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Orlando company chosen to update Cape's downtown master plan; CRA picks MSCW out of eight bidding

By **DMITRY RASHNITSOV**,
drashnitsov@breezenewspapers.com

After eight companies applied, and three companies interviewed, the Community Redevelopment Agency's Board of Commissioners on Tuesday chose MSCW as its winning bidder for the New Urbanism Design of Public Spaces plan for downtown Cape Coral.

"I feel really good about what we've accomplished tonight," said CRA Commissioner Rich Greer.

MSCW is based out of Orlando and has done planning and urban design work since 1977. It has worked on redevelopments in Jacksonville, Winter Park and New Smyrna Beach, and for the last 12 years it has had a contract with Walt Disney.

"We're the people that will ensure you get the top quality job," said MSCW Planning Team Leader Jerry Langston.

What impressed CRA members most over the other two companies, Wilson Miller and Wallace Roberts & Todd, was that MSCW had all of its services and workers in-house with no sub-contracting work.

MSCW offers teams in planning and engineering, transportation, landscaping, environmental services and economics.

It scored at the top of five out of six CRA commissioners' lists, with Scott Hertz ranking it second to WRT by five points.

Greer said his choice was based on the company doing its homework and being open to input from local citizens.

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“What kind of company it is, is key,” Greer said. “Will they go out and work with the public? They really need to be involved in the community.”

Langston said the Cape Coral CRA needed a catalyst project that would propel the other developments to get out of the ground.

“You need a strong residential component for day and nighttime activities in a downtown area,” Langston said. “We’ve talked about your challenges — streetscaping, parking — and how to try and integrate it all together. I haven’t seen a successful redevelopment project in this state without that catalyst.”

Langston also said his company would help the CRA develop a distinct character and districts that used the Cape’s history to attract people to the area.

District 1 Councilmember Tom Hair expressed a desire that MSCW be the company for the downtown.

“They seemed to have really done some excellent homework,” Hair said, referring to pictures of the Cape Harbour development MSCW said would be something that could work in the CRA area.

Greer said the timeline was progressing very well for the CRA with the near completion of a stormwater plan and traffic study. He said that some of the bigger projects should be coming out of the ground within the next year.



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