

The Miracle Mile Project Overview

October 2023

BACKGROUND:

The Naples Miracle Mile Committee was formed in early 2023 in response to the severe damage Hurricane Ian brought to Gulf Shore Boulevard North (GSBN). 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-half may be redeveloped over the next 5-10 years.

THE NAPLES MIRACLE MILE COMMITTEE:

The Committee is a "resident-led" unique collaboration of members with a shared mission and vision. Committee members include residents and leadership of the Gulf Shore Property Owners, Coquina Sands, and Moorings Associations. Additional members include several developers, landscape architects, and the general managers of the Edgewater Beach Hotel and the Naples Beach Club. Councilwoman Beth Petrunoff and several Naples City professionals are committee liaisons.

NAPLES MIRACLE MILE TEAM MISSION:

The mission of the resident-led Naples Miracle Mile Committee is to bring community members together in support of the redevelopment of Gulf Shore Boulevard North exclusively in the public right of way 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 NAPLES MIRACLE MILE IS IMPORTANT AND UNIQUE:

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, and 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. It will be the home of the future Four Seasons and maintains the existing Edgewater Beach Hotel which averages 75,000 visitors each year.

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, stormwater flooding on the road, views to the gulf and bay, pedestrian crosswalks, green space, and verdant landscaping on public property.

It's important that residents understand that this committee has no intention, nor is it in our purview in any way to restrict redevelopment. Building heights, setbacks and views are discussions between the developers and the City of Naples.

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. Miracle Mile committee members Martha Rozman, Mary Hayes and Rene Lewin and local prominent Landscape Architect, Christian Andrea presented to the Mayor and City Council at a City Council Workshop on September 18th. After their presentation, the Mayor stated that this project will be a Top 10 Priority. Additionally, each Councilperson provided their input and supported the mission of the Miracle Mile project. In closing Agenda Item 4B at the Workshop Meeting, the City Manager informed everyone that he was going to regroup with his staff to establish a plan. City Manager Jay Boodeshwar this week stated that he is targeting the November 1st City Council Regular meeting to discuss his plan.

If any of MPOA members have questions, they can email johnkneafsey3@gmail.com or MaryScalaHayes@gmail.com.