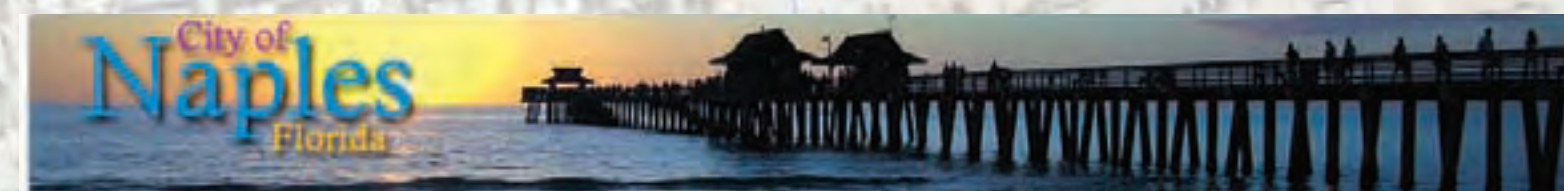


# Connectivity & Placemaking Study

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"?

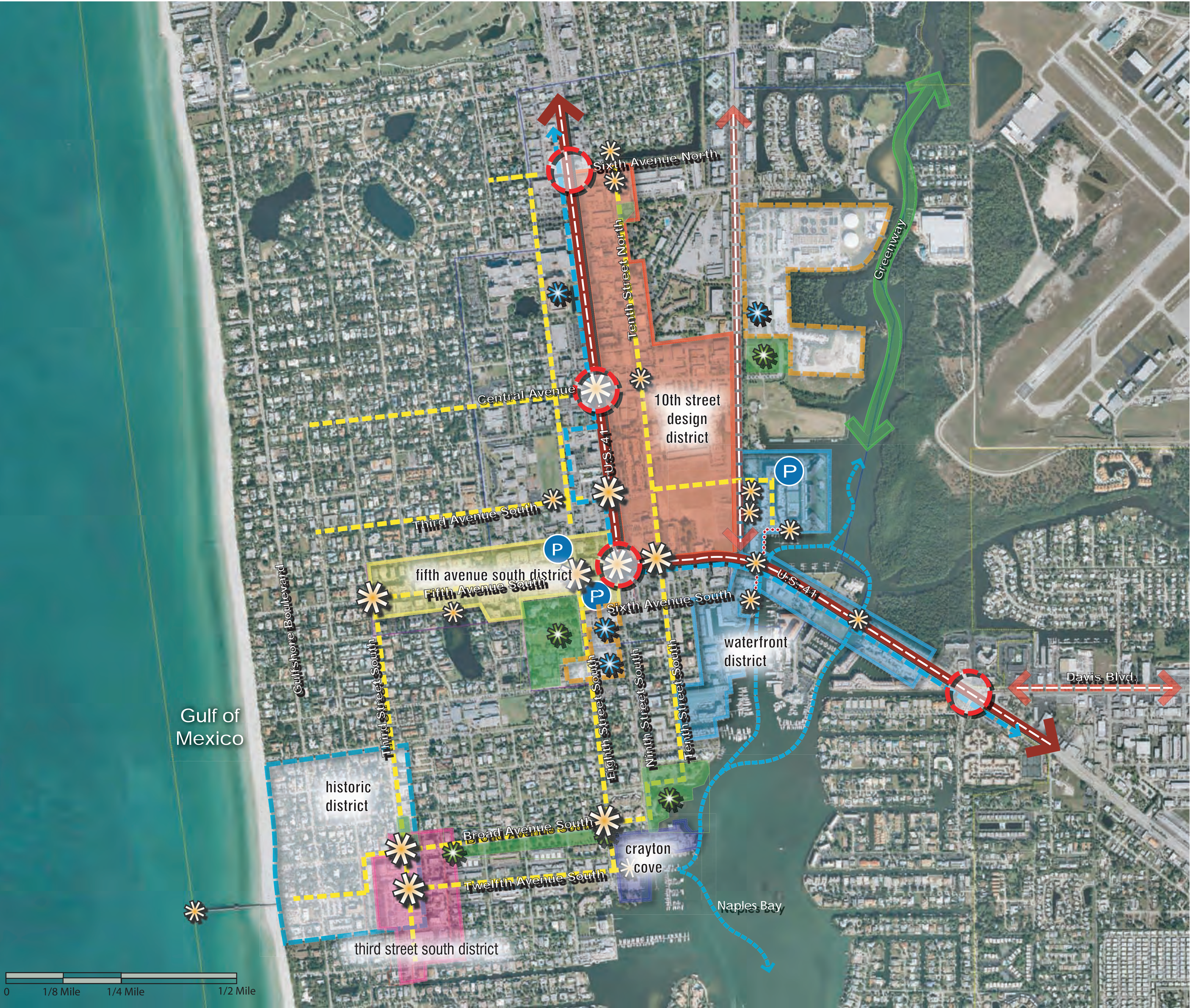
Connectivity can be defined as a system of pathways, streets, sidewalks and/or bikeways, with multiple routes and, therefore, a system of connections. Successful connectivity is essential for every city's economic development and social health. Connectivity supports a growing economy, reduces traffic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



Map Legend

- Fifth Avenue South District
- Historic Third Street South District
- Waterfront District
- Crayton Cove
- 10th Street Design District
- Parks and Greenways
- Historic District
- Civic and Government
- Significant Gateway
- Major Intersection
- Point of Interest
- Civic or Government Building
- Park
- Parking Garage
- Major Roads
- Downtown Vehicular Routing
- Boat Route





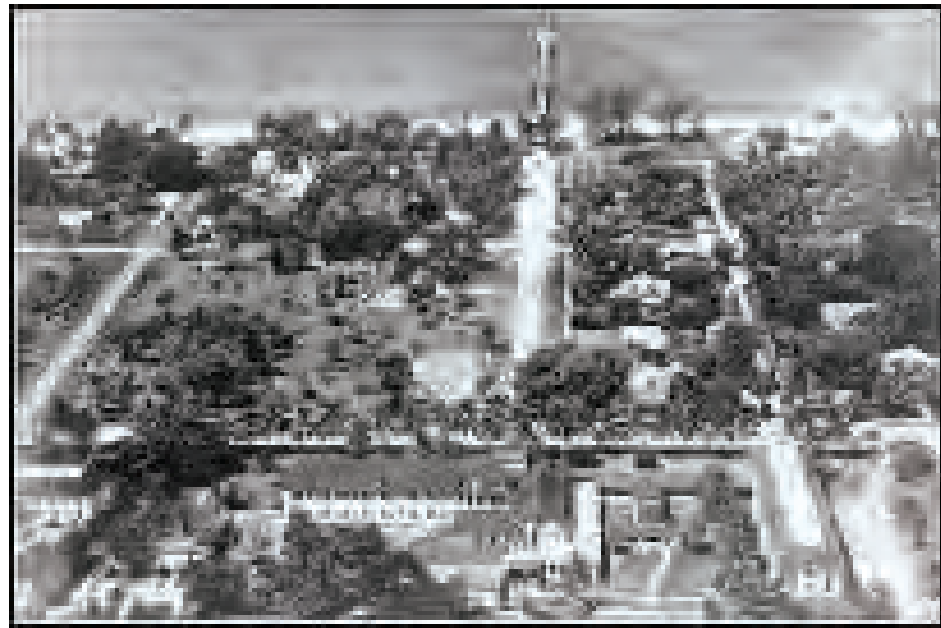
Layers represent a potential business extension, such as additional places to visit, cultural focal points, and/or cues for businesses/marketing in addition to District features. Layers may overlap or physically-extend a District's 'boundary.'



PALM COTTAGE



HISTORIC WIND IN THE WILLOWS BLDG



CITY PIER & NAPLES HOTEL

**Naples Downtown Historic Area**



CITY OF NAPLES: CITY HALL



CITY OF NAPLES: POST OFFICE

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



**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



ART FESTIVAL ON 5TH AVE. S.



PUBLIC ART INSTALLMENTS



**City of Naples Parks and Greenways**



RODGERS PARK ON 3RD ST. S.



GREEN SPACE: 3RD ST. S. GATHERING SPACE



GREENWAY LINKS 3RD ST. & CRAYTON COVE



NAPLES LANDING PARK & BOAT RAMP



ARTHUR ALLEN TENNIS CENTER: CAMBIER



CAMBIER PARK & BANDSHELL



MERRI HUE MINI PARK ON 5TH AVE. S.



RIVER PARK COMMUNITY CENTER: 10TH ST.





PARKING GARAGES: TRANSPORTATION HUBS



WALKABLE DOWNTOWN



BIKE FRIENDLY STREETS

## ALTERNATIVE AND MASS TRANSPORTATION MODES



SIGHTSEEING TOURS



ELECTRIC VEHICLES



WATER TAXI



POTENTIAL BICYCLE RENTAL STATION

### 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.



SEGWAY TOURS







ON-STREET PARKING / STREETSCAPE



STREET SIGNAGE & LIGHTING



PUBLIC ART



WIDE, SHADED SIDEWALKS



EXISTING GATEWAY TO 5TH AVE. S. DISTRICT



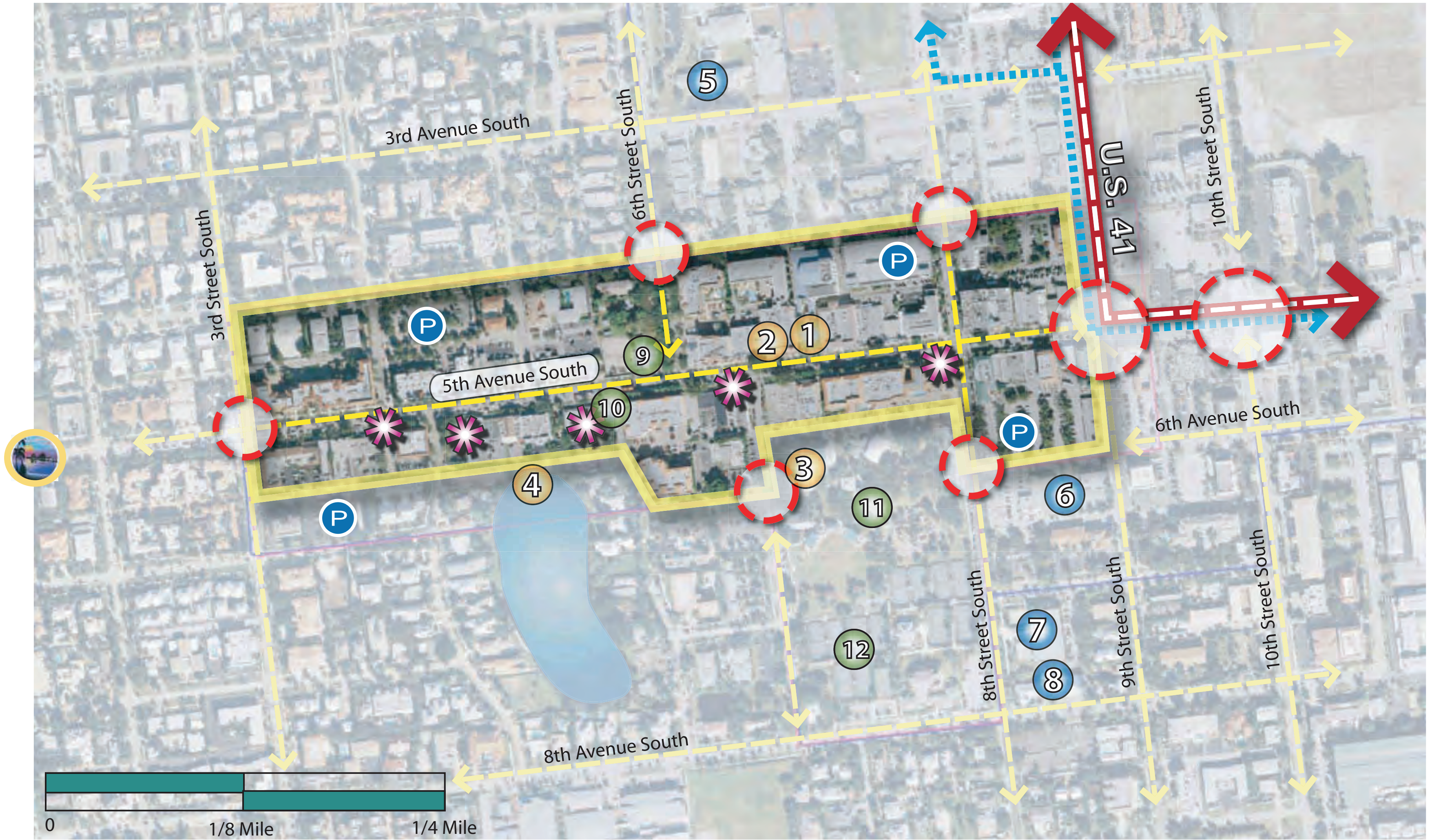
SUGDEN PLAZA (PUBLIC GATHERING SPACE)



BEACH ACCESS DIRECTLY OFF 5TH AVE. S.



MINI PARKS



- Gateway/ Significant Intersection
- Point of Interest
- Civic Building
- Park
- Art / Culture / History
- Public Parking
- Primary Gulf Access
- Arterial Roads
- Primary Vehicular Routes
- CAT Bus Route
- 1 Sugden Plaza/ Theater
- 2 The Inn on Fifth
- 3 Von Leibig Art Center
- 4 Pergola Overlooking Lake
- 5 Gulfview Middle School
- 6 Post Office
- 7 City Hall
- 8 Police and Emergency Services
- 8 Menefee Minipark
- 9 Merrihue Minipark
- 10 Cambier Park and Band Shell
- 11 Norris Community Center



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 off the main street of 5th Avenue South, a main vehicular thorough fare 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



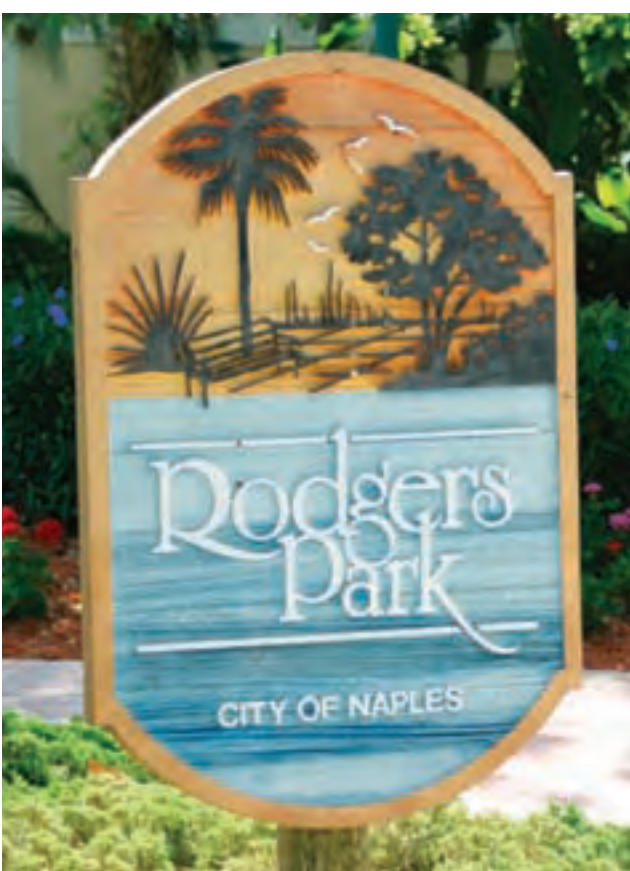
3RD STREET DISTRICT: BROAD AVE GATEWAY



LIGHT FIXTURES ON 3RD



WAYFINDING SIGNAGE



POCKET PARK ON 3RD ST.



LOCAL STOP SIGN STANDARD



3RD STREET SIGNAGE & KIOSK MONUMENT



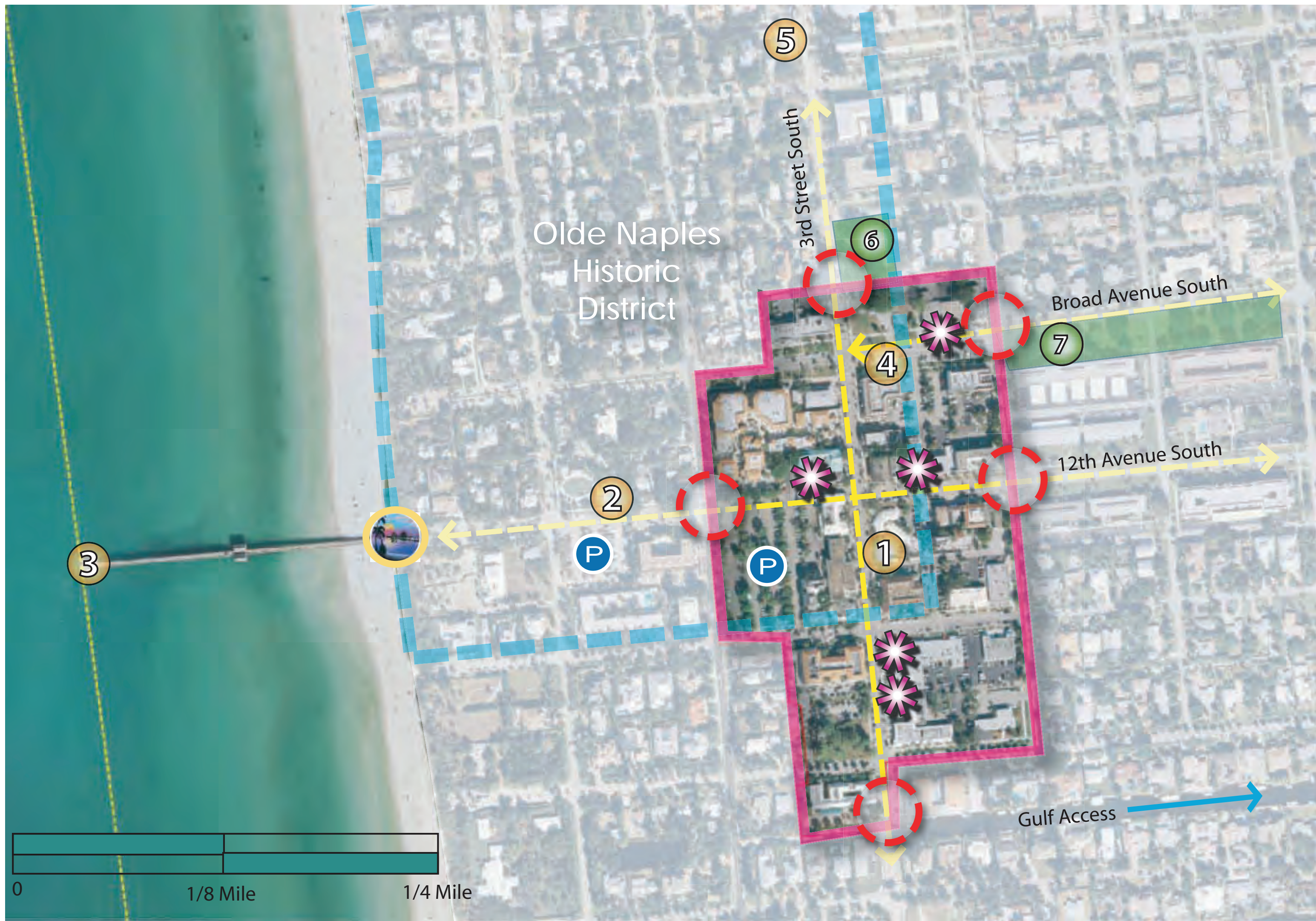
GATEWAY MONUMENT



3RD ST CORR. LIGHT FIXTURES



RESTORED HISTORICAL BUILDINGS



- Significant Intersection
- Point of Interest
- Civic Building
- Park
- Art / Culture / History
- Public Parking
- Primary Gulf Access
- Downtown Vehicular Routes
- 1 Third Street Concierge
- 2 Naples Historical Society
- 3 Naples Pier
- 4 Coffee Row
- 5 Everglades Bicycle Tours
- 6 Rodgers Park
- 7 Broad Avenue Greenway



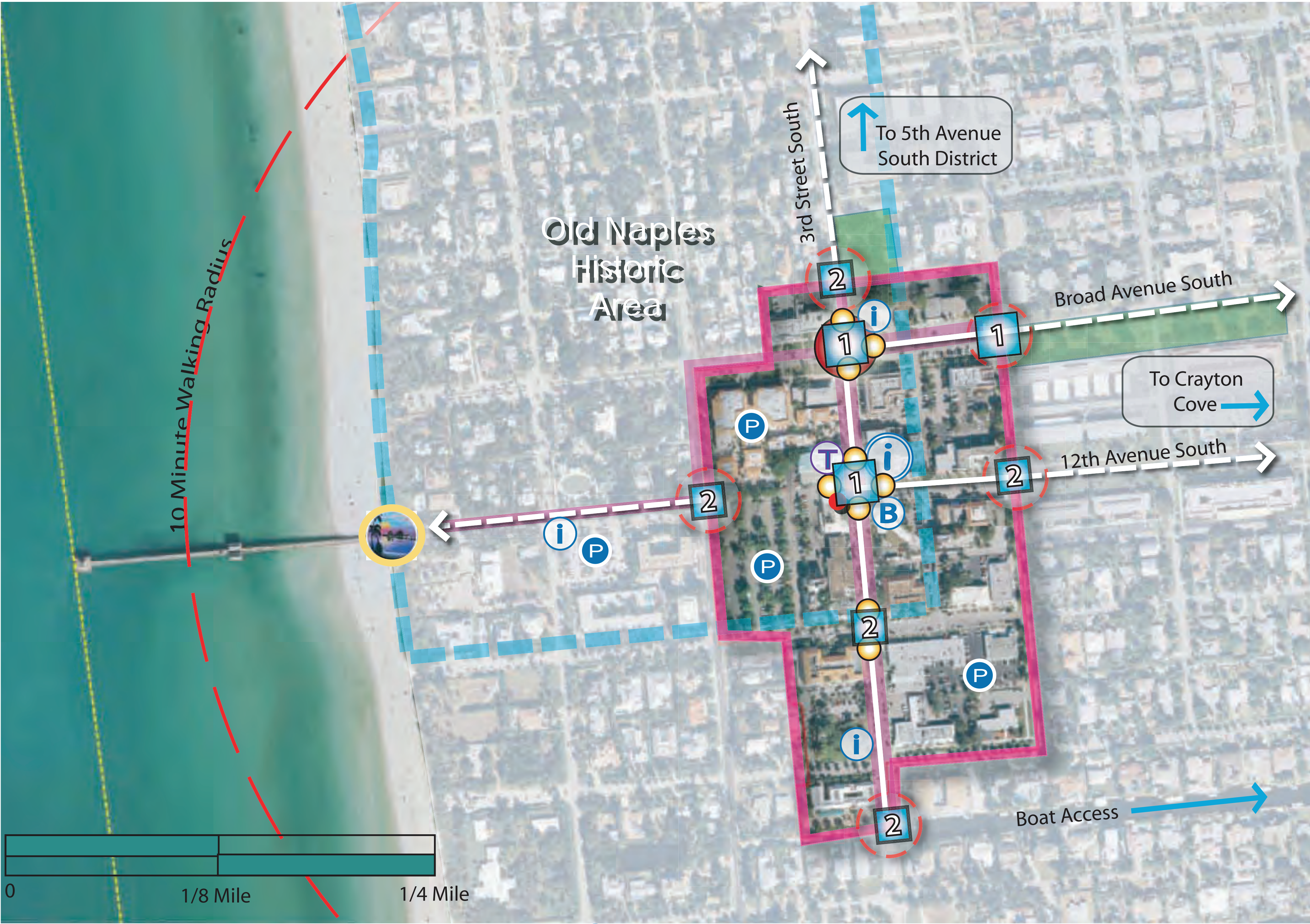
The **Historic 3rd Street District** runs through the charming heart of Old Naples. This district is known for its upscale shopping, gourmet restaurants, and Gallery Row. Gallery Row is a thriving collection of art galleries that embodies the spirit of this historic part of Downtown Naples. Only a few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



EXISTING CONDITIONS



PROPOSED ENHANCEMENTS



- > Connectivity Routes to Other Districts
- > Connectivity Routes within District
- District Banners
- 1 Gateway Signage
- 2 Wayfinding Signage
- Primary Beach Access
- i Concierge Kiosk
- i Informational Kiosk
- B Bike Rental
- Street/ Crosswalk District ID
- P Parking Area - On Street/Garage
- Signal Intersection
- T Taxi / Limo / Trolley Stations
- 10 Minute Walking Radius and Origin





HISTORIC TIN CITY



WATERFRONT SHOPS & CAFES



BAYFRONT MIXED-USE DEVELOPMENT: GATHERING SPACE



ORIGIN OF SIGHTSEEING TOURS



BAYFRONT ENTRY: WEST GATEWAY



GORDON RIVER PASS: CONNECTION TO WATER



PEDESTRIAN ACCESS UNDER TAMIAMI TRAIL



CHARTER FISHING AND BOAT TOURS



DOCKSIDE BOARDWALK



BAYFRONT MARINA PROMENADE & CABANA BAR

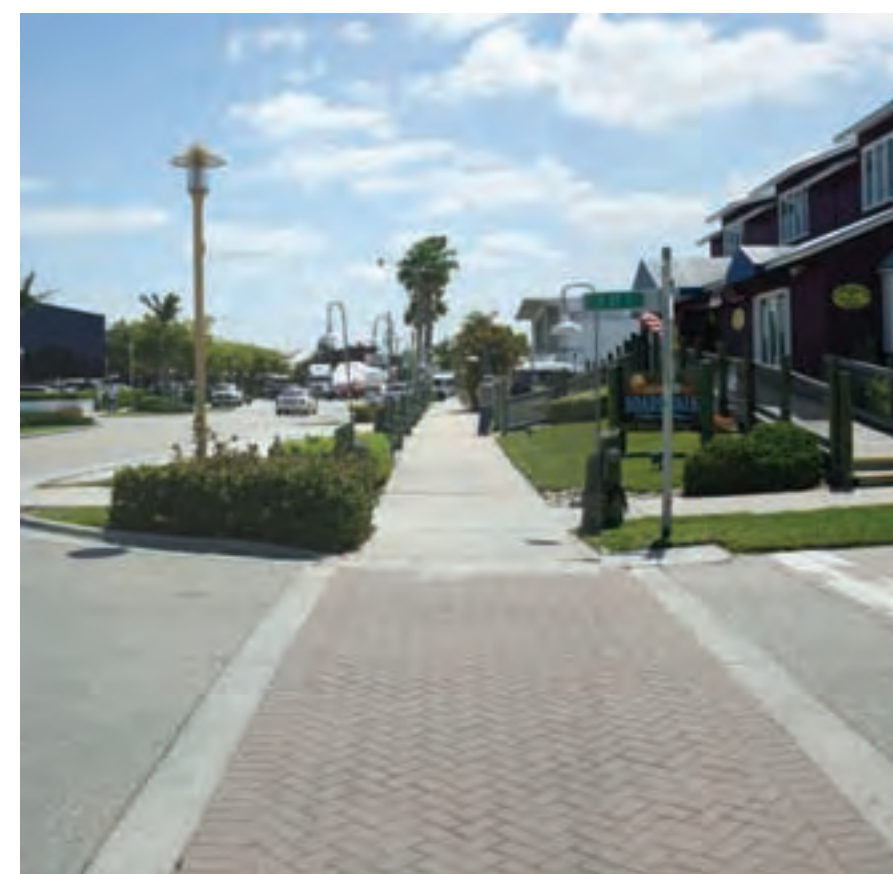


- Gateway/ Significant Intersection
- Point of Interest
- Civic Building
- Park
- Art / Culture / History
- Public Parking
- Information Center
- Primary Arterial Roads
- Secondary Arterial Roads
- Primary Vehicular Routes
- CAT Bus Route

- 1 Tin City
- 2 Bayfront
- 3 Bayfront Inn
- 4 Naples Princess
- 5 Dockside Boardwalk
- 6 General Store/ Naples Transportation Tours
- 7 Naples Boat Club
- 8 Old Naples Seaport
- 9 Naples Bay Resort
- 10 Naples Landing Park







EXISTING CONDITIONS



PROPOSED ENHANCEMENTS



Proposed Waterfront Connectivity  
www.naplesbackyardhistory.org



- Connectivity Routes to Other Districts
- Connectivity Routes within District
- District Banners
- 1 Gateway Signage
- 2 Wayfinding Signage
- i Concierge Kiosk
- i Informational Kiosk
- B Bike Rental Station
- Street/ Crosswalk District ID
- P Public Parking
- Signal Intersection
- T Taxi / Limo / Trolley Stations
- Gateway/ Significant Intersection
- Arterial Road
- Parks & Greenways
- 10 Minute Walking Radius and Origin
- ↔ Boat Route



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 PLAQUE



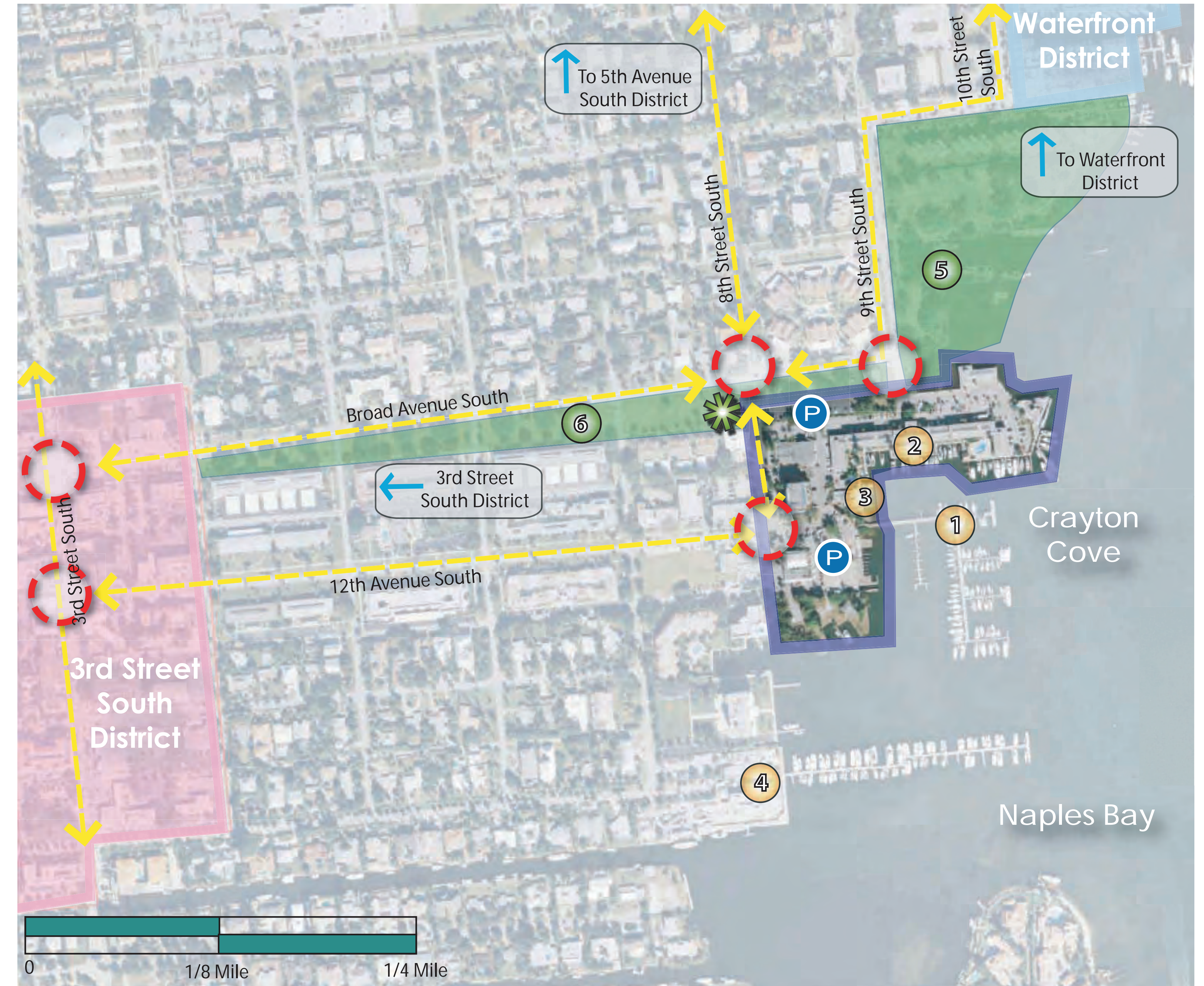
COVE INN SIGNAGE



CRAYTON COVE SIGNAGE



UNIQUE WATERFRONT AMENITIES



THE CITY DOCK: CHARTER FISHING AND BOAT TOURS



SIGHTSEEING TOURS



CITY DOCK PARKING



THE NAPLES CITY DOCK



COVE INN CHICKEE BAR

- Significant Intersection
- Point of Interest
- Civic Building
- Park
- Parks & Greenways
- Public Parking
- Primary Vehicular Routes

- 1 Naples City Dock
- 2 The Cove Inn
- 3 The Dock Restaurant
- 4 Naples Yacht Club
- 5 Naples Landing Park
- 6 Proposed Filter Marsh



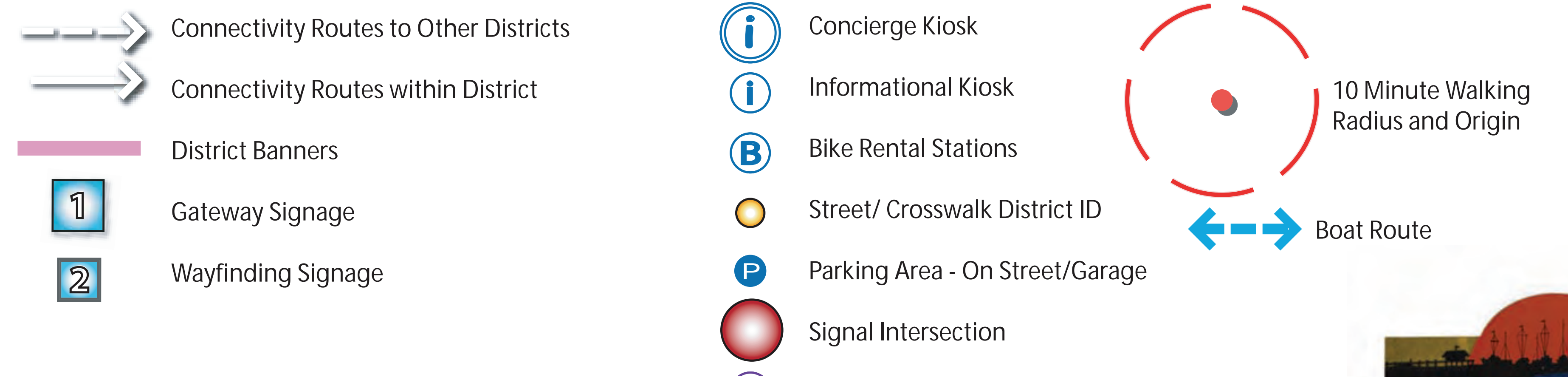
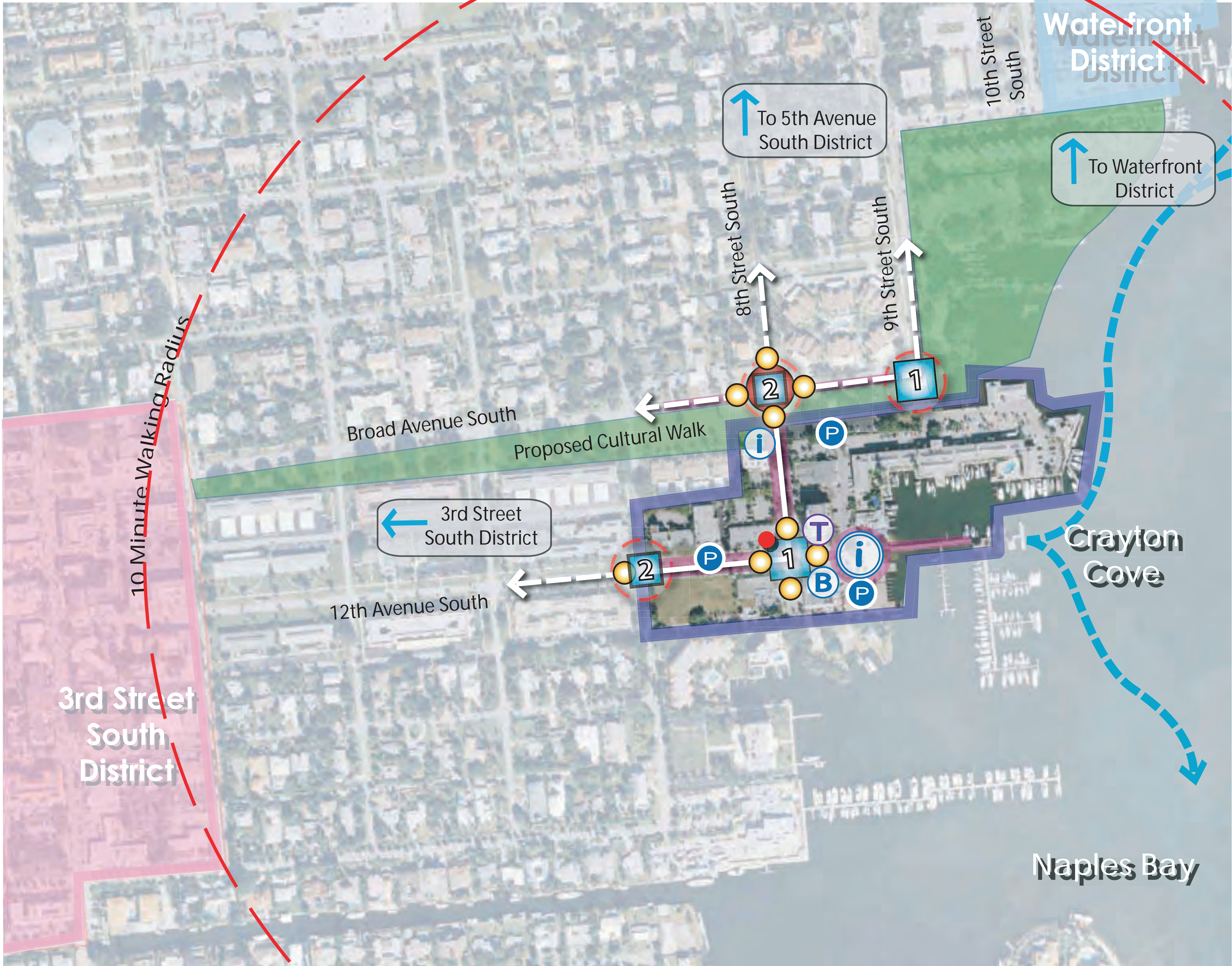
**Historic Crayton Cove**, located at the intersection of 12th Ave. and 8th St., is home to the Naples City Dock, the local division of the Coast Guard, the local favorite Dock Restaurant, the Cove Inn, the Naples Yacht Club, and a variety of other shops, lodging accommodations, and restaurants. Crayton 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.



EXISTING CONDITIONS



PROPOSED ENHANCEMENTS



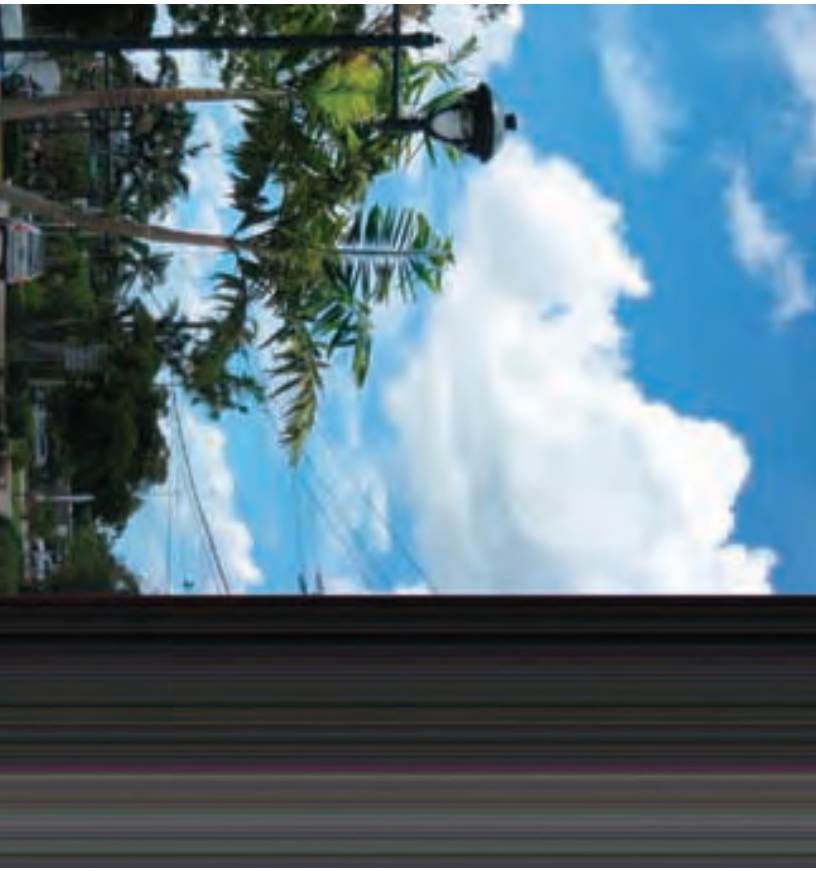




NAPLES ACADEMY OF BALLET: UNIQUE BUSINESS / SERVICE



UP-AND-COMING RETAIL & PROFESSIONAL BUSINESSES



UPDATED STREETSCAPE



CAMBRIDGE-PERRY PARK



MEMORIAL PARK



RIVER PARK: REC. FACILITIES



GARDEN DISTRICT : DESIGN CENTER



6-10 BUILDING: NEW DEVELOPMENT



TAMIAMI TRAIL (US-41) STREETSCAPE



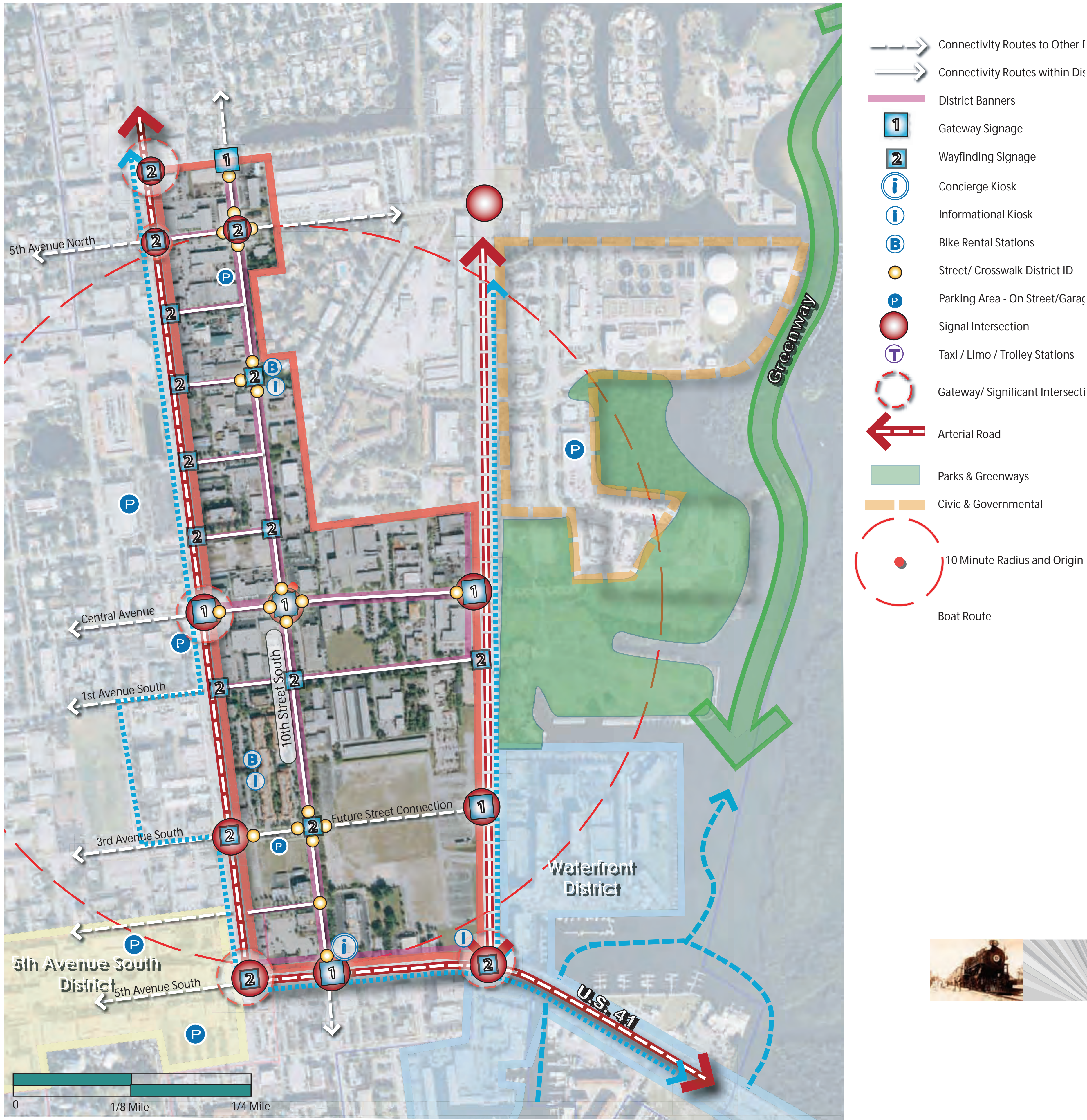
HISTORIC NAPLES DEPOT: COLLIER COUNTY MUSEUM



- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>Gateway/ Significant Intersection</li> <li>Point of Interest</li> <li>Civic Building</li> <li>Park</li> <li>Art / Culture / History</li> <li>Public Parking</li> </ul> | <ul style="list-style-type: none"> <li>Arterial Roads</li> <li>Primary Vehicular Routes</li> <li>CAT Bus Route</li> </ul> | <ul style="list-style-type: none"> <li>1 Naples Depot Collier County Museum</li> <li>2 Bellasera Resort</li> <li>3 Naples Daily News</li> <li>4 Naples Academy of Ballet</li> <li>5 Children's Museum of Naples</li> <li>6 Future Development</li> <li>7 City of Naples Water Treatment Plant</li> <li>8 Naples Police Department</li> <li>9 NCH</li> <li>10 Gulf View Middleschool</li> <li>11 FGCU Extension</li> <li>12 Betsy Jones Memorial Park</li> <li>13 Cambridge Perry Park</li> <li>14 River Park</li> </ul> |
|---|---|---|



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.

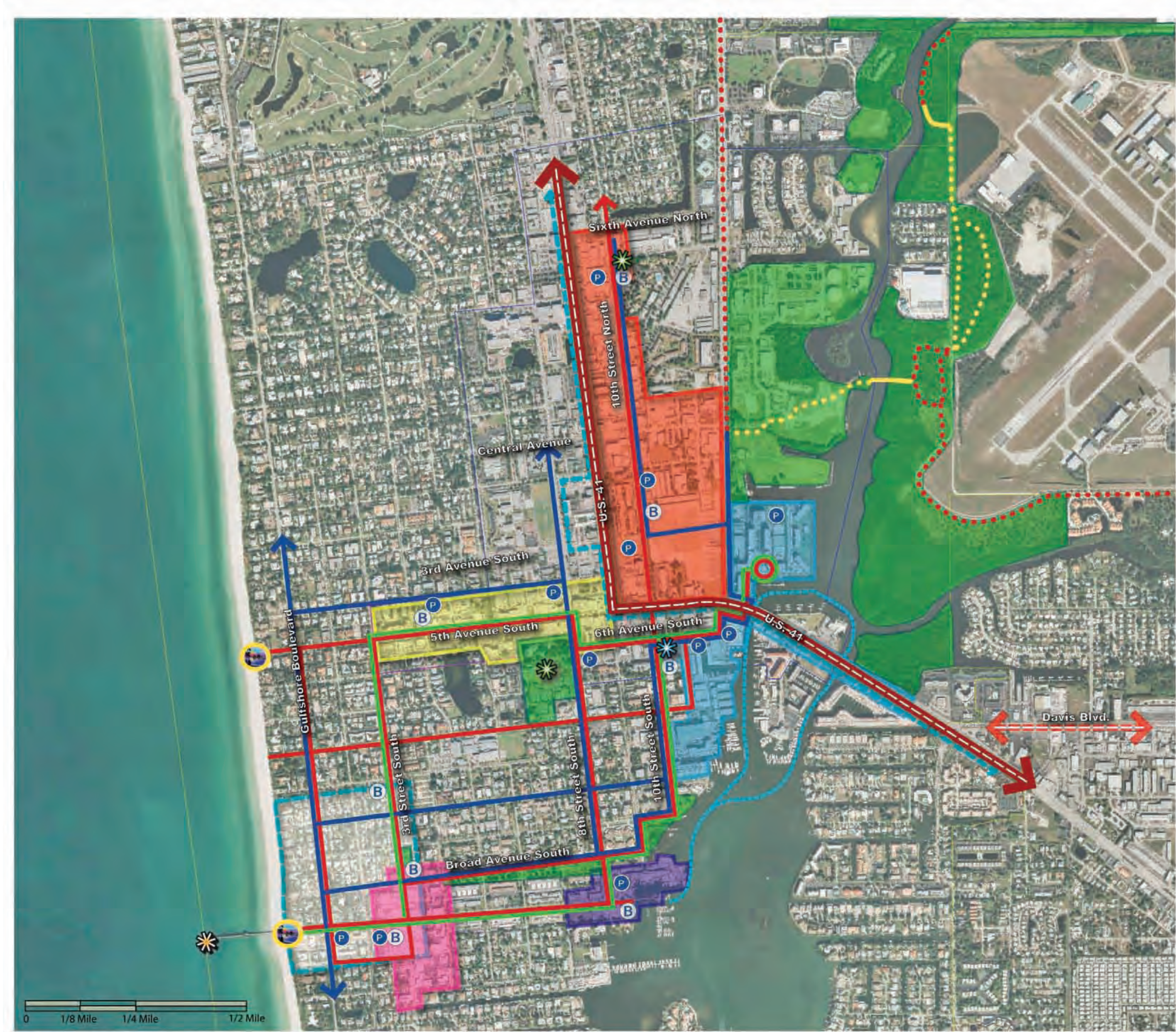




- Physical**  
 Transportation walkability;  
 bikeability; shuttle; segway;  
 mass transit (bus/trolley);  
 mini limo; taxi

Greenways new opportunities to connect

Information signage system: provides safety, direction, landmark, medallion



BICYCLE / PEDESTRIAN COORIDOR PLAN

- Gathering Node  
 Gathering/ Park  
 Parking Hubs  
 Bike Routes  
 Bike Rental Stations  
 Primary Walking Routes  
 Segway Origin  
 Segway Tour Routing  
 Public Transit/ Bus Route  
 Existing Asphalt Trail  
 Future Trail  
 Bridge/ Boardwalk
- Gateway  
 Significant Intersection  
 Point of Interest  
 Civic Building  
 Park  
 Parking Garage  
 Gulf Access  
 Arterial Roads  
 Downtown Auto Routes  
 Bus Route  
 Boat Route



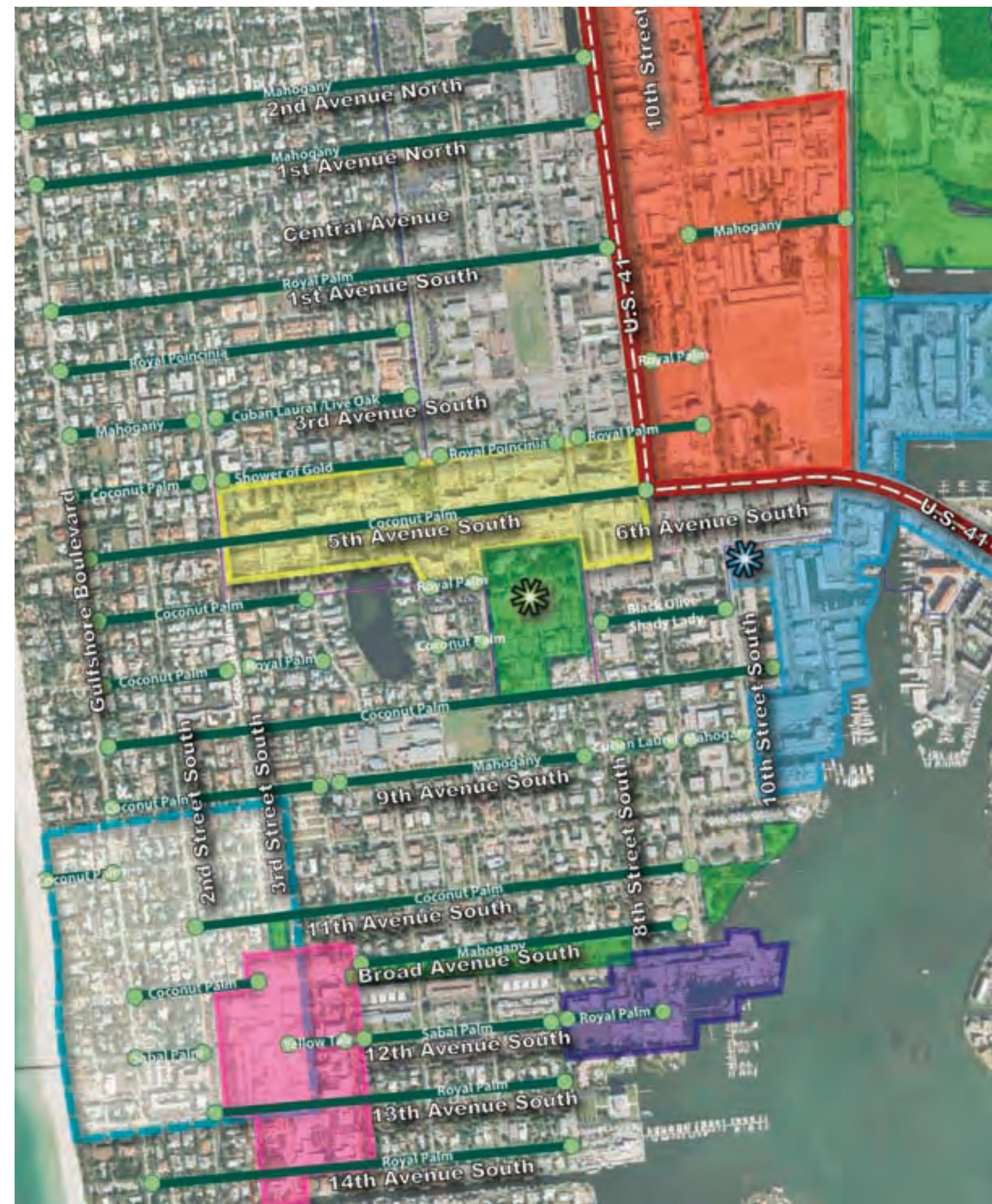
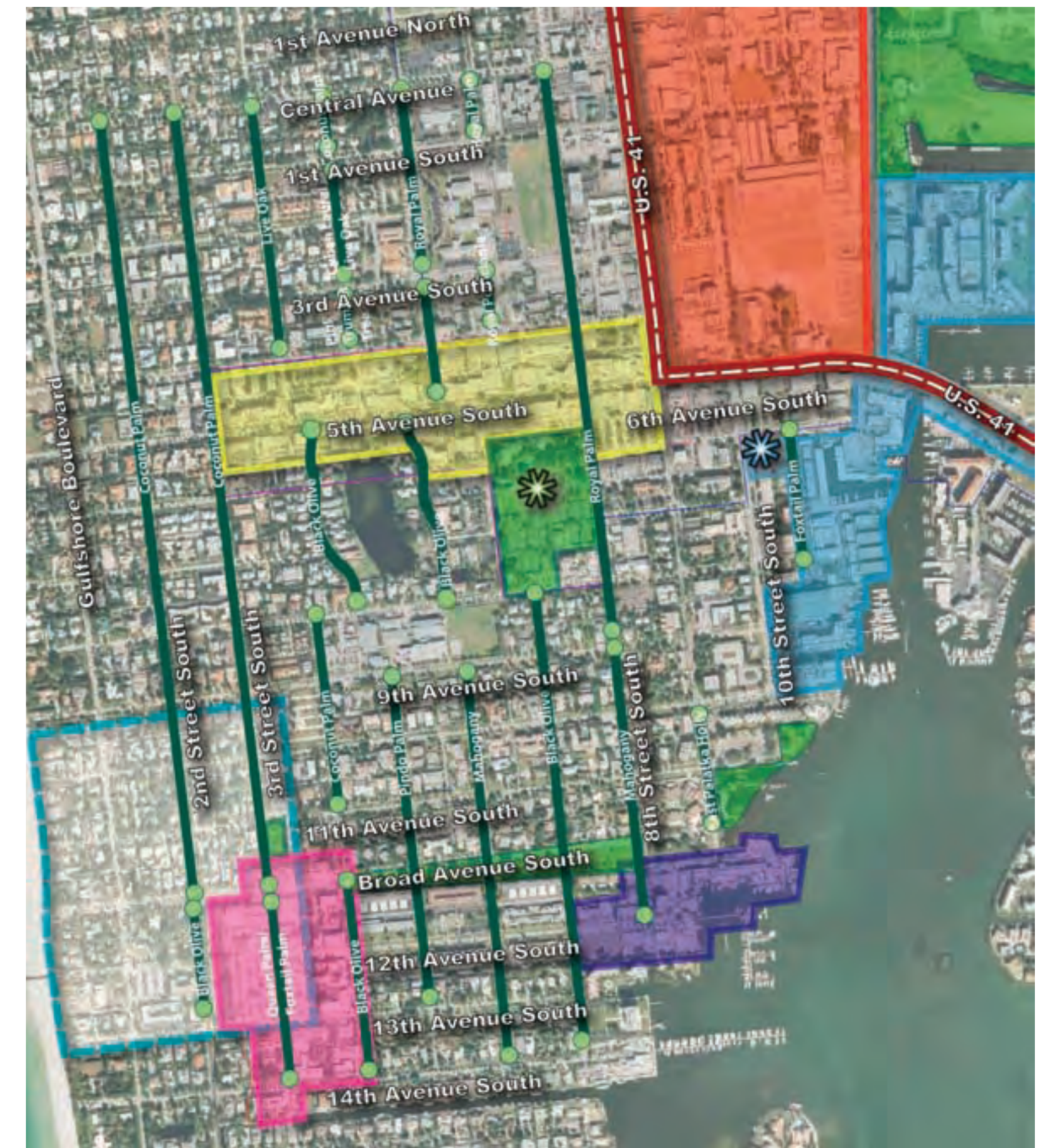
- *Visual*

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.

CITY OF NAPLES LANDSCAPE 'MASTERPLAN' FOR EAST-WEST  
CORRIDORSCITY OF NAPLES LANDSCAPE 'MASTERPLAN' FOR NORTH-SOUTH  
CORRIDORS

OVERLAY/LAYER 'PAGE GRABS' [via Google© Search engine]





- 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

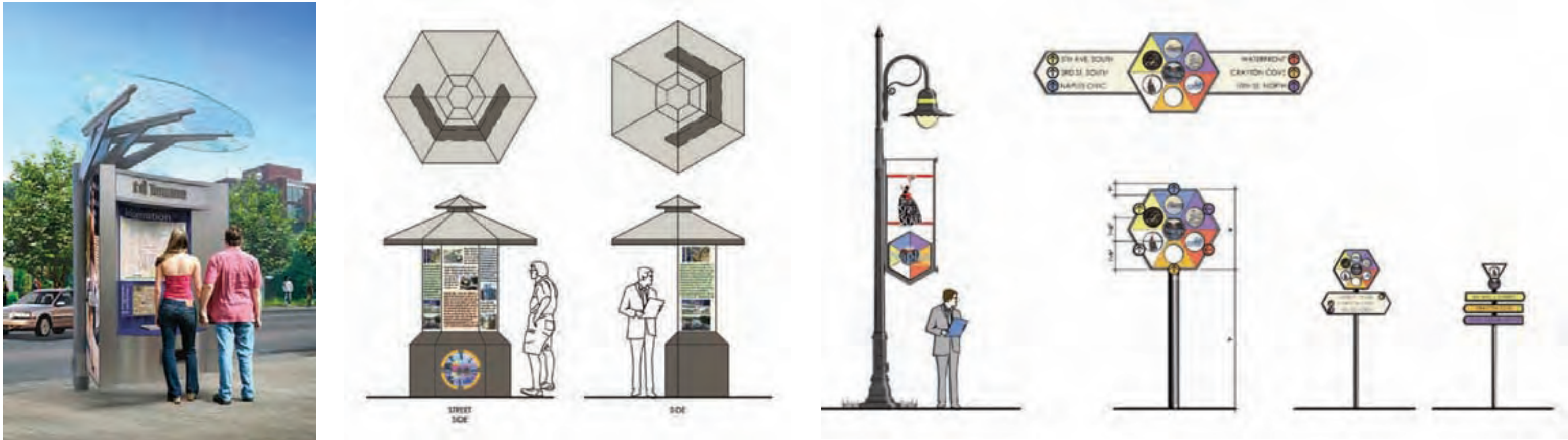
Elements establish a visual hierachy, such as wayfinding to important landmarks, features, and District boundaries. Connectivity elements further express a visual ‘fluidity’ within a District, cue to other Districts, and may ‘bind’ the whole of the City through repeated visual features of signage form, color, logos, and height. Other features and elements may include: banners, paving changes, landscaped appearence, 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’ resouce, such as the City’s website, or published and distributed at critical Visitor points.



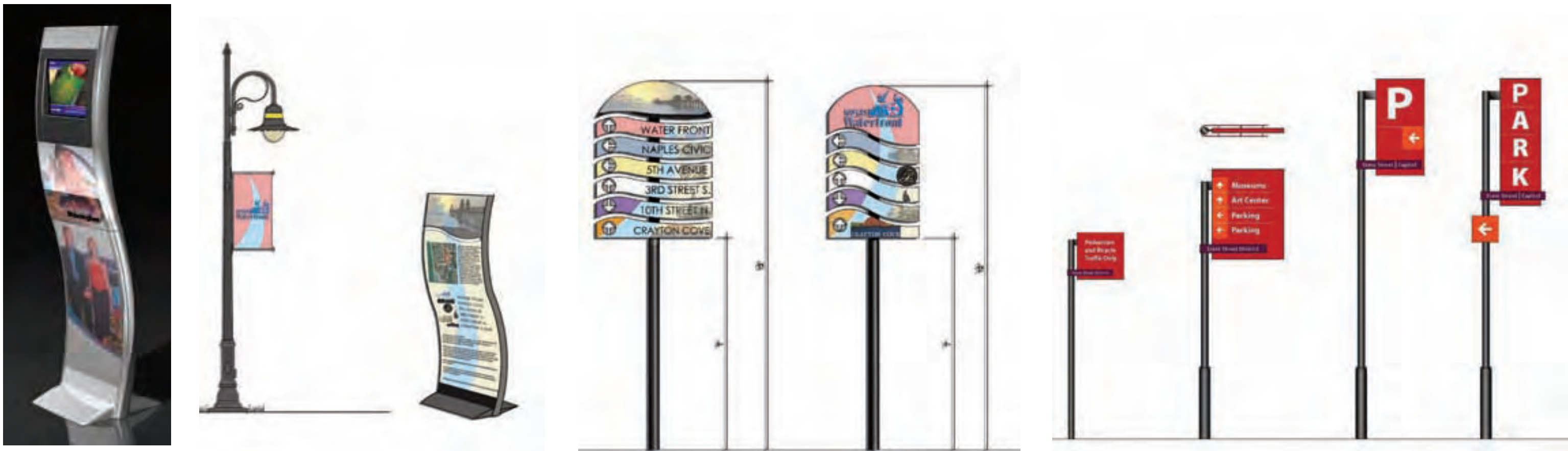
City of Naples Standards



EXISTING STREETScape ELEMENTS: INDIVIDUAL DISTRICT STANDARDS VARY



INTERACTIVE INFORMATIONAL KIOSK AND SIGNAGE FAMILY OPTIONS



INTERACTIVE INFORMATIONAL KIOSK AND SIGNAGE FAMILY OPTIONS



DISTRICT IDENTIFICATION & EVENT BANNERS



SIDEWALK EMBLEMS



SPECIALTY CROSSWALKS & LOGOS



5TH AVENUE SOUTH DISTRICT



HISTORIC WATERFRONT DISTRICT



3RD STREET SOUTH DISTRICT



10TH STREET DESIGN DISTRICT  
DISTRICT LOGOS





# 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)