February 2004

SUMMARY REPORT

CITY OF NAPLES PLANNING DEPARTMENT
PLANNING ADVISORY BOARD

5th Avenue South / U.S. 41 Urban Design Charrette
NAPLES, FL.
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<td>Project Team:</td>
<td>Florida Center for Community Design and Research</td>
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<td>School of Architecture and Community Design</td>
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<td>University of South Florida</td>
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**Summary Report**

**Plan Advisory Board**

**City of Naples Planning Department**

**Naples, FL**

**5th Avenue South / U.S. 41 Urban Design Charrette**
EXISTING CONDITIONS

CONCLUSIONS

PROJECT OBJECTIVES
The existing conditions analysis is based on the transportation network and land use characteristics of the area. The study area includes the downtown core and surrounding neighborhoods. The analysis highlights the need for improved connectivity and accessibility to encourage mixed-use development and support economic growth. Key points of interest include the central business district, residential areas, and public transit stops. The map illustrates potential development opportunities and existing infrastructure. The analysis concludes with recommendations for future planning and development strategies.
Street Area #3

Street Area #2

Street Area #1

Sub-Areas Along the Corridor

Sub-Area #1

Sub-Area #2

Sub-Area #3

6.0: Sub-Areas Along the Corridor
- Commercial activity should be promoted along the full length of the corridor.
- Wider sidewalk conditions are maintained.
- Retail, mixed-use buildings should be provided along U.S. 41.
- A pedestrian/bicycle movement and pedestrian should be considered within the right-of-way.
- Where space permits, sidewalks should be provided.
- Pedestrian friendly linkages should be considered.

**SUB-AREA WORKGROUP #4: ISSUES & CONCERNS**
CONCEPTUAL FRAMEWORK

The conceptual framework for the project area was based on an urban design strategy that envisions the physical structure, functional order and visual character envisioned in the future. It considers both the existing pattern of development and the configuration arising from future large and small-scale interventions along this portion of 5th Avenue South. As it extends eastward from the Shopping District, this part of 5th Avenue South is much more diverse in building placement, land usage and character. This area appears to foster activities that are more site-specific or localized, and exhibits a more irregular development pattern. Based on these circumstances, the Project Team described the project area developing as an “asymmetrical spine” in the future. That is, the existing development pattern, as well as future developments along the corridor will likely reinforce an unbalanced and discontinuous set of physical conditions from one side of the street to the other.

Although this condition is quite different from the current circumstances in the Shopping District, the urban design challenge will be to create an implied sense of building continuity and life along the street, in order to counter the adverse impacts of gaps in the physical fabric and the high traffic volume on the roadway.

Another aspect of this conceptual strategy focuses on an enhanced public realm throughout the corridor, and the creation of physical and perceived connections for pedestrians from one development or sub-area, to another one. The idea here is to identify opportunities for creating an extensive pedestrian network of sidewalks and boardwalks which connect existing destinations with new ones throughout the project area.
The area identified as the City’s 2021 Master Plan

The master plan is the product of extensive
discussions with City stakeholders and
was developed in collaboration with the
Planning and Zoning Department.

The plan is intended to guide future
development in Naples and promote
sustainability, livability, and economic
growth. It includes recommendations for
land use, transportation, infrastructure,
core areas, and parks.

The key elements of the plan are:

1. Revitalize the downtown area
   - Enhance public spaces
   - Improve transportation
2. Promote mixed-use development
   - Encourage density in core areas
   - Protect open space
3. Enhance infrastructure
   - Upgrade utilities
   - Improve stormwater management
4. Foster economic growth
   - Attract new businesses
   - Support local entrepreneurs

The plan is intended to guide future
development and protect Naples’
unique character and quality of life.
New Development Opportunities
Port O-Cdll West Marine Development

North Trail

Naples Island Waterfront

Civic Complex

Gateway Triangle

Federal Park Round

Future Development

...
Looking West between 16th & 10th Streets
5th Avenue South / U.S. 41 Street Section A-A

Public Realm Enhancements

10.0

The Pedestrian realm is further enhanced through the creation of a series of multipleภาพพื้นที่พักผ่อนทางเท้าและพื้นที่สำหรับการพักผ่อนที่มีความหลากหลาย.

The urban environment is improved with the addition of a variety of public realm enhancements and additional seating options.

Enhanced stormwater management and reduced parking demand in the proposed plan through the addition of stormwater management strategies and reduced parking capacity.
5th Avenue South / U.S. 41 Street Section B-E

Key Plan

51st (West) Gordon River Bridge Looking West

Existing Sidewalk

4-Lane Highway

Bike Lane

4-Lane Roadway

Median

Existing Sidewalk

Widened Sidewalk

Water Level

The City Parking
The master plan considers new pedestrian connections through the proposed regrade to an el Coto to provide

**Pedestrian Connections and Pedestrian Bridges**

In addition to road access improvement, pedestrian access needs to be considered, especially at two major intersections and transportation hubs.

4 New streets will be added to better align with the neighborhood walk pattern. The pedestrian network will be accompanied by the new design of the road network to encourage pedestrian use. These new pedestrian connections will be provided at the entrance to the residential areas, at the commercial areas, and at the transportation hubs.
The matrix plan for the construction of a new mixed-use building at the northeast corner of the corner

...
Facade Composition

Bee
Middle
Top

42 Max.

Breez
Shade

Corner Line
Deck

Guidelines

13.0 Guidelines

Naples, FL
3rd Avenue South / U.S. 41 Urban Design Charrette

University of South Florida
City of Naples Planning Department
Planning Advisory Board
School of Architecture and Community Design
Building Frontage / Streetwall Definition

Property Line
Built to Line
Road Barrier

2 Floors

The existing modern landscape in the project area is too small in scale relative to the size of the property.

Median and Street Landscaping

Programmatic Text:

The design of the building frontage must conform to the guidance of the plan. The plan is intended to provide a coherent and continuous appearance at the street level, which will enhance the experience of the site. The design should be integrated into the landscape and provide a visual link to the surrounding area.

The frontage is the primary interface between the property and the public realm. It should be designed to create a welcoming and inviting environment for pedestrians and motorists.

The frontage should include:

1. A clearly defined point of access from the street.
2. A building entrance that is clearly visible from the street.
3. A well-defined area for pedestrians.
4. A landscaped area that enhances the visual appeal of the property.
5. A clearly defined building line.

The frontage should be designed to:

1. Enhance the visual quality of the site.
2. Provide a sense of place.
3. Create a welcoming environment for pedestrians.
4. Provide a transition between the public and private domains.
5. Enhance the aesthetic appeal of the property.

The frontage should be designed to:

1. Enhance the visual quality of the site.
2. Provide a sense of place.
3. Create a welcoming environment for pedestrians.
4. Provide a transition between the public and private domains.
5. Enhance the aesthetic appeal of the property.

It is important to develop a pedestrian-friendly environment that is both functional and visually appealing.
Building Entrance Spacing

The entrance spacing should be limited to no more than 30 feet.

The diagram shows the spacing between shopfronts. The spacing should be consistent with the surrounding area.

Service Areas

The service areas should be considered during the design process for new or renovated buildings.
School of Architecture and Community Design
University of South Florida
Planning Advisory Board
City of Naples Planning Department
Streetscape Plan - Charlette Street

Chapter 1: Background

14.0 Recommendations and Priorities

14.1 Recommendations

14.1.1 General

The City should continue to prioritize an urban design approach to the restoration of the Center City. It is important to maintain the character and identity of the Center City as a distinct urban area that is pedestrian-friendly and walkable.

14.1.2 Economic Development

14.1.2.1 Employment Opportunities

The City should consider the creation of employment opportunities in the Center City to attract and retain residents. This could include the implementation of incentives for businesses to locate in the Center City.

14.1.2.2 Housing

The City should prioritize the development of affordable housing in the Center City to ensure that the area remains economically diverse.

14.1.3 Transportation

14.1.3.1 Public Transportation

The City should consider the expansion of public transportation options in the Center City to improve connectivity and reduce traffic congestion.

14.1.3.2 Pedestrian and Bicycle Improvements

The City should prioritize the creation of pedestrian-friendly and bikeable streets in the Center City to encourage alternative modes of transportation.

14.1.4 Environmental

14.1.4.1 Green Spaces

The City should consider the creation of green spaces in the Center City to improve air quality and promote a healthy lifestyle.

14.1.4.2 Energy Efficiency

The City should prioritize the implementation of energy-efficient measures in the Center City to reduce carbon emissions and promote sustainability.

14.1.5 Community

14.1.5.1 Cultural Events

The City should consider the hosting of cultural events in the Center City to promote community engagement and foster a sense of place.

14.1.5.2 Local Business

The City should support local businesses in the Center City to strengthen the local economy and create jobs for residents.

14.1.5.3 Neighborhood Associations

The City should encourage the formation of neighborhood associations in the Center City to promote a sense of community and address neighborhood concerns.

14.1.6 Economic Development

14.1.6.1 Economic Development Strategies

The City should consider the development of economic development strategies to attract new businesses and jobs to the Center City.

14.1.6.2 Public-Private Partnerships

The City should consider the development of public-private partnerships to finance economic development projects in the Center City.

14.1.6.3 Business Incubators

The City should consider the creation of business incubators in the Center City to support the growth of new businesses.

14.1.6.4 Innovation Districts

The City should consider the development of innovation districts in the Center City to attract technology and innovation-based businesses.

14.1.6.5 Creative Economy

The City should prioritize the development of a creative economy in the Center City to attract and support creative industries.

14.1.6.6 Film Industry

The City should consider the development of incentives for the film industry to location in the Center City.

14.1.6.7 Tourism

The City should prioritize the development of tourism-related opportunities in the Center City to attract visitors and promote economic growth.

14.1.6.8 Event Venues

The City should consider the development of event venues in the Center City to attract and support events.

14.1.6.9 Arts and Culture

The City should prioritize the development of arts and culture-related opportunities in the Center City to attract and support cultural organizations.

14.1.6.10 Convention Centers

The City should consider the development of convention centers in the Center City to attract and support conventions.

14.1.6.11 Economic Development Fund

The City should consider the establishment of an economic development fund to support economic development initiatives in the Center City.