



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



Time 2:00 p.m.

Date 11/25/86

Mayor Putzell called the meeting to order and presided as Chairman:

PRESENT: Edwin J. Putzell, Jr.
Mayor

Kim Anderson-McDonald
William F. Bledsoe
Alden R. Crawford, Jr.
John T. Graver
Lyle S. Richardson
Councilmen

ABSENT: William E. Barnett
Councilman

ALSO PRESENT:
Franklin C. Jones, City Manager
Mark W. Wiltsie, Assistant City Manager
Roger C. Barry, Community Development
Director
David W. Rynders, City Attorney
Gerald L. Gronvold, City Engineer
Tara A. Norman, Administrative Assistant
Paul C. Reble, Police Chief
Christopher L. Holley, Community Services
Director
George T. Smith, Assistant Fire Chief
Jon C. Staiger, Ph.D., Natural
Resources Manager
Steven Ball, Chief Planner
Paul Sireci, Police Lieutenant
Anne Walker, Planner II

(See also Supplemental Attendance List
which appears as Attachment #1)

Called to order at 2:01 p.m.

Mayor Putzell announced that this informal workshop was requested by the Fleischmann group (Neapolitan Enterprises) to advise City Council on plans with respect to its properties in the Third Street shopping area and other locations. He suggested that the Fleischmann representatives make their presentation and then field questions. He introduced Joan Tobin of Neapolitan Enterprises to begin the presentation.

Ms. Tobin first covered background on the project. To assure the commercial vitality of their holdings for the long term, she said, and after much consideration and calculations, the group settled upon a plan which not only would meet their goals but take into consideration the preservation of the history and spirit of Old Naples.

Chuck Dwight was then called in, Ms. Tobin explained, because of his experience in planning and his having worked with the architectural firm involved in the project. The architects, Ben Thompson & Associates, have had much experience not only in large but in small towns and small areas and show sensitivity to the communities in which they work; they have had experience, too, with the point of view of the merchants and quickly grasped the quality of the Naples community, she added.

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Ms. Tobin then turned the presentation over to architect Benjamin Thompson.

Mr. Thompson stated that to him Naples still feels like a small town which has the "cottage scale", a characteristic which is becoming more and more sought after in this country as new building increases. Another factor is a "naturalness" present in Naples, he said.

The firm, explained Mr. Thompson, carried out a type of archeological study including the historical background of the Municipal Fishing Pier, the Old Naples Hotel and the boardwalk which connected the two. (He displayed enlargements of early photographs of these landmarks.) This is the theme which will be applied to the group's Third Street development effort which will encompass 100,000 square feet of retain space (30,000 of existing area and 70,000 of new structures.) Mr. Thompson then illustrated the concept on a drawing showing which buildings in the area are owned by Neapolitan Enterprises. Between 12th and 13th Avenues are also many buildings controlled by Neapolitan Enterprises.

The project will be built in two phases, Mr. Thompson reported, the first in the next two to three years and the remainder in the following two to three years.

He further stated that the architecture of this locale is primarily the scale of the older beach cottages, many of which remain or, at least, their influence remains. This is why it is different from other parts of Florida which have allowed much higher structures. This cottage architectural style, said Mr. Thompson, came from the type of structure used as northern summer cottages which early residents also occupied. There are enough of these structures remaining to provide an underpadding of this type of architecture. He cited in particular the carrying of a large slant-roof porch around the house to protect from tropical storms and to cool in the years before air conditioning.

Mr. Thompson again referred to the Naples Hotel and the desirability of retention in the Third Street the sense that this structure once occupied a primary place there.

"If you came back in 200 years, I'd like to find some recognition of some of the things that were there," Mr. Thompson commented.

The new project would, however, not be a hotel but fundamentally an area for shopping and general public services, although there might be hotel-type services such as meeting facilities or restaurants.

The major problem with this undertaking, Mr. Thompson conceded, is that of parking. Although a parking garage is one solution, he instead recommended striving to provide adequate, convenient parking without there being a "sea of asphalt". Lowering the level of parking two to three feet to provide space for another parking deck, surrounded by landscaping, was the final

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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"

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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.

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Ms. Tobin thanked the Council and the public for their interest and the opportunity to present the plan. Mayor Putzell commended the group for trying to maintain the character of the area.

Adjourned 3:00 p.m.

Edwin J. Putzell, Jr.
Mayor

Janet Cason
City Clerk

Tara A. Norman
Administrative Assistant

These minutes of City Council approved on

DEC 17 1986

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