

**COMMUNITY  
APPEARANCE**

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## GOAL

**Preserve, maintain, and enhance the existing positive elements, and identify and rectify all the negative elements of our community's appearance.**

### OBJECTIVE 1

**Design services, programs, and plans that recognize and reinforce the different needs, attributes, and images within the community.**

**Policy 1.1)** Maintain the City limits line on arterial's as a positive visual gateway into the City of Fort Myers.

Action 1.1.1) The City Public Works Department should coordinate design and construction of entry statement features/displays, to be located along roadways leading into and out of the City.

Standard 1.1.1.1) Entry statement features/displays shall reflect both the design characteristics of the City and the nature of the arterial upon which they are located. The following design guidelines shall be followed:

- (a) Signage shall be low profile and constructed of materials compatible with the type and style of structures in the vicinity. (e.g., wood, masonry, etc.); and,
- (b) Landscaping should first reflect the "City of Palms" image, and then the existing (or desired) landscape image of the surrounding environment whenever the two are compatible.

Standard 1.1.1.2) Entry statement features/displays should be prioritized considering annexation plans and priorities, and should be installed on high volume arterials first.

**Policy 1.2)** Wherever possible, the appearance of the various neighborhoods within the City will be visually differentiated to reinforce their individual character and identity.

Action 1.2.1) The City will develop, in conjunction with neighborhood groups, consistent design guidelines and implementation programs to preserve existing neighborhoods and to maintain the integrity of historic neighborhoods.

Standard 1.2.1.1) The following principles will be incorporated into the design of each neighborhood as appropriate:

- (a) Visual separation of the neighborhood from its surroundings, through use of topography, landscaping, or building type; in order to create a neighborhood edge;
- (b) A consistent landscape theme, defining desired species, planting, and maintenance standards integrating existing landscaping and architecture,

considering screening and sun control, and emphasizing native or adapted species, should provide cohesiveness within each neighborhood; and,

- (c) Entry statements/displays at neighborhood entrances along arterials and buffering along arterials, such as hedges or walls of compatible materials, should identify the neighborhood to the traveling public.

Action 1.2.2) The City will encourage developers of new subdivisions or projects to establish a distinctive design theme for their project, through the use of architectural review standards, deed restrictions, sign guidelines, or other mechanisms at the discretion of the developer.

**Policy 1.3)** The visual image of major roadways will be enhanced and improved.

Action 1.3.1) Preserve, protect, and promote the "City of Palms" image.

Standard 1.3.1.1) Preserve or restore Royal Palms along historic and scenic McGregor Boulevard as well as those palms located along First Street and Palm Beach Boulevard.

Standard 1.3.1.2) The City shall encourage palm planting of self-cleaning palm species along other roadways.

Action 1.3.2) The Land Development Regulations will promote consistent signage design along arterial and collector corridors.

Standard 1.3.2.1) "Undeveloped arterial and collector corridors" status should be considered for those with less than 25% of total frontage developed at the time the regulations are amended.

Standard 1.3.2.2) Consistent sign design standards for arterial and collector corridors will be implemented in addition to and consistent with the regular City sign regulations. These consistent design standards may include several standard sizes and heights, alternatives for materials, and several allowable colors, type sizes, and faces. The intent is that each property owner will be able to choose from a City approved selection of sign elements to create an individual sign, but through limiting the choice of sign elements to a reasonable number, a degree of consistency and visual unity will be achieved. The standards may be differentiated so that various roadways achieve individual characteristics.

Action 1.3.3) The City will prepare, or cause to be prepared, corridor studies for the arterials designated for the local improvement strategy within the City. The studies will be adopted as amendments to this plan, and will contain policies, actions, and standards to implement the goals and objectives of the transportation and future land use elements as well as this element.

The corridors affected by this program will include, but shall not be limited to:

- Challenger Boulevard
- Colonial Boulevard
- Forum Boulevard
- Hanson Street
- Metro Parkway
- Ortiz Avenue/Six-Mile Cypress Parkway
- Rockfill Extension
- Summerlin Road, and
- Winkler Avenue.

Standard 1.3.3.1) Corridor studies will be prepared and prioritized in conjunction with major roadway improvements whenever possible, so that they may be adopted before the roadway work begins.

Standard 1.3.3.2) The City will prepare and adopt corridor studies as needed and appropriate.

Action 1.3.4) Pursuant to Chapter 75-312, Laws of Florida (amended by Chapter 81-164, Laws of Florida) the City shall preserve, protect, and enhance the present quality, appearance, and condition of state historic highway McGregor Boulevard as a major ingredient towards the protection, improvement, and promotion of the unique character of Fort Myers.

Standard 1.3.4.1) There shall be no removal of any palm tree within 20 feet of either side of the existing paved surface of the road or any activity that requires the removal of such tree without the replacement of a similar tree nearby, as determined by best management practices as well as to maintain the character of McGregor Boulevard.

Standard 1.3.4.2) The removal, replacement, or placement of palm trees along McGregor Boulevard shall also be consistent with the Future Land Use, Transportation, Conservation and Coastal Management, and Historic Preservation Elements.

Standard 1.3.4.3) No signs shall be erected within 25 feet of either side of the paved surface of the road, except, as defined in Chapter 75-312, Laws of Florida:

- (a) Official road signs;
- (b) Signs not visible from the road;
- (c) Division approved historical markers; and,
- (d) Advertising signs as defined in Chapter 75-312.

## OBJECTIVE 2

**Maximize involvement, awareness, and sense of pride in the community's appearance.**

**Policy 2.1)** The City Beautification Advisory Board shall maintain the lead role in ensuring community involvement concerning community appearance.

Action 2.1.1) The Beautification Advisory Board will coordinate a Beautification Award Program to be recognized by City Council for contributions to City Beautification.

Action 2.1.2) Whenever possible, the Beautification Advisory Board should utilize ad-hoc subcommittees for their projects. Each should be formed for the duration of the project, be chaired by a member of the Beautification Advisory Board, and contain several members appointed from the community at large.