



City of Naples

City Council Chambers
735 Eighth Street South
Naples, Florida 33940

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NEAPOLITAN ENTERPRISES DISCUSSION REGARDING THE THIRD STREET SHOPPING AREA AND OTHER LOCATIONS.	1-5

COUNCIL
MEMBERS

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plan. The aim of this design, he said, is to see the landscaping and not just a building.

Another representative of the firm, Benjamin Wood, noted that a fascinating historical fact that the firm discovered was that in the past the only long distance access to Naples was by water and the current fishing pier is on the same spot as the original structure where passengers landed. He also observed that many of the cottages which were built after the hotel was constructed to actually emulate its design.

Mr. Wood then called the group's attention to the Seminole Market building (now Swan Court) and noted how fortunate the firm was to discover these old photographs of the past structures and to know that many of these landmarks are still standing and are the centers of the same type of activity in the same regions of the community.

"What more romantic notion than to put another building there (where the hotel had been)," said Mr. Wood.

The hotel porch was the center of social life in Naples for many years, Mr. Wood continued. The names, therefore, considered for the new structure included the "Old Hotel Building"; it will be called the New Naples Building. He showed the location on a map of where the old hotel stood. In putting a building back in this location it should be in the same spirit with such things as a porch and a downstairs floor which convey a hotel lobby with cafe and rest rooms, he said. "As long as Third Street is considered a quality place to shop, this is a reflection on the community and will continue as such," he added.

The designers are hoping that the building will, in addition to retail spaces, be utilized for community functions. A drive will approach the new level from Gordon Drive with a large plaza on the Third Street side.

Mr. Wood further explained that the new building would have wings which relate to the old building, similar in size and character. The concept also includes incorporating in the spaces between new and old structures landscaping, fountains, etc., to give a feeling similar to that of Swan Court. This will allow having retail faces on both Third Street and the other side of the buildings.

Because of the flood elevations, the structure must be built higher, Mr. Wood stated. The new building will take into consideration these elevation changes which are occurring elsewhere in the area as flood insurance regulations require.

Mr. Thompson then commented further on the spirit and vitality of the area and stated that part of the effort of their study was to assure that there was capacity for new uses in the next 10 to 20 years.

He mentioned the heritage of the Fleischmann family in horticultural activities and "gardens"

CITY OF NAPLES, FLORIDA

City Council Minutes

Date 11/25/86

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and referred to the area owned by the Fleischmann family which once was called Caribbean Gardens and is now an "animal farm". He said, however, that the spirit of this garden is in the City and referred to the "Let's Keep Naples Green" effort, which means that building here must accommodate this kind of thinking. The architects see this area as a place of gardens.

Mr. Thompson then addressed the area of Crayton Cove where their thinking was in line with providing an open access to the water. There is the potential to do this because an extensive area of waterfront property is owned by the group, he added, so that there will be a very extensive boardwalk.

Parking is also a problem in this area, he said, and stressed the need for the Fleischmann group and the City to work together for a solution. With off-site and under-building, on-site parking, the buildings will be served but there must be additional cooperation between all land owners and the City to provide adequate parking for other uses in the area.

Mr. Wood also commented on the desirability of having a walkway similar in character to the City Dock to make one more place for the public to go on the waterfront instead of one less place. "This is a great resource," he said. "There are not that many sites which haven't been closed off to the public."

He said that the designers want to keep the type of services which compliment the boating public and their activities. A possibility is a cafe or restaurant with a deck overlooking the water, Mr. Wood advised. Between 75,000 and 95,000 square feet of mixed commercial uses are proposed. The building will assume the same informal Crayton Cove character.

He displayed a rough conceptual sketch of the building and stressed compliance with height regulations.

Mayor Putzell thanked the architects for their presentation, but noted that since there were other engagements scheduled, the meeting would have to adjourn by 3:10 p.m.

The floor was then opened to questions from the public which included what Third Street area buildings would be replaced and how much square footage of additional construction would be possible with additional, two story parking. It was explained that both projects' first phases will be undertaken simultaneously. The first phase on Third Street will be improved parking while in the Crayton Cove area it will be structures. Another question asked concerned whether existing shops at the Crayton Cove area would be altered; similar types of services will be retained, it was advised. Concern was expressed about impeding vehicular traffic on Third Street; Third Street would be kept open, according to the architects.

SUPPLEMENTAL ATTENDANCE LIST

William Spink
Dorie Karl
M/M Kenneth Long
Janet Short
Charles Andrews
Rick Dykman
Lance Donovan
Robert Schroer
Jack Burkhalter
George R. Wallace
Ben Thompson
Mrs. Chester Goltra

Virginia Corkran
M/M Lee Gerhardt
John W. Gamble
J.W. Oliver
Thomas R. Dawber
M/M Leo Pantas
Ron Bell
Joan Tobin
Judy Daffron
Chuck Dwight
Melissa Krantz

Alfred French
M/M H.G. Snelling
M/M Cyril Keane
Jim Lynch
Dale Chlumsky
Mr. Steinman
Howard Ellman
Linda Gibbons
Bob Galloway
Ben Wood
Mrs. John Nagel

Other interested citizens and visitors.

NEWS MEDIA

Chuck Curry, Naples Daily News