Gorda, PG Isles Civic Association, PG Chamber, County Chamber, Tourism Bureau	\$	General Fund	City Program / Service	Goal 5
Action 3.5: Create a decorative lighting plan for downtown and develop branded banners for main streets, giving preference to local artists in the conception and fabrication of these new design elements.	Near-Term	Community Redevelopment Agency (CRA), Urban Design, Public Works	TEAM Punta Gorda, PG Isles Civic Association, Tourism Bureau, Visual Arts Center, Harborside Center for the Arts (HCA)	\$\$	General Fund, CRA Fund, Private Donation	City Planning Study	Goal 5
Action 3.6: Revise the existing noise ordinance to establish: 1) A quantitative, rather than qualitative, method for establishing acceptable noise levels and 2) Permitted noise levels at specific times for different areas of the city.	Immediate	Zoning & Code Compliance, Police Department	PG Chamber, Historic District HOA	\$	General Fund	City Policy / Regulation	Goal 5
Action 3.7: Provide permit/impact fee rebates for new projects containing nonprofit, cultural, and artist production, exhibition, and rehearsal spaces.	Ongoing	Zoning & Code Compliance, Building		\$	General Fund	City Program / Service	Goal 5
Action 3.8: Revise the existing Temporary Conditional Use (TCU) Permit to allow for pop-up arts, entertainment, and retail uses in vacant downtown storefronts and lots.	Immediate	Zoning & Code Compliance, Building	PG Chamber, Historic District HOA	-		City Policy / Regulation	Goal 5
Action 3.10: Incentivize or require new residential construction downtown to incorporate details that minimize sound transfer into and out of units.	Immediate	Zoning & Code Compliance, Building		-		City Policy / Regulation	Goal 5



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STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
Action 3.9: Partner with local arts organizations to provide new programs and spaces for cultural production in Downtown Punta Gorda.	Ongoing	Community Affairs	TEAM Punta Gorda, Charlotte Community Foundation, Visual Arts Center, HCA, PGHMS, Center for Performing Arts, Arts & Humanities Council of Charlotte County, County Cultural Center Charlotte County	\$\$\$	General Fund, Private Donation, State and Federal Grants	City Program / Service	Goal 5
Action 3.10: Study the creation of a Cultural Space Management PDA, an independent entity tasked with leasing, developing, purchasing, and subleasing spaces to cultural organizations and artists.	Near-Term	Community Affairs	TEAM Punta Gorda, PG Isles Civic Association, Visual Arts Center, HCA	\$	General Fund	City Planning Study	Goal 5
Action 3.11: Invest in new artistic lighting for the Gilchrist and Barron Collier bridges that can be programed for special events or certain hours of the night.	Near-Term	Urban Design, Public Works	Fishermen's Village, Sheraton Four Points, Sunseeker Resort, PG Isles Civic Association, Tourism Bureau	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, Private Donation	Capital Improvement Project	Goal 2
<b>Strategy 4: Explore parking management and transportation solutions that enhance downtown.</b>							
Action 4.1: Partner with local businesses downtown to establish a shared valet service that allows patrons to drop-off and pick-up their car at any valet location.	Ongoing	Community Affairs, CRA	PG Isles Civic Association, PG Chamber	\$-\$\$	General Fund, CRA Fund	City Program / Service	Goal 5
Action 4.2: Adopt and enforce a time limited parking rule for on-street spaces along key retail and commercial streets downtown.	Immediate	Public Works, Police Department	PG Isles Civic Association, PG Chamber, Historic District HOA	\$	General Fund	City Policy / Regulation	Goal 5
Action 4.3: Explore a residential parking permit in the downtown historic district to help manage on-street parking spaces.	Near-Term	Public Works, Police Department	Historic District HOA	\$	General Fund	City Policy / Regulation	Goal 3
Action 4.4: Study the establishment of a parking program that would allow developers to pay into a fee-in-lieu fund for the construction of new centralized garages instead of providing parking on site.	Near-Term	Finance, Zoning & Code Compliance		\$	General Fund	City Program / Service	
Action 4.5: Revise existing bicycle parking requirements to establish standard short- and long-term parking ratios for all new non-residential and multi-family residential projects and to incentivize the addition of covered bicycle parking and employer based shower and locker facilities.	Immediate	Urban Design, Zoning & Code Compliance		-		City Policy / Regulation	Goal 4
Action 4.6: Expand existing and create new educational and public information campaigns to educate residents about alternative transportation options, such as small electric shuttles, bicycle safety, and car sharing services.	Ongoing	City Communications, Information Technology	TEAM Punta Gorda, Peace River Riders, Coastal Cruisers, Acme Bicycle Shop	\$	General Fund	City Program / Service	Goal 4
Action 4.7: Study the feasibility of a progressive pricing model for downtown parking in the long-term to incentivize better utilization of all parking options.	Long-Term	Finance, Urban Design	PG Isles Civic Association, PG Chamber, Historic District HOA	\$-\$\$	General Fund	City Planning Study	
<b>Strategy 5: Improve the quality of life by investing in high quality public spaces that are sustainable and resilient.</b>							
Action 5.1: Construct new public spaces downtown, identified in the Public Realm Improvements Map (Figure 5.3).	Near-Term to Long-Term	Urban Design, Public Works	Private Developers	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, Private Donation	Capital Improvement Project	Goal 4



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STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
Action 5.2: Work with advocacy groups to provide more youth programming in and around downtown Punta Gorda.	Immediate	Community Affairs	TEAM Punta Gorda, Charlotte Community Foundation, United Way of Charlotte County, New Operation Cooper Street, Friends of Gilchrist Park, YMCA, Historic District HOA	\$	General Fund	City Program / Service	
Action 5.3: Develop a green infrastructure program for new capital projects that sets new standards for impervious versus pervious surface areas, sustainable building materials, xeriscaping, and low impact stormwater management.	Near-Term	Urban Design, Public Works, Buildings	Charlotte Harbor Environmental Center, Peace River Charlotte Harbor Environmental Awareness (PReaCH)	\$-\$\$	General Fund, CIP Funding, Optional 1% Sales Sur Tax	City Program / Service	Goal 2
Action 5.4: Continue to implement the recommendations of the Punta Gorda Climate Action Plan (updated February 2019), including the protection and restoration of shoreline habitats, installation of check valves, and elevation and floodproofing of critical infrastructure.	Ongoing	Public Works, Utilities	Florida Office of Resilience & Coastal Protection, Historic District HOA	\$\$\$	National Coastlines Resilience Fund, General Fund, CIP Funding, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 2
Action 5.5: Adopt adaptation guidelines for new capital projects and private developments in the Downtown Adaptation Focus Area identified in the Punta Gorda Climate Action Plan (updated February 2019). Adaptation measures include: <ul style="list-style-type: none"> <li>Elevating critical infrastructure and building systems above base flood elevation;</li> <li>Wet floodproofing non-habitable spaces with breakwalls or flood vents;</li> <li>Dry floodproofing critical infrastructure that can't be elevated and habitable ground floor spaces like storefronts and restaurants;</li> <li>Incorporating low impact development practices such as bioswales and rain gardens; and</li> <li>Installing of wet wells or underground water catchment cisterns.</li> </ul>	Near-Term	Public Works, Utilities, Buildings, Zoning & Code Compliance	Florida Office of Resilience & Coastal Protection, Historic District HOA	\$	General Fund	City Policy / Regulation	
Action 5.6: In partnership with local and regional agencies study and implement long-term adaptation strategies including: <ul style="list-style-type: none"> <li>Additional shoreline protection measures;</li> <li>Stormwater management tools like pump stations;</li> <li>Larger capacity pipes, overflow storage tanks, and check valves; and</li> <li>Raised streets and heightened sea walls.</li> </ul>	Long-Term	Public Works, Utilities	Charlotte County Community Development, Charlotte County MPO, Charlotte County Public Works & Utilities, FDOT, Florida Office of Resilience & Coastal Protection	\$\$\$	Florida Resilient Coastlines Program, General Fund, CIP Funding, Optional 1% Sales Sur Tax State & Federal Grants	City Planning Study, Capital Improvement Project	
<b>Strategy 6: Preserve the character of Punta Gorda and ensure that new development adds to its unique charm.</b>							
Action 6.1: Adopt the Future Character Areas Map (Figure 4.1) as a way to ensure that all zoning and land-use regulation revisions serve to implement the desired future character of the city.	Immediate	Urban Design, Zoning & Code Compliance	TEAM Punta Gorda, Smart Growth Punta Gorda, Historic District HOA	-		City Policy / Regulation	Goal 3, Goal 5
Action 6.2: As a part of a new form-based code or revised overlay districts, establish and new architectural and site-design guidelines, as well as new frontage and street design standards.	Immediate	Urban Design, Zoning & Code Compliance, Building	TEAM Punta Gorda, Smart Growth Punta Gorda, Historic District HOA	\$-\$\$	General Fund	City Policy / Regulation	

VII. Implementation & Engagement

Implementation Matrix



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STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY		POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
Action 6.4: Adopt a local register of historic properties and create two new local historic districts, the Downtown Historic District and Grace Street Mid-Century District (Figure 4.4).	Immediate	Urban Design, Zoning & Code Compliance		Punta Gorda Historical Society, History Park, Charlotte County Historical Center Society (CCHC), Blanchard House Museum, Historic District HOA	\$	General Fund	City Planning Study	
Action 6.5: Replace the Bethel-St. Mark Historic District with a new local conservation district (Figure 4.4), as part of the revisions to the City's Land Development Regulations.	Immediate	Urban Design, Zoning & Code Compliance		Punta Gorda Historical Society, History Park, CCHC, Blanchard House Museum, Historic District HOA	\$	General Fund	City Policy / Regulation	
Action 6.6: Establish a long-term relocation and adaptation strategy for historic properties in areas vulnerable to sea level rise as identified in the Punta Gorda Climate Plan (updated February 2019).	Near-Term	Urban Design, Building		Punta Gorda Historical Society, History Park, CCHC, Blanchard House Museum, Historic District HOA	\$-\$	General Fund	City Program / Service	
Action 6.7: Develop a sidewalk plaque program that identifies historic businesses that are no longer in Punta Gorda, but played an important role in its growth and development.	Near-Term	CRA, Urban Design		Punta Gorda Historical Society, History Park, CCHC, Blanchard House Museum, Historic District HOA	\$\$	CRA Fund, Private Donation	City Program / Service	
Action 6.8: Preserve existing greenspace in city parks, particularly along the waterfront by limiting the amount of permitted paved surfaces.	Ongoing	Urban Design, Public Works		Historic District HOA	-		City Policy / Regulation	Goal 2



## GOAL 2 - Celebrate Charlotte Harbor and welcome more boating.

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 1: Celebrate and protect Charlotte Harbor.</b>							
Action 1.1: Invest in new artistic lighting for the Gilchrist and Barron Collier bridges that can be programed for special events only or for certain hours of the night.	Near-Term	Urban Design, Public Works	Fishermen's Village, Sheraton Four Points, Sunseeker Resort, PG Isles Civic Association, Tourism Bureau	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, Private Donation	Capital Improvement Project	Goal 1
Action 1.2: Continue to preserve the city's existing shoreline parks and conservation areas through proper maintenance and appropriate land development and zoning regulations.	Ongoing	Public Works, Urban Design	Charlotte County Natural Resources Division, Charlotte Harbor Environmental Center, PReaCH, Peace River Audubon Society, Florida Office of Resilience & Coastal Protection, TEAM Punta Gorda	-		City Policy / Regulation	Goal 1
Action 1.3: Continue and expand existing efforts to install living shorelines offshore of existing waterfront parks and plant additional vegetation along the coastline to enhance the natural shoreline ecosystem and protect against storm events.	Ongoing	Public Works, Urban Design	Charlotte County Natural Resources Division, Charlotte Harbor Environmental Center, PReaCH, Peace River Audubon Society, Florida Office of Resilience & Coastal Protection, TEAM Punta Gorda	\$\$\$	National Coastline Resilience Fund, General Fund, State and Federal Grants	City Program / Service	
Action 1.4: Continue existing efforts to protect and restore the seagrass in Charlotte Harbor.	Ongoing	Public Works, Urban Design	Charlotte County Natural Resources Division, Charlotte Harbor Environmental Center, PReaCH, Peace River Audubon Society, Florida Office of Resilience & Coastal Protection, TEAM Punta Gorda	\$\$	General Fund, State and Federal Grants	City Program / Service	
Action 1.5: Conduct an in depth study of the effects of adding new marinas, mooring ball fields, and breakwaters in Charlotte Harbor and work closely with property owners, environmental groups, and technical consultants to mitigate any potential impacts.	Near-Term	Public Works, Urban Design	Fishermen's Village, Sheraton Four Points, Punta Gorda Waterfront Hotel (PGWH), Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Charlotte Harbor Environmental Center, PReaCH, Peace River Audubon Society, Historic District HOA	\$\$\$	General Fund, Private Investment, Federal & State Grants	City Planning Study	
<b>Strategy 2: Encourage more visiting boaters and water-related activities in Punta Gorda.</b>							
Action 2.1: Partner with and support Fishermen's Village, the Punta Gorda Waterfront Hotel, and the Sheraton Four Points in the expansion, re-establishment, or construction of their marinas, as well as the creation of new upland facilities and additional day / dinghy docks on their properties for visiting boaters.	Near-Term	Urban Design	Fishermen's Village, Sheraton Four Points, Punta Gorda Waterfront Hotel (PGWH), Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Historic District HOA	\$	General Fund, Private Investment, Federal & State Grants	City Program / Service	Goal 1



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Action 2.2: Consider the removal of dinghy docks in Gilchrist Park, while constructing new dinghy / day docks behind the Charlotte Harbor Event Center.	Immediate	Public Works, Urban Design	Charlotte County Community Development, Charlotte County Public Works, Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Historic District HOA	\$\$	CIP Funding, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 1
Action 2.3: Invest in a western mooring ball field and provide a mechanism to manage and control anchorage off of Gilchrist Park.	Near-Term	Public Works, Zoning & Code Compliance	Fishermen's Village, Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Historic District HOA, Charlotte County Community Development, Charlotte County Public Works	\$\$\$	CIP Funding, Optional 1% Sales Sur Tax, Federal & State Grants	Capital Improvement Project	Goal 1
Action 2.4: Adopt and enforce strict regulations for boaters using mooring ball fields and anchoring in Charlotte Harbor.	Immediate	Zoning & Code Compliance, Police Department	Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Historic District HOA, Charlotte County Community Development, Charlotte County Public Works	\$	General Fund	Capital Improvement Project	
Action 2.5: Construct new kayak launches at Ponce Park, at the end of Mary Street in Trabue Park, and at the ends of Colony Point Drive.	Immediate	Public Works	Charlotte County Public Works	\$\$-\$	CIP Funding, Optional 1% Sales Sur Tax	Capital Improvement Project	
Action 2.6: Complete the Buckley's Pass "bird cut" project to improve access for boater in Punta Gorda Isles.	Near-Term	Public Works	Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Charlotte County Public Works	\$\$-\$\$\$	One-time Tax Assessment District, CIP Funding	Capital Improvement Project	
Action 2.7: Apply for permits to dredge deeper at Ponce Inlet for a total depth of between 6.5 to 7 feet.	Near-Term	Public Works	Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Charlotte County Public Works	\$	General Fund, CIP Funding, Optional 1% Sales Sur Tax	Capital Improvement Project	
Action 2.8: Work with the county to deepen Alligator Creek.	Near-Term	Public Works (Charlotte County to lead)	Charlotte County Alligator Creek Waterway Unit, Punta Gorda Boaters Alliance, Punta Gorda Boat Club	\$\$-\$\$\$	Charlotte County Alligator Creek Waterway Unit (MSBU/MSTU) Funds	Capital Improvement Project	
Action 2.9: Partner with Sunseeker and Fishermen's Village to study the feasibility of a water taxi service in the long-term.	Near-Term	Finance	Fishermen's Village, Sunseeker Resort, County Tourism Bureau, Charlotte County Public Works, Charlotte County Community Development, Charlotte County Public Works	\$	General Fund, Private Investment	City Planning Study	Goal 1
Action 2.10: Work with the Chamber of Commerce, Yacht Clubs, and local boating organizations to expand existing water-related events and develop large boating events like Sail In's and Traveler Fest.	Ongoing	Community Affairs, Police and Fire Department	Fishermen's Village, Sunseeker Resort, County Tourism Bureau,	\$	General Fund, Federal & State Grants	City Program / Service	
Action 2.11: Expand and improve city marketing aimed specifically at boating and fishing tourists, as well as sailing, kayaking, and paddle boarding enthusiasts.	Ongoing	Community Affairs, City Communications, Information Technology	County Chamber, Punta Gorda Chamber, County Tourism Bureau, Punta Gorda Boaters Alliance, Punta Gorda Boat Club, Local Yacht Clubs	\$	General Fund, Federal & State Grants	City Program / Service	



**GOAL 3 - Diversify housing types.**

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 1: Encourage new and diverse housing types to serve a broader range of current and future residents.</b>							
Action 1.1: Ensure that residential density controls and land uses are calibrated to allow for missing middle housing types including townhomes, duplexes, fourplexes, cottage courts, and small apartment buildings.	Immediate	Urban Design, Zoning & Code Compliance	Historic District HOA, Smart Growth Punta Gorda, Gulf Coast Partnership	-		City Policy / Regulation	Goal 1
Action 1.2: Reduce minimum lot widths and remove replatting fees in Traditional Neighborhood areas, identified in the Future Character Areas Map (Figure 4.1), to encourage smaller housing types, including townhomes and duplexes.	Immediate	Urban Design, Zoning & Code Compliance	Historic District HOA, Smart Growth Punta Gorda	-		City Policy / Regulation	Goal 1
Action 1.3: Reduce parking requirements outside the CC zone, particularly in the Downtown, Downtown Flex, Traditional Neighborhood, and Neighborhood Center character areas defined in Future Character Areas Map (Figure 4.1) and study the possibility	Immediate	Urban Design, Zoning & Code Compliance	Historic District HOA, PG Chamber, Smart Growth Punta Gorda, PG Isles Civic Association	\$	General Fund	City Policy / Regulation	Goal 1
Action 1.4: Revise zoning and land development regulations to permit more affordable micro units and accessory dwelling units (ADUs) in all residential zones and study the possibility of revising single-family zones to allow two homes per lot.	Immediate	Urban Design, Zoning & Code Compliance	Historic District HOA, Smart Growth Punta Gorda, Gulf Coast Partnership	\$	General Fund	City Policy / Regulation	Goal 1
Action 1.5: Develop more assisted living as part of a larger Continuing Care Retirement Communities Program. In partnership with local non-profits, the city can encourage the creation of various types of senior housing or help subsidize the cost of home improvements.	Near-Term	Community Affairs	Punta Gorda Housing Authority, Charlotte County Housing Services, Gulf Coast Partnership, Habitat for Humanity, SW Florida Goodwill Housing, Volunteers of America	\$\$\$	General Fund	City Program / Service	
<b>Strategy 2: Support the creation of new affordable and workforce housing.</b>							
Action 2.1: Provide a tax/fee rebate program for residential projects that include a certain number of affordable and workforce housing units.	Immediate	Finance, Building		\$-\$\$	General Fund	City Policy / Regulation	
Action 2.2: Support the creation of affordable infill development by helping local organizations to better utilize all development models including Community Land Trusts, Community Housing Development Organizations, Housing Finance Agencies, and Public Housing Authorities.	Ongoing	Community Affairs, Finance	Punta Gorda Housing Authority, Charlotte County Housing Services, Gulf Coast Partnership, Habitat for Humanity, SW Florida Goodwill Housing, Volunteers of America	\$	General Fund	City Program / Service	
Action 2.3: Expand support for nonprofit housing programs, such as SF Florida Goodwill Housing and Habitat for Humanity.	Ongoing	Community Affairs	Punta Gorda Housing Authority, Charlotte County Housing Services, Gulf Coast Partnership, Habitat for Humanity, SW Florida Goodwill Housing, Volunteers of America	\$\$\$	Developer Impact Fee, Property Tax, Tax Incremental District	City Program / Service	





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Action 2.4: Work with Charlotte County to develop a digital "housing referral" list for residents and service providers that aggregates all available affordable and workforce housing options, and well as rental assistance and homeless services.	Ongoing	Community Affairs, Information Technology		Punta Gorda Housing Authority, Charlotte County Housing Services, Gulf Coast Partnership, Habitat for Humanity, SW Florida Goodwill Housing, Volunteers of America	\$	General Fund	City Program / Service	
Action 2.5: Contribute to a Local Housing Assistance Trust Fund.	Ongoing	Finance		Punta Gorda Housing Authority, Charlotte County Housing Services	\$\$-\$\$\$	Developer Impact Fee, Property Tax, Tax Increment District	City Program / Service	
Action 2.6: Study the creation of a sales tax project, or an alternate source of funding, to adequately fund the development of affordable and workforce housing. Investments could include land assembly and acquisition, site remediation, and infrastructure investments.	Near-Term	Finance		Punta Gorda Housing Authority, Charlotte County Housing Services	\$	Sales Tax, Tax Increment District	City Program / Service	
Action 2.7: Establish a Housing Task Force to initiate a citywide Land Bank and facilitate vacant land disposition and transfer for affordable housing projects.	Near-Term	Community Affairs		Punta Gorda Housing Authority	\$\$	General Fund	City Program / Service	
Action 2.8: Adopt a policy to prioritize affordable and workforce housing projects as a local preference when seeking funding and housing credits from the Florida Housing Finance Corporation.	Immediate	City Council			-		City Policy / Regulation	



### GOAL 4 - Fully Embrace walking and biking.

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 1: Create an accessible, safe, and inviting network of streets for users of all ages and abilities.</b>							
Action 1.1: In accordance with the City's Complete Streets Resolution of 2013, rewrite the Street Standards contained in Chapter 20: Streets & Sidewalks and Chapter 20a: Subdivisions of the Code of Ordinances.	Immediate	Urban Design	Charlotte County Transportation Engineering, TEAM Punta Gorda, Nickel Ride, Peace River Riders, Coastal Cruisers	\$	General Fund	City Policy / Regulation	Goal 1
Action 1.2: Work with FDOT to adopt the City's recommended Context Classification Map (Figure 5.8).	Immediate	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	-		City Policy / Regulation	Goal 1
Action 1.3: Restore Marion Ave and Olympia Ave to two-way traffic from W Henry St to US 17, as shown in the Recommended Pedestrian Improvements Map (Figure 5.9), creating transitions on either end with a new roundabout on W Marion Ave and W Henry St and signalized transition at E Marion/Olympia and US 17.	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Fund, Optional 1% Sales Sur Tax, FDOT State & Federal Grants	Capital Improvement Project	Goal 1
Action 1.4: In accordance with the City's proposed Context Classification Map (Figure 5.8), reduce the speed limit and number of lanes on US 41, Marion Ave, and Olympia Ave as they pass through downtown, as shown in the Recommended Pedestrian Improvements Map (Figure 5.8).	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Fund, Optional 1% Sales Sur Tax, FDOT State & Federal Grants	Capital Improvement Project	Goal 1
Action 1.5: Implement intersection improvements shown in the Recommended Pedestrian Improvements Map (Figure 5.9), including: <ul style="list-style-type: none"> <li>• Roundabout on Aqui Esta Dr and Bal Harbor Blvd;</li> <li>• New signalized intersection at Retta Esplanade and US 41 Northbound;</li> <li>• New high visibility crosswalks and stop sign and/or pedestrian activated signal at Retta Esplanade and US 41 Southbound;</li> <li>• New high-visibility crosswalks, pedestrian crossing signals, and median/refuge islands on US 41 and Aqui Esta Dr, Monaco Dr, and Madrid Blvd; and</li> <li>• New public space and offset intersection at Taylor Rd and US 41.</li> </ul>	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Fund, Optional 1% Sales Sur Tax, FDOT State & Federal Grants	Capital Improvement Project	
Action 1.6: Implement traffic calming tools as needed and in addition to narrowing streets and converting them to two-way travel, in areas with higher speed traffic and pedestrian activity. Tools include: <ul style="list-style-type: none"> <li>• Reducing turning radii;</li> <li>• Adding in pedestrian refuges, medians, pinch points, bulbouts, midblock crossings, speed humps / bumps, speed tables, elevated crosswalks, and mini roundabouts;</li> <li>• Constructing shared streets; and</li> <li>• Re-paving streets with rougher and slower pavers.</li> </ul>	Near-Term	Public Works, Urban Design	FDOT, Charlotte County Transportation Engineering	\$\$\$	CIP Fund, Optional 1% Sales Sur Tax	Capital Improvement Project	
Action 1.7: Continue to fill in any gaps in the city's existing sidewalk network, prioritizing sidewalks in the Downtown, Downtown Flex, Traditional Neighborhood, and Neighborhood Center character areas defined in Future Character Areas Map (Figure 4.1).	Near-Term and Ongoing	Public Works		\$\$\$	CIP Fund, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 1



**GOAL 4 - Fully Embrace walking and biking.**

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
Action 1.8: Implement the remaining ADA capital improvement projects identified in the City of Punta Gorda ADA Transition Plan (November 2018).	Near-Term	Public Works, Urban Design		\$\$\$	CIP Fund, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 1
Action 1.9: Establish a Street Tree Program that allows individual citizens, developers, business owners, and community groups to contribute to Punta Gorda's urban canopy by purchasing new trees and their initial mulch, while the city commits to maintaining and watering the trees.	Immediate	Public Works, Urban Design	TEAM Punta Gorda, Charlotte Community Foundation, Punta Gorda Garden Club	\$\$-\$\$\$	CIP Fund, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 1
<b>Strategy 2: Encourage more residents and visitors to pick alternative transportation options.</b>							
Action 2.1: Invest in a public information campaign aimed at supporting existing and future "last-mile" transportation solutions such as small electric shuttle services and TEAM Punta Gorda's Bike Share Program.	Ongoing	Community Affairs, City Communications, Information Technology	TEAM Punta Gorda, Charlotte Community Foundation, Nickel Ride, Peace River Riders, Coastal Cruisers, Acme Bicycle Shop	\$\$	General Fund	City Program / Service	Goal 1
Action 2.2: Promote Charlotte County's existing Curb-to-Curb service on the city website and in city communications and public information campaigns.	Ongoing	City Communications, Information Technology	Charlotte County Human Services	\$	General Fund	City Program / Service	
Action 2.3: Advocate for and support the full implementation of the Charlotte County Transit Development Plan, which includes plans for an Airport Express and Downtown Punta Gorda circulator trolley / bus service.	Ongoing	City Council, City Manager	FDOT, Charlotte County Transportation Engineering	-		City Program / Service	
<b>Strategy 3: Invest in new high quality bicycle infrastructure.</b>							
Action 3.1: Approve and construct a low-stress minimum grid network of trails and bicycle facilities, as defined in the Recommended Bicycle Network Map (Figure 5.10).	Near-Term	Public Works, Urban Design	TEAM Punta Gorda, Nickel Ride, Peace River Riders, Coastal Cruisers, Acme Bicycle Shop	\$\$\$	CIP Fund, Optional 1% Sales Sur Tax	Capital Improvement Project	Goal 1
Action 3.2: Study the feasibility of a long-term vision network of trails and bicycle facilities, as defined in the Recommended Bicycle Network Map (Figure 5.10).	Long-Term	Public Works, Urban Design	TEAM Punta Gorda, Nickel Ride, Peace River Riders, Coastal Cruisers, Acme Bicycle Shop	\$\$-\$\$\$	General Fund	City Planning Study	
Action 3.3: Revise existing bicycle parking requirements to establish standard short- and long-term parking ratios for all new non-residential and multi-family residential projects and to incentivize the addition of covered bicycle parking and employer based shower and locker facilities.	Immediate	Urban Design, Zoning & Code Compliance		-		City Policy / Regulation	Goal 1



### GOAL 5 - Encourage strategic commercial development.

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 1: Encourage the development of new commercial space.</b>							
Action 1.1: Ensure that updates to the zoning code and land development regulations remove any regulatory barriers to building viable commercial and mixed-use projects.	Immediate	Urban Design, Zoning & Code Compliance				City Policy / Regulation	
Action 1.2: Adopt a flexible code for areas where commercial development is recommended.	Immediate	Urban Design, Zoning & Code Compliance				City Policy / Regulation	Goal 1
Action 1.3: As part of a citywide Intensity Bonus Program, designate commercial and office space as a community benefit in strategic areas identified in both the Investment Sector Map (Figure 4.2) and the Strategic Commercial Development Opportunities Areas Map (Figure 5.11), to be included in exchange for additional development potential.	Immediate	Urban Design, Zoning & Code Compliance				City Policy / Regulation	Goal 1
Action 1.4: Establish a new maker district in South Downtown (Figure 6.6) with specific land use regulations that permit and incentivize a wide range of light industrial and arts-related uses.	Near-Term	Urban Design, Zoning & Code Compliance	Punta Gorda Isles Civic Association, PG Chamber, Charlotte County Chamber, Economic Development Partnership, Charlotte County Economic Development	\$\$	General Fund	City Policy / Regulation	Goal 1
Action 1.5: Adopt tiered impact fees for commercial projects.	Immediate	Zoning & Code Compliance, Finance				City Policy / Regulation	Goal 1
Action 1.6: Enact a targeted property tax rebate program for commercial infill projects.	Immediate	Finance, Zoning & Code Compliance		\$\$	General Fund	City Program / Service	Goal 1
Action 1.7: Establish a Business Improvement District (BID) and support the creation of Community Development Corporations (CDCs) in areas where targeted commercial growth is desired and recommended.	Near-Term	Finance, Community Affairs	TEAM Punta Gorda, Charlotte Community Foundation, Punta Gorda Isles Civic Association, PG Chamber, Economic Development Partnership	\$\$	General Fund	City Program / Service	Goal 1
Action 1.8: Implement a land banking program to facilitate the development of new commercial retail, office, entertainment and production, distribution and repair (PDR) spaces.	Near-Term	Finance	TEAM Punta Gorda, Charlotte Community Foundation, Economic Development Partnership	\$\$-\$\$\$	General Fund	City Program / Service	Goal 1
Action 1.9: Adopt a land value tax to discourage property owners from sitting on empty land.	Immediate	Finance				City Policy / Regulation	Goal 1, Goal 3
Action 1.10: Create a local developer capacity building program.	Near-Term	Community Affairs, Building	TEAM Punta Gorda, Charlotte Community Foundation, Economic Development Partnership, PG Chamber	\$\$-\$\$	General Fund, Private Donation	City Program / Service	
Action 1.11: Establish a Climate Adaptation Assistance Program for new and existing commercial developments to help identify grants and subsidize a portion of construction costs associated with climate adaptation measures.	Near-Term	Community Affairs, Building	TEAM Punta Gorda, Charlotte Community Foundation, Florida Office of Resilience & Coastal Protection	\$\$	General Fund	City Program / Service	Goal 1



## GOAL 5 - Encourage strategic commercial development.

STRATEGY / ACTIVITY	TIMEFRAME	RESPONSIBLE PARTY	POTENTIAL PARTNERS	COSTS	POTENTIAL FUNDING	TYPE	OTHER GOALS ADDRESSED
<b>Strategy 2: Expand economic development and local training programs.</b>							
Action 2.1: Work with the Charlotte County Economic Development Office to attract more small and mid-sized PDR (production, distribution, and repair), aviation, and health-related businesses to Punta Gorda.	Ongoing	City Manager, Community Affairs	Economic Development Partnership, Charlotte County Economic Development	\$	General Fund	City Program / Service	Goal 1
Action 2.2: Create targets and outreach plans for both potential future business and residents.	Ongoing	City Manager, Community Affairs	Economic Development Partnership, PG Chamber, Charlotte County Economic Development, Charlotte County Chamber	\$	General Fund	City Program / Service	Goal 1
Action 2.3: Create and maintain a local employment tool online where businesses and the city can post jobs and residents can apply (potentially as part of a structured program).	Near-Term	City Communications, Information Technology	Charlotte Community Foundation, United Way of Charlotte County	\$-\$	General Fund	City Program / Service	Goal 1
Action 2.4: Establish working groups for small businesses, entrepreneurs, light manufacturing and distribution businesses, and others (as needed) to bring together relevant stakeholders into marketing functions for the City of Punta Gorda and Charlotte County.	Immediate	Community Affairs	Economic Development Partnership, PG Chamber, Charlotte County Economic Development, Charlotte County Chamber, Cheney Brothers Inc, Gettel Automotive Group, Blue Turtle & FM Dons, Fishermen's Village	\$\$	General Fund	City Program / Service	Goal 1
Action 2.5: Provide opportunities for tourism and business events that link to trade and specialty training programs.	Ongoing	Community Affairs, City Communications	Economic Development Partnership, PG Chamber, Charlotte County Economic Development, Charlotte County Chamber, Charlotte County Tourism Bureau	\$-\$	General Fund	City Program / Service	
<b>Strategy 3: Support local businesses to preserve Punta Gorda's authentic and hometown feel.</b>							
Action 3.1: Create a façade improvement program to help local businesses make improvements to their storefronts in accordance with new architectural and frontage standards.	Near-Term	Building	TEAM Punta Gorda, Charlotte Community Foundation, Punta Gorda Isles Civic Association	\$\$\$	General Fund	City Program / Service	Goal 1
Action 3.2: Identify and partner with key anchor institutions to support and expand existing local businesses, as well as the events and programming that help to sustain them.	Ongoing	Community Affairs	PG Isles Civic Association, PG Chamber, Blue Turtle & FM Dons, Fishermen's Village	\$\$	General Fund	City Program / Service	Goal 1
Action 3.3: Enhance Punta Gorda's food and entertainment businesses with unified branding, marketing, and event campaigns, as well as supporting the development emerging districts, such as the mini-restaurants row along Tamiami Trl and King St in the proposed maker district area (Figure 6.6).	Near-Term	CRA, Urban Design, Community Affairs	PG Chamber	\$\$	CRA Fund, General Fund, Private Investment	City Program / Service	Goal 1
Action 3.4: Incentivize the creation of more youth friendly businesses in Downtown Punta Gorda.	Immediate	Community Affairs, Zoning & Code Compliance, Finance	TEAM Punta Gorda, Charlotte Community Foundation, PGCivic Association, PG Chamber, United Way of Charlotte County	\$	General Fund	City Program / Service	Goal 1
Action 3.5: Revise the existing Temporary Conditional Use (TCU) Permit to allow for pop-up arts, entertainment, and retail uses in vacant downtown storefronts and lots.	Immediate	Zoning & Code Compliance, Building		-		City Policy / Regulation	Goal 1