Connectivity & Placemaking Study

from beach... to bay... and everything in between

Prepared for The City of Naples

Mayor
Bill Barnett

Vice-Mayor
John F. Sorey III

City Council Members:
Gary B. Price II
Teresa Heitmann
Margaret “Dee” Sulick
Doug Finlay
Sam J. Saad III

City Manager
A. William Moss

Assistant City Manager
Roger Reinke
**Design Study Summary:**

The City of Naples tasked the local Landscape Architecture firm, JRL Design Studios, to provide a Design Study for the Old Naples Area, with the intent of exploring existing and potential imagery. The Area was divided into five, distinct Districts, with ‘overlay’ qualities.

The Districts identified are: 5th Avenue South District, the 3rd Street South District, the Waterfront District, the 10th Street Design District, and Crayton Cove. The overlay/layers are: Parks/Recreation/Gordon River Greenway (existing and proposed), Government/Civic Use, and the Historic Downtown Area.

The Study Area combines such elements as Architectural, Streetscape, and Signage within the Districts to develop a central, unifying vision. The goal is to provide for individual District identity and as a whole for the City of Naples. As a result of better connectivity, “wayfinding” is improved. This can happen as a result of enhanced and consolidated signage, pavement markings, pedestrian-scaled features, and distinct District banners.

**What is “Connectivity” & “Placemaking”?**

Connectivity can be defined as a system of pathways, streets, sidewalks and/or bikeways, with multiple routes and, therefore, a system of connections. Successful connectivity is essential for every city’s economic development and social health. Connectivity supports a growing economy, reduces traffic congestion, and links people, landmarks, and businesses.

Placemaking capitalizes upon a community’s unique assets and potential, creating successful public space that promotes health, happiness, and well-being. Placemaking is defined as the identity established as a result of color, materials, and spatial quality, such as established through unique signage, facade improvements, and even noted, annual activities associated with a District, such as the Art Festival or Great Dock Canoe Race.
Naples Art Association at The von Liebig Art Center

National Art Festivals in Naples
- Naples Fall Fine Art & Craft Festival (formerly the Naples Renaissance Fall Art Festival)
- Annual Downtown Naples New Year’s Art Fair
- Annual Naples National Art Festival
- Annual Downtown Naples Festival of the Arts

Naples Downtown Historic Area

Naples (Old Naples Area) City Government and Civic-use Buildings

City of Naples Parks and Greenways

Layers represent a potential business extension, such as additional places to visit, cultural focal points, and/or cues for businesses/marketing in addition to District features. Layers may overlap or physically-extend a District’s ‘boundary.’
Public Bike Rental Stations
Want to get from one District to another without walking or getting into a taxi? Rent a bike from one of the many stations around Downtown Naples and ride there with ease. When you are done sightseeing return the bike to any of the stations around the area. This “green” mode of transportation helps reduce pollution and vehicular congestion while adding enjoyment to your travels.

Water Taxi Service
Water Taxis allow visitors a unique opportunity to see Naples Bay and the Gordon River, along with the surrounding area, from the water. The service connects the Waterfront District to Crayton Cove with numerous pick-up and drop-off stations along the way.
STREET SIGNAGE & LIGHTING
EXISTING GATEWAY TO 5TH AVE. S. DISTRICT
ON-STREET PARKING / STREETSCAPE
WIDE, SHADED SIDEWALKS

5th Avenue South District Inventory & Analysis
The Downtown 5th Avenue District combines the charm of a unique historic district with the sophistication of world-class shopping, dining, and cultural arts. This District is made up of 5th Ave. S., 4th Ave. S., 6th Ave. S., and all the intersecting streets from 9th St. S. to 3rd St. S. This high-end mixed-use area containing commercial, business and residential is based on the main street of 5th Avenue South, a main vehicular thoroughfare and pedestrian friendly two lane road with direct access to the pristine Gulf of Mexico beaches. A well vegetated street with public art, lighting, and oversized sidewalks on both sides of the street, 5th Ave. S. sets itself apart with community gathering areas, mixed-use living, and all the amenities of a first-class beach getaway. Existing wayfinding signage and multi-modal path systems are lacking and are areas to improve and enhance District connectivity. The infrastructure for connectivity throughout the 5th Ave. S. District is substantial and in place with numerous street crossings, wide sidewalks, beautiful streetscaping, and free garage and on-street parking.
HISTORIC 3RD ST. S. DISTRICT: NORTH GATEWAY

3RD STREET DISTRICT: BROAD AVE GATEWAY

LIGHT FIXTURES ON 3RD

WAYFINDING SIGNAGE

POCKET PARK ON 3RD ST.

LOCAL STOP SIGN STANDARD

3RD STREET SIGNAGE & KIOSK MONUMENT

GATEWAY MONUMENT

3RD ST CORR. LIGHT FIXTURES

RESTORED HISTORICAL BUILDINGS

3rd Street South District Inventory & Analysis
The Historic 3rd Street District runs through the charming heart of Old Naples. This district is known for its upscale shopping, gourmet restaurants, and Gallery Row. Gallery Row is a thriving collection of art galleries that embodies the spirit of this historic part of Downtown Naples.

Only a few blocks from the beautiful Gulf Beaches with direct access to the Naples Pier, the Historic 3rd Street District is comprised of several blocks from 9th St. to 13th St. and from 2nd Ave. to 4th Ave. 3rd St. S. connects the Downtown 5th Ave. District to the Historic 3rd St. District with a 2 lane road lined with palms and sidewalks on both sides. The main gateways into this District are announced with a monument unique to this district. This monument develops a branding theme that is repeated throughout the 3rd St. District serving as a marker to direct and identify. Along the 3rd Street corridor multiple light fixtures, signage standards, and streetscape elements were inventoried.
The Waterfront Entertainment District is made up of a unique blend of historic structures and upscale mixed-use developments along the Gordon River Pass and Naples Bay including Bayfront, Tin City, the Dockside Boardwalk, the Naples Boat Club, and the Old Naples Seaport. The Waterfront District provides direct access for visitors and residents to the Gulf of Mexico by way of the backwaters of Naples Bay and acts as the initial gateway as you approach Downtown Naples from the Southeast on Tamiami Trail (U.S. 41). Because of this and its close proximity to the Gordon River which runs by the Naples Municipal Airport this District has the potential to become a very important factor in the overall connectivity of Downtown Naples. Strategically located at the beginning of 5th Ave. and on Naples Bay, Bayfront is an upscale mixed-use oasis that offers visitors their choice of high-end shops, art galleries, restaurants, and accommodations. The Tin City and Dockside Boardwalk area allows visitors a look back in time at what Naples was in the early part of the 20th century. Its rustic waterfront buildings are home to an eclectic variety of shops, restaurants, fishing charters, and multi-modal tours.
Historic Crayton Cove, located at the intersection of 12th Ave. and 8th St., is home to the Naples City Dock, the local division of the Coast Guard, the local favorite Dock Restaurant, the Cove Inn, the Naples Yacht Club, and a variety of other shops, lodging accommodations, and restaurants. Crayton Cove offers a truly unique waterfront lifestyle complete with the area’s largest charter fishing fleet, boat docking and rentals, and the famous waterfront Chickee Bar. The Naples City Dock allows visitors the ability to dock their boat after a long day on the water and catch the local trolley service with connections to the other main district destinations throughout Downtown Naples. The Crayton Cove District has ample parking associated with the City Dock and for the individual restaurants and shops around the area. The local city trolley services, as well as, the Sightseeing Tours have stops near this popular destination offering convenient connectivity from the other districts.
The **10th St. Design District** is made up of the corridor of Downtown Naples along Tamiami Trail and 10th St. from 5th Ave. S. north to 6th Ave. N. The district is a diverse mix of retail, professional, and medical services. This district is an up-and-coming area of Downtown Naples popular with designers of all professions, from architects to arts and everything in between. It is also home to the former train station, the Naples Depot, which is listed on the National Register of Historic Places and is currently going through an extensive renovation to restore this historic landmark to its original appearance. Naples’ newest City Park, Cambridge-Perry Park, was opened in 2010 and offers residents a beautiful outdoor space to enjoy. River Park, also in this district, offers an 11,000 square foot Community Center opened in December 2002, as well as, a covered basketball pavilion, playground, and an aquatic facility.

While there are many streets that offer access to this district the main gateways include US-41 and 6th Ave. N., Central Ave., and US-41 and 10th St. S. The district’s streetscape has been recently updated including site furnishings, lighting, and paving. The District will directly connect to the future Gordon River Greenway.
• **Physical**
  - Transportation walkability; bikeability; shuttle; segway; mass transit (bus/trolley); mini limo; taxi

  Greenways new opportunities to connect

  Information signage system: provides safety, direction, landmark, medallion
• **Visual**
  Landscape; banners; architecture; landmarks; lighting; color palette

**Historical, cultural; Art and Parks**
These ‘Layers’ offer an incredible opportunity to further spearhead efforts for: additional features within a District, span multiple Districts, and/or ‘connect’ different Districts. Through Private and Private-Public efforts, existing elements can be brought to the forefront, in the case of History ‘walks’ or Art tours, or be ‘capitalized’ upon through new opportunities, such as the Gordon River Greenway.

Through these ‘permanent’ features, a perpetual point of interest spans the time between Festivals that exist and feature the individual element. In the case of bicycle and pedestrian paths, these features offer new interests along a pathway.
• **Visual**
  Landscape; banners; architecture; landmarks; lighting; color palette
  Historical; cultural; Art and Parks

• **Sense of Place**
  Uniqueness; individuality; gateways; logos; informational kiosks: 3 categories – minor, electronic, concierge

• **Logistics - signage information**
  Signage information; codification/planning; public lands; consistency

Elements establish a visual hierarchy, such as wayfinding to important landmarks, features, and District boundaries. Connectivity elements further express a visual 'fluidity' within a District, cue to other Districts, and may 'bind' the whole of the City through repeated visual features of signage form, color, logos, and height. Other features and elements may include: banners, paving changes, landscaped appearance, and architectural features that reinforce a District's aesthetic.

Wayfinding to Districts (from U.S. 41), among Districts, and back to the ‘origin’ are crucial to a Visitor’s experience and, indeed, affects traffic cues, counts, and flow. Through effective transportation direction (to a Parking Garage) and secondary hub transit (on a bicycle), the City can be a source of great aid to individual District location and conveyance of the City as a combination of Districts that constitute the ‘Old Naples’ Area.

Other critical through interactions via a human presence, such as a concierge, or the internet, through Google Earth©. These become key to a Visitor’s first impression and their experience of helpful information (if ‘mapping’ is accomplished prior to the physical visit), areas to see, and/or ease of use. A recent example includes a map produced by the City of Naples that may be made available to the Public through a ‘green’ resource, such as the City’s website, or published and distributed at critical Visitor points.
What First?

• Phase 1: Monies allocated ($250,000)

Approach
1. Identify Trail Area & Develop (complete)
2. Individual Spots vs. ‘Spread the Wealth’
3. One Element

Recommendation
Approach 1 Trail Area
2-3 possibilities – all responsive to linkage goal

1. Sixth Avenue South Promenade (Waterfront to Cambier Park)
2. Tenth Street South & Third Avenue South / U.S. 41 - Gateway Intersections
3. Broad Avenue / 9th Street South Bikeway walk/banner linkage (3rd Street South & Crayton Cove – signage, landscape, art)