

Methodology

This project was designed by a multi-disciplinary group of professionals with one single mission: *to translate the development desires of a community badly hit by Hurricane Charley into projects with implementation potential.* The design team was composed of fifteen urban designers, a retail specialist, a traffic engineer, a housing specialist, a landscape designer, a marina

specialist, an affordable housing specialist, a redevelopment expert, and a logistics supervisor.

The design team collected information from four sources: institutional, phenomenological, existential, and pragmatic. From all the institutional sources of information, the following may be

- A. Design team member in studio
- B. Table presentation to citizens



A.



B.

The Citizens' Master Plan 2005

A. Consultants and design team at work



A.

understood amongst the most important: the City of Punta Gorda and Charlotte County Comprehensive Plans, the City of Punta Gorda Land Development Regulations, the 2004 Demographic Profile, the Sanborn Insurance Maps of 1909 and 1925, the reports generated during previous Charrette processes, publications on the history of Punta Gorda (particularly Mr. Vernon Peeples' Pictorial History), and many more.

Phenomenological sources of information

were collected during one-to-one interviews with public officials, local historians, garden clubs, old timers, and stakeholders – particularly faith-based organizations. This important information supplied the design team with a complete historic recollection of the City of Punta Gorda at its heyday and with community goals and objectives.

Existential information was collected during public workshops and presentations. This information was mainly received from

around 450 citizens, a number of stakeholders, and public officials who, by their own volition, decided to participate in the workshops and presentations lead by members of the design team. The input received during these events acquired the highest degree of priority, helped the design team to establish value judgments, disclosed the real costs and benefits of living in a small Florida town, and defined the most achievable and realistic development goals.

Finally, a multiplicity of pragmatic issues was discussed, during round-table meetings, with stakeholders, public officials, local non-profit organizations and agencies, and more. The concerns of these groups of interest were taken into consideration but, they were never included at the expense of the desires

of the community. Many of the on-going development proposals ended up with design configurations which made sense in the general scheme of the master plan and which complied with the programmatic and financial requirements of its generators.

The multi-disciplinary group of professionals met with citizens, public officials, stakeholders, and members of TEAM Punta Gorda at the Church of the Sacred Heart between April 8 and April 15, 2005.

B. Table discussions with citizens



B.

